



OPPORTUNITY

39

SCOPE **VISIONARY**

UNCERTAINTIES

Technology, Systems

MEGATRENDS

Living with Autonomous Robots and Automation

TRENDS

Artificial Intelligence
Automation
ESG & Beyond GDP
Future of Purpose & Work
Human–Machine

SECTORS IMPACTED

Automotive, Aerospace & Aviation
Communication Technologies & Systems
Consumer Goods, Services & Retail
Data Science, AI & Machine Learning
Digital Goods & Services
Education
Financial Services & Investment
Health & Healthcare
Materials & Biotechnology
Art, Media & Entertainment
Real Estate
Travel & Tourism

What if the future knowledge economy was shaped by the welfare of societies?

THE GOOD ECONOMY

In a distant future that will pivot on advanced machine intelligence and major technological breakthroughs, the future of the knowledge economy will revolve around the sustained well-being of societies where education and innovation thrives. This era will be shaped by globally aligned societal values about technology, harmonisation of related laws and regulations, and technological progress that enhance quality of life and access to services towards the common good.





WHY IT MATTERS TODAY

As technology advances, from advanced connectivity, edge and quantum computing to more AI applications being transformed into general purpose technologies,⁷⁸⁶ people will need to become upskilled in using machines for increased productivity.⁷⁸⁷ AI challenges fundamental aspects of how humans have traditionally gained and used knowledge. Most people can, should they choose, use AI tools to communicate and for creativity.⁷⁸⁸ AI tools have the potential to take over roles traditionally held by humans, from answering customer service enquiries to assembling legal documents.⁷⁸⁹ In the United States, nearly 30% of professionals say they have already used ChatGPT or other AI tools for a work-related task.⁷⁹⁰ In the future, people are more likely to use AI-powered chatbots than search engines⁷⁹¹ and education will most likely be transformed.⁷⁹² Between 2013 and 2021, annual scholarly publications on AI more than doubled⁷⁹³ and corporate investment increased 30-fold.⁷⁹⁴

In today's knowledge economy, work processes are linked to how the human mind develops ideas, making knowledge growth central to economic activity.⁷⁹⁵ Throughout economic history, the most advanced production practices have not always initially been the most efficient or accurate, but have inspired widespread change across sectors.⁷⁹⁶

As the knowledge economy has challenged the concept of diminishing marginal returns through continuous innovation expanding both supply and demand potential,⁷⁹⁷ so will technological breakthroughs and advanced machine intelligence.



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The future of the knowledge economy is a system of production and consumption that focuses on the sustained well-being of societies, blending equity, resilience, and sustainability. Competitiveness will be based on who best protects the future interests and welfare of future societies. Emphasising human-machine collaboration, people will be encouraged to spend more time developing unique perspectives on, and solutions to, challenges beyond those the machine can find.⁷⁹⁸

In an increasingly automated workplace, job roles will evolve to include managing and supervising intelligent systems, ensuring compliance, quality, and effective governance and reporting on performance with transparency and accountability. Analytical skills and creative thinking will stand out as the most important skills for workers.⁷⁹⁹ The future knowledge economy emphasises creativity, imagination, experimentation, and a dynamic human-machine interaction and technological advances⁸⁰⁰ that will drive global models of education and life long learning.

BENEFITS

Merging human-machine creativity leads to new solutions to global challenges and a creativity revival. This maximises productivity, ensuring sustainability and prosperity for today's and future generations. People will experience a life of growth, prosperity, and well-being at its best.

RISKS

The reliance on advanced machine intelligence may result in people having a diminished set of practical skills and knowledge, particularly on the rare occasion when access to advanced machine intelligence is disrupted. Those without access to advanced machine intelligence may fall behind both economically and socially. Not all individuals and nations will prefer globalised economies for growth, prosperity, and well-being.



A future knowledge economy is a system of production and consumption that is focused on safeguarding societies' long-term welfare, blending equity, resilience, and sustainability

