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The Great Mindshift

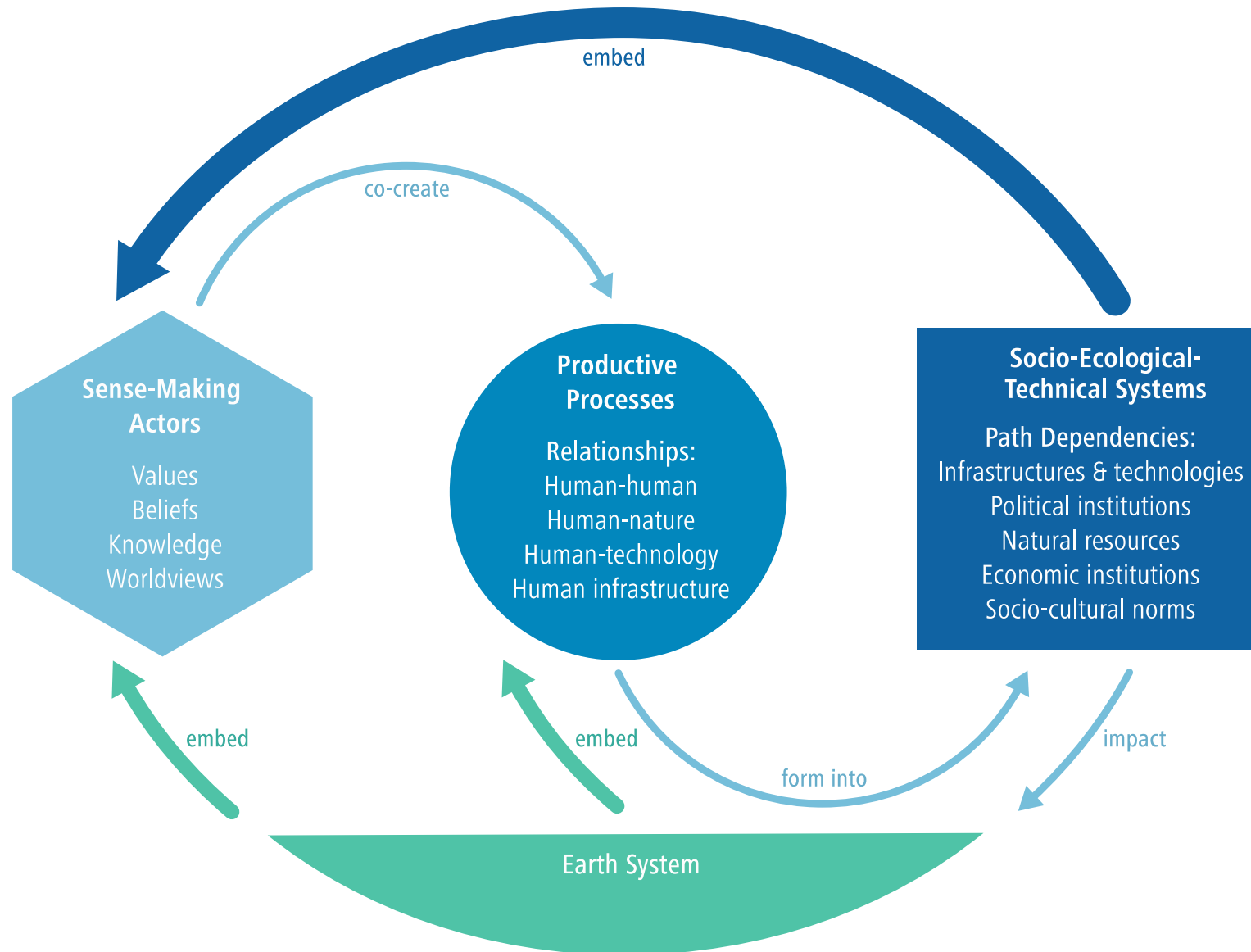
How a New Economic Paradigm and Sustainability Transformations Go Hand in Hand

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1. If the changes envisioned by the 2030 Sustainable Development Agenda are supposed to be transformational in quality, **how do we work toward this quality?**
2. If the transformations envisioned are supposed to support sustainable development, what are the **key leverage points to unlock unsustainable path dependencies?**

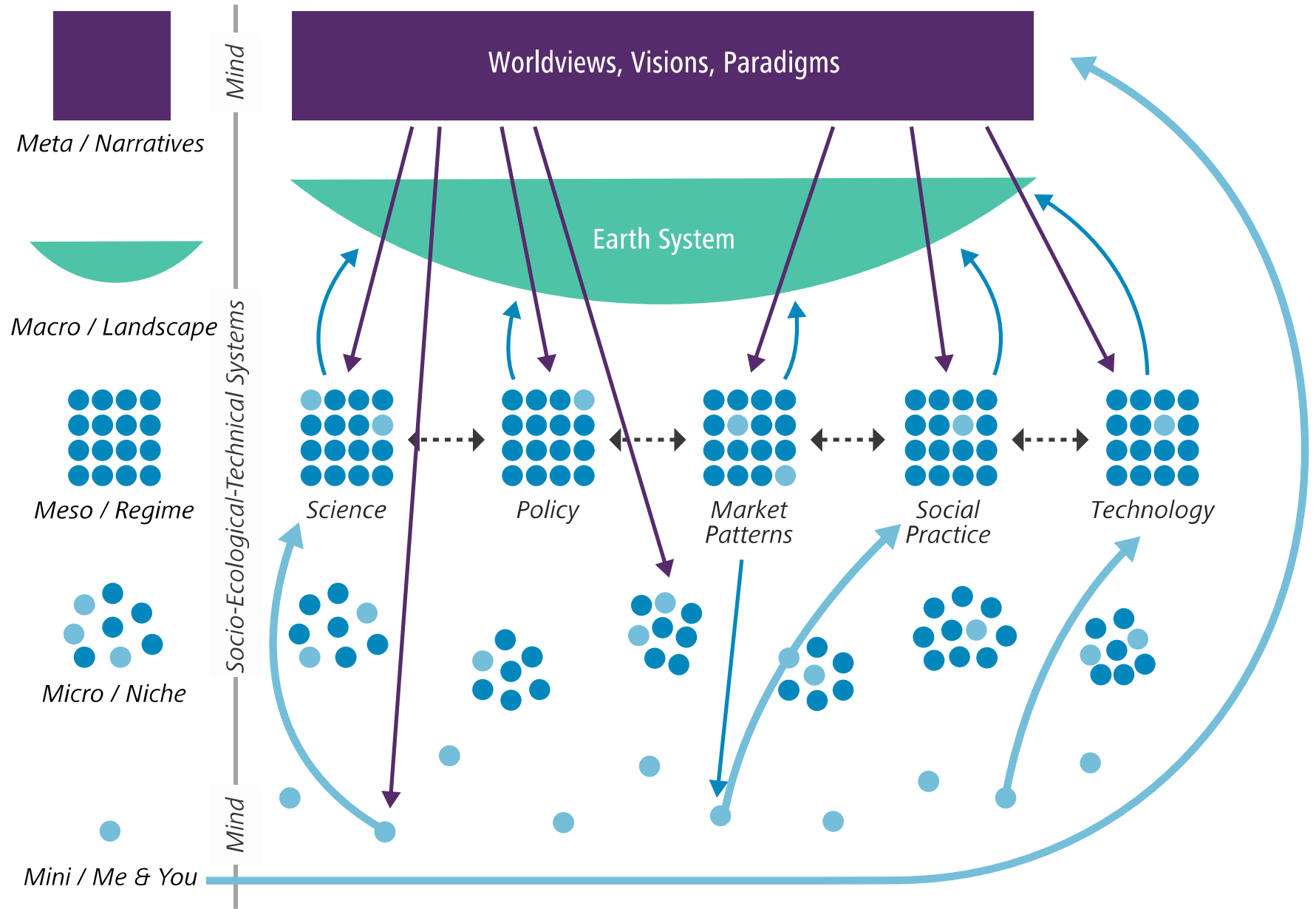
Connect the big S with the small S

1.1 Ontology: Patterned Freedom of Intentional Actors

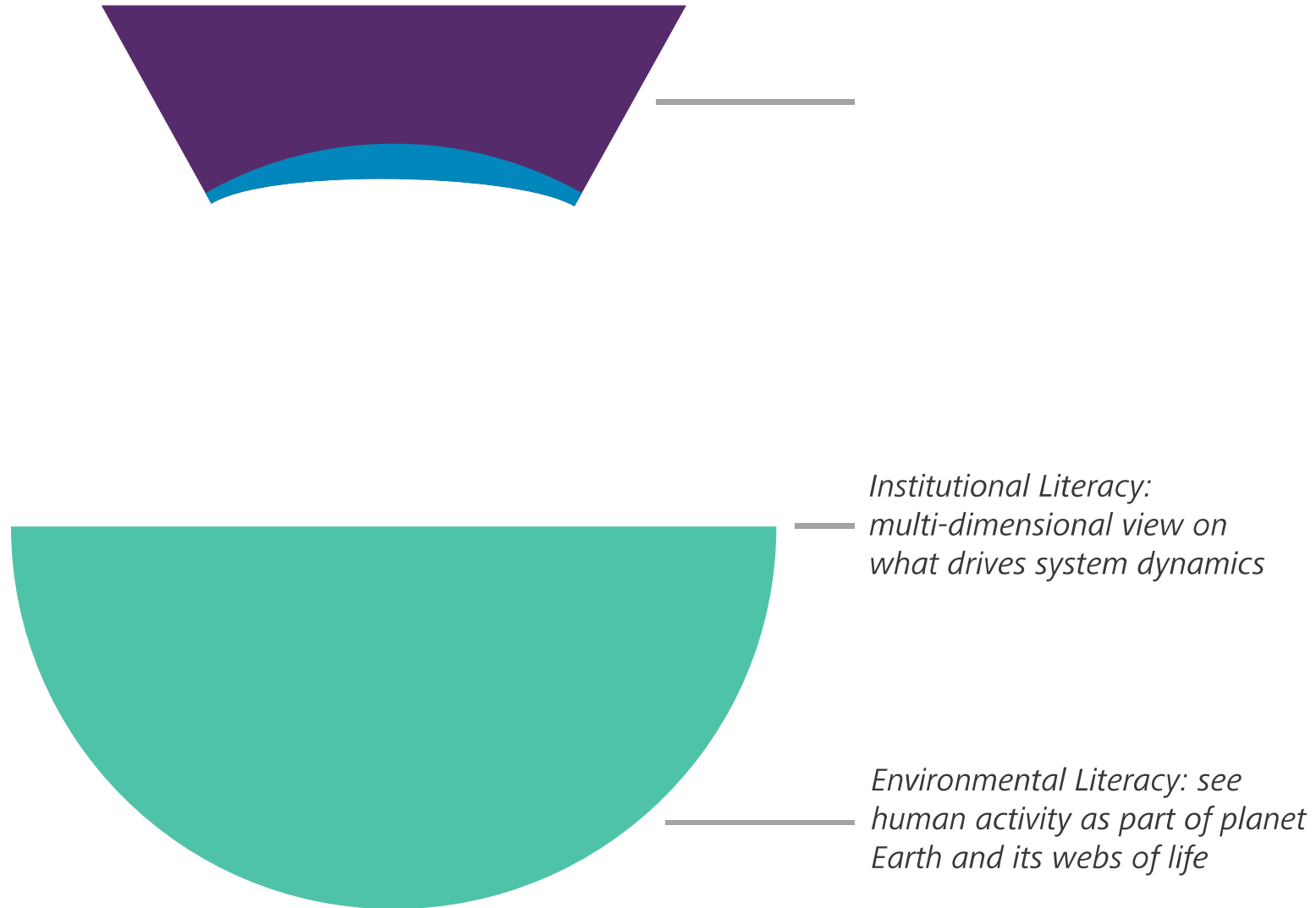


— "Humans make their own history...
but under circumstances transmitted from the past." -Karl Marx

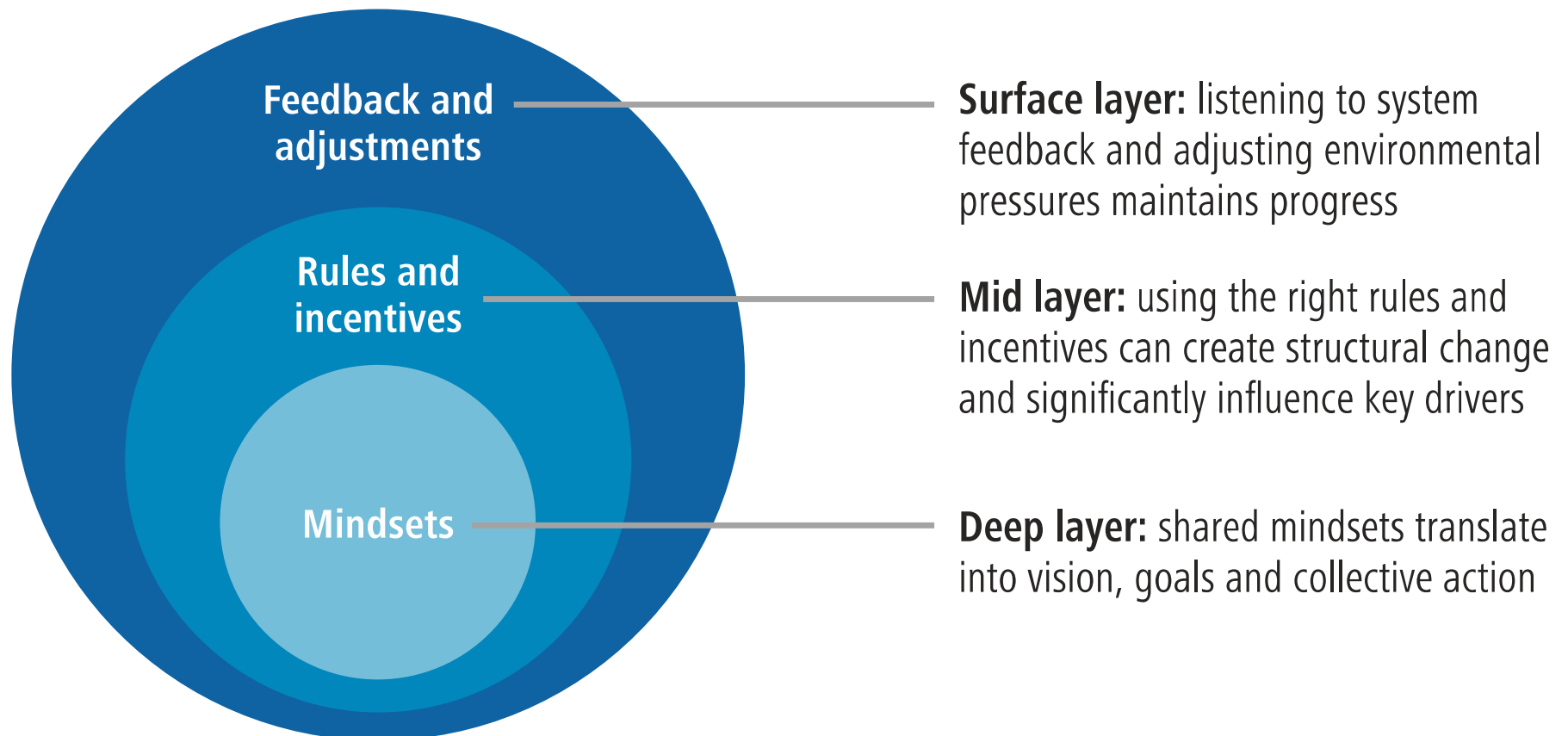
1.2. Intentional Agency in the Multi-Level-Perspective (big S)



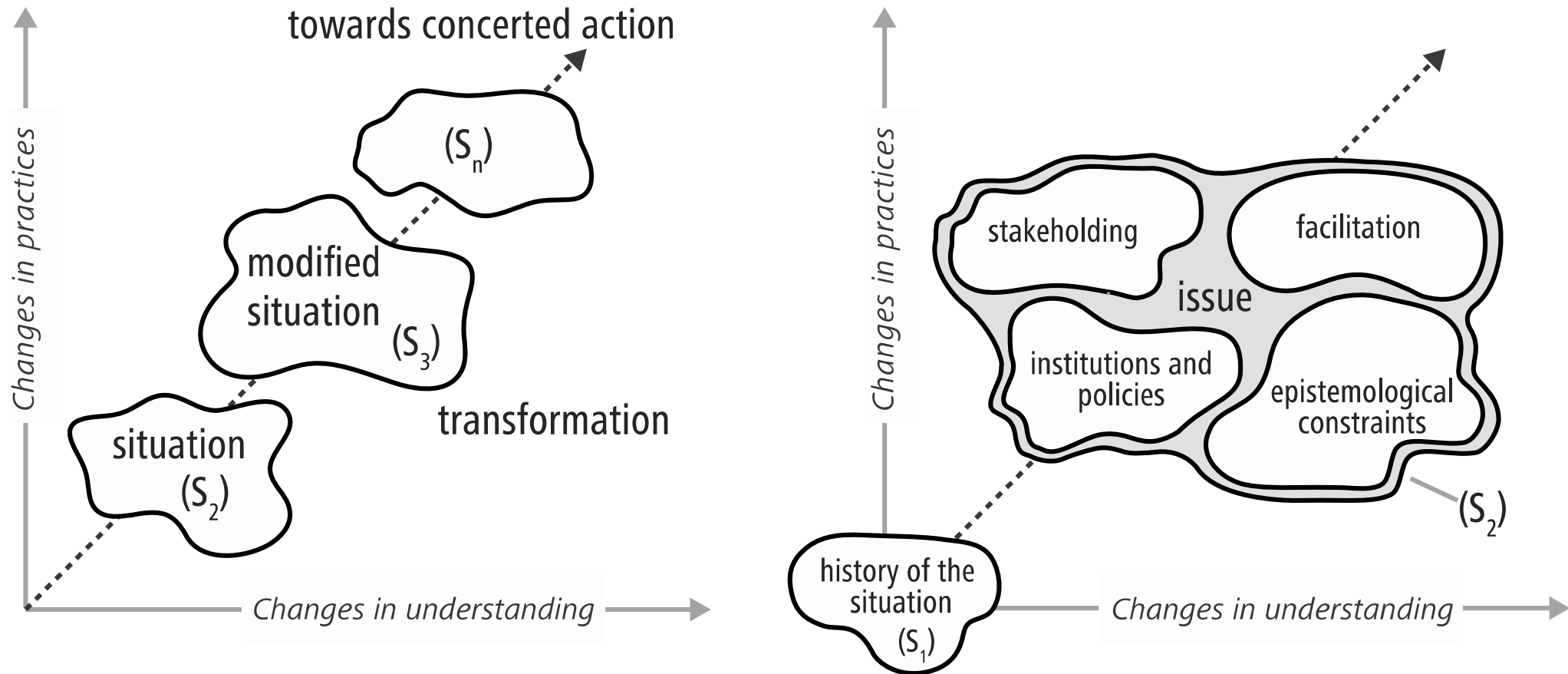
1.3 Intentional Agency as a Capacity (small s)



1.4 Transformation: Repurposing of Systems



1.5. Paradigm Shifts as Radical Incremental Change Strategies



2. Which Paradigm Shift for Purpose of Sustainability?

Table 3.1: Mainstream economic paradigm effects on searching for sustainable development.
Source: Own overview.

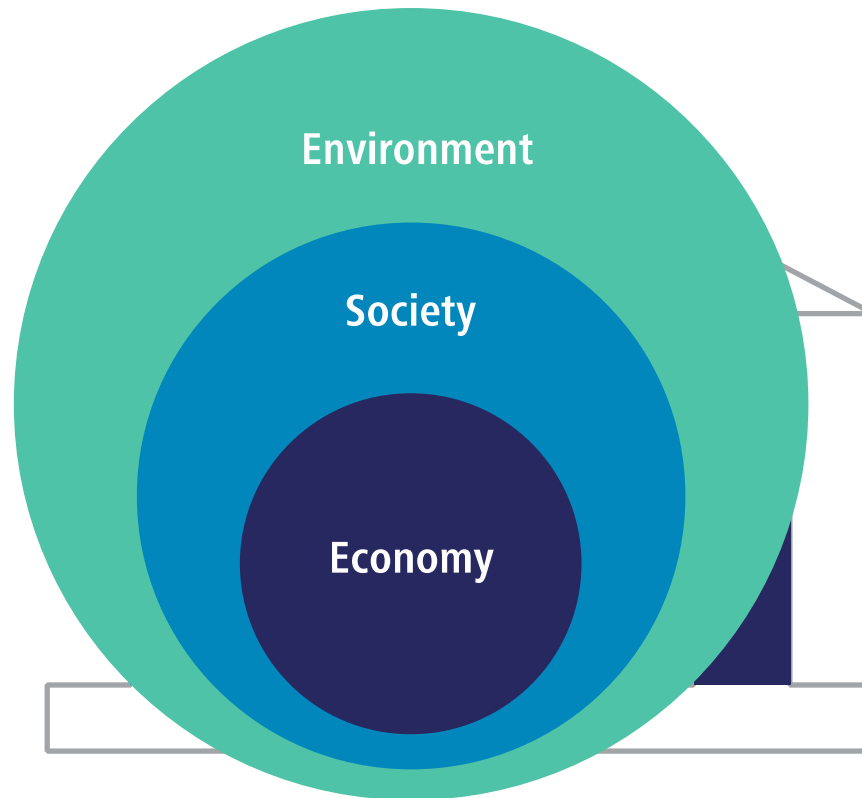
Understanding the world by	Main concepts human needs	Main concepts nature
. . . dividing into pieces	utility by consumption	natural capital by extraction
. . . quantifying & monetizing	willingness to pay	market prices
. . . tracking accumulation	more happiness through more consumption	more growth through more (efficient) exploitation
. . . comparing and ranking	cost–benefit thinking	capital substitutability thinking
Effects on governing the world:	Blind to real qualities of developments & lost in financialization	



19th Century economics mindset not fit for purpose!



21st Century Mindshift:
Re-coupling human and natural wellbeing



2.2 Emerging New Sustainability Purpose?

*Recoupling Cases: Transition Towns; Beyond GDP;
Commoning; Common Good Businesses*

- **Progress** not output measured by aggregated money, but equitable and balanced progress of the whole SETS as measured by differentiated social, environmental, and cultural indicators.
- **Freedom** not absence of obstacles to individual purchasing desires, but human security and sufficiency: freedom from fear (in race for resource accumulation), and freedom from (culturally created endless) want.
- **Prosperity** not ever more consumption choices, but holistic and adaptive human needs served by resilient access to diversified need-satisfier strategies.
- **Growth** not end in itself, but different types of economic activity grow, stay steady, or also de-grow as means to the end of securing well-being within Planetary Boundaries.

Broken hegemony and emerging new paradigm as window of opportunity

