

AUBHuman presents

Tech for Social & Sustainable Good

Digital technology is having a massive impact on our planet and our lives. But how, as creatives and designers, can we make sure that this impact is a positive one?

Symposium: 23rd March – 24th March 2021

This Webinar is Free

Symposium convenor: Alice Stevens

Co-convenors: Mark Osborne & Michael Cavagin

With grateful thanks: Ed Ward & Monica Franchin

Design: Natalie Carr



AUB Human presents:

Tech for Social & Sustainable Good

Digital technology is having a massive impact on our planet and our lives. But how, as creatives and designers, can we make sure that this impact is a positive one?

Technological change will continue to shape our future, offering new forms of mobility and communication, innovations in healthcare, smart cities and new modes of renewable clean energy. Alongside these positives however, technological advances have also contributed to a rise in human social disconnection, an undermining of personal privacy and a massive negative impact on the environment. Technology can clearly be both the cause and the solution to some of the biggest challenges the world currently faces.

Please join us for the annual AUB Human symposium where you will have the opportunity to hear from speakers who are using digital technology as a force for good across areas of social impact and sustainability. We will also be discussing possible ethical dilemmas that tech may intentionally, or inadvertently, introduce, and how we must consider the consequences of what we use, how we use it, and what we design.

Here at the Arts University Bournemouth we are committed to the provision of a working and learning environment founded on dignity, respect and equity. AUB is dedicated to the highest standards of research integrity and has confirmed its commitment to comply fully with the Universities UK Concordat to support Research Integrity.

Alice Stevens
AUB Human Founder

For more information please visit
+ AUB Human www.aub.ac.uk/courses/aub-human/
Twitter/Instagram @AUBhuman

Symposium: Tech for Social & Sustainable Good

Tuesday 23rd March | 13:45 - 18:00

Day 1

13:55 **AUB Human | Welcome**

14:00 **Tech for Good**

Richard Strachan

15:00 **Lighting Design for Good**

Michael Grubb

16:00 **Feel: Ethics and Our Digital Future**

Dave McRobbie

17:00 **Launching digital products, services, and ventures that do well and do good for people and the planet**

Umesh (uMe) Pandya

Symposium: Tech for Social & Sustainable Good

Wednesday 24th March | 13:45 - 18:00

Day 2

13:55 **AUB Human | Welcome**

14:00 **FoAM**

Dave Griffiths

15:00 **The Interface, Deconstruction**

Joana Moll

16:00 **Don't Say Gamification**

Ashley Brown

17:00 **Participatory Design of New Technology Based Systems**

Dr. Asha Ward



Please click here to join the webinar

Passcode: 598780



Please click here to join the webinar

Passcode: 954970



Richard Strachen
Managing Director
3 SIDED CUBE
@3SIDEDCUBE
www.3sidedcube.com

Tech for Good

23 March 2021 | 14:00

At 3 Sided Cube we make tech for good. Our aim is to build digital platforms with global organisations and movements to make vital change happen. Being able to work on driving that very change is what gets us out of bed in the morning. During this talk, I'll delve into why we choose tech for good, and case studies of our work in this sector. Along with the moral maze that comes with what we do and choices we have to make with ethical design, AI and greenwashing. It is being cognitive of those factors that not only keep us at the forefront of digital but has honed our ability to provide solutions for global challenges.

Richard Strachen is the Managing Director of 3 SIDED CUBE, with a particular passion for building technology for good - specifically digital solutions that are either life-saving, life-changing or problem-solving. Over the years, he's worked with clients such as the BBC, Gap, Activision, the Red Cross to deliver a range of projects and campaigns.



An app to save our our oceans: reducing plastic's impact on the environment

Using object recognition technology, we helped Lush develop Lush Lens to raise awareness of plastic pollution.

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Michael Grubb

Michael Grubb Studio

@mrgrubbstudio

www.michaelgrubbstudio.com

Lighting Design for Good

23 March 2021 | 15:00

Michael will present what it takes to be a lighting designer in the modern age by considering sustainability and showcasing how his studio combines art and technology to create immersive lit environments that positively affect our well-being.

Michael Grubb Studio is a multi-award winning independent practice that takes lighting design in new directions, as defined by their engagement with the client, the place and the brand.

For over 20 years Michael has travelled the world working on a wide range of award winning projects. In 2011 he was selected by the Olympic Delivery Authority to be Learning Legacy Ambassador for Lighting. As well as a trusted voice within the lighting design profession, Michael co-founded the charitable Re:LIT initiative in 2013 that prevent perfectly useable lighting equipment from being sent to landfill. Michael is also a keen activist on educating and promoting all aspects relating to light, and is an active member of the International Association of Lighting Designers, Society of Light & Lighting and the Institute of Lighting Professionals.





Dave McRobbie

Digital Strategist & Ethicist

www.davemcrobbe.co.uk

Feel: Ethics and Our Digital Future

23 March 2021 | 16:00

What next in humans relationship with tech? Have we (and tech businesses) blurred ethical boundaries to such and extent that we cannot see the lines that have been crossed? This talk and the subsequent discussions look to give us time to think and consider the digital future we, as humans individually want and collectively need.

Dave is a digital strategist, a director of two start-ups, a Non-Exec Director of two others and a Digital Ethicist and also completes some ghost writing for the leaders of a number of large and well known tech businesses.

He is also a Trustee of a Mental Health charity and was previously a Director of a high-growth digital agency, a European Tech Strategy lead for Thomson Reuters and a Service Director in Local Government.





Umesh (uMe) Pandaya

he/him/his

www.socialventurecanvas.com

Launching digital projects, services, and ventures that do well and do good for the planet.

23 March 2021 | 17:00

A walkthrough of the core concepts that make up the Social Venture Canvas and case studies.

Umesh helps organisations discover, develop, and launch digital products, services, and ventures that do well and do good for people and the planet.

In 2015 while working at ustwo, Umesh Co-founded Wayfindr, a multi-award-winning, social tech, not-for-profit that empowers vision impaired people to navigate the world independently. He also led the product development of a couple of well-received FinTech products for Barclays Bank that improved the banking experience for older people and people with physical and/or cognitive impairments. For many people, this was the first time they were able to access their money independently.

Umesh is fellow of the Royal Society of Arts, Design Associate at the Design Council, Venture Partner at Bethnal Green Ventures and a trustee for the Creative Conscience charity.



SOCIAL VENTURE CANVAS

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Made for social innovators who want to discover, design and validate purpose-driven, products, services, and ventures - that do well and do good.



Over the past few years, Umesh has been developing the Social Venture Canvas while working closely with social enterprises, innovation studios, impact investors, NGOs and in his current role as Design and Product director at HealthLumen. Now on version 1.9, the tool has been used by many organisations discover, design and develop solutions that do well and do good.



Dave Griffiths

FoAM

www.fo.am

FoAM

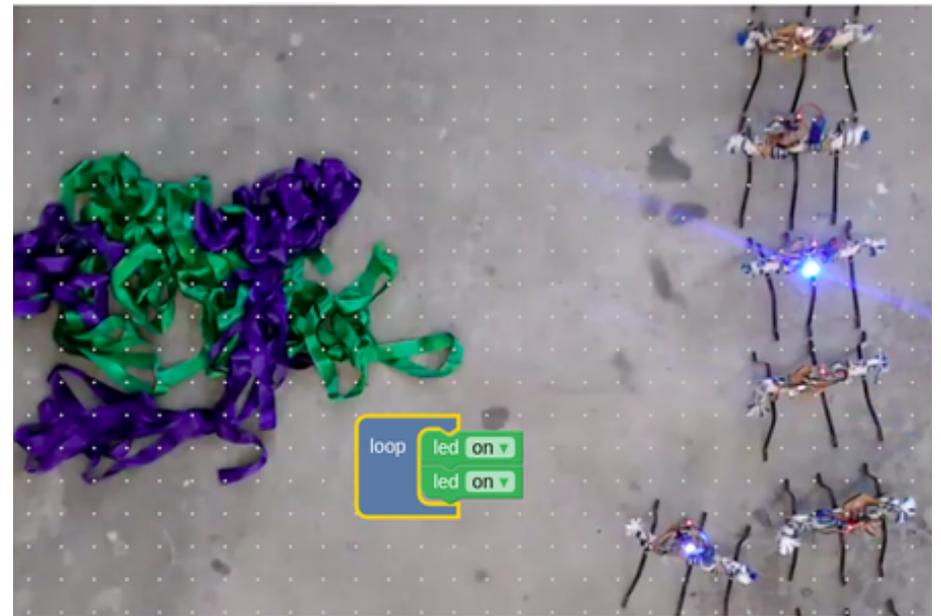
24 March 2021 | 14:00

Please join Dave Griffiths from FoAM, who will be discussing interdisciplinarity, non-profit's and why careers rarely make sense. He will also be sharing some examples of recent FoAM projects: Farm crap app, Sonic kayaks and the Penelope Project, which will involve a short online interactive experiment where you will be able to program (via a visual block-based online language) remotely livecoded maypole robots.



FoAM Kernow is a non-profit organisation founded and run by Dave Griffiths and Dr. Amber Griffiths, and one of six collaborative FoAM studios dotted around Europe.

Most of FoAM time is spent on projects to better understand the ecosystems we are part of, enable more sustainable behaviours, design bespoke appropriate technology (things that can be understood, fixed, repurposed, sometimes off-grid or even elephant-proof), reduce inequalities, and help people to develop creative and confident relationships with science and technology.

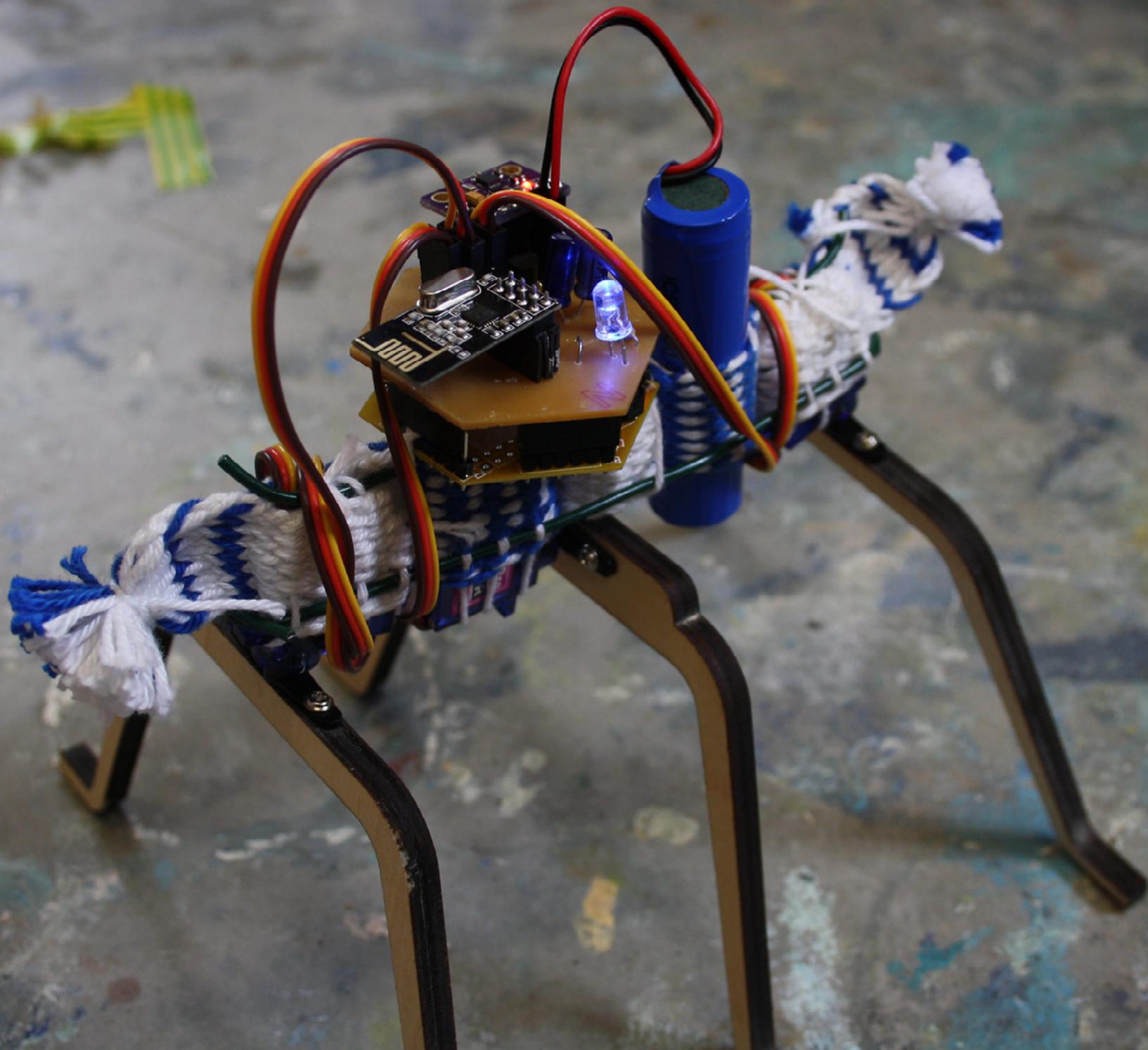


Maypole robots / FoAM

Dave Griffiths is a founding director of the FoAM Kernow studio has worked with the FoAM network since 2009. His background is in commercial research and development, computer animation and music.



As part of FoAM he works with diverse sectors and people – developing experimental music technology for Aphex Twin (Midimutant: published in January 2018 official Raspberry Pi magazine) and working with Cornish farmers on the Farm Crap App, which won the 2014 Soil Association innovation award with the Duchy College and Rothamsted Research. His current work ranges from weaving technology to robotics, building tangible interfaces to control maypole weaving robots for passers by in Sheffield city centre for the Penelope Project: a commission to untangle the histories of weaving, code and mathematics with the Deutsches Museum in Munich.





Ashley Brown

Twitter: arctic_sunrise

Instagram: ashleyjamesbrown

www.ashleyjamesbrown.com

Don't Say Gamification

24 March 2021 | 16:00

Looking at how play and game psychology can be combined with technology to enable more authentic human experiences.

Ashley is an internationally respected artist and developer based in Coventry UK creating emotive nostalgic experiences using code, electronics and sound. He is currently coder-in-residence at AUB.

His works in collaboration with many cultural organisations, businesses and individual artists to realise their creative potential with technology. Ashley has over 11 years experience working professionally with a wide variety of cutting edge and non-traditional software and hardware. He lectures to a variety of age groups across the world in creative coding.

Playful and interactive with a hint of nostalgia, his works involve code, sound and electronics objects that invoke real world empathy and enjoyment.



Eleos. Frequency festival 2019. Credit Electric Egg.

Within his own practice Ashley explores shared emotive experiences using technology as his medium to create his own digital playgrounds. Involved with mental health organisations and promoting positive social interactions, all his work uses game psychology and game dynamics to immerse audiences and create a sense of ownership and empathy with the experiences.

Ashley also teaches and lectures across the country to a variety of age groups and is passionate about engaging people in computer programming, digital technology and electronics through a visual arts and creative approach. This pedagogical approach combined with instilling an experimental and entrepreneurial practice has given hundreds of Ashley's workshop participants and collaborators the confidence and digital literacies needed to navigate the changing landscapes today.



Dr. Asha Ward

Senior Research Assistant

Participatory Design of New Technology Based Systems

24 March 2021 | 17:00

Asha's talk will look at the methods of human computer interaction that she has used to facilitate access to music-making and in the creation of immersive environments to support the delivery of curriculum based content. She will cover the processes undertaken to realise bespoke technological solutions from brief to application, and the methodologies used to achieve these. A major focus is the inclusion of the end user and use cases as part of the design process. Asking questions about how we translate our real world requirements into usable technology systems.



Dr Asha Ward is a Senior Research Assistant at Southampton University. Her work focuses on using participatory design methods to create bespoke technology based systems through combinations of hardware, software, and tangible objects. She is passionate about finding new and interesting ways to interact with the computer and how these can be used to benefit humans.



Further Reading

This reading list has been kindly provided by Suzanna Hall in The Library to give you the opportunity to further engage in the symposium theme.

eBooks

Benjamin, R. (2019). *Race after technology : abolitionist tools for the new Jim code / Ruha Benjamin*. Cambridge: Polity Press [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=5820427>.

Berners-Lee, M. (2019). *There is no Planet B : a handbook for the make or break years / Mike Berners-Lee*. Cambridge: Cambridge University Press [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=5719355>

Coleman, C.S., and Shirky, C. (2011). *Hello Avatar: Rise of the Networked Generation*. MIT Press. [online]. Available from: <https://search.proquest.com/ebookcentral/docview/2130909379/B9F68406787A4F3BPQ/1?accountid=8226>.

Creeber, Glen. and Martin, Royston. (2008). *Digital Culture : Understanding New Media*. Berkshire: McGraw-Hill Education [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=420772>.

Eric Higgs, A.L., and David Strong (2000). *Technology and the Good Life?* Chicago: University of Chicago Press. [online]. Available from: <https://search.proquest.com/ebookcentral/docview/2131998602/76EE83E4D7004E7DPQ/8?accountid=8226>.

Gardner, H. and Davis, K. (Assistant professor). (2013). *The app generation : how today's youth navigate identity, intimacy, and imagination in a digital world*. New Haven: Yale University Press [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=3421304>.

Karvonen, A., 1971-, Cugurullo, F., Caprotti, F., 1980- and EBSCOhost (2019). *Inside smart cities : place, politics and urban innovation / edited by Andrew Karvonen, Federico Cugurullo and Federico Caprotti*. Abingdon: Routledge [online]. Available from: <https://go.openathens.net/redirector/aub.ac.uk?url=http%3A%2F%2Fsearch.ebscohost.com%2Flogin.aspx%3Fdirect%3Dtrue%26scope%3Dsite%26db%3Dnlbk%26db%3Dnlbk%26AN%3D1881030>.

Lanier, J. (2011). *You are not a gadget : a manifesto*. London: Penguin. [online]. Available from: https://archive.org/details/isbn_9780307269645.

Miller, A. (2019). *The Artist in the Machine: The World of AI-Powered Creativity*. MIT Press. [online]. Available from: <https://search.proquest.com/ebookcentral/docview/2288820048/97DC91DF5D-734984PQ/1?accountid=8226>.

Oliver, Paul. (2010). *The student's guide to research ethics*. 2nd ed. Milton Keynes: Open University Press.[online]. Available from: <https://go.openathens.net/redirector/aub.ac.uk?url=https%3A%2F%2Fsearch.proquest.com%2Febookcentral%2Fdocview%2F2131114573%2FD-01494C52A594A9EPQ%2F1%3Faccountid%3D8226>.

Redstrom, J. and Wiltse, H. (2019). *Changing things : the future of objects in a digital world*. London: Bloomsbury Visual Arts [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=5516511>.

Thackara, J. (2005). *In the bubble : designing in a complex world / John Thackara*. Cambridge, Massachusetts: MIT Press [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=3339780>.

Youngs, G. (2013). *Digital world; connectivity, creativity and rights*. Abingdon, Oxon: Routledge [online]. Available from: <https://ebookcentral.proquest.com/lib/aib/detail.action?docID=1244841>.

Documentaries

Horwitz, A. (2019). *Autonomy* [Film]. Gravititas Ventures. Available from: <https://aubuk.kanopy.com/video/autonomy>

Herzog, W. (2016). *Lo and Behold, Reveries of the Connected World: The Past, Present and Future of the Internet* [Film]. Dogwoof. Available from: <https://aubuk.kanopy.com/video/lo-and-behold-reveries-connected-world-1>

Blacknell, S. (2015). *The Future of Work and Death: The Impact of Technological Advances on Human Life* [Film]. First Run Features. Available from: <https://aubuk.kanopy.com/video/future-work-and-death>

Podcasts

IRL - Online Life Is Real Life. (2017-19) [online]. Available from: <https://irlpodcast.org/>

Reply-All. (2014-2021) [online]. Available from: <https://gimletmedia.com/shows/reply-all>.

Radiolab. (2015). *The Trust Engineers*. [online]. Available from: <https://www.wnycstudios.org/podcasts/radiolab/articles/trust-engineers>.

WSJ's *The Future of Everything*. (2017-2021). [Online]. Available from: <https://www.wsj.com/podcasts/wsj-the-future-of-everything>



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We would like to thank all the speakers for contributing to the symposium, Emma Hunt and Marion Morrison for their ongoing support of AUB Human.

For more information please visit
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