

# I am because we are!

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**F**or good reason, “Being” is Inner Development Goal number 1. In my columns I argue with regard to how we can contribute to a sustainable world mainly related to IDG 2, cognitive skills, 3, relating to others and the world, 4, cooperation and 5. But all the violence that is continuously being fired at us digitally and physically through thousands of channels in our 24/7 economy is hitting us deep in our being. Sometimes in ecstasy, emotion, but much more often in turmoil, or screamed out loneliness.

Also my being, who I think I am, is threatened. Unfortunately, this applies to all of my fellow human beings. I started to look the other way, not at the benefits of technological development, but at the risks. The risks of education, economics, infinite growth from finite resources, in short, of continuing on our ‘enlightened’ path to a heaven on earth. Each time I hasten to say that of course much good is coming, if I nevertheless carefully try to name a dark side of a new technology. New technologies appear daily, developments accelerate exponentially 24/7, in every imaginable direction, like an unleashed autonomous monster. Who could be against something that brings convenience, that is smart, convenient, or entertaining? Looking the other way, I often feel alone.

When I talk about what I've really focused on in recent years, on people and technology, there is always someone who tells me that I really have to read that book by <name of book/author>, usually a beginner's book. Am I vain? Sometimes I feel

unrecognized. Of course others know better, of course I deny who I am, especially by chatting about a high school book philosophy of technology. Very interesting... With all the new technological 'blessings', whether generative AI or future (even) faster forms of transport, it is always the first benefits that make us absolutely “want” this disruption. In no time, however, it is invariably overshadowed by its undesirable side effects. But who could see that in advance?

The introduction of new technologies does not follow a democratic process. Yes, afterwards, when the technology is no longer new, ‘rules and regulations’ will come but mainly to protect the now large lucrative companies that develop and propagate it (actually colonise us with it). According to the politicians, they are important to maintain prosperity; multinationals (CEOs,) must stay within the country, because the rain falls from the top down, right?

No! Change really starts in our inner 'being'. I cannot diminish the fear that the disastrous developments can only be reversed by natural disasters or world wars, by rationalization or by resistance, but only by acceptance. Not by being reactive, but as IDG describes, by being consciously present in our own thoughts, feelings and physicality, from which each of us follows the inner compass with integrity and authenticity. A sense of responsibility for my family, and wider, the world including all those who aren't yet, feels at odds with the incessant flow of technological innovation from the tap of economic revenue models. At odds with globalized divide-and-conquer strategies, which rob and alienate nature even more, including our human nature - including my being. This is where IDG 1's final point comes in, presence. I find it difficult to step out of judgment because in my eyes we are so clearly doing the wrong things. Yet here is my task!

We all go home with the feeling that we are not being heard, that things could actually be very different. Presence is the best thing we can give each other, not reactively, but with integrity and authenticity. Companies are made up of people, and only when we embrace our humanity, who we really are, we can leave behind, even transcend, the rat race to more, better and bigger. Not I am and you are, but we are! I took my first step, I am because we are!

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