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# THOUGHT-STARTER: IS SOCIAL CAPITALISM IDEALISTIC?

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Plastic Bank

*The Future Laboratory attended the **Me Convention** in Stockholm last week, where discussions ranged how we can manage our relationship with technology, Silicon Valley's negative effects and why social impact isn't a passing fad.*

At SXSW's main event in Austin, Texas, inclusivity is often a topic of debate, with many panels on how to achieve gender parity and racial inclusion in Silicon Valley's heterogeneous bro culture. The **Me Convention**, a collaboration between the ideas festival and Mercedes-Benz, was no different.

Speakers such Tracy Chou, co-founder of **Project Include**, talked about the need to be more inclusive in staff recruitment practices. While Renata Avila, senior digital rights advisor for the World Wide Web Foundation, spoke about the nefarious nature of digital colonialism, with Big Tech such as Google and Facebook entering markets such as Africa under the guise of philanthropy.

Several talks also addressed the subject of social impact, and how creating products that do social good are not the antithesis of capitalism. For instance, Shaun Frankson, co-founder of **Plastic Bank**, presented his company's work with IBM to create a new commodity around what it calls 'social plastic'.

For more on the biggest ideas to come out of Me Convention, read our round-up [here](#).