



# Values for a Life Economy

WE, CITIZENS OF THE WORLD, WISH TO IMPROVE THE STATE OF THE WORLD, NOT ONLY FOR HUMANS BUT FOR ALL LIFE, AS A MATTER OF URGENCY IN THE COMING DECADE.



THE FOLLOWING VALUES ARE ALL UNDERPINNED BY  
THE BASIC & UNIVERSAL PRINCIPLE:

A better future is possible if we  
treat others and the planet as  
we'd wish to be treated.

# Love Each Other

LOVE YOUR NEIGHBOUR AS YOURSELF



● We, as leaders and as individuals, promise to take the time to learn to love our neighbours, with all that love entails: listening deeply, building awareness and empathy, working for justice, and then gradually extending love and justice from family and friends to strangers and enemies, and from humans to all forms of life.

● We seek to help others—friends and strangers, humans and non- humans alike—to fulfil their purposes and to live out their values.

● We seek to understand more and more deeply how what we do in our professional and personal lives also affects others and the environments [or: world] around them.

# Compassion/Empathy

WE PROMISE TO CARE FOR EACH OTHER



● We recognize the fundamental rights of all people, that all should have equal opportunities and receive full respect and dignity. Because we know that the healthiest ecosystems are the richest in biodiversity, we rejoice in our human diversities: young and old, all genders, all skin colours, all languages and cultures, all religious identities, all gender preferences, all differently-abled.

● We seek to grow in compassion and empathy in all areas. We commit to listening to all constituents before planning, making decisions, and taking action.

● We commit to helping all people unleash their fullest potential.

# Love Our Earth and Be Good Stewards

WE PROMISE TO RECOGNISE THE SACREDNESS AND FRAGILITY OF THE WORLD, TREATING THE EARTH AND ITS SPECIES WITH COMPASSION

- We promise to listen better to the earth and its cries of pain—to its seasons, its rhythms, and its cycles of life—so that we learn how to become better stewards and caretakers.

- We recognize that we need to live through this Anthropocene period by being of service to nature, limiting and controlling humankind's incessant drive to compete, consume and destroy.

- We are grateful to all life that gives us life; we hold in reverence the beauty and wonder of our world.

- We are inspired by native cultures and their wisdom about how to live in harmony with earth's life systems. We acknowledge that we are interdependent parts of the whole system of nature and not separate from it.

- Nature has an innate ability to restore itself, just as our bodies fight off disease. We promise to support nature's ability to regenerate and restore its own balance. We commit to repair the damage we have wrought and to help heal the environments that we have destroyed.



# Balance

WE STRIVE TO FIND MORE BALANCE

● We have learned that extremes are always hurtful to someone, something or someplace. Therefore, we seek to bring together head and heart, mind and body, short-term wishes and long-term needs.

● Where egotism and selfishness reign, we will bring kindness and generosity; where wealth and privilege dominate, we will aid the poor and oppressed; where dishonesty harms relationships, we seek to restore trust; where the motives of profit and self-gain narrow attention, we will emphasize culture, the arts, and the love of nature.

● We strive to balance self-love with love for others, tradition with innovation, artificial intelligence with human intuition, social media with face-to-face communication, technical solutions with holistic qualities and values, competition with collaboration, cities with wilderness, and rights with responsibilities.



# Youth Empowerment

WE PROMISE TO LISTEN TO OUR YOUTH AND CO-CREATE OUR FUTURE



● We recognize that the future belongs more to the young, so we commit to supporting and amplifying the work of young activists, allowing their dreams and visions to become ours as well.

● We recognize the fears, courage and creativity of young people and promise to take their views into account when making decisions that impact our shared futures.

# Education

WE PROMISE TO EDUCATE IN WAYS THAT PROMOTE DEEPER PURPOSE AND VALUES



● We acknowledge that education is formation. In our communities, creative practices will aim to awaken all generations to their connections to themselves, others, other species and our planet. We will promote the understanding that every person is part of a living system where each part affects the others.

● We commit to providing and funding high-quality schools, teachers, and curriculums for all children, regardless of their race, religion, or income levels.

● We recognize that all parents, mentors, and elders share in the task of teaching and educating the next generation, and we happily embrace this responsibility.



# Good Citizenship

WE ENCOURAGE A DEEPER UNDERSTANDING OF WHAT IT MEANS TO BE A GLOBAL CITIZEN, ONE THAT SUPPORTS A PLANETARY ETHOS OF STEWARDSHIP



● We will work to foster forms of democracy that include all persons in a participatory (“fractal”) manner, understanding themselves as citizens of their local community, citizens of their nation, and citizens of the planet as a whole.

● We will nourish forms of community and governance in which all citizens understand their responsibilities, their benefits, and their rights.

● We strive to awaken from “ego” to “eco,” cultivating ecological consciousness and encouraging citizens to be humble in the face of the earth and the future.

# The Good Ancestor

WE PROMISE TO DO UNTO ALL FUTURE CHILDREN WHAT WE WOULD  
HAVE WANTED OUR ANCESTORS TO HAVE DONE UNTO US

- We recognize that we do not own this earth, but borrow it during our life span, and are required to pass it to future generations in a good state.

- We will not forget the past to learn going forward so as not to repeat our mistakes.



# Partnership

WE PROMISE TO WORK IN COLLABORATION



As leaders, we will create safe spaces for creatively reimagining what compassion and justice look like in our communities. Pausing to breathe, reflecting deeply and carefully, we will share ideas, make decisions together and practice being supportive of one another.

We will foster collaborations carried out in the spirit of trust, transparency, compassion and accountability.

With our partners, we will direct and guide these collaborations until they bring about the necessary structural changes in society.

# The Life Economy

WE PROMISE TO BUILD A LIFE-CENTERED ECONOMY FOCUSED ON BEING AND THRIVING RATHER THAN MERELY DOING



Together we will define success not as financial wealth, but as wellbeing—the joy and excitement of being alive and living in harmony with people and planet. We therefore commit to defining new measurements of success and new incentives and rewards.

We commit to transitioning our economic system from a merely transactional economy to a wellbeing economy. This includes reforming financial systems so as to prevent the excessive making of money from money.

We commit to including the costs of external inputs (the use and destruction of natural resources) in our systems of production, helping others to see that these resources are for the common good of all persons and all species.

Acknowledging our role as guardians of the planet, we resolve to reduce waste, live within planetary boundaries, and heal the earth from the damage we have done to her. We treasure biodiversity and the planet's natural resources as our common heritage.

We seek not the growth of power, wealth and consumption, but growth in fairness, equity, trust and transparency. Seeking the wellbeing of all, we celebrate diversity, support educational opportunity, and promote the health of body and soul.

**The Values for a Life Economy** begin with the first step of opening one's heart. Love, compassion, and empathy expand outward from one's inner circle. Because we are all connected, we realize that what we do in our own lives affects other people, even those on the other side of the planet. The Golden Rule thus has global implications; it leads us to recognize the sacredness and fragility of the world and to treat the earth and its species with compassion. Ultimately, it leads us to promote a Life Economy — a system that works toward the wellbeing of all life on our planet.

**Through a collaborative process,** Reboot the Future, Franklin University and the Future Food Institute, have collated suggestions from top thinkers from different age groups, sectors and regions, to create a list of principles and values that we agree should underlie the many technical innovations being developed for this process of improvement.



## COLLABORATORS

This process is the culmination of a year of conversations called GoodAfterCovid19 that began shortly after lockdown started with the first “fishbowl” type conversation being on March 24, 2020. Each fishbowl focused on a different theme, such as the environment, health, finance, education, the arts, food and finance, asking participants what we were learning from covid, and how we can reboot that sector. Participants in the fishbowls participated in a series of Manifesto dialogues. View the Fishbowls and the Dialogues [here](#).

The principles and values came from a series of 14 dialogues held with these top thinkers:

Alberto Villoldo, PhD, Shaman, Founder of The Four Winds Society

Anthony Bennett, CEO, Reboot the Future

Antoinette Weibel, Professor of Human Resource Management

Antonio Hautle, Executive Director, UN Global Compact Network Switzerland

Arne Cartridge, Advisor to the UN Crisis Response Group

Barbara Bulc, Social Chemist and Founder Global Development

Carlo Giardinetti, Sustainability Lead Consulting, Deloitte, Switzerland

Chiarra Cecchini, Partner at Future Food Institute

De Kai, Professor of Computer Science and Engineering & Research Scholar at Berkeley’s

Florencia Librizzi, Head of Program and Partnerships, SDG Academy, UN SDSN

Francois Taddei, Chief Operation Officer, Learning Planet Institute

Jacqui Hocking, Systems Entrepreneur

John Perkins, Author and Activist

Jonathon Porritt, Founder Director, Forum for the Future

Jude Kelly, CBE, CEO and Founder of the WOW Foundation

Kim Polman, Co-Founder and Chair, Reboot the Future

Laura Koch, Founder and Chief Engagement Officer at Women 4 Solutions

Marcello Palazzi, Entrepreneur for Human Progress

Paul Polman, Business leader, campaigner and Co-author of Net Positive

Peter Blom, Former CEO of Triodos Bank

Philip Clayton, President of the Institute for Ecological Civilization

Sandrine Dixson-Declève, Co-President, The Club of Rome


Sara Roversi, Founder, Future Food Institute

Serena Vento, Independent Consultant

Sherry Huss, Co-Creator of @MakerFaire

Sophie Charrois, Co-President, Oikos International

Yo-Yo Ma, cellist



Reboot the Future

# Values for a Life Economy

TO FIND OUT MORE VISIT

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

[@futurereboot](https://twitter.com/futurereboot)