



THE BLUE REVOLUTION

# The Blue Revolution

A galvanizing story for transition at a global scale

## CONFERENCE CONTENT

Myths coordinate the action of billions of humans. The one we currently live by is no longer adequate: it is destroying humanity and the biosphere. After an introduction on the role of myths and the psychology of change, we travel back to the Big Bang to tell a different story of the Universe, the Earth and humanity.

We set out together to discover Homo Biospheris, the successor to Homo Sapiens whose secret was kept for 80 years on the cover of *The Little Prince* by Antoine de Saint-Exupéry, until Jean-Pierre Goux uncovered it. We then explore how this new myth makes the ecological transition irresistible, through a process of metamorphosis called the Blue Revolution.

This conference proposes a radical reframing: the economy as the metabolism of humanity at the service of the Biosphere, and the ecological transition as a metamorphosis of that metabolism.

## FORMAT

### 30 to 60 minutes

- Keynote alone or with discussion
- Tailored to your sector and audience
- From 20 to several thousand people
- English or French

### AUDIENCE

All-company events  
Leadership offsites  
Executive committees  
Transition teams  
Organizations

## WHY THIS KEYNOTE

In a world where fear and division dominate, this keynote offers an alternative and inspiring vision of the human phenomenon, and a new way to see the economy: as the metabolism of humanity at the service of the Biosphere.

## KEY TAKEAWAYS

- A new collective narrative that reframes the organization's role in the living world.
- Homo Biospheris as a powerful reframing of human identity.
- The economy as metabolism, a generative lens for business models.
- A foundation for reimagining the business model in relation to the Biosphere.



Watch this keynote →