

# Jeremy Rifkin



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## Speakers Jeremy Rifkin: Writer, thinker

 Author and social thinker Jeremy Rifkin asks, "Can we reach biosphere consciousness and global empathy in time to avert planetary collapse?"

**Why you should listen to him:**

Jeremy Rifkin is president of the Foundation on Economic Trends and the author of 17 bestselling books on the impact of scientific and technological changes on the economy, the workforce, society and the environment. His books have been translated into more than thirty languages and are used in thousands of universities, corporations and government agencies around the world.

Rifkin has been an advisor to the European Union for the past decade. He has been a senior lecturer at the Wharton School's Executive Education Program at the University of Pennsylvania, and his monthly column on global issues appears in many of the world's leading newspapers and magazines, including The Los Angeles Times and The Guardian.

"The Empathic Civilization is emerging. A younger generation is fast extending its empathic embrace beyond religious affiliations and national identification to include the whole of humanity and the vast project of life that envelops the Earth."  
— Jeremy Rifkin

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**Jeremy Rifkin on "the empathic civilization"**  
10:39 Playlist Aug 2010

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Approaches to Human Development and Environmental Sustainability

# Jeremy Rifkin

## Background

- ▶ American ECONOMIST, writer, public speaker, political advisor, social/environmental activist, and **GLOBAL FUTURIST**.
- ▶ Established/Founder of:
  1. Global Foundation On Economic Trends
    - Global CEO Business Roundtable
  2. The Global Greenhouse Network
  3. The Environmental Media Association
- ▶ According to the *The European Energy Review*:

"Perhaps no other author or thinker has had more influence on the EU's ambitious climate and energy policy than the American 'visionary' Jeremy Rifkin."



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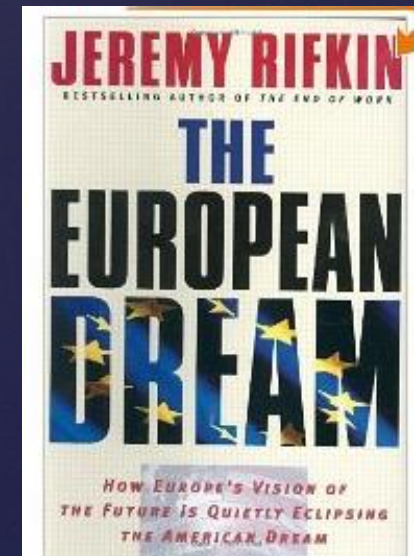
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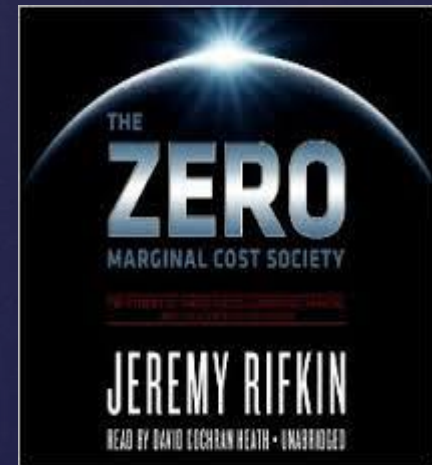
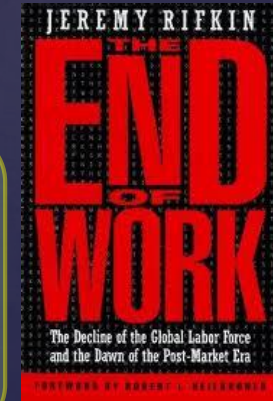
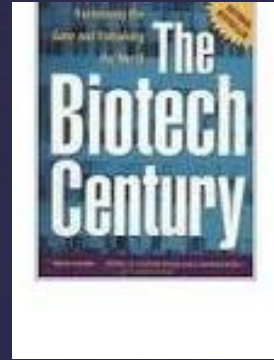
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— Jeremy Rifkin

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# Rifkin's Books

1. 1973, How to Commit Revolution American Style: Bicentennial Declaration, with John Rossen.
2. 1975, **Common Sense II: The case against corporate tyranny.**
3. 1977, Own Your Own Job: Economic Democracy for Working Americans.
4. 1977, **Who Should Play God? The Artificial Creation of Life and What it Means for the Future of the Human, with Ted Howard.**
5. 1978, The North Will Rise Again: Pensions, Politics and Power in the 1980s, with Randy Barber.
6. 1979, The Emerging Order: God in the Age of Scarcity, with Ted Howard
7. 1980, Entropy: A New World View, with Ted Howard.
8. 1983, Algeny: A New Word—A New World, in collaboration with Nicanor Perlas 1985, Declaration of a Heretic.
9. 1987, Time Wars: The Primary Conflict In Human History
10. 1990, **The Green Lifestyle Handbook: 1001 Ways to Heal the Earth** (edited by Rifkin),
11. 1991, Biosphere Politics: A New Consciousness for a New Century
12. 1992, Beyond Beef: The Rise and Fall of the Cattle Culture
13. 1992, **Voting Green: Your Complete Environmental Guide to Making Political Choices In The 90s, with Carol Grunewald Rifkin**
14. 1995, The End of Work: The Decline of the Global Labor Force and the Dawn of the Post-Market Era
15. 1998, **The Biotech Century: Harnessing the Gene and Remaking the World**
16. 2000, The Age Of Access: The New Culture of Hyper-capitalism, Where All of Life is a Paid-For Experience.
17. 2002, The Hydrogen Economy: The Creation of the Worldwide Energy Web and the Redistribution of Power on Earth.
18. 2004, **The European Dream: How Europe's Vision of the Future is Quietly Eclipsing the American Dream.**
19. 2010, **The Empathic Civilization: The Race to Global Consciousness In a World In Crisis.**
20. 2011, The Third Industrial Revolution: How Lateral Power Is Transforming Energy, the Economy, and the World.
21. 2015 **The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism.**



# Jeremy Rifkin

## MEDIA and Global Environmental Policy

→ Founder and chairperson of the **Third Industrial Revolution Global CEO Business Roundtable**

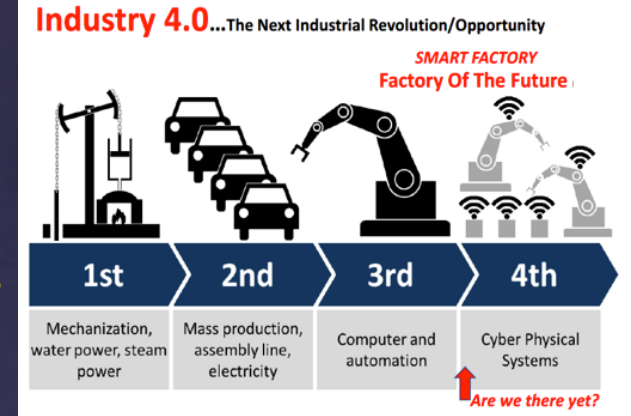
- More than **100 of the world's leading renewable energy companies**, construction companies, architectural firms, real estate companies, IT companies, power and utility companies, and transport and logistics companies

→ **1988: The Global Greenhouse Network.** Rifkin brought together **climate scientists and environmental activists from 35 nations** in Washington, D.C. for the first meeting of the Global Greenhouse Network.

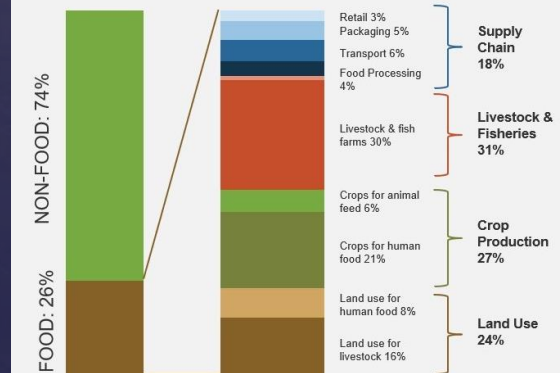
→ **1989: The Hollywood Lectures** on global warming and related environmental issues for a **diverse assortment of film, television and music industry leaders**, with the goal of organizing the Hollywood community for a campaign.

→ **1990:** Formation of TWO major ENVIRONMENTAL MEDIA organizations:

1. **Earth Communications Office (ECO)**
2. **Environmental Media Association**



**Food production is noted as a primary source of global GHG emissions**  
*Global Greenhouse Emissions From Food Production (2018)*



Jaden Smith & Dave Hakkens vs. Plastic Waste

# American Dream?

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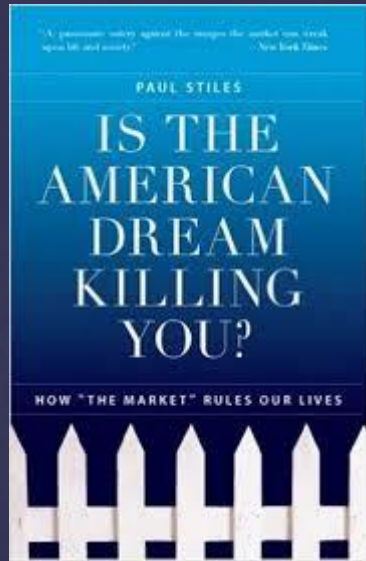
Individual wealth  
Live to work!  
Independent  
Freedom  
Happiness moment !  
Patriotism radical/extreme  
Thankful for past → PRIDE  
WARS  
DECLARATION OF IND – CONST  
SUCCESS! MATERIALISM  
WE INVENTED BREAD!  
HIGHER EDUCATION  
TRADITIONAL FAM VALUES  
CHRISTIANITY  
ENGLISH  
CONVENIENCE  
CAPITALISM  
POOR CHOICE  
HETERO-NORMITY 2 1 KIDS

# European Dream?

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HEALTH CARE- FREE  
BALANCE  
WORK TO LIVE  
COMFORT- QUALITY  
NATIONALISM-SPORT  
TIME  
HOLIDAY  
TIME OFF- VACATION  
COMMUNITY-CO-PRESENT  
RELATIONSHIPS  
MATERNITY/PATERNITY LEAVE  
\$\$\$ FOR CHILDREN  
\$\$\$ EDUCATION  
SOCIETAL HAPPINESS  
LEISURE TIME  
ENVIRONMENTAL FOOD  
RESTRICTIONS  
PEACE-GLOBAL-NEGOTIATION

# American Dream?



# European Dream?



## VACATION DAYS BY LAW

### Living to Work: How the U.S. Stacks Up

COUNTRY	DAYS BY LAW	AVERAGE
Sweden	25	25-35
Austria	25	30
Denmark	25	30
Germany	24	30
Italy	20	30
Norway	21	30
Spain	25	30
France	25	25-30
Switzerland	20	25-30
Ireland	20	28**
Australia	20	25
Finland	24	25
Netherlands	20	25
Portugal	22	25**
United Kingdom	20	25
Belgium	20	24**
Greece	20	23
Japan	10	17.5
China	15	15
U.S.	0	10.2*

**Sources:** European Industrial Relations Observatory, World Tourism Organization; Los Angeles Times;  
\* Bureau of Labor Statistics, paid-leave after three years;  
\*\* Economic Policy Institute

# European HAPPINESS

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## The Swedish tradition that can make you happier at work

09 FEBRUARY 2022 | CULTURE

In Sweden, a coffee break is more than just a quick hit of caffeine. The Swedish coffee break or 'fika' is an excuse to slow down and relax in the company of others. The longstanding tradition reflects the Swedish ideal of slowing down to appreciate life's smaller joys. If done right, fika is believed to improve productivity and enhance wellbeing.

Video by Björn Nilsson  
Executive producer: Camelia Sadeghzadeh

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Many Icelanders start their day with a swim before work.

## Why the secret to Icelandic happiness lies in their pools

23 JULY 2020 | WELLNESS



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## I taught rats to drive a car, and it may help us lead happier lives

28 November 2024  
Kelly Lambert



Teaching rats to drive a tiny car around a laboratory had some far-reaching effects - it taught scientists a lot about the benefits of anticipating the joy brought by the things we love.

We crafted our first rodent car from a plastic cereal container. After trial and error, my colleagues and I found that rats could learn to drive forward by grasping a small wire that acted like a gas pedal. Before long, they were steering with surprising precision to reach a Frost-Loop treat.

As expected, rats housed in enriched environments - complete with toys, space and companions - learned to drive faster than those in standard cages. This finding supported the idea that **complex environments enhance neuroplasticity**: the brain's ability to change across the lifespan in response to environmental demands.

After we published our research, the story of driving rats went **viral in the media**. The project continues in my lab with new, improved rat-operated vehicles, or ROVs, designed by robotics professor **John McMurphy** and his students. These upgraded electrical ROVs - featuring rat-proof wiring, indestructible tires and ergonomic driving levers - are akin to a rodent version of Tesla's Cybertruck.

As a **neuroscientist who advocates for housing and testing laboratory animals in natural habitats**, I've found it amusing to see how far we've strayed from my lab practices with this project. Rats typically prefer dirt, sticks and rocks over plastic objects. Now, we had them driving cars.