EU 2020: Societal development towards a better quality of life

EU Objectives for the most developed countries

1. Research and innovation
2. Information and Communication Technologies
3. Competitiveness of Small and Medium-Sized Enterprises (SME)
4. Shift to a low-carbon economy
5. Climate change adaptation and risk management and prevention
6. Environmental protection and resource efficiency
7. Sustainable transport and disposal of congestion on major network infrastructure
8. Employment and support for labour mobility
9. Social inclusion and poverty reduction
10. Education, skills and lifelong learning
11. Increased institutional capacity and effectiveness of public administration

+ Health = Wellbeing
Wat is happening in our societies?

Composite solutions for composite challenges

Problems and needs of society

Energy

Nutrients

Food

Healthcare

Education Talentdev.

Economy

Technology

......
“Individual wellbeing is based on the individuals functioning in taking advantage in their own life. It is about where it leads to, not what means it takes. On the other hand: Economic rationality has to do with the choice of means, not ends. This calls for a new rationality.”
Amartya Kumar Sen  (Economist)

My rationality:

Creating well being might seem complex, but remember that complexity is only what we produce. It is something that we only need to reduce when it hinders our wellbeing.

Human behaviour is at least partly responsible for the complexity of this world and for the complex challenges arising from that.

Somewhere in the last centuries in the economical and technological driven parts of the world we lost the connection between the development of our nature and that of our systems, which made our lives complex and more or less guide by our systems.

Renewed inclusion of human biology in development approaches, could reinstall this connection between us and our systems, making complexities bearable and enabling us to handle them.
Why a societal transition is necessary?

- Patriarchal \(\rightarrow\) Matriarchal
- Hierarchical \(\rightarrow\) Networked
- Industrial \(\rightarrow\) holistic
- Technocratic \(\rightarrow\) Sociocratic
- Economy \(\rightarrow\) Well being

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### Values

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
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<tbody>
<tr>
<td>Conscious development</td>
<td>= making self conscious and environment conscious choices</td>
</tr>
<tr>
<td>Regionalization</td>
<td>= pulling value towards your own area of influence</td>
</tr>
<tr>
<td>Sensemaking</td>
<td>= valuing societal valued efforts from societal ‘goed’</td>
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<tr>
<td>Sustainable development</td>
<td>= invest in results that are long lasting</td>
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<tr>
<td>Well being</td>
<td>= focussing on those outcomes that enhance how people feel well about their situation within their societal context</td>
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<tr>
<td>Inclusive development</td>
<td>= cooperatively created, development shared by all</td>
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<tr>
<td>Resulting profit</td>
<td>= enhanced well being for all.....and a growing economy</td>
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Societal transition methodology

Societal transition strategy

RIS3

Sustainable societal transition policy & management

Transition governance

Sustainable transition monitoring in place

New concept of societies and how they develop
Our process of open co-creation

The Governance Cycle

1. Arranging actors
2. Sharing information
3. Collective evaluation of the situation
4. Definition of common strategy
5. Program/process definition
6. Initiating the continuation of the cycle
7. Corrective measures on program/process within the agreed governance framework
8. Definition of governance needs
9. Collective decision making on the program or process
10. Definition of indicators for learning and steering

Quadruple helix governance

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The society that consiously selfcreates its well being

- Out of the box
- Open to new ideas
- Disconnected from existing patterns

**Understanding**
- Collective referential framework

**Expressing**
- Communication
- Language
- Arts

- Open Communication
- Multi lingualism

**Help each other develop**

**Social connections**

**Arts (performing?)**

- Open playing / gaming
- Playground accessible to everyone
- No fixed rules

**Play**
- Help each other develop
- Social connections
- Arts (performing?)

**Open social systems**

**Caring for the world around us**

**Love / empathy**
- Taking care for each other
- Caring together
- Collective consciousness
- Feeling at home

**Creating**
- Societal production
- Knowledge sharing
- Co creation
- Smart specialization
- Collecting ‘the world’ into your own proximity

**Development including everything below**

**Living**
- Food provision
- Clean water provision
- Clean air
- Healthcare and social care
- Living together

**Facilities for talent development open to everyone**

**Tailor made talent development as basic principle**

**Development**
- Individual talent development
- Creating facilities for learning and training skills and developing ones talents
“be conscious about your environment”
“be conscious about your actions/role”

Local farmers

“be proud of the quality you produce”
“Real sustainable pricing is more profit for all”
“Real quality creates sustainability”

Local consumers

“Feel what you eat”

Food markets

“be sure about your added value”

Delivery services

“be efficient and sustainable for the benefit of all”

“you don’t live on the Internet”
“Internet can add to real social cohesion”

One stop shop:
an example of regional, sustainable on demand food
production, distribution and market (selling/buying),
that enhances regional/local social cohesion

“be interested in well being”
“well being for all = economy plus”