

TGIF

Taking Great Ideas Forward



Improving Northern Capital - Sustainable Development in the Northern Tier

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“What we thought of as isolated pathologies, scarcities of work or hope or security or satisfaction, are not isolated at all, in fact they're intimately related, they're all caused by the same thing, namely the interlocking waste of resources, of money, and of people .”

-Amory Lovins-

MEETINGS and EVENTS:

Links will provide additional information. Dates for recent additions are in **bold**.

<i><u>What</u></i>	<i><u>Date</u></i>	<i><u>Time</u></i>	<i><u>Where</u></i>
Biodiesel Study Group	Mondays (all)	7:00-8:30 PM	<u>Washburn Library</u>
BCEDC Board Meeting	Dec. 10th	10:00 am	<u>Washburn Library</u>
Superior Days Planning	Dec. 11th	Noon	<u>Superior – The Shack</u>
Global Marketplace Conference	Dec. 10-11	All Day	<u>Los Angeles, CA</u>
EcoBuild 2007	Dec. 10-13	All Day	<u>Washington DC</u>
Superior Days Planning	Jan. 8th	Noon	<u>WITC - Superior</u>
Superior Days	Feb. 26-27	All Day	<u>Madison</u>
Fusion 2008	March 5-6	All Day	<u>Madison, Fluno Center</u>
Green By Design Conference	June 12-13	All Day	<u>Washington DC area</u>

PARTICIPATORY CULTURE

There are so many online services that I use frequently. I feel some guilt about not contributing more to fundraising efforts such as the current campaigns from NPR, PBS and Wikipedia. My giving over the years has been uneven and mostly focused on public media, the granddaddy of the genre. PBS and NPR have been icons of the *give-it-away-and-they-will-*

support-you framework. That both have been able to move from a financial plan almost wholly dependent on gratuitous government giving to one in which individual donors – “viewers like you” – play a huge role is instructive. I fuel my mind on a daily basis from these free sources. My 2008 budget is going to include a line item for these highly valued, but free, services.

Public Media and Wikipedia are out shown by the Christian Church, which gives away salvation and doesn't demand anything in return. In fact, the Christians claim, good works and giving won't save your soul. Of course, a little something in the the collection plate is greatly appreciated. The Reverend Doctor **Billy Graham** never asked for money; he only encouraged followers to “send me a letter.” Letters had to be opened in a room that probably resembled a bank vault. At least the Graham organization never built an edifice complex; a **Crystal Cathedral**.

Life is not all about making money. It should be about making a difference. One way to make a difference is to consider carefully what, realistically, may be the value of intellectual effort. Until the effort is shared, within some circle or circles of influence, benefit is only for the creator. And that benefit is not to be minimized because it may be considerable. Consider the work of many scientists who struggle for years with a concept and meticulously gather evidence, experiment after experiment, before publishing. Dr. **Oswald Avery** locked himself in the laboratory with collaborators **Colin MacLeod** and **Maclyn McCarty** for years gathering evidence that DNA is “The Transforming Principle;” the chemical basis of genes and chromosomes. With one publication they established the foundation on which contemporary molecular biology is built. **James Watson** and **Francis Crick** deserve and receive credit for laying another important foundation by discovering the structure of DNA. Neither “discovered” DNA – that was years earlier, when **Friedrich Meischer**, in 1869, isolated DNA from fish sperm and the pus of open wounds. Science as a cultural enterprise is highly participatory with incremental advances spanning time. Sometimes credit and rewards are unfulfilled. Avery was said to be the most deserving scientist never awarded a **Nobel Prize**.

All of these builders and contributors made a difference but none made much money. Which is not to say they did not live comfortably. Certainly, though, nothing like the lavish wealth **Justin Timberlake** has accumulated by grabbing his genitals in public and building on publicity from the infamous **Janet Jackson** “wardrobe malfunction.”

Timberlake is, by most reckoning, a creative. He writes, choreographs and performs. OK. That's creative. Apart from some publicity stunts, his creative “”contributions” demand payment; payments for CDs, DVDs, concert tickets and merchandise. The money rolls in and he and his handlers carefully guard his “intellectual” property rights. Build an extra mansion, fuel up the jet, purchase a place for your name on a golf tournament.

The law is on the side of Timberlake, others in the entertainment business and for all of us. When we create a work it is automatically covered under the copyright law. Affixing the copyright bug © or filing for copyright is not, at least immediately, required. My basement archive of photographs, some published but mostly unpublished, are covered. I retain “all rights” and I can sell the right to use those rights in a bewildering array of combinations. I would long ago been better off giving the photographs away.

Now a relatively new not-for-profit is at work dealing with the realities imposed by the Internet and the World Wide Web. Social Networking, with blogs, and other tools sharing all

manner of creative works, has generated a new wave of copyright considerations. With the [Creative Commons](#), licenses are designed for those folks who understand that innovation and new ideas come from building upon existing ideas and innovation. As **Isaac Newton** said; “If I have seen farther than others, it is because I was standing on the shoulders of giants.”

Massively Distributed Collaboration

The Creative Commons espouses participatory culture by opening up alternatives to absolute “all rights” protection of intellectual property. The **Wikimedia Foundation** and the **Free Software Foundation** are supporting a fascinating collaboratory on how better to license creative work. Their tool is the Creative Commons organization. With what **Michael Kapor**, of Lotus 123 fame, describes as massively distributed collaboration, creative work can be placed and protected within a spectrum that runs from full public domain to fully protected. The Creative Commons has established four conditions that can apply: attribution, noncommercial, no derivative works and share alike. These conditions can be combined in eleven configurations that seek to cover the spectrum of protection. Wikipedia continues as the icon of massively distributed collaboration. A core of a few hundred individuals together with thousands of other fringe players, collaborate to write, edit, and monitor over one million English language articles in Wikipedia. Kapor, a board member of the Wikimedia Foundation, calls massively distributed collaboration the “Next Big Thing.” The promise of the Digital Age is enabling community; a fully participatory culture. The Wikipedia model is worthy of our contributions.

LIGHTER SIDE:

As with most jokes the original author is unknown. Whoever you are; “Thanks!” Names, when added, are intended to tease the innocent.

Two molecules bump into each other while walking down the street.

1st molecule: "I'm sorry. Are you okay?"

2nd molecule: "No! I lost an electron!"

1st molecule: "Are you sure?"

2nd molecule: "Yes... I'm positive."

Take care and have a great weekend!

/BRUCE

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Bruce Lindgren is Principal of [B.Lindgren CONSULTING](#). The consulting practice serves small business, local government, school districts and non-profits providing support for research, grant development, technical writing, marketing support and project management. Bruce brings his background in biological sciences, education, small business and media technology to generate and implement ideas contributing solutions to mission critical challenges.

In addition Bruce maintains the following affiliations:

[Bayfield County Economic Development Corporation, \(BCEDC\) Director](#)

[Inland Sea Society, \(ISS\) Director](#)

[Lake Superior Binational Forum, \(LSBF\) US Delegation Co-Chair](#)

[Raindrop Garden Gallery, \(RGG\) Co-owner](#)

[IDEA Consortium LLC, Owner](#)

[Chequamegon Institute, Inc. Initial Registered Agent](#)

[Coalition for Eco-Industrial Development, \(CEID\) Work Group Member](#)

[Northwest Wisconsin Workforce Investment Board, \(WIB\) Member](#)

The encircled fractal triangle represents an integrated cluster of seven ideas – economics, ecology, equity, ethics, experience, education and energy – that may be considered a core for sustainability studies. Bruce is available to present illustrated lectures and facilitate discussions about role of education in Industrial Ecology, Sustainable Development and the Sustainability Revolution.