HPAW Hilton Supra

**Doug Foresta:** Welcome to Human Potential at Work, the show where we explore social impact, inclusion and empowerment of everyone, including persons with disabilities. Your host is Debra Ruh, CEO of Ruh Global Impact and co-founder and chairwoman of Billion Strong. An identity and empowerment organization designed to bring billions of voices of persons with disabilities together.

To join the global community and to donate to the cause visit billion-strong.org. That's billion -strong.org. And now onto the episode.

**Debra Ruh:** Hello everyone. My name is Debra Ruh and I'm the CEO of Ruh Global Impact and the vice chair of Billion Strong. I'm also very proud to be partners with ztudium, and you're going to learn about some really cool projects. I always like to invite people on the show that I really respect and Hilton Supra is one of those people.

I just am just in, I adore this man. I just think he's amazing. So I'm looking forward to introducing you all to him as well. So Hilton Supra is the vice chair of ztudium. And within ztudium, they have multiple organizations, but he's very engaged with Cities ABC. Open business council and fashion, ABC.

And I know that we are very proud to be part of Open Business Council and we love what they're doing because of course we believe as does Hilton and his partner, Dinis Guardia that we're all stronger together. So let me first start this off by remembering to do a visual, explanation for those of you that are maybe on a podcast or you can't see me.

So I have gray here with a lot of purple in it, and I have on some gray glasses with a lovely little chain to make sure that I know where my glasses are, because that's who I am now. I'm the one always looking for my glasses and they're usually on the top of my head. And I'm a white woman and I'm wearing black and blue today.

And. Very excited that Hilton has joined the show. So Hilton, will you tell the audience a little bit about who you are and maybe give a visual description as well?

**Hilton Supra:** Brilliant. Hello everybody. My name's Hilton Supra I'm the vice chairman of ztudium group. I'm sitting here in actually in Lisbon.

I'm moved to Lisbon about 14 months ago, but I used to previously work in Gibraltar and you'll hear a little bit more about why, and of course, the city of London in England where I lived for many years. To describe myself, I'm, I'm sitting here in the metaverse oldest, this, the nascent new metaverse, I'm sitting upstairs in my I'm on my, in my mezzanine loft.

So you can see the vaulted ceiling to so many I, you can hear the echo of the vaulted ceiling. I'm I was born in Africa, but white African and I've got short hair recently cut, blue gray eyes as a tan because I spent a little of the time down in these nice part of Europe, the Southern part, I'm wearing a blue a blue Jacket.

Actually recycled suit jacket. I don't Have much time to, to wear suits anymore. And as a blue and white Stripy is shirt and I'm, and this is me.

**Debra Ruh:** And he's pretty amazing. He's pretty amazing. And I really like working with leaders that want to make the world a better place for everybody. And that is Hilton.

That is Hilton. And as he mentioned, he was born in South Africa and but he's lived all over the world and I know you have family in New Zealand, your mom is in New Zealand, right? So

**Hilton Supra:** yes, indeed. My mother lives in New Zealand along with my sister and my two nieces.

**Debra Ruh:** Yeah. Yeah. So you have family all over the world.

So tell us about your background because your background is confusing to me in a way, because what you did and what you're doing now are very different. But at the same time, what a powerful background you have to come in and make the world a better place. So tell us more about who Hilton is.

**Hilton Supra:** Thank you.

I mean who, who's Hilton? Obviously, as I mentioned, I was born in Africa and of course, traveled extensively in Africa and considered, kinda consider myself an African. My family were involved in particularly my grandmother involved in the political environment for many years and having good liberal values.

With a small L. Of course I found that we were very anti-apartheid and a very anti what was going on there. And we'd be, we're very sensitive to the injustices and things like that. So I've carried that through as a banner throughout my life. And hopefully my career has really reflected what I've done.

And so when we were politely asked to leave the country, my father was, we ended up in the UK living in England and then I eventually through did my education at school. And then I went and did an engineering and building and management at then was Oxford Pylotechnic. Which now is Oxford Brookes.

And then I became a financial engineer in the city of London. And loved technology. I'm going to remember the early days of technology where, literally I saw in a room, a whole room, which was able to do what we do today on a spreadsheet or on mobile phones. And they're powerful. And I started programming very nascent I'm a terrible programmer to be honest with you I'm terrible. At doing [inaudible] but I realized the power of technology and I used technology all through my career, particularly in the financial markets and helping the decision-making process, et cetera. But always in the back of my mind, you enter the city of London, you enter the financial capital markets and asset management, and you realize who you're making the money for.

And at the end of the day, I was very aware that you're making money for other people. And most of the people are wanting to make money ot sustain their longevity in terms of financial and comfort when they retire. So I ended up working in an asset management firm where most of our clients were big pension funds, and I never forgot at the end of the day that there were, there was somebody paying their five pounds, 10 pounds, a hundred pounds, 200 pounds into that pot. And I had a fiduciary duty to make sure that they were looked after. And I'm pleased to say I had a very successful career doing that empowering people at the end of the day with finances. But one of the things that I would became very aware of was that there was the growth in, in, in terms of ESG.

You know, looking at the environment and if you get social issues and governance issues and being very important, there's three important things in the way that you manage your fiduciary responsibilities as you navigate through the financial markets. And out of, most of my clients tended to be sovereign wealth funds or to be large pension funds or, and some of them were in Africa, which was very interesting.

So I realized at the end of the day that we have to do good. And be, I need, because it's very quantitative I always looked at the downside risk and minimized the risk and had strategies that had a downside risk component to it. And therefore I've, like the crisis of 2008, 2009...

**Debra Ruh:** Yes, I remember that one.

**Hilton Supra:** I was actually running funds of hedge funds.

That was a fascinating experience because we had, we didn't know the crisis was coming. We knew there was something coming, but we didn't know the extent of it. And we had structured our profiles and our quantitative model risk models had set, had positioned us in a way that when the crisis did hit, we didn't lose any money.

We actually did the job that we were supposed to do.

**Debra Ruh:** Wow. We didn't do that though, in the states. Oh, sorry. Okay.

**Hilton Supra:** A lot of people, because they're very directional. We were obviously when you're working in a hedge fund environment you're always, you're balancing off the downside risk with, the risk versus the opportunity on the other side.

But the crazy thing was because we did such a good job. We were full of cash or we were able to, we had, we, we were still able to liquidate if we were required to. And we became an ATM machine because everybody was hemorrhaging cash all over the place. And so I said, okay this is interesting that, we have to redeem and the clients went and et cetera. And then I said what do I do next? I did a small spell in credit markets. But then I got involved in startups and building companies. It was very important that as the growth in DLT and blockchain and things like that happened. I suddenly saw a technology that was very empowering, and that was the beginning of what I am doing today.

And that's like a bit of a Roundup or a big route that I've described to where, where I've come to, but using the decentralized nature of technology today, and the ability to empower people has really, really excited me. And also the technology is making more and more people have access to things they couldn't have access to before.

The people are, their superpower, it doesn't allow them to see you. It doesn't allow them to hear, or it doesn't allow them to be economically engaged. Or access to educational, or access to clean water. There are solutions out there that can be enabled using technology.

And that's what really excites me today.

**Debra Ruh:** And I do want to, as part of this conversation, talk a little bit about cryptocurrency because, once again, you're a financial expert and it's fascinating. I hear all the time from my friends, my friends that are around my age, how much money do I? I have no idea.

People are so confused about it, but I also want to comment on. There, there is a lot of efforts out there, but sometimes the efforts that are, that could have the biggest impact, they're the ones that are ignored and not funded. And that's one reason why I'm so glad that you are in these conversations now because we also were trying to make sure people with disabilities were included, but it was always, it always felt like it was an afterthought.

It was that, oh, we'll get to y'all in a little while. So. One thing that I really love about the work that you're doing as Ztudium and with these efforts is that you are not being lazy about it because I hear it all the time. Oh, we're going to do this. And we're all about the SDGs. Okay. Are you accessible?

We'll know it's too hard and it's too much trouble. We don't have the money. And so one thing that really drew me to your work and Dinis's work also is that you're actually brave enough to want to do it in an impactful way, which you already did with your career with finance. You've told us why this matters to you, but I just think this is so important that people like you be at the very center of the center of these conversations. Because it feels to me like you have data that could really truly help us move forward. So let's do talk a little bit about Ztudium. It's spelled differently. I know Americans, we always get very, just speaking for myself. I always get confused with the words. Smith, good.

**Hilton Supra:** Ztudium [pronounced: shtudium] it's just take, go back to the old Greek word 'to study'.

**Debra Ruh:** Oh,

you're right. Thank you. Thanks. And you just forget that Z there. Yeah. Thank you. But what is, what is Ztudium?

**Hilton Supra:** Ztudium was a company that was started by Dinis Guarda and I had the pleasure of meeting him close to five years ago, seems like yesterday. We had a meeting of the minds in terms of what we want to do to create impact in the world.

And, he's a thought leader and he is, you know, a very, very, very interesting man.

**Debra Ruh:** I agree.

**Hilton Supra:** And had created significant amounts of technologies, many technologies. And I sat down with him and over time we were obviously trying to raise capital for the various platforms that we were wanting to build, but they're all sitting in one company.

And now coming from the investment management industry, I was very aware that you have to make things simple. The narrative has to be very clear and there was like, going into, we'd go into a meeting and, we'd basically rock up with the kitchen sink of all our IP and all our technologies and people go what are we investing in?

So eventually we decided that we would re, restructure the company and spin out all the different IPs and technologies into different, into different different companies and then capital raise for those companies directly. And that would be a much simpler way of doing that, but all coming under the Ztudium umbrella. But also using a lot, getting a lot of operational leverage from shared technologies of fourth industrial revolution, which include blockchain, AI machine learning, et cetera very important developments in technology.

But remember, these are just technologies. Not buzzwords.

Say people, the technology is technology, it's an enabler, but it's what you do with it, which is most important. And what is the biggest problem today? It's that whole idea of truth and trust.

**Debra Ruh:** Right.

**Hilton Supra:** If I'm a farmer in Africa and I'm selling my grain or my mielies or corn, and I want to sell it to a producer of X, Y, Z product in Philadelphia, or donwn in, you know, one of the states which produces food. First of all, they don't know about each other, number one. The supply chain is very expensive. You want to actually bring the producer directly to the consumer. You want to narrow that supply chain gap as much as it can. Because it's high friction costs, high impact on, on, on financing, high impact on on, on pricing, particularly in the commodities market and also high impact on the environment because the logistics of getting from A to Z rather than go from A to B.

Much easier. It's a great ambition, but at the end of the day, you want to have that truth and trust that I'm a farmer in Africa and I have a, a immutable identity that just because I have that identity, everybody would trust me. That's the most important thing. So the technology is enabled to do that.

Okay. This is what we're talking about today. So the first thing we did with our platforms, whether it be a city platform for cities, focusing on the stakeholders in the city, which is the governance. Okay. The, obviously like the local mayors, mayor's offices or whatever structure that's available there in terms of the governance of all of that, then you've got the people, the citizen, and then the businesses.

And of course you want to say, okay, how does that environment knit together for the benefit of those stakeholders in the city? Of course, you mentioned about United Nations Sustainable Goals. You talk about green. You talk about safety. You're talking about crime, you're talking about all these things. That information is out there.

How do we get that, extract that information into a meaningful, digestible way that has utility for all the stakeholders. This is what, this is what Cities ABC does. Because we want to be able to say things, people are going to build these fantastic databases. And they, in fact, the cost of running those databases is so exorbitant that the utility, the impact of the stake on the stakeholder is very expensive to achieve because of the way that the data's managed, but using modern techniques of technology in terms of artificial intelligence, the way that you'd use your data analytics and machine learning, you can actually extract from a lot of data utility and usefulness.

Okay. I'll give an example. Data sits in silos. It's getting access to the data, but that's old data. The most important data is the data that is one hour old, two hours old. A traffic jam on the motorway. You get you really getting it in your Google app when you, when you're using Google or any maps. Or navigation tool. So that's high utility very important. So finding a way to access what people are doing, what they're thinking, what they're saying and what they are doing that is very important utility to the stakeholders. What we do really is we start looking at social media, obviously it's online.

And at the end of the day, the one other thing I wanted to mention actually is very important is that we don't want to make people the commodity of the data. Okay.

**Debra Ruh:** Good point.

**Hilton Supra:** At the moment. Okay. We want them to be able to be rewarded, okay. Through the utility and through some other reward systems. We're actually giving up that anonymous data and they already do that through social media.

So pulling social media and all different interactions from data out there, which is current, you then have to extract from that very important sentiments and understand what society is going on, what the environment is like. And then once you've extracted that information, you create great utility and out of great utility you create...

You can actually make policy and understand what needs to be done in terms of achieving the alteration to be achieving the goals. Because through a clever way of using technology can actually achieve that. So that's like in the cities platform. But the key thing is using the technology in the right way and not abusing people in terms of the data.

**Debra Ruh:** Using technology for good.

**Hilton Supra:** Yes. Yes.

**Debra Ruh:** So you would help. And I know you, and I've had this conversation, but I thought it was interesting. I was talking to a group at the UN and they were saying, it's interesting what people ask for when they're in a, an emergency situation, refugees, there's been an earthquake there, war. Before they would ask for clean drinking water, clothes, shelter food.

Now the number one thing they asked for is reliable wifi. Because if I can get reliable wifi, I can try to get myself out of this trouble instead of waiting for somebody to come and rescue me, which probably isn't going to happen. So I just wanted to, it's just.

**Hilton Supra:** Yes but this is, this is you you've hit, you can talk about disasters and things like that.

It's much cheaper to use technology. And it's a simple thing. Okay. You can do a scan of a city from using satellites. And you can, using with technology, determine which districts, down to which house will be damaged the most.

**Debra Ruh:** Wow.

**Hilton Supra:** In a cyclone or a flood or anything like that. And then what you do is once you've highlighted all those areas that have high risk.

You go and educate the people. So the policies do not educate the people that if the cyclone comes, make sure you can do this. Or you go there. Or you're you raise all your, you put your stuff at least a meter above the ground, because you're going to have a meter of water coming into your house or whatever.

Okay. The, you reduced the impact cost to the city significantly just by maping out the city. And confirm, and then also, then you can understand then of course, if you using recent data and that you mentioned about access to wifi, access to mobile phones is in those extreme environments, when they're happening the way that you gathered the data you can actually see live what's actually going on. Which tells you, you know, a lot of people screaming about the water everywhere, there's loads of ways of, with the way that you can use natural language and technology and getting that sentiment is really important.

So tie the two things. So you've got your policy based on real data. You run it through scenarios and you can do preventative work. That's really it.

**Debra Ruh:** And we don't do that now. And also I see multiple like smart city initiatives, but just, and I feel like a broken record. I feel like such a nag, but it's like.

They don't include the most disenfranchised people in the world. So why we're breaking everything apart and blowing everything up in the world. Why don't we build back inclusively and why don't we, people aren't broken, people just are not given the same opportunities. They're not given the same education.

And why in the world y'all could make so much more money if you just didn't ignored us annoying, disenfranchised people. Sorry, you know, I don't mean that.

**Hilton Supra:** And a lot of people are disenfranchised. I think it's a significant amount. How many disabled people are all there in the world?

**Debra Ruh:** It's ridiculous.

1.2 to 1.7 billion. And we think those numbers are low because, you know what? If you're a human being, you have abilities, you have disability stop deciding you're not good because you're the wrong color skin. You're the, you love the wrong person. You, whatever. We we actually, discriminate against each other it with African-American women because of their hairstyles.

I, they get discriminated against because of their hair. So, yeah, it's amazing how much we do that as humans, but I really love and I just love that you and Dinis did not want to do that. And you just, you were examples of leaders that know how to do this, and they understand all the moving parts, but you were not willing to leave people out and.

I that's, I just am. I feel very grateful and blessed to be working with y'all. I really do. And it's funny. Yeah. The people you're bringing on and you're working with it's really amazing.

**Hilton Supra:** And the thing is you touched it, you touched upon something very interesting about discrimination because of the way that people look based on their ethnic.

The biggest, this is the, I'm not going to put it out there, which I think is very controversial. The biggest risk to society today is the people that design the algorithms.

**Debra Ruh:** Oh, I so agree with that. What could be wrong with ...

**Hilton Supra:** You know who they are. They're normally west coast American, white, Anglo Saxon males. Okay.

**Debra Ruh:** And they're technologists. Yeah. So.

**Hilton Supra:** They're technologists. They write the algorithm and maintain the algorithm and it completely excludes 90% of the population.

**Debra Ruh:** Right. Yes.

**Hilton Supra:** And how can that be, how can that be a sane way of moving forward in an inclusive society? It's impossible.

**Debra Ruh:** It's impossible.

**Hilton Supra:** Surely by the way, that you've you've designed, design the system, you even west coast startups who say, oh, I've built this App and it's going to help the unbanked and blah, blah, blah, and think that they can then deploy it in Mauritania or deploy it in Bangladesh.

Without understanding what is the culture the cultural aspects, how people actually, as a culture, do business. Who does the business. And a lot of those, particularly the things like paying school fees and things like that. It's normally the woman, and who controls the finances, et cetera, et cetera.

So there's a lot of things that are not thought about from a cultural perspective when all these applications are built. So this is why, this is why it's taken us quite a long time to get where we are today because we want to do it

**Debra Ruh:** I know, but it's hard to do it right though, Hilton. It's hard. It takes more money.

All of the expertise isn't there. It's harder. But thank you for being willing to do it the right way, even though it's the hard way, because if we're not willing to do that Hilton, we don't have a chance where we, because this is a real opportunity. So, and I, and I know in some ways you've already mentioned the metaverse, but.

As I look at the metaverse and I look at the leaders that say, they're going to build the metaverse, it scares me to death. And I won't be mean all know who, but I'm sorry. I just don't trust these and another thing. I'm just going to complain about one more thing that I'm going to stop.

But another thing I don't understand is: I think it's great when say somebody like, Jeff Bezos makes kajillion dollars. But I don't understand, he's not the only one that did the work. So what about all those other people? Why do we need, yeah, that is so unbalanced. Because one thing that I love about the work you're doing at Ztudium is that you are really walking the walk. I am shocked at the vendors. I know that 90% of our team are people with disabilities, but we're not the only, you also have other vendor, Bruno, who's the CEO of his own AI company. Wow. This man is brilliant. So I'm sorry. I'm bad about gushing, but I appreciate people that are making a difference.

And but speaking of the metaverse, you had mentioned a few of the things you're doing, but.

**Hilton Supra:** But actually they talk about the metaverse and this is where we try to make things simple and yeah. At the moment, you and I engaging in the nascent growth of what is the new metaverse we're actually communicating through a digital medium.

Okay. And then we're going to be broadcasting that and putting that out for consumption within and our voice gets recycled into electrons and people consume it. Okay. That is effectively the metaverse.

**Debra Ruh:** Right.

**Hilton Supra:** The, the next phase of the Metavers is, it's from a two dimensional to a three dimensional space. More, but I call it augmented reality, we're using technology to amend our relationship with the real world. This is where I think accessibility makes great sense.

**Debra Ruh:** I agree.

**Hilton Supra:** A tool of accessibility. If you look at, the big, I don't want to mention their names, but we'll know who the big metaverse...

**Debra Ruh:** Kabujillonairs, whatever.

**Hilton Supra:** They want this big, a totally immersive 100% put the goggles on experience. Which is a very dystopian way of building a society.

**Debra Ruh:** Oh my gosh, it's, you can make so much rong with that, yeah.

**Hilton Supra:** You know, major challenges. What we want to do is how do you empower people? How do you empower people with technology? Give them good utility. Okay. We want to use the technology to enable people with accessibility issues to have access to the world, even in the metaverse. How'd you navigate around the metaverse when you got goggles on and you're blind.

**Debra Ruh:** I know. And...

**Hilton Supra:** How do we, how do we build that inclusivity for people who, it just doesn't, it doesn't, but what we can do is we can do something different. We can make an augmented experience. Would help somebody navigate in the real world, using digital technology, but still have access to the web free environment because in the future, what's going to happen.

You're going to have all these web stores, web malls, web pavilions, virtual pavilions, where you can go to a concert and engage at a concert in your own avatar and walk around and engage with the people around you in a virtual space. Okay. That is a unique experiment, but how do you, you know for somebody who's challenged?

What, with a super, their superpower is brilliant in one interaction, but challenged in another. How do you deal with that? So I think the augmented experience has two benefits. Number one, it gives everybody accessibility. The second thing, it bridges the gap between the real world and the digital world.

**Debra Ruh:** I agree. I agree.

**Hilton Supra:** That's the most important thing.

**Debra Ruh:** And I think also it's very interesting and that's also I'm so thrilled that we're working with you on this is that identity really comes into it. Because a lot of people know that my daughter, Sarah has down syndrome and I remember she, and I've been a lot of my work is because of her.

And she's said to me one time when she was like 16, she said, stop telling people I have down syndrome. I'm normal. And I was like, oh honey, you don't want to be that. You don't want to be normal. I don't want to be just old. I'm going to put some purple in my hair. Cause it's like, don't look at me and think I'm normal.

I'm not. I think that's an advantage, but I do think we got to get the identity right. Because I hope that people will want to build their avatars based on the reality of who they are. So what, for example, I know Bruno was saying, I'm going to create an avatar for you, Debra. And I thought yay, how fun, but please make that avatar look like it's older.

Only because, what I don't want it, I know that there's role-playing, but just think of the, what I don't want us to accidentally do as we're building all these things is make it seem that LaMondre's physical real identity is less than his. So it's like it they're big. These are big conversations.

**Hilton Supra:** This is the beauty of the augmented metaverse.

Is that, using technology, essentially an individual entering the metaverse should have their own identity. Proven identity. So everybody can trust them. Number one. Because only when you have your own identity, can you be in charge of your data.

**Debra Ruh:** Oh wow. Wow.

Good point.

**Hilton Supra:** That's the most important thing, if people going in and creating multiple versions of themselves or multiple profiles, It's just noise.

It's has no utility to society. It actually is detrimental to society. So the point is that individuals like LaMondre, individuals like Bruno who, who...

**Debra Ruh:** Talent, talent.

**Hilton Supra:** A talented and wonderful people, but in the metaverse, they will still be in their wheelchair or, but there'll be a really, the avatar will have a...

**Debra Ruh:** It can fly.

**Hilton Supra:** Spinning wheels and things like that.

Mean, I don't know, spinners on their things. However they want to design it. Identity is very important but then move around without limits, just like all of us. Okay. Identity is very important and how they use their identity and engage. But then you have to not lose sight of reality, the real world and the meta world.

But if you have that truth and trust in that, in the metaverse, where the individual is known and you can say, okay, I'm now walking around in the concert and I can speak, can turn up the volume will turn down the volume. I can turn it up and say, okay, it has all my social profiles. If you want to engage with me, talk to me. And if I just want to go there and just be quiet in the corner and whatch the concert I can do that.

**Debra Ruh:** I love it, I love it.

**Hilton Supra:** Turn down my, my, my giving people access to who I am. They only know I exist.

**Debra Ruh:** Right. You know. I know, and I love that. And I know that I promise to keep you on 30 minutes and I lied because it's already been 34 minutes, but...

**Hilton Supra:** We can carry on.

**Debra Ruh:** Please, please come back on again too, but I still want to keep you a little bit longer because one thing that I would like, I have a lot of audience members all over the world, so blessed my wonderful audience. And a lot of them are investors and corporations. And so do you mind spending the last part of the time that we have together talking about what do you need, what do you need? Do you need, funders? Do you need partners? Do you need, so we talk about ABC fashion, ABC cities, for example what can our audience do to help you?

**Hilton Supra:** You know, I think the most important thing is that, to build a business you can never do it on your own. You have to build it with partners. And the, in order to get scale and growth. Okay. I've seen so many presentations done by people doing startups. Okay. They go and they raise the money and they get great tech people together. They build some great tech and then once they built the tech, they got, we need to raise some more money because we need to go and get an audience.

We need to get customers. Okay. That's the wrong way around. Let's, let's start with engaging with the audience first. Number one, by engaging with the audience, understand what the audience wants, you understand what the customer wants so that when you build the tech, you build it okay. That's the most important thing.

But build the platform. Everything going forward is platforms. And then the way that platforms can grow and ecosystems can grow is by what are called willing participants as as partners. And then what you do is you're creating mutual value. That's the only way you can go forward. It can't be a one-way street.

**Debra Ruh:** I agree.

**Hilton Supra:** This is my shout out. I'm looking for inspired leaders, inspired, who have inspiring businesses. Who want to make change and make the difference. Who want to come on the same journey as we are going through. Okay. I want to make a difference in the world.

**Debra Ruh:** How about inspired investors? Do you think there is such a thing as a...?

**Hilton Supra:** Those inspired investors will be there. If they look at, if I sit down in front of an inspired investor and I've got great partners.

**Debra Ruh:** So true.

**Hilton Supra:** Great, a great ethos, a great willingness to collectively change the world. And really empower people. It's a five minute conversation with them.

**Debra Ruh:** So true. I agree. I agree. Hilton, and we are just, I know I've known you for a few years and I just love working with you.

I just love it. Dinis, will you Dinis sorry, Hey Dinis.

**Hilton Supra:** We're like joined at the hip.

**Debra Ruh:** Wow. I know. So sorry. Yeah. You're actually Hilton. Would you mind letting the audience know some of the websites and we'll make sure we include all this. So y'all, don't have to remember. But, tell the websites, how can people contact you. And you are actually running the fashion ABC and cities ABC I believe it is, as their CEO, if I'm correct, I believe.

**Hilton Supra:** Yeah. The title moves as we bring partners.

**Debra Ruh:** Right. Yeah.

**Hilton Supra:** At the end of the day. I'm I'm, as I'm saying, was it. Chief something and bottle washer.

**Debra Ruh:** Yeah, yeah. I understand that.

**Hilton Supra:** Yeah. No, but so the Ztudium is the main group then we have Cities ABC. Which is the platform that we have for cities. Then we've got openbusinesscouncil.org, which is the platform that we are launching for SMEs globally.

So they can actually engage with each other in the truth and trustful way.

**Debra Ruh:** And everything's accessible by the way we're making, we're going to make sure all of this is accessible. Just saying, yeah, sorry, go ahead.

**Hilton Supra:** Absolutely. As, as one of the inspiring partners that we like working with. You and Richard and and David, and LaMondre.

**Debra Ruh:** Yes, yes.

**Hilton Supra:** And then you've got the, which is a very interesting one, which is the fashion industry supply chain.

And that's, trying to understand what impact the supply chain has on the environment, on people, et cetera. So that when a consumer actually gets the product in their hands, they understand what the ESG, basically the ESG impact has been for that particular product.

**Debra Ruh:** And I'll just, and I'm just going to make a quick comment about that, because for example, I really care personally about this beautiful planet that we're living on.

I love our mother earth. And so I got a Prius, one of the first Prius's and it hurt my heart to learn about what was happening with the batteries and that the people that were being abused in Africa, that I was like, oh no, I was trying to make a difference and like the electric cars. I'm like wait a minute.

But at the same time here in the states and things, I am very empathetic of everything that's happening in the states and all over the world, but our gas prices are going up. But the reality is we in the states have been paying such low amounts for gas for years. Everybody else has been paying the same amount for liter to a gallon.

It's, so, knowing. And another thing that always made my heart hurt is I think it's great that in the United States I can get things for nothing at $2 or something. But what I don't want to do is to be responsible for the people that are making 10 cents a day unde horrible conditions. I don't want that. I now, recycling everything and, but we do need to know this because if enough of us knew it, we would do the right thing.

We would, I wouldn't buy from that brand. I wouldn't do that, but I don't know. We don't know. And I just wanted to say that part right there really excites me and the supply chain, the global supply chain then the local, then national supply chain. Yeah. We're in trouble with that. But anyway, I just wanted to tell you that.

**Hilton Supra:** But it it's easier to it's not an easy fix.

**Debra Ruh:** No, it is not.

**Hilton Supra:** We use a technology. You can do simple things. I remember I was having a conversation with one of the biggest distributors of, one of the biggest brands. I won't mentioned who they are. It comes in a glass bottle and it's been around a long time and it's ...

**Debra Ruh:** It's got a lot of sugar in it. I bet. Ok, got you.

**Hilton Supra:** Anyway, with technology today.

Okay. They can, with the logistics, et cetera, and the way that technology they can actually, because you go up and deliver your, deliver product and on the way back you're empty.

**Debra Ruh:** Okay.

**Hilton Supra:** What can you do with an empty...

**Debra Ruh:** Ooh, that would help. Wow.

**Hilton Supra:** And so if you can integrate that into what I call other supply chains that require transport on that particular route at that time. You suddenly, you are making, you know, lots of differences, like the drop of sand, grains of sand.

**Debra Ruh:** That's right.

**Hilton Supra:** It's just simple, just simple things.

**Debra Ruh:** Logical, common sense things, right.

**Hilton Supra:** The only thing is. When we, we've, we talk about the industrial revolution. We talk about the fourth industrial revolution, which is basically extension of, from us telling the ground and the first industrial revolution all the way through to us becoming great technology savvy and using technology, but it's an incredibly linear process.

We throw this word out all the time for IR, AI, blockchain, FinTech, internet of things, et cetera. We forget about people. This is where society five is this, the fifth society is very important and has put the person at the center. Enabled by technology. Technology being part of that industrial process. Cause the legacy of that industrial process is very costly on society.

And very costly on the environment.

**Debra Ruh:** Right. Right.

**Hilton Supra:** So we need to change all that. And we can do that, absolutely.

**Debra Ruh:** And we are going to, we are. And how can people find you? I know you're on LinkedIn and Twitter.

**Hilton Supra:** Absolutely, I've, I've been, this is a big lesson. It's very easy to find me. You just Google Hilton Supra. H I L T O N Supra S U P R A.

My Twitter handle is the same. My Instagram's the same. LinkedIn's the same. It's the same across everywhere. I'm out there. Sometimes I'm vocal and sometimes I'm not, I should be a bit, much more engaged as I've been told by my social media team.

**Debra Ruh:** It's so hard.

**Hilton Supra:** I'm 61.

**Debra Ruh:** You don't look it though, but we got this. So, well, thank you Hilton.

Thank you for being such an amazing leader. Thank you for your partner, Dinis. Thank you for the work you're doing at Ztudium and. I, it gives me hope to know that somebody is thinking about, the human beings. And we're very proud to be doing that with you, but I wanted to make sure the audience also got introduced to the work you're doing, because I love how it has a lot of major benefits to society.

We, before you jump, will you give the Ztudium, eh, the URL for the audience? And then I...

**Hilton Supra:** For Ztudium it's very simple. It's Ztudium, which is Z T U D I U M.com. And then we've got openbusinesscouncil.org. Then we've got citiesabc.com, and then we've got fashionabc.org, and to come, shortly to be launched in the next few days.

Freedomx.com.

**Debra Ruh:** Wohoo!

That one is gonna, that's amazing. Yes. That will be amazing. And I will say for my American counterparts, that Zed is Z, but I just love it's so cute how they say 'zed, oh, I'm sorry.

**Hilton Supra:** Zed, like Zebedy!

**Debra Ruh:** Hilton, Thank you. Thank you for being on the show. I hope you'll come back on because I just, you are the kind of leader that we need to move forward and make sure that we do it right. That we do it right. So. Thank you.

**Hilton Supra:** We just have to get on and do it step by step.

**Debra Ruh:** Yes. I agree.

**Hilton Supra:** And working, as I said, with partners and inspire people is the way to move forward.

**Debra Ruh:** I agree.

**Hilton Supra:** And actually, Debra, I'm I am honored to be on your show.

**Debra Ruh:** Well, thank you. Thank you, Hilton. And thank you to the audience and please share this episode and get involved. So let's all make a difference together. So bye everyone.

**Hilton Supra:** We are, we are nobodies unless we have an engagement with everybody.

**Debra Ruh:** Oh gosh. That's very...

**Hilton Supra:** everybody is thinking and wanting and doing is the only way in which we can actually do and build useful things to enable everybody to achieve what they want to achieve.

**Debra Ruh:** I agree said thank you so much Hilton. And thank you to the audience. We will talk, I will talk to you next week. Bye everyone.

**Hilton Supra:** Thank you very much. Bye bye.

**Doug Foresta:** You've been listening to Human Potential at work. To learn more about Ruh Global Impact visit ruhglobal.com. And to learn more about Billion Strong an identity and empowerment organization designed to bring the billions of voices of persons with disabilities together, you can join the global community and donate at billion-strong.org.

That's billion-strong.org. .