

UDIA WA

Ideas Bank : Designing 2050

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23 October 2008



Imagine Creating by the year 2050

- A global society which is prosperous, sustainable, harmonious, diverse, democratic, healthy, secure and safe
- Imagine a community with similar characteristics
- What would such a society/community look like physically, what would its infrastructure look like and how would it operate? What values and ethics would it live by, and what activities and behaviors would be promoted?
- What would we need to innovate, improve, introduce and eliminate to create such a society/community?

A Sustainable Society

- Is a society which has achieved *sustainable prosperity*
- Is a society which is capable for living indefinitely on *Spaceship Earth* and which lives by *Planetist Values*
- *Planetist Values will shape the emerging 21st century global market place*

Sustainable Prosperity

- **Bringing these two words together to create a single universal concept challenges many who think that sustainable is an ecological concept while prosperity is an economic concept**
- **In fact the Greek word for 'home'- 'ecos (oikos)'- provides the root of both the words economics and ecology. Economics means 'managing the home' while ecology means 'understanding the home'**
- **The ecological mess we created in the 20th century was largely due to the fact that we sought to simplistically manage our local and planetary home home without really understanding how our home really functions- a perspective facilities managers would really understand**
- **The 21st century requires that we fully marry these two concepts into a single coherent 21st century relevant idea**
- **The concept of sustainable prosperity is my framework designed to accomplish this**

What is the evidence that the planet is already inventing itself towards a global sustainable society ?

- We are already on our way to the creation of global sustainable society - we are perhaps half way there.
- This is the result of globalization, tribalization and technological interconnectedness

Three forces are shaping global markets,
products, services and ethics

1. Globalisation

2. Tribalisation , and

**3. Technological driven
Innovation and Inter-
Connectedness**

These forces are collectively

- 1. Weakening the individual nation state**
- 2. Strengthening the corporation, and**
- 3. Strengthening Communities, both within nations, and of nations**

21st Century Tools to Punish the Planetary Wicked

- **The trade ban**
- **The customer boycott often driven by the internet**
- **The freezing of bank accounts**
- **The strike on capital**

And is Creating

- 1. The birth of a planetary wide Paradigm called Planetism**
- 2. Planetism is based on educated middle class values ,**
- 3. Planetism is shaping markets,products , services and ethics in the 21st century**

Globalisation ,Tribalisation and Technological change and Inter-connectedness is causing

- 1. The end of empires where one tribe dominates and rules many - eg Soviet Union (Russian), Yugoslavia (Serbian), Indonesia (Javanese) ,and China (Han Chinese)**
- 2. The Birth of the Tribal State eg. Lithuania, Slovakia, Montenegro , Kosovo, Chechnya, Aceh.**
- 3. The movement of tribal states into Unions eg. Romania into the EU.**
- 4. International Tribalism and the Tribal diaspora.**

Tribalisation and the Tribal diaspora

- **Australia is importing tribal diasporas from all over the world**
- **The challenge is to integrate these into mainstream Australian society while still encouraging them to value and celebrate their cultural heritage.**
- **Poor integration ,intercultural and inter-religious hostility, and limited economic and social opportunities could become the seeds of tribally based organised crime and terrorism**

How Values shape markets

- Values determine what people value and find valuable
- What people value and find valuable they will want more of
- What they want more of will determine what they seek in markets
- What is sought in markets will shape emerging innovations, products, services and technologies
- The main innovations are what I call **capacities and capabilities and ways and wares**

Capacities and Capabilities and Ways and Wares:

Innovations for the 21st Century markets

- **Capacities:** additional and new resources we need. eg finance and technologies
- **Capabilities:** additional and new knowledge and skills we need
- **Ways:** what we *do* and *how we do it* (eg new strategies, cultures, principles, ethics, behaviours, agreements, relationships)
- **Wares:** what we *use* (eg new designs, products ,services , technologies)

**The Cowboy Culture /
Modernism (1960) /
Priority to Nation**

Individualism

Independence

Autocracy

Humanity against nature

Production, consumption, lifestyles

Unsustainable

Patriarchy

Intercultural & inter-religious

Intolerance, Hostility

Conflict resolution through

Confrontation

Safekeeping through

Defence

**The Spaceship Culture /
Planetism (2020) /
Priority to Planet**

Communitarianism

Interdependence

Democracy

Humanity part of nature

Production, consumption, lifestyles

Sustainable

Gender Equality

Intercultural & inter-religious

Tolerance, Harmony

Conflict resolution through

Negotiation

Safekeeping through

Security

Planetist Values

- ***Planetist values*** are the values we need to create sustainable prosperity and a sustainable society *on Spaceship Earth*
- ***Planetist values*** are the values of the educated middle class which shaping global public opinion , markets and ethics in the 21st century
- ***Planetist values*** will determine what is planetary correct and ethical behaviour by individuals , companies , nations and international organisations in the 21st century

Ways and Wares, Capacities and Capabilities for

Planetist markets of the 21st Century

- **The creation of new innovations (both C and C and W and W) to service Planetist markets will be the major drivers of the 21st century economy**
- **Therefore new innovations will consolidate democracy , sustainable production, intercultural harmony , security: eg sustainable production ways and wares, intercultural harmony ways and wares**
- **The educated middle class of China plus India alone is now 500 million. Another 800 million live elsewhere. The number of Planetists is growing by 10 of millions annually**

Individualism versus Communitarianism

- Individualism : giving priority allegiance to individual rights over community rights
- Communitarianism : giving priority allegiance to community rights over individual rights
- Examples of increased communitarianism : smoking in public, gun ownership, carbon emission reduction, world trade agreements.
- 'The Tragedy of the Commons' describes the generic principle : *what mutual coercion can we mutually agree upon ?*

Sustainable Prosperity is a combination of four kinds of Prosperity

- 1. *Economic prosperity*:** involves generating wealth from 21st century industries, enterprises, products and services. Seventy percent of the industries, products and services of the year 2027 have yet to be invented.
- 2. *Ecological prosperity*:** involves the development of innovations and practices to : live within perpetual solar income, turn waste into food, avoid and repair collateral damage to the environment, and protect and nurture biodiversity and natural resources.
- 3. *Social prosperity*:** involves the enhancement of social cohesion and conviviality, and universal access to economic security and learning, healing and wellbeing.
- 4. *Cultural prosperity*:** involves the nurturing and celebration of cultural heritage and diversity, and increased intercultural tolerance, respect and harmony.

It does not involve the increasing prosperity in one form while increasing poverty in another

Economic Prosperity

- **1. Maximize the capacity to get to the future first , including by ensuring that domestic markets demand Planetist ways and wares ahead of global markets**
- **2. Improve the effectiveness and efficiency of existing industries and enterprises.**
- **3. Increase the capacity to exit from *Sunset* industries and enterprises .**
- **4. Envision and establish new 21st century *Sunrise* industries and enterprises.**
- **5. Nurture and develop the core intellectual capital and property of new emerging 21st century in industrial clusters comprising commercial enterprises, research and development institutes and tertiary education institutions**

Ecological Prosperity

- **Live within perpetual solar income**
- **Turn waste into food. Achieve zero net waste**
- **Avoid net collateral damage to the environment**
- **Avoid excessive resource inputs with just-enough-in-place-and-time**
- **Protect and nurture biodiversity**
- **Know where you are : Define the destination, and assess and audit progress towards it**
- **Create Sustainable Individualism**

Social Prosperity 1

- **1. Provide universal access to services of learning, health, wellbeing and recreation.**
- **2. Promote community cohesion.**
- **3. Implement programs to ensure adequate housing for people.**
- **4. Encourage life long, learner driven learning for all**
- **5. Achieve an equitable balance between rights derived from community and responsibilities to community.**
- **6. Provide universal access to information, knowledge and wisdom via universally accessible technologies.**
- **7. Incorporate recreation and wellbeing programs as critical components in all community activities, enterprises and industries, including tourism.**

Social Prosperity 2

- **Ways and Wares to :**
- **8.** Assist collaborative action by the community to maximize community bargaining power in a global society.
- **9.** Secure the successful transformation of child to adult through appropriate initiation/learning programs.
- **10.** Achieve successful aging through effective community 'elders' participation programs.
- **11.** Integrate early childhood programs into education programs.
- **12.** Encourage an industrial base that incorporates enterprises that promote social prosperity.
- **13.** Maximise the attraction and development of entrepreneurs, enterprises and capita, by increasing social, cultural and ecological prosperity

Cultural prosperity 1

- **1. Recognize the central importance of cultural prosperity to economic and social prosperity**
- **2. Improve mediation, conflict resolution and peace building**
- **3. Advance inter-racial, inter-cultural and inter-religious tolerance, respect and harmony**
- **4. Promote reconciliation between indigenous and immigrant peoples.**

Cultural Prosperity 2

- **5. Integrate cultural rituals, ceremonies and events into community and business activities.**
- **6. Secure and protect community and enterprise cultural heritage.**
- **7. Promote business development based on cultural prosperity and foreign languages in education programs.**
- **8. Promote inter-cultural comfort and understanding, and the customization of products and services**

Successful 21st Century Communities should be:

- **Sustainably prosperous- maximising all four forms of prosperity**
- **Globally connected and able to equitably trade and negotiate as an entity with the world**
- **Be Planetist in terms of its core culture**
- **Be cutting edge/state-of-the-art in their strategic development**

Some 21st Century Opportunities For Australia's Regions : Creating Ways and

Wares for

- **Sustainable Prosperity in Tropical and Subtropical Climates: Tropical Knowledge**
- **Sustainable Prosperity in Arid and Semi Arid Climates: Desert Knowledge**
- **Sustainable Prosperity in Climate Change affected Mediterranean Climates: Mediterranean Knowledge**
- **Sustainable Prosperity in Sea Change and Tree Change regional communities.**
- **Sustainable Prosperity through utilizing the skills of, and providing products and services to, Grey and Backpacker Tourists.**

Sustainable Prosperity in the Tropics:

Providing Ways and Wares for:

- **Tropical illness and wellness.**
- **Sustainable tropical agriculture with zero collateral damage to tropical environments**
- **Architecture, Planning and Design for Sustainable tropical living**
- **Living with, and designing and building infrastructure for, extreme weather and natural events (Eg cyclones , tsunamis , earthquakes)**
- **Development of tropical knowledge to inform the innovation for future ways and wares for successful living in the tropics .**

Sustainable Prosperity in Climate Change affected Mediterranean Climates. Ways and Wares for :

- **Adapting to global warming**
- **Preventing global warming**
- **Protecting endangered biodiversity**
- **Zero net carbon emissions development, production ,consumptions and lifestyles**
- **Living within perpetual solar income**
- **Conserving, protecting and restoring water, and sustainable management of watersheds**
- **Promoting Mediterranean knowledge to inform future ways and wares.**

Why do people become tourists ?

- To appreciate nature - **ecotourism**
- To appreciate culture- **cultural tourism** , and
- To find and create wellness- **wellness tourism**
- Good tourism providers will offer all three of these at a single site

These three major motivations for becoming a tourist do not substantially change

However what we mean by

- 1. appreciating nature,**
- 2. appreciating culture and**
- 3. finding wellness**

Can change significantly over time

Appreciating Nature in the post-modern era

1. Means that we are increasingly concerned about the wellbeing of nature
2. This is leading to our increased concerns about the creation of a sustainable society- living sustainably on Spaceship Earth
3. And we are concerned about human impact on nature and the planet, eg on global warming and our ecological footprint.
4. The Tourist industry must become part of the movement to create a sustainable society, for those who appreciate nature want it sustainably used protected and celebrated : it must be part of the solution rather than part of the problem
5. Nature (Biodiversity) also plays a part of the wellness industry (eg herbs, naturopathy and from contemplating the awe of nature - nature centered spirituality)

What mindset changes to ourselves are needed besides adopting the values of Planetism ?

- We also need to become effective future makers rather than future takers, and be
- Effective leaders-of-self as well as managers-of-self

The Futurist in each of us is

- **Part Prophet** -What *will* be the future- the Trend analyst - the way of the Manager in each of us
- **Part Visionary** -What *should/could* be the future- the Imaginator of and the dreamer about the future - the way of the Leader in each of us

‘Some people see things as they are and ask why.
I see things as they could be and ask why not!’

George Bernard Shaw

Not Enough Leadership

- **Success in the 2020 world will go to those who get to the future first**
- **To get to the future first we must become better leaders of self and other**
- **Yet Australia is at present an **over managed and under led country****
- **Much of Australia lacks visionary leadership**
- **And Australia tends to **promote managers into positions where leaders are needed****

The Manager is

- **Change taker**
- **Future taker**
- **Path taker**

● **This is not a recipe to
minimize risk**

The Leader is

- **Change maker**
- **Future maker**
- **Path maker**

**This is a recipe for
minimizing risk**



Managers 'V' Leaders

Manager	Leader
Responds to change; reactive	Creates and shapes change; proactive
Future-taker, path-taker	Future-maker, path-maker
Cautious about risk	Careful about risk
Does the thing right	Does the right thing
Guided by fate	Guided by destiny
Controls actions and events	Facilitates actions and events
Works in the organization	Works on the organization
Prophet: informed and motivated by understanding and predicting trends—and asking <i>why</i> ?	Visionary: informed and motivated by imagining the future and the future self—and asking <i>why not</i> ?
Probable-futurist: asks what will the future be like?	Preferred-futurist: asks what should/could the future be like?
Problem-centred strategist	Mission-directed strategist

Destiny

- **Following one's destiny defines one's work - doing what gives meaning to one's life**
- **Success goes to those who can turn one's work into one's employment.**
- **This applies to individuals, corporations and communities and regions**
- **This is important because the majority of the job categories which will exist in 2028 do not exist in 2008**

The Five Ps of the Future 1

- **Plausible future:**What could conceivably be our future prospects ? What or who could threaten us ? What are others doing now our could do in the future to influence our future prospects?
- **Probable future:**What will be our future if we continue on with business-as-usual and if we stay on our current pathway ?
- **Prospective future:**What will happen now that circumstance have changed , what is our prognosis now that fate has intervened on our journey to a probable –future ?

The Five Ps of the Future 2

- **Preferred future:** What should happen, What do I aspire for ? What is our dream?
- **Possible future:** What can we make happen , given we have limitations to resources and knowledge .What is the art-of-the-possible ? How is possible now that fate has intervened and made our journey to a preferred-future either more difficult or more easy?

Illness and Wellness

- **Health Care** has two aspects.
- **Healing Illness: Problem Centred Illness** treatment activities dominate the Health care system which is really an illness healing system
- **Creating Wellness** : Mission-directed, activities which create wellness creating health
- In over managed and under led Australia 'Health Care' means illness healing rather than wellness creation

The Wellness Industry in the 21st Century

- **Wellness = Wellbeing + Wellbecoming**
- **Does your Profession focus too much on the problem centred side of health- treating illness - and not enough on the mission directed side of health -the creation and maintenance of wellness**
- **Becoming un-ill does not mean one is well. Health is more than being unill- the journey to being healthy (well) has little to do with doctors, hospitals, nurses, and most physiotherapists and other allied health professionals**
- **Wellness is created at home and the seeking of it is also a major reason for travel.**

What is wellness ?

1. It is the opposite to illness.

**2. Wellness =
Wellbeing +
Wellbecoming**

Stressors and Meliors

- We spend our lives between **two opposite poles - distress and bliss**
- **Stressors** are the elements in our lives which drive us to the **distress** end of the spectrum
- **Meliors** are the elements which promote **bliss** in our lives
- The position of the individual on the distress–bliss continuum is largely a function of the balance between meliors and stressors in her or his life experience.
- All of us have a **kit bag of meliors** into which we can add and delete meliors
- Both **stressors and meliors** are key elements in creating both **illness and wellness**
- Performance and balance means that we should utilise our kitbags of meliors more. How could you do this?
- ***Based on work by Stephen Boyden and Peter Ellyard***

Wellness Tourism Involves

- **The finding and creation of Wellness -both wellbecoming and wellbeing - these could involve physiotherapy, psychotherapy, and many other trans-cultural practices such as acupuncture, yoga, tai chi chuan**
- **Wellness needs thriving and supporting relationships , health promoting environments and healthy behaviour and lifestyles**
- **Learning and knowing more about oneself through the development, stretching and testing of capability and having fun : eg outdoor education, adventure tourism, spiritual retreats.**

Wellness involves

- **Becoming self creators of one's own health through accepting responsibility for lifestyles exercise, nutrition, and health supporting relationships**
- **Creating healing, safe and health supporting environments**
- **Recreating : healing and renewing mind , body, spirit and relationships**
- **Using mindfulness as a tool for healing illness and creating wellness**
- **Transformation of self : eg through retreats spiritual practices, creating successful adulthood - year 9 programs**
- **Extending people through adventure and enjoyment : eg adventure tourism, extreme sports, orienteering .**
- **Testing ability and demonstrating skill : eg sport and competitive games**

Creating Melior time and utilising melior kitbags

- 1. The Pathway from Illness to Wellness :
Wellbecoming ; Make Meliors more abundant in
one's life than Stressors**
- 2. Maintaining Wellness : Wellbeing; Identifying
One's Meliors and creating one's kitbag of meliors**
- 3. Taking regular melior time while adding meliors
to and accessing one's own Kitbag of Meliors**
- 4. Balancing Outdoor sourced and Indoor sourced
Meliors**

The Wellness Industry should

- 1. Provide equity of access to all**
- 2. Promote responsibility for the independent self and fruitful interdependent relationships with others**
- 3. Promote and reward healthy living and lifestyles, good relationship making, and service to other and community**
- 4. Be customer driven and where possible be parts of transformational pathways , to provide before and after context**
- 5. Integrate intercultural activities to promote intercultural respect: eg combine white water rafting (USA) with ti chi chuan (China), orienteering (Sweden), yoga (India) , bocce (Italy), abseiling (Germany) and bird watching (UK)**

Tourism as a part of the Wellness Industry

- **A source of Meliors of all kinds**
- **Provides people with meliors and encourages the development of kitbags of meliors.**
- **A major component of the bliss creation industry**

Successful Ageing

- **Indian Summer Adulthood : working and staying at home longer**
- **Changed and expanded social/ community roles such as Elderhood and Mentoring**
- **ReEmpowering vitality and increasing fulfillment through Changed Self Perception / Revised Visions for the future compatible with the realities of ageing and disability ?**

Indian Summer Adulthood

- **Creating Indian Summer Adulthood Ways and Wares for :**
- **Aged and disabled worker support**
- **Working from home**
- **Aged mobility**
- **Remote aged healing and wellness**
- **Shopping from home**
- **Home services for fulfilled living**
- **Nursing home at home**

Global Warming Ways and Wares

- Global Warming Adaptation Ways and Wares
- Global Warming Resilience Ways and Wares
- Global Warming Prevention Ways and Wares

Carbon Reduction Ways and Wares

- At source Carbon Removal Ways and Wares
- Atmospheric Carbon Removal Ways and Wares
- Carbon Sequestration Ways and Wares

Sustainable Water Management requires
ways and wares in four main areas

- **Water conservation**
- **Water protection**
- **Water restoration**
- **Watershed
management**

Water Conservation

Ways and Wares might include

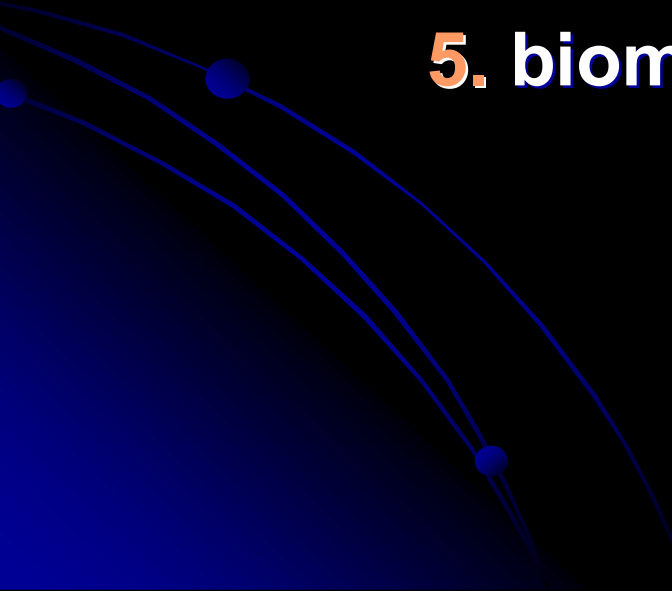
- *water evaporation minimisation ways and wares ,*
- *Water seepage minimisation ways and, wares*
- *Soil tilling minimisation ways and wares ,*
- *Soil water capacity improvement ways and wares*
- *river environmental flow assessment ways and wares , and*
- *wetlands ecological prosperity assessment ways and wares*

Water Protection Ways and Wares might include

- 1. Nutrient input interception ways and wares**
- 2. Eutrophication avoidance ways and wares ,**
- 3. JEPT plant nutrition ways and ware**
- 4. Biodiversity enrichment ways and wares**

Water Restoration ways and wares

might include :

- 1. *water nutrients removal ways and wares***
 - 2. *water desalinisation ways and wares***
 - 3. *water sterilisation ways and ware,***
 - 4. *water detoxification ways and wares***
 - 5. *biomass removal ways and wares***
- 

Watershed Management Ways and Wares

might include

- *soil erosion prevention ways and wares, and soil erosion restoration ways and wares*
- *water run off reduction ways and wares, and water harvesting maximisation ways and wares ,*
- *wetlands management ways and wares, and wetlands restoration ways and ware ,*
- *flood prevention ways and wares, and flood management ways and wares*
- *environmental flows ways and wares,,*
- *river maintenance and restoration ways and wares,*

Connections

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