

Societal Scenarios for Low-resource Living

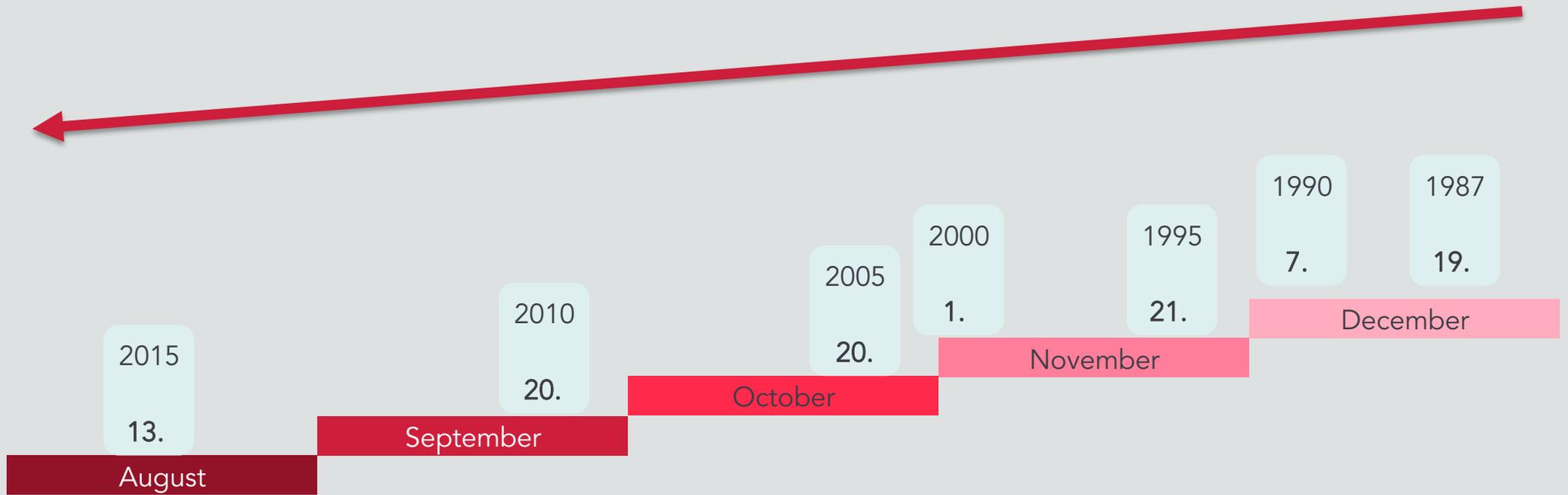


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SIGEF, Geneva, Oct 24th 2015

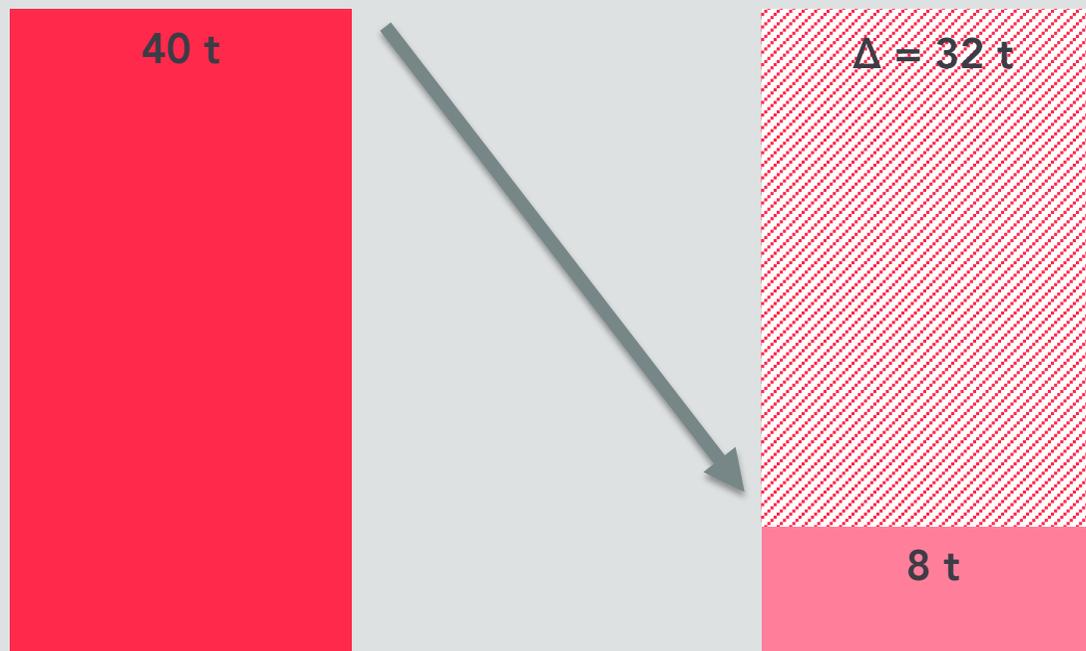
Since 1997, companies and institutions around the globe are shaping their futures based on Z_punkt insights & outlooks.



Earth Overshoot Day: (Not) living within planetary boundaries



Radical reduction of resource use in Germany



Food: from 6 to 3 tons

Mainly vegetarian diet



Habitat/Living: from 11 to 1.6 tons

20 m²/cap



Mobility: from 18 to 2 tons

No private cars





Technological solutions ...

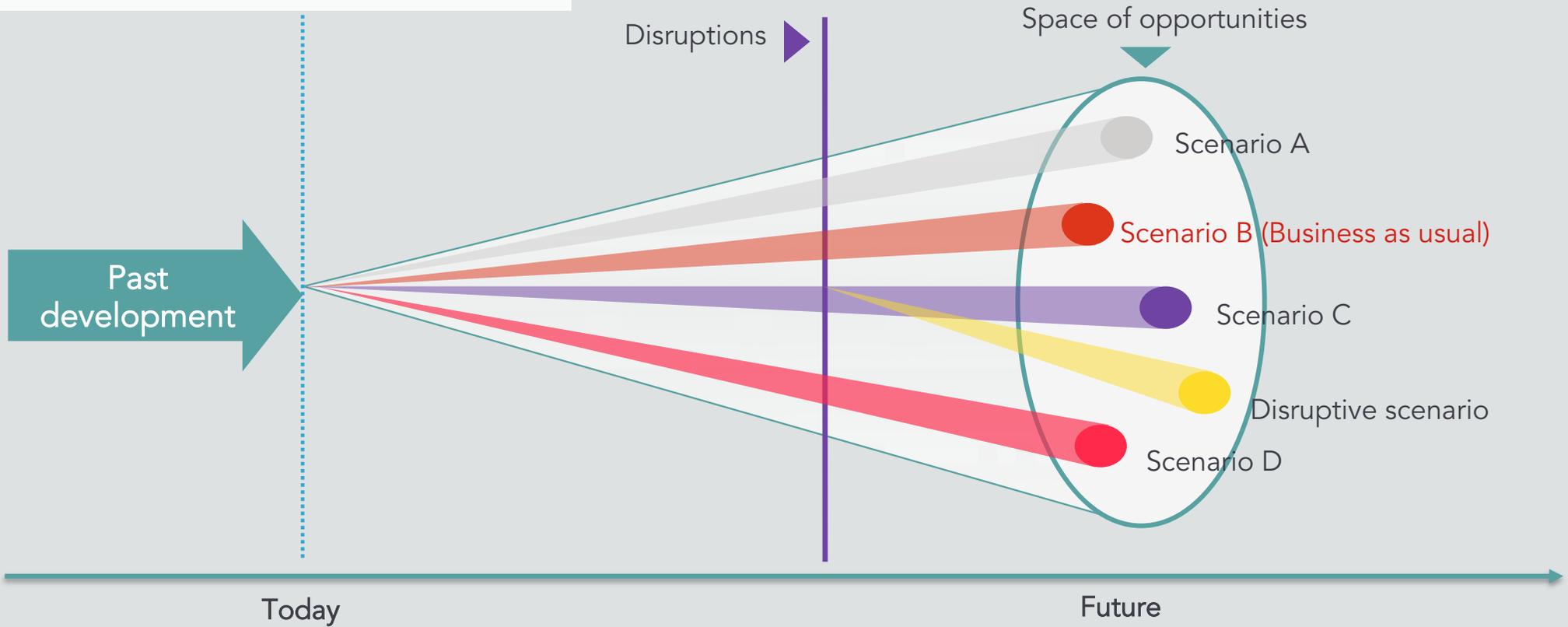
... & political programmes





But what about society?

Scenario Space

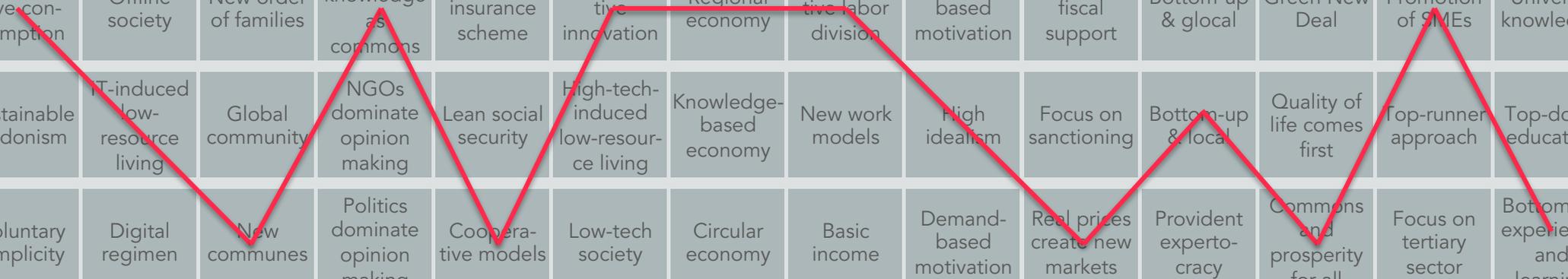


Low-Resource Society in Germany: From Morphological Box ...

| Individuals/Consumers | | | | | Business | | | | Politics | | | | Science |
|---------------------------|--------------------------------|-----------------------|----------------------------------|---------------------------------|---------------------------------------|-------------------------|--|----------------------------|--------------------------------|-------------------------------|--------------------------------|--|-----------------------------------|
| Consumption patterns | Digital technology usage | Community building | Opinion making | Social security and health care | Innovation paradigm | Value creation patterns | Employment models | Entrepreneurial motivation | Resource politics | Political decision making | Prosperity and growth concepts | Commercial policy and innovation support | Education and knowledge building |
| Collaborative consumption | Offline society | New order of families | News & knowledge as commons | Citizens' insurance scheme | Cooperative innovation | Regional economy | Cooperative labor division | Policy-based motivation | Broad non-fiscal support | Bottom-up & glocal | Green New Deal | Promotion of SMEs | Universal knowledge |
| Sustainable hedonism | IT-induced low-resource living | Global community | NGOs dominate opinion making | Lean social security | High-tech-induced low-resource living | Knowledge-based economy | New work models | High idealism | Focus on sanctioning | Bottom-up & local | Quality of life comes first | Top-runner approach | Top-down education |
| Voluntary simplicity | Digital regimen | New communes | Politics dominate opinion making | Cooperative models | Low-tech society | Circular economy | Basic income | Demand-based motivation | Real prices create new markets | Provident expertocracy | Commons and prosperity for all | Focus on tertiary sector | Bottom-up experience and learning |
| Rationed consumption | | | Media liberalisation | Basic security and care | | Demand-based production | Low-resource living by rationalisation | | Low-resource planned economy | Renaissance of the parliament | | | |

... to Raw Scenarios

| Individuals/Consumers | | | | | Business | | | | Politics | | | | Science |
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Enriching the Raw Scenarios

Which steps/
measures/events
pave the way into
this future?

Who are the
main players?
How do they
proceed?

What are the
main challenges?

What are the
main differences
to the present?
To the other
scenarios?

Compared to
today, where are
opportunities for
lower resource
use?

Scenario 1: Cooperatives Promote Regionalism

- Principles of cooperatives rule in business & society
- Regionalism
- Bottom-up social change, social innovations

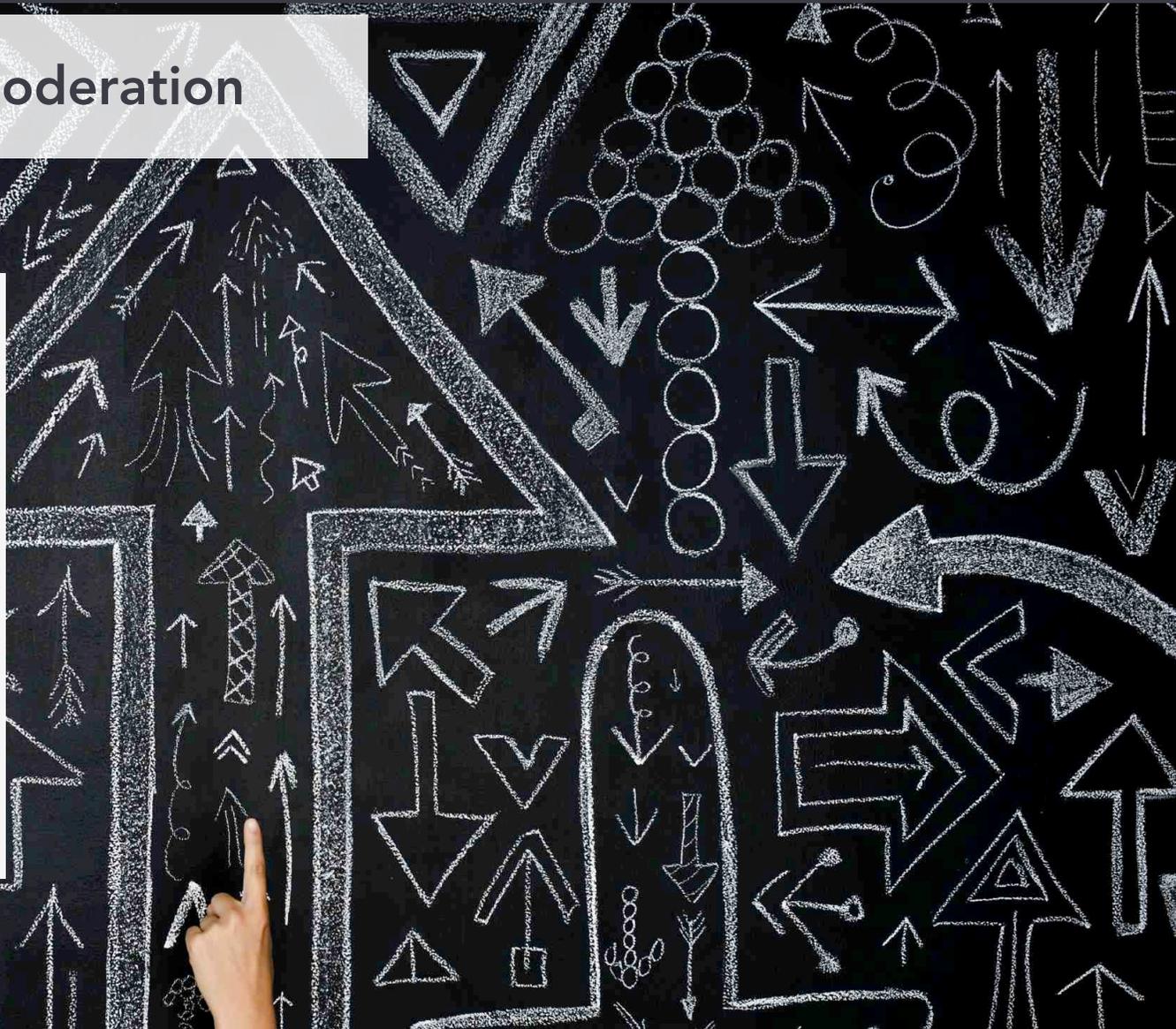


Scenario 2: Market-Based Ecologism

- Green Economy (German high tech strategy ctd.)
- Turnaround in energy use (Energiewende), resource usage, transport, agriculture
- Technological innovations dominate

Scenario 3: Obligatory Moderation

- Annual Resource Budget (xx tons/cap/year), with interim regulations for transitory phase
- People become innovative in order to “stretch” their budgets
- Mandatory sufficiency, rationalized consumption, high level of guidance



Scenario 4: Voluntary Simplicity

- Basic income (funded by eco-taxes)
- Voluntary moderation
- Strong local orientation, pro-active citizens

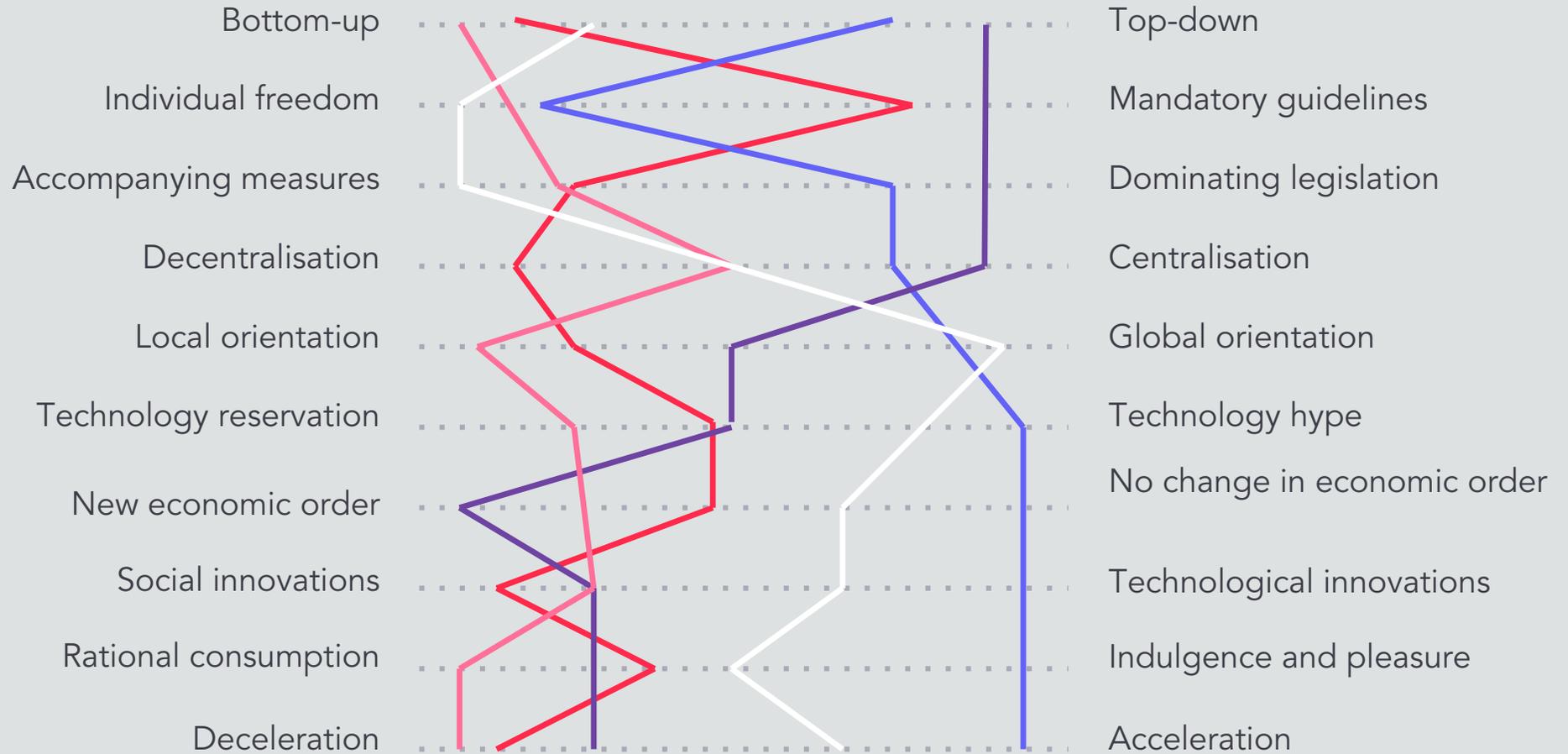


Scenario 5: Enlightened Global Society

- Dematerialisation: Focus on 3rd and 4th sector (services), deindustrialisation of Germany
- Strict standards for imports
- Global orientation, individual responsibility

Scenario Characteristics

- Sc. 1 Cooperatives Promote Regionalism
- Sc. 2 Market-based Ecologism
- Sc. 3 Obligatory Moderation
- Sc. 4 Voluntary Simplicity
- Sc. 5 Enlightened Global Society



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