

THE SOUL OF EUROPE

Economic and Social Committee
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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

The diagram features an iceberg floating in a blue sky and light blue water. The iceberg is divided into five horizontal layers. The top layer is white and is above the water line. The subsequent four layers are green and are below the water line. Each layer is associated with a text box: a yellow box for the white layer, and white boxes for the green layers. The text boxes are positioned to the left of the iceberg.

EU = NEW POLITICAL PARADIGM

EU' NEW ECONOMIC PARADIGM "KNOWLEDGE SOCIETY"

FROM MODERNITY to TRANSMODERNITY

FROM PATRIARCHY TO POST PATRIARCHAL SOCIETY

**VALUES SHIFT TOWARDS LIFE: "CULTURAL CREATIVES"
= 100 MILLION**

Influence

Modern industrial Society

Patriarcate

Matriarcate

Transmodern Society

**NEW PARTNERSHIP
WOMEN-MEN**

**BUSINESS JUMPS
TOWARDS
A GIFT ECONOMY**

Industrial-modern LEFTOVERS

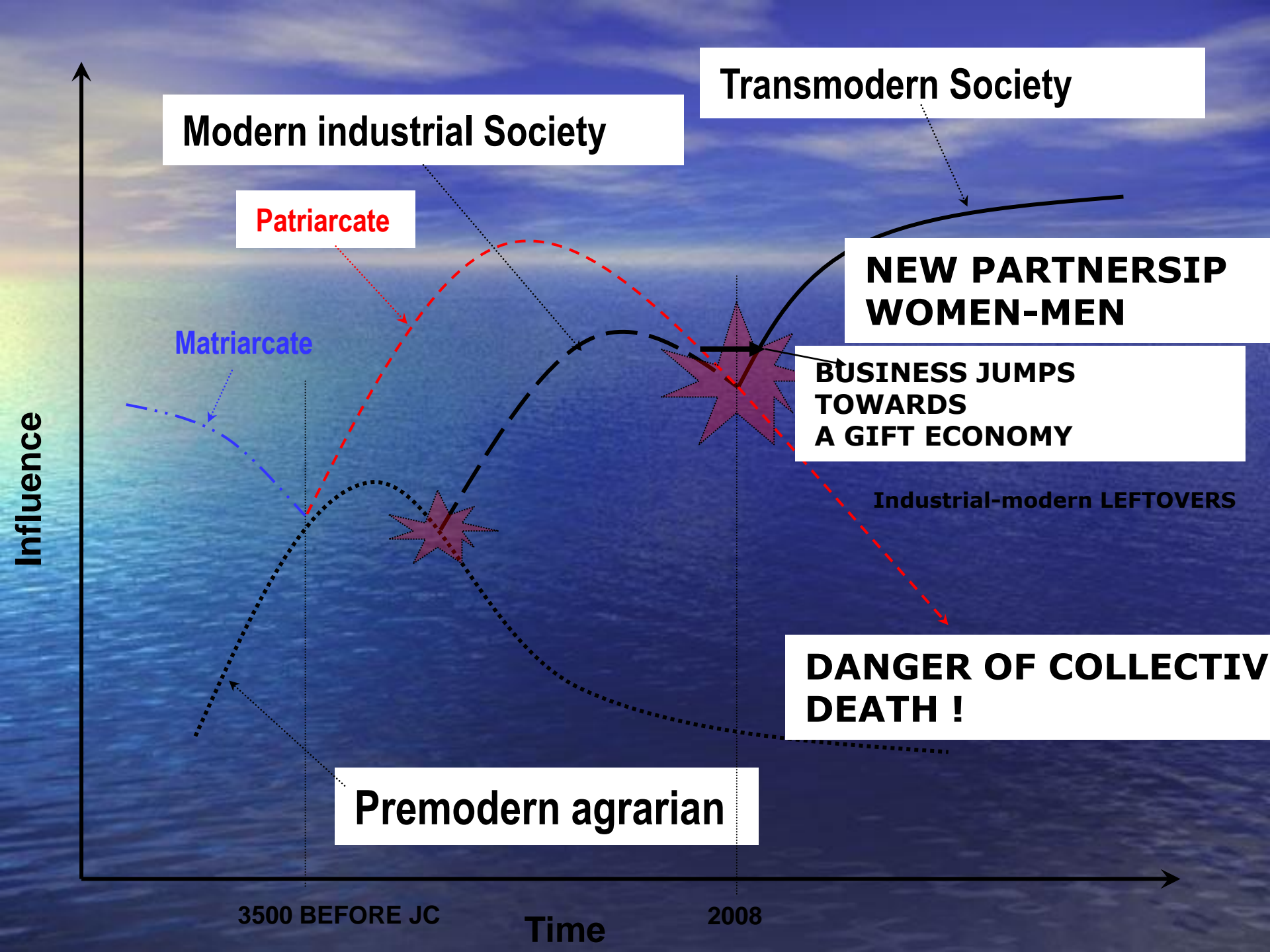
**DANGER OF COLLECTIVE
DEATH !**

Premodern agrarian

3500 BEFORE JC

Time

2008



4 CHANGES OF TOOL

	SHEPERDS	AGRICULTURE	INDUSTRY	INTANGIBLE
PROPRIETY	COMMONS:	PRIVATE PROP.	PRIVATE PROP	COMMONS: OPEN SOURCE
ECONOMY	SHARING	EXCLUSIVE CHURCHES	CAPITALISM	POST-CAPITALISM GIFT ECONOMY
MONEY	FEW MONEY EXCHANGES	CREATION OF SCARCE MONEY	SCARCE MONEY	ABUNDANT MONEY
GENDER	MATRIFOCAL	PATRIARCHAL	PATRIARCHAL	NEW YIN-YANG



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 ». Overabundance.
- Knowledge: is digested by human brain.
Less
- 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 world,
A new economic
logic**

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. 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** !

SACRED ECONOMY ?

Perhaps the defense of “Open Source” is **like a sacred mission** for some young people. See new political parties in Germany and Sweden.

See Eisentein' book.

LOVE ECONOMY ?

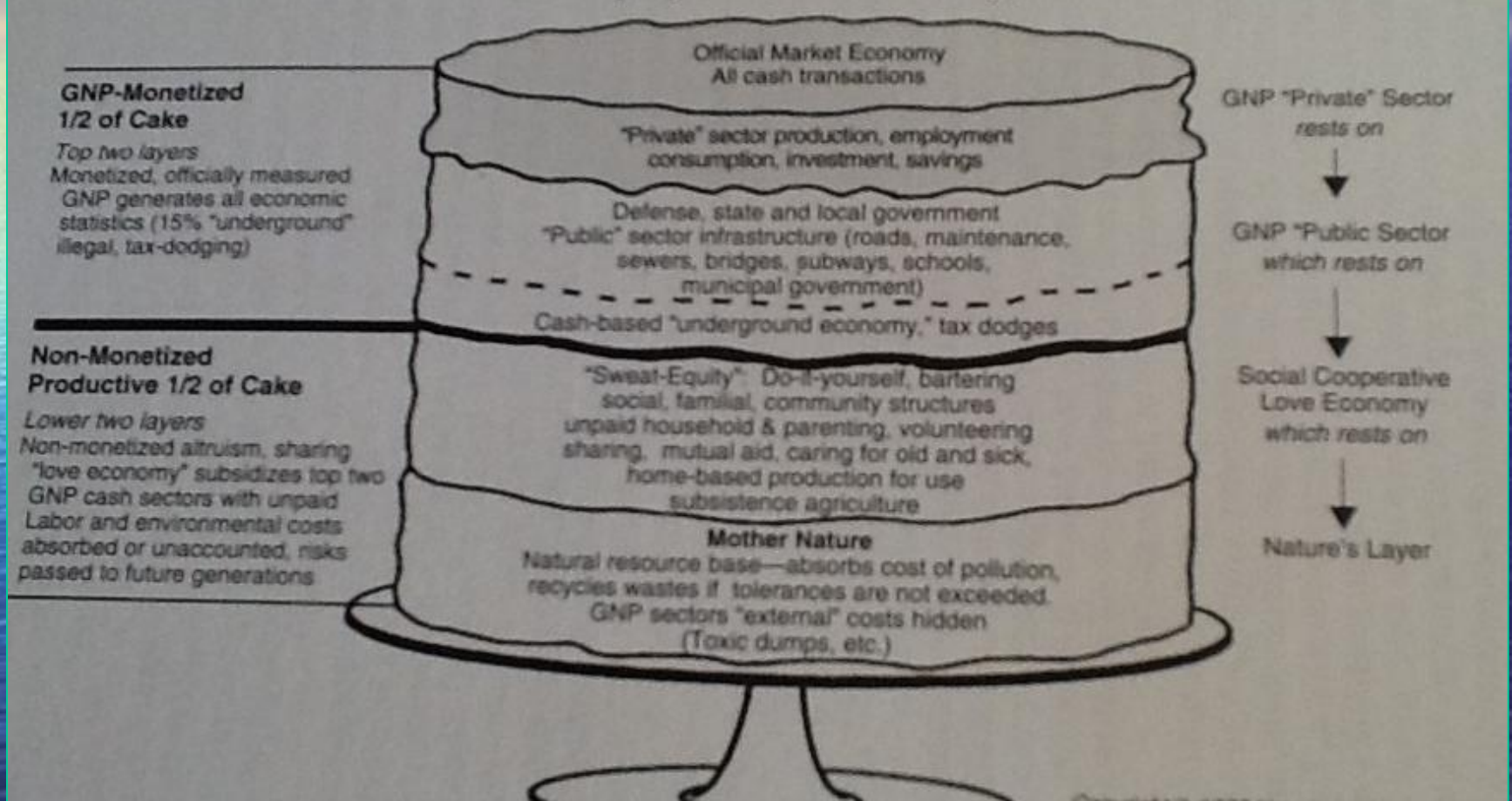
Knowledge is like love: the more you share,
the more you receive...

This is the opposite of « capitalist logic »!

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)

- Stock exchange measurements are still looking at financial “tangible” assets (quantitative) but they increasingly look at “intangible” assets (qualitative).
- Today a company is measured more and more by its intangible assets : Minimum 50% .
- 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-lose” 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

HUMANS or MACHINES: 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



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



Marc LUYCKX GHISI