

Societal transitions

Inclusive

Human centered development

Research and Innovation Strategy

Well being

OECD

March 2014

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

?
cross
sectoral
space

Sectoral space

?

?

..... Energy Nutrients Food Healthcare Education Talentdev. Economy Technology

A new rationality for a better well being?

“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:

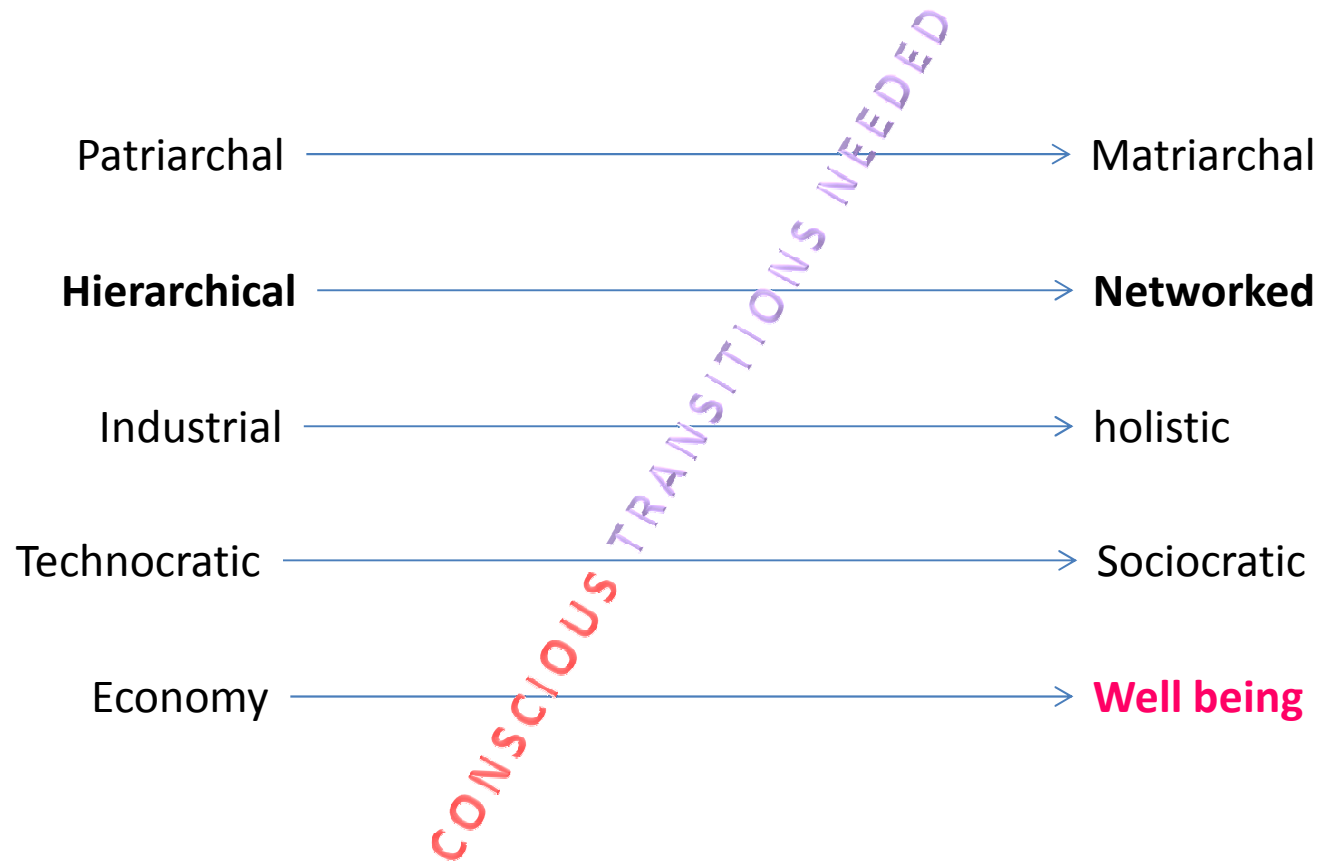
Creating well being might seem complex, but remember that complexity is only what we produce. It is something that we only need to reduce when it hinders our wellbeing.

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?

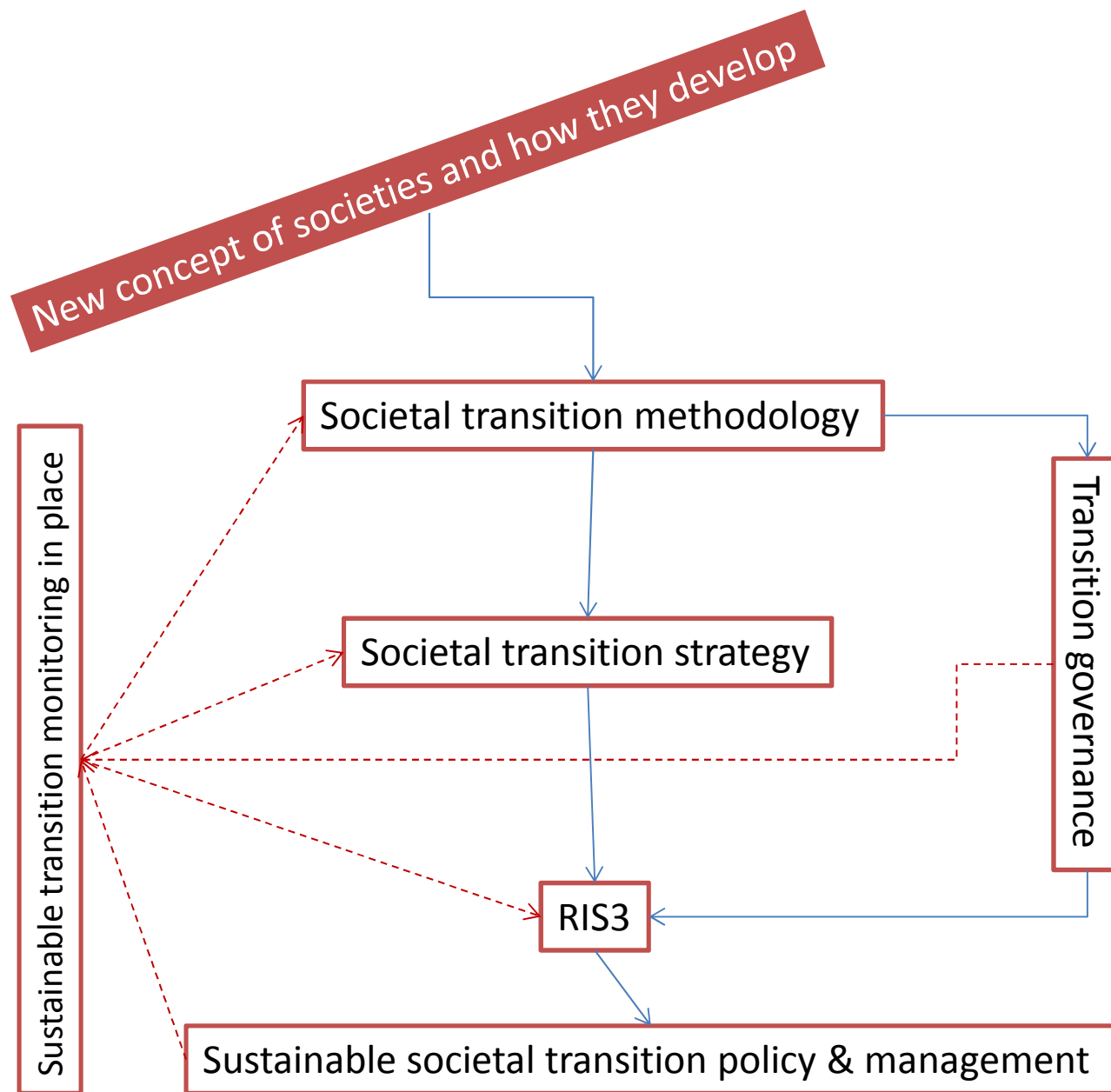


How to achieve transition

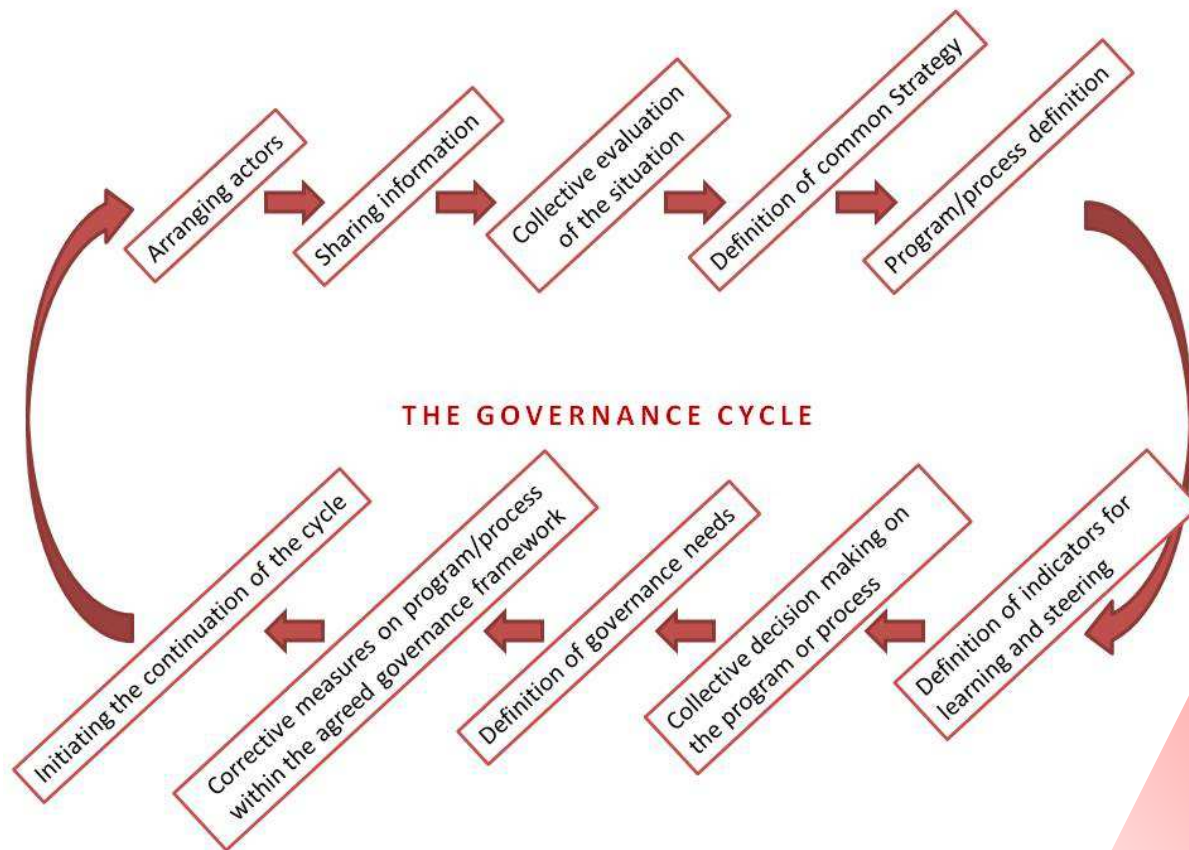
V a l u e s

- Conscious development = making self conscious and environment conscious choices
- Regionalization = pulling value towards your own area of influence
- Sensemaking = valuing societal valued efforts from societal 'good'
- Sustainable development = invest in results that are long lasting
- Well being = focussing on those outcomes that enhance how people feel well about their situation within their societal context
- Inclusive development = cooperatively created, development shared by all

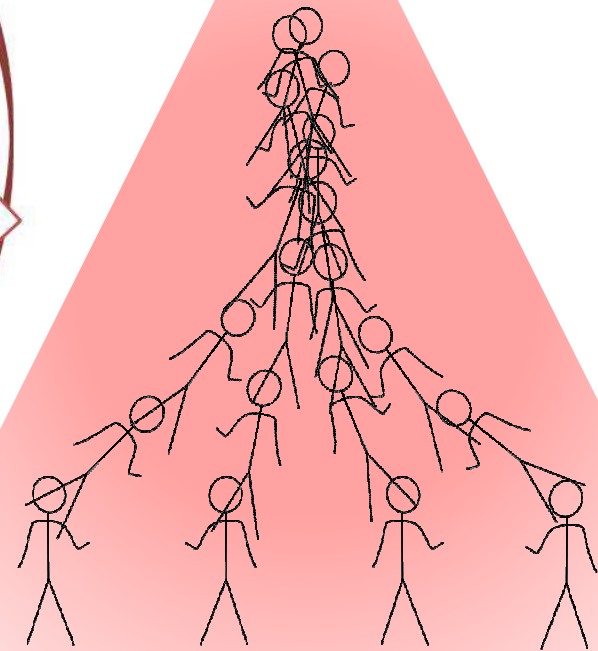
Resulting profit = enhanced well being for all.....and a growing economy



Our process of open co-creation



Quadruple helix
governance



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

Understanding

- Collective referential framework

- Open social systems
- Caring for the world around us

Love / empathy

- Taking care for each other
- Caring together
- Collective consciousness
- Feeling at home

- Development including *everything below*

Living

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

- Open Communication
- Multi lingualism

Expression

- Communication
- Language
- Arts

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

Play

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

- Open knowledge sharing
- Open sharing of ideas/inventions
- Open creative processes

Creation

- Societal production
- Knowledge sharing
- Co creation
- Smart specialization
- Collecting 'the world' into your own proximity

The society that consciously selfcreates its well being

- 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

Local consumers

“be proud of the quality you produce”

“Feel what you eat”

“Real sustainable pricing is more profit for all”
“Real quality creates sustainability”

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

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

“be sure about your added value”

“be efficient and sustainable
for the benefit of all”

Food markets

Delivery services

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