

priority

A summit powered by FII Institute

FII PRIORITY SUMMIT

What is Humanity's
Highest Priority?



Powered by



NEW YORK, USA | SEP 22, 2022

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Welcome Remarks from the CEO of FII Institute

A few months ago, I had the privilege to talk to my board of trustees, chaired by **H.E. Yasir Al-Rumayyan**, debating what we should do in New York. We said that during the UNGA, everyone will discuss topics such as climate change, poverty, and education. All these topics are important and have been discussed for the past 20 years. But for the FII Priority summit, we thought about what our humanity needs - what does our humanity want?

This is why we decided to conduct a survey and explore the priorities of people, as it is our conviction that these have changed over the past 2 years. The survey, one of the largest in the past few years, was conducted in 13 countries, including emerging economies and developed countries, among representative samples of the population aged 18 and over in each country. A total of 130,000 individuals were interviewed.

Nations and employers around the globe need to focus on the priorities of the people to provide social relief, increase job opportunities and security, and ensure social protection. We have to discuss action. This is what the FII is about - **it is a call for action.**



Richard Attias

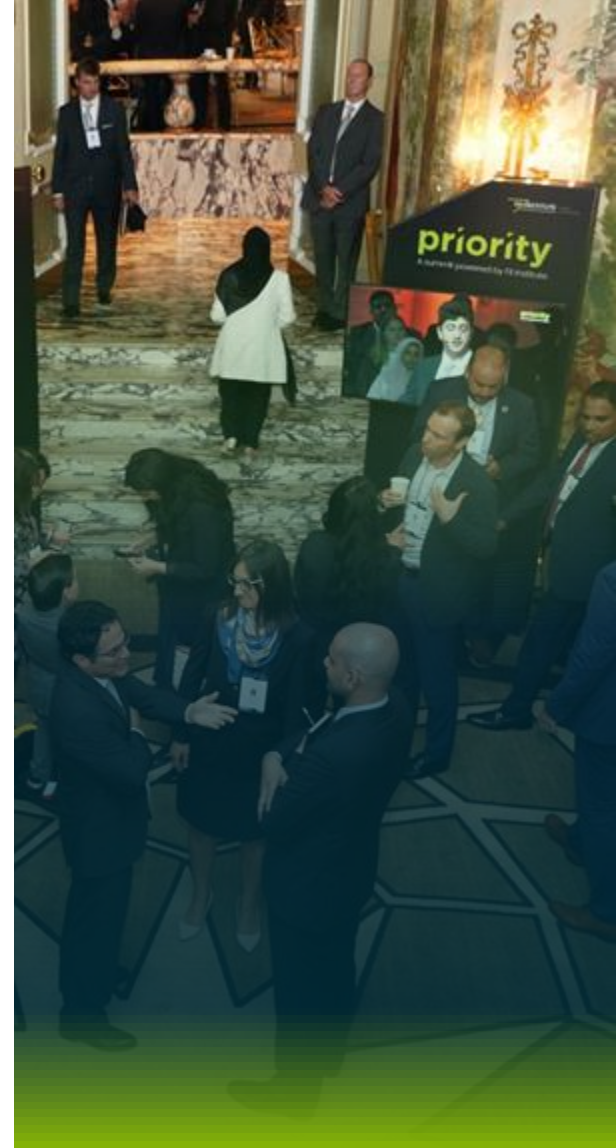
Richard Attias
CEO, FII Institute

A Summit to Define Humanity's Highest Priority

Enlightenment has often followed humanity's darkest hours. In a time of extraordinary social and economic transformations and shifting geopolitical alliances. The Future Investment Initiative (FII) Institute, in line with its mission to have a positive impact on humanity, has hosted a capstone summit to identify and explore the highest Priority of all humankind.

On September 22nd, 2022 in New York City, PRIORITY has uncovered the number-one Priority in the minds and hearts of all individuals from every age, background, and culture across all continents. Then, in a series of interactive conversations and debates among a range of stakeholders — including investors, policymakers, business leaders, media titans, Nobel laureates, athletes, experts, average citizens, and anonymous heroes — PRIORITY has determined humanity's most pressing need and desire — **its top Priority**.

In revealing the world's highest Priority as we transition to a new global order, PRIORITY will serve as an essential building block for the sixth edition of the Future Investment Initiative. It will be the call to action to help humanity survive and thrive in a complex new world.



About PRIORITY in NYC Alongside UNGA

PRIORITY is FII Institute's latest event and summit, taking place in New York City on September 22, 2022.

The Institute has hosted PRIORITY to act as a platform to consider the leading priorities facing humanity today and to host a series of interactive conversations and debates among a range of stakeholders.

These include investors, policymakers, business leaders, media titans, Nobel Laureates, athletes, experts, average citizens, and anonymous heroes.

This is a capstone event for the FII Institute, acting as a forum to share all of the learnings that the FII Institute has acquired during its past events and through its different pillars: THINK, XCHANGE, ACT.

It is the first event that FII Institute hosts in North America, allowing for the opportunity to create an innovative space where speakers from across the globe can re-evaluate humanity's top priority.

PRIORITY IS PART OF A
SERIES OF PLATFORMS
DESIGNED TO IMPACT
HUMANITY

1

**Inclusive ESG
in Emerging
Markets**

May 2022
London, UK

2

**FII PRIORITY
SUMMIT**

September 2022
New York City, USA

3

FII 6th Edition: **Investing
in Humanity**: Enabling
a New Global Order

October 2022
Riyadh, Saudi Arabia

The Summit in Numbers

XX

Attendees



50

Speakers



18

Strategic Partners



30

Moderated Sessions



1

Strategic Partnership Announced



1

Global Survey Announced



9

Heads of State & Government,
and Policymakers



4

Nobel Prize Laureates
& Award Winners



Partners in the Lead

Founding Partner



Vision Partner



وزارة الاستثمار
Ministry of Investment

Strategic Partners

aramco



BNY MELLON



صندوق التنمية الثقافي
Cultural Development Fund



HSBC

MAADEN معادن



مكة
M.A.K.E. | Saudi Ministry for
Economic Development & Cooperation



نيوم, NEOM



Reliance
Industries Limited



ROSHN

المينة الملكية لمحافظة العراء
Royal Commission for AlUla



سابك
SABK



سنانيل للاستثمار
SANABIL INVESTMENTS

SNB

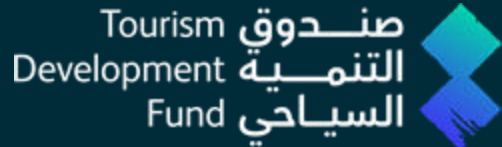
SoftBank Vision Fund

stc

The Red Sea
Development
Company
شركة البحر الأحمر

Strategic Partnerships

The FII Institute is proud to announce its strategic partnership with



With the aim of working together in advancing projects and initiatives in line with the FII Institute's core focus areas and to support the curation of the upcoming sixth edition of the FII forum, which will be held in Riyadh from October 25-27.



The Priority Report: Objectives

WHAT IS HUMANITY'S TOP **priority** ?

In line with their mission to create positive impact on humanity, FII Institute's first annual **Priority Report** aims to uncover the needs, wants, hopes, and expectations of every individual across demographics, across generations and across the world.

The report evaluated five overarching themes in its assessment of individuals' priorities:



The Priority Report: Methodology

Target

Survey conducted in 13 countries among representative samples of the population aged 18 and over in each country.



Collection Date

August 10th to August 29th 2022.



Method

Online interviews.

A total of 130,000 individuals were interviewed.

Quota method: gender, age, occupation, region and market size (+ cast in India, race in USA, Brazil and South Africa, citizenship in Saudi Arabia).

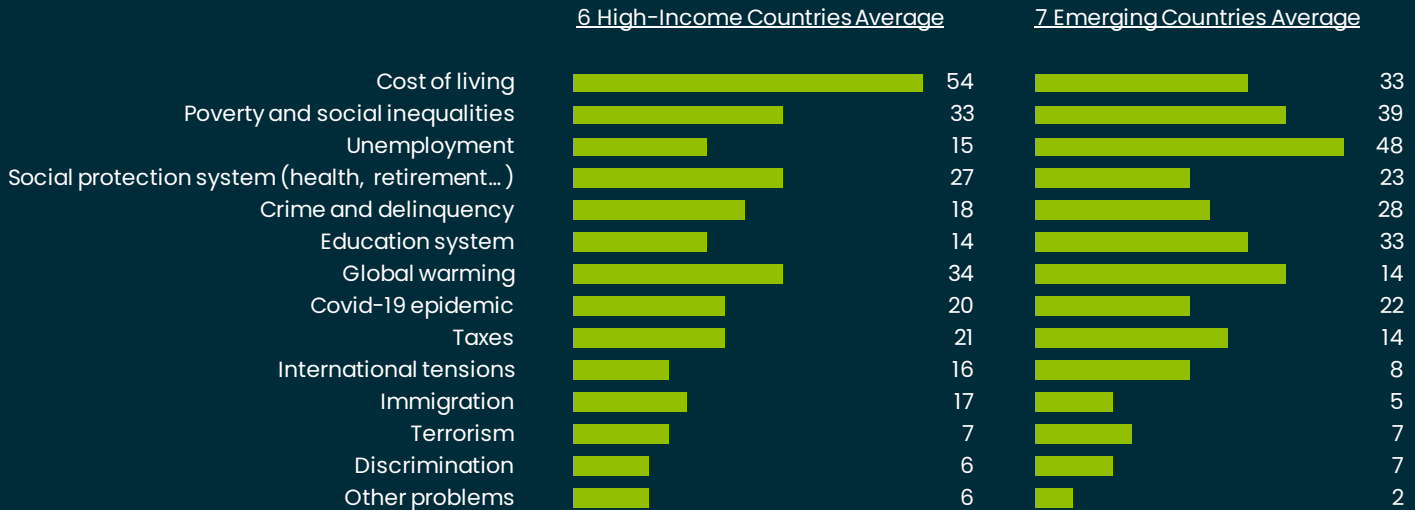


13 COUNTRIES
REPRESENTING
50.3% OF THE
WORLD POPULATION



- USA
- Mexico
- Germany
- UK
- France
- Italy
- Brazil
- Morocco
- KSA
- South Africa
- India
- China
- Japan

The Priority Report: Highlights and Key Findings



WHAT ARE INDIVIDUALS' TOP PRIORITIES?

- 42% OF RESPONDENTS CONSIDER **COST OF LIVING** TO BE THEIR TOP PRIORITY.
- 70% OF PEOPLE IN **HIGH-INCOME COUNTRIES** ARE **PESSIMISTIC** ABOUT THE FUTURE, WHILE 70% OF PEOPLE IN **EMERGING COUNTRIES** ARE **OPTIMISTIC**.
- 50% OF RESPONDENTS SAY THE **SOCIAL CRISIS** MUST BE THE PRIORITY FOR THE PLANET, WHILE 40% SAY THE **ENVIRONMENTAL CRISIS** SHOULD BE THE PRIORITY.

Keynote Speeches

H.E. Shamma bint Suhail Faris Al Mazrui,
Minister of State for Youth Affairs, UAE's
Ministry of Culture & Youth; Vice Chairman,
The Arab Youth Center:

Will the Next Generation Save the World?




One Common Global Priority: Impactful Investments

With the results of **The Priority Report** now announced; businesses, institutions, and investors must come together to advance the world's highest priorities. The right ecosystem and impactful investments combined with regulations are key to creating social and economic progress, expresses **H.E. Yasir Al-Rumayyan**, Governor of the Saudi Arabia Public Investment Fund (PIF) and Chairman of Saudi Aramco.

One example is PIF, leading on social and environmental progress. After the success of its first edition, their second 5-year "Vision Realization Programme" is now striving to invest in green projects in the food, supply-chain, technology, renewable, and infrastructure sectors and to create at least 1.8 million quality jobs. Why? Because "this is what makes the difference between passive financial investments and active, impactful ones", stresses **H.E.**

However, impactful investments cannot see the light without the right crisis mitigation strategies adopted by governments. For instance, climate change - which should be on top of humanity's next priorities - has been mismanaged by governments who have spent years demonizing the fossil fuel sector and consequently decreasing investments that could potentially reduce emissions. This, unfortunately, prevents innovations like Aramco's "Archie" system that monitors emissions and recommends reduction solutions using cross-sectorial data analysis from seeing the light. Without investments, such solutions and technological innovations will never be adopted to serve the environment.



The right ecosystem, combined with regulations that align with the government goals can push for more lucrative and impactful investments.


- H.E. Yasir Al-Rumayyan, Governor of the Public Investment Fund of Saudi Arabia; Chairman of Aramco

In The Face of Global Risks: Diplomacy, Cooperation & Proactivity

Results of **the Priority Report** clearly show that the world's population is currently most concerned about their livelihoods. To work towards achieving this, politicians need to re-focus their attention towards these new priorities and to reshape the global agenda around them, otherwise geopolitical risks can increase dramatically, warns **H.H. Prince Faisal**, Saudi Minister of Foreign Affairs.

One way to illustrate this is the Kingdom's Vision 2030, which is centered on delivering this promise of sustainable prosperity for all, and that "needs to be the driving agenda for all nations too in the global community", stresses **H.H.**

Geopolitical risks are further exacerbated by the heightened political polarizations that the world is witnessing today. The latter, if not addressed well, can negatively affect economic activity and limit the potential for cooperation. From this stems the Kingdom's belief in preventive diplomacy as a much-needed approach to preempt crises from becoming global and impactful, reminds **H.H.** This, in addition to bringing all actors involved on the table to discuss proactive actions that can push to long term solutions to global crises. **H.H.** considers that the pathway to long-term prosperity requires a unified vision led by the private and public sectors, leaders and decision makers as well as the youth.



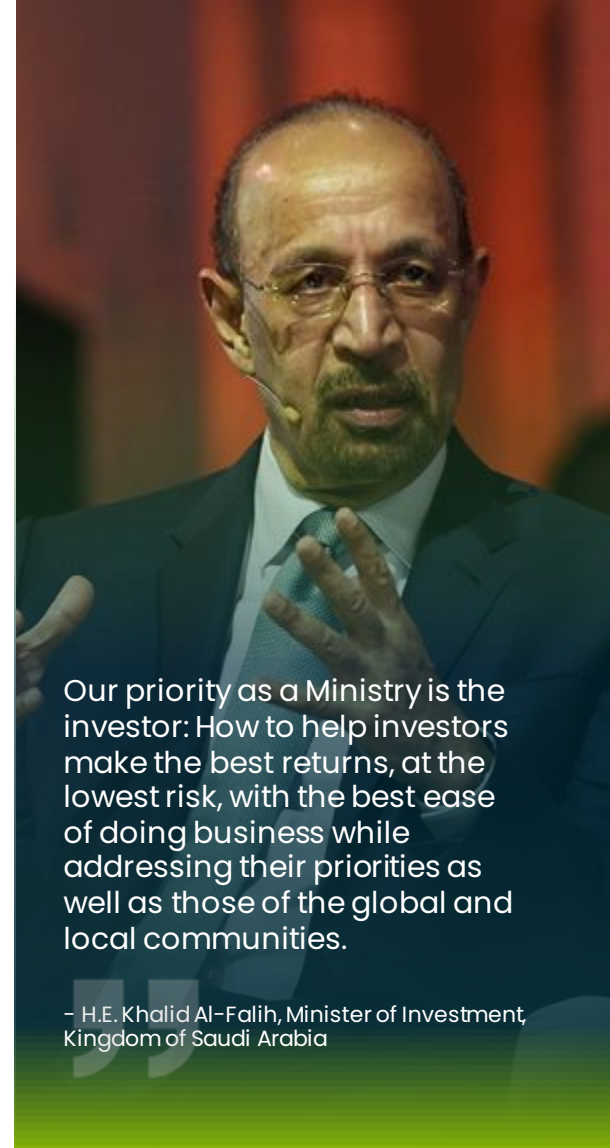
We need to galvanize the community to empower the youth, to focus on the positive success stories that exist. We cannot ignore the challenges, but we also need to be optimistic.

– H.H. Prince Faisal, Minister of Foreign Affairs, Kingdom of Saudi Arabia

The Need for Investments in Humanity's Priorities

Investors have a vital role to play in providing the resources and capacities necessary to advance the highest priorities for humanity. Along the global challenges that investors are most focused on solving today, **H.E. Khalid Al-Falih**, Saudi Minister of Investment, reminds that the pandemic and the geopolitical tremors taking place in China, Europe and elsewhere are also re-shaping and re-engineering the global economy and transforming capital movements. Another global challenge is the climate crisis, which along with the pandemic has brought technology to the forefront as a tool to help address global challenges but also as a source of ample opportunities for investors, highlights **H.E.**

Thanks to the transformations of the past two years, investors are shifting how they see the world and where their capital is going. For example, Saudi Arabia is shifting its focus towards the sectors of the future (healthcare, biotech, education logistics) and looking into harnessing the nation's most important resource which is the young talented innovative people. The Kingdom is also experiencing transformation leading to optimized supply chain infrastructure, new sectors growth, partnerships between international and domestic capital, while also unleashing a lot of capabilities in the country to create a better tomorrow for everyone.



Our priority as a Ministry is the investor: How to help investors make the best returns, at the lowest risk, with the best ease of doing business while addressing their priorities as well as those of the global and local communities.

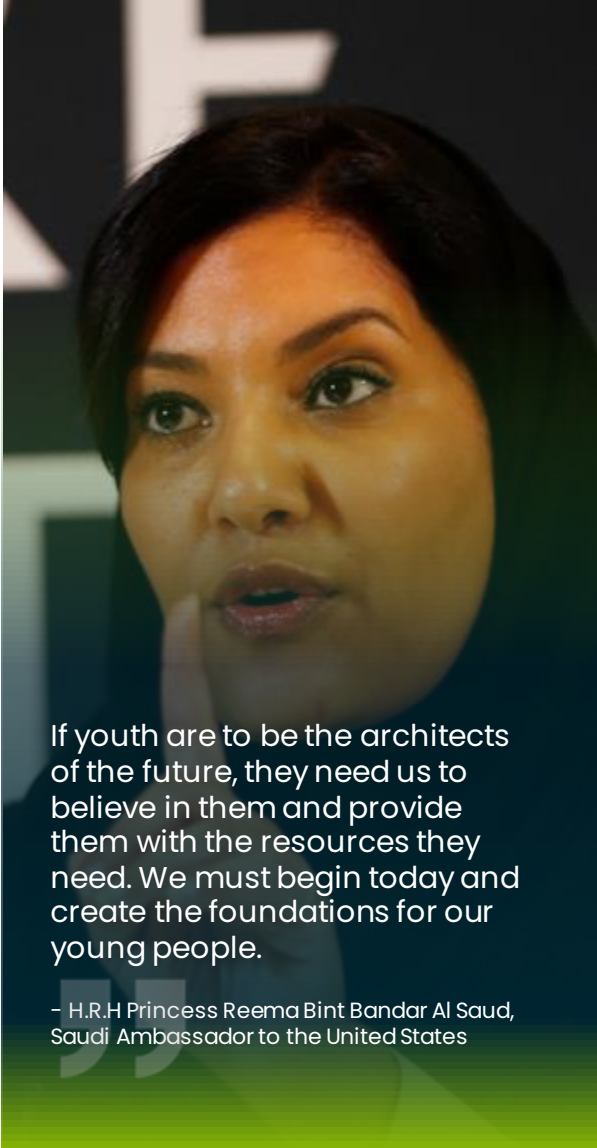
– H.E. Khalid Al-Falih, Minister of Investment,
Kingdom of Saudi Arabia

Building The Future Starts with Youth

Humanity's challenges and priorities are evolving and further bearing the burden of current global crises, as reported by **The Priority Report**. One thing remains as central as ever, which is the role of youth as a major force for change, growth, and most importantly resilience.


Saudi Arabia considers youth as key agents in its Vision 2030 and sets it as a priority to involve, support and empower them, stresses **H.R.H Princess Reema Bint Bandar Al Saud**, Saudi Ambassador to the United States. **H.R.H** also considers that for youth to succeed, the right tools should be made available by governments, along with the importance of prioritizing their interests and investing in the right opportunities that can tackle future global and national crises, like climate change.

Time, however, is an important factor for building a future in which humans can afford to have priorities - beyond their basic social and economic needs - met. Today's leaders have a responsibility to pave the way forward and to consider responding to the priorities of their people, as quickly as they can. It is for this reason that Saudi Arabia is witnessing the set of reforms and transformations sweeping across the Kingdom, reminds **H.R.H.** Saudi Arabia's focus on prioritizing economic, social, and cultural changes stems from the leaders' beliefs that these are the blueprints for the future.

A close-up portrait of H.R.H Princess Reema Bint Bandar Al Saud, looking slightly to the right with a thoughtful expression. The background is dark and out of focus.

If youth are to be the architects of the future, they need us to believe in them and provide them with the resources they need. We must begin today and create the foundations for our young people.

– H.R.H Princess Reema Bint Bandar Al Saud,
Saudi Ambassador to the United States



As we prepare for COP28, we are determined to realize a shift from catastrophe to opportunities, from tokenizing young people to actual participation and listening to their concerns. The youth must be included in decision making.

– H.E. Shamma bint Suhail Faris Al Mazrui,
Minister of State for Youth Affairs, UAE's
Ministry of Culture & Youth; Vice Chairman,
The Arab Youth Center

The Next Generation Can Save Our World

Younger generations are deeply concerned about the state of the world, and actively trying to balance the challenges of their everyday lives with their desire to drive societal change. This is why, explains **H.E. Shamma bint Suhail Faris Al Mazrui**, UAE's Minister of State for Youth Affairs, the UAE is dedicating genuine efforts to secure meaningful youth participation at all stages of decision-making.

At the top of their concerns, today's youth are concerned about climate change as they witness its direct impact on their lives, but also because fighting it is aligned with their values and ideologies, says **H.E.** As the country prepares to host COP28, the UAE Ministry of Environment and Climate Change had launched the Emirates Youth Climate Change Strategy, an integrated framework to enhance the role of young people in meeting the challenges of climate change. **H.E.** considers that caring for young people and their empowerment must be translated into support for their quests for combating climate change. That is why the UAE approaches youth and climate change as an interconnected matter.

Moreover, the youth expect policies that promote more equitable societies. Leaders therefore need to embrace intergenerational parity and direct future economies towards more inclusivity for youth and future ideas. Amplifying the voices of youth means ensuring their meaningful participation and empowering them with educational resources and opportunities.



In Denmark, people's level of happiness has to do with the enormous sense of freedom they feel: my choices will affect where I end up, I am not limited by the choices of my parents or that of the state.

- H.E. Helle Thorning-Schmidt, Former Prime Minister, Denmark

Freedom to Be: The New Change Enabler

The formula adopted by governments in Nordic countries has been successful for years due to its focus on the people's top priorities, including high-quality education, healthcare, safety, a positive environment and most importantly: freedom. Denmark, for instance, scores high on the Happiness Index compared to the rest of the world, largely due to the government's ability to regulate the market economy with a lot of redistribution and a lot of pre-distribution so that any citizen can access a fountain of assets, highlights **H.E. Helle Thorning-Schmidt**, Former Prime Minister of Denmark.

Freedom and liberation, in specific, must be made available if governments want to empower the people and achieve their priorities. People in Nordic countries feel an enormous sense of freedom knowing that their choices will affect where they end up, and that they are not limited by the values of their parents, the state or their employers.


New individual values are therefore resurfacing, changing how communities behave and co-exist. The pandemic has further contributed to this phenomena, adds **H.E.** In fact, the pandemic has transformed the relationship between employees and employers, prioritizing values such as health, well being and sleep to ensure work commitment and dedication.

How to Boost the Happiness Index

The conditions of happiness can be fairly different from one nation to the other, yet governments' responses must remain very much alike. In measuring people's happiness, the Kingdom of Bhutan's own Gross Happiness Index looks beyond traditional notions to include 9 main domains: education, resilience, good governance, community vitality, living standards, psychological well-being, health, time use, cultural diversity, ecological diversity and resilience. The last four, as expressed by **H.E. Dasho Tshering Tobgay**, Former Prime Minister of Bhutan, are the responsibility of the government. This holistic approach therefore need to echo in any country's governance and policy.

Fairness in resource allocation and predictability in having social protection equally contribute to raising the Happiness Index. If we want to empower the people and enable them to create change, we need to raise their optimism in the government's ability to fairly make use of the resources available, even if they're not much.

Finally, creating a work environment that helps give people meaning and purpose instead of fostering competition with their neighbors or even the self and pushing for more consumption can be key to see a nation satisfied and happy.



We call it work, but we should call it “purpose”. We should call it “life meaning” and then it takes on a totally new dimension.

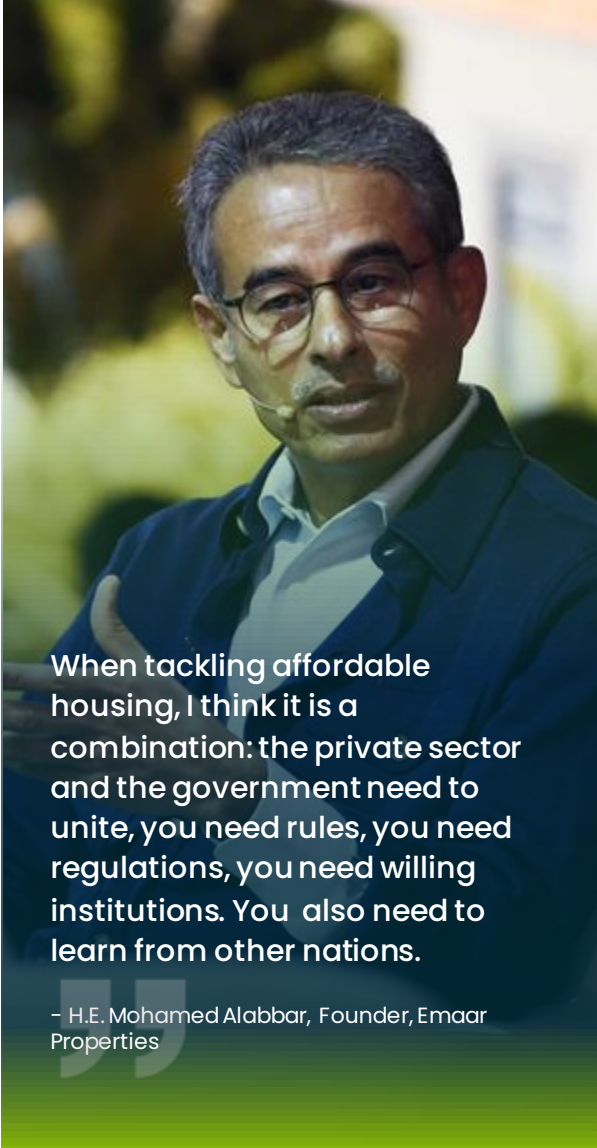
– H.E. Dasho Tshering Tobgay, Former Prime Minister, Bhutan

The Priority of Sheltering the World

As the world population struggles with the rising housing costs over incomes and the demand for luxury properties increases more than ever, property developers and managers are dedicating their efforts to innovate their approach to sheltering the world.

The starting point to innovating social housing, points **H.E. Mohamed Alabbar**, founder of Emaar Properties, requires three components: bigger production levels, enabling technologies and supporting government policies that can offer benefits and incentives to social housing constructors like loans. Another crucial factor that can help fulfill the demand for social housing is efficient design.

Nevertheless, bigger production levels should not come at the expense of sustainability. **H.E. Al Abbar** underscores the role of technology and data in optimizing design but also in sourcing sustainable materials while still decreasing costs. Thanks to the newly sourced material, **H.E.** predicts that ultimately, property developers will be able to finally shift from concrete - one of the top sources of pollution around the world.



When tackling affordable housing, I think it is a combination: the private sector and the government need to unite, you need rules, you need regulations, you need willing institutions. You also need to learn from other nations.

– H.E. Mohamed Alabbar, Founder, Emaar Properties



Culture is as much about history as it is about the future we want to have. The way we protect heritage and share it, and the way we have cultural literacy about the other, is very much about whether we can live together and what kind of future we want to have.

– H.E. Irina Bokova, Former Director General, UNESCO

Arts And Culture For Human Development

Globally, nations are prioritizing leisure, culture, art, music, and entertainment as enriching aspects of functional societies and sustainable happiness. Nations are also shifting the paradigm on how to measure human development and happiness, using a better understanding of arts given it being an integral part of one's identity and sense of belonging, and an important factor that is shaped by community experiences and history, highlights **H.E. Irina Bokova**, Former Director General of UNESCO.

Al Ula in Saudi Arabia, praises **H.E.**, is the jewel in the 2030 agenda of the Kingdom, and at the heart of its future. It is not just a first world heritage site, but it but also about community development, skills, young people, sustainable tourism, creating, and diversity in terms of heritage and exchange of cultures throughout all of the ages.

These cultural experiences have been also affected by the pandemic, adds **H.E.** Thanks to COVID-19, arts and culture can be now accessed virtually, which is why cultural institutions must accelerate digital access. Investing in culture and arts protection is therefore a means for governments to connect with people and improve their quality of life.



If we bring it back to people,
culture itself represents a real
way to bring them together.

– Mohammed Bin Dayel, CEO, Cultural
Development Fund of Saudi Arabia

Arts and Culture as Drivers of Economic Growth

While **The Priority Report's** findings indicate that people prioritize financial security, we cannot overlook the role that arts and culture can play in improving the economy. How? People who work in a stimulative culture are known to bring more passion to the table, which ultimately affects their productivity and efficiency, describes **Mohammed Bin Dayel**, CEO of Saudi Arabia's Cultural Development Fund.

The pandemic, in specific, helped elevate art and culture as a priority in life and increased the demand for high quality culture and arts projects.

With that in mind, Saudi Arabia launched the Cultural Development Fund to institute a quality-of-life program that brings people together through the interventions of arts and culture. This created a mechanism to align between the government and the people and to eventually, account for arts and culture in the Kingdom's economy.

Bridging The Vaccine Equality

Despite decades of global progress in healthcare, children in many areas of the world still lack accessibility to immunization. **Professor José Manuel Barroso**, Chair of the Board at Gavi – the Vaccine Alliance, estimates that there are 12.5 million “zero-dose children” who miss out on receiving even a single dose of essential vaccination.

Bridging access gaps to healthcare and ensuring that the distribution of vaccines is equitable for the next pandemic is key for economic growth. According to **Professor Barroso**, improved access to vaccines has helped generate more than 230 billion dollars in economic benefits between 2000 and 2020 by preventing illness, deaths and long-term disability.

Global partnerships are also key to reduce inequalities in access to vaccines and routine immunization and to accelerate the development of diagnostics and treatments. To ensure better responses, world leaders need to unite their approaches through preemptive & stronger cooperation that go beyond geopolitical conflicts and global frictions.



Because of the very serious global frictions, we may be at risk when it comes to public health. The virus doesn't need a visa to travel. There is a message we should send to our political leaders, to sometimes put politics aside and keep these issues within a space of corporation.

– Professor José Manuel Barroso, Chair of the Board Gavi, the Vaccine Alliance

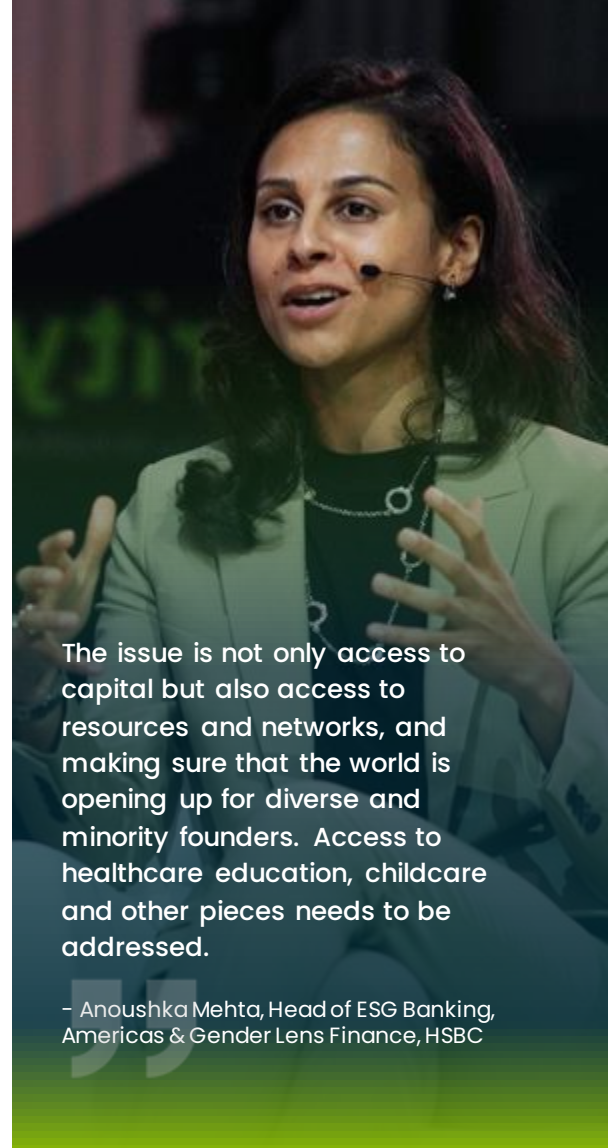
Inclusion Means Access Beyond Capital

There are many critical factors impacting the future of the workforce. As companies rethink hiring and retention, they must also consider the role they play in inclusion for underrepresented groups.

Although the rhetoric on gender and diversity has become more central over the past few years, evidence still calls for companies to really think about how to push for more inclusion and representation internally and as part of their ESG strategies, stresses **Anoushka Mehta**, Head of ESG Banking, Americas & Gender Lens Finance at HSBC.

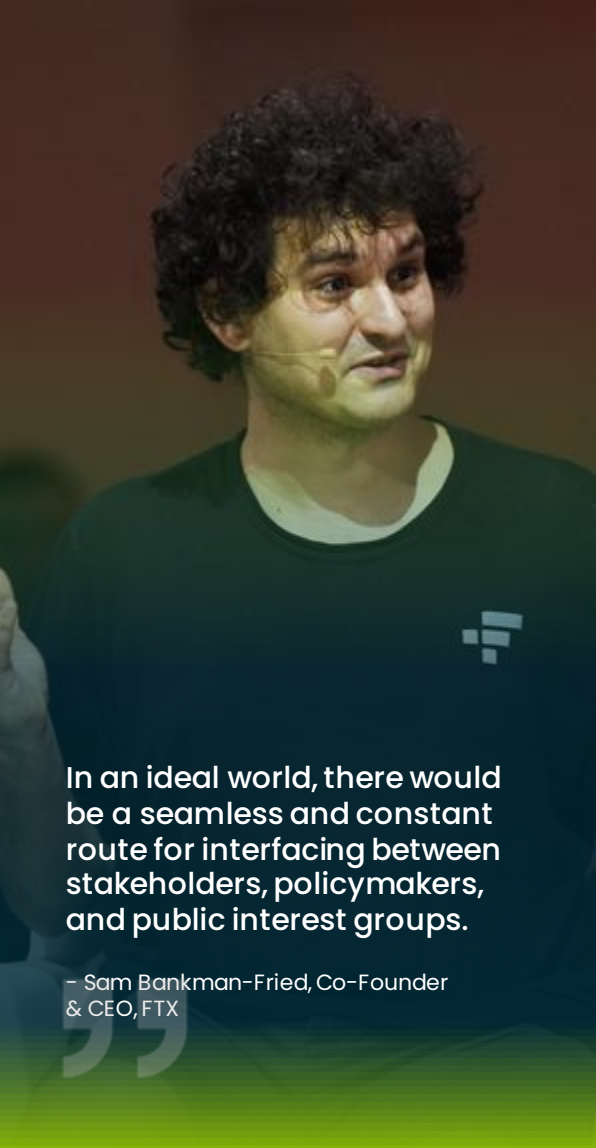
Investors and funders can push for more diversity. One way of holding companies accountable according to **Mehta** is to establish conditional terms on capital that highly depend on the companies' inclusivity targets achieved.

However, a more inclusive environment does not only entail equal access to capital, adds **Mehta**, but also ensuring that minority founders are supported as they face challenges such as worker shortage, healthcare benefits, and the cost of safe cyber and technology systems.



The issue is not only access to capital but also access to resources and networks, and making sure that the world is opening up for diverse and minority founders. Access to healthcare education, childcare and other pieces needs to be addressed.

— Anoushka Mehta, Head of ESG Banking, Americas & Gender Lens Finance, HSBC



In an ideal world, there would be a seamless and constant route for interfacing between stakeholders, policymakers, and public interest groups.

– Sam Bankman-Fried, Co-Founder & CEO, FTX

Technology For Human Priorities

Technologies can solve the problems of the past and make a more positive impact on humanity in the future. In order to capitalize on the positive impact that technologies can have on humanity, sensible regulatory frameworks that can protect consumers while allowing for innovation in digital assets are key, stresses **Sam Bankman-Fried**, Co-Founder & CEO of FTX.

According to **SBF**, these frameworks can be drawn from existing ones that govern traditional finance while allowing for the necessary modifications: “You can have similar disclosure regimes for both, you just have to identify the technological differences and how to adapt to that”, he describes.

A second priority entails focusing on practical use cases of cryptocurrency that can really improve people’s lives and to possibly prepare for the next pandemic.

It is also essential, points **SBF**, for conversations to intensify between the public and private interest groups, governments, policymakers, and other stakeholders – notably tech companies – in order to see improvement in technology’s positive impact on humanity.

Key Sessions Highlights

Vanessa Keith; Lina Osman; John Pagano; Oliver Ripley; Andrew Zolli & Gonzalo Muñoz:

The Beauty of Nature

THE BEAUTY OF NATURE

VANESSA KEITH
PRINCIPAL, STUDIOTEKA DESIGN

LINA OSMAN
REGIONAL HEAD, SUSTAINABLE FINANCE-WEST, STANDARD CHARTERED

JOHN PAGANO
GROUP CEO, THE RED SEA DEVELOPMENT COMPANY

OLIVER RIPLEY
CEO, HABITAS

ANDREW ZOLLI
CHIEF IMPACT OFFICER, PLANET

GONZALO MUÑOZ
ACTION CHAMPION (2019-21),
UNITED NATIONS FRAMEWORK
FOR INTERNATIONAL CLIMATE CHANGE

priority

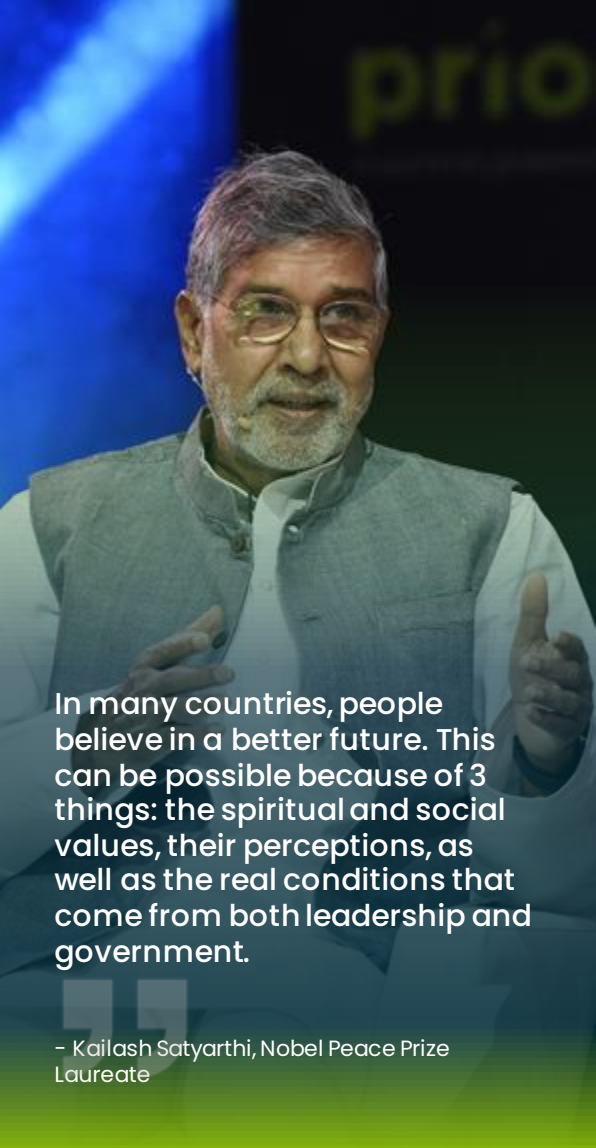


Social Protection: A Priority for Quality of Life

As humanity faces compounded crises and competing priorities, the solution to many of its problems starts with social protection. In FII Priority's Panel "Do You Agree?", Nobel Peace Prize Laureate **Kailash Satyarthi** reminds that social protection should be both a policy and a budget priority for governments in many countries to improve the quality of life and uplift the morale of people.

In fact, securing social protection does not have a very high opportunity cost. A report by Laureates and Leaders for Children estimates that only \$53 billion per year can guarantee education, healthcare and protection for every child in low-income countries, including pregnant women. According to **Satyarthi**, this amount is less than 10 days' worth of military expenditure or a little higher than 1% of what all of Europe spends on social protection for its people.

Global problems also require global collaboration. The pandemic proved once again how interdependent as well as interconnected the world is, highlights **Satyarthi**: "The world must learn how to live and walk together, and how to be compassionate for each other."



In many countries, people believe in a better future. This can be possible because of 3 things: the spiritual and social values, their perceptions, as well as the real conditions that come from both leadership and government.

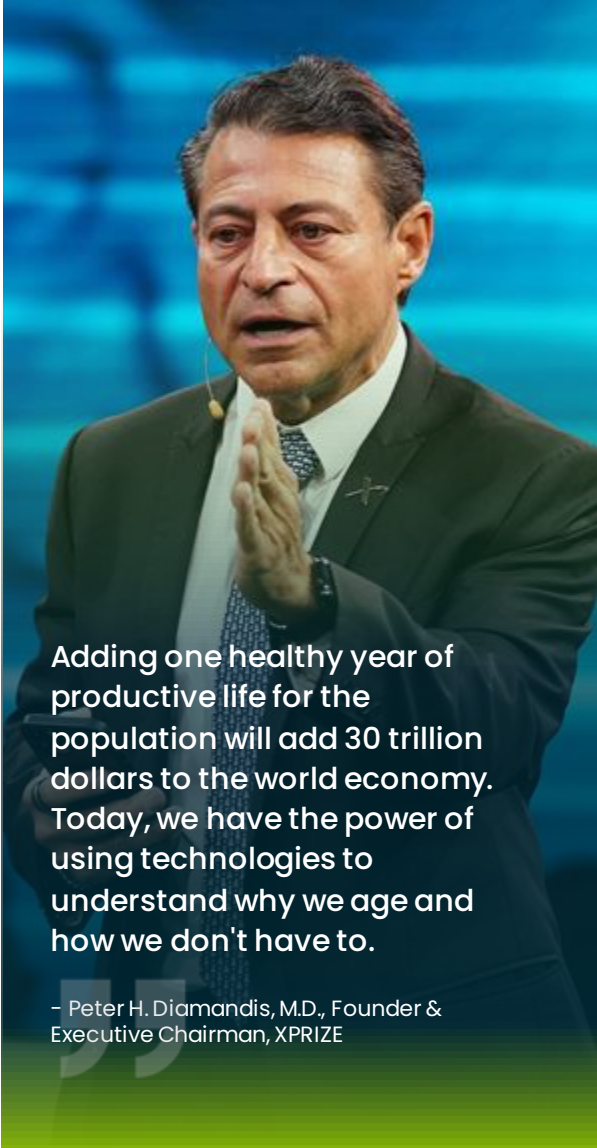
- Kailash Satyarthi, Nobel Peace Prize Laureate

The Technologies Behind Health & Longevity

Improvements in health and longevity are one of today's top priorities, and nations much consider how technology is offering significant improvements to health management and offering answers to why we age and how we don't have to. In FII Priority's Panel "Priority Pulse - How to make 100 Years Old the New 60", **Peter H. Diamandis**, M.D., Founder & Executive Chairman of XPRIZE, considers aging, for instance, as a "disease" that can now be addressed thanks to technology.

The top forces that have been driving the future of health include exponential technologies, the Biotech revolution, diagnostics, and vaccines. These advancements, says **Diamandis**, are drastically enhancing the human ability to understand, prevent, cure, and even adapt to health problems.

In addition to being a priority, improving health and longevity has also expanded the evolving health marketplace industry. This offers opportunities for investors to capitalize on while accelerating advancements and technologies that can sustain a better life for billions of people.

A photograph of Peter H. Diamandis, M.D., speaking at a podium. He is wearing a dark suit, a white shirt, and a patterned tie. He has his hands clasped in front of him and is looking slightly to the right. The background is a blurred blue and green stage setting.

Adding one healthy year of productive life for the population will add 30 trillion dollars to the world economy. Today, we have the power of using technologies to understand why we age and how we don't have to.

– Peter H. Diamandis, M.D., Founder & Executive Chairman, XPRIZE


Health and Science: The Drivers of the World

Health, continuously transformed by science and technology, has been the leading driver of the world in the last two centuries. Over 50% of economic growth can be traced to advances in health and medical research, expresses, **Michael Milken**, Chairman of the Milken Institute.

In fact, in the three points in history where a health disaster was predicted (Polio, AIDS, and COVID-19), science played a major role in addressing the crises and defying predictions. Looking back at COVID-19 in specific, science offered answers that society could not implement.

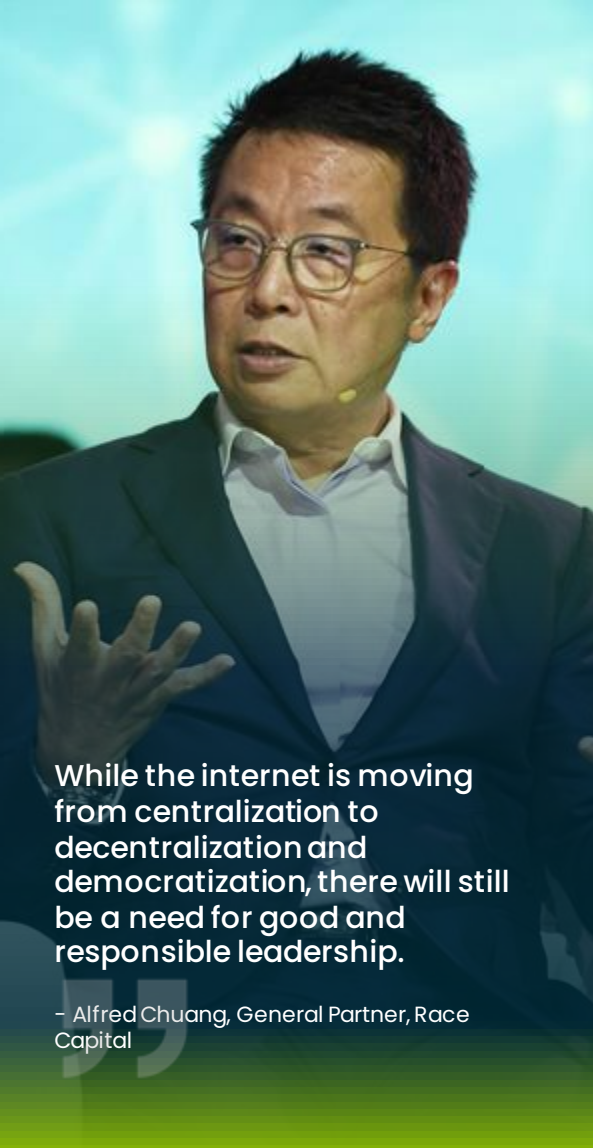
Bioscience, a diverse field of science, is also key to extend the average lifespan. In the last 120 years, the world saw a 41-year increase in lifespan (compared to only 11 years increase over 4 million years).

Thanks to bioscience, we can work towards improving the quality of life by working not only on health innovations but also on providing an abundance of food and clean water, defense against pandemics, shield against bioterrorism and reliable energy supplies, highlights **Milken**.

A photograph of Michael Milken, Chairman of the Milken Institute, speaking at a podium. He is wearing a dark suit, a light-colored shirt, and a patterned tie. He has a microphone clipped to his lapel. The background is blurred, showing what appears to be a stage or conference setting with some green and red lighting.

As we sit here with groups from so many nations; whomever will invest in bioscience, will ultimately lead in the future.

– Michael Milken, Chairman, Milken Institute



While the internet is moving from centralization to decentralization and democratization, there will still be a need for good and responsible leadership.

– Alfred Chuang, General Partner, Race Capital

Technology for Human Priorities

At the forefront of the internet's third wave, investors are seeking to create new technologies that solve the problems of the past and make a more positive impact on humanity. In order to make sure that web technologies will have a positive contribution to humanity, two priorities arise according to **Alfred Chuang**, General Partner at Race Capital.

The first is about investing in the people and the youth who are shaping the future of humanity and have the potential to yield significant economic value.

Chuang highlights a second priority, which is the implementation of a fully decentralized internet away from infrastructure monopoly.

However, **Chuang** warns that the democratization or decentralization of the internet does not relieve tech companies or specifically CEOs from the responsibility to do what is right and to effectively manage the technological infrastructure that they run. Web technologies are connected and need each other as infrastructure.

As for investors, they need to know how to step aside and yet be available to support founders beyond services, in areas such as psychological support and empowerment. "Being a founder IS a terribly lonely job", reminds **Chuang**.

Inclusivity & Diversity Are the Future of Work

As companies rethink hiring and retention, they must also consider the role they play in inclusion for underrepresented groups, whether through human capital, financial investment or the services they offer – and how inclusion, equity and access can ultimately help to build a stronger workforce.

Diversity is key not only at the workforce level but also on both sides of capital: the funders and recipients of the funds, explains **Gosia Karas**, Fund Co-lead and Investment Director at Softbank Opportunity Fund. Along these lines, **Sutian Dong**, Partner at Multitudes considers that if we want to shift the paradigm of who gets funded in the future we also need to get in place more diverse funders.

Having a more diverse workforce, adds **Amir Hemmat**, Co-Founder of Welcome Tech, would require revisiting the standard tools of recruitment and benefits that might not have been working effectively in terms of attracting and retaining minority talents. Companies looking for capital must therefore start pushing for more inclusion and representation in their ESG strategy. In parallel, capital flows must be conditioned on companies achieving specific diversity targets.

You can't talk about the future of work without talking about small business owners.

- Dina Powell McCormick, Global Head, Sustainability and Inclusive Growth; Global Head, Sovereign Business, Goldman Sachs



Research has shown that diverse leadership outperforms homogenous leadership. One of the ways we can start thinking about changing who gets funds is to change who will give funds in the future.

- Sutian Dong, Partner, Multitudes



We have a whole new world available for us where we can access talent. Companies that have the set up for that will benefit the most.

- Amir Hemmat, Co-Founder, Welcome Tech



The tenacity that comes with certain levels of difficulty with accessing capital for some minority founders brings the strength and what is needed in the mindset of entrepreneurs.

- Gosia Karas, Fund Co-lead and Investment Director, Softbank Opportunity Fund



We have to have a dialogue. Young people have brilliant ideas, and leaders have legitimate challenges - we can work together to solve these for a better world.

- Nisreen Elsaïm, Chair of the UN Secretary-General's Youth Advisory Group on Climate Change, UN Secretary-General's Office



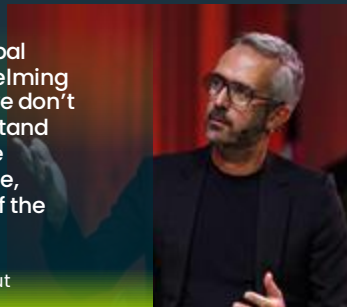
We must think of how we can create future economies that are inclusive of youth and future ideas, in order to see systemic change that will help solve these problems at the root.

- Daniel Kleinman, Founder & CEO, Seaworthy Collective



If you want to tackle global issues, it can be overwhelming and challenging since we don't have the tools to understand what's happening on the generational level. Hence, education is a big part of the solution.

- Guillaume Lacroix, CEO, Brut




Ensuring The Meaningful Participation of Youth

Youth have inherited an increasingly challenging world as they are faced with intergenerational crises. From climate change, inequality, geopolitical tensions along with fast-paced technological changes, the desire to initiate societal change remains nevertheless a priority. Because of this, young people are stepping up, says **Miguel A. Rozo** Co-Chair of the Davos Lab & Founder of IdeasXChange; whether it's through mobilizing, launching initiatives, or acting through government institutions.

Leaders need to embrace intergenerational parity and direct future economies towards more inclusivity for youth and future ideas in order to see systemic change that will help address problems at the root, according to **Daniel Kleinman**, Founder & CEO of Seaworthy Collective.

Governments must support youth in their heroic endeavor of saving the planet, by amplifying their voices, ensuring meaningful participation, and empowerment through education, resources, and opportunities.



Schools systems must encourage more creativity, curiosity, and learning, offering resources for young people to turn ideas into reality.

- Avi Schiffmann, Founder UkraineTakeShelter.com & nCoV2019.live



In order to use technology for the betterment of humanity, we need both the green and the Web responsibilities.

- Nnenna Nwakanma, Chief Web Advocate, World Wide Web Foundation

Internet For Good

The power of using the internet and AI for humanitarian aid has had a butterfly effect, expanding from one country to another and offering infinite opportunities for people to support in times of crises and their aftermath. Young innovators have been transforming the internet into a force for positive change, using online platforms to offer a space for contributions in times of crises beyond formal channels.

Avi Schiffmann, Founder of UkraineTakeShelter.com & nCoV2019.live, calls on governments, NGOs and IOs to partner up to help expand and sustain more initiatives, and for schools systems to encourage more internet creativity, and offer resources for young people to turn ideas into reality.

A Safe Web #ForEveryone

The World Wide Web has been a window of opportunities for vulnerable groups and developing countries in terms of spreading knowledge, as well as building future workers, citizenship and wealth.

To ensure that everyone can get meaningful connectivity that contributes to spreading education and digital literacy, investments must be directed towards guaranteeing equal access to the WWW, highlights **Nnenna Nwakanma**, Chief Web Advocate at the World Wide Web Foundation. **Nwakanma** also calls on governments and leaders to push for a responsible use of technology including safety and security in the WWW, especially for women and girls.

Investors will prioritize connectivity in Africa: any investment that allows people to connect to the internet and have the access that they need.

- Chinelo Anohu, Head & Senior Director, African Development Bank



To eliminate poverty, the bare minimum is to provide access to the internet for children, which also means access to technology and offering them some sense of social protection and opportunity.

- Marcelo Claire, Chairman & CEO, Claire Capital



In the US, deep polarization is affecting political life and the ability to build a better future for the country. We need to figure out how to get people to understand the objective even if we are not on the same page.

- Nelson Peltz, Founder, Trian Fund Management



Highest Priorities From Around the Globe

Investors have a vital role to play in providing the resources and capacity necessary to advance the highest priorities for humanity. Around the globe, crises are emerging from nation to nation that investors must focus on solving today, by prioritizing some key issues over others depending on the socio-political landscape.

Generally speaking, investors are prioritizing investments that allow people to connect to the internet and access technological devices, in order to accelerate the necessary development for growth. **Marcelo Claire**, Chairman & CEO of Claire Capital believes that offering every child in the world connectivity and devices means enabling them to build their future.

Priorities for investment in the African continent focus on tackling the food security first, followed by infrastructure development, youth empowerment then healthcare, says **Chinelo Anohu**, Head & Senior Director at the African Development Bank.

In the US, party polarization and political divisions are hindering the nation's ambitions, fears **Nelson Peltz**, Founder of Trian Fund Management. Investors can address this polarization with elected officials and encourage cooperation beyond divisions for the betterment of the country and the world.

Education Is a Humanitarian Priority

The main priority in humanitarian aid and protection remains education. It is one of the primary escape tools for victims of humanitarian crises and a protective factor especially for young girls, highlights **Jeanne Celestine Lakin**, Founder of One Million Orphans. **Dayle Haddon**, Founder & CEO of WomenOne notes that “for every year we can keep girls in school, the GDP of the country goes up, occurrences of violence and HIV go down.”

Governments and international organizations should opt for creative partnerships that contribute towards fostering education as well as professional counselling for victims of humanitarian crises, especially those who suffer from PTSD, stresses **Lakin**.

Empowering the victims with education, access to technology and digital literacy is key given that sustained innovations in tackling problems will likely come from the people that have lived traumatic experiences and endured these problems, because they know what needs to be changed, says **Rana Novack**, Writer, Refugee Advocate and Solution Owner of Refugee & Migration Predictive Analytics Solutions.

There are many creative solutions for disaster areas that we can all clue into and do. It is just putting heads together and interesting people that are going to think outside the box.

- Dayle Haddon, Founder & CEO, WomenOne



Education is the main escape for refugees or people living in crisis, especially young girls. Education is the only ticket to get out of there.

- Jeanne Celestine Lakin, Founder, One Million Orphans



Why do we react as if it is an emergency every time there is a migration crisis? If we do a better job at understanding where people are going and how they are going there, we can help them in their journey.

- Rana Novack, Writer, Refugee Advocate, Solution Owner of Refugee & Migration Predictive Analytics Solutions





We are participants in the reawakening of our global culture. We are aware that our contribution is important, and that this new phase has implications on our futures and our families. In this renaissance, we need to use science and many forms of human knowing to recreate a new decade.

– Dr. Lisa Miller, Professor of Psychology and Education, Columbia University, Teachers College

Embracing Humanity's Awakened Brain

Scientific evidence reveals that humans are innately spiritual beings. As the world makes progress around inclusivity when it comes to gender or ethnic diversity, we must now consider where we are on spiritual inclusivity. This is a question that **Dr. Lisa Miller** Professor of Psychology and Education at Columbia University's Teachers College asks in FII Priority's Panel "Priority Pulse - The Awakened Brain". **According to Miller**, humans' increased rates of sickness can be traced back to their lack of awareness about the wholeness of their nature.

She therefore calls on society to support youth in their spiritual emergence during their growth spurt, arguing that this is key to yield a global community of healthier, more ethical, and more deeply connected adults. Companies also have a role to play by nurturing a work culture that nourishes the natural spiritual core. Such environments retain employees as well as trigger their productivity and ethical behavior.

Innate spirituality is becoming prominent even more so today, as the world recently experienced a reawakening experience such as COVID-19 which put people face to face with their wholeness, accelerated awareness, gave people time to rethink their priorities and to filter what was invented by the achieving mind.

The Prerequisites for Sustainable Human Performance

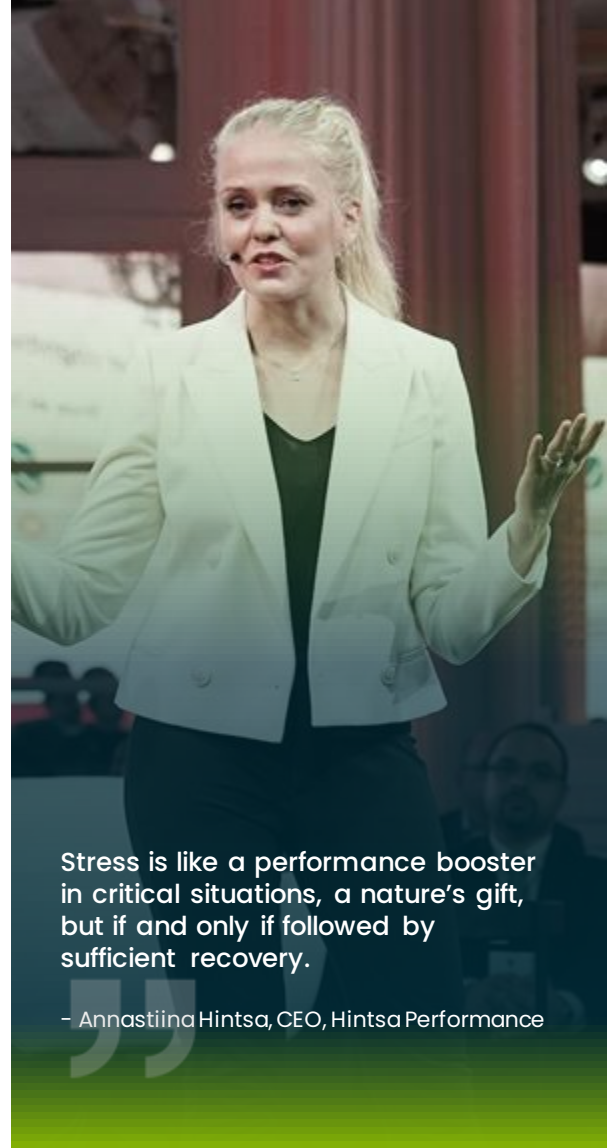
Nearly half of all employees have experienced at least some level of burnout, according to a survey by McKinsey. How can people, like Formula 1 drivers, sustain strong performance in fast-paced, high pressure situations while avoiding burnout and maintaining wellbeing?

In this FII Priority Panel “Priority Pulse- Sustainable Human Performance”, **Annastiina Hintsä**, CEO of Hintsä Performance explains that the six interconnected elements of wellbeing are physical activity, general health, nutrition, mental energy, biomechanics, and sleep & recovery.

Sustainable human performance is also about overcoming stress. In some cases, the latter can act as a performance booster in critical situations, but only if followed by sufficient recovery.

Recovery, considers **Hintsä**, is the biggest lever for boosting performance, and without it, stress becomes chronic and humans end up in a downward spiral. It is therefore key to create a balance between focused and rested.

To achieve this, one needs Relaxation, Mastery, Detachment from work and Control over time.



Stress is like a performance booster in critical situations, a nature's gift, but if and only if followed by sufficient recovery.

– Annastiina Hintsä, CEO, Hintsä Performance



We don't have ownership of anything we are doing in the digital world. NFTs not only allow us to share what we are doing but to actually take ownership of what we do.

– Alejandro Navia, Co-Founder
& President, nft now

The Digital Neo-Renaissance: A Tool for Democratizing Arts and Culture

The digital renaissance has been transforming the way art, music, and sporting events are experienced and sold in so many ways. NFTs helped accelerate digital access to culture and arts and encourage ownership over human creativity, granting the opportunity for creators to connect directly to their audience, thus eliminating the power of gatekeepers.

In this FII Priority Panel “The Neo-Renaissance”, **Alejandro Navia**, Co-Founder & President of nft now reminds that thanks to this digital renaissance, 3 pillars are now forever changed: identity, culture and ownership.

More specifically, the digital renaissance with NFTs took away the middlemen and gatekeepers in arts. We are changing the narrative of the “starving artist” and giving the opportunity and democracy for an artist to connect directly to their community or buyer or collector.

The digital renaissance with NFTs will therefore go beyond arts, asserts **Navia**, as it revolutionizes and democratizes ownership of whatever is created or produced in the digital world.


What Makes Sustainable & Resilient Cities

Cities and communities need to adapt to a constantly evolving environmental, social, and economic landscape by designing infrastructure that can endure climate change and other socio-economic shocks. Sustainable cities therefore need to start at the community and urban levels before the environment, incentivizing and rewarding sustainable behavior from residents, says **Alby Bocanegra**, Vice-President of Global Cities Partnerships at Mastercard.

To build such resilient and sustainable urban cities, we need to promote solutions towards self-sufficiency, which is a necessity according to **Martha Schwartz**, Founding Partner at Martha Schwartz Partners. This entails for example growing our own food and producing our own energy.


Another step that can contribute to achieving resilience in cities is leveraging technology and fintech innovation that can create equity in vulnerable communities and introduce new economic models and forms of ownership and partnerships around resources, says **Tony Cho**, CEO & Founder of Future of Cities.

All in all, achieving more sustainability when it comes to climate change adaptation is most successful when we integrate the urban landscape with the ecological system of the city, including the ground and the soil, adds **Schwartz**.




The great future urban planners who will help us think how to slow climate change are probably living in urban communities. Providing them with access to resources such as technology is key.

- Alby Bocanegra, Vice-President of Global Cities Partnerships, Mastercard



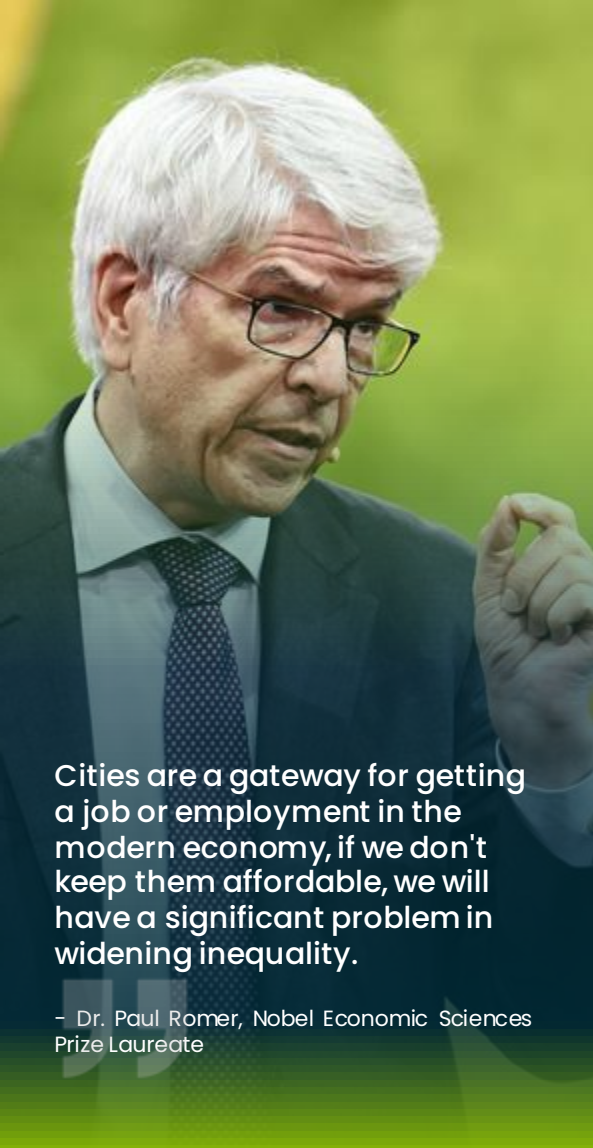
Building resilience and sustainability is when you elevate the whole community in its diversity, through increasing education and ownership and providing more jobs and opportunities.

- Tony Cho, CEO & Founder, Future of Cities



The best adaptation strategies depend on the urban landscape, the ground, the soil. We are going to have to reintegrate these ecological systems in our planning.

- Martha Schwartz, Founding Partner, Martha Schwartz Partners



Cities are a gateway for getting a job or employment in the modern economy, if we don't keep them affordable, we will have a significant problem in widening inequality.

– Dr. Paul Romer, Nobel Economic Sciences Prize Laureate

How Cities Are the Gateway to Opportunities

During a time of economic transformation and a shifting global order, governments and corporations are reconfiguring their responsibilities to accommodate the rising human population size. As the human population rises exponentially, the housing crisis will intensify as both the demand on urban floorspace as well as its proportion to income will drastically increase over the course of the century.

Securing affordable living spaces in cities is therefore critical to the modern economy. Cities as they are today offer the gateway for those who want to get a job in the formal sector or work in the modern economy. If we can't keep it affordable for people to live in a city, we're going to create a horrific problem in terms of widening inequality, warns Nobel Economic Sciences Prize Laureate **Dr. Paul Romer**.

Increasing the supply of urban areas is also key to overcome the housing crisis. This can be achieved either by expanding existing cities and the public spaces within or building new ones to foster human connections and economic growth. The public sector must plan for bigger surface areas for public spaces because urban areas are where people connect and dedicate their ideas towards developing more vibrant and successful cities.

If we are sustaining, we're consuming 5 times the amount of reserves the planet has today. We have to start regenerating the system.

- Oliver Ripley, CEO, Habitas



There is a lot of evolving in the finance and investment sector. Mainly, we've been focused on mitigation for a long time, and now, we have to focus more on adoption.

- Lina Osman, Regional Head, Sustainable Finance - West, Standard Chartered



We lose so much forest per minute, and it's not just important for climate, but for the shared web of life. It constructs habitats for people and beings.

- Andrew Zolli, Chief Impact Officer, Planet



Restoring the Beauty of Nature

The march of urbanization and the impacts of climate change make it increasingly difficult for everyday people to spend time outdoors. From educational models such as 'forest schools' to an increased focus on parks, greenspaces, rewilding, and climate action; employers, policymakers, designers and city planners have a role to play to better promote the healing power of nature.

Such applications include using technologies to build new greener environments such as forested cities, explains **Vanessa Keith**, Principal at Studioteka Design. Likewise, utilizing AI to detect deforestation sites and deserted roads can help reduce the amount of lost forest per minute, points **Andrew Zolli**, Chief Impact Officer at Planet.

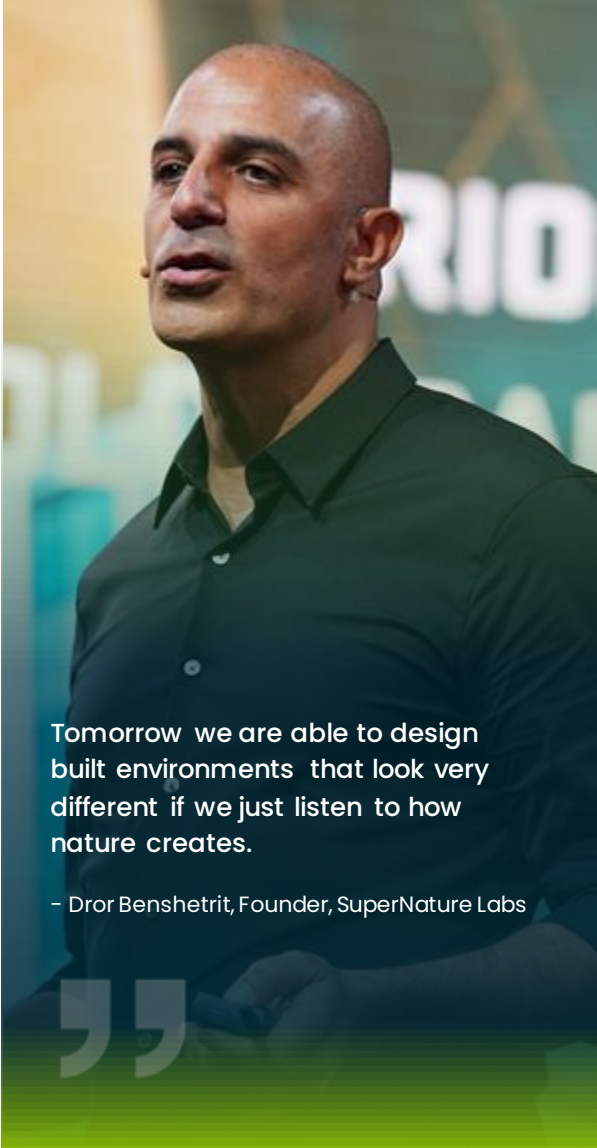
Another potential for advancing sustainability lies in consumers, especially youth, who are more environmentally aware and will force industries to make positive changes and adopt more environmentally solutions, adds **John Pagano**, Group CEO of The Red Sea Development Company. On the capital side, financing institutions need to prioritize adaptation projects equally to those focused on mitigation, and to help mobilize new sustainability markets.

Bioplanning Kicks off to Achieve Ecological Harmony

Bioplanning is a new strategy that allows urban designers to rethink cities and reduce urban sprawl by shifting them from the traditional cartesian grid to a more adaptive, cellular planning model. For the last 150 years, humans have been building cities with the notion that squares (90°) are the best available option, but what if we learn from nature and we design cities like nature does?, asks **Dror Benshetrit**, Founder of SuperNature Labs in FII Priority's Panel "Priority Pulse - Ecological Harmony".

The way we design cities affect inclusivity and equality both of which can be enhanced simply by changing the shape of how we organize ourselves, explains **Benshetrit**.

To achieve more ecological harmony between nature and mobility, one successful approach is to double the size of built environments and land coverages of cities while reducing road infrastructure. Bioplanning, in that sense, is a discipline that can give people the chance to finally not have to choose between living in high density and living in nature. Moreover, it contributes to reducing road infrastructure, promoting walkability, improving construction time, optimizing energy use and reducing natural risks.



Tomorrow we are able to design built environments that look very different if we just listen to how nature creates.

- Dror Benshetrit, Founder, SuperNature Labs




Priority Goes to Restoring the World's Oceans

Oceans regulate climate, produce at least half of the Earth's oxygen, feed over half a billion people a day and have large economic contributions. However, the world is coming close to a tipping point of no return when it comes to their survival.

The most effective measures for restoring the beauty and vital abundance of the world's oceans include tools that are needed to collect data, understand trends and conduct predictive analyses on our global oceans, points **Alexandra Cousteau**, Co-Founder & President of Oceans 2050.

At this age we live in, digital sophistication, engineering capabilities, predictive analyses, data and AI are at their momentum. These capabilities can help us truly understand the ocean problems and deploy solutions, not just on saving what is left, but on rebuilding ocean ecosystems, adds **Cousteau**.

In addition to rebuilding ecosystems, new activities, developments, and projects need to put nature first and incorporate this priority starting from inception. An example of this, mentions **Cousteau**, is Saudi Arabia's NEOM project.



Scientists would say that we have lost half of our blue capital and that we are on a trajectory where we will soon reach a tipping point. Our oceans can contribute so much economically, and we are seeing that that potential is being lost, but it doesn't have to be that way.

– Alexandra Cousteau, Co-Founder & President, Oceans 2050



If we don't take action, a larger number of people will starve. We need to increase the levels of production, and bring technology into the equation. Tech would have a great impact.

– Mariana Vasconcelos, Founder & CEO, Agrosmart

Tapping Into Technology to Feed the Planet

The UN estimates there are now 1.6 billion people on Earth who are food insecure. While agricultural innovations promise to feed the world, nations must be able to act together to rethink resource flows and prepare for an increasingly hot, crowded, and hungry planet. In FII Priority Panel's "Feeding the Planet: The Challenge", **Mariana Vasconcelos**, Founder & CEO of Agrosmart recommends increasing levels of production by 70% and making advances in logistics and storage.

Governments should take measures to mitigate the global crisis' effect on food production through support to local farming practices, whether by building more efficient technical systems or investing in more research. Data and research need to keep up with the rapid rate of change, says **Vasconcelos**.

Technology is also an essential component to be able to achieve adaptable, higher, and smarter food production. Algorithms, explains **Vasconcelos**, can be used to help farmers make the right and smart decisions and to support food companies to meet ESG standards and adapt better to this change.

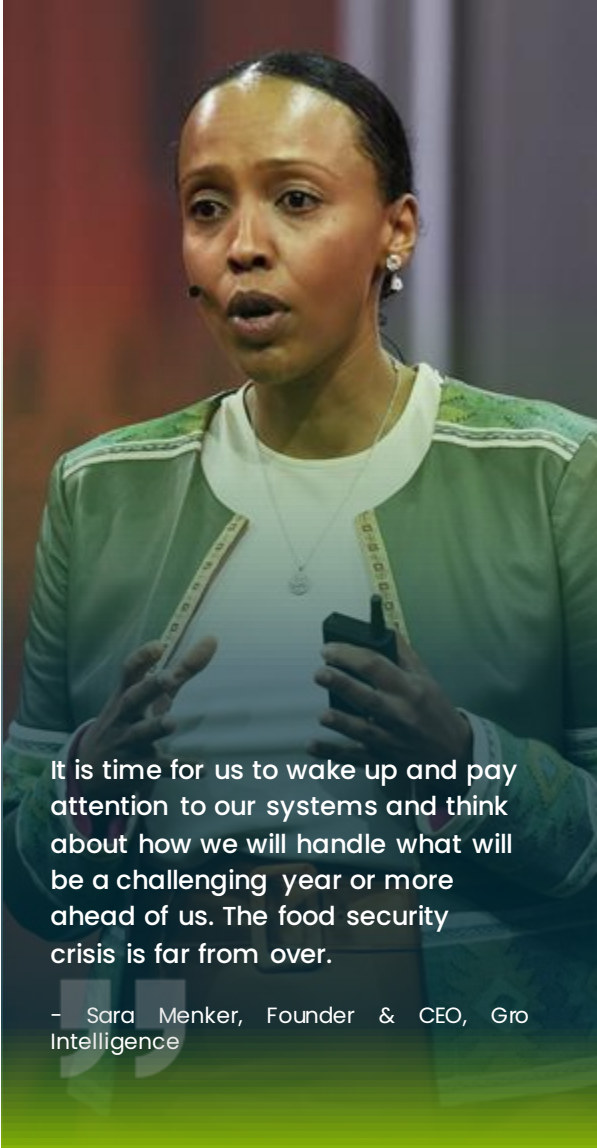
Food Security Is Energy Security, Energy Security Is Food Security

As the global agricultural and energy markets intersect and become increasingly interconnected, new solutions are resurfacing to rethink how to reduce food insecurity for the decades ahead. Today, the interlinkage between energy and agriculture is the deepest it has ever been. The two systems are linked through two standpoints: Inputs (fertilizers) and Outputs (biofuels), explains **Sara Menker**, Founder & CEO of Gro Intelligence.

At the intersection of these systems stands a myriad of global factors that are feeding into the current global crisis, such as geopolitical crises, local currency inflation, and the significant structural shifts in global demand and supply of certain food products.

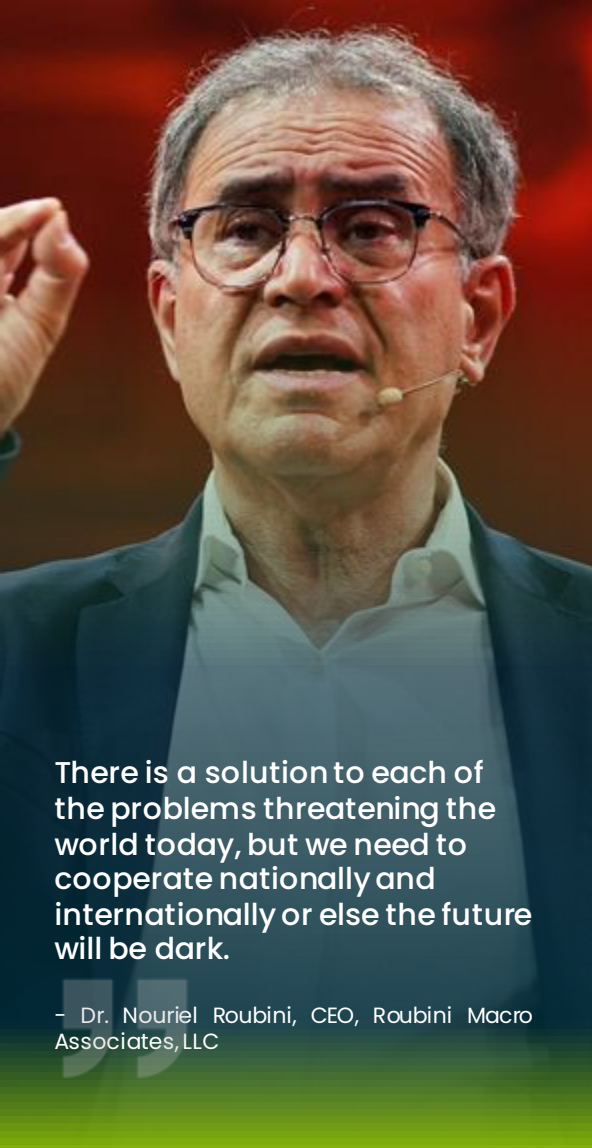
The current severity of the food crisis will not constitute a shock but will have a lasting impact for the years to come. Food price inflation will continue to impact nations worldwide, warns **Menker**.

In order to prevent significant cuts in crop yield and production that can make this crisis last for several years, **Menker** calls on governments and institutions to prioritize the availability and affordability of fertilizers.

A photograph of Sara Menker, Founder & CEO of Gro Intelligence, speaking at a conference. She is wearing a green jacket with white trim and a white shirt. She is holding a smartphone in her left hand and gesturing with her right hand. The background is a blurred stage setting.

It is time for us to wake up and pay attention to our systems and think about how we will handle what will be a challenging year or more ahead of us. The food security crisis is far from over.

– Sara Menker, Founder & CEO, Gro Intelligence



There is a solution to each of the problems threatening the world today, but we need to cooperate nationally and internationally or else the future will be dark.

– Dr. Nouriel Roubini, CEO, Roubini Macro Associates, LLC

Today's Top 10 Megathreats

Ten Megathreats face today's world according to Dr. **Nouriel Roubini**, CEO of Roubini Macro Associates. These are income inequality, geopolitical recession, world fragmentation, climate change, technological drawbacks, financial debts, globalization, aging, migration restrictions and cyberwarfare.

Preventing the rising instability necessitates overcoming negative supply shocks, reduced growth, the increased cost of production, and the loose monitoring and fiscal policies, or what **Dr. Roubini** calls "the rise of the great Stagflationary Instability".

These interconnected threats can imperil the future of the world into a dystopian scenario as they each have the potential to materialize and feed on one another. Mitigating them requires national and international risk management.

Dr. Roubini concludes, "The next 75 years will either be like the previous 75 with relative peace, prosperity, and welfare, or like the period between 1918 and 1945 which witnessed two world wars, the great depression, the holocaust, economic and financial crises and the Spanish Flu. It is up to us to picture the future."

Towards a Happier Life in the Metaverse

As the digital and physical worlds continue to converge, designers are considering how to apply the lessons from life in the physical world to life in virtual worlds such as the Metaverse, and whether the same rules — of economy, society, and culture — will still apply.

In terms of potential uses, the Metaverse can be a multi-purpose tool for human connection and inclusivity but also for education, notes **Sam Englehardt**, Co-founder and Partner at Galaxy Digital. The Metaverse is bound to replace costly resources in education, for example by allowing for simulations or training that would otherwise require a lot of resources to take place and bring in participants.

Another example of highly immersive uses of digital content for the betterment of humanity includes their application in live surgeries, highlights **Peggy Johnson**, CEO of Magic Leap. A live scanning of a heart on which doctors are operating allows them to see exactly where the probe is going, offering more accurate navigation.

Overall, when echoing the concerns people revealed through **The Priority Report**, being happy in the Metaverse lies in its potential for financial and job security and how it generates revenue-making and opportunities for more inclusion.



The Metaverse allows for substantial collaboration along with the use of VR and AR, as its tools offer very precise, zero latency type of interactivity among people living everywhere around the world and at scale.

– Sam Englehardt, Co-founder and Partner, Galaxy Digital



Our understanding of the Metaverse should not be limited to Virtual Reality (VR). In the Metaverse we can be back to a heads-up display of our physical world in which content lives intelligently.

– Peggy Johnson, CEO, Magic Leap


Progress in Space Leading To Progress on Earth

As people start traveling beyond Earth's atmosphere more frequently and humans begin to venture further into space, the flow of innovation and technology applications is becoming an exchange between what can be used in space and what can help humanity on Earth.

Space is here to save earth, helping economies scale but also responding to basic needs like food and water, and providing data that can optimize actions on Earth and mitigate climate change, says **Hélène Huby**, Co-Founder & CEO of The Exploration Company.

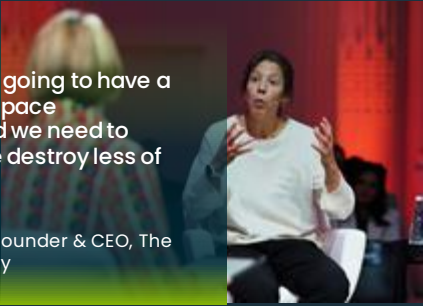
The knowledge gained from space can contribute to the design of highly efficient resources and energy and to bridging food gaps and shortages. Even more, advancements in areas such as food production in space can allow us, for example, to harvest currently endangered plants that can save people's lives, according to **Barbara Belvisi**, Founder & CEO of Interstellar Lab.

In light of the offerings that space can offer to life on Earth and beyond, companies are working on democratizing and industrializing access to space travel and making them more affordable to maximize the output of space technologies.




Space is the only industry that is able to gather many countries and have collaboration that can give so much hope for the future.

- Barbara Belvisi, Founder & CEO, Interstellar Lab



The tech boom is going to have a huge impact on space technologies, and we need to master this so we destroy less of our planet.

- Hélène Huby, Co-Founder & CEO, The Exploration Company



We are taking people to space to have a shared experience and to live there and thrive, as a community of people.

- Jane Poynter, Founder & CEO, Space Perspective

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The **sixth edition** of the **Future Investment Initiative (FII)**, powered by the Future Investment Initiative Institute, will gather the world's most influential CEOs, policymakers, investors, entrepreneurs, and young leaders to discuss new avenues for investment and the global economy.

As supply shocks, inflation, an energy crisis, and geopolitical conflicts continue to pressure the global economy, the goal of the event is to consider new models and solutions for the many crises plaguing the world.

The event will encourage dialogues about investment and analysis of critical industry trends, as CEOs, world leaders, and experts come together for an unparalleled networking experience. The gathering will ultimately act as a platform for innovative ideas that can help usher in a new global order.

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