



Can we Co-create a Very Low-Carbon (Ac)Knowledgeing Economy fueled by the “Energy Within?”

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Munich, Germany



WORLD BANK INSTITUTE

Promoting knowledge and learning for a better world

World Conference on Intellectual Capital
for Communities

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Dr. Andreas Brandner

AGENDA WISSEN

22 WISSENSPOLITISCHE POSITIONEN

für einen verantwortungsvollen Umgang
mit Wissen in der Gesellschaft

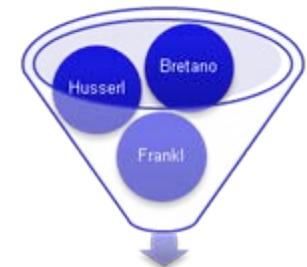
das fest der 1000



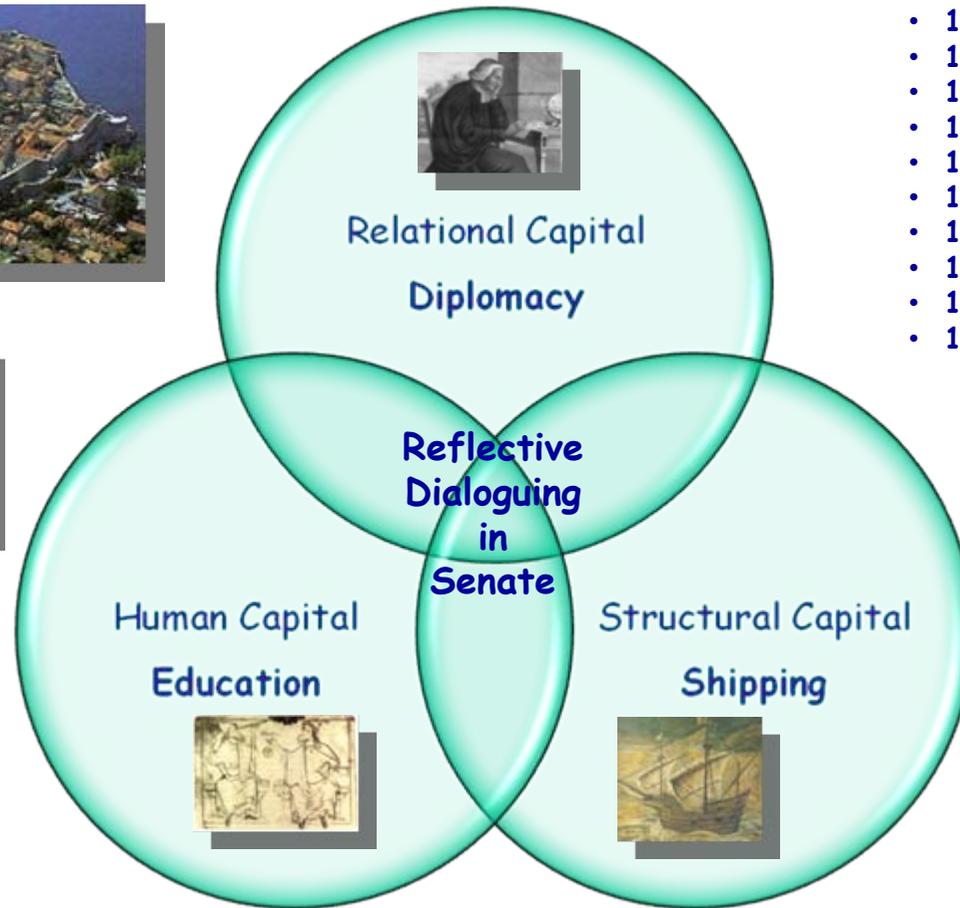
**Säule des
Wissens
(Dialogue & Valuing)**



**Prof. Helmut
Margrieter**



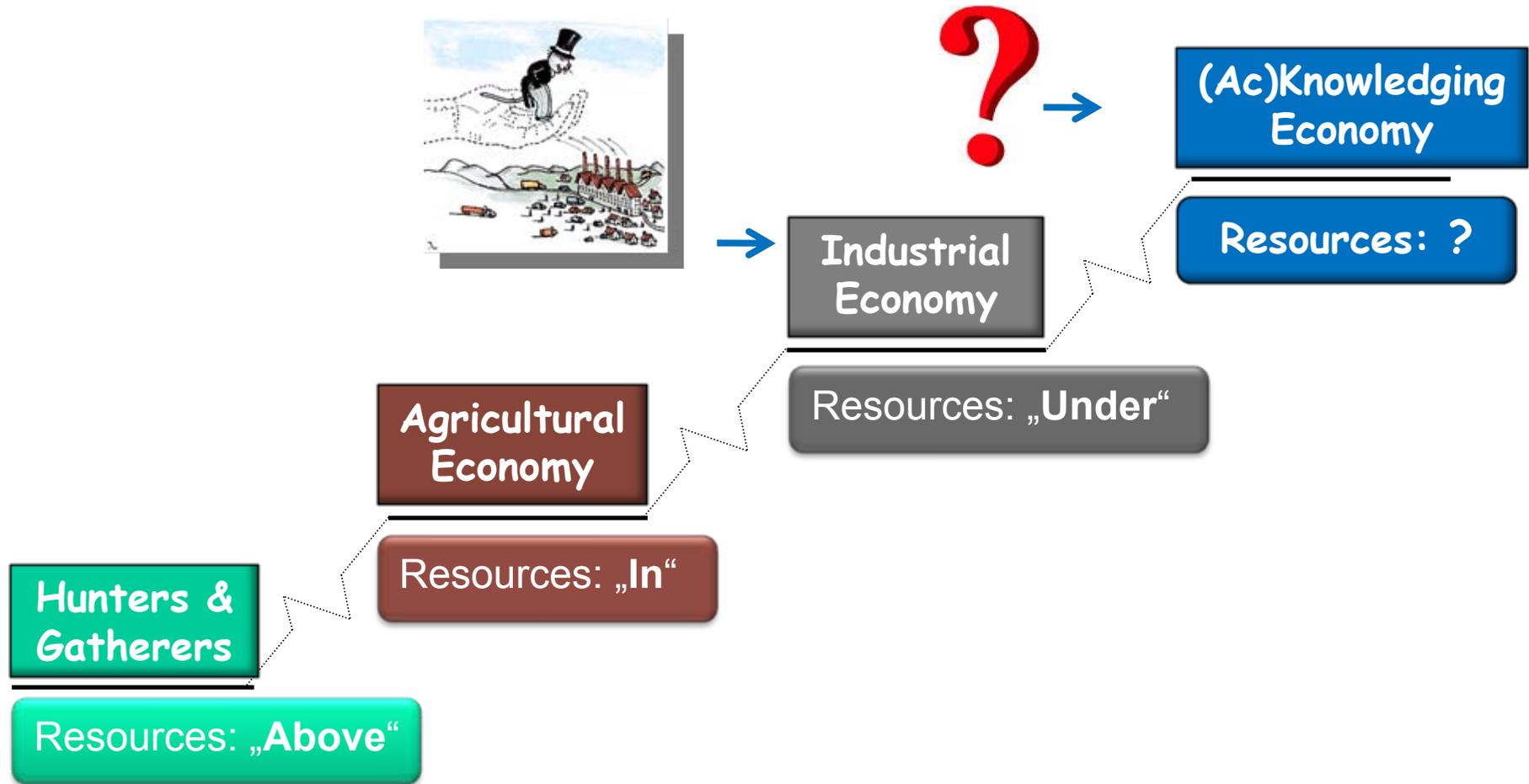
**Sinnergie*
"Meaning that
Energizes"**



- 1272 Urban Planning
- 1296 Sewerage System
- 1301 Medical Services
- 1317 Pharmacy
- 1347 Elderly Care
- 1377 First Quarantine Hospital
- 1395 Insurance Law
- 1418 Slave Trade Abolished
- 1432 Orphanage
- 1436 Water Supply (20 km)

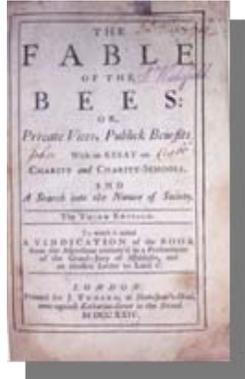
The (Ac)Knowledging Economy?

Needed: A new metaphor?

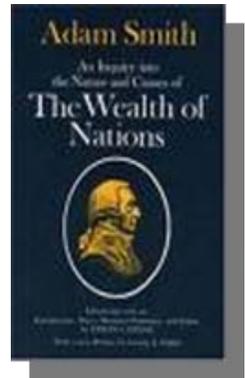


The Invisible Hand

"Private Vice – Public Benefit" (Bernard Mandeville)



1724



1776

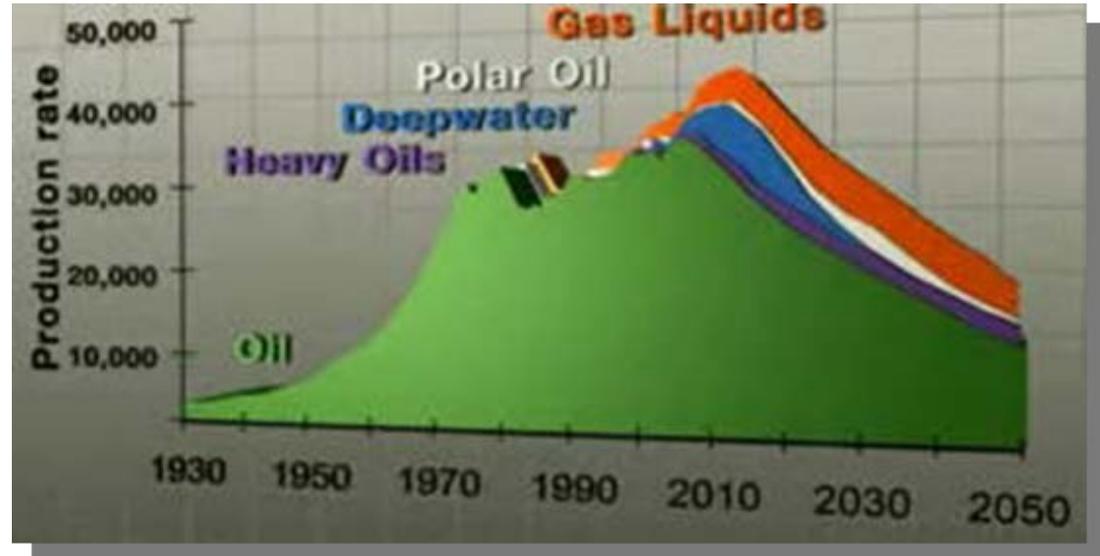
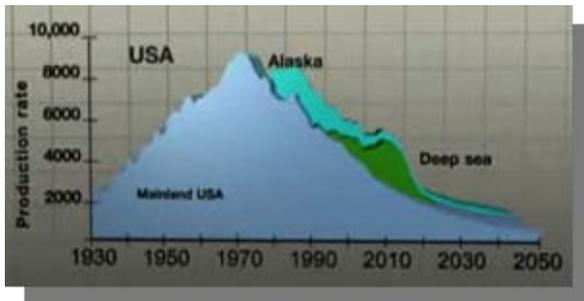
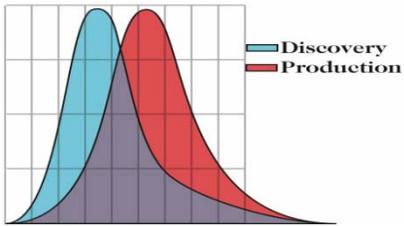
Adam Smith:

- It is not from the benevolence of the **butcher**, the **brewer** or the **baker** that we expect our dinner, but from their regard to **their own self-interest**.

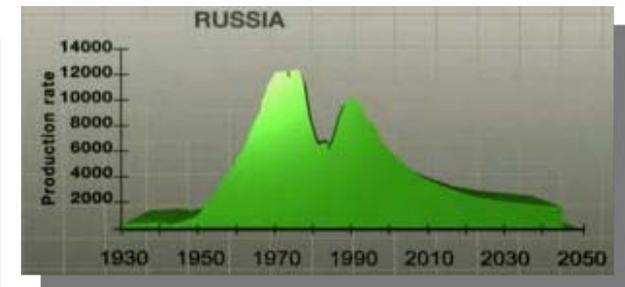
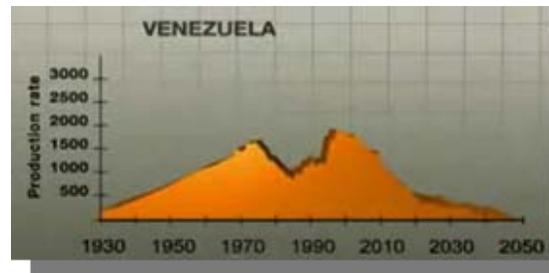
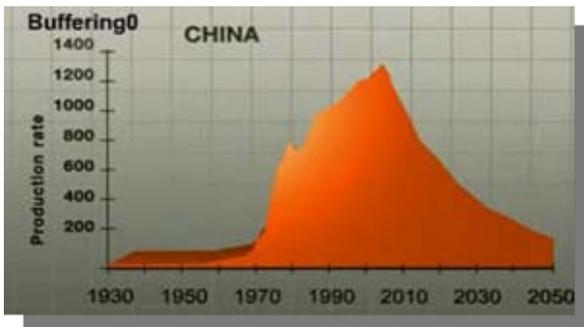


... and by directing that industry in such a manner as its produce may be of the greatest value, he intends only his own gain, and he is in this, **led by an invisible hand** to promote an end which was no part of his intention.

Peak Oil



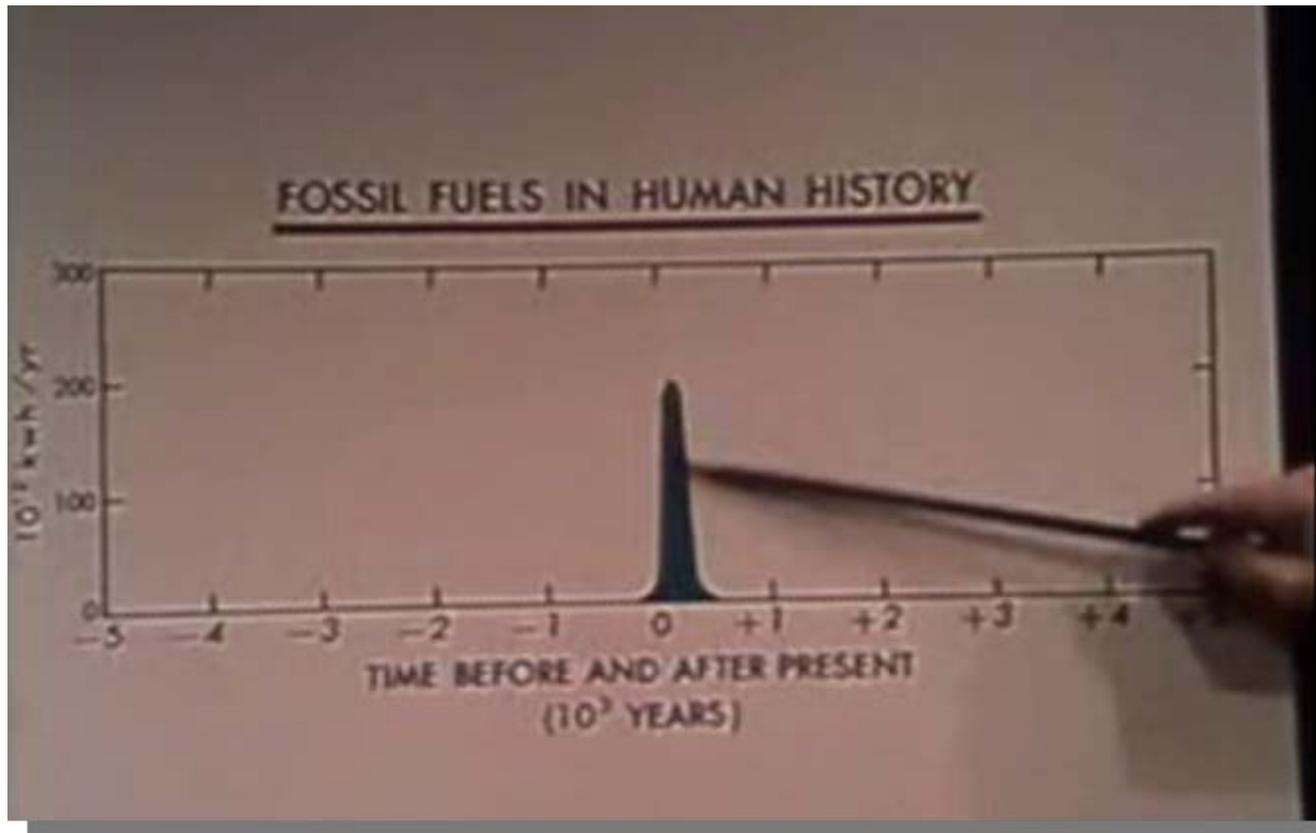
The World



Peak Oil in Perspective

M. King Hubbert - 1976

1976 Hubbert Clip

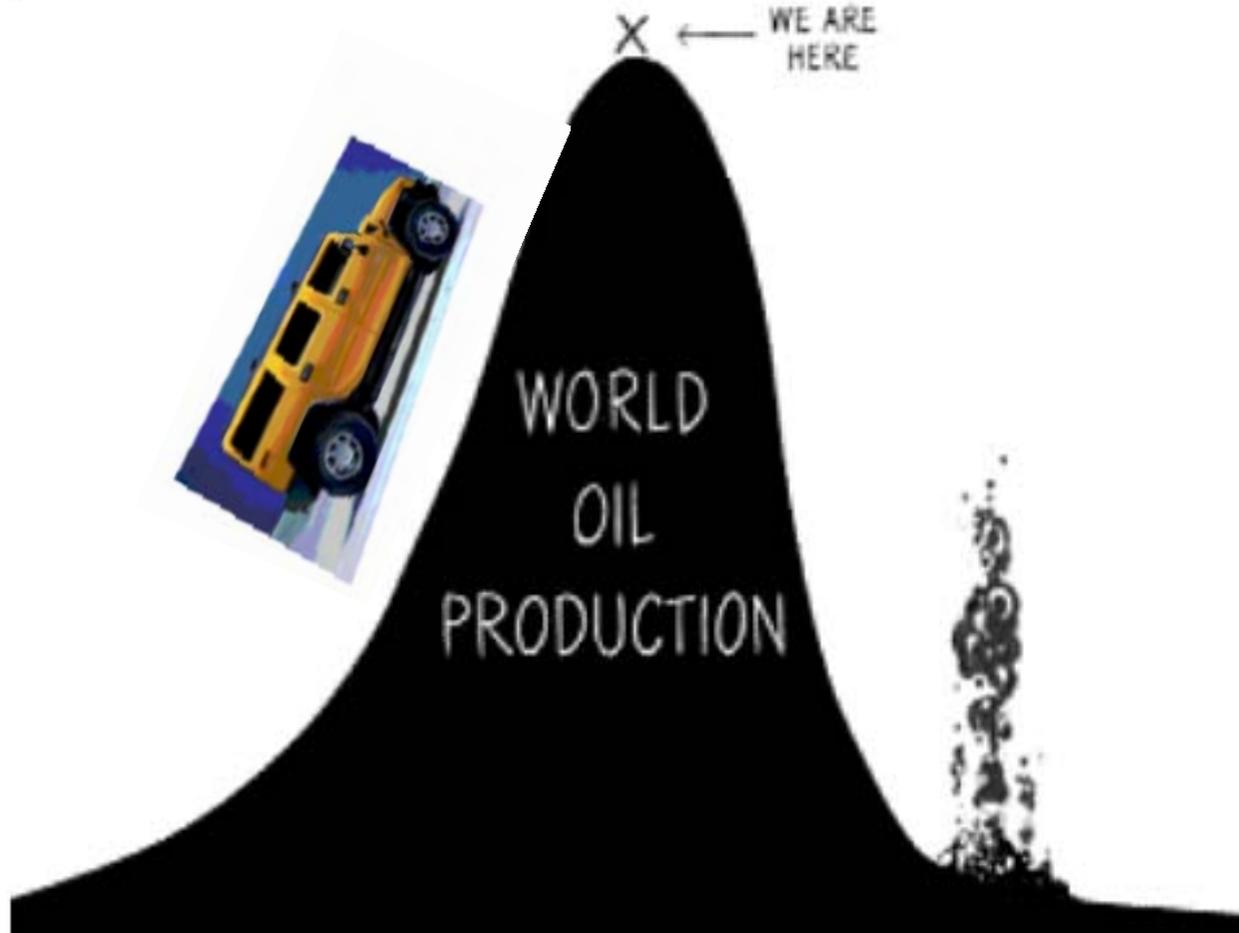


Is this our Monument of Human Folly?

Are we ready?



Peak Oil - How Will You Ride the Slide?



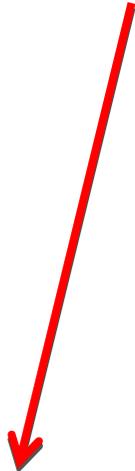
Where's Our Focus?



Our Focus



or Here?



**My father rode a camel, I
drove a car, my son rides a
jet airplane - his son will ride
a camel. - Saudi proverb**

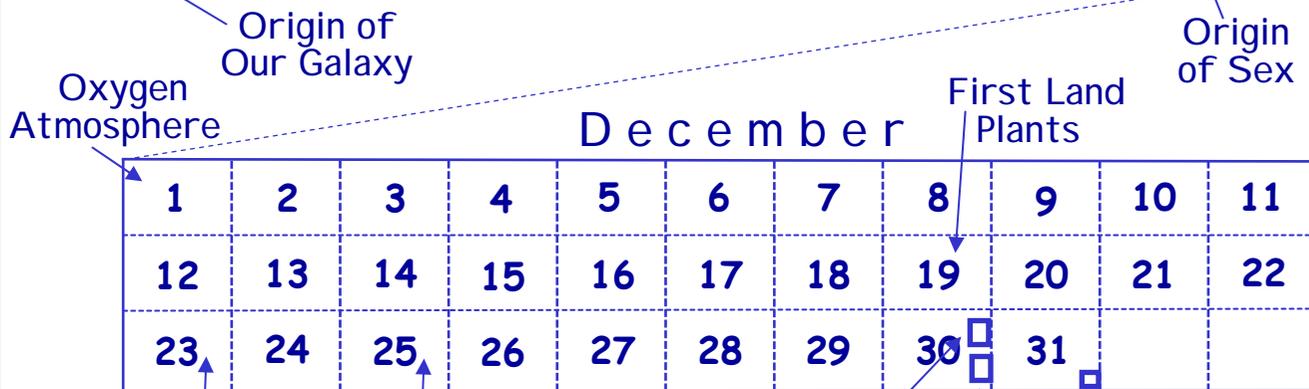
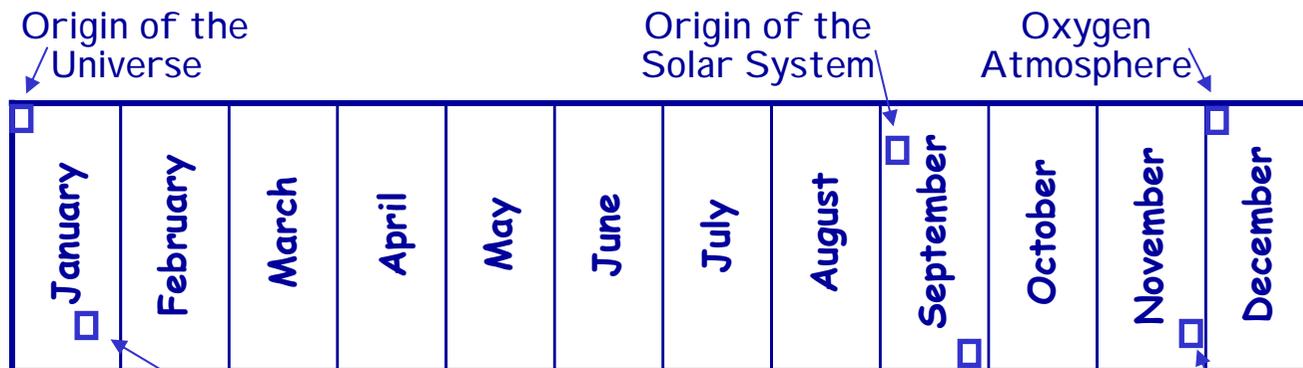


Big Bang to Now as in One Year

The Cosmic Calendar -

The history of the universe compressed to one year. All of recorded human history occurs in the last 21 seconds.

- One sec. = 475 yrs.
- 24 days = 1 B yrs.
- Universe 13.7 B yrs
- Our sun 4.6 B yrs
- Greeks to now 5.0 sec.
- Av. human life 0.15 sec



First Trees & Reptiles

First Dinosaurs

Dinosaurs wiped out, Mammals take over

First Primates

Last 10 Minutes

Early Homo Sapiens

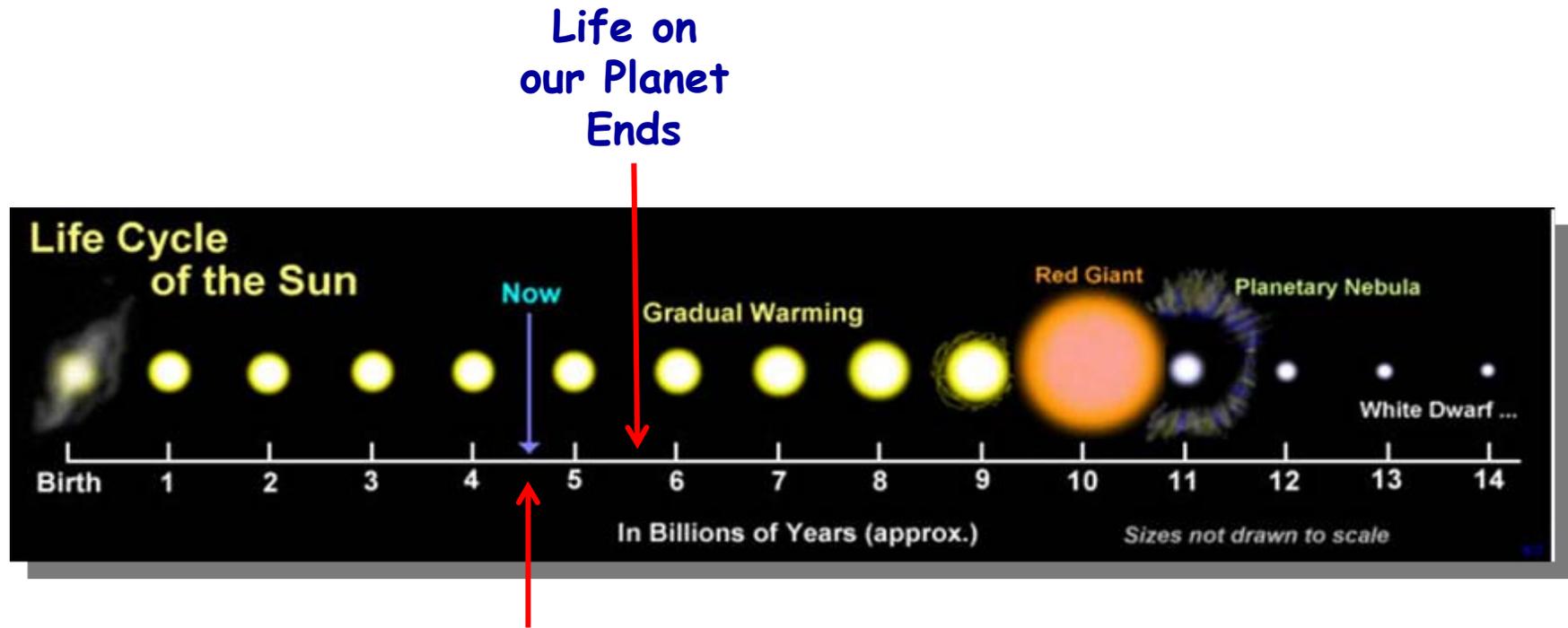
Neanderthals

All of Human History₁₀

Source: © 2006 Nick Strobel's Astronomy Notes www.astronomynotes.com



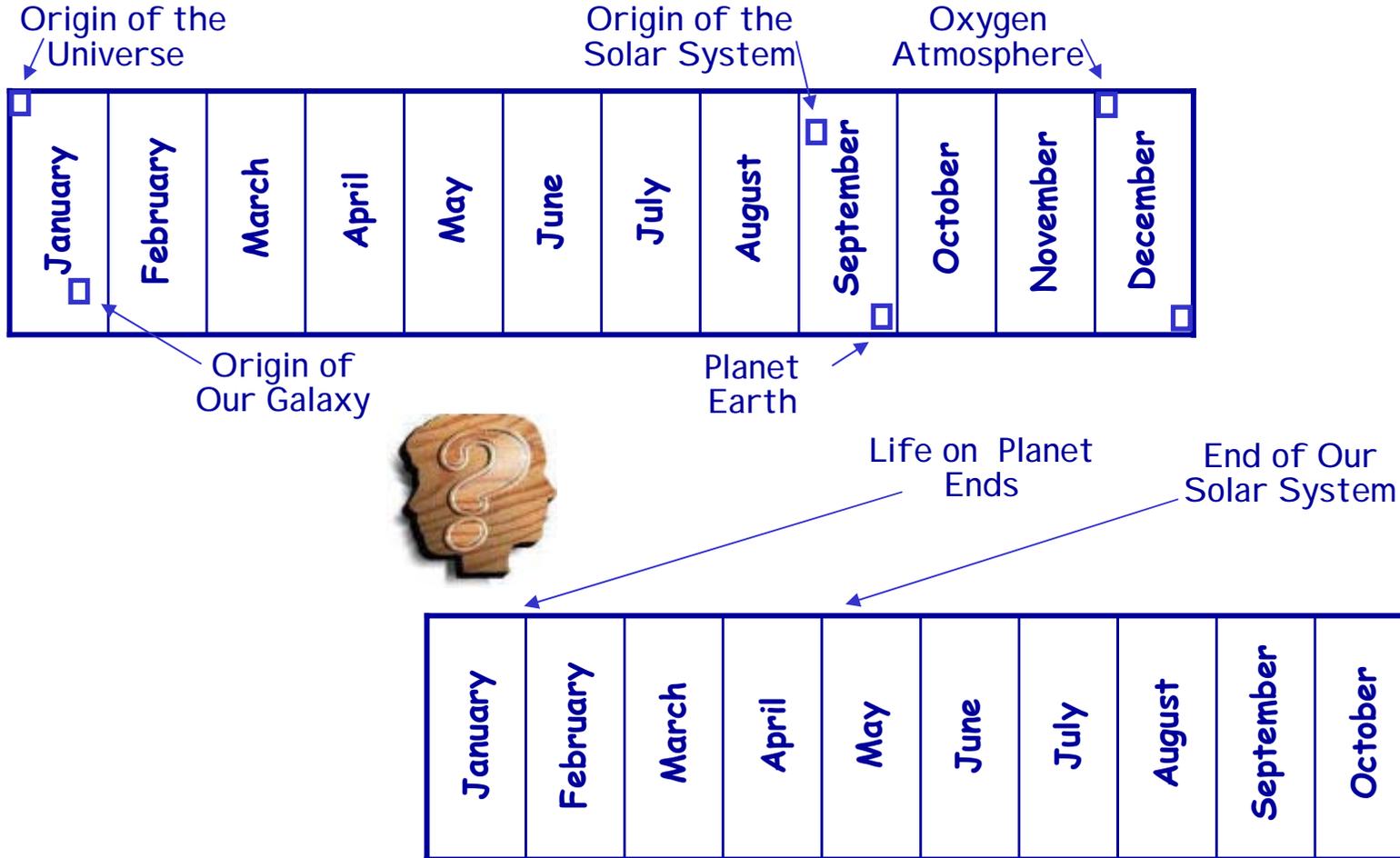
How long do we have?



**Planet
Created**

The next quarter

...of a Billion Years



800 Million to a Billion Years!



Our Footprints

Three planets needed for all to live like the US



To supply an average person's basic needs:

- US = 12.2 acres
- Netherlands = 8 acres
- India = 1 acre

Source: Donella Meadows "Our 'Footprints' Are Treading Too Much Earth,"
Charleston (S.C.) Gazette, April 1, 1996.

Beyond "Sustainability"

We've know this crisis is coming for a long while



At the moment, we are using 25% more than the Earth can sustainably provide.

Rising to 100% by 2050.

(Ac)knowledging Economy

Building for the "Next Quarter ... of a Billion Years"



Zero-Carbon Societies



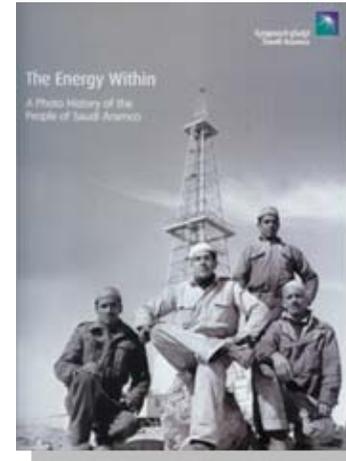
Ragusa 1300-1800



Harappan, India 2600-1300 BCE

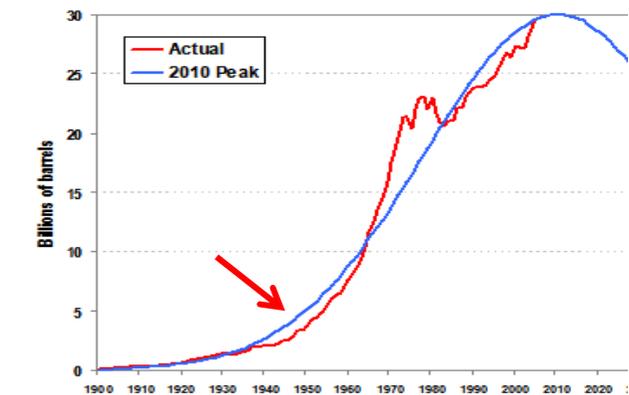
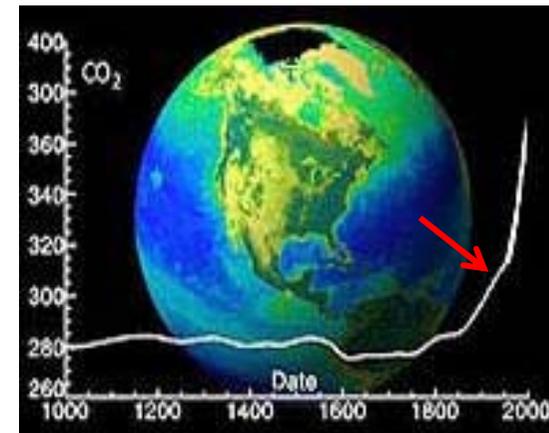
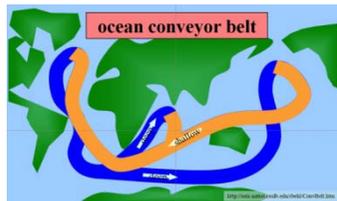
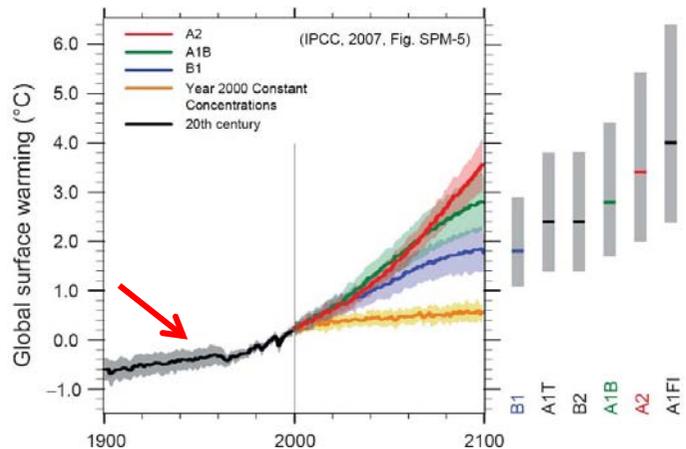


Can the
"Energy Within"
fuel our next economy?



Australian Aborigines
40,000 BCE - 1788 AD

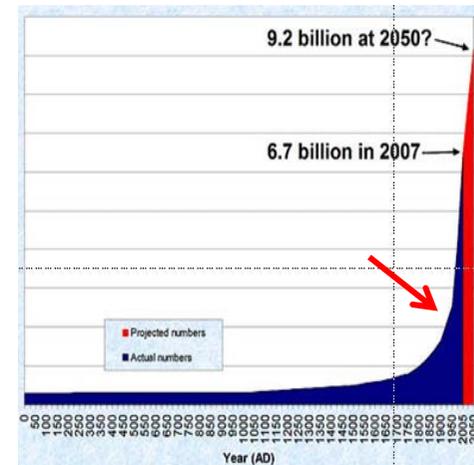
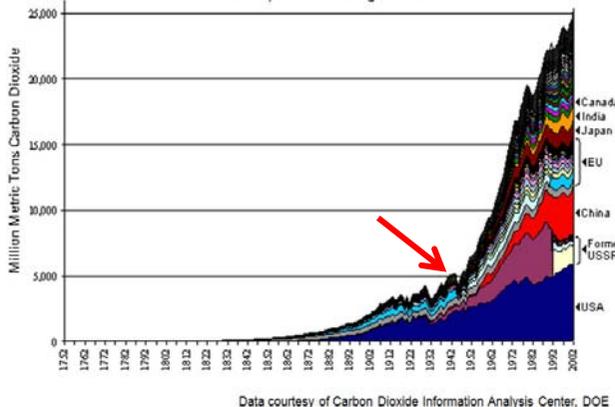
Global Warming—Since 1950!



Source: Worldwatch Institute. Data updated with the BP
World Annual Oil Production (1900-2006)

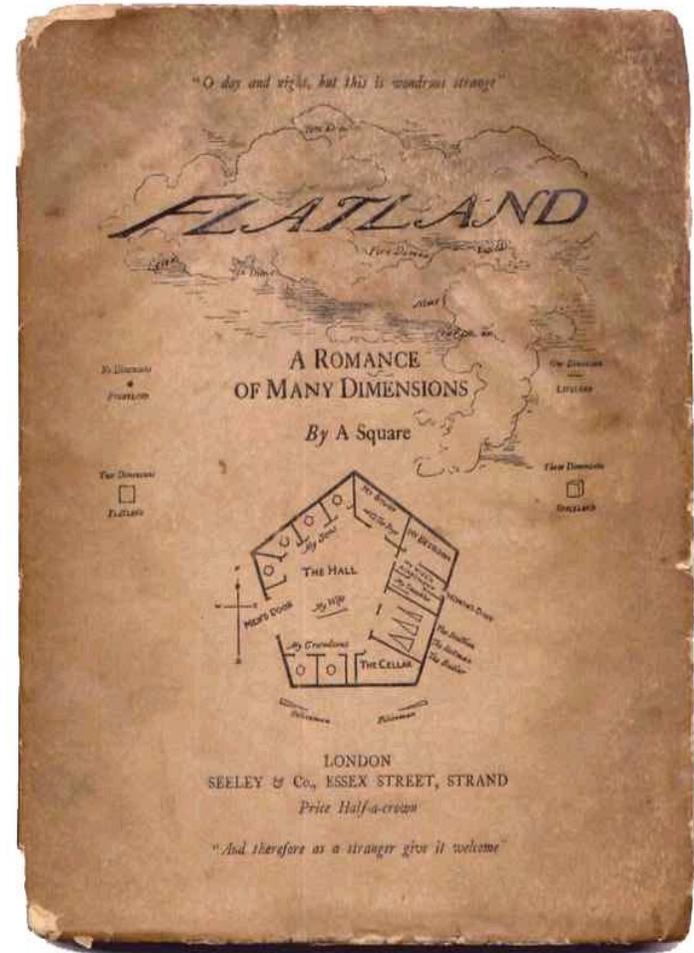
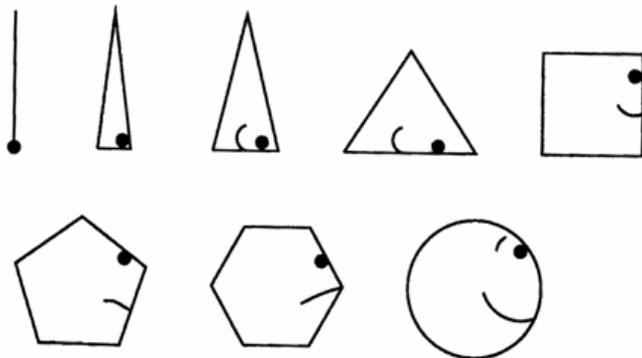
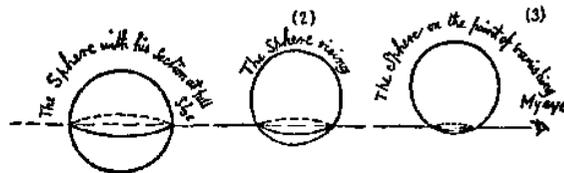
Global CO2 Emissions

Figure 2: Global CO2 Emissions from Fossil Fuel Burning, Cement Manufacture, and Gas Flaring: 1751-2002



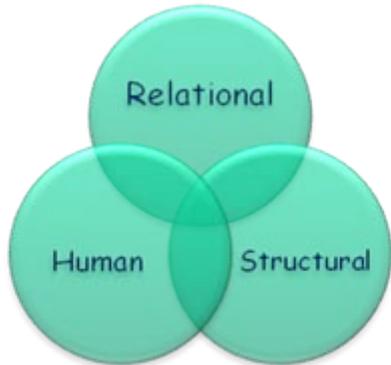
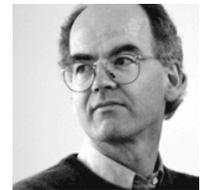
Industrial Era = 2D Thinking

"Flatland" by Edwin Abbott - 1884



Redefining Corporations

John Elkington - "Triple Bottom Line" 1997



Dialoguing
&
Valuing



Dialoguing
&
Valuing



Growing People
&
Possibilities



Profits - People - Planet

The Visible Heart & Mind

"Phronesis" (Wise Judgment - Aristotle)

Mandeville / Smith:

- Question: What is the circulation of blood in the body politic?
- Answer: **Greed and Self-interest**
- Focus: Get as much as I can "**today**"

New Club of Paris (?)

- Question: What is the circulation of blood in the body politic?
- Answer: **Meaning and Energy (Sinnergie)**
- Focus: Co-creating the "**future**" for our great grand children

"Value Innovation" Redefining into the "Blue Ocean"



Blue Ocean Strategy

Go where the profits and growth are - and where the competition isn't



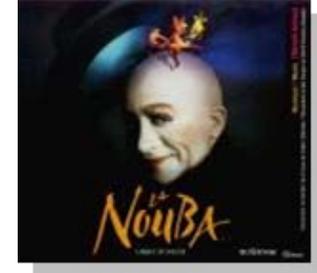
W. Chan Kim & Renée Mauborgne

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www.blueoceanstrategy.com

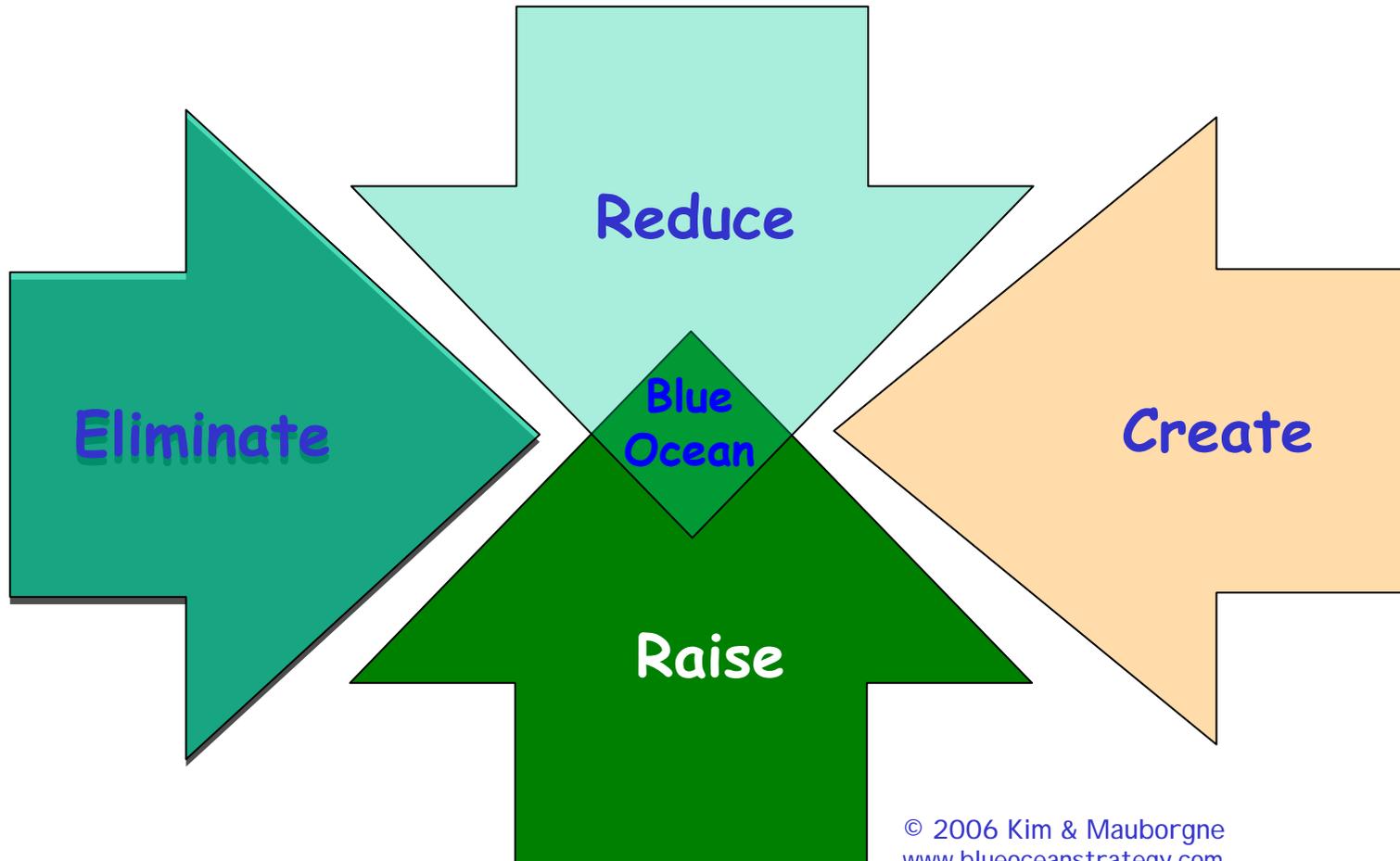
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Cirque du Soleil



Blue Ocean Strategy "Value Innovation"

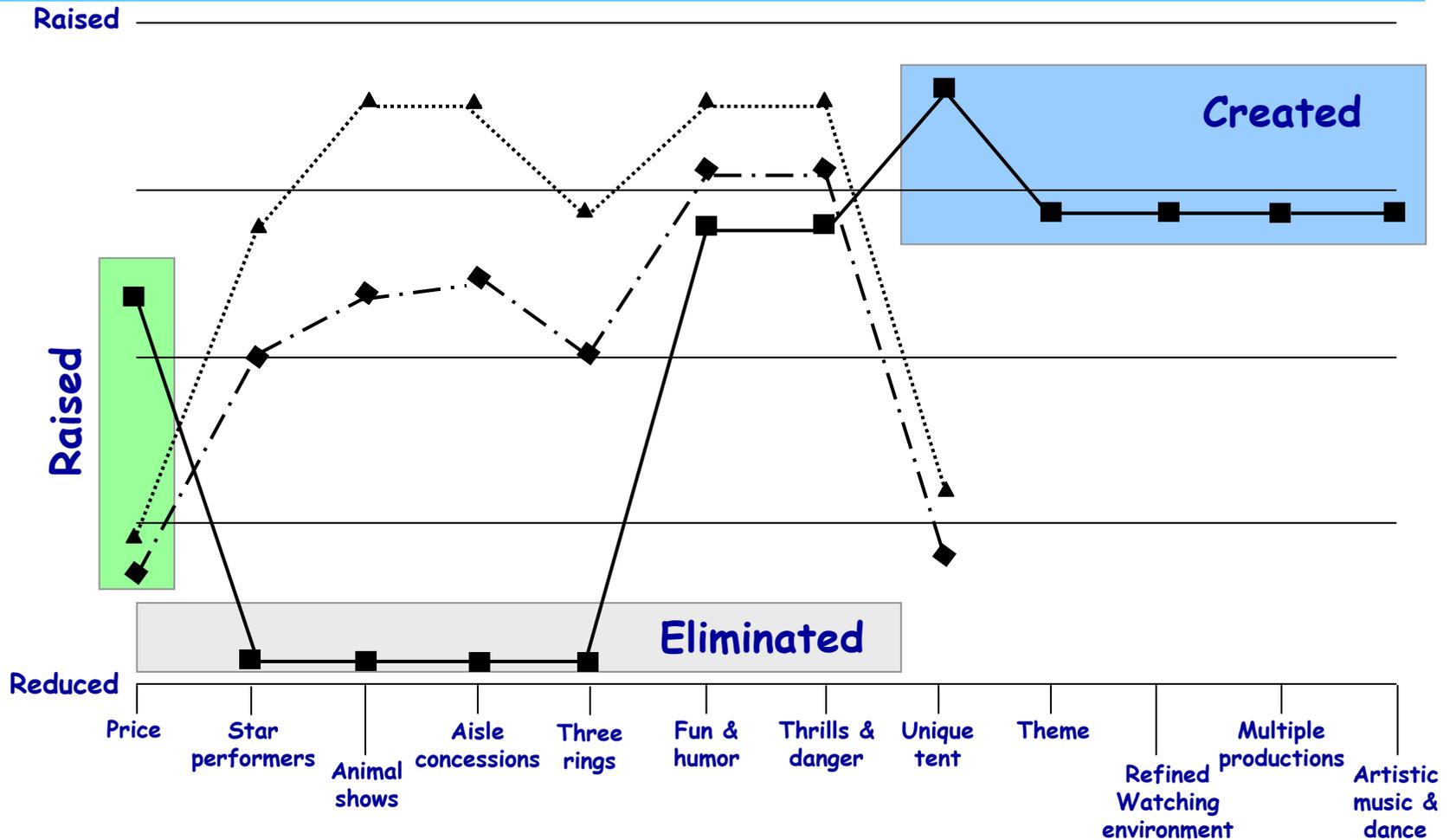


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Tagline: "The circus-theater for adults with children's hearts"

Blue Ocean Strategy Canvas

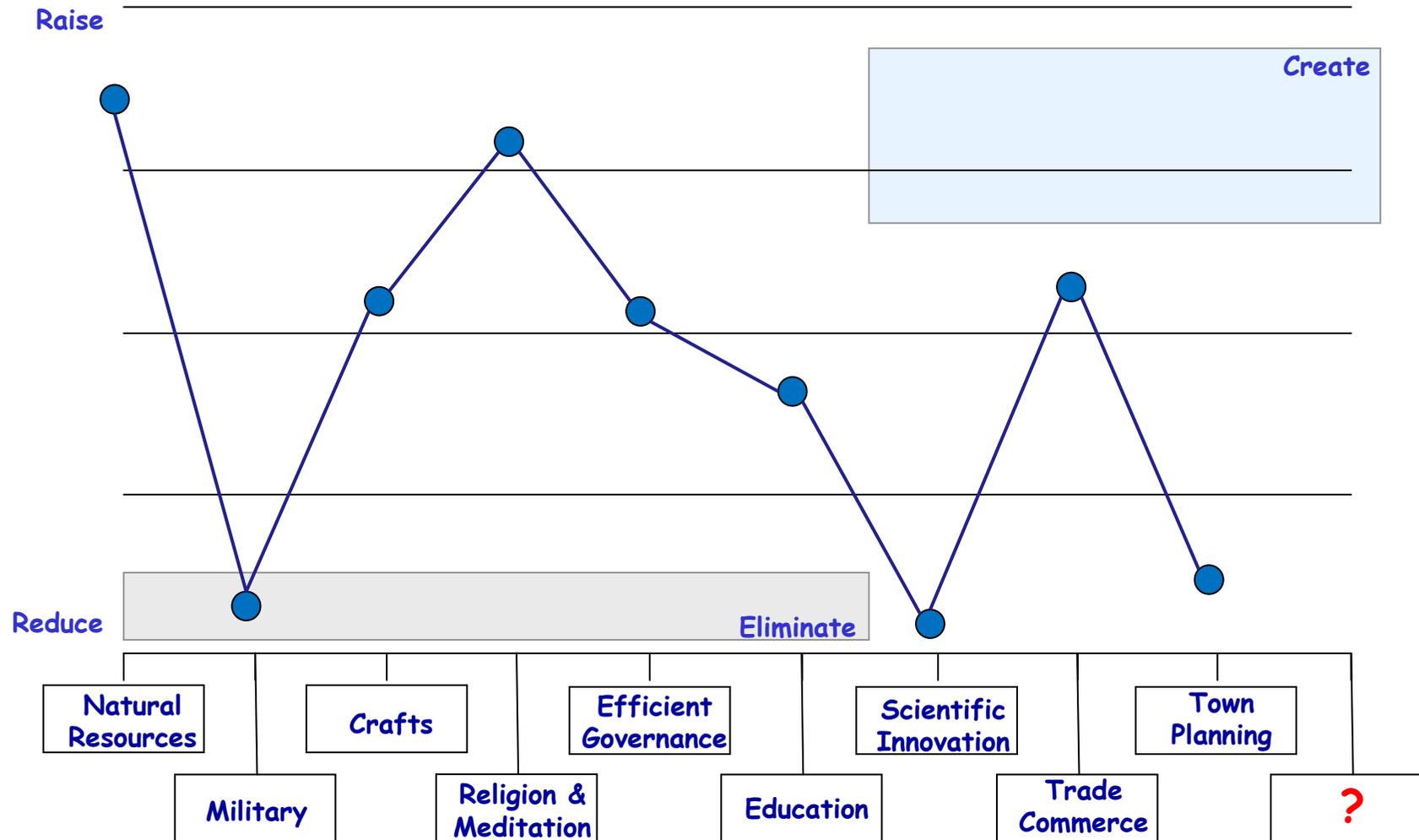
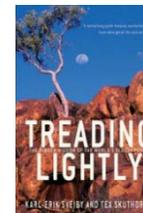
Cirque du Soleil



Tagline: Living Lightly
with Humans & Nature

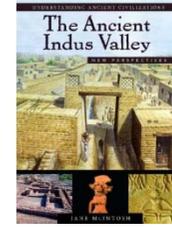
Blue Ocean Strategy Canvas

Australian Aborigines 40k - 1778

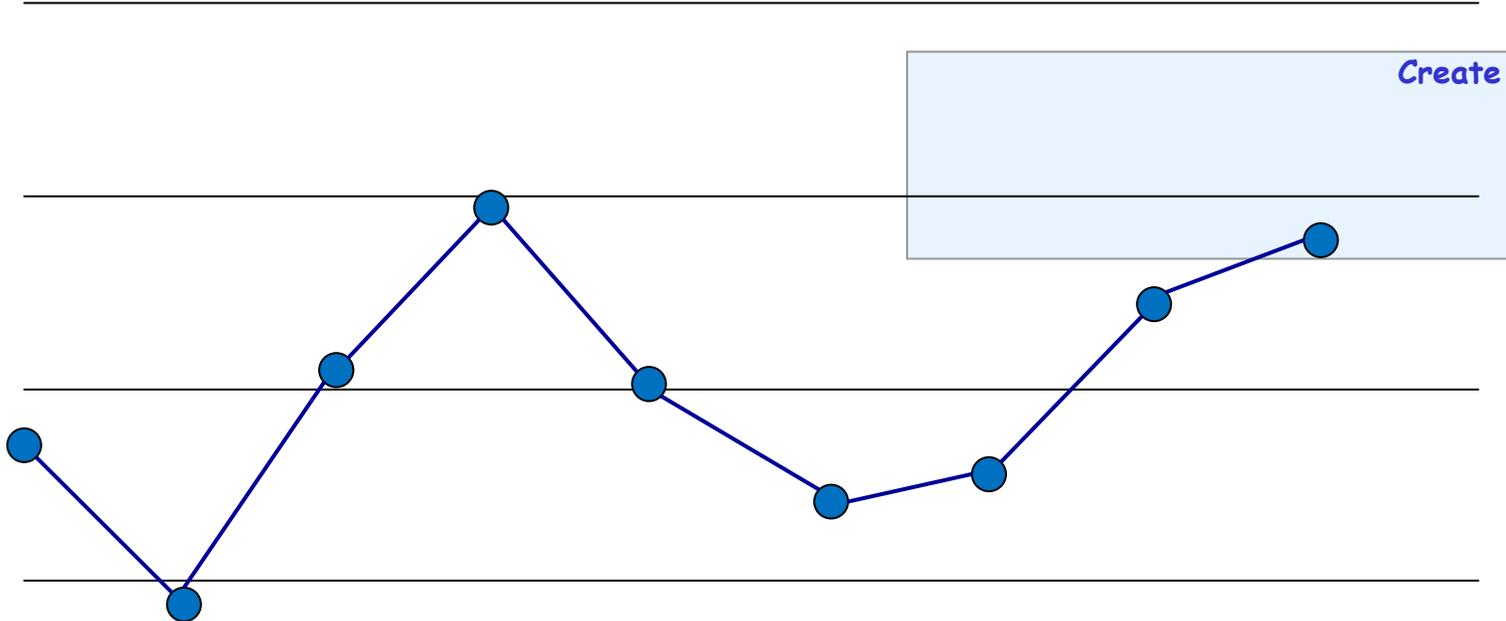


Tagline: Discovering the inner resources of life

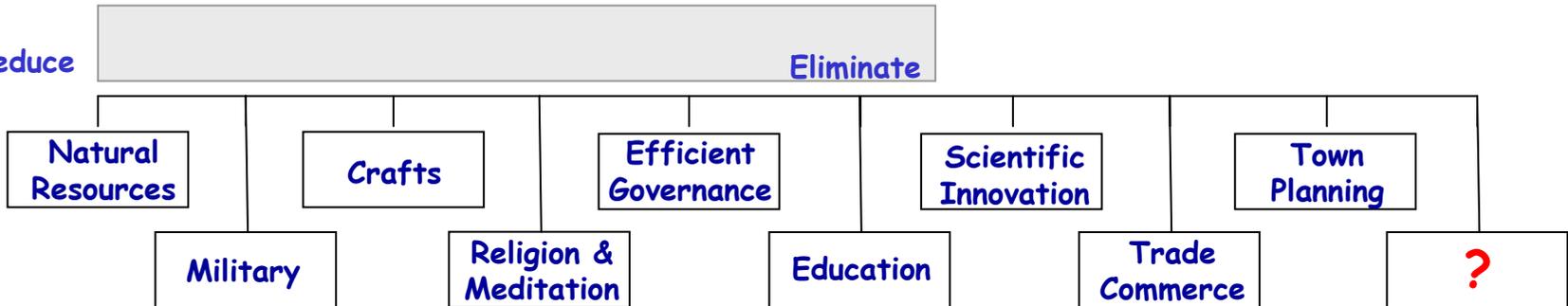
Blue Ocean Strategy Canvas Harappan Civilization - Indus Valley



Raise



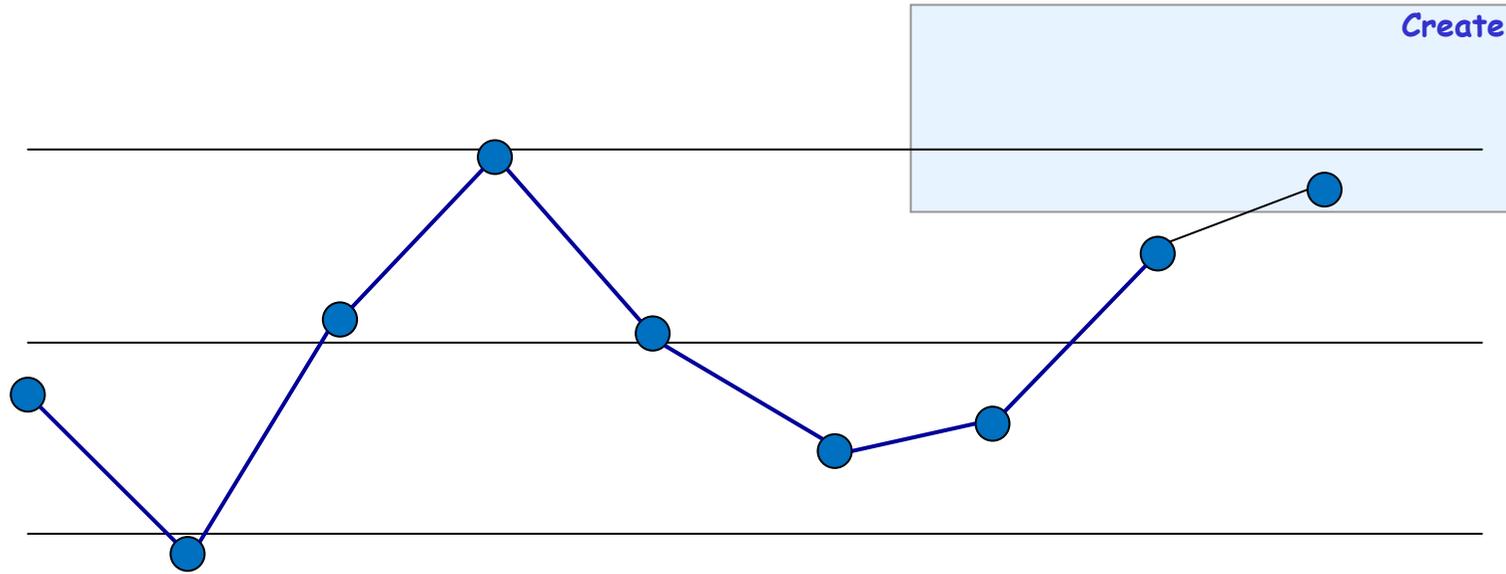
Reduce



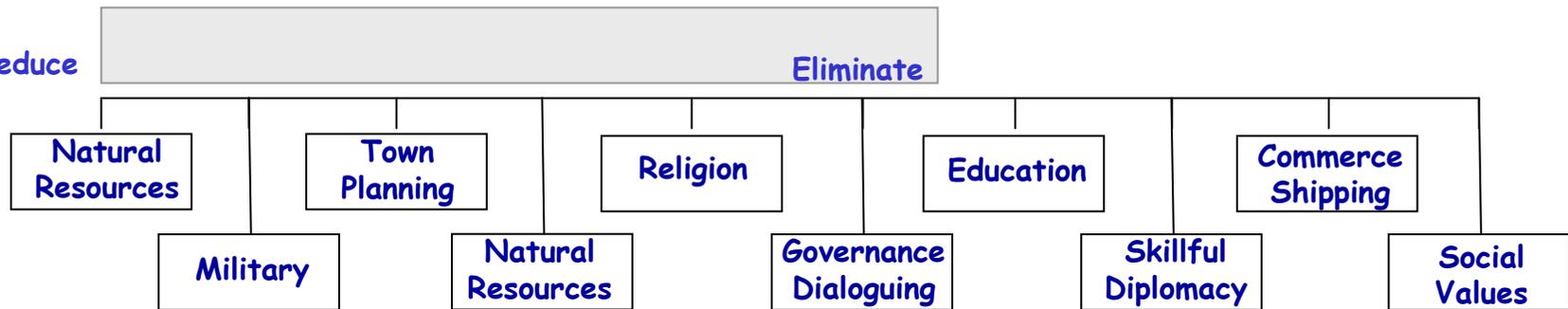
Blue Ocean Strategy Canvas Republica Ragusina (Dubrovnik)



Raise

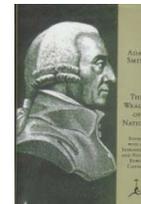


Reduce

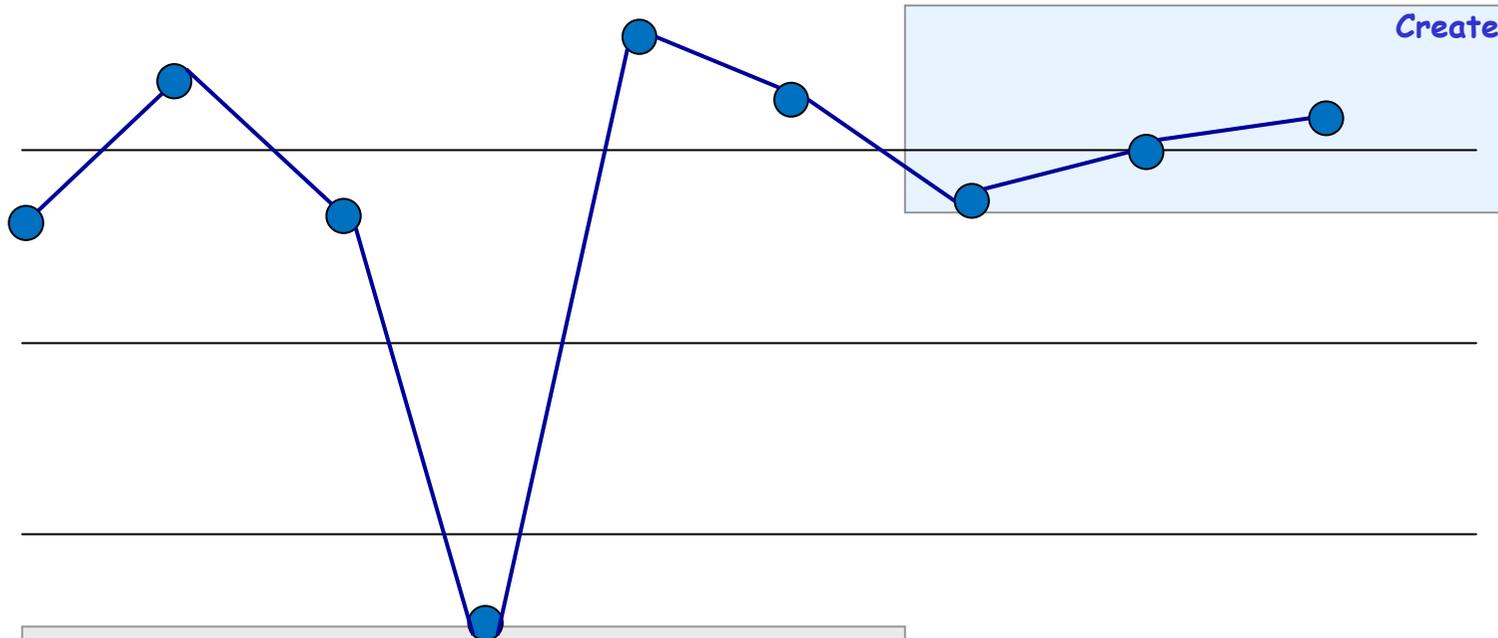


Tagline: Self-interest & carbon equal luxury

Blue Ocean Strategy Canvas Industrial (Oil-Based) Economy

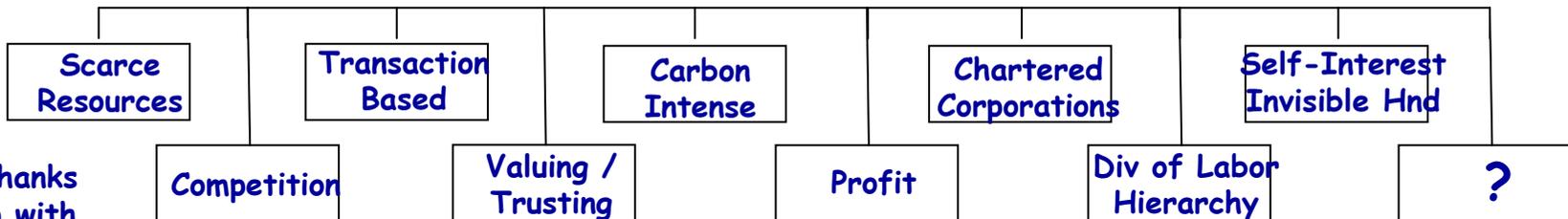


Raise



Reduce

Eliminate



eStudents, thanks for your help with this effort.

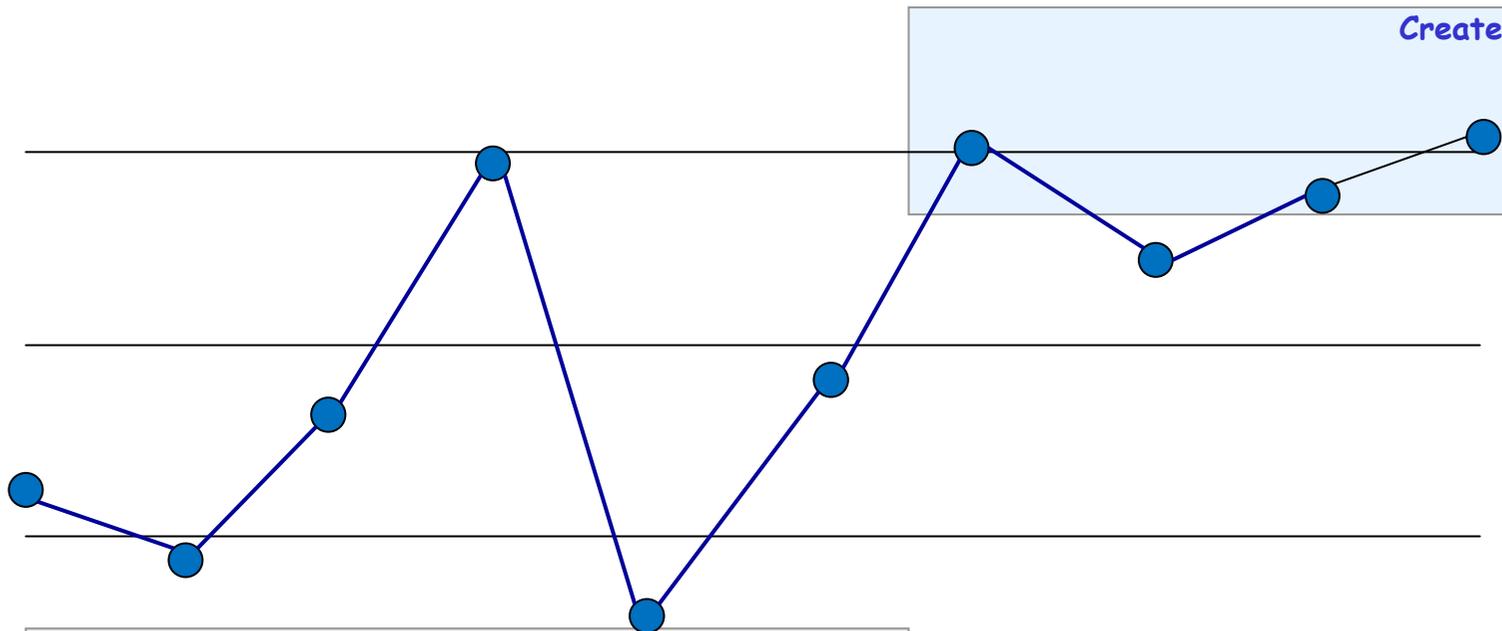


Tagline: Meanings' Energy powers the future!

Blue Ocean Strategy Canvas (Ac)knowledging Economy

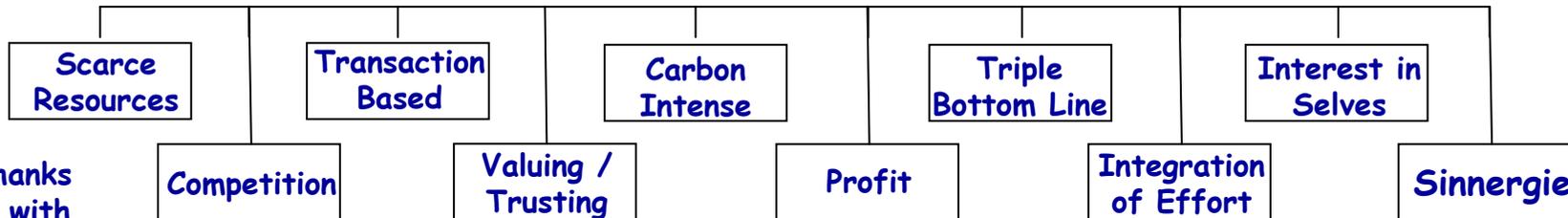


Raise



Reduce

Eliminate



eStudents, thanks for your help with this effort.



Which Paradigm?



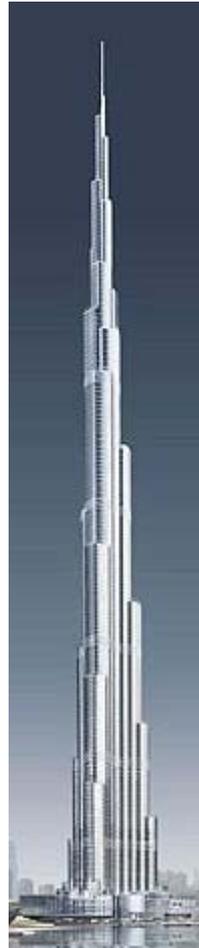
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2



3



4



5



6



Are we ready to co-create an
(Ac)knowledging Economy
that will function well for the
Next Quarter
of a Billion Years?

We need the help of you all and time is short

Charles.Savage@KEE-I nc.com

