



**From the second Circle Dialogue:  
About tv programs, the dragon, having fun, and education**

After the speakers Halfdan Muurholm and Karen Blincoe the participants again had the opportunity to engage in a Circle Dialogue:

**21 statements from the second dialogue:**

**#1:** We might have a problem selling the word "climate", but "green" is much easier. Halfdan, can you sell the same programs under the name of "green"?

**#2:** (Halfdan): I've tried to sell green projects as well. There is one program now, "Bonderøven" (The Farmer, ed.) that everybody loves, but it's not really about sustainability, it's more about him and his old-fashioned way of living. We have huge problems with selling solar panels and other green climate stuff to the viewers.

**#3:** You said it's not about money but about character – character-driven storytelling is a powerful tool. I can relate to a character, not to a solar panel.

**#4:** (Halfdan): There's not a big urge to really put this on the agenda, and people are not afraid of climate change. I don't see cultural or educated people caring about the climate either.

**#5:** Do we have a global issue here? Perhaps we should forget Denmark and make a difference in China instead?

**#6:** (Halfdan): In my next programs we will start out in Denmark – we have to start at home, go out and then return home.



**#7:** Could we approach this in another way: when people have seen the programs, they should think "this is smart!"

**#8:** (Tetso): COP15 was a turning point in going from "climate" to "green", and we have the "Lomborg Syndrome". It was a top-down meeting, and it was depressing for the industry. We are talking about the green revolution while we are still occupied with growth, but we need a win-win economy and a lot more bottom-up thinking and acting. Communities have to accept that they are local entities. Amazing things are happening in society, developments which are more than energy.

**#9:** (Soeren): I wrote this book about the commons together with Tor Noerretranders, who was more radical when he was younger. He was against nuclear power in Denmark, and when Denmark said no, I would have expected them to be celebrating, but they were depressed. When they didn't have the dragon to fight, the air went out of the balloon. So how can we move on from here? We've had "climate sickness" but we still have to face what's up and what's down.

**#10:** We should make it sexy and we should make it easy to check at home whether something is true or not. We could turn the perspective upside down and make new starting points for discussions.

**#11:** What's the prevailing story and what makes the paradigm shift? When the book "The Inconvenient Truth" came out, Al Gore had been around for many years, climate change, too. What is the pressure point where something shifts? The challenge in going up against the machine is that you become part of it. How could we have more fun?



**#12:** I observed my grandchild and he's got two words for truth. He says: Grandmother, is it true or real true? I remember the stories about right and wrong from my childhood, and everybody loves them, so we shouldn't be afraid of the yes or the no, the right or the wrong, let's be open about that.

**#13:** Let's not only focus on solutions and what you can change if you have five minutes. Let's raise the bar and talk about social experiments in human evolution, there are many exciting experiments on this planet. There are many wonderful things you could make TV about.

**#14:** Why don't we keep on working in the direction we like? Grundtvig talked about the good meeting which should be 50 percent science and 50 percent storytelling. Is this a necessity of educational places?

**#15:** (Karen): We spent a lot of time trying to understand what the unique thing about Schumacher College was. You come in and you go out changed. No luxury, everybody had the same conditions. You were there together, and everybody was interested in the same thing from different perspectives: how do we make this world a more sustainable place to live? People came in soaking up what everybody has to say, and no matter if you were doing the dishes, the discussions were relevant to the people there. We had amazing conversations. The morning sessions were also really important and we had meditation, breakfast, poem reading and exercise, and you were allowed to share your innermost feelings.

**#16:** So people were aiming for exploration and not for specific results.

**#17:** Sounds like the program at the Danish folk high schools, and perhaps it

is a bit outdated today, so how can we refresh the concept and do it in a different manner?

**#18:** Form new social contexts. We must have an idea of the drivers because there's no interaction without drivers, and I think this is a dilemma.

**#19:** We must be transforming all things, mental and social processes, and we must also look to the physical world. The challenge is that today's built environment is not sustainable, and we need new buildings and new environments.

**#20:** What would Google do? How can we scale it up? Not just one school or two schools. If this is to have any impact at all we need a lot of schools, and we have to create a movement that could be so strong.

**#21:** Who are the students? It's us! We must also educate the business people and create a new place of education not only for the youngsters but also for the business people.