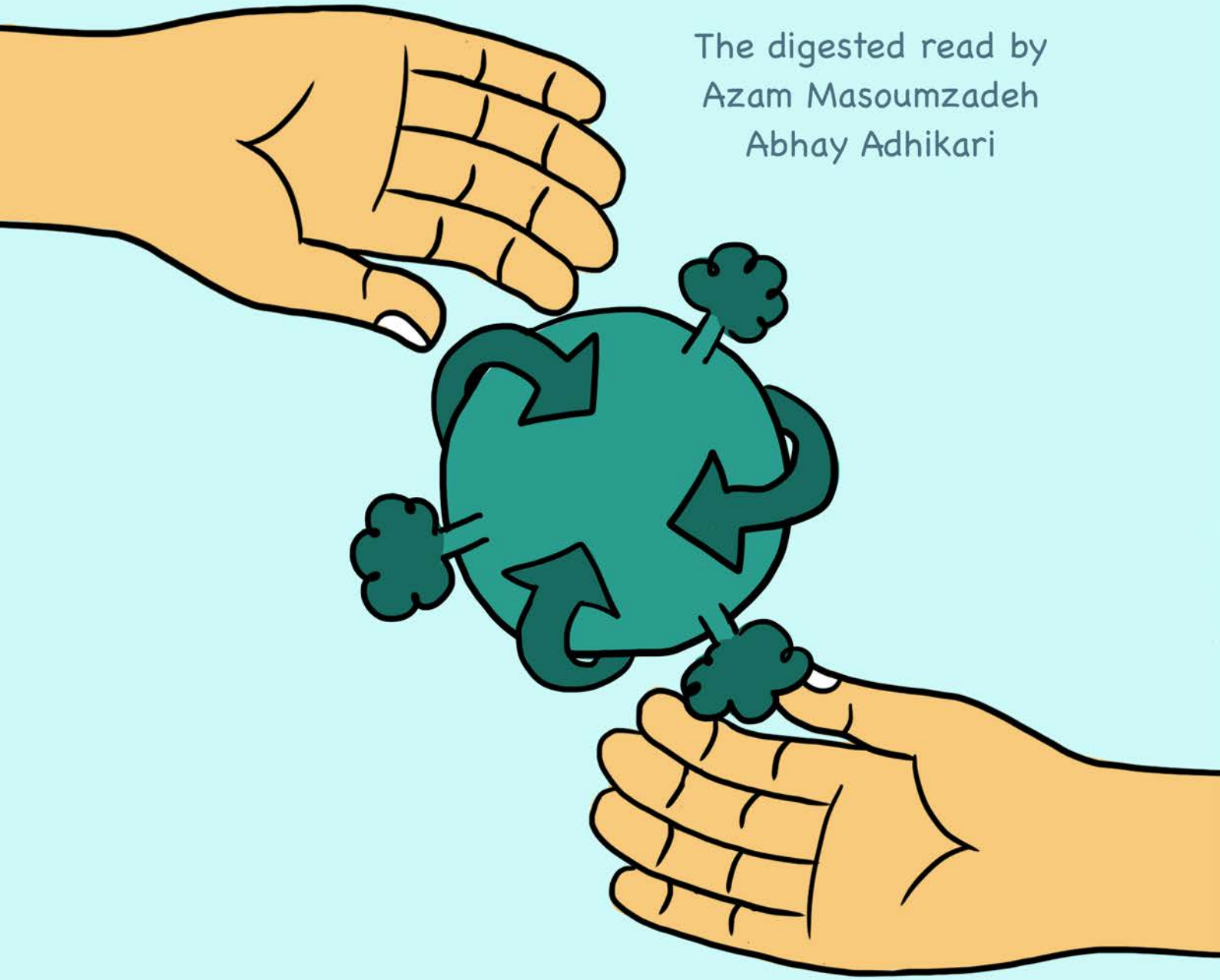
Meaning making during a pandemic

A new course on digital storytelling

Season 2
Episode 1:

The digested read by
Azam Masoumzadeh
Abhay Adhikari



our host for this series of meaning making are:

Andrea Geipel

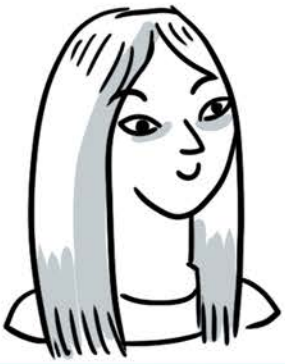
Abhay Adhikari

our guest sepakers are:

Aditi Veena

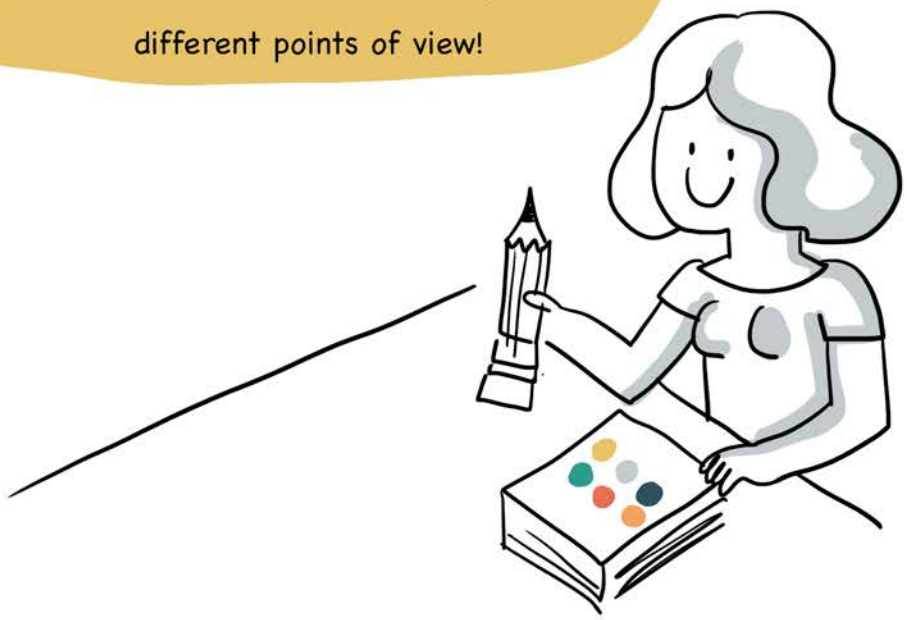
Guilia Rancati

our digital producer is:

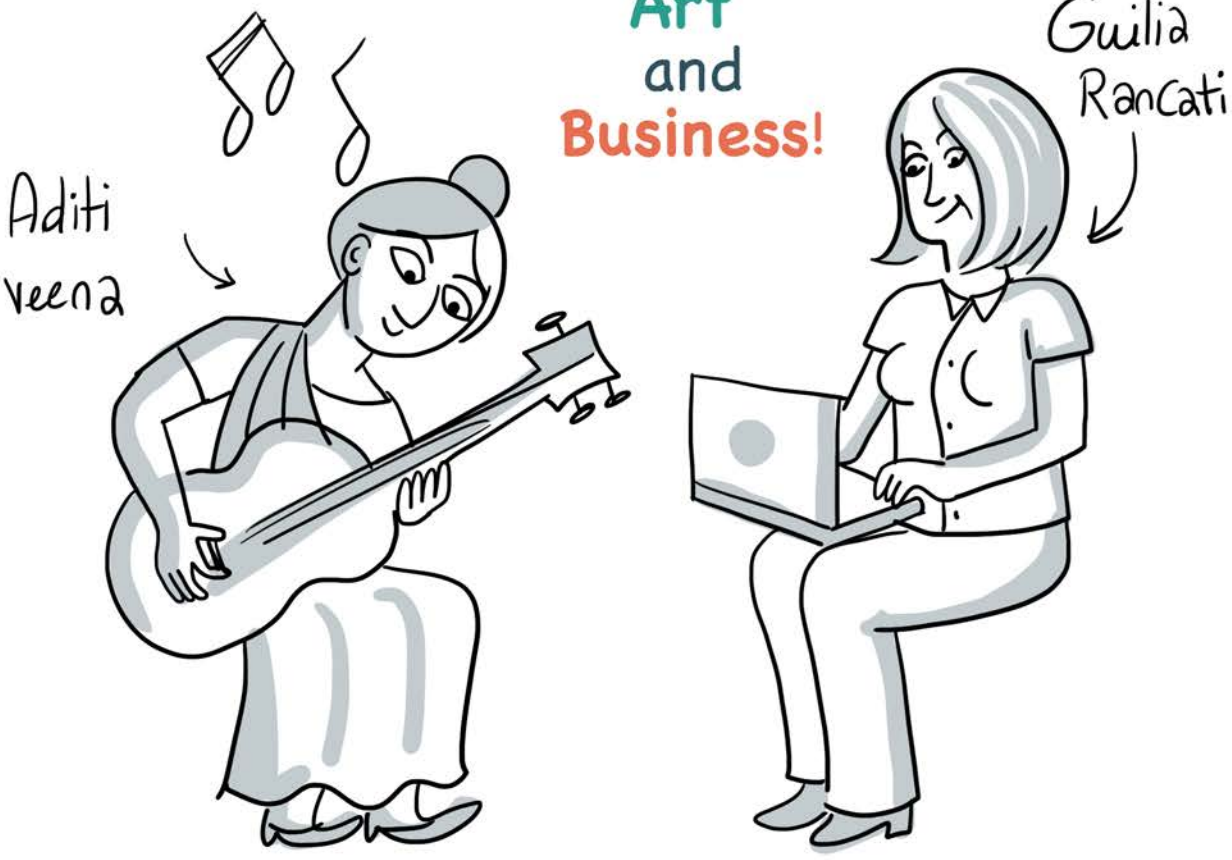


Jenni Mueller

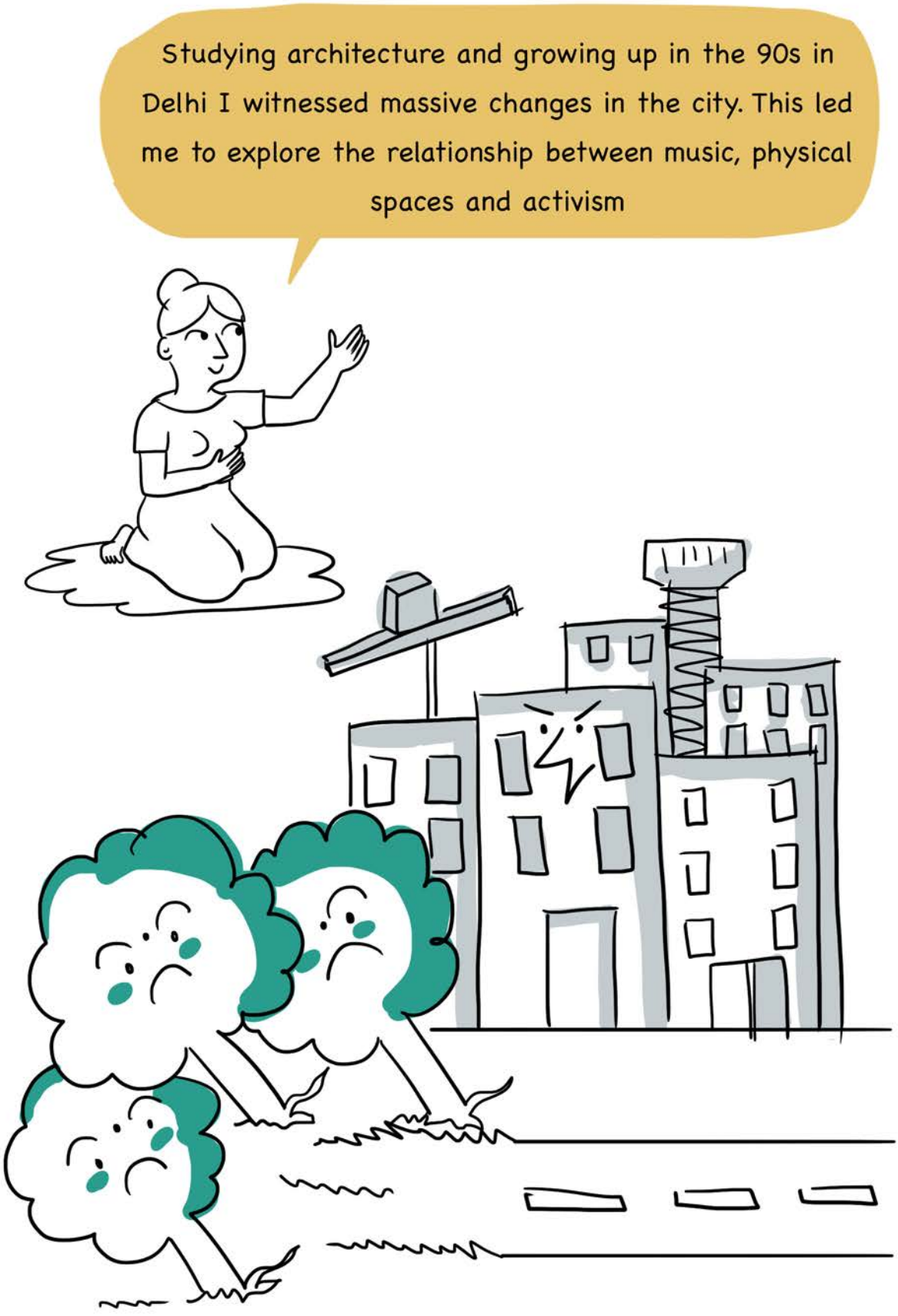
In this episode of meaning making our guest speakers talked about sustainability from two different points of view!



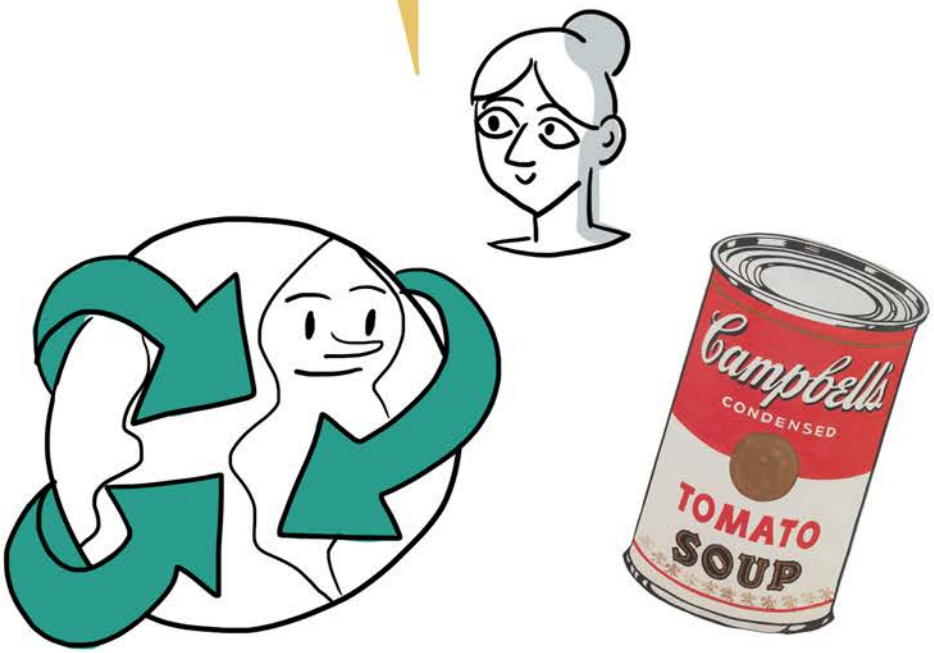
Art and Business!



Hi, I'm Aditi, I'm an urban ecologist, songwriter and music composer. I would like to talk to you about my journey of merging these two worlds together!

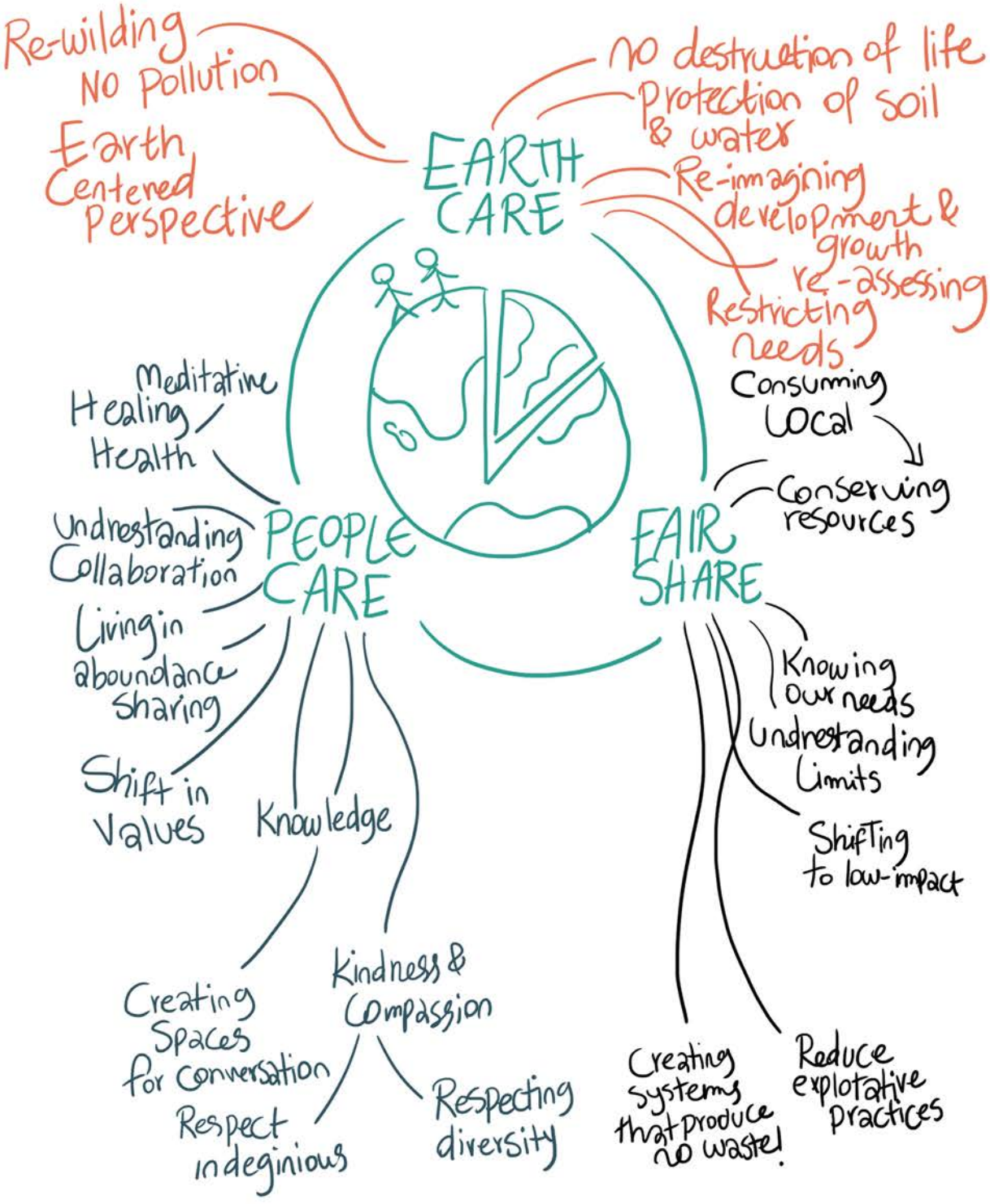

Studying architecture and growing up in the 90s in Delhi I witnessed massive changes in the city. This led me to explore the relationship between music, physical spaces and activism

The big question is - how does sustainability and pop culture get along?



Everyone is trying to be sustainable but is it really enough? My attempt to answer this question was to look at my own values and find inspiration in the environment around me.

And so, I created this map:



Living in the time that the Earth is shrinking, it's hard to not get overwhelmed!

And the next step is to figure out how to put all of this into action. So I ended up saying no to lots of oppurtunities! I've decided to fly only once per year! When I go on a tour I use as much public transport as possible and of course I try to create no plastic waste. I try to live more locally with a much smaller footprint.

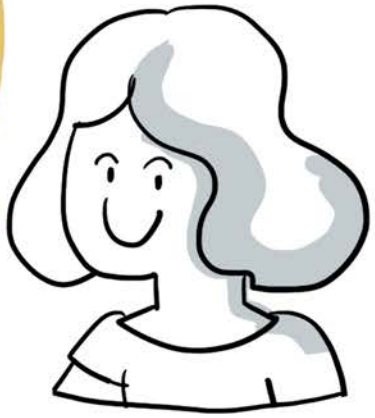
As human beings we always want to go and explore and I think the digital world offers some unique solutions. For example, during the pandemic I've had several online concerts and they have all worked quite well :)

After Aditi, Gulia talked about sustainability but at an institutional level! Giulia started her talk by challenging our assumption of what a business is. The fact that business serves to generate profit is a narrow and archaic definition....

making money is just one aspect of a business model! It's the last step that will come naturally if we stay true to our purpose!

A business must generate value for its communities and operate as an ecosystem that is driven by purpose. The cultural sector does this. And it can play a vital role in creating an equitable and sustainable future. But it must embrace a business model.

After discussing two different views of sustainability, we asked our two guests to give us a clear take away based on their personal experiences



Aditi: Look around and define what sustainability means to you. Then create more space for conversation.

Gulia: You can reframe your operations with a purpose driven business model. Be courageous and don't be afraid of being a leader in your ecosystem.

Thank you to everyone who participated in
Episode 3 of Season 2
of Meaning Making During a Pandemic

Illustrated by: Azam Masoumzadeh