The World in 2050 (TWI2050.org)
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Basic needs, Decent living & Sufficiency

→ New values and norms; new morality and ethics

service provision (consumption)

→ 2050: Sustainability transformation

Sufficiency corridor

Sufficiency

Decent Living Standards

Basic access

overconsumption (obesity)

→ 2050: Sustainability transformation

Nakicenovic

2020 #2
Disruptive End-Use Innovations

Source: Grubler et al., 2018

Nakicenovic
1. The world is at a crossroads – achievement of the 2030 Agenda is possible but requires accelerated action and transformative pathways for sustainable development.

2. The COVID-19 pandemic is a great threat to humanity – but it provides an opportunity for change and innovation toward sustainability.

3. Granular, small-size innovations generally have faster adoption and diffusion – they can enable rapid change, but require sustained investments.