



Horizon one would be that boutique consultancy business. I'd have been protecting (i.e. not making creative commons) the twenty odd common economic patterns that I know about which impact the environment. I'd probably use a worth based mechanism (or outcome based as it is called today) for charging. I could also extend this map to cover in more detail the social capital components of trust and the activities needed to either perform the analysis or run the company. Remember you can map all forms of capital whether data, practice, activity, knowledge or social. Let us hypothesise that I had decide to build this company and by hook or by crook turned it into a small success. What would my horizon two be?

In this case, the diffusion of knowledge and evolution caused by supply and demand competition would drive many of those components to a more industrialised space. At some point, I'd have to prepare myself for