

Stop wasting the best natural resource of every nation: Their own people.

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The state of the planet and human affairs shows that there are several barriers to the awareness of the magnitude of the problems and the changes of behaviour needed in all the stakeholders in order to be able to effectively manage the serious challenges facing humanity. Some of the barriers to change that are making it even more difficult and impede effective coordinated actions are here examined as well as some basic mechanisms that are at work in cultures and societies: how reality is socially construed and how individual and organizations construe their experiences are relevant to the understanding of the promotion of change as well the understanding of some defence mechanism like denial.

Some tools for understanding the phenomena and to promote change at the individual, group, community, national and international levels can be offered by the fields of psychology, social psychology, motivational psychology, sociology, sociology of science, sociology of knowledge, system theory and the bio-psycho-social prospective. Some of the barriers to the effective understanding and management of the present and future challenges will be illustrated as well as brief illustration of the History of Knowledge and the History of Education seen within the perspective of the Sociology of Knowledge. The price we pay from being unaware of the constructs with which we construe our experiences, the costs of the mechanistic/reductionist prospective and of overspecialization and compartmentalization will be underlined as well as an illustration of the crucial role of Education in the social construction of self identity, professional roles and coping stiles, as well the social construction of the levels of social intelligence, equal rights and opportunities and sustainability or the lack of it.