



## **Change of Parameters for a Global House of Harmony**

by Prof.Dr. Bernd Hallier / European Retail Academy

Since the industrial revolution nearly all micro- as well as macro-models for segments or whole national economies are based on the optimization of Economics.

- How to improve a certain business
- How to improve the national economic situation (Nationaloekonomie)

Latest bad example:  
US-President Trump:

America first  
(economics, economics, economics)

We do not yet know to optimize regions (like the EU or Eurasia) or even global economics – we fight for national advantages at WTO, Climate Conferences or at G 8 / G 20 meetings.

Quite often the economic dispute lately is enlarged by ecological questions like

- How to decrease emissions
- How to stop the warming of the globe

... and sometimes also by questions of ethics like

- How to balance the ecological restrictions between the rich and the poor countries
- How to stop migration between Mexico and the USA or from Africa to Europe

Model A

**Economics**

Ecology

Ethics



But actually those ecological questions will determine already the next 50 to 100 years: and by this the life of our children and grandchildren dramatically!

Each year we add 25 billion tons of CO<sub>2</sub> to our atmosphere

Uptill the end of this century the oceans will increase their levels between 1,5 and 5 meters  
(dependant on different forecasts)

:: More than 100 million people live at the moment less than 1 meter above sea-level

:: Meaning that we get at least 100 million refugees from small islands or coastal cities!

Extreme Flooding in Bangladesh/  
India etc.

:: 50 (??) million people

More tropical storms (tornados in the USA – even in Europe) will develop

More deserts in Africa: Somalia,  
Sudan, Kenya and others



# Heat in Europe

:: In 2003 we had in Europe due to the heat about 50.000 additional dead people

:: From about 2040 onwards we will have each second year temperatures like in 2003

:: From about 2060 onwards we will have no summer „as cool as 2003“!

We have to change from our old model  
A into a new model B:

Model B

**Ecology**

Economics

Ethics

The GLOBAL system of ECOLOGY has to become our FIRST PRIORITY

Based on that STRATEGY new business (economics) has to be developed

... and new models to distribute the new Wealth of the GLOBE (ETHICS)

# EXAMPLE 1



In 2040 due to the UN we need more than 40 percent more food to supply the growing world population

Prof. Dr. B. Hallier et alia



[www.foodrecoveryproject.eu](http://www.foodrecoveryproject.eu)

## Food Waste Management Systeme gegen Lebensmittelverschwendung

Partner/Partners:



Dieses Projekt wurde mit Unterstützung der Europäischen Kommission finanziert. Die Verantwortung für den Inhalt dieser Veröffentlichung (inklusive) liegt allein bei den Verfassern, die Kommission haftet nicht für die weitere Verwendung der darin enthaltenen Angaben.

This project has been funded with support from the European Commission. This report reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



:: but at the moment we afford ourselves about 40 percent food-losses/waste otherwise!

:: Africa could feed itself if food-losses would be stopped

:: We need agri-technological competences for environmental issues and improvement of margins in developing countries

# **EXAMPLE 2**

The Nobel Laureate Wangari Maathai started planting trees against erosion in Kenya – meanwhile about 40 million trees in a pan-African Green Belt





:: We need more initiatives like that

:: we need a higher focus for the value of agriculture/ecoculture and food

# Tactics

We still believe of development in the following (historical )steps:

- Agriculture
- Industrialization
- Trade
- Services

We „de-valued“ by this the image of agriculture/ecosystems as the base of our living

By drifting more and more away from „work on/with the soil“ we lost the understanding for nature.

Nature has to become a high  
issue of our educational system!

**We need a Global Green University!!**





# ETHICAL VALUES

We have to consider how to promote  
FAIR Prices and COOPERATIVES for  
developing countries .

And we have to emphasize that we are responsible for the total planet : G-Global is the right answer against national selfishness or fragmented worlds!

A Global House of Harmony based on Ecology, Economics and Ethics should drive towards a balance of all three factors globally - adjusted to the local possibilities.



# Thank you!

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