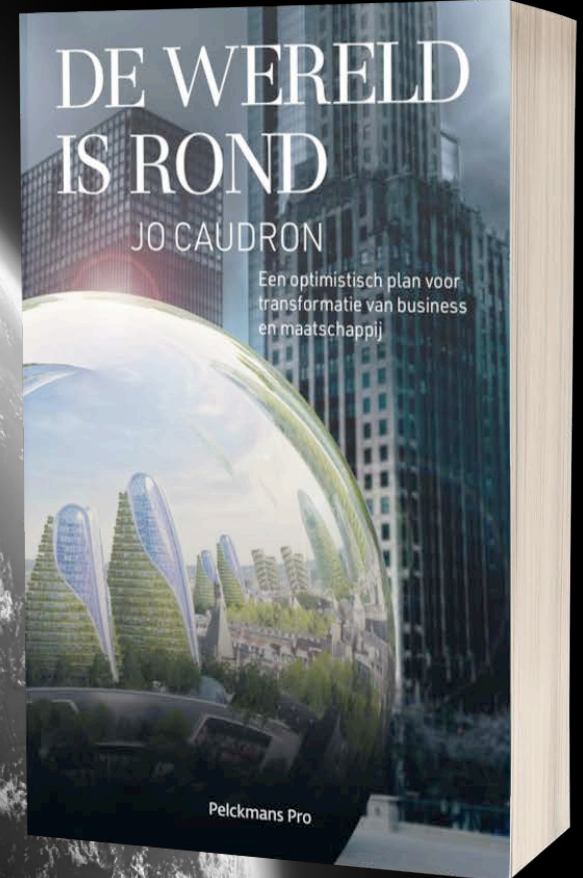


www.DeWereldIsRond.be

The World Is Round

*Changing Society Beyond
Digital Transformation*



Hi, I'm Jo

Founding Partner of Duval Union Consulting
25 years of digital entrepreneurship with over 20 startups.

Transformation Strategist - helping large organisations understand the future.

Author, public speaker, dreamer, thinker.

Family man and wannabe musician **#Metalhead**

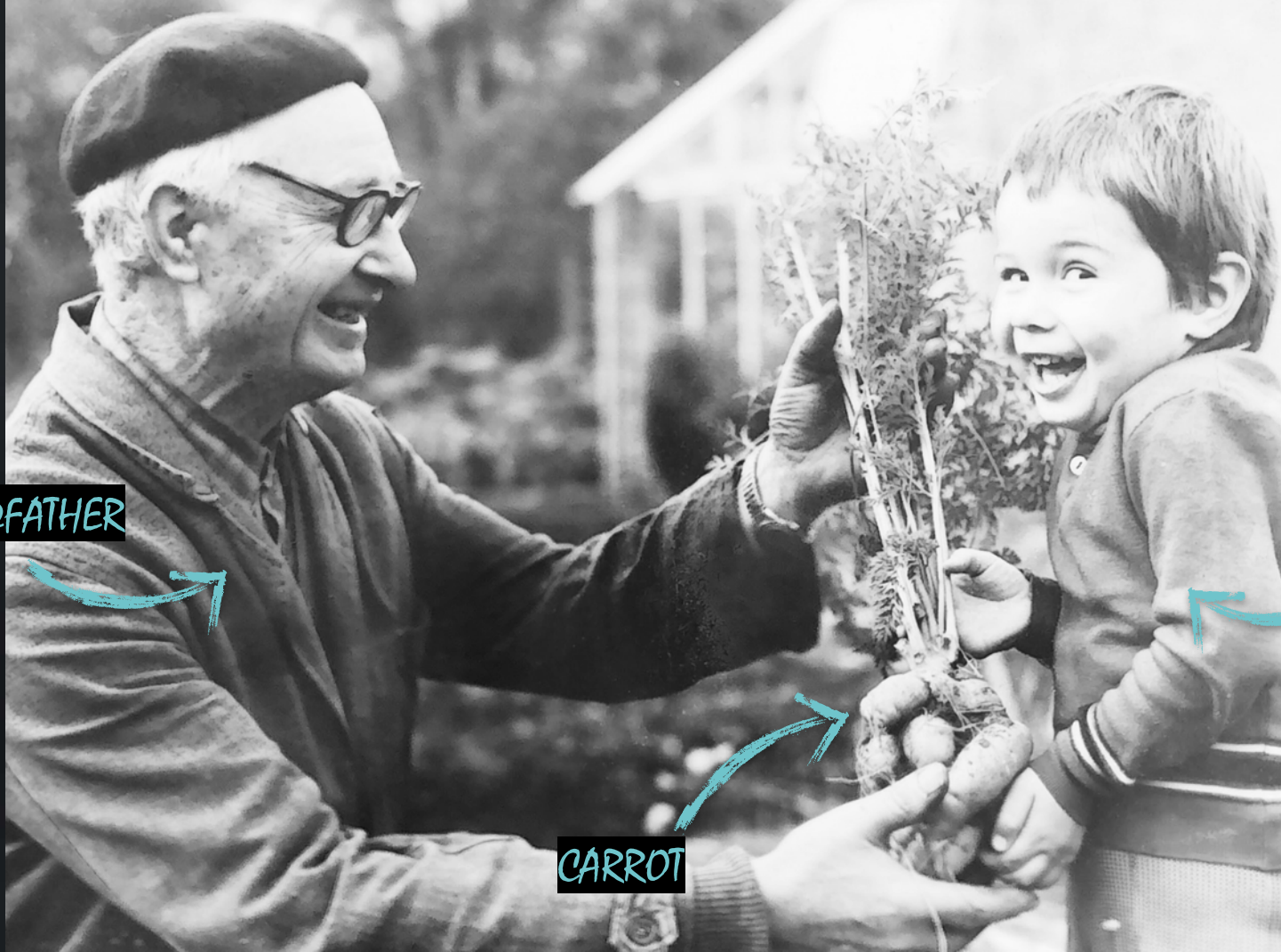
Jo.Caudron@DuvalUnion.com
0032 475 43 80 98

duval union
consulting



ME





MY GRANDFATHER



ME



CARROT





A SIMPLE WORLD



In the beginning
there was your
**stable corporate
motherhip**



Then you **digitised**
it to make it more
efficient and all
modern



And then you were
attacked by the
**digital disruption
sharks**



But now you have
a **transformation
plan**, right?





You manage your
own **Industry**
Perfect Storm



But as it happens, there are more perfect storms

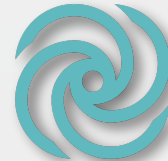
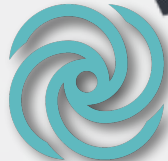
THE FUTURE OF WORK

YOUR INDUSTRY

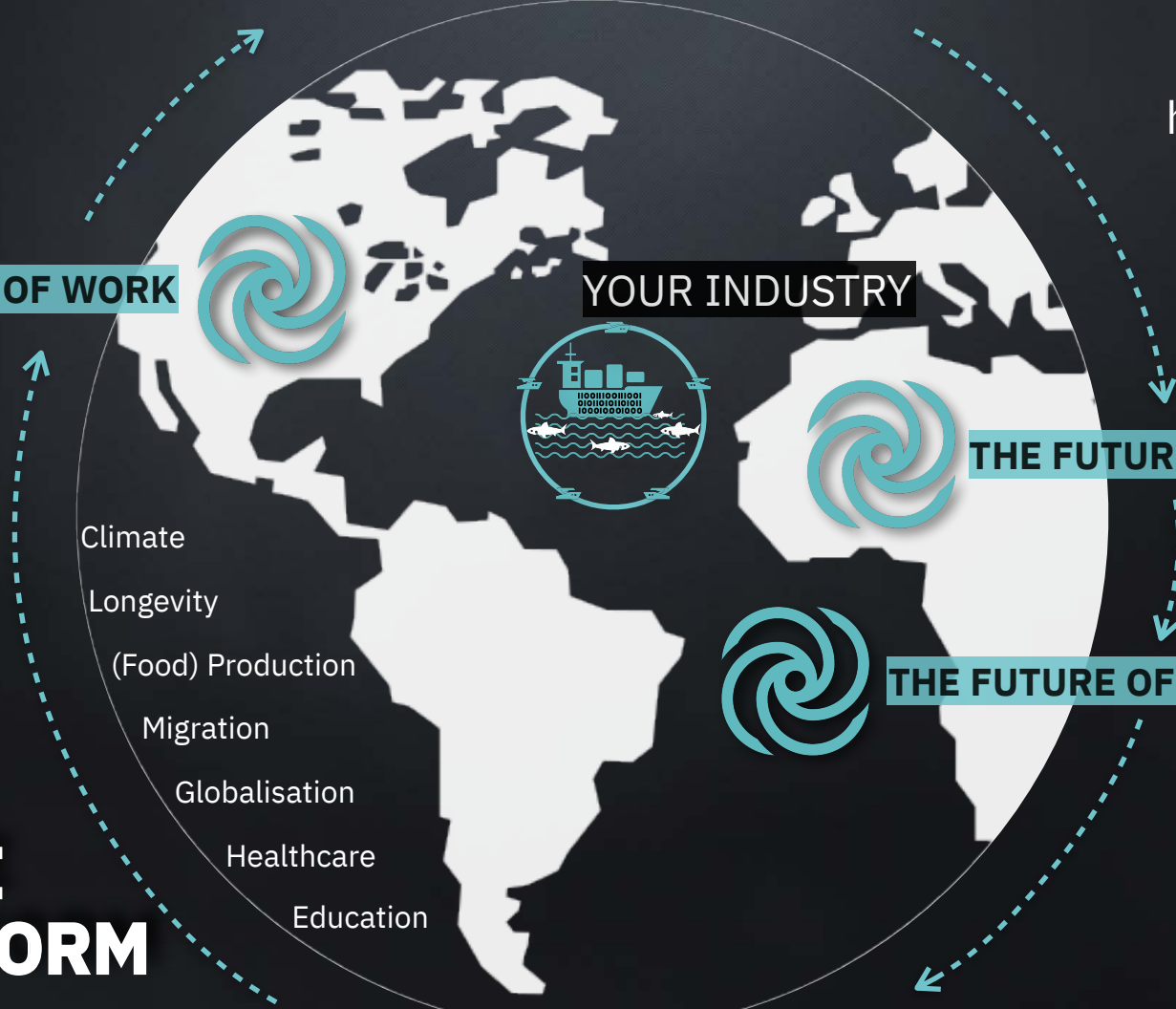
THE FUTURE OF LIVING

THE FUTURE OF MOBILITY

- Climate
- Longevity
- (Food) Production
- Migration
- Globalisation
- Healthcare
- Education



THE METASTORM



mashroom.6

THE PERFECT STORM IN
WORK

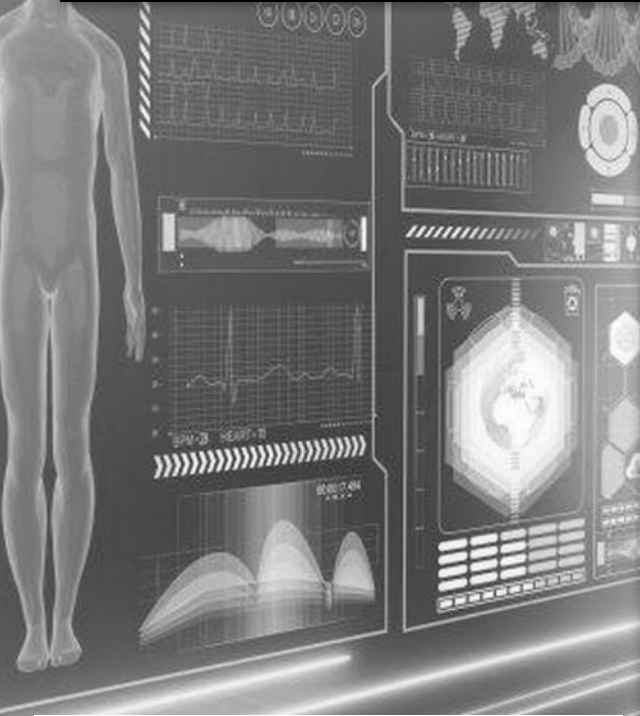


Work - the challenges



MACHINES TAKE OVER

Work - the challenges



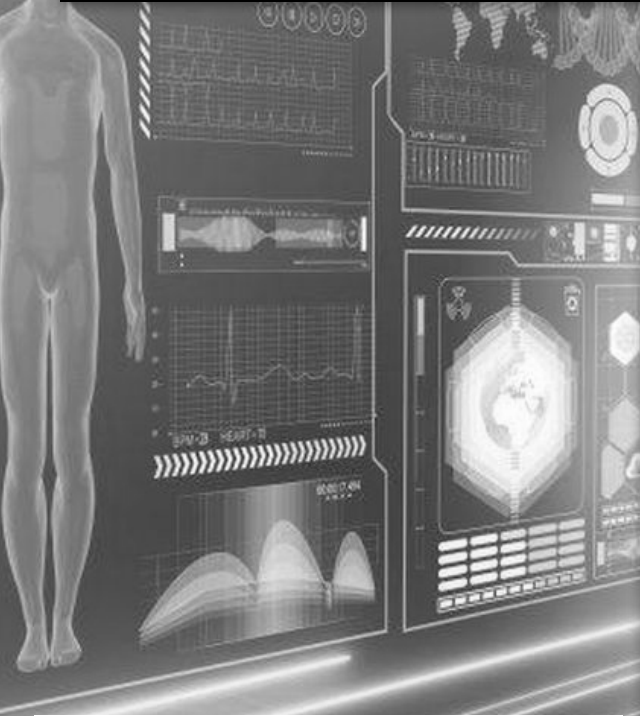
MACHINES TAKE OVER



**WORKING LONGER, LESS,
DIFFERENTLY**

lu
e
auton

Work - the challenges



MACHINES TAKE OVER



**WORKING LONGER, LESS,
DIFFERENTLY**



**DIFFERENT NEED FOR SKILLS &
EDUCATION**

**THE PERFECT STORM IN
LIVING & HOUSING**



Living & housing - the challenges

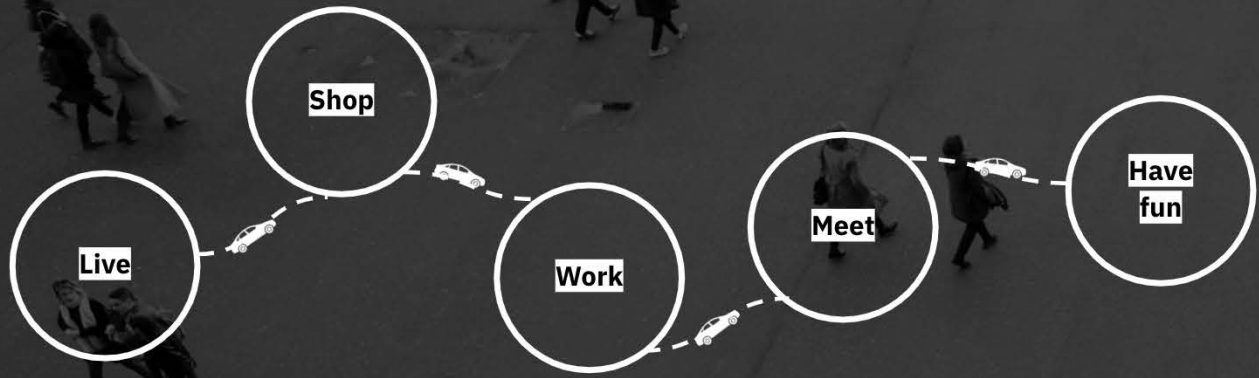


LINEAR LIVING AND URBAN SPRAWL

Living & housing - the challenges



LINEAR LIVING AND URBAN SPRAWL

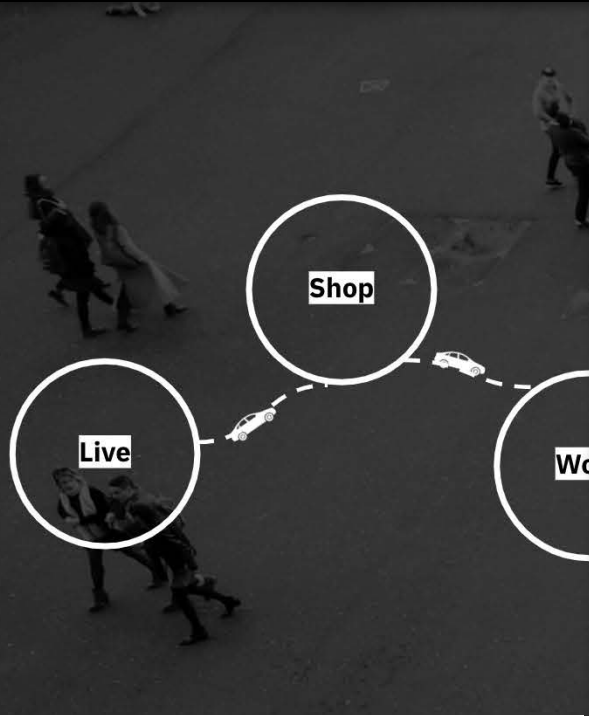


DISRUPTION OF ESSENTIAL FUNCTIONS

Living & housing - the challenges



LINEAR LIVING AND URBAN SPRAWL



DISRUPTION OF ESSENTIAL FUNCTIONS



IMPACT ON HEALTH, SOCIETY AND PLANET

THE PERFECT STORM IN

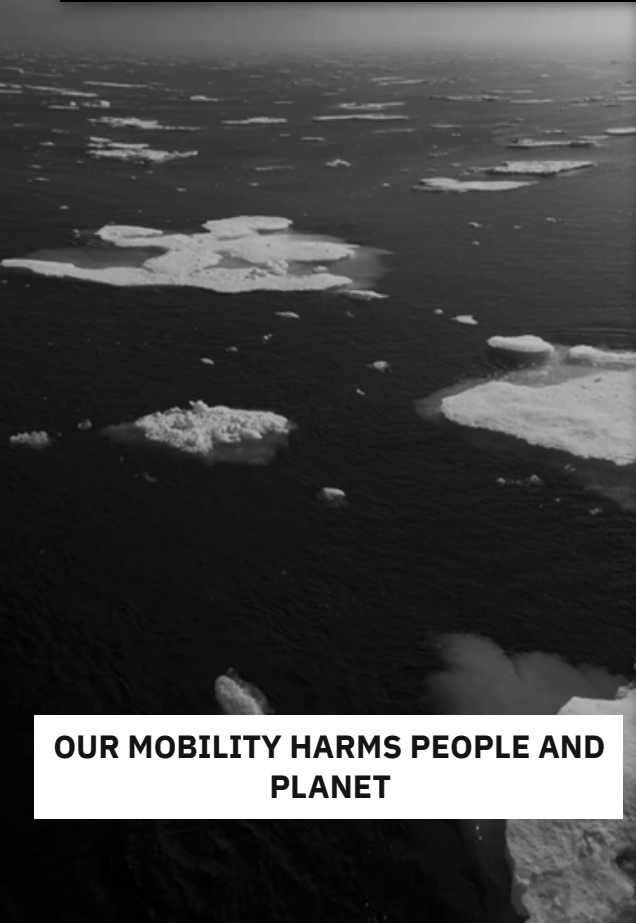
MOBILITY



Mobility - the challenges

**OUR MOBILITY HARMS PEOPLE AND
PLANET**

Mobility - the challenges



**OUR MOBILITY HARMS PEOPLE AND
PLANET**



OUR MOBILITY IS DISFUNCTIONAL

Mobility - the challenges



**OUR MOBILITY HARMS PEOPLE AND
PLANET**



OUR MOBILITY IS DYSFUNCTIONAL



**OUR MOBILITY IS EXPENSIVE FOR
INDIVIDUALS AND SOCIETY**

THE METASTORM IS PUSHING US TO A TIPPING POINT

Work - the challenges

MACHINES TAKE OVER

WORKING LONGER, LESS, DIFFERENTLY

DIFFERENT NEED FOR SKILLS & EDUCATION

Living & housing - the challenges

LINEAR LIVING AND URBAN SPRAWL

DISRUPTION OF ESSENTIAL FUNCTIONS

IMPACT ON HEALTH, SOCIETY AND PLANET

Mobility - the challenges

OUR MOBILITY HARMS PEOPLE AND PLANET

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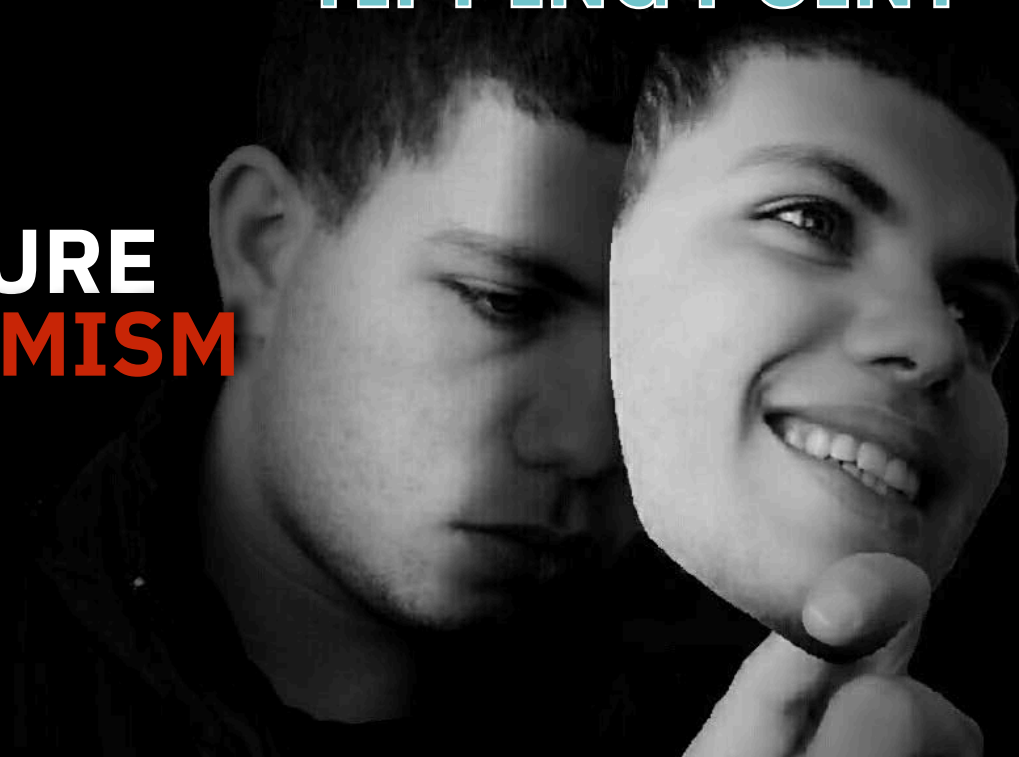
OUR MOBILITY IS EXPENSIVE FOR INDIVIDUALS AND SOCIETY



THE METASTORM IS PUSHING US TO A TIPPING POINT

**FUTURE
PESSIMISM**

**FUTURE
OPTIMISME**



FUTURE
PESSIMISM

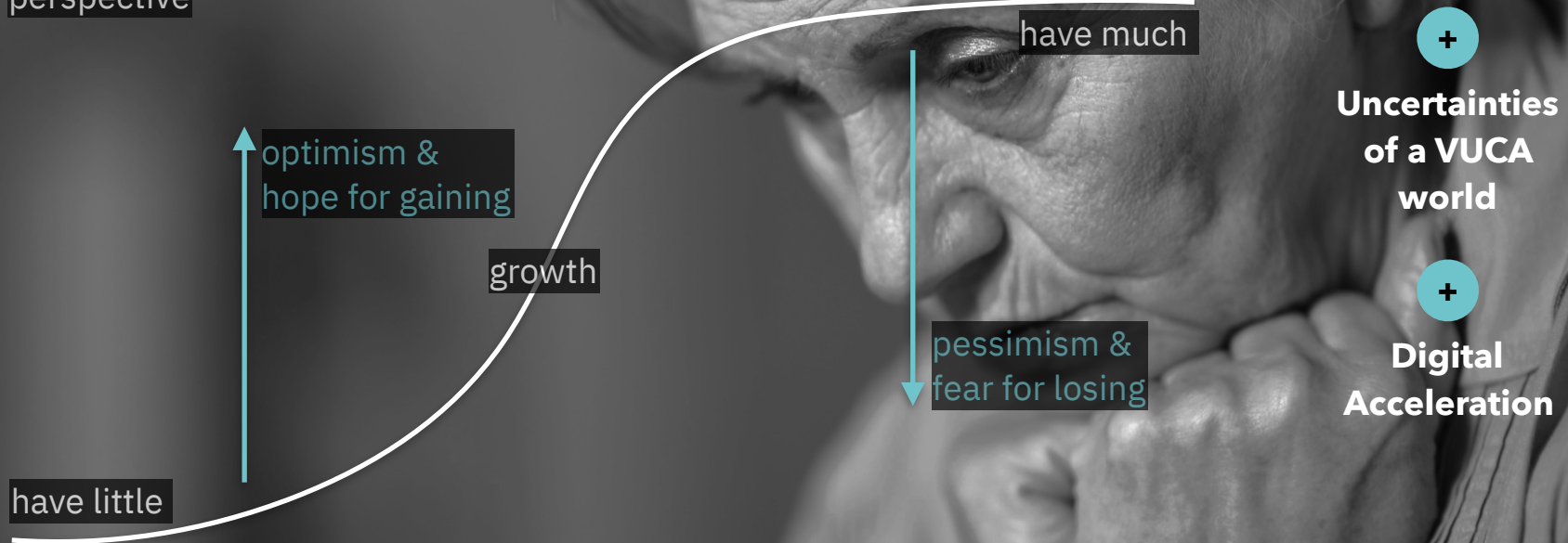
**The world is
losing faith.
Why?**

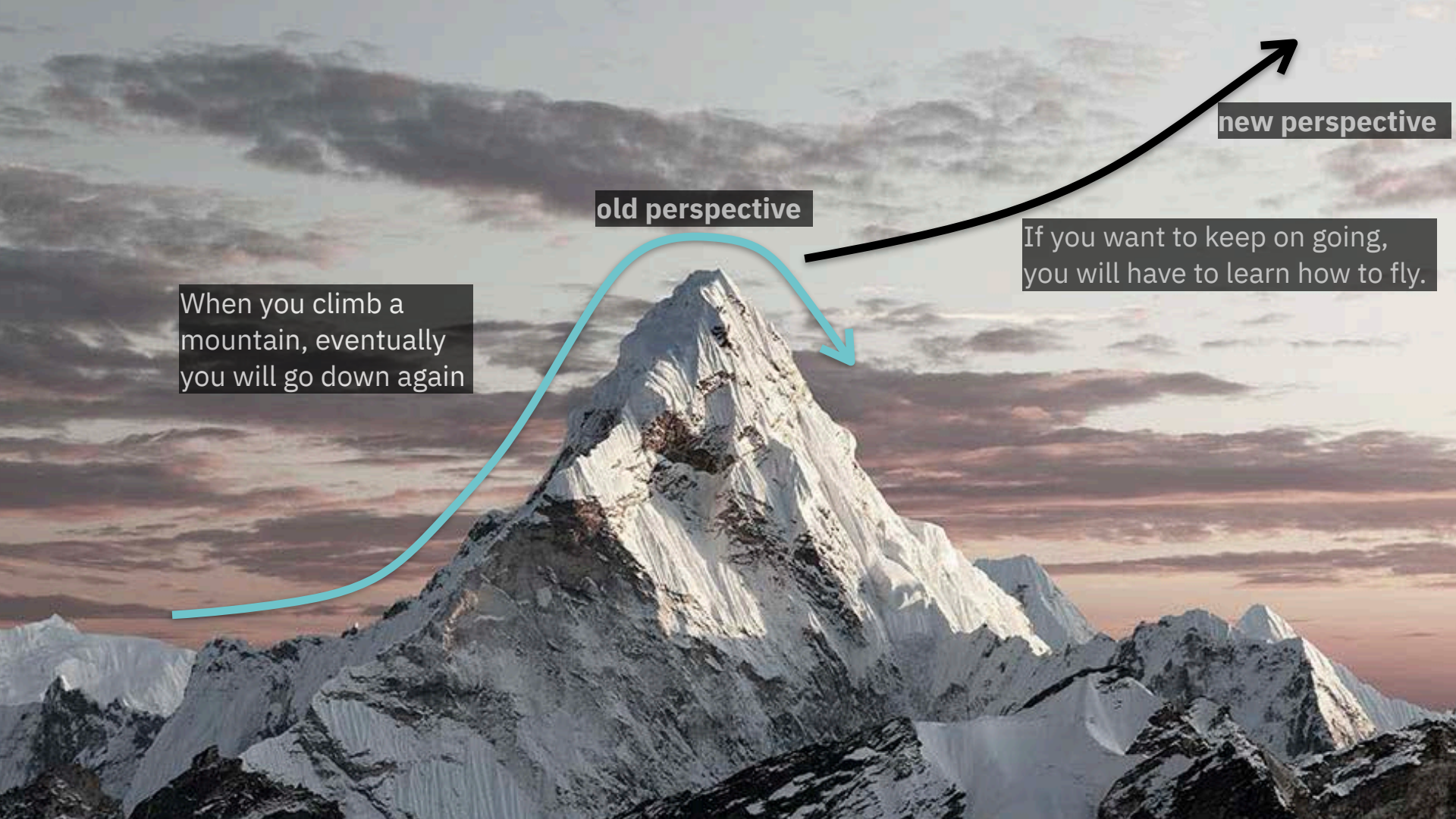
**YET TODAY,
WE HAVE A GENERATION OF FEAR**



YET TODAY, WE HAVE A GENERATION OF FEAR

perspective





When you climb a mountain, eventually you will go down again

old perspective

new perspective

If you want to keep on going, you will have to learn how to fly.

**Creating a new
perspective and
an optimistic
world vision**

**FUTURE
OPTIMISME**



Recognise the challenges we are facing

- Climate
- Future of work
- Housing
- World population increase
- Mega-cities
- Peaceful coexistence
- Mobility
- Globalisation
- "First the rest and than the West"
- Healthcare & longevity
- Income and purchasing power
- Migration

Recognise what we have already realised



"It's still bad, but it's getting better"

Hans Rosling

Every day ...

305.000 new people have access to clean **water**

295.000 new people have access to **electricity**

620.000 new people have access to **internet**

average age

child survival rate

women rights

democracy

environmental protection

education

health

less (child) poverty

A scenario for an optimistic future

In 2030

**nothing what follows is true,
but it could be...*



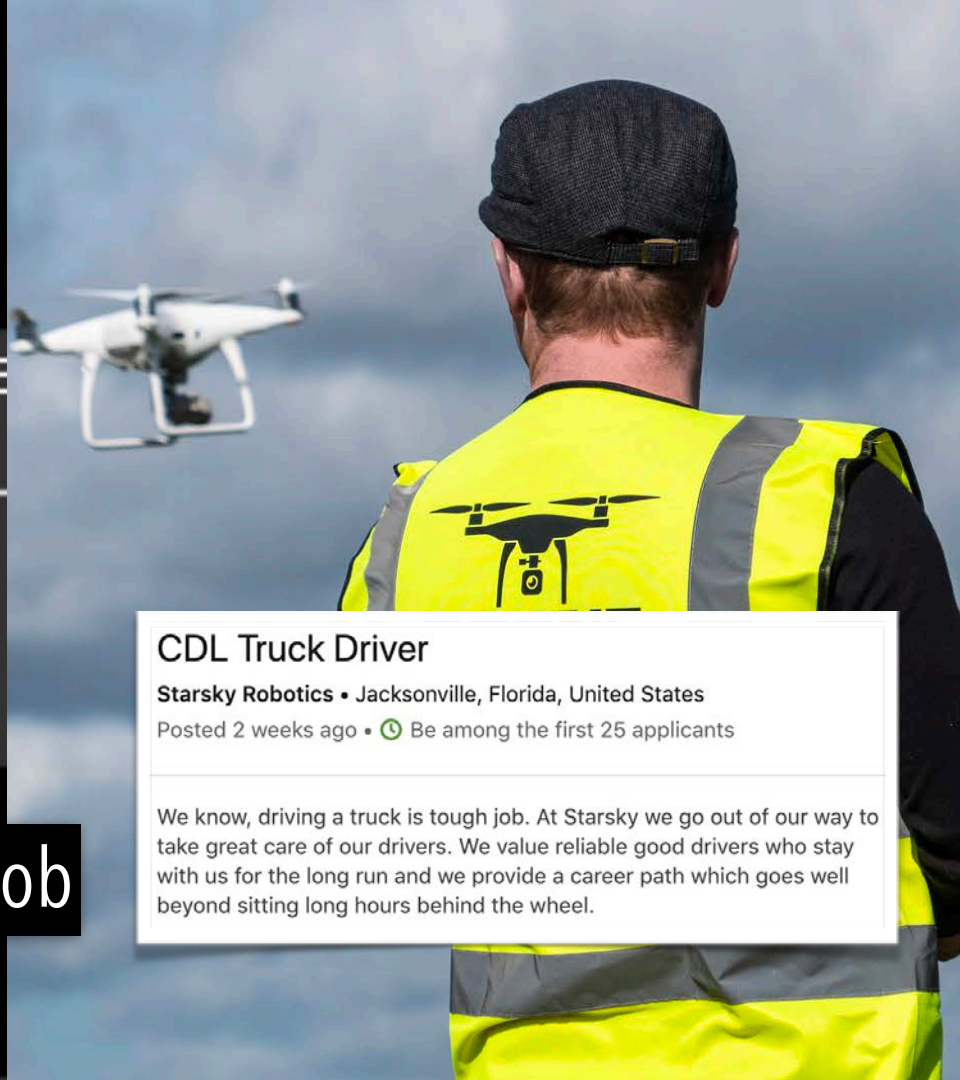
In 2030 we will work alongside machines



In 2030 we utilise our human skills: creativity, empathy, problem solving, communication, ...



In 2030 every job will be a tech-job



CDL Truck Driver

Starsky Robotics • Jacksonville, Florida, United States

Posted 2 weeks ago • ⌚ Be among the first 25 applicants

We know, driving a truck is tough job. At Starsky we go out of our way to take great care of our drivers. We value reliable good drivers who stay with us for the long run and we provide a career path which goes well beyond sitting long hours behind the wheel.

A close-up shot of a robotic sewing machine, specifically a SoftWear model, in a factory environment. The machine is white and grey with green gears. In the background, three workers are visible, slightly out of focus. One is wearing a black shirt, another a purple shirt, and the third a blue shirt. They appear to be observing or working with the machine.

3rd August 2017, Beijing

**Automated Sewbot to make
800,000 adidas T-shirts daily**

**In 2030 a substantial amount of what we consume
will be locally manufactured and produced**



A Jeff Bezos-backed warehouse farm startup is building 300 indoor farms across China

Leanna Garfield Jan 23, 2018, 10:20 PM



In 2030 farming will largely have returned to our communities, in a high-tech variant



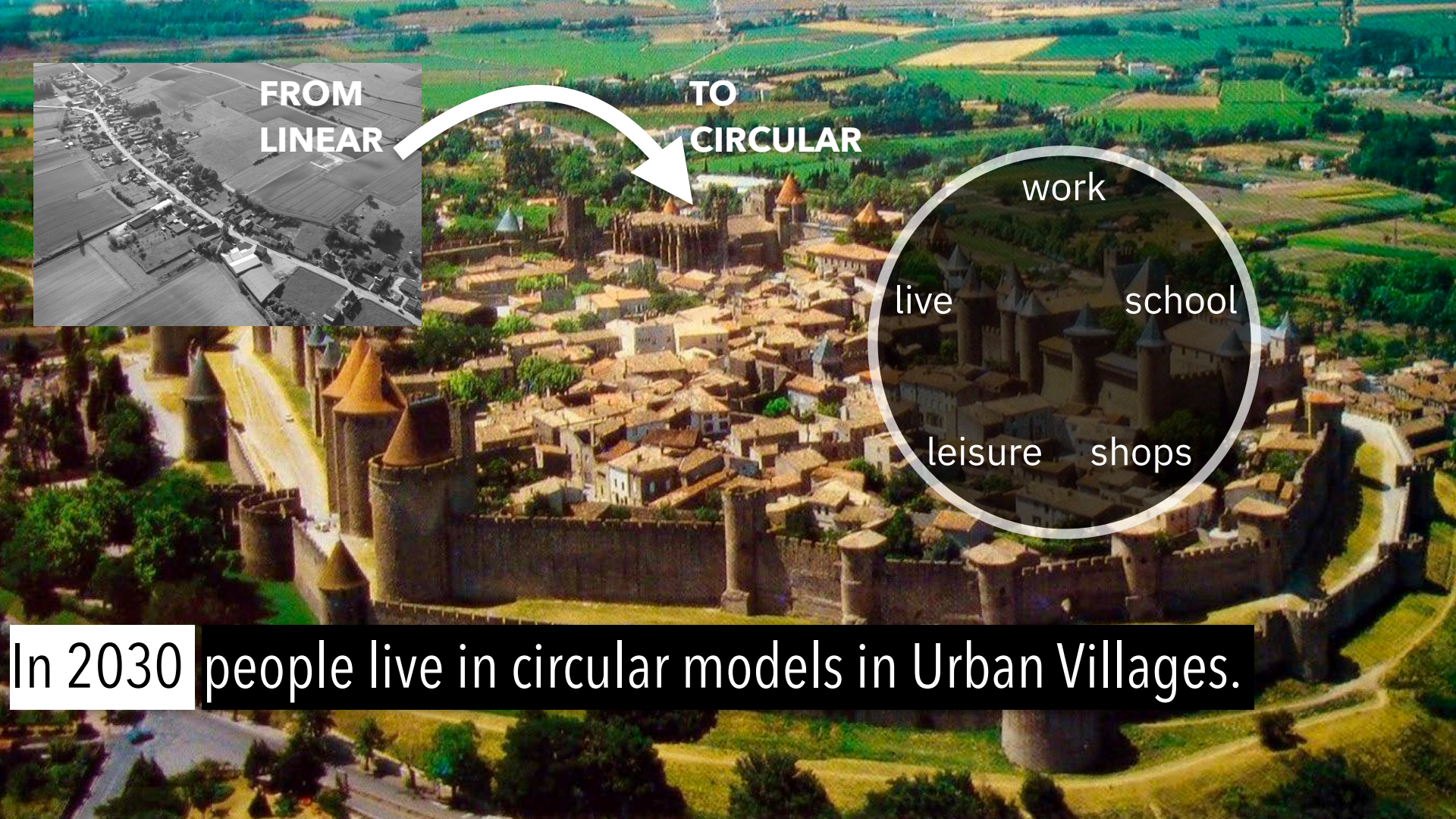
In 2030 many people work where they live



FROM
LINEAR



TO
CIRCULAR



work

live

school

leisure

shops

In 2030 people live in circular models in Urban Villages.

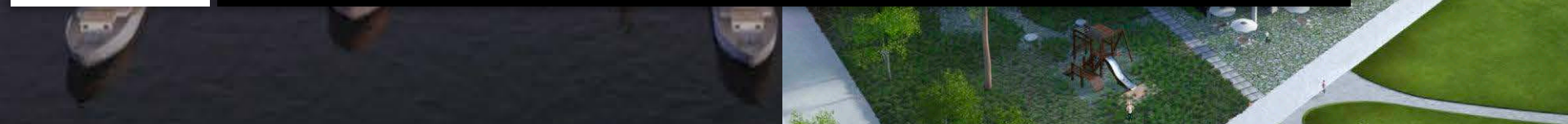
*De Nieuwe Dokken Ghent
a prototype Urban Village*



*Nieuw Zuid Antwerp
a prototype Urban Village*



In 2030 people live in circular models in Urban Villages.





In 2030 people work locally in co-working spaces for the boring ;-)



In 2030 students study locally in decentralised co-studies



In 2030 circular living boosts the solution economy:
e-commerce, home delivery, ...



In 2030 circular living boosts the solution economy:
(car)sharing, new mobility



In 2030 car brands are still looking at technology to fix mobility



In 2030 the real change in mobility is coming from new behaviour: we just move less & differently

In 2030 this is driven by local policy, owned by cities



A young man in a grey hoodie and an elderly woman in a red top and glasses are shown side-by-side. The man is on the left, looking slightly to the right with a neutral expression. The woman is on the right, looking slightly to the left with a neutral expression. The background is a plain, light-colored wall.

he doesn't

she doesn't

*“The people will always
want their cars”*

In 2030 new generations have adapted to new needs

BUT WHAT ABOUT GROWTH?

old perspective

new perspective



An aerial, top-down view of a futuristic city at night. The city is illuminated with vibrant colors like blue, green, and orange. A central circular park with green spaces and a central fountain is surrounded by a complex network of roads and buildings. Light trails from traffic are visible on the roads, suggesting a high level of activity and connectivity. The overall aesthetic is clean, modern, and technologically advanced.

IN 2030*

**The Solution Economy
leads to a paradigm shift**



We are currently living in a “Stuff Economy”

The
“Solution
Economy”
leads to
“Peak Stuff
Economy”

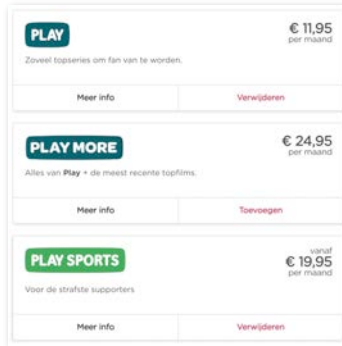


STUFF

Buy a DVR



TV subscription



SOLUTION

Buy a car



Car subscription



Buy groceries



Food box



Buy power



Light & heating



STUFF

Buy a Billy



Furniture subs



Buy a washing machine



Wash-as-a-service



Buy a Phone



Mobile-as-a-service



SOLUTION



MACHINES TOOK MY JOB

New human/tech jobs
alongside machines



WORK REINVENTED



OVER-POPULATION

The return of
manufacturing



LIVING REINVENTED



ALONE & UNHAPPY

From linear to circular
living



CONNECTED & HAPPY



DECLINING INCOME

Work/study/care where we
live



REBALANCED INCOME



MOBILITY SUCKS

From stuff to solution
economy



MOBILITY SOLVED



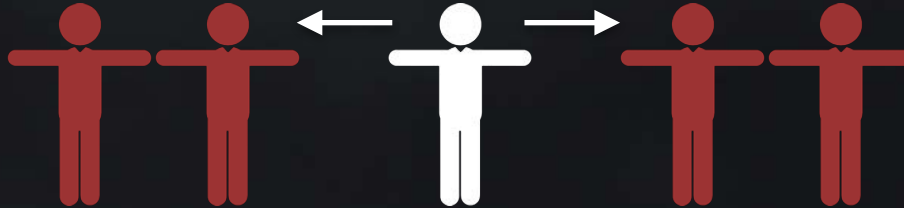
CLIMATE & ENVIRONMENT

Locally connected, global
minds

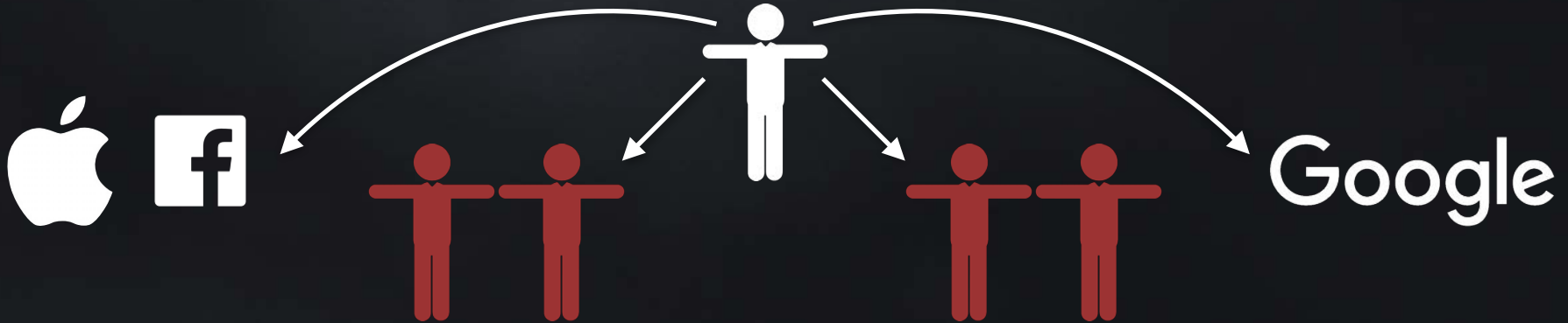


CLIMATE (WIP)

Strategy is all about perspective



Strategy is all about perspective



Strategy is all about perspective



WHAT' NEXT?

EMBRACE **FUTURE OPTIMISM**
AS YOUR DRIVING FORCE

EMBRACE FUTURE OPTIMISM AS YOUR DRIVING FORCE

LOOK FOR PATTERNS -
RECOGNISE THE METASTORM

EMBRACE FUTURE OPTIMISM AS YOUR DRIVING FORCE

LOOK FOR PATTERNS - RECOGNISE THE METASTORM

UNDERSTAND **THE FUTURE**
AS IT COULD BE

EMBRACE FUTURE OPTIMISM AS YOUR DRIVING FORCE
LOOK FOR PATTERNS - RECOGNISE THE METASTORM
UNDERSTAND THE FUTURE AS IT COULD BE

THINK ABOUT **YOUR PLACE**
IN THAT FUTURE

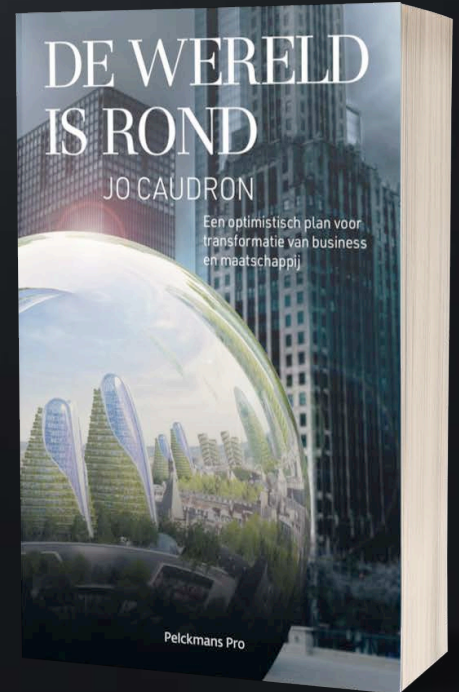
EMBRACE FUTURE OPTIMISM AS YOUR DRIVING FORCE
LOOK FOR PATTERNS - RECOGNISE THE METASTORM
UNDERSTAND THE FUTURE AS IT COULD BE
THINK ABOUT YOUR PLACE IN THAT FUTURE

CREATE A (STRATEGIC) **TRANSFORMATION PLAN**

EMBRACE FUTURE OPTIMISM AS YOUR DRIVING FORCE
LOOK FOR PATTERNS - RECOGNISE THE METASTORM
UNDERSTAND THE FUTURE AS IT COULD BE
THINK ABOUT YOUR PLACE IN THAT FUTURE
CREATE A (STRATEGIC) TRANSFORMATION PLAN

START NOW!

www.dewereldisrond.be



duval union consulting



THANK YOU!

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+32 475 43 80 98

"TOGETHER WE CHANGE THE FUTURE"

GHENT

DUBAI



The World Is Round

*Changing Society Beyond
Digital Transformation*

DE WERELD IS ROND

JO CAUDRON

Een optimistisch plan voor
transformatie van business
en maatschappij

Pelckmans Pro