

Cyberdemocracy, Equity &
Sustainable Development



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Introduction/What I've Heard

- Pleasure & Honor to be here - Singapore is a global leader in foresight & has gathered leading futurists

Insights/What I've heard

- Be client focused in scenarios vs. move the client vs. create the client
- Prediction vs creation
- Scenarios are sense making and sense giving
- Risk analysis is better done than opportunity analysis - foresight folks need to keep focused on opportunities

Introduction/what I heard

- Numbers - “get in the way” for scenarios
- Decisions are not events they are conversations
- MBTI - takes all types (but beware of allergic reactions)
- The illusion of control - “coconut uncertainties”
- Horizon scanning is too narrow; we need intergalactic space travel for dummies

My Topics

- Aspirational Futures
- Pro-Poor Foresight
- Cyberdemocracy
- Mind Change: Sustainability & Equity
- Health Equity Movement

IAF's Aspirational Futures

- Our approach at the Institute for Alternative Futures is “Aspirational Futures”
- Aspirational futures is - an approach that combines learning about the future and its uncertainty with vision and consciously creating preferred futures.
- Leads to enhanced focus on vision, visionary success and sensitivity to opportunities
- Scenarios should be constructed around: expectable, challenging and visionary archetypes
 - See “Aspirational Futures”
<http://www.jfs.tku.edu.tw/13-4/AE06.pdf>

Pro-Poor Foresight

- *Foresight for Smart Globalization:*

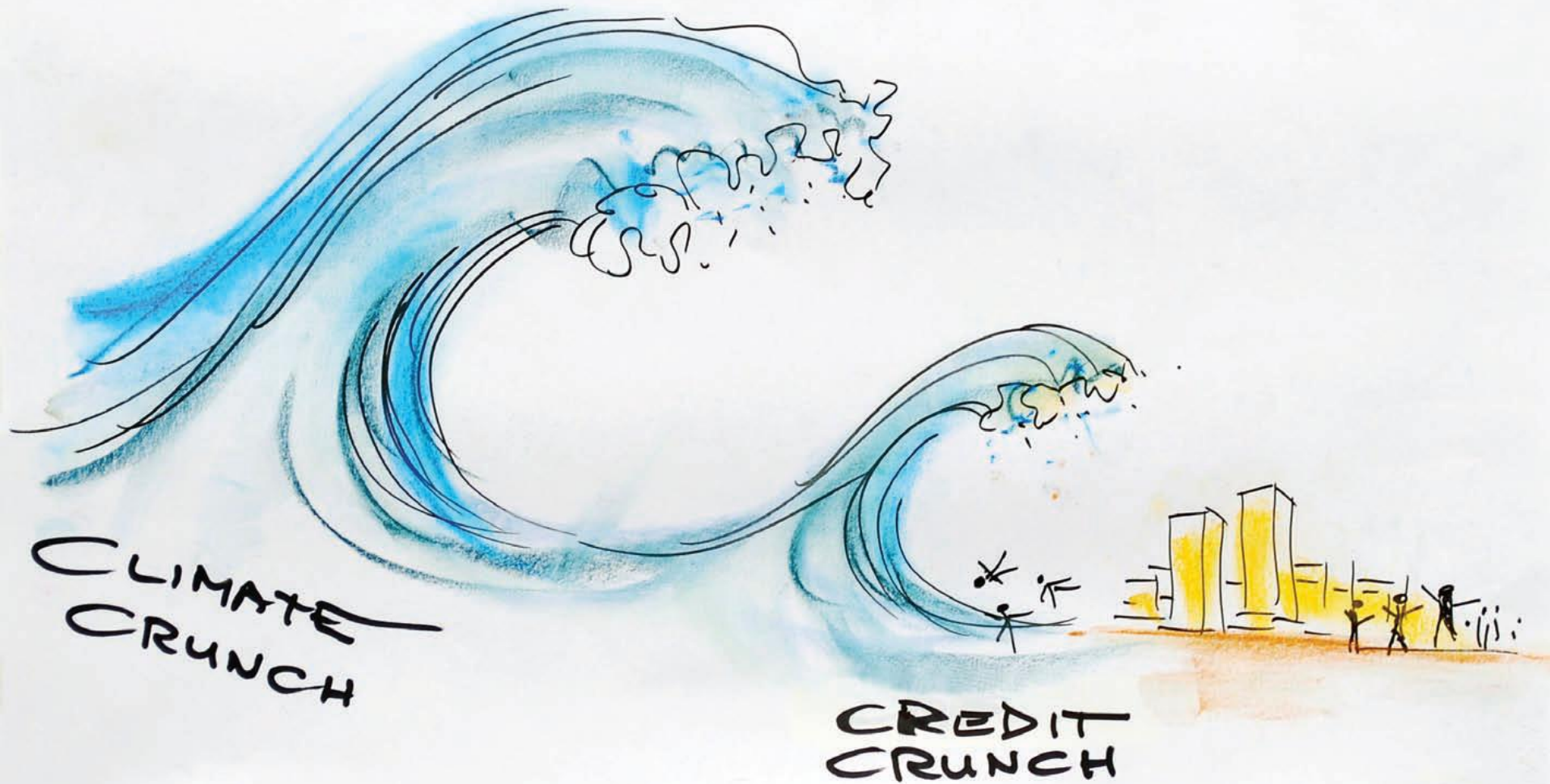
Accelerating & Enhancing Pro-Poor Development Opportunities

A Global Workshop

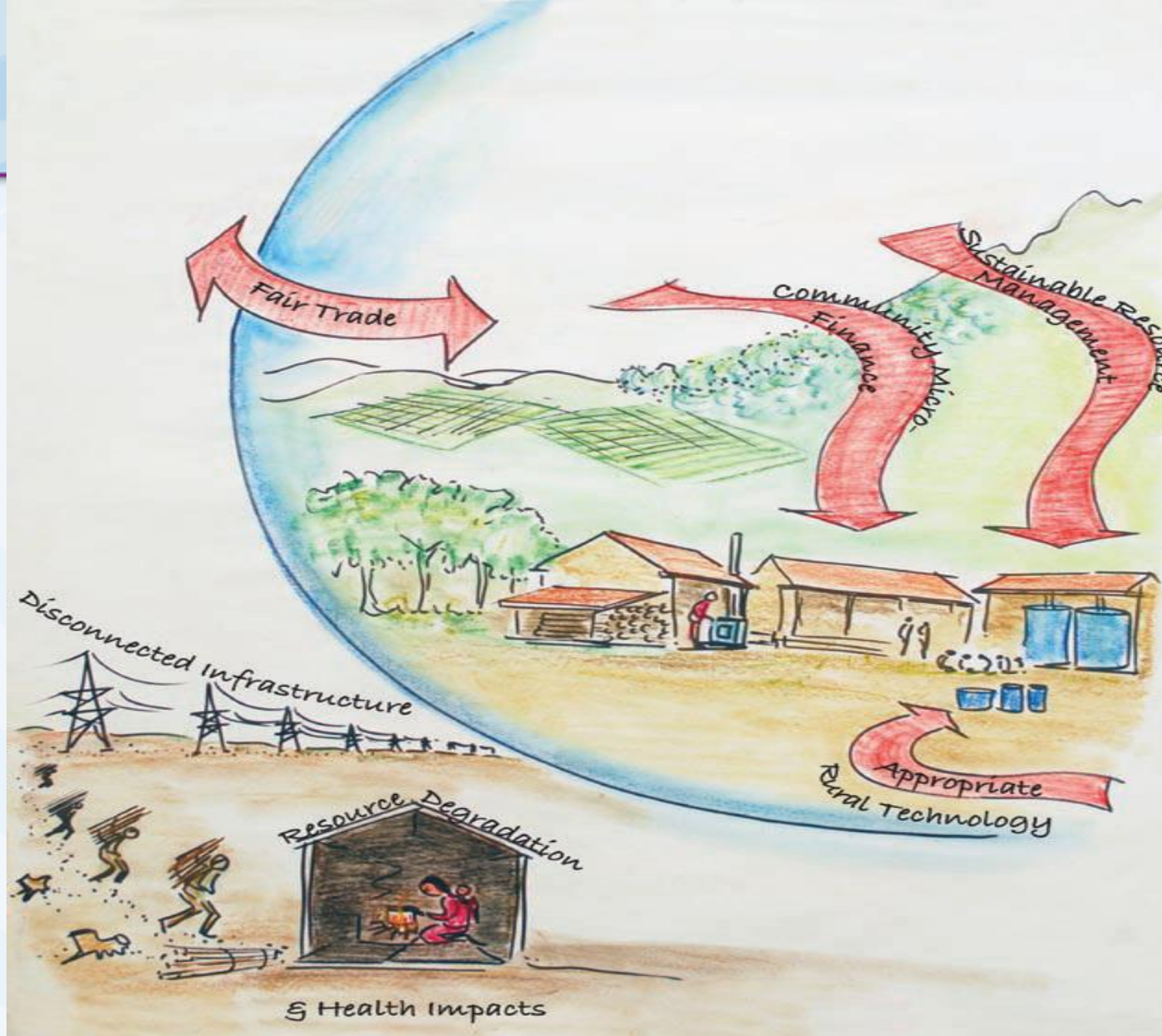
March 16-20, 2009 The Rockefeller Foundation Bellagio Center Bellagio, Italy

- Foresight for the many, not the few; for the rich and the poor; for a smarter world
- Pro-poor foresight is forward-looking analysis that focuses on poor and marginalized people by expanding their social opportunities & by enhancing resilience of society.
http://www.altfutures.com/pro_poor_foresight
- Pro-poor foresight considers health and equity in all policies.

Pro-Poor Foresight

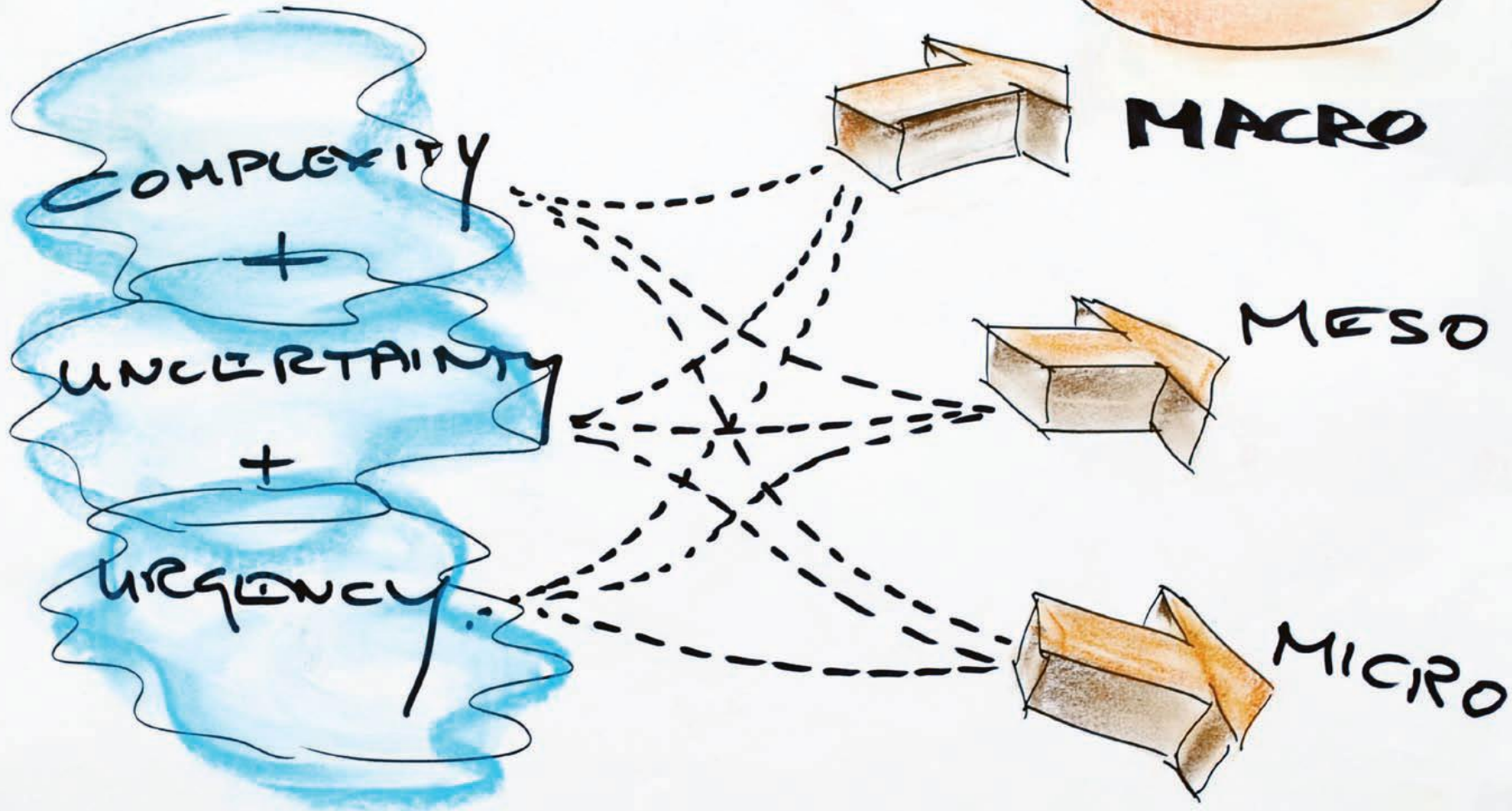


The wave you see is not the only wave you get!



How do we reduce energy poverty and meet energy needs of poor communities?

MULTI-SCALAR



Foresight must be multi-scalar and multi-level



In the face of insurmountable pressures there are emerging opportunities to undertake foresight activities for, with, and by poor communities.

Explore. Aspire. Create. Evolve.

Pro-poor Foresight

Foresight must include a pro-poor focus

- Cyberdemocracy
- Mind Change: Sustainability & Equity
- Health Equity Movement

Cyberdemocracy

The aspiration:

- wiser, more anticipatory democracy
 - Vision, setting goals, shaping policies and tradeoffs in policy
 - Better more sustainable & equitable products, services & business operations

Cyberdemocracy

- Cyberdemocracy applications are growing world wide
 - Some efforts are short lived and marginal
 - Others are making a difference in who or what is considered
 - The tools will get better
 - The communities will get better
 - Though there are risks

A “Mind Change” - Equity & Sustainability



- A “mind change” is happening
 - Mind Changes take time - e.g. abolishing slavery, women’s rights, the environment
 - And there are pauses & reversals
- Some Indicators of the shift
 - Major societal goals, commitments - e.g. MDGs.
 - Business operations - UN Global Compact and ISO standards
 - Health equity movement - globally & US

Millennium Development Goals:



1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV / AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

Business Operations - The UN Global Compact

- The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.
- By doing so, business, as a primary agent driving globalization, can help ensure that markets, commerce, technology and finance advance in ways that benefit economies and societies everywhere.
- In 2009 there were 5200 businesses participating plus 1500 other organizations.

International Standards

- International Standards for Quality = broadening standards of goodness
 - ISO 9000 - Production Quality & Worker Protection
 - ISO 14000 - Environment
 - ISO 26000 - Social Responsibility

Draft ISO 26000 SR Guideline

- An organization's overall performance and ability to operate effectively depends on the health of the world's ecosystem.
 - Organizations must be run in ways that support the achievement of the MDG's

Health Equity



Health equity means eliminating
Differences in the health of populations that are

Avoidable

And

Unfair

“unfair” is a moving target
but it does not mean equal, or the same

The Health Equity Movement

- The next “Civil Rights Movement”
- Major Statements of Ideals & Values
 - 1990’s WHO Health For All Revision
 - 1990’s the U.S. Healthy People 2010 Objectives for the Nation - “Eliminate Health Disparities”
- Commissions & Reports - The WHO Commission on the Social Determinants of Health; Foundations

WHO Health For All Vision 1997

- Health for all value system
- Championing the importance of health as a human right, based on principles of social justice that maintain:
 - Everyone is of equal worth
 - Everyone is entitled to respect and personal autonomy
 - Everyone is entitled to be able to meet his or her basic needs
 - Promoting ethics, equity, solidarity and sustainability as well as a gender perspective in all health policies
 - http://whqlibdoc.who.int/hq/1997/WHO_PPE_PAC_97.3.pdf pp. i, ii

In the U.S.: The State of the Health Equity Movement - November 2009, The DRA Project



- The health equity movement seeks to prevent or remedy the glaring socio-economic and racial disparities that exist in the United States. Most of these disparities are systematic, yet avoidable and unfair.
 - *The State of the Health Equity Movement*
(http://www.altfutures.com/draproject/pdfs/Report_09_03_State_of_the_Health_Equity_Movement_Memo.pdf)
 - *Health Equity Policies: A Review of the Recommendations*
(http://www.altfutures.com/draproject/pdfs/Report_09_01_Health_Equity_Policies_A_Review_of_the_Recommendations.pdf)

2009: Health Equity Movement in US - Five Themes



1. Increasing awareness of health inequities and the social determinants of health
2. Advocacy and leadership for health equity and social justice
3. Emphasizing community empowerment and involvement
4. Increasing collaborative partnerships across all sectors
5. Need for coordination and utilization of research and outcome evaluations for more effective results

Categories for Health Equity Recommendations



Major categories across the 28 Reports:

- Early childhood investment
- Education
- Environment, housing, and transportation
- Healthy eating and behaviors
- Employment
- Law enforcement/criminal justice
- Health care

Conclusion

- Fairness is important and its meaning is changing
- We are becoming more offended by avoidable health disparities
- Equity, particularly health equity, is the next civil rights movement
- Challenges (climate, energy, water, etc.) will impact the poor and there will be pauses & reversals in this movement but the movement will continue
 - The slaves were freed, women got the vote and many rights, and the environment is more recognized. None of these are finished.

Conclusion, continued

- Sustainability and equity are getting more attention from the public and in decisions - both in government and in the market place.
- Cyberdemocracy will give individuals and communities, including the marginalized greater voice; it will make policy making more transparent, giving us as citizens and consumers the ability to share the challenges of decision making.
- Foresight work is not value neutral. Foresight must be more consciously pro-poor in its analysis. Foresight must include opportunities & explore “visionary space”.

Thank You

- Institute for Alternative Futures -
 - www.altfutures.com
- The DRA Project -
 - www.altfutures.com/draproject