

CAPITALISM UNPLUGGED

300 YEARS AGO
- FIRST STEAM ENGINE

HUMPTY DUMPTY CAPITALISM

70 YEARS:
CAPITALISM
SOCIALISM
DEMOCRACY

CREATIVE
DESTRUCTION

WHERE WE ARE
NOW

PARADIGM
SHIFT

NOT A NEW
TOOTHASTE!

WHAT IS THE
FUTURE STORY
OF NOW?

SOME TRIED TO REPAIR
HUMPTY & SOME TRIED
TO CREATE A NEW
PARADIGM

2011 -
THE YEAR OF NATURAL
& ECONOMIC DISASTER ...

- FOOD RIOTS
- NUCLEAR IRAN
- CHINA PROPPING \$

CAN WE BE
OPTIMISTIC?

PREDICTING THE FUTURE
IS A TURKEY SHOOT!
- THERE WILL BE CHANGE

HOW DO WE
CREATE CONVERGENCE

CITIZENS' MOVEMENTS
USING NEW TECHNOLOGY

WE NEED TO
BREAK THE
'SOUND
BARRIER'

WE NEED
TO PUNCH
THROUGH
& DRIVE
CHANGE

AT THE MOMENT
MANY ARE IN
'BREAKDOWN'

OR
'CHANGE
AS USUAL'
→ DOES NOT ADDRESS
UNDERLYING
PROBLEMS

WE NEED
SYSTEM
CHANGE:
'BREAKTHROUGH'

BREAKTHROUGH ECONOMICS

MATHEMATICAL
MODELS CONTAINAIN
STORIES

COPERNICUS ...

NEW
APPROACH

- LOGIC
- STABILITY
- ORDER

LIVING
ORGANISM
- NOT DETERMINISM
BUT ROBUSTNESS

ECONOMIC
MODELS CONTAIN
ASSUMPTIONS,
TRY TO PREDICT THE FUTURE
(BADLY)

WHY CAN'T
WE PREDICT?
WHAT ARE THE
ASSUMPTIONS?

GREEN ECONOMY TRAJECTORIES

2012

INVESTMENT IS
RETRENCHING
THOUGH SAVING
IS HIGH

→ CREATES NEGATIVE
INTEREST RATES

GOLDEN
OPPORTUNITY

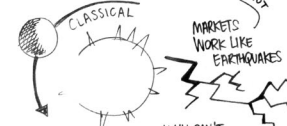
WHERE IS
SAVING
GOING?

- GOVERNMENT BONDS
- OPPORTUNITY TO INVEST IN GREEN
BECAUSE IT IS ESSENTIAL
- A GROWTH AREA

NEED CLEAR
POLICY
SIGNAL

THIS IS A
WIN
WIN

A
UNIQUE
MOMENT
WHICH WON'T
LAST...



GEN PERSPECTIVE

NEED TO CHANGE
THE PARADIGM

LACK OF IMPACT

THAT'S NOT
FAIR...

SO I BECAME AN
ACTIVIST

SHORT
TERMINISM

FEEDBACK
LOOPS IN
NATURE

MEANING NINE
STORY

SHOWS PULSE

ANALYSED
DATA

- HIGHLY EMOTIONAL
DEBATE
- TWITTER

- "ANTI-CAPITALISM"
"ENERGY"
- "HAPPY CAPITALISM"
"CANADA"

"CLEAN
CAPITALISM"

MAPPING SYSTEM DYNAMICS

NEED:
COHERENT
STRATEGY

- SYNERGY
- STAKEHOLDER-CENTRIC
- DEEP SYSTEMIC

SYSTEMS MAPS
FOR NIKE

COMPLEXITY = DIFFICULTY

MULTIPLE STAKEHOLDERS
INDIVIDUAL RATIONALITY =
SYSTEM IRRATIONALITY

NON-ZERO
SUM
COLLABORATION

A BREAKTHROUGH AGENDA

A SMALL
GROUP CAN
CHANGE
WORLD

• APPLE
• SUPERFACETED

• PASSION
• PREPARED
TO RISK

NEW

FIGHT &
CREATE FOR
EVERYONE

- CAPITAL FOR
SOCIAL BENEFIT
- SOCIAL VALUE
+ INVESTMENT