

# Co-creating sustainable wealth --what principles and values do we need to develop ?

Ebbf Make it Meaningful series Conference  
3-6 October 2013 Barcelona, Spain  
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# Wealth

Abundance of  
valuable resources

Property/produce/  
people  
**Ownership**

Profit

Control

Competition



# Production and Consumption

Access and distribution

Social positioning

Maintaining balances  
in Nature, society and  
the universe





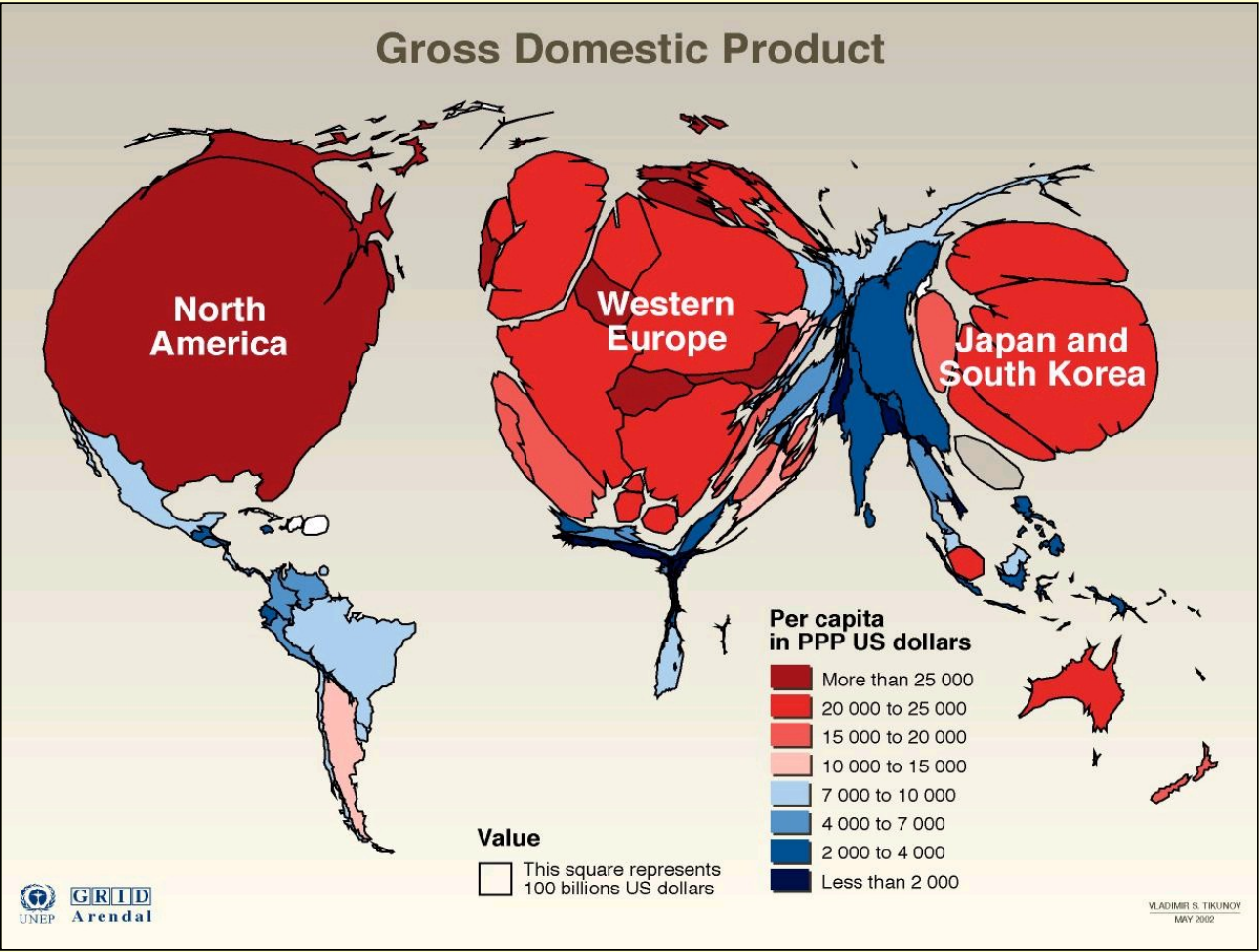
## Mammon

- Gluttony
- Miserliness
- Exploitation



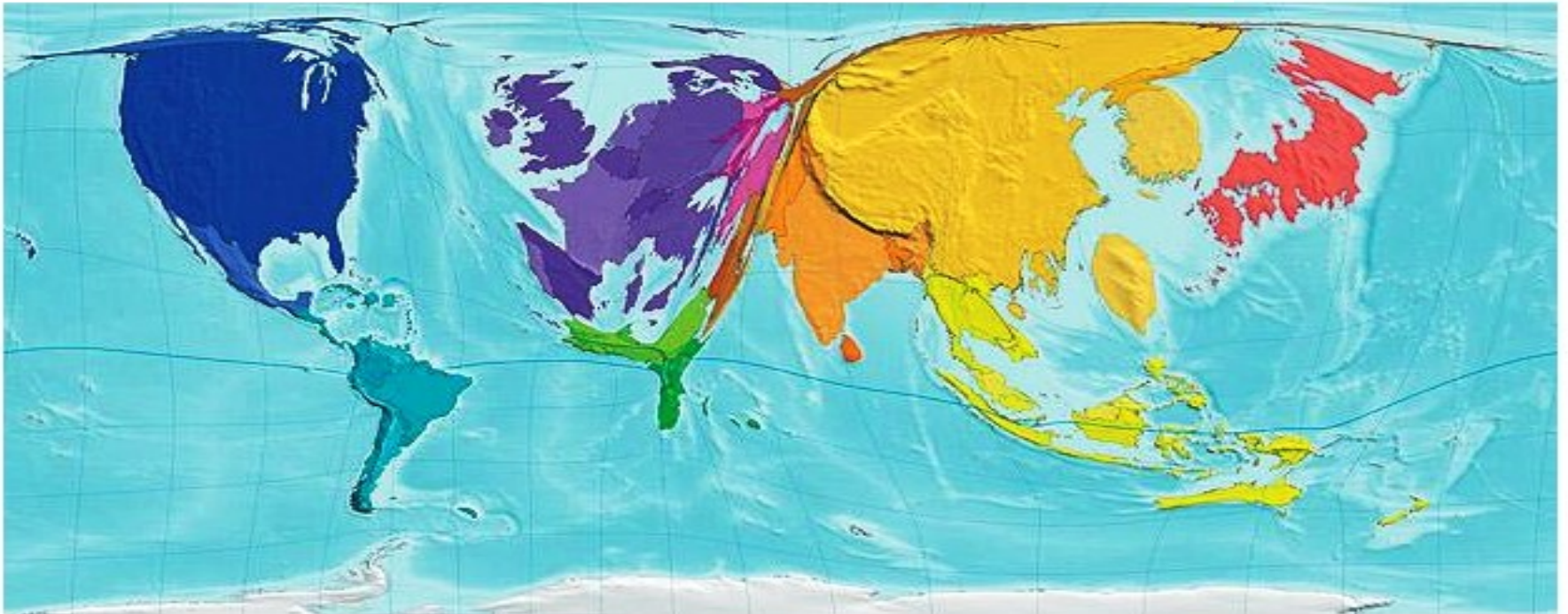


# Accounting: GDP (Gross National Product Index)



Predicted wealth in 2015

(Atlas of the real World)

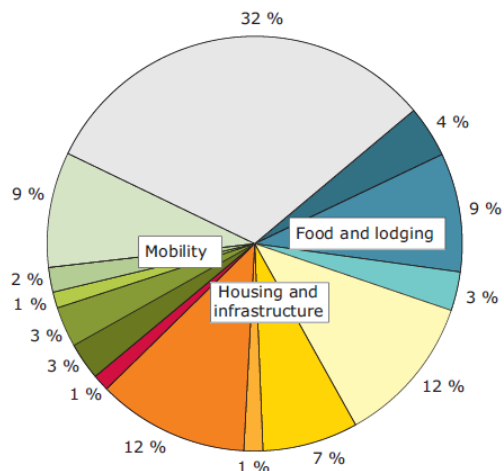


### **Projected wealth in the year 2015**

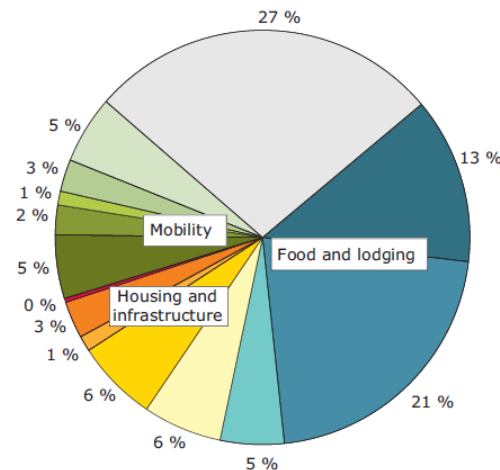
China seems set to come full circle from 2,000 years ago. If estimates are correct, by 2015 China will be producing 27 per cent of the world's wealth, up from just five per cent in 1960.

**Figure 4.3** Direct and indirect pressures from domestic final consumption (\*) assigned to Food and lodging, Use of housing and infrastructure and Mobility, EU-9, 2005

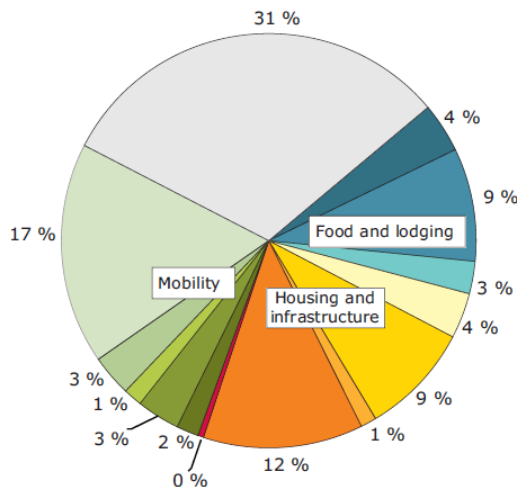
**Greenhouse gas emissions**



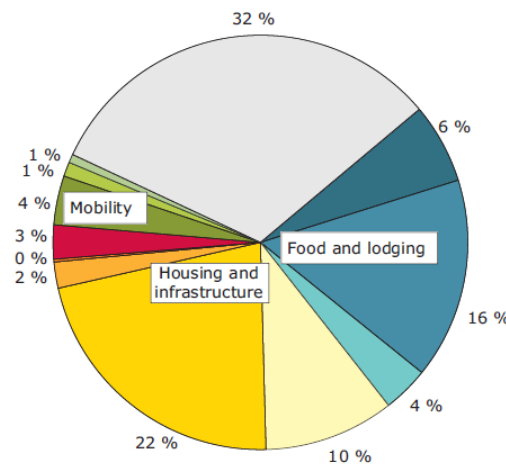
**Acidifying emissions**



**Ground ozone precursors**



**Total material requirement**



- Other products and services
- Agriculture products,
- Food products and beverages
- Hotel and restaurant service
- Electrical energy, gas, hot water
- Construction work
- Real estate services
- Private households (heating + others)
- Sewage and sanitation services
- Coke, refined petroleum products,
- Motor vehicles and trailers
- Trade and maintenance of motor vehicles
- Land transport
- Private households (transport)

**Note:** (\*) i.e. total national consumption.

Catastrophic impact  
on our physical and  
social environment

# An Essential Shift

Based on the realization that **ideational cultures** are stronger and more resilient and possibly more sustainable than **sensate** cultures,

there is a revived interest in redefining “wealth” in terms other than purely material/monetary ones.

\*

Human perspective

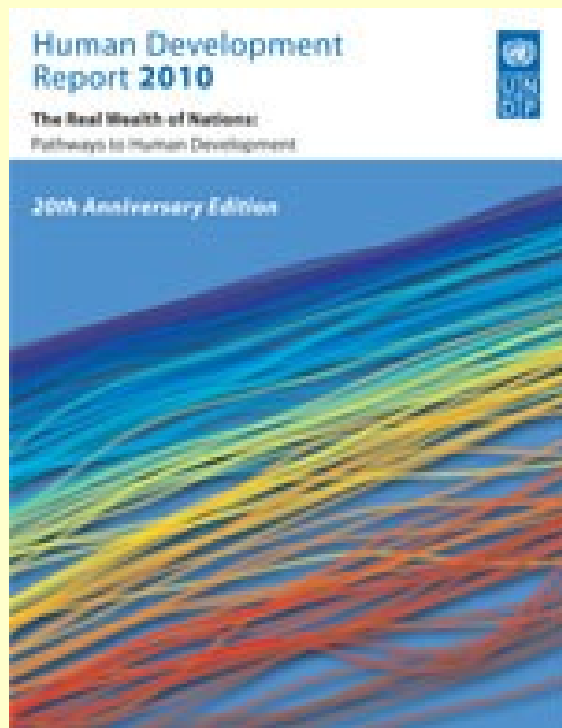
Technical perspective

Systems perspective



# Human perspective:

“People are the real wealth of nations”



## Genuine progress indicators = welfare economics

Marilyn Waring reviewed weaknesses in GDP and other existing monitoring indicators

*Manfred Max-Neef when macroeconomic systems expand beyond a certain size, the additional benefits of growth are exceeded by the attendant costs. (Max-Neef 1995.)*

Income versus human/social capital depletion

# HDI (Human development Index)

Miles ( 1992) Amartya Sen, Mahbub ul Haq (UNDP)

## **Indicators of:**

- social empowerment (civic participation)
- security (freedom to chose and have an opinion)
- economic growth

## **Focuses on:**

- human capital
- social capital

**Annual reports** Continual adjustment of indicators and formula

# Millenium Development Goals (MDG's)



**1** Eradicate extreme poverty and hunger

**2** Achieve universal primary education

**3** Promote gender equality and empower women

**4** Reduce child mortality

**5** Improve maternal health

**6** Combat HIV/AIDS, malaria and other diseases

**7** Ensure environmental sustainability

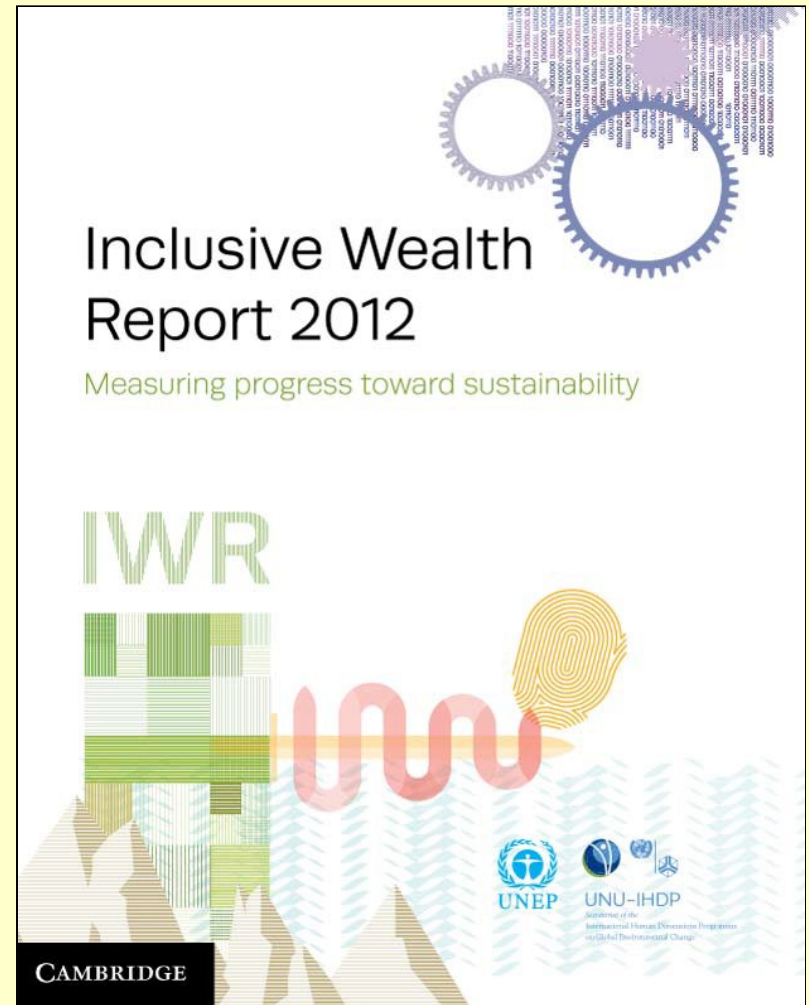
**8** Develop a global partnership for development



# Technical perspective:

“Inclusive” wealth is the sum of

- natural assets (land, forests, minerals)
- human assets (education and skills)
- physical (manufactured) assets



# Sustainability Assessment Indicators:

(Living conditions, Social Inclusion, Ecological footprints, CO2 impact)

## **Resource efficiency:**

water

soil

air

forests

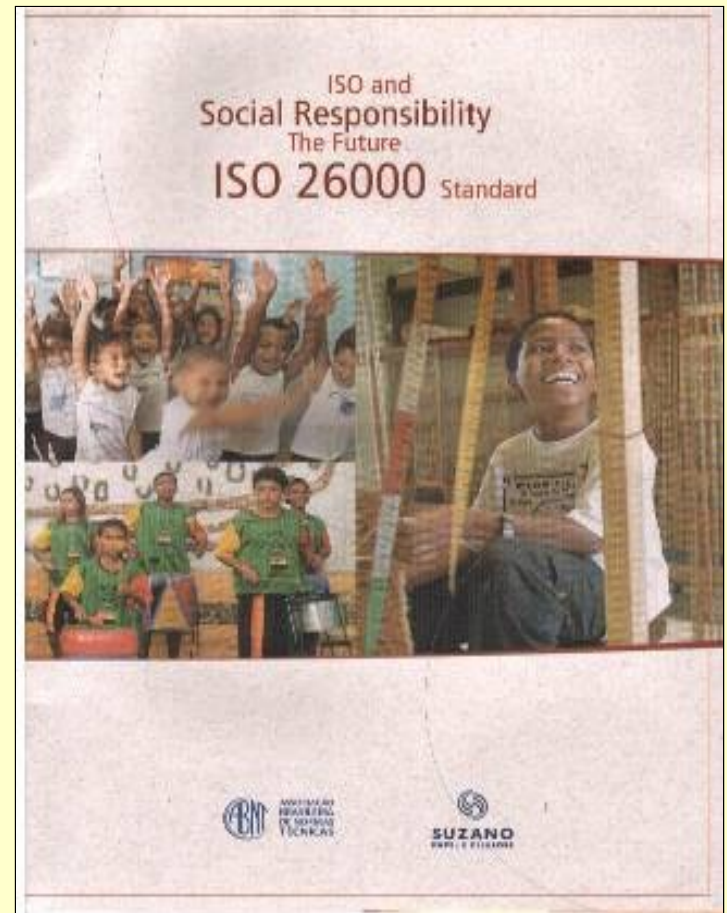
biodiversity

etc.

## **Product Life-cycle analysis**

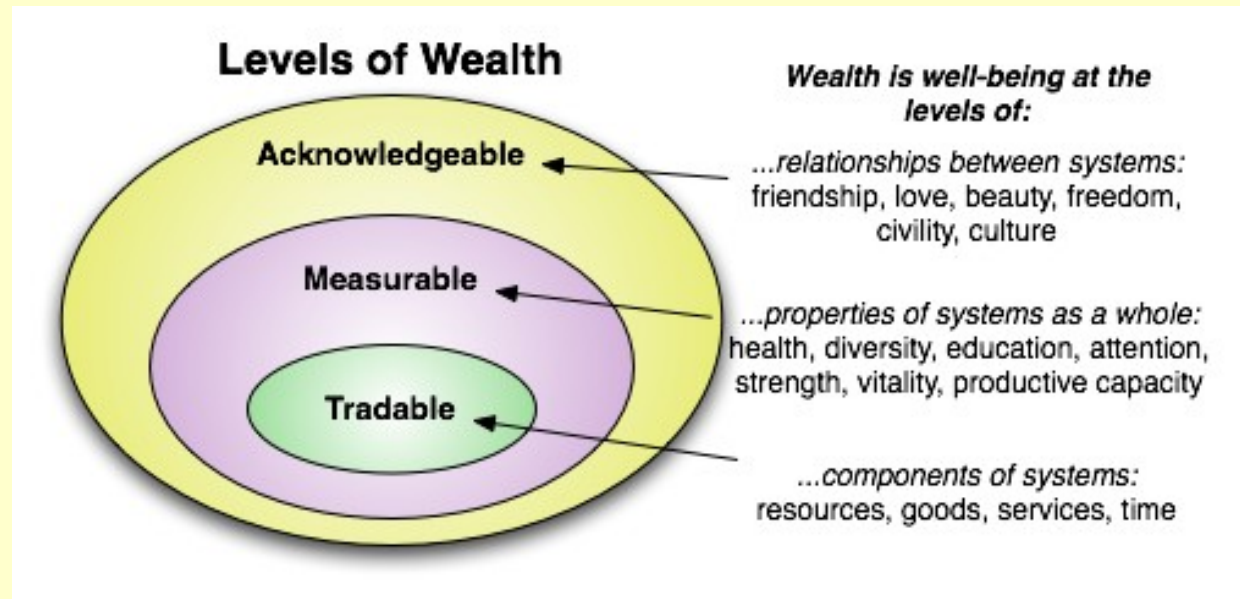
# ISO-26000 Social Responsibility

- organizational ethics
- ethical consumerism
- stakeholder involvement
  - accountability
  - transparency



# Systems perspective:

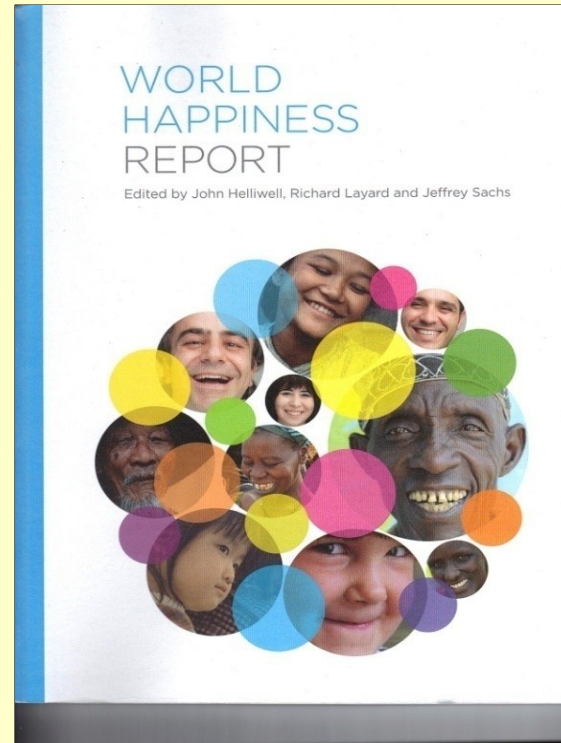
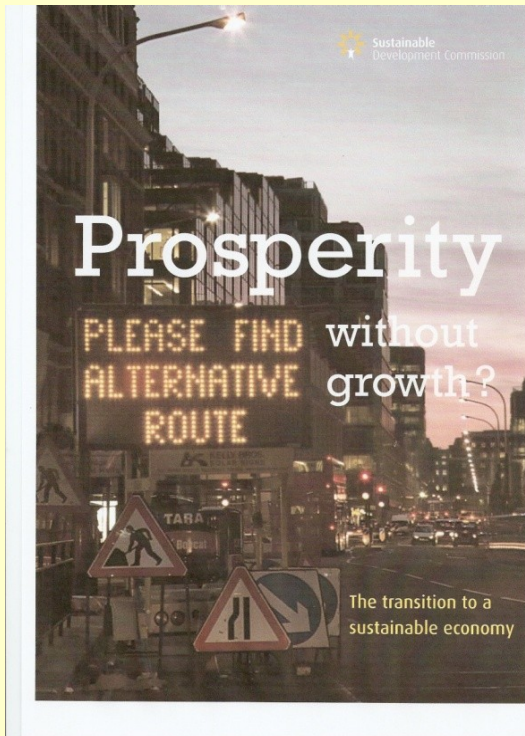
## Wealth in relation to systems



(Michael Linton; Open Money)

Social Life cycle assessment indicators:  
(Procurement and building)





# The evolution and shift of value-focus

Values express our understanding of the underlying principles of existence.

\*

Lifestyles are values made concrete through the choices and decisions we make.

\*

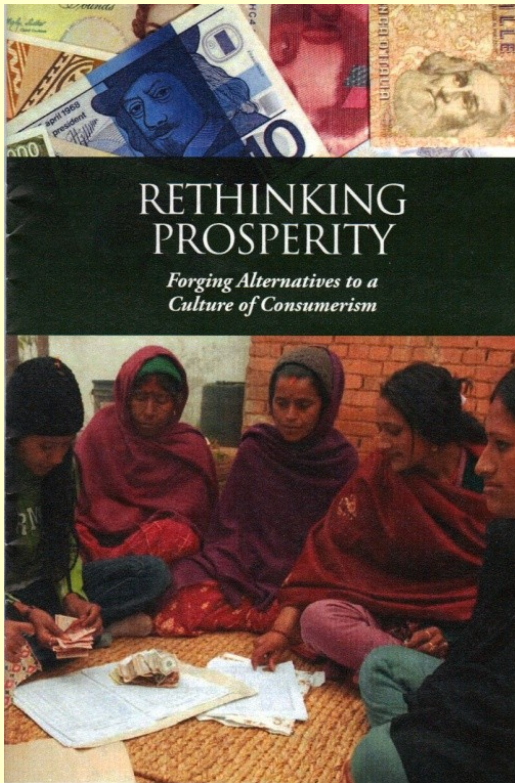
Meanings attributed to values have varied amongst individuals and societies and over time.

# GNH (Gross National Happiness Index)

Centre for Bhutan Studies, under the leadership of Karma Ura, measured the population's general level of well-being.

## **Psychological Indicators:**

- Frequency of prayer recitation
- Frequency of meditation
- Taking account of karma in daily life
- Frequency of feeling of selfishness
- Frequency of feeling of jealousy
- Frequency of feeling of calmness
- Frequency of feeling of compassion
- Frequency of feeling of generosity
- Frequency of feeling of frustration
- Occurrence of suicidal thoughts



## Spiritual perspective:

Social justice: wealth distribution,  
equity, collective trusteeship,  
generosity

Imbuing material actions with a sense  
of spiritual purpose

**True wealth is the acquisition of spiritual qualities**



**Wealth is**

**the condition of growth and change which  
allows *everyone* the opportunity to fulfill  
their *potential*,  
to contribute to peace and unity and  
to care *wisely* for themselves and nature.**

## Integrating inner and outer reality.

“Alone, practicality becomes dangerous;  
spirituality, alone, becomes feeble and pointless.

Alone, either becomes dull. Each is the other’s  
discipline, in a sense, and in good work, the two  
are joined”

(Wendell Berry , 1987: 145) in Karen Litfin’s: Ecovillages

The essential merit of spiritual principle is that it not only presents a perspective which harmonizes with that which is immanent in human nature,

*it also induces an attitude, a dynamic, a will, an aspiration, which facilitate the discovery and implementation of practical measures.*

(Universal House of Justice, *The Promise of World Peace*. p.13)

# **Basic principles upon which values that direct change are based:**

- Connectivity and cohesion
- Transference and transmutation
- Finiteness

# Value-base for co-creation of sustainable wealth

## Connectivity and cohesion:

-*Empathy* as a source of global cohesion

## Transference and transmutation:

-*Adaptation*: Collective social learning

## Finiteness:

-*Moderation and sharing* as means of  
managing resources

# Empathy as a source of global cohesion

- collective identification
- quest for universal belonging
- a composite of concern, compassion and commitment

The intimacy of globalization and modern telecommunications has expanded the threshold of our awareness of how others exist and our role in their conditions.



“Empathy becomes the thread that weaves an increasingly differentiated and individualized population into an integrated social tapestry, allowing the social organism to function as a whole.”

(Jeremy Rifkin, 2009)

# **Adaptation: Collective social learning**

The “augmentative power of growth” occurs when learning provides insights and alternatives.

Collective social learning refers to frank, open consultation where intellectual rigor and creativity are valued but where the voice of experience and indigenous knowledge are also heard, appreciated and taken into consideration. (Garry Jacobs, 1999)

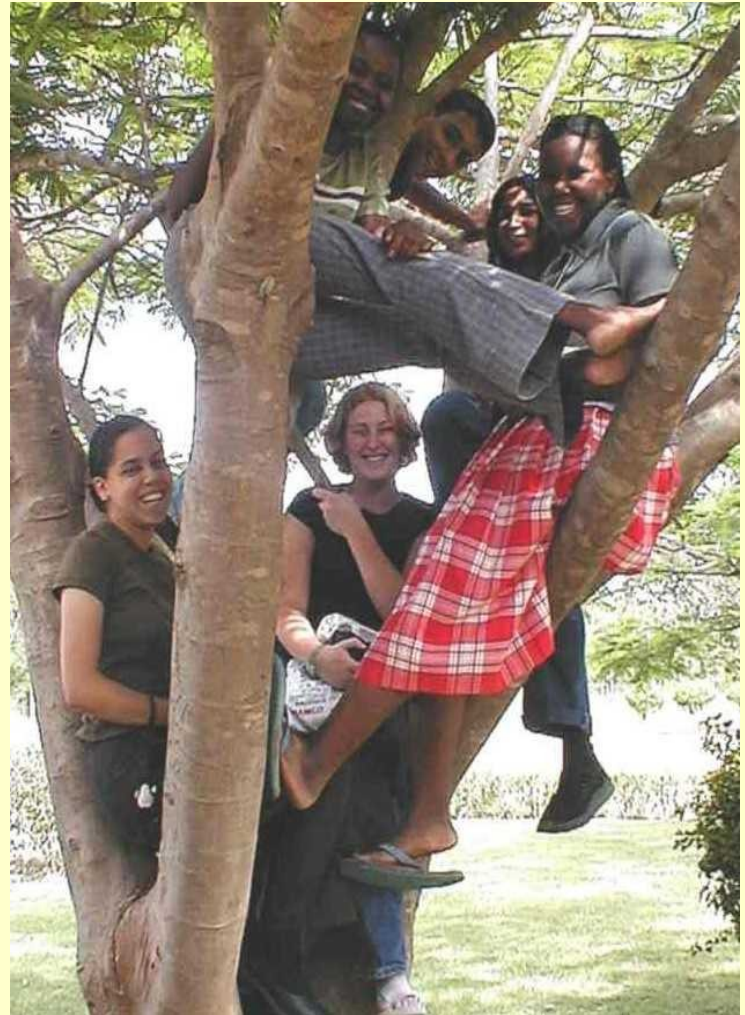
# Moderation and sharing as means of managing resources

- Reflective consumption
- Collaborative consumption
- Sufficient consumption



## Cooperating

- Developing trust and compassion and
- inspiring the capacity for service







Fostering a  
vibrant community  
life

in neighborhoods  
and villages,  
characterized by  
such a keen sense  
of purpose.





Thank you