

Emerging Trends as a Source for a Better Future

Sustainable Solutions from the Finnish
Business Environment



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Physical Map of the World, April 2004

Legend:
• Independence year
• Boundary
• Island group
• Capital
• Area of special arrangement
• Island group
• Capital
• Area of special arrangement
• Island group
• Capital

Finland



Futures Research in Finland

- Finnish Society of Futures Studies 1980 →
- First doctoral thesis in Futures studies in 1991
- Finland Futures Research Center 1992 →
- The Committee for the Future of the Parliament of Finland 1993 →
- Finland Futures Academy 1998 →

FuturesLab CoFi / Laurea University of Applied Sciences

FuturesLab CoFi is a research group with focus on futures research, foresight and scenario approach. CoFi was founded in 1999 and it is now a part of Laurea University of Applied Sciences and works in cooperation both with private and public organizations from different sectors.

Foresight is profitable for companies when

- planning big investments
- markets or technologies are changing
- the branch is being rearranged
- the strategy needs to be adjusted

FuturesLab CoFi focuses on future driven innovation processes and visionary concept design, scenario processes and visionary leadership & company strategies

In accordance with the Laurea Learning by Developing model (LbD), also the students and teachers take part in our research projects.

www.laurea.fi/en/cofi

<http://www.laurea.fi/en/Pages/default.aspx>

Tarja Meristö

Futures scenarios in five decades

- Principal Lecturer in Laurea University of Applied Sciences since 2007
- Research Director at FuturesLab CoFi (founded in 1999 at Åbo Akademi University, incorporated as part of Laurea UAS in 2010)

Also:

- Futures Research Centre in Turku School of Economics (1997-99)
- Corporate Futurist at Mika Kamensky Consulting (1992-97)
- Corporate Futurist at Rautaruukki (1988-91)
- Research Assistant for the Academy of Finland at Turku School of Economics (1983-87)
- Strategic Planner at Partek (1979-82)

Doctor in Economics at Turku School of Economics (doctoral thesis in 1991 on scenarios in strategic management)

Future Perspectives à la PESTE

Political: e.g. liberalization

➡ POWER SHIFT from institutes to networks

Economic: e.g. globalization

➡ POWER SHIFT from national economies to multinational companies

Social: e.g. global village thinking

➡ POWER SHIFT from nation states to value-based civilizations

Technological: e.g. automation

➡ POWER SHIFT from knowledge management to knowledge creation

Ecological: e.g. future awareness

➡ POWER SHIFT from environment activist to consumers and investors

MOTTO of my own

To save the world -
a profitable business!

Trends having an impact on our behavior

Urbanization

Aging population

Personification

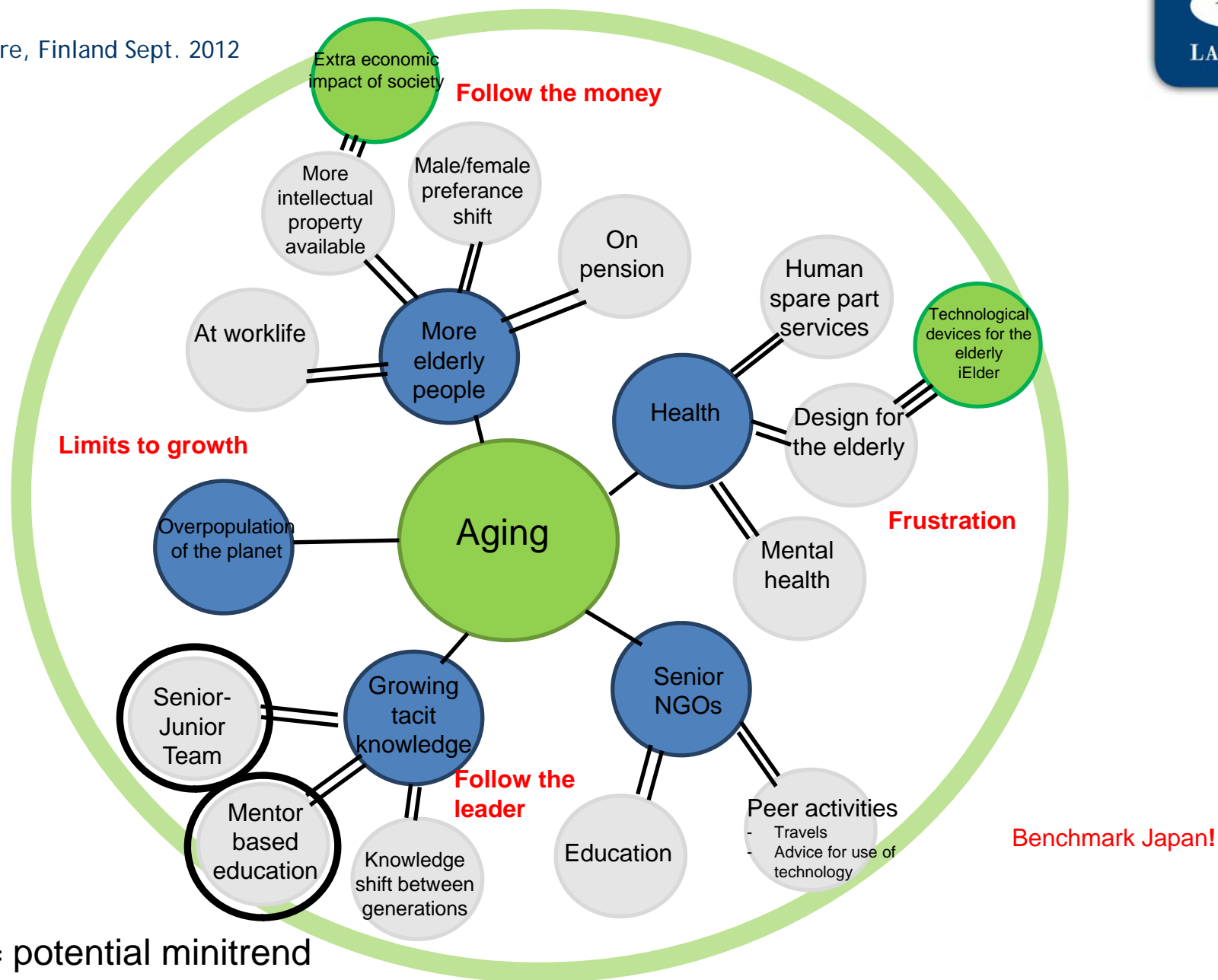
Digitalisation

Gamiification

Instant happiness

Environment, Health and Safety and security awareness (EHS)

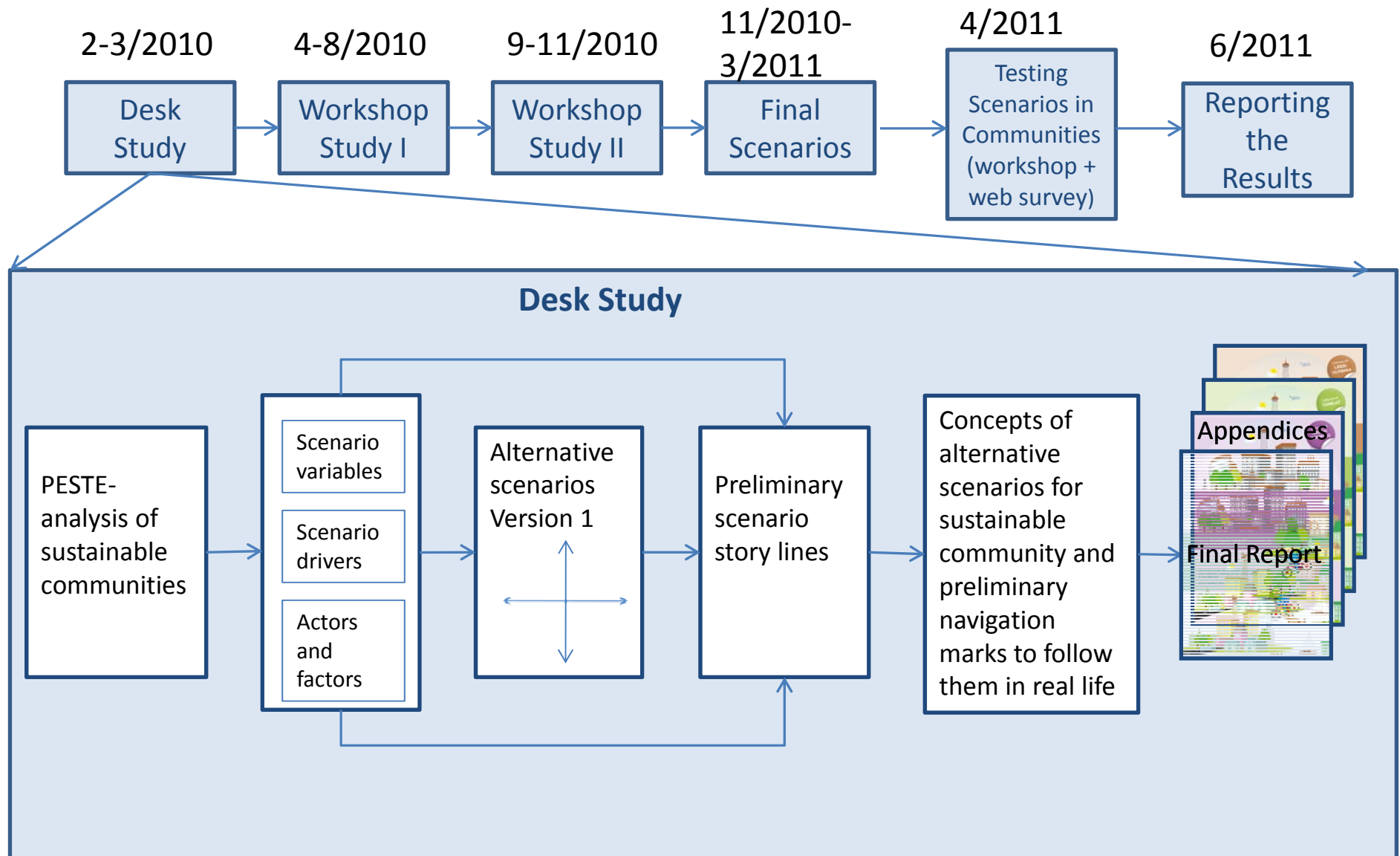
Tampere, Finland Sept. 2012



Background for sustainable scenarios

- A research project “Sustainable Community Scenarios” financed by Tekes, the Finnish Funding Agency for Technology and Innovation
 - ▶ research partners Helsinki University of Technology (prof. Pekka Kauppi, prof. Jyrki Kettunen) and Laurea University of Applied Sciences / CoFi (Dr. Tarja Meristö & CoFi Group), 1/2010 - 6/2011

Sustainable Community Scenarios: Process



Sustainable Community Scenarios: Results I



A. **The Airdome Scenario.** A community with clear boundaries and action plans for sustainability, based on central authority.



B. **The City Villages Scenario.** A community that comprises of several villages. The means to reach sustainability are flexible and decision making is based on neighbourhood democracy.

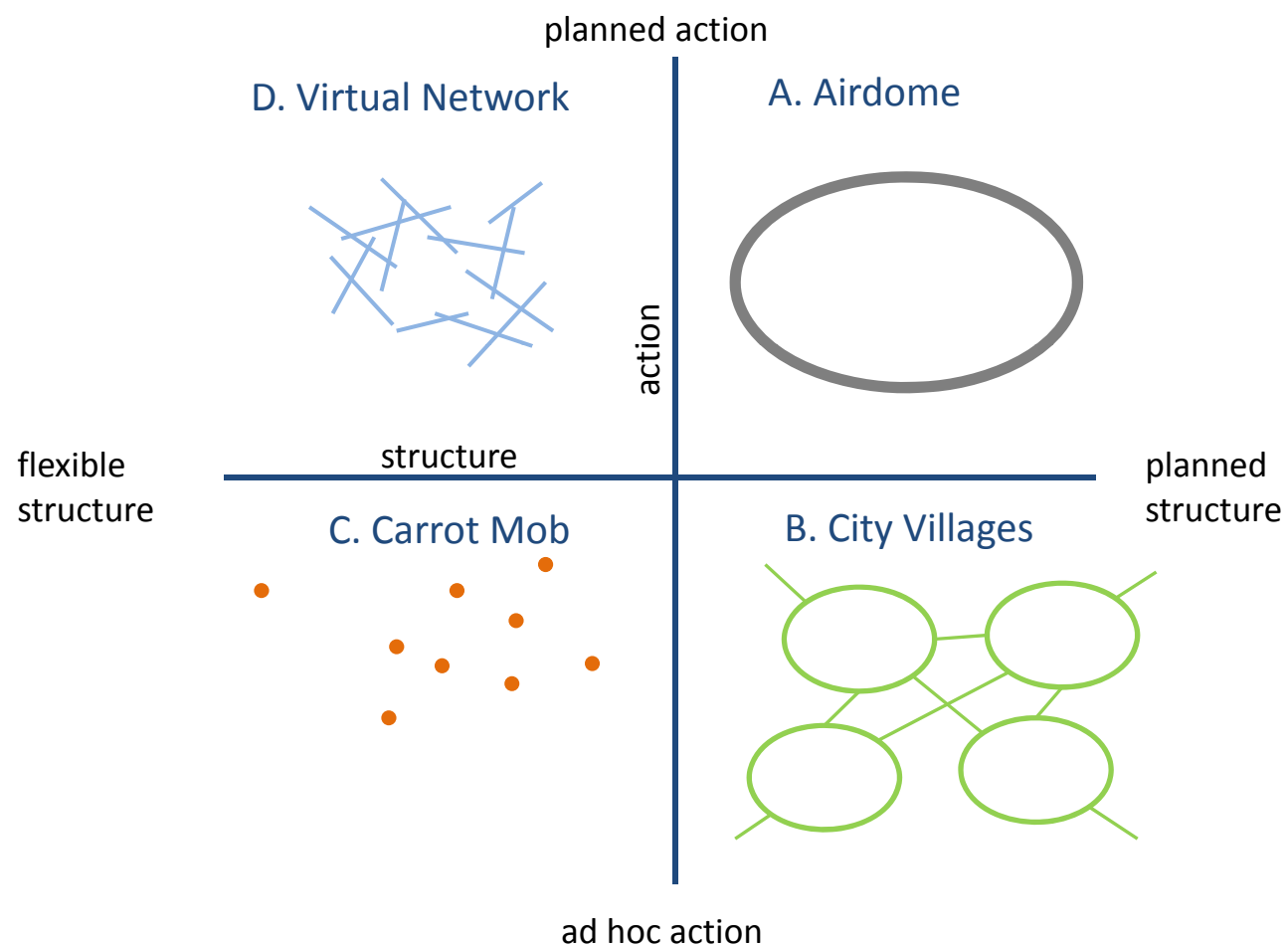


C. **The Carrot Mob Scenario.** A community with blurred boundaries in which sustainability is sought campaign wise through citizen action.

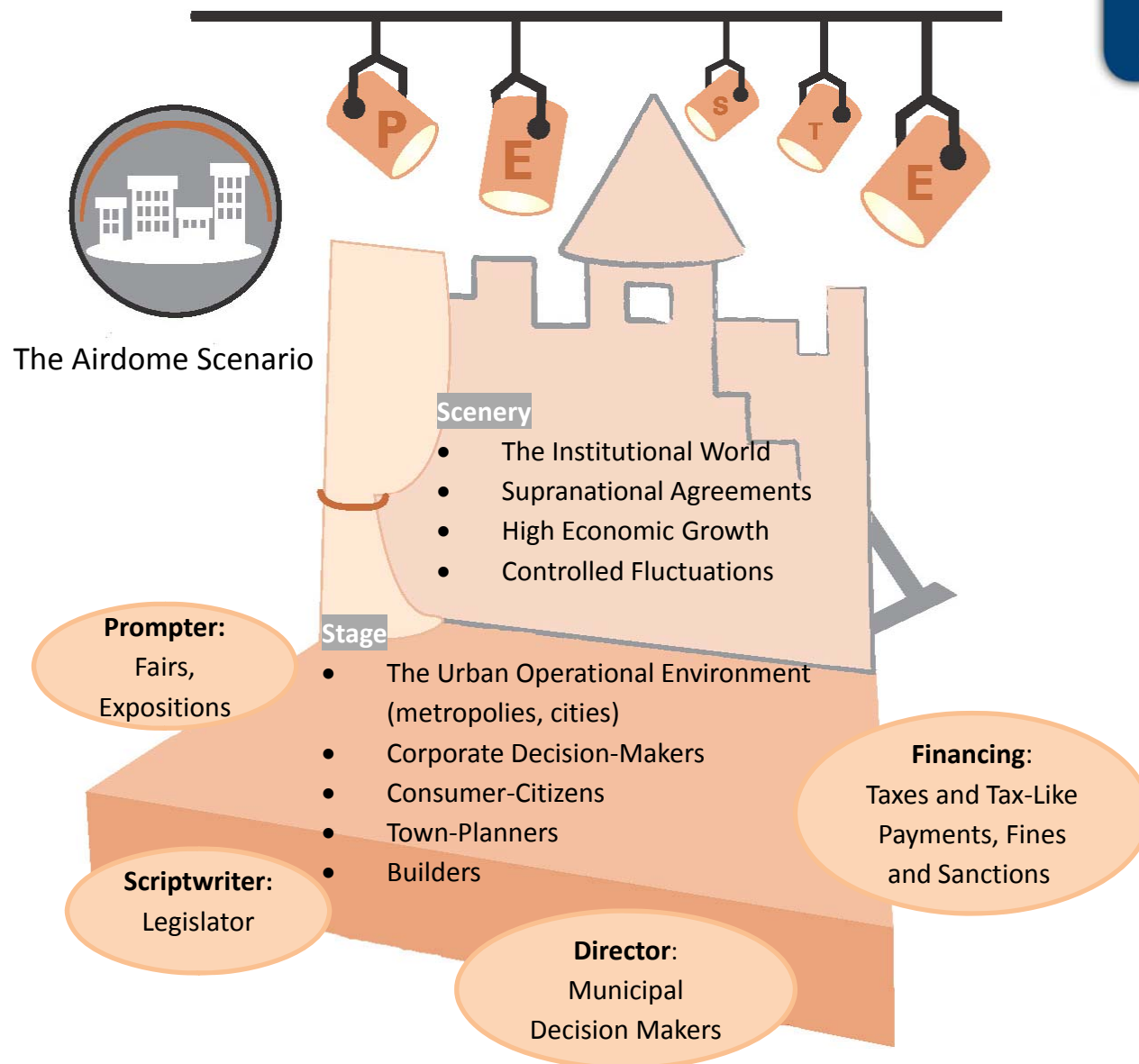


D. **The Virtual Network Scenario.** A non geographic network community that is systematic in its operations towards sustainability focusing on efficacy.

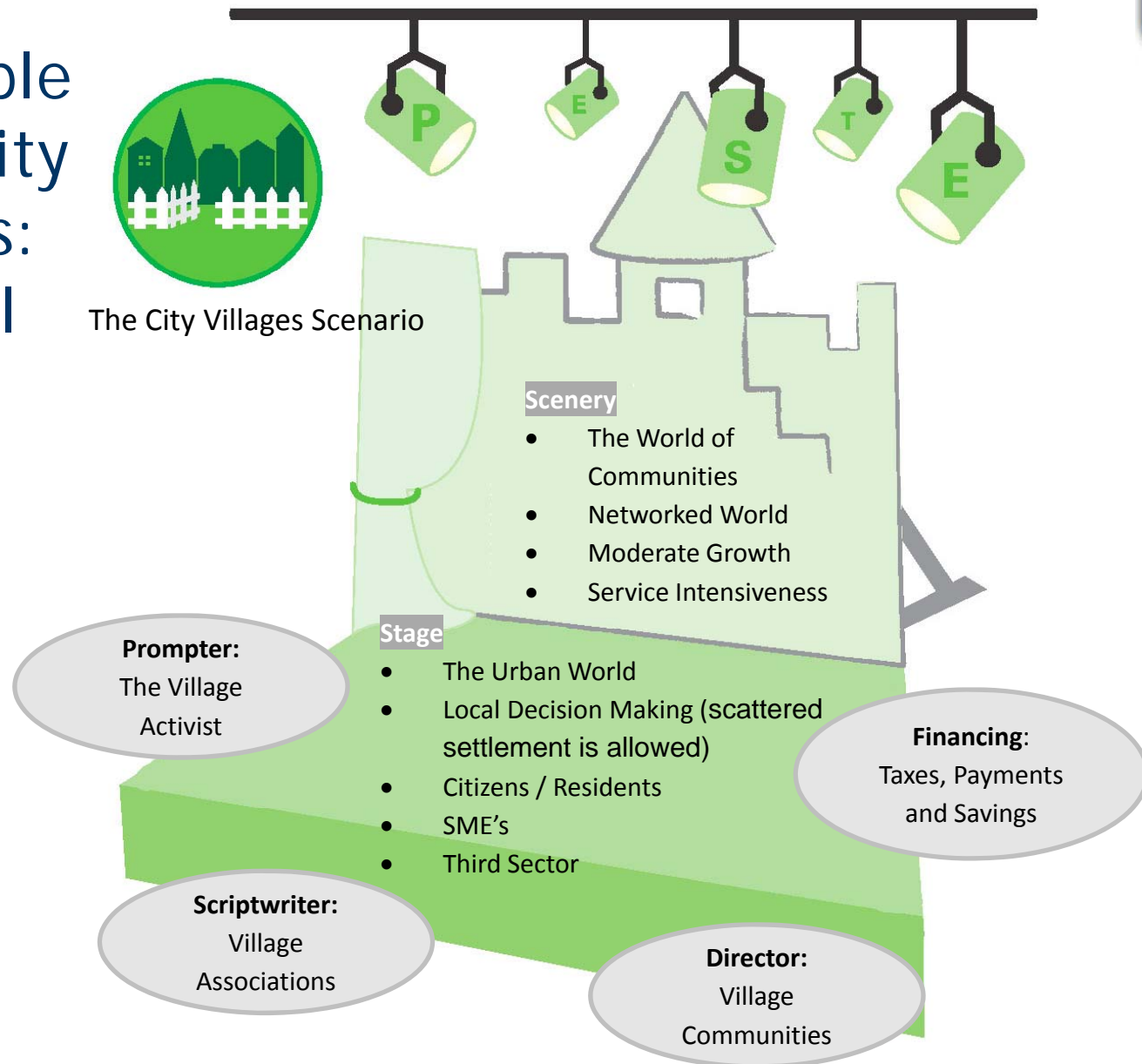
Sustainable Community Scenarios: Results II



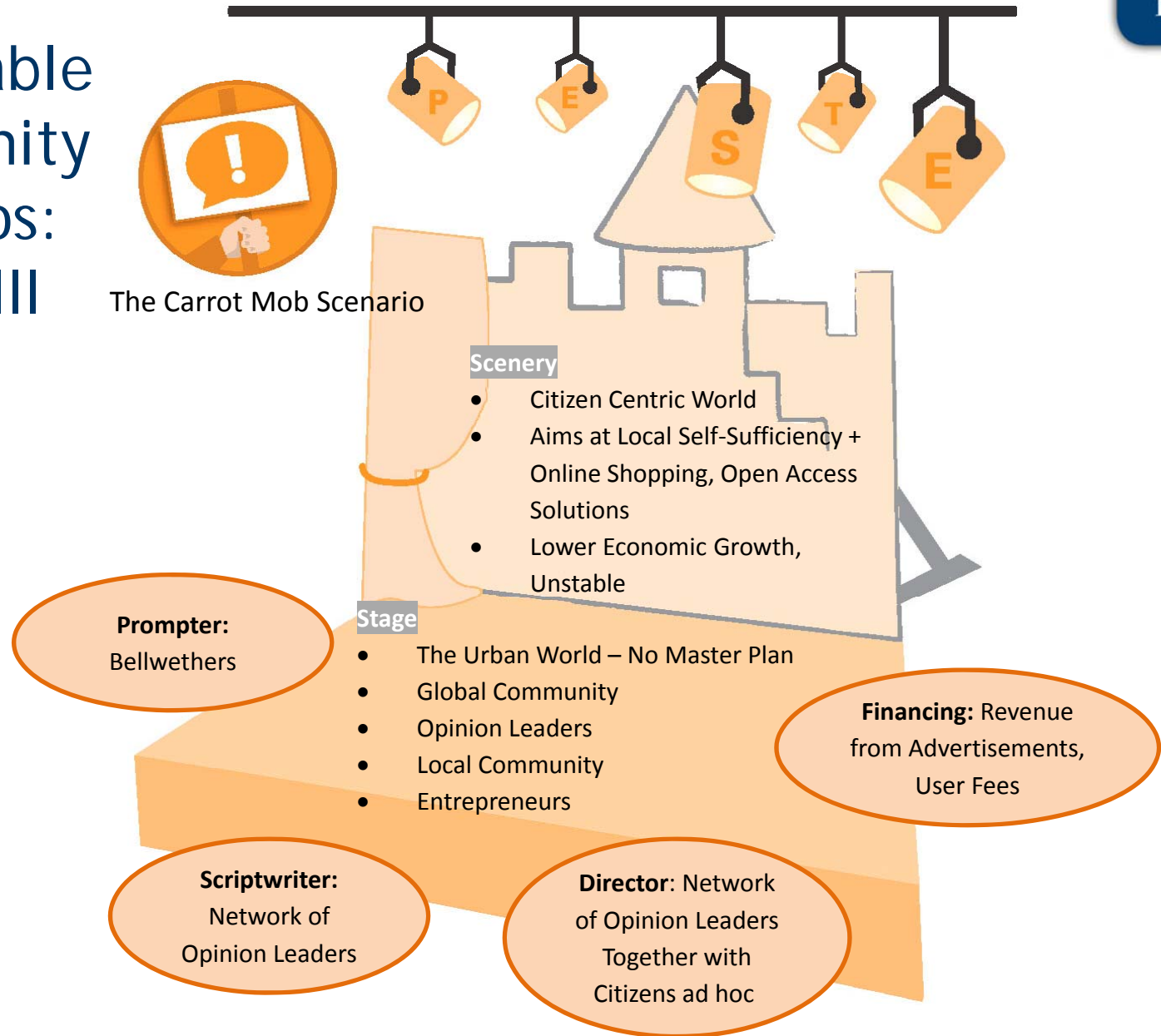
Sustainable Community Scenarios: Results III



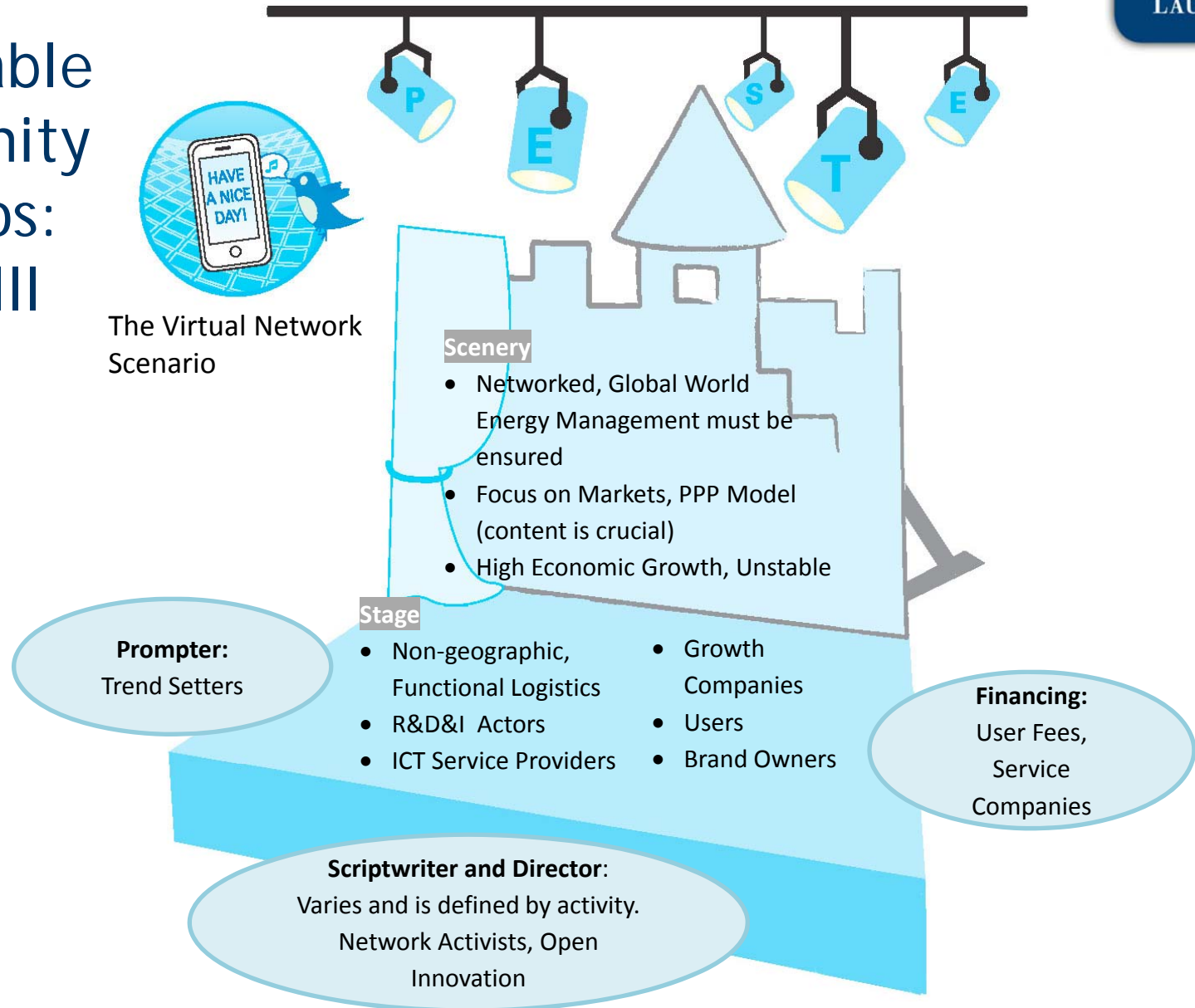
Sustainable Community Scenarios: Results III



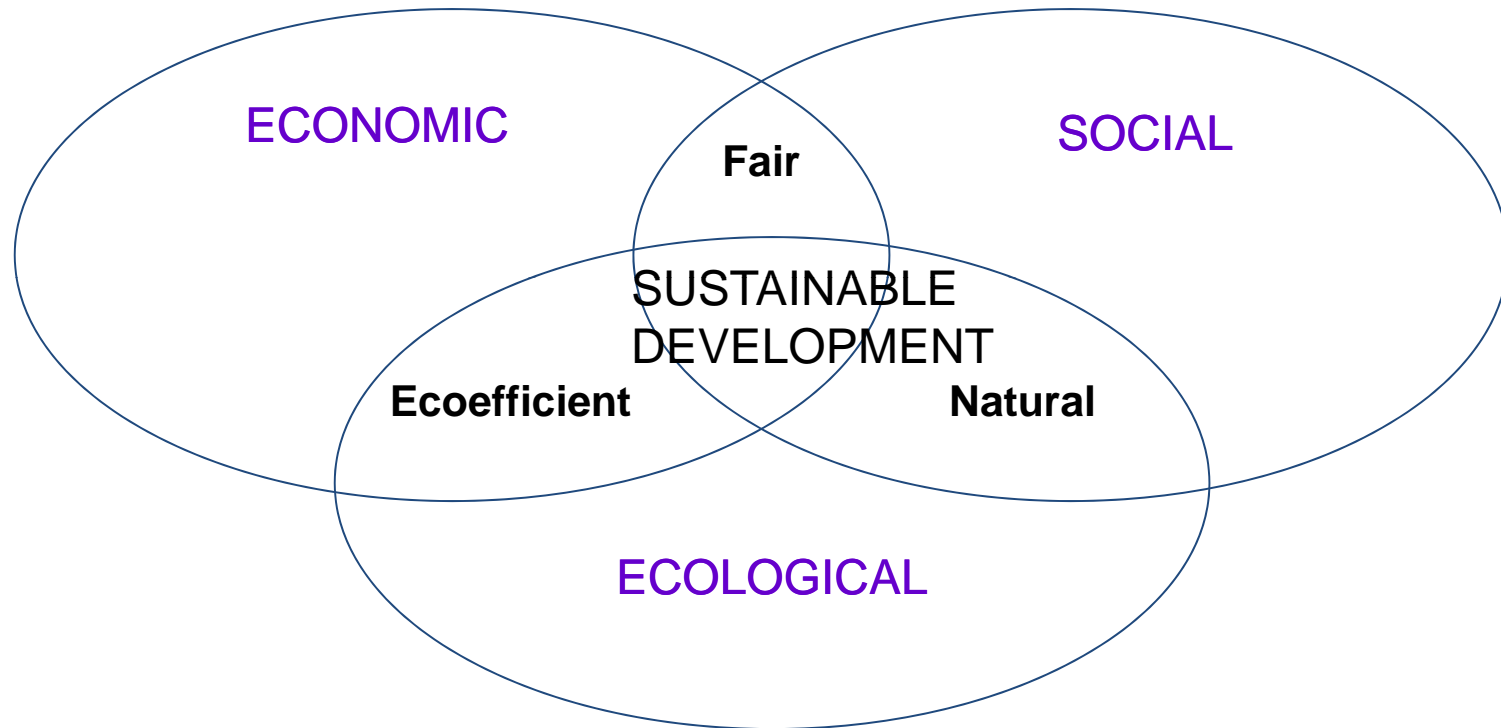
Sustainable Community Scenarios: Results III



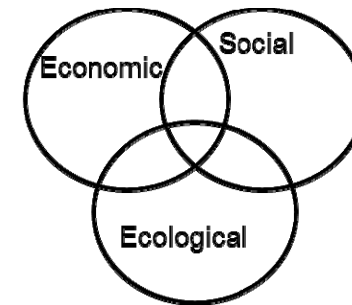
Sustainable Community Scenarios: Results III



A Sustainable World



Sustainable scenarios – drifting into unsustainability?



The sustainable future

Airdome

- ▶ Sustainable on Average

City Villages

- ▶ Sustainable Village by Village

Carrot Mob

- ▶ Sustainable Theme by Theme

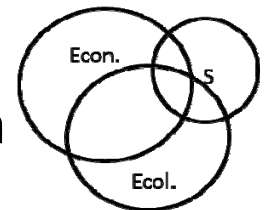
Virtual Network

- ▶ Sustainability as a By-Product

The unsustainable future

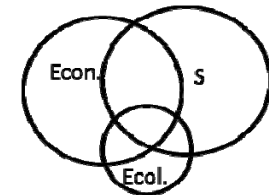
Airdome

- ▶ Sustainable by Compulsion



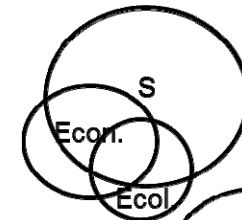
City Villages

- ▶ Sustainable by Cream Skimming



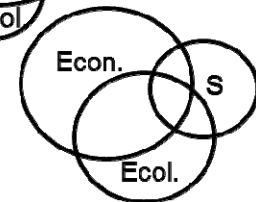
Carrot Mob

- ▶ Lost in Details - Sustainability



Virtual Network

- ▶ Unsafe Sustainability



Finnish Solutions for the Alternative Scenarios

- Maternity pack (A)
- Lappset - playground equipment (B)
- Carpools (C)
- Fundraising for incubators - with a Facebook-group (C)
- Knitting baby sweaters for third-world countries (C)
- Angry Birds - educational materials (D)
- SYP (at present Nordea) - netbank (D)
- Globe Hope - ecological products
- Rosk&Roll - waste management
- Volunteer fire department VFD
- Public transportation
- Welfare society
- Finnish army
- Nokia - mobile phones (national self esteem!)



Thank You!

Lets Keep in Touch:

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