

# PLAN FOR EUROPE



## **An Experiment towards the Regenerative Economy**

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Vilm | August 18, 2016

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# Chlorocarbon

**1872:** Accidental synthesis by Eugene Baumann

**1926:** Plasticization



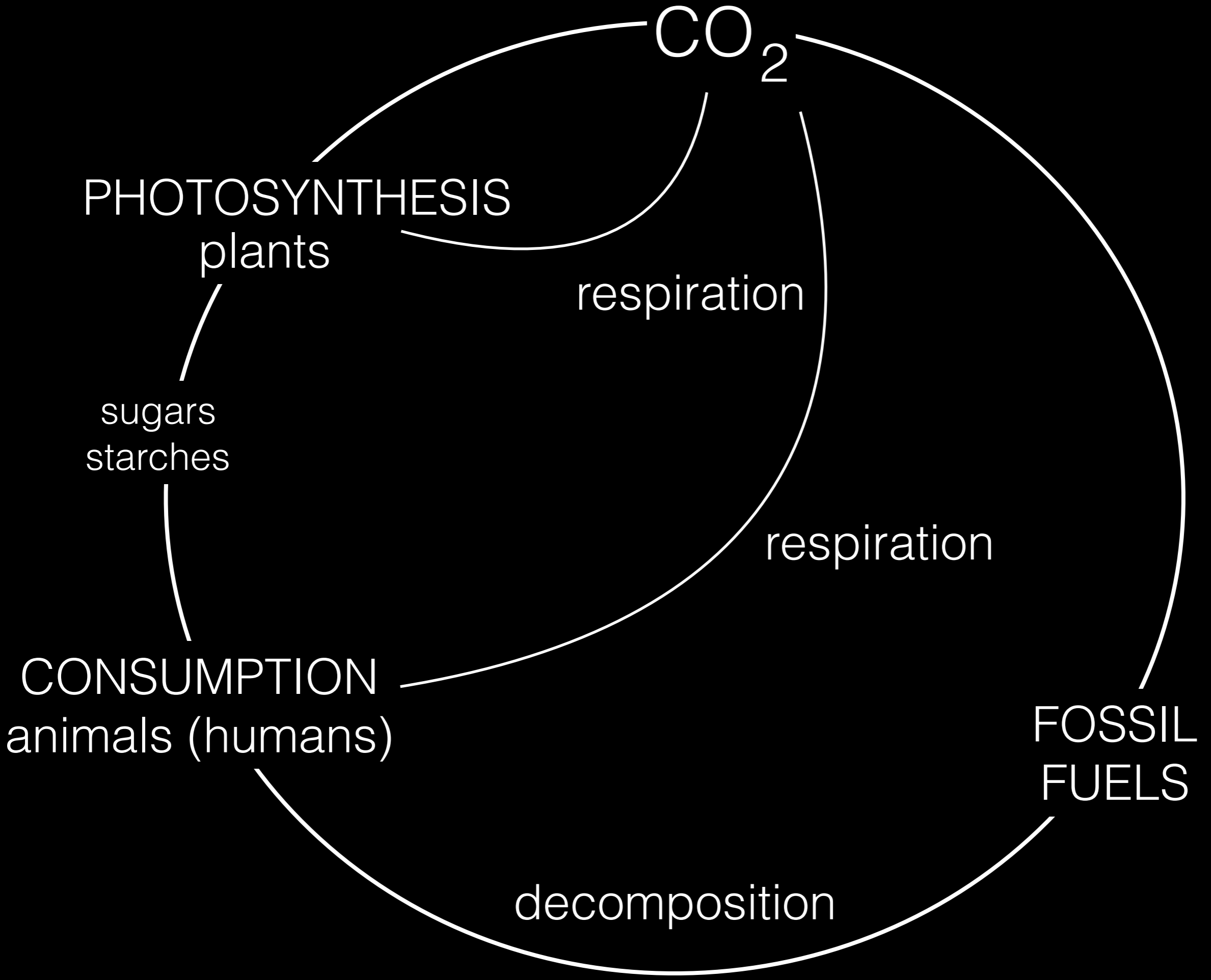
## Chlorocarbon

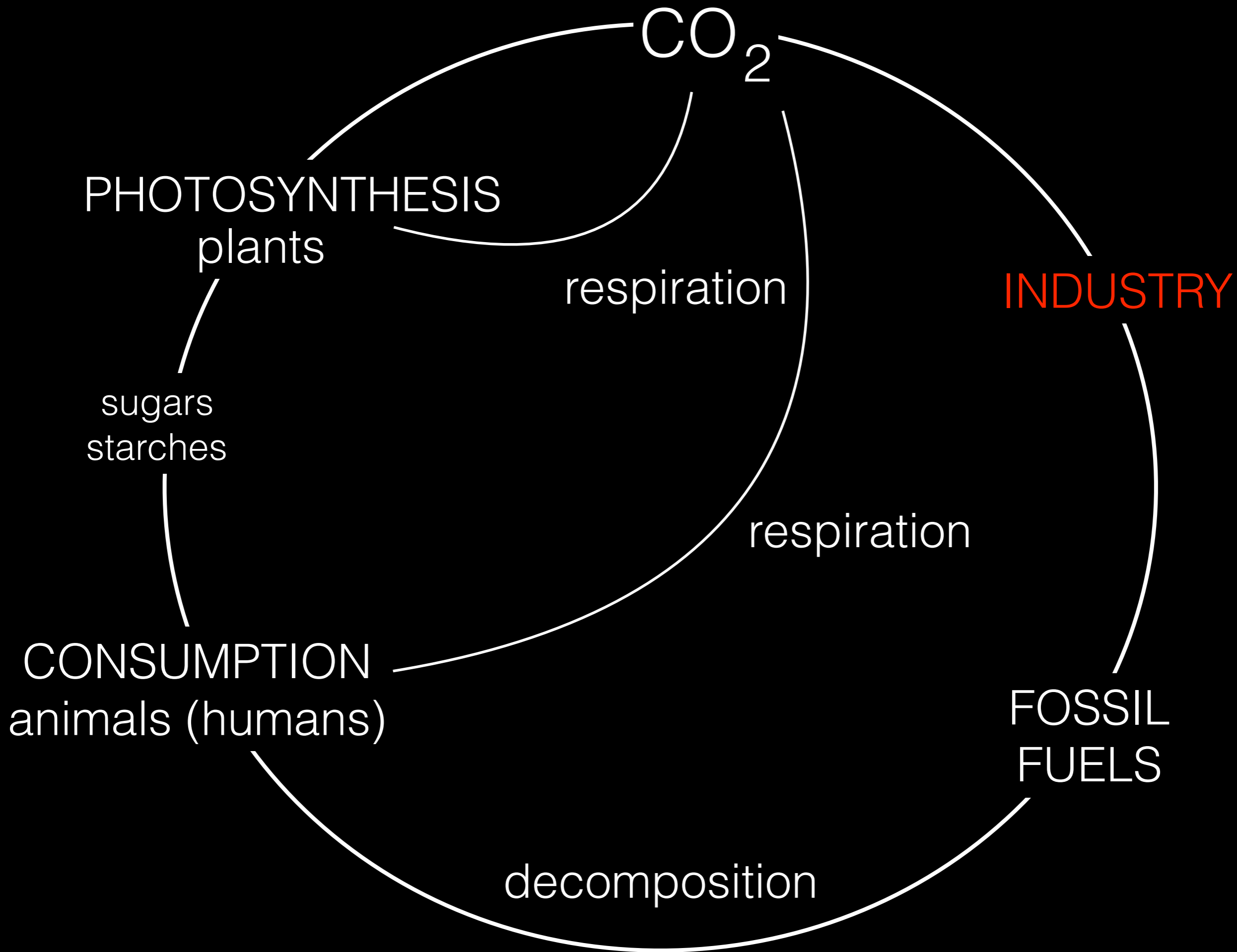
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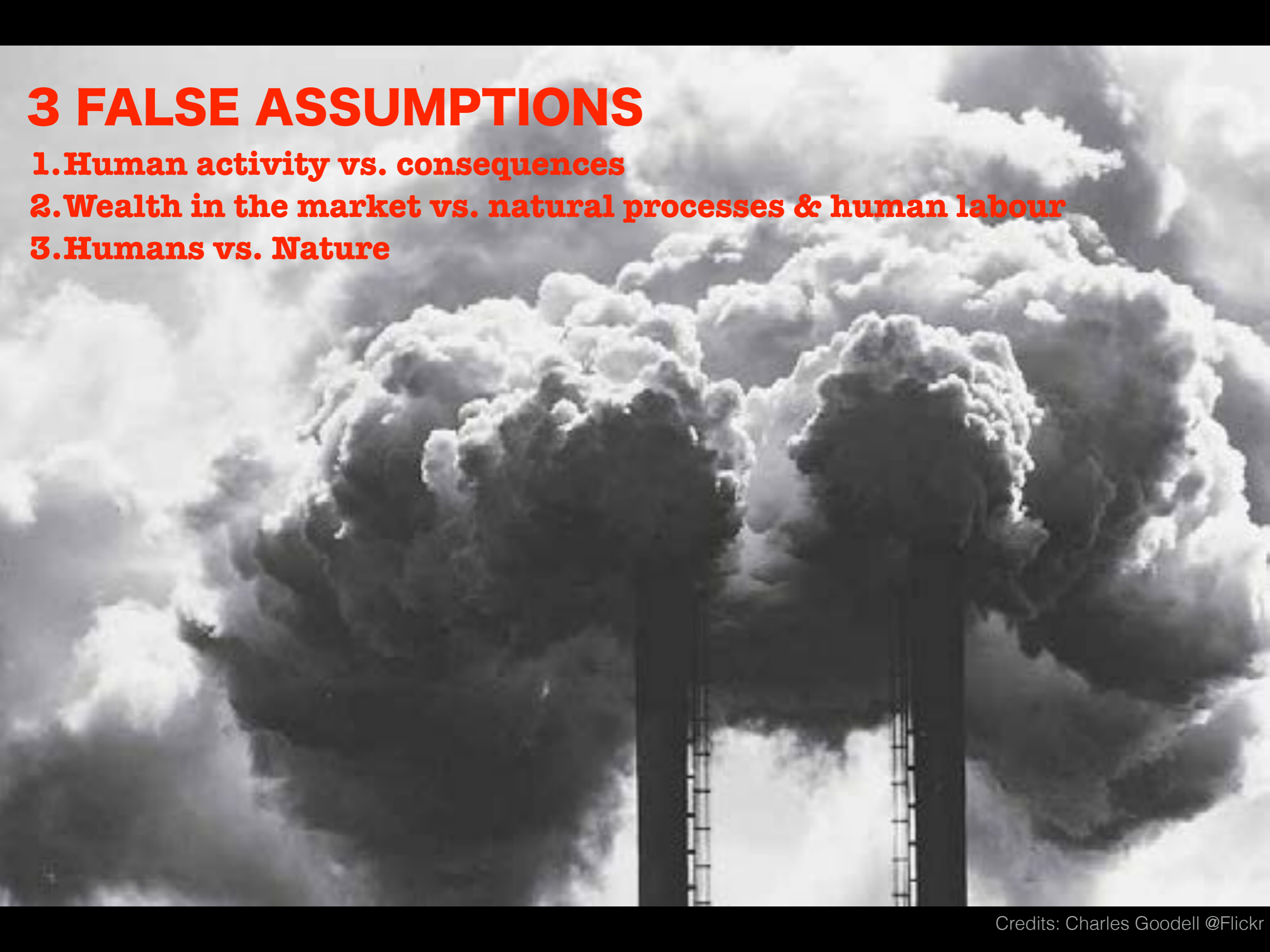
## Hydrocarbon





# **3 FALSE ASSUMPTIONS**

- 1. Human activity vs. consequences**
- 2. Wealth in the market vs. natural processes & human labour**
- 3. Humans vs. Nature**





...and they do not belong to us,  
but to future generations.







Idealised view of subsistence "rainforestation farm" after about 12–15 years (after Margraf & Milan, 1996)

## Scientists flee blaze in Chinese rainforest restoration project

Conservationists fear project to rebuild forest is in danger as trees are consumed by 30m-high flames



📷 Wildfire is threatening one of the world's most advanced rainforest restoration projects in Bulang Mountain in Xishuangbanna, China. Photograph: guardian.co.uk







# What is a Crisis?

# Crisis

## noun

*/'krʌɪsɪs/*

1. A time of **intense difficulty** or danger: 'the current economic crisis'
2. A time when a **difficult or important decision** must be made: 'the situation has reached crisis point'
3. The **turning point** of a disease when an important change takes place, indicating either recovery or death.

Origin: from Greek *krisis* 'decision', from *krinein* 'decide'. The general sense 'decisive point' dates from the early 17th century.

**How does a Crisis look in numbers?**



# A NEW CONTEXT FOR GREEKS

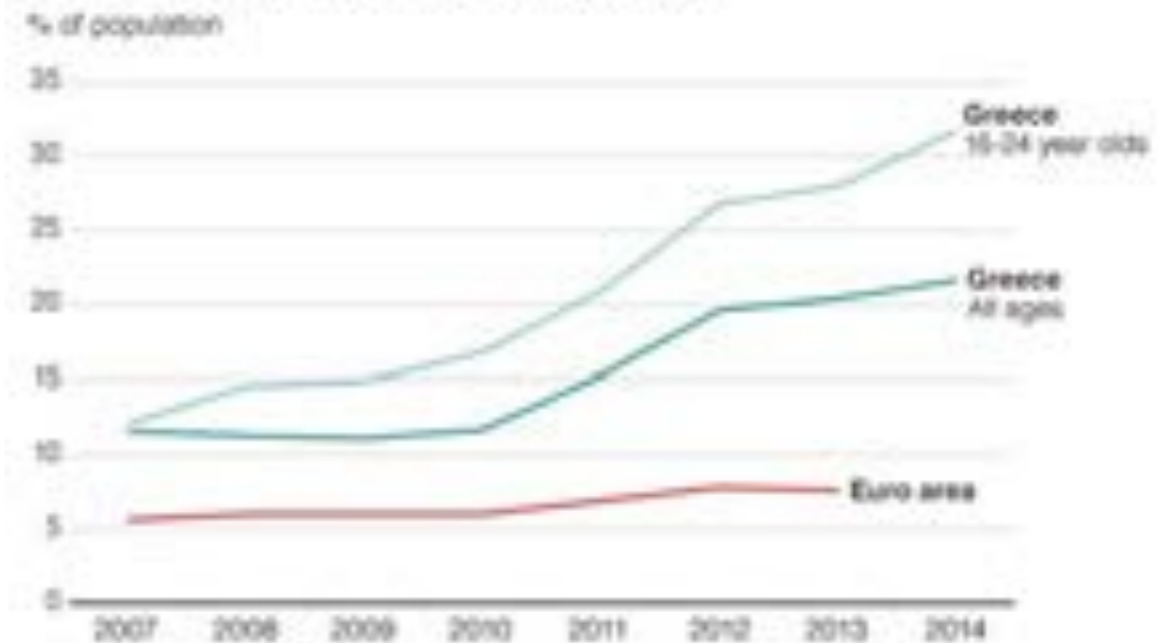
**7** years into the crisis

**24.3%** unemployment rate

**51.9%** unemployment rate in youth

Source: Trading Economics

## People experiencing severe deprivation



Note: The material deprivation rate tracks the proportion of people living in households that cannot afford at least four of nine common items.

Source: Eurostat

## Unprecedented GDP reduction



Source: Endeavor Greece (2015)

**currently**  
**> 55,000 refugees**  
**due to closed borders**

# ONE MILLION LOST JOBS



# THE COLLAPSE OF THE GREEK DREAM

## The fierce insider/outsider game

Net job creation 2008-2013

Sector	Non youth	Youth
 Legal & Accounting	+5,300	-15,100
 Medical Professions	-2,900	-13,300
 Financial Institutions	+3,600	-12,100

## Brain Drain or Brain Circulation?



**200,000**

additional Greeks employed abroad



**50%+**  
in Germany & UK



**300%**

increase vs. pre-crisis

Sectors that  
**held up**  
2008-2013



**Agriculture**



**Food  
Manufacturing**



**ICT**

# #GReality

## BUSINESS IN GREECE UNDER CAPITAL CONTROLS

### A NEW REALITY



Impact from  
limitations in  
**cross-border  
transactions**

Low **36%**  
None **6%**

**58%**  
High / Very high



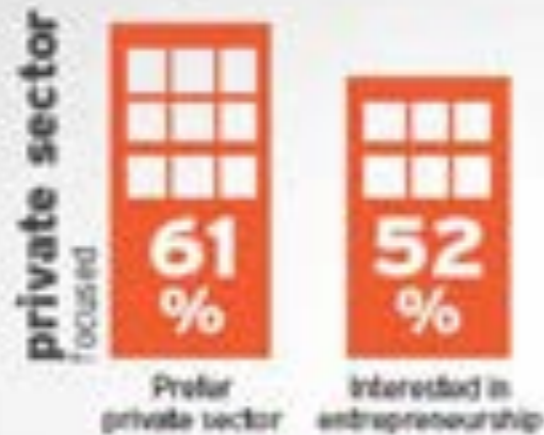
Impact from cap  
imposed on  
**daily cash  
withdrawals**

Low **33%**  
None **21%**

**46%**  
High / Very high

# YOUTH AT THE WHEEL

## The promising Greek youth



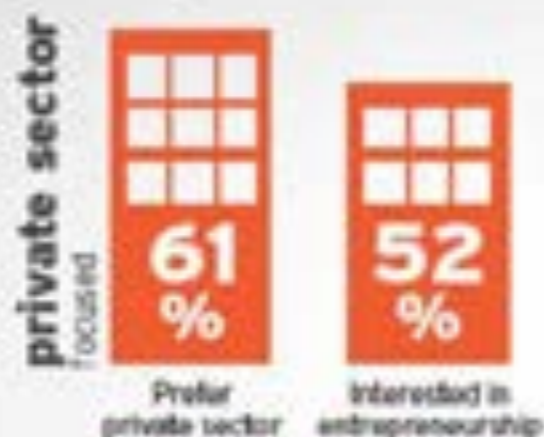
## Five Groups of Greek youth



Source: Endeavor Greece (2015)

# YOUTH AT THE WHEEL

## The promising Greek youth



## Five Groups of Greek youth



Source: Endeavor Greece (2015)

## WHAT IS MISSING

- Opportunities
- Better Employers
- Selective Skill Upgrade
- Mobilisation
- Connections



- Coherent Legal Framework
- Access to Bank Services
- Support for AgriFood SMEs
- Fair distribution of CAP funding
- Civic Engagement in decision making

**Can a Crisis shift the Food System?**



**OPPORTUNITY TO RETURN TO THE LAND**









[calypsotree.com](http://calypsotree.com)



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# THE CRISIS CREATES **INEQUALITIES**









ΠΛ. ΚΑΡΑΪΣΚΑΚΗ - ΤΩΡΑ

ΚΑΠΗΜΕΡΑ  
Ελλάδα

ΕΝΤΑΣΗ ΑΝΑΜΕΣΑ ΣΕ ΑΣΤΥΝΟΜΙΚΟΥΣ ΚΑΙ ΑΓΡΟΤΕΣ  
ΣΤΗΝ ΠΛΑΤΕΙΑ ΚΑΡΑΪΣΚΑΚΗ

## EXTRACTIVIST

Resource

Environment

Market

Commodities

Vertical hierarchies

Artificial scarcity

Soil as "dirt"

Law of Exploitation

Waste

## REGENERATIVE

Asset

Oikos

Agora

Commons

Horizontal webs

Fair distribution

Living soil

Law of Return

Recycling

**Connecting the Dots of the Food System**

## **Physical**

Spaces for growing,  
cooking & enjoying  
food

## **Digital**

Open Data systems  
and Models for more  
informed food choices

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# **BIOECONOMY FOOD SYSTEMS**

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## **Logistical**

Urban - Rural  
Connections

## **Cultural**

Links with Tourism,  
Health, Conservation

## **Physical**

Spaces for growing,  
cooking & enjoying  
food

## **Digital**

Open Data systems  
and Models for more  
informed food choices

# **BIOECONOMY FOOD SYSTEMS**

## **Commons**

Forward to the Basics

## **Logistical**

Urban - Rural  
Connections

## **Cultural**

Links with Tourism,  
Health, Conservation



**Πολιτεία 2.0**  
Πλατφόρμα Πολιτικής Καινοτομίας



from exhibitions to social change?  
**IMAGINETHECITY**

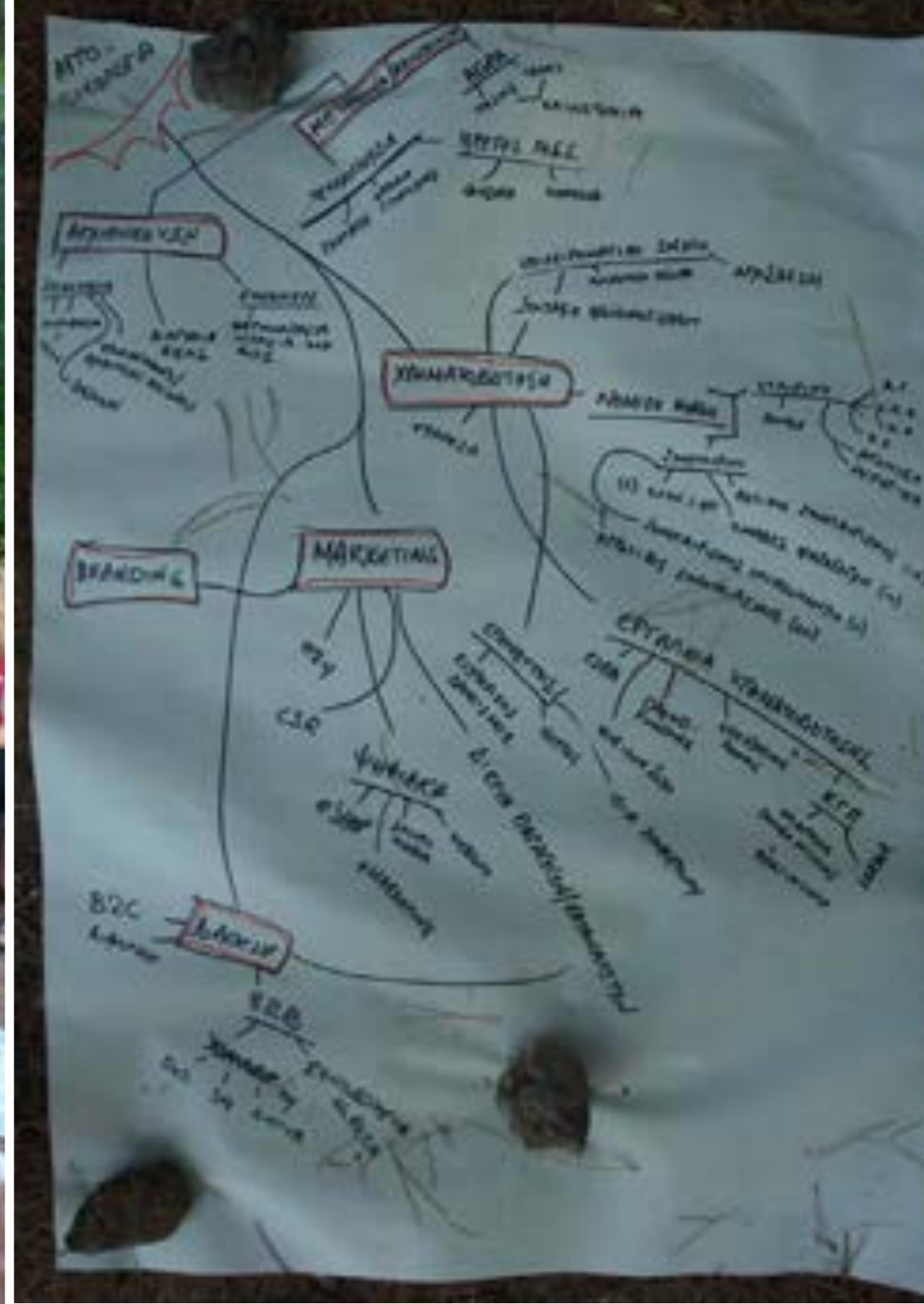


from exhibitions to social change?  
**IMAGINETHECITY**















#MENUGIA5000

11.10.15

ΜΕ-ΝΟΥ  
ΓΙΑ 5000

ΑΘΗΝΑ

ΔΩΡΕΑΝ ΓΕΥΜΑ ΓΙΑ 5000 ΑΤΟΜΑ ΕΝΑΝΤΙΑ ΣΤΗ ΣΠΑΤΑΛΗ ΤΡΟΦΙΜΩΝ

12:00μμ > 5:00μμ, ΚΥΡΙΑΚΗ 11.10.15 • ΠΛΑΤΕΙΑ ΚΟΤΣΙΑ



back to  
commons  
LIVING SYSTEMS INNOVATION



**TASTE OF TRANSPARENCY**

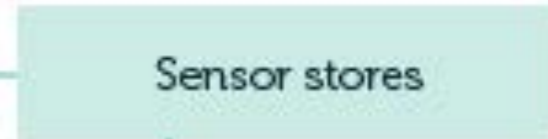
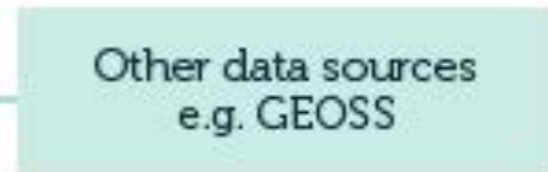
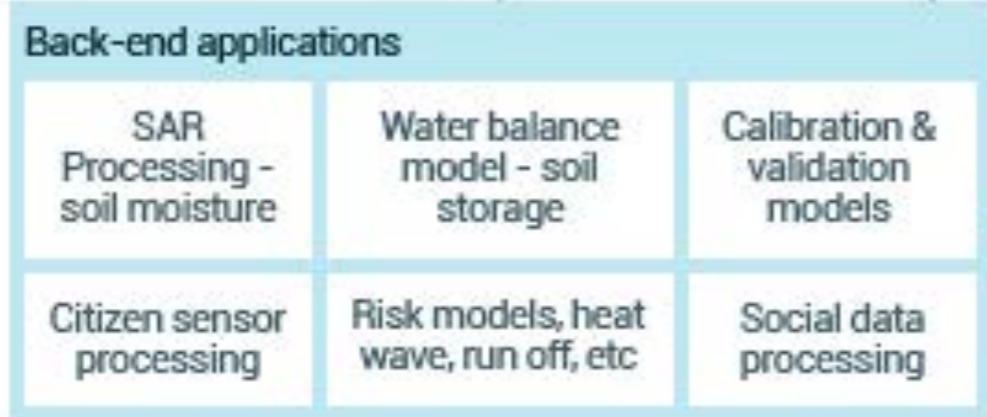
# Services



# Sentinel-1



# Platform



# Observations



Urban

Peri-Urban

Rural





Flower Power sensor

**C**ollective **A**wareness **P**latformS for **E**nvironmentally-sound **L**and management based on data techno**L**ogies and **A**grobiodiversity

# Open Data supporting Agro-Biodiversity & Food Systems Innovation

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**2016** AD



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**2016** AD



**2016** AD





**2016** AD



2016 AD



2016 AD

Credits: Ruben Neugebauer / Greenpeace



DonaldJTrump.com

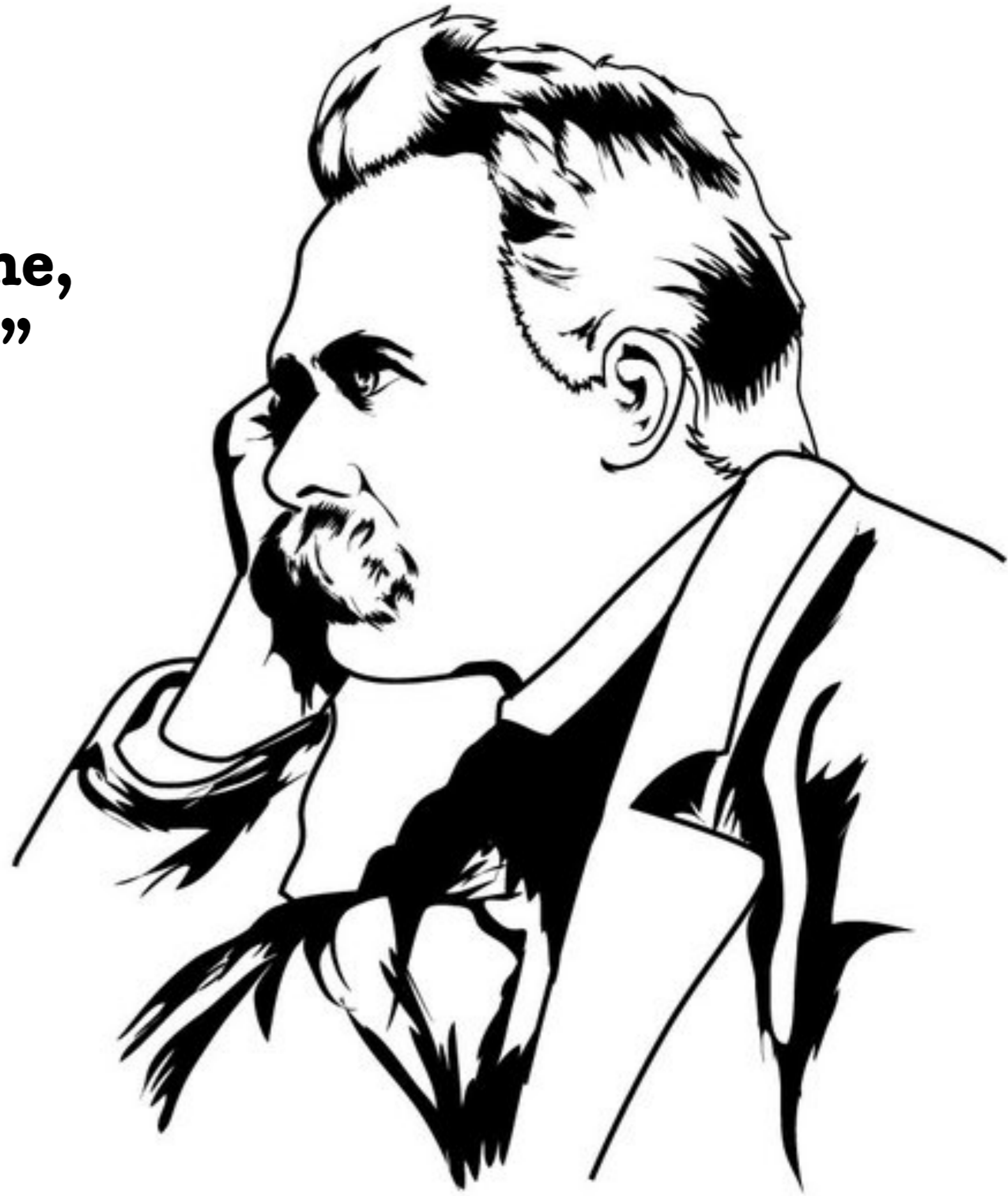
TRUMP

mp.com

**2016** AD

**“What does not kill me,  
makes me stronger.”**

Friedrich Nietzsche



2.500 years  
since the  
Battle of  
Salamis

