

## **Sustainable Innovation 2019**

**22nd International Conference**

**Road to 2030: Sustainability, Business Models, Innovation and Design**

**4<sup>th</sup> – 5<sup>th</sup> March 2019**

**University for the Creative Arts**

**Business School**

**Epsom, Surrey, UK**

**[www.cfsd.org.uk](http://www.cfsd.org.uk)**

### **World Complexity, Human Values and Developing Thinking "Critically".**

**D. Michel Judkiewicz**

Silver-Brains, France

It is a truism to say that the pace of evolution of our human society is consistently accelerating. Yet beyond the technological tools that can enhance or jeopardize our every lifeday (cell phones, internet, apps of all kind, Whatsapp, Waze, online shopping, etc...) a more fundamental societal phenomenon sets in:

- 1- Ubiquity and abundance of data not necessarily verified
- 2- Exponential increase of information on all subjects
- 3- Living in a world where interactions B2B, B2C, C2B and C2C are constantly being modified with different standards and protocols
- 4- A society where immediacy and fast reaction beat analysis and thorough thinking (cf. thinking fast and slow: Daniel Kahneman)
- 5- An environment where automation does, and will even more in the future, provide us with services and results that we will use without understanding how they have been elaborated
- 6- A new balance between cultural knowledge and operational knowledge
- 7- A world where, through the entire work life, continuous learning (Life Long Learning) will be mandatory, due to the pace of change and knowledge increase in every field
- 8- A life where our living patterns (consumer, leisure, travels, investment,...) will be utilized in big data models that we do not know of, hence do not control

In such an accelerating context, how and what shall we learn continuously over a lifetime, how to keep pace with the overwhelming amounts of new knowledge, how to develop and keep an analytical and critical thinking and the right mindset, how to arbitrate between values and progress?