WOW – UNVEILING THE COLOURS OF THE ECONOMY

From 09/10/2024 to 11/10/2024, UN Campus, Turin - Italy

Timetable

DAY 1 - 09 October 2024

08:15 – 09:00 **Room:** Africa10 – ground floor	**Welcome & registration**
09:00 – 10:15 **Room:** Innovation lab, Africa10 – 1st floor	**Welcome to "WoW: Unveiling the Colours of Economy"** *Simona Rinaldi, ETF* **Opening remarks** *Pilvi Torsti, Director, ETF* *Christophe Perrin, Director, ITCILO* **Introduction to WoW** *Francesca Rosso, ETF* *Stefano Merante, ITCILO* **Keynote speech: "How megatrends are changing societies, organizations and people"** *Carsten Beck, Copenhagen Institute for Future Studies*
10:15 – 11:15 **Room:** Innovation lab, Africa10 – 1st floor	**Desert resources, global impact: the future of the yellow economy** *Facilitator: Juliana Maziero Castro, ITCILO* *Valeria Cantello, Desert Technologies* *Mongi Smaili, UGTT Tunisia* *Giuseppe Provenzano, Union for the Mediterranean*
11:15 – 11:45	Coffee break (at Valentino bar)
11:45 – 13:00 **Plenary room:** Oceania 173	**Digital transformation and creative disruption: a new age for the gold and orange economies** *Facilitator: Stefano Merante, ITCILO* *Katalin Bokor, UNCTAD* *Daniar Amanaliev, ololo, Kyrgyz Republic* *Marina Popovic, Craft Chamber, Ukraine* *Felix Romano, Concamin, Mexico* *Nicola Camurri, ETT, Italy* *Fabio Nascimbeni, ETF*
13:00 – 14:15	Lunch

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14:15 – 15:30 **Plenary room:** Oceania 173	**Circular solutions: bridging the green and blue economies for a resilient planet** *Facilitators: Romain Boitard, ETF & Marwa Hammad, Schneider Electric Foundation* *Lydia Papadaki, AE4RIA, Greece* *Pablo Esteban Jimenez Ayora, Chamber of Industries and Production, Ecuador* *Christine Bader, ILO* *Esther Goodwin Brown, Circle Economy, Netherlands* *Romain Narcy, EREKS – Blue Matters, Denim Deal Foundation, Turkey*
15:30 – 16:00	Coffee break (at Valentino bar)
16:00 – 17:15 **Plenary room:** Oceania 173	**Demographic shifts and economic futures: leveraging the silver and white economy for growth** *Facilitator: Costanza De Toma, ITCILO* *Dorothea Schmidt-Klau, ILO* *Ummuhan Bardak, ETF* *Joana Cabete Biava, DIEESE, Brasil* *Eszter Sandor, Eurofound* *Valeria Esquivel, ILO* *Fernando Mancera, ANDI, Colombia*
17:15 – 17:30 **Plenary room:** Oceania 173	**Wrap up of the day** *Manuela Prina, ETF*
19:00	Transfer to GreenPea Lingotto
19:30 – 22:00	**Official Dinner (GreenPea Lingotto)**

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DAY 2 - 10 October 2024

09:00 – 09:20 **Plenary room:** Oceania 173	**Welcome speech on the future of work** *Petra Pirklova, "Future of Work, Youth Employment" European Commission*
09:20 – 09:45 **Plenary room:** Oceania 173	**Programme of the day & Introduction to the methodology** *Nik Baerten, Pantopicon*
09:45 – 10:45	**Group Work Session 1: "Through the looking glass" (First part)** **White: Africa 81** *Facilitators: Ummuhan Bardak (ETF), Costanza De Toma (ITCILO)* **Silver: Africa 84** *Facilitators: Eva Jansova (ETF), Stefano Merante (ITCILO)* **Green: Africa 82** *Facilitators: Romain Boitard (ETF), Chandni Lanfranchi (ITCILO)* **Blue: Africa 92** *Facilitators: Sona Kalantaryan (ETF), Linda Deelen (ITCILO)* **Orange: Africa 94** *Facilitators: Floriana Folisi (ETF), Margarita Lalayan (ITCILO)* **Yellow: Africa 91** *Facilitators: Abdelaziz Jaouani (ETF), Juliana M. Castro (ITCILO)* **Gold: Africa 93** *Facilitators: Fabio Nascimbeni (ETF), Fausto Saltetti (ITCILO)* *In this initial session, participants will explore future scenarios of a 'coloured' economy. After brief introductions, they will review a fictional future world description and add their own inputs. Discussions will be held on how everyday life in this future differs from today, touching on a range of societal aspects, and encouraging imaginative additions.*
10:45 – 11:15	Coffee break (at Valentino bar)
11:15 – 12:30 *(working rooms)*	**Group Work Session 2: "Through the looking glass" (Second part)** *In the second session of the foresight, participants will focus on how the future world impacts the nature of work. They will examine changes in job roles, skills, workspaces, working conditions, the economic system, and policy frameworks. Participants will then reflect on how work is different for the inhabitants of this future world, considering their thoughts, feelings, actions, and emerging needs.*

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12:30 – 13:30	Lunch
13:30 – 14:30 *(working rooms)*	**Group Work Session 3: "Achilles & Prometheus"** *In this session, participants will explore factors that could either accelerate or undermine the realization of the 'coloured' future world. They will visit other future worlds to identify potential levers and barriers and gather insights on what could boost or challenge these worlds. Teams will discuss the collected insights and reflect on how they impact their world's potential.*
14:30 – 15:45 *(working rooms)*	**Group work Session 4: "Key insights"** *In the last session of the foresight exercise, participants will review the insights gathered about their future world, focusing on five key areas: labour market evolution, upskilling and reskilling, diversity and inclusion, technological advancements, and workplace adaptation. They will identify key challenges or opportunities that are relevant for today's world in anticipation of the future. These will serve as building blocks for Day 3 activities.*
15:45 – 16:15	Coffee break (at Valentino bar)
16:15 – 17:15 **Plenary room:** Oceania 173	**Fishbowl: "I came back from the future and I saw …"** *In this final session of the day, participants will share key insights from their respective worlds, highlighting elements that were surprising, insightful, or inspiring, along with their reasons. They will then identify overarching themes that emerge across the different worlds, to prepare for Day 3.*
17:15 – 17:30 **Plenary room:** Oceania 173	**Wrap up of the day**

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DAY 3 - 11 October 2024

09:00 – 09:30 **Plenary room:** Oceania 173	**Welcome and recap** *Nik Baerten, Pantopicon*
09:30 – 11:00 **Plenary room:** Oceania 173	**Group Work: "Back from the futures" (concepts & questions)** **Labour market evolution, including skills anticipation and job creation: Africa 82** *Facilitators: Ummuhan Bardak (ETF), Bernd Mueller (ITCILO)* **Comprehensive strategies for upskilling and reskilling: Africa 93** *Facilitators: Abdelaziz Jaouani (ETF), Anna Zongollowicz (ITCILO)* **Advancing equality, diversity, and inclusion with a special emphasis on gender and youth: Africa 94** *Facilitators: Outi Kärkkäinen (ETF), Maud Ritz (ITCILO)* **Exploring the implications of technological advancements such as AI: Africa 92** *Facilitators: Fabio Nascimbeni (ETF), Stefano Merante (ITCILO)* **Adapting to evolving workplace conditions: Africa 81** *Facilitators: Eva Jansova (ETF), Nicolas Torres Vieira (ITCILO)* *Topic experts from all seven coloured futures will now convene in breakout rooms on cross-cutting issues, using the building blocks gathered at the end of day 2. They will draft new capacity-building concepts and research questions related to their respective topics. After discussing their outlines, they will further develop them to prepare for the futures panel.*
11:00 – 11:30	Coffee break (at Valentino bar)
11:30 – 12:30 **Plenary room:** Oceania 173	**"Special envoys future panel"** *In the final session the special envoys from all five topic teams will be welcomed to the stage for presentations, under the form of an elevator pitch showcasing their concepts. Following the presentations, a reflection process will take place to determine the capacity building and research agenda of the future arising from the three days of collective work.*
12:30 – 12:45 **Plenary room:** Oceania 173	**Closing of the foresight exercise** *Nik Baerten, Pantopicon*
12:45 – 14:00	Lunch
14:00 – 15:00 **Plenary room:** Oceania 173	**Final remarks and closing** *Manuela Prina and Francesca Rosso (ETF), Stefano Merante (ITCILO)*

Background document: the 7 colours of the economy

Blue Economy

The Blue Economy promotes the sustainable use and management of marine and freshwater resources, balancing economic activities like fisheries, aquaculture, and water-based tourism with the preservation of ecosystems. The world's oceans and freshwater systems are under increasing pressure from overfishing, pollution, and climate change, leading to degraded ecosystems and diminished resources. The Blue Economy seeks to address these challenges by fostering practices that ensure long-term ecosystem health, while also supporting livelihoods and economic growth. Sustainable fisheries and aquaculture practices help secure food sources for billions of people, while water-based tourism provides economic benefits through eco-tourism and marine conservation efforts. Furthermore, innovations in marine biotechnology, offshore renewable energy (such as tidal and wave power), and ocean-based carbon capture offer new opportunities for addressing climate change. The Blue Economy is essential for coastal communities that rely on marine resources and offers a pathway to global sustainability by integrating economic viability with the preservation of the planet's vital water resources.

Gold Economy

The Gold Economy is driven by technological innovation and digitalization, positioning itself at the forefront of global economic growth through advanced technologies like artificial intelligence, blockchain, digital finance, and premium digital services. This economy responds to the rapid pace of technological change, providing opportunities for productivity gains and solutions to global challenges such as resource inefficiency, inequality, and climate change. Technologies like 5G, quantum computing, additive manufacturing and the Internet of Things are revolutionizing industries across healthcare, manufacturing, and transportation, allowing for smarter, more connected systems that enhance operational efficiency and user experience. Digital finance, including cryptocurrencies, smart contracts and fintech innovations, is expanding access to financial services, promoting inclusivity in both developed and emerging markets. The Gold Economy also addresses sustainability challenges through the adoption of green technologies in areas like precision agriculture, smart cities, and energy management. By fostering innovation and entrepreneurship, the Gold Economy is reshaping industries and societies, creating high-value jobs, and accelerating the transition to a more resilient and sustainable global economy.

Green Economy

The Green Economy, rooted in the principles of the Circular Economy, emphasizes sustainability through practices aimed at reducing waste, optimizing resource use, and transitioning to renewable energy sources. As global concerns over environmental degradation, resource depletion, and climate change intensify, the Green Economy offers a framework for sustainable growth that

minimizes environmental impacts while fostering economic innovation. At the heart of this model is the shift from linear production systems, where resources are extracted, used, and disposed of, to circular systems that prioritize recycling, reusing, and regenerating materials. Renewable energy

sources such as solar, wind, and hydropower are central to this transition, as they reduce reliance on fossil fuels and lower carbon emissions. The Green Economy promotes eco-friendly practices in manufacturing, energy use, and transportation, creating opportunities for green jobs and innovation in industries like clean energy, sustainable agriculture, and circular product design. By addressing current global challenges, the Green Economy offers a pathway to sustainable, long-term prosperity while protecting the planet's ecological systems.

Orange Economy

The Orange Economy represents the cultural and creative industries, encompassing sectors like arts, entertainment, fashion, design, architecture, advertising, software, publishing, and research and development. This economy thrives on human creativity and innovation, driving economic growth while preserving cultural heritage and fostering social cohesion. In a globalized, digital world, the demand for creative content and experiences has surged, creating new opportunities for artists, designers, and entrepreneurs to reach international audiences. Digital platforms and technologies have transformed the creative landscape, enabling the global distribution of media, arts, and cultural products while providing new avenues for revenue and cultural exchange. The Orange Economy also addresses societal challenges such as promoting diversity, inclusivity, and innovation in addressing social and environmental issues. By integrating creativity into industries and communities, it fosters resilience and adaptability, particularly in times of crisis or rapid technological change. As creativity becomes an increasingly valuable asset in the knowledge-based economy, the Orange Economy highlights the importance of cultural and creative industries in shaping sustainable and equitable futures.

Silver Economy

The Silver Economy focuses on the needs and opportunities presented by aging populations, a demographic shift that is occurring in many parts of the world due to longer life expectancies and lower birth rates. This economic model includes industries and services related to healthcare, retirement planning, age-friendly products, and lifelong learning, as well as policies that support older workers' continued participation in the workforce. With aging populations putting increasing pressure on healthcare systems, pension funds, and social services, the Silver Economy seeks to innovate in areas such as assistive technologies, telemedicine, and age-conscious urban planning. It also promotes the entrepreneurial potential of older adults and encourages businesses to develop products and services that meet the specific needs of seniors, from accessible home designs to financial products tailored for retirement. The Silver Economy plays a crucial role in creating a more inclusive society by recognizing the contributions of older individuals, fostering intergenerational solidarity, and ensuring that the needs of aging populations are addressed through innovation, policy, and economic activity.

White Economy

The White Economy is centered on the healthcare and social care sectors, which are crucial for societal well-being, especially in the face of global challenges such as aging populations, public health crises, and mental health issues. Healthcare is a critical component of the White Economy, encompassing the development of innovative medical technologies, healthcare infrastructure, and systems that ensure equitable access to care. With the COVID-19 pandemic highlighting the vulnerabilities in global health systems, the White Economy emphasizes the need for resilience, adaptability, and preparedness in healthcare. It also covers social care services, including long-term care for the elderly and disabled, mental health support, and community-based health initiatives. Digital health innovations such as telemedicine, wearable health devices, and artificial intelligence are transforming how care is delivered, making healthcare more accessible and personalized. The White Economy plays a key role in ensuring that societies can effectively respond to current and future health challenges, while also promoting economic stability and improving quality of life for individuals.

Yellow Economy

The Yellow Economy focuses on unlocking the potential of desert regions by promoting sustainable development models that address the unique challenges of arid environments, such as extreme temperatures, water scarcity, and land degradation. This model includes sectors like renewable energy, desert tourism, sustainable agriculture, and enterprise development. Solar energy, in particular, holds immense potential in desert areas, providing a clean, abundant energy source that can contribute to global energy transitions. Similarly, advancements in desert agriculture, including the use of drought-resistant crops and innovative irrigation techniques, can improve food security in regions where traditional farming is difficult. Desert tourism, which emphasizes eco-tourism and the cultural significance of desert landscapes, offers economic opportunities while fostering environmental stewardship. The Yellow Economy not only addresses the immediate challenges of desertification but also leverages the opportunities presented by these vast, underutilized regions, contributing to regional economic stability and global sustainability efforts.