

How will its needs make it possible to achieve sustainability ?



There are several models of needs like Maslow's. See video : Maslow's Hierarchy of Needs Explained - <https://www.youtube.com/watch?v=xT6BpFhPsfY>

In this course we will be interested in the model of the economist Manfred Max Neef, he published a book in 1991 entitled “ Human scale development ” demonstrating that human needs are limited and classifiable.

Max neef **identified 9 main needs common** to all cultures and all historical periods ; What changes is the way we will meet these needs. The nine basic needs are

- Subsistence : we need food, water, shelter, 3
- Protection : a safe environment, social security,
- Participation : take part in decisions that affect us
- Idleness : being able to relax
- Affection : to have friends, to love and to be loved
- Comprehension : Learn, understand, meditate
- Creation : cook, create, invent
- Identity, having a sense of belonging, having an identity, knowing yourself
- Freedom : being free to choose how we want to live our life

Even if the needs were the same in all civilizations, the means of satisfying our needs for protection, subsistence, freedom are very different than in those times. Certain objects / contexts / people fulfill a need, such as the insurance contract which provides protection. Others are more synergistic and make it possible to meet several needs. For example, breastfeeding a baby can meet both the baby's need for subsistence, but also his needs for protection, affection and identity.

Max Neef highlights other ways of meeting needs : **destroyers**. Which claim to meet a need but prevent us from meeting several others. For example censorship which would meet the need for protection but prevent us from meeting other needs such as creation, freedom, identity, understanding.

The **pseudo-Filler** that will give a false impression to meet our needs (like fashion for identity).

Max Neef offers four categories to organize how we meet our needs : **being, having, doing and interacting**.

Watch the video : Fundamental human needs

<https://www.youtube.com/watch?v=28GMoDzpvPQ>

Explanation of the Max-Neef matrix : <https://www.youtube.com/watch?v=jJTvd0Yg2hk>

Max-Neef recommends that emerging countries must make themselves independent of the current economic model which is centered on consumption. Its countries must strengthen social identity and use resources efficiently. For this, Max Neef encouraged promoting social development. In addition, it differentiates social development and growth. And so he encourage development on a human scale.