

# Economics of Sustainable Management

## 8c. Economic alternatives

Adopted from Jonathan Dawson, Co-Head of Economics  
Schumacher College, UK



Tento projekt je spolufinancován Evropským sociálním fondem a Státním rozpočtem ČR InoBio – CZ.1.07/2.2.00/28.0018

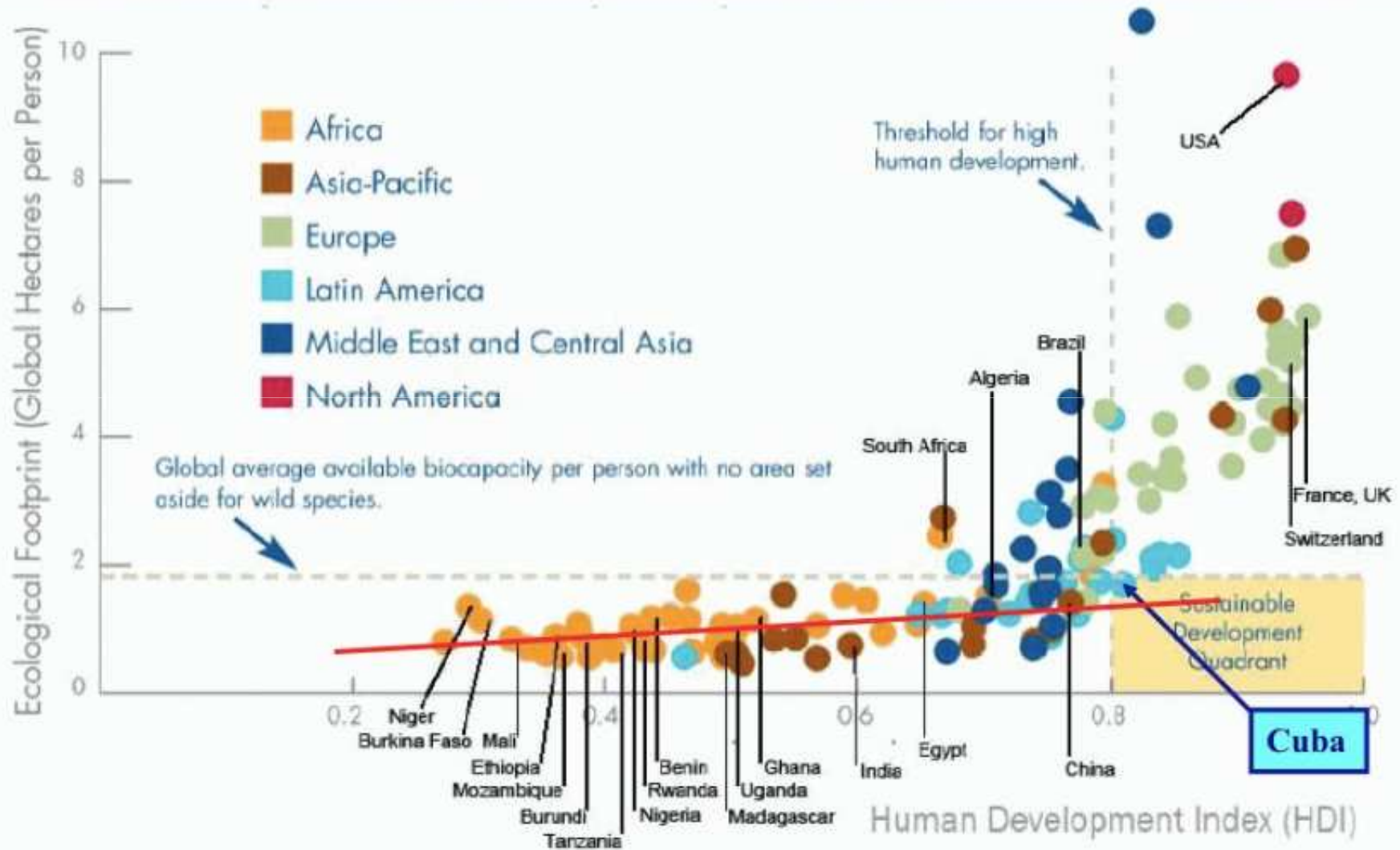
*The ideal economic or GDP hero is a chain-smoking terminal cancer patient going through an expensive divorce whose car is totaled in a 20-car pileup, while munching on fast-take-out-food and chatting on a cell phone. All add to GDP growth. The GDP villain is a non-smoker, eats home-cooked wholesome meals and cycles to work.*

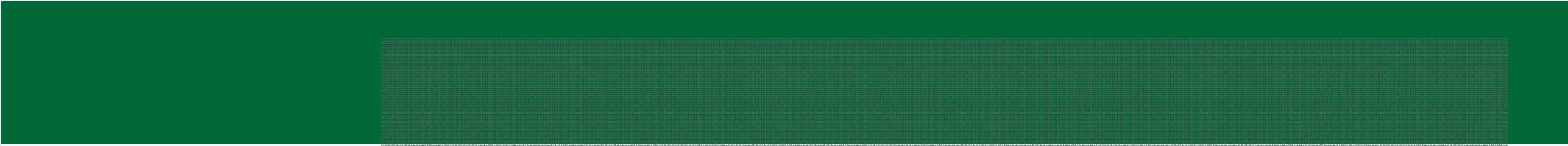
*- Mark Anielski, [The Genuine Progress Indicator](#)*

## HPI results table

Countries in HPI rank		Sub-region	Life Exp	Life Sat	Footprint	HPI
	2050 target		87.0	8.0	1.7	89.0
1.	Costa Rica	1a	78.5	8.5	2.3	76.1
2.	Dominican Republic	1a	71.5	7.6	1.5	71.8
3.	Jamaica	1a	72.2	6.7	1.1	70.1
4.	Guatemala	1a	69.7	7.4	1.5	68.4
5.	Vietnam	6c	73.7	6.5	1.3	66.5
6.	Colombia	1b	72.3	7.3	1.8	66.1
7.	Cuba	1a	77.7	6.7	1.8	65.7
8.	El Salvador	1a	71.3	6.7	1.6	61.5
9.	Brazil	1b	71.7	7.6	2.4	61.0
10.	Honduras	1a	69.4	7.0	1.8	61.0
11.	Nicaragua	1a	71.9	7.1	2.0	60.5
12.	Egypt	3a	70.7	6.7	1.7	60.3
13.	Saudi Arabia	3b	72.2	7.7	2.6	59.7
14.	Philippines	6c	71.0	5.5	0.9	59.0
15.	Argentina	1b	74.8	7.1	2.5	59.0
16.	Indonesia	6c	69.7	5.7	0.9	58.9
17.	Bhutan	5a	64.7	6.1	1.0	58.5
18.	Panama	1a	75.1	7.8	3.2	57.4
19.	Laos	6c	63.2	6.2	1.1	57.3
20.	China	6a	72.5	6.7	2.1	57.1
21.	Morocco	3a	70.4	5.6	1.1	56.8
22.	Sri Lanka	5a	71.6	5.4	1.0	56.5
23.	Mexico	1a	75.6	7.7	3.4	55.6
24.	Pakistan	5a	64.6	5.6	0.8	55.6
25.	Ecuador	1b	74.7	6.4	2.2	55.5
26.	Jordan	3b	71.9	6.0	1.7	54.6
27.	Belize	1a	75.9	6.6	2.6	54.5
28.	Peru	1b	70.7	5.9	1.8	54.4
29.	Tunisia	3a	73.5	5.9	1.8	54.3
30.	Trinidad and Tobago	1a	69.2	6.7	2.1	54.2
31.	Bangladesh	5a	63.1	5.3	0.6	54.1
32.	Moldova	7b	68.4	5.7	1.2	54.1
33.	Malaysia	6c	73.7	6.6	2.4	54.0
34.	Tajikistan	7a	66.3	5.1	0.7	53.5
35.	India	5a	63.7	5.5	0.9	53.0
36.	Venezuela	1b	73.2	6.9	2.8	52.5
37.	Nepal	5a	62.8	5.3	0.8	51.9
38.	Syria	3b	73.6	5.9	2.1	51.3
39.	Burma	5a	60.8	5.9	1.1	51.2
40.	Algeria	3a	71.7	5.6	1.7	51.2

**Internal Seminar: Groups Arbenz/  
Cellier/Gander/Hinterberger**



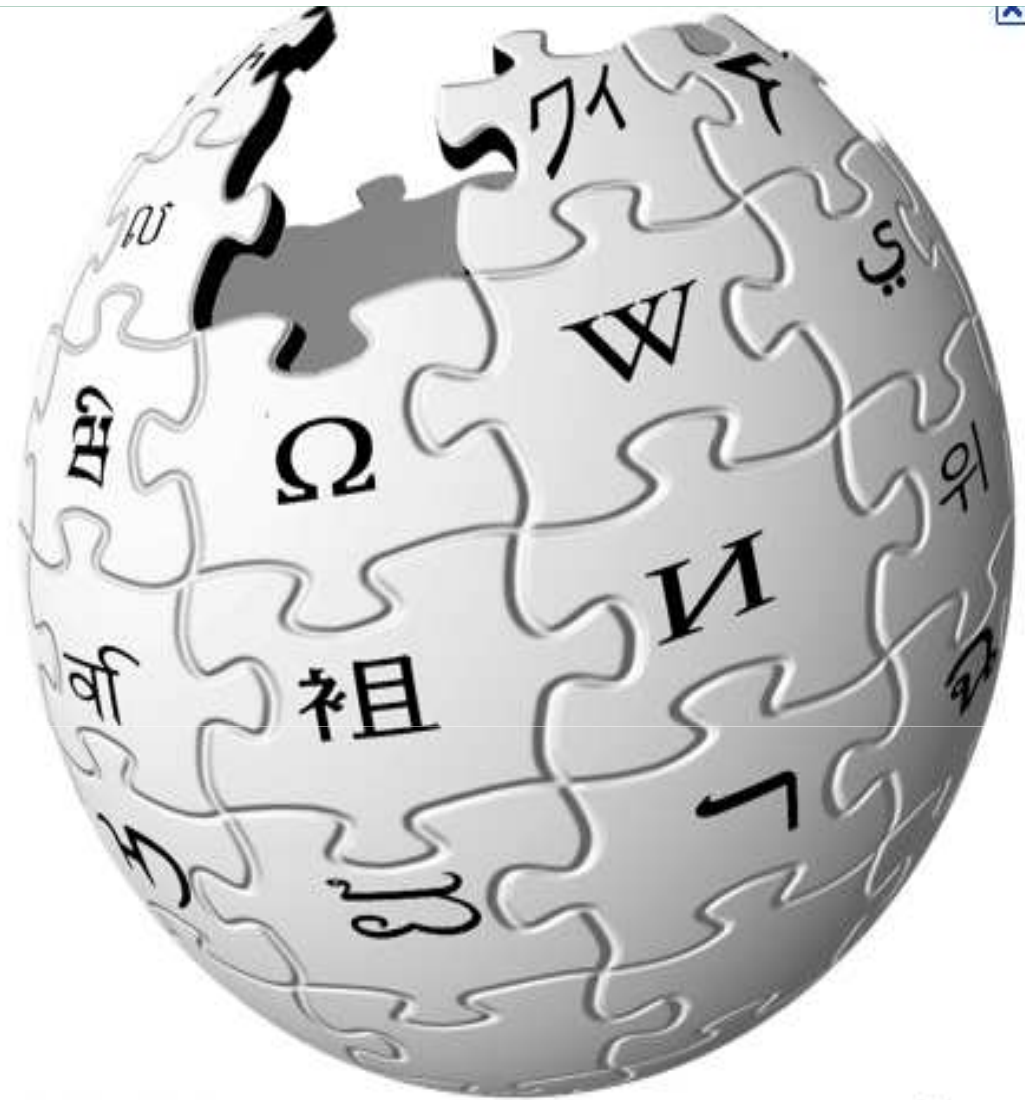


# THINKING OUTSIDE OF THE BOX

# Collaborative open-source design

*“Open source is doing for mass innovation what the assembly line did for mass production”*

- Thomas Goetz, CEO Wired Magazine



**WIKIPEDIA**  
*The Free Encyclopedia*

# Find, Create, and Publish Open Source software for free

Search from thousands of software titles

Search

TODAY:

↓ 2,502,535 DOWNLOADS

✓ 3,068 CODE COMMITS

💬 5,283 FORUM POSTS

🐛 485 BUGS TRACKED

👁️ MORE DETAILS

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## Project of the Month



### TICO

TICO is a tool for the design and execution of interactive communication boards for the severely disabled. The tool is composed of two different applications: the Editor and the Interpreter. With the Editor you can design boards containing cell-items, which can be related to images, sounds, ... [Read more.](#)

 **Download**  
 tico-bin-other-e1.0.zip



### schoolsplay

schoolsplay is a collection of educational activities for children

 **Download**  
 schoolsplay-1.0.zip

# Crowdfunding

the collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organizations

**Crowdsourcing** is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community





## The funding revolution starts here.....

Fund and follow creative projects and inspirational ideas with Crowdfunder, creative fundraising the social way

[Learn more](#)

### Fund a pitch

View our online pitches and help fund projects from the UK's most talented trendsetters who want to do something really extraordinary.



### Start a pitch

Do you have a great idea but need funding to get started? Find out how we can help your big idea become a reality with our crowdfunding platform.



## Featured pitches

[View more](#)

### Help launch a new illustrator! (And get a very unique seasonal gift)



Days left: 36  
Target: £500

Fantastic : Target has been reached; a massive thank you to all the funders! There are still many days left on this pitch, and I'm still accepting

funding. The first... [read more](#)

124% funded so far

### Bigger and Badder - a short horror film



Days left: 2  
Target: £500

Bigger and Badder The towns top dog hunts down one of his pack who's taken a chunk out of his profits, only to discover he's bitten off more

than he can chew. Trevor... [read more](#)

105% funded so far

### The EXPEDITION Project 2012



Days left: 14  
Target: £1,000

What, Where & When? 1

### My Book: Endurance Within



Days left: 11  
Target: £1,500

Hi, my name is Rob Lee and I

193

244

### Search Pitches

### Latest from our blog

07  
10.2011

#### Balloon To The Edge of Space - pitch update

\*Mission: To send a weather balloon to near Space and capture the journey on camera. To achieve

[read more](#)

21  
09.2011

#### New Limited Rewards Option For Pitches

As of today, all new pitches have the option to place limits on the number of rewards they are offering

[read more](#)



Empower people around the world with a \$25 loan

[How it works >](#)



***“People are generous by nature and will help others if given the opportunity to do so in a transparent and accountable way.”***

Founding principle of Kiva

Kiva has matched up more than half a million lenders in 209 countries with 496,076 small-scale entrepreneurs in 57 countries

# Mob rule: Iceland crowdsources its next constitution

Country recovering from collapse of its banks and government is using social media to get citizens to share their ideas

Haroon Siddique

guardian.co.uk, Thursday 9 June 2011 18.43 BST

Article history



The new constitution will include checks and responsibilities for Iceland's parliament

Tweet 2,430

Recommend 5k

reddit this

Comments (62)



A larger | smaller

### World news

Iceland · Europe

### Technology

Internet · Crowdsourcing · Facebook · YouTube · Flickr

### Business

Financial crisis · Global recession

### Media

Social media · Social networking

### Related

11 Apr 2010

Web 2.0: the new election



**Sponsor  
a room  
for a  
homeless  
young  
person  
now >>**



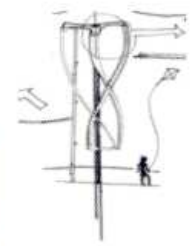
## Food Hubs

4000 entrepreneurs  
+ thought leaders + market leaders => 30 cities  
London, Sao Paulo, Johannesburg...

another world is happening

INNOVATION collaboration


new ways of thinking & doing



home people places ideas about invitation founding contact Go To Hub...

# People


who do things differently



New Member:  
Danae Ringelmann

# Places


to work, meet, innovate, learn and relax



Featured Hub:  
Vienna

# Ideas

that might just change the world



New Member  
Initiative: The Hubble



What is the value of something that doesn't have a price?

Karma kitchen

<http://www.globalonenessproject.org/library/films/karma-kitchen>

# Participatory Budgeting



15,000 locals in Porto Alegre take part in the "orçamentoparticipativo" each year – and one in 10 citizens have taken part at some point or other. In 1995, citizens from the poorest 12% of the population accounted for a third of assembly members.



**Stanley** gets his TimeDollar statement in the mail:



QUARTERLY STATEMENT			
Stanley Smith	Balance on	01/1/99	0.00
Durham, NC	Balance on	10/31/99	1.00
14481	Credits/Cash in Period	4.00	
Date	Service	Hours	Debit / Credit
10/15/99	Carryover	1.00	1.00
10/22/99	Carryover	1.00	1.00
10/29/99	Yard Work	2.00	2.00

What will **Stanley** spend his TimeDollars on next?  
**Watch this Circle!**

**Stanley** joins a TimeBank and lists the services he offers and those he needs.



**Martha**, a TimeBank member, calls for help with grocery shopping.



**Stanley** goes shopping for **Martha** and earns two TimeDollars.



- transportation
- handyman services
- homework help
- cooking
- neighborhood watch
- office assistance
- tutoring
- yard work
- companionship
- house-cleaning

**Start Here**  
to discover how the TimeBanks *circle of caring* keeps growing and growing!



**Kathy** spends her TimeDollars having **Stanley** rake her yard.



**Kathy** earns TimeDollars cleaning **Martha's** house.

**Martha** knits **Roberta** a sweater and earns TimeDollars.



**Raoul** spends his TimeDollars having **Roberta** help **Dustin** with his reading.



**Stanley** spends his TimeDollars having **Raoul** play music at his party.



We have what we need if we use what we have.

—Dr. Edgar Cahn, Founder





# What is Collaborative Consumption?

<http://www.youtube.com/watch?v=efiNVXR4zAE>



Communauto, a Canadian car-share service, generates an annual 13,000 ton CO2 saving. A study in Europe found that car sharing schemes cut CO2 emissions by up to 50 per cent.



***“The new car sharing business model represents a disruptive revolution in the nature of mobility, transforming the automobile from a private possession to a collective convenience and from an autonomous experience to collaborative enterprise.”***

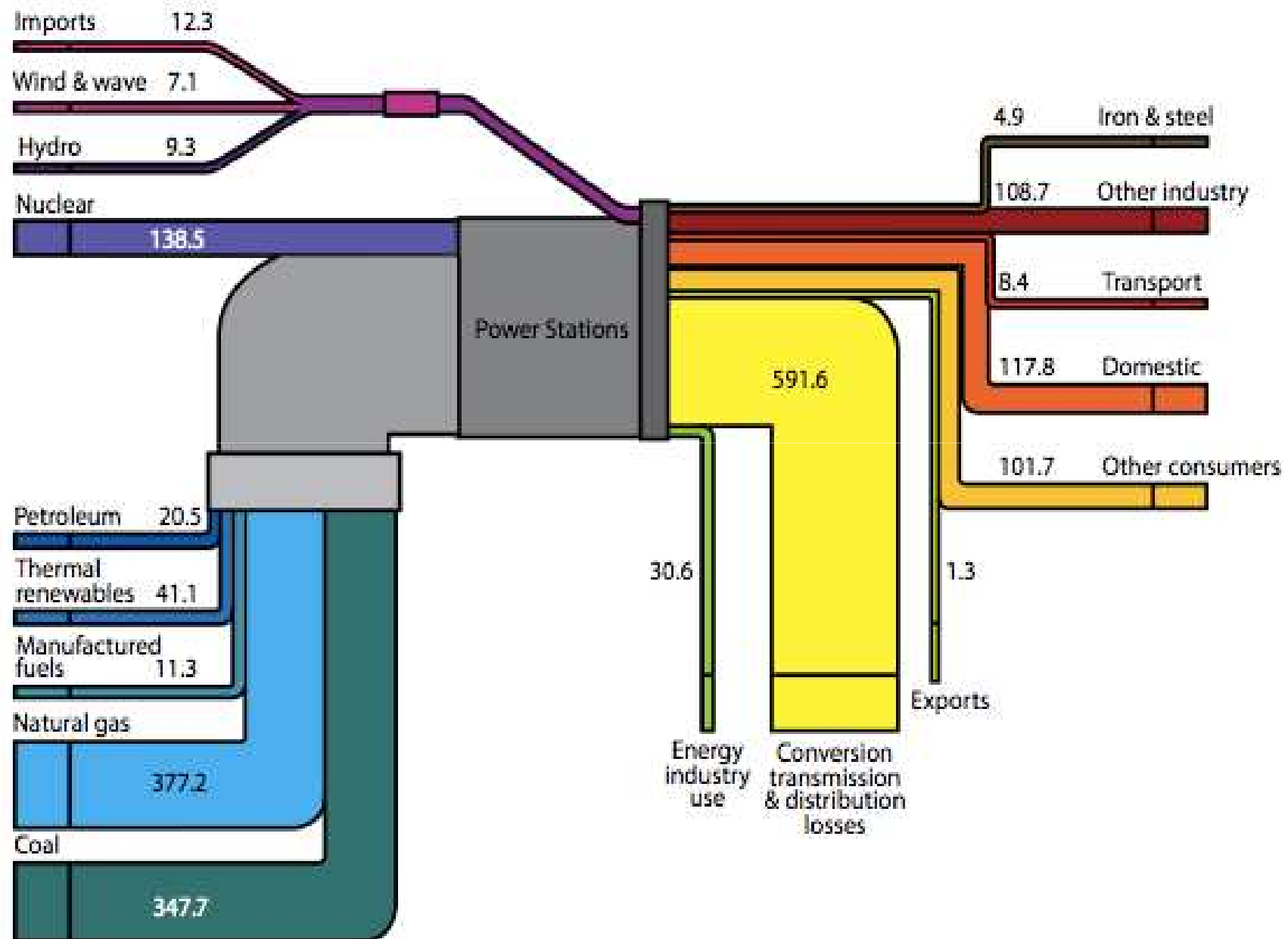


# BRAIN CAFE • LAUNDROMAT WASH

- CAFE
- LAUNDRY
- CALENDAR
- MAP
- MERCHANDISE
- CAMERAS
- CONTACT
- ART WALL
- HOME



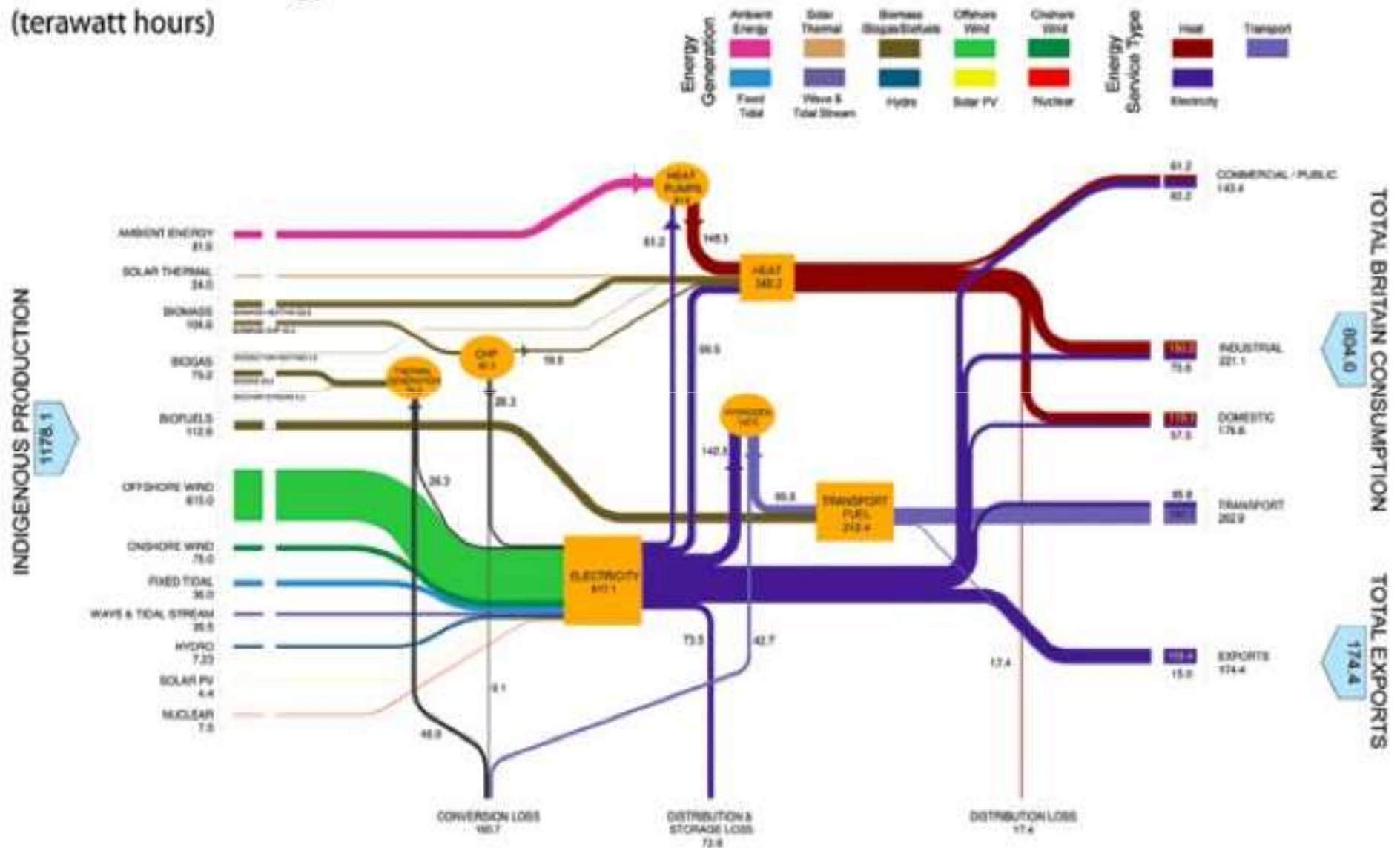
Fig. 8.1 UK electricity flow chart



# ZEROCARBONBRITAIN2030

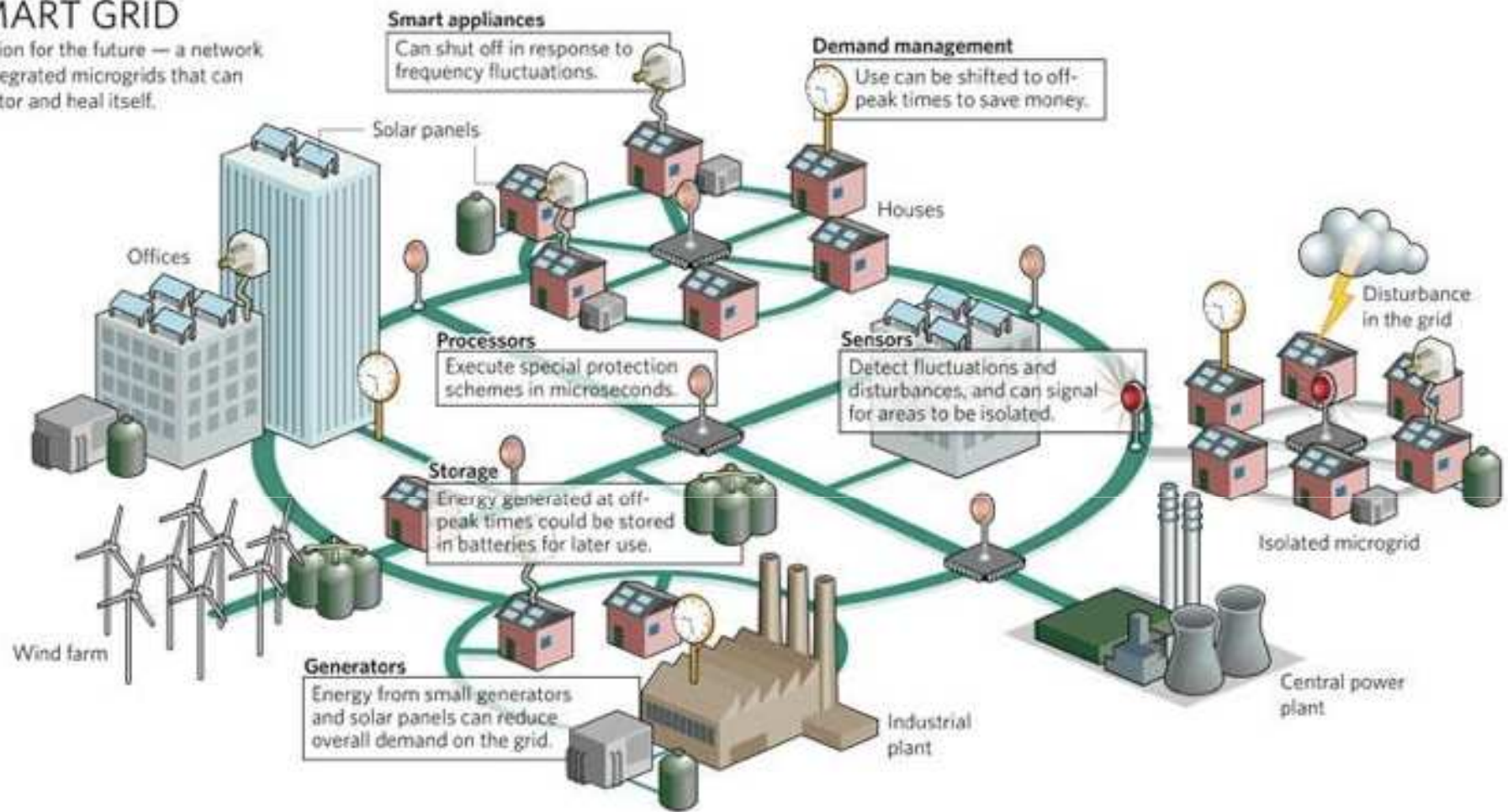
## UK Potential Energy Flows 2030

(terawatt hours)



# SMART GRID

A vision for the future — a network of integrated microgrids that can monitor and heal itself.





# Tourism

*Couchsurfing's mission is to advance the notion that we are all members of an extended global family. The goal is to “**unify people through honest and empathic communication**”*


*Members report 4.7 million positive experiences (99.7 per cent of the total). Members report 2.9 million friendships, of which 120,000 are described as being close.*



# landshare

Connecting growers to people with land to share

*get involved* →

United Kingdom  ▼

GO

Home

About Landshare

Community

Map & Listings

Take action

Landshare toolkit

66334

MEMBERS SO FAR!!

FIND OUT HOW IT WORKS



I WANT TO }

FIND  
LAND

OFFER  
LAND

HELP  
OUT

LATEST FROM THE NEWS



### National Trust Allotments on Landshare

Posted on 2nd September 2011

**66** Hundreds of allotments created by the National Trust are now listed on Landshare.



# CLEAN UP ESTONIA

<http://www.youtube.com/watch?v=A5GryIDI0qY>

**NO EXIT**

© Andy Singer

**Thank you for  
attention !**



**UNSUCCESSFUL  
MAN**

