

Sustainability Blog

By PwC Deutschland | 15.01.2024

World Economic Forum in Davos: Future scenarios for sustainable economic growth

Innovative methods, such as Future Scenarios, can help companies adapt their strategy to a variety of variables and position themselves resilient and future-oriented.

Today, this year's World Economic Forum (WEF) in Davos to bring together governments, civil society leaders, innovators, business leaders, international organisations and experts to discuss how to build sustainable economic growth and mitigate global risks. In today's dynamic and rapidly changing landscape, characterized by the introduction of new technologies, geopolitical events, and social changes, innovative methodologies can provide guidance and help future-proof and resilient business strategies. Last year, PwC Germany's Sustainable Innovation Team presented the Future Scenario methodology at the WEF in Davos, among other places. With the help of vivid and profound future scenarios, new ways of thinking were stimulated and lively discussions were sparked.

What are future scenarios for?

Based on extensive trend and ecosystem research, it is possible to illustrate the effects of future technical solutions on the ecosystem and companies by creating future scenarios. They enable forward-looking and informed decision-making, improve risk management, and successfully and sustainably position a company in a constantly evolving environment.

Multidimensional Future Perspectives at the World Economic Forum in Davos



On January 16, 2023, Hadas Zucker, PwC's Sustainable Innovation Lead, presented three of the scenarios developed in PwC's so-called Future Scenario Sprint. The future scenarios are derived from signals that are already recognisable today and address global trends and developments. They identify different ecological, social and economic transformation paths and subsequently reveal the catalysts for future-oriented growth.

The Future Scenario "Sustainable Innovation as a Just Transition" at WEF 2023



One of the scenarios presented out at the World Economic Forum shows the transformation of the food sector from the perspective of a cow whose factory is being closed. New technologies, such as precision fermentation and cellular agriculture, make it possible for the production of protein-containing foods in the laboratory to become more cost-effective than livestock farming, which has led to a crisis in the industry. Farmers had to develop new models, and decentralized cooperatives and crowd-farming platforms. These innovations not only protected life on earth, but also enabled democratic value creation for farmers through innovative ideas. A just transition was born.

Future scenarios of the mobility transformation on the International Motor Show IAA in Munich



At the IAA International Motor Show in September 2023, the Sustainable Innovation Team presented three scenarios for future mobility. The vivid images and visions that emerged in the minds of our listeners with the help of the future scenarios read aloud formed the ideal basis for a dynamic discussion.



Future scenarios for mobility transformation at the International Motor Show in Munich

The central theme of one of the future scenarios read at the IAA is to question the status quo. The protagonist, who hails from a transportation conglomerate in Silicon Valley, finds himself in the role of the "Robin Hood of mobility" after hacking the systems of leading mobility providers and developing a token in hopes of changing the industry and making it sustainably accessible to all.

More insights into the Future Scenarios and events can be found [at this link](#).

Would you like to learn more about PwC Germany's Future Scenarios and how they can support your corporate strategy for sustainable growth and resilience? Get in touch with us.

Related Links:

- [Artikel: "Turning Uncertainty into Opportunities: The World of Future Scenarios"](#)
- [Article: "The 7 Principles of Sustainable Innovation"](#)
- [Article: "Seizing Sustainability Reporting as an Opportunity for Growth and Differentiation"](#)
- [Sustainability consulting](#)

[Get ongoing updates on the topic via regulatory horizon scanning in our research application, PwC Plus. Read more about the opportunities and offerings here.](#)

[To further PwC Blogs](#)

Keywords

[Innovation](#), [Sustainable Supply Chain](#)

Contact



Hadas Zucker

Berlin

hadas.zucker@pwc.com