

Following is an executive summary of one of the fabulous keynote speeches delivered at the World Lottery Summit Vancouver. **Marga Hoek** is internationally recognized as a business leader, motivational speaker and author of the award-winning books *The Trillion Dollar Shift* and *New Economy Business*. Her focus is on empowering fellow business leaders who want to lead transformational change in their sector and grow a business that prospers sustainably.

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As a business leader with an eye on how we treat our planet and its finite resources, Marga Hoek is keenly aware of time. But not the time on your watch or phone – the time we have existed as a planet, the time humans have walked the earth and, most importantly, the time remaining for us to reverse the damage inflicted on the earth since the start of the industrial age almost 200 years ago. Hoek's headline – there is much work to be done, not a lot of time in which to do it, but change is still achievable.

As the author of many books about how businesses can positively impact society, Martha understands that while the shift towards sustainability won't be easy, it is critical to our survival. She has spoken at international forums, such as G7 and G20, and is recognized as one of Fairforce's Global Top 100 Green Board Members. So she knows what she speaks.

Martha highlighted some of the biggest problems facing the world's population. They include:

- **PLASTICS:** This is a hot topic in recycling circles. We currently only recycle 8.6% of plastic we use. By 2050, there will be more plastic in the world's oceans than fish. Over the next 10 years we will dump 40% more plastic in the sea than in the past 10 years.
- **FOOD:** Ten percent of the global population goes to bed hungry. There are structural issues that lead to the waste. But what we waste could feed everyone on the planet for two years. We lose and waste one-third of all food produced.

In 2015, 193 companies signed up for a joint agenda for the world – 17 goals to

be reached by 2013. A lot of goals.

"We've always known that there are individual things we need to do to help the world," she said. "But in 2015, there was a recognition that there was a comprehensive list of goals we need to reach. That is how this agenda got put together. It isn't just one or two goals we need to reach, it's many more that are all linked together."

Among the goals:

- **Climate Change:** The goal is to lower the world's temperature by 1.5 degrees.
- **Education:** Primary and pre-primary schooling is critical but in developing countries, only 20% of children have access to this early education. It's the opposite in developing countries.
- **Justice:** So much money is spent on the criminal justice system. Small changes can free up money for other parts of the agenda.

"As we head towards 2030, some countries have made good headway towards achieving these goals," Martha said. "But many others, including many developed countries, have much room for improvement and not much time to improve."

Technology has changed the world, but we must decide what to do with our advanced technology, she said. If we agree that we need to radically change the world, we will need radical technology. It will take "moon shots" – initiatives huge in scope which tackle some of the world's most vexing issues.

Some examples of recent moon shots:

Universal internet – Undertaken by Google, this is an initiative to bring the internet to as much of the world as possible. Ultimately, the goal of univer-

sal internet didn't happen but this initial program has allowed large swaths of the world to now have internet access.

Smog "eaters" – German architects have created buildings which "eat" the smog around them and place clean air back into the neighborhood. This technology is at the leading edge of construction projects with a core feature but which can accomplish a variety of end-goals.

Drinking water – Lack of access to drinking water is a huge problem around the world. Numerous businesses are now focused on how fresh water can be brought to even the most remote areas.

Education – Using phones to bring classrooms to those with no access to education. In places around the world with little or no education access, two-way interaction can be brought to children through their phones.

Marga said the younger generation is pushing society to solve the issues facing the world. These groups weren't alive when the issues were created but are pushing for solutions – quickly. Eight out of ten millennials have said they want to work for purpose-driven companies which understand there are problems they can help solve.

"The growth markets are going to be driven by consumers who want to support companies that care about the world and work to solve the issues facing us today," she said. "It is critical to put money towards problem-solving. If we can support those who are helping make the world a better place, we will be closer to a solution.

"We must all contribute to a better world and do it quickly," she said. "We only have one planet and we must do all we can to make it a better place for everyone." ■