

# JOHN THACKARA

john@thackara.com

www.thackara.com

“one of the most influential people in the world on ecodesign” **Vice**  
“a global expert on innovation and the green economy” **McKinsey Quarterly**  
“one of the great voices on sustainability” **Business Week**



*Keynote talk 2020*

## **REWILDING A.I. Machine Learning, Convivial Tech, Sustainability**

What is AI actually *for*? John Thackara proposes a simple but radical answer: “The purpose of AI is to help all of life thrive - not just human life”.

The best-selling author of *How To Thrive In The Next Economy* tells how AI can enable relationships that reconnect man

and nature, and help us accelerate the transition to ecological agriculture. He shows how AI can be a *relocalisation engine*, and also function as a *convivial technology* that enables diverse actors to work together on the many challenges we all face. His talk is filled with compelling real-world stories

### **John Thackara**

Founder of Doors of Perception, a visiting professor at Tongji University in Shanghai, and Senior Fellow at the Royal College of Art in London, John travels the world looking for real-world but below-the-radar examples of what a sustainable future can be like. He writes about these stories online, and in books; he also advises cities, companies, and institutions on how to get started. His best-selling *How To Thrive In the Next Economy* has just been published in China.

### **Popular Videos**

Can small changes ever lead to system transformation - and if so, how? Here is John's [talk \(25m\) in Shanghai](#). John's keynote at Poptech! is [here](#); here is his talk on [Big Data](#), for AMP in Sydney; here is a talk about rethinking health at [Mayo Clinic](#); here is his New York talk [“Thinking Like A Forest”](#) – and a keynote in Milan on [“Future Ways of Living”](#) and – also in Barcelona – a talk on [“The City and Its Bioregion”](#)

### **Testimonials**

“Our high-level guests greatly appreciated your challenging talk” **T-Mobile**

“An inspiring presentation for our executive workshop” **Ikea**

“Insightful, engaging, and charismatic” **Audi Urban Future Award**

“Brilliant insights into the internet and sustainability” **Economic Times of India**

“has established a global reputation as a cutting edge design expert” **Wall Street Journal**

“A wonderful keynote on Smart Mobility” **Seoul Design Foundation**