Starting from the idea that our planet is an endangered common asset, this year the Netexplo Trends look at how tech can meet the world's sustainable development goals, as defined by the United Nations.

NETEXPLO
TRENDS
2020

TERRA MORPH ING

3 | EVOLUTION | SCENARIOS

In 2019, we emphasized the need to write a meaningful story with tech This year, we've defined that meaning as a more sustainable future for the planet and for humanity. What if companies and individuals wrote this story? And you, what impact would it have on your organization, your brand, your vision, or your core business?

SCIENTIFIC SALVATION

first scenario

Trust human ingenuity…

Don't panic, science has always found the solution. That's the basis of the first scenario. Let's trust human ingenuity and creativity to repair, adapt and transform the world and living things, even changing their nature if we have to. This ambitious strategy calls for heavy investment in research and rapid application, even if projects entail risks. Will this environmental emergency leave enough time for R&D to bear its fruits? Do we still have time for precaution and bioethical or other debates?

The risk is a science bordering on sorcery, but it is also an expensive one which could be insufficiently inclusive.

Innovators who use this strategy

CLIMEWORKS

Repairing
To restore a damaged planet, giant machines capture carbon from the atmosphere. As well as fixing CO_2 in rock, Climeworks can recycle the excess in greenhouses or factories, depending on which opportunities make sense locally.

PILI

Finding alternatives
Scientific genius also means imagining bio-sourced alternatives to our polluting processes by taking advantage of nature's creativity. For example, making pigments from bacteria and yeast for a cleaner textile industry.

ALEPH FARMS

Evolving
Sustainability involves producing differently, in this case by modifying nature. Lab-grown meat, can provide for future generations without pollution or cruelty – even in space.

Follow the guide…

Let's use tech's powerful influence levers to drive sustainable development by shaping both infrastructures and behaviour. This strategy starts out as a well-meaning nudge but could spill over into eco-fascism. It arises from a tough question: Can we trust humans to behave better of their own accord?

We might not have enough time to find out. We might need to take immediate, even coercive, action on everyday habits. But behavioural appraisal and coaching systems can erode our free will.

Innovators who use this strategy

EN-ROADS

Educating

How do you solve the climate crisis? To act and above all become aware of the magnitude of the task, this (serious) game simulates the impact of your choices on a global scale, from renewables and transport to demographics and decarbonization.
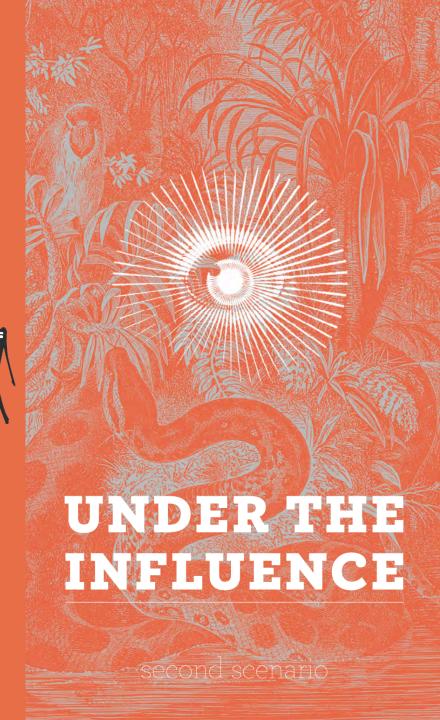
ALMOND

Coaching

Once you're environmentally aware, where do you start acting on your impact? This app calculates the carbon footprint of your consumption habits and helps you make more responsible purchases. And if you comply, your efforts are rewarded by tokens.

DOCONOMY

Coercing

One step beyond coaching, we can willingly accept constraints on our habits. This bank card calculates the carbon footprint of your purchases and blocks its use once your limit is reached. It is then up to you to offset your impact by giving to environmental causes.

UNDER THE INFLUENCE

second scenario

GROUND RULES

third scenario

Pick up the key…

The final, most disruptive strategy, is a new, polycentric governance model. Sustainable development goals are still common values but are implemented in line with local situations and cultures. Change is managed on the ground, factoring in the population's pace of life, constraints and habits.

The main risk: creating withdrawn, inward-looking communities. Digital tech forges the connections this global story needs by enabling different communities to share ideas.

Innovators who use this strategy

AMAZON BANK OF CODES

Distributing value

Blockchain can help conserve the natural assets of the Amazon and ensure local communities benefit from industrial applications. A way to share our planet's common riches through an open-source spirit.

LAND LIFE

Adapting to the terrain
A scientific solution deployed close to the ground. A complete digital ecosystem for sustainable reforestation based on local conditions – soil analysis, tree selection, post-planting data – is co-managed with local communities.

SMART E-WASTE MICRO-FACTORY

Decentralizing power

Under a local, circular rationale, this micro-factory recycles electronic scrap and other waste where it is produced. If manufacturing is decentralized, the environment wins and power is redistributed.