

A piece of white paper is torn and curled on the left side of the image, set against a dark blue, textured background. The paper's edge is jagged and uneven, and it is partially unrolled, showing its thickness and the way it catches the light.

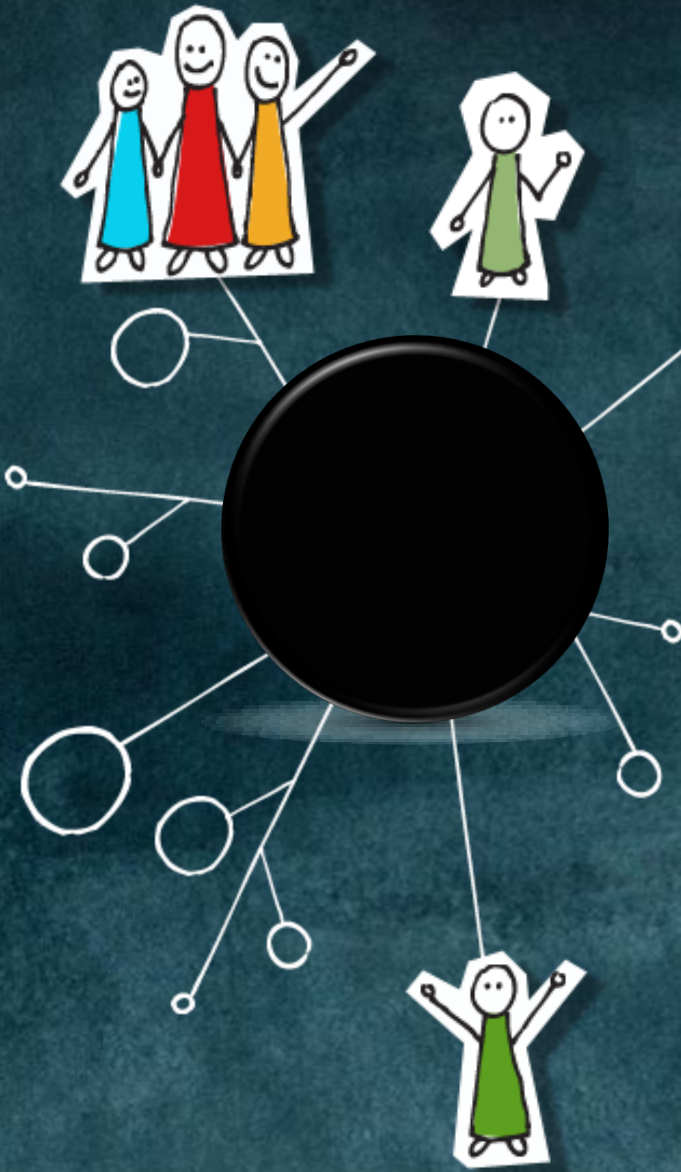
550 MILLION EUROPEANS
ARE ASKING...

THE BIG SOCIAL QUESTION...
WHAT WILL THE
NEXT DECADE
HOLD FOR US?

What do we do?

How do we do it?

How do WE
Change?



Uncertainty

Fast Changing World

Unraveling Rules/Norms

Can't do it alone


Broken Trust



TELL ME WHAT YOU THINK?

QUESTION :

IS SOCIETY LESS INCLUSIVE TODAY
THAN 2010?



A SNAPSHOT OF YOUR SOCIAL INCLUSION
PERCEPTIONS

CIVIL
SOCIETY

BUSINESS

ELECTED
OFFICIAL

CITIZEN



BLAH

blah

INFORMATION SILOS

blah

blah

blah

BLAH



PEOPLE AT RISK OF POVERTY & EXCLUSION: EU-28

22.4%

• 2017

23.8%

• 2010

SOURCE: EUROSTAT

SEVERE MATERIAL DEPRIVATION RATE: EU-28

6.2%

• 2018

8.4%

• 2010

SOURCE: EUROSTAT

ELDERLY AT RISK OF POVERTY/EXCLUSION: EU-28

18.2%

• 2017

20.1%

• 2010

SOURCE: EUROSTAT

YOUTH UNEMPLOYMENT: EU-28

6.3%

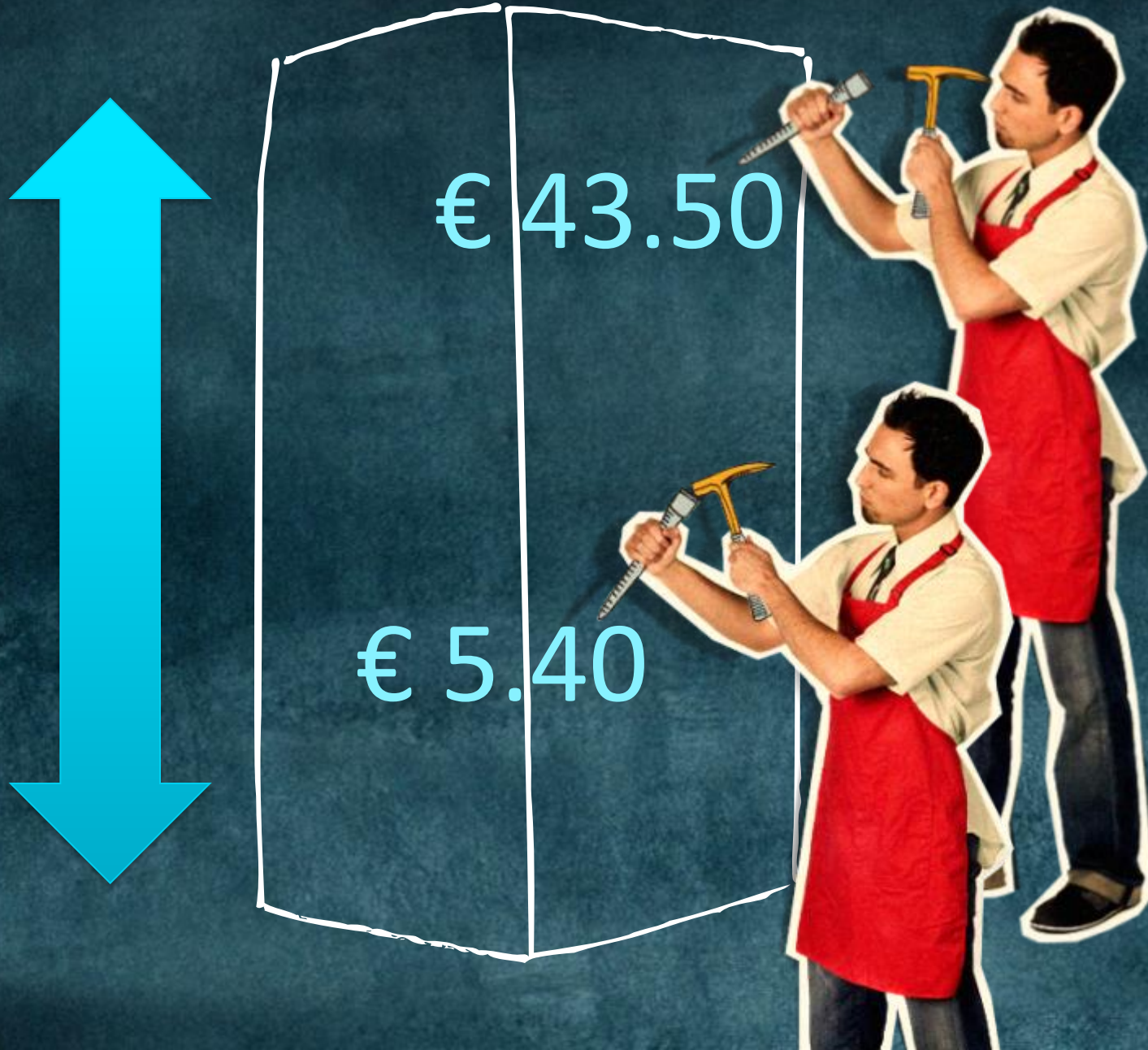
• 2018

9.1%

• 2010

SOURCE: EUROSTAT

HOURLY LABOUR COST RANGE IN EU-28



SOURCE:
EUROSTAT

INEQUALITY OF INCOME DISTRIBUTION: EU-28



A horizontal bar chart with two bars. The top bar is cyan and contains the text '5.1%'. Below it is a black bullet point followed by '2017'. The bottom bar is also cyan and contains the text '4.9%'. Below it is a black bullet point followed by '2010'. To the left of the bottom bar, there is a small 3D wireframe box. The background is a dark, textured blue.

5.1%

• 2017

4.9%

• 2010

SOURCE: EUROSTAT

Poverty is
Worse

Economy
is OK

How do I
win
elections

Will my
job pay
enough



ECONOMY/BIZ



SOCIETY



POLITICS/POLICY

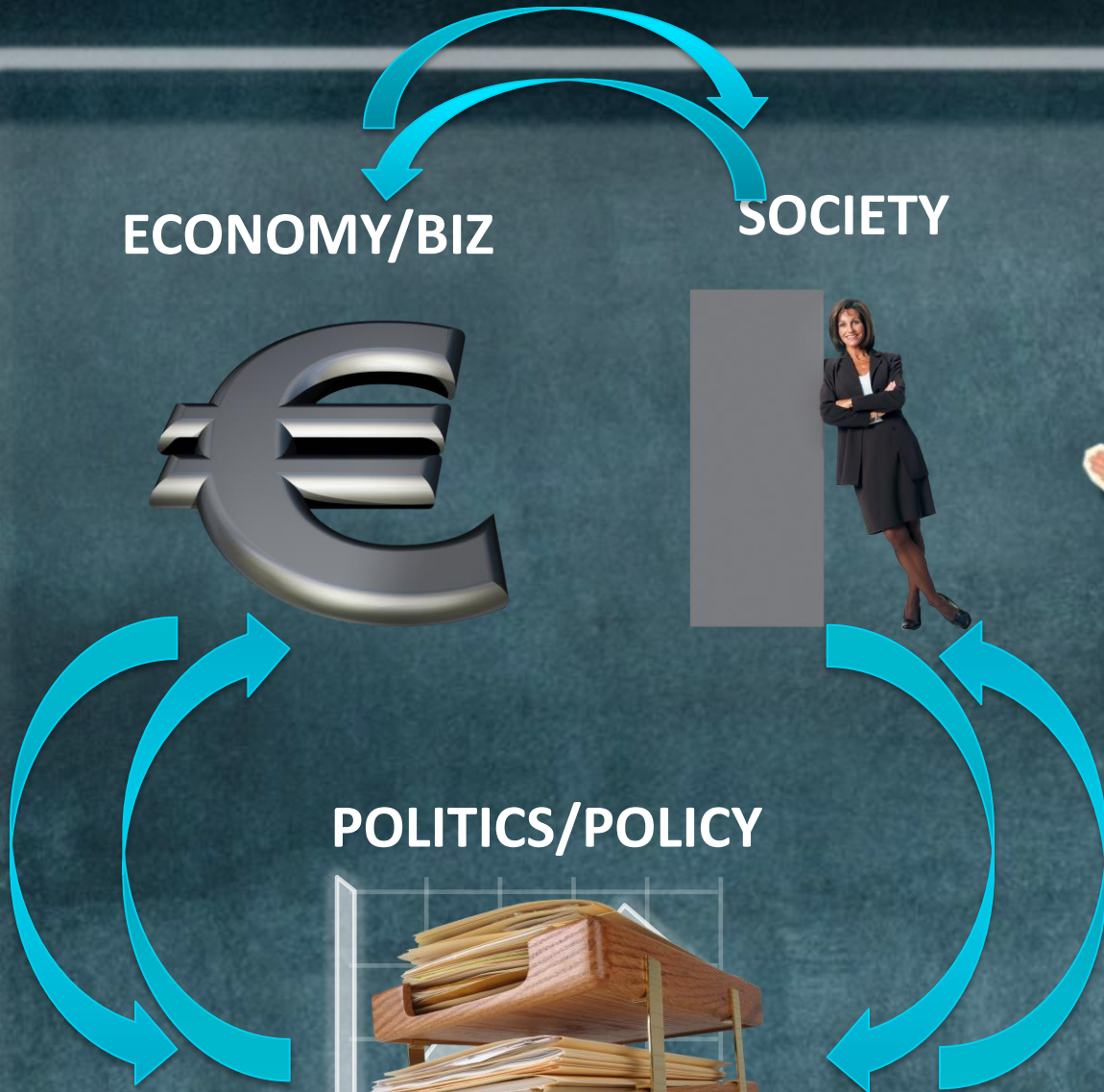


ECONOMY/BIZ

SOCIETY



POLITICS/POLICY



MY FAMILY & The Silos

Focus on
Business

Focus on
Society

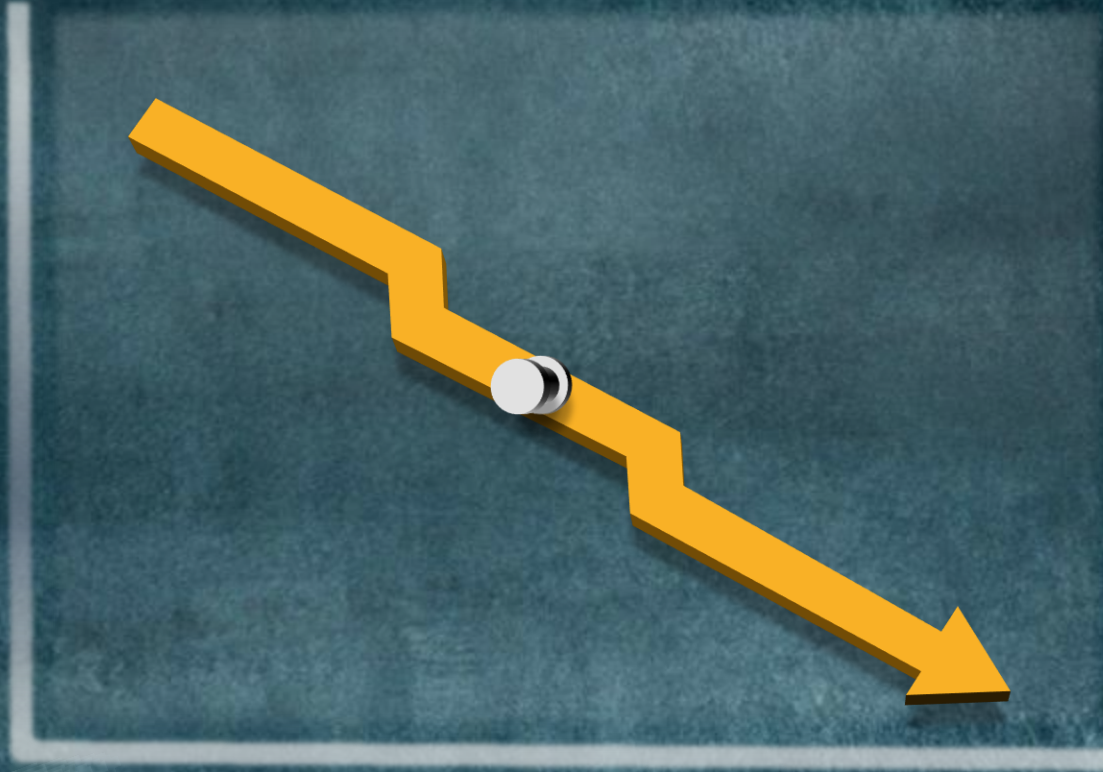
Politics?
No!

Politics?
No!



THE AMERICAN DREAM??

INEQUALITY





GLOBAL CAUSES

Then...

Financial crisis

Unemployment

Inequality

Exclusion

ANGER



GLOBAL CAUSES

Now...

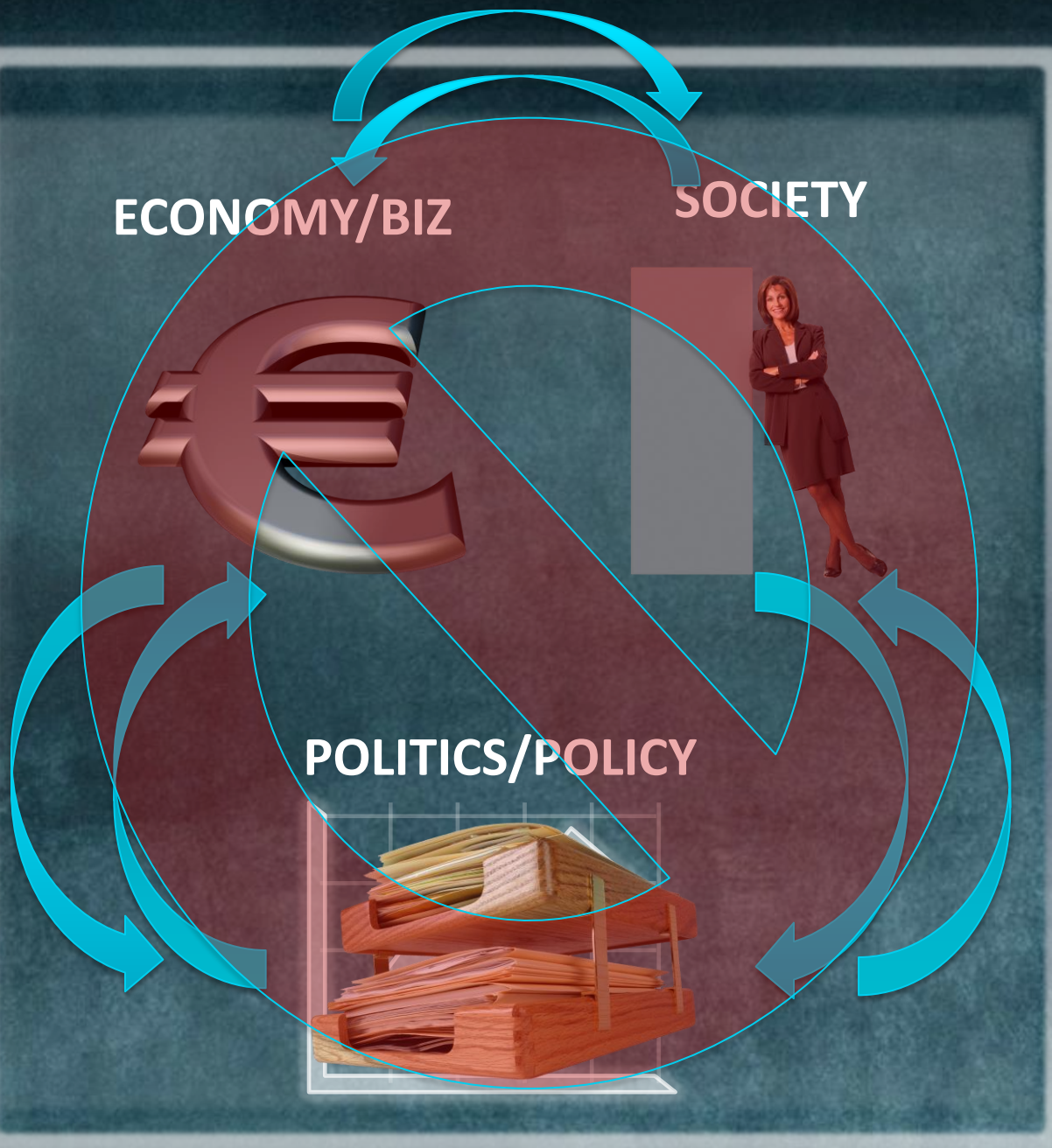
Technology

Regulation

Inequality

Climate Change

ANGER



REMEMBER
INFORMATION
SILOS?



Leads To...

MY FACT IS THE... TRUTH!



BLAH

blah
blah
blah

BLAH

BLAH

BLAH

B

B

BLAH

Blah

BLAH

blah

BLAH

AUSTERITY

The Poor

The Rich

ECONOMY IS GREAT

IMMIGRANTS

EMPLOYMENT

H

h

H

LAH

blah

BLAH

WHERE WE ARE TODAY

GREECE

THAILAND

BROKEN

UK

BRAZIL

INDIA



USA

TURKEY

Trust

ITALY

VENEZUELA

HUNGARY

Explain Interconnecting

FACTS

Understand Differing

VIEWS

AND MOVE

PEOPLE





Crash Course



Must talk
to
Influencers

Must go
beyond my
customers

Must talk to
biz & civil
society

I NEED to
pay
attention



EU-28 UNEMPLOYMENT FELL IN 8 OUT OF 10 REGIONS: APRIL 2019



LOOK BEYOND

“YOUR” DATA

HELP

OTHERS



SEE

BEYOND

HEADLINES



VERBAL



VISUAL





INCLUSIVE GROWTH ACTION #1



Think outside the
BOX

& Get out of

Information Silos

INCLUSIVE GROWTH ACTION #2



Make everyone an
Active Participant
in
Growth

INCLUSIVE GROWTH ACTION #3



Talk to Change
Influencers
And Understand
Differing Views

INCLUSIVE GROWTH ACTION #4



Rebuild

Trust

By

Investing in People

“We need to adjust our mindsets
& create deeper emotional
connections with the people we
serve”





BE THE CHANGE MAKER
of the **NEXT DECADE**