

JAMAICA AS A DRIVER OF CHANGE: *From Future Shock to Future Sense*



DISCLAIMER in fine print...

This is a voyage to the future. Travel at your own risk. These ideas have not been tested, nor are they insured. Loosen your Frame of Reference. Unlock Your Frame of Mind.

Claire A. Nelson Ph.D. The Futures Forum,
www.thefuturesforum.org



THE QUEST FOR VISION 2030

- ▶ Jamaica... The Place of Choice to Live, Work, Raise Families and Do Business



“The Future is Ours to Create.”

IMAGINE...2030

Jamaica Gleaner Online February 6th

- ▶ **The Jamaica Enterprise Development Initiative (JEDI) launched as an outcome of the JAMPRO Creative Industries Conference held in Reggae Month 2016 has met the challenge of investing a minimum of \$US100M in the cultural/creative industries in Jamaica, and has engaged over 1,500 youth “culturepreneurs” employing approximately 50,000 people and 10 international design patents” .**

IMAGINE...2030

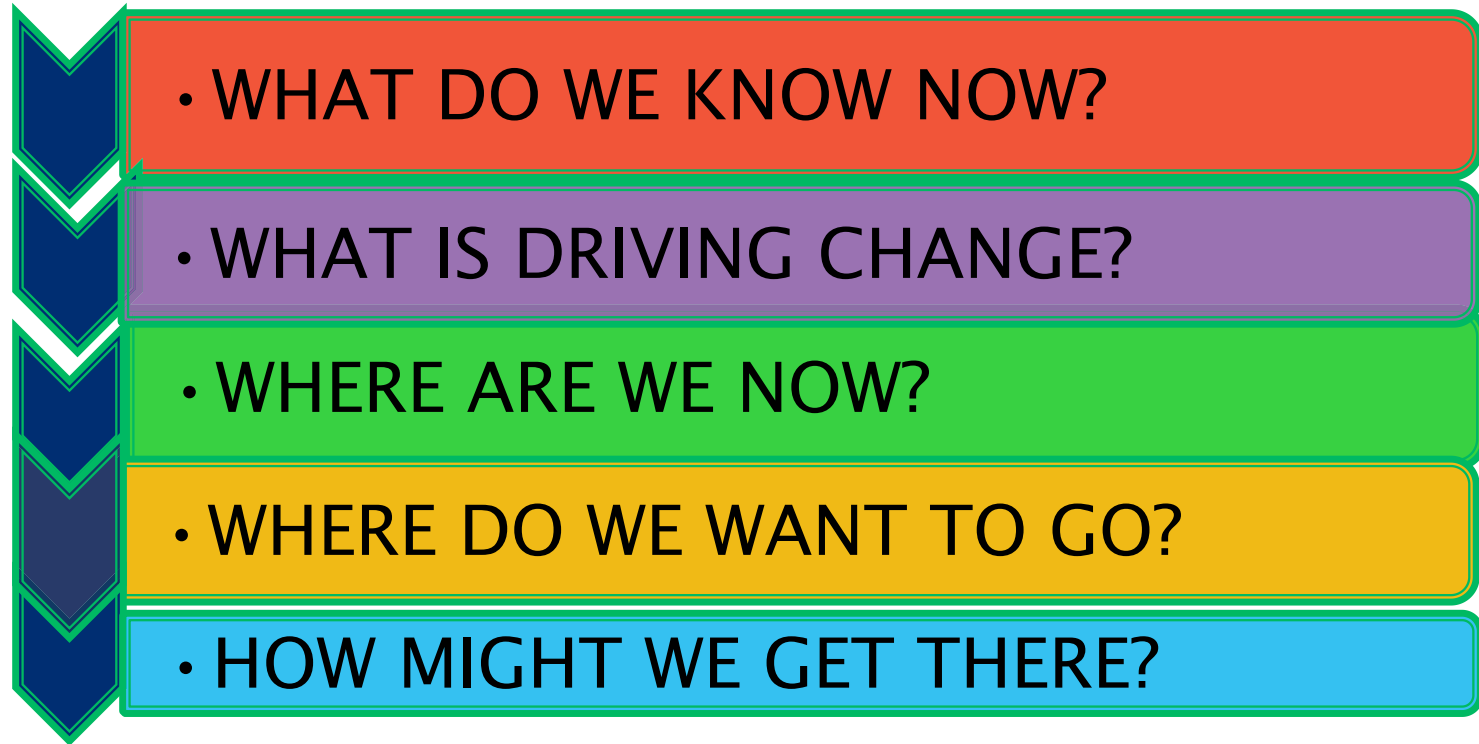
The Jamaica Observer Online ... August 6th

The Jamaica Research and Innovation Development Corporation (JAMRID), a Joint Venture between JEDI , the Bob Marley Foundation and the Nanotechnology Institute of Jamaica announces the First Underwater Diving Nanotech Music Implant. The Chip which forms part of the wearable technology portfolio of JAMRID will allow deep-sea divers to enjoy stereo music underwater.

IMAGINE...2030

- ▶ **Global News Network October 17, 2030**
- ▶ In the news from around the world, in 50 cities around the world, the Reggae Hall of Fame will host the Global Bob Marley Music Festival in the fifth outing of its multi-modal Symphony for Peace Festival. The interactive Festival which will run for 24 hours and be carried live on GNN, will feature orchestras across 50 countries playing Bob Marley's compositions together. Download the 4D app to get a front row seat.

FPNG: Future Positioning Navigation Guide

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- WHAT DO WE KNOW NOW?
 - WHAT IS DRIVING CHANGE?
 - WHERE ARE WE NOW?
 - WHERE DO WE WANT TO GO?
 - HOW MIGHT WE GET THERE?

WHAT DO WE KNOW?

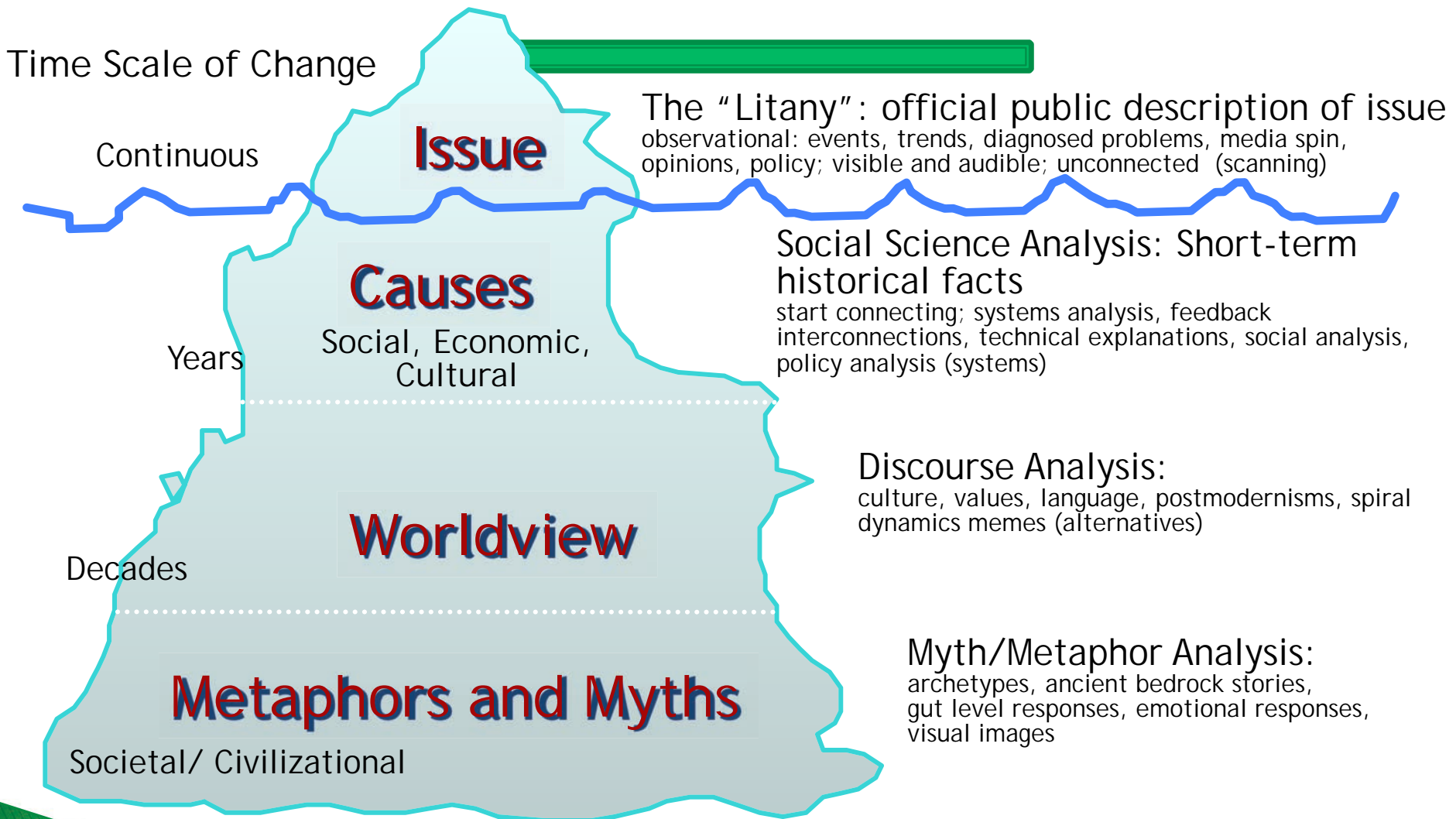
“Welcome those big, sticky, complicated problems.
In them are your most powerful opportunities.”

Ralph Marston

KEY PRINCIPLES OF INCLUSIVE & SUSTAINABLE DEVELOPMENT

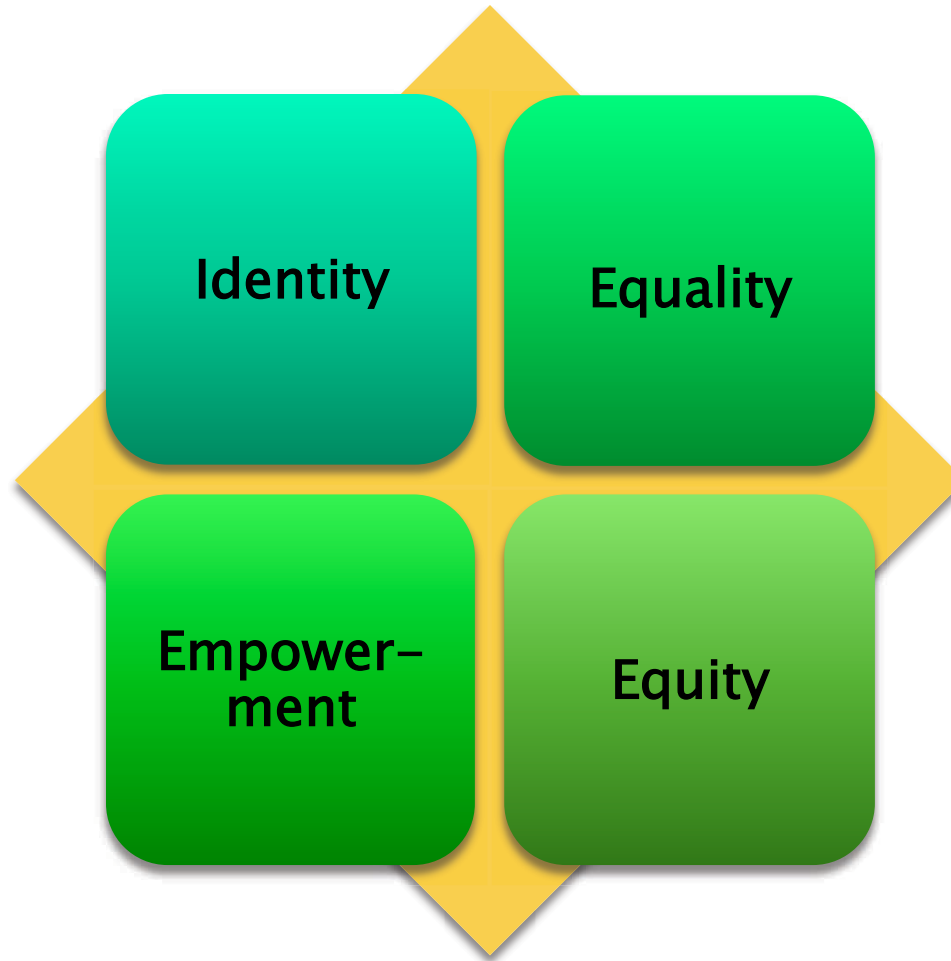
- ▶ The Application of ‘Permaculture Economics’ i.e. the Ethical design of human systems for a sustainable future. *Source: Dan Hemenway*
- ▶ The social world is accumulated history and capital and all its effects. *Source: Pierre Bourdieu*
- ▶ Integral Development Framework is lens to identification of paths to inclusive prosperity. *Source: Claire Nelson*

CAUSAL LAYERED ANALYSIS FOR SCENARIO IDENTIFICATION

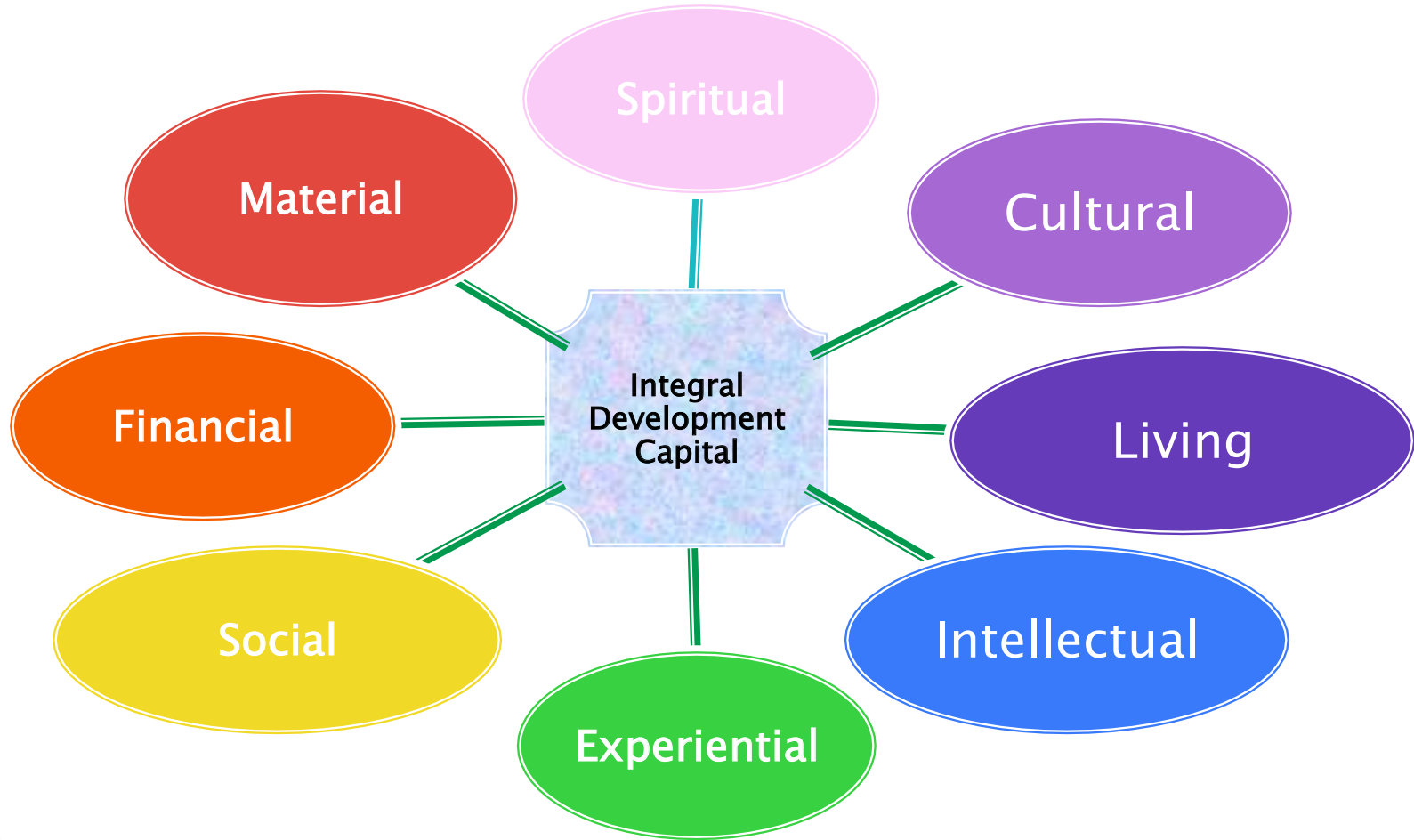


Sources: R. Slaughter, "Integral Operating System" World Future Society, July 2003, drawing on Sohail Inayatullah; Dennis List, "3 Maps of the Future," July 18, 2003; Andy Hines, UH-Clear Lake, 2006.

INTEGRAL DEVELOPMENT FRAMEWORK



INTEGRAL DEVELOPMENT CAPITAL



THE CURRENCY OF DEVELOPMENT CAPITAL

Eight Forms of Currency

Capital

Social Capital

Material Capital

Financial Capital

Living Capital

Intellectual Capital

Experiential Capital

Spiritual Capital

Cultural Capital

Currency

Connections

Materials; "natural" resources

Money

Carbon, Nitrogen, Water

Ideas, Knowledge

Action

Prayer, Intention; Faith, Karma

Song, Story, Ritual

Complexing to...

influence, relationships

tools, buildings, infrastructure

financial instruments & securities

soil, living organisms, land, ecosystem services

words, images, "intellectual property"

embodied experience, wisdom

spiritual attainment

community

WHAT IS DRIVING CHANGE?

*"All that you touch, You Change.
All that you Change, Changes you.
The only lasting truth is Change, God is Change."
Octavia Butler*

SOME KEY TRENDS

1.	Continuing Globalization
2.	Increased Branding and Status Recognition and Celebrity Differentiation
3.	Collaborative Creativity and Problem Solving
4.	Demographic
5.	Information Technology Getting Faster and Smaller
6.	Search Technology Getting More Complex
7.	Convergence and Increasing Complexity of InfoTech, BioTech, NanoTech and NeuroTech
8.	Increasing Need for Global Systems
9.	Shift from Product Based to Experience Based Economy
10.	Increasing Time Pressure & Desire for Meaning

GLOBAL MEGATRENDS: FUTURE STATES 2030

1. Demographics
2. Rise of the individual
3. Enabling technology
4. Economic interconnectedness
5. Public debt
6. Economic power shift
7. Climate change
8. Resource stress
9. Urbanization

HOW GOVERNMENTS NEED TO CHANGE?



Greater focus on and use of:

- ▶ Long-term planning and scenario exercises
- ▶ Behavioral insights
- ▶ Outcomes and metrics
- ▶ Flexibility and ‘paradigm’ thinking
- ▶ Technology adoption

DRIVERS OF CHANGE FOR DEVELOPMENT



- ▶ The drivers of change are the interaction between structural features, formal and informal institutions, and individual agents. Require an understanding of the broader systemic and institutional factors that influence the possibilities for individual reformers (and reforms) to succeed. “Drivers” of change will normally be processes that involve each of these factors, with relationships of power, inequality and conflict at their heart.

WHERE ARE WE NOW?

“Optimism is a strategy for making a better future. Because unless you believe that the future can be better, you are unlikely to step up and take responsibility for making it so.”

— Noam Chomsky

TEN SECTORS THAT WILL CREATE JOBS

1. Software Developers
2. Mobile Apps
3. Internet of Things & Trillion-Sensor Future
4. 3D Printing
5. Big Data
6. Alternative Energies
7. Biotechnology
8. Micro-Colleges
9. Senior Living
10. Social Network Game Development

(SOURCE: WFS & WOBI 2013)

JAMAICAN SPIRITUAL CAPITAL



- ▶ “We lickle but we tallawah”
- ▶ “We run things. Things don’t run we”
- ▶ “Better Must Come”



-
-
- “We too small, we lack economies of scale”
 - “When America sneezes, Jamaica catches cold”
 - “Nutten naw gwaan”



JAMAICAN CULTURAL CAPITAL

Culture and Identity– Religion, Language, Style & Fashion, Cool factor

- ▶ Rastafari/Dread Locks
- ▶ Smoking Ganja as Sacrament
- ▶ Marcus Garvey and Garveyism
- ▶ Red Green and Gold colors, Black Green and Gold
- ▶ Jamaica voted the third coolest country on the planet.
- ▶ Jamaicans as StyleSetters for Cool e.g. Comedian's Fodder
- ▶ Jamaicanisms as global dialect e.g. Irie, One Love, Jamaican Me Crazy

JAMAICAN CULTURAL CAPITAL

Culture and Cultural Industries – Music, Film, Theater, Dance, Entertainment, TV , Food

- ▶ Bob Marley
- ▶ Reggae Music & Festivals
- ▶ Television – VW, Rastamouse
- ▶ Film – Cool Runnings, The Harder They Come
- ▶ Reggae as the Sound Track of Green Food
- ▶ Jerk Cooking
- ▶ Jamaican Blue Mountain Coffee

JAMAICAN CULTURAL CAPITAL

Sports & Tourism /Leisure Industries

- ▶ Usain Bolt, Asafa Powell, Shelly Ann Fraser
- ▶ Black, Green and Gold Running Shoes
- ▶ Jamaica Bob Sled Team led Tropical Countries in the Winter Olympics
- ▶ Impact on The Order of Races in Track and Field
- ▶ “To the World” Pose as Global Meme
- ▶ Sandals & All-Inclusive Vacations

WHERE MIGHT WE GO?

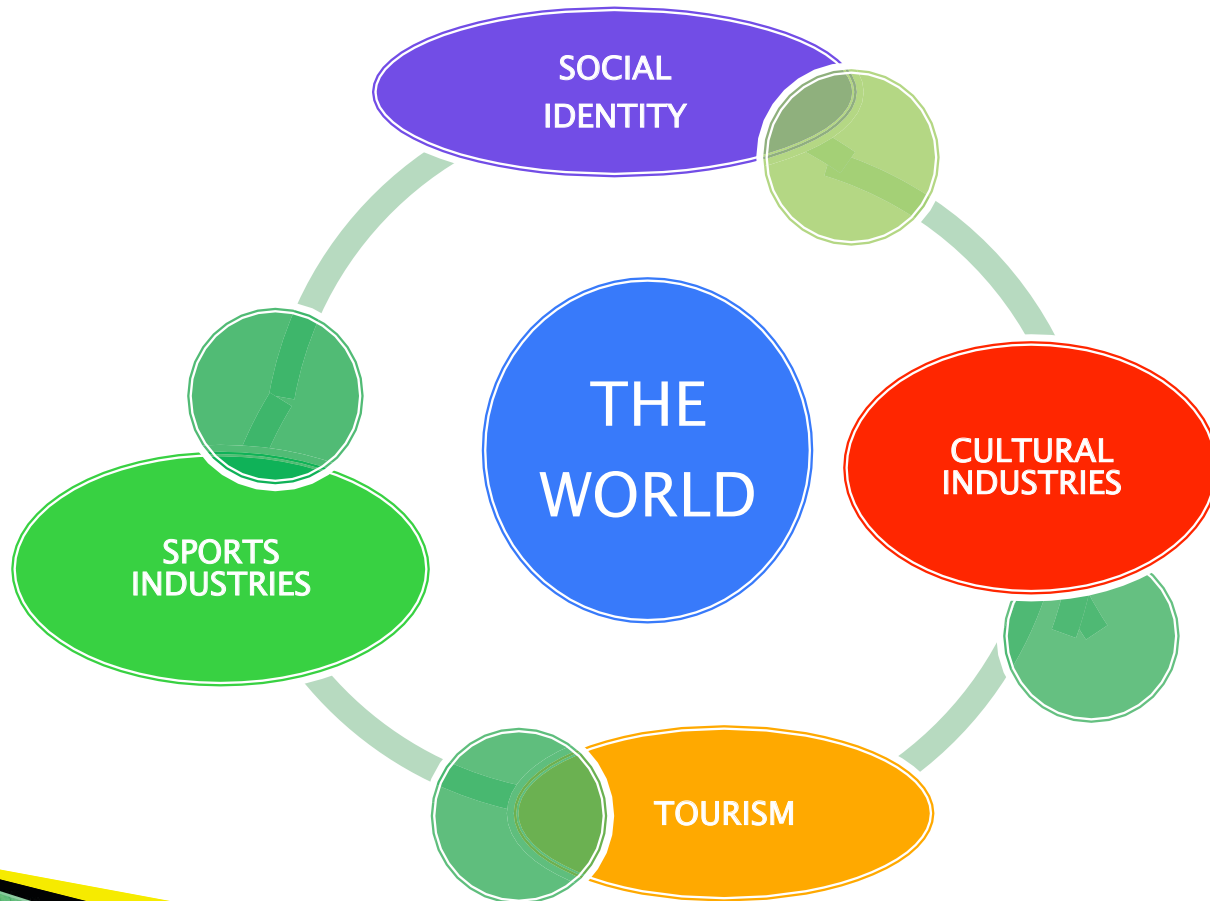
Jamaica to the World: Potential Trend Setters

“The future you have, tomorrow, won't be the same future you had, yesterday.”
— Chuck Palahniuk, *Rant*

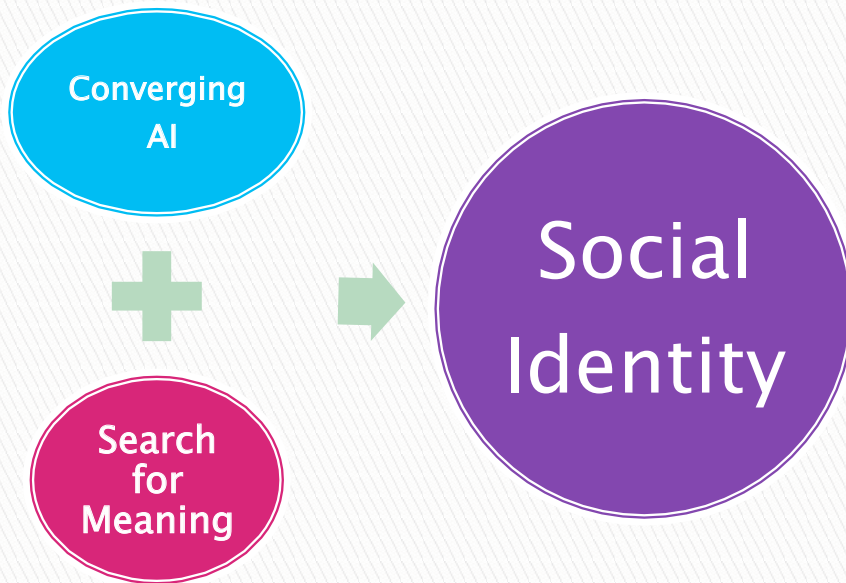
JAMAICA AS TRENDMAKER



MAPPING POTENTIAL FUTURES



POTENTIAL SCENARIO 2030

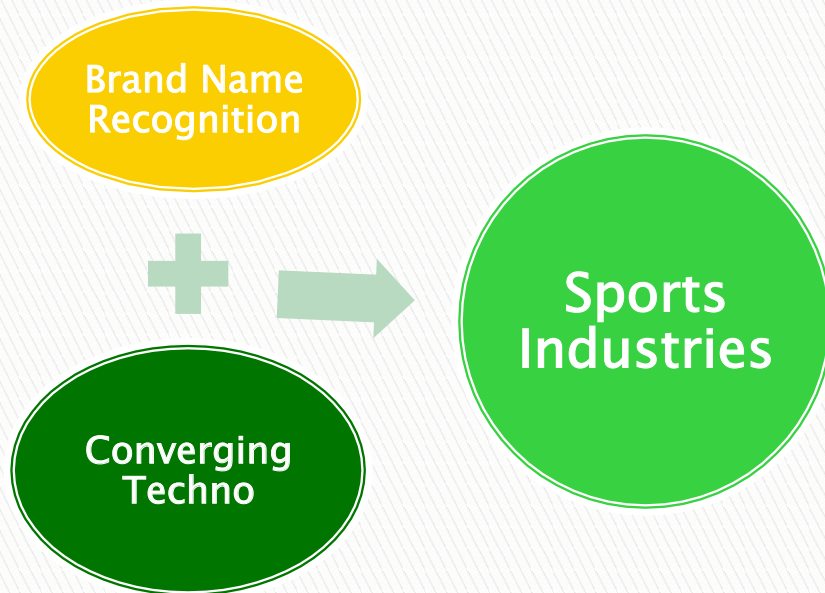


Wannabe RealLifers
Buy Visas to Jamaican
Second Life Online to
Learn Practical Tools in
Rasta Cooking and
Philosophy from Bob
Marley Hologram
before Going on Real
Pilgrimage to Jamaica

Positive Increasing

HEADLINES 2030

POTENTIAL SCENARIO 2030

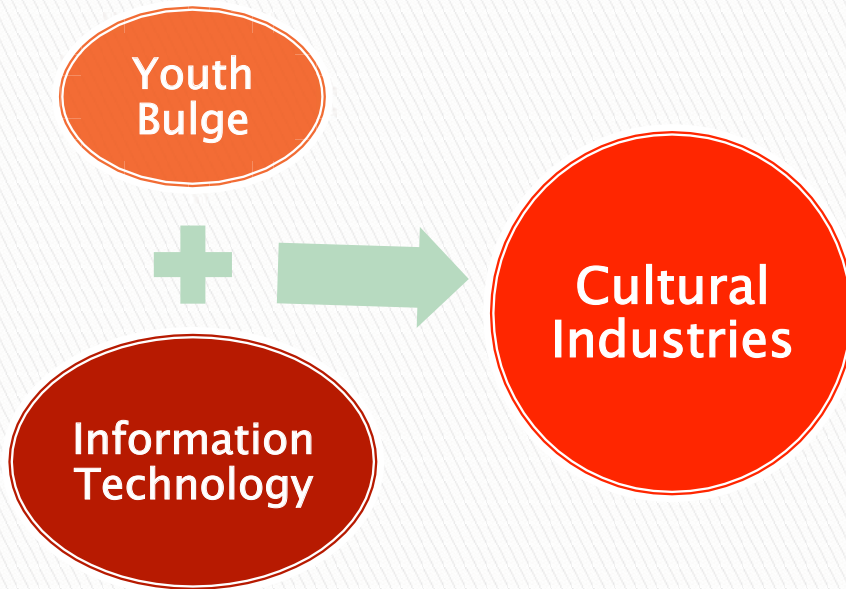


Usain Bolt Replicator implanted in VR Fitness Training Simulator puts Bolt-for-Life Wellbeing Inc. at the top of the Sports Exchange Index with US\$1M per day in online sales meaning 1 million down loads per day.

Positive Increasing

HEADLINES 2030

POTENTIAL SCENARIO 2030

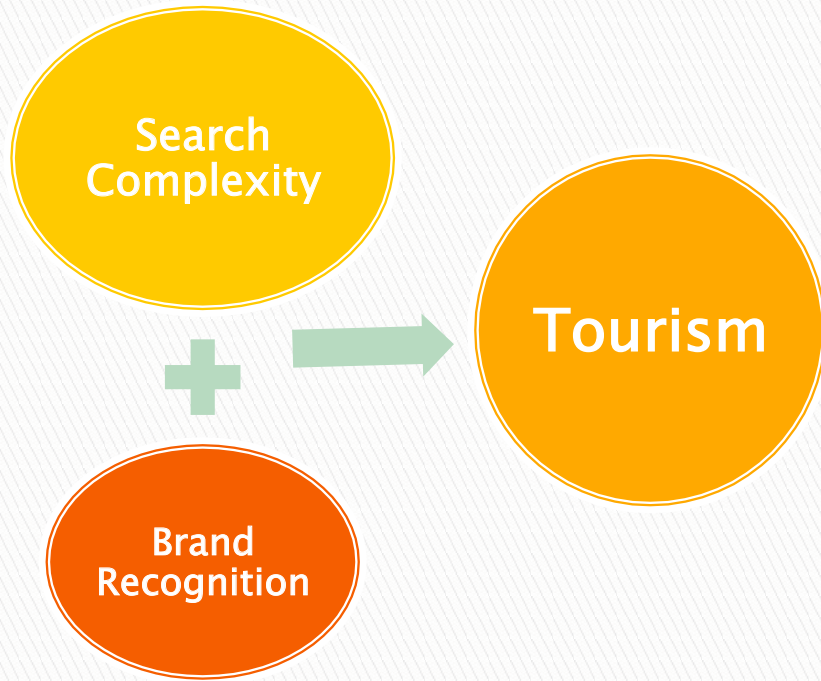


Dance Hall Fans hack Disney Animatrons and program Dance Hall Moves in the Hit Remake of Cinderella's Ball Exhibit, Use to Cross-Sell Music of Global VR Mega Dance Hall SingJay Shanghai Souljah from China.

Positive Increasing

HEADLINES 2030

POTENTIAL SCENARIO 2030



Win a Real Life Vacation. Vote for Your Favorite Music Celebrity Chef's Jerk Cook-Off in Virtual Vacation Sweepstakes. See, Smell and Taste the Difference with STAYCATIONS-R-US

Positive Increasing

HEADLINES 2030

HOW MIGHT WE GET THERE?

WHAT IF? WHAT NEXT? WHAT NOW?

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

– R. Buckminster Fuller

WHAT IF?

- 11% of the US\$Bs remittances to Jamaica could be invested in agro-industry development agenda?
- 11% of the tourism tax dollars reinvested in creative industries?
- 11% of social investment fund could be directed to training in Animation and IT Training and development?

WHAT IF?



What if we could change:

- ▶ Mindset of youth re technology and science
- ▶ Mindset on investment potential of creative industries?
- ▶ Mindset on investment potential of agri-business

WHAT NEXT?

- ▶ What if Reggae Music was scored and published?
- ▶ What if Reggae University Online offered Micro-College Courses with Famous Musicians?
- ▶ What if we could create an Animation Cartoon based on Jamaica Sprint heroes?

WHAT NOW?

Change Mind

- What we value
- What is possible

Change Behavior

- How we play
- How we organize for play

Change Rules

- Who gets to play
- Who decides the rules

Change Game

- Why play this game
- Why game

THE FUTURE IS OURS TO CREATE

Envision it! Believe it! Do It!

“To face the future with faith,
is to turn your back on fear.”

Claire A. Nelson

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