



Prosumerism

In a time when more processes are being automated and capitalism is proving ineffective in solving social deprivation, the need for new economic models is self evident.

Gradually we are moving towards a society where mobility is no longer such a great necessity. We can virtually do all our activities in a small finite space, ranging from running on the spot to making conference calls with business partners around the globe.

A lot of us live our daily lives without the need to interact with the less advantaged creating barriers for people struggling with physical and social needs.

The fact that most of our transactions occur digitally means that many time consuming processes now require little time and energy. Just by passing a physical spot or in proximity of another digital device, we can exchange information including payment transactions. Thus our biggest necessity is to structure our days to include more natural social interactions.

The lack of being outdoors with other people can cause negative attitudes leading to excessive moaning, monologues and onesided unwanted orders.

The need for us as human beings to be productive is scientifically proven. However we do not all like or have the same skills to successfully carry out the same activities.

Our current economy is too focused on data production and management. A lot of these processes do not require human interaction, as they do not involve a lot of brain power or creativity. In addition too much information overload is leading to higher stress levels and mental disorders.

Therefore the necessity for people to go back to basics and use their talents by combining their physical and mental skills. The aim is to encourage more humanity and allow robotics and automation take care of monotonous tasks in the background.

The idea that we can eat freshly grown produce without having a vegetable patch ourselves or not travelling far is appealing. One could create a small self sustaining community where each member produces or purchases a different product so that there is enough for each member to consume or use.

This solution would allow people to spend more time doing what they like possibly outdoors. Examples could be carpentry, pottery or glass making.

The limitation of bartering has always been having an arms length transaction and equal exchange.

Thus the invention of money and credit and subsequently the birth of capitalism. However this especially amongst friends, neighbours and group members can cause excessive competition leading to prejudice and stress.

One alternative to encourage productivity is to also use time as an exchange parameter. Thus quantifying how long it has taken to produce a product or service. There would be a fixed and variable portion, meaning that based on how long one has had to study, travel or the time spent by suppliers producing the base materials is factored in. This could obviously be easily calculated with a simple application including time credit.

The idea of everybody becoming both producers and consumers would increase self worth and sustainability, reducing excessive travelling and encouraging local production. The aim is to start this even just between two parties providing a similar service such as an accountant and lawyer.

Initially there could be pilot schemes based on a hybrid system between money and time. Participants would be encouraged to use accrued spare time to perform rewarding and useful services in their local communities.