

Faculti Summary

<https://staging.faculti.net/becoming-naturecultural/>

This video outlines a discussion reflecting on the concept of the Anthropocene and its implications for sustainability and organizational studies. The speaker recollects the rise of the Anthropocene discourse around 2007-2008, which prompted a renewed focus on human impacts on the environment. They express a long-standing interest in sustainability, emphasizing the importance of understanding the complexities of how sustainability is framed within organizational contexts.

A significant aspect of the work discussed involves research conducted by the speaker and a PhD student, Sara, within a company that claims to produce sustainable products. This video context illustrates the challenges of defining sustainability, particularly regarding the economic versus environmental interpretations of sustainability.

The speaker critiques anthropocentric views that dominate discussions concerning sustainability and proposes a "becoming nature cultural" perspective, highlighting the need to recognize the agency of non-human elements in sustainability practices. They argue that sustainability must be viewed as an ongoing process rather than a static goal, requiring continuous effort and engagement from various entities.

This video emphasizes a methodological approach that involves multi-sided ethnography, which advocates for a flat ontology where researchers participate equally with entities they study. This video approach aims to capture the dynamic and interconnected processes involved in producing sustainable products, exemplified by the journey of cotton from seed to a sustainable t-shirt.

Ultimately, the speaker calls for a re-examination of sustainability practices, urging a consideration of the broader implications of actions taken within the Anthropocene. The discussion aims to stimulate further exploration of these ideas within organizational studies, emphasizing that understanding the complexities and agencies involved can contribute to addressing environmental challenges.