



Tecnologia vs Umanità: The Future



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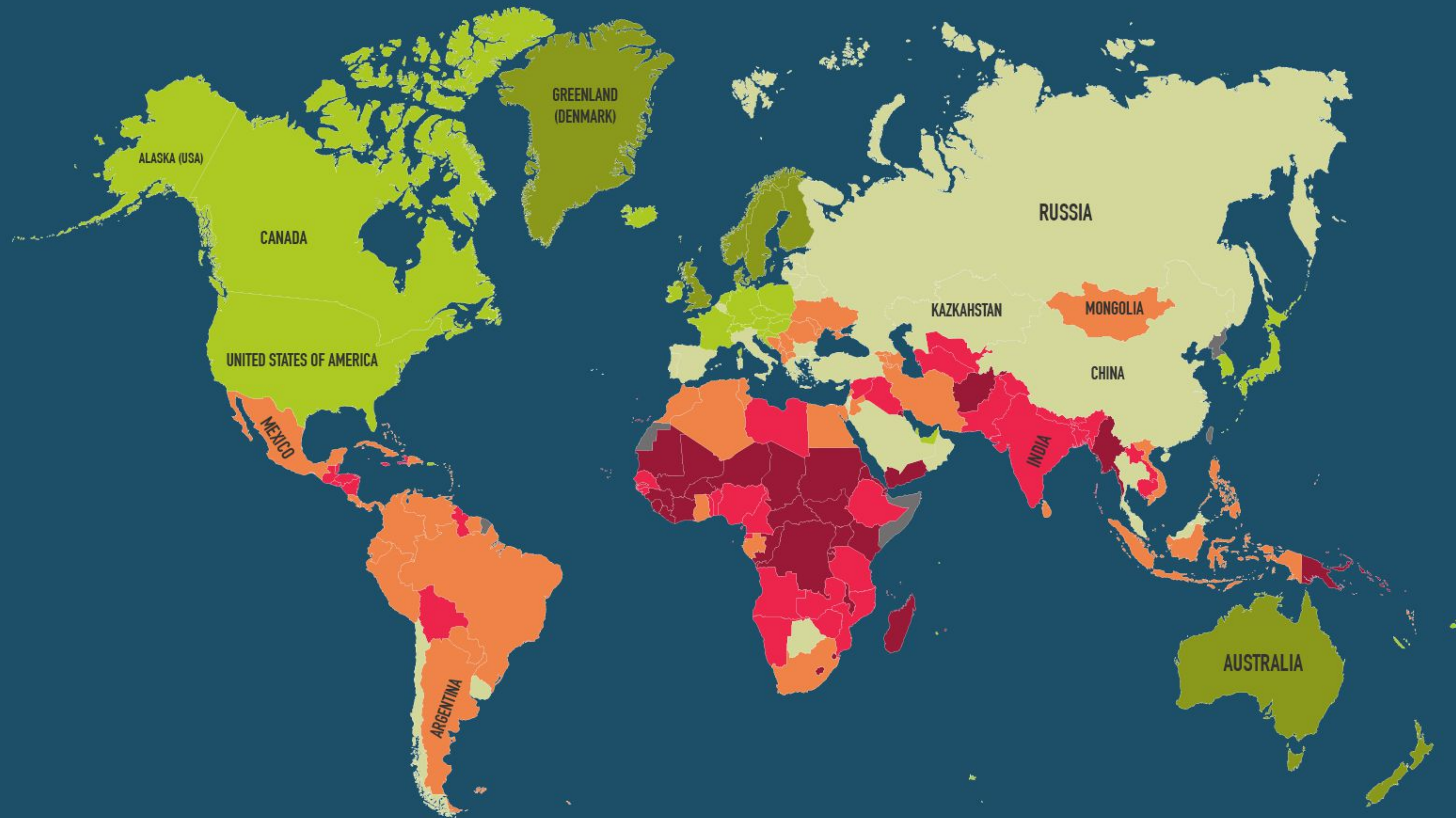
Challenge #1: Climate Change



Least
at risk



Most
at risk



'Business as usual' is no longer an option

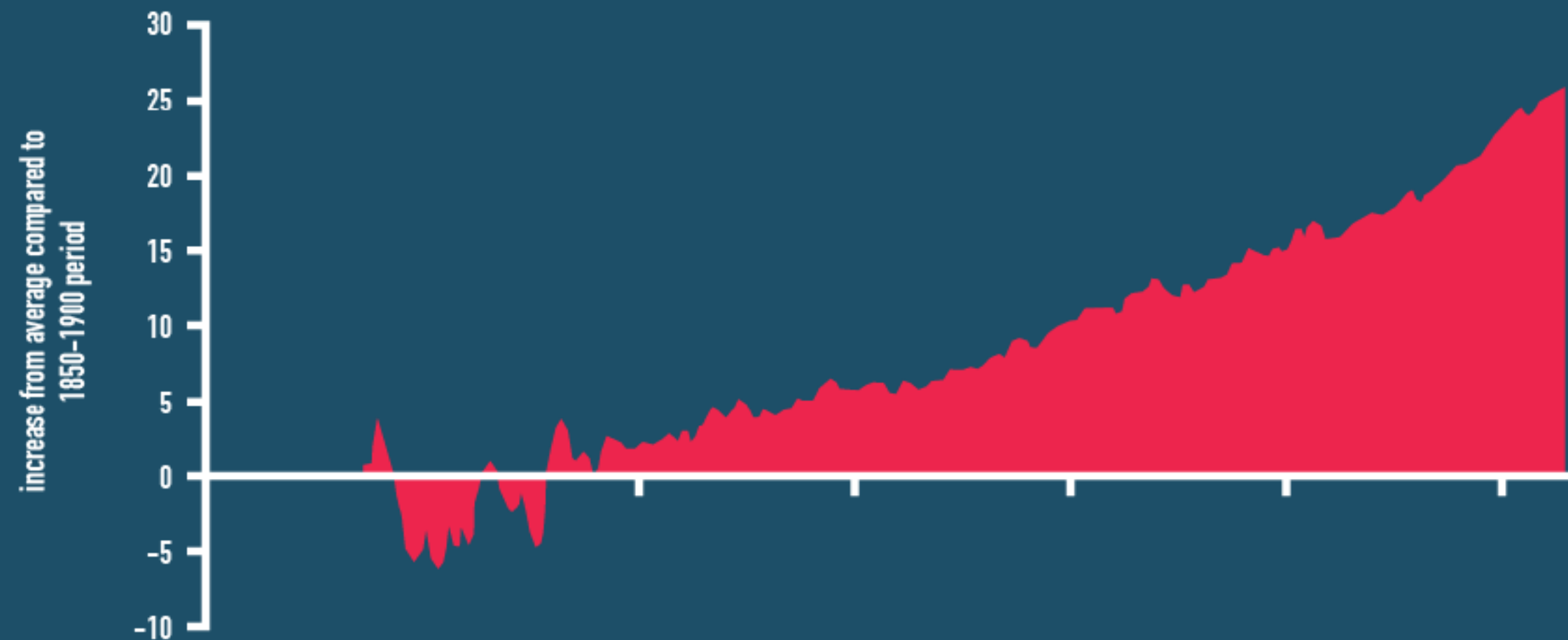
GLOBAL ENERGY USE
A TWENTY-FOLD INCREASE



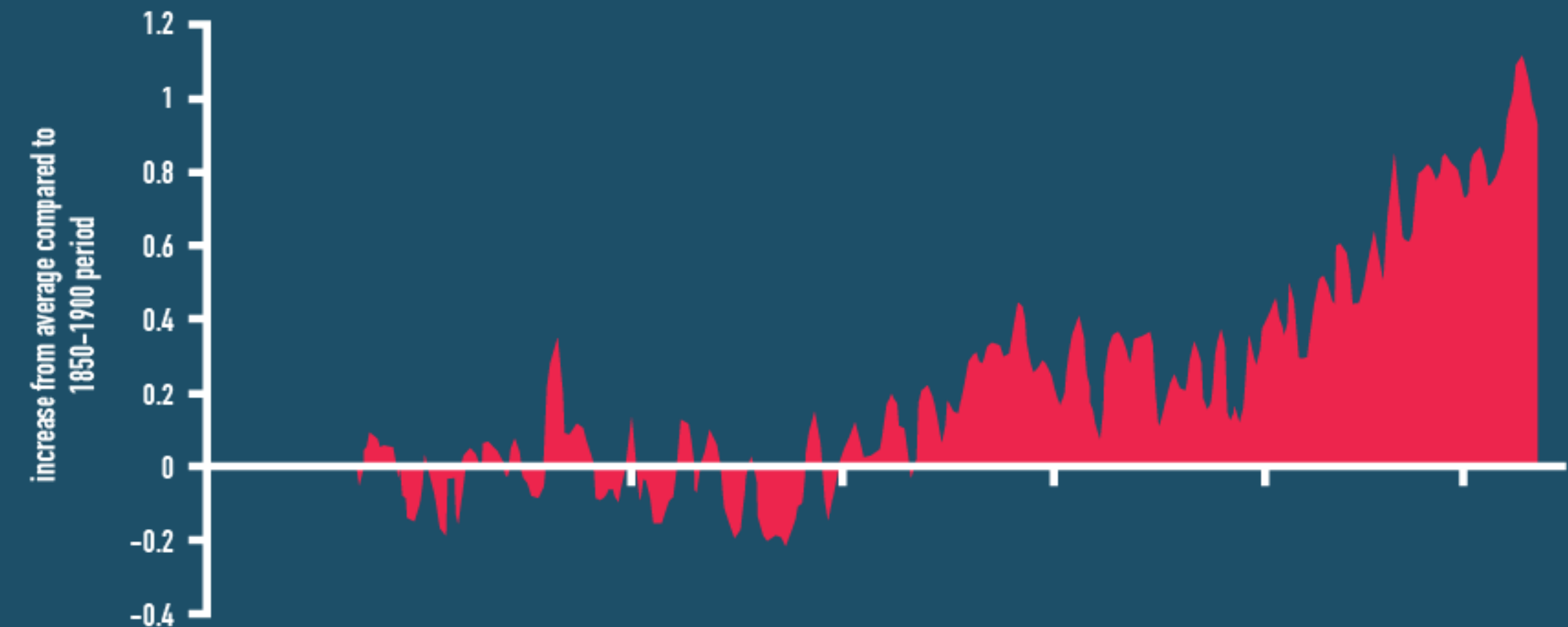
GLOBAL GDP
A HUNDRED-FOLD INCREASE



GLOBAL SEA LEVEL
A 25CM INCREASE



GLOBAL SURFACE TEMPERATURE
A 1°C INCREASE



GLOBAL RISK OUTLOOK FOR 2019

■ Environmental

■ Technological

Top 5 Global Risks in terms of LIKELIHOOD

1



Extreme weather events

2



Failure of climate-change
mitigation and adaptation

3



Natural disasters

4



Data fraud or theft

5



Cyber-attacks

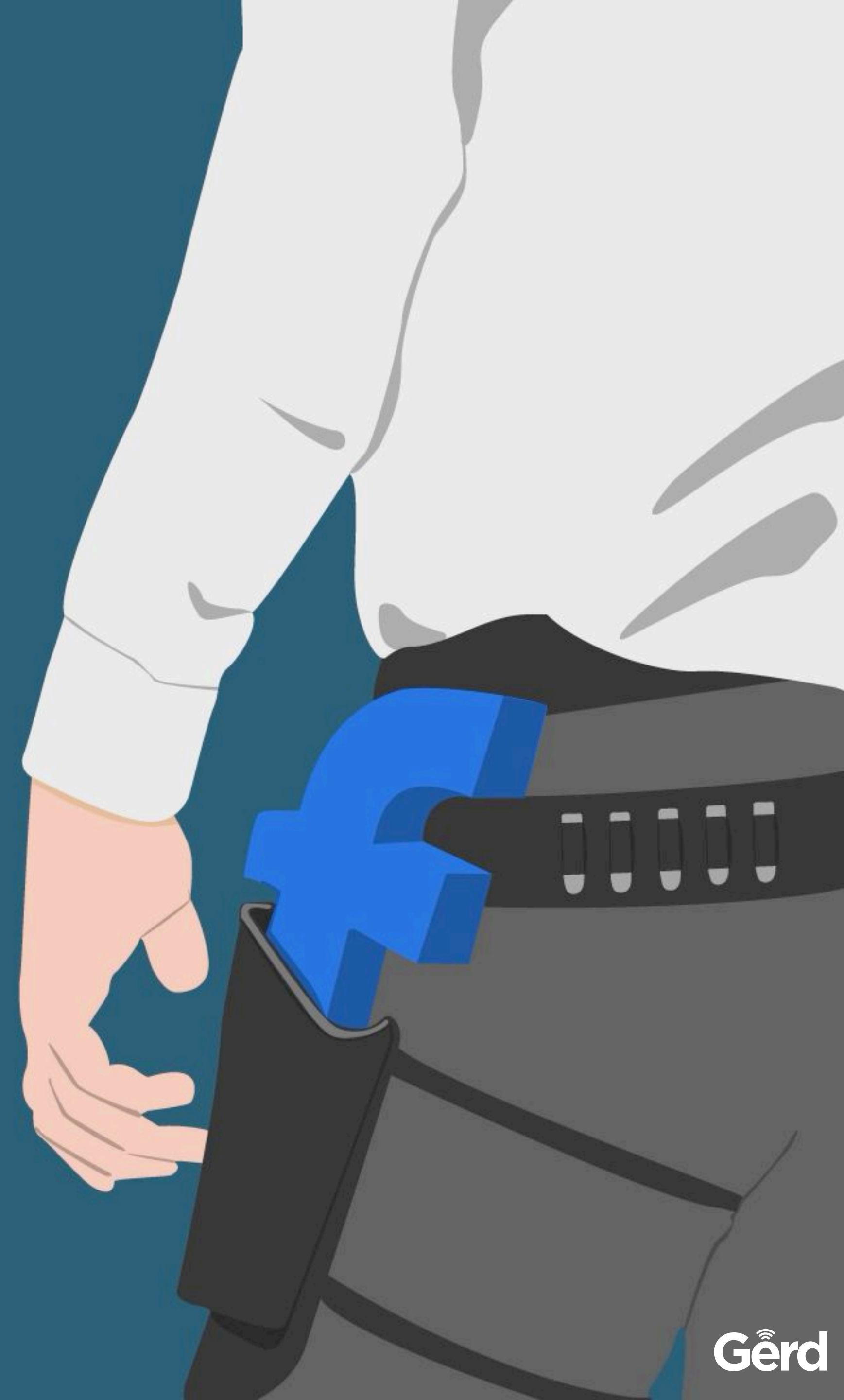


Challenge #2: Human Change

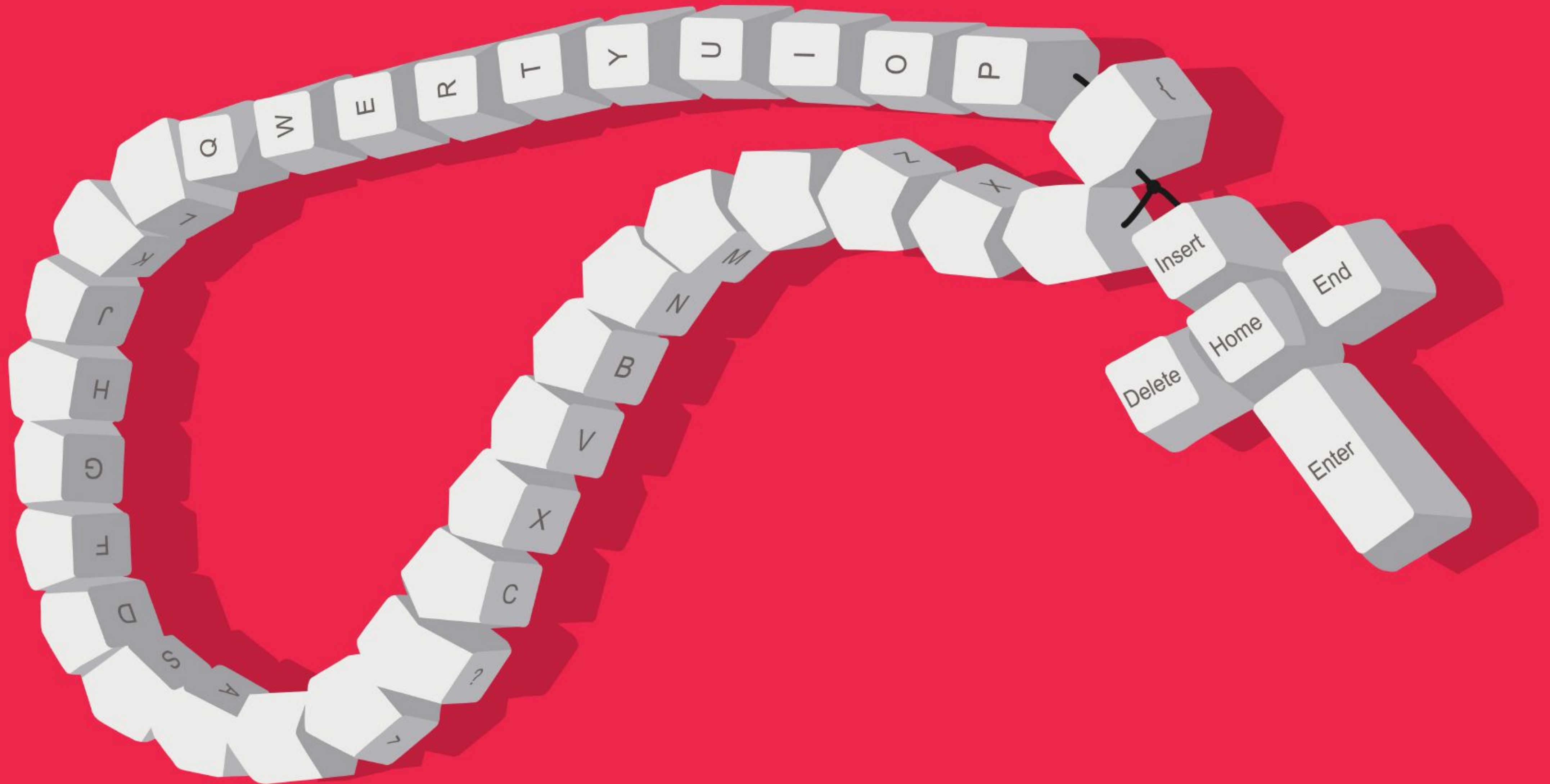


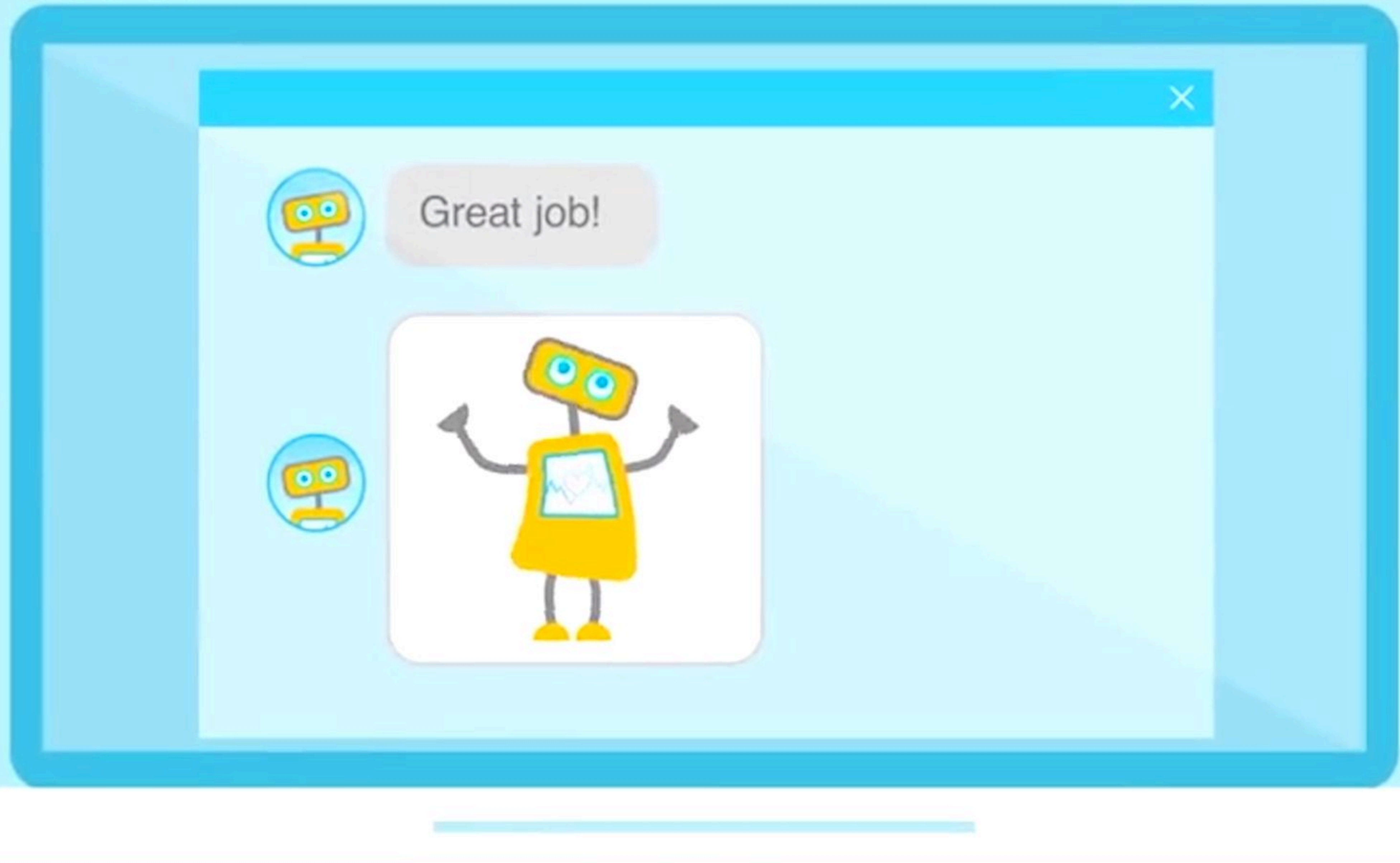






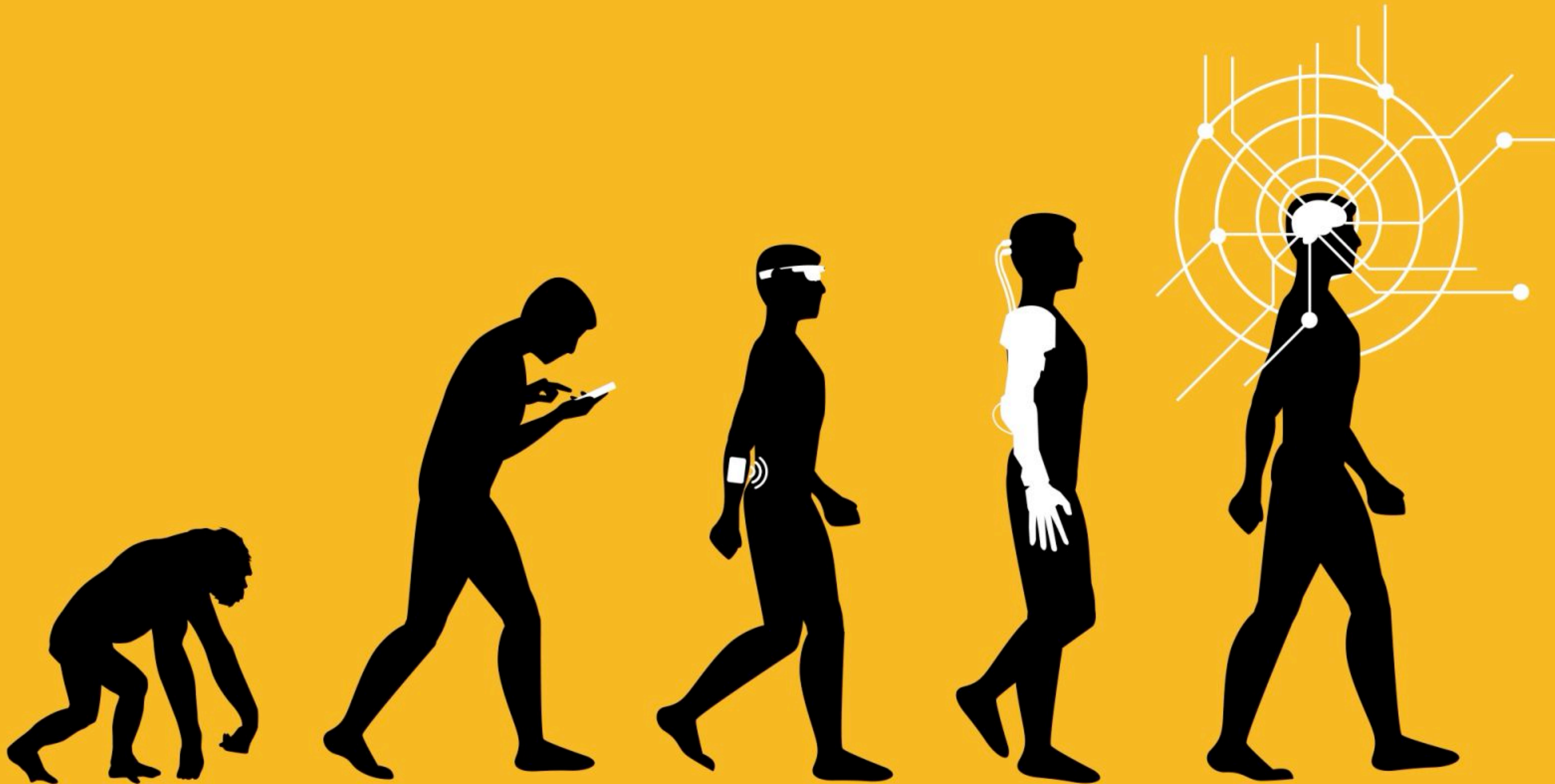
**“Big business decisions will be made not by experts or intuition
but by big data and predictive analytics”**





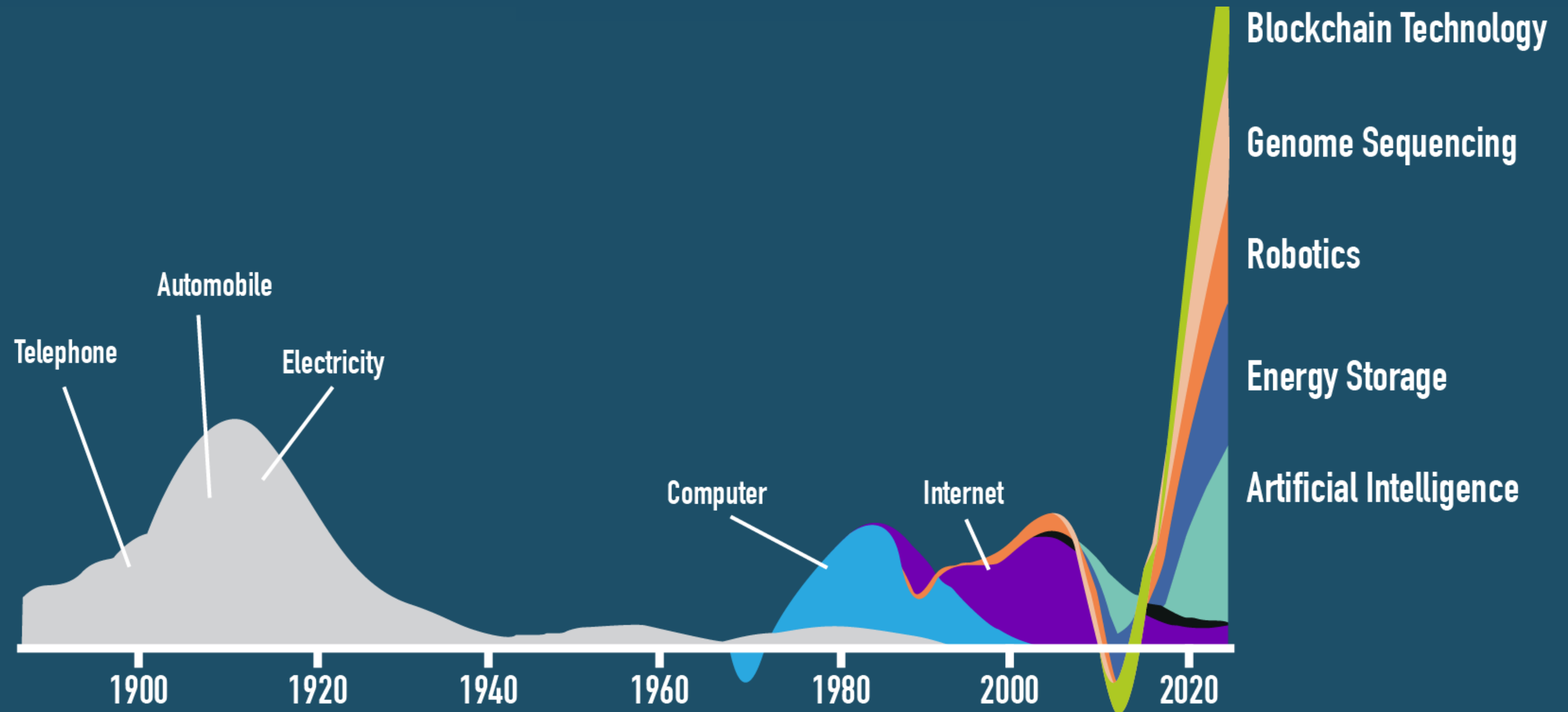


Who or what do we WANT TO BE?



To simply do **WHATEVER** technology will allow us to do is no longer a good plan

But: To **NOT** do what technology affords us to do because of **FEAR** is also a bad strategy



If?

How?

Why?

Who?

We need a new HUMANIST RENAISSANCE!

Humanity ☯ **Technology**



"Ethics is knowing the difference between what you have a right (or the power) to do and what is the right thing to do"

adapted from Potter Stewart



TECHNOLOGY HAS NO ETHICS

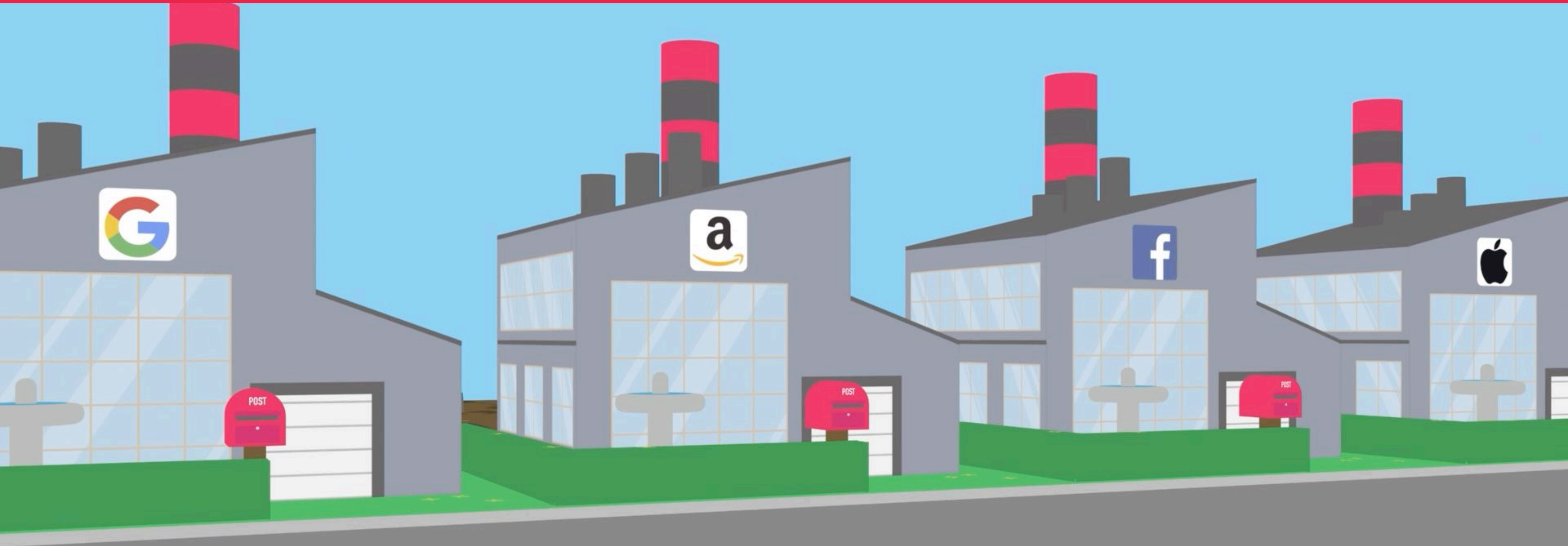
ELON MUSK BELIEVES HE CAN

MERGE OUR MINDS

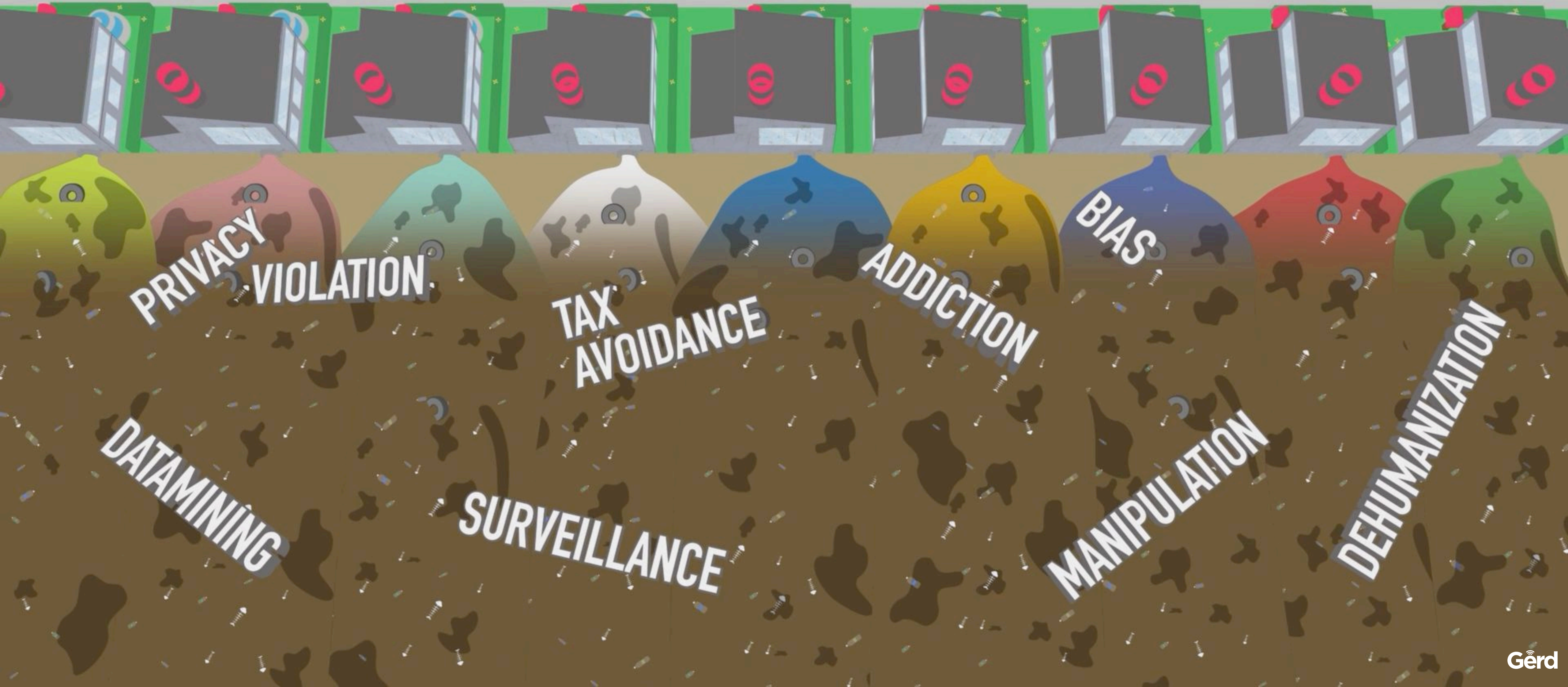
WITH MACHINES

9920 8585.0333405

TRUST: Accountability | Responsibility | Transparency | Control | Regulation



TRUST: Accountability | Responsibility | Transparency | Control | Regulation





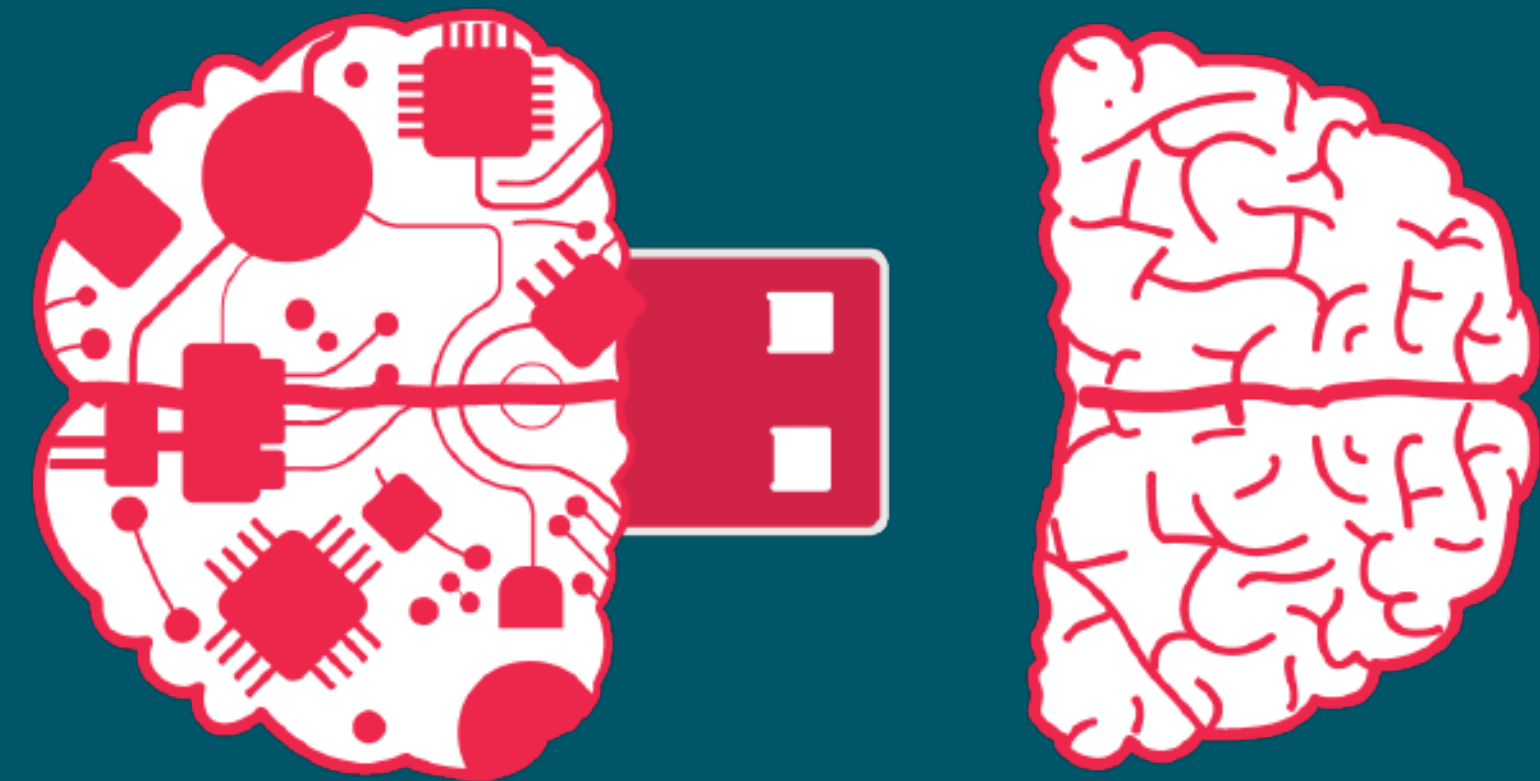
The more we CONNECT, there more we will must PROTECT what makes us human



Every public official should have a 'driver's license for the future'



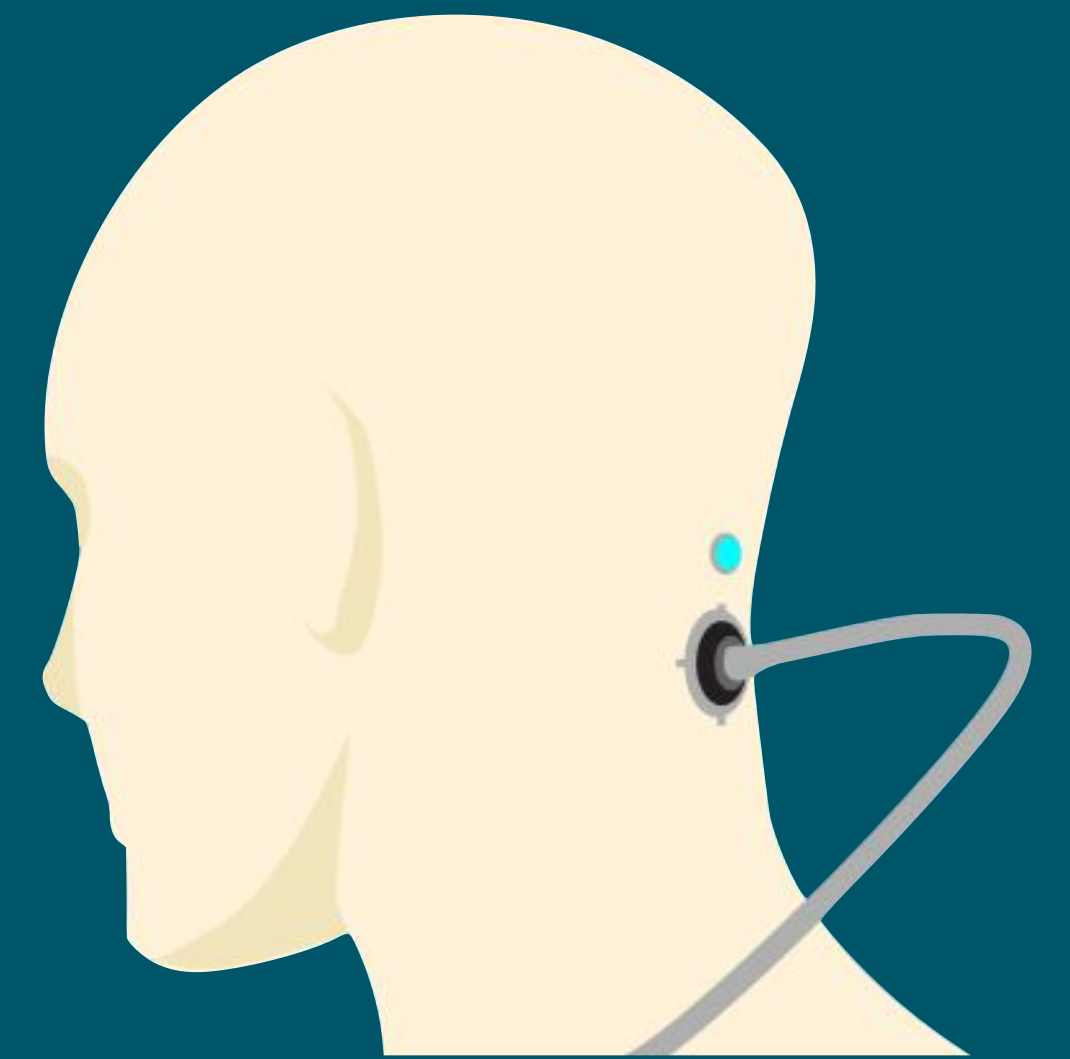
3 new 'DIGITAL HUMAN' RIGHTS



The right to DISCONNECT

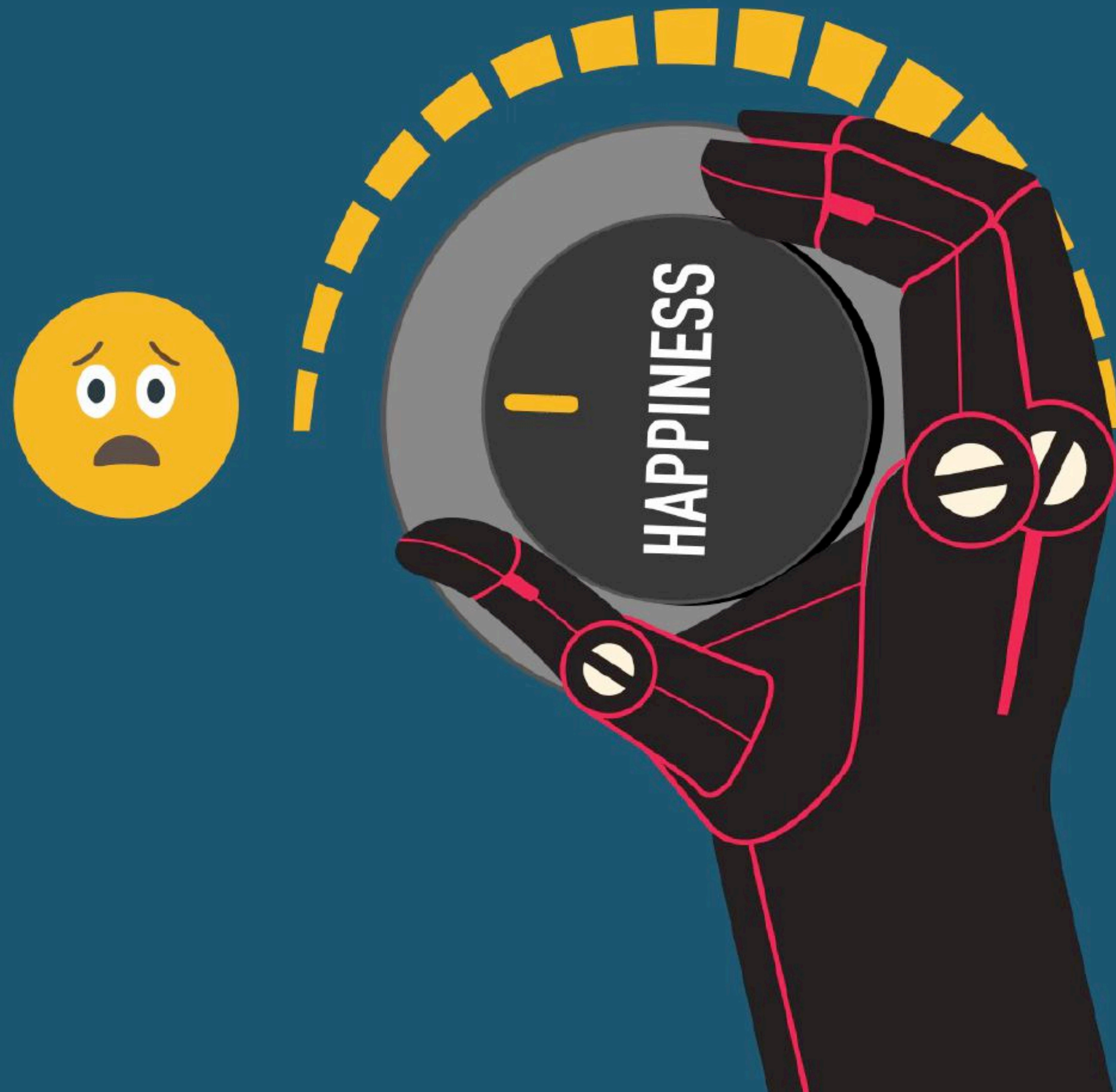


The right to INEFFICIENCY



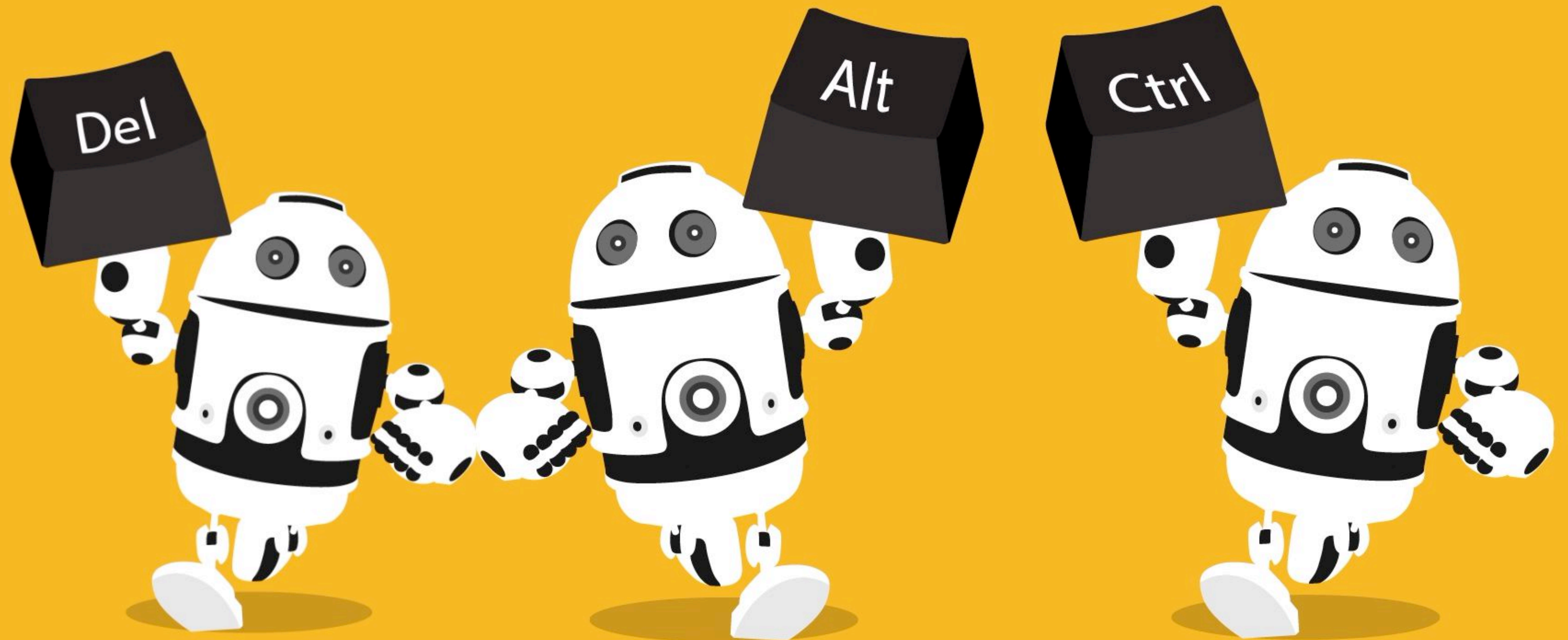
The right to refuse
AUGMENTATION

Technology is not WHAT we seek but HOW we seek



Happiness
isn't a download.
Trust isn't digital.
Relationships
aren't code.

Who will be 'Mission Control' for humanity?



Europe could become a global leader in #digitalethics...IF

A satellite image of Europe at night, showing city lights. Overlaid on the map is a circle of twelve yellow stars, similar to the European Union flag. In the center of this circle, the text "UNITED STATES OF EUROPE" is written in white, bold, sans-serif capital letters.

UNITED STATES
OF EUROPE



Paradigm shifts

A new economic logic is emerging: Sustainable Capitalism



Not shareholder return but **STAKEHOLDER** return

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.



“GNP (GDP)
measures
everything except
that which makes
life worthwhile”

Senator Robert F. Kennedy

March 18 1968



MARC BENIOFF
SALESFORCE CEO

"There's no question that capitalism as we know it is dead."

e^x Sustainable Capitalism



HOLISTIC

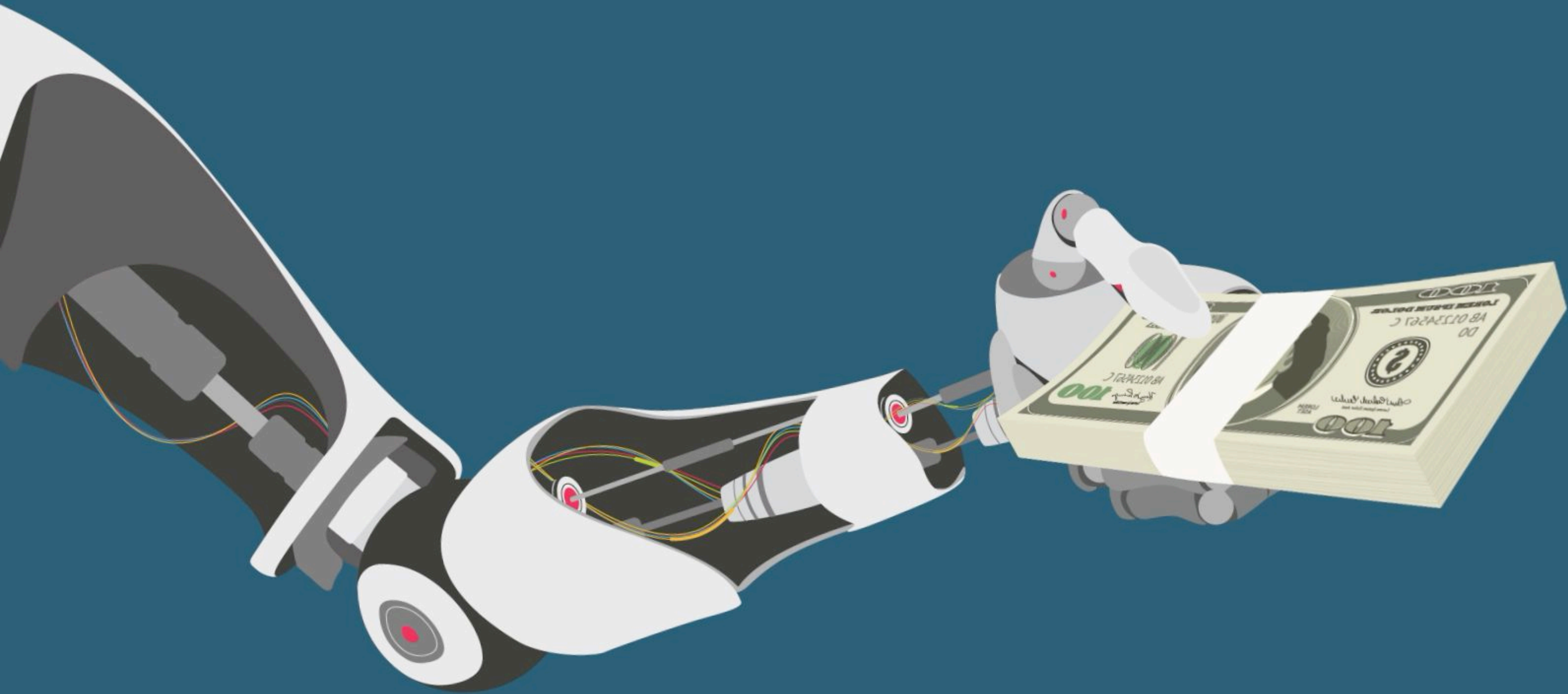


CIRCULAR



HUMAN

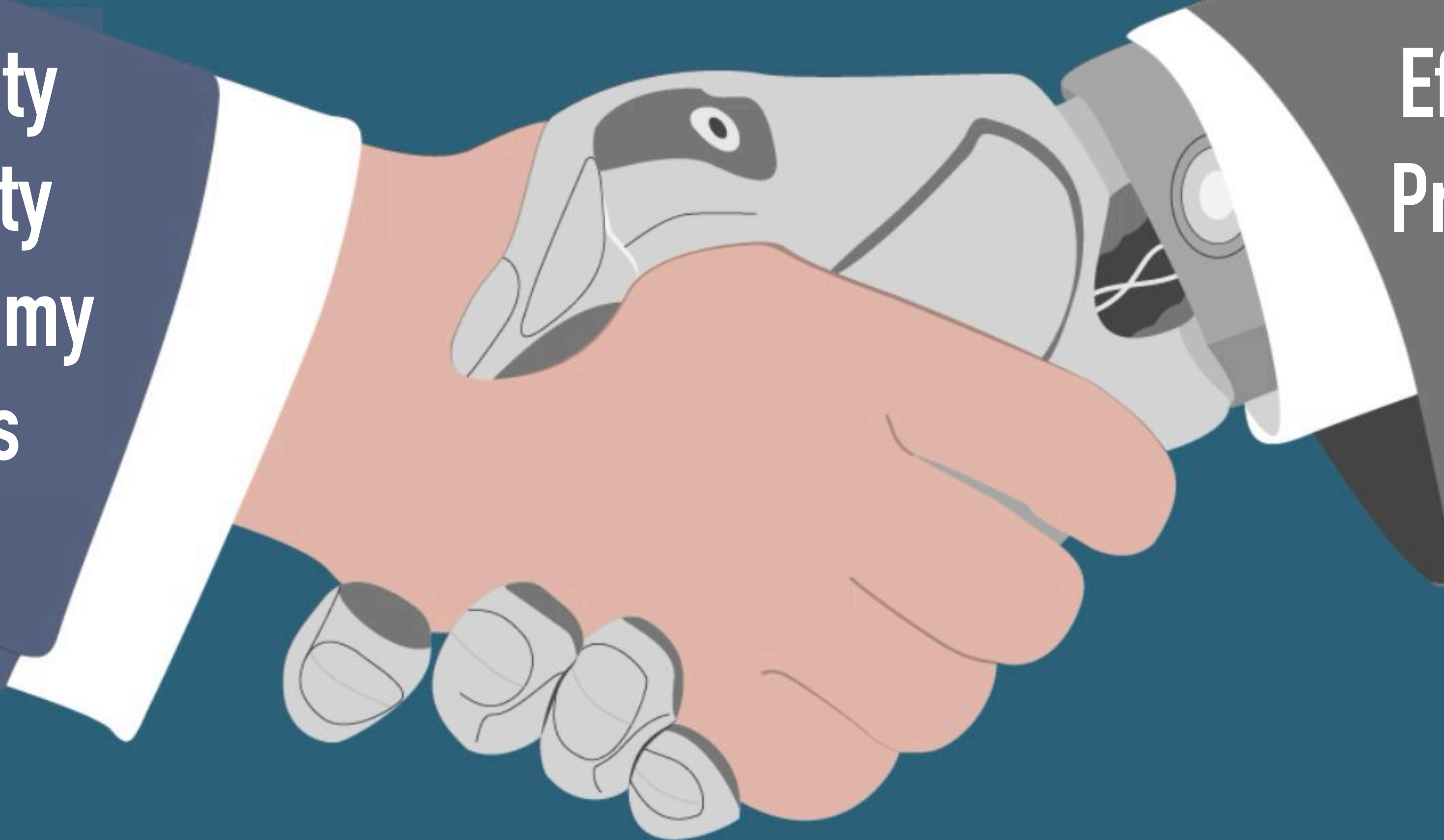
Automation Tax? Universal Basic Income Guarantee?



Getting this balance right is the key to our future

Privacy & Identity
Security & Safety
Agency & Autonomy
Rights & Ethics

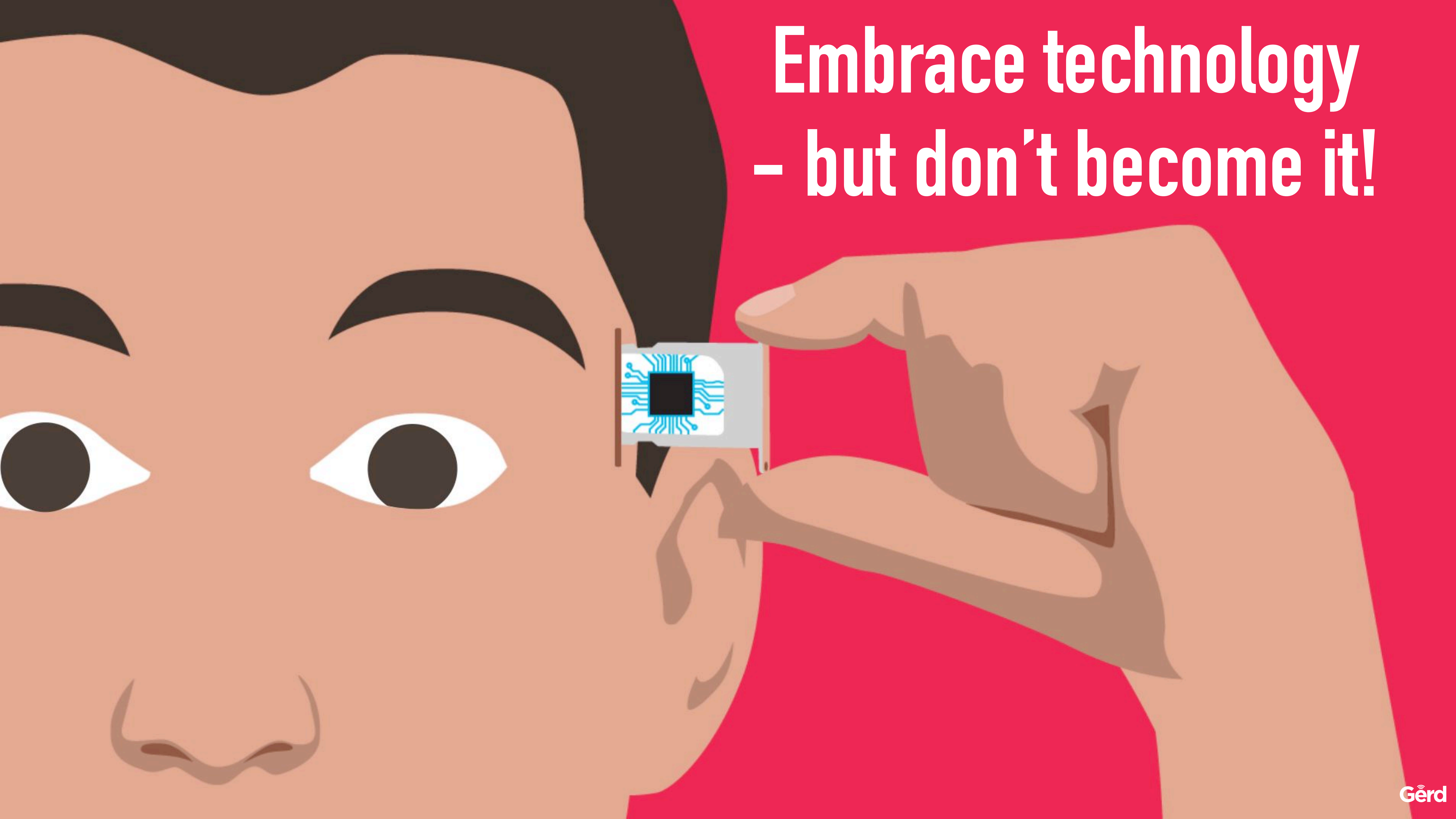
Liquidity & Flow
Efficiency & Speed
Productivity & Ease
Network Effects



You can be pulled into the future by **INACTION**, or you can **CREATE IT BY ACTION**



**Embrace technology
– but don't become it!**





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