

## 2020 A CHANGE OF AN ERA



**T**he thirst for knowledge is an intrinsic part of humanity and an unstoppable engine that allows us to progress in science and technology. Despite this progress, we have not found the formula to correct economic and emotional deficiencies such as fear, despair, emptiness, and dissatisfaction. These and other factors such as stress, frustration, and anger incentivize thousands of people to show their dissatisfaction on social media, in the streets, as well as public and private spaces.

The second decade of the 21st century is just ended and this new chapter invites us to reflect and work together to alleviate divisions among countries, regions and the global community in general. While we cannot aim for a universal ideology, we can learn to disagree with respect, safeguarding the dignity of each person and the right to freedom. Yes, we can learn to channel our energy in a more purposeful and constructive way, increasing value instead of destroying it.



This 2020, the World Economic Forum will hold its 50th annual meeting, titled "Stakeholders for a Cohesive and Sustainable World". The 2030 development agenda promoted by the United Nations through the 17 Sustainable Development Goals already has an advanced path in this regard, and the Forum aims to implement multi-sector initiatives through a platform that aligns with these objectives and generates synergies between different stakeholders.

People are tired of words without actions, especially the younger generations, who have found shelter in technology. Paradoxically, certain technologies have the potential to propel humanity to undesired points of no return. I wonder if ethics moves at the same pace of science and technology and if every new technology has a moral compound. Are government institutions ready for this challenge?



Here we are, facing 2020, with the opportunity to reflect and make changes in our sphere of influence. On the eve of the annual meeting of the World Economic Forum, Klaus Schwab published the Davos Manifesto 2020: The purpose of companies in the Fourth Industrial Revolution, which revolves around shared value. The principles promoted here are not new. Various leaders and organizations (such as Caux Round Table and the International Christian Union of Business Leaders, among others) have promoted these principles and values since the middle of the last century. However, it is extremely encouraging to see the World Economic Forum appropriating and fostering these principles in the context of the Fourth Industrial Revolution, placing them at the center of the discussions led by the world's most powerful organizations and leaders. I am looking forward to what will happen in Davos this year, and I will eventually share my gathered thoughts. In the meantime, I wish you and your family a happy new year, full of blessings and joy.