CULTURE HACK
LABS
POST CAPITALIST PHILANTHROPY
Transition Resource Circle | Culture Hack Labs

Transition Resource Circle (TRC) is focused on addressing the root causes of our meta-crisis to guide us to adjacent possible futures that serve Life.

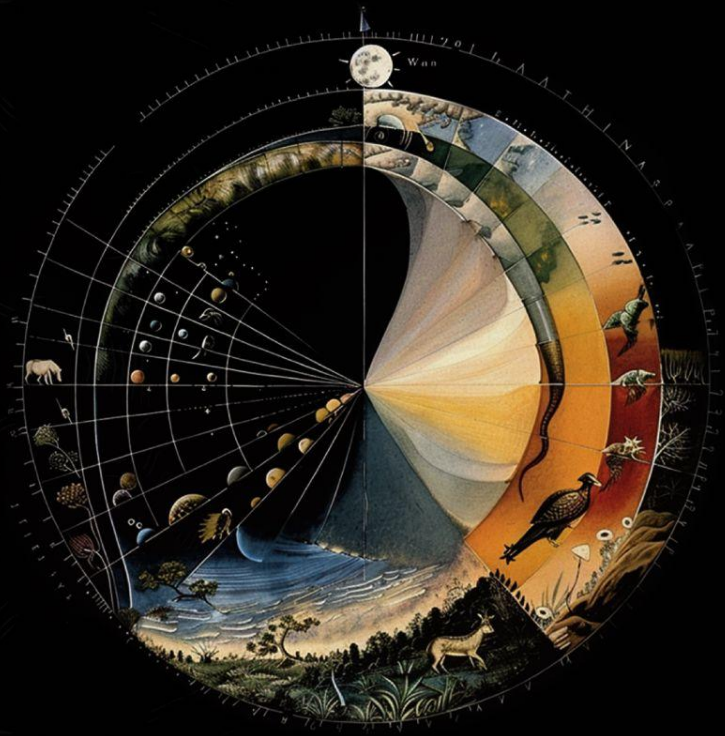
We work with/in/through philanthropy to alchemize and liberate capital to build post capitalist realities rooted in liberatory and post-anthropocentric values such as solidarity, interbeing, relationality, reciprocity and animism.

Culture Hack Labs (CHL) is a not-for-profit consultancy that supports organizations, social movements and activists to create cultural interventions for systems change.

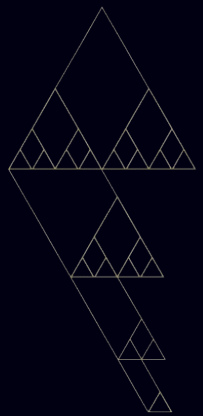
Our mission is to dismantle the cultural narratives that create and justify ecological breakdown, extraction, inequality and poverty.

Core Inquiry

Examining the Philanthropic Narrative Landscape for Cultural Evolution



Nested Hierarchies of Dominant Philanthropy

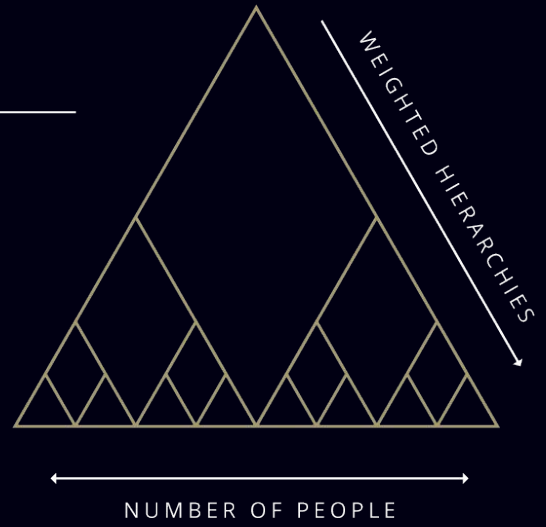


GLOBAL NEOLIBERAL
OPERATING SYSTEM

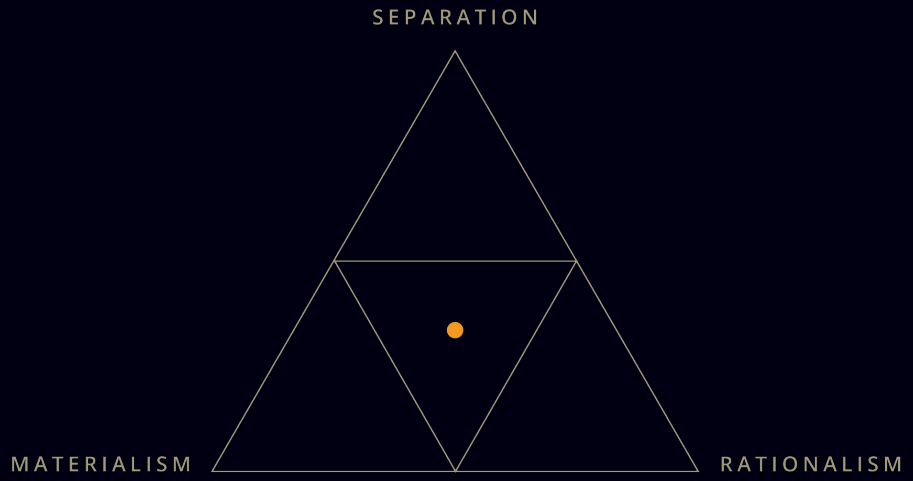
PHILANTHROPIC SECTOR AS EXTENSION
AND EXTERNALITY OF NEOLIBERALISM

INSTITUTIONS AS FRACTAL NODES

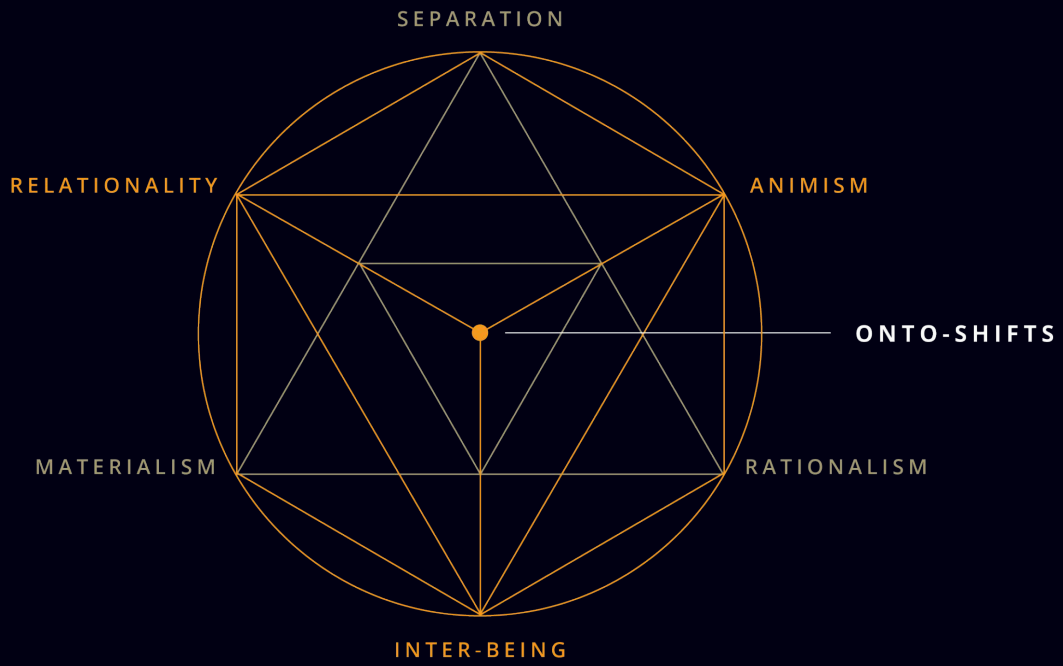
INDIVIDUAL ACTORS AS REPLICATORS



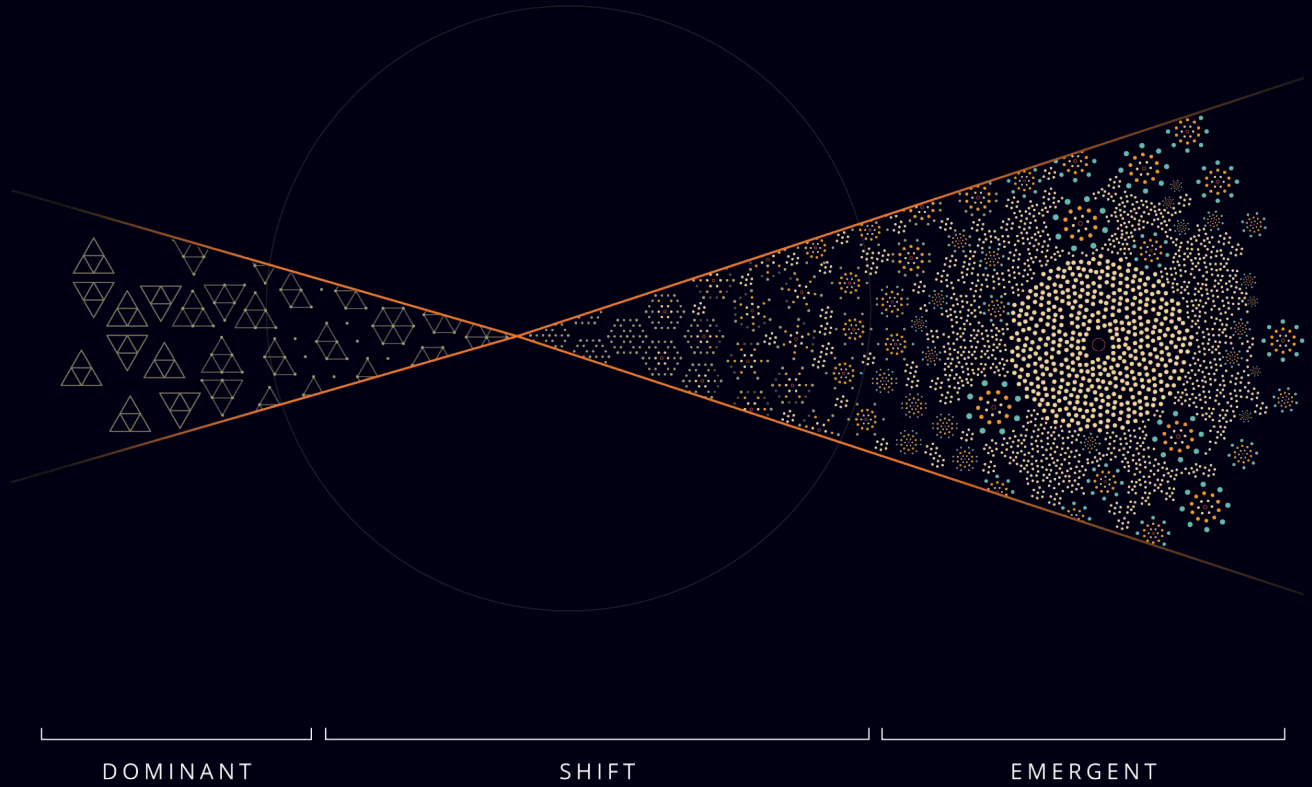
The Unholy Trinity



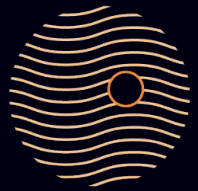
Merkaba


SEPARATION
RELATIONALITY
ANIMISM
ONTO-SHIFTS
MATERIALISM
RATIONALISM
INTER-BEING

Ontological Shifts



The Five Elements

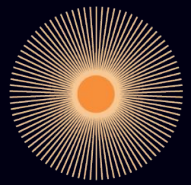


WATER

SOLIDARITY WITH
INDIGENOUS PEOPLE

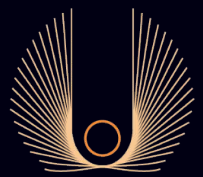
FIRE

SOLIDARITY WITH
SOCIAL MOVEMENTS



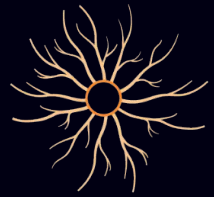
LIFE-FORCE

ETHER



AIR

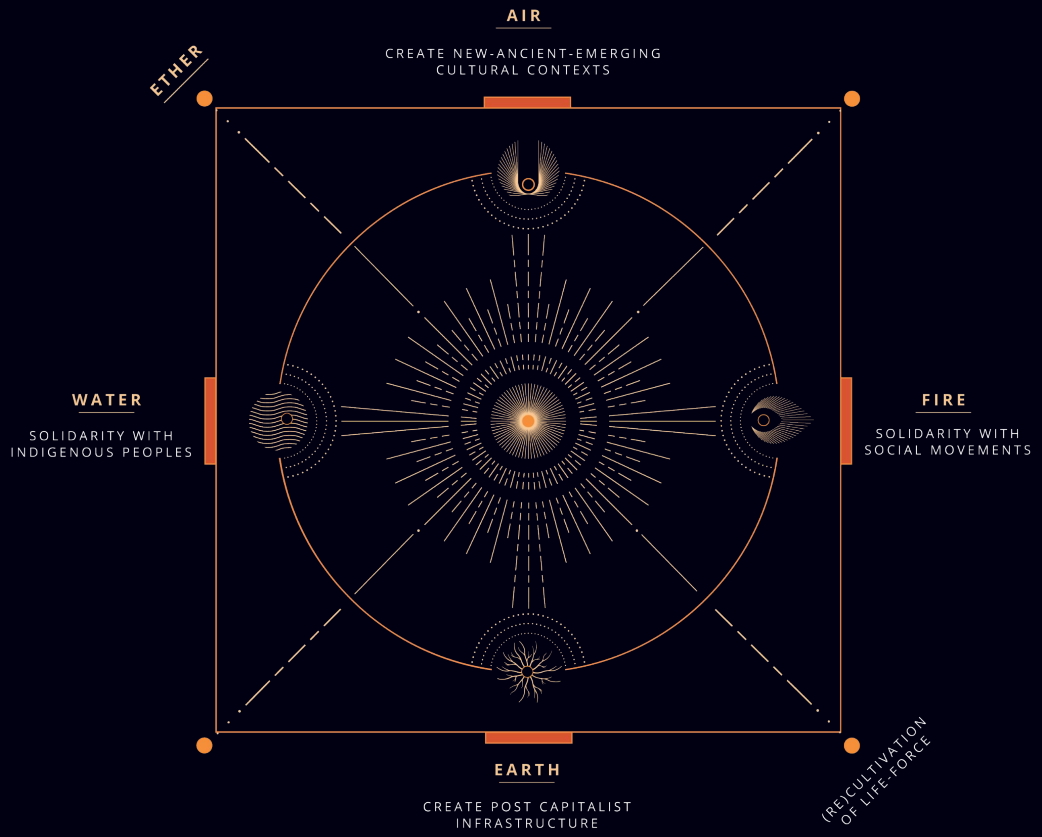
CREATE A NEW
CULTURAL CONTEXT



EARTH

CREATE POST-CAPITALIST
INFRASTRUCTURE

Five Elements Mandala

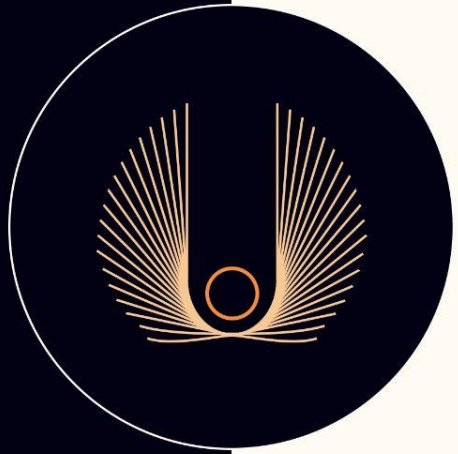


Creating new-ancient-emerging Cultural Contexts

Centering other ways of knowing and being, moving from monoculture to polyculture, and relationality between humans and the web of Life.

Narratives and logics centered around post capitalist values like reciprocity, solidarity, reconciliation and regeneration.

Examining the Philanthropic Narrative Landscape



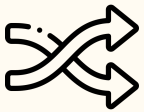
Wealth as a Transition Pathway:
Alchemizing & liberating wealth in service to Life

The Culture Hack Methodology

ASK

LISTEN

UNDERSTAND



RECODE

INTERVENE

Through our literature review, we identified the most important **themes** within the narrative space.

Using these insights into the **language**, we searched for narrative communities related to our point of view.

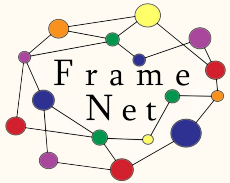
Through an analysis of the attention, network and power of these communities we can start to identify **frames** and logics.

These insights will allow us to draw a map of the narrative space, and through this begin to develop a **reframe** strategy.

Linguistic Analysis Tools

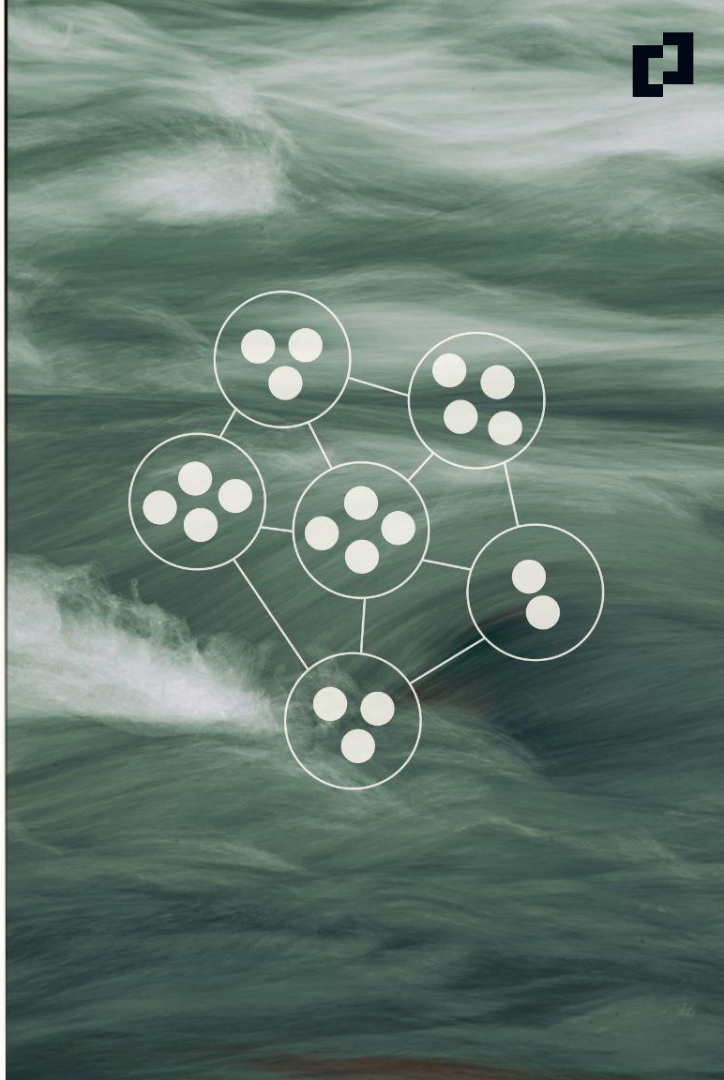
Through the power of this technology platform and our methodology we can identify the deep logics of the dominant narratives that are often perpetuating colonial, capitalitic and patriarchal logics.

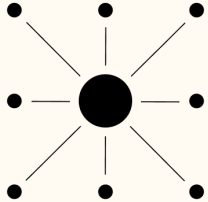
Our approach decolonizes the narratives evolving them into spaces of healing, restoration and transformation.



Narratives are interpretive social structures that frame our experience and help us make sense of everyday reality.

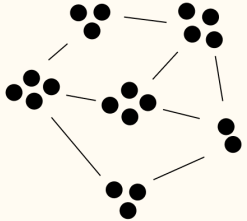
Narrative communities are groups of nodes that are talking to each other about a specific topic, in a similar way.





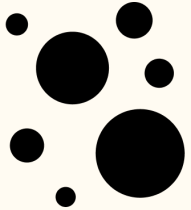
ATTENTION

Where and when is the conversation happening?



POWER

What and who are the most influential nodes in the network - voices, actors domains, platforms?

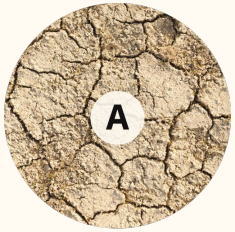


NETWORK

What are the power relations in the narrative community - who is dominant and where is the potential?

Through the analysis of attention, network and power we can identify the most recurrent language in the community. Through this we can identify **metaphors, logics and frames.**

Narrative Communities



Business as Usual

Future of philanthropy continues to be rooted in established practices.

Systems Change

Long-term societal improvements.

Decolonization

Journey towards a more equitable and just state.

Reparations

Repair and combating the structures and legacies that perpetuate injustice.

The New Custodians

Philanthropy as a stewardship.

Reimagining Wealth

Wealth is reimagined beyond capital.

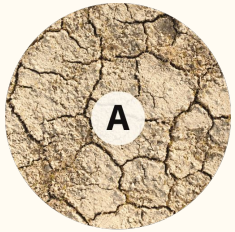
Semantic Frames

A semantic frame is a conceptual structure that organizes the roles and relationships involved in common situations or actions, aiding in understanding and processing language.

Conceptual Metaphors

A conceptual metaphor, involves understanding complex ideas through simpler, concrete experiences. These metaphors shape how we think, reason, and communicate by linking abstract concepts to basic human experiences.*

*This idea is rooted in "primary metaphors" that emerge from our physical and social experiences, such as "Affection is Warmth" or "Important is Big."



Business as Usual

Future of philanthropy continues to be rooted in established practices.

SEMANTIC FRAMES

Resolve problem
Giving

CONDEPTUAL METAPHORS

'Helping is giving'

Systems Change

Long-term societal improvements.

SEMANTIC FRAMES

Reforming a system

CONDEPTUAL METAPHORS

'Wealth is protection against harm'

Decolonization

Journey towards a more equitable and just state.

SEMANTIC FRAMES

Awareness change scenario

CONDEPTUAL METAPHORS

'Wealth is protection against harm'

'Improving a state is motion to a preferred location'

Reparations

Repair and combating the structures and legacies that perpetuate injustice.

SEMANTIC FRAMES

Cure
War

CONCEPTUAL METAPHORS

'Addressing social problems is treating a physical affliction'

'Addressing social problems is waging war'

The New Custodians

Philanthropy as a stewardship.

SEMANTIC FRAMES

Social connection
Abundance

CONCEPTUAL METAPHORS

'Money is flow'

Reimagining Wealth

Wealth is reimagined beyond capital.

SEMANTIC FRAMES

Sharing
Motion
Access scenario

CONCEPTUAL METAPHORS

'Moral action is nurturance'

'Personification'

Attitudinal Spectrum

We then map these narrative communities and their semantic frames across the following Attitudinal axis, moving from viewing wealth/philanthropy from Taking to Stewarding.

Bound
Shallow
Limited

Boundless
Deep
Expansive

Taking | **Giving (charity model)** | **Sharing (solidarity model)** | **Stewarding**

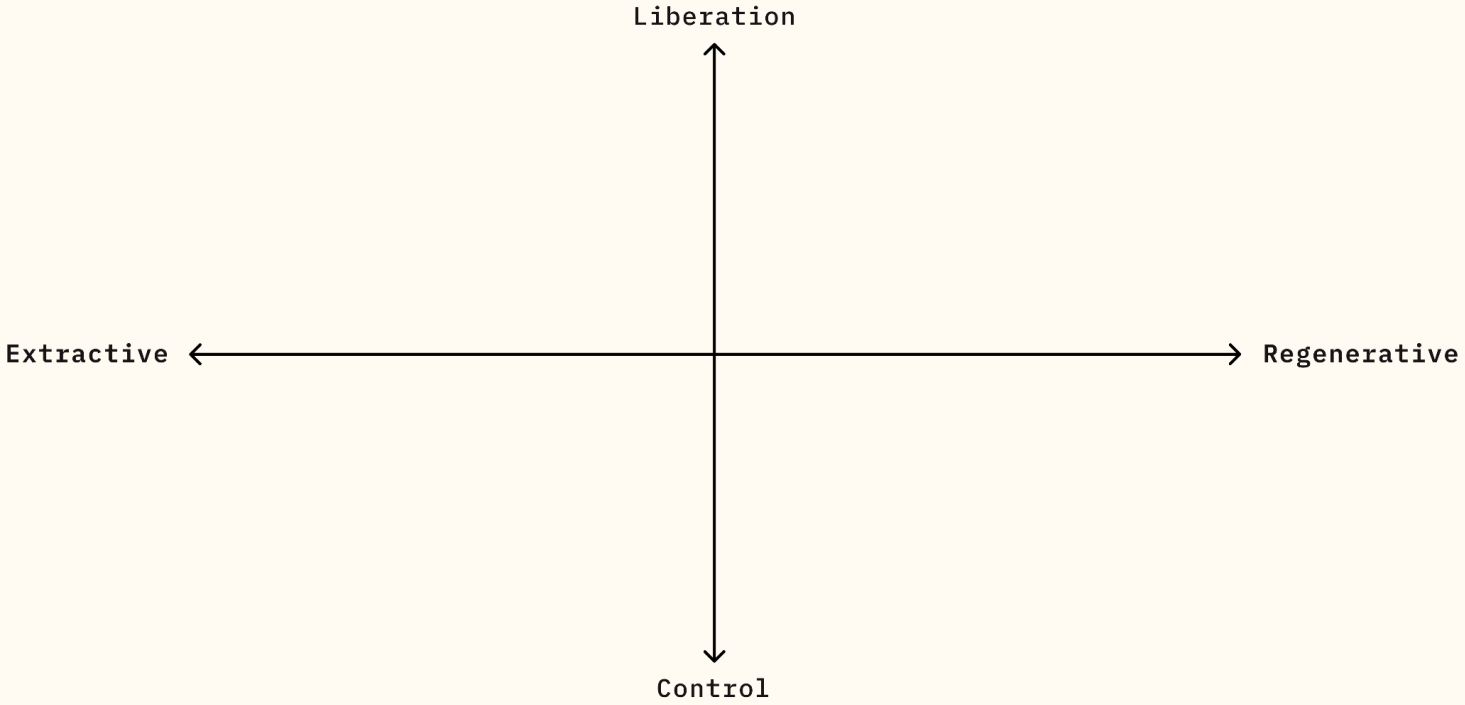
Resolve problem
Giving

Reforming a system
Awareness change scenario

Social connection
Abundance

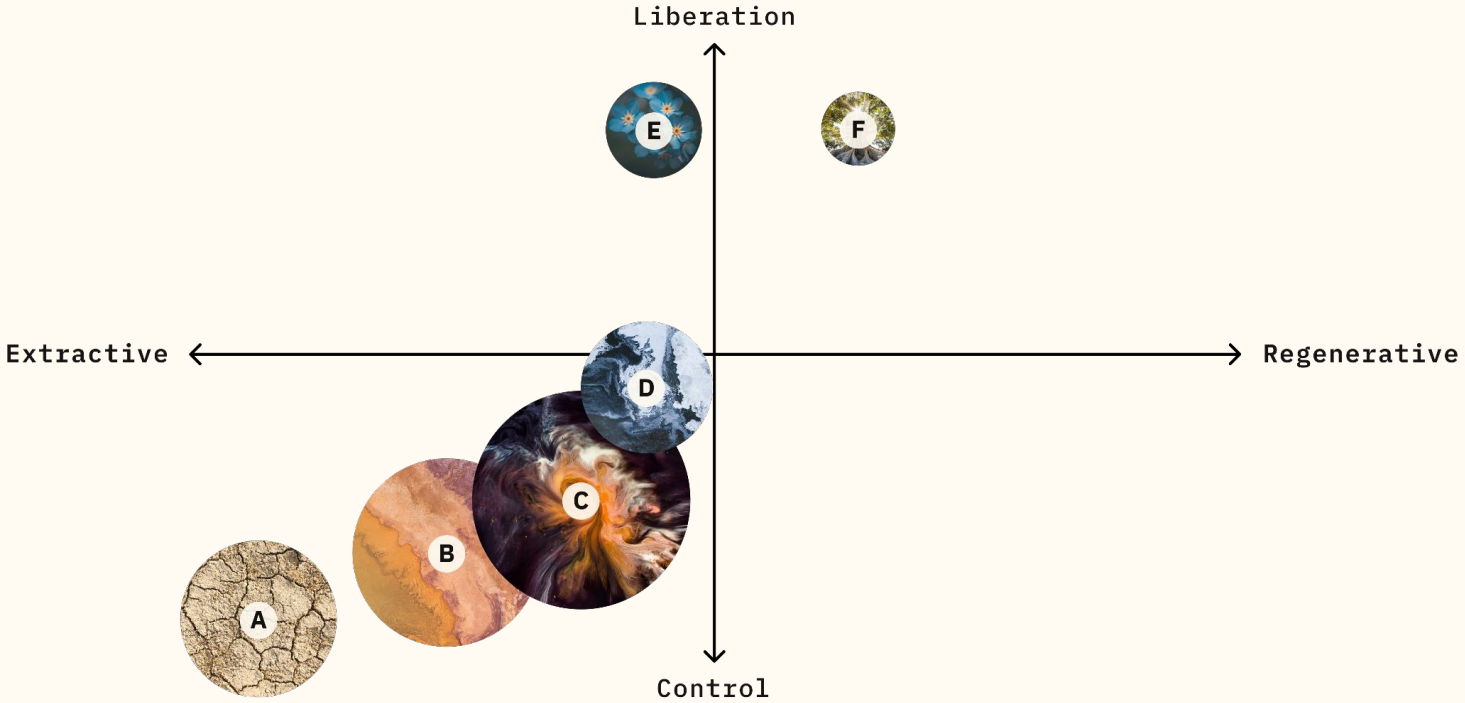
Cure
War

Sharing
Motion
Access scenario



X Axis: The logic of wealth and how it informs philanthropy

Y Axis: The structure of philanthropy



X Axis: The logic of wealth and how it informs philanthropy **Y Axis:** The structure of philanthropy **Size of circle:** Size of the community

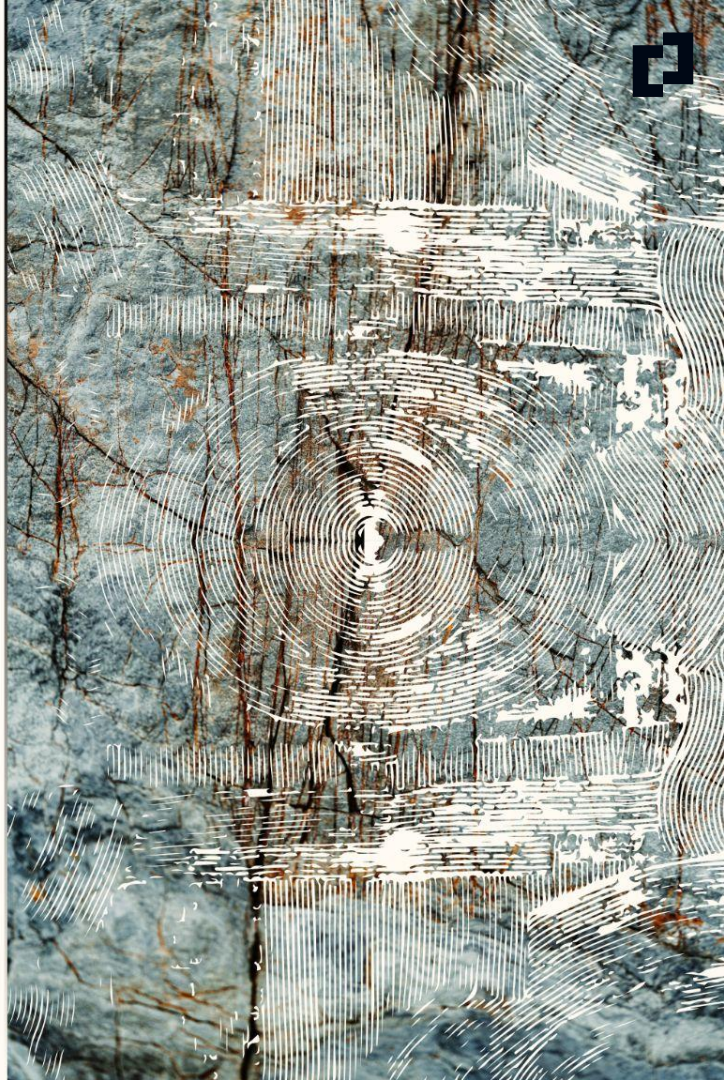
A: Business as usual **B:** Systems Change **C:** Decolonization **D:** Reparations **E:** The New Custodians **F:** Reimagining Wealth

Window of Discourse

This window describes the **range of political ideas deemed acceptable to the public** - and helps us to understand the mapping framework.

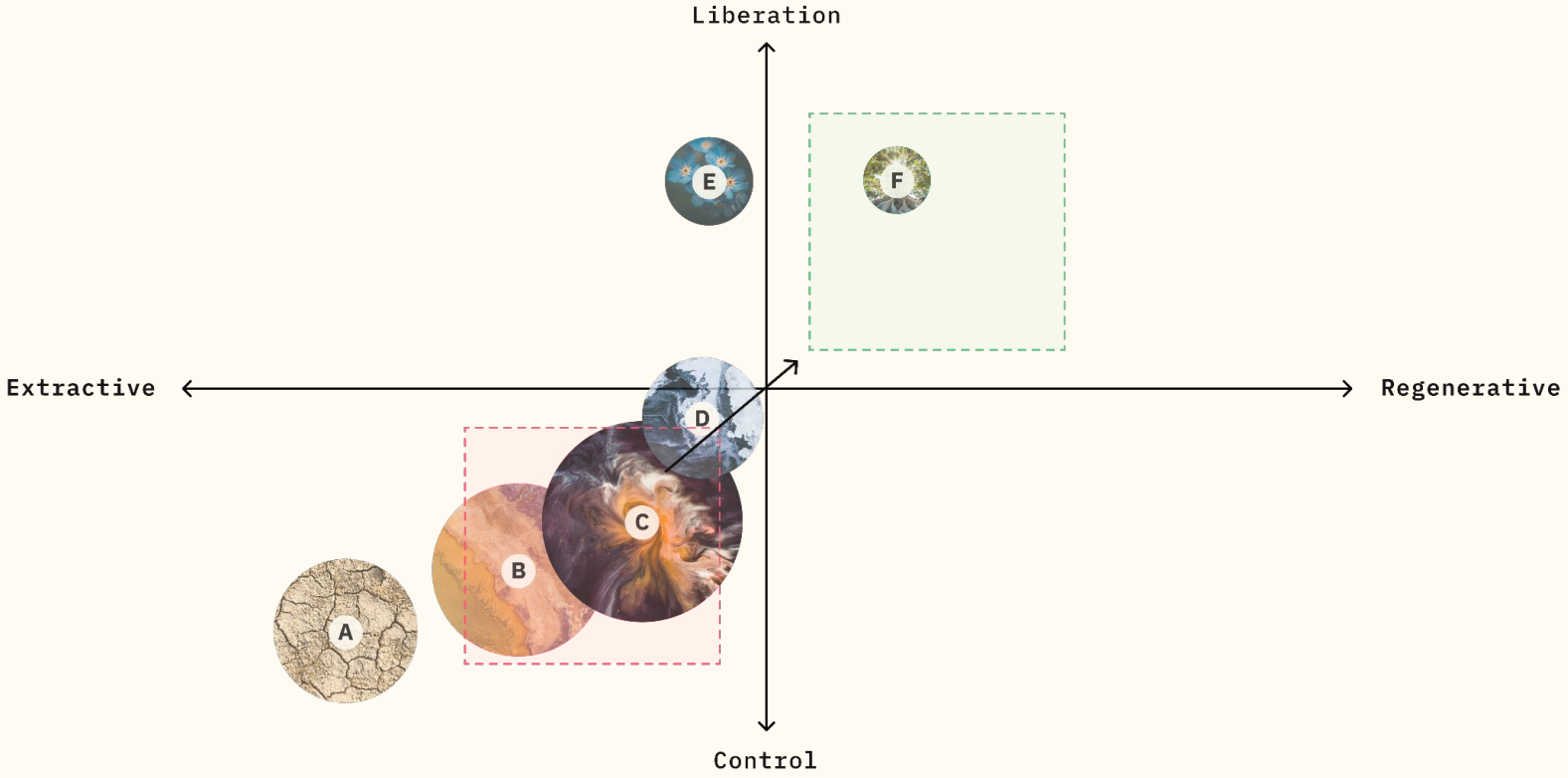
Unthinkable
Radical
Acceptable
Sensible
Popular
Policy
Popular
Sensible
Acceptable
Radical
Unthinkable

Window of Discourse



We want to develop a new common sense of the meaning and function of Philanthropy.

From Extraction/Control towards Liberation/Regeneration.



X Axis: The logic of wealth and how it informs philanthropy **Y Axis:** The structure of philanthropy **Size of circle:** Size of the community

A: Business as usual **B:** Systems Change **C:** Decolonization **D:** Reparations **E:** The New Custodians **F:** Reimagining Wealth

Transition Pathways

The trajectory of narratives for evolution. Transition pathways are a three-stage processes of cultural evolution.

Breakdown — Awareness — Integration

Cognitive Development as Transition Pathways

BREAKDOWN → **AWARENESS** → **INTEGRATION**

Resolve problem
Giving

Reforming a system
Awareness change scenario

Social connection
Abundance

Cure
War

Sharing
Motion
Access scenario

Overarching Reframe

Wealth as a Transition Pathway

SEMANTIC FRAMES

Wealth as a Transition Pathway

LOGIC

Transforming the essence and function of wealth to build post capitalist infrastructure

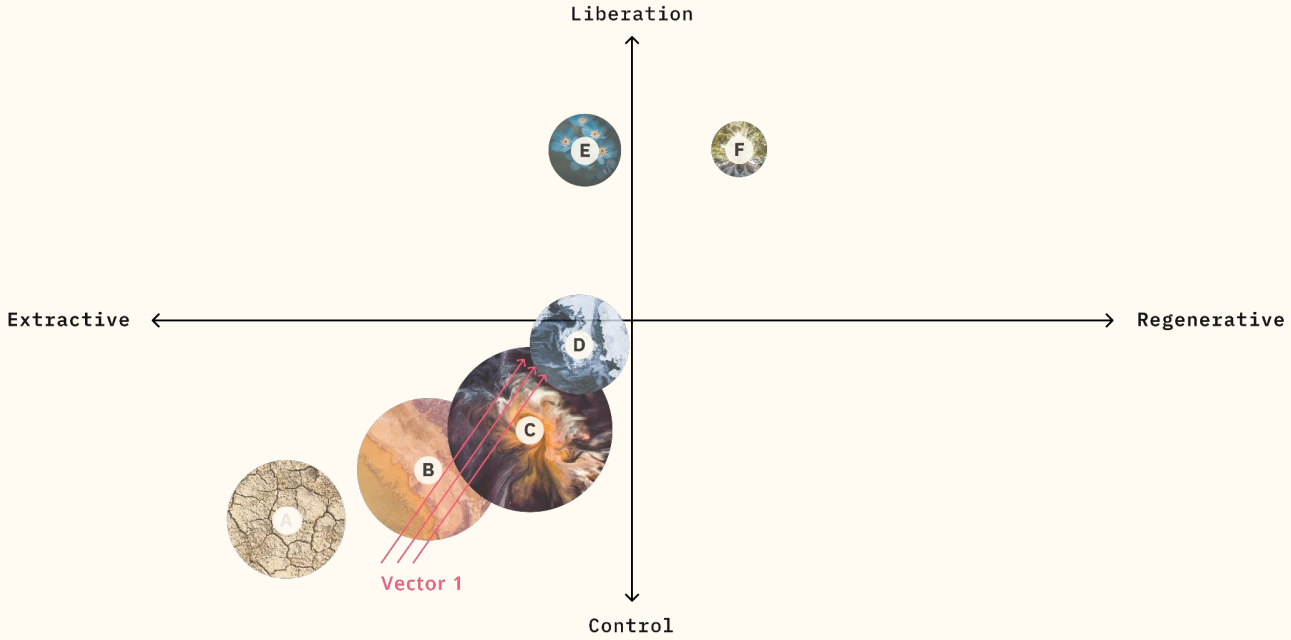
EXAMPLE METAPHORS

Wealth as Mycelium

Composting Hierarchies into Rhizomes

Philanthropy as Ecosystem Cultivation

Vector 1: Transition from Systems Change to Decolonization and Reparation



SEMANTIC FRAMES

Charity to Solidarity;
Acknowledgment to Action

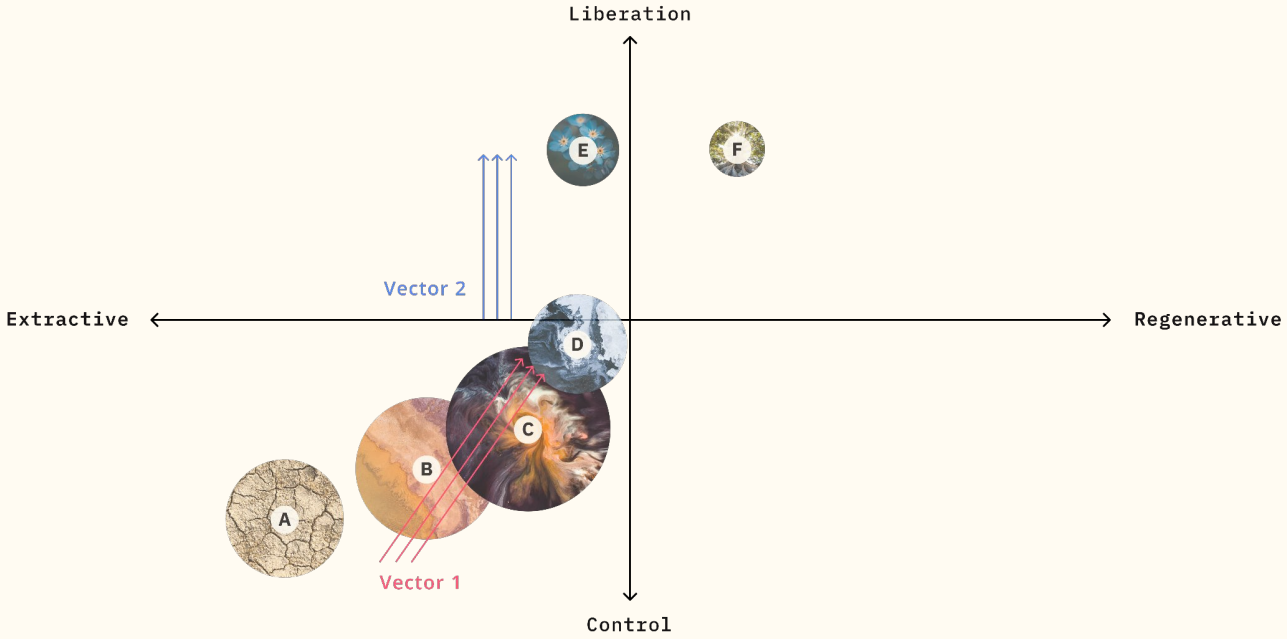
LOGIC

Interconnectedness and Mutual Responsibility;
Wealth as a Means, Not an End

EXAMPLE METAPHORS

Wealth as Water;
Philanthropy as Flow

Vector 2: Structural Evolution towards Liberation



SEMANTIC FRAMES

Charity to Solidarity;
Restorative Justice

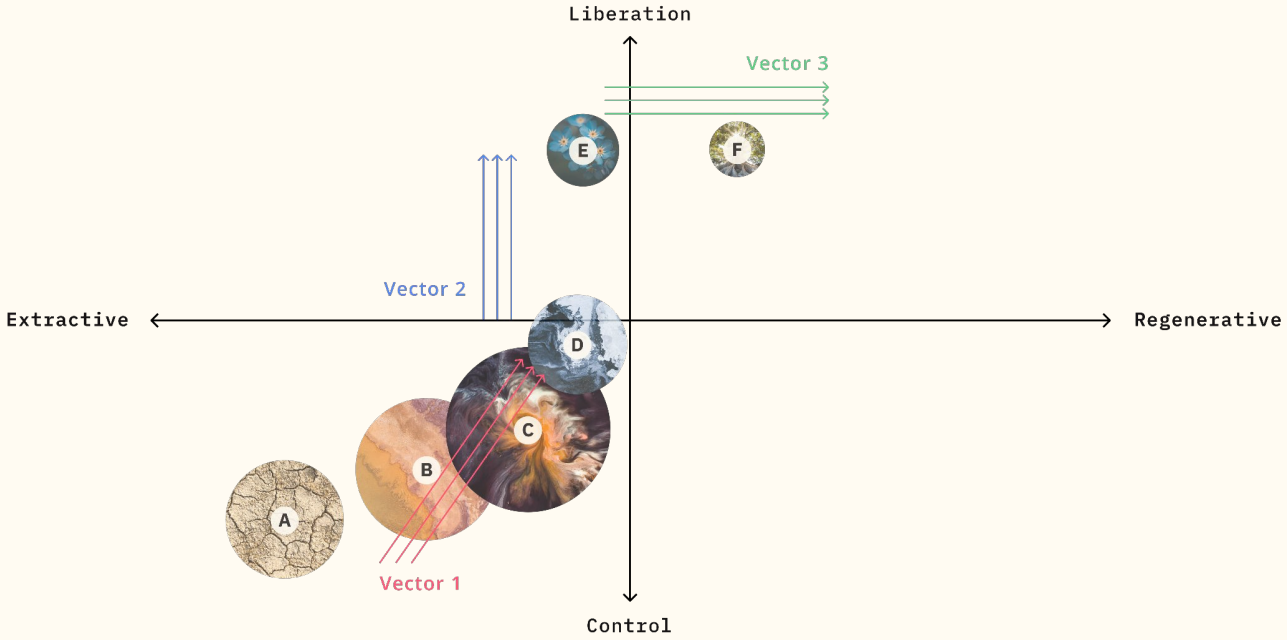
LOGIC

Wealth as a Collective Resource;
Collective Stewardship

EXAMPLE METAPHORS

Wealth as a Garden;
Philanthropy as a Circle

Vector 3: Ontological Shift towards Regenerative Wealth



SEMANTIC FRAMES

Wealth as Ecosystem Health;
Solidarity and Mutualism

LOGIC

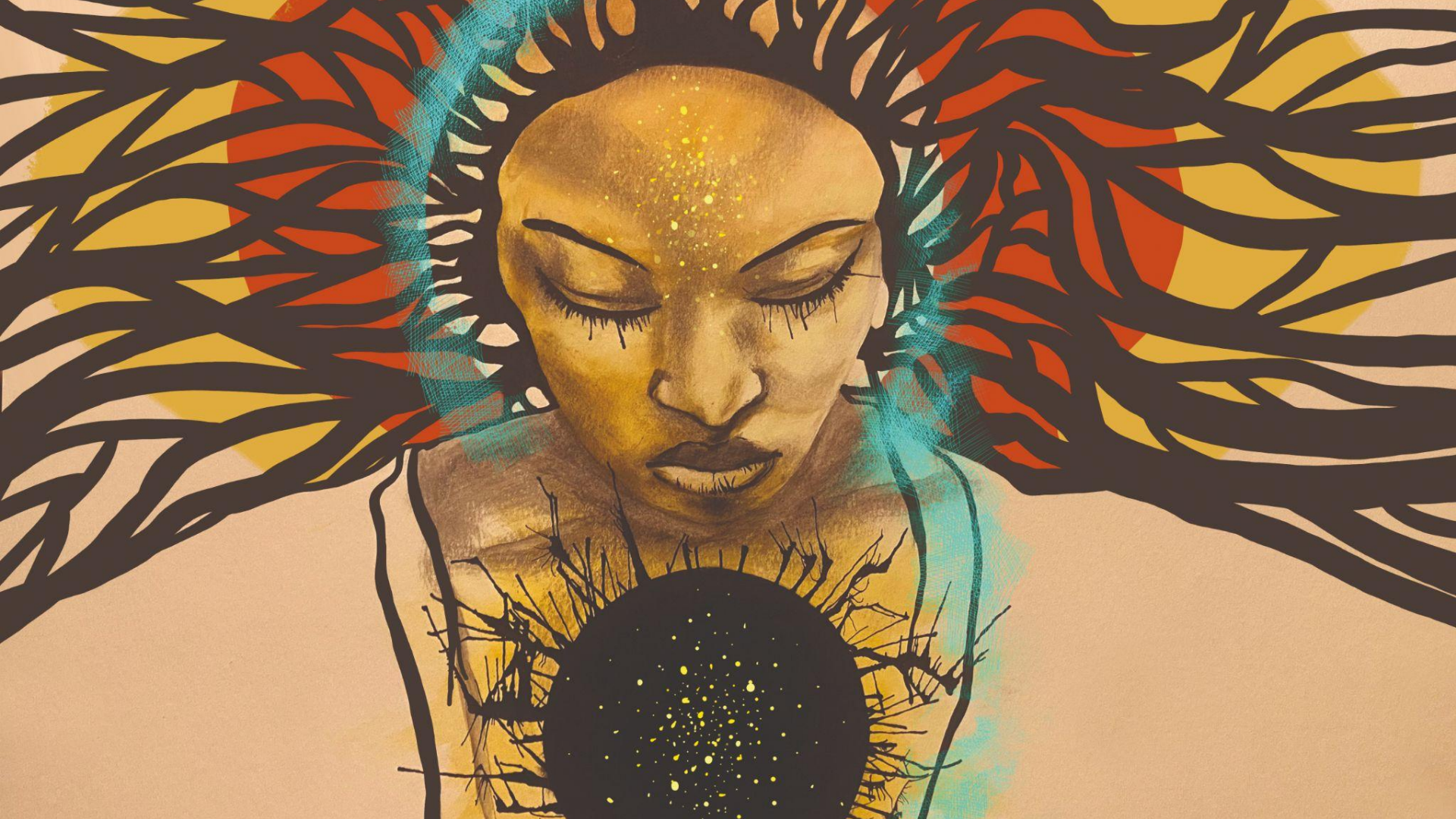
Interconnected Prosperity;
Regeneration as Investment

EXAMPLE METAPHORS

Wealth as a Living Forest;
Philanthropy as Pollination

Reframe Strategy

The “Transition Pathway” frame affords several directions for our narrative strategy:

- It allows movements, foundations, individuals, etc. to **situate themselves** within a cognitive-development model for (syntropic) systems change.
- ‘Seeing’ the narrative system from this perspective **plots a pathway for change** that is aligned to an evolving set of values and outcomes.
- This provides goals for narrative change but also heuristics for each stage of transition.
- This transforms the ‘agenda-setting function’ of philanthropy to rather function as **energy, currency or nutrurance** within a complex, evolving and living system.
- Through this stakeholders can **develop collective and individual strategies** for change within this developmental pathway.

In this way, the Transition Pathway trope functions to develop a new **common sense of the essence and function of wealth.**