

Mutualisme, més que mai.
NATURALMENT.

ECONOMIA DE LA FELICITAT

L'empresa que ve en l'era de la
Intel·ligència artificial

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Consultor internacional ONU, CE i empreses

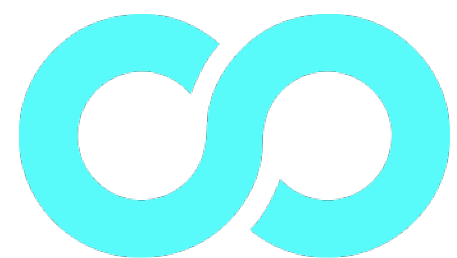
jmcoll.com

JMCOLL

Context



Quins **reptes** tenim
al segle XXI?



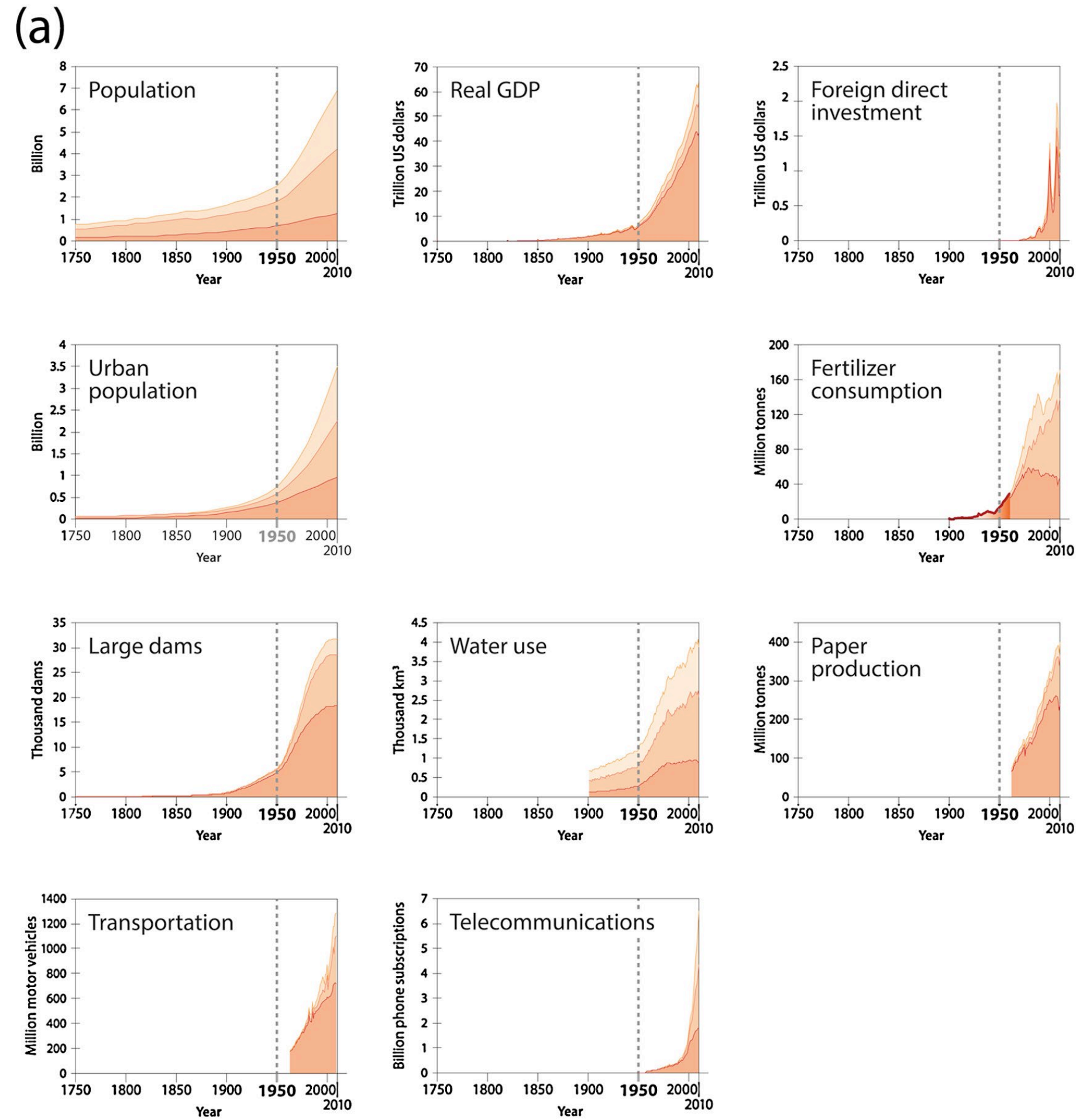


ANTROPOCÈ

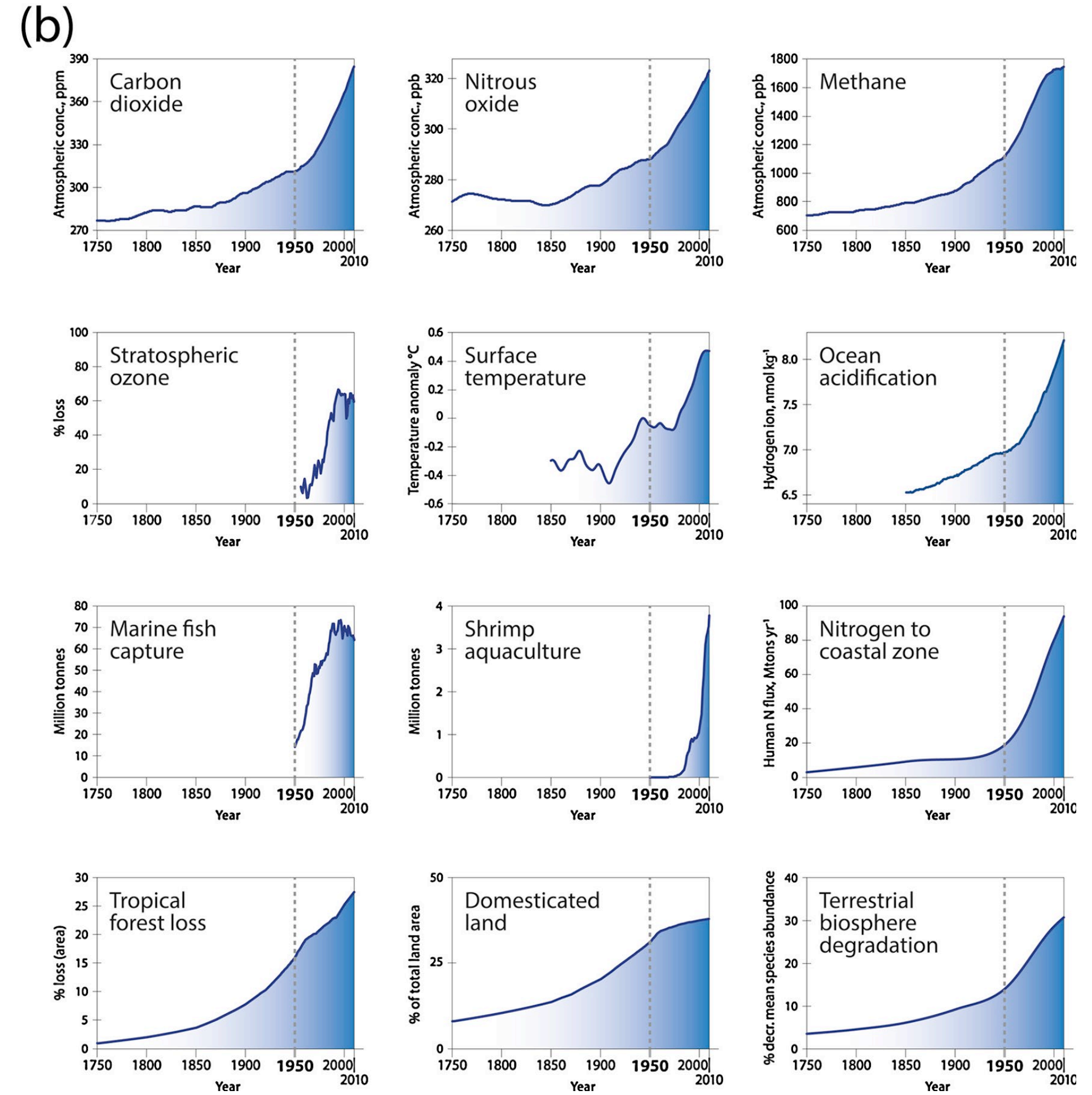


Socio-economic trends

OECD BRICS Others



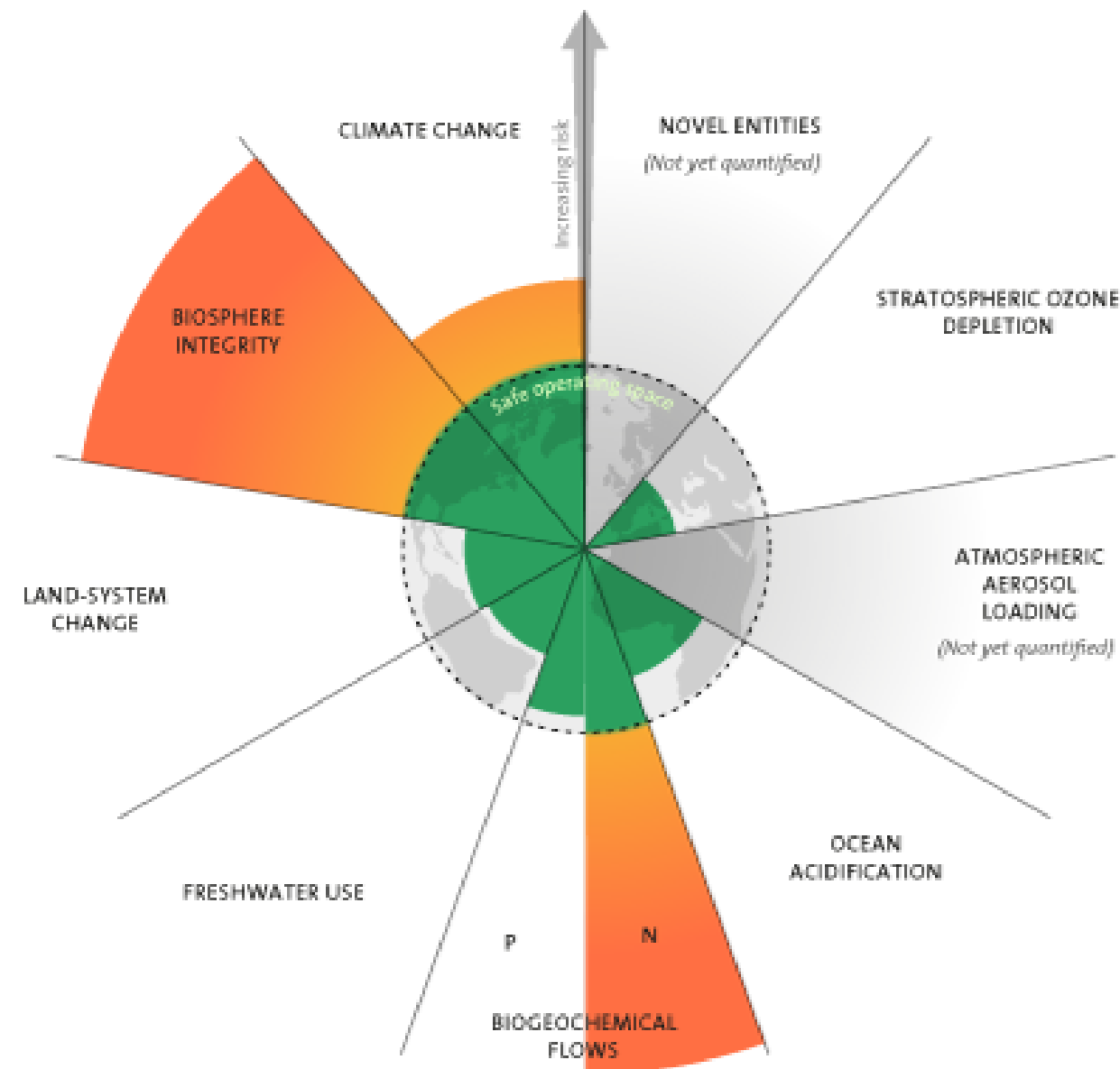
Earth system trends



Source: Steffen et al., 2015a, Steffen et al., 2015b. (Journal of Environmental Change)

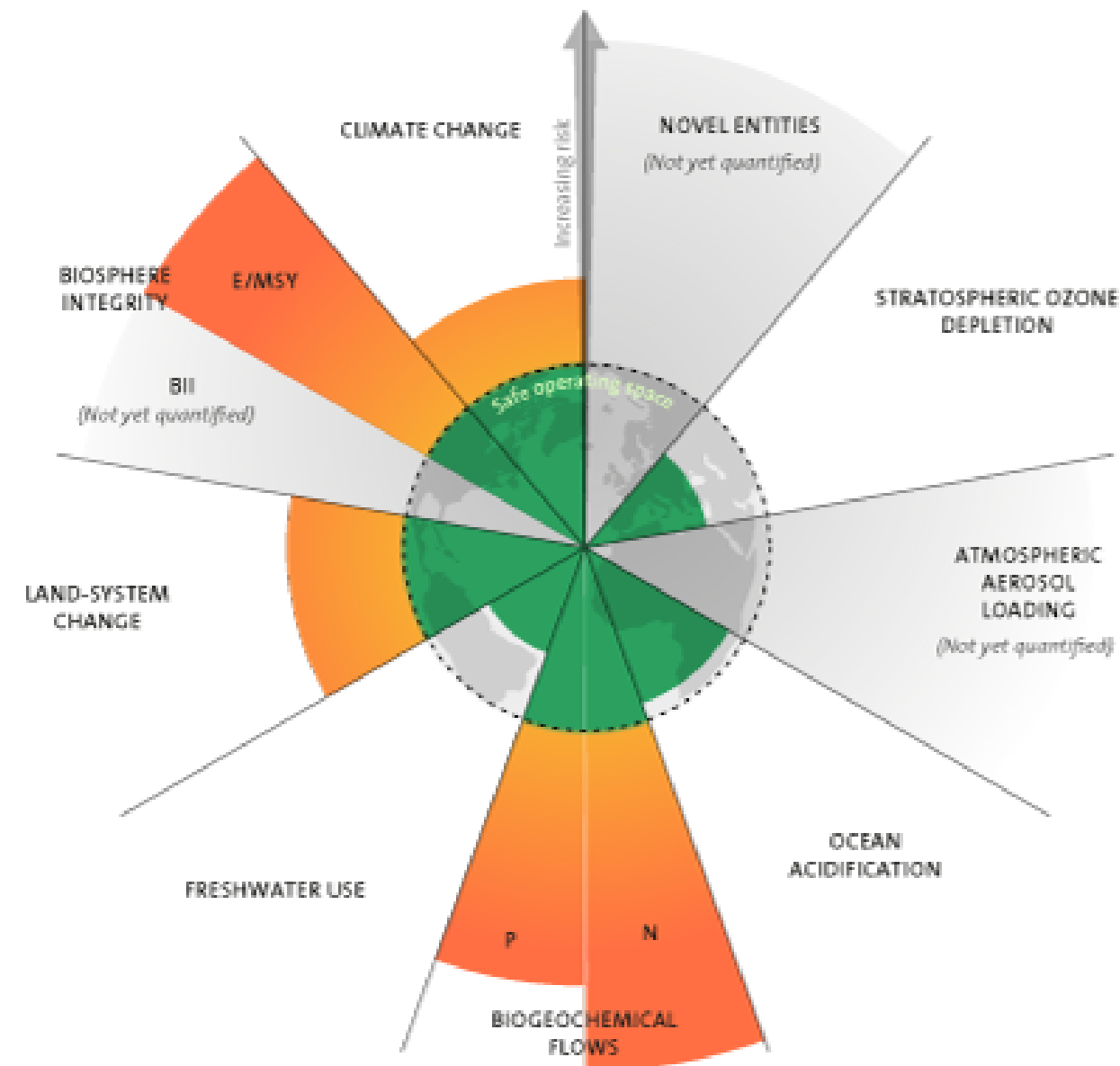
Límits planetaris

2009



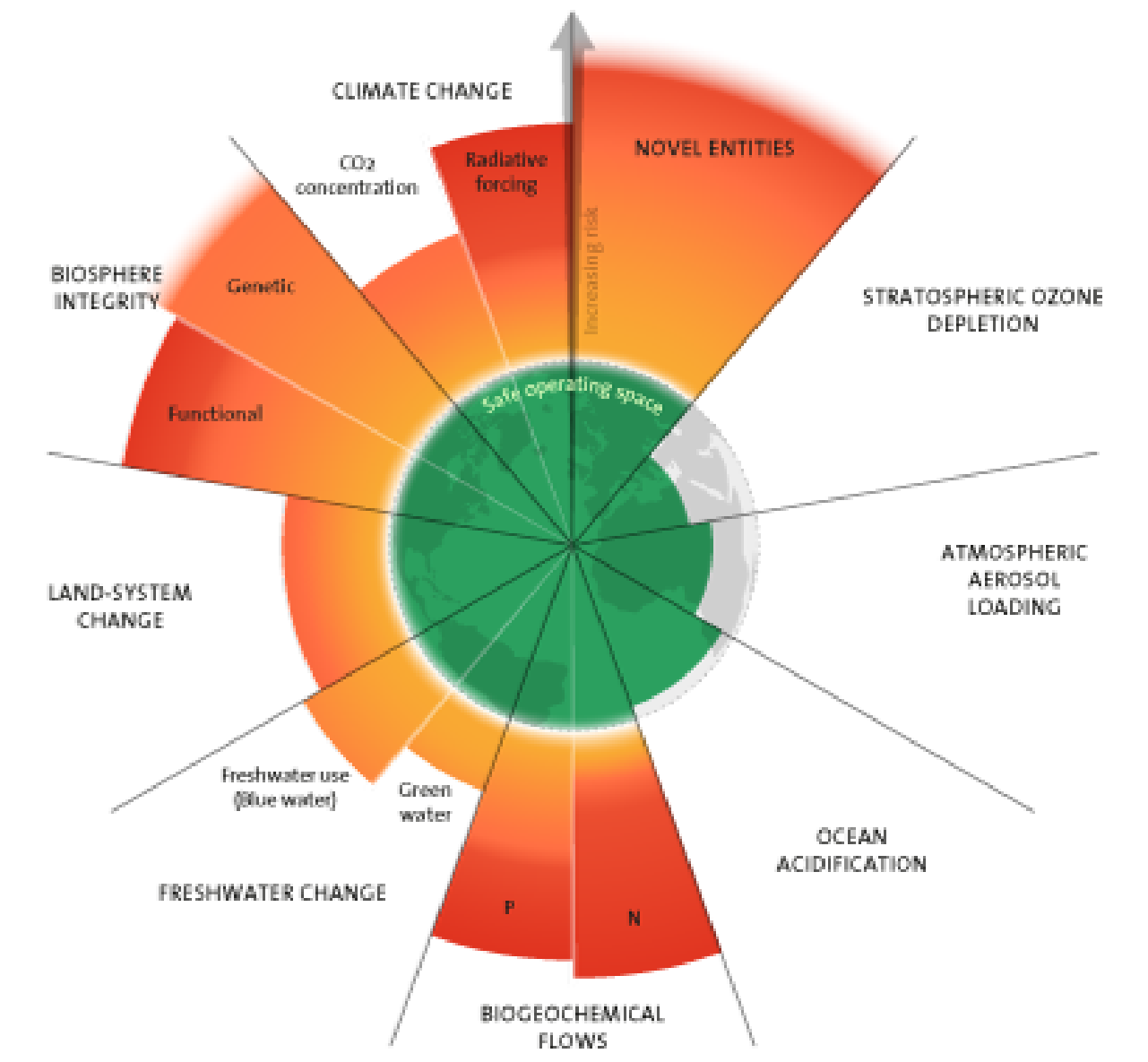
3 boundaries crossed

2015



4 boundaries crossed

2023

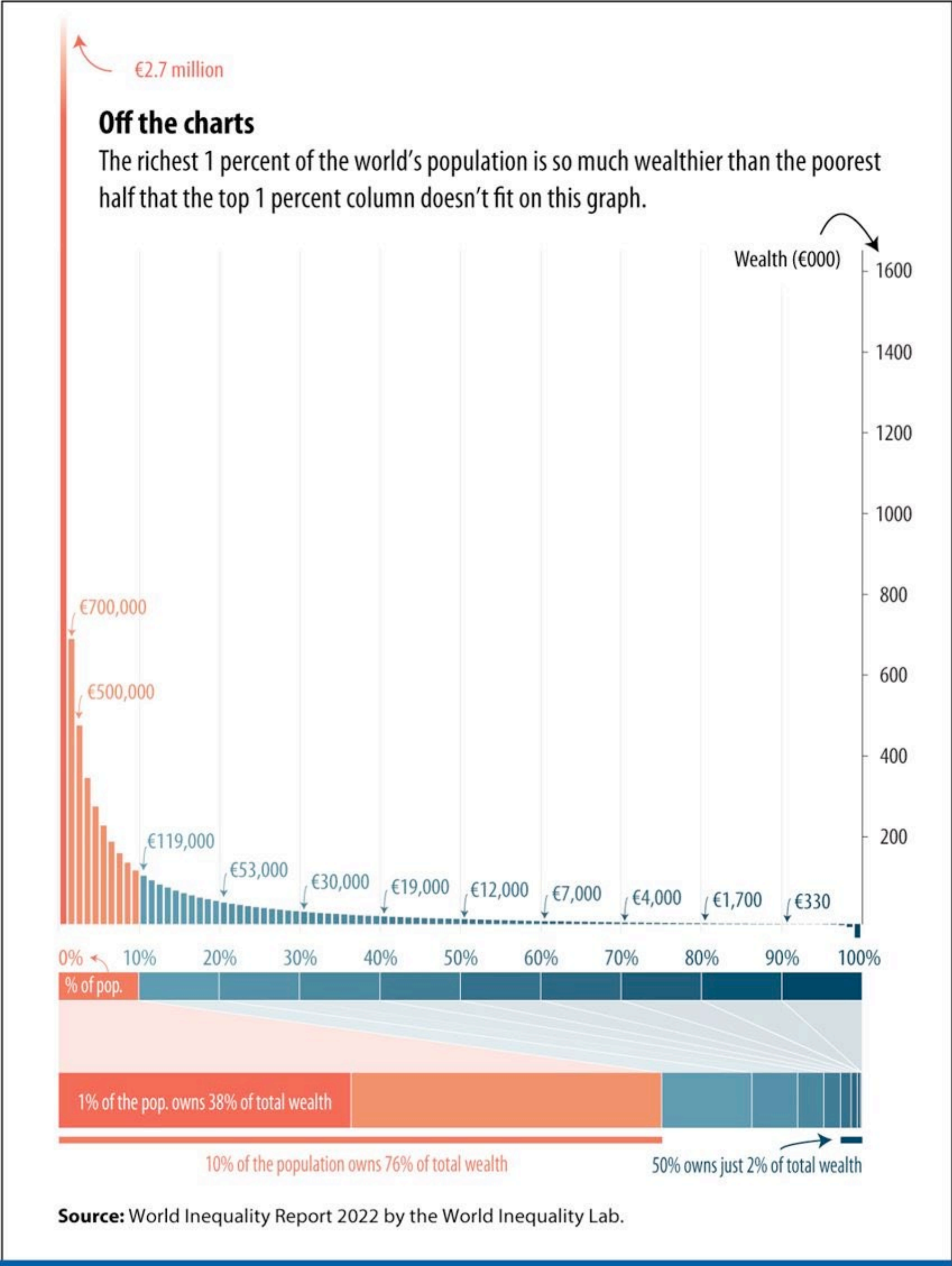


6 boundaries crossed

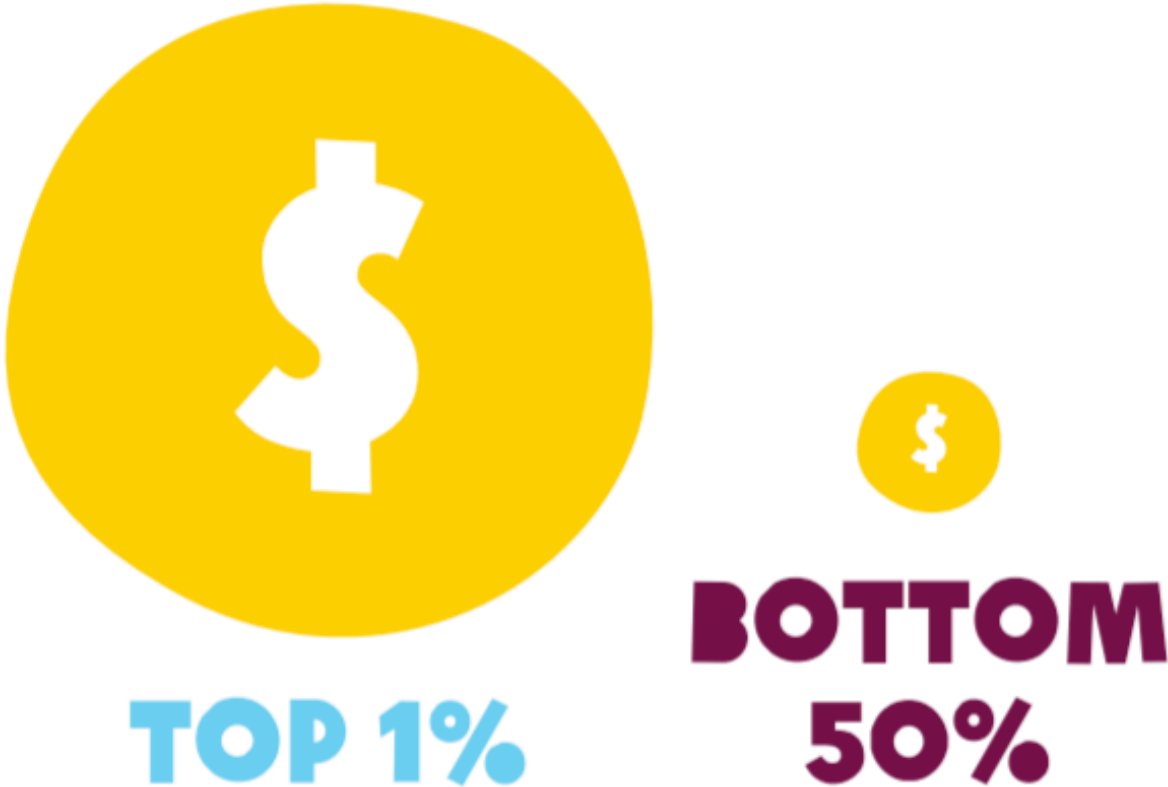


Source: Stockholm Resilience Centre

Income Inequality



Since 1995, the top 1% have captured nearly 20 times more of global wealth than the bottom 50% of humanity.³



Source: Oxfam (2022)

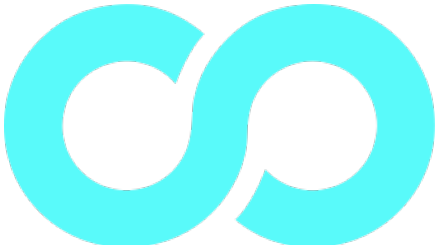
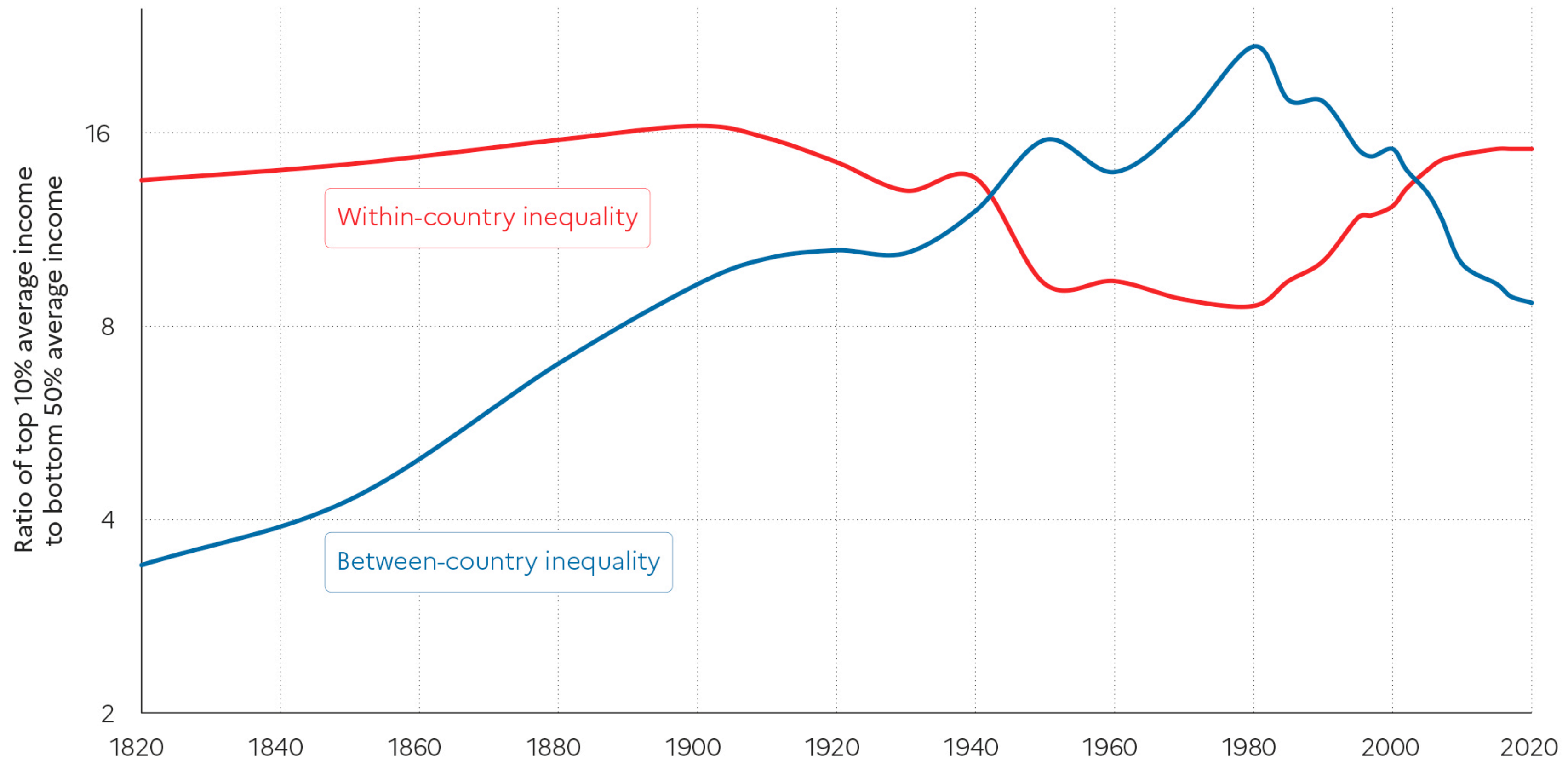


Figure 2.4 Global income inequality: Between-country vs Within-country inequality (ratio T10/B50), 1820-2020



Interpretation: Between-country inequality, as measured by the ratio T10/B50 between the average incomes of the top 10% and the bottom 50% (assuming everybody within a country has the same income), rose between 1820 and 1980 and has since strongly declined. Within-country inequality, as measured also by the ratio T10/B50 between the average incomes of the top 10% and the bottom 50% (assuming all countries have the same average income), rose slightly between 1820 and 1910, declined between 1910 and 1980, and rose since 1980. Income is measured per capita after pensions and unemployment insurance transfers and before income and wealth taxes. **Sources and series:** wir2022.wid.world/methodology and Chancel and Piketty (2021).



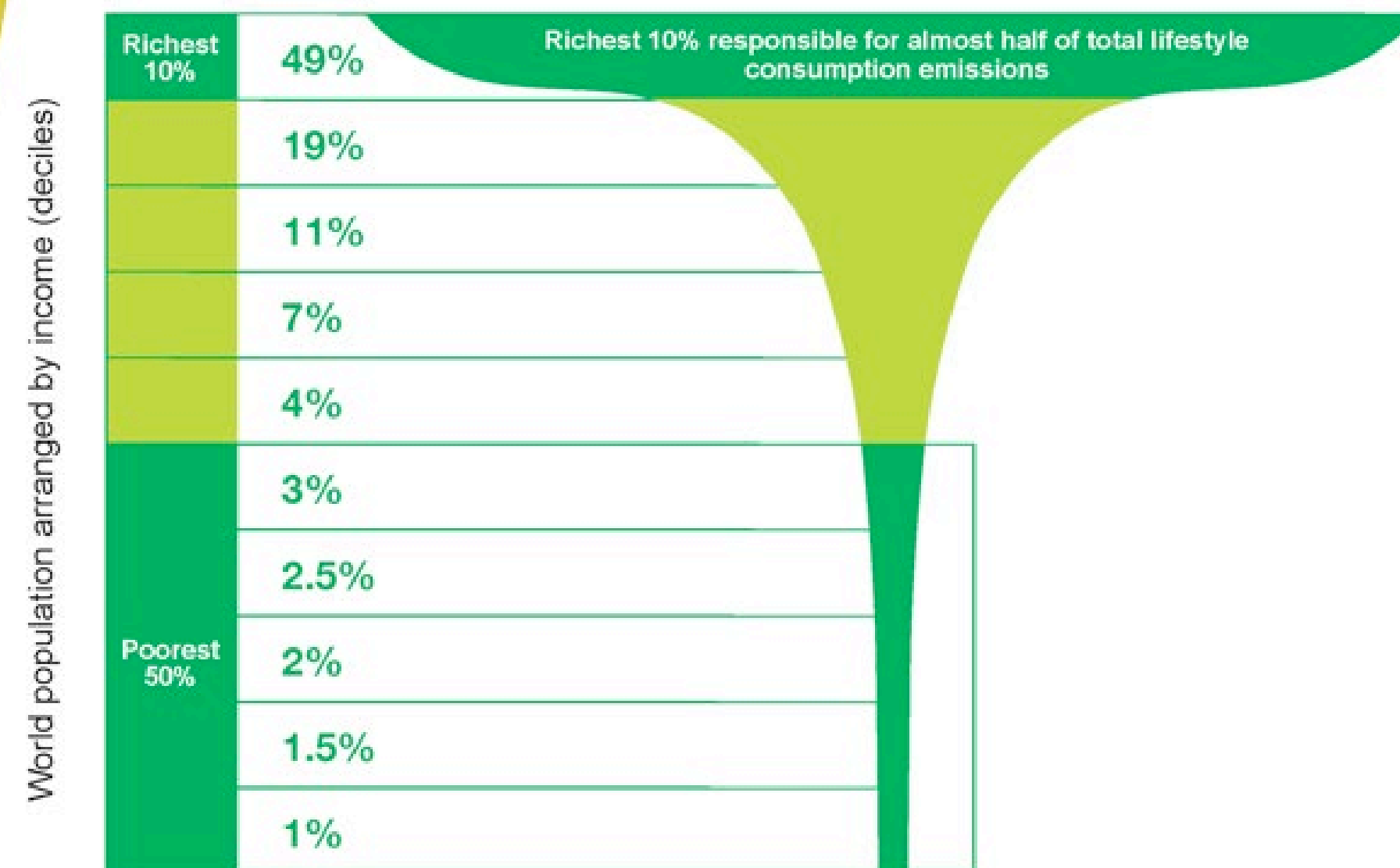


OXFAM

The poorest **50%** is only responsible for around **10%** of total lifestyle consumption emissions.

**OXFAM MEDIA BRIEFING:
EXTREME CARBON INEQUALITY**

Percentage of CO₂ emissions by world population



GEOPOLITICS



SPACE EXPLORATION

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FIGHTING TERRORISM

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NUCLEAR THREAT

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DIVISION OF THE TERRITORY

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ECOLOGICAL PROBLEMS

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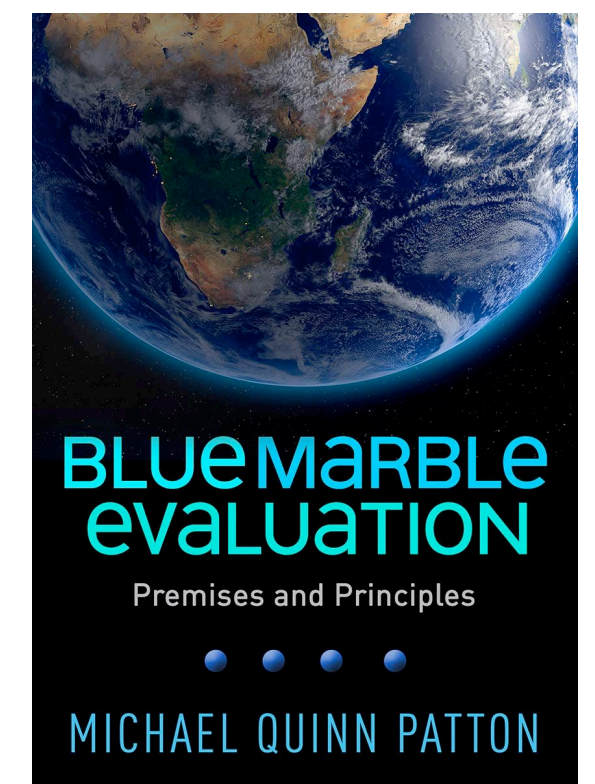
WORLDWIDE LOGISTICS

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Principals reptes planetaris

1. Cambio climático y calentamiento global
2. Aumento del nivel del mar
3. Creciente concentración de riqueza y desigualdad
4. Infecciones virulentas, enfermedades y supervirus en evolución
5. Contaminación mortal
6. Terrorismo global, carteles internacionales de drogas, tráfico mundial de personas y comerciantes de armas globales
7. Refugiados
8. Las principales ciudades se quedan sin agua
9. Pérdida extensa de biodiversidad
10. Amenaza continua para la humanidad por las armas nucleares





Tecnologia disruptiva i futur del treball

en un entorn

VUCA



VOLATILITY



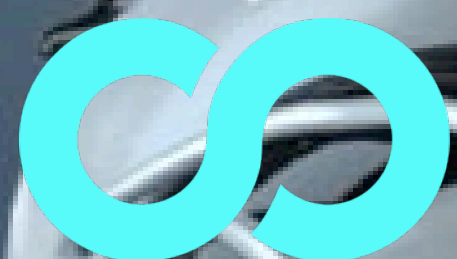
UNCERTAINTY



COMPLEXITY



AMBIGUITY



2019 대한민국 기본소득 박람회

대동세상의 문을 연다

2019 대한민국 기본소득 박람회

대동세상의 문을 연다



제1회 경기도 기본소득 국제 컨퍼런스

The 1st Gyeonggi Province Basic Income International Conference

“협력 시대의 새로운 패러다임, 기본소득!”



새로운 경 공정한 세상

Economía de la felicidad

Josep M. Coll y Xavier Ferrás

Plataforma Actual



Las claves de la tecnología, la desigualdad y el trabajo en el poscapitalismo

- Tecnologías exponenciales
 - **Intel·ligència Artificial**
 - Big data & IoT
 - 3D
 - Biología sintética
- Cost marginal zero
- Robotització massiva
- Automatització del treball
- Singularitat

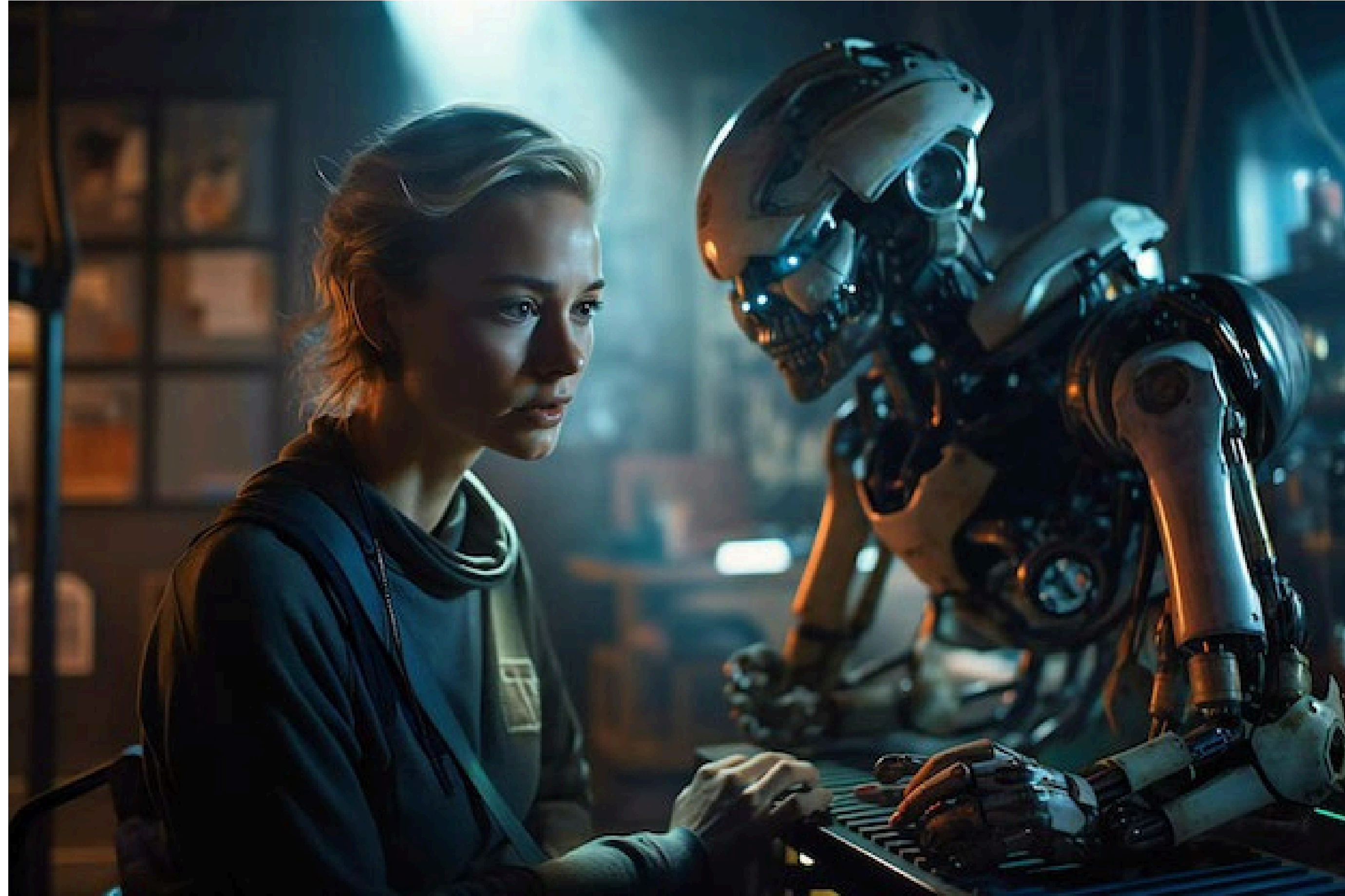


Aplicacions de la Intel·ligència Artificial a l'empresa

1. Comunicació
2. Reconeixement d'imatges
3. Informació: processament i tractament de dades
4. Estratègia: presa de decisions



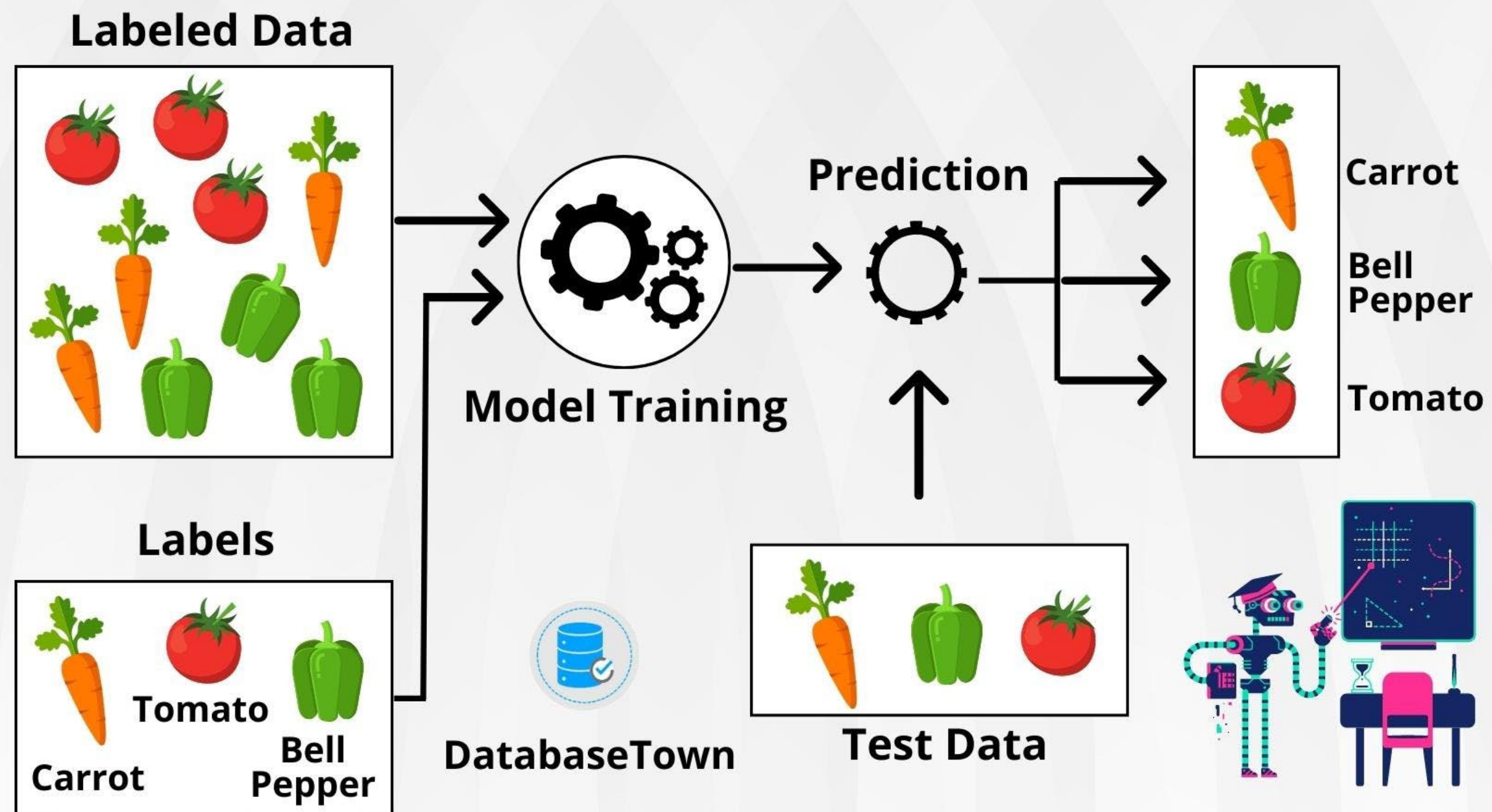
Comunicació màquina – persona



Reconeixement d'imatges

SUPERVISED LEARNING

Supervised machine learning is a branch of artificial intelligence that focuses on training models to make predictions or decisions based on labeled training data.



- Control de qualitat
- Robots (VGA)
- Control d'stocks
- Vigilància
- Seguretat i prevenció de riscos
- Etc.



Informació: processament i tractament de dades per fer prediccions

- Predicció de la demanda (forecasting)
- Millora de la cadena de subministrament
- Optimització de processos
- Manteniment predictiu
- Disseny de layouts de plantes (Digital Twin)
- Automatització/autonomia (analítica prescriptiva)
- Disseny de productes (AI Generativa)



Estratègia: presa de decisions

Artificial Intelligence in the decision-making value chain

Detect & Collect Intelligence:

Weak signals
ML & NLP - Extraction

Interpret:

AI's pattern recognition
Insights support decision-making

Make & Implement:

Connect intelligence to decision
Heuristics-based today

Descriptive

Predictive

Prescriptive

Descriptive Data Analytics:

- Analytics-driven
- Historic & current data

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Algorithm-Augmented:

- Supporting decision-making
- Predictive analytics
- Discovery & evaluation
- Accelerate "infinite" simulations

Prescriptive Analytics:

- Human edge today
- Decide preferred option
- Action-Trigger
- Autonomous decisions

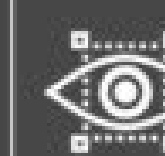
Understand:

Empathize, Define, Observe



Explore:

Ideate, Prototype, Test



Materialize:

Decide, Implement



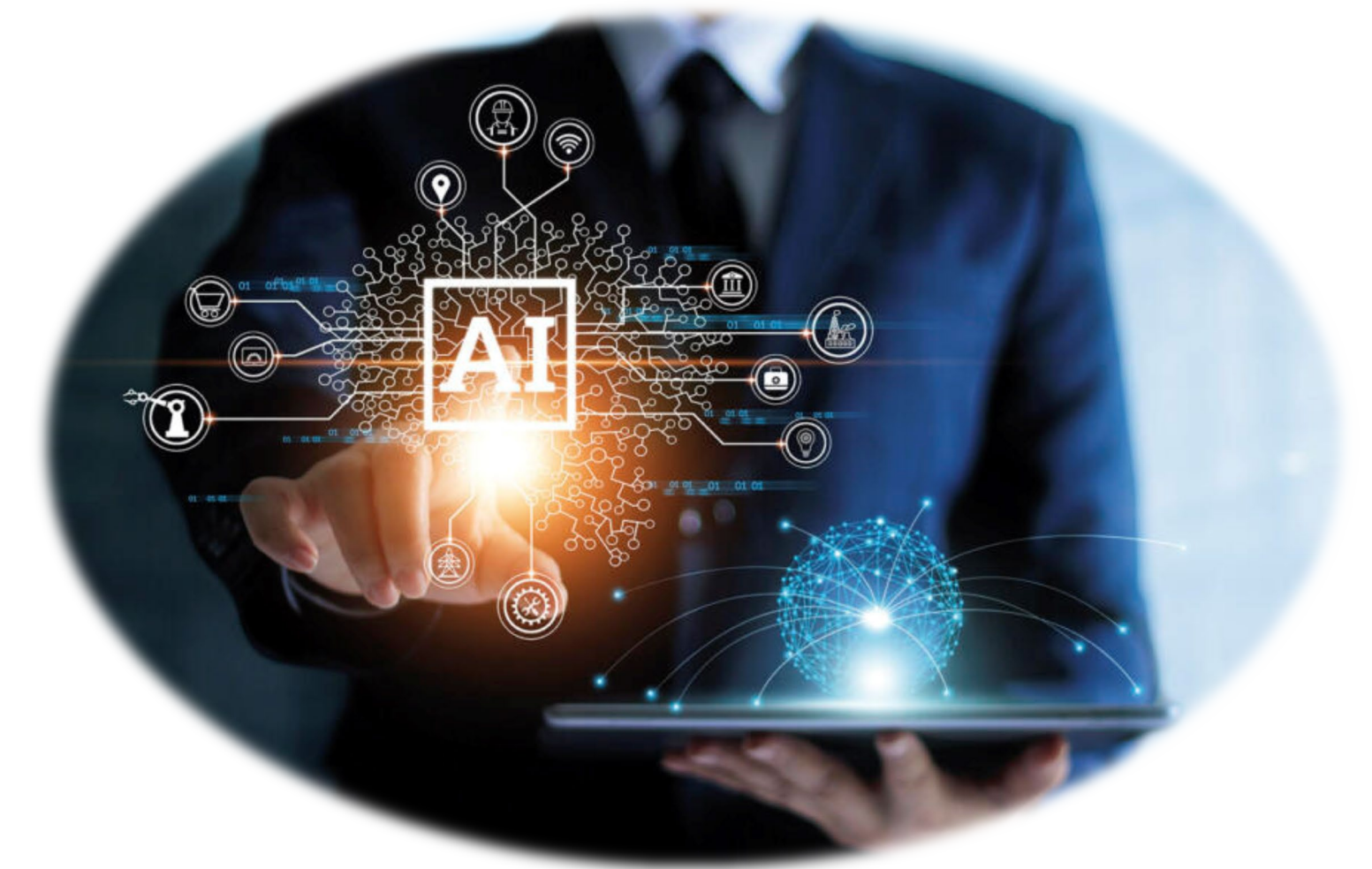
* ML = Machine Learning. NLP = Natural Language Processing

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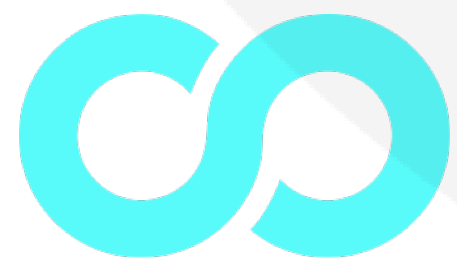


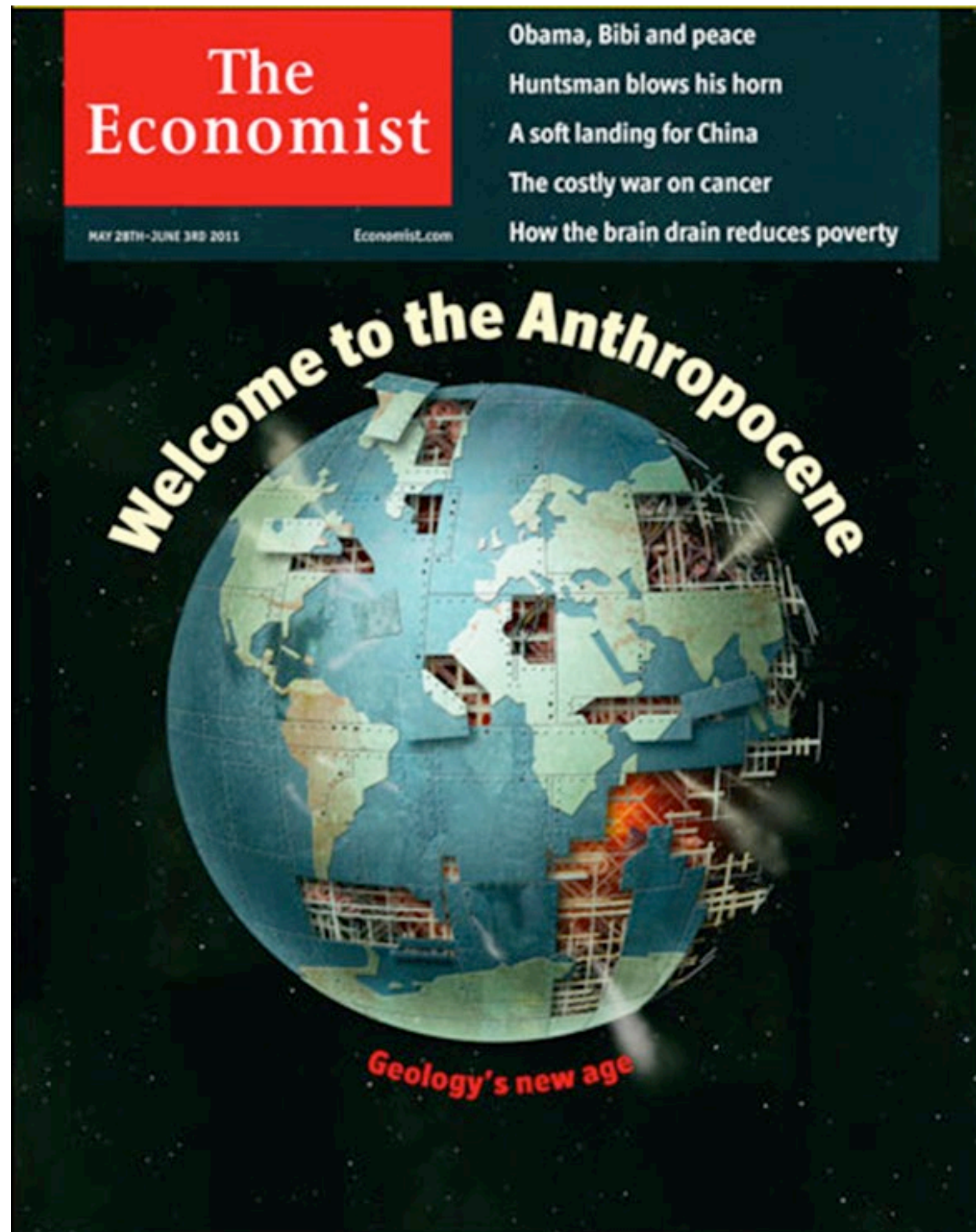
Implicacions socioeconòmiques de la Intel·ligència Artificial

- Alliberació de **recursos** i solució de problemes
- Concentració del **poder** tecno-econòmic (tecnofeudalisme)
- Substitució neta de **llocs de treball**
- **Confusió** veritat/fals
- Necessitat de regulació en base a criteris **ètics**
- Imprevisibilitat (**manca de control**) dels models d'aprenentatge d'IA
- **Incertesa** en el model de convivència humans-IA



Característiques de l'empresa que ve





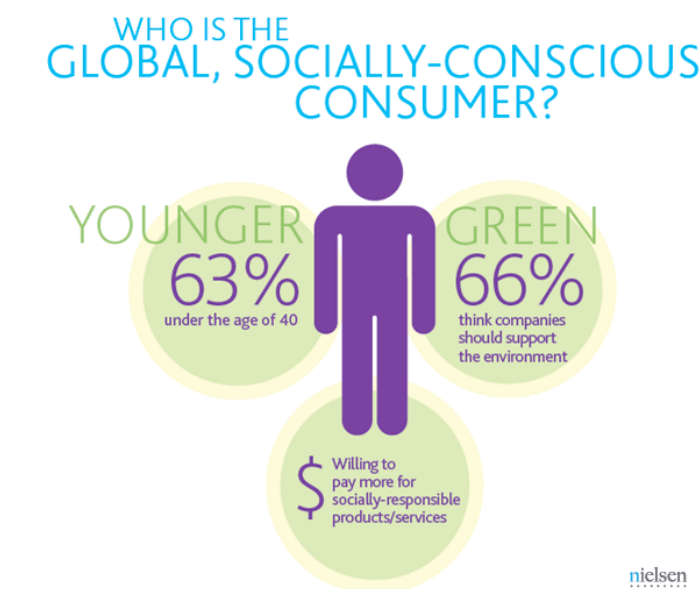
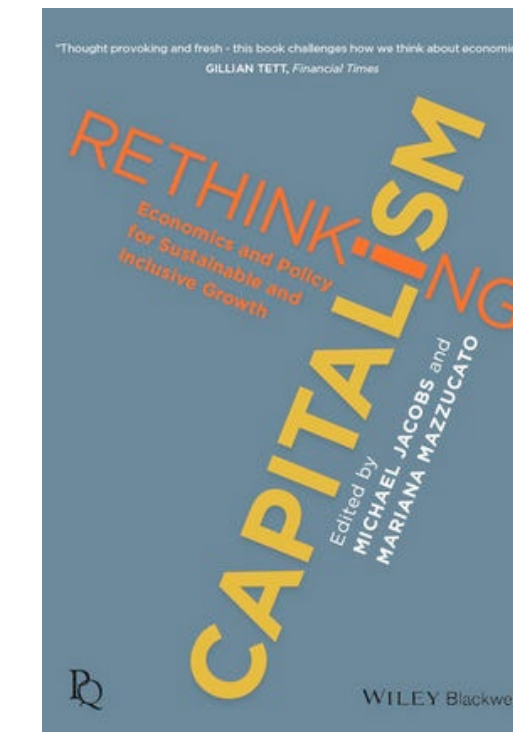
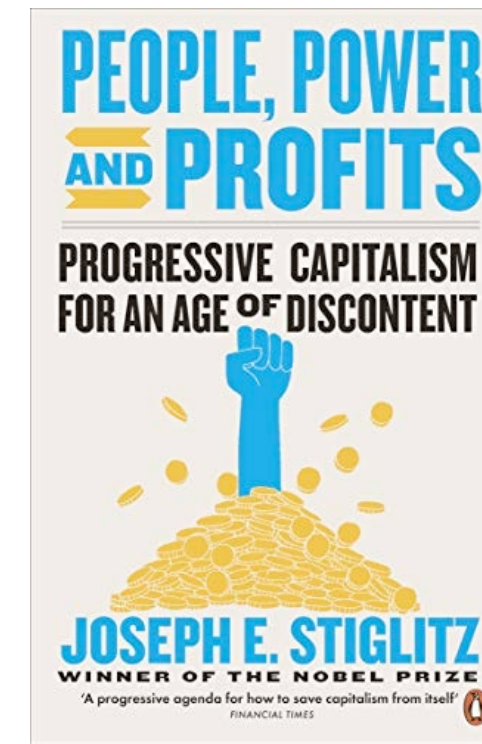
“Els humans han canviat la manera de funcionar del món. Ara també han de canviar la manera de pensar-hi”
Maig 2011



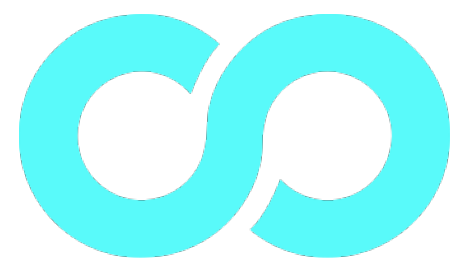
Qui reivindica una nova era?

Business Roundtable, la poderosa organización que ahora quiere redefinir las reglas del capitalismo

Redacción
BBC News Mundo
23 agosto 2019



Com es comporten les
empreses que transiten a
a la nova era?





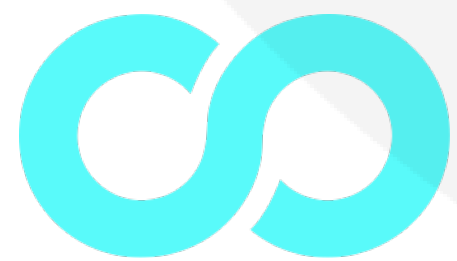
Business as Usual

Nova Era

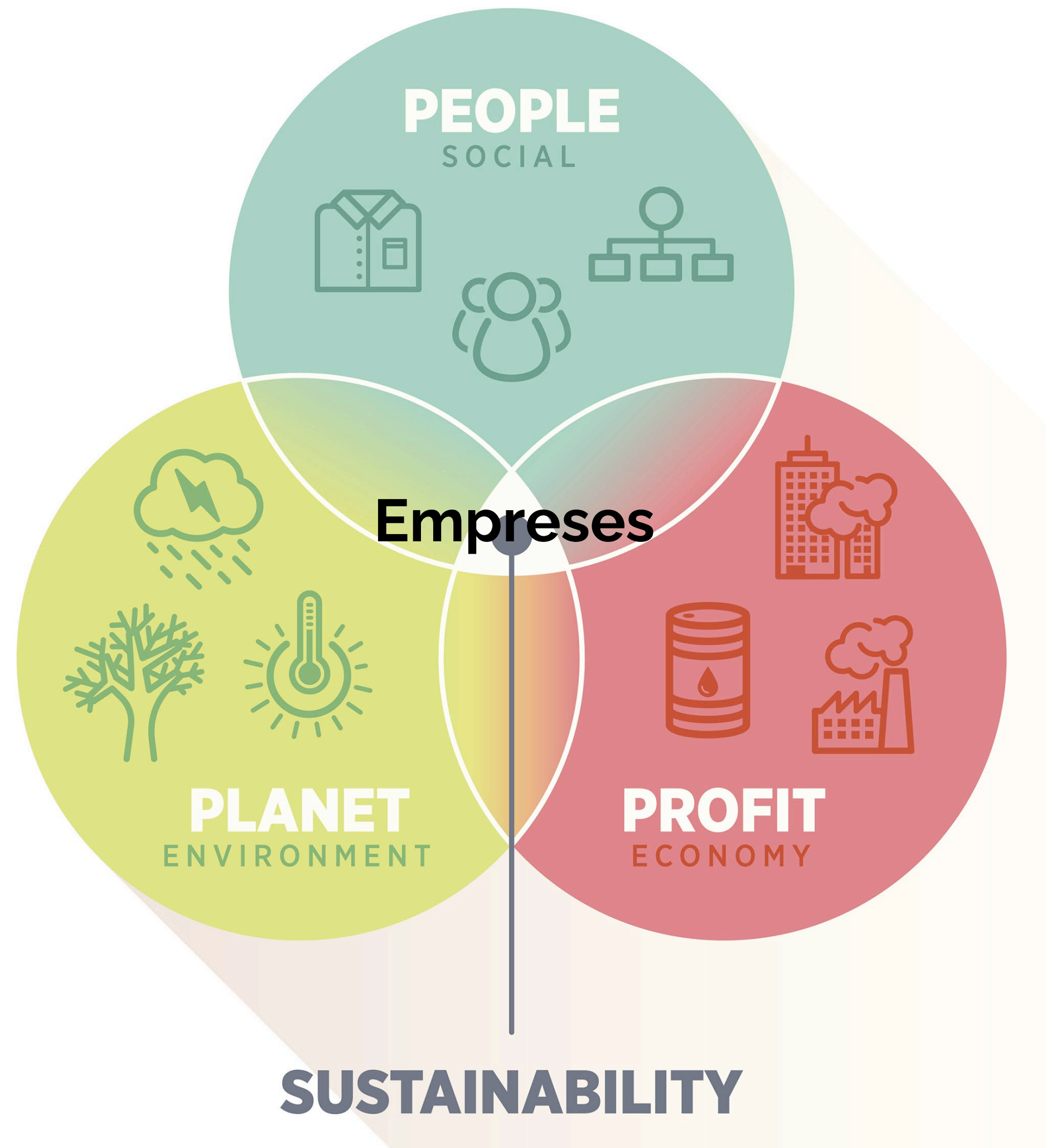


Sistèmic
Sostenibilitat
Stakeholders
Col·laboració
Llarg termini
Poder circular
Circularitat
Transformacional
Adaptació
Aprementatge

Empreses a l'economia de la felicitat



Empreses adaptatives i generatives



1. La sostenibilitat, avantatge competitiva

2. Atracció i retenció de talent

3. La IA, factor de productivitat, eficiència i estratègia empresarial

4. Consciència organitzacional, activisme corporatiu i lideratge (eco)sistèmic

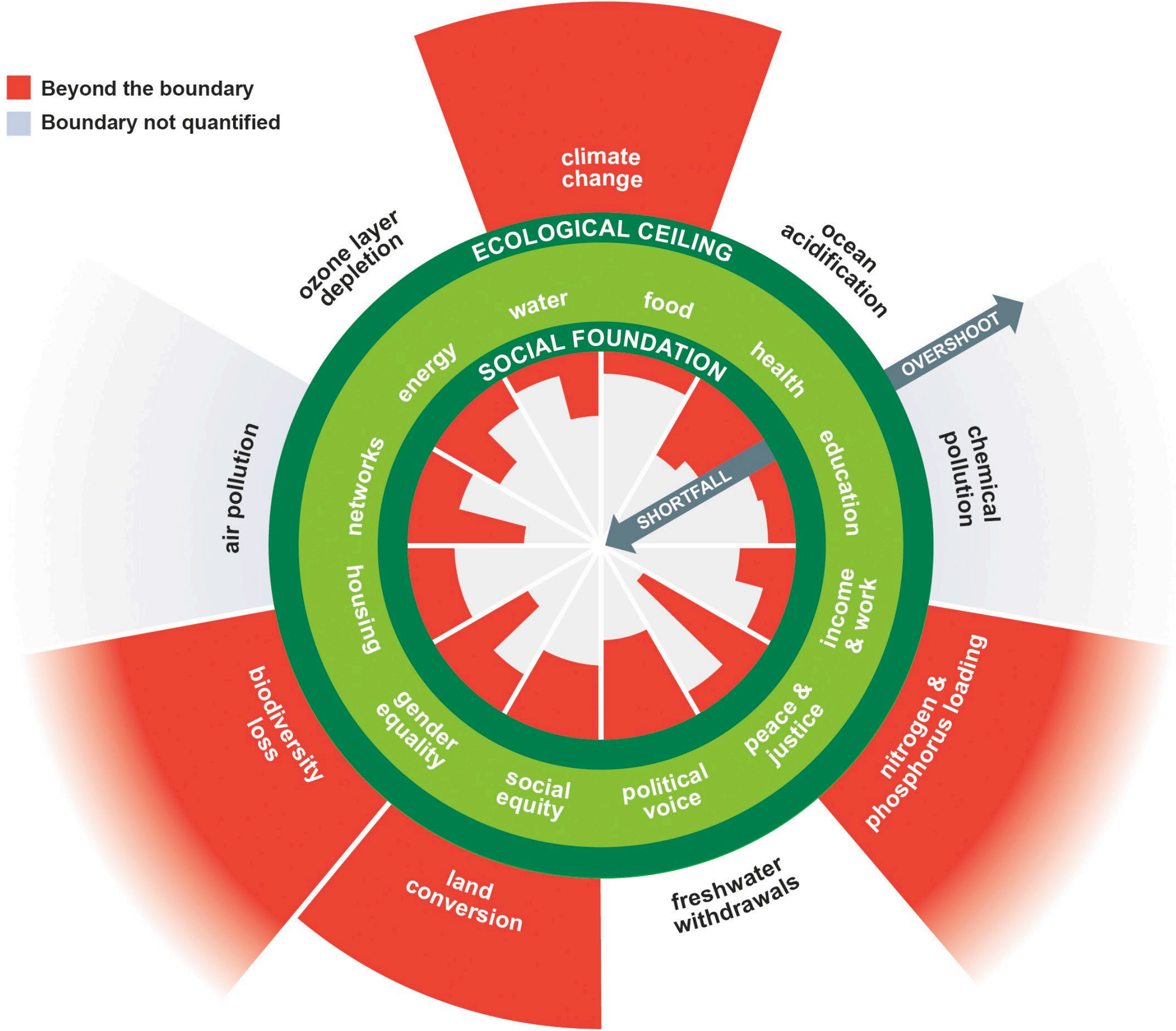
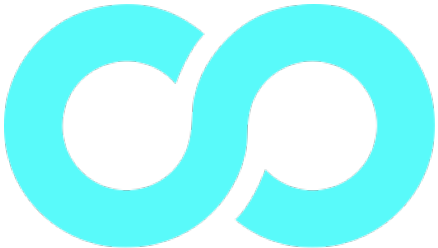
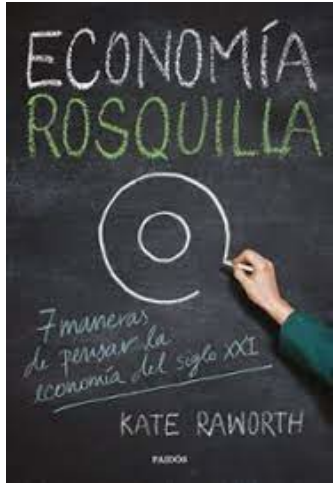
5. Mesura i cultura de l'impacte



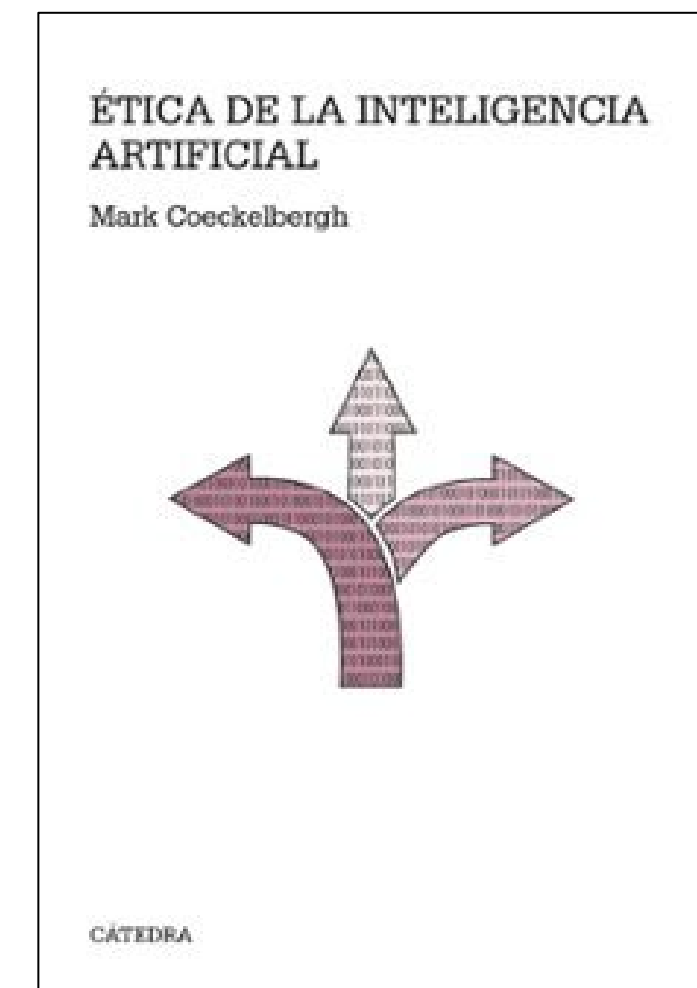
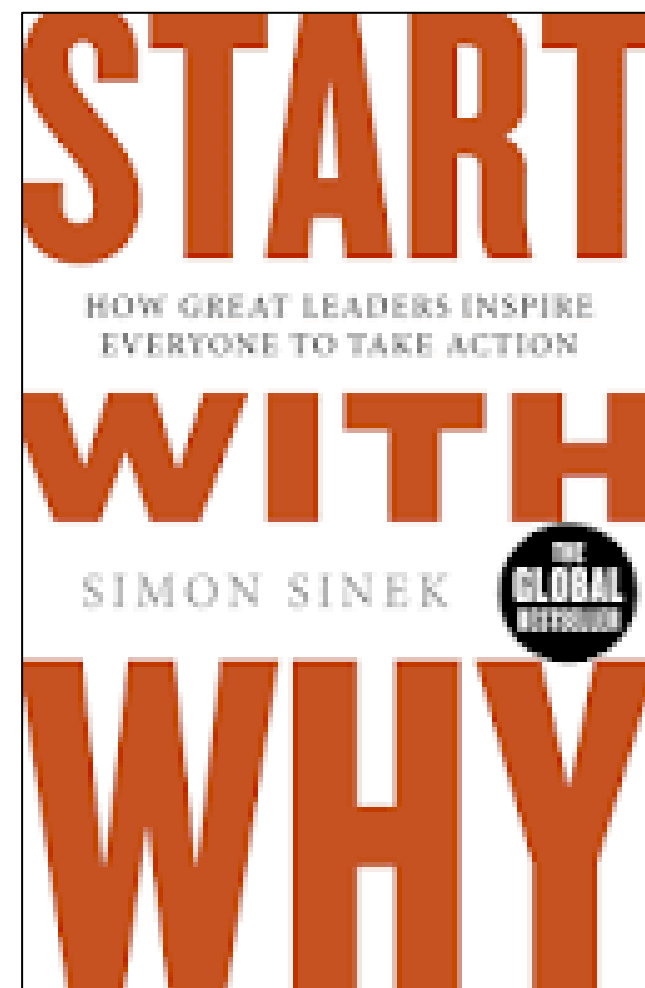
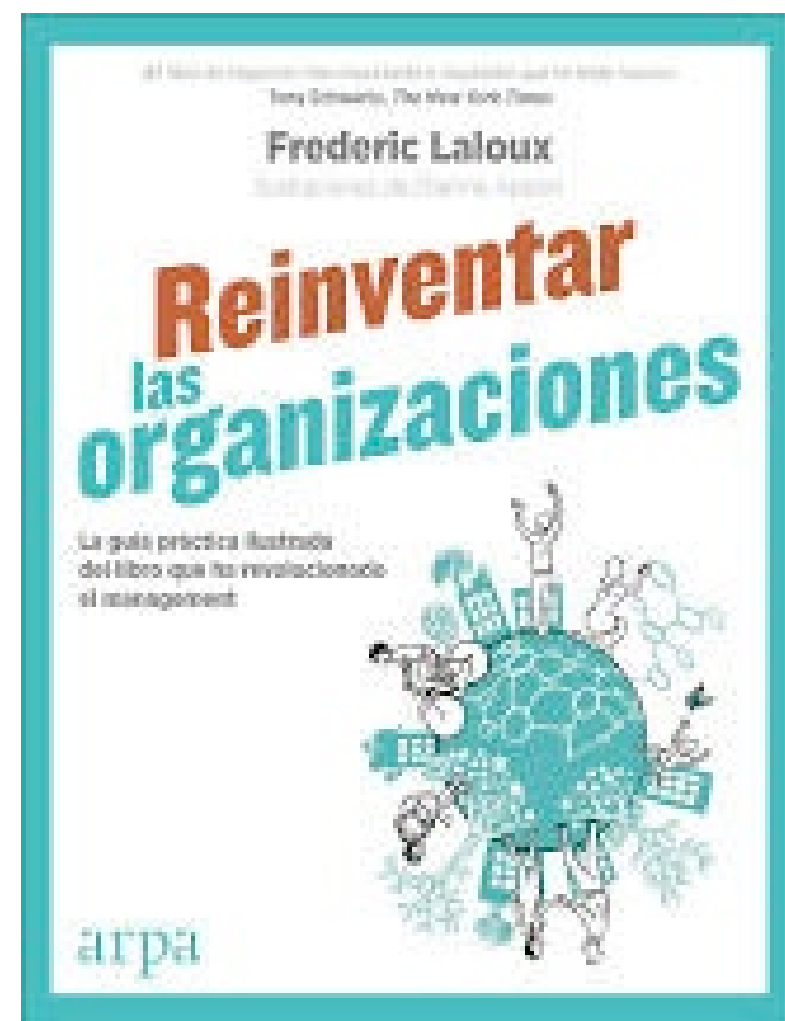
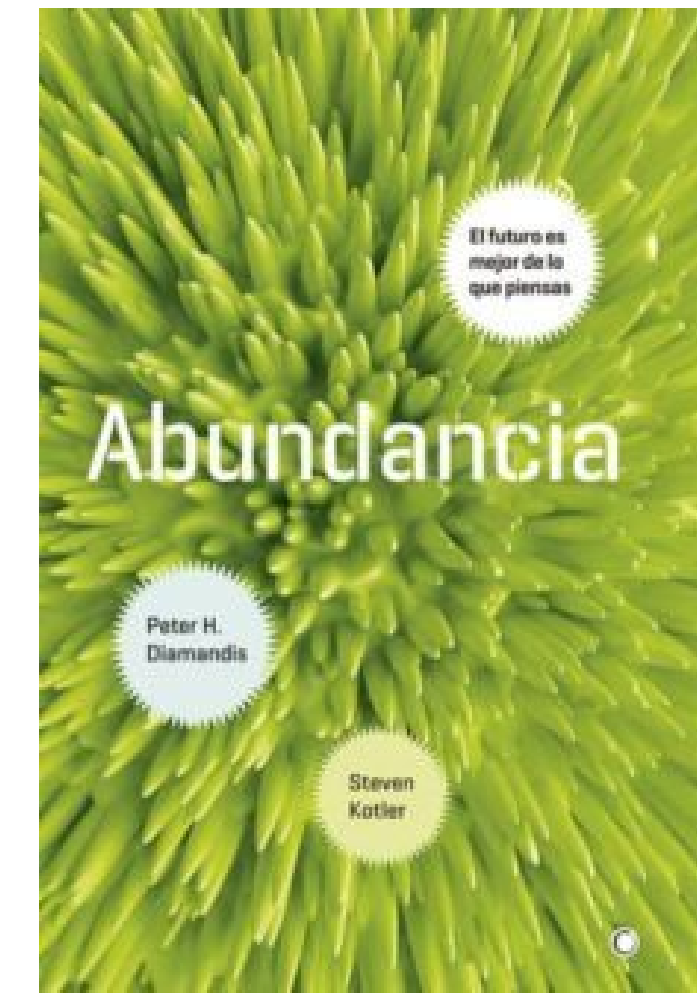
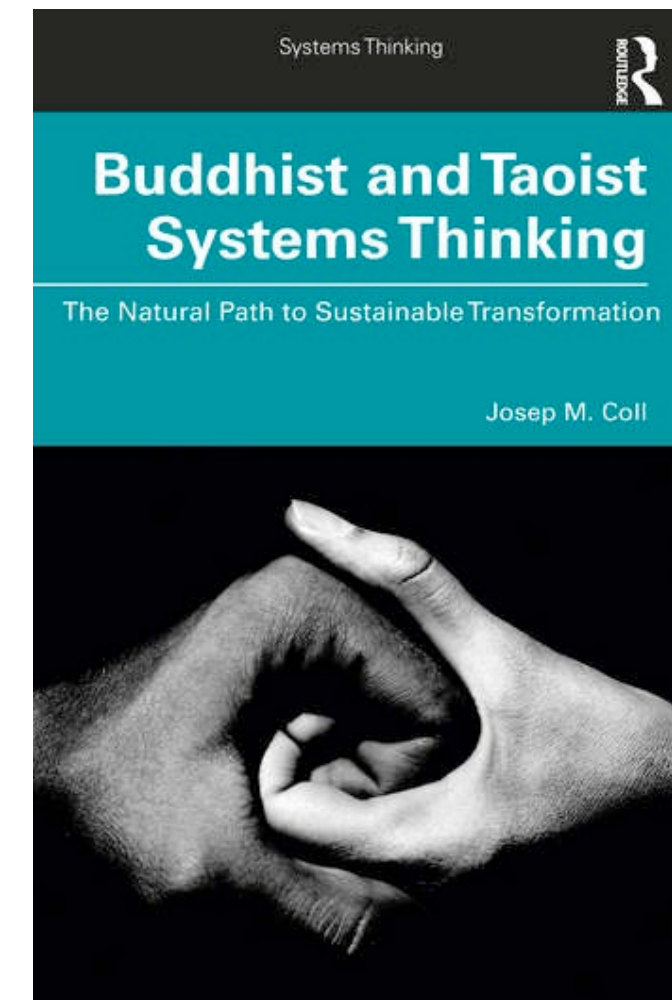
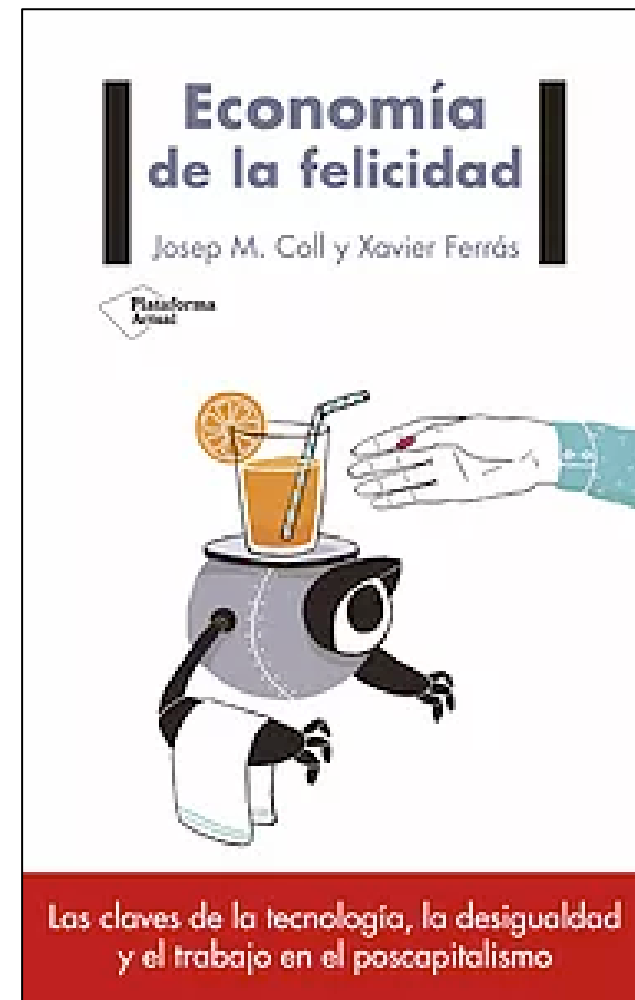
L'economia regenerativa

“A healthy economy should be designed to thrive, not to grow”

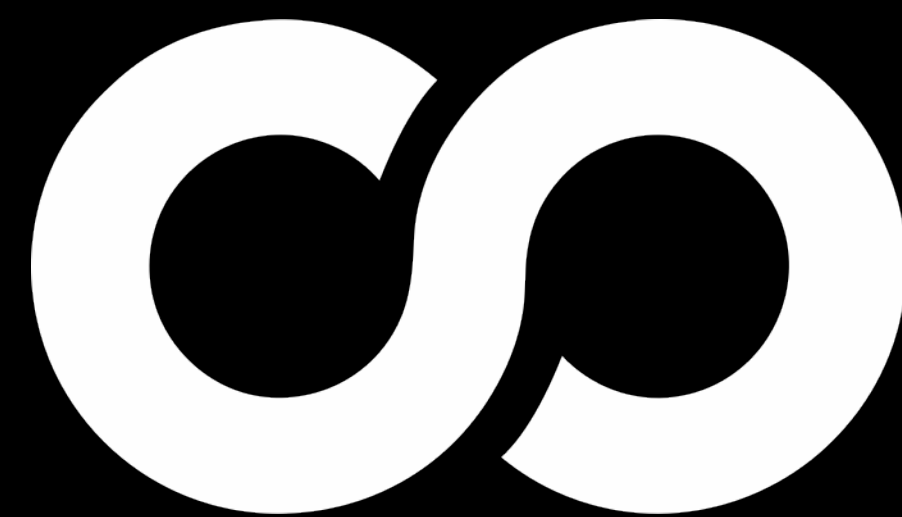
Kate Raworth,
Doughnut Economics



Per seguir explorant...



Moltes gràcies



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