



WAAS Athens, Strategy Day

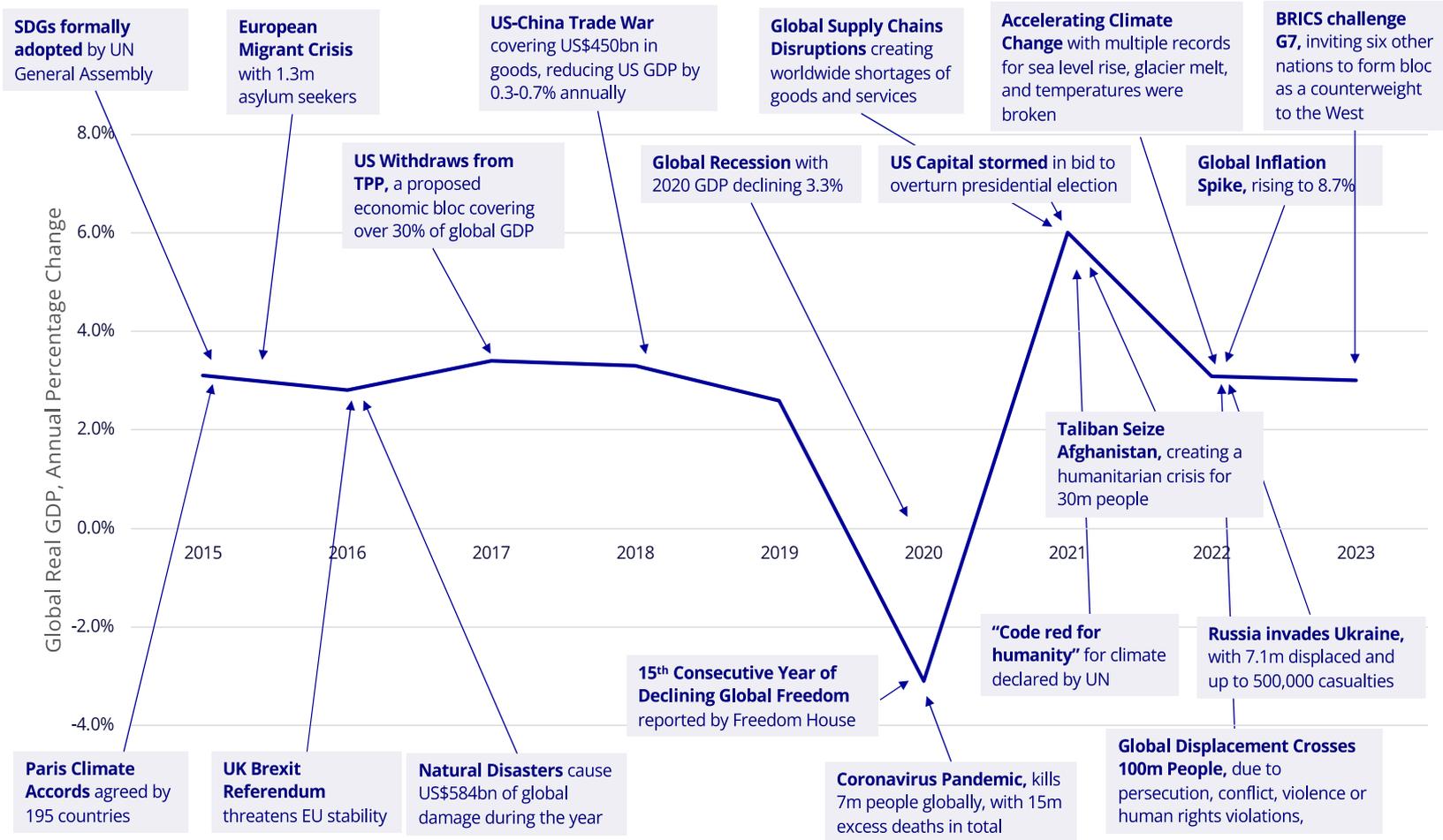
Discussion Materials

13-15 November 2023

Impact Initiatives, HS4A and F4G

Global Events and Disruptions since 2015

A Rocky Road – Global Disruptions Since the Launch of the SDGs



Source: Capital as a Force for Good, World Bank, IMF

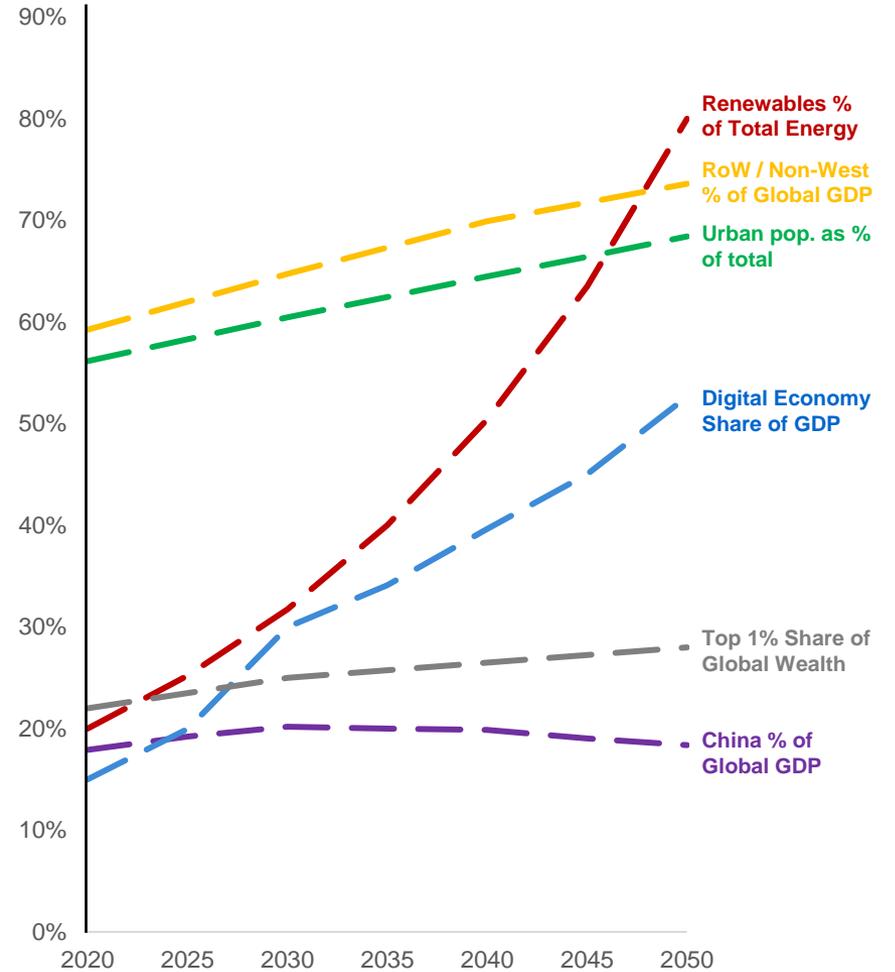
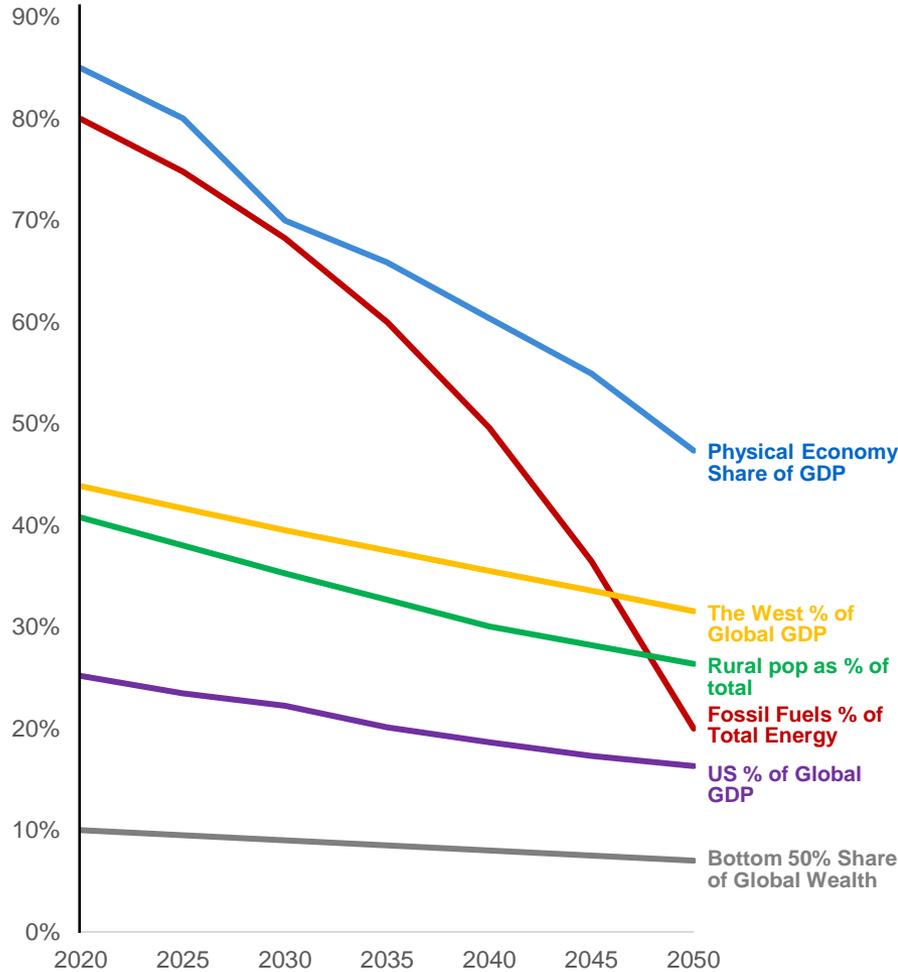
... and now a war in the Middle East

End of Basis of Last Civilization

The collapse of the prevailing world system driven by the end of many 'certainties' that defined the last era

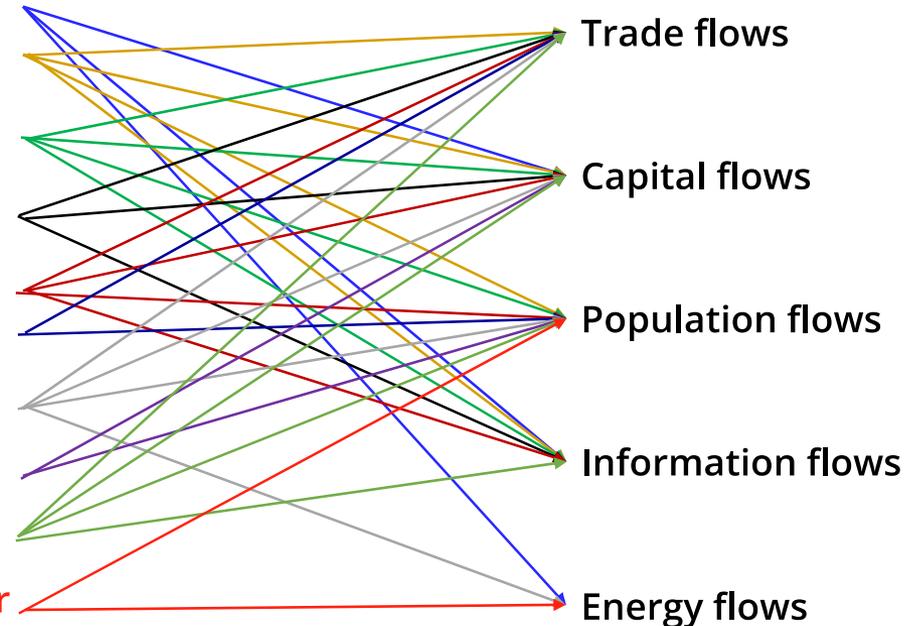
- 1. The End of Fossil Fuels**
- 2. The End of Western Geopolitical Dominance**
- 3. The End of American Unipolar Leadership**
- 4. The End of Physical World Primacy**
- 5. The End of the Value of Labour**
- 6. End of Contained Populations**
- 7. End of Key Resources**
- 8. End of Income Equality**
- 9. End of Peace, Leading to Perpetual War**

The End of Things



The Reshaping of Global Flows

1. The End of Fossil Fuels
2. The End of Western Exclusivity
3. The End of American Unipolar Power
4. The End of Physical World Primacy
5. The End of the Value of Labor
6. End of Contained Populations
7. End of Key Resources
8. End of Financial Exclusivity
9. End of Peace, Perpetual War
10. End of Current Way of Life, Climate Disaster



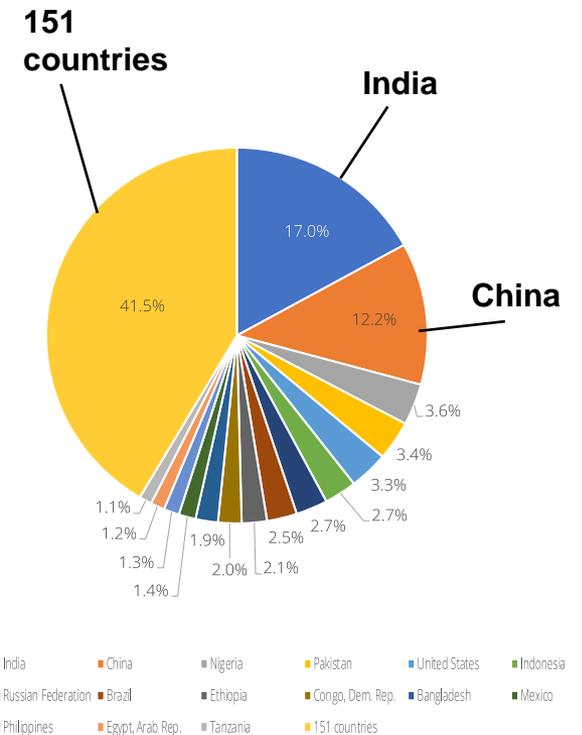
2023 SDG Progress Overview

2023 SDG Progress Trends



Source: 2023 SDG Index

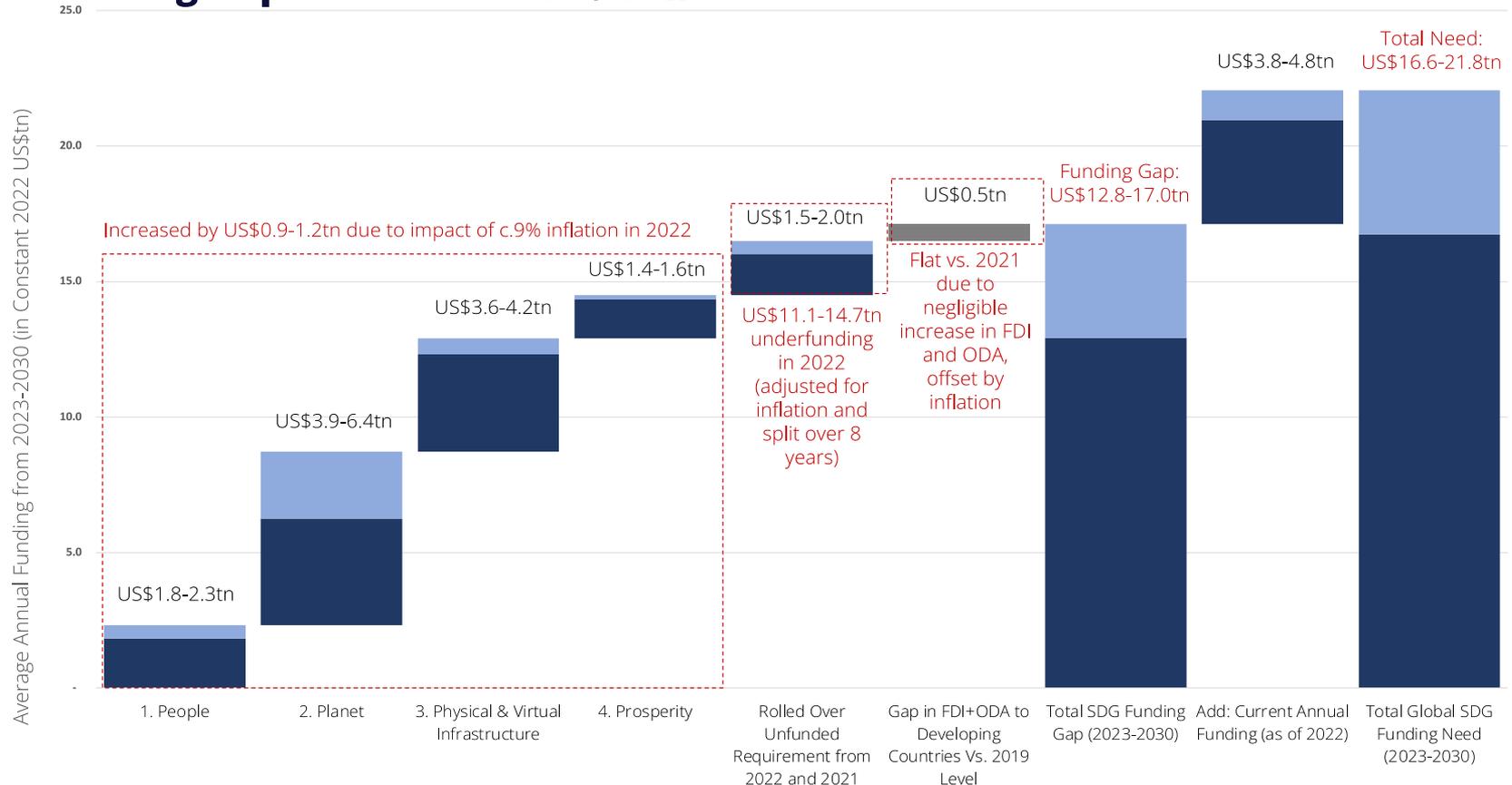
SDG Gap by Country



SDG Funding Gap of US\$103-137 trillion

The cumulative funding gap has also remained constant against last year, at US\$103-137 trillion through 2030, despite US\$4.5tn spent

SDG Funding Gap and Need in US\$ trillion

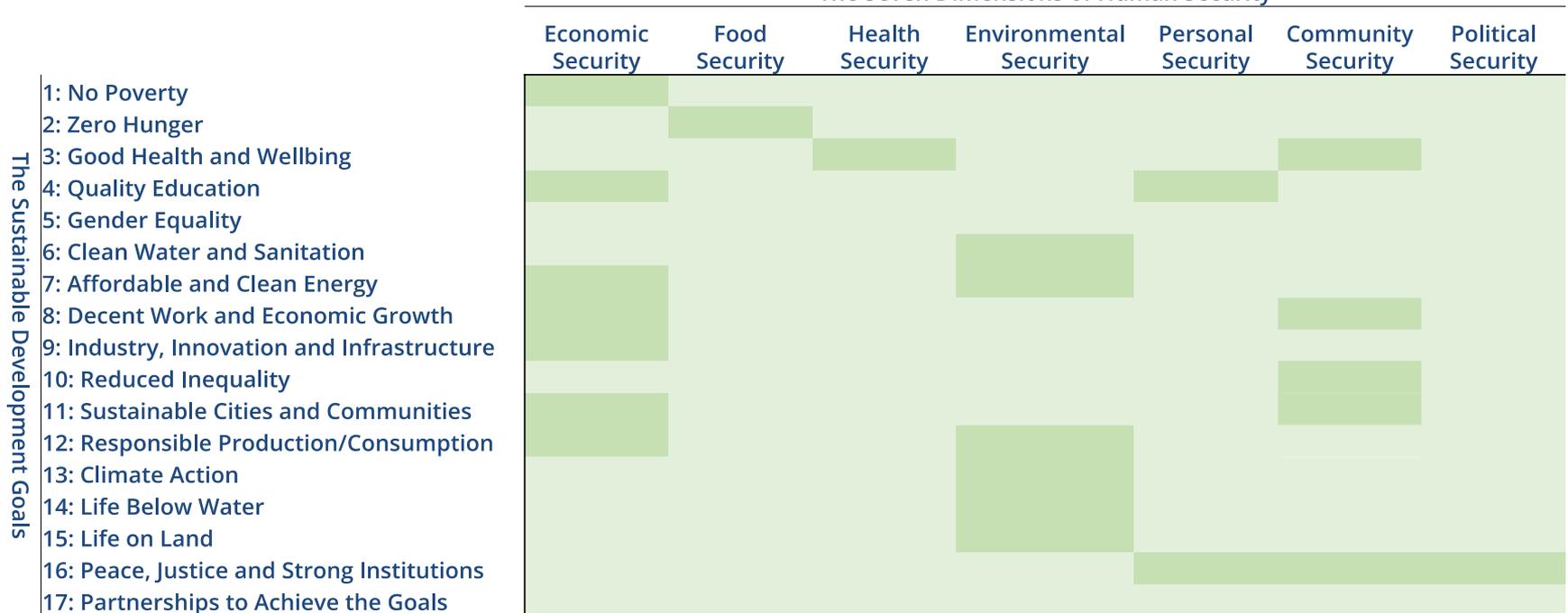


Total Capital in World of c.US\$440tn, GDP US\$100tn

Interrelated Nature of Global Security and Sustainability Goals

Security and Sustainable Development

The Seven Dimensions of Human Security



Source: Capital as a Force for Good Initiative

Partial List of the Consequences of Failure



Climate Catastrophe. Based on current decarbonization trajectories, the world is projected to face a 0.75-meter rise in sea levels, an 8-12x increase in regional heatwaves, an up to 187% increase in regional wildfires, and a 30% increase in the global population at risk of flooding. UN IPCC



Global Water Crisis. “We now face the prospects of a 40% shortfall in freshwater supply by 2030, with severe shortages in water-constrained regions.” Global Commission on the Economics of Water (OECD)



Mass Migration and Refugees. “1.2 billion people at risk of displacement ... living in countries where societal resilience is unlikely to be able to withstand the impact of their ecological threats between now and 2050.” Institute for Economics and Peace



Global Species Extinction. “An average of around 25 per cent of species in assessed animal and plant groups are threatened [by human action] suggesting that around 1 million species already face extinction.” UNESCO and IPBES



Education Gaps. “...Only 1 in 6 countries will meet Sustainable Development Goal 4 and achieve universal access to quality education by 2030. There will still be an estimated 84 million children and young people out of school by the end of the decade.” UNESCO



Unbridgeable Gender Gaps. “At the current rate of progress...it will take up to 286 years to close gaps in legal protection and remove discriminatory laws, [and] 140 years for women to be represented equally in positions of power and leadership in the workplace...” UN DESA and UN Women



Ongoing and Persistent Poverty. “Given current trends, 574 million people—nearly 7 percent of the world’s population—will still be living in [poverty] on less than US\$2.15 a day in 2030.” The World Bank



Economic Opportunity Cost. “Achieving SDG 5 (gender equality) alone could unlock up to US\$28 trillion for global GDP [over seven years]” or c.US\$3 trillion annually, mostly in developing countries OECD and UNDP



Political Impact. “Failure to redouble global efforts to achieve the Sustainable Development Goals may fuel greater political instability, upend economies and lead to irreversible damage to the natural environment.” UN

The Four Geopolitical Power Blocs to 2050

The US, EU, China and over time India, are power blocs that effectively determine the world's direction based on their current economic, demographic, security, and political characteristics:

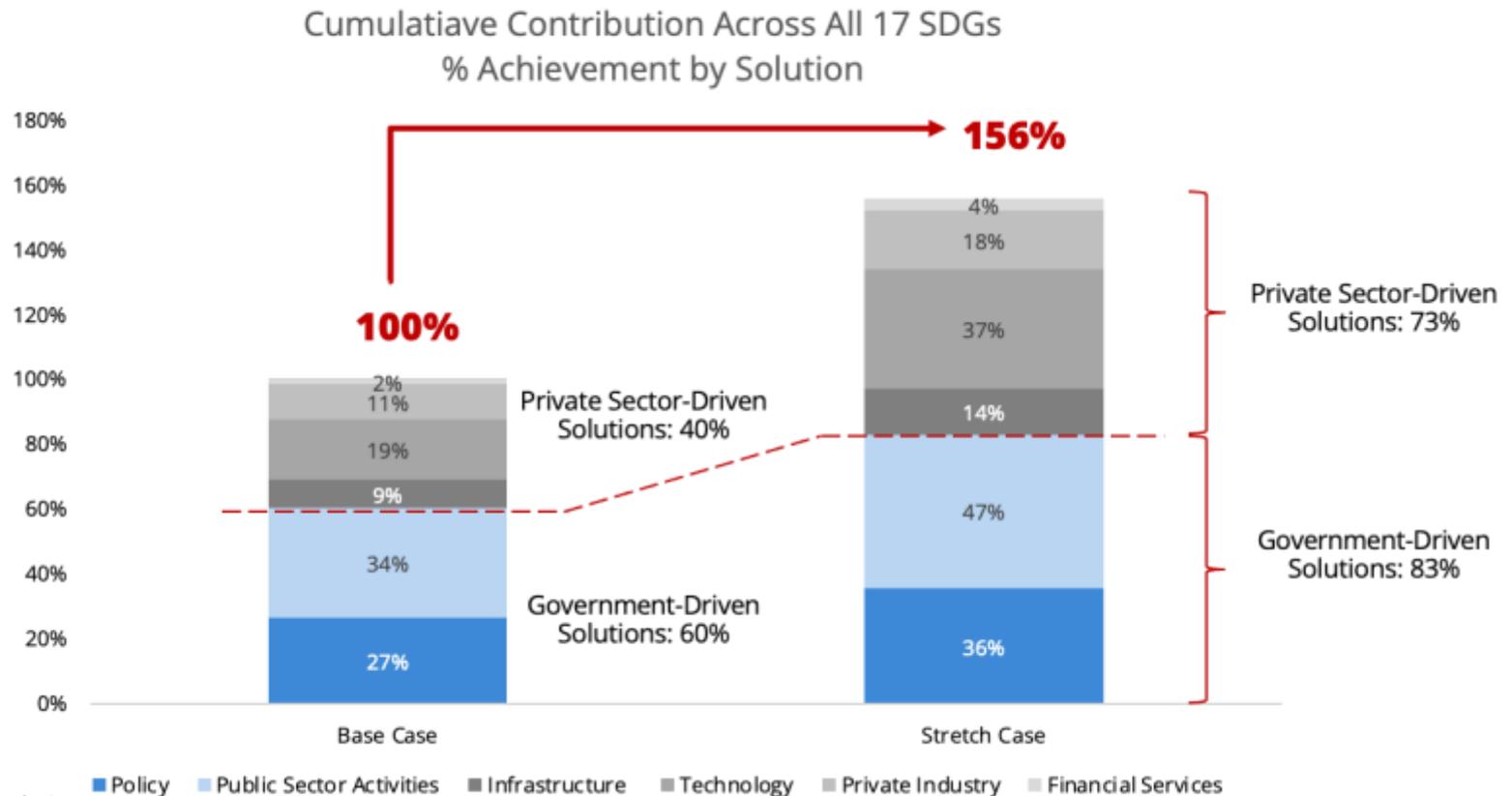
- **90% of the global market** capitalization lies within their major stock exchanges
- **71% of global defense spending**, is made by these four, with the cumulative budgets of the five largest spenders outside of the four blocs representing less than 15% of global spend
- **64% of global GDP**, representing the blocs' share of global output
- **57% of global trade**, with US\$2.7 trillion of trade between the blocs
- **45% of the world's population**, with India and China the world's most and second most populous countries
- **38% of the world's arable land**, and 24% of total agricultural land falls within these blocs

Solutions to the SDGs Based on Underlying Metrics

1. **Policy** provides solutions for 27% (Base) to 36% (Stretch Case) of the goals.
2. **Public Sector Activities** can solve nearly 34% (Base) to 47% (Stretch Case) of the goals.
3. **Technology** solves for 19% (Base) to 37% (Stretch Case) of the goals.
4. **Infrastructure** solves for 9% (Base) to 14% (Stretch Case) of the goals.
5. **Private Industry** solves for 11% (Base) to 18% (Stretch Case) of the goals.
6. **Financial Services** directly solves for 2% (Base) to 4% (Stretch Case) of the goals, while the finance industry indirectly funds for up to 73% of the solutions for the goals in the stretch case.

Exceeding the SDGs by 1.56x with Maximum Application of Solutions

Meeting the SDGs – Base vs. Stretch Case Solutions



Source: FAG analysis

SDGs the Biggest Challenge of Human History

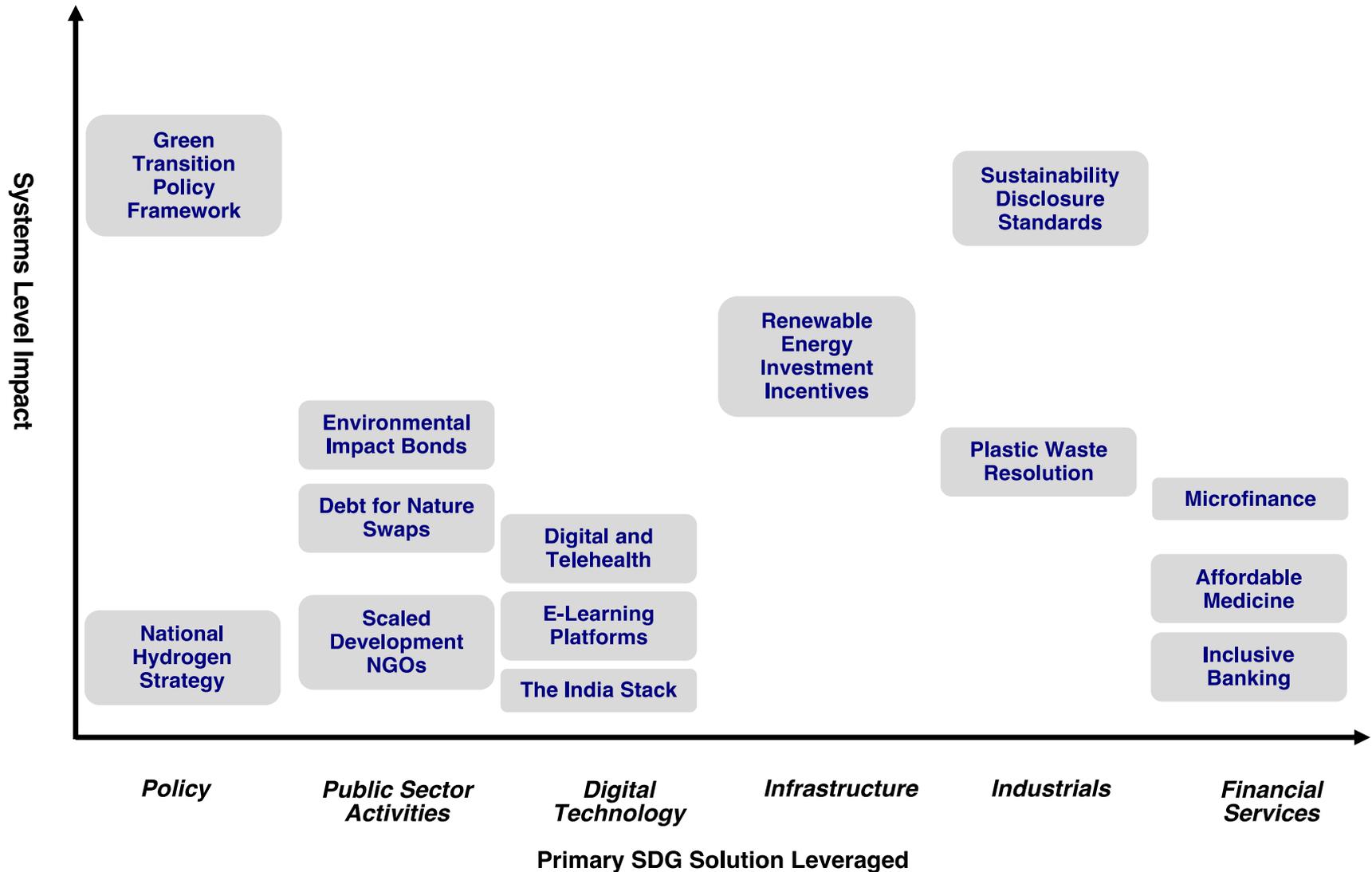
The Challenge of meeting the SDGs is **like the Space Race ... only it is several orders of magnitude greater** than the c.US\$200bn (in inflation adjusted dollars) program that put a man on the moon and involved primarily mobilizing **one country in a race against another, rather than every nation separately and together against a set of complex interrelated global problems**, and with no single entity having the mandate, power, and ability to perform such a role

15 Solutions Can Solve 70% of the SDG Gap

Type	Description	Organization	Key SDGs Impacted
Policy	Policy Framework for the Green Transition. The European Green Deal is an integrated blueprint of legislation, regulation, incentives and enabling policies to transform Europe's economy and societies for sustainability	European Union	
	Renewables Energy Investment Incentives. The US Inflation Reduction Act is a landmark legislation for climate change, using incentives to unlock private investment and to make key clean technologies profitable, at scale	United States of America	
	National Hydrogen Strategy. Ambitious industrial strategy adopted by Japan to develop a leading global hydrogen industry, to drive national decarbonization, transition to a stable energy supply and deliver economic growth	Government of Japan	
	Disclosure Standards. The IFRS Sustainability Disclosure Standards developed by the ISSB provide a global baseline of sustainability disclosures for the capital markets, and set the stage for pricing and accounting for externalities	International Sustainability Standard Board	
Capital Mobilization	Environmental Impact Bonds. The World Bank's Rhino Bond is the world's first environmental impact bond represents a breakthrough in conservation finance, partnering donors with capital market investors to share risk and drive conservation outcomes	Citigroup, The World Bank	
	Disaster Resilience Solutions. Innovative risk transfer mechanism increasing the financial capacity of international disaster response efforts and building long term resilience	Lloyds	
	Debt for Nature Swaps. Gabon's Blue Bond provides an innovative structure for refinancing developing country sovereign debt, with the potential to reduce indebtedness and the cost of debt, using savings to fund public spending on conservation activities	DFC, Bank of America	
Technology	The India Stack. A unique digital infrastructure for the delivery of mass financial inclusion for all, serving as a platform for broader social inclusion, a free to individual payment systems enabling peer-to-peer transaction, other digital services to people and businesses	Government of India	
	Digital and Telehealth. World's largest telehealth and virtual medicine platform including primary care, mental health, and chronic condition management, as well as mobile health	TeleDoc Health	
	E-Learning Platforms. National digital learning platforms to overcome barriers to education and to improve overall learning outcomes	National governments	

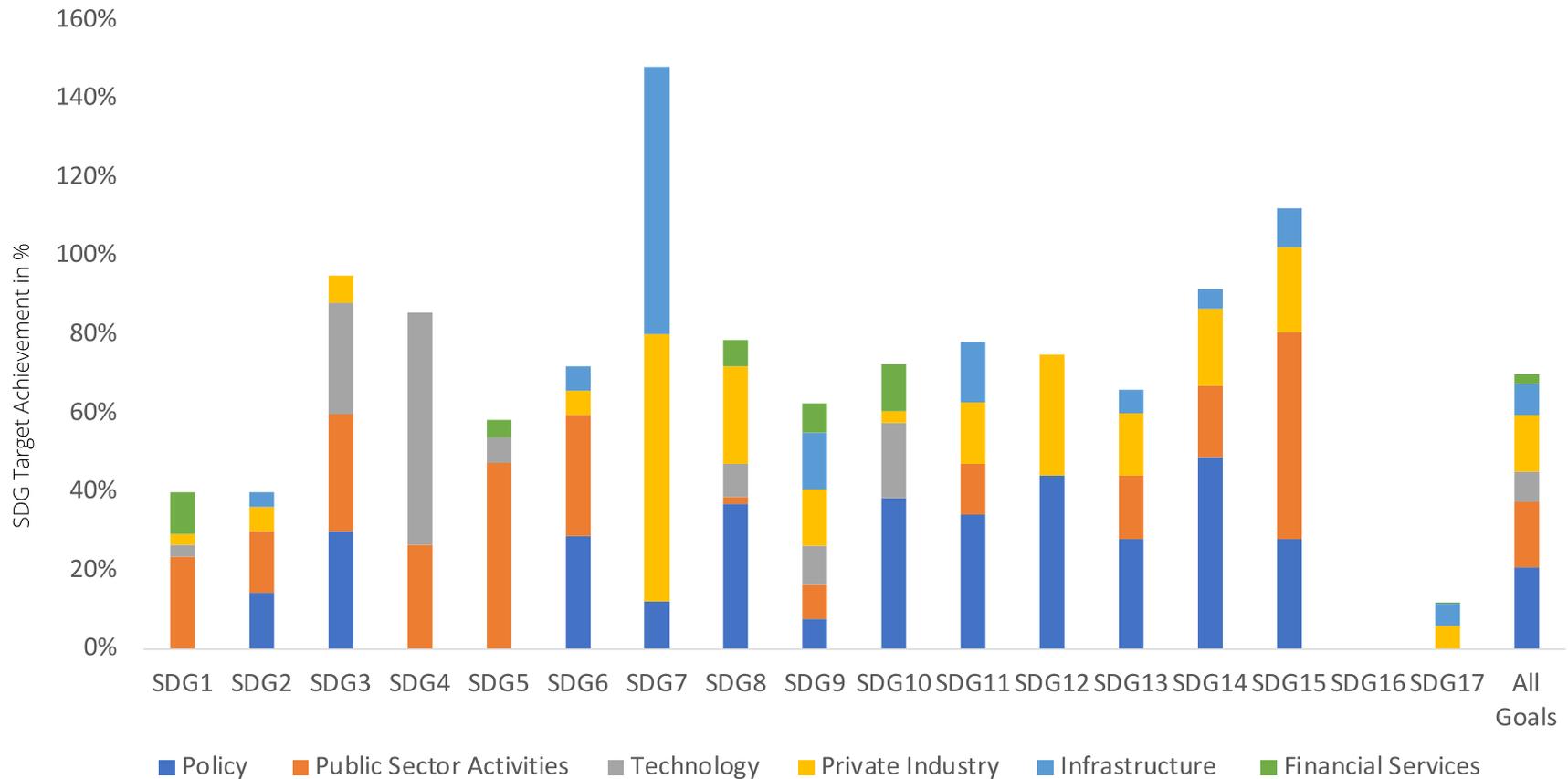
Type	Description	Organization	Key SDGs Impacted
Financial Services	Inclusion Banking. Major US banks have launched scaled initiatives to driven inclusion by focusing on underserved individuals, communities and MSMEs	US Banking Leaders	
	Microfinance. Mobile and digital technologies are increasing microfinance's potential to financially include the three billion people and 200 million (MSMEs) that still lack access to basic savings and credit services	Whole Industry	
Private Sector Initiative	Plastic Waste Resolution. Corporate initiative to prevent, reduce and remove 50 million metric tons of plastic waste leveraging capital markets, partnering with clients and research institutes, and organizational changes	Morgan Stanley	
	Affordable Medicine. World's largest vaccine producer focused on delivering quality vaccines at affordable prices for the world, critical for our continued efforts to reduce global mortality and improve global health outcomes	Serum Institute of India	
NGOs	Scaled Development NGOs. Major non-profit organizations addressing extreme poverty, using evidence-based, cost-effective, scalable interventions for basic challenges without commercial funding pathways in least developed countries	Gates Foundation, BRAC, Care International	

15 of the Initiatives to Meet the Goals



Cumulative SDG Impact Potential of the 15 Initiatives

15 Initiatives: Cumulative SDG Impact Potential



The India Stack for Mass Financial Inclusion

Digital Infra for Identity and Payments Solutions

A unique digital infrastructure for the delivery of mass financial inclusion for all, serving as a platform for broader social inclusion, a free to individual payment systems enabling peer-to-peer transaction, other digital services to people and businesses.

Key Highlights

- Aadhaar, a crucial component of India Stack, provides a digital identity to every citizen based on biometric and demographic data.. 67 Billion digital identity verifications have been done to date.
 - The India stack has enabled payment solutions which has significantly contributed to financial inclusion and has enabled people to access banking services, make digital payments, and participate in the formal economy. A total of real-time mobile payments worth INR 14.05 trillion have been made
 - Its government-led approach, emphasis on digital identity, and cross-sector applicability set it apart from traditional technology initiatives, making it a unique and transformative development in India's digital landscape.
- Transfer of India Stack technologies for adoption and integration into national banking systems to drive global financial inclusion

The India Stack: The Case for Scaling

450 million people in India financially included with digital bank accounts (Government of India)

1.4 billion adults globally without banks accounts (The World Bank)

2.6 billion adults not digitally financially included (The World Bank)

Potential Contributions to Key SDGs in %



SDG impact delivered through a mix of Technology, Financial Services and Public Sector Activity solutions, with the Stack enabling the delivering of private and public sector services.

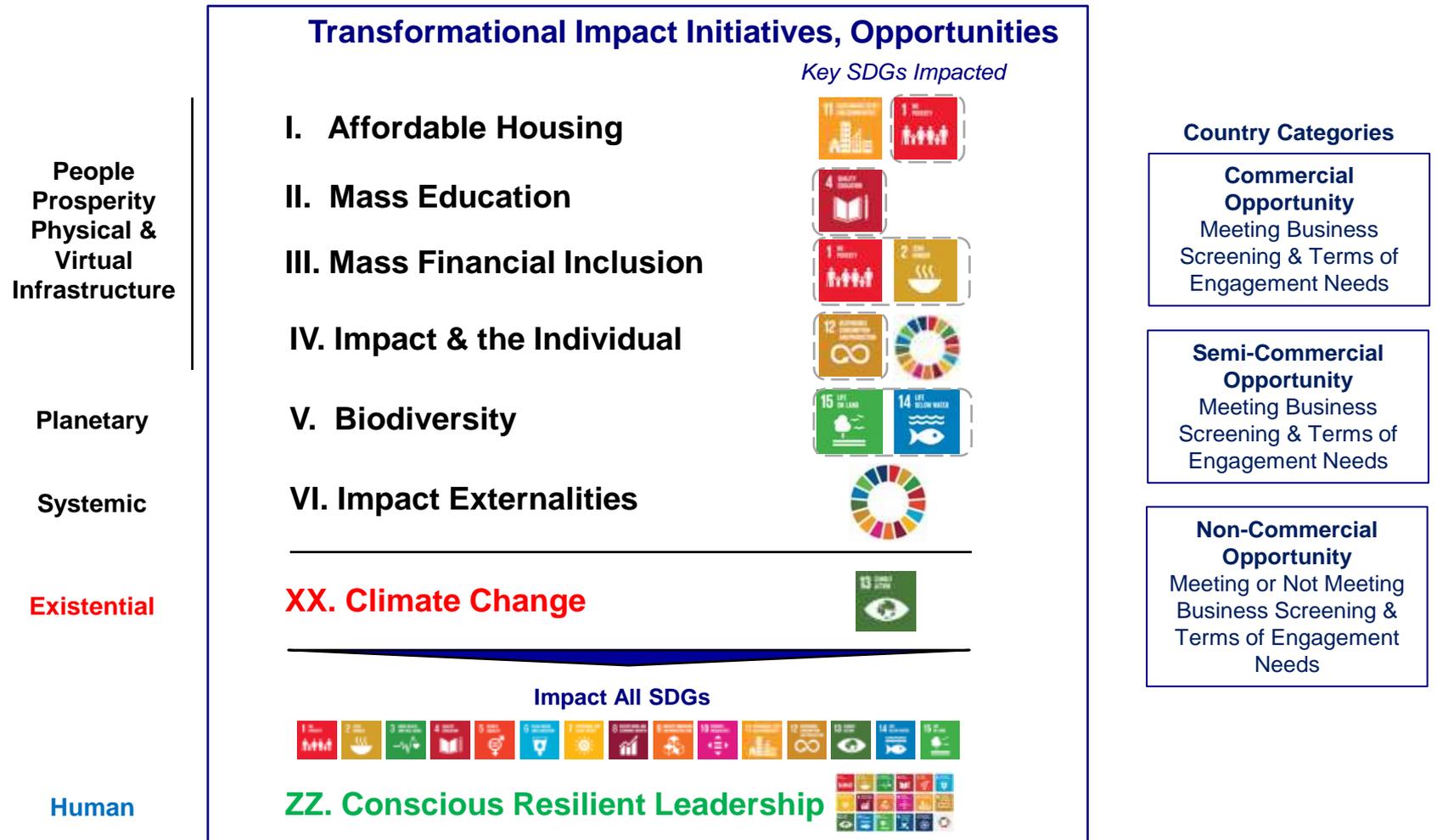
The India Stack was highlighted as one of six potential breakthrough initiatives in the 2022 Capital as a Force for Good report. Since the issuance of this report, has offered this technology to the rest of the world, announced at the United Nations on 4th May 2023 in the ECOSOC Chamber. See [link](#) for video.



With Force for Good, WAAS partner

Six Initial Pivotal High Impact Areas Pursued

Focus on Pivotal SDGs Through High Impact, Deliverable Projects



These 6 are a combination of SDG direct impact, humanitarian and planetary focus and systemic change

Making an Impact

To be effective, WAAS would have:

- 1. Identified and prioritized the most important world issues it can address**
- 2. Sought to influence these issues with its thinking and initiatives**
- 3. Launched initiatives directly and with partners to make an impact on these issues**
- 4. Be able to objectively measure the impact on these issues resulting from their direct and indirect efforts**
- 5. Adapt its priorities, approach and resources in response to changing world events and issues**



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Global Voices for Human Security

Executive Summary

Global Voices

- 1. Global Referendum platform**
- 2. Not a legally binding vote that any constituency is obliged to deliver on**
- 3. Every person in the world is invited and eligible to vote**
- 4. The vote is from "the people", "for the people"**
- 5. Over time, a powerful voice to influence decision makers**

The abiding principles which will guide all policies and decision-making will be the Universal Declaration of Human Rights and humanitarian law and their reflection in the 17 SDGs adopted unanimously by 193 UN member states

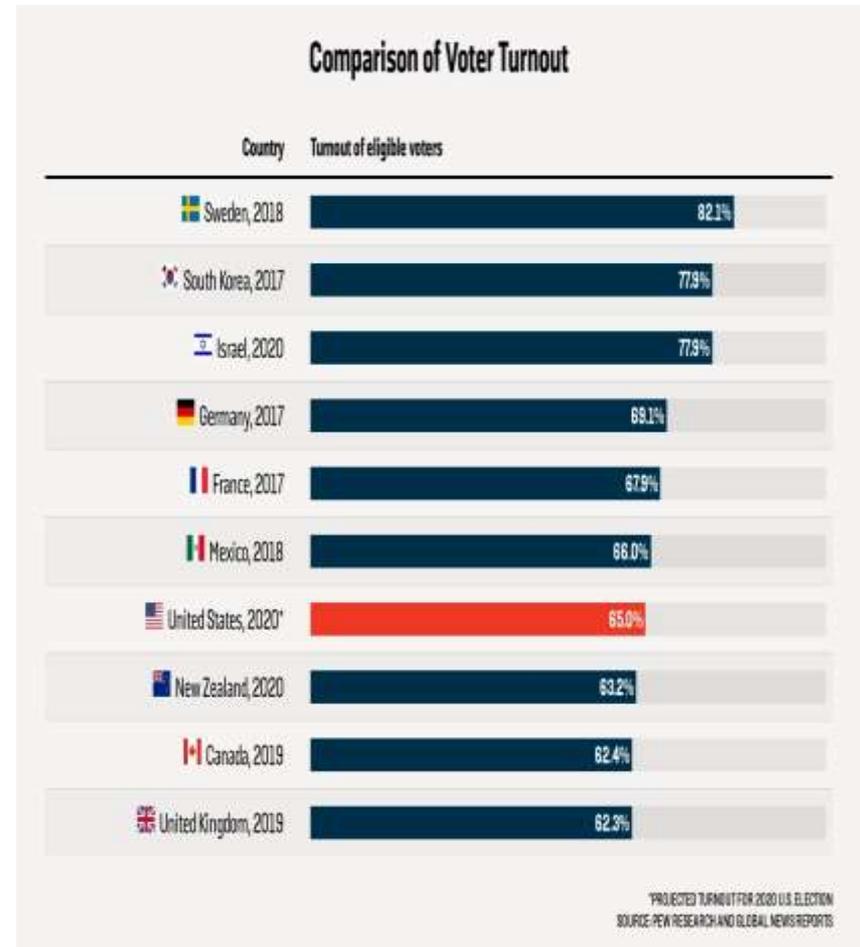
Note: Many matters will need to be considered, including which matters, important to who, what risk, what inclusiveness is possible, what security, what cost and other important issues

Who

A Basic but Complicated Design Question

Voice of the people(s)

- **56%** of the world's people are not connected to the internet, only 3.4bn (out of 7.7bn) are connected
- **58%** of people are “not free” or “partly free”
- **45%** of world's people are not satisfied with democracy and how it works
- **68%** of the world's people do not get good information or good to satisfactory information to base their views on



Sources: <https://www.statista.com/statistics/617136/digital-population-worldwide/>; <https://freedomhouse.org/report/freedom-world/2021/democracy-under-siege>; Pew: <https://www.pewresearch.org/global/2019/04/29/many-across-the-globe-are-dissatisfied-with-how-democracy-is-working/>; <https://institute.global/policy/populists-power-around-world>; <https://institute.global/policy/populists-power-around-world>; <https://rsf.org/en/2019-world-press-freedom-index-cycle-fear>.

Fundamental Questions to be Answered

The intent is clear for the initial hypothesis to be tested and verified

Objective: Provide for a powerful platform for the voice of the world's people on major global issues

Scope: Ascertain global public opinion on major global issues focused on human and planetary security such as peace, disarmament, climate, food-security, employment, immigration and other dimensions of security which would evolve to include any important issue of the time

Mechanism: A global polling platform for voting on key issues of relevance to global society

Technology: A system accessible by mobile phone app to provide security and limit voting on any issue to one voter per unique mobile phone number or other authentication mechanism

Platform: A “liquid democracy” (ie independent of elected authorities and institutions) platform to disseminate information, facilitate discussion based on the votes of the peoples of the world

Participation: Everyone in the world

Benefits: Provides a voice to all the people, regardless of their specialness, provides information that can be presented in raw form and analysed to determine opinion

Power and Influence: The system is not legally binding but can evolve into a powerful agent of influence over those with power to execute

Fundamental Questions, Answers

Hypothesis of Answers on Fundamental Questions

Who to serve specifically?	All the people of the world, across all boundaries, all specialness and differences, To foster a greater sense of shared awareness and common aspirations to foster the still nascent global consciousness
Why , to what end?	To provide the people of the world with a voice on the most important matters that affect their lives and to provide information that can be used to influence those with the power to make responsible change
How are we seeking to position relative to others?	We seek to differ from others starkly in terms of scale (all the people versus a specific segment), somewhat in scope (all global issues of relevance locally) and somewhat in terms of audience (we serve all the people), and trust
Costs, Benefits, Risks. What do we wish to afford?	The project will be undertaken by a partner and their expertise will enable the risks to be better managed, and we will have a stake in the platform
Who will do it? Management team?	The project will be undertaken by a partner, with proper governance established with us, to bring their expertise in executing what is a highly complex project
Who will own the platform? Us and who else?	The platform will be owned by its investors which include WAAS as a founder and others who provide the capital required to build and run the platform

The Governance and Ownership issues are of importance for WAAS. Their precise determination will be critical, including what will constitute management and what governance

How Positioning relative to others?

Social Media

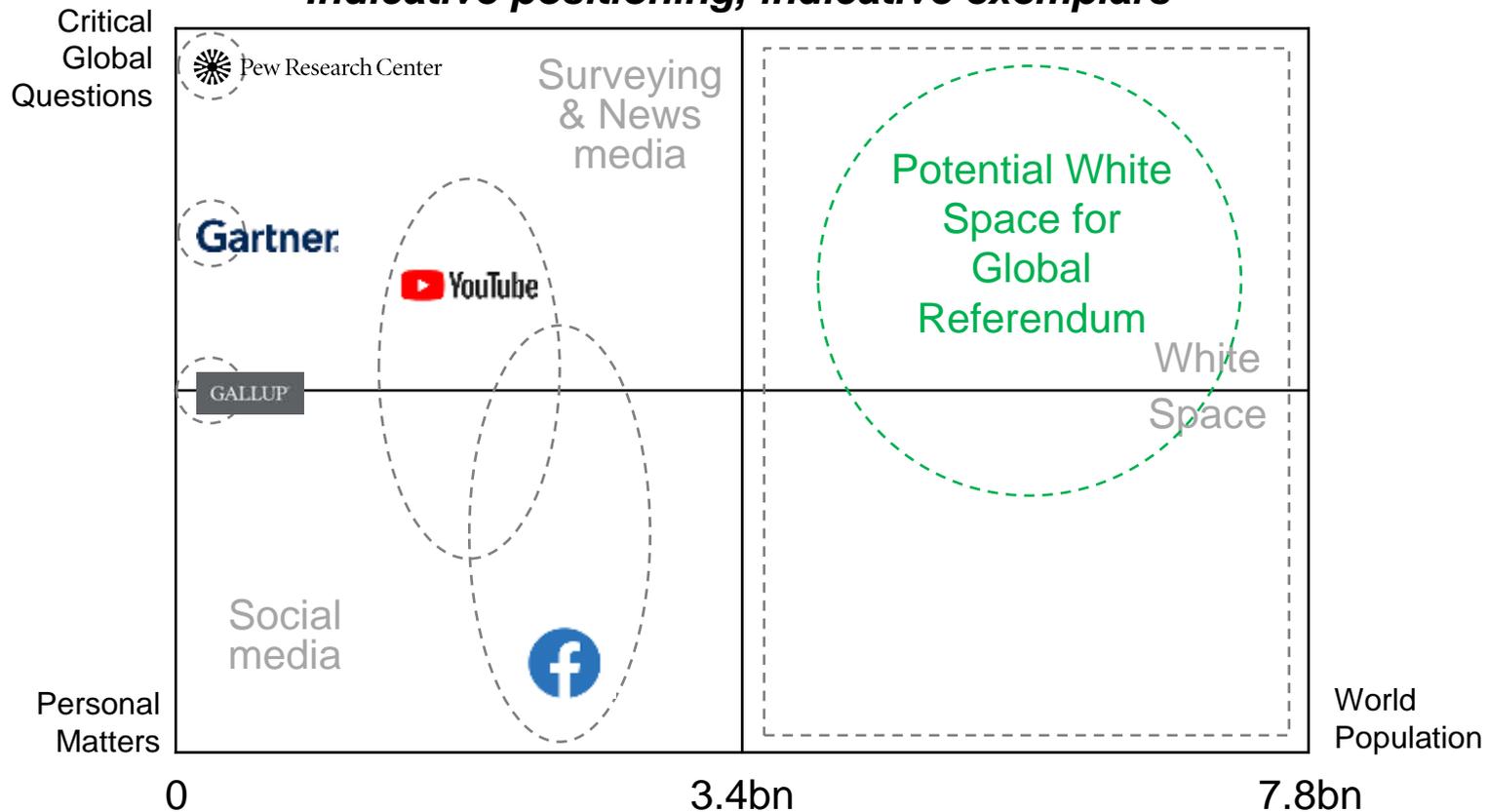
- Facebook, US – **c.3 billion** Multiple Active Users (MAUs)
- YouTube, US – **c.2.7 billion** MAUs
- WhatsApp, US – **c.2 billion** MAUs
- Messenger (Facebook), US – **c.1.3 billion** MAUs
- WeChat, Ch – **c.1.7 billion** MAUs
- Instagram, US – **c.2.35 billion** MAUs
- X (Twitter), US – **0.5 billion** MAUs

China has many more apps with between 0.5bn and 1bn MAUs

Positioning The Missing Space: Everyone on What Matters

The White Space – galvanize the vote of the world on every major issue, event or individual (subject to its scope mandate) and in doing so influence outcomes and is therefore a powerful platform of geo-political significance

Indicative positioning, indicative exemplars



Perhaps, Key Challenge & Differentiator Deliver Trust & Truth

Israel-Gaza – the truth also a casualty

Fake news created by governments and citizens is being broadcast by states and individuals, magnified on social media making it uncertain ... whether Hamas killed, raped, beheaded or maimed in Israel, who shot down the hospital in Gaza, whether Israel tortured Gazan workers stranded in Israel after 10/7, how many killed, who legitimately owns Palestine.

Various Mainstream, News Channels, including Guardian, BBC, CNN, Haaretz, Al Jazeera

“The real opposition is the media. And the way to deal with them is to flood the zone with shit.”

Steve Bannon, former Strategist to Trump White House

Tech execs should face ‘20 years in jail’ for letting A.I. bots sneakily pass as humans ... **A.I. can "create billions of fake people"** and we'll “need to know whether it’s a real human being” we're talking to. Yuval Noah Harari, Author of Sapiens

“Generative AI can develop messages **aimed at those upset** with immigration, the economy, abortion policy, critical race theory, transgender issues, or the Ukraine war ... take advantage of social and political discontent, and use **AI as a major engagement and persuasion tool.**” Brookings Research

“... countries are creating deepfakes to spread propaganda ... These technologies are still in their infancy, but we cannot dismiss them”

META security showed “a fake video of Ukrainian President Volodymyr Zelensky calling on his soldiers to lay down their weapons.” Nature

Social media is an outrage machine, not a forum for sharing ideas and getting at the truth.

Free speech absolutists, Elon Musk being most famous proponent, support “hate speech”, “if people you hate can say things that you hate, that means they can’t stop you from saying things you want to say”, Elon Musk. FT

Execution

Lesson – choose the concept carefully: referendum v. social media v. collaborative impact and innovation tool

I Love This Planet, Beta version

Potential next steps:

- 1. Determine concept and specification, utilise experience of ILTP, and AI partner**
- 2. Raise funds to commission AI based v0 Solution**
- 3. Iterative development with an AI developer with gaming, collaborative innovation solution sets**
- 4. Re-present to this group**
- 5. Launch pilot**