



Lifelong Learning and Societal Entrepreneurship

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Abstract

We consider lifelong learning as being of major societal concern in order to understand and tackle present and future challenges for civilized life on Planet Earth and to survive in a global knowledge-intensive economy.

Societal extrapreneurship differs from traditional entrepreneurship in a number of ways, one of them being that the primary objective is to make a substantial change of society in longer terms rather than to make money in the short term. Often the idea is to prevent bad things from happening in the local context more than to invent new good things for the global market. Societal entrepreneurship can be considered similar to the popular movements in the late 19th century when tackling the shift from agrarian to industrial society.

Modern ICT in general and Internet technology in particular is a set of new tools, instrument, languages and means that enables and make possible new products, compositions, new common experiences, new business models and new meanings. To take advantage of this technology as an enabler of new possible worlds, we are in this paper elaborating on the dialectics between Mean and Meaning in the current historical context with the help of McLuhan (medium as a message), Vico (the ironic trope), Baudrillard (value types for concrete objects and abstract ideas) and also Harding and Lessig (value creation in commons). We explore some of the new business models that are evolving in which higher value production (such as common goods) can be made in parallel with "lower value" creation (such as private profit).

The conclusion is that we do need an education process reengineering operation to tackle profound changes in our current educational system to be able to create a good ICT-to-Business fit for societal entrepreneurship and cosmopolitan citizenship.