

2015-2025 The Human Race's Most Exciting Years - OSOS Open Spaces Of Sustainability

Forty years ago, my father started publishing 21st century social and leadership valuation research in *The Economist*. This emerged as the curriculum of Entrepreneurial Revolution (from 1972) and forecasted our coming decade as the most critical in the development of our species. As does this updated UN report (20142). Would the intergenerational processes of local to global interconnectivity be designed around investment systems that sustained ne(x)t generations?

To be frank, as an optimistic mediator of the exponential impacts of the second half of the 20th century, Norman Macrae had hoped these last 10 years before irreversible (gain or loss of) human sustainability would be simpler than they now are. Spot the deliberate mistake in the UN's design- these are first and foremost local and transcommunity goals to be served and empowered by positively empowered networks of millennials. Calling these global goals is at best sloppy English, and at worst a reason to fear that the world's biggest top-down decision makers (and the professions they hire) still don't systemically understand sustainability the way nature designs it.



HOW NOT TO VALUE SUSTAINABILITY MILLENNIALS

In 2015, half the world is aged under 29. Sustainability crises are intergenerational (exponential) crises particularly of investment in jobs-rich education³, renewable resources, and peace. Wherever the world of over 29s continue to design non-sustainable systems it will be the under 29s whose lives will see the destruction of nature and humanity. Note how perverse elders schemes have become.

When Big bad banks crashed on both sides of the Atlantic in 2008, they were refunded by politicians dominated by vested interest groups of elders. Future generations have thus been forced to bail out banks which have then reverted to funding investments of the biggest nonsustainable

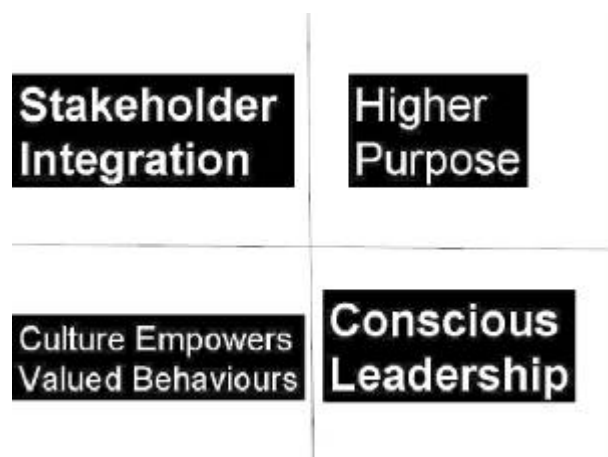
organisations who are shedding employees. In every way this policy prevents sustainable organisations from stating up so that youth's future livelihoods can be grown around sustainable goals. 2015 to 2025 must become the decade of transforming way beyond this political and macroeconomic rot.

HOW TO VALUE SUSTAINABILITY GENERATIONS

Here are 4 models that sustainability investors can benchmark round to go beyond the inconvenient truth of 20th Century zero-sum analysis, to way above zero-sum analysis required if a diversely networked world is to stop externalising compound risk at boundaries of separately audited organisations. Its also high time to end the hopeless nostrum that a global corporation competes with local societies eg through billion dollar greenwashing campaigns

Mathematically and morally, these 4 models are practically equivalent -however different models have more popular support in different markets and pro-youth cultures - if you are concerned about the choice we can try to help chris.macrae@yahoo.co.uk

Conscious Capitalism



3-dimensional model designed for corporate leadership to celebrate higher levels of social value than a game of 90 day profit extraction: 1 how promises made to different stakeholders are coherent; 2 higher purpose than just profit taking; 3 way leadership of purpose is walked and talked. Integration of all this at co-worker level is the concern of intangibles analysis and flow through culture openly celebrated for emotional intelligence aligned with purpose

Preferential Option Poor



This model emerged in South America of the 1960s but now needs to be understood if up to a billion people inspired by World Bank Jim Kim, health servant Paul Farmer, or faith leader Pope Francis are to unite in race to sustainability

Purposeful Brand Chartering⁴

Goodwill modelled as exponentially rising or falling -function Integrity of relationships of productivities and demands	Unique Organising Purpose communicated as : Who would uniquely miss what if (brand) didn't exist
Id System – trust-flows composite expectations to memory as neural network	Future-now goal-directed Actions spin around sustainability

Social Business

Owned by (or in trust) For Poorest, or those purpose is most designed to serve	Positive cashflow model; Surplus reinvested in accelerating goal-driven purpose
Win-Win model with no conflict from owners- Mathematically opposite system design from a profit-extraction model	Best of world benchmark Aid -if not most Effective, Efficient, Scaleable why compete with better model at achieving goals

Published in 1995 with The Economist Intelligence Unit in an effort to benchmark the simplest maths for leaders who wanted to sustain the world's most purposeful organisations - all the while that entrepreneurial revolution's unprecedented innovation dynamics changed social innovation mobilised out of every community base.

This famous model empowering how the world's poorest mothers developed the 7th largest nation starting with next to no assets other than communal love of one another's children. Both Nobel Laureate Dr Yunus and Sir Fazle Abed refer to being inspired by Brazilian Paulo Freire - a health educational bridge between the golden rules of Muslim and Catholic faiths.

INNOVATIVE MEDIA NEEDED BEFORE SUSTAINABILITY VALUATION MODELS ARE LIKELY TO ENJOY SUFFICIENT FREEDOM OF SPEECH

Four keys to transforming back to sustainability goals need to be accessible to the half of the world that is aged under 29 as early as practical however curiously disruptive they may seem from the old viewpoints of 20th century schooling:

inclusion of real world's public spaces and the facilitation of open space so that when crowds come together everyone is equally honored as a participant ;

web world's mobile apps and proactive appreciation of 4000 fold infrastructure investments connecting every local community to life-critical knowhow.

Public Spaces Sustainability Development Goal 11 launched by UNhabitat and Ban-ki Moon features architecture ⁵ of public spaces as integral to empowering youth to sustain cities and communities. Can we hub spaces in which no youth are excluded from demanding and	Mobile Apps of sustainability Schooling, for example , needs twinning of places where there is a surfeit of mobile tech students, and where there are less hi-tech resourced students who nonetheless have the hi-trust of the communities they come from
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<p>replicating solutions to ever mayor's priority social and sustainable challenges</p>	
<p>Open Spaces -celebrate valuing every person's contribution to a common and urgent challenge. Quiz: Which five by one billion people cultures could most be celebrating open space co-creativity now: Answer: *****China's billion Confucian Way *****Latino's billion Franciscan Way *****Africans and black peoples Mandela and King *****Indian's Gandhian way *****Poorest village and slums women4empowerment6</p>	<p>ITC's open www infrastructures due to spending 4000 times more (2030 versus 1946) on being connected bottom up and in world where value needs to be multiplied way above zero-sum macroeconomics. Open Society round planet earth needs to celebrates almost free universal access to deeply diverse contexts and safe collaboration sans frontieres</p>

The challenge for human beings everywhere is to unite around these 17 goals even as the borders of our nations disappear in various ways. For example, the virtual economy typified by how knowledge multiplies value in use can be many times bigger than the extractive economy of consuming up things.



Let's raise our abilities to be curious.

Some questions young professionals relentlessly need to demand elders answer include:
 Q Is there an economist of each goal's exponential progress? A) not yet

Q Will each goal celebrate an annual review that millennials are empowered to question from east to west and south to north with more attention than that year's biggest sporting event? A) Apparently some goals are up for becoming movements in this way but most are far away from conceiving this need. Of UN launch summits that I have researched, goal 11 is a benchmark others would be wise to flow. First debriefing Quito nov 2016

Q) What tools could SDG11 use to become a worldwide youth movement and can it thus become a benchmark for making all 17 sustainability goals exciting to communally linkin around the planet? A) This paper has reviewed some of these tools. This video explains why communities are our advanced warning system for collapse of economies and of civilisations7.

Q) Can you help us to build *la khanacademy.com* a free curriculum of open systems design which starts up with Keynesian pattern rules? Through the 20th Century , according to the last chapter of Keynes General Theory, economists were both young people's greatest friends and enemies. That's because their system designs largely lock in what will be possible for a next generation to produce out of different countries and regions. Be born into rural poverty with no electricity, no roads, no telecommunications grids, no running water and your livelihood prospects and society -barring an economic miracle8 -will be anything but happy and free.

From 1972 Norman Macrae hypothesised a different twist to being born into the net generations of the 21st Century. By then *death of distance* (the hyperconnectivity due to exponentially rising investments since 1946 in telecomputing and satellites) would mean that all our peoples sustainability futures are interconnected - our species will win or lose its preferred ranking with nature according to what system designs economists have mapped and media designers have webbed

If you are young or young at heart and are co-creating a sustainability solution/app and need some help other than money write us isabella@unacknowledgedgiant.com and we will try to publish you in our family of journals.

Norman Macrae Family Foundation of pro-youth webs			
EconomistChina.net	EconomistUniversity.com	EconomistWomen.com	EconomistPoor.com
EconomistYouth.com	EconomistGoals.com	EconomistAsia.net	EconomistAfrica.com
EconomistJapan.com	EconomistHealth.com	EconomistLearning.com	EconomistBlack.com
EconomistPeace.com	EconomistSocial.com	EconomistHubs.com	SocialAction.tv
SocialBusiness.tv	AlumniSat.com	AmyChina.net	GlobalGrameen.com
CreativeChildren.net	Mecourses.com	ChinaThanks.com	EconomistFuture.com

If Adam Smith's definition of a free market is being systemised by enough parents in future capitals, money and resources will linkin to collaborating around sustainability's microfranchises. Can anything be more exciting for the human race to celebrate than this decade's coming entrepreneurial revolution?

If as my father predicted , Chinese female millennials9 do the most to help all millennials celebrate sharing of inter-community social solutions, then how Chinese millennials linkin friendships with

all of the net generation will be the best news The Economist¹⁰ has ever corresponded around. Can you help us get those action-stories¹¹ open spaced by 2018, The Economist's 175th anniversary of being founded by Scot James Wilson to mediate sustainability's top 2 goals: end poverty and end hunger.

1 15 years after joining the newspaper, my father, Norman Macrae signed his first survey for The Economist Consider Japan 1962. This was one of a dozen countries he surveyed in his genre on the future of nations. The term Entrepreneurial Revolution was first coined in his 1968 survey of the future of South Africa. In 1972, he and I started studying early student experiments of online learning networks. It was this innovation coupled with the realisation that since 1946 and probably through to 2030 humanity was doubling its spends on the communications and computer technologies of "Death of Distance". When humans spend 4000 times more budget on one thing, revolutionary progress on value of other market sectors is needed. Analysis revealed that the opportunity would be to design the smartest media ever through which life sharing services could happily flow between communities without borders. 1972 saw father's review of the next 40 years of unprecedented change. By 1976 his survey Entrepreneurial Revolution explained the innovations in constitutions and bottom up economics that would be needed if sustainability was to become the intergeneration investment in the millennials generation. And China needed to be mapped as the epicentre of sustainability millennials friendships and most joyful open society innovations. NormanMacrae.ning.com

2 un.org/sg/statements/index.asp?nid=8250

3 mecourses.com

4 Brand Chartering Handbook - how brand organisations learn living scripts, Chris Macrae , Economist Intelligence Unit (1996)

5 Intriguingly many millennials' favorite lab - the media lab of MIT - evolved out of what pre-digital days called the architectural school

6 women4empowerment.org

7 https://www.youtube.com/watch?v=_9nL_a0K97I

8 <http://www.erworld.tv/sitebuildercontent/sitebuilderfiles/considerb1.pdf>

9 [amychina.net alumnisat.com](http://amychina.net/alumnisat.com)

11 <https://www.linkedin.com/pulse/study-abroad-see-michael-moores-first-film-6-years-d-rolle-ph-d->