Alexander Rose is the CEO of The Long Now Foundation, which has studied data from a number of long-standing institutions. During the Industry Days, he talked about the mechanisms that make some survive over the years, while many others perish.

- During the lecture, you will get a little insight into this early research on what we learn about the world's most enduring institutions, says Alexander Rose.

By studying and analyzing institutions that have existed for several decades, the company itself wants to learn how to become one of the most long-lived institutions. Alexander Rose believes that it is important to be able to pass on his knowledge as a civilization to the next generation, such as how to survive a natural disaster, for example.

The Long Now Foundation has looked at several different businesses and companies that came up several decades ago and many of these turn out to be bars and pubs. Other activities that have lasted a long time and are still used are the universities.

"One thing that all these businesses have in common, apart from the fact that they have survived for several decades, is that they are organizations for basic human needs such as patisseries, hotels, bars and restaurants," says Alexander Rose.
A fundamental reason why some businesses survive war, change of power and natural disasters is that there is a person, it can be the founder or her parents, it can also be a caretaker who has been there for decades who can tell how certain things survived in the past. A person who has experience of how it has been and what has already been done. Over the years, these people have saved lives, possessions and cultures. They call the University of Salisbury the "keeper of the fabric".

-I think that private organizations and religions, interestingly enough, have more than others. I think that many of our cultural institutions such as libraries and museums have uneven results on that point, says Alexander Rose.

Now the question is which institutions we want to preserve. We also need to know what kind of information we want to preserve, and what people we should have in these institutions and how we should give them the opportunity to be "keepers of the fabric" that ensures that we survive the difficulties and disasters we may have to go through but also how we can flourish and have a civilization that can last for the next 10,000 years.

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