



# THE INVENTION OF TOMORROW

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CRAFTING OUR NEW COLLECTIVE NARRATIVE

**DAY 3 SESSION SUMMARIES**

## **SPECIAL SESSION : INNOVATION WITHOUT BORDERS**

by Alison Sander, Dr Amani Salim, Kamarul Azman Muhamed,  
Shawn Henry

### **Cybersecurity threats to governments and organisations are real.**

#### **Cybersecurity is fundamental for defence from adversary groups.**

Ever-evolving tactics by adversary groups pose risks of collapsing governments and organisations' cyber networks. These adversary groups attack for monetary, political and social gains.

#### **Current Internet-of-Things (IoT) devices are built for functionality with little focus on security.**

Gaps between Information Technology (IT) and Operational Technology (OT) are often exploited as a way of getting into organisations' networks.

#### **Impacts of cybersecurity hack can be harmful to both organisations and individuals.**

Ransomware can disrupt operations, resulting in companies going out of business. Adversary groups also target individuals in organisations, bribing or threatening in exchange for entryway to exploit network.

### **Pace of disruption has become so high, that we need to anticipate value migration**

#### **It's important to understand the impact of Covid-19 across sectors and geographies.**

Some sectors were temporarily affected while others saw permanent shifts. E-commerce industry grew by 24% globally as various industries shifted to online platforms.

#### **Values can quickly migrate because of disruptors.**

Using Tesla as an example of a disruptor in the electric vehicles industry, Tesla's worth was far higher than Ford and General Motor's combined in Quarter 1 2020 despite only started producing cars in 2003.

#### **Understand the patterns and trends of innovation.**

Shifts in technological adoption in one industry cascade impacts to other sectors. For example, rise in electric vehicles impacts a multitude of sectors, creating much higher impact and value creation.

## To address threats, changes and uncertainties, be proactive and adjust strategies.

### **Best approach to face threats and disruptions involves a combination of human and machine talent.**

Governments and organisations must invest in human and machine talent to assess risks, proactively plan solutions and ensure continuity of operations.

### **Mission-oriented collaboration between multiple stakeholders is crucial.**

Disruptions such as the Covid-19 pandemic drive people to use their expertise to solve big problems in unison, creating new solutions and opportunities.

### **Leverage on support to create impacts.**

Creating solutions requires support ranging from financial to regulations and must also leverage on existing infrastructure.

## **SPECIAL SESSION : PANDEMIC AND PUBLIC HEALTH**

by Dato' Prof Dr Adeeba Kamarulzaman, Prof Jayati Ghosh,  
Tan Sri Dr Jemilah Mahmood,

### **Covid-19 accentuates systemic gaps and sociodemographic determinants of health outcomes.**

#### **Lack of investment in preventive measures interfered with the Malaysian Covid-19 management.**

Labour shortage and undigitized data management overwhelmed the public health system's ability to circumvent growing clusters at the end of 2020 and the highly infectious Delta variant at the beginning of 2021.

#### **Like other countries, deprived sociodemographic groups suffer disproportionately.**

Infection and mortality rates suggest that vulnerable groups are disproportionately affected by the Covid-19. Groups like migrant workers, poor families in public housing and prisoners not only have limited access to health facilities and information but are also more likely to live in high-density places.

#### **As more frequent and severe outbreaks are expected, countries need to proactively invest in preventive measures and adopt a whole society approach.**

The Klang Valley Taskforce is an example that a whole society approach can be done. We should further leverage on civil society's capacity and expertise beyond service delivery and awareness-raising efforts.

### **Public Health goes beyond the national systems. It's timely and urgent to look at planetary health.**

#### **Planetary health focuses on health outcomes that arise from the interconnectedness of various moving parts.**

Planetary health refers to "the health of human civilization and the state of the natural systems on which it depends". It seeks to address the root causes of health outcomes to avoid recurrent cyclical patterns.

#### **Data suggests that Malaysia has achieved social foundations at the cost of violating planetary boundaries.**

A planetary boundary is defined as the "safe operating space for humanity". Indicators like CO2 emissions and material footprint suggest that Malaysian social developments are at the risk of becoming unsustainable.

#### **Covid-19 can serve as a 'dress rehearsal' for bigger global challenges in the future.**

It is more urgent than ever to adopt a planetary approach. Amplified risks coming from climate change or a collapse in biodiversity highlight the need to rethink and relook at the interconnectedness of global systems.

## **Further knowledge decentralization is needed given the less-than-desirable international cooperation in handling the Covid-19 pandemic.**

### **Inequitable vaccine distribution is a reality.**

Despite knowing that a pandemic cannot be contained with localized strategies, countries in the North have delayed the rollout of vaccines, which in turn affected vaccine distribution and production in other countries.

### **Without equitable access to vaccines, it is difficult to see the end of this pandemic.**

Vaccination lags have affected developing countries' abilities to distribute and produce vaccine. This delay may give rise to more COVID-19 variants that will lead to a prolonged pandemic that requires additional interventions.

### **Knowledge decentralization is a viable alternative, and it is possible.**

Other countries outside the North have shown that they can produce their own vaccines. These include but are not limited to Cuba, India, China and Russia. Countries should pursue blue-sky research and make their findings a public good.

## **SPECIAL SESSION :**

# **CRAFTING OUR NATION'S NEW COLLECTIVE NARRATIVE**

by Dzuleira Abu Bakar, Kim Lim, Loi Tuan Ee,  
Azmi Zainal, Vinesh Sinha

### **Shared prosperity as a driver of business.**

#### **PichaEats serves not just food but stories.**

Through food business, PichaEats provide refugees the livelihood and platform to illustrate how they can add value to our economy and society. Although business was negatively affected during the pandemic, the company pivoted to freezer meals, subscription-based order and catering in a box business models to sustain the livelihoods of refugee chefs.

#### **Farm Fresh emphasizes balanced growth.**

Company's core value is the well-being of customers, by producing high-quality dairy products with good ingredients and without preservatives. Conscious effort is made to develop local communities through micro-entrepreneurship opportunities (e.g., home dealers, stockists), especially for women homemakers.

### **Combining profitability and sustainability visions.**

#### **When there is an economic saving, what meets the eye takes the backseat.**

The negative environment impacts of fossil fuels are visible, but it is cheaper than renewable fuels. We must resist the tendency to continue diesel's usage, for example, despite its lower financial cost.

#### **FatHopes Energy's sustainability belief combines social, environmental and economic impacts.**

They turn fats, oil and grease waste into biofuel, moving away from existing practice of repurposing used oil back into the food supply chain. Their native apps provide comprehensive support and fully integrated system which enhances business profitability and scalability for long-term success.

#### **There is never a right person or time to take up challenges.**

Finding solutions to challenges is difficult, e.g., FatHopes is a very logistics-intensive and chemistry-centred undertaking that may not be attractive. However, there should be no reluctance – one just has to courageously do it.

## Technology, innovation and entrepreneurship as our collective narrative.

### **Malaysia already has the talent but needs execution strategies.**

We need to strengthen our supply via improvements in patent filling, expenditure on R&D and talent development. Innovation must also be pushed out of the lab and into the real world via successful commercialization of research and the scaling of local innovation to global markets to improve GDP, create more jobs and attract investments.

### **Enablers need to be involved in this transformation.**

Governments, public and private investors should provide funding and support. This must be done rapidly to enable changes.

### **The people are our country's greatest asset.**

Not only the talent, but also the commitment to do what is right, regardless of one's background, is sufficient for each person to make a positive difference in the nation and the world. #KitaJagaKita and the #WhiteFlag movements are testaments to that.

## SPECIAL ADDRESS

'Mission Economy' by Prof Mariana Mazzucato

### **Markets are outcomes of how institutions are governed.**

#### **The heterogeneity of market across sectors means agency matters.**

Public institutions, for example, through regulatory ecosystem and procurement, shape how various actors in a market behave.

#### **The dominant philosophy of governments as merely the fixer of market failures limits their potential role.**

This philosophy has over time eroded the capabilities of the public sector to shape markets. Meanwhile, the private sector has been focusing on short-term profits and maximising shareholder's value rather than reinvesting in technology.

#### **Public sector capabilities are important.**

Value is not only created by businesses. Dynamic and capable public sector can co-create markets together with the private sector that is set to tackle grand challenges such as the Sustainable Development Goals.

### **The journey to the moon provides valuable lessons of how moonshots can be achieved and how goals ought to be framed as concrete missions.**

#### **It is important to have a long-term vision.**

While the challenges ahead may be immense, the long-term benefits may well outweigh both short-term and long-term costs.

#### **Learning by doing and taking risks will build capacity and foster innovation.**

Outsourcing may be more cost-efficient but learning by doing and taking risks create inspiration for others to also pour in high-quality investments for the long term.

#### **Working together and driving partnerships thoughtfully is key.**

Involving various sectors creates many positive spillovers, as many major inventions are a result of the moonshot mission. The thoughtful design of partnerships, such as placing conditions, ensures that value is co-created and that entities are oriented towards a common goal and do not work in silos.



## **It is high time to renew our social contract and rethink capitalism.**

### **No single entity can work on its own in tackling grand challenges.**

A renewed social contract towards building systems that distribute value equitably across various segments of society requires bringing various stakeholders in the co-creation and decision-making processes.

### **Technological change is an outcome of problem solving.**

Technological change is not devoid of value. We can steer technological change to tackle imminent global challenges and redistribute value equitably by putting public purpose at the core.

### **There are different ways to govern capitalism to generate public value.**

The obsession with quick return to investment hurts innovation. Our approach to investment should also be mission-oriented, for example, by shifting investment to “pick the willing” instead of to “pick the winners”.

## CORE SESSION 4: PEOPLE AND LEADERSHIP

### We're All In It Together: Crafting Our New Collective Narrative

by Prof Mariana Mazzucato, Melisa Melina Idris, Tamim Ansary

**Because of technology-induced interconnectedness, we live in the same room but we haven't learned to speak a common language yet.**

**Some regions like Europe have been able to build a world in common.**

This has kept the concept of many little tribes that built a world that provided a familiar environment across borders.

**The common language we need in this era has to do with terms of discourse and how we make meaning of the language we are using.**

What gives meaning to the terms we use is the larger social context which comes down to a shared narrative.

**Globally, we have yet to realise a common world.**

Our problem stems from the fact that we have yet to understand one another, and to realise a common world, we need to carry on the conversation. There is a positive sense that we are in the midst of putting together a larger narrative.

**There is a need for a mission map to provide institutional frameworks that will survive ideological vested interests and political cycles.**

**The traditional sector-focused approach needs to be expanded to design policy instruments that foster intersectoral mentality.**

Many subsidies, guarantees and recovery funds are available, but they are reactive in nature instead of aimed at changing the status quo. To optimise resources, finances should be funnelled towards becoming catalytic instruments for innovation.

**Local movements push for the desired changes.**

For example, labour movements in the past have led to changes in working conditions such as having weekends off and voting rights for black people. The inclusion of civil society in influencing governance should be something that more countries look at.

**Governments should focus on improving internal expertise and reducing the overreliance on external consulting companies.**

Dynamic capabilities within the public sector should be built through training to improve capacity on the ground.

**As there is no immediate threat of climate crisis and no visible cause-and-effects, the issue of climate change becomes “hard to tell, and hard to sell” in Malaysia.**

**The importance of multilingual storytelling rooted in a local context.**

Malaysia should be wary about veering towards wholesale, Western-focused framing of climate change. Issues of climate change should not just be urban- and Western-centric.

**More attention needed for climate urgency.**

News in Malaysia has been mostly focused on flash floods and freak storms but lack the link to climate change, resulting in low climate urgency. Political leaders need to realise their role in creating climate discourse.

**The rising power of media holds the potential for both positive and negative impacts on driving the collective narrative.**

**Media capitalising on news as a business.**

The news sector currently caters to different market segments with news blended into entertainment and media for commercial profits. This has resulted in an indulgence of an individual's social, political and scientific theories to the point that they control the narrative of the world that only they want to hear.

**However, the transformation of media has also brought about positive changes.**

For example, politicians are able to have discourse with the public through social media and smaller, independent entities are able to overcome the barrier and contribute to the collective narrative.

**Leveraging on creative arts to raise awareness.**

Malaysia should be wary about veering towards wholesale, Western-focused framing of climate change. Issues of climate change should not just be urban- and Western-centric.

**More attention needed for climate urgency.**

A social mission does not require a top-down approach but rather an inspirational movement which can be realised through creative arts such as documentaries to help people imagine the world they want to live in.