

# Sustainable Lifestyles 2050

Platform for an Economy based on **Sustainability** and **Solidarity**

Platform **Duurzame** en **Solidaire** Economie (in Dutch)

Brussels, November 15th 2011, Martijn van der Linden

# Background

## Past

- Business Administration (Tilburg, 2004)
- Management traineeship and change management jobs at ING (Amsterdam, Brussels and Frankfurt)
- Day Trader (London and Graslehn)

## Now

- Different courses philosophy, [ardvanderlinden.com](http://ardvanderlinden.com), writing book, freelance jobs (Vinkeveen)
- Member and coordinator Platform DSE

# Graslehn (Austria, 1225 m.)



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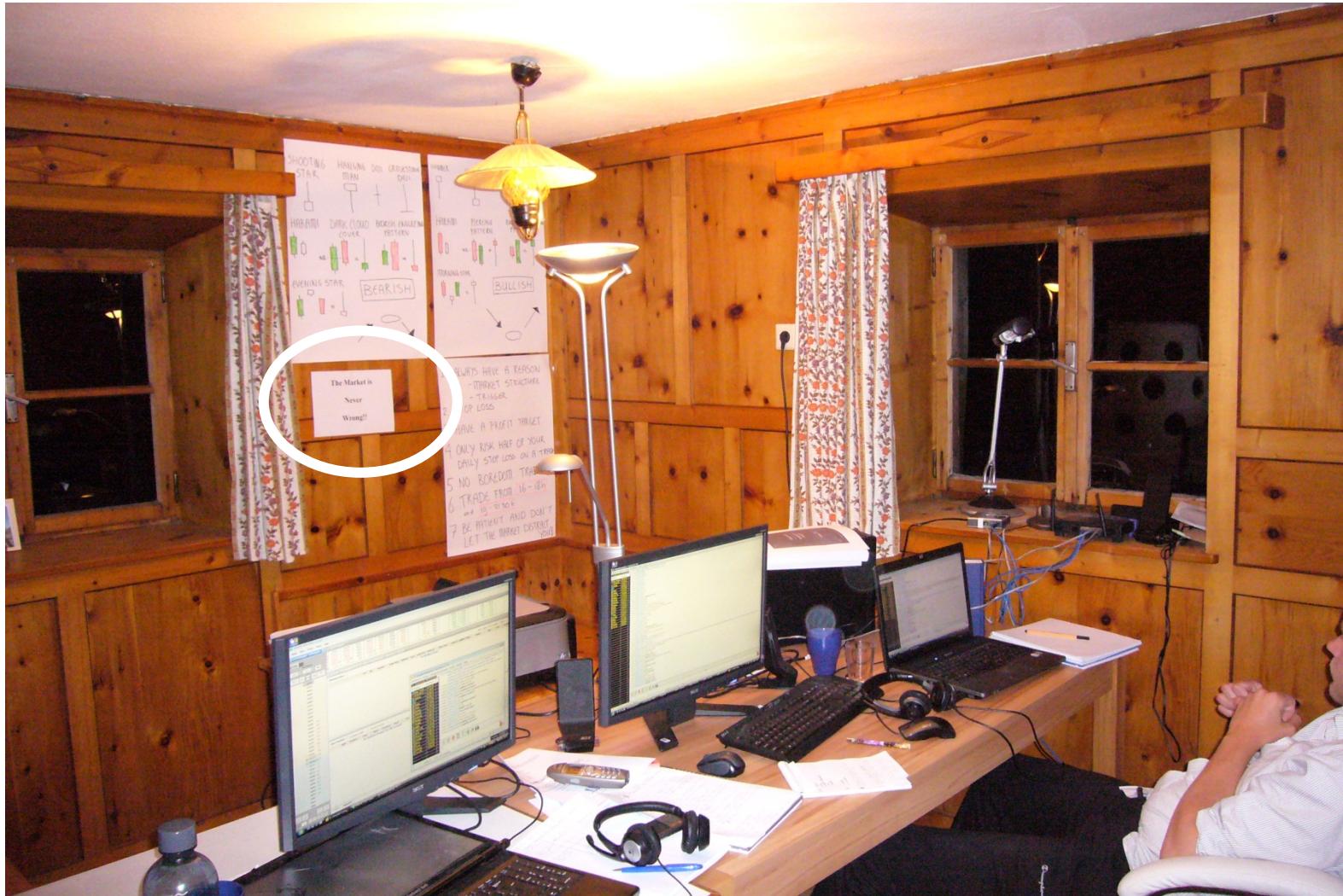
# A day in Graslehn: Wood cutting



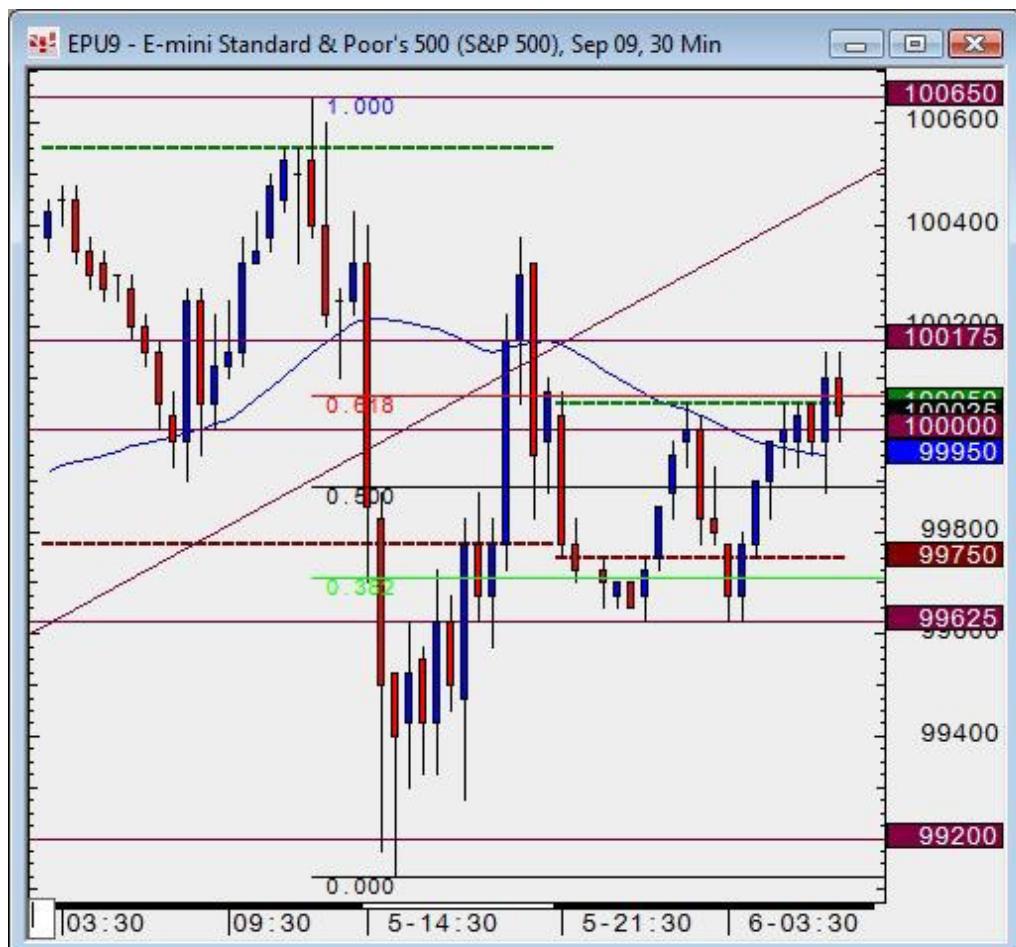
# A day in Graslehn: Mountain hiking



# A day in Graslehn: Day trading



# Speculation: E-mini S&P 500



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2 Dutch guys trading for a  
UK based company on the  
NY stock exchange from an  
Austrian Alp.

The world offers a lot of  
opportunities...

# The Market is Never Wrong!!



# Speculation: E-mini S&P 500



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With mouse clicks, you can make the most money in this world!!!

Big phylosophycal statement.

The current market system is unlogic.

Prices are often 'wrong'

# The Transition....

## Financial Industrial Era Social Ecological Era

- Linear processes
- Money as a goal/ Money making
- Unfair distribution
- Fossil fuels
- Focus on economic growth
- Overshoot
- Insecurity, uncertainty & crises
- Increase in scale
- Globalisation
- Passive civil participation
- Elected aristocracy
- 36 hours working week (average)
- 60 hours working week and unemployment
- Own interest
- Circular / Cyclical processes (C2C)
- Money as a medium of exchange/ No Money
- Fair share
- Renewable energy
- Focus on quality/ well-being
- Biocapacity  $\geq$  Ecological footprint
- Socioeconomic security & safety
- Optimal scale
- Think global, act local
- Active civil participation
- (Direct) democracy
- 21 hours working week
- Sharing work
- Solidarity

# A change in thinking is needed

The definition of insanity is doing the same thing over and over again and expecting different results.

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

*Einstein (1879 – 1955)*

# *gnōthi seauton* ≠ self-interest

γνῶθι σεαυτόν / *gnōthi seauton* (Socrates)

- Know thyself (in English)
- Self-knowledge
- Improving yourself
- Start liberal thinking
- How could I live responsible?
- Always a relationship with the other

Self-interest

- Being better than the other
- Making money and competition
- Selfishness
- Neoliberal thinking / libertarian capitalistic thinking

# Ubuntu

‘One of the sayings in our country is Ubuntu - the essence of being human. Ubuntu speaks particularly about the fact that you can't exist as a human being in isolation. It speaks about our interconnectedness. You can't be human all by yourself, and when you have this quality - Ubuntu - you are known for your generosity. We think of ourselves far too frequently as just individuals, separated from one another, whereas you are connected and what you do affects the whole world. When you do well, it spreads out; it is for the whole of humanity.’

*Desmond Tutu (1931)*

# Graslehn (our neighbors)



# Sustainable Lifestyles 2050



Self-sufficiency

Collaboration

Social relations

Contact with nature

Less material consumption

Local living and slowly travelling the world

Local responsibility

No money

More time to enjoy life

# Final quote

The only thing that will redeem mankind is cooperation.

*Bertrand Russel (1872- 1970)*

Thank you for your attention!

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Sustainability and Solidarity

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