



“THUS FOR THE FIRST TIME SINCE HIS CREATION
MAN WILL BE FACED WITH HIS REAL, HIS PERMANENT PROBLEM
HOW TO USE HIS FREEDOM FROM PRESSING ECONOMIC CARES,
HOW TO OCCUPY THE LEISURE,
WHICH SCIENCE AND COMPOUND INTEREST WILL HAVE WON FOR HIM,
TO LIVE WISELY AND AGREEABLY AND WELL.”

~'ECONOMIC POSSIBILITIES FOR OUR GRANDCHILDREN', JOHN MAYNARD KEYNES (1930)

RETHINKING EFFICIENCY - THE PARADIGM SHIFT

Efficiency is the ratio of what you get out for the work you put in. Rather than maximising outputs, we could increase efficiency by minimising input work and maximising freedom. The aim, then, is to design a settlement so that the labour required by residents to sustain themselves is minimised, while opportunities for creativity are maximised.

With less work, less energy is expended, resulting in less heat and less pollution.

Our economic system today assumes unlimited human demand and seeks to maximise outputs for the available resources and human labour.

In the design of this new paradigm village we will plan to provide for the basic needs of a discrete population—probably in the order of 200 people. As the demand for basic needs such as water, food, energy and living spaces can be determined for a known demographic, it is possible to design for an abundance (or over-supply) of these. As a result the market price for basic necessities will tend toward zero.

The aim then is to plan for & design integrated systems that will **minimise the input work** needed to deliver water, food, energy and living spaces in abundance.

Design by aligning with natural cycles, implementing the most energy efficient technologies and constructing for maximum durability. Residents will be responsible for an ecosystem of infrastructure and will need to collaborate to maintain it in good order but the better it is maintained, the less work will be required to sustain everyone and the more time will be available for innovation and creativity.

Plan, design, build, repeat.

Our economic system today also only measures **productive efficiency** through the Gross Domestic Product (GDP). There is no measure for the efficiency of distribution of resources, goods and services. **Distributive Efficiency** can be

achieved by minimising the energy needed for transport. The work (W) needed to transport an object a distance (s) is given by the physics formula:

$$Work(W) = Force(F) \times distance(s)$$

By minimising the distance people, resources and goods travel, we can minimise the total input work or energy needed to distribute the things we need. This means we need to **localise and maximise local production for local consumption.**

John Maynard Keynes predicted that by 2030, dramatic technological improvements would mean that we would need to work no more than three hours a day to satisfy our needs.