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. It is time to 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.

Diego Isabel La Moneda
Founder of the NESI Global Forum

A journey towards 2030

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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.

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

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.

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

**Resilience**

WHAT IS OUR MINDSET?

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

**Policy**

How can regulations create real change?

**Awareness**

How do we create an economy that promotes harmony & value in people?

**Circular Economy**

Consciousness, information & leadership

**Food Policy**

SDGs

Horizon 1: The present

Horizon 2: Steps to 2030

Horizon 3: The future 2030
Incorporate a sense of responsibility for public spaces.

Prioritize bio construction including renewable use and production of sources, such as energy and water.

Generate intersection between different sectors through better use of research.

Introduce adequate tax incentives for companies that engage employees on alternative kinds of transportation.

Value local production through laws and regulation.

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.

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

Apply Creativity to Public Transport

Connect

Learning & Evolution

Free public transport
Zero Car City Center

Connect bicycle lanes

Greener Cities
Green roofs, trees in the streets

Government Accountability
Wellbeing
Economy

Transparency

Triple Bottom Line
Respect cultures, diversity, gender equality

Social Environmental + Economic Value

Horizon 1: The Present
Horizon 2: Steps to 2030
Horizon 3: The Future 2030

No Greenwashing
Yes Greenwashing
Yes Transportation via water & CNG buses

ADD
Social & Environment Index to measurements such as GDP

HUMAN
Centric Philosophy

No Corruption

ADD

STREETS PEOPLE

Biocconstruction
Buildings generating their own energy

Sharing Economy

Optimization

Land use

Rural Urban

SDG 15

SDG 3

SDG 9

SDG 11

SDG 12

Social Responsibility
Multidisciplinarity
Diversity Inclusion

Connecting for communication & education for urban development

Leslie Team Leadership

Humility

Participatory process

Engage citizens using creativity as a tool

Interdisciplinarity

to understand and plan

Urban areas

Horizon 1: The Present Horizon 2: Steps to 2030 Horizon 3: The Future 2030
SUSTAINABLE TEXTILES

03

Sustainable and fairly priced textiles are fashion(able)!

Textiles produced with ethical working conditions and fairly priced.

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

Fashion that embodies the beauty and care for our planet.

DRIVERS FOR THE TRANSITION

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.

Sustainable Textiles

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Sustainable Textiles

**Current Textile Market**
- Attractive to average consumers
- Therefore NOT easy to change
- Low prices, high variety, quality

**Priorities for Change**
- Natural materials
- Innovative character of the sector
- Worldwide manufacturing

**Constraints for Change**
- Great number of externalities
- Environmental use of chemicals, contamination
- Social labor market

**Enablers**
- International regulations
- Certified sustainable quality
- Education awareness raising

**R&D**
- Is a promising field of action
- 3D printing
- New low impact materials

**Priorities for 2019**
- Full circularity
- Full transparency of the value chain
- Just working conditions
- Just consumer awareness

**Early Inspirations**
- Start-ups
- Slow fashion, innovative

**Strategic Principles**
- Recycling
- Repair
- Reusing
- 2nd hand
- Leasing
- Sharing

**Information & Training**
- For schools, designers, shop assistants, consumers, and media labelling
- Legislation + Certification
- Need to raise quality standards
- Stakeholders
- Consumer behaviour

**Government Legislation**
- Industry reducing externalities
- Innovation
- Consumption

**Horizon 1: The Present**
- Ethical on principles of dignity
- Fairness, justice, circularity, transparency

**Horizon 2: Steps to 2030**
- How will they interact?

**Horizon 3: The Future 2030**
- SDG 12
- SDG 6
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.
- 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

We must preserve water and sanitation resources and guarantee universal access.
The Future of Energy & Resources

**Current System**
- No Future: Cost & energy rise, how energy is produced.
- 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**
- Horizon 2: Steps to 2030
- Horizon 3: The Future

**Consume**
- We need to need it

**What when if we need it**
- Local & renewable resources
- Tech & new perspectives
- Enable transition

**Strategies**
- Transparency is Key
  - Helped by citizens, companies, responsive to tech & social changes
- Prosumers share a local network
- Individualism lowers massive self-consumption
- Raising awareness

**100% Renewable Model**
- Energy transition = values transition

**Public network**
- Community
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

NESI FORUM 2019
The Future of Finances

Access

Access

Low cost
Easy access to office & human contact

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)

Investment

Horizon 2: Steps to 2030

The purpose of a bank is to serve society
Who determines the purpose?

In the future

Future of finances

Push education in finances
Alternative currencies & crypto currencies
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?

Investment

Horizon 3: The future 2030

Access

Public good based on people on the planet on the real economy

Bank

No tax haven
No banks too big to fail
No bailouts

Use blockchain technology as a tool for creating decentralized financial system

Redesign financial system

Banking as a servant of economy/society, not the master
Decentralized financial system

Investment

Create wealth tax

Legislation with the future of finance

Alignment

Transparency

Fintech: Digital payments to make transactions

Microfinance: Small loans to people that are in need

Aspirations

Inspirations

Principles

how to arrive to a 'real economy'?
Rethink jobs to express our full human potential and purpose at work.

The Future of Work

Drivers for the Transition

- Human-centered vision.
- Good technology to enhance more humane jobs and work environments.
- 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.
- Citizens
  - Lifelong learning
  - Rethink our work mindset to connect with our life purpose
- Businesses
  - Experiment with new forms of decision making, through open, horizontal and participatory processes.
  - Transparency as a change enabler inside the organization.

Retrack jobs to express our full human potential and purpose at work.
The Future of Work

We need to change profit as the only value and include accountability measures.

Enablers for change:
- Future is already here: Best practices, examples, new generation, evolutionary drives, social networks, identity, relationships, horizontal, transparency, people-oriented, community
- Human-centred vision, from vertical, competition, horizontal, collaboration
- Vertical, competition, horizontal, collaboration
- SDGs

Develop a new success & qualitative & quantitative success of new measurements for accountability

Power dynamics: Men in prominent positions; hierarchies as a constraint. Power shift from system-based on capital to collaboration-based one.

Personal purpose → key contribution

More centered in people, less on profit.

Two horizons:
1. The Present
2. The steps to 2030

Horizon 3: The Future 2030

Empower workers in the core
- Multidimensional
- Power structure & decision making
- Workers participation autonomy & self-management
- SDGs 5, 8, 9, 10

Change for full potential, meaningful, joy, life purpose.
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**.

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**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.

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**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.

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**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.

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**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!
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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Women’s empowerment
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Doha Smile
Henry Leveson-Gower
Lisa Hough-Stewart
Maria Jose Perez Dorao
Marta Perez Doreo
Alliance building
Katherine Trebeck
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