

**Re-imagining economic purpose
- changing the stories**



Yannick Beaudoin, PhD
Economist, Geologist
**Director of Innovation and for
Ontario**

A bit about
me

Why are we
stuck?

The past
inspiring the
future

WEAll Can

We know
enough

Co-creating
the new
stories



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FOUNDATION**
One nature.

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Un monde. Une nature.



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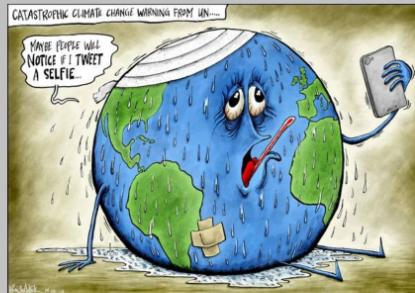
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Technology, science,
data...we know more
than enough...

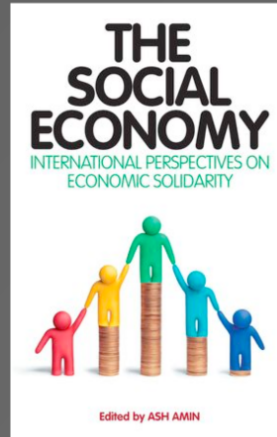
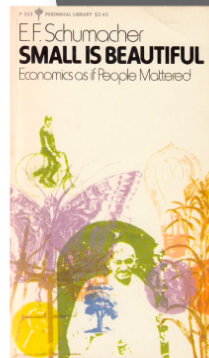


E.g. Economics

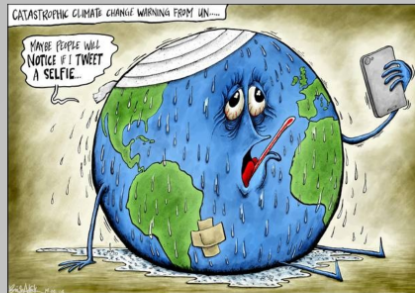


Ways of
knowing

So many available
constructs...



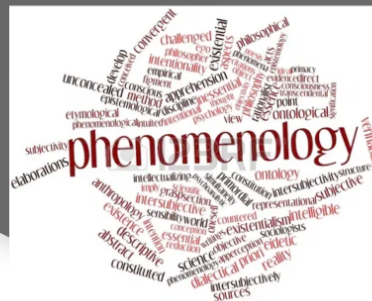
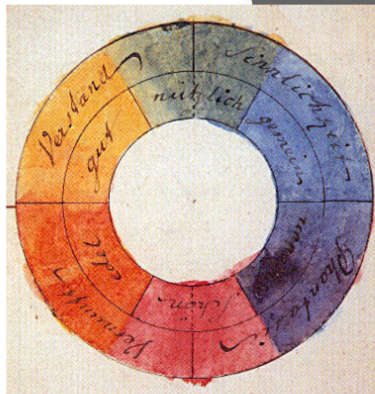
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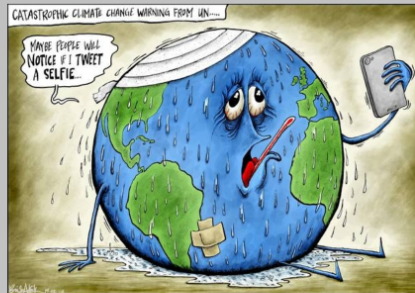
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**A worldview that thinks
its always right...**

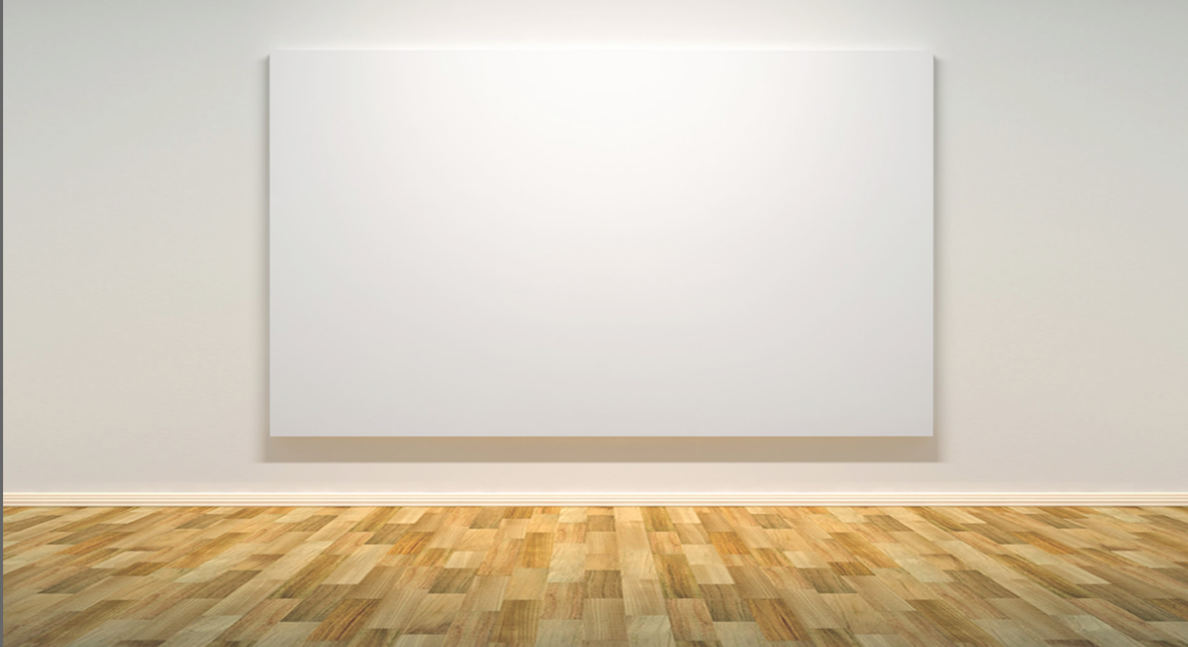


The embedded supremacy of
'western ways'

**Imposing
beliefs**

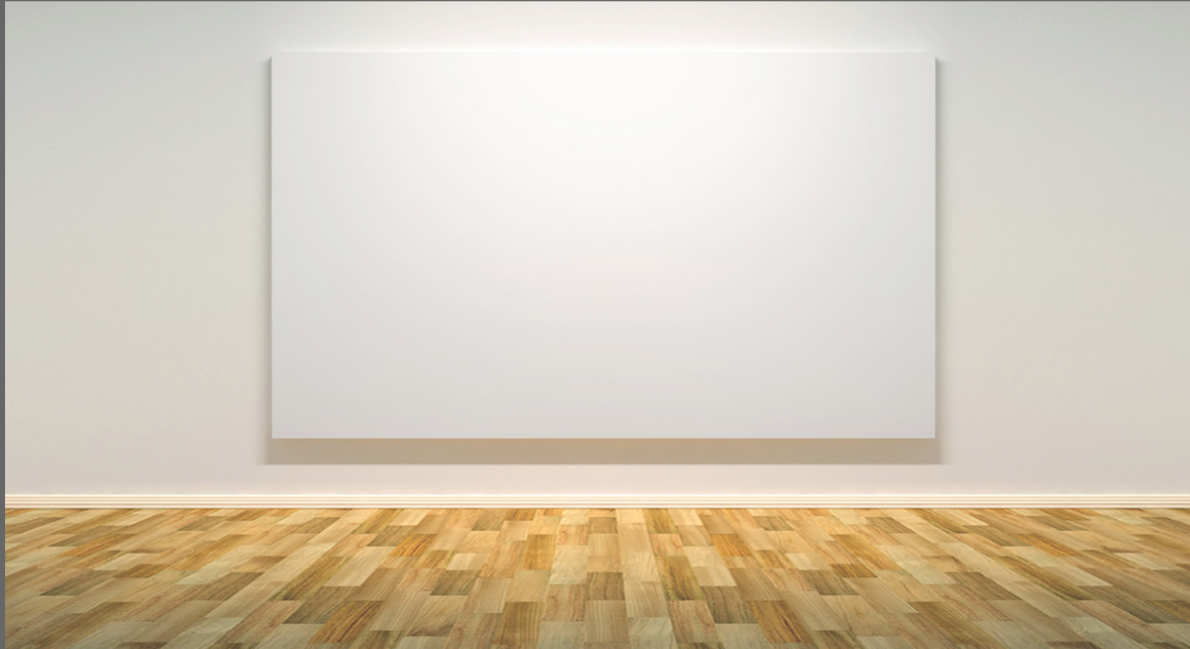
**The economic
story we
believe**

When only one painter gets to paint...



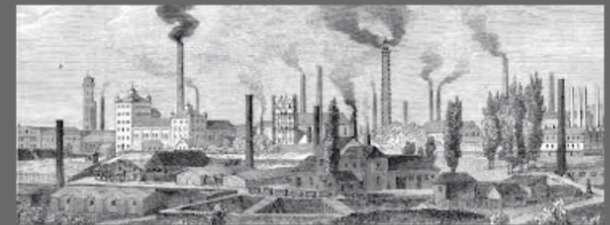
Economics, democracy, law... stories told by 'half' of one culture's values and beliefs...

When only one painter gets to paint...



Economics, democracy, law... stories told by 'half' of one culture's values and beliefs...

2000 years of assumptions....



...becoming norms, dogma...'holy economic scripture'

Institutionalising an 'economic religion'



The problem is a lot of what is called economics is not economics. It is more ideology or religion.

Joseph Stiglitz



www.thequotes.in



**A worldview that thinks
its always right...**

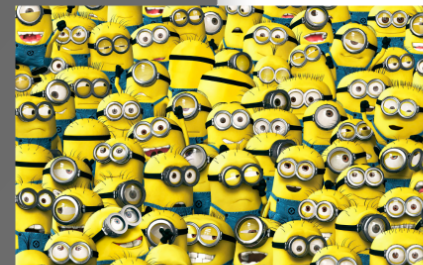


The embedded supremacy of
'western ways'

**Imposing
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**The economic
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So what did 2000 years of one culture's 'cognitive history' give us economically speaking?



All sourced from human imagination.

**A worldview that thinks
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Lessons from the early days of WEAll Can



WEAll Can

Reactions

Empowered by
awareness

So recent

What happens when you share a brief history of the current economic model with Canadians...



WEAll Can towhalls, workshops 2019-2020



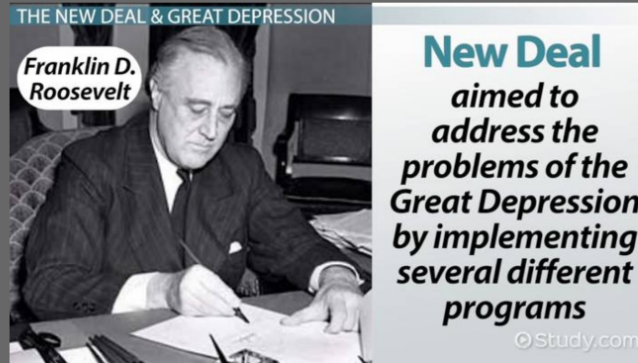
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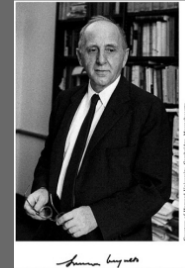
Walking through 20th century 'economic' moments...



...noticing what triggered and inspired



What 'Betty White'
said!



Lessons from the early days of WEAll Can



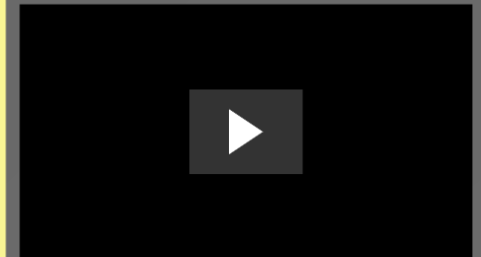
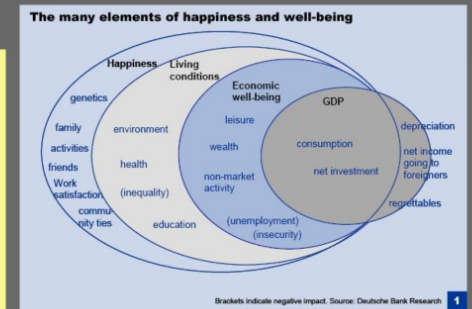
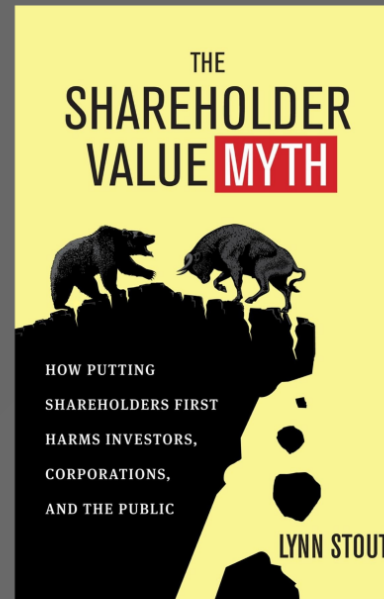
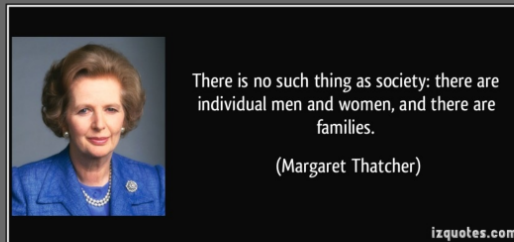
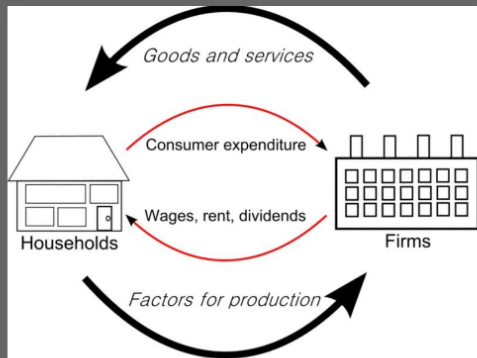
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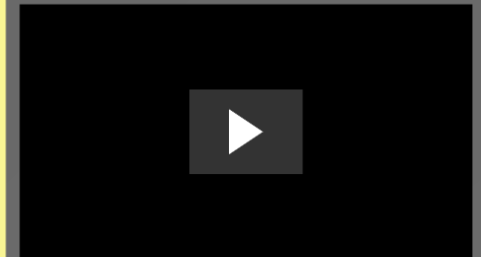
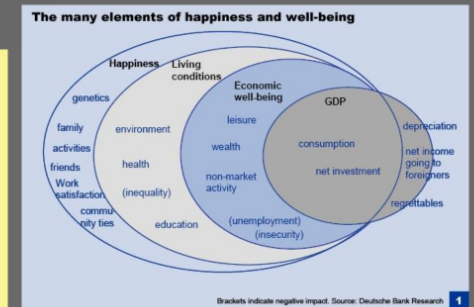
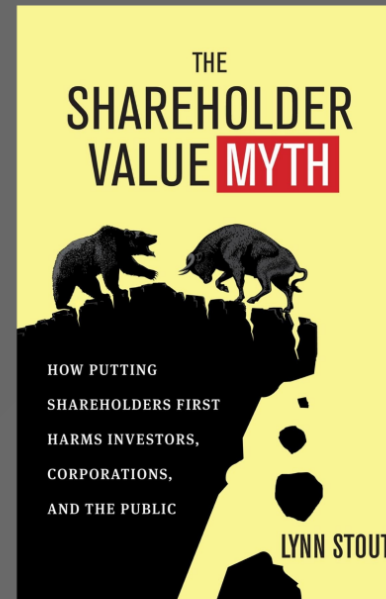
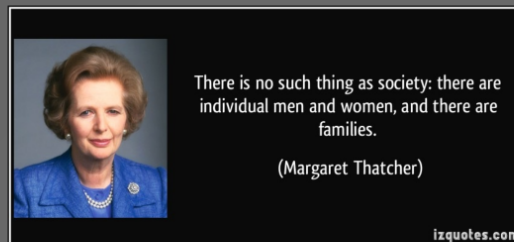
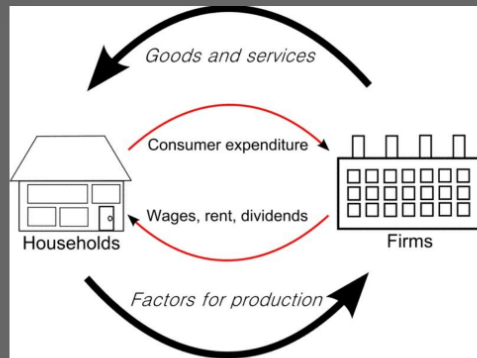
So recent

What happens when people start to 'know' more about the current system?

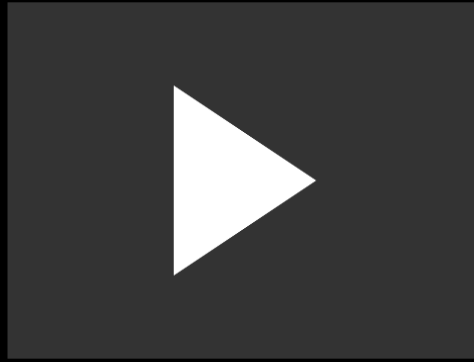


You get a lot of "You're kidding me!" and "We can do better than that!"

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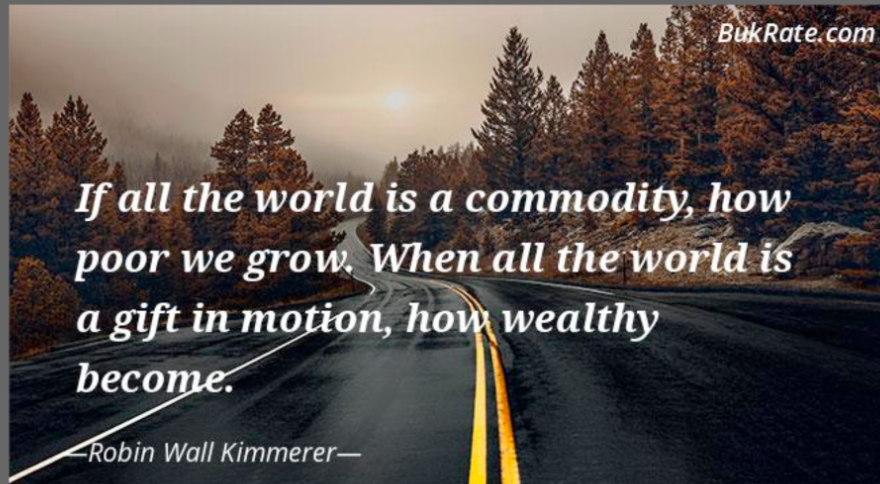
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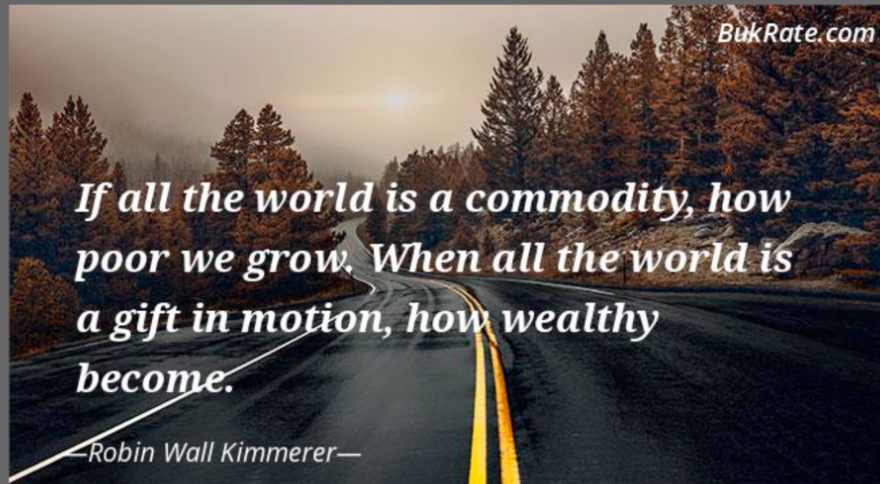
When people realise 'degenerative economies' are actually the new kids on the Turtle Island block



Economies in deep relationship and reciprocity with existence



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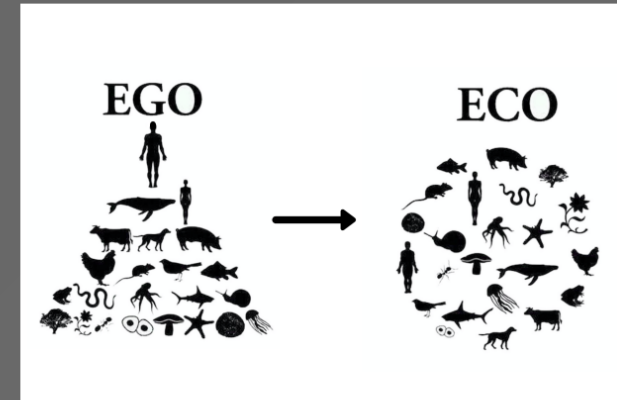
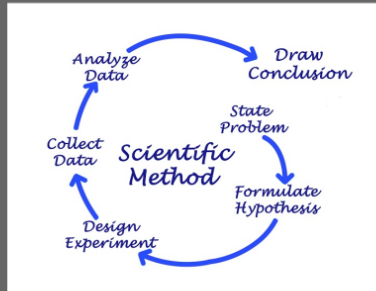
WEAll

Imagination from beyond the dominating worldview



**Enabling
change**

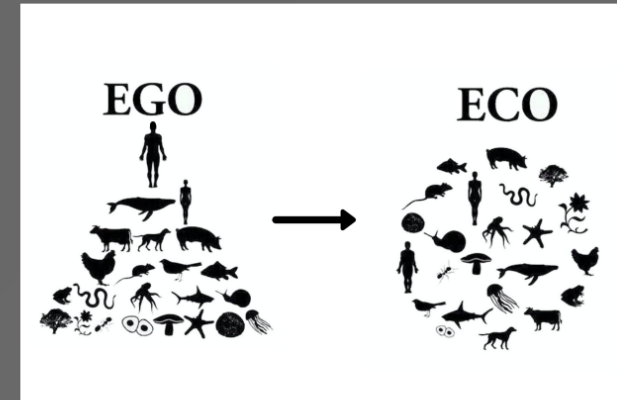
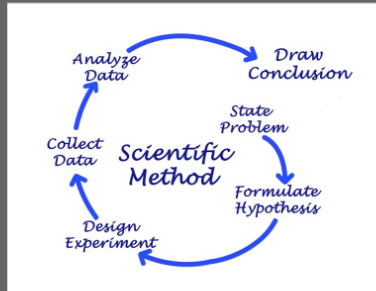
What does it take to evolve deep seated beliefs, values, stories?



Beliefs that are foreign to different, ignored, worldviews.

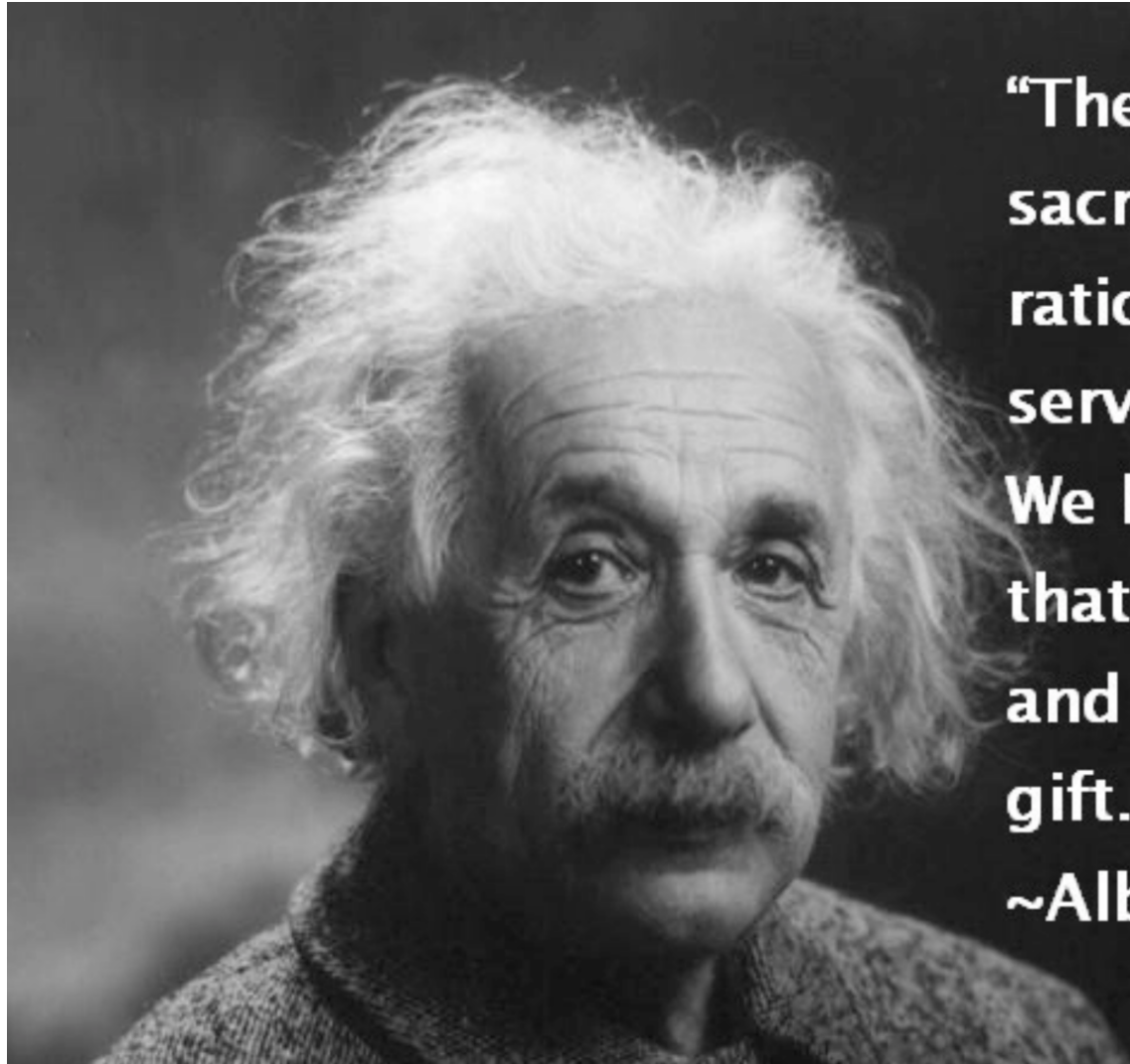


What does it take to evolve deep seated beliefs, values, stories?



Beliefs that are foreign to different, ignored, worldviews.





“The intuitive mind is a sacred gift and the rational mind is a faithful servant.

We have created a society that honors the servant and has forgotten the gift.”

~Albert Einstein~

It only took 3 weeks and a few hundred men...

