

Bucky's "Geoscope" & the Regional Sustainability Dashboard
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Just as Prius drivers inevitably change their driving behavior (whether they want to or not, regardless of penalties or incentives, whether they intend to watch their energy dashboard or not), relevant performance feedback can engage stakeholders, steer strategy, and markedly improve implementation - - the achilles heel of most environmental sustainability initiatives.

Similarly, pervasive, real time "ecofeedback" -- reporting energy & water use, GHG emissions, air quality, health, etc , at the level of homes, neighborhoods, companies counties, cities , regions and nations—can provide behavior-shifting guidance on “how we’re doing” in relation to both stated and unstated goals and aspirations. Interactive visual presentation of trends, ratios of trends and benchmark comparisons of the performance of different actors

Natural Logic has worked with companies and communities to set powerful goals, select high-leverage performance metrics, and deploy them in ways that add insight, improve performance and drive continuous improvement in organizations. To support this work, we have created Business Metabolics™, an interactive, open-standards, web-based system to enable that process. We have used it with companies, groups of companies and with communities, and will demonstrate the next step at ISDE: a "regional sustainability dashboard."

We think of this as a pilot of in the spirit of Bucky Fuller's "Geoscope," launching in the San Francisco Bay Area, but deployable with (and linkable to) other regions.

We have already created core data management, analysis and presentation technology; and have piloted that technology in business and regional assessments. We are now (Q1 07) engaging key organizations to secure technology-, data- and channel-partners, to be followed by a rapid prototyping process. The initial element: and energy & carbon -focused dashboard, developed in collaboration with Sun Microsystems.

Background:

D: J.M. Juran, one of the fathers of Total Quality Management, observed in 1948 that: "To be in a state of self-control, a person should be provided with knowledge about: what he or she is supposed to do, what he [or she] is actually doing, and what choices he has to improve results wherever necessary.... If any of these three conditions are not met," Juran noted, "a person cannot be held responsible." In 1962, Buckminster Fuller proposed the creation of GeoScope, "an instrument that can inform humanity about its invisibly trending evolutionary

challenges -- and do so in time to allow them to satisfactorily anticipate and cope with inexorable events."

Current technology enables trend analysis, display quality, and interactive experience that Fuller could only dream about. Emerging technology enables dynamic, real-time and near-total information access and transparency -- and _generative_ feedback systems that can shift behavior, much as Prius drivers inevitably change driving habits in response to their dashboard's real time gas mileage readout.

Planetary challenges require deployment of these interactive trending tools as broadly and rapidly as possible. Distribution of engaging, reality-based, planetary trending can change the paradigm of environmental and economic reporting -- and accelerate the changes that business, governments, communities and individuals need to make.

Data Model: Spatial, temporal, metabolic

Business Model: Ubiquitous, pervasive, free and sponsored channels

Development model: open & collaborative

Collaborators & advisors (partial list):

Buckminster Fuller Institute

Grove Consultants

Institute for the Future

NASA

Natural Logic

ooTao

Rana Creek Restoration Ecology

Sun Microsystems