

# EASEL



**Ketso**™

a hands-on kit for creative groupwork

**The EASEL is a template to help organise information for planning neighbourhoods, landscapes or projects. The aim is to encourage creative thinking at the same time as offering a common design language. Each section below can be written on a branch of a Ketso. Each section of the EASEL can be expanded (e.g. made into a complete Ketso on its own). Together, the sections make a holistic framework for planning.**

**Economics** – this section is for anything to do with money and finances, such as the savings, income generation, bartering and the flows of money in the area or through the project. It is also for the economic systems and institutions that manage economic activity.



**Activities** – this section is for all the different activities that people do in the area, anything from leisure to work. This section is related to all the other branches, e.g. an activity may occur in a particular space – **Landscapes** – and have a physical structure – **Environment (built)** – associated with it. An element from one of the other branches, e.g. a building or a park, may have more than one activity taking place in it.



**Social** – this is where to put everything to do with how people are organised: networks, institutions, and how people work together. You can include ideas around politics and education here. This refers to the underlying human and community resources that enable development. This is the area to look at organisations and the cultural characteristics that make the community unique.



**Environment (built) and infrastructure** – refers to the built environment, the buildings, neighbourhoods and infrastructure that make up human settlements. Technology and tools are included under this heading. It can be seen as the human-made elements of an area.



**Landscapes and ecology** refers to the ecosystems, water systems, geology and soil and natural energy sources (e.g. areas with falling water, wind, waves) in the area. This is the essential basis for all life and the arena in which all human activity takes place. This section refers to the features created by natural processes.

