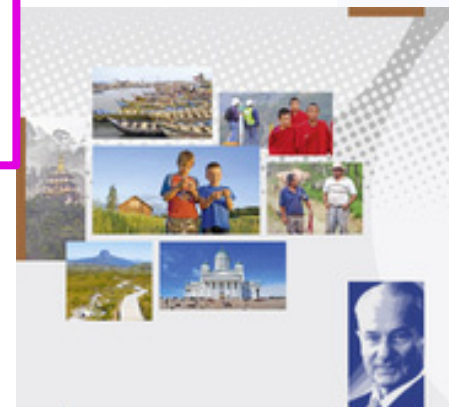
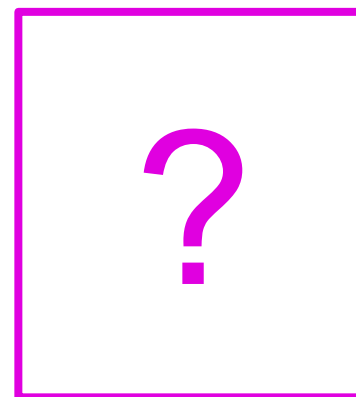


WWWforEurope Lecture
15 October 2014

Talking about Sustainable Development as if the last decade had happened

Stefan P. Schleicher

Wegener Center at the University of Graz
Austrian Institute of Economic Research, Vienna



Bertelsmann Stiftung (ed.)

Winning Strategies for a
Sustainable Future

| Verlag BertelsmannStiftung



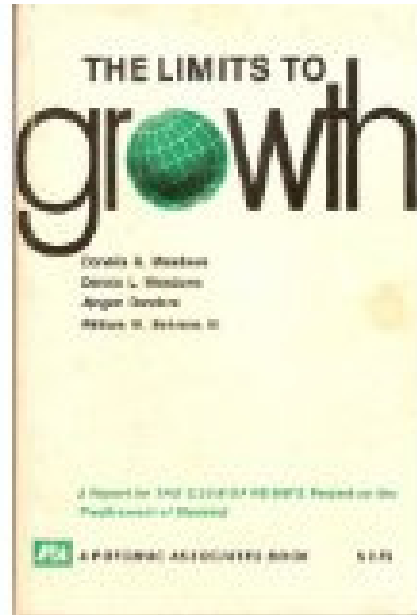
WIFO ■

Wegener Center

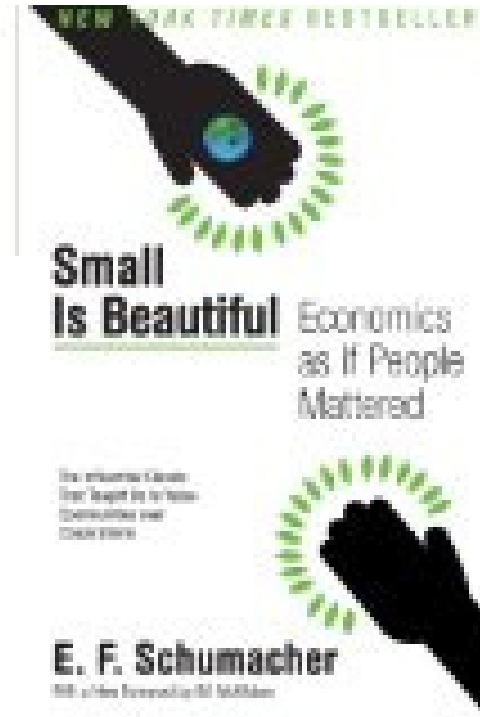
Sustainable Development as it has emerged in the Brundtland Report



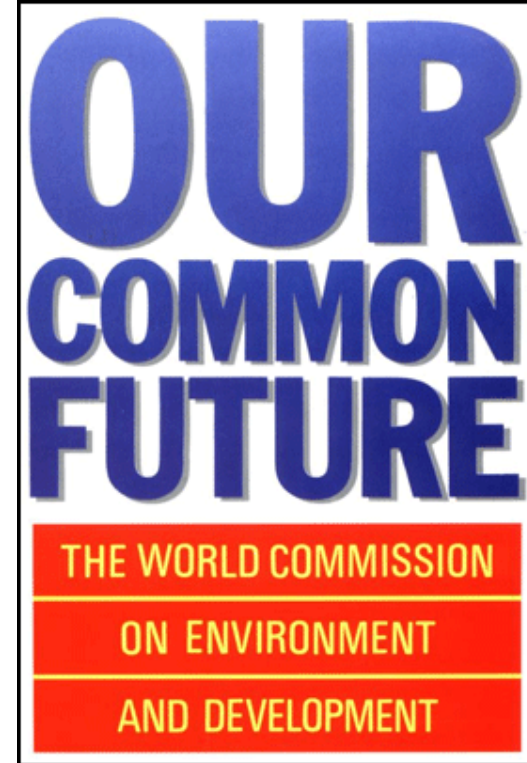
1962



1974

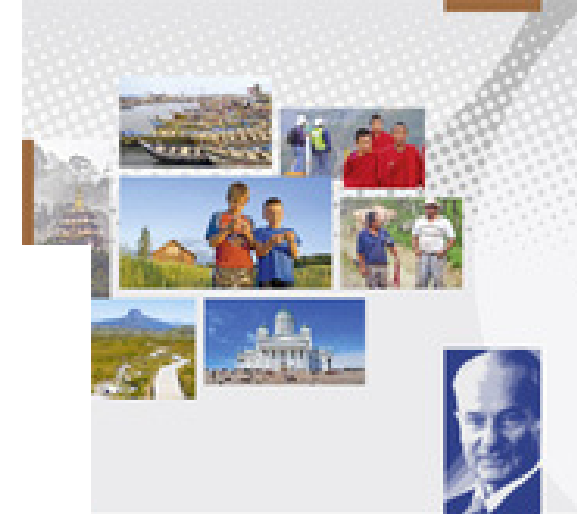
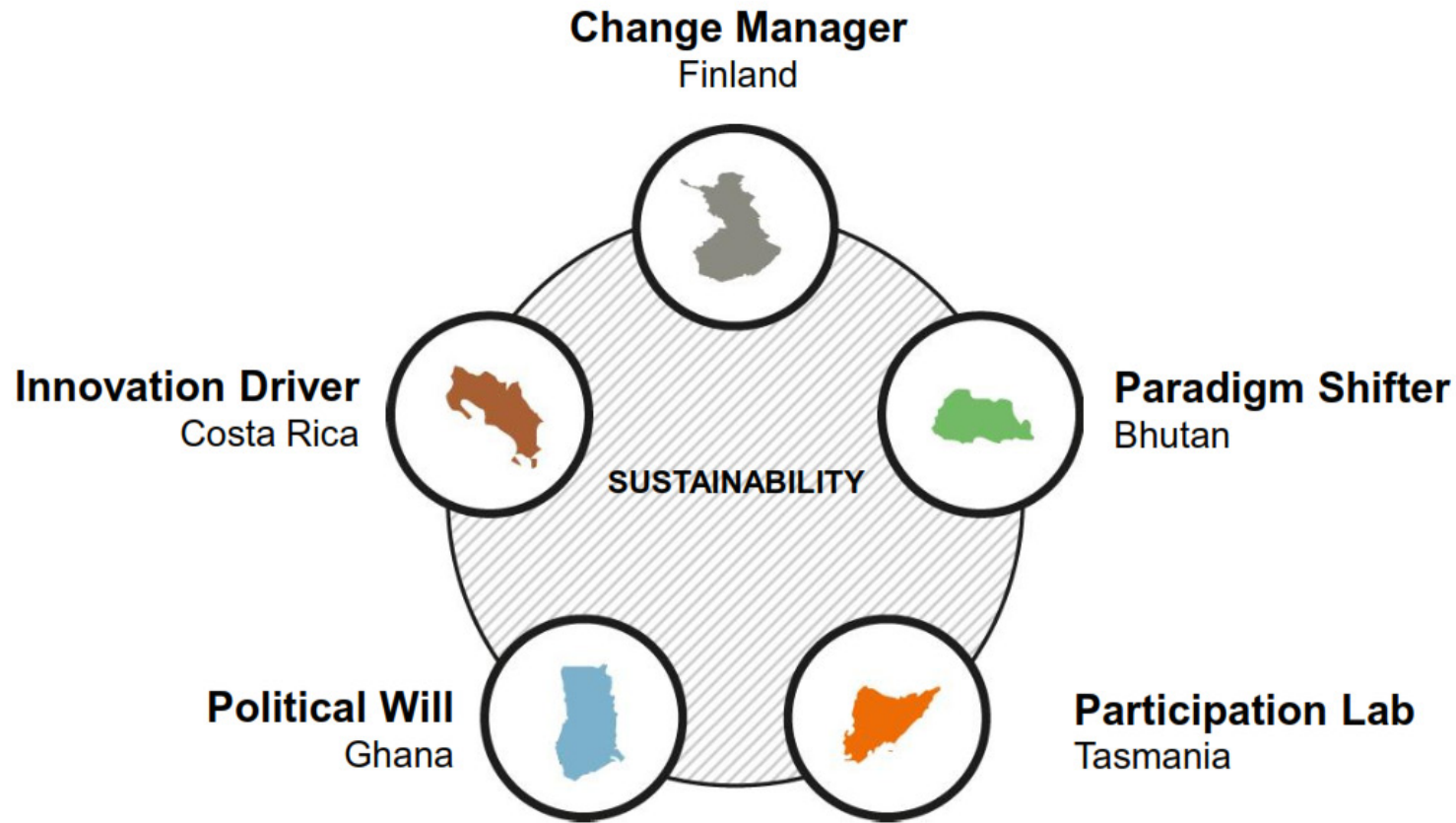


1973



1987

Operational strategies emerging from the case studies



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Reinhard
Mohn
Prize 2013

The next challenge

Structure follows strategy

**What implementable structures
will support
sustainable development strategies**

Break-through technologies and paradigm shifts e.g. re-inventing cars

- 2014 Maker Faire
at N.Y. Hall of Science
- 3-D printed vehicle
 - Strati car by Local Motors
- Resource-efficient materials and operating
 - Carbon enforced polymers, fully electric
- Localized production
 - Additive manufacturing (3-D printing)
- Access instead of ownership
 - Functionality as business model



Emerging economic structures that follow the strategies of sustainable development

Making
Sharing
Caring

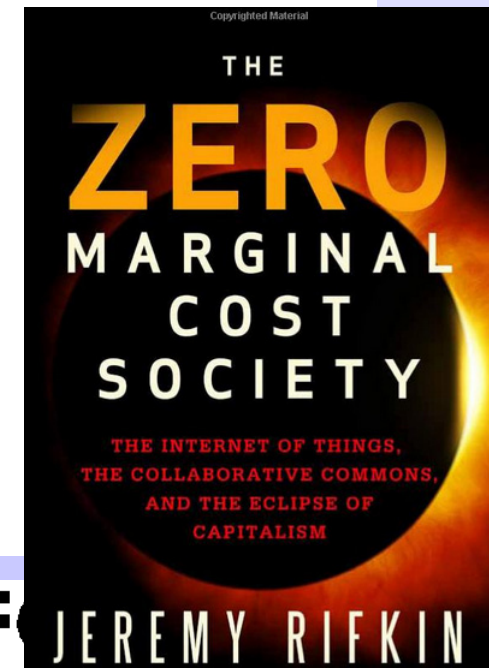
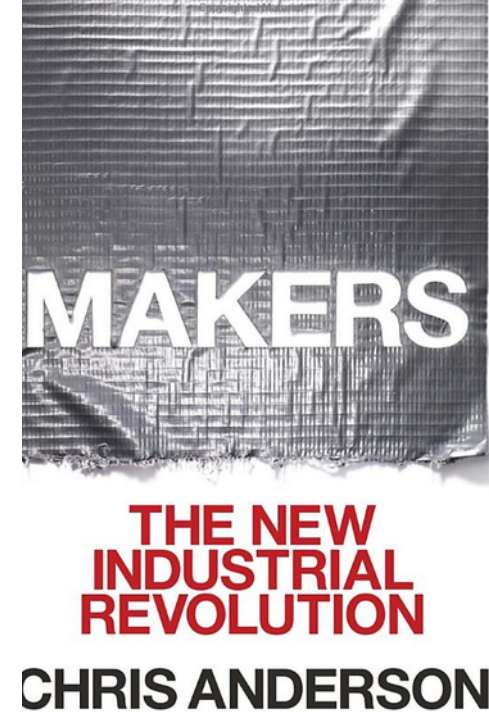
Maker economy

■ New tools

- ↗ Additive manufacturing (3-D printing) at local scales
- ↗ Raspberry Pi computer

■ Collaborative commons

- ↗ Zero marginal cost economy
- ↗ From Wikipedia to open online courses



WIKI JEREMY RIFKIN

Sharing economy

- Collaborative consumption
Peer-to-peer rental market
 - Airbnb for rooms
 - Uber for cars
 - SnapGoods for tools
- Reasons for the success
 - Better resource efficiency
lowers costs of use
- Rachel Botsman
 - “The currency of the new collaborative economy is trust”



Caring economics



- **From Homo Economicus towards a Caring Economics**
 - **Institute for New Economic Thinking (INET)**
<http://ineteconomics.org/>
- **Exploring opportunities**
 - **for more cooperative,**
 - **pro-social and**
 - **resource-conscious economic behaviors**