



**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2022**

**S1**

**UNDERSTANDING THE MEGATRENDS OF THE 21ST CENTURY - A CRITICAL  
STEP TOWARDS GETTING THE WORLD WE WANT**

## | BACKGROUND

Over twenty-five hundred years ago the Chinese general Sun Tzu noted that success in any undertaking is intrinsically linked to knowledge when he wrote “to know your enemy and to know yourself, in a hundred battles you will never be defeated”.

The theme of PMAC 2022 is “The World We Want: Actions Towards a Sustainable, Fairer and Healthier Society”. If knowledge is power, then to be successful in achieving the world we want we need to be well informed about the challenges ahead. As has been noted elsewhere, PMAC 2022 aims to take a long view by focusing on the ‘mega trends’ that are shaping the 21st century and the complex interplay between them, and how they are already reshaping our global health landscape. By understanding these “mega trends” and how they are likely to impact on the world around us is a critical step towards “knowing your enemy” and being victorious in achieving the world we want.

Session 1 will provide an overview of those trends that are mostly likely to define the future world we will live in, as well as identify actions that the world can take to minimize the impact of those trends that could be most destructive and maximize those that could be most beneficial.

## | OBJECTIVES

Understand how ongoing and emerging mega-trends spanning evolving demographic changes, expanding environmental degradation, social and economic inequities, the recalibration of geo-political alliances and power, and looming technological revolutions are likely to impact the health of the world’s population and identify actions to make the world’s social, political and economic systems better able to cope with these changing dynamics.

Following PMAC2022 expand the outreach of Session 1 by publishing an article based on the substance of the Session 1 keynote and debate in a science journal that targets the general public.



Panelist

## Gro Harlem Brundtland

*Member of The Elders, Former Prime Minister of Norway,*  
and Former Director-General of the World Health Organization  
Norway

Gro Harlem Brundtland, a medical doctor, was Norway's first woman Prime Minister, serving a total of ten years as head of government between 1981 and 1996. She chaired the World Commission on Environment and Development – known as the Brundtland Commission – which articulated the principle of sustainable development for the first time at a global level. She was Director-General of the World Health Organization from 1998 to 2003, UN Special Envoy for Climate Change from 2007 to 2010 and, from 2011 to 2012, was a member of the United Nations Secretary-General's Global Sustainability Panel. Since 2018, Gro Harlem Brundtland has served as a co-chair of the Global Preparedness Monitoring Board, an independent monitoring and accountability body to ensure preparedness for global health crises.