Future Forces That Will Disrupt Sustainable Business

August 5, 2020  Reg: 975

Bob Johnson
Distinguished Fellow with the Institute for the Future

Bill Gill
Assistant Vice President of Sustainability for Smithfield Foods, Inc.

Suchi Gopal
Moderator
Professor, Boston University and CEO ESGAnalytics.AI

Daria Lamb
Ambassador to the Future IFTF

Scott Nadler
Founder, Nadler Strategies

Edward Saltzberg
Executive Director Security & Sustainability Forum

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- Climate Adaptation
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“We rely on SSF to help us understand which climate issues to pay attention to.” Academic Leader
Future Webinars

- August 5: Future Forces That Will Disrupt Sustainable Business
- August 27: Reducing the Impacts of Extreme Heat: A Global Perspective
- September 9: Planetary Health
- October 2: Army Base Resilience

- Webinar 4: Can I trust Alexa?: What is a Trustworthy Smart System?

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esaltzberg@securityandsustainabilityforum.com

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Agenda

• Opening: Suchi Gopal, ESGAnalytics.AI – context and information
• Panelists
  o Bill Gill, Smithfield Foods and GEMI – about the project
  o Bob Johansen and Daria Lamb, Institute for the Future – future forces and full spectrum thinking
  o Scott Nadler, Nadler Strategies – how companies should think about the strategies.
• Panel Discussion
• Q&A
• Panel Summary

Downslides in GTW Window – Take the Exit Survey – Add Questions to GTW Window
Environment, Social, and Governance (ESG) are the three central pillars used to measure the environmental risk or ethical impact of a business or company or estimate risks related to risk and investments.

SDG is the UN Sustainable Development Goals (SDG). A key component of ESG/SDG integration is reducing risks and generating returns.

ESG/SDG metrics can be estimated at any location from census block to zip code to county/state/province level.

ESG/SDG utilizes relevant and dynamic data, scientific methods, and analysis to assist in the decision-making of multiple stakeholders.
Satellite (Landsat, MODIS, SAR, DEM, SENTINEL, Radar, Planet)

GIS data (Drones, Surveys, & Other Sources)

Social Media Sentiment Tracking

Coupled Human-Natural Systems Models

Energy

Sustainability

Food

Water

SDG Goal 1 & 2: Poverty, Hunger

SDG 8: Employment

SDG 12. Responsible Consumption & Production

Data Model Products

Sea-level Change, GHG Emission, Gender Equity, AI Economy, Digital Divide, Social Vulnerability, Food Insecurity, Climate change Modeling, Risk Analysis.

Deep Learning

Input layer $L_1$

Hidden layer $L_2$

Hidden layer $L_3$

Hidden layer $L_4$

Output layer $L_5$

Sea-level Change, GHG Emission, Gender Equity, AI Economy, Digital Divide, Social Vulnerability, Food Insecurity, Climate change Modeling, Risk Analysis.

GIS data (Drones, Surveys, & Other Sources)
Future Forces Disrupting Sustainable Business

Security & Sustainability Forum
August 5, 2020

Bob Johansen
Daria Lamb
HINDSIGHT/PREPARE
Your pre-virus stories about the past, the present, and the future

ACTION
An agile way forward, expressed with clarity and as a story...

FORESIGHT
Stories from the future-back: plausible, internally consistent, provocative—with signals to bring them to life

INSIGHT
An “aha” that creates a new story, a new clarity in your brain. Once you have an insight, you can’t go back—you can’t un-see it.

THE FUTURE WILL REWARD CLARITY...BUT PUNISH CERTAINTY

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NEW SPECTRUMS OF meaning
Full-spectrum natives will lead shifts toward more inclusive, diverse, and unusual values

NEW SPECTRUMS OF resources
Materials and infrastructure will evolve through deep technology

NEW SPECTRUMS OF time
Organizations will adapt to future back-strategy to navigate competing pressures

NEW SPECTRUMS OF value creation
Businesses will operate in a world of distributed ecosystems
Political scientists Andrew Gelman and Yair Ghitza found that the political events that people experience during their youth are incredibly influential in shaping their political beliefs and identity over their entire lifecycle. Things that happen later in life, from the mid-20s onward, just don’t have the same influence.

The way young people are normalized has significant effects on their entire lives. They are becoming adults in the age of “always-on” connectivity—tomorrow’s workers, leaders, and disruptors—are already adept spectrum-thinkers.
Twitch streamers broadcast their vital signs

**What:** In a recent case, a group of game streamers broadcasted their vital signs and emotional state to their audiences of up to millions.

**So What:** Experiments in what it means to identify as a gamer will lead to similar shifts in identity elsewhere. As these groups enter the workforce, they will have no qualms utterly reforming what it means to work at a company, to be employed, or to separate the person from the job.

Asking a worker of the future what their job title is will seem like a meaningless question. They’ll have a unique spectrum of offerings that will make them extremely tricky to categorize.
In 2008, for the first time ever, more people worldwide lived in cities than rural areas; by 2050, the U.N. anticipates 70 percent of the world’s population will be in cities.

Accommodating this growth will require building as much new building stock as is currently in all of New York City—per month. Mass urbanization, human movement and longevity, infrastructure upgrades: these are all factors that are contributing to growing demands for meat, water, construction materials, pharmaceuticals, and more.
Ginkgo Bioworks’ microfactories grow custom molecules to order

**What:** Ginkgo Bioworks designs organisms capable of producing cultured ingredients for use in agricultural processing and food ingredient industries.

**So What:** The next decade-plus of resource advancements will be heavily influenced by too many interacting factors to have a strong grasp on each.

A cell-programming platform will enable quick pilots to explore new organisms and smart cells as medicines and industrial catalysts.
Soon it won’t just be companies that comprise the realm of value creation. Increasingly, individuals, communities, digital communities, and autonomous digital agents are becoming empowered to create value outside traditional networks.

These actors will make up the oncoming spectrum of value creation. Not only will they be organized and operate in a variety of ways, they will bring a spectrum of motivations to their work beyond simple financial gain. Companies that wait to react will lose market position by not being proactive.
Orkney Cloud is creating community-led local cloud services

**What:** The remote Scottish community of Orkney is creating a data-services body distributed over several local organizations.

**So What:** Technology tools that are more accessible and powerful will allow more communities like Orkney to fulfill more of their needs through community-led comprehensive and specialized networks.

Communities that need a very specific service fulfilled will build more and more complex infrastructure on their own, reaping the benefits and leaving out traditional infrastructure providers.
Present-forward thinking has classically been the default way of strategic operation: it’s intuitive and natural. However, the present is becoming too noisy for present-forward to be the only way to think strategically.

Vast amounts of conflicting data, ideas, information—noise—are rapidly piling up. Simply looking for the next big thing and how to monetize it will no longer keep your business ahead of the curve.

Organizations that instead **approach strategy through a “now, future, next” framework**, by making strategic decisions based on far-horizon futures, are starting to appear—and in some cases starting to pull ahead of the pack.
Value of long-term thinking is quantified

**What:** A ten-year study defined Corporate Future Preparedness in 135 major European companies and linked foresight strength to higher profitability and growth.

**So What:** This demonstrates the value of thinking long-term and accepting uncertainty as an approach that helps firms outperform their competitors.

New financial rating systems will incorporate future-preparedness metrics and accept business forecasts offering a range of outcomes.
Future Forces Disrupting Sustainable Business

Bob Johansen
bjohansen@iftf.org

Daria Lamb
dlamb@iftf.org

www.iftf.org/sustainablebusiness
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Q&A

Bob Johnson
bjohansen@iftf.org

Bill Gill
billgill@smithfieldfoods.com

Suchi Gopal
Moderator
suchi@bu.edu

Daria Lamb
dlamb@iftf.org

Edward Saltzberg
esaltzberg@securityandsustainabilityforum.org

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