



The *Futuremover*

2nd quarter 2020



RESILIENCE

THE ABILITY TO GROW THROUGH CRISES

Unforeseeable events just keep on happening. But why is it that one company goes bankrupt during the crisis while its competitor uses innovative solutions to start mass-production? Let's talk about resilience.

Or rather about physics, because this is the field where the term has come from: materials are resilient if they are flexible enough to return to their original form after being subjected to extreme external influences

(Latin "resilire" = to "rebound" or "bounce back"). This quality features in psychology, which applies it to the individual.

Resilience in people means that in very stressful situations they are able to activate their natural defence mechanisms and stay mentally healthy. However – and this is the really interesting point – rather than being a return to their original condition this process is an adjustment to their changed circumstances. Resilient people emerge from

crisis situations in better shape, they assume responsibility (for themselves and others) within society and in their jobs, and they consequently also ensure that the state is able to fulfil its economic and societal duties of care.

Resilience – activating natural defence mechanisms in very stressful situations and staying mentally healthy.

The invisible force

WHAT RESILIENCE MEANS FOR PEOPLE



Nelson Mandela spent 27 years in prison before he was elected as South Africa's first black president four years later. He was certainly an extreme example of resilience. But we all have to constantly cope with challenges, and the question is how we get through stormy periods in our private life, our working life, or even in our country.

Bamboo is a metaphor which impressively highlights just what resilience can achieve.

BENDING WITHOUT BREAKING: THE BAMBOO PRINCIPLE®

Resilience defines people's ability to cope with stresses in the literal sense of the word with the aid of mobility, flexibility, elasticity and their innate ability to "bounce back", according to Ella Gabriele Amann, the Director of the international Resilience Forum and the Resilience Foundation in Berlin. Based on this observation she has developed a methodology which is inspired by the natural world and is being successfully applied: the Bamboo Principle®. Bamboo is a metaphor which vividly highlights just what resilience can achieve: flexible but nevertheless firm-

ly rooted, it bends during periods of stormy weather so it can carry on growing straight up afterwards. "So if people are flexible and adaptable they can use a variety of responses to deal with stress and tension and to handle a crisis in a more self-efficacious manner", says Ella Gabriele Amann.

Flexible but nevertheless firmly rooted, bamboo bends during periods of stormy weather, so it can carry on growing straight up afterwards.

THE TOWER OF STRENGTH IS AN OUTDATED CONCEPT

The active promotion of resilience is becoming increasingly important as a way of breaking down old patterns of thinking or rigid structures within businesses. And that's a good thing because changes – and the continual changes in the world of work and in the demands which are placed on people – often threaten to overwhelm them. The consequences are often mental and physical burn-out. So it really does make sense nowadays to view the "tower of strength" – which people often aim to be seen as in times of crisis – as an outdated concept. All that a

5 Resilience Strategies

- 1. Defocussing:** Broaden your focus – seek multiple solutions and you'll find that the problem becomes less daunting.
- 2. Optimism:** Re-program yourself. Feed your brain with things which work well so that you can balance negative and positive thoughts.
- 3. Self-perception:** Rummage through your past: tell yourself stories about your own "heroic deeds".
- 4. Give yourself a boost:** What are your strengths? If you don't know, ask your friends, family or partner, and re-discover yourself.
- 5. Thankfulness:** The regular noting of things for which you are thankful helps to build mental health and to "repair" areas of your brain that have been damaged by stress.

tower has to resist the storm is its rigidity. Transferred to people, this leads to tension and a blocking of their capabilities, e.g. to find creative solutions.

Inspired by nature

HOW DOES A COMPANY BECOME RESILIENT?

Plants have thrived for millions of years. More and more companies are recognising how resilient nature works and are copying some of its sustainability tricks. The still relatively new science of economic bionics deals with this very subject.

"Nature is the most successful business of all time."

Gudrun Happich
Biologist and Consultant

In an article in the *Zeit* online magazine the biologist and consultant Gudrun Happich explains that nature is better prepared for crises than many businesses. She says that blood provides a clear example of this – it's liquid when it's circulating normally, but it clots if there's a wound, a property which ultimately helps people to survive. The family-run business W. L. Gore & Associates has already borrowed heavily from nature. Not only for the creation of the waterproof, breathable artificial "Gore-Tex" membrane, but also for the structure of the whole company. The company is structured like a single-cell organism – it divides itself once there are more than 250 people working at any one site. The advantages are obvious: teams remain flexible, hierarchies remain flat, and there is intensive communication. So who wants to poke fun at amoebas now?

"It's not about copying nature, rather it's about understanding it."

Karl-Heinz Oeller Director of the Internationalen Bionik-Zentrum in Saarbrücken

NOTHING WORKS IN ISOLATION IN NATURE

Nature is a complex interplay of many processes. It's impossible to distinguish between what is and isn't important. Without insects there's no pollination, without pollination there are no fruits. Thinking in terms of interrelationships becomes a competitive advantage. And life-cycle assessments and sustainability are key components of how a modern business is run. For instance, the German company



Borrowing from nature. Georges de Mestral came up with the idea of Velcro during a hunting trip. The burs got stuck on his trousers and in the fur of his dog. Image: Shutterstock

KACO new energy is taking meticulous care to ensure that the resources used for the manufacture, shipping and installation of its photovoltaic devices are proportionate in relation to the expected electricity savings. There are countless examples from

the natural world which can be consciously or subconsciously transferred to our everyday lives. Just take a look at an anthill the next time you go for a walk. Perhaps you'll even find out how you or your business can grow in a sustainable manner.

Of course we can overcome crises.

Economic bionics identifies sustainable categories from the natural world which businesses can model themselves on. Two examples of this:

 **Georges de Mestral** – A binding mechanism.

Nature brings about many innovations in the form of mutations purely by chance, and initially without them having any specific function. The lesson for businesses: instead of just forging ahead with new developments, also take the time to review tried and tested methods, and improve them if necessary. The Swiss engineer, Georges de Mestral, came up with the idea of the hook-and-loop fastener while he was out hunting. To start with he was annoyed at the burs that kept getting trapped in his trousers and in his dog's fur, but eventually he realised that the tiny elastic hooks which the burs used in order to cling on to things formed a good fastening system.

 **Nokia** – The art of adaptation.

According to Darwin nature evolves through mutation and selection. This enables it to adapt to the prevailing circumstances, and it optimises natural processes and structures. For businesses this means that they need: agility, change, and a willingness to innovate. The Nokia company has already reinvented itself several times. In the middle of the 19th century it started out in the "communications sector" by making paper. When the mining engineer Fredrik Idestam set up his first wood pulping plant he presumably didn't think that 150 years later Nokia would connect over 1.3 billion people with its mobile phones. In the intervening period Nokia has also produced wellington boots, car tyres, electricity, and televisions. It's the story of a company which has adapted to changing times and has exploited opportunities as technology has evolved.

What does resilience mean for a nation?

A MODERN STATE MUST ADAPT TO CONTINUAL CHANGES

Since resilience is being referred to with increasing frequency in relation to the UN's Sustainable Development goals, politicians, economists and society as a whole are recognising that it's becoming increasingly important for states to incorporate resilience into their assessment of them. It's easy to succumb to the temptation to award the highest resilience score to the country which has the highest gross domestic product. But you never stop learning.

A state must adapt to continual changes. The challenges of the future, such as digitalisation, climate change or urbanisation elicit a response from every one of its "cells", i.e. its constituent components. Resilience makes it possible to respond dynamically to the world's complexity and its changes and unpredictabilities. So it quickly becomes apparent that resilient states are inherently sustainable.

New Zealand is bolstering its remedial measures.

In 2019 New Zealand's government investigated itself and found that it was not doing well in some areas. Prime Minister Jacinta Arden decided that in future in addition to traditional economic indicators such as GDP the standard of living would also be measured in order to be able to better identify – and tackle – problems. This resulted in the world's first "wellbeing budget" being passed as part of the overall budget.

Switzerland is the world champion when it comes to resilience.

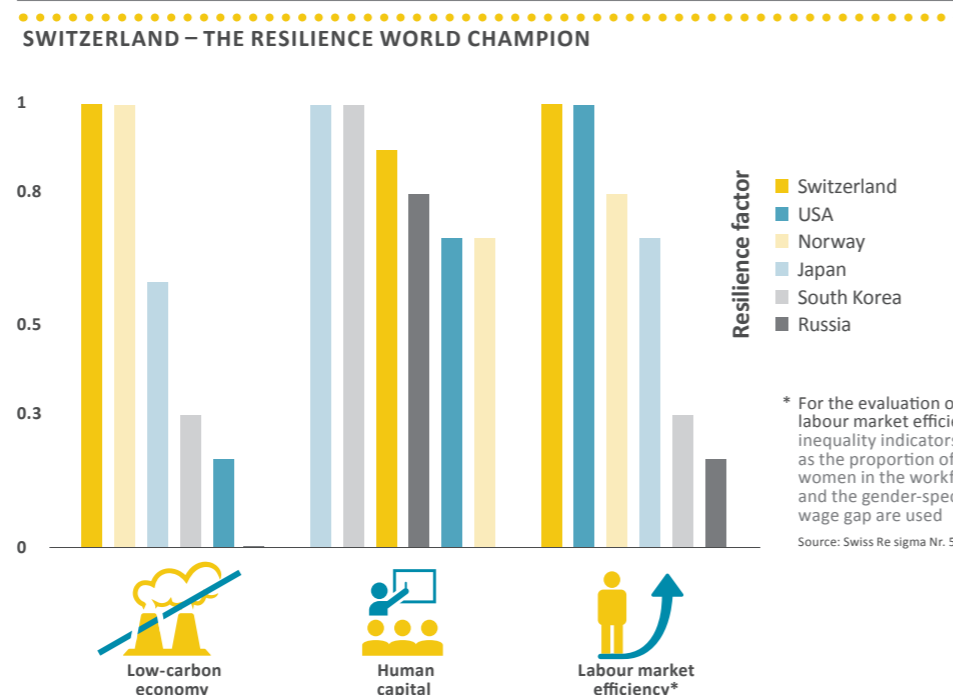
According to a survey by the international insurance group, Swiss Re, the Swiss are world champions when it comes to resilience. This is based on nine benchmarks – ranging from budgetary policies to a low-CO₂ economy. Switzerland scored highly, among other things, for its excellent financial management and a high level of human capital.



Finland has the best low-carbon rating.

Finland is also ranked among the top 5 in the survey. The Finns are aiming for a low-carbon economy, they're focusing on ecological efficiency, and are resilient in relation to the environmental issues of the future: the country generates over a third of its electricity from renewable sources. The number

of electric vehicles on Finland's roads has increased massively over recent years because by 2050 Finland wants to reduce its CO₂ emissions by 80 percent. Conclusions: education, financial strength, a diversified economy and efforts to move towards the future in an innovative and sustainable manner are probably the best means of kick-starting resilience. Then you can cope with any challenge!



Interview with Prof. Dr. Jutta Heller

THE KEY TO RESILIENCE



Prof. Dr. Jutta Heller, an expert in individual and organisational resilience

The subject of "resilience" is gaining in importance right now – have you noticed a growing awareness of the issue? Over recent years levels of mental stress have dramatically increased. In the light of this, the awareness of the need to focus more strongly on various support initiatives has already grown. However, simply focusing on people and on how to improve their ability to cope with pressure and to consequently be more productive, is to take too narrow a view of resilience. It's important both for individuals and for the business as a whole, for instance in relation to an organisation's value system, processes and structures.

You are talking about support initiatives. What exactly do you mean by that?
My concept is based on seven resilience indicators for individuals, and nine for businesses. One of them concerns the issue of acceptance, in other words the ability to be able to accept what is past and can no longer be changed. Another key aspect is optimism as a fundamental attitude, combined with a positive method of evaluation. It's beneficial for business culture to not just take a critical approach to things. This requires above all an appropriate management structure which is based on trust.

Prof. Dr. Jutta Heller has examined the subject of resilience in detail since 2007. As a consultant, trainer, public speaker and author she helps companies, managers and teams to implement measures to bring about change, and she promotes their "coping abilities" by providing resilience coaching sessions.

“What is needed is above all a management structure which is based on trust.”

To what extent does the meaning of resilience change during periods of increasing digitalisation and new innovations?
For the individual, resilience means providing oneself with good internal direction and so being able to focus more on stabilising factors. Organisational resilience means cushioning ourselves from the impact of a crisis, and adapting to changes in order to thrive. In other words focussing on making progress in difficult times, and perhaps even making extra investments instead of reducing them. For this is precisely how innovation comes about.

Surfeit of information tends to fuel one's fears.

What can society do in order to improve how it copes with changes?
The question is how we as people deal with our fears. It's important to obtain information about a situation in order to know how to behave. However, a surfeit of information actually tends to fuel one's fears. It's all about finding one's own 'happy medium'. Clear daily routines help, and they provide a sense of security. And if you specifically focus on the positive, this gets you into a good, productive frame of mind. It helps if we create brief moments when we are in control if things happen which are outside of our control. This may be a coffee break which one consciously creates and sticks to.

How can companies foster their resilience?
It all starts with the managers. It's important for management to engage with the subject, and to identify with these values and to embody them. An awareness of potential changes must be brought about.

States also find themselves facing constant change. How do you categorise resilience in this context?
The "Global Resilience Index" measures various supply chain factors, among other things. It also provides information about how dependent a country's economy is on resources such as oil, how urbanised its society is, or how great the risk of natural catastrophes is. The realisation that entire global supply chains are tending not to work properly could result in us once again thinking more in regional terms in future in order to increase our resilience going forward.

How do you see resilience and sustainability as being connected?
The two terms complement each other really well. Sustainability is by definition the guiding principle for the use of resources according to which the permanent satisfaction of needs should be ensured through the preservation of the natural regenerability of the systems involved. Resilience is in principle no different since it also focuses on bolstering one's own resources.

Resilience check in relation to megatrends

OUR WORLD OF THE FUTURE



What is a Futuremover?

Futuremovers are companies which respond successfully to worldwide megatrends and develop solutions to global challenges.

They replace outdated business models with future-fit concepts while leaving a positive footprint. They build smart megacities, facilitate turnarounds in energy policy, back the circular economy or develop sustainable mobility platforms.



Upwork USA

Upwork is the company behind the upwork.com freelancing platform. With over twelve million registered freelancers and five million customers, about three million jobs a year are advertised on the platform. This makes the company, which focuses on English-speaking countries, one of the largest freelancer marketplaces in the world. The company has been listed on the NASDAQ index since October 2018.



Trupo USA

Trupo is a key player in the gig economy. The private US company which was founded by freelancers provides innovative and affordable insurance products which are tailored to freelancers' needs. Consequently Trupo fills an important gap for almost 60 million workers who make a living in the gig economy.



Digitisation

Digitisation is contributing more and more to global value creation. So the smart handling of this digital growth trend is becoming crucially important, i.e. digital resilience which enhances both flexibility and coping abilities. For businesses this means: facilitating greater mobility and openness, and providing more space for creativity, experimentation, and innovation to flourish in. But also ensuring stability, dependability and security in the right places, and honing their own identity.



Knowledge-based society

The classic three-part life-cycle of industrial societies (training – working life – retirement) is increasingly becoming the exception. So it's becoming more important for people to be able to cope with unforeseeable situations. To do this the employees and workers of the future will need creativity and resilience, in other words the ability to cope with setbacks. This ability is the result of flexibility and adaptability: the educational winners of tomorrow will cope even in completely new situations by adapting to the new circumstances in an evolutionary manner.



Health & Ageing

Pro-ageing culture is the valuing by society of qualities which are associated with age – calm, serenity, wisdom and mindfulness: the ability to experience the world empathetically without immediately having to respond emotionally to every influence. Anyone who has experienced injuries and losses in his/her life – or who has celebrated successes or overcome life crises – can build up resilience, in other words an ability to cope with setbacks and challenges which is based on his/her own resources. Ageing doesn't just bring life experience, it also brings the real opportunity to engage in learning processes.



Climate & Energy

Climate change is jeopardising global supply chains and global infrastructure. This has a negative impact on public finances and corporate balance sheets as well as household wealth. Resilience lies at the heart of how we will in future deal with the largely unquantifiable consequences of climate change. New sectors are emerging which offer innovative and adaptable solutions.



NeoGenomics USA, Switzerland, Singapore

NeoGenomics is a company which is involved in cancer diagnostics and pharmacy services, and which provides doctors, pharmaceuticals companies and other parties with innovative diagnostic, prognostic and predictive tests. Due to its wide range of test methods and laboratory systems NeoGenomics is able to find the relevant biomarkers which are necessary for the treatment of blood cancer or tumours. The super-fast development cycle of the NeoGenomics tests makes the company highly responsive to changes in guidelines, and in providing new treatment options.



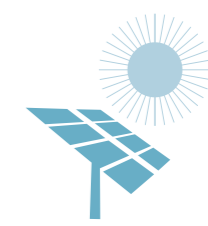
Splunk USA

Splunk is the software company with a difference. It enables companies to radically transform themselves and to adapt to altered circumstances. Its services include cloud services, security programs, big data, and business analysis. The company was founded in San Francisco in 2003. Splunk's services focussing on technology and innovation have an indirect influence on numerous different sectors. Its customers include companies such as the German magazine *Der Spiegel* and *Vodafone*.



SolarEdge Israel, USA, Germany, Japan

SolarEdge is a provider of systems for the generation, optimisation and monitoring of photovoltaic energy systems. The company has its headquarters in Israel and it has offices in the USA, Germany and Japan. SolarEdge is a key player in the energy revolution. Its products are used throughout the world and are used to optimize solar power plants.



Germany

Switzerland

Israel

Singapore

Japan



USA

Where does the future of work lie?

THE TRANSITION TO NEW WORK



The workflow of the future. Technology is becoming a driver of the new forms of work.

Globalisation, automation and artificial intelligence are changing established work processes, fostering new skills, and turning established forms of business organisation on their head. What does it look like, the workflow of the future, and how can we use this transformation in order to actually endow work with lasting value?

In the 1980s the US social philosopher, Frithjof Bergmann, carried out work in relation to the term “New Work”. He pronounced himself an enthusiastic proponent of the opportunities that were provided by new technologies, and he prophesied flexible models of working. Forty years on his theories are more current than ever. The windows to new ways of doing things are opening, and the technology-driven society is actively creating a self-determined future.

Skill-shift – or how technology alters our work.

Technology is becoming a driver of the new forms of work. The study “Skill shift – Automation and the future of the workforce” by the McKinsey Global Institute (MGI) reports that by 2030 the proportion of work that will require technical knowledge

will increase by up to 55 percent. Manual activities on the other hand will decline by 14 percent. Anyone who is currently tempted to depict robots as a threat should bear in mind that according to the study social and emotional skills will become increasingly important. Moreover, the proportion of working time in which these abilities will be required will increase by roughly 24 percent by 2030. “Increasing demand for mathematics as well as computing and data analysis will be accompanied by increased demand for human qualities such as creativity, critical thinking, persuasion and negotiation”, as Bernadette Wightman, a Managing Director at BT Group, points out.

WORKERS OF THE WORLD UNITE – IN THE DIGITAL SPHERE

Technology changes our skills, but also how we actually work. And work is already moving out of the office because thanks to innovative communications tools and interactive technologies, such as Google’s and Microsoft’s tool suites, or Slack, Zoom and Skype, conventional work structures are breaking down. For instance, Smartsheet provides collaborative work management. The digital project management tools are already being used by 84’000 companies



GLOBALANCE FOOTPRINT

PETER ZOLLINGER
Head of Impact Research

If it seems like a bargain, it's too cheap.

Recently at one of Globalance’s “Market Place” lunches: younger members of the team were raving about the courier services which deliver entire menus from their favourite restaurant. Quick, convenient and cheap. Then somebody asked: “Do you know how poorly paid the drivers are?” We realise that we haven’t paid enough attention to this issue.

The practices used by some platform technology firms in their dealings with their “partners” are a form of modern slavery. Which is happening right in front of our eyes. Tests in Zurich have shown the following: insurance – the driver’s concern; the promised working conditions – wishful thinking; the pay rates – rock-bottom. The gig economy’s stakeholders must provide proof that they can incorporate hard-won advances like fairness and responsibility towards employees into the new forms of working. These stakeholders also include the investors.

in 190 countries to optimize their workflow at all levels. This means that teams in different locations can collaborate through virtual working across regional, national and cultural boundaries. As in the case of Automatic Inc. – the company behind the weblog software that is provided by WordPress. The US company operates exclusively through remote teams in 75 countries, and it hasn’t had a physical office premises for about four years now. However, the company is valued at over three billion USD (as at September 2019).



Work has got a new base: on the beach or a park bench or in the living room

The people who are driving the new work movement forwards and benefitting from it are so-called remote workers. Remote working is comparable to having a home office, but it takes place wherever there is access to electricity and the internet.

It is precisely the autonomous generation Y – who unlike the baby boomers do not subordinate their leisure time and family to their work – who prefer to work in a way which is not tied to a specific time or place. And it also pays for employers to have employees who work remotely. For instance, the Stanford professor, Nicholas Bloom, found in a study that remote workers are 13 percent more productive.

THE GIG ECONOMY’S DECLARATION OF INDEPENDENCE

No fixed employer, no fixed income, no fixed working hours. But on the other hand maximum freedom to look for jobs which appeal to you or suit your skillset. The gig economy and its freelancers are motivated, rarely bored, and they are well connected on LinkedIn, Instagram & co., and they pro-

vide their services on platforms such as Upwork, Uber or Etsy. The entrepreneur and gig economy expert, Brett Helling, estimates that by 2027 over a half of people in the USA will be working as freelancers – across all segments.

But being paid as a gig worker also means not getting a fixed income.

In the emerging economies like China and India 39 and 45 percent of people respectively say that they have primary or secondary sources of income in the gig economy. It all sounds like a real gamechanger – if you don’t think about the gaps in sickness insurance and pension provision etc. No matter how attractive the model may seem to be, it is still a double-edged sword because it’s rare for the workers to get sick pay if they are ill, or to receive paid holiday or social security benefits. This is because a gig worker doesn’t actually receive a set income. Employees have to win orders in order to earn a living and to be able to maintain their standard of living. This may also mean that the advantage of greater flexibility and freedom in the allocation of one’s time is actually of no practical use.

New Work for New Business

- **LiquidSpace** – is a workspace network for the short-term renting and sharing of office spaces.
- **Steady** – is a fintech company which provides tools for tracking income from a variety of sources as well as new banking and financial products for gig workers.
- **GreenLight** – assists employers with the administration of taxes, compliance with legal regulations, and payroll accounting for freelancers.
- **TaskRabbit** – is an online platform which advertises mini-jobs such as cleaning, moving/delivery work and handyman services.



GLOBALANCE FUTURE-MOVERS

DAVID HERTIG
Founding Partner & Head of Investments

New Work – the convergence of three megatrends

Digitisation, automation and the knowledge-based society are just three megatrends which are reshaping the work of the future. Thanks to new technologies they are changing conventional types of work, enabling leaps in productivity to be achieved, and giving birth to new types of career.

Futuremovers are companies which respond successfully to these changes and which develop solutions to the resulting challenges. They consequently provide above-average growth potential. We see exciting investment opportunities in the following areas:

- **New forms of working**
Gig economy platforms and the new pension, healthcare and security requirements of these freelancers
- **Decentralised teams**
Home office solutions and the provision of flexible office spaces
- **New Skills**
Training, retraining and access to knowledge for marginalised sections of the population
- **Increase in productivity**
Tools for virtual collaboration, big data and AI-supported working



Life science news

ARE TREES A MORE INTEL- LIGENT VERSION OF PEOPLE?

Trees have been living on our planet for about 390 million years. Recently mankind, which has lived on the earth for barely 200'000 years, has begun to take a closer look at these plants. Treebeard – the leader of the trees in the 'Lord of the Rings' series – would no doubt have been delighted at the growing interest that's being shown in them. But a mixture of science and romantic enlightenment sometimes creates a rather impenetrable form of woodland.

Woodland doesn't just provide timber, oxygen and relaxation, it's also a treasure trove of fairy tales and myths. So it's hardly surprising that Peter Wohlleben's bestseller "The Hidden Life of Trees" provokes just as much enthusiasm as it does discussion.

Trees have a neural network – in other words intelligence.

THE BEST WAY TO SEE WHAT'S GOING ON IS TO TAKE A PEEK BELOW THE SURFACE
Suzanne Simard, Professor of Forest Ecology in the Department of Forest and Conservation Sciences at the University of British Columbia, has been investigating this forest "underworld" for almost twenty years, and she reveals some exciting facts. She is firmly convinced that trees have a neural

network – i.e. intelligence. Indicators of this are, for instance, changes in behaviour following sensory perception, communication and the ability to learn. While the symbiotic relationships between mushrooms and roots (mycorrhizae) which provide each other with nutrients has been known for a long time, Simard found out that old trees recognise their own seedlings and "favour" them – or alternatively let them "starve" if they are growing in a sub-optimal location.

Communication between plants actually takes place at the level of chemical interactions.

INDIGENOUS PEOPLES ARE A STEP AHEAD OF THE SCIENTISTS

Simard notes that the "Salish" people – the original inhabitants of the north-west coast of America – have always believed in the ability of plants to communicate. For instance, they called trees "tree people" and strawberries "strawberry people". However communication between plants actually takes place at the level of chemical interactions. We still don't know whether any emotions are actually involved, but we have found the chemical messenger serotonin in leaves.



GLOBALANCE FOOTPRINT

Nature: "too big to fail"

The preservation of biodiversity and habitats has for a long time now been a topic which is not just part of the "green agenda". However, many companies are still cautious when it comes to the subject of biodiversity. Although the subject affects everyone of us.

The OECD estimates that between 1997 and 2011 up to 20 billion US dollars was lost – simply due to increasing soil erosion (due to the clearing of woodland etc.). Air pollution and pollution of watercourses, overfishing or the extermination of animals and plants are further examples.

These events also make biodiversity risks into a source of financial risks. So nature can be regarded as being "too big to fail", in other words just as systemically important as all the world's major banks and national airlines put together.

Globalance evaluates the effects of these systems on the world's land areas, animals and plants through the Globalance footprint. We are focusing on innovative business models which can help us to tackle these challenges.

The research is still very much in its infancy. Questions about communication and cooperation between trees should be cleared up by post-graduate students at the University of Halle and their colleagues at the Chinese Academy of Sciences. That is where 566 artificial woods of various types have been planted. It has yet to be seen whether they will be able to teach us anything. But one thing is fairly certain: investigating the natural world is good for mankind as a whole and will hopefully teach us to treat it with greater respect and in a more sustainable manner.

Holding a conference in times of crisis

IF YOU CAN'T COME TO THE EVENT, IT WILL COME TO YOU

There's probably hardly anyone who hasn't had to miss out on an event during this corona crisis year. Festivals, presentations, theatre trips or trade fairs have all fallen victim to the virus. But thanks to the resilience of people – working with machines – a way has been found of bringing people together while still maintaining social distancing.

EVENTS IN THE MIDDLE OF YOUR LIVING ROOM

Many people have already experienced it for themselves: a virtual theatre performance, a video conference with colleagues, or the video streaming of a joint meal. However, the virtual event is not just a trend resulting from the crisis – Cisco, an American company which provides digitisation systems, has assumed for some time now that by 2022 82 percent of all internet traffic will be in the form of videos. Achim Kübert from MCI, a company which organises conferences and trade fairs, goes a stage further and says: "The events of the future are digital!"

"The events of the future are digital!"

Achim Kübert of MCI, a company which organises conferences and trade fairs

Digital trade fairs

In 2019 "Artificial intelligence and digital technologies" was the subject of Xing's VExCon Virtual Expo and Conference. Over a period of four days 800 trade fair visitors strolled through digital exhibition halls, visited trade fair stands, listened to live presentations, and had discussions with each other via chat services. Suitable tools for virtual trade fairs include EXPO-IP, meetyoo conferencing, Voelkel ITK, and Events 66. And depending on the specific requirements and the provider, the organising of the event may take two months or last for several months.

Digital panels/networking

Particularly suitable for digital presentations and for panel discussions are tools

such as Run the World, Airmee, and Hopin. 1'100 events have already been held using Hopin – 800 of them in the last few weeks. Participants can follow events on digital stages and cast their vote when votes are held. Guests can undertake networking activities.

Digital workshops

Tools such as Mural, Miro or Klaxoon make it possible to undertake real collaborative work on a virtual basis: from the defining of problems to joint solutions on the digital whiteboard. From brainstorming via post-its to dot voting.

Digital meetings

Webconferencing tools such as GoTo-Meeting, Adobe Connect, Skype, Google Hangouts, Zoom etc. not only make it possible to hold virtual conferences or discussions, one can even record them.



Xing's VExCon Virtual Expo and Conference. Over a period of four days 800 trade fair visitors strolled through digital exhibition halls, visited trade fair stalls, listened to live presentations, and had discussions with each other via chat services. Image: eventfex.com

SUSTAINABLE & DIGITAL

Virtual conferences are a digital and sustainable alternative to physical conferences. They provide a great tool for helping firms, institutions and event organisers to achieve the 2030 sustainability goals, and are a great way for us to reduce our personal footprint.

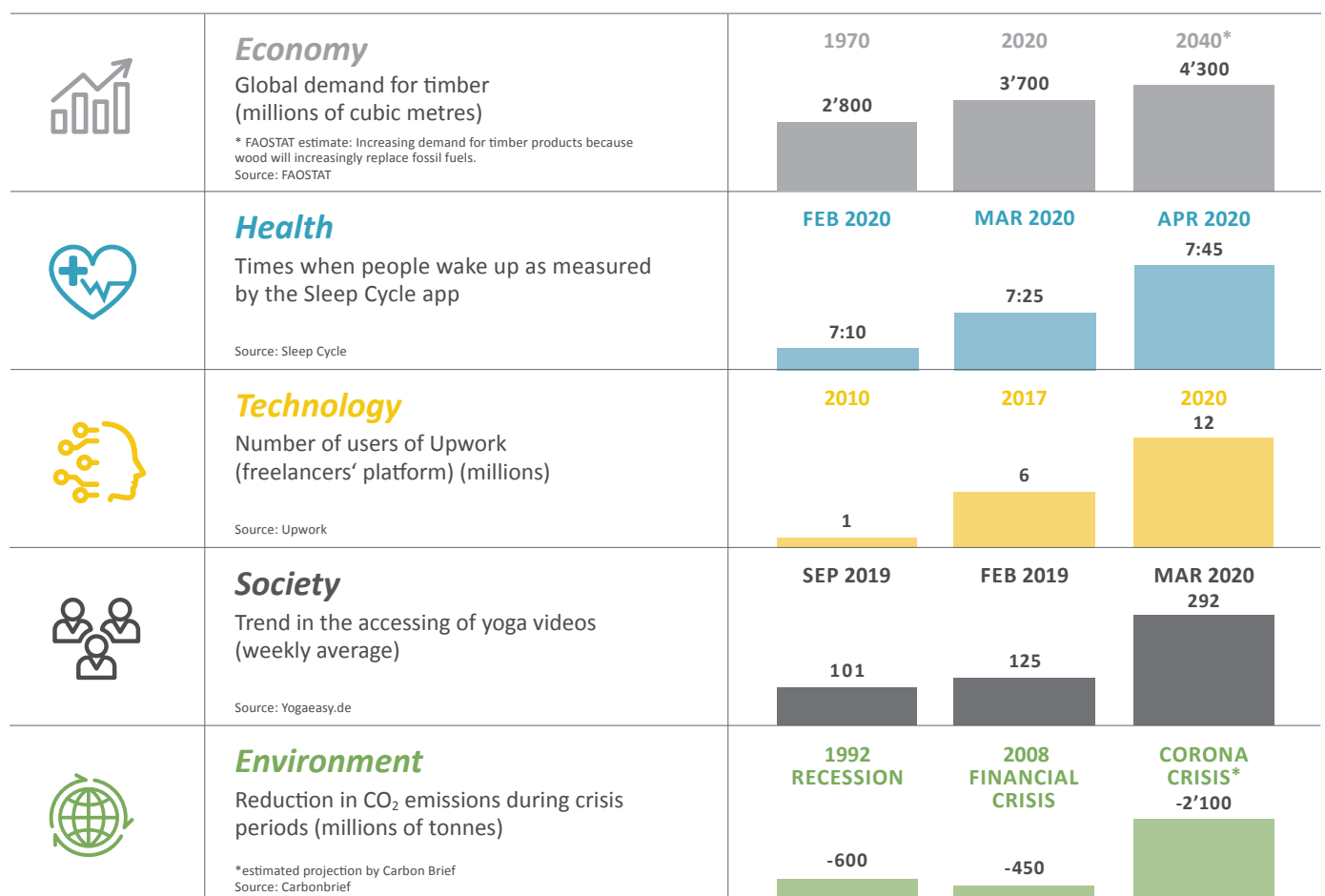
Nevertheless, one shouldn't overlook the fact that a massive increase in energy consumption is associated with digitisation. So digitisation per se is not a sustainable solution, but the disadvantages can be cancelled out or minimised through the use of digitisation tools.

Globalance Cockpit

60% INSTEAD OF 0%

The latest research shows that 60 percent of investment funds that claim not to invest in fossil fuels still have shareholdings in fossil fuel companies.

Source: Morningstar Inc.



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