



American Sustainable Business Network

**The Real Bottom Line:
Meeting Our Fundamental Needs While
Bringing about Personal
and Organizational Transformation**



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3

Welcome and Introductions

We'll briefly introduce ourselves

Please introduce yourself:

- Your Name
- Organization
- Location with acknowledgement of the original stewards of the land we are currently occupying

8

Background and Acknowledgements

Special Thanks

ASBN
Livable Planet Working Group
Cultural Change and Media Team
The Natural Step
All of You

9

Goals

1. Gain new insights about ourselves and others that can allow us to live more fulfilled lives and workplaces, consume less, and live more simply and in harmony with our home the Earth, and all of Creation
2. Shift our orientation and develop a wider understanding. We can use our brains differently and access different aspects of our intelligence
3. Generate an individual sense of freedom and transformation
4. Transform business as we know it
5. Make this as experiential and interactive as possible and welcome you sharing your questions, experiences and thoughts.

10

Agenda

1. Hear your perspectives on fundamental needs
2. Dr. Abraham Maslow's Hierarchy of Needs - Terry
3. Dr. Manfred Max-Neef's Fundamental Needs - Terry
4. Our Need for Connection with Nature - Susan
5. Perspectives on Connection as a Fundamental Human Need - Gillian
6. Questions, Discussion and Sharing about your own experiences meeting fundamental needs and possibilities we can co-create

11

Questions

Please share about either:

1. How are you meeting your fundamental needs today?
2. What are one or more of your fundamental needs?

Distinguish between "wants" and "needs"

14



15

Dr. Manfred Max-Neef



Barefoot economist
Bottom-up Sustainable development projects in Latin America & Africa
Outside In
Real-Life Economics with Paul Ekins
Rector of Universidad Austral de Chile

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16

Manfred Max-Neef's Fundamental Needs Work

- Received the Alternative Nobel Prize
- Can meet people's fundamental needs with unlimited amounts of learning, laughter, love, meaningful work and community while eliminating what we don't want: stress, expense, pollution, and violence

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17

Essence of Manfred Max-Neef Fundamental Human Needs are:

1. Defined and possible to classify

Source: Max-Neef, Manfred, "Development & human needs," in Max-Neef, Manfred & Ekins, Paul (eds.), *Real-life economics: Understanding wealth creation*, Routledge Publishing, New York 1992

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18

Fundamental Human Needs

• Subsistence	• Leisure
• Protection/Security	• Creativity
• Affection	• Identity/Meaning
• Understanding	• Freedom
• Participation	• Transcendence

Source: Max-Neef, Manfred, "Development & human needs," in Max-Neef, Manfred & Ekins, Paul (eds.), *Real-life economics: Understanding wealth creation*, Routledge Publishing, New York 1992

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19

The Natural Step In (Inward)

A Creative Perspective on Max-Neef's Fundamental Needs

by Ed Kopp, Pop Sustainability

A Sustainable Self is composed of a **Physical body** that is healthy, exercises, eats a proper diet, gets ample rest and is **Protected & Secure** with ample shelter and surrounded by family and friends and is allowed to express **Affection/(Emotion)** and share feelings, desires, and emotions so that you gain **Understanding** of yourself, others and the world around you which lets you

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The Natural Step In (Inward)

by Ed Kopp, Pop Sustainability

Participate/Serve and contribute to your family, friends, causes, charities, and to allow yourself to be contributed to which can be balanced by **Leisure** to take time out, to "not do," to do things for the sake of pure enjoyment, to relax which allows for **Creativity/(To create)** to allow your own essence, your distinct personality to come thru in any form it wishes be it music, art, dance, writing, sports which gives you a sense of

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The Natural Step In (Inward)

by Ed Kopp, Pop Sustainability

Identity that special something in you that makes you distinctly you which leads to **Transcendence** and one's connection to all things, to know that you are one small piece of the whole which liberates you to **Freedom** and control of your own destiny. Your choices, your intentions, and your actions create your reality.

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22

Essence of Manfred Max-Neef Fundamental Human Needs are:

1. Defined and possible to classify
2. The same in all countries and in all historic times

Source: Max-Neef, Manfred, "Development & human needs," in Max-Neef, Manfred & Ekins, Paul (eds.), *Real-life economics: Understanding wealth creation*, Routledge Publishing, New York 1992

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24

Manfred Max-Neef Says Fundamental Human Needs are:

1. Defined and possible to classify
2. The same in all countries and in all historic times
3. Not interchangeable

Source: Max-Neef, Manfred, "Development & human needs," in Max-Neef, Manfred & Ekins, Paul (eds.), *Real-life economics: Understanding wealth creation*, Routledge Publishing, New York 1992

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25

Manfred Max-Neef Says Fundamental Human Needs are:

1. Defined and possible to classify
2. The same in all countries and in all historic times
3. Not interchangeable
4. Possible to satisfy at a high degree while decreasing society's use and disposal of natural resources

Source: Max-Neef, Manfred, "Development & human needs," in Max-Neef, Manfred & Ekins, Paul (eds.), *Real-life economics: Understanding wealth creation*, Routledge Publishing, New York 1992

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26

Retrofitted Apartment Building in Gothenburg, Sweden



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27

Greenhouse & Fundamental Needs

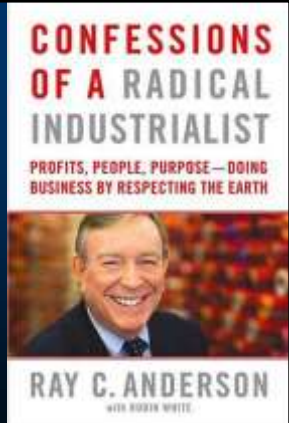


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28

Confessions of a Radical Industrialist – Profits, People and Purpose – Doing Business by Respecting the Earth

by Ray Anderson
(NY: St. Martins Press, 2009)



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31

Power of Meeting Fundamental Needs

- Everyone has these basic needs
- No one is against - Bring together Republicans, Democrats, Greens & Independents
- Ray Anderson at Interface utilized them
- We can meet the basic needs of everyone
- Antidote to Affluenza - Rather than telling people they must give up things, they can have more of what they want (healthy, attractive & nurturing environments) and less of what they don't (pollution, violence, stress & expense)

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Who We Really Are

- In the immediate aftermath of 9/11, everyone looked at their lives differently
- They rethought what is important & wanted to serve and contribute
- However, what did our country's leadership ask us to do?
- **To go shopping**
- **But every American knew that that is not what we wanted to do**
- **We are far more than our things**
- **This is the conversation of our time. It can transform the world.**

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33

Can We Cure Our Consumption Addiction, aka "Affluenza"? (John de Graaf) And Not Consume the Planet to Death?



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34

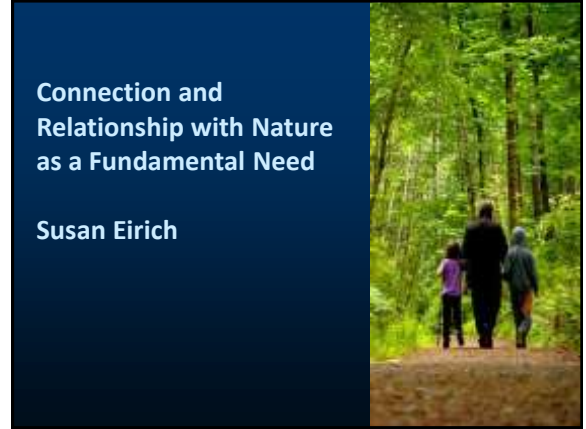
We can no longer have everything we want, but we can be more than we ever imagined.
– Mike Nickerson, Sustainability Project



35



36



39

Reconnect, Reawaken, and Resolve: A Joyous Path Toward Healing Ourselves and Our Earth

The wild animals are lonely for us.



We may not realize it but we are lonely for them.

We have become disconnected from each other.

What if we enlarged our sense of community to truly include all living beings in our thinking and planning? What would be the state of our environment then?

Reconnection Ecology offers a path to come back to our true place within an expanded community of all of Life. To solve our ecological and spiritual crises, human consciousness must expand to connect with all Life, with its multitudes of intelligences, and expressions of spirit.

www.earthfireinstitute.org

42

A child crawls toward a puppy, inexorably drawn, and the puppy responds.

We go to the forest for solace, sensing the peace that resonates from a harmonious community of Life forms. We receive it.

Life recognizes Life in all its many forms.

Life exults in Life.

Connecting with Life—any Life form—creates a glow. In that connection energy flows and we are healed.

This is our natural inheritance—what we instinctively know. What helps us thrive. This is what we have been torn from as we live in an increasingly soulless, frantic, man-made world. This is what we can and must return to.


It is quite simple, really, if we come from that place as our guidance. Not easy, but simple.

It is possible.

It is essential.

It is joyous.

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43

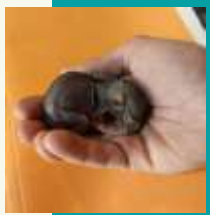
To solve our ecological crises, we need to connect deeply and fall in love with other life forms.

Life recognizes Life

Life exults in Life

Connection opens channels through which flows information, strength, and healing, leading to creative, practical solutions

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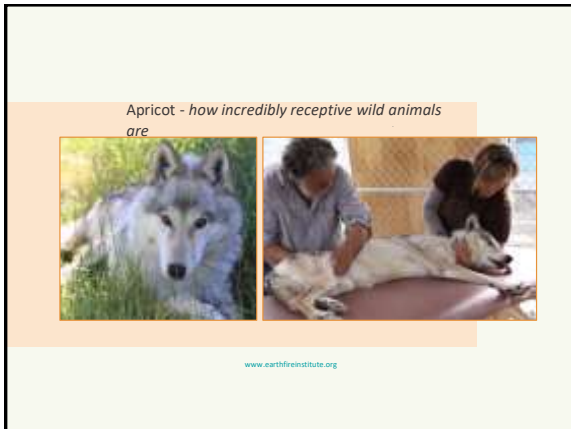
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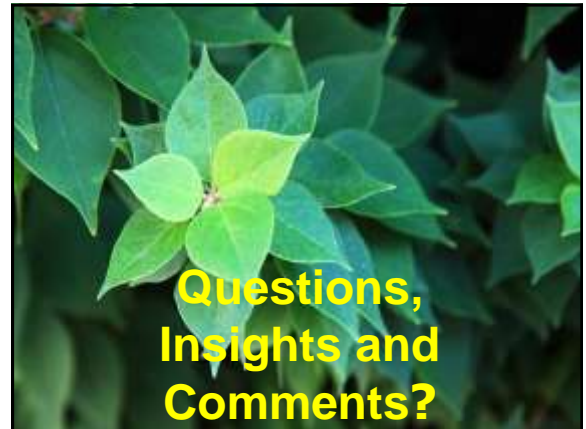
Major Bear and Huckleberry Bear Bear

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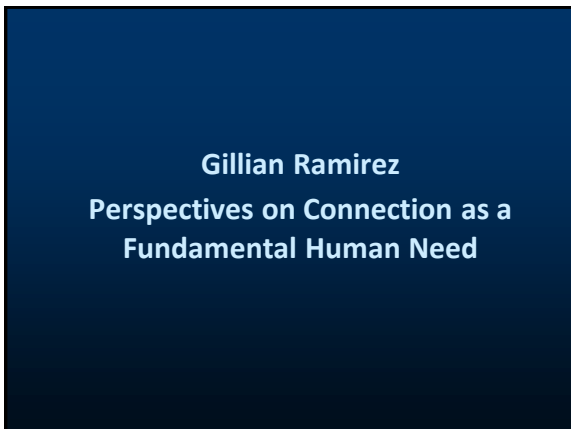
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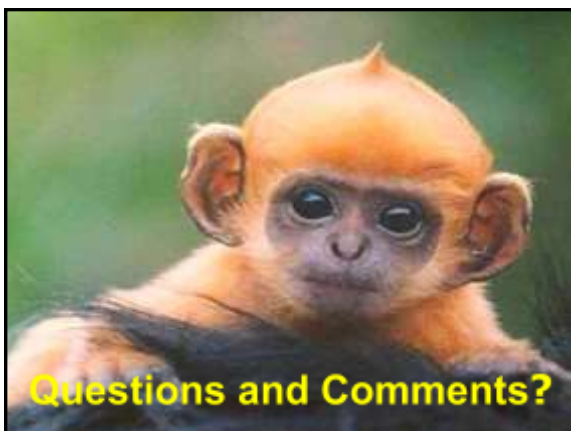
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53



54



75



77

■ *When you are inspired
by some great purpose,
some extraordinary project,
all your thoughts break their bonds;
your mind transcends limitations,
your consciousness expands
in every direction,
and you find yourself in a new,
great & wonderful world.*
– Patanjali

78

Closing

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How valuable was
this?
Would you be
interested in
learning more?



79