

THE WORLD IS ROUND **BEYOND CORONA**

DIGITAL

A presentation by **Jo Caudron**

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00 32 475 43 80 98

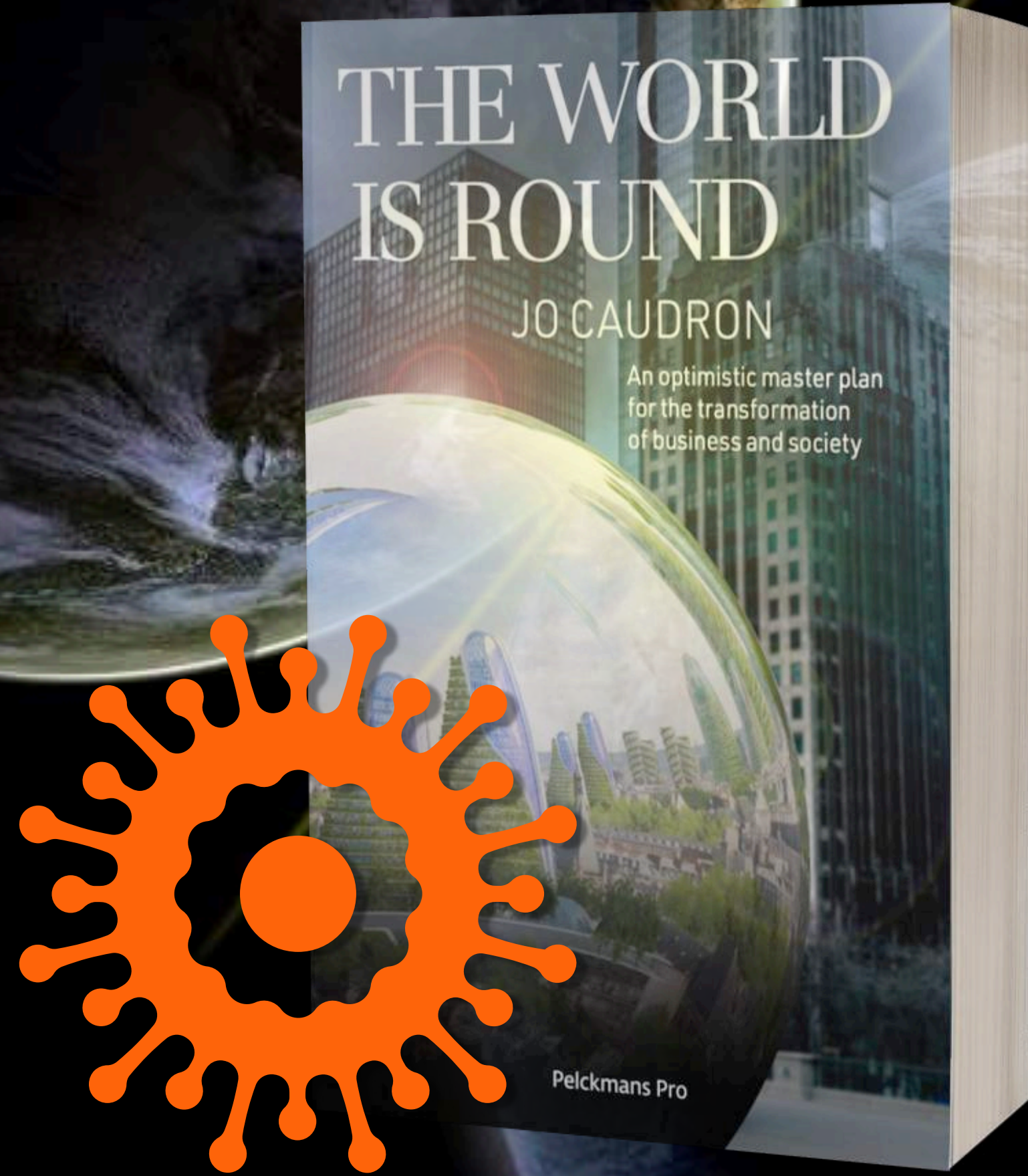


SOCIETAL

When 2 worlds collide.
A story of transformation for ~~2020-2030~~.

Today

DIGITAL



SOCIETAL



ABOUT JO

- Jo is a digital entrepreneur with **25 years** of experience
- He (co-)founded over two dozen of **digital** companies
- He created his **consulting firm Scopernia** in **2009**, originally as DearMedia, later as Duval Union Consulting
- He is a published **author** and inspiring **speaker**
- He **wrote several books** on the topic: **Digital Transformation (2014)** became a global bestseller with sales in over 55 countries and **The World Is Round (2020)** was proclaimed as management book of 2020.
- Jo was the **strategic lead for dozens of transformation projects**

Jo Caudron
Founding Partner Scopernia



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@jcaudron

BUILDING
MEANINGFUL
ORGANISATIONS
FUTURE-FIT
FORCE FOR GOOD

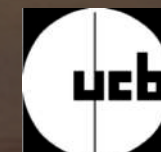
SCOPERNIA

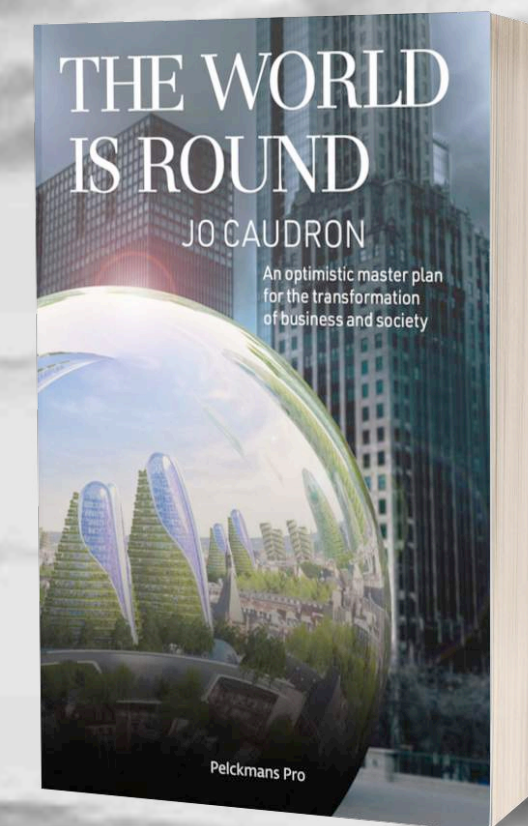


ICI PARIS XL



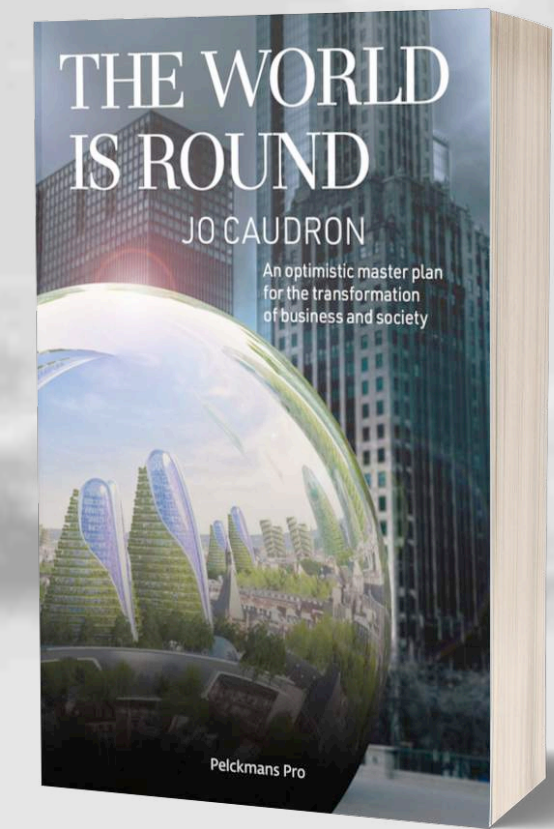
ГAMMA

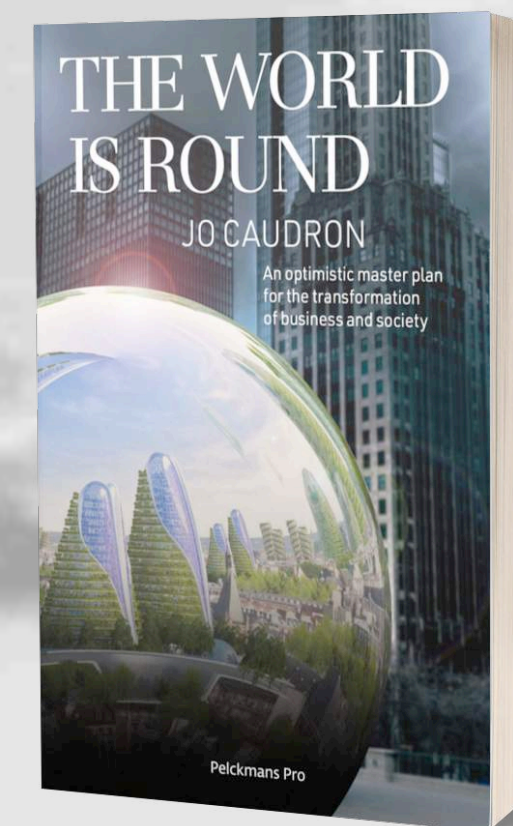
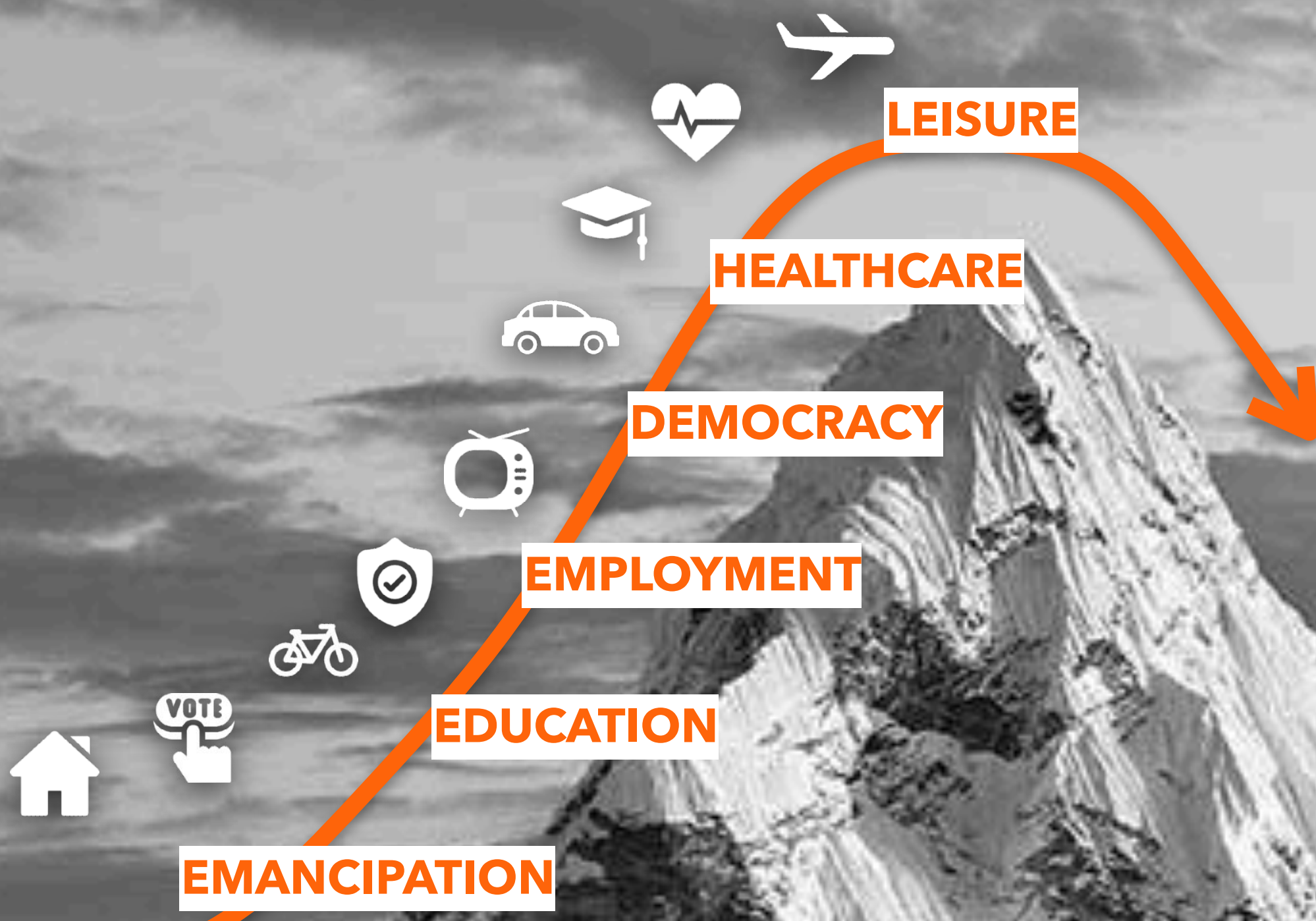




“When you climb a mountain, eventually you will go down again...”

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





----- PERSPECTIVE

OPTIMISM &
HOPE FOR GAINING

HAVE LITTLE

50'S - 60'S - 70'S - 80'S

EMANCIPATION

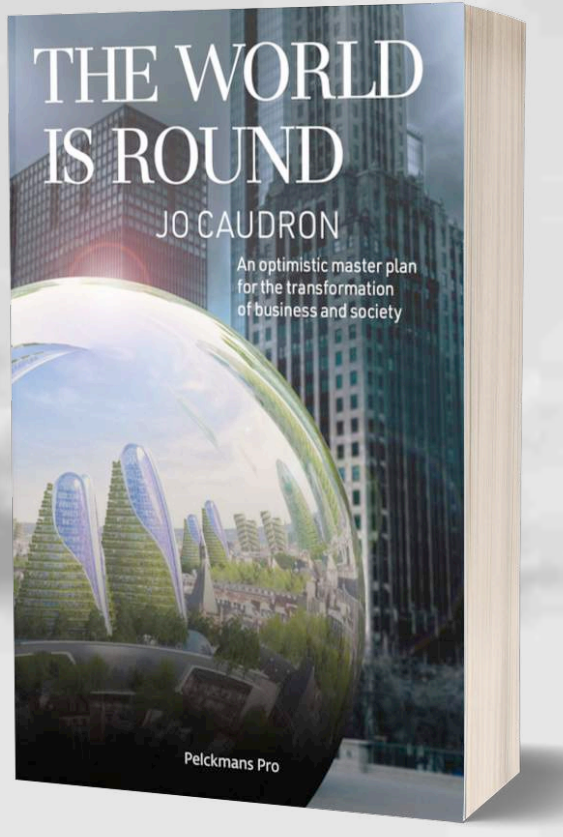
EDUCATION

EMPLOYMENT

DEMOCRACY

HEALTHCARE

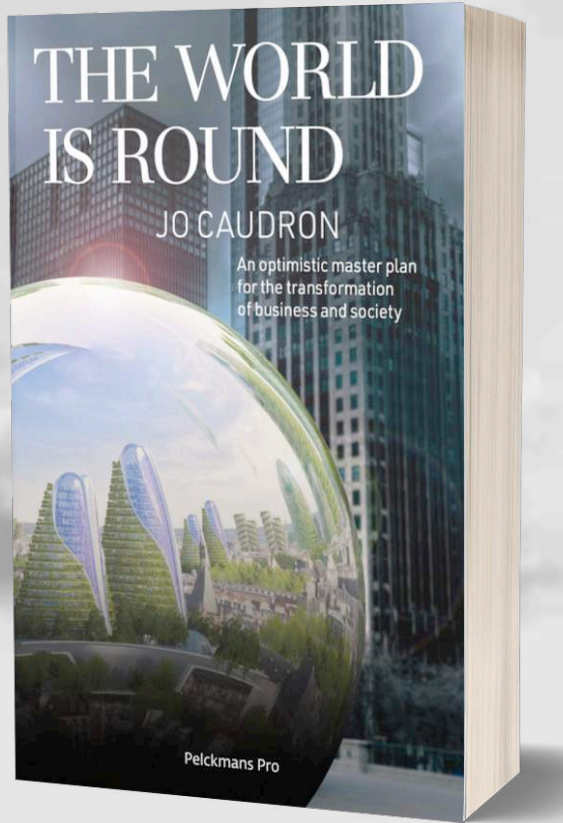
LEISURE



Past ← **PSYCHOLOGY OF SOCIETY**



PERSPECTIVE



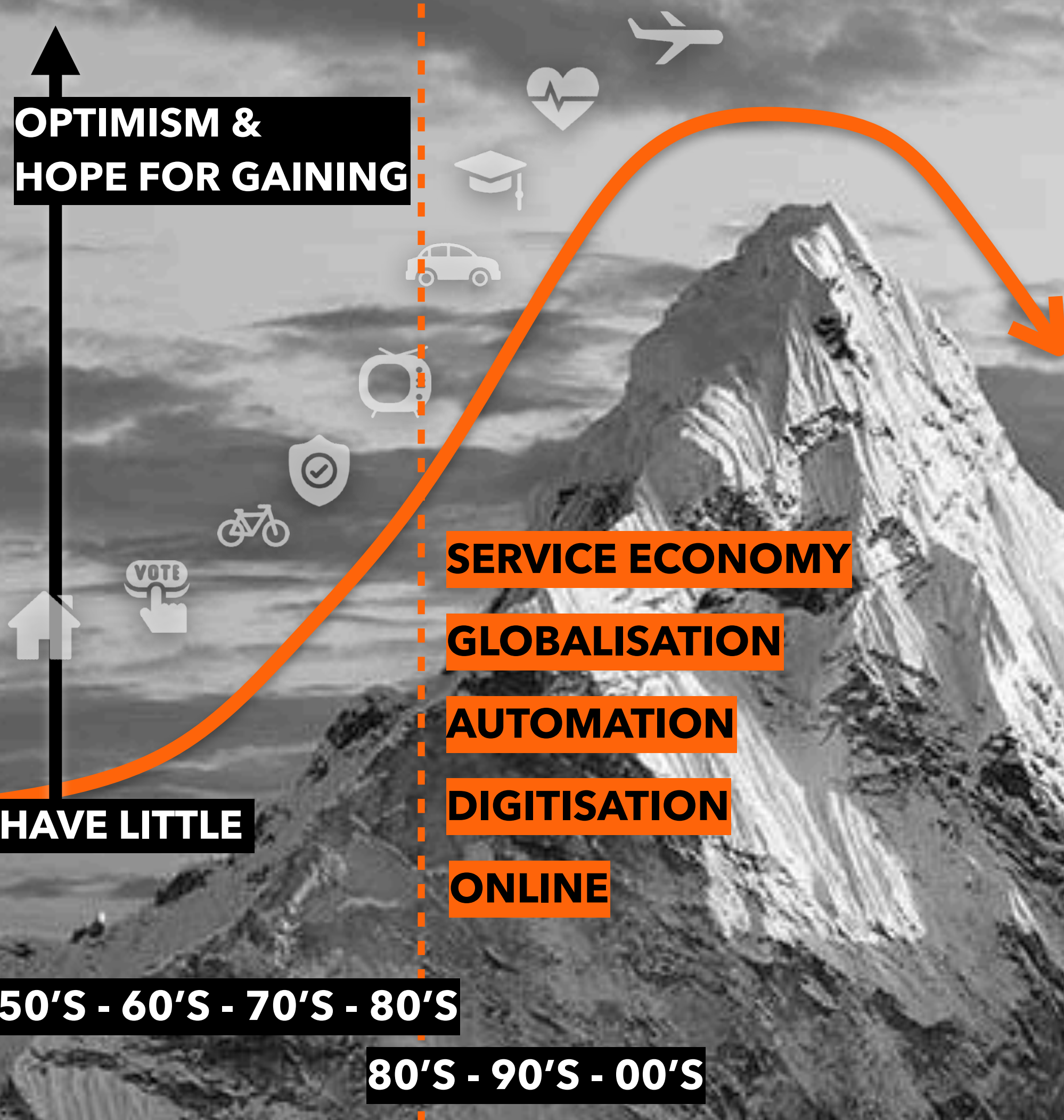
OPTIMISM & HOPE FOR GAINING

HAVE LITTLE

50'S - 60'S - 70'S - 80'S

80'S - 90'S - 00'S

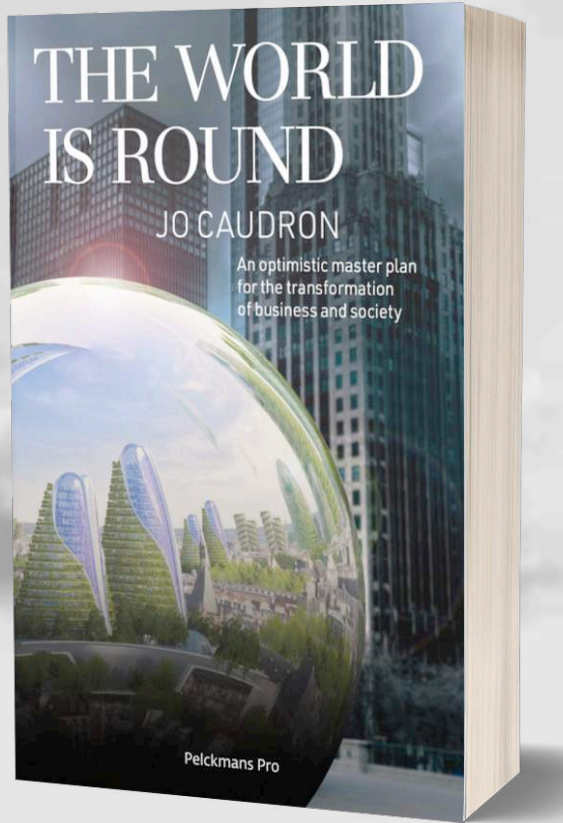
- SERVICE ECONOMY**
- GLOBALISATION**
- AUTOMATION**
- DIGITISATION**
- ONLINE**



Past ← **PSYCHOLOGY OF SOCIETY**



PERSPECTIVE



OPTIMISM & HOPE FOR GAINING

HAVE MUCH

HAVE LITTLE

PESSIMISM & FEAR FOR LOSING

SERVICE ECONOMY

GLOBALISATION

AUTOMATION

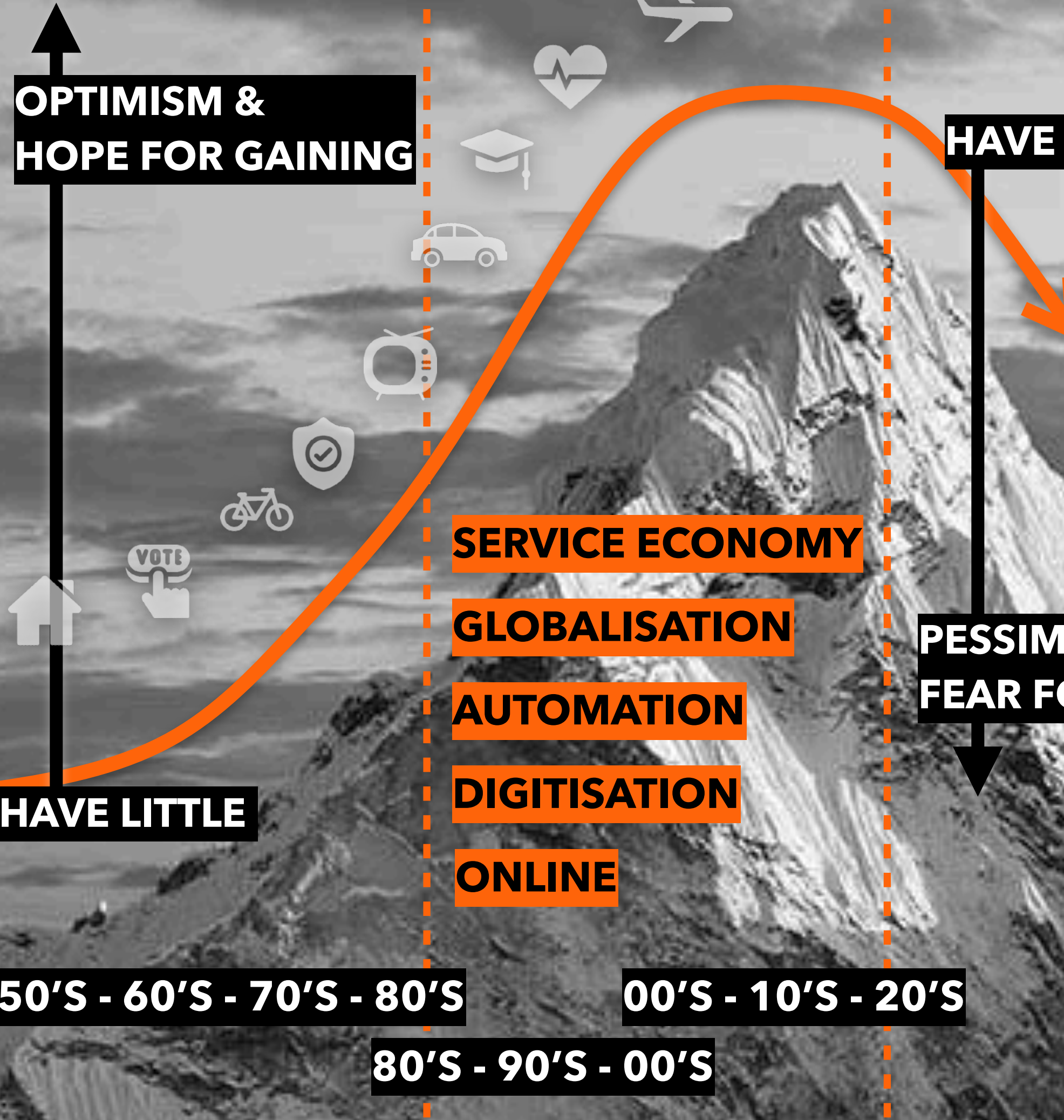
DIGITISATION

ONLINE

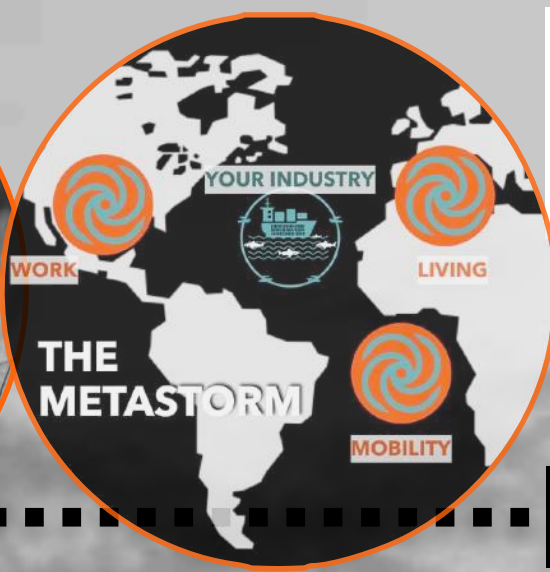
50'S - 60'S - 70'S - 80'S

00'S - 10'S - 20'S

80'S - 90'S - 00'S



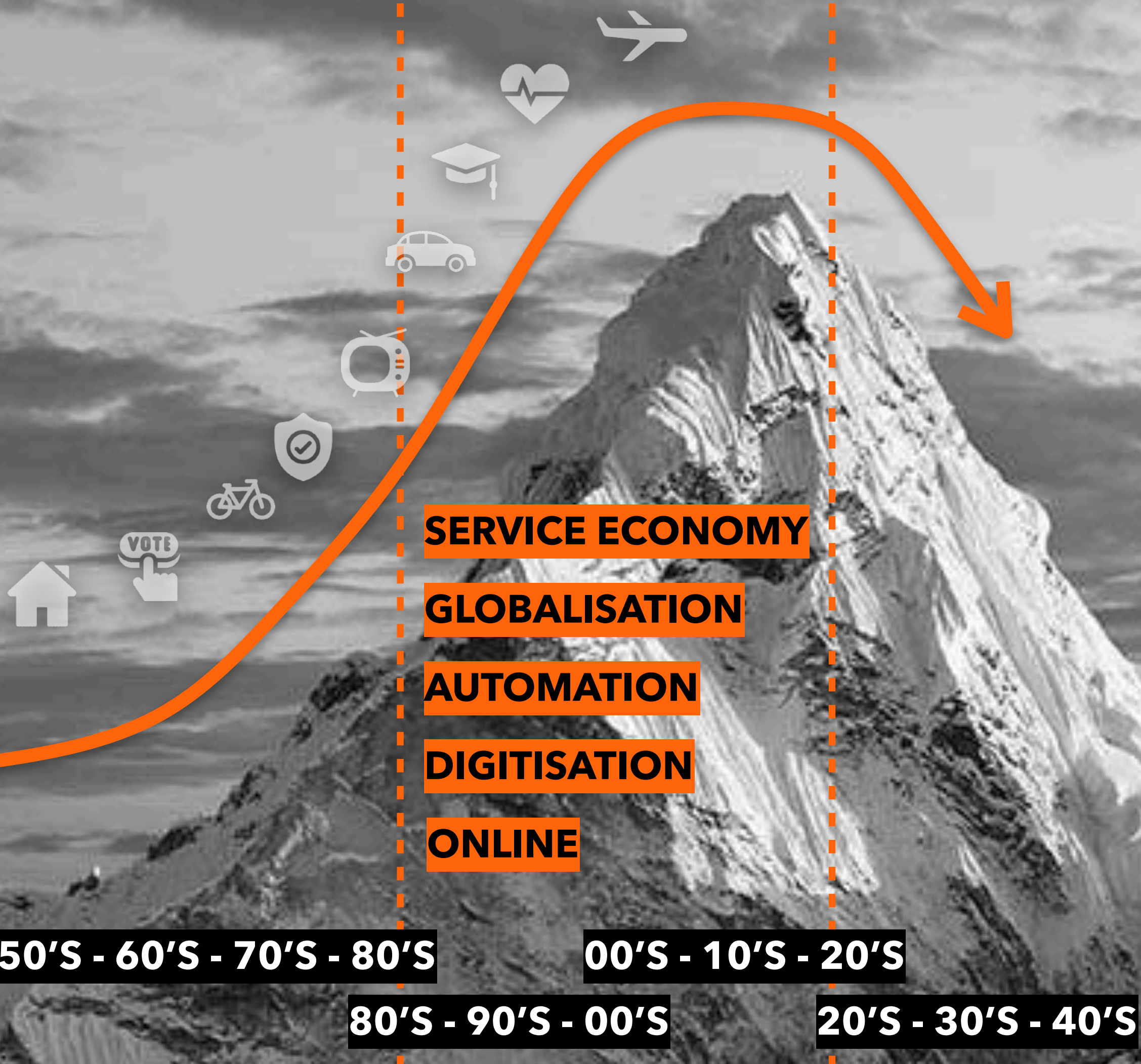
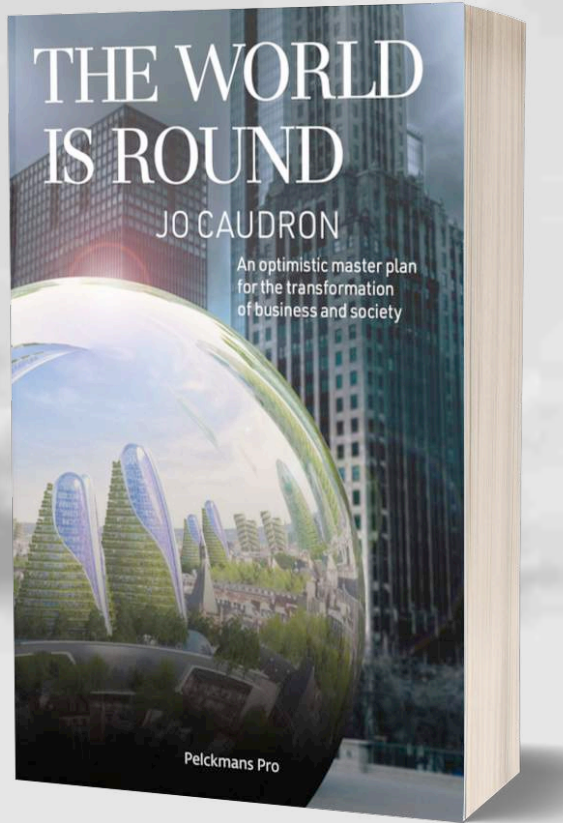
Past ← **PSYCHOLOGY OF SOCIETY**



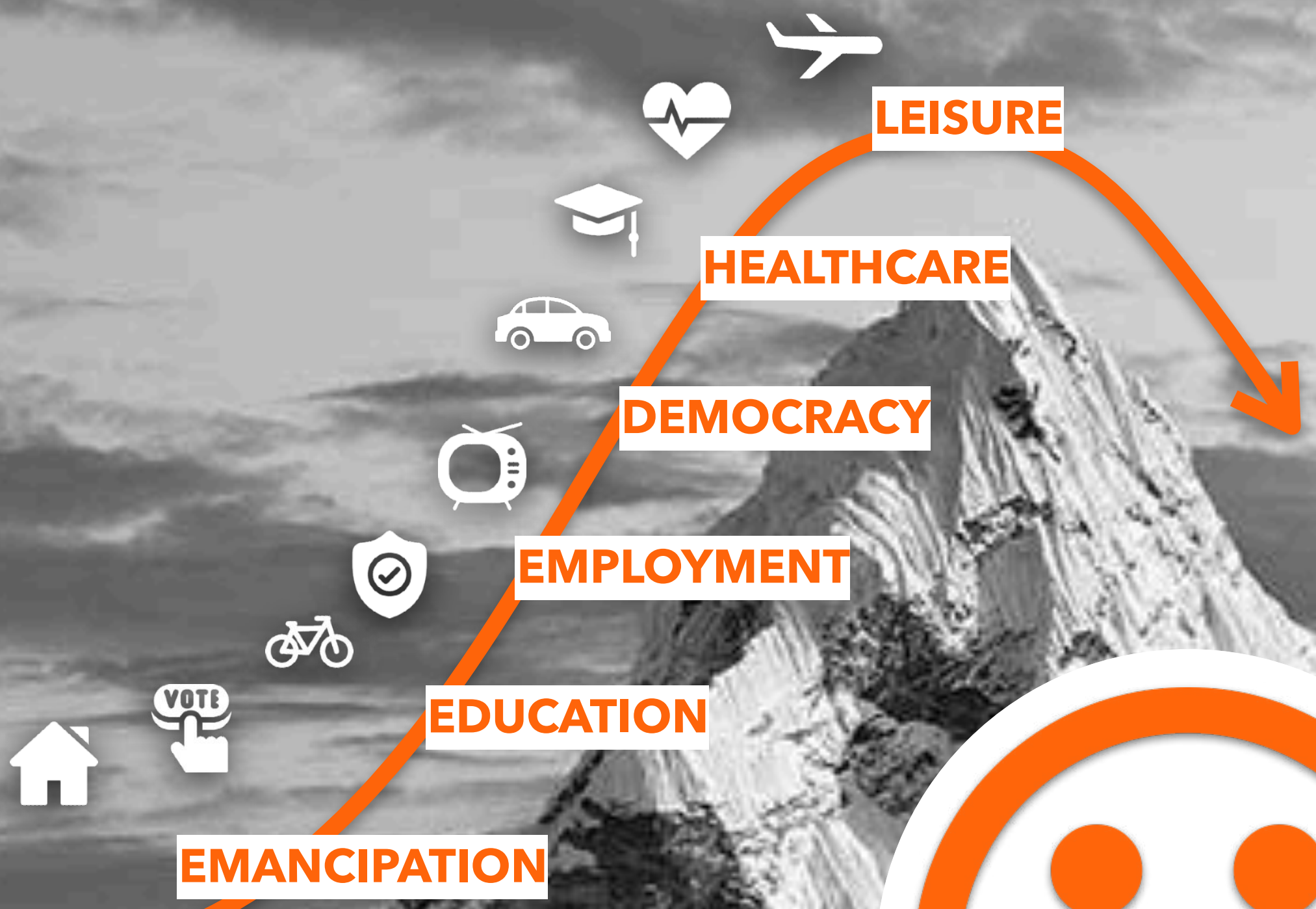
THE METASTORM

→ Future

PERSPECTIVE



THE METASTORM → Future



FUTURE OF WORK

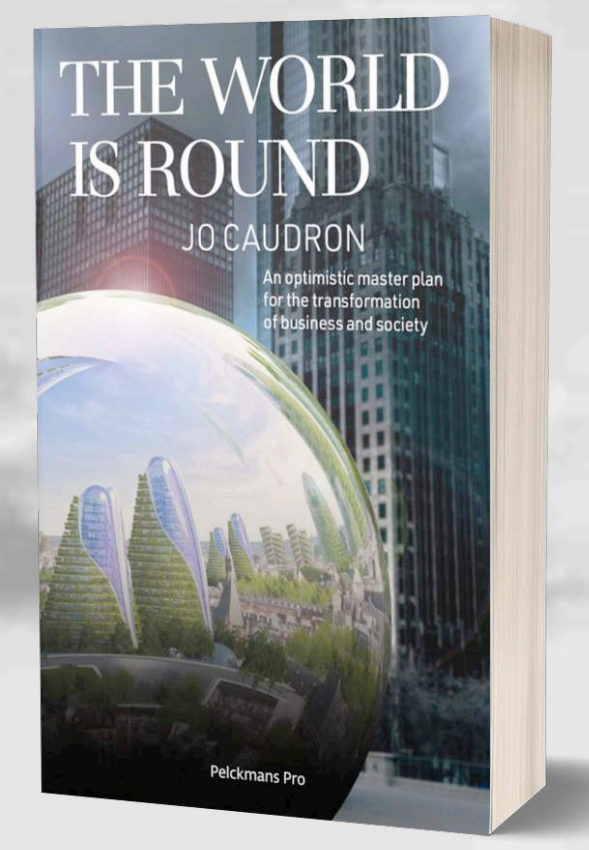


FUTURE OF LIVING



FUTURE OF MOBILITY

- CLIMATE
- MIGRATION
- SUPER-DIVERSITY
- FOOD SUPPLY
- HEALTHCARE
- LONGEVITY
- GLOBALISATION



mashroom6

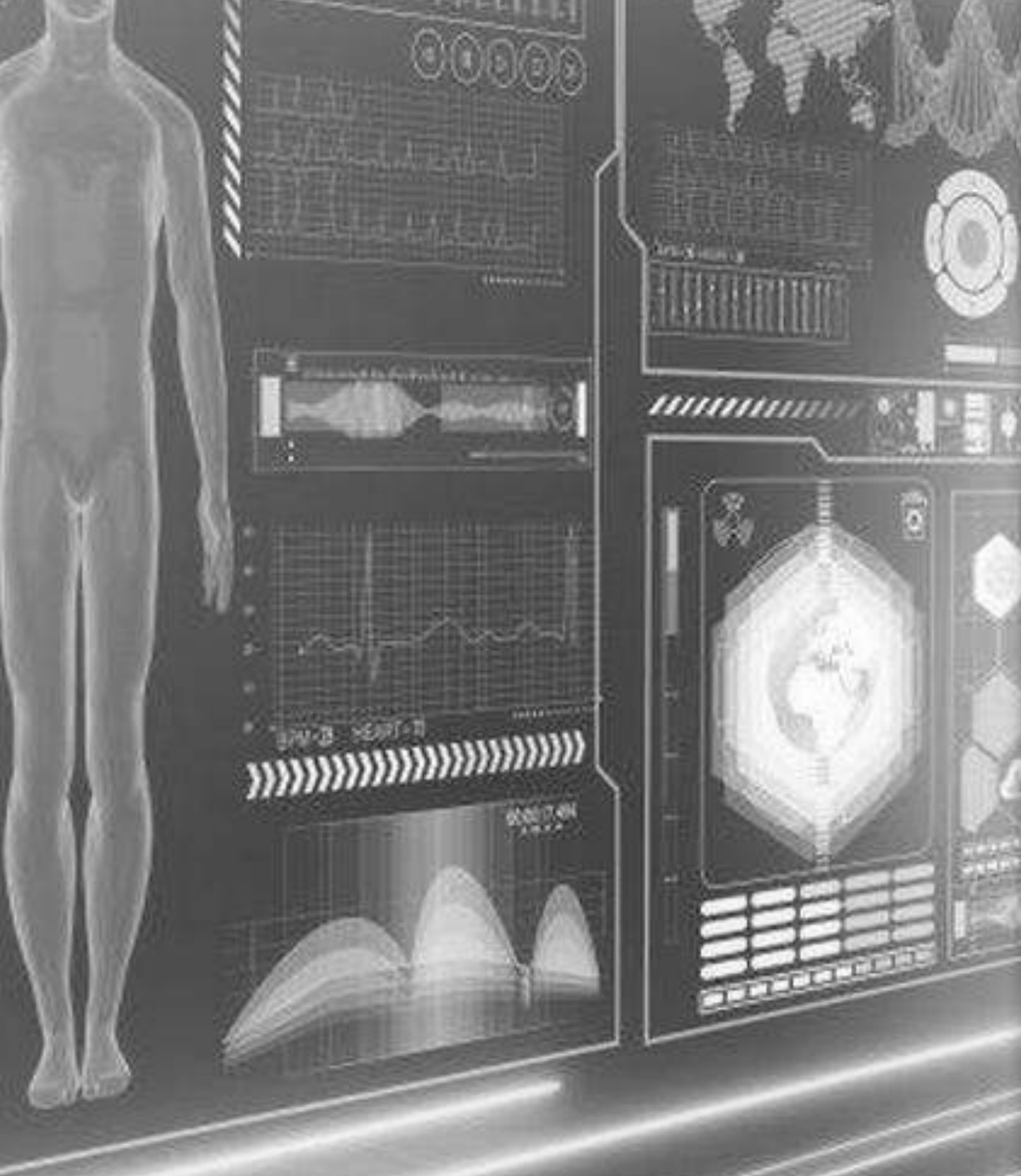
THE PERFECT STORM IN WORK

Work - the challenges



MACHINES TAKE OVER

Work - the challenges



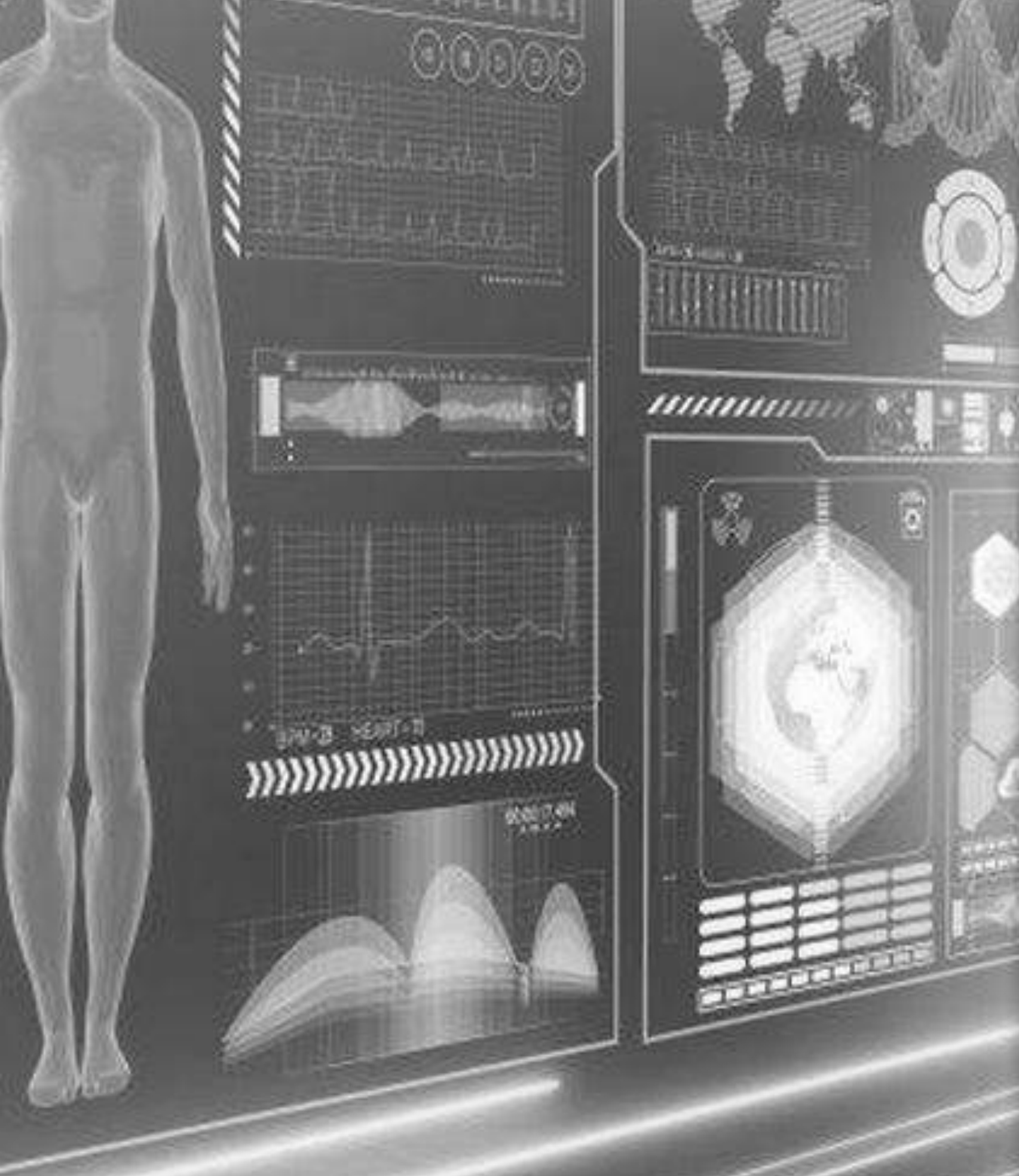
MACHINES TAKE OVER

lu
e
auton



**WORKING LONGER, LESS,
DIFFERENTLY**

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

An aerial photograph of a rural landscape. A road runs diagonally from the bottom left towards the top right. Along the road, there is a cluster of houses and buildings. The surrounding area is dominated by large, rectangular agricultural fields, some of which appear to be planted with crops. There are also some trees and patches of forest scattered throughout the landscape.

LINEAR LIVING AND URBAN SPRAWL

Living & hou

LINEAR LIVING AND URBAN SPRAWL

DISCONNECT OF ESSENTIAL
FUNCTIONS



Living & housing - the challenges



LINEAR LIVING AND URBAN SPRAWL

DISCONNECT OF ESSENTIAL FUNCTIONS

IMPACT ON HEALTH, SOCIETY AND PLANET



**THE PERFECT
STORM IN
MOBILITY**

Mobility - the challenges

An aerial photograph of a vast, dark body of water, likely a sea or ocean, covered in numerous ice floes of various sizes. A bright, shimmering reflection of the sun stretches across the center of the water, creating a path of light that contrasts sharply with the dark, choppy surface. The sky is overcast and grey, contributing to a somber and desolate atmosphere.

**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



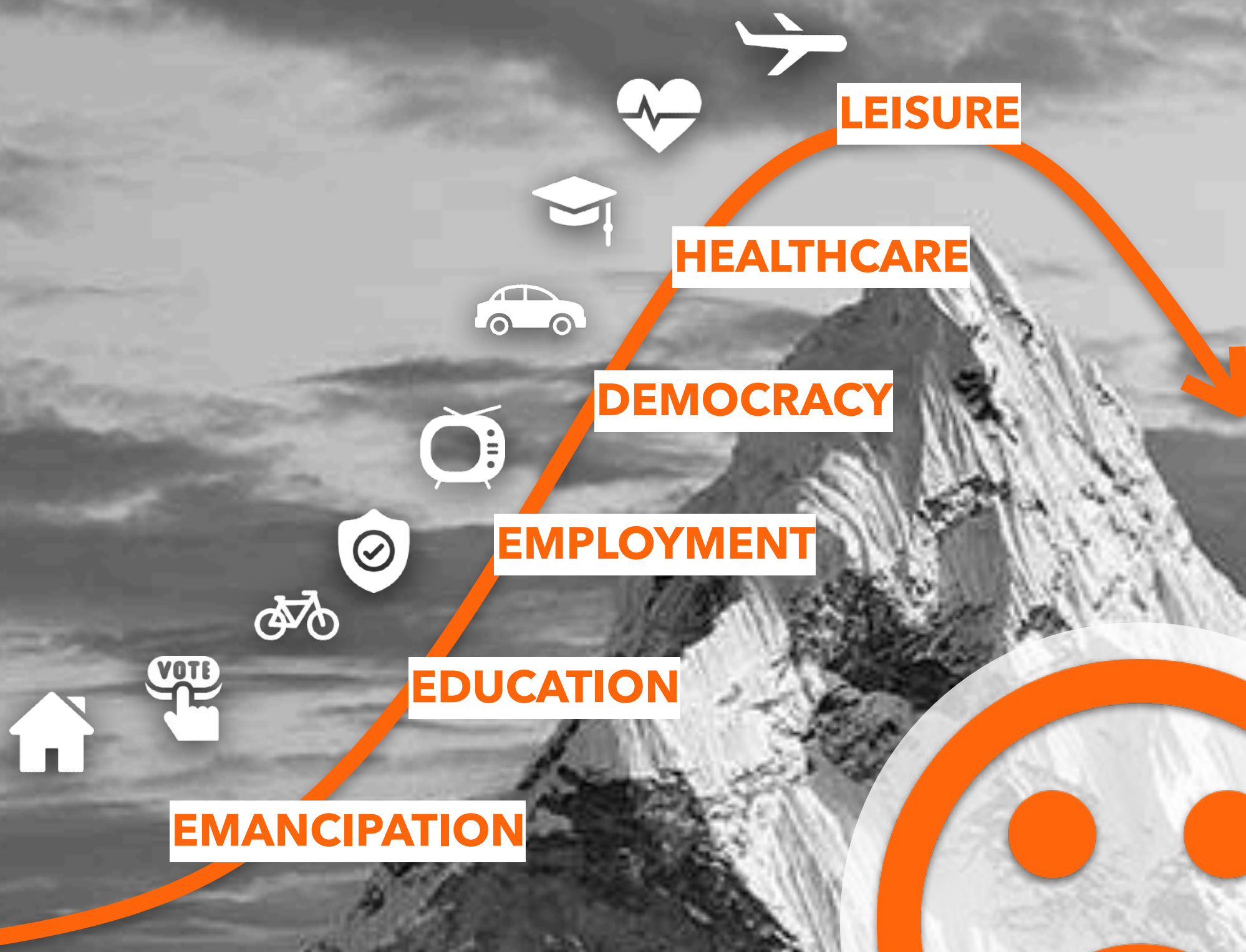
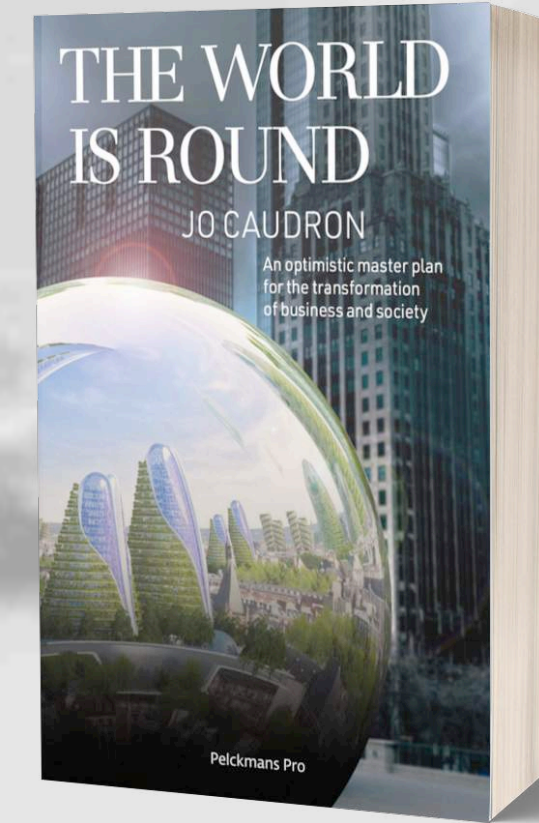
OUR MOBILITY IS DISFUNCTIONAL



OUR MOBILITY IS EXPENSIVE FOR INDIVIDUALS AND SOCIETY

Past ← **PSYCHOLOGY OF SOCIETY**

THE METASTORM → Future

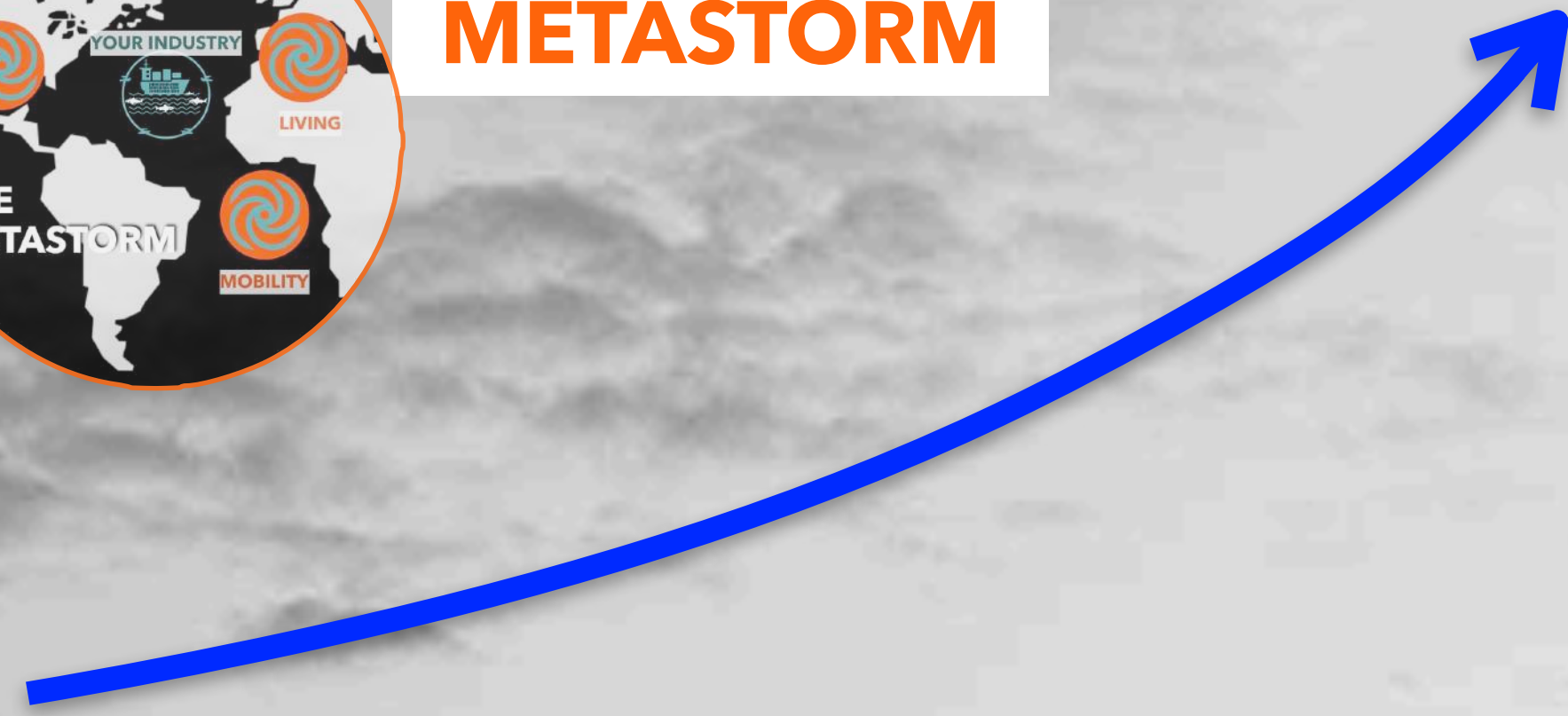
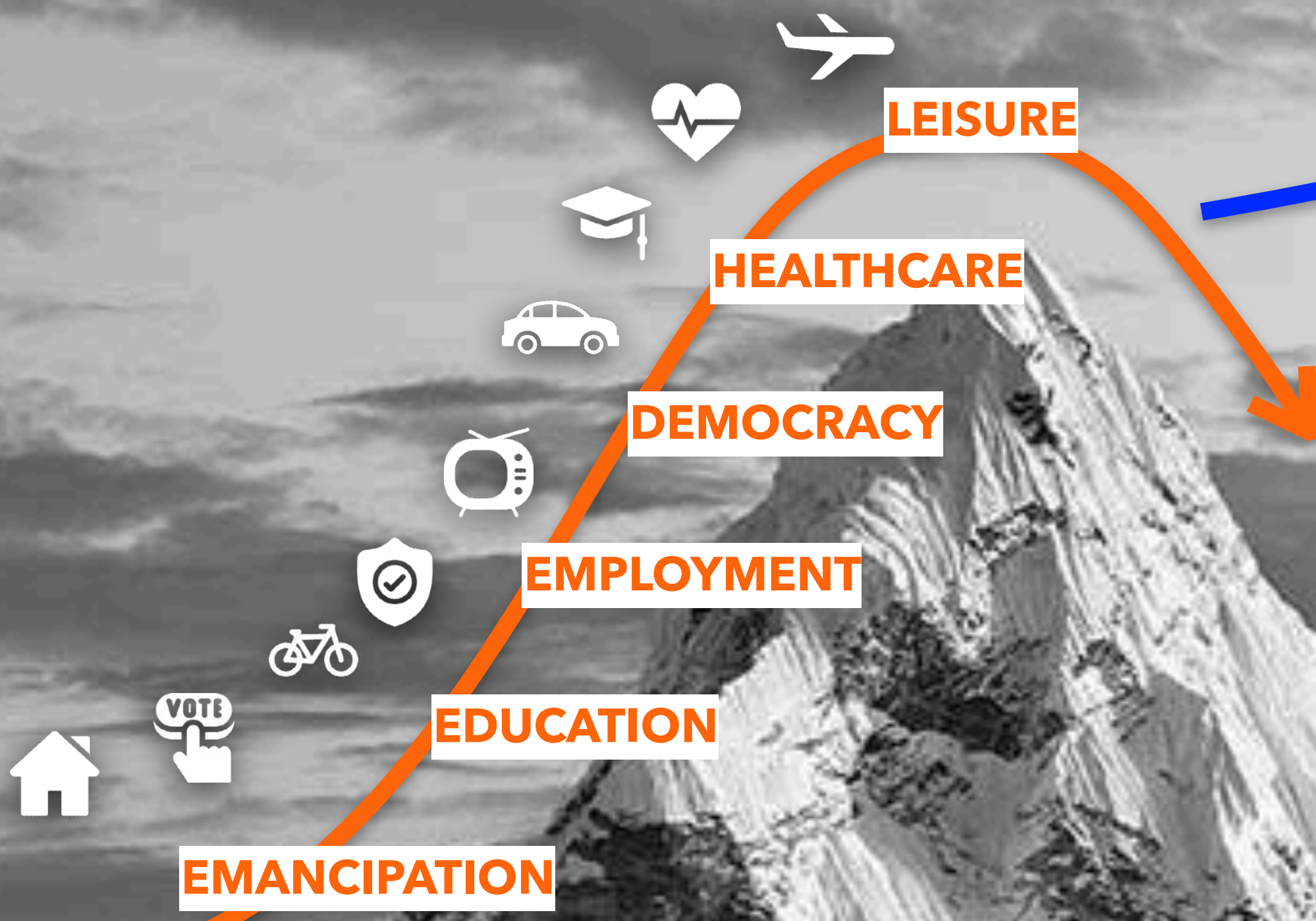
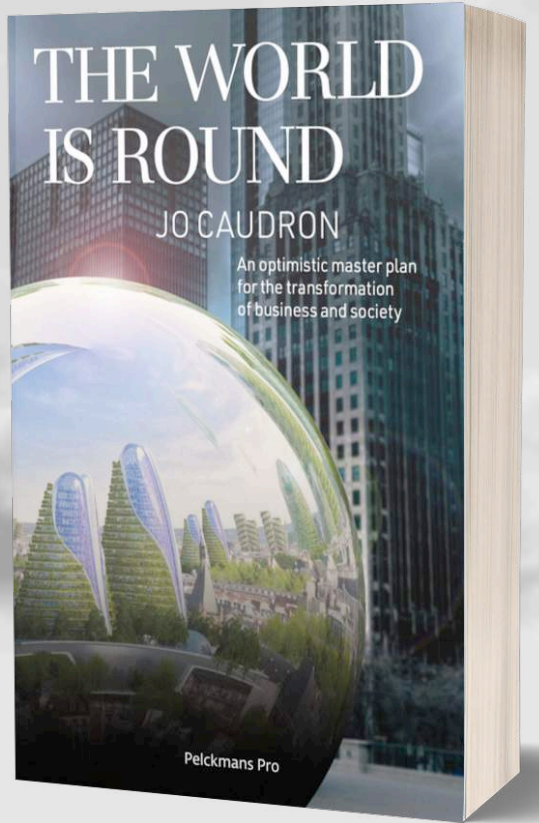


- CLIMATE
- MIGRATION
- SUPER-DIVERSITY
- FOOD SUPPLY
- HEALTHCARE
- LONGEVITY
- GLOBALISATION

PSYCHOLOGY OF SOCIETY



THE METASTORM



PSYCHOLOGY OF SOCIETY



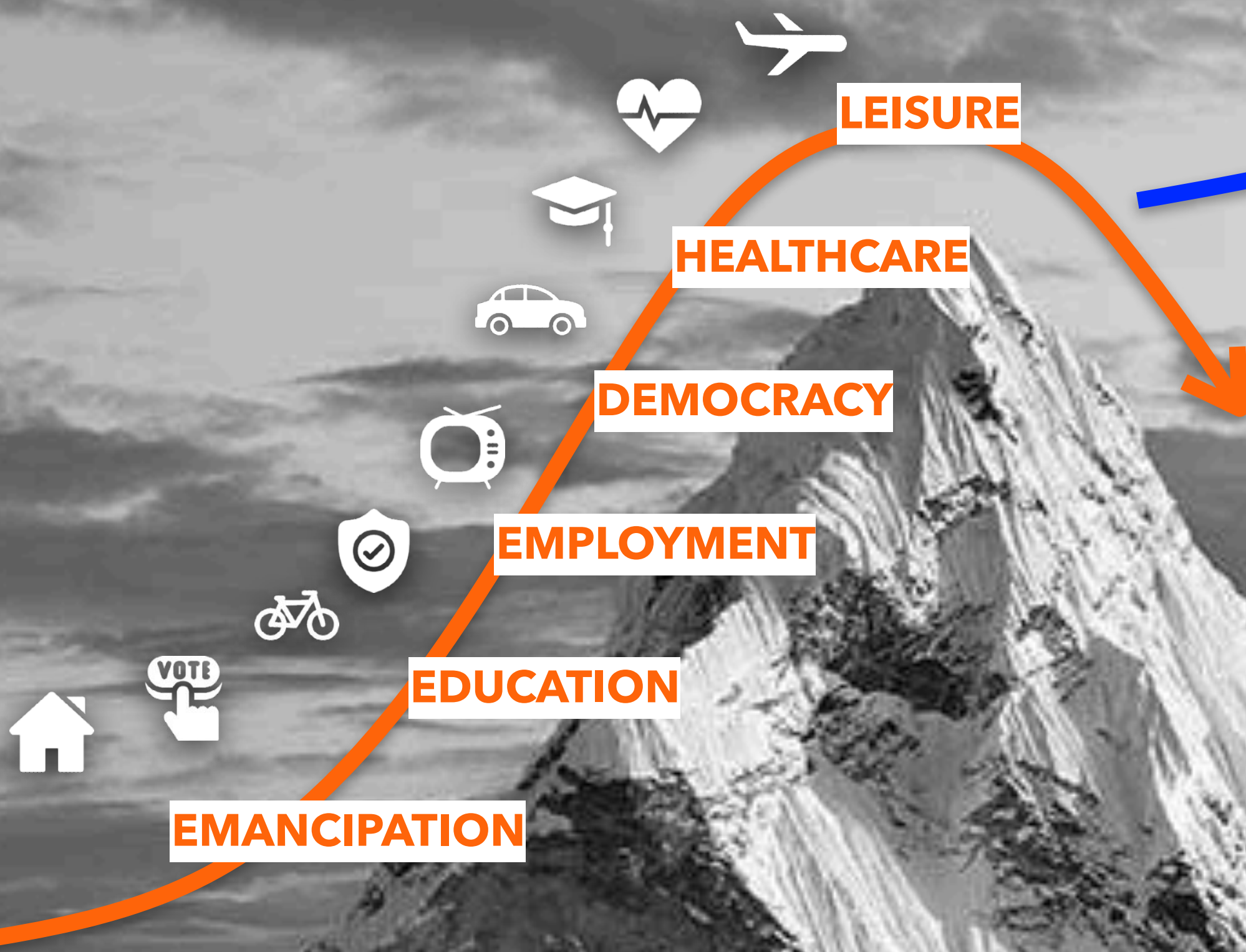
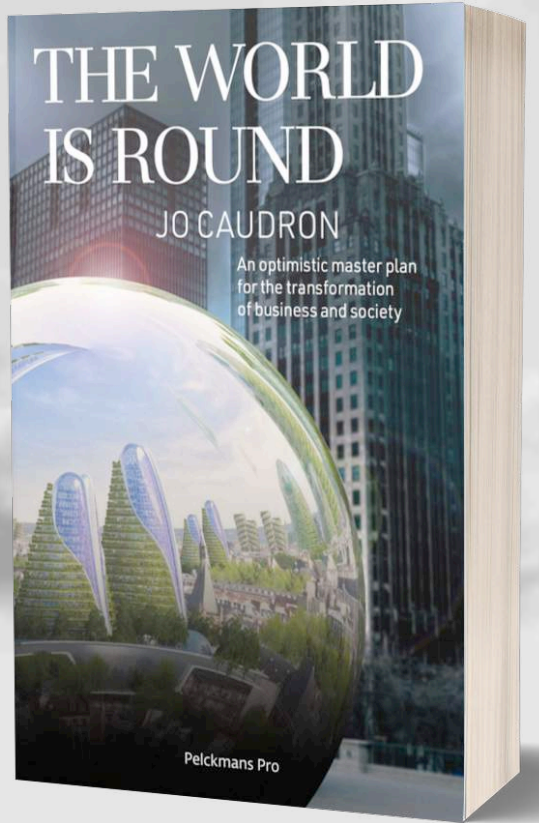
THE METASTORM

10 YEARS
30%

OPTIMISTIC FUTURE VISION



- WORK
- LIVING
- MOBILITY
- MANUFACTURING
- FARMING
- EDUCATION
- ECONOMY
- (HEALTH)CARE



PSYCHOLOGY OF SOCIETY

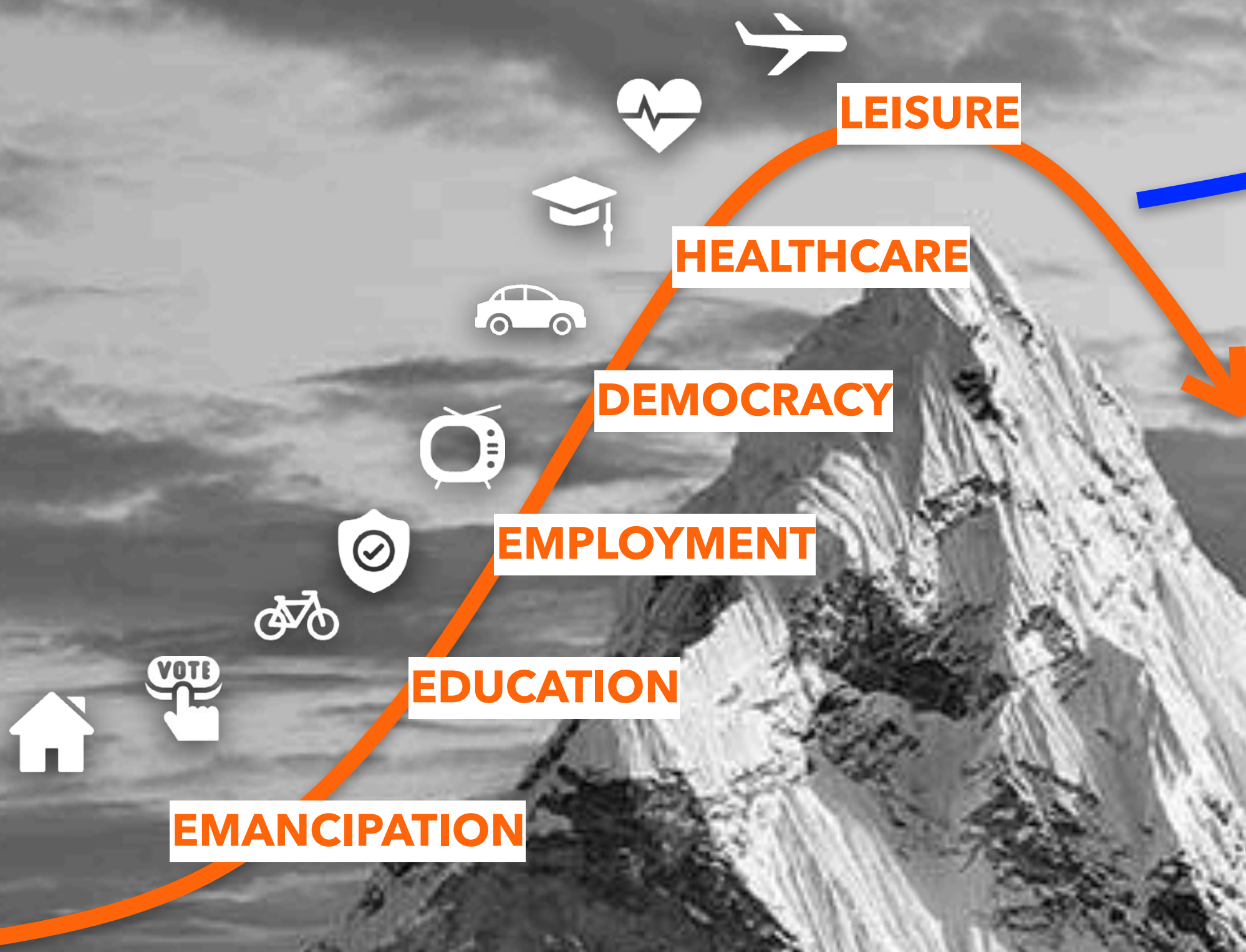
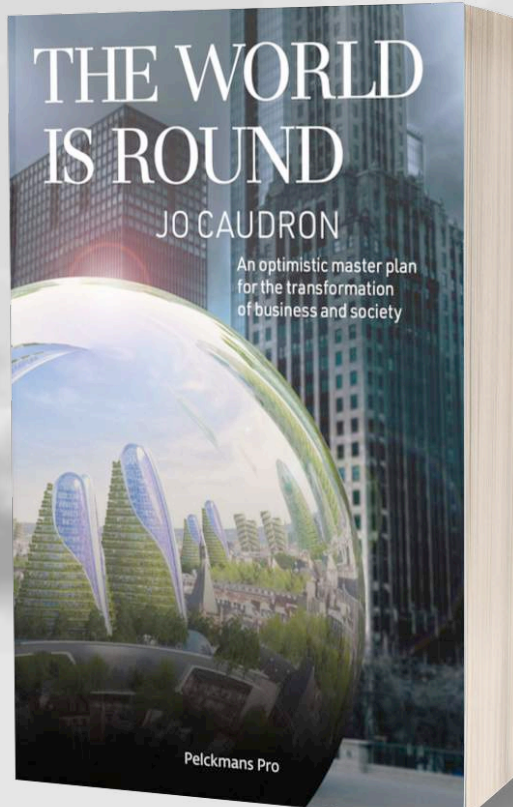
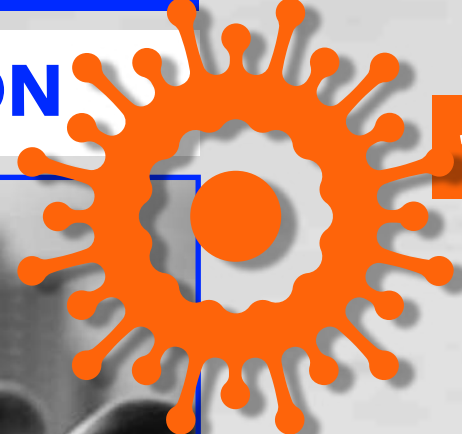


THE METASTORM

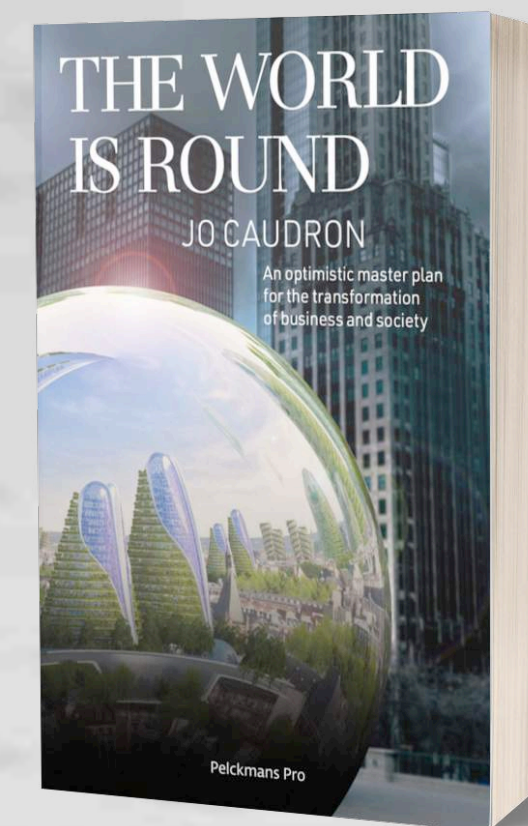
10 YEARS
30%

OPTIMISTIC FUTURE VISION

10 DAYS



- WORK
- LIVING
- MOBILITY
- MANUFACTURING
- FARMING
- EDUCATION
- ECONOMY
- (HEALTH)CARE

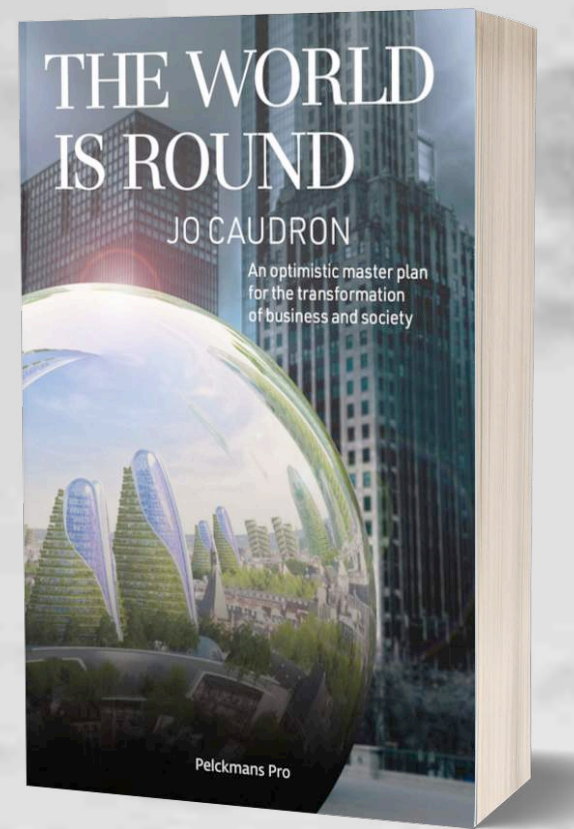


the old normal

normal distance
work in office
study in schools
shop in stores
stuck in traffic
global supply chains
extensive travel
high emissions
normal income
normal taxes
regular economy

...

PRE-CORONA



the old normal

normal distance
work in office
study in schools
shop in stores
stuck in traffic
global supply chains
extensive travel
high emissions
normal income
normal taxes
regular economy
...

PRE-CORONA

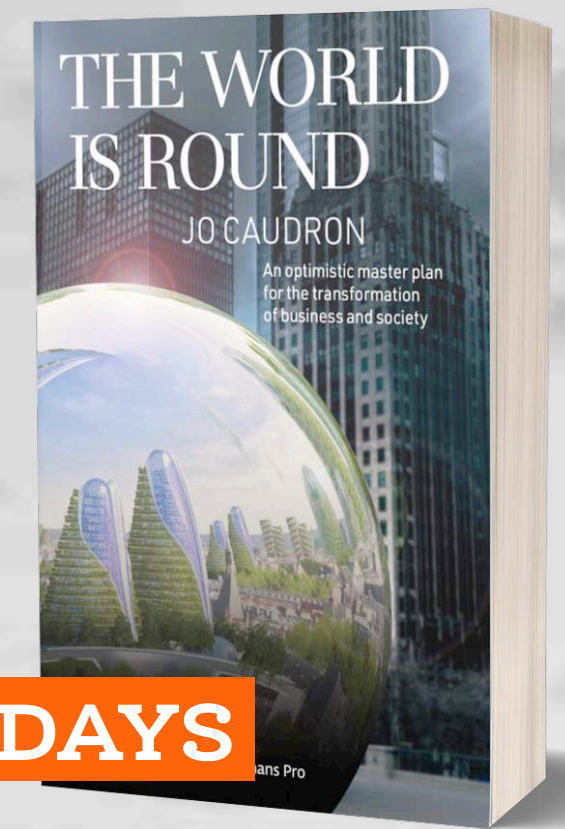
Corona lockdown

social distance
work from home
study from home
shop from home
no traffic
disrupted supply chains
no travel
reduced emissions
replacement income
taxes "on hold"
economy "on hold"
...

DURING CORONA



10 DAYS



the old normal

normal distance
work in office
study in schools
shop in stores
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PRE-CORONA

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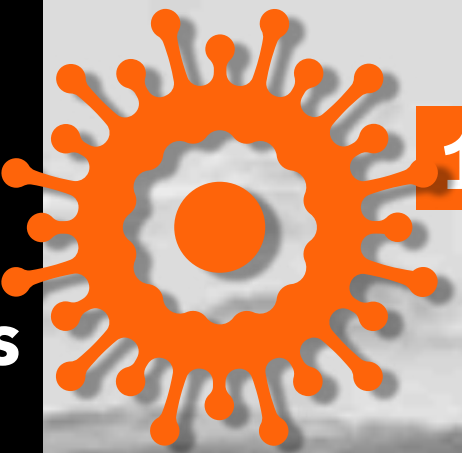
DURING CORONA



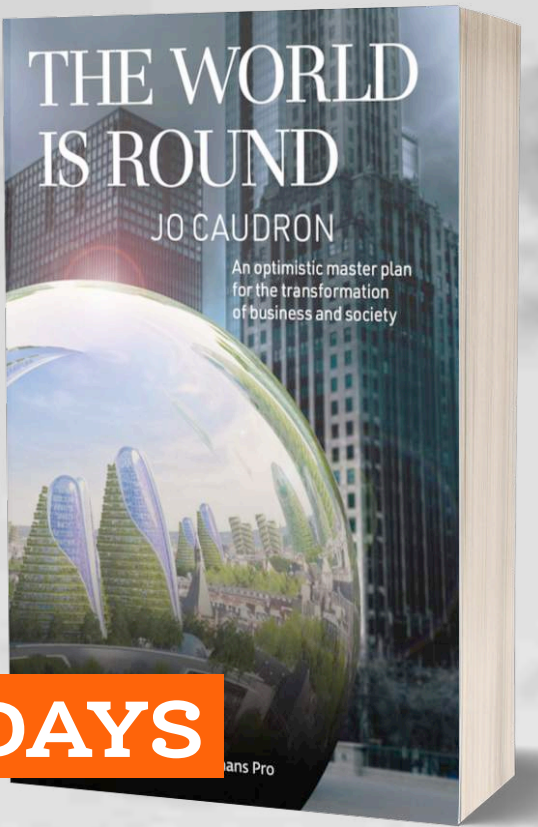
3 MONTHS?

9 MONTHS?

18 MONTHS?



10 DAYS



the old normal

normal distance
work in office
study in schools
shop in stores
stuck in traffic
global supply chains
extensive travel
high emissions
normal income
normal taxes
regular economy
...

PRE-CORONA

the new normal

"distance society"
Urban Village:
hybrid work, study, retail,
hybrid culture, sports
new mobility models
"glocal"
less travel
less emissions
rebalanced income
"new normal" taxes
peak-stuff economy
...

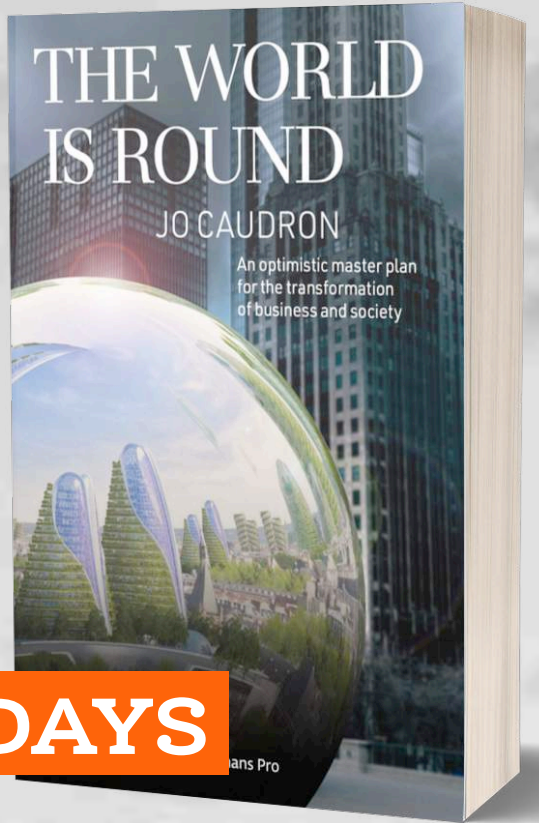
Corona lockdown

social distance
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replacement income
taxes "on hold"
economy "on hold"
...

DURING CORONA



10 DAYS



the new normal

"distance society"

Urban Village:

hybrid work, study, retail,

hybrid culture, sports

new mobility models

"glocal"

less travel

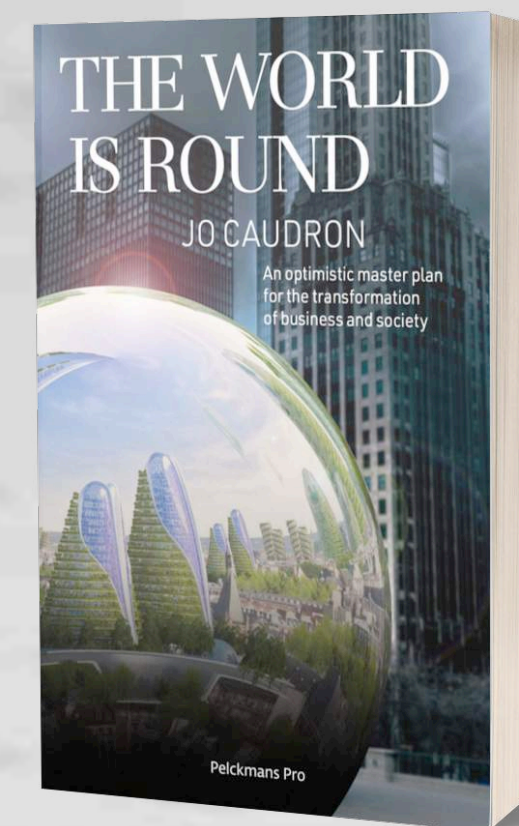
less emissions

rebalanced income

"new normal" taxes

peak-stuff economy

...



PRE-CORONA

DURING CORONA

POST-CORONA

ARE YOU WAITING TO BOUNCE BACK?

ARE YOU PLANNING TO BOUNCE FORWARD?



CORONA IS THE GREAT ACCELERATOR



2030



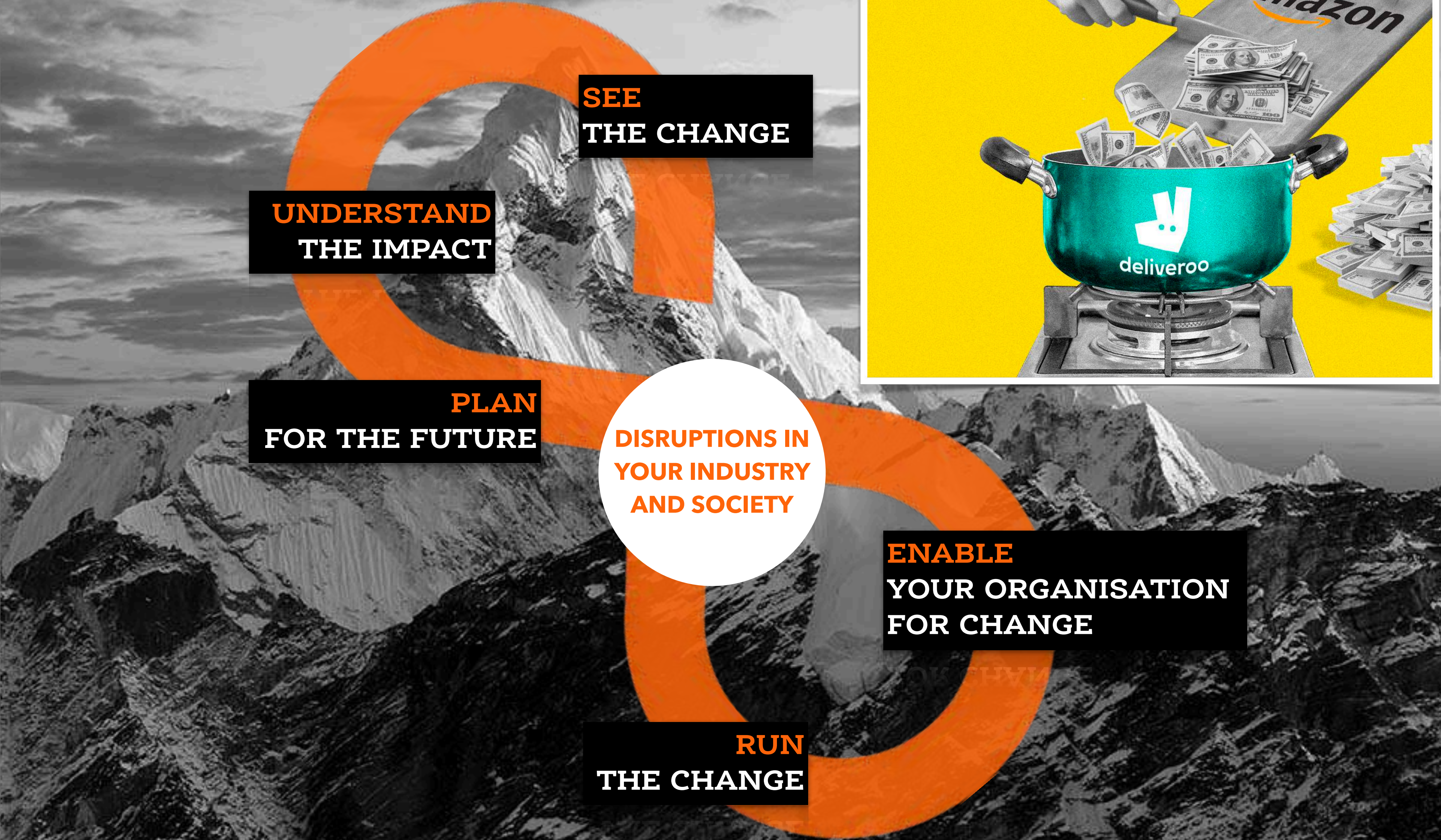
"SEVEN YEAR LEAP"



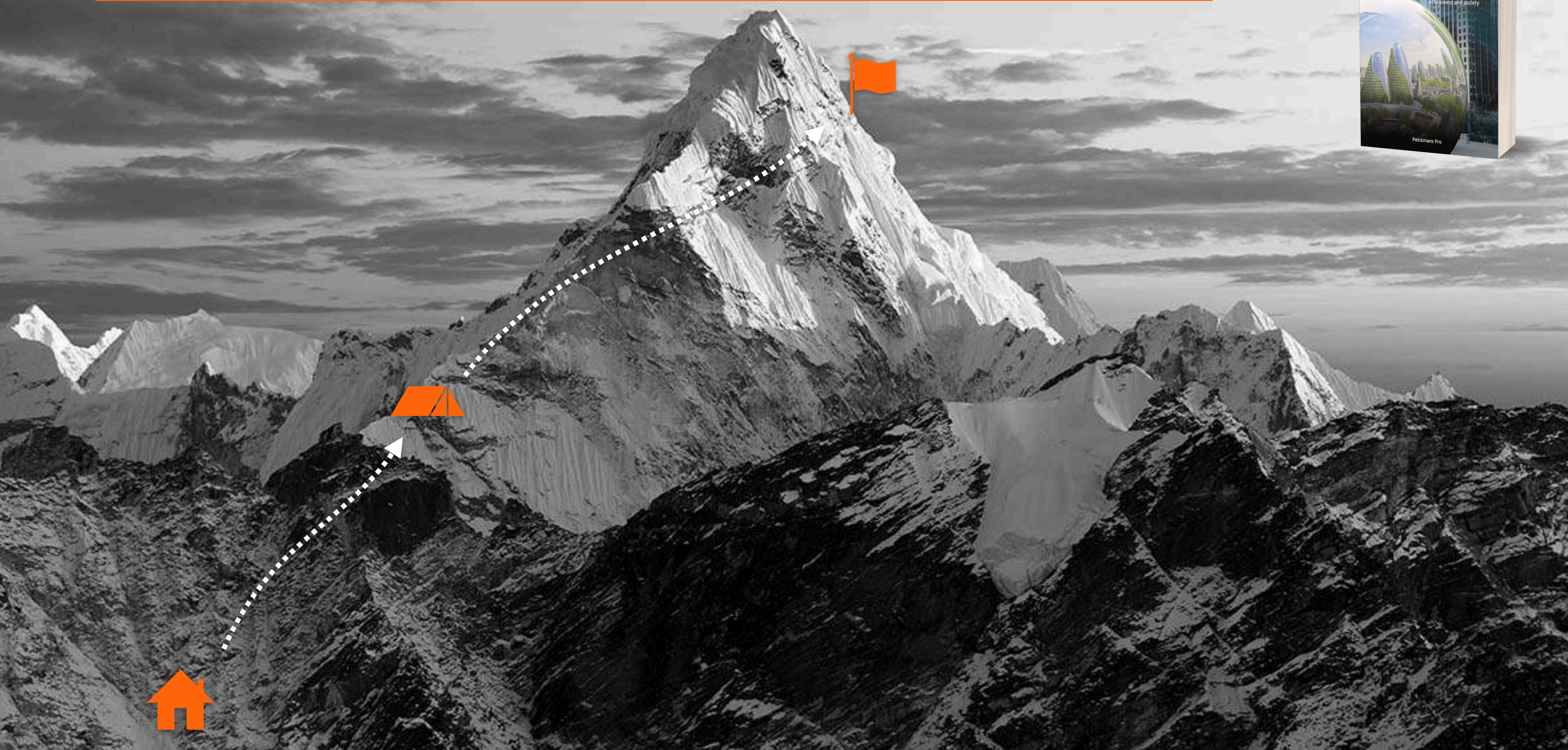
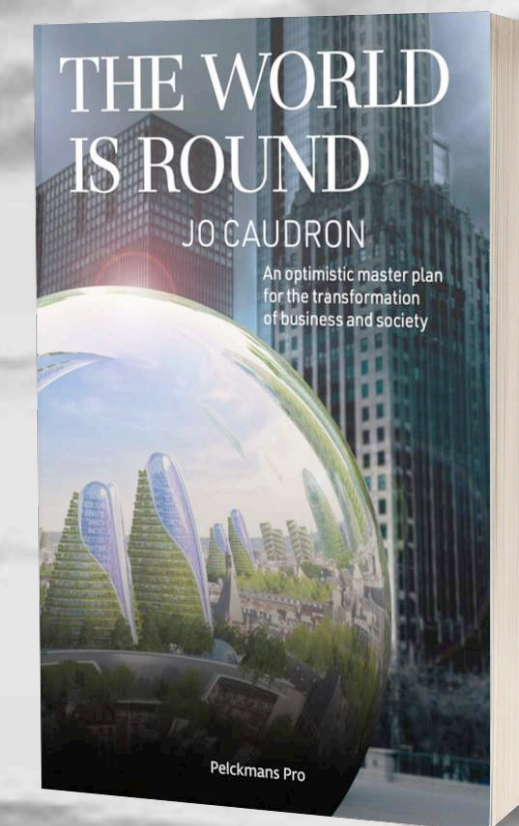
NOW

MANAGING THE FUTURE...

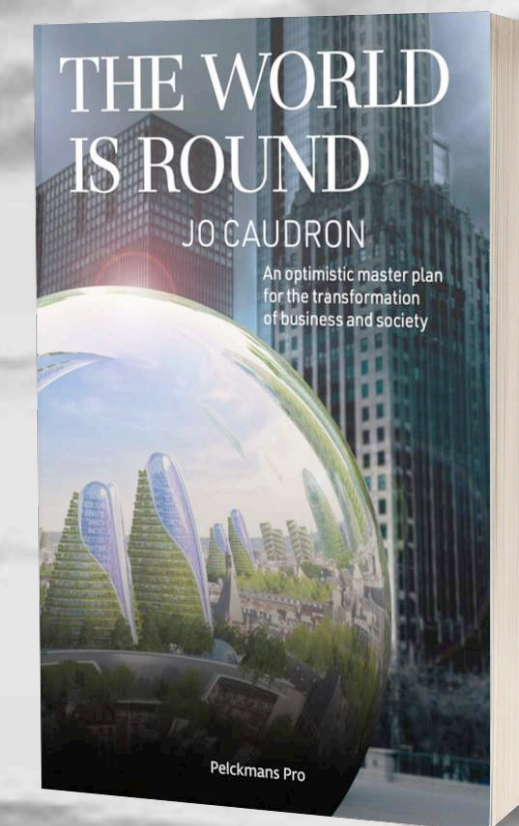
SUPERCCHANGE MODEL



TO REALLY SEE AND UNDERSTAND THE FUTURE,
YOU NEED TO CHANGE PERSPECTIVE



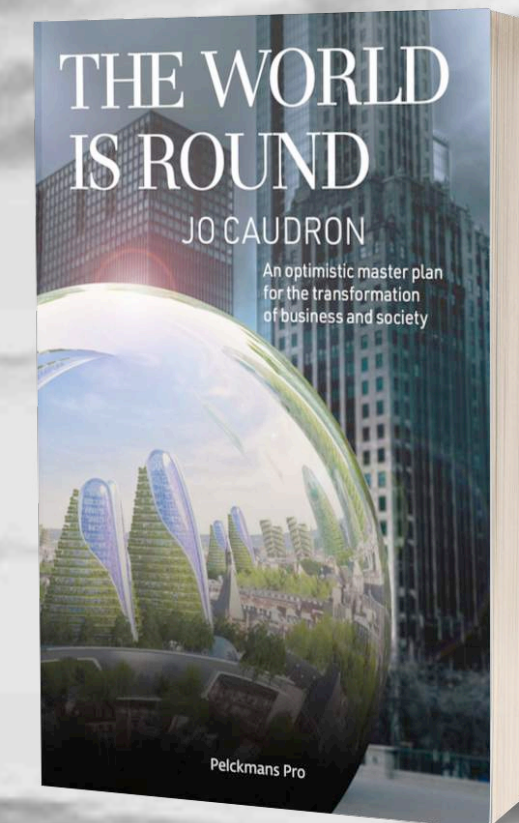
TO REALLY SEE AND UNDERSTAND THE FUTURE,
YOU NEED TO CHANGE PERSPECTIVE



"SEE from
the valley"



TO REALLY SEE AND UNDERSTAND THE FUTURE, YOU NEED TO CHANGE PERSPECTIVE



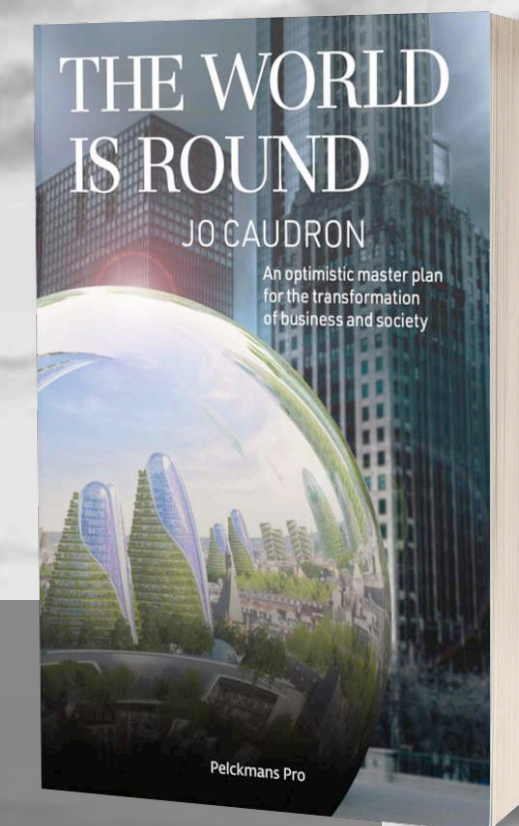
 "SEE from
the basecamp"



 "SEE from
the valley"



TO REALLY SEE AND UNDERSTAND THE FUTURE, YOU NEED TO CHANGE PERSPECTIVE



“SEE from
the top”



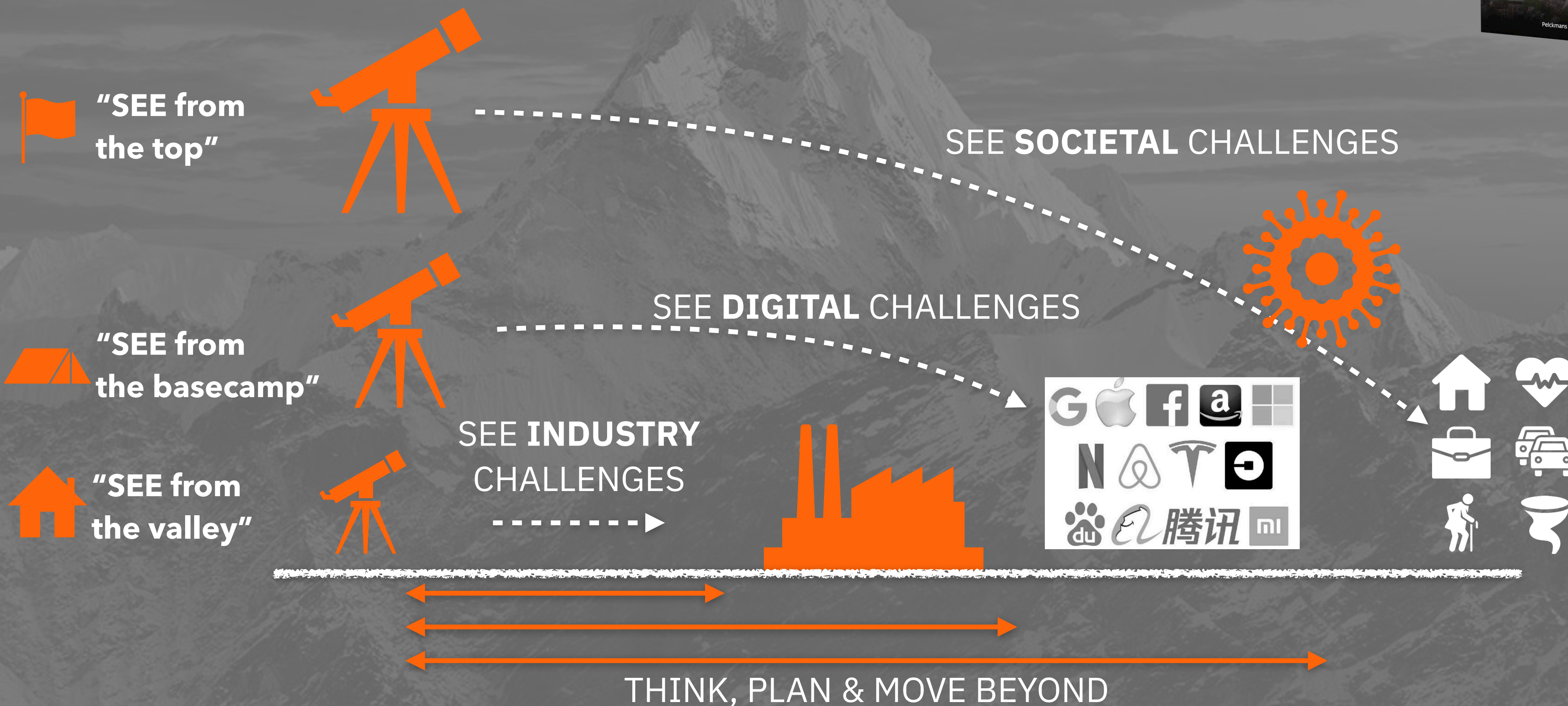
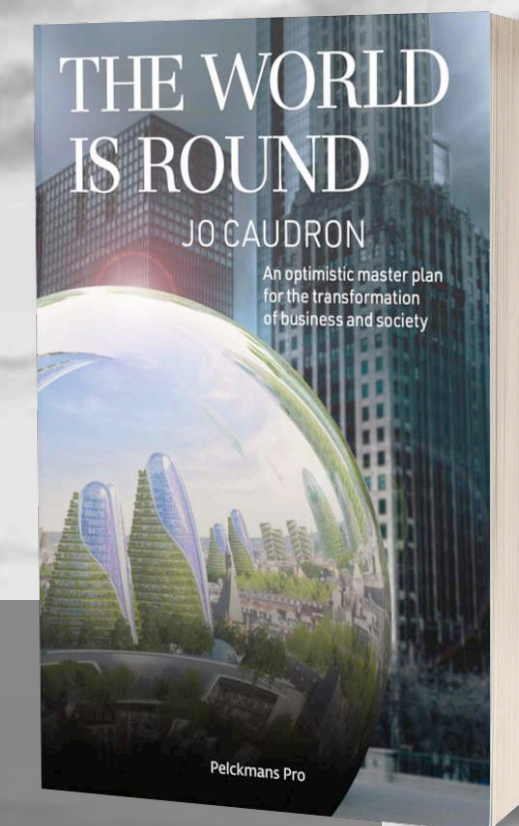
“SEE from
the basecamp”



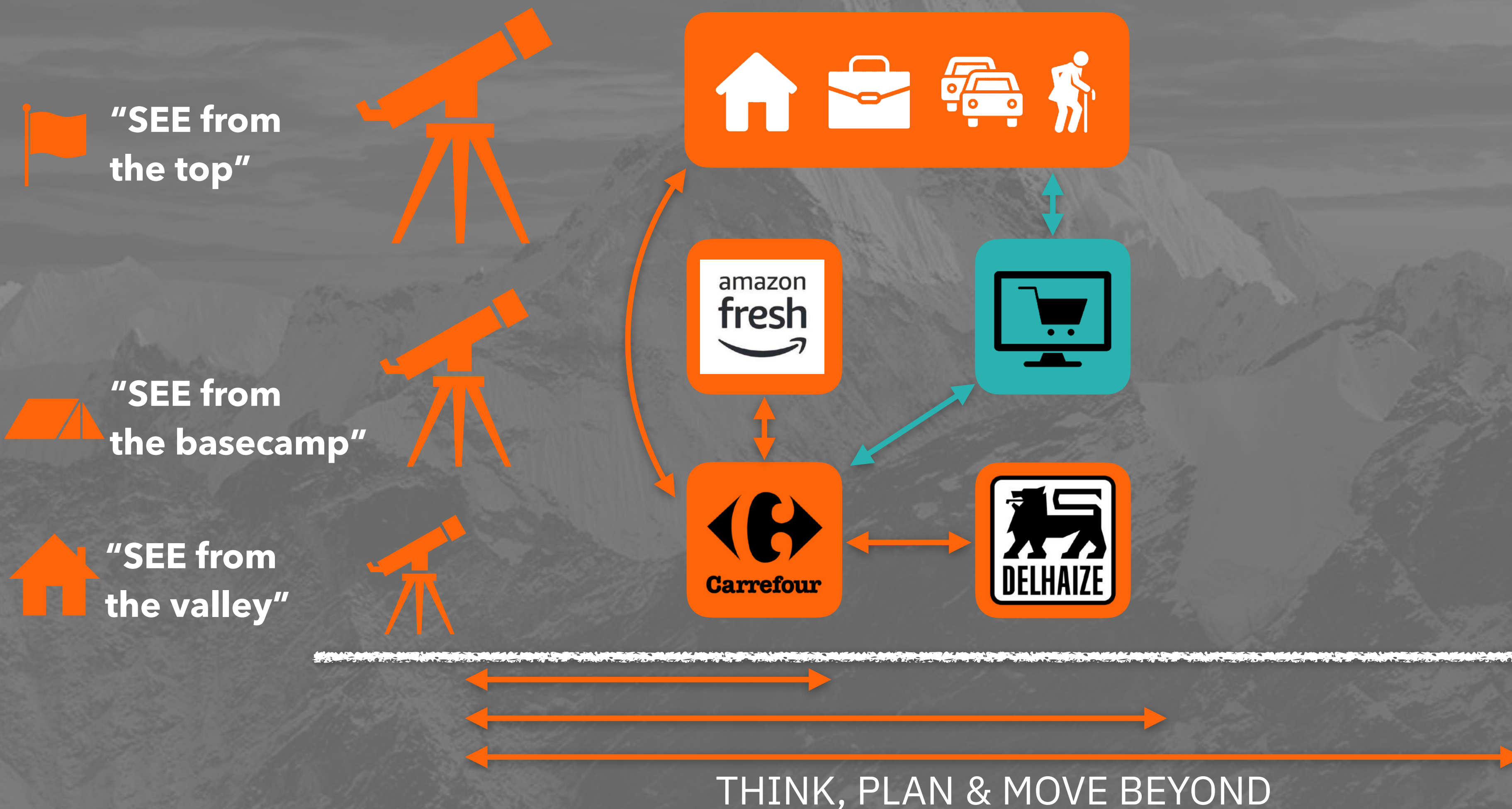
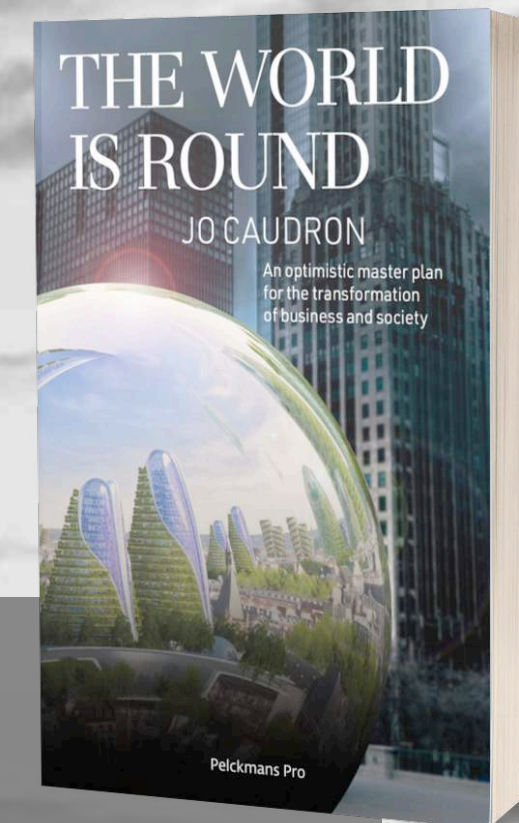
“SEE from
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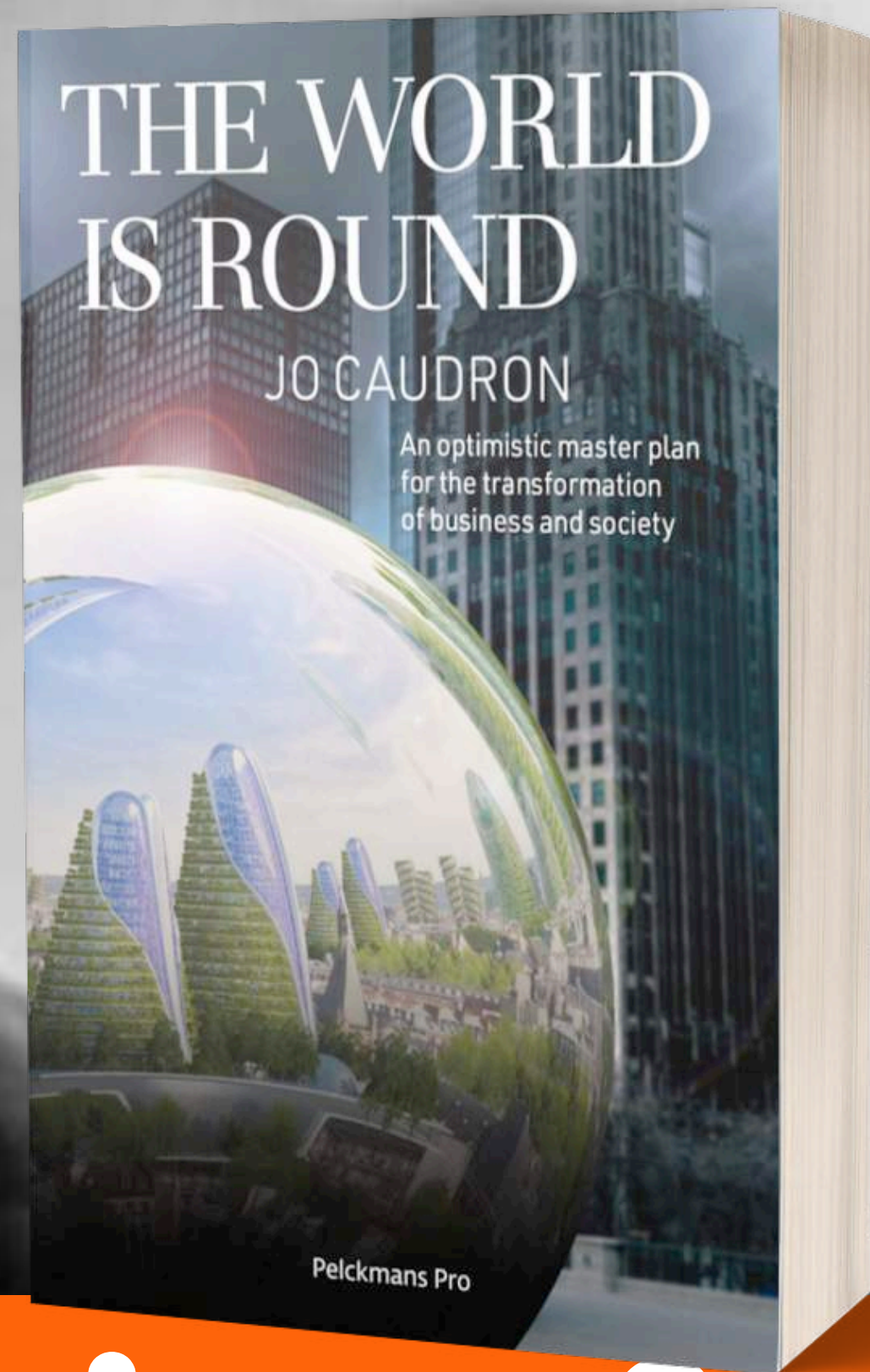


TO REALLY SEE AND UNDERSTAND THE FUTURE, YOU NEED TO CHANGE PERSPECTIVE



TO REALLY SEE AND UNDERSTAND THE FUTURE, YOU NEED TO CHANGE PERSPECTIVE





Planning for an optimistic future

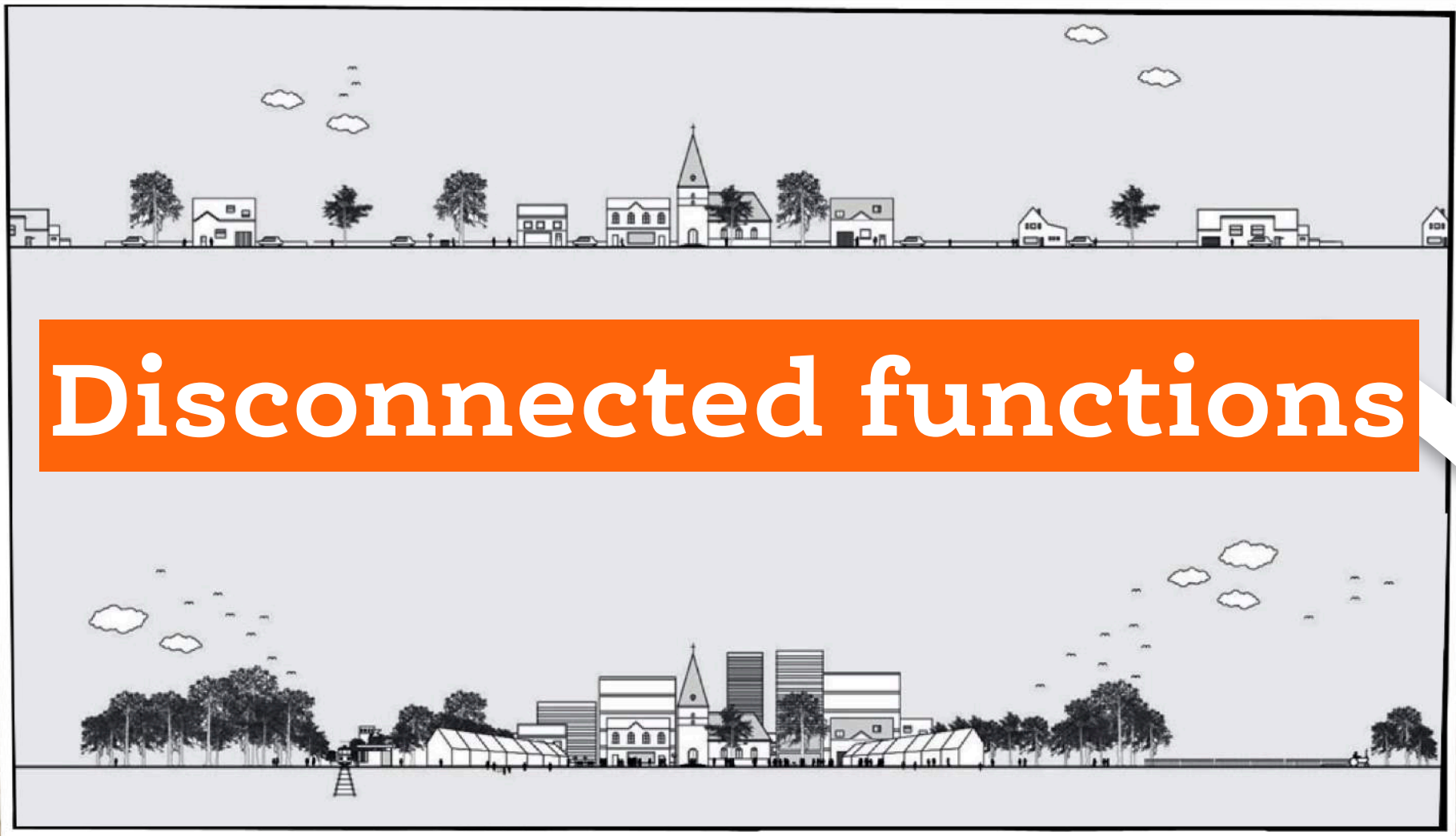
In 2030



FROM LINEAR

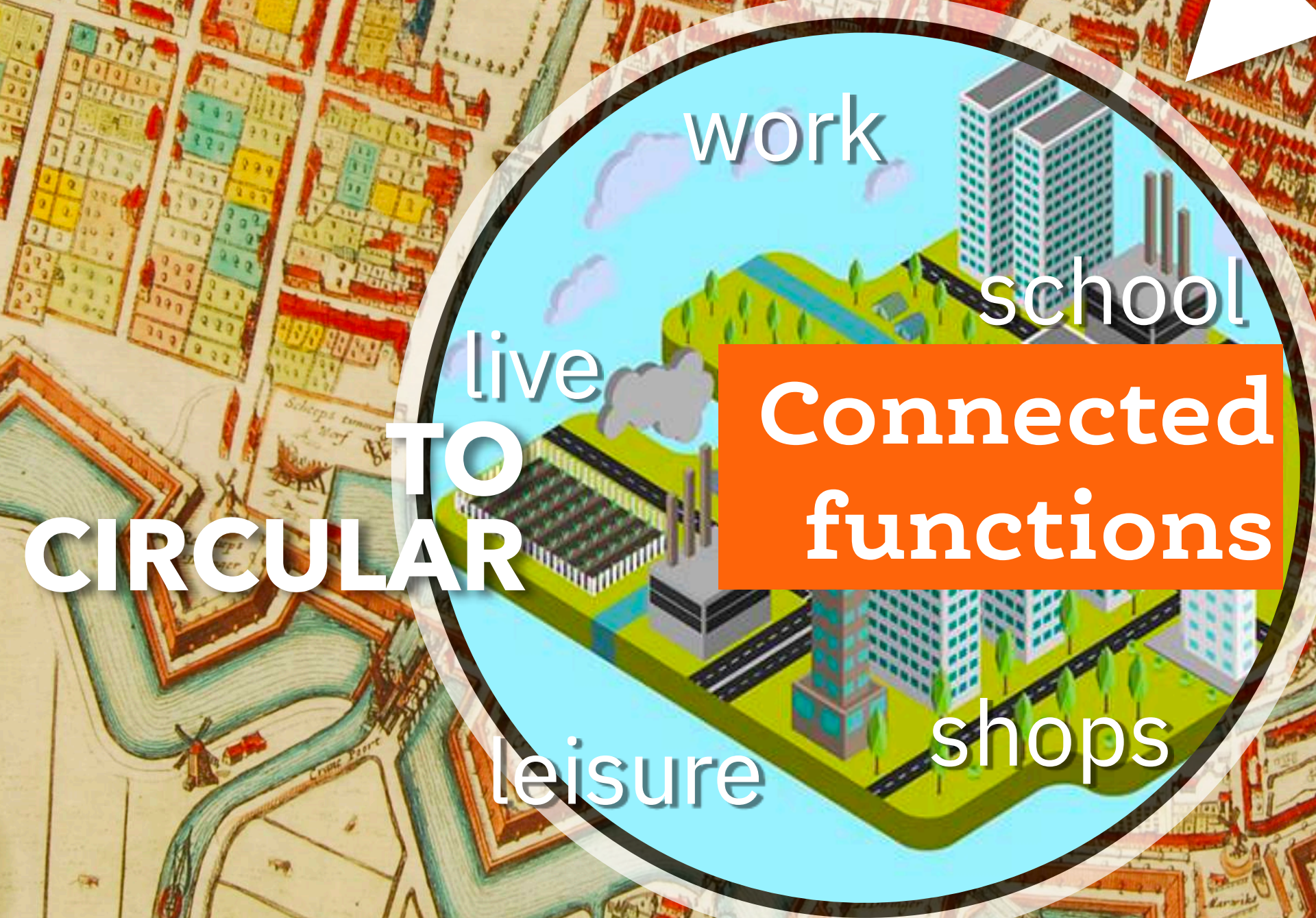
THE “URBAN VILLAGE”

Circular living, leading to the 15' city



In (large) cities: mix village aspects

In (small) villages: add urban aspects



THE "URBAN VILLAGE"

Circular living, leading to the 15' city

Vertical farming

Residential

Leisure

Schools

Offices

Culture

Microfactories

Retail



THE "URBAN VILLAGE"

Circular living, leading to the 15' city

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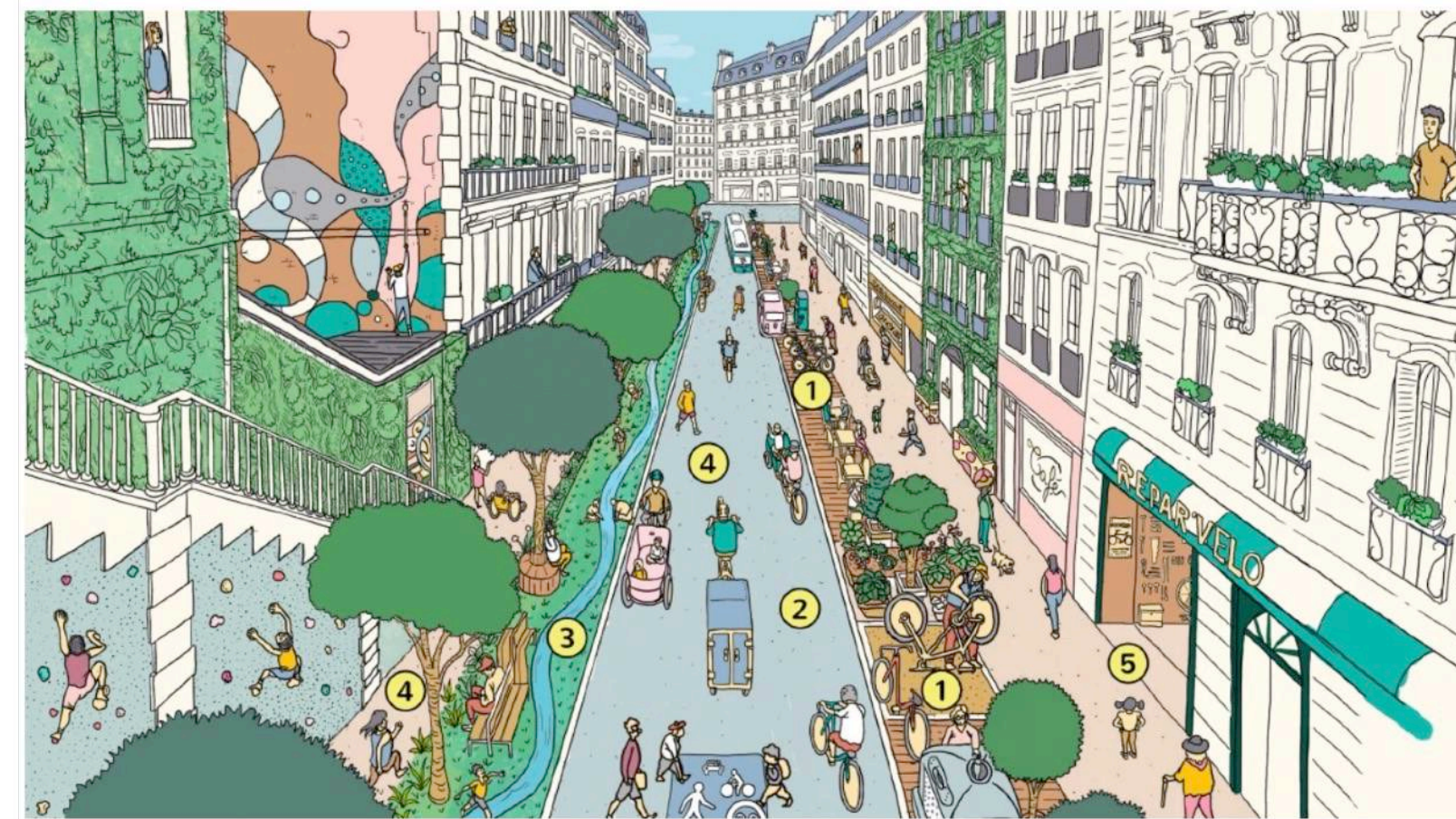
Culture

Microfactories

Retail

Paris's mayor has a dream of 'the 15-minute city'

Mayor Anne Hidalgo is running for reelection with the idea of making the city a place where everyone can reach their work, home, and any amenity within a 15-minute bike ride.

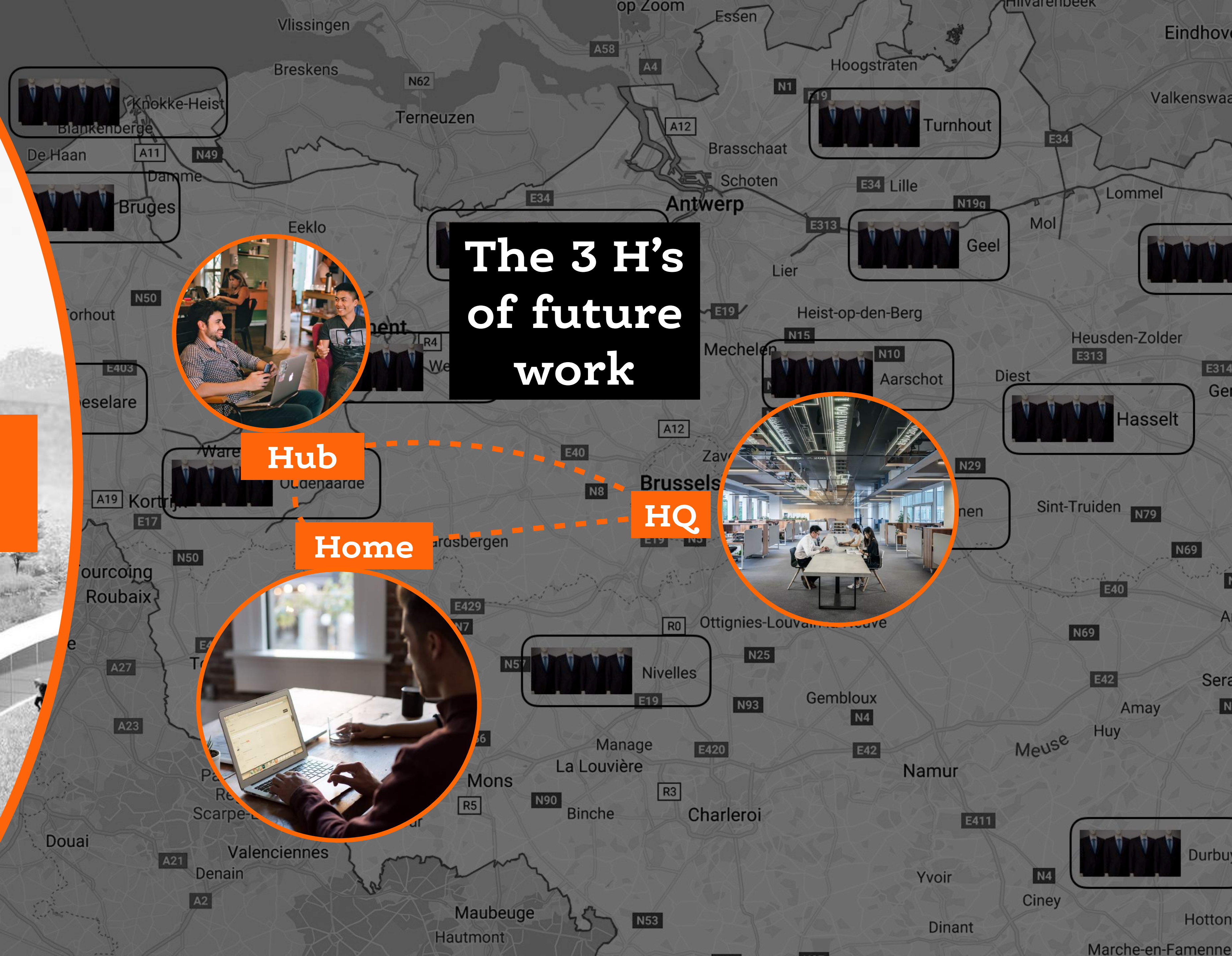


Tencent is building a Monaco-sized 'city of the future' in Shenzhen





WORK-FROM-ANYWHERE IS THE NEW NORMAL



The 3 H's of future work



Hub



HQ



Home



WORK-FROM-ANYWHERE IS THE NEW NORMAL



Hub

Home



HQ

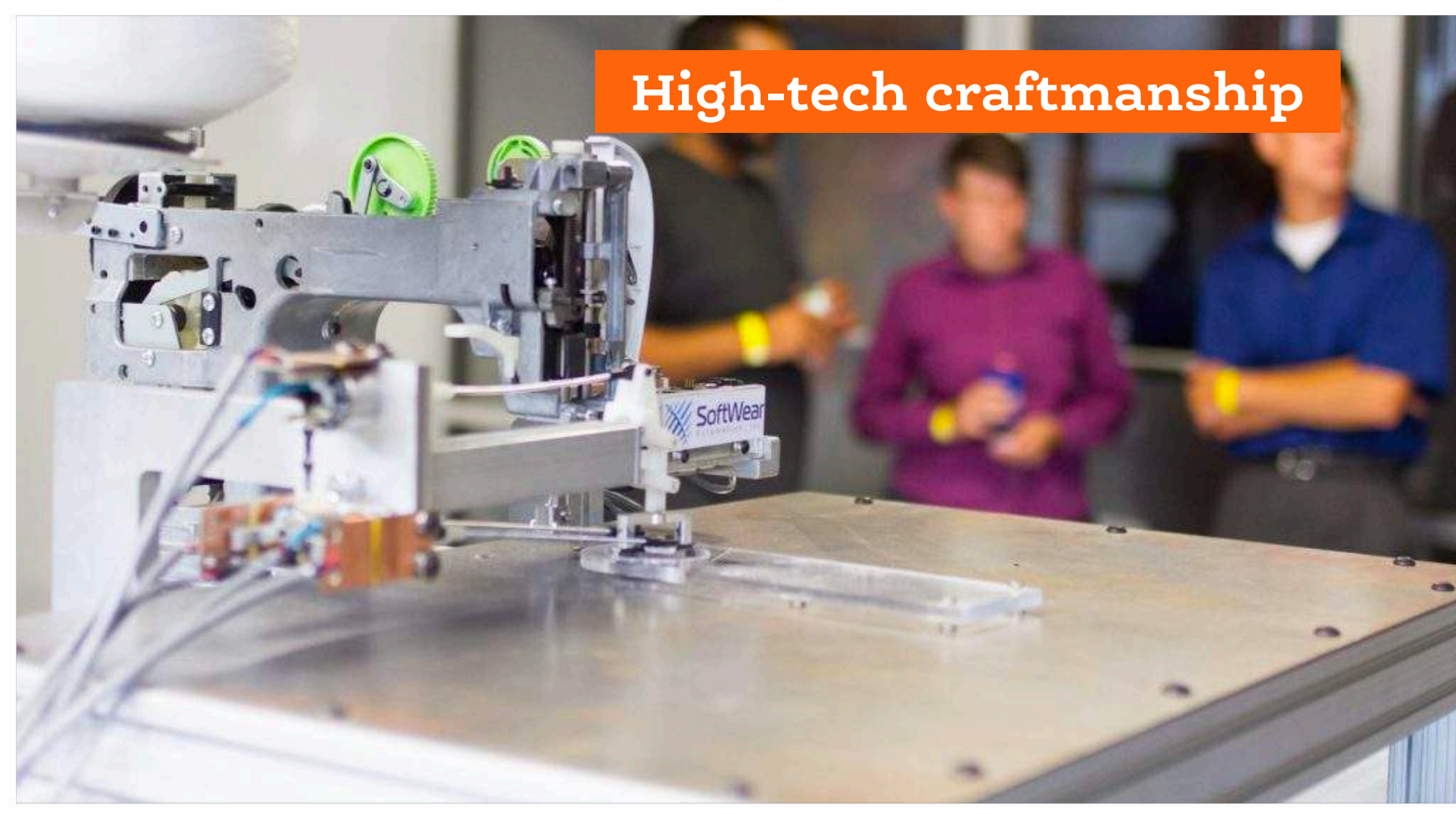
The 3 H's of future work



Proximus gaat werknemers uit Brusselse torens halen

Het nieuwe telewerkbeleid van Telenet

High-tech craftsmanship



High-tech local manufacturing

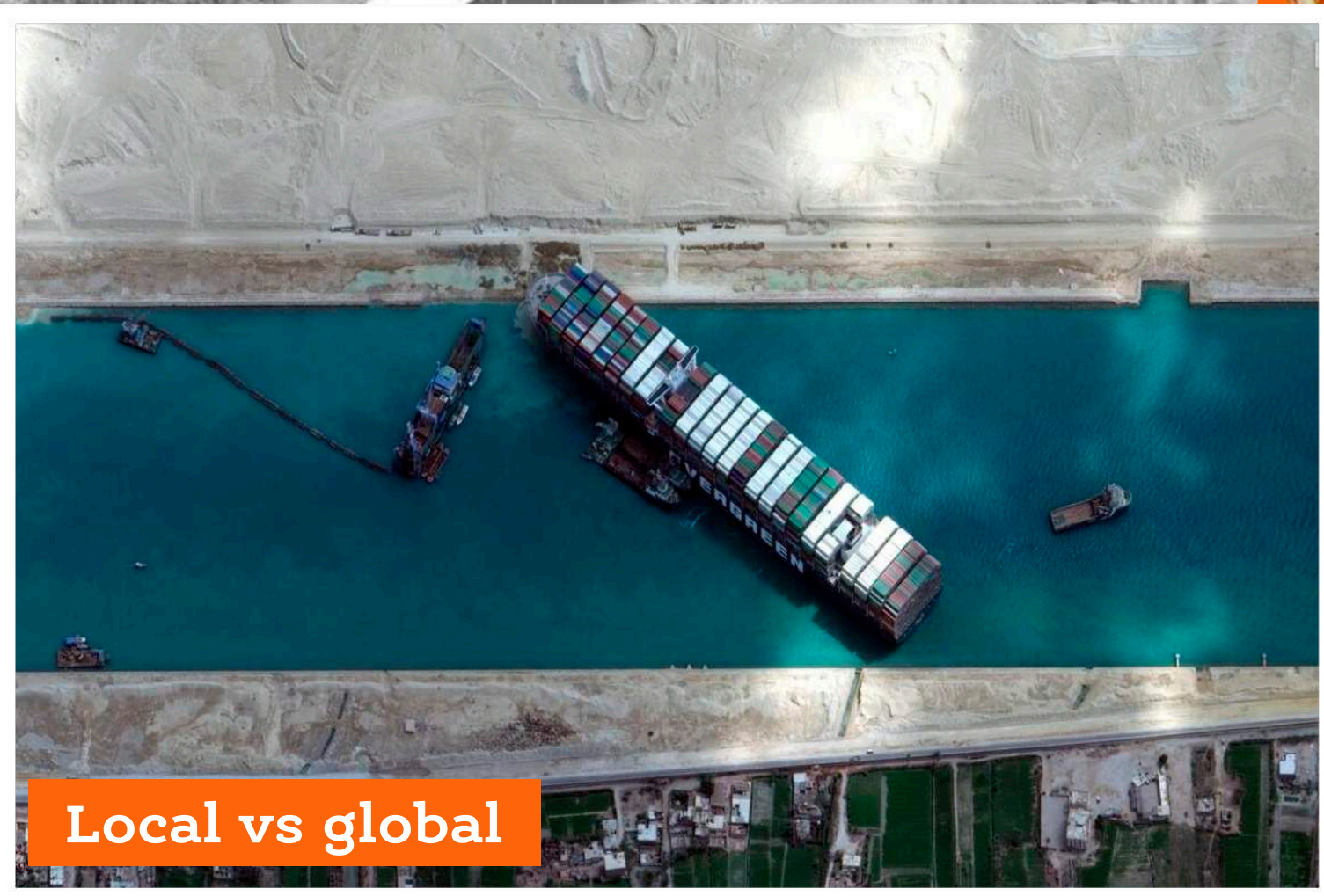


How our engineers fitted a factory into a 40-foot container

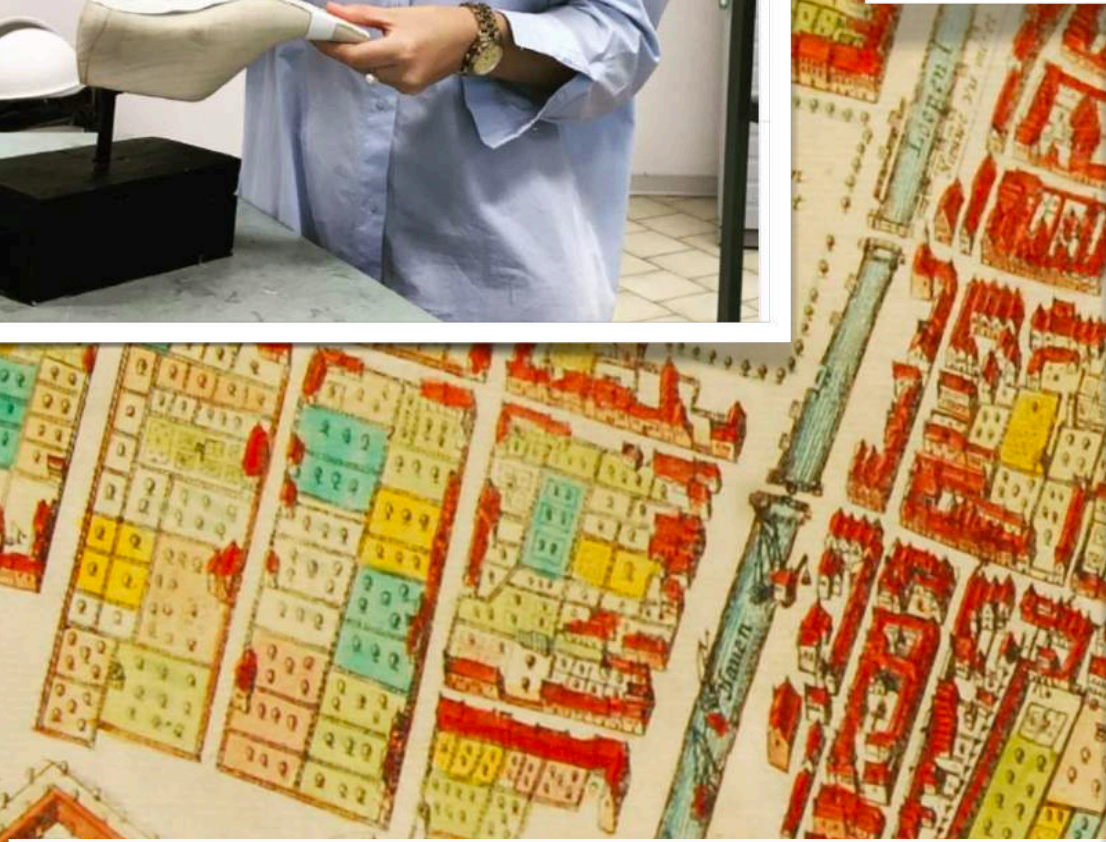
Our innovative 'nano factory' will enable us to be more flexible and agile in our production capability, particularly in terms of testing new products and responding quickly to changes in consumer demand.



THE RETURN OF LOCAL



Local vs global



Urban & vertical farming



This 2-Acre Vertical Farm Is Managed by AI and Robots and Uses 99% Less Land



ELECTRIFIED, SHARED MOBILITY BY PLATFORM OPERATORS

LESS (because we
work remotely)

DIFFERENT (micro
mobility)

BETTER
(electrified)

Paris To Create 650
Kilometers Of Post-
Lockdown Cycleways

Brussels turns Rue de la Loi car lane into
cycle path

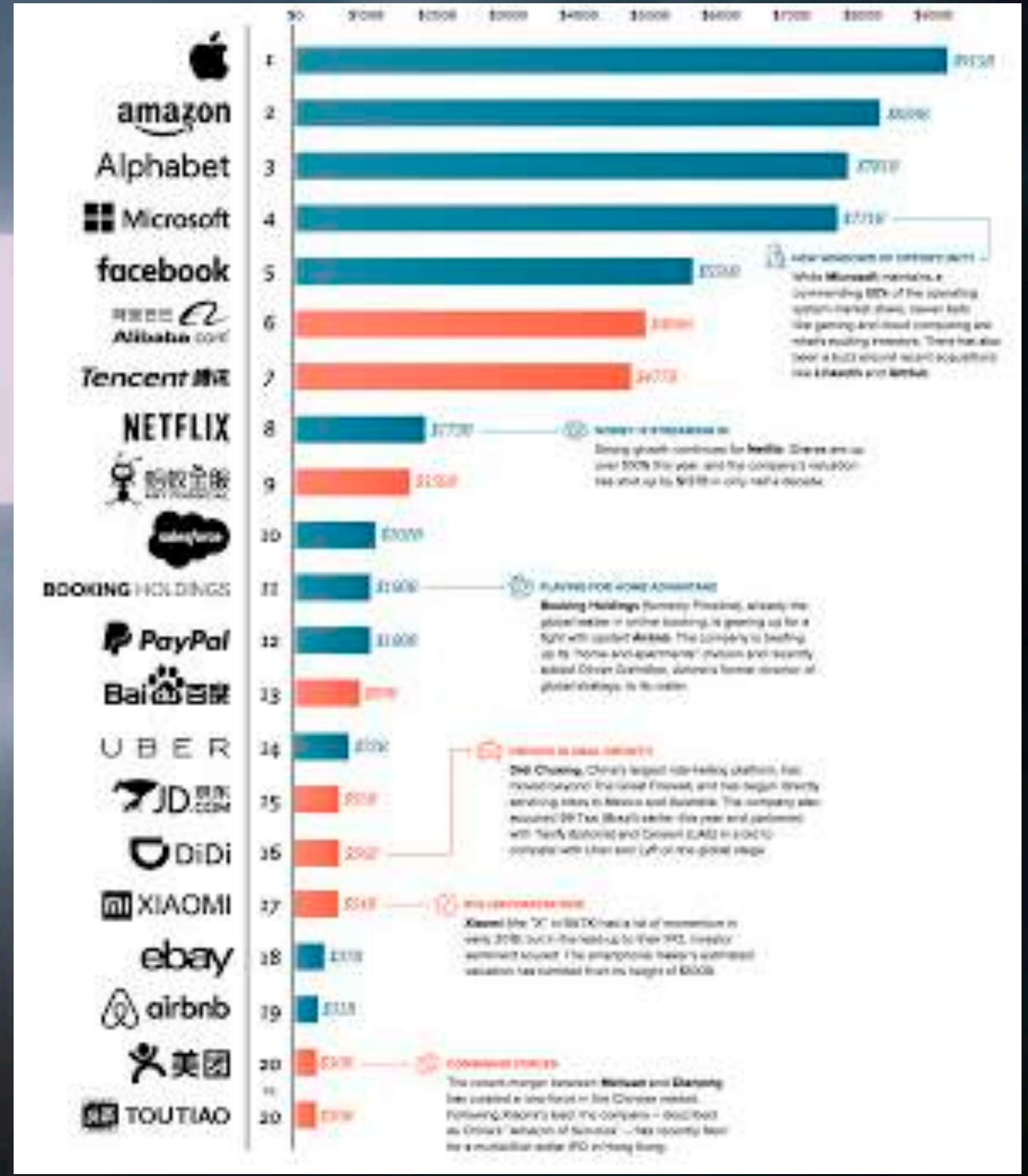
VE TIME. SHAVE MO



DOLLAR SHAVE CLUB

PEAK-STUFF ECONOMY AS THE FUTURE OF GROWTH

“I like shaving with a dull razor.”
- No one, ever.
CHANGE YOUR BLADE EACH WEEK



THEY ALL WANT TO BE SOLUTION COMPANIES...



**PEAK-STUFF
ECONOMY AS THE
FUTURE OF GROWTH**

“
“I like shaving
with a dull razor.”
- No one, ever.
CHANGE YOUR BLADE EACH WEEK



VE TIME. SHAVE MC



DOLLAR SHAVE CLUB

**PEAK-STUFF
ECONOMY AS THE
FUTURE OF GROWTH**

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CHANGE YOUR BLADE EACH WEEK





PEAK-STUFF ECONOMY AS THE FUTURE OF GROWTH

“I like shaving with a dull razor.”
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CHANGE YOUR BLADE EACH WEEK





**PEAK-STUFF
ECONOMY AS THE
FUTURE OF GROWTH**

“I like shaving with a dull razor.”
- No one, ever.

CHANGE YOUR BLADE EACH WEEK

Buy a car



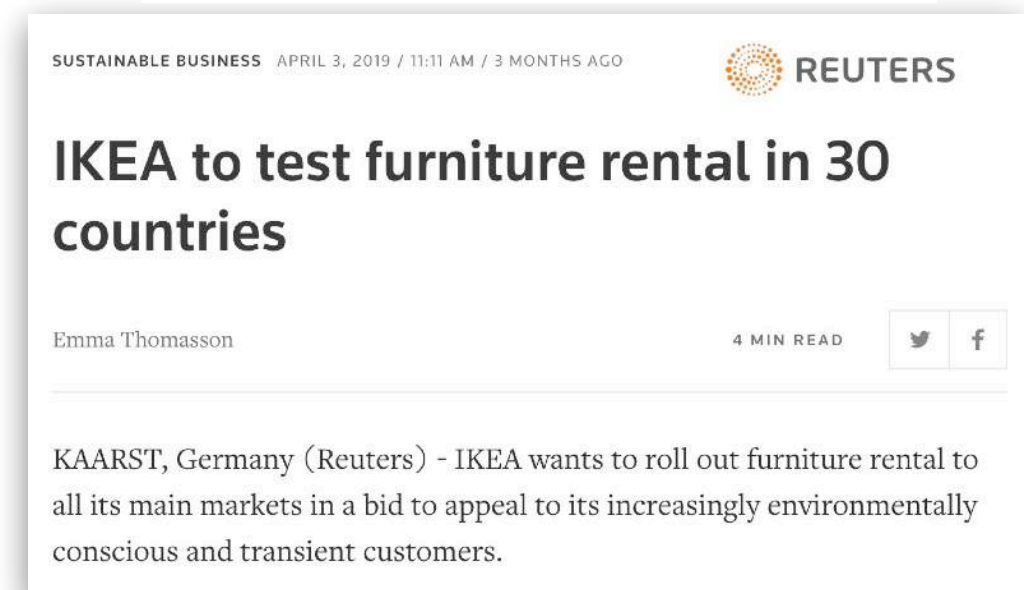
Use a car



Buy a Billy



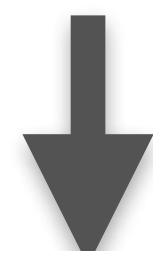
Furniture subs





**PEAK-STUFF
ECONOMY AS THE
FUTURE OF GROWTH**

Buy a machine



Wash-as-a-service



Buy groceries



Food box





**UNLESS YOU ARE
JUST WAITING TO
BOUNCE BACK**

**WE WILL HAVE TO
LEARN HOW TO
BOUNCE FORWARD**

What we discuss here is **not the truth**.
They are **not even trends**.
They are **merely possibilities** for the future.



We can **make** our own
Post-Corona Future!

THANK YOU!

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