

DIGITAL TRANSFORMATION OF EU AND WORLD ECONOMY

Dr Marc LUYCKX GHISI

Former Member of the Forward Studies
Unit of the European Commission

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)

THE « 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.*

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



KNOWLEDGE: A new economic paradigm

NEW CEO: ENABLING
CREATIVITY AND SHARING
IN CREATIVE NETWORKS

NEW HUMAN-
CENTERED
MANAGEMENT

HUMAN ABOVE
MACHINE (Apple)
(Positive scenario)

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. You can patent any objects.

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 ?

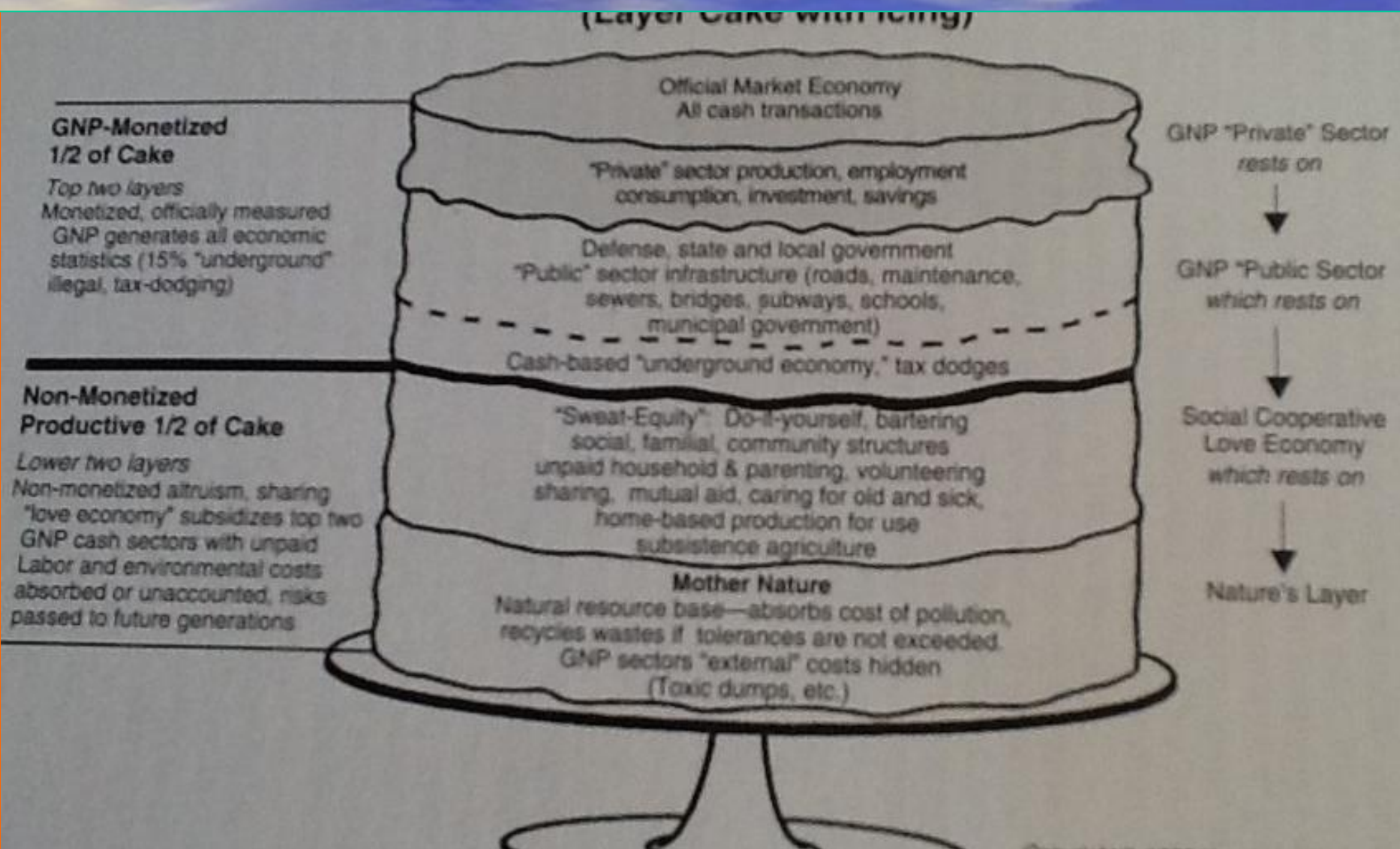
Knowledge is like love: the more you share,
the more you receive...

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%



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*.

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 usually 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 !



**IS THIS NEW
ECONOMY POST-
CAPITALIST ?**

P. 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. We were silenced in 1993...!

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*

RIFKIN: ECLIPSE OF CAPITALISM

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

Capitalism has succeeded so well to diminish the marginal cost to zero, that it is collapsing: no profit 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



CONCLUSION



**THE EUROPEAN UNION
HAS THE POTENTIAL OF
LEADING TO
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" 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