

The Colours of Money

The world beyond banking

An intensive introduction to associative economics¹

with Dr Christopher Houghton Budd*

26 & 27 April 2013 / Zeist, The Netherlands

What is money? What is capital? What purpose do they serve?

A growing number of individuals want to give business and society a new ground. There is no dearth of ideas and initiatives (commercial or otherwise) for contributing to a metamorphosis of capitalism, and to overcoming the reputation of economics as a dismal science. But how these initiatives should be placed within the context of today's financial markets and the competitive paradigm underlying it remains unclear. The root of the problem, as explored in this seminar, is an incomplete analysis of money (red money) and capital (blue money). The solution is to get our understanding of money and capital right, and implement our new understanding with the help of accounting.

Understood as an instrument of perception, accounting enables us to see how human will, not markets or 'business cycles', drives economic, social and cultural life. Accounting enhances our awareness that while money serves the buying and selling of goods, capital enables capacities and creativity to unfold. It also, of course, determines who can develop and deploy their talents and capacities, and who not. Taken together, money and capital are inherently social (because no individual balance sheet can exist without the contributions and efforts of countless others). Among other things, the seminar, will provide a historical, technical and practical context in which to understand the nature, technique and logic of accounting as an instrument of perception, and as a means for managing money and capital.

General topics covered: The historical context of modern economic life; questions of capitalisation and the appropriateness of different legal forms; the history and meaning of money and accounting; the importance of financial planning.

Specific topics covered: The mainstream significance of three kinds of money, the role of not-for-profits and the changing relevance of civil society.

The seminar will be in English.

* Christopher Houghton Budd is an economic and monetary historian with a doctorate in banking from Cass Business School, London. Combining 40 years of practical entrepreneurial knowledge and academic rigour, his experience includes small-scale businesses, local politics, school governance and research into the financial markets. He has also made a special study of Rudolf Steiner's work in economics, a main reference for 'associative economics'. His recent book, *Finance at the Threshold – Rethinking the real and financial economies*, looks at the global financial crisis through the lens of Rudolf Steiner's ideas. It aims to establish associative economics as a credible mainstream school of thought.

¹ *Belonging to the Associative Economics Association (Canterbury, GB and Neuchatel, CH), the name and other intellectual properties of this course are protected by copyright and other conventions.*

10:00

Coffee, tea

10:15

Welcome & Introductions

Background to Today's Situation

Exploring the deeper background to current events in order to have a sense for the future.

11:45

Pause

12:15

A Question of Competence

Placing the human being at the centre of economic life, not just self-interested but also representative of the entire human family.

13:30

Pause

15:00

Questions of Structure

Identifying the corporate form best suited to a particular business's situation, especially regarding the way it is capitalised.

16:30

Pause

17:00 to 18.00

To profit or not to profit?

To what extent is today's for-profit/not-for-profit divide necessary? This touches on the question of taxation regimes.

Friday 26th April

Saturday 27th April

Coffee, tea

Monetary History

The origin, purpose and changing form of money. Bridging between conventional theory and Rudolf Steiner's conception of money.

Pause

Deep Accounting

Money and accounting have become synonyms, and accounting has become an instrument for perception. In particular how accounting enables us to see how human will, not business cycles, 'drives' economic life.

Pause

Financial Planning

Recognising financial plans as instruments for navigating one's way in today's financial world.

Pause

Review and Next Steps



De voertaal van het seminar is Engels.

Locatie: de grote zaal van de Rafaëlkerk aan de Van Tetslaan 4, 3707 VD Zeist.

Bereikbaarheid:

Met het openbaar vervoer:

Vanaf station Utrecht, bus 52 richting Amersfoort, uitstappen halte Vrijheidsplein; 9 min. lopen.

Vanaf station Driebergen-Zeist: bus 56 richting Amersfoort tot halte Lindenlaan/Boulevard; 5 min. lopen.

9292 Taxiservice: 0900-9292 (€0,70 p/m). Taxi Connexxion: 0900-2000 150.

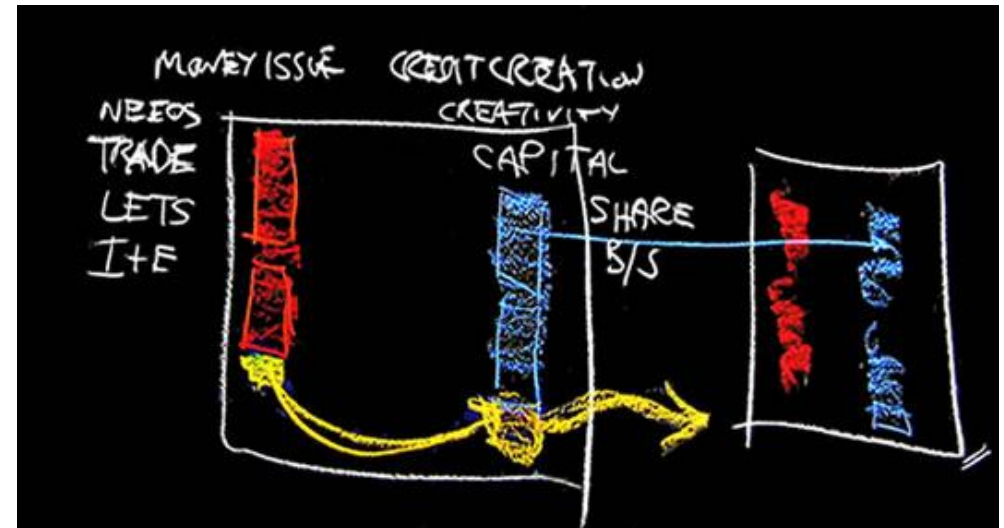
Met de auto: Vanaf Utrecht A28 richting Amersfoort / Hilversum. Afslag 3: Zeist / Den Dolder. Na 500 m. rechtdoor richting Zeist, de Boulevard op. Na 1,2 km. rechtsaf de Valckenboschlaan in. De kerk vindt u aan uw linkerhand aan een pleintje. Parkeren is gratis in de straten rond de kerk.

Kosten van deelname (inclusief koffie, thee en eenvoudige lunch):

Institutioneel (bedrijf of instelling): €375

Persoonlijk: €175

Studenten: €75



Opgave: via het e-mail adres: seminar.chb@gmail.com.

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