

**ecosystemic synergies between
people, perspectives & projects
unleashing human, organisational
& societal potentials**



the only project worth working on!

ingredients quantities and method



Introduction - strategy vision

why - end of value proposition and life cycles 2012, people - 80 % , planet 1,6 - 3,3; profits - 20 -7 %
trickle down real economy inequity everywhere
externalities - chomage vs employment who pays

who ? peace only 17 countries out of conflict . BE, CND, CH, S, N, D, ISL, ... ; partnerships pubic - private silos; = global goal 17 re-empower via civil society , initiators, innovators and early adopters
prosperity - a bottom approach - not yet a societal, 21st c governance exercise ...

what - education21 at all ages - continuous learning and improvement via human centric, epigenetics, neurosciences, neurocognitivisme integrate sciences 21, wisdom great tradition, knowledge first nations
technology is cheap, water food and energy at marginal cost zero - Stiglitz, Rifkin get fear / distress out of the human and social system = unleash human organisational and societal potentials
rebalance in city regions - CH and GGE to be a Lighthouse, with others on each continent - via resilience.io

mobilize driving forces investors: private banks, Geneva based banks, CIFA, via networks
International Gva: for accelerated execution of Global Goals - WEF, WBCSD, Foundation, EcoleInt, UNO, EFPL operational projects: education and health21; energy, water, food 2

how: our approach systemic societal, architecture of Labs in public and private orgs, right people right orgs / culture in front of VUCA and innovation; differentiate people by passion and natural strength and will for design, develop execute.

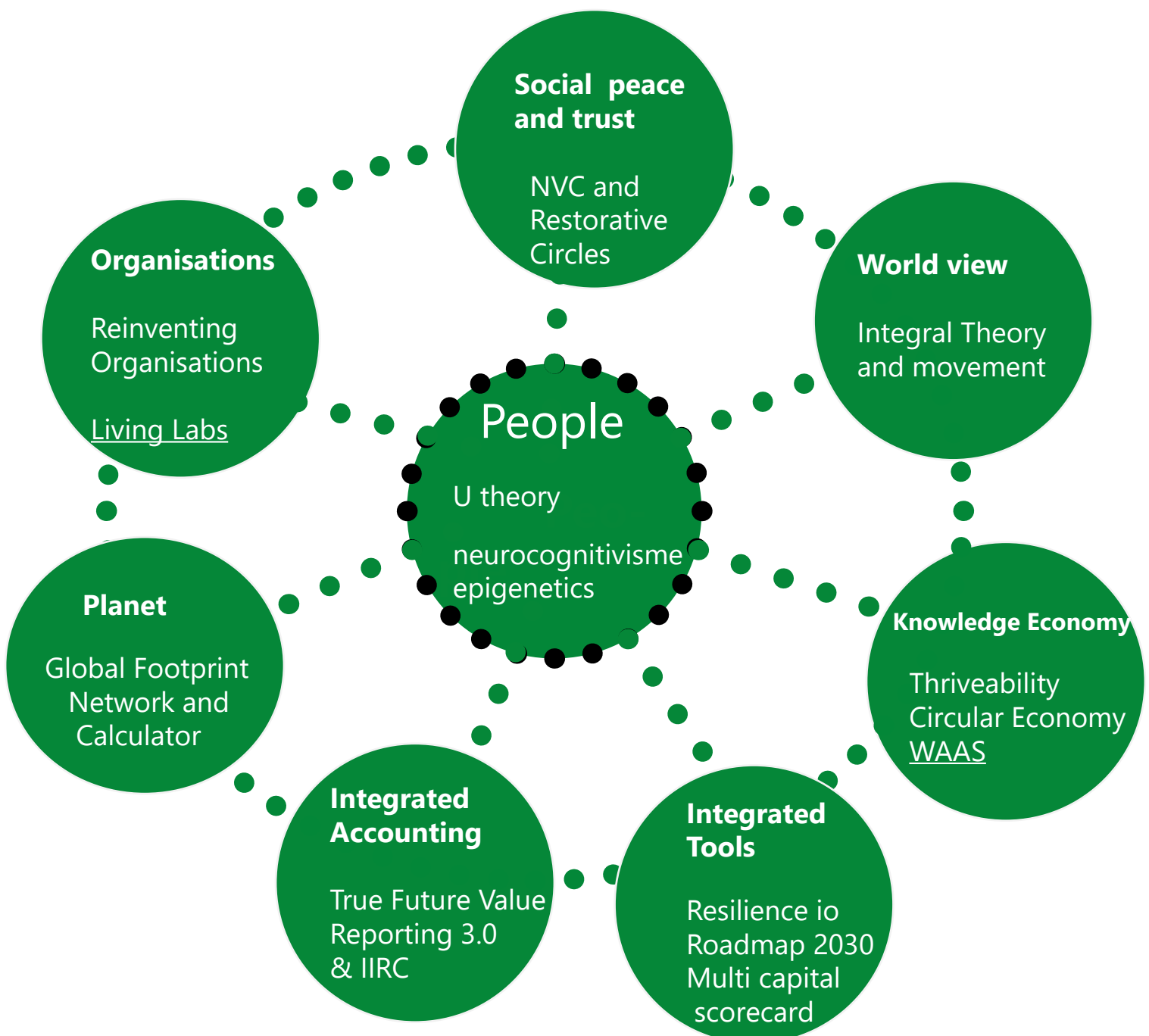


[Raymond Morel](#) & [Philip Koenig](#)
[Scott Williams](#) & [Alan Dean](#)

Philip Koenig
Accompany people, organisations & city/regions via mindset, business & societal evolution to proudly reach global goals & become regenerative.

G4 is about evolving Mindsets and 21st c. Education, to become regenerative for

- > people planet profits - knowledge economy,
 - > renewed prosperity peace partnership - wise society
- by city / regions, via Living Labs, Digital People Societal Equity, an integrative Resilience.io, focused on local & international Greater Geneva, for the world, with all lighthouses, Labs of Labs, UN SDG Labs, within 2030 Global Goals meta framework





Living Lab, March 2017 : Speakers / Topics

ecosystemic synergies between people, perspectives & projects
unleashing human, organisational & societal potentials

Wednesday 22/3

- Raymond Morel & Philip Koenig: G4 Glocal framework & [value proposition](#) prototype
- Scott Williams, integrative tools & methods: [Resilience io](#), [Roadmap 2030](#)
- Antonio Hautle, [UN Global Compact, Switzerland Network](#), 21st c. Business, UN building
- Ralph Thurm & Bill Baue [Reporting 3.0](#) , 21st c. Accounting
- Remy Lamon, [IB](#) trainer, [Florimont](#), 21st c Education – learning to learn, first nations, ...
- François Maréchal, Luc Girardin, [EPFL](#), Geneva Energy Autonomy, societal project GE,EU
- René Longet, [SIG Lab](#), Author [Planète, Sauvetage en cours](#), le développement durable
- Raymond Morel, [IFIP](#), Digital Equity, from data to Knowledge & Wisdom Societies
- Paul Bristow, [Pangloss labs](#), Architecture of Geneva Labs, people & potentials
- **G4 Living Lab, proposed topics** – facilitators – Scott, Luc, Alan, Raymond, Philip :
 - **G4** : building up our societal human centric value proposition
 - **human side**: Education 21 ; 2nd tier actors spiral dynamics – human evolution: individual, collective, organisational, civilisation; 21st HR – detect, unleash and nourish high empathy, capability to act for common greater good and in complex ecosystems
 - **system side**: Roadmap 2030 in the Greater Geneva Context
 - **organisational side**: Living Labs architecture in city regions; co-creating, populating and connecting Labs of Labs in GE and UN
 - **Investment side**: holistic perspectives including banks, bonds, subsidies, corporations...
 - **project side**: EPFL Energy project, UN building

Thursday 23/3

- Patrick Genoud, state of Geneva, [GeneveLab](#) ; Living Labs history w/ Raymond Morel
- Adrian Aeschliman, Green Economy, BFU Bern, [Go for Impact](#)
- Françoise Peckstadt & Henri Cnops, Neurocognitivism, ANC programs, [neurocoaching](#)
- Alan Dean [Burning2learn](#); Roles & contributions of teenagers to SDGs societal transitions
- Florence Coulin, Epigenetics, [ATP Consulting](#)
- Finalizing meshwork to produce a G4 Living Labs synthesis document

Friday 24/3 – we hold a **G4 & Resilience.io stand** at the UNOG backed www.g3id.org event , co-organised by Pangloss Labs, Paul Bristow. Many stands are personally and organisationally connected to G4; they are an integral part of our G4 ecosystem, either strategically and/or operationally.

We thank you all dearly for your enthusiasm and energy to contribute to the foundations of this G4 societal Global Goals project for the Greater Geneva and all world pioneer lighthouse city/regions.

Together we can thrive with a **Mindset Shift**

From

fear, cynicism, judgement, negativity

command & control

process based, doing
pyramidal hierarchical

execution short term pressure

execution short term pressure

silos & distress me, myself and I

mechanical, functional,

To

joy, uplifting, passion, talents, intuition

empowerment, competent, purpose
driven, mobilizing, enthusiastic

entrepreneurial organizations: execution -
development-design thinking-anticipation
continuous learning / improvement

outcome based, human centric

Living labs: ecosystemic & empathic,
common greater good, I you us, integral



The future seeds
for growth don't
have to be
created, they are
laying dormant
within us all.
people org society



time is not free, don't waste it!

We are all actors and contributors each in your own fields. The simple question is are we playing in the right position as we start to play this new 21st century game?

As we step forward with this fantastic tool Resilience io. we need to start to pin point what types of skills and experiences that will be required moving forward?

Geneva is in a privileged place due to local and international aura. Therefore we see it as the key place to act as an SDG lighthouse for Switzerland and the world.

The design thinking of SDG transformations will happen in living labs across public and private organisations. In a lab of Labs which would also involve civil society and coordinate at a Meta societal level for the greater good of all. The Geneva lab of labs will work closely with the UN SDG lab

UN SDG lab will be the world wide coordinator of the labs of labs for all the lighthouse city regions around the world.

to solve the puzzle
Additional points of ref.

[the ecological sequestration trust](#)
[21st Education](#)
[Reporting 3.0 Torbert Thriveability,](#)

G4 - regenerative systemic societal transformational accelerator - renewing inclusive partnerships

People - unleash human potentials via epigenetics, neurosciences, wisdom of great traditions, and the knowledge of first nations; human centric approach

Planet - apply subsidiarity to availability and affordability of drinkable water, renewable energy, bio food autonomy, leveraging 21st c. sciences and technology

Profit - diminish costs by 40 % via systemic approach and resilience.io tool; new life value propositions via emergent knowledge & wisdom based economy.

Organisation - implement Living Labs in public & private sector - Lab of Labs; populate with empathic, integral actors to anticipate via inclusive governance



do we fully leverage the people that are high potentials -high empathy & ecosystemic actors. They are complex problem solvers

There are very personal reasons as to why we all go to work, says Richard Bandell CEO Grass Roots Group (GRG). Sure, we could use the money, but it's more than just that alone.

And if, as leaders, we do not recognize and encourage people to meet their full potential, we are doing it wrong.

Most business leaders have all seen - and shivered at - the stats about employee engagement in the UK. For those of us who haven't, think about how many people are genuinely engaged in the overall vision of your organisation. Richard imaginatively pointed out that if you compared that to the players on a cricket team, it's like saying that 3 players are determined to win the game, 4 players aren't bothered either way and 3 of the team are actively playing for the opposition. It is therefore the responsibility of all leaders to actively recognize, understand and promote the personal aspirations of all individuals. Once they are stimulated to fulfill their highest potential they will become more synchronized with the organisation's overall vision.

"How can you get them to have an affinity with your aims if you don't have one with theirs?"
Unlocking our intrinsic motivators

lose the hierarchy

How can a business smoothly transition from a hierarchical business model to an adhocracy? Richard revealed all as he talked us through his findings.

"The first thing we realised was that culture had become very stagnant, it was a hierarchical and clam like organisation." Richard determined that when there is a hierarchy people are afraid to step outside of the lines, and that their behaviour is quickly corrected on the occasion that they do. In one example he shared, the reaction of leaders to employees who tried something different was even described as a 'drive-by shooting'! These models are counterproductive as far as employee engagement is concerned. So what do you replace a model like this with? How does an adhocracy add value? When people don't authentically, genuinely believe that leaders value their aspirations, this causes a huge problem, says Richard. Not just in business, but across all areas within society.

As follows, the organisation's business model was completely disrupted and a very bold new vision and goal were determined: A vision to inspire people to meet their full potential and a goal to hit a huge financial target that was sky high. Both the vision and goal were established to encourage employees to shoot for the stars, even when it seemed beyond the organisation's, and indeed their own, capabilities.

The new adhocracy model spawned new attitudes, approaches and programmes to really bring the best out of their employees. These included defining behaviours, not values, and introducing a recognition system to boost peer-to-peer awareness, support and value. "Instead of defining a strategy we actually asked people to constantly define the strategy and their own productivity targets... We gave people permission to make mistakes and applauded the effort and bravery that went into doing something different."

discovering high potentials

GRG also developed a High Potentials Programme designed to discover self-selecting workers who had fuller potentials that were previously being under utilized. Open to all, the new programme was quietly advertised in order to prevent scaring anybody off. Once people had put themselves forward, they were interviewed and a selection of candidates were then invited to attend an assessment day. This included tests, tasks and psychological profiling to explore their personal drivers in more depth.

Astonishingly, those 20 individuals are now driving some of the most important change within the company. Richard described the HPs as 'informal leaders in the business'. The HPs are so pleased for the development opportunity that they are really pushing to meet the company's new vision and previously 'unattainable' goal.

! It comes to the high potentials in any business, who have access to altruism, empathy and a holistic understanding, to create cross-disciplinary emergence. **Have you identified yours?**

High potentials exist in all organisations. It is our task to find them and, in return, they will solve complex problems, drive coherence and transparency.

If HPs from all societal stakeholders can address the Global Goals, they will conceive simple solutions for us all to develop and implement.

4. Roadmap for delivering the Global Goals in the world's urban settlements

This Roadmap sets out an action plan, starting from current initiatives, to deliver the agreed Global Goal objectives and targets, putting people and the planet at the heart, through mobilizing and including existing partnerships and

using recent recommendations from leading studies and organizations, which are all referenced in Section 6.

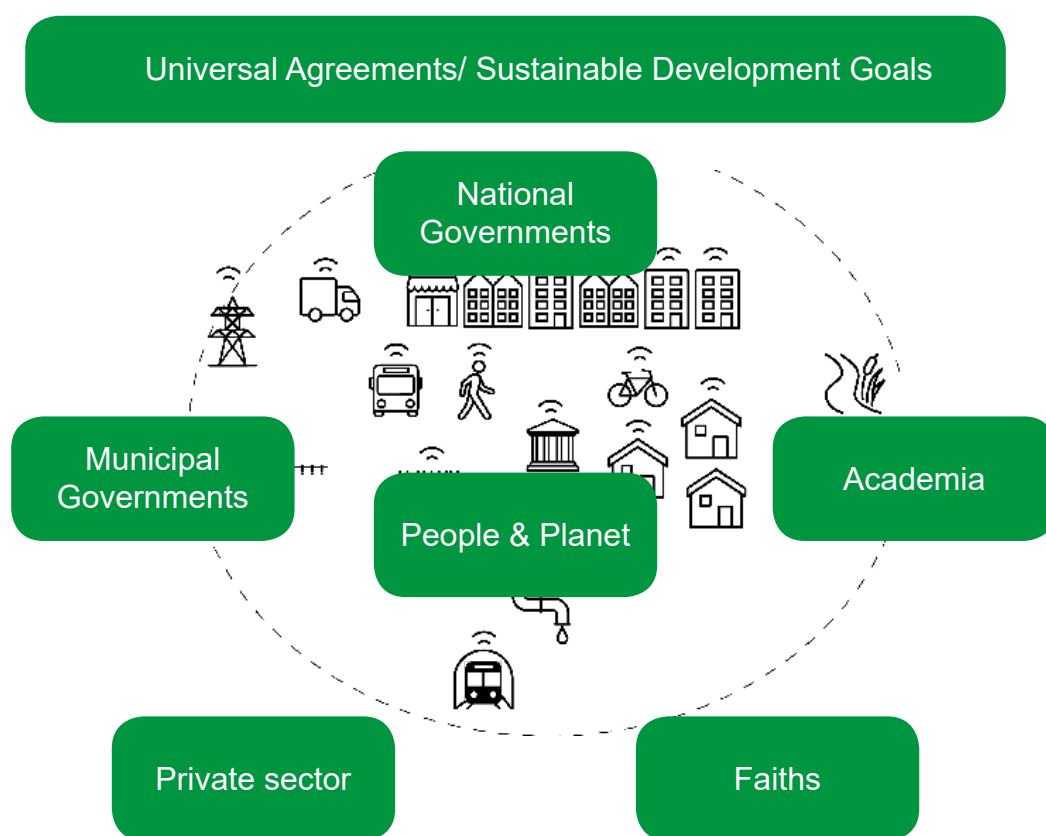
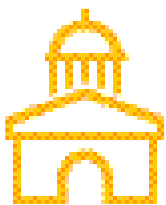


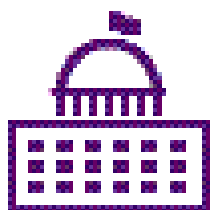
Figure 5: Roadmap for delivering global goals

Drawing from many key texts and authors and stepping away from traditional silos, the Roadmap actions are listed for 16 cross

cutting themes and in relation to four critical user groups which are represented by icons throughout the document.



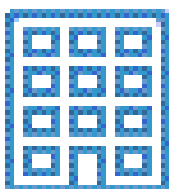
Municipal Governments - actions to build a stronger and accountable **local and regional government** to drive inclusive and sustainable urban development.



National Governments - Actions to drive bottom up national development



Academia - Use of using **research, science, modelling and data** to unlock the potential of territories to promote sustainable economic and environmental development



Private Sector - Enabling **private sector partnership** financing and expertise for creation and distribution of ecological, social and economic value in urban environments



Faiths - the broad common commitments and action plans for development that is both sustainable, inclusive and just, to support implementation of the SDGs including mainly multi-faith initiatives. ¹⁰⁶

The 16 cross-cutting thematic areas of focus for the roadmap are:

1. Financing, debt management and innovative funds
2. High quality data and statistics
3. Science and systems modelling to support collaboration
4. Economics
5. Disaster risk management, prevention and adaptation
6. Transparency and accountability
7. Policy, codes of practice, law, governance, procurement and capacity building
8. Land use planning, cadastre and housing
9. Ecology, soils, water and urban agriculture
10. Cultural heritage
11. Community Participation, social mobilization and inclusion
12. Public awareness and education
13. Knowledge sharing
14. Co-design and co-production
15. Infrastructure, transport and utilities
16. Security



GENEVA GLOBAL GOALS INNOVATION DAY

**Accelerating Innovation for the Global Goals in
Geneva and Beyond**

24 March 2017

The G3iD aims to disrupt the International Geneva to radically accelerate the achievement of the SDGs. **Think 2020 rather than 2030.** The day acts as a catalyst, showcasing and co-creating disruptive innovations that can be shared and scaled to change the world, fast.

We believe that it's possible to radically accelerate the achievement of the SDGs, but to do this we need your help. There are amazing people all over international Geneva with great experience and expertise, but the SDGs are such a huge challenge, that we need everyone to work together to achieve.

The 2017 edition of G3iD will be **a one-day event taking place in the city of Geneva, where key actors in the city will come together to promote innovation for the radical acceleration of the Global Goals.** The event will be accompanied by different run-up activities to promote co-creation and collaboration.

Interdisciplinary innovation will drive the format of the event. Unconventional yet purpose-driven activities are at the centre of the stage: e.g. problem solving hackathons, design thinking workshops, fast prototype clinics, ideas elevator pitches. In addition, our idea fair, offers a space for showcasing promising solutions.

We believe in the power of disruptive innovation and collaborative work. The G3iD follows a set of principles: disrupt, share, exchange, learn, do, co-create, inspire and engage.

Find out just what works and how it works in innovation; find ways to accelerate the achievement of the SDGs by using the power of innovation to create disruptive change.

www

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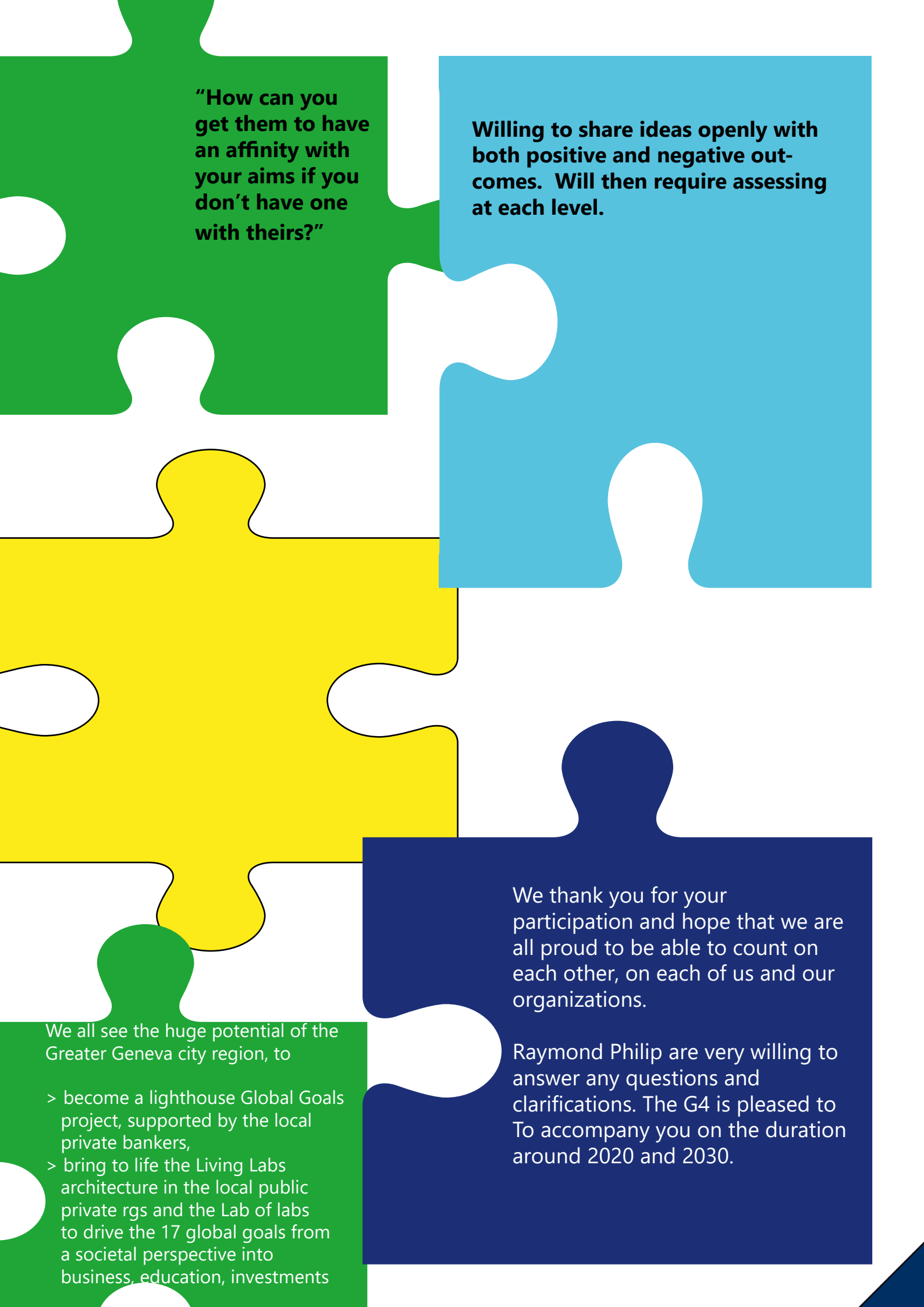
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"How can you get them to have an affinity with your aims if you don't have one with theirs?"

Willing to share ideas openly with both positive and negative outcomes. Will then require assessing at each level.

We all see the huge potential of the Greater Geneva city region, to

- > become a lighthouse Global Goals project, supported by the local private bankers,
- > bring to life the Living Labs architecture in the local public private rgs and the Lab of labs to drive the 17 global goals from a societal perspective into business, education, investments

We thank you for your participation and hope that we are all proud to be able to count on each other, on each of us and our organizations.

Raymond Philip are very willing to answer any questions and clarifications. The G4 is pleased to To accompany you on the duration around 2020 and 2030.



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