

13.09.2024

Register Now

Transformation of Teaching in Economic Sciences

Skills Development for Future Change Leaders in Academia and Business



Sustainability in Higher Education

Together, engaged for tomorrow!



14:40 - 15:40

[A.4] Sufficiency in Teaching - Because Less is More for a Good Life.

Ralf Nacke, Gemeinwohlökonomie

A sufficient lifestyle enables a more fulfilling life and makes people happier. In the workshop, we will shed light on what sufficiency means, how it works in practice, how it becomes a business model - and how the topic can be taught in the classroom.



Die Hochschule für Berufstätige.

Dr. Ralf Nacke (Lecturer)

Graduate economist and lawyer (LMU Munich)
Lecturer for 'Rethinking Business' and management consultant

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Why SUFFICIENCY (the right amount - a sufficient amount)?



A good life for all!
An introduction to sufficiency

Quelle Grafiken: www.bund.net

Our '**rampant**' **consumption** in the established industrialised countries is threatening the earth/environment and our living conditions and accelerating **global warming**. The pressure to act is great - but the willingness to change is low!

Some questions to get you started

- Will we really achieve the **Paris climate targets** through efficiency improvements and technological progress?
- What do we need for a good life? Do we need more and more **consumption growth** or has the marginal utility of consumption not already been decreasing for a long time?
- Why do we consume so much? **What drives us?**
- What does it mean for global consumption and our ecological footprint if **another 3 billion people** become wealthy?
- Does 'sufficiency' really mean **doing without**, or can it not even enable **a happier and more fulfilling life for everyone?**

Without green shrinkage in the industrialized countries and sufficiency behavior, we will not be able to enable a regenerative economy.

Source: Daniel Christian Wahl, Und jetzt? Was braucht es für eine regenerative Wirtschaft, forum ö, 28. Okt. 2020



Sustainable management requires changes in behavior: Efficiency + Consistency + Sufficiency - all three!

effizienz

Better production:
the same but with fewer resources and lower CO₂ emissions.



Energiesparlampen sind ein Beispiel für Effizienz. Genau wie Passivhäuser, A+++Kühlschränke und 3-Liter-Autos.

Problem: „Rebound-Effekt“
Ressourceneinsparungen werden kompensiert, da mehr konsumiert wird (z.B. der alte Kühlschrank läuft im Keller weiter)

konsistenz

Producing differently:
creating a cycle of production and consumption. Nothing is rubbish. Everything is recycled - just like in nature.



Erneuerbare Energien sind ein Beispiel für Konsistenz. Genau wie kompostierbare T-Shirts, Maisstärketüten und essbare Verpackung.

Problem: Geschlossene Stoffkreisläufe
(z.B. „cradle to cradle“) sind erst zu einem sehr geringen Teil verwirklicht

suffizienz

Produce and consume less:
use more instead of owning, practise frugality and free yourself from the waste of prosperity.



Bibliotheken, Werkzeugverleih und carsharing sind Suffizienzbeispiele. Vor allem geht es jedoch um die Frage nach dem „genug“, eingeschränkten Konsum und Rahmenbedingungen, die dies erleichtern.

Consistency: possible approaches. As a rule, processes as a whole need to be rethought and redesigned - alone and with partners.

Consistency (organizing processes differently)

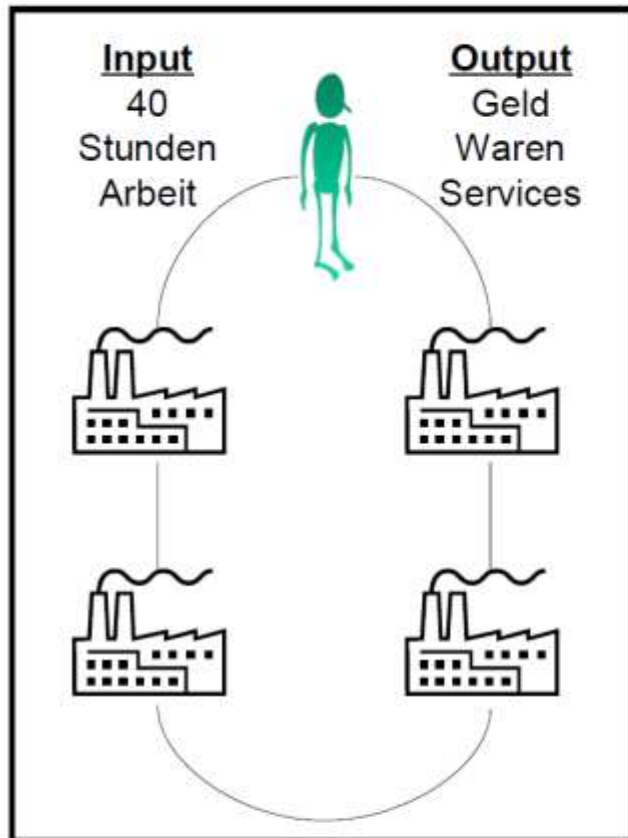
- (1) Phase out fossil fuels (oil, gas, coal, ...) and instead purchase and possibly generate renewable energies (with a low CO2 footprint)
- (2) Switch to e-mobility and public transport
- (3) Re-use: marketing used products (challenges: offering customer acceptance and incentives)
- (4) Re-pair: in the event of defects and after normal use (challenges: costs, quality, customer acceptance, ...)
- (5) Re-cycling: non-repairable and discarded products (challenge: taking back unmixed products, providing incentives, deposit systems)
- (6) Reuse or recycle waste
- (7) Renting instead of selling (return of products is ensured for re-use, re-pair and re-cycling)
- (8) Establish recycling systems with partners (PET, car recyclers, electronic scrap, glass, waste paper, metals, recycling centres, ...)
- (9) Greater regionality in the supply chain (less transport)
- (10) More home office and fewer business trips (virtual co-working instead)



The post-growth economy shows how the industrial system can be dismantled and how the time freed up can be utilised.

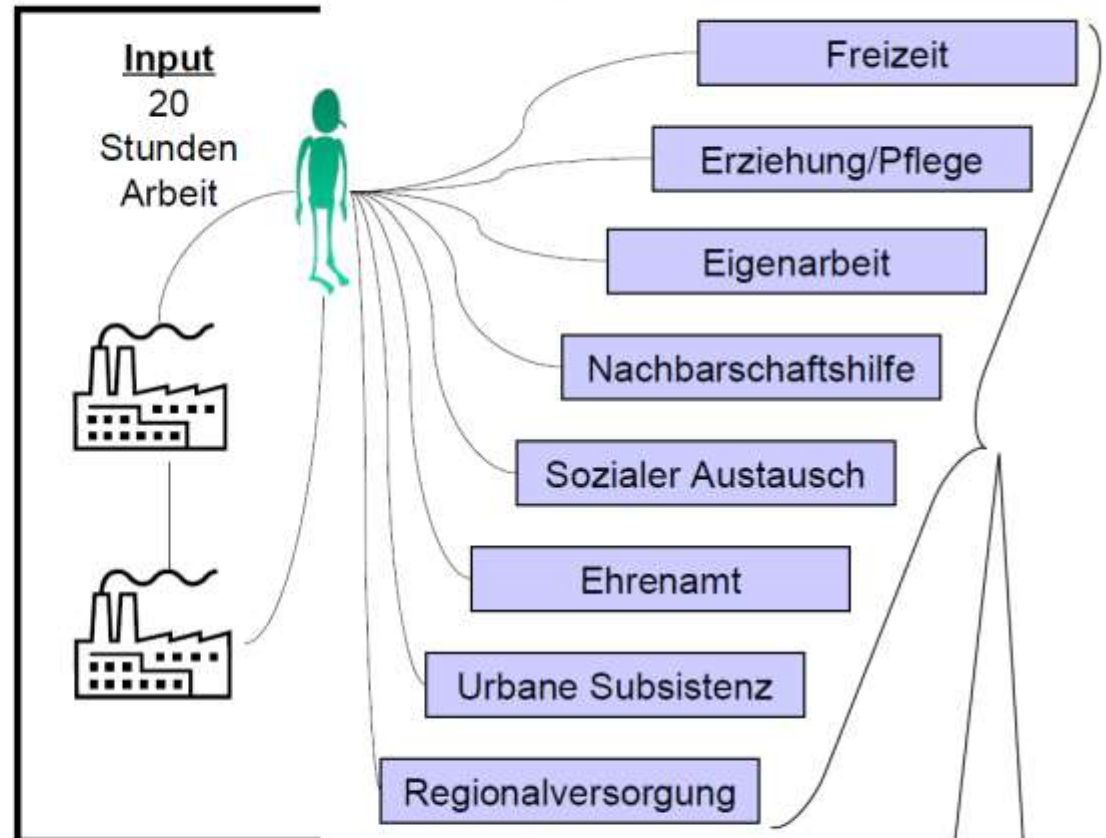


Geldbasierte Fremdversorgung...



...erzeugt zwei Absturzgefahren!

Kombinierte Versorgungssysteme...



...schaffen Sicherheit und Autonomie!

Austritt aus der globalen Geldökonomie

Quelle: Nico Paech, Auswege aus der Wachstumsspirale, 2017

'Living simply' - what does that mean? What does it require?



Sufficiency = frugality, reductive lifestyle, simple lifestyle, search for 'enough', because many of us today consume far more than we need for a good and fulfilling life.

Aim: slow down and have more time for yourself and others.

A materially simplified but 'meaningful lifestyle'

- Voluntary income sacrifice / limitation of gainful employment (starting point!)
- Limited consumption of goods, economical use of resources and goods and drastic reduction of waste
- Increased sharing and borrowing
- Use second-hand and repair
- Favoring durable products
- Make more things yourself
- Active in communities / neighborhoods

Quelle: Annette Jenny, Was bewegt uns zu umweltfreundlichem Handeln?
Handle für den Wandel! CIPRA-Jahresfachtagung 2015

Homo Sufficiens

Social integration



Community



Expertise and
autonomy



Ability to enjoy
and mindfulness

Lifestyle

- Nothing too much - living well instead of having too much
- frugal, decelerated, enjoyable
- less quantity, more quality
- utilizes social networks and the sharing economy
- capable of conservation and subsistence practices
- Consumes no more than 1-2 tons of CO₂ per year

Quelle: Annette Jenny, Was bewegt uns zu umweltfreundlichem Handeln?
Handle für den Wandel! CIPRA-Jahresfachtagung 2015

Sufficiency approaches in the corporate context: hardly developed to date. They require new beliefs on the part of consumers.

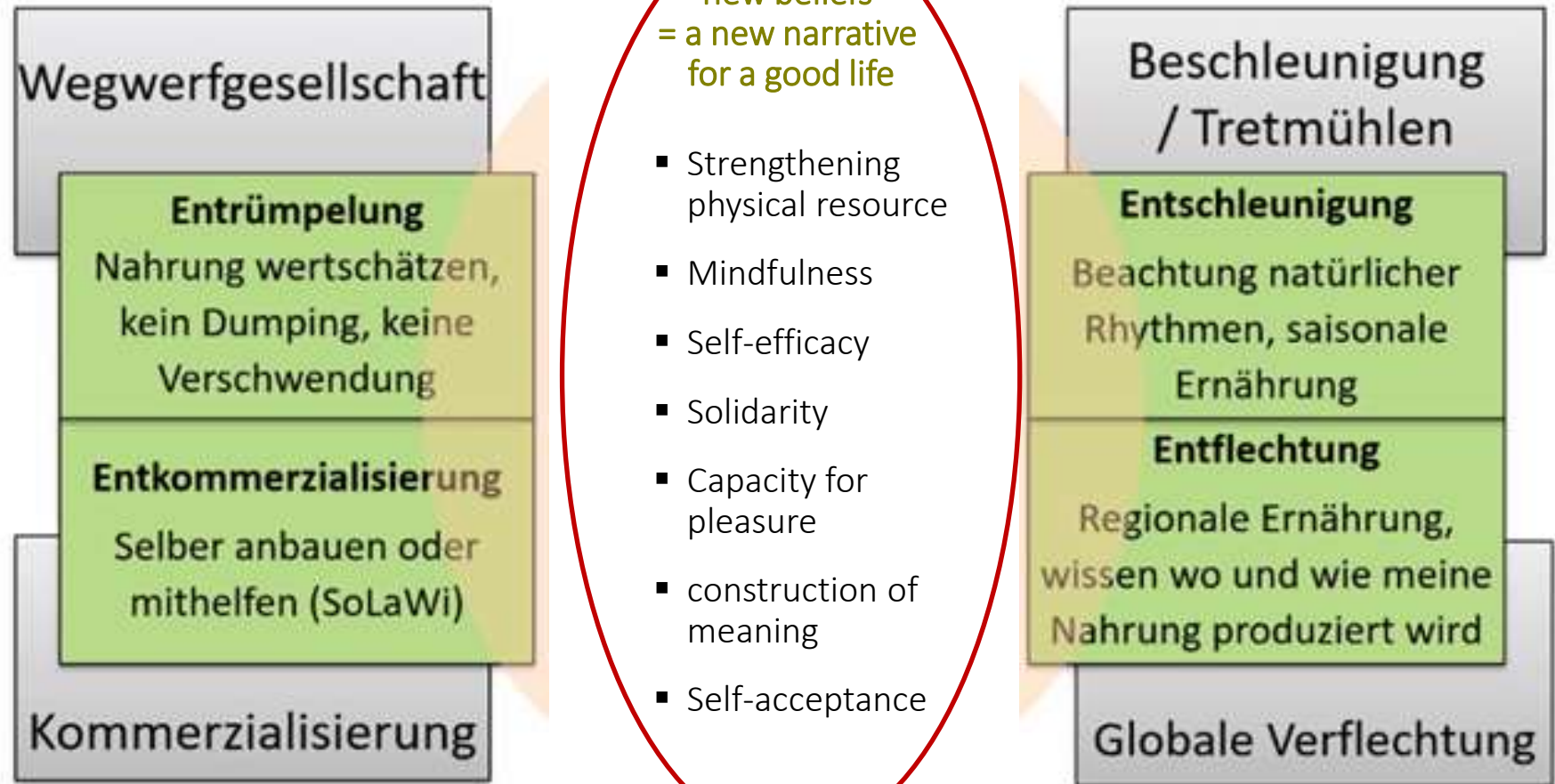
Sufficiency: less is more - high quality - less quantity - more quality of life (enjoy)

- (1) Longevity of products (challenge of fashion trends, technical developments, ...)
- (2) High quality (also for food - but less meat)
- (3) Sharing products (car sharing, tools, ... - there are now platforms for this)
- (4) The 4 e-challenges: Decluttering, deceleration, decommercialization and unbundling
- (5) Demonstrate the benefits of sufficiency concepts: What it brings to the consumer - incl. higher satisfaction, better health, social recognition, ...
- (6) 'Charge' products and services with good living, mindfulness, gratitude, meaning, enjoyment, contribution to climate protection, ...



© Ralf Nacke, M. (2013): Psychologie der Nachhaltigkeit. Psychologie Ressourcen für Personalmanagementpraktiker.

The 4 e-challenges of decluttering, deceleration, decommercialization and unbundling require a rethink!



● Vgl. Hunecke, M. (2013): Psychologie der Naturressourcen für Postwachstumsgesellschaften



Entrepreneurial sufficiency – approaches.

Inwards

1. sufficiency as a limitation of output (quantities)
2. sufficiency as a limit on the size of the company in terms of the number of employees
3. sufficiency as a limitation of the geographical radius of action
4. sufficiency as moderation of profit
5. sufficiency as a limit on the entrepreneur's salary
6. sufficiency as a reduction in fossil mobility

Externally

7. sufficiency as a limitation of shareholders' profit expectations
8. promoting sufficiency in customer consumption patterns

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Christel Maurer

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22.11.19

To rework and deepen: Module 20 in the ESD portal www.bildung-fuer-morgen.ch

Suffizienz – denn weniger ist mehr für ein gutes Leben

Kern-Lerninhalt | Modul 20



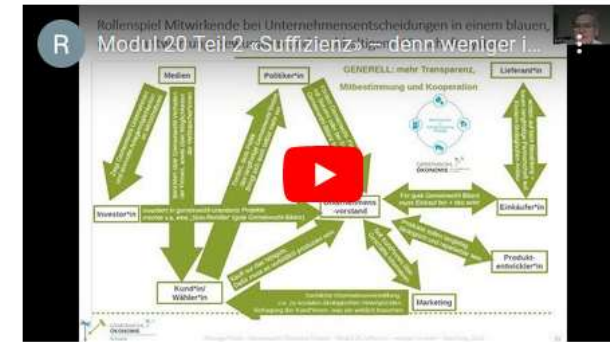
Suffizienz – denn weniger ist mehr für ein gutes Leben. «Grünes Schrumpfen» in den Industrieländern ist notwendig. Technologischer Fortschritt allein wird die notwendigen Ressourceneinsparungen und die Aufrechterhaltung der Biodiversität nicht bewirken.

Förderlich zum Verstehen dieser Lerninhalte ist die Nutzung der Lerneinheit Nr. 3 «Effizienz-, Konsistenz- und Suffizienz-Strategien für Unternehmen und im Privatbereich». Diese Lerneinheit ist eine Vertiefung im Thema Suffizienz – weniger ist mehr.

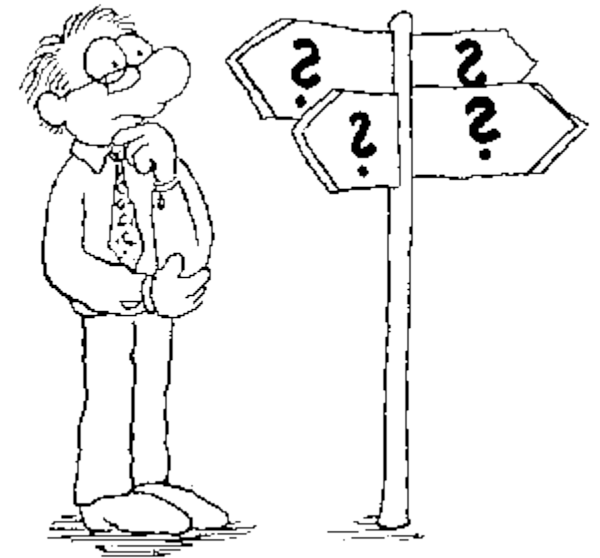
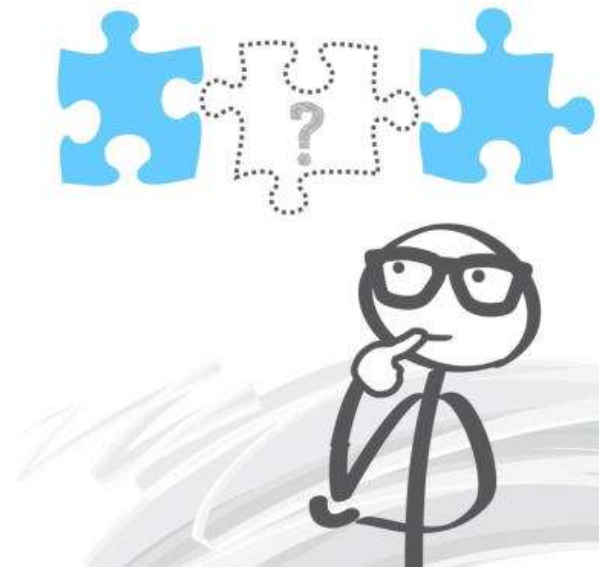
Format des Kernlerninhalts: Blended Learning 2 Std. (90 Min. Effektivzeit / 2x 20 Min. Input/Vortrag + 2x 25 Min. Gruppenarbeit mit Reflexion)

20 bis max. 36 Teilnehmer:innen

Link: <https://bildung-fuer-morgen.ch/bildungsinhalt/suffizienz-denn-weniger-ist-mehr-fuer-ein-gutes-leben>



Clarify questions and reflect



Exchange in small groups - group work (40 min.) + reflection (5 min.).

Notes for the group dialogue:

- Please observe the rules of 'dialogue': be brief
- listen actively - refrain from evaluating/
judging - let everyone have their say - no
discussion - proceed in a solution-oriented
manner - ...
- Possibly appoint a moderator (lead the
discussion)
- Someone should keep an eye on the time. You
have 40 minutes for your dialogue/exchange
- Enjoy the dialogue and the group exchange.
- Please use the flipchart creatively for the
notes

Please appoint someone to present
the **two most important findings** in
plenary afterwards

Questions

- (1) What effect does 'sufficiency' have on you as a
behavioral stimulus? What do you personally
associate with it - both positive and negative?
- (2) Which sufficiency measures are most effective for
you?
- (3) Which sufficiency approaches are you already
pursuing in your company or in your private life?
Does this lead to a better attitude towards life?
How does this manifest itself in concrete terms -
please give examples?
- (4) Are 'slowing down' and 'decluttering' an issue for
you? What personal experiences have you had with
this - at work and in your private life?
- (5) What criteria do you use to make consumption
decisions? Do sufficiency considerations have an
influence on this, and if so, what influence?



DANK E!



Bildung
für morgen 

Wir unternehmen eine bessere Welt.

Brief introduction Dr Ralf Nacke, consultant, speaker & lecturer

- Graduate economist and legal assessor, Dr jur. (LMU Munich)
- has been supporting major change and transformation processes for over 30 years as a consultant, interim manager and coach
- Formerly worked for Bain & Company as a strategy consultant and for AlixPartners as a restructuring consultant/manager, among others
- Senior consultant and partner at CMP AG, Hünenberg See (ZG)
- Current focus areas: **Future viability, sustainable companies and cultural/organizational development**
- Facilitator for interactive & group-dynamic workshops/events (World Café, Open Space, Future Conference, Dynamic Facilitation, ...)
- Lecturer for future viability, sustainability and ‘rethinking the economy’ (Kalaidos, HSLU, ZHAW, University of Zurich, ...)
- Economy for the Common Good since 2012: speaker, certified Common Good Consultant + ESD portal www.bildung-fuer-morgen.ch
- Married, 2 children (30 and 28 years old), Swiss and German citizen, born 1957 in Kassel
- TEDxLucerne | Ralf Nacke: What would it be like if the economy had the common good as its goal? www.youtube.com/watch?v=gE00XtW54-4



CMP Competent Management Partners AG
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