A Gossip on Sustainability and the Future of Environmentalism

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Sustainability Today

- November 7th 2018, Collins Dictionary had declared "single-use" the word of the year
- "Designed to be used once and then disposed of or destroyed." - Oxford Dictionary
- "whose unchecked proliferation are blamed for damaging the environment and affecting the food chain." - Collins Dictionary
- Both definitions are rooted in one major behavior: destruction

Sustainability & Environmentalism

- Sustainability has been a relatively recent phenomena within environmentalism.
- Today, the words "sustainability" and "environmentalism" are used interchangeably.
  - However, this is not correct.
  - In the science community, sustainability has always been the goal of ecology, but it was not the central focus of the discipline.
- Sustainability was a utopian ideal; whereas environmentalism, which combines environmental science and activism, was focused on present issues.

Sustainability & the Economy

Fees range based on a company's revenue: ≥ $100 million in sales are ordered to pay $25,000 smaller scale companies must pay $500.

- Enviropenurial marketing (EM) - voluntary placing of innovation and technology over policy and public scrutiny
  - incorporates economic success, environmental awareness, and social performance
- B Corps (Benefit Corporations) companies routinely assessed by the the non-profit, B Lab.
- B Lab can help companies find balance between transparency and consumer exploitation, and can identify company practices considered to be greenwashing
  - However, B Corp certification is expensive

Sustainability & Social Media

- Followers are the currency to get networks to notice a person's work, and for brands, organizations, and investors to sponsor his projects
- relevant to sustainability as more organizations start their own hashtag (or follow others) to identify the interests of their stakeholders
- Hashtags on Instagram and Twitter and community posts on Facebook allow firms to see their audience directly, without the use of data analysis

Sustainability & Machine Learning

- Anthropocene = Information Revolution
- Discomfort in simplicity
  - Internet has provided a new convenience, such as the ability to shop for groceries without leaving the couch
  - New amenities do not directly offset the travel that was previously required to complete these tasks
- Internet of Things
  - Speculation surrounding placement within the world of technology and natural world
  - Consumers are becoming more conservative and private with technology
  - Concern in staying power and planned effectiveness of devices

Sustainability & Education

- "Old paradigm" - environment is permanently exhausted of its resources, cannot be restored by or coexist with humanity.
  - 21 ce EE criticized for excluding the practice of humanization
- education of the environment--to identify and interpret its systems and behaviors--it should be designed as education *for* the environment
- Education *for* the environment introduces human and environmental needs simultaneously, takes a critical approach in interpreting how they will be addressed

Conclusion

- Too often, sustainability becomes synonymous with an unattainable standard that is supposed to satisfy quantitative and qualitative measurement goals
- There is a vast difference from individual response and behavior, and a collective behavior demonstrated by a larger firm
- Instead of expecting firms to make progress that can be measured on a person-to-person scale, the public should recognize the different systems and responsibilities that exist between them
- supposed expectation gap will be reduced, and the distinct measures of progress can be made much clearer.