



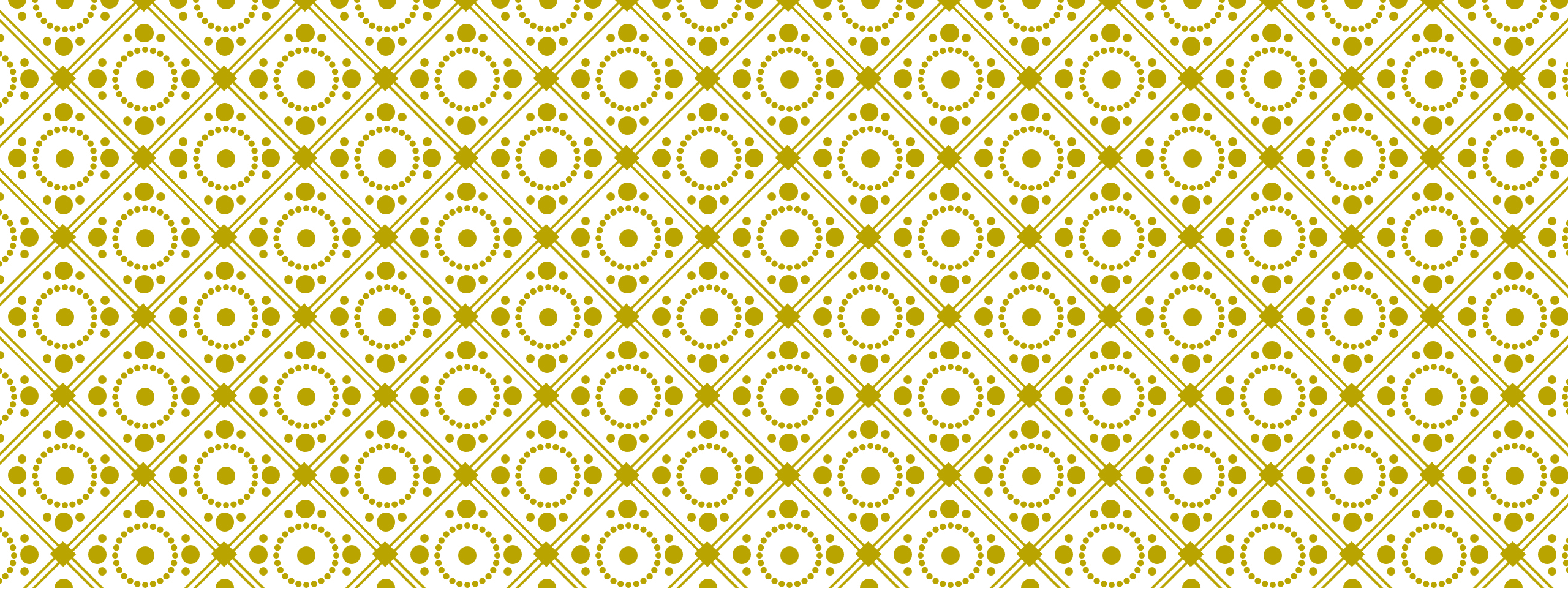
Uniwersytet
Wrocławski

UNESCO Chair
on Lifelong Guidance and Counseling
University of Wrocław
Institute of Pedagogy



ECO LIFE DESIGN COUNSELING DIALOGUES
VALÉRIE COHEN-SCALI- CNAM-CRTD-INETOP
PARIS, FRANCE

Wroclaw University, BIP
May 17 2026



THE CONTEXT OF CREATION OF THE ECO LIFE DESIGN COUNSELING DIALOGUES

THE LIFE DESIGN PARADIGM IN CAREER COUNSELING

The Life Design group wanted to define new interventions in the framework of a labor market **less predictable**, with **less decent work**, with more **fragmented work**, with many more **work and life transitions**.



LIFE DESIGN

It gives a **new purpose** for career counseling:

helping individuals to build their lives in a holistic way.

This involves designing interventions aimed at **self-transformation**, combined with a reflection on the interrelations between different life domains and the life context.

THE UNESCO CHAIR, THE UNITWIN NETWORK

2013: Creation of the UNESCO Chair of Life Long Guidance and Counseling, University of Wroclaw, advanced this innovative Life Design Perspective

The Chair's main objective was to:

- involve researchers from various countries in the development of a reflection on how career counseling could play a role in helping individuals to deal with the major crises of the early 21st century and build a desirable future

THE CENTRAL QUESTION THAT THE UNESCO CHAIR WANTED TO ANSWER IN 2013

How can interventions for life and career construction support the development of a sustainable and equitable global economy through decent work activities ?

THE UNITWIN NETWORK CREATED IN 2017

21 University Partners on 5 continents

Activities in line with the strategic objectives of UNESCO, the International Labor Organization and the UN Sustainable Development Goals.

Its aim:

develop career interventions that help individuals to design their active lives, integrating sustainable human development and decent work

TODAY, MORE THAN 10 YEARS LATER

Necessity to broaden the epistemological position of the Chair in relation to the profound transformation of societies and the globe that has marked the first quarter of this century and has come to be referred to as the **Anthropocene** (Crutzen & Stoermer, 2000; Friedlingstein et al., 2020) and more recently the **Capitalocene**.

[The term Anthropocene was coined by Paul Crutzen (2002) to signify a break with the geological epoch of the Holocene, characterized by the relative stability of natural phenomena. Crutzen used the prefix “Anthropos” to convey the idea that human activities had caused major changes in the natural and geological environment.]

THE CONTEXT: CAPITALOCENE

The term “Capitalocene” is used by Moore (2017) to describe the fact that it is human activities launched over nearly three centuries by the powers seeking to enrich themselves that plunder human and natural resources, by relying on fossil fuels.

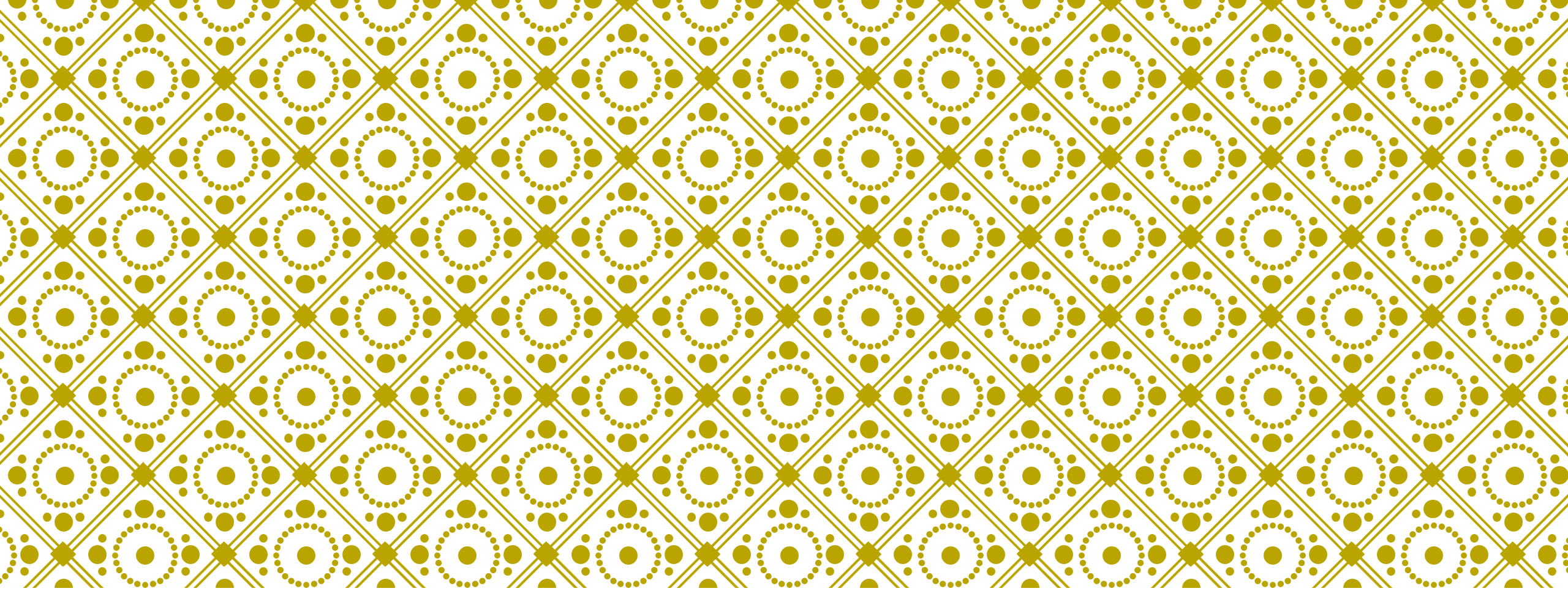


WORK IN CAPITALOCENE

This mode of operation, based on the pursuit of continuous performance enhancement, comes at the expense of **work quality**, **social justice**, and innovation **capabilities**,

resulting in workplace **distress**, **mental health issues**, a sense of ethical conflict, and a **loss of meaning in work** (Blustein et al. 2022; Kalleberg & Vallas, 2017).





ECO-LIFE DESIGN COUNSELING DIALOGUES

THE AIM OF THESE COUNSELING DIALOGUES IN 2026: ANSWER A QUESTION...

How can interventions for life and career construction support the development of a sustainable and equitable economy through decent and regenerative work, social and personal activities (decent and regenerative forms of life)?

THE *FORM OF LIFE* CONCEPT

In the context of Capitalocene, new concepts must be used to rethink the design of active lives.

WHAT IS A FORM OF LIFE ?

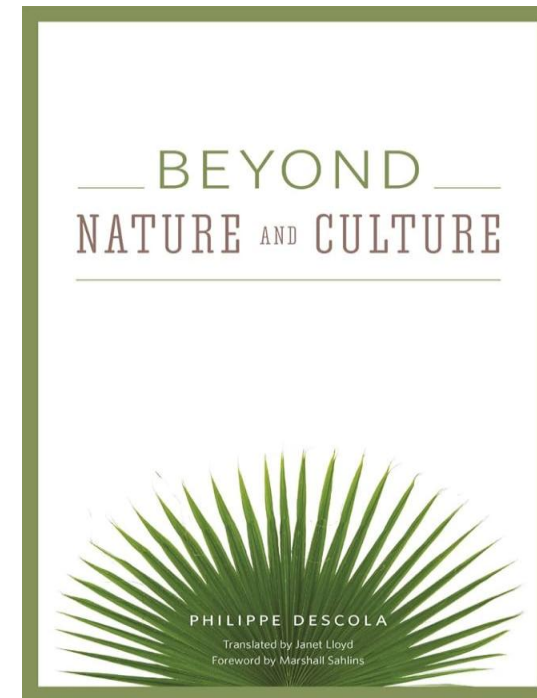


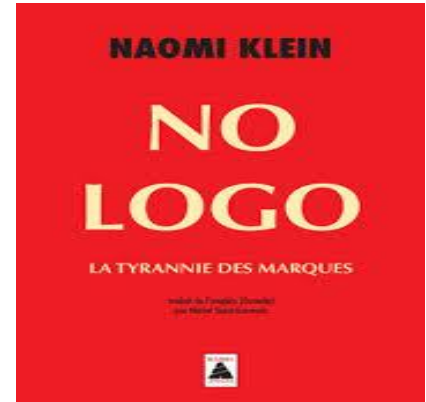
To Guichard, the concept of “form of life” refers to all the ways of being in the world – of considering beings and things, acting, interacting, dialoguing, relating to the past, and envisioning the future, etc. – that are specific to a certain community. It is within the framework of a community's “form of life” that each of its members gives meaning (significance and direction) to their unique existence.

ECO-LIFE DESIGN COUNSELING: SUPPORT EVOLUTION OF FORMS OF LIFE



Referring to the research of the anthropologist, P. Descola (2013), it can be argued that the vast majority of forms of life in today's world are rooted in a naturalistic anthropology, i.e., in the assertion that there is an essential divide between nature and culture. In these forms of life, human beings establish an instrumental relationship with everything they consider as “nature.” The “Nature” is thus limited to being nothing more than a “tool” used for the development of human culture.





With the development of technology within a capitalist economic system, these *forms of life* have become “predatory”, in the sense that **they use natural resources so intensively and produce such large quantities of waste that natural regeneration processes cannot cope.**

The dynamics of this economy are essentially based on stimulating individual desires to possess or consume certain goods (Klein, 1999).



Most current forms of life can be called “*Capitalocene consumer forms of life*”.

Over the past few years, a growing number of people – especially young people – have become aware of the major dangers that this “Capitalocene consumer” form of life poses to our planet (protests, activism...).

AIM OF THE ECO LIFE COUNSELING DIALOGUES

Supporting individuals to become aware of the consequences of their current form of life on the planet and help them to change their priorities toward an eco-friendly form of life.

An eco-form of life is connected with the development of collective projects with new ways of producing, consuming and living collectively.

THE GLOBAL FRAMEWORKS OF THIS PARADIGM



Sustainable Development Goals



Donut Theory – K. Raworth

THE CONCEPT OF DECENT ACTIVITIES



Decent and meaningful work (Blustein, Lysova & Duffy, 2023). Decent working conditions, quality of work and meaning at work.

Decent life-sustainable livelihoods (Carr et al., 2023)

Decent Work

Decent Leisure

Decent Consuming

Decent Travel/moving

Decent Housing

DECENT WORK FOR ILO



Voluntary
employment

Wage
sufficient to
live in dignity

Respect for
fundamental
rights

Social
protection

Social
dialogue

Gender
equality

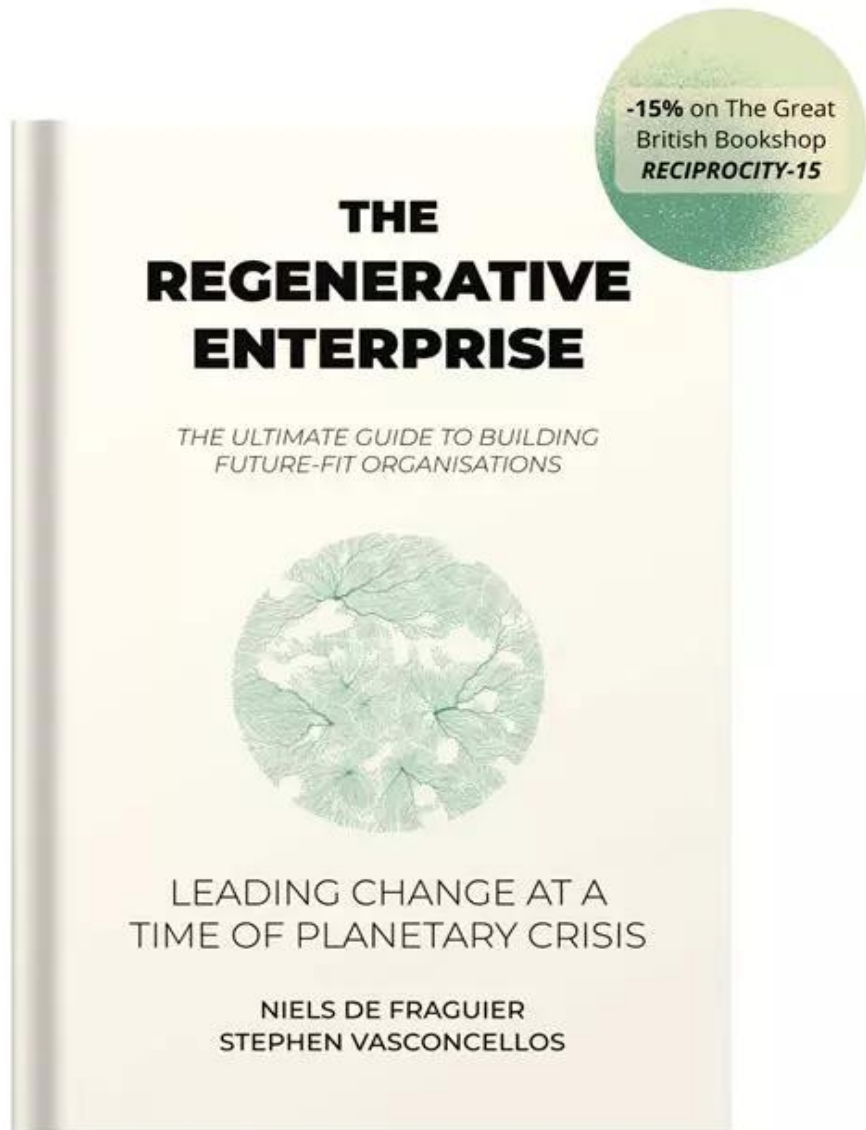
THE CONCEPT OF SUSTAINABLE LIVELIHOOD

A livelihood comprises the capabilities, assets and activities required for a means of living; a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at the local and global levels and in the short and long term.

(Chambers & Conway, 1991, p. 6, cited by Carr et al. (2023))

THE CONCEPT OF REGENERATIVE ACTIVITIES

Regenerative activities are those that, rather than simply limiting their negative impacts, **actively contribute to the restoration and enrichment of ecosystems and communities.** They are based on principles inspired by nature and aim to achieve a net positive impact on the environment, society, and the economy.



Niels De Fruquier & Stephen Vasconcellos (2023)

Develop the frame work of this concept

REGENERATIVE COMPANIES

This concept has been applied in the development of “*Regenerative Companies*” under the *Business Pact for Climate* (*Convention des Entreprises pour le climat*) This is an association of companies that are radically transforming their production models to make them regenerative.

<https://cec-impact.org/>



REGENERATIVE ENTERPRISES

Objective of
regeneration and
not simply of
reduction

Territorial and
Ecosystem Based
Cooperation

Circular and
resource-efficient
practices

Resilience and
Robustness in the
Face of
Disruption

A guided
Transformation
Process

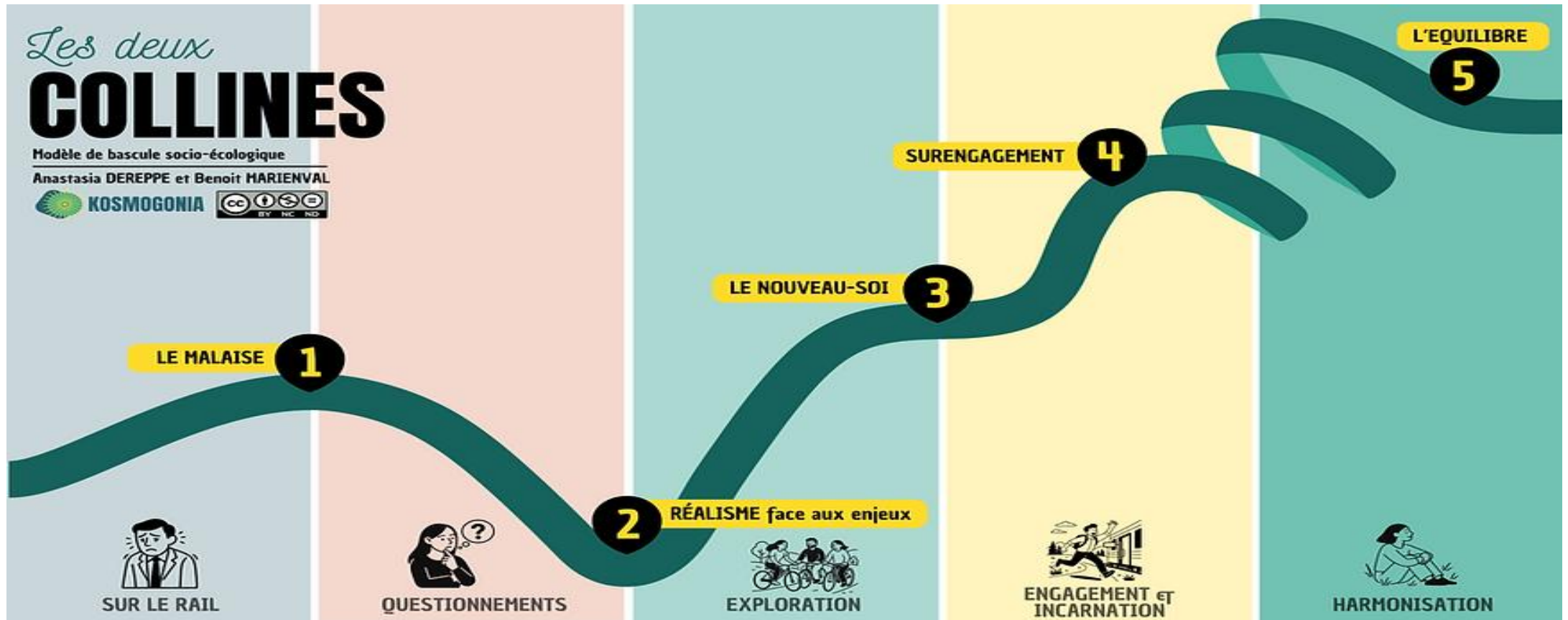
DECENT AND REGENERATIVE FORM OF LIFE

The objectives of the Eco Life Design interventions are to support the process of development of Decent and Regenerative Forms of Life.

Like it is observed for companies, individuals evolve gradually. They need time to go from « capitalocene consumer » to « regenerative community and form of life »

THE PROCESS

[HTTPS://WWW.KOSMOGONIA.ORG/LES-DEUX-COLLINES](https://www.kosmogonia.org/les-deux-collines)



V. Cohen-Scali · M. A. Ribeiro · A. Hafsi · W. Erby ·

R. Bakyono-Nabaloum · W. A. L. Sawadogo · R. Zein · M. Cerantola ·

H. Hult-Miekkavaara · J. Masdonati · S. Valikhani · S. Vehviläinen (2026)

**Life construction in the Anthropocene context: qualitative
research in nine countries.**

International Journal for Educational and Vocational Guidance

<https://doi.org/10.1007/s10775-026-09797-z>

TYPOLOGY (90 PERSONS)

Sociotransformers : 34

Personal Contributors : 24

Low Involvers with tensions : 20

Distanced/Desperate : 6

Nature-focused : 6

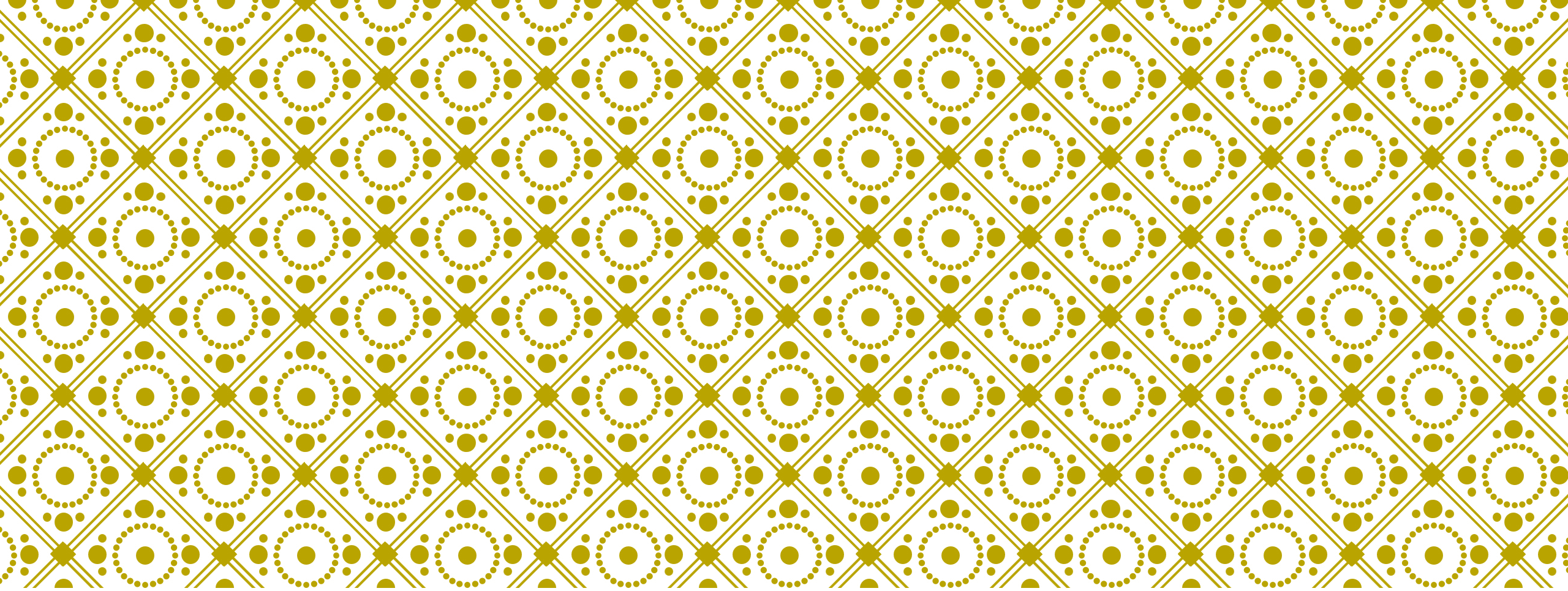
TWO SETS OF INTERVENTIONS ARE NECESSARY



Pluridisciplinary
Knowledge



Reflexivity/Narrativity



SUPPORTING PEOPLE IN DEVELOPING ECO-FRIENDLY FORMS OF LIFE

A 2 STEPS METHOD

Life Design Counseling Dialogues

Eco life Design Counseling Dialogues

FIRST STEP: LIFE DESIGN COUNSELING DIALOGUES - JEAN GUICHARD — SELF-CONSTRUCTION APPROACH



Is to help the person “become themselves”:

by designin their multiple past, present, and anticipated “selves”
within a certain future perspective, and by

enabling them to engage in activities aimed at
realizing the expectations that are fundamental to them.



3 MAIN THEORETICAL BACKGROUNDS

Sociological
perspective

Reflexivity
and
narratability

Cognitive
perspective

SOCIOLOGICAL PERSPECTIVE

Social categorizations

Modes of relating to oneself

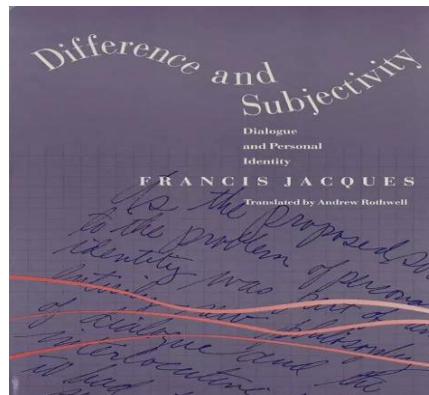
Social Values

NARRATIVITY AND REFLEXIVITY

Paul Ricoeur



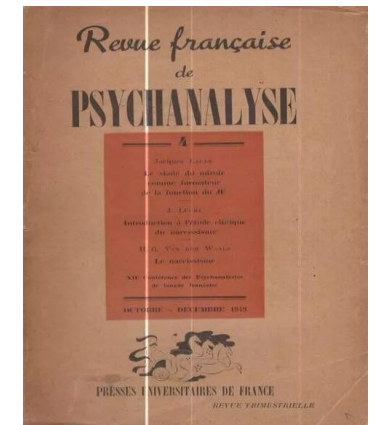
Francis Jacques



Jacques Lacan



Article 1949 « The mirror stage in the development of Self »



COGNITIVE PERSPECTIVE

Cognitive Identity frames

Identity Form

Subjective identity form

Subjective identity form system

COGNITIVE IDENTITY FRAMES

Mental structures that are shared in a specific cultural context. They refer to groups or social categories as cognitive constructions that each person of a certain society, has in mind.

The person constructs these cognitive identity frames in connection with their specific experiences (activities, interactions, dialogues, etc...)

They are organised and form a multidimensional system of relationships, in particular of opposition and hierarchy.

They constitute the cognitive basis of the representation of oneself and others in a society.

IDENTITY FORMS

Identity forms are inferred cognitive structures which individuals are not immediately aware of.

An identity form can be defined as a given way to see oneself and others in a certain context.

For example in a high-school context, an individual may consider her/himself as a « high-school student », « English teacher »...

SUBJECTIVE IDENTITY FORM (SIF)

Among these identity forms, there are some that are of particular importance as regards self-construction:

-Identity Forms in which individuals see and construct themselves. They are called « Subjective Identity Forms » (SIF)

The SIF can be defined as sets of ways of being, acting and interacting in relation with a certain view of oneself in a given context. They give specific values to the underlying cognitive frame.

« High school student » (identity frames)----- A certain perception of oneself as High school student (bad pupil in maths, but good friend, good in sports etc..) (SIF)



These self-perceptions reveal the existence of:

- a certain relationship **with oneself** (I feel good about myself, not so great, I'm pleased with myself...)
- a certain relationship **with objects** (a ball, a computer...)
- a certain relationship **with others in these contexts**

The dialogue will help **the person become aware** of these elements and of what **needs to change** in certain life situations.

A SYSTEM OF SUBJECTIVE IDENTITY FORMS

All SIF are organised in **a system**.

Each relates to experiences in specific life contexts.

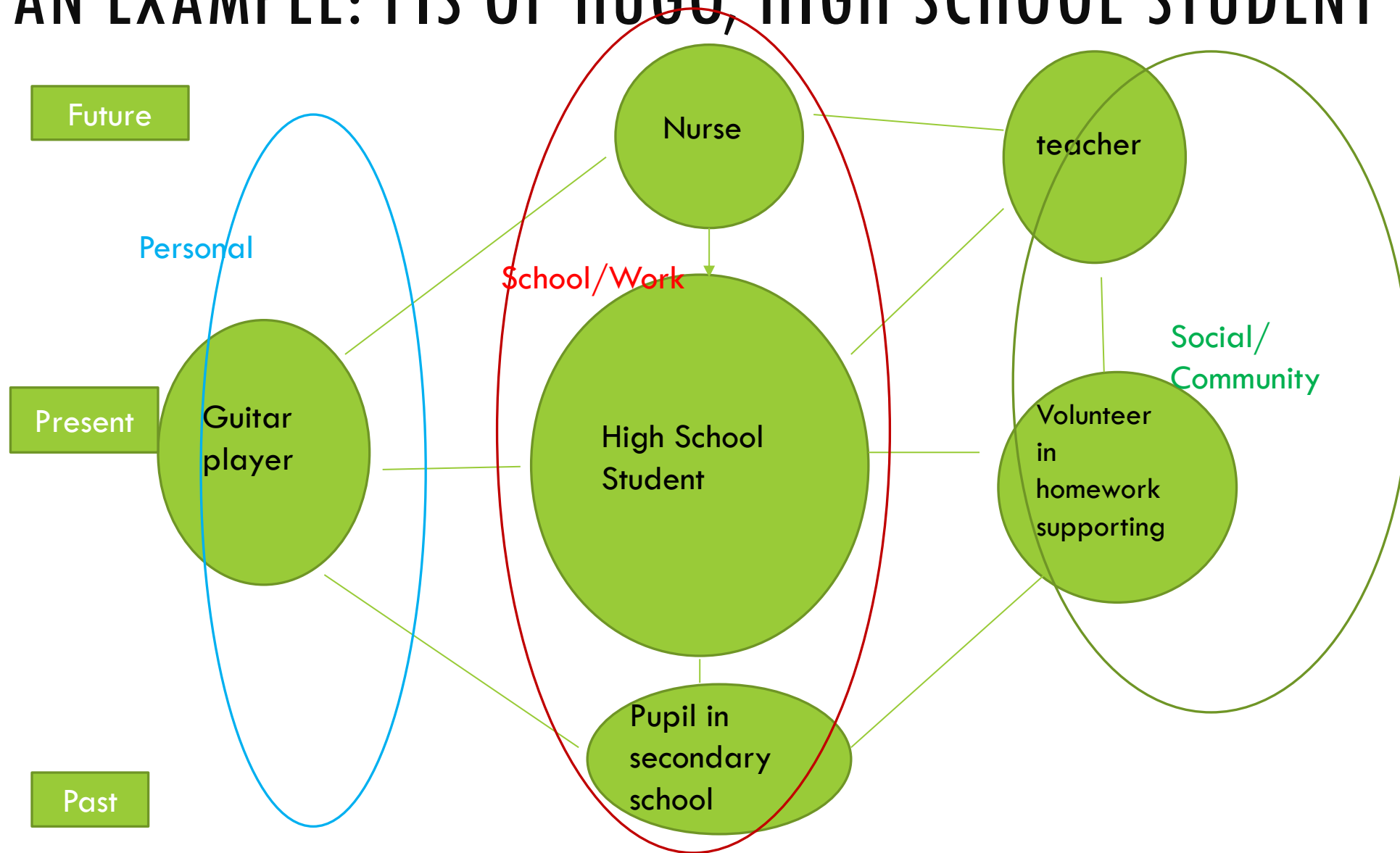
Some relate to the past. For example, when a young person gets their first job, they bring their “Student” SIF with them.

Some relate to **the present**.

Others refer to **anticipated SIF** (ASIF) “I can see myself as the high school nurse.” ASIF guide current experience. They allow us to put it into perspective and interpret it in relation to a certain viewpoint.

Past SIF play a major role in how individuals interpret and structure their current experience.

AN EXAMPLE: FIS OF HUGO, HIGH SCHOOL STUDENT



Exercice 1: Draw a cartography of Case 1
(15 mn)
then case 2 (15 mn)
and case 3 (15 mn).

Kevin

Future

Present

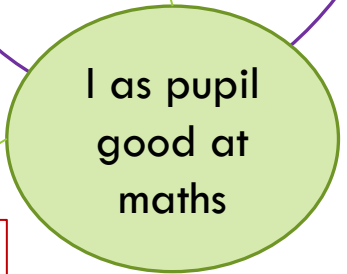
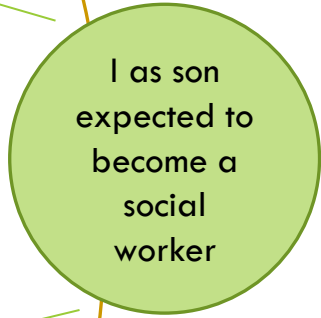
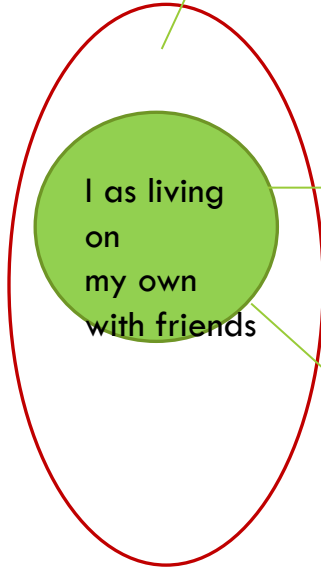
Past

Housing sphere

Beside work sphere

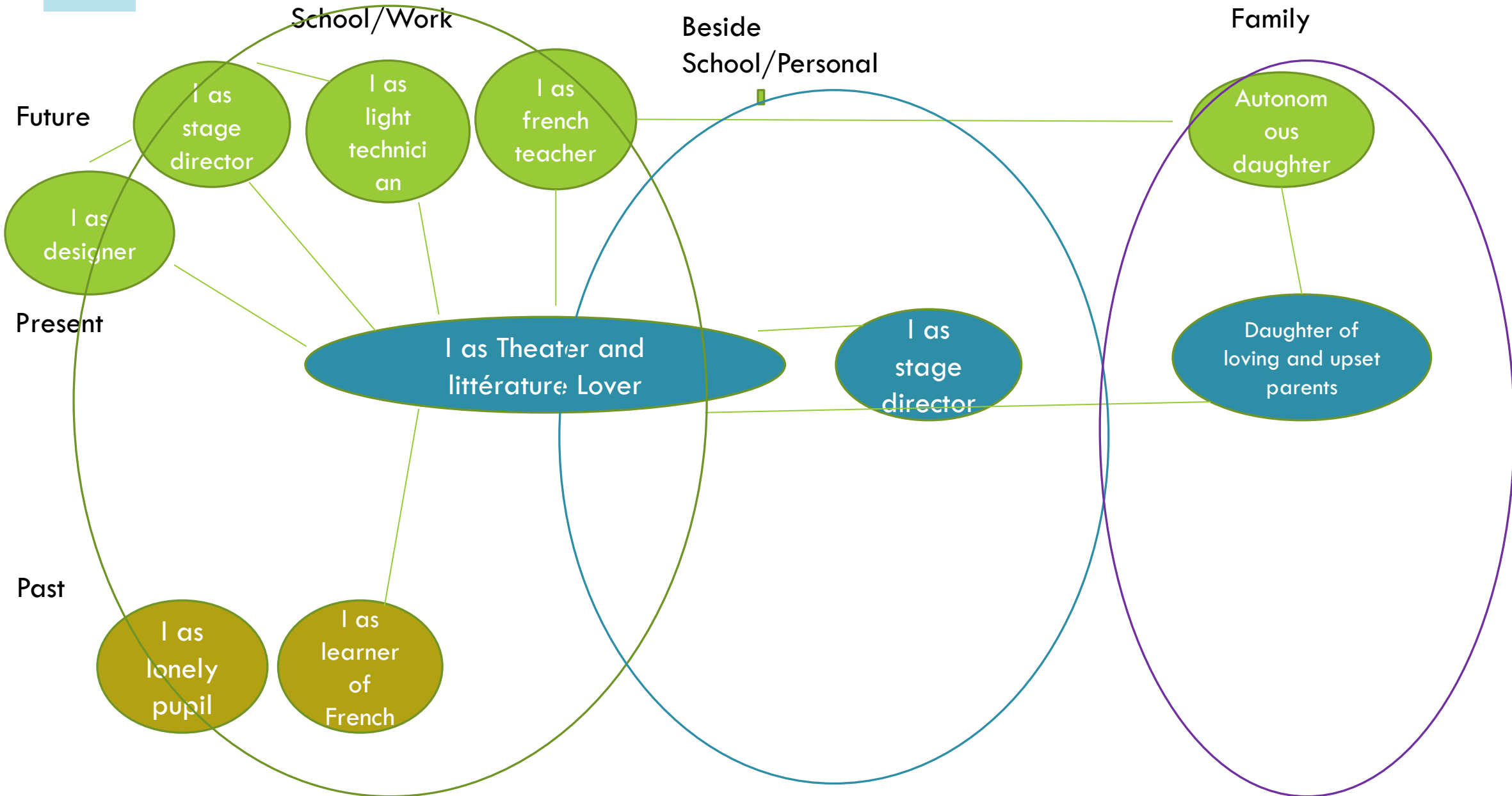
School and Work Sphere

Family sphere

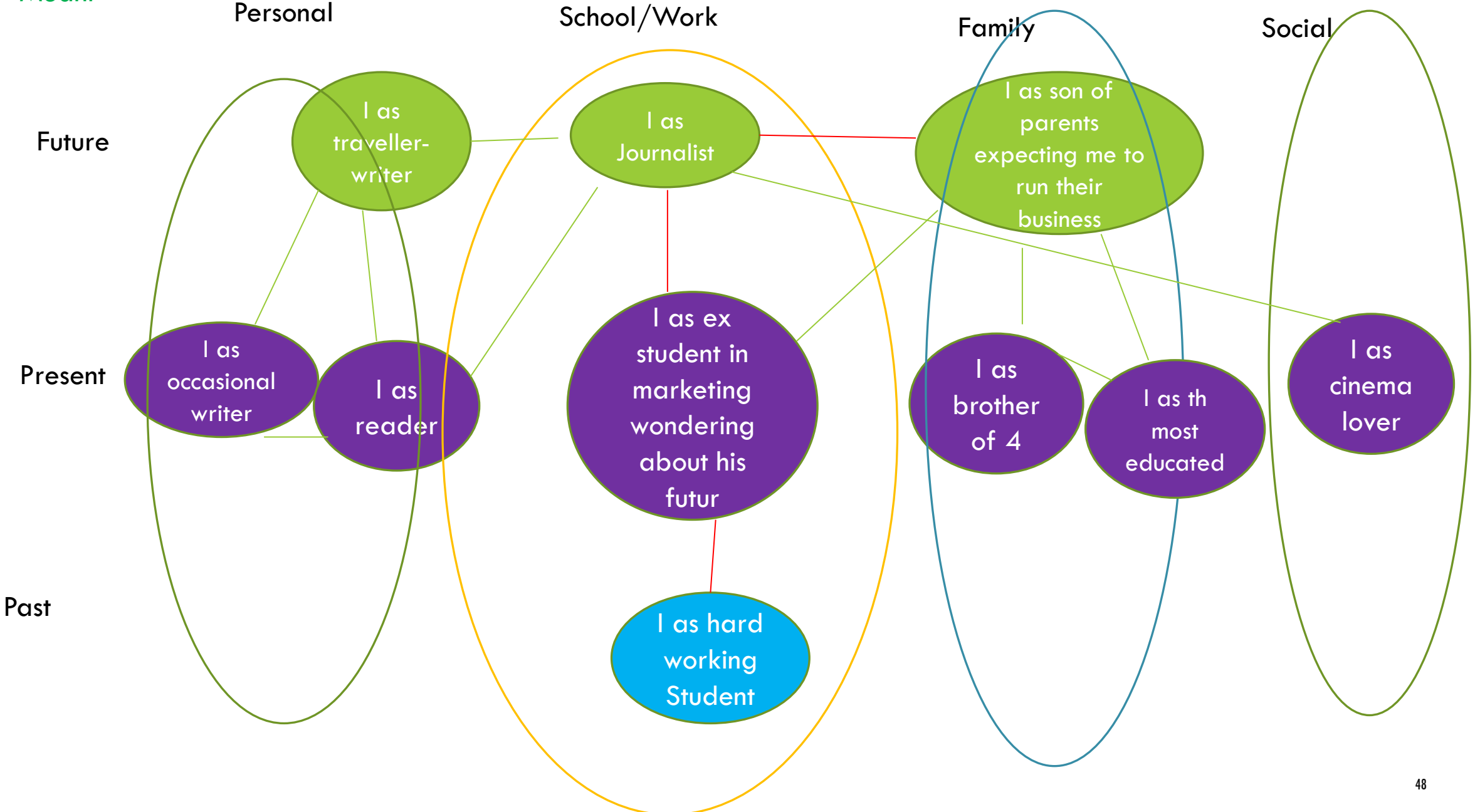


Anxious pupile

Bella



Medhi



FOUR STEPS FOR THE DIALOGUE

Explore the set of SIF in the different spheres of life

Make an analysis of the present, past and anticipated SIF-draw the cartography

Go more in detail in the analysis of each SIF (relationship to objets, self, others...)

Identify the main ASIF and define a guideline to the implementation



Exercice 2: un exemple de la façon d'explorer le main FIS
(Loïc)

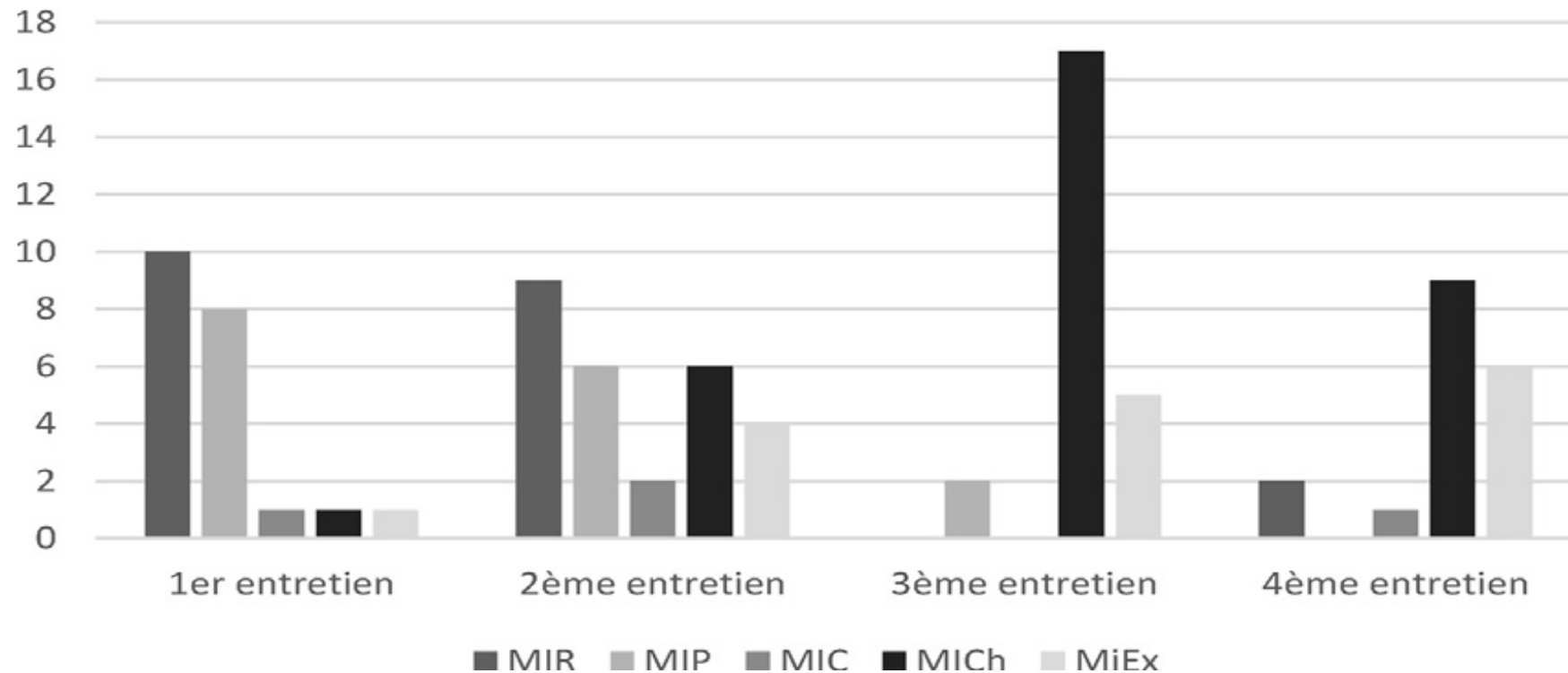
Identify the relationships to objects, others and self

20 mn

MIR: REFLECTION
MIP: PROTEST
MIC: CONCEPTUALISATION
MICH: CHANGE
MIEX: EXTERNAL RESOURCES

COUNSELING DIALOGUES AND INNOVATIVE MOMENTS (CARDOSO ET AL., 2014)

Evolution des MI en fonction de l'entretien



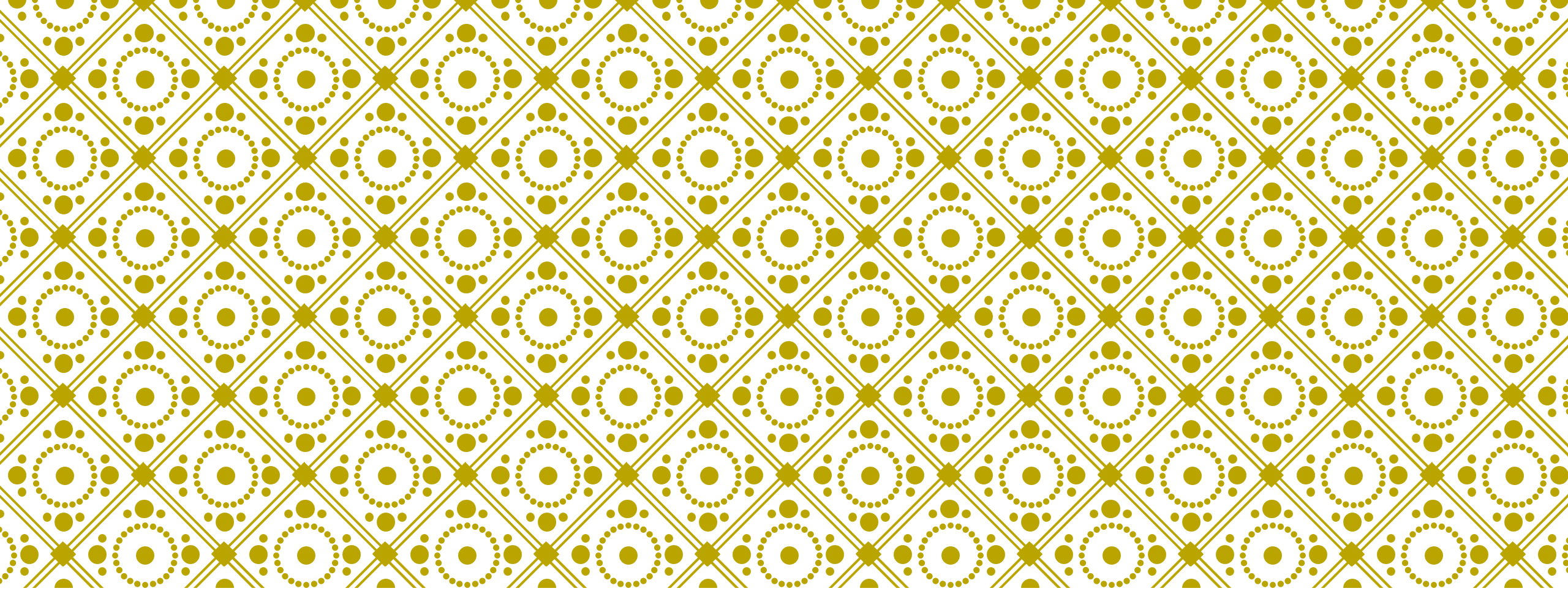


The goal of Career and Life Design Counseling Dialogues is to help the individual, through dialogue, explore every aspect of their life and determine to what extent each is fulfilling or whether they wish to make changes.



Exercice 3 : Work in pairs to practice dialogue using this guideline.

You have 30 mn



THE ECO-LIFE DESIGN COUNSELING DIALOGUES

2022

THE UNESCO CHAIR POSITION PAPER. COHEN-SCALI ET AL. (2025). NEW PERSPECTIVES FOR LIFE DESIGN INTERVENTIONS IN THE ANTHROPOCENE CONTEXT. *AUSTRALIAN JOURNAL OF CAREER DEVELOPMENT*



THE CATCHER PRINCIPLES (UNESCO CHAIR POSITION PAPER)

Care

Activity

Truth

Capability

Hope

Earth-System
Limited

Responsibility

CARE

General Activity that includes everything that we do to maintain, continue, and repair the world so, that we can live in it as well as possible (Tronto, 1993).

ACTIVITY

In her book « *The Human Condition* » (1958), Arendt characterizes « an active life » including 3 main categories: Labor, Work , Action.

Labor: the necessary activities for sustaining the life and reproduction of the « human animal »

Work: refers to the activities of the *Homo Faber*, and feeling of self-achievement through their work.

Action: The activity of the human being as political beings, with political deliberation, organization of collective projects able to change society.

TRUTH

For M. Foucault (2011), « the true life originates from the development of a vigilant relationship with one self. It is a practice of truth aimed at showing that « the world will be able to transfigure itself and become other...only at the price of a change, a complete alteration, the complete change in the relation (p.315) one has with one's self.

CAPABILITY

The capability-based approach (Sen, 2009) has reconsidered the concept of social Justice as a set of opportunities given to every individual to strengthen their power in order to be able to choose the life to which they aspire.

HOPE

Bloch (1986) wrote « The principle of Hope » and underlined the importance of learning the importance of learning hope. »It is a question of learning hope. The work of this emotion requires people who throw themselves actively into what is becoming, to which the themselves belong ». This principle was embodied in the Convivialist Manifesto and to promote the development of life and Career interventions to support active life designing.

EARTH-LIMITED SYSTEM

The Donut Model recognizes that well-being depends on enabling every person to lead a « *life of dignity and opportunity, while safe guarding the integrity of Earth's life-supporting systems* » (Raworth, 2017, p48).

RESPONSABILITY

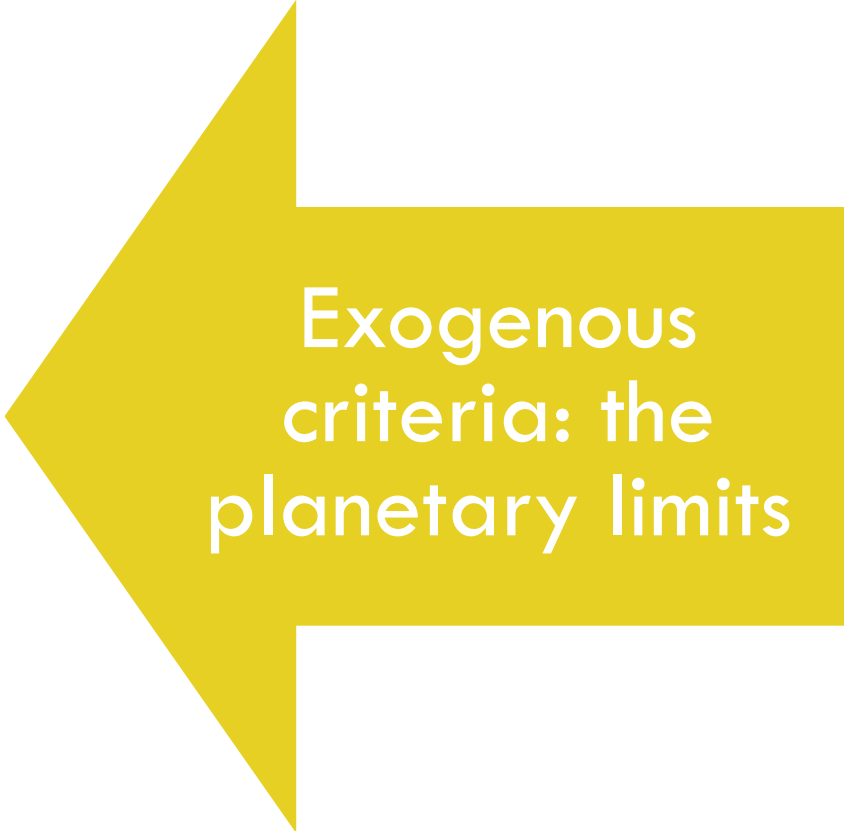
Individuals and collectives must align their endeavors and projects with an imperative of responsibility (Jonas, 1984).

« Act so that the effects of your action are compatible with the permanence of genuine human life » (p. 11).

QUESTIONING FROM SIF TO FORMS OF LIFE



Endogenous
criteria: Self



Exogenous
criteria: the
planetary limits

EXAMPLES OF QUESTIONS A COUNSELOR MAY USE TO START AN ECO-LIFE DESIGN DIALOGUE:-

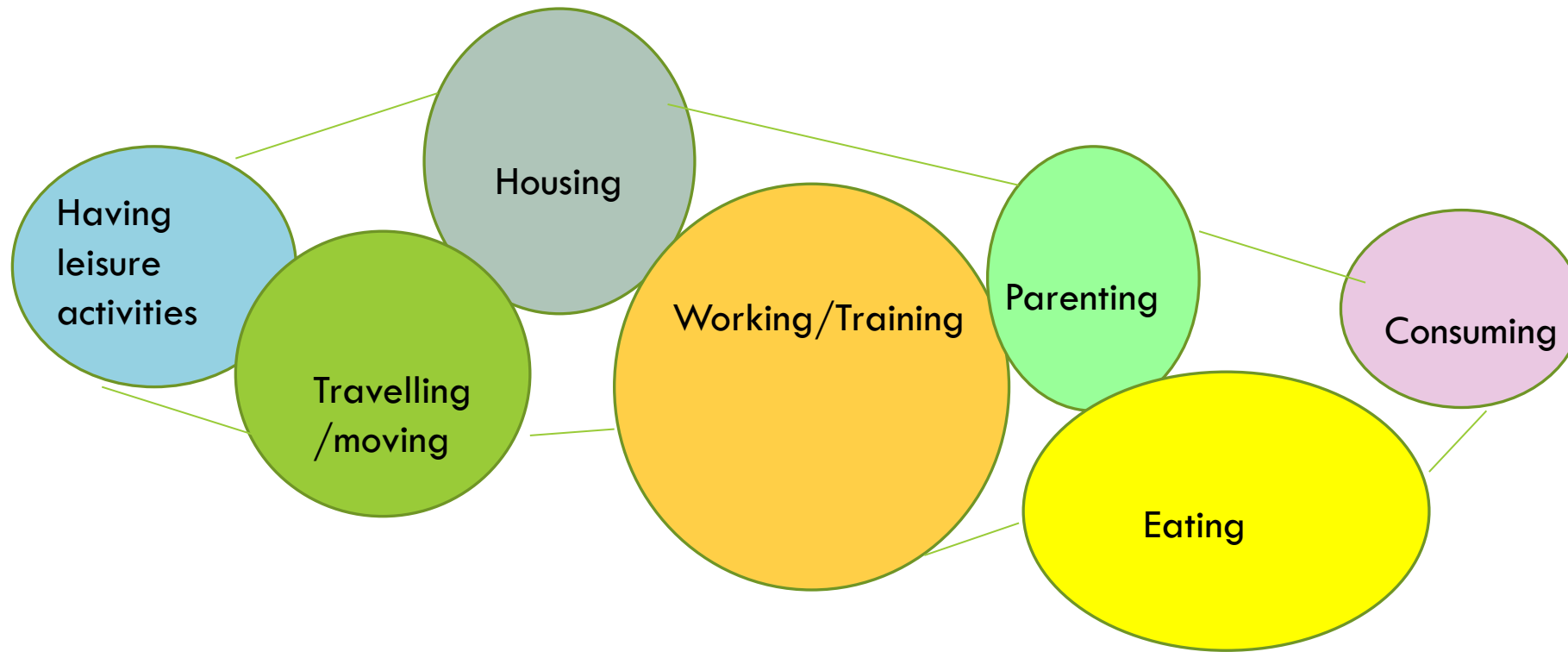
What are the main issues you have regarding your current life ? What connections do you see between this issue and the current ecological crisis?


Please briefly describe what you're doing right now, what are your current activities, and your environmental concerns ?

Tell me what you'd like to change in your life?

To what extent will these changes have a positive impact on the environment?

QUESTIONING ACTIVITIES FOR A DECENT FORM OF LIFE IN REDEFINED ACTIVITY SPHERES





Examples of daily activities that can contribute to an eco form of life, an active life allowing to get a form of life that allows each person to meet one's basic needs, have a fulfilling job, and contribute to collective actions and projects that transform society.

The 3 aspects of Work from Hanna Arendt (1958)	Labor	Work	Action
Family	Make meals that use little energy and favor local, plant-based products, etc.	Create a system for the family to save energy and recycle waste.	Organize projects with other families (nature-holidays).
Occupational	In job-seeking, prioritize the criterion of contributing to equitable and sustainable development through decent work	Find fulfillment in an occupational role that has salutary effects on humans/non-humans	Develop a decent work organization contributing to sustainable and equitable development
Social (and communal)	Carry out tasks to help vulnerable people (e.g. making meals in charitable associations)	Design software to organize exchanges on a local solidarity-based market	Establish a local system for the production and exchange of goods and services
Personal	Choose environmentally-friendly modes of travel (walking, cycling).	Express creativity in various fields through sustainable productions.	Promote creativity through education and experience-sharing activities.

INPUT OF KNOWLEDGE ON THE CLIMATE CRISIS

For exemple, help clients join a climate fresk workshop

<https://climatefresk.org/world/>



METHOD FOR AN ECO-LIFE DESIGN COUNSELING DIALOGUE

1/ Positioning

2/ Mapping of the Main Spheres of activity constituting the current form of life

3/ Examine the various SIFs across each sphere of activity, taking into account both endogenous and exogenous criteria.

4/ Identify anticipated subjective identity forms and the new behaviors that need to be developed to put them into practice

EXERCICE 4: LAUNCH EN ECO-LIFE DESIGN COUNSELING DIALOGUE (30 MNS)

Everyone should come up with **3 or 4 questions** to help the client explore activities related to an eco-friendly form of life in their current life.

And identify **one or two anticipated identity forms** that can help the person **develop a form of life in harmony with planetary boundaries.**

Try them out with someone in the group.



COLLECTIVE FOLLOW-UP: AN EXAMPLE

“Anonymous Capitalists”

<https://lescapitalistesanonymes.org/>

Collaborations needed between practitioners and associations.

8 STEPS OF THE ANONYMOUS CAPITALISTS PROCESS

- 1/ Acknowledge your role in a capitalist society
- 2/ Trust and educate yourself about scientific discourse
- 3/ Turn your feelings of helplessness into a driving force for change
- 4/ Engage in deep reflection on your relationship with nature and living things
- 5/ Be willing to implement solutions and adopt a lifestyle of simplicity
- 6/ Understand and recognize that simplicity is both necessary and desirable
- 7/ Confront the limits of social justice and political obstacles, and advocate for removing these barriers
- 8/ Help other “capitalists” incorporate simplicity into all areas of their lives



Let's implement and improve.....

Thank you very much for your attention.