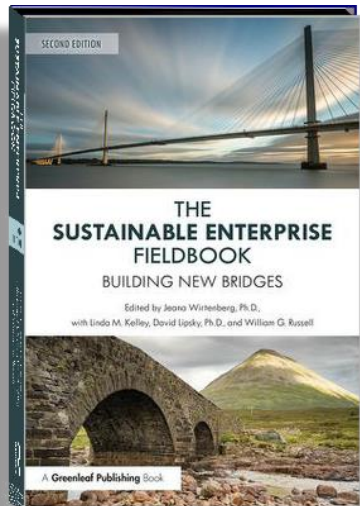


# Sustainable Globalization

The challenge and the opportunity

**Linda Morris Kelley**  
**April 16, 2020**



# Welcome everyone!

## Who's in the Zoom room?

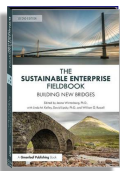
### Linda Morris Kelley



I work to advance holistic sustainability—environmental responsibility, social equity and thriving economies—inspiring and educating people, communities, businesses inclusively, collaboratively, creatively, and compassionately.

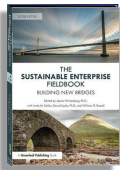
### Course Participants

- Who's here today?
- Please open the chat function and type a few words of introduction about yourself and why you chose this Course.



# Zoom logistics and etiquette

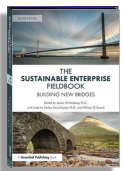
- **Using your microphone. We will each speak at times during this course**
  - You have control of your mic. You can mute and unmute yourself
  - If you have background noise where you are, please keep yourself muted when not speaking
- **Using your video camera**
  - We'd like to see your face at least once. (It's not the same as in-person but better than a disembodied voice)
  - If you have a lot of activity going on in the background or feel uncomfortable with the camera on, feel free to turn it off when you are not speaking
- **Using chat**
  - Please open the chat function when you log in to the session
  - Use chat to post Questions that occur to you but don't quite fit the flow of the conversation. Chat = questions parking lot
  - Use chat if you are having a technical problem and want some help. Someone will be monitoring and will offer assistance. Ginny O'Leary and Rae Landsdale will be chat monitors for this course (Thank you, Ginny and Rae!)
- **Raising your hand**
  - With varying connection equipment and speeds, there may be voice lag from time to time. If you want to say something and haven't been able to enter the conversation, *raise your hand*
  - We may use hand-raising for polling from time to time
- **Using a breakout room**
  - We will use the breakout room function for time-limited smaller group discussions about specific topics
  - Usually a breakout room conversation will include 4-5 people
- **Recording.** The course sessions are being recorded
- **You may freely share general information and noncopyrighted content from this course in conversation with others**
- **Any information or conversation of a *personal nature* that may come up in the course of discussion should stay within the group unless you have *specific permission* to share it with others**



# Course overview

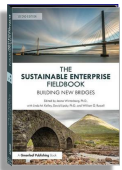
6 Thursdays, 3:30 to 5 pm

- April 16: **Introduction to Sustainable globalization**
- April 23: **Economic and financial; and Technology**
- April 30: **Poverty and inequity; and Constraints on growth**
- May 7: **Movement of talent; and Geopolitical**
- May 14: **Local and regional impacts; new models**
- May 21: **Holistic integration** – systems and mindsets (what we've learned, resources available, what to look for, how to recognize, and what to do moving forward)



# Process and basic agenda for each session

- **Check in**
  - Who's in the Zoom room
  - What thoughts related to sustainable globalization are you bringing in with you today?
- **Presentation of concepts and information**
- **Questions?**
- **Discussion/breakout rooms**
- **What did you learn from discussions?**
- **Session conclusion**



# The invitation of this Course

Technology has tied our world together more tightly than ever before in history. News cycles the globe within minutes.

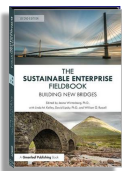
Washington State apples are enjoyed in Shanghai; strawberries from China (the world's largest producer) are dessert in New York.

We've had enormous benefits from globalization: greatly improved health, better education, knowledge and technology, and advanced infrastructure among them.

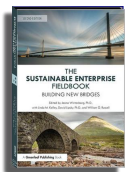
But there've been real costs – degradation of natural environments and upheavals in social realms among them.

How do we fix these very real problems, individually and cooperatively, with ingenuity, care and respect across the globe? It's a tall order. It can start with any next step.

- Start now.
- Start here.



Questions or comments?



# Disruption 2020: *where are we NOW?*

## ***How might this disruption further or hinder sustainable globalization?***

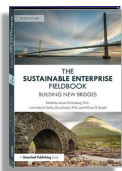
COVID-19 has ripped our old normal out from under our feet. We are standing now on uncertain ground both healthwise and economically. What is for sure is that what comes next will be different than what was only a few ~~short~~ long months ago.



Arctic sea ice, as seen from an ice breaker ship in 2014. *Bonnie Light/University of Washington*

*“You never change things by fighting against the existing reality. To change something, build a new model that makes the old model obsolete.”*

*attributed to R. Buckminster Fuller*

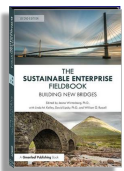




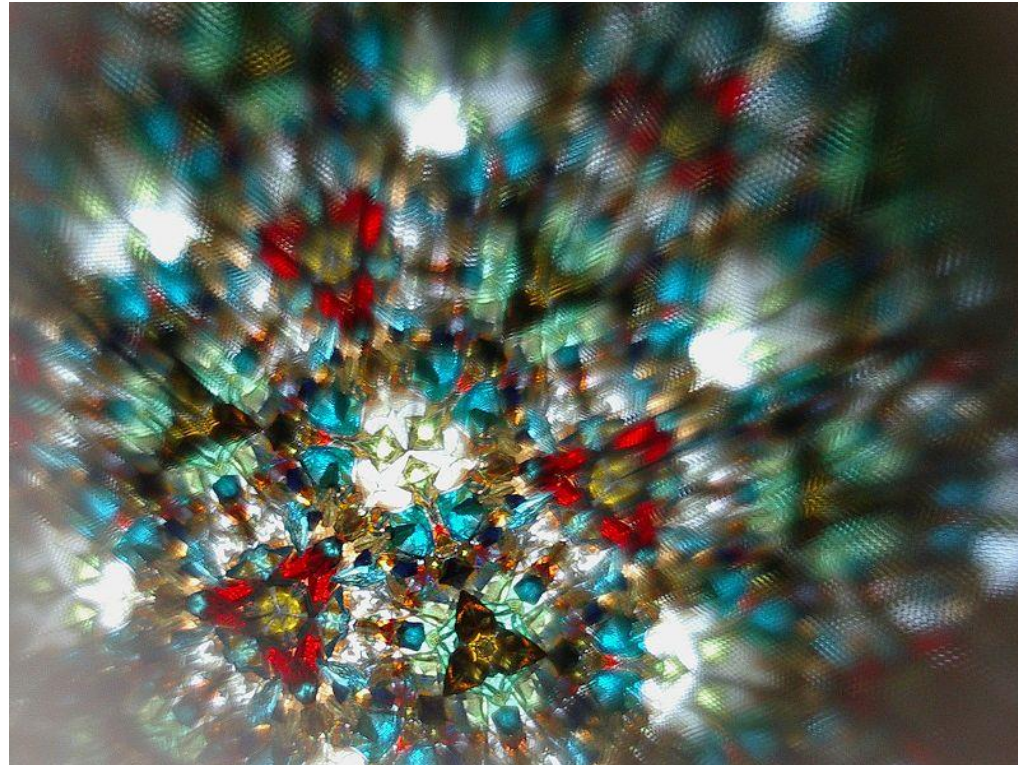
# Group discussion (*about 15 min, voice + chat*)

1. What are you missing today, right now, from your “old life” of last year?
2. What surprises you about what’s going on?
3. What are you doing now that you want to keep doing after restrictions are lifted, and why?
4. What do you think will be picked back up quickly once restrictions are lifted? By you? By other people?
5. What do you think is gone forever? Why?
6. What might be some of the consequences of these changes?

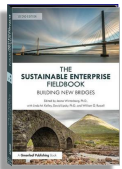
**Keep some of these questions and responses in mind while we explore sustainable globalization.**



# Kaleidoscope world

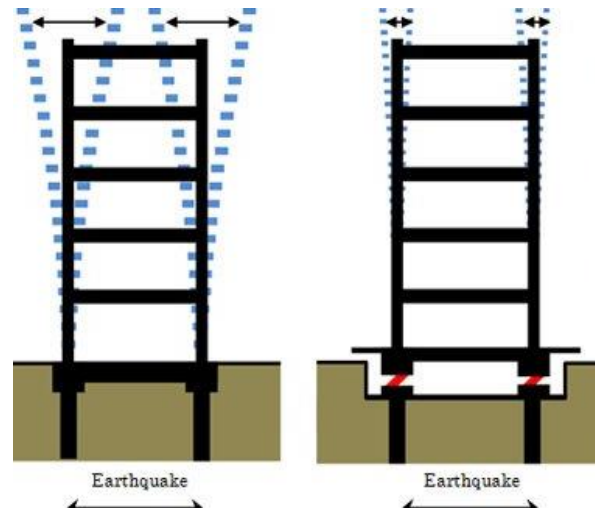


We cannot go back and recreate the past.  
The current state is the current state. The present is fleeting. We cannot hold it in stasis.  
“You can’t step into the same river twice.”

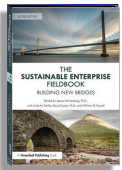


# What comprises sustainable?

- To sustain: to hold from underneath, to support, to bear, to keep up
- Sustainable implies a sense of enduring without failing
- Sustainable is the *foundation* and support for **thriving**
- **Sustainable is not the ultimate goal but the first objective**



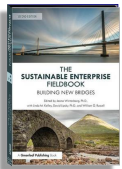
<https://www.bastanpol.com/en/modern-technology-to-reduce-earthquake-hazards/>



# What comprises globalization?



A recently coined word for an ancient practice



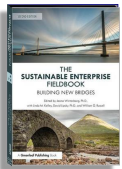
# What comprises sustainable globalization?

## Economic/financial

- Currency exchange
- Trade
- Environmental, social, and governance (ESG) framework
- Revised business models

## Technology

- Services sector
- Disruptive innovation
- Leveling the playing field
- Reuse and recycling
- Cultural practices



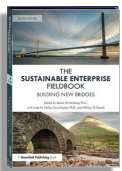
# What comprises sustainable globalization?

## Poverty and inequity

- Base of the pyramid
- New market creation
- Connectivity
- CSR (Corporate Social Responsibility)

## Constraints on growth

- Ecological footprint
- Ecosystem services
- Resource depletion
- Climate change



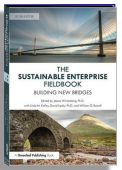
# What comprises sustainable globalization?

## Movement of talent

- Migration
- Urbanization
- Virtualization

## Geopolitical

- Governance
- Security and sustainability
- Globalism + localism
- Trade and capitalism
- Human rights



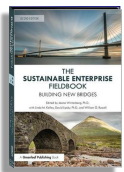
**5 Minute Break**



# Lens



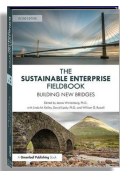
**What you see depends on what you look for.**



# 6 Lenses for exploring sustainable globalization

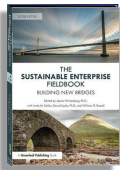


Lenses provide an initial focal point for viewing systems



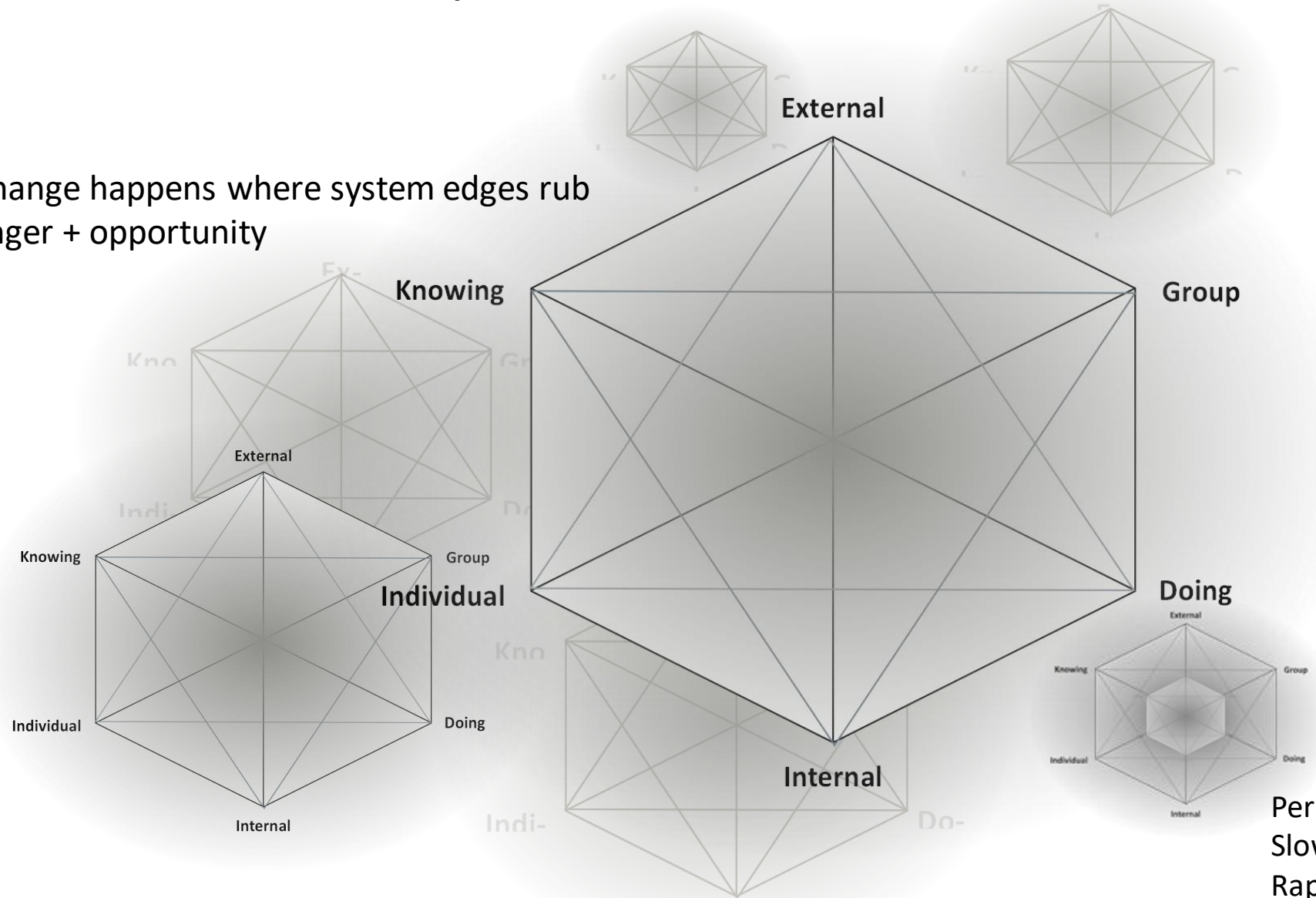
# Systems thinking and sustainability

- Each of us comprises a system
- We live as a system within systems: families, communities, habitats, Earth, solar system...
- Systems thinking is our natural state – that is, thinking as a system, embedded in systems, thinking about systems!
- Systems are holistic
- When any aspect of a system changes, the whole system changes as a consequence
- Separation thinking, distinctions, silo thinking, is learned behavior
- “I” feel sick... I feel great! ... “I” = a system

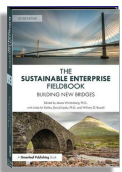


# Systems and system boundaries

Creative change happens where system edges rub  
Edge = danger + opportunity



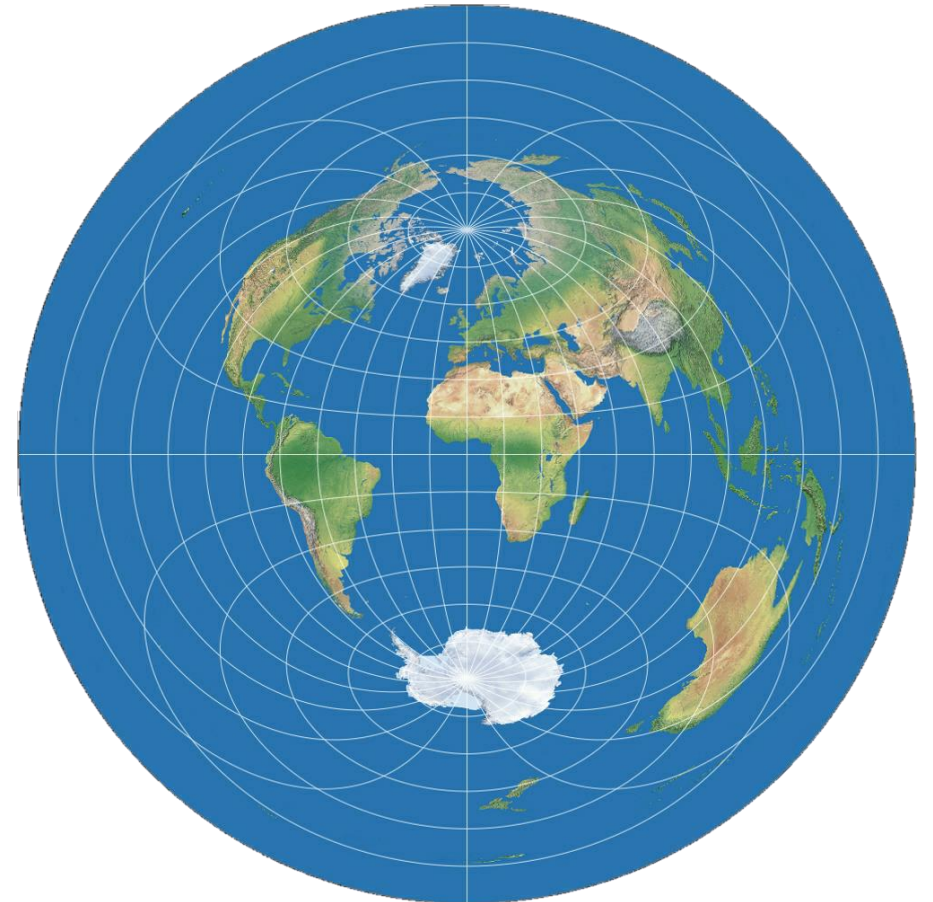
Permeability fosters change  
Slow change = evolution  
Rapid change = disruption



If we are immersed in systems each of us all the time, how do we sort things out?

How do we “know” what’s:

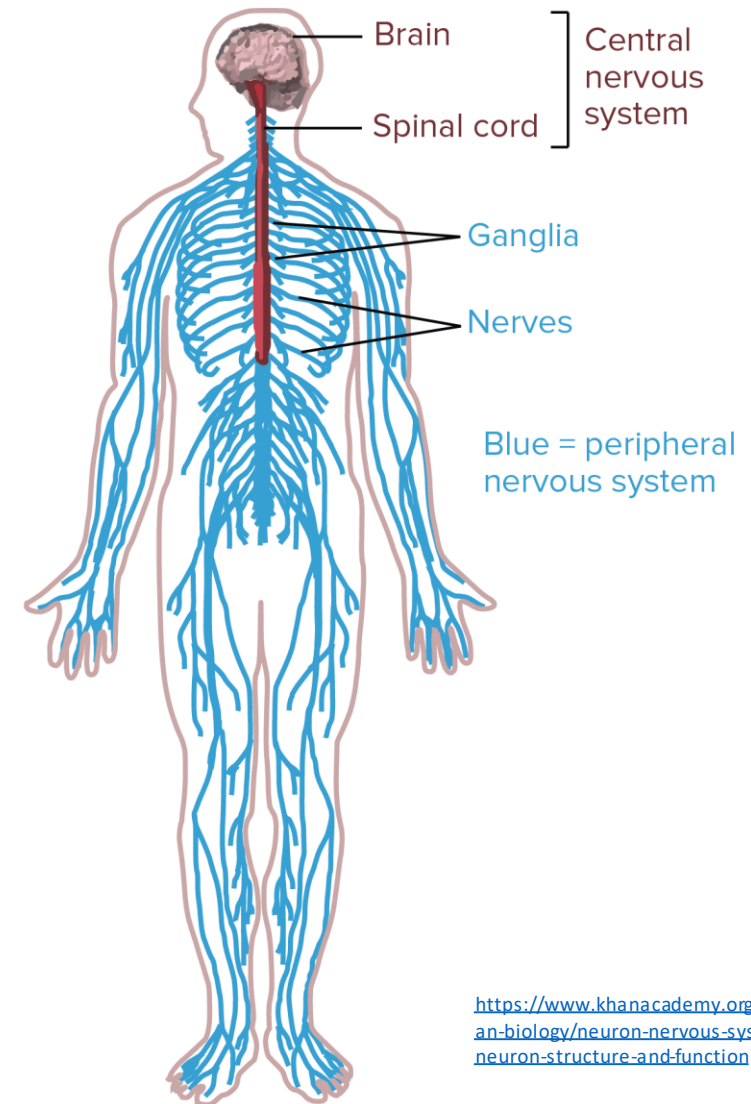
- True or false?
- Right or wrong?
- Real or fake?
- Good or bad?
- Doable or impossible?
- Acceptable or discouraged?



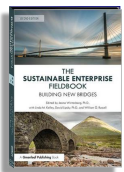
# Our mental models control our thinking, feeling and actions

## Our mental models predispose us to

- Either/Or (mutually exclusive)
  - Ideology vs practicality
  - Faith vs empirical
  - Quantitative vs qualitative
  - Vertical vs horizontal
- Both/And (not mutually exclusive)
- Act on: assumptions, assessments, assertions, or facts



<https://www.khanacademy.org/science/biology/human-biology/neuron-nervous-system/a/overview-of-neuron-structure-and-function>



# Do your mental models support or hinder sustainability?

Mental models drive thinking, feeling and acting:

I/you/we/they... shouldn't

- ... will
- ... should
- ... must
- ... won't

It is... good/bad

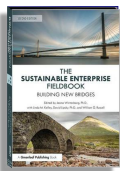
- ... right/wrong
- ... true/false
- ... real/unreal

**Mental models are consequential**

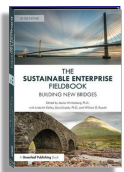
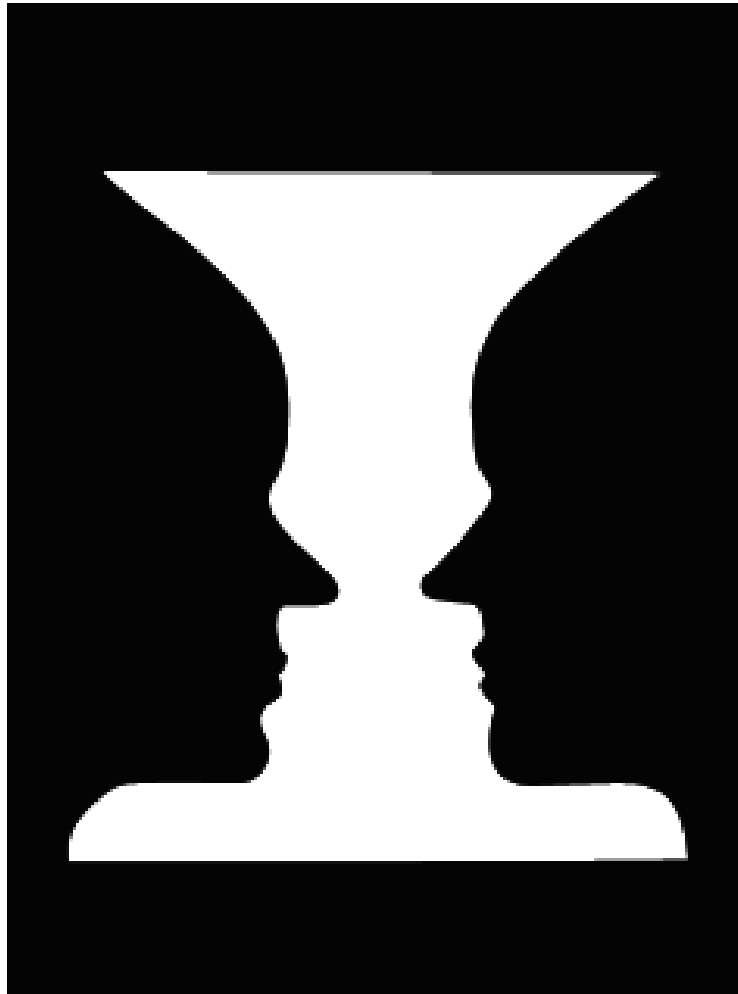
## Mental models comprise



**Mental models human operating systems.  
They are both personal and social**



# What do you see?



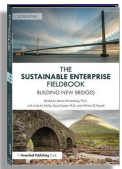


From where we are **now**, where are we going?  
It's a matter of beliefs, values and perspective.  
It's a matter of what matters!

### What is

- More and bigger is better
- Expertise
- Professionalism
- Other?

### What might be

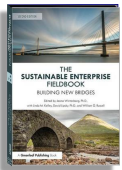
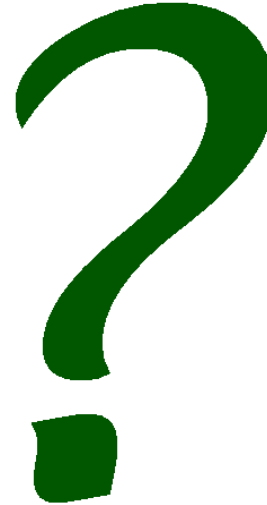


# Discussion in breakout rooms (about 15 min)

What is “reality” now

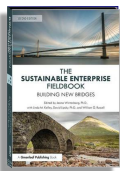


What might be

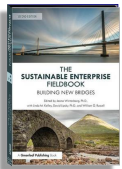
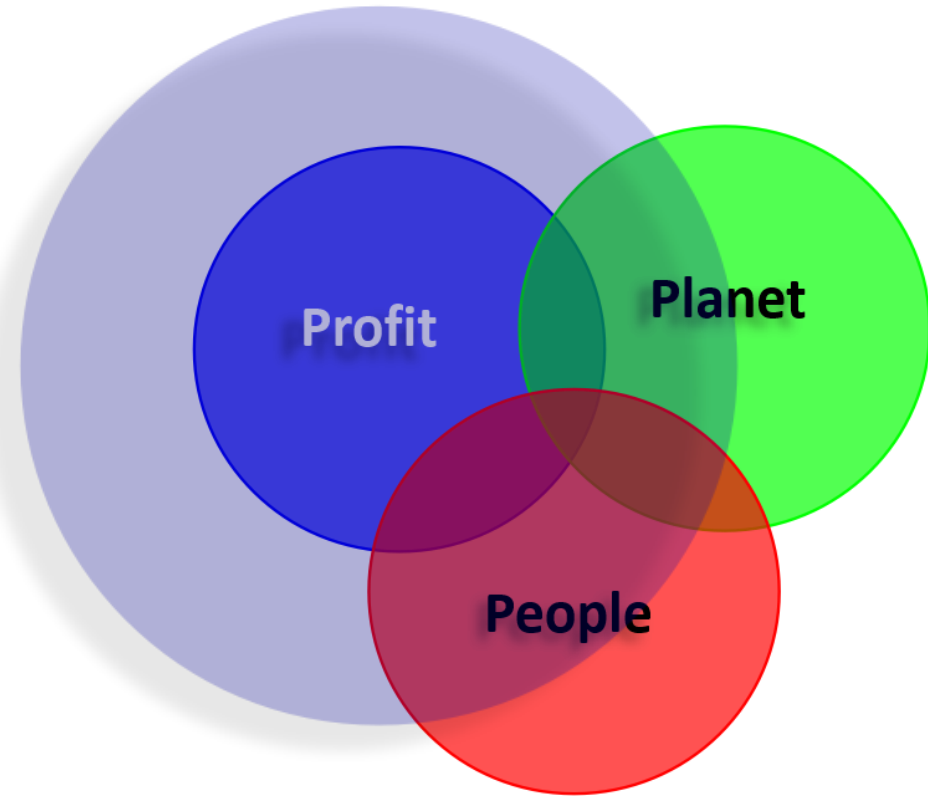
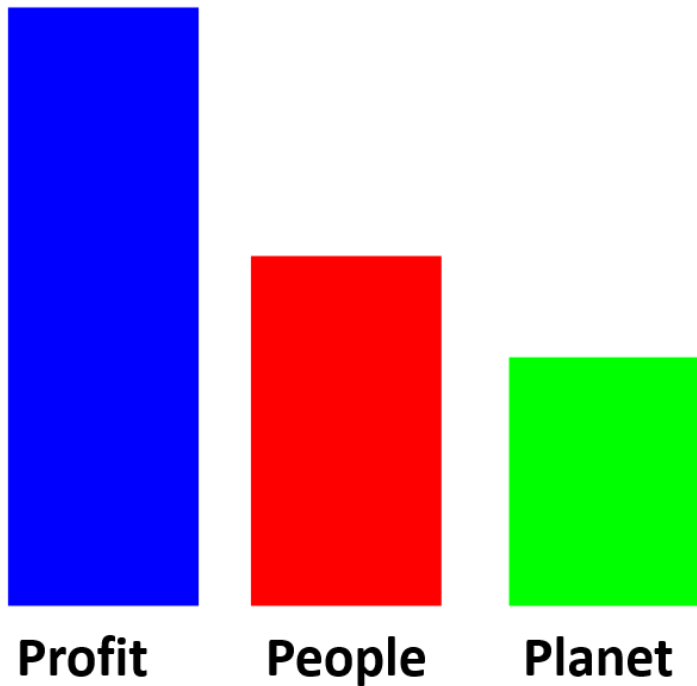


# Discussion groups report outs

- What did you learn?
- What new questions do you have?
- How might these connect to sustainability and sustainable globalization?



# The false premise of siloes and Venn diagrams

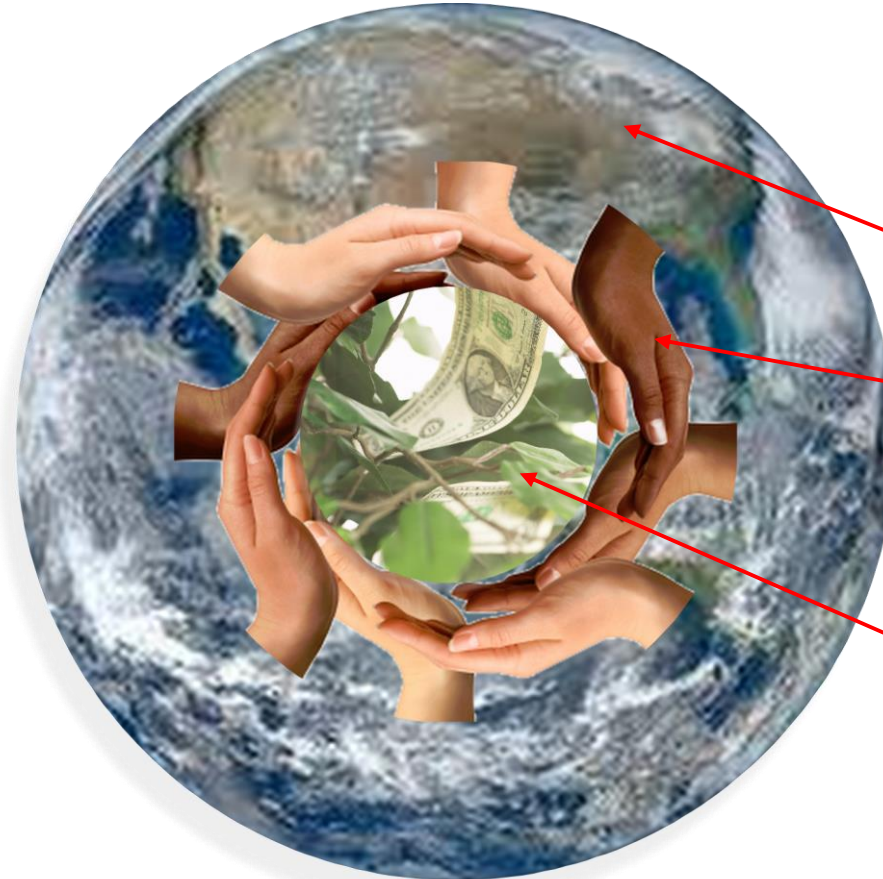


# Sustainability's bedrock is nested and networked interdependent systems, held within this single planet Earth.

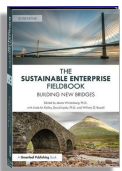
Everything we do is nested into the environment of Planet Earth. Without access to the resources of this supportive planet, humanity would not exist.

There are no externalities in Nature.

Resiliency depends on redundancies.

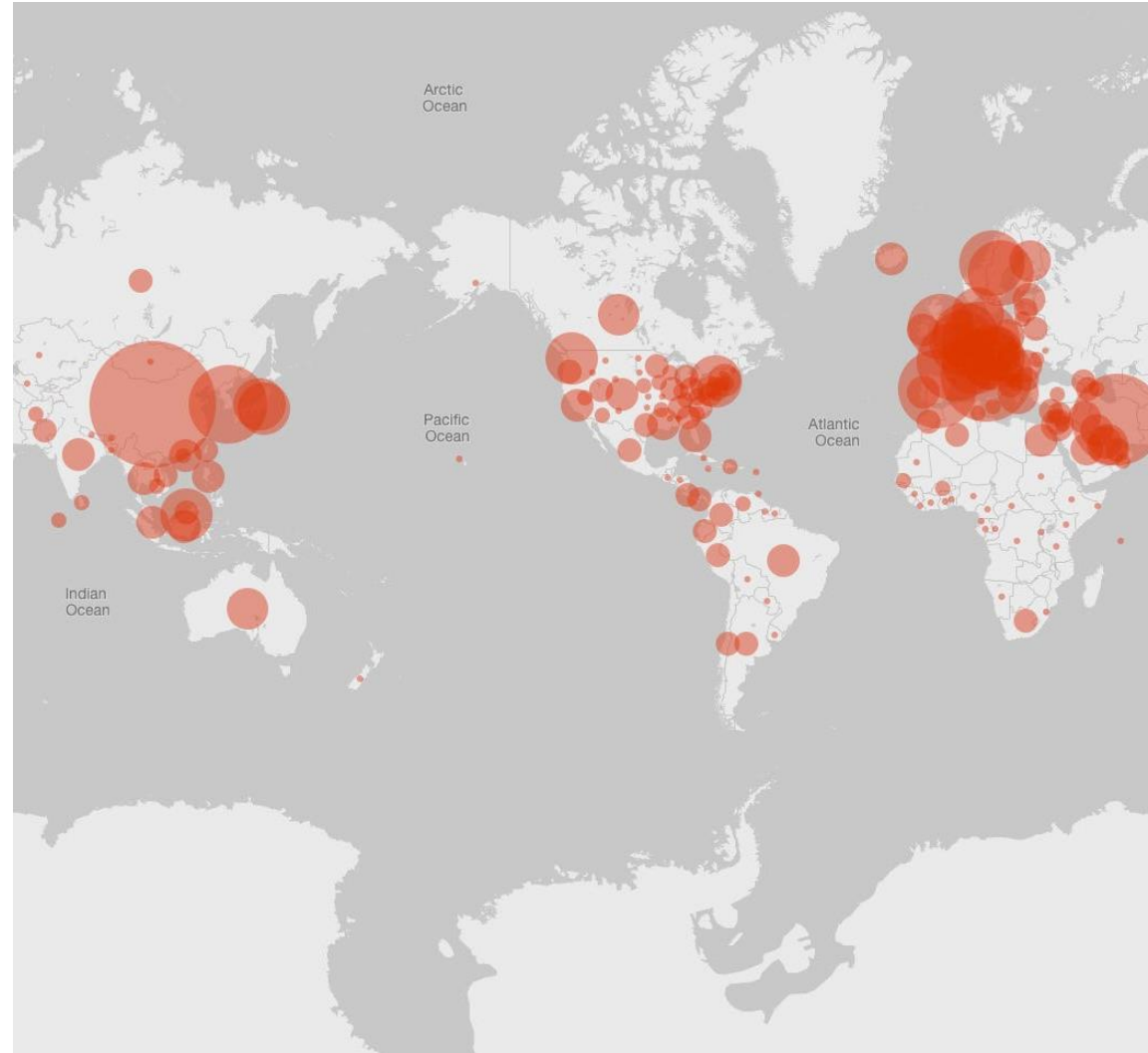


1. Natural resources, life support systems (Planet)
2. Human ingenuity: manufacturing, technology, cooperation > value creation systems (People)
3. Value exchange, trade, capital systems (Profit)

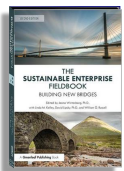


# Mapping globalization

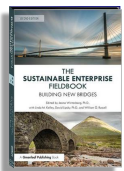
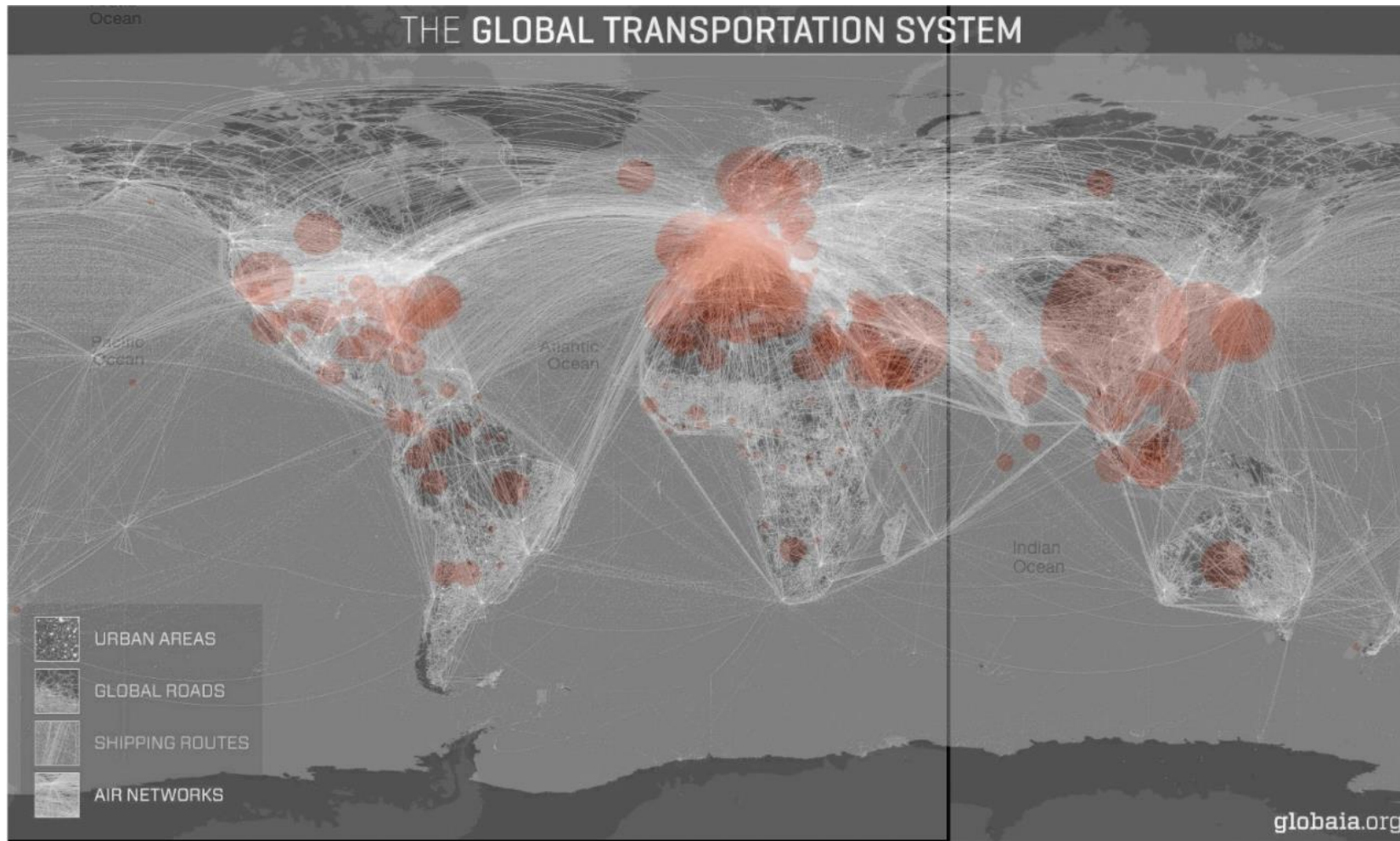
COVID-19 hot spots



<https://www.businessinsider.com/coronavirus-map-for-tracking-covid-19-cases-state-country-microsoft-2020-3>



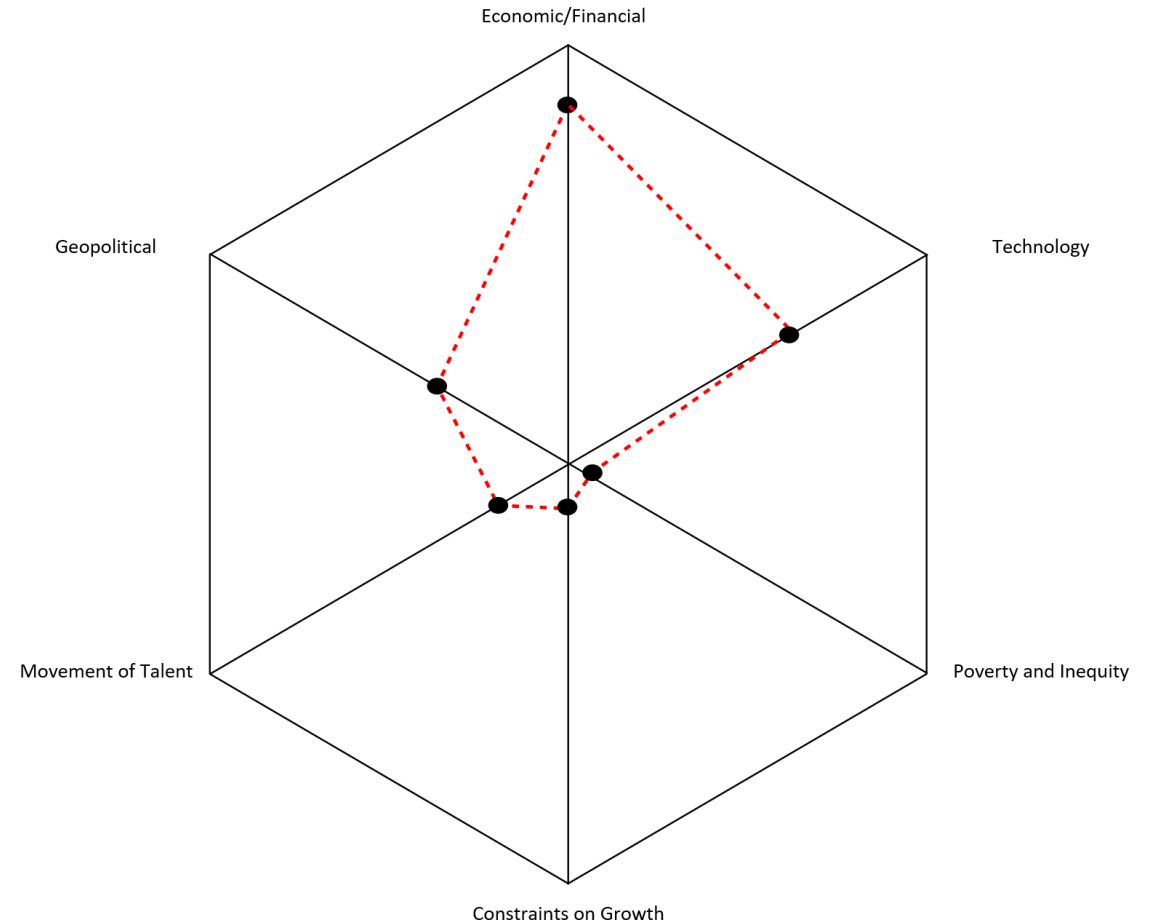
# Global transportation + COVID-19 infections



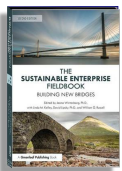
# Reveal interconnections and white spaces

*Example for Your Six Lenses Balances and Biases Plot Map*

- Environmental
- Cultural and social
- Economic
- Migration of perceived value
- Nature's inherent value

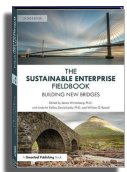


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# Questions and comments?



# Thank you for being here!

Preparation for **Session 2**, a) Economic and financial; b) Technology.  
Read: p. 9-17

