

*Maja Göpel*

# Transforming Development

## The Need for an Economic Paradigm Shift to move towards Sustainability

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WINS Seminar

30 June 2016

1. *The Sustainable Development Goals*
2. *The role of mindsets in transformation processes*
3. *The limits of the economic lens*
4. *A Great Mindshift for sustainability?*

# Die globalen Nachhaltigkeitsziele

Transforming our world: 2030 Agenda for Sustainable Development



TRANSFORMING OUR  
WORLD:  
THE 2030 AGENDA FOR  
SUSTAINABLE  
DEVELOPMENT

**1** NO  
POVERTY



**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**14** LIFE  
BELOW WATER



**15** LIFE  
ON LAND



**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



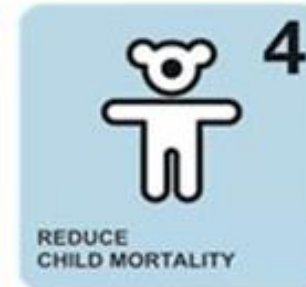
# Universal Post2015 Agenda

All countries commit to change

- Since 2015 all countries are developing countries
- Revision of existing sustainable development strategies
- Global search process for future development model

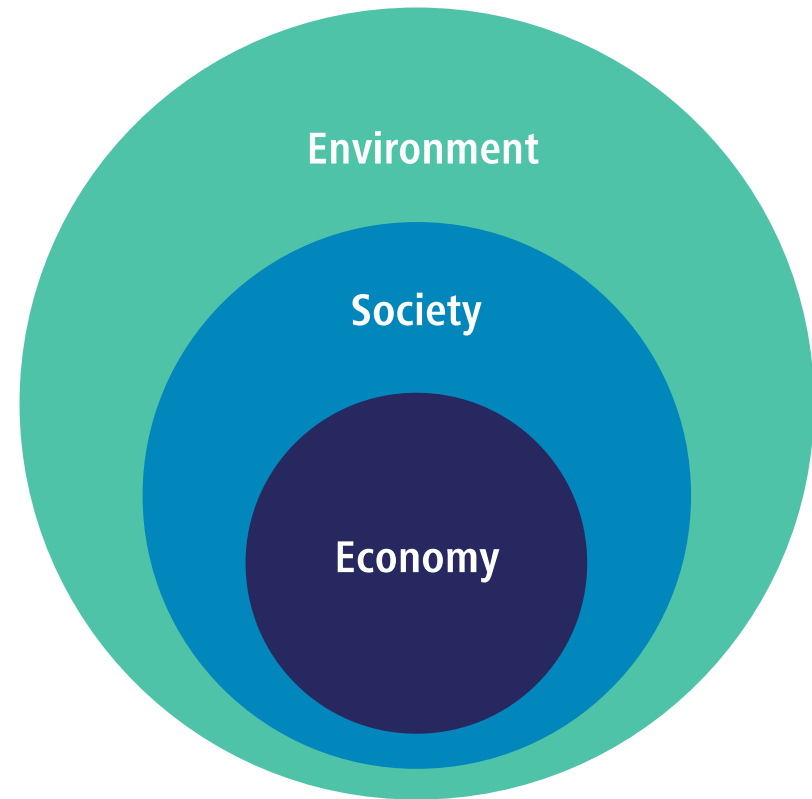
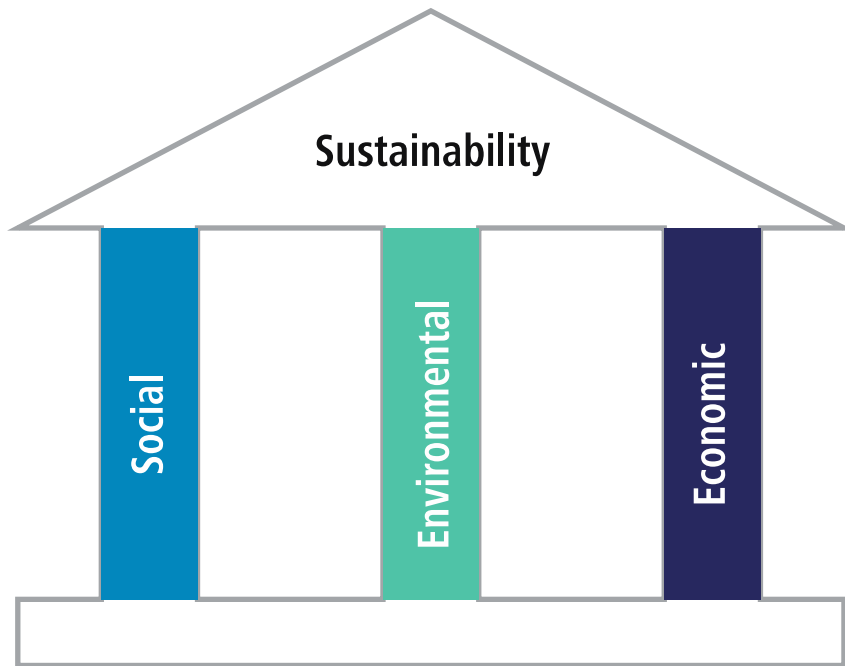
## 2000 - 2015

The 8  
Millennium  
Development  
Goals



# *Integrated Development*

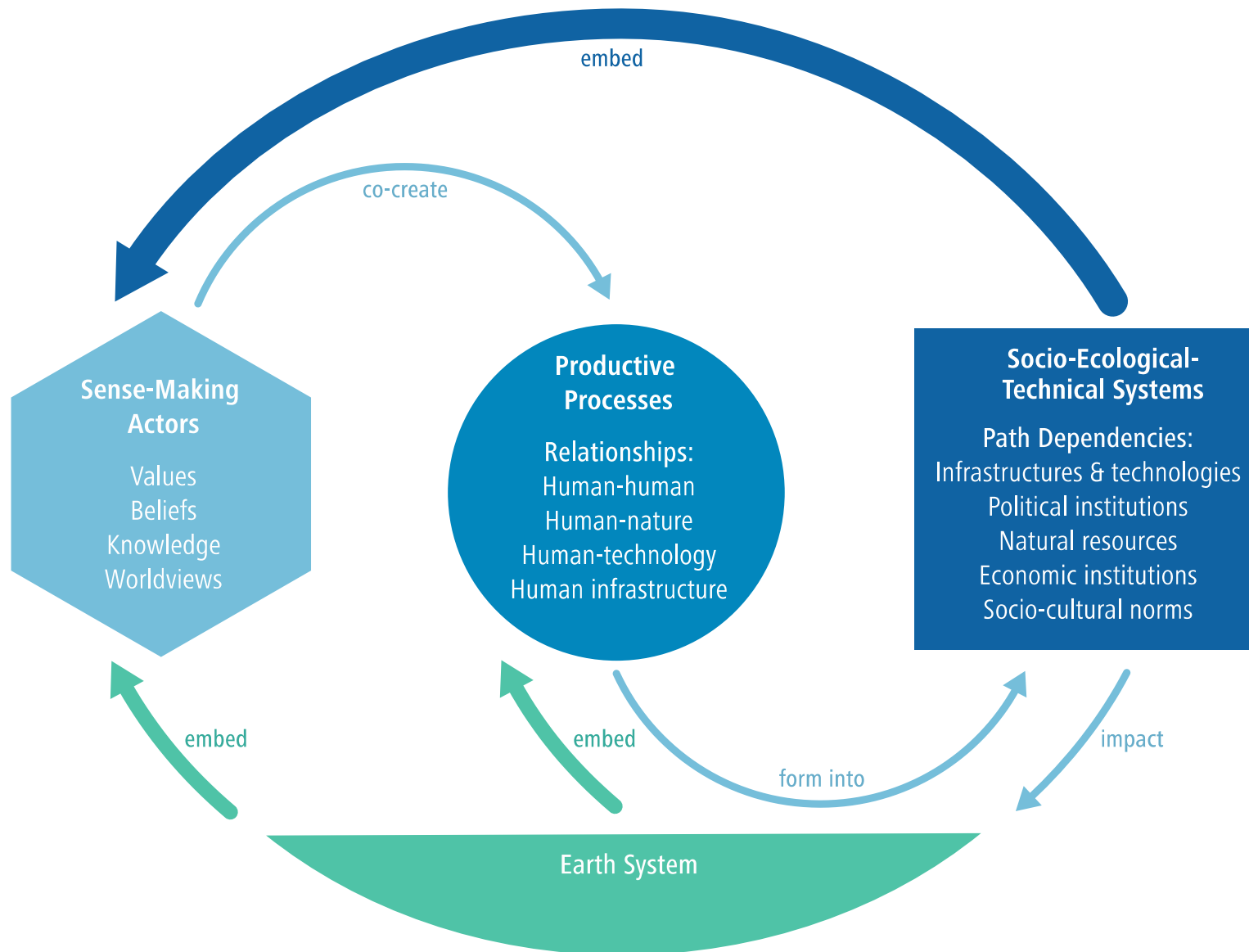
## Update of conceptual framework



***“Transformation or transformability in social-ecological systems is defined as 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)***

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# Transformation as an open-ended process

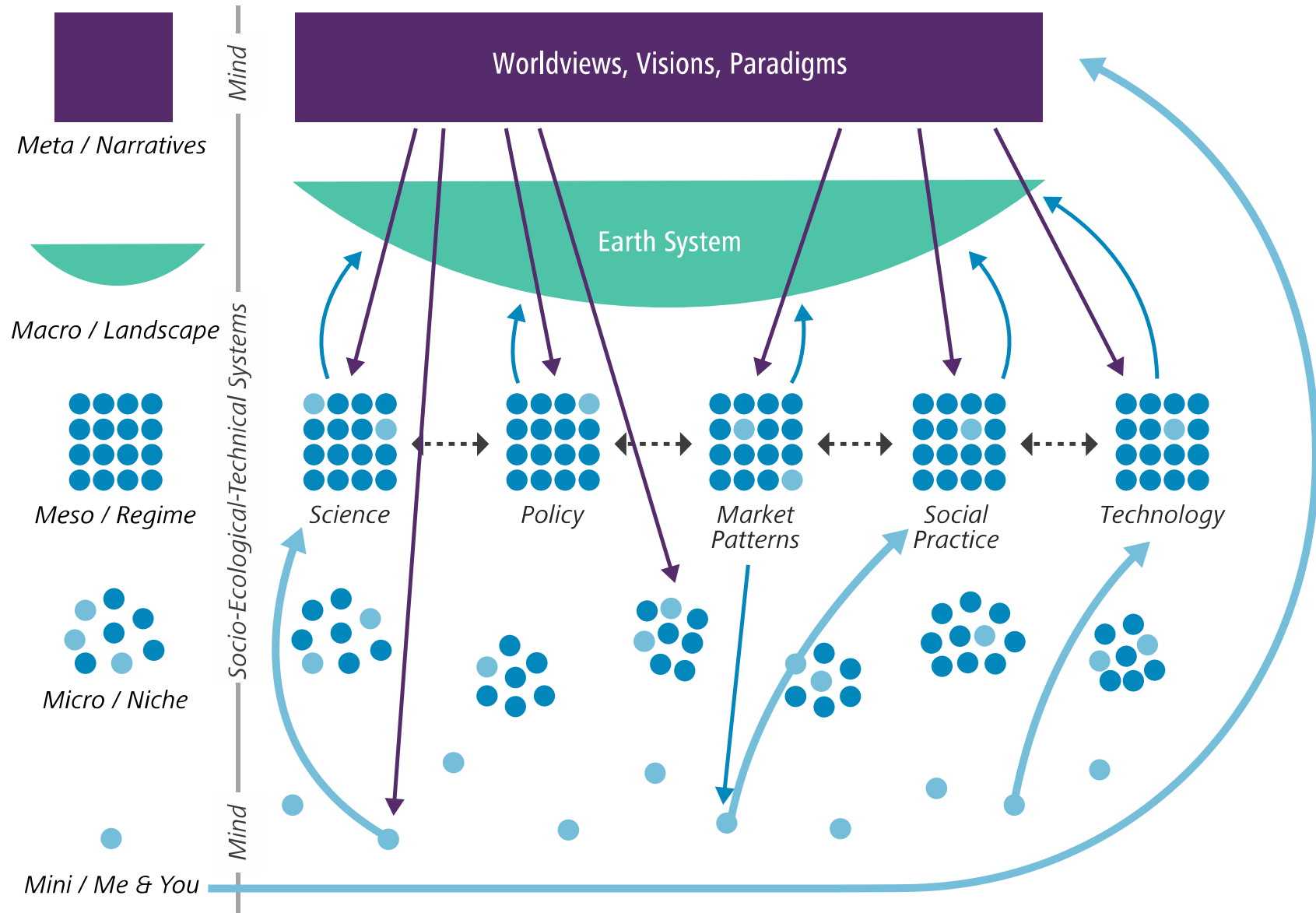


— "Humans make their own history...  
— but under circumstances transmitted from the past." -Karl Marx



# The role of mindsets in transformations

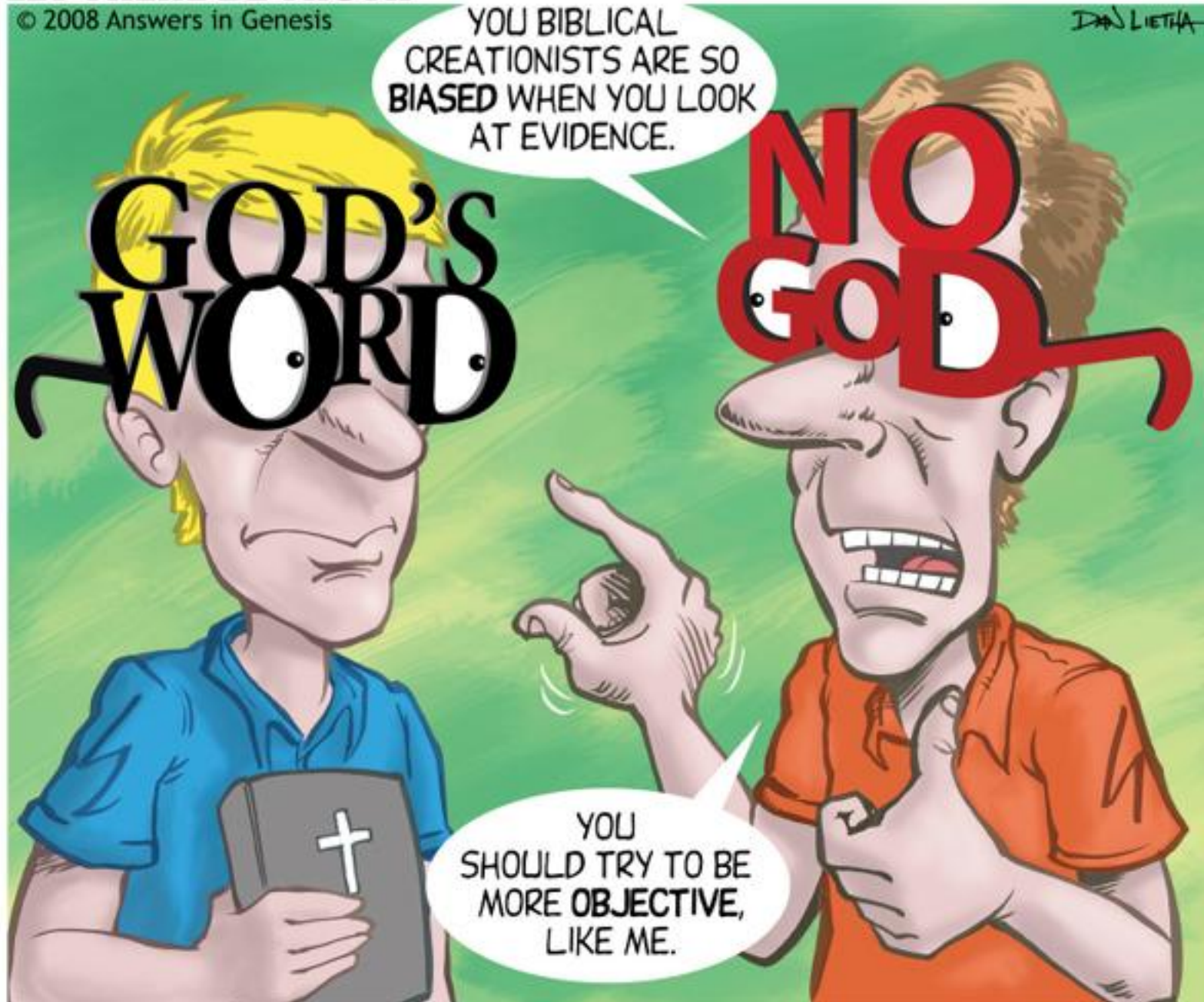
## Radical incremental change

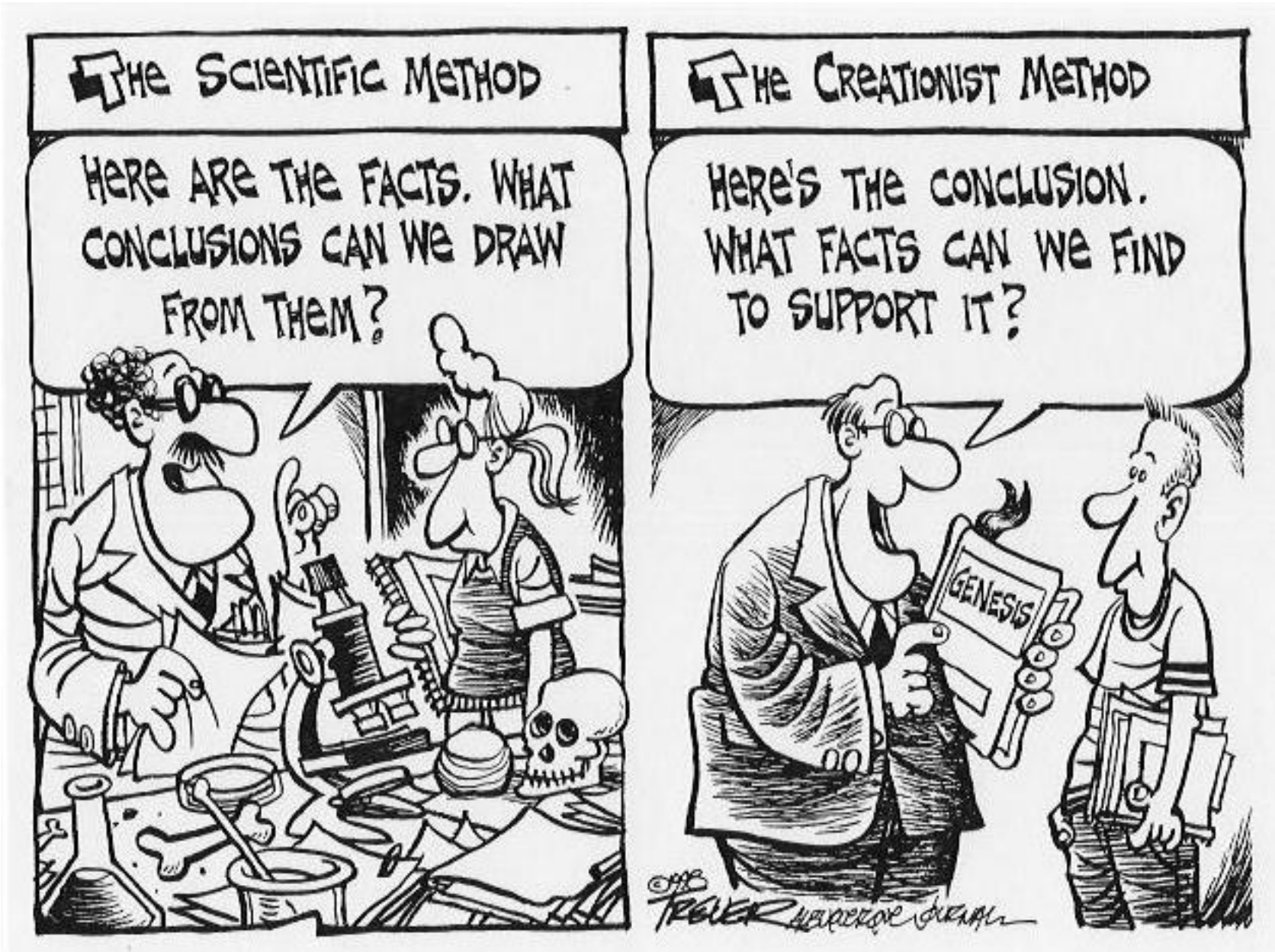


# Why there are different histories...

## LET THERE BE TRUTH

© 2008 Answers in Genesis





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# Purpose of the Economic System Today: Gain Imaginary Indicating Development Aspirations



“Success”



“Progress”



“Development”



“Return on Investment”



“Economic Success”



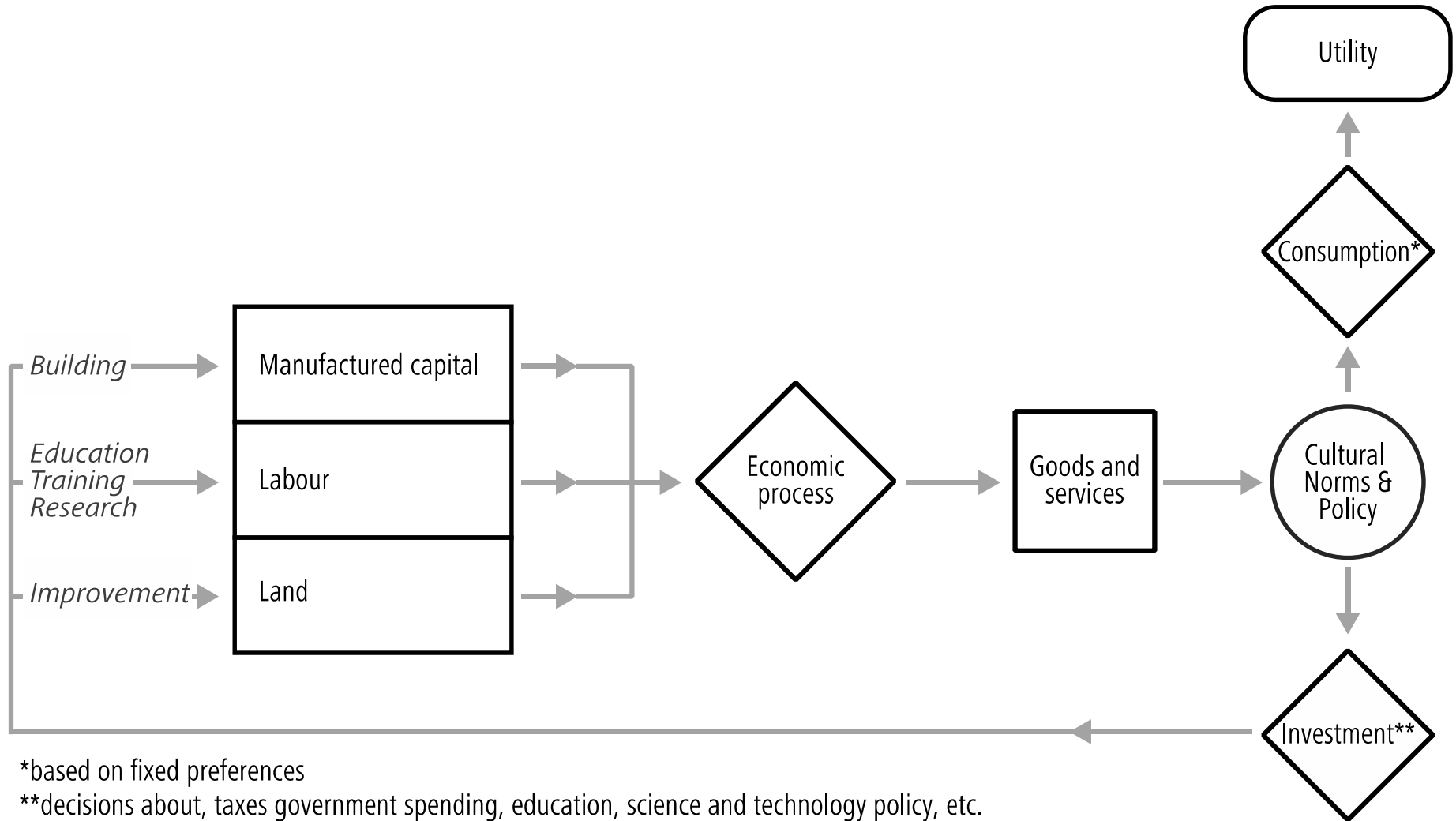
“Quarterly Reporting”

# Emergence of the System's Purpose

## Stark Utopia of last Great Transformation

1. The purpose for this system now seems “normal” but has once been an innovation: *“nineteenth century civilization alone was economic in a different and distinctive sense, for it 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, p.30)
2. The “matrix of the self-regulating market” became the ideal image for societal organization: *“that is why the control of the economic system by the market is of overwhelming consequence to the whole organization of society: it means no less than the running of society as an adjunct to the market. Instead of the economy being embedded in social relations, social relations are embedded in the economic system.”* (Karl Polanyi, p.57)

# What do our economic models see and predict?



# Assessing Economized Language

What is Hiding behind “Dematerialized Growth”?



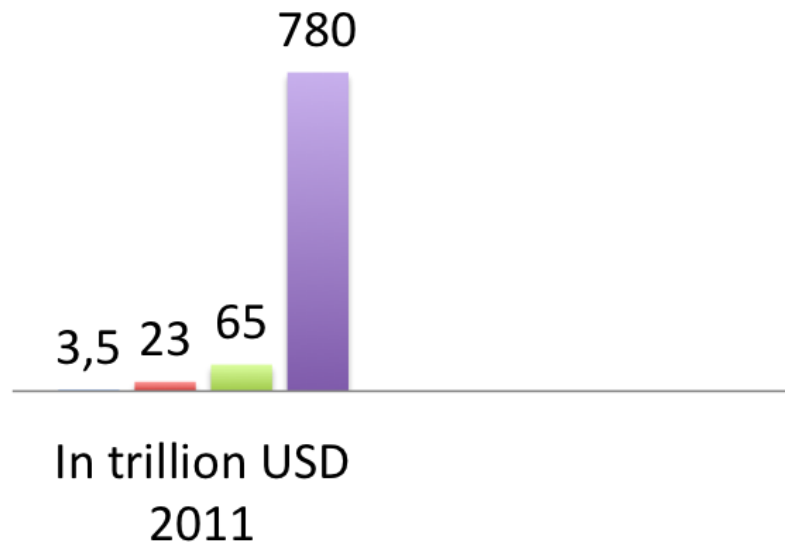


# Assessing Economized Language

## What is Hiding behind “Wealth” and “Productivity Gains”?

### Where is wealth?

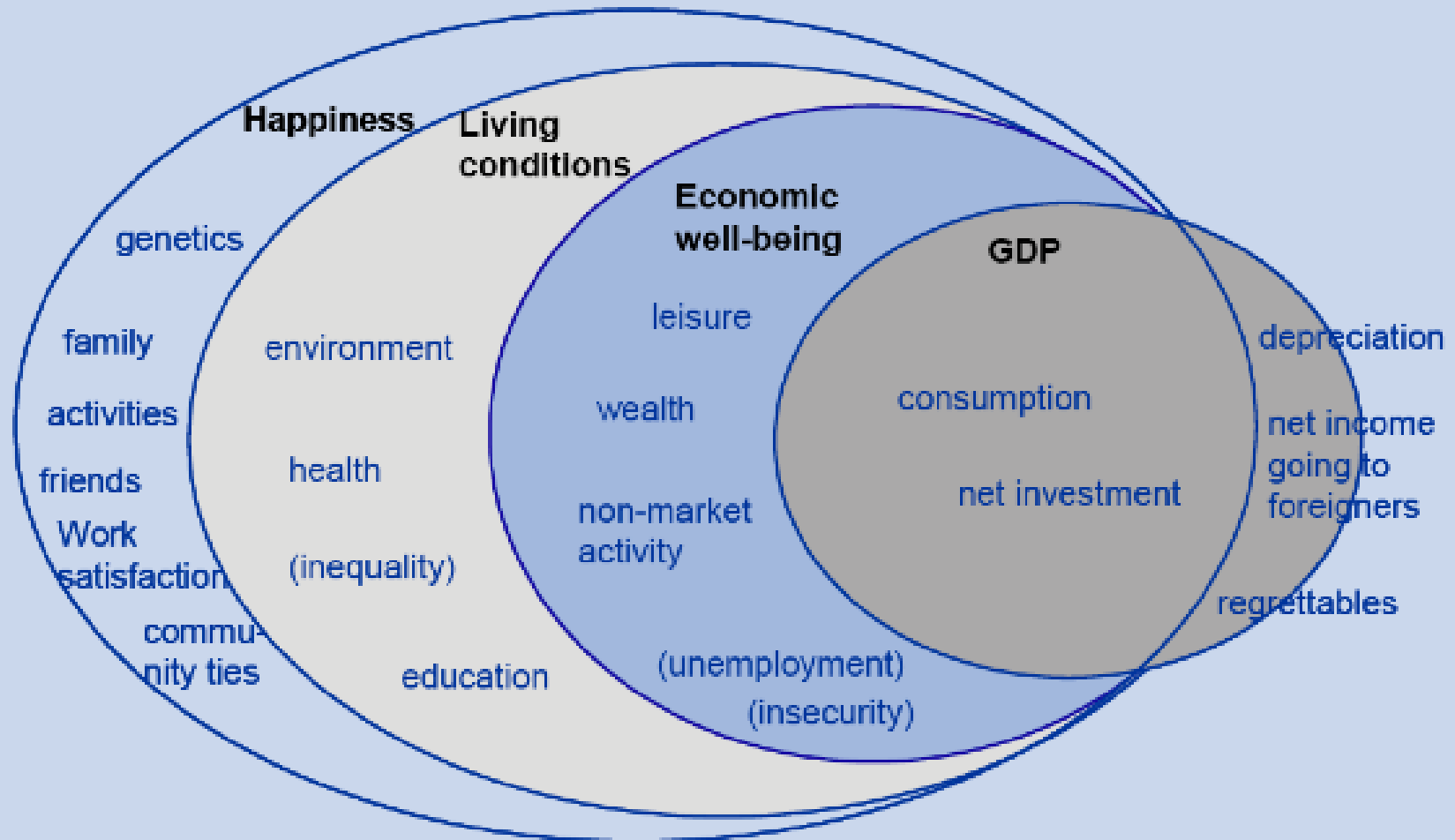
■ US government ■ US stocks ■ World GDP ■ Derivatives



# Assessing Economized Language

Growing Output Delivers Growing Wellbeing and Happiness?

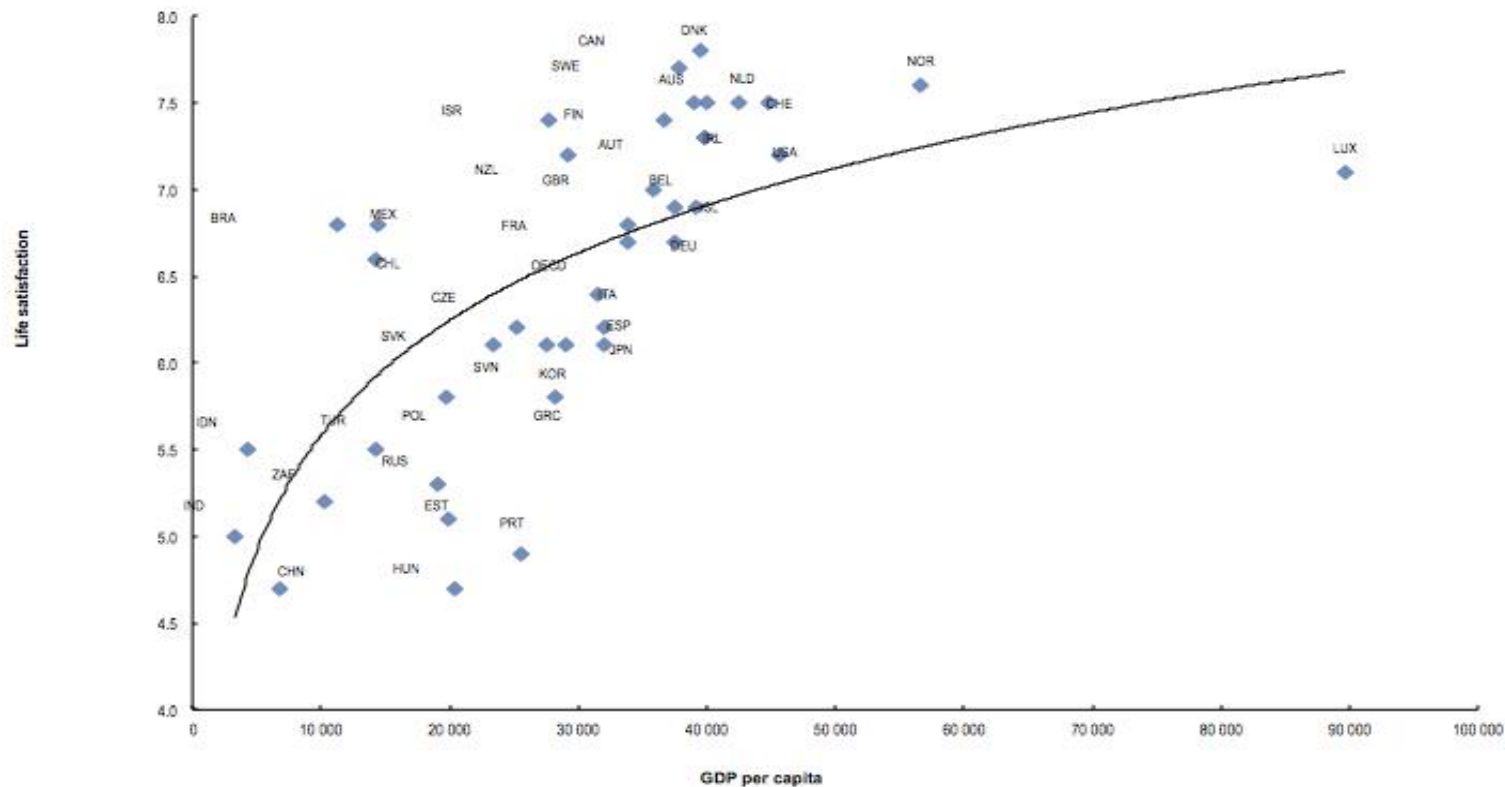
## The many elements of happiness and well-being



## Can Wellbeing and Happiness at all Grow Forever?

### Easterlin Paradox: Income and Happiness Decouple

Figure 12.3. Life satisfaction versus GDP per capita  
*Cantril ladder, 2010*



More important: health, income security, relative rank in society, social relations,

# Assessing Economized Language

## Homo Economicus Culture Effects on Humans?

Comparative extrinsic value orientation reduces quality of life and increases anxiety and depression



Cost-benefit lens reduces social-environmental responsibility and creative performance



# How to Transform Unsustainable Systems?

Change Views and Indicators on What Systems Should Deliver



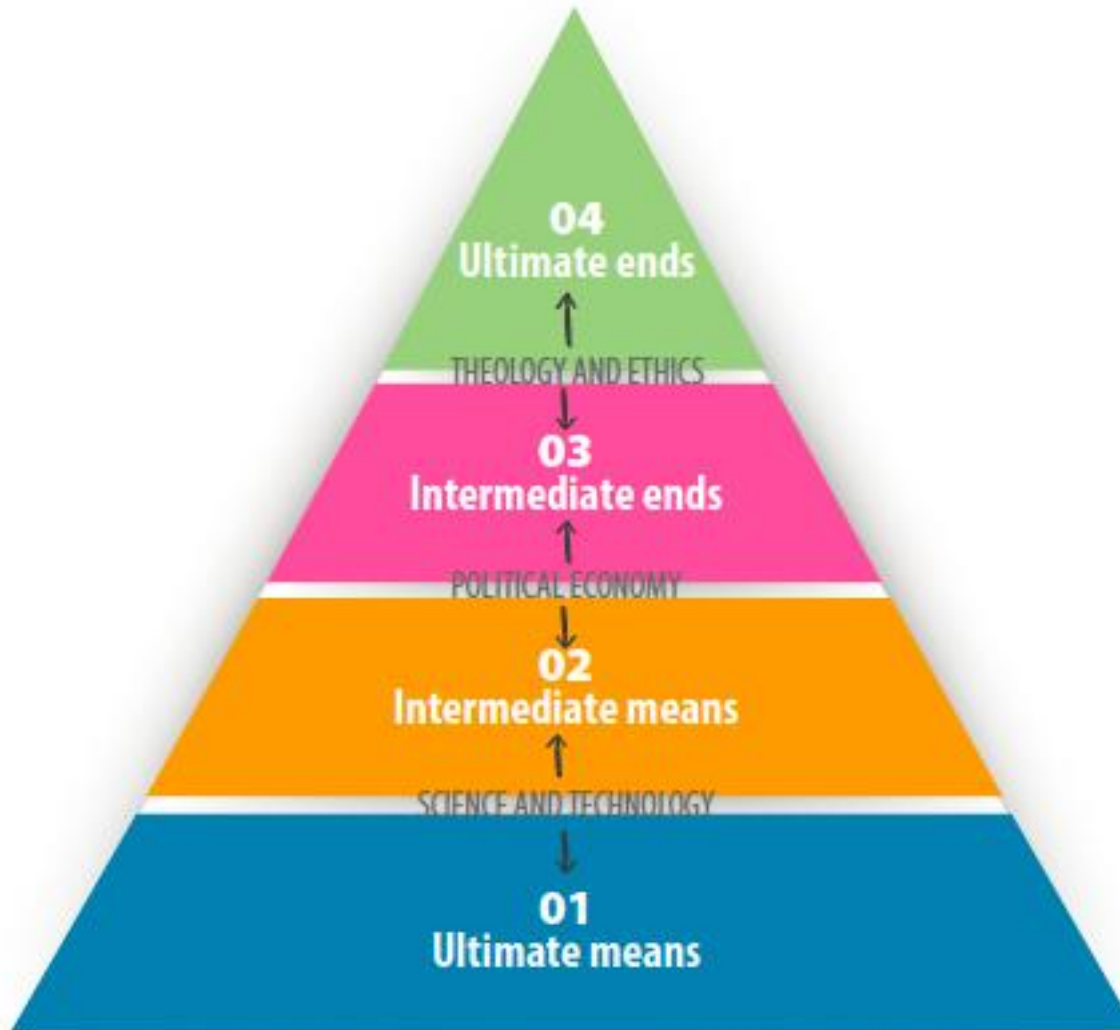
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# Reflexion on the integrated approach

## Expanding economic categories



# 04

## WELL-BEING:

Happiness, harmony, identity, fulfilment, self-respect, community, transcendence, enlightenment

# 03

## HUMAN CAPITAL & SOCIAL CAPITAL:

Health, wealth, leisure, mobility, knowledge, communication, consumer goods

# 02

## BUILT CAPITAL & HUMAN CAPITAL:

Labour, tools, factories, processed raw materials

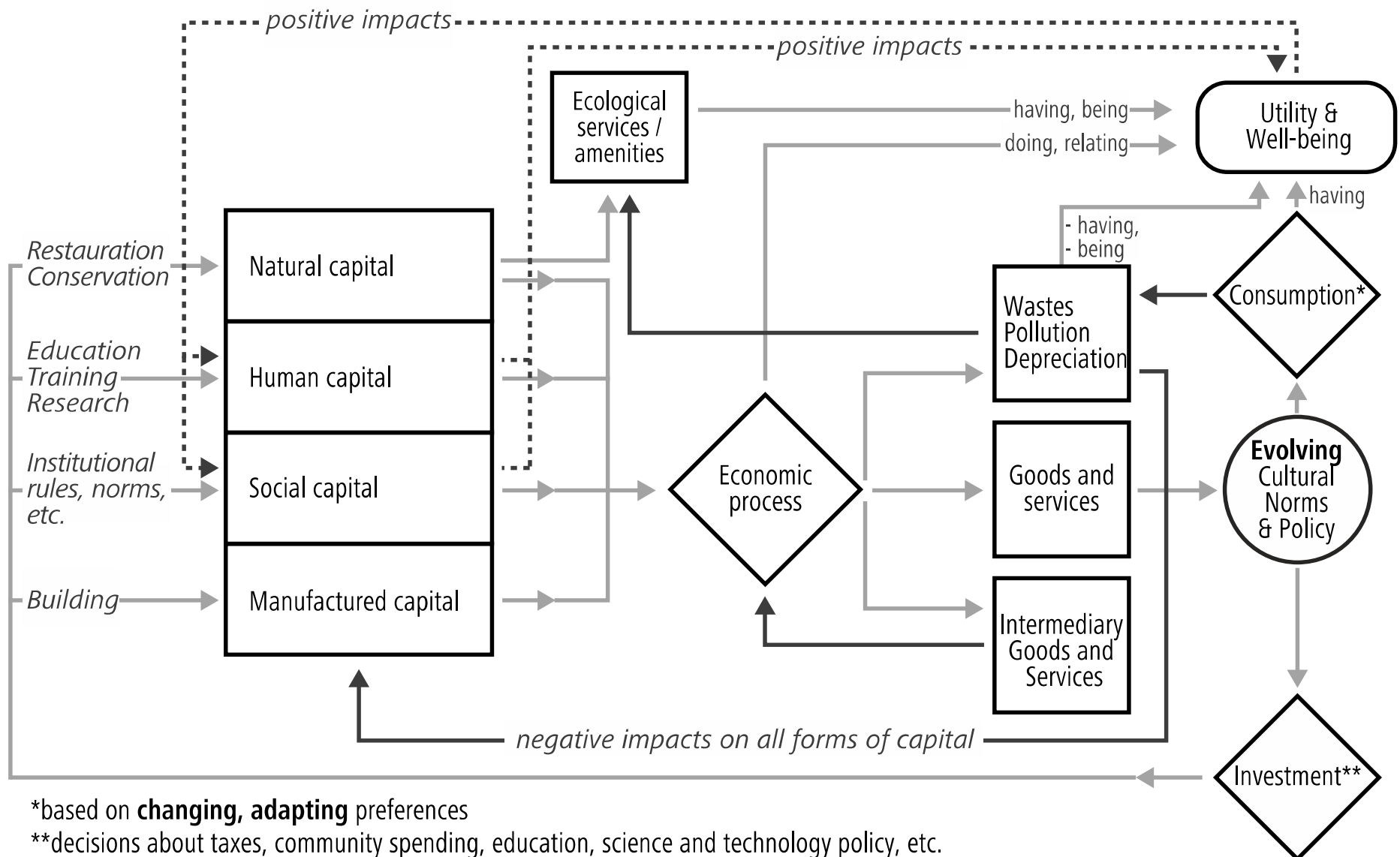
# 01

## NATURAL CAPITAL:

Solar energy, the biosphere, earth materials, biogeochemical cycles

# More integrated economic models

## Multiple perspectives on issues





# “Forest“ as amount of wood



# “Forest“ as substitutable capital



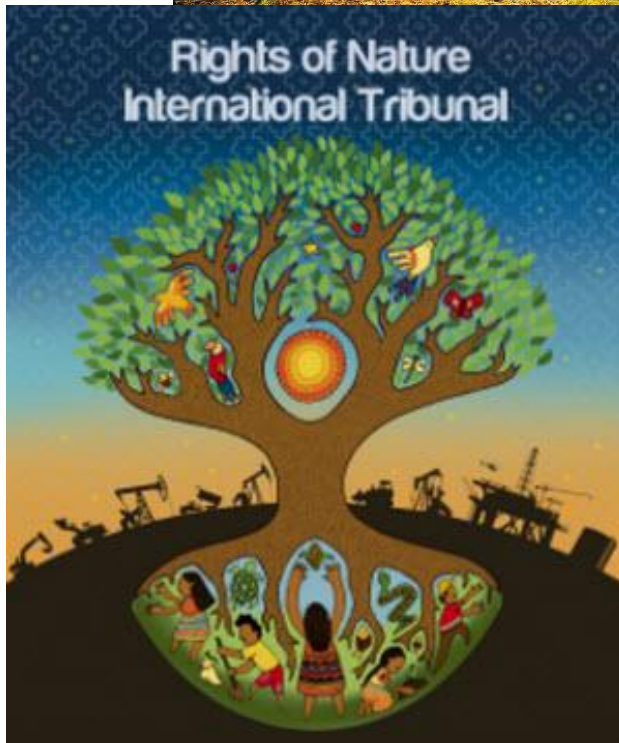
# “Forest“ as ecosystem service



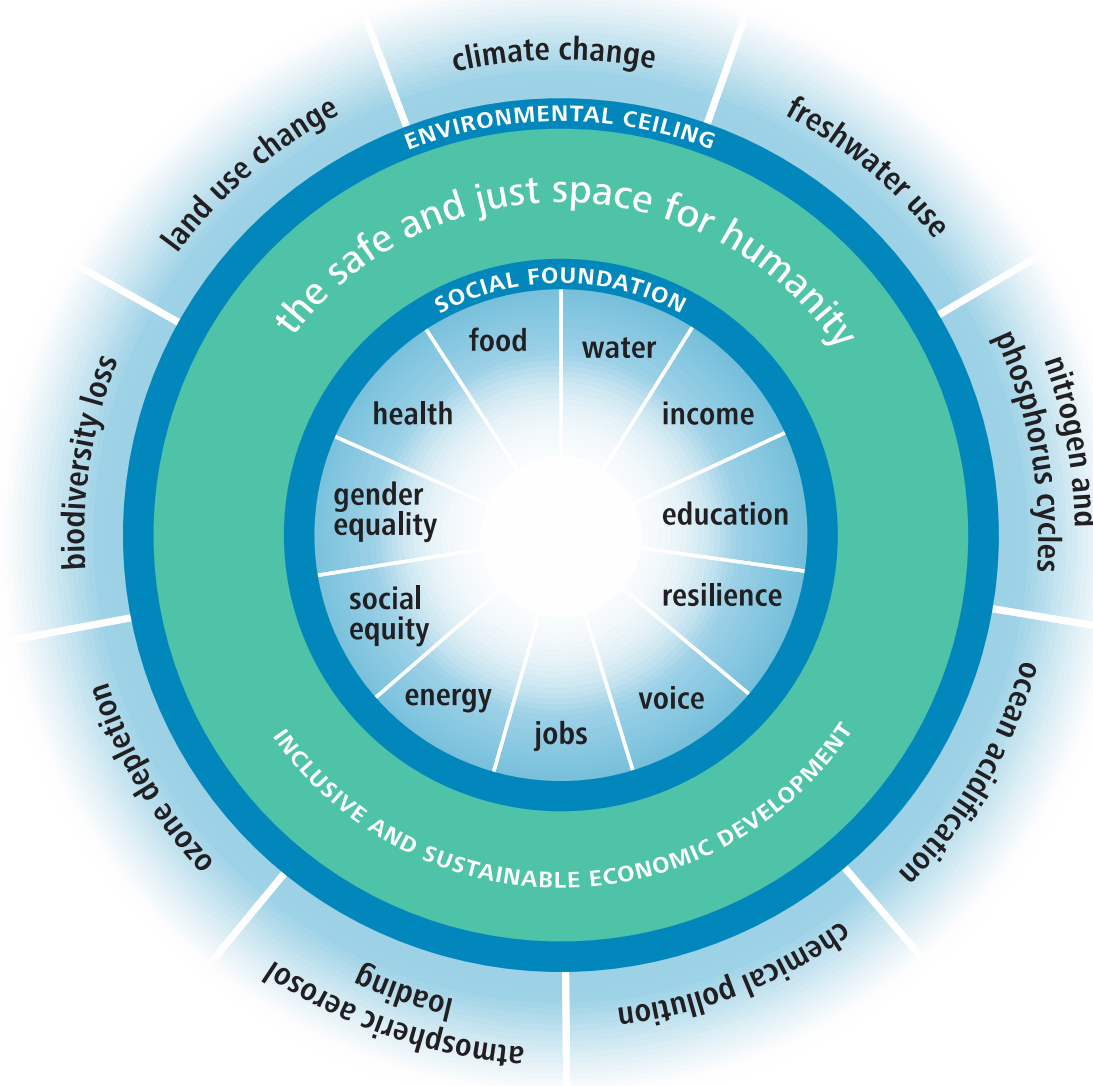
# “Forest“ as recreation



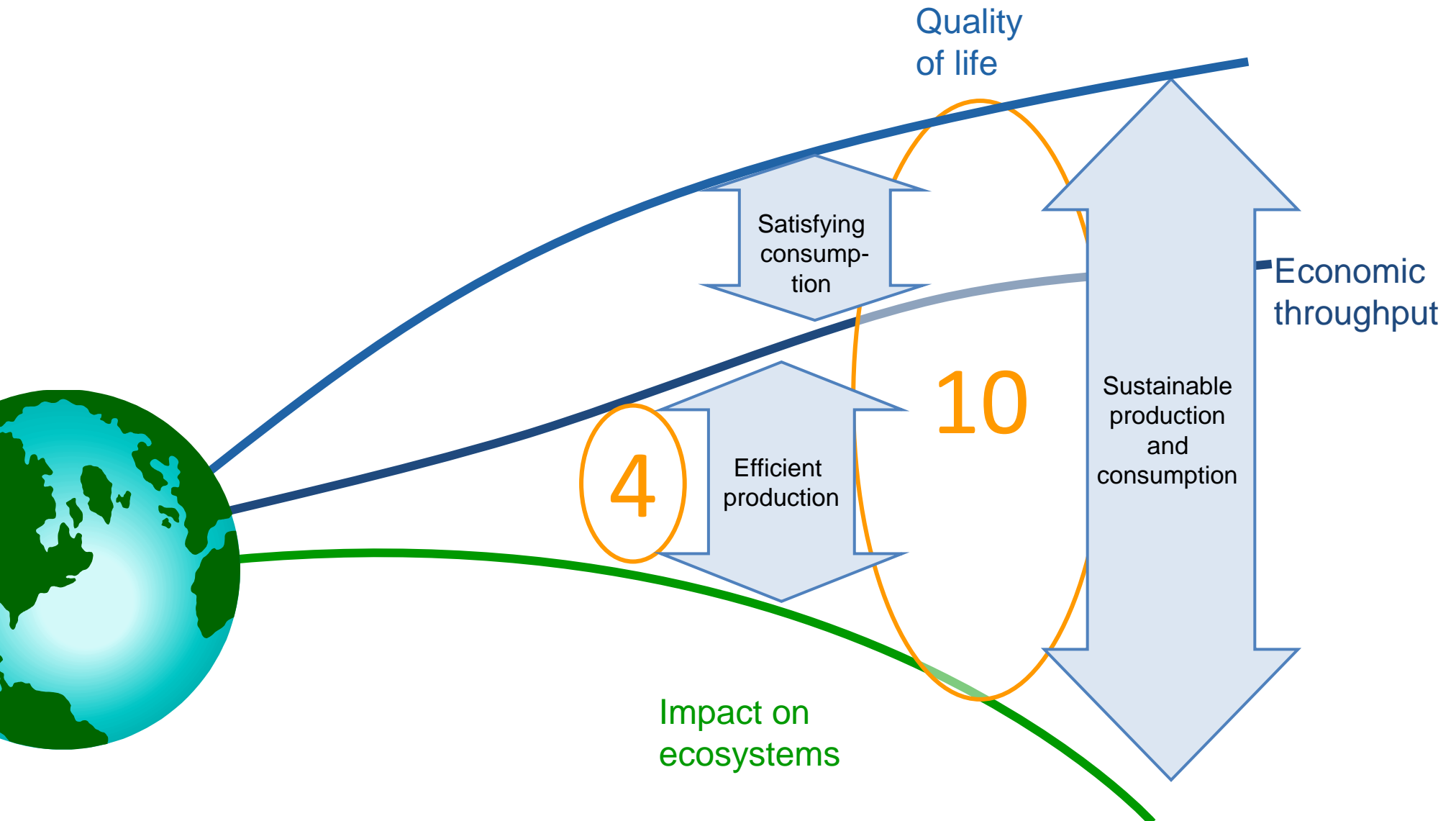
# “Forest“ in post-economism



# A Great Mindshift for Sustainability?



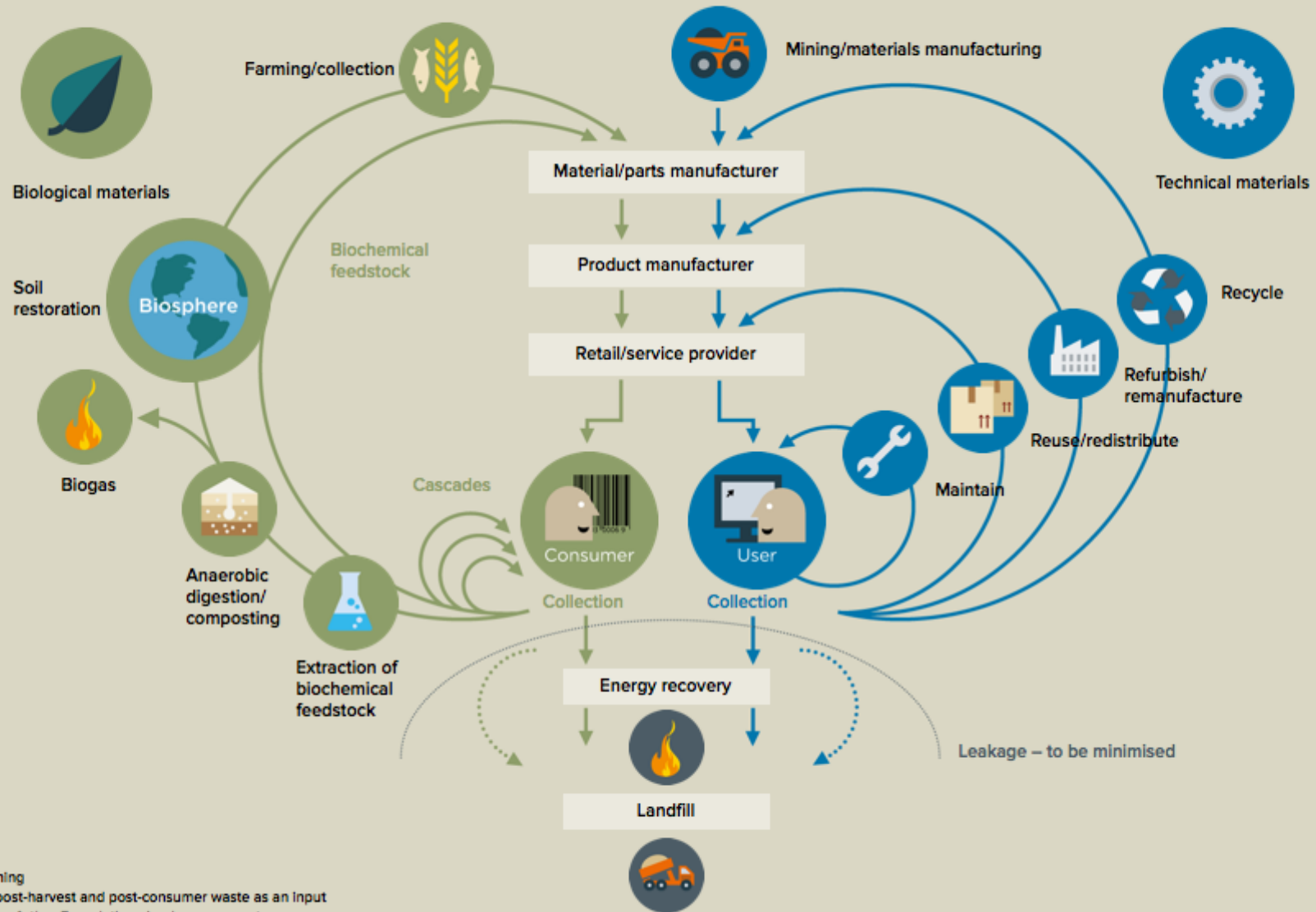
# Re-coupling human and natural wellbeing – double de-coupling as strategies



# Outlook Example: The Future is Round

## Reimagining Material Economic Production

THE CIRCULAR ECONOMY AN INDUSTRIAL SYSTEM THAT IS RESTORATIVE BY DESIGN



1 Hunting and fishing  
2 Can take both post-harvest and post-consumer waste as an input  
SOURCE: Ellen MacArthur Foundation circular economy team



# Outlook Example: The Future is Round

## Reimagining Productivity and Wealth Creation



**Commoning Principles**



**BALLE Principles**

(Business Alliance for Local Living Economies)

# Outlook Example: The Future is Round

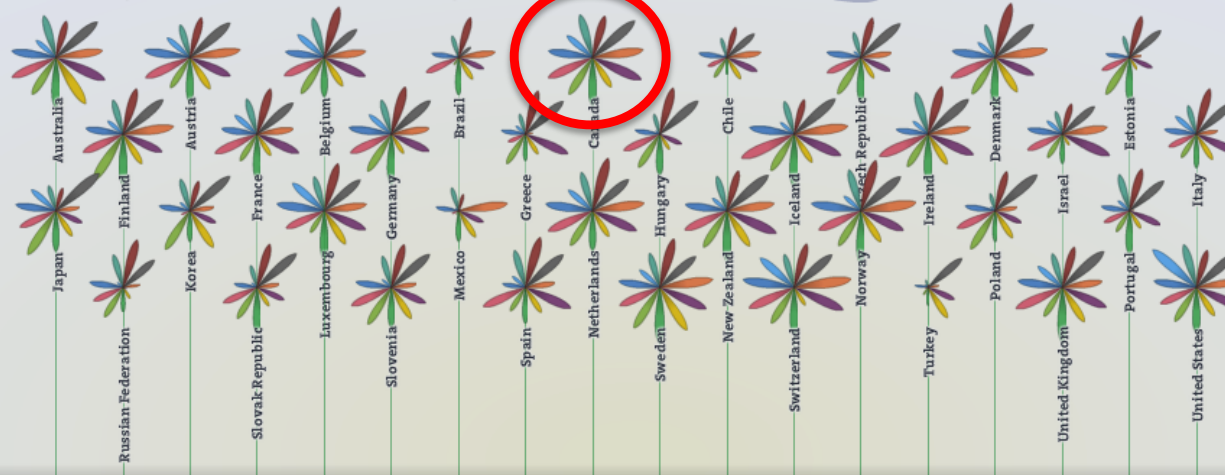
## Reimagining Wealth and Wellbeing



### Create Your Better Life Index

What is your recipe for a better life – a good education, clean air, nice home, money? See how your country measures up on the topics important to you. [? Help](#)

[Start with all topics rated equally](#) or set your own preferences here.



### Create Your Better Life Index

Rate the topics according to their importance to you:

Housing	Slider
Income	Slider
Jobs	Slider
Community	Slider
Education	Slider
Environment	Slider
Civic engagement	Slider
Health	Slider
Life Satisfaction	Slider
Safety	Slider
Work-Life Balance	Slider

Reset Help

Gender differences

Compare your index

Share your index

## How's life?

There is more to life than the cold numbers of GDP and economic statistics – [This Index allows you to compare well-being across countries](#)

[Better Life Blog](#) [» Archive](#)

### In search of satisfaction

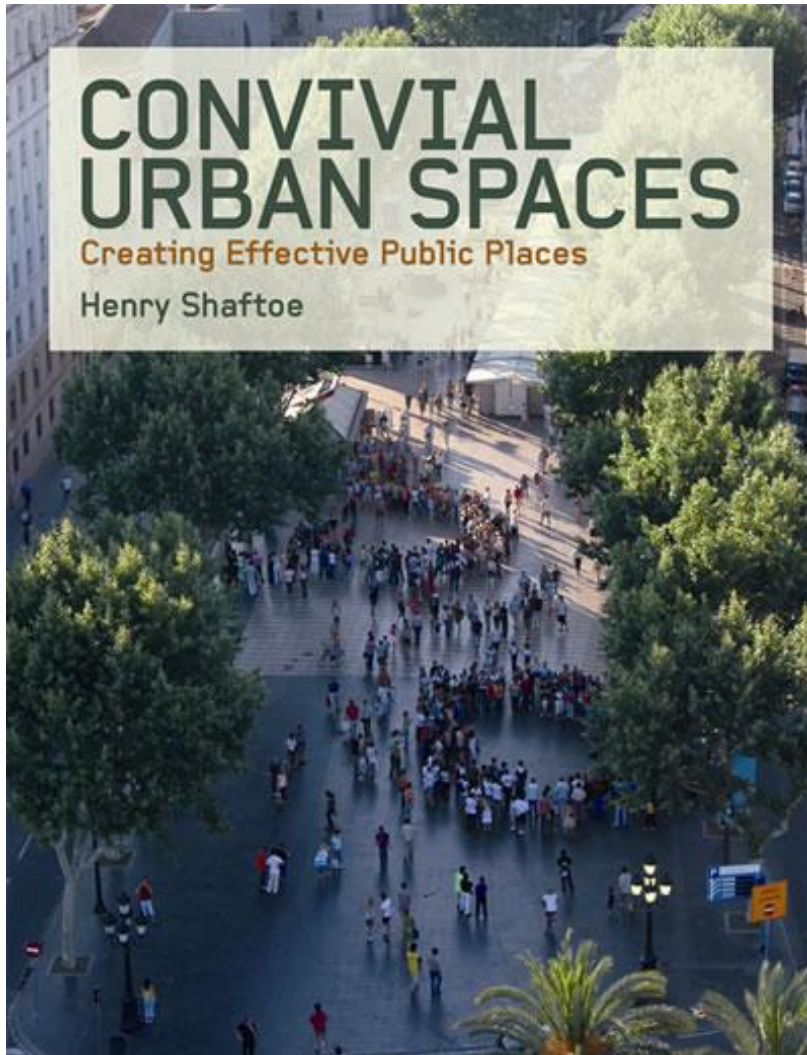
By Sue Kendall-Bilicki, OECD The Rolling Stones'

[Find Out More](#) [» Archive](#)

May 22, 2013  
**Humanosphere: Why it's so difficult to measure progress**

# Outlook Example: The Future is Round

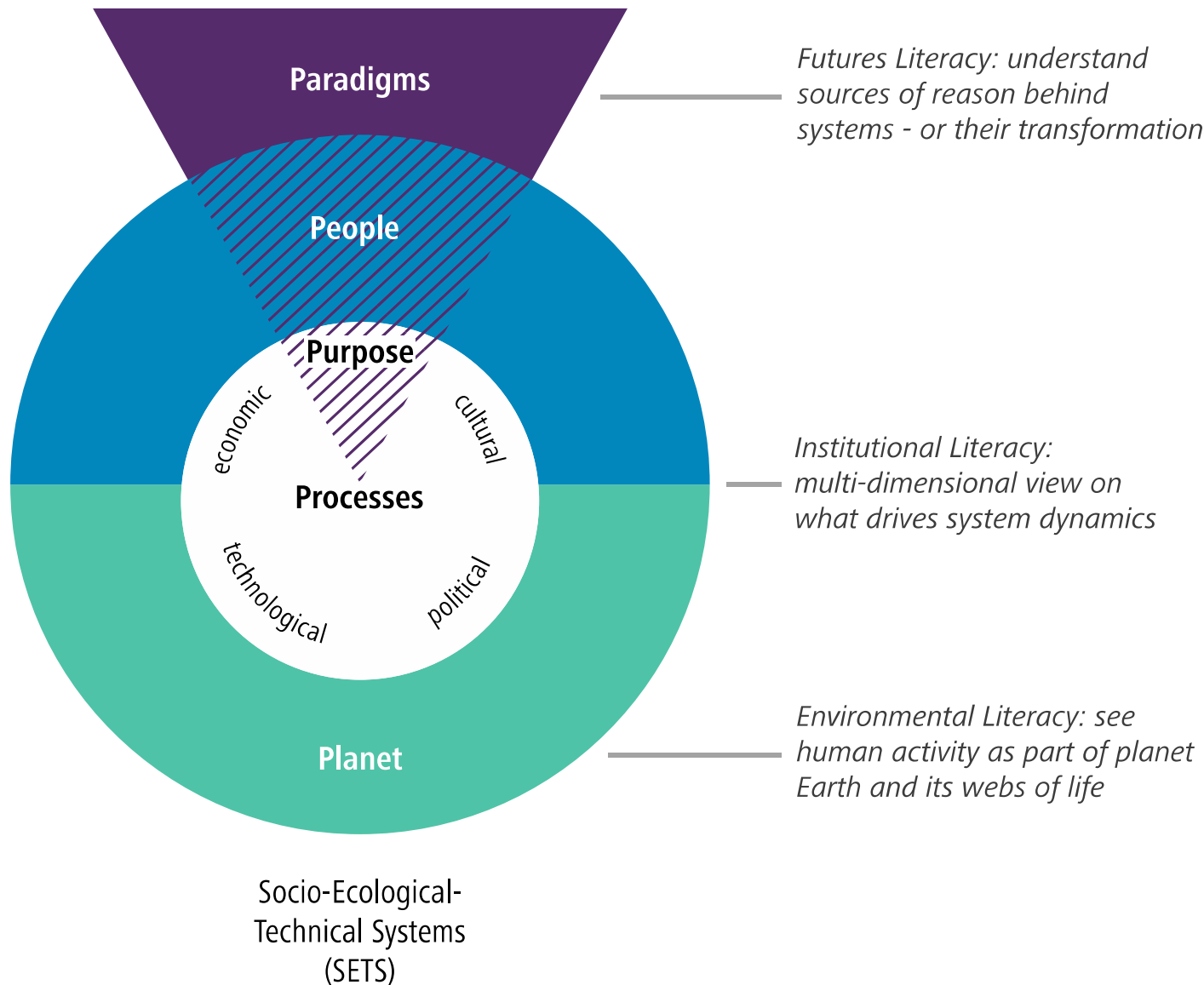
## Reimagining Co-existence and Values



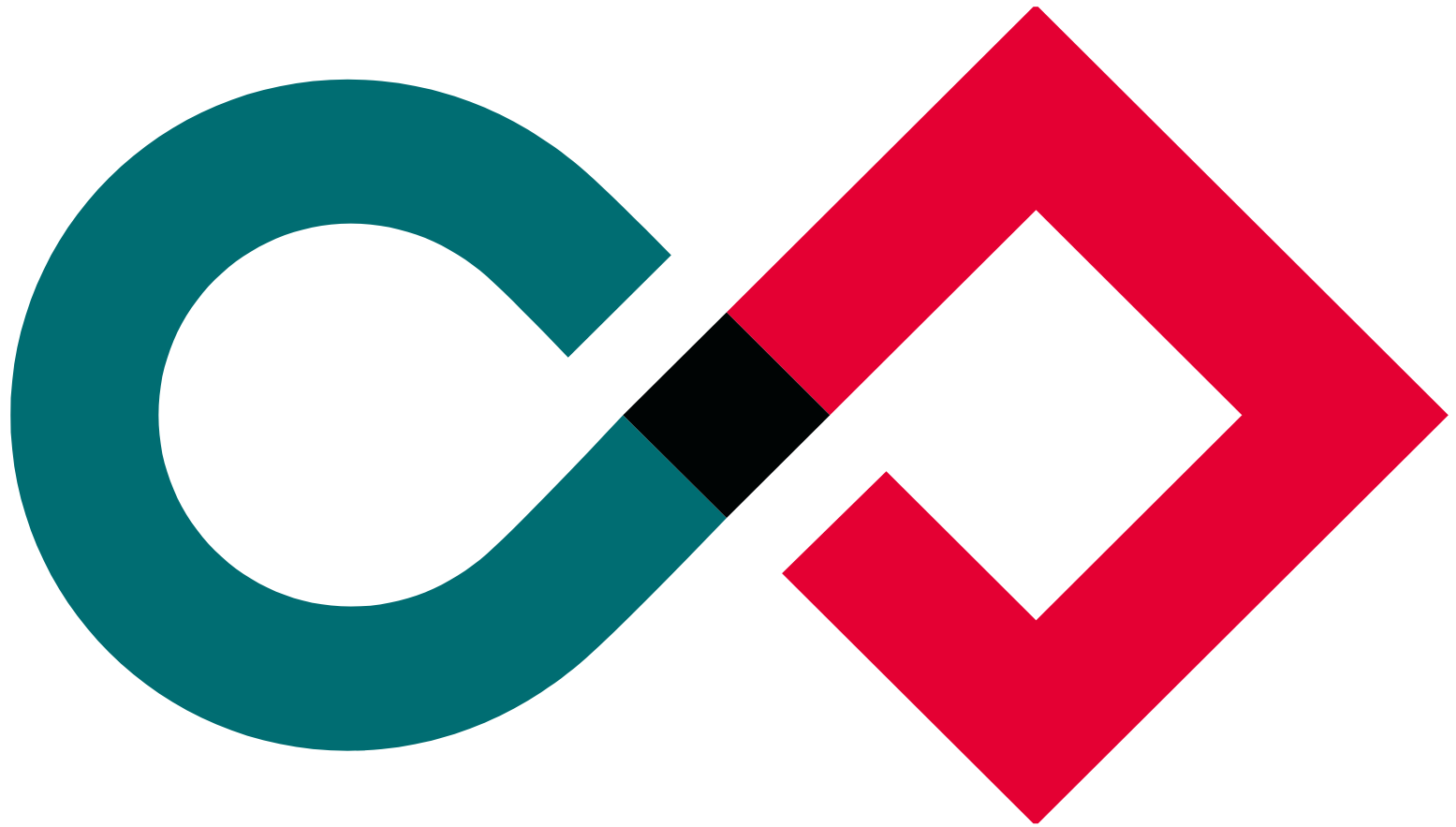
# Conviviality Culture

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# Transformative Literacy for Sustainability Transformations

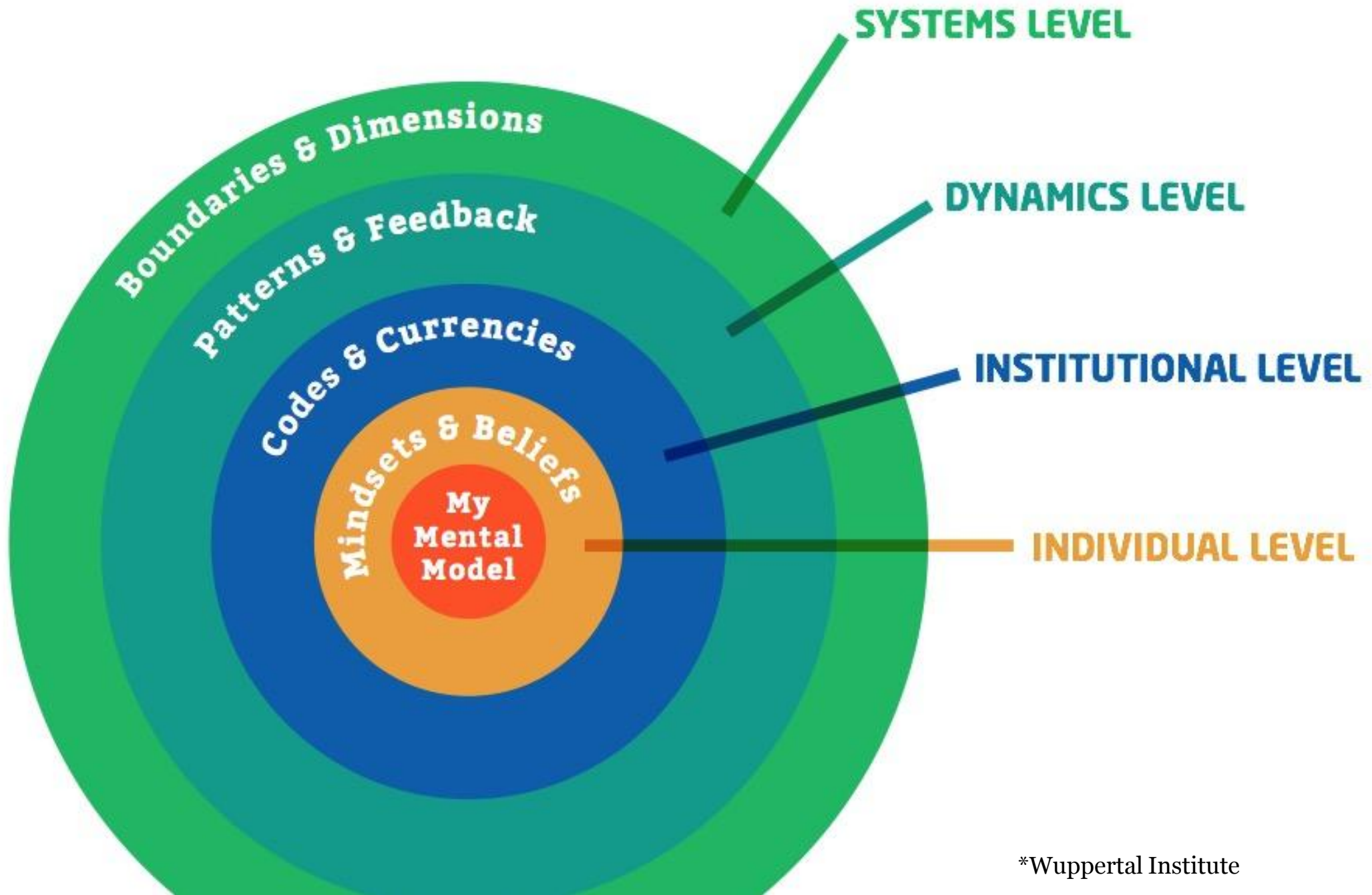


**Thank you!**



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# Training for Transformative Literacy – Aiming at System Innovations



# (Dis-)closing the loop: ontology and normative bias behind the training

1. *We want systemic innovation, so we make sure to capture the whole system.*
2. *We say that our system is complex, so we anticipate its change patterns to be non-linear.*
3. *We operate in historically grown circumstances, so we investigate their grammar.*
4. *We acknowledge that individual mindsets and beliefs guide human actions, so we seek to make them explicit.*
5. *We know that our own mental models frame reality, so we seek to keep them open to change.*