'The new is always made up of the old . . . The future of the future is the present . . . '. **Marshall McLuhan 1960**

DIALOGUE 1: 'What is the 'real' Segmented World Model?'

Interviewer: Hello. Today, I'm sitting in the garden at the home of Francis Nash - the author of **The Path to Phillips Cay** (2021) - to talk about a global model he has been creating.

Francis, I contacted you, initially, because after finishing the book I was intrigued to read in the acknowledgements: "To find out about the 'real' Segmented World and more about the 'fictional' one, please visit www.thesegmentedworld.com".

So, can I start with the obvious question: 'What is the 'real' Segmented World' and as a follow-up: 'How does it relate to the world I read about in The Path to Phillips Cay?'

FN: If you're reading the transcript of this discussion from the Segmented World website, you will already know that the 'real' Segmented World is part of a Project **(The Segmented World Project)** that I started a few years ago, to help people develop their *own* view of the next thirty years. To achieve that I use two approaches: one, that I'm delighted you have already engaged with, is a set of novels **(The Segmented World Book Series)** that follow a family over the next thirty years, as they live through a particular Segmented World outcome. The second, that we're going to discuss today, was to build a model to monitor and predict how the 'real' world will evolve over the next thirty years.

Interviewer: Predicting the future thirty years ahead – that's a rather bold objective, isn't it?

FN: If you are predicting details – who will win the UK Premier League in 2050, for example – then of course that would be nonsense. But what I am concerned with are major global trends – still 'bold' as you put it, but, given the particular point in human history that we have reached, less uncertain than in the past.

Interviewer: Others have tried this before, haven't they? There was the *Limits to Growth* study by the team from the Sloan Management School at MIT, starting in 1971. (*Meadows et al 1972, 1992, 2004)*.

FN: Yes . . . their computational-based prediction that unconstrained population growth and resource consumption would deteriorate the living conditions for human beings throughout the world, was rejected and ignored at the time, but today is seen as a prescient insight that is still on track, fifty years on (*Guardian 2nd September 2014*).

Interviewer: So, is this **'real' Segmented World** an update of the MIT Model?

FN: No . . . although it is aligned with the Model with regards to its predictions on economic growth, it differs in terms of its global reach; its scenario-based approach and most importantly its 'timing'.

Interviewer: What do you mean by timing'?

FN: The *Limits to Growth* Model was a remarkable, and I might add brave, piece of work. Not only because it warned of 'growth limitations' at a time when the world was economically expanding but, also, it was constructed when monitoring of global activity was still in its infancy. Today, we live in an intensely monitored world. We can easily access historical information on a wide range of topics - allowing trends to be constructed that can be readily extrapolated into the future. But by 'timing' I also mean something more profound, We have entered a time when the world is not only fully reported but also fully connected (*Khanna 2016*) and fully owned. Any global model being created *now*, must be rooted in a new paradigm that I call the **Full-Up planet**.

Interviewer: Can you explain that a little more?

FN: Ecologically, all species experience the urge to *move-on,* at some time*,* as a result of increasing numbers, rising pollution levels and depleting resources.

Interviewer: Oh yes, of course . . . that's what Methuen, in the Book called, The Three Indulgences, wasn't it: "Grew too much. Consumed too much. Polluted too much".

FN: Yes . . . but the 'new paradigm' arises when, effectively, there is *nowhere to move to . . .* and . . . as a consequence, *our actions begin to be felt* not just by our neighbours but *across all territorial borders* . . . making us *increasingly aware of our global interdependence*. This is Humankind's situation in 2021. The view that life can, '**carry-on-as-usual'** has now become a dangerous assumption . . . *for everyone*.

Interviewer: But how can a new paradigm, like this, be incorporated into a predictive Model?

FN: To answer that, we must consider the fundamental human response we have evolved to cope with ecological pressure. Until now, when faced with a threat, we – like most animals – have been wired to either **'fight'** or **'flight'**. Remember the Richards Adams's book about a community of rabbits (*Rex Collings 1972*); when threatened with a major disruption to their home, they fled – embarking on a new journey that eventually led them to unclaimed land on Watership Down. In a Full-Up world with no unclaimed properties, *Flight* is no longer an easy option, while *fight*, on any sizeable scale, is constrained by the proliferation of nuclear weapons.

Interviewer: But 'fight' is still happening - just look at the number of conflicts around the world. . . and as for 'flight', that is clearly shown by the increasing scale of global migration whether for economic, political or weather-related reasons—

FN: And there you have the basis for the 'real' Segmented World Model. The choice is to either stick with the old ways of doing things . . . or adapt.

Interviewer: But how can we adapt, if 'fight or flight' is not an option?

FN: Well . . . we're not rabbits! We are inventive, imaginative creatures. Rather than the adaption being physical – running away and/or fighting – it has to be a mental response – a change of mindset. I call it **'compete'** *and* **'cooperate'.**

Interviewer: Well . . . there's no lack of '*compete*' in us . . . as we are witnessing in the pharmaceutical industry's response to finding an effective Covid vaccine. But if the slow global rollout is anything to go by, I would question our capacity to *cooperate* on the scale you are describing.

FN: Sure . . . there's plenty of healthy competition to find solutions but how much *cooperation* we will be able to muster to address the many important cross-border issues we face in a Full-Up world - that is the main uncertainty.

Interviewer: But why complicate the Model by including 'soft' issues like this? Surely it would have more credibility if you stuck to 'quantifiable parameters.

FN: Human behaviour is a key element in prediction. Ignore it and not only is the prediction half-baked but, for the majority of people, it is just another 'academic' exercise that lacks a 'real world' feel. For a Model that poses problems requiring *each and everyone* to respond, that would be critical failure.

Interviewer: But how can you incorporate such unquantifiable components?

FN: There is only one way . . . by building multi-layered scenarios for the key parameters.

Interviewer: Stories!

FN: Don't sound so shocked. That has been the way complex issues have been discussed and resolved for millennia—

Interviewer: But how do you even begin to build a 'story' than encompasses a parameter such as human behaviour?

FN: In the 'expanding times' many have experienced over the past fifty years, there have been few constraints leaving a wide range of options open to us. But in this new Full-Up stage, our choices – in particular, in how we behave – will be more limited.

Interviewer: So . . . we either adapt . . . or disappear?

FN: I doubt very much if Humankind will disappear . . . but our behavioural response will be, as ever, what will determine the quality of our lives in the future. Have a look at this first figure that deals with two fundamental human parameters.

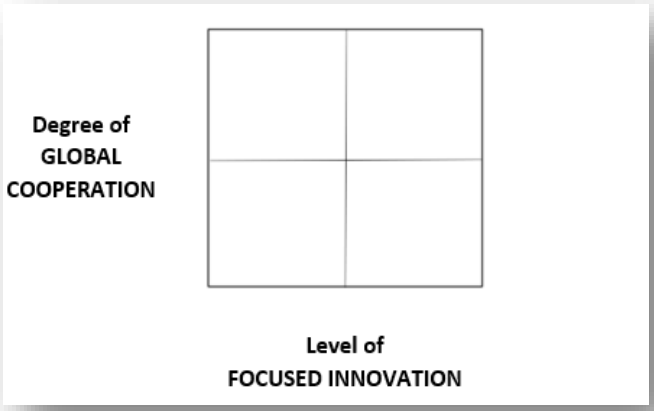


Figure 1: **The GC-FI Matrix**

The vertical axis shows the **Degree of Global Cooperation** that we've just discussed. I want to make it clear that this is not *enforced* cooperation. It represents what people, as a whole, want to do – you can think of it as the *spirit of the time*. In the case of Global Cooperation this passes from simple, isolated, selfishness in the bottom left of the Matrix—

Interviewer: Your One-sided-Thinking - OST- man in the novel?

FN: Yes. . . it certainly includes that mindset and we'll come back to that later. But for now, notice that the axis passes upward into the global population showing increasingly cooperative, inclusive behaviours.

Interviewer: Not selfless and altruistic?

FN: No! Most definitely not. It is what Adam Smith described as a 'prudent and virtuous form self-interest' (*Adam Smith 1759 and 1776)* and Tocqueville *as Enlightened self-interest*, (*Alexis de Tocqueville, 1835*).

Interviewer: Your new behavioural couplet was Cooperate and Compete but the horizontal axis to this plot is not 'compete'.

FN: No, our competitive natures are commonplace: you find them burning equally in the OST-type and enlightened self-interest individuals. A more discriminating factor is *how individuals apply themselves*. Specifically, how the global population use their inventiveness to resolve the key issues arising from what I call the **Global Drivers**: increasing population, rising levels of pollution and depleting resources. That is why the other parameter on the Matrix measures what I call the **Level of Focused Innovation**.

Interviewer: Focused?

FN: Actually, both words need further explanation. 'Focused', as I mentioned, refers to finding workable solutions to the three Global Drivers. Currently, a significant part of human innovation is not directed at these 'difficult' topics but expended on the more lucrative tasks of incrementally improving consumer products or, even worse, pursuing worthless vanity projects. *Focused Innovation,* in contrast, often involves the sort of long-term basic research

that is not headline catching; has high failure rates and requires a willingness to share across borders. Studies show that in the long run, it is this type of work that is the foundation for quantum shifts in our innovation and continue to pay rewards long into the future (*IMF Blog, 6/10/21*). On the shoulders of silent giants, we progress, as it were.

Interviewer: And the other clarification – the word 'Innovation'?

FN: The word includes more than just scientific and technological developments. It encompasses the whole range of human thought, including most importantly, the design and functioning of new global administrative, organisational and political systems i.e. the means by which good ideas are turned into affordable, widely distributed products.

Interviewer: OK . . . how does this GC-FI Matrix define, what you call the 'real' Segmented World?

FN: Have a look at the next figure, it shows the Matrix divided into four designated areas called the **ANXIOUS**, **DIVIDED**, **EMERGENT** and **STAGNANT WORLDS.**

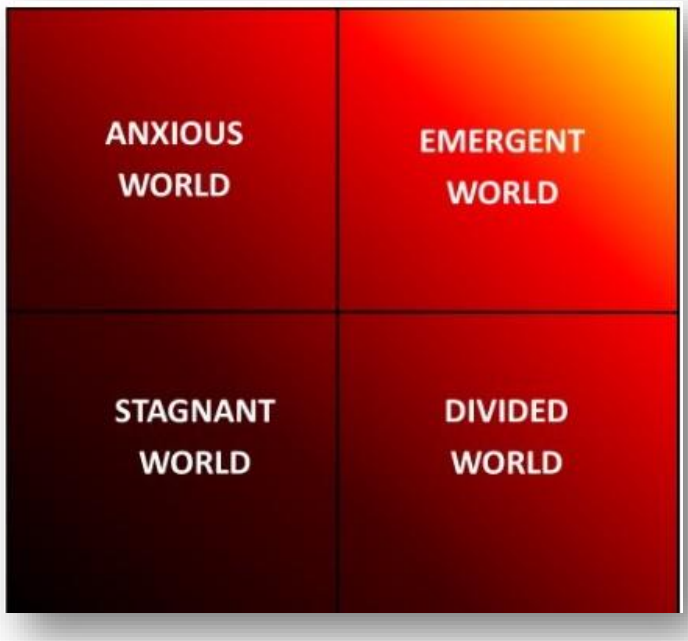


Figure 2: **The GC-FI Matrix World Views**

The narrative of these 'Worlds' starts with the particular combination of Global Cooperation and Focused Innovation. So, for example, the Emergent World is characterised by a strong spirit of cooperation combined with deliberate action to focus on the problems required to resolve the problems arising from the global drivers. Then, as new *parameters* are considered for the Emergent World the narrative is conditioned by these two behaviours. For each parameter, Scenario Charts are devised that give the narrative for the four world views over the next three decades. Here are the charts for the two fundamental parameters of Global Cooperation and Focused Innovation. (See Scenario Charts tab of the 'real' Model webpage)

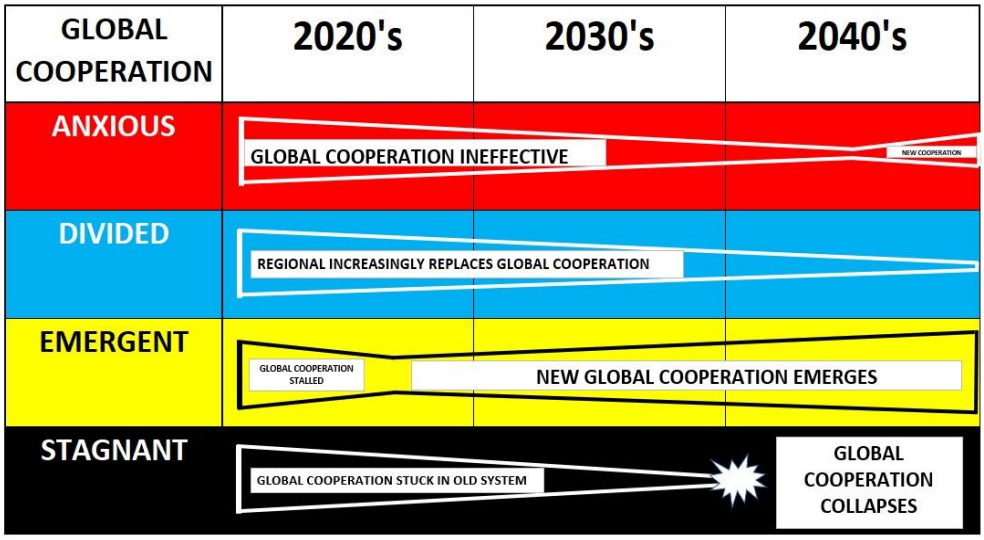


Table 1: **Scenario Chart: Global Cooperation**

FOCUSED INNOVATION	2020's	2030's	2040's
ANXIOUS	Global desire to re-direct government and commercial funding toward Focused Innovation.	Despite Focused global approach - many problems prove too intractable to solve and implement globally.	Technological breakthoughs slowly being made and late in the decade- out of necessity- more effective political and organisational changes.
DIVIDED	While no initiative toward focused political and organisation change, Powerblocks independently pursue focused technological innovation.	Continued technological progress but benefits not shared.	Continued technological progress but benefits used to promote power and authority of each Powerblock.
EMERGENT	Coordinated investment in focused technology and organisational systems.	Strong organisational system and technological progress.	Breakthroughs in solving key technological and organisational system issues.
STAGNANT	Innovation uncoordinated, still strong focus on consumer products.	The need for focused innovation to resolve technical and political cross-border challenges recognised too late to enact any effective changes.	Global innovation rapidly declines with economic and societal collapse.

Table 2: **Scenario Chart: Focused Innovation**

Each new parameter is assessed on the basis of what has gone before—

Interviewer: But as you add a new parameter, that itself must have an influence on what has already been defined? The interactions must be endless?

FN: It's not quite as onerous as that, there is a hierarchy of parameters defined by the concept of the Full-Up planet, beginning with the two Human Fundamentals and then passing on to those that define the Global Drivers.

Interviewer: So the *future history* of Humankind, according to this Model will be a consequence of how we deal with these Global Drivers?

FN: Other than unexpected extra-terrestrial interventions, the two human fundamentals and the three global drivers will largely determine the shape and direction of the next tier of parameters, I call the **Inevitable Consequences** – things like global inflation, style of governance and Foreign Aid support – to name three included in this 1st Version of the Model. Have a look at this triangular plot that shows how these parameters categories fit together.

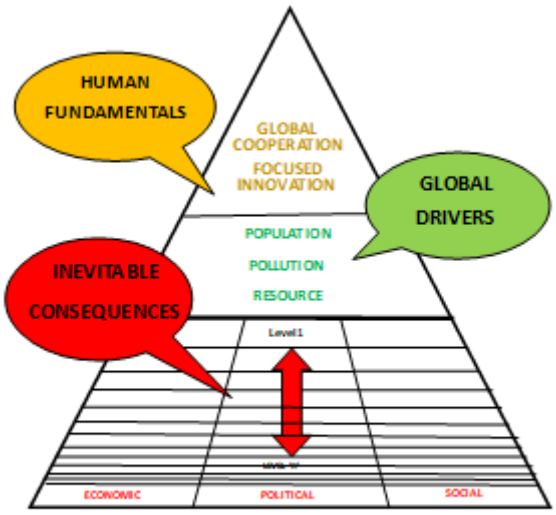


Figure 3: **Hierarchy of Parameters**

Interviewer: So the process of assessing a new parameter is a sort of cascade, starting with the Human Fundamentals, then considering the status of the Global Drivers and in turn the interaction with the Inevitable Consequences.

FN: Yes . . . and don't forget the importance of the historical record for each parameter. That provides trends, and most importantly, the starting point value for each new parameter.

Interviewer: It sounds so complicated!

FN: Not so much complicated . . . but time consuming, as each scenario chart is checked for interactions and consistency.

Interviewer: How many parameters have been incorporated into this first version of the 'real' Model?

FN: Excluding the two human fundamentals, twenty-six: nine, define the **Global Drivers** and seventeen, high level, economic, political and social parameters of the **Inevitable Consequences.**

The next table shows: (1) the twenty-six parameters; (2) the measurement scale of each; (3) the 2020 (Actual) starting values and (4) the numerical prediction for each parameter in the four world views for 2025.

No	GLOBAL PARAMETER DESCRIPTION (Version: 1/11/21)	Measurement Scale	ACTUAL WORLD 2020	ANXIOUS WORLD 2025	DIVIDED WORLD 2025	EMERGENT WORLD 2025	STAGNANT WORLD 2025
1	POPULATION NUMBER	billions	7.79	8.18	8.23	8.18	8.23
2	GREENHOUSE GAS EMMISIONS	gigatones CO2 equivalent	33	46	52	49	54
3	MACROPLASTICS	millions tonnes cumulative	1.18	1.44	1.47	1.44	1.47
4	WATER SCARCITY	% global population	26	25	25	25	26
5	PRIMARY FOSSIL ENERGY CONSUMPTION	% of primary energy consumption	84	77	83	80	83
6	LIVING PLANET INDEX	Index %	38	36	34	35	34
7	TERRESTRIAL MEAN SPECIES ABUNDANCE	Index %	65	63.5	62	63	62.5
8	TREE CHANGE	millions hectares	-25.8	-20	-30	-22	-30
9	SUSTAINABLE MARINE FISHERIES	% of Total Fish globally	60	63	59	61	59
10	ECONOMIC GROWTH	% change in global GDP	1.2	1.8	2.58	2	1.7
11	GLOBAL INFLATION	% change in global inflation rate	2.6	4.5	4	4	4
12	SOVEREIGN DEBT ('A' Rating)	Sovereign Rating Index	27.4		21.4	26.35	
13	SOVEREIGN DEBT ('D' Rating)	Sovereign Rating Index	1.6		17.55	4.5	
14	CORRUPTION	Corruption Perception Index (High to Most)	49	51	54	49	52
15	TRADE OPENNESS	Global trade as % of GDP	58.2	57	59	57	59
16	TRADE VOLUME	Volume of traded goods as % of GDP	108	109	114	108	112
17	INFRASTRUCTURE (Weather-related) COST	Cumulative economic loss Tn USD (2020)	4.26	6.5	8	6	7
18	GOVERNMENT DEBT COST	% of government revernue	4.4	6.4	7.3	5.7	7.6
19	MILITARY COST	% of global GDP	2.08	2.1	2.5	2.2	2.4
20	GOVERNANCE STYLE	% of Autocratic Governments	68	72	76	69	73
21	FREEDOM OF EXPRESSION	Freedom of Expression Index (V-Dem)	0.64	0.6	0.55	0.58	0.54
22	MULTILATERAL AGENCY FUNDING	% of UN Members not fully paid up	25	22	25	24	28
23	EXTREME POVERTY	% of global population	9.6	7.4	9.6	8.7	9.2
24	FORCED (Weather-related) Migration	millions	18	20	20	20	20
25	FORCED (Conflict-related) Migration	millions	12.5	15	16	14	17
26	HAPPINESS	Cantrill Ladder score	5.21	5.2	5.15	5.15	5.15

Table 3: '**The 'real' Segmented World Model: Parameter Table with 2025 Predictions**

Interviewer: The Model only makes predictions up to 2025?

FN: No, no, no . . . the Model makes a prediction for all the parameters in each of the four worlds until 2050. We're going to discuss these in detail in the next few talks, but here is an example of the graphical output from the Model for a particular parameter. (See GRAPHS tab on the 'real' Model page of the website)

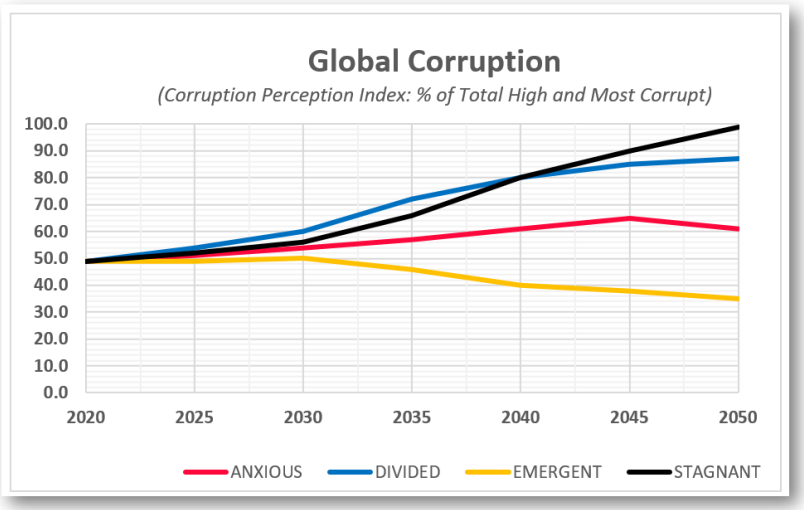


Figure 4: **Example of a 'real' Model Graph**

Every five years the twenty-six parameter predictions will be checked against the 'Actual World' outcome. This will then be used to define where the world is positioned on the GC-FI Matrix at that time. Have a look the next figure.

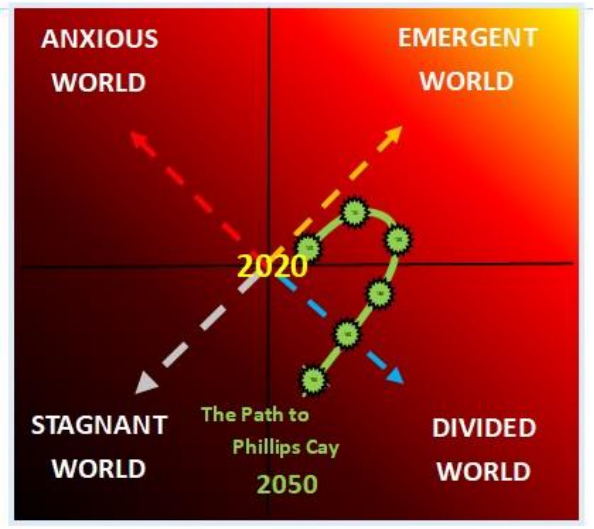


Figure 5: **GC-FI Matrix with Present Day and the 'fictional' Segmented World track**

Interviewer: So . . . from that plot, there is also a Model for the Segmented World Book Series?

FN: Yes . . . this is a bit of a spoiler in that it shows the track up to the end of Book 3. The next figure shows an example of the 'fictional' Model output that is available on the website, including (1) the historical data for the parameter; (2) the Emergent World outcome from the 'real' Model *for comparison* and (3) an accompanying, brief explanation.

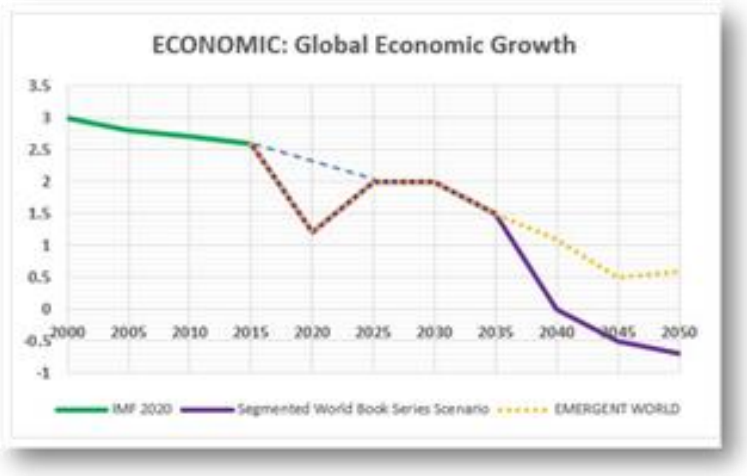


Figure 6: **The Segmented World Book Series: Economic Growth 2000 – 2050**

Explanation: The slow decline in global economic growth seen in the 2nd Decade continues but then accelerates driven, among other things by the raw material crisis and the soaring cost of borrowing. As the negative impact of the Global Drivers combine in the '40's, world economic growth turns negative.

Interviewer: But getting back to the 'real' Model, I'm a bit puzzled as to how a Model that is only checked every five years will be much use right now in achieving what you described the main objective of the overall Project – *'to help people develop their own view of the next thirty years'*.

FN: Ok . . . that's a good point. I'm excited to see how, over the next few decades, the 'actual world' tracks across the Matrix but, equally, I recognise the need for the 'real' Model to have **immediate utility**. To that end, I have also created from the predictive curves per parameter, per world view an **averaged curve** that are contained within the GRAPHS section of the 'real' webpage. Have a look at this figure, as an example.

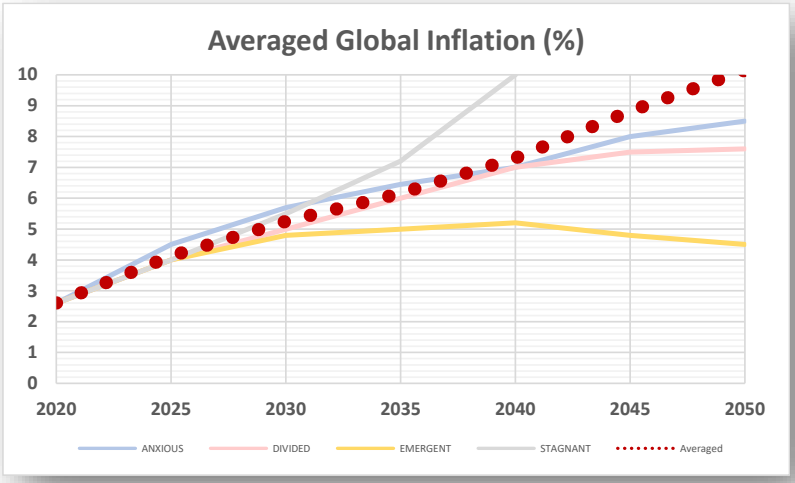


Figure 7: **Global Inflation with averaged curve: 'real' Segmented World Model**

There are, of course, examples where the outcomes for the different worlds move in dramatically different directions (e.g. the biodiversity parameters, Dialogues 3 and 5) but the majority show a **common trend** that is reflected in the averaged curve. What this means is that, irrespective of world view, this is the *direction of travel* for that parameter. In the example shown here, **global inflation increases in all world outcomes** up to the start of the 2040's. So, sitting here today that is the *general takeaway the 'real' Model* on global inflation over the next thirty years.

I should add that, as time passes of course, the 'Actual World' will track across the GC-FI Matrix – toward one or a combination of worlds eventually making the averaged view redundant.

Interviewer: And the starting point, for the Model is at the centre of the Matrix?

FN: Yes. . . because the seeds of all four worlds are present in the world of today (2020). Marshall McLuhan, the Canadian sociologist, expresses this rather well: *'The new is always made up of the old, or rather, what people see in the new is always the old thing. The rear-view mirror. The future of the future is the present. And this is something that people are terrified of'.*

Interviewer: Isn't that what the Clapping Lady in Book 1 called *Mokita* – 'a truth we all know . . . but agree not to talk about'? Something that terrifies us!

FN: Umm . . . but I would suggest it will be 'less terrifying' if people have their *own* informed view of the future. . . which is what this Project is trying to help provide.

Interviewer: I know this is a diversion in our discussion but having read the first novel in the Segmented World Series I have to ask: Why don't you mention this fourfold world view in Book 1? Instead, you use the terms, *Lite* and *Fully Segmented World* to describe future outcomes. How do the two descriptions relate?

FN: The background to the novel series is a simplification of how a particular segmented world outcome emerges. But if you look at the colouring of the GC-FI Matrix, the Fully Segmented World is equivalent to the dark areas. These then move into the lighter colours of what I call the Lite Segmented World, in the top right-hand corner.

Interviewer: Could we round off this first talk, with you saying a little more about these different world views – perhaps, beginning with the darkest – the **Stagnant World**?

FN: The word 'stagnant' is often used to refer to a period of slow or no economic growth but in the Segmented Project it has a wider meaning, referring to an *overall absence of change* - a clinging-on to the delusion of *Life-as-Usual*. An escapist's world, easy for any of us, to slip into—

Interviewer: Even the Clapping Lady in *'. . . a little more towards heaven'*.

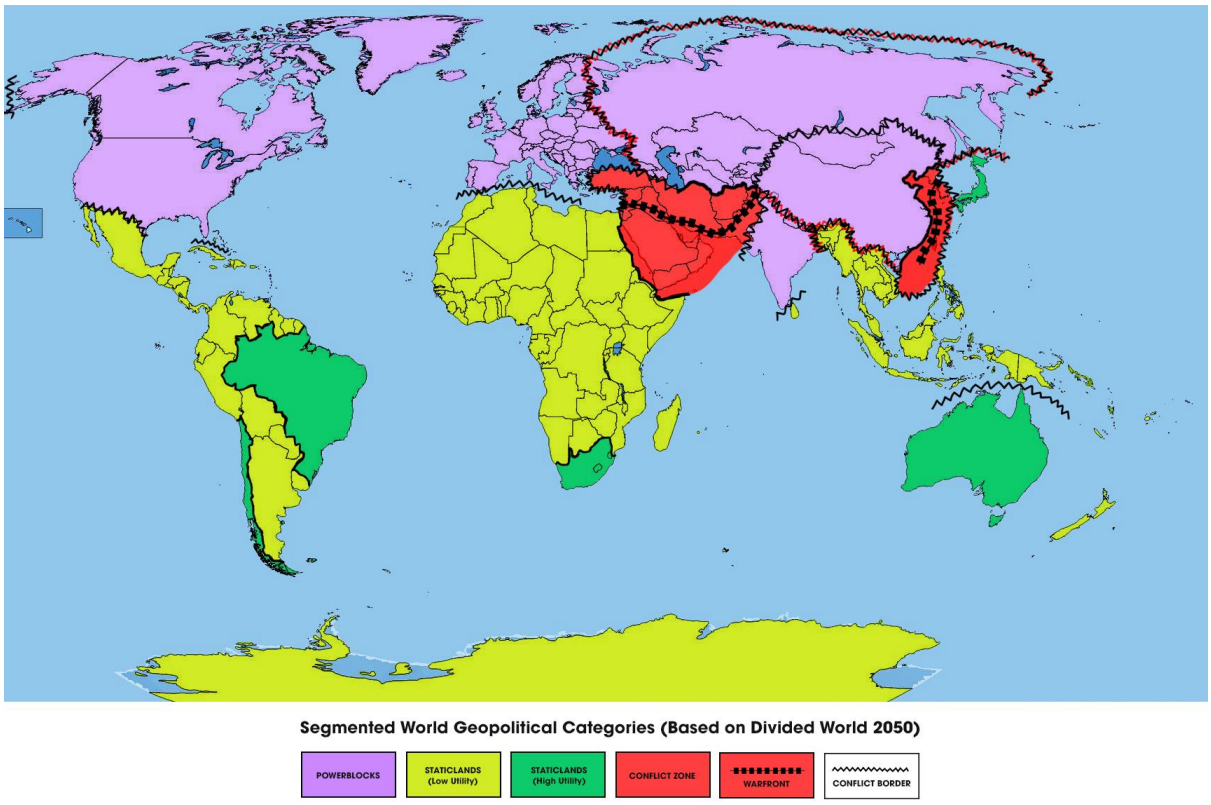
FN: Yes. . . even she, standing on the South Bank in London with life going on around her in 2012, admitted how hard it was to imagine that so much must change. Levels of cooperation in this 'Stagnant' world remain low, with those holding power (and blessed with ability) continue to waste resources and their innovative skills. But it isn't just the lack of focused innovation that is damaging, there is also little of the political momentum seen when the world went through the last great global change – what the philosopher Antonio Gramsci called an 'interregnum' *(Gramsci: Letters from prison 1929).* Out of that, though, emerged something more positive that Gramsci could never have imagined: the leaders from Russia, UK and US coming together at Yalta, triggering a process – led by the US - that created the World's first effective global organisation (i.e. the UN and its attendant agencies). The Stagnant World in contrast plods on, metaphorically, sticking its finger in the holes of a dam behind which the waters are rising. It is a world full of platitudes but little substance, with the Media compliantly providing an abundance of what the Roman poet Juvenal called 'circus' (*The Satires Wikipedia*) aimed at distracting the populous, as the 'bread' from government support gradually dwindles. This is not, though, just the fault of the political class, *it is the fault of everyone living in the Stagnant World* for not recognising the threats; demanding change and showing no willingness to make the necessary sacrifices.

Interviewer: How is the **Divided World** so different? Isn't the Stagnant World also, a divided world?

FN: But the Divided World has purpose and direction, given to it by a wealthy and powerful group—

Interviewer: You mean the **Powerblocks** that Methuen described in Book 1.

FN: Yes . . . and we will talk more about them later – but suffice it to say the Powerblocks utterly dominate the Divided World, as this figure illustrates.



Map 1: **Geopolitical Categories (Divided World 2050)**

What distinguishes the Divided from the Stagnant World is that *technological* Focused Innovation is widely practiced, particularly in the Powerblocks with a clear emphasis on the Global Drivers. For example, finding substitutes for declining strategic metals and energy sources, that makes the Divided World less economically vulnerable to the raw material shortages that inflict all the worlds over the next thirty years. Where the Divided World fails, is first, that the focus of the Powerblocks is largely regional, handicapping the global rollout of focused-innovative ideas required to take effective control of the Global Drivers. Secondly, funds available for focused innovation are reduced by the need to divert intellectual and physical resources into the ever-escalating arms/cyber race between the main powers.

Interviewer: And outside the Powerblock?

FN: Except for a few, non-contiguous, nation states with substantial resources – what are referred to as **High Utility StaticLands**, the rest of the world has little to offer the Powerblocks and therefore attract no support. The beleaguered nation states – the **Low Utility StaticLands -** devoid of Foreign Aid, are left to fall into decline.

Interviewer: The strangest of the four worlds, for me, is what you call the **Anxious World**, where Cooperation is high but Focused Innovation low – that doesn't seem plausible. The saying: *Necessity is the mother of invention*, comes to mind. Why would such a world not innovate its way out of that problem – particularly as, per the GC-FI Matrix, politicians, business and academia are all willing to collaborate?

FN: Ah . . . but that's the crunch issue! In the **Anxious World**, the 'big problems' arising from the Global Drivers are just *too difficult* to solve in the thirty-year timeframe. These problems range from finding an affordable, reliant alternative energy source, to letting go of cultural and moral expectations that had been established during what people in the Anxious World sentimentally refer to as, the *Time-of-Plenty*. Unlike the Stagnant World there is the 'will' to change but not the 'way' of the Divided and Emergent Worlds. As living standards slip and one political action after another fails, confidence in institutions across the world falls, leading to a mixture of despair and civil unrest.

Interviewer: But in the **Emergent World**, solutions are found. It seems to be a world of hope!

FN: Umm. **. .** you say you find the Anxious World the 'strangest' of the four, I reserve that for the Emergent World – a world in which there has been a rapid upswing in our *ability* to cooperate, globally.

Interviewer: A hippy world!

FN: Oh no! It is something far more organised and disciplined than that. It isn't a world dominated by the liberal democratic virtues we know today—

Interviewer: So . . . a sort of fascist world?

FN: No, no. This is a globally coordinated world, where: environmental, social, labour and governance standards are set; trade barriers are reduced, and export restrictions removed to allow markets to operate efficiently. It is a world where individual freedoms are recognised as the source of inventiveness but also one where people accept the need to put aside their prejudices and some of their egalitarian desires for the *common good*. Where the dominion of the individual and the nation state is partly ceded to allow the emergence of a global governance structure.

Interviewer: A World Council. Surely not!

FN: Don't sound surprised. We already have two elements of that in place, globally: the Legislature (= UN) and the Judiciary (= International Court of Justice). What the Emergent World adds is the Executive – with the five Powerblock leaders acting as the final arbiters on all major decisions.

Interviewer: I still can't see how this could possibly happen?

FN: I'm sure, in the back of the mind of Xi Jinping, von de Leyen, Modi, Putin and Biden, even at present, is, perhaps begrudgingly, an acknowledgement that the cross-border nature of the big global threats will eventually require them to collaborate more in the

future. The wildfires threatening to rip out the heart of the Taiga in Russia; the collapse of world trade that will shatter the Chinese economy and potentially unseat the CCP, or the drought that will leave thousands of Indian cities without water for months, are not local problems the respective leaders can resolve. They arise from world-wide phenomena that require global action. In the Emergent World, the leaders and the led realise one simple fact: either we take control of the Global Drivers, or they will control us.

Interviewer: So how can I understand these four worlds, better?

FN: We have to start with a clear statement of where we are today – beginning with the status of the parameters that have been selected to represent the three Global Drivers: population, pollution and resource.

But maybe before then, a cup of coffee?