



ACT-ivate

CONSEQUENCES

Unintended and unknown consequences have the power to derail even the best of intentions



Blodeuwedd was made from flowers to fulfill a purpose others defined. She became something no one planned for. This ancient Welsh story holds a truth that sits at the heart of the WFG Act — when we design services, policies, and structures without thinking long-term, without involving people, without asking what we're really creating, we shouldn't be surprised by what grows.



CONSEQUENCES

1. Tell the story of **Blodeuwedd** briefly — her creation, her transformation, the consequences nobody foresaw.
2. Then ask the room: **what has your organisation built that became something other than intended?** What policy, service, or structure was designed for one purpose and now serves a different one, or serves nobody well?
3. Ask for volunteers within the group room to share some of their examples.
4. Then turn it around: if you were designing it today, with the WFG Act as your guide, what would you ask first? Who would you involve? What future would you be building towards.

BLODEUWEDD HER STORY IN BRIEF

Prince Lleu Llaw Gyffes was bound by a powerful curse that prevented him from marrying any mortal woman, threatening the continuation of his dynasty. His magicians conjured Blodeuwedd from the blossoms of oak, broom, and meadowsweet to serve as a beautiful, compliant bride. However, the magicians failed to account for the agency of the life they had sparked. Denied a voice in her own destiny, Blodeuwedd eventually rebelled, falling in love with another and conspiring against the prince. As punishment, she was transformed into an owl and cast out to haunt the night.

WORKS WITH



Act-ivate Conversations to follow the mapping exercise with open discussion.



Act-ivate Getting Unstuck Nature Walk to take the thinking outside after the indoor exercise.