



Evolution of global trends in 2022



Index | Evolution of trends



This is an interactive document



01

An evolving year



An evolving year

2022 is under different perspectives the year of the Tiger, a Jacobean Year, the U.N. International Year of Glass, the year of Sustainable Mountain Development or of Basic Sciences for Development. 2022 has as many dimensions as people and environments exist in the world and that is precisely why it is necessary, during the following months, **to examine it**, carefully observe its progress and evolution with a **broad, deep, peripheral and, above all, diverse vision**. With this in mind, and assuming that it is impossible to cover all the perspectives, at Prosegur Research we are working with **seven keys to the future** that mark our **focus of attention** during this period. Analyzing the progression of the current year, assessing its non-linear path and identifying new trends is a must for any person or organization that intends to ponder on the present and the future.

Taking on the challenges and opportunities that arise with change, the only constant element, **requires a permanent questioning of thinking process** both in content and form. That is because what helped decision-making a few months ago may become abruptly obsolete, and vice versa; aspects that went unnoticed at the beginning of the year may have adopted a leading role in the remainder of 2022.

In terms of security, Prosegur Research outlined at the beginning of the year **two major impacts** arising from the turbulence in this journey that is now reaching its halfway point: **social disorder and criminal governance**. Since then, new phenomena, trends and variables are influencing their direction, impact and volume, forcing us to reassess the implications of the anticipated drivers.

As an example, the exponential speed of data processing and storing and the increasingly sophisticated mathematical models contrast with the slow cultural assumption of teleworking, which is advancing much more slowly than expected, and the demand for traditional stores (*brick&mortar*) as a ceiling to online sales, which makes it difficult to find the balance in the *phygital* and, inevitably, reminds us of the *human-in-the-loop* model, and not only in technology. From the legitimate citizen appeals and regulatory demands for privacy or *trustworthy AI*, to the return of geopolitics to the boards of directors of large companies resulting from a war that was expected to be much more cyber and yet where tanks eclipse *malwares*, are some of the examples that reflect **how the humanity continues to prevail in the face of a reality that is undoubtedly hybrid, but in which the physical still holds a fundamental weight**.



02

Mid-season
spotlights



DIFFUSED POWER

The age of disorder





Uncertainty drivers

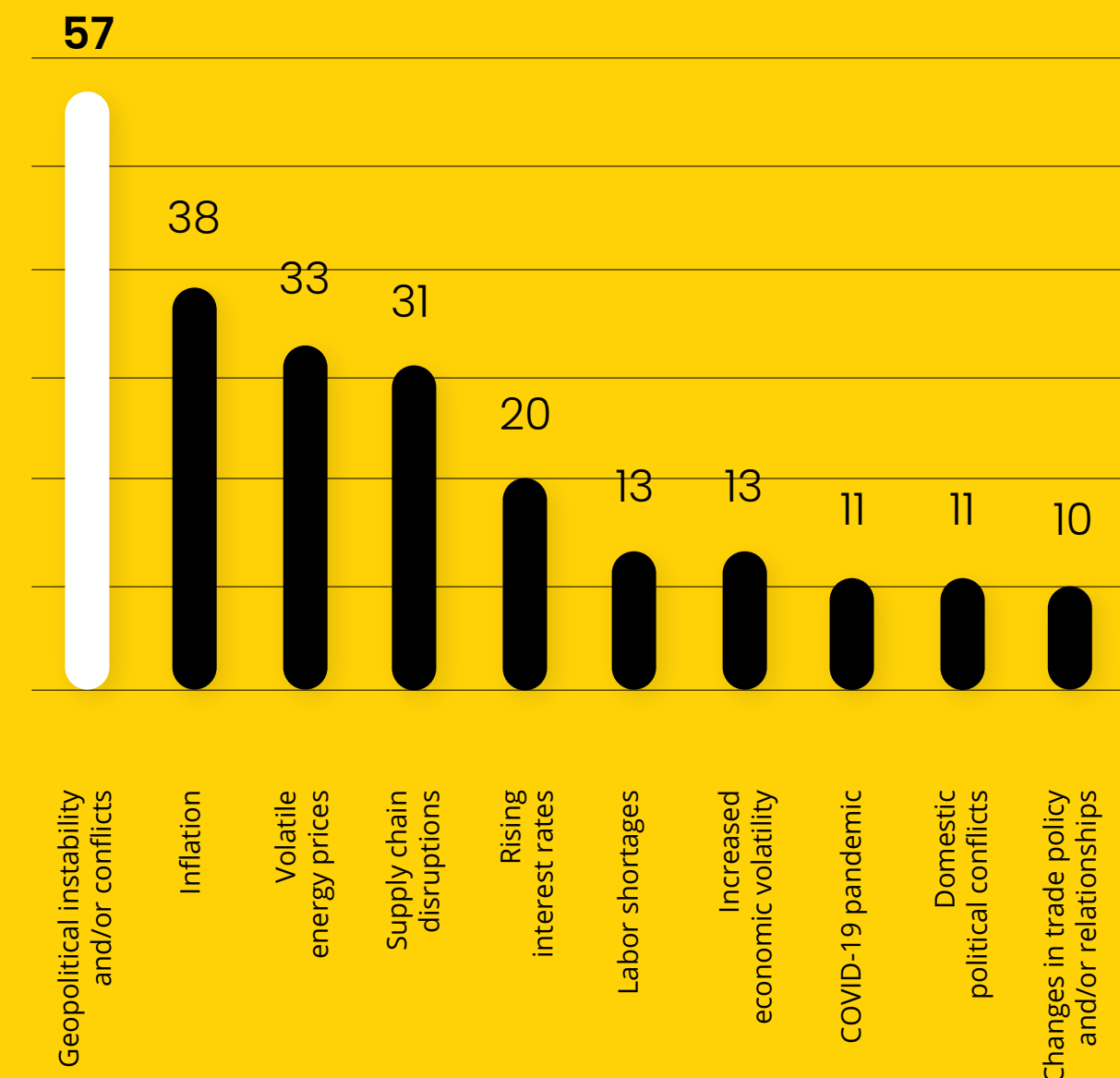
Geopolitics returns to the boards of directors

In the first half of 2022 we have witnessed an increase of violence on Ukrainian territory that is significantly impacting different sectors for multiple countries and societies. In fact, in reports such as the one published by McKinsey in March, *The coronavirus effect on economic sentiment*, geopolitical instability has been identified as the greatest threat to economic growth for the next 12 months, growing up to 16% compared to previous editions, placing geopolitics in the spotlight and forcing companies to review their corporate strategies and incorporate these issues **to the boards directors and management**. In addition, the uncertainty surrounding the Ukrainian crisis currently heading towards a “frozen” status given the impossibility of the parties to obtain a clear and imminent victory makes global economic forecasts even more inaccurate, acting as a catalyst for other parallel processes that were already being perceived, such as the fragmentation of the world into blocks or drawbacks in the global supply chain.

Surge of non-state actors

In our *annual report on 2022 hotspots*, we pointed out that criminal groups are increasing their share of power, being able to generate social (dis)order, impose rules and obtain the support of citizens. Organized crime continues to gain prominence in different countries, including Chile and Ecuador. In the first case, the Chilean government is facing a security crisis due to the increase in violence and homicides due to the greater pressure being exerted by organized crime in its territory. According to Insight Crime between 2018 and 2021, homicides have increased by almost 50%, from a rate per 100,000 inhabitants of 2.7 to 3.6, respectively. Something similar is being observed in Ecuador, where homicides have doubled in the last year, from a rate of 7.7 to 15 in 2021, due, among other factors, to clashes between organized crime groups. In addition, in the first months of 2022 there have been 1490 deaths between January and May, thus projecting an annual rate of almost 25 homicides per 100,000. Likewise, in other regions such as Ethiopia and Indonesia, insurgencies are gaining prominence, with the Tigray People’s Liberation Front and the West Papua National Liberation Army whom reject the central government’s initiatives.

Potential risks to economic growth, next 12 months (% of respondents)



Source: Prosegur, 2022 based on **McKinsey**



Uncertainty drivers

Political fragmentation and new ideological currents

In the first half of 2022, different elections have been held characterized by high social tension, exacerbating political-social polarization and the harmful effect of misinformation on citizens, resulting in the rise of anti-establishment candidates and parties as a reaction to the weariness of the low economic growth and other problems faced by societies. For example, the elections held in May in the Philippines have shown this trend to strengthen its sovereignty in the international arena and protect its waters. Furthermore, as indicated by the World Economic Forum (WEF) **Global Risks 2022**, the erosion of social cohesion is the risk that has worsened the most since the beginning of the COVID-19 pandemic.

The continuity of legitimacy problems

The various historical corruption problems that have shaken the political class in many countries have led citizens to seek new channels of information on which to legitimize their discourse. In fact, the latest **Edelman Trust Barometer 2022** has indicated that citizens already trust companies more than governments or the media, with a significant increase in NGOs.

In addition, the **Institute's Digital News Report 2022** emphasizes the decline in trust and interest in news in the media. In countries such as Spain, it has dropped by 30% since 2015 and only 32% of Spaniards trust most of the news they see, which is leading to younger audiences accessing information from more current applications such as TikTok, which, although originally not conceived as political communication platforms, are gaining a large role in the dissemination of content and news. Moreover, in Tunisia there has been rejection of the authorities and the central government has sometimes restricted access to many social networks, due to the mobilizing role they play in the country.

Implications

01.

The return of **geopolitics** to the media and corporate boards of directors.

02.

The new world **is configured** in blocs and new currents and channels of power and communication.

03.

Criminal governance continues to rise in a **disorganized world**.

04.

Information disorder facilitates **populist political discourse and the rise of extremism continues**.





Evolution of **global trends** in 2022

SOCIAL POLARIZATION

Distrust and fragmentation





Uncertainty drivers

Economic pressure on society

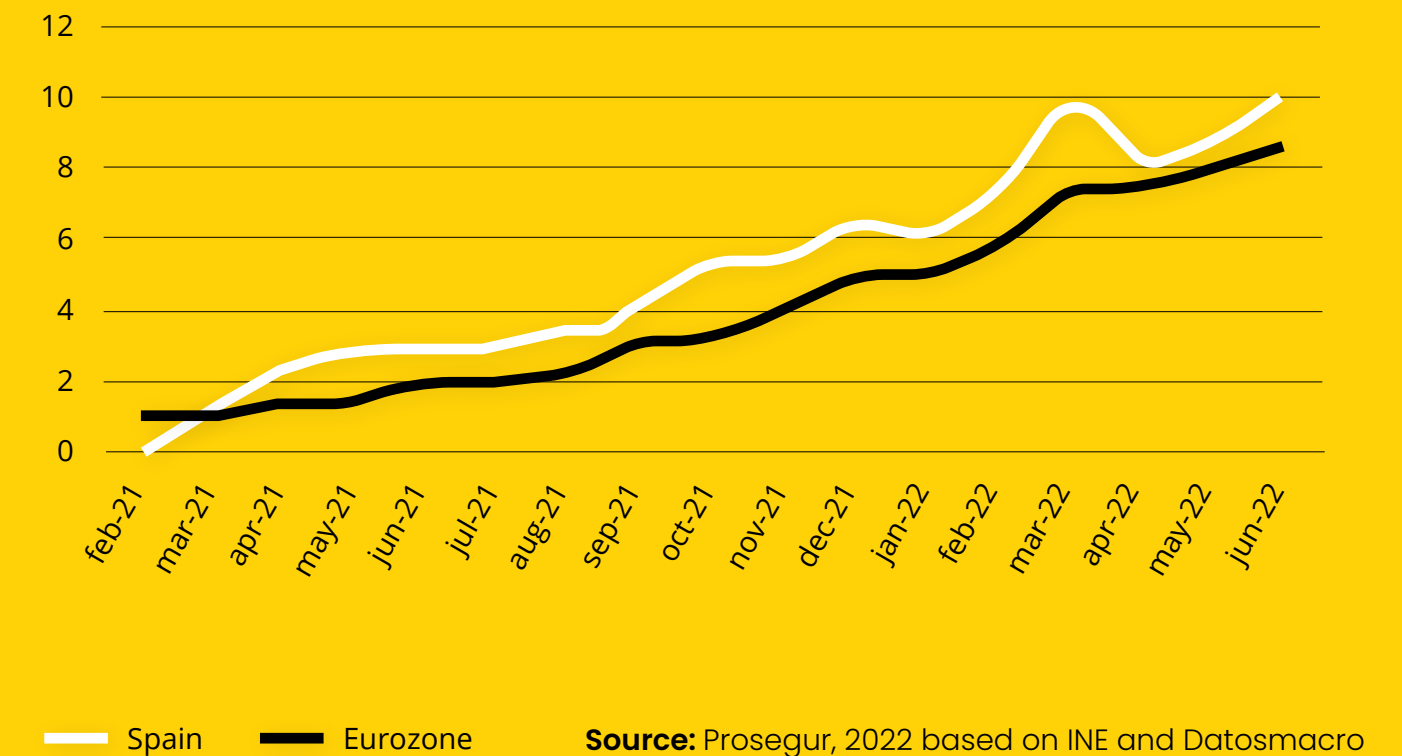
In recent months there has been an increase in fuel, energy and food prices influencing increased inflation and the CPI, causing direct and indirect effects on other problems such as the erosion of social cohesion or food insecurity, among others. Thus, for example, while the price of gas in February was 4,66 USD/BTU, in June it was 7,67 USD/BTU; in the case of oil, a barrel of Brent in February was 111.14 dollars, while in June it was 121.74 dollars a barrel. On the other hand, the price of raw materials such as gold, aluminum and copper has fallen in recent months.

Inflation is rising very significantly in various regions and countries: for example, in Spain it reached its highest in 2022 in June, standing at 10.2%; in Lebanon in May this year it was 211.4%; and in Turkey it rose to 78.62% last June. The imposition of sanctions on Russia may have a direct impact on the development of some sectors such as construction or the automotive industry, directly affecting the end consumer, generating unrest and social conflict.

Sectorial social unrest

According to the latest studies by **FOESSA Foundation**, in recent years the number of social conflict events has increased, partly due to the greater gap between citizens and the politicians, as well as economic stagnation in the last two years. All this has led to the rise of different social upheavals, such as the movement of the yellow and green vests in Spain, especially during March as a social reaction to the rise in fuel prices previously mentioned, or the mobilizations of the Dutch agricultural sector in the first weeks of this summer in response to intention of reducing the usage of fertilizers and livestock to reduce pollutant emissions.

Inflation rate 2021-2022



From indefinite stoppages in the transport sector, which lead to problems in distribution, logistics and shortages, to social mobilizations, these protests try to use social turmoil as a method of dissemination in the media and challenge the status quo.



Uncertainty drivers

An exhausted society

In the first half of 2022, it became evident the role of social mobilization and its capacity to propose and demand changes from governments whom are occasionally detached from societies. The shortages and financial crisis are driving citizens in countries such as Sri Lanka to take to the streets, paralyzing the country in the face of the ban on the sale of fuel to private consumers. In other countries such as Ecuador and Peru, demonstrations and protests are taking place in the face of similar social discontent, and in Panama these mobilizations have led to a freeze on the price of a gallon of fuel. Finally, in Sudan, since the coup d'état of Al Burhan in 2021, society is also demanding through protests and rallies a real transition to democracy, which shows the active role of an increasingly dissatisfied and frustrated citizenry.

Implications

01.

Growth of **social anomie** or non-recognition of authority and disregard for norms.

02.

Strengthening of cancel culture and disinformation.

03.

Social disorder facilitates **the spread of social, economic and political actors.**





Evolution of **global** trends in 2022

STAKEHOLDER ECONOMY

Redefining the economic model





Uncertainty drivers

Is there light at the end of the tunnel? Redefining economic expectations

Rising inflation caused by situations such as the crisis in Ukraine is reducing the growth expectations forecasted months ago. In fact, the International Monetary Fund (IMF), in its April **World Economic Outlook**, has determined the increase in GDP for the global economy at 3.6, 3.3 for advanced economies and 3.8 for emerging and developing economies, compared to 4.4, 3.9 and 4.8 in January, respectively. In this regard, according to the European Central Bank (ECB) a cut in Russian gas supplies to Europe would cause GDP growth to fall to just 1.3% in 2022. Meanwhile China's expected growth is slowing due to a confluence of hard confinements in cities (COVID-19), the war in Ukraine and the real estate crisis, which will significantly cut the 5.5% growth target.

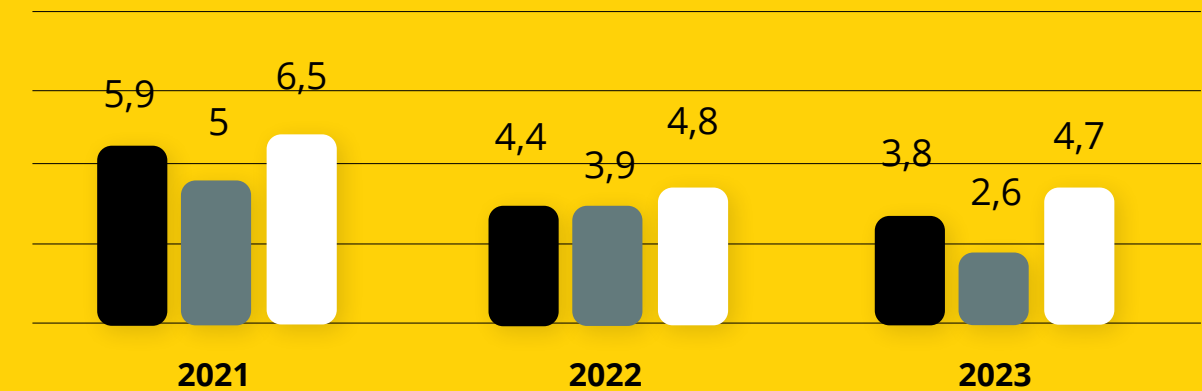
Recent geopolitical events have generated further price increases in commodities and fuels as well as numerous supply chain disruptions. As a result, inflation is expected to remain elevated in the coming months. In addition, for the first time in 20 years the euro and the US dollar have reached parity in July 2022 which will have an impact on different sectors and categories such as tourism, trade or public debt.

Crypto winter is coming

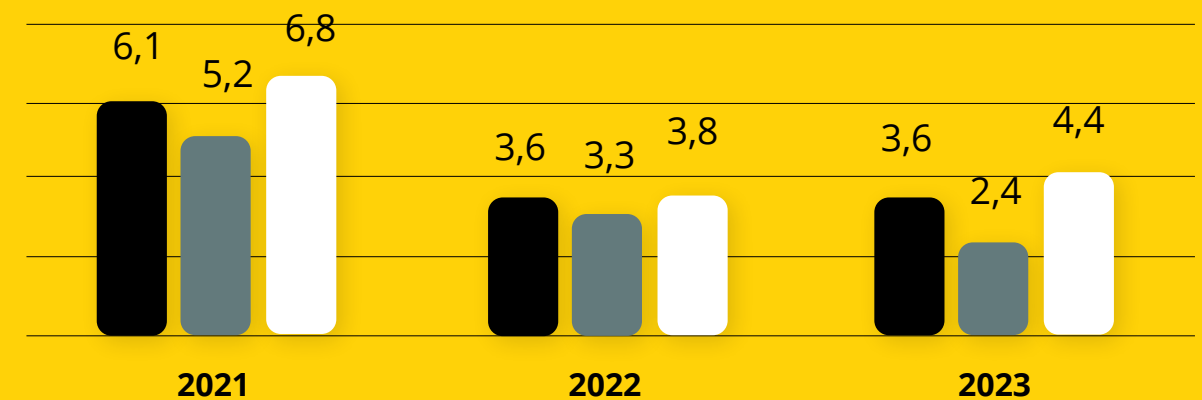
In recent years, new forms of platform economies such as cryptocurrencies have become popular; however, these months **their winter seems to be coming**: their value has plummeted significantly in the first half of 2022 which has affected large and well-known cryptoassets such as **Bitcoin y Ethereum**.

In addition, the collapse of the Celsius portal and its subsequent **bankruptcy** or the decisions of Binance and Coinbase **to close Russian accounts** to close Russian accounts highlight the volatility and tensions of the crypto market given the global geopolitical and economic situation.

World growth projections (January 2022)



World growth projections (April 2022)



- Global economy
- Advanced economies
- Emerging market and developing economies

Source: Prosegur, 2022 basaded on **FMI**



Uncertainty drivers

Macroeconomy: the recession abyss

This increase in inflation and core inflation - which reflects the prices of an economy excluding fuel and food - are bringing different topics of debate to the table, especially related to economic growth. The European Central Bank (ECB) has announced that it will temporarily halt the purchase of debt from countries, as well as the announcement of an interest rate hike by 0.5 basis points, punishing risk premiums and raising fears of another sovereign debt crisis. Meanwhile, other agencies such as the Bank of England (BoE) and the US Federal Funds Rate (FED) also announced interest rate hikes, to 1.25% and 1.75%, respectively. In fact, the chairman of the FED has admitted that a recession is possible, estimating year-end rates between 3 and 3.5%, which will slow down the economy.

All this means that the risk of recession and stagflation sow doubts about the macroeconomic scenario: while some experts consider that countries such as Spain are already in stagflation and are heading towards recession, others assure us that the risk is not so high. Nevertheless, the scenario is one of high uncertainty and a tightening of international finances which could place many of the world's economies on the brink of recession.

Implications

01.

The **economic crisis is systemic**: it changes growth expectations with its cascading impacts.

02.

Volatility in traditional economy and crypto world **add uncertainty**.

03.

Transformation of industry on purpose and **rethinking of business lines**.





Evolution of **global trends** in 2022

INDIVIDUAL EMPOWERMENT AND CHANGE OF VALUES

Me vs. the world





Uncertainty drivers

New generation of prosumers

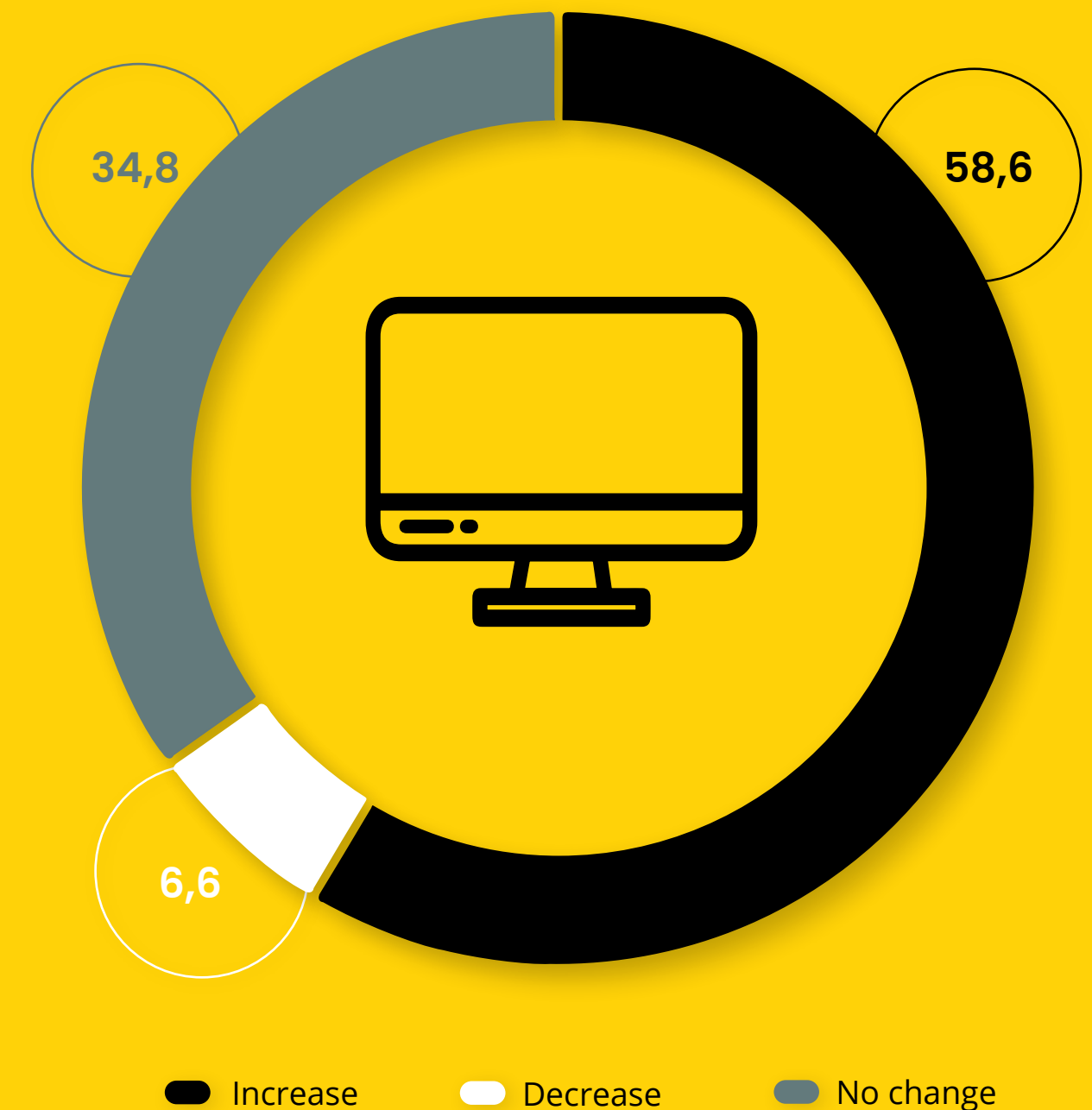
In recent years, the relationship between consumers and brands has undergone a significant transformation; consumers now demand a greater capacity for personalization and customization of products and services, as well as corporate social responsibility to address social problems. As a result, a new generation of prosumers is consolidating or consumers that simultaneously demand to participate more or less actively in the production and design of products, considering themselves researchers because they inform themselves before making decisions, and unfaithful because they feel less commitment to the brand. **The last reports**, such as the one prepared by Llorente y Cuenca in February 2022, point out that consumers are progressively more demanding, more skeptical and more incredulous about corporations' purpose discourse and the so-called "toxic positivisms", putting the focus on encouraging safety and transforming the channels and formats of relationship between both parties into new communication codes.

The News just one click away

Approximately 3.5 billion people worldwide (around 45% of the global population) use social networks and applications. Online media and especially social media platforms, have a decisive influence when purchasing new products. As detailed **in the I Veepee-IESE Study on the future of e-commerce in Spain**, 80% of consumers recognize that they are influenced by the media in their decisions, with half of them considering that social media platforms have the greatest impact, even more than television. This is a pattern that is being repeated in various countries: for example, in the United States a **recent study by Common Sense Media** points out that the use of screens in teenagers has increased by nearly 20% between 2019 and 2020, more than in the previous four years. In addition, platforms such as Twitch have a high prominence among young and teenage audiences, and was, as an example, even used to broadcast the 6th of January assault on the U.S. Capitol in 2021.

E-commerce has increased in Spain during the last year

Source: Prosegur, 2022 based on **Veepee-IESE**





Uncertainty drivers

From the Great Resignation to the Great Stampede

The COVID-19 pandemic has marked a turning point in the search for physical and mental wellbeing. Possibilities for conciliation such as teleworking are emerging as one of the main reasons why people voluntarily quit their jobs, a trend that began to become popular in 2020 and 2021 in the United States and, in a minor degree in the United Kingdom, but that is reaching other countries such as Spain.

A survey of 2,400 Spanish CEOs in the first months of 2022 has concluded that the main reason for changing jobs continues to be the search for better conditions, although a third of those surveyed have detected a greater turnover in their workforces than in previous years. This implies a reorientation in talent retention for private corporations, which must continue to align their business objectives with the social needs that talent, especially young talent, currently demand. Therefore, teleworking is postulated as a way to attract and retain staff. In fact, according to **McKinsey**, in countries such as the United States, teleworking is one of the main reasons for finding a new job.

Implications

01.

Skepticism and disbelief in **toxic corporate positivism**: purpose is not seen through.

02.

Social media's influence over television is increasing.

03.

The fight for talent **is about retention**, not just recruitment.





TECHNOLOGICAL CONVERGENCE

Exponential global development





Uncertainty drivers

Time flies faster and faster

According to Webber's Law, time is passing faster and faster: there is a reduction in technology development time, a reduction in technology implementation time in society (horizontalization) and a reduction in technology use time. In the midst of the development of an ecosystem of compatible technologies, there is a rapid and unpredictable evolution of new short-cycle trends such as the interest in metaverse or the value of Non-fungible tokens (NFTs) and cryptoassets.

Another clear example is the cycle change that is occurring at the corporate level, including large Silicon Valley tech companies. **Large corporations**, such as Uber, Amazon, Netflix, Meta, Tesla, Microsoft and Coinbase seem to be paying for the excesses of the **last tech boom** with stock price drops and **hiring freezes**, even in recent months also with **waves of layoffs** and **signs of evaporation**. This accelerated speed is reflected by how in the beginning of the year 2000 we were faced with company disappearances of between 2 and 3 billion dollars, while now many are between 20 and 30 billion; for this reason, it is called the era of the doped dotcoms.

Data in an intelligent ecosystem

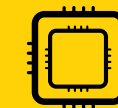
According to **Gartner**, from the main technology trends of 2022 among which flexible data integration and comprehensive security meshes stand out, we can conclude that this is the time for intelligent organizations. For agile and intelligent decision making in the current context of acceleration and change, adapting to reality from different external and internal information sources from a secure and reliable environment is becoming more necessary than ever.

Achieving integrated ecosystems in secure environments requires, first and foremost, protecting the physical and digital layers; this task is becoming increasingly complex, especially given the **new hybrid phenomena** affecting governments, critical infrastructures, telecommunications, media and strategic sectors such as energy or banking. Thus, in addition to the physical layer, the crisis in Ukraine, has brought cyber-attacks aimed at destruction, filtration or disinformation, mainly through denial of service (DDoS) attacks, defacement of websites, phishing and malware¹.

Technology Trends for 2022



Data Fabric



Cyber-security Mesh



Privacy-Enhancing Computation



Cloud-Native Platforms



Composable Applications



Decision Intelligence



Hyperautomation



AI Engineering



Distributed Enterprise



Total Experience



Autonomic Systems



Generative AI

Source: Prosegur, 2022 based on **Gartner**

¹ WhisperGate, HermeticWiper, CandyWiper, DoubleZero, IsaaxWiper or DesertBlade are some of the best known used in the conflict.



Uncertainty drivers

Empowering and responsible artificial intelligence

According to the OECD, technology that empowers people is assumed to have been the most important technology of the last two centuries ahead of process² automation technology. Organizations always need employees with capabilities amplified by cutting-edge technology; in this regard, artificial intelligence (AI) is seen as one of the most productive ways **to empower people** in today's business environment.

Although not the first, 2022 is undoubtedly a year marked on the agendas of major powers to regulate artificial intelligence, as seen in **Europa Union** or countries such as the **UK** and **Canada**.

At the same time citizens are increasingly aware of how AI impacts their lives, identifying its use in numerous areas of their daily lives, but also the lack of knowledge and control they have over them generate significant rejection. Being these systems inherently neutral, they have generated, and will surely generate, situations of use and abuse by the people in charge of their design and implementation, especially in terms of discrimination and privacy. This civilian sensitivity generates important demands to companies, demanding reliable technological developments and specifically, **responsible artificial intelligence**.

² An example of this can be found in the technological breakthrough of airplanes, which undoubtedly gave rise to a new profession: pilots. As aeronautical engineering developed, the productivity of pilots increased due to their ability to transport more and more passengers in the same hours of flight time.

Implications

01.

Faster and more unpredictable
technology trends

02.

In search of an **ecosystem of compatible technologies:** integration will become increasingly important.

03.

Competitive advantages will be achieved to the extent that **technologies** are at the service of people.





Evolution of **global trends** in 2022

HEALTH AND WELLBEING

New lifestyles





Uncertainty drivers

Food insecurity: global crisis

Armed conflicts, violence and organized crime, as well as other environmental issues such as drought, are the main drivers of food insecurity in countries such as the Democratic Republic of Congo, Ethiopia, northern Nigeria, northern Mozambique, Somalia, Ukraine and Yemen, among others.

Violence reduces people's access to basic food, especially to activities related to agriculture or commercial services, causing waves of displacement and refugees, a trend that looks set to continue to increase in the coming months. The crisis in Ukraine is generating serious disruptions in livelihoods, supply chain and infrastructure, trends that already existed before.

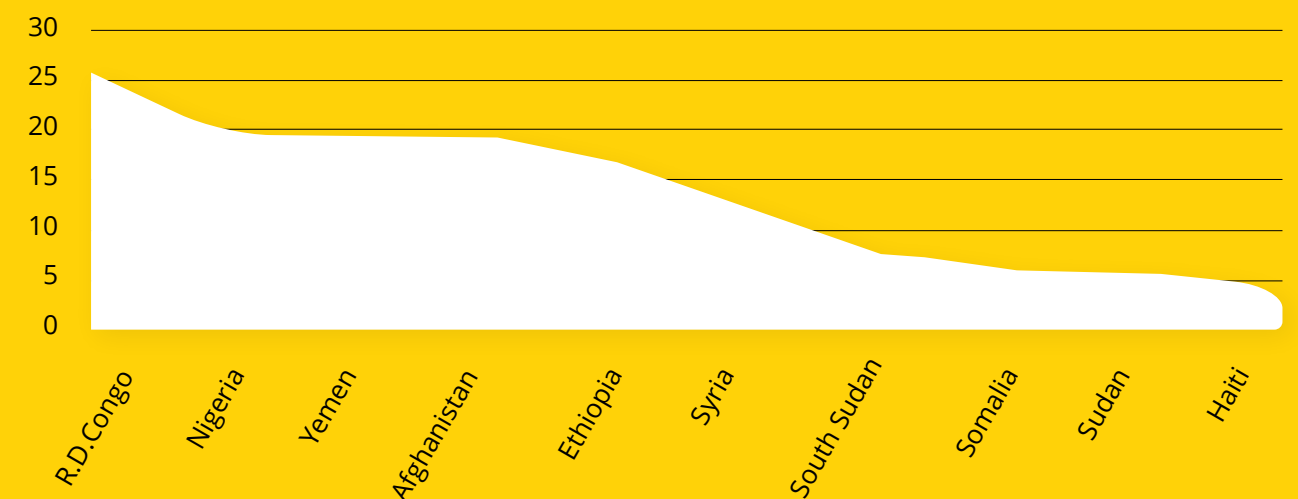
The FAO Price Index has increased by 40% between May 2020 and May 2021, having surpassed historical records of years such as 2008 or 2011, especially due to higher prices of vegetable oils and cereals, and will continue to put pressure on food insecurity in the short term.

It seems that food insecurity **goes hand in hand** with water insecurity, and for now, problems of access to food and water **are not expected to improve**.



Number of people in acute food insecurity in hotspot countries (in millions)

Source: Prosegur 2022, based on FAO





Uncertainty drivers

What COVID-19 didn't teach us

The economic and geopolitical situation is placing significant constraints on healthcare access and treatment, the prices of which are very unequal between countries according to **The Mental Health Price Index 2022**. The Mental Health Price Index 2022. The emergence of new outbreaks, alerts and diseases have emerged in a context of de-prioritization caused by the COVID-19 pandemic that has limited the attention they deserved, as stated by the **WEF**, 2022. The 2022 epidemiological alert of **simian** (or monkey) pox, the outbreak of the **Marburg virus** or the surge in **measles cases** have highlighted the needs for improvement in the response capacity in the field of health.

In addition, delays in treatment and collateral damage due to the neglect of non-COVID19 pathologies have had a strong impact on mental health³. This is compounded by feelings of loneliness and social isolation, which have increased the effects of anxiety and depression. Thus, mental health ranks sixth in the risks of 2022, according to WEF, the first time it has been in the top 10.

³ **WHO** has published a report in mid-2022 calling for a deepening of the value and commitment in this area.

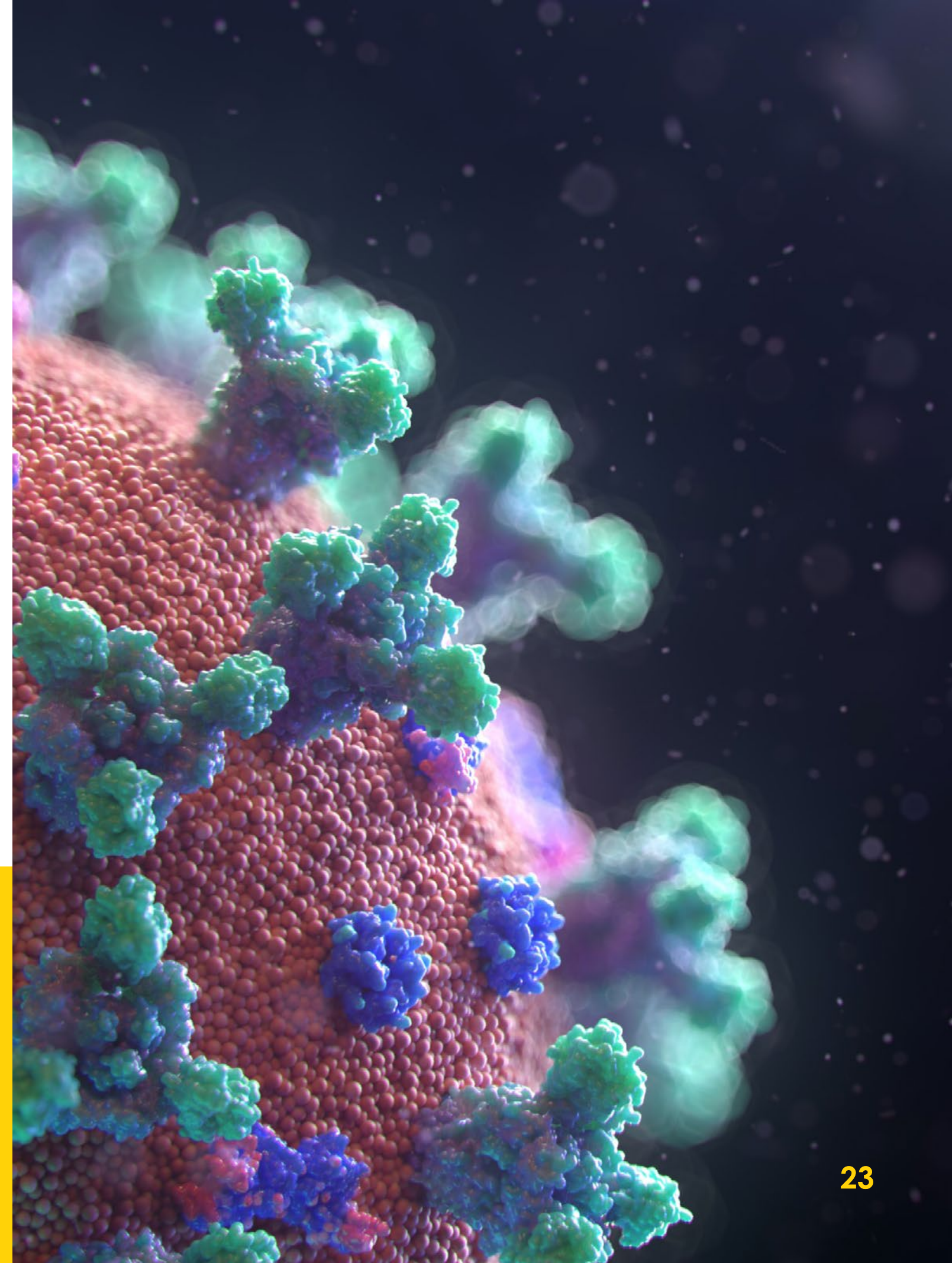
Implications

01.

Sustainable care: health and food will be in the focus of sustainability.

02.

Health and safety are increasingly understood in a broader and more holistic sense.





Evolution of **global trends** in 2022

ENVIRONMENT AND SUSTAINABILITY

The ecosystem as a priority





Uncertainty drivers

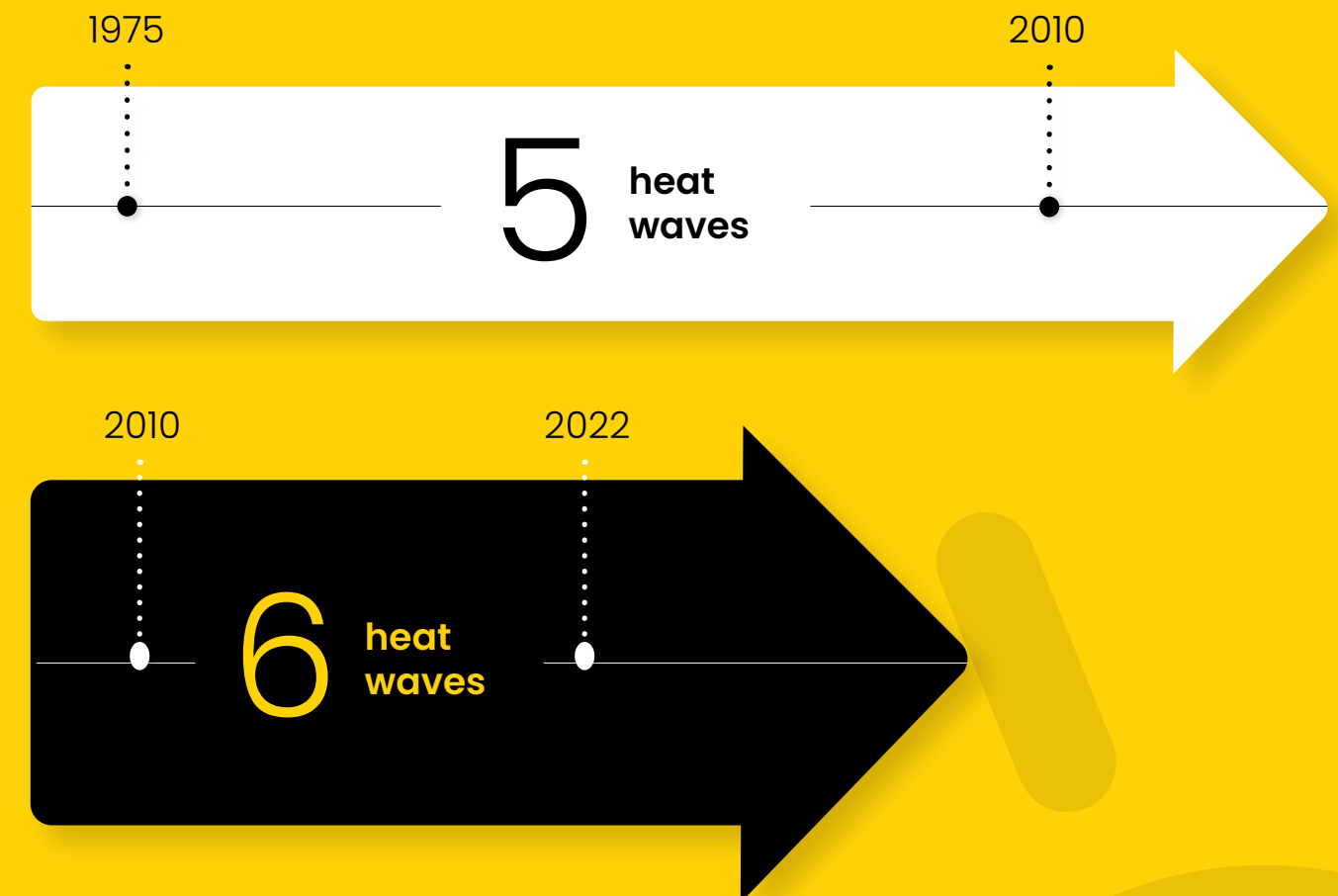
Nature roars louder and louder

Natural disasters have had a major impact in recent months. Floods and landslides in Brazil have left more than 40 people dead in June, hurricanes in Mexico resulted in numerous people being reported missing and dead and tropical storms in the Philippines left in more than 50 people dead in April.

Extreme weather events have continued their trend in the first half of 2022. March was characterized by warmer weather conditions in much of the world, with particular relevance in Australia, parts of Latin America and central Africa. In fact, according to the **National Oceanic and Atmospheric Administration (NOAA)**, record temperatures covered more than 5.5% of the world's land area. More recently, an unprecedented heat wave has been experienced across much of Europe, with historic temperature warnings in countries such as the United Kingdom, leaving many people dead. Specialized meteorological agencies, such as the Space Weather Agency (AEMET), are warning that the frequency of heat waves is increasing.



Evolution of frequency of heat waves in Spain over the last 47 years



Source: Prosegur, 2022 based on AEMET



Uncertainty drivers

The engine that revolutionizes the world

One of the main axes of the current conflict is the energy shortage that many countries are facing. Already in *the 2022 spotlights* report we pointed out that the price of fossil energy increased by 95% between October 2020 and October 2021 and in the first half of 2022 gas prices have continued to rise. For this reason, many countries are trying to renegotiate trade agreements with companies and other nations, as well as stimulating their productive market to face the coming months to supply demand. For example, the Prime Minister of Australia, Anthony Albanese, has recently announced that some states such as Queensland or New South Wales, with approximately 13 million people, could suffer power cuts this austral winter. In fact, although their gas production has increased and with it the number of exports, the high external demand prevents the use of surpluses in the domestic market. The possibility of a total cut in Russian gas supplies is leading other countries such as Hungary and France to take different measures. Hungary has become the first country in the European Union to declare a state of energy emergency, increasing domestic production and prohibiting exports, while France is considering the total renationalization of EDF, its main energy company, arguing that it would help to guarantee the country's energy independence and produce a greater amount of decarbonized energy.

All this is fueling the debate around renewable and fossil fuels in the market and their impact on the environment, as well as a review of financial policies. As an example, on the 6th of July, the European Parliament endorsed natural gas and nuclear energy as "green energies", considering that they can contribute to the fight against the effects of climate change.

Implications

01.

Rethinking
the energy
**model and a
paused green
transition.**

02.

**Changes in the
global energy
landscape**
and their
geopolitical and
gocioeconomic
implications are
on the horizon.

03.

Growing
concerns about
**nature and
its impact on
health and
safety.**





03

Yet to come:
what to expect



Yet to come: what to expect

In addition to the **major technological and environmental trends** that are setting the pace for 2022, **disruptions in the economic and geopolitical spheres** are having a major impact on the security context. At the beginning of the year, we noted two impacts that continue to rise:

Social disorder has been strongly boosted by inflation. In addition to the rise in energy and oil prices, the steep increase in food prices has generated **social discontent leading to protests and social conflict**. Although these are legitimate reactions to the threat to the economic, physical and mental well-being of citizens, they can generate spaces where fear and anxiety in the face of enormous uncertainties can precipitate frustration and anger, leading to **extreme polarization and discrimination**. Therefore, there is a greater risk of **social unrest and violent activity**⁴ that will have an unequal impact on the citizenry in geographical, economic and sectoral terms.

Organized crime constantly demonstrates its capacity to adapt in order to establish sustainable predatory relationships. The **war in Ukraine**⁵ war in Ukraine has been exploited for arms, human and **natural resources trafficking**, or sophisticated **criminal technological innovation** are current examples of this. **Sector-based professionalization**⁶ poses a growing threat to companies, which will become lucrative targets for highly specialized organizations that will seek **higher economic returns** on their illicit activities in the current economic climate.

These security impacts derive from the evolution of trends themselves, but the future is unwritten and anticipating these contexts has precisely the purpose of changing what is anticipated. This will be achieved to the extent that we work with intelligence and foresight and with new and better ways of mitigating risks; facing threats with creativity, courage and serenity.

⁴ This is shown by the almost 30% **increase in homicides** in Chile in the first few months, the rise in crime in South Africa, the declaration of a **State of Emergency** in Peru and **the spiral of crisis and violence** in Haiti.

⁵ For all types of activities such as **human, arms or drug trafficking**, among others.

⁶ For example, specialization in **organized retail crime, organized food crime** or infiltration of the **transportation** industry.

The **Misery Index** is at its highest level for almost 40 years globally: **14.7 in May 2022**.

The average inflation rate in the world is **7.4%**, in 2021 it was **4.35%** and in 2020 **3.18%**.

The average level of global peace has decreased by **0.3**, and the global economic impact of violence grew by 2.1 trillion dollars compared to last year (**GPI, 2022**).



From purpose to action with impact

There is still time left in 2022 to take on challenges, meet objectives and prioritize purposes, but this will require us to set aside **time to think, to assess what has been gained, what has been lost and what has been learned**. In this interregnum it is favorable to analyze where we are, where we are going and how we are doing as well as allowing ourselves to constructively doubt ourselves: to question whether what we are doing is the best way to do it and to ask ourselves uncomfortable but necessary questions to decide how to bring about change before it is change that causes us to make decisions.

That change must be innovative and must allow us to move from **purpose to action with impact** and be part of the learning chain. However, there is no innovation without people, since ingenuity and creativity are two of the most important assets in times of chaos and uncertainty.

All this requires energy, another strategic asset that drives people and the economy, transforming lives and businesses and making the world vibrate. Let us stop looking for certainties in an environment plagued by uncertainties and let us be a source of energy and hope for a changing and better world.



We guarantee the safety of people,
businesses and society as a whole.