



Baroness Ariane de Rothschild - 2016

Human: the capital of the 21st century

On the occasion of the International Women's Day on March 8, 2016, the American International Club (AIC) was pleased to host a luncheon with Baroness Ariane de Rothschild, Chairwoman of the Executive Committee of the Edmond de Rothschild Group. The Baroness spoke to over 80 participants on the subject of "Human: the capital of the 21st century". The event, held in the Hôtel d'Angleterre, was sponsored by the jewelry store "Les Facettes"

"In the light of ongoing disruptions, the only way to limit uncertainty is to have faith in humanity. It is a faith I deeply share but it has to be anchored in action. All of us are concerned. We need to give men and women the means to accompany changes and see them as opportunities for our future development." With those words Baroness de Rothschild, opened her speech. She pointed out that since 2007 there has been a recurring pattern of crisis and the only solution was to not only help people regain trust in their ability to shape their future but also to empower them with the means to do so.

The audience was captivated by her passion for philanthropy through the historical network of the Edmond de Rothschild Foundations. The Rothschild family is a striking example of how individuals can implement a game-changing vision. They have always been aware that for society to function well, changes must come from within and be given the support necessary to succeed. That is why today the family's Foundations focus on helping people around the world to feel empowered to embrace change and fulfill their own projects.

"The digital revolution is the modern-day equivalent of the 19th century's industrial revolution. It is radically changing both our work life and our personal life," continued Baroness de Rothschild. "The digital revolution is changing our behavior in all respects. It is my belief that humanity will end up making the best of the digital revolution. It is people, human capital, that will be able to generate, accompany and make the best of all these major changes."

The weakness of interest rates, the digital revolution, and the sense of uncertainty are the fundamental reasons that will make human capital the key capital of the 21st century. She said that we were entering a new era that values cognitive, verbal, and interpersonal skills more than ever before. To reduce social exclusion, it is our shared responsibility to accompany this evolution. We must invest in human capital and develop it through continuous training. Switzerland and the USA are exemplary in this regard. "We need to have faith in individuals' ability to assimilate and embrace change, as our collective future depends on it," she said in concluding her speech.

Afterwards Baroness de Rothschild took questions from the audience. The Club's president, Ron Banks, thanked her for her captivating lecture and presented her with a lifetime membership in the AIC.