

# Digital Sustainability

A wide-angle photograph of a large, modern server room. The room is filled with rows of server racks, some of which are open, revealing internal components. In the foreground, there are several computer monitors and keyboards on desks. A person is standing in the middle ground, working at a desk. The room has a high ceiling and a tiled floor. The overall atmosphere is one of a busy, high-tech environment.

Scarcity is Entering the Net

Meike Richter



**concept of sustainability tied to  
analogue world**

**environment, environment protection**

**take care of resources -> limited**

**original internet: by default, absence  
of scarcity**

**information grows by sharing**

# **main argument**

**legal, political, technical parameters which  
reduce information flow**

**->framework of sustainability for the net**

# **overview**

**sustainability**

**threats**

**IPR**

**cease-and-desist**

**end of net neutrality**

**security measures**

**information preservation**

**conclusion**



**the big myth**

**internet: space for everybody, for every activity,  
opinion**

**the truth**

**informational sphere is under attack**

**era of information overflow is ending**



# **sustainability offline industrial age**

**offline rules scarcity**

**fair distribution of material goods, resources is an impossible dream**

**exploitation of material resources is harming our environment**

**def. sustainability**

**do not consume more than can be regenerated**

**preserve environment, resources for future generations**



**information age**

**information= oil of the 21. century**

**information= trade commodity**

**exploitation of this resource is harming  
our online-environment**



**digital sustainability?**

**shift our lives into the online world**

**absence of a political framework**

**mistake**

**net is in danger**

# **IPR: copyright**

internet: system breaks down

1 file supplies all internet-users

free copying is a characteristic of the net

internet threatens  
analogue business  
models

## **reactions:**

strengthening copyright

DRM

lawsuits

# IPR: copyright



## effects

harms free speech

expression of creative practices is suppressed

**threatens public domain, artistic work**

sampling, mash-ups, fair use

copyright censors  
behaviour,  
information  
becomes scarce

# **IPR: software patents**

**patents system gone wrong**

**trivial patents, patents on ideas, business Ideas**

**not the best innovators succeed – but the party with the biggest budget for patent clearings**

**software is the language of the information age**

**outbalanced IPR**

Rip. Mix. Burn.

**“permission culture” (Larry Lessig)**

**scarcity**

A close-up photograph of a man with a light beard and brown eyes, wearing a brown suit jacket over a striped shirt and a red lanyard. He is looking directly at the camera with a neutral expression. The background is dark and out of focus, showing some warm light sources.

**cease-and-desist**

**blogosphere, internet forums**

**media for public debates**

**links, comments**

**harms free speech**

**oppress public discussion**

The background image shows a close-up of a server rack. It is filled with rows of network ports, likely SFP (Small Form-factor Pluggable) ports. Numerous yellow, red, and grey cables are plugged into these ports, creating a complex web of connections. The cables are bundled and organized, typical of a professional network environment. The text is overlaid on this image in white boxes with black text.

**end-to-end-argument**

**how do new applications enter the Internet?**

**def. end-to-end**

**open design principle**

**power of the net comes from its borders**

**„original Internet“**



# **net-neutrality**

**def: equal treatment of data traffic**

independent of source,  
service, broadband  
consumption

**gatekeeper: telcos, ISPs**

**„Tony-Soprano-model“**

**~~VoIP, P2P~~**



**without net-neutrality**

**innovation becomes scarce**

**certain content becomes scarce**

**threatens free speech**

**end of free information flow**

# **security measures**

**internet is easier to control than meatspace**

**police officer for every family? sure!**

**data retention**

**storage of internet traffic, telephony, E-Mail**

**mass surveillance,  
identify  
relationships, busi-  
ness contacts, get  
hints of the  
interests of people**

**Bundestrojaner**

**STASI 2.0**

**security measures**

Minority-Report

thought-control

# MINORITY REPORT

EVERYBODY RUNS  
JUNE 21

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**effects**

**“Does my data record look suspicious?”**



**political engagement stays out of the net**

**self-censorship, censorship**

The background of the slide is a close-up photograph of a hard drive's internal platters. The metallic surface of the platters is visible, with several screws and a central hub. Overlaid on this image is a pattern of binary code (0s and 1s) in a light beige color, arranged in diagonal lines across the entire frame.

**preservation of information**

**DRM**

**proprietary standards, formats**

5

**digital knowledge gets lost**

**paradox**

**internet: endless reservoir**

**outbalanced IPR**

**cease-and-desist**

**undermining of net neutrality**

**excessive security measures**

**introduction of scarcity**

**effects on (digital) freedom/  
civil rights**



**framework for digital sustainability**

bring the issue on political agendas

into peoples' minds





**what kind of concept?**

meta concept

everyone can connect to

network effects

IPR reformer, net neutrality & surveillance  
activists

# J. Boyle: environmentalism for the net?

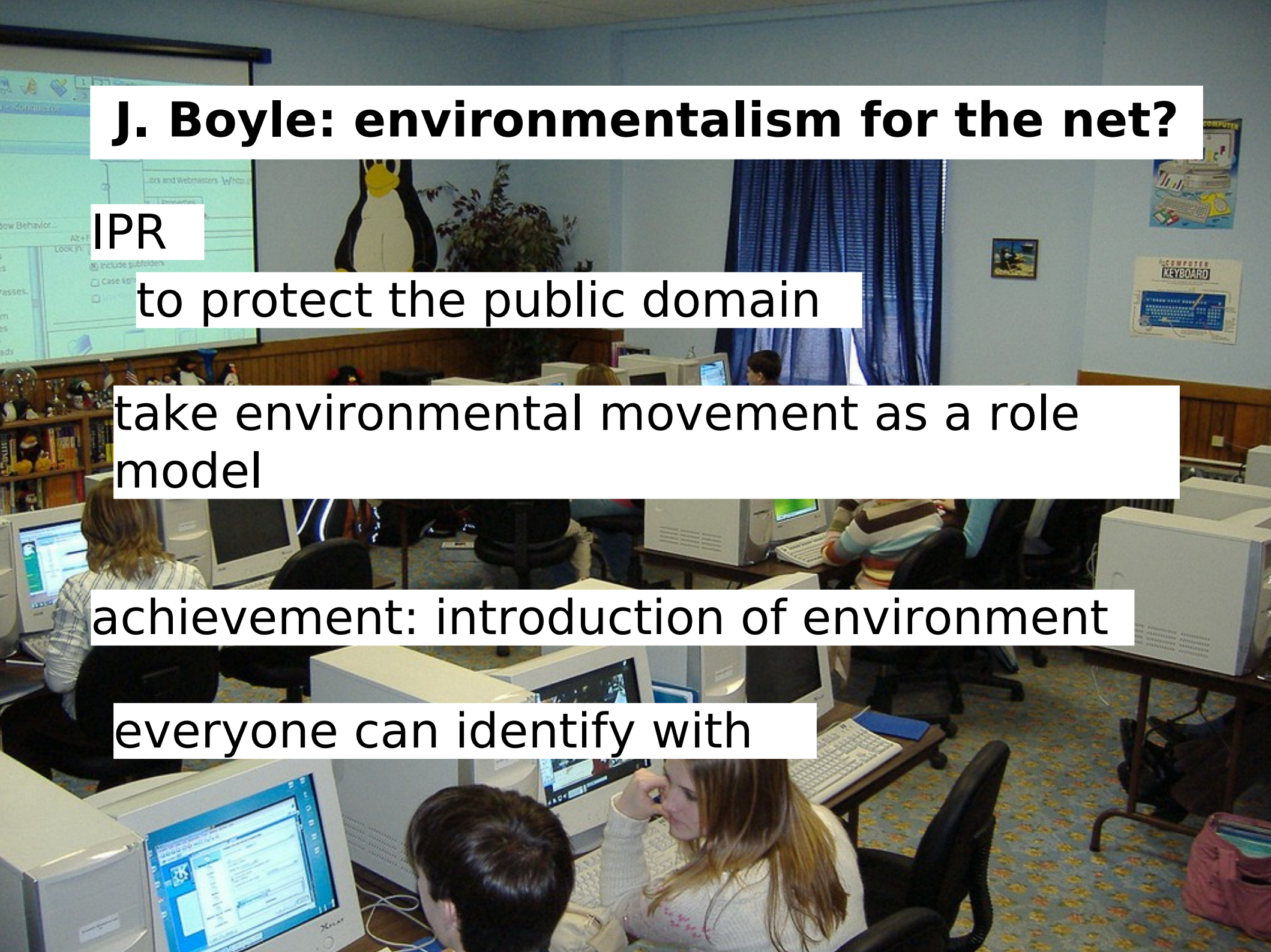
IPR

to protect the public domain

take environmental movement as a role model

achievement: introduction of environment

everyone can identify with



# **digital sustainability**

A long-exposure photograph of a city street at night. The image shows light trails from cars moving through the frame, creating streaks of red and white light. In the background, there are buildings with lit windows and a bridge or overpass structure. The overall scene is dynamic and captures the energy of a city at night.

term is a way to hack media

sustainability opens doors

oil is exhaustible

internet does not function by  
itself



**what can you do?**

**public domain, creative commons**

**free/open source software**

**contribute**

**know your rights**

**fight for them**

**Thank you!**

Questions?

Comments

Contact: [www.commonspage.net](http://www.commonspage.net)

Mail: [meike@commonspage.net](mailto:meike@commonspage.net)

# Foto-Credits

Internet Backbone

l0b0

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<http://www.flickr.com/photos/l0b0/58141813/>

Mickey Mouse 's Skull

THEfunkyman

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cc\_button:

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Copyfight / Lawrence Lessig

Pixel y Dixel

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Datenfluss

wilhei55

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Demo

wiseguy71

IMG\_P8414.JPG

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Serverroom

JOHNNIE W@LKER

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Internet Map

ego-entity/Matt Britt

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Kabel aus rechner

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Router

JosiahRitchie

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Routerlichter

Oliver V. Müller

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Kabelgewirr

Xeni

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Software

Xeni

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So many connections

jeremyfoo

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light data

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Gentoo Linux

Extra\_Ketchup

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