

About Ebco

We're a women-owned innovation firm bringing together decades of experience as consultants, in-house innovation leaders, and trend experts. Ebco was founded on the principle that innovation requires a new way of thinking that connects trends with user-centered design research. All of this is reflected in our name.

Our Evidence-Based and Culturally-Observed (EBCO) approach to innovation leads to breakthrough insights and inspiration for our clients.



OUR APPROACH

Quality is our compass, curiosity drives us, and excellence is our standard. Founded in 2015, founders Erin and Kalyn set out on a mission to change how companies address innovation in a rapidly changing world.

Our services bring to life the translation of this quest as we deliver on your innovation needs.

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EXPERTISE

Ebco conducts innovation programs globally for top tier clients.





















































































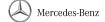




















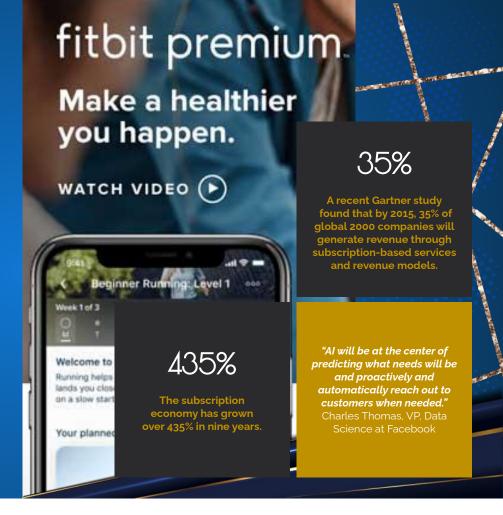






The Traditional Subscription Model is a Thing of the Past

New subscription models offer rich culture, personalization, and community. The formula for growth is now focused on monetizing long-term relationships rather than shipping products. Customers enjoy the customizable and flexible aspect of subscriptions, where they can mix and match offerings to best fit their needs.



NAMES OF THE PERSON NAMES JOIN US ON NATIONAL WREATHS ACROSS 21x10% The fashion resale market The global online clothing has been expanding a breathtaking 21 times faster rental market is expected to grow annually by over 10% than traditional retail over for the next four years. the past three years, Fortune reports.

The Rise of Re-commerce

For many consumers, the appeal for re-commerce lies not only in cost savings but also in making conscious, sustainable choices. New parents can find gently worn clothing for rapidly growing children, fashionistas can snag rare finds, and vintage lovers can discover collectors' items. There is a strong connection between second-hand products, sustainability, and ethical consumption, and the conversation straddles several industries.



Power in the Hands of the Employed

Now more than ever, employees have incredible influence and autonomy when it comes to their own working conditions. The pandemic has forced people to reconsider their lives and reprioritize what is important to them. As employees become empowered, employers need to respond to remain competitive and continue to attract top talents.





Diversity, Equity, and Inclusion (DEI)

The social justice movement and the pandemic have forced us to critically think about not only what is necessary, but also what is possible for organizations and employees to thrive. As the DEI landscape continues to shift and evolve, we take a look at examples in industries where diversity has historically been lacking and get excited about future innovations.



The Future of the Economy

As the economy moves ever further into a more digital environment, it is important to reassess who is being left behind. Creating programs that create a more equitable playing field redefines how entire family systems handle money, and is key to creating a brighter future of the digital economy.



Introduction CLOSED ON THE CONTRACT OF THE PARTY AND 40-45% 58% of employees prefer of consumers want face-to-face interactions for organizations to change tasks like performance their practices, and 55% reviews, getting help with want brands to create difficult problems, and asking awareness around problems questions of their Human such as climate change. Resources (HR) team.

Technology as a Savior

It is no secret that the climate crisis is one of the biggest challenges our generation is facing. As we head into the twenties, it is key that we leverage emerging technologies to help solve corporate problems on a big and small scale.











The Retail Revolution revolves around how social commerce and new technologies are transforming the way we shop. The retail sector, which was already going phygital, is transforming in the wake of COVID-19. Customers are no longer satisfied with just goods—they want experiences. Physical stores are no longer needed to store products, but they are playing crucial new roles.



The Retail Revolution Speakers

We listened to three speakers of The Retail Revolution to gather insight on how the retail world is changing heading into 2022.



Klarna is a Swedish fintech company that provides online financial services such as payments for online storefronts and direct payments along with post-purchase payments.

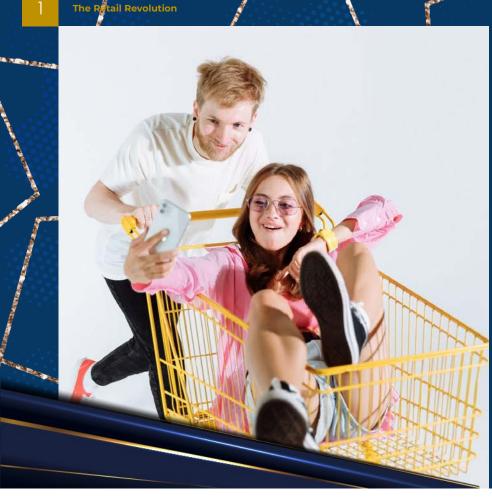


The North Face is an American outdoor recreation products company. The North Face produces outdoor clothing, footwear, and related equipment.



Petco Health and Wellness Company, Inc. is an American pet retailer that sells pet products and services, as well as certain types of live animals.





Biggest Shifts in Retail:

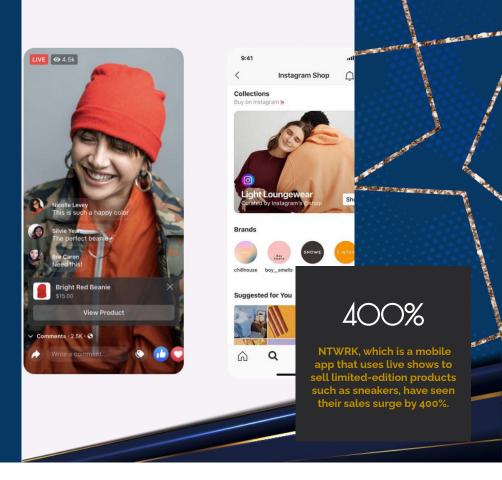
- 1. Acceleration of New Online Spaces
- 2. High-Quality Personalization
- 3. Omnichannel Experiences
- 4. The Appetite for Membership
- 5. More Integration of Online and Offline (Phygital)



Acceleration of New Online Spaces

Before COVID, there was interest in live shopping, but not many successful cases. Now, we've seen multiple examples of companies who have made it work. Brands are now seeing uplifting sales with live shopping experiences—something that is accelerating as if we jumped into 2025.

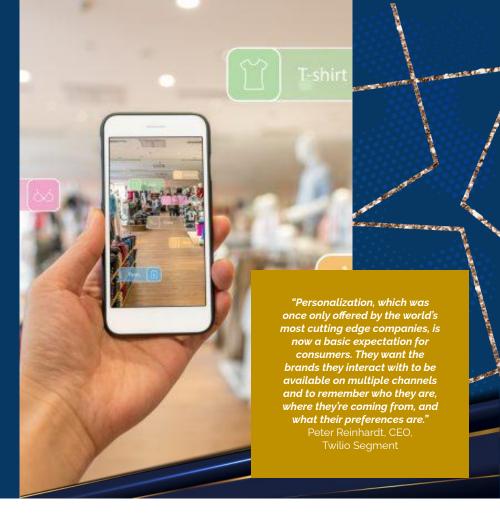
- Contactless payments
- Live solutions
- Live shopping



O2 High-Quality Personalization

There's a sense that people want privacy, but this is not entirely true—people just don't want bad personalization. They are frustrated with poor quality personalization. If you can create value, it will do well as there is a massive demand. It can't feel invasive, has to be balanced, and have the customers' best interests at heart.

- "Human" experiences across moments, channels, and buying stages
- High-quality personalization
- Authenticity



O3 Omnichannel Experiences

The speed at which people are willing to adopt and expect omnichannel experiences is accelerating. Buying online and in-store pickup accelerated exponentially, especially for audiences that weren't expected to adopt these practices for a couple of years.

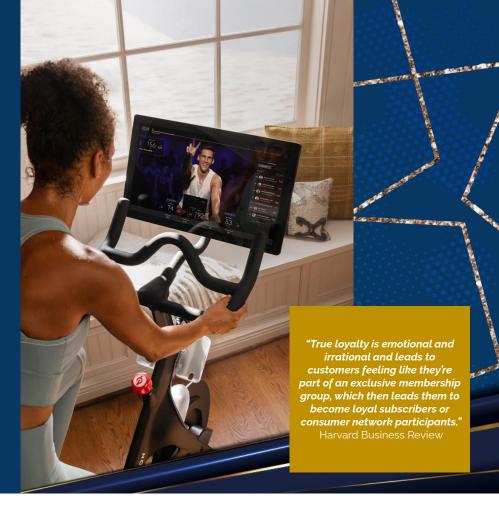
- Things that will stick
- Seamlessness across channels
- Advances in technology, data, and analytics
- Phygital experiences



O4 The Appetite for Memberships

Consumers are ready to build lasting relationships if the value return makes sense. They're willing to participate, often across multiple channels—for example, Peloton engages with brand community at home. Free trials have also become more popular.

- Membership in every industry
- New subscription models



O5 More Integration of Online and Offline (Phygital)

Live stream events have been very notable in the e-commerce space, as well as subscription boxes. When it comes to fashion, we will see smaller stores with less products, leaving more room for in-store experiential activities. The convenience of online shopping will continue to appeal to consumers.

- Durable change in shopping behavior
- Seamless shopping and delivery
- Convenience





The Retail Revolution Examples

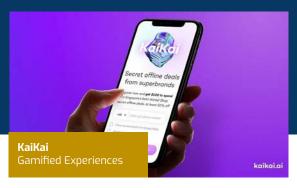
As the lines revolving around the retail world become more blurred, companies are shifting their experiences to engage consumers.



Knowing that people are craving in-person experiences, **Lone Design Club** and **Westfield London** are launching a pop-up retail experience. The aim of the LDC x Westfield London pop-up is to put 'human connection and storytelling back at retail's center.' The interactive pop-up is set to include unique features like an in-store swap shop from Swapchain so that customers can exchange clothes with ease via an app. There will also be phygital elements thanks to livestream shopping studios, live editorial shoots, an interactive Instagram room, and beauty treatments on site.



Pet goods supply store **Petco** has announced the opening of Reddy SoHo, a flagship store in New York City dedicated to the company's private brand, Reddy, which specializes in premium pet products. The brand new store is Petco's first physical location exclusively dedicated to Reddy. According to the company, the luxurious store intends to provide guests with a unique interactive experience in which they can order custom pet tags and monograms, engage with a fresh nutrition station from JustFoodForDogs.com, and even plan pet activities with a staff member



The innovative platform KaiKai partners with retailers to offer major discounts and popular products, which users reserve online and then pay and collect in store. The idea is that by participating in the app's discount item drops, retailers will experience increased foot traffic at their physical stores while building hype around their brand. Boasting a unique gamified experience, users will be given just 100 seconds to decide if they would like to purchase the item at its discounted price.

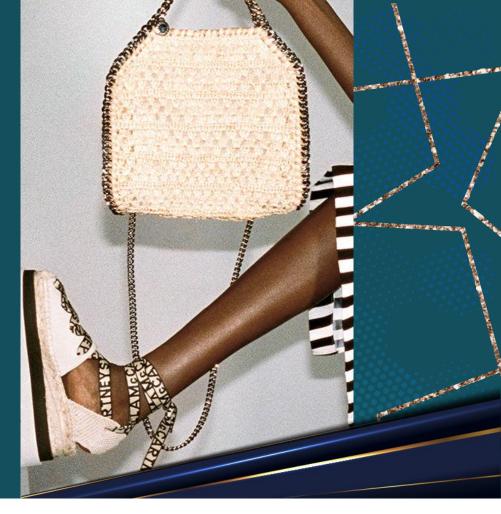






LUXE SUSTAINABILITY

Luxe Sustainability takes a look at how highend brands are shaping sustainable retail. The luxury goods and services market has always been, by its very nature, a wasteful market, but it is now turning itself around in response to consumer demand.



Luxe Sustainability Speakers

We listened to two speakers of Luxe Sustainability to gather insight on how the luxury sustainability world is changing heading into 2022.

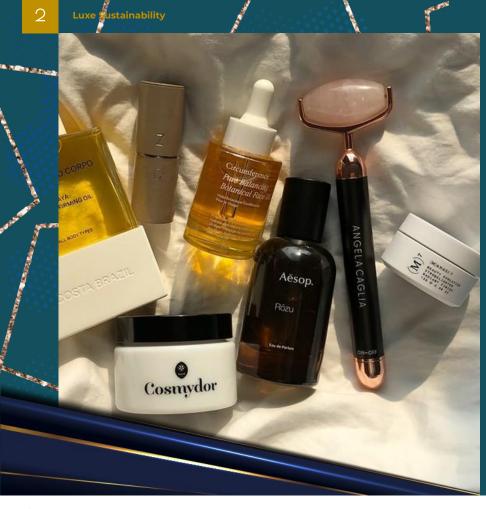


KORA Organics is an Australian/U.S.-based company founded by supermodel Miranda Kerr. KORA Organics launched in 2009 in Miranda's home country of Australia.



Rebag is a New York-based online platform, founded in 2014, for buying and selling luxury handbags.





Biggest Shifts in Luxe Sustainability:

- 1. Education is Key
- 2. Certifications
- 3. Rise of Online Re-selling and Renting
- 4. Ethics is as Important as Aesthetics
- 5. Elevated Sustainable Packaging

Color Education is Key

Consumers are becoming confused on what it means to be truly sustainable, clean, or good for the environment. Companies need to educate their consumers in order for them to make the best purchasing decisions for the planet. For example, more people are learning about the difference between clean and certified organic beauty products because brands are identifying what clean beauty really entails.

- Content labeling
- Transparency



O2 Clean Certifications

"Clean beauty" products are a step in the right direction, but there is no regulation—any brand can say they're clean. However, certified organic indicates that a product is certified by a regulated agency, which means materials have to be reviewed and approved.

- Growth of certifications
- Regulations



O3 Rise of Reselling and Renting

Over the last five years, there has been a lot of movement of reselling and renting. The ThredUP 2020 report states that the resale market will increase by five times. This is attributed to four key drivers:

- Improved authenticity guaranteed through official websites
- Desires for shorter ownership for environmental purposes
- Wider access to popular "must have" products
- More affordable price tags

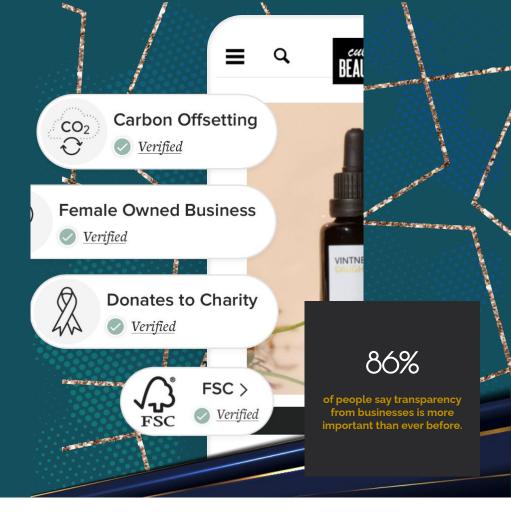
- Reselling for younger audiences like Gen Z
- Decrease of fast fashion
- Al-driven authentication



O4 Ethics is as Important as Aesthetics

Fairtrade practices and sustainable sourcing is key. Luxury companies need to ensure transparency and visibility in the entire supply chain, right from procurement of raw material to delivery of the final product to the consumer. Luxury brands such as LVMH have already embraced blockchain technology to trace their supply chain.

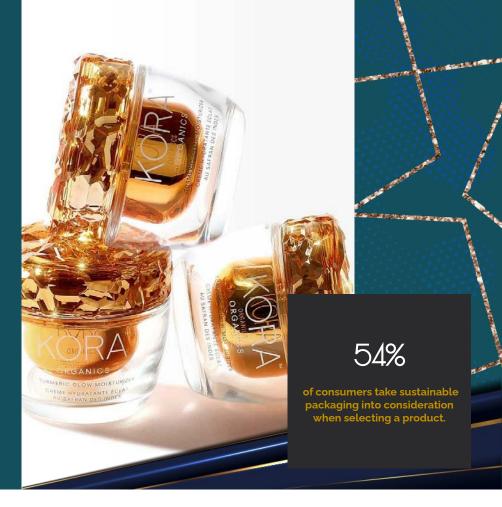
- Transparency throughout the supply chain
- Blockchain technology
- Trust



O5 Elevated Sustainable Packaging

Sustainable luxury brands are focusing more on packaging. For example, KORA's luxury products are all recyclable/biodegradable wherever possible, and are incorporating sustainable options including glass bottles with refillable pods, which are made from 100% recycled plastic. The company is looking into more glass options, PCR, paper, and biodegradable materials.

- Biodegradable items
- Refillable and reusable
- PCR



Luxe Sustainability Examples

Luxury brands are getting involved in the sustainability space through innovative materials, showcasing that sustainable products can also be gorgeous and high quality.



Louis Vuitton enters the vegan apparel market with its first sustainable luxury shoe. Named 'The Charlie,' this shoe is made out of entirely recycled or sustainable materials. The upper of The Charlie is made out of vegan corn leather—this is a fully sustainable vegetable fiber base for the largest part of the shoe. The rest of The Charlie is made out of recycled rubber, fibers, and waste.



Arizona-based golf brand **PXG** has unveiled its eco-friendly Cactus Leather Handbag Collection, consisting of six different bag styles—all centered around the brand's founding location and design philosophy.



Hermès offers a novel vegan leather alternative that will soon be used to fashion at least one of its storied accessories. The French luxury house has partnered with California-based start-up MycoWorks to develop a sustainable textile made from mushrooms.

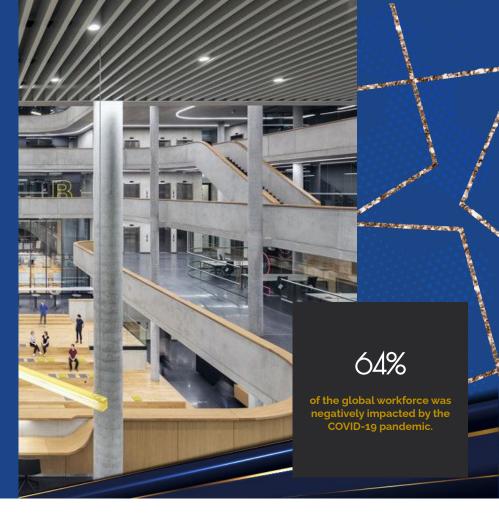






NEW WAYS OF WORK

Workplace dynamics were already changing, but the transformation accelerated in 2021 as a result of sustained pressures from the pandemic, and compounded further by strains on businesses due to historical labor shortages and a shift in employee priorities. Over half of the global workforce were either furloughed, took a pay cut, or were laid off entirely. These rapid changes forced workers to re-prioritize their needs and values, which in effect completely redefines how and where work gets done. Now, employees are more in control of their working conditions than ever before, and employers are facing pressure to adjust to emerging talent demands.



Reimagining Employee Visibility

Employers are still exploring on-site, fully remote, and hybrid work models. Throughout the pandemic, we've seen a generally positive response to remote working, and 90% still claim they're happy working from home at least part of the time

75%

Of the global workforce already made changes or plans to make changes to how or where they live as a result of the pandemic. Among Gen Z, this number is even higher, at **85%**.

A variety of reasons potentially hold employers back from expanding their remote work options.

- ★ Fear of eroding corporate culture
- ★ Fear of loss of mentorship opportunities
- ★ Fear of loss of innovation opportunities
- ★ Fear of equity issues between on-site and fully remote workers.

IMPLICATION: Remote work used to be seen as a perk and potentially a less productive way of working, but we are now seeing it become integrated into the workplace as a norm.



Flexible Workspaces Supporting Flexible Work



"By not being tied into rigid, long-term contracts, employers will be able to retain flexibility in their workplace strategy and better allocate their workplace budget to address employees' needs. At the same time, employees will be able to easily access whichever work environment best suits them."

Tushar Agarwal, Hubble CEO +

Co-Founder

Facts + Figures

- ★ 69% of American businesses have permanently closed some or all of their office spaces since the onset of the coronavirus crisis, with another 30% planning to do so in the next six months.
- ★ Global Workplace Analytics estimated that having an employee working half of their hours remotely could save businesses as much as \$11,000 per employee per year on costs including things such as parking, office space, and fleet management.



Flexible Workspaces Supporting Flexible Work

Workspace designs will also be changing to accommodate new ways of work.





IMPLICATION: Offices will go from places that people are required to report to every day to corporate centers meant to inspire innovation and foster connection—designs must reflect this mentality.



Augmented, Not Replaced

The global workforce is always evolving. We are already what our ancestors would have considered to be bionic workers—employees enhanced with technology.

A Gartner study released in August 2019 predicted that by 2021, augmented AI would create \$2.9 trillion of business value and 6.2 billion hours of worker productivity globally.

The World Economic Forum predicts that AI and automation will lead to the creation of 97 million new jobs by 2025.

The effect of this use of technology will allow employees to focus on areas of their job that require creativity, imagination, strategy, and emotional intelligence.



IMPLICATION: There is a shift in companies from branding themselves as using AI to replace humans to using AI to augment and help humans.



Benefits that Make Sense

Shifting employee values means that employers will have to change benefit offerings to attract talent, appeal to employees, and be considered valuable.

In 2021, Perkbox asked 1,500 employees about what benefits they wanted to see going forward.



52% wanted employee discounts for places like grocery shops or clothing companies.



41% wanted unlimited or a greater **amount of PTO**.



40% wanted access to mental health care and other adjacencies like reproductive health coverage, paid parental leave, and 100% employer-paid health insurance.

IMPLICATION: To offset the negative impact of the pandemic on engagement and performance, organizations need to put employee well-being center stage, and monitor and nurture it more seriously than ever.

The Great Resignation Continues

The term "The Great Resignation" was coined in May 2021 by Anthony Klotz, a management professor in Texas, to describe the wave of resignations to hit the workforce as workers digested the lessons of a lockdown and reimagined what a new, normal life should look like.



According to LinkedIn, there has been a **54%** increase in job transitions in 2021.



The U.S. Bureau of Labor and Statistics reported that in August 2021, **4.3 million** people (2.9% of the workforce) quit their jobs.

JOB TRANSITIONS BY GENERATION:

- ★ Gen Z job transitions up 80%
- ★ Millennials are transitioning at the second highest rate, up by 50%
- ★ Gen X is following at 31%
- ★ Boomers are up by just 5% from 2020

IMPLICATION: Employers who want to maintain their workforce, and continue to attract top talent, need to start thinking about the greater "we" instead of the employer-focused "me."

Best Practices

Four best practices on digital collaboration in the 21st century from Erica Dhawan, CEO of Cotential and a thought leader.

VALUE VISIBLY	COMMUNICATE CAREFULLY	COLLABORATE CONFIDENTLY	TRUST TOTALLY
 Valuing time, inboxes, and schedules Creating an agenda for meetings so time is used wisely and meeting objectives are clear Being thoughtful and empathetic of others 	 Stop a culture of impatience Create a culture of thinking before you type 	 Being thoughtful of intentionally using your networks Creating regular places and spaces for team bonding and inspiration 	 Giving others the benefit of the doubt Trusting your remote employees to be working as hard as if they were in the office





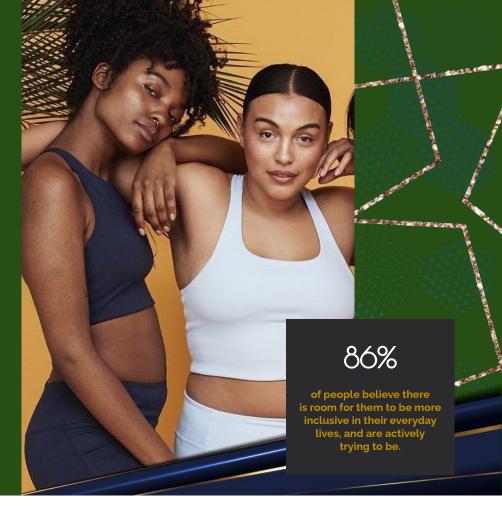
2022—THE AGE OF INCLUSIVITY

The concept of diversity, equity, and inclusion (DEI) has taken center stage across the globe for good reason. To best prepare future-forward DEI programs, it's important to understand the roots of what DEI means.

Diversity refers to the presence of notable differences within a specific setting.

Equity is the process of ensuring that programs, protocols, and approaches are fair and impartial, and provide equal outcomes for all parties involved.

Inclusion ensures that everyone feels that they belong and are respected by their peers.



Millennials and Gen Z as Drivers of Change

Millennials and Gen Z are two of the largest age demographics targeted by modern workplace programs, and have a higher level of expectation around this topic than generational predecessors. They have proven to be purpose- and impact-driven, and DEI programs should reflect these ideals.



60% of Gen Z and 56% of Millennials believe systemic racism is very or fairly widespread in general society. *Deloitte*



One in five Millennials believe they are discriminated in the workplace "all the time." Glassdoor

Importance by Generation:

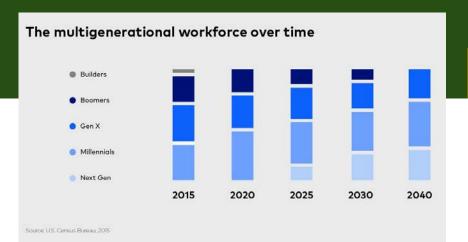
- ★ 76% of Gen Zers said they feel diversity and inclusion is an important topic for brands to address
- ★ 72% of Millennials agree
- ★ 63% of Gen Xers agree
- ★ 46% of Baby Boomers agree

IMPLICATION: DEI initiatives need to move from being "check the box" approaches to strategic and impact/data-driven approaches that make tangible change.



A Multigenerational Workforce

The workforce is aging and changing considerably. We currently have at least five generations in the workplace ranging from the Silent generation (born 1928 to 1945) to Gen Z (born 1997 and later).



Benefits: Challenges: ★ Multiple perspectives ★ Problem-solving abilities ★ Mentoring opportunities ★ Knowledge transfer and retention Challenges: ★ Communication issues ★ Negative stereotypes ★ Varying employee expectations

IMPLICATION: Different generations have different values and priorities, and a comprehensive DEI program should address these differences in order to be most effective.

External Messaging Versus Internal

The coronavirus has put a new focus on diversity, equity, and inclusion as the societal role of employers has grown. Companies are speaking out against racism and creating opportunities for discussion and education to influence future change.

A McKinsey study shows that the most diverse companies are now more likely than ever to outperform less diverse peers on profitability. 70%

of consumers believe it is important for brands to take a stand on social and political issues. 53%

of consumers believe brands only take a stand for public relations or marketing purposes.



IMPLICATION: More consumers prefer to support brands with clear DEI initiatives than those who choose to stay silent in the face of injustice.

INCLUSIVE BY DESIGN: CRAFTING APPAREL FOR EVERY BODY



Nadia Dia & Co., CEO

Dia & Co. is the only retail service dedicated to meeting the plus size community's full range of style needs. They are applying the best of data and technology to serve women who have been ignored for far too long—from developing the shopping experiences women have always wanted, to building community platforms that inspire them, to ensuring they see themselves represented in the world around them.



SebastianFit Analytics, Founder + CEO

Fit Analytics is a team of data scientists, physicists, and mathematicians who are passionate about fashion and on a mission to solve sizing, boost conversions, and slash returns. Their size advisor helps leading global fashion retailers instantly access the power of machine learning to deliver a perfect fit for customers, optimize e-commerce performance, and add risk-free retail intelligence to their brands.



AlexandraUniversal Standard, CCO

Universal Standard creates size-inclusive elevated essentials for every woman. Their size chart represents the true bell curve of the average person in the United States, which is between a size 18-20.



Fashion Industry Inclusivity



"The goal is not just to include women of larger sizes, but to actually eliminate the segregation of one type of woman versus another."
Alexandra Waldman

Growth Indicators:

- According to Dia & Co., opportunity in inclusive fashion was over \$100 billion at the outset of the pandemic—and now it is even larger, especially in dedicated digital experiences. With pent-up demand and fewer options, there is great opportunity for retailers to serve these customers.
- ★ The plus size market is anticipated to reach \$697 billion by 2027.



Fit and Fashion



Fit is both subjective and objective. It is what "looks the best," but also what makes the customer feel best. The Body Positivity Movement has very clearly told women to wear what they want and feel good in, and women are listening.

The Science of Anthropometrics

- ★ Brands used to just make clothes "a little bigger" → like taking a photocopy of a photocopy
- ★ Now companies have moved towards **micrograding** which is small adjustments to stay true to the intention of the fit
- ★ How does anthropometrics play into this? We have always been told that we are in the nth percentile....that isn't necessarily true!

IMPLICATION: There is no such thing as a 50th percentile person—we are all different and clothing is beginning to take individuality into account and reflect that.

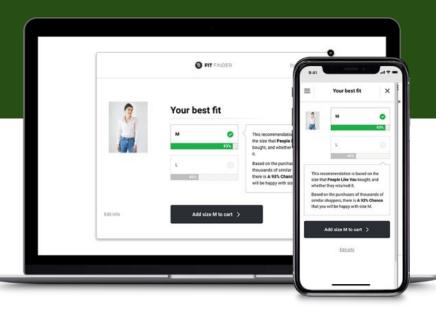


Al in Fashion

As is true for all industries, data is becoming a powerful tool for connecting with customers and optimizing brand experience.

Fit Analytics

- ★ Aims to improve experience of shopping online by making it more personalized
- ★ Goal is to transform the in-store fitting room experience into an online shopping experience
- ★ Machine learning engine takes into account height, weight, fit preference, body shape, as well as information about the item from the brand like sizing data, purchase data, and returns data to ensure an ideal fit









AN INCLUSIVE DIGITAL ECONOMY

Moving into the future, technology will play a powerful role in the global economy and its impact will be far reaching. However, it's important to recognize this emerging digital economy will affect populations who are marginalized, underserved, or simply too young. Creating an inclusive economy begins with understanding the digital needs of those groups and individuals, meeting them halfway.



An Inclusive Digital Economy Speakers

Ralph Pecker CEO, Paycode Ltd.

Paycode started in July 2014 as a payments technology company based in Johannesburg, South Africa. The investors recognized the opportunity for Paycode's world-class technology to deliver financial inclusion in emerging markets. Paycode provides a secure end-to-end payment gateway that makes sending and receiving payments easy.

We listened to what these leaders in their respective fields had to say about creating an inclusive digital economy and what the future of this economy could look like.



Tanya Van Court Founder and CEO, Goalsetter

Goalsetter is a free mobile banking app and debit card for the whole family that focuses on educating the next generation with fun, culturally relevant financial quizzes that will start them on their path to financial freedom. Children can learn how to save money, and parents can help their children set and achieve financial goals.



Michael Miebach CEO, Mastercard

Mastercard Inc. is an American multinational financial services corporation located in the Mastercard International Global Headquarters in Purchase, New York.



Top Things to Know About Digital Economies

The Last Mile

Inclusivity in the Digital Economy

A Spending & Sending Economy

An Education for the Future

Crypto in a Cashless Economy



The Last Mile

The Last Mile is the term that refers to the people who live in the deepest rural areas in underserved communities. Currently, it is estimated that over one billion people do not have an identification or form of identification, including a birth certificate. The question then becomes, "How do you serve people you can't identify and whose existence is not known by governments?"



- ★ "The implications of providing legal identity for all, including birth registration, go beyond individual rights and opportunities. Being able to reliably verify the identities of their population is critical for countries to deliver services efficiently, strengthen their ability to raise revenues, and foster growth in the private sector."
- ★ Without offering entire groups of people with a proper education and helpful resources, this will create an "economic aparthied."



According to the World Bank, 81% [of undocumented people] live in sub-Saharan Africa and South Asia, indicating the need to scale up efforts in these regions.



Inclusivity in the Digital Economy

Creating an inclusive economy starts with understanding the digital needs of those in underserved communities, regions, and areas. Companies need to scale to those needs and create solutions. Current events on a local scale should push companies to cater to the needs of their communities and create solutions that benefits their cities and people.

Things to think about:

- ★ Systemic racism carries significant economic costs
- ★ "The wealth gap between American whites and Blacks is projected to cost the U.S. economy between \$1 trillion and \$1.5 trillion in lost consumption and investment between 2019 and 2028. This translates to a projected GDP penalty of 4 to 6 percent in 2028." International Monetary Fund



ICLIDE A

Black workers are twice as likely to be unemployed as white workers at almost every education level

Unemployment rates by race and education, 2019

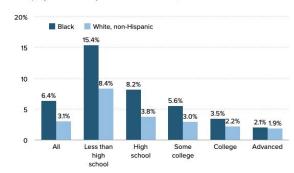


Chart Data

Notes: Estimates are based on a 12-month average (July 2018–June 2019). "Black" includes blacks of Hispanic ethnicity. Whites are non-Hispanic.

Source: Authors' analysis of Current Population Survey basic monthly microdata from the U.S. Census Bureau

Economic Policy Institute



A Spending & Sending Economy

For today's children to create financial stability in the future, they will need to have a financial education and learn how to invest properly. In schools, the curriculum does not cover how to properly navigate finances. But, in order to get children on board with learning, the curriculum has to be culturally relevant and fun.



- ★ Studies show there is a strong connection between financial literacy and financial well-being. Students who are required to take personal finance courses starting from a young age are more likely to tap into lower cost loans and grants when it comes to paying for college, and less likely to rely on private loans or high-interest credit cards, according to a study by Christiana Stoddard and Carly Urban for the National Endowment for Financial Education.
- ★ A new cash crop of mobile apps are popping up and promoting themselves as a solution to a persistent problem across generations—a lack of financial savvy, particularly among young Americans.



Crunchbase data shows that in the past five years, investors infused at least \$535 million into 89 known deals with fintech startups that offer savings platforms for children, young people, and parents.



"Financial literacy is an essential life skill."
Youth need to build sound habits so that it doesn't lead to higher debt. They are also very impressionable and think that what they see on their phones and social media is the truth, so it is often hard to talk to them about tomorrow because they are only thinking about today."

Nancy Bock, Senior Director of Communications and Marketing at the American Association of Family & Consumer Sciences



An Education for the Future

According to Ralph Pecker, CEO of Paycode Ltd., it is key for employers to offer their employees more than benefits, but a comprehensive financial education and resources. By engaging employees and their families, companies change the future and statistics of those families and allow them to begin creating generational wealth.

Things to Think About:

- ★ According to Fortune, "Private sector partnerships are leading the charge and moving at an incredible pace to deliver greater access to financial education. They are taking an innovative approach by integrating financial education into the fabric of communities nationwide and reaching learners through multiple touchpoints."
- ★ Corporations and companies can offer their employees comprehensive financial education and resources.



67% of Gen Y have less than three months worth of emergency funds

Nearly 1/4 of Millennials spend more than they earn



Crypto in a Cashless Economy

The growth in popularity of cryptocurrency has raised questions regarding its role in digital economic inclusion. However, while cryptocurrency could solve trust issues, there is not enough regulation and protection over privacy. Lack of regulation and oversight makes using crypto as a paying currency difficult.



Using crypto as a paying currency is still underdeveloped and premature. The lack of regulation can create destabilized capital flows according to the International Monetary Fund (IMF).

"Supporters of Bitcoin and other cryptocurrencies claim that these financial platforms are inherently trustless systems—that is, they're not directly tied to any nation-state, government, or body. They would argue that cryptocurrency is superior to traditional physical currencies because it is not dependent on, for instance, the U.S. Federal Government. Cryptocurrency aren't really trustless at all. They are still reliant on the underlying infrastructure powering cryptocurrencies like Bitcoin, much of which is located in China. The Chinese government could theoretically make changes to cryptocurrencies at a fundamental level by imposing its will on the data miners who keep them running."

Joseph A. Grundfest, Professor at the Stanford Law School



A Sending & Spending Economy Examples

Companies have developed fun and interactive financial literacy applications aimed at teaching children how to handle money.



GoHenry is a London-based application that has a library of classes dedicated to teaching children financial literacy. These classes scale with children's age and grade level, making them easy to understand and fun. Along with the mobile application, they also provide a customizable debit card that parents can track their children's spending in case of emergencies.



Founded by Tanya Van Court, **GoalSetter** is a mobile application that helps children and parents create a financial literacy plan and achieve financial goals. From saving money to investing, Goalsetter is a one-stop hub that children can use to set up their goals and track their savings and spendings.



Greenlight is an Atlanta-based financial literacy program that offers parents and kids three subscription tiers with a Mastercard debit card for kids. Among their many offerings, they also have offer parental controls to allow parents to watch over their children's spending and educational progression.







A CARING WORLD & CARING COMPANY

The global pandemic has accelerated the trend toward a digital workplace in an unprecedented way, and it has underlined fundamental weaknesses within our societies that need to be acknowledged and addressed. Companies should create a culture of empathy, accountability, and action, taking a stand in the external fight against climate change and cultivating a sustainable work-life balance internally.



A Caring World & Caring Company Speakers

TOPIC: COLLABORATING ON SUSTAINABLE URBAN CENTERS



Rainer KarcherGlobal Director of IT Sustainability,
Siemens AG

Siemens AG is a German multinational conglomerate and focused technology corporation headquartered in Munich. It is the largest industrial manufacturing company in Europe with branch offices abroad.



Massimo Rapparini CIO and Head of Customer Experience, Logitech

A Swiss company focused on innovation and quality, **Logitech** designs products and experiences that have an everyday place in people's lives. Founded in 1981 in Lausanne, Switzerland, and quickly expanding to the Silicon Valley, Logitech started connecting people through innovative computer peripherals and many industry firsts.



Scott WhartonVP and General Manager,
Logitech Video Collaboration

With products sold in almost every country in the world, **Logitech** has developed into a multi-brand company designing products that bring people together through music, gaming, video and computing



A Caring World & Caring Company Speakers

TOPIC: SOLVING THE CLIMATE CRISIS IS CRITICAL FOR OUR HEALTH



Ed Bastian CEO. Delta Air Lines

Delta Air Lines, Inc., typically referred to as Delta, is one of the major airlines of the United States and a legacy carrier.



Aron CramerPresident and CEO, BSR

BSR is an organization of sustainable business experts that works with its global network of the world's leading companies to build a just and sustainable world.



Christopher WeberPresident and CEO, Takeda
Pharmaceutical Company

The Takeda Pharmaceutical Company Limited is a Japanese multinational pharmaceutical company. It is one of the top 20 largest pharmaceutical companies in the world by revenue.



Top Things to Know About Caring Company

The Contemporary
Human Crisis

The Three A's

A Systematic
Approach to Change

The Future of WFH

A Caring Company **Empathic Technology**



The Contemporary Human Crisis

The climate crisis is a human crisis. The impacts of climate change will affect the lives of every person on the planet, regardless of geographical location, socioeconomic status, or age. Creating and enacting a sustainability plan should be as integral to companies as creating a marketing plan.



- ★ Living through the COVID pandemic has underlined how important our health and the climate crisis is, and how fragile they are when exposed to unforeseen, uncontrollable changes.
- ★ The pandemic has shown how everything is so interconnected.
- ★ Currently, there is an increase in eco-anxiety in younger generations who are unsure of what the future holds for them and their families.
- ★ Climate reform is a key place for large companies to invest.



Farmers will experience at least 50% more heat days a year than they currently do, which impacts our food system.



"Time is running out. For the 2021 United Nations Climate Change Conference in Glasgow, known as COP26, to be a turning point, we need all countries to commit to net zero emissions by 2050, backed up by concrete long-term strategies, and enhanced Nationally Determined Contributions which collectively cut global emissions by 45 percent by 2030, compared to 2010 levels."

UN Secretary General Antonio Guterre



The Three A's

According to Ed Bastian, CEO of Delta Airlines, companies should be held up to a high standard when they pledge to take action and make sustainable efforts. The three paradigms that companies should follow are ambition, action, and accountability.



- ★ From ambition to action, there has to be much innovation in order to create technological changes that propel industries forward and cut down on waste.
- ★ Scientifically, individuals cannot reverse the impacts of climate change. The vast amount of the change must be led by companies.
- ★ There has to be incentives to have companies create, develop, and sell innovation.



"According to Bastian, 92% of companies on the S&P have pledged to change and make sustainable efforts. However, only 40% have made actual changes. But about 20% of those companies have lobbied against science-based policies."



A Systematic Approach to Change

Social change must use public policy to achieve systematic changes because change cannot be achieved on an individual basis. Bastian believes that change on a massive scale could take decades, if not, a century, to fully implement successfully. But to get there first, policy has to be leveraged to get massive scale corporate change.



Things to Think About:

- ★ Neutrality is not enough, companies must move to net zero and work to rectify the damage.
- ★ The envelope has to be pushed to create new technologies, even if takes decades (e.g., creating new airplane engines that use sustainable fuels).
- ★ Companies need to think of climate finance to build resilience.
- ★ Companies shouldn't see environmental challenges as something extraneous to companies, it should be as integral as marketing.

"Think of this climate change this way: this weather is the coolest you will ever feel again."

- Ed Bastian



The Future of WFH

In order for companies to successfully create a sustainable environment for employees to work from home, there needs to be trust. Trust is the key to creating a healthy work environment, but there are more values that are necessary for companies to reform.



Things to Think About:

- ★ Work from home (WFH) threatens the lines between work and personal life, thus it is important to create practices to protect ourselves.
- ★ WFH allows people to pursue their passion because they have more flexibility.
- ★ WFH make the practice of work more sustainable—allowing people to be more present in their lives, with their families, and have a more human approach to business.

Research shows that businesses lose \$600 billion a year to workplace distractions.
Furthermore, remote workers are 35-40% more productive than their in-office counterparts.



A Caring Company

To create a caring digital company, companies need to help employees create a healthy work/life balance. Collaboration is key to drive performance, and new technologies will be an integral part of creating innovative collaboration opportunities.



- ★ Using cameras with smart tech will help people have an equal participation in meetings.
- ★ Cameras help people see expressions/emotions and create an environment of compassion and better collaboration.
- ★ Using cameras can create personal connections and some fun situations when we see family members or pets.



"Technology and physical spaces must enter into a symbiotic relationship in order to deliver the best experience for both the employee and the company as a whole."



Empathetic Technology

In order to create a more empathic company, technology will play a large role in creating an environment that promotes a more partner like relationship. Cameras, AI, and touch screens will move toward becoming more seamless in everyday use.



- ★ Mess ups are a normal part of life and are to be expected and encouraged as a regular part of interaction.
- ★ Finding new ways to team build is a fun way to utilize technology and an important way to leverage technology and virtual teams.
- ★ People who work from home may have more distractions than in-office workers, therefore consideration is needed. It is important to recognize that outcome and productivity is valued more than hours logged.



Organizations developing empathetic technology should take inspiration from the Russian Doll Model which asserts that in order to learn empathy, one must experience the emotion with which they are trying to empathize.





THANK YOU!

Questions or comments? Contact Kalyn@TheEbco.com

