

I have two pens



Montblanc

Sundance

The Montblanc Pen



- I use it for writing.
- It is made from platinum and precious resin.
- It cost about US \$250.

The Sundance Pen



- I use it for writing.
- It is made from wood, plastic, and recycled cardboard.
- It cost about US \$1.

Which pen is more sustainable?

- Refer to the Montblanc as pen #1; refer to the Sundance as pen #2.
- Please decide which pen you think is more sustainable and show either 1 or 2 fingers silently to the person sitting next to you.

More information

- I never take the Montblanc pen out of my office, so I will use it the rest of my life and then pass it on to a relative.
- I lose the Sundance pen almost every time I take it away from my home, so I have to buy many dozens of them each year.
- When the Montblanc pen ink cartridge becomes empty, I buy a refill.
- If I still have the Sundance pen when its ink cartridge becomes empty, I will throw the pen away and get a new one.

I will ask again:
Which pen is more sustainable?

- Refer to the Montblanc as pen #1; refer to the Sundance as pen #2.
- Please decide which pen you think is more sustainable and show either 1 or 2 fingers silently to the person sitting next to you.

Main Lessons

- Many votes changed after the new information.
- The new information did not describe the pens' physical technology; it described my relationship, habits, and attitudes toward the pens.
- Sustainability is not mainly in the physical technology of the tool, it is in our relationship to the tool.
- New technology alone will not give us a sustainable society. We must also change our attitudes, habits, and goals to avoid the collapse.