





WARM UP

- 10 min – 2 tasks:
 - Think about a social problem and your story and draw it
 - (on a separate paper) write down the name of a social business you know and like
- 10 min
 - Describe both to your neighbour and hand over the drawing to him / her
- Plenum
 - Introduce your neighbour to us



AGENDA

- Introduction
- Some basics
 - Sustainability
 - SDGs and the planetary boundaries
 - Social Business vs. Social Media
 - Problem Analysis with Systemic thinking
- Impact through ...
 - Social Business



MY SOCIAL BUSINESS LANDSCAPE

I STARTED / I'M RUNNING



I'M SUPPORTING

- Radha Paudel Foundation
- Karnali Miteri Udhyog
- Miteri Recycle Center
- Coop Pinzgau



MONON: TOPICS



Envisioning a sustainable future



GIVE A MAN A FISH, AND YOU FEED HIM FOR A DAY



TEACH A MAN TO FISH, AND YOU FEED HIM FOR A LIFETIME



OPERATIVE LEVEL

- Trainings
- (Online Courses)
- Workshops
- Lectures at university





STRUCTURAL LEVEL

Shaping projects that shape people towards sustainability

As employee
Project team member
Consultant
.....

"First we shape our buildings then our buildings shape us."






REFLECTIVE LEVEL


Developing frameworks
Teaching material
Research
Publication

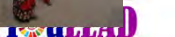



VHS BHAKTAPUR

A youth center in the city of Bhaktapur, in which young people have a space to experiment and learn from each other.

Businessmodel: cross subsidization from German language classes.







NEPAL SOCIAL BUSINESS

- Social Business Incubator & Fund
- Based on the Idea of Professor Yunus
- Acting in Rural Nepal

- My Role
 - Develop strategy & partnerships
 - Build up organization structure and guidelines
 - Implementenation of pilot projects

KARNALI MITERI UDHYOG - MALNUTRITION

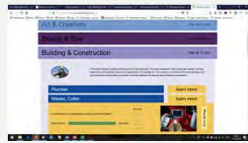
KARNALI MITERI UDHYOG

To produce healthy food for infants and children from local material to fight malnutrition among the local population.
Started producing in March 2017



CAREER DISHA NEPAL

CDN is Nepal's first holistic career counseling organization.
We developed an online assessment and Nepal's first Job & Educational Database
Found in 2014 we are working on developing career counseling material and tools with the Target to reach to 100000 students in 2020



COOP PINZGAU



- 50+ locale producers
- Typical groceries
 - Veggies & fruits
 - Milk products & eggs
 - Noodles, oil, seed, etc.
 - Cleaning material
 - Beverages
 - CARITAS-bags
- delivery to 4 distribution points



AGENDA

- Introduction
- Some basics
 - Sustainability
 - SDGs and the planetary boundaries
 - Social Business vs. Social Media
- Impact through ...
 - Social Media
 - Social Business



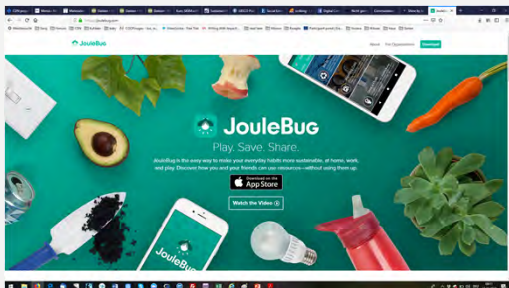
CALCULATE YOUR FOOTPRINT



<https://www.footprintcalculator.org/>



JOULEBUG CHALLENGE



EARTH OVERSHOOT DAY

MUM! DAD! THE FRIDGE IS EMPTY!

SORRY KIDS, WE'VE SPENT THE BUDGET FOR THIS YEAR...

EARTH OVERSHOOT DAY 2018

<https://sustainabilityillustrated.com/en/2018/07/24/earth-overshoot-day-2018-cartoon/> #movethedate

monon **YouLEAD**

Positive impacts	Negative impacts
wealth	illth
goods	bads

HERMAN DALY

"The fact that we have to stretch English usage to find words like illth and bads with which to name the negative consequences of production [...] Bads and illth consist of things like nuclear wastes, the dead zone in the Gulf of Mexico, biodiversity loss, climate change from excess carbon in the atmosphere, depleted mines, eroded topsoil, dry wells, exhausting and dangerous labor, congestion, etc. [...] In the empty world of the past these concepts and the names for them were not needed [...]."

"We now live in a full world, full of us and our stuff, and such costs must be counted and netted out against the benefits of growth."

<https://www.steadystate.org/wealth-illth-and-net-welfare/>

monon **YouLEAD**

WHAT IS THE RATIO OF THE BIO-MASS HUMANS + DOMESTICATED ANIMALS : WILD ANIMALS?

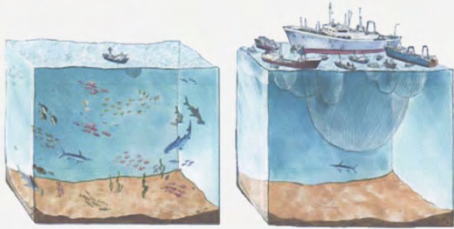
97 : 3

+

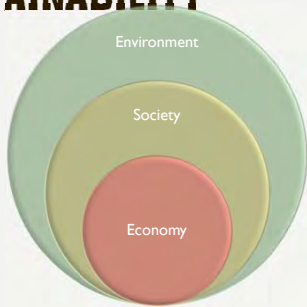
<http://www.pnas.org/content/115/2/458>

monon **YouLEAD**

DALY: EMPTY AND FULL WORLD



NESTED SPHERES OF SUSTAINABILITY



Ayers, John



WEAK AND STRONG SUSTAINABILITY

WEAK SUSTAINABILITY

- Substitution is possible
 - The total counts

SUBSTITUTION IS NOT POSSIBLE

- Substitution not possible
 - Each sphere as to be maintained separately



ECONOMIZATION OF RESSOURCES

- Payment for Environmental Service
 - Offset → „Carbon Emission“
 - "carbon offset is like beating your wife and then donating to the woman shelter"
 - Weak sustainability
- Examples
 - Flight CO2-compensation
- Last resort but not Standard
 - Risk of tragedy of the commons
- More sustainable approaches
 - Law of Gaia: Bolivia



SUSTAINABLE DEVELOPMENT GOALS



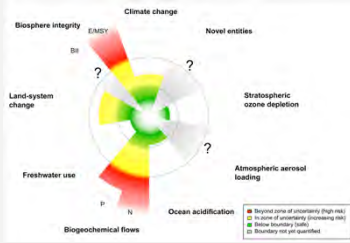
NESTED SUSTAINABILITY & SDGS



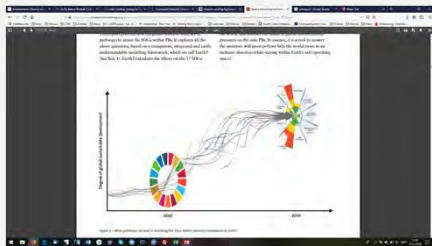
<https://www.mdpi.com/2077-1050/10/12/4471/htm>



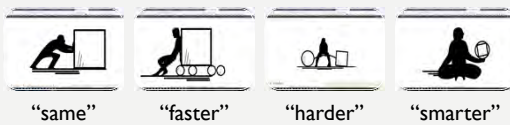
PLANETARY BOUNDARIES



REPORT TO THE CLUB OF ROME



FOUR SCENARIOS



BUSINESS AS USUAL ("SAME")

- keep investments at historic levels
- more trade, competition, foreign direct investments
- maintain unemployment and health benefit levels at same levels
- no further policies to reduce inequality,
- underfunded public services, private wealth


"SAME" RESULT

- increasing economic inequality
- political instability, nationalism, anti-globalisation and conflicts
- weakening public institutions and government
- severe global warming and costly
- extreme weather events
- social instability, some cities fail

monon: YouLEAD

"FASTER" MORE ECONOMIC GROWTH

- increase of investments to above 25% of GDP
- more technology transfer
- Foreign direct investments are coupled with know-how transfer
- increasing investments in the health, education and skills of the people – the human capital
- enhancing competition and structural change in markets
- export promotion and industrial policy for increased trade
- Lowering tax and increase savings
- Establish new processes and structures to measure SDG and economic progress



"SMARTER" THE TRANSFORMATIONAL APPROACH

Transformational change is introduced through five leverage points that have a synergistic effect on the SDGs:

- accelerated renewable energy growth to halve carbon emissions every decade,
- accelerated sustainable food chain productivity,
- rolling out new development models in the poor countries,
- unprecedented action for inequality reduction, and
- step changes in education, gender equality and family planning


TRANSFORMATIONAL

ENERGY & MATERIAL

- Worldwide electrification in transport, power, heating cooling
 - Scaling solar and wind
 - Smart grid
- All investment shifted from fossil to renewable
- Bans on fossil fuel-capacity investment
 - Including banning fossil cars
- Account for material flow in real time

FOOD

- People shift diet to more plant based foods and lower meat consumption
- More direct links between producers and consumers (7 von 100 EUR)
- Technology & digitalization (
 - i.e. leakage sensors
- Biogas and composting
 - Instead of landfills and surface-runoffs
- Climate Smart Agriculture
 - CO₂-sink

monon: 

TRANSFORMATIONAL

NEW DEVELOPMENT APPROACH

- Long term planning
- Creating conditions for lower-level officials to kick-start development in their region
- Chinese model rather than Washington consensus
 - Macroeconomic stabilisation
 - Opening to Trade, financed
 - Expansion of market force

ACTIVE INEQUALITY REDUCTION

- Fairer wages
- More progressive Taxes
- Shortening working years
 - Creating more jobs
- Policies to ensure:
 - 10 richest % max 40 % of wealth
 - Redistribution of wealth

monon: 

TRANSFORMATIONAL

FAMILY PLANNING, GENDER EQUALITY, HEALTH & EDUCATION

- Focus on Woman
 - In education
 - In leadership (female leaders)
- Voluntarily decide to have less children

RESISTANCE

- Distrust in interventionist government
- Progressive taxation a political hot potato
- More nationalism that discredits global cooperation
- Ideological opposition to redistribution, particularly in Anglosphere
- Market fundamentalism that opposes government work on market design



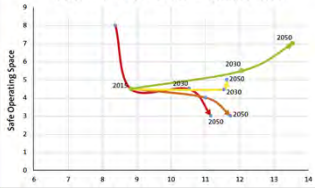
“SMARTER” RESULT

World SDG success score of 12 (out of 17)

Safety margin of 7. **Zero PBs are in high-risk zones** and four in yellow.

Global warming, forest degradation, air pollution, toxic

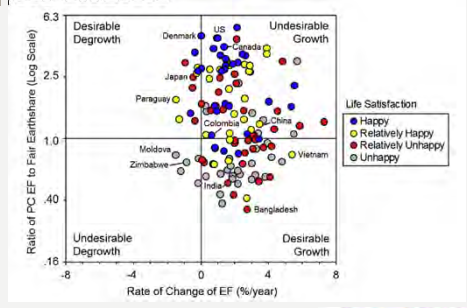
SDGs within PB? - all scenarios 1980-2050



DEGROWTH & STEADY STATE ECONOMY



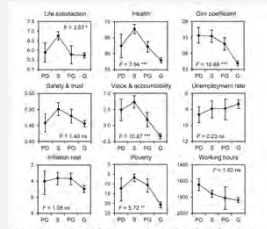
STEADY STATE AND HAPPINESS



GOOD NEWS:

Findings

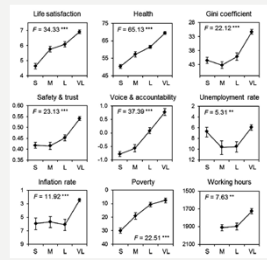
- The biophysically stable economies have higher life satisfaction, better health, greater equality, stronger democracy, and less poverty than the growing economies.
- Finally, there is no statistically significant relationship between biophysical growth and the unemployment rate.
- Stable Stocks / Flows are related to stronger democratic institutions

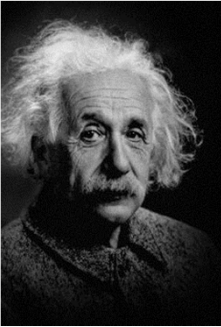


FAIR EARTH SHARE AND HAPPINESS

- Almost all indicators of well-being are higher, the higher the earth share is, the country claims

„If all seven billion people on Earth are to lead a good life within ecological limits, then we need to become much more efficient at translating resource use into human well-being.”





We can't solve problems by using the same kind of thinking we used when we created them.

- Albert Einstein

©Alfred Young

monon

YouLEAD
