Podcasting to Empower People

Executive Summary

Everybody stands in the detergent isle struggling to choose the right eco-friendly detergents and debates at grocery store whether local or organic is more important. Consumers daily choices have become much more complex from recent changes in the scale of human development. The increase in complexity impacts the multifaceted, adaptive, and, at times, vexing systems of our world. When an individual person or organization asks, ‘what is the sustainable choice?’, the answer depends on a multitude of variables, materiality of issues and ingrained systems boundaries.

The commonly accepted goal of sustainability, to fulfill our current needs and maintain the worlds systems so future generations can also fulfill their needs, unifies efforts efficiently and aligns people with future thinking. But the concepts related, and their applications are fairly ambiguous in guiding people to what exactly they can do to make choices for sustainability. Learning about your impact on these variables, and the system they create, provides opportunities to continuously improve on our choices towards sustainability.

Sustainability and Resilience is an optimistic podcast that journeys through thought-provoking science-based sustainability challenges with a bit of comedic relief, to entertain and empower listeners to know what sustainable choices are, and why they are sustainable. The podcast uses systems thinking to provide listeners with a holistic understanding of the challenge at hand, as well as how their actions can make a difference as part of these systems. Bridging science and entertainment, while empowering listeners to change the world through everyday choices, the podcast aims to drive momentum towards societal shifts. Cumulative actions of aware minds can change the world on a large scale.