

## A New Economic Model

Is humanity migrating from the current capitalist model to a new economic model? Or would it be appropriate to call it "economic" model? That is because it will be driven by the survival of our race, that is striding toward extinction due to climate change, that we already began to experiment.

The UN Intergovernmental Panel on Climate Change's (IPCC) points to an increase between 2° C and 4.5° C and can reach up to 6° C, compared to the average temperatures in the pre-industrial period. A rise of 4° C could mean, for example, a rise in sea level by 59 cm, creating 313 million climate change exiles, besides the occurrences of severe weather events with serious consequences, especially for the poorest populations in developing countries.

In a study published by the Nature magazine (458) scientist Malte Meinhausen shows that to maintain the temperature increase below 2° C - considered unlikely by other researchers (and that would be the ceiling for us not to enter in a extremely disturbing condition of climatic instability) - we would need to cut emissions in half by 2050. And if that mark is passed, as many scientists fear, we need to keep it close to zero!

Thus, due to sheer necessity of self-preservation, humanity will soon reach systems where there is no room for unsustainable development, which is the core business at the present economic model. Perhaps the recent global economic crisis, whose genesis lied in the exacerbated consumption, was the first concrete sign of these changes.

Unfortunately, the majority of the people, the government and the companies are still not aware of this fact, especially us, the current generation, that is still economically dominant. And there's not much hope that in the coming years we will be able to make significant changes.

But many of us hope that this will really be different within a few decades, when Gen-Y citizens (those born between 1980 and 2000) will take over, to maybe avoid the sixth mass extinction in our planet and allow our great grandchildren to behold this spectacular and beautiful nature. We can predict this shift by the words in this speech from a teenager recorded in a survey done by MTV Brazil: "In ten years, we will survive in this damn world that they spoiled for us. "Organizations that early discern this new scenario, and take effective actions in this direction will be those that will dominate their markets in the near future.

The real estate industry, the activity that has the biggest

consumption of natural resources in the planet – considering the complete life cycle of the buildings - and the most important agent in the development of the cities (that in 2025 will concentrate 60% of world population), has a decisive role on this issue. And the good thing is that there are professionals with immense creativity and entrepreneurial ability in this industry and therefore it has a high potential to lead this race between the various economic segments.

The media have fundamental importance in this process, since scientists do their jobs pretty well, but are not trained to transform all the knowledge produced, in such a complex subject, in appropriate language for the diversity of people all over the world. Therefore, only when consumers, fully informed, recognize the problem and demand for products and services truly sustainable, is when there is going to be a consistent change in the way that businesses and governments address the issue.

We must hope for a place to live totally different from the present, where there will be no more room for the habits we have today. It is necessary to design a global community, in which consumption must be drastically reduced, and any kind of production will have to comply with the new paradigms.

Our descendants will inherit a "modus vivendi" that certainly does not fit the lifestyle that we have adopted since the industrial revolution. So, the inevitable is that we must create a new sustainable pattern and Brazil has great potential to assume leadership in building this new "economic" model.

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