

VIDEO

## Aart De Geus about Sustaineo 2030

**In this video message, Aart de Geus, Chairman and CEO of the Bertelsmann Stiftung, introduces the new publication "Sustaineo 2030" to the participants of the United Nations Sustainable Development Transition Forum in Incheon, South Korea.**

### Video

In the year 2030, one country has translated today's better-governance efforts into a political and administrative system. The Bertelsmann Stiftung, Stakeholder Forum for a Sustainable Future, the International Institute for Sustainable Development and Novel Futures invite you on a time travel to that year. The new publication "Sustaineo 2030: Learning Sustainable Development from the Future" will bring you to the fictional country of Sustaineo. As you travel through Sustaineo, you'll encounter the country's governance structures and policy instruments, all established with the goal of taking into account the concept of sustainable development.

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