

**Project Group: 09 Regeneration First: In search of a new paradigm for business sustainability**

## **Comment**

**Authors of the Comment:** Oliver Pachulczak and Felix Klinkert

**Comment:**

### **Challenging the negative human mind**

The article that is the focus of this commentary discusses how, by changing the basic ways we approach the question “how can my life be more sustainable” we can drastically improve how much is being done about the extremely important and pressing problem of climate change. The article discusses how a carbon handprint would be a more beneficial mindset than the carbon footprint we use today. A carbon handprint would encourage “to be better” rather than only to be “less bad”. By changing the goal to be something we can strive upwards for rather than the ultimate goal being not to have a carbon footprint. Not only is this mindset more motivational for us humans on a day-to-day basis, but the change in mindset would specifically affect big business. Through the social pressure that would come from the world, business would have to put more effort into striving to be better and more sustainable, rather than just being the least of the evils.

Thus, we have to tackle the question of how can we accomplish this change in mindset? The first and most important step would have to be to get the information out in the world. We have to package this information in a way that isn’t complicated so it’s easy for everyone to understand the concept, as humans inherently hate change. To get the information out to the world there would have to be a large team of people that lead campaigns and get people talking about it. This step is the most important as the information would have to change hands millions of times, because the change in mindset will only have an effect if we get the idea out to the majority of the world. Furthermore, as with everything, there will be people that challenge these ideas and discourage it which is another challenge that would have to be overcome. Despite this being a rather simple change in mindset, and it feels like it should be a comparatively easy problem to solve in the bigger picture of the problems we face, the time and resources required for this mass change in mindset, might not be worth it, or near impossible. Instead, we can slowly start changing the way we teach in schools. We teach the children the carbon handprint rather than the footprint as in those vital years most of our ideals are shaped. By feeding it to the world with patience while we focus on other pressing problems in climate change we can achieve this change in mindset eventually.

The idea of working to be “good” rather than “less bad” is brilliant and would help society take big steps in the right direction, and furthermore it is a great way to force companies to allocate more resources into being sustainable. The only flaw with the idea would be implementation into the real world, but with patience, this change in mindset could come to pass, we just have to approach it the right way.

This topic will be relevant for however long we live on earth, however it is especially relevant now as we are currently at a vital tipping point regarding climate change and the overall health of the planet.

## **Video Information**

**Title of the Video:** *09\_its\_sweatcorn*

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**Music: Website: frametraxx – Blue-Ballon** → <https://www.frametraxx.de>

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