Zeitgeist, Appropriate Technology, and STI case

2013 EKC

POSTECH POHANG UNIVERSITY OF SCIENCE AND TECHNOLOGY

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CFSE 크리스천과학기술인포럼
Christian Forum in Science and Engineering

사단법인 나눔과 기술

Appropriate Technology

My Personal Narrative

Zeitgeist

Gestalt of Postmodernity

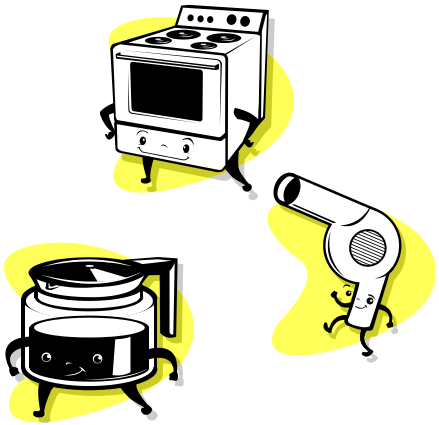
STI case

In the past,…



Scientific discovery

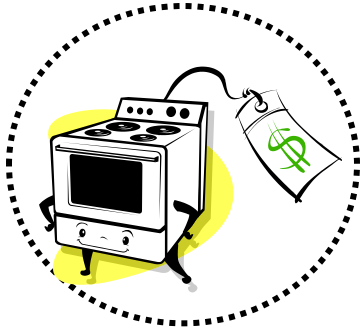
Application
Experiments





Demand

Design

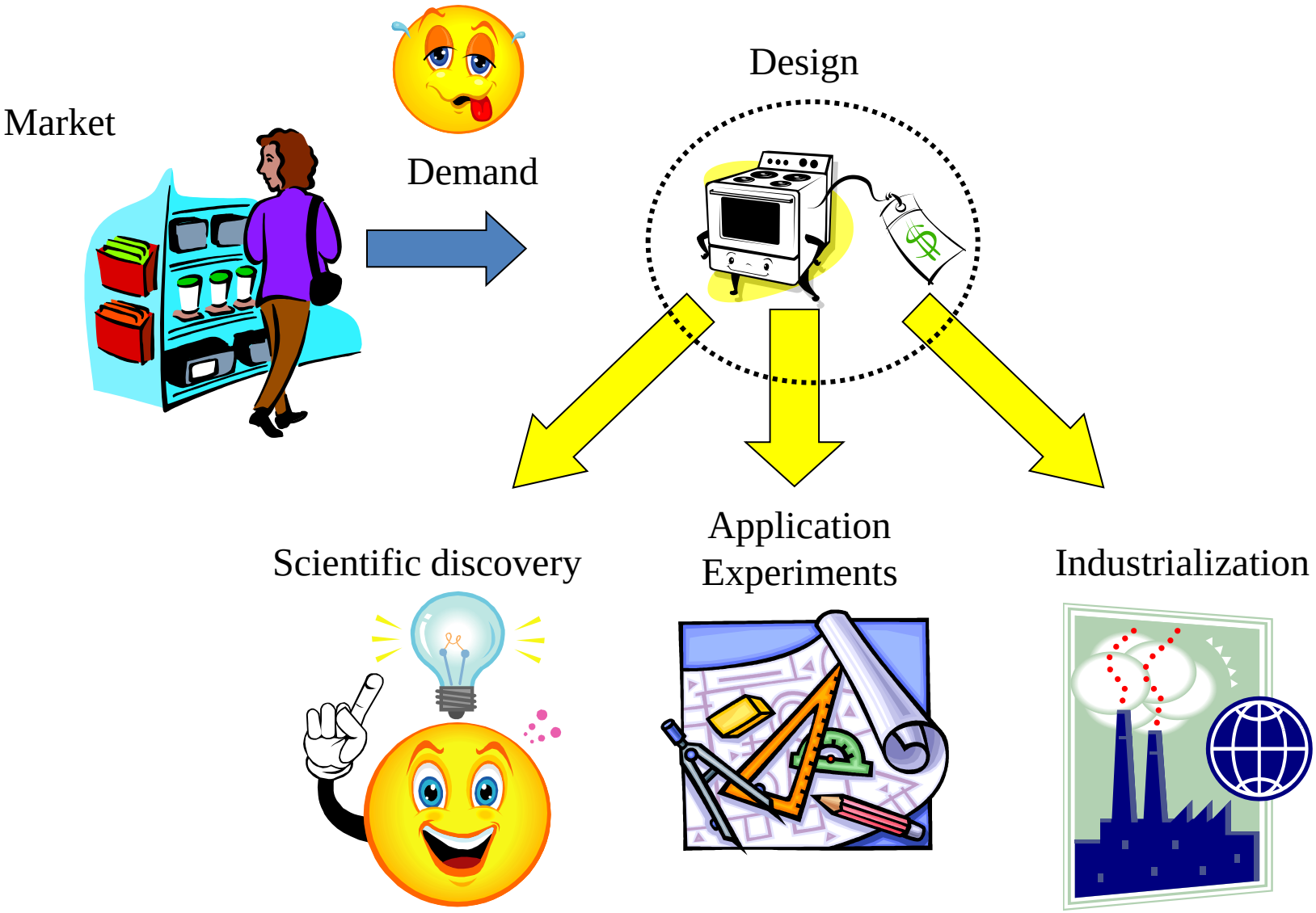


Industrialization

Market



Today ,…

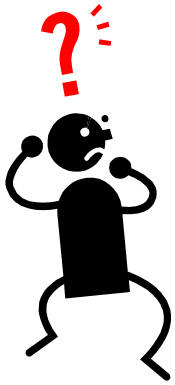

Market
Demand
Design
Scientific discovery
Application
Experiments
Industrialization

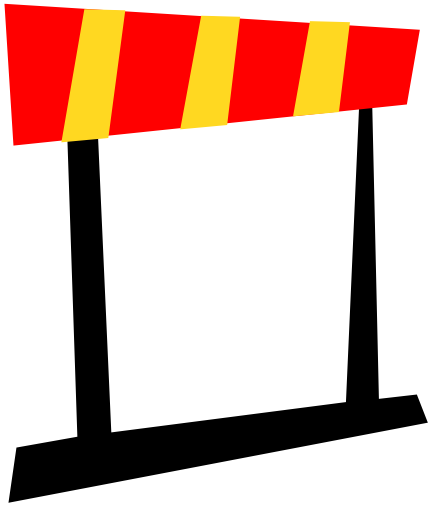
Market mechanism is good for technological progress.

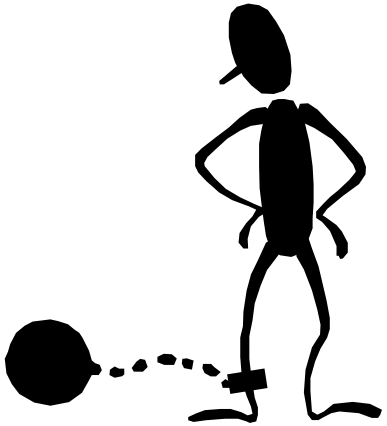




As long as you are capable of playing the game,



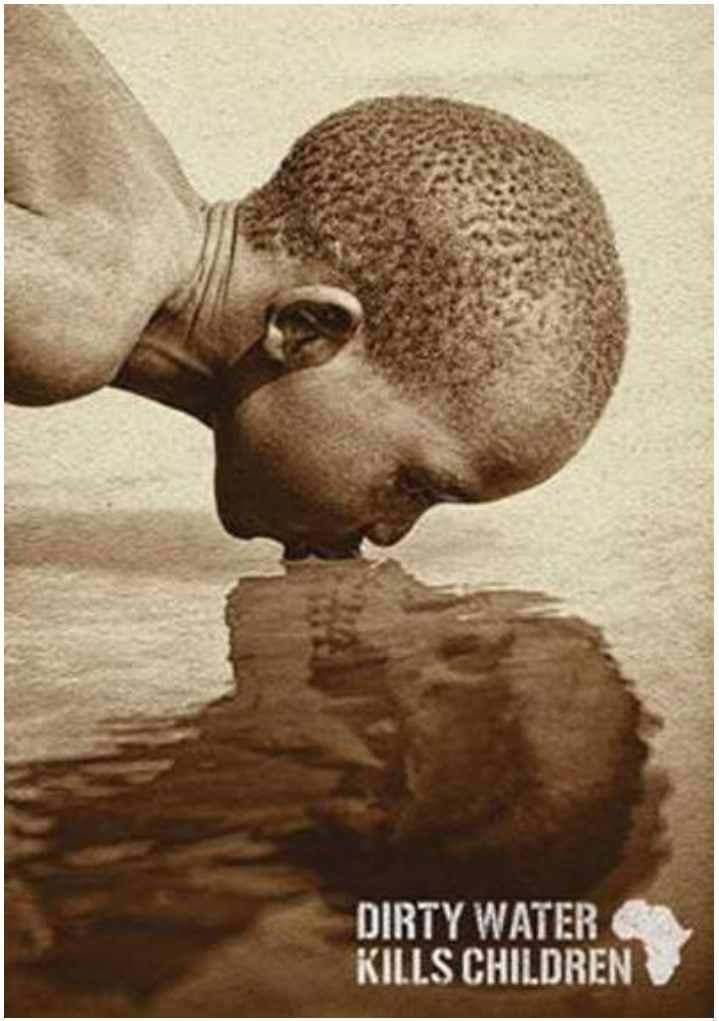




People born with the absolute poverty are marginalized.



Technology will be locked itself up in the cage that itself created.



LifeStraw





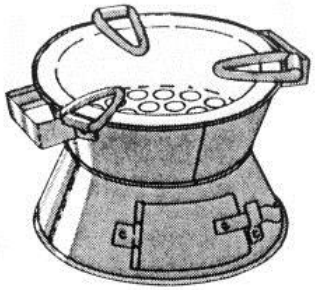
Nam Seung Hoon
Grand Prize
11th Tri-annual International Political Poster Competition

Q Drum





Kenya Ceramic Jiko



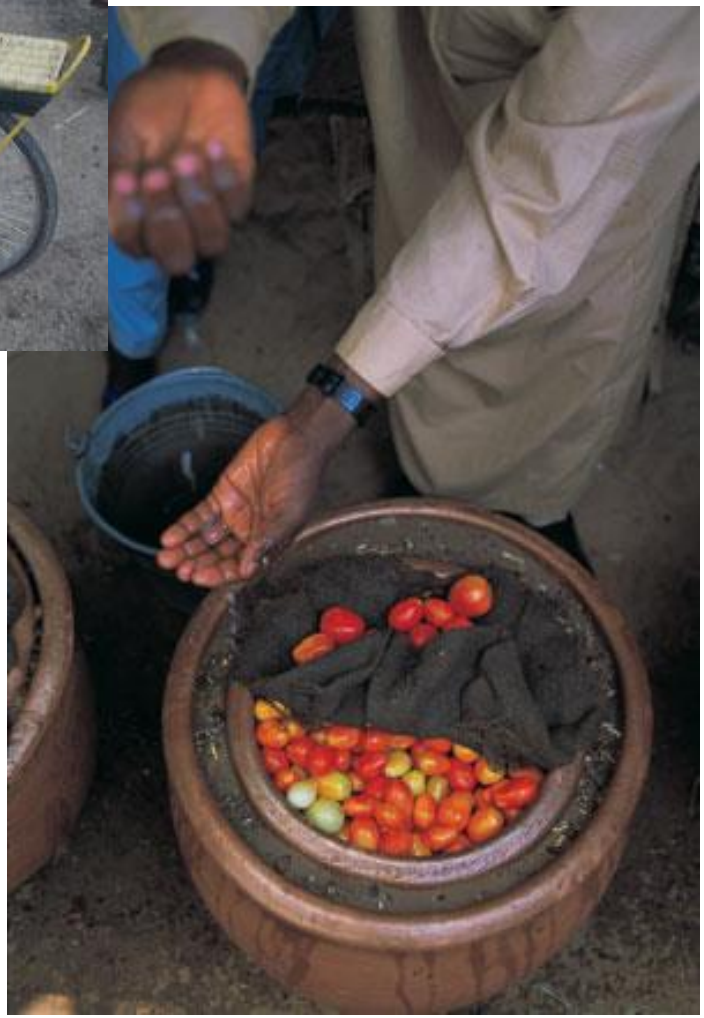
Kenya Ceramic Jiko





Design for other 90%

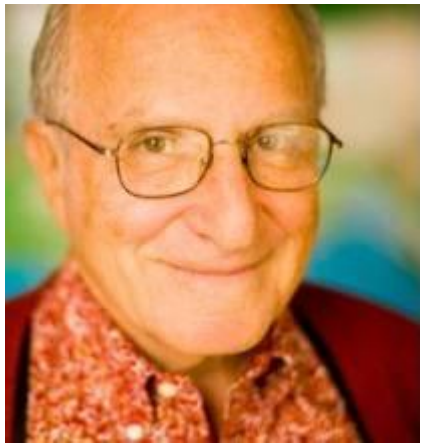






International Development Enterprises

Established by Paul Polak









The Light Up The World Foundation (LUTW)





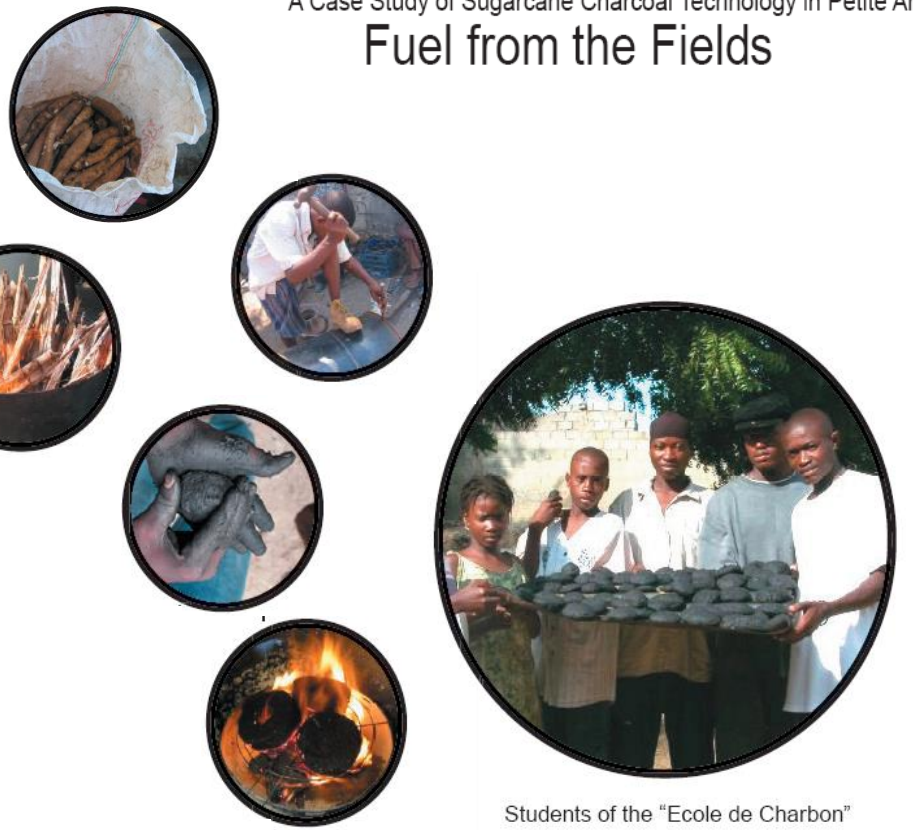


D-Lab @ MIT and many other fine Universities throughout the world



A Case Study of Sugarcane Charcoal Technology in Petite Anse, Haiti

Fuel from the Fields



Students of the "Ecole de Charbon"

http://web.mit.edu/d-lab/

And the signs said

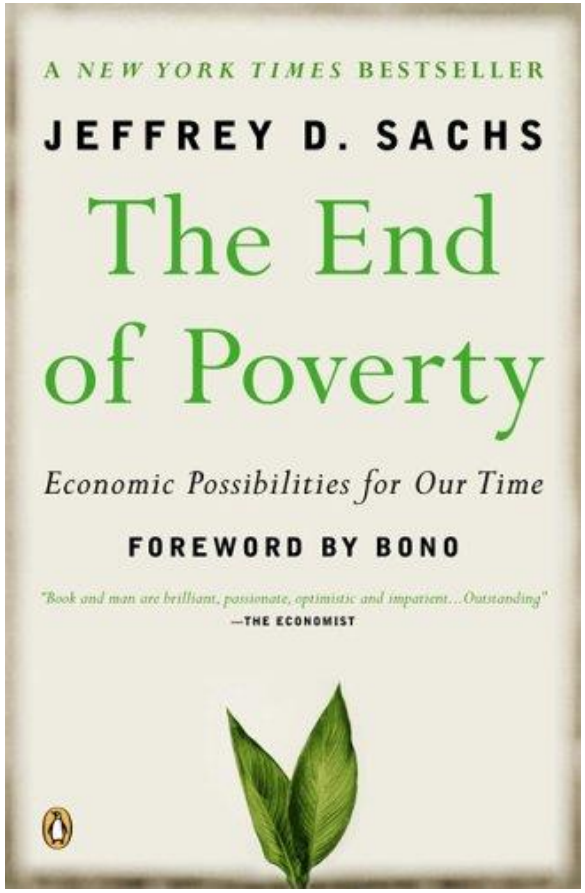
“The words of the prophets
are written on the subway walls
and tenement halls”



And whispers in the sound of silence



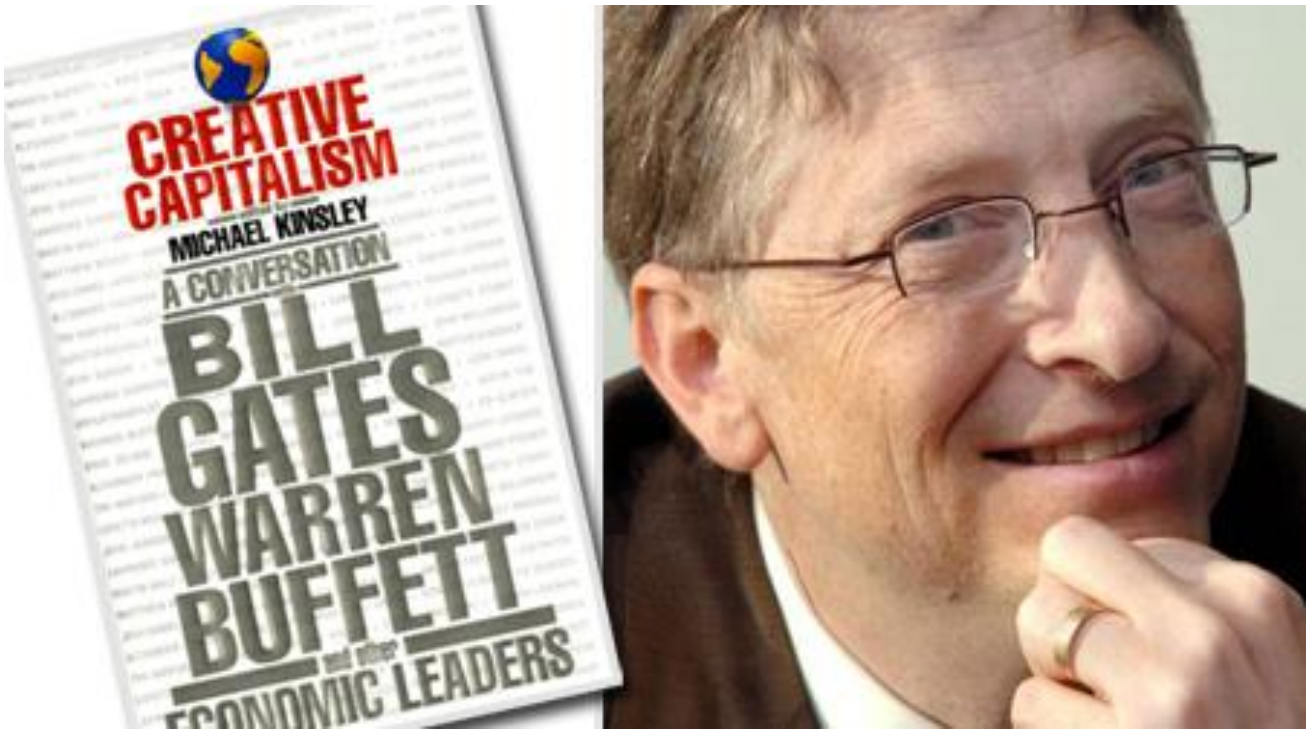






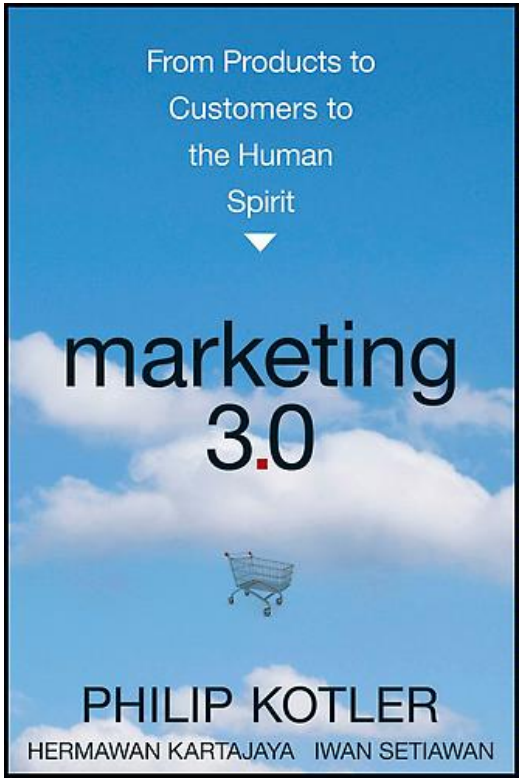
"History is **written by the rich**,
and so the **poor get blamed for everything**."

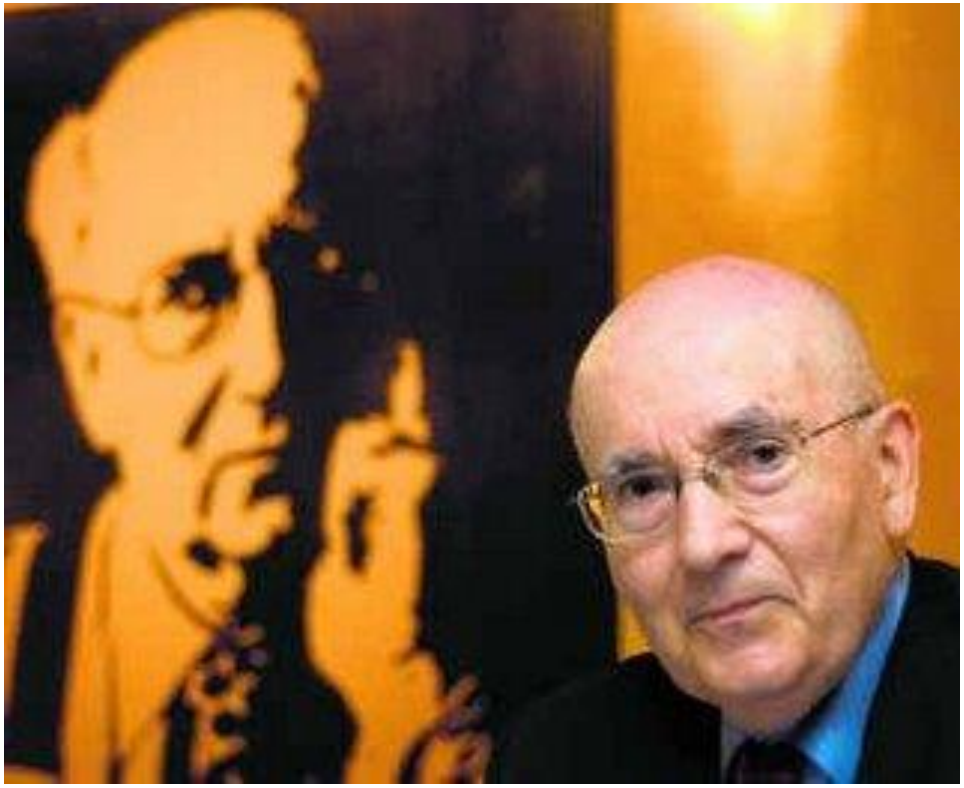
"Extreme poverty is the best breeding ground on earth for **disease, political instability, and terrorism**."



In markets where profits are not possible,
<u>recognition is a proxy</u>;
where profits are possible,
recognition is an added incentive.

World Economic Forum 2008:





“We are living in a world
that is no longer facing a shortage of goods,
but a **shortage of customers**.”

"Good companies will meet needs;
great companies will create markets.”





"The leadership competence and management
of the **social sector non-profit organization**
will thus largely determine
the values, the vision, the cohesion,
and the performance of **21st century society**."

Peter F. Drucker, 1909 - 2005





"Low Carbon Green Growth is
a new national development paradigm
that creates new growth engines and jobs
with green technology and clean energy"

15 August 2008


whispers in the sound of silence
Social Enterprise
Green Growth
Corporate Social Responsibility
Sustainable Development

Oxymoron?

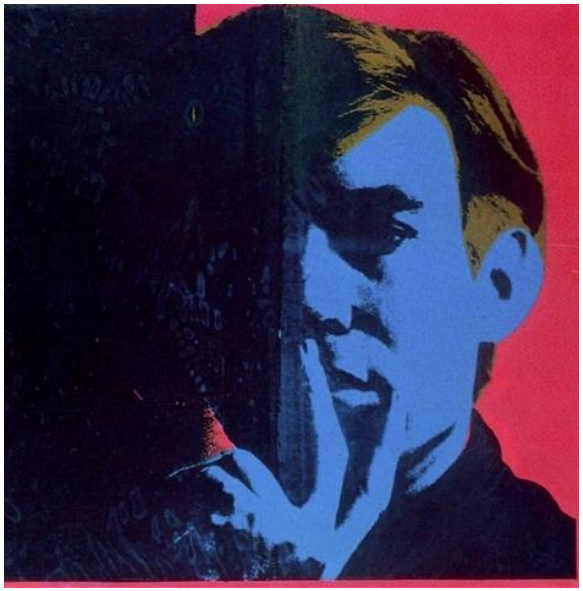

Development /Growth
Sustainability
Sustainable Development
Green Growth
Social Enterprise
C S R
Profit
Public Value
Need
Want
Community
Market

Postmodern Design



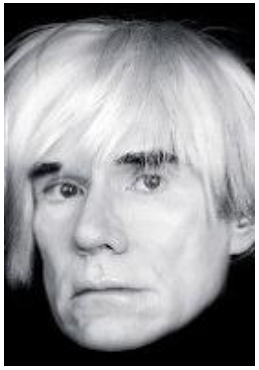
Why not both classical and modern at the same time?

Postmodern Design





Andy Warhol (1928-87)



*I am a **deeply superficial** person.*

Postmodern Design







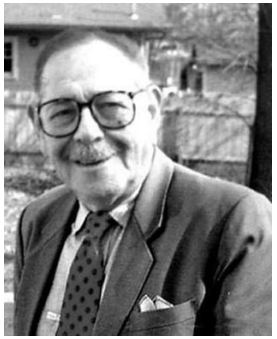


Engineering doesn't have to be shy.

Postmodern Design



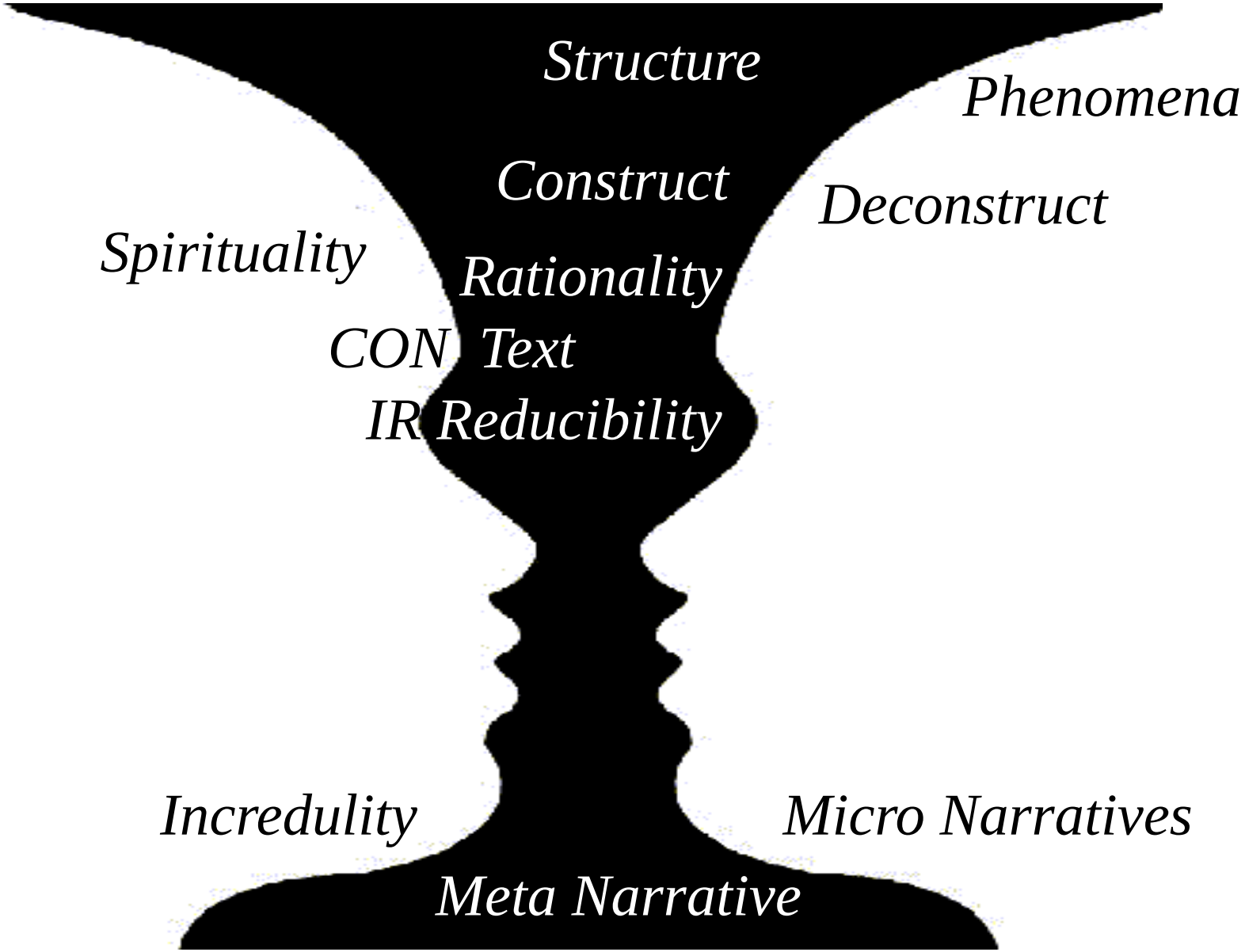




*The **only** important thing about design is how it relates to people.*

Victor Papannek (1925 - 1998)

Gestalt of Postmodernity



Pluralistic Unity for 21st Century?

Postmodernism: a answer *or a* question*?*



"A wise man's **question** contains half the **answer**."

Solomon ibn Gabirol, / Solomon **ben Judah / Avicebron**
Spanish Jewish philosopher
(about 1021 - about 1058)

Embracing incompatibles!







Possibility of seemingly impossible!

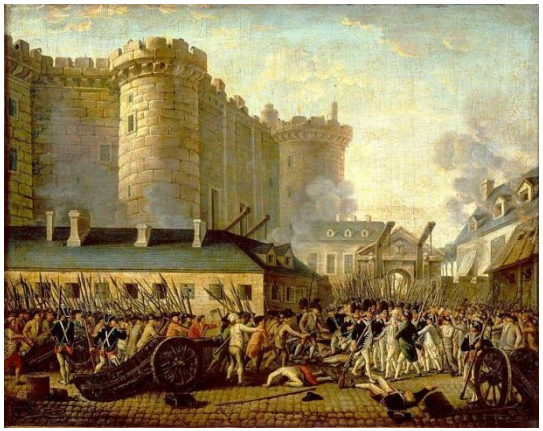
Engineering Design for the extreme poor

The 3rd Political Principle

Liberty

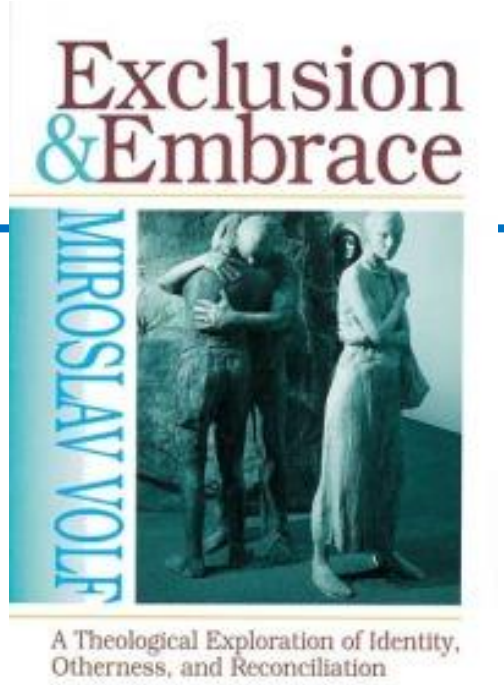
Equality

Fraternity





한면희

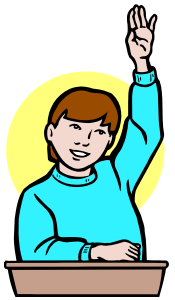


Pluralistic Unity how?



Double vision

Not Understanding



Making space for the other

From Contractual to Covenantal
Conditional to Unconditional Embrace



Miroslav Volf
(1956 -)
Henry B. Wright Professor of Theology
at Yale Divinity School
Director of





New vision *for the 21st century global community*





from **free** ***market*** *to an* **open** ***public square***

"Appropriate" Technology for *21st Global Community*

Sovereignty: *Minimum* dependence

Individual/National, *Financial*, *Cultural*, *Political*

Small-scale Self motivated and directed development

More option("space") for the poor

Priceless!

Green

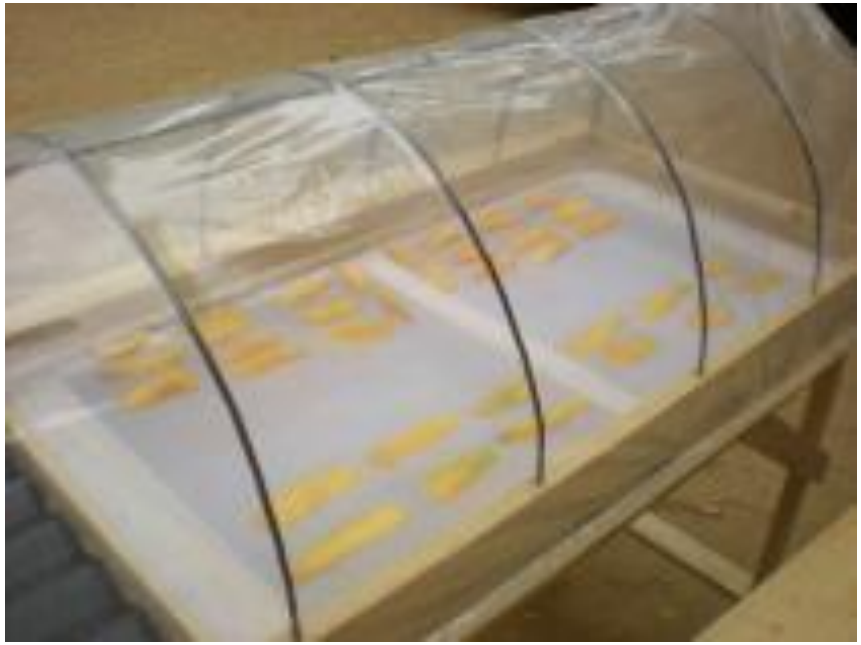
Sustainable

























Solar cell
at a mission center in Cambodia







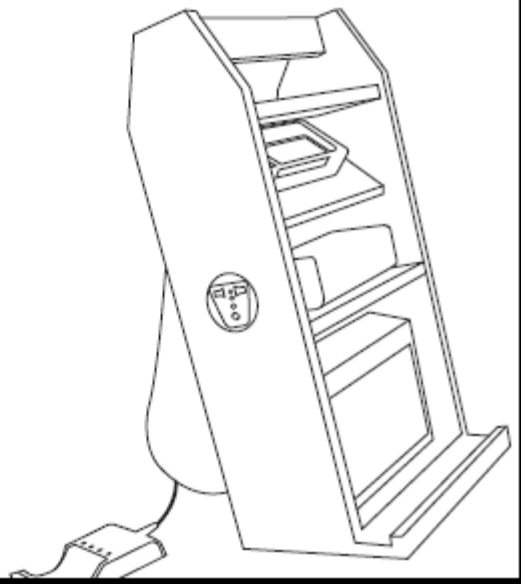


July 2009
By CFSE/STI

LG

SOLAR CHARGER

OWNER'S MANUAL



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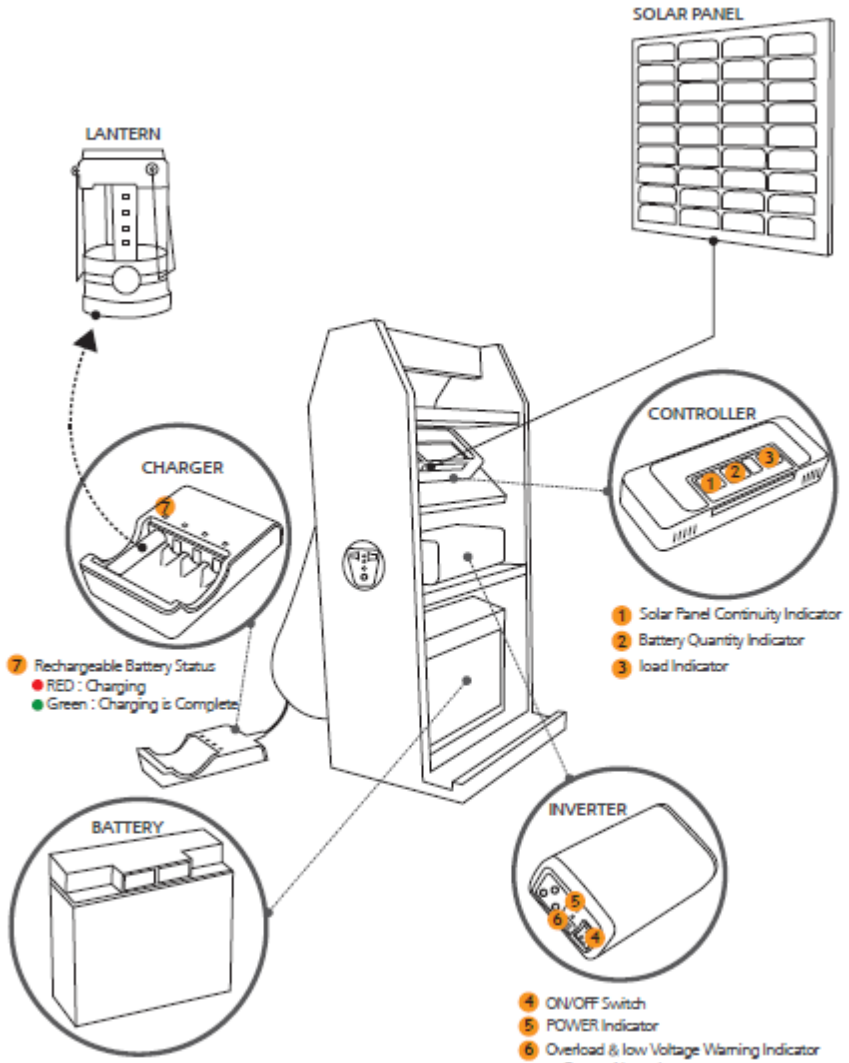
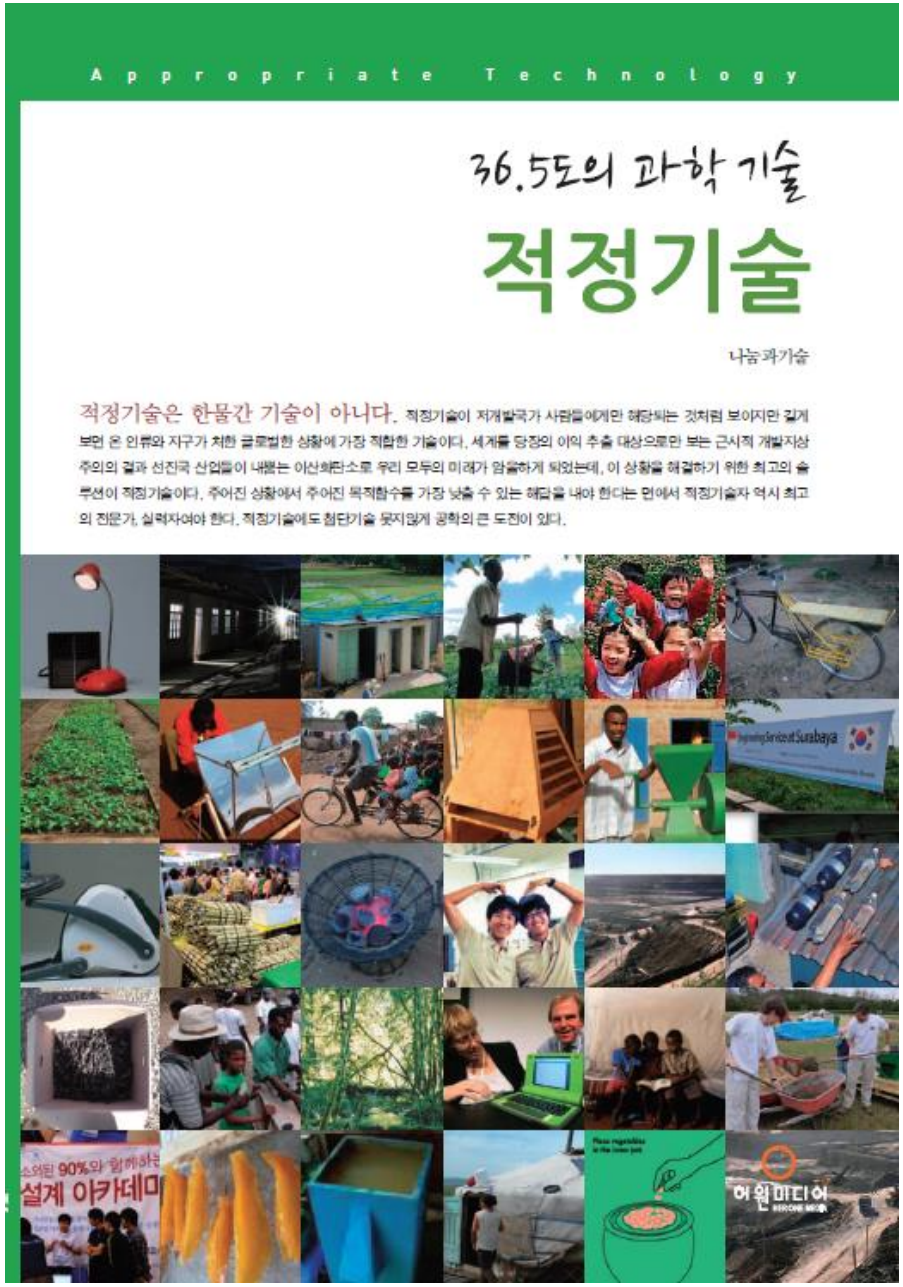




2011. 6. 23.

Technology @ 36.5 degree
Appropriate Technology

*Divided nation, but **one Consensus***

Economic Democracy



박근혜	문재인
51.63%	47.93%
(1519만3940표)	(1410만5397표)



What is it anyway?

Social Enterprise

Corporate Social Responsibility



Economic democracy is

a *socioeconomic philosophy*
that proposes

to *shift* **decision-making power**
from corporate **shareholders**
to a larger group of **public stakeholders**

that includes **workers**, **customers**, **suppliers**,
neighbors and the **broader public**.

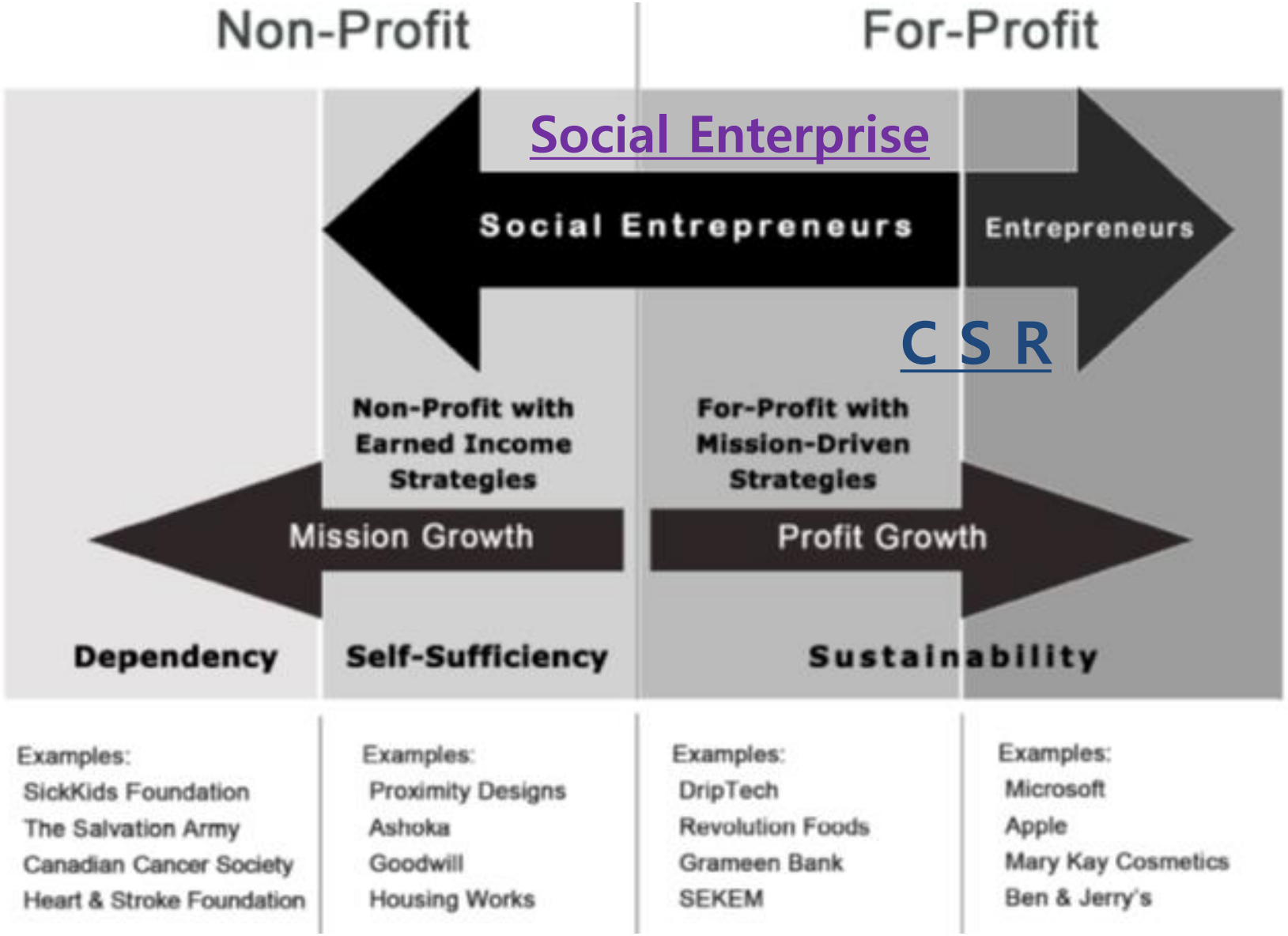
competitor

Philip Kotler

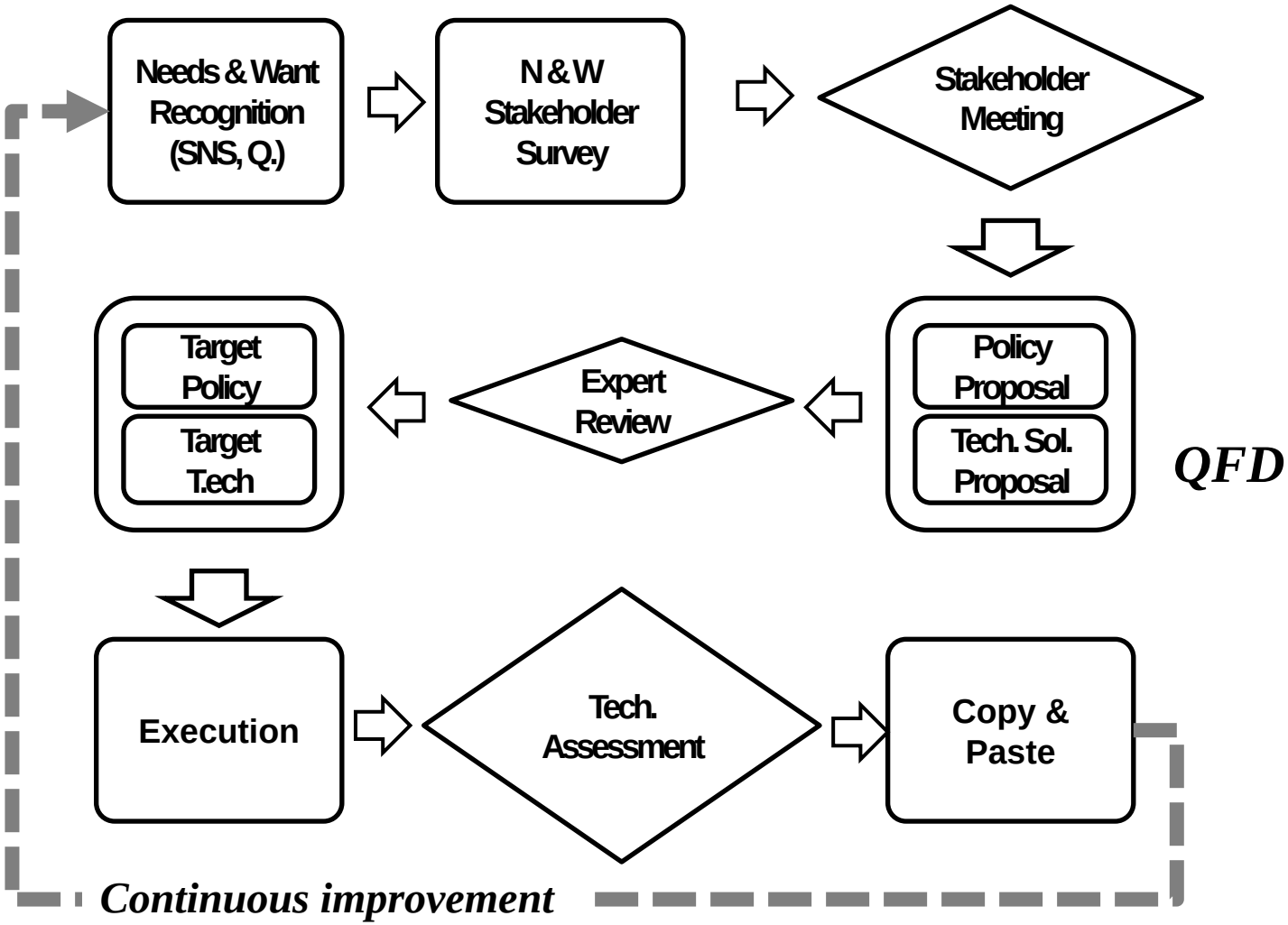
Wikipedia

NGO, government

E F Schumacher


Non-Profit
For-Profit
Social Enterprise
Social Entrepreneurs
Entrepreneurs
C S R
Non-Profit with Earned Income Strategies
For-Profit with Mission-Driven Strategies
Mission Growth
Profit Growth
Dependency
Self-Sufficiency
Sustainability
Examples:
SickKids Foundation
The Salvation Army
Canadian Cancer Society
Heart & Stroke Foundation
Examples:
Proximity Designs
Ashoka
Goodwill
Housing Works
Examples:
DripTech
Revolution Foods
Grameen Bank
SEKEM
Examples:
Microsoft
Apple
Mary Kay Cosmetics
Ben & Jerry's

Process Sketch



Stakeholders Eco-system

