Environment 2.0 Workshop Report
Lancaster University
1-2 December 2007

Environment 2.0
Mission Statement

Create precedents for social change through creative, participatory projects involving artists, technologists and environmental advocates.

Seed change in many places while trying to connect and scale up.

Environment 2.0 Workshop
Imagination at Lancaster, Lancaster
1-2 December 2007

The aim of the meeting was to get a good group together to see what new thinking and ideas for projects we can identify. The focus was on meeting people, sharing ideas, forming new collaborations for potential projects.

Adrian Woolard
Alan Dix
Bron Szerszynski
Christian Nold
Drew Hemment
Gabriella Giannachi
Jessica Symons
John Urry
Kingsley Dennis
Maja Kuzmanovic
Mikel Maron
Monika Buscher
Paul Coulton
Paul Upham
Simon Lock
Steve Benford
Steve Connor

Environment 2.0 Themes

ADAPTATION
Imagine it has happened, design lifestyles and products we would need
Design new tech to make the most of it, and get people to trying them out
BBC: Adaptation TV show -pitch proposal
Two meanings of adaptation:
1. How you can preserve a way of life
2. Create a society / way of life resilient to any potential threat

TRAVEL AND TRANSPORTATION
Virtual travel buddie / FOAF car sharing and hitching / Interactive sign / City Bike Interface / Open Aerial Map

TELEPRESENCE
Video conferencing - reducing travel
Connecting impactors with impacted in different places, connecting near and far

MAPPING
Mapping as enabling action
Convey information in a compelling way
Freecycle - build a visualisation

SIMULATION & VISUALISATION
Visualising and simulating the future
Asking 'what if' questions
You see the impact of your actions on people close and remote in 50 years
Mixed reality game involving role play

GROW YOUR OWN WORLDS
Construction Camp: Bricolage, recycling approaches to technology
Personal manufracturing rather than mass manufacturing
Facilitate distributed collaboration

"GO LOCAL"
Enable people to think and act locally
Alan's Electronic Village Shop: digital networks and global connections enable us to connect producers and consumers locally

DIAGNOSTICS
How do people understand complex processes and affordances

Environment 2.0
Projects

All project ideas considered were posed a number of questions to assess their strength

Questions For Each Project Idea:

What would be its environmental impact?

What are the research challenges?

Is this artistically interesting?

How can they be taken forward? - Cost; Feasibility; time; people; Partners

Who would pay?

G2

A. Connecting impactors with
   impacted in diff places.

B. Scenario visualisation
   Convey alternative futures & feedback

C. 'Bottom up tech solutions'
   - How to keep it human, in
   contrast to large scale
   technological 'silver bullets.

Project idea: connecting drawings.

1. Travel Group
Monika, Kinglsey, Mikel, Gabriella, Alan, Steve, Jess

Virtual travel buddie
FOAF car sharing and hitching
Mashing the car myth - interactive sign*
City Bike Interface
Open Aerial Map
Travel Remedy Kit - trains etc

Car sign
- Message: driving is horrible or is wasting you time - enabling people to realise that it is a horrible experience? Tackling the rationalisation of why people have taken the car.
- Signs react to you as an individual - Done locally in a rat run
- Naming and shaming
- Risks - traffic hazard? Do a street sign with the council
- Or put it in people's private windows, spend time working with local communities
- Cycle billboard, low res scrolling text display put in back of parked car
- Research: tech challenges of recognising stuff when not at perfect angle; use Bt
- HCI field: use of computer technology to do with protesdt and provocation rather than usual fluffy stuff - studying reactions to that would be interesting.
- Research: arts and humanities - what are the messages, how do they relate to patterns of movement, and to changes in behaviour
- Impact - in its news worthiness
- Artistic: intervention in street signs, negotiation of permissions, whose space is it
- Quote people's excuses back to them.
- Messages that are very constructed and respond to data
- RQ: personalisation, how important is it the message is targetted at YOU? Ethnography of how people respond to coersive traffic signs.
- Find out what people's excuses are.

2. Community Connections - Web Stuff

Mikel, Alan, Steve, Drew, Jess

Freecycle mapping project
Electronic Village Shop
FOAF car sharing and hitching

FOAF car sharing and hitching
- How many people would you need to make an environmental impact?
- Critical mass issue / do you need an institution behind it? Use FaceBook? Closer to book sharing that a car pool.
- Do we know what exists already? Where are the existing case studies.
What are the barriers to doing it? (Convenience and awkwardness)
- Need an incentive such as car lanes.
- Bespoke social marketing - help someone solve their local problem, and then spread the idea
- What do we do? It needs the software, the trials, creating positive urban myths.
- Artistic: What are the barriers to giving strangers lifts? Dating agency; couch surfing. Performers taking lifts from truck drivers and performing in trucks.
- Have a touring artistic intervention in schools, with mechanisms put in place that make it easy for people to do it afterwards.
- Hitcher project where hitchers earn points - Human trafficking; with its own currency / token system.
- How you exploit cliques; use of onlinetools; design of adoption; social processes

3. Simulation - Collaborative Change
Paul, Monika, Maja, Bron, Jess, Drew, Alan

Pervasive Simulation game
Open Aerial Map

Pervasive Simulation game
- Should be pervasive
- Possibly link game to the other projects (car sharing etc)
- Have a location plug in, with local weather
- Unlikely to have mass take up, but could enable people to explore the issues
- Do as a FaceBook plug in? "Alan is under water today" - linked to phone data? Also sent to phone. Plus a richer game space. Message of the day linked to game play status, driven by environmental data.
- Research challenge - exploring the extent to which games can push people to change their behaviour
- Using the phone as a data collector
- Climaet and energy models - how do you create an accessible interface to them (Tyndall Centre)
- Live through what it will be like in 20 years day to day, eg no oil
- Can be linked to transport and mobility as well as climate and energy (travel is energy)
- Potentially link to FOAM game - could test some ideas there

EPSRC linking models together with a sociological component

4. Waste
Kingsley, Drew, Jess

Bin Tags
Freecycle mapping project
Tagging rubbish or a bag and seeing where it goes

Post-Oil Futures: Strategies for adaptation

Proposal for discussion among project collaborators
Jessica Symons

Lets imagine what happens when the oil runs out

Project objectives
This initial stage of the project will draw together existing work on imagining and preparing for a post-oil future, inspiring and informing people to develop more projects and ideas around this theme. It will identify gaps and suggest new narratives, promote wider awareness of relevant projects and draw together individuals, community groups and organisations interested in developing this theme further. It will also look at research on pre-industrial lifestyles, both in the past and present, to consider how these life experiences could inform on preparation for a post-oil future.

QU: How could Imagination facilitate this project?

Contributions

PAUL
Can bring other people
Models - serious stuff

MONIKA
Can do ethnographic studies, participatory design
Can bring in research students

KINGSLEY
Can get CeMoRe involved
Can tie in Motorway exhibition next year

MIKEL
Wants to do some practical stuff right away
Put something together in time for Eyebeam

MAJA
Can bring other people
Interested in more complex simulatioons by connecting models
Work with Jess on future scenarios / catastrophe training exercises

Connecting existing initiatives, plus ask people what are your needs

BRON
Climate change and futures - has several things going on, book etc, which we could be involved in
Workshop on 8th & 9th May

JESS
Bring local community - chorlton and mcr
Interested in scenario stuff
Community engagement

GABRIELLA
Interested in speed and mobility - how performance can intervene in that
An obsession with cars
Communication of climate change-bid already gone in
Writes aesthetic analysis
Get Fiat involved
Pump priming - can bring people together once for travel sub-group

ALAN
Interested in everything and has no time
Design & take up - technical
Local & global
Vrtual crackers

STEVE
Interested in public sign issues - interaction with them, how they are set up
Have a more practical workshop on that
Possible pump priming money - for small practical stuff
Maybe a network bid
Vodafone link
Links with car companies

DREW
Taking stuff in public spaces - negotiations
Curatorial - involving different artists, developing interdisciplinary groups
Cultural interventions
New network - "the same but useful"
Exhibition in 2009

Environment 2.0 Network & Activities

Potential External Project Partners
BBC
NESTA - The Big Green Challenge
Royal Society of Arts
British Council
Tate
MIF
Make Magazine
Tipping Point
Eyebeam
Car manufacturers
India
China

Activities
Exeter workshop
ISEA workshop
Leonardo call - for texts that might appear in leonardo journal you can be the guest editor
Network bid
Projects for 2008 exhibition