

loyal future insights



Edition #8 12.01.2022

jump
your
business
into the
future



about

loyal future insights

Understanding the ecosystem and the drivers of change are key to providing insightful and transformative advice.

We're listening to the businesses of the future so that we understand the prospective dynamics of business, policy and behavior. The advisor of the future is also to be disclosed in the future insights. Every month, loyal ecosystem team members will explore the unknown with the collaboration of ten future-driven minds.

loyal ecosystem

Loyal is an ecosystem of advisory services directed to future led organizations that seek transformational change to adapt and thrive into the 21st century.

A go to one-stop-shop for fast-paced organizations to softland or expand in Europe.

content

1 What is the future of business?

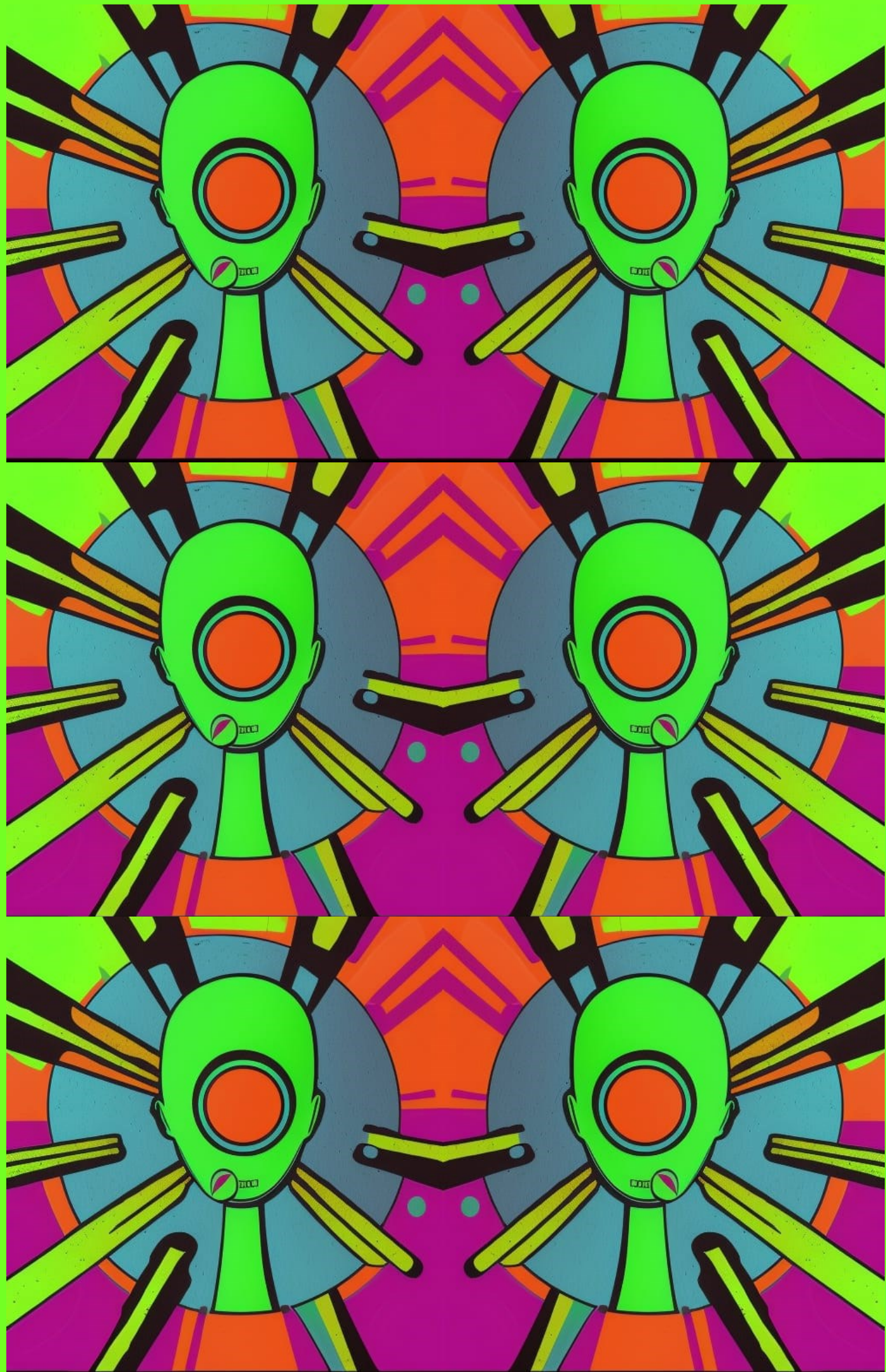
2 What is the future of policy?

3 What is the future of behavior?

4 Who is the consultant of the future?

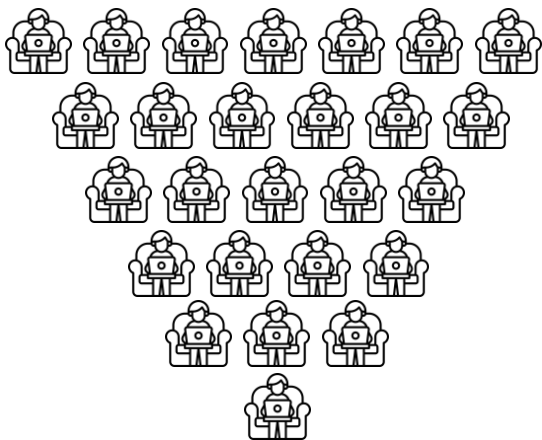
what
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Go Remote to foster Diversity & Inclusion

As businesses aim to strengthen their diversity and inclusion pillars, remote work should become an integral part of their strategy.

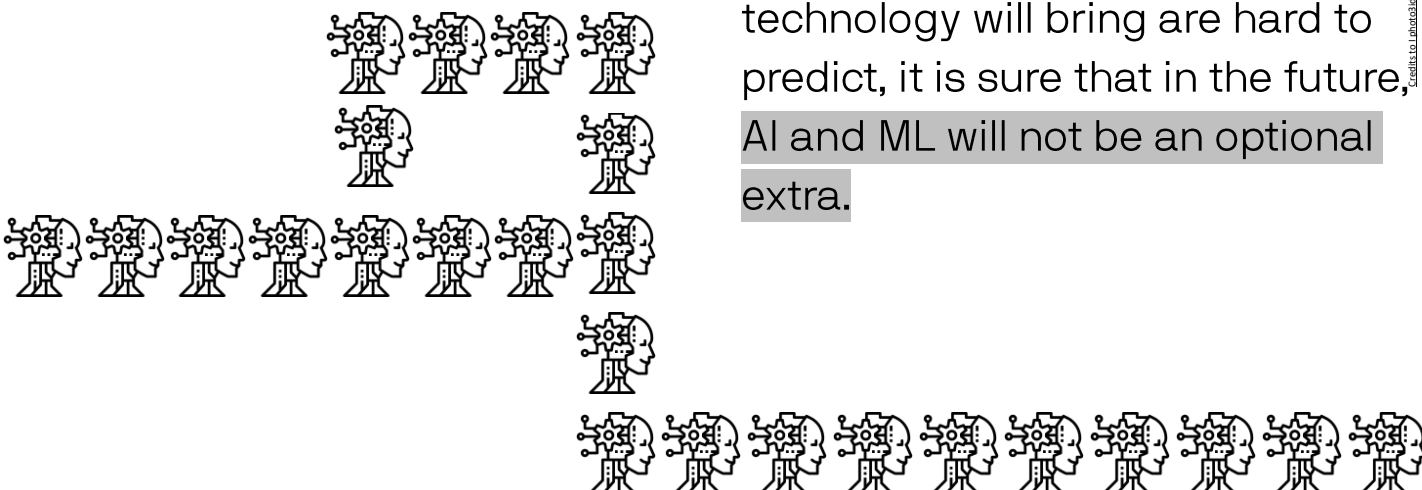


Remote work is and will be a powerful tool to foster diversity and inclusion in the work force as it allows for commonly excluded communities (from single parents to people with disabilities) and international workers to take part in a safe and flexible way in the jobs of tomorrow.

Credits to: [freemovephotos](#) in [Freemove](#)

Can't hide from AI & ML

Using AI (Artificial Intelligence) and ML (Machine Learning) will be fundamental for the development of businesses, and intrinsic to their sustainability and success.



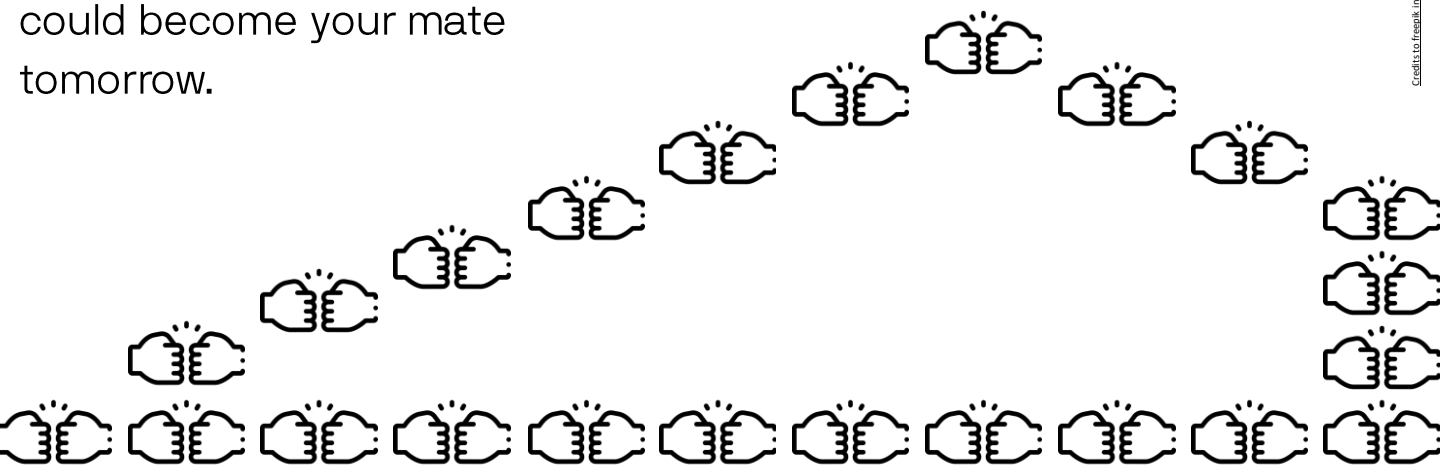
AI and ML are amplifiers of earlier technological advances in industry - automation and digitalization – and is nowadays a competitive advantage to companies. Although the shifts technology will bring are hard to predict, it is sure that in the future, AI and ML will not be an optional extra.

Credits to: [unacademy](#) in [unacademy](#)

Bros before Foes

The future of business is about more than the spirit of sports or fair-play, it's about brotherhood. The relation between competitors needs to become one of mutual understanding; as per sports players, your adversary today could become your mate tomorrow.

Especially because we are all trying to solve the same problems although playing in different fields, we must identify opportunities for competitors to work together on common grounds and interests.

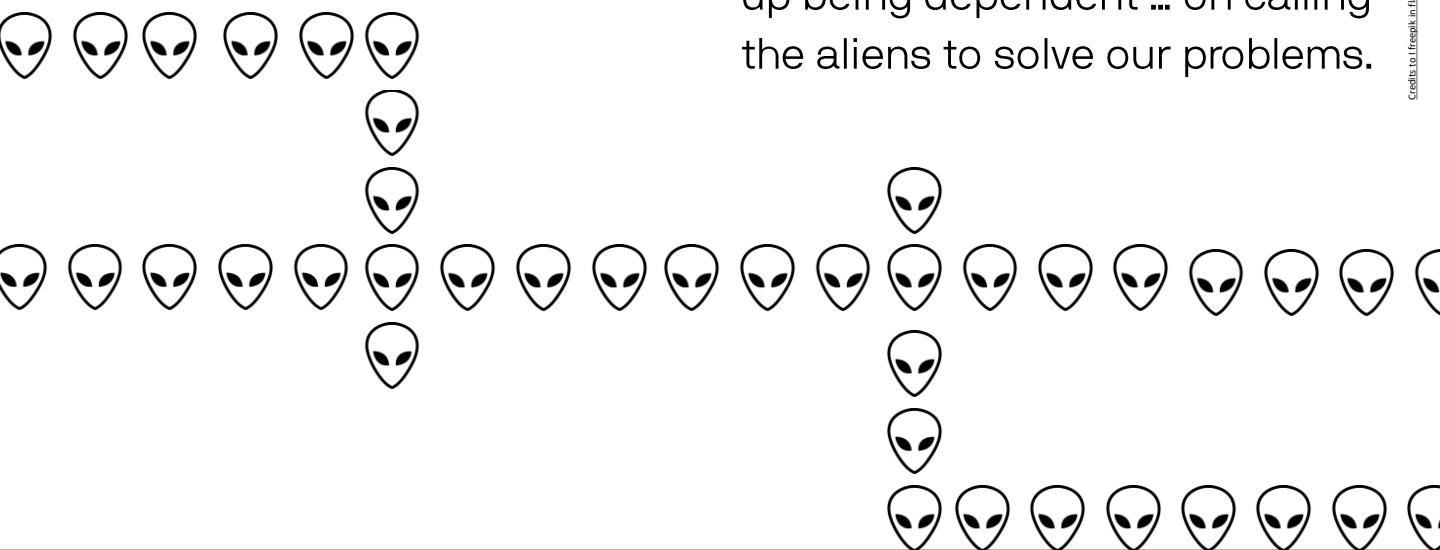


Credits to freepik in future

Call the Aliens

From all expected possible scenarios related to space, humanity could be heading for the most dangerous one - the one of war between countries and nations in space.

To avoid this – because the costs implied for any might be too great to bear for all – there must be a deeply genuine and trustful collaborative mindset developed. Otherwise, we might as well end up being dependent ... on calling the aliens to solve our problems.



Credits to freepik in future

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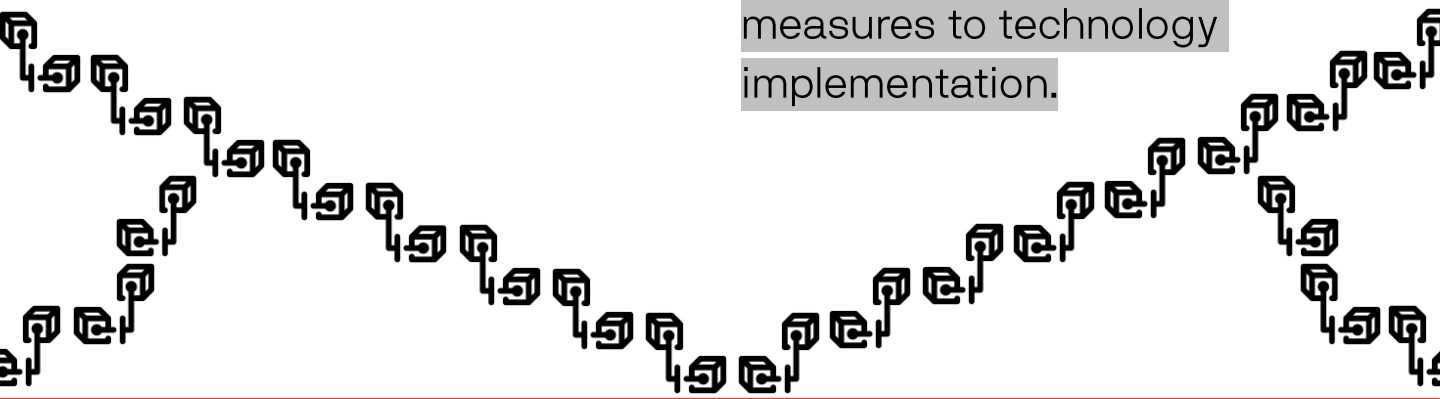
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Mind the Gap of Tech

The Tech revolution is already having a profound impact on people's lifestyle and on society, with consequences still unknown as regulatory frameworks lag behind.

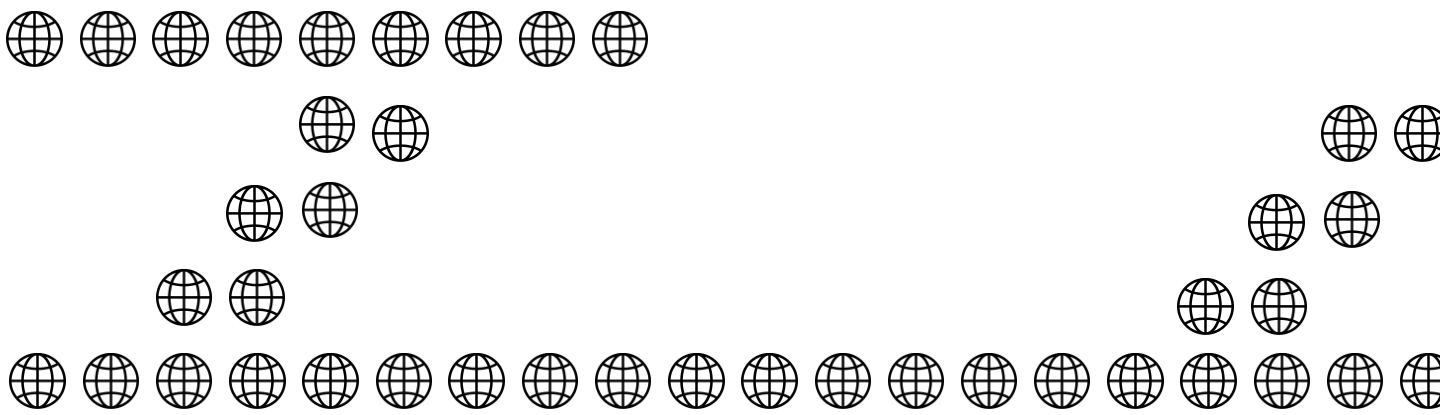
As the speed of technological advancements is widening the gap between law and tech, the regulators of tomorrow need to move away from the “ban or legalize” duality to create comprehensive and integrated policies highlighting legal requirements and safety measures to technology implementation.



Super Supranational

A globalized world asks for globalized harmony. In order to let innovation flourish, especially regarding new emerging technologies, global decision-makers will need to align on a common thread.

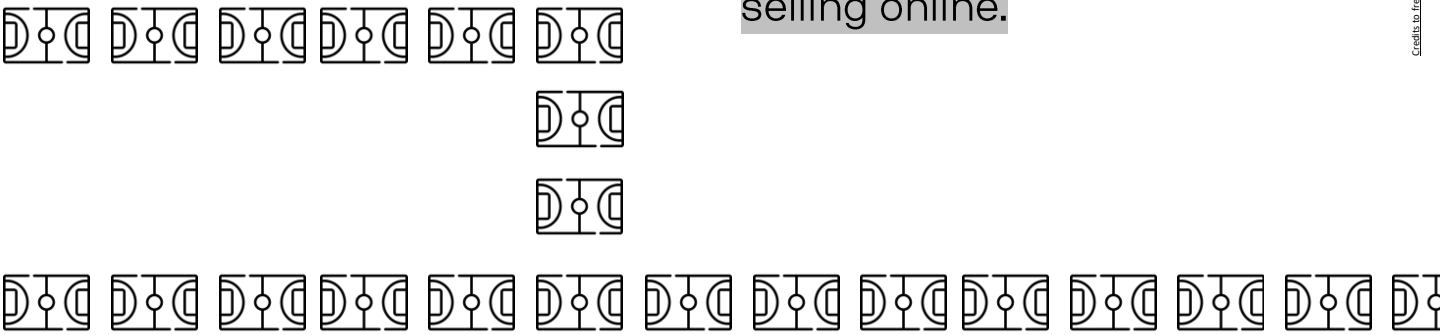
Global decision committees on different issue areas would allow (i) to have a perspective on the future development of these issues and their practical solutions and (ii) to concentrate and coordinate the proper solutions to create overall world-wide regulations.



Leveling the playing field

With a growing number of entrepreneurs and online commerce, the policy frameworks of the future will need to correlate and make it easier for new business-owners to set up, launch, and develop their own companies.

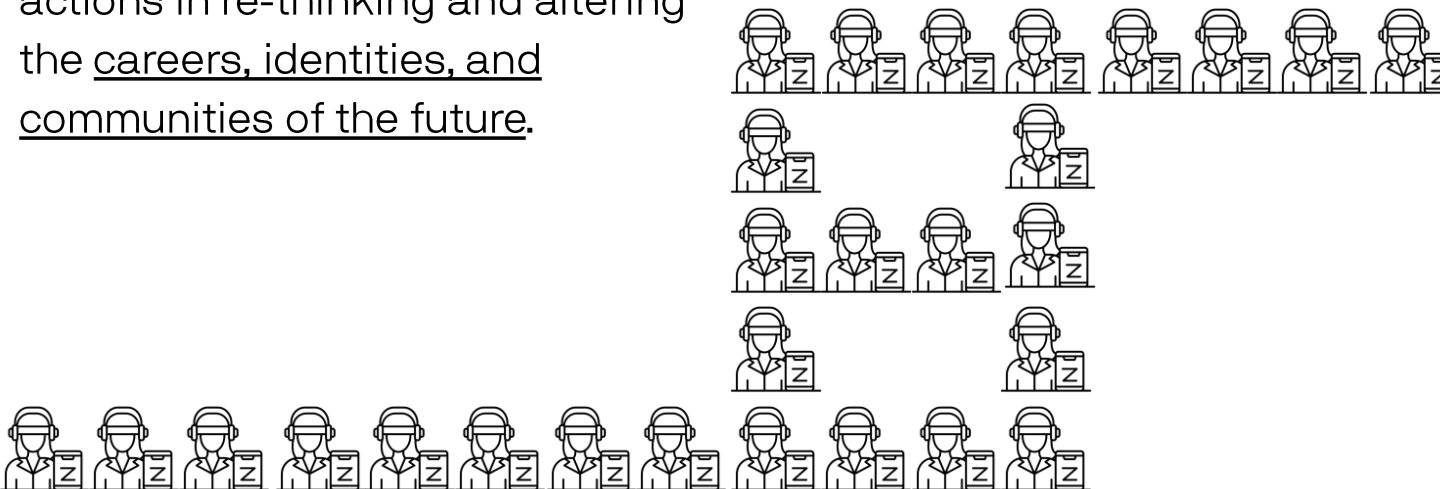
Within the EU’s digital strategy, for example, measures are being implemented in order to simplify VAT compliance in relation to cross-border business-to-consumer e-commerce supplies, therefore leading the way to ensure a level-playing field for all businesses, including SMEs, selling online.



Take Gen Z Seriously

The younger generations are leading the way in innovative thinking, creating new realities and a new society through a change in the policy landscape. Gen Z will shape the “new normal” of tomorrow’s world through actions in re-thinking and altering the careers, identities, and communities of the future.

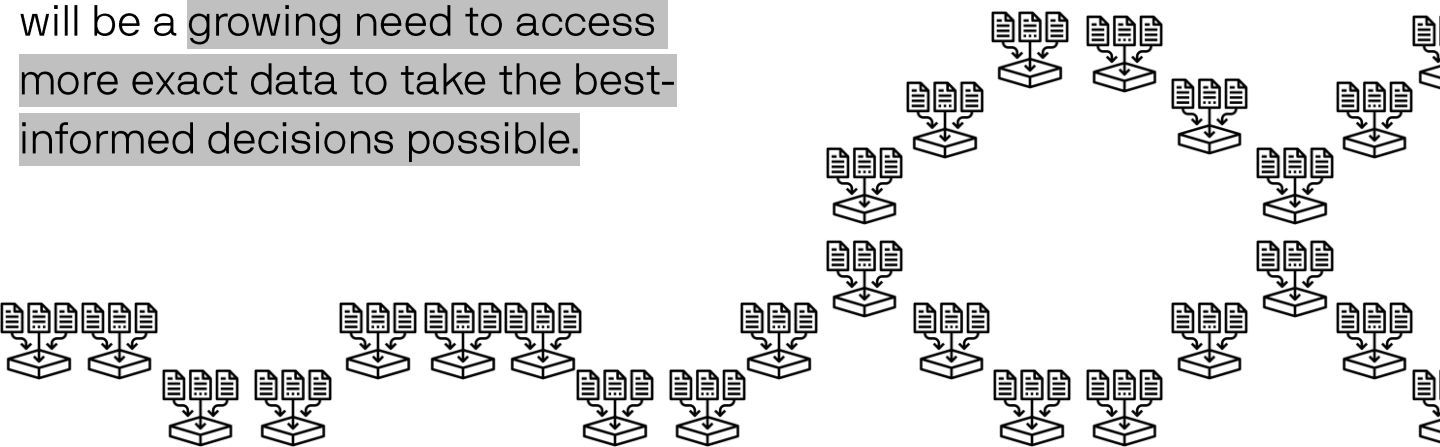
As these young people start taking on policy-maker roles, it is expected changes will increase and their voices will be heard louder and louder, so better take them seriously from the start.



Policy Data Scientist

Facing the need to do more with less to sustain a growing population on a finite planet, the policymakers of tomorrow will be urged to make decisions better and faster but also with consistency and transparency. For this to be done efficiently, there will be a growing need to access more exact data to take the best-informed decisions possible.

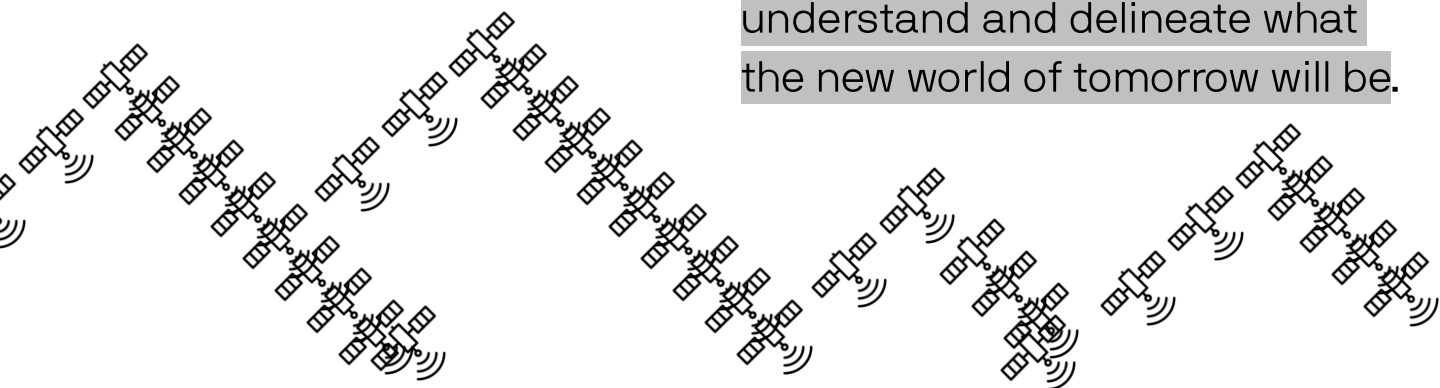
Big Data is only at its beginning, and regulators will need to actively incorporate it into their daily work to answer tomorrow's challenges.



Space as the new frontier

Space is a completely new geographical environment policy- and decision-makers must be prepared for. Unlike Earth, the frontiers of space have yet to be defined.

Beyond the Outer Space Treaty of which 112 countries are currently a part of, global regulators and policies need to effectively support geographers and space-tech aficionados in order to better understand and delineate what the new world of tomorrow will be.



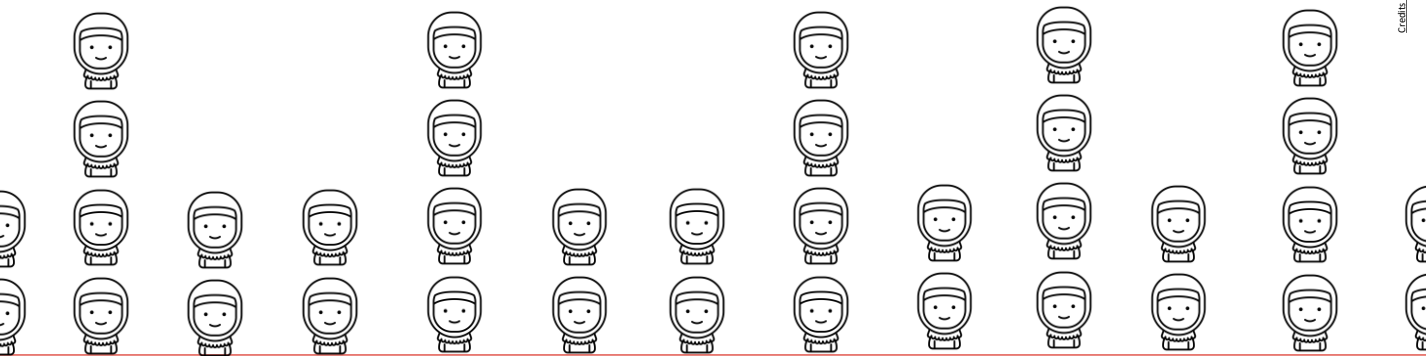
what
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Ask it to a Kid

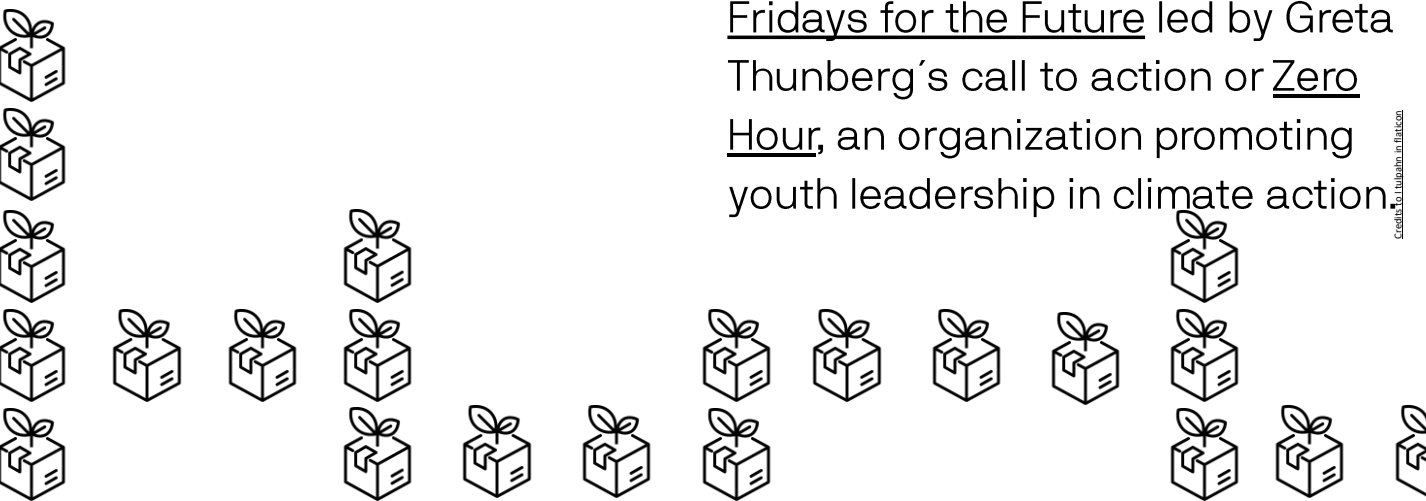
If we want to know about the future of behavior, we should ask a kid. When children dream (and play) they see what they are dreaming and playing about. We need to have this dreaming ability to design a new future, because mitigation strategies won't be enough.



Credit: To Illustration in Future

Social shift to Ecology

Unlike their older counterparts, new generations are raising the red flag about climate change and moving society into the next stage of action.



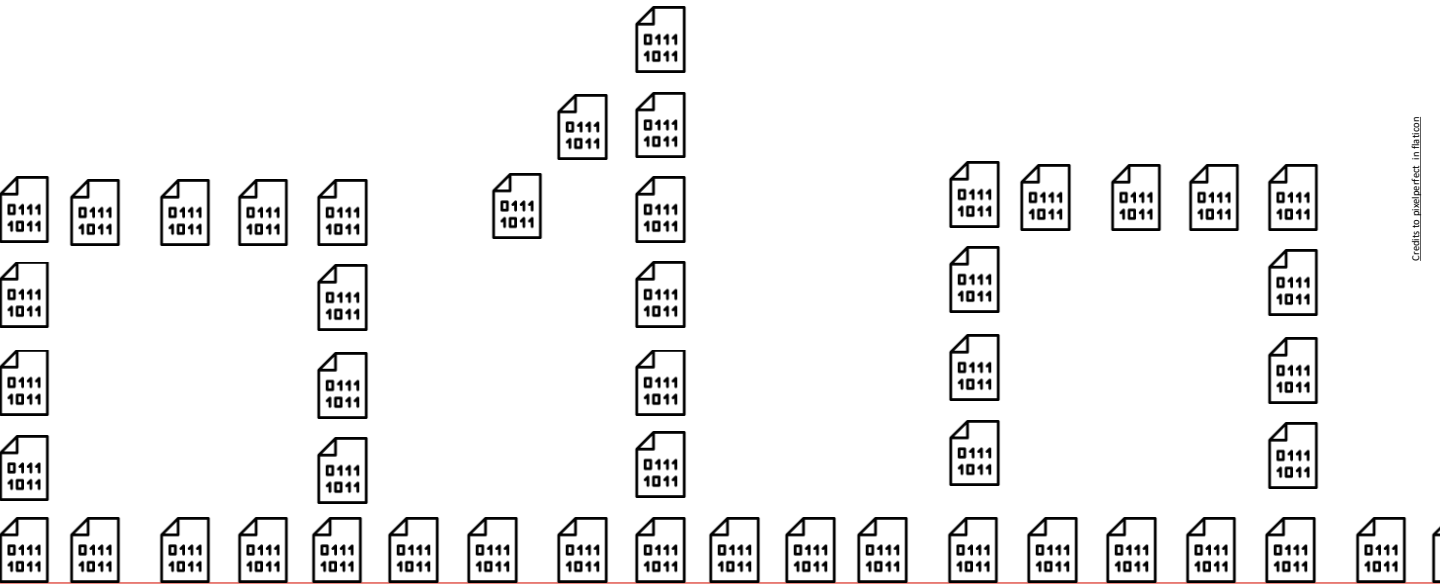
Credit: To Illustration in Future

A great way to start incorporating playful methods to generate innovative thinking would be to implement a strategic play book, for example, to enhance creativity and unblock our problem-solving abilities.

Ban the Binary

It is not just about mitigation or adaptation, but about combining mitigation with adaptation as changes will occur and people must learn to incorporate them successfully in their new lifestyles.

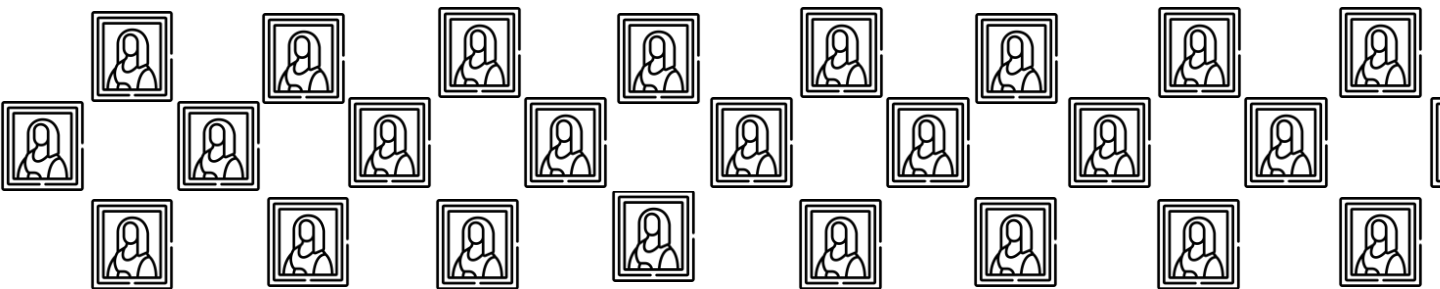
Different approaches and views must come together and be combined to promote synergies. It is about finding the best solutions for our future and only a culture of collaboration can lead to these.



Art beats Math

The behavior-shift of tomorrow will be to actively use art and design to bring emotions and humanity to products and projects. As we must redesign our surrounding social and technological worlds to become more sustainable, arts and humanities are a great tool to help us move forward on this path.

It will become critical to use art and design to help people's actions and to motivate specific results-oriented actions, for example by creating a design promoting circularity at every step or phase of a product or project.



who
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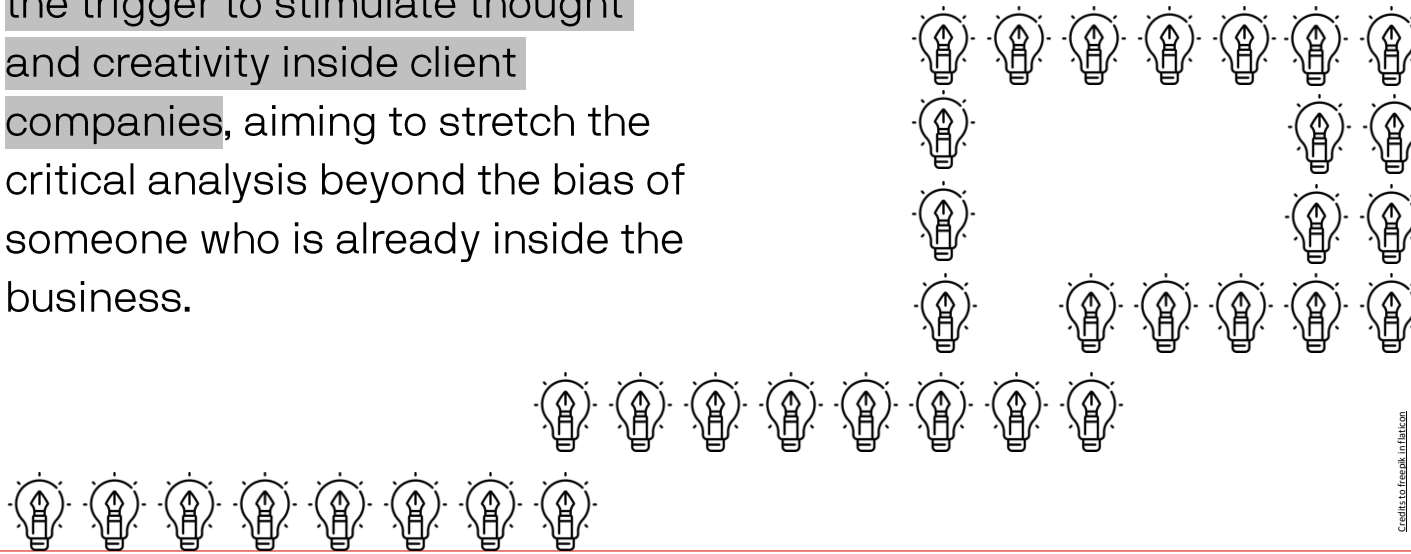


Ignite Creativity

As the businesses of the future evolve to become more agile and transparent, the need for advisory services to support these changes is growing.

Consultancies of the future will be the trigger to stimulate thought and creativity inside client companies, aiming to stretch the critical analysis beyond the bias of someone who is already inside the business.

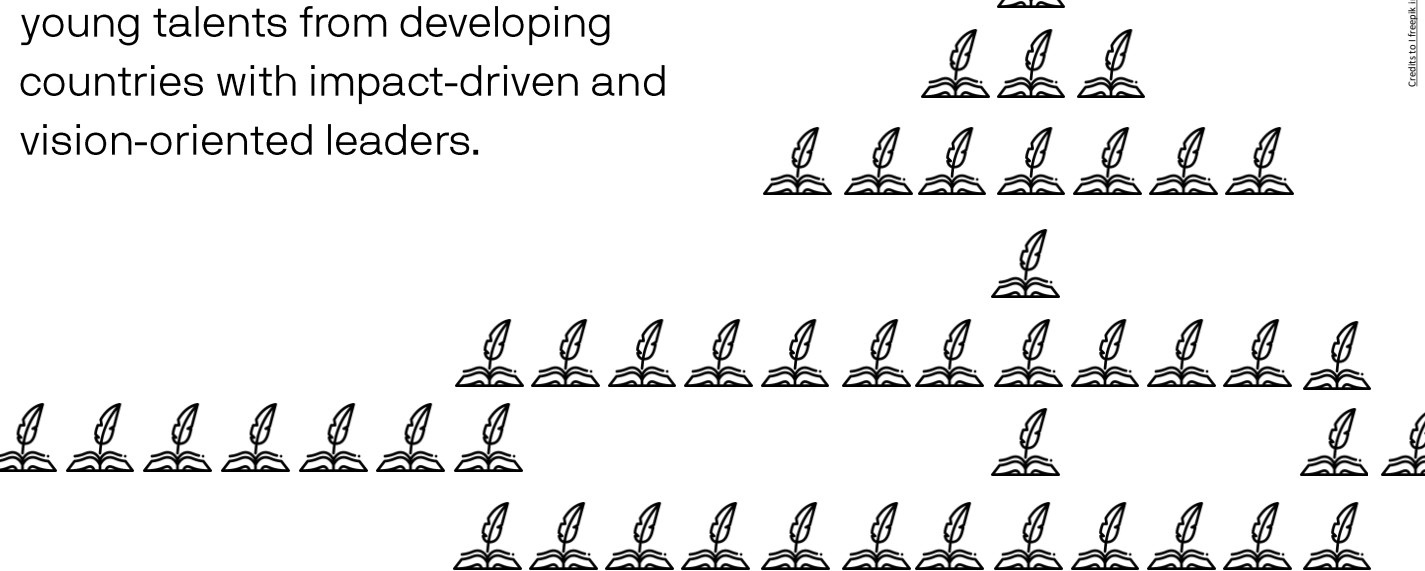
By adapting their methodologies and ensuring sound knowledge sharing, consultants of tomorrow will be the biggest allies to future-oriented business leaders.



Cultural Catalyst

Consultants of tomorrow will no longer work in a black-box environment but instead will actively strive to be cultural catalysts. They must build the necessary connection between young talents from developing countries with impact-driven and vision-oriented leaders.

These young entrepreneurs in developing countries are full of creativity, skills, and desire and only lack the much-needed connections and guidance to make the world a better place.



lyl.fi ed #8 future thinkers





Divina Stella Maloum | Founder of Children for Peace

Multi-award-winning peacebuilding practitioner, cartoonist, nuclear non-proliferation activist, international speaker, founder and coordinator of Children for Peace (C4P).

If you stand for a reason, be prepared to stand alone like a tree, and if you fall on the ground, fall like a seed that grows back to fight again.

Jaime Leon Santamaria | CEO and Partner of Sea Eight

The world needs farm fish and Sea Eight produces the best farmed sole with sustainable technology.

Entrepreneur compelled to develop organizations towards a viable and sustainable future.



João Vasconcelos | Founder of OSTV

Founder of Canal180 a Cannes award-winning television channel focused on culture and creativity, targeted to younger audiences and the creators of the world.

By the end of each day, we live we feel a little bit overwhelmed by the amount of content and attention that is required to keep up.

Josef Melchner | CEO of GiliOcean

In aquaculture we have a long way to go, and we need to do it fast because the ocean is our lung, and it needs to return to its natural balance.

Entrepreneur dedicated to find solutions in the marine environment with observation on how to use correctly the oceans and plan it for the future generations.



Joshua Fisher | Science Lead at Hydrosat

Climate Scientist focusing on terrestrial ecosystems, water, carbon, and nutrient cycling using a combination of supercomputer models, remote sensing, and field campaigns from the Amazon to the Arctic.

If your data can't keep pace with your problems, you're not making the best decisions.

Luca Rossetini | CEO of D-Orbit

If you want to make sure that in-orbit service works, and it is a sustainable business then you need to put it in an overall framework.

Serial entrepreneur, seeking a profitable and sustainable expansion of the humankind in space.





Matthijs Rolleman | CEO of Microwoning

34 years, festival director at age of 17, professional drummer from age of 18 - 31 years, entrepreneur ever since. Very creative, very impatient, won't stop 'till the job is done.

Creativity is the ability to zoom out as far as you can.

Rafael Ivanisk Oliveira | CEO of NaturalOne

The top one priority is to be aware of every single movement that happens with the consumer, especially their behaviors and changes.

CEO of Natural One since 2017, Ivanisk is a business executive with over 25 years of experience, having worked at other large global companies such as Ambev and BRF.



Stian Rognlid | CEO of Aquaticode

Experienced AgTech CEO with close ties to the scale-up world, both as an early-stage investor and as a former management consultant.

We need to produce more food in general and aquaculture is the answer for many reasons, also considering sustainability and nutrition.

Tajay Francis | CEO at Fenzeku Holdings

I encourage young people all over the world to never lose sight of their goals, use your failures as a push factor to move significant impact on the world.

21-year-old Entrepreneur and young investor since the age of 15 years old who is from Jamaica, he is CEO of Fenzeku Holdings Limited (FHL) a Holding Company.



Digvijay Singh | Team Member at Loyal Ecosystem

Process and data-focused consultant at Loyal Ecosystem with experience in Machine Learning and Deep Learning techniques, working for continuous challenges that enhance my learning curve. Co-founded two technology startups, solid expertise in Transformation, Strategy and Technology Operational Excellence, and with a never fading curiosity to dive into the available data, interpret it, search for patterns and trends, and build predicting models that could indicate new insights.



Julie De Nève | Team Leader at Loyal Ecosystem

With knowledge in Life and Social Sciences and a deep interest in understanding the complex ecosystem of connections that make up our surrounding world. As a stakeholder management consultant, the aim is to participate in the co-creation of Innovation and Sustainability projects by applying novel consulting approaches.

Mafalda Henriques | Behavior Partner at Loyal Ecosystem

Founder and Managing Partner at Loyal Ecosystem. Keen to invest, partner with and/or advise businesses and business-oriented people that are result driven, common good committed and holistic-intelligence based.



Pedro Pires | Business Partner at Loyal Ecosystem

Entrepreneur, Advisor, Investor and a Martial Arts and Self-Defense Instructor. Founder and Managing Partner of Loyal Ecosystem, a future-led advisory decentralized company that helps innovative organizations to soft land or expand in Europe. Pedro is Industry Agnostic and loves to swing between a Helicopter View and Deep Dive, Zooming Out and Zooming In.

Sofia Cartó | Policy Partner at Loyal Ecosystem

Founder and Managing Partner of Loyal Ecosystem. Leads policy driven challenges where the ability to understand regulations and engage stakeholders is key. Senior Policy and Stakeholders Management Consultant, with Reputation and Crisis Management experience.



Valentin Kranz | Business Connector at Loyal Ecosystem

Business Connector & Senior Consultant at Loyal Ecosystem. Blockchain Advocate. Founder at Buenatura. Investor. Connecting Businesses and People globally. Looking to partner with and invest in impact driven companies. Passionate about Blockchain and new economies.

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