

LANZAROTE

La isla diferente

DESCÚBRELA



"The greatest danger in times of turbulence is not the turbulence itself, but to act with yesterday's logic"
(Peter Drucker)

Gerd Leonhard, Futurist
& CEO The Futures Agency

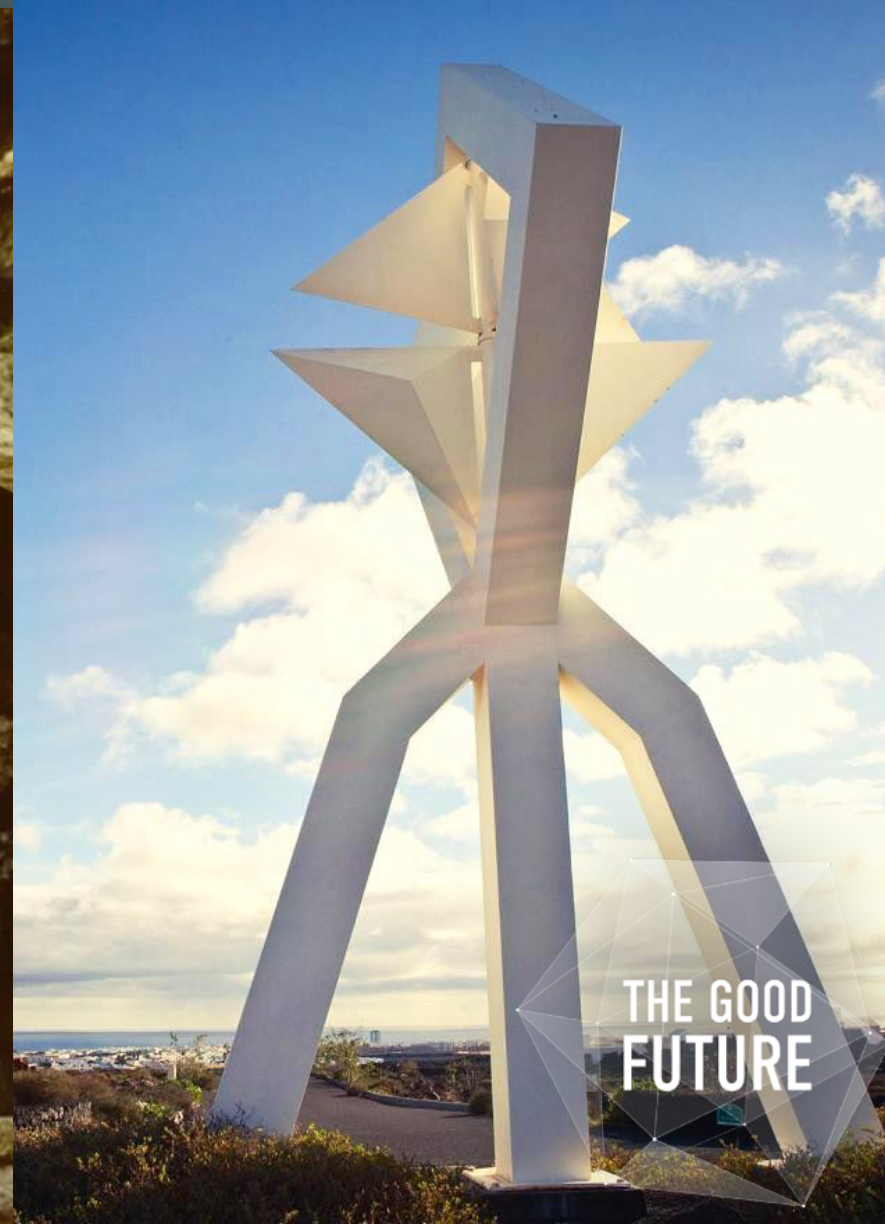
Lanzarote
futuro



“Yo soy un contemporáneo del futuro”



César Manrique, Lanzarote, 1970



Put Lanzarote on the Map of Change Leaders

This is Lanzarote's key challenge

MEGA-CHALLENGE

Economy



Climate

Power

Environment

Growth

Nature

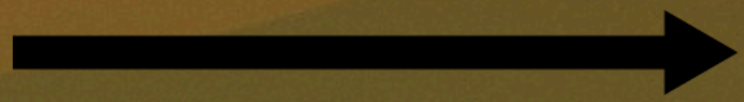
Jobs

Culture



CULTURE

Boomer-centric

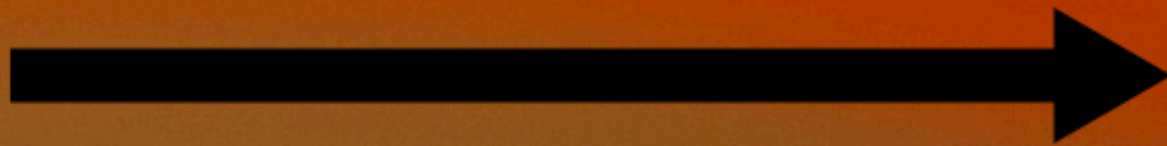


Millennial-centric

Opportunity Challenge

ENERGY

Carbon



Clean

POLITICAL TRANSFORMATION (New Economic Logic)



A new, holistic yet flexible economic logic

People

Peace

Purpose

**THE GOOD
FUTURE**

Planet

Prosperity



Put Lanzarote on the Map of Change Leaders

About the Initiative

Step 1: Content / Media Production (€15k needed for each)

- 1. Create a short film, in Spanish and English: Lanzarote 2030: The Good Future / The Bad Future? Goal: create urgency, bring key issues into focus, involve GenX / Y, catalyze action**
- 2. Create a series of Livestreams / talkshows (YT, LinkedIn etc) with strong guests debating the issues flagged in the LZP proposal and the film**
- 3. Create subsequent short films on individual topics such as: The Future Tax, Calima Adaptation and Mitigation, Digital Lanzarote, Housing 2030 etc**

***Both projects are designed to build momentum, add supporters, generate media attention, build a media library, expand web presence etc**

Putting Lanzarote on the 'Good Future' Map

What is Lanzarote Buen Futuro (LBF)

1. This is an initiative of like-minded thinkers, visionaries and leaders from across business and civil society
2. LBF is a network and a platform, and maybe a movement, not a commercial entity
3. Gerd Leonhard is the Originator and Catalyst, and his work is donated pro-bono
4. Pablo M and _____ are in the Steering Group
5. Members are _____
6. Supporters are _____

Step 2: Inviting Change Makers and Entrepreneurs to Lanzarote

- 1. Lanzarote as a testing ground for climate and digital business innovation**
- 2. Lanzarote as the new destination for digital nomads (consider housing issues!)**
- 3. Internationalize the debate and jumpstart action on the island**
- 4. Re-position Lanzarote as truly 'diferente'**
- 5. Make a Lanzarote a magnet for innovation**

Step 2: The Good Future Congress, Lanzarote (TGFC)

1. Defining the Good Future, and how to create it right here in Lanzarote
2. Day 1: International speakers and participants
3. Day 2: Focus on the Island
4. Covering the 5 topics in the LBF manifesto: new logic of economics, climate, digital (AI), work/jobs/education...
5. Estimated budget year 1: €150k+
6. English and Spanish, Livestreamed

Why does Lanzarote need another initiative like this?

- **URGENCY:** Climate, housing, water, culture, tourism (emergencies)
- **EXPONENTIAL SPEED:** Everything is happening faster than we thought
- **HOPE AND OPTIMISM:** Global uncertainty has exploded – we urgently need a hope-narrative (yes we can)
- **MISSED OPPORTUNITIES:** Lanzarote has a 'too little too late' problem
- **BEYOND POLITICS,** beyond party lines, beyond consultants
- **INTERNATIONALIZATION:** bringing ideas from the network if girls and semi/non-residents and from abroad in general, will be essential
- **FUNDING** the change: serious funds must be raised for fast implementation

What is the goal of Lanzarote Buen Futuro / LBF

1. To start a **movement** based on The Good Future principles, beyond political parties or societal class
2. To bring back hope and optimism to GenY, Z (and X), and build a new excitement of what is possible
3. To establish Lanzarote as the most important Laboratory for a Good Future (Canary Islands by extension)
4. To establish the 5Ps as central principles for LZ's policy making: people, planet, purpose, peace, prosperity
5. To tell a positive story about the Good Future (in general and Lanzarote in particular); making it the central narrative of the island as far as its reputation and perception is concerned (powerful tourism positioning)
6. Facilitate the fastest possible transition from 'old logic to new logic', bring GenZ and Y into leading roles
7. Eradicate the reasons why change has not happened quickly enough, unplug resistance
8. Establish Lanzarote as a thought leader amongst small islands / regions, then expand across Canaries

The Bali example: From Paradise to Ticking TimeBomb

1. ...

A few other key points (internal tbd)

1. LBF is a bi-lingual initiative because bringing international expertise to Lanzarote will be crucial
2. This is a non-partisan initiative: all are welcome (see 'new logic')
3. Gerd is Founder, Pablo M is Co-Founder ?
4. The method is not 'more research and more discussion' – it's story-telling and movemementing
5. It's about creating URGENCY, fostering BOLDNESS and GOING BEYOND the OLD LOGIC

What funding would LBF need, and what for? TBD

1. Establish an office and hire a suitable full-time project manager, and some freelance content creators to help grow and expand the movement
2. Create deep website, position papers, explainer / inspirer videos, a digital resource library
3. Organise regular events, both online as well as in-person
4. Organise first TGFC (the good future congress) *separate budget required

Future Tax fka Eco Tax

Bottom Lines

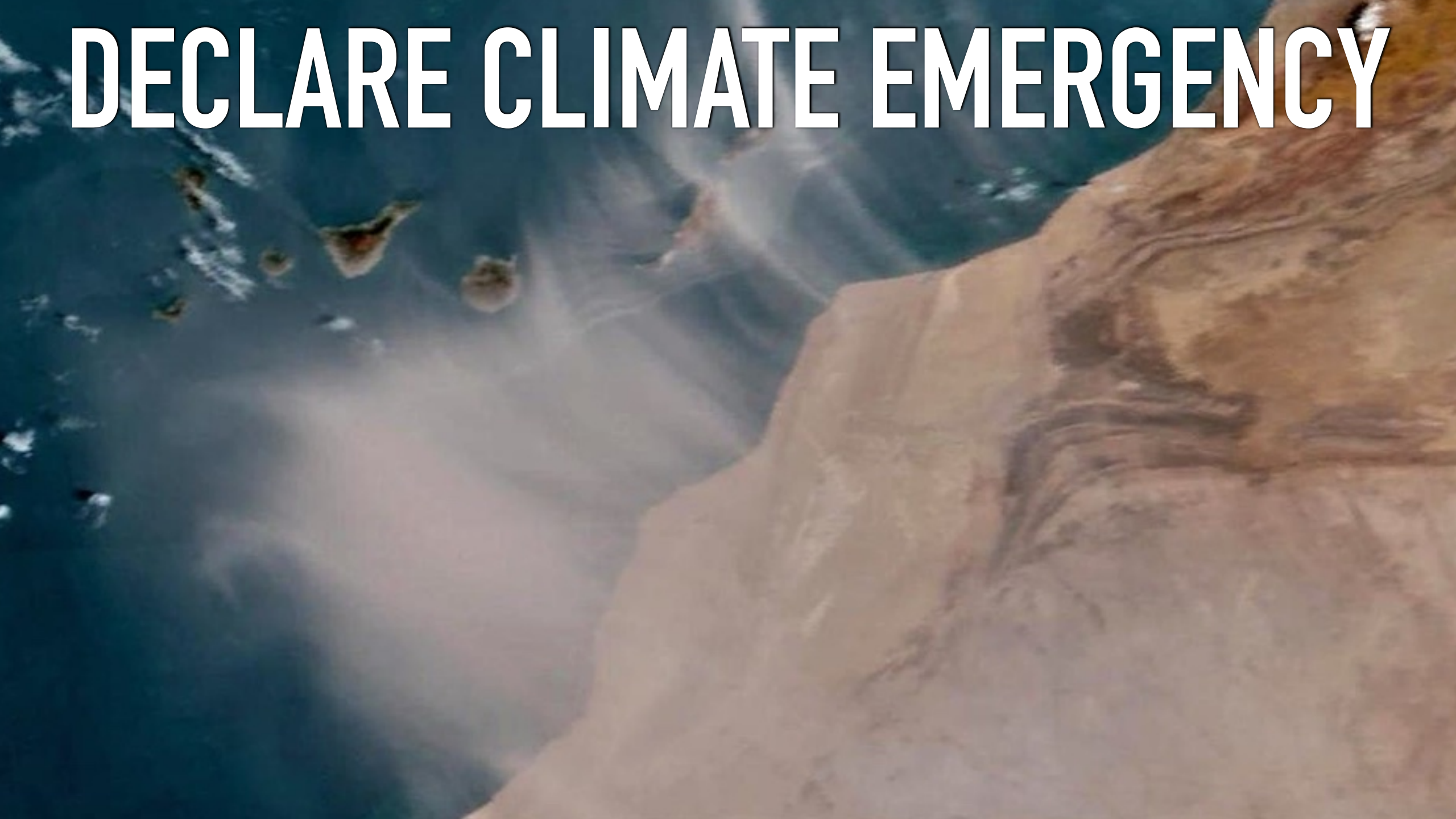
Digital Transformation

Climate Emergency

Big Blue | Big Green | Big Purple



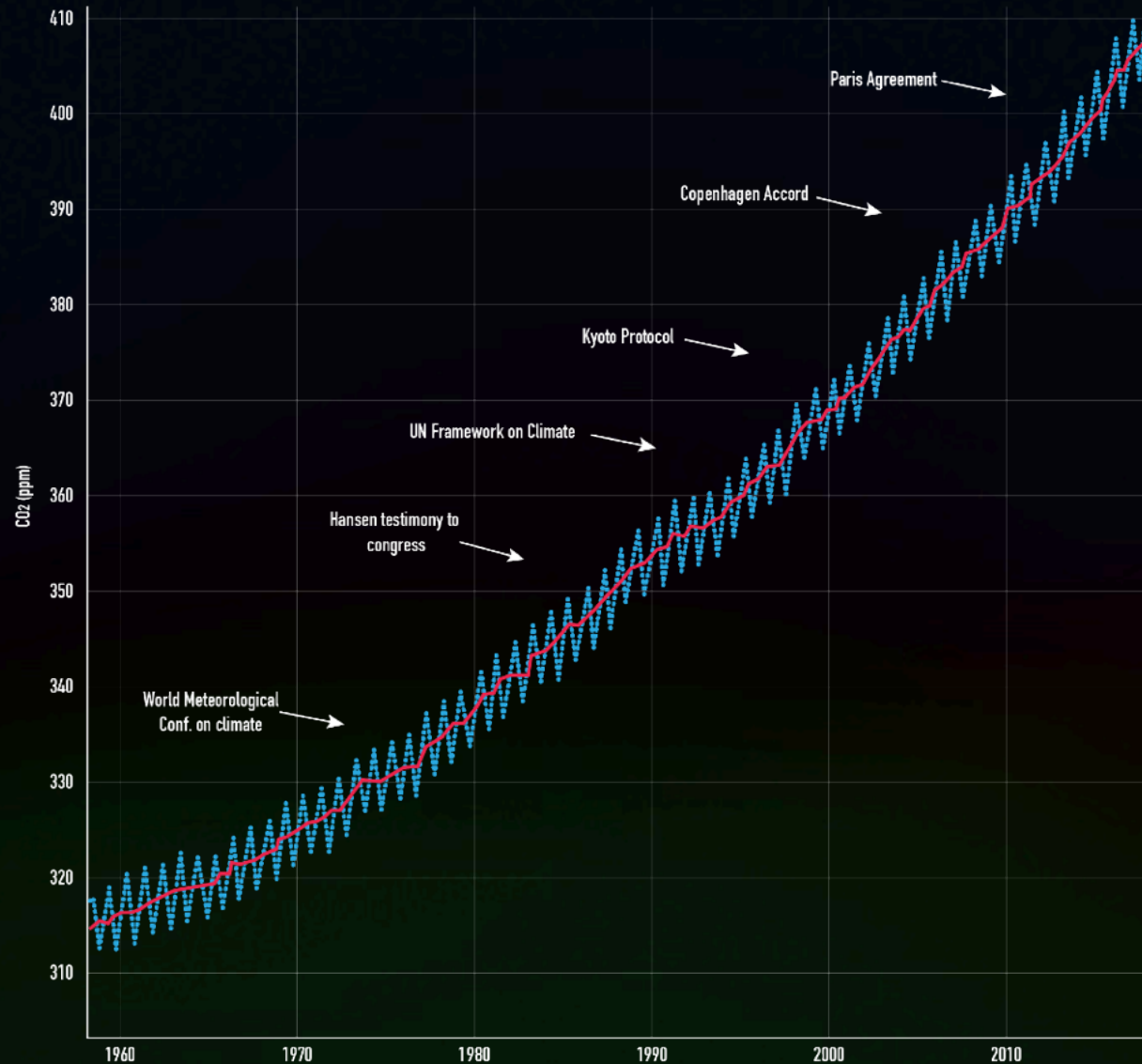
LBF is blue, green and purple: digital, sustainable and human-centric



DECLARE CLIMATE EMERGENCY

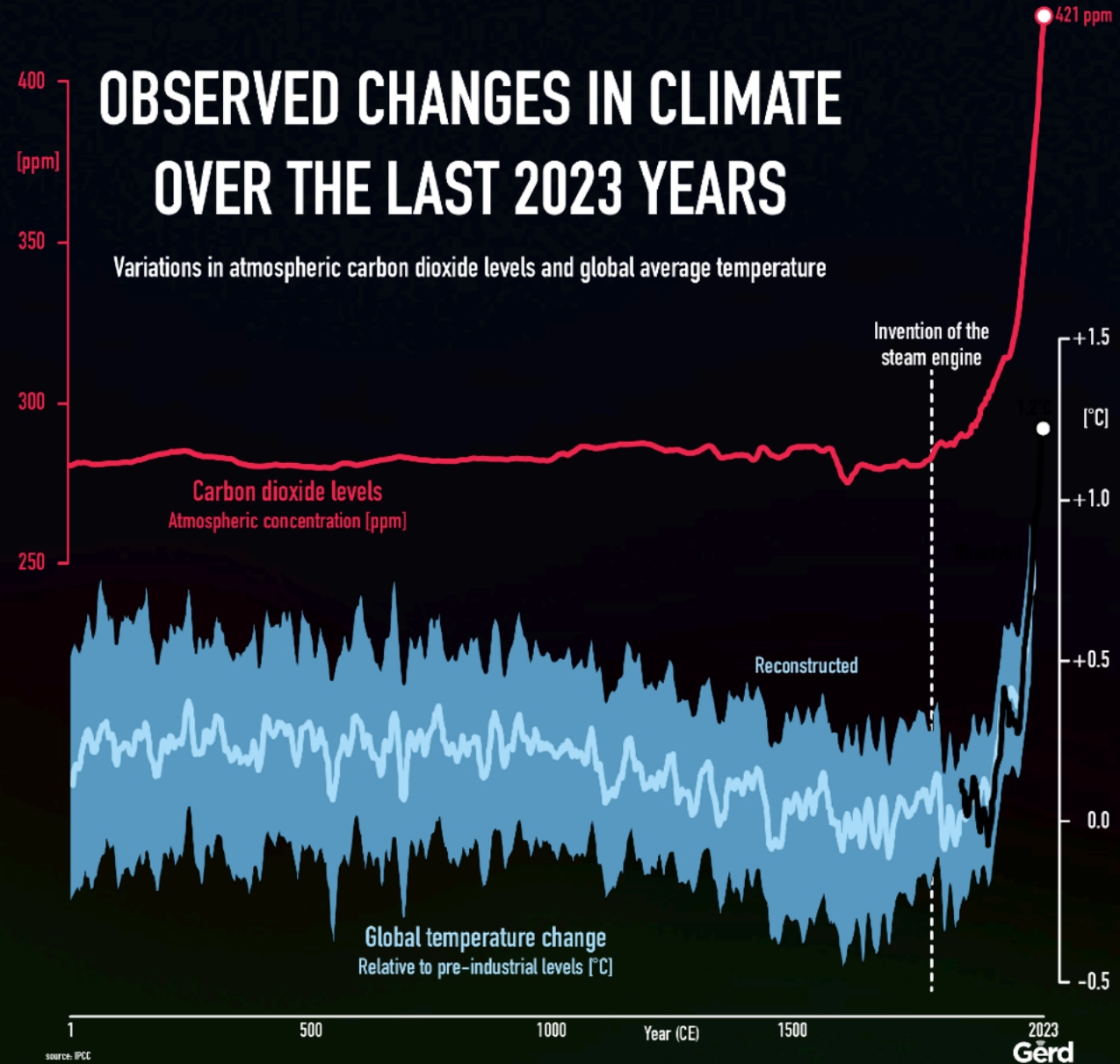
CLIMATE EMERGENCY

MAUNA LOA MONTHLY AVERAGES



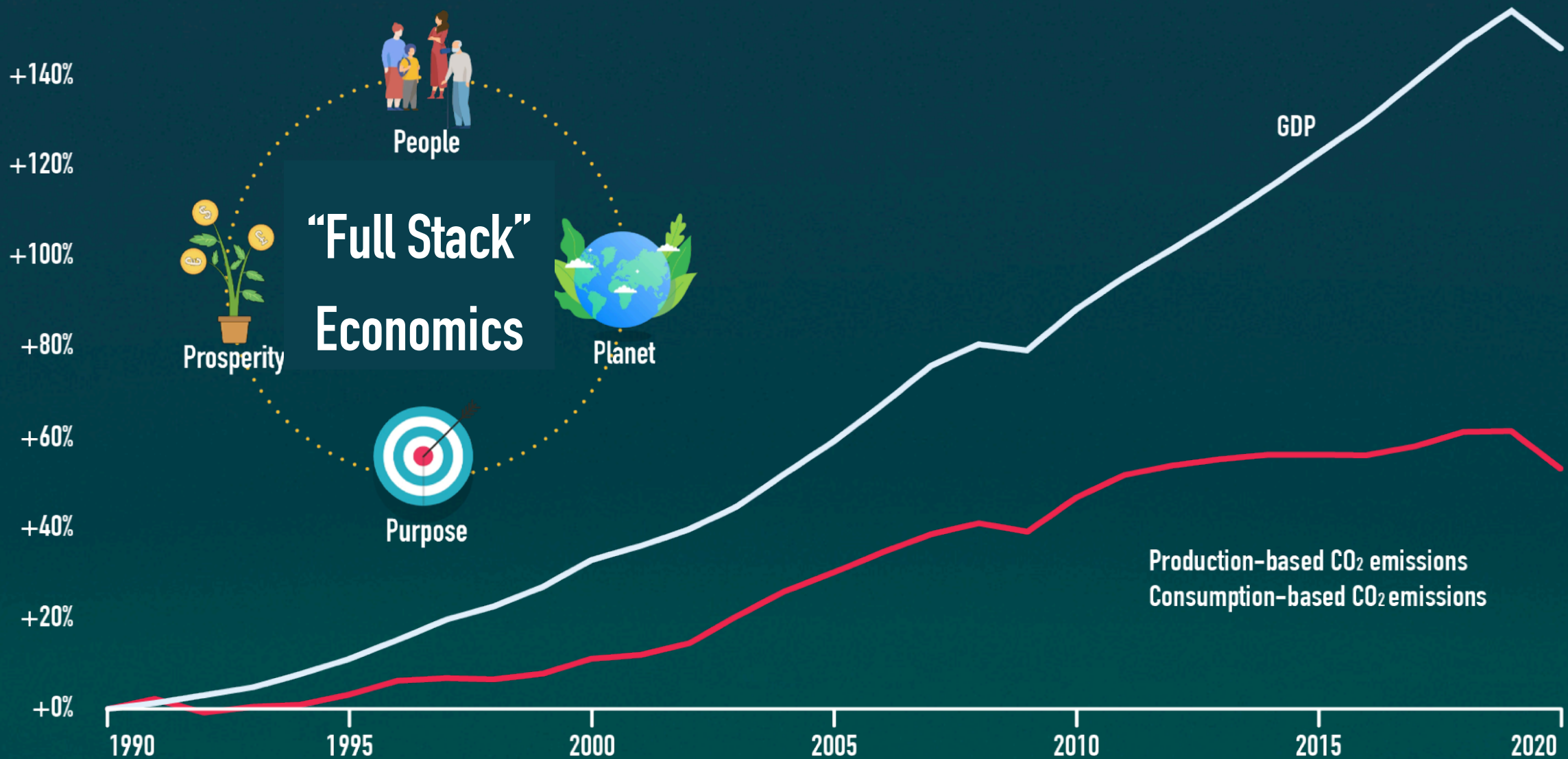
OBSERVED CHANGES IN CLIMATE OVER THE LAST 2023 YEARS

Variations in atmospheric carbon dioxide levels and global average temperature





Decoupling Growth from Emissions



Engage GenY/Z



PEOPLE
PLANET
PURPOSE
PROSPERITY



From EGOSystems to ECOSystems

EGO



ECO



Calima Stuff

A person wearing a backpack is walking away from the viewer down a road. The scene is hazy and has a warm, orange-brown color palette. On the right side of the road, there is a road sign that reads "LANZAROTE 2035". The sign is rectangular with rounded corners and a dark border. The text is in a bold, sans-serif font. The background shows a hazy horizon with some faint outlines of buildings and utility poles. The overall mood is contemplative and futuristic.

LANZAROTE
2035

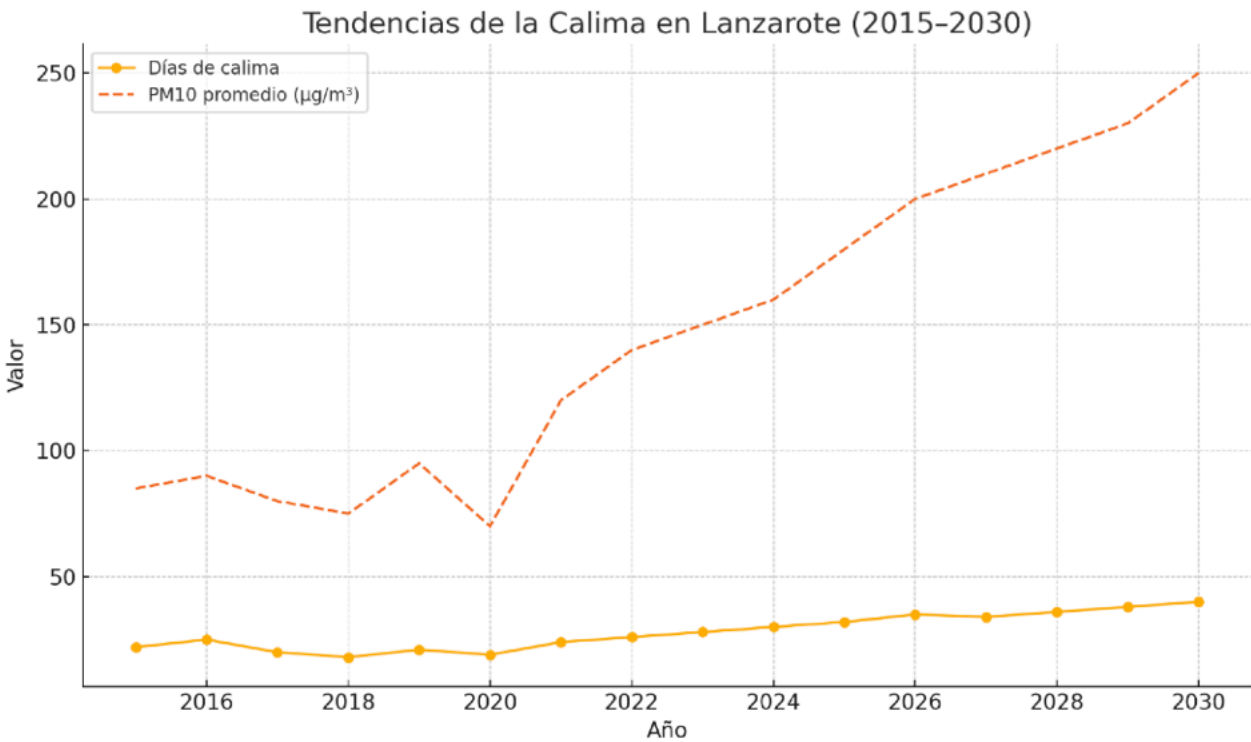
Calima in the Canary Islands over the last 40 years: fewer and fewer episodes, but more intense

A study estimates the number of Saharan dust intrusion events of a certain intensity in the islands at 483 over the last four decades, taking into account visibility data. The research incorporates a novel adversity index that compares the severity of the events.

—Is there more calima in the Canary Islands? This is what the experts say.

Calima Days and PM10 Concentrations in Lanzarote (2015–2024):

Year	Calima Days	Average PM10 Concentration (µg/m³)
2015	22	85
2016	25	90
2017	20	80
2018	18	75
2019	21	95
2020	19	70
2021	24	120
2022	26	140
2023	28	150
2024	30	160



Aquí tienes una tabla con datos simulados de tendencias de calima en Lanzarote entre 2015 y 2030, además de un gráfico comparativo que muestra la evolución de los días de calima y los niveles promedio de PM10. Si deseas gráficos adicionales (como mapas, infografías de impacto turístico o visualizaciones de salud), ¡solo dime el enfoque que prefieres! [\[>-\]](#)

The findings of Suárez and his team highlight a trend where calimas are less frequent but more intense, significantly impacting visibility and posing challenges for air travel and public health in the Canary Islands.

However, **the overall risk trajectory is upward**. In essence, Lanzarote and its neighboring islands should prepare for **fewer “quiet” years** and **more bouts of intense haze**, especially in winter months when these events now tend to peak



Tourists stroll south of Gran Canaria on a day of intense haze Alejandro Ramos

Toni Ferrera

March 30, 2024 - , 12:34 p.m. 0

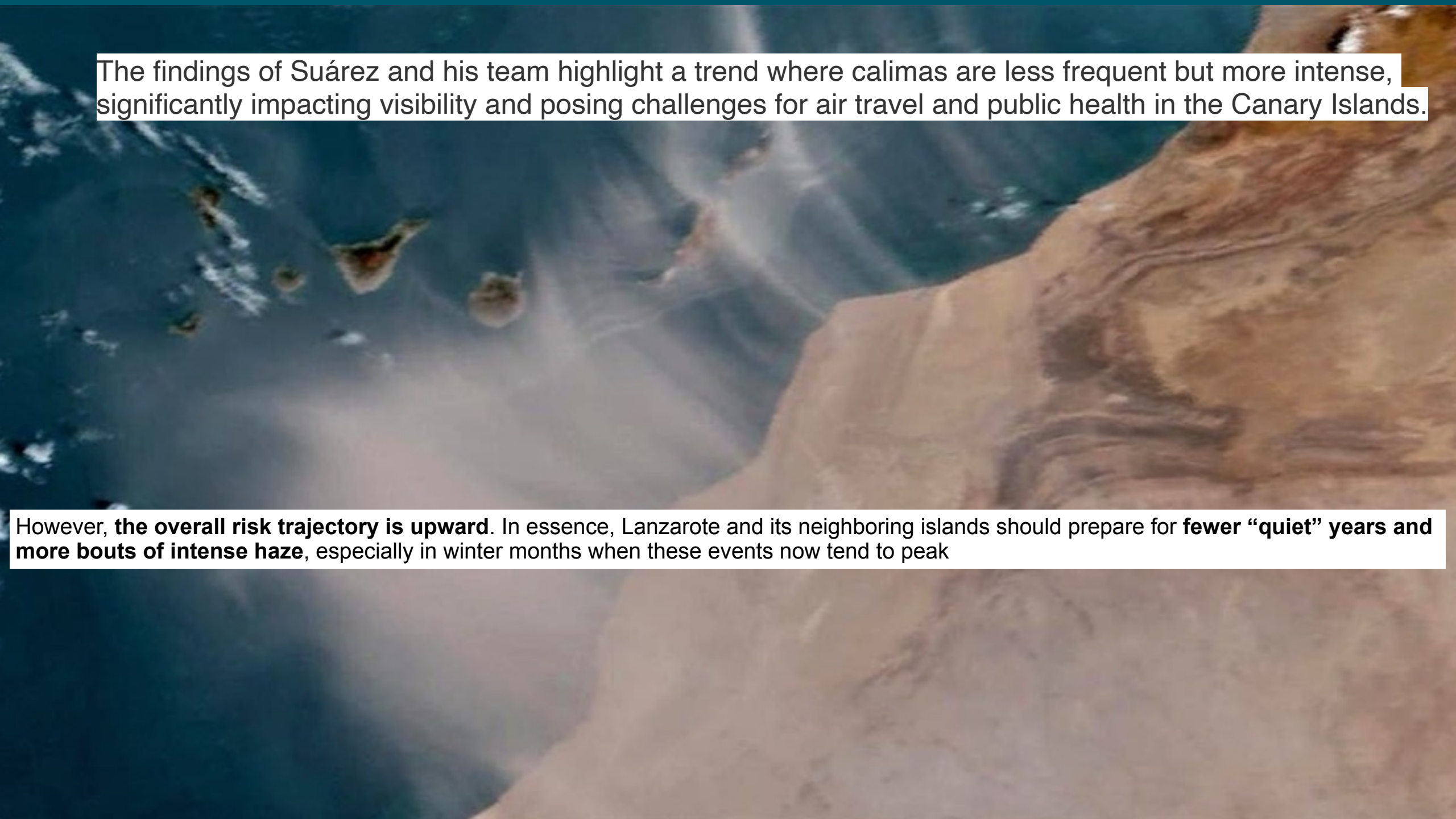
Between 2020 and 2022, the Canary Islands and the Iberian Peninsula suffered six episodes of "**supercalima**" (high-pressure storms) that literally overwhelmed most of the air quality monitors. **The one that occurred in the Archipelago** at the end of February 2020 is the most intense ever recorded in the islands, reporting daily concentrations of between 600 and 1,840 micrograms per cubic meter ($\mu\text{g}/\text{m}^3$) of PM10, or respirable particles smaller than ten microns. The one that occurred in mid-March 2022 reached PM10 levels between 500 and 3,070 $\mu\text{g}/\text{m}^3$ in



The Lanzarote Socialist Workers' Party (PSOE) will ask the Island Council at the plenary session on April 1st to propose to the Canary Islands Parliament that it approve a moratorium suspending the granting of new tourist facilities in the face of "the uncontrolled growth of tourist pressure on the island."

In a statement, the Socialist Group explains that, as evidenced by the data from the study on Lanzarote's tourist carrying capacity, prepared by Gaia Consultores, it has shown that "it has far exceeded its sustainability limits." The report was presented publicly in May 2023 under the presidency of María Dolores Corujo.

"The equivalent tourist population has grown by 21% in just two years. That's more than 86,000 people a day residing on the island, with the resulting pressure on our resources, infrastructure, and territory," explained Socialist Party spokesperson Ariagona González.

An aerial photograph showing a coastal area. On the right, there is a large, sandy beach or dune area. To the left of the beach is a body of water, likely the ocean. Further left, there are several small, rocky islands or peninsulas. The water appears somewhat hazy or misty, possibly due to calima. The overall scene is a mix of natural coastal features.

The findings of Suárez and his team highlight a trend where calimas are less frequent but more intense, significantly impacting visibility and posing challenges for air travel and public health in the Canary Islands.

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Why declare Climate Emergency ?

The 4 Revolutions

The 4 dramatic and simultaneous revolutions impacting Lanzarote

- 1. Geopolitical: Unipolar»Multipolar (new world order)**
- 2. Digital: AI / AGI, Quantum, Synthetic Biology++++**
- 3. Climate Emergency: Energy, Sustainability ++++**
- 4. Human/Purpose: A New Economic Logic: Beyond GDP**

DIGITAL REVOLUTION

SUSTAINABILITY REVOLUTION

PURPOSE REVOLUTION





UNITED STATES OF EUROPE

Lanzarote
futuro



The 5Ps

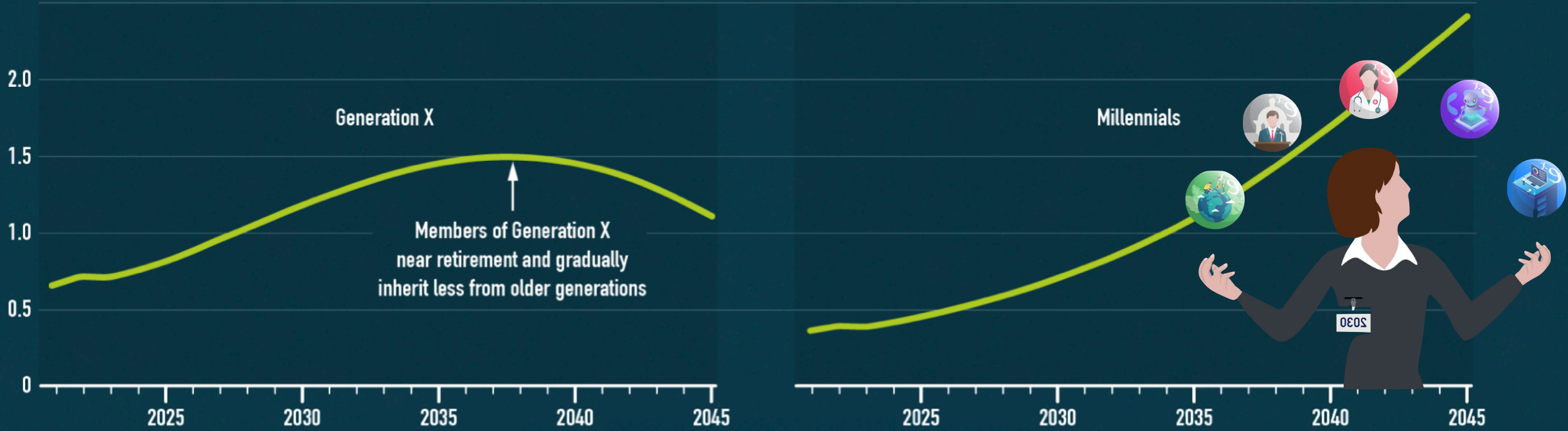
New Economics: the 5Ps

PEOPLE
PLANET
PURPOSE
PROSPERITY

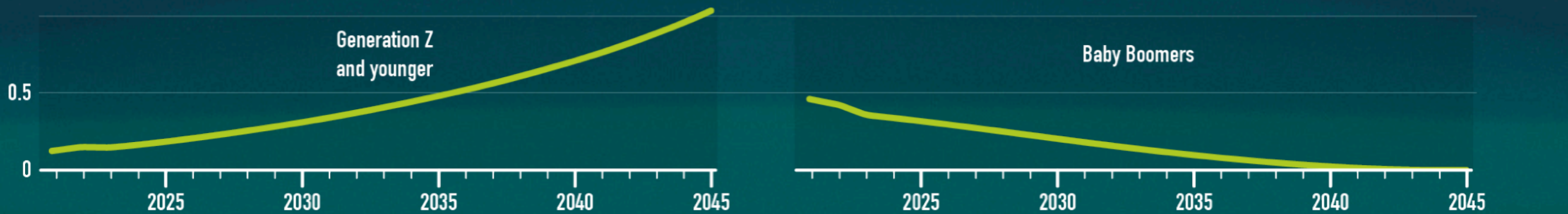


ANNUAL WEALTH PROJECTED TO BE INHERITED BY EACH GENERATION

\$2.5 trillion



\$1.0 trillion



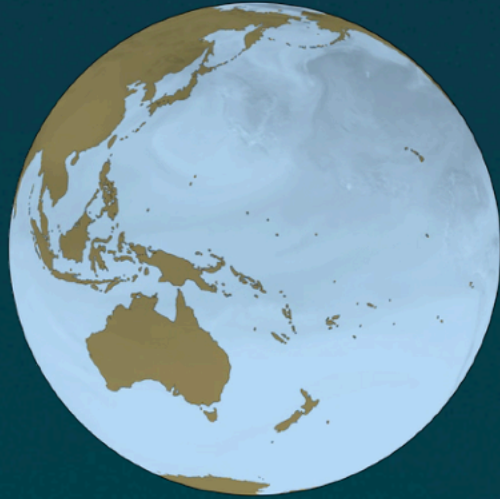
Source: NYTimes

Gerd

A focus on engaging GenY and Z

THE HARDEST THING TO CHANGE IS THE UNDERLYING ECONOMIC PARADIGM

PROFIT
GROWTH



PEOPLE
PLANET
PURPOSE
PROSPERITY



CAPITALISM

Profitable



Sustainable

AI and Lanzarote

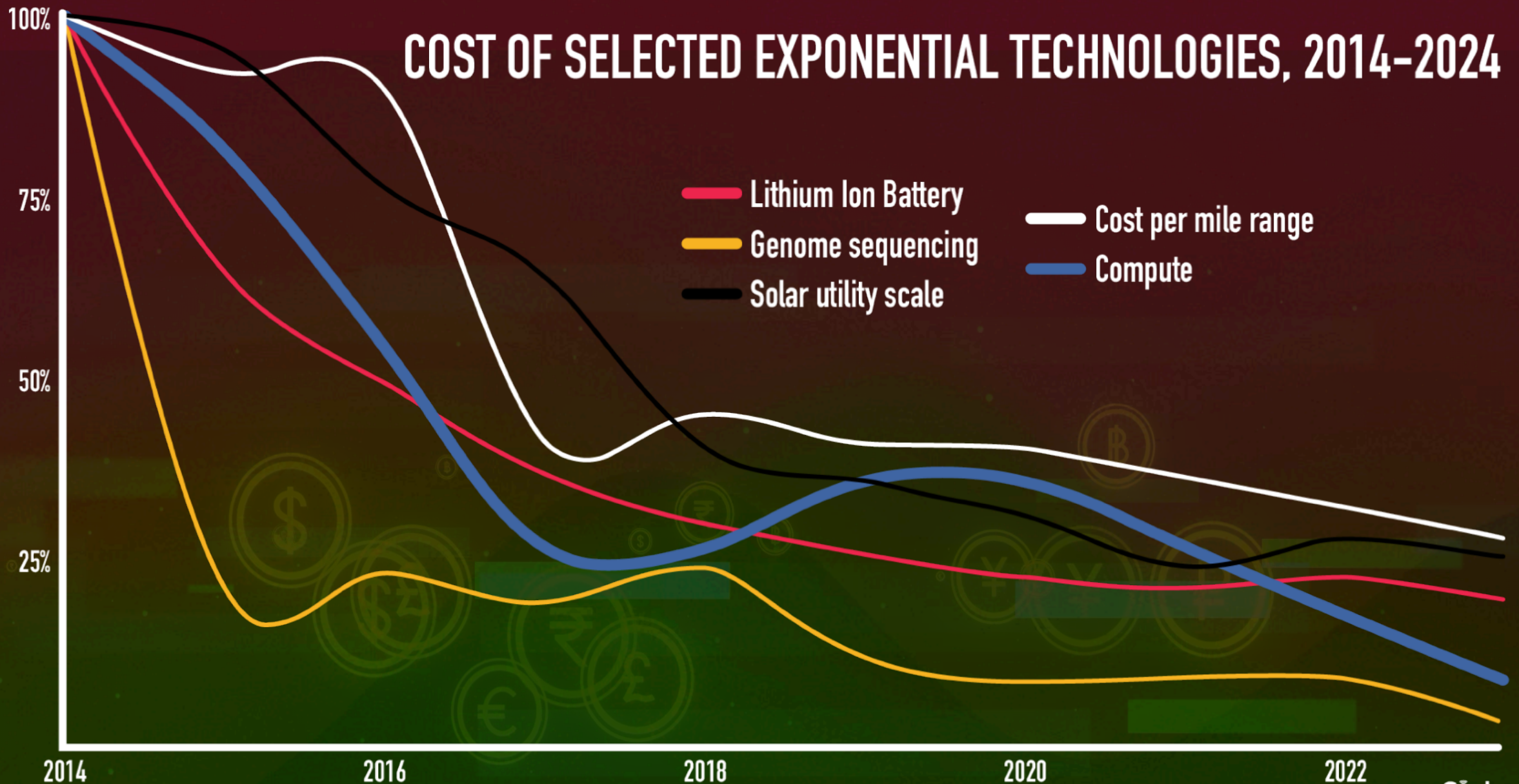
Digital Transformation

TOOL AI: COGNIFICATION | AUGMENTATION | VIRTUALISATION | AUTOMATION (CAVA) — HOW DO WE GET STARTED WITH THIS IN LANZAROTE?



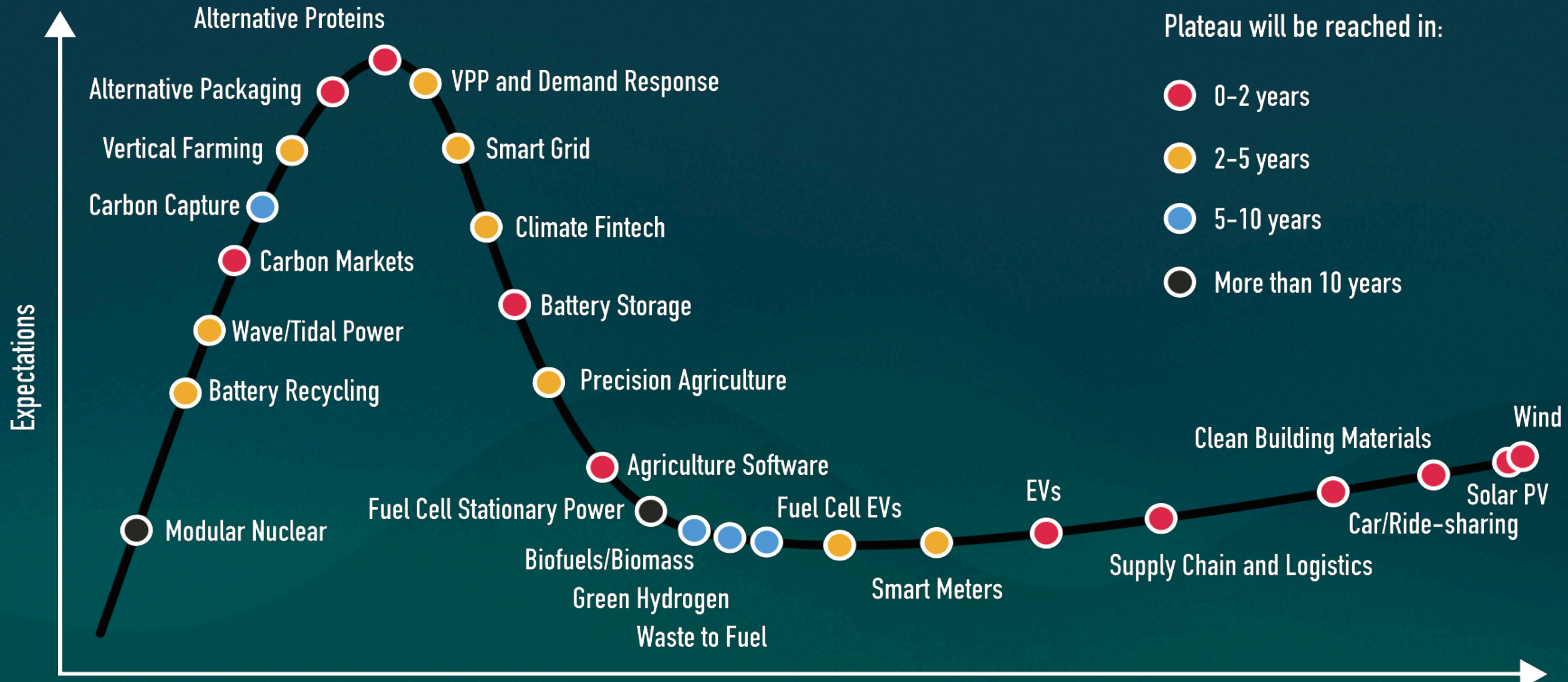
Digital Revolution(s): **Exponential** Change

COST OF SELECTED EXPONENTIAL TECHNOLOGIES, 2014-2024



**Climate Change is a key
OPPORTUNITY–CHALLENGE
for Lanzarote**

"The greatest danger in times of turbulence is not the turbulence itself, but to act with yesterday's logic" (Peter Drucker)



**A new, future-fit
economic logic for Lanzarote**

Bhutan's GNH idea for Lanzarote

General / Gross Island Happiness

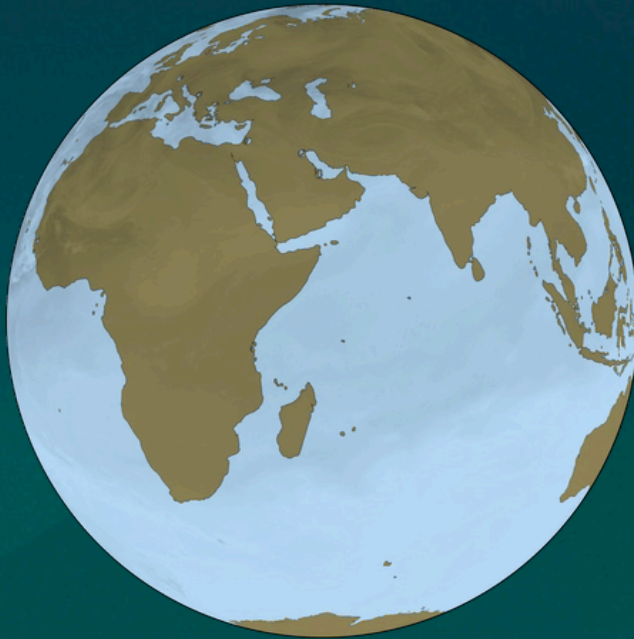
1. ...

Focus on Incentives: Munger believed that understanding and controlling incentives is crucial for predicting and influencing human behavior and business outco

Economic Agenda

GROWTH & PROSPERITY

PROFIT
GROWTH

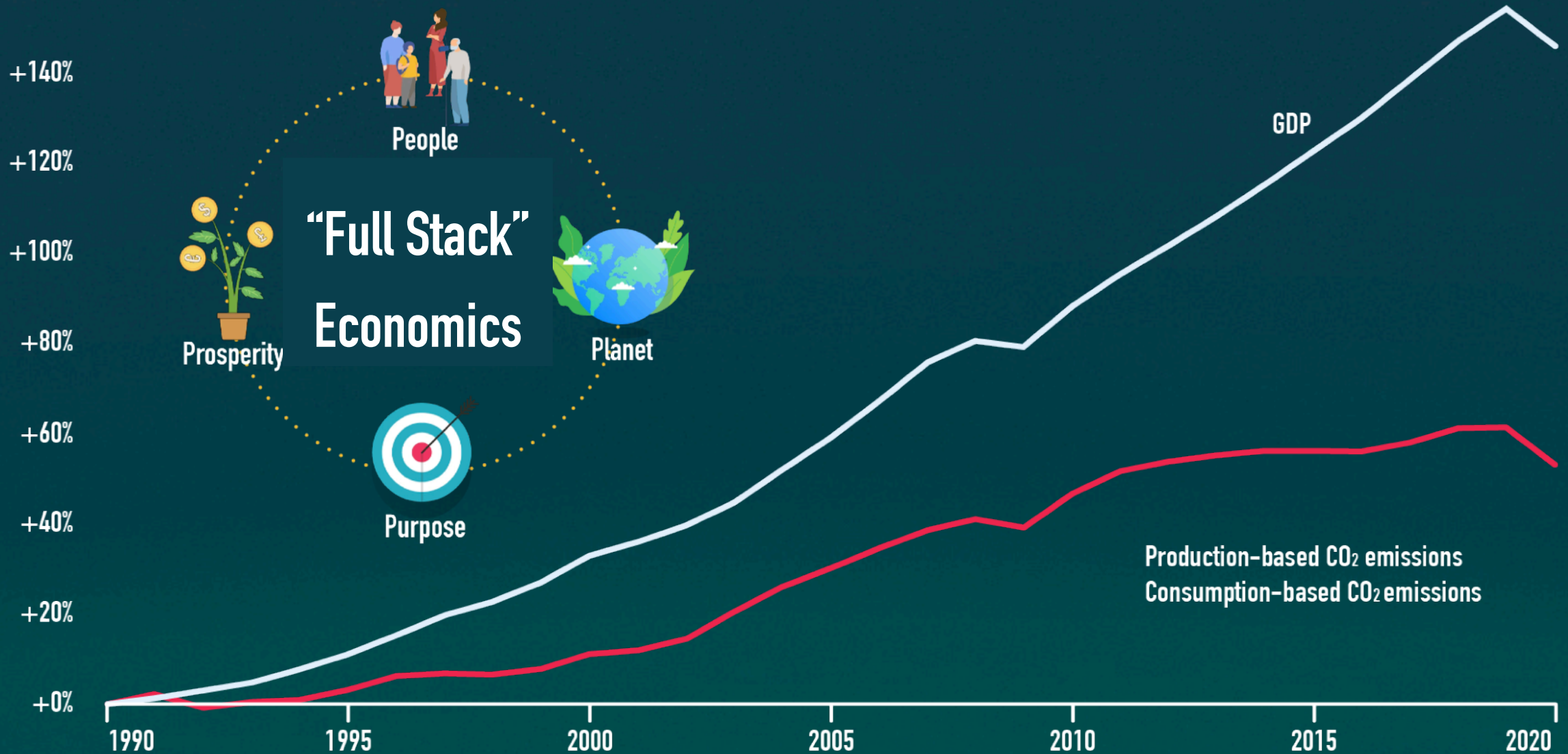


FLOURISHING & PURPOSE

PEOPLE
PLANET
PURPOSE
PROSPERITY

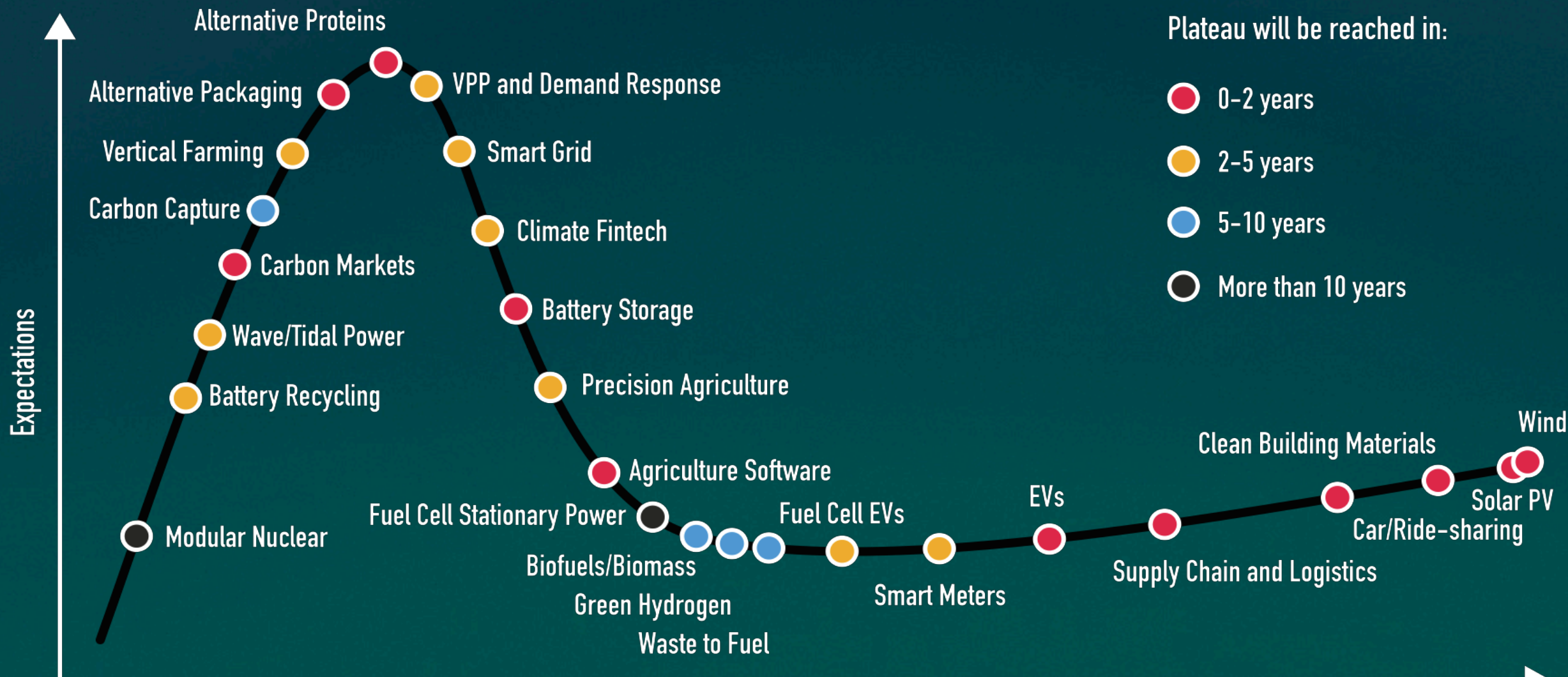


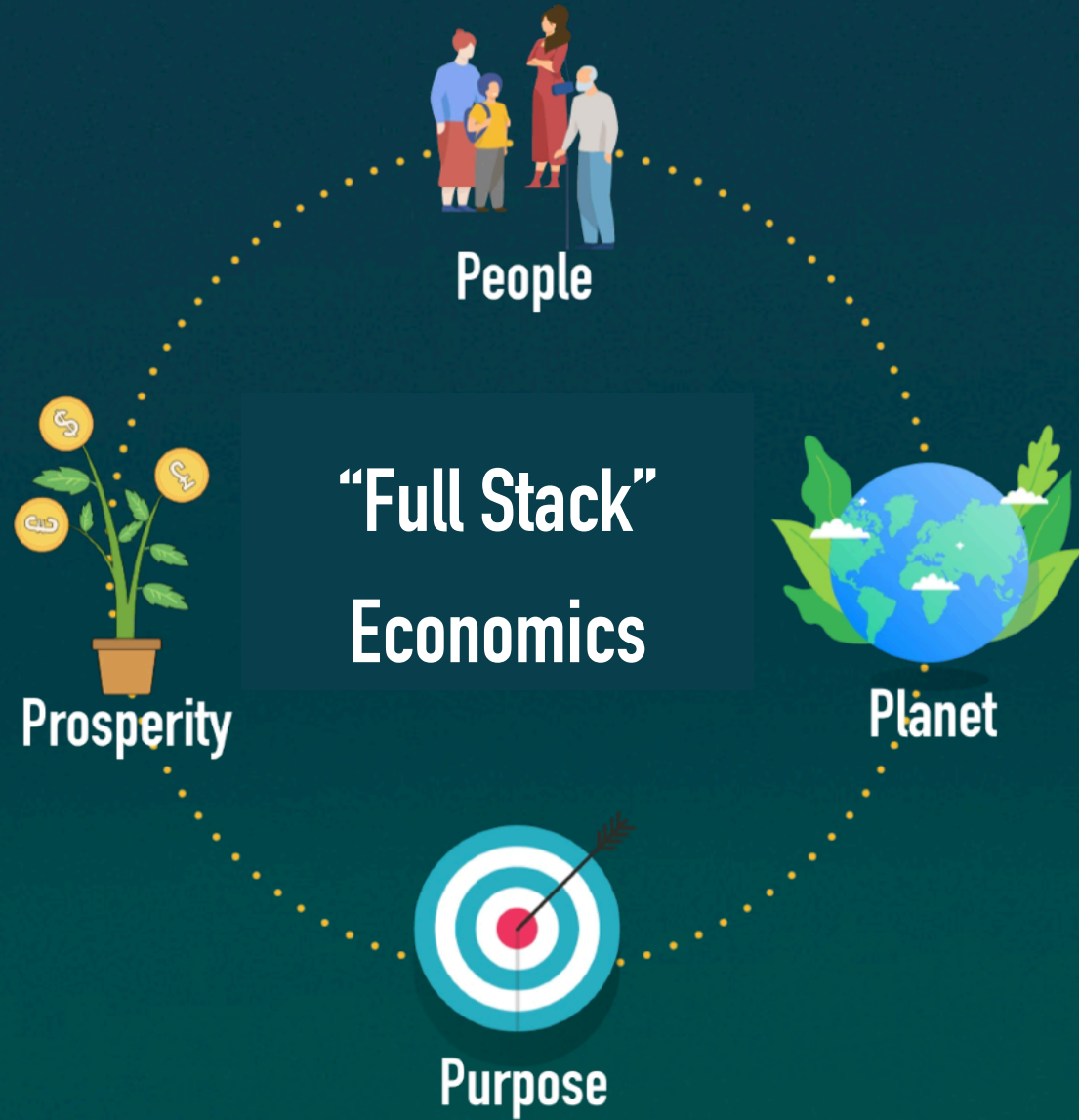
YES WE CAN: Decouple Growth from Emissions!



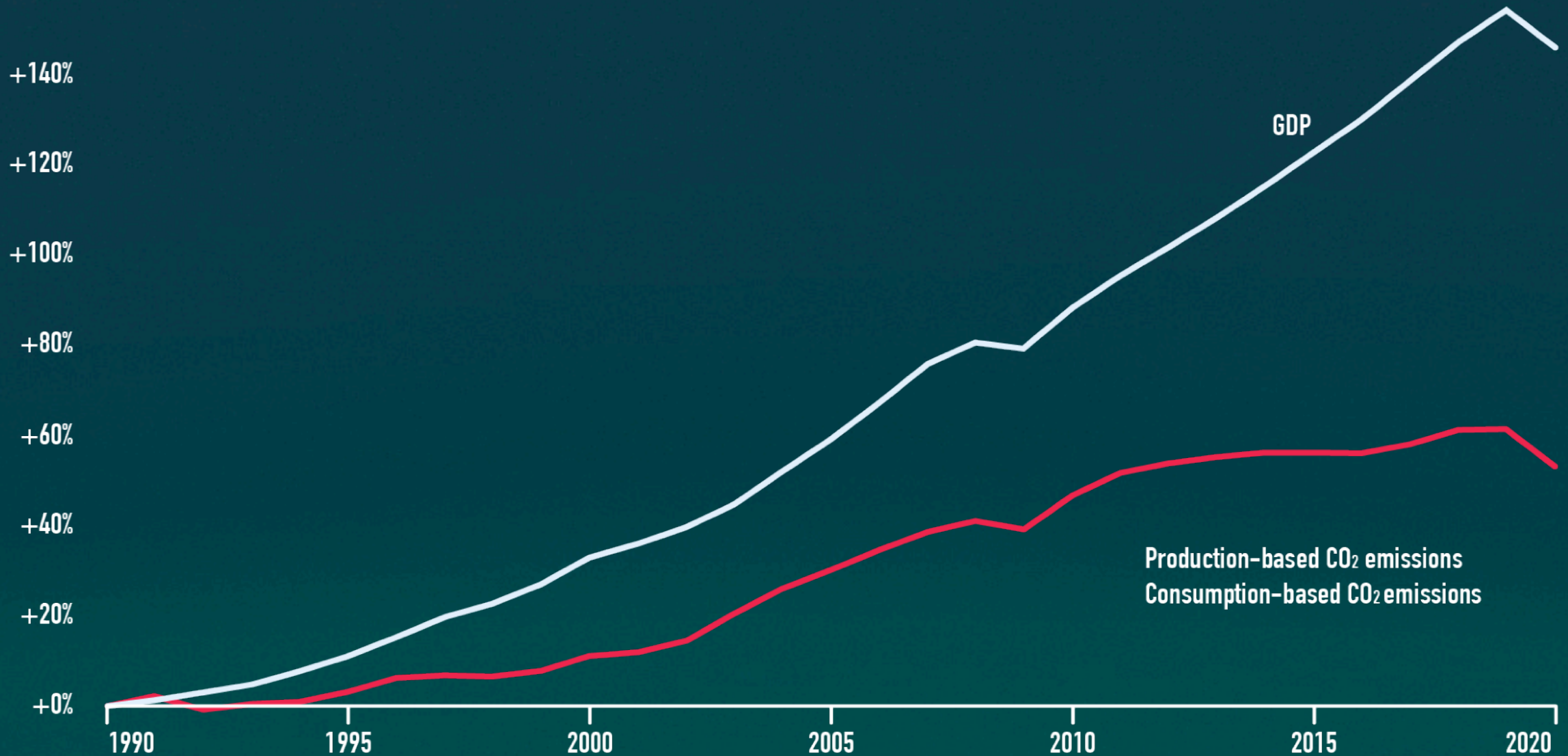
LANZAROTE IS WHERE CLIMATE EXPERIMENTS CAN HAPPEN

SELECT CLIMATE TECH INNOVATION HYPE CURVE





YES WE CAN: Decouple Growth from Emissions!



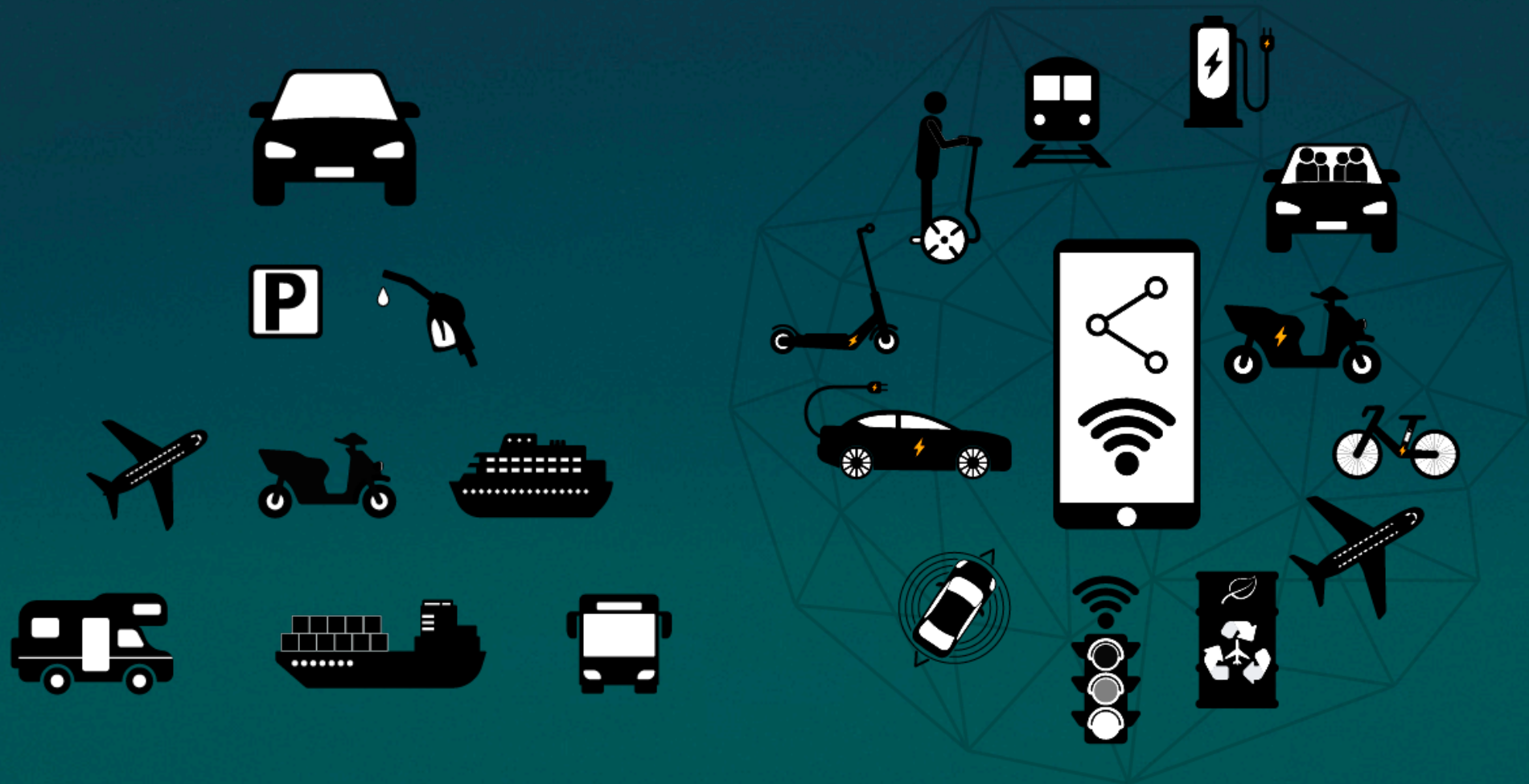
PEOPLE
PLANET
PURPOSE
PROSPERITY



From EGOSystems to ECOSystems

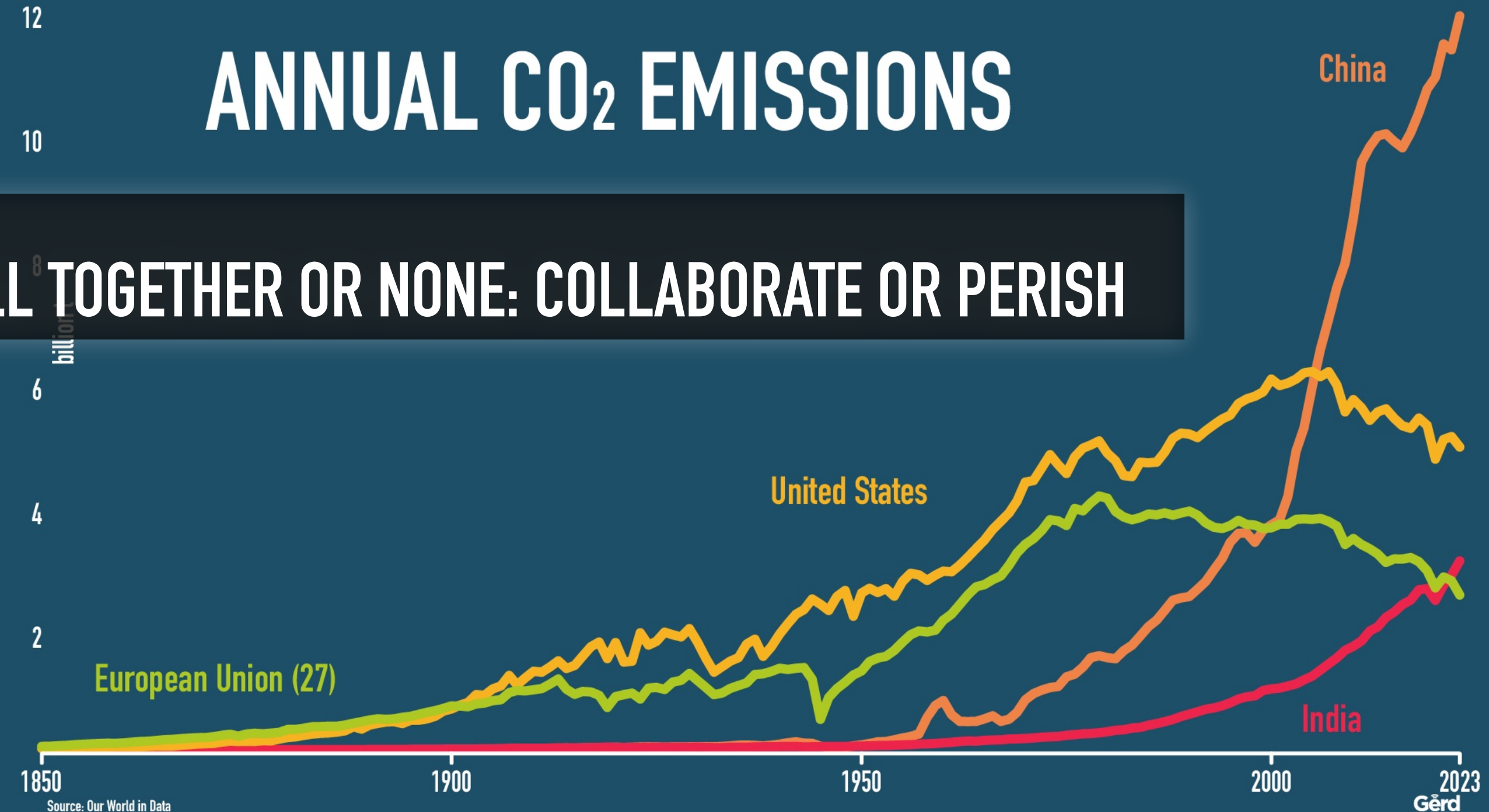
EGO

ECO



ANNUAL CO₂ EMISSIONS

ALL TOGETHER OR NONE: COLLABORATE OR PERISH



Context and stuff

The Lanzarote Socialist Workers' Party (PSOE) asks the Island Council to process a tourism moratorium for the island.

The Socialist Group in the island's regional government explains that data from the study on visitor capacity, prepared by Gaia Consultores, show that "it has far exceeded its sustainable capacity."

Eviction threat for 128 families in Lanzarote due to 400 tourist beds: "There are plenty of hotels, but there is a shortage of housing."

together in a tourist complex that was paralyzed in 2005 by the 'Yate case', which involved the massive and illegal granting of licenses to build tourist projects.

ive — The concrete skeletons of the Canary Islands: when corruption becomes part

Lanzarote focuses on attracting tourists from the United States, "profitable and with deseasonalizing potential."

Turespaña's Tourism Advisor in New York, Magí Castelló Claramunt, maintains that the promotional strategy should focus, among other points, on improving air connectivity with the American country.

— The Canary Islands want to attract Catalan travelers, who are "curious and interested in the islands' natural environment."

The Lanzarote Council pays tribute to Dimas Martín, convicted of corruption, on his 112th birthday.

In his speech, the island's president, Oswaldo Betancort, appealed to the need to "restore" citizens' confidence in politics: "A discredited political class is a danger to democracy."



Dimas Martín becomes the first person convicted in the Canary Islands for leading a criminal organization linked to corruption.

The former president of the Lanzarote Council, founder of the PIL and one of the ringleaders of the Unión case was called "the boss" by his subordinates

— The Supreme Court confirms the sentence of seven years and five months in prison for Dimas

Lanzarote pays three million to the company of a former Ciudadanos official to "transform" the tourism model.

The consultancy was founded just over a year ago with a capital of 100 euros by Marcos Cohen, a candidate for Congress in 2019 and a key player in the motion of censure that returned the Mayor's Office of Santa Cruz de Tenerife to Coalición Canaria.

Newspaper Archive — [Lanzarote begins the process of declaring itself saturated with tourism](#)



Citizens (Ciudadanos)



Spanish political party :

Citizens, officially Citizens–Party of the Citizenry, is a liberal political party in Spain. The party has been located in the centre to centre-right of the political spectrum. Citizens' political ideology was initially unclear beyond a strong opposition to Catalan independence and Catalan nationalism in general.

[Wikipedia](#)

Founders: [Albert Rivera](#), [Albert Boadella](#), [Arcadi Espada](#), [Félix de Azúa](#)

Founded: July 9, 2006

Country: [Spain](#)

Previous stuff



The Good Future Initiative Lanzarote

A Bold Plan for the Future of the Island



Keywords:

- Urgency - yet positive
- Social and economic justice
- Resilience and preparedness
- Adaptation and Mitigation
- Bold Action
- Beyond Politics, and beyond fear
- Realism, yet Opportunities and Hope
- The Good Future: Protopia (stepwise...)
- Future-Ready / Future Fit
- European, but with Global Consciousness
- Pro-business (based on the 4Ps)

Let's become “***Contemporaries of the future***” (Manrique)



The Good Future Initiative Lanzarote

A Bold Plan for the Future of the Island

Objectives:

- Establish a powerful story, engaging narrative and bold framework for immediate action
- Position Lanzarote as the European leader model in sustainability and resilience in island environments

Let's become “***Contemporaries of the future***” (Manrique)

YOUR MINDSET CONTAINS YOUR FUTURE



THE GOOD
FUTURE

Humans $\neq$ Machines





Good Future Initiative Lanzarote



"We are doing things right, laying the foundations for a good future, breaking molds, and **ending the endless cycle of dependence on what does not benefit us.**

We no longer accept empty promises.

You are **either FOR a good future or not.**"



Movement Building



- 1) Enlarge Gerd/Pablo group to include another 5-10 people, GenY/Z, women etc - preferably with some English-speaking skills**
- 2) Expand that group by adding more girls that are semi-permanent on the island, and willing to contribute**
- 3) Involve local content creators (writing, visual, film-making etc)**
- 4) Publish the manifesto on the site**
- 5) SHOW THAT LANZAROTE PEOPLE ARE ALL IN!**



Contribution al buen futuro de Lanzarote

100 millones euros / año

CALF Lanzarote



Aportaciones privadas

Fondos Agenda 2030

Fondos europeos

R.I.C.



Communication Plan



Documentary Film (Explain the mission)

Short videos (Implicate young people)

Good Future Congress (Establish Lanzarote as a place for reflection on the future and a hub of resilience in island environments)



Financial Planning

- **We need a solid financial plan of BOTH how the €€ will be raised, as well as how they will be spend**
- **We probably need a new entity for the Initiative**
- **We need a project manager (50% now, 100% in the fall)**



Memes

- 1) I love the Future - I love Lanzarote**
- 2) The Future is coming to Lanzarote**
- 3) Lanzarote: welcome to The Good Future**
- 4) Lanzarote: Home of The Good Future**
- 5)**
- 6) Lanzarote: Where the Good Future is in progress**
- 7) YES on the Future-Fit Lanzarote**
- 8) Knowledge is limited but imagination encircles the world (Einstein)**
- 9) The Future exists first in IMAGINATION, then in WILL, then in REALITY (Barbara Marx-Hubbard)**
- 10) Not socialism or capitalism but ... “ Lanzaism “**



How to fund the plan

100 millones euros / año



Tourist ecotax (renamed).
name with appreciation

LE

Contribution for the good Future of Lanzarote

CFTGFLanza

Tax for the Good Future

Your Good Future Contribution

Fai

Future Tax

Future Contribution

Aportaciones privadas

Ecotax on other less sustainable activities

Fondos Agenda 2030

Fondos europeos

R.I.C.