



EUROPEAN
RENTAL
ASSOCIATION

TOWARDS A NEW CIVILIZATION

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HORIZONTAL TRANSFORMATION: A GLOBAL GEOPOLITICAL SHIFT

GLOBAL GEOPOLITICAL SHIFT

The world geopolitical situation has shifted since a few month.

We are going out of a deep « **Global systemic crisis** ».

From a Western-centerd world
towards a MULTIPOLAR WORLD.

And this global shift is also a important shift towards a new civilization.

GLOBAL GEOPOLITICAL SHIFT 2

3 Big Unions are obliged to reinvent themselves: European Union, United Kingdom and USA.

EU: No enlargement for 5 years.

EU frontiers are being defined: Ukraine will not be part of EU !

GLOBAL GEOPOLITICAL SHIFT 3

EU has to establish a new relation **and the new « EURASIAN UNION »** (Russia, Bielorussia, Kazakhstan, Armenia, Kirghisistan +Candidates: Tadjikistan, Ouzbekistan, Turkmenistan)... (Jan 1, 2015)

EURASIAN UNION's structures are inspired from EU structures...

GLOBAL GEOPOLITICAL SHIFT 4

EU has to invent a new relation with the **Shanghai Cooperation Organization** . (China, Russia, Kazakhtstan, Kyrgisistan, Tadjikistan, Uzbekistan, +CANDIDATES: Afgahnistan, India, Iran, Pakistan, Turkia, Belarus).

GLOBAL GEOPLITICAL SHIFT 5

EU has to invent a new relation with the BRICS countries (Brasil, Russia, India, China, South Africa)

BRICS have created a New World Bank, A New IMF, A new Rating Agency (de Villepin), a new monetary system.

BRICS are inspired by the EU structures

China proposes a **post GDP more qualitative approach** + Environment + Well being of citizen

GLOBAL GEOPOLITICAL SHIFT 6

EU has to invent a New Relation with USA, new partnership on equal footing ?

Will TTIP go forward ? Not sure in the same form.

EU has also to reinvent its Defense Policy in a post-Nato approach.

Should US troops remain in Germany ? (38.491 US soldiers are still based in Germany).



VERTICAL TRANSFORMATION: A NEW CIVILIZATION

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

An iceberg diagram illustrating five levels of change. The iceberg is divided into five horizontal sections, numbered 1 to 4 from bottom to top. The top section, labeled '4', is white and above the water line. The sections below, labeled '3', '2', and '1', are green and below the water line. Each section is associated with a text box describing a paradigm shift. The background is a blue sky with clouds above the water and a light blue sea below.

EU = NEW as new POLITICAL PARADIGM

4

EU's NEW ECONOMIC PARADIGM : KNOWLEDGE SOCIETY

3

FROM MODERNITY to TRANSMODERNITY: quantum physics

2

FROM PATRIARCHY TO POST PATRIARCHAL SOCIETY

VALUES SHIFT TOWARDS LIFE: "CULTURAL CREATIVES"

1



LEVEL 1: HUMANITY IS IN DANGER OF COLLAPSE

WORLDWATCH INSTITUTE WASHINGTON

- *"Our global economy is outgrowing the capacity of the earth to support it, moving us ever closer to decline and possible collapse...."*
- *"We have the technologies needed to build the new economy..."*

Lester BROWN: "Plan B 2.0" Norton NY, London 2006.
Presentation text on the cover.

UNESCO : WAR AGAINST NATURE

- Koichiro MATSUURA, Director of UNESCO in Paris has declared that *"we must end this war against nature, which is in fact a war against ourselves, and against the future generations."*
- *"We must conclude an armistice, a new "natural pact" of co-development with nature."* ("Le Figaro" Jan 11, 2007.)

WHY?

It is a question of
Survival for HUMANITY.



Level 2:

**END OF PATRIARCHAL
VALUES**

FROM MATRILINEAR TO PATRIARCHAL

- MATRILINEAR(-3500)
- Goddess MOTHER
- snake = her power
- Woman = sacred
- SACRED = LIFE tree, blood, birth...
- Sacred Sex & Pleasure
- Power = life-giving
- Beauty + art
Creativity
- PATRIARCHAL
- God the Father
- Snake = devil
- women infer + sin.
- SACRED= Tree of DEATH, blood, cross...
- Sex pleasure =impure
- Power = to kill
- Ascetism is better

END OF COMMAND AND CONTROL

- Every LEADER will have to shift his approach, and the political structures towards post patriarchal values:
 - respect for the environment,
 - Importance of human relations
 - Fostering the joy of creation,
 - contact with nature, link with the cosmos,
 - Interiority, spiritual dimension

A NEW WOMAN-MAN RELATION

- In every couple around the world, we see a hidden transformation of the relation. Hence... some new conflicts!
- This means that women and men are obliged to redefine their roles and behaviours.
- Few structures are able to help couples in this unexplained transition. SILENCE.
- This is also true in the business. But not yet worked on seriously...



LEVEL 3:

**BEYOND
MODERNITY**

8 DOMAINS OF INNOVATION IN THE 21st CENTURY

1. SCIENCE (quantum Physics) TECHNO.
2. ECONOMY AND FINANCE
3. EDUCATION
4. MEDICAL CARE
5. WAR, SECURITY & DEFENSE
6. ENERGY
7. AGRICULTURE
8. SPIRITUALITY



LEVEL 4:

**A NEW ECONOMIC
PARADGM**

THE SECRET:

**THE EU AS
NEW ECONOMIC
PARADIGM**

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 IN
CO-CREATIVITY**

**NEW QUALITATIVE
GROWTH, TOWARDS A
SUSTAINABLE WORLD**

**NEW STRATEGY:
BEYOND WAR:
WIN-WIN**

**NEW ROLE OF
CULTURE
WOMEN ARE BEST**

**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 IN CREATIVE
NETWORKS**

**NEW HUMAN-
CENTERED
MANAGEMENT**

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

KNOWLEDGE: A new economic paradigm

EXAMPLES

- ASCO
- AMAZON
- UBER
- FACEBOOK
- GOOGLE

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 : CONSCIOUS 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.

They are fighting for a gift economy...

LOVE ECONOMY ?

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

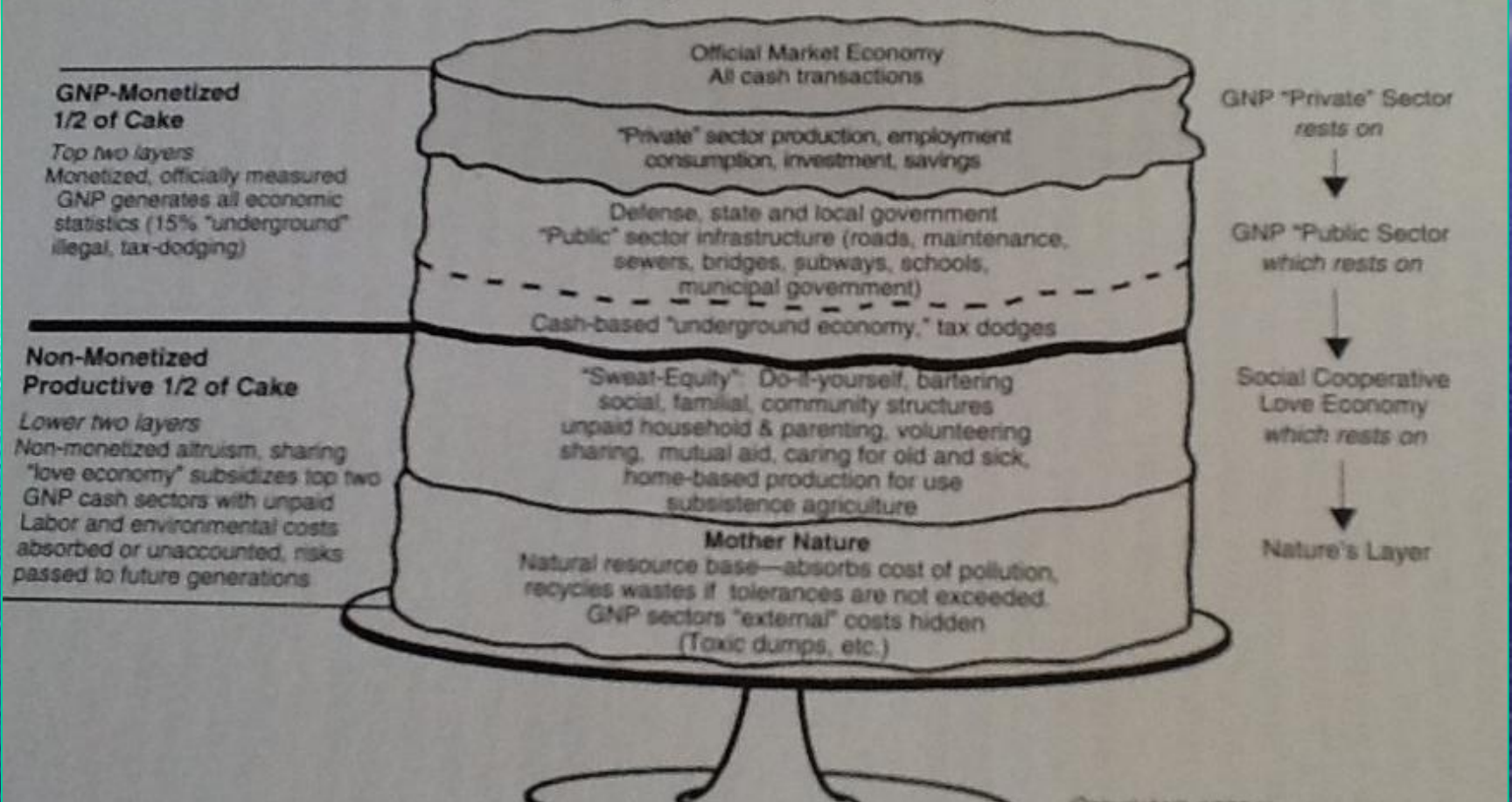
This is the opposite of the « capitalist-
industrial logic »!

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% ...in US.
- Companies are obliged by the stock markets to become sustainable and socially inclusive
- Example: "*Men's Wear*" USA. & "*World Business Academy*"; "*Spirit in Business*" and *NOW: CONSCIOUS CAPITALISM*.

VERNA ALLEE: ENTERPRISES ARE VALUE NETWORKS

Verna explains that industrial enterprises were conceived as machines: Value Chain.

In this knowledge society an enterprise is rather a Values Network.

CISCO: Material transactions are present. But the **intangible transactions** (in pink) are increasing the INTANGIBLE VALUE of the company

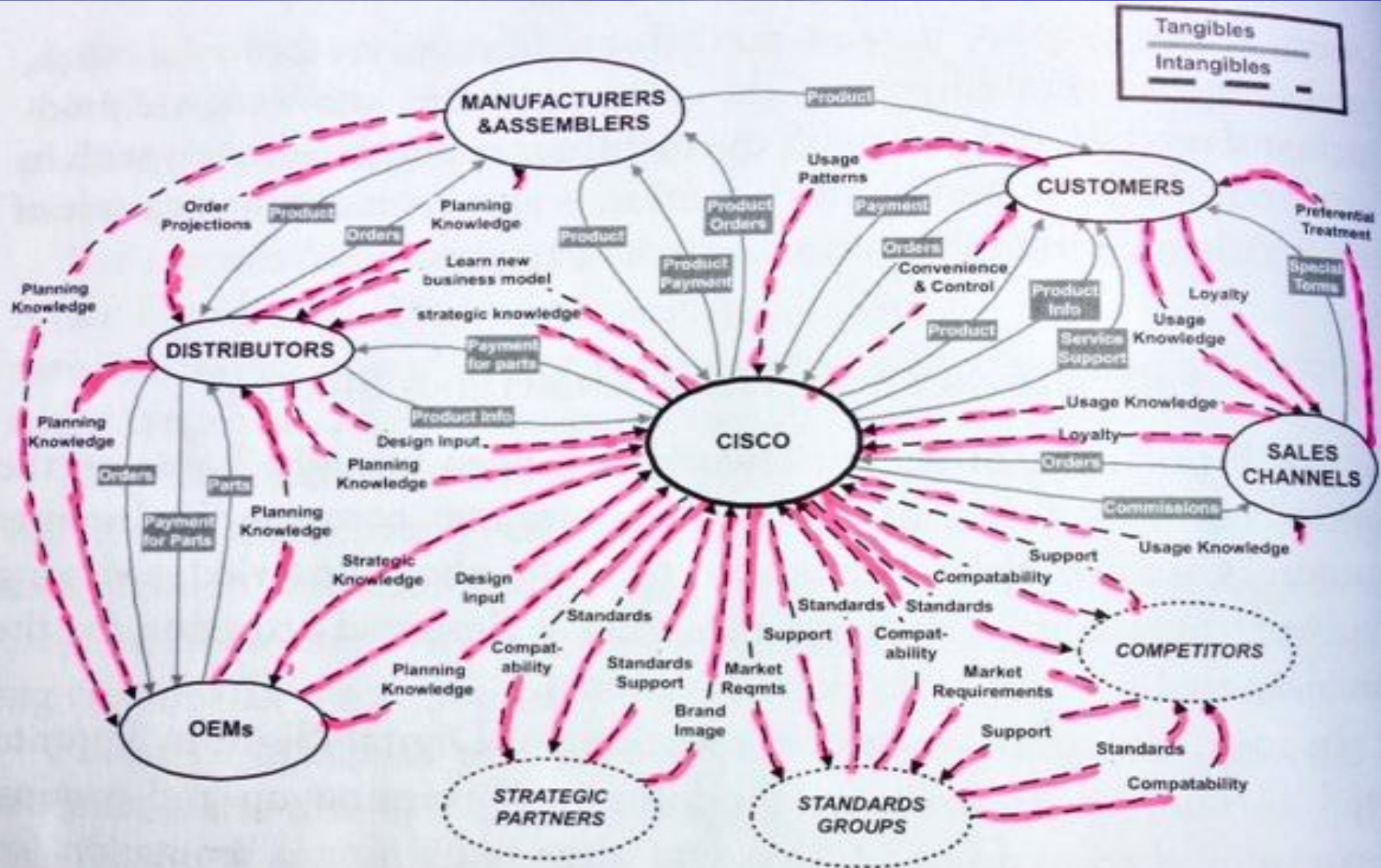


FIGURE 13.2 Cisco Systems value map. (Courtesy Digital4Sight.)

NON VIOLENT BUSINESS STRATEGY

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

NETWORKS AND CO-CREATION

Once we are working in network, co-creativity is becoming possible and is the only way forward (Ex: 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 represent the **indispensable food for creative people.**

There is a fight between cities to attract creative enterprises through cultural life, IN US & EU.

SEE : Richard FLORIDA: THE RISE OF THE CULTURAL CLASS. + EU ANNEX.

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 those new values
in silence.

In this group, 66% are women. This means
that everywhere women are leading
the change in silence

QUALITATIVE GROWTH IS SUSTAINABLE

The final conclusion is that **quantitative growth is LESS important** in this new economy.

GROWTH BECOMES QUALITATIVE. Or
QUANTITATIVE DE-GROWTH !

And a qualitative growth economy is
potentially sustainable !



**THE EUROPEAN UNION
HAS THE POTENTIAL OF
LEADING TO
A NEW ECONOMIC
PARADIGM**



BUSINESS' REACTIONS



A
Wall Street
Journal
Bestseller



LIBERATING THE
HEROIC SPIRIT OF BUSINESS

CONSCIOUS CAPITALISM

FOREWORD BY BILL GEORGE

JOHN MACKKEY

Co-CEO, Whole Foods Market

RAJ SISODIA

HARVARD BUSINESS REVIEW PRESS

TWO BOOKS...

1. MACKEY & SISODIA: « Conscious Capitalism » Harvard 2013. Business aims are the Beautiful, the Good and the Thruth: a really new paradigm of Business. ..which is endeared by the stakeholders!
2. F. LALOUX: » Reinventing organizations » 2014. About Companies with values and without Management structures

NATIONAL BESTSELLER

PETER F.
DRUCKER

POST-
CAPITALIST
SOCIETY

"The most thought-provoking book the renowned management guru has written in recent years."—*San Francisco Chronicle*

DRUCKER: POST-CAPITALISM

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...

But nobody dears to say it. Silence since 1993...!

RIFKIN: ECLIPSE OF CAPITALISM

In 2014, Rifkin publishes a new book announcing the eclipse of capitalism.

Capitalism has succeeded so well to cut the marginal cost to zero that it is collapsing: no cost and NO PROFITS anymore...

And the new society will be created in and through the « creative Commons »: the web which will remain free...and we will reinvent a new economic logic...



JEREMY RIFKIN

LA NOUVELLE
SOCIÉTÉ
DU COÛT
MARGINAL ZÉRO

L'INTERNET DES OBJETS
L'ÉMERGENCE DES COMMUNAUX
COLLABORATIFS
ET L'ÉCLIPSE DU CAPITALISME

LLL
LES LIENS QUI LIBÈRENT

CIVIL SOCIETY REACTIONS

- Schmacher Institute UK
- New economy Coalition (US)
- New Economics Foundation.(UK)
- Ethical markets TV: [ethicalmarkets/tv](http://ethicalmarkets.tv).
- Sustainable economist

Many movements like « Incredible Edible »
Cultivate FREE FOOD in the empty
spaces of our cities.. It's coming from UK
and are spreading globally

CIVIL SOCIETY REACTIONS

Most of the people distrust Banks and Governments. They advocate an economy which is at the service of the majority, cares for nature, the poor and the future.

Many young people are passionate about OPEN SOURCE. Parties are coming up in Germany and Sweden.

Open Source is important because this allows creative Commons

THE CLUB OF ROME ON MONEY

In 2012, The Club of Rome (EU-Brussels) presented to the European Parliament a research report of the necessity to enlarge the type of money we use in Europe and worldwide. € + complementary currencies.

According to Bernard Lietaer (Be), the main author, our system goes through crises at least 5 times a year. This is partly due to our money concept.



LEVEL 5:

SHIFT IN POLITICS

THE EU AS A NEW POLITICAL PARADIGM ?

Renaissance has brought to us the »Etat de Droit », which was a huge step forward in civilization (non-violence between citizens)

The EU Founding Fathers inaugurated a new structure of PERMANENT NON VIOLENCE BETWEEN STATES. This is a new political paradigm. It is a huge step forward towards a higher civilization. !

EU AS POLITICAL INNOVATION

1. EU is crafting every day pieces of a new non-violent Foreign Policy.
2. EU invents a new scientific paradigm (demand economy) (converging technologies)
3. EU invents a new integration policy.

EU's INNOVATION

4. EU invents a new concept of army, defence and security.
5. EU is proposing a new economic paradigm: the knowledge society

IS THE EUROPEAN DREAM SILENTLY WINNING...?

J RIFKIN in 2005 wrote: »The european Dream is silently outdating the american dream. »

This is what perhaps happens in silence...



THE IMPORTANT DEBATE ABOUT TECHONOLGY



THE SINGULARITY IS NEAR

WHEN HUMANS
TRANSCEND BIOLOGY

"Startling in scope and bravado."

—Janet Maslin, *The New York Times*

RAY
KURZWEIL

AUTHOR OF *THE AGE OF SPIRITUAL MACHINES* AND *HOW TO CREATE A MIND*

RAY KURZWEIL SINGULARITY IN 2034

Ray Kurzweil (*The Singularity Is Near: When Humans Transcend Biology*, 2006) pretends that technology will be more powerful than human brains in 2034. This will be the year of singularity.

Technology will inevitably take over global economy and global politics. But also our bodies and our brains.

THE TRANSHUMANIST POSITION

And Transhumanists say that we have not to resist, otherwise we will be obscurantists.

Science and technology will take over human governance and human bodies.

And science is OK and good.

So there is no ethical problem.

No ethical debate is necessary.

HUMANISM or MACHINISM: TWO SCENARIOS

Scenario 1: Humanism

- Human centered
- Honest with humans
- Really Transparent
- Really ethical
- Sincerely concerned about the future
- REALLY SUSTAINABLE

Scenario 2: Manipulation

- “TRANS” humanist
- Manipulate brain
- No transparency
- Industrial ethics
- NO concern with Humanity's future
- NOT SUSTAINABLE

EUROPEAN COMMISSION'S POSITION 2005

International Meeting in 2005, on the future of « converging technologies », Brussels.

In the nano world, (1/1000.000.000 mm), biology, physics, biology, informatics, nanosciences are blurring... This could become a new scientific paradigm.

The european Commission **wants to reaffirm that Humans HAVE to remain in the center.**

EUROPEAN COMMISSION'S POSITION 2005

1. Instead of US: « *engineering OF the human mind and the body* », the european experts advocate « *engineering FOR the Brain and the body* ».
2. *Citizens must be involved in the decisions and research since the first day.* And not....
when everything is already decided !

EUROPEAN COMMISSION'S POSITION 2005

3. Ethics is completely integrated inside the creative development process, and scientists shall be educated in ethics.
4. There is a **NEW CONTRACT between SOCIETY and SCIENCE.**

WHY KURZWEIL IS WRONG

Kurweil is wrong:

1. His vision of science as objective, above ethics, and independant of the public, is dating from 1800. Old paradigm...!
2. His vision of human brain as a machine/computer is outdated. Old paradigm !
3. New science is showing that human brain is also a receiver and sender of information. Kurzweil does not know this.

WHY KURZWEIL IS WRONG ?

Explanation: (RIFKIN). His vision of science and technology is frozen in 1800, with the « American Dream ».

And transhumanists have no vision of a sustainable future for humanity.

There have an impact because they promise immortality...

They can do a lot of harm, but not for long time...



CONCLUSION

CONCLUSION: NEW VALUES

As we have seen, the very basic values on which our modern-western-worldwide civilization is relying...are shifting in silence.

From values of death to vlaues of life

From values of war to win-win values of love

From economic violence to economic sharing

From political war towards non-war...

CONCLUSION: NEW VISION

Teilhard de Chardin announced in 1950 that Humanity will go towards the NOOSPHERE, a higher level of love and synchronicity, synergy between humans.

Sri AUROBINDO in India announces that the Supramental, a divine energy, is coming down on earth.

BUT A LOT OF RESISTANCES

My hypothesis is that the more people are experiencing a new kind of positive energy, like in France January 11,... the more resistances are becoming hard and stubborn...

EUROSTAT: 100 millions europeans are shifting values in silence, but 400 millions are not...



THANK YOU

GOOD BOOKS

- **Peter DRUCKER:** "Post capitalist Society" Harper Business, New York, 1993.
- **Maria Joao RODRIGUES:** "The knowledge economy in Europe" Edward Elgar. 2002.
- **Charles EISENSTEIN:** "Sacred Economics" Evolver Editions Berkeley, 2011.
- **John MACKEY, Raj SISODIA:** "Conscious Capitalism" Harvard Business Review Press, 2013.

GOOD BOOKS

- **Jeremy RIFKIN:** *The zero marginal cost society: Internet of objects, Creative Commons and the Eclipse of capitalism* Palgrave & Macmillan, 2014
- **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.

GOOD BOOKS

- Marc Luyckx GHISI: "*The Knowledge society: a breakthrough toward genuine sustainability.*"
Open Source on my
blog...www.vision2020.canalblog.com
- marcluyckxghisi66@gmail.com
www.vision2020.canalblog.com