

SUSTAINABLE POST CAPITALISM

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P. DRUCKER: TRANSFORMATION

Every few hundred years in Western History there occurs a sharp transformation.

Within a few short decades, society rearranges itself : its worldview (paradigm), its basic values, its social and political structures, its arts, its key institutions.

Fifty years later there is a new world."

Peter DRUCKER: "Post Capitalist Society". Butterworth Heinemann, 1993, 2001, p.1.

PARADIGM: 5 LEVELS OF CHANGE

EU = NEW as new POLITICAL PARADIGM

4

EU's NEW ECONOMIC PARADIGM : KNOWLEDGE SOCIETY

3

FROM MODERNITY to TRANSMODERNITY

2

FROM PATRIARCHY TO POST PATRIARCHAL SOCIETY

VALUES SHIFT TOWARDS LIFE: "CULTURAL CREATIVES"

1



THE KNOWLEDGE SOCIETY: A NEW ECONOMIC PARADIGM

POST-INDUSTRIAL REVOLUTION

« *The move towards an information society... will in the long run be as important as the first industrial revolution.* »

European Commission, 1993, White Book on Growth Competitiveness, employment » (p. 95)

LISBON STRATEGY: AS A NEW PARADIGM

- In March 2000, the Head of the 15 Member States, canceled the MAIN paragraph:
- ***« A new paradigm is emerging encompassing both a technological revolution and a major change in the social exchange of knowledge, affecting all institutions... » p.276.***

DEFINITIONS

- **Data:** what is on the web, unorganised
- **Information:** is already sorted by « Google ». **Quality** before quantity
- **Knowledge:** is digested by human Person.
- **Wisdom:** Knowledge are rare. Not enough.

**Transparency
& ETHICS**

**New value creation
process:
Knowledge +
knowledge**

**New tool of
production:
the human person**

**New Qualitative
growth, towards a
sustainable world**

**New strategy:
beyond war: WIN-
WIN**

**Capitalizing on
cultural capital +
gender capital**

**Beyond pyramids
towards networks**

**Beyond patenting:
"Open Source"**

**New
measurements =
Qualitative
"intangible assets"**

**Beyond trade:
Free sharing
Knowledge is like
love**



**New CEO: enabling
creativity and
sharing, caring for
humans!**

**New human-
centered
management**

**HUMAN ABOVE
MACHINE (Apple)
(Positive scenario)**

A new economic paradigm

WHY POST-CAPITALIST ?

Peter DRUCKER, (1993) explains that HUMANS have suddenly become more important than financial capital, because they are the «NEW tool of production »».

Hence we are already in post-capitalism...

BEYOND TRADE : GIFT ECONOMY !

- If I exchange knowledge, *I do not loose my knowledge*. I win and you win. I am not trading anymore. I share and I GIVE. This is a “*win-win logic*” of sharing.
- We are thus entering full speed into the **GIFT ECONOMY**.
- And we rediscover the **sacred dimension of human exchanges** (Eisenstein 2011), which are **always qualitative** !

OPEN SOURCE SACRED ECONOMY ?

Open Source will win. Because we assist to the **end of private propriety**, linked to end of industrial patriarchy...

Defense of "Open Source" is **like a sacred mission** for some young people. See new political parties in Germany and Sweden.

It is a **fight for a gift economy**

LOVE ECONOMY ?

Knowledge is like love: the more you share,
the more you receive...

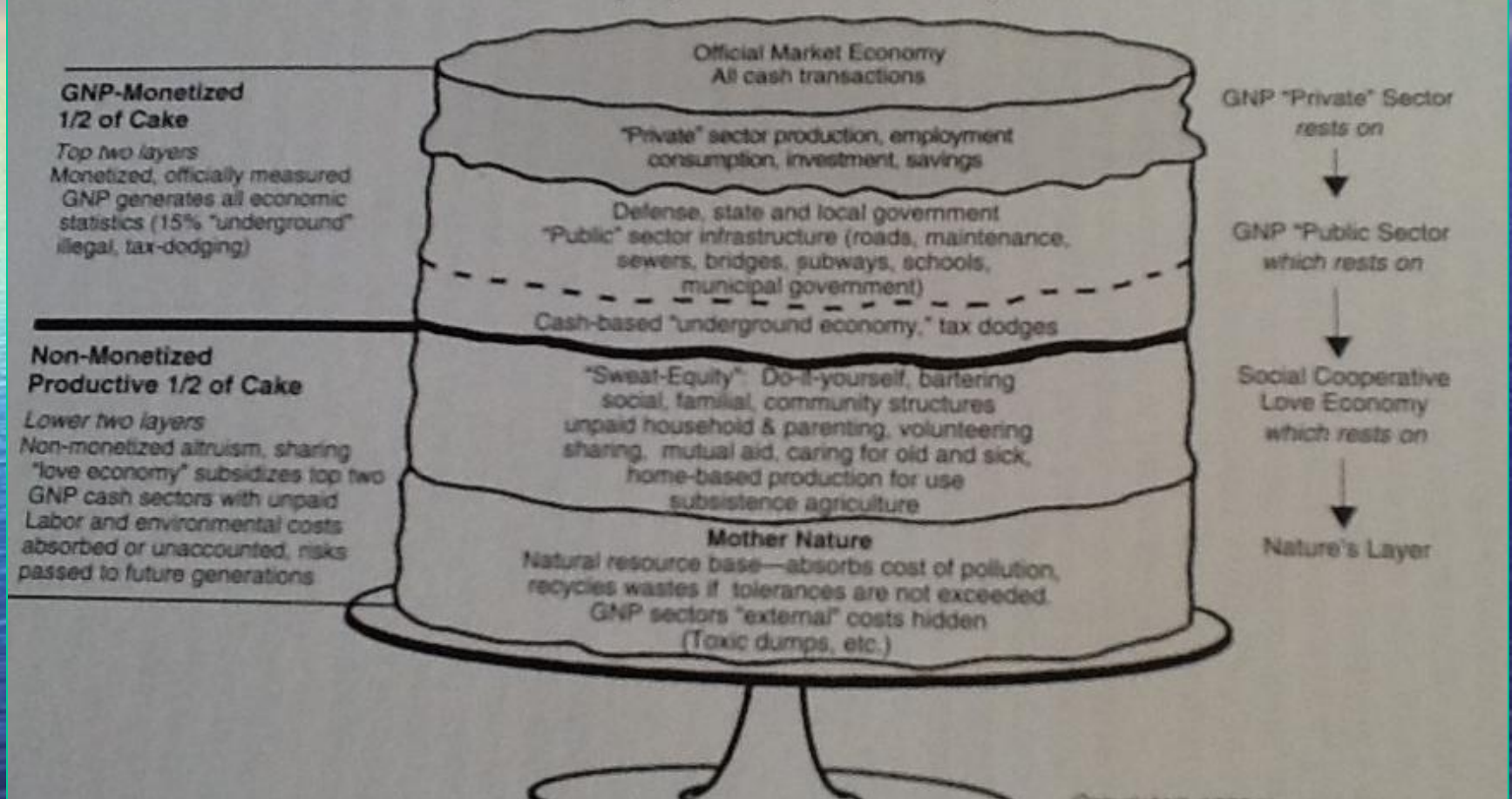
This is the opposite of « capitalist logic »!

It is really a new **ECONOMIC PARADIGM.**

See Hazel HENDERSON's cake of world
Economy (1983!)

LOVE ECONOMY IS 50%

(Layer Cake with Icing)



QUALITATIVE MEASUREMENTS : INTANGIBLE ASSETS (I)

- Intangibles assets =
 - Know how,
 - Reputation, Trust in the company,
 - Structure of the company, and Strategy (balanced scorecards)
 - Relations with personnel,
 - Relations with clients,

QUALITATIVE MEASUREMENTS INTANGIBLE ASSETS (II)

- Quality of the Networks
- Relation with civil society
- Care for SOCIAL INCLUSION
- Care for our collective Future and GENUINE SUSTAINABILTY
- **CSR & SUSTAINABILTY are becoming THE CENTRAL INTANGIBLE ASSETS**

INTANGIBLE ASSETS IN STOCK MARKETS (III)

- Today Stock markets measure more and more with intangible assets : Minimum 50% .
- Companies are obliged by the stock markets to become sustainable and socially inclusive
- Example: "*Men's Wear*" USA. & "*World Business Academy*", "*Spirit in Business*".

NON VIOLENT BUSINESS STRATEGY

- Old business strategy is warlike. Battlefield images are frequent. Patriarchal values dominate: “win-loose” strategies.
- New business strategy: NON-violent, WIN-WIN.
- Firms want to be LOVED. And work for the whole stakeholders. They want to be loved by the citizens

HUMANISM or MACHINISM: TWO SCENARIOS

- Scenario 1: Humanism
 - Human centered
 - Honest with humans
 - Really Transparent
 - Really ethical
 - Really concerned about the future
 - REALLY SUSTAINABLE
- Scenario 2: Manipulat.
 - "TRANS" humanist
 - Manipulate brain
 - No transparency
 - Industrial ethics
 - NO concern with Humanity's future
 - NON SUSTAINABLE

NETWORKS AND CO-CREATION

Once we are in network, co-creativity is becoming possible and the only way forward (wikipedia).

But further we see the emergence of collective intelligence, which is evident for the young generation.

This goes much further than « team work » approach...

CULTURE BECOMES CENTRAL

In the industrial society culture is considered as peripheral.

In this new gift economy, culture becomes **absolutely central,** because it represents the indispensable food for creative people.

There is a fight between cities to attract creative enterprises through cultural life.

(Richard FLORIDA)

WOMEN ARE MORE COMPETENT

In this new qualitative love economy,
women understand better and
perform better...if they get the
opportunity.

According to Eurostat, 100.000.000
europeans are shifting values in silence.

66% are women. This means that
everywhere women are leading the
change in silence

QUALITATIVE GROWTH IS SUSTAINABLE

The excellent final conclusion is that quantitative growth is unimportant in this new economy.

GROWTH BECOMES QUALITATIVE. Or
QUANTITATIVE DE-GROWTH !

And a qualitative growth economy is
potentially sustainable !

But it is a new paradigm.



THE EUROPEAN UNION IS A NEW ECONOMIC PARADIGM



THANK YOU

GOOD BOOKS

- **Peter DRUCKER:** "Post capitalist Society" Harper Business New York, 1993.
- **Maria Joao RODRIGUES:** "The knowledge economy in Europe" E Elgar. 2002.
- **Charles EISENSTEIN:** "Sacred Economics" Evolver editions Berkeley, 2011.
- **SISODIA, SHETH, WOLFE:** "Firms of endearment" Financial Times Editions, 2007

GOOD BOOKS

- **Jeremy RIFKIN:** *"The European Dream: when Europe's vision of the future is silently eclipsing the American dream"* Penguin 2004.

Frederic LALOUX: *Reinventing organisations.*
Foreword Ken WILBER. Brussels 2014.

- **Marc Luyckx GHISI:** *The Knowledge society: a breakthrough to genuine sustainability.* Editions India, Cochin, March 08. Open Source on my blog...



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