

ICT : A NEW CIVILIZATION

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COLLECTIVE SUICIDE POSSIBLE

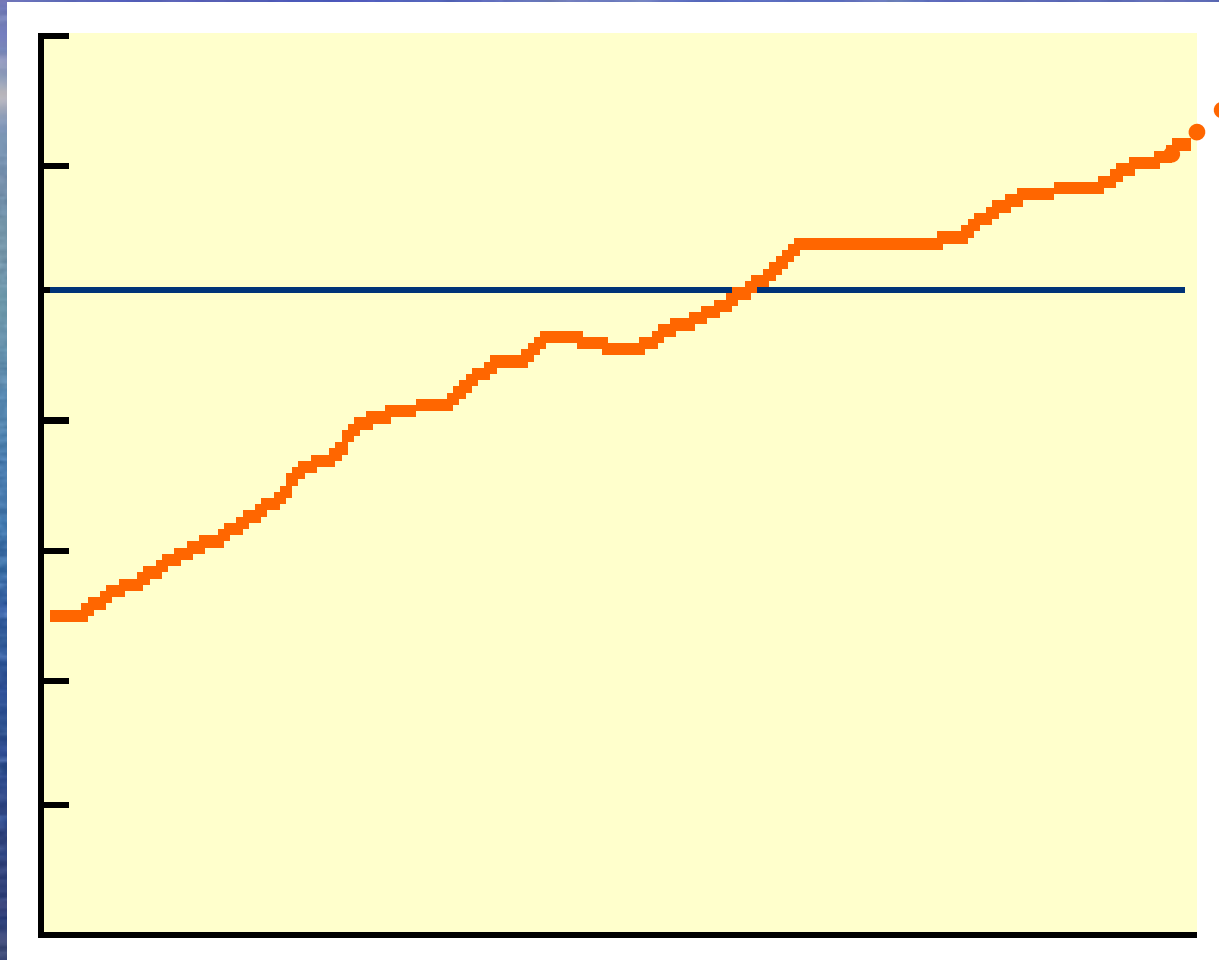
For the first time in Humanity's history, we have the possibility to commit a collective suicide.

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

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

Overshooting the Earth's Capacity

140%
120%
100%
80%
69%
40%
20%



The Human Ecological Footprint 1961 to 2020



TOWARDS A NEW
CIVILIZATION ?

THE MOTOR OF THE CHANGE

The deep motor of the change is that all citizens feel 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 chosen 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, future, neighbourhood, family, internal growth, other cultures, etc.

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

In this group 66% are women. Thus women are leading the change in silence.

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.

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

POST INDUSTRIAL 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)

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. »

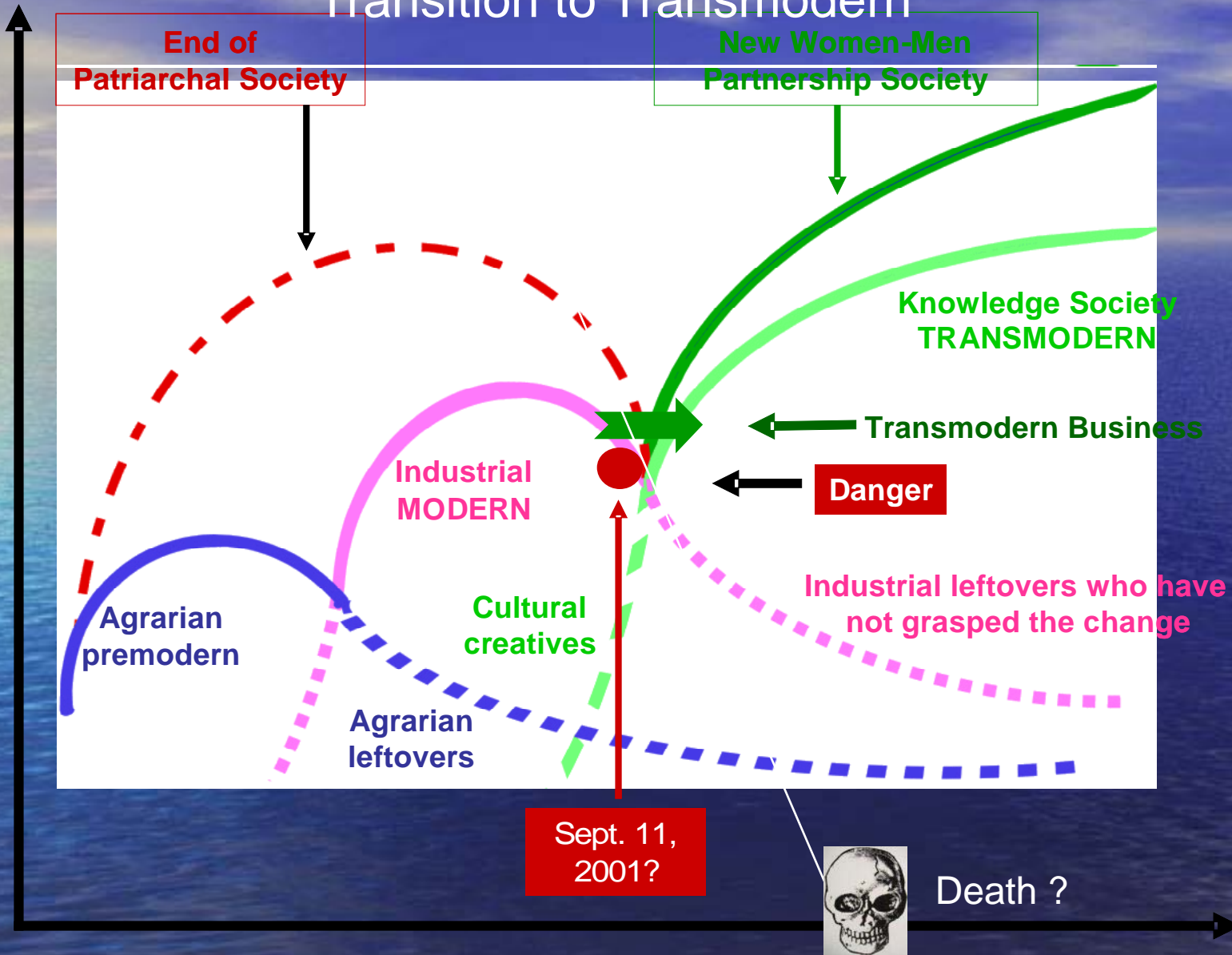
European Commission, 1993, « *White Book on Growth Competitiveness, employment* » p.150

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





KNOWLEDGE SOCIETY
(ICT):

A NEW CIVILIZATION

DEFINITIONS

- Data: what is on the web, unorganised
- Information: is already sorted by « Google ». Overabundance.
- Knowledge: is digested by human brain.
Less
- Wisdom, Knowledge are rare. Not enough.

A NEW WORLD...

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

A NEW WORLD...

8. Beyond patenting : towards "Open Source"

9. Beyond pyramids towards networks

10. Capitalizing on cultural capital + gender capital

11. New strategy: beyond war: win-win

12. New definition of Progress = qualitative

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
 - Invisibly false
 - False transparency
 - False ethics
 - False concern with Humanity's future
 - NON SUSTAINABLE

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.

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>