

Risk & Opportunity Report 2009

Mondaymorning



From Risk to Opportunity

2008 was the year of the great crises – the year when the food crisis, oil crisis, climate crisis and financial crisis set the daily agenda.

The crises feed each other and require answers that are equally interlinked.

When the financial crisis accelerated in the fall of 2008, it removed focus from the climate crisis. But it soon became apparent that the two crises are interconnected and must be addressed concurrently. In fact, the same goes for all the global crises ahead of us – poverty, chronic diseases, water scarcity, food shortage etc.

Monday Morning has charted seven of the world's largest crises and their mutual interaction. The purpose has been to give societies' decision makers – Monday Morning's readers – insight into the challenges confronting them. As it emerges from the last chapter in this "Risk and Opportunity Report 2009", the seven challenges all depend on leadership. The world needs leaders with the necessary understanding of the anatomy of these crises, and the necessary courage to develop the required solutions. This needs to happen soon. We are about to run out of time.

While 2008 was the major crisis year, 2009 should be the year when the major solutions are identified and revealed. 2009 is not just the last chance for finding a solution to the climate challenges. The climate problems can not be solved in isolation. It is now that we should lay the foundations for the strategies that will pave the way for a real, new world order, built on sustainable and long term solutions for the planet's greatest challenges.

There have been enough declarations of intent in the last decade. 2009 should and must be about concrete answers, otherwise we risk going beyond the tipping point where it is no longer us that controls future developments, but vice versa.

With its "Risk & Opportunity Report 2009" Monday Morning hopes to challenge and inspire societies' leaders to develop new solutions, so that 2009 will be remembered as the year in which the risk and crisis society was transformed into a new innovation society.

Erik Rasmussen,

CEO and editor in chief Monday Morning

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Chapter 1. The Seven Interconnected Crises

The financial crisis is not an isolated event. It is one of seven interconnected global mega crises which can dramatically change political and financial conditions across the globe. The Monday Morning global risk assessment reveals that none of the global crises can be addressed as isolated incidents. If one crisis is left unsolved, the other global crises will return in new forms and become wicked problems with much higher economic costs. [Page 4](#)

Chapter 2. The Financial Crisis

Why has the current financial crisis turned out to be the worst since The Great Depression of the 1930s and how can it be solved? Why are nationstates unable to stop the downward spiral, and how can a global financial reform and a New Global Deal create a New Economic World Order. [Page 11](#)

Chapter 3. The Climate Crisis

Global climate will in the next few years change much faster than scientists predicted just a few years ago. In just five years, the Arctic sea will have melted completely, and mankind is facing one of the greatest challenges ever. The Climate Crisis is the Ground Zero of the global mega crises. But what can be done to avoid a catastrophic 6°C increase of average global temperature this century? [Page 16](#)

Chapter 4. The Food Crisis

The world is on the brink of a global food crisis and 923 million people are undernourished. The food markets are expected to be turbulent for the next 5-10 years, the financial crisis create liquidity problems for farmers and climate changes can create new problems feeding the growing world population. Nevertheless, the food crisis can be solved through a new agricultural revolution. [Page 22](#)

Chapter 5: The Health Crisis

Lifestyle illnesses such as diabetes, cancer and heart disease claim 96.000 lives every day around the world, and many African countries are in shortage of doctors. Meanwhile, health costs are growing rapidly in all Western countries and in a few years it could become one of the major economic challenges. The health crisis is all too important to be neglected. [Page 28](#)

Chapter 6. The Poverty Crisis

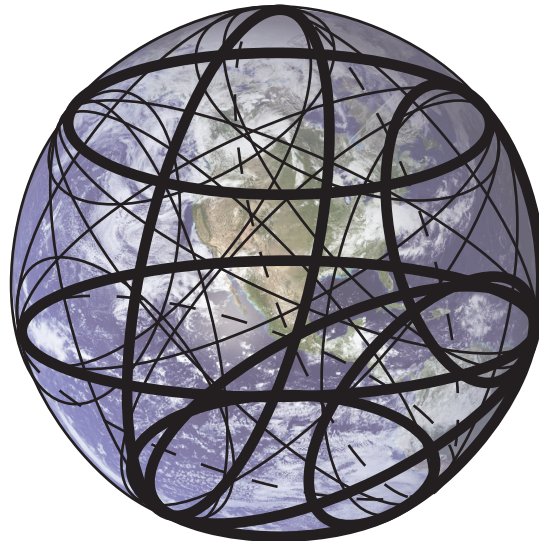
The number of poor has declined every year for the last twenty years, but the financial crisis, economic crisis and climate crisis could in a few years undermine the great progress made. The vicious circle of poverty can be broken and the bottom of the global pyramid can become the world's largest growth market. [Page 34](#)

Chapter 8. The Security Crisis

The global security problems are growing and becoming more complex. The world is not only facing classical threats of war, terror and spreading of weapons of mass destruction. The financial crisis could lead to social and political collapse and instability in highly populated countries like China and Russia, and the climate crisis could potentially become the biggest security threat of the 21st Century. [Page 46](#)

Chapter 7. The Resource Crisis

Oil and raw material prices reached record levels during the summer of 2008, but the escalating financial crisis and the world recession are bringing down costs at a speed never seen before. What happened and why are the fundamental forces behind the resource crisis still in place? And how could water become the next big global resource crisis? [Page 40](#)



Chapter 9. The Call For Global Leadership

Seldom have the world's decision-makers been confronted with such a deep, complex and dangerous set of interconnected global crisis. But how can political and economic leaders move ahead of the crises, and why do leaders need to develop a new generation of global institutions, partnerships and alliances? [Page 53](#)