


10TH NOVEMBER 2009 - LAUSANNE

SESEC VIII - SYMPOSIUM



Which society after the crisis?

Professor Claudia Bettiol – President New Visible Towns



SESEC 2007:

- **The relationship between technology and evolution**

SESEC 2008:

- **Renewable Energies: Post financial crisis scenario**

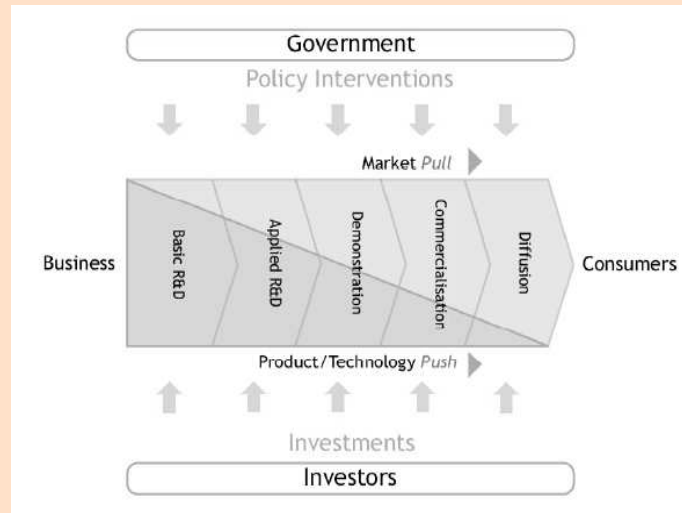
SESEC 2009:

- **Which society after the crisis?**

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Technologies' story



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BERLIN 1989

- End of Powerful States
- Liberalizations created financial freedom
- WTO + Finance have disigned new rules

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CRISIS

Starts from the lack of policy
that stopped to plan the future (vision)
and was concentrated in
managing the present GDP

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MILLIONS OF RULES

TO MEASURE THE PRESENT
FORGETTING THE FUTURE

ENVIRONMENT IS THE FUTURE

6

NEW PRESIDENTS

Sarchozy, Obama try to guide people through
the crisis to the future
but they have to fight
consolidated financial rules
(that hide interests)

7

ENVIRONMENTAL MATTERS COULD GIVE
TO POLITICIANS THE OPPORTUNITY TO
CREATE NEW RULES AS LONG AS THEY
ARE CONNECTED TO

PEOPLE

8

WE CAN HELP POLITICIANS CONNECTING
THEM TO PEOPLE THROUGH THE
CREATION OF AN ENERGY EFFICIENCY
SOCIETY

9

ENERGY SYSTEM

Centralized – big plants

Distributed – renewable energy medium and small
size plants

Individualized – energy efficiency and personal
renewable energy generation

Different markets – therefore:

- Different industrial approach
- Different political approach

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WE NEED TO THINK TO A MANIFESTO OF
AN ENERGY EFFICIENCY SOCIETY
BASED ON MODERN LIFESTYLE
COMPATIBLE WITH PLANET NEEDS

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WE KNOW TECHNOLOGIES AND HOW
THEY CAN CREATE DIFFERENT SOCIAL
STRUCTURES AND HOW THEY
ANTHROPOLOGICALLY CAN CHANGE
MAN

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**WE NEED TO BE PRO-ACTIVE AND
CHANGE WAY TO COMMUNICATE AND
TO RELATE TO POLITICIANS**

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SOCIAL ENERGY NETWORK

SOCIAL CAR NETWORK

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CONCLUSION

IFGRA