



# 2035: THE FUTURE OF TRUST & ITS IMPLICATIONS FOR AFRICA

Group 3 presentation

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## **Introduction**

Exploration of domains

Strategic agendas

# Introduction

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- Trust is undergoing three major changes:
  - Trust is becoming more endogamic,
  - More distributed, and
  - More easily manipulated.

## Global Scenarios

- The annual trust survey published by Edelman shows that citizens' trust is at an all-time low around the world



# Implications for Africa

- Deterioration of trust globally will have monumental consequences for Africa
- For instance, reduced trust will affect Africa's trade, social cohesion, climate change action, the success of the Africa free trade agreement, the growth of Africa's technology markets
- We explore two scenarios for 2035:
  - **Amini Africa:** a scenario of increased trust in people and institutions
  - **Siamini Africa:** a scenario where trust continues to erode and deteriorate globally

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# There are 6 key domains that the group explored

## Environment

Climate change is a global crisis and the least developed countries will be most adversely affected but least able to cope



## Culture

Stereotypes, discrimination and corruption, fueled by fake news, are entrenching negative power dynamics across nations



## Technology

Technology has reduced the physical distance of spaces, increased speed and access to information, allowed flow of capital and improved governance /accountability



## Economic

Intra-Africa trade is confronted by the Tension between Free Trade and Trade Protectionism



## Health

Against a background of the rise of a post-truth culture, vaccine hesitancy a worrying trend



## Political

Building strong political systems against political corruption, Polarization, democracy hacking is essential for the future of trust






A photograph of a dense forest with tall, thin trees. Sunlight filters through the canopy, creating a warm, golden glow and long shadows on the forest floor. The ground is covered in a thick layer of green moss and fallen pine needles. The overall atmosphere is serene and natural.

# Environmental Domain

and the future of trust

# Global & African Frameworks



## **CLIMATE SCIENCE**

**Nexus between carbon  
emissions + climate  
impacts**

## **RISE IN NATIONALISM + CLIMATE- CHANGE DENIAL**

**Protection of national  
industries**

## **GROWING ELECTRICITY DEFICIT**

**Unfettered reliance on  
fossil fuels**

## **ENVIRONMEN TAL ACTIVISM**

**Clean energy  
initiatives & "green  
consumerism"**



# DECLARATION OF A CLIMATE-EMERGENCY

ACTIVATES INCLUSIVE PARTNERSHIPS & INNOVATIVE PATHWAYS  
TOWARDS A LOW-CARBON FUTURE

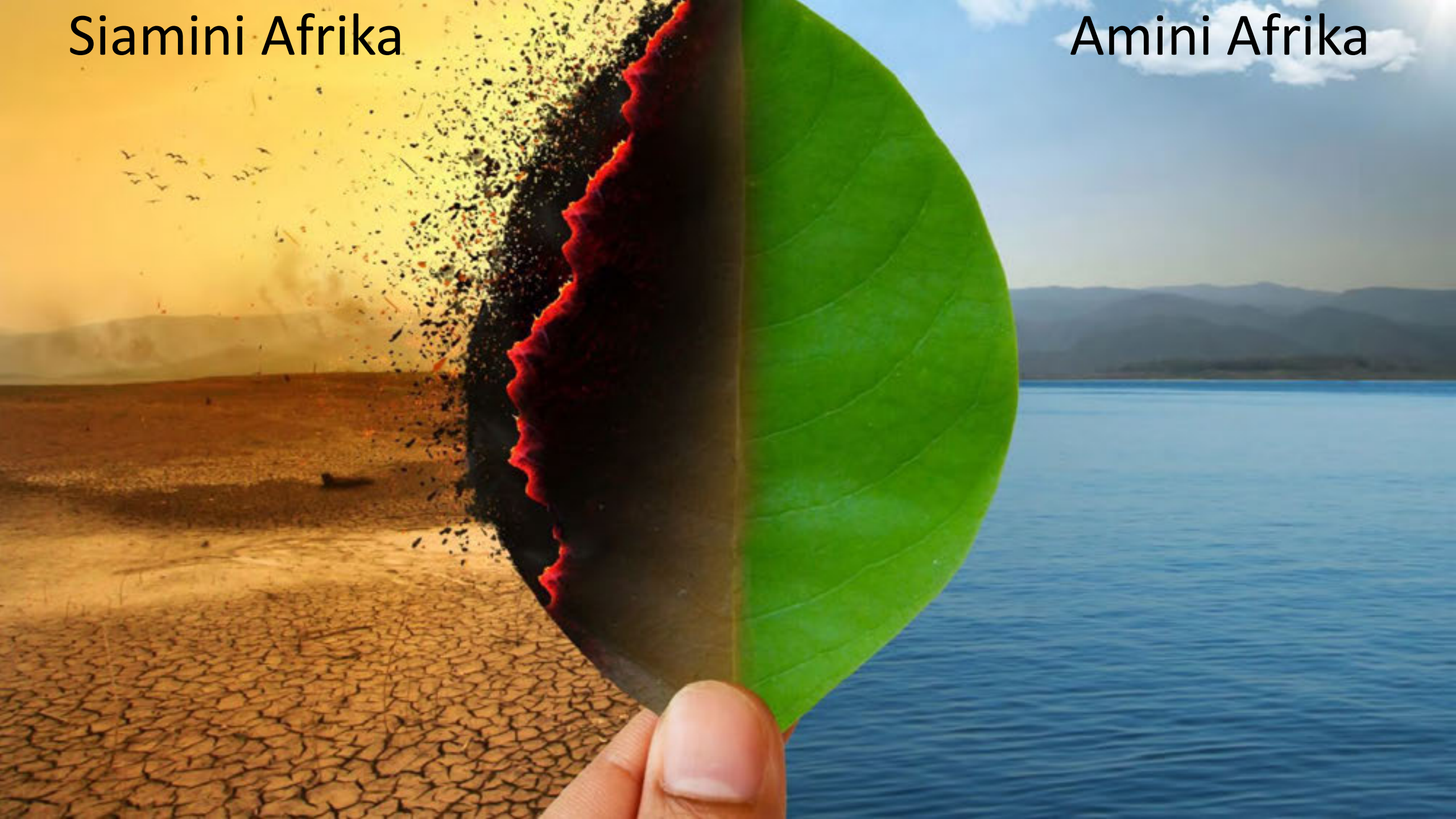
# CLIMATE-CHANGE DENIAL

REJECTION OF CLIMATE-CHANGE ALARMISM



Siamini Afrika

Amini Afrika





**HEALTH SYSTEM**



# Global and Africa Framework



# Global and Africa Framework



# Global and Africa Framework





# Health Sector Drivers Towards Different Scenario's

The rise of a **post-truth culture** and attendant **fake news** is countered by **effective communication** of the **safety and effectiveness** of vaccines, and **strong regulation** and **verification** of information that is available to the public



The rise of a **post-truth culture** and attendant **fake news** continues to **intensify unfettered** leading to increased vaccine hesitancy and low vaccine coverage

Amini Africa

Siamini Africa



Cultural domain

# Global and African frameworks



Stereotypes >> discrimination



Digital revolution >> Fake news



Poverty + Greed

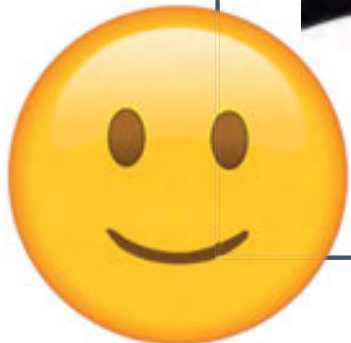


**CORRUPTION**



# Drivers to the 2 scenarios

Will love and respect reign....



...or will hate rule over us?



# Amini Africa

# Siamini Africa





# ECONOMIC DOMAIN



**COUNTRY A**

**COUNTRY B**

# Global and Africa Frameworks

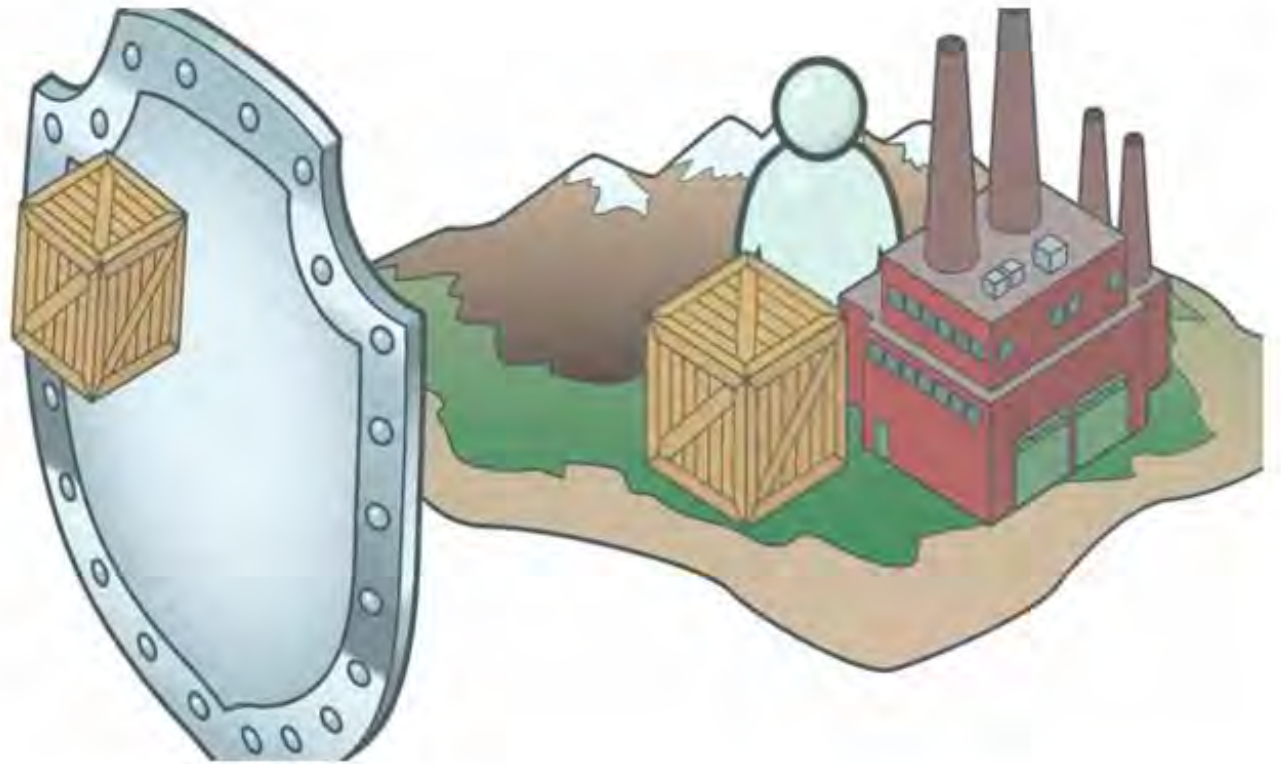
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# Economic Drivers Towards the Different Scenarios

**Protectionism:** The rise of a nationalistic agenda that promotes trade protectionism



# Amini Africa

# Siamini Africa

- Integration
- Intra-Africa trade
- Bigger markets



- Fragmentation
- Less Trade



# Political domain and the future of trust



## Political Drivers Towards the Different Scenarios

- Building strong political systems against political corruption, polarization, democracy hacking is essential for securing the future of trust. Strong democratic institutions, popular participation and strong and effective opposition will no doubt increase public trust in institutions and individuals or Scenario 1: Amini (“Trust”) Afrika.
- The failure of democracy to deliver development to the people coupled with the rise of illiberal populism, rigged elections, inequality and political exclusion will result to Scenario 2: Siamini (“Distrust”) Afrika



## Amini Africa



## Siamini Africa



# TECHNOLOGY DOMAIN





# Global & African Frameworks

## **QUALITY OF LIFE**

**Improved healthcare, infrastructure, education.**

## **THE GLOBAL VILLAGE**

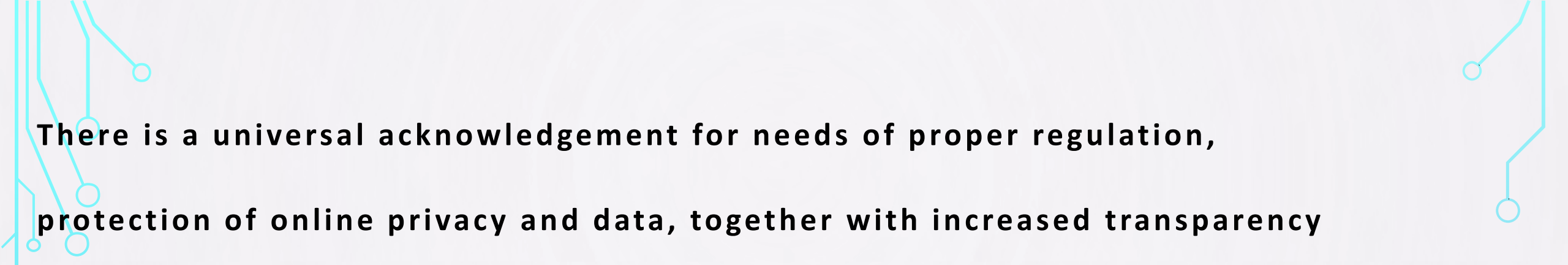
**Seamless communication, movement of people, questions of data and privacy.**

## **GOVERNANCE**

**A push for transparency, instant access to information, questions of regulation.**

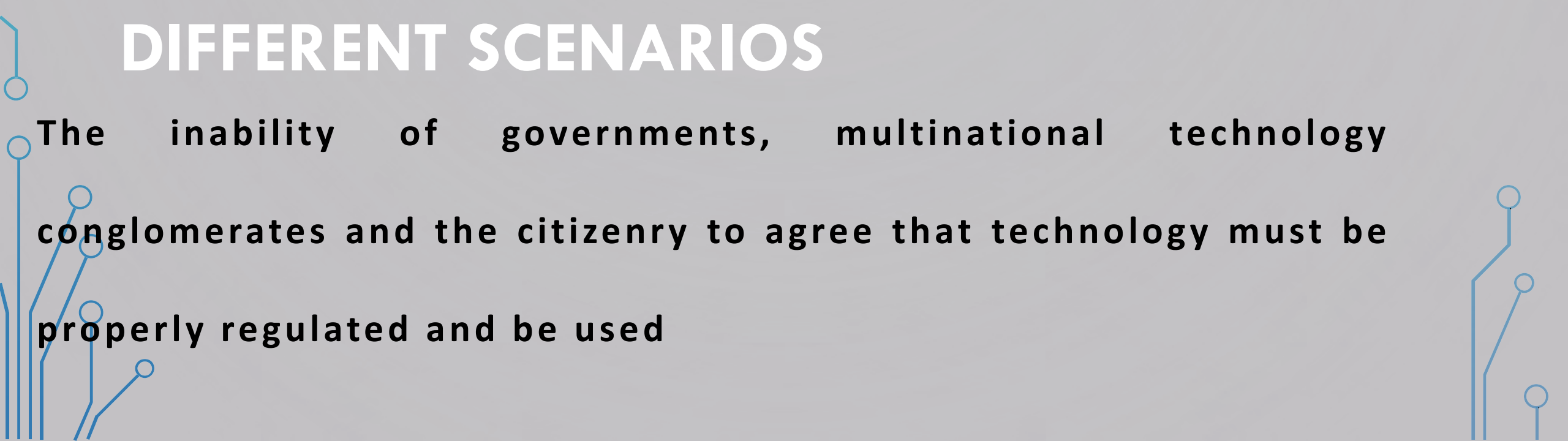
## **COMMERCE OF INDUSTRY**

**Transoceanic businesses, including Internet-based e-business and e-finance"**



**There is a universal acknowledgement for needs of proper regulation,  
protection of online privacy and data, together with increased transparency  
around new technological developments**

# **TECHNOLOGICAL DRIVERS TOWARDS THE DIFFERENT SCENARIOS**



**The inability of governments, multinational technology  
conglomerates and the citizenry to agree that technology must be  
properly regulated and be used**





AMINI AFRIKA

**ENABLING  
TECHNOLOGICAL  
ENVIRONMENT**

SIAMINI AFRIKA

**RESTRICTIVE  
TECHNOLOGICAL  
ENVIRONMENT**

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# We propose the following strategic agendas (1/2)



01

Lobbying for legislative measures to regulate digital media to curb the spread of 'fake news' by empowering independent media commission with powers to fine tech companies for hosting content with misinformation.



02

A Pan-African campaign involving all stakeholders on promoting and legislating fair trade principles



03

African, youth-led environmental advocacy, backed by the African Union Youth Envoy to secure the political will of the African Union Assembly of Heads of State and Government and the United Nations Security Council to (i) declare a Global Climate Emergency; and (ii) adopt a Global Climate Emergency Action Plan by the year 2020 with a view to secure a low-carbon future

# We propose the following strategic agendas (2/2)



04

An international youth-led Climate Emergency Campaign (2019-2035) to influence a global pivot towards environmentally friendly policies, industries and consumer practices to ensure a low-carbon future



05

A youth led cultural movement, *Utamaduni Africa*, focused on discovering, propagating and preserving our beneficial cultural practices. This movement would foster inter-generational dialogues, intra and inter country festivals, legislation to address harmful practices and cultural assimilation while promoting skills and expertise required to keep culture alive



06

Creation of a Pan African technology strategic policy or agreement that governs regulation, taxation, incentives, data protection and market access for technology., innovation and access to information. This policy must be enabling policy to allow freedom of access to information, market access for products and protection of citizens rights and privacy.

We welcome your questions and feedback

