

3. INDIVIDUALISM, AN UGLY VIRUS

We are witnessing a paradoxical historical moment. On the one hand, the supersonic acceleration of an unprecedented technological development, the dawn of an era with its heroes, digital and artificial intelligence; on the other, our vulnerability in being defenceless in the face of an unwanted event that forces us to face our human frailty. If "change" generates resistance, the panic experienced in recent days by the explosion of the Coronavirus has brought our country to a tilt. Beyond the ability to manage the emergency shown by all institutions involved, each of us has found ourselves dealing with both an existential loss and the need to face the complexity of everyday life in a different way. Living day by day by holding on to what we consider our normality, activates a high degree of anxiety and fear that certainly does not make us live healthily. Resisting what is happening, diminishing its importance, with the only hope that normalcy will be restored in the shortest possible time, without involving us and our loved ones, is as counterproductive as giving in to panic.

Therefore, what should one do with the unpleasant COVID-19?

An example of 'best practice' of *FeedForward* living comes from Hong Kong. Despite the immediate closure of the schools, scheduled at least until April, the city has not stopped for a moment, its citizens have diligently adopted the necessary precautions to live with the discomfort as best as possible. Hong Kong did not isolate itself from the infection by closing its entrance and attacking her compatriots who moved from the inland. It faced the crisis by adopting civil rules of life dictated by common sense that best guaranteed the safety of all. For example, the use of masks, not to protect themselves, but to not contaminate others. In small spaces, where one inevitably finds themselves in close proximity with other people such as the interior of an elevator, it is forbidden to speak to avoid infecting others. The care of hygiene and the daily disinfestation of environments, in addition to the protocols prescribed by the World Health Organisation, is the duty of all citizens who, by immediately activating all precautionary measures, have not only greatly limited the contagion in an area of very high risk but they also learned to live with the emergency by leading a life as close to normal, without ever stopping the city and its economy.

In short, if we got out of our egotism and put ourselves in the perspective of behaving in a human and altruistic way towards our neighbour, we would defeat the virus in record time. It would be enough to reverse the fear of contagion with the apprehension of not wanting to infect others, reverse the desire for speculation on indispensable products such as masks with integrity in the work place to procure the necessary supplies for the whole population, and finally reverse the most despicable individualism with an authentic attention to others. Instead of living in paranoia and seeing potential deadly enemies everywhere, if only each of us assumed the attitude that we would expect from the patient zero towards us, we would have a management and control of the pandemic that hit the whole world decidedly different. More than for the Coronavirus, a powerful vaccine is needed to cure us of our ego which, like a metastasis, is devouring without us even realizing it. To profess diversity and inclusion in organizations without being primarily committed to

helping build a healthy community that respects and welcomes the needs of others, is a paradox. Maybe we could take advantage of this temporary slowdown to give us a reflection on what basis we want to build what prof. Floridi, of the University of Oxford, has identified it as our hyper-story.