History that challenges the comfortable assumptions and parochial narratives may be painful but is also a sign of wisdom and maturity

Sir Michael Howard - Historian

Josephine Green
Beyond20:21st century stories

Industrial-market era

Socio-ecological era

GDP
ISEW
Time

Economic index
New projects

Social innovation

New technologies

Social needs & social solutions

New practices

The who

The how

New development model

More is more

A new narrative for a new age

A new paradigm
a set of practices contained within
a philosophical and theoretical framework
“When faced with a radical crisis, when the old ways of being in the world, of interacting with each other and with the realm of nature doesn’t work anymore, an individual life form-or a species will either die or become extinct or rise above the limitations of its condition through an evolutionary leap” A New Earth Eckhart Tolle
The Evolutionary Leap

Less is more

More is more

A new narrative for a new age

New projects
- Social needs & social solutions
  - micro-stories

New practices
- Collaborative Co-creative
  - micro-stories

New meta-framework
- Scarcity2Abundance
  - meta-narrative

Social
- A Virtuous circle
  - Innovation

New development model
- Decentralized Distributed
  - mezzo-story

More is more

Sustainability: a more human, humane, resilient and empowering society
Embracing design and design thinking

Making visions and stories tangible
Designing with active communities
Giving people the tools and skills

New qualities
Creating a new aesthetic and a new language beyond product and efficiency and speed and scarcity

- relationships and mutual trust
- work and fulfillment
- size and a human scale
- time and slowness
- complexity and simplicity
- pleasure and beauty

Ezio Manzini.

Social Innovation equals diffuse creativity and entrepreneurship.

From doing things to and for people to doing things with and by people themselves

Thank You
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