

FUTURO DA PAURA: IPOTESI SUL MONDO CHE VERRÀ



Comunicare Domani 2023

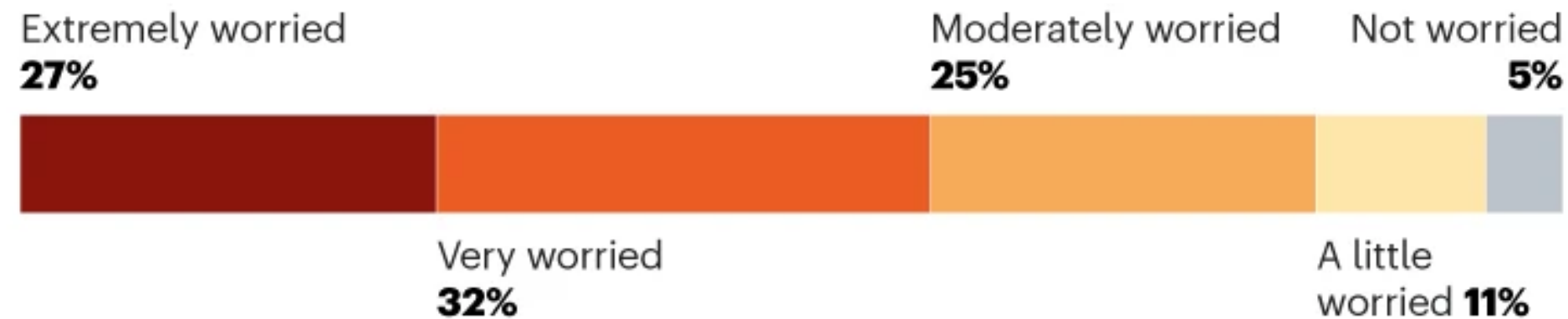
L'eco-ansia è solo la punta dell'iceberg

Sondaggio realizzato su 10.000 persone 16-25 anni in 10 paesi di diversa condizione economica.

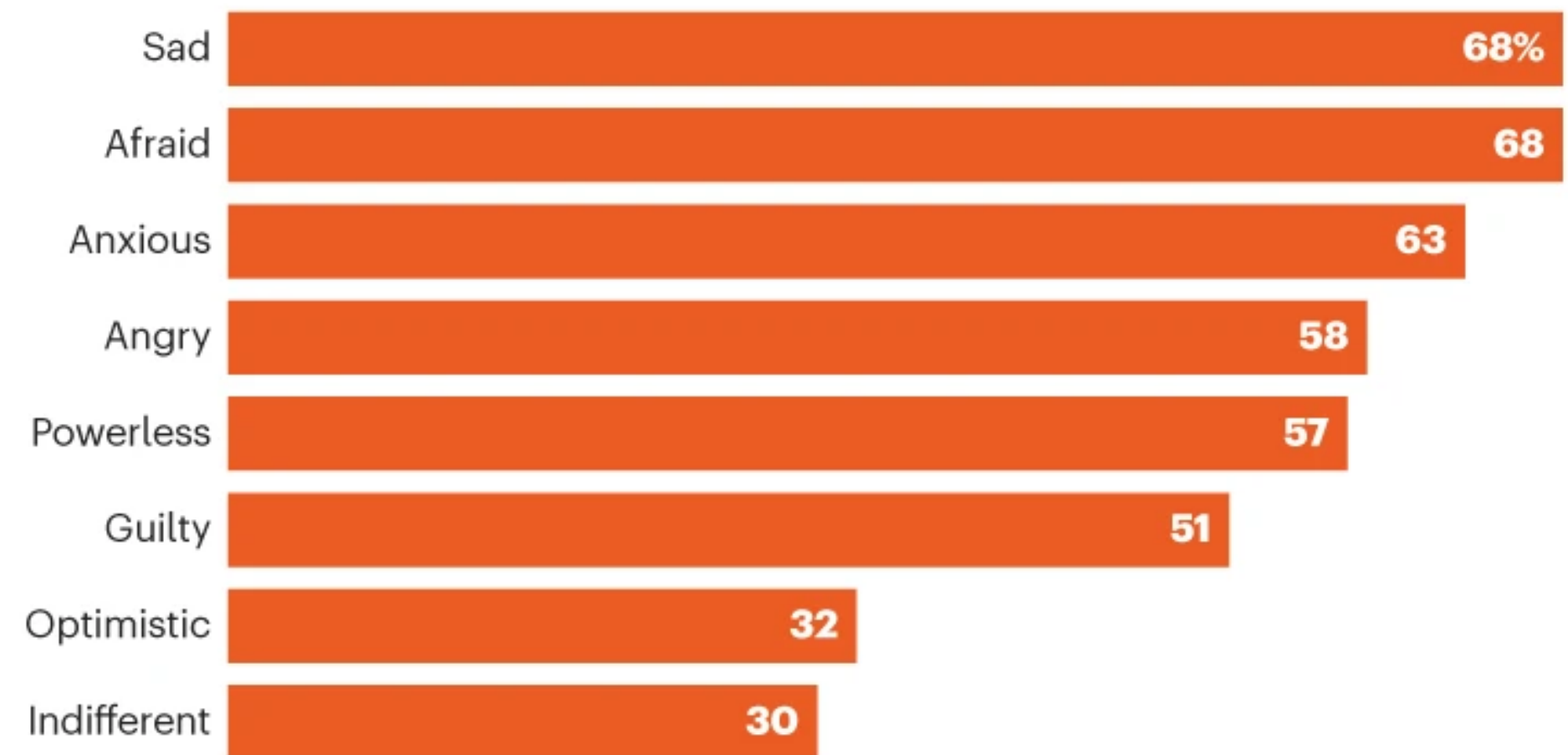
CLIMATE ANXIETY

A survey of 10,000 young people shows that negative feelings about climate change can cause psychological distress.

How worried are you about climate change?



Climate change makes me feel...



Crescono le preoccupazioni sul futuro del lavoro e dell'economia

Sondaggio The Prince's Trust su 2.200 giovani 16-25 anni nel Regno Unito.



THE FUTURE OF THE CLASS OF COVID

49%

feel anxious about their future on a daily basis

51%

feel their aspirations for the future are lower now as a result of global events since 2020, such as the pandemic and now a cost of living crisis

35%

feel their life is spiralling out of control



THE JOURNEY TO WORK

36%

of young people think their job prospects will never recover from the pandemic

51%

of young people agree the expected recession makes them more concerned than ever for their job security

33%

no longer think they will achieve their career goals



COST OF LIVING FEARS

60%

For of young people surveyed, the cost of living crisis was most likely to make them feel uncertain about the future.

58%

worry the cost of living crisis will prevent them from reaching their goals

35%

agree their salary no longer covers their rent or mortgage



CONFIDENCE, RESILIENCE, DETERMINATION

51%

of young people feel less confident in their future now than before the pandemic began

49%

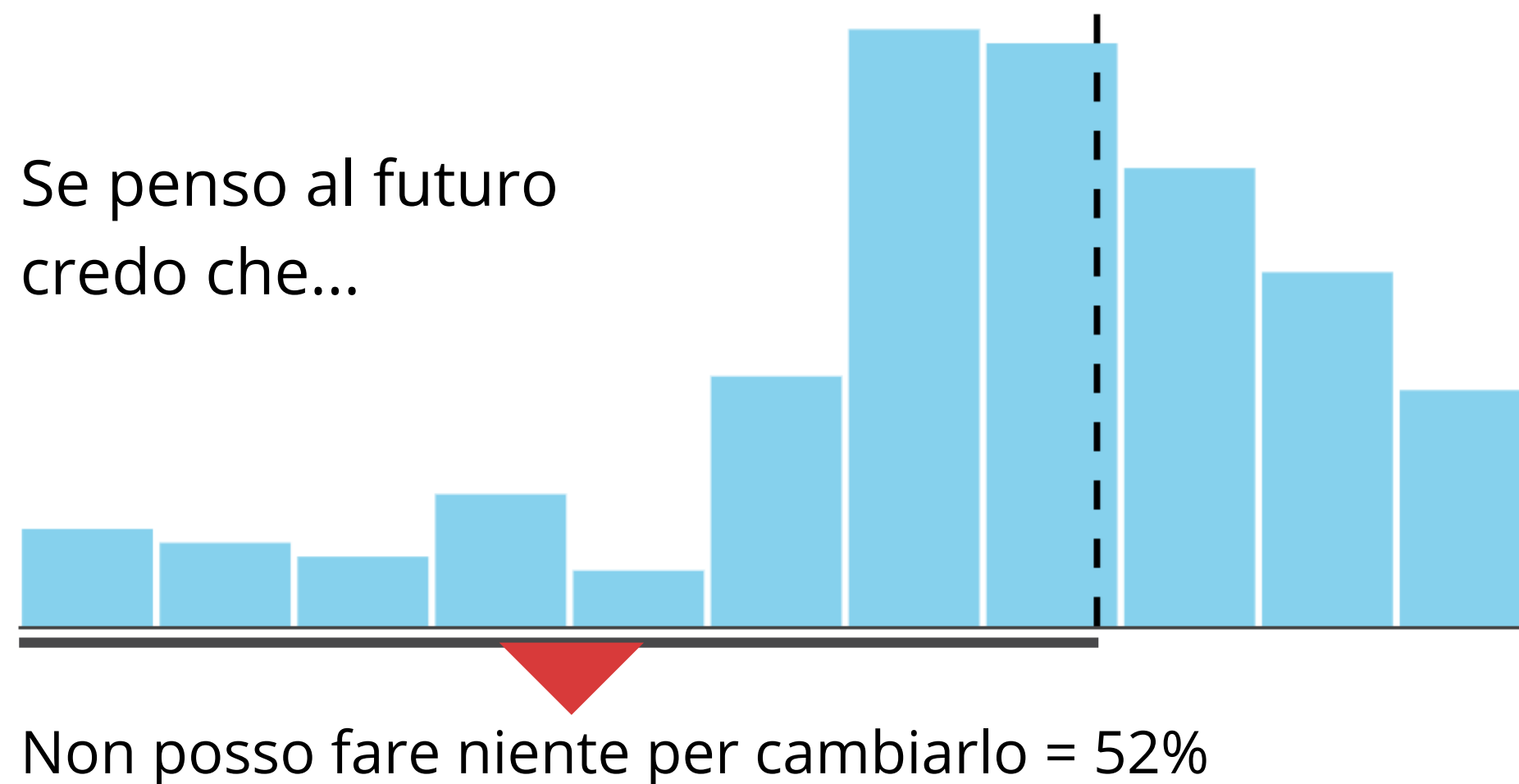
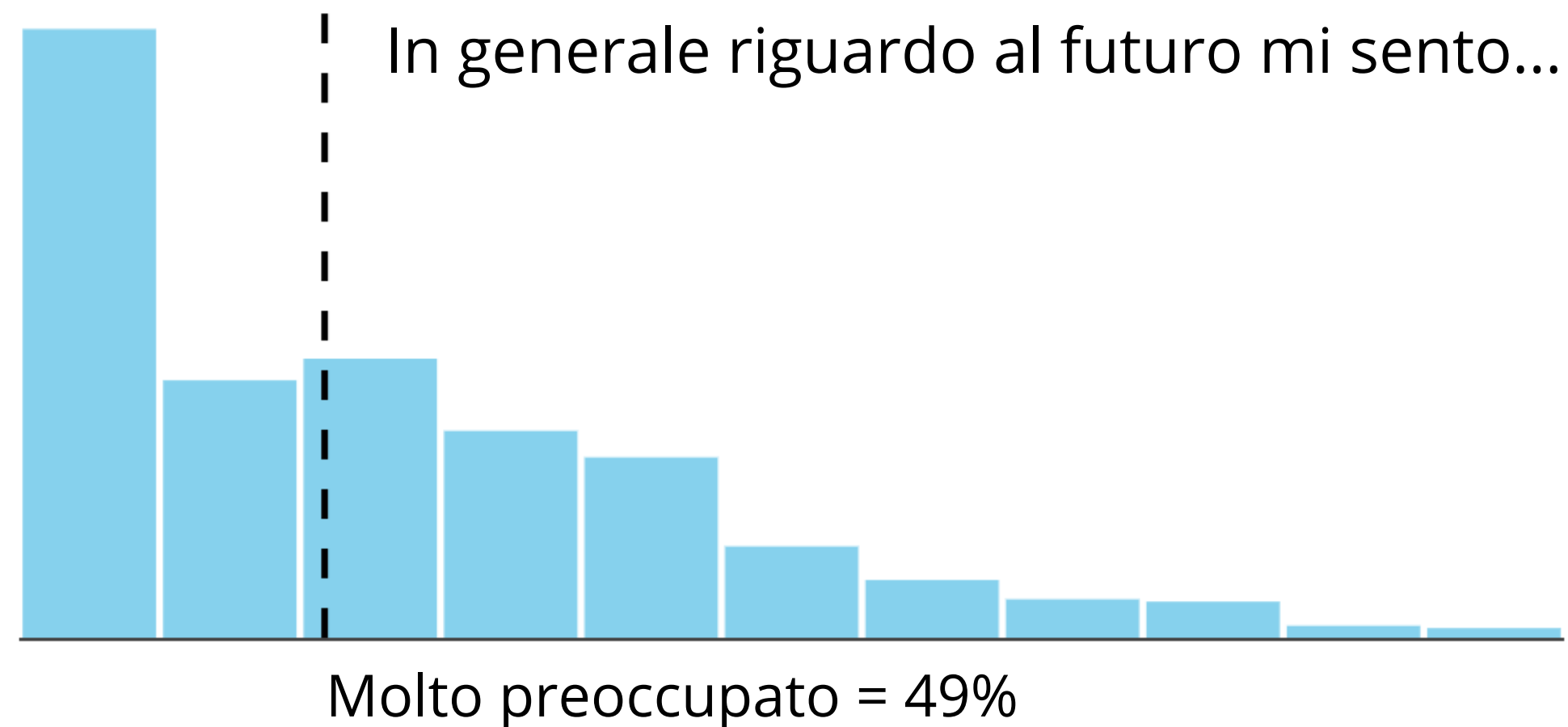
agree living through the pandemic has made them more resilient, and more determined to achieve their goals (52 per cent)

66%

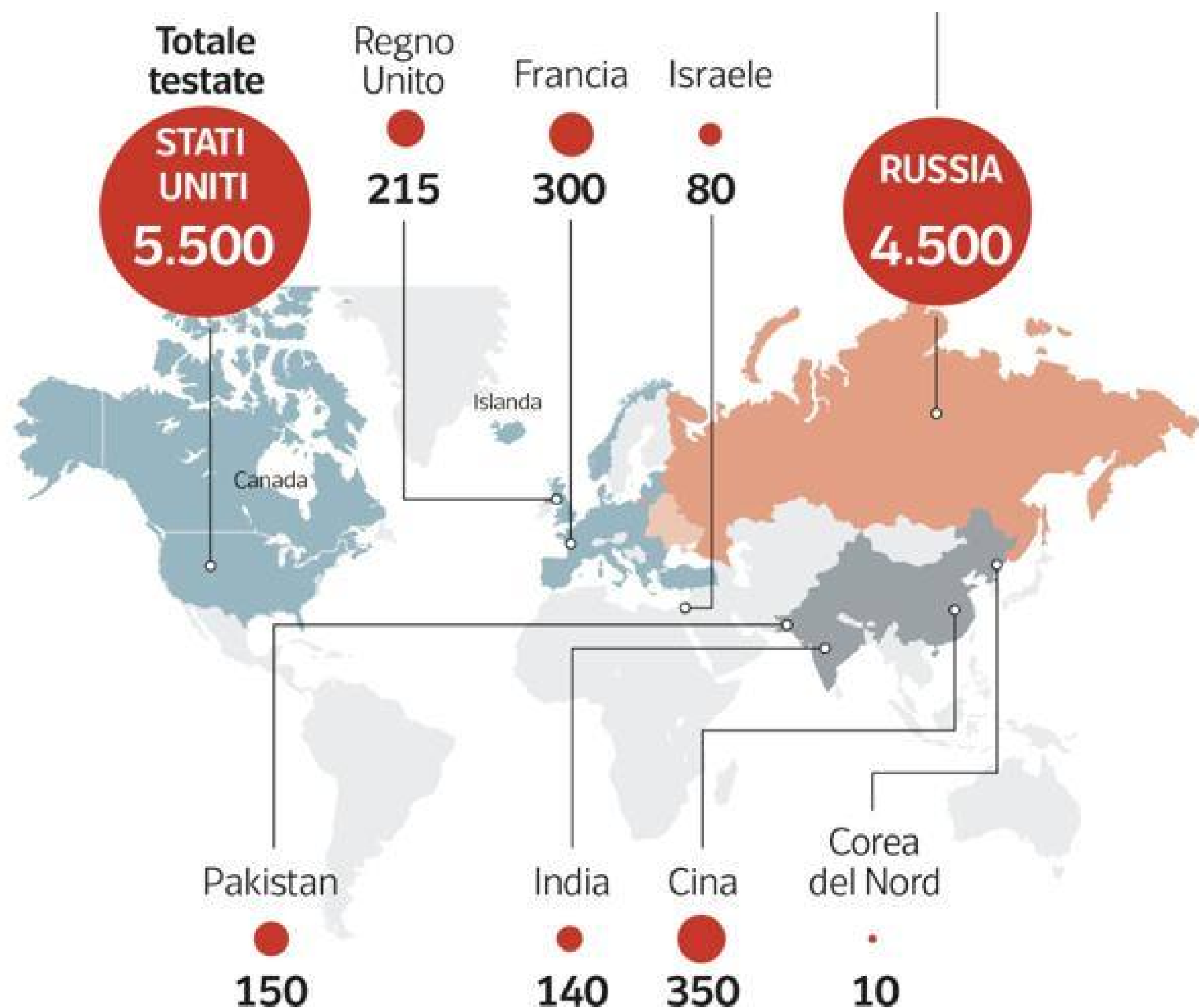
of young people agree that having a clear career path and having the right skills for work (65 per cent) will make them feel

C'è un legame tra paura del futuro e capacità di cambiarlo

Analisi tratta dalle risposte sulla piattaforma #OurFutures dell'Unione europea (763 rispondenti di tutte le età).



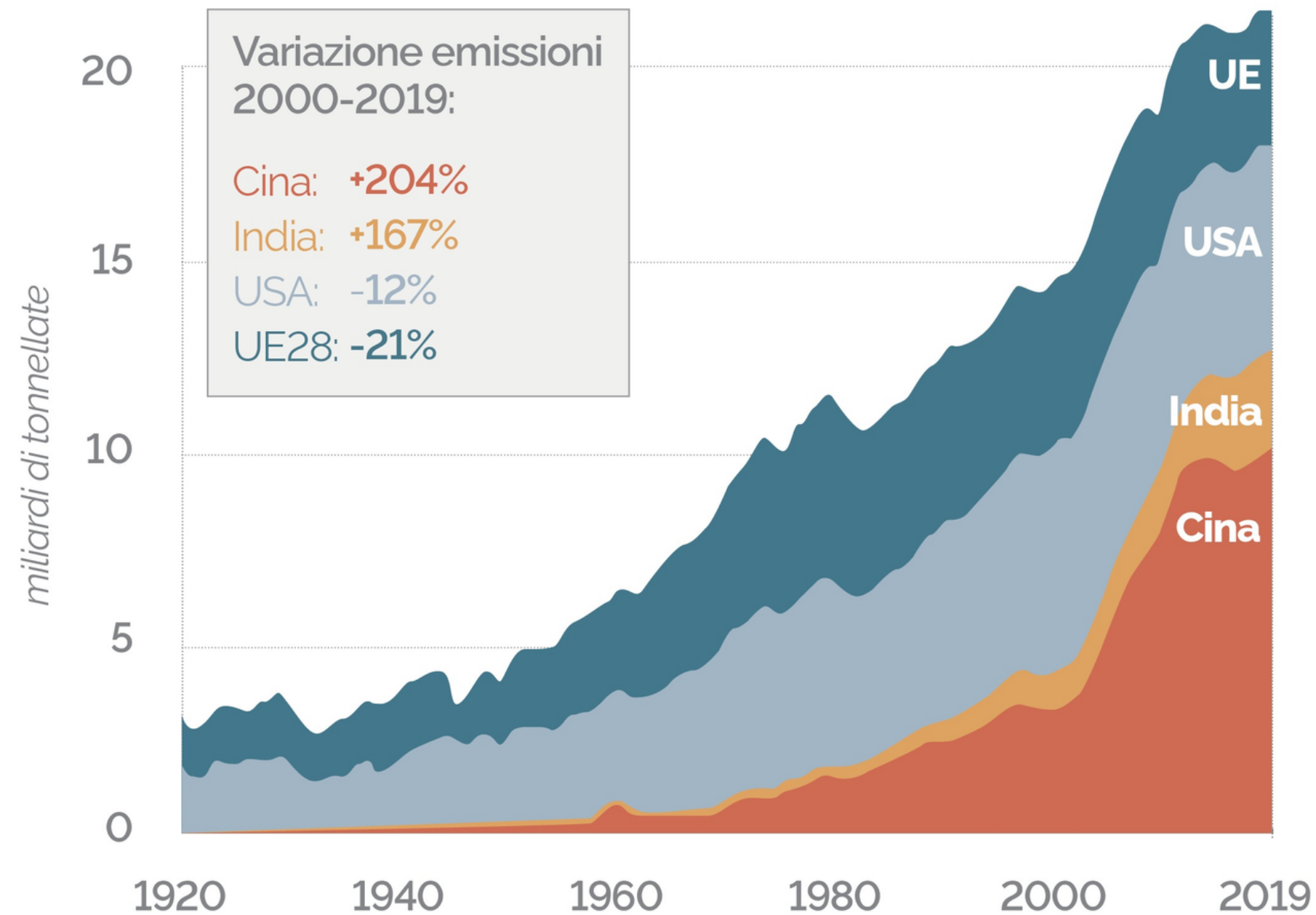
Se non possiamo cambiare il
futuro, allora non ci appartiene.
Ma quindi **chi possiede il
futuro?**



Non saremo noi a decidere se si combatterà una guerra nucleare.

Emissioni di CO2 per paese/regione

ISPI

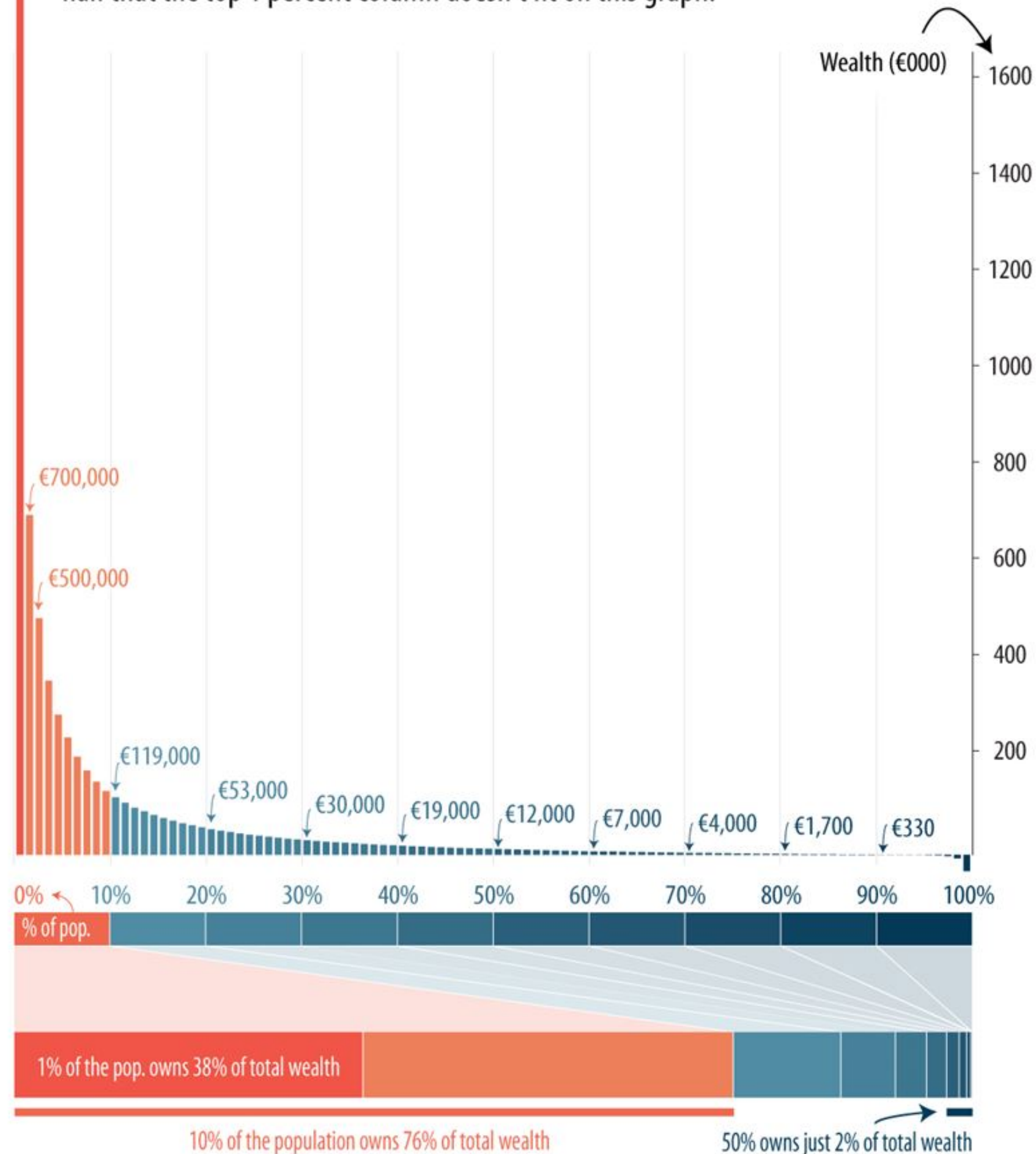


FONTE: elaborazioni ISPI su dati Global Carbon Project

Pochi paesi
determineranno il
futuro dei
cambiamenti
climatici.

Off the charts

The richest 1 percent of the world's population is so much wealthier than the poorest half that the top 1 percent column doesn't fit on this graph.

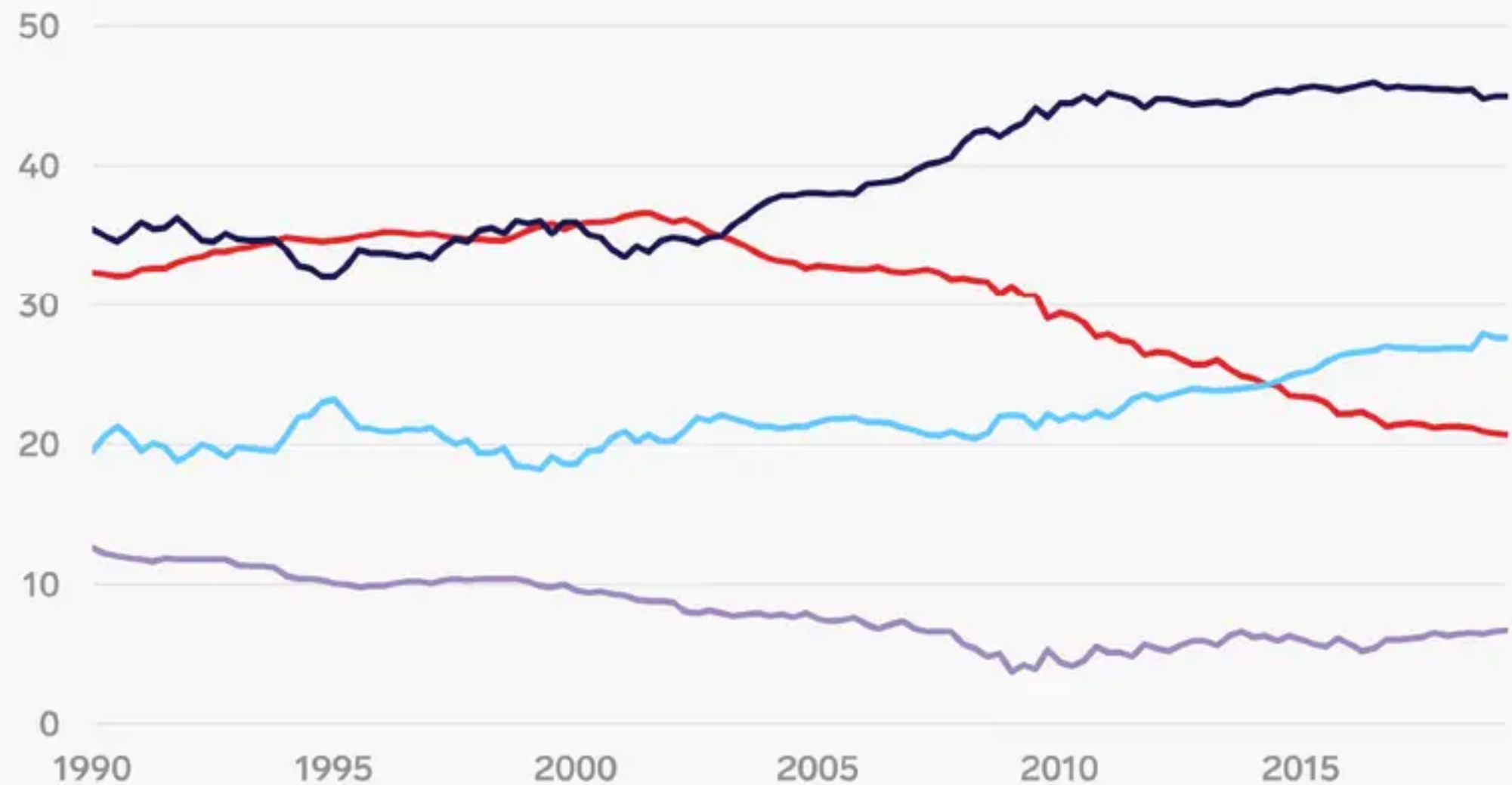


La ricchezza globale è sempre più concentrata nelle mani di pochi.

Wealth by age

Under 40 40 to 54 55 to 69 70 and over

Percent of total net worth

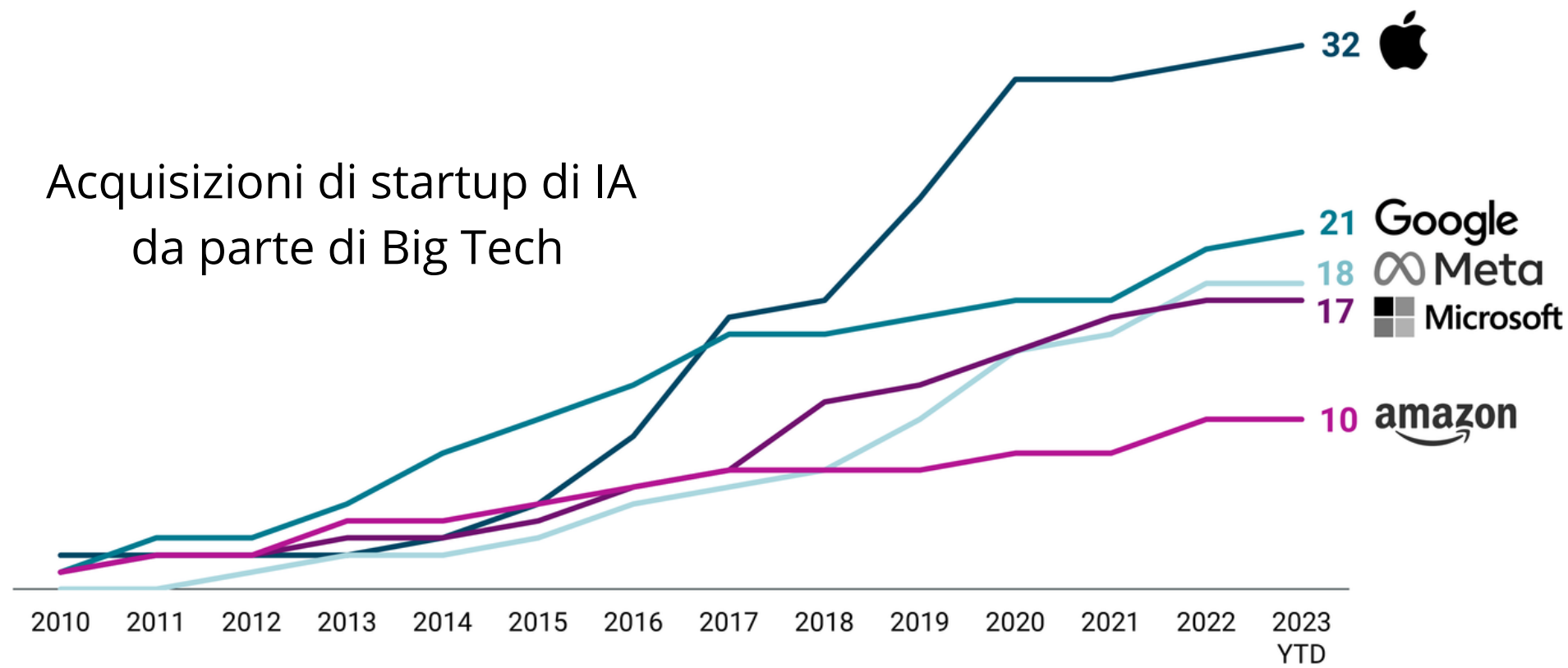


Source: Federal Reserve

BUSINESS INSIDER

I Boomer sono 10
volte più ricchi
dei Millennial e
lo diventano
sempre di più.

Acquisizioni di startup di IA da parte di Big Tech



Source: CB Insights. Data as of 9/19/2023.

CBINSIGHTS

INDUSTRY REACH

amazon facebook Google Apple

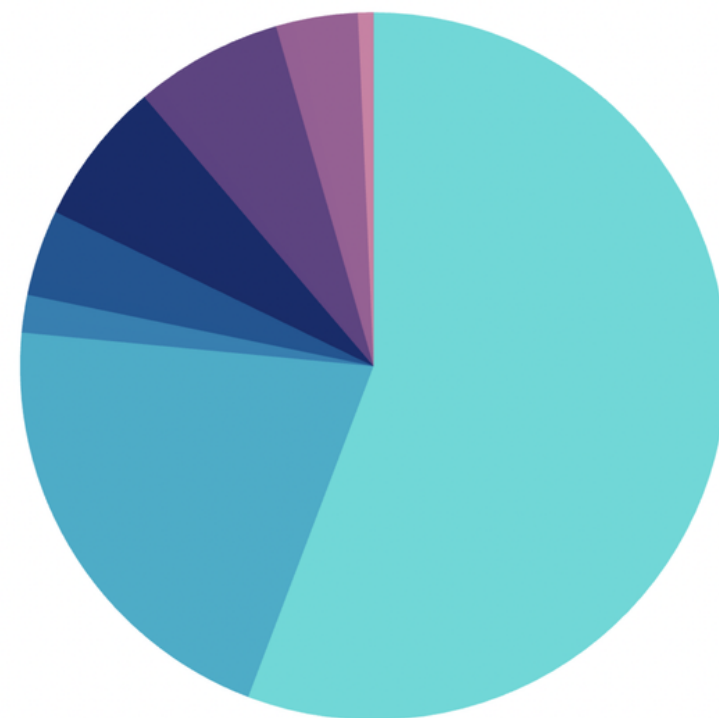


55.1% Tech

20.5% Entertainment

1.7% Education

3.9% Advertising



Social Media 6.5%

Commerce 6.7%

Mobile 3.7%

Medical 0.7%



Sources: Forex, New York Daily News, MicroAcquire, Market Realist, Tech Wyse, Wikipedia

Il futuro tecnologico non dipenderà da noi.

Come possiamo **invertire**
queste tendenze?

Cambiare il futuro richiede un percorso in 3 tappe



OCCUPARSI DEL FUTURO

Acquisire la “futures literacy” significa comprendere i fenomeni e le tendenze che determineranno il futuro nei prossimi decenni.



PREOCCUPARSI DEL FUTURO

Acquisire consapevolezza dell'esistenza di scenari negativi sul futuro permette di individuare le cause che li realizzano e agire su di esse.

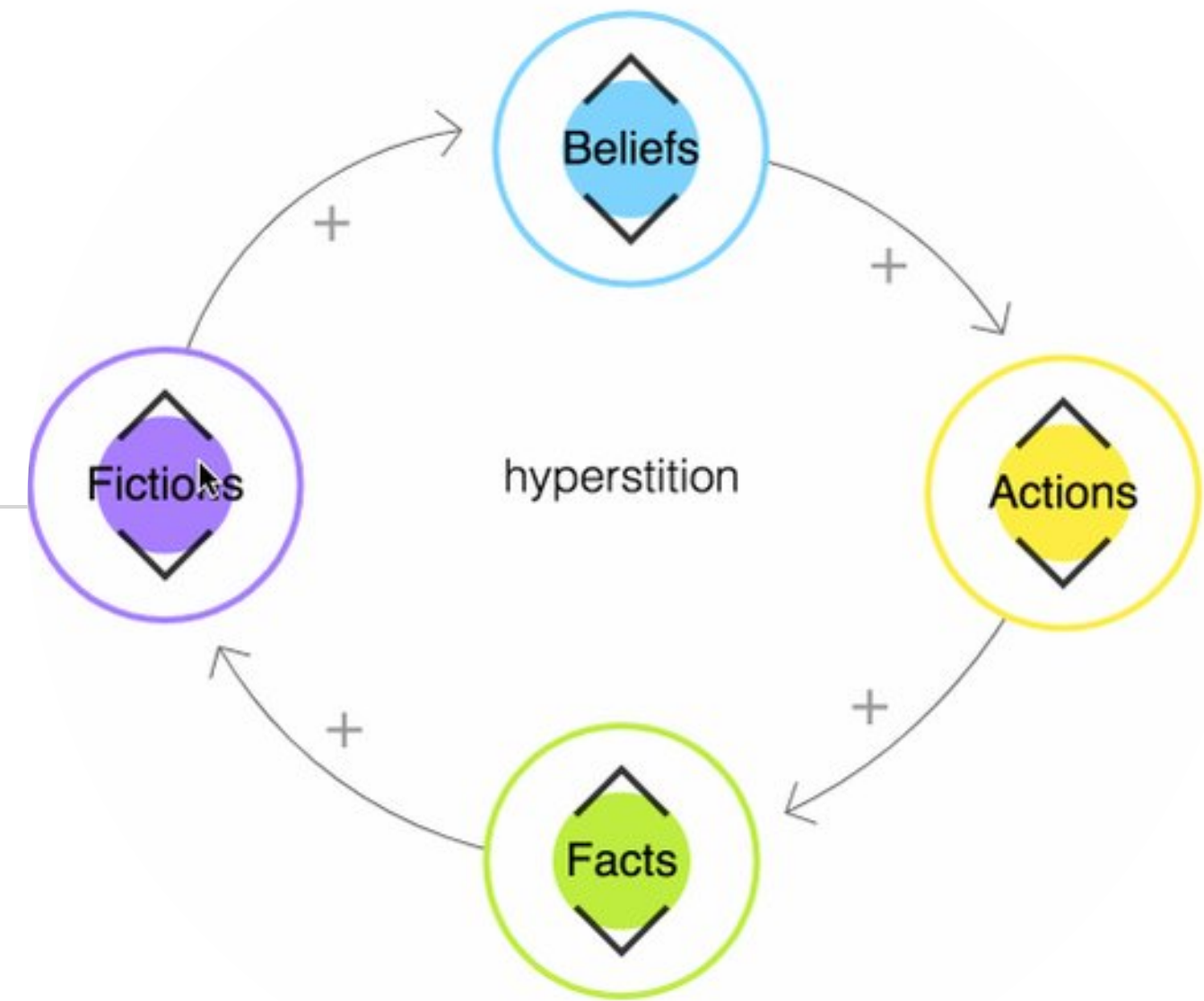


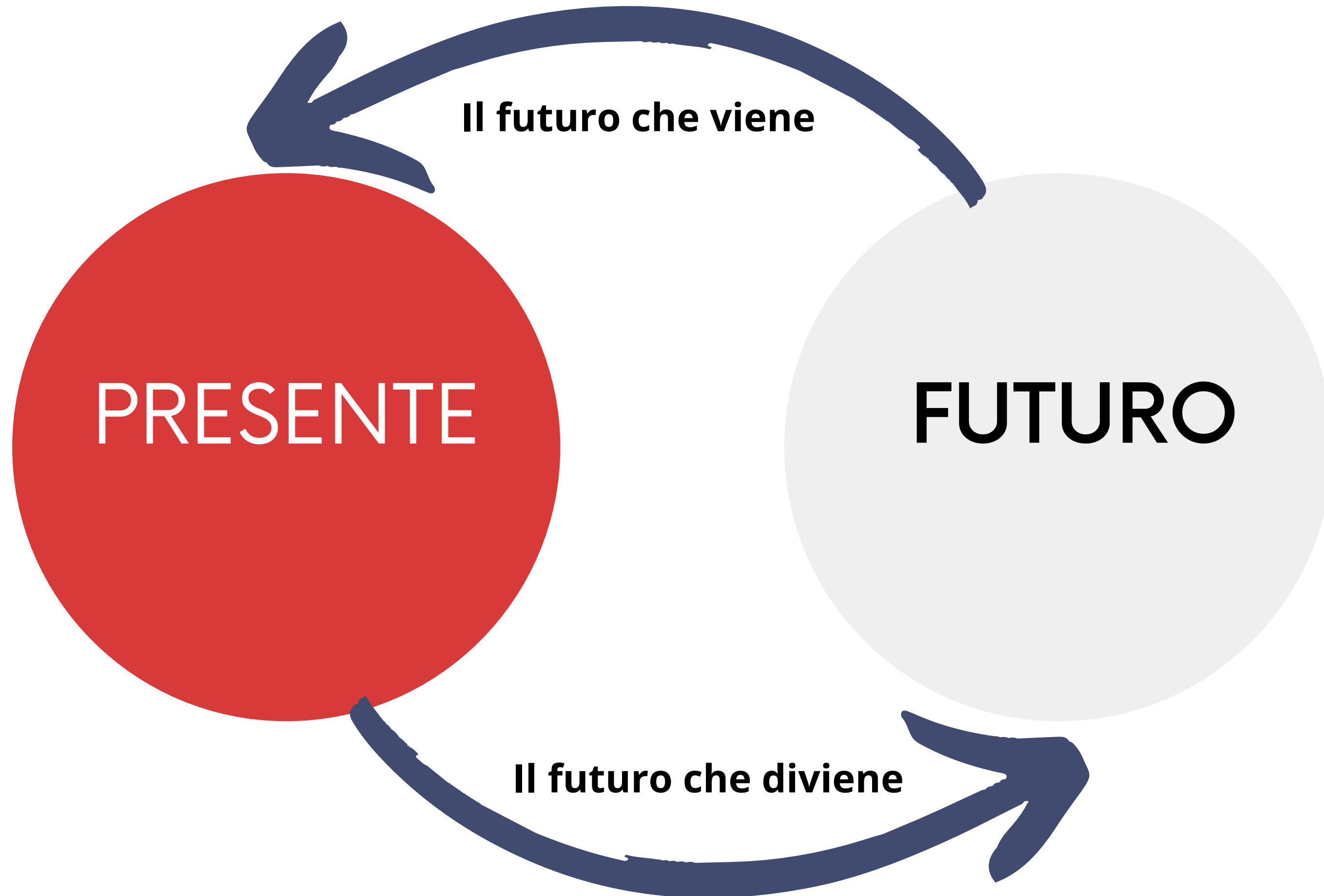
OCCUPARE IL FUTURO

Acquisire una “capacità di futuro” significa essere in grado di determinare i cambiamenti che verranno in quanto collettività, guidandoli verso il futuro desiderato.

Poiché il futuro non esiste, i **discorsi sul futuro** sono determinanti.

Le **iperstizioni** sono discorsi sul futuro in grado di generare cambiamenti nel presente. A dominare il campo delle iperstizioni sono oggi i colossi tecnologici e i miliardari che li dirigono, gli unici in grado di pensare al futuro a lungo termine.





Nel 1972 il **Club di Roma** predisse il futuro del mondo al 2100 e cambiò la narrazione dominante, introducendo il concetto di **sviluppo sostenibile**.

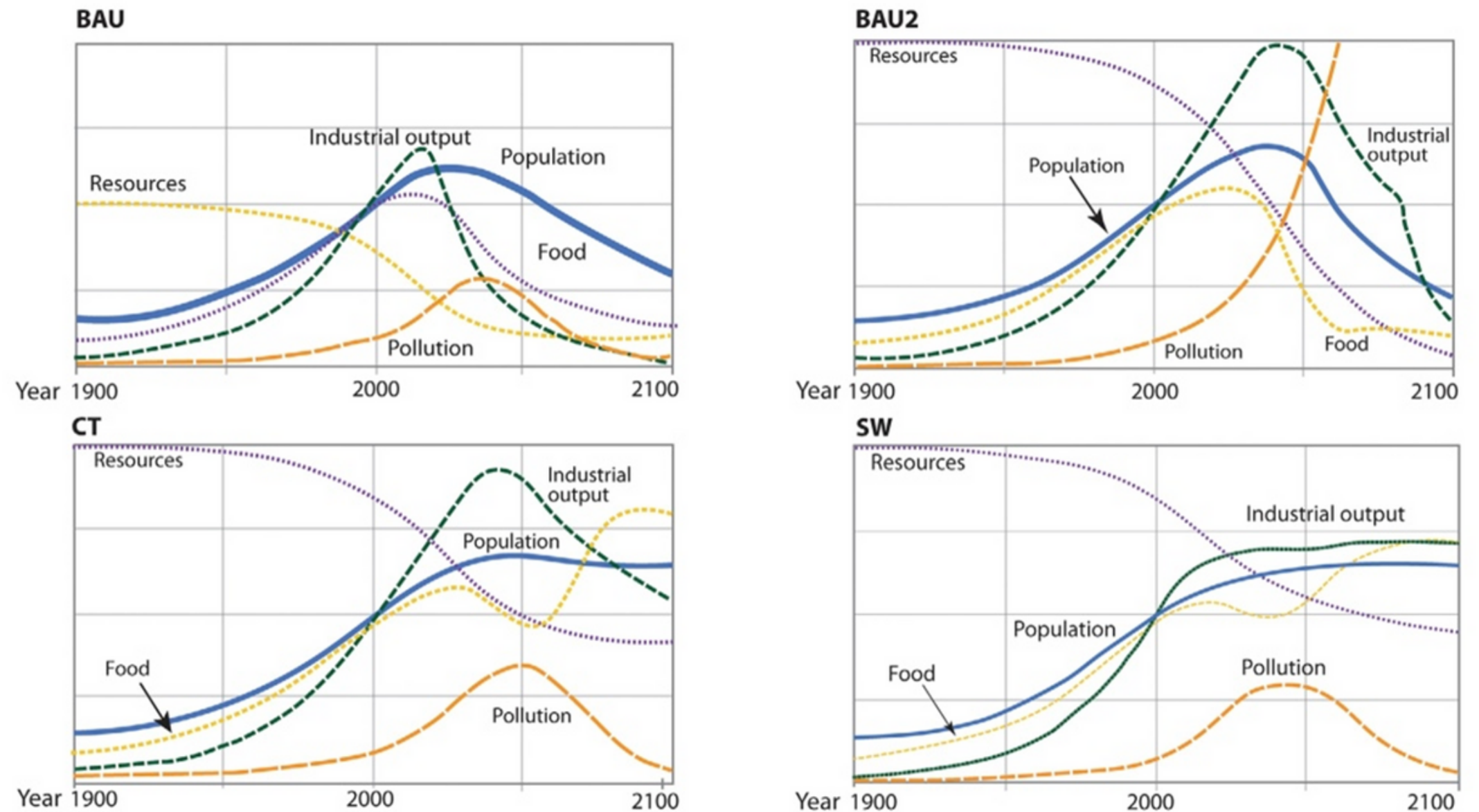


FIGURE 1 The BAU, BAU2, CT, and SW scenarios. Adapted from *Limits to Growth: The 30-Year Update* (p. 169, 173, 219, 245), by Meadows, D. H., Meadows, D. L., and Randers, J., 2004, Chelsea Green Publishing Co. Copyright 2004 by Dennis Meadows. Adapted with permission

Comunicare domani
significherà **creare nuove
narrazioni per occupare
il futuro.**