

LA FUTURA 20
COPENHAGEN

How To SAVE THE WORLD

FIELD NOTES BY

J2C



Marc Buckley

Marc Buckley is one of the known advocates for the SDGs and Member of the Expert Network for the World Economic Forum.

You can not pick one of the SDGs without touching at least one other SDG - they are all interconnected. The 17 Goals provide a roadmap for the future and they are a system.

The most important layer is the bottom layer - **biodiversity**. Because we are in a circular economy whether we like it or not. Whether you are aware of it or not.

Companies who embrace the SDGs as their global business plan understand very fast that they can sustain their business in a really holistic way. Even when a company starts with a "green washing approach" soon they reach a higher ROI and implement a greener strategy into their business plan. Most companies which are successful are at this stage because they work as platforms - embracing the company as an **organisation**, embracing the company as a **system**.

The SDGs are a **global business roadmap for humanity** and its future. They provide an **important benchmark**.

HOW TO SAVE THE WORLD?





Zarifa Ghafari

Zarifa Ghafari is an Afghan advocate, activist, politician and entrepreneur and the current mayor of Maidan Shahr, capital city of the Wardak Province, Afghanistan.

The BBC chose her as one of the 100 most influential and inspiring women of 2019, the lifestyle magazine InStyle included her in the „Badass 50 2020“ list of the 50 toughest women of the year.

Against all odds including several attacks against her, she stayed strong to fight for the future of women around the world and so she opened a market just for women in Maidan Shahr, created jobs and under the motto „clean city – green city“ she embraced her town to collect paper and metal to recycle and use the income in the community and for the community

HOW TO SOLVE UNEQUALITY?



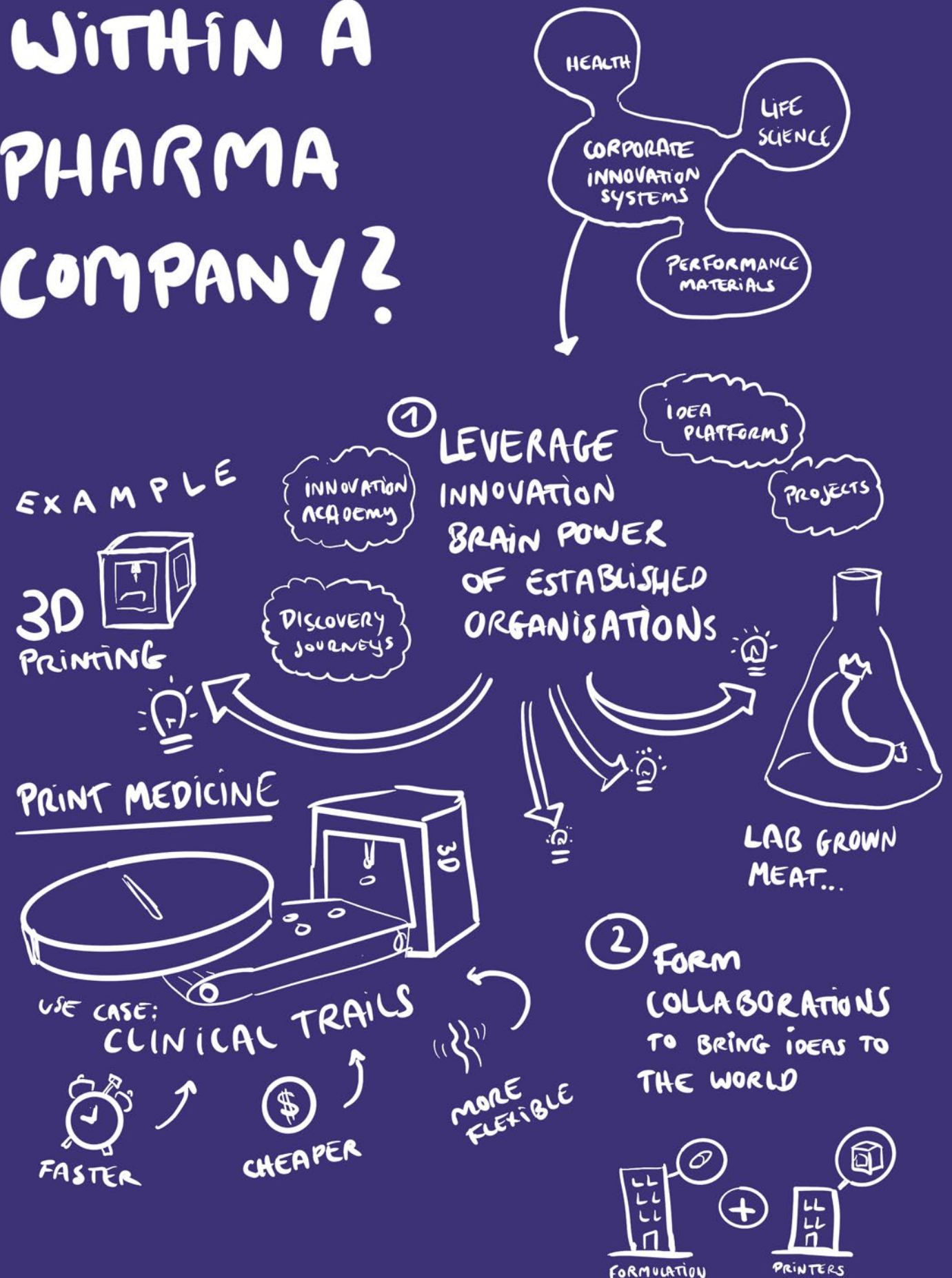


Christoph Huels

Christoph Huels at Merck, Germany is the brain behind next-generation pharmaceutical pill manufacturing / additive manufacturing in Pharma.

Christoph, biologist by training, is notoriously curious. He is interested in innovation - from idea to market - and the people behind it. When pills can be mixed at the place where they are needed, their costs and environmental impact can be reduced to almost zero. The goal is to bring 3D printers to rural areas or wherever required. Ultimately, the vision for the future is to customise pharmaceuticals where they are needed and when they are needed.

HOW TO INNOVATE WITHIN A PHARMA COMPANY?





Benjamin Adrion

Benjamin Adrion is a former German soccer player and social entrepreneur who founded Viva con Aqua in 2005 as an "all profit" not a non-profit organisation which is dedicated to improving the drinking water supply and basic sanitation in developing countries.

Engagement of the younger generation is needed and especially possible in Africa, with an average age of 16 in Uganda, as compared to 26 in South Africa. Viva con Aqua has a globally fast growing network that takes ACTION: at music festivals, 500 events every year you can hand in the plastic cups to a VcA volunteer and donate the cup deposit. The USP to reach a SDG: it's the people who get together to ACT and change the world.

Benjamin's take on the COVID-19 crisis is a really personal one: „Sadness is where change comes.“ If you want to reach your employees and your costumers, you have to embrace the complexity of organisations and the connection to the humans in your organisation!

HOW TO GIVE ACCESS TO CLEAN WATER?



LEVEL OF PEOPLE WITH NO ACCESS TO CLEAN WATER IS FAILING

GOOD TREND



CREATE A PLATFORM FOR ALL TO PARTICIPATE...

VIVA CON AQUA



3.000.000
PEOPLE SERVED

15.000
VOLUNTEERS



HAVE YOUR ORGANISATIONS CHANGE WELCOMING

WE ARE IN
CONSISTENT
CHANGE

ALTHOUGH CORONA IMPACTED US DEEPLY WE WERE ABLE TO ADAPT

CULTURAL RESILIENCE



AGILE

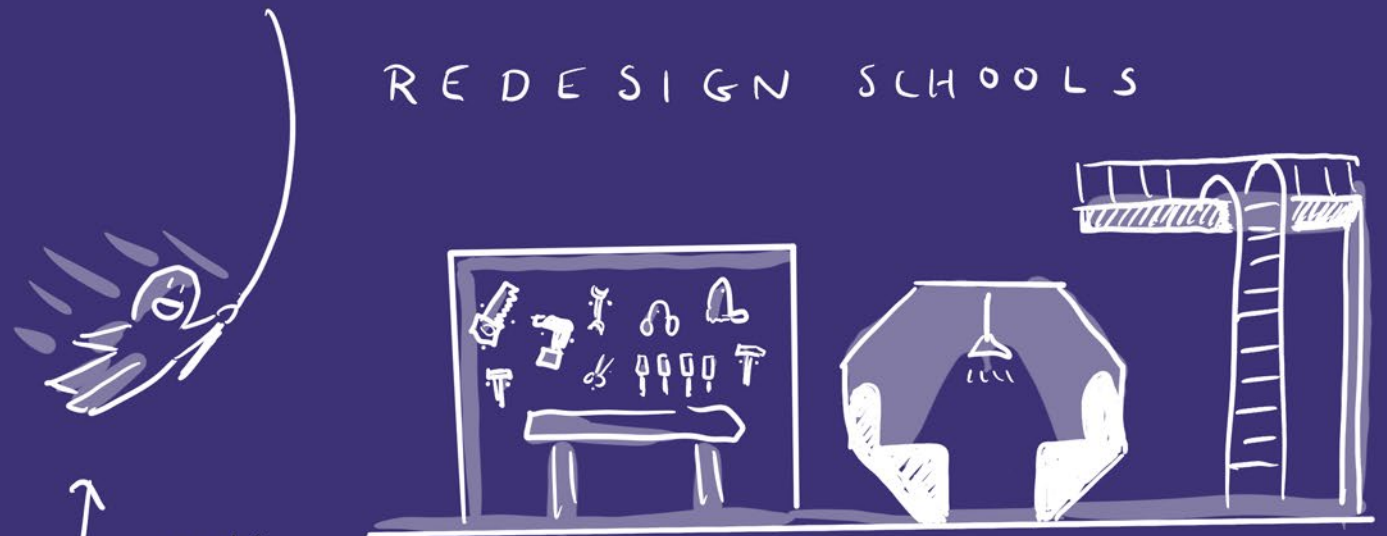


PURPOSE DRIVEN
LONG TIME CHANGES



HOW TO REDESIGN EDUCATION?

REDESIGN SCHOOLS



LOOK
AT HOW PIONEER
SCHOOLS LIKE "BRIGHTWORKS"
OR SCHOOLS IN COPENHAGEN
ARE DOING IT



THE KEY IS ...
LEARN HOW TO LEARN
"NEW LEARNING"

TRUST

FUN

(ROSS)
GENERATION

IMPACT
DRIVEN

IF IT'S NOT
WORKING FOR
THE KID ... ITS
NOT THE KID
WHO IS WRONG!



LEARNING
SHOULD BE
DIRECTED

TOWARDS CREATING THE FUTURE
NOT TO JUST FIT INTO THE FUTURE



THIS ALSO
GOES FOR
WITHIN
COMPANIES



Moritz Ettl

Moritz Ettl is one of five founders of Forever Day One – a company combining educational and consulting elements to reach a new stage of society and organisations through "New Learning".

Together with his team he explores continuously what it takes to successfully initiate and live new beginnings. After visiting several uniquely innovative school projects around the globe, Moritz shares his learning: To achieve the global sustainability goals we need: New learning, a new generation of school & students and a new generation of companies and employees. To educate the next generation, learner-directed schools are designed to make students NOT fit into the future but make them create the future!



Habib Lesevic

Habib specialises in the authentic and sustainable development of executives and organisations. His focus is on entrepreneurial leadership and followership which he develops through our integrative coaching methodology conducted over a prolonged period of in-depth engagement with the client. Furthermore, Habib supports and consults transformation projects on the topics of structure, hierarchy, processes, and culture. After a visionary keynote of Habib the world around you may change.

At LaFutura J2C's Habib Lesevic talked about why the future of economic growth will be profoundly human and how organisations must reconfigure to enable and leverage their Human Factor.

Go beyond rationality.

Make an effort to see your staff as humans, not just human resources, and encourage them to bring their more-than-rational self to the job every day. From HCI methods to holotropic breathwork, there is lots that you can do to develop your staff's Human Factor.

Embody. Enable. Confront.

Lead with purpose, not with ego. Leadership emerges from followership, not from hierarchical power plays. Show full integrity towards your organisation's purpose, contribute towards it, and enable and challenge your staff to do the same in order to cultivate your organisation's Human Factor.

Let go and give in.

Bravery begins with the willingness to let go of what we know in order to embrace what we could discover. It continues by giving in to the process and maintaining trust. Be willing to let go and give in to tap into the uncharted territories of business opportunity and cultivate your Human Factor.

HOW TO CREATE ECONOMIC GROWTH?



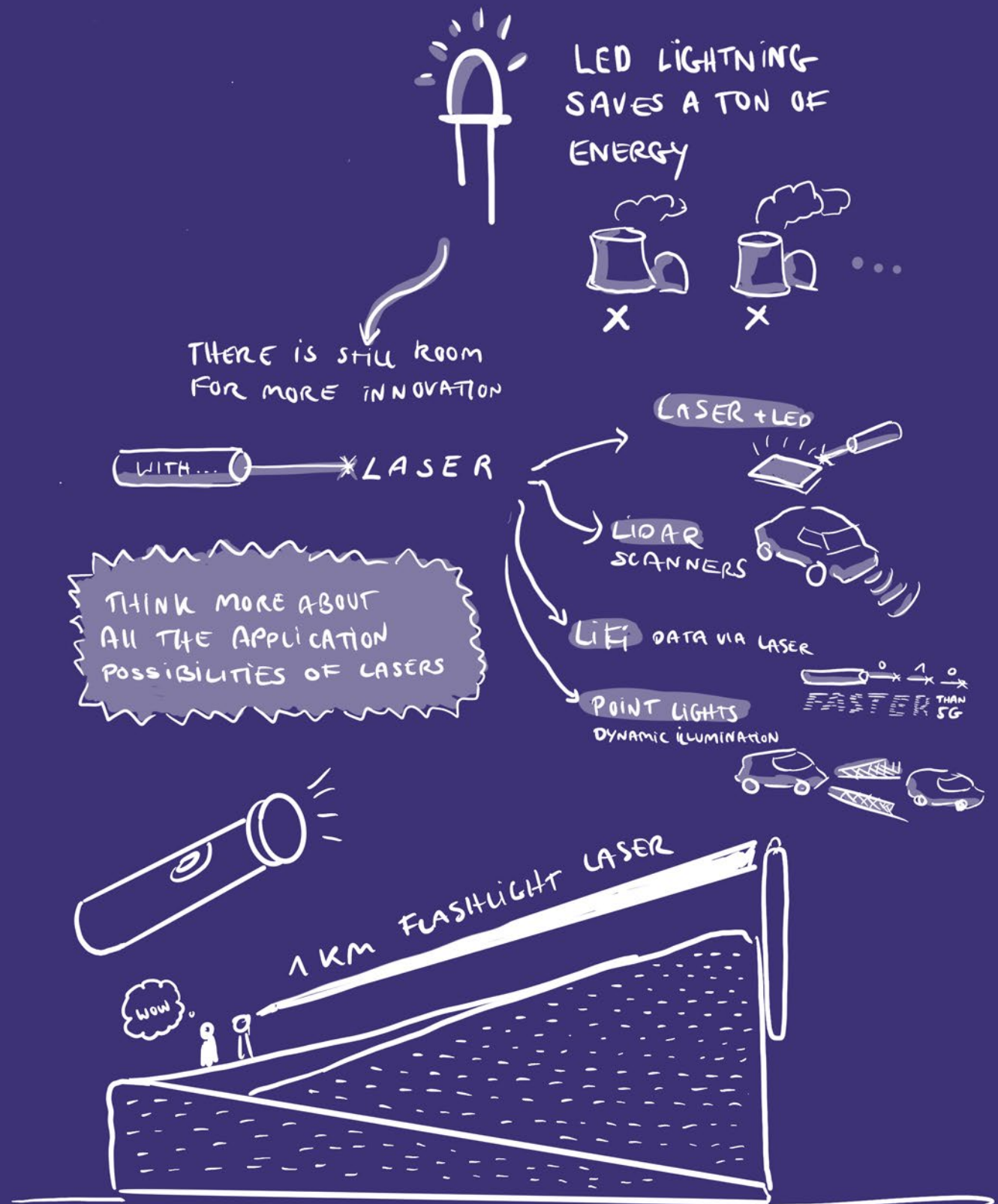


Shuji Nakamura

Shuji Nakamura is a Japanese-born American engineer who won the Nobel Prize in Physics „for the invention of efficient blue light emitting diodes, which has enabled bright and energy-saving white light sources“ in 2014. When he co-founded SLD Laser based in California, he stated that „lasers are the future of light“.

Nakamura-San shows the variety of possible use cases: lasers are the solutions for car2car communication, LiFi - also known as visible light communication that provides a secure, non-hackable internet connection, or a new generation of displays for XR glasses, just to name a few.

HOW TO REINVENT LOW ENERGY LIGHT?



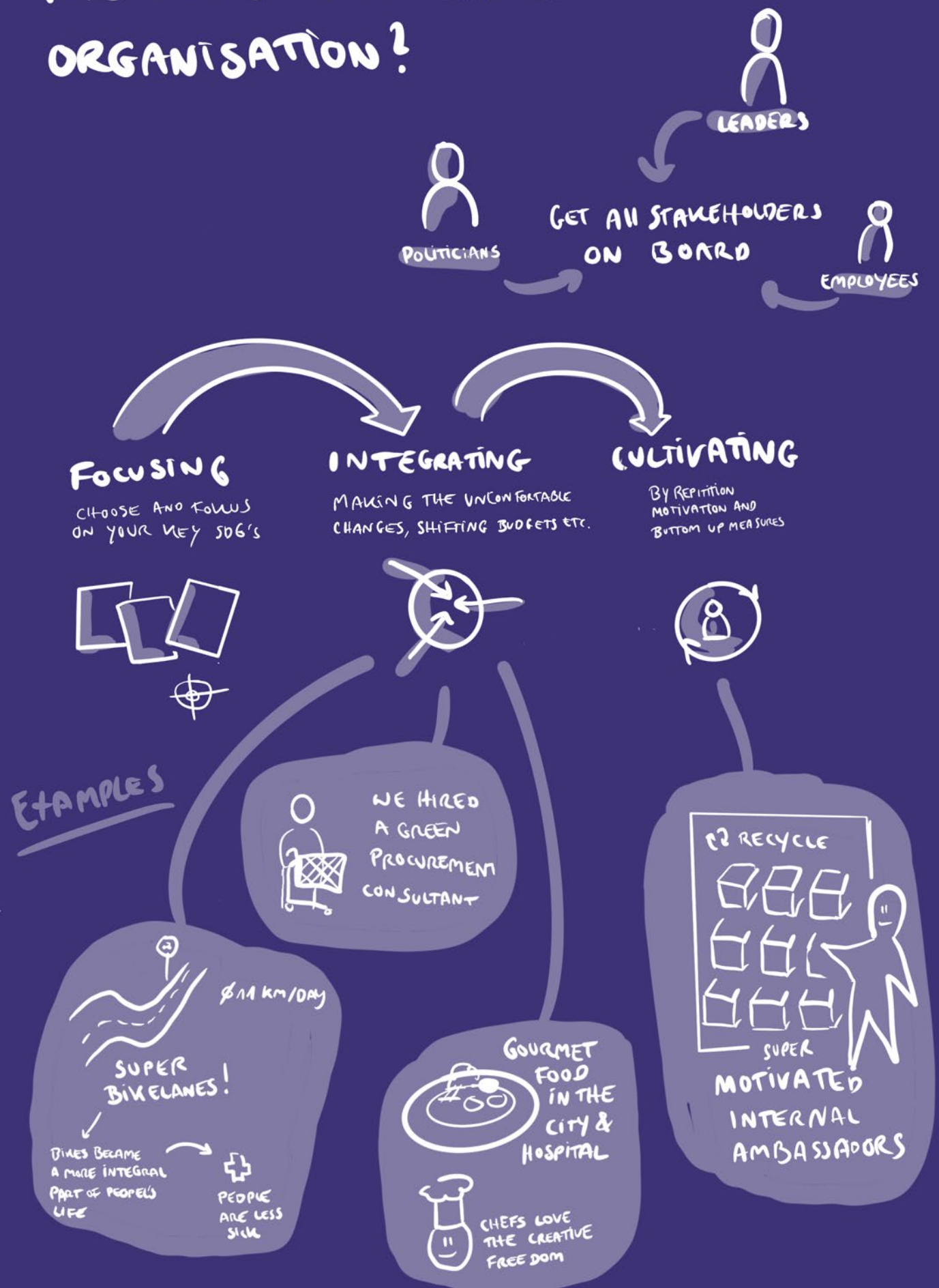


Diana Arsovic

Diana Arsovic Nielsen is the Managing Director of the Center of Regional Development at the Capital Region of Denmark. Diana is implementing her vision for true sustainability into the core business and massive yearly budgets of the capital region of Denmark.

As the former Chief of Innovation at the City of Copenhagen, she knows that success is only possible through engaging other people on an emotional level. Copenhagen takes action and made the SDGs to a "new normal" by transforming existing workflows, e.g. hire green procurement, educate staff, hand out an award for SDG contribution, build super bike lanes and bring gourmet food to hospitals.

HOW TO IMPLEMENT THE SDGs IN A LARGE ORGANISATION?





Daria Krivonos

Daria (Dasha) is a co-founder and organiser of the movement March for Science Denmark, which aims to underscore the importance of free and independent science for the development of society.

With a background in shipping company Maersk, as Head of Enterprise, Dasha enjoys working with exploring different future scenarios, as opposed to merely risks.

As a not for profit organisation, it is part of CIFS founding statutes to provide future insights for the betterment of society. This is a broad term, yet it covers the 17 SDGs which are an inherent part of how we work at CIFS.

Working with megatrend on a daily basis, it becomes clear that change, needed to curb challenges like climate change, needs mainstream adoption of changed behaviours, to really have an effect.

PEOPLE HAVE THE SDG POWER.



WE HAVE GOOD GLOBAL TRENDS

EXTREM POVERTY



DEMOCRACY



BASIC EDUCATION



IT IS GENERALLY DIFFICULT TO LOOK INTO THE FUTURE WITH SO MANY VARIABLES

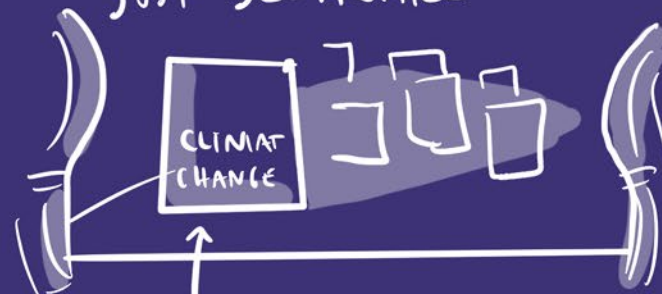
SO WHY DO WE HAVE THE SDGS?

OUR WORLD & OUR FUTURE IS STILL AT RISK



THE SDGS ARE NOT PERFECT BUT THEY HELP US DEAL WITH THE FUTURE

JUST BE AWARE



CLIMATE CHANGE IS STEALING FRONT CENTER STAGE

WE CAN HAVE HOPE BECAUSE AS PEOPLE WE ARE STILL IN CHARGE...

WE CAN STILL WICK OUT CEOs WITH PROTESTS



SOME OF THE TOP 10 MEASURES ARE NOT TECHNOLOGY TOPICS. THEY ARE JUST SOCIAL BEHAVIOURS

AS ENTREPRENEURS WE CAN SOLVE A LOT OF PROBLEMS

e.g.





Robert Lehmann

Robert Lehmann is one of the world's most known marine biologists and environmentalists who works with organisations such as Greenpeace, WWF, Sharkproject, just to name a few. He travels around the world and films his experiences to show to the world the massive problems marine life is facing.

Did you know that starfish live 20 years in nature but only one week in an aquarium? And that 20 million sharks died because of us? His learnings to balance the life in our oceans and so in our whole environment: 1. stop fishing because fish can recreate really fast if we let them. 2. Stop using plastic as this is polluting our oceans and so microplastic is in our water and our food. 3. Stop killing sharks as they are the cleaning team of the ocean ground. Each one of us can contribute!

HOW TO SAVE THE OCEAN?



I ALWAYS LIVED UNDER WATER



SCHOOL KIDS DRAW ME LIKE THIS AND IT'S PERFECTLY ACCURATE.

YOU NEED TO EXPERIENCE THINGS YOURSELF TO HAVE A REVELATION AND CHANGE YOUR BEHAVIOUR...



BUT THEN

I STARTED FISHING FOR AQUARIUMS.

BY THE WAY THIS IS A BILLION \$ INDUSTRY



HMM THESE STARFISH LIVE 20 YEARS BUT IN AN AQUARIUM 1 WEEK...

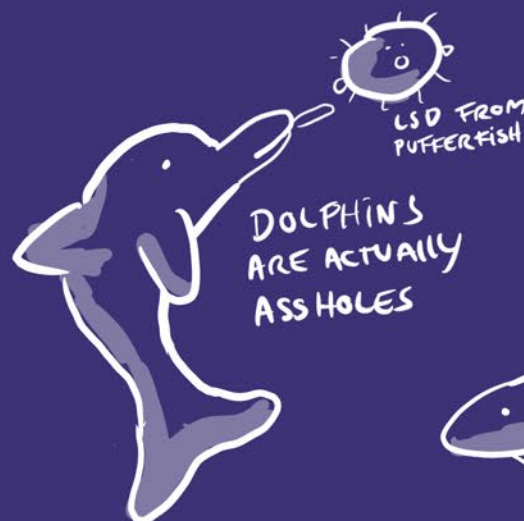
KIDS JUST STAND THERE FOR 11 SEC...

I HAVE TO STOP...

I WILL FILM I WANT PEOPLE TO SEE THE OCEAN THROUGH MY EYES



I HAVE TO SHOW THE TRUTH



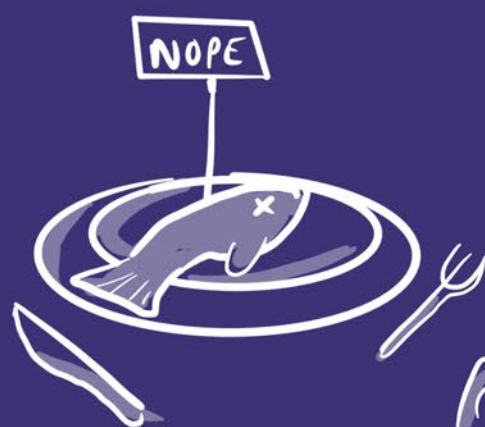
DOLPHINS ARE ACTUALLY ASSHOLES



SHARKS ARE ACTUALLY NICE AND CLEAN UP THE OCEAN

FINS ARE NOT FOOD!

200 MILLION SHARKS HAVE TO DIE BECAUSE OF US...



"NORMAL" PEOPLE & KIDS AND WE ALL CAN CHOOSE NOT TO EAT FISH SO I TALK...

THERE ARE STILL MILLIONS OF PEOPLE WHO ARE ACTUALLY RELYING ON FISHING TO FEED THEIR FAMILY



THERE IS NOT A SINGLE DIVE IN THE LAST 15 YEARS I HAD WITHOUT FINDING PLASTIC...



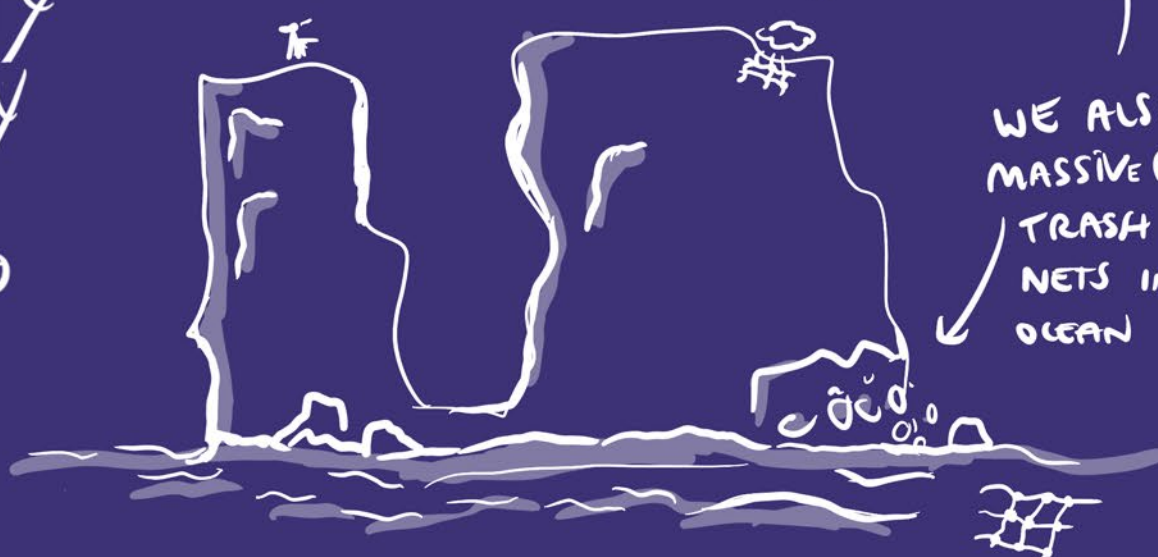
WHEN WHALES DIE THEY EMPTY THEIR STOMACH AND WE FIND ALL THIS TRASH EVEN CAR PARTS



IN GERMANY THE 5 HOME SEABIRDS. ALL BREED ON THE SAME ROCK

THEY END UP IN THE BIRDS NEST AND THEY DIE

FISH HAVE THE ABILITY TO RECREATE EASILY WE JUST HAVE TO LET THEM...



WE ALSO HAVE MASSIVE PLASTIC TRASH & FISHING NETS IN THE OCEAN

PHILIPP
BURCKHARDT

JOHANNES
LOMEAU
MILKE

HABIB
LESEVIC



KATHLEEN
SCHRÖTER

OLGA
GRAF



J2C

JOURNEY 2 CREATION

GET IN TOUCH:

START @ J2C.DE

ILLUSTRATION BY PHILIPP BURCHARDT