

# BUSINESS OF THE FUTURE: FROM SELF-CENTERING TO THE COMMON GOOD



Living to love also means protecting nature: The Gyalwang Drukpa leads the Eco Cycle Yatras and travels on mountain bike together with the nuns over thousands of kilometers through the Himalayas and across the Indian subcontinent to educate the population about the need for environmental protection.

Climate change is man-made, the consequences of which are becoming more and more noticeable for everyone. It is no longer possible to continue to the same economic activity and consume as before. Awareness and a change in values are necessary to secure the natural foundations of life. But which values are decisive for the future? What can economy and society change? What role should managers take on in the future? The Gyalwang Drukpa, founder of the international humanitarian network "Live To Love" and head of the Drukpa lineage of Buddhism in the Himalayas, inspired at the Change Congress 2019 in Berlin with holistic approaches.

Climate studies provide figures, scientists give analyses and forecasts: Awareness of the consequences of climate change has grown in society, however, according to the Gyalwang Drukpa, global contexts have so far only been understood intellectually.



The Gyalwang Drukpa at the Change Congress 19: "It is crucial that we change. We have a right to change and that is the responsibility of all of us."



The visit of Gyalwang Drukpa to the Change Congress in Berlin was initiated by Gianna Wabner (right), President of the Live To Love-Germany Foundation. The Gyalwang Drukpa was accompanied by the nun Lopön Jigme Tingdzin (left).

“Although we are very educated and claim to know everything, we don't really understand what is actually happening in this world. Although we are talking about global warming, climate change and all these things, I think that we have only understood a little bit on the surface, but do not really feel it in our hearts,” he said at the start of his visit to Berlin in an interview with Prof. Dr. Maja Göpel, General Secretary of the German Advisory Board of Global Change in Berlin.

The Gyalwang Drukpa, head of the Drukpa lineage of Buddhism in the Himalayas, is an internationally recognized peace activist and has been committed to climate and environmental protection for many years. He comes from a region in which people have been experiencing the effects of the climate change very directly for many years. Due to the melting of the glacier and the accompanying drought, there are already conflicts over water, which has become a valuable commodity for the local agricultural economy. In this region of the world, climate protection definitely also serves to secure peace.

## HOLISTIC UNDERSTANDING AND COMPASSION

“To my insight compassion is not about the religious way of being compassionate. Rather, it is about compassion, which results from a deep understanding and comprehension of the interrelations and leads to a holistic view of the world. Within the great understanding one can feel as much compassion for the trees as for the people. This leads you to taking care of the trees and the water, the air and all environmental problems,” emphasizes the Gyalwang Drukpa.

Whatever religion, poor or rich, everyone needs clean air to breathe and clean water to drink. Reason enough to protect these resources. However, behavior characterized by greed and ignorance prevents a mindful, appreciative use of resources. In turn others and oneself will suffer under the consequences of such behavior.

What nature gives by itself is not enough regarded enough by humans, says the Gyalwang Drukpa. It has to be more and more. An example: Due to the great demand for milk, cows are bred which produce far more milk than a decade ago. These animals are exhausted after a few years due to the high stress. On the other hand, it could harm the consumer to drink too much milk from industrial livestock farming, because too much milk consumption can for example make one sick due to the hormones added. The crazy thing, says the Gyalwang Drukpa, is that many think that milk in general would make sick and that nature is not healthy. In this context, he recalls the beauty of the original nature: “Nature must be left alone. If we let it thrive on its own, it has a beautiful rhythm that serves us well.”

## VALUES FOR THE FUTURE

Which values are important for the future? What needs to be changed? What role should an entrepreneur, manager or someone in a leading position play? The Gyalwang Drukpa gave answers to these questions in an interview on “value-oriented business” with Christoph Bertling, Managing Director of the Handelsblatt Media Group at the Change Congress 2019 in Berlin. Here, well-known

In order to bring about a lasting change in business life, the Gyalwang Drukpa suggested that the motivation should be checked – in regard to protect resources and the health of everyone:

“Companies also need to understand what kind of success they are looking for. We're currently looking for money and success, bigger houses and bigger cars, but is there ever an end to it? Is there any goal we are heading for?”

However, the question is what is developed by companies: Material development is very important, but at the same time it must be considered what can be done so that material development benefits others and the environment, so that the trees are healthy and the water clean, including all other elements that must also be intact. This will help business, your own life and an entire generation to succeed.”

#### BUSINESS FOR THE COMMON GOOD

The Gyalwang Drukpa advises that a greater perspective is needed. The approach of doing business for the wellbeing of people and the country could be such a perspective: "The goal that we should now achieve is to do business for the benefit of an entire country instead of just paying attention to our own advantage. In a movement and great transformation towards the common good, cities and the entire country will be able to develop very positively.

Education is currently a rather self-centered education. It is okay and there is nothing wrong with striving for personal wealth and power, but that is precisely the reason for the lack of motivation to take care of your own country.”

#### LOVE IS THE KEY

The point is to take small steps initially that contribute to global change, like many drops fill the ocean. The value of love can be an essential key in this process:

"Love is the key! Love must be developed in everyone, through their own education. You have to be smart so that love can reveal itself. Love is in the air, in the water, in the trees - just everywhere, but it has to be felt and recognized. You have to be smart enough to experience that feeling of love that brings happiness and enables you to contribute in this way. First of all, you have to be happy.

We all know we have to be happy, but how do you become happy? That is the question. You should make other people happy so that you are happy yourself. If you make a tree happy, the tree gives you a healthy life. So you should take care of the trees as well, you should take care of the water as you take care of yourself. If you make them happy, you will be happy yourself. That is wisdom."



Planting one million trees for a climate protection worldwide: The Gyalwang Drukpa plants the first tree in Hamburg - an elm tree. During his visit to Germany in 2018, many more trees were placed in the earth.

### A CONSCIOUS DECISION

For change, a conscious decision with foresight for the needs of all generations is necessary, according to the Gyalwang Drukpa. "The change of one's own attitude depends very much on the mind. The mindset needs to be changed and a decision needs to be made for this change. The change happens quickly, maybe in just a minute. Because a mindset is either good or bad, you should always focus your mind on the well-being of others and for their needs - not only for the people of our present, but also for the needs of the coming generations."

It is now important to be aware of what is happening in the world. Politicians, entrepreneurs, foundations, organizations, rich and poor people - everyone should work together and hand in hand: "None of us should feel powerless, with the feeling that we cannot do anything. No! We all have a responsibility to contribute to the world and to make the world a peaceful, comfortable and happy place. Instead of panicking, one could say better: "From now on I vow not to harm my own environment anymore."

For the change, a conscious decision with foresight for the needs of all generations is necessary, the Gyalwang Drukpa said in an interview with Christoph Bertling (left), Managing Director of the Handelsblatt Media Group.

### FOR THE PROTECTION OF THE EARTH AND THE GENERATIONS

Love is action: The international humanitarian network Live To Love, which was founded in 2007 by the Gyalwang Drukpa and for which he was awarded by the United Nations in 2010, is involved worldwide with climate and environmental protection. The focus is on tree plantings and plastic waste collection campaigns. Education is a key pillar in order to be purposefully active and sustainably successful.

The "Eco Cycle Yatras" have an international reputation as an exemplary Live To Love project. In India, air pollution is the number one health concern for the population. Doctors in New Delhi warn that the lungs of the children are no longer pink, but black. According to test results, every third child has restricted lung function. "So these diseases come from an unhealthy environment that we have damaged. So now we have to heal it. Is air purification an authentic way to heal? Yes! Taking care of the environment is the best, most authentic and ultimate way of healing," says the Gyalwang Drukpa.



Under the umbrella of Live To Love, the Gyalwang Drukpa, the nuns of the Drukpa lineage and environmental activists regularly ride thousands of kilometers on mountain bikes through India and Nepal to educate the population about the causes and consequences of pollution. Along the way, they also actively collect plastic waste. The next "Eco Cycle Yatra for Peace and Development" is planned in spring 2020. "We just want to open doors and give an example so that people can choose their own wonderful path. Live To Love - living to love is the name and the goal that should educate and enable people to live in harmony with nature without causing pollution," explains the Gyalwang Drukpa. In addition to more climate-friendly vehicles and the conscious use of transportation, trees make a significant contribution to climate protection. At the launch of the "Trillion Trees Campaign" of the organization "Plant for the Planet" in Monaco 2018, the Gyalwang Drukpa promised as guest of honour to plant one million trees worldwide - with the help of the Live To Love network. It is proven that trees can absorb the carbon dioxide, which is harmful to the climate, and convert it into oxygen, thus contributing to clean air. The plantings take mainly place in Asia and Germany. (See report in VISIONEN 5/2019)

### EVERYONE IS RESPONSIBLE

Ultimately, the Gyalwang Drukpa wants to motivate everyone to act and above all to encourage them: "If we can change ourselves, global warming will change for the better. It is crucial that we have to change - we have a right to change and that is the responsibility of all of us, of all people. " The attitude of US President Donald Trump and many others who deny climate change is sad, says the Gyalwang Drukpa. However. This attitude however motivates him to become even more committed in the future to support the change: "We will always implement Live To Love in order to achieve something for the world."



At the Eco Cycle Yatras, participants are often also faced with adverse circumstances: the monsoon, high altitude, dust, traffic, heat or cold. Many people are impressed by their relaxed handling of these conditions and their constant positive motivation.

Fotos national: Agnes Forsthuber  
Fotos international: Live To Love  
Inspiration & Information:  
[change-congress.de](http://change-congress.de)  
[www.live-to-love-germany.org](http://www.live-to-love-germany.org)