

MODENA  
**SMART**  
LIFE  
2019

Humans



Artificial Intelligence

SIAMO EVOLUZIONE TECNOLOGICA

Modena 27/28/29 settembre



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gerd.cloud



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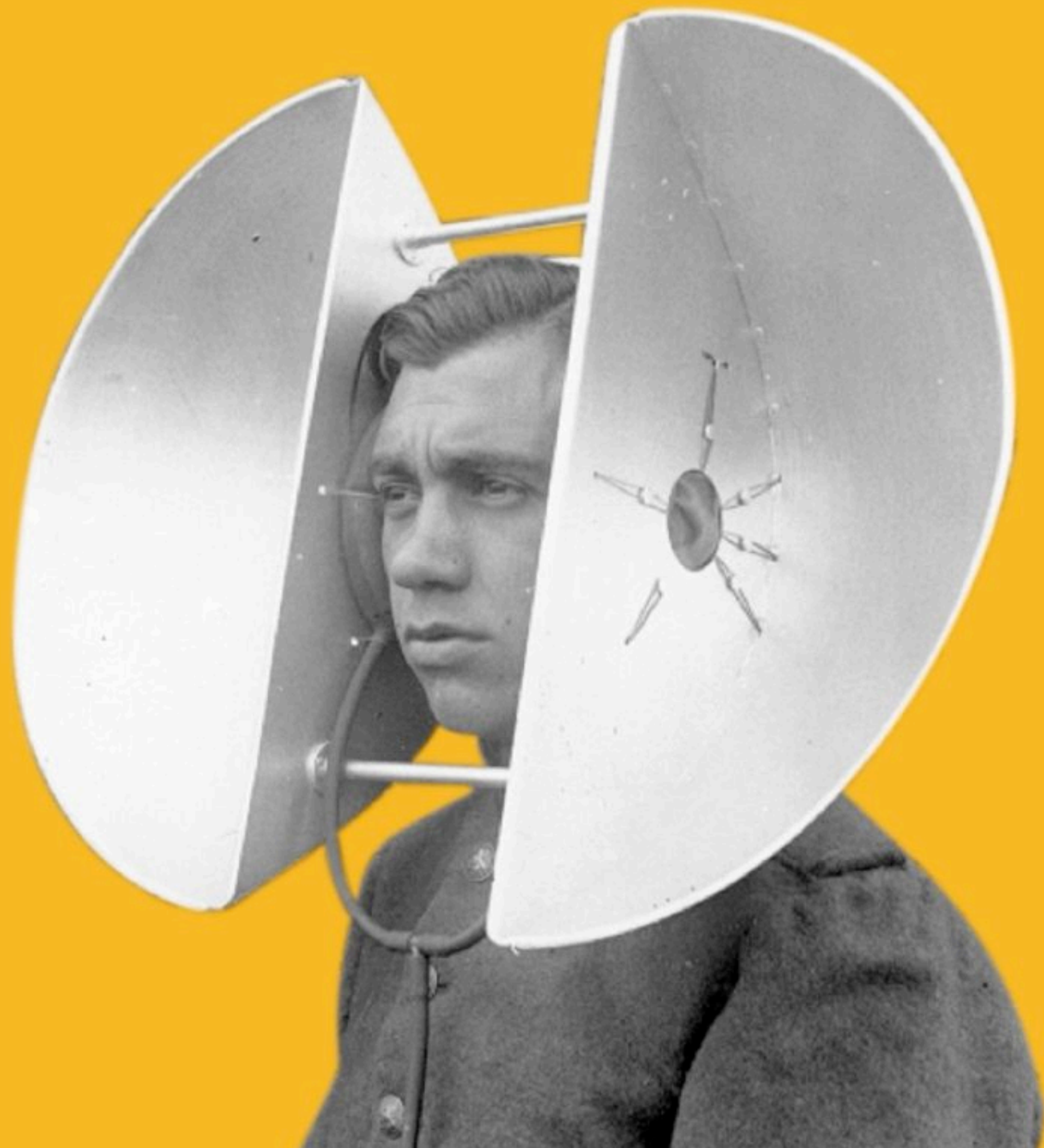


@gleonhard



futuristgerd.com





# **FORESIGHT** is now mission-critical!

## **Trends set to positively impact business growth up to 2022**

- Increasing adoption of new technology
- Increasing availability of big data
- Advances in mobile internet
- Advances in artificial intelligence
- Advances in cloud technology
- Shifts in national economic growth
- Expansion of affluence in developing economies
- Expansion of education
- Advances in new energy supplies and technologies
- Expansion of the middle classes

## **Trends set to negatively impact business growth up to 2022**

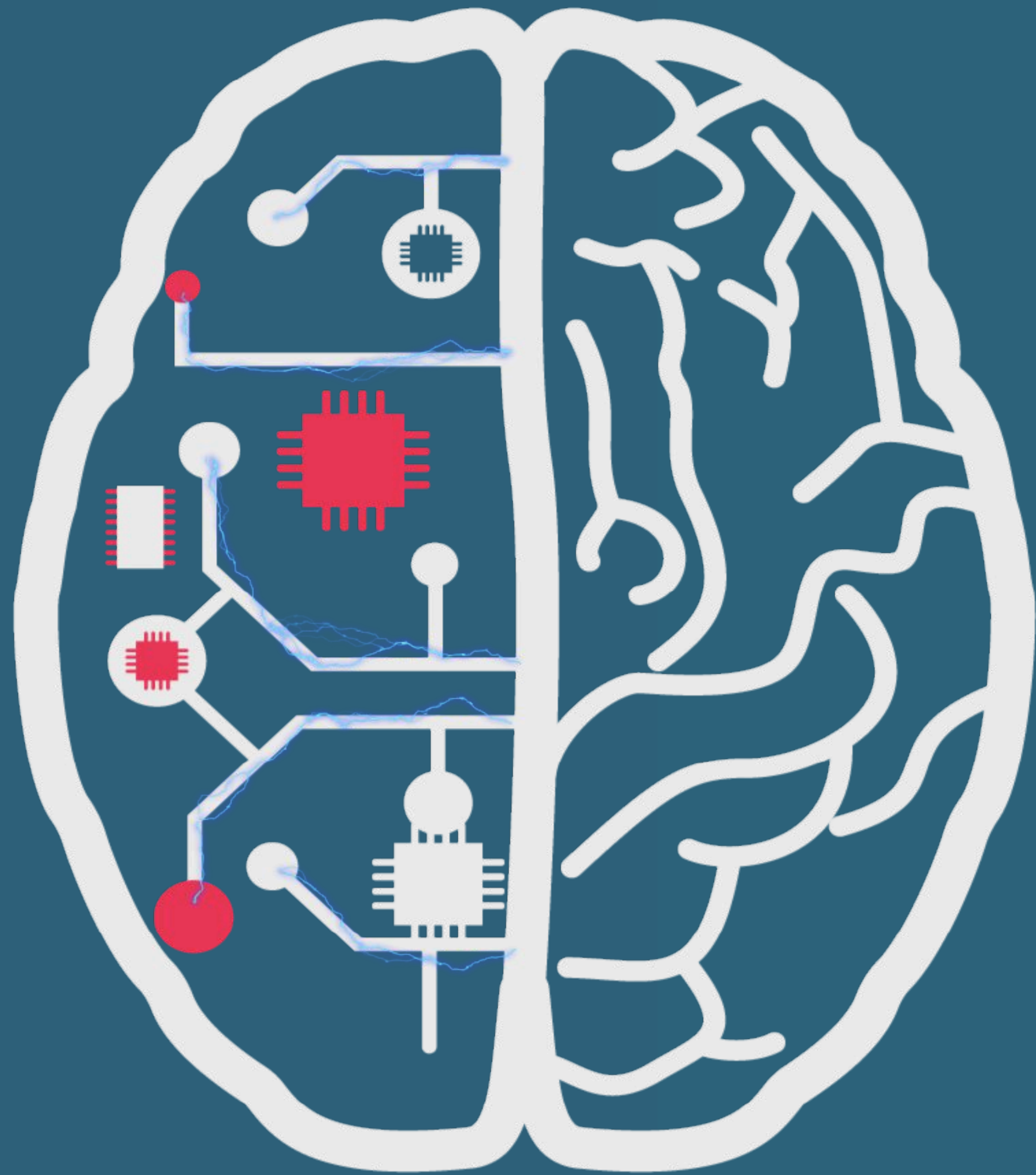
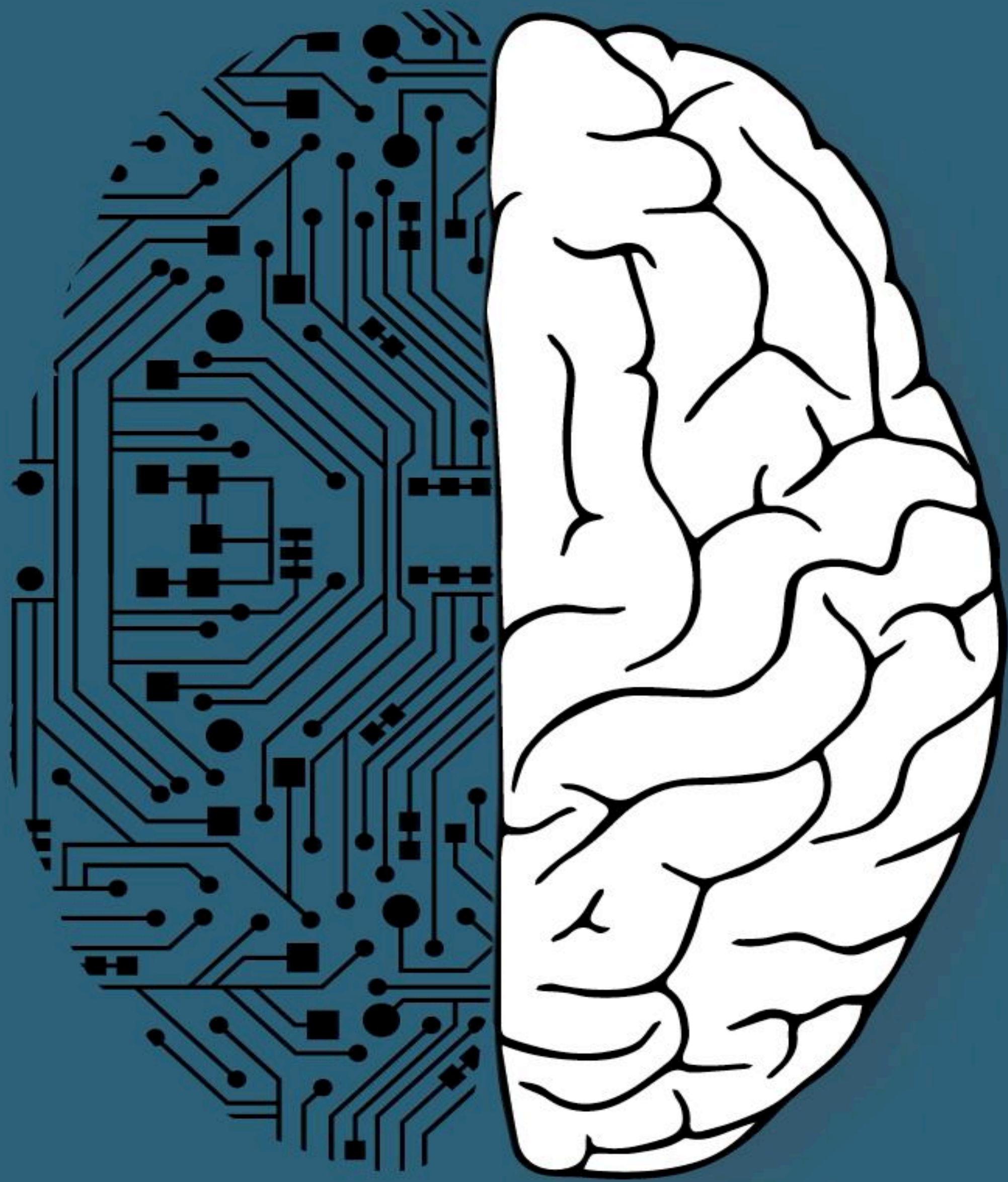
- Increasing protectionism
- Increase of cyber threats
- Shifts in government policy
- Effects of climate change
- Increasingly ageing societies
- Shifts in legislation on talent migration
- Shifts in national economic growth
- Shifts of mindset among the new generation
- Shifts in global macroeconomic growth
- Advances in artificial intelligence



# Humanity ☯ Technology





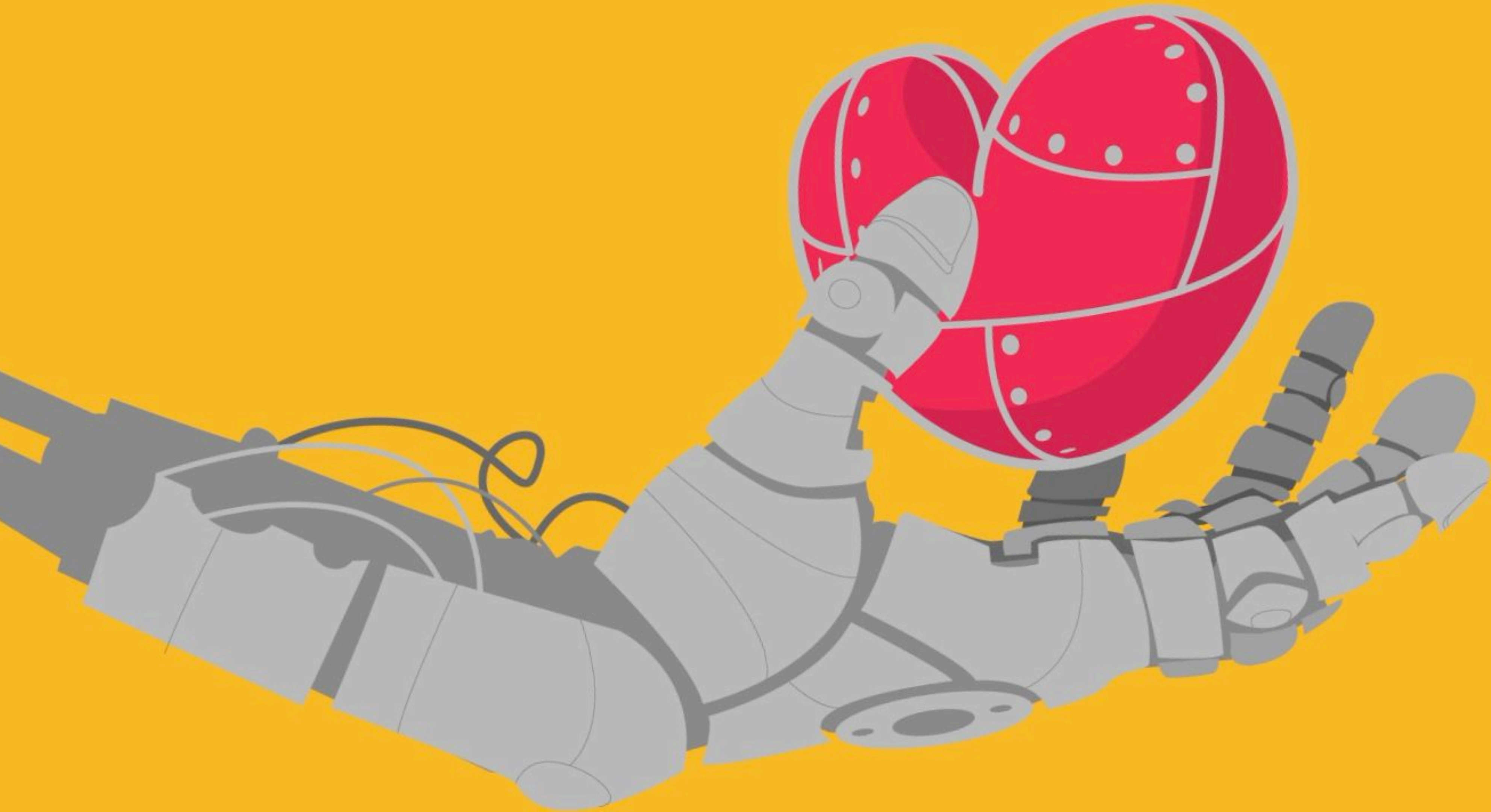




## A logo featuring the letters 'A' and 'I' in white, each inside a dark, stylized cloud shape. Below the clouds are three white, curved lines representing a signal or waves.

[illegible]











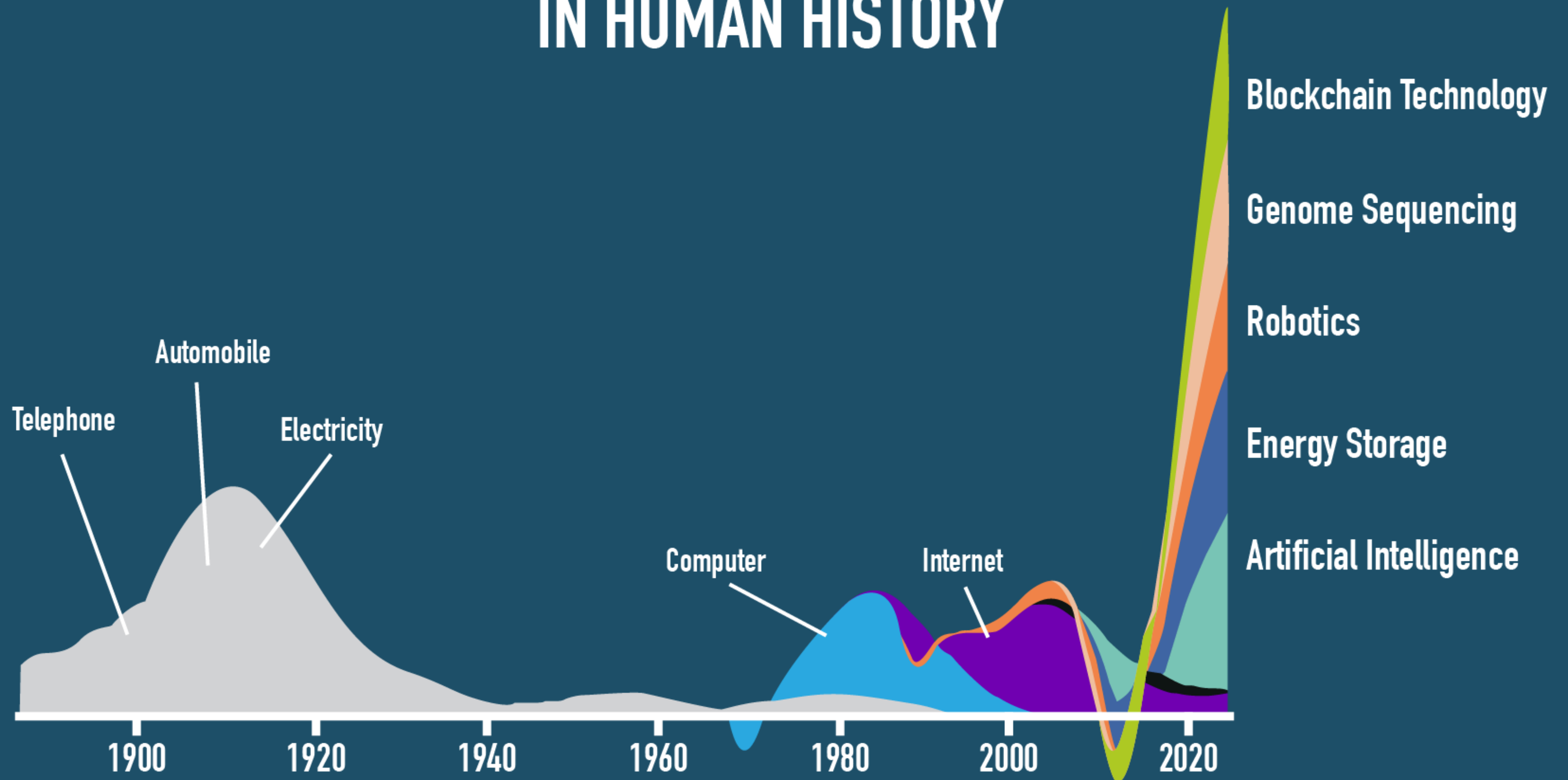








# THE BIGGEST TECHNOLOGICAL TRANSFORMATION IN HUMAN HISTORY





# Science fiction is increasingly becoming **SCIENCE FACT**





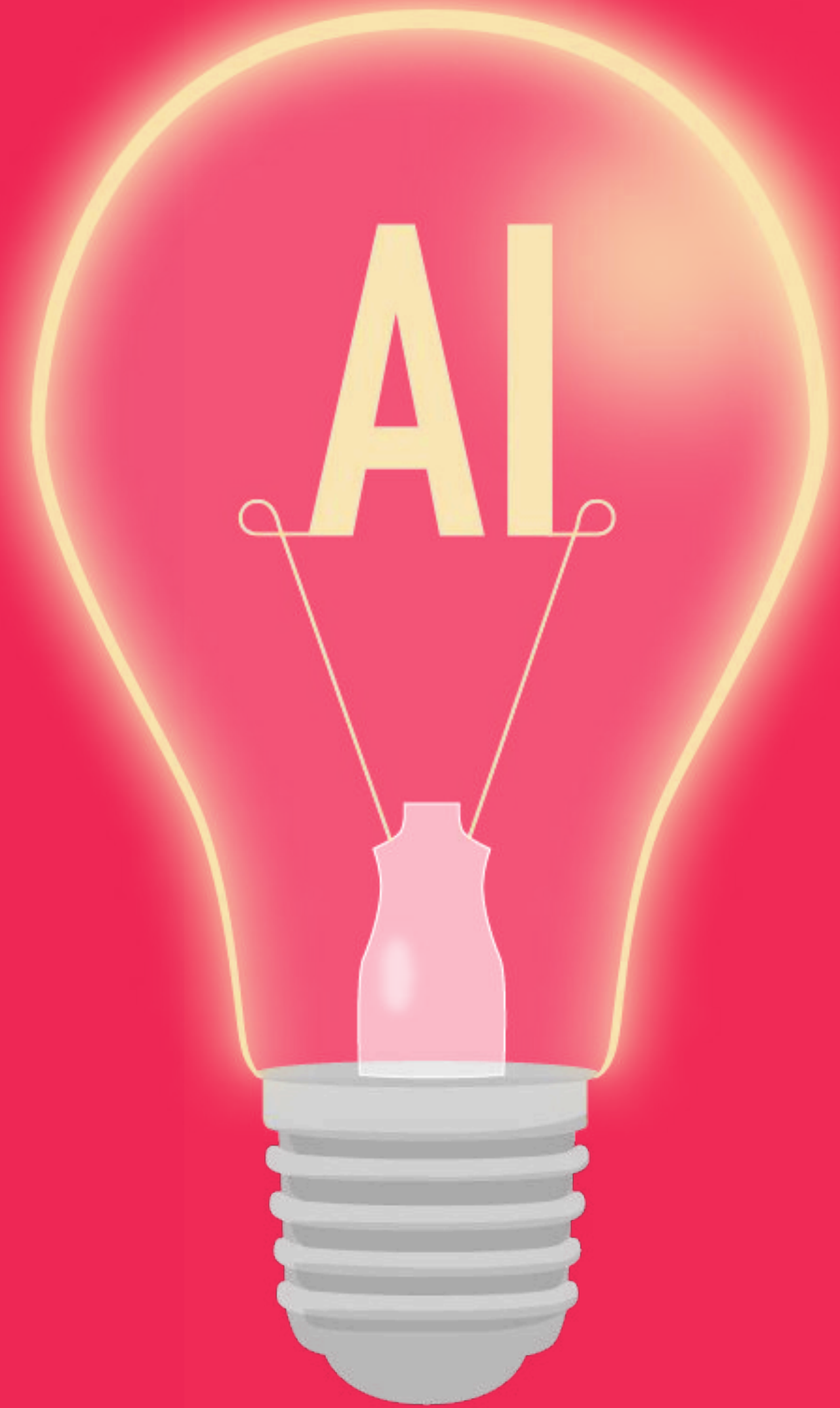
Privacy & Identity  
Security & Safety  
Agency & Autonomy  
Rights & Ethics

Liquidity & Flow  
Efficiency & Speed  
Productivity & Ease  
Network Effects





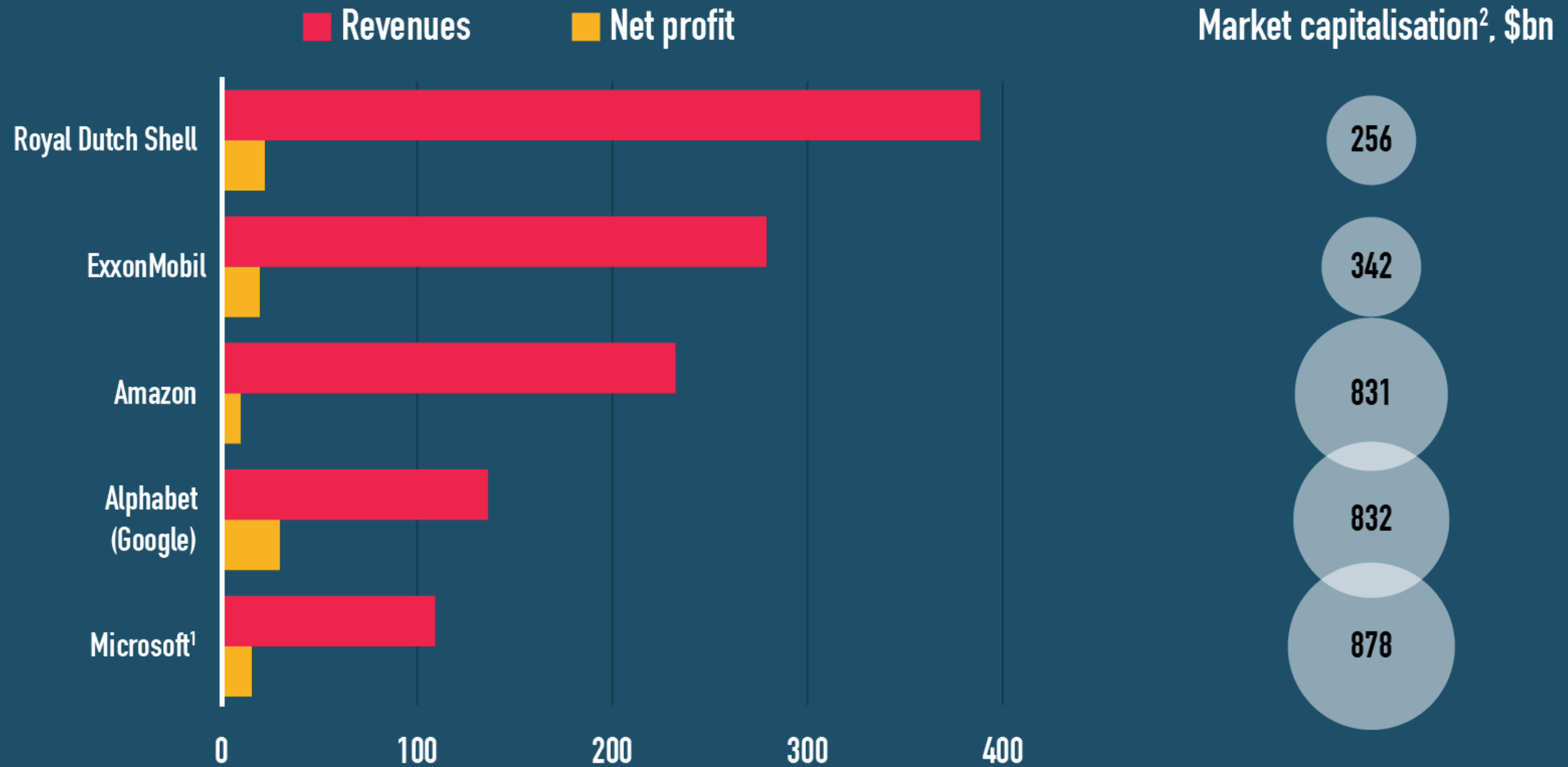
**Data is the new oil, and AI is the new electricity: huge economic forces!**





# DATA IS THE NEW OIL

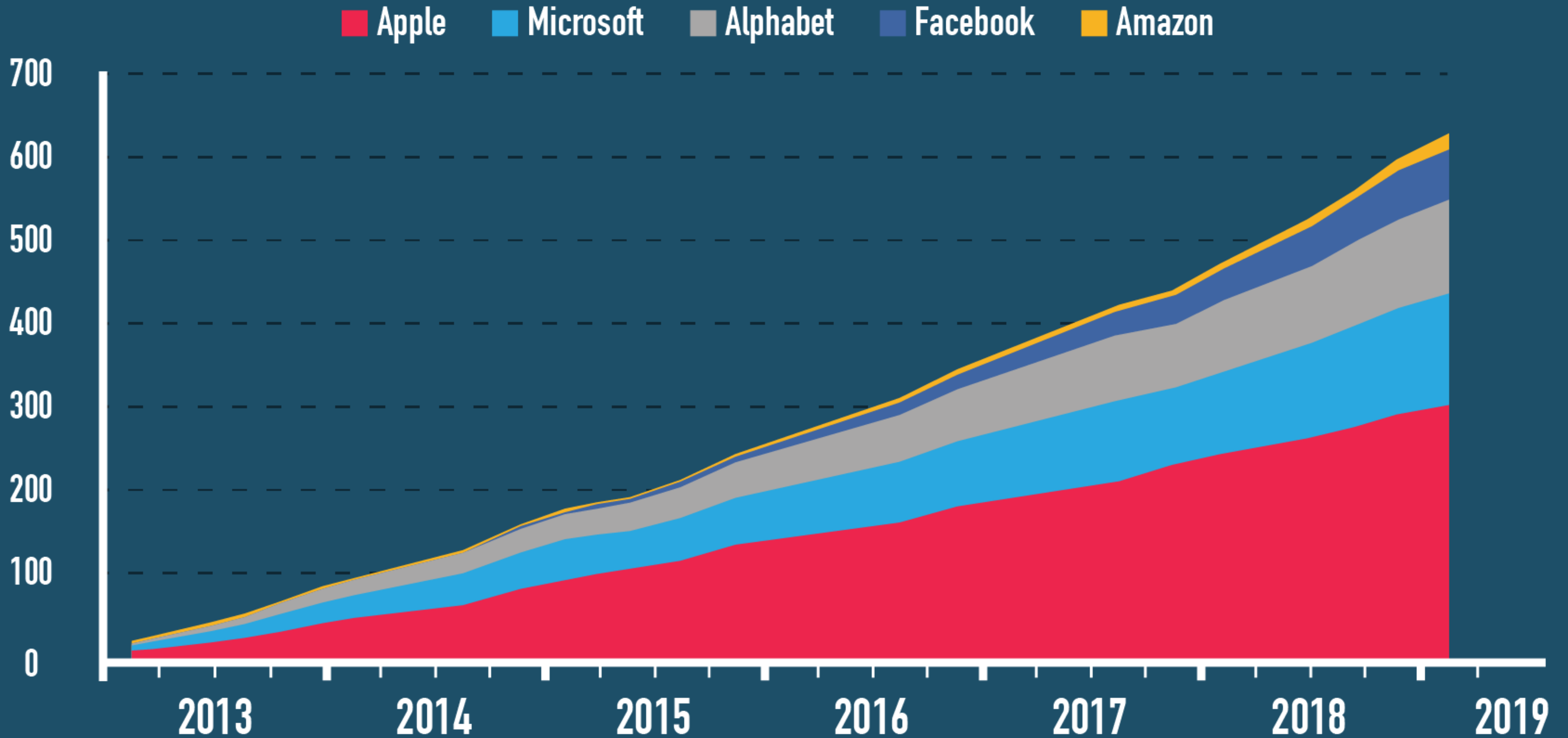
## COMPANY FINANCIALS, \$BN, 2018





# REALLY BIG TECH

## CUMULATIVE PROFITS SINCE Q1 2013, \$bn





From if and how to who and why

If?

How?



From if and how to who and why

Why?

Who?



**COUNSEL**

**CONVENIENCE**

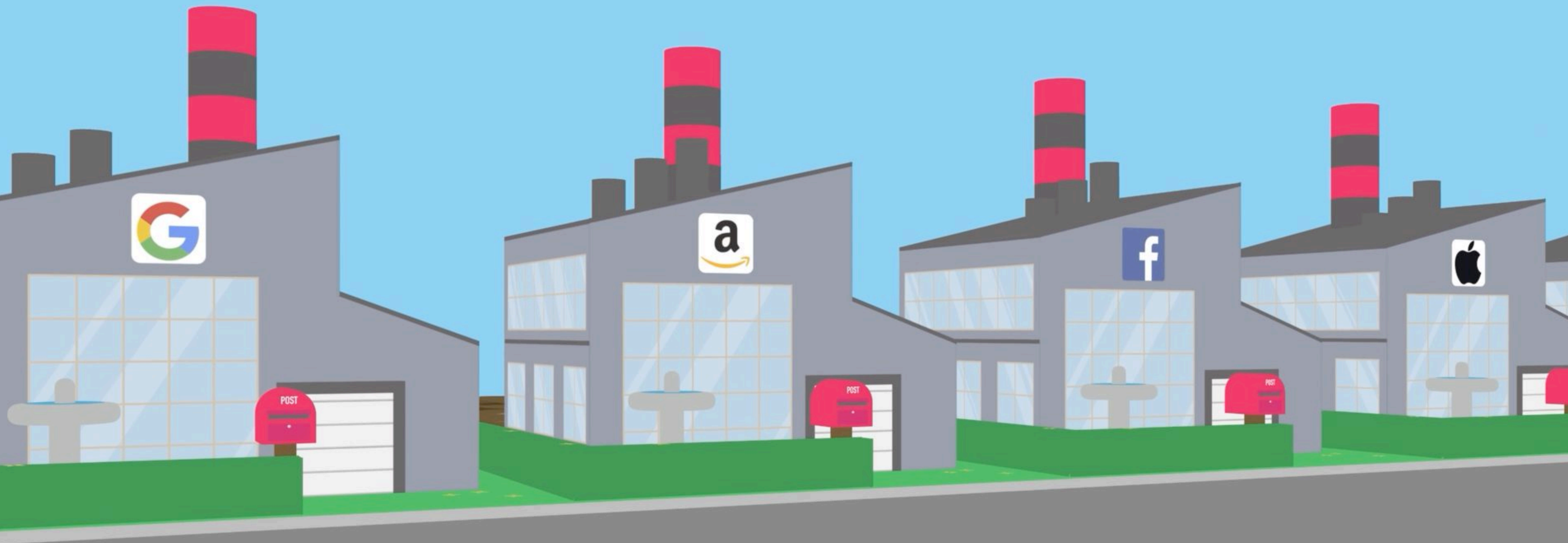
**COMMERCE**

**CONTENT**

**COMMUNICATION**

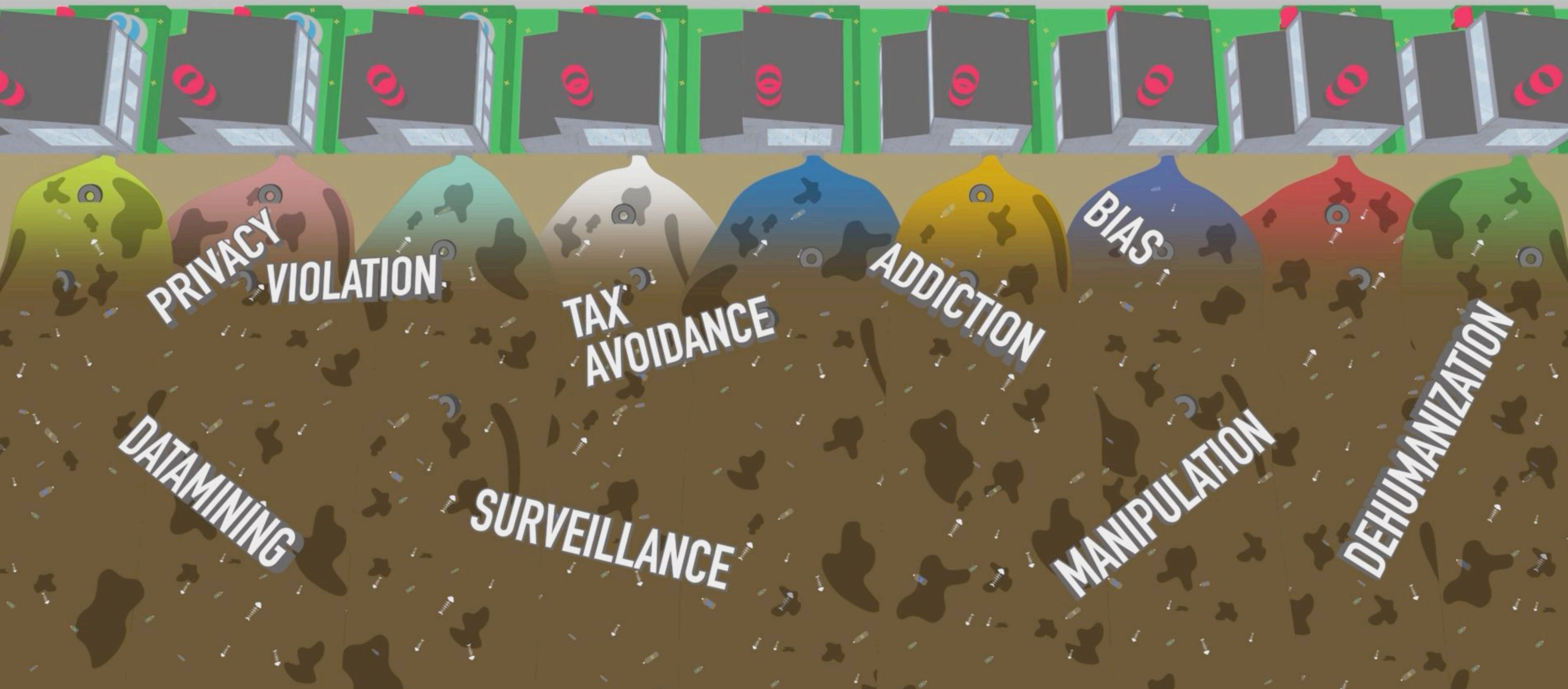
**COMMUNITY**







The **EXTERNALITIES** of exponential technological progress will have as much impact than those resulting from the fossil-fuel economy





# Climate-Change

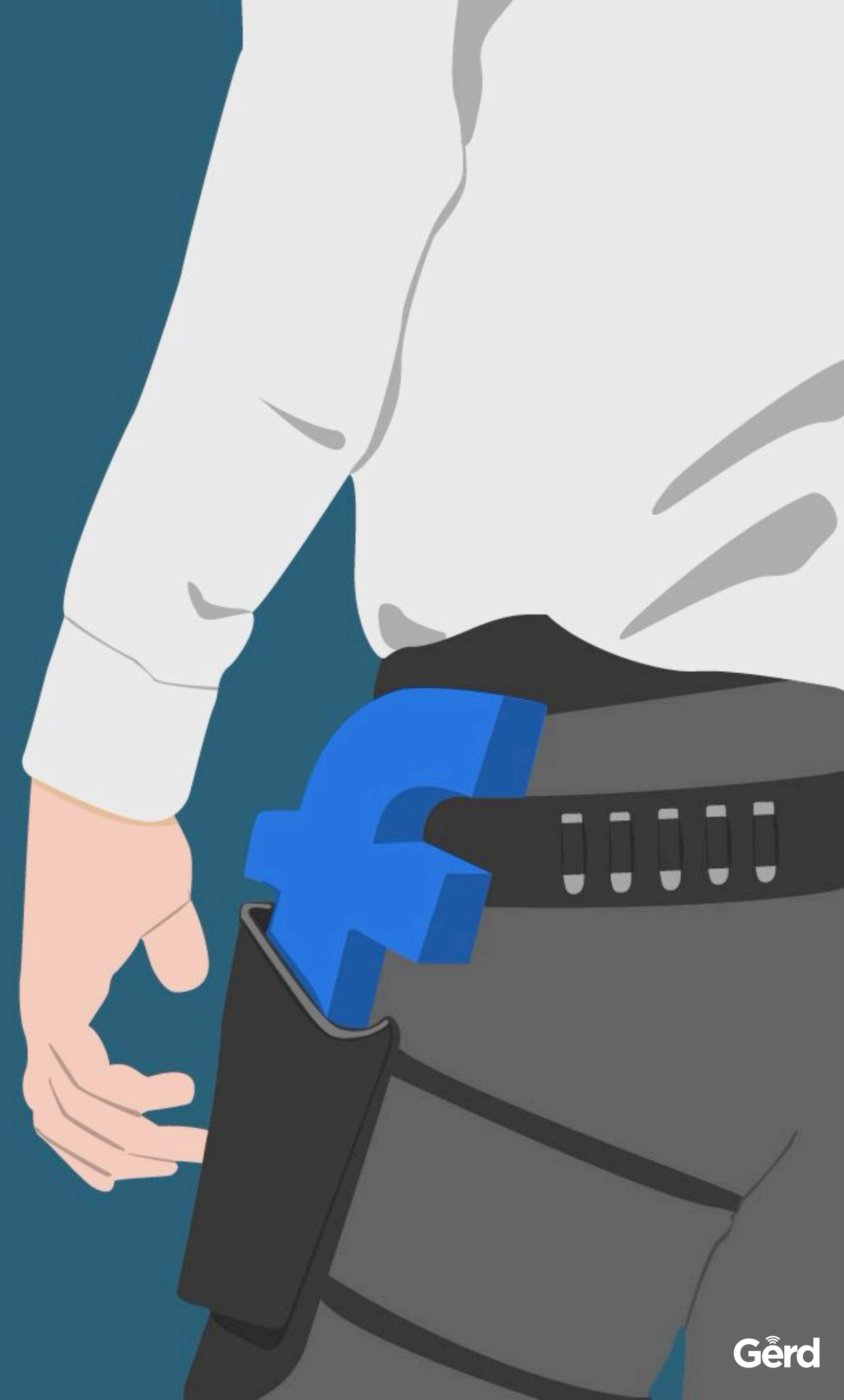




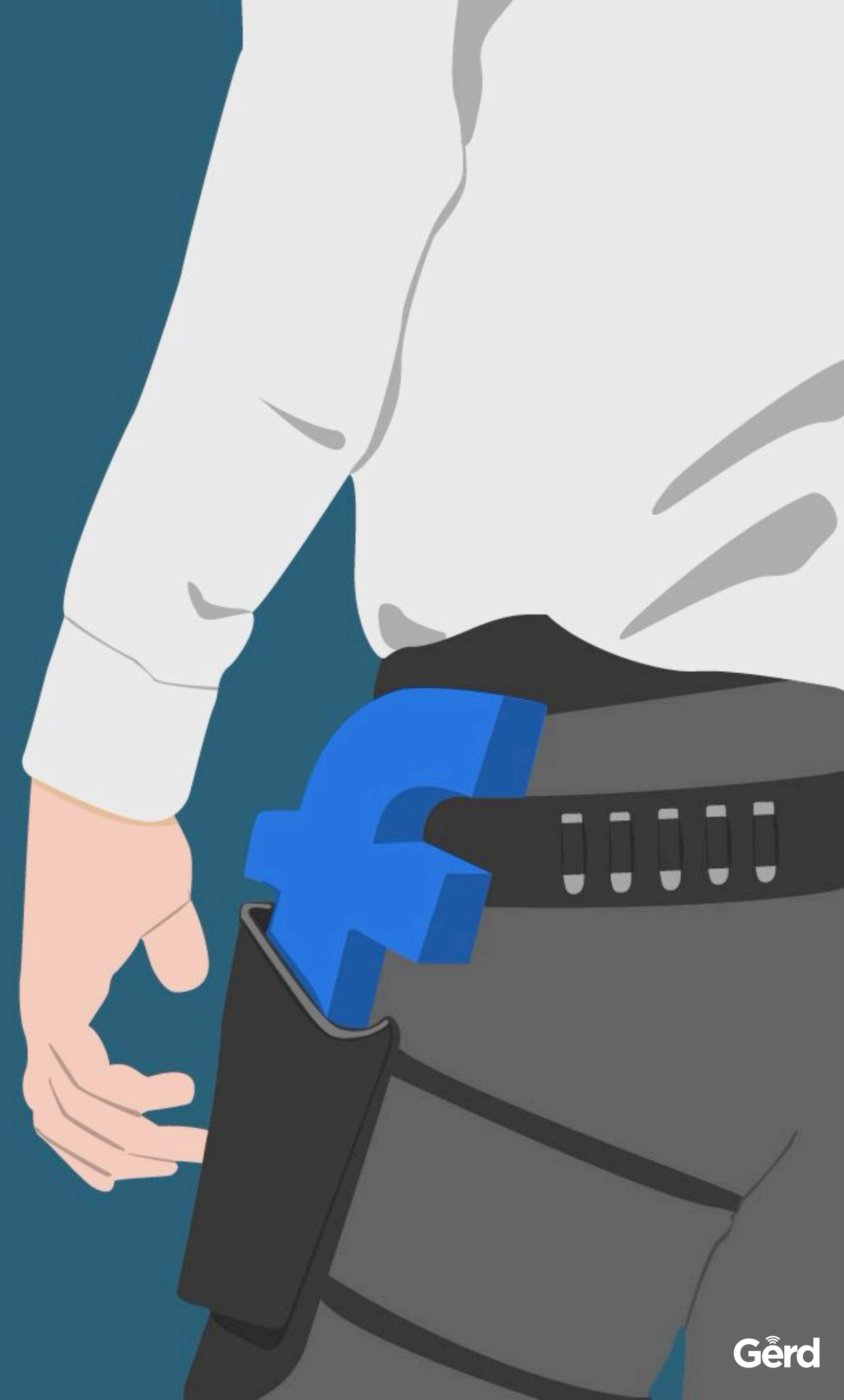
# Human-Change













**"Ethics is knowing the difference between what you have a right (or the power) to do and what is the right thing to do"**

**Technology has no ethics – but our society depends on it!**

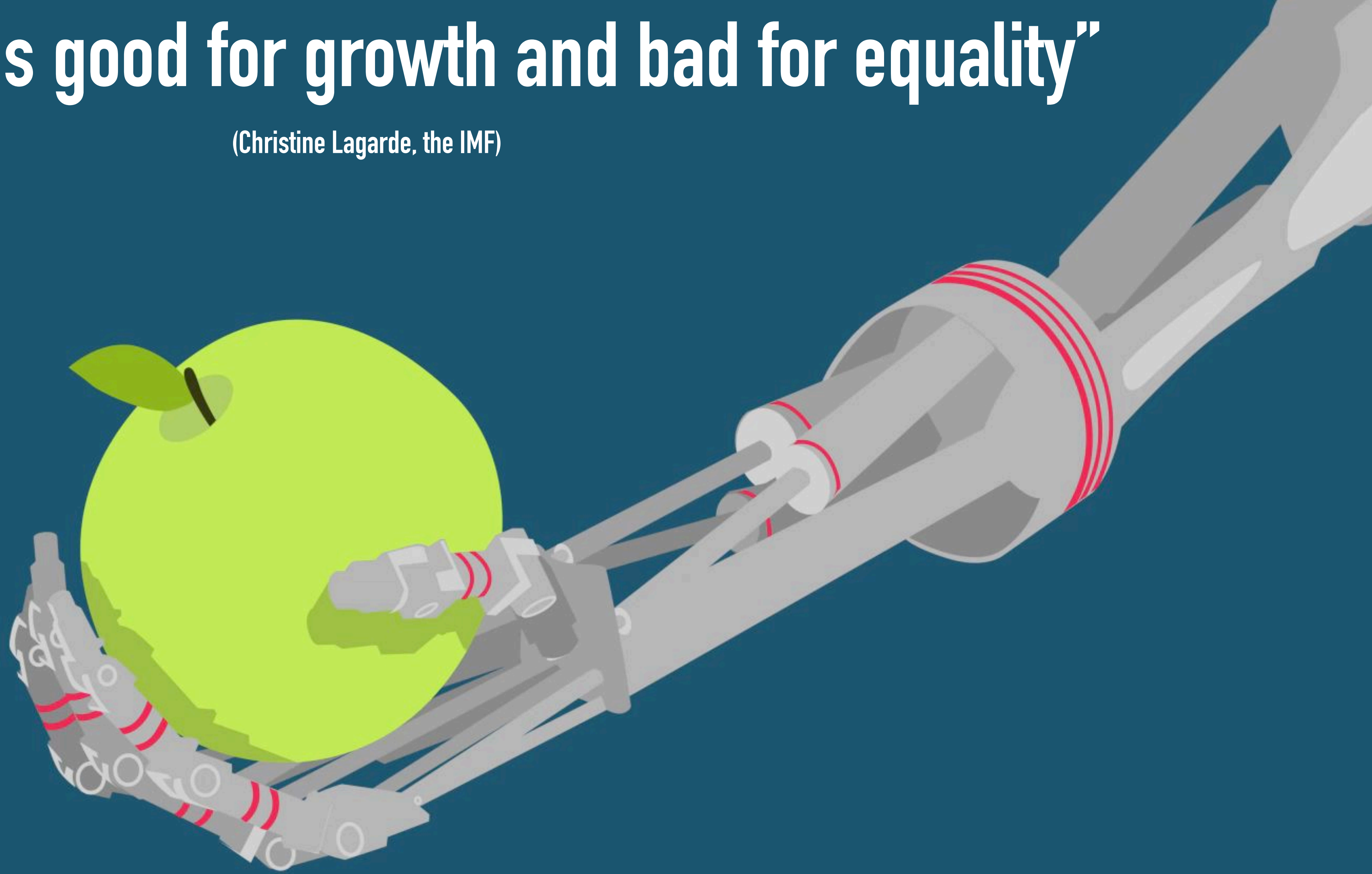


**TECHNOLOGY HAS NO ETHICS**



# “Automation is good for growth and bad for equality”

(Christine Lagarde, the IMF)





# Why American Workers Need to Be Protected From Automation

Opinion: As President, I would issue a robot tax for corporations displacing humans, and create a federal agency to oversee automation.

\*Bill de Blasio, NYC Mayor



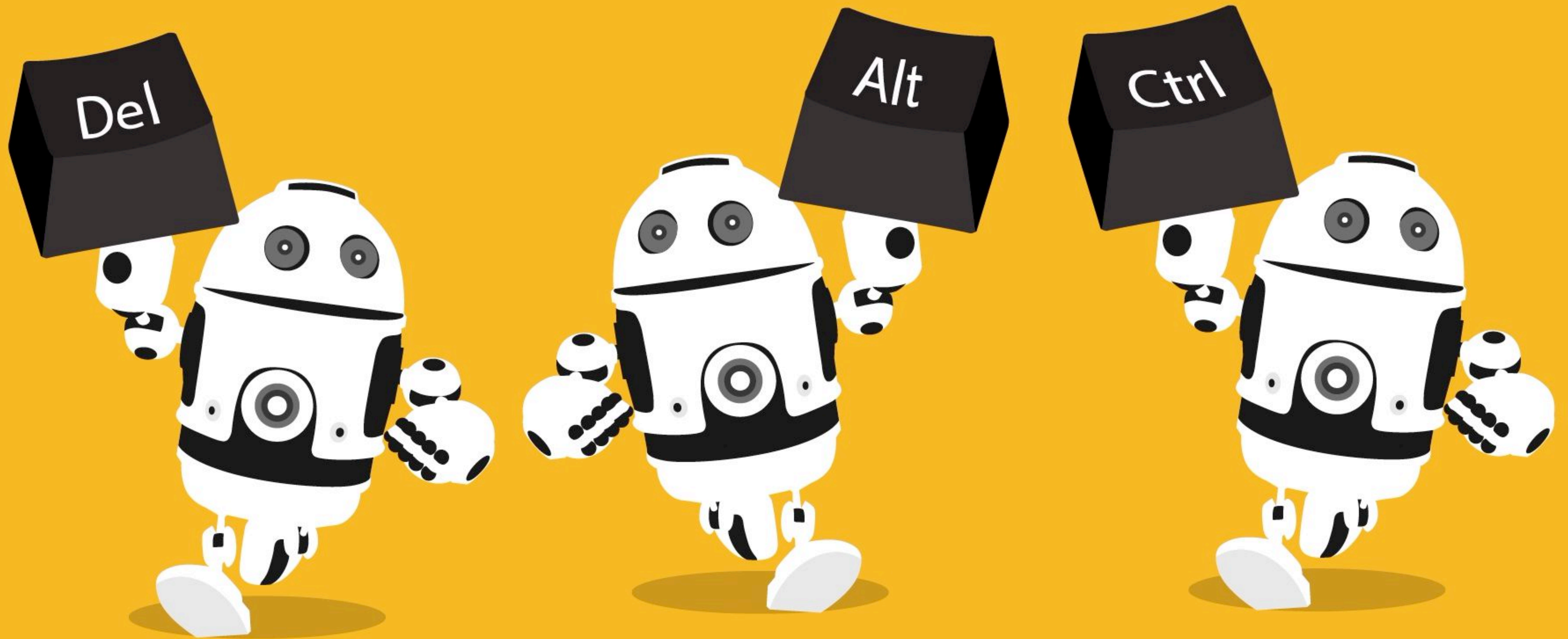


# What about ITALY? Your city? Your company?



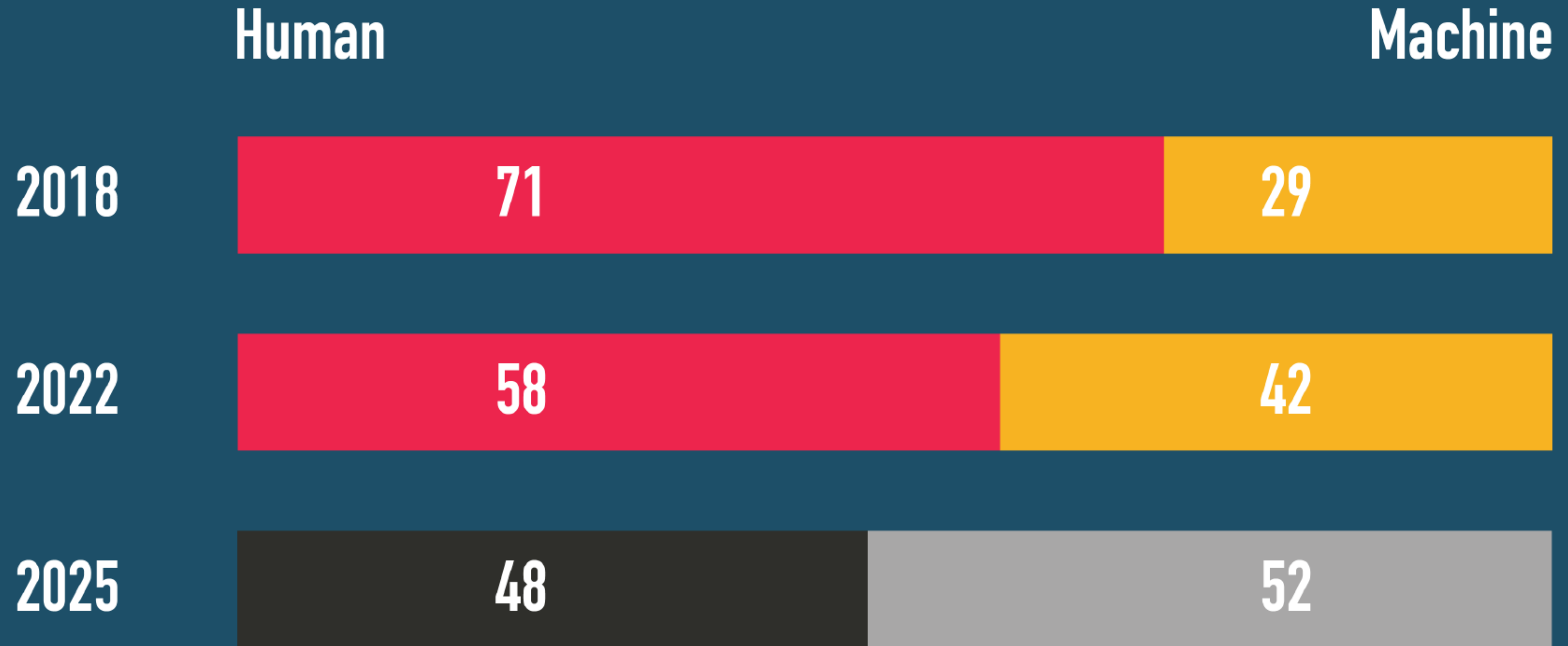


# Who will be 'Mission Control' for humanity?



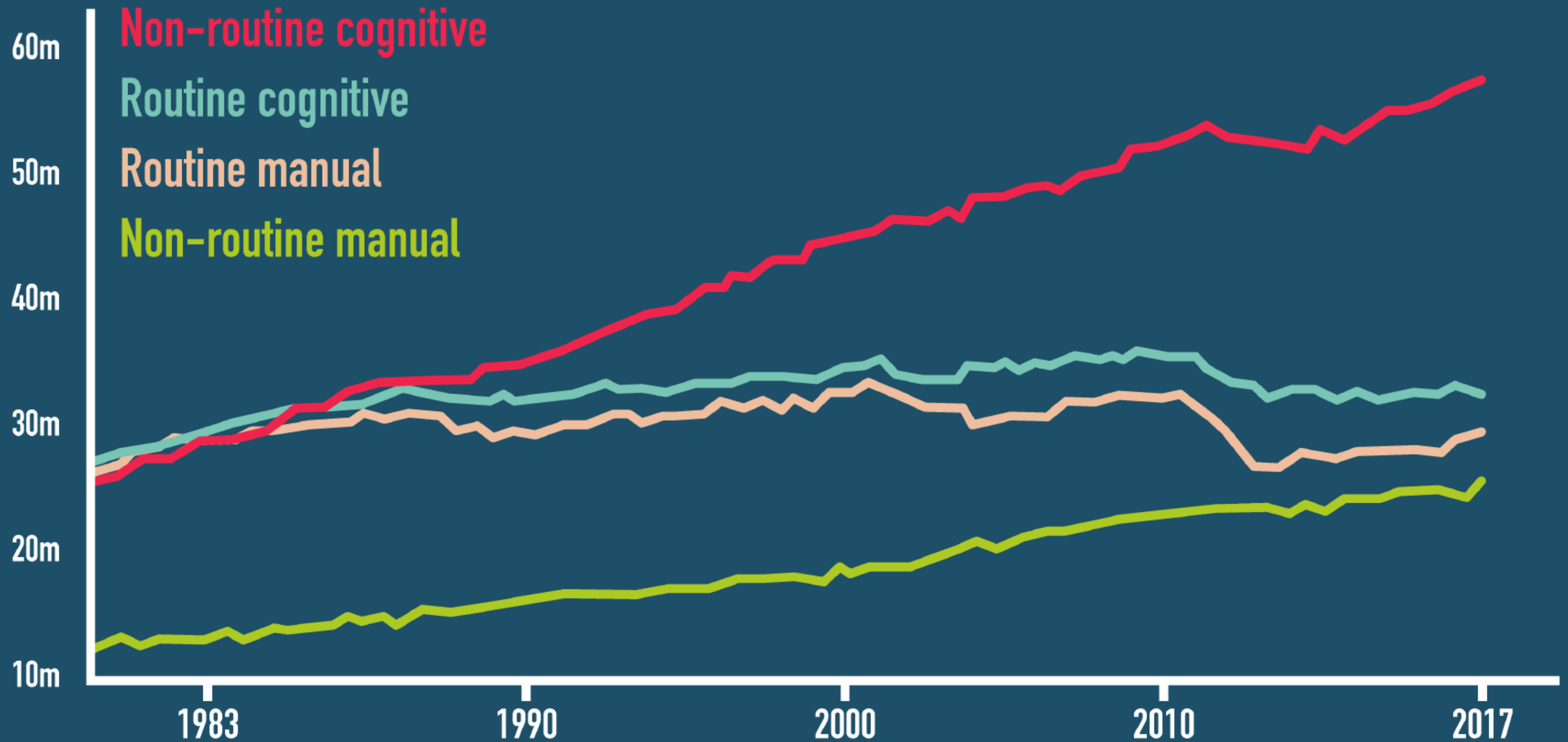


# MACHINES WILL INCREASINGLY DO THE ROUTINE WORK

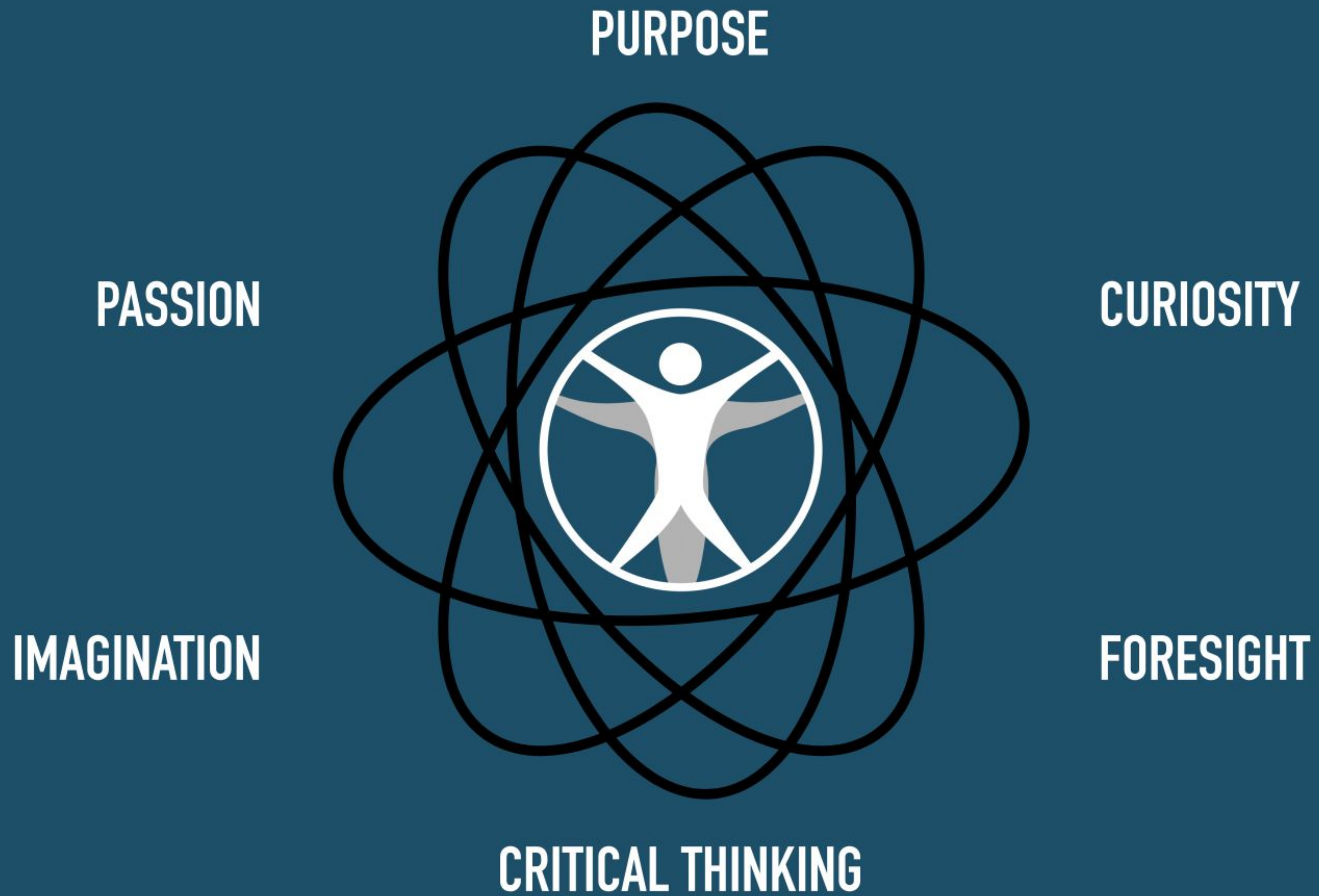




# NON-ROUTINE WORK IS THE FUTURE!

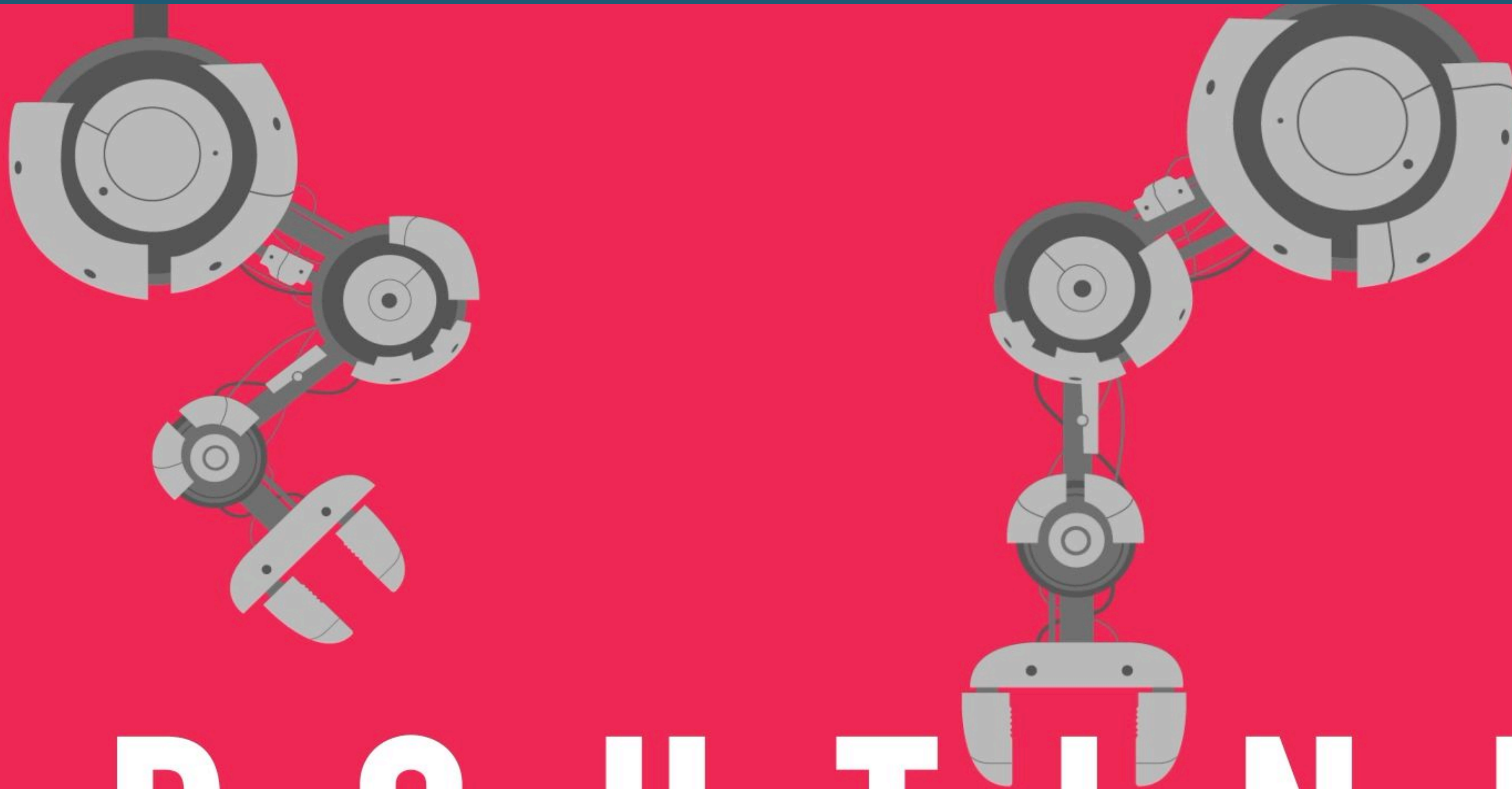








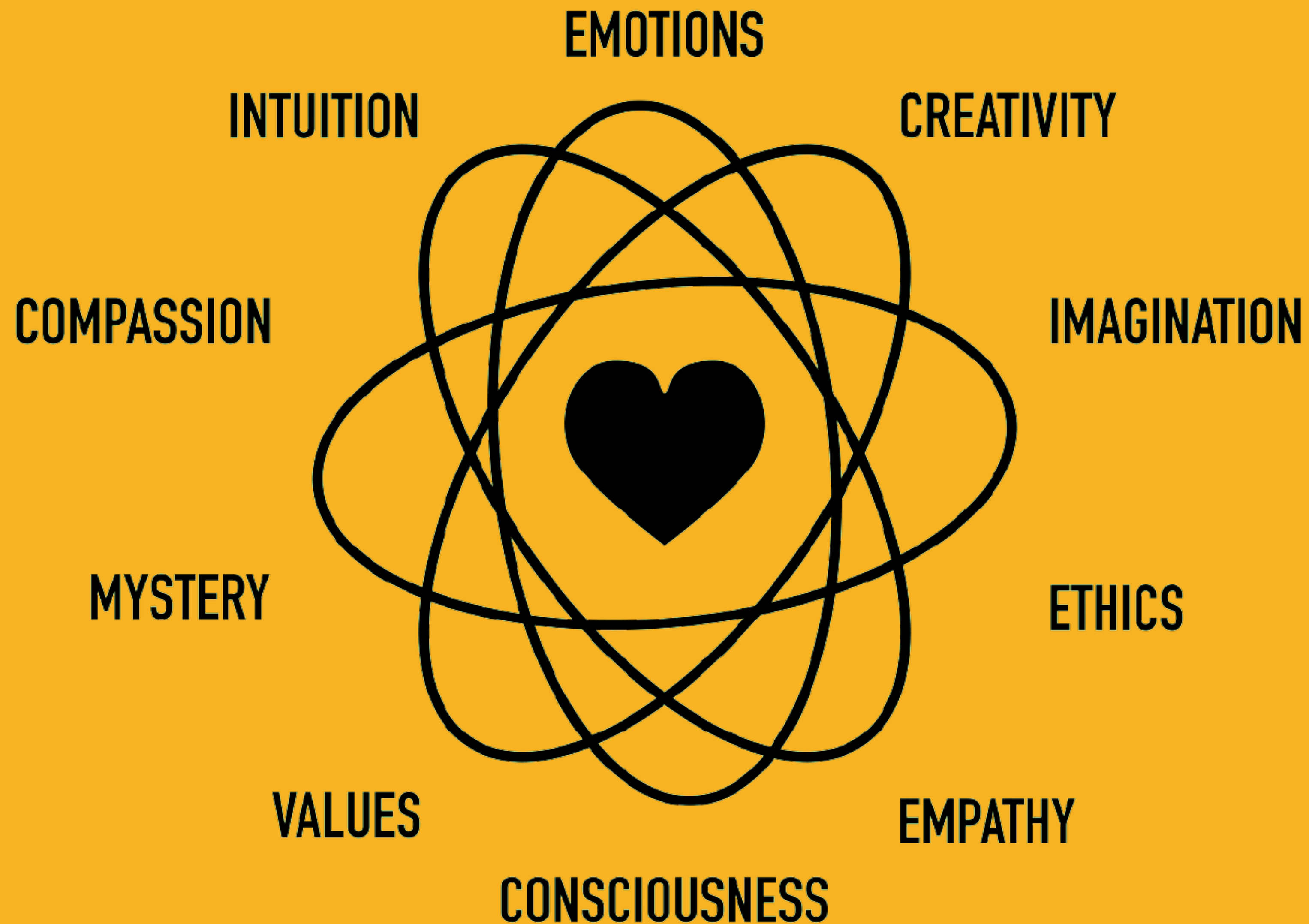
The end of Routine is **NOT** the end of Human Work



ROUTINE



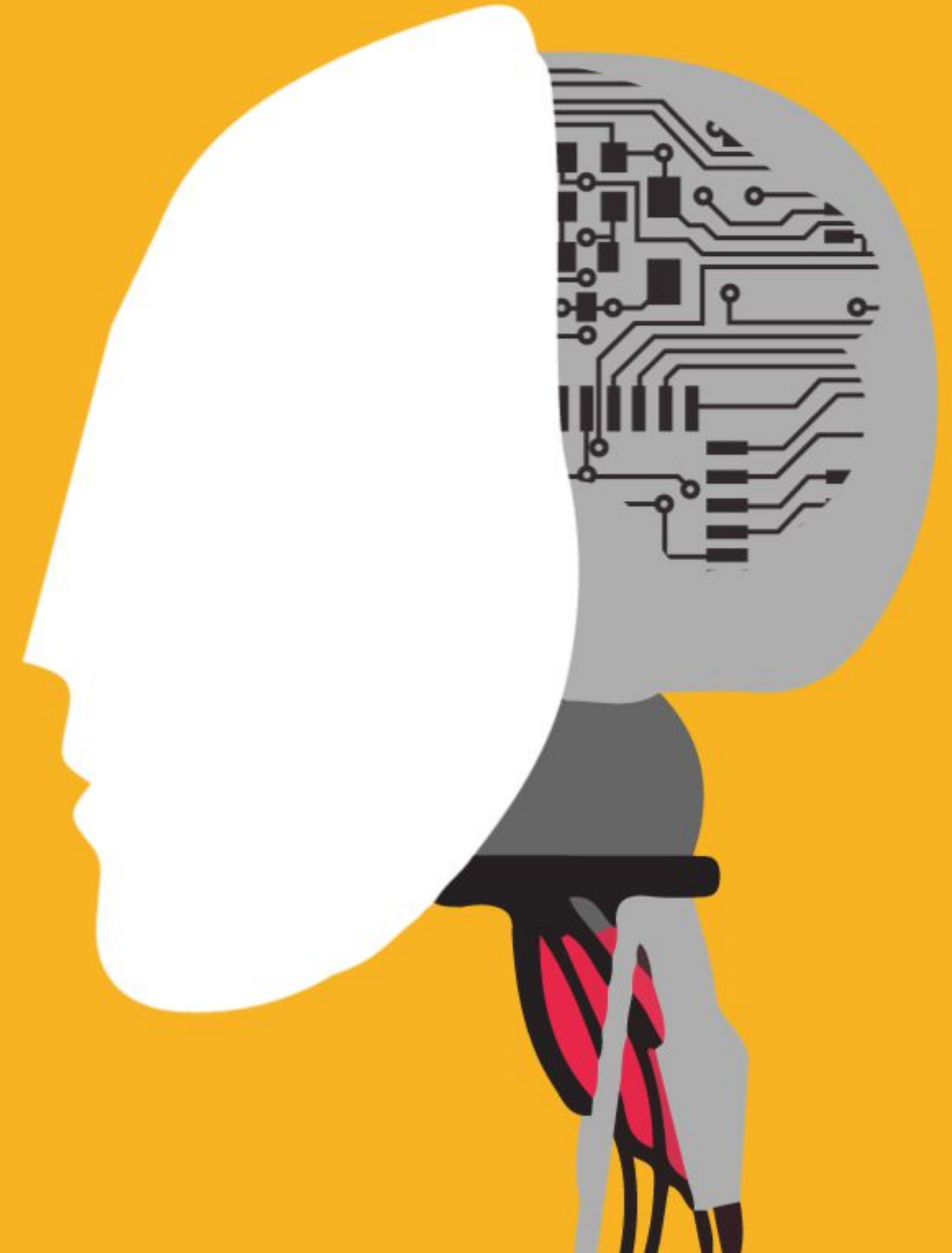
**Anything that CANNOT be digitised, or automated, becomes extremely valuable**





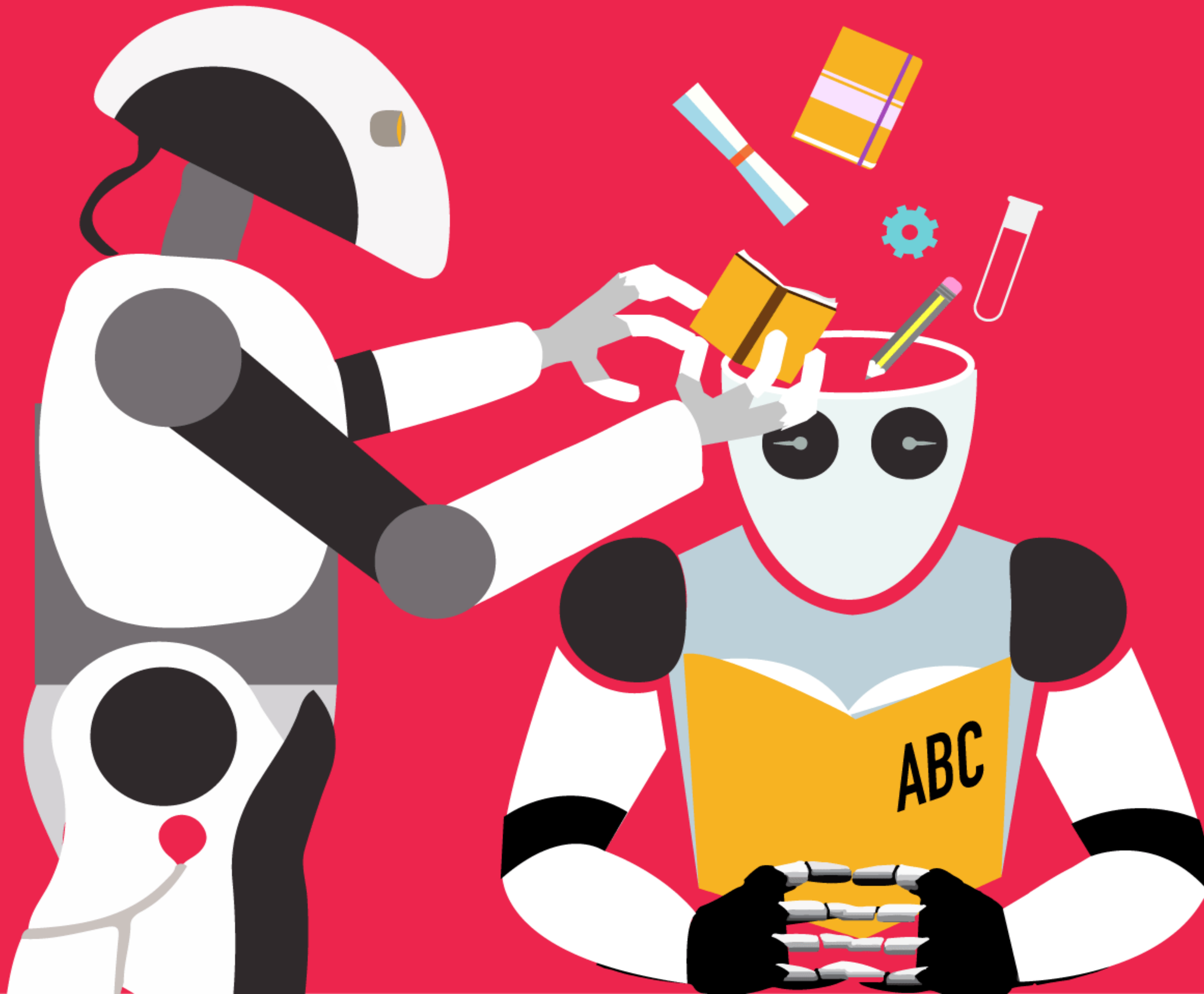
# **“Whatever is very simple for a human is very hard for a computer, and whatever is very hard for a human is simple for a computer”**

(riffing off Hans Moravec)





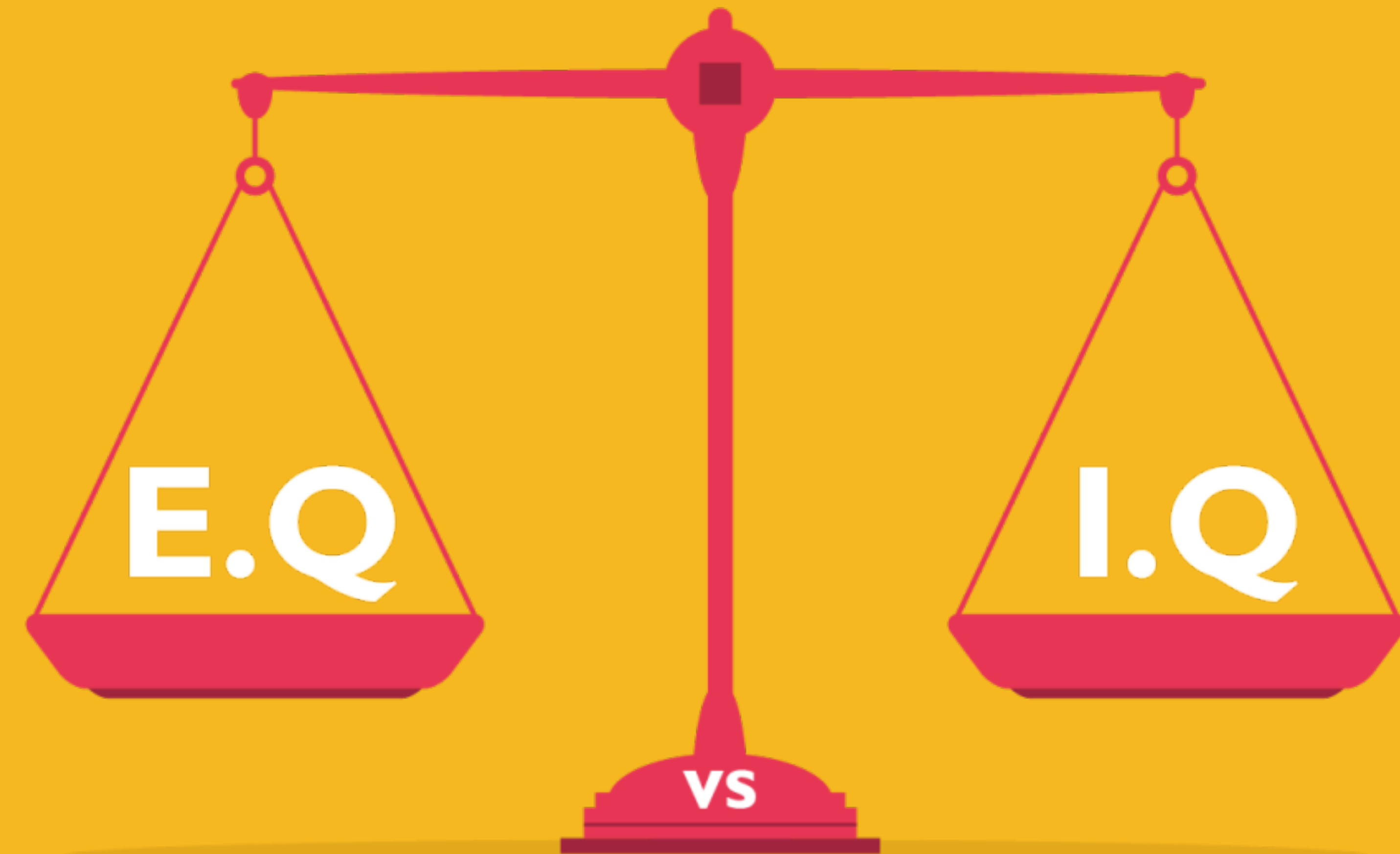
We can and **must** move up the food-chain from routine knowledge and tasks!



Data and Information  
is not Knowledge\*  
is not Understanding  
is not Wisdom  
is not Purpose



2020



- 1 Complex Problem Solving
- 2 Critical Thinking
- 3 Creativity
- 4 People Management
- 5 Coordinating with Others
- 6 Emotional Intelligence
- 7 Judgement and Decision Making
- 8 Service Orientation
- 9 Negotiation
- 10 Cognitive Flexibility



# Our ultimate job is to... BE HUMAN

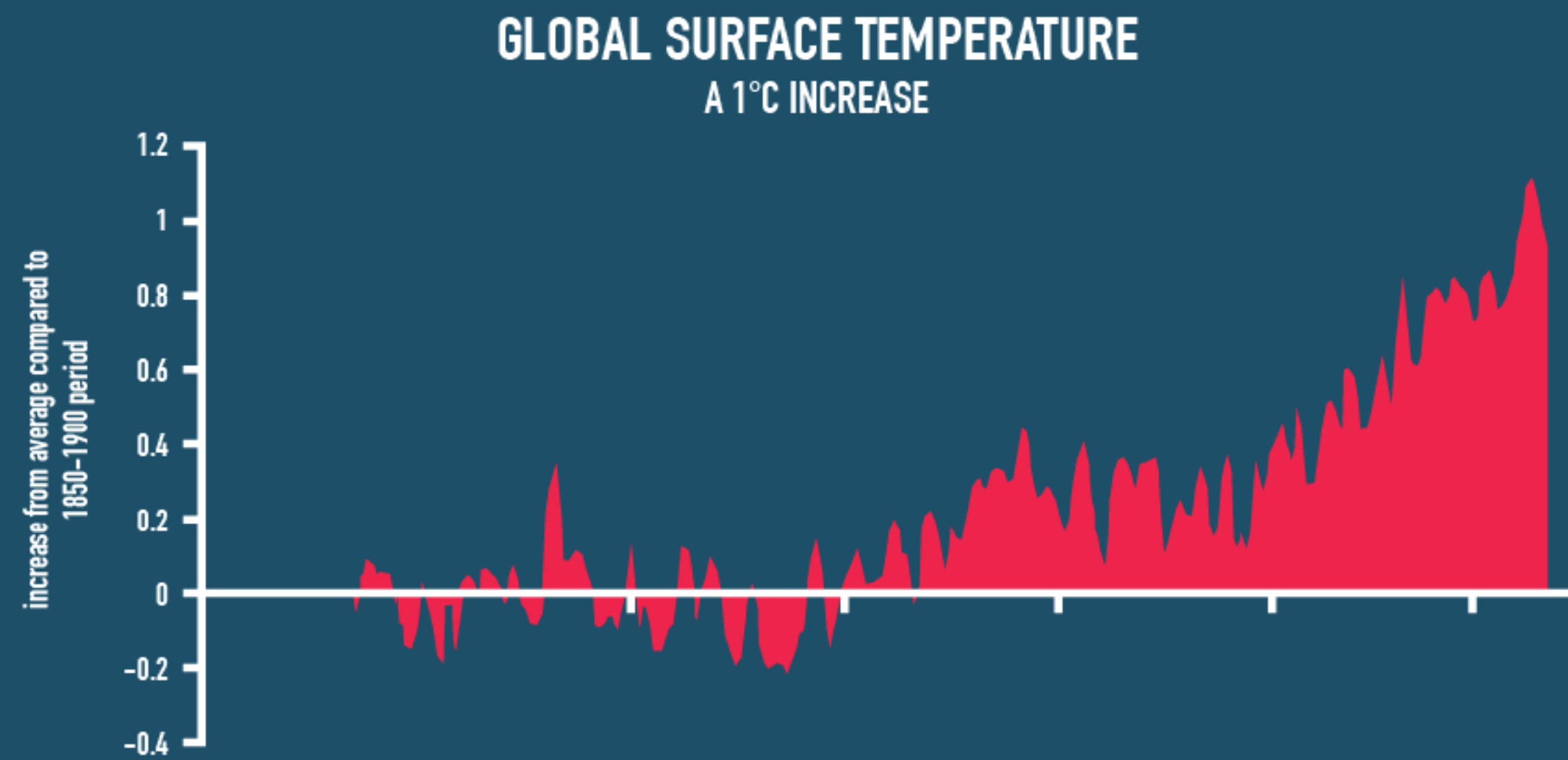
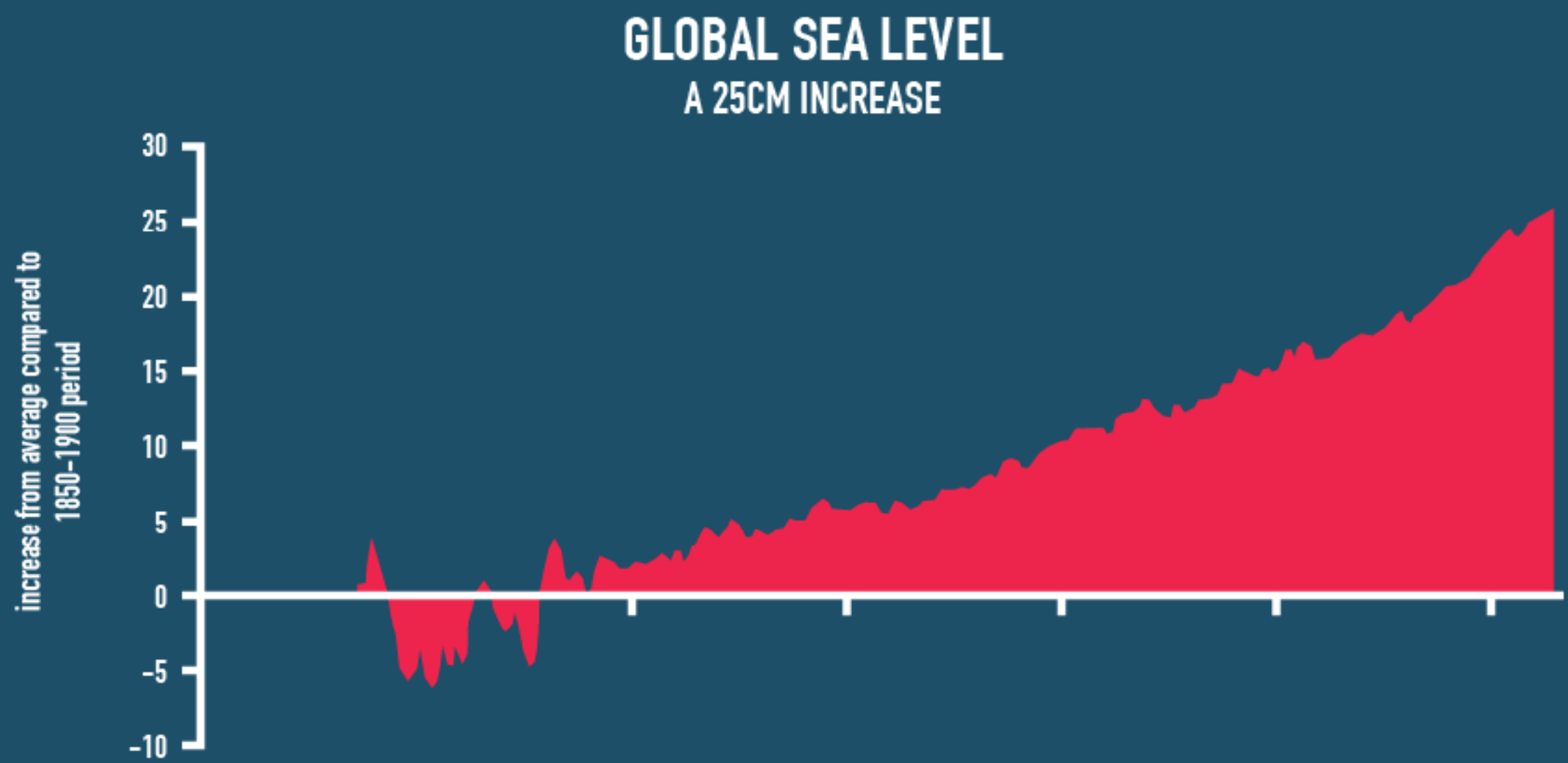
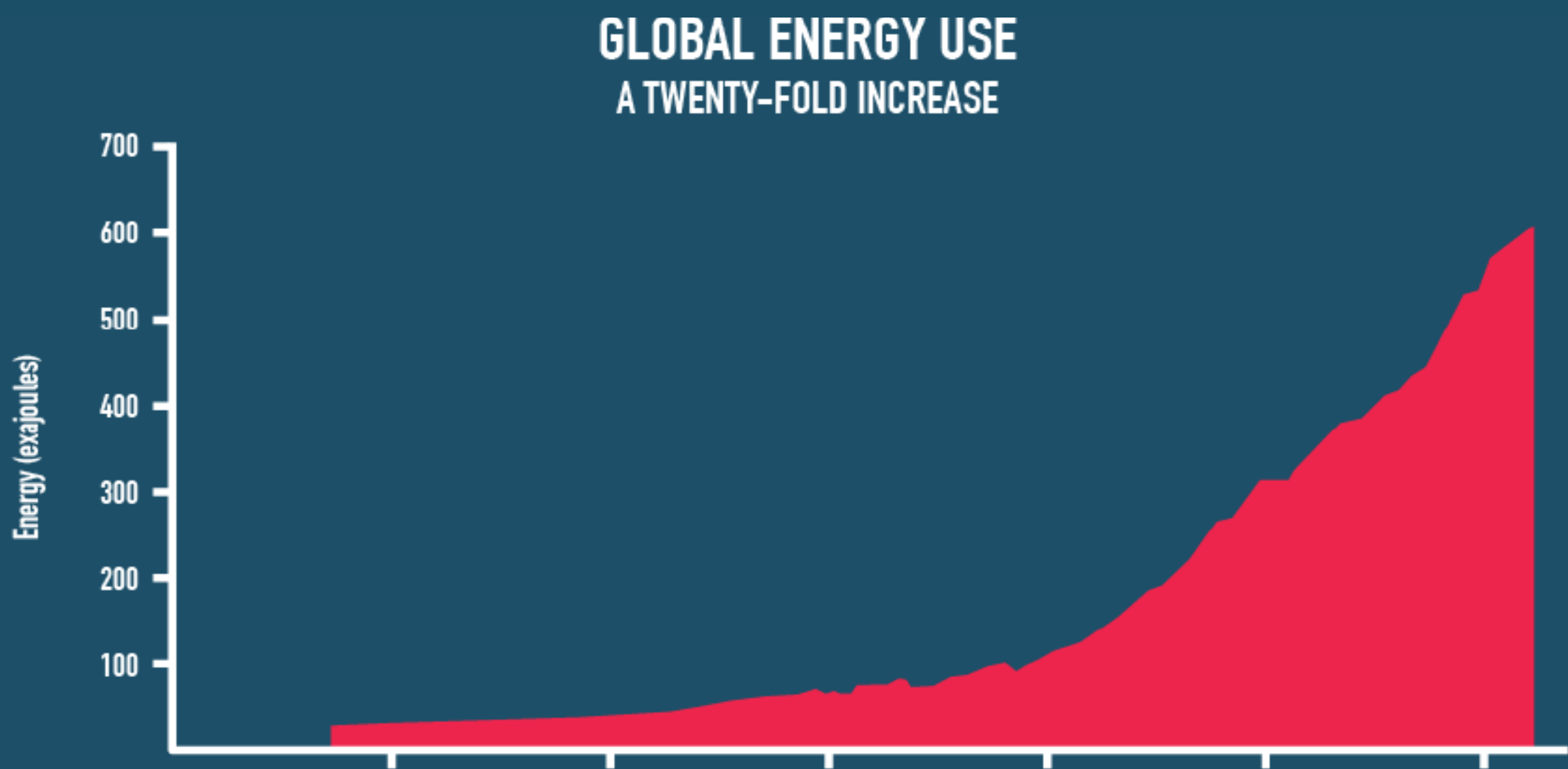
## HOW AI COULD CHANGE THE JOB MARKET

### ESTIMATED NET JOB CREATION BY INDUSTRY SECTOR, 2017-2037





# How can we design a new kind of 'sustainable capitalism'?





**We are staging the future by INACTION, and by ACTION we will create it**





# A new economic logic based on 'sustainable capitalism' is emerging





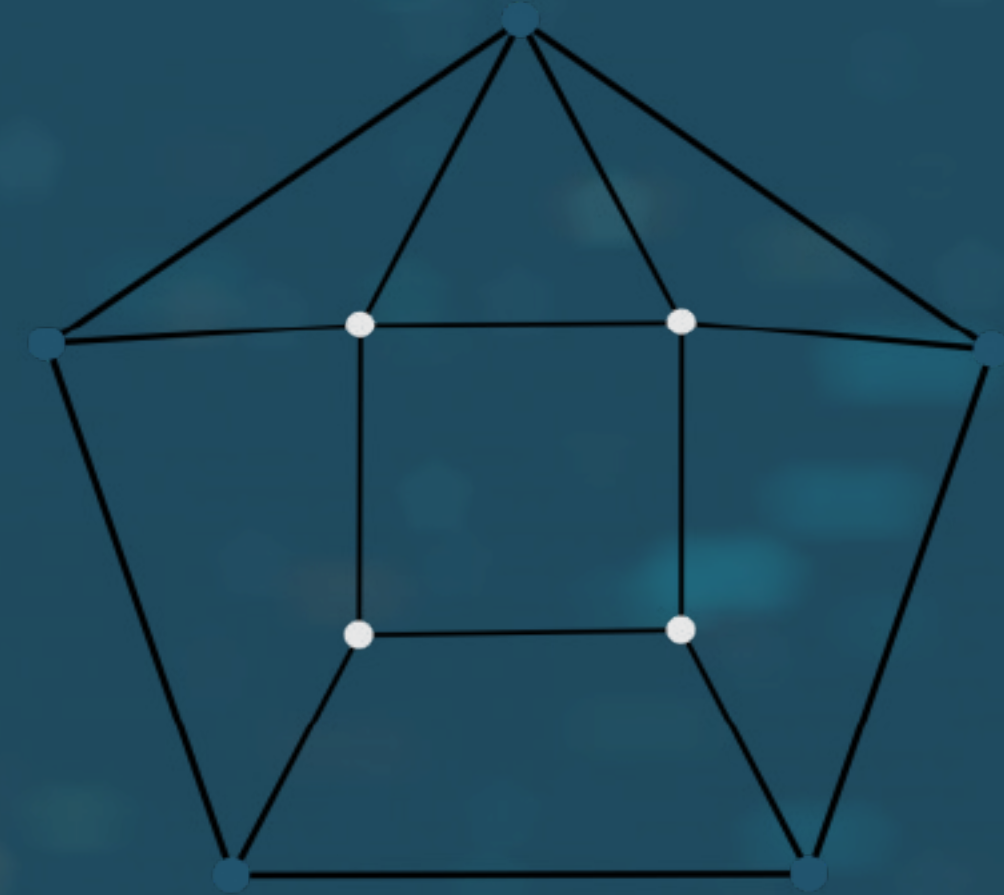
# The 6 Future-Principles: Sustainable Capitalism



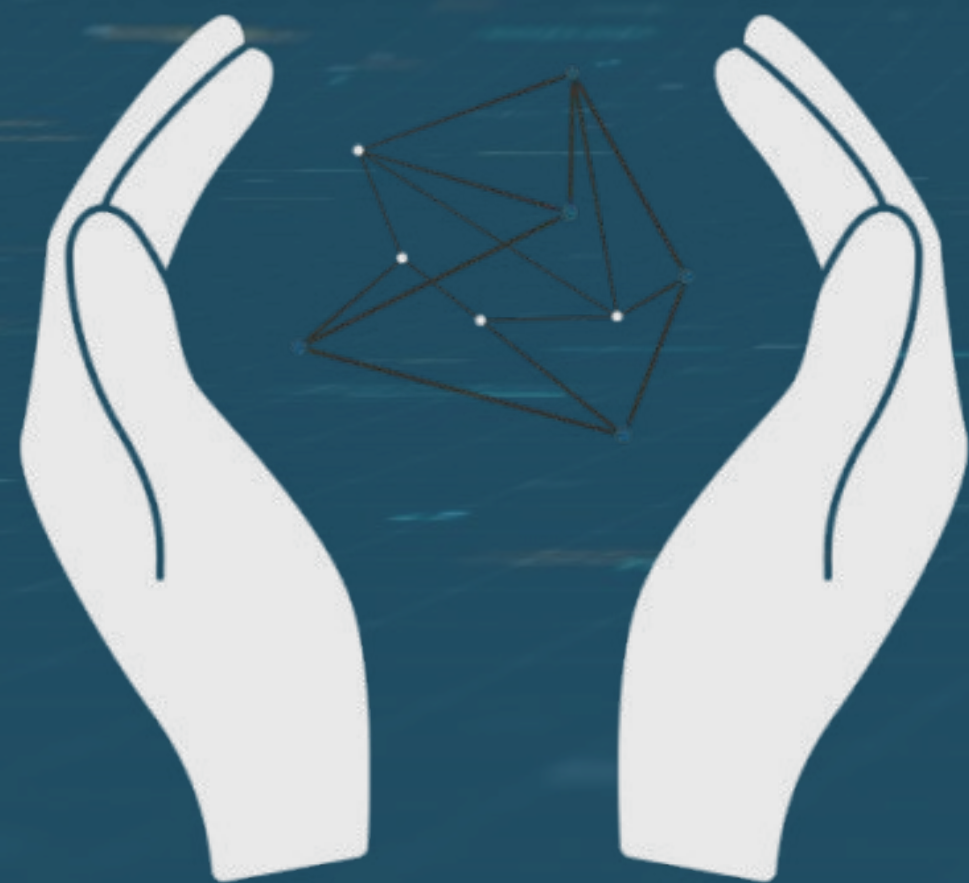
EXPONENTIAL



CONVERGENT



COMBINATORIAL



HOLISTIC



CIRCULAR



HUMAN



The future is better than we think – IF we can balance technological progress with human purpose





# Heaven or hell? Our future hinges on foresight, governance and collaboration







**We must invest as much in  
humanity as we do in technology!**

**Morals**

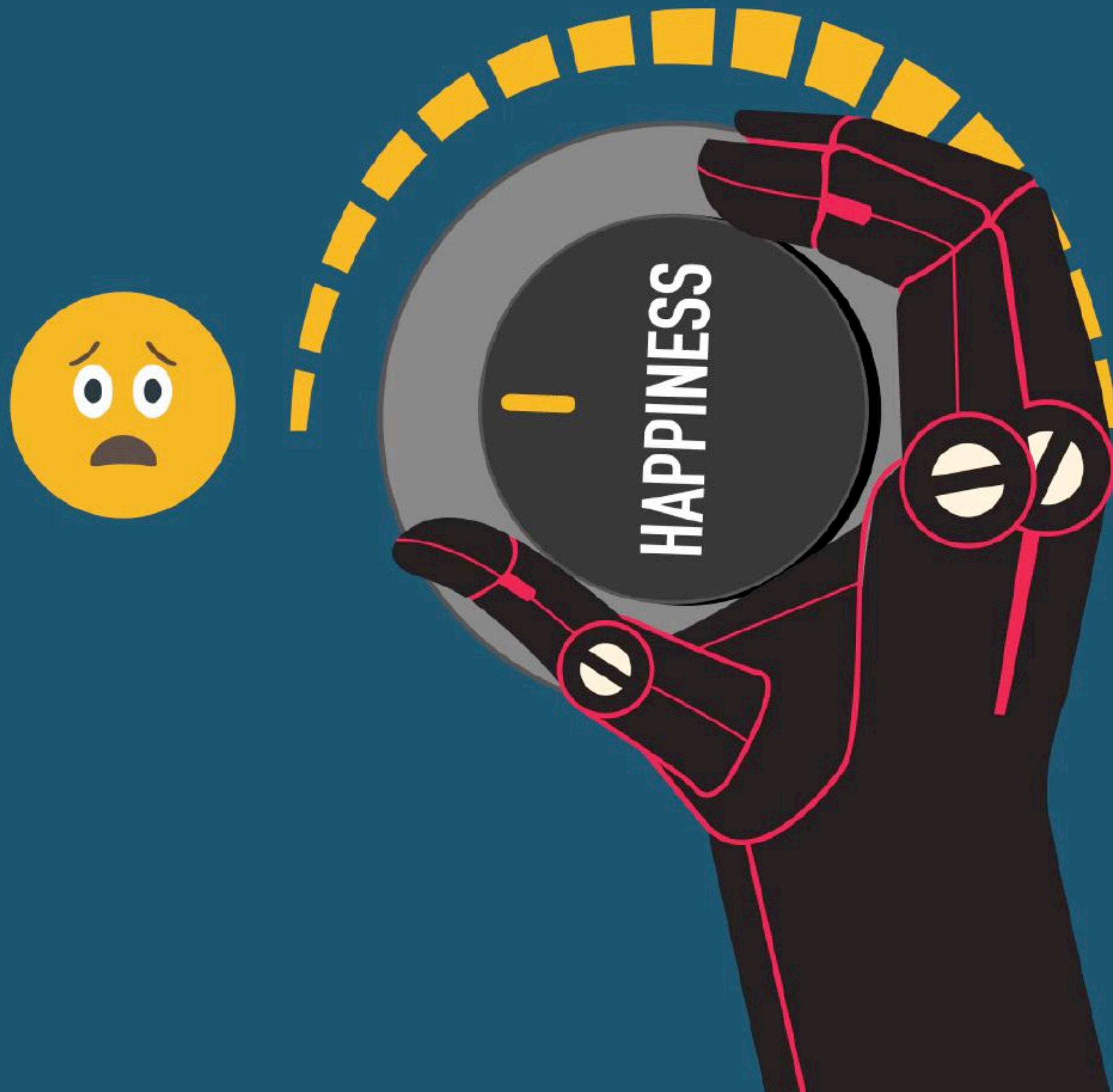
**Values**

**Ethics**

**Humanity**

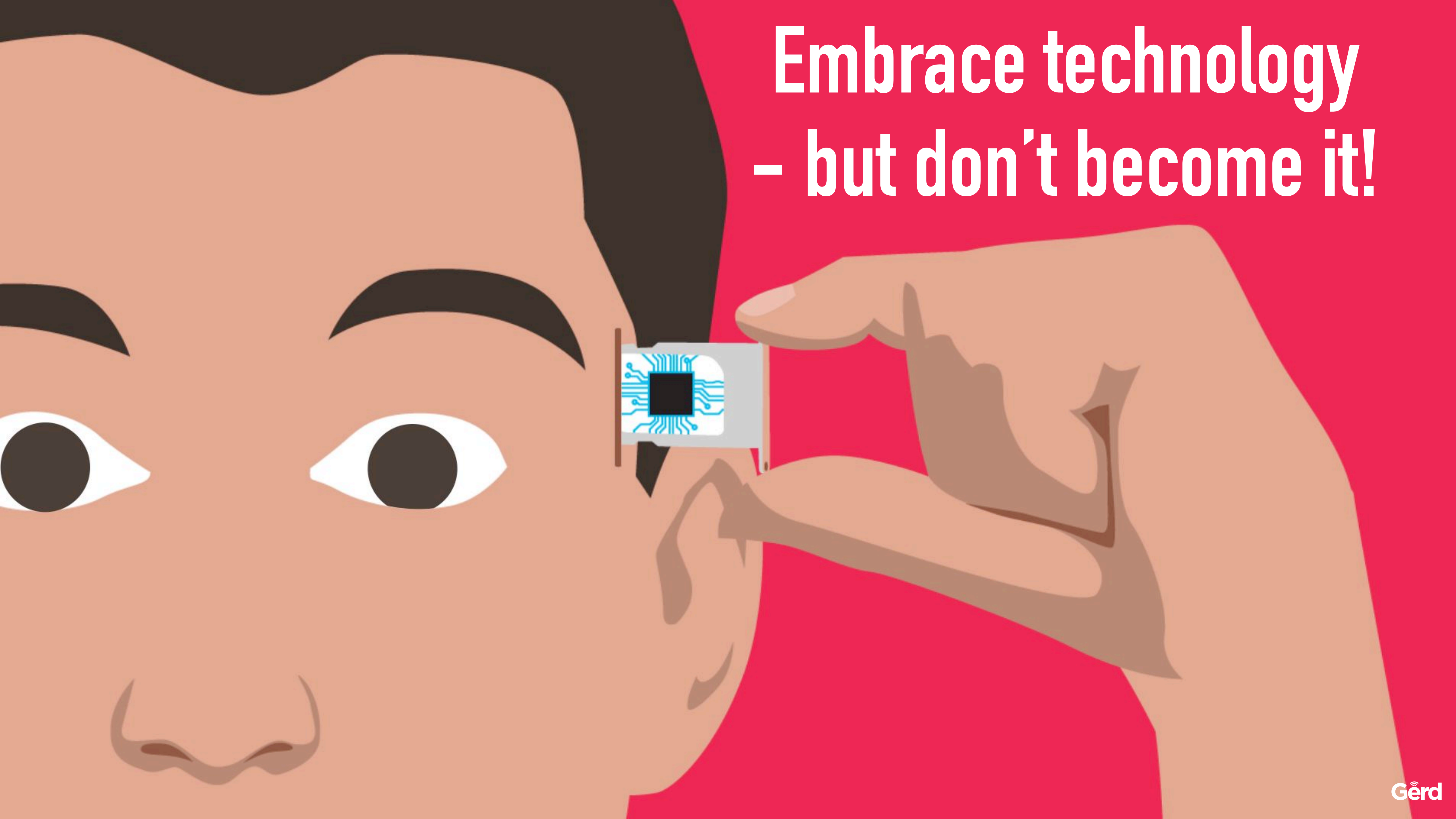


Because  
happiness  
is not an  
algorithm, and  
humans aren't  
code!





**Embrace technology  
– but don't become it!**





Data, information, knowledge and wisdom are closely related concepts, but each has its own role in relation to the other, and each term has its own meaning. According to a common view, data is collected and analyzed; data only becomes information suitable for making decisions once it has been analyzed in some fashion [7]. One can say that the extent to which a set of data is informative to someone depends on the extent to which it is unexpected by that person. The amount of information present in a data stream may be characterized by its Shannon entropy.



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