

Reflect Vision Curaçao 2020 - 2030

20.02.2020

Report

By Dr. Miguel Goede
24 February 2020

On 20.02.2020, the Datu room in WTC was full. Many participants from different generations were interested in looking back and learning from the past 23 years.

The journey to 2020 started in 1997 when a group of Arthur Andersen consultants started a non-profit project "2020; Creating our Caribbean future". To understand 1997, we need to travel further back in time. Curaçao had rebuilt itself after the events of May 30th, 1969; the social revolt. In the 1970s, import substitution was economic policy. During the 1980s, there was a global financial crisis. Curaçao had to restructure too. The Shell left in 1986, and PDVSA took over operations of the refinery. The Curaçao Dry Dock became a state-owned enterprise. The off-shore was rapidly losing relevance. The Venezuelan Bolivar devaluated, impacting tourism negatively. The Netherlands Antilles counted over 13.000 civil servants.

In 1986 Berenschot was brought in, and the program "Ekilibrio & Adelanto" was developed and partly implemented. Aruba obtained its Status Aparte in 1986. The import substitution, market protection, was abandoned. In 1988 "Privantil" policy was on the table. It was all about more market and less government. Those were the days of Thatcherism and the Washington consensus. The youth was striving for the Juppy status by climbing the corporate ladder.

In the 1990s, Mr. Miguel Pourier was the prime-minister and IMF was involved during the execution of a Structural Adjustment Program. ICT (internet and mobile phone) was penetrating at high speed. For a brief period, we were more meritocratic than based on patronage and nepotism. There was a meritocratic window in time. The talent was well used.

In this context, in 1997, the 2020 vision document was written as part of a process involving the whole community. The report consists of seven chapters. Curaçao, contrary to other islands in the Caribbean, in 2020, would not be a tourist island but a diverse economy with a tourism sector. Clean industries would substitute the refinery. The dark side of organized crime would be mitigated. People would be living in structured neighborhoods in smart houses. Kids would attend the school of the future. Part of

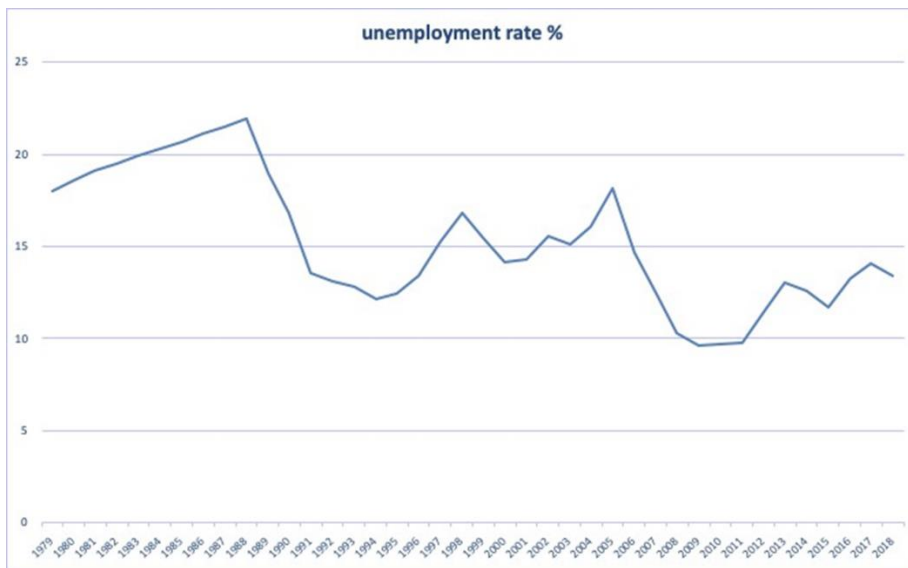


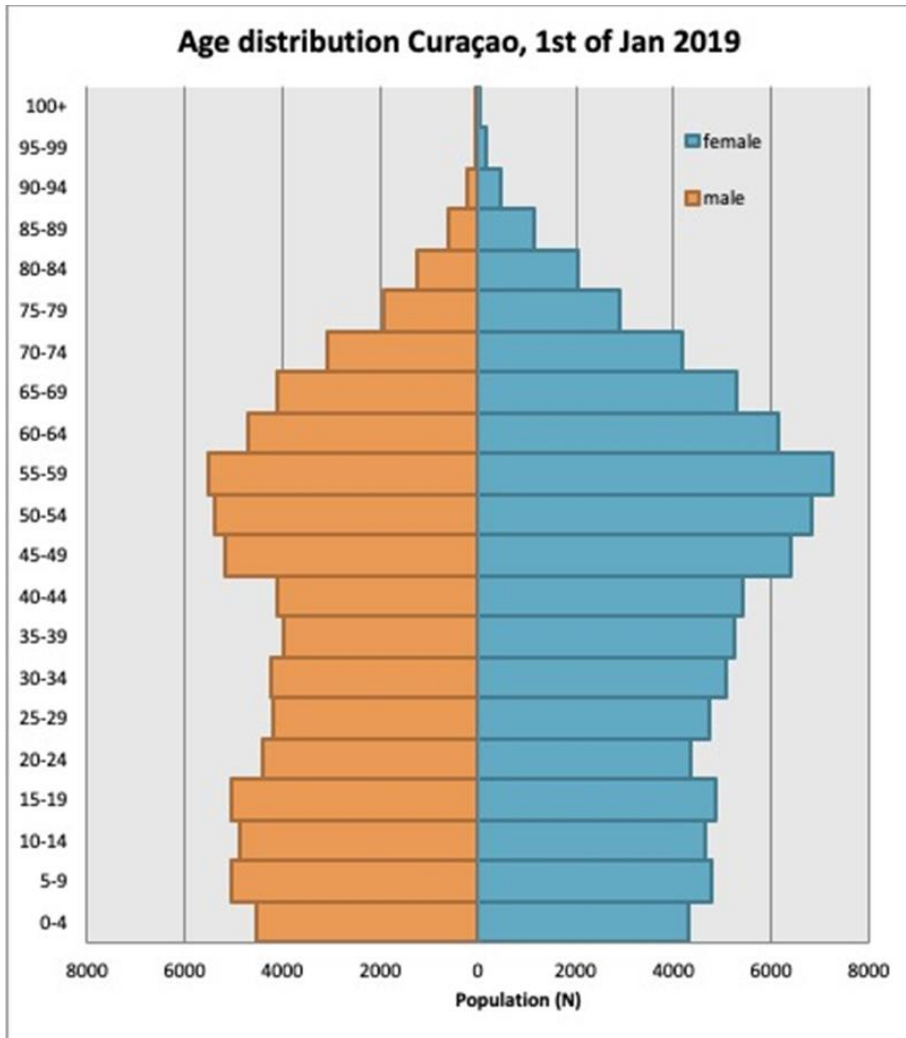
the schooling would take place at home via the internet. There would be no strict divide between living and working. People would work from their house and have coffee breaks with the neighbor who would also be working from the home. People would still go to the office to meet colleagues and costumers. The office would be a sort of clubhouse with just in time workspaces.

In 1997 we knew that implementing the change would be resisted fiercely. We saw that already with the cases of ALM and Curaçao Drydock Company. Based on research, a change method for Curaçao and the Caribbean was developed.

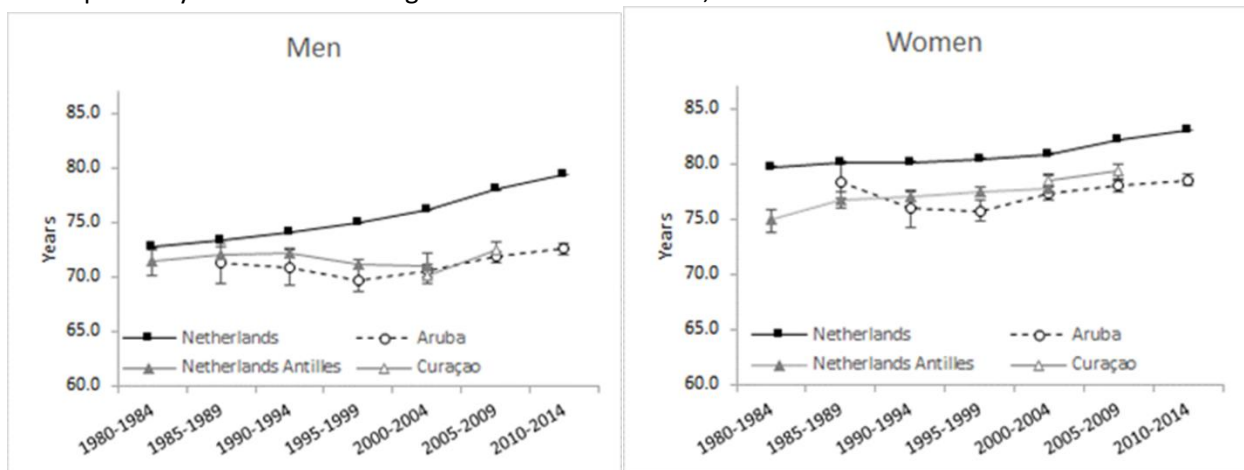
2020 (now); Today

Dennis Arrindel (economist), Iyo Rosa (program-maker) and Miguel Goede, traveled through time and looked where Curaçao is standing now. They had a look at twelve graphics provided by Runy Calmera (economist) of calmera.nl. and the last one by Soraya Verstraeten.





Life expectancy at birth in the Kingdom of the Netherlands, 1980-2014



The population is decreasing. The community is getting older. Life expectancy is increasingly lagging behind compared to the Netherlands for men and has somewhat improved for women in the 1980-2014 period. . There was no significant economic growth over the last ten years, and the economy is in a recession for four years. Unemployment is high. After 10-10-'10 our debts decreased, but are on the rise starting in 2012. The same goes for our public expenditures. This despite the fact that over the years, the number of civil servants employed by the public sector has decreased.

Although all the trends described in the 2020 vision happened in the last 23 years, Curaçao is far from the mark, as the graphics indicate. Curaçao is in crisis. We are becoming a mass tourism destination. Klesch has taken over the refinery. The Curaçao Medical Center was opened but at a much too high cost. Curaçao is in a moral crisis with scandals like the civiele enquête, Central Bank, BZV, Ennia, Giro Bank. According to Dennis Arrindel Curaçao has always had good breaks. Always when there was a crisis, something happened that saved the day. We have never developed a proper mindset to face a crisis and to adapt to change. Iyo Rosa stated that on the island, we do not manage change fast enough. We see the near future, but we seem to lack the ability to adapt. We are at one of the lowest points in our history, but still not able to react. It takes too long for us to respond. On the other hand, good things are happening too. The younger generations are more entrepreneurial and are trying to start their own business. They take risks. They are also more conscious of their health. I see change happening outside of the government.

The 1990s (till 2000); Crisis and consultation (referendum)

To understand 2020, Runy Calmera (Economist), Monique Raphaela (director CITI), Chris Engels (Internet Curaçao founding father), and Miguel Goede looked at what happened in the 1990s.

The Dutch aid policy was revised. Four focus points were selected: Sustainable development, Good Governance, Justice, and Education. The massive public debt problem became apparent and needed must be handled. In 1991 the minister decentralized Economic Department. The economic policy development became an island government matter. During the referendum 1993 on the constitutional status of the islands, the people did not follow the politicians and voted to remain within the Dutch Antilles. Reinventing Government in 1995 and IMF, Structural Adjustment Program 1996 were implemented to deal with the public debt and reform the economy. Privatization and independization took place. In 1999 "Nothing will be the same," was implemented, and a thousand civil servants left the government. E-Government became the new buzzword. This was the golden era of consultancy (Bigs). The export of the consultancy business was not successful.

The 1990s was the decade of the cell phone, the internet, and E-banking. Approaching 2000, the world was in suspense of the Y2K bug. In 1993 Hugo Chavez came into power in Venezuela.

Other memorable events are The Pope's visit to Curaçao in 1990. Andruw Jones' 1996 debut in de MLB. Willemstad got on the Unesco World Heritage list in 1997.

In the 1990s Minister Adriaens liberated the telecom and aviation markets. Kurá Hulanda boutique hotel became a jewel in the region.

Runy Calmera (Economist) stated that Curaçao resists technology, and that explains why we did not get where we thought we could be in 2020. He illustrates his point by referring to the discussions regarding public transportation and Uber.



Monique Raphaela (director CITI) stated that Curaçao is often ahead without knowing it. Often you hear another island introducing a concept that is already on our island. She says that we need to believe more in ourselves and dare more.

Chris Engels (Internet Curaçao founding father) says that in the 1990s, Curaçao was way ahead of the region. There was a dynamic group of yuppies that worked hard to make a difference. Much time was invested in creating the vision 2020, especially the education part. He is sad by the fact that children are using the same method in school that he used more than fifty years ago.

2000s (till 2010); Polarization

Perhaps the polarization in 2002 explains our reality in 2020. This was discussed by Melisa Hayer (media consultant) and Maurilho Nobrega (journalist).

Suddenly poverty was on the agenda 2003. The ALM stopped in 2004. The dialogue was attempted by the social partners. The government counted 4000 civil servants in Curaçao. A second referendum was held in 2005. This time the people voted to become an autonomous country within the kingdom. This was ratified in the third referendum in 2009; Si/No. The island was divided into two camps.

Other remarkable developments were the introduction of Foundation Base Education in 2001. The performance of Churandy Martina in the Olympics of 2004 and the Little League won the World Series in 2004. In 2003 the Curaçao Airport Partners opened the new airport. In 2008 the Hotel Renaissance opened. Curaçao was becoming a famous tourist destination.

Melisa Hayer stated that Curaçao did not believe in itself, and we were our own enemy. Maurilho Nobrega stated that this polarization was global. The Netherlands had their Pim Fortuyn. Emotion became the new norm. We discovered that we humans are emotional beings. Ideology took a back seat. It was all about marketing and getting the votes. The voter has become a consumer. On 10-10-'10, many had the irrational expectation that all our problems were resolved and that the future was bright. This was never the case.

2010s (till 2020); New direction?

Soraya Verstraeten (Public health), Sharella Riedel (Entrepreneur), Willem Da Costa Gomez (General consultant) and Miguel Goede took a closer look at the era of the 2010s.

Un pais nobo staring 10-10-'10! 9/11/2001 changed the world. There was the war on terror. The financial crisis of 2008 did not hit Curaçao that severe because the system is not totally integrated into the global system. The Curaçao North Sea Jazz Festival was organized for the first time. After 10-10-'10, the Cft and the Code Corporate Governance came to play a dominant role. A university chair Corporate Governance started in 2006. Most important was that a brand new government apparatus was created. Regretfully patronage and nepotism came back as never before in government and semi-government, leading to inefficiency and corruption. The window of meritocracy closed. In 2010 ICT Masterplan was presented. Years before that OLPC (One Laptop Per Child) started. The project was never rolled out. TNO goes to Aruba 2010 because Curaçao was not interested enough. In



2011 a K-zone was proposed, a silicon valley on the island. It was not really supported. The same was the case with Green Town. CTEX data center was opened in 2013 but soon taken over by UTS. In 2019 UTS with all of its infrastructure was sold to its competitor FLOW. This transaction is hard to understand in light of the Smart Nation vision.

Chaves died in 2013, and Nicolas Maduro became president of Venezuela. Transparency International presented a report on Curaçao. There were clear indications that we had integrity issues. Over the years nothing was done, and in 2020 these problems are much worse, as already mentioned. The assassination of H. Wiels 2013 was one of the lowest points in our political history. In 2014 the aanwijzing was lifted, but the economy has died from the operation. In 2016 the National Development Plan was finally approved by the government. In 2017 the government started to talk about the Smart Nation concept. The TNO came in in 2018, after all.

This was also the era of DAE (commenced operations 30 April 2005 - Ceased operations 19 September 2013) and Insel Air, who stopped in 2019. Damen took over the CDM. The CMC opened in 2019. Hurricane Thomas hit the island in 2010. Jean Julien Rojer won Wimbledon doubles in 2013. Coco Balentien became the homerun king of Japan in 2013.

Soraya Verstraeten (Public health) states that her study in public health confirms that until the 1990s, the population was one of the healthiest in the region. That is no longer the case; since the 1990s life expectancy developments in Curacao have been less favorable compared to other Caribbean states. As a result, the island has dropped in its ranking from second place in 1960 to an average position in 2015. . A part of the explanation is that people in Curacao and Aruba were more likely to die from causes that are considered avoidable through healthcare and/or interventions in public health and prevention, such as homicide, road traffic deaths, HIV/AIDS, cardiovascular and infant mortality. This suggests that the government of Curacao has not optimally addressed their population's health needs. Similar findings are found for Aruba. The data also indicate that during the 1990s, the island had an exceptional upsurge in homicide rate among young men. This was probably related to drug trafficking and organized crime. Sharella Riedel (Entrepreneur), states that the younger generation is angry and feels left out. They are entrepreneurs, not by choice, but often it is the only option they have left. Start-ups and social entrepreneurs have replaced the Juppie of the 1980s and 1990s. A big part of the younger generation is outside of the country and does not see any reason or opportunity to come back. The current generation does not create opportunities.

Willem Da Costa Gomez (General consultant) states that to understand why in 2020 we are in a place we do not want to be, we must go back till the days the Shell arrived. Overnight we went from a developing country where the primary industry was the making of Panama heads to being an industrial society. We became wealthy in a short time, but there was not a broad base for this wealth. After the 1960s, things have changed, and we were not able to adapt. We still think that we are rich. An example, our healthcare, and pension systems are not sustainable anymore and will soon collapse. Things will quickly get worse.

2030; Where do we want to be?



Leonardo De Abreu Ladeira (Telecommunication professional), Silvestre Monaco (psychologist), and Jennifer van Leeuwen (new media expert) discussed the possibilities for 2030.

Now and in the future, we are facing the challenges of climate change, inequality, Future of work, disruptive technology, Vergrijzing, the new generations, and thus a generational conflict, failing systems. We are in search of a meaningful economy because neoliberal economics is broken. We will need to restructure the government and the apparatus. Are Sustainable Development Goals the way to go? We need a radical change in education. What will we do with the Kingdom?

Jennifer van Leeuwen (new media expert), tells the story of her life in 2030. She wakes up in her smart home. The coffee machine knows what she needs. She starts to work from home. Then she takes public transportation (self-driving bus) to drop her kid at the daycare or takes him into the office. She works in an organization with a flat structure, where she does meaningful work, and she is respected and treated as equal by everybody, even the owners.

Leonardo De Abreu Ladeira (Telecommunication professional), confirms the trends and adds agriculture to the mix. In 2030 urban gardening will be huge.

Silvestre Monaco (psychologist) states that not only in the past and the present, but even in the future, we on the island focus on the exterior material things. He says that to create the future, we will have to mature and look inward and work on ourselves. We must grow up. We must understand that there is more than making money. All generations must be more humble and collaborate. The blaming of the boomers by the millennials is immature and will result in nothing good.

Conclusions

The conclusion is that the vision 2020 was on the dot. The point is we did not believe in the vision ourselves and did not dare to take bold steps. We were distracted by national identity issues, constitutional changes, and fighting among ourselves. We did not surf the waves of change, and the wave crashed us. The question is if we will catch the next wave? The vision the youth of today is not very different from the youth in 1997. The difference is self-driving vehicles and other applications of artificial intelligence. The vision 2030 and the implementation is more complicated than 1997. Corruption and populism are significant challenges we need to surpass, as well as the climate crisis and inequality.

The future 2030 - 2040

Dr. Miguel Goede presented his latest ebook "Society 5.0; We and I".

https://www.academia.edu/41912670/Society_5.0_We_and_I

In this book, I explain the current global crisis, and how we should reconstruct society in response to it, and why. I do not have all the answers, but simply want to contribute to the discussion about solving the crisis and transforming society. I start by explaining the crisis we are facing. This involves exploring what the signals are and showing that climate change is probably the key signal that manifests itself in other signals. This is followed by explaining that the neoliberal market is the cause of this crisis. The neoliberal ideology has eroded all values and undermined social cohesion. I then move on to the exploration of the phenomena of the market



versus society and government, focusing on how the neoliberal ideology (market rationale) infiltrated all the Three Domains (government, civil society, and private sector). This is supported by an analysis of the corporation as the main actor in the neoliberal world. The analysis demonstrates that the corporation if it were human, would be qualified as a psychopath, which poses the question as to whether it can be cured. The discussion then moves on to consider how neoliberalism, in the form of corporations and their lobbyists, is threatening democracy; and how this creates opportunities for populists and other less democratic structures. These are global phenomena, not limited to any one part of the world. The question that arises is whether these divides are useful in this one world. Will smart cities resolve our problems? How will the younger and older generations collaborate to improve the world? Of what relevance will religion be in the future? What is the new society 5.0? Is it the world of purposeful organizations? And how will we get there? Will the corporation be able to adapt to the changed circumstances?

He finished announcing that he upgraded from 3.0 to the University of Governance 5.0 and Goede Consultants 5.0.

The conference concluded that the platform should take the initiative to formulate vision 2030 and implement this. The new and old generation should collaborate to solve the crisis we are facing.

Recommendations

The conference recommended the University of Governance 5.0 to facilitate the process of developing a vision 2030 for the island and implement this vision. The process must be inclusive and participative and supported by technological tools.

Some references

Goede, M. (1997), 2020: Creating our Caribbean Future, Arthur Andersen, Curaçao.

Miguel Goede (2018) Consultancy in Curaçao en de Dutch Caribbean van 2000 tot en met 2020 .

Goede, M., Neuwirth, R. J., & Louisa, G. (2012). The creation of the Knowledge Zone of Curaçao: The power of a vision. Journal of information, communication and ethics in society.

Goede, M. (2015). The History of Public Administration in the Dutch Caribbean. In Public Administration and Policy in the Caribbean (pp. 102-119). Routledge.

