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## Parallel sessions – DESIGNING THE FUTURE

19<sup>th</sup> September 2017 – 14h

# #2 The New Economy

The changes that are taking place in the last years are visible through the deep transformation our society has been immersed in. Nowadays, it seems that we are witnessing the birth of a new concept of economy where possession comes after consumption. In this new economy, we stop being users to become consumers: why buy a new car or a new washing machine if what we need is to make a trip or a commute and clean clothes?

Again, new technologies are having a predominant role in the transformation of economy. Smart phones have given way to several business opportunities related to mobile applications. These applications are an effective, accessible and really useful tool to access specific services in the new paradigm of the consumer citizen. It seems that the concept of buyer will die out in the near future.

We must ask ourselves to what extent this new framework can affect the SDGs Agenda. The current global economy requires global agreements and a shared global governance. How can the new economy help achieve a more sustainable society? We must insert a new concept in our society: reusing.

