Innochat

Environmentally sustainable innovation

Times shown in: Eastern Standard Time and Coordinated Universal Time

Between 2017 Mar 09 11:45 and 2017 Mar 09 13:15
9 people sent 114 messages containing #innochat

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12:06:47 17:06:47	**John W Lewis** @JohnWLewis		Hi @Carol_Stephen Great to see you. Yes, this topic was sparked by an event I attended this morning. #innochat
12:07:22 17:07:22	**John W Lewis** @JohnWLewis		Hi @kimflum Great to see you again! How's life and how's your little one. #innochat
12:08:43 17:08:43	**John W Lewis** @JohnWLewis		Sorry #innochat for any possible confusion caused by earlier announcements about today's chat.
12:09:28 17:09:28	**John W Lewis** @JohnWLewis		@Carol_Stephen Yes, innovation is obviously intended to deliver value, but not all innovations make it to the mainstream. #innochat
12:10:30 17:10:30	**John W Lewis** @JohnWLewis		@kimflum Good to hear. Should we type slowly to give you time, or fast to try to push it along?! ;-) #innochat
12:11:13 17:11:13	**Brenda Young** @4byoung		Checking in to the discussion on sustainable innovation with the Innocats #innochat
12:11:28 17:11:28	**John W Lewis** @JohnWLewis		@Carol_Stephen Well, that is interesting because there was a discussion about power consumption. Electric cars will increase that. #innochat
12:11:51 17:11:51	**John W Lewis** @JohnWLewis		Hi @4byoung, Great to see you. #innochat
12:12:13 17:12:13	**John W Lewis** @JohnWLewis		Q1 How and why is more environmentally sustainable behaviour adopted? #innochat
12:13:00 17:13:00	**Jim Katzaman** @JKatzaman		Joining #innochat from Maryland to talk about environmentally sustainable innovation.
12:13:01 17:13:01	**John W Lewis** @JohnWLewis		btw #innochat sorry if the spelling of behaviour is a bit British! #innochat
12:13:27 17:13:27	**Brenda Young** @4byoung		@JohnWLewis Good to see you, too. Interesting and timely topic. #innochat
12:13:36 17:13:36	**John W Lewis** @JohnWLewis		Hi @JKatzaman I haven't seen you in a chat for almost 48 hours! ;-) #innochat
12:14:03 17:14:03	**Jim Katzaman** @JKatzaman		@JohnWLewis I know. I'm slipping. #innochat
12:14:11 17:14:11	**John W Lewis** @JohnWLewis		@4byoung Thanks. Is it particularly timely for you, Brenda?! #innochat
12:14:15 17:14:15	**Ken Gordon** @quickmuse		@kimflum @JohnWLewis I'll be in and out. #innochat
12:14:58 17:14:58	**Ken Gordon** @quickmuse		@JohnWLewis Oh, you are... #innochat #OUR

12:15:06 17:15:06	**John W Lewis** @JohnWLewis		Hi @quickmuse Whatever you can manage is fine with us! Isn't it @kimflum? #innochat
12:15:07 17:15:07	**Brenda Young** @4byoung		@JohnWLewis A1- Ppl adopt innovations when they make sense to them, solve a big problem, save money or time, etc. 1/2 #innochat
12:15:35 17:15:35	**Jim Katzaman** @JKatzaman		A1 Environmentally sustainable behavior is adopted as more people see its benefit -- usually in their wallets. #innochat
12:15:50 17:15:50	**John W Lewis** @JohnWLewis		Haha, Ken! #innochat https://t.co/BK6bGfoLT7
12:16:20 17:16:20	**Ken Gordon** @quickmuse		@kimflum @JohnWLewis My pal Kristin Heist has some interesting thoughts on why people go sustainable: https://t.co/H4STpbb85r #innochat
12:16:36 17:16:36	**Brenda Young** @4byoung		@JohnWLewis A1 - They adopt by purchasing better products, making changes to their habits, supporting econ policy changes, etc. #innochat
12:17:03 17:17:03	**John W Lewis** @JohnWLewis		@4byoung Definitely. When I hear "they are not ready for it", I often think: "what if it is not ready for them?" #innochat
12:18:09 17:18:09	**Brenda Young** @4byoung		@JohnWLewis Yes, since I live in Florida. Whatever anyone calls climate change or however it is happening, result is the same. #innochat
12:18:26 17:18:26	**Brenda Young** @4byoung		RT @JKatzaman A1 Environmentally sustainable behavior is adopted as more people see its benefit -- usually in their wallets. #innochat
12:18:30 17:18:30	**John W Lewis** @JohnWLewis		@kimflum And we're happy to have you. It's been a little while! @quickmuse #innochat
12:18:36 17:18:36	**Brenda Young** @4byoung		RT @Carol_Stephen A1. There has to be a balance between cost and value to consumers. #innochat
12:19:02 17:19:02	**John W Lewis** @JohnWLewis		Q2 How do we weigh personal convenience relative to societal benefits? #innochat
12:20:50 17:20:50	**Ger heffernan** @gerheffernan11		RT @JKatzaman: A1 Environmentally sustainable behavior is adopted as more people see its benefit -- usually in their wallets. #innochat
12:21:10 17:21:10	**Brenda Young** @4byoung		@JohnWLewis ! Or... "the future belongs to those who plan for it" and "the future will get here whether you plan for it or not" #innochat
12:21:45 17:21:45	**John W Lewis** @JohnWLewis		Re Q2, for example, some recycling activities or different transport choices might differ more in convenience than cost. #innochat
12:22:21 17:22:21	**John W Lewis** @JohnWLewis		Thanks, Ken. Started to view, will watch more later. #innochat https://t.co/XM2ymwABy8
12:22:48 17:22:48	**Brenda Young** @4byoung		@JohnWLewis A2 - Helps immensely if we make it easier for ppl to make better choices for the environment #innochat
12:23:28 17:23:28	**Jim Katzaman** @JKatzaman		A2 Unless person is altruistic, the first question is, "How is this innovation convenient to me?" Societal benefit is collateral. #innochat
12:24:39 17:24:39	**Brenda Young** @4byoung		@JohnWLewis Agreed. e.g., Change in technology that doesn't require ppl to pre-sort their recyclables and convenient pickup #innochat
12:24:50 17:24:50	**John W Lewis** @JohnWLewis		Great, Brenda! Reminds me of: "to fail to plan is to plan to fail" and "nothing happens very quickly if you're read... https://t.co/6ODF4xYVXT
12:24:59 17:24:59	**Brenda Young** @4byoung		RT @Carol_Stephen @JohnWLewis Right, so time might be the "cost" to us, rather than money. #innochat
12:25:35 17:25:35	**John W Lewis** @JohnWLewis		Hi Mike. Great to see you! #innochat https://t.co/t4QsbKPU82
12:25:59 17:25:59	**Mike Baldwin** @mikey3982		@4byoung @Carol_Stephen @JohnWLewis we have got to get to the value of fresh air #innochat
12:26:28 17:26:28	**Brenda Young** @4byoung		@Carol_Stephen Seems like there are too many ppl who don't care about future generations and their climate #innochat

12:28:41 17:28:41	**Brenda Young** @4byoung		@mikey3982 @Carol_Stephen @JohnWLewis Seems like we have much of the data to support value of fresh air, clean water, etc. 1/2 #innochat
12:29:14 17:29:14	**John W Lewis** @JohnWLewis		@4byoung @Carol_Stephen Tricky! People care about what they care about, and that changes over time. Other people influence that. #innochat
12:29:39 17:29:39	**Brenda Young** @4byoung		@mikey3982 @Carol_Stephen @JohnWLewis Prob is translating the data into a coherent story that resonates w/ enough ppl #innochat
12:30:07 17:30:07	**John W Lewis** @JohnWLewis		I hope this next question makes some sense! ;-) #innochat
12:30:11 17:30:11	**John W Lewis** @JohnWLewis		Q3 How do we think of environmental innovation: location-based, journey-based, person-based, ...? #innochat
12:30:48 17:30:48	**Mike Baldwin** @mikey3982		@4byoung @Carol_Stephen @JohnWLewis agreed and it is probably micro behavioural decisions that matter #innochat rather than greenwashing
12:30:54 17:30:54	**Brenda Young** @4byoung		@Carol_Stephen Wicked problems to decide among competing interests / agendas w/ long lead time and long & costly resolutions #innochat
12:31:26 17:31:26	**John W Lewis** @JohnWLewis		Definitely Brenda (@4byoung)! Q5 also addresses this. Communication and context are key. #innochat https://t.co/A4Gv5bRtdn
12:32:05 17:32:05	**Jim Katzaman** @JKatzaman		A3 Environmental innovation is location-based, which then affects who you are and where you're goining within the environment. #innochat
12:32:44 17:32:44	**Brenda Young** @4byoung		@JohnWLewis @Carol_Stephen Events can also overtake resistance e.g., last 3 yrs warmest on record, flooding in coastal cities etc #innochat
12:33:06 17:33:06	**John W Lewis** @JohnWLewis		@mikey3982 Yes. As you know, my approach is: innovation happens through processes that can be understood. @4byoung @Carol_Stephen #innochat
12:33:17 17:33:17	**Brenda Young** @4byoung		RT @mikey3982: @4byoung @Carol_Stephen @JohnWLewis agreed and it is probably micro behavioural decisions that matter #innochat rather than...
12:34:37 17:34:37	**John W Lewis** @JohnWLewis		@4byoung That's a major issue (and in other innovation fields). Delay and we get caught out. @Carol_Stephen #innochat
12:34:45 17:34:45	**Brenda Young** @4byoung		RT @JohnWLewis Q3 How do we think of environmental innovation: location-based, journey-based, person-based, ...? #innochat
12:35:54 17:35:54	**Brenda Young** @4byoung		@JohnWLewis Location-based best example is any coastline area impacted by rise in ocean levels #innochat
12:36:16 17:36:16	**Brenda Young** @4byoung		@JohnWLewis Journey-based - Not sure what you mean by this #innochat
12:36:50 17:36:50	**John W Lewis** @JohnWLewis		@Carol_Stephen Yes, traumatic events leave a huge mark. But, beforehand, people may not believe it can happen. @4byoung #innochat
12:37:15 17:37:15	**Brenda Young** @4byoung		@JohnWLewis Person-based is growing awareness of benefit if enough individuals help to change their own habits #innochat
12:37:33 17:37:33	**Jim Katzaman** @JKatzaman		@4byoung @Carol_Stephen Coastal flooding gets the attention of those who live on the coast. Inlanders say, "You're on your own." #innochat
12:38:04 17:38:04	**Brenda Young** @4byoung		RT @JKatzaman A3 Environmental innov is location-based, which affects who you are and where you're going within the environment. #innochat
12:38:23 17:38:23	**John W Lewis** @JohnWLewis		@4byoung Much talk at the event I was at today was about transport options and the environment: movement of people... https://t.co/sRS2zefNtS
12:38:30 17:38:30	**Brenda Young** @4byoung		RT @JohnWLewis @4byoung That's a major issue (and in other innovation fields). Delay and we get caught out. @Carol_Stephen #innochat
12:39:13 17:39:13	**Brenda Young** @4byoung		RT @JohnWLewis @mikey3982 ...my approach is: innovation happens through processes that can be understood. @4byoung @Carol_Stephen #innochat
12:39:34 17:39:34	**John W Lewis** @JohnWLewis		@4byoung The concerns were focussed on a city and its traffic congestion, time and fuel spent unnecessarily. #innochat

12:40:05 17:40:05	**John W Lewis** @JohnWLewis		Q4 How important is our perception of feasibility (technical, logistic, etc.) to adopting new behaviours? #innochat
12:40:35 17:40:35	**Brenda Young** @4byoung		RT @JohnWLewis @Carol_Stephen Yes, traumatic events leave a huge mark. But, beforehand, ppl may not believe it can happen @4byoung #innochat
12:41:11 17:41:11	**John W Lewis** @JohnWLewis		btw #innochat The event I referred to was the first public event at this place: https://t.co/UwoBFaq9Kq
12:41:37 17:41:37	**Jim Katzaman** @JKatzaman		A4 Something perceived as complex and hard to do will meet resistance from those who don't want the hassle. #innochat
12:41:48 17:41:48	**Brenda Young** @4byoung		@JKatzaman @Carol_Stephen Inlanders can deny only up to point they have major droughts, enviro degradation, pestilence, etc. #innochat
12:41:58 17:41:58	**Judy Gombita** @jgombita		Why are you apologizing (apologising) for writing the Queen's English as you have been trained? Can Americans not f... https://t.co/QskHfdVylk
12:42:13 17:42:13	**Brenda Young** @4byoung		RT @Carol_Stephen A4. Feasibility is extremely imp to adopting any new behavior. If it's not easy, most won't make a change. #innochat
12:43:14 17:43:14	**John W Lewis** @JohnWLewis		I mention the event location because @4byoung and @Carol_Stephen are discussing weather and it was at a UK Met Office site. #innochat
12:44:13 17:44:13	**Jim Katzaman** @JKatzaman		@4byoung @Carol_Stephen Then you have deniers in power who see a sprinkle in a desert and say, "What drought?" #innochat
12:44:54 17:44:54	**Brenda Young** @4byoung		@JohnWLewis Transport to have dramatic changes w/ self-driving & change to electric w/addition of solar & wind on vehicles #innochat
12:45:16 17:45:16	**John W Lewis** @JohnWLewis		@jgombita Hi Judy! It was a tongue-in-cheek apology. Obviously, if I'd wanted, I could have used a different spelling. ;-) #innochat
12:45:46 17:45:46	**TwitLiveEvents** @TwitLiveEvents	LE	March 09, 2017 at 01:00PM Twitter Chat - #InnoChat #TwitterChat Visit https://t.co/52cTeoQ3Zw for more events.
12:46:38 17:46:38	**Brenda Young** @4byoung		@JohnWLewis Cities are re-thinking traffic in their most congested areas to the point of banning it & giving other options #innochat
12:47:58 17:47:58	**John W Lewis** @JohnWLewis		A4 imho, many people need to see it to believe it. The problem is that, in some cases, we need to believe it to see it! #innochat
12:48:08 17:48:08	**Brenda Young** @4byoung		@JKatzaman @Carol_Stephen Will always be deniers. Key is to have many more ppl who are not in denial #innochat
12:48:47 17:48:47	**Judy Gombita** @jgombita		@Carol_Stephen ah well, the end result has meant some interesting new spellings. Like "tapp my phone". :-) @JohnWLewis #innochat
12:49:02 17:49:02	**John W Lewis** @JohnWLewis		@4byoung Yup. And some talk today about sophisticated interactive traffic systems (e.g. for HGVs) and their likely effects. #innochat
12:49:41 17:49:41	**John W Lewis** @JohnWLewis		@jgombita Yes, I thought that was funny! @Carol_Stephen #innochat
12:50:11 17:50:11	**John W Lewis** @JohnWLewis		Q5 How do we communicate with providers and with each other about "sustainable" behaviour? #innochat
12:50:33 17:50:33	**Judy Gombita** @jgombita		@JohnWLewis Trumpian English Dictionary coming soon to an office near you! @Carol_Stephen #innochat
12:50:41 17:50:41	**Michael/Mike Saunby** @msaunby		RT @JohnWLewis: Q5 How do we communicate with providers and with each other about "sustainable" behaviour? #innochat
12:51:47 17:51:47	**John W Lewis** @JohnWLewis		At today's event (#innochat framing), I chatted with a marketing person who was v. concerned about lack of communication aspects. #innochat
12:51:50 17:51:50	**Brenda Young** @4byoung		+1 RT @JohnWLewis A4 many ppl need to see it to believe it. The problem is that, in some cases, we need to believe it to see it! #innochat
12:51:58 17:51:58	**Jim Katzaman** @JKatzaman		A5 Make the case about sustainable behavior in clear, understandable terms. Be empathetic with the everyday, blue-collar person. #innochat

12:51:59 17:51:59	**Judy Gombita** @jgombita		@Carol_Stephen actually, bigly was already a real word. https://t.co/iUqo8Fz8ms Just not used that often (or by politicians) #innochat
12:53:29 17:53:29	**Brenda Young** @4byoung		RT @JohnWLewis @4byoung Yup. some talk today abt sophisticated interactive traffic systems (e.g. for HGVs) & their likely effects. #innochat
12:53:58 17:53:58	**John W Lewis** @JohnWLewis		@JKatzaman Definitely, Jim. However, it seems to be poorly understood that different people value different characteristics. #innochat
12:55:07 17:55:07	**Brenda Young** @4byoung		@JohnWLewis Feasibility certainly imp to gaining widespread adoption of new tech and better behaviors #innochat
12:55:25 17:55:25	**John W Lewis** @JohnWLewis		@4byoung E.g. experiments with systems to help trucks avoid starting and stopping in traffic. But, it might attract more trucks!! #innochat
12:56:12 17:56:12	**Jim Katzaman** @JKatzaman		@JohnWLewis @4byoung Be careful what you wish for. #innochat
12:56:27 17:56:27	**John W Lewis** @JohnWLewis		@Carol_Stephen Is @jgombita checking whether “mistrustified” is in the dictionary?! ;-) #innochat
12:56:58 17:56:58	**Brenda Young** @4byoung		@JohnWLewis A5- Communication needs to be both personal through wide media, also clear and consistent #innochat
12:57:13 17:57:13	**John W Lewis** @JohnWLewis		@JKatzaman @4byoung Oh, those unintended consequences! #innochat
12:57:39 17:57:39	**Brenda Young** @4byoung		RT @Carol_Stephen A5. In-person meetings, video (TED talks), social media are good one-to-many ways to communicate. #innochat
12:57:42 17:57:42	**Judy Gombita** @jgombita		@Carol_Stephen I understand. I'm big believer in the concept that "Language shapes consciousness" including deliberate word choice #innochat
12:59:17 17:59:17	**John W Lewis** @JohnWLewis		Well done and thank you, innocats, for all your contributions on this topic. I’m sure that we’ll revisit it from time to time. #innochat
12:59:52 17:59:52	**Brenda Young** @4byoung		@JohnWLewis Long-haul carriers in U.S. ar planning for quick use of self-driving w/so many drivers retiring & no new drivers avail #innochat
13:00:37 18:00:37	**John W Lewis** @JohnWLewis		Looking forward to watching this short video, from @quickmuse, which seems to capture some important points.... https://t.co/BGjVFfbaFl
13:00:39 18:00:39	**Brenda Young** @4byoung		RT @jgombita @Carol_Stephen I'm big believer in the concept that "Language shapes consciousness" including deliberate word choice #innochat
13:01:13 18:01:13	**John W Lewis** @JohnWLewis		@4byoung Interesting!! #innochat
13:01:36 18:01:36	**Judy Gombita** @jgombita		@Carol_Stephen mistrustified prolly only appears in the Trumpian English Dictionary. Maybe the Urban Dictionary. Maybe @JohnWLewis #innochat
13:02:32 18:02:32	**John W Lewis** @JohnWLewis		@Carol_Stephen Thanks! Maybe we could/should/must do that! #innochat
13:02:53 18:02:53	**Judy Gombita** @jgombita		@Carol_Stephen that concept was from one of my Grade 13 English teachers who was one of my main inspirations for further education #innochat
13:04:12 18:04:12	**Judy Gombita** @jgombita		@Carol_Stephen @JohnWLewis Urban Dictionary: ¯_(ツ)_/¯ There aren't any definitions for mistrustified yet.Can you define it? ►► #innochat
13:05:02 18:05:02	**John W Lewis** @JohnWLewis		Oh, great! ;-) #innochat https://t.co/5vPdhvqIFP
13:06:44 18:06:44	**John W Lewis** @JohnWLewis		Before you go, innocats: there’s a book club event at noon ET tomorrow. See the #innochat Facebook group.
13:07:32 18:07:32	**Brenda Young** @4byoung		RT @JohnWLewis: Before you go, innocats: there’s a book club event at noon ET tomorrow. See the #innochat Facebook group.
13:07:35 18:07:35	**Brenda Young** @4byoung		RT @JohnWLewis Before you go, innocats: there’s a book club event at noon ET tomorrow. See the #innochat Facebook group.

13:07:50 18:07:50	**John W Lewis** @JohnWLewis		@Carol_Stephen Thanks for taking part, Carol. Looking forward to it, and to the next #DigiBlogChat. #innochat