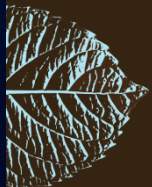




Challenging Our Beliefs

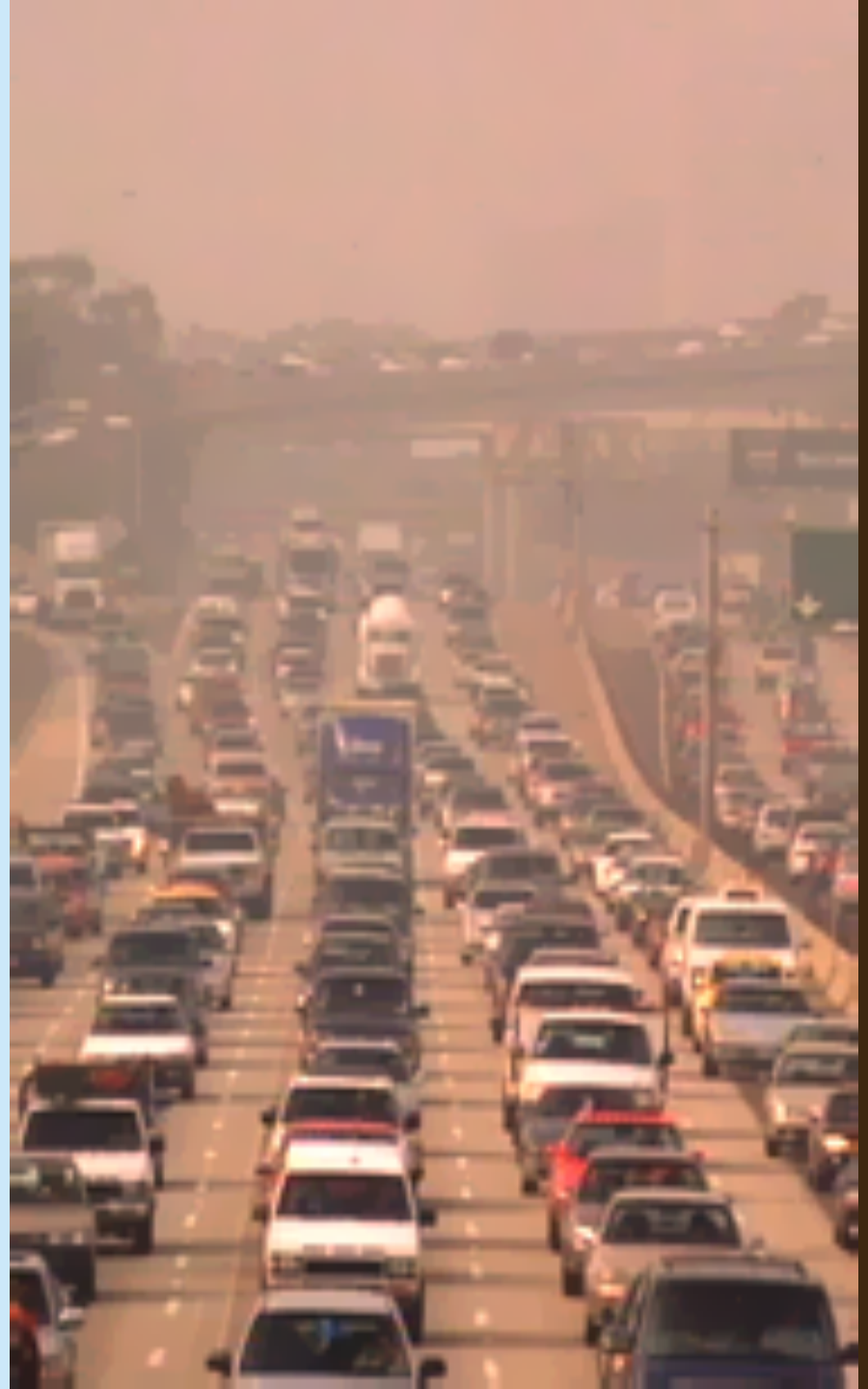


Okala Practitioner Chapter 19

Our current beliefs

Our culture is based on market models of more, better, faster, cheaper, and ever increasing economic growth. Under this system, short-term needs take precedence over long-term quality of life. The affect that this has on the environment is profound.

In order to reverse the damage, we should question this model of thinking.



Our current beliefs

Materialism: The doctrine that physical well-being and material possessions constitute the highest good. Also, excessive regard for the material rather than the spiritual or intellectual aspects of life.

Consumerism: (defined as a term in 1944) The theory that an increasing consumption of goods is economically desirable. It also can describe a preoccupation with the buying of consumer goods.



Anthropocentrism:

Anthropocentrism is a belief that human beings are the most significant beings on the Earth.

Anthropocentrism is deeply embedded in our culture and in most human cultures. It causes people to see reality primarily in terms of how it affects people.

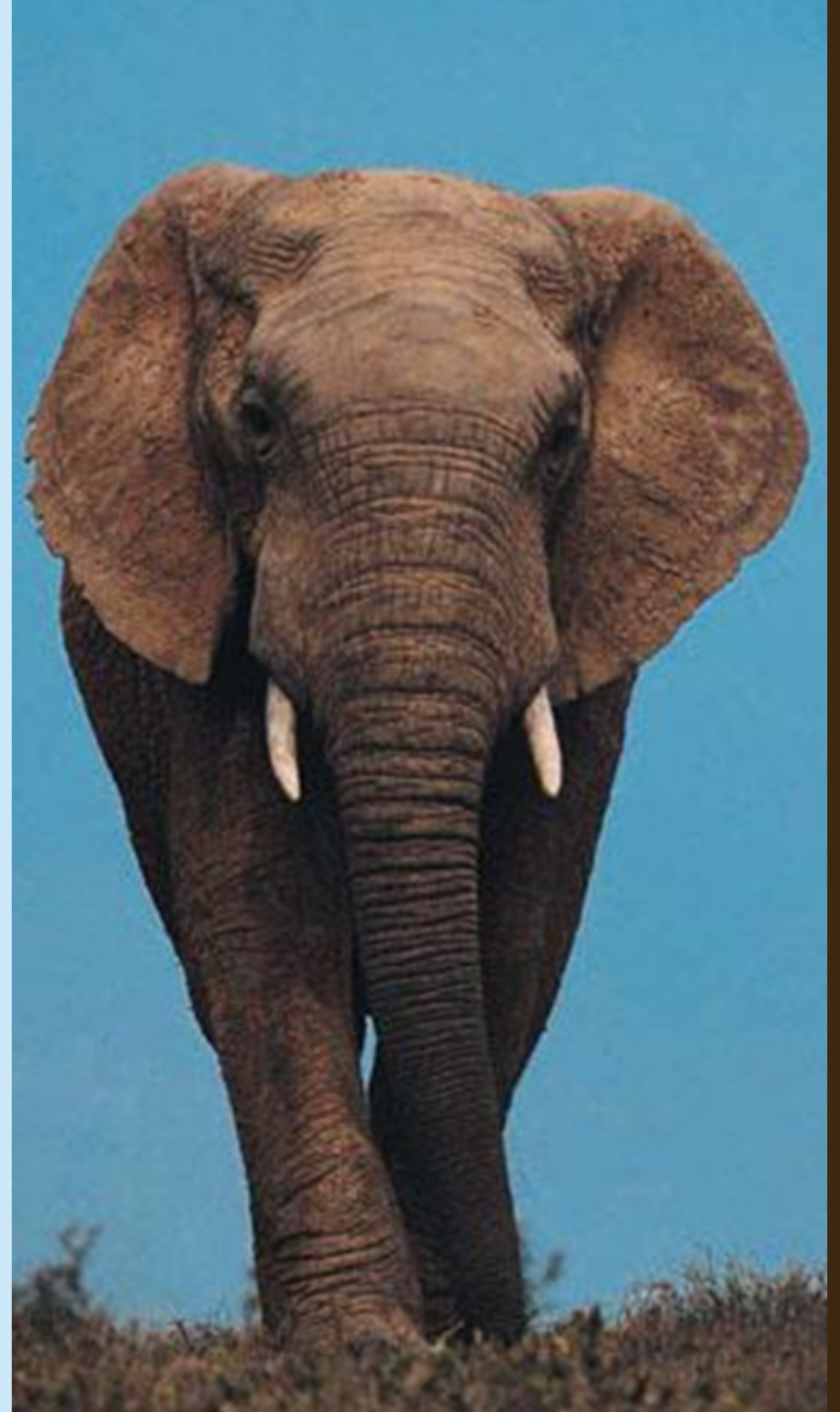


Anthropocentrism

Discussion:

If we reason that the African elephant has as much right to live from the Earth's resources as people do, what might this mean for the elephants?

What kinds of implications might this have for humans?



Biocentrism

Biocentrism is the belief that all life, both human and non-human, have the same inherent worth, and the same rights to the resources on the planet.

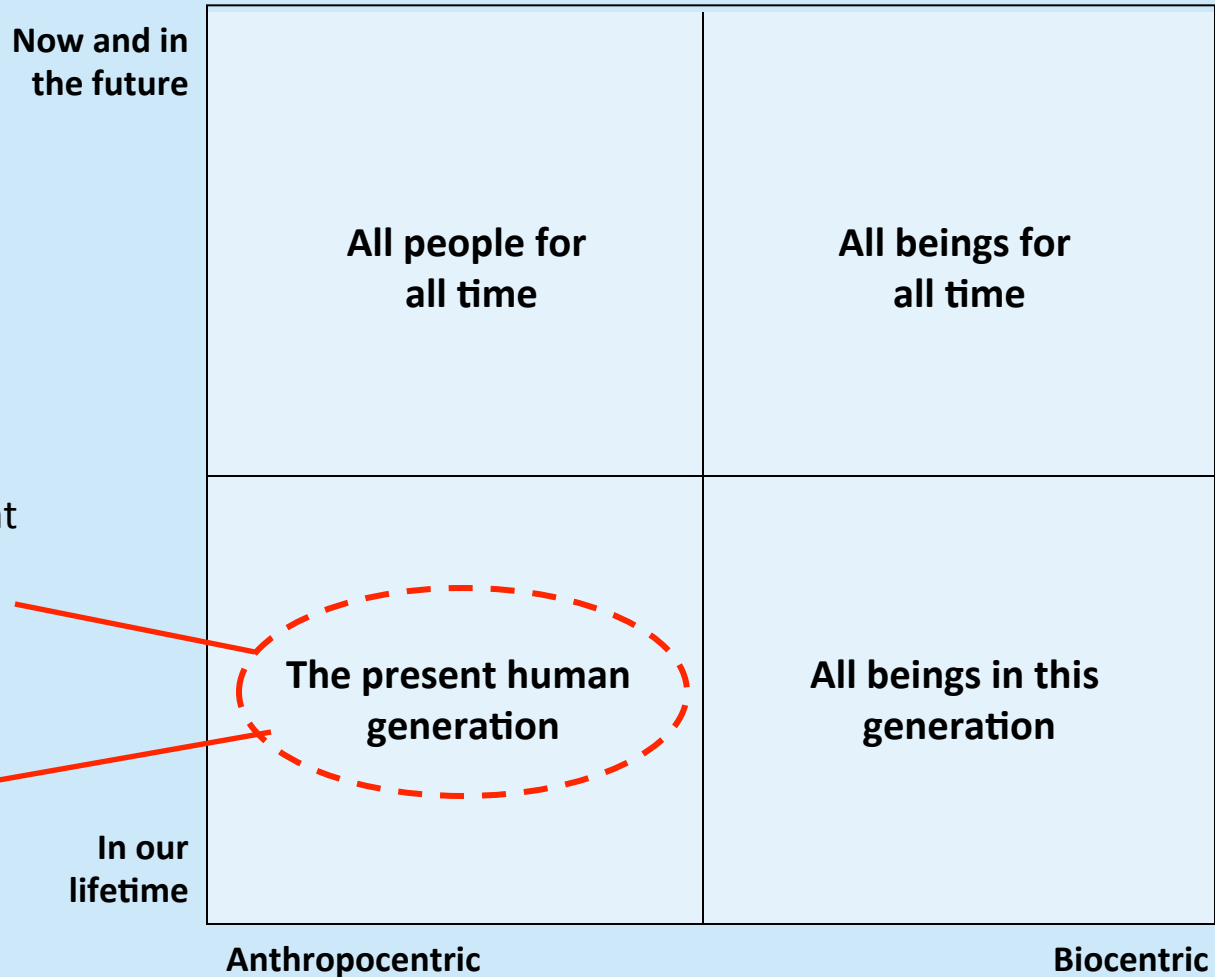
Discussion:

Do the following life forms have as much access as you do to the resources of the planet?

- a gazelle in the wild
- a teenager in a country with a low average income
- a corporate executive in North America



An overview of ethical domains

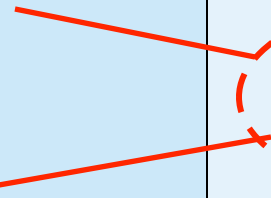


This chart outlines ethical domains where societies focus on protecting what is considered to be important.

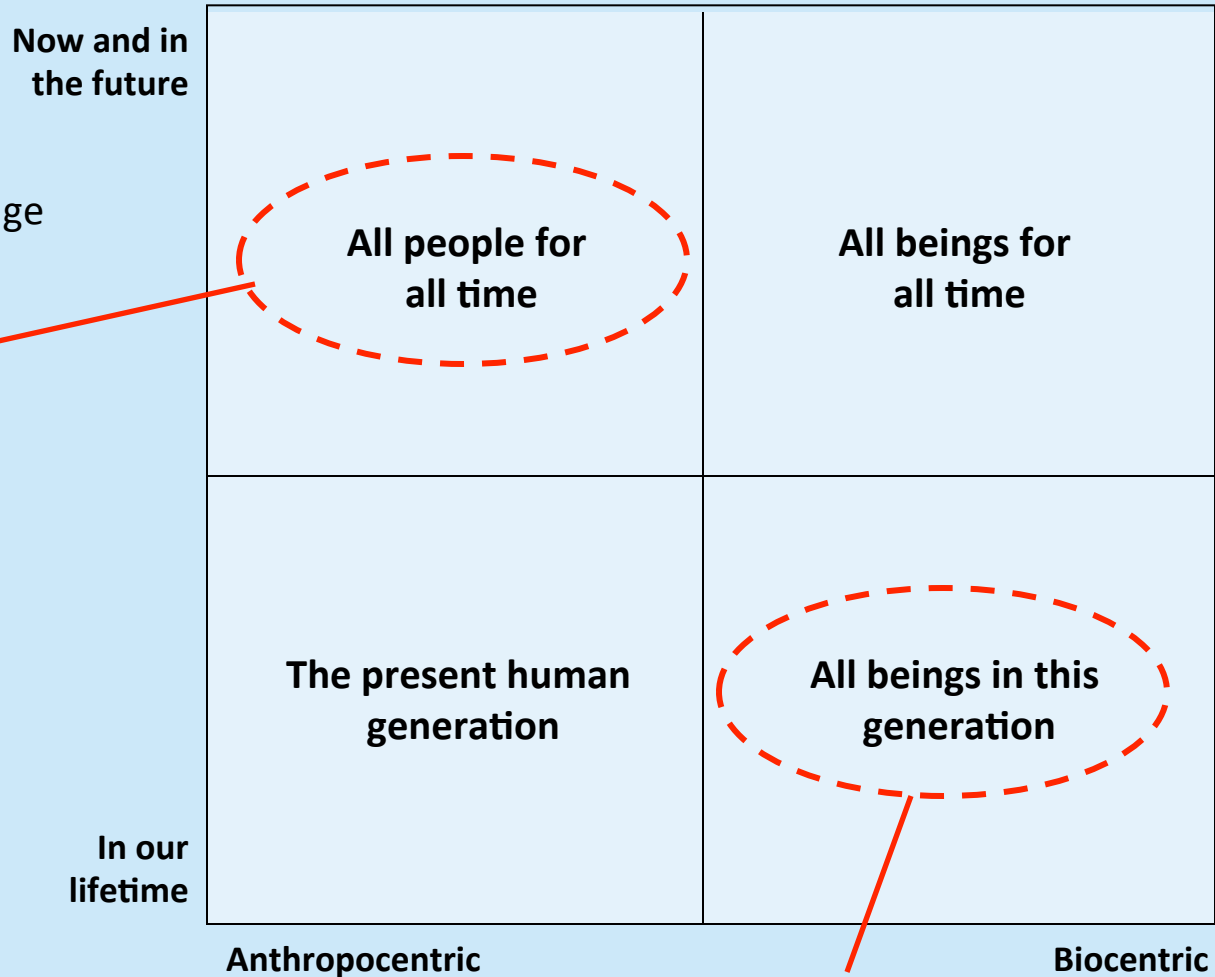
To what degree do current governments protect the health and basic needs of people in North America?

To what degree are the health and basic needs of people all over the world protected?

What would need to change to protect the health and basic needs of all people?



An overview of ethical domains



What would need to change to protect the health and basic needs of all people now and in the future?

What would need to change to protect the health and basic needs of all people and all living things now?

An overview of ethical domains

Now and in the future

All people for all time

All beings for all time

What would need to change to protect the health and basic needs of all people and all living beings now and in the future?

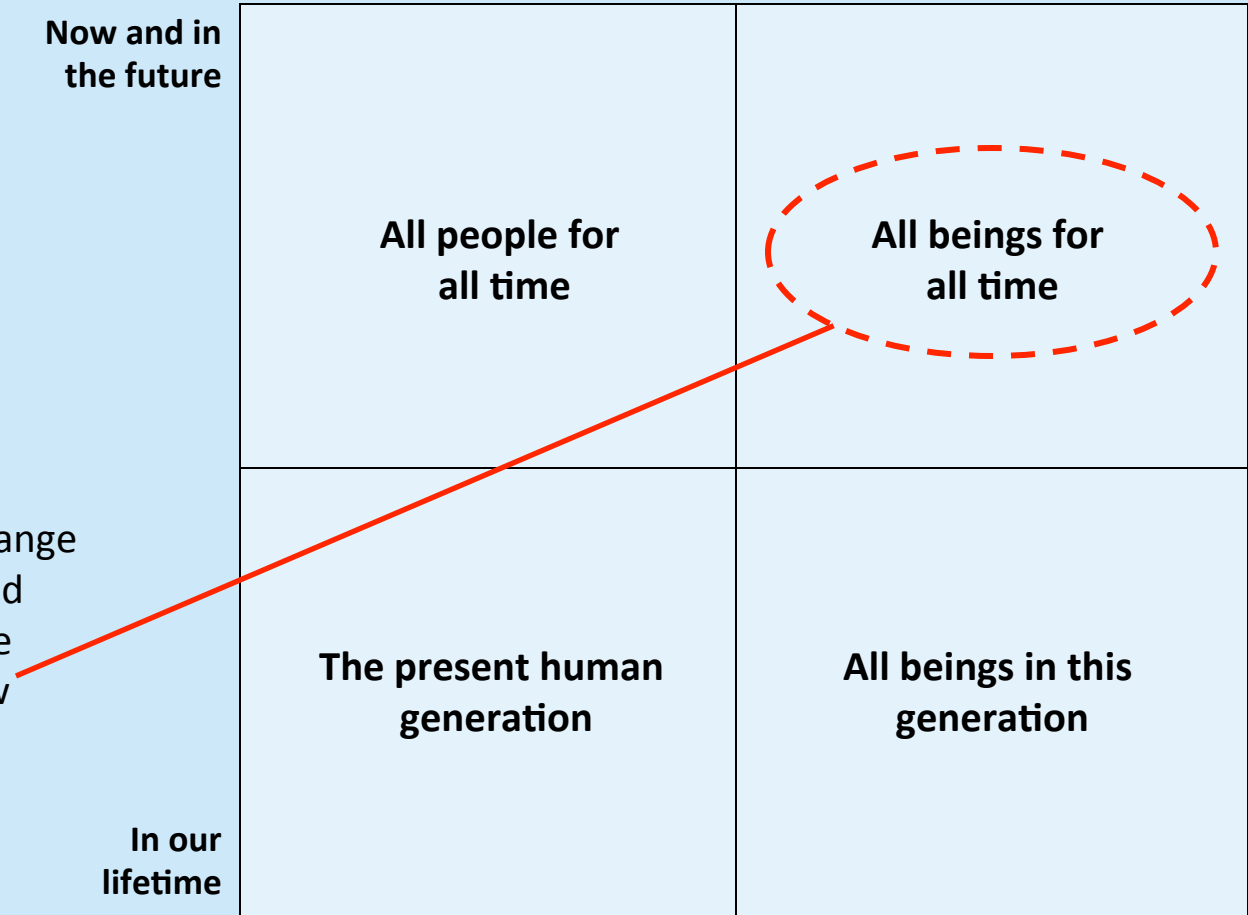
In our lifetime

The present human generation

All beings in this generation

Anthropocentric

Biocentric

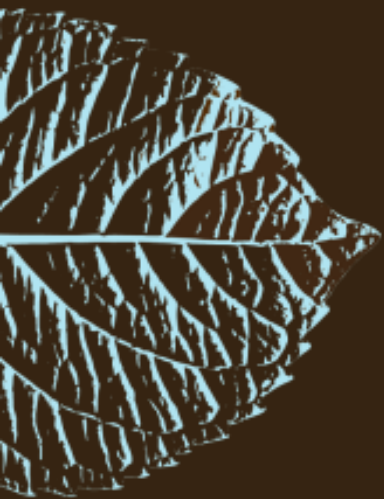


One breath away from mother Oceania
Your nimble feet make prints in my sands
You have done good for yourselves
Since you left my wet embrace
And crawled ashore

Every boy, is a snake is a lily
Every pearl is a lynx, is a girl
You dance by my side
Children sublime
You show me continents , I see islands
You count the centuries , I blink my eyes
Hawks and sparrows race in my waters
Stingrays are floating across the sky

Little ones, my sons and my daughters
Your sweat is salty
I am why

“Oceania“ lyrics by Bjork



Okala Practitioner

Integrating Ecological Design

This presentation is part of an educational presentation series that supports teaching from the *Okala Practitioner* guide.

Okala Practitioner and these presentations were created by the Okala Team to disseminate fact-based knowledge about ecological design to the design disciplines and business.

Unless provided in the presentations, Information sources are found in the *Okala Practitioner* guide.

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- | | |
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The Okala Team initiated the collaboration with the US EPA and the Industrial Designers Society of America (IDSA) in 2003. The team developed *Okala Practitioner* with support from Autodesk, IBM, Eastman Chemical and the IDSA Ecodesign Section.

Okala Practitioner is available through [amazon.com](https://www.amazon.com).

More information and the free Okala Ecodesign Strategy App are found at [Okala.net](https://www.okala.net).

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