

RENAISSANCE 2
SOCIAL INNOVATION CATALYST



An Integral Approach to Catalyzing Effective Social Innovation

How Renaissance2 Catalyzes, Supports, Incubates and
Launches Projects that Make a Real Difference, Now

An up to date list of Renaissance2 projects is available from our website at:
www.renaissance2.eu

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Renaissance2 Foundation

Dr Robin Wood

Renaissance2 : A Call to Accelerated Effective Action that Scales Now

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Renaissance2 : A Call to Accelerated Effective Action that Scales Now

1. Renaissance2's Integral Approach to Catalyzing Social Innovation

The critical path to making it through to a thriving global civilization in the next decade is defined by our ability to dramatically accelerate social and technological innovation. This must be done in a coordinated way to ensure that we communicate and connect what is working and learn from success rather than failure. The role of Renaissance2 is to catalyze social and technological innovation globally through a meshwork of networks of innovative leaders spanning business, government, civil society, science and culture. We do this by applying the five critical dimensions of social innovation (*Maps & Mindsets, Methods, Meshworks**, *Transformative Business Models* and *Movements*) to the seven Renaissance2 innovation crucibles: *Renewable Energy, Resilient Environments, Enlightened Enterprise, Integral Governance, Wise Culture, Human Wellbeing* and *Conscious Evolution*.

The current global crisis represents an unprecedented opportunity for business in general and green social business in particular. The crisis demands that each of us do things very differently in the future. The challenge we face is that none of us have been trained specifically how to do this, and the skills required are a hybrid of business talents, social activism and innovation genius. The way Renaissance2 makes the difference is by catalyzing highly effective action that tackles the key issues we need to resolve in the next decade and beyond, by developing the leaders of the future working with the leading innovators of today. This is done through a portfolio of action learning projects initiated by Renaissance2 members supported by the Renaissance2 Leadership Learning Cycle with dynamic online platforms and services.

** A “meshwork” integrates hierarchies and self-organizing webs of relationships uniting information, people and resources for more effective actions & outcomes. In R2, worldcentric maps, accelerated methods, transformative business models and powerful meshworks are embodied in the brilliance of our members and their networks as a powerful driver of accelerated conscious evolution...*

2. How Can You Initiate or Get Involved in a Renaissance2 Project?

You can get involved in, initiate, support or invest in a Renaissance2 project through our online platform or by attending one of our events. There are five key stages in this process, starting with selection, followed by connection, collaboration and know-how development. If a project is especially strategic for Renaissance2 it could also qualify for incubation, which is explained in section 3.

a. Project Selection

Of course, accelerated innovation and incubation is only one key ingredient in this mix- at Renaissance2 it is vital that the way in which things are done aligns with the values and goals of our network and organization. This means that we apply what we call the “R2 Equation” to test whether a project is aligned with our values and goals, with the following questions:

Does this project or activity –

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- ADVANCED DESIGN - Apply the principles of integral design?
- SUSTAINABLE OUTCOMES - Deliver a sustainable outcome in a sustainable way?
- ACCELERATED INNOVATION - Apply the principles of accelerated, breakthrough innovation?
- INTEGRAL LEADERSHIP- Demonstrate second Renaissance leadership in action?
- TRANSACTIVIST CAPABILITIES- Develop those involved as anticipatory high-leverage step-changers applying integral approaches as leading transactivists?
- PRECISION TRANSFORMATION - Move us toward desirable outcomes with precision?

b. Connecting

Renaissance2 scans for similar projects in our meshwork of networks and we connect projects which can be of mutual benefit to each other. We also connect projects to people, money, customers, suppliers and other much needed resources as the needs of each project become clear at each stage of the project development lifecycle.

c. Collaborating

Renaissance2 provides the platforms for collaboration between R2 connected projects. These include AI-based scanning and mapping, meshwork-ready project management tools, low-cost video-conferencing and collaboration suites, integral dashboards and social innovation networking capabilities.

d. Know – How

We train and develop project leaders in the skills they need to run a successful project and we successfully incubate strategic projects that have the capacity to make a big difference in each of the 7 Renaissance2 innovation crucibles. We call these innovative leaders “transactivists” as they are activists capable of transcending and including many perspectives while transforming the human systems they transact with.

"We will have a WorldShift sooner or later, and more than likely by the end of 2012. This is our current window in time. Robin Wood's ideas for a Second Reconnaissance - this time a global, and holistic rebirth and not only a European socio-cultural one - are a precious compass for helping us make the coming worldshift into a shift to a new and vital human civilization: an upshift to evolution, rather than a downshift to extinction."

Ervin Laszlo on Dr Robin Wood's new book: "The Great Shift- Catalyzing a Second Renaissance"

- Author of WorldShift 2012 and 86 leading books on the future
- Founder of the Club of Budapest and co-founder of the Club of Rome and "limits to growth"

3. The Five Dimensions of Successfully Accelerated Social Innovation

There are millions of social entrepreneurs and thousands of different organizations supporting them. What makes Renaissance2 different in its approach? The following five characteristics of the way we do things differentiate us in important ways from the usual accelerators and incubators, as they are based on decades of experience in accelerating, transforming and incubating major projects and businesses, many of them in collaboration with global corporations and NGO's.

a. Maps and Mindsets

Applying the appropriate maps and mindsets to the challenge and issues at hand is critical to success. We apply integral, systemic models to our projects which ensures that they are viable and robust in the face of rapid change and that they embody a "second Renaissance" way of doing things.

b. Methods and Technologies

At Renaissance2 we are also deploying the most effective methods and technologies for social and technological innovation to catalyze coherent *meshworks* that enable the right resources, organisations and communities of practice to become engaged in projects. These methods and technologies are based on decades of advanced research and successful practice by the founders of Renaissance2 and our partners in the WorldShift Alliance.

c. Meshworks

Knowing how to catalyze and work well in a meshwork of organisations, networks, communities and individuals is the key to the success of any business, government, NGO or project. Our hands-on experience of creating successful meshworks in multi-cultural environments and across a diverse range of organizations and institutions is exceptional.

d. Transformative Business Models

A Transformative Business Model is a way of doing business that changes the world around it for the better while adding value for its stakeholders. It seeks not only profit but operates according to principles which enhance the wellbeing of people, communities and the planet. Our founders and partners are role models in the way they have led and built transformative business models in dozens of countries over the past few decades.

e. Movements

Together these 4 dimensions of accelerated social innovation enable us to align the social forces around us into the integral equivalent of a social movement that can get things done in elegant ways. The partners and members of Renaissance2 have all led and currently are involved in a wide variety of movements from the struggle against apartheid to environmental causes to climate change, as well as in the cultural and spiritual domains.

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4. Project Types

Renaissance2 gets involved in, supports, sponsors or incubates projects in a wide variety of locations with different kinds of partners from individuals to businesses to NGO's to governments, for a multitude of purposes related to our seven innovation crucibles.

Projects can be classified by:

a. Goals and Clients

-Communities in need- we work with communities seeking to better their way of life in renewable ways. We are currently working mainly in Europe in urban areas, but seek to expand our range of projects into Africa in 2010 based on our founders African heritage and experience.

-System transformation- the socio-technical systems providing the enabling infrastructure for most cities, communities and organizations need to be transformed to become sustainable and renewable. Where we possess the capabilities and resources we focus our energies on projects which enable us to provide significant leverage of our know-how.

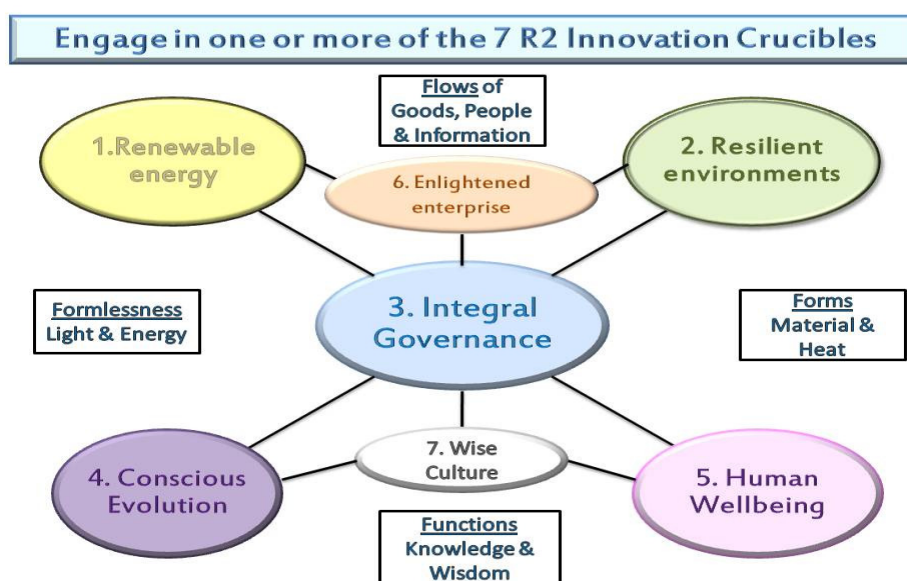
-Advanced research projects- we get involved in advanced research projects which are critical to the evolution of the breakthrough innovations in each of our innovation crucibles. Normally we partner with other organizations which bring specialised skills and networks in a particularly important area of research which has the potential to unblock a barrier to breakthroughs in an important area.

b. The 7 Innovation Crucibles

These are the key areas of social and technological innovation required to create a thriving global civilization in the Renaissance2 model. Imagine yourself living in a world ...

... powered by *renewable energy*.....where people live and work in well designed, *resilient environments*.....in which *enlightened enterprises* deliver excellent, sustainable products and services....one where *integral governance* is provided by foresightful, healthy organizations and systems.....and *conscious evolution* powers a thriving global civilization in which a *wise culture* and *human wellbeing* are paramount.

Figure 1 – The Seven Innovation Crucibles



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c. Outcomes

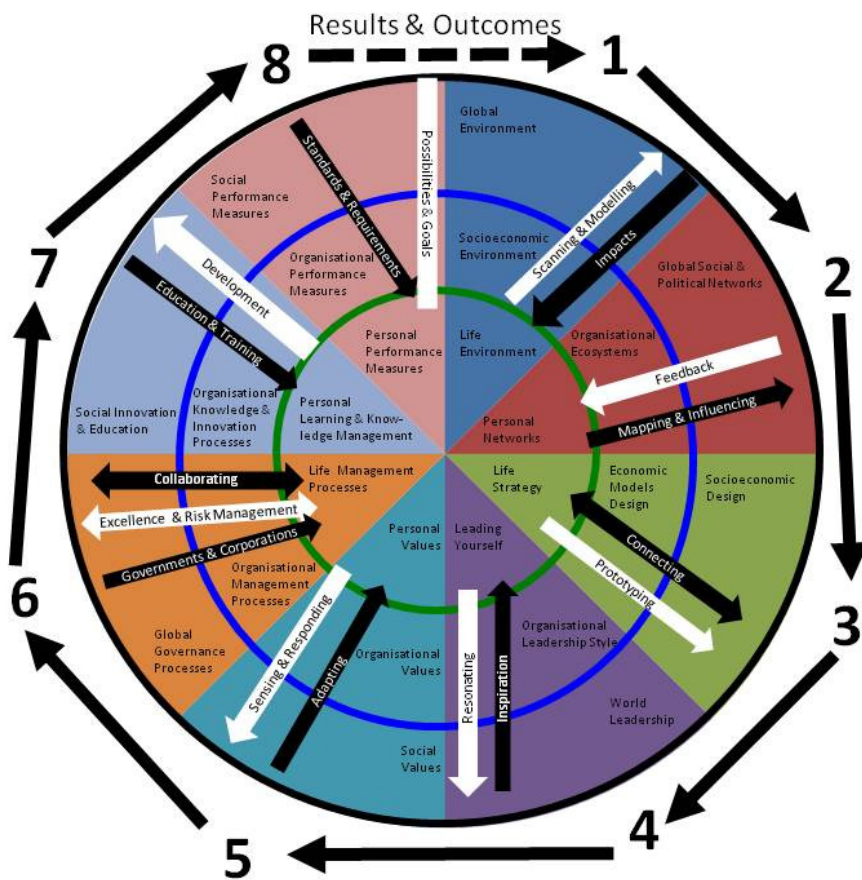
We expect our projects to deliver high impact outcomes which range across the traditional spectrum of Political, Economical, Social, Technological, Organisational and Design breakthroughs. We are currently developing a system of metrics and dashboards to enable us to benchmark the very different kinds of value that are generated by breakthroughs in each of these outcome zones. In particular we are focused on the kinds of results that can be expected from disruptive innovations in two areas:

- Major shifts in developed world cities and communities through large-scale systemic innovation in key systems in each of our innovation crucibles.
- Bottom of the pyramid approaches in developing countries.

5. The Research, Development & Prototypes in Renaissance2's Methods

a. Renaissance2 Leadership Learning Cycle Model

In the R2 LLC we map projects and incubations according to their stage of development and their level of impact, using an integration of the personal development, organizational alignment and social evolution wheels outlined in Dr Robin Wood's book: "The Great Shift- Catalyzing the Second Renaissance".



© Dr Robin L. Wood

Figure 2 – The Wheel of Social Innovation

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In the wheel of social innovation we can map two very different kinds of cycles:

i. **Conscious vs Unconscious Evolution and Emergence: Going Around the Wheels**

- **Outside-In Unconscious Evolution-** The **direction of unconscious evolution** around the alignment wheels is **clockwise**.

Our lives can evolve as a result of the pressure of external forces and life conditions, so that we find our destiny determined by the dominance of the external world on our inner life. The same is true for organizations and entire societies. For many in the developing world this is the case: without the resources and education the lives of those in poverty usually limit their options for personal development and conscious evolution, with some rare exceptions. In the developed world we also find those with an obsessive attachment to “progress “ and “success” becoming the victim of their own obsession and living according to the beneficence or harshness of their environment, with their life strategy being reduced to “get rich, be recognised, be successful”, no matter **how**. Equally the fatalists who seek to escape the Darwinian pressures of the rat-race in the belief that the entire system is doomed, become victims of their escape, and hence powerless to make a real difference, even as they feel safer and less stressed.

- **Inside-Out Conscious Evolution-** The **direction of conscious evolution** around the personal alignment wheels is **anti-clockwise**.

At the other extreme, we can seek to drive our personal evolution from a set of goals and desiderata which emerge from our own personal performance measures, which can often be summed up as exhortations to be or become better in oneself one way or the other. Or perhaps we are a perennial seeker after “truth”, believing that if we can just find the right knowledge, all will be explained and our lives will be more meaningful and satisfying. History is full of exceptional individuals who held themselves up to very high standards, and who perhaps were much more evolved beings than ourselves: Buddha, Jesus, Mohammed, a Luther, a Gandhi, a Mandela, a Martin Luther King, a Barack Obama.

Such evolved beings were able to change the world around them by being the change they sought in the world. It is a myth to believe that only such exalted figures are capable of doing this- we are all, at our own level, able to do so. The key is to be able to find a niche in the rich evolving pageant of life which enables one to become the change one seeks in the world.

So, where to begin? In our experience it is useful to recognize that both outside-in and inside-out evolutionary forces are at work almost all the time. The only question is to what extent the one prevails over the other at any point in time, and how one should deal with that in that moment. Just as involution and evolution require a balance in the self and the collective, so too does the process of alignment.

Resonance enables us to appreciate the different forces at work both from within ourselves and from without, while alignments can occur both spontaneously or deliberately. For conscious evolution to become the driving force in our lives and our collective arrangements, we need to align ourselves in contexts and life conditions with others who are travelling in a similar direction to us- otherwise we simply become an unintended victim or lucky recipient of the flow of unconscious evolution around us, depending on the circumstances, and whether we were in the right or the wrong place at the right or the wrong time!

When alignment occurs in a personal field, individual coherence becomes evident in the aligned being. When alignment occurs in a collective field, the members of the aligned group may also sense the

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possibility for coherence in that group and around the group. Coherence is to life what super-conductivity is to matter- it enables energy to flow effortlessly and at or near light speed. The flow of conscious evolution is dramatically accelerated when we are coherent together. Saving our planetary civilization may depend on that.

ii. Individual vs Collective Evolution and Emergence: In and Out on the Wheels

Going from the **centre of the wheel of social innovation to the outside**, we find ourselves shifting our gears up from individual and local intents and activities through organizational intents and activities through to national and global intents and activities. Here we can model how individuals expand their impact on the world and their sphere of influence, making a positive difference in larger systems such as organizations, communities and ultimately cities, nations and the planet.

In the reverse direction from the **outside of the wheel of social innovation to the inside**, we shift our gears down from the collective phenomena we find at national and global levels to those occurring in organizations and communities and then observe the impacts and interactions such phenomena produce to the individual and local level. Here we can model the impact global, national and regional events, organizations and networks have on communities, smaller enterprises and individuals.

By going in and out on the wheel of social innovation we can model the following cycles of change, transformation, evolution and emergence:

- **The cycles of stimulus and response** where reactions, adaptations and learning take place in response to external events and impacts, as well as to local events and shifts- for example, we can imagine much of the emergency response and longer term adaptations to climate change as cycles of stimulus and response;
- **The cycles of anticipation and co-creation** where anticipatory activities from research, visioning and futures work through to planning and development, lead to the co-creation of new ways of doing things, new structures and systems, new products and services and improved infrastructure- for example we can see the shift toward renewable energy and lower consumption, sustainable lifestyles as an anticipatory activity leading to innovations and co-creations in large scale systems and consumer markets and communities.

A Brief Description of the Three Component Wheels Inside the Social Innovation Wheel

Personal Alignment- the Green Inner Circle: we each need to get our own act together and become the creative force in our own lives if we are going to be effective in being role models for a sustainable thriving future. This involves aligning the various parts of ourselves and our lives in order to ensure we are coherent and able to motivate others to shift in the right direction. For example, on the right hand side of the personal alignment wheel we need to align our *life environment, personal networks, life strategy and leadership style*, while learning to manage ourselves and our lives using the left hand side of the personal alignment wheel including our *values, our habits and life processes, our knowledge and creativity* and our own *personal performance scorecard*.

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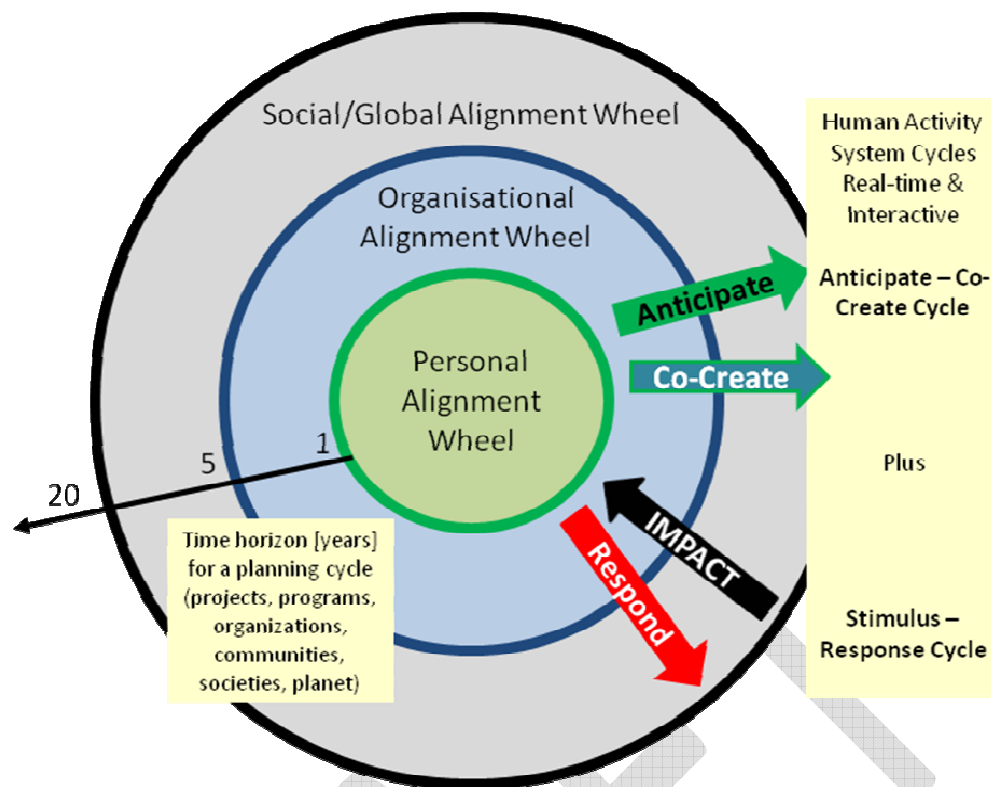


Figure 3 – The Cycles of Stimulus-Response and Anticipation-Co-creation on the Wheel of Social Innovation

Organizational Alignment- the Blue Middle Circle: leaders and managers have always had to make choices, often between complex alternatives, and in compressed timeframes. In the 21st century the technological and social complexity inherent in an organization and its environment are exploding dramatically. Given the short windows of opportunity in which management can launch a new initiative and make it a sustainable success which also makes a social contribution, executives need a way of compressing this complexity into manageable chunks. The organizational alignment wheel is a framework and set of tools used by leaders and executives to manage their organizations more effectively in the complex dynamic world of the early 21st century.

The organizational alignment wheel enables leaders and managers to:

- **Prioritise** the various programs and initiatives for strategic and operational change in their business, ensuring that sustainability and social contribution are built into the organization and its activities.
- **Coordinate** the various change initiatives in the organization, so that business partners, society, NGO's and customers are aligned around what needs to happen next.
- **Benchmark** the progress made in those change initiatives, so that all stakeholders are able to see the result of their efforts and take action to remedy things that are not working out the way they should.
- **Balance** the efforts made and resources devoted to change initiatives in accordance with their relative priorities and inter-relationships in a sustainable and ethical way.
- **Link** change initiatives tightly into the strategy making process, while engaging with all the key stakeholders and ensuring the transparency required to maintain their goodwill and collaboration.

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Global and Social Alignment- the Black Outer Circle: at the moment global alignment is a distant dream. Dealing with the root causes of dissonance, misalignment and incoherence on earth we are experiencing today is going to be the biggest challenge we have ever faced as a species. We do not have to look too far to see how the leaders of our major nations on earth are each struggling simply to maintain the integrity and viability of their own countries and cultures, let alone align their agendas with other nations, inter-governmental and non-governmental organizations, businesses and the electorate's wishes. Only a madman or a genius would want such a job, and sadly we seem to have a mixture of the two kinds of leaders at the helm of many of the 194 members of the United Nations today, along with the mainstream of established consensus style politicians.

Yet the task is merely very difficult, not completely impossible. And it is essential, so we have no choice but to get on with it, fast. Yet if we carry on doing what we have always done we will get what we have always got. More of the same, business as usual, will not cut it.

As individuals we need to know that we are not powerless, but that, on the contrary, we have a greater degree of freedom to change our lifestyles, ways of making a living and our suppliers and representatives than even the most powerful leader on earth. The degrees of freedom a leader has are inversely related to the degree of power they have, precisely because that power is most often the result of a series of compromises and deals which, if unravelled, would lead to the loss of power for that leader. Conventional economic and political power depend on the building of coalitions, and the maintenance of some sort of consensus which enables the political or business leader to keep on governing.

As businesses and organizations, we need to know not only that our strategies and policies respond to the demands of our times, but that we can implement the required changes and build in the resilience needed to survive and thrive while contributing to the wellbeing of our stakeholders and the sustainability of our world. Every person in every business and organization at all levels has some degree of power and influence to make a difference right now, and tomorrow and the day after that.

As cities, nations and societies we need to know that our best policies and plans can reflect an alignment with global and local stakeholders and issues if we are prepared to change the way we make and implement our policies and plans. If we can embrace both world-centric and local perspectives with equal clarity and passion, we are well on our way to being able to delight our stakeholders and ensure the survival of our species and our biosphere.

b. R2 WorldShift Leadership Circles

Innovative leaders in business, government, financial institutions plus NGO's and entrepreneurs are hard-pressed to stay in touch with the latest developments in their own ecosystems let alone the burgeoning worlds of social innovation, sustainability and technological breakthroughs. Most of the opportunities out there in our post-crisis great shift are below the radar and found through trusted advisors and networks.

Are you a worldshifter who wants to meet other leaders in a secure and enjoyable environment to accelerate your own initiatives and co-create breakthroughs with other influential individuals?

The WorldShift Leadership Circle draws on a panel of accomplished leaders as both role models and potential participants in our events, including WorldShift Alliance partners such as the Club of Budapest, whose members include Ervin Laszlo, Mikhail Gorbachev, Paulo Coelho, Hazel Henderson, Muhammad Yunus and Peter Russell; Deepak Chopra's Alliance for a New Humanity; Barbara Marx-Hubbard's Foundation for Conscious Evolution; Jim Garrison's State of the World Forum and pioneers in human,

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organizational and social development such as Don Beck, Andrew Cohen and Ken Wilber.

The members of Renaissance2 also include several hundred leaders in business, NGO's, government, the arts, science and technology.

Starting in May 2010 with our first **R2 WorldShift Leadership Circle Summit**, R2 offers its professional members the opportunity to be part of the R2 Worldshift Leadership Circle Summits which are held on a regular basis around topical themes in selected locations. Here you will meet other leaders in an intimate setting where you can both develop your professional potential and forge lasting relationships.

c. Renaissance2 Incubation Cycle

Through a variety of research projects and pilot programs, the members, faculty and fellows of R2 have put together the "R2 WorldShift Leadership Circle" process to enable our members and partners to make the difference and be the change they seek in the world. This is a "plug 'n play" package of perspectives, events, tools and processes which enable you and your organization to co-catalyze this great shift as part of a critical mass of world-shifters.

The R2 Innovation & Incubation Process

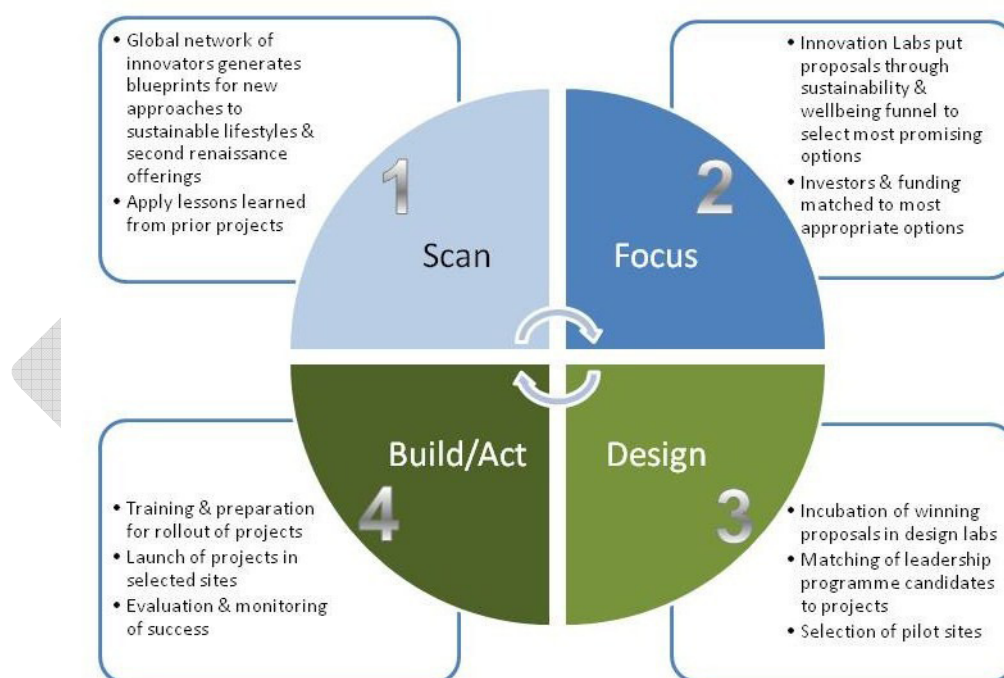


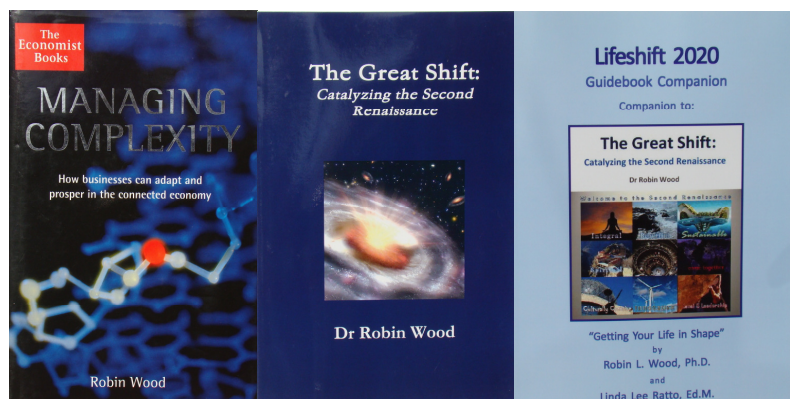
Figure 4 – The R2 Incubation Process

First, Renaissance2 Academy faculty and members scan the world for great ideas and projects in a wide range of fields. Then, qualified R2 members and service providers are matched with projects to provide the leadership and management which ensure those projects are clearly focused. Next, sources of finance and capital are then arranged through R2 Sponsors and Donors to enable the project to move from the design through the build phases, which involves extensive prototyping in the field prior to launch. Finally, the project is launched into the world and becomes a successful example of social entrepreneurship at its best.

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6. Two Decades of Research and Practice in Change & Transformation

A decade ago Dr Robin Wood wrote the award winning book, “**Managing Complexity**”, which asked the question: “What kinds of organizations will survive and thrive in the hyper-complex world of a globalizing digital economy?” He also predicted the possibility of a second Renaissance emerging from technological breakthroughs and social innovation arising in the shift from managerial to collaborative capitalism. “*Managing Complexity*” was selected as the UK Sunday Times book of the week and Director magazine Choice of the Month in 2000.



Today, he trains his evolutionary lenses on a much bigger question: “What kinds of lifestyles, organizations and societies will survive and thrive in the chaotic conditions of the shift from a fragmented world driven by fossil fuels and materialism, to a global civilization powered by the sun and social innovation empowered by conscious evolution?”

In his groundbreaking new book: “**The Great Shift- Catalyzing the Second Renaissance**”, Dr Wood outlines a pragmatic vision of a resilient, renewable global economy together with a thriving global civilization, while also providing us with pathways to making this a reality at personal, organizational and social levels.

Cutting through the prevailing despair and fear based reactions to climate change, economic meltdown and social breakdown, Dr Wood proposes a workable evolutionary pathway out of the current crisis toward the promise of a second Renaissance on a global scale.

This book speaks to individuals, leaders, organizations, governments and concerned citizens across the planet who are keen to know what they can do to make a difference in these difficult times, while also ensuring their own survival and the promise of a thriving future. To do so Dr Wood argues we must follow a golden thread of logical next steps, and provides us with the tools to make this happen:

- **Social Alignment**- create greater alignment between our personal, organizational and social agendas while reaching out to each other as human beings, not roles and objects;
- **Accelerated Evolution**: shift our centre of gravity as a species from unconscious to conscious evolution;
- **Co-Creative Thriving**: change our species story from one of domination over nature and each other to one of co-creation of a global civilization which is just, sustainable, lively and beautiful.
- **Social Transformation**: engage businesses and governments as partners in the transformative activity of social innovation;

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- **Effective Change:** deepen existing change initiatives at all levels so that they become profound change processes and not ineffective band-aids;
- **More TransActivists:** develop a new agent of change and transformation: the “transactivist”, capable of shifting the way we deal with our conflicting interests through integral practices, natural design and strategic perspectives.

This book provides a powerful integration of the thousands of titles exhorting us to think, be and do differently to save ourselves and our planet. It contains the practical answers to the question raised by all of these authors: “So what can I do now, in human terms, to create a better future for all of us?” It offers the first ever world-centric, integral synthesis of what individuals, organizations and governments can and should be doing to ensure we bequeath a thriving world to future generations.

Early Accolades for “The Great Shift- Catalyzing a Second Renaissance”

“Reading “The Great Shift” helps us see that we are in transition to a co-creative, planetary, universal species. Covering major themes of self, social and systemic evolution, “The Great Shift” is one of the most comprehensive coherent and strategic plans of action on all levels- this is the guidebook on how to make a whole system shift in our lifetime.

Like a Medici of the 21st century we find Dr Robin Wood serving as a catalyst for the next Renaissance ... for a new world, a global dream of a “thriving global civilization on a thriving planet.” There he is, gathering people, knowledge, creativity, innovations, know-how, and new systems, bringing business genius to the business of planetary evolution.

He calls each of us to be one of those evolutionary pioneers. In “The Great Shift” Wood pieces together, organizes coherently and communicates effectively a comprehensive blueprint for planetary evolution: How to get from “Here,” breakdown and collapse, to “There,” breakthroughs to an actual new world. In time.

Readers will develop a **Second Renaissance-person perspective and integration, together with** a set of practices that enable us to become “world-centric,” to create, lead, strategize, engage, design and shift our own life, career, and participation in the evolution of the world.

He offers us a “*macroscope*” to appreciate the system at a planetary level. A *microscope*” which enables us to zoom in on who we are, where we are going and what are deepest priorities and intentions are. Third, he provides a “*mesoscope*,” an “intermediate level between the big picture and our personal story, where our intentions turn into **actions** and outcomes.”

We can place our own yearning for greater meaning, more creative life, deeper giving of our best into this framework and accept Robin Wood as one of our beloved planetary teachers, guides and friends in this fabulous journey into the unknown.”

Barbara Marx Hubbard

- *Author of Conscious Evolution and world-renowned futurist*
- *Founder of the Foundation for Conscious Evolution and former associate of Buckminster Fuller*

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Appendix A - Profound Beneficial Change Requires 3 Levels of Alignment¹

The Millennium Development goals, balanced and sustainable development and a thriving planet where global warming has been limited to 2 degrees centigrade are achievable. Between here and there, however, there are several huge “IFS” we need to address urgently:

GLOBAL GOVERNANCE AND NATIONAL GOVERNMENTS

- IF we can agree **global legislation and governance systems** which limit carbon dioxide emissions and regulate and tax them in effective ways- for this to work we need global alignment around the key ingredients of such a system of regulation and effective ways of governing the conduct of each nation;
- IF we are able to **shift national agendas** and those of NGO's and bodies such as the **United Nations**, to encourage the levels of donor country investment required to meet or exceed the Millennium Development Goals, and ensure that this investment is made in appropriate and timely ways;

GLOBAL ORGANIZATIONS AND NATIONAL ORGANIZATIONS

- IF we can **shift the strategies and re-design the business models** of the 80% of the world's businesses which are currently part of the problem and not part of the solution. Global and national green New Deals need to work together with energy intensive and environmentally damaging industries in particular to ensure rapid shifts in the operating models of these businesses toward sustainability;
- IF we can **focus the attention of business and government leaders** on the need to have a thriving and sustainable global economy in order to have thriving nations and businesses, and provide them with the resources, methods and tools to make this happen;
- IF we can **accelerate the levels of investment and rate of rollout of renewable energy** technologies so that we can largely replace fossil fuel and carbon based energy with solar, wind and wave energy in the next decade;

GLOBAL CITIZENS AND TRANSACTIVISTS

- IF we can **mobilize the concerned citizens, entrepreneurs, social activists and other change agents** in society to become TransActivists in their own communities to accelerate the shifts required and to vote for representatives and support businesses which are actively engaged in creating a thriving, sustainable world;
- IF we can **shift our individual consciousness** enough to care enough to make both the investments and sacrifices which will be required of each of us to tackle the massive challenges we confront today on planet earth;

THEN we have a chance of averting disaster and creating a thriving future for our planet and equal opportunities for all our people. To answer the “**SEVEN IFS**” above affirmatively would require the equivalent of a major miracle, as human nature and organizations are notoriously resistant to change. For example, 80% of change initiatives in businesses fail to meet their original objectives. The world has

¹ Excerpt from the book “The Great Shift- Catalyzing the Second Renaissance” by Dr Robin Wood, Renaissance2 Publishing 2009- www.lulu.com

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watched in helpless disbelief as the largest economy on earth and biggest per capita user of energy and producer of greenhouse gases (“GHG”), America, has for eight years failed to do anything substantial about climate change or greenhouse gases at a national level. In the European Union, countries such as Poland, Germany and Italy will struggle to meet their commitments to GHG emissions reductions. The attention of business leaders is also being diverted by the current global economic crisis away from green issues toward survival, acting as a further brake on the actions required to achieve sustainability.

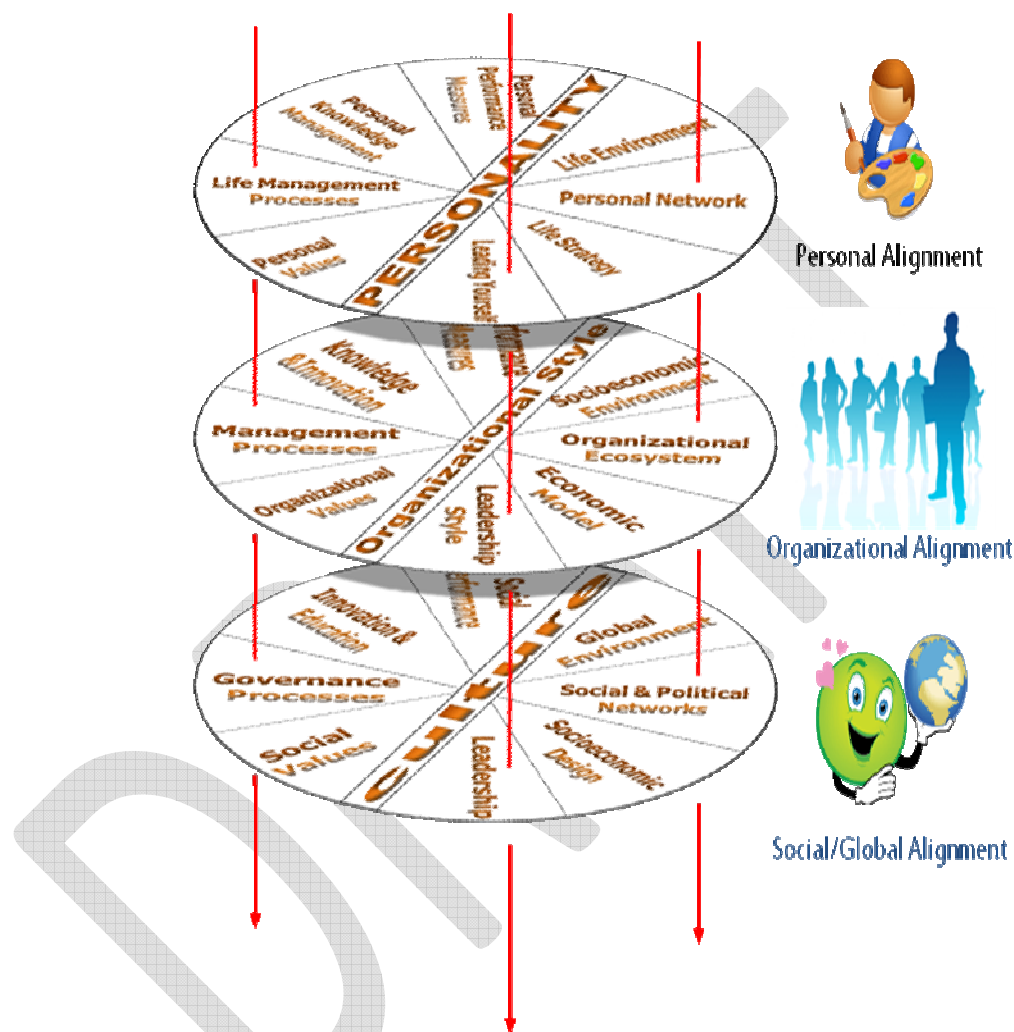


Figure - 3 Levels of Profound Change & Alignment

Engaging with Others and the World to Make a Difference

If we are to engage with others and the world to make a difference, we can do so most powerfully when we are aligned with each other in the areas of our passions, perspectives and interests around well-developed platforms for action.

The three key components of a successful change process are:

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- **A Well-Defined Context for Action-** when we fully appreciate the significance of a specific set of forces in our environment and what they mean for us, we are in a position to declare a well-defined context for action. For example, both the US civil rights and anti-apartheid movements were very conscious of their context and the forces that shaped the challenges and opportunities available to them. This meant that they were able to align themselves productively with other activists and get real results for their movements: equal rights for all.
- **A Well-Aligned Group of Stakeholders-** for each context for action we need to define a specific group of stakeholders who form the system which both owns the challenges and opportunities in this context, and which has the power to take action.

Really messy or “wicked” problems such as climate change make it very difficult to align the stakeholder groups involved as global co-ordinating mechanisms for governments, NGO’s and business are lacking or insufficiently well-developed. Alignment in this context becomes a major challenge. That’s is why we need to work with “bite-size chunks” to get change to happen fast.

- **A Well-Developed Platform for Action-** a well developed platform for action brings together both a well-defined context for action and a well-aligned group of stakeholders to address *a specific area of challenge/opportunity in a systemic way*. Working systemically involves moving beyond a clear definition of the issues and early models of the problem, to creating options for action which can be evaluated with both scenarios and well-developed models. Along the road from aligning around the key issues, principles and priorities to designing platforms for action and taking action, some of the core dilemmas in the system will surface. The key is to be as specific as possible about the why, what and how of change for each bite-size chunk of change we make happen.

We all need to become competent in facilitating and midwifing these kinds of change around us, and learn how to do this with other concerned stakeholders and transactivists, while staying centred and calm. Business and political leaders must engage with leading world-centric innovators and practitioners in an outcome oriented strategic conversation that catalyzes timely action by all of us. We can do this by celebrating success, building on what is working, and generating thought leadership together with practical methods and tools to align our energies and efforts through a process of profound change.

To sum it all up, here is a simple equation : the survival and future thrival of you, me, and all of us, will be decided by two competing forces in the next decade or so:

- **The Bad News:** The Speed of *Climate Change* together with the Rate of *Ecological, Economic & Social Decline*
- **The Good News:** The Speed at which we design and build a *Renewable Economy* together with our *shift towards World-Centric Consciousness*

Right now the balance between the bad news and the good news is tipping toward the dark side, and only a major acceleration in our shift toward a renewable economy plus a shift toward world-centric consciousness can ensure we make it.