Online Conference on Sustainability and the Future of Capitalism
Some Book Tips

1. The Future We Choose: Surviving the Climate Crisis
   - Christiana Figueres and Tom Rivett-Carnac

   - Naomi Klein

3. The Future of Capitalism: Facing the New Anxieties
   - Paul Collier

4. Human Compatible: Artificial Intelligence and the Problem of Control
   - Stuart Russell

Daniel Kahneman, author of Thinking, Fast and Slow
## TRENDS SET TO IMPACT BUSINESS GROWTH POSITIVELY/NEGATIVELY UP TO 2022, TOP TEN

### Trends set to positively impact business growth up to 2022
- Increasing adoption of new technology
- Increasing availability of big data
- Advances in mobile internet
- Advances in artificial intelligence
- Advances in cloud technology
- Shifts in national economic growth
- Expansion of affluence in developing economies
- Expansion of education
- Advances in new energy supplies and technologies
- Expansion of the middle classes

### Trends set to negatively impact business growth up to 2022
- Increasing protectionism
- Increase of cyber threats
- Shifts in government policy
- Effects of climate change
- Increasingly ageing societies
- Shifts in legislation on talent migration
- Shifts in national economic growth
- Shifts of mindset among the new generation
- Shifts in global macroeconomic growth
- Advances in artificial intelligence
Climate Emergency

Dehumanisation
(Human Emergency)

? ECONOMIC MODEL ?

Tech and climate change could create new inequalities, UN warns

By Edw competition staff
Published Monday, December 6, 2021

The United Nations has warned that a new generation of global inequalities, fuelled by climate change and technology, could trigger violence and political instability if left unchecked.
Business as usual is dead… or dying
Business as usual is dead... or dying

BlackRock chief Laurence Fink says climate change will drive investment shifts
To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.

LAURENCE D. FINK
Chairman & Chief Executive Officer

BLACKROCK
Business as usual is dead... or dying

*Shareholder Value Is No Longer Everything, Top C.E.O.s Say*

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.
Business as usual is dead…or dying

GROWTH OF FOSSIL-FUEL DIVESTMENT

Cumulative represented assets in billion USD

Cumulative number of committed institutions

Source: Arabeta Adv, MCSI et al.
Investing in oil, gas and coal will soon become socially and ethically indefensible*
A globally rising tide of protest about failure to tackle climate change, the strong reference of GenY/Z to purpose-led businesses (and their dislike of those companies that fall short), and conflicts over the fact that wages continue to lag overall economic growth (via the FT)

“Greatest” generation*
Born before 1928

Silent generation
Born 1928–45

Baby-boomers
Born 1946–64

Generation X
Born 1965–80

Millennials and Generation Z
Born after 1980

Source: The Economist
The world's 2,153 billionaires hold more wealth than poorest 4.6 billion combined (Oxfam, 2020)
Sustainable is becoming the new ‘exponential’
Industry and Manufacturing
Cars and Transportation
Logistics and Shipping
Agriculture and Meat
Flights & Travel
“The markets can and will do much to address climate change,” David Solomon, CEO of Goldman Sachs, a founding member of the CLC, told TIME.

“But given the magnitude and urgency of this challenge, governments must put a price on the cost of carbon.”
The Carbon Dividends Plan:
Start pricing carbon emissions at $40 per ton.

If implemented in 2021 and increased by 5% yearly, the plan would cut American carbon emissions in half by the year 2035.

According to the Climate Leadership Council, a family of four will receive approximately $2,000 in carbon dividend payments in the first year.
What would a ‘Meat Tax’ achieve?

GLOBAL MEAT CONSUMPTION

- Cultured meat: +41%
- Novel vegan meat replacement: +9%
- Conventional meat: -3%

The externalities and the (un)intended consequences of exponential technological change will equal those of the fossil fuel economy and the Climate Emergency.
The externalities and the (un)intended consequences of exponential technological change will equal those of the fossil fuel economy and the Climate Emergency.
‘Too much of a good thing’ can be a very bad thing: #digitalethics
A new Renaissance is imminent!
? ECONOMIC MODEL ?

? RESPONSIBLE INVESTING ?
A new stock market based on the 4 bottom-lines? A #suscap NASDAQ?
Sustainability is now a FIDUCIARY ISSUE; Al Gore started this theme in 2012!

“Sustainable Capitalism seeks to maximise long-term economic value creation. It explicitly integrates environmental, social, and governance (ESG) factors into strategy, the measurement of outputs and the assessment of both risks and opportunities. Sustainable Capitalism encourages us to generate financial returns in a long-term and responsible manner, and calls for internalising negative externalities through appropriate pricing”
A new Renaissance... of investing

Investing in the root causes of climate change will be viewed as a criminal act.

Technology investing: #toomuchofagoodthing becomes a major concern.

Realization: The ‘free markets’ will NOT take care of the 2 crucial challenges.

How can we make ‘Sustainable Capitalism’ and ‘People Planet Purpose Prosperity’ a REALITY?
THANKS!!