

# Civilization as Wealth

Maria Joutsenvirta

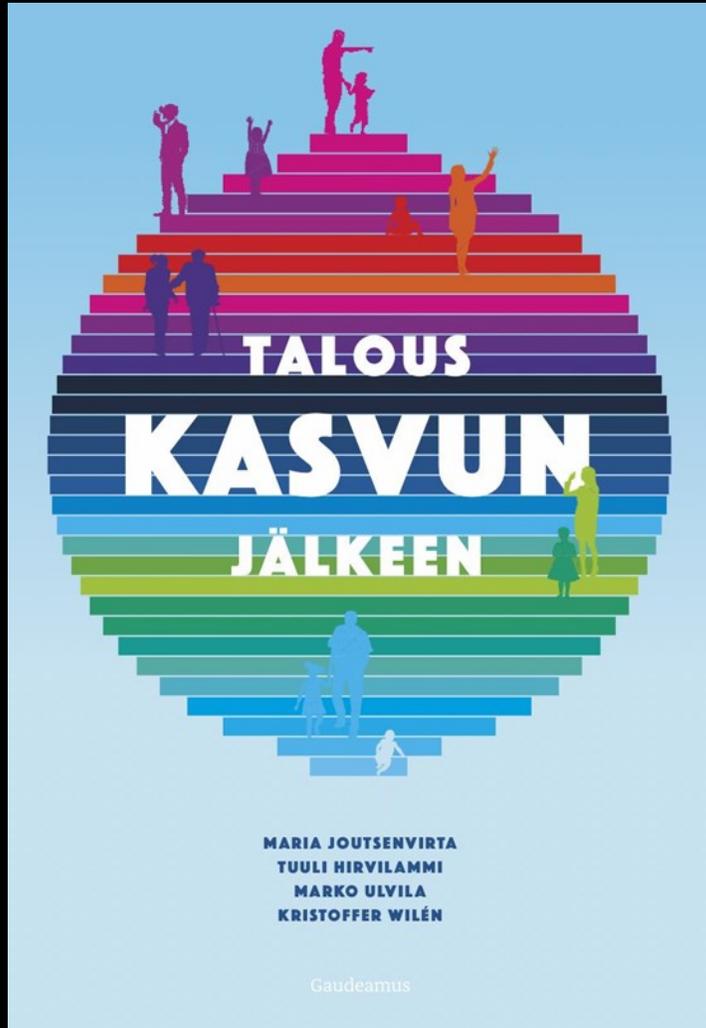
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- Author



# Civilization as Wealth

- 1. Building a holistic economy with holistic economics**
- 2. Collective capacities of radical creativity – Sustainability as a human transformation**

# Building a Holistic Economy with Holistic Economics

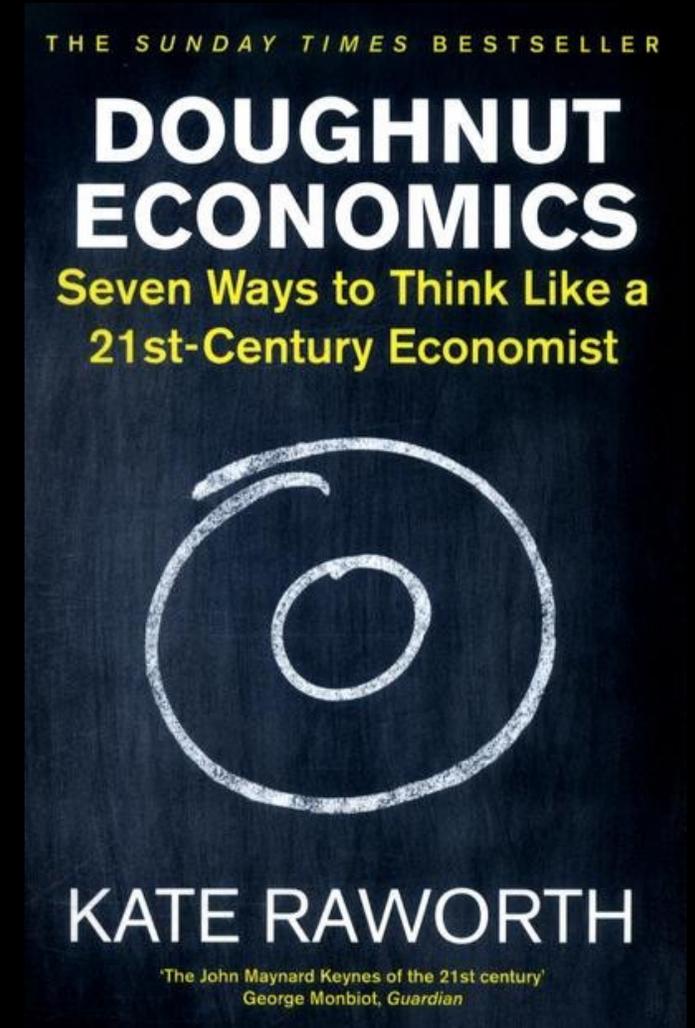


2016, Gaudeamus

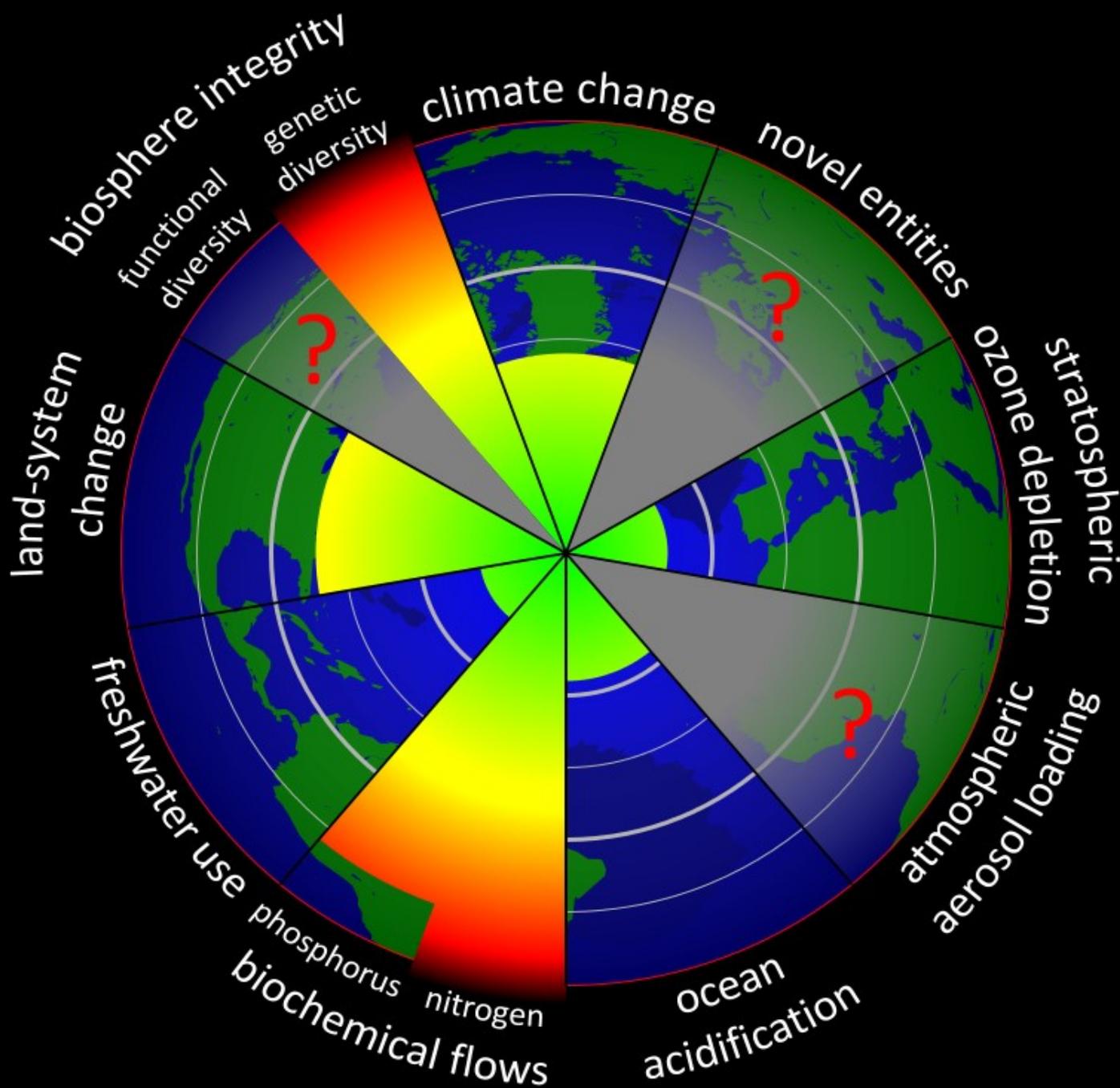
Economy  
after  
Growth

Joutsenvirta  
Hirvilampi  
Ulvila  
Wilén

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2017, Random House



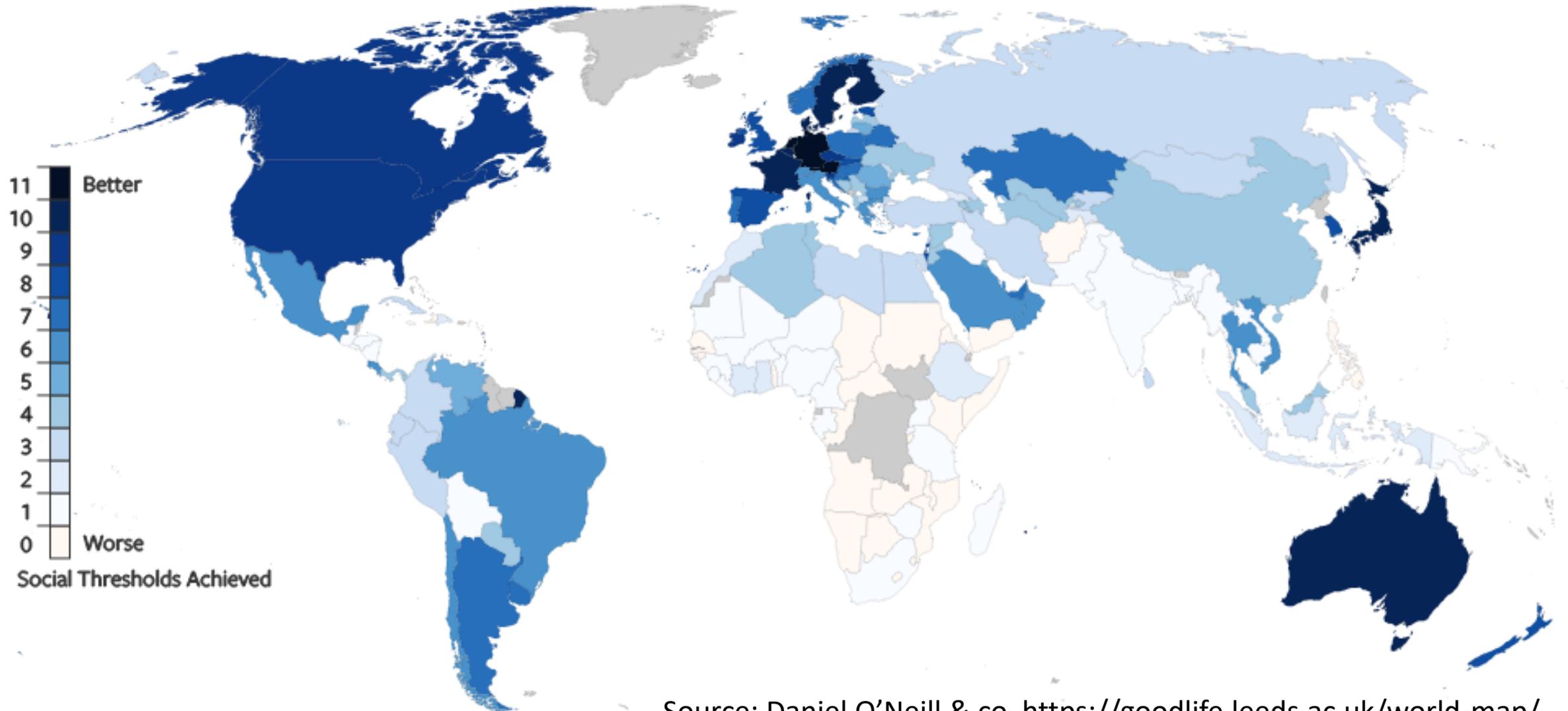
How to build well-being for all within the planetary boundaries?

- Beyond zone of uncertainty (high risk)
- In zone of uncertainty (increasing risk)
- Below boundary (safe)
- Boundary not yet quantified



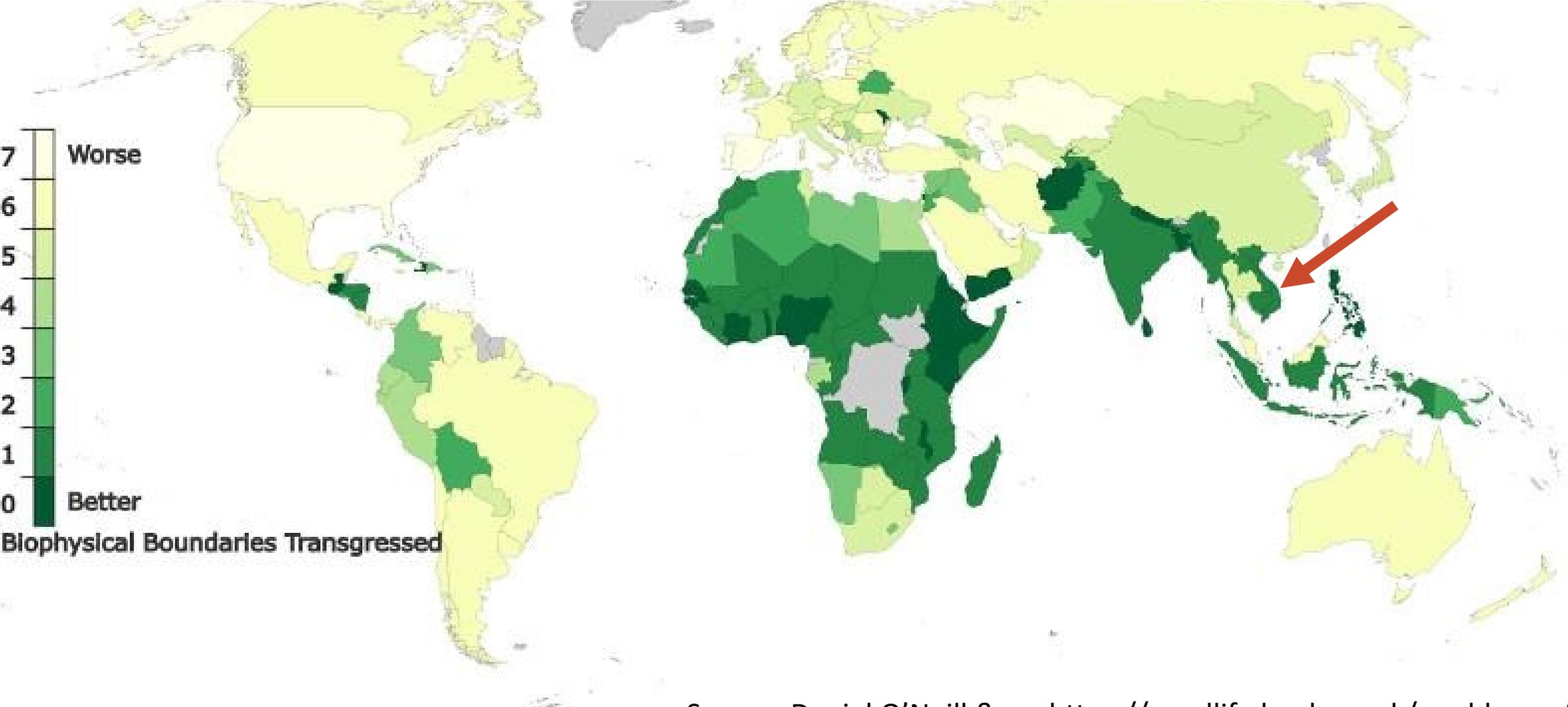
Photo by [Ashraful Haque Akash](#) on [Unsplash](#)

# How well countries meet the social needs



Source: Daniel O'Neill & co, <https://goodlife.leeds.ac.uk/world-map/>

# How well countries do with sustainability



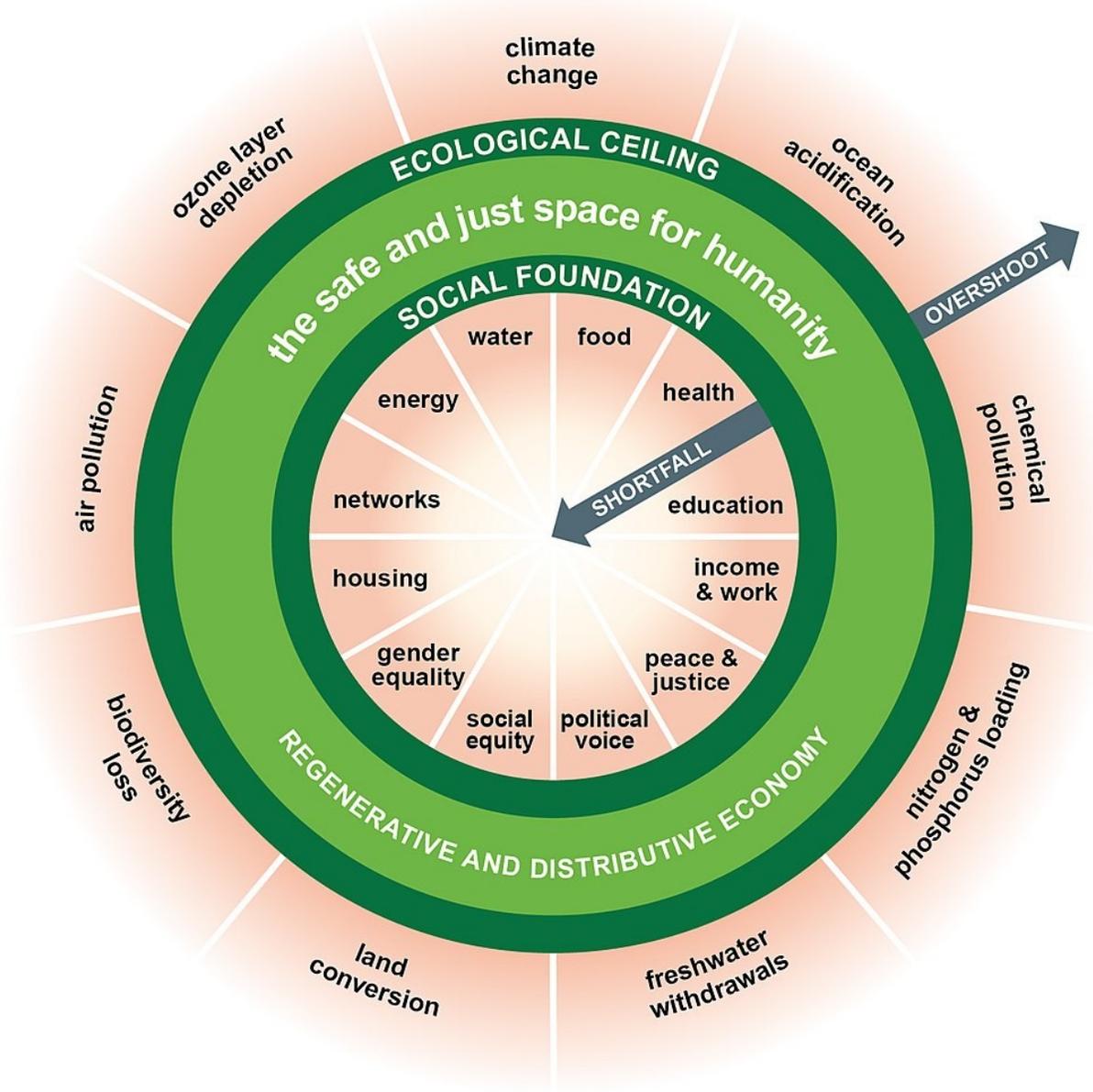
Source: Daniel O'Neill & co, <https://goodlife.leeds.ac.uk/world-map/>

Why economy and  
economics matter?



**We need to end  
Growth Dependency**

**But how?**

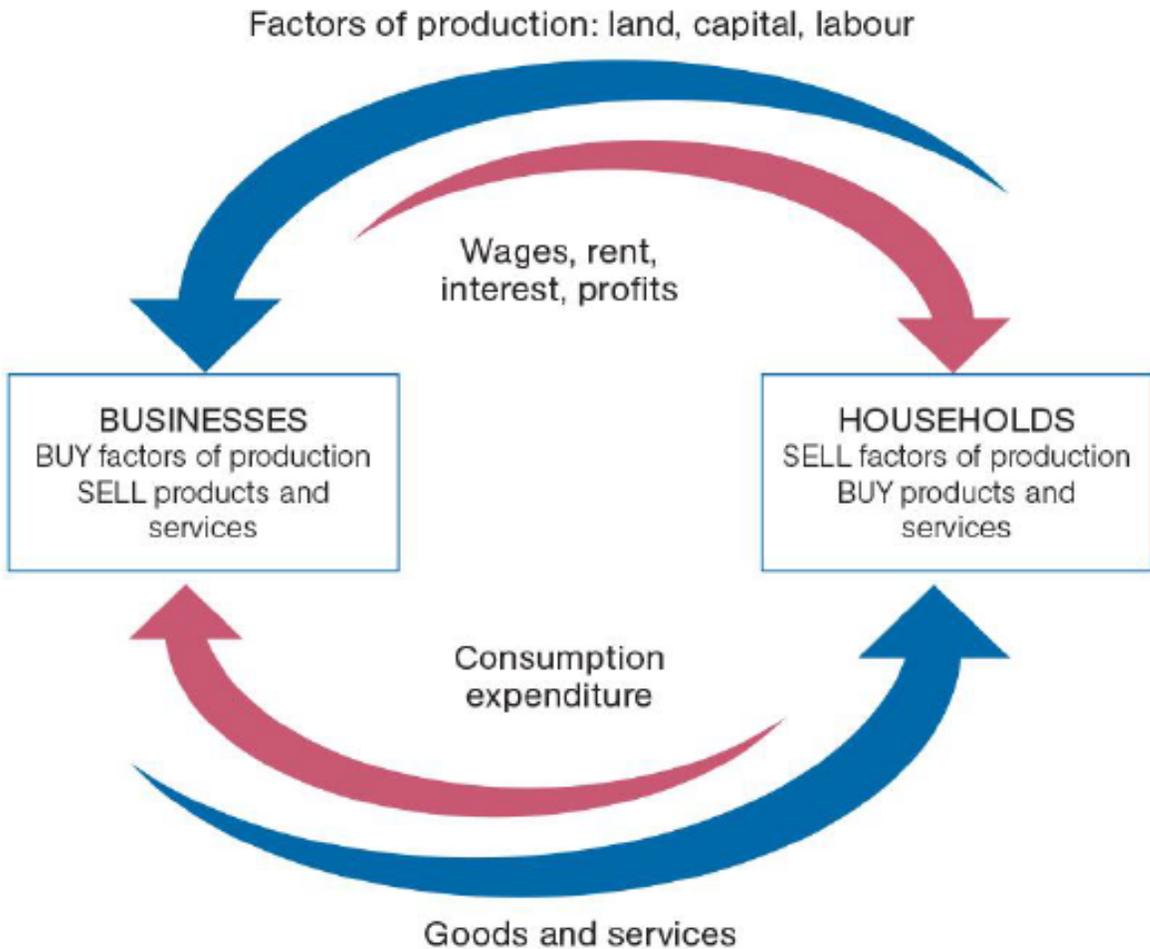


Reframing economic problems

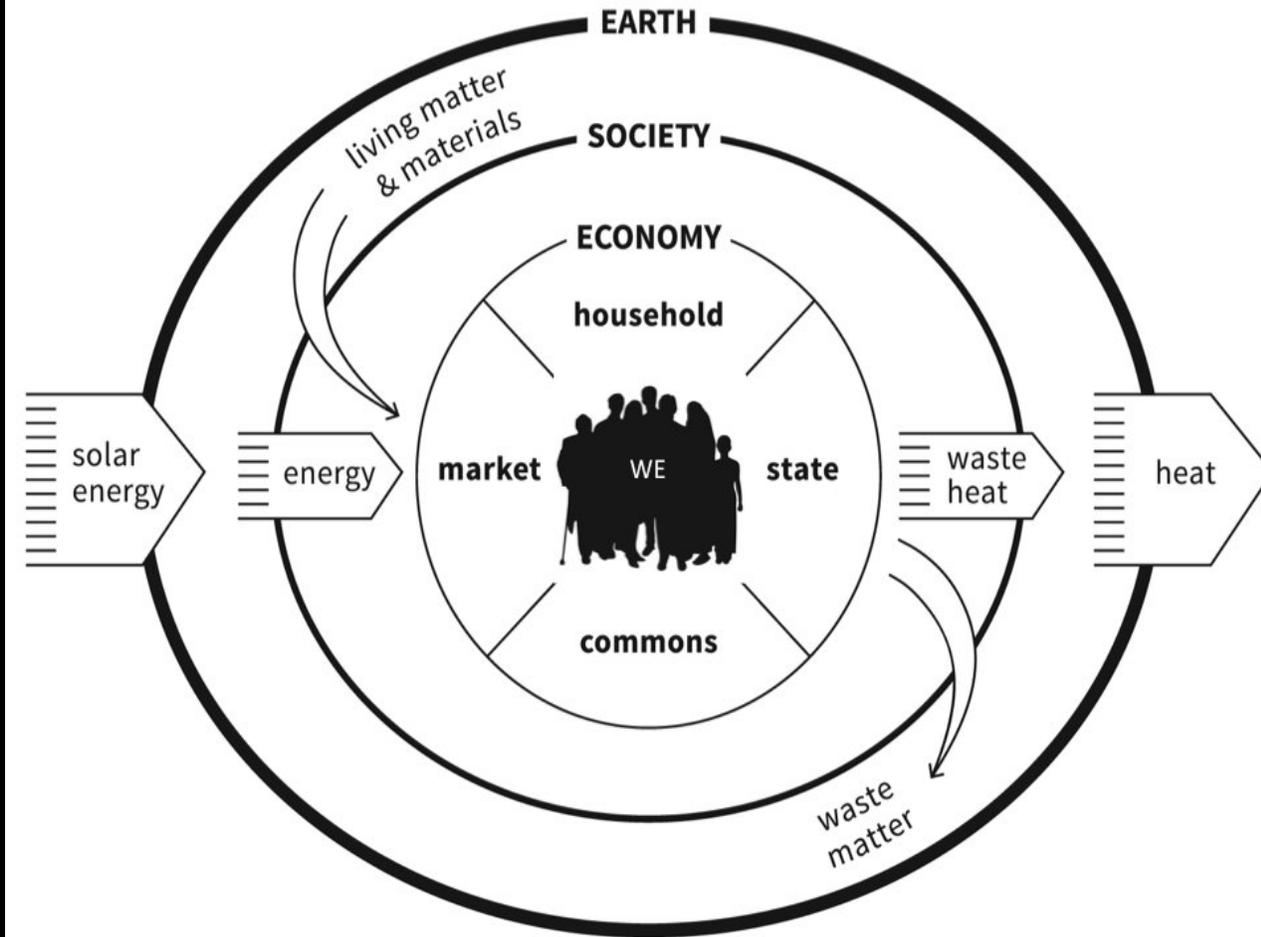
Setting new goals

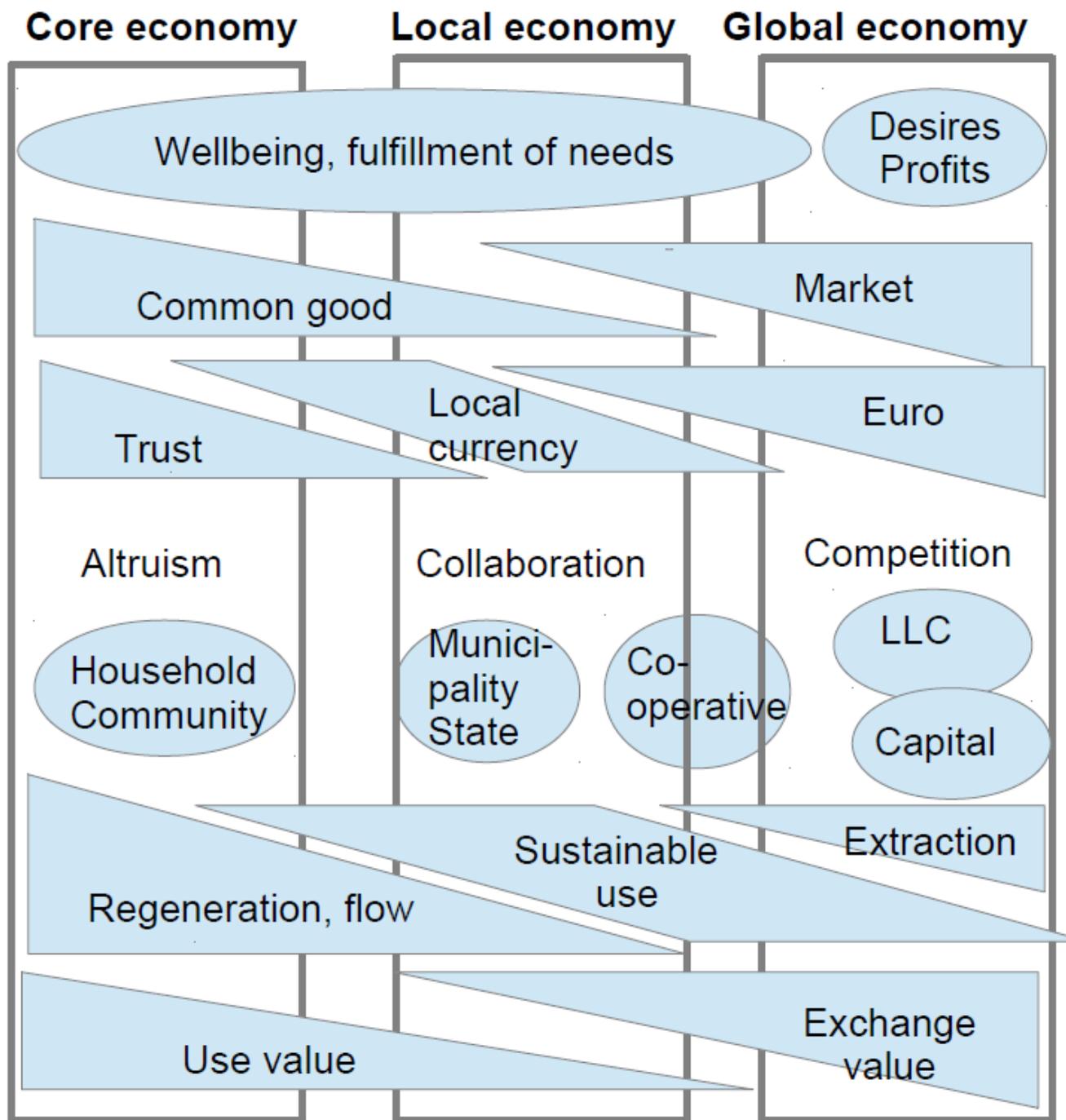
A compass towards a sustainable economy

# Conventional production process in economics



# The embedded economy





# Three fields of economy

## More diverse understanding of

- economic activity
- value creation
- institutions

To support people's livelihood and wellbeing

Source: Joutsenvirta, Hirvilammi, Ulvila, Wilén (2016). Talous kasvun jälkeen. [Economy after Growth]

# Holistic economy

Needs trust connection nestedness



Worldview:  
glocal, living systems



Health – livelihood – safety – full human being – belonging – flourishing

- **Doughnut economics applied in thriving cities (11:20 min)**

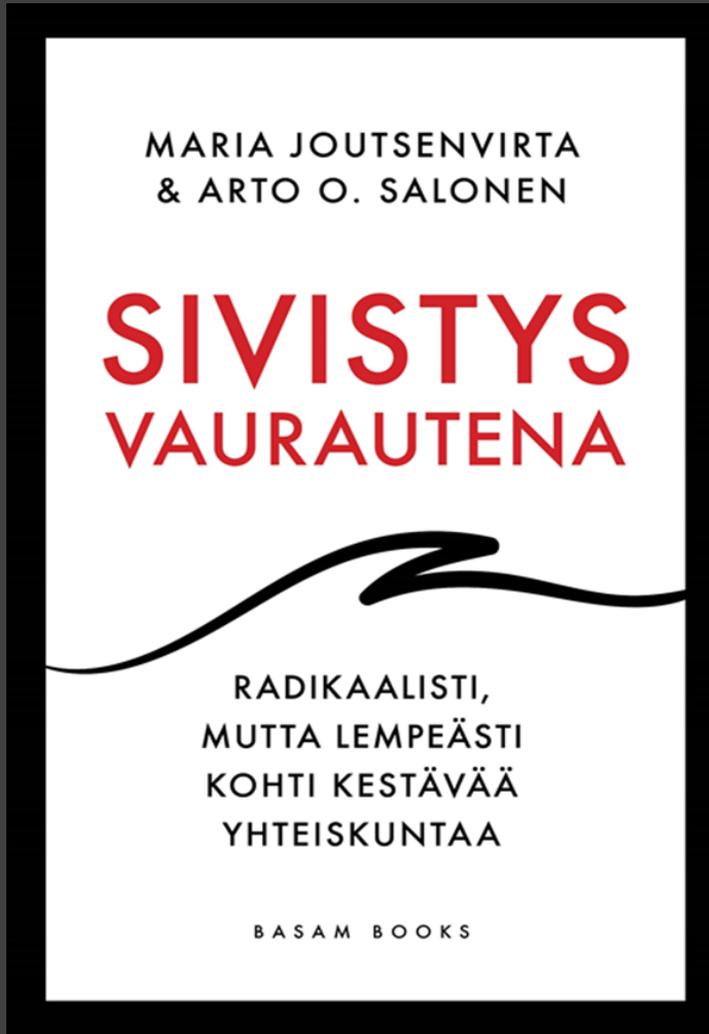
<https://www.youtube.com/watch?v=YCqGf7T9ABo>

# Collective capacities of radical creativity

Sustainability as a human transformation

- 1) What is planetary bildung?
- 2) A new story of progress
- 3) From individuals to relations

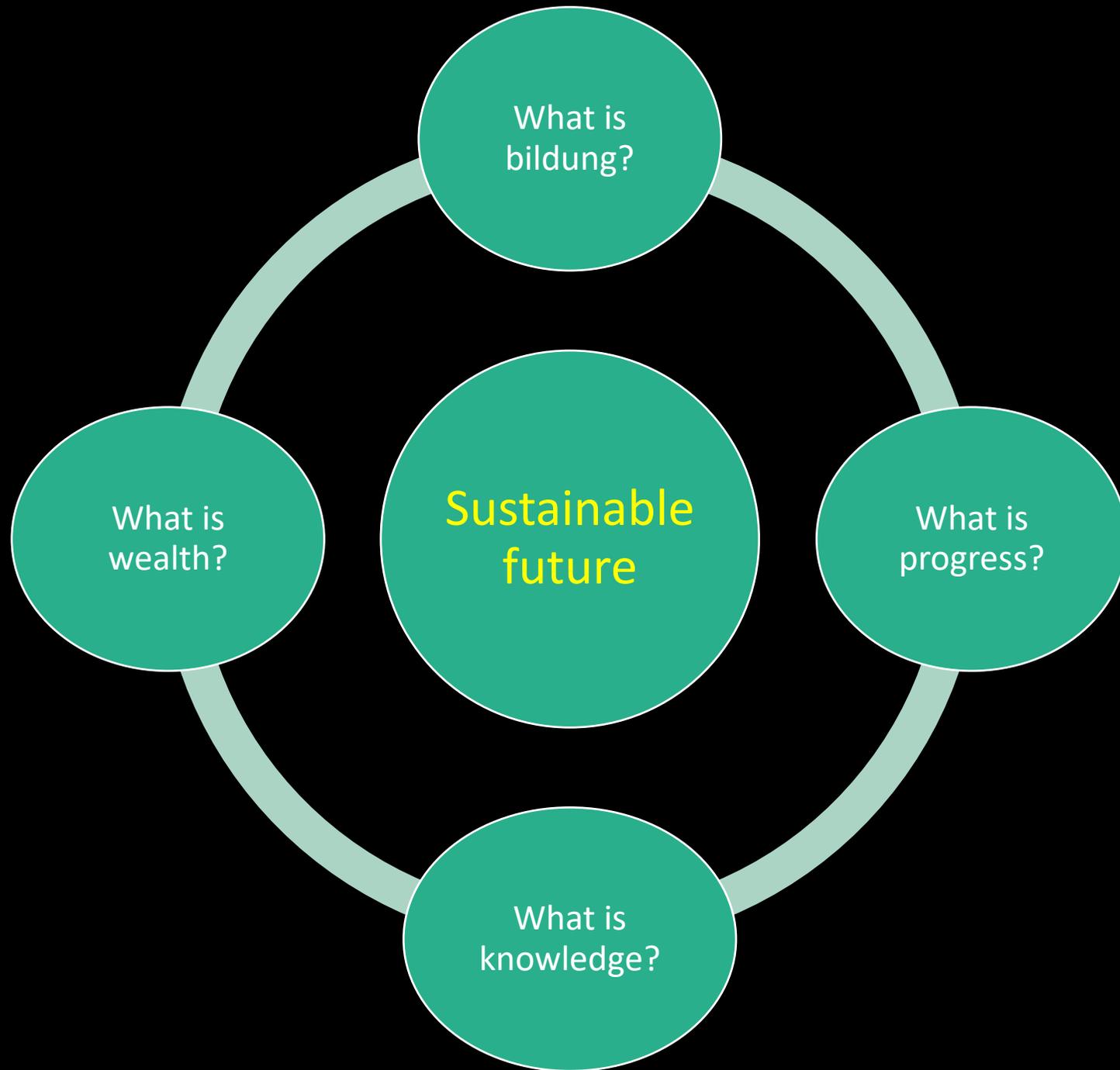
# Bildung as wealth – radically but gently towards a sustainable society (Basam Books, 2020)



”Sivistys encompasses aspects of such English terms as self-cultivation, scholarship, sophistication, civilisation, civility, education, edification, culture, creation, formation and literacy.

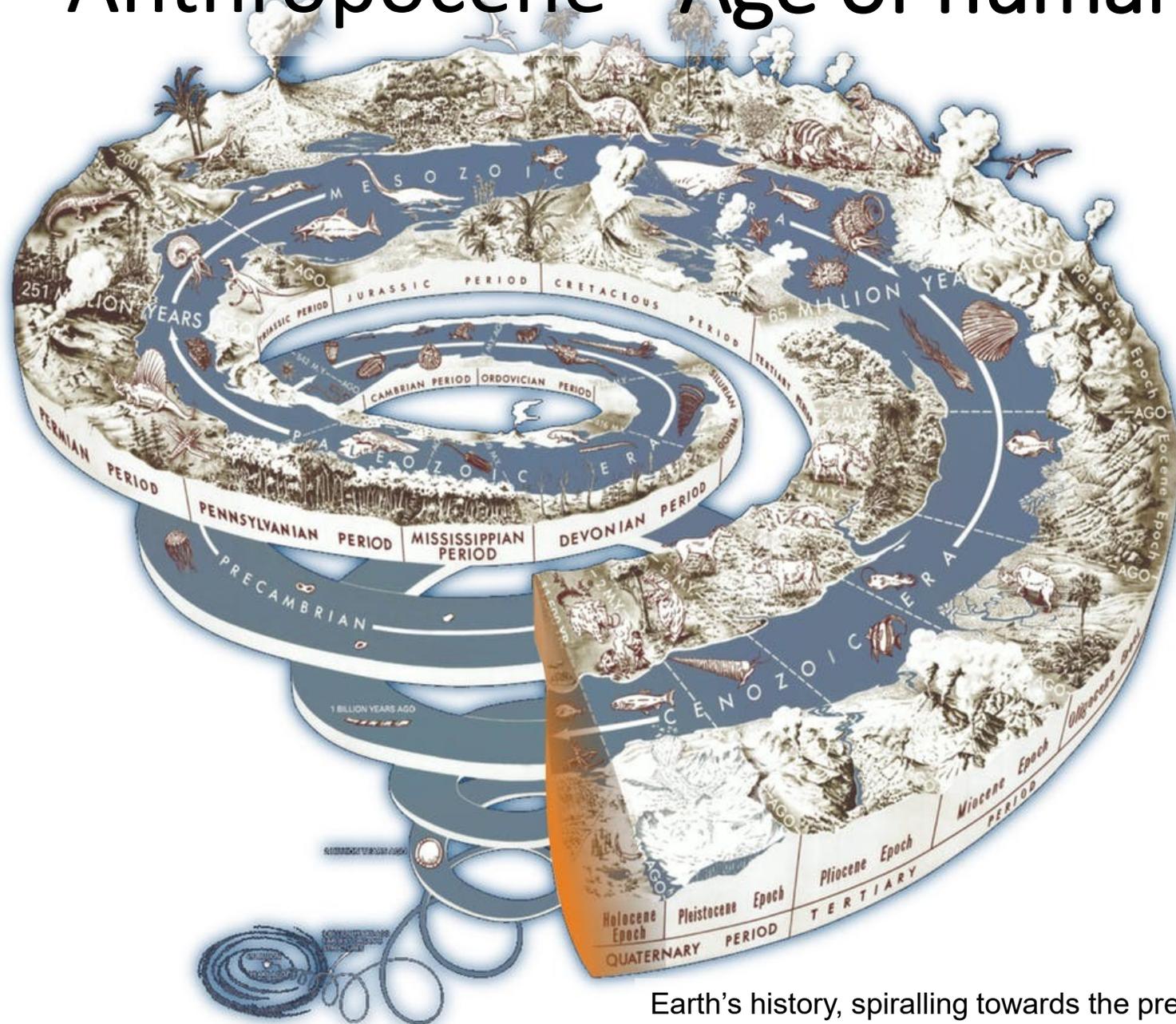
The German word Bildung probably comes closest to corresponding to the meaning of sivistys.”

[www.sitra.fi/en/topics/bildung/](http://www.sitra.fi/en/topics/bildung/)



# Characteristics of Planetary Bildung

# Anthropocene - Age of humans

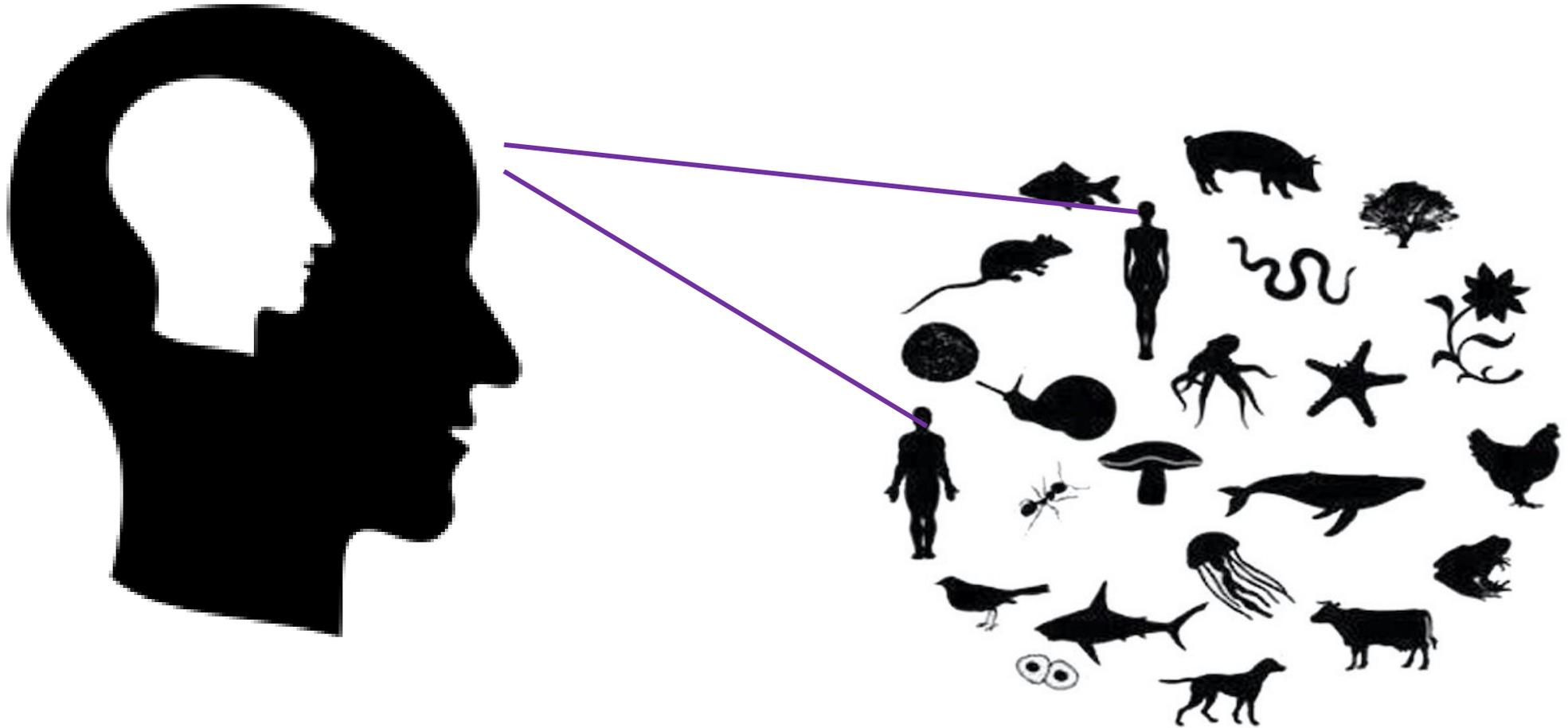


Earth's history, spiralling towards the present. USGS/Wikimedia Commons

# We are part of Nature



# Self-aware animals have moral agency



# How to bring out the best human characteristics?



Me	Egocentric
Family	
Relatives & friends	
Immediate communities	
Citizens of own country	
All humans on the planet	Anthropocentric
Future & past generations	
Humans & other animals	Life-centric
Humans & other animals & plants	
Natural ecosystems	Ecosystemcentric
The Earth	

Joutsenvirta & Salonen 2020 Table 3: Expansion of the sphere of human care

Progress of the Enlightenment period	TRANSFORMATIVE POWERS	New story of progress
Material values	SILENT REVOLUTION OF VALUES  BILDUNG  EXPERIENCED WELL-BEING  PLANETARY BOUNDARIES	Post-materialist values
Standard of living		Quality of life
Material conception of wealth		Multifaceted conception of wealth
Success		Flourishing
Individualistic		Web of life
Scarcity thinking		Logic of abundance

I want more!

What's enough? Is it meaningful?

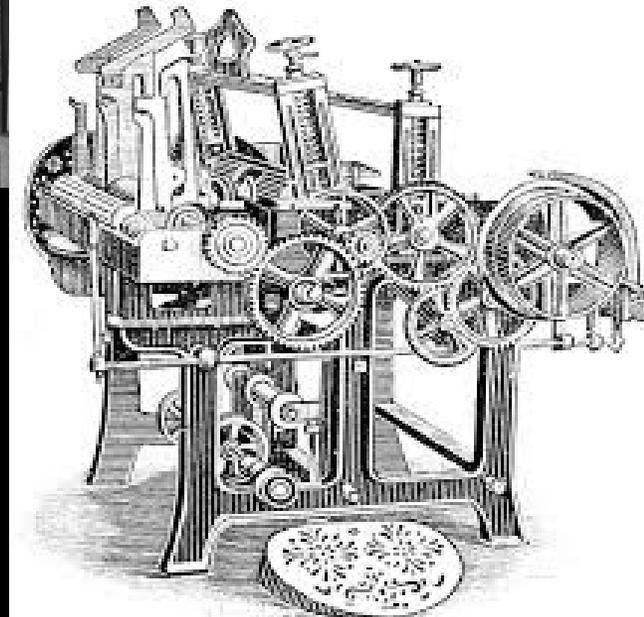
# Dominant idea of citizen

Individualistic consumer and achiever



# Dominant worldview

Mechanistic, atomistic, divided



# Western dualism



human - nature

culture - nature

mind - body

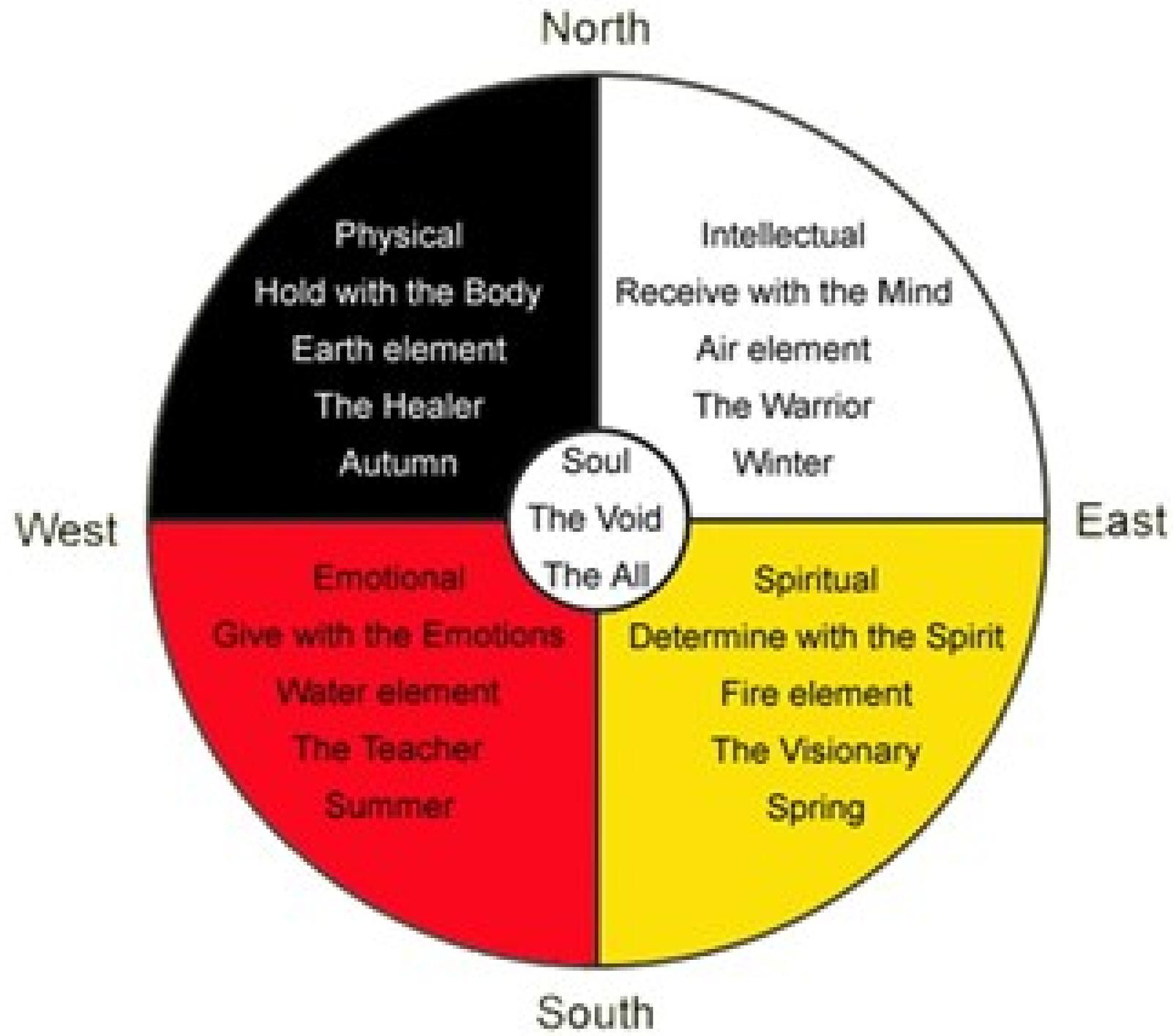
# FOOD FOR THOUGHT: Native American Medicine Wheel:

We have four aspects to our nature:

- physical
- mental
- emotional
- spiritual

We must develop these equally to become healthy, well-balanced human beings

They are like seeds: they have the potential to grow into powerful gifts



# FOCUS ON RELATIONS

## Nature sets the example

- Relationships
- Networks
- Connections
- Interdependencies

### Qualities of activity

- Organic
- Holistic
- Diverse
- Communicative / dialogic
- **LEARNING**

The entire human species depends upon attention to finding artform of mutual learning. The generations will learn together how to live differently, or they will not learn at all.

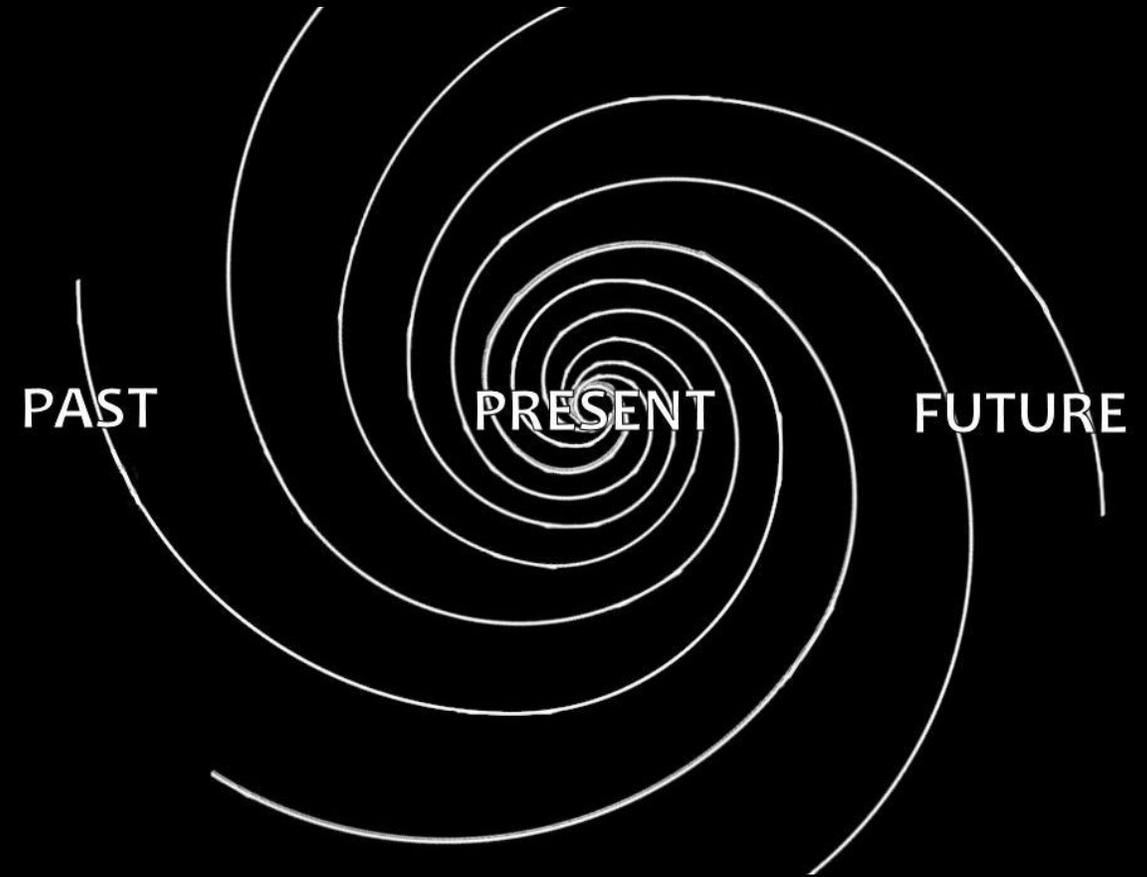
– Systems thinker Nora Bateson

# Relationship to time

## CHRONOS – LINEAR TIME



## KAIROS – CYCLICAL TIME



intrinsic values      connection to nature's cycles  
inter-generational ties

# WHAT YOU FEED WILL GROW

	<b>Chronos</b> <b>Linear time</b>	<b>Kairos</b> <b>Cyclical time</b>
<b>View of reality and humans</b>	divided into pieces, separated from the whole	holistic, parts are connected, diversity is richness
<b>Life</b>	desire to control and keep order	uncertainty and change are natural elements
<b>Nature of behavior</b>	quantity, speed efficient, measuring performance, reliable knowledge	quality, right timing creative, adapting relating, experiential knowledge
<b>Future</b>	based on evidence from the past	adhered to values
<b>Solutions</b>	improving the existing models	connecting to the new, serving the whole

# PLANETARY BILDUNG

- **Widening** our relationship with the world
- **Withdrawing** from the sense of separateness
- **Recognizing** our own place in the world
- **Connecting** our uniqueness to building the common good
- **Growing** towards the fullness of our humanity

