

Kingfisher as a source of encouragement

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Recently, we have been trying to find out how to innovate our research method. For an [analytical approach like BMF](#), it is even more difficult as BMF is the product of a many-year process of deliberate designing and optimizing [1]. Fortunately, such innovation has appeared through the fictional details of [The Kingfisher Story Collection](#), which gave birth to a subsequent series of innovations in working cultures, philosophies, principles, theories, methodology, and practices of the AISDL team [1-18].

However, one important question remained:

- What is the [true meaning of Kingfisher](#)? Why do we have so deep a connection to it?

At first, we thought the [Collection](#)'s embedded humor and freedom of thought were the reasons. However, we have found the true answer today: its natural bond with the environment, the origin of human life.

Whether we realize it or not, the environmental system is the *sine qua non* of our society's existence. It provides all the necessary services and products to [sustain our survival and development](#), from the most basic needs (e.g., oxygen, water, and food) to the most advanced needs (e.g., aesthetics and mental well-being). However, impacts created by anthropogenic activities are pushing the environmental system to the edge of global cascades, which can lead to the destruction of our humanity

[19,20].

Without a healthy environment, sustainable development is merely a dream. Thus, after recognizing our deep connection with the environment through the Collection, we have decided to dedicate our next 30 years to accomplishing [the semiconducting principle](#) by endorsing the 11th progressive cultural element – environmental-healing value – and building the eco-surplus culture [12-15].



Illustration. Mr. Kingfisher; Original painting by Valerie de Rozarieux:
<https://www.fishstreetgallery.co.uk/product-page/kingfisher-story>

Today's decision may be the most crucial answer to our lifetime professional efforts (August 16, 2023).

Thank you, [Mr. Kingfisher](#), for the precious moment of enlightenment!

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