



UNIVERSITY OF PÉCS
FACULTY OF BUSINESS AND ECONOMICS

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PALLAS ATHÉNÉ
GÉOPOLITIKAI
ALAPÍTVÁNY

Initiatives with the Blue Economy

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*University of Pécs, Faculty of Business and
Economics*

**Governing the Anthropocene: Cyber-systemic
Possibilities?"**

Herrenhausen Palace, Hannover Germany

30th - 31st July 2015

With the support of PAGEO
Pallasz Athéné Geopolitical Foundation

Elevator pitch

What is The Blue Economy?

**To develop our human technologies
in harmony with Nature.**



The Blue Economy™

A Report to the Club of Rome 2009

one innovative
business model
each week
for 100 weeks

Prof. Dr. Gunter Pauli

Founder Director of the ZERI Foundation

Member of the Club of Rome

Professor Systems Design at the Faculty of Architecture Politecnico di Torino

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ZERI

The Blue Economy

Sunday, January 3, 2010

The Blue Economy

Scientific theories, inspired by
Nature

Multiple innovations

Change the current business
models

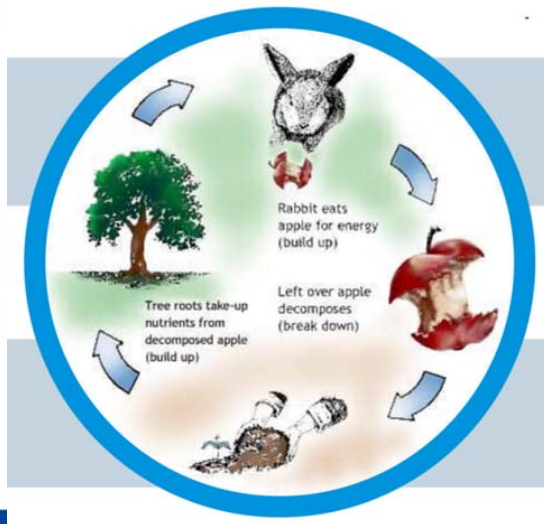


Gunter Pauli – entrepreneur and author

ZERI Foundation – Zero Emission Research and Initiatives

The Blue Economy

- Ecosystems connect, creating networks of networks, where each contributes to the best of its ability and endlessly cascades nutrients and energy using the enduring laws of physics.



Five Kingdoms:

- Monera – having no nucleus- bacteria
- Protista – having nucleus, produces oxygen and energy - algae
- Plants
- Fungi
- Animals

NO WASTE!!

Sustainable vs. Blue Economy

There is no trade-off: we have to develop biodiversity around us in order to have abundance.



@LarryRichardson.com



autopoiesis



Plus external energy

Ecology paradigm



Economy paradigm



Autopoiesis: "creation, production" refers to a system capable of reproducing and maintaining itself. (Wikipedia)

Hierarchy: Autopoietic systems can generate (more) complex systems, where there are **enough control** to achieve coordination towards the larger systems' good and enough autonomy to keep all subsystems flourishing.

Structural coupling: these systems develop in a co-evolutionary dynamic process – *emergent properties*.

Cybernetics: "The science of **communication and control** in man and machines" (Norbert Wiener)

What type of control can be applied in these processes?

- Institutional systems can be generated at the points, where emergent properties need them.



- All types of autopoietic movement should be supported?
- ***Priority of The Blue Economy: Nature based autopoietic processes provide an opportunity for a healthy development – starting from primary industries.***

Conclusion



The Blue Economy
is a bottom-up approach, where
Nature based autopoietic
processes could provide a
solid substrate/basis for a
healthy social and economic
development.