

Presentation to ICSS 2010

The Future of Sustainability Science

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What Do Businesses and Governments Think of University Scientists?

Current Perspective

Slow

Cautious

Ivory tower

Poor listeners

Compartmentalized



Desired Perspective

Fast

Bold

Practical

Responsive

Transdisciplinary



ICSS 2020:
“A Decade of Achievement”
Or
“What Went Wrong?”

- Did our students learn what they needed to make the world more sustainable?
- Can the sustainable science community readily offer high profile examples of important research-to-action outcomes?
- Are we still seeking legitimacy for a new, undefined discipline?
- Does sustainability science have funding parity with traditional disciplines?
- Do “policy actors” seek us out for information and counsel?
- Are sustainability scientists thought of as problem solvers?



Public Policy Actors

- Decision makers
 - Elected officials, high-level appointed officials
 - Typical motivators: political considerations
- Influencers
 - Business leaders, advocates, philanthropists
 - Typical motivators: profit, mission, philosophy
- Implementers
 - Middle managers, front liners
 - Typical motivators: job security, career advancement, personal values

EACH GROUP UNDERSTANDS A DIFFERENT LANGUAGE.
CAN SUSTAINABILITY SCIENTISTS SPEAK WITH THEM?

