# THE TR2050 JOURNEY

## FROM THEORY TO EVIDENCE

*The world's first R&D platform dedicated to testing the future of reward · 2021–2026*

### ONE QUESTION. A GLOBAL PLATFORM.

**TR2050 began as a question about the future of reward and became a global network testing how reward really works.**

| | | |
|---|---|---|
| **6** phases | **3** regions | **10** global meetings |
| **40+** global members | **10+** faculty | **4** stages of shift |

TR2050

**THE SHIFT** RESEARCH › THINK TANKS › REWARD LABS › EVIDENCE

**2021–2022** THE RESEARCH PHASE

**2022–2023** BUILDING THE FOUNDATION

**2023** THE THINK TANK ERA

**2024** THE RESEARCH PLATFORM

**2025** THE REWARD LAB SHIFT

**2026** A GLOBAL EVIDENCE NETWORK

### *Why TR2050 was created*

ORIGIN
**The founding question**

- Reward facing unprecedented change: skills, AI, gig work, transparency
- Organisations relied on opinion & benchmarking not evidence
- The founding question: build a global R&D platform for reward

### *Creating the community*

FOCUS
**Convening the community**

- Convened reward leaders, academics & practitioners worldwide
- Founding members: Mars, Colgate-Palmolive, Essity, PepsiCo, Rio Tinto, Swiss Re, Walmart, Lonza, JTI, COFRA
- Formed the first global cross-sector Reward R&D Think Tank

### *Exploring the future*

KEY MEETINGS 2023
**Zurich April • New York Oct**

- Zurich: behavioural science, work without jobs, skill-based reward
- New York: AI & reward move to the centre of the agenda
- Launched the Reward Assumptions research workstream

### *From ideas to structure*

KEY MEETINGS 2024
**Dubai May • Stockholm July • Boston Oct**

- Future of Reward + Technology workstreams + assumption testing
- 14 member organisations join the first testing programme
- Future of Reward panel series across five cities

### *From research to evidence*

KEY MEETINGS 2025
**Geneva May • McLean Sept • Melbourne Oct**

- Think Tanks evolve into Reward Labs: Discover · Develop · Deploy
- From "What might work?" to "What evidence do we have?"
- Melbourne launches the APAC Reward Lab

### *From theory to evidence*

KEY MEETINGS 2026
**Sydney Mar • Zurich May • New York Sep**

- Launch of the independent Global Advisory Council (10 members, Jun 2026)
- Members share live pilot results; the first evidence base forms
- From isolated experiments to cumulative evidence across all three regions

**MEMBERSHIP GROWTH**
**10 founding orgs › 14 pilot orgs › 40+ global members in 2026, and still growing**

**FACULTY EXPANSION**
**6 founding faculty (2023) › 10 by 2025–26 across AI & future-of-work**

**ADVISORY COUNCIL**
**Independent Global Advisory Council launched · 10 members, Jun 2026**

# THE NETWORK & THE GROWTH

**Who built TR2050 and where the journey reached**

## FOUNDING MEMBER COMMUNITY

*The founding cross-sector community has now grown to 40+ global members and still growing.*

| | | | | |
|---|---|---|---|---|
| Mars | Colgate-Palmolive | Essity | PepsiCo | Rio Tinto |
| Swiss Re | Walmart | Lonza | JT International | COFRA Holdings |

## GLOBAL FOOTPRINT · THREE REGIONS

| EMEA | NORTH AMERICA | APAC |
|---|---|---|
| Zurich '23 / '26 | New York '23 / '26 | Melbourne '25 |
| London | Boston '24 | Sydney '26 |
| Geneva '25 | | |
| Stockholm '24 | | |
| Dubai '24 | | |

## EVOLUTION OF THE FACULTY

*6 founding voices › 10 by 2025–26*

### 2023 · FOUNDING FACULTY

FOUNDING

- **Dr Fermin Diez** C-suite leader, board director, top HR influencer & author
- **Dr Ben Shenoy** Visiting Professor of Psychological & Behavioural Science, LSE
- **Dr Anna Tavis** Department Chair, NYU SPS; Clinical Professor, Human Capital
- **Haig Nalbantian** Co-founder, Workforce Sciences Institute; labour economist
- **Kumar Kymal** Board advisor; global total rewards & transformation leader
- **Michael Piker** Global HR innovator; AI-driven HR strategist & board advisor

### 2025–26 · EXPANDED FACULTY

+ 4 NEW

- **Gary A. Bolles** Author, "The Next Rules of Work"; Chair, Future of Work, SU
- **Prof. Marylène Gagné** Professor & Interim Director, Future of Work Institute
- **Prof. John Shields** Professor of HRM & Organisational Studies, Univ. of Sydney
- **Prof. Emilio J. Castilla** Professor of Work & Organisation Studies, MIT Sloan

> *A question about the future of reward › a global think-tank community › a network of Reward Labs ›* ***the world's first evidence base for the future of work and reward.***