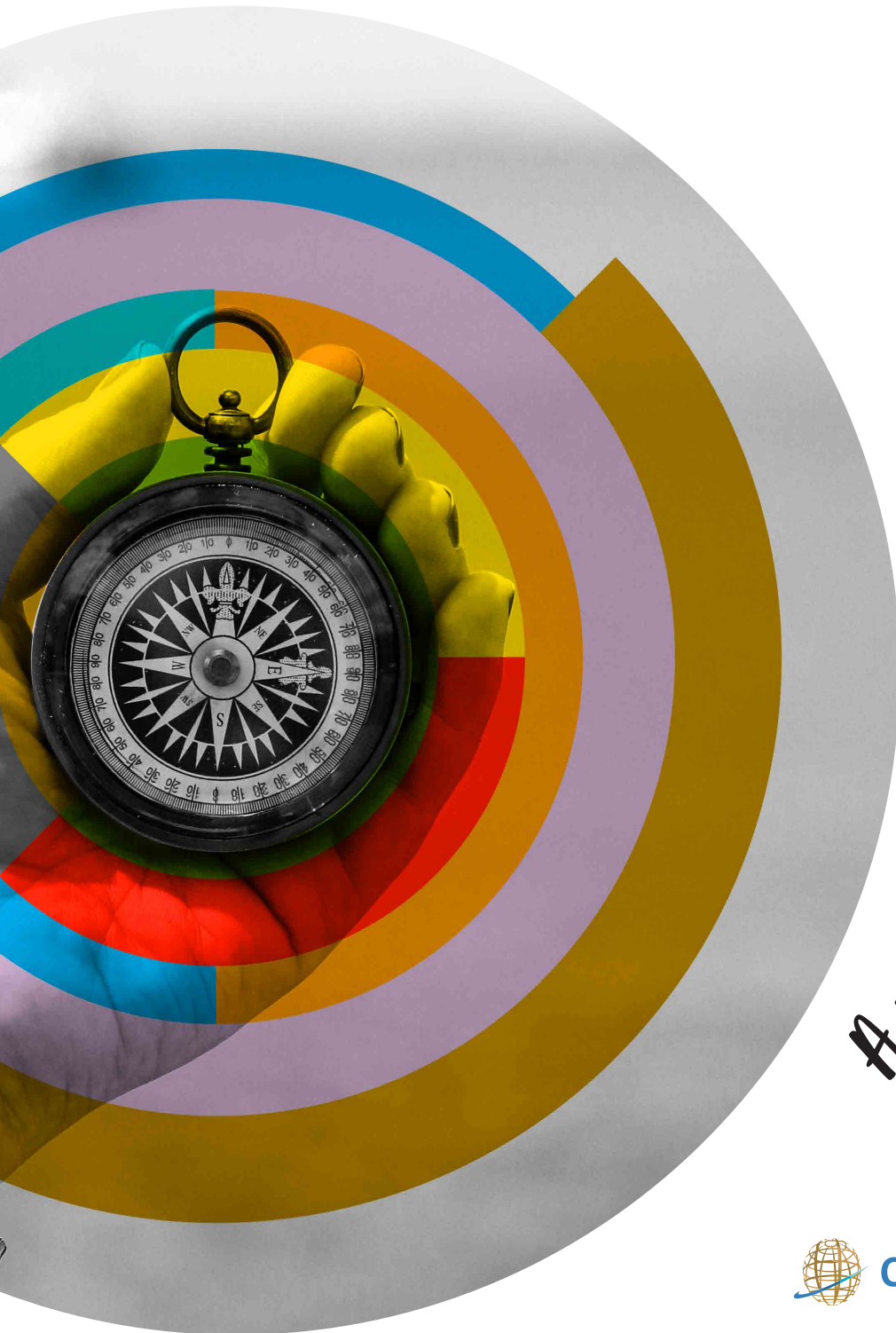


# NESI Global Forum 2019



*A roadmap to 2030*



unitar  
United Nations Institute for Training and Research

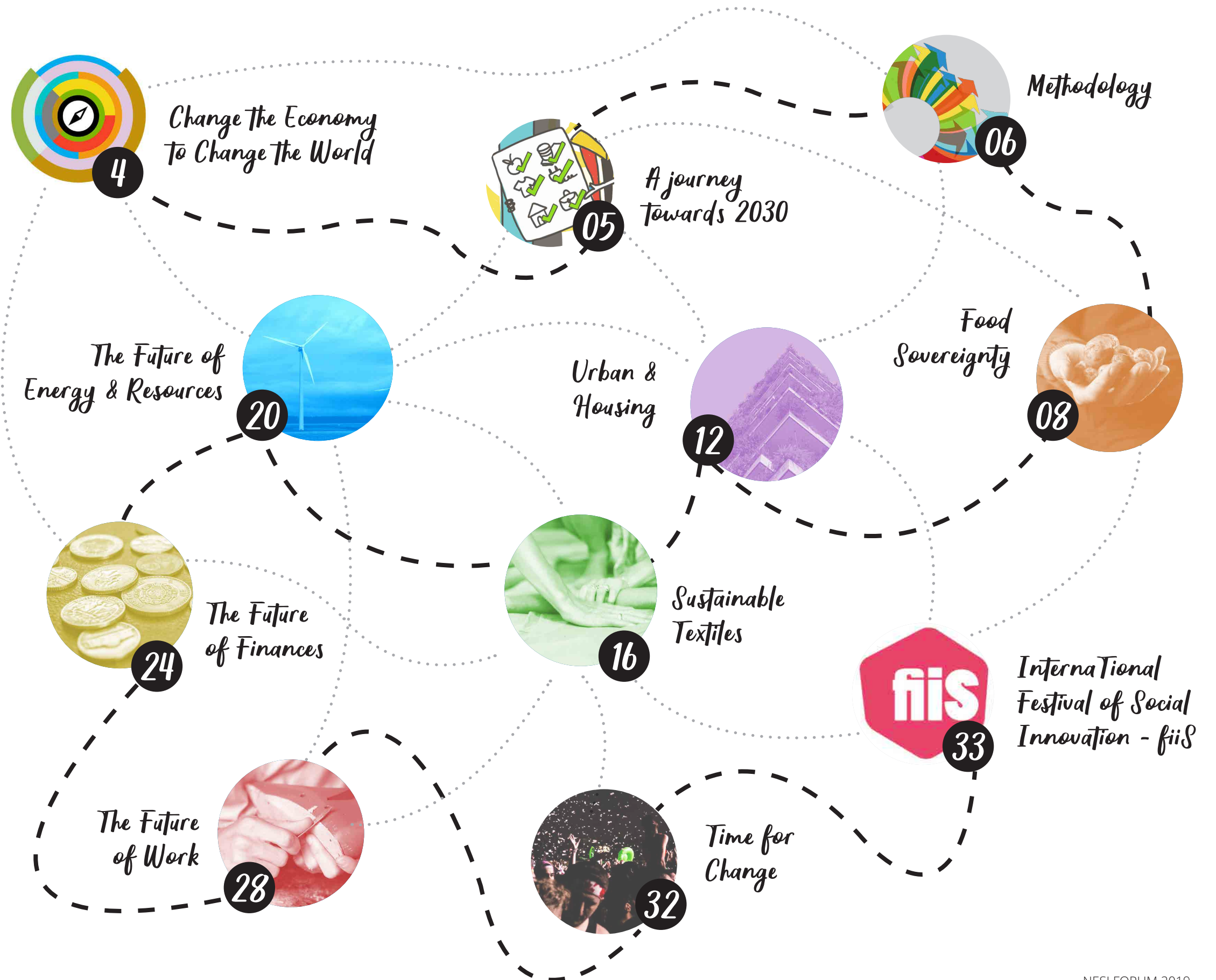
# METHODOLOGY

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.

## THEMES



# 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.



## A journey towards 2030

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





01

# 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.

We need a new mindset, mentality and check of our values.

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

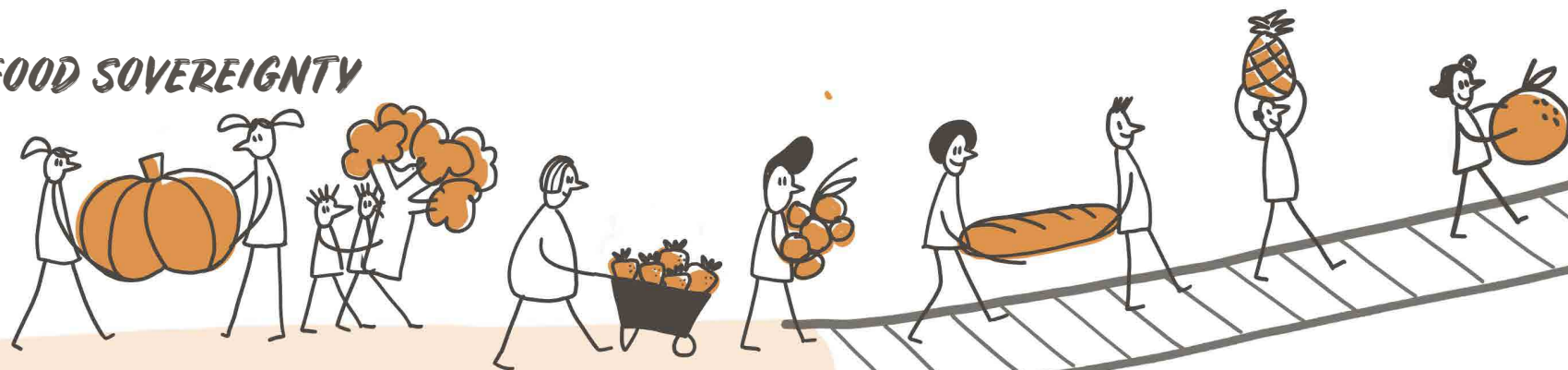
- Start implementing full cost accounting on what actually is social and environmental impact of food from producer to consumer
- Create businesses that move beyond only seeking profit, but ones that also need to have a social and environmental impact

### Citizens

- Be curious about food and what you are eating
- Ask questions
- Connect with local producers
- Start growing your own food



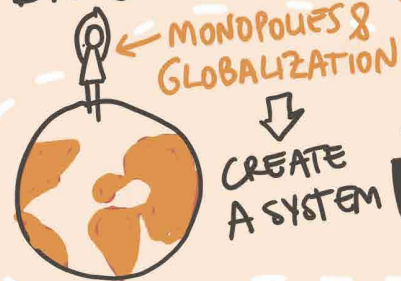
# FOOD SOVEREIGNTY



- ▷ LOBBIES
- ▷ POLITICAL GROUPS
- ▷ ADVERTISING
- ▷ BIG COMPANIES

WE WANT TO...  
**CHANGE**

KEEP/MAINTAIN  
a food system



MONOPOLIES & GLOBALIZATION

CREATE A SYSTEM

that **NEGATIVELY** impacts



OUR FOOD SYSTEM

We valorize



LOCAL & INDIGENOUS KNOWLEDGE



FARMERS

THAT BRINGS



FOOD & CULTURE

THAT CONNECTS

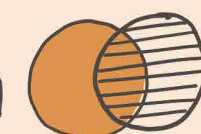


To the Land & Communities

WE WANT TO SEE MORE



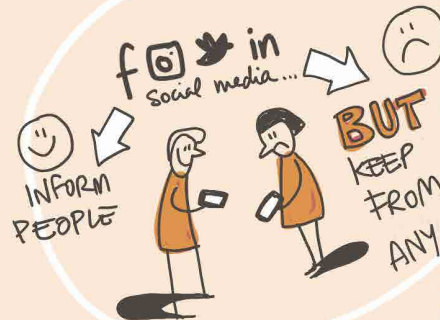
LOCAL PRODUCTION



TRANSPARENCY



CLEAR LABELLING



INFORM PEOPLE

BUT

KEEP FROM ANY ACTION

ALSO THEM TAKING

ACTION

CLIMATE CHANGE



IS FORCING

POSITIVE CHANGE



HORIZON 1: THE PRESENT

Resilience ? ? ?

WHAT IS OUR MINDSET?

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

POLICY



HOW DO WE CREATE AN ECONOMY THAT PROMOTES HARMONY & VALUE IN PEOPLE?

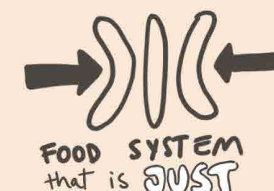
How can regulations create real change?

**AWARENESS**  
CONSUMER KNOWLEDGE +

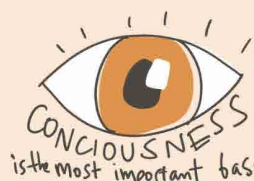
EDUCATIONAL INITIATIVES

HORIZON 2: STEPS TO 2030

**RESILIENCE**



FOOD SYSTEM that is JUST



CONSCIOUSNESS is the most important base



SOLUTIONS based in NATURE

**POLICY**



Equitable, ecological & just policies that include all actors



JUST & FAIR

prices for producers and consumers



Policies that EMPOWER all agricultural stakeholders

**AWARE**

NO HUNGER  
NO SICKNESS  
& INEQUALITIES

EMPOWER COOPERATIVES & GROUPS focused on

**CIRCULAR ECONOMY**

FOOD POLICY

CONSCIOUSNESS INFORMATION & LEADERSHIP

RURAL-URBAN CONNECTION

TAKE CARE OF PEOPLE



HORIZON 3: THE FUTURE 2030



02

# URBAN & HOUSING

Long-term leadership to drive citizens and business engagement

## DRIVERS FOR THE TRANSITION

Explore alternative options to road transport, for people and goods.

Plan spaces for the end users, the people, not the machines.

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

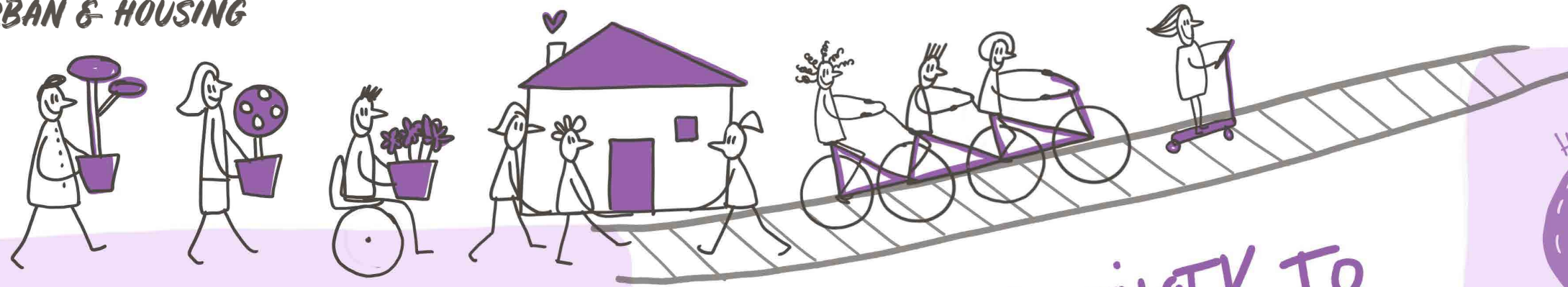
- Incorporate a sense of responsibility for public spaces.
- Prioritize bio construction including renewable use and production of sources, such as energy and water.
- Spatial planning for new factories setting offices to take it out of city centers.

### 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.



# URBAN & HOUSING



People Public Private  
PARTNERSHIP

APPLY CREATIVITY TO  
PUBLIC TRANSPORT

CONNECT Thinking  
Learning &  
Evolution

Free public transport  
ZERO CAR CITY CENTER

Connect bicycle lanes

GOVERNMENT ACCOUNTABILITY TRANSPARENCY  
Wellbeing  
economy

TRIPLE BOTTOM LINE

Respect cultures DIVERSITY gender equality

NO GREEN WASHING YES GOOD WASHING YES Transportation via water & Cangoo bikes

HORIZON 1: THE PRESENT HORIZON 2: STEPS TO 2030

HUMAN CENTRIC PHILOSOPHY

ADD SOCIAL & ENVIRONMENT INDEX to measurements such as GDP  
No CORRUPTION

STREETS 4 PEOPLE

BIOCONSTRUCTION Buildings generating its own energy

SHARING ECONOMY

OPTIMIZATION Land use RURAL URBAN

STREETS FOR PEOPLE! EQUITABLE ALLOCATION for public spaces

TRANSPORT ALTERNATIVE HEALTHY AGENDA

SOCIAL ENVIRONMENTAL + ECONOMIC VALUE

HORIZON 3: THE FUTURE 2030



# 03 SUSTAINABLE TEXTILES

*Sustainable and fairly priced textiles are fashion(able)!*



## DRIVERS FOR THE TRANSITION

Textiles produced with ethical working conditions and fairly priced.

Fashion that embodies the beauty and care for our planet.

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.



# SUSTAINABLE TEXTILES



## CURRENT TEXTILE MARKET

ATTRACTIVE TO AVERAGE CONSUMERS

Therefore NOT EASY TO CHANGE

Low prices

High Variety

Quality



Natural materials



innovative character of the sector

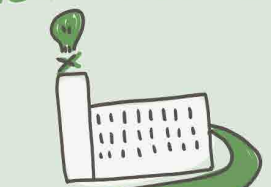


worldwide nurturing

## PRIORITIES FOR CHANGE



great number of externalities



environmental (use of chemicals, contamination...)



Social (labour market)

## CONSTRAINTS FOR CHANGE



vested interests of industry



consumer awareness

## ENABLERS

international regulations



certified sustainable quality



education awareness raising

HORIZON 1: THE PRESENT



is 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

LEGISLATION + CERTIFICATION

Need 2 RAISE

Quality Standards

← consumer behaviour

← stake holders

RECYCLE REPAIR Leasing 8 2nd Hand

GOVERNMENT Industry START-UPS CLIENTS

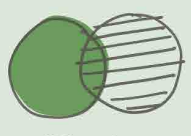
How will they interact?

HORIZON 2: STEPS TO 2030

## PRIORITIES for 2019:



FULL CIRCULARITY



FULL TRANSPARENCY OF THE SUPPLY CHAIN



JUST WORKING CONDITIONS & wages



full CONSUMER awareness

+ fx

CLOTHES WILL HAVE ADDITIONAL functions



LOCAL

Diy

Do-it-yourself



BIO DIVERSITY OF MATERIAL

## EARLY INSPIRATIONS



SLOW FASHION Brands

START UPS

INNOVATIVE



certified natural MATERIALS

2nd HAND

LEASING



Sharing

## STRATEGIC PRINCIPLES



ETHICAL Q's

THE TRANSITION SHOULD BE BASED ON PRINCIPLES OF DIGNITY

SDG 12

SDG 6

FAIRNESS JUSTICE CIRCULARITY

8 TRANSPARENCY & USER AWARENESS

HORIZON 3: THE FUTURE 2030



# THE FUTURE OF ENERGY & RESOURCES

*New economy for sustainability, universal access and democratic management of resources*



## DRIVERS FOR THE TRANSITION

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

Self-consumption as the starting point for a clean and civic energy transition

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

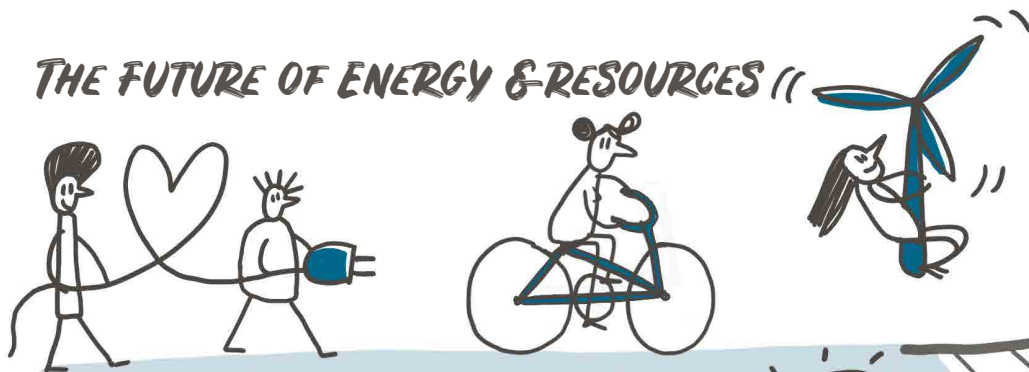
- Rethink the purpose/ reason of existence
- The business value of transparency as a long-term competitive strategy
- Overcome profit maximization as the sole driver of businesses activity

### 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



# THE FUTURE OF ENERGY & RESOURCES //



CURRENT SYSTEM **NO** **FUTURE**  **How is energy produced**  
COST RISE

**WE NEED TO INCREASE**



RESPONSIBLE CONSUMPTION



ECODESIGN perspective

**CUSTOMER KNOWLEDGE**



ABOUT PRODUCT & PRODUCTIVE SYSTEM  
WHAT IS BEHIND?  
WHERE DOES IT COME FROM?

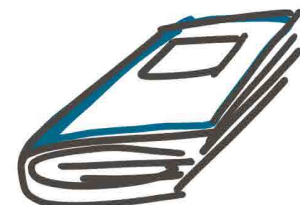


HORIZON 1: THE PRESENT

**WHAT YOU NEED WHEN WE NEED IT IF WE NEED IT**

CONSUME

 LOCAL & RENEWABLE RESOURCES  
TECH & NEW PERSPECTIVES  




EDUCATION

100%

RENEWABLE MODEL



TECH & NEW PERSPECTIVES



POLICY MAKING

ENABLE TRANSITION

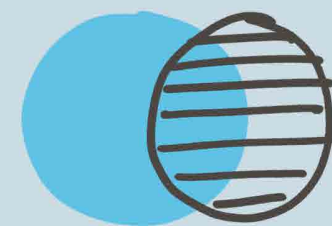


STRATEGIES & R&D financing

**PUBLIC ENERGY NETWORK TRANSITION**  
**COMMUNITY = VALUES TRANSITION**

HORIZON 2: STEPS TO 2030

institutions  
  
HELPED BY CITIZENS CONSUMERS & COMPANIES



Transparency is Key

**TO BE +** TRUSTWORTHY RESPONSIVE TO TECH & SOCIAL CHANGES

STRATEGIES



1 SELF-CONSUMPTION

PROSUMERS share a local network

2



4

raising AWARENESS  
GLOBAL WATER AGREEMENT

3 THE NETWORK IS CONTROLLED by the STATE OR THE COMMUNITY

SDG 6 ✓

SDG 7 ✓

SDG 13 ✓

HORIZON 3: THE FUTURE



# 05 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

Make banking services available for everyone

- 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

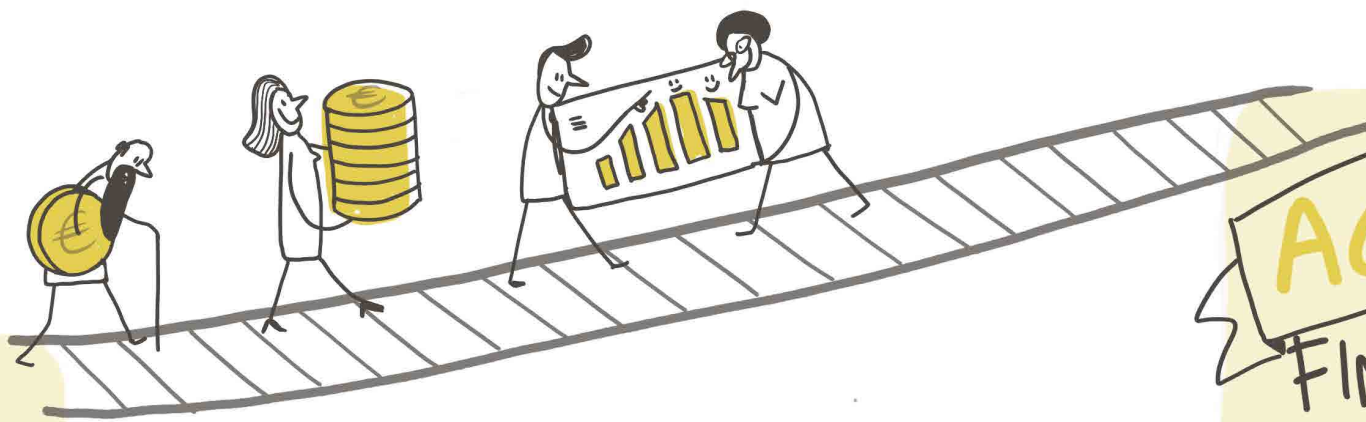
- Does your business money/capital work for good in the world?
- Put people first.
- Circular (not linear) business.

### 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



**Low Cost**

interest rate

Easy access to office & human contact



BLAI BLAI

COMMUNICATIONS  
ENABLES FWD & ACCESSIBLE

investors mindset  
COMPLEX SUBJECTS  
Needs more discussions



**VALUES**

ARE THE MOST IMPORTANT in the banking system



increase client awareness of BANKING SYSTEM



FINANCIAL EDUCATION

QUALITY SOCIAL (also value) **PROFIT** (not only goal)

**ACCESS**

Push EDUCATION in finances



Alternative currencies & cryptocurrencies



Focus on **COMMON** GOODS & ETHICAL BANKING & SOCIAL RETURN

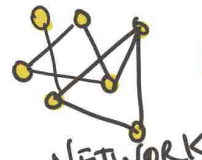
**TRANSITION PLAN**



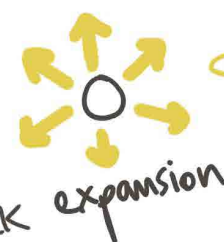
RAISE AWARENESS



Free Collaboration



NETWORK



expansion



UNIVERSAL BASIC ACCESS

**BANKING**

WHAT IS THE PURPOSE OF A BANK? WHO DETERMINES THE PURPOSE? *the purpose of a bank is to SERVE SOCIETY* DETERMINES THE FOCUS

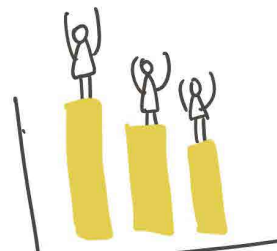
**INVESTMENT**



Financial education of the community and society



create WEALTH TAX



Improve the financial system to BETTER SERVE PEOPLE



align LEGISLATION with the future of finances

**ACCESS**

**FINANCES**

PUBLIC GOOD Based on PEOPLE on the PLANET on the REAL ECONOMY



No TAX HAVEN



**BANK**

No BANKS Too BIG to FAIL No Bailouts

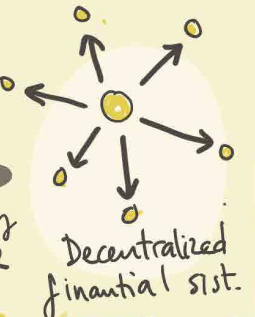
Use BLOCKCHAIN technology as a Tool for creating DECENTRALIZED finance system



RE-DESIGN financial system



FINANCES as a SERVANT of economy/society NOT THE MASTER



Decentralized financial syst.

**BANKING**

SDG 1

SDG 8

**ASPIRATIONS**

Banking system MORE CLOSE TO PEOPLE

**INSPIRATIONS**

Social MENTALITY CHANGE

**PRINCIPLES**

How TO ARRIVE TO A "REAL ECONOMY?"

**INVESTMENT**

SDG 10



TRANSPARENCY

**FEAR OF CHANGE** of the system

FINTECH Digital appliance to make transactions

MICROFINANCE SMALL LOAD TO PEOPLE THAT ARE IN NEED



AWARENESS of information shows the need of change

**HORIZON 3: THE FUTURE 2030**

**HORIZON 1: THE PRESENT**

**HORIZON 2: STEPS TO 2030**



06

# 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.

Human-centered vision.

New generations values of environmental and social consciousness.

## RECOMMENDATIONS 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



the thought of a SINGLE MODEL as ASA BUT **CONSTRANT** **?** fear of NOT knowing OTHER OPTIONS

**POWER DYNAMICS**  
HIERARCHIES as a constraint  
**POWER SHIFT** from **SYSTEM-BASED ON CAPITAL** to **COLLABORATION-BASED ONE**  
**MEN IN PROMINENT POSITIONS** Management model needs to change

**WE NEED TO CHANGE**  
**PROFIT AS THE ONLY VALUE** and include **ACCOUNTABILITY MEASURES**

**ENABLERS FOR CHANGE**

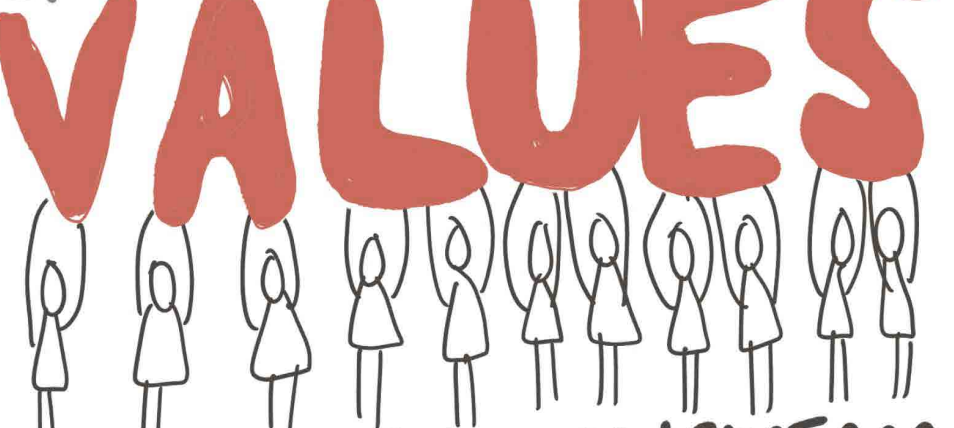
**FUTURE IS ALREADY HERE**  
Transparency inside the company  
Workers accountability  
Companies HUMAN-CENTRED VISION  
New generation EVOLUTIONARY DRIVE  
Have more social environmental awareness  
IDENTITY RELATIONSHIPS  
SOCIAL NETWORKS  
FROM VERTICAL COMPETITION TO HORIZONTAL COLLABORATION

**HORIZON 1: THE PRESENT**

Develop a NEW IDEA of **SUCCESS** QUALITATIVE & QUANTITATIVE  
new measurements for accountability

**PERSONAL PURPOSE** → **KEY FOR CHANGE** CONTRIBUTION

**SIMPLE > COHERENT > SMALL ACTIONS**  
**ENHANCE COOPERATIVE VALUES**



**MAKE THEM MAINSTREAM**  
horizontal transparency, people-oriented, community  
? ? ? Redefine the concept of work !!

**HORIZON 2: THE STEPS TO 2030**

**WORKERS**  
**EMPOWER WORKERS**  
**IN THE CORE**

**Multidimensional**  
more distributed **POWER STRUCTURE** & decision making  
**WORKERS PARTICIPATION**  
autonomy & self-management

**MORE CENTERED IN PEOPLE** **LESS ON PROFIT**

**FULL POTENTIAL** meaningful jobs LIFE PURPOSE  
**TECH for good** Prevent humans from mechanical jobs  
**HAPPINESS** **FRUSTRATION**  
**ORG** **COMPANIES HELP FLOURISHING WORKERS LIFE DEVELOPMENT**  
**FUEL FOR CHANGE**

**SDG 5** ✓ **SDG 8** ✓ **SDG 9** ✓ **SDG 10** ✓

**HORIZON 3: THE FUTURE 2030**



# 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!

Inspiring  
Talks

Music for  
change

Social  
innovation  
activities



# SUSTAINABLE DEVELOPMENT GOALS



## 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**.

Julio Andrade  
Ana Amo  
Pablo Bedoya  
Marcos Castro  
Jose Miguel Cisneros  
Sacha Bernal Coates  
Iván del Caz

Juan del Río  
Pablo Farfán  
Javier Goikoetxea  
Resurrección Hernández  
Valeria Hiraldo  
Carlos Isabel  
Inés Isabel

Maria Lorente  
Daniel Merino  
Jose Molina  
Valle Molina  
Julio Pastor  
Rebeca Pastor  
Pepi Reyes

Ruth Sarabia  
Juan Carlos Tójar  
Rafael Ventura  
Michael Weatherhead

### COLLABORATOR TEXTILE TRACK

**Track Facilitators**  
Daniel Hires  
Jesús Salgado  
**Content Contributors**  
Lars Mortensen  
Luca Coscieme  
Carol Blazquez (ECOALF)  
Mikel Feijoo (SKFK)

### COLLABORATOR FINANCES TRACK

**Track Facilitators**  
Donnie Maclurcan  
Juan Manuel Vivir Gargallo  
**Content Contributors**  
Marcos Eguiguren  
Benoit Lalemand  
Susana Martín Belmonte Marijana Donati  
Gerdien Van Binsbergen  
Dirk van Roest  
Vincent Schotte

### COLLABORATOR FOOD TRACK

**Track Facilitators**  
Ana Huertas  
Johnny Azpilicueta  
**Content Contributors**  
Soledad Valdés  
Drazen Simlesa  
Sergi Caballero

### COLLABORATOR WORK TRACK

**Track Facilitators**  
Daniel Truran  
Mira Bangel  
**Content Contributors**  
Peter Holbrook  
Marco Antonio Robledo Camacho  
Albert Canigueral  
Marai Kiele  
Fabian Wallace-Stephens

### COLLABORATOR HOUSING/URBAN TRACK

**Track Facilitators**  
Tomás de Lara  
**Content Contributors**  
Jonathan Schifferes  
Inaki Alonso  
Pablo Farfan  
Jose Carlos  
Liz Zeidler

### COLLABORATOR ENERGY TRACK

**Track Facilitators**  
Borja Izaiola  
Ehab Elia  
**Content Contributors**  
Nicola Cerantola  
Gustavo Calero  
Mario Sanchez Herrero  
Genoveva Lopez (ecooo)

### TRANSVERSAL TRACK

**Women's empowerment**  
Almudena de la Pena  
Doha Smile  
Henry Leveson-Gower  
Lisa Hough-Stewart  
Maria Jose Perez Dorao  
Marta Perez Doreo  
**Alliance building**  
Katherine Trebeck  
Sarah McKinley  
Steven Vasconcellos-Sharpe  
Wendy Ellyatt  
**Conscious Consumption**  
Leire Iriarte  
Nuria Fernández Muñiz  
Amaya Apesteguia  
Carlos Trías  
Cristian Figuero

### MAGAZINE TEAM

**Harvesting team**  
Willy Diddens  
Elosie Stancioff  
Antonela Ferraro  
Leire Iriarte.  
Angela Costa da Souza  
Sara Cuesta  
Belén González  
**Design and illustration**  
Marina Calvo  
Diana Cuéllar  
Marina Roa






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