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A PROTOCOL TO ADDRESS ECOLOGICAL REDIRECTION FOR DIGITAL PRACTICES IN ORGANIZATIONS

Valentin GIRARD

valentin.girard2@univ-grenoble-alpes.fr
LIG, G-SCOP
38000 Grenoble, France

Antoine MARTIN

antoine.martin@sentier-ergonomie.fr
Independant Researcher

Maud RIO

maud.rio@g-scop.eu
G-SCOP
38000 Grenoble, France

Romain COUILLET

romain.couillet@univ-grenoble-alpes.fr
LIG
38000 Grenoble, France



Ecological redirection

Theoretical approach

1. It's not a crisis, it is a new Earth state
2. Techno-solutionism doesn't work
3. There is no such thing as negative externalities
4. We have to change direction, not technical means
5. Sobriety, renunciation and arbitration are necessary



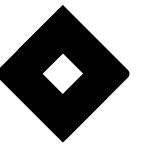
Ecological redirection

Strategic approach

1. Inheriting the Technosphere
→ Understanding **attachments*** through investigation
2. Politicizing Renunciation
→ Public participation
3. Closing, Dismanteling, Reducing
→ Design in different fields : engineering, law, sociology, politics and so on



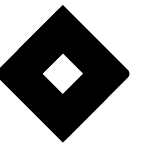
**What we hold on to and what holds us*



Problematization

This approach is mainly theoretical...

HOW CAN ECOLOGICAL REDIRECTION
SUPPORT ORGANIZATIONS IN ENGAGING
WITH DIGITAL SOBRIETY ?



Proposition : a protocol for digital technologies

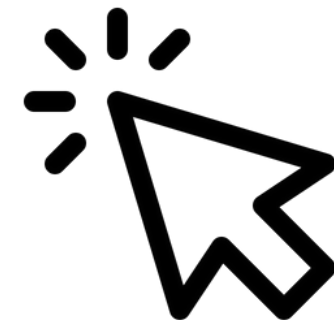
Phase 1 : Mapping of Attachments

Phase 2 : Workshops

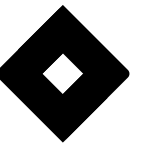
Phase 3 : Arbitration Debate

Phase 4 : Implementation of closures

Tested on 2 case studies

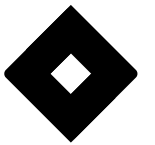


Resources available : <https://lig-membres.imag.fr/girard15/>



Phase 1 : Mapping the Attachments

- Organisation recruitment
- Involvement of the actors
- Direct Observation
- Interviews
- Questionnaire
- Final report



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What digital tools do you use ?

What do you (dis)like about these tools ?

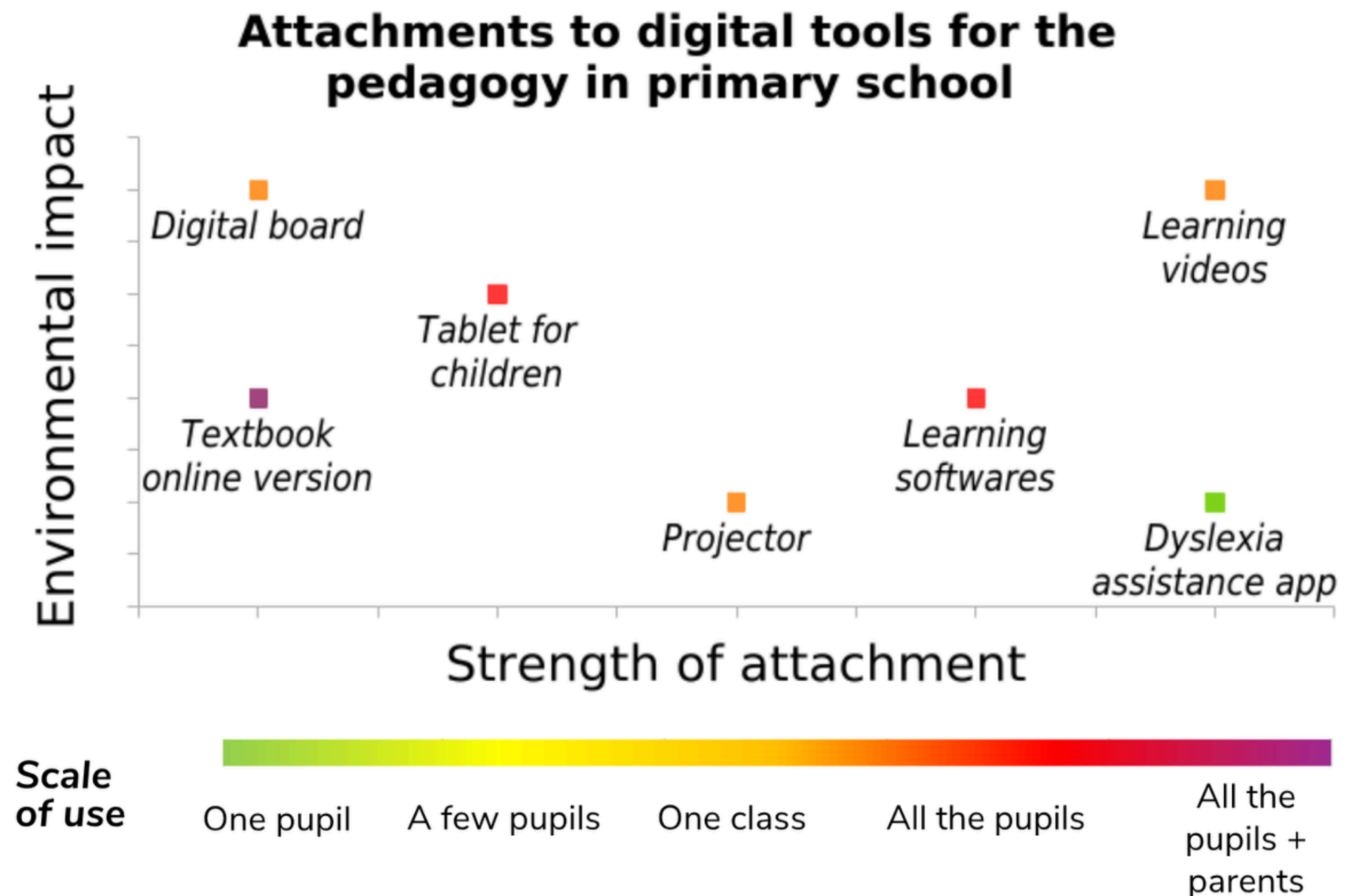
Do you often talk about digital impacts with other members ?

Have you ever tried to change any digital practice ?

Do you think digital technologies take an important place in your organization ?

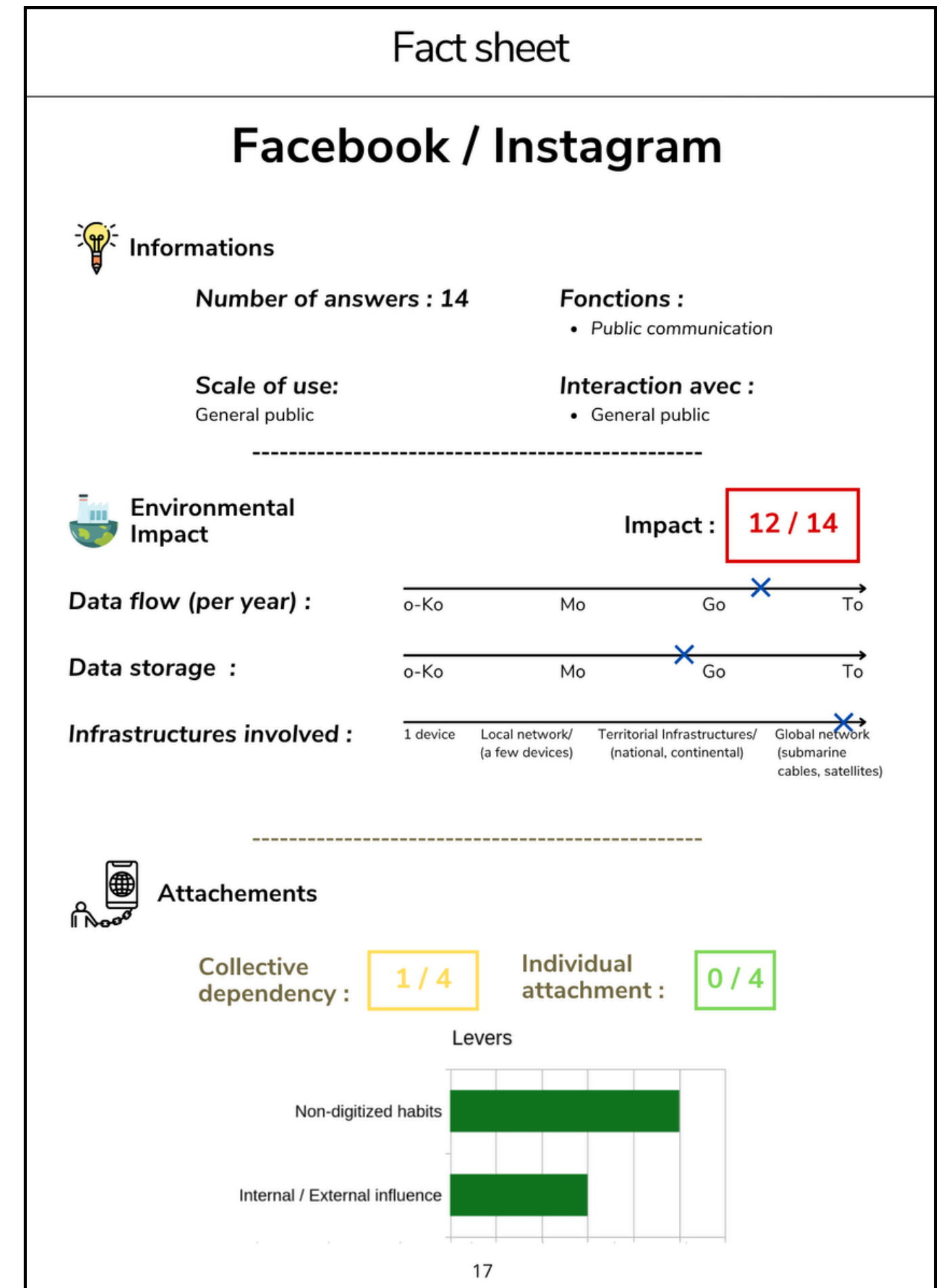
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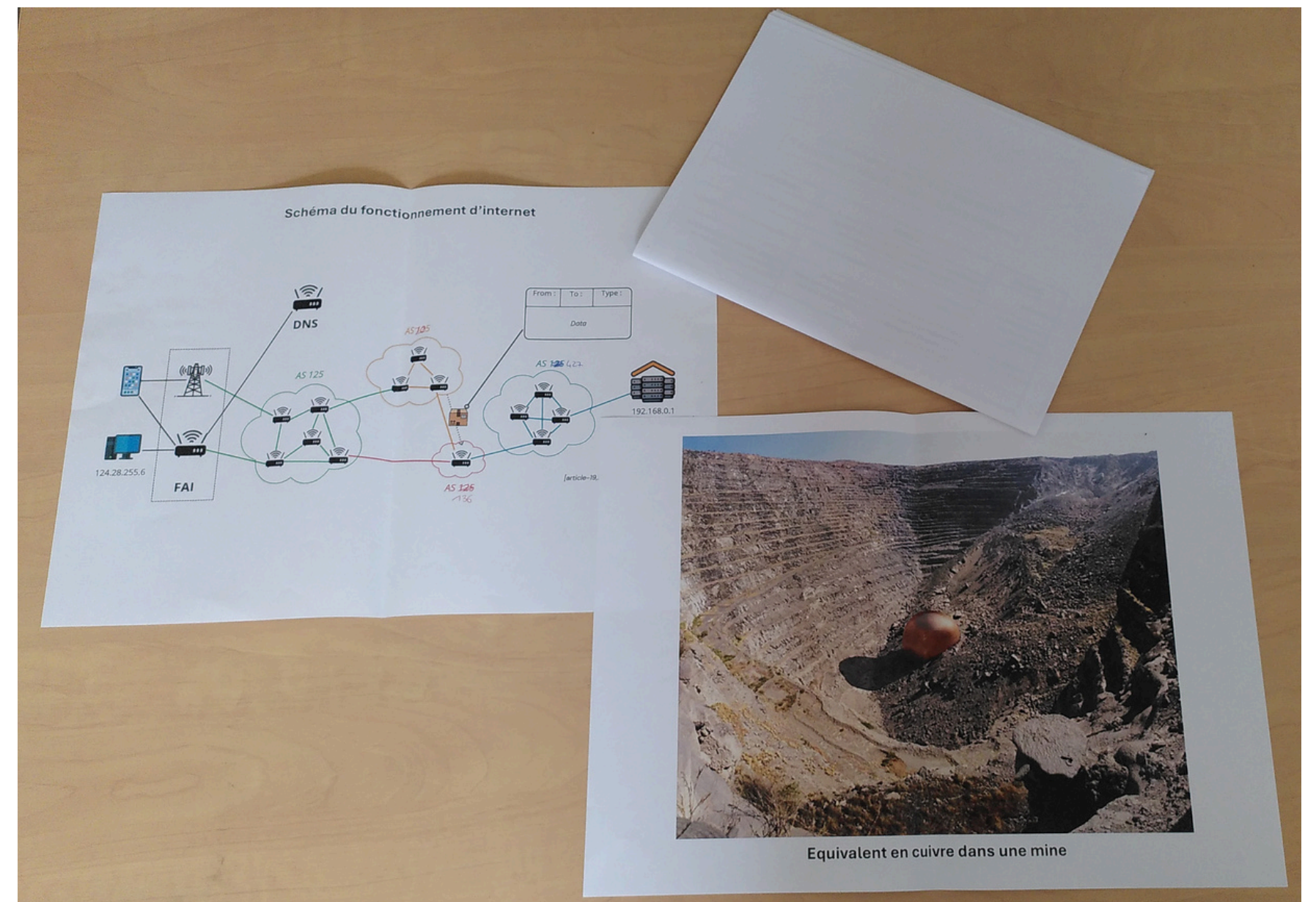


Phase 1 : Mapping the Attachments

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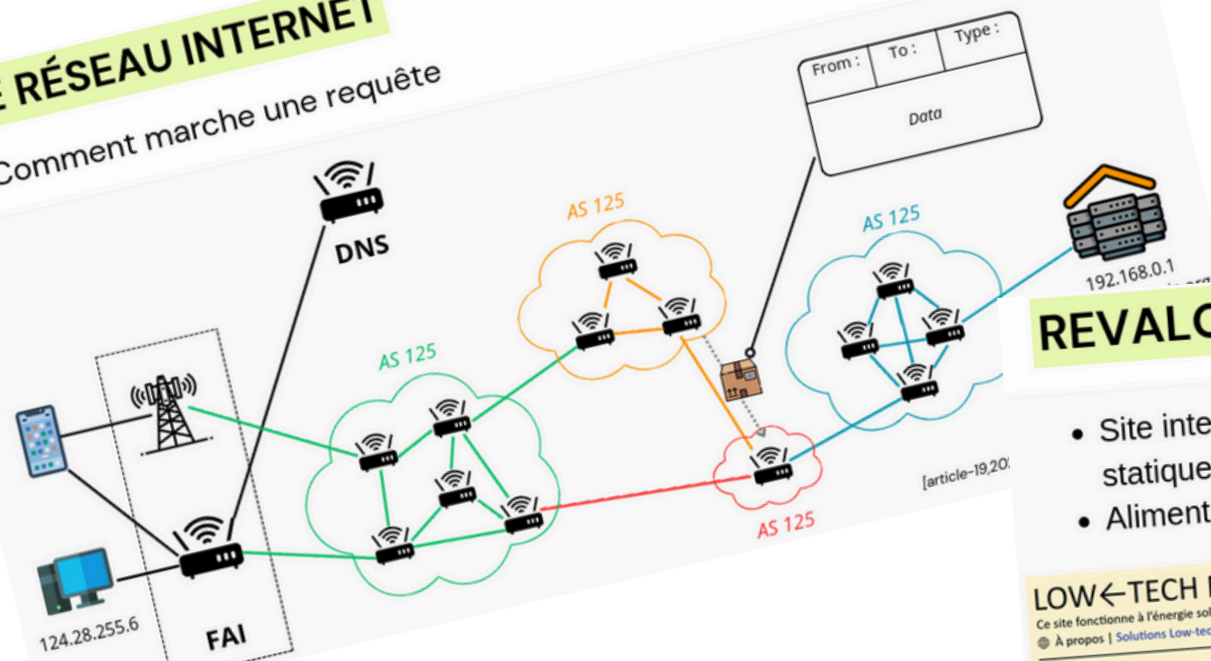
Phase 2 : Workshops



Phase 2 : Workshops

LE RÉSEAU INTERNET

Comment marche une requête



REVALORISER

- Site internet sobre, compatible avec d'anciens appareils (pages statiques, image basse résolution, audio plutôt que vidéo)
- Alimentation énergétique via EnR

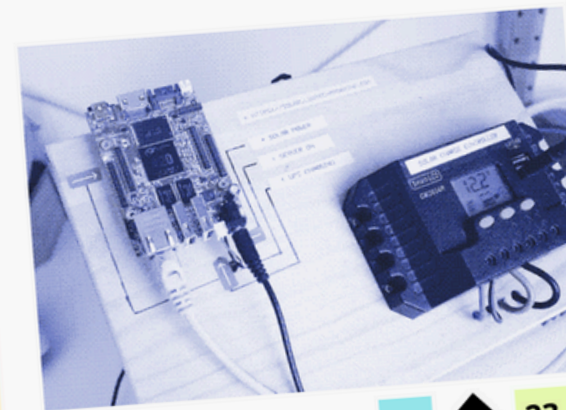
LOW←TECH MAGAZINE
Ce site fonctionne à l'énergie solaire, et se retrouve parfois hors-ligne *

À propos

What is Low-tech Magazine?
Low-tech Magazine underscores the potential of past and often forgotten technologies and how they can inform sustainable energy practices.

À propos du site solaire
Ce site web est une version solaire et auto-hebergé de Low-tech Magazine. Ce nouveau blog est conçu pour réduire radicalement la consommation d'énergie associée à l'accès à notre contenu.

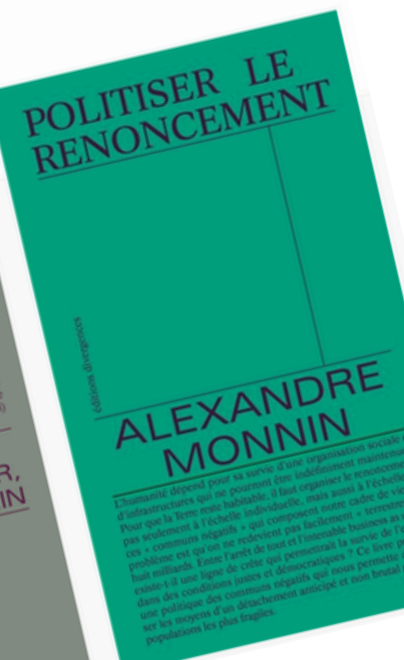
Lire le magazine hors-ligne
Lire Low-tech Magazine sans avoir besoin d'un ordinateur, d'internet ou d'une alimentation électrique – ou quand le site internet solaire est hors service à cause d'une mauvaise météo.



N ÉCOLOGIQUE

Stratégie

- Héritage
- Renoncement
- Fermeture

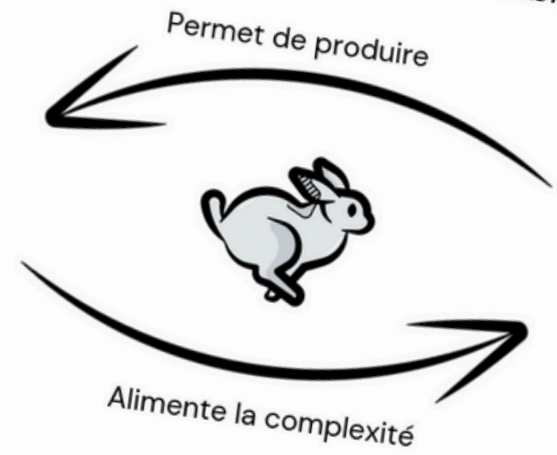


LIEN ENTRE CROISSANCE ET NUMÉRIQUE

Le numérique alimente une accélération insoutenable



Numérique



Société industrielle

MINES

Description

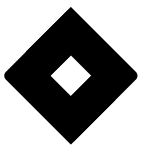
- Mines ≠ carrière : la mine produit en majorité des déchets (taux de l'ordre de 1-10 g/tonnes)
- Sur-utilisation d'énergie pour le broyage → mine "propre" = machines électriques (décarbonées ?), panneau solaire pour le poste de contrôle.
- Besoin de produits chimiques pour extraire les minerais (xanthates, phosphates, ...)

pour éviter l'envol de

[Izoard, 2024]



Crédits : © 2014 Dillon Marsh, www.agnicoeagle.com



Phase 3 : Debate on arbitrations

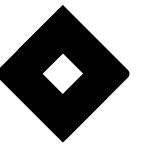
What we want to...

Impede from
happening

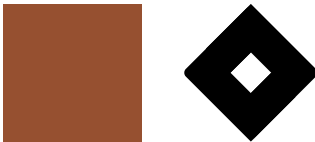
Renounce

De-digitize

Substitute /
Add




Phase 4 : Implementation of closures

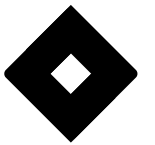


Case study 1 : an eco-village



Credits : toutvabienlejournal.org

Legal structure	Cooperative company of collective interest
Focus Group	Voluntary members
Intensity of digital use	Low
Values (extracted from interviews)	Sharing, experimenting alternatives, ecological transition
Progress of the experimentation	Phase 3 : Debate on arbitrations 

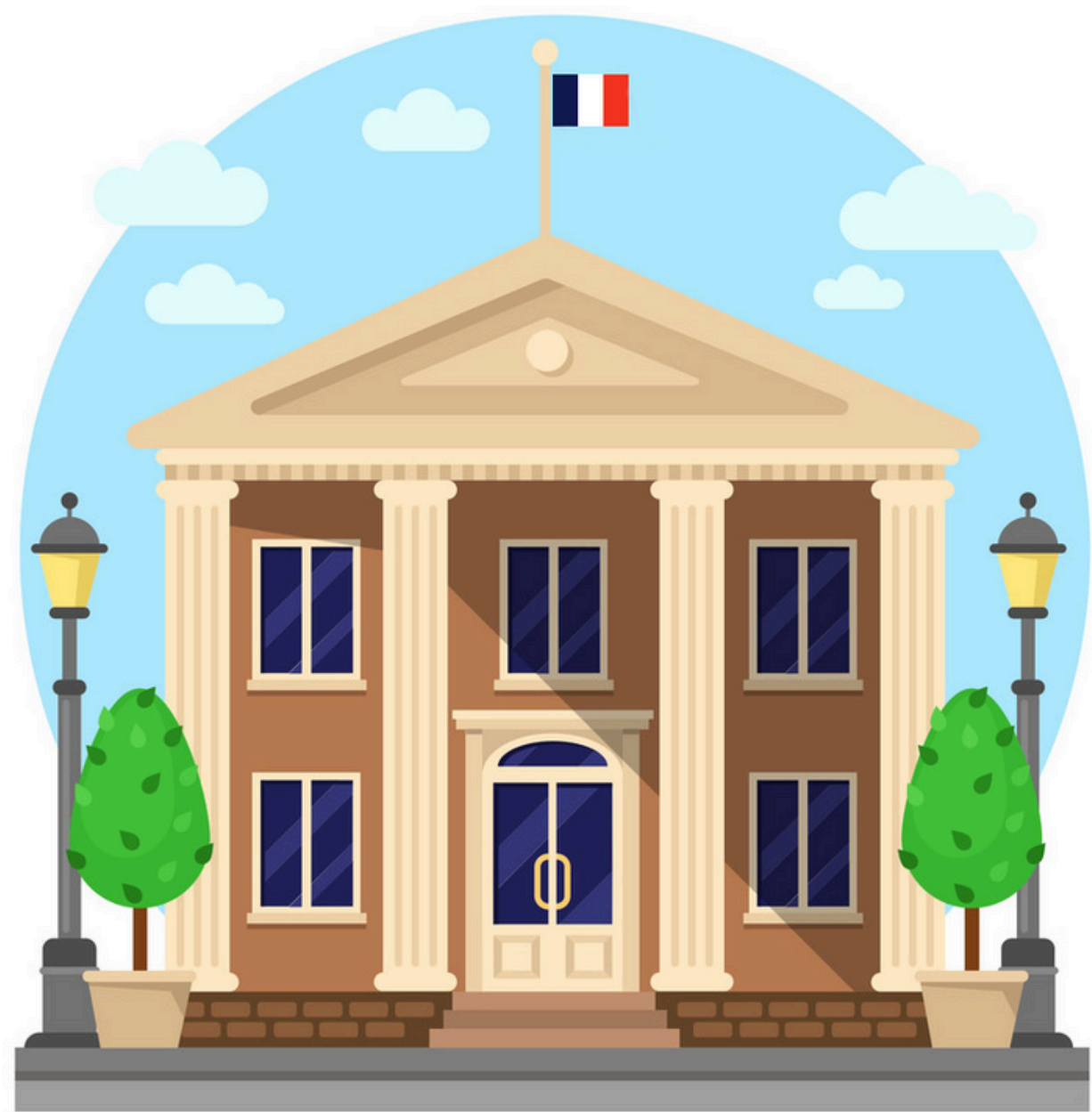



Case study 1 : an eco-village

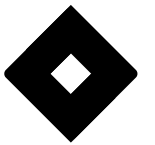
Irreversibility in setting up an instant messaging app :

“There were also discussions about using WhatsApp or something else like Telegram or Signal. But the group had already been created on WhatsApp and so there was inertia to change. And basically, there was too much inertia to ask everyone to install a new application that they don't necessarily use.”

Case study 2 : a town hall



Legal structure	Public legal entity (territorial collectivity)
Focus Group	Voluntary employees
Intensity of digital use	High
Values (extracted from interviews)	Public service, democracy, welcome
Progress of the experimentation	Phase 1 : Mapping of attachments 



Limitations and discussions of the protocol

- Attachments are revealed only when threatened or challenged
 - Protocol should be adaptative and flexible
- Low involvement of organisations
 - Probable causes : time constraints, not affected by these issues
 - Consequences : time-limited sessions
 - Adaptation : follow-up strategy to make ecological redirection a sustained practice within the organization + see beyond the “expert” nature and let the participants become their own investigators

Thanks for your attention !

References :

E. Bonnet, D. Landivar, et A. Monnin, Héritage et fermeture : une écologie du démantèlement. Paris: éditions divergences, 2021.

A. Monnin, Politiser le renoncement. Paris: Éditions divergences, 2023.

My follow-up questions for you

- In your opinion, what types of discourse or attitudes are most effective in motivating individuals to take action towards digital sobriety ?
- Do you think that democratic decision-making processes are levers or barriers to the implementation of digital sobriety policies ?