

« Y » GENERATION ... AHEAD IN THE CHANGE ?

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WHAT HAPPENS TODAY ?

Our political and economic structures are losing credibility everyday (banks...)

Every political structure rely on citizens' acceptance : minimum 50%.

It is very possible that those structures could change, because citizens want it.
(Iceland?)

END OF INDUSTRIAL SOCIETY

We are assisting at the rapid end of the industrial-capitalist society, because it cannot provide any strong vision of a sustainable future for Humnaity.

We are already 50% in a new economic logic, (knowledge society) which we do not see, because it presupposes another level of maturity & wisdom.

We are already in a *new civilization.*

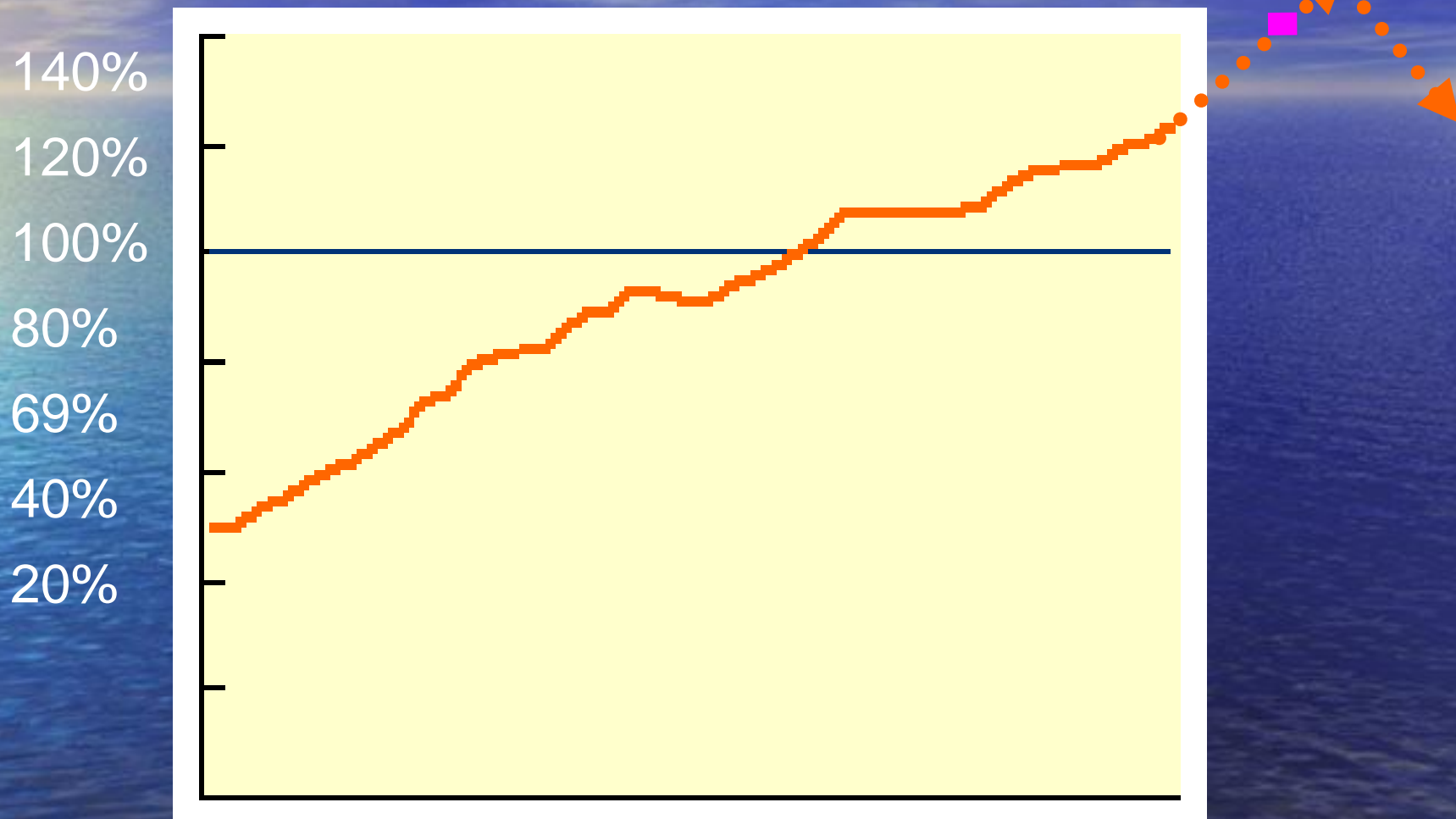
COLLECTIVE SUICIDE POSSIBLE

For the first time in Humanity's history, we have the possibility to commit a collective suicide.

We are indeed endangering our survival on earth, in polluting much more than what the earth can absorb.

India China Brasil, Russia, have now joined the club of heavy polluters. The situation is everyday more dangerous.

Overshooting the Earth's Capacity



The Human Ecological Footprint 1961 to 2020

GENERATION Y : AHEAD...

- 1. BORN** : Generation Y is born in the change. Technological change (virtual world), but also the civilizational change.
- 2. SURVIVAL** : For them the main problem is Humanity's collective survival. All others are minor...
- 3. TECNOLOGIES** : They find evident the new technologies but also the paradigm shift, ...which the former generation *tries* to understand...
- 4. MEANING** : Wants quality of life & meaning...

GENERATION « Y »:

1. JOB : Wants a job which makes sense, in a company which does meaningful things for the environment
2. RELATIONS : Wants relations which make sense. Love... Yes... But... quality! ... and How ?
3. POLITICS OK But could it make more sense : solving the world's problems..
4. WORK IN NETWORKS and are always connected. See the web as a network...

GENERATION Y : AHEAD...

1. It is a good strategy for the companies to give them responsibilities as soon as possible..
2. In a way they seem more adult in the new system than the old generation...
3. And young women should be given even more responsibilities...

NEW DEVELOPMENT MODEL : WIN-WIN

« The basic challenge of a new economic development model is to reverse the currently negative relationship between environmental conditions and the quality of life in general on the one hand, and economic progress on the other. »

European Commission, 1993, « *White Book on Growth Competitiveness, employment* » p.150

THE MOTOR OF THE CHANGE

The deep motor of the change is the feeling of citizens that if we continue with our actual economic logic, we are in danger of collective suicide.

According to my observation, Humanity's collective subconscious *has already choosen LIFE.*

WOMEN LEAD THE CHANGE

Eurostat 1997 shows that More than 20% of EU citizen (100 Millions) change values in silence. More respect for nature, Humanity's future, neighbourhood, family, internal growth, other cultures, etc.

In USA, 24% = 50 Millions (Paul H. RAY)

In this group 66% are women.

Thus women are leading the change in silence.

POSTINDUSTRIAL 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)

WILLIS HARMAN

- *"We are living through one of the most fundamental shifts in History: a change in the actual belief structure of Western Society. No economics, political or military power can compare with the power of a change of mind. By deliberately changing their images of reality, people are changing the world."*

Willis HARMAN Stanford Research Institute (+1997), Founder of the *"World Business Academy"*

Transition to Transmodern



Death ?

KNOWLEDGE SOCIETY (ICT):

A NEW ECONOMY and A NEW CIVILIZATION

KNOWLEDGE SOCIETY

By the way, this entrance in the « knowledge society » is the main EU policy since 2000 (« Lisbon strategy » and « Europe 2020 »).

But did the Head of State understand what they have signed ?

DEFINITIONS

- Data: what is on the web, unorganised
- Information: is already sorted by « Google ». Overabundance.
- Knowledge: is digested by human brain. Oriented towards action. Less
- Wisdom, when action is wise: rare.

A NEW WORLD...

1. New value creation process : adding Knowledge to Knowledge.
2. New tool of production : human person
3. New CEO: Enabling creativity and sharing, Caring for humans!
4. New human-centered management
5. Post machine-centered approach (Apple)
6. BEYOND Trade: Free Sharing !!
7. New measurements = qualitative "intangible assets"

A NEW WORLD...

1. Beyond pyramids towards networks
2. Capitalizing on cultural capital + gender capital
3. Beyond patenting : "Open Source"
4. New strategy: beyond war: win-win
5. New QUALITATIVE GROWTH
6. TRANSPARENCY

TWO SCENARIOS FOR 2020

- Scenario 1: Humanism
 - Human centered
 - Honest & human
 - Really Transparent
 - Really ethical
 - Really concerned about the future
 - REALLY SUSTAINABLE
- Scenario 2: Manipulation
 - "Trans-humanist »
 - Subtle lie
 - False transparency
 - False ethics
 - False concern with Humanity's future
 - NON SUSTAINABLE

THE NEGATIVE SCENARIO

The negative scenario is just in the wrong vision. It still considers machines as superior to humans, like in the industrial vision.

This scenario is also not able to provide any sustainable future for Humnnaity...

But it is already very active : Transhumanist association...

WHY POST-CAPITALIST ?

« That knowledge has become the resource, rather than a resource, is what makes our society « post-capitalist ». This fact changes – fundamentally – the structure of society. It creates new social and economic dynamic.

It creates new politics. »

Peter DRUCKER : « Post-capitalist society » Harper Business 1993. p.45.

WHY SUSTAINABLE ?

1. Because our civilization has a new cornerstone : QUALITATIVE GROWTH
2. Because « INTANGIBLE ASSETS » are 60% today and they push enterprises to become sustainable and socially inclusive
3. Because our new civilization has a new top value : A SUSTAINABLE WORLD FOR OUR CHILDREN = THE « NEW SACRED ».

CHANGING EDUCATION

« Preparation for life in tomorrow's world cannot be satisfied by once-and-for-all acquisition of knowledge..

...the autonomy, independance of spirit, and analytical ability ... will be indispensable...

Lifelong education is therefore the overall objective... »

European Commission White Book, 1993.page 16.

A wide-angle photograph of a calm ocean under a vast, blue sky. The sun is low on the horizon, creating a bright, colorful glow that transitions from yellow to orange and then to a faint rainbow. The water is a deep, textured blue, reflecting the light from the sky. The overall mood is peaceful and expansive.

THANK YOU

Good Books...

- Paul H. RAY: "*The cultural creatives: How 50 million people are changing the world.*" Harmony, New York, 2002. www.culturalcreatives.org
- Peter DRUCKER: "*Post capitalist society*", Harper Business, New York, 1993.
- Verna ALLEE: "*The future of knowledge*" Elsevier Science, 2003, USA. www.vernaallee.com
- David ROONEY (Australia): "*Handbook on the Knowledge economy*" 2005.

Good Books

- Jeremy RIFKIN: "*The European Dream: when Europe's vision of the future is silently eclipsing the American dream*" Penguin 2004.
- Ray ANDERSON: "Confessions of a radical industrialist" 2008.
- World Business Academy:
www.worldbusiness.org
- "Neskey" on intangible measurements :
www.neskey.com
- PERLAS Nicanor : *Shaping Globalization : civil Society, Cultural Power, and Threefolding*
nperlas@info.com.ph

Good Books

- Marc Luyckx GHISI: *The Knowledge society: a breakthrough to genuine sustainability*. Editions India, Cochin, March 08.
- AVAILABLE Open source on the web:
<http://vision2020.canalblog.com>