

Collective Action

Pledgebank

PledgeBank **was** a mySociety project, running from 2005 to 2015. It let people set up pledges in the form: “I will do something, if a certain number of people will help me”.
(pledgebank.com 2016)

One of the earliest attempts of involving people solve issues jointly

Antecedent of modern crowdsourcing and crowdfunding

Reaching the public

Working collectively to minimize environmental impact

2 main ways Green IT reaches unindustrialized people:

Direct effect

Enabling global connections

Fundamental mechanisms of impact

Social networks (new friends and “green datings”)

Transmit ideas (peer-to-peer and vertical transmission)

Inspire specialization (“outsourcing” of sustainable decisions)

Sustain group action (support of group actions at local and global level)

Transfer of Experience

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1. Preservation
2. Propagation
3. Presentation medium

Sustainable Knowledge Management

Examples of Collective Action

Perceives Injustice - Revolutions

Perceived Efficacy - Crowdfunding

Social Identity - Vegans

Questions(?)

Are you willing to change sustainably only if someone else will? Why?

Personal environmental consultant - why would this profession become valuable?

Who should be the initiators of collective action?

What example of collective action for yourself could you provide?