Civilization as Wealth

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• Transformative Learning Designer
• Author
Civilization as Wealth

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

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Building a Holistic Economy with Holistic Economics

Economy after Growth

Joutsenvirta
Hirvilammi
Ulvila
Wilén

2016, Gaudeamus

2017, Random House

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

Raworth: Doughnut Economics
Conventional production process in economics

Factors of production: land, capital, labour
- Wages, rent, interest, profits

BUSINESSES
- BUY factors of production
- SELL goods and services

HOUSEHOLDS
- SELL factors of production
- BUY goods and services

Consumption expenditure

Goods and services

The embedded economy

Raworth: Doughnut Economics, 2017
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

• 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/
Sustainable future

What is bildung?
What is knowledge?
What is wealth?
What is progress?
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?
<table>
<thead>
<tr>
<th>Me</th>
<th>Egocentric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td></td>
</tr>
<tr>
<td>Relatives &amp; friends</td>
<td></td>
</tr>
<tr>
<td>Immediate communities</td>
<td></td>
</tr>
<tr>
<td>Citizens of own country</td>
<td></td>
</tr>
<tr>
<td>All humans on the planet</td>
<td>Anthropicentric</td>
</tr>
<tr>
<td>Future &amp; past generations</td>
<td></td>
</tr>
<tr>
<td>Humans &amp; other animals</td>
<td>Life-centric</td>
</tr>
<tr>
<td>Humans &amp; other animals &amp; plants</td>
<td></td>
</tr>
<tr>
<td>Natural ecosystems</td>
<td>Ecosystem-centric</td>
</tr>
<tr>
<td>The Earth</td>
<td></td>
</tr>
</tbody>
</table>

Joutsenvirta & Salonen 2020 Table 3: Expansion of the sphere of human care
### Progress of the Enlightenment period

<table>
<thead>
<tr>
<th>Material values</th>
<th>SILENT REVOLUTION OF VALUES</th>
<th>Post-materialist values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard of living</td>
<td>BILDUNG</td>
<td>Quality of life</td>
</tr>
<tr>
<td>Material conception of wealth</td>
<td>EXPERIENCED WELL-BEING</td>
<td>Multifaceted conception of wealth</td>
</tr>
<tr>
<td>Success</td>
<td>PLANETARY BOUNDARIES</td>
<td>Flourishing</td>
</tr>
<tr>
<td>Individualistic</td>
<td></td>
<td>Web of life</td>
</tr>
<tr>
<td>Scarcity thinking</td>
<td></td>
<td>Logic of abundance</td>
</tr>
</tbody>
</table>

### TRANSFORMATIVE POWERS

| WHAT'S ENOUGH? IS IT MEANINGFUL? |

Joutsenvirta & Salonen (2020) Bildung as wealth – radically but gently towards a sustainable society. p. 152
Dominant idea of citizen

- Individualistic consumer and achiever

Dominant worldview

- Mechanistic, atomistic, divided

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Western dualism

human - nature

culture - nature

mind - body

Background picture: https://robertjordan.wordpress.ncsu.edu/origins-of-the-culture-nature-dualism/
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

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Relationship to time

**CHRONOS – LINEAR TIME**

**KAIROS – CYCLICAL TIME**

- **PAST**
- **FUTURE**

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

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# WHAT YOU FEED WILL GROW

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

Joutsenvirta & Salonen (2020) Bildung as wealth – radically but gently towards a sustainable society