The great context

By Ivar Moltke, Danish Technological Institute, October 2010

More bubbles to burst adding up to the the perfect storm 2030

Oil production is down 40%

Global warming is up 1 degree

World population is up 30%

Senior citizens and pensions are up 60%

A growing number of raw materials are declining

And

Computers are more intelligent than humans

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Are you ready to make these crisis

Your greatest opportunity

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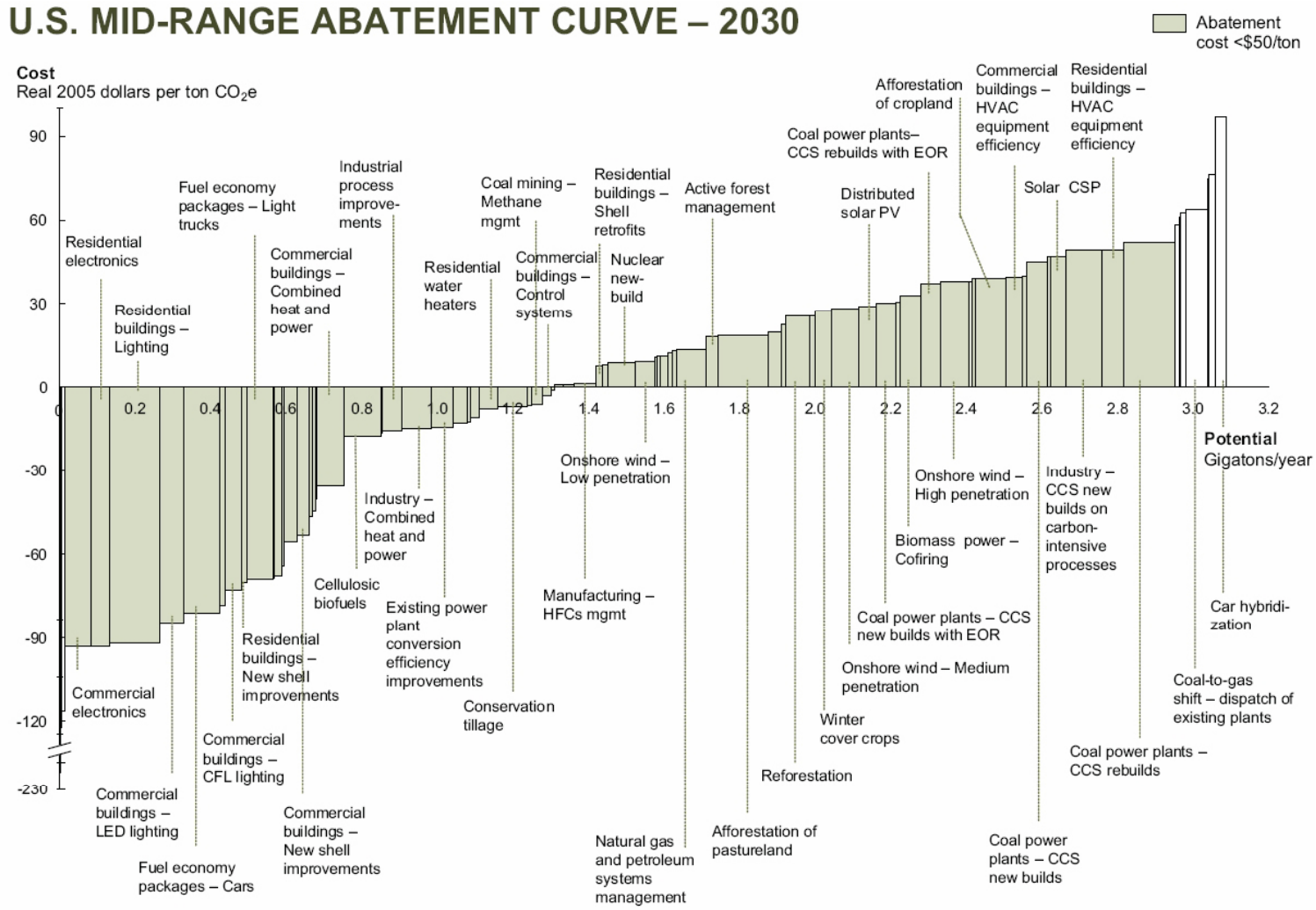
Mindset

vs.

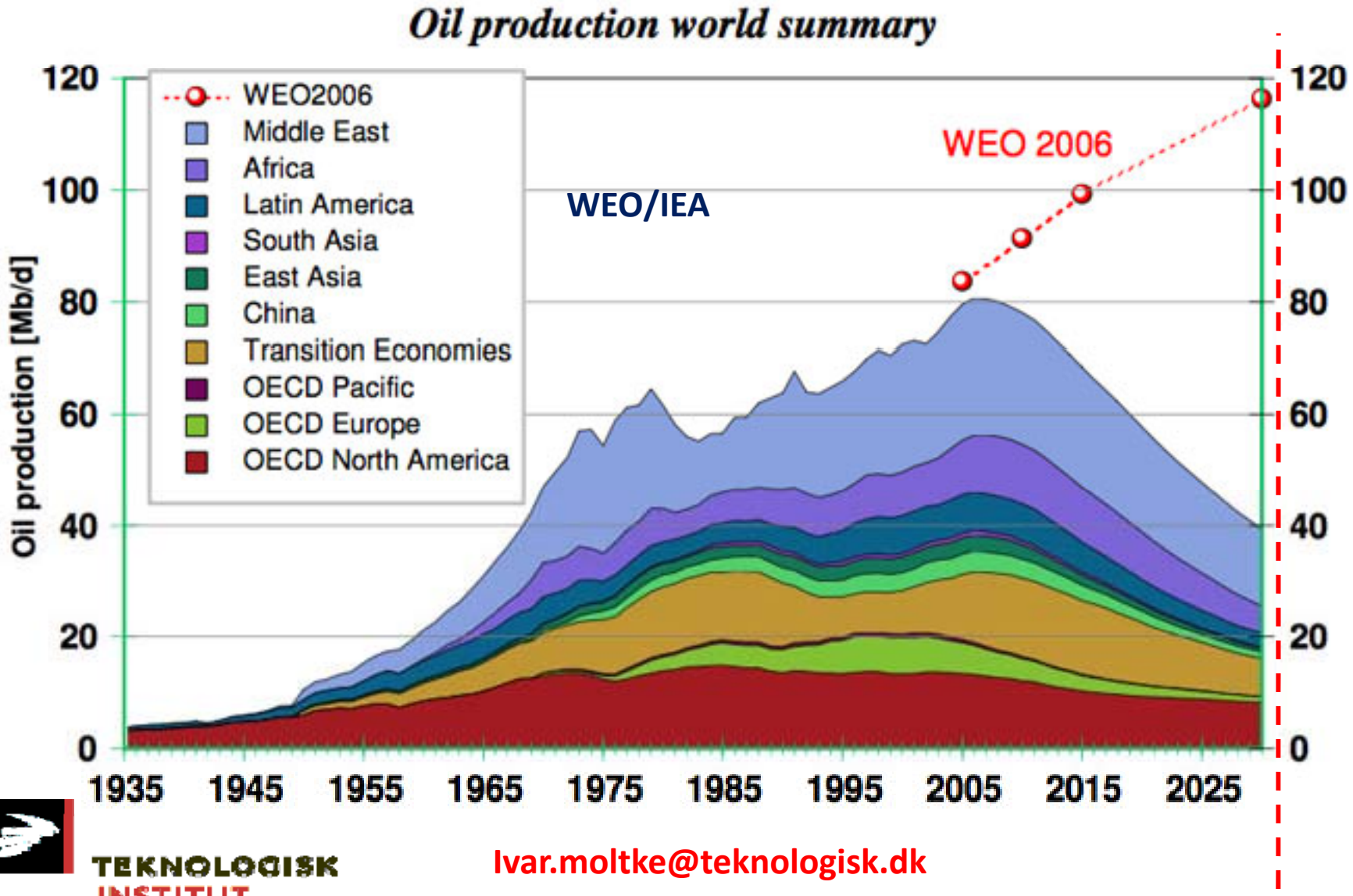
Consume	Use and recycle
Product focus	User focus
Growth	Development

Saving energy is less expensive



Source: McKinsey analysis

Oil shortage



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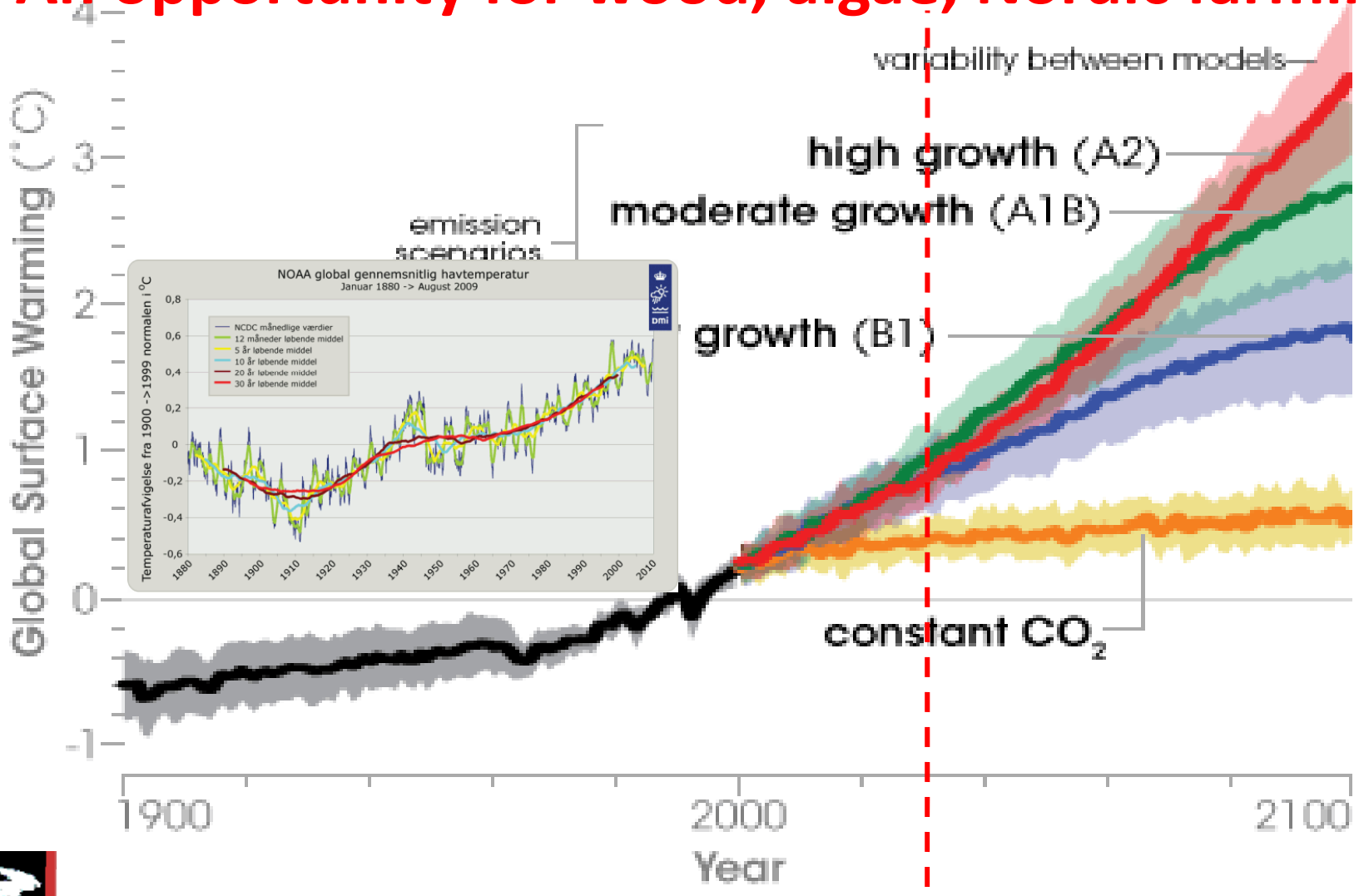
an opportunity for savings, electric cars and renewables

Global Warming

An opportunity for wood, algae, Nordic farming



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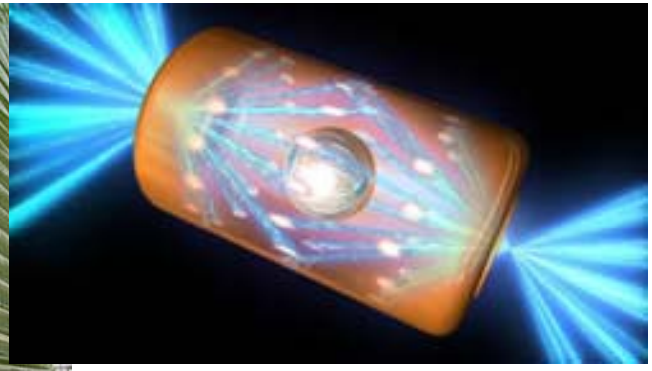
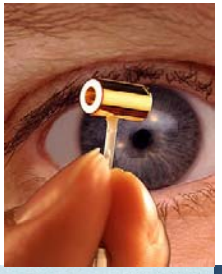
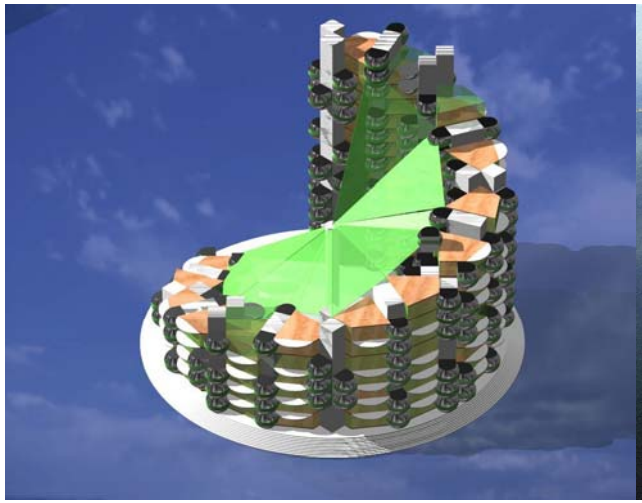
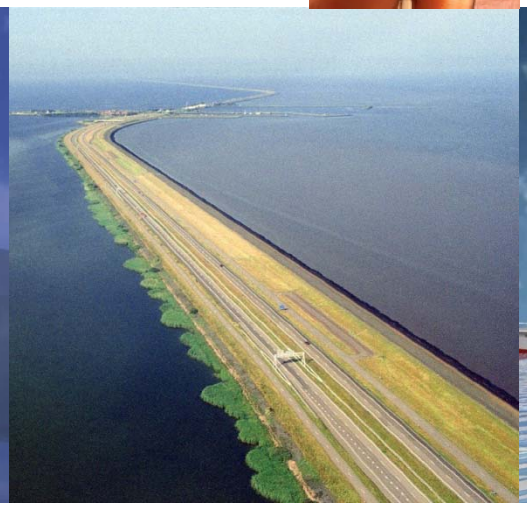
An opportunity, algae, Nordic farming, floating buildings

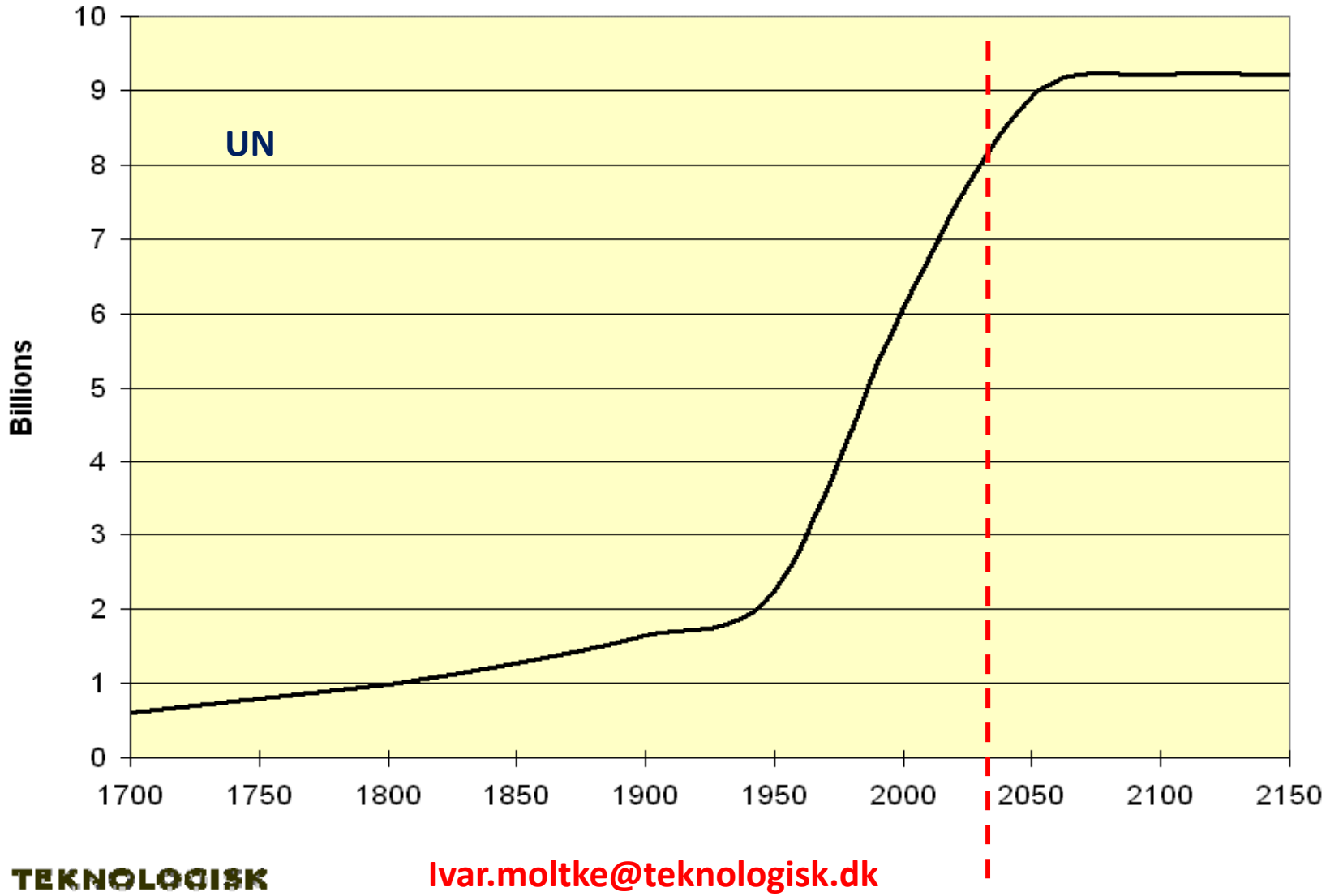








World population



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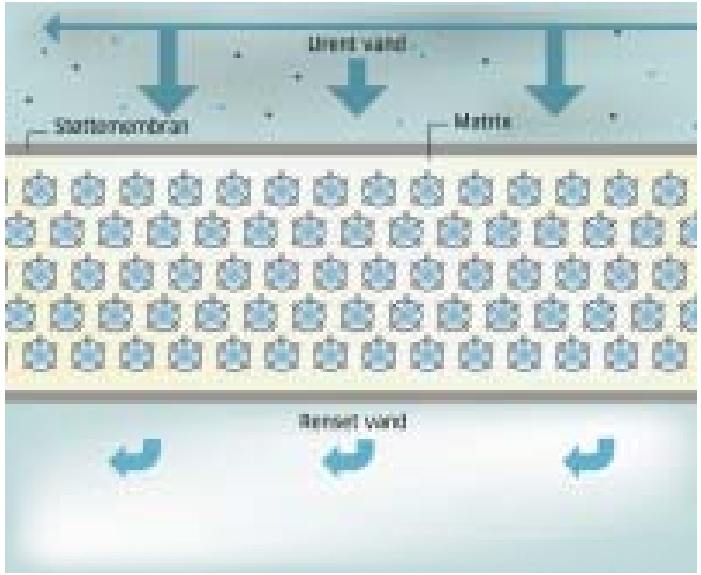
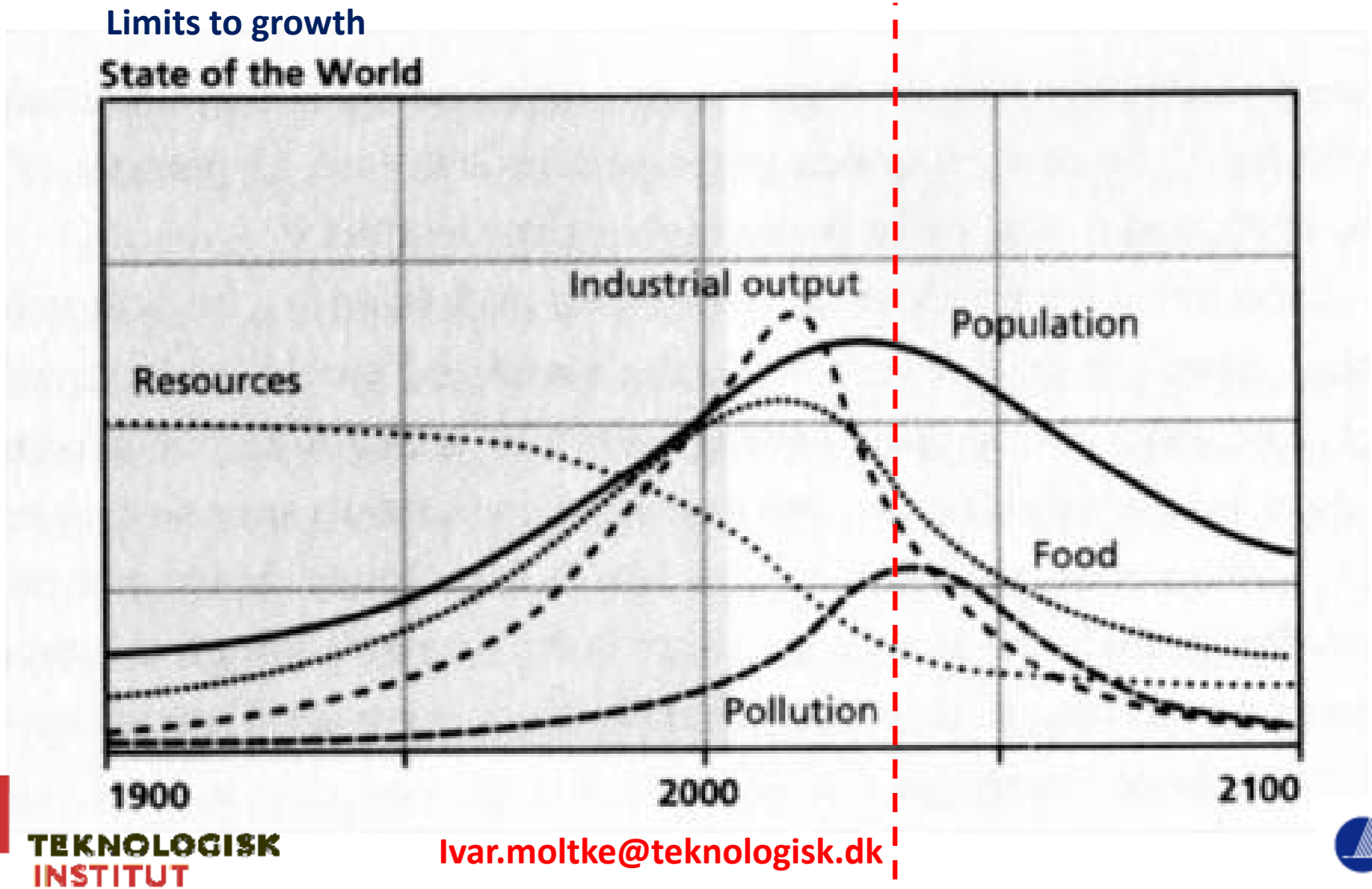


An opportunity for food, water, health care, education

Limits to growth



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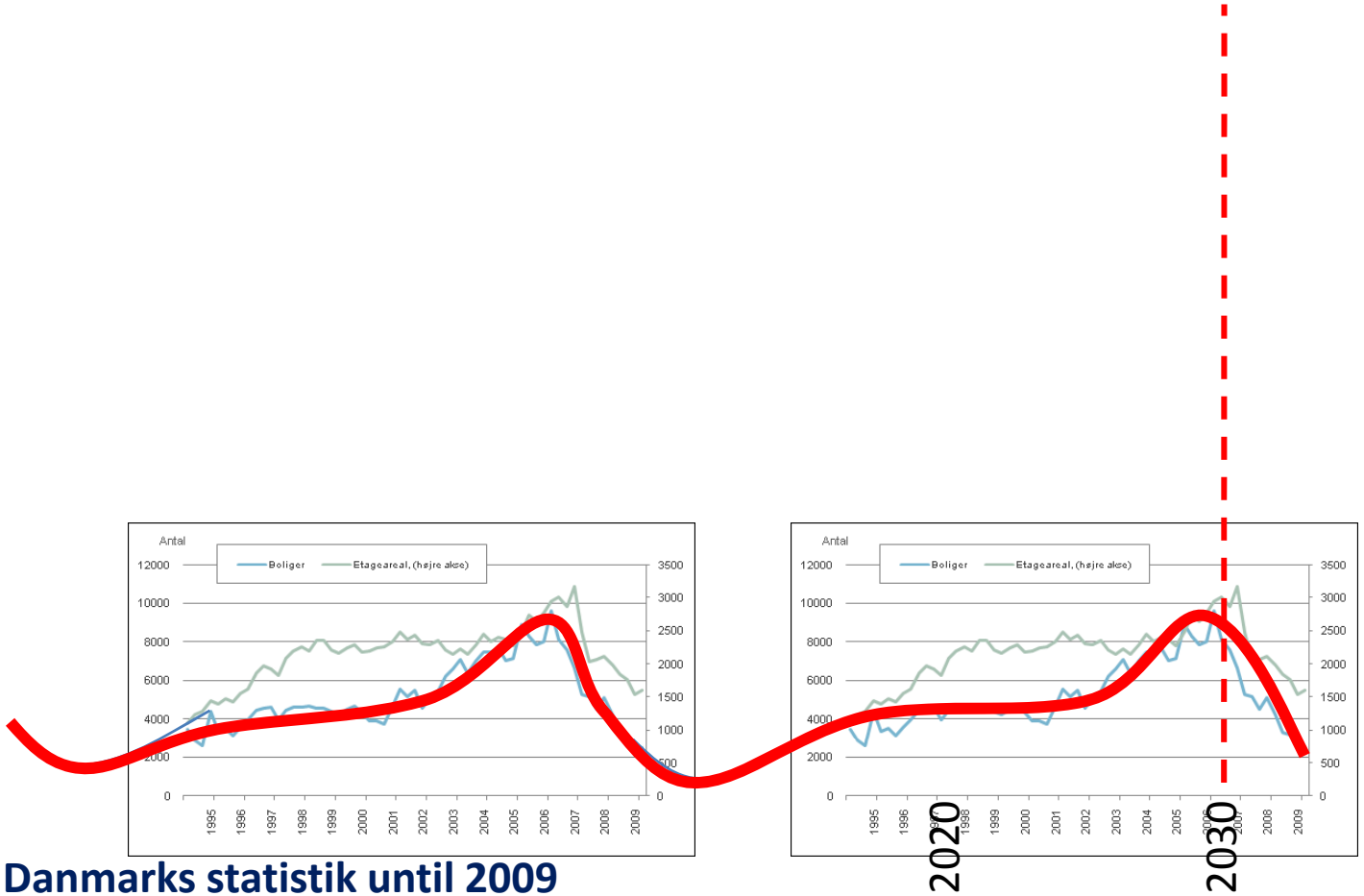
An opportunity for substitutions, swarm intelligence and 3D printers

Few new houses in OECD



Danmarks statistik until 2009

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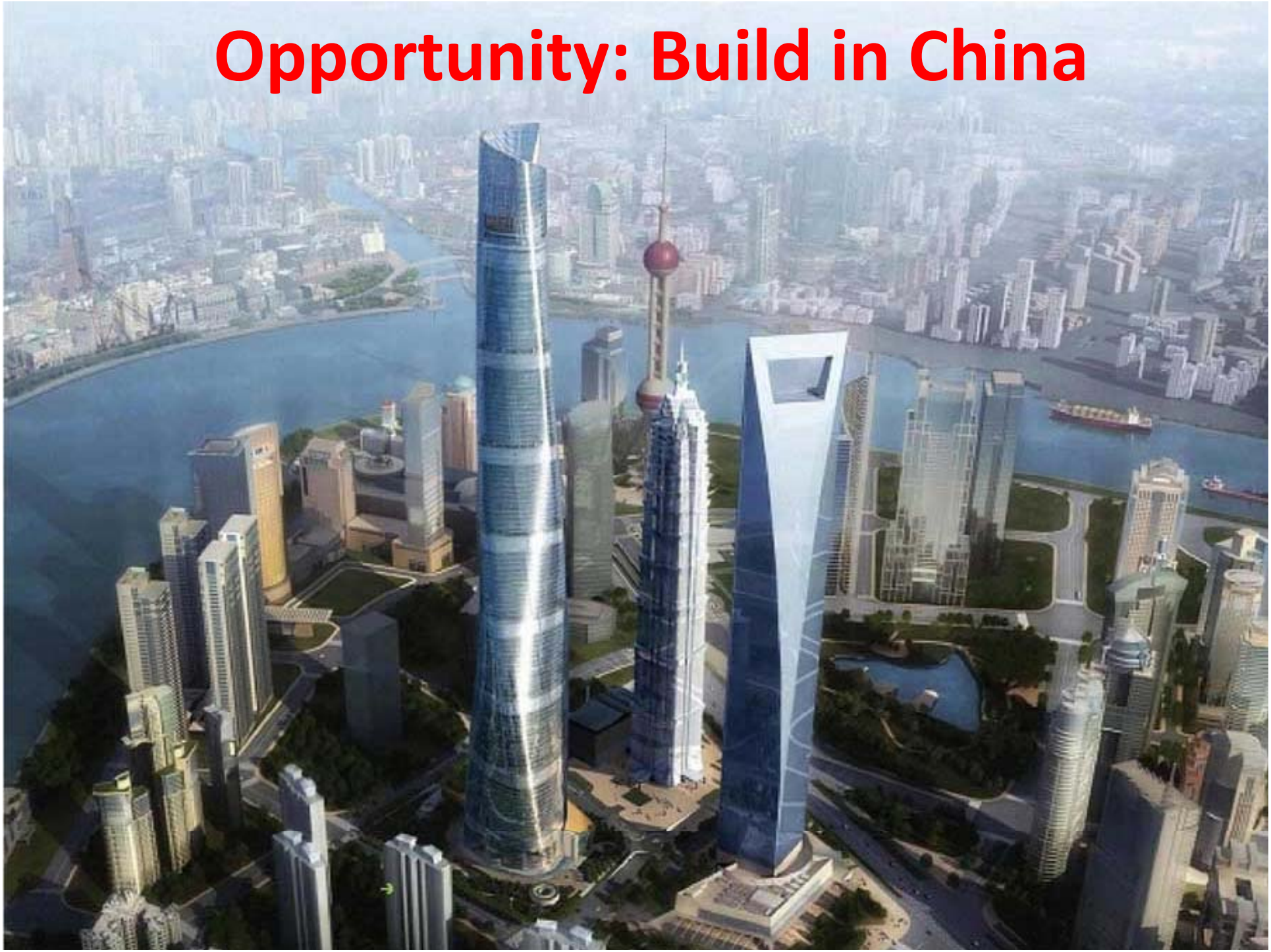
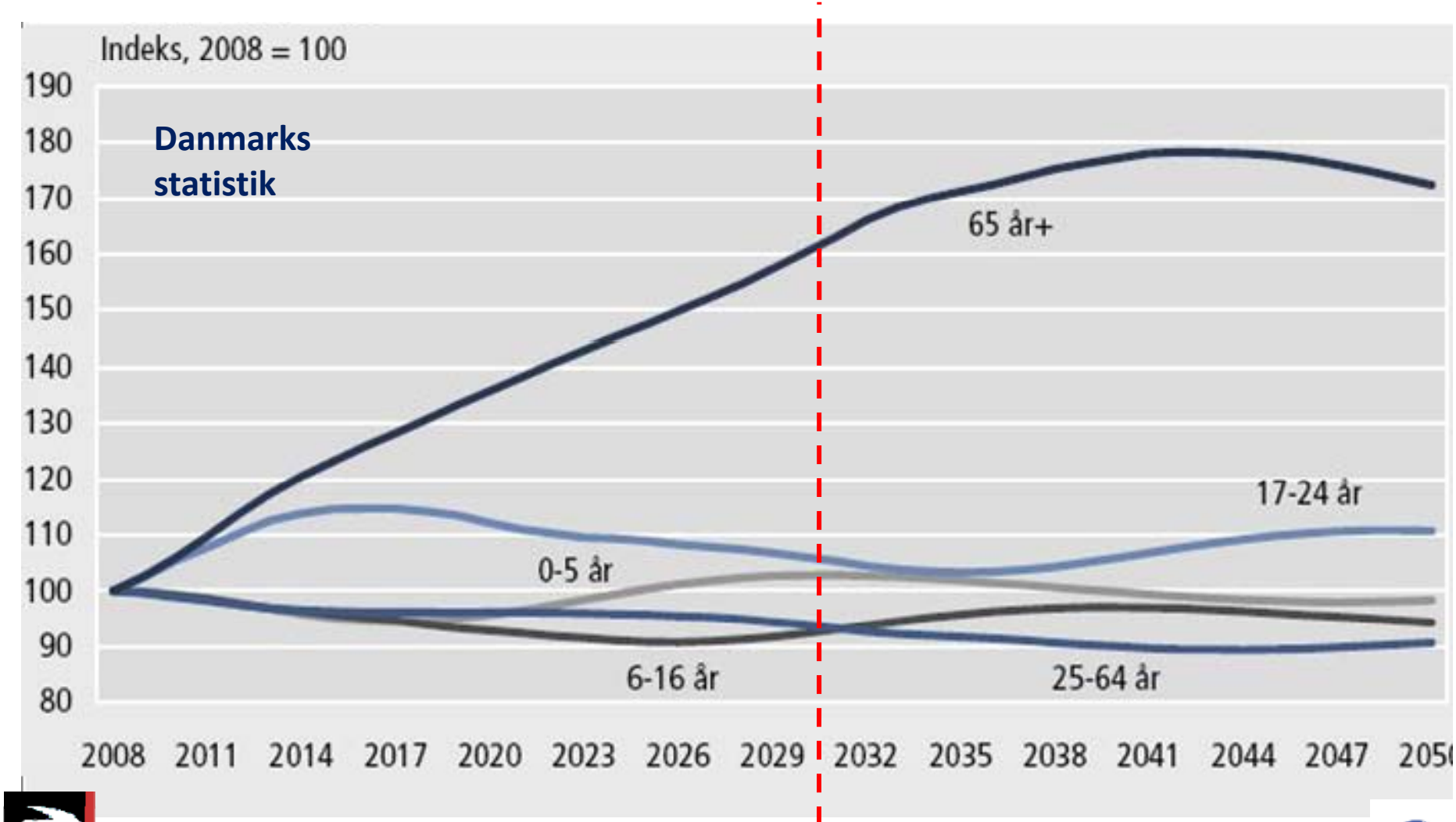
Opportunity: Build in China



Aging society



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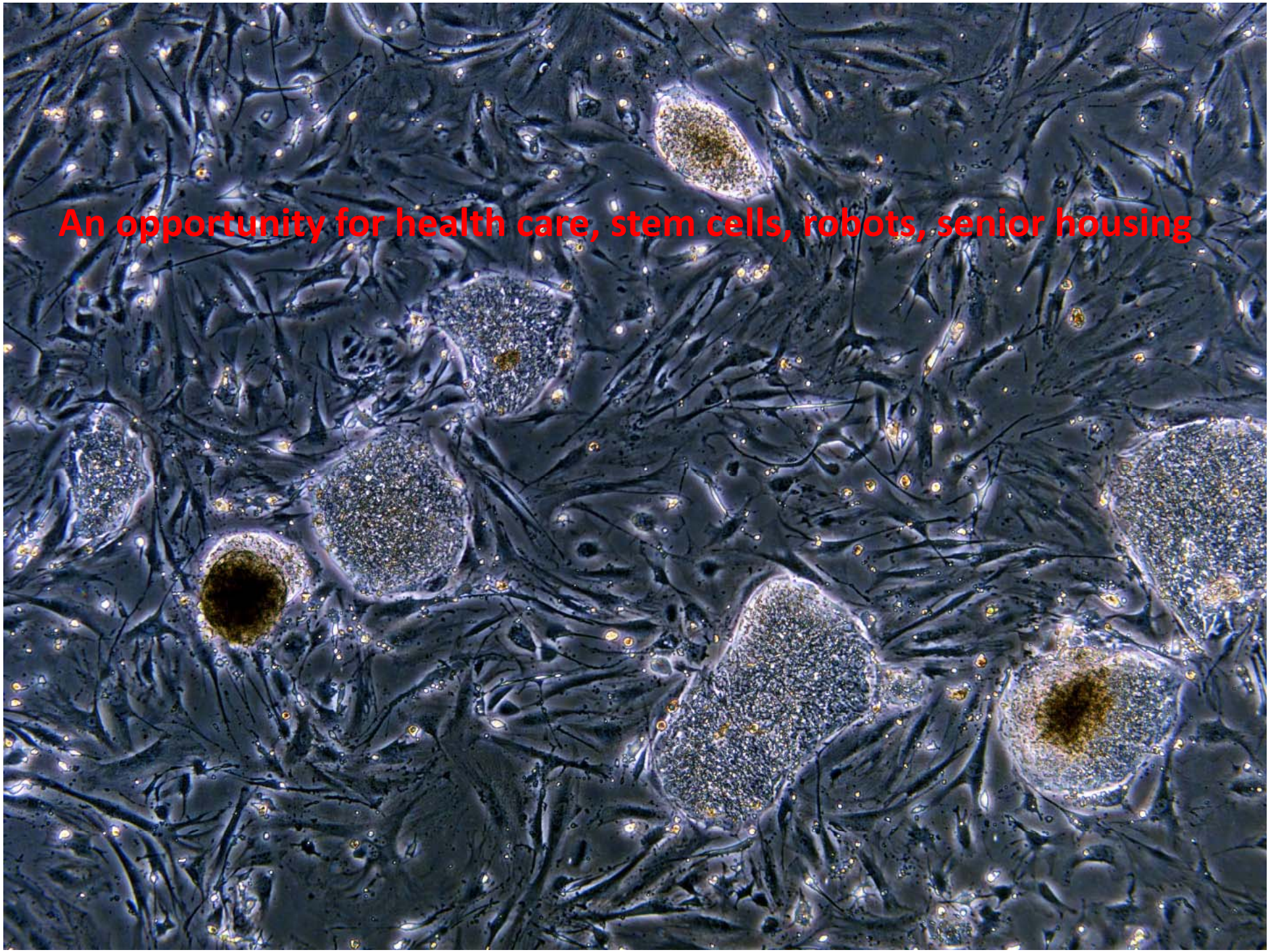
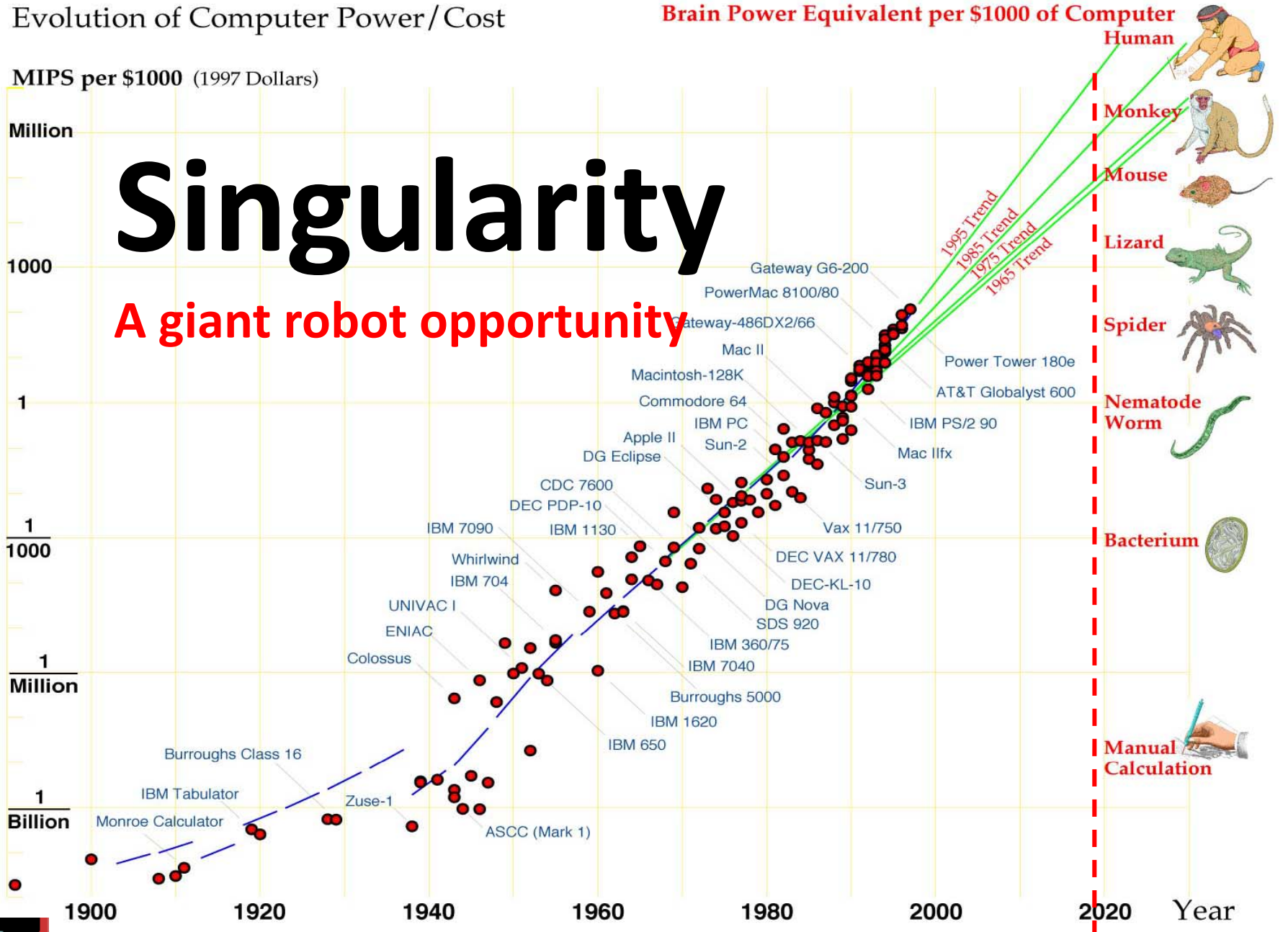

An opportunity for health care, stem cells, robots, senior housing

Singularity

A giant robot opportunity



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