



# The Colours of Money<sup>©</sup>

An Introduction to Associative Economics  
with Christopher Houghton Budd\*

18-19 September 2012 / Goetheanum, near Basel, Switzerland

Understanding money has never been more important than today. Whether it be unfair trade, widespread poverty, burgeoning debt or bank bail-outs, modern life is marked by a ceaseless and unhealthy chase after money, which then acts more as our master than our servant. Whether locally or globally, can we understand and use money in ways that enable competition to give way to more cooperative ways of doing business? Derived from Rudolf Steiner's contribution to economic and monetary history, **The Colours of Money<sup>©</sup>** seminar looks at the history and purpose of money and how it can be the main instrument for bringing about real and lasting change in our economic circumstances. Grounded in associative economics, the seminar ranges from the problems of small businesses to larger questions of global finance and the power of corporations. Open to all and offering a radical yet concrete and in-depth approach to money in our times, the seminar is presented using PowerPointPlus, a.k.a coloured chalk imagery on black paper.

PROGRAMME	
Tuesday	Wednesday
18 September	19 September
08:30 - 10:00 <b>Registration and Introductions</b> <i>Followed by</i> <b>Beyond the Market</b> The origins, history and future of economic life.	08:30 - 10:00 <b>The History of Money</b> Future of economic life rests on a clear understanding of money. From sacred origins to today's technicalities.
Pause	Pause
10:30 - 12:30 <b>Starting with Individuals</b> Understanding that individuals and their economic activities, not states or markets, are the foundation of economic life.	10:30 - 12:30 <b>Deep Accounting</b> Understanding money as accounting And as a means of perception. Effecting change through accounting for one's own activity.
Lunch	Lunch
14:00 - 15:30 <b>Right On Corporations</b> Corporations and the capitalising of initiative. For-profit or not-for-profit? The role of taxation.	14:00 - 15:30 <b>Cooperation without Collusion</b> Healthy economic life depends on people working together, for which the key is financial planning!
Pause	Pause
16:00 - 18:00 <b>Exploration</b> Looking at participants' cases in the light of the themes so far.	16:00 - 18:00 <b>Practical Steps</b> Where to go from here? The  Mark; The AE Diploma.

\* **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 spent his life studying Rudolf Steiner's work in economics.

**Cost:** CHF 150.-, excl. meals & accommodation (5% discount if paid on or before 4 September)

**For further information, please contact:**

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An Economics Conference Event  
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