

Sustainable Technology

[Consumer focused version]

For the Hermitage APA, April 2023



Introduction & background

Sustainability Journey

- Moved to Hermitage in 2007 to get a job at an **Energy and Environmental Consultancy**
 - Defra, DECC, Environment Agency
 - European Commission, EEA
- Then worked in Energy Industry, Telecoms etc
- [Architect Tomorrow Podcast](#) - how do we architect a better tomorrow?
- Now Tech Director @ Scott Logic leading thinking on **Sustainable Technology**
- This talk will be a quick run through from a *consumer technology perspective*



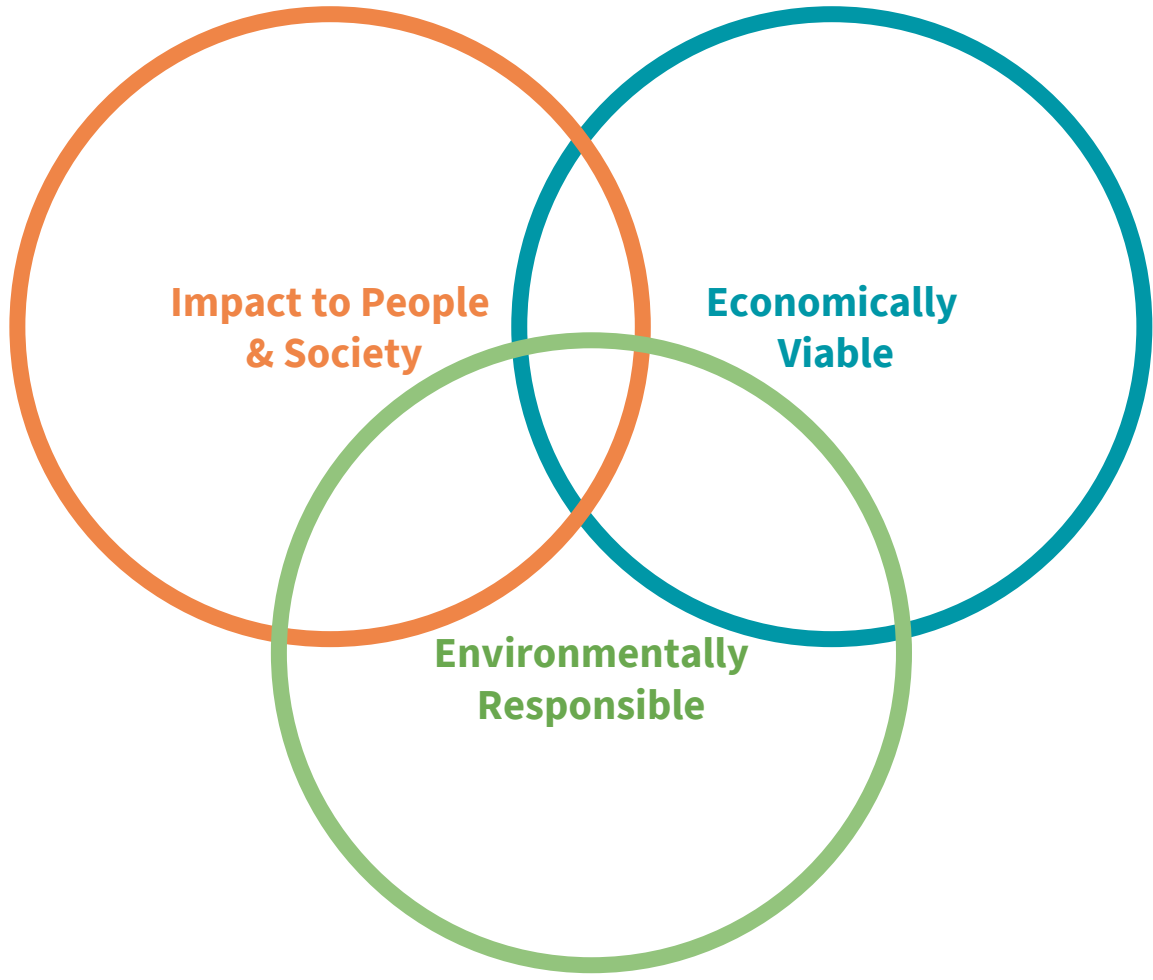
Oliver Cronk



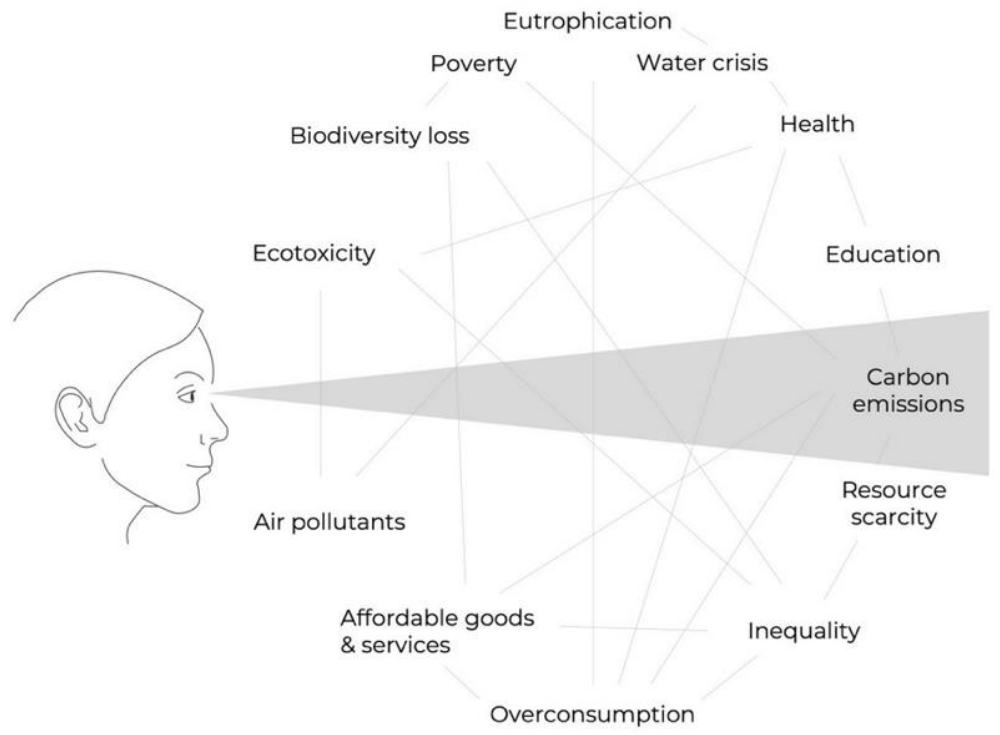
[@cronky](#)

[LinkedIn](#)





Carbon Tunnel Vision



Sustainability transition

Graphic by Jan Konietzko

Definitions of Sustainability

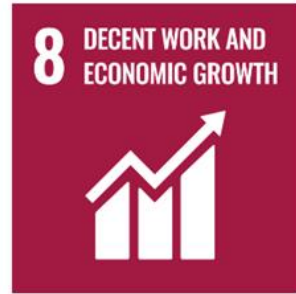




“Sustainable”, “Green” & “Carbon Aware”

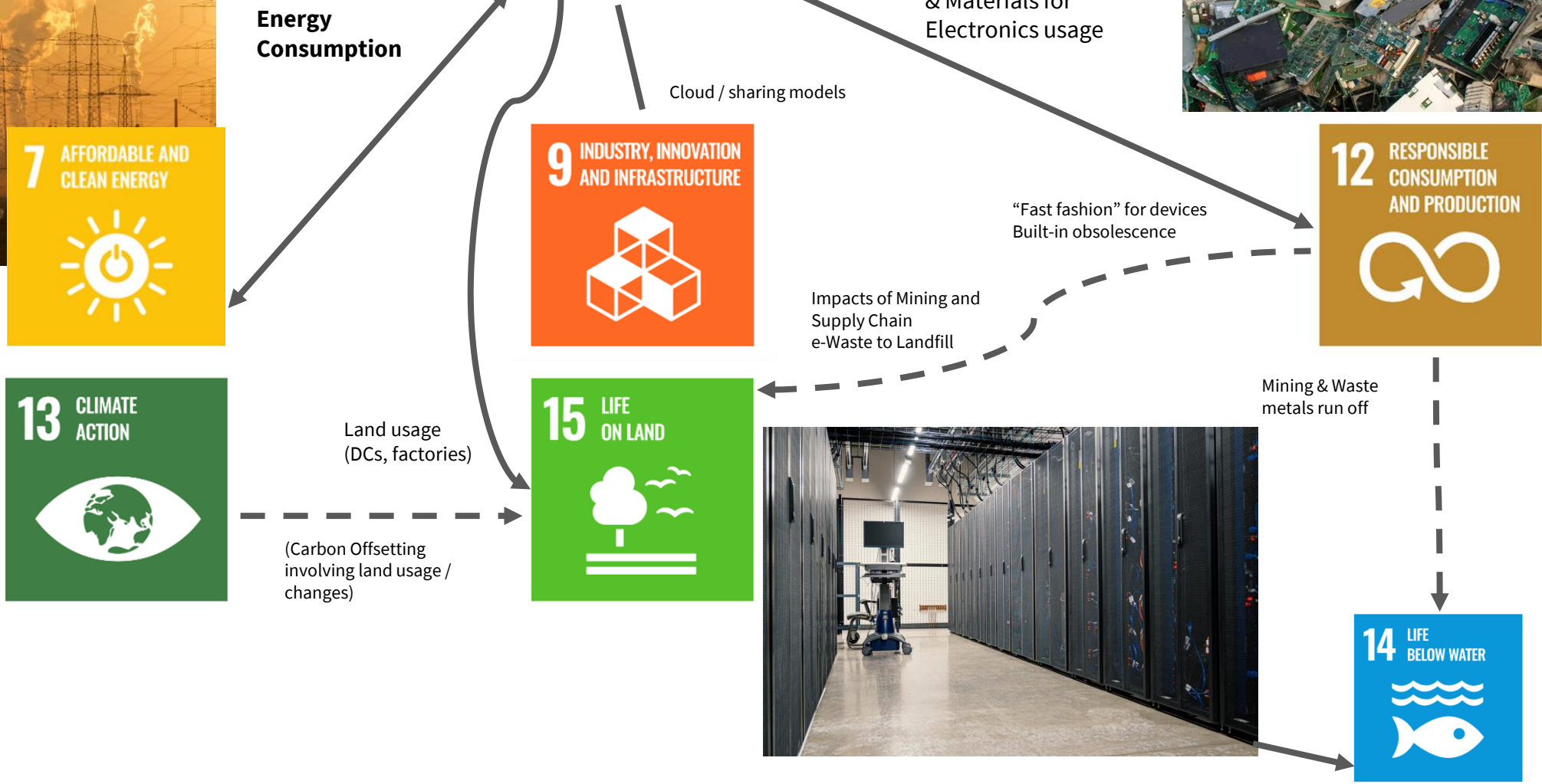


**SUSTAINABLE
DEVELOPMENT
GOALS**





Technology Impacts



Relationships - UN SDGs and Technology

Responsible Consumption - What can you do?

But I am just 1 person – don't massive companies do the most damage?

Yes and no – but there are financial benefits to this as well. Tech is expensive.

- Conscious & Conscientious Consumerism
- Intelligent Investments
- Extend End of Life
- Repair, Reuse, Recycle



Responsible Consumption - What can you do?

- Conscious Consumerism
 - Do you really need it?! (Can you refurbish / repair – see later)
 - Research the options – consider sustainability
 - **Production footprint is often bigger than usage!**
 - Avoid “buy cheap buy twice” - buy repairable not cheapest to purchase
 - Watch out for “built-in obsolescence” and fast fashion
 - Delete! “Look after your digital garden” it has a footprint
 - Switch devices off! Switch on power management / eco settings



Responsible Consumption - What can you do?

- Intelligent Investment
 - Where is your money and does that org invest ethically?
 - Invest in ESG aligned funds and pensions

What is the Impact Plan?

The Impact Plan invests exclusively in companies addressing the world's great social and environmental problems, whilst saving for your retirement.

Companies in the Impact Plan are working to support underserved communities and tackle unaddressed challenges, to help improve lives and create a better planet for us all to live in. This could mean investing in companies helping to provide education and affordable housing or develop green energy and sustainable food and water to name a few examples. And crucially those companies' impact on people and the planet can be measured so you know they're contributing to real change.

The Impact Plan invests in companies already working to shape the world for the better, so why not help support them by investing in the change you want to see?



Responsible Consumption - What can you do?

- **Extend End of Life**
 - Try not to get hooked into fast fashion for the latest device
 - Creating the device uses materials and a lot of energy – delay buying a replacement if you can
 - Refurbish / Donate
- **Repair, Reuse, Recycle**
 - Computers (even laptops) are actually easier to fix than you think!
 - IFIXIT repair guides and tool kits are very useful



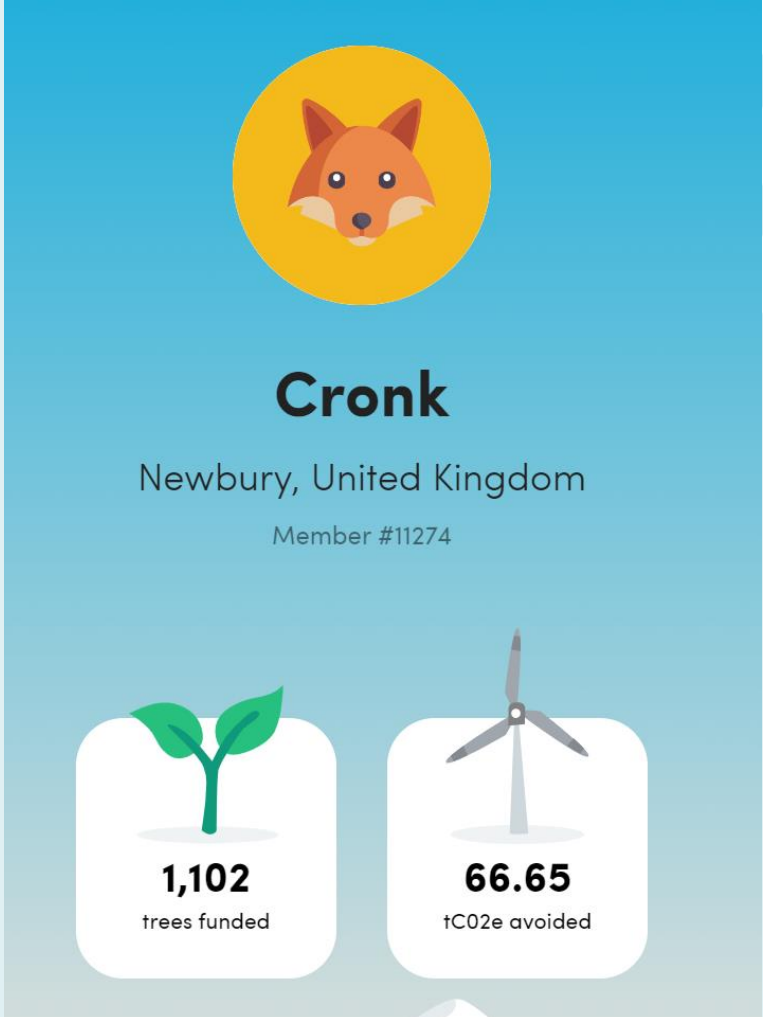
Electric Vehicles

- Feel free to ask me about this separately!
- Big shift that not everyone wants to go on
 - Fossil fuel industry vested interests, misinformation & petrolheads
- Lots of debate about how green they are
 - Data is pretty conclusive that for most drivers they will be cleaner and lower CO2 over their lifecycle (maybe not in year 1 but certainly by year 2/3 onwards). Although your current car needs to be considered
- Most aren't talking about Air Quality benefit
- Lots of misinformation flying around
 - about mining, materials, them catching fire, having poor range etc



Offsetting – Services like Ecologi

- Offsetting Carbon should be a last resort
- Reduce as much as possible first, then offset
- Some offsets use “creative carbon accountancy”
- Ecologi worth looking at



The image shows a profile card for a user named Cronk on the Ecologi platform. At the top is a circular profile picture of a fox's face. Below the picture, the name 'Cronk' is displayed in a large, bold font. Underneath the name, the location 'Newbury, United Kingdom' and the member ID 'Member #11274' are listed. At the bottom of the card, there are two white rounded rectangular boxes. The left box contains a green plant icon, the number '1,102', and the text 'trees funded'. The right box contains a grey wind turbine icon, the number '66.65', and the text 'tCO2e avoided'.

Cronk
Newbury, United Kingdom
Member #11274

1,102
trees funded

66.65
tCO2e avoided

Summary

- Strive to be a conscious consumer – particularly of technology devices
- Reuse, Repair, Donate, Recycle
- Put your money where your ethics are = sustainable pension funds and investments
- Consider how you travel and when you plan to transition to EV
- After reducing your impact as much as possible consider offsetting

Resources

More detailed talk: [Making technology more sustainable](#)

IFIXIT Repair Guides / Kits: <https://www.ifixit.com/>

[Ecologi – person CO2 offsetting](#)

[PensionBee Impact Plan](#)

[Why EVs are worth the switch](#)

