

society in 2050

what kind of futures do we want?

what kind of ancestors can we be?

a contribution to the Bath Royal Literary and Scientific
Institutions series on The World in 2050



Victoria Ward
co-founder, Jigsaw Foresight

1959

born on Kiribati - a disappearing Pacific island state

1978 - 1981

Cambridge University - languages, avant-garde art

1981 - 1997

finance, derivatives, operational risk

1997 - 2023

research and consulting in and around change:

work, workforce, workplace

future storylines and strategies

communities, coalitions, collaboration, kinship

story systems in organisations

leading through change

ceremony, endings, beginnings, grief, witnessing

amateur musician and grandmother, living near
Cambridge.

where do you start?

Paul Saffo

**look back twice as
far as you look
forward**

Paul Saffo



1969



1996



2023



2050

2023

King Charles III, war in Ukraine, US electioneering, more and more small boats, global heating reaches point of no return, generative AI and virtual reality, lab grown meat, breakthroughs in renewable energy, self driving cars testing, Hyperloop piloting, growing interest in the circular economy, hybrid and remote working here to stay, gender politics increasingly fraught, Sir Elton John headlines Glastonbury



1969



1996



2003



2050

1996

UN comprehensive nuclear test ban treaty, first Chechen war ended, images of Pluto, first flip mobile phone, Java, hotmail, Nintendo, DVD, Concorde last passenger flight, BSE, Dolly the sheep, genetically modified foods in supermarkets, Bill Clinton elected, WTO replaces GATT, Deep Blue defeats Garry Kasparov, Wannabe, Harry Potter, Charles and Diana divorce



1969

1996

2023

2050

1969

Apollo 11, death penalty abolished, Concorde and Boeing 747 first flights, Victoria Line opens, Nixon 37th President, Vietnam War escalates, APRANET first message, first ATM in the US, first Big Mac, Santa Barbara oil spill, 1st Earth Day (1970), first temporary artificial heart, Woodstock, Beatles last performance, David Bowie Space Oddity, Rupert Murdoch controls NoTW, Monty Python's Flying Circus, Charles becomes Prince of Wales, Pele's 1000'th goal



2050

What are our preferred futures and societies? How do we eat, use energy, get around? How do we play, work, live, love, grieve, worship? What kind of societies, values, beliefs, justice, cultures, relationships?

How do we set a direction, or respond and adapt to shocks?

What does history teach about just and sustainable transition?

Who are the guiding elders?

Elise Boulding

“The 200-year present began 100 years ago with the year of birth of the people who have reach their hundredth birthday today.

The other boundary of the 200-year present, 100 years from now, is the hundredth birthday of the babies born today.

If you take that span, you and I will have had contact with a lot of people from different parts of that span.”





~~nebulous, distant worry.~~

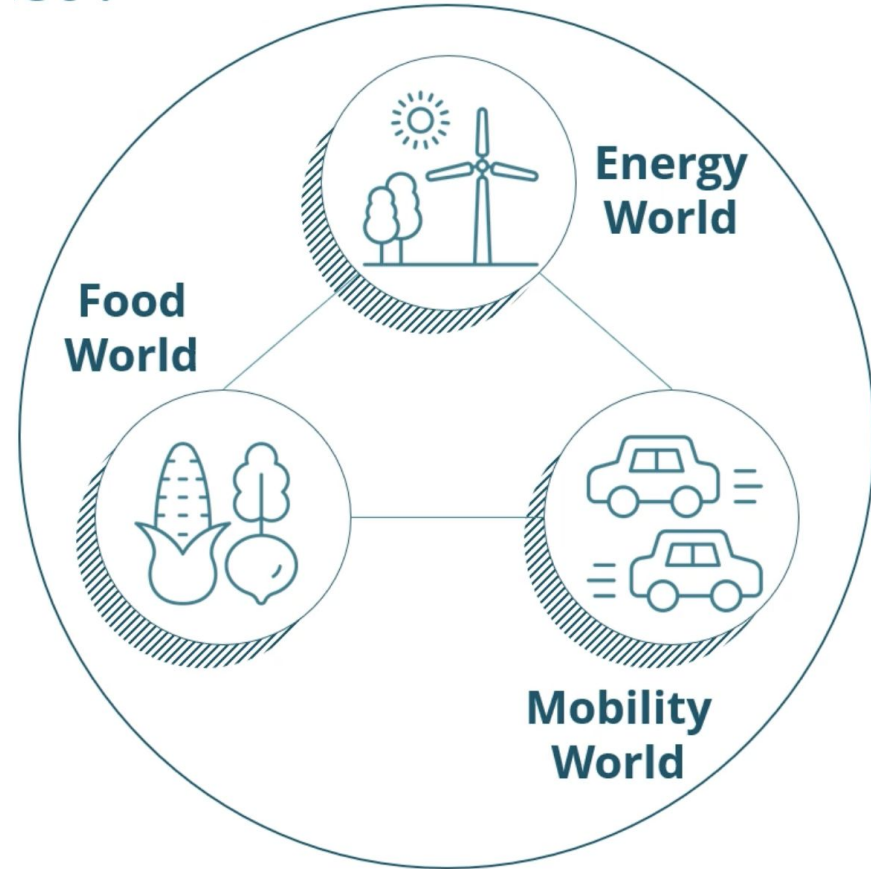
~~Perceptions now are vastly different.~~ Climate change is at the very centre of current concerns. It is a huge, hulking, holistic, interconnected and existential problem.

Hamish McRae
The World in 2050

DEEP TRANSITIONS

what's a deep transition?

a series of interconnected system changes
that transform society in a fundamental way



core concepts

socio-technical systems

Systems that provide certain societal needs, such as energy, mobility, or food. Made of sets of rules or actors and five interwoven elements: science and technology, culture, consumer behaviour, policy and industry.

rules

Assumptions, understandings, values, beliefs, laws that different actors hold. Implicit and informal, e.g. cultural values, explicit and formal, e.g. regulation.

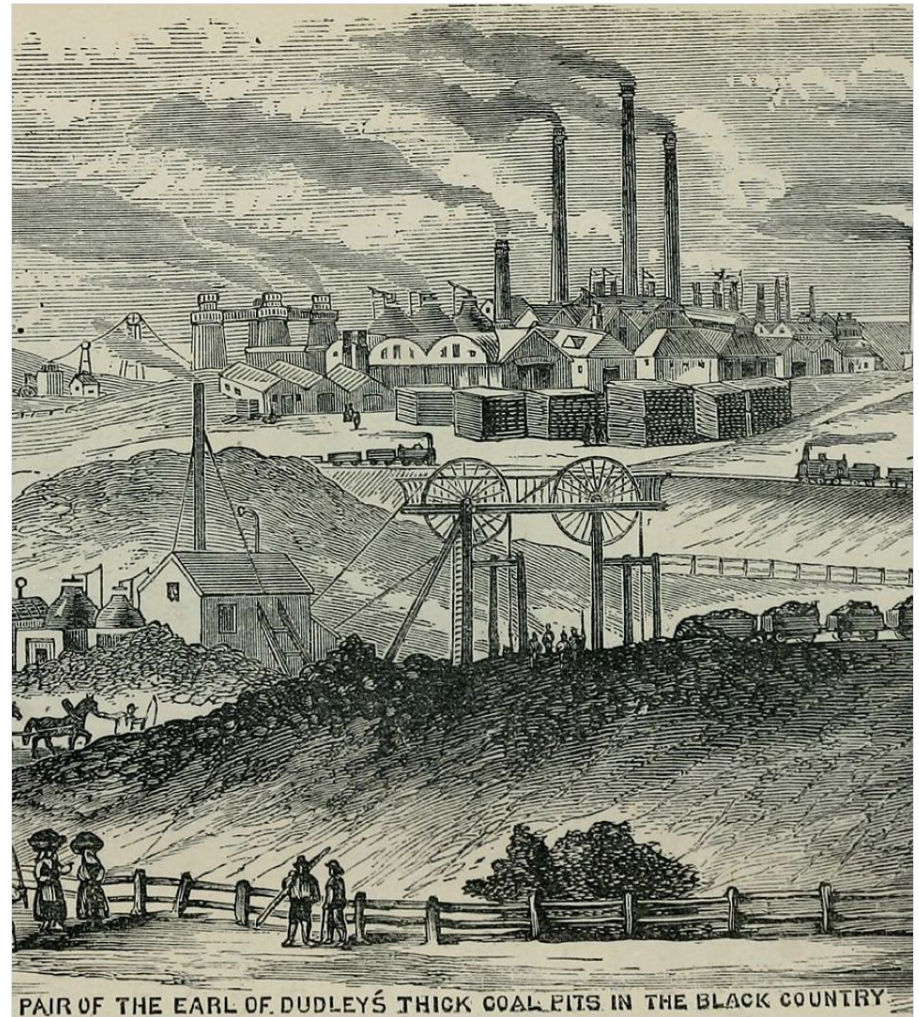
regime

Stable rules that are dominant. Usually accompanied by a set of dominant actors who follow, use, strengthen and codify the regime.

niche

Space for radical innovation. New actors establish and test new technologies and practices that embody an alternative rule to the dominant regime.

first deep transition

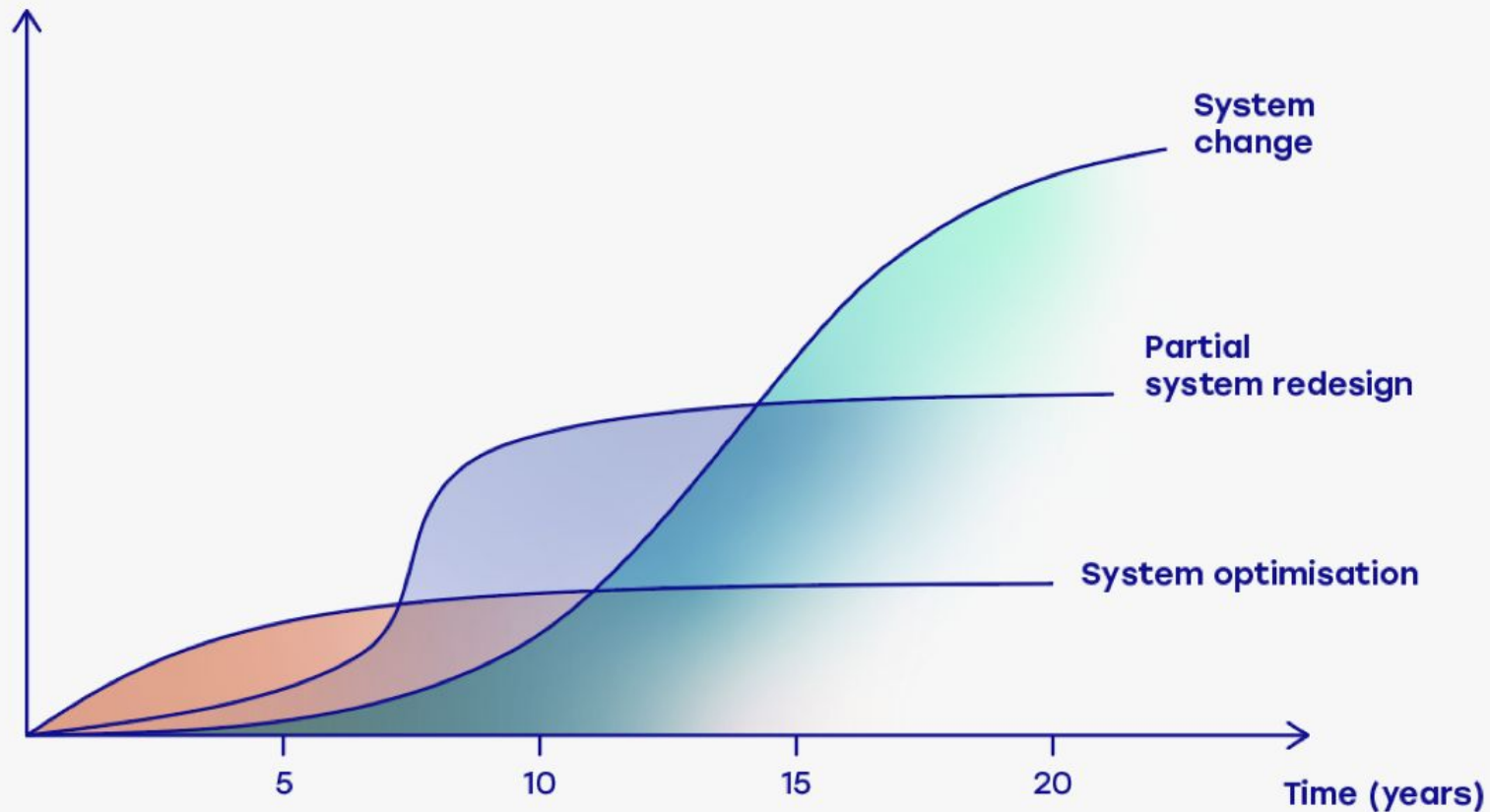


PAIR OF THE EARL OF DUDLEY'S THICK COAL PITS IN THE BLACK COUNTRY

second deep transition



**Meeting Sustainable Development Goals =
directionality of system change**





imagining futures and their histories

**learning from the past
to shape the future**

deep
transitions
futures

DEEP 
TRANSITIONS


panel process

A large orange circle containing the text "grounding in theory".

grounding
in theory

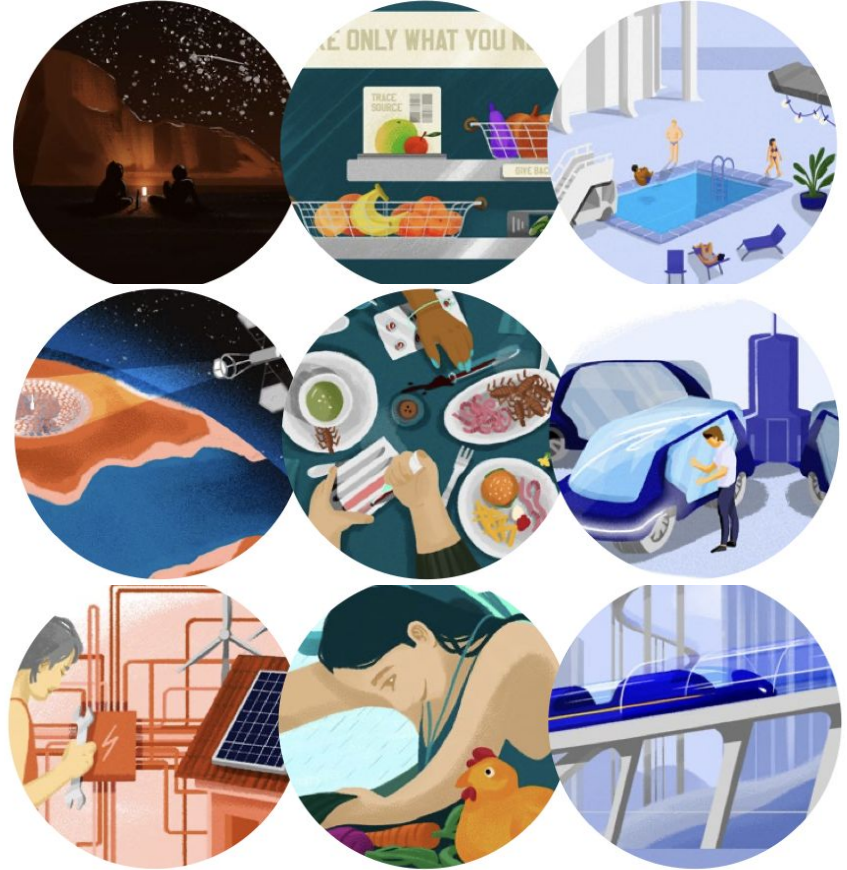
A large blue circle containing the text "world building".

world
building

A large green circle containing the text "philosophy and principles".

philosophy
and
principles

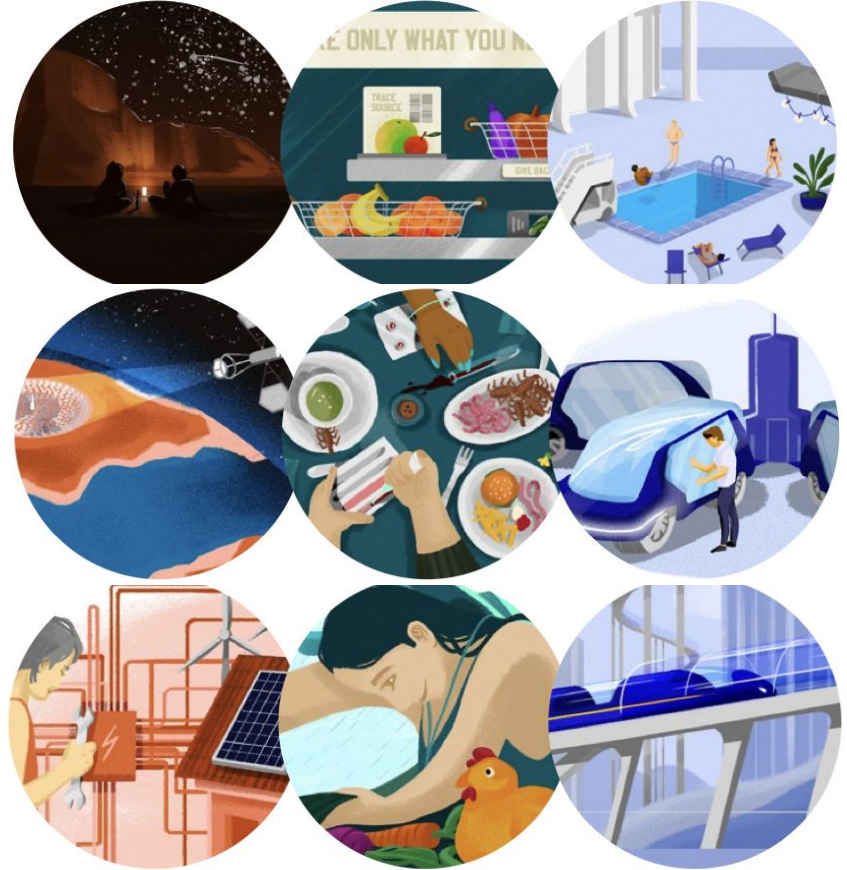
some storylines for 2050



first, do no harm

after the
frugal turn

earthshot



first, do no harm



ecological regeneration and restoration

What if populations are shaken out of profound neglect and disregard for the world and its ecosystems and resolve towards transformation, working with and through nature and understanding that humans are only one part of a spectacular, indivisible web of life?

after the frugal turn



sufficiency in consumption

After continuously breaching the natural limits of the planet, humanity suffered through a series of unprecedented global disasters and shocks. What if, as a consequence, limitless consumption is rejected in favour of living within the Earth's capacity for sustaining life?

earthshot



leaning on the promise of grand solutions

What if, inspired by spirit of 20th-century missions to put humans on the moon, a new movement emerges in the 2020s, determined to deliver on the promise of solving the grand challenges of our time through human ingenuity and entrepreneurial spirit?

**the future is
already here: it's
just not very
evenly distributed**

William Gibson

hedgerow couture

'The Nettle Dress' 2023



**A VISION FOR A
RADICAL SCAN-TO-
PRINT CIRCULAR
BARE-FOOT-WEAR
SYSTEM THAT
REIMAGINES HOW
FOOTWEAR IS
DESIGNED AND
MADE.**



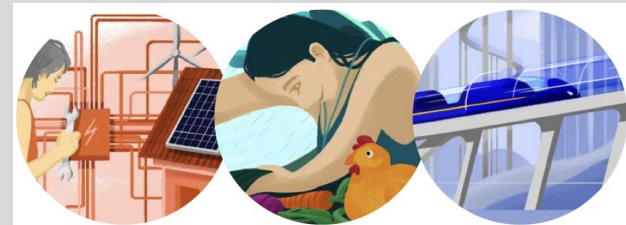
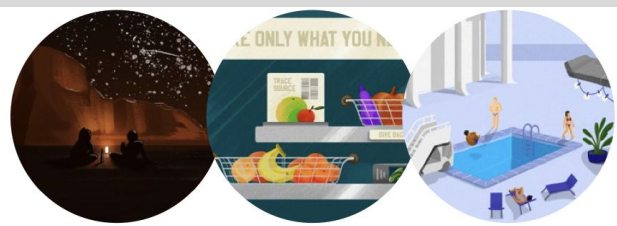
prairie planting

Hampton Court, 2023





being good ancestors in these (and other) storylines





define

What are our preferred futures and societies? In 2050 how do we eat, use energy, get around?

relate

How do we play, work, live, love, grieve? Who or what do we worship? How do we create and consume things?

connect

What kind of societies, values, beliefs, justice, cultures, relationships do we uphold?

create

What is missing from those future storylines, for good or bad?

consume

Who are the elders?

destroy

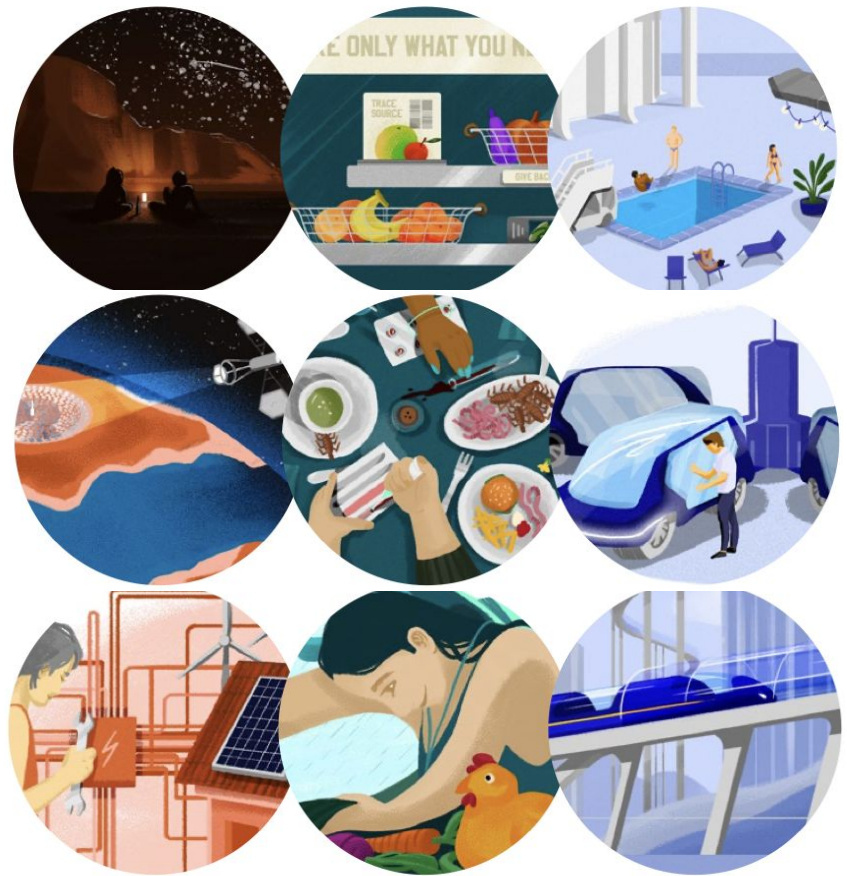
How do we set a direction, or respond and adapt to shocks?

What does history teach about just and sustainable transition?

first, do no harm

after the
frugal turn

earthshot



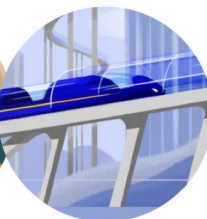
pick a future world, have a quick conversation about how you imagine we eat, love, pray, work, live, travel, produce and consume etc in this storyline

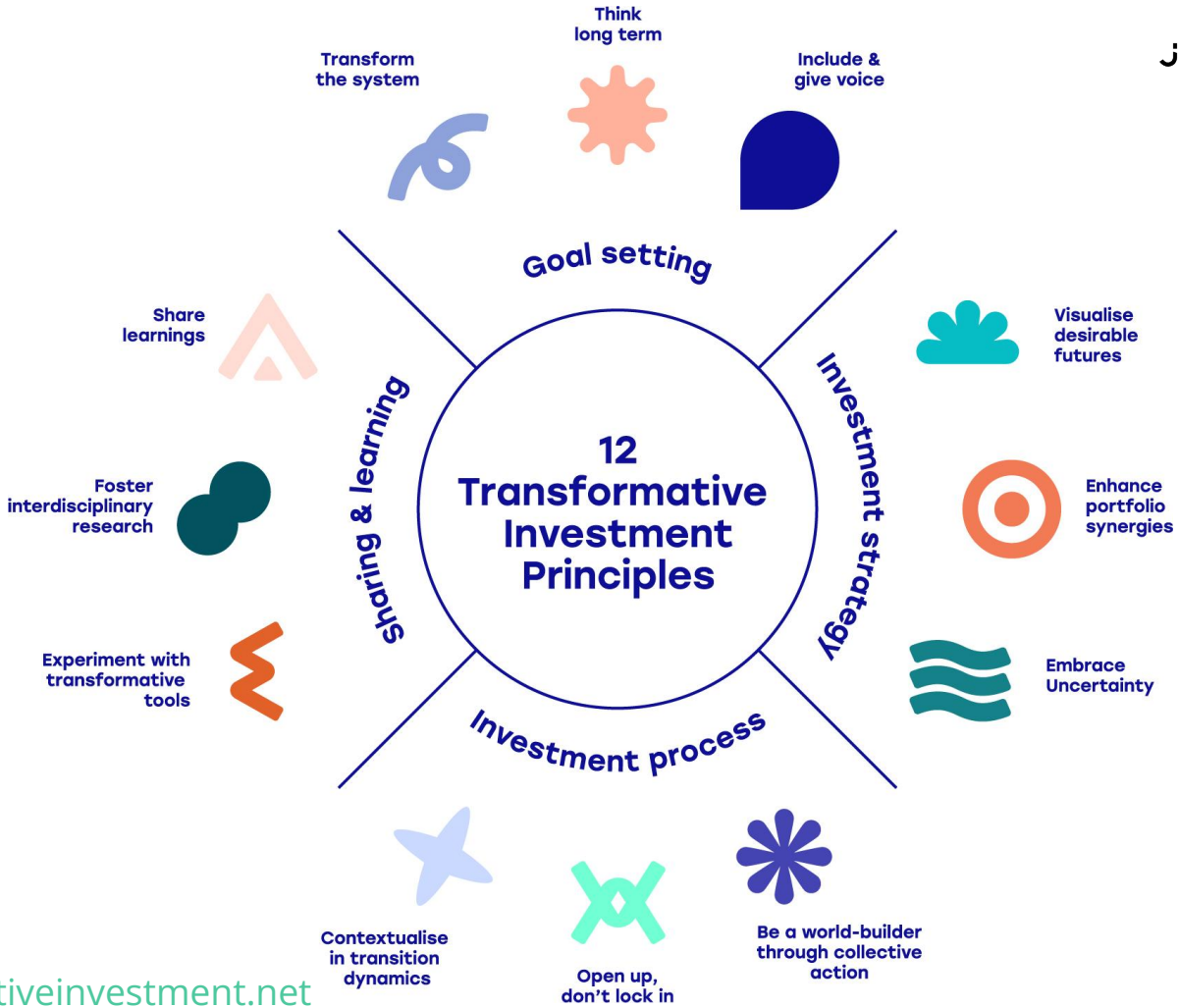
Roomies: turn to a neighbour or two

Zoomies: invited to a breakout



conversation notes queries



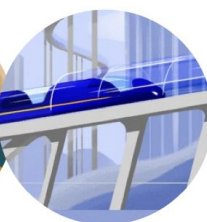
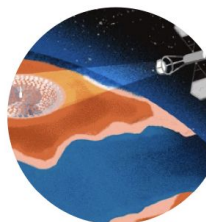




...before we go...

things from the future..

...time to get convivial with
cocktails and ice..



**London summers will
be 'as hot as Nice
by 2070' if carbon
emissions keep
rising...**

London Met Office as
reported on Sky News
21 June 2023

STEREOGRAPHS OF MINNESOTA SCENERY.

PHOTOGRAPHED BY W. H. ILLINGWORTH.



PUBLISHED BY GURNEY & PAINE,
148 THIRD STREET, ST. PAUL, MINN.

Minnesota Ice Harvest.

**mixology in
2050?**

**first, do no harm
after the frugal turn
earthshot**



thank you



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For a deeper dive into the Investment Philosophy and how to put it into action, read the full report.

The Transformative Investment Philosophy, encapsulated in the 12 principles above, provides a framework for guiding thought and action in the investment community and broader society. Yet they are not an end point; they are a beginning.

The sustained interdisciplinary collaboration between the Panel and the research team in co-creating the Philosophy can be seen as a prototype for how cross-disciplinary efforts can work towards achieving transformation. To that end, effectively leveraging this opportunity requires a focal point for continued efforts to disseminate transformative investment principles, put them into practice, and learn from experimentation.

[Download the Investment Philosophy](#) ↗

Begin a bold journey towards transformation

Beginning in 2023, the Deep Transitions Lab will act as the seed of a global community brought together by a shared ambition to invest in systems change. The Lab will serve as a platform within which to learn about, experiment with and disseminate the results of new forms and strategies of transformative investment.

If you would like to discuss how we might collaborate in your own systems-change work; request an information pack on the Deep Transitions Lab; or for any other inquiry:



www.transformativeinvestment.net