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

Brian Christian

Author, The Alignment Problem; Visiting Scholar

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Brian Christian is the author of The Most Human Human, which was named a Wall Street Journal bestseller, a New York Times Editors' Choice, and a New Yorker favorite book of the year. He is the author, with Tom Griffiths, of Algorithms to Live By, a #1 Audible bestseller, Amazon best science book of the year and MIT Technology Review best book of the year.

His third book, The Alignment Problem, has just been published in paperback. It has been named a Los Angeles Times Finalist for Best Science & Technology Book of the Year, and has been called "Superb" (Hannah Fry, The New Yorker), "Meticulously researched and superbly written" (Virginia Dignum, Nature), and "The best book on the key technical and moral questions of A.I. that I've read" (Ezra Klein, The New York Times). Microsoft CEO Satya Nadella named The Alignment Problem one of the five books that inspired him in 2021.

Christian's writing has been translated into nineteen languages, and has appeared in The New Yorker, The Atlantic, Wired, The Wall Street Journal, The Guardian, The Paris Review, and in scientific journals such as Cognitive Science. Christian has been featured on The Daily Show with Jon Stewart, Radiolab, and The Charlie Rose Show, and has lectured at Google, Facebook, Microsoft, the Santa Fe Institute, and the London School of Economics. His work has won several awards, including fellowships at Bread Loaf, Yaddo, and MacDowell, publication in Best American Science & Nature Writing, and an award from the Academy of American Poets.

Born in Wilmington, Delaware, Christian holds degrees in philosophy, computer science, and poetry from Brown University and the University of Washington. A Visiting Scholar at the University of California, Berkeley, he lives in San Francisco.