

FOUR SIDES

Modesty—Morlas—Artistry—Confidentially

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The Power of Values!

Lagerkvist & Partners has been in operation for 35 years this year. There is not much general experience we think we can communicate from this 35 years of experience. All these lists, that journalists love, concerning “How to be successful in your career – 10 rules”, “How to create a successful company – 5 rules”, “How to be successful in life – 20 advices” etc. etc. have very seldom relevance for a specific case. And the devil is in the details, not in the general views.

Having said that we will still communicate two observations based on our experience that often make companies successful:

1. A culture built on strong values.
2. Consequence in the implementation.

We use to say that if you are starting a company and the sole purpose is to become rich you often fail – but if you start a company to change the world you often succeed. It does not have to be big changes but some change to make the world a little better place.

When we started Lagerkvist & Partners we established the values “modesty, morals, artistry and confidentiality” – our four sides. This have and shall influence all we do always. The reason behind it was and is:

Modesty – I had in my former work experienced consultants who always knew it all, didn’t listen and were often wrong. We have to respect the professional knowledge of our clients, be aware of that we can be wrong ourselves but hopefully bring something useful to the table than improves our client’s performance and development.

Morals – we are in a business where you not always shall give your client what he or she expects. By giving new insights that enlightens things that must change and give new ideas of what can be done in-

stead we deliver value. Always argue for what you believe in.

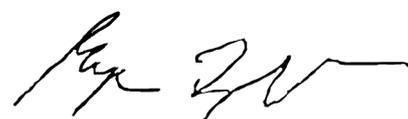
Artistry – creativity is the basis for future development; we have to be able to deliver new, productive ideas and how they shall be implemented or deliver new solutions to old problems; if we cannot keep our creativity we will go out of business.

Confidentiality – many investment bankers etc. work for competing companies at the same time; they say they have” Chinese Walls” within their organisation so that is no problem; we have chosen not to work for competitors at the same time and normally with an interregnum of two years – think you understand why.

Our values have been of importance in our work for clients, in our recruitments and in our governance.

Companies that we have worked for with strong values are Shell Group, SCA, Procordia, BMW, John Uribe e Hijos, SABMiller but also many smaller companies that have become big and successful

The CEO, the Board and by that all managers in the firm has to be persistent in their implementation or as we use to say – thereby making soft rules hard – and a prerequisite is to take action when the values/rules are not followed.



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Societies can be Effectively Changed to the Better



Societies can be changed to the better if we address the problems on the ground and act with speed, says Johan Oljeqvist, CEO of FRYSHUSET (The Cold Storage Plant), Chairman of the Advisory Board at Stockholm University – Stockholm Business School etc. and a member of Lagerkvist & Partners Advisory Board.

FS: Tell us what FRYSHUSET is all about?

JO: Our vision is:” We make it possible for young people to change the world through their passions.” Our values are to give encouragement, trust and responsibility to young people; we act directly to what happens in society.; the individuals need is our starting point and meeting with respect is always the best start to progress.

FS: And your actions?

JO: We have built since 1984 activities for young people to make them start on a good track like basketball, skateboard, music, theatre, schools, civil security operations (LUGNA GATAN) etc.etc. We are active/present in 20 cities and municipalities and are consulting internationally as in the Middle East and Brazil. We have a turnover of 400 MSEK plus all the voluntary work that is done and we are growing fast, almost too fast because the demand is infinite. Less than 3 % of our income comes from subsidies.

FS: And your results?

JO: Besides empowering about 100 000 kids every year through our many programs, we bring in young people with criminal history, school dropouts, depressed and isolated immigrants etc. and strengthen them to turn into positive and progressive citizens. We help society to bring criminal and depressed areas into progressive development through our meeting places, LUNGNA GATAN etc. etc.

FS: ...but the situation in Sweden have been getting worse with shooting and killing etc. what is your comment?

JO: That is true. But we shall remember that reasons are a little different than we think. The attitude of young people has not changed. Before when they disagreed, they had a fist fight. Now they are using guns because guns are so easily available. There are a lot of good ambitious people in the Counties Social Service Centres, but they are surrounded by obsolete laws and rules that tie their hands and sometimes also their leadership is poor. But we have now a new model IOP – Idéburet Offentligt Partnerskap (Idea Driven Public Partnership) – which facilitates the possibilities to act and make it possible to act fast working closely with municipalities. This is expanding rapidly, and I think we have here created a tool that will help us a lot to achieve results fast!

FS: But can you change young people who have been caught in criminal gangs, who have been dropouts, petty thieves etc.?

JO: Our experience is that almost all want to leave this life. We manage to bring them in, and we have a success rate of far over 90%. That is not the problem. The problem is for us to grow as fast as we can so we can help more people and to make the state and counties to change their outdated laws and rules. Let me also say. Young immigrants who comes to Sweden are extremely positive to our country and really want to be integrated, get education, a job to create a good life and bring something back to society for all they got and will get. The worst thing we

“There is nothing more difficult for a really reconstructive artist than to paint a rose, because before he does that he must forget all roses that ever have been painted .

Henri Matisse

“A work of art is a piece of reality, viewed through a temperament.

Émile Zola

can do is to place this people in troubled areas like Rinkeby or Rosengård and let them wait. Then they risk loosing hope and ending up in exclusion.

FS: You have started to expand internationally. What is the purpose and the goals?

JO: Overall the situation is worse or much worse in many other countries. Our concept and results are outstanding in the World. We therefore think that we can make a big difference with our concept whether it is in Denmark, the Middle East or Latin America.

FS: How can you get personnel to all this expansion?

“When I am good I am very good, when I am bad I am better .

Mae West

JO: Many of the youngsters we have brought in/taken care of in our organisation have begun working for us. Many have worked for us for a long time and grown with the organisation. We recruit almost always internally and will continue to do so and will be able to do so.

FS: Summarize your management philosophy?

JO: Trust, responsibility, delegation!

FS: The future – are you an optimist?

JO: Yes, I am – but the state and the counties in many countries must change their outdated rules, regulations and policies!

“The true work of art is only a shadow of the divine perfection .

Michelangelo

Thorium, the Energy Solution

Thorium can and will probably be the solution to a stable energy supply.

Thorium is a radioactive substance with the atomic number 90 – uranium has number 92. It was discovered from a sample in the Falun Coppermine 1815 by Berzelius. India and Norway have the largest reserves of thorium but Sweden has also reserves and thorium is more abundant than uranium on the earth.

The advantage with thorium is that you can build reactors that cannot melt down like Chernobyl or Fukushima. You can simply turn on and turn off without any consequences. You can, with profitability, build small power plants. Thorium plants are much, much cheaper than uranium plants. The technique to build plants is since long developed.

Why has Thorium not been exploited earlier then? The strategic decision was taken just after the second World War. You cannot develop nuclear weapons out of thorium. You can with uranium. The waste problem is much less with thorium. Uranium waste has to be stored more than 100 000 years. Thorium waste a couple of 100 years and the waste is less than 1/1000 than the waste from uranium.

Today India and China are investing heavily in thorium plants. Nuclear plants can be run until they are worn out. But to build new nuclear plants is already today impossible to make a profitable venture.



Figure: Prototype Fast Breeder Reactor under construction at Madras Atomic Power Station in India. The reactor is a step in developing fast breeder technology for the use of thorium.

We need more energy base capacity now when uranium plants are being closed down etc. Thorium is the solution. Scandinavia has a very interesting opportunity here.

Discussion on Climate Change

No one has denied the climate change – It has always changed over time and will change in the future as well with or without humanity on earth.

The Earth's light, warmth and life are originally and daily from the Sun, our only external source of energy. Along with water, oxygen and carbon, the light triggers the process of photosynthesis, which gives the vegetation its vital nutrition. Coal is the energy carrier for most of Earth's life including man.

Carbon dioxide is the most important nutrition for all life on earth. If the air content drops below 150 ppm, all life will die. For the vegetation, the ideal level should be 1,500 ppm. It was 3,000 ppm 150 million years ago. Then, vegetation has consumed so much that only 280 ppm remained before the industrial revolution. With today's levels of 415 ppm, the vegetation still lives near the starvation limit. The increase of carbon dioxide has contributed to significantly larger crops. These have meant more and cheaper food, saving many lives and **lifting hundreds of millions of people from poverty and starvation.**

But for many, coal is instead the great enemy and threat to all life. They claim that more carbon dioxide in the atmosphere would heat so much and so fast that it would threaten Earth's life. It's a strange sight, because the Earth has been 5-10 degrees warmer than now for long periods of time and has had higher CO2 levels - and much richer plant and animal life.

Instead of reducing emissions, we should welcome them.

The world-famous Danish climate researcher Henrik Svensmark has shown how the sun affects the climate. The sun's magnetic field varies in a clear connection with the sunspot cycles. It encloses the earth and steers aside the positively charged cosmic particles that come from the Milky Way's exploding stars.

The sun has now entered a passive phase with weak magnetic field. It releases many cosmic particles that favour cloud formation. More clouds reflect more of the sun's heat.

No effect of the content of carbon dioxide could be measured.

Now we can expect the climate to be colder.

“I want that a film shall start with an earthquake and then increase its tempo the whole time towards its climax .

Samuel Goldwyn

“I do not search, I discover.

Pablo Picasso

The Climate change alarmists claim that there are more and more hurricanes and that they grew worse for every year. Below you can see the truth – it is a decreasing trend.

Dr. Ryan N. Maue is a research meteorologist. He has developed and maintained weather maps and a climate data service based on the world's best numerical weather prediction systems. In 2010, Maue was awarded a National Research Council postdoctoral associateship at the Naval Research Lab in Monterey, California where he focused on global weather prediction and verification.

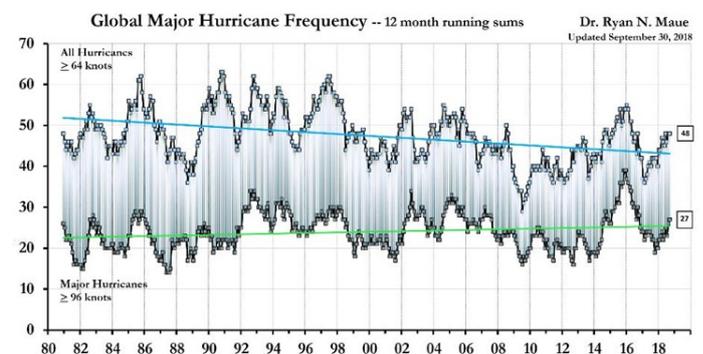


Figure: Global Hurricane Frequency (all & major) -- 12-month running sums. The top time series is the number of global tropical cyclones that reached at least hurricane-force (maximum lifetime wind speed exceeds 64-knots). The bottom time series is the number of global tropical cyclones that reached major hurricane strength (96-knots+). Adapted from Maue (2011) GRL .

If it's just a big climate scam - What is it all about?

Greenpeace co-founder and former president of Greenpeace Canada, Ph.D. in Ecology, Institute of Resource Ecology, University of British Columbia, 1972:

“Fear has been used all through history to gain control of people’s minds and wallets and all else, and the climate catastrophe is strictly a fear campaign — well, fear and guilt — you are afraid you’re killing your children because you’re driving

them in your SUV and emitting carbon dioxide into the atmosphere and you feel guilty for doing that. There's no stronger motivation than those two."

Patrick Moore, Honours B.Sc. in Forest Biology, University of British Columbia describes the narrative of anthropocentric global warming and "climate change" as follow:

"Scientists are co-opted and corrupted by politicians and bureaucracies invested in advancing the narrative of "climate change" in order to further centralize political power and control"

"You've got the green movement creating stories that creates fear in the public. You've got the media echo chamber — fake news — repeating it over and over and over again to everybody that they're killing their children. And then you've got the green politicians who are buying scientists with government money to produce fear for them in the form of scientific-looking materials. And then, of course, you've got the scientists who are willingly, they're basically hooked on government grants.

When they talk about the 99 percent consensus [among scientists] on climate change, that's a completely ridiculous and false number. Most of the scientists, who are pushing this catastrophic theory are getting paid by public money.

But most of what these so-called scientists are doing is simply producing more fear so that politicians can use it to control people's minds and get their votes because some of the people are convinced, 'Oh, this politician can save my kid from certain doom.'"

"It's taking over science with superstition and a kind of toxic combination of religion and political ideology. There is no truth to this. It is a complete hoax and scam."

Record cold in summer 2019

The blue area represents cold. We just had July snow in Poland. Record cold in Germany. July snow in Romania. July snow in Turkey. New all-time July cold record in the Netherlands. Norway mountain passes closed due to snow and cold – in July. Skiing in Colorado on the 4th of July. Hungary recorded the country's lowest ever temperature for July 10, according to the National Meteorological Office.

On July 12, record low temperatures were observed in several cities in Russia. The average daily temperature was **8-10 degrees below normal**. This was not observed in these places in the middle of summer for almost 50 years.

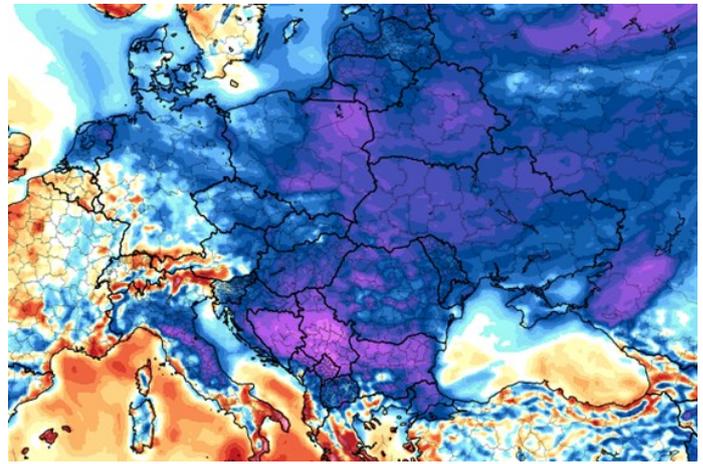


Figure: Temperature map over Europe.

It's winter in the southern hemisphere and Brazil just had the coldest temperature ever recorded. Blizzard conditions haven't stopped all day at Perisher, in the Aussie Alps, where almost one meter of snow fell a few weeks ago. Record cold, snow, rain and even incredible hail storms in so many places they are too numerous to mention.

Imagine standing on train tracks with a bullet train due to run you over and you stand there imagining it is not going to happen but it's happening no matter what you think. That describes man-made global warming fanatics trying to imagine away the Grand Solar Minimum and temperatures that are already plunging.

An approaching Grand Solar Minimum is upon us. NASA recent solar cycle 25 prediction reveals it will be the **weakest of the last 200 years**. The maximum of this next cycle — measured in terms of sunspot number, a standard measure of solar activity level — could be 30 to 50% lower than the most recent one.

The loss of 6 million acres of corn and soybeans to an historically cold and rainy planting season this year will be felt into autumn 2020 and beyond, says the U.S. government. The U.S. corn stockpile is expected to fall by 14%, to 2.01 billion bushels. Some believe these are extremely optimistic numbers.

“Art is either plagiarism or revolution.

Paul Gauguin

“We have art—not to die by the truth.

Friedrich Nietzsche

Unrelenting torrential rain flooding vast swathes of Southern China destroying homes and crops, causing landslides, and forcing the evacuation of at least 80,000 people. This latest deluge alone is thought to have cost the country up to \$400 million (USD), with almost 126,262 hectares (312,000 acres) of farmland either severely damaged or destroyed.

Carbon Dioxide is a Cooling Gas According to NASA

NASA says that CO2 is a coolant not a warming gas. One part of NASA is now in conflict with its climatologists after new NASA measurements prove that carbon dioxide acts as a coolant in Earth's atmosphere. NASA's Langley Research Center has collated data proving that **"greenhouse gases" actually block up to 95 percent of harmful solar rays from reaching our planet, thus reducing the heating impact of the sun.** Carbon dioxide (CO2) and nitric oxide (NO) are two substances playing a key role in the energy balance of air above our planet's surface tending to cool not heat.

Regardless of what one believes or all the myriad factors, *"Solar activity has overpowered any effect*

that CO2 has had," says Dr. R. Timothy Patterson. (professor of geology at Carleton University in Ottawa, Ontario, Canada)

The "climate models" are based on computer simulations, which need to be fed with many parameters, more than 50, most of which must be "assumed", i.e. guessed, because the research could not establish their mutual dependencies. The "father" of the mathematics of computer simulations, John von Neumann, has explained that their results will not be better than one guess, if more parameters than THREE must be guessed.

It is therefore obvious that the IPCC's "climate models" show ever-greater deviations from reality over time, as the IPCC has insisted on feeding the computers on the condition that carbon dioxide causes a warming.

It must be considered as a clear indication of the IPCC's total incompetence that they spent billions of dollars on computer simulations, where 20-30 parameters must be guessed.

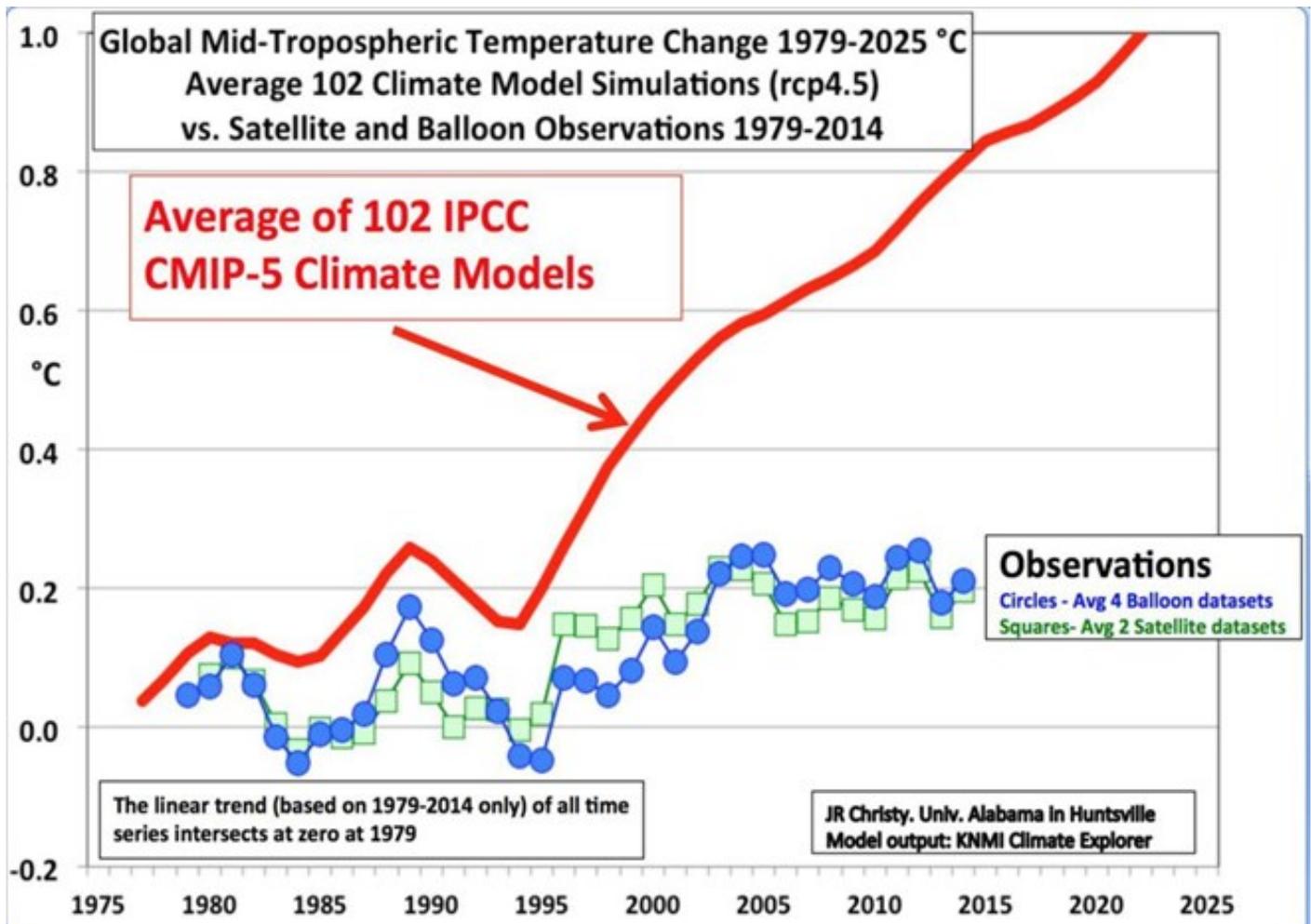


Figure: The average of 102 climate models from IPCC, red, compared to actual measurements with balloons, blue and satellite data, green.