

WELCOME



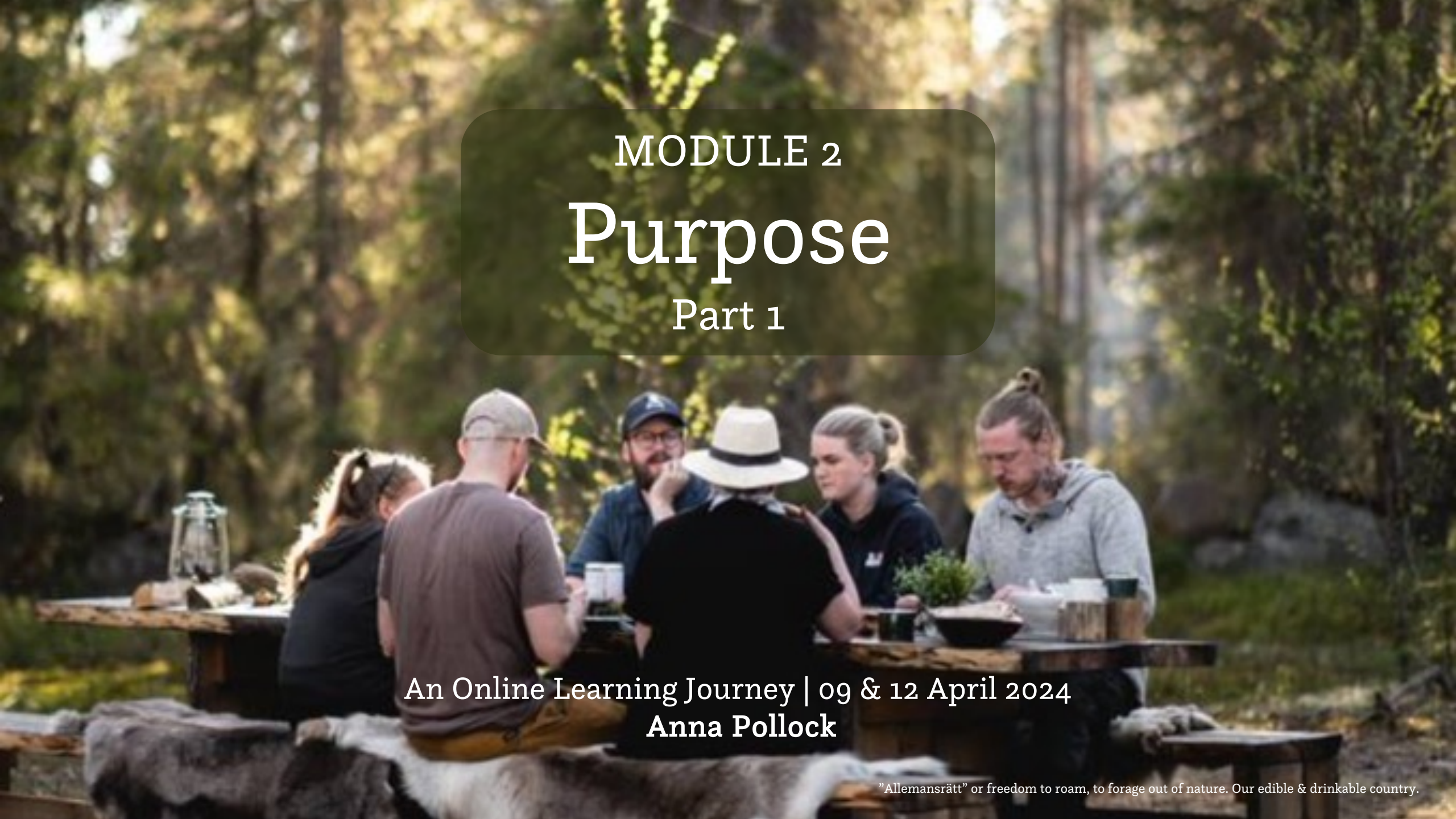
Swedish Lapland
Visitors Board



Co-funded by
the European Union



An Online Learning Journey | Swedish Lapland 2024
by **Anna Pollock**
Conscious.Travel



MODULE 2
Purpose
Part 1





An Online Learning Journey | 09 & 12 April 2024
Anna Pollock

"Allemansrätt" or freedom to roam, to forage out of nature. Our edible & drinkable country.




Recap: Questions & Reflections Module 1



- 1) What topics, ideas, thoughts stood out – gave you an Aha moment  !
- 2) What topics, ideas, thoughts confused or unsettled you? 
- 3) Is the **paradigm** concept new or familiar? 
- 4) If we're in a trance – what will **wake us up**? 



Public room dynamics:

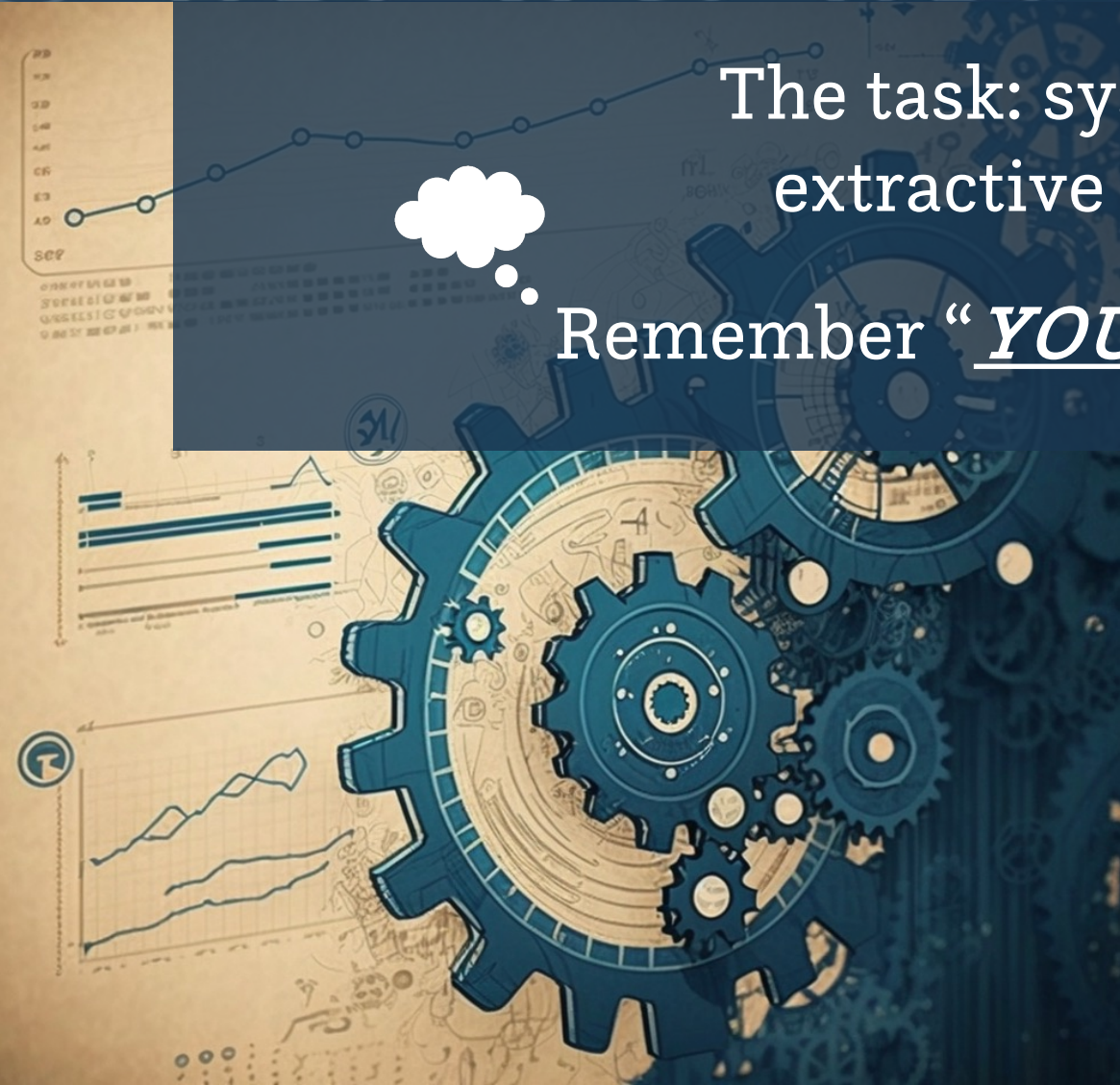
- Anna shares with the group the questions
- If you want to participate, raise your hand and Anna (or Karen) will “pass the mic” to the participant in turn
- Thank you for sharing with the group. By contributing you nourish the group consciousness 

Our Purpose Right Now



The task: systems change from extractive to generative

Remember “*YOU are alive for a reason*”



The Meaning of Purpose

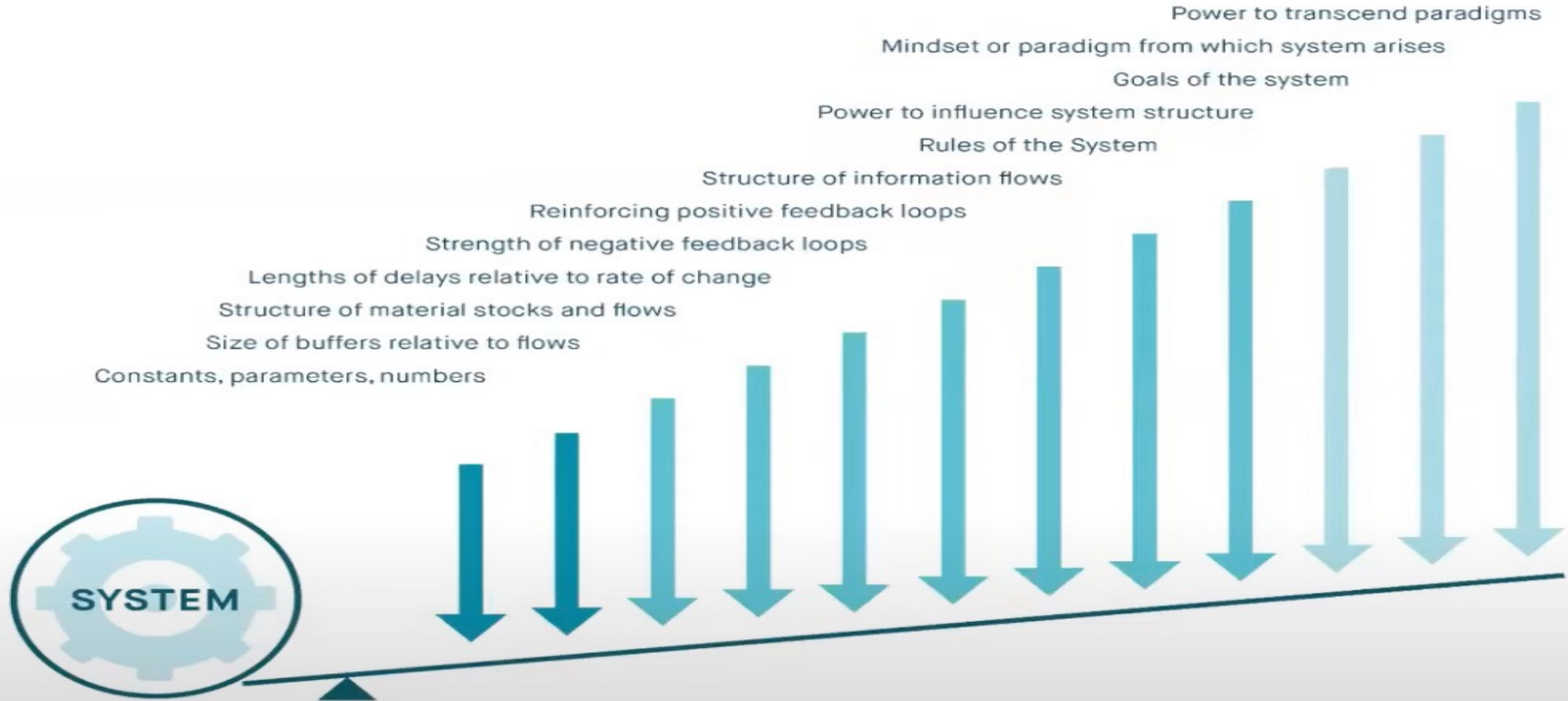


1. A *reason* to do something, a rationale or higher purpose
2. An *aim, goal, target, trajectory*

Every system has a purpose! 

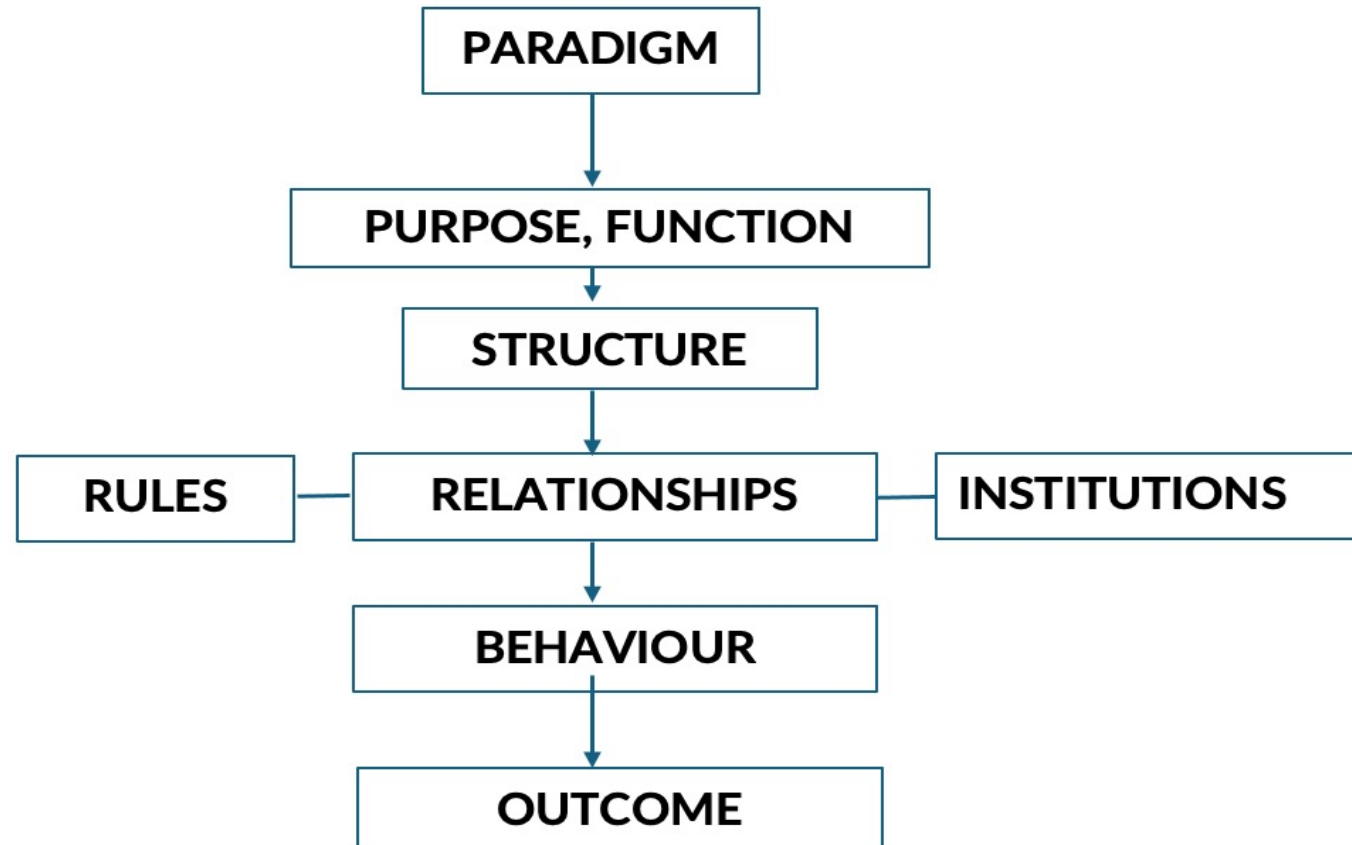


What does it take to change a system?



Based on: Meadows, D. H. 1999. "Leverage Points: Places to Intervene in a System." The Sustainability Institute.

The Meaning of purpose, roles & outcomes*



* Source: Donella Meadows

The Paradigm Shift



EXTRACTIVE
Machine-based
Story/ worldview

GENERATIVE
Living System-based
Story / worldview

Guiding Star:
Justice and Regeneration



Do Less Harm
Be "Sustainable"

Do No Harm

Give Back
Do Good

PARADIGM SHIFT

Restore

REGENERATE

SUSTAINABLE
STARTING

SUSTAINABLE
ADVANCED
"NET ZERO"

NET POSITIVE

Re-define
Success,
Repair,
restore
Resilience,

Partner with
Nature,
Build Capability,
Create Conditions
for LIFE to thrive

Co-creating a
just &
regenerative
future

Some current assumptions about the economy



- **Humans** are superior to other life forms on the planet and have the right to use earth's resources to create wealth.
- **Business** is the best organisational form for creating wealth and private ownership of resources is essential to the operation of a free market economy.
- **Companies** have a fiduciary responsibility to maximize returns to their shareholders.
- **Money** (capital accumulation) is the sole measure of success that matters and is equivalent to wealth and power. The purpose of capital is to generate further financial wealth.
- The combined results of **business activity** (transactions) in a community is best measured by the Gross Domestic Product (GDP). Increasing GDP is a sign of increased wealth, which due to a "trickle-down effect" leads to higher living standards for all engaged in the economy.
- The more the **economy** grows, the more all citizens benefit. Growth is therefore good and should be promoted and pursued.

Why economies should thrive...



VIDEO:

[Kate Raworth | A healthy economy should be designed to thrive, not grow](https://www.youtube.com/watch?v=Rhcrbcg8HBw)

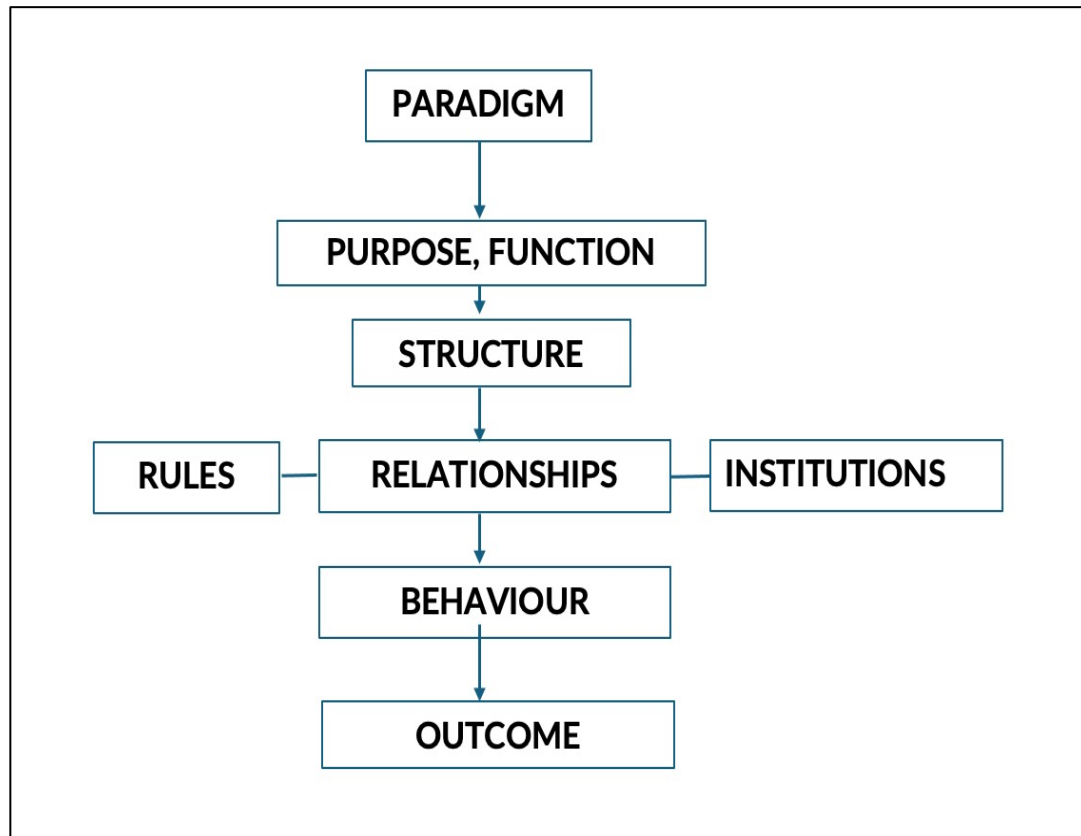
<https://www.youtube.com/watch?v=Rhcrbcg8HBw>



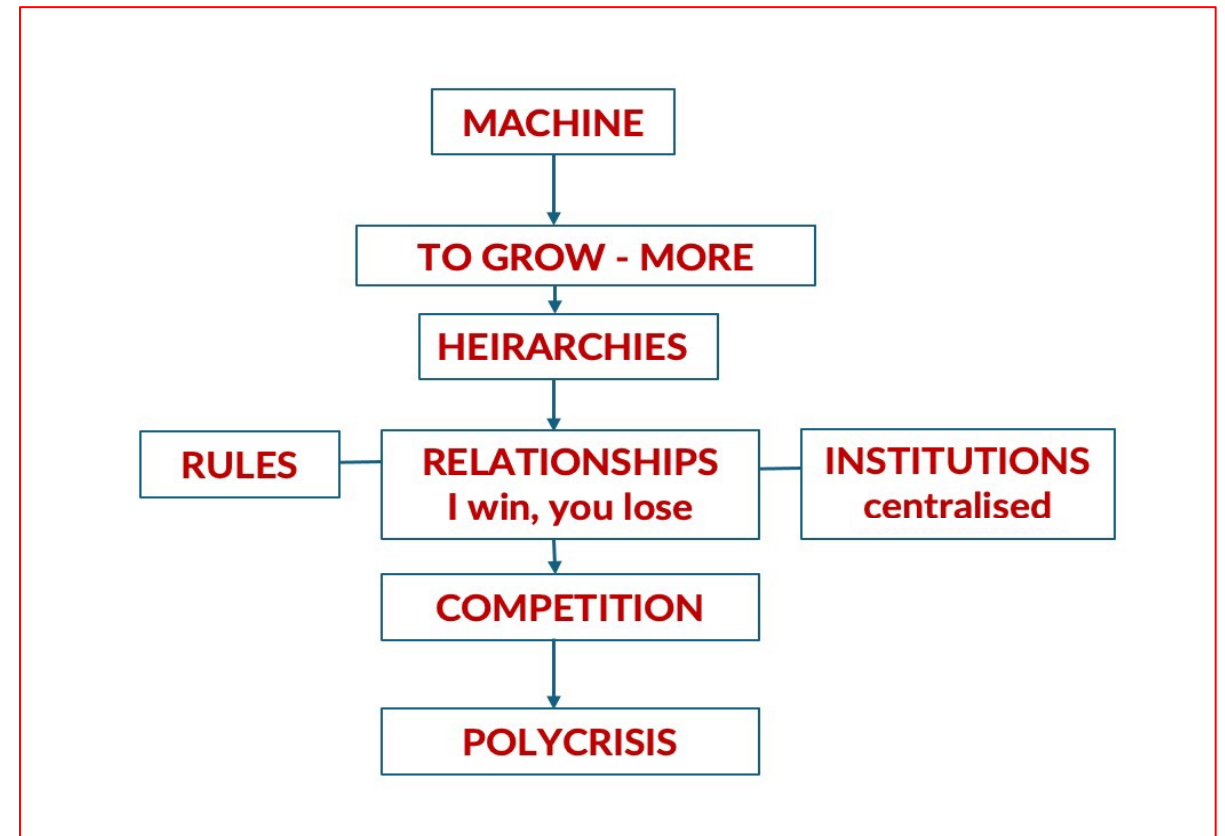
Impact of the Machine Paradigm



The Levers



Our Dominant Paradigm



Two models operate in tourism



OLD => MASS INDUSTRIAL, GLOBAL



- Success = volume, growth, concentrated
- Efficiency & standardisation
- Dependent on capital investment & suppressive infrastructure
- Extractive (take, make, use, throw “away”)
- Centralised control, policies, standards
- Disconnected from place
- Transaction & shareholder profit oriented
- Competitive
- Machine-like operations
- Nature a backdrop, a resource

NEW => NICHE, ECOLOGICAL, LOCAL



- ✧ Success = net benefit, qualitative, distributed
- ✧ Effective, unique
- ✧ Smaller scale, less investment hungry, lower use of resources
- ✧ Generative
- ✧ Local self-organisation
- ✧ Rooted in & shaped by place
- ✧ Health & well-being oriented
- ✧ Collaborative, symbolic, reciprocal
- ✧ Life-affirming operations
- ✧ Nature as Kin, sacred, to be protected, cared

Characteristics Differ



Large Multi-National Companies

Dominant Driver	Making money for shareholders
Defining activity	Using money to make money for those who have money
Costs	Externalised to the public
Ownership	Public, impersonal, absentee
Financial capital	Global with no borders, readily available
Purpose of investment	Maximise profit
Sustainability	Shrink footprint, reduce harm, business as usual
Government role	Protect the interest of property
Trade	Free and unregulated
Motivation	Expand or die



Small, Medium-Sized Businesses

<i>Creating & sustaining livelihoods</i>
<i>Employing available resources to meet the needs of the community</i>
<i>Internalised by the users & producers</i>
<i>Personal & rooted in place or family</i>
<i>Local, national with clear borders & often limited</i>
<i>Increase benefits</i>
<i>Generate positive impact</i>
<i>Advance human interests</i>
<i>Fair & balanced</i>
<i>Survive & flourish</i>



Changing demands & priorities



The race across Europe to build green steel plants

17 February 2023



Nato-yrå i kommunerna: Tävlar om jobb och infrastruktur



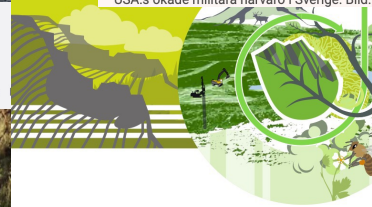
Kommunstyrelseordförande Claes Nordmark (S) räknar med att Boden ska dra fördel av USA:s ökade militära närvaro i Sverige. Bild: A

The New York Times

LKAB's iron ore mine in Kiruna, Sweden. The company said it had found Europe's largest deposit of rare earth minerals. Jonas Ekstromer/EPA, via Shutterstock



Infrastructure for Northern Sweden's Green Shift: Planning Boden-Luleå Double Track



THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Business + Economy Education Environment Health Politics + Society Science + Tech World Podcasts



Sweden has vast 'old growth' forests – but they are being chopped down faster than the Amazon

Published: March 13, 2024 4:44pm GMT

MINING WITH NATURE
The Swedish mining and minerals industry's road map for **biodiversity net gain**

SveMin

For how long business as usual?



'Simply mind-boggling': world record temperature jump in Antarctic raises fears of catastrophe

An unprecedented leap of 38.5C in the coldest place on Earth is a harbinger of a disaster for humans and the local ecosystem




Robin McKie *Science editor*

Sat 6 Apr 2024 15.00 BST

[Share](#)

 332



 Thousands of emperor penguin chicks drowned last year when the sea-ice broke up before they could fully fledge. Photograph: Fritz Polking/Gamma-Rapho/Getty Images

For how long business as usual?



TRAVEL AGENT
CENTRAL

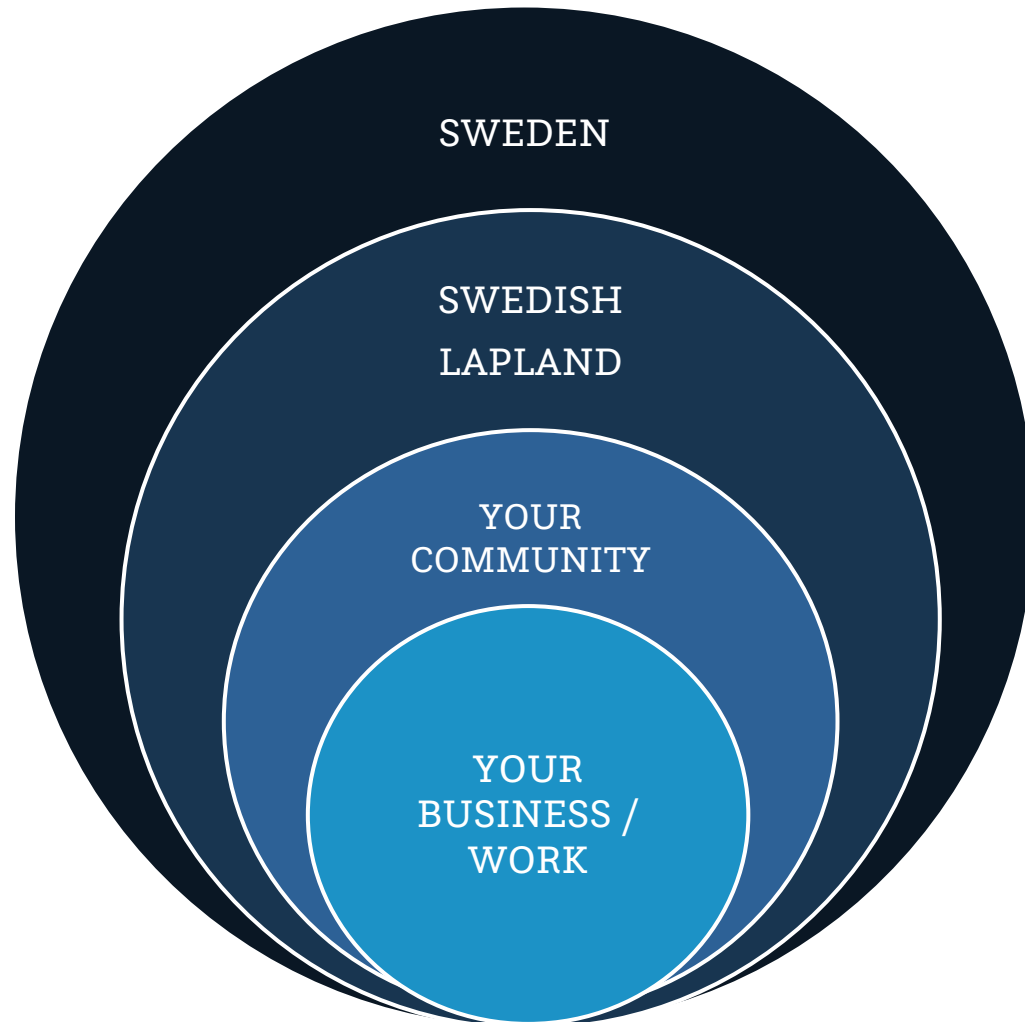
Hotels Cruises Your Business ▾ Destinations ▾ Transport

YOUR BUSINESS

Travel & Tourism Set to Break All Records in 2024, Reveals WTTC



Breakout Discussion



Alignment and challenges between the different groups.

Start with:

- **your business**-related goals,
- then consider *how* they match with **your community**,
- with **Swedish Lapland** as a whole,
- then **your country**.



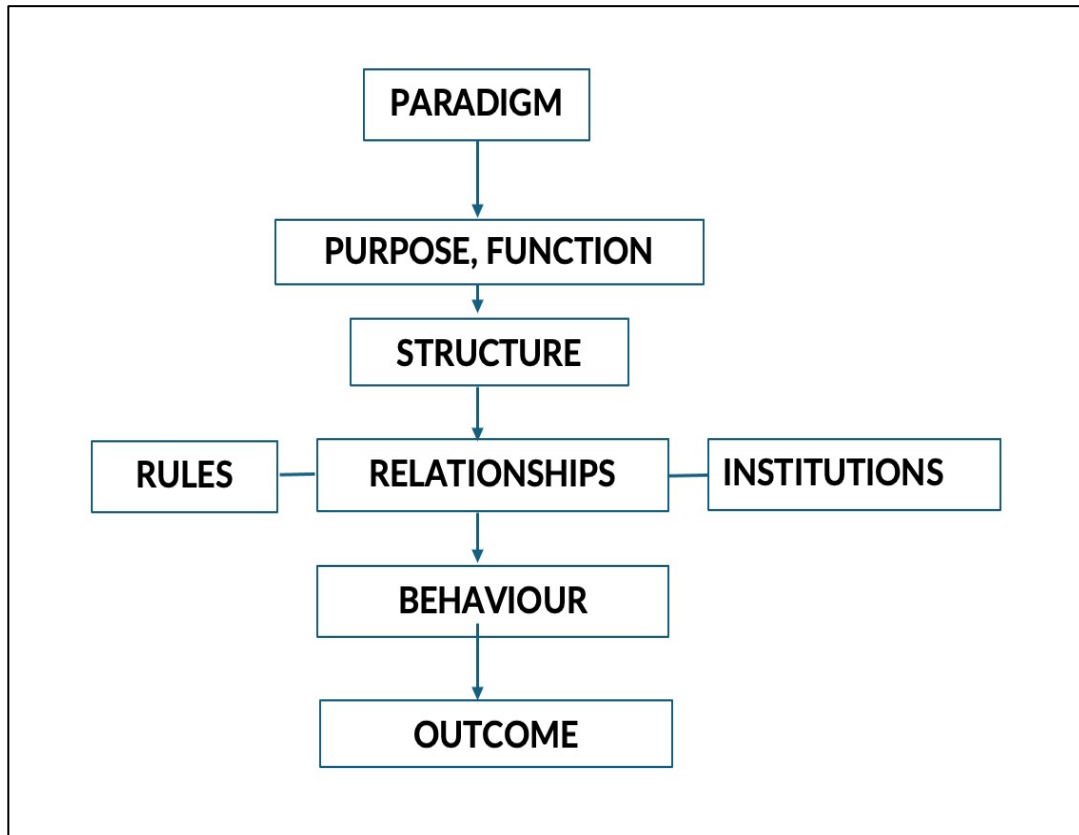
Breakout rooms dynamics:

- Agree who in your breakout group will take notes so that,
- When the online session is over, he/she will email them + the first name of the group participants to karen@backtolifenetwork.co.nz

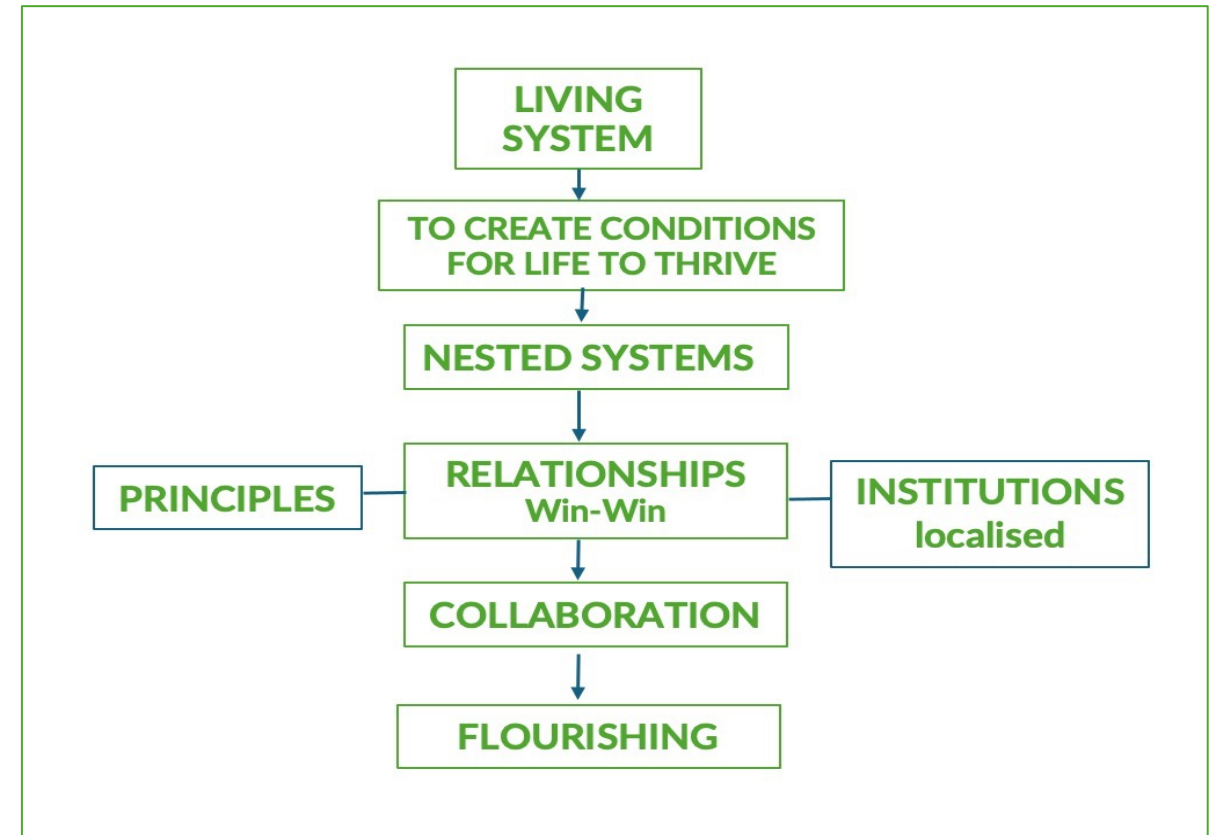
What happens when we change paradigm?



The Levers



Living Systems Paradigm



Our purpose changes...



*“The only valid purpose of an economy is to serve **LIFE**. To align the human economy with this purpose, we must learn to live as nature lives, organise as nature organises, and learn as nature learns guided by a reality-based, life-centred, intellectually sound economics.”*



David Korten

*“On re-designing the system: You don’t start with the corporation and ask how to re-design it. **You start with LIFE**, with human life and the life of the planet and ask: How do we generate the conditions for life’s flourishing?”*



Marjorie Kelly

LIFE’s purpose is to “create conditions for LIFE to thrive”



...and so does everything else



FROM

Growing

Separation

Fixing

Extracting

Directing

Negotiating

Hoarding



TO

Flourishing

Integration

Healing, Actualising

Contributing

Enabling

Harmonising

Sharing

Profit becomes an outcome of Purpose



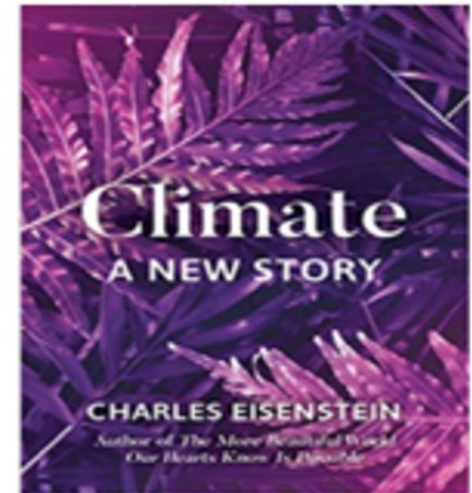
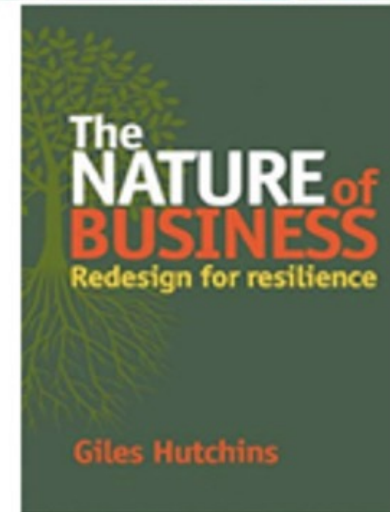
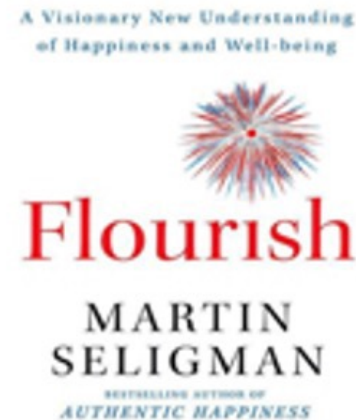
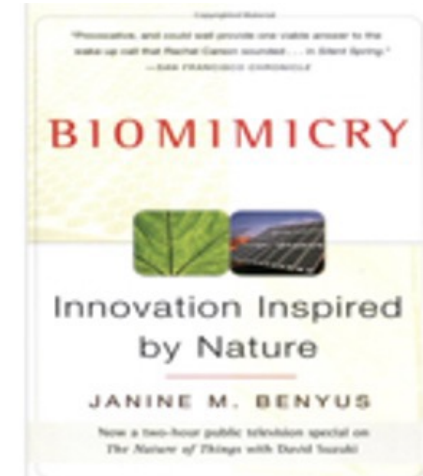
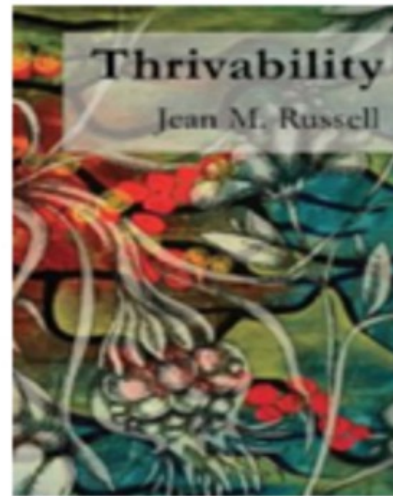
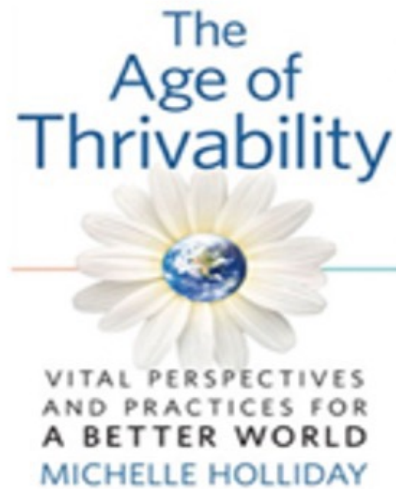
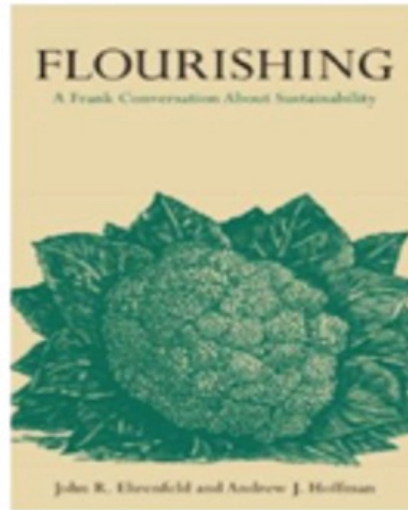
*“If you want to be a successful company in the future, you have to go beyond CSR and **make a contribution...**”*

- Paul Polman

*“Business as usual will not work. Sectors need to understand the role they can play in removing obstacles to social progress and **work together to create healthier societies.**”*

- Deloitte

Why Flourishing / Thriving?



Theme

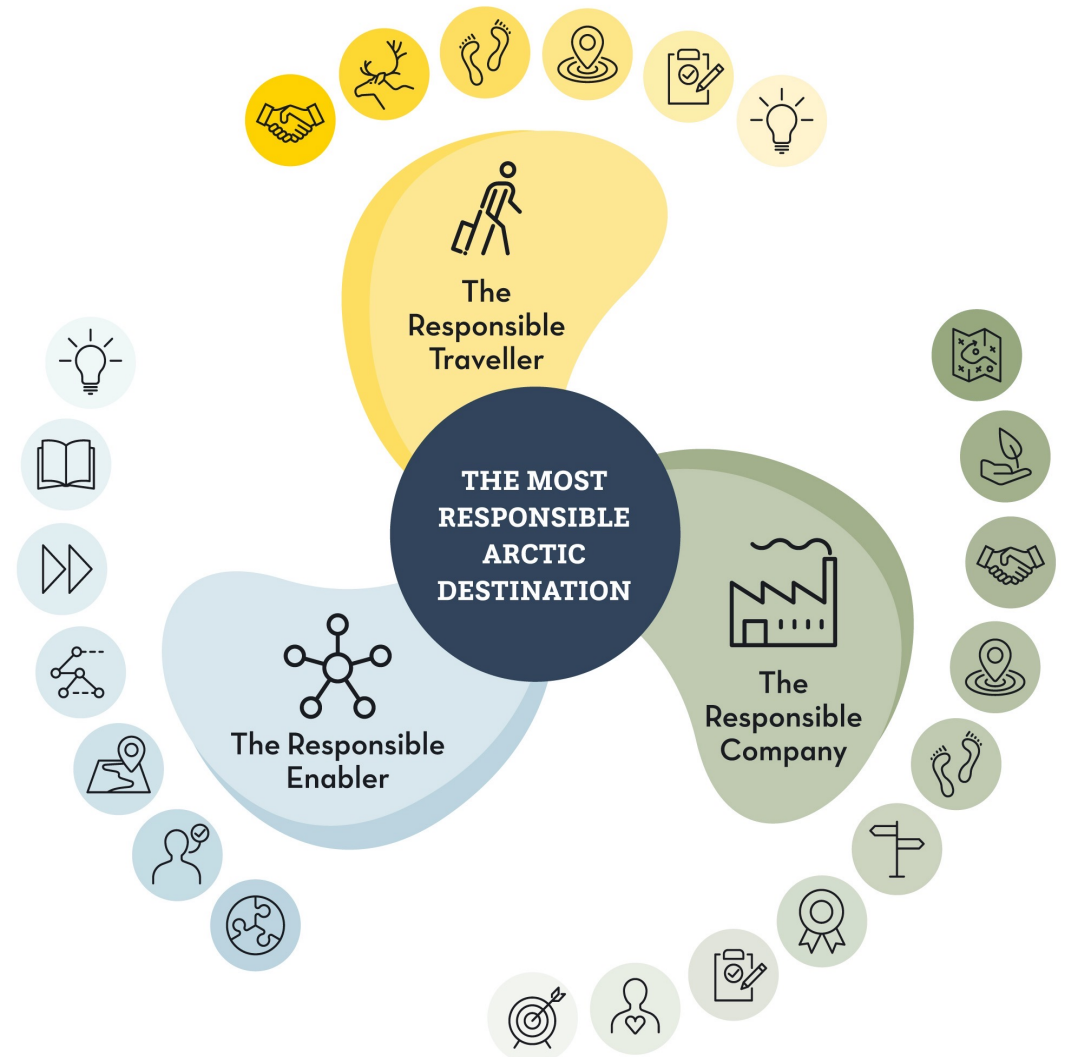


Flourishing
is the outcome of caring
*It is **caring** that animates*
this propellor



C.A.R.E.

Contributing
Actively to the
Revitalization of
Everyone



Role of Care



- 🦋 The **flourishing** of any living being (a plant, a child, a garden, a business,) depends on the **care** of another.
- 🦋 Living beings **flourish** when cultivated or tended.
- 🦋 To cultivate means to take **care** of or to cherish.
- 🦋 It's a gift of the conditions needing for life to **thrive**.

“Care is not a thing but an action; to be careful is to care about your work, to care for fellow workers, to care for the organization, to care about the community... Care which enhances relationships, in turn enhances companies’ creativity and adaptability.”

- The Soul at Work



Purpose aligns, shapes the goal
Care connects, glues, motivates



Reflections & Homework ^{1/2}



IMAGINE - VISION - DREAM...

- Of a place, a town, settlement you are fond of
- If it is **flourishing** , describe the features
- If not, imagine and describe how it might come **back to life**?
- What might be *your* contribution?



Homework dynamics:

- Make some space during your day to think/reflect on these questions,
- Write them down – as long or short as you feel like (it is like keeping a diary) and if you wish please,
- Email them to karen@backtolifenetwork.co.nz

Thank you! Looking forward to reading you on my Inbox  *Karen*

End Module 2.1





Inspirational Homework 2/2



VIDEO:

[Maria "Vildhjärta" Westerberg - Artist and Poet | Rewilding A Forest](https://www.youtube.com/watch?v=C5ozGHlKo3A)

<https://www.youtube.com/watch?v=C5ozGHlKo3A>



Thank you!



Swedish Lapland
Visitors Board



**Co-funded by
the European Union**

Link to the learning platform:

<https://ail.swedishlaplandvisitorsboard.com>



See you on Friday 12. April



BACK TO LIFE
A Regenerative Renaissance