



PRESS RELEASE

In the future, we will work half of the day and spend the rest of our time doing community work

- According to Daniel Truran, director of Communication and Marketing of B-Lab Europe, 40% of jobs will disappear with the digital revolution.
- EU Parliament members have already urged the European Commission to keep a close eye on the rapid development of robots and the changes this will produce in the labour market.

MADRID, 21st February 2017. According to Daniel Truran, director of Communication and Marketing of B-Lab Europe, “in the future, we will work only half of the day and will spend the rest of our time contributing to our community.” This will be the natural result of our need to redistribute wealth as global population grows and unemployment rises. “Work should only provide us with the minimum resources required to survive, and the other half of the time could be used for social purposes,” Truran explained in the frame of the New Economy and Social Innovation Forum (NESI Forum), which will take place in Málaga (Spain) from 19th to 22nd April to lay the foundations of a new people-centred economy.

“The world is changing and we live in a continuous crisis: Brexit itself is a result of the insecurity and the instability we live immersed in,” he added. “Companies must support society in this change.”

These are global concerns as last week’s European Parliament Members’ declaration showed. Last Thursday, MEPs asked the EU Commission to propose rules on robotics and artificial intelligence ahead of their fast evolution and urged to especially consider robots might result in changes in the labour market through the creation, displacement and loss of certain jobs.

According to the World Economic Forum, the Fourth Industrial Revolution, combined with other socio-economic and demographic changes, will transform labour markets in the next



five years, leading to a net loss of over 5 million jobs in 15 major developed and emerging economies - although this loss could be partially offset by the creation of 2.1 million new jobs in key areas.

“In a few years, we will lose lots of jobs and professional skills will need to adapt to more technological, innovative and collaborative requirements,” Truran said. In fact, proactive junior profiles and people holding direction and management positions are more open to changes than intermediate level employees.

One of the sectors which will be clearly affected by this is the transport industry: “In 20 years, cars won’t need any drivers, and taxis and buses will disappear,” director of Communication and Marketing of B-Lab Europe explained. “The same will happen to other professions, such as people working at call-centres: technology and robots will do that work for us.”

Truran also highlighted the role women play in this change: “Women are more empathetic and they have a deeper understanding of the world around them so they are key agents of change”. In his opinion, they will adapt to the new times much better by developing new professional skills faster.

Luis Tamayo, OuiShare Connector in Madrid and also speaker at NESI Forum, pointed out that “given the increasing digitalization of our lives, the automation of production and the growing global population, it is impossible to maintain an economic model in which employment is the only way to earn income.”

“We want money to buy goods and services but, if these goods and services can be shared and exchanged, there is less pressure on the citizens to earn money”, Tamayo added. This expert in collaborative economy and network communities considered the big challenge is to regulate this emerging economies that redefine how we work and live. “We are just at the beginning of the digital revolution, and we need to adapt to it by rethinking organisations and leaving aside the traditional hierarchical and pyramidal model.” Of course, he assures, there are different paces, but we will all get there.

The B Corp movement is a certification which measures aspects such as transparency, worker ownership and employee benefits, diversity and community practices, within a business. Worldwide, over 40,000 companies have applied for it though only 2,026 organisations from 50 countries are now certified B Corps. In the B Corporations sector, there are already organisations using this model, as Greyston Bakery’s theme shows: “We don’t hire people to make brownies, we make brownies to hire people”.



NESI Forum will be encouraging the debate around these and other opportunities the new economy movements pose in the context of the digital revolution on 19-22 April 2017, in Málaga (Spain).

- ENDS -

NOTES FOR EDITORS

ABOUT NESI

NESI Forum is the only Global Forum on New Economy and Social Innovation, which brings together the main actors of change and opinion leaders to think, talk and lay the foundations of a new economy - more sustainable, social, based on values and aimed at the common good. It will gather 900 speakers, opinion leaders and change-makers from all over the world in Malaga, Spain, on 19th-22th April, 2016.

NESI is supported by the [Global Hub for the Common Good Foundation](#), a think-tank with international experts, created in 2015 with the vision of boosting a new social, economic and political model geared towards the common good.

This event will not be possible without the support of our local hosts, the [Malaga City Council](#) and the [Malaga Regional Council](#).

More information on www.neweconomyforum.org

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NESI Forum press kit and spokespeople list also attached.