

Greening through IT

Human Horizons

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Change

Needed for the world, for us

What is needed to enact change?

- A **will** to change
- **Infrastructure** for change
- **Policies** to help or force change

Evolution & Culture

Coefficient of **relatedness** - Humans care mostly for **family**, then **other humans**, then maybe other **animals**

Cultural 'evolution' and education changes our behaviour faster than evolution

We need to consider ourselves **part of nature**, or at least the **main contributor** of problems to nature, instead of viewing nature as something entirely **separate**.

Evolution & Culture

Cooperation in collectives could maximize concern for people/nearby environment - **de-urbanize**

Capitalism & corporations work against ecological sustainability to some extent:

- **CEOs** works for shareholders, must maximize **profit**
 - Choosing cheaper, less green alternatives by default
- **Ecological incentives** increase only as customers become **educated** and **demand** greener products and work practices

Evolution & Culture

Governments can help **steer** people to some extent and also plan over **longer time-scales**

Religion can have an impact on people's **viewpoints**

Economics:

- If people are not living well (e.g. starving), they will not care -> **Raise standard of living**
- **Educate women** to reduce **birth-rate**

Common currency?

Due to the **cultural and biological diversity** and their connection to **sustainability**, **culture** could be a way to make people care more?

Measuring needed to know which **daily actions** impact how much (vegetarianism vs meat-eating, flying vs other transport, taking stairs instead of elevator, etc)

CO₂ is a well-established currency, but many issues are **not comparable** or relatable to CO₂ (other pollutions, species/ extinction, habitat destruction)

How individuals develop concern for environmental issues?

- **Direct Experience:** People may experience the effects of pollution directly (e.g. rain & pollution-induced illnesses, smog)
- **Learning:** The education system should include covering environmental issues, and already does to some extent
- **Social support:** Emphasizing **collective impact** through groups of individuals. Enabling various social experiences between individuals, talking, celebrating, commiserating, etc.

Challenges

Although there has been significant efforts to educate people and make them familiar with sustainability issues, some examples of challenges include:

- **Greenwashing** (recycling not being recycled)
- Lack of **data** (batteries vs petrol)
- Lack of **faith** or **hope** (nothing will improve even if I change my own habits) due to **complexity** and **vastness** of the issues

Broadening Horizons

Key issue is **scale** of **time** & **space**. Humans care not for things outside our boundaries.

Caring over **hundreds of years** and **thousands of miles** needed.

Questions :D

- Does capitalism let people care?
- How could we best increase long-sightedness?
 - Abolishing current monetary system (Resource-based economy)?
 - Grass-roots educational activism on the topic?
- Whose responsibility is it to broaden human's perception of time?