

# **ecodes**

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## **Veintiuna charlas TED inspiradoras**

Víctor Viñuales Edo  
Director de Ecología y Desarrollo  
Lanzarote abril, 2018

Dan Pallotta:

## The way we think about charity is dead wrong

TED2013 · 18:54 · Filmed Mar 2013  
Subtitles available in 25 languages

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Activist and fundraiser Dan Pallotta calls out the double standard that drives our broken relationship to charities. Too many nonprofits, he says, are rewarded for how little they spend — not for what they get done. Instead of equating frugality with morality, he asks us to start rewarding charities for their big goals and big accomplishments (even if that comes with big expenses). In this bold talk, he says: Let's change the way we think about changing the world.

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Playlist  
**Everything you thought ... was wrong**



Playlist  
**Social Good, Inc.**



Playlist  
**Maestros, if you please ... !**

Harish Manwani:

## Profit's not always the point

TED@BCG Singapore · 13:58 · Filmed Oct 2013  
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You might not expect the chief operating officer of a major global corporation to look too far beyond either the balance sheet or the bottom line. But Harish Manwani, COO of Unilever, makes a passionate argument that doing so to include value, purpose and sustainability in top-level decision-making is not just savvy, it's the only way to run a 21st century business responsibly.

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Playlist  
**Social Good, Inc.**



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**Earth, appreciated**



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**7 talks on how we make choices**

# Why business can be good at solving social problems

Michael Porter:

## Why business can be good at solving social problems

TEDGlobal 2013 · 16:28 · Filmed Jun 2013

Subtitles available in 24 languages

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Why do we turn to nonprofits, NGOs and governments to solve society's biggest problems? Michael Porter admits he's biased, as a business school professor, but he wants you to hear his case for letting business try to solve massive problems like climate change and access to water. Why? Because when business solves a problem, it makes a profit — which lets that solution grow.

### Related playlists & talks



Playlist  
**Social Good, Inc.**



Playlist  
**7 talks on life in— and after—prison**



Playlist  
**Shawn Achor: Work happier**



Steve Howard:

## Let's go all-in on selling sustainability

TEDGlobal 2013 · 13:18 · Filmed Jun 2013

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The big blue buildings of Ikea have sprouted solar panels and wind turbines; inside, shelves are stocked with LED lighting and recycled cotton. Why? Because as Steve Howard puts it: "Sustainability has gone from a nice-to-do to a must-do." Howard, the chief sustainability officer at the furniture megastore, talks about his quest to sell eco-friendly materials and practices — both internally and to worldwide customers — and lays a challenge for other global giants.

### Related playlists & talks



Playlist  
**Social Good, Inc.**



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**11 must-see TED Talks**



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**Stefan Sagmeister: My all-time favorites**

Toby Eccles:

## Invertir en el cambio social



TEDGlobal 2013 · 10:03 · Filmed Jun 2013

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Un dato que vale la pena conocer: en el Reino Unido, el 63 % de los hombres que salen de prisión tras cumplir penas cortas vuelve a ser encarcelado, por cometer otro delito, en un periodo de un año. Ayudarlos a mantenerse fuera de la cárcel requiere formación profesional, clases, terapia, etc. Un programa así daría muy buenos resultados, pero el gobierno no puede financiarlo. Toby Eccles comparte una idea original para cambiar la situación: el bono de impacto social. Es una forma diferente de inversión que permite aportar dinero privado a iniciativas sociales. Y, si estas iniciativas funcionan, será el gobierno quien retribuya (con intereses) a los inversores.

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Playlist

**Social Good, Inc.**



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**7 talks on life in and after-prison**



Jeff Smith

**Lessons in**



Dan Pallotta

**The way we think**



Mariana Mazzucato

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Jacqueline Novogratz:

# Patient capitalism

TEDGlobal 2007 · 18:23 · Filmed Jun 2007

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Jacqueline Novogratz shares stories of how "patient capital" can bring sustainable jobs, goods, services — and dignity — to the world's poorest.

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# Why we shouldn't trust markets with our civic life



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Michael Sandel:

## Why we shouldn't trust markets with our civic life

TEDGlobal 2013 · 14:37 · Filmed Jun 2013  
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In the past three decades, says Michael Sandel, the US has drifted from a market economy to a market society; it's fair to say that an American's experience of shared civic life depends on how much money they have. (Three key examples: access to education, access to justice, political influence.) In a talk and audience discussion, Sandel asks us to think honestly on this question: In our current democracy, is too much for sale?

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**7 talks on life in—and after—prison**



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**How do you solve a problem like the climate crisis?**

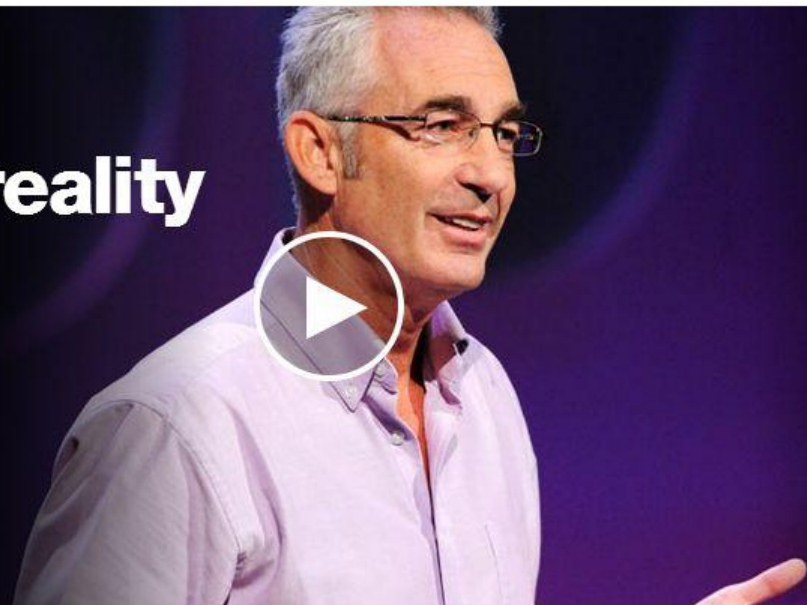


Tim Jackson:

# An economic reality check

TEDGlobal 2010 · 20:23 · Filmed Jul 2010  
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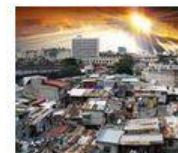


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As the world faces recession, climate change, inequity and more, Tim Jackson delivers a piercing challenge to established economic principles, explaining how we might stop feeding the crises and start investing in our future.

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Yochai Benkler:

# The new open-source economics

TEDGlobal 2005 · 17:52 · Filmed Jul 2005  
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**STATE STREET.**

Yochai Benkler explains how collaborative projects like Wikipedia and Linux represent the next stage of human organization.

This talk was presented at an official TED conference, and was featured by our editors on the home page.

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Rachel Botsman:

## The currency of the new economy is trust

TEDGlobal 2012 • 19:46 • Filmed Jun 2012  
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There's been an explosion of collaborative consumption — web-powered sharing of cars, apartments, skills. Rachel Botsman explores the currency that makes systems like Airbnb and Taskrabbit work: trust, influence, and what she calls "reputation capital."

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Rachel Botsman:

## The case for collaborative consumption

TEDxSydney · 16:34 · Filmed May 2010

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In her talk, Rachel Botsman says we're "wired to share" — and shows how websites like Zipcar and Swaptree are changing the rules of human behavior.

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Rob Hopkins:

## Transition to a world without oil

TEDGlobal 2009 · 16:40 · Filmed Jul 2009

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Rob Hopkins reminds us that the oil our world depends on is steadily running out. He proposes a unique solution to this problem — the Transition response, where we prepare ourselves for life without oil and sacrifice our luxuries to build systems and communities that are completely independent of fossil fuels.

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Paul Gilding:

# The Earth is full

TED2012 · 16:46 · Filmed Feb 2012

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Have we used up all our resources? Have we filled up all the livable space on Earth? Paul Gilding suggests we have, and the possibility of devastating consequences, in a talk that's equal parts terrifying and, oddly, hopeful.

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Gordon Brown:

## Global ethic vs. national interest

TEDGlobal 2009 · 17:10 · Filmed Jul 2009  
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Can the interests of an individual nation be reconciled with humanity's greater good? Can a patriotic, nationally elected politician really give people in other countries equal consideration? Following his TEDTalk calling for a global ethic, UK Prime Minister Gordon Brown fields questions from TED Curator Chris Anderson.

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Al Gore:

## New thinking on the climate crisis

TED2008 · 27:54 · Filmed Mar 2008  
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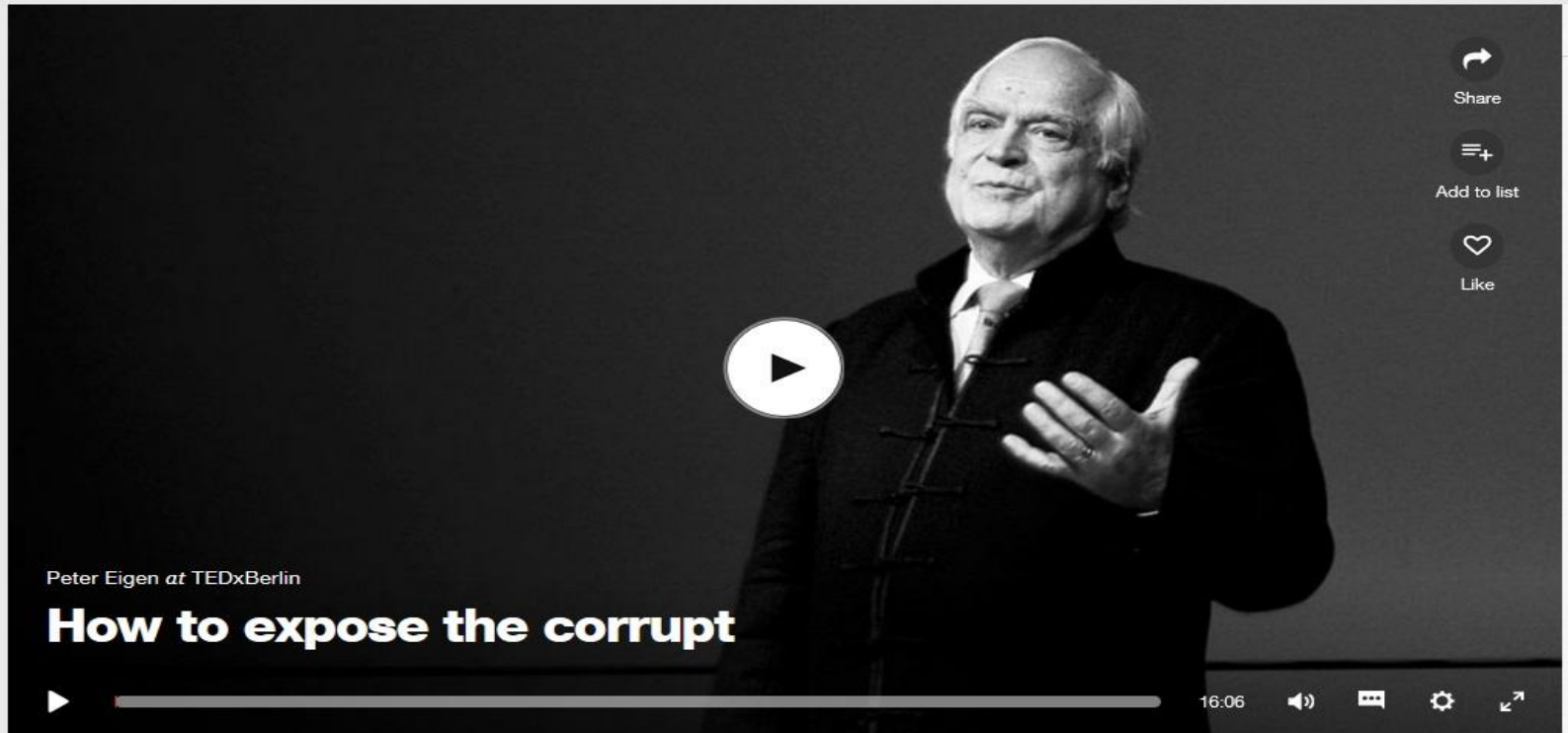
In this brand-new slideshow (premiering on TED.com), Al Gore presents evidence that the pace of climate change may be even worse than scientists recently predicted. He challenges us to act.

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**TED** Ideas worth spreading

WA



Peter Eigen at TEDxBerlin

## How to expose the corrupt

Spanish translation by [Jean Pierre Peinado](#). Reviewed by [Maria Millet](#).

### Details

About the talk

### Transcript

26 languages

### Comments

Join the conversation

Some of the world's most baffling social problems, says Peter Eigen, can be traced to systematic, pervasive government corruption, hand-in-glove with global companies. In his talk, Eigen describes the thrilling counter-attack led by his organization, Transparency International.

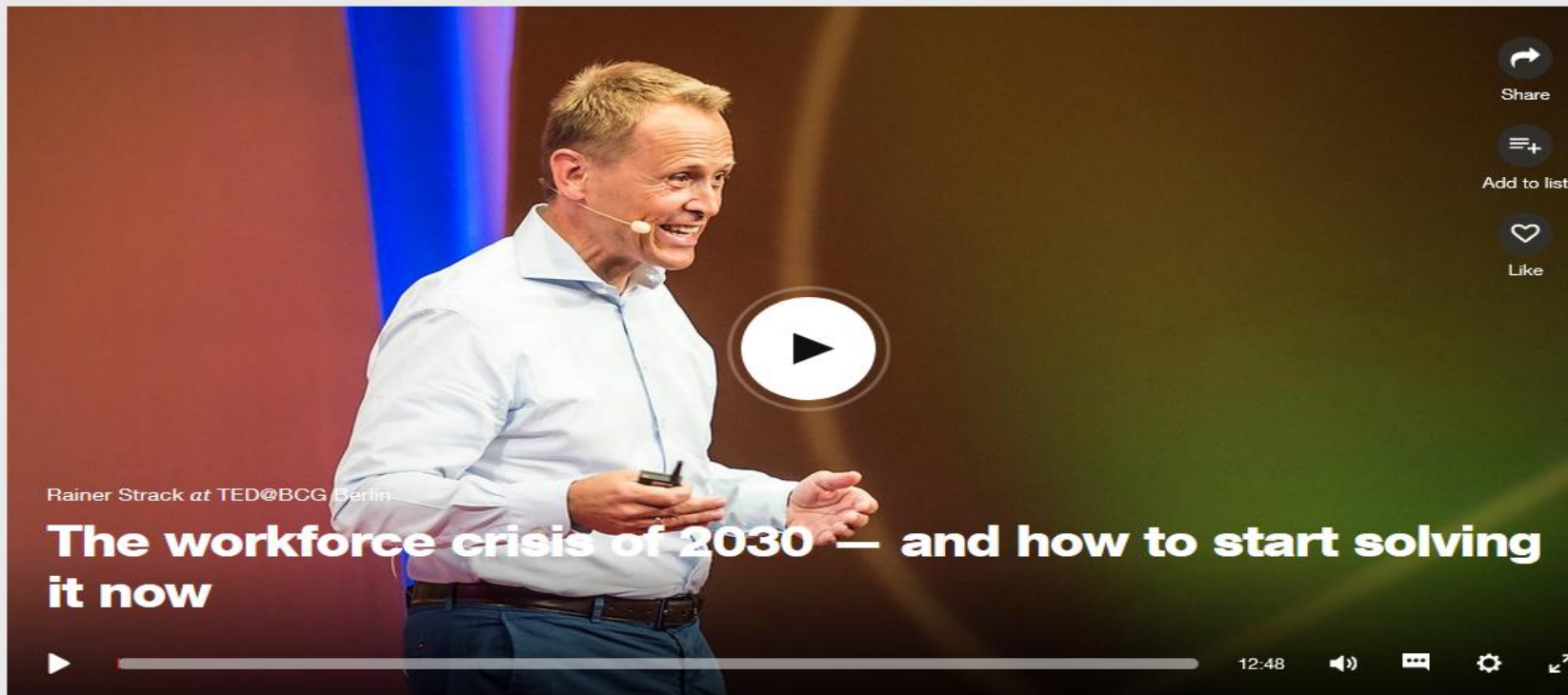
*This talk was presented to a local audience at TEDxBerlin, an independent event. TED's editors chose to feature it for you.*

**765,105** views

**Recorded**

November 2009 at TEDxBerlin





Rainer Strack at TED@BCG Berlin

## The workforce crisis of 2030 — and how to start solving it now

Spanish translation by [Máximo Hernández](#). Reviewed by [Roberto Sosa Cano](#).

**Details**

About the talk

**Transcript**

31 languages

**Comments**

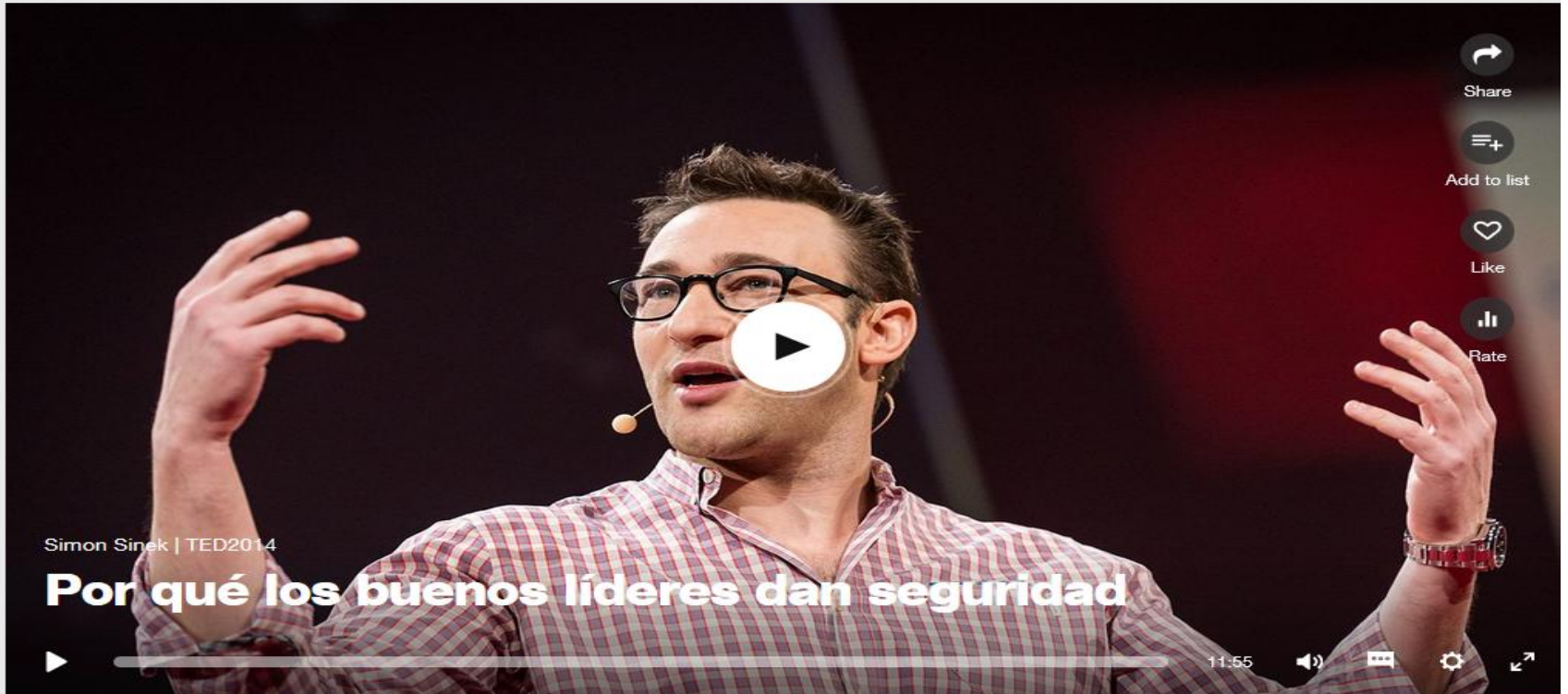
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It sounds counterintuitive, but by 2030, many of the world's largest economies will have more jobs than adult citizens to do those jobs. In this data-filled -- and quite charming -- talk, human resources expert Rainer Strack suggests that countries ought to look across borders for mobile and willing job seekers. But to do that, they need to start by changing the culture in their businesses.

**1,633,617** views

**Recorded**

October 2014 at TED@BCG Berlin



Simon Sinek | TED2014

## Por qué los buenos líderes dan seguridad

Spanish translation by [mariana vergano](#). Reviewed by [Sebastian Betti](#).

### Details

About the talk

### Transcript

38 languages

### Reading List

Further learning

### Comments

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¿Qué hace a un gran líder? El teórico de la gestión Simon Sinek sugiere, alguien que hace que sus empleados se sientan seguros, que lo que atrae a los empleados es un círculo de confianza. Pero la creación de la confianza y la seguridad, especialmente en una economía desigual, implica asumir una gran responsabilidad.

*This talk was presented at an official TED conference, and was featured by our editors on the home page.*

**7,984,759** views

TED2014 | March 2014

**Related tags**

Business

**TED** Ideas worth spreading



Spanish translation by [Sebastian Betti](#). Reviewed by [Lidia Cámara de la Fuente](#).

#### Details

About the talk

#### Transcript

21 languages

#### Comments

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Si uno quiere crear un negocio que dure, no puede haber mejor lugar para buscar inspiración que el propio sistema inmunológico. Súmese al estratega Martin Reeves mientras comparte estadísticas alarmantes sobre la reducción de la vida de las empresas y explica cómo los ejecutivos puede aplicar los seis principios de los organismos vivos para construir empresas resilientes que florezcan de cara al cambio.

**1,852,128** views

TED@BCG Paris | May 2016

Related tags



# Por qué el cambio climático es una amenaza para los derechos humanos?



Mary Robinson | TEDWomen 2015

## ¿Por qué el cambio climático es una amenaza para los derechos humanos?

Spanish translation by [Carlos Arturo Morales](#). Reviewed by [Jenny Lam](#).

**Details**

About the talk

**Transcript**

24 languages

**Reading List**

Further learning

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Notes + references

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El cambio climático es injusto. Mientras que los países ricos pueden luchar contra el aumento del nivel de los océanos y la desaparición de los campos de cultivo, los pueblos pobres de todo el mundo están siendo gravemente afectados -- y sus derechos humanos amenazados-- por tormentas devastadoras, hambrunas y la pérdida de las tierras. Mary Robinson nos pide unirnos al movimiento por la justicia climática global.

**1,184,232** views

TEDWomen 2015 | May 2015

Related tags

# Por qué el cambio climático es una amenaza para los derechos humanos?

**TED** Ideas worth spreading



Per Espen Stoknes | TEDGlobal>NYC

## Cómo transformar la fatiga apocalíptica en acción contra el calentamiento global

15:01

Spanish translation by [Lidia Cámara de la Fuente](#). Reviewed by [Ciro Gomez](#).

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11 languages

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El mayor obstáculo para lidiar con las alteraciones climáticas se encuentra entre los oídos, dice el psicólogo y economista Per Espen Stokes. Lleva años estudiando las defensas que usamos para evitar pensar en la desaparición de nuestro planeta, e investigando nuevas formas de comunicar el calentamiento global que impidan la apatía. Una charla divertida e informativa que contribuye a alejarse de las narraciones del día del juicio final y aprender cómo el cuidado de la Tierra puede ser agradable, posible y empoderador.

**1,000,138** views

TEDGlobal>NYC | September 2017

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Muchas gracias

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