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Die Zukunft der Erinnerung



Christopher H. Cordley, a graduate in Economics (HEC Lausanne, 1987), is a surveyor of the world in search of the evolution of reality. He founded futuratinow (www.futuratinow.com), a boutique advisory firm offering strategic intelligence, anticipation and training services, and the platform www.prosilience.ch. He is a board member of swissfuture and partner at Yonders. Other commitments include work for procure.ch, the curation of a bi-monthly thinkKletter and a collaboration with LEAP (www.leap2040.eu). He helps the next generation and senior executives to rethink, anticipate and act in a chaotic, complex and contradictory world. In 2014, he co-authored the book *Heidi réveille-t-elle La Suisse est-elle tombée dans les pièges du succès?* (Slatkine).

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In our current series of interviews, we talk to our new swissfuture board members about their ideas for the future, key focus areas and personal perspectives. In this issue we introduce Christopher H. Cordley, an experiential futurist and strategic facilitator.

What future issues are you currently dealing with?

I am engaged in neuroscience and neurodiversity projects, advocating for the benefits of incorporating neurodiverse talents within organisations. I am also exploring the concepts of posthumanism, neuroenhancement and longevity. Finally I am involved in helping us tame the polycrisis.

Specifically, I envision a prosilient Switzerland by 2032. Prosilience means anticipatory resilience. To this end, in 2022 I founded [prosilience.ch](http://www.prosilience.ch). It is a global systemic risk evolution platform that addresses the nexus of water, food, energy, strategic minerals and cognitive warfare issues. Our mission is to facilitate change by strengthening our cognitive immunity, promoting citizen action and community cohesion. We achieve this by providing strategic intelligence, organising strategic retreats, conducting systemic workshops and speaking at conferences.

How would you describe the state of the world in three key terms?

Chaos. Swarm. Opportunities.

What changes do you perceive in our society? And which ones would you like to see?

My view is that the current imbalance in investment priorities, favouring digital and environmental transitions over societal needs, is a potential time bomb, even for preserved Heidi-land. If environmental degradation, geopolitical tensions and techno-feudalism continue to blend, we might reach a point where projects will have to be funded based on their societal necessity. This means selecting the one which contributes to maintaining the social fabric, ensuring equitable resource distribution and enabling individuals to achieve their full potential. For the record, 31% of the Swiss population lack basic digital skills (Fondation Risiko-Dialog)¹, while by 2040, half of Switzerland's farm managers will have retired (Heidi.news)². Who will feed Switzerland in the future? Silicon Valley? We sounded the alarm back in 2014 in the book I co-authored, Heidi réveille-toi! La Suisse est-elle tombée dans les pièges du succès? ³ (Slatkine). I want to see a more anticipatory, systemic and holistic approach among the ones we elect, but also among the next generation.

Are you optimistic or pessimistic about the future? Why?

I am a «system-realist-optimist». I aim to combine a realistic understanding of complex, interconnected global issues with an optimistic outlook towards achieving systemic, smart solutions. I balance my acknowledgment of serious, multifaceted challenges with a belief in the potential for positive change through systemic thinking, cognitive immunity and collective action.

Why a «system-realist-optimist»? Well, as an experiential futurist, strategic facilitator and speaker dedicated to facilitating societal change, what would be the point if pessimism was my cup of tea? We all need positive energy and inspiration to regain some sort of control over our destiny, thus our evolution.

What innovations would you like to see?

As we approach a global population of 9.5 billion, we will face increasing challenges regarding the scarcity of resources (water, food, energy and minerals) or uneven access to them. On top of this, every day 200,000 more people need to be fed, yet our current system is inadequate to meet these demands.

- ¹ <https://www.digitalbarometer.ch/fr/> (June 10, 2024).
- ² <https://shop.heidi.news/product/qui-nourrira-la-suisse-demain> (June 10, 2024).
- ³ <https://www.slatkine.com/fr/editions-slatkine/66195-book-07210595-9782832105955.html> (June 10, 2024).

Imagine if multinational corporations in the food, pharmaceutical, healthcare and seed optimisation sectors invested just 1% of their profits into campaigns to produce healthy food only, to encourage healthy eating, to reduce food waste and optimise food distribution. Sugar might harm us faster than climate hazards.

Now, consider the example of Ozempic, a blockbuster drug intended for type 2 diabetes treatment but hijacked for weight loss. While this benefits those struggling with obesity (43% of the Swiss population are overweight or obese), it raises a critical question: why are so many people becoming overweight? This issue points to the broader responsibilities of the agri-food sector and beyond, with a capital «B». We need to address these challenges with an evolutive, anticipatory, holistic and systemic mindset. That's the sort of shift, not necessarily an innovation, I would like to see.

What will be different in our society in 30 years?

In 2054, the world will be vastly different in terms of ecosystem and biodiversity degradation, resources grabbing, human consciousness level, metacognition, and in terms of intelligence hybridisation (AI = silicon, and human cognition = carbon). While these changes hold immense potential for improving our lives – but remember we are not the only species on the planet – they also present profound ethical and social challenges. It will be essential to navigate carefully, ensuring that basic needs (food, water, sanitation, security) are met in the best possible way and that technological advancements are harnessed for the collective good of humanity, and not to enrich the techno-capitalists or clouddalists (Big Tech owners).

What gives you hope?

Firstly, humanity's desire to survive. Secondly, our ability to evolve. Indeed, as Homo sapiens our greatest strength lies in our ability to evolve. This inherent capacity for evolution extends beyond mere buzzwords such as adaptation (a reaction to external pressures), transformation (a one-time, significant change) or transition (moving from one state to another). Evolution is a dynamic, continuous process of change and development, much like the ever-adaptive amoeba. We need to foster a more hopeful, anticipatory and systemic approach to our future; we must shift the narrative from transformation, adaptation or transition to evolution and take a more proactive role in shaping our destiny. That's not exactly rocket science.

In that respect, I am currently researching human evolution, focusing on the role of mindset and on the insights we can gain from both Eastern and Western philosophies. It might end up becoming a «how-to» book offering tools and techniques to help my fellow creatures – cognitively and/or physically enhanced, or not at all – so they can thrive despite today's chaos, complexities and contradictions ... while finding joy in the process. Future will tell. ;)