

# IT and (Un)sustainable Cultures

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Goal: Sustainability





The image shows two Sony Ericsson mobile phones on a light-colored surface. In the foreground, a blue phone is shown from the back, with the 'Sony Ericsson' logo and a small 'du' logo visible. In the background, a white phone is shown from the front, displaying its keypad and screen. A semi-transparent black rectangular box with a thin white border is centered over the phones, containing the text 'Tools: IT' in a white, sans-serif font.

Tools: IT



The image is a vertical collage of two photographs. The top photograph shows a person from the chest up, wearing a blue shirt, driving a vehicle. Their left hand is on the steering wheel, and their right hand is holding a silver flip phone to their ear. The dashboard and windshield are visible in the background. The bottom photograph shows a person's arms and hands working on a laptop. The person is wearing a blue long-sleeved shirt. The workspace is cluttered with various items, including a white container with pens and pencils, a white cup, and other desk supplies. The laptop screen is open and displays some content. A semi-transparent black rectangular box with a thin white border is overlaid across the middle of the collage, containing the text 'Tools: IT' in white.

Tools: IT

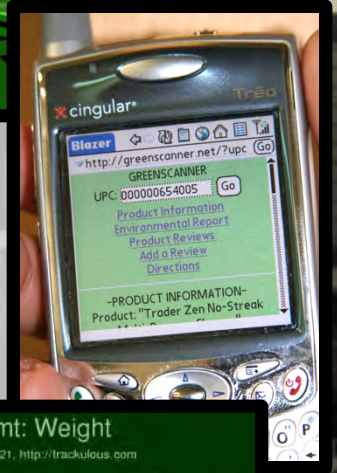


# First Efforts

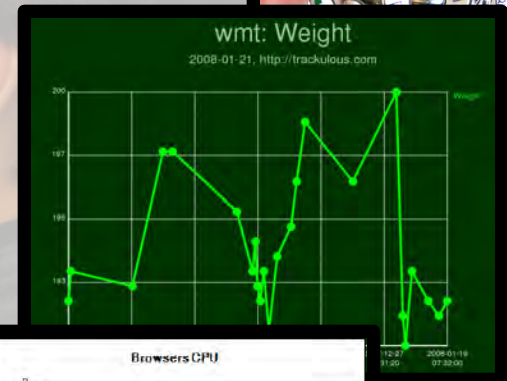
- EcoRaft



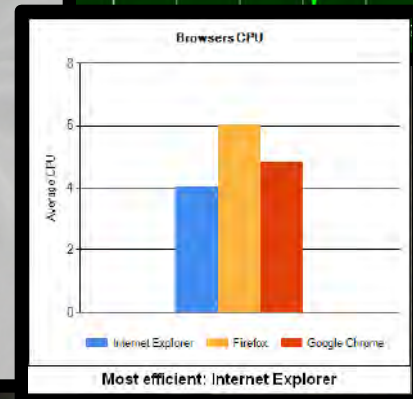
- GreenScanner



- Trackulous



- Sustainable Software





# Root Causes





# Unsustainable Norms

- Growth

- Consumption





# Unsustainable (but Reasonable) Aspirations







# Transitions

- Personal
- Institutional
- Infrastructural



- Greening through IT



- Force multiplier



IT Will Play  
a Role

- IT amplifies culture





The background of the slide is a photograph showing the silhouettes of a group of people walking away from the camera towards a bright, hazy horizon, likely a sunset or sunrise. The sky is a warm, golden-yellow color, and the ground is dark. The silhouettes of the people are dark against the lighter sky.

Nevertheless...

- Ambiguous
- Symptoms





# Shortcomings in my own projects

- Sustainable Software (Efficiency)
- EcoRaft (Symptoms)





# Transform Culture

- New phone every 18 months
- Commute 16 miles (one way)
- Living in Deserts
- Red Meat - 40:1
- Quality of life



# Social, Institutional, Infrastructural Problems





A close-up photograph of a small green insect, possibly a grasshopper or cricket, perched on the rim of a green flower bud. The insect is facing away from the camera, looking into the center of the bud. The background is a soft-focus green and white, suggesting a natural outdoor setting. A black rectangular box is overlaid on the lower half of the image, containing the text "IT may support them." in a black serif font.

IT may support them.

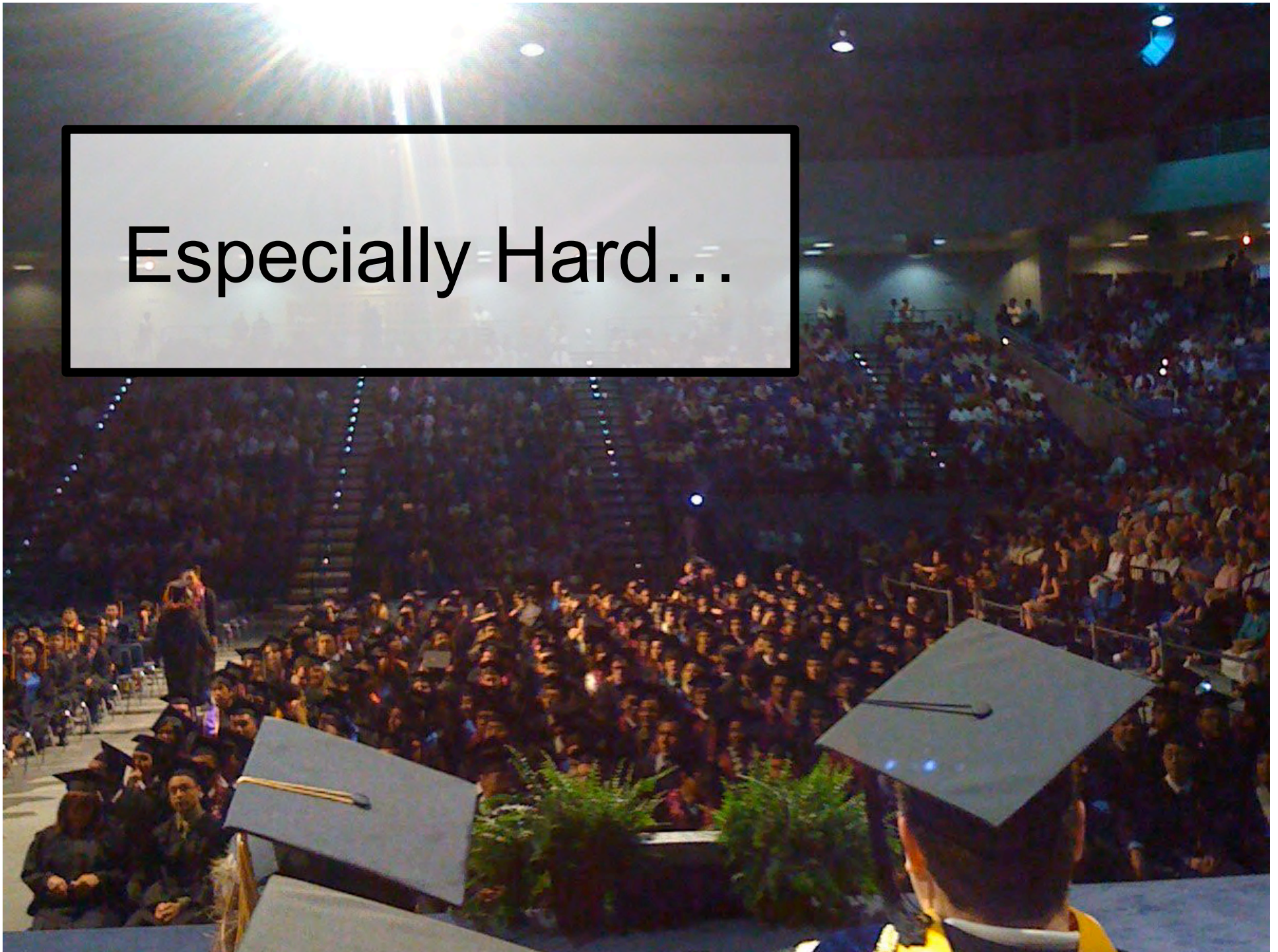


How?






Especially Hard...





A photograph of a room undergoing renovation. The ceiling is partially removed, showing wooden joists. The walls are white, and the floor is covered with a light-colored material, possibly sand or a protective layer. On the right, there is a window with a grid pattern. In the foreground, a tiled counter or island is visible. A black rectangular box with white text is overlaid in the center of the image.

From Here to There





Getting back to root causes





# Satisfying Human Needs

- Subsistence
- Protection
- Affection
- Understanding
- Participation
- Idleness
- Creation
- Identity
- Freedom





# Sample Project

- Craigs wikihow and whytoons
- Educational resource
  - Animated how-to guides
  - Locally-relevant
  - Collaboratively created
  - Practically applicable
  - Context rich
- Basic Needs
  - Understanding
  - Creation
  - Participation



# Discourage the Manufacture of Desire





A photograph of a yak with long, curved, light-colored horns and thick brown fur. The yak is standing in a field with patches of snow and dry grass. A chain-link fence is visible in the background. A semi-transparent black box with a white border is overlaid on the image, containing the text "Stop Shaving Yaks for Happiness".

Stop Shaving Yaks  
for Happiness





# Investing Excess

- Microlending
- Social Refrigeration
- Prosocial  
Conspicuous  
Consumption



An underwater photograph showing a school of fish swimming in clear, blue-green water. Sunlight filters through the surface, creating bright, shimmering patterns on the water and the fish. The fish are silvery and elongated, moving in various directions. A central text box is overlaid on the image.

These Are Not New Ideas





**We Need  
Bold Plans**





Otherwise, we're just delaying.



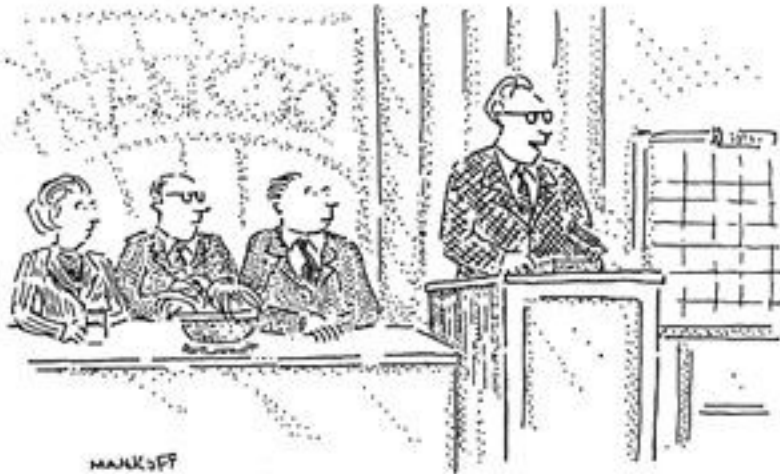


Otherwise,  
we need  
research  
areas with  
other  
names.

- Collapse Computing
- Descent Technology
- Peak IT



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*"And so, while the end-of-the-world scenario will be rife with unimaginable horrors, we believe that the pre-end period will be filled with unprecedented opportunities for profit."*

Thank you for  
your time.

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