



# K-Evolution

SUSTAINABLE DEVELOPMENT THROUGH EDUCATION

[www.kevolution.org](http://www.kevolution.org)



Integrated Cultural Landscape Management for Local and Global Sustainability

**From Local Culture to Global Markets**

20 march 2015, Mação

Arheleia  
Ἀφέλεια



# About Us



**K-Evolution**

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## VISION

To become an active voice in Portugal on the subjects of sustainability, citizenship and entrepreneurship, in order to boost the construction of an innovative, inclusive, fair and dynamic society that is capable of promoting the sustainable development of Portugal.

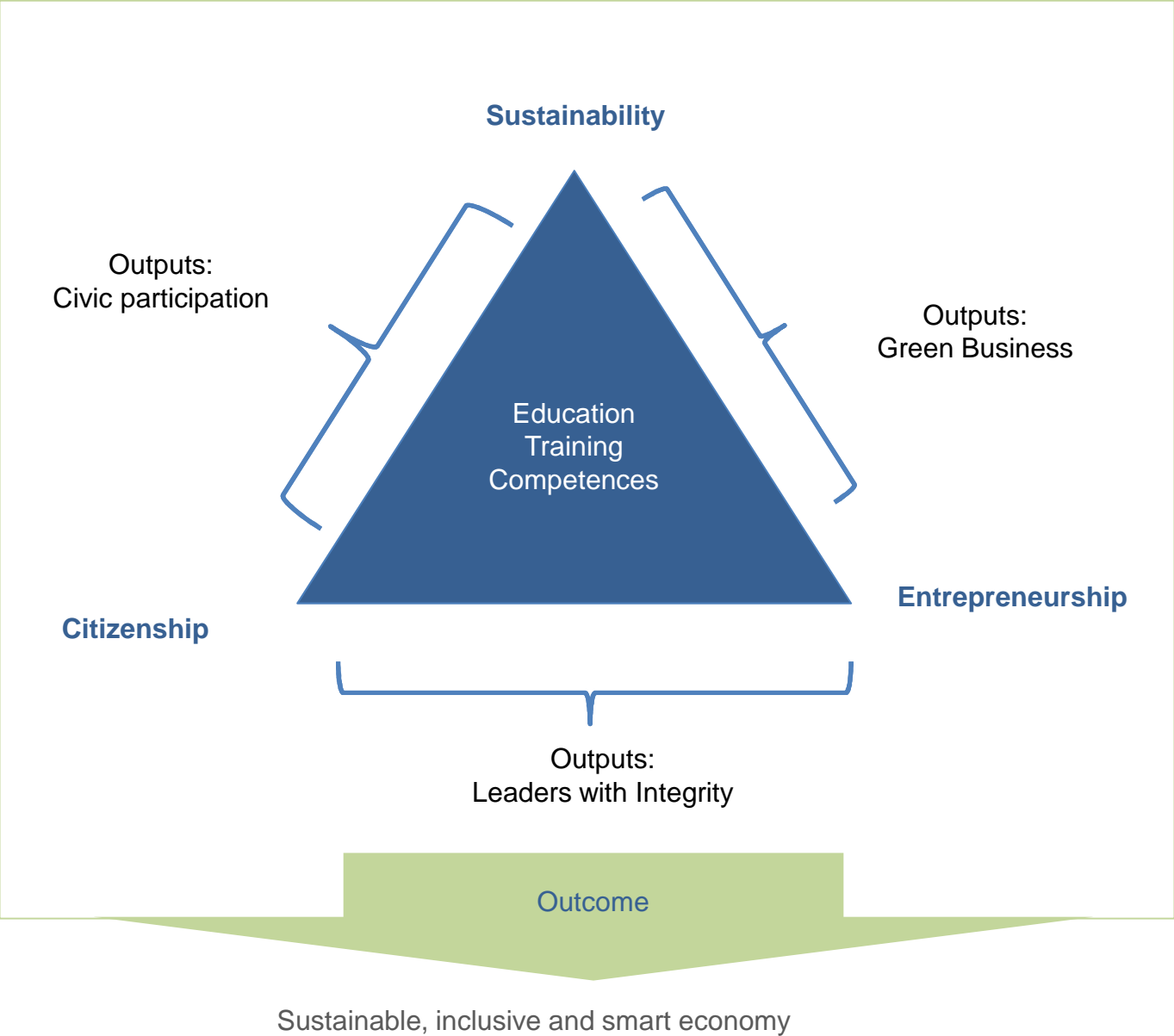
## MISSION

To **empower** a new generation of leaders in Portugal with **interdisciplinary** knowledge and skills on the issues of **sustainability, citizenship and entrepreneurship**.

Promotion of **humanistic, intercultural, creative and practical knowledge amongst the youth**, the executives and the general population, in order to develop a new vision on the role of the individual in regards to promoting sustainable development and citizenship.



# Our Model



# What we want to be in 2020:

Production and Democratization Center  
of Knowledge

in the areas of

Citizenship, Ethics, Sustainability and  
Corporate Responsibility



# What we want to do in 2020



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Training and workshops	Research and Knowledge	Schools support
<p>Students and Teachers</p> <ul style="list-style-type: none"> <li>• Accredited Training for teachers</li> <li>• Workshops with students</li> </ul>	<p>Scientific knowledge</p> <ul style="list-style-type: none"> <li>• Books</li> <li>• Academic Articles</li> <li>• Crowdfunding for PhDs and Masters</li> </ul>	<p>Creativity and emancipation of students</p> <p>Support schools</p> <ul style="list-style-type: none"> <li>-In new projects</li> <li>-Brainstorming</li> <li>-...</li> </ul> <p>Concepts:</p> <ul style="list-style-type: none"> <li>-Happiness and harmony</li> <li>-Dreaming about a better future</li> <li>-...</li> </ul>
<p>Executives</p> <ul style="list-style-type: none"> <li>• Micro companies</li> <li>• SME</li> <li>• Large companies</li> </ul>	<p>General Knowledge</p> <ul style="list-style-type: none"> <li>• Games</li> <li>• Books for kids</li> <li>• Books with a simple language about complex issues</li> </ul>	
<p>Society</p> <ul style="list-style-type: none"> <li>• Public that is interested in discussing and learning about societal issues</li> </ul>		

Contribution for the Public Policy

Portugal, Cabo Verde, Moçambique and Angola

# So far between 2014 and 2015, Workshops

Youth day in Santarém,  
2014

200 students



2015:  
Public consultation on  
“Green economy  
commitment” by  
Portuguese Government

400 students



2015: JEVE

Funded by Gulbenkian and  
EEA Grants

Promoting Green Jobs and  
Green Skills



## So far between 2014 and 2015, scientific papers

### Research

**Spring 2015:** Chapter about “Portugal”, in *The World Guide to Sustainable Enterprise*, Greenleaf Publishing

**July 2015:** Article “Steps for a Sustainable Entrepreneurship Model – Contribution for a Method”,  
*Journal of Business and Economics*.

**Spring 2016:** Chapter “Using Scenario Planning as a Tool to Incorporate the Triple Bottom Approach in the Mainstream Business Strategy Classes” in the book *Sustainability in Management Education*, Edward Elgar Publishing.

...

### Training and Others

Erasmus + call (piloting KE model)  
Partnership with Cabo Verde University  
Portugal 2020 Calls  
Partnership with Local Municipalities, eg. Santarém



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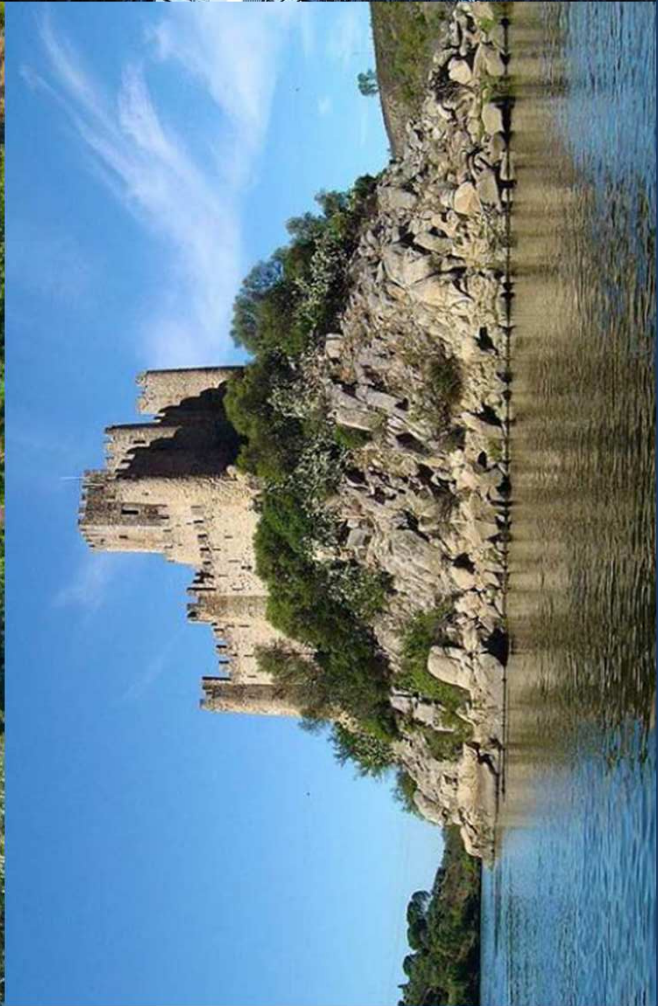
SUSTAINABLE DEVELOPMENT THROUGH EDUCATION

**We aim to bring  
Virtue and Conscience to the  
economics and management  
practices/ theories**





"From Local Culture  
to Global Markets"



# Primark Scandal: Second Shopper Finds 'Forced Labour' Label





How can these two worlds have a conversation?

# The Fundamentals, as we know them, are wrong

Capitalism (private market) has no  
Conscience and no Ethics

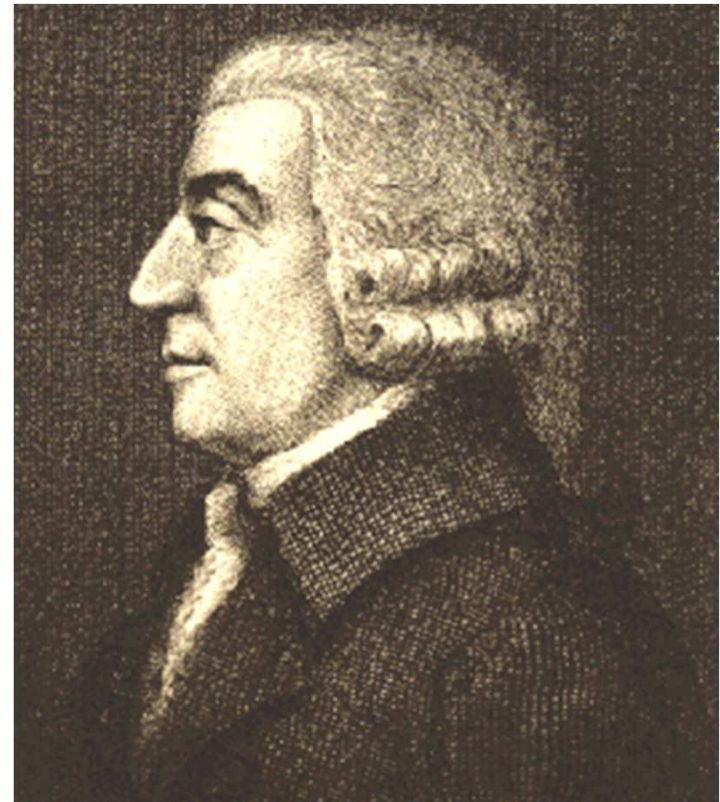
Adam Smith was the father of Capitalism  
(market economy)

# The real “Fundamentals”

“No society can surely be flourishing and happy of which by far the greater part of the numbers are poor and miserable. ”

“It is not very unreasonable that the rich should contribute to the public expense, not only in proportion to their revenue, but something more than in that proportion.”

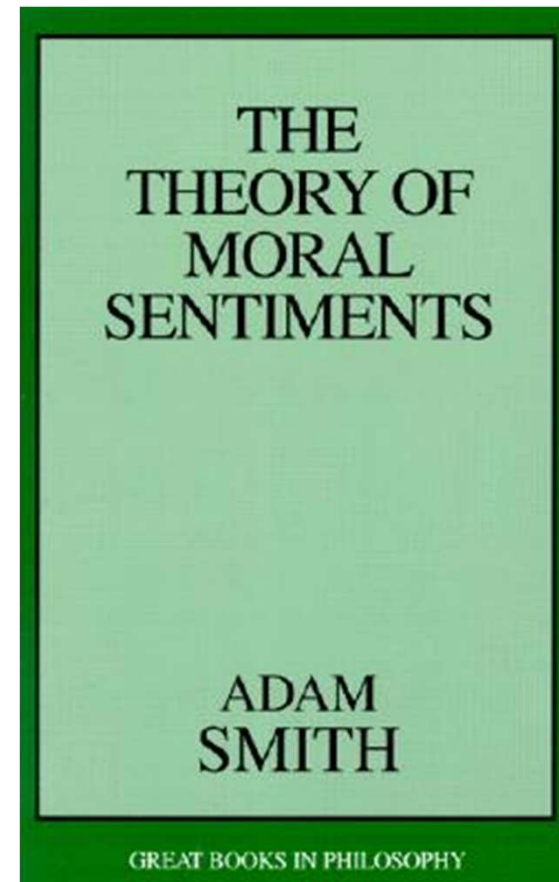
“Mercy to the guilty is cruelty to the innocent.”



Adam Smith

# Adam Smith was a Liberal and a capitalist with a conscience

How selfish soever man may be supposed, there are evidently some principles in his nature, which interest him in the fortune of others, and render their happiness necessary to him, though he derives nothing from it, except the pleasure of seeing it.”





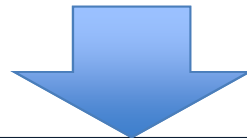
# The Real “Free Market” Assumption

“The first thing you have to know is yourself. A man who knows himself can step outside himself and watch his own reactions like an observer.”

Adam Smith

“Any animal whatever, endowed with well-marked social instincts, the parental and filial affections being here included, would inevitably acquire a moral sense or conscience as soon as its intellectual powers had become as well developed, or nearly as well developed, as in man.”

Darwin



Economic Agent has conscience

Economic Agent behaves ethically because he/she  
feels pleasure on it

What do we teach in Management  
and Economics Schools?

# Economic Agents are Rational

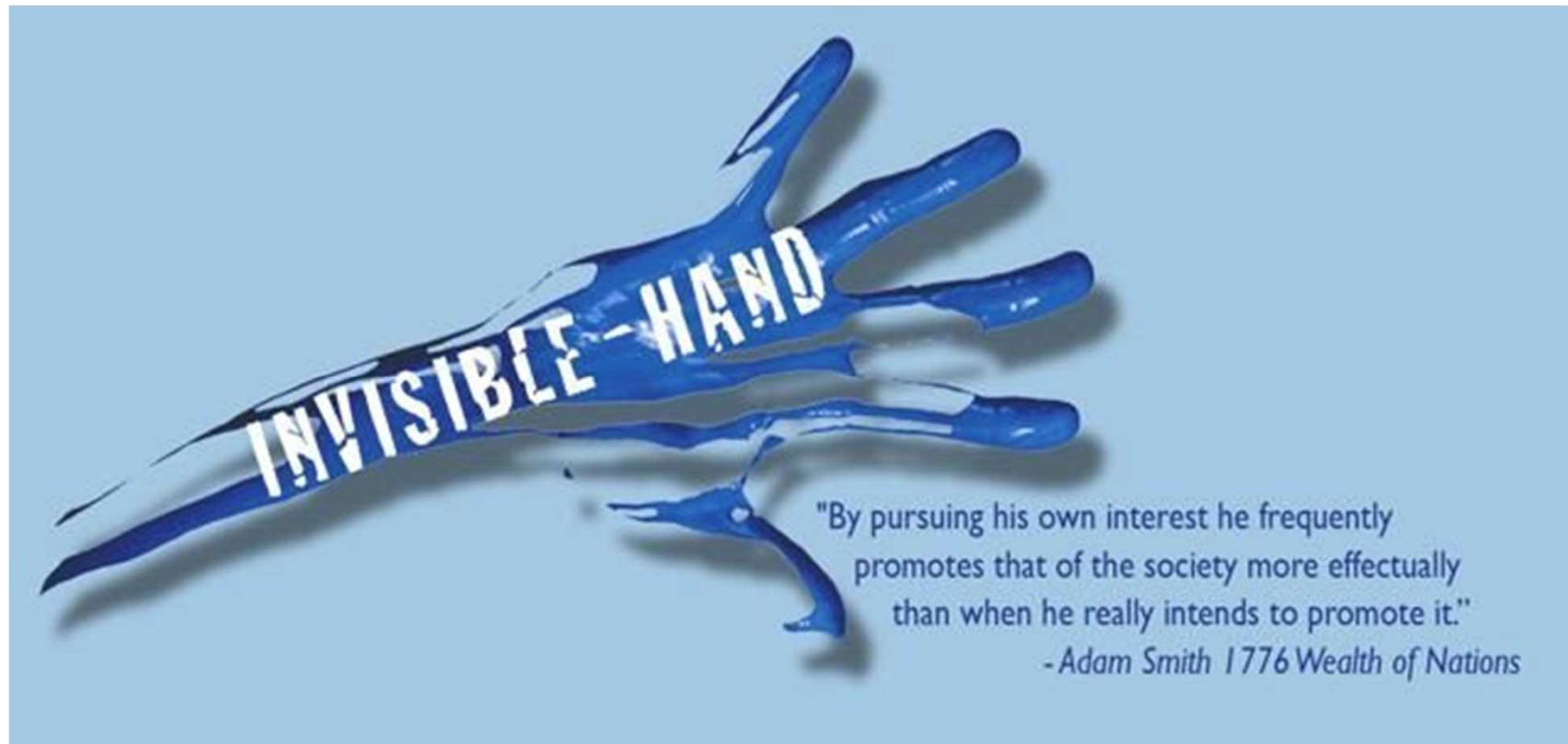
- People maximize his/hers utility by consuming as much as possible
- Companies produce as much they can in order to maximize profits
- Information is accessible to all people in the same way



## Why do we teach this?

So that we can assume that it is possible to anticipate the reaction of people and have economic models about the future

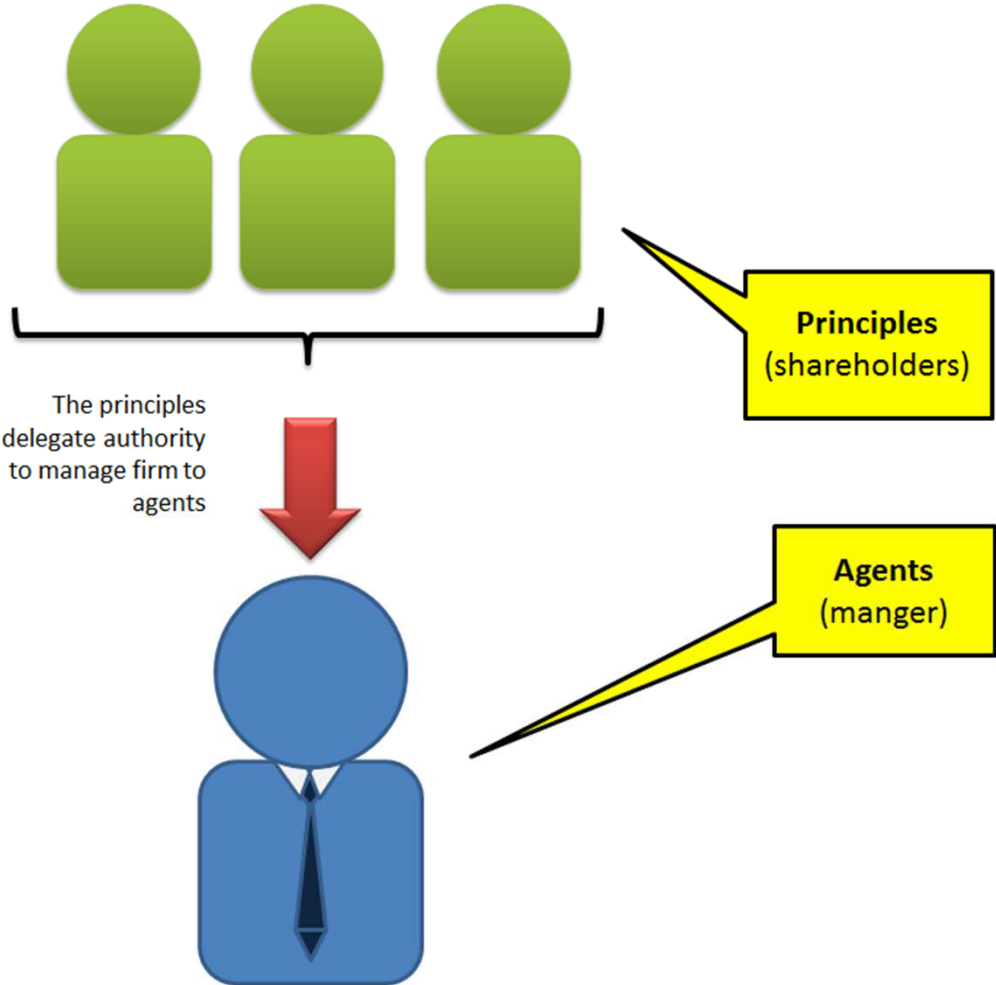
# The invisible hand of Adam Smith



"By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it."

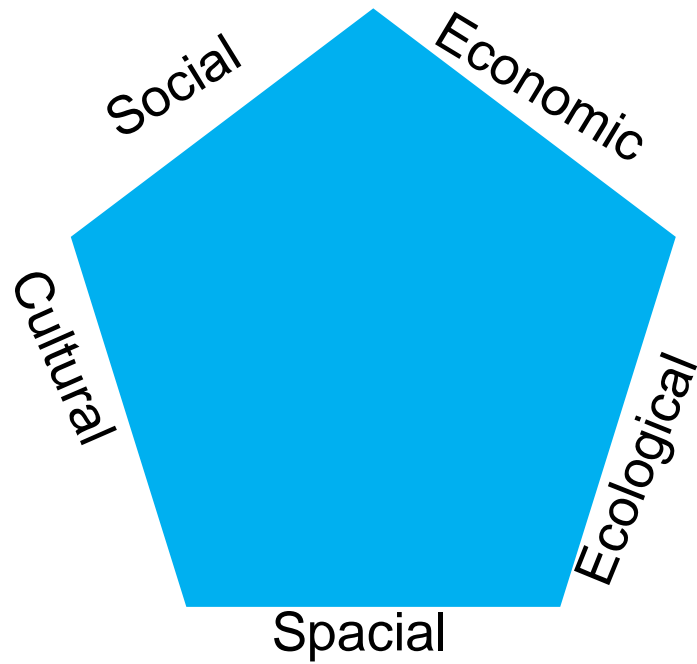
- Adam Smith 1776 *Wealth of Nations*

# The Principal-Agent Theory



What SHOULD we teach in  
Management and Economics School?

# Management and Economics inside global systemic ecosystem



(Sachs , 1993).

# Re-Creating Management and Economics


- ◆ ***Stakeholder Model instead of Shareholder Model***
- ◆ **Conscience instead of Agency**
- ◆ **Humanistic Management Theory**
- ◆ **Consumption with moral values and not only utility**
- ◆ **Ethical Finance: Ethical Banks, SRI Funds**
- ◆ **Ethical companies: Capitalism with Conscience, B Corps**
- ◆ **The economic value of ecosystem services**



# Re-Creating Management and Economics

**All of these topics:**

- **Include the future in today's decisions**
- **Attribute a value about the future**
- **See economic agents as people and citizens**



We will only be able to have conversations between “Local Culture” and the “Global Markets”, if we teach those who will decide about new economics and management theories.

Otherwise this is all about wishful thinking!



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