

Three obstacles and three solutions to doing things differently

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Waitakere Inform, Challenge, Inspire

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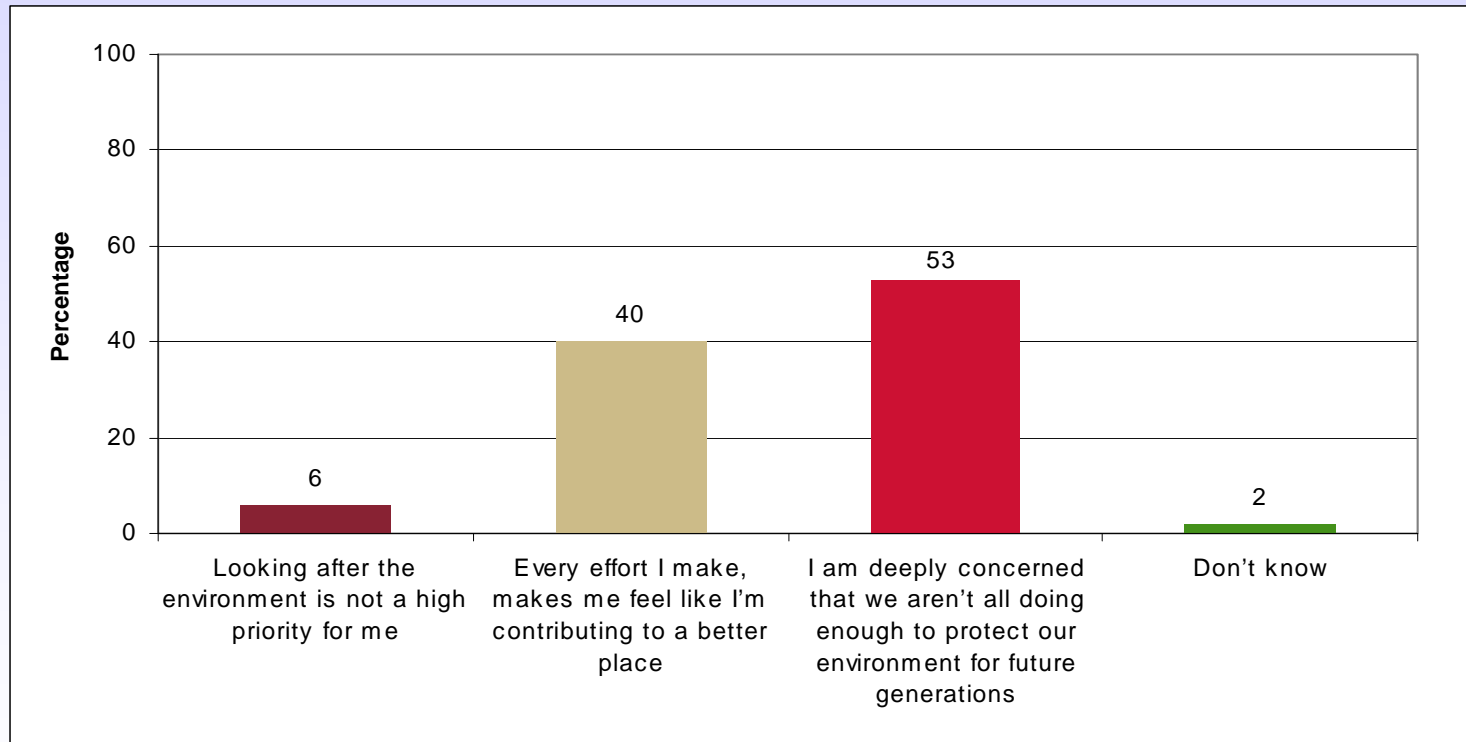


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Encouraging further sustainable action, NZ Ministry for the Environment, December 2007, Benchmark survey

Table 2: Attitudes towards environment protection (n=1000)

Can you tell me which one of the following three statements best describes you?





http://www.vmslimited.co.uk/images/auckland_nw.jpg



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The Lord is my shepherd
He leadeth me in pastures
green
He gave us this day
Our daily bread and gasoline

Mark Knopfler, Baloney again



The human condition: insidious prejudice, stultifying fear of the unknown, contagious avoidance, beguiling distortion of reality, awesomely selective perception, stupefying self-deception, profane rationalization, massive avoidance of truth – all marvels of evolution's selection of the fittest.

Halcolm, cited in Patton 1997



Obstacles

1. We are good people



Loyalty

Kindness

Reciprocity



It starts in childhood...

Children figure out that:

- Social justice is right
- Unprovoked harm is wrong

Reinforced by the moral emotions

– guilt, shame, empathy, anger



And then we become groupies

As adults we extend our moral concerns to groups we identify with

BUT our primary moral responsibility is still to those in our immediate social circle

SO: Balancing the planet against bars of gold is easy, try balancing the planet against your best friend ...

OR: It's one thing to share a soccer ball, another to share a rugby team but a **WHOLE NEW BALL GAME** to share oil and land...



2. *We like to hang back*

The bystander effect

Diffusion of responsibility – why someone else should take the lead on sustainability

Evaluation apprehension – watch out, you might look a religious fanatic (horrors!)

Ambiguity – my head hurts trying to work out the best thing to do



3. Why do today what you can put off until tomorrow?

Short-term, concrete
thinking

Long-term, systems
thinking
(joining the dots,
connected thinking,
accepting uncertainty,
complexity theory)



Solutions

1. Sustainable identities

When buying new shoes do you:

1. Consider only looks and price
2. Put looks and price first, but if those are acceptable consider the materials used, where and how they were made
3. Consider the materials used, where and how they were made and if those are acceptable decide if they look OK and aren't horrendously expensive
4. You'd never buy new shoes, or new anything for that matter.



When it comes to politics do you:

1. Vote as long as it is not raining on election day
2. Carefully read the policies of all the major parties and vote for those that seem to have the best plan for a sustainable future
3. Belong to a major political party and a number of environmental and social justice NGOs, put in submissions on council planning documents
4. Stand as a Green Party candidate in every election



2. Small wins



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Achievable targets - small wins inspire people and drive things forward

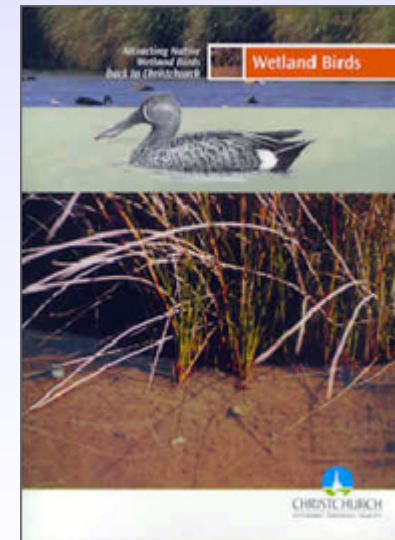


Our Office Waste

What to do with it and why

PAPER	MIXED RECYCLABLES	FOOD WASTE	THE REST
 <p>Keep cardboard flat and stacked to side of bin</p> <p>NO: Inkjet Paper NO: Window Envelopes, Wood Pulp or Carbon Paper NO: Plastic or Metal (check items within unbranded)</p>	 <p>Plastic's & t only Remove lids and rinse</p> <p>NO: Hat NO: Plastic Bags NO: Paper or Cardboard</p>	 <p>Cut flowers and leaves okay Food-soiled non-waxed paper okay</p> <p>NO: Liquids NO: Plastic or Metal</p>	 <p></p>
 <p>Paper Recycle</p>	 <p>Mixed Recycle</p>	 <p>Food Recycle</p>	 <p></p>
WHY? 1. So that this  becomes this 	2. So that this  becomes this 	3. So that this  becomes this 	

Want to know more?
Check out the intranet, Click on the link 'our office waste'



3. Showing off

Making solutions visible

I have a dream...

This is what works...



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