

Ecocivilisation Talks

HEALTH

(Part IV)

A two-webinar webinar session

Wednesdays of 16th and 23rd September 2020

Wednesday, 17th June at 15.30

Host:

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& CBA

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In cooperation with Violeta Bulc, the curator of the Ecocivilisation

The Ecocivilisation Talks are supported by Public fund for human resources development of the Republic of Slovenia

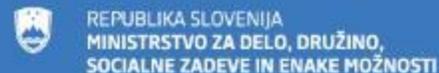


WELCOME TO THE TRAINING PROGRAMME „COMPETENT SLOVENIA“

THIS WEBINAR IS A PART OF A DEVELOPMENT PROJECT TITLED: „COMPETENCE CENTERS FOR HUMAN RESOURCES DEVELOPMENT“ (KOC 3.0).

THE DEVELOPMENT PROJECT IS FINANCED BY THE EUROPEAN SOCIAL FUND AND THE SLOVENIAN MINISTRY OF LABOUR, FAMILY, SOCIAL AFFAIRS AND EQUAL OPPORTUNITIES. IN COOPERATION WITH EXPERT PARTNERS THE PUBLIC FUND FOR HR DEVELOPMENT IMPLEMENTS TRAININGS, PROMOTES SOFT SKILLS AND ENTREPRENEURIAL KNOWLEDGE.

PARTICIPATION AT THIS TRAINING PROGRAMME IS FREE OF CHARGE.





Our thinking develops in a new paradigm

General market failure creates the need for decoupling.

The shift to a new development paradigm derives from a **general market failure**, widely recognised in environmental economics: global production and consumption system at a given set of technologies as deployed in early 21st century, results in over-extraction of resources, driving the humanity beyond the sustainability threshold. The need for **decoupling** of human well-being from the use of resources is immanent. This changing course exposes all market participants to increasing uncertainty, deriving from negative externalities and leading to changing regulation. A comprehensive redesign of the regulatory framework essentially follows the concept of the Pigouvian tax, while considering **all three dimensions of sustainability**.



The circular transition in the new paradigm

We understand that the circular transition of our current economic and social system represented by The Circular Triangle continuously expands the opportunities to firms adopting sustainability principles and undergoing processes of the circular transformation. The latter should be distinguished from firms' practices falling under a narrow understanding of their corporate social responsibility, responding to a trend induced by mere “corrective” measures or short-term regulatory compliance, typically resulting in incremental costs under linear business models.

A new development paradigm foresees a different concept of industrial organisation, which can contribute to dissociating growth in resource consumption from increasing prosperity.



New ways of wealth creation

At the firm level, decision-makers are required to make a shift in the understanding of how value is created under conditions, in which, in the extreme, no good is free and available without limits, and relative scarcity of resources is substituted by their absolute limits. **In such circumstances, in which waste is theoretically reduced to a minimum, incremental wealth is not created by the accumulation of – or control over – resources, but through the capability to increase the efficiency of their use in such ways that create economic benefits.**

At the societal level we consider the new paradigm to evolve into a new „*Eco-Civilisation*“.

The Intent

Advisory serving clients through a dedicated knowledge platform enabling **entrepreneurs, managers, experts, investors and policy-makers** to embrace circular business model innovation by creating, exchanging and sharing specific competence and thrive on the civilisational paradigm shift.





Why CBA: Focus on business model transformations

- **Assist managers** to master business transformations of from linear to circular
- **Support to entrepreneurs** in the development of circular businesses and seize their circular potential
- Develop competencies and skills needed **across and among organisations** to embrace circular business models and support implementation
- Facilitate investment decisions into sustainable business and facilitate financing of sustainable projects to both **investors** and entrepreneurs;





Why CBA: Focus on business model transformations

FORMATS:

- KNOWLEDGE SHARING, TRAINING, AND BEST PRACTICES; ADVISORY AND MENTORSHIP
- INCUBATION OF SUSTAINABLE INNOVATION ECOSYSTEMS
- FINANCING FACILITATION



Why imagining the Ecocivilisation

We as individuals, families, professionals, communities and societies... are both motivated and pressed by the change.

But where are we going? What is our desired destination?

First. **Imagining our goal helps getting closer.**

Second. **This is a journey across a landscape of a paradigm change:
It depends on many factors whether we will get there or not.
There is more than one path to get there.
There is also more than one pitfall, preventing the societies to move closer.**

Outcome of the imagination exercise: desired scenarios and forward lessons to avoid pitfalls.

Essay contest

The participants are invited to share their vision and ideas on Ecocivilisation in a short **essay paper**.

Alternatively, **Choose two articles and briefly explain why they help us understand future scenarios.**

The best contributions will be published as a featured article in our [CBA CONVERSATIONS](#) section.

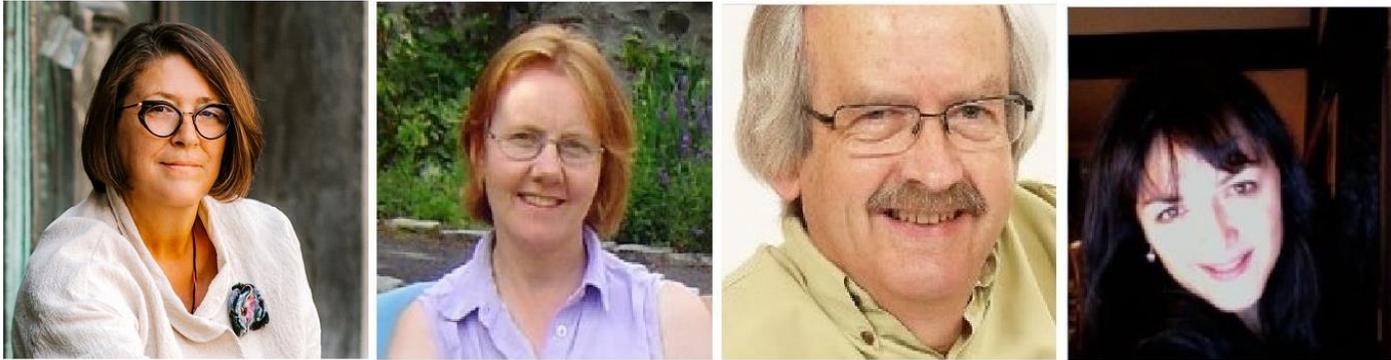
Authors will be awarded a free participation in one of our paying seminars of choice and, possibly, engaged in the subsequent Ecocivilisation sessions. Short essays should be, ideally, up to **2500 characters long** and may not exceed 3500 characters (incl. spaces).

We will select the best ones, discuss them in Part II and III and publish them on CBA CONVERSATIONS.

We will provide editing in agreement with the author.

Language: English; other languages are also accepted, just write the title and an intro also in English.

Today's speakers



Violeta Bulc former EU Commissioner for Transport, will open the debate with initial presentation of the Ecocivilisation as the author of a comprehensive interpretation of this concept.

Margaret Hannah, Fellow of Faculty of Public Health (UK) and author of a book titled *Humanising Healthcare: Patterns of Hope for a System Under Strain*, will elaborate on transformative innovations in health and wellbeing.

Bret Hart, Upstream health physician at Puntukurnu Aboriginal Medical Service (PAMS), will claim Western medicine is un-sustainable with the COVID-19 challenge highlighting overdue opportunities for change. He will take us on a journey to try to find answers for shaping a healthier future.

Barbara Hrovatin, a medical doctor with experiences in general practice, pharmaceutical development and education will present her point of view on the understanding of one health and challenges we are facing as a society after the pandemic.

House rules

Please, participate, be active, raise your hand and speak up or use the chat box. There will be time available for a discussion. **And when you don't speak, please, mute your microphone.**

Do the homework.

Please provide us feedback after the end of the webinar.

The webinar is being recorded. All materials will be available from CBA website after the webinar.





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