

Where trends are born, not followed

GTM

GLOBAL TRENDS

MAGAZINE

21st Edition

EXCLUSIVE INTERVIEW

The Rhythm Of **OLIO TECHNOLOGY**

TOBIAS LANGSCHEID

WHAT'S SHAPING THE WORLD TODAY

World Trends For 2025:
Expect The Unexpected

GLOBAL SURGE IN EV VEHICLE SALES

Sparking A Global
Trend In Transportation

A portrait of Ngairé Woods, a woman with shoulder-length brown hair, smiling and wearing a dark blue blazer over a red top and a red and white patterned scarf. Her arms are crossed.

INSIGHTS FROM **Ngairé Woods** **REDEFINING GLOBAL LEADERSHIP**



GLOBAL TRENDS MAGAZINE

21st
Edition

About The Global Trends Magazine

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President's Insight:

DEFINING THE FUTURE, NOT JUST FOLLOWING IT

Dejan Štancer,
GCBL President & GTM Chairman

Welcome to the inaugural issue of Global Trends Magazine: Where trends are born, not followed. Arriving at a time when trends and global competition dominate the conversation, this magazine breaks through the noise to set the stage for what's next. It's essential to stay informed about new developments to make the right choices on what is, or will become, a trend. That's where we come in—to bring you everything with the potential to shape the future.

At this point, I could likely announce the results of the U.S. presidential election, yet all commentary will be reserved. The outcome is the decision of the American people, and we all undoubtedly wish for peace, stability, and prosperity. The United States holds a prominent and pivotal role on the global stage, and only time will tell if these elections lead to the positive change many hope for.

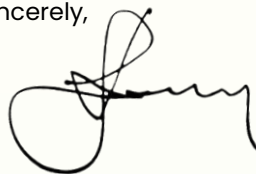
Now, turning our focus to the Global Chamber of Business Leaders (GCBL), which proudly celebrates its 10th anniversary this year. As you'll read starting on page ten (quite symbolic, isn't it?), I feel truly honored to lead such an exceptional organization alongside a team of dedicated and visionary individuals. From its modest beginnings, GCBL has grown tremendously—an evolution that's challenging to encapsulate fully but is testament to the meaningful path we're on.

Perhaps our pace isn't swift enough for everyone's preference, but as with all pursuits, opinions vary. Today, however, we won't be debating tastes. Instead, let's celebrate the milestones, the journey, and the steady progress that continue to define GCBL's impact on the world stage.

And now, let's return to the genesis of Global Trends Magazine. We're in a transformative era—one where the future is sculpted by trends that shift rapidly, shaping the very essence of how we live, work, and interact. Our vision is for a future where people respect, trust, and cooperate with one another, embracing diversity in thought, perspective, and emotion.

Let this vision of unity and tolerance be the trend that sparks all others, a beacon for future generations. Real change begins not with mere words but with decisive action, and that journey starts within each of us. We've taken the first step, and now it's time to commit fully to the path of transformation and growth.

Sincerely,



President's INSIGHT



The Cost of Our Division is War

COOPERATION - TRUST - PEACE

The Reward of Our Unity is Peace



**GLOBAL
COALITION FOR
COOPERATION
AND PEACE**



Powered by GLOBAL CHAMBER OF **BUSINESS LEADERS**

Act Now And Join Us - Peace Needs You!

ONLY UNITED WE CAN STAND FOR PEACE

Editor's Note:

WHERE TRENDS ARE BORN, NOT FOLLOWED

Nicole S. Farrell, GTM Chief-Editor

It's official! But first... "In life, change is inevitable. In business, change is vital." ~ Warren G. Bennis.

This quote rings true as I believe that being static in business impedes the chances of ever truly capturing the most desired ambitious results. The one thing that is constantly 'trending' is change. We live in a disruptive global society, in good ways and unpleasant ways. The term "disruptive" has become a badge of honour of sorts in the business arena as professionals and entrepreneurs alike seek to invoke an undoing of old beliefs and practices to propel groups, teams and clients into a higher form of standards and even thinking.

Now, the announcement... Propelled by the vision of this publication's President, Dejan Štancer, we have done a soft rebrand of our online magazine!

As such, what was the GLOBAL TIMES MAGAZINE has evolved into the GLOBAL TRENDS MAGAZINE! Did you notice the name change on the cover?

"Where Trends Are Born, Not Followed." is our new tagline and it is this precise thrust that we have to capitalise our forward thinking and maximise on our global potential, growth and development.

Just about two years ago, the idea for a magazine powered by the Global Chamber of Business Leaders (GCBL) materialised. With this year's prompt, "2024... A Year Of Celebration", the magazine bore fruit as we scored international powerhouses for Cover Story features and other interviews; succeeded in establishing ourselves on the PressReader online platform; secured the writing talent of additional Contributing Writers; collaborated with well-known brands and entities; gained new readers from all around the world and the list goes on. This rebranding will expand on the vision for a unique global media entity where we serve creativity and influence curiosity, all while educating, innovating and edifying. We have found our rhythm with rowing the boat through the currents of magazine development and redefining what a contemporary business magazine encompasses.

Now, in this Twenty-First Edition/November Issue, gracing the cover is Prof. Ngaire Woods, who has revolutionised tertiary education as the founding Dean of the Blavatnik School of Government and Professor of Global Economic Governance at Oxford University. Our second interview gives insight into the Swiss gentleman behind the amazing work of Olold technology, Tobias Langscheid. As is customary, we have our Prose of Business articles penned by several GCBL Executives and a riveting selection of content.

To borrow a quote from distinguished designer, Carolina Herrera, "I don't like trends. They tend to make everyone look the same." While she referred to styling, I think it can be applied here. We at the GLOBAL TRENDS MAGAZINE pride ourselves on being a beacon of business individuality. Find us on the PressReader online platform and please do 'follow' us on our LinkedIn page. Recent Editions can be found on PressReader and the GCBL website.

Nicole S. Farrell

Editor's NOTE





MAJOR GEOTHERMAL ENERGY PROJECT APPROVED IN UTAH

Technology Trends, Global Trends Magazine, 21st Edition 2024

The Biden administration has approved a significant geothermal energy project in Utah, signaling progress for clean energy initiatives in the United States. The Cape Geothermal Power Project, developed by Fervo Energy and approved by the Bureau of Land Management (BLM), is set to harness innovative technology to generate up to 2 gigawatts of clean energy. This capacity would be sufficient to power more than 2 million homes, making it a critical contribution to the nation's renewable energy goals.

TECH TRENDS

Unlike traditional geothermal plants, which depend on naturally occurring hot water sources underground, this project utilizes an enhanced geothermal system (EGS) that injects water into hot rocks deep below the surface. This technique helps to produce steam, which then drives turbines to generate electricity. The EGS method expands the potential for geothermal energy by making it possible to harness heat from a wider range of geological formations.

The project spans about 631 acres in Utah and will include 23 well pads, up to 20 power plants, access roads, and an extensive power distribution network. This large-scale infrastructure is aimed at making geothermal energy a more viable and widespread option in the country's transition toward sustainable energy sources.

By supporting innovative projects like the Cape Geothermal Power Project, the Biden administration aims to diversify the nation's energy mix and reduce dependence on fossil fuels, making strides toward its climate goals. As geothermal energy continues to gain attention, this approval marks a pivotal moment for the future of renewable energy in the U.S. and sets a precedent for further expansion of similar projects across the country.



THE FIRST DECADE OF VISIONARY LEADERSHIP

CELEBRATING ANNIVERSARY

OF THE GLOBAL CHAMBER OF BUSINESS LEADERS

LEADERSHIP:

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10th





CELEBRATING THE ANNIVERSARY 10th

OF THE GLOBAL CHAMBER OF BUSINESS LEADERS

This year marks a significant milestone for the Global Chamber of Business Leaders (GCBL), as it celebrates a decade since its founding. In ten years, GCBL has grown from a visionary idea into a powerful coalition uniting influential business leaders, governmental figures, and advocates for sustainable progress worldwide. Today, GCBL stands as a testament to the positive impact that collaboration and innovation can bring to global economic development, sustainability, and peace.

The Early Days And Transformation Under Dejan Štancer

Although GCBL was established in 2014, it truly found its momentum in early 2020 with the appointment of Dejan Štancer as President. Štancer, a respected entrepreneur, consultant, and foreign policy strategist, redefined the organization, opening its doors to a global audience and developing a comprehensive network of Delegates. These delegates, including some of the most notable figures in global business and politics, have shaped GCBL into a key player in international dialogue.

Through his leadership, Štancer set in motion a transformative era for GCBL, extending its reach and establishing it as a thought leader in addressing pressing global challenges.

Expanding Influence:

Aligning With The Global Business Coalition For A Plastic Treaty

In recent years, GCBL has been deeply committed to addressing global issues, one of which is environmental sustainability. In line with this commitment, GCBL became a member of the Global Business Coalition for a Plastic Treaty, partnering with over 200 multinational corporations to tackle plastic pollution. This alliance showcases GCBL's commitment to sustainable development by promoting innovative, long-term solutions to environmental challenges.

By aligning with initiatives like the Plastic Treaty, GCBL demonstrates its proactive approach to sustainability. The Coalition advocates for global



regulations, collaborating with industry giants to combat plastic waste, reduce environmental impact, and support a circular economy. GCBL's involvement in such global movements underscores its dedication to promoting business practices that prioritize the planet and future generations.

Growth Through Corporate Membership And Unmatched Networking Opportunities

A significant milestone in GCBL's development came in 2022 with the launch of its corporate membership program. This program has fueled rapid growth, with businesses around the world eager to join a network that offers unmatched benefits. GCBL members enjoy access to exclusive industry insights, collaboration opportunities with leading global companies, and the chance to connect with influential investors.

Through its network, GCBL facilitates funding for impactful projects, helping companies grow while promoting sustainable and socially responsible business practices.

GTM Media Group:

Building A Global Media Powerhouse

In addition to its role as a business Chamber, GCBL is making strides in media through its ownership of

"... GCBL's Membership program has fueled rapid growth, with businesses around the world eager to join a network that offers unmatched benefits. ..."

GTM Media Group. This venture began in 2022 with the launch of Global Times Magazine, which has since been rebranded as Global Trends Magazine.

Within just a year and a half, GTM Media Group attracted a remarkable €10 million investment for a 10% equity stake, valuing the brand at €100 million—a reflection of the rapid success achieved under the guidance of Štancer and his dedicated and excellent team.

Global Trends Magazine, since this year distributed on Pressreader, an esteemed global media platform, delivers cutting-edge insights and thought-provoking perspectives on current global trends.

Through strategic content and high-profile partnerships, the magazine reaches a wide international readership, offering its audience fresh perspectives on economic developments, sustainability, and other critical issues.

Looking ahead, GTM Media Group has ambitious expansion plans. The group is set to launch four additional publications, each tailored to different segments of societal interest. This strategic expansion will ensure that GTM Media Group continues to set new standards in media, while also amplifying GCBL's voice and mission.

The Formation Of The Global Coalition For Cooperation And Peace

In response to a world marked by conflict and uncertainty, GCBL has founded the Global Coalition for Cooperation and Peace.

This initiative reflects GCBL's commitment to global stability and peace, especially during a time when international relations are strained. The Coalition seeks to unite leaders across sectors and regions to promote understanding, cooperation, and peaceful conflict resolution.

harmony and cooperation. GCBL believes that true progress requires a shift from competition toward meaningful cooperation. Such a model, they contend, is the antidote to the divisiveness and hostility prevalent in today's world. GCBL's principles of ethical business practices, solidarity, and compassion are foundational to building a future where collaboration becomes the norm, replacing competition that too often leads to conflict.



By focusing on trust and collaboration, GCBL underscores the belief that peace is achievable through collective action and shared values.

The Next Decade And Beyond

As the Global Chamber of Business Leaders (GCBL) enters its second decade, it is increasingly emerging as a significant global force, trusted and respected by business leaders and policymakers worldwide.

Reflecting its growing influence, GCBL has been invited to host the prestigious Europe-Asia Summit in May 2025 in the renowned Alpine resort of Davos, Switzerland. This Summit location, synonymous with global prestige and high-level dialogue, emphasizes GCBL's elite status and dedication to facilitating impactful collaboration between European and Asian markets, further expanding its reach in international affairs.

GCBL was established with a clear vision: to become one of the world's most influential organizations, bringing together the foremost global economic players in a collaborative network.

Its mission goes beyond business, fostering mutual respect and trust to create a pathway away from conflict and hostility, toward a world of

To achieve this ambitious vision, GCBL remains steadfast in its role as a promoter of sustainable growth, ethical standards, and economic development. The organization's commitment to fostering a culture of trust and partnership, especially among the world's top business and political leaders, aims to ensure that business becomes a force for lasting peace and stability.

By continuing to champion these values, GCBL is poised to shape a global framework that redefines cooperation in business, cultivating an environment where success is shared, and prosperity benefits all.

Leading a team of such dedicated and visionary individuals, who not only work tirelessly but also share a unified vision, is both a privilege and a true source of pride for me. In this way, GCBL stands as a unique organization on the global stage.

– Dejan Štancer



GLOBAL
CHAMBER OF
**BUSINESS
LEADERS**

ANNIVERSARY

JOIN ^{THE} GLOBAL NETWORK OF VISIONARY BUSINESS LEADERS

UNLOCK ACCESS TO A WORLD OF OPPORTUNITIES AND INNOVATION

The Global Chamber of Business Leaders (GCBL) is where forward-thinking professionals from all corners of the world come together to shape the future of business. As a member, you will: Expand your global network, Engage with thought leaders and innovators, Access exclusive resources and insights, Participate in world-class events and conferences, and Drive impactful change in your industry.

Become A Part Of A Thriving Global Community. Join GCBL Today And Lead The Future.


Visit www.gc-bl.org/membership to learn more and apply for membership.





EXCLUSIVE
COVER STORY

INSIGHTS FROM **Nga**
REDEEM
GLOBAL LE

A portrait of a woman with shoulder-length brown hair, smiling warmly. She is wearing a dark navy blue blazer over a vibrant, patterned scarf in shades of red, orange, and white. The background is a soft, out-of-focus gradient of light to dark tones.

Firewoods FINING LEADERSHIP

Exclusive Cover Story, Global Trends Magazine, 21st Edition 2024



INSIGHTS FROM **Ngaire Woods**
REDEFINING
GLOBAL LEADERSHIP

Prof. Ngaire Woods' schedule reads like a forested maze of movements. Operating with cramped itineraries, deadline-oriented requests and demands, and regular personal responsibilities, she stays true to her passion and purpose.

Prof. Woods is a woman who wears several hats. She is an Author, Speaker, Professor, Board Member, among many other roles. An advocate for traditional and non-traditional learning, she is the founding Dean of the Blavatnik School of Government and Professor of Global Economic Governance at Oxford University.

Her research focuses on how to enhance the governance of organisations, the challenges of globalisation, global development, the role of international institutions and global economic governance.

A seasoned professional, she has served the masses in various capacities and there is no doubt that some of her wisdom comes from her

own lessons learnt. Speaking of lessons learnt, upon reflection, what would she tell her 21 year old self?

Said Prof. Woods, "At 21, I might have been a bit too serious. So, the first thing I would say is 'It's okay to be a fun person.' and to do some things just for the sheer fun of it. The other thing I'd say to my younger self is that you don't need to rush and to have everything figured out. It's okay to not have all the answers. Keep exploring, stay curious and build relationships both with people who inspire you and with people who challenge you."

Demonstrating her compassion, she added, "To young women in particular, I would say, be bold. Don't get bogged down by self-doubt. Women, as



would deeply disagree with, and through engaging with people who saw the world completely differently to me - who challenged my assumptions and encouraged me to see the world through a broader lens. I recall going to hear

“... Studies show that women experience Imposter Syndrome at almost double the rate that men do. My advice to young women is to go for it, be bold, stretch yourself ...”

a generalisation, usually stop and ask, ‘Am I really qualified enough to do that? Am I ready for that?’ There is a whole series of questions that, on average, women ask (and) that on average, men don’t. Studies show that women experience Imposter Syndrome at almost double the rate that men do. My advice to young women is to go for it, be bold, stretch yourself.”

There is one pivotal lesson she learnt during early adulthood that she still carries today.

“Coming to study at Oxford as a Rhodes Scholar from New Zealand, one lesson that has stuck with me is that real leadership is about asking the right questions, not just having the right answers. There’s power in knowing what you don’t know. In tutorials at Oxford, students are expected to take a view and then to consider the opposite view and to argue each side cogently with evidence.

I found myself in lectures and seminars with world-class thinkers - some of whom I thought I

former US Secretary of Defence, Robert MacNamara, whose role in the Vietnam War, I had read a lot about and deplored.

I discovered a brilliant and thoughtful man with whom I did not agree but from whom I learned a lot. Listening, thinking and engaging does not have to mean agreeing or being co-opted.

Listening to diverse perspectives has shaped not only my academic work but also my understanding of leadership. It’s through listening that we build the trust and empathy necessary for not just for meaningful collaboration - in academia, in business and in government - but for building the unlikely coalitions that make change happen.”

In the role of Speaker, she’s spoken on many themes and topics. So strongly she feels about the latter mentioned above that if she had to present on a topic regarding governing one’s own path of life, it’s a view she would reinforce.



INSIGHTS FROM
Ngairé Woods

"I would focus on the value of 'unlikely coalitions', by which I mean finding common ground with people who are not like you or who have different views of the world, who you may think, at first, are your adversaries.

Learning how to find that common ground and find ways to work together. This, for me, is the recipe for lasting positive impact. If one partisan group (a political party or even a CEO) does one thing and their adversary or competition then comes to power and reverses it, and on and on, the world is unlikely to be getting better. 'Unlikely coalitions' are harder and harder for people to build as social media, identity politics and polarization force people apart. But these are the forums in which you learn the most and do lasting things.

She continued, "I find myself sharing with students, anxious about which step they should take and when, that it's important to have a strong sense of your own values and purpose, of where you can be most useful, and what it is that you find deeply rewarding, which is often different to what the

"... Learning how to find that common ground and find ways to work together. ..."

world applauds you for doing or achieving. It's something people need to take time to think about. Life choices can feel like a series of buses rushing past and you have to know which bus you want to get on and which buses to let pass. I think that the wrong (but most common and obvious) answer is the careerist one to choose the one which most quickly takes you to the next rung on the ladder. Sorry for mixing metaphors! What is more interesting is to ask what you're missing and



“... It strikes me that when governments mess us, millions of people suffer, and equally, when they get it right, millions of people can benefit. ...”

whether you can build it into what you're already doing, or what your 'wildest dream' option would look like so that you build your own choices.”

As the founding Dean of the Blavatnik School of Government and Professor of Global Economic Governance at Oxford University, what motivates her?

“Simply put, the possibility of improving public service. It strikes me that when governments mess us, millions of people suffer, and equally, when they get it right, millions of people can benefit.

What motivates me is the need to help governments to do better for the people they govern. When I founded the Blavatnik School of Government at the University of Oxford with my colleagues and supporters, it struck me that we could do at least three things which would make a difference.

First, we could attract, nurture and retain really fantastic people in politics and in public service, by creating programmes which would reinforce that public service is important and worthwhile and create peer groups of brilliant people committed to it. Second, that we could support and encourage outstanding research which aims - more directly than other research - to help governments to do better. And third, that we could bring public leaders together regularly to learn more quickly and effectively from each other.

This is now what we are doing at the Blavatnik



School of Government. In our full-time Master of Public Policy, we select students from about sixty countries who have demonstrated that they are both brilliant and committed to public service and to action rather than simply ‘problem observing’. We have worked tirelessly to secure as many full scholarships as possible to support this work. Currently, 123 of 156 students are on full scholarships.

It’s exciting to see our alumni among the youngest ever Ministers in Yemen, Honduras and the UAE; Ministers in Bulgaria, Slovenia and Mongolia; Germany’s youngest Mayor; Members of Parliament in the UK, Canada, Brazil, Ukraine, Poland, Panama; NGO leaders and activists; and senior civil servants in over fifty different countries.

They give me real hope for the future of public leadership across the world. We have built research programmes which are distinctive in always bringing lessons from different countries to the table and finding practical implications for governments. (It can be) on how to reduce corruption, how to transform education systems, how to help governments take impactful actions on climate and nature or how the public sector can effectively work with the private sector.

“... It’s exciting to see our alumni among the youngest ever Ministers in Yemen, Honduras and the UAE; Ministers in Bulgaria, Slovenia and Mongolia; Germany’s youngest Mayor; Members of Parliament in the UK, Canada, Brazil, Ukraine, Poland, Panama ...”

And finally, I love seeing groups of senior political leaders and public officials regularly using the School as a ‘safe place’ to come together, to train, to seek to bridge divides, to take stock and to relaunch outstanding public leadership.”

Prof. Woods co-founded the Oxford-Princeton Global Leaders Fellowship program with Robert



INSIGHTS FROM
Ngairé Woods

O. Keohane. Asked to explain the fundamental objective/s of this programme, she said, “The Oxford-Princeton Global Leaders Fellowship, which formally ended in 2018, was created to bring a more diverse set of views and questions to the study of global economic governance at a time when debates about reform were almost entirely undertaken by G7 country nationals. It succeeded in bringing a new set of voices, questions and research to those debates.

The highly competitive fellowship provided winners from developing and emerging economies with an opportunity to do post-doctoral research at Oxford and Princeton. Outstanding scholars from India, Burkina Faso, Brazil, Vietnam, Niger, Paraguay, Nigeria, Ghana and beyond each spent a year in Oxford and a year in Princeton. Subsequently, many have gone on to brilliant careers in their own countries leading or building Universities or think-tanks, as well as in public leadership roles.”

With decades of experience under her belt, she has witnessed the shifts, turns and patterns of the students who have traversed the learning institution. Based on her experiences, would she

“... **The highly competitive fellowship provided winners from developing and emerging economies ...”**

say there has been a marked difference between how Millennials and Gen-Zers approach University pursuits (studying, socialising, treating with responsibilities) as opposed to, say, those of the Gen-X bracket?

She stated, “Millennials and Gen-Z are said to be more mission-driven than previous generations. I definitely see that our students care deeply about global issues, whether it’s climate change, social justice or AI and technology, and they want their education to reflect their desire for impact.”



Preparing students for the 'real world' is certainly a key objective. While the framework of academic development is essential, there is room for additional development. Reportedly, there is a growing concern that organizations were beginning to lean more towards soft skill capabilities instead of mainly focusing on hardcore tertiary qualifications for the hiring process. Does she foresee educational institutions including some measure of soft skill training in their programmes? Does she support this move by organizations?

Prof. Woods replied, "Academic rigour will always be important and all of our Master of Public Policy students cover an intensive range of core modules in subjects from Economics to Law to Philosophy. But soft skills – communication skills, negotiation skills, collaboration skills – are equally as important for navigating the world today.

At the Blavatnik School, our curriculum is shaped in a way that encourages students to develop and hone these skills throughout the year. Outstanding public leadership requires more than technical expertise. It requires the ability to build coalitions, foster trust and inspire action."

"... Soft skills – communication skills, negotiation skills, collaboration skills – are equally as important for navigating the world today ..."

A true champion of inspiring change and action, she has used many a forum and platform to make her mark. She has written several books, having published extensively on international institutions, the global economy, globalisation and governance. Numerous articles on international institutions, globalisation and governance have been published as well and she has presented documentaries for BBC Radio 4 and BBC Two. Which process of these creative categories did she enjoy the most and why?



Said Prof. Woods, “I love engaging with ideas in many different ways. Reading books and articles. Listening to reports. Debating with people who have different views. Deliberating with a group of experts. Observing how something actually works in practice. Speaking with those who are involved. Listening to how they frame what they are doing and why. Comparing what I am learning to similar but always different contexts.”

With her research that has focused on how to enhance the governance of organisations, the challenges of globalisation, global development and the role of international institutions and global economic governance, what would she say is a common thread of concern, so to speak, if any, among these areas?

“The common thread is effective institutions which make human co-operation, prosperity and well-being possible. To be effective, an institution, whether an international organization, a national government or a global corporation, must be trusted - at least to a degree - and accepted as legitimate. The more trust and legitimacy an institution has, the more likely its stakeholders will comply with mutually agreed rules. The less trust

INSIGHTS FROM Ngairé Woods

“... The common thread is effective institutions which make human co-operation, prosperity and well-being possible ...”

and legitimacy, the more costly it will be to get that compliance and to operate.

In the end, I am both sober and optimistic about making institutions work better. I am sober in the sense that I can see the obstacles, from individual human behaviour, to global geopolitical competition. I am an optimist because I see the way combining a wide range of tactics can bring about change, from small changes in how an organization is managed, to much grander



schemes to create competing institutions. Albert Hirschman's famous essay on Exit, Voice and Loyalty for me is a handbook of forces which can combine to bring about change."

Having seen how the world works and how institutions operate, she is proud of the impact she and her partners in institution have made. Being asked when she is the happiest, she had this to say. "When I see the impact of the work that we do at the Blavatnik School in action - whether that's a former student leading policy reforms in their home country or two students from completely different countries and backgrounds finding common ground on which they can build. Outside of work, I am happiest when with my husband and children, preferably outdoors hiking, or on a sailing boat, up a mountain or on a bike trail."

Knowing what she knows, if she could have it her way, what changes would she make to tertiary education, generally speaking?

"Tertiary education, from technical training to Universities, covers a lot of different things but it should always be about giving people the confidence and the skills they need to be their best

self. That means ensuring access to the right places, ensuring that the pedagogy is right. There is a website called Opportunity Insights which I closely follow. It is packed full of data about the US tertiary education system and delivers some powerful and challenging insights about who is being educated to the best effect, where, how, and why. There is an agenda for reform in that.

"... I am sober in the sense that I can see the obstacles, from individual human behaviour, to global geopolitical competition. ..."

My vision of a University since I work in one is that it exists to build and to hold knowledge for society,



INSIGHTS FROM
Ngairé Woods

with a duty to share that knowledge when and how the society wants and needs it. This is not just scientific knowledge, it is equally the knowledge (for any community) of who we are, where we have come from, why we do the things we do, what errors we have made in the past and what has brought about success. This year's Nobel Prize winners, Acemoglu, Johnson and Robinson, do a great job of this on the entangled relationships between colonialism and democracy. Universities, for me, should serve the societies within which they sit, building knowledge and research and ensuring they share it whenever it is needed or could make a difference.

In the area of public policy and government, I think it's useful to bring real-world challenges into the classroom and have students not just 'play' at policy but really internalize what it means to have to take a position on an issue, with consequences.

At the Blavatnik School of Government, we do this in a variety of ways. We do class-wide simulations which run for three weeks. We have a Case Study Centre, which develops case studies that use real-life scenarios to illustrate complex policy ideas and difficult managerial challenges.

"... This year's Nobel Prize winners, Acemoglu, Johnson and Robinson, do a great job of this on the entangled relationships between colonialism and democracy ..."

Participants are put in the shoes of public sector leaders who have had to make difficult decisions, with cases featuring real-life situations – from crisis management during the COVID-19 pandemic, to education reform in Brazil – and decisions by, among others, the US Attorney for the Southern District of New York, the Vatican's financial regulator, the Commissioner of London's Metropolitan Police and Colombia's Finance Minister.



INSIGHTS FROM
Ngairé Woods

These cases also give students a practical way to learn academic theories and to determine how those theories might work out in real life settings. We use this method not just in our Degree programs but also in our shorter executive programs that we run for senior public leaders across the world.”

With her wealth of experiences, one might say that Prof. Woods has seen it all and heard it all. As much as she teaches, she has learnt a lot too.

What is one personal or professional experience that significantly changed her outlook on life and/or people?

She shared, “I don’t think I learnt this from a single experience but from a growing number of experiences which taught me that you can use your position ‘in the room’ to change things and that small changes can set in train, things which lead to much larger changes, and that often, this is the best way to bring about change. It permits many others to join in at their own pace.

A younger me suspected that small incremental changes were just a way of being fobbed off - and

“... Recently,
**the Blavatnik School
of Government
welcomed 156 students
from 63 countries ...”**

sometimes they are - but creative people who seek the right small changes know better!”

Recently, the Blavatnik School of Government welcomed 156 students from 63 countries. So, we can safely conclude that the School has made quite an impression on aspiring leaders on a global scale.

Article **END**



CHINA UNVEILS PLANS FOR LUNAR STATION AND SEARCH FOR HABITABLE PLANETS

Technology Trends, Global Trends Magazine, 21st Edition 2024

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hina has outlined plans for a lunar space station and the search for habitable planets, as part of its space program running from 2024 to 2050. A manned lunar mission is expected soon, marking a major step in China's space ambitions.

TECH TRENDS

Ding Chibiao, Vice President of the China Academy of Sciences, announced that the lunar station will be built in phases, with completion between 2028 and 2035.

This station will serve as a hub for exploring the solar system and studying other planets.

The mission aims to find planets that could support life and explore cosmic mysteries like the origins of the universe. By 2050, China aspires to lead in space science and deepen humanity's understanding of Earth and beyond.



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The Presidential Perspective:

THE PELICOT CASE

Former President and Vice President of the Republic of Ecuador, Board of Advisors Member, Global Chamber of Business Leaders, former Secretary General of the Amazon Cooperation Treaty Organization

Dominique Pelicot and fifty other men have been accused. They are being prosecuted in French courts for the rape of Gisele Pelicot, a courageous woman, grandmother, and retiree from a French company, who dared to denounce the indignities committed by her husband. After drugging her, he would invite a series of men to rape her while she was unconscious.



As evidence, she presents the horrifying videos that the depraved rapist recorded of the assaults, which he had stored under the title "abuses." This has shocked French and global society, which has overwhelmingly expressed support for the victim: Gisele Pelicot.

This trial, in which the videos are presented as evidence against the accused, is also a brutal indictment of patriarchal societies—those that use women as objects, as things upon which to unleash their basest instincts. It also highlights, once again, the violence to which women are subjected, with their own homes, as we have said many times, being the most dangerous places.

We know that a large part of the crimes against women are committed by people close to them, from their surroundings, crimes that involve physical, sexual, and psychological violence, which undermine women's abilities, their self-esteem, and their performance in the very societies they belong to.

The Pelicot case, monstrous in every dimension, must be resolved with the harshest penalties for the rapists, especially the husband, the instigator and perpetrator of all the atrocities committed against his wife.

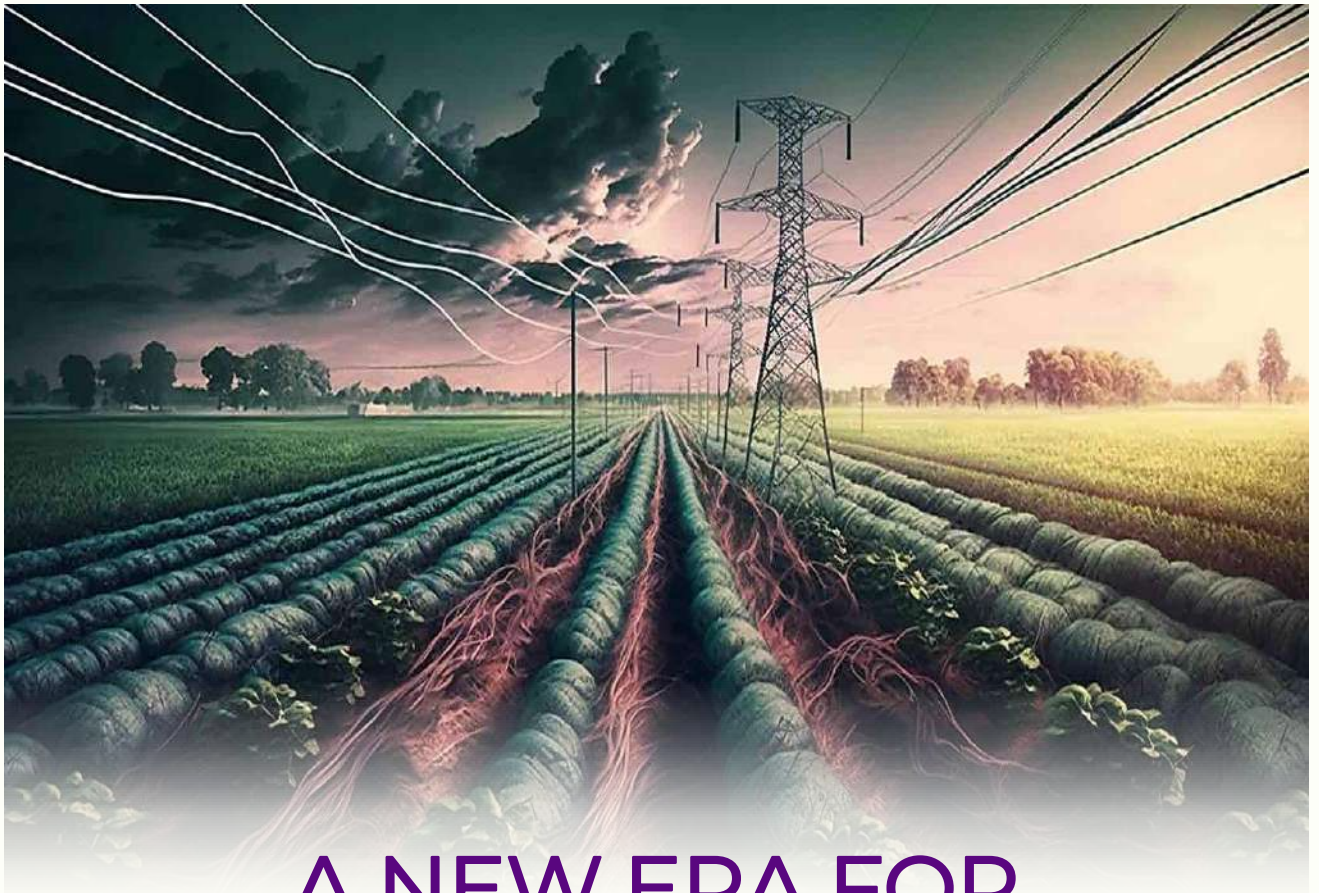
It should serve as a lesson, a warning, as the complainant herself says with great courage. She does this for all other women, those who suffer violence, those who are permanent victims of harassment, violence, and rape, as in this shameful and distressing case.

H.E. Rosalía Arteaga is a prominent Ecuadorian politician and lawyer who served as Ecuador's first female President in 1997. She previously held roles as Vice President and Minister of Education. Arteaga is also known for her advocacy in education, women's rights, and environmental issues, and has authored several books on these topics.

Presidential COLUMN

GTM





A NEW ERA FOR SUSTAINABLE FARMING

Technology Trends, Global Trends Magazine, 21st Edition 2024

Bioengineers have developed a breakthrough system called "electro-agriculture," designed to replace traditional photosynthesis with a more efficient, sustainable process. By using solar energy, this method converts carbon dioxide (CO₂) and water into acetate, a nutrient source for plants, at an efficiency rate of around 4%—four times higher than natural photosynthesis.

TECH TRENDS

Here's how it works: solar panels power a chemical reaction that produces acetate, a compound similar to vinegar. Plants are then genetically modified to absorb acetate directly, bypassing the need for photosynthesis.

This innovation could dramatically change agriculture, reducing the land needed for farming by up to 94% and enabling multi-story indoor farms powered by external solar panels.

Electro-agriculture offers a solution to traditional farming's high water, fertilizer, and land demands, allowing for resource-efficient, climate-independent food production in controlled environments. This shift could make agriculture more resilient to climate change while lessening its environmental footprint.



BUSINESS LEADERS
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SURGE ACTION ON POLLUTION GLOBAL NEGOTIATIONS

Plastic pollution, Global Trends Magazine, 21st Edition 2024



BUSINESS LEADERS URGE ACTION ON PLASTIC POLLUTION AHEAD OF CRITICAL NEGOTIATIONS

As the fifth session of the Intergovernmental Negotiating Committee (INC-5) approaches, the Business Coalition for a Global Plastics Treaty has released an open letter, urging world leaders to take decisive action on plastic pollution at a global scale. The letter calls for a binding, ambitious treaty that could transform the policy landscape, bolster national legislation, and empower businesses to scale up effective solutions in key sectors like packaging.

A Call For Global Standards And Harmonized Legislation

Addressed to Heads of State, the letter emphasizes that an “ambitious treaty with binding global rules” presents a unique opportunity. It can help harmonize fragmented policies across countries, making it easier for businesses to operate while adhering to consistent standards. Such global rules could reduce long-term public spending on waste management, a burden that many governments face, while also encouraging investment that could create jobs throughout the plastic value chain.

The coalition stresses that a treaty focused solely on voluntary measures would be inadequate, warning that such an approach could delay meaningful action by decades. They argue that without binding agreements, businesses would

face an increasingly complex and disjointed regulatory environment, leading to higher costs and greater operational challenges. “A treaty based on voluntary measures alone risks delaying action by decades,” the letter states, underscoring the urgency of binding commitments to tackle plastic pollution effectively.

Key Business Leaders Join The Push For Binding Global Rules

Prominent CEOs have thrown their weight behind this call for global action. Signatories include Antoine de Saint-Affrique of Danone, Barbara Martin Coppola of DECATHLON, Laurent Freixe of Nestlé, Samuel Sigrist of SIG, and Tom Szaky of Terracycle. Their involvement reflects the increasing recognition among businesses that global cooperation is essential to combat plastic pollution, and that voluntary efforts, while valuable,



are insufficient to address the crisis at scale.

The business leaders are calling for a set of concrete measures to be agreed upon at INC-5. These include establishing global criteria and lists to restrict and phase out chemicals of concern, as well as problematic and unnecessary plastic products. They advocate for sector-specific strategies and global standards for circular product design, particularly in plastics used for packaging.

Additionally, they seek common definitions and key principles for implementing Extended Producer Responsibility (EPR) schemes, which are critical for holding producers accountable for the lifecycle of their plastic products.

Global Chamber Of Business Leaders Supports The Call

Among the members of the Business Coalition for a Global Plastics Treaty is the Global Chamber of Business Leaders (GCBL), the parent organization of the Global Trends Magazine.

This strategic alignment underscores GCBL's commitment to advocating for comprehensive global solutions to the plastic pollution crisis. By lending its support to the coalition's efforts, GCBL aims to promote a treaty that facilitates sustainable business practices while addressing the pressing environmental challenges posed by plastic waste.

"...The Business Coalition for a Global Plastics Treaty's call for action aligns closely with the goals of the High Ambition Coalition to End Plastic Pollution (HAC), which has also issued a strong statement ahead of INC-5 ..."

Building On Progress And Addressing Remaining Challenges

In a conversation with Erin Simon, Vice President and Head of Plastic Waste and Business at WWF, she highlighted some of the positive developments and ongoing disagreements that emerged from INC-4. Notably, there was progress on issues like the creation of lists of problematic polymers and chemicals, along with a mandate for additional intersessional work.

However, Simon emphasized a critical gap: the lack of a commitment to reducing the production of primary plastic polymers, a key contributor to the plastic waste crisis.

The Business Coalition for a Global Plastics Treaty's call for action aligns closely with the goals of the High Ambition Coalition to End Plastic Pollution (HAC), which has also issued a strong statement ahead of INC-5.

The HAC, representing over 60 countries including Japan, Australia, Rwanda, and Kenya, has committed to pushing for a legally binding treaty that aims to end plastic pollution by 2040. WWF has welcomed this stance, vowing to hold the coalition accountable for its commitments during the INC-5 negotiations.

The Path Forward: Collaboration For A Sustainable Future



The business leaders behind this initiative recognize the need for close collaboration with policymakers to achieve a practical and effective global treaty.

While voluntary industry initiatives have led to “significant alignment” on certain aspects of the issue, the Coalition makes it clear that these efforts alone cannot achieve the scale of change required to curb plastic pollution.

The letter concludes with a readiness to “work together with policymakers across the world on this critical task,” signaling a willingness to contribute to a unified and effective global effort.

As INC-5 draws nearer, the stakes are high. Businesses, environmental advocates, and governments are coming together to address one of the most pressing environmental challenges of our time.

A binding global treaty could mark a turning point in the fight against plastic pollution, offering a chance to protect ecosystems, reduce waste, and create a more sustainable future for generations to come.

ArticleEND

“... As INC-5 draws nearer, the stakes are high. Businesses, environmental advocates, and governments are coming together to address one of the most pressing environmental challenges of our time ...”



The Thought Leader:

SOUTH AMERICA'S AGRICULTURAL POTENTIAL

Suresh Ramkissoon, GCBL Delegate for Guyana

With the global population now exceeding eight billion, food security has become an urgent international priority. In this context, South America holds a unique advantage, offering vast expanses of fertile land, plentiful freshwater resources and tropical climates ideal for high-yield agriculture.

Agriculture in the region, once perceived with a degree of stigma, has experienced a transformation. Today, investors from diverse business sectors are embracing the field, proudly supporting the modern farmer's role. To meet the demands of competitive global markets, South American farmers are focused on producing high-quality goods at scale, employing cutting-edge technology, data-driven methodologies and precision agriculture techniques to achieve maximum productivity and sustainability.

The region is also pioneering efficient remote systems, such as drone-controlled spraying for insect management, which contributes to higher productivity and sustainability. This innovation, combined with advanced data analytics, has led to a consistent rise in production efficiency, helping meet global food security objectives, particularly in Latin America.

Global connectivity, efficient transportation and modernized supply chains have broadened export opportunities, enabling South American producers to introduce new agricultural products to both established and emerging markets. This is particularly advantageous for highly perishable products, such as fruits and vegetables, which now benefit from enhanced processing, packaging and preservation techniques, extending shelf life and facilitating easier export.

One notable trend is the rapid growth in vegan and plant-based products. Leading companies are developing an impressive selection of plant-based foods, including alternatives to beef, sausages, bacon, chicken and hamburgers - all crafted from fruits and vegetables. These products mimic the texture and flavour of traditional meats, while offering extended shelf life, making them increasingly attractive to global consumers.

The rise in efficiency, productivity and export volume, alongside a commitment to environmental balance, has ushered South America into a new era of food security. For example, rice production across the region illustrates this shift. Since 1980, the land required for rice production in Brazil has decreased by 75%, going from 6.6 million hectares to 1.7 million hectares, while output has increased by 315%, according to official EMBRAPA data.

In conclusion, the industrialization and modernization of South American agriculture are transforming the region into a key global supplier capable of meeting the demands of a rapidly growing population. By embracing innovation, enhancing production efficiency and fostering environmental sustainability, South America is not only elevating its competitive edge but also contributing significantly to global food security. With a strategic focus on quality, scale and market expansion, the region stands poised to shape the future of agriculture and redefine its role in the world economy.

Suresh Ramkissoon is a prominent entrepreneur from Guyana, recognized for his work in mining and business development.

He serves as an executive member of the Global Chamber of Business Leaders, representing Guyana's interests internationally and promoting investment opportunities in the country's expanding oil, gas, and mining sectors.

Recently, he was involved in a notable legal case concerning land use with the Isseneru Village Council, which brought attention to regulatory challenges in resource management in Guyana.

PROSE OF BUSINESS





HOW SMART DIETARY CHOICES CAN PREVENT UP TO 40% OF CANCERS

Society News, Global Times Magazine, 20th Edition 2024

In the quest for healthier living and disease prevention, the choices we make in our daily diet play a crucial role. As per the American Institute for Cancer Research and the World Cancer Research Fund, a significant 30 to 40 percent of all cancers can be prevented through proper dietary habits and regular exercise.

With such compelling evidence highlighting the impact of diet on cancer prevention, the importance of mindful eating cannot be overstated.

Oncologist Dr. Lori A. Alfonse, a passionate advocate for preventive healthcare, has found her go-to snack that not only satiates her mid-day cravings but also offers potential cancer-fighting benefits. Dr. Alfonse's snack of choice? A simple handful of mixed nuts comprising almonds, cashews, and pistachios.

The Nutritional Powerhouse:

Why Nuts Are A Smart Choice

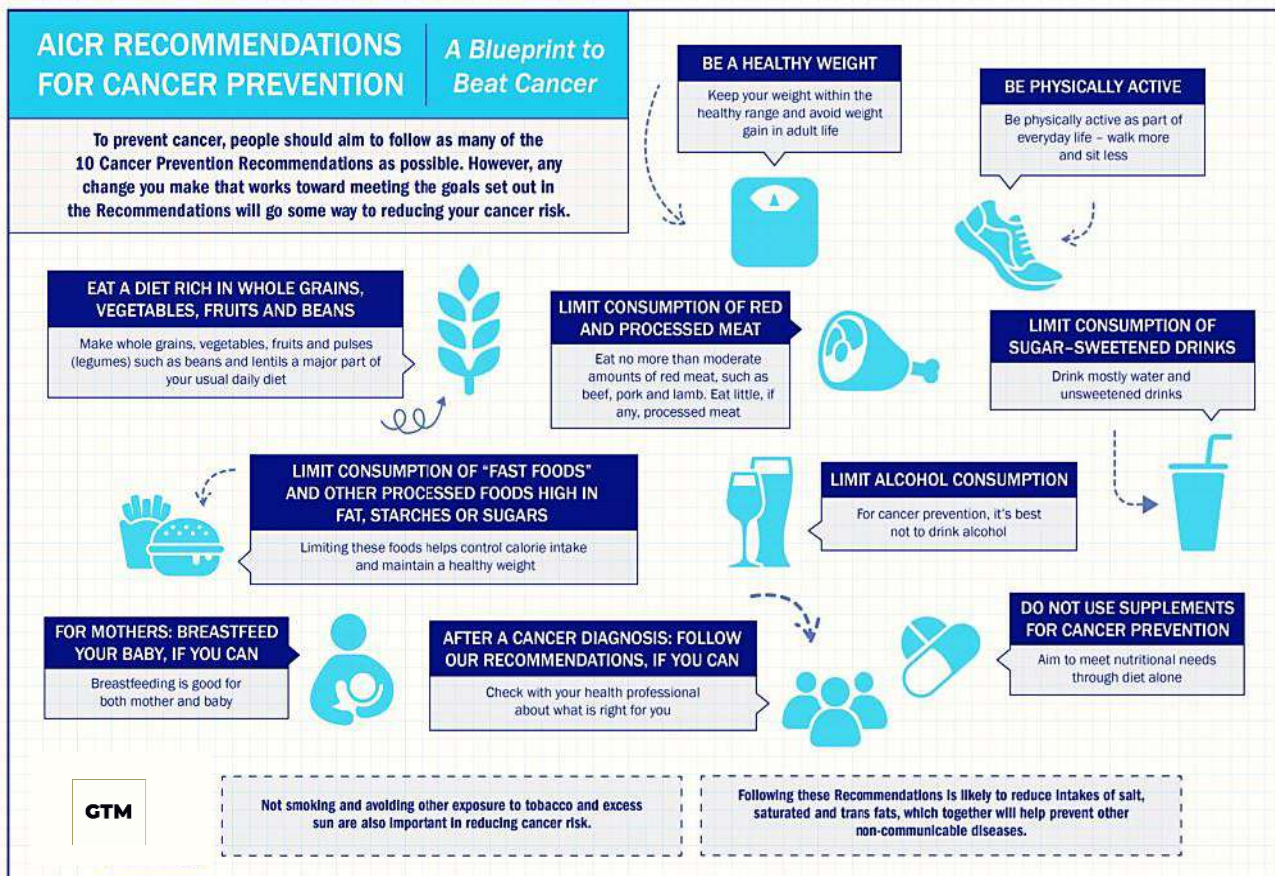
Nuts have long been celebrated for their nutritional richness, serving as a powerhouse of

Cutting Cancer Risk

To reduce the risk of cancer, consider cutting out sugary drinks and processed snacks, and instead, focus on staying hydrated with water while snacking on nutrient-rich nuts and seeds.



GTM



essential nutrients. According to a 2023 study, incorporating just 28 grams of nuts into your daily diet—equivalent to a small handful—can lead to a remarkable 21 percent reduction in cancer mortality.

So, what makes nuts such a potent ally in cancer prevention? The answer lies in their rich profile of bioactive compounds. These compounds have demonstrated anti-inflammatory properties and the ability to inhibit the formation and proliferation of cancer cells.

Furthermore, nuts are a fantastic source of protein, fiber, vitamin E, and folic acid—nutrients that have been linked to various health benefits, including cancer prevention.

Choosing the Right Nuts:

Dr. Alfonse's Tips

While nuts offer a plethora of health benefits, not all nuts are created equal, especially when it comes to store-bought options. Dr. Alfonse emphasizes the importance of opting for unsalted and unsweetened varieties to reap the maximum health benefits.

To enhance the flavor profile of your nuts without

compromising on health, Dr. Alfonse suggests experimenting with different spices. Whether it's a sprinkle of rosemary, thyme, dill, or turmeric, adding a dash of these aromatic spices can elevate the taste while further boosting the nutritional value of your snack.

Conclusion:

Snack Smart For Better Health

Dr. Alfonse's snack choice serves as a testament to the transformative power of simple dietary changes. By incorporating nutrient-dense foods like nuts into our daily snacking routine, we not only satisfy our taste buds but also take a proactive step towards reducing our risk of cancer.

As we navigate our busy lives, it's essential to remember that every food choice we make contributes to our overall health and well-being. So, the next time you find yourself reaching for a snack, consider opting for a handful of nuts—you'll be making a choice that's both delicious and health-promoting.

Article **END**



GANT

The OLOID TEC

RHYTHMIXX®
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EXCLUSIVE
Interview

TOBIAS
LANGSCHEID

Rhythm Of TECHNOLOGY

Exclusive Interview, Global Trends Magazine, 21st Edition 2024



Tobias Langscheid, based in Basel, Switzerland, has chosen a fascinating career. One might find it peculiarly interesting if they get a glimpse into it all. He describes his days as “extremely varied and entertaining”.

From music to gardening to Oloid entrepreneurship. That has been his journey from early adulthood to this current time.

Langscheid's worklife surrounds the intricacies of Oloids. He explained, “The name ‘Oloid’ comes from the Greek word holos and means ‘the whole’. He gave an overview of his journey and day's work.

“I live in Basel near the train station and our office is 700 meters from my home. Below my office are the archive and exhibition rooms of the Paul Schatz Foundation.

For 18 years, I have been the Managing Director of Kuboid GmbH, which distributes design objects, publications and the Rhythmixx. This company has the task of promoting the idea of the Oloid through the beauty of the object and with practical applications such as lamps and the Rhythmixx for the kitchen.

Continuing, he said, “I have recently founded Kuboid Invest AG and Oloid Tech AG with partners

to develop completely new and unknown products for the world market. To this end, we are looking for professional partners for research and development, and later, also partners for distribution.

I had been exhibiting the Oloid for five years in four different countries. My hope was to find a company that understood the Oloid and had the innovative courage to develop machines together with me. A journey into the unknown, like Columbus, Livingston and other explorers of the world back then. Me and my brother Christoph, as well as some friends, did not find the necessary understanding and willingness to take risks outside the Paul Schatz Foundation. The alternative was to do it ourselves or give up. However, giving up was never the driving force.

We started in the Summer of 1993 with very little



**The Rhythm Of
OLOID TECHNOLOGY**
TOBIAS LANGSCHEID

capital. In spring 1997, the first machines were running in sewage treatment plants, nurseries and composting plants. Today, Oloid machines are in operation in 25 countries and there are certainly more than a thousand Oloids in use for water. Complex machines can only be developed if many

“... A technology of the future with real solutions can only develop from a holistic understanding of nature ...”

specialists are deployed at the right time and all respect each other.

Referring to the parallels of his early life job exploits and his subsequent paths, he discerned, “Not only do you have to be able to play your instrument well but it is also much more important to listen carefully to what the other person knows and does. A good musician learns this quality, especially when playing in an orchestra. In a good company, everything happens in a flow, the music is always flowing too.

As a good gardener, you want to learn to understand nature and all living things in their overall context. It is fascinating that nature has no energy problems and no waste. It is a holistic process. All the problems with environmental pollution, waste and energy shortages in human society are related to the fact that we still have little understanding of the natural context. A technology of the future with real solutions can only develop from a holistic understanding of nature.”

Thirty years ago, he and his team succeeded in establishing the Oloid for water purification. In simple terms, how does the Oloid relate to water purification?

Explained Langscheid, “There are various technical aids for purifying water. Movement and oxygen are the key elements for the biological purification of water. All over the world, countless micro-organisms process and digest enormous quantities of biological pollution caused, for example, by humans or livestock farming. The Oloid moves large volumes of water in municipal and industrial sewage treatment plants, in fish farming, in agriculture but also in ponds and lakes. The rhythmic and gentle movement of the Oloid mixes oxygen with the water and promotes



**The Rhythm Of
OLOID TECHNOLOGY**
TOBIAS LANGSCHEID

microbial life. The movement of the Oloid is like that of a fish fin and therefore, requires hardly any energy."

Talking about the entry into the water and wastewater market with Oloid technology and

"... Only a small percentage of people realised the huge benefit the Oloid could be to water and the environment ..."

what prompted this path into entrepreneurship in this area, he said, "The foundation stone was laid in 1993. Entering the market was difficult because in 1997, customers in Europe were paying the equivalent of 3–5 eurocents per kWh! Today the price is between 25–45 eurocents. We were laughed at because of the energy-saving argument. We were only able to assert ourselves on the market because the Oloid was able to solve difficult wastewater problems in municipalities and industry. We also served places where there was no electricity as we were the first to be able to use photovoltaics at all because of the low energy requirements."

A significant role in inspiration for this career path was carved by his grandfather, Paul Schatz, who was a master at his work.

Langscheid's long-held view of his grandfather was that his vision of the future for a humane and nature-friendly technology was not understood to a great extent. Additionally, only a small percentage of people realised the huge benefit the Oloid could be to water and the environment.

With love and admiration, he spoke of his dear grandfather, highlighting who he was and what his genius entailed.

"He had an extensive education. In addition to mathematics and mechanical engineering, he was also an artist and wood sculptor. His overall view of the world was to build a bridge between science and art. Among other things, this allowed him to discover that all geometric bodies can be turned inside out. This idea of inversion is philosophical but also interesting for technology. It is the basis for a rhythmic technique. In this way, he also found a bridge to nature.

All natural processes are also rhythmic. Our blood



circulation and our breathing take place in a basic rhythmic pattern of 1:4. When we breathe once, we have approximately 4 pulse beats. Everyone can observe this in themselves. When we walk, we alternate rhythmically between the left and right foot. We oscillate like the Oloid. When the Oloid rolls on the ground, it creates a meander, lurching once to the left and once to the right. Like the fish with its fin. No fish has a rotor at the back of its tail! These things struck my grandfather as an important principle of life. He found mathematics and kinematics. That is the genius of his overall view."

Once the Director of the Paul Schatz Archive and Foundation in Basel, he has since given the reins to his brother, Christoph.

"I was one of the Founders of the Foundation and managed it for 22 years. Now, my brother Christoph has taken over my role because I want to realize larger commercial projects with the partners again. The role of the Foundation is to protect the extensive archive of letters, patents, drawings, prototypes and geometric models and to make them known to the public. There are over 22,000 letters, poems and mathematical calculations that we would like to preserve for posterity.

The Paul Schatz Foundation is a non-profit organization and relies on donations and sponsors

to carry out its work professionally. It has repeatedly organized exhibitions on the work of Paul Schatz."

Langscheid has had numerous exhibitions and lectures in Europe about the Oloid and the

"... When the Oloid rolls on the ground, it creates a meander, lurching once to the left and once to the right ..."

inversion technique. In layman's terms, he described what the inversion technique is.

"It's about mechanical movement. We are all familiar with rotation and back and forth movement or translation. Both movements are two-dimensional and do not geometrically exchange the outside with the inside. Inversion is firstly, a three-dimensional movement and geometrically, the inside is exchanged with the outside. When we exchange the inside with the outside in clothes such as socks or a T-shirt, this is



The Rhythm Of
OLOID TECHNOLOGY
TOBIAS LANGSCHEID

an everyday process. Understanding this geometrically is again highly complex. In 1929, Paul Schatz discovered how to turn a cube inside out. The edges of the cube make three-dimensional figure-eight loop movements, which can be used technically. This was his first ingenious discovery.

“... Confidence in one’s own abilities and (that) setbacks are challenges to strengthen and expand these abilities ...”

I have models and drawings available at exhibitions and lectures which help with understanding. Unfortunately, this is missing in an interview.”

The Global Chamber of Business Leaders (GCBL) welcomes innovation in various fields and there’s a special interest in creating improved standards of the earth and all that is within it. How does he think the GCBL and similar organisations could lend simple support to movements like his?

“Oloid and inversion technology offer new products and processes for air conditioning, energy generation and mobility. All of this can only be realized with innovative and far-sighted business leaders. When the right entrepreneurs and their structures come together, the investment is an important side effect to implement these ideas innovatively and efficiently as a team. We look forward to future exchanges.”

With wide-ranging pockets of experience, what has been one of his biggest lessons in business?

Stated Langscheid, “That patience will and perseverance can lead to success.” On a personal note, what did his grandfather instil in him from very young? “Amazement at the world and close observation.”, answered Langscheid.

Langscheid would like to leave his own legacy with his children. As a father in this ever-changing landscape of economics, business and societal influences, what fundamental principles would he like his children to always live by?

His one-liner response carried a string of emotions and a solid mindset with it. “Confidence in one’s own abilities and (that) setbacks are challenges to strengthen and expand these abilities.”

Article **END**

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The hand-operated **RHYTHMIXX®** is the world's first rhythmic 3-D mixer, manufactured in a Swiss manufacture for precision mechanics.

Kuboid GmbH developed this revolutionary device primarily for the healthy cuisine and fine dining, for those who attach great importance to a high quality of their drinking water.

The pulsing, double-swirled rhythm of the **RHYTHMIXX®** also revitalizes and structures any type of liquid. Drinking water, fruit juice, oil or wine are given an uplifted, enjoyable taste.

Rhythmizing with the **RHYTHMIXX®** also increases the gentle effectiveness of massage oils, cosmetic care products and pharmaceutical plant tinctures.





Youth Perspective:

THE UNSTOPPABLE FIRE: A JOURNEY OF YOUTH DEVELOPMENT

Ioanna Petrochilou, Columnist

I Imagine for a moment a spark of light, hidden deep inside a young person's heart. It's small, perhaps barely noticeable but it's there, waiting. This spark is more than just potential, it's the spark of something unstoppable. It's the fire of dreams, hope and everything a young soul could become.

The fire of someone who wants to change the world. But that fire, as fierce as it may be, needs to be stirred, protected and nurtured. This is what youth development is all about. Helping young people find that fire within themselves and letting it burn bright enough to change the world.

You, as a young person, are standing on the edge of something breathtaking. The future is in front of you, wide open, full of possibility. But here's the thing about the future: it doesn't just happen to you. You create it. Every choice you make, every dream you dare to chase, every setback you overcome are the brushstrokes on the canvas of your life. And the beauty of it is that it's entirely yours to paint. You are the artist of your life!

The Heartbeat Of Self-belief

There is one thing that lies at the heart of everything you are and everything you will be - belief in yourself. The world will throw doubts at you. It will try to convince you that you're not enough, that your dreams are too big and that you should play it safe. People may say you can't achieve your dreams because they seem too big, too far out of reach.

They will say many things to hold you back, not necessarily because they want you to fail but because that's all they know. But listen closely... None of that matters if you believe in your own worth.

Self-belief is not arrogance, it's not thinking you're better than others. It's simply recognizing the truth: You are capable. You are worthy. Even when life gets messy, even when you stumble and fall, your value remains. You can soar higher than anyone ever expected but to take that leap, you need to believe. You need to trust that the wings you've been given, the ones you're still growing, will carry you.

Embracing The Gift Of Failure

There's a secret that no-one tells you: failure is not your enemy. In fact, failure is one of your greatest allies. Every time you fall, every time something doesn't go the way you planned, you are not breaking, you are being shaped, strengthened and prepared for

I'm Ioanna, a leader who believes in the power of connection, empathy, and uplifting others. With a background in Project Management and as a Certified Proposal Management Professional (CPP), I've been privileged to lead global teams, blending structured processes with a passion for people. My approach to leadership goes beyond managing tasks—it's about creating spaces where individuals can thrive, grow, and shine.

Writing and public speaking are my platforms for inspiring others. In each role, I aim to empower people to see their potential and pursue their dreams. My work centers around Talent Management and People Development, where I strive to foster cultures that value each person's unique strengths.

YOUTH PERSPECTIVE



Youth Perspective:

THE UNSTOPPABLE FIRE: A JOURNEY OF YOUTH DEVELOPMENT

something greater.

Failure doesn't mean you're broken; it means you're building. Think of every setback as a brick. You can let those bricks pile up around you and create a wall that traps you, or you can use them to build a path, a path that leads you to where you're truly meant to be.

The truth is, every person who has ever achieved something incredible has failed, probably more times than they can count. The difference? They didn't let failure define them. They let it teach them. And you can do the same. Failure isn't the end of your story; it's just the beginning. Embrace your failures and turn them into greatness.

Finding The Fire Inside

You've probably heard people talk about passion, about finding what makes you "come alive." But here's the truth: your passion isn't something that suddenly appears in front of you one day. It's something you discover piece by piece, moment by moment, as you grow and learn more about who you truly are.

But passion isn't always loud or obvious. Sometimes it's quiet. It's the whisper in your heart that says, "This is what I was meant for." It's that feeling you get when you're doing something that fills you with energy, something that makes the rest of the world fade away. Don't worry if you haven't found it yet. It's there, waiting for you to uncover it. And when you do, hold onto it with everything you've got.

Rising Stronger Through Resilience

Think of a tree in a storm. The wind may bend its branches but it won't break because its roots are deep. You are that tree. The storms will come and they may bend you but they will never break you if you stay rooted in your strength, your values and your belief in yourself. No storm is bigger than you!

YOUTH PERSPECTIVE



The only thing you need is a plan. Think through your next steps and keep moving forward. Storms take something from us but they give us something too, a lesson! Take the lesson, set your sails and remember, the storm will pass!

The Power Of Connection

There's something magical about finding people who believe in you, those who see your potential even when you can't. As much as your journey is personal, it's also about the people you surround yourself with. Community is powerful. When you feel like you can't go on, your community will remind you of who you are. They'll lift you when you're tired, push you when you feel stuck and celebrate with you when you succeed.

Embracing Change With Courage

Life is full of change. It's the one thing you can count on. Sometimes it's exciting, like the start of a new chapter, and sometimes it's scary, like stepping into the unknown. But here's the thing about change: it's where growth happens. Every change you face is shaping you into the person you're meant to become. It's in those moments of uncertainty that you discover your true strength. You learn to adapt, to be flexible and to find opportunities where others see obstacles. Change is not something to fear, it's something to embrace.

Your Voice Matters

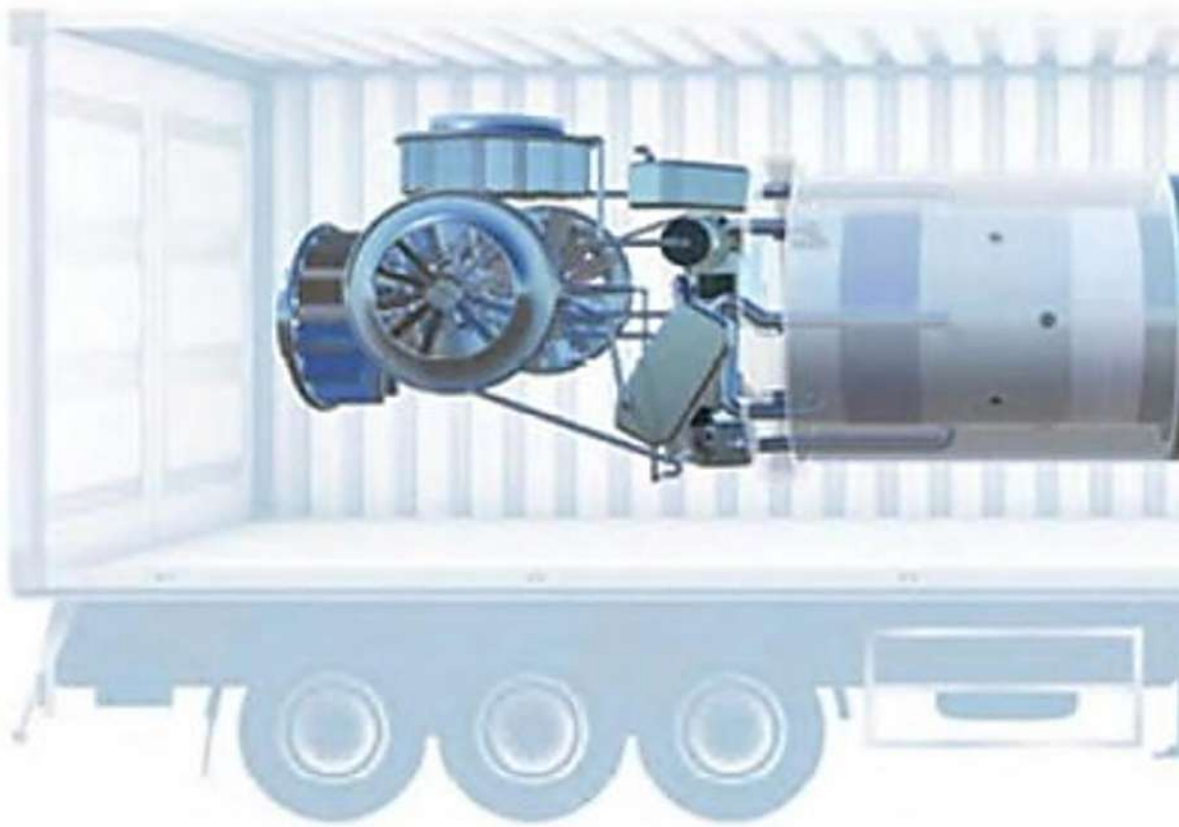
No one can tell your story like you can. Your voice is unique and it has the power to inspire, move mountains and to create change. Never silence your voice. Use it.

The Time Is Now

Don't wait for permission. Don't wait for the perfect moment. You are ready now. As you step into your power, remember: the journey ahead is as bright as the fire within you, ready to light up the world in ways you've yet to imagine.

This is your time. You are unstoppable!

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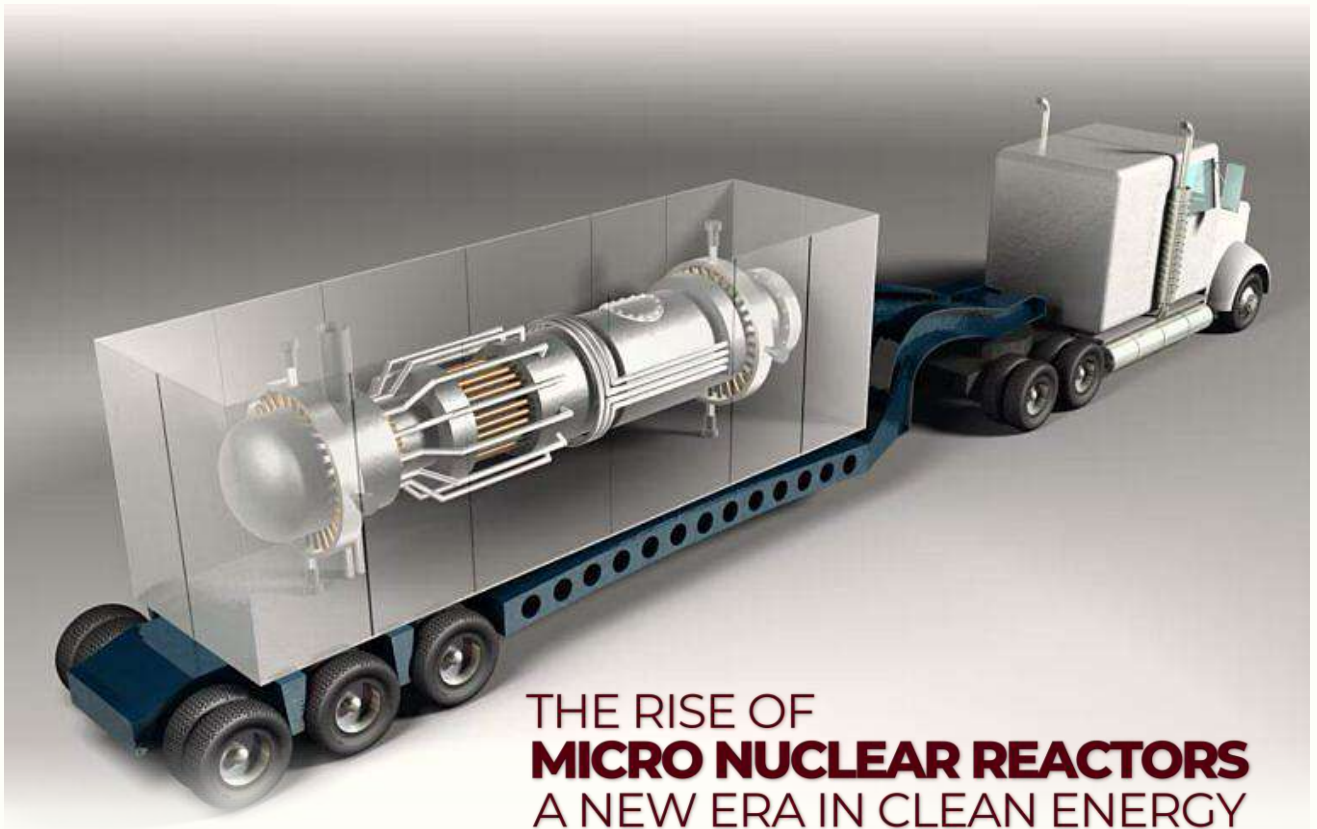


THE RISE OF **MICRO NUCLEAR** A NEW ERA IN C



AR REACTORS CLEAN ENERGY

Clean energy, Global Trends Magazine, 21st Edition 2024



THE RISE OF MICRO NUCLEAR REACTORS A NEW ERA IN CLEAN ENERGY

In the evolving landscape of energy solutions, micro nuclear reactors have emerged as a promising frontier, offering a groundbreaking way to meet the world's ever-growing demand for reliable and sustainable power. Capable of delivering up to 5 megawatts (MW) of power for a period of up to 100 months, these compact reactors hold the potential to produce a remarkable 1.2 petawatt-hours of energy over their lifetime. As the need for cleaner and more efficient power sources intensifies, these advanced reactors could be the key to revolutionizing energy production.

The New Face Of Nuclear: **Compact, Safe And Efficient**

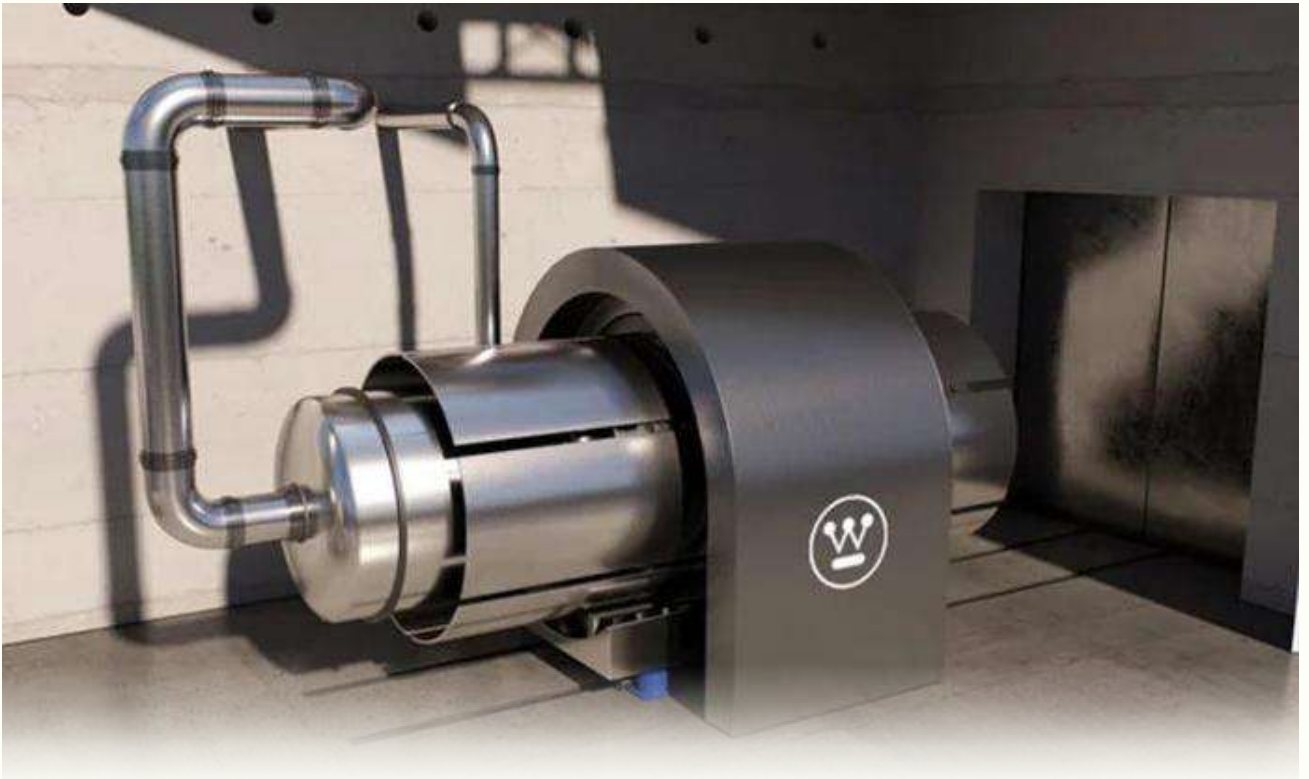
Unlike traditional, large-scale nuclear plants, micro nuclear reactors are designed to be smaller, safer, and more versatile. They use advanced technologies to deliver a stable output of power with minimal environmental impact. With a design that emphasizes simplicity and safety, some of these reactors are being engineered with few moving parts—essentially functioning like a large, nuclear-powered battery. This design minimizes the risk of mechanical failure and increases the longevity of the reactors, making them particularly suitable for continuous operation in remote or critical environments.

These compact reactors have the flexibility to be deployed in a wide range of settings.

From providing power to remote communities and industrial centers to serving as a reliable energy source for universities, mining operations, and even defense installations, their potential applications are vast. They can also be used as a reliable backup for renewable sources, ensuring energy stability when solar or wind power is not available.

Transforming Data Centers And Industry

One of the most exciting applications of micro nuclear reactors lies in their potential to support the growing energy demands of data centers and other energy-intensive industries. As global data consumption continues to rise, so does the power required to keep these facilities operational. Traditional energy sources, including fossil fuels,



have proven both unsustainable and environmentally taxing, making the shift toward cleaner alternatives more urgent than ever.

Micro nuclear reactors can offer a stable, carbon-free energy source that aligns with the global push toward decarbonization. Their ability to operate for extended periods without the need for frequent refueling or maintenance makes them ideal for industries that require a steady and reliable power supply. Moreover, they can help data centers reduce their dependency on conventional grid power, lowering costs and enhancing energy security.

Accelerating Innovation In Nuclear Technology

The development of micro nuclear reactors is part of a broader effort to advance nuclear technologies that are safer, more efficient, and adaptable to modern energy needs. Key initiatives are underway to expedite the testing, development, and deployment of these reactors, with specialized facilities and test beds being established to refine their design and performance. By focusing on rapid development cycles and collaboration with private companies, these initiatives aim to bring micro nuclear reactors to market within the next decade.

The timeline for commercialization is ambitious, with some prototypes expected as early as 2027 and commercial units potentially available by the

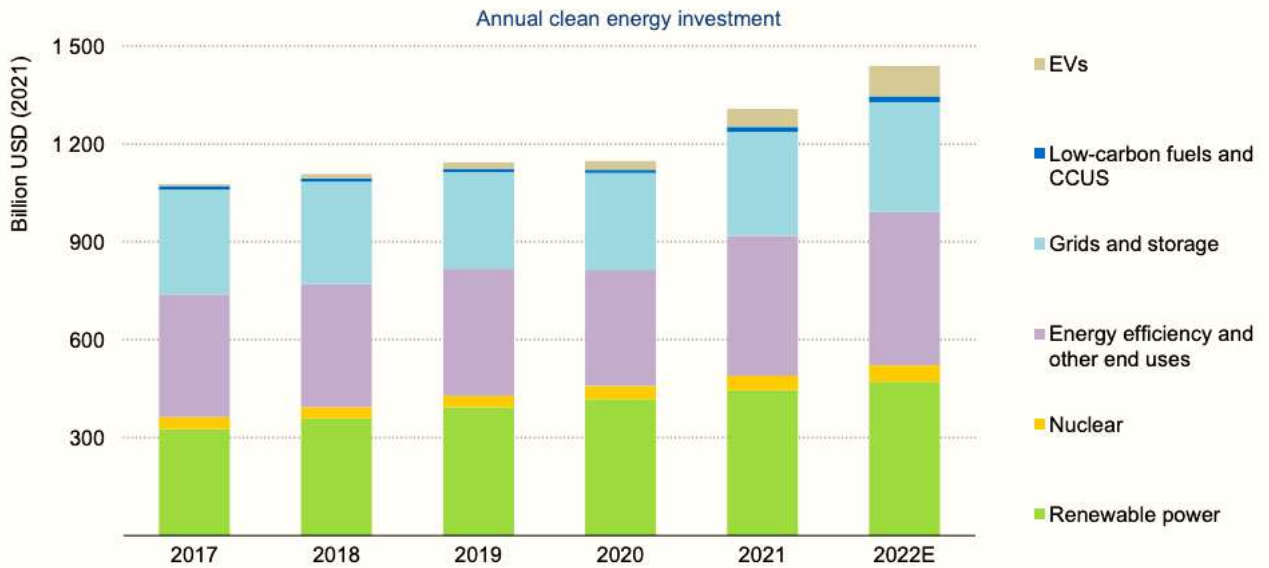
early 2030s. These reactors are not only seen as a solution for Earth-based challenges but are also being considered for use in extraterrestrial applications. For example, the prospect of using micro reactors for providing power on the lunar surface highlights their potential to support long-term space exploration and settlement.

“... Unlike traditional, large-scale nuclear plants, micro nuclear reactors are designed to be smaller, safer, and more versatile ...”

A Cleaner Future:

Beyond Conventional Nuclear Power

Micro nuclear reactors represent a significant shift from the conventional nuclear energy model. While traditional nuclear plants require large



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infrastructure, substantial safety measures, and extensive regulatory oversight, micro reactors can be built more quickly and deployed in a wider range of environments. Their smaller size and modular design enable faster construction and easier transportation to remote locations, reducing the time and cost barriers often associated with nuclear projects.

Importantly, micro reactors offer a solution that aligns with the global need for clean energy. As the world grapples with the impacts of climate change, the role of nuclear power in achieving net-zero carbon goals has become a central point of discussion. By providing a reliable and continuous source of energy with a minimal carbon footprint, micro nuclear reactors could be pivotal in reducing global greenhouse gas emissions.

The Road Ahead:

Challenges And Opportunities

While the potential of micro nuclear reactors is vast, their deployment is not without challenges. Regulatory approval processes, public perception of nuclear safety, and the need for robust supply chains are all hurdles that must be overcome to bring these reactors into mainstream use. Additionally, investment in infrastructure and continued research are crucial to ensure that micro reactors can meet safety standards and deliver on their promise of sustainable power.

However, the opportunities far outweigh these challenges. As countries and industries around the world seek to diversify their energy portfolios and

reduce their carbon footprints, micro nuclear reactors offer a unique solution that combines the reliability of nuclear power with the flexibility needed for modern energy demands. They have the potential to transform not only how we power our industries but also how we approach the future of energy on a global scale.

A Power Shift On The Horizon

In a world where energy security is increasingly tied to economic and environmental stability, micro nuclear reactors could be a game-changer. They promise to deliver clean, continuous, and scalable power, making them an ideal partner in the global transition toward sustainable energy.

With their capacity to operate autonomously for years, these compact reactors could redefine our approach to energy generation, making the future of power cleaner, more efficient, and more resilient.

As the race to bring these advanced nuclear solutions to market intensifies, one thing is clear: the era of micro nuclear reactors is just beginning, and their impact could reach far beyond our current energy landscape.

Whether on Earth or in space, these reactors are poised to lead us into a new age of power, where innovation meets sustainability in the quest for a cleaner, brighter future.

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POLISH RADIO STATION REPLACES JOURNALISTS WITH AI

Technology Trends, Global Trends Magazine, 21st Edition 2024



OFF Radio Krakow, a Polish station in southern Poland, has stirred debate by replacing its journalists with AI-generated presenters. Relaunching with virtual hosts, the station claims to be the first in Poland to use AI in this capacity, aiming to attract younger audiences by focusing on cultural and social issues, including LGBTQ+ topics.

TECH TRENDS

The decision drew national attention after Mateusz Demski, a former host and film critic, wrote an open letter condemning the move to replace human staff with AI.

His letter struck a chord, gathering over 15,000 signatures by Wednesday morning, with many young listeners voicing their opposition to the change.

Adding to the controversy, the station aired an "interview" on Tuesday featuring an AI presenter with a voice modeled after Wisława Szymborska, the late Nobel-winning Polish poet.

Visionary White Paper:

SOLVING HOMELESSNESS IN AMERICA: THE ROLE OF SUPPORT SERVICES

Joseph R. Cullen, Columnist

Homelessness in America continues to grow, affecting millions of individuals and families. While providing stable housing is a crucial component in addressing this crisis, housing alone often isn't enough. Many people experiencing homelessness also struggle with mental health issues, substance use disorders, and unemployment. For these individuals, coupling housing with supportive services such as mental health care, addiction treatment, job training, and case management is essential to maintaining long-term housing stability and rebuilding their lives.

The Importance Of Supportive Services

Homelessness is often intertwined with other complex issues. Mental illness, addiction, trauma, and joblessness create barriers to stable housing that cannot be solved by providing shelter alone.

Supportive services are designed to address these underlying challenges, helping individuals achieve and maintain housing stability. These services include:

- **Mental Health Care:** Untreated mental health conditions are common among those experiencing homelessness. Providing access to therapy, counseling, and psychiatric care helps individuals manage these conditions, allowing them to remain housed and improve their overall quality of life.
- **Substance Abuse Treatment:** For those struggling with substance use disorders, supportive services offer recovery programs, harm reduction strategies, and rehabilitation, which are key to achieving sobriety and housing stability.
- **Job Training and Employment Services:** Employment plays a major role in achieving long-term housing stability. Supportive services provide job training, resume building, and employment placement, empowering individuals to secure stable work.
- **Case Management:** Case managers create personalized plans for individuals, connecting them to the necessary services and resources for their specific needs. This holistic support helps clients navigate healthcare, housing, and social services systems.

These services work in tandem to address the root causes of homelessness, providing individuals with the tools needed to achieve long-term stability.

Research Supporting Supportive Services

Research consistently demonstrates that combining housing with supportive services is more effective than housing alone, especially for individuals facing challenges like mental illness or addiction. The "Housing First" model, one of the best-known approaches, prioritizes placing



Joseph R. Cullen (Joe)

Author | Entrepreneur | Social Activist

I'm an entrepreneur with a background in broadcast and cable TV, having worked with major companies like Max Media, Sinclair, and Comcast.

I've founded five businesses, with successful exits from three. In 1995, I pioneered one of the first fully digital businesses.

Today, I focus on helping entrepreneurs through coaching, books, and digital courses via Joe-Cullen.com and Business-Matters.us.

My nonprofit, [Sidre](http://Sidre.org), supports justice-involved individuals in rebuilding their lives.

I hold a Bachelor's in Communications from Arkansas State University, with minors in Marketing and Political Science.

VISIONARY WHITE PAPER



Visionary White Paper:

**SOLVING HOMELESSNESS
IN AMERICA:**

THE ROLE OF SUPPORT SERVICES

individuals into permanent housing without preconditions, and then offers supportive services.

This model has shown remarkable success in reducing homelessness, particularly for those experiencing chronic homelessness.

For example, a study by the Substance Abuse and Mental Health Services Administration (SAMHSA) found that supportive housing programs resulted in significant improvements in mental health and substance use outcomes. Participants were more likely to remain housed, experienced fewer hospitalizations, and reported better overall health compared to those without additional support.

Similarly, a report by the National Alliance to End Homelessness (NAEH) found a 77% reduction in chronic homelessness among individuals receiving supportive housing services, such as case management, mental health care, and addiction treatment. Moreover, supportive services are cost-effective, often reducing the need for emergency services. For instance, a Seattle study found that supportive housing for chronically homeless individuals with alcohol use disorders saved the city \$4 million annually due to reduced emergency medical use.

Practical Applications Of Supportive Services

Many cities and states have successfully implemented supportive housing programs, offering powerful examples of how coupling housing with services can reduce homelessness.

- **New York City:** NYC's supportive housing programs, such as the "NY/NY" agreements, offer thousands of housing units for people with chronic conditions like mental illness and HIV/AIDS. These units come with access to mental health care,

addiction treatment, and vocational services. High housing retention rates and improved health outcomes among participants highlight the program's effectiveness.



- **Los Angeles County:** The Housing for Health program in LA County offers permanent housing combined with medical care and mental health services. A study found a 77% reduction in emergency room visits and a 68% reduction in hospitalizations among program participants, demonstrating the positive impact of this integrated approach.

- **Pathways to Housing in Philadelphia:** This nonprofit uses the Housing First model to provide immediate housing and voluntary supportive services to individuals with mental health and addiction issues. The program has achieved an 85% housing retention rate after one year.

- **Houston's Integrated Response System:** Houston has created a system that brings together public agencies, nonprofit organizations, and healthcare providers to deliver comprehensive services, including case management and job training. Since its implementation, the city has seen a 63% reduction in homelessness.

These examples underscore the effectiveness of combining housing with mental health care, addiction treatment, and other supports to help individuals maintain stability and improve their quality of life.

VISIONARY WHITE PAPER



Visionary White Paper:

SOLVING HOMELESSNESS IN AMERICA: THE ROLE OF SUPPORT SERVICES

The Path Forward:

Expanding Supportive Services

While supportive services have proven effective, the demand continues to outpace available resources. Expanding these programs is essential to meeting the needs of a growing homeless population. Several key actions are necessary to advance this effort:

1. Increased Funding for Supportive Housing Programs: Governments at all levels must prioritize funding for supportive housing initiatives.

Investment in mental health care, addiction treatment, and employment services will expand these programs' reach, ensuring more individuals receive the support they need.

2. Improving Access to Mental Health and Addiction Services: Access to mental health and addiction services remains limited. Expanding Medicaid coverage for these services and increasing the availability of community-based mental health care will help more individuals address these critical needs.

3. Expanding Employment and Job Training Programs: Employment is key to longterm stability. Supportive housing programs should integrate job training, placement services, and career counseling to help individuals move from homelessness to financial independence.

4. Enhancing Case Management: Case management services provide personalized support to individuals, helping them navigate complex systems and access necessary resources.

Expanding these services can ensure individuals receive the care they need to address their unique challenges.

VISIONARY WHITE PAPER



Conclusion

Supportive services are a vital component in solving the homelessness crisis in America.

Combining housing with mental health care, addiction treatment, job training, and case management helps individuals rebuild their lives and achieve long-term stability. As research shows, this approach improves housing retention and overall quality of life while reducing the use of costly emergency services. Moving forward,

expanding supportive housing programs, improving access to care, and enhancing case management are critical steps in solving this complex issue.

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ACCELERATED AGING TIED TO HIGHER CANCER RISK

Biological Aging, Global Times Magazine, 21st Edition 2024

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Recent research has unveiled a fascinating correlation between accelerated biological aging and an elevated risk of cancer in younger individuals. The findings, presented at the annual conference of the American Association for Cancer Research in San Diego, have sparked a new frontier in cancer research, suggesting that age may be more than just a number when it comes to understanding cancer risk.

Understanding Biological Aging

Aging has long been identified as a significant risk factor for many types of cancer.

However, the concept of aging extends beyond mere chronological age. Biological aging reflects the wear and tear on the body due to lifestyle choices, stress, and genetics.

It provides a more nuanced understanding of a person's health and susceptibility to diseases, including cancer.

Dr. Yin Cao, the senior author of the study and an associate professor of surgery at Washington University School of Medicine in St. Louis, highlighted the potential of biological aging as a tool to understand cancer risk in younger populations.

"We all know that cancer is a disease of aging. However, there is a younger population. So whether we can use the well-developed concept of biological aging to apply it to the younger generation is really a virgin field," Dr. Cao remarked.

The Study's Methodology

The research team, led by Dr. Cao, analyzed medical records from the UK Biobank database, focusing on 148,724 participants aged between 37 to 54. They examined nine blood markers associated with biological age, including albumin, creatinine, glucose, and c-reactive protein. Using an algorithm called PhenoAge, they calculated each individual's biological age and compared it with their chronological age to identify accelerated aging.

The study found that individuals born after 1965 were



The study found that individuals born after 1965 were 17% more likely to experience accelerated aging compared to those born between 1950 and 1954.

17% more likely to experience accelerated aging compared to those born between 1950 and 1954. Furthermore, the researchers observed a significant association between accelerated aging and an increased risk of cancer, particularly lung, stomach, bowel, and uterine cancers.

Potential Explanations For The Link

While the study did not delve into the underlying mechanisms linking accelerated aging to increased cancer risk, Ruiyi Tian, the graduate student leading the research, offered some insights. Tian suggested that tissues like the lungs, which have limited regenerative capabilities, might be more susceptible to aging.

Additionally, inflammation, which increases with age, may contribute to the development of stomach and colon cancers.

Limitations And Future Directions

Dr. Cao acknowledged the limitations of the study, including the lack of longitudinal data and reliance on a single blood test. She emphasized the need for future research to follow individuals over time to obtain more accurate and dynamic risk assessments.

Implications For Cancer Screening And Prevention

Dr. Anne Blaes, an expert on biological aging in cancer survivors from the University of Minnesota, lauded the study's findings as potentially transformative for cancer screening and prevention strategies.

She noted the increasing incidence of gastrointestinal and breast cancers in younger people and emphasized the importance of identifying individuals at higher risk due to accelerated aging. Dr. Blaes highlighted lifestyle interventions, including diet, exercise, and sleep, as potential strategies to mitigate the effects of accelerated aging. Additionally, she mentioned the promising role of senolytic drugs, which target and eliminate damaged cells, in slowing down the aging process.

Conclusion

The study's findings shed light on the intricate relationship between accelerated biological aging and cancer risk in younger individuals. While further research is needed to elucidate the underlying mechanisms, the study opens up new possibilities for early cancer detection, personalized risk assessment, and targeted interventions to combat the rising incidence of cancer in younger populations.

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A GIANT CUBE-SHAPED SKYSCRAPER IN RIYADH

Technology Trends, Global Trends Magazine, 21st Edition 2024

Saudi Arabia is constructing a new architectural marvel—the Mukaab, a colossal cube-shaped skyscraper in Riyadh. Standing 400 meters (1,312 feet) tall, wide, and long, the Mukaab is so large that it could fit 20 Empire State Buildings inside, according to the Saudi Public Investment Fund. Bloomberg notes that it will be the world's largest building upon completion.

TECH TRENDS

The Mukaab will be the centerpiece of the New Murabba district, featuring a design inspired by traditional Islamic architecture and offering 2 million square meters of interior space.

Within its walls, a large twisting tower will rise, while advanced holographic technology will project underwater and otherworldly scenes, creating a unique immersive experience.

Excavation is nearly complete, with 10 million cubic meters (approximately 350 million cubic feet) of earth already moved using 250 excavators and 400 pieces of equipment. The project is set for completion by 2030.



Her Leadership Voice:

EMPOWERING WOMEN: THE GLOBAL NEED FOR GENDER SENSITIVITY

Dr. Khomotšo Maleté-Mashalane, GCBL Delegate for South Africa

In recent years, the conversation around woman empowerment and gender sensitivity has gained significant momentum on the global stage. Despite notable progress, persistent inequalities between men and women demand urgent attention. There is a pressing need for gender-sensitive policies that translate into actionable programs, strategies and activities aimed at improving gender relations and reducing inequalities.



Dr. Khomotšo Maleté-Mashalane, based in South Africa, is a notable figure in leadership and gender equity. She serves as a Delegate for the Global Chamber of Business Leaders (GCBL), where she contributes to advancing gender equality initiatives on a global scale. Dr. Maleté-Mashalane has a Master's Degree from Edinburgh Business School and is recognized internationally as a speaker, author, and thought leader on issues like workplace equity and human capital development.

These policies must inspire action, responsiveness and awareness from the global society, closing the existing gender gap while empowering women to assume positions of power.

The Need For Gender-Sensitive Policies

Gender-sensitive policies are essential in addressing the disparities between men and women. These policies should not only exist on paper but must be implemented effectively, with constant monitoring and evaluation to ensure their success. This involves accurately collecting, analyzing and evaluating the effectiveness of these policies, with clear measurables and work plans. The involvement of both men and women is crucial to ensure positive impacts and progress, while also identifying negative impacts and areas for improvement. Adjustments and

PROSE OF BUSINESS



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modifications to policies should be made as necessary to achieve the desired outcomes.

Clear Gender-Sensitive Indicators (GSI)

A critical component of gender-sensitive policies is the development of gender-sensitive indicators. These indicators serve as signals or pointers to the different impacts that policies, work plans, activities, resource inputs, budgets and other services have on male and female members of institutions.

As highlighted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in their guide for gender equality in teacher education policy, these indicators are vital for ensuring that resources are delivered equitably. Women in positions of influence often lack the necessary resources to effect change, not due to their incapacities but because of inherent resource limitations in their roles or societal positions.

Challenging Gender Stereotypes

Gender stereotypes, which have prevailed in the past and still exist today, pose significant challenges to the empowerment process. These stereotypes are often attributed to cultural or racial groups and are expected to be exhibited regardless of individual inclinations and qualities.

They are problematic because they justify the exploitation, disadvantage and discrimination of specific groups, such as women, minorities and marginalized people. Women who dare to break free from these stereotypes are often maligned and stigmatized, creating obstacles to their empowerment.

The Role Of The United Nations And Global Progress

The United Nations (UN) plays a crucial role in setting targets and providing a point of reference for aligning global efforts towards gender equality. Recognition must be given for the progress made, as highlighted in the Global Gender Gap Report 2024. The Report benchmarks the current state and evolution of gender parity across four key dimensions: economic participation and opportunity, educational attainment, health and survival and political empowerment.

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AUSTRALIA DEVELOPS THE WORLD'S 1st BIONIC EYE

Technology Trends, Global Trends Magazine, 21st Edition 2024

Researchers from Monash University in Australia have developed the groundbreaking 'Gennaris Bionic Vision System,' the world's first bionic eye. This pioneering technology aims to restore sight for millions suffering from blindness by bypassing damaged optic nerves and directly transmitting visual information to the brain's vision center.

TECH TRENDS

The Gennaris system, a product of nearly ten years of dedicated research, consists of a small camera worn by the user, along with up to 11 tiny wireless implants placed on the brain's surface.

These implants stimulate brain cells with precise electrical pulses, allowing users to perceive basic shapes and outlines. The system provides a 100-degree field of view, offering a more natural and expansive vision experience compared to earlier vision restoration technologies.

Following promising results in animal trials, the Gennaris system is set to enter human clinical trials in Melbourne. This marks a crucial step toward transforming the treatment of blindness and brings this life-changing technology closer to widespread adoption.

If successful, the Gennaris Bionic Vision System could offer new hope to those who have long struggled with vision loss, reshaping the future of vision restoration..

A woman with dark curly hair is shown from the chest up, looking down at a smartphone she is holding in her hands. She is wearing a white button-down shirt with a repeating geometric pattern and a dark maroon skirt. The background is a blurred office interior with large windows and a plant.

WHAT'S SHAPING TODAY - GL

A young woman with curly hair is looking at a smartphone in a modern office setting. She is wearing a white patterned shirt and a gold necklace. The background is a blurred office interior with large windows.

THE WORLD GLOBAL TRENDS

Future Global Trends, Global Trends Magazine, 21st Edition 2024



WHAT'S SHAPING THE WORLD TODAY - GLOBAL TRENDS

In a rapidly evolving world, keeping up with the latest trends has become essential for businesses, policymakers, and individuals alike. As 2024 unfolds, several key trends are driving change, influencing industries, and shaping the way people live and work.

Here's a look at some of the most significant global trends that are currently redefining our world:

1. The Rise Of Artificial Intelligence And Automation

Artificial Intelligence (AI) continues to be at the forefront of technological advancement, with new developments making headlines daily. Generative AI, such as ChatGPT and other large language models, is revolutionizing industries from content creation and customer service to healthcare and finance. Businesses are leveraging AI for predictive analytics, personalized marketing, and improved operational efficiency.

Moreover, automation is increasingly being adopted in manufacturing, logistics, and supply

chain management, driving productivity and reducing costs. The integration of AI and robotics is expected to create more efficient processes, even as it raises questions about the future of work and the need for re-skilling the workforce.

2. Green Economy And Sustainability: Beyond Buzzwords

Sustainability has become a defining trend as the world grapples with the urgent need to address climate change. The shift towards a green economy is reshaping sectors such as energy, transportation, and construction. Renewable energy sources like solar, wind, and hydrogen are expanding at an unprecedented rate, as countries strive to meet their carbon neutrality goals.

In addition to energy transition, circular economy



“... Mental health, in particular, has become a priority, with more companies offering mental health support to their employees and digital platforms providing easy access to therapy and counselling ...”

practices are gaining momentum, with companies focusing on reducing waste, recycling materials, and creating sustainable supply chains. Consumers are also driving this trend, increasingly preferring brands that prioritize environmental responsibility, which has pushed businesses to adopt more eco-friendly practices.

3. Health And Wellness: The New Lifestyle Imperative

The global pandemic has left a lasting impact on how people perceive health and wellness. As a result, there is a heightened focus on physical and mental well-being. From fitness apps and telehealth services to mindfulness practices, the wellness industry is witnessing significant growth.

Mental health, in particular, has become a priority, with more companies offering mental health support to their employees and digital platforms providing easy access to therapy and counseling. This trend towards a more holistic approach to well-being is not just a passing phase; it is becoming a fundamental aspect of everyday life, influencing workplace cultures, product design, and social interactions.

4. Digital Currencies And The Evolution Of Finance

The financial world is undergoing a transformation with the rise of digital currencies and decentralized

finance (DeFi). While cryptocurrencies like Bitcoin and Ethereum continue to capture attention, central banks around the world are exploring the potential of Central Bank Digital Currencies (CBDCs) to enhance payment systems and financial inclusion.

DeFi platforms, offering decentralized lending, borrowing, and trading services, are challenging traditional banking models, creating a parallel financial ecosystem that is more accessible and transparent. However, this shift is accompanied by regulatory challenges as governments seek to balance innovation with the need for oversight and stability in the financial markets.

5. Remote Work And Hybrid Models: Redefining The Workplace

Remote work, once considered a temporary solution during the pandemic, has become a permanent fixture for many companies. Hybrid work models, which combine remote and in-office work, are now the norm across various industries. This shift has led to significant changes in how organizations operate, manage talent, and foster company culture.

The trend has also influenced real estate markets, with shifts in demand for office spaces and a rise in the importance of home office setups. Technology plays a critical role in enabling this new way of working, with platforms for virtual collaboration and project management.

6. Geopolitical Shifts And Economic Uncertainty

Global geopolitics remains a key driver of economic trends, as tensions between major powers influence trade relationships and investment flows. The war in Ukraine, shifts in U.S.-China relations, and the ongoing realignment of global alliances are creating uncertainty in the international arena.



This geopolitical volatility has led to disruptions in global supply chains, with many businesses reevaluating their reliance on certain regions and seeking to diversify their sourcing and manufacturing.

As nations prioritize strategic autonomy and economic resilience, reshoring and nearshoring trends are gaining traction, leading to a reconfiguration of global trade patterns.

7. Emerging Markets And The Digital Divide

Emerging markets are playing an increasingly important role in the global economy, with countries in Africa, Southeast Asia, and Latin America experiencing rapid digital transformation.

The expansion of internet access and mobile technology is creating new opportunities for e-commerce, digital banking, and innovation.

However, the digital divide remains a significant challenge, as millions of people still lack access to reliable internet and digital infrastructure. Addressing this gap is crucial for ensuring that the benefits of digital transformation are shared

more equitably, fostering economic growth and social inclusion in underserved regions.

8. Cultural Shifts And The Power Of The Consumer

The voice of the consumer has never been more powerful, as social media and digital platforms provide a stage for individuals to influence brands and societal norms. There is a growing demand for inclusivity, authenticity, and transparency from companies, with consumers holding brands accountable for their actions and values.

This cultural shift is particularly evident in the way younger generations approach consumption.

Millennials and Gen Z are more likely to support brands that align with their beliefs on social justice, environmental responsibility, and ethical business practices. For companies, understanding and adapting to these values is becoming essential for long-term success.

Navigating The Future

The trends shaping our world in 2024 are a blend of technological innovation, social evolution, and a collective response to global challenges.

“... the digital divide remains a significant challenge, as millions of people still lack access to reliable internet and digital infrastructure ...”

As businesses, governments, and individuals navigate this dynamic landscape, the ability to adapt to change, embrace new opportunities, and maintain a focus on sustainability and inclusivity will be key to thriving in the years ahead. Keeping a pulse on these trends is not just about staying informed—it's about being prepared for the future.

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GAME-CHANGING SILICON ANODE BATTERY FOR ELECTRIC VEHICLES

Technology Trends, Global Trends Magazine, 21st Edition 2024

ProLogium Technology has made a major advancement in the electric vehicle (EV) industry with the launch of the world's first 100% silicon composite anode battery. Revealed at the 2024 Paris Motor Show, this new innovation could reshape the future of EV technology with its impressive charging speed and efficiency.

TECH TRENDS

The battery's key feature is its ability to fully charge in just 8.5 minutes, a significant improvement over existing options. It also boasts higher energy density, enabling EVs to travel longer distances on a single charge, directly addressing the common issue of range anxiety among EV drivers. This next-generation battery was developed in collaboration with Germany's FEV Group, known for its expertise in automotive engineering, and has received certification from TÜV Rheinland, ensuring its safety and performance.

With its rapid charging capability and enhanced efficiency, ProLogium's silicon composite battery sets a new standard in the industry. This breakthrough could accelerate the transition to electric mobility, making EVs a more practical and appealing choice for consumers. As automakers look for ways to innovate and expand their EV offerings, ProLogium's battery may become a crucial part of the future of sustainable transportation.



THE EVOLUTION OF
FASHION
A GLIMPSE INTO THE P

TRENDS

PRESENT AND FUTURE



THE EVOLUTION OF FASHION TRENDS

A GLIMPSE INTO THE PRESENT AND FUTURE

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s the world continues to adapt to rapid technological advancements and social changes, fashion has evolved at an unprecedented pace. Today's trends are more than just aesthetic choices; they are a reflection of shifting cultural values, a growing awareness of sustainability, and the influence of digital innovation. In this article, we delve into the current state of fashion and anticipate the trends that will shape the industry in the coming months and years.

Current Fashion Trends:

A Fusion Of Nostalgia And Innovation

The fashion scene in 2024 is characterized by a fascinating blend of nostalgia and forward-thinking creativity. Designers and brands have increasingly looked to the past for inspiration while embracing modern materials and technologies to craft their collections. This results in an eclectic mix that appeals to both the classic style aficionados and the avant-garde trendsetters.

Y2K Resurgence:

The early 2000s have made a strong comeback, with elements like low-rise jeans, cargo pants, and butterfly motifs dominating streetwear and

high fashion alike. This revival speaks to a yearning for a time that, despite its flaws, represented a simpler, pre-digital era for many.

However, this time around, the Y2K style is being reimagined with a sustainable twist. Brands are using upcycled materials and incorporating eco-friendly practices into their production processes. The revival isn't just about nostalgia; it's about reinterpreting old trends in a way that resonates with modern values.

Quiet Luxury:

The shift towards minimalist, timeless elegance—often referred to as "quiet luxury"—has become a staple among high-net-worth consumers and celebrities. This trend emphasizes quality over quantity, focusing on well-crafted pieces made



from premium materials.

This direction signals a move away from the loud logos and flashy branding that defined the last decade. Instead, the focus is on craftsmanship, subtle details, and enduring style—appealing to a demographic that seeks lasting value in their investments.

Gender Fluidity in Fashion:

The boundaries of gendered clothing have dissolved significantly in recent years. Today, fashion is more inclusive and accepting of non-binary expressions, with unisex collections becoming mainstream. Designers are creating pieces that are versatile, allowing consumers to style themselves according to their personal identities rather than societal norms.

This trend is not just a passing fad—it's a reflection of broader societal changes, including a more inclusive understanding of gender identity. It has opened doors for emerging brands to cater to a more diverse audience, expanding the definition of what fashion can be.

Emerging Trends:

What's Next On The Fashion Horizon?

“... This trend is not just a passing fad—it's a reflection of broader societal changes, including a more inclusive understanding of gender identity ...”

As we look ahead, several key trends are set to shape the fashion industry in the coming years. These trends reflect the industry's response to both environmental challenges and technological advances, showcasing a future where sustainability and digital innovation go hand in hand.

Sustainability Becomes Non-Negotiable:

While sustainability has been a buzzword for a few years, it is now becoming a core expectation among consumers. By 2025, sustainability will be more than a selling point—it will be a standard practice. Brands will increasingly adopt circular fashion models, focusing on recycling, upcycling, and creating garments designed for longevity.

Consumers are demanding transparency, pushing companies to reveal the origins of their materials and the ethics of their production processes. This will pressure even the biggest names in fashion to adopt cleaner, more ethical practices or risk losing relevance in a market that values responsibility.

Digital Fashion And Virtual Runways:

The digital transformation of fashion is far from over. The rise of the metaverse and virtual reality



experiences has led to the creation of digital clothing, which allows consumers to express their style in online spaces without producing physical garments. This digital trend not only caters to a younger, tech-savvy audience but also provides a new revenue stream for brands.

Virtual fashion shows, pioneered during the pandemic, are here to stay. They allow designers to reach a global audience in real-time, reducing the environmental impact of traditional shows. As brands continue to explore virtual reality (VR) and augmented reality (AR) technologies, the boundary between physical and digital fashion will blur further, offering immersive shopping experiences and hyper-personalized style.

The Rise Of AI In Fashion Design:

Artificial intelligence is becoming an integral part of the fashion design process, with algorithms helping designers predict trends, optimize supply chains, and even create custom designs. AI-driven trend forecasting allows brands to stay ahead of consumer desires, reducing waste and increasing efficiency in production.

AI's role in fashion extends to the retail side as well. Chatbots, virtual try-on experiences, and AI-based recommendations will continue to transform how consumers interact with brands,

making the shopping experience more seamless and personalized.

The Cultural Shift Towards Individuality

The future of fashion is increasingly defined by a move towards personalization and self-expression. The era of mass-produced, one-size-fits-all fashion is giving way to a demand for uniqueness. Consumers are seeking out pieces that reflect their individual tastes, leading to a rise in bespoke and limited-edition collections.

Customization And Bespoke Fashion:

With advances in digital printing and on-demand manufacturing, brands can now offer customized products that allow consumers to add their personal touch to clothing and accessories. This shift caters to the desire for unique, one-of-a-kind pieces, providing a sense of ownership and connection to the items they wear.

Bespoke fashion, once reserved for the elite, is becoming more accessible through digital platforms that enable customers to collaborate directly with designers. This trend is likely to continue, reshaping the luxury market by making personalized fashion available to a broader audience.

“... Bespoke fashion, once reserved for the elite, is becoming more accessible through digital platforms that enable customers to collaborate directly with designers ...”

Cultural Fusion And Global Influences:

As travel and social media bring different cultures closer together, fashion is becoming a melting pot of global influences. Traditional garments from various cultures are being reinterpreted and integrated into contemporary fashion, celebrating diversity and fostering a sense of global unity.

This trend also presents challenges, particularly



around cultural appropriation. The fashion industry will need to navigate this space carefully, ensuring that cultural elements are respected and credited appropriately. Successful brands will be those that approach cultural fusion with sensitivity, creating designs that honor heritage while introducing new audiences to the beauty of global traditions.

The Challenge And Opportunity Ahead

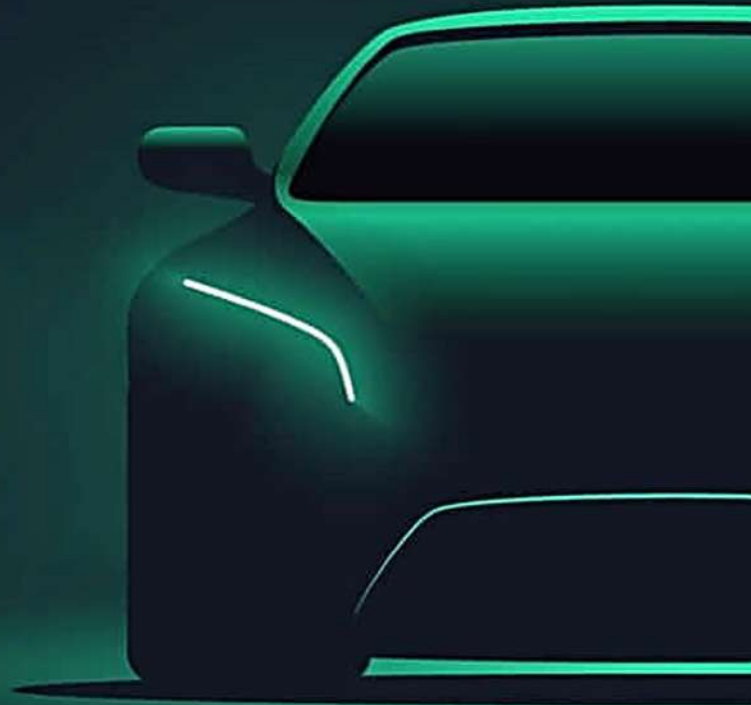
The fashion industry is at a crossroads, facing both challenges and unprecedented opportunities. Climate change, economic shifts, and evolving consumer attitudes will continue to shape the future of fashion. Yet, within these challenges lies a chance for brands to innovate, adapt, and thrive.

The next few years will be a critical period for fashion as it embraces a more sustainable, inclusive, and digitally-driven future. Those who can balance the demands for transparency, technological integration, and creative expression will not only survive but set the trends that will define fashion in the decades to come.

In This Ever-evolving Landscape, One Thing Is Certain:

Fashion will continue to be a powerful form of expression and a reflection of our times. As brands and consumers alike navigate this new era, the industry's ability to adapt to change will determine its relevance and success in a world where style and substance must go hand in hand.

“... Successful brands will be those that approach cultural fusion with sensitivity ...”



GLOBAL SURGE IN
EV VEHICLES
DESPITE EUROPE



EV SALES E'S COOLDOWN

Electric mobility, Global Trends Magazine, 21st Edition 2024

GLOBAL SURGE IN EV VEHICLE SALES DESPITE EUROPE'S COOLDOWN



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s the European electric vehicle (EV) market faces a slowdown, the global demand for EVs continues to surge, driven primarily by the booming Chinese market. While sales in Europe remain less impressive, China's enthusiasm for electrified vehicles has propelled global figures to new heights, making September a record-breaking month for EV sales worldwide despite weaker performance in other regions.

The news has been grim for European EV manufacturers throughout this year, with similarly lackluster results in the United States. Yet, the global appetite for electric cars is on the rise, largely due to the robust demand in China. The enthusiasm of Chinese consumers for EVs turned September into a historic month for worldwide sales, helping to balance out lower figures from other markets.

In September, global sales of battery electric vehicles (BEVs) and plug-in hybrids (PHEVs) surged by 30.5% compared to the same month last year, reaching a total of 1.7 million units. A staggering 1.1 million of these vehicles were sold in China alone, marking a 47.9% increase in the region, according to Reuters. This made September the second consecutive month where China's sales of these vehicles reached seven-digit figures.

Regional Variations:

Slow But Steady Growth Outside China

While the sales growth in other regions wasn't as dramatic, the overall trend remains positive. North America saw a 4.3% increase in EV sales, totaling 150,000 units in September. In Europe, sales rose by 4.2% to reach 300,000 units, driven primarily by a 24% increase in the United Kingdom, along with smaller gains in Italy and Germany.

Though less explosive than China's growth, these numbers suggest a steady recovery in the global market for EVs outside of Asia.

China's strong performance over the past two months has been instrumental in elevating global EV and PHEV sales during the first nine months of this year, reaching 11.5 million units—a 22% increase



compared to the same period in 2023. China remains the dominant force in this market, with its sales skyrocketing by 35% to 7.2 million vehicles from January to September. By contrast, the United States and Canada reported a more modest growth of 10%, with 1.3 million vehicles sold.

Europe's Struggles And The Global Balance

While the global market surges, Europe has seen a 4% decline in EV sales over the same period, with 2.2 million units sold. The European market, once seen as a leader in EV adoption, has faced challenges, including high manufacturing costs, reduced government subsidies, and slower consumer adoption in some countries. This decline stands in stark contrast to the sharp increase seen in China and other parts of the world.

Elsewhere, sales have been more promising, with markets outside of North America, Europe, and China growing by 25%—bringing their combined sales to over 900,000 units for BEVs and PHEVs.

This growth highlights the increasing interest in electrification across diverse markets, signaling that the global shift towards sustainable transportation is far from a regional phenomenon.

China Leads The Charge In A Changing Global Landscape

“... Global sales of battery electric vehicles (BEVs) and plug-in hybrids (PHEVs) surged by 30.5% compared to the same month last year, reaching a total of 1.7 million units ...”

China's dominance in the global EV market is reshaping the industry. The country's massive investments in battery production, infrastructure, and consumer incentives have made EVs more accessible to a broader segment of the population. The ability of Chinese manufacturers to produce affordable models has further fueled demand, positioning China as the epicenter of global electrification.

Meanwhile, the mixed results in Europe and North America suggest a need for renewed strategies to keep up with the accelerating global trend.



As consumers in these regions weigh the benefits of electrification against economic uncertainties and higher upfront costs, the contrast with China's vibrant market becomes ever more stark.

Looking Forward:

A Global Race To Electrification

The global EV market's performance in 2024 underscores a dynamic shift in the balance of power within the automotive industry.

While Europe's slowdown and the tempered growth in North America highlight regional challenges, the soaring demand in China and other parts of the world paints a picture of optimism for the future of electric mobility.

Across these regions, the call for innovation, investment in infrastructure, and green energy policies is intensifying as governments and companies alike push toward a low-emissions future.

As the race for market leadership continues, the coming months will reveal whether the rest of the world can catch up to China's impressive pace and drive the global transition toward a more sustainable future—redefining the landscape of automotive power, consumer choice, and environmental impact for years to come.

Article **END**

"... Sales over the same period, with 2.2 million units sold. The European market, once seen as a leader in EV adoption, has faced challenges, including high manufacturing costs, reduced government subsidies, and slower consumer adoption in some countries ..."



BYD ATTO 3 **FAILS TO MEET** EURO NCAP STANDARDS

Technology Trends, Global Trends Magazine, 21st Edition 2024

Euro NCAP recently conducted its updated Assisted Driving evaluation on the 2024 BYD ATTO 3, resulting in a Not Recommended grade. The vehicle's 'Adaptive Cruise Control' system, while appropriately named, encountered issues in interpreting speed limits. It relies on camera inputs to detect signs, but it frequently misinterprets temporary or conditional speed limits as if they were permanent, failing to meet Euro NCAP's strict criteria.

TECH TRENDS

Although the ATTO 3 offers moderate levels of Driver Support and Vehicle Assistance, it falls short in the area of Safety Backup.

The primary concern lies in the system's inadequate response when a driver becomes unresponsive, making it less reliable in critical situations. As a result, the vehicle does not meet the necessary standards for highway assistance and is not recommended for such use.

Euro NCAP urges drivers to remain vigilant and attentive, even when using the car's assisted driving features, underscoring that these systems are not a substitute for driver focus and control.

GLOBAL WATER CRISIS D

RIVERS

THEIR DRIES

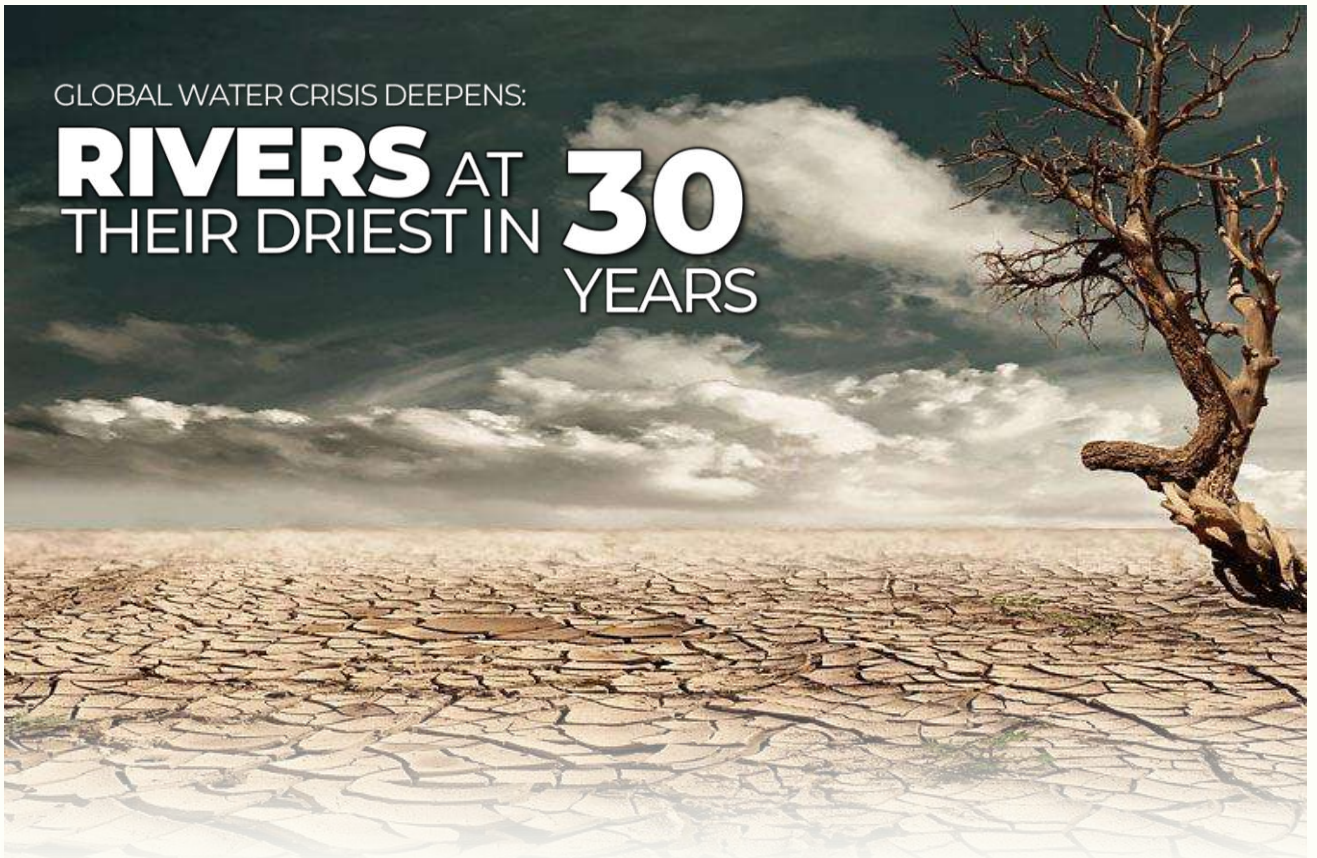
DEEPENS:

5 AT ST IN 30 YEARS

Water crisis, Global Trends Magazine, 21st Edition 2024

GLOBAL WATER CRISIS DEEPENS:

RIVERS AT THEIR DRIEST IN 30 YEARS



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recent report by the United Nations Meteorological Agency has delivered a stark warning: global rivers contained less water in 2023 than at any time in the past three decades. This alarming revelation, published by the World Meteorological Organization (WMO), highlights a significant drop in water levels over the last five years, with levels consistently falling below the long-term average. This troubling trend is being driven by the twin forces of climate change and the natural but intensifying El Niño weather phenomenon.

A Global Issue With Unequal Impact

While the world's rivers are facing a collective crisis, not all regions are affected equally. Major river basins such as the Mississippi in the United States, the Amazon in South America, and the Ganges, Brahmaputra, and Mekong in Asia have been particularly hard hit. These lifelines of water are experiencing levels well below their long-term averages, contributing to widespread water scarcity and agricultural distress. The East African rivers, northern New Zealand, the Philippines, and Northern Europe are also suffering from diminished water flow, impacting millions of lives and critical ecosystems.

Melting Glaciers and Record-Breaking Heat:

The Warning Signs Intensify

The WMO report also sheds light on another urgent problem: the rapid loss of ice from the world's glaciers. Last year, glaciers experienced their greatest ice loss in over 50 years, coinciding with the warmest year on record.

The accelerated melting of glaciers not only contributes to rising sea levels but also threatens water supplies for millions of people who depend on seasonal meltwater from these ice reserves.

"Water Is The Canary In The Coal Mine Of Climate Change"

The WMO's Secretary-General emphasized the urgency of the situation with a powerful analogy, describing water as the 'canary in the coal mine' of climate change. Just as miners once relied on the canary to detect deadly gases, today we rely on



the state of our water resources as a critical early warning system.

"We are constantly receiving danger signals," she remarked. "Extreme rainfall, devastating floods, and prolonged droughts are becoming more frequent, taking a severe toll on lives, ecosystems, and economies. Yet, the global response remains inadequate."

A Growing Humanitarian Crisis: Billions At Risk Of Water Shortages

The stakes are extraordinarily high. According to UN data, a staggering 3.6 billion people, or over 40 percent of the world's population, experience water shortages for at least one month each year.

This crisis is expected to worsen significantly; model predictions suggest that 5 billion people could face regular water scarcity by 2050.

These shortages have far-reaching implications. Communities are already grappling with failing crops, declining fish stocks, and increasingly scarce drinking water supplies.

For many, the result is forced displacement, as they leave their homes in search of more reliable water sources. The pressure on global food systems and economies is also mounting, making this not just an environmental crisis but a pressing humanitarian one.

A Call to Action:

Bridging The Data Gap For Better Solutions

The WMO report meticulously documents changes in water levels across rivers and lakes, soil moisture, and the shrinking of glaciers and snowpacks. Yet, a troubling data gap persists. Despite the severity of the issue, many countries failed to provide sufficient data, with comprehensive water data available from only 30 countries.

This lack of data makes it difficult to fully understand the scale of the problem and to develop targeted solutions.

The WMO has urged nations to ramp up data collection efforts, emphasizing that more robust data is crucial for modeling future trends and planning effective interventions. In the meantime, the organization relies on advanced modeling techniques to fill in the gaps, but the call for immediate action has never been clearer.

The Path Forward:

A Global Wake-Up Call

The message from the WMO and the broader scientific community is unmistakable: the world is facing a water crisis of unprecedented proportions. As the impacts of climate change intensify, so too does the strain on our vital water resources.

The time for incremental action has passed. Governments, industries, and communities must come together to build resilient water management systems, prioritize sustainable water use, and take decisive climate action to preserve this precious resource.

In the face of dwindling rivers, melting glaciers, and more frequent water shortages, the world is at a tipping point. Ignoring these warning signs could lead to even more catastrophic consequences for future generations.

The urgency to act has never been more apparent, and the survival of our rivers—and the billions who rely on them—depends on our collective response.

Article **END**



BREAKTHROUGH IN HYDROGEN PRODUCTION TURNING SEAWATER INTO CLEAN FUEL

Technology Trends, Global Trends Magazine, 21st Edition 2024

Scientists have developed a revolutionary method to convert seawater into hydrogen fuel through electrolysis, without producing harmful byproducts like chlorine gas. This innovation, spearheaded by the California-based start-up Equatic and backed by ARPA-E, utilizes an advanced electrolyzer that precisely splits water molecules while avoiding the corrosive challenges posed by seawater's minerals and salts.

TECH TRENDS

Unlike traditional electrolysis methods, Equatic's technology eliminates the risk of machine damage and toxic byproducts, providing a more sustainable approach to hydrogen production. The core of this advancement lies in a specially designed anode, which effectively filters out chlorine and allows the electrolyzer to operate efficiently for up to three years before needing maintenance.

This breakthrough paves the way for harnessing the ocean's abundant water supply as a clean energy resource, offering a viable alternative to electrolysis using pure water.

As research progresses, this method could become a key contributor to global clean energy goals and desalination projects, marking a significant step forward in sustainable energy development.

Ayurveda Column:

A GLOBAL OPPORTUNITY WITH VERDAVISION'S UPCOMING PROJECT

Prasanta Das, Internationally Renowned Ayurveda Specialist

The shift toward integrative medicine—combining traditional healing practices with modern science—is reshaping the global healthcare landscape.

Ayurveda, India's ancient system of holistic medicine, is playing a pivotal role in this transformation. According to the Global Wellness Institute, the global wellness market has grown to a staggering \$4.5 trillion, with complementary and integrative medicine alone valued at over \$100 billion and projected to expand by 22% annually. Recognizing this massive potential, Vedavision is set to launch a groundbreaking integrative therapy and rehabilitation center in Rishikesh, aiming to serve both as a wellness hub and an educational institution for healthcare professionals. This project not only aligns with the rising demand for holistic health solutions but also opens doors for worldwide collaborations and franchise partnerships.

The Growing Demand For Integrative Medicine

The increasing prevalence of chronic diseases and mental health issues has fueled demand for holistic and preventive care worldwide. The World Health Organization (WHO) reports that 60% of global deaths result from chronic illnesses, including cardiovascular diseases, cancers, and respiratory disorders. As patients seek comprehensive care solutions, integrative medicine is seen as an effective way to complement conventional treatments and improve quality of life.

In the United States alone, around 33% of the population has used alternative therapies, with Ayurveda becoming one of the fastest-growing segments. Additionally, a report by the American Hospital Association shows that over 42% of U.S. hospitals now offer some form of integrative medicine, underscoring the demand for healthcare solutions that address body, mind, and spirit.

Vedavision's upcoming center in Rishikesh seeks to address this growing global demand, providing a model for healthcare that blends ancient Ayurvedic practices with modern therapeutic approaches. For entrepreneurs and healthcare professionals, this center represents a compelling opportunity to engage in a rapidly expanding market.

Vedavision's Vision:

With three decades in the pharmaceutical industry, the author is a leader in integrative health solutions. As the Founder of VEDAIVISION, they aim to enhance patient care by merging Ayurvedic practices with modern medicine. Their commitment to improving patient quality of life and innovative approaches has significantly impacted integrative therapy, promoting holistic treatment in global healthcare.

 prasanta.das@gc-bl.org

Ayurveda COLUMN





Control and Prevention (CDC), nearly 6 in 10 American adults live with at least one chronic condition. Vedavision's approach caters to this demographic by providing comprehensive, individualized care that addresses the root causes of illness, not just the symptoms.

2. Certification Programs for Healthcare Specialists: Vedavision aims to support healthcare professionals by offering specialized certification courses in integrative medicine. These courses will focus on training neurologists, oncologists, psychiatrists, and other specialists in the practical application of Ayurvedic principles alongside modern treatments. With studies from Harvard Medical School indicating that integrative practices can reduce hospital stays by up to 25%, the demand for trained practitioners in this field is likely to grow. By equipping professionals with these skills, Vedavision positions itself as an educational leader in integrative healthcare.

3. Global Franchise and Collaboration Model: Recognizing the rising global demand for holistic care, Vedavision plans to expand through franchises and partnerships. Research from the Global Wellness Institute projects that wellness tourism will grow by 7.5% annually, highlighting opportunities for businesses that can cater to this expanding market. Vedavision's franchise model offers entrepreneurs the chance to bring integrative Ayurveda to local markets, backed by the credibility and support of an established brand. Each franchise will follow Vedavision's quality standards, ensuring consistency and excellence in patient care across locations.

The Growing Value Of Integrative Training For Healthcare Professionals

For healthcare specialists, Vedavision's project provides access to a field with high growth potential. A study from the National Center for Complementary and Integrative Health (NCCIH) revealed that integrative medicine practitioners often report higher patient satisfaction rates, with 85% of patients stating they feel more personally supported. This statistic underlines the appeal of integrative therapies, particularly for patients dealing with chronic illnesses, mental health challenges, and long-term rehabilitation needs.

The center's specialized training courses cater specifically to these high-impact areas. For example, psychiatrists trained at Vedavision could

An Integrative Health Hub In Rishikesh

Set against the backdrop of Rishikesh—a city internationally recognized for wellness and spirituality—Vedavision's project is designed to go beyond traditional wellness retreats. The center will provide an array of integrative therapies, modern rehabilitation techniques, and certification programs tailored for healthcare professionals. With this model, Vedavision aims to become a global leader in integrative medicine.

Key Aspects Of The Vedavision Project

1. Comprehensive Integrative Therapy and Rehabilitation: The Vedavision center will offer a unique combination of Ayurvedic treatments and modern rehabilitation therapies, specifically targeting chronic conditions and lifestyle-related illnesses. According to the Centers for Disease

Ayurveda COLUMN



Ayurveda Column:

INTEGRATING AYURVEDA WITH MODERN MEDICINE

incorporate Ayurvedic practices like meditation, diet, and lifestyle counseling into their mental health treatments, potentially improving patient outcomes and satisfaction rates. This dual approach makes Vedavision's courses highly relevant in today's healthcare landscape, equipping professionals with holistic tools to complement their conventional practices.

Opportunities For Wellness Entrepreneurs And Global Expansion

Vedavision's integrative model presents a unique business opportunity for wellness-focused entrepreneurs. The franchise model is structured to support global expansion, allowing partners to establish Vedavision-certified centers in new markets. Given that wellness tourism reached an estimated \$639 billion globally in 2023, with an annual growth rate of 7.5%, there is significant potential for Vedavision's centers to attract a diverse clientele of health-conscious travelers and locals alike.

Key Benefits For Vedavision Franchisees:

1. Market Access to a Growing Industry: With the increasing popularity of Ayurvedic and integrative therapies, the global wellness industry is ripe for expansion. Franchisees with Vedavision can tap into this demand, particularly in regions like the United States, Europe, and Asia where holistic health solutions are increasingly sought after.

2. Credibility and Established Expertise: Vedavision's association with Rishikesh, coupled with its rigorous training programs, provides a strong foundation of credibility. Franchisees gain the advantage of Vedavision's established reputation and expertise, enabling them to build trust with clients looking for certified integrative therapies.

3. Structured Support and Resources: Vedavision's franchise model offers comprehensive support, from training and operational resources to quality control. This structure ensures that each franchise maintains the same standards of care and education, providing a consistent experience that reinforces the Vedavision brand globally.

4. Focus on Preventive and Lifestyle Health: With 70% of deaths worldwide attributed to non-communicable diseases, including heart disease, cancer, and diabetes, there is a clear need for preventive healthcare solutions. Vedavision's focus on preventive and lifestyle health makes its services highly relevant, especially in markets where consumers are seeking alternatives to conventional healthcare.

Shaping The Future Of Integrative Healthcare

Vedavision's center in Rishikesh is more than a wellness project—it represents a step towards redefining healthcare as a holistic, integrative practice. This approach aligns with the Global Wellness Institute's finding that integrative health services are on a path to exponential growth, with wellness real estate and wellness tourism projected to be the fastest-growing segments.

The educational programs at Vedavision are designed to support healthcare professionals as they embrace this shift. By offering certifications in integrative therapy and emphasizing evidence-based Ayurvedic practices, Vedavision prepares practitioners to meet the complex needs of modern patients. And for entrepreneurs, the chance to partner with Vedavision provides an entry into a growing, lucrative market with the backing of a respected brand.

Be Part Of A Healthcare Revolution

As Vedavision launches in Rishikesh and expands globally, now is the time for healthcare professionals and wellness entrepreneurs to join. Embrace a holistic, patient-centered model that blends ancient wisdom with modern care. Be part of a transformative journey to shape the future of wellness worldwide.

PROSE OF BUSINESS



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UCL RESEARCHERS ACHIEVE **BREAKTHROUGH** IN **6G** WITH RECORD-BREAKING DATA SPEEDS

Technology Trends, Global Trends Magazine, 21st Edition 2024

Researchers at University College London (UCL) have made a groundbreaking advancement in 6G technology, achieving data transmission speeds of 938 gigabits per second (Gbps). This speed is over 9,000 times faster than current 5G networks, signaling a new era for wireless communication.

TECH TRENDS

The team at UCL accomplished this by utilizing a broader frequency spectrum, ranging from 5 GHz to 150 GHz, and integrating radio waves with light signals to optimize data transmission rates. This novel approach allows for much faster data transfer and greater bandwidth, enabling seamless high-speed communication. With this technology, a 50GB Blu-ray quality movie can be downloaded in just one second, demonstrating the immense potential of these speeds for everyday applications.

This milestone in 6G not only represents a significant leap forward in the evolution of wireless technology but also paves the way for next-generation applications such as real-time holographic communications, advanced virtual reality experiences, and the Internet of Things (IoT) on a massive scale. As researchers continue to refine these technologies, UCL's achievement could help shape the future of how we connect and communicate, making ultra-high-speed networks a reality in the years to come.



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ROBOTICS TAKES CENTER STAGE IN MUSIC WITH CELLO-PLAYING ROBOT

Technology trends, Global Trends Magazine, 21st Edition 2024

Robotics is driving innovation in many fields, and now it's making a significant impact in the world of music. Recently, a robot captivated audiences in Sweden by playing the cello alongside a live orchestra.

TECH TRENDS

This groundbreaking cello-playing robot was developed by researcher and composer Fredrik Gran. It uses industrial robotic arms enhanced with 3D-printed components. Unlike many contemporary robots, this one doesn't rely on AI. Instead, it follows a meticulously programmed score, specially composed by Jacob Muhlrud for this unique performance.

Muhlrud expressed his enthusiasm for the project, emphasizing how the cello robot redefines conventional notions of musical performance. He explained that the robot's design opens up new possibilities for playing the instrument, stating, "It's an exciting exploration of how you can actually play a cello based on conditions other than the dimensions of your hand."

This fusion of robotics and music is not just a technological achievement but also an artistic experiment, offering fresh perspectives on what it means to perform music.

GLOBAL TRENDS MAGAZINE

21st Edition

Last But Not Least

This esteemed Global Trends Magazine edition was crafted with passion by the dedicated team at the Global Chamber of Business Leaders, tailored especially for you. Don't miss the chance to share this issue and stay updated by subscribing to our website, where you can find and access all previous editions of this exceptional publication.

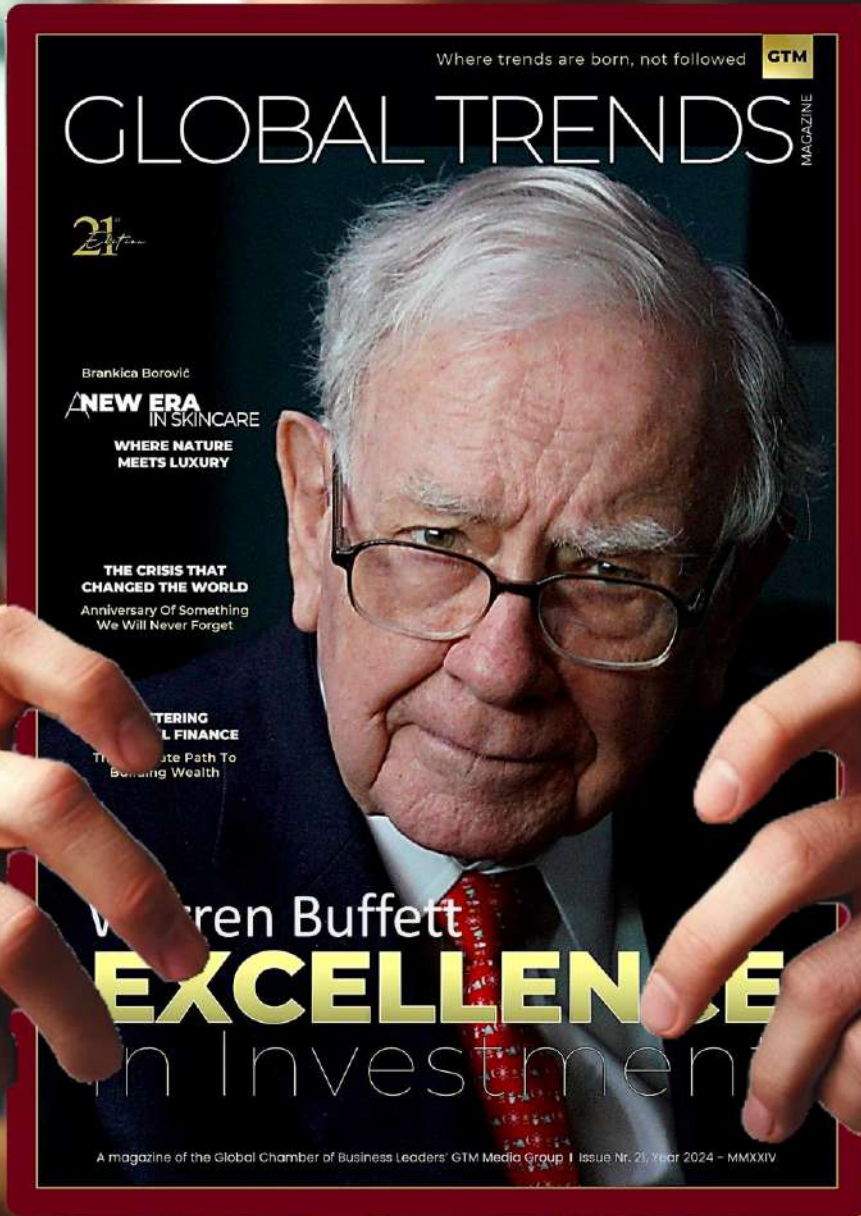
Wishing you the very best until next month, and here's our **inspirational quote** from this month's edition.



TOP 28
SPOTLIGHT
Best Quotes of the Month

“Love is not about possession.
Love is about appreciation.”

— Osho



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