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دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES



المجلس العالمي
WORLD MAJLIS

WORLD MAJLIS INSIGHTS FROM TOLERANCE AND INCLUSIVITY WEEK

14th TO 18th NOVEMBER 2021

What if our values had
a broader perspective?





Download the report or watch the full World Majlis session at:
virtualexpodubai.com/about-history/detail/world-majlis

This document has been prepared by the World Majlis team for Expo 2020.
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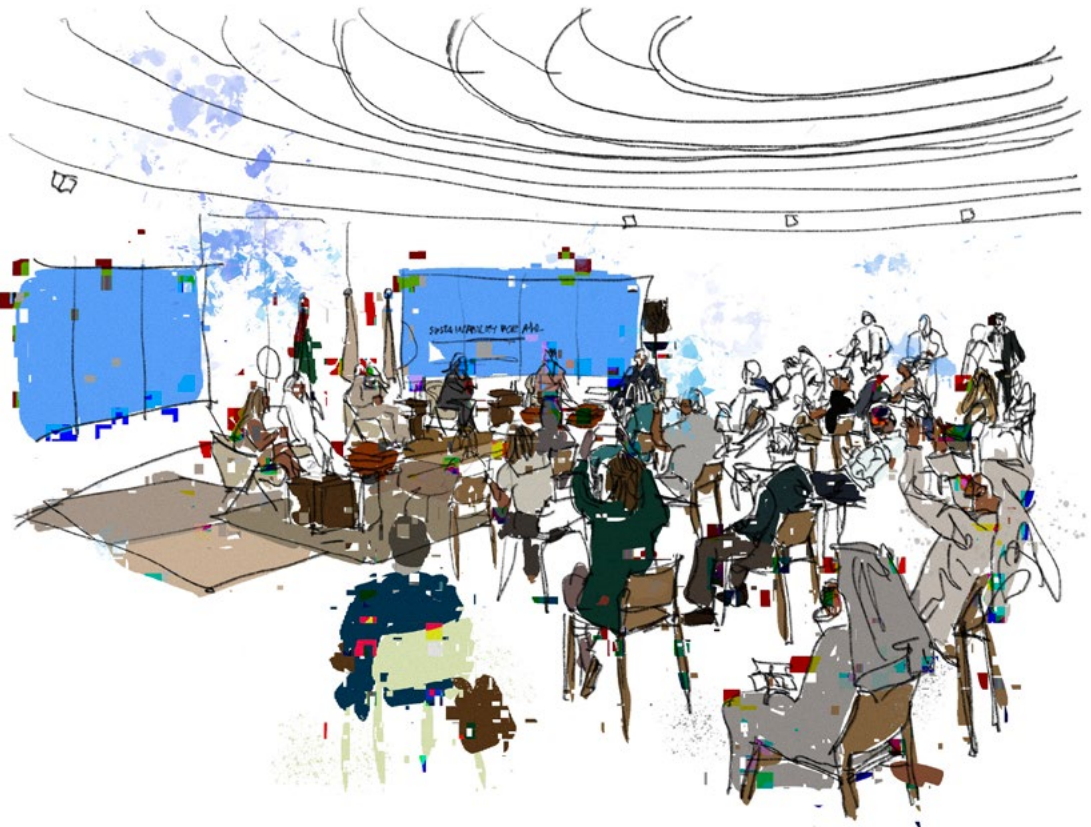
Listening to the public voice to shape a new language

Embedding diversity to shape new paradigms

Deeply rooted in the traditions of the UAE, the majlis is one of the cornerstones of Emirati society, a space that welcomes friends and strangers to share news and ideas.

The Expo 2020 Dubai World Majlis is an inclusive, open and informal conversation space, physical and digital; one that brings together diverse voices from all over the world to reflect on complex challenges for the well-being of people and planet.

WELCOME



Between the 14th and 18th November 2021, Expo 2020 hosted five World Majlis to explore the theme of Tolerance & Inclusivity through the lenses of business, art, digital innovation, youth and women's issues.

1 Art for Good

Using Art to Make our Planet a Better Place

Co-Curated with Italy

Can we engage art as a powerful ally in promoting tolerance, understanding and meaningful dialogue towards action for a better future?

2 Business of Compassion

The Value(s) of our Economy

in collaboration with Slovenia

How can we improve our business models and economic systems to meet the needs of people within the means of our planet?

3 Bridging the Divide

Bringing Bold Change with Wisdom

in collaboration with the Expo School Programme

Can current and future generations from diverse cultures building an equitable future together?

4 Digital Brain, Digital Morality

Ensuring Empathetic and Unbiased AI

How can we leverage technologies such as AI help us create fair, empathetic, and inclusive societies?

5 Making Peace

Tolerance and Inclusivity for Women's Rights and Empowerment

In collaboration with the United Arab Emirates Ministry of Tolerance and Coexistence

How can we include women's voices, expertise, rights, and leadership to build holistic communities in conflict and fragile contexts?



PARTICIPANTS

Art for Good

Using Art to Make our Planet a Better Place

In collaboration with Italy



Italy Pavilion

14th November 2021

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Business of Compassion

The value(s) of our economy



Terra – The Sustainability Pavilion

16th November 2021

HH Tunku Zain Al-'Abidin
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Democracy and Economic Affairs
(IDEAS), Malaysia

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Diwigdi Valiente
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Ministry of Tourism, Panama

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PARTICIPANTS

Bridging the Divide

Next Gen Majlis:
Bringing Bold Change with Wisdom

In collaboration with the Expo Schools Programme



Terra – The Sustainability Pavilion

18th November 2021

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Dubai

Sarah Mohamed Qasim
Zayed University, Abu Dhabi

Saivee Sunil
Gems Modern Academy,
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Mariam Abdul Darwish
Liwa International School,
Abu Dhabi

Hassan Raja
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University, UK

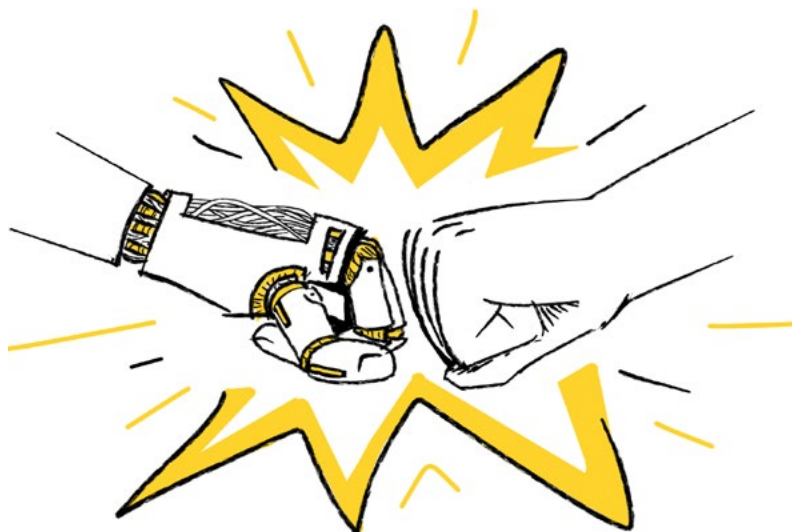
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Futurist, Edtech Advisor,
Educational Consultant

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Dubai



Digital Brain, Digital Morality

Ensuring Empathetic and Unbiased AI



Terra – The Sustainability Pavilion

18th November 2021

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Making Peace

Women's World Majlis:
Tolerance and Inclusivity for Women's Rights and Empowerment

In collaboration with the United Arab Emirates Ministry of Tolerance and Coexistence



UNITED ARAB EMIRATES
MINISTRY OF TOLERANCE & COEXISTENCE



الإمارات العربية المتحدة
وزارة التسامح والتعايش

Women's Pavilion
17th November 2021

HE Sheikh Nahayan Mubarak
Al Nahayan
Cabinet Member and Minister
of Tolerance and Coexistence

Peter Mauer
President, International Committee
of the Red Cross, Switzerland

Nadine Labaki
Filmmaker, Lebanon

Dr Azza Karam
Secretary General of Religions
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HE Maqsood Kruse
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businesswoman, politician,
presenter and singer, UK

Aya Burweila
Founder and Head of Operations,
"Code on the Road", Greece

Benita Diop
Special Envoy of the Chairperson
of the African Union Commission
on Women, Peace and Security,
Senegal

Rada Akbar
Artist and Freelance Photographer,
Afghanistan

SUGGESTED ACTIONS AND INITIATIVES

BAKING INCLUSIVITY INTO SYSTEMS AND CULTURE

For Government

Design policies and systems to encourage diversity and integration of marginalised groups in decision-making processes [p23, 25, 27]

Mobilize indigenous and other forms of traditional knowledge to protect against social and ecological vulnerabilities and shape communities in balance with their environments [p17, 22]

Create legal frameworks that foster inclusion taking into account protecting the rights of minorities groups in physical and technological contexts [p41, 53]

MAKING MARKETS INCLUSIVE AND ETHICAL

Collaborate with private sector to take mission-oriented approaches to develop markets that are inclusive, socially and environmentally responsible [p23, 61]

Collaborate with the digital industry to create a set of principles towards ethical, human-centric technologies that are reviewed regularly to keep pace with changes in the industry [p49, 50]

For Cultural Sector

FOSTERING EMPATHY THROUGH ART

Nurture art in public spaces and educational settings as important means of sharing identity and bridging cultural divides [p23, 33, 38]

CREATING INCLUSIVE BUSINESS MODELS AND NEW METRICS

For Businesses

Create new, inclusive business models that do well by doing good and businesses that provide services to underserved markets [p62, 63, 65, 66]

Embed goals for equity, inclusivity and sustainability into business models from the outset, not as an afterthought [p59, 63, 64]

Identify appropriate metrics to track new business approaches including social and environmental inclusivity—this may include methods like ESG reporting, different forms of qualitative analysis, sentiment analysis and geolocation [p63]

DIGITAL INCLUSIVITY

Design meaningful approaches to technical, governance and market solutions to enhance trust among digital service providers [p45, 57]

Ensure diversity in technical teams—including people of different cultural backgrounds, cognitive and values perspectives to reduce bias [p47]

Keep humans-in-the-loop in all technological processes to ensure that technologies have a human mediator and are not purely driven by machine learning processes [p48, 49]

For Educators

INCUBATE INCLUSIVE CITIZENS

Develop approaches and curricula that teach students to engage with difference in positive ways and be comfortable with inclusive, pluralist perspectives [p27]

Encourage art as a powerful vehicle to teach humanist perspectives and values [p33, 34]

Connecting the ideas from **43** thought leaders from **17** countries has sparked new lines of inquiry for future conversations and research.

FUTURE INQUIRIES

How do we ensure that multiple perspectives from diverse people are present at the table?

How do we learn to be comfortable with perspectives we don't agree with, but can still move forward towards common objectives?

How do we mobilize around values that promote inclusivity rather than polarisation?

How do we take a systems thinking, mission-driven approach to ensuring pluralism in social, economic and technological realms?

Can art make us more empathetic to diverse perspectives?

How can close observation of art—and the world around us—open pathways for collaborative dialogue and transformation?

How can art help us see the invisible to build more inclusive societies?

Is there a need for a separate digital ethics that is different from ethics as a whole?

How do we ensure that humans-in-the-loop lead to systems that are more robust, responsible, transparent?

How do we ensure that training data is free from errors and human biases?

How do we create new forms of governance to regulate our algorithms?

How can our legal frameworks keep up with the speed at which technology is developed and adopted?

How can we use the journey of creating ethical AI to make us more inclusive as a society in general?

Can we build algorithms to foster inclusion?

How do we cultivate businesses with a social mindset?

Do values-based businesses hold the key to unlocking productivity?

How do we shape an economy where those creating the value also have a stake in it?

How can we improve the design of our companies, institutions and economic systems to meet the needs of people within the means of our planet?

How can we plan for the future that is happening so fast, it's almost in the past?

How do we measure value in ways that go beyond GDP, profit, stock market returns to track human and planetary well-being?

Can we really use yesterday's language and frameworks to shape a more inclusive future or do we need paradigms and ways of thinking?

Context

What if our values had a broader perspective?

Global mobility and connectivity have created unprecedented encounters between people and unlocked new opportunities for interaction. Yet connectivity can also be divisive, exposing and intensifying fault lines that polarise us. Communication and social media technologies risk homogenizing us, isolating us within our echo chambers, and narrowing our worldviews. The World Majlis during Tolerance and Inclusivity week at Expo 2020 asked how we can broaden our perspectives, listen to diverse voices, and reimagine our world to address humanity's toughest challenges.

"My hope is that we experience a cognitive revolution that gives us a new way to think, that draws on indigenous knowledge and wisdom to give people across the world a way to look at what's going on in the spaces in between."

Craig Richie

A river in the human family

In 2017, indigenous perspectives, values and philosophy converged with legislation that granted the Whanganui River the status of a legal person. This was achieved through ongoing dialogue between Māori leaders—including Gerrard Albert who joined a World Majlis in Climate Week—and the New Zealand parliament. In addition to personhood, the river was recognised as an indivisible and living being in alignment with the Māori worldview that the river is an ancestor (Te Awa Tupua) and cannot be owned.

This landmark achievement repositions our relationship to our environment and provides us with a powerful, inclusive approach to protecting ecosystems. Beyond this, the success of Te Awa Tupua is a compelling story highlighting our interdependence with one another and with the natural world. It demonstrates how diverse perspectives can generate solutions for complex challenges, paving the way for local knowledge to have global impact.



Connectivity makes the world smaller but also polarises us

Today, mobility, connectivity, and migration are creating the conditions for unprecedented encounters between people across geographies, cultures, and perspectives. Our digital world holds the promise for creating more equitable societies with greater opportunities such as delivering quality education, health and income generation services.

Connectivity, however, has yet to fully deliver on its promise. For one, billions of people around the globe lack access to digital infrastructure. Any discussion of a digital transformation cannot escape the question of how the billions who currently lack access to digital systems can benefit from emerging technologies. For those who are digitally connected, communication and social media technologies risk creating flashpoints of friction and intolerance. By designing systems that are more inclusive, transparent, and equitable, we can better leverage the benefits of emerging technologies.

Asking pressing questions to reimagine the world

Today's global challenges call on us to apply our collective intelligence and imagination—to reframe inclusion, collaboration, and sharing. How do we mobilize around values that promote inclusivity rather than polarisation in our economic systems and governance models? How do we keep diversity at the heart of our mission? How do we leverage emerging technologies to strengthen our systems and make them more inclusive, transparent, and equitable?

Expo2020 Dubai, with its theme of “Connecting Minds, Creating the Future” brings together over

**“connecting
minds, creating
the future.”**

200 countries and other stakeholders to reflect on our common humanity towards addressing some of the greatest challenges of our times.

Between 14th and 18th November 2021, Expo 2020 hosted five World Majlis to explore the theme of Tolerance & Inclusivity through the lenses of business, art, digital innovation, youth and women's issues. The participants were 40 thought leaders from 20 countries who explored new lines of inquiry to leverage the power of diversity for an equitable and sustainable future.

“If we take care of the people taking care of nature, and if we try to understand how these people have been able to live for centuries and adapt and change and create new resources, if we give space for them to share their knowledge with us, if we take the time to understand and not just take advantage of us, I’m pretty sure that we will be able to tackle a lot of problems that lack connection with nature. It’s not something that we cannot solve.”

– Diwigdi Valiente

Thinking differently about inclusivity

Diversity is an asset not a liability. We have the possibility and the means to ensure wide-based participation in building the foundations of a more inclusive society, and leverage that inclusivity to build a future that is equitable, resilient, and where no one is left behind.

Bake inclusivity into our systems

Inclusivity is more than just inviting many voices to the table. It is about exploring individual commitments, giving power to diverse perspectives, and creating spaces for more people to participate in the central issues of our times. In order to be sustainable, inclusivity can be 'baked into' our systems of participation including our institutions, businesses, education and governance.

Technology does not have to divide

Technologies such as artificial intelligence (AI) and machine learning can reflect our prejudices back at us, placing marginalised groups at further risk if systems are not designed with diversity in mind from the get-go. Diverse teams, humans-in-the-loop and standards for algorithms can mitigate bias. A popular misconception is that we lose human agency as technologies become more complex. Claiming our agency and getting in front of the technology enables us to shape it with human values, ethics and inclusivity.



Inclusivity creates new value and opportunities

More and more companies are providing commercially viable products and services to markets at the fringes of the economy. Examples include access to health care, financial services, communications and clean energy for the bottom of the pyramid. Businesses in this space of doing social good are finding that this creates new value. It turns out that being inclusive and doing good makes great business sense.

Art brings people together

Art brings us together to celebrate our differences. As a form of human creativity, art is able to get at the essence of who we are, opening spaces for reflection and empathy. It connects individuals and communities, enabling us to see through the lens of other people's perspectives. By inviting us to visualise our humanity, art sparks new ways of thinking, builds bridges across cultures and gives us insights into our human condition.

New ways of knowing

As the world encounters increasing diversity, new paradigms are needed for business, ethics, law, and other disciplines to shape the issues of our times. Diversity in this emerging context compels us to domesticate new ways of thinking, expressing, and refining concepts for greater inclusivity and impact. Moving forward, we can create a new prose, new ways to articulate pluralism and the challenges we face together. New approaches should embed indigenous epistemologies and other forms of knowledge—diverse philosophies about nature and human nature into contemporary frameworks articulating holistic worldviews for intercultural understanding and embracing environmental stewardship.



SECTION 1: COMFORT WITH DIVERSITY

This section of the report explores more how we embed values that recognize our diversity, foster comfort with diverse perspectives, and ensure different voices are brought to the table.

Embedding multiple perspectives to ensure a voice for everyone

At the heart of inclusivity is the ability to actively engage with diverse perspectives regardless of who we are, where we have come from, or what we believe in. Inclusivity means more individuals in a society can participate fully in the economic, social, political and cultural life of a community or nation, ensuring that diverse voices are woven into the fabric of society. Today's challenges call on us to recognize our interdependence and pluralism, to leverage diversity for a more equitable and sustainable world.

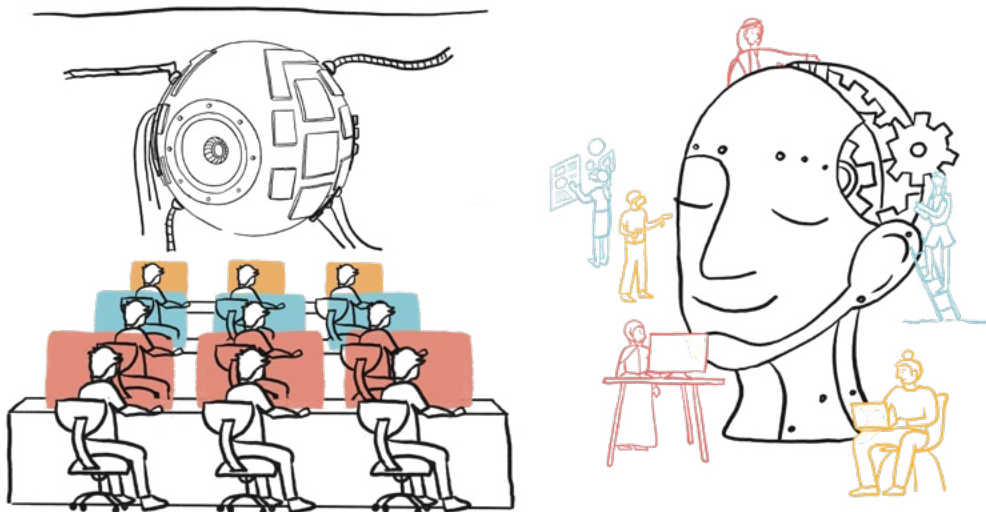
Positionality and diversity

More than ever before, as a global community, we are witnessing the interdependence of people and systems. As we experience challenges such as climate change, insecurity around migration and integration, economic volatility, and unequal distribution of resources, we become acutely aware of how the systems in which we live are inextricably linked.

At the same time, we recognize that we are inherently diverse in the ways we are affected by challenges we face and the ways in which we respond to them. Individuals and communities bring different solutions to the table, drawing from a variety of sources for inspiration, creativity and wisdom to solve complex problems.

“The challenge of inclusivity is ensuring that people have the capacity and skills to be comfortable with diversity. Listening to and engaging with a polyphony of voices is not always easy, but empowers us to arrive at better, more sustainable, more innovative solutions.”

One way to become more attuned to diversity and pluralism is through the idea of positionality—the social, cultural and economic context which creates our identity in terms of race, class, gender and status. Positionality leads different individuals and communities to experience the world differently, and therefore express different concerns and aspirations. Recognising that positionality is at the core of diversity is vital to understanding different perspectives and voices in the room.



The “hardware” and “software” of pluralism

Our vision for a robust future relies on our recognition of our interdependence and on our commitment to pluralism. This calls for reimagining our social and economic models and rebuilding them with pluralism in mind. One mechanism for ensuring greater inclusivity is to embed it within our institutions, processes, and policies (“hardware”) and within our cultures and mindset (“software”). By establishing the “hardware and software” of pluralism, we ensure that diversity becomes a strength throughout our societies.

A mission-oriented approach to inclusivity can ensure that institutions, policies, regulatory measures and metrics are designed to champion our goals of pluralism across the board in a coordinated way. Mission-oriented approaches can open avenues for businesses, government, academia and NGOs to collaborate and draw on best practices to design roadmaps that move us towards greater inclusivity.

“I would like to start by saying that if we walk throughout the history of humankind, we learned that most prosperous societies were the ones that women were actively included in all aspects of the society. We also learned that women have been playing major roles and changing and developing societies. Yet despite this fact, time and time again, societies fight against women’s inclusion in the places where decisions are being made and prevent women from gaining equal status in society.”

– Rada Akbar



**Women's World Majlis:
Tolerance and Inclusivity for Women's
Rights and Empowerment**

"We have seen that professional networks of women are powerful movers and shakers in the midst of fragile contexts and difficult situations of violence with which we are confronted. We need to bring the wisdom of women frontline negotiators and we can only do it when we design programs which capacity to train and highlight skills, which may be there but may be dormant and may have to be integrated in our work. So these are just a couple of reflections why this is so important in fragile contexts to get out of the stereotypes and basically to build a society and an inclusive society when it is most difficult to build it. You can't expect societies to be inclusive if during conflict through the way you work and through the way you engage in conflict, you enhance the divisions and you deepen the divisions in societies. So it has to start when it is most difficult, when societies are divided, when the most obvious is not obvious."

Peter Maurer

"At the end of the day those who bear the brunt are the women. And I call them the heroines in our continent because those are the one who can build the bridge when we are talking about tolerance and coexistence. What I've seen in Liberia, Sierra Leone or Guinea is the Mano River women. All belong to different backgrounds, different political parties, different ethnic groups. But when the country is torn apart, the women come together and discuss a common agenda because at the end of the day, the impact of the conflict, the impact of the war is more on them than any others."

Bineta Diop

How can we ensure that women's roles in fragile contexts go beyond ending conflict to developing sustainable, inclusive and peaceful societies?

EMBEDDING MULTIPLE PERSPECTIVES
TO ENSURE A VOICE FOR EVERYONE

EMBEDDING MULTIPLE PERSPECTIVES
TO ENSURE A VOICE FOR EVERYONE





HARDWARE AND SOFTWARE OF PLURALISM

Successful inclusivity requires both “hardware” and “software”. The hardware are institutions—such as laws, institutions, schools and the media—that define the legal and public spaces where members of a society participate. The software are “cultural habits” or “public mindset”, such as conceptions of national identity and historic narratives. These habits and mindsets shape our perceptions of who belongs and who contributes, and influence how we interact on an everyday basis with others. Both dimensions are critical and interdependent.

—Inspired by the Global Centre for Pluralism, Ottawa / Will Kymlicka, Queen’s University, Ontario

EMBEDDING MULTIPLE PERSPECTIVES
TO ENSURE A VOICE FOR EVERYONE

Best practice

Institutionalizing Coexistence as a fundamental societal value

In 2016 the UAE became the first country in the world to have established a Ministry of Tolerance and Coexistence in recognition of the principles of tolerance, coexistence, moderation and respect for others. His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Ruler of Dubai, charged the ministry with undertaking the mission of locally and regionally institutionalizing tolerance as a fundamental value in the society. Tolerance is a deep-rooted value in the Emirati tradition, and it echoes the wisdom and legacy of His Highness Sheikh Zayed, Founder of the Nation. Today, the UAE has over 200 nationalities coexisting within its borders.

Emerging questions for future conversations

How do we ensure that multiple perspectives from diverse people are present at the table?

How do we learn to be comfortable with perspectives we don't agree with, but can still move forward towards common objectives?

How do we mobilize around values that promote inclusivity rather than polarisation?

How do we take a systems thinking, mission-driven approach to ensuring pluralism in social, economic and technological realms?

EMBEDDING MULTIPLE PERSPECTIVES
TO ENSURE A VOICE FOR EVERYONE

Art as a driver of inclusivity

Artists not only express their individual positionality and identities, but by inviting others into the creative process, inclusive engagement can lead to new meanings and new ways of thinking. Art can change our conversations around ownership, weave diversity into communities, revitalize and strengthen businesses, and transform the way we look at our world.

Seeing the invisible through art

The arts help us perceive or indeed re-perceive the changes in the world around us, and interrogate our feelings about those changes. They help us give voice to who we are, who we want to be, and how we relate to each other.

By inviting us to perceive things from different vantages, art opens meaningful conversations to engage authentically with others around us. In communities, businesses, or other settings, art enhances our powers of observation to look beyond the physical, to catch the periphery, to see the invisible, and to envision the future.

Art weaves communities together for greater social cohesion

In June 2019, eL Seed, a Dubai-based artist, visited a refugee camp in Lebanon and met a group of women artisans preserving the old art of Palestinian embroidery. His idea was to paint a few murals all around the camp and then ask the women to reproduce them into their works, to later sell them, opening a conversation between the artist and the community.

As the women reproduced the murals in their interpretations, they took ownership of the art and integrated their identity into it. With every stitch, the ownership of the art was distributed throughout the community, beyond the artist.

“I always see the same process. You come, you propose to people to create a piece of art. Most of the time people are not grateful, first they're surprised. Because they don't see in them what is interesting, what would be worth a big installation, because this is the kind of work that I do. Through the work you make amazing relationships...but beyond that because most of my work is ephemeral, it's bringing attention to an issue that is important to me. I use this piece of art as a pretext to create social change right after. This is how I use art for me to make the world a better place.”

– eL Seed

The Heritage Conservation project in Palmyra, Syria revitalizes spaces by bringing people in the refugee communities together through art and then building relationships as a process of exploration and change. Art can help bridge the gap between religions and cultures; it can link tangible and intangible heritage. This is the case with the embroidery project that is helping Syrian refugees keep the spirit of the destroyed Palmyra Temple alive, in a way that they can see, and feel and touch. By using motifs and images that come from a heritage that does not exist anymore, they kept their cultural memories alive for the next generation.

"As humans we have our story and I believe that the best way to deliver, is to be honest, to your story in the field of art."

H.E. Sheikha Hala bint
Mohammed Al-Khalifa

Art strengthens entrepreneurship and businesses

To remain relevant and successful in times of change and uncertainty, companies need to perceive opportunities around them. Art can inspire visualisation and thinking strategies that enable business leaders to see more and widen their fields of view.

Art shifts our conventional perspective of the world. By simulating divergent and convergent thinking, and pushing our cognition into new realms, art empowers us to arrive at novel solutions to persistent problems. A painting or a photograph engages with our thought processes to trigger multiple interpretations, possibilities, and vistas. Close observation of art—and the world around us—encourages mindfulness and opens pathways for collaborative and creative dialogue.

"The art is the transformation."

Kirsha Kaechele

At times of uncertainty, the ability to discern what exists is just as important as what is invisible and unknown. Enabling new methodologies and processes, art can help businesses break through barriers to succeed in unpredictable environments. Using art, businesses can better reconnect with the communities they serve, spark innovation, and develop products and services that are fundamentally better and inclusive.

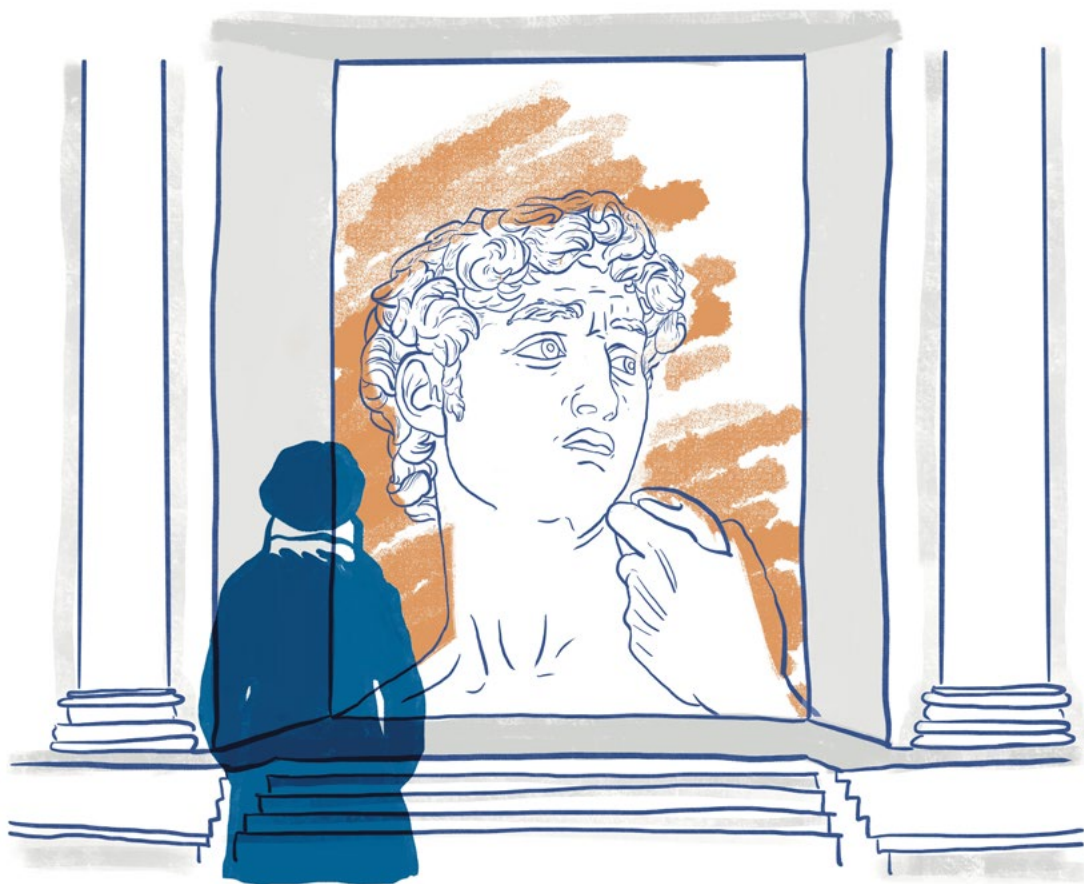
Digital technologies prompt questions about art's ownership

In 1935, Walter Benjamin explored the ramifications of technology and our ability to mechanically reproduce art. He proposed that reproductions altered the authenticity of art, and relocated it in time, space, and culture. Technology substituted a plurality of copies for a unique existence, stripping the art of its aura—its unique context and permanence—to transform it into something transitory and displaced.



Today, technologies like digital reproduction, virtual reality, social media, and nonfungible tokens (NFTs) are also transforming our notions of ownership, authenticity, and place of art and human creativity. Emerging technologies will bring about paradigm shifts in how we economically evaluate and value goods —how we localize or distribute ownership and how, or if, we commodify art. In a world that is increasingly diverse, trends in digitisation might indeed change how we commodify our creativity and build a shared sense of ownership and meaning.

Digital versions of historical artworks, including by Michelangelo, have been sold as NFTs in the last year. This provokes questions about what should be done with the high-resolution digital version of David used to create the replica at Expo 2020: who owns it? Would it be appropriate to sell as an NFT in order to raise funds for more cultural heritage projects?



ART AS SOFT POWER

The Italian Pavilion at Expo 2020 Dubai showcases how beauty connects people. Creativity comes from different places and disciplines in an unprecedented journey through the Italy of beauty, touching on the country's extraordinary past, present and future.

The pavilion is an excellent example of art as soft power to bridge cultural worlds and people. At the same time, its centrepiece—Michelangelo's masterpiece, David—stands at the heart of the pavilion, shifting our traditional, conventional perspective of the sculpture.

“Cultural heritage is the bridge between generations, so we inherited it from the past and the through it we project our values and our identities into the future, so this will be our work, and our duty for the future.”

– Grazia Tucci

“Joseph Nye a political scientist, in the nineties invented the expression ‘soft power’. We can apply this concept to art. It applies to the development of education, respect for individual and collective rights, and favouring freedom of expression.”

– Grazia Tucci

Best practice

Transforming business practices through art

Dr Shoji Shiba has helped some of the world's biggest companies and governments — Toyota, India — turn their way of doing business around and come back stronger than ever using art. So how did the business theorist and Professor Emeritus of Japan's University of Tsukuba create his ground-breaking management theories and get businesses to transform themselves? He did this by using art works to reflect on deeper meaning. Several pivotal works prompted this inner reckoning. For instance, he realized that Edouard Manet's 1873 painting *The Railway* – with its steel fence and clouds of steam – is only superficially about a woman and child, but tells a deeper story about the modernisation movement happening at the time. In this way he uses art to get companies unlock deeper levels of meaning within the company and build empathy to transform their business practices.

“Because I was working with statistics, I was dealing with numbers, figures, 1+1,” he said. “But now, once I see images, the images have many, many answers. And all the answers are right. And I realized my mindset was too narrow. I had to transform...Now, this is my transformation, it all comes from art. I appreciate the greatness of art, this is why you should study art, why you have a story.”

– Shoji Shiba

Emerging questions for future conversations

Can art make us more empathetic to diverse perspectives?

How can close observation of art—and the world around us—open pathways for collaborative dialogue and transformation?

How can art help us see the invisible to build more inclusive societies?

SECTION 2: THE DIGITAL REALM

This section of the report delves into inclusion in the digital realm. While technology brings immense benefits to humanity, we continue to face the challenges of the digital divide and grapple with inclusivity, equitable representation and bias in our technologies.

Algorithms for human values and ethics

Digital technologies can play an important role in addressing key challenges in health, education and social inequity. To align social values of equity and inclusivity with market forces calls for collaborations with government and digital companies to build technology responsibly. It also calls for establishing industry standards to address issues of data privacy, ethics and ensure trust among users. Any discussion of an inclusivity must address the digital divide within the global digital ecosystem, towards shared prosperity.

Is artificial intelligence really intelligent?

Artificial intelligence (AI) has made great advances in recent years including a wide variety of fields from gaming, to facial recognition, speech recognition and image classification to automation for driverless vehicles, to genomics and the next generation of medicines. A common fallacy is that AI is analogous to human intelligence. The claim that AI is akin to human intelligence is more marketing hype than reality. Despite increasing sophistication, powerful AI algorithms such as Deep Blue and more recently AlphaGo Zero that learned to beat human experts at chess, shogi and Go, AI digital neural networks do not function in the same way as neurological networks in the human brain. While these some of these systems have gone beyond human capacity to understand, machine learning is based on the brute mechanics of algorithms—a set of instructions—that call for vast amounts of human input, data and training to come up with ‘decisions.’

Powerful AI such as Deep Blue and more recently AlphagoZero represent major milestones in artificial intelligence that is able to beat humans at games like chess, shogi and Go

Companies and organizations are increasingly leveraging AI to make decisions using large data sets and algorithms. Today, everything from online feedback forms to decisions about who gets a loan, who gets shortlisted for a job, who gets into university may be using AI. As algorithms become more complex, decisions made by machines become increasingly high stakes and have greater impact on people's lives. The importance of ethics and transparency in this context is germane.

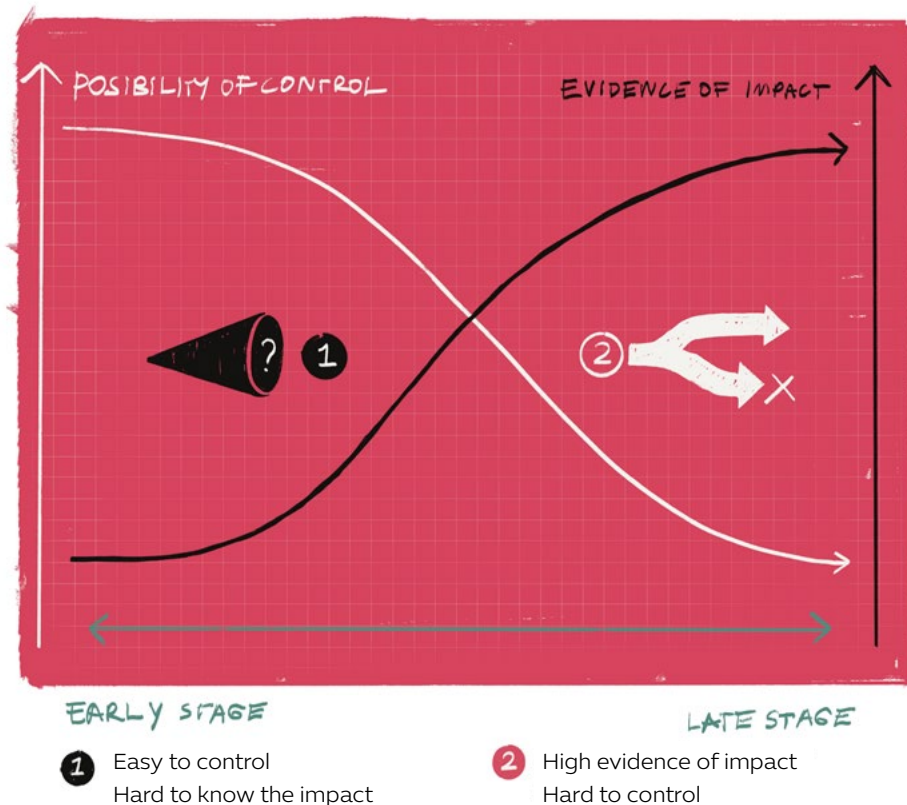
“When computers came out very few people realized how pervasive they would be. We saw that with the development of the internet with simple things. I don't know how many have seen the Social Dilemma [film]. And the guy said when I developed the like button, I had no idea that some people would be upset about it, that it would lead to mental health issues. And that is one of the big problems we have in developing tech. We don't see the impact often we come up with a good idea. But then actually in the long run, it will have impacts that nobody foresaw.”

– Eva-Marie Muller-Stuler

Can our technologies have human values?

Although much of the conversation in this World Majlis focused on artificial intelligence, the insights generated by the discussion apply to a range of emerging technologies in general, including machine learning, social media apps, augmented reality technologies and the Internet of Things (IoT).

There is growing interest in the AI industry to create human-centred algorithms that build in human values and increase transparency. While more complex, expensive and time-intensive to create, it is increasingly vital for companies to invest in developing AI systems that overcome bias, are explainable to larger audiences, function transparently, and ultimately protect people's privacy. Ethical, inclusive technology cannot be done superficially simply for the optics to satisfy regulators. It must begin with good goals from the outset, with discussions that are inclusive and woven into the fabric of the wider society that it impacts.



**COLLINGRIDGE DILEMMA:
THE CHALLENGE OF CON-
TROLLING TECHNOLOGY**

When a technology is developed, we generally don't see the impact of it. This is explained by the Collingridge dilemma related to controlling technology: **1)** The impacts of a technology cannot be easily predicted until the technology is extensively developed and

widely used, and **2)** Control or change is difficult once the technology has become entrenched. So, when a technology is developed, we don't see what impact it has on society. But once we see the impact, it's already so engrained in society that it is exceedingly difficult to change.

“How do we deal with privacy or privacy data accumulated for what purpose in any world? And if I steal your identity in this world and I commit a crime in this world, what does that mean for the intersectionality of law and this whole Metaverse or this whole extended reality environment.”

Monique Morrow

“Collecting human-centred datasets involves addressing how data is collected and labelled. For instance, instead of having a third person to label data sets, can people self-identify their gender, ethnicity, and other identities so that data sets do not have mislabelled identities. Bigger questions of ethics of AI include how and why do we classify people? Do we have their consent and who owns the copyright to their information?”

Iva Gumnishka

Moving forward, emerging technologies will pose similar challenges. One such trend is the growth of extended reality, a range of immersive technologies that include augmented reality, virtual reality, and mixed reality, with yet more just around the corner. Such immersive technologies extend the reality we experience by either fusing our ‘real’ world with a digital one, or by creating a fully virtual experience. They enable users to be physically in one city while virtually having lunch in another, while buying a car in yet another location. Metaverse, which already enables some of these experiences, is expected to go mainstream within the next decade.

The code of ‘do no harm’ when designing emerging technologies may serve as a guiding principle, but does not prevent harm from happening in the long run. By not carefully designing our technological systems with human values and ethics in mind, we risk generating solutions that can go off the rails quickly and produce significantly more harm than good. Done right, technologies have the potential to generate greater inclusivity, trust, and engagement.

Do we need a separate digital ethics?

To address these pressing questions new ethical frameworks will have to be developed. One debate is whether there is a need to separate digital ethics from ethics as a whole. Some proponents argue for a separate ethics with its own new taxonomy and nomenclature because there are many new situations, new problems, and new skills that we have never encountered before.

A separate discipline can help us deal with the complexities of these new situations. Others argue that thinking about the ethics of AI and other technologies in an isolated, technical sense is fraught with risk because it removes it from the larger human, economic, and social ecosystem of which it is a part.

“I think we can get much closer to talking about the relationship between the process, the outcome and some conception of standards of justice and ethics, etc. Because I think if we don’t do that, then it’ll be essentially the question of, oh, here’s this AI we created for this goal that we don’t want you to know about. How can we do this in a way that is sort of fair enough, ethical enough for us to be able to tick the box and not get too much regulatory oversight? As opposed to what is the fundamental purpose of this system, or platform or company in the first place. So, I think bringing those kinds of questions into this conversation about AI is important. So, the big risk is with siloing the question of AI, in a very kind of technical sense. The more holistically we can think about it as a phenomenon, as a layer across all of these different dynamics organizationally, individually, is certainly as a place for designers to do things differently.”

James Williams

Humans-in-the-loop

Creating inclusive digital systems calls for diverse teams and ensuring human-in-the-loop. Humans as mediators in technology systems create avenues for humans and machines to cooperate to decrease, perhaps even eliminate bias. The concept of diversity should include cognitive diversity—diverse forms of knowledge. Teams of people that think very differently brings different perspectives on knowledge and enables us to build more inclusive, sustainable and trustworthy systems.

Safeguarding technologies against bias

One important mechanism for safeguarding technologies from becoming bubbles of bias and polarization is to maintain humans-in-the-loop. In AI, for instance, humans-in-the-loop can combine human and machine intelligence to maximize accuracy. Humans as mediators can improve machine learning, creating important avenues for humans and machines to cooperate to decrease, perhaps even eliminate bias, and improve transparency, with better outcomes. Integrating humans-in-the-loop enables human agency and values to be integrated into design and decision-making processes, generating more opportunities for systems to make greater positive impact.

At the same time, having humans-in-the-loop to design emerging technologies could also make systems more vulnerable to human biases and misperceptions. Human errors and prejudices can seep into machine learning as irrecoverable bias enters into training data. How do we ensure that humans-in-the-loop lead to systems that are more robust, responsible, transparent? How do we ensure that training data is free from errors and human biases? These are non-trivial questions with which companies have to contend. One approach to enhance trust and transparency for high-risk AI-driven systems is to have some kind of a human in the loop verifying the decisions taken, to assess whether they are fair or if there is any bias.

“At least, the human element that the EU is suggesting now is actually in the form of human operators. So, for all types of high-risk AI systems, they will have to have some kind of a human-in-the-loop verifying the decisions taken, whether they’re fair or whether there’s any bias. So, I think they hear there is a lot of potential to include human operators in the process of developing this AI and monitoring it.”

Iva Gumnishka



“How do we know that we’re not forcing data to tell a certain kind of narrative, our story about the way we think that the world should be? There’s there is risk of a moralistic fallacy in science to be aware of.”

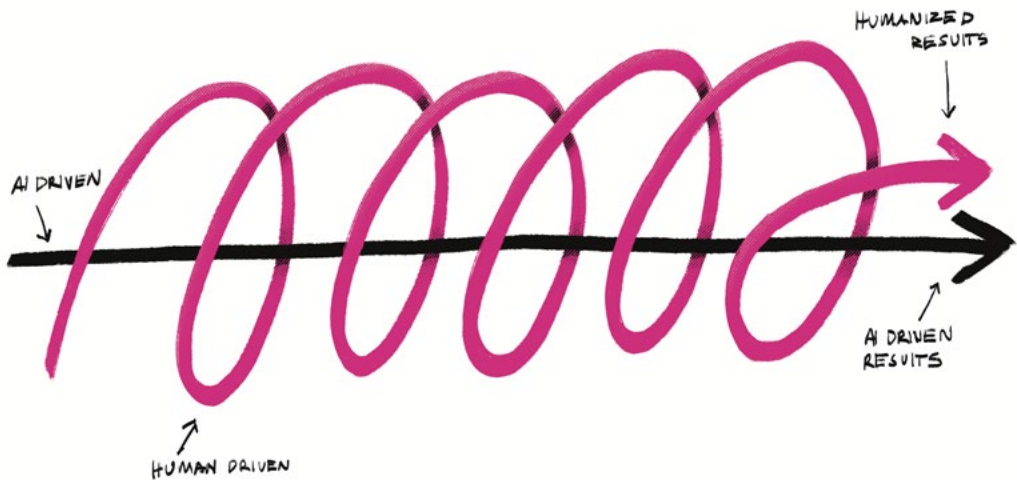
Avi Tuschman, Founder,
Pinpoint Predictive, US

“In the early days when AI solutions were built, we said we don’t use gender, race and religion as input data, and so we’re safe from being biased against them. But also, there’s a lot of proxy data that can be used and can. So, what type of food do you eat? Where do you live? Where do you shop? These kinds of biases might end up in your model, and the legislative side might say it has to be explainable. But then what are actually the measuring points? What are the KPIs that we have to perform against? That is something struggle with in translating it into practice.”

Eva-Marie Muller-Stuler

One way that digital companies are overcoming bias is to have diverse development teams be involved along the life-cycle of technology development from design, to implementation and post-launch. Companies are finding that it is not sufficient to have teams composed of a plethora of technical abilities. Rather, to design more robust solutions teams should also include people from a variety of disciplines with varied social and cultural perspectives, as well as different cognitive and values perspectives. The more diverse the teams, the less is the risk of building systems that are highly biased.

Humans-in-the-loop diagram



“...we’ve been talking about how do we even verify whether the system is performing correctly? Is it exhibiting biases? And this has to be achieved through constant monitoring and this again will increase the trust that we have in AI systems by having perhaps even a diverse committee of human operators that are monitoring your system and each one of them might be aware or might perceive the different biases that users might be exposed to. The human operators plus the actual user feedback could make AI systems much more human-centric and also trustworthy and just increase the trust.”

Iva Gumnishka

Best practice

A commons approach to ensuring diversity

Wikipedia is an interesting example which combines bots and AI and humans-in-the loop and cognitive diversity. In this model, people contribute to an entry, collaborating and following rules on verifiable information and produce an extraordinary body of knowledge. In doing so, its accuracy and authority transcend that of any one particular specialist. The rules are not perfect, but they can yield good results. This way of adjudicating the verifiability of knowledge is a system that works.

Emerging questions for future conversations

Is there a need for a separate digital ethics that is different from ethics as a whole?

How do we ensure that humans-in-the-loop lead to systems that are more robust, responsible, transparent?

How do we ensure that training data is free from errors and human biases?

Standards towards transparent technology

As the digital technology advances governments in collaboration with industry must build standards and regulatory frameworks to ensure that digital technology is built with inclusivity and human ethics in mind, and to guard against possible harms. Standards are an important tool for shaping the technology and ensuring trust in systems.

Legislating algorithms

Industry standards, such as legislative frameworks or guidelines could help in the transition to make artificial intelligence and other emerging technologies more responsible and inclusive. With adequate legislation, users can be made aware of the types of systems they are being subjected to.

Currently, legislation does not require companies to declare if and how AI is being used to evaluate data and inputs from users to generate decisions. It would be ideal to have standards—consensus, rules, guidelines, or definitions for ethical and transparent development—that could be applied universally in different contexts. Such standards would provide uniformity, worldwide acceptance, and greater understanding of the technology being developed.

The challenge of achieving global uniformity, however, is that different cultures and different countries have differing approaches to regulation. Instead, a set of principles could be developed that provides a common language that be adapted by companies and countries towards a common goal of a more ethical, human-centric technologies.

With established standards and terminology consistent across different sectors, it would be easier for companies to refer to these principles as a guiding framework, with different countries setting thresholds appropriate for their contexts.

STANDARDS TOWARDS TRANSPARENT TECHNOLOGY



“ Explainability is fundamentally important if people are going to be able to understand what’s happening to them. But there will be many aspects of AI that the majority of users will not understand. That’s analogous to us going to a doctor. If you go to the doctor, you probably won’t understand the medical diagnosis. But what you have is the certainty that that doctor was trained in a qualified establishment where there were standards around the training, and you trust the system that gave the person that medical qualification. So, I think that we need professionalisation of the data science community where people are trained to a certain given standard. ”

– Ray Eitel-Porter

Best practice

What's in the black box?

IBM is heading an initiative to make AI more explainable and therefore more trustable by human users. As our AI systems evolve and becomes more sophisticated, we are challenged to understand and go back over how the algorithm came to a result. This process is commonly referred to as a “black box” that is created directly from the data. And often, not even the engineers or data scientists who create the algorithm may be able to understand or explain what exactly is happening inside a black box or how it achieved a specific result. Explainable AI describes potential biases and expected impact, helping to shed light on a model's accuracy, fairness, transparency. Explainable AI is crucial for an organization in building trust and confidence when implementing AI models. Having explainable AI helps developers check that the system is working as expected. It might also be required for regulatory standards. And it can help users challenge an outcome of system.

Frameworks for Digital Justice

The World Economic Forum (WEF) is proposing a new policy framework for governance structures, Pathways to Digital Justice. The framework is led by the Global Future Council on Data Policy, in collaboration with the Global Future Council on Media, Entertainment and Sport and the Global Future Council on AI for Humanity. It puts in place guidance for judicial and regulatory systems to evolve to protect the rights of individuals, communities and ecosystems as our data norms and values continue to mature and data ethics are better defined.

Emerging questions for future conversations

How do we create new forms of governance to regulate our algorithms?

How can our legal frameworks keep up with the speed at which technology is developed and adopted?

How can we use the journey of creating ethical AI to make us more inclusive as a society in general?

Can we build algorithms to foster inclusion?

SECTION 3: LOOKING TO THE FUTURE

This section touches on the concept of how we embed human values into our businesses to create new paradigms for a more sustainable and equitable future. As we anticipate socio-economic, cultural, ecological and technological transformations fresh paradigms will inspire us to shape a new world.

Blurring the lines between compassion and profit

How can businesses incentivise inclusivity?

The dominant approach to doing business with its focus on profit and returns on investment (ROI) does not always incentivise inclusivity or promote principles of sustainable prosperity and positive impact on society. To place ethics and empathy at the heart of a business, can develop a social contract with society and align with values that encourage prosperity for people and planet.

To balance their pursuit of profits with compassion and empathy, businesses can reinvigorate their brand values with great human values, while fostering a culture that is inclusive and equitable, and that develops enriching relationships with society and the environment. A positive-impact approach can be reflected in the way companies, people and resources are valued, how ethical principles become embedded in the brand story, and how businesses strive for altruism, authenticity and transparency.



“I talk about return on empathy, not return on investment. And for me, ROE is about equitable shareholders of value creation. It’s about equitable return on investment. Plus positive social impact equals return on empathy. And you can, in many ways, code that narrative. And in the same way when you talk about shareholder value, if you just tilt back to say, let’s talk about holders of shared values and suddenly you broaden your corporate constituents and how you, as a company, can create positive impact through the value chain.”

– Gaurav Sinha, Founder & Chief Strategist

“When it comes to creating businesses that also are not harming the planet and doing something positive for it, one model is the indigenous approach to creating and maintaining relationships: to making a family of people. That requires taking the time to pause, have some silence, take the space to listen and peel back some of the Western-centric business approaches – the individualistic, the profit-driven – that have been so harmful in the past.”

– Dr Eva-Marie Muller-Stuler

“The way that our capitalist economies have grown, I see as being very individualistic and very focused on this concept of infinite growth. We know that is out of step with the boundaries of our planet, with the boundaries of our communities, and as a disabled woman as well, out of the boundaries of our bodies. We cannot continuously grow, grow, grow without consequence.”

– Kera Sherwood O'Regan

“Business always wants to quantify output, but working on relationships is difficult to measure. And in the old way of doing business, no one required a timesheet for a four-hour golf game or an hour sharing a coffee that might have only paid off months or years down the line. So much of what happens in the indigenous and disabled communities, in activism, inclusivity-oriented enterprise, just isn’t quantifiable in that way. So how to square these altruistic, relationship-oriented approaches to meet market imperatives, to be accountable to shareholders, and all the other metrics that business requires?”

– Kera Sherwood O’Regan

This calls for a fundamental shift in the way we think about the value chain—who is creating the value? Who is benefitting from it? Who is absorbing the risks? Incentives in such a system would reward corporations that embrace inclusivity and sustainability goals. Accordingly, metrics would need to be goal-oriented and focused on the long-term—rather than on short term returns on investment. At the same time, KPIs have to be transformed and threaded into new ways of doing business bringing more people into the room.

“Good human values make great business values.”
Gaurav Sinha

Measuring what counts

How can we find new ways of valuing beyond GDP, profit, stock market returns—the things which drive the most “value” in our economy?

New business paradigms for creating wealth more inclusively call for new frameworks and new ways of assigning and measuring value. Many of our current economic indicators were developed over 70 years ago. Yet our global economy has changed drastically since then. As our ideas about what constitutes economic success change, so too must our metrics to measure our perceptions of what we consider valuable.

New metrics would help us create an economy that is more inclusive and broad-based. They would also help us track our progress towards more value-based, compassionate growth in balance with humans and the environment. To plot a new path forward, we need new ways of measuring things beyond returns on investment (ROI) and Gross Domestic Product (GDP). Environment, Social and Governance (ESG) measurement are becoming increasingly mainstream. With rise in the interest in socio-economically responsible businesses, Environment, Social and Governance (ESG) frameworks and measurements are becoming increasingly mainstream, and are a step in the right direction.

Tracking results is important, but not every result can be quantified. This does not mean they cannot be captured—inclusivity, empowerment, and engagement may be better measured in ways using qualitative methods that can monitor our progress and impact on communities. When we measure positive impact for sustained outcomes, we track new kinds of value that propel growth, strengthen the environment and foster inclusive communities.

“In order to sustain long-term value creation, you need to have that embedded in the long-term business ethos, the vision and the business plan. And not just long-term, but short-term, cutting across all our businesses, all our investments, ESG factors and metrics are embedded in our evaluation process and are extremely important.”

– Tushar Singhvi

“Not everything that counts can be counted.”

– Tushar Singhvi

Best practice

Bringing fishermen into the global value chain

Crescent Industries invested in a company in India called FreshToHome, which is India's largest seafood and meat e-commerce platform in Cochin, India. Every day US\$70 million of fish used to be auctioned from three o'clock to six o'clock in the morning, in the most archaic way. The people making money? Not the fishermen living below the poverty level, existing on scraps. It was the middlemen. FreshToHome disrupted the process entirely: embedding value in the process for those fishermen not just through a front-end e-commerce platform, but through the entire procurement process, including the technology implemented to disintermediate the supply chain. Co-founder Shahn Kadavil used an AI technology called Commodities Exchange to empower the fisherman and enable them to auction their own fish, disintermediating that supply chain and getting them the true value of their goods. The company raised \$121 million in 2020 growing to 1,500 people, and 100 hubs across India and Dubai. So not only is there financial return, but 50,000 fishermen on the south coast of India producing the fish have been empowered to trade directly in the global value chain.

Enabling people below the poverty line to transact digitally

The Humanitarian Development project at Mastercard is a large-scale social impact enterprise that addresses the digital divide by ensuring digital transaction technology reaches the most marginalised communities in southern India, Africa, and Asia, in a commercially sustainable way. The project serves a smallholder farmer who earns \$2 a day. Typically, this farmer who earns \$2 a day is often precluded from receiving fair wages or fair pay for their produce because they don't have access to marketplaces. To address this, Mastercard has created a technology infrastructure called Community Pass. Community Pass enables offline transactions to take place, so even people without a digital identity can transact. A smallholder farmer now to directly access a large buyer and extract larger returns for her produce. That same farmer can now also receive humanitarian aid digitally or to have a health passport via Community Pass.

Surgeons across the world are 'scrubbing in' to remote locations

Proximie is an augmented reality solution that works on very low bandwidth that allows clinicians to virtually 'scrub in' to any operating room from anywhere in the world and share their skills in real-time. This means that surgeons in remote areas can perform surgeries guided by clinicians from around the world, and providing previously unavailable care to their patients and saving lives. The platform is in use in 35 countries and has been used to perform 7000 surgeries.

“We have an ESG policy now, we have an agenda. We ask our portfolio companies to comply to this policy, to sign legally binding letters. Sometimes we have a little bit of pushback, but it’s going okay. And we also try to identify those risks that could harm the community because, again, instead of dealing with an algorithm that optimizes, the inventory of any commerce solution, now we’re dealing with an augmented reality solution and a software that helps surgeons that are not well-trained in remote areas, to perform a surgery.”

Medea Nocentini

Emerging questions for future conversations

How do we cultivate businesses
with a social mindset?

Do values-based businesses hold
the key to unlocking productivity?

How do we shape an economy where those creating the value also have a stake in it?

How can we improve the design of our companies, institutions and economic systems to meet the needs of people within the means of our planet?

Domesticating new concepts

There is an important role for ushering in a new language and concepts to deal with the challenges we currently face and those that we will face in the future. As we anticipate socio-economic, cultural, ecological and technological transformations fresh paradigms will inspire us to shape the a new world.

Creating a new language for our common future

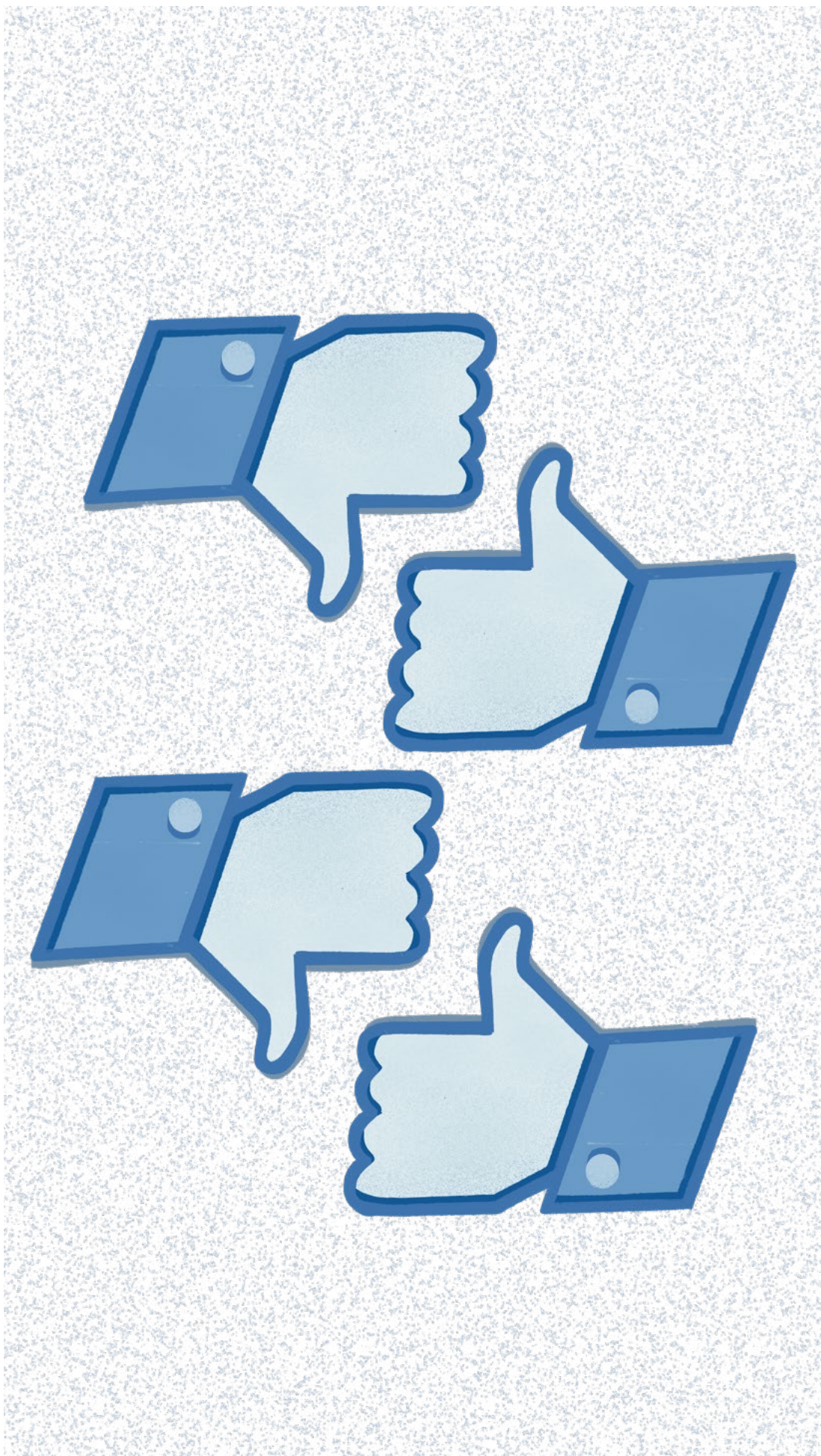
As technologies converge, there is a need for new language in ethics, law, business, and other disciplines that empower us to better grapple with the issues of our times. Moving forward, we find ourselves in need of a new prose, new ways to articulate our common humanity, our uniqueness, and the challenges we face together. Diversity in the new context of emerging technologies and ideas compel us to domesticate new ways of thinking, expressing, and refining concepts that can shift our mindset towards inclusivity and impact.

Not only do specific technical disciplines, such as artificial intelligence, require new nomenclature for machine-human interaction, the humanities will also seek ways to create new narratives and imagined futures for concepts such as empowerment, inclusivity, and empathy as we move towards an increasingly diverse and technology-intense world.

At the same time, contemporary approaches to understanding the world cannot exclude traditional and indigenous epistemologies and worldviews. Different ideas about nature and human nature should be incorporated into a new contemporary language that helps us articulate a more holistic worldview, while enhancing intercultural understanding and embracing environmental stewardship.

“We are handcuffed to a language which is defining success a certain way and its definition of these words. How can we use yesterday’s language to create a better future? Maybe we need a whole new language of understanding how we create and assign value to things that are of value.”

Gaurav Sinha



MEASURING WHAT COUNTS

Best practice

Listening to the public voice to shape a new language

The Institute for Democracy and Economic Affairs, is a Malaysian think tank is engaged in all areas of public policy, including education, transport, housing and employment. Over the last few years sustainability has been embedded in all areas of the think tank's work.

“What really struck me in our work in the last few years is the fact that the issues of sustainability have really been embedded in everything that we do, and not by design.”

Tunku Zain Al-'Abidin

This happened as a result of listening to what citizens value in the economy beyond the bottom line—shaping the language of the future. While in other countries there is discussion around Gross National Happiness, Malaysian citizens are demanding that these values be embedded into the economy. A striking example is the big pushback against single use plastic on social media, resulting in single use plastic disappearing quite quickly from conferences and from boardrooms.

“I do think there is so much more work that we need to do in terms of framework legislations measurementst.”
Medea Nocentini

Embedding diversity to shape new paradigms

Global Ventures, is an investment fund working with frameworks to articulate a new language of environment, sustainability and governance (ESG) in the investment community. Currently, ESG frameworks are high level. Global Ventures is charting new territory by bringing together many experts around the table and a very diverse group of people that is split 50/50 split on gender. They have 16 nationalities on 31 people, from very different work of life, different ages, different nationalities, and experts that help them long the way.

Emerging questions for future conversations

How can we plan for the future that is happening so fast, it's almost in the past?

How do we measure value in ways that go beyond GDP, profit, stock market returns to track human and planetary well-being?

Can we really use yesterday's language and frameworks to shape a more inclusive future or do we need paradigms and ways of thinking?

