

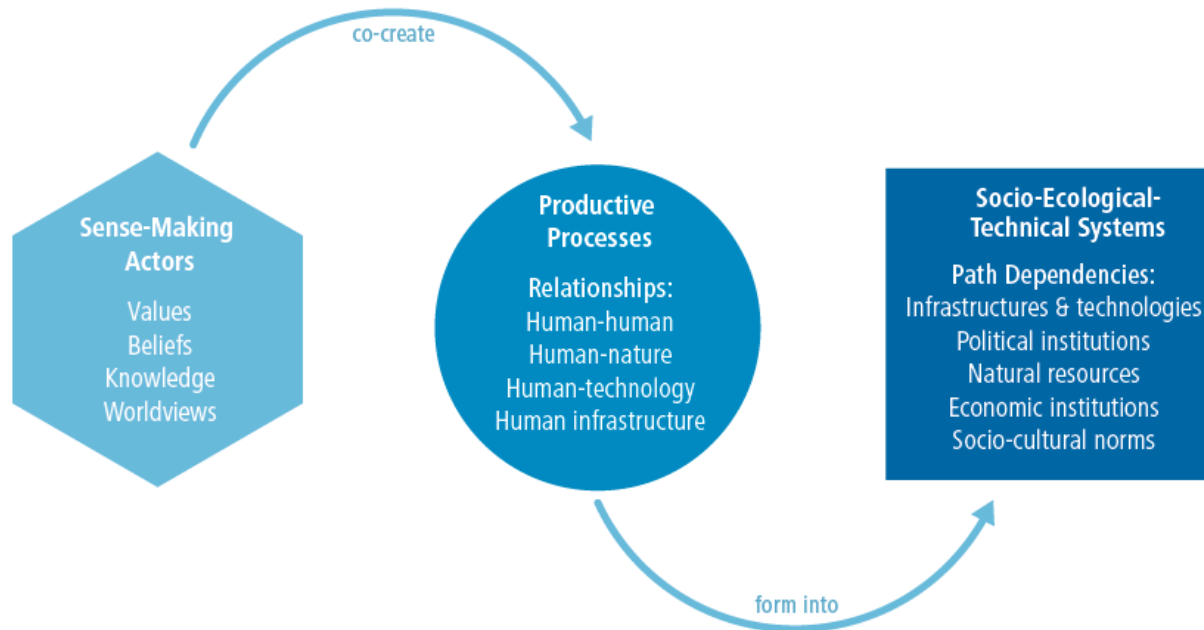
The Great Mindshift

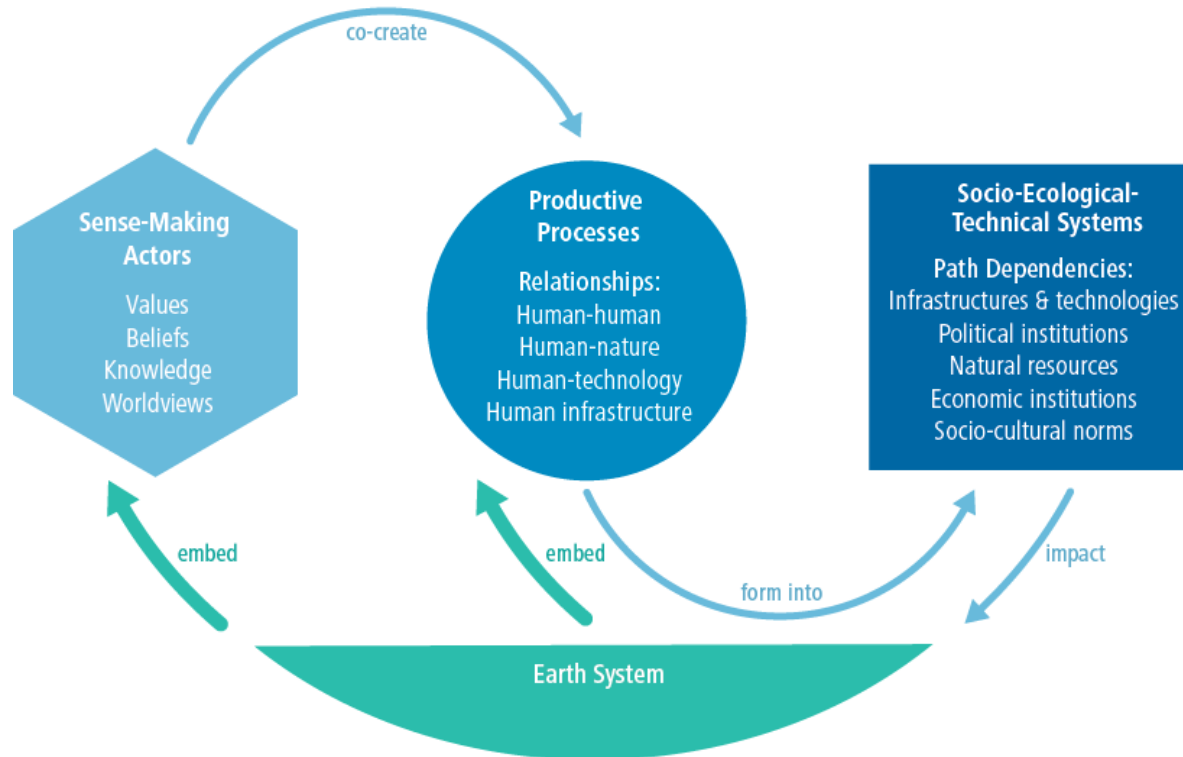
Soft Power in Sustainability Transformations

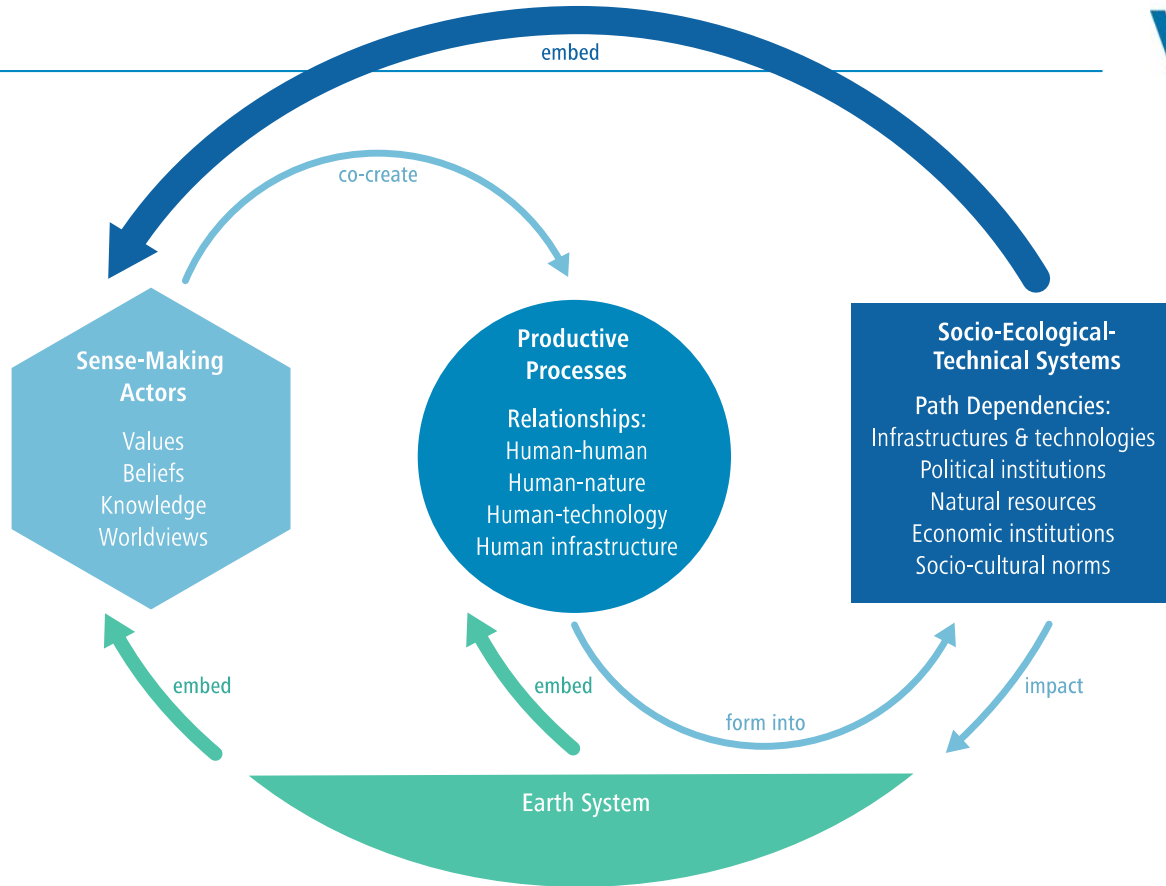
Transforming our world – ok, let's go!

1. If the changes envisioned by the 2030 Sustainable Development Agenda are supposed to be transformational in quality, *how do we work toward this quality?*
2. If the transformations envisioned are supposed to support sustainable development, *what are the key leverage points to unlock unsustainable path dependencies?*

Transformation as an ongoing process







What is transform-ability?

“the capacity to create *untried beginnings* from which to evolve a *fundamentally new way of living* when existing ecological, economic, and social conditions make the current system untenable.”

Stockholm Resilience Centre 2012

Q 1: Reflexivity - the place of transformative intent

pur·pose

/'pərpəs/

Noun

The reason for which something is done or created
or for which something exists.

Purpose of history-making today



“Success”



“Progress”



“Development”



“Return on Investment”



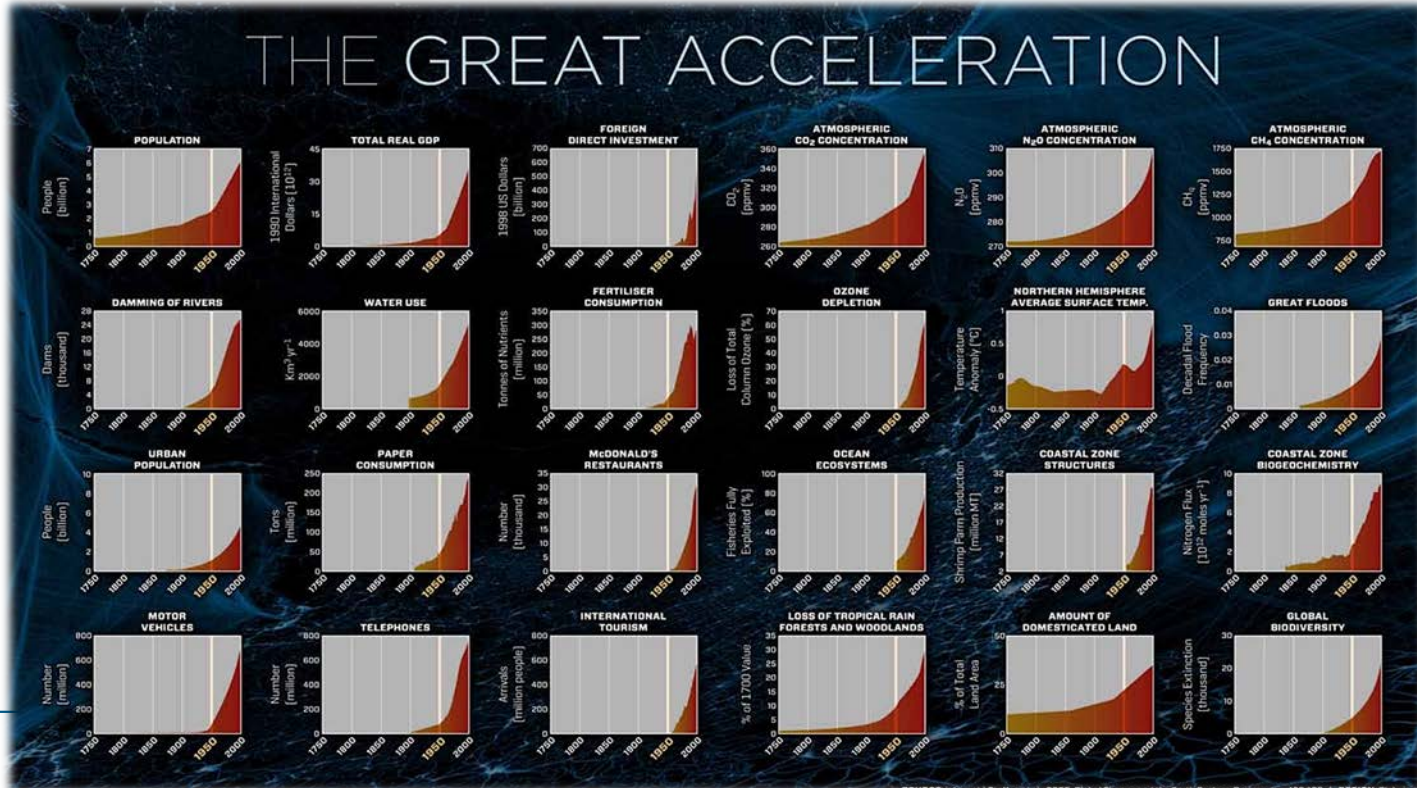
“Economic Success”



“Quarterly Reporting”

Pattern of history-making today

THE GREAT ACCELERATION



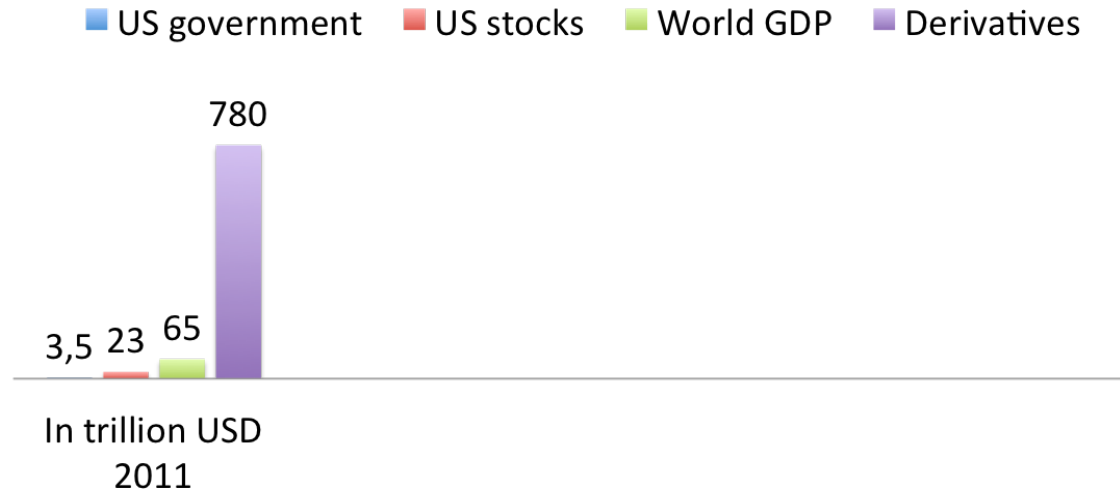
The Great Mindshift behind history-making today

“nineteenth century civilization (...) chose to base itself on a motive only rarely acknowledged as valid in the history of human societies, and certainly never before raised to the level of a justification of action and behavior in everyday life, *namely gain.*”

Karl Polanyi, 1947

Blinding effects of the economistic development story

Where is wealth?

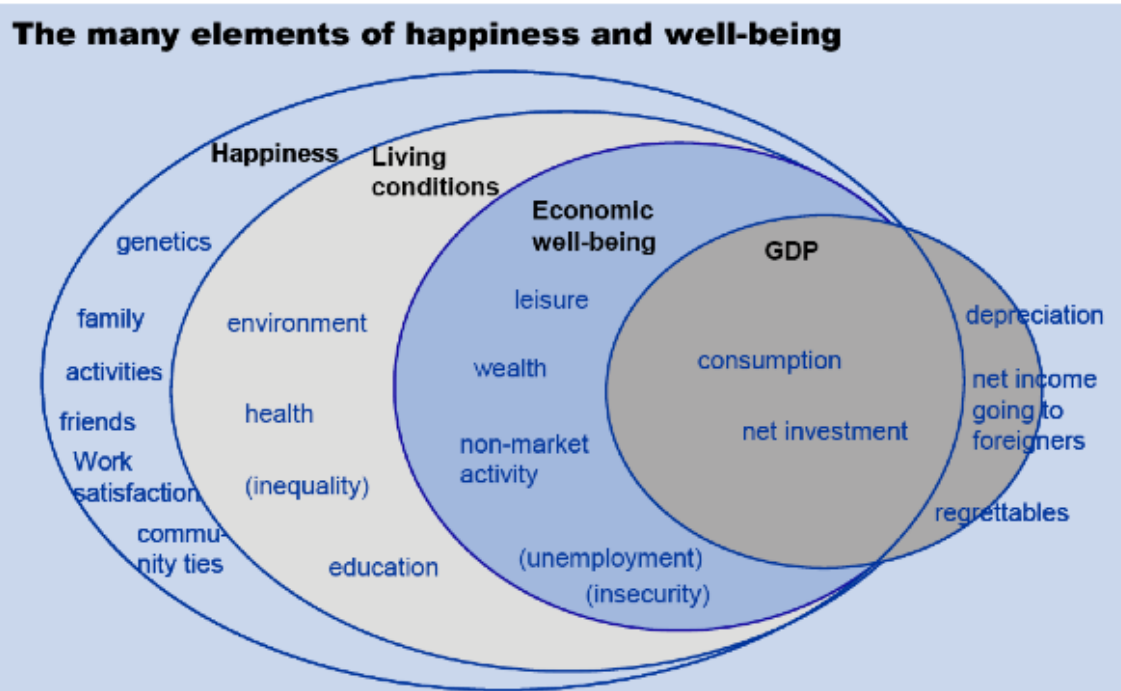


Blinding effects of the economistic development story

What are “productivity gains“?



Blinding effects of the economistic development story



What do we sacrifice for “growth“?

Blinding effects of the economistic development story

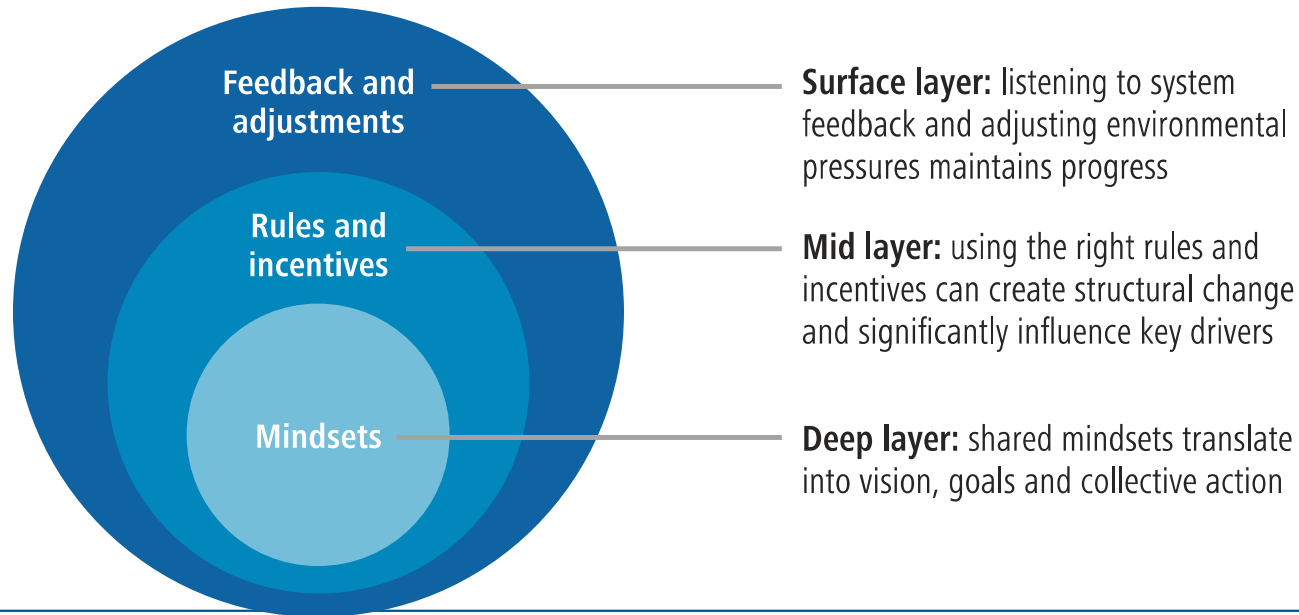


**TOO MANY PEOPLE SPEND MONEY THEY HAVEN'T EARNED TO BUY
THINGS THEY DON'T WANT TO IMPRESS PEOPLE THEY DON'T LIKE.**

Where does “competitiveness” make sense?

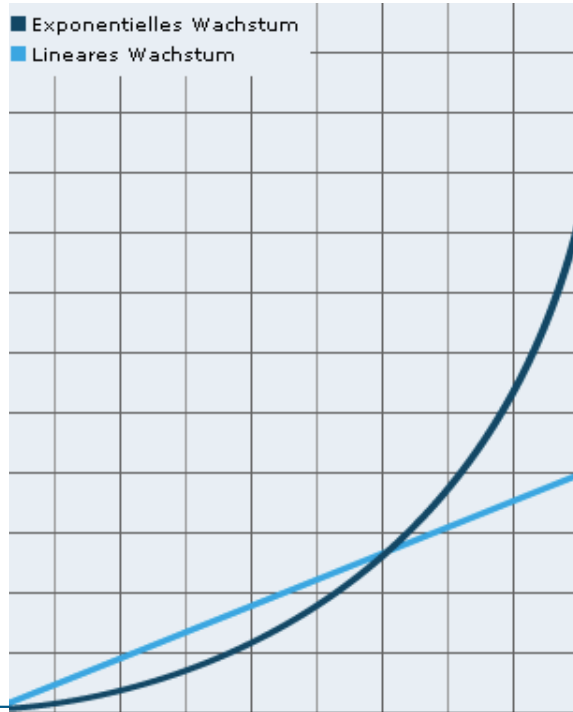


The Soft Power in Sustainability Transformations: *Repurposing*





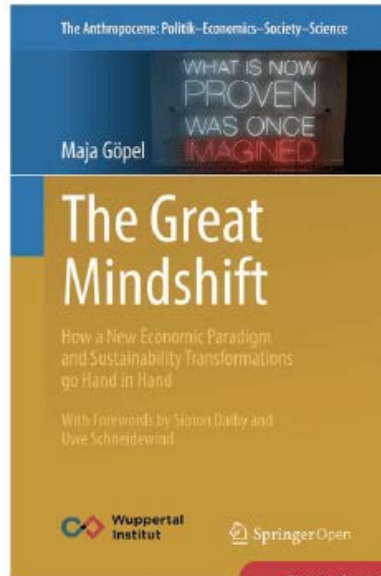
Q2: Repurposing our economy as high leverage point





*„YES, THE PLANET GOT DESTROYED. BUT FOR A BEAUTIFUL MOMENT
WE CREATED A LOT OF SHAREHOLDER VALUE.“*

Thank you



“a manifesto
for the
disheartened”

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