NESI Global Forum 2019
A roadmap to 2030

CIFAL Malaga
United Nations Institute for Training and Research
The Forum was designed with an Appreciative Inquiry approach enabling participants to journey through four different stages:

• **DISCOVERY**, prior to the forum, to learn about the different tracks and share the glimpses of the future already present.

• **DREAM**, right at the beginning, to imagine what is possible, with no limits.

• **DESIGN**, during a day and a half, to co-create the future we want to live in for food, textiles, urban & housing, finance, resources & energy and work.

• **DO**, a call to action to make real what has been co-created.

The co-creation of the roadmap to 2030 used a **Three Horizons** approach. Three Horizons offers a simple, intuitive way to encourage a conversation about the challenges in the present, our aspirations for the future and the kinds of innovation we might need in order to address both at the same time. It is designed to avoid participants jumping into incremental design suggestions straight from the start. It helps guide conversations about the current and desired future systems, before building a bridge between the two.
Change the Economy to Change the World

Diego Isabel La Moneda
Founder of the NESI Global Forum

The future is uncertain; we are not stopping climate change, we are killing our oceans, there are growing inequalities, growing distrust in institutions by citizens and a lack of leadership.

It is time for change. We need to change our lifestyle, our relations as human beings and our relationship with nature. We need to move from an extractive, anthropocentric system that is destroying ecosystems and extinguishing thousands of species, to a circular, biocentric and regenerative one. We need to move from a competitive system to a collaborative one. We need to change the concept of success from an egocentric vision, where success is based on power and capital accumulation, to a vision where success is based on personal development, contribution to the community and the quality and quantity of our human relations. We need to move from political and economic power to citizen and community power.

It is time for change. Our global leaders have defined important goals: the Sustainable Development Goals and the Paris Agreement objectives. We have to achieve them. However, the political and economic powers are not doing enough, they are not challenging the assumptions of our current economic system and they will probably not do. For that reason, the time has come for citizens to lead the change towards a better future. The time has come to be the masters of our future.

And we have already started to lead this change. It is time to join the women’s movement and create actual equality. It is time to join the student’s movement and stop climate change. The time has come for movements to collaborate with each other because we all are part of the same family and live on the same home.

It is time for change. It is time “to co-create a new economy, an economy at the service of people and the planet” (The NESI Charter). Only by changing the economy will we be able to stop climate change and create actual equality. Only by democratising the economy will every citizen and future generations live free on a healthy planet.

My friends. It is time for change. It is time to take responsibility for each and every one of your actions. It is time to be the economy you want to see in the world. It is time to change the economy to change the world.

In April 2019, more than 700 entrepreneurs, business leaders, academics, policy makers, activists and students came to the NESI Global Forum to be part of a very special journey. They came into a “time machine” and traveled to the future. During three days, they were living in the “City 2030” in the year 2030, a place where humankind had achieved their global goals.

They experienced a new economic system at the service of people and the planet. Through collective wisdom and the application of social innovation, they explored how to create a healthy and ecological food system and how to transform the housing & urban systems. They discovered how to produce sustainable textiles and renewable energy through the application of circular and collaborative economy. They identified the drivers of change to create a financial system that put people before profit. Finally, by asking the question, how will be the future of work? They understood that the right question is, how do we want to live in the present and in the future?

This magazine, this report, was co-created by all of them during their journey. It contains their findings and the key factors to achieve our common global goals. This magazine is a roadmap to a better world. It is our responsibility to make it real.
CO-CREATING A NEW ECONOMY THROUGH SOCIAL INNOVATION
FOOD SOVEREIGNTY

A food system built upon local production, informed consumers within an economy in harmony with people and nature.

Drivers for the Transition

Implement policies to regulate lobbying, advertising and control of food systems including full cost accounting & standard impact assessments on human and ecological systems.

Promote local production & consumption, bring value to local producers, urban farms and reconnect to agriculture.

Recommendations for...

Policy makers

• Standardize reporting, standardize impact reporting.
• Create regulations around lobbying, mainstream agriculture, production.
• Value local production through laws and regulation.

Businesses

• Start implementing full cost accounting on what actually is social and environmental impact of food from producer to consumer.
• Create businesses that move beyond only seeking profit, but ones that also need to have a social and environmental impact.

Citizens

• Be curious about food and what you are eating.
• Ask questions.
• Connect with local producers.
• Start growing your own food.
FOOD SOVEREIGNTY

WE WANT TO CHANGE

Resilience

WHAT IS OUR MINDSET?

How do we create & promote local and circular food systems?

Policy

How can regulations create real change?

AWARENESS

Consumer Knowledge +

EDUCATIONAL INITIATIVES

Food Policy

RURAL-URBAN CONNECTION

Empower Cooperatives & Groups focused on

Consciousness

Information & Leadership

Consciousness is most important base

Solutions in nature

Food System that is Diverse

EQUITABLE, ecological & just policies that include all actors

JUST & FAIR prices for producers and consumers

Policies that empower all agricultural stakeholders

No hunger, no sickness & inequities

FOOD POLICY

Horizon 3: The future 2030

SD6

SD6

SD6

SD6

SD6

2V

3V

14V

15V

Horizon 1: The Present

Horizon 2: Steps to 2030

Resilience

Lobbies Political groups

Advertising Big companies

MONOPOLIES Globalization

That negatively impacts our food system

We want to see more

Local production + transparency + clear labeling

We valorize local & indigenous knowledge, farmers

Food culture

That connects us to the land & communities

Horizon 1: The Present

Horizon 2: Steps to 2030
**URBAN & HOUSING**

**Drivers for the Transition**
- Plan spaces for the end users, the people, not the machines.
- Explore alternative options to road transport, for people and goods.
- Educate people to be able to participate in urban & housing decision making processes.

**Recommendations for...**
- **Policy makers**
  - Introduce adequate tax incentives for companies that engage employees on alternative kinds of transportation.
  - Generate intersection between different sectors through better use of research.
  - Value local production through laws and regulation.
- **Businesses**
  - Incorporate a sense of responsibility for public spaces.
  - Prioritize bio construction including renewable use and production of sources, such as energy and water.
  - Spatial planning for new factories setting offices to take it out of city centers.
- **Citizens**
  - Citizens to take ownership of public spaces and get involved in decision making processes.
  - People need to understand the origin of the energy and other sources they use.
  - Citizens to be responsible of their choices for transport and the consequences.

Long-term leadership to drive citizens and business engagement.
URBAN & HOUSING

People, Public, Private

Partnership

Participatory process

Engage citizens

Creativity as a tool

Intercalidity

Urban areas

Greening cities

Greener roads & trees in the streets

Technology for communication & participation

Public

Government accountability

Wellbeing

Economy

Transparency

Triple bottom line

Respect cultures, diversity, gender equality

Add

Social & Environment Index (SEI)

No corruption

Human

Centripetal philosophy

Connect thinking

Learning & evolution

Free public transport

Zero car city center

Connect bicycle lanes

Optimization

Land use

Rural to urban

Sharing economy

SDG 3

SDG 6

Biocmedicine

Building's generating its own energy

SDG 11

Transport alternative healthy agenda

Social environmental + economic value

Horizon 1: The present

Horizon 2: Steps to 2030

Horizon 3: The future 2030
Sustainable Textiles

Sustainable and fairly priced textiles are fashion(able)!

Drivers for the Transition

- Fashion that embodies the beauty and care for our planet.
- Textiles produced with ethical working conditions and fairly priced.
- Clothing expresses our personality and we are all aware of its origins and characteristics.

Recommendations for...

Policy makers

- National and international standard legislation & certification to regulate the textile industry.
- Stimulate local enterprises and launch awareness campaigns.

Businesses

- Address sustainability, fair working conditions and meet the needs of an emancipated consumer in your business strategies.
- Fully transparent supply chain and certified products.

Citizens

- Know the origin and characteristics of your clothes, be aware of sustainable alternatives and of the peculiarities of fashion.
- Educate children to be conscious consumers.

Clothing expresses our personality and we are all aware of its origins and characteristics.

Drivers for the Transition

Sustainable and fairly priced textiles are fashion(able)!

RECOMMENDATIONS FOR...

Fashion that embodies the beauty and care for our planet.

Textiles produced with ethical working conditions and fairly priced.

Clothing expresses our personality and we are all aware of its origins and characteristics.
SUSTAINABLE TEXTILES

CURRENT TEXTILE MARKET

- Attractive to average consumers
- Low prices
- High variety
- Quality

Priorities for Change

- Natural materials
- Innovative character of the sector
- Worldwide marketing

Constraints for Change

- Vested interests of industry
- Environmental use of chemicals
- Low labor market

Enablers

- International regulations
- Certified sustainable quality
- Education awareness raising

R&D

- A promising field of action
- 3D printing
- New low impact materials
- Eco design

EDUCATION INFORMATION & TRAINING

- For schools, designers, shop assistants, consumers, and media labelling

Priorities for 2019:

- Full circularity
- Full transparency of the supply chain
- Just working conditions
- Just consumer awareness

Strategic Principles

- SDG 12
- SDG 6
- SDG 8

Horizon 1: The present

- Recycle
- Repair
- Leasing
- 2nd hand

Horizon 2: Steps to 2030

- Government legislation
- Industry reducing externalities
- Start-ups innovation
- Clients consumption
- How will they interact?

Horizon 3: The future 2030

- Ethical on principles of dignity
- Fair trade
- Just, circular, transparency
- User awareness
Drivers for the transition

- Improve transparency and ethics in the production and commercialization of products and services to enable eco-design.

We must preserve water and sanitation resources and guarantee universal access.

Recommendations for...

Policy makers
- Develop a tax/regulation that rewards the sustainable design of products/services.
- Integrate the cost of externalities in the final price of energy and resources.
- Remove water management administrative barriers to deliver SDG #6

Businesses
- Rethink the purpose/reason of existence
- The business value of transparency as a long-term competitive strategy
- Overcome profit maximization as the sole driver of businesses activity

Citizens
- Rethink our resources needs
- Citizens’ self-organization to lead the economy for sustainability
- Promote water re-use before water leaves houses
- Promote water re-use in the home

New economy for sustainability, universal access and democratic management of resources.
The Future of Energy & Resources

**Current System**
- No Future, Cost & Energy is Produced
- We Need to Increase
  - Responsible Consumption
  - Ecodesign Perspective

**Future Horizon 1:** The Present
- Customer Knowledge
  - About Product & Productive System
    - What is Behind? Where Does it Come From?

**Horizon 2:** Steps to 2030
- 100% Renewable Model
- Local & Renewable Resources
- Education
- Policy Making
- Strategies & R&D Financing
- Public Network Transition
- Community Values Transition

**Strategies**
1. Individualism: Lower Mass Self-Consumption
2. Prosumers: Share a Local Network
3. The Network is Controlled by the State or the Community
4. Global Water Agreement

**Horizon 3:** The Future
- Transparency is Key
- Helped by Citizens, Consumers, Companies
- Institutions
- Trustworthy Responsive to Tech & Social Changes

** TRANSITION **
- What When If We Need It
- Enable Transition
- Hybrid
The Future of Finances

Change finance, to finance change

Drivers for the Transition

- The democratization of funds managers
- Values: adding social values and ecological values

Inclusiveness
- Best of both worlds from traditional banking services and new innovations from technological companies. Access

Recommendations for...

Policy Makers
- Be ambitious, hold, innovative.
- Act well-being orientated.
- Focus on long term results (not just on short terms).
- Social add value: do policies that support society.

Businesses
- Does your business money/capital work for good in the world?
- Put people first.
- Circular (not linear) business.

Citizens
- “What is their money is doing at night?” Meaning: what their money is used for?
- Learn how money is created?
- What is the purpose of money? What is the money for? We should be active consumers
The Future of Finances

**Access**

**Access**

- **Focus on Common Goods & Ethical Banking & Social Return**
- **Push Education in Finance & Support Crypto Currencies**
- **Raise Awareness & Free Collaboration Network Expansion**
- **Universal Basic Access**

**Banking**

**What is the Purpose of a Bank?**

**Who Determines the Purpose?**

**Investment**

**Horizon 1: The Present**

- Low cost interest rate
- Easy access to office & human contact
- Ethical banks
- Communications enables fluid & accessible
- BLAI BLAI
- Avoid crisis values are the most important in the banking system
- Increase client awareness of banking system
- Quality social (also value) profit (not only goal)

**Horizon 2: Steps to 2030**

- Investment
- Fintech
- Microfinance

**Horizon 3: The Future 2030**

- Banking
- Public good based on people on the planet on the real economy
- No tax haven
- No banks too big to fail
- Blockchain technology as a tool for creating decentralized financial system
- Financials as a servant of economy/society, not the master
- Decentralized financial system
- SDG 8
- SDG 1

**Aspirations**

- Banking system more close to people
- Social mentality change

**Inspirations**

- How to arrive to a real economy?
The Future of Work

Rethink jobs to express our full human potential and purpose at work.

Drivers for the Transition

- Good technology to enhance more humane jobs and work environments.
- New generations values of environmental and social consciousness.

Recommendaions for...

Policy makers

- Provide the infrastructure and an open legislative environment for new forms of organization.
- Orient technology towards social innovation.

Businesses

- Experiment with new forms of decision making, through open, horizontal and participatory processes.
- Transparency as a change enabler inside the organization.

Citizens

- Lifelong learning
- Rethink our work mindset to connect with our life purpose
The Future of Work

Develop a new idea of success and quantitative new measurements for accountability.

Personal purpose → key contribution

Simple > coherent > small actions

Enhance cooperative values

Values:
- Horizontal, transparency, people-oriented, community
- Redefine the concept of work

Horizon 1: The Present

Horizon 2: The Steps to 2030

Horizon 3: The Future 2030

We need to change
- Profit as the only value
- Accountability measures

Enablers for change
- Future is already here
- Best practices as examples
- New generation of evolutionary drivers
- More social, environmental awareness
- Identity, relationships, social networks
- Human-centered vision

Hierarchies as a constraint, Prominent positions, Power shift from system-based on capital to collaboration-based one

Power dynamics: Men in prominent positions, But fear of not knowing other opinions, the Thought of a single model as a constraint

Empower workers in the core
- Multidimensional, more distributed power structure & decision making
- Workers participation, autonomy & self-management

Full potential, meaningful job, life purpose

Less on profit
- Companies help flourishing workers life development
- Happiness, frustration, fuel for change

SDG 5, SDG 8, SDG 9, SDG 10

Happiness & frustration
TIME FOR CHANGE

Commitments to catalyse the transition

NESI is an incubator of new initiatives. NESI Global Forum Participants identified key projects and campaigns to achieve the Agenda 2030. In the closing session, participants committed to co-lead and develop these projects in the coming months and years.

The NESI Team also presented its new pledges, the creation of the NESI Local Hubs network in Spain and Latin America, the network “CITIES FOR NEW ECONOMY” and the NESI Academy.

Local HUBS

Would you like to co-create a new economy in your city or territory?
NESI Local Hubs are groups of people and organisations that come together to co-create proposals to transform the local economy. They work as a network in Spain and Latin America that brings these proposals to municipalities as well as to regional and national governments.

NETWORK

“Cities for a new economy”

Nine Spanish pioneer cities, members of Kaleidos, made a declaration in March 2019 to develop the proposals of the NESI “Local Guide for a New Economy”. The network “Cities for a new economy” include these cities and is open to other cities. All of them will work closely with the NESI Local Hubs to exchange good practices and develop the new economy.

NESI Academy

NESI Academy is an innovative co-learning project to train leaders for the common good. Through online and face-to-face courses participants will learn and experience how to apply the new economy models to different economic sectors as well as to public organisations.

INTERNATIONAL FESTIVAL OF SOCIAL INNOVATION - FIIS

CELEBRATING THE CHANGE!

On Friday 26th NESI Global Forum opened its doors to local citizens and celebrated the “Festival Internacional de Innovación Social”, fiIS. After six years of success in more than 15 cities in Latin America, fiIS Málaga was the first fiIS in Europe but not the last one.
In fiIS Málaga more than 2000 people came together to celebrate the transition towards a better world with music, dance, inspiring talks and social innovation workshops.
We are ready to change the world!
THANK YOU!

NESI Global Forum 2019 was possible thanks to the contribution of the NESI Co-organisers (Ayuntamiento de Málaga, Diputación de Málaga, Universidad de Málaga and Cifal Málaga), the collaboration of the Wellbeing Economy Alliance, the support of NESI partners, media partners and contributors, the inspiration of our speakers, facilitators and content leads as well as the outstanding contribution of the 700 NESI participants.

The NESI experience and its innovative approach was co-created by the NESI Team in collaboration with wonderful people who contributed with their positive energy, knowledge, inspiration and love.

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SUSTAINABLE DEVELOPMENT GOALS
Be the economy you want to see in the world!

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