Information Communication Technology and Social Responsibility

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How can a university take part in social responsibility?
What role can ICT play in helping university take part in social responsibility?
Exploring the Concepts

- ICT
  - Technology equipments such as computers, TV, radio, mobile phone etc.

- ICT in Education
  - The use of technology as tools in teaching and learning.

- Social responsibility
  - An interest in taking responsibility for the impact of their activities to improve the quality of life for the society.
ICT & University’s Role in Social Responsibility

- ICT as a double-edges sword
  - Tools to deliver info. and knowledge
  - Create E-waste, problems in the society

- University community as a stakeholder
  - Students, faculty, administrative employees.
  - Their actions can make impact to the society.
  - They are the receivers of impact.
Known and Suspected Routes of e-waste Dumping

There is currently no system for tracking legal or illegal (under international law) shipments of electronic waste, and therefore, there is no quantitative data on volumes or even all of the true destinations. Some electronic waste is shipped as “working equipment” only to end up as waste upon arrival. This map indicates information collected through investigations by organizations such as the Basel Action Network, Silicon Valley Toxics Coalition, Toxics Link India, SCOPE (in Pakistan), Greenpeace and others.
Strategies to Promote Social Responsibility and ICT

1. Establish partnership
   - Community within the university
   - Community-based development project
   - Local administration
   - Private sector – develop sustainable programs
   - Government
2. 3 R
- Reuse ICT equipment
- Recycle
- Reduce environmental impact of e-waste
3. **Student’s Action**
   - Turn of computers when do not use or log out
   - Advocate through activities
   - Make use of “Youth Power”
     - Example: Young Asia TV, Sri Lanka
     - Radio program in Nepal
     - Internet community
   - Promote dialogue among stakeholders
   - Promote action research
   - Be active
Keys to Successful Effort

1. Policy Development
   - Local
   - National
   - Regional
   - International

Examples: University of Manchester, UK
- Purchasing policy to buy ICT equipments from companies that have recycle programs.
- Policy for IT Waste Management
2. Capacity building
   ▶ Teacher training
     ▶ Pre-service
     ▶ In-service
   ▶ Training courses for community
     ▶ Local administrators
     ▶ Parents
     ▶ General public
3. Curriculum Connections
   - Need to adjust, adapt, and develop
   - Teachers (example)
     - Teaching method: raise questions that challenge students to take action/to learn.
   - Students (example)
     - Global issue
     - Relevance to them
Examples

Global issues
- Health – HIV/AIDS
- Global warming: Environment
- Peace & good governance

Global solutions
- RMIT University, Australia
- Develop program, “Design for environment”
- New concept “Extended Producer Responsibility” (EPR)
- Sustainable Campus
Keys to Successful Efforts

4. Programs development
   - Raise awareness
     (YouTube, website, Online discussion Forum, Wikipedia, Blogs, second life)
   - Resources development
     (website, CD-Rom, TV and radio programs, electronic books, discussion board, training package – video, CD,)

OIT & AIT Project
Keys to Successful Efforts

4. Programs development (continued)
   - Campaign (Student Green Electronic)
     - Development of partnership
       - Administrative employee
         (Sustainability Green team, USA)
       - Schools
       - Community
       - Private sector

(donation of IT equipments, online help desk, provide maintenance services, offer free online courses, establish a center to learn from local and provide knowledge, research)
Examples

- Thailand
  - Princess Sirindhorn Information Technology Project
    - Technical College
    - Rajaphat Universities
    - University (sister program)
      (R-Radio, donation of computers, provide training, provide free maintenance of ICT equipments, offer free training courses)

- Wat Suan Kaew
Examples

- International
  - Australia
  - USA Silicon Valley Coalition (Blog, Podcast)

- Private companies
  - HP, Dell

- Organizations
  - International Association of Electronics Recyclers (IAER), USA
  - develop database directory online – search for organizations that are involved in e-recycle.
eBay – Rethink Initiative

- Serve as a market place, bringing together buyers and sellers (reused computer, cell phones, etc.
- Bringing together industry, government, environmental organizations
- Educate community to take action to reduce e-waste
- Putting old products to new extends users.

http://pages.ebay.com/rethink/
Now it’s your turn to help?
One small action can make a big difference.
References

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