

Eric Odinot



in the (human) wilderness

and the genius loci, emitting a profound feeling of connectedness with nature

september 28 2010

a very tale

verytales are not about fairies, they re about humans

being mirror of the soul, we are ruining our world; sustainability is merely gardening in the human wilderness



The bottom-line of people, planet and profit is a fairytale, it isn't triple; money is only a means between people and planet.

The very story about sustainability:

- mankind is not an exclusive unity, man and nature form a whole;
- 'WE Earth' starts only on individual level, with personal leadership;
- money makes the world go round: the problem is the solution;
- Being energy-frugal is most needed but defensive, the primary goal of nature however is becoming energy-efficient and challenging.

The paradigm shift needed is both spiritually and physiologically.

On physiological level the ultimate goal is a fully integrated synergy landscape. To reach this goal a synchronized approach is needed on behavioral level with, as means for societal interaction, a monetary system change.

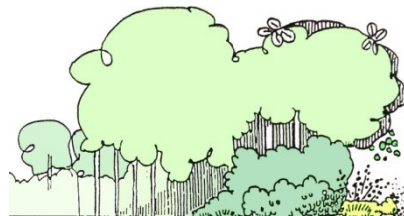
Whereas time is main factor in natural development, reintegration of head and heart, is 'knowing' what to.

a very tale



Wanting to be a sculptor I started in stone, as landscaper I came across plantings and in ecological landscaping across animals too. This integrated approach was a revelation.

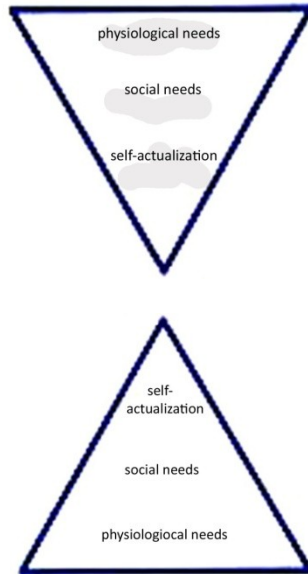
Only in the end, in sustainable development, I came across humans too.



a very tale

House Garden & Kitchen psychologist

spiritual intuition



practical earthiness

farmers' instinct

Being raised up with an upside down hierarchy of needs from Maslow, I first had to turn myself around, got skilled in HG&K-psychology and both sharpened my spiritual intuition.

My education had the same contradiction, being already a landscaper, I learned to be a professional gardener and developed practical earthiness and a profound farmer's instinct.

a very tale

I'm also a self-educated sculptor.

This horse is made of rubber, you can shake hands. In the background a huge landmark I'd like to make.

My drive is to give another face to nature and to envision the ecological existence of human nature. Combining visual art with a vision, I became a conceptual artist in which down-to-earth inspiration is key-word.



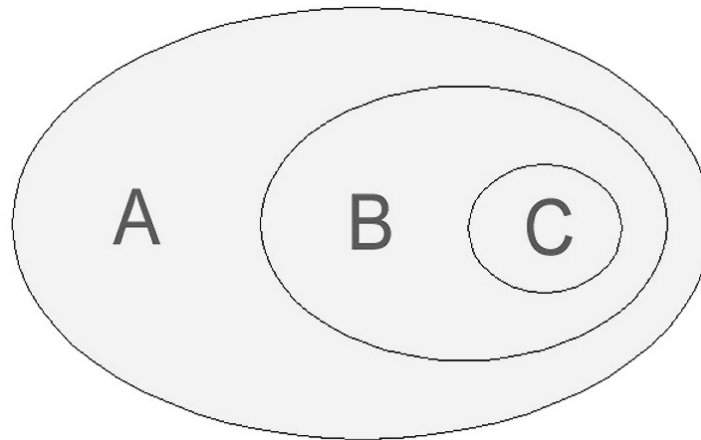
a very tale

Ecological reasoning tells us that looking for a new mother Earth, is a matter of humans.

For long time Western society thought about mankind as an exclusive unity. But since seawater level rises, our inner-horizon changes too and we became aware that we are part of a whole:

The figure shows the a-biotic level, biotic-level, the green layer on earth and in the center our culture. Within the a-biotical expression, biotical expression is possible, and only within these systems cultural and conceptual expression is possible. The figure shows that man and nature form an inclusive unity.

The other face of nature is about another outlook on ourselves.



a-biotical, biotical, cultural & conceptual workings

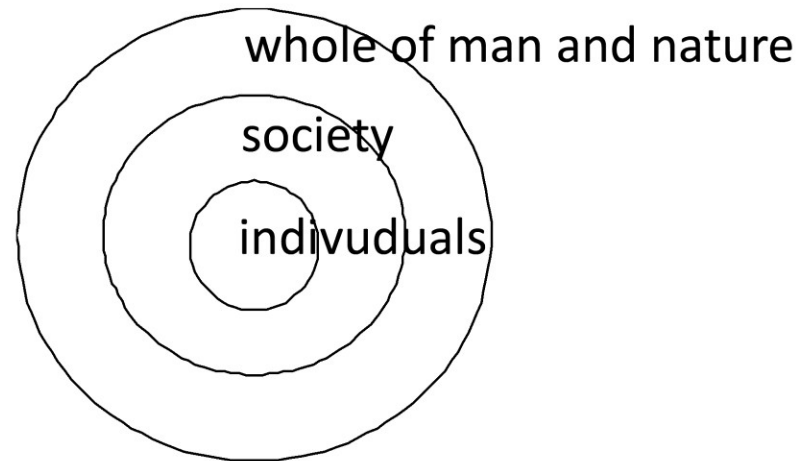
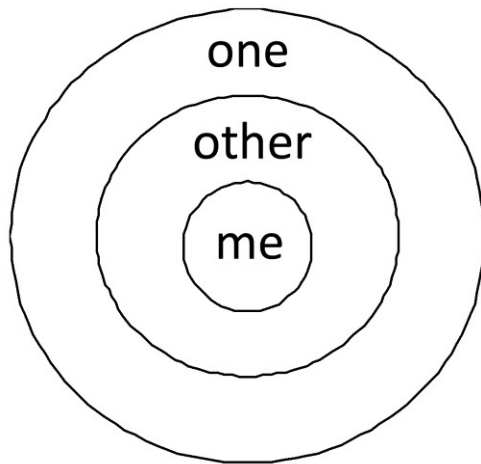
mankind is not an exclusive unity, man and nature form a whole

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Only feeling one with the whole, each individual can perform personal leadership.

Being all individuals in this way we can re-integrate man and nature within society.



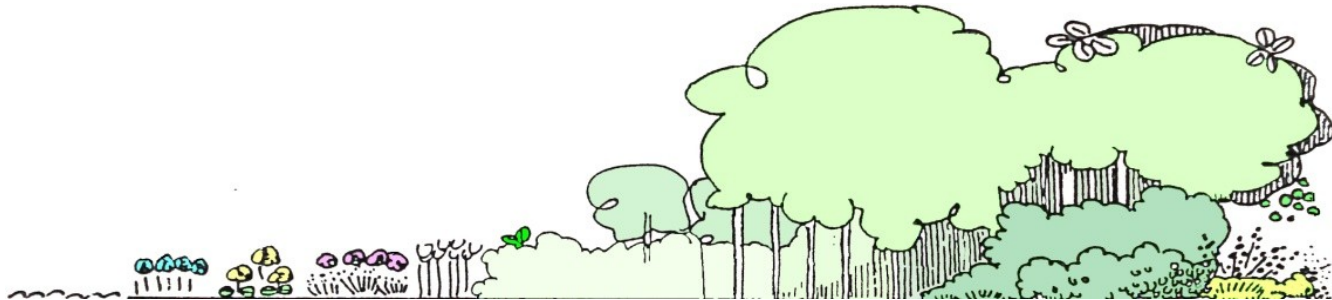
'WE Earth' starts on individual level, with personal leadership
I am a movement

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Sustainable development is like succession in natural plantings. What starts as a pioneer-stage ends in sustainable systems. On the left side monocultures and entropy - which is being very sloppy with energy. On the right side, the sustainable side, high biodiversity and synergy – with a high degree of inter-dependency.

Whereas synergy seems to be the goal of natural systems, to reach sustainability our society still uses means from the pioneer-stage.



pioneer-stage, sloppy with energy —————> climax, synergy
time

being energy-frugal is most needed but defensive
the primary goal of nature, becoming energy-efficient, is challenging

a very tale

Where stones, plants and animals have no language nor sense of time, mankind has. Another notice is that nature is random in its development while mankind does not need to be. We've got brains and can ruin the world as well can be co-creative.

It is often been said that who knows the past, knows the future. In this misbelieve lies the key of sustainable development. Time is the most important factor in natural development. And while people are inclined to stay in their psychological time, tapping into the spirit of time needs less than a second.

This moment can be visualized in the comparison of caterpillar, cocoon, butterfly.

Two things are obvious:

caterpillar and butterfly are the same organism.

a caterpillar's only mindset is to consume as much as possible, butterflies can fly and have a fairly different outlook on life.



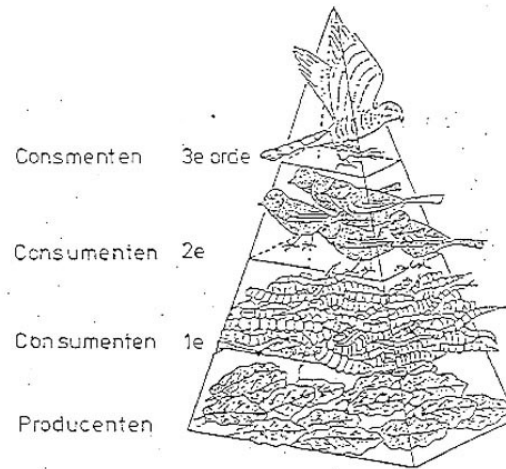
time is main factor in natural development, reintegration of head and heart, is 'knowing' what to.

a very tale

A new spirit is emerging in mankind. The crux is to get reconnected with the genuine expression of our own nature.

A simple comparison can be made with the flow of energy in natural systems as expressed in a food-pyramid. The bottom-line consists of all kind of humble organisms, with predators on top like we consider ourselves to be.

But in any system everything is interdependent. Without sane soils, without sane economical or financial systems, even sane thoughts, not to say even sane believe systems, the predator mankind cannot sustain.



interdependency of predator mankind in the food pyramid
co-creation lies in the interdependency of anima and animus

a very tale

Hardcore issue for sustainable development is that we are both physiological and spiritually part of a whole.

Small organisms are physiologically just as important as our predator ship.
Spiritually humble things in our mindset are about the approach from the heart, as I call it the female life-energy of nature.

Looking for a new mother Earth can be simple expressed as integration of heart and head, as a new balance in the principles of anima and animus.

Revaluing humble things, things that are nowadays not worth-while in economical thinking, will bring synergy within cultural systems and moreover synergy in the interactions between man and nature.



Time is main factor in natural development, reintegration of head and heart means 'knowing' what to

a very tale

Conceptual ideas are all the better as they can state reality. On the isle of Schouwen-Duiveland in the province Zeeland in the Southwest of the Netherlands, we are literally working on an integral pilot for a transition of the whole system.

Our concept concerns:

Planet: synergy is goal; economic growth is fairly okay if it concerns growth of synergy.

People: personal leadership; growth of consciousness is main factor for development.

Profit: money is a means between planet and people. And for the time being the ultimate transition tool.



The isle of Schouwen-Duiveland

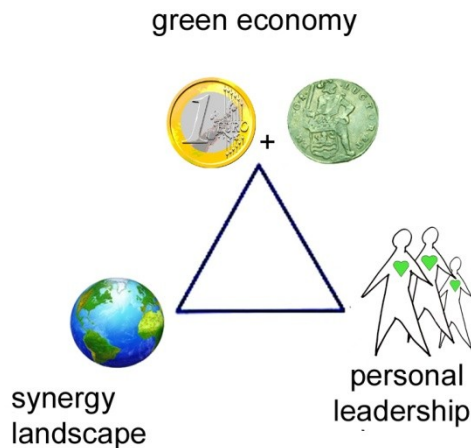


The paradigm shift needed is both physiologically and spiritually.

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integral transition



Starting with **money**: the problem is the solution. Money rules but as being our main language, is the exquisite tool for transition. This simple statement is basic because using different indicators and transferring white money into green money, does **not** need another language. Moreover, since money is in our common veins like a believe system, it is the **only** societal transition tool.

On my island we're working on a **local sustainable GDP** in which sustainable goals can be made visible in the same money-terms as usual. Our so called **Happiness Scan** will be completed with a **local currency** to be able to reach these goals. As soon as our green aims are clear and we have our local currency, we are able to reach our own aims on regional scale.

Synergy: further aims will come out of a yet to design synergy-landscape in which occupation-patterns are based on real eco-efficiency: synergy. A synergy-landscape is an edible garden up to a totally edible landscape, an energy-efficient-household up to energy-efficient regional planning, called exergy-planning. A synergy landscape is a society in which we live water-efficient up to even communication-efficient.

With a lot of different partners like the Province, InnovationNetwork, SenterNovem, the university of Tilburg (money), three other universities and SenterNovem (concept synergy landscape), Individual citizens in **Transition-Eiland (personal leadership)** and a broad variety of professionals, we are already preparing the integral pilot.

a very tale

Before introducing the green money-system, a subconscious but jolly messenger will be needed to recalibrate the public opinion.

This messenger can be the **Beach-tray**, a tray for fries made of fries, with in the bottom the undulations of the beach and the trademark *Made in Zeeland*.

The Beachtray is a very tale, being a simple proof of the same reality now seen from a butterfly perspective.



The beachtray is a communication- tool for the millions saying: happiness doesn't hurt
76% starch, biodegradable, CO2 neutral

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The Beachtray is a communication tool for the public area. Showing the integration of head and heart, the included message is as simple as potato: namely happiness doesn't hurt.

Crucial in the next steps is using the language of money.

If properly introduced green money will act as a transition in any individual purse. Financial gain will be the first drive. Local prosperity reflecting on every individual in the community, will act as a second drive. The approach from the heart is socially dependant of our main language money.

In the mean time we start with small scale synergy-landscaping in the back-yard up to regional planning.

Finally the move can be made towards a genuine connection between man and nature, called Happiness.



first the public opinion needs a public messenger; 'learning by doing' starts with financial gain within a green money system.

Whenever the green money systems works for us and is apparently sane, we can free our spirits.

