

Strategic Foresight and Innovation

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Purpose Economy in Canada: Synthesis Map

Arnold, Elisa, Kapure, Tejashri, Lane, Elizabeth, Meghji, Zemina and Rho, Emily

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“
 You never change things by fighting the existing reality.
 To change something, build a new model that makes the existing model obsolete.
 — Buckminster Fuller

Purpose Economy in Canada

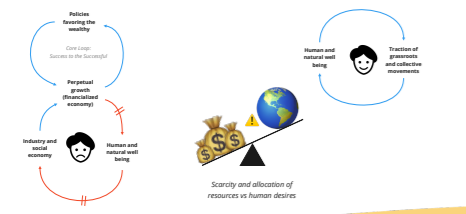
How might we UNDERSTAND & SUPPORT the

to PROPEL THE SHIFT from capitalism
 towards the NEXT ECONOMIES ?

Problem Context

Canada's perpetually growing financial economy focused on the accumulation of wealth is unsustainable for the Planet, including humans.

The Earth cannot sustain the overuse and exertion of natural resources and depletion of human wellbeing to fuel perpetual growth. There is however currently a weak signal that is reinforcing Human and natural Wellbeing - we unpack this concept through the lens of a new emerging economy of "Purpose"

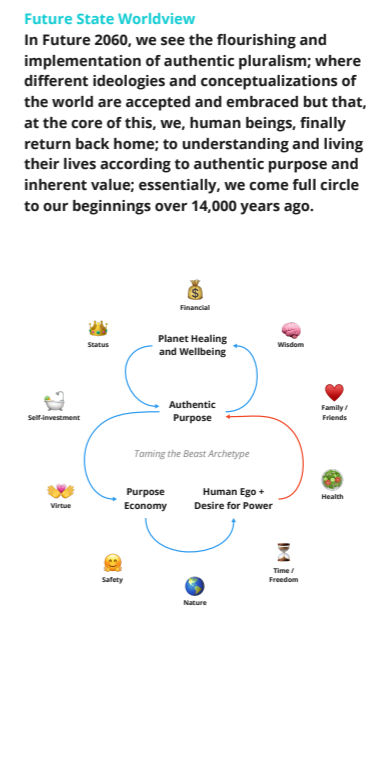
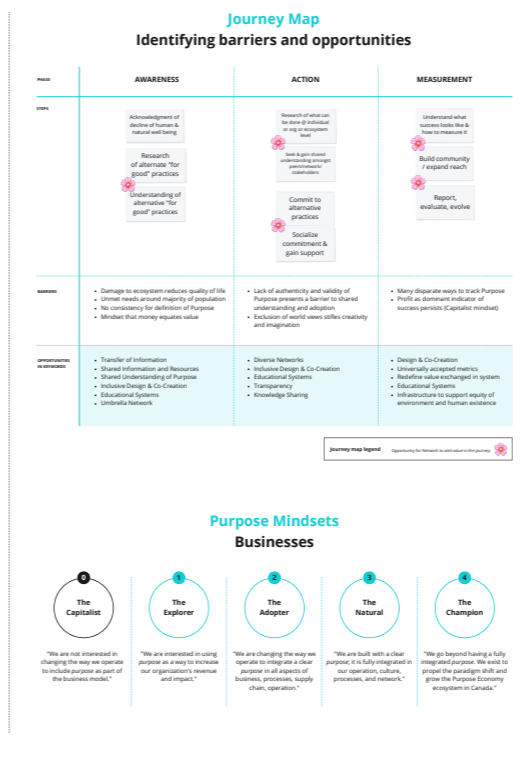
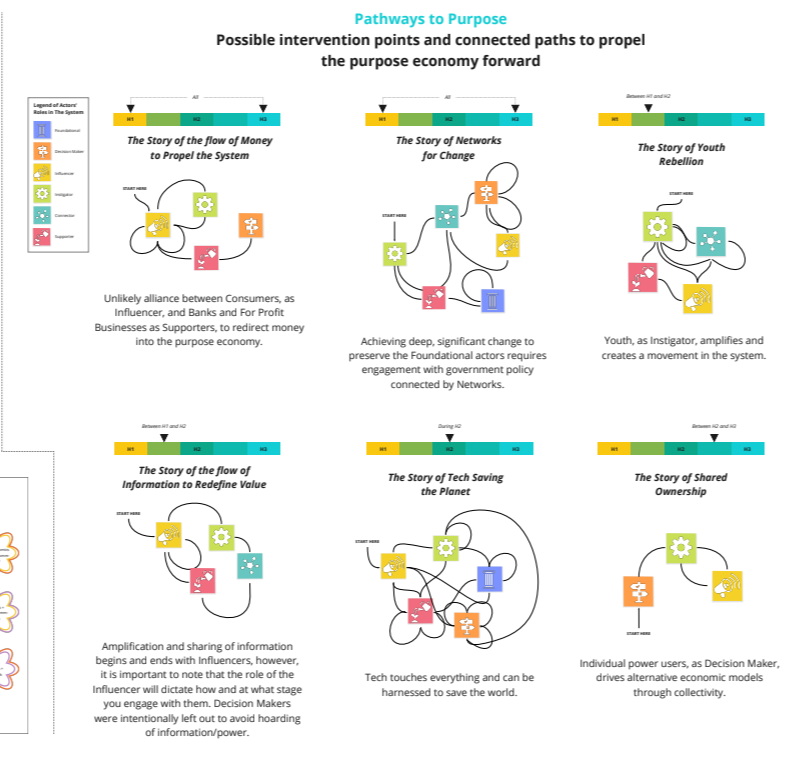
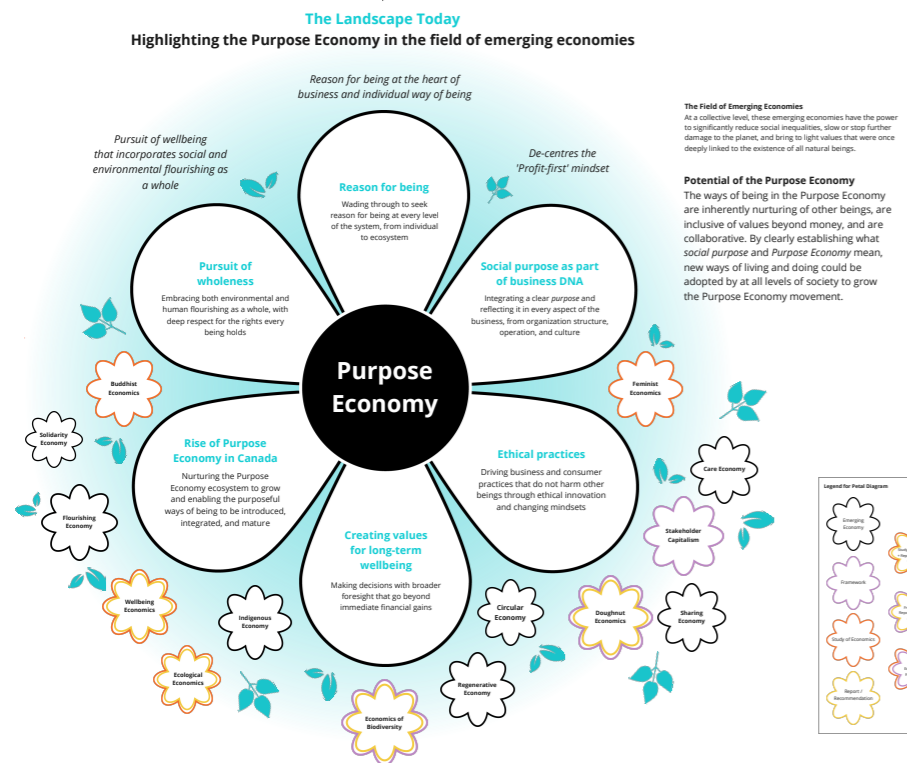
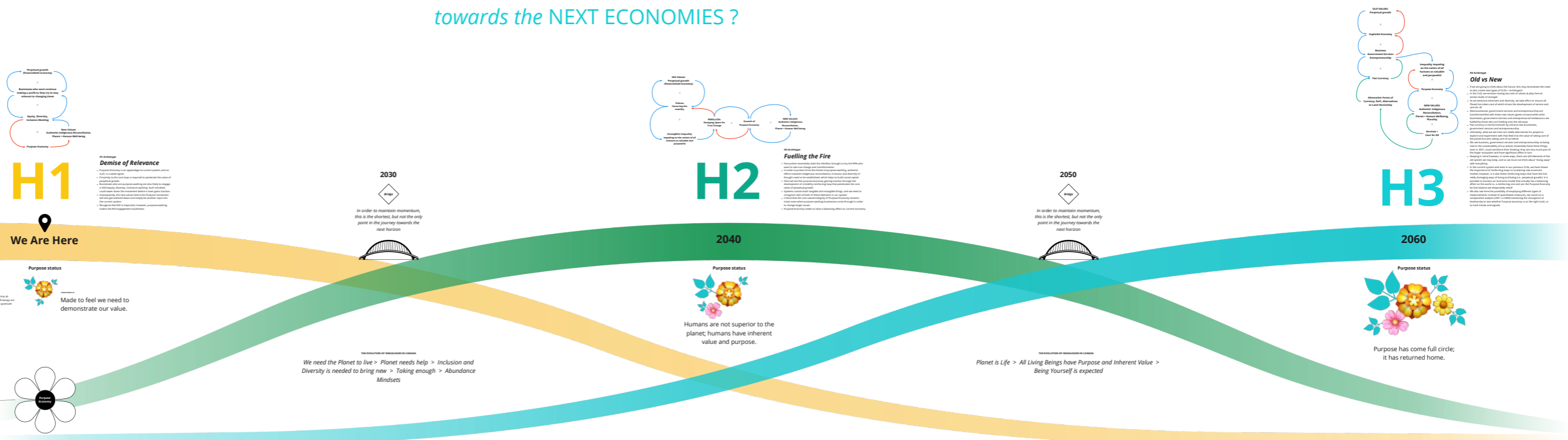


History of Purpose

Indigenous Philosophies of Anthropomorphism and Animism influenced the way land was treated. The Mayan Creation story speaks of gratitude and the day of humans to speak words of thanks, for example, Purpose of humans was simple and clear; missing needs by leveraging what is around and by showing a sense of reciprocity and respect to that land that gave to much; abundance mindset was central.

Here, we identify a critical paradigm shift from Abundance Mindset to Scarcity Mindset, which continues to influence us today.

- 1600's**
 - Abundance Mindset: "The world is a storehouse of goods for the taking."
 - Scarcity Mindset: "The world is a storehouse of goods for the taking, but the goods are limited and must be used wisely."
- 1800's**
 - Industrial Revolution: "The world is a storehouse of goods for the taking, but the goods are limited and must be used wisely."
 - Scarcity Mindset: "The world is a storehouse of goods for the taking, but the goods are limited and must be used wisely."
- 2000's**
 - Globalization: "The world is a storehouse of goods for the taking, but the goods are limited and must be used wisely."
 - Scarcity Mindset: "The world is a storehouse of goods for the taking, but the goods are limited and must be used wisely."



Future Research Questions/ Opportunities

Once we recognize the planet's inability to sustain our current economic system, we are faced with the question: **what is the alternative to the status quo?** The Purpose Economy provides the possibility of a better option but the space is currently small and we don't have much time. Next, is a deeper understanding of Canada's Purpose Economy in the broader context of a shift in consciousness emphasizing the acceleration of wide spread participation.

GLOSSARY OF TERMS

Abundance Mindset: A mindset that believes that resources are infinite and that more is always better.

Scarcity Mindset: A mindset that believes that resources are limited and that one must be careful of how they are used.

Purpose Economy: An economic system that is based on the idea of purpose, where the primary goal is to create value for all stakeholders.

Wellbeing: A state of being that is characterized by a sense of purpose, meaning, and fulfillment.

Wholeness: A state of being that is characterized by a sense of completeness and integration.

Planet Healing: The process of restoring the planet's natural resources and ecosystems to a state of health and balance.

Authentic Purpose: A sense of purpose that is based on one's own values and beliefs, rather than on external pressures or expectations.

Human Ego + Desire for Power: A state of being that is characterized by a sense of self-importance and a desire for control and dominance.

Safety: A state of being that is characterized by a sense of security and protection from harm.

Nature: The natural world, including all living and non-living things.

Time / Freedom: A state of being that is characterized by a sense of autonomy and the ability to spend one's time as one sees fit.

Health: A state of being that is characterized by a sense of physical and mental well-being.

Family / Friends: A state of being that is characterized by a sense of connection and support from others.

Wisdom: A state of being that is characterized by a sense of knowledge and understanding.

Status: A state of being that is characterized by a sense of social standing and respect.

Financial: A state of being that is characterized by a sense of wealth and financial stability.

Self-Development: A state of being that is characterized by a sense of personal growth and improvement.