

CHALLENGES: Preparing for the Worst

CHALLENGES: Making the Sustainability Transition

CHALLENGES: Building the Collaborative Economy

GOALS: Households

POOREST ZONE 1
ZONE 2
ZONE 3
ZONE 4
RICHEST ZONE 5

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ZONE 2
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RICHEST ZONE 5

Resilience in the face of environmental disasters, health challenges, and economic crises

CHALLENGE 1
reduce unpredictability and irregularity of income

The biggest obstacle to resilience in the poorest households is the lack of a predictable flow of money in and out of the household—even if the flow is relatively small. In times of crisis, such unpredictability increases the burden of adaptation and often threatens survival. → ZONE 1-2

CHALLENGE 2
create alternatives to fragile community infrastructures and institutions

One of the greatest risks to poor households is the failure of community infrastructures—whether they are physical structures that collapse or institutional forms that disappear or fail due to brittleness. → ZONES 2-3

CHALLENGE 3
prevent depletion of household assets in times of crisis

A basic strategy for resilience in all but the poorest households is stockpiling and saving, but unusually extreme crises can take even well stocked households by surprise, while minor short-term disruptions (such as illness) can deplete their reserves and leave them vulnerable, or even destitute. → ZONES 3-4

CHALLENGE 4
diversify paths to security

For all households, the creation of options is an important resilience strategy, but for households with abundant resources, diversification (whether of assets, social networks, or life strategies) is a way to secure the household in the face of unexpected threats. → ZONES 4-5

Adaptative strategies for managing scarcity and ecological disruptions

CHALLENGE 5
secure basic life-sustaining resources

As growing numbers of people enter the global economy, the burden of human enterprise on basic resources like water, energy, food, and medicines will weigh most heavily on the households that already have the poorest access to these basics. → ZONES 1-2

CHALLENGE 6
manage scarcity

New limits imposed by declining resources and growing ecological constraints will demand that households find ways to get by with less on a daily basis—not just for brief periods of crisis. → ZONES 2-3

CHALLENGE 7
invest in reinvention

Facing a changing landscape of resources—physical, social, and economic—households will seek resilience by reinventing everything from their physical shelter to the skill sets of their members, and ultimately their social connections. → ZONES 3-4

CHALLENGE 8
rewrite the “global dream”

Even as frontier economies turn their sights on the “American dream” that has shaped global development for the past half century, that dream may be rewritten to include new values such as organic food, eco-healthy practices, local identity, and global mobility. → ZONES 4-5

Win-win outcomes that result from the new rules of social production

CHALLENGE 9
balance cross-boundary flows of value

In a global economy, dependence on remittances from abroad vie with the need for local skills and resources to build not only resilient households but also resilient communities to support them. → ZONES 1-2

CHALLENGE 10
design for sharing

In an economy where social platforms make it easier to share everything from media to household tools to automobiles, resilient products and services are those designed for sharing from the outset. → ZONES 2-3

CHALLENGE 11
create global platforms for local micro-value

As social production shifts into high-gear, households will build resilience by tapping into new sources of value in all kinds of collaborative activities—turning to trustworthy platforms to track value and convert it to practical exchange. → ZONES 3-4

CHALLENGE 12
redirect investment toward local value

Recognizing the link between personal self-interest and community resilience, thriving households will seek new ways to make their money count directly for the things they care about in their communities—from their food systems to their global reputations. → ZONES 4-5



Dadah
Sarimukti, Indonesia
Age in 2021: 45
Facts: Mother of 3, farms state-owned plantation with her husband
Risks: loss of land, drought, health issues



Edith
Ngwale Village, Malawi
Age in 2021: 27
Facts: Oldest of 4 daughters, lives with mother, aunt, and cousins
Risks: disrupted school due to household duties, early marriage, drought



Muttu
Hampi, India
Age in 2021: 30
Facts: Tour guide and postcard vendor in city of ancient ruins
Risks: destructive weather, lack of growth opportunities, physical hardship



Zhanna
Vannovka, Kazakhstan
Age in 2021: 17
Facts: Youngest of 4, her parents work in the orphanage where the family lives
Risks: failure of supporting institutions, hollowing out of community, civil disruption



Jamila
Beirut, Lebanon
Age in 2021: 21
Facts: Oldest of 4 children, lives with parents in refugee camp
Risks: disrupted school due to household duties, civil unrest



Dušan
Vojka, Serbia
Age in 2021: 69
Facts: Beekeeper, father of 2, lives with wife in house he built
Risks: aging without a safety net, failure of bee colonies, renewed regional conflict



Rael
São Paulo, Brazil
Age in 2021: 39
Facts: Hip-hop artist and civil servant, lives in favela with his parents
Risks: health issues, sustainability of work, dangers of life in favela



Kai
Anren, China
Age in 2021: 50
Facts: Married with 1 daughter, lives behind the convenience store he manages
Risks: health issues, food scarcity due to drought



Rumi
Tokyo, Japan
Age in 2021: 37
Facts: University student in public management, lives in her own apartment
Risks: dependence on wheelchair, extreme weather events, employment uncertainty



James
San Francisco, USA
Age in 2021: 73
Facts: Cable car conductor, lives with contractor wife in 3-story house
Risks: failure of city pension programs, unions, earthquakes