

## **New Borders**

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Sometimes it is necessary to try to unveil the future or to create and follow a future trend. I have often mentioned during my classes the importance of this vision in some movie productions. For example: was it possible to understand Aldous Huxley in 1932, when he wrote "Brave New World", describing a society made of inert persons, without any personality. That may be easier for us today, when we think of our TV programming.

George Orwell, in 1949, wrote the excellent "1984", which tackled the influence of the State in our lives. It reminds us of the need and importance of change in some customs because of legislation, which is supposed to identify opportunities. Products and services that care for the environment and occupational safety (Social Responsible Industry) , for example.

If it possible to speak of the importance of cinema as that which encourages and, at the same time, criticizes or evaluates the customs of society, we cannot forget Charles Chaplin. In 1936 he immortalized the classic "Modern Times", criticizing the imposition of a life filled with rules and rigidity in order to meet the requirements of machines. A timeless society. What did matter was methodic and repeated labor; leisure was superfluous.

Today's productive thinking is characterized by discontinuity, a break with values from the past and dramatic changes in the traditional ways of producing goods.

There are several reasons for that fact, foremost among which is the mind-blowing surge of telecommunications. Everyone communicates, using equipment that range from cell phones to large fiber optics systems, all the way through to the Internet.

An increasing ability to contact people anywhere in the world in search of instant information leads us to adopt new paradigms which, can generate new products and services. All that has been made possible by the Web with unrestricted access. As a consequence, all of us must face squarely the challenges before us and make full use of the tools available and develop others to effect change in safety conditions.

We must face the future in a proactive way, leaving behind the comfort of tradition. We must strive to continually broaden our horizons. I think that continuous education and training are musts to succeed.

The digital electronics revolution is a major instrument of change (for the better or not) of the world we live in. It features connectivity, network solutions and mobility, qualities that are ideal to respond to the most fundamental demands of the modern societies.

Back to the movies, more recently, Ridley Scott's Blade Runner, in 1982, succeeded in showing the world of genetic engineering, in which human beings were left in the background, if compared to the advantages of androids. Decisions are without emotion or sensitivity. And this may today be a fact. Habits and customs have changed, disseminating, new trends.

Do the congressists remind where the androids were working?

Two characteristics of man have made him progress from cave dweller to the increasingly evolved (although still rather imperfect) being of today:

"His unrestrainable will to always do more and better, inventing, creating and developing the technologies that he needs to live with more safety, comfort and well-being";

"The naturalness with which successive generations embrace the stage of development reached by the former ones and take it as the starting point for new accomplishments".

It is in the utilization and enlargement of that remarkable cultural heritage that Homo Sapiens most distinguishes himself from the other animals on earth.

Technology, regarded from this point of view, appears as a tool employed by man to his own advantage, not as an end in itself. It converts ideas into practical things, accompanying us in nearly all of our actions and routines, even when we don't realize it is present.

The presence of technology is explicit when we board a modern jetliner, which synthesizes all that the humanistic spirit developed, from the Greek thinker to the researcher of the state-of-the-art laboratory of today. It's less explicit in the creative print of the necktie we selected this morning but it is there too.

Progress in inventiveness, which would be the result of a systematic, comprehensive and permanent technological development. It is inventiveness that spells the difference between the developed and underdeveloped countries.

Advancements have been achieved aplenty with the development of production capacity and the improvement of occupational safety regulations.

Nowadays, the use of technology to increase productivity, quality and safety systems is a goal to be reach. Basically is involve the workers in order to promote essential changes at the productions plants.

In short, societies may always be evaluated by their standards and customs. These societies are characterized by management competence, concentration on the strong points of risks (to control them) and the respect with the safety of the workers.

Our mission is to demonstrate the necessity of the same standards of quality and safety regulations in every country to explicit the professional engagement with the safety of the workers all around the world.

It is necessary to disseminate a technological mentality with philosophy of safety.