



MANUEL GUSTAVO ISAAC

“I am a philosopher specializing in conceptual engineering. Conceptual engineering is the method for assessing and improving concepts. As a conceptual engineer, I aim to help people and organizations think, act, and communicate in better ways.”

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c/ConceptualEngineering

CONCEPTUAL ENGINEERING

RESHAPING THE WORLD —

Our fast-transforming world is disrupted by unprecedented global challenges — social, political, and technological. We need the right concepts to better understand, anticipate, and exploit these global challenges toward a sustainable future for all. Conceptual engineering helps you create the concepts you need to transform these challenges into future-shaping opportunities.

KEY ACTIVITIES

#1 | CONCEPT DESIGN

I help you produce *optimal concepts* to better track, anticipate, (re-)frame, challenge, and exploit current and future situations.

- For instance, squaring how people think and act with UNESCO's 'One Planet, One Ocean' agenda will require changing our ocean concept.

#2 | CONCEPT TRANSFER

I help you develop *appropriate conceptual interfaces* across sectors and stakeholders (e.g., between scientific research, policymaking, and the general public).

- For instance, expert and lay notions of 'trust' must align to ensure the relevance of future policy regulations in the context of Artificial Intelligence.

#3 | CONCEPT FRAMING

I help you create *effective conceptual frames* and *narratives* for scalable solutions — impactful, inclusive, and deliberative — toward a sustainable future.

- For instance, replacing 'social distancing' with 'distant socializing' will have transformed COVID-induced freedom deprivation into a social skills learning opportunity.

SERVICES

- ▶ **ADVISING.** Conceptual engineering advice on existing projects.
- ▶ **TRAINING.** Workshops and tutorials on conceptual engineering.
- ▶ **CONSULTING.** Comprehensive conceptual engineering projects.



5 Fellowships
& 14 grants



28 Peer-reviewed
scientific articles



60+ Scientific
conference talks



8 Academic degrees/
3 disciplines