

Four Conceptual Mistakes

Shifting Toward a Low Carbon Society

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Workshop #1: Presentation to the The 8th
Conference for the Promotion of BAG
Collaboration
Kyoto, Japan
June 20, 2009

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Four Conceptual Mistakes

I have two pens



Montblanc

Sundance

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The Montblanc Pen



- I use it for writing.
- It is made from platinum and precious resin.
- It costs about Yen 45,000 each.

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The Sundance Pen



- I use it for writing.
- It is made from wood, plastic, and recycled cardboard.
- It costs about Yen 100 each.

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Which pen is more sustainable?

- Everyone who thinks the Montblanc pen is more sustainable raise your hand.
- Thank you. Now put down your hand.
- Everyone who thinks the Sundance pen is more sustainable raise your hand.
- Thank you. Now put down your hand.

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More Information

- I never take the Montblanc pen out of my office, so I will use it the rest of my life.
- I lose the Sundance pen almost every time I take it away from my home, so I have to buy many dozens of them each year.
- When the Montblanc pen ink cartridge becomes empty, I buy a refill.
- If I still have the Sundance pen when its ink cartridge becomes empty, I will throw the pen away and get a new one.

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Main Lessons

- Many votes changed after the new information.
- The new information did not describe the technology of the pens; it described my relationship and attitude toward the pens.
- Sustainability is not only in the tool, it is also in our relationship to the tool.
- Achieving sustainability does require new technologies; it also requires for society to develop new relationships and attitudes.
- BAG collaboration must focus both on the tools and the relationships.

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