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30 Day Challenge

#30DaysofSustainability - 19 Sep-18 Oct

"If we could change ourselves, the tendencies in the world would also change.
As a man changes his own nature, so does the attitude of the world change towards him…
We need not wait to see what others do."

– Mahatma Ghandi

What would a ecologically, socially, and economically sustainable society look like? This course is about trying to answer this question - or even better, trying to create *new* answers to this wicked question, collectively and creatively. But everything can start small, and a sustainable society can start from yourself and around you. *How do you want to live? Is a 'good' life and a 'sustainable' life conflicting for you? Or do both go hand in hand – a life cannot be fulfilling and rich if not in harmony with nature and your surrounding environment? How could you engage politically? What does acting for sustainability mean?* Push yourself to think about these questions. It is easy to criticize others. *But what about you?*

The Assignment: 30 Days of Acting for Sustainability

Choose something you will do differently everyday that contributes towards 'sustainability'. Do it for 30 days ("Try it for 30 days", a TED Talk by Matt Cutts). At the end of the 30 days, we will have a workshop to share your experiences, and thus we ask you to visualize your experience in a **creative way** (e.g. video, poster, photolog, slideshow, sculpture, an art piece, etc.). Moreover, you are to submit a written reflection.

We encourage you to do things together with your course-mates or (even better) friends or family outside the course. Doing a challenge together can be a great way to explore different meanings of sustainability. It also is a great way to promote sustainability beyond the course!

The 30DC will start **September 19th**. It will end after 30 days on **October 18th**.

Feel free to post about your experiences on social media using the hashtag #30DaysofSustainability!

Choosing Your Challenge

Inspiration for 30 Day Challenges:

- Change your diet and *talk about it* with other people around you. How you eat has a huge impact on our lives and on our environment, as well as economic and social impacts.
- Tweet to a local, regional or national politician, who doesn't engage enough with sustainability issues. Challenge other people around you to do the same.
- Write a blog about an inspiring sustainability initiative/NGO/group and share it with people you think might be interested.
- Talk to a stranger on the street about climate change.
- Challenge gender roles: If you are (perceived as) a woman, 'manspread' in public (See Buzzfeed video in Course Reader). If you are (perceived as) a man, wear lipstick.
- Create no waste (See Zero Waste Home in Course Reader) and post about it in social media every day.
- Engage in a conversation about migration with someone who is not from Sweden.
- Spend an hour in the forest. Talk to people about it and take people around you with you.
- Avoid the use of certain materials, such as plastic or palm oil. Force yourself to read and understand all the labels of all products, food, clothes, cosmetics, etc. and see how this will challenge you. Tell people around you.
- Talk to people who are significantly older or younger than you about sustainable futures.
- Reduce your water usage. Check with one of the online monitors (see below) how big your water footprint is. Set a specific goal for yourself to reduce your water footprint and see which changes you need to implement.

Please note that this assignment is focused on your actions for sustainability so *try to keep your activity going everyday during the 30 days.* The purpose of this assignment is for you to <u>act</u> and to <u>focus on the process</u>. The purpose is not to write a detailed analysis of a specific situation. For example, researching a specific sustainability challenge is not a suitable 30 Day Challenge.

Tools and Questions to get you started:

Ecological footprint calculators:
- http://www.earthday.org/footprint-calculator
- http://wwf.panda.org/how_you_can_help/live_green/footprint_calculator/
- www.wwf.se/vart-arbete/ekologiska-fotavtryck/1127697-ekologiska-fotavtryck

- Report:
  http://wwf.panda.org/about_our_earth/all_publications/living_planet_report/ecological_footprint/

Other Calculators:

- Water footprint calculator: http://waterfootprint.org/en/water-footprint/
- Made in a Free World's slavery calculator: http://slaveryfootprint.org/
- Carbon Footprint calculator: http://www.carbonfootprint.com/calculator.aspx

Tools to understand your experience (Also useful for your reflection afterwards):

- The "Lone Nut": https://www.youtube.com/watch?v=fW8amMCVAJQ
- Insights of Behaviour Change:
  https://www.theguardian.com/sustainable-business/behavioural-insights/behaviour-change-sustainability-debate

Questions to get you started

- How would you explain "sustainability" to a 10-year-old? Consider social, environmental and economic sustainability.
- What is something "positive" you have done recently to contribute to a sustainable society?
- What did you eat today? Where did each ingredient come from, and how far did it travel? Is it in season? Who farmed it? What is the water footprint of this meal? (see calculator above)
- What was the last political discussion you had outside of class? How was it connected to sustainability? How did it make you feel?
- Take a Harvard Implicit Association Test (IAT) on discrimination and find out about your unconscious biases. Choose what you're interested in. E.g. your bias towards Race, Sexuality, Religion etc. https://implicit.harvard.edu/implicit/selectatest.html
- Where do you go on holiday? How do you get there? How often do you go?
- How do you make your home/ city/ village/ country a better place? Do you volunteer? When was the last time you joined a protest or action? How do you stand up for your political beliefs?
- What would be hard for you to change for 30 days? What would be easy?

Submission Requirements

1. Submit a brief Project Proposal (no more than 300 words) on Studentportalen by **Tuesday 11th of September at 23.59.**

Include:

- What will you do for your 30 Day Challenge?
- How is your challenge connected to sustainability?
- Why do you think this would be challenging for you (or not)?
- How do you want to interact with other people about your challenge?
- How do you plan to document your progress, and present it at the end?

Sachiko and Laila will read your project proposal and approve it via e-mail by Sunday 16th of September.

2. Submit your **Creative Outcome** to Studentportalen by ~~Sunday 21st~~ **Tuesday, 23rd of October at 23:59h** and bring it to **Workshop 2** (on Tuesday, the 23rd of October) to present it during the class**. We have the possibility to print in color up to A3 size. If you want anything printed, send it to us via email (gcsf@cemus.uu.se) by Thursday, 18th of October 23.59h.**

This submission must be a creative contribution (e.g. video, poster, photolog, slideshow, sculpture, an art piece, etc.), which reflects upon your challenge and behavioral change. <u>Powerpoint presentations are not allowed</u>. If your creative contribution is a physical object, the submission on Studentportalen could be a picture of it. Things you could think about are for example why you did the challenge, how you felt during the challenge, how you as an individual can contribute to sustainable futures, what in society hindered you in your challenge, how people around you reacted and felt about your challenge.

If you want to make a video, it should be 2-4 minutes: [VideoPad](#) is one software that you can use for free.

3. Submit your **Analytical Reflection** (around 500 words) on Studentportalen. Hand it in latest by **28th of October at 23:59**.

Based on discussions with your classmates in the workshop, you will explore the purpose of 30 day challenges, individual roles towards sustainability and society at large. This is a reflective and analytical exploration of the concept of 30 day challenge now that you have experienced it. Include reflections from your own experience and <u>two other classmates'</u>, and relate it the literature in order to address the following questions:

- How can societal structures hinder individual sustainable behaviors and actions?
- How can personal actions lead to sustainability on a larger scale - in community, in society, in a country, and globally?
- How did this experience enable you to critically relate your own role not only to the causes, but also to solutions and pathways towards sustainability? How did it feel to be the "lone nut"? What happened when you inspired (or didn't manage to inspire) someone else to make changes for sustainability?

Use a minimum of **2 references** from the Course Reader. Use the **[Harvard Anglia Reference System](#)** for your references.

Good luck with the 30 days!   Sachiko & Laila