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More from less

It suddenly struck me that that tiny pea, pretty and blue, was the Earth. I put up my thumb and shut one eye, and my thumb blotted out the planet Earth. I didn't feel like a giant. I felt very, very small.

Neil Armstrong.

Our narrative of the future begins with a megatrend about resource scarcity which heralds countless moments of freefall for the world. This megatrend will change the way we live. It will change the way markets operate and the ways societies govern themselves. It will change the way we travel, the way we make food, the way we light our cities and the types of houses we build. It will change the jobs, industries and companies that comprise our economy. The more from less megatrend tells a tale of scarce food, energy, water and mineral resources being placed under intense pressure from the growing demands of a much larger, and wealthier, human population. The impact will be deep and far-reaching.

But there's a twist in the tale. The dilemmas we face are not just about scarcity – they are also about the management of natural resources by humans. The two issues are inextricably linked. For example, tonight almost 1 billion people, just under one-seventh of the world's population, will go to bed hungry because they don't have enough food. However, surprisingly and somewhat tragically, another 1 billion people suffer ill health because they eat too much food and the wrong types of food. Furthermore, one-third of the food created today will be wasted and never eaten. The world doesn't have a problem of food scarcity. But it does have a problem about food distribution.