

**the POWER OF  
SYSTEMIC  
ECONOMY  
on territorial development  
23 october 2014 – Lille**

# OUR WORK ...

Creating tomorrow's economy and society

## Our experiences :

- Inform
- Train
- Consult
- Invest & entrepreneur

MICHEL DE KEMMETER — PAUL MAUHIN

**LE NOUVEAU  
JEU ÉCONOMIQUE**

Expérimentez **des solutions**  
**systemiques** pour entrer  
dans la nouvelle économie

# SYSTEMIC CHALLENGES

- Démography & pensions
- Managing diversity (gender, generations, cultures)
- Limits and price of resources, energy, HR
- Vulnerability of currencies
- Global and hyper-connected world
- Generation Z and its aspirations
- Climate & ecology
- War on & shift in talents
- Economies in recession
- Hyper-regulation, complexity & risks
- ...



# **3 PILLARS OF SYSTEMIC ECONOMY**

**1 CONTRIBUTE TO COMMON GOOD**

**2 CREATE VALUE ON 7 LEVELS**

**3 SHIFT FROM LINEAR 2D TO 3D BUSINESS  
MODELS**

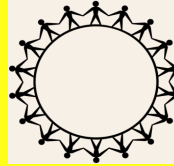
# CONTRIBUTE TO COMMON GOOD

## **HBR: Your Company's Purpose Is Not Its Vision, Mission, or Values (3 sept 2014)**

To inspire your staff to do good work for you, find a way to express the organization's impact on the lives of customers, clients, students, patients — whomever you're trying to serve. Make them feel it.

# 7D-Value

Contribution



Knowledge



Good communication



Emotional capital



Efficient sustainable process



Tangible values



Earth value



Destructive role

Knowledge liability

Bad/no communication

Emotional liability

Unefficient unsustainable process

Debts

Earth destruction

Immaterial

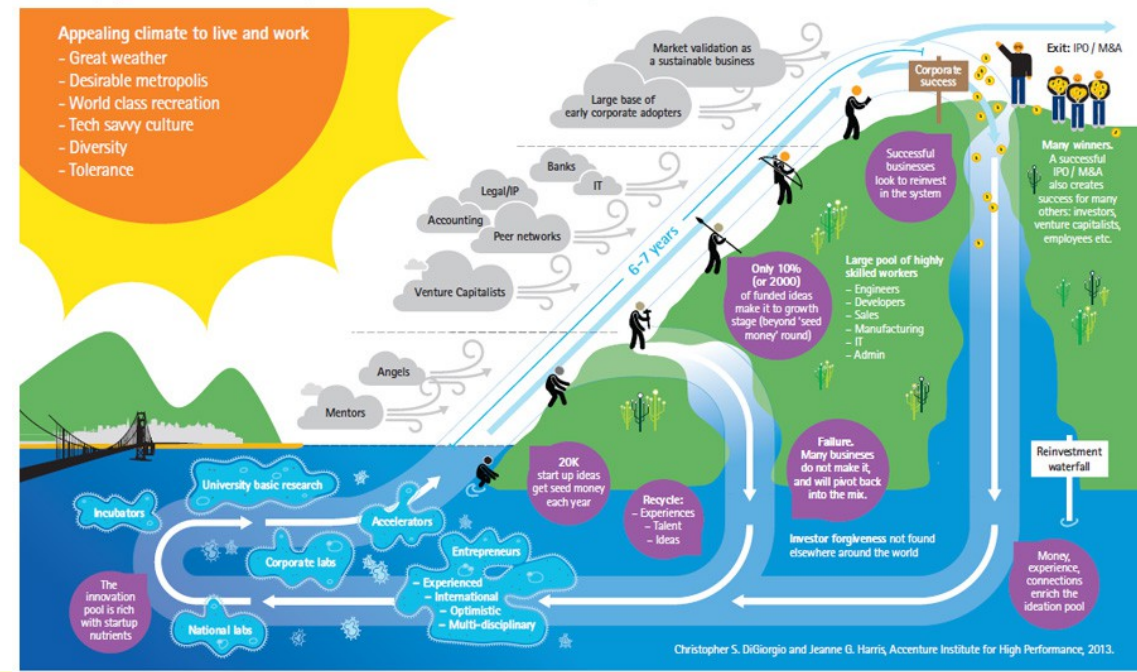
Material

# ECOSYSTEM

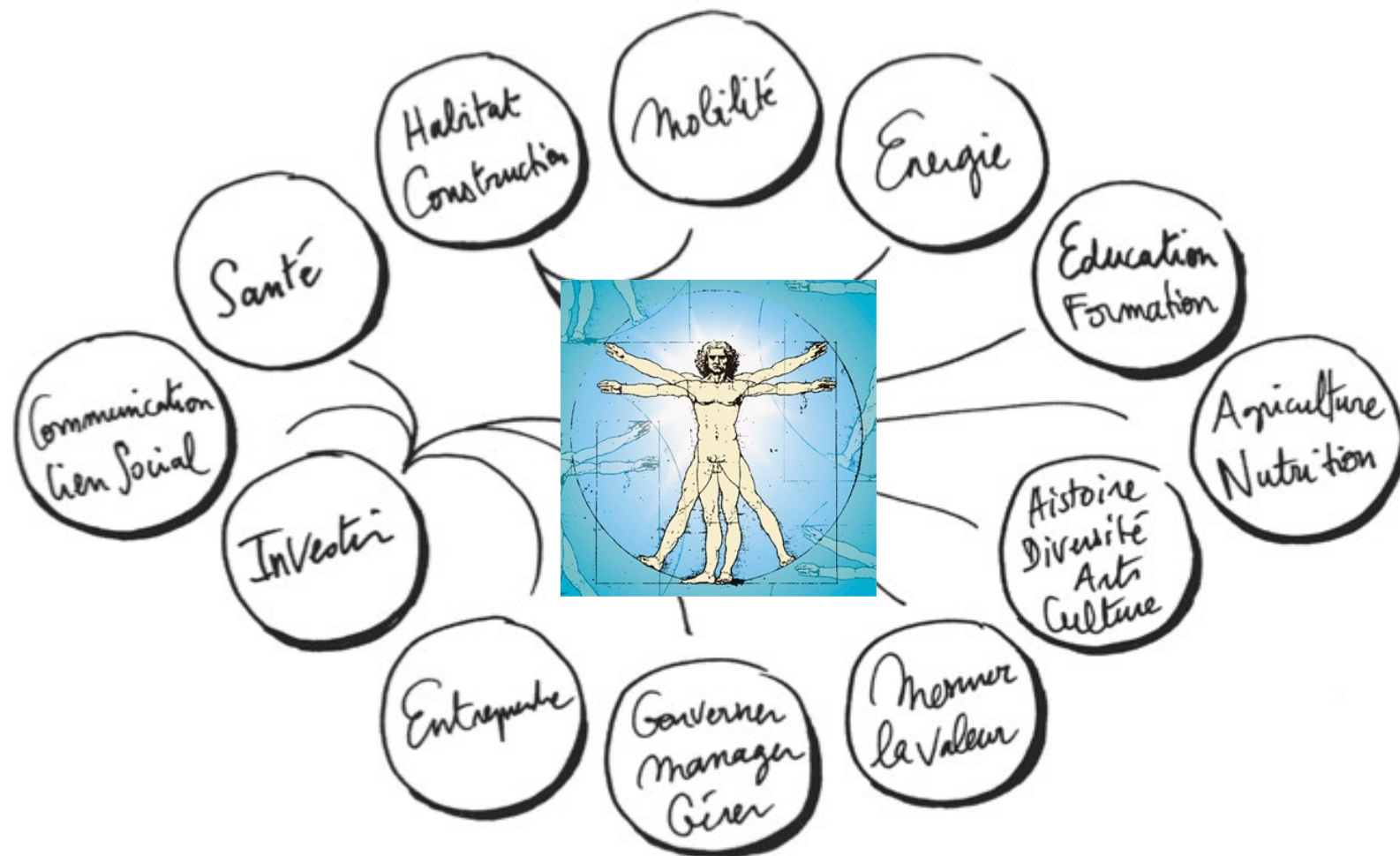
- 1 Design the ecosystem
- 2 Define resources and needs
- 3 Create loops of value progress

## Silicon Valley Tech Innovation Ecosystem

Silicon Valley's greatest innovation – how companies evolve from ideas to successful enterprises

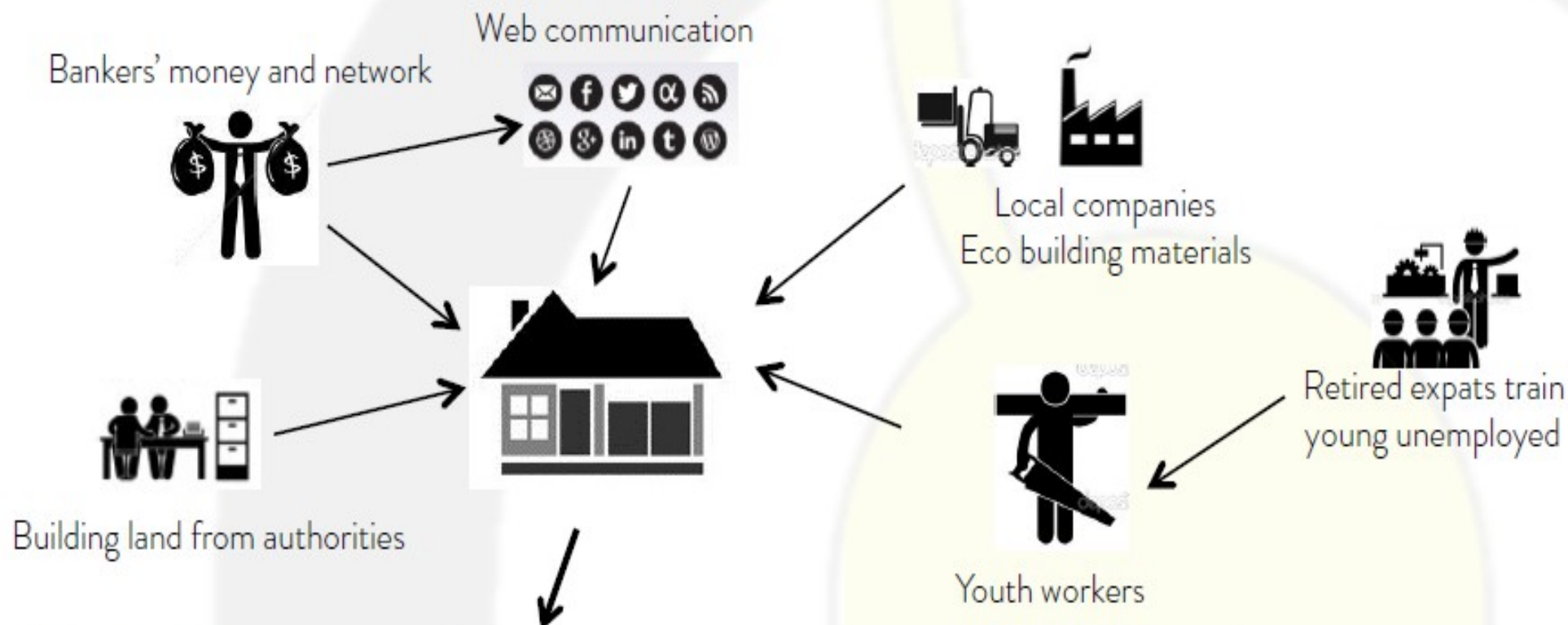


# 12 VITAL FUNCTIONS TO WORK ON:



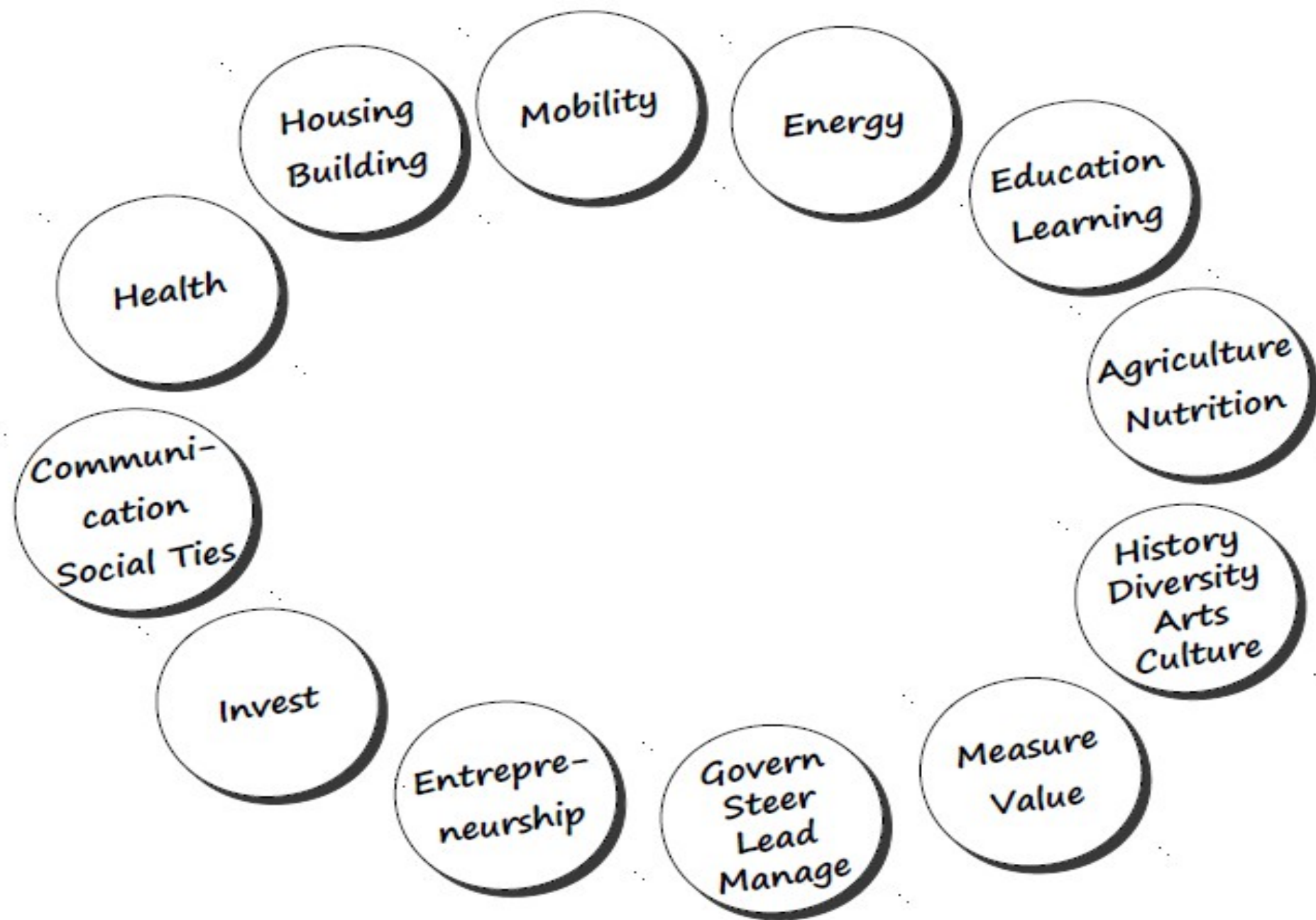


# Example: Casa Productiva, El Salvador



The *Casa Productiva* sustainable houses produce:

- Water
- Electricity
- Methane from compost
- Jobs: to build them & professional space inside every house



# Who wants more ?



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