

Transformando... ¿qué? Reinterpretando la transformación digital



BUSINESS SCHOOL

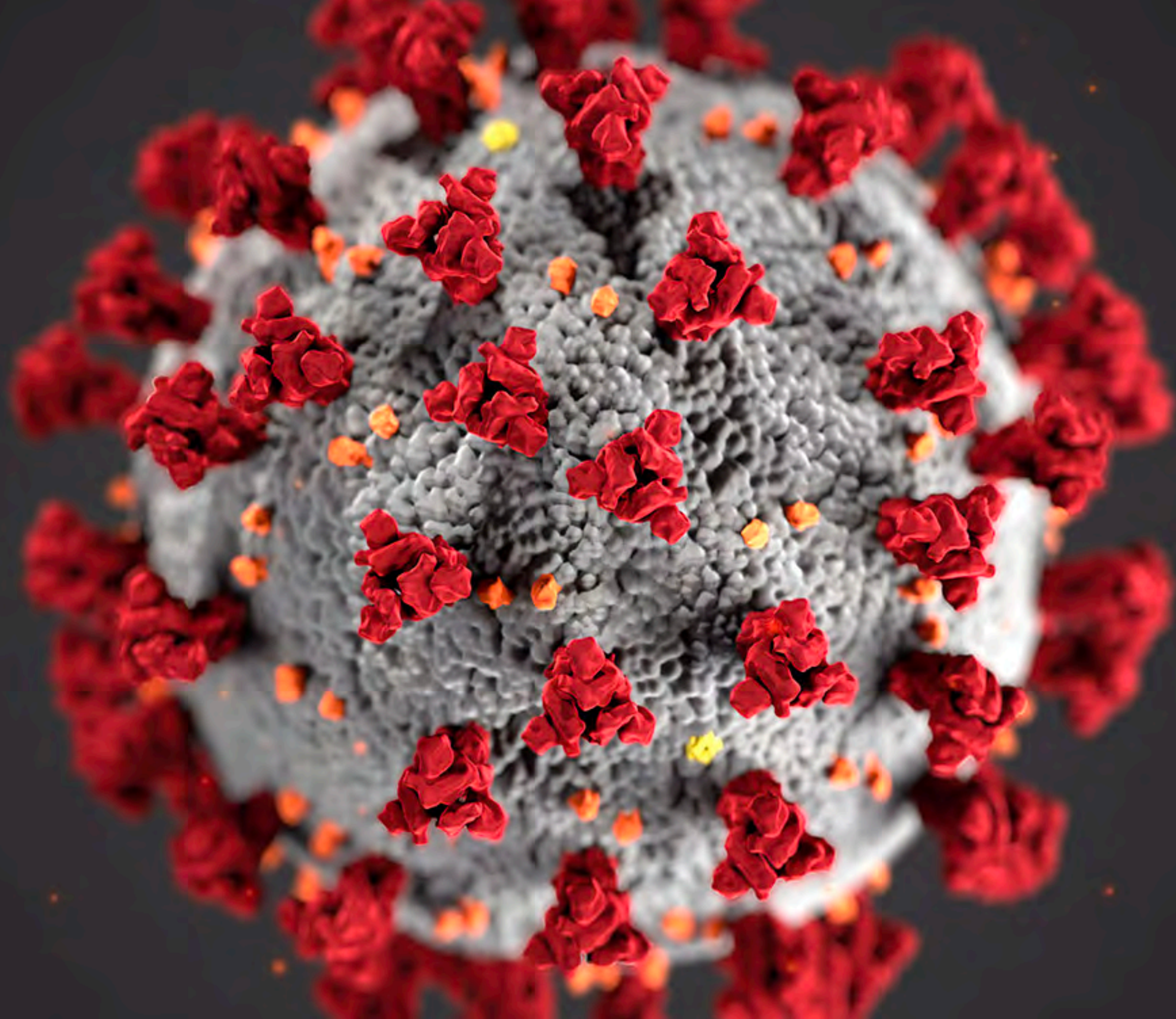
Enrique Dans

<http://www.enriquedans.com>



Santa Cruz, 20 de octubre





The Economist

US-China relations in crisis

The dash to cash

Ethiopia's hidden war

How virus-testing works

MARCH 21ST - 27TH 2020





HYATT CENTRIC

REGENTE

Schweppes

vodafone

Person in a yellow delivery jacket with a blue location pin icon on the back, walking on the sidewalk.



HOW DID
WE GET SO
DANDY
DANDY!











VOLATILITY, UNCERTAINTY, COMPLEXITY AND AMBIGUITY



BRITTLE, ANXIOUS, NON-LINEAR, INCOMPREHENSIBLE

A close-up photograph of Jackie Chan with a distressed expression, his hands on his head. The text "OMG WTF" is overlaid at the top, and "IS THIS SHIT" is overlaid at the bottom.

OMG WTF

IS THIS SHIT











MENU



[ABOUT SR15](#) ▼

[TECHNICAL SUMMARY](#)

[FAQS](#)

[CONTRIBUTORS](#)

[RESOURCES](#)

[GLOSSARY](#)



[SEARCH REPORT](#)

[REPORT HOME](#)

[SUMMARY FOR POLICYMAKERS](#)

[TABLE OF CONTENTS](#)



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SPECIAL REPORT

Global Warming of 1.5 °C

An IPCC special report on the impacts of global warming of 1.5 °C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.

S

[Summary for Policymakers](#)

1

[Chapter 1 Framing and Context](#)

2

[Chapter 2 - Mitigation pathways compatible with 1.5°C in the context of sustainable development](#)

3

[Impacts of 1.5°C of Global Warming on Natural and Human systems](#)

4

[Strengthening and Implementing the Global Response](#)

5

[Sustainable Development, Poverty Eradication and Reducing Inequalities](#)

G

[Glossary](#)



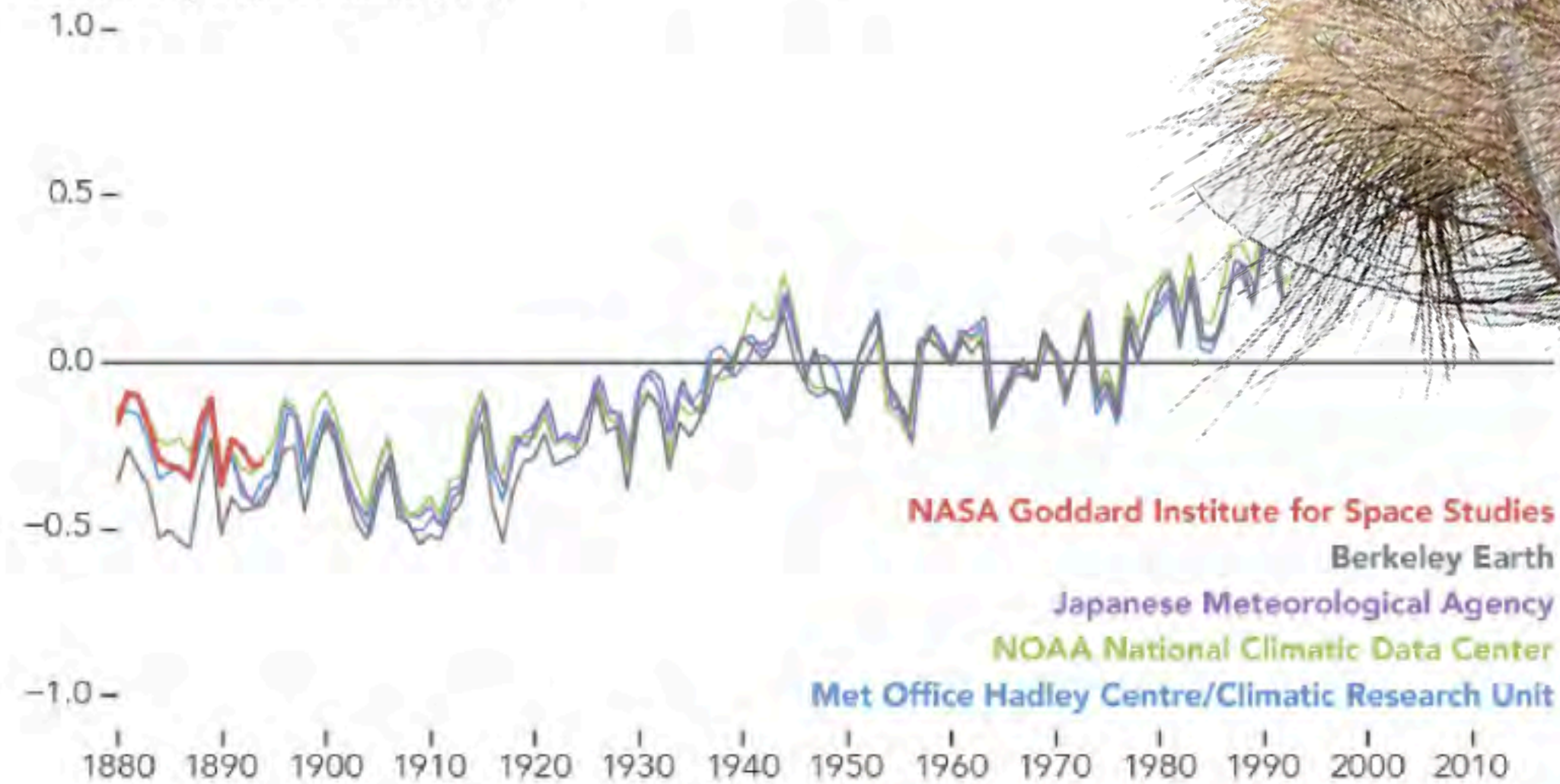
Facts

Evidence Causes Effects Scientific Consensus

Scientific consensus: Earth's

A World of Agreement: Temperatures are Rising

Global Temperature Anomaly (°C)



Temperature data showing rapid warming in the past few decades, the latest data going up to 2018. According to NASA data, 2016 was the warmest year since 1880, continuing a long-term trend of rising global temperatures. The 10 warmest years in the 139-year record all have occurred since 2005, with the five warmest years being the five most recent years. Credit: NASA's Earth Observatory. [Download still image.](#)

Multiple studies published in peer-reviewed scientific journals¹ show that 97 percent or more of actively publishing climate scientists agree*: Climate-warming trends over the past century are



Life...
movements a...
world

NASA studies an un...
Arctic warming event

Can Civilization Survive What's Coming?

The new IPCC report on climate change will fill you with existential dread — rightfully so

3.4K



A firefighter watches the Canyon Fire as it burns on September 25th, 2017, in Corona, California. **Photo:** Luis Sinco/Los Angeles Times via Getty Images

By Jeff Goodell

A thousand years from now, when some vaguely human-like machine digs through the ashes of the 21st century and tries to figure out what happened to those once-thriving animals called *Homo sapiens*, it may be confused about why an intelligent species that could build rockets and write songs like “Imagine” couldn’t heed warnings of its own destruction. A key

Opinion

Time to Panic

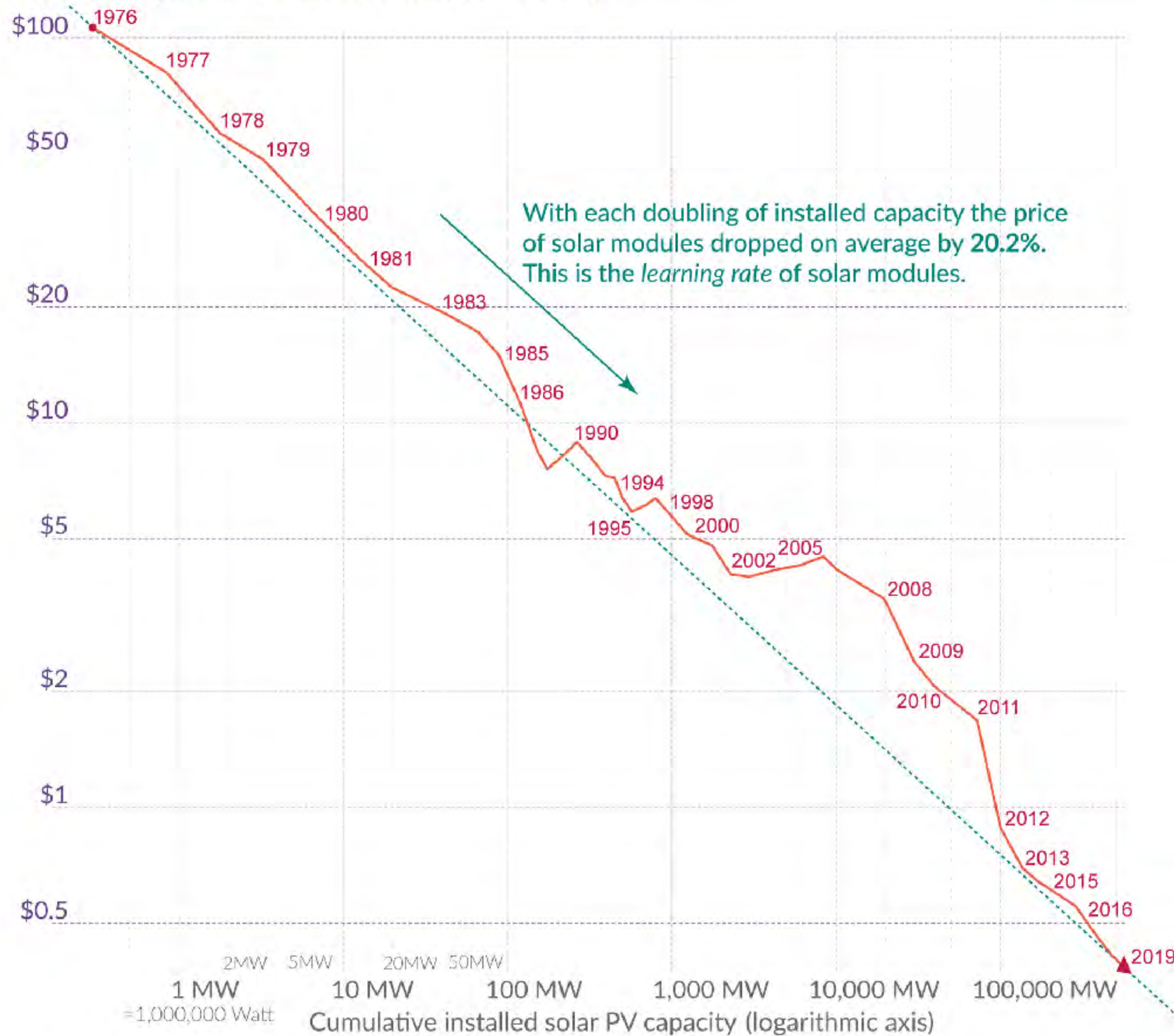
The planet is getting warmer in catastrophic ways. And fear may be the only thing that saves us.





The price of solar modules declined by 99.6% since 1976

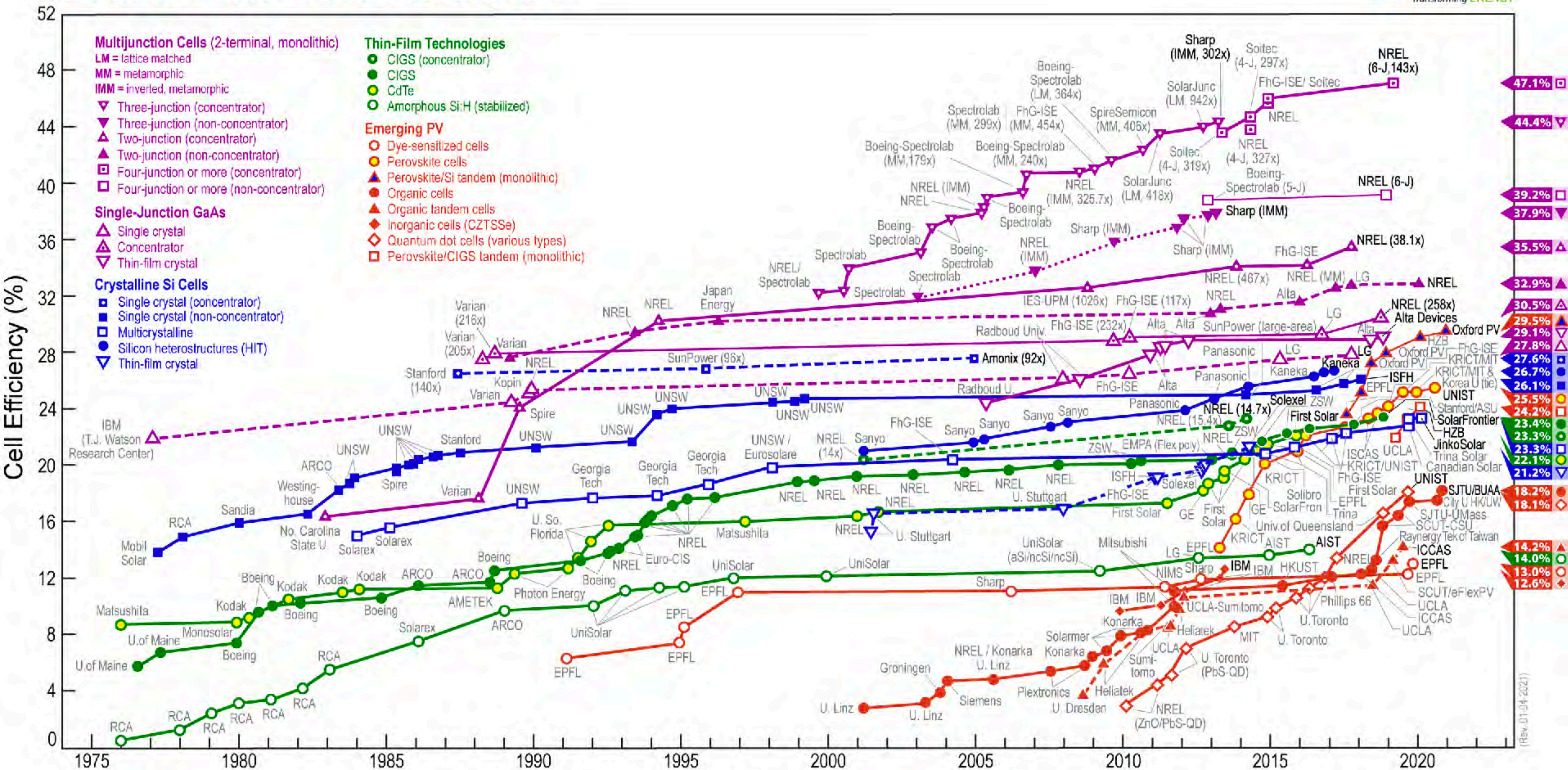
Price per Watt of solar photovoltaics (PV) modules (logarithmic axis)
The prices are adjusted for inflation and presented in 2019 US-\$.
=1,000,000 Watt



Data: Lafond et al. (2017) and IRENA Database; the reported learning rate is an average over several studies reported by de La Tour et al (2013) in Energy. The rate has remained very similar since then.
OurWorldinData.org - Research and data to make progress against the world's largest problems.

Licensed under CC-BY
by the author Max Roser

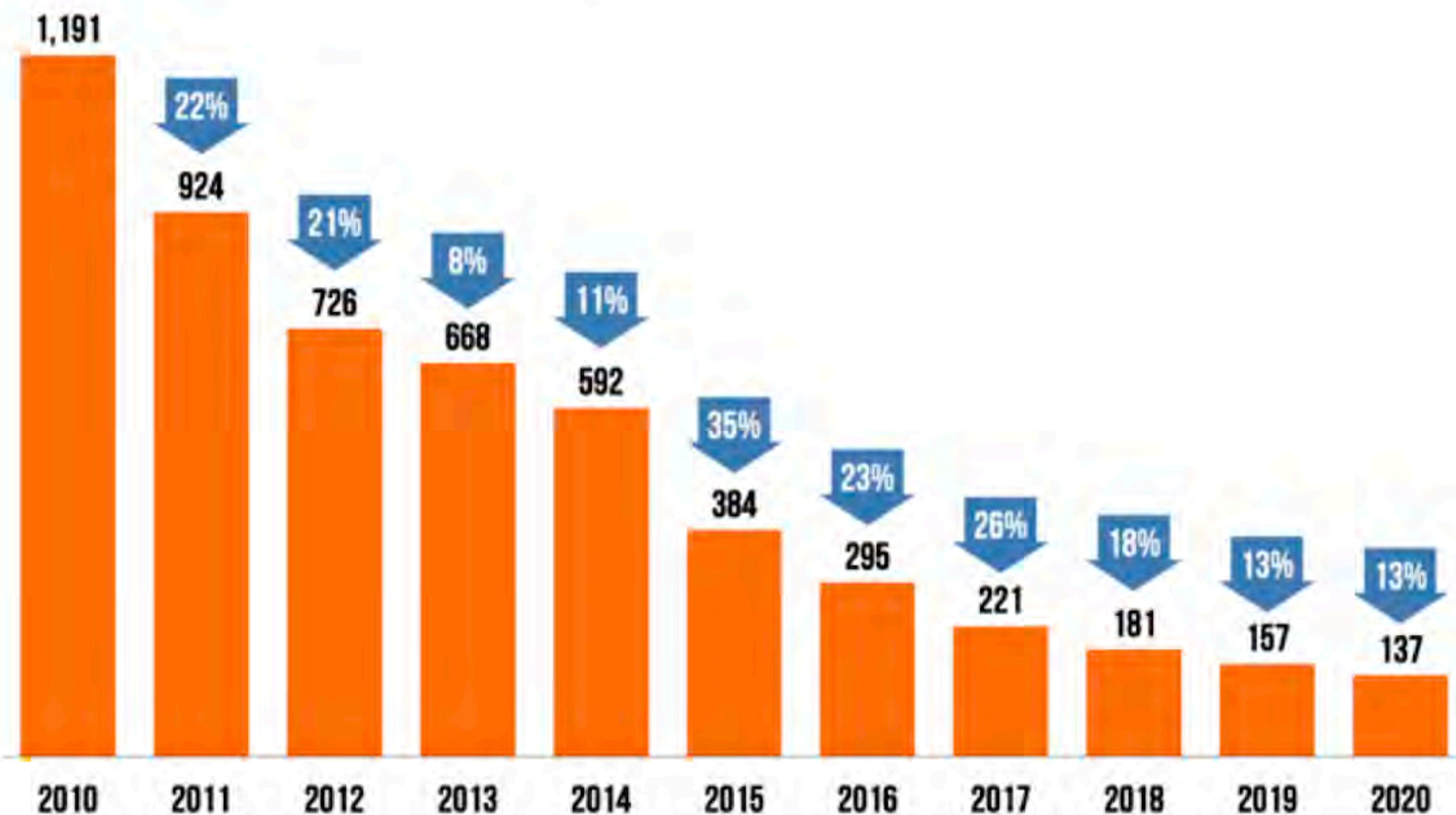
Best Research-Cell Efficiencies



(Rev. 01-04-2021)

PRICE OF A LI-ION BATTERY PACK, VOLUME-WEIGHTED AVERAGE

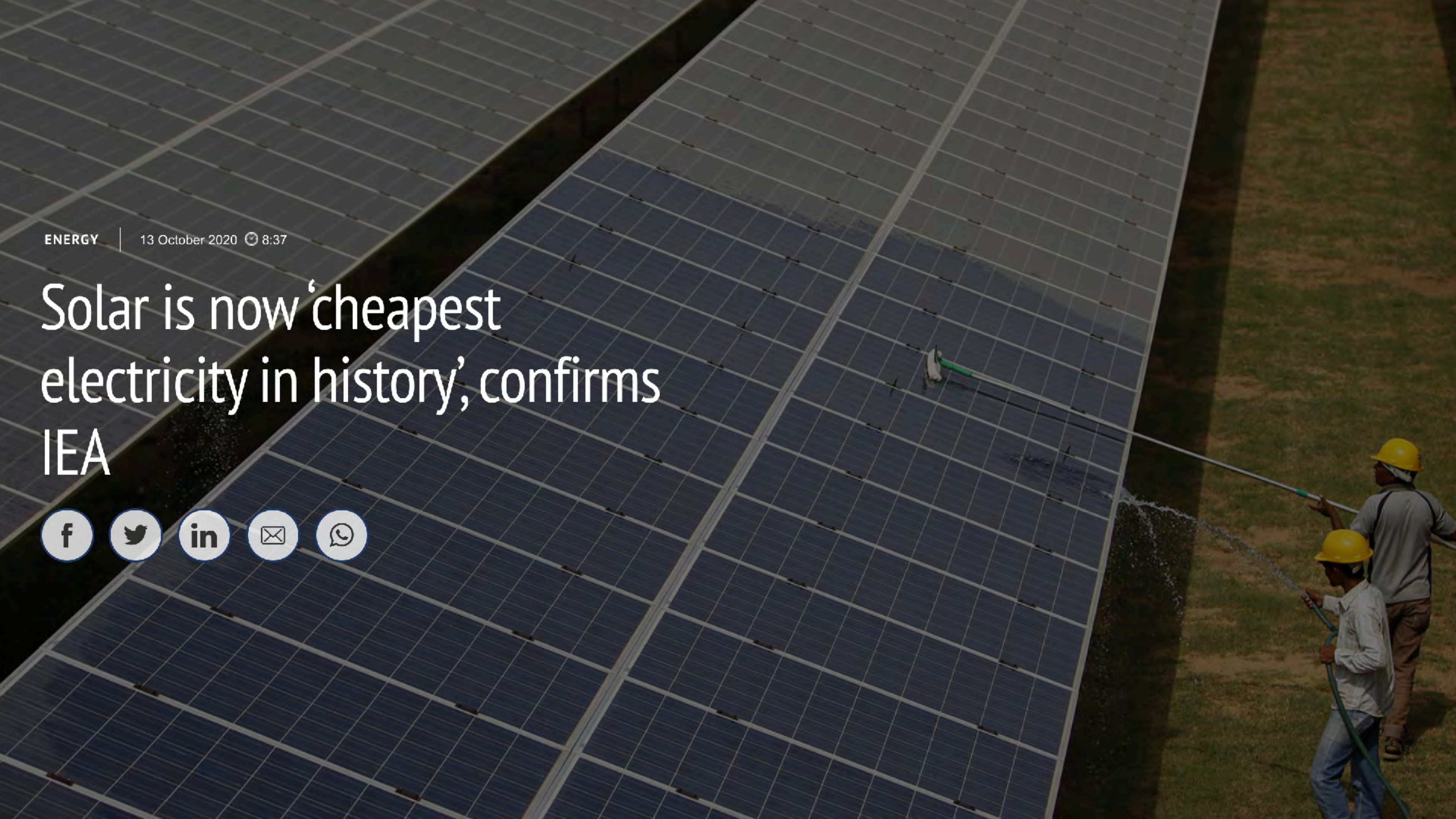
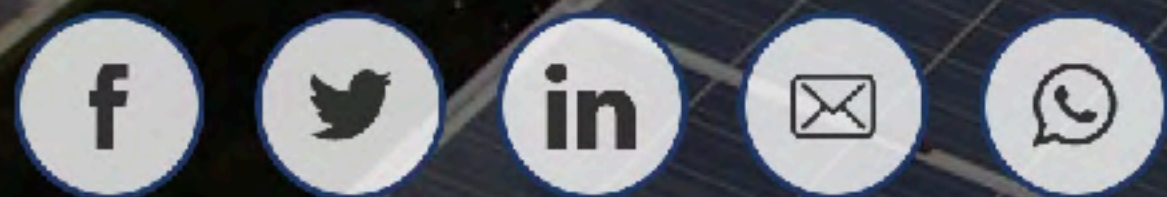
Real 2020 dollars per kilowatt hour



ENERGY

13 October 2020 8:37

Solar is now 'cheapest electricity in history', confirms IEA



Too cheap to meter

From Wikipedia, the free encyclopedia

Too cheap to meter refers to a *commodity* so inexpensive that it is cheaper and less bureaucratic to simply provide it for a *flat fee* or even *free* and make a *profit* from associated services. Originally applied to *nuclear power*, the phrase is also used for services that can be provided at such low cost that the additional cost of itemized billing would outweigh the benefits.

Contents

[hide]

- [Origins](#)
- [Fusion or fission?](#)
- [Other uses](#)
- [See also](#)
- [References](#)
- [Sources](#)
- [External links](#)

Origins

[edit]

The phrase was coined by [Lewis Strauss](#), then chairman of the [United States Atomic Energy Commission](#), who, in a 1954 speech to the [National Association of Science Writers](#), said:

It is not too much to expect that our children will enjoy in their homes electrical energy too cheap to meter, will know of great periodic regional famines in the world only as matters of history, will travel effortlessly over the seas and under them and through the air with a minimum of danger and at great speeds, and will experience a lifespan far longer than ours, as disease yields and man comes to understand what causes him to age.^{[1][2]}

It was this statement that caught the eye of most reviewers and was the headline in a *New York Times* article covering the speech, subtitled "It will be too cheap for our children to meter, Strauss tells science writers."^[3] Only a few days later, Strauss was a guest on *Meet the Press*. When the reporters asked him about the quotation and the viability of "commercial power from atomic piles," Strauss replied that he expected his children and grandchildren would have power "too cheap to be metered, just as we have water today that's too cheap to be metered."^[4]

The statement was contentious from the start. The U.S. Atomic Energy Commission itself, in testimony to the U.S. Congress only months before, lowered the expectations for fission power, projecting only that the costs of reactors could be brought down to about the same as those for conventional sources.^[5] A later survey found dozens of statements from the period that suggested it was widely believed that nuclear energy would be more expensive than coal, at least in the foreseeable future.^[6] James Ramey, who would later become the AEC Commissioner, noted: "Nobody took Strauss' statement very seriously."^[4]

The phrase has also been attributed to [Walter Marshall](#), a pioneer of [nuclear power](#) in the United Kingdom.^[7] There is no documentary evidence that he invented or used the term.



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ESSAY

IN A WORLD ON FIRE, STOP BURNING THINGS

*The truth is new and counterintuitive: we have the
technology necessary to rapidly ditch fossil fuels.*

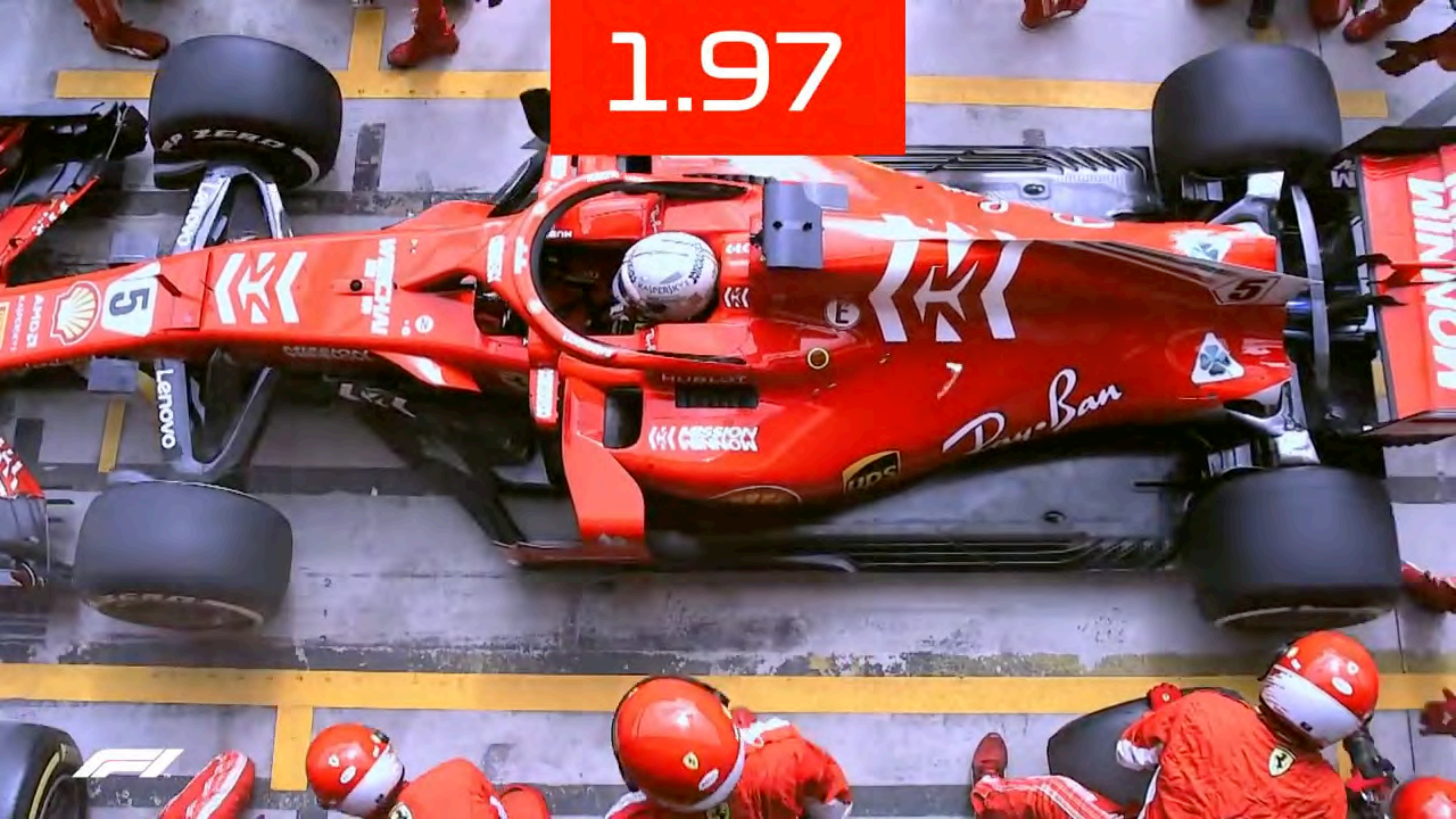
By Bill McKibben

March 18, 2022

formed of three
fused in the adu
in·no·vate (in'ə
innouare, to rene
to introduce new
vation — in'no·va'ti
in·no·va·tion (in'ə
of innovating 2 son
device, etc.; change in
no·vay·ious (in nāk'shə
ocuous Ge



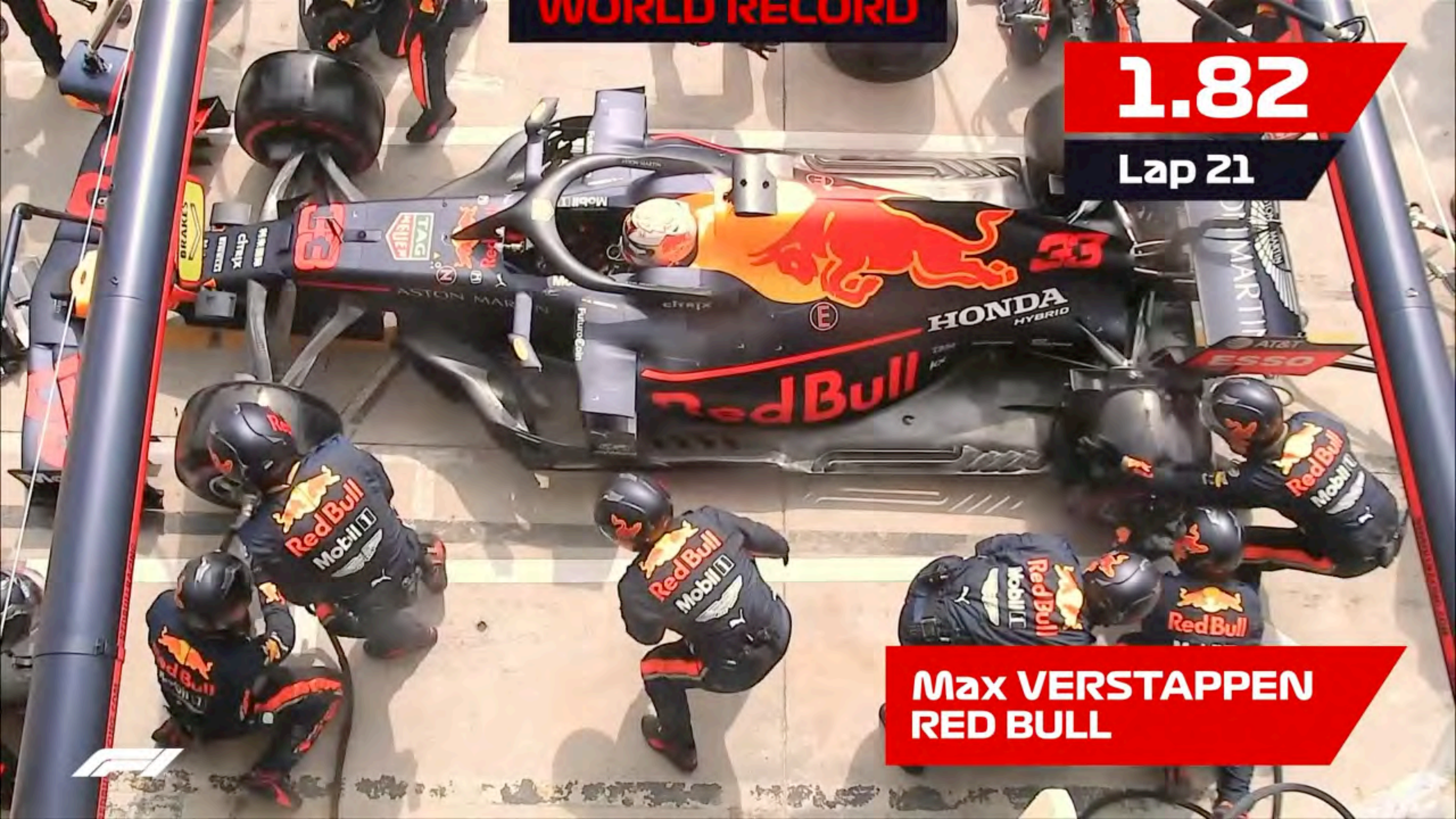
1.97



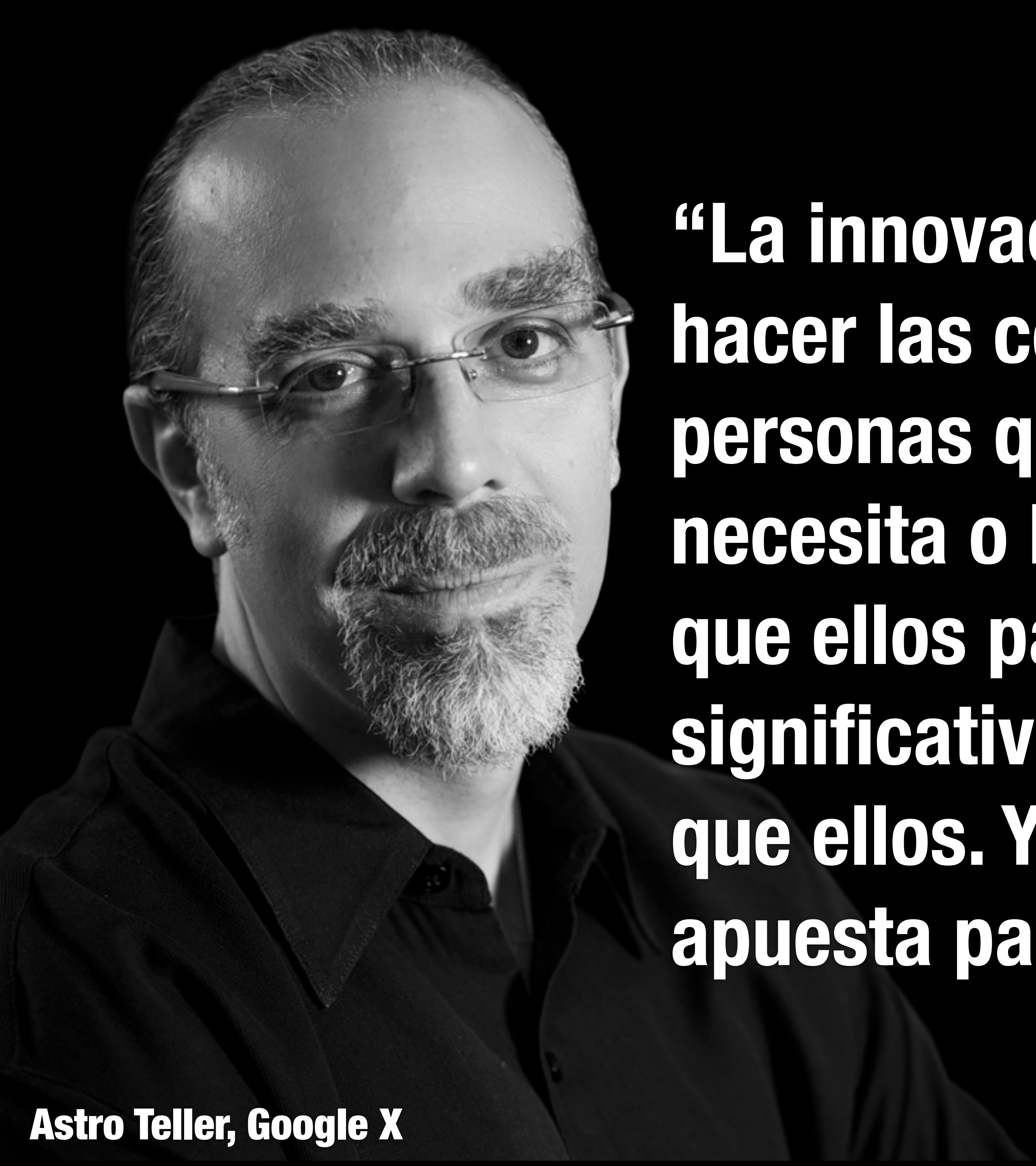
WORLD RECORD

1.82

Lap 21



**Max VERSTAPPEN
RED BULL**



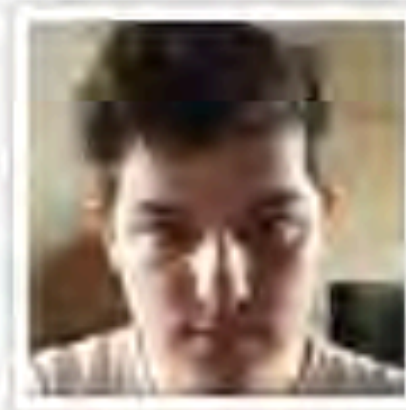
“La innovación incremental trata de hacer las cosas un poco mejor que las personas que nos precedieron, y por eso necesita o bien gastar mucho más dinero que ellos para lograr un progreso significativo, o ser mucho más inteligente que ellos. Y ninguna de las dos es una apuesta particularmente buena...”

FAKES



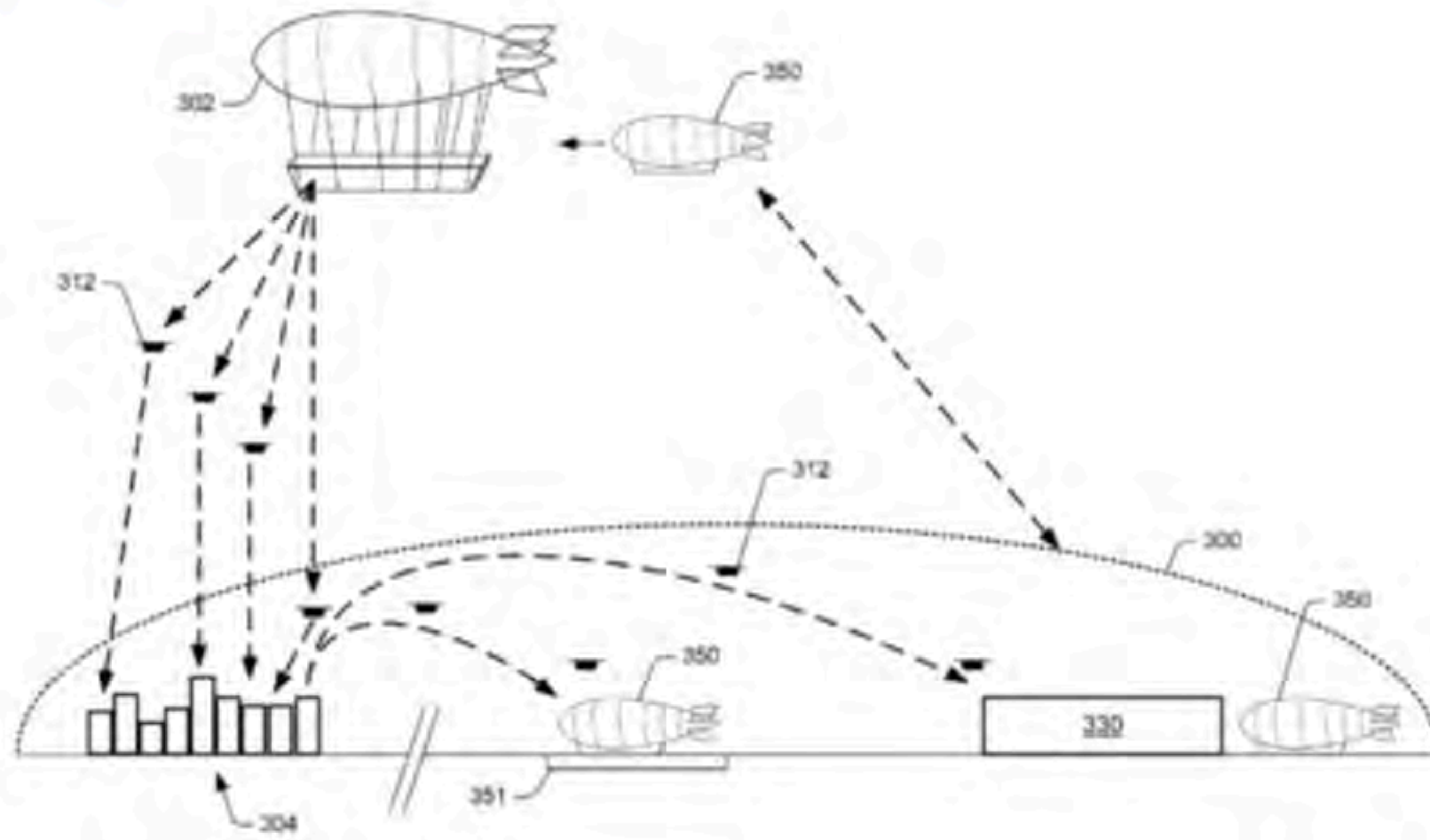
Amazon patents a floating delivery-drone mother zeppelin

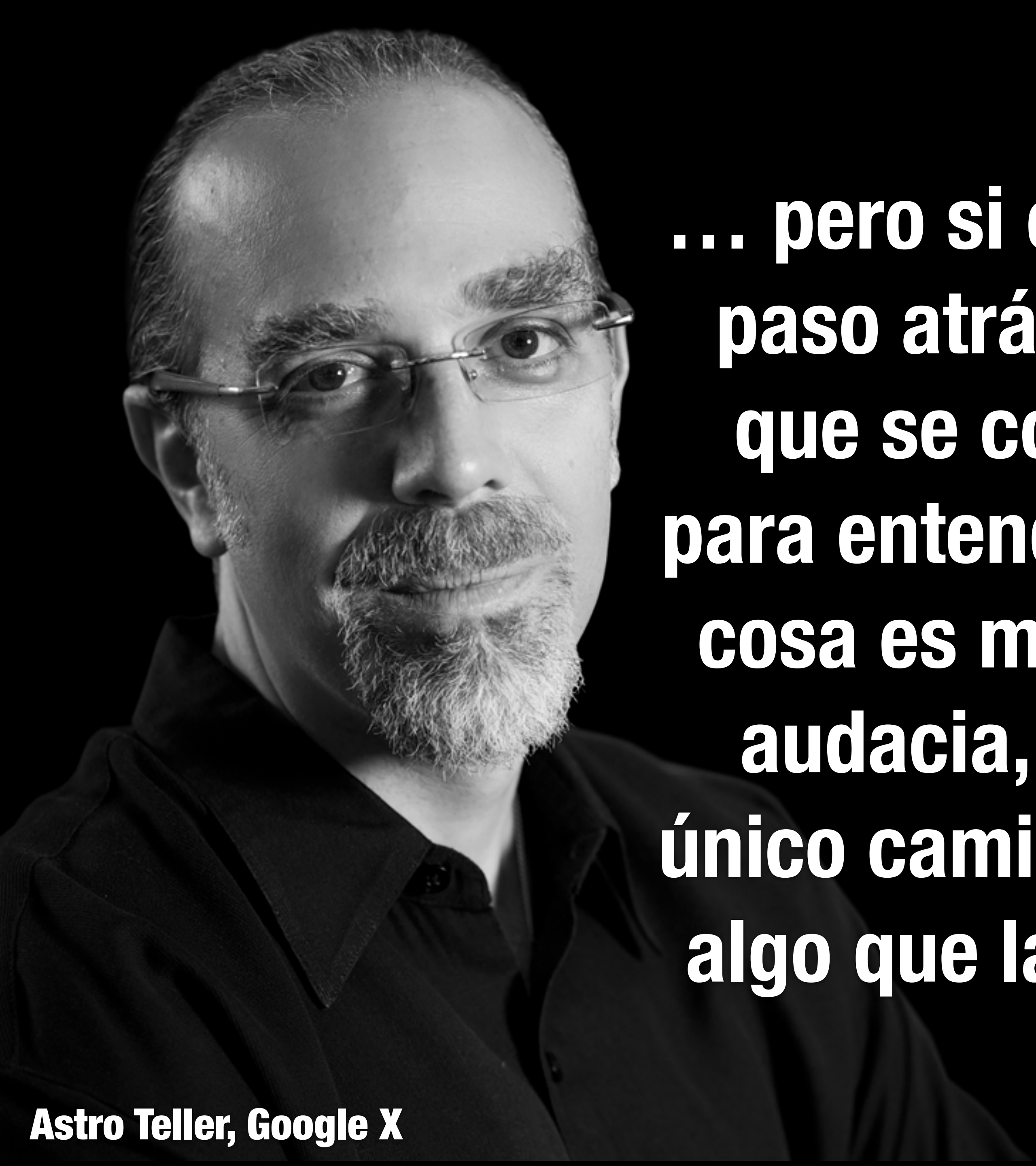
Posted on December 29, 2016 in [SMART CITIES](#), [TRANSPORT](#)



DAVID CURRY

Contributing Writer





... pero si estás dispuesto a dar un gran paso atrás y romper las suposiciones que se consideraban fundamentales para entender y resolver un problema, la cosa es más aterradora. Requiere más audacia, más creatividad, pero es el único camino real para aprender a hacer algo que la gente no había visto antes”

A close-up photograph of a man in a dark suit, light blue shirt, and blue patterned tie. He is pointing his right index finger towards the left. The background is a faint, light-colored world map. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the word "TRANSFORMATION" in white, bold, uppercase letters.

TRANSFORMATION















EDGE COMPUTING



CLOUD

Data Centers

Thousands



FOG

Nodes

Millions



EDGE

Devices

Billions







OLD MAN YELLS AT CLOUD

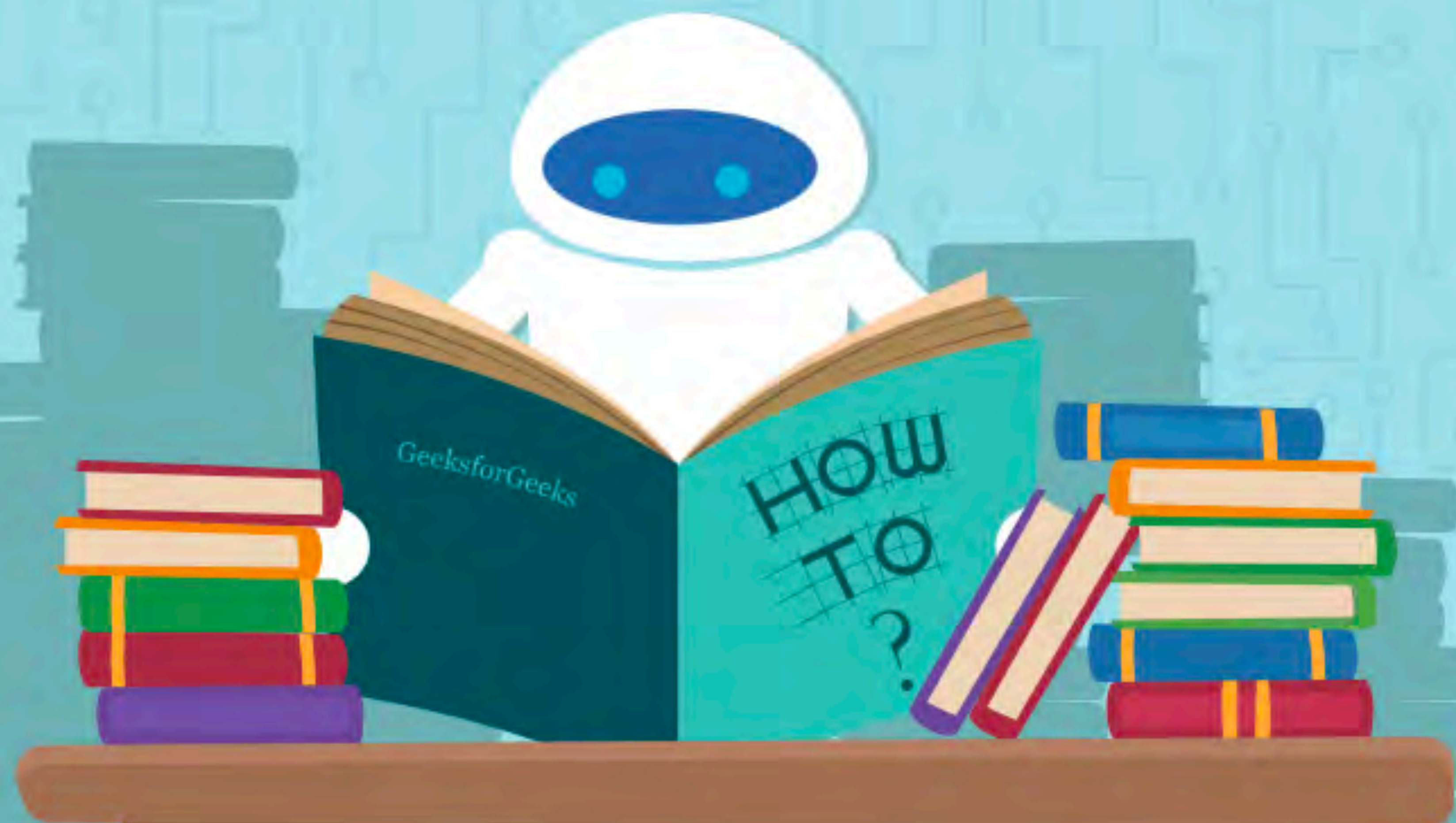


Old man yells at cloud
because it's not raining

It's a very sad story
about an old man who
yells at a cloud because
it's not raining. The man
is very angry and his
fist is raised in the air.

The man is very angry
because it's not raining
and he's shouting at the
cloud.

MACHINE LEARNING



New Skills







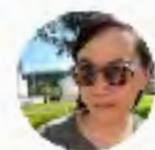
METAVERSE







← Thread



Emily G ✓
@EmilyGorcenski

...

Come work for Meta, where the most brilliant technologists of the day have achieved 1995 level graphics

james hennessy ✓ @jrhennessy · Aug 16

Looks great!

[Show this thread](#)



Mark Zuckerberg ✓
16h · 🌐

...

🇫🇷🇪🇸 We're launching Horizon Worlds in France and Spain today! Looking forward to seeing people explore and build immersive worlds, and to bringing this to more countries soon.



Meta is launching a digital clothing store where you can purchase outfits for your avatar

Aisha Malik @aiishamalik1 / 10:47 PM GMT+2 • June 17, 2022

Comment



Image Credits: Meta

Meta CEO Mark Zuckerberg **announced** today that the company is launching a digital designer clothing store called the "Meta Avatars Store." Zuckerberg made the announcement during an



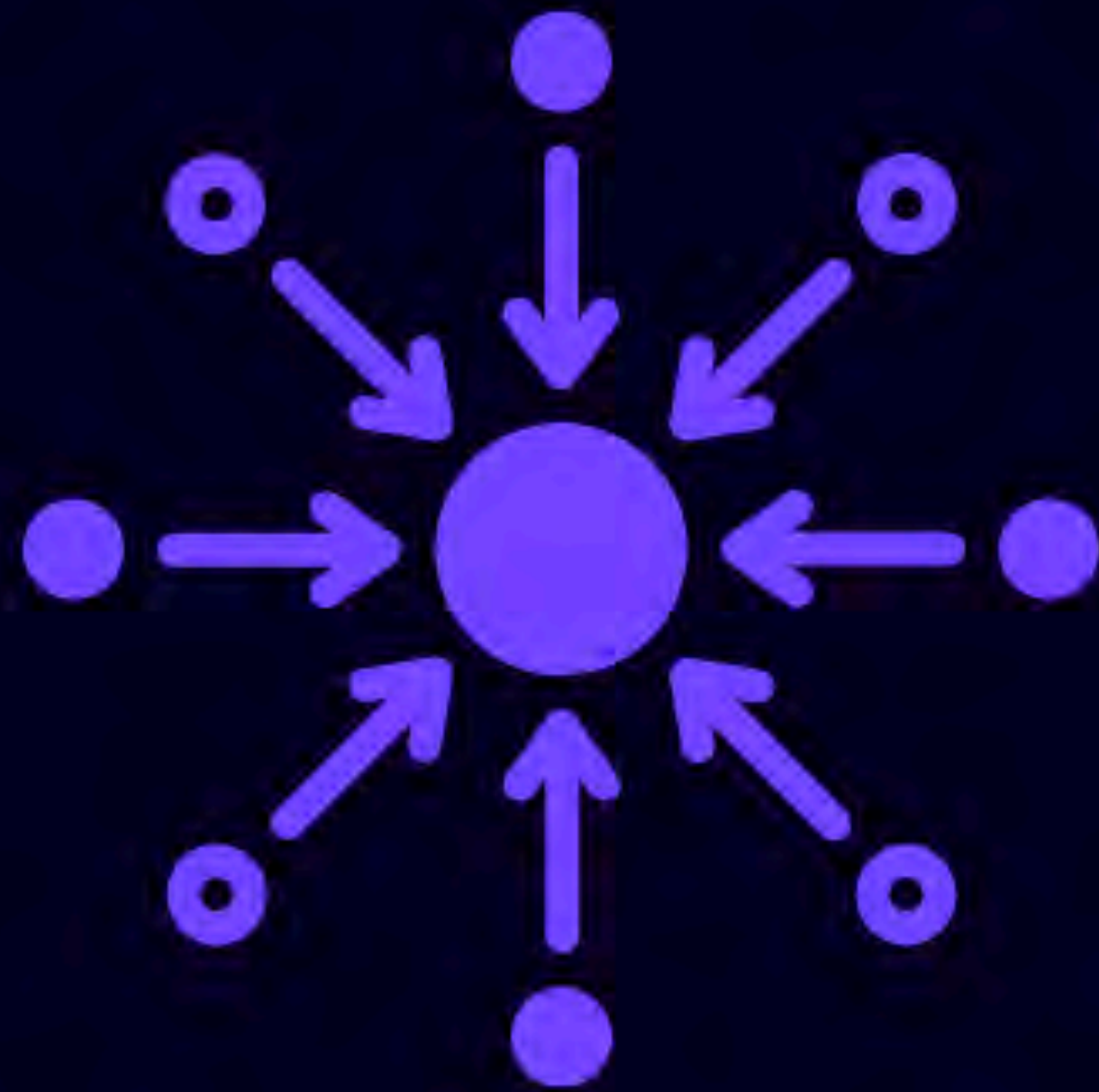


METaverse (OPEN)

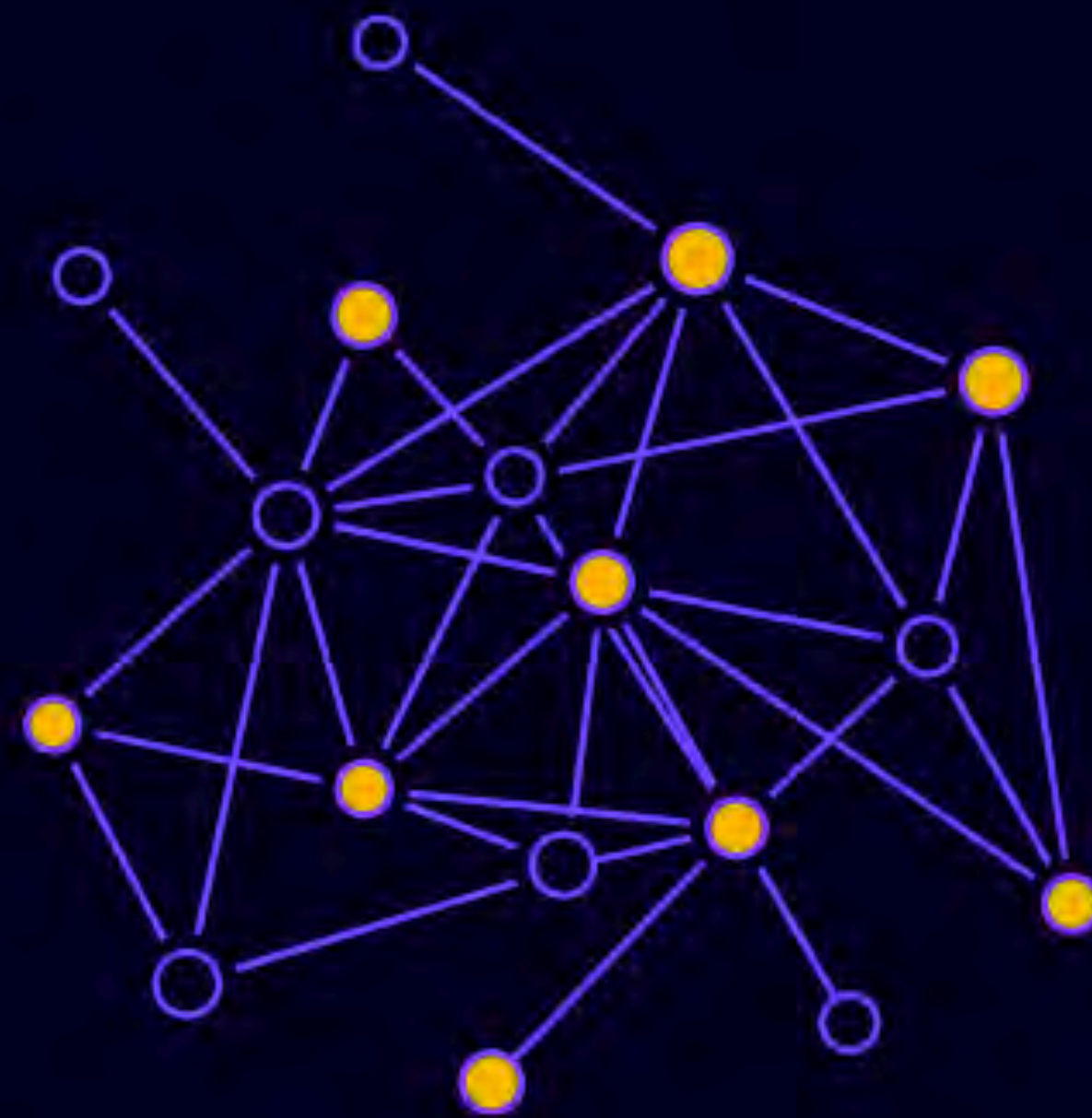
VIRTUAL WORLD (CLOSED)

Structure	Decentralized	Centralized
Property Rights	Cryptographically enforced	See Terms of Service
Code	Open Source	Insiders only
Data	Transparent	Opaque
Access	Permissionless	Permissioned + Limited
Ownership	Community	Corporate
Identity	Unbundled + User-controlled	Centralized identity providers
Content Policy	User choice	Platform choice
Value Accrual	Users + Network	Platform owner
User Acquisition	Grassroots + Incentives	Ads
Social	Direct	Mediated
Display Systems	Diverse	Proprietary hardware
Product Direction	Bottom up	Top down

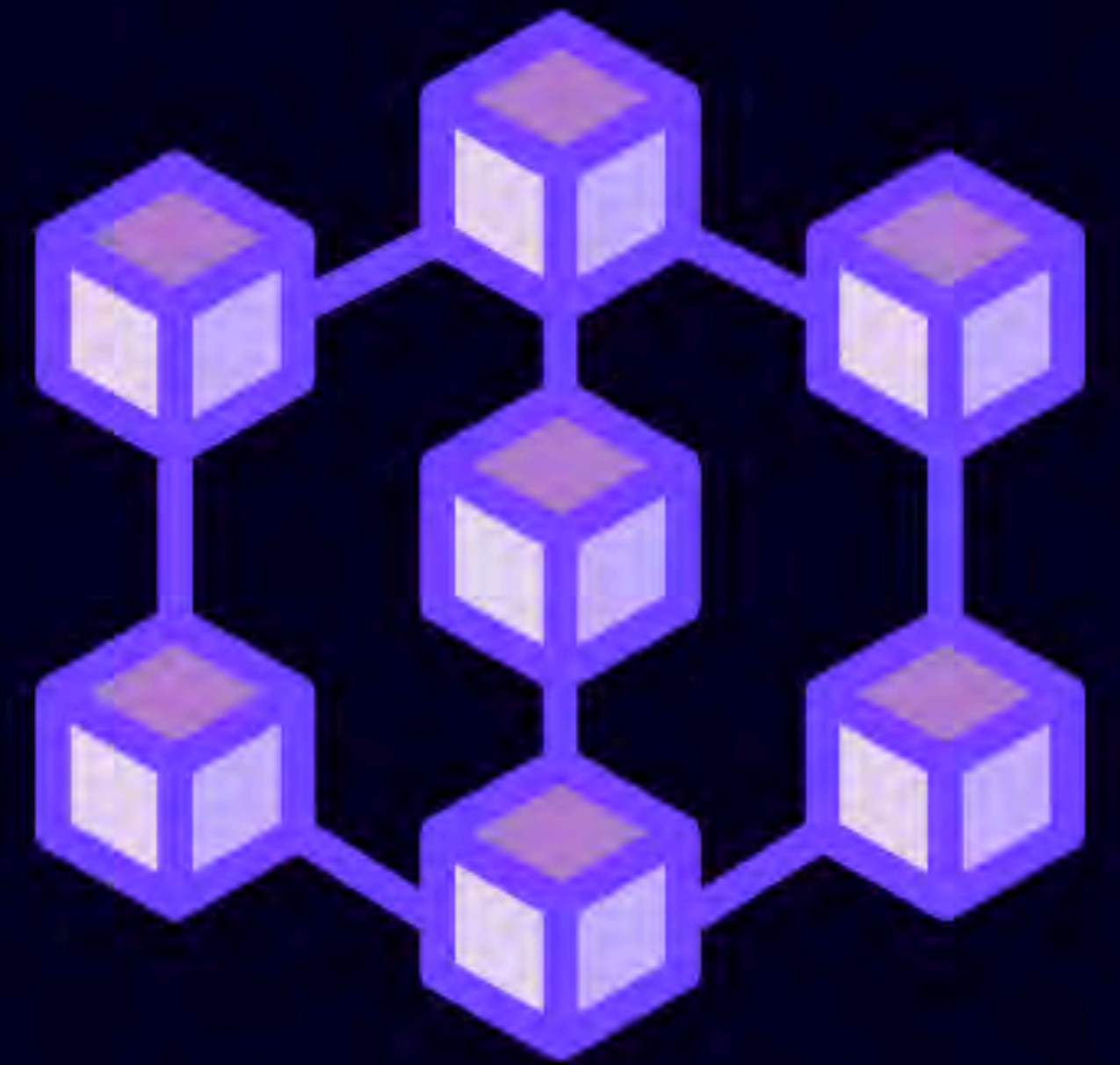
Web 1.0



Web 2.0



Web 3.0



**TODAY'S PACE HAS
EXCEEDED THE
COMFORT OF LINEAR
BUSINESS PARADIGMS**





Are

YOU

ready for this?



**KEEP
CALM
AND
PONTE LAS
PILAS**



¿Dudas?
¿Preguntas?
¿Aclaraciones?
¿Insultos?...



Sigamos la conversación...



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