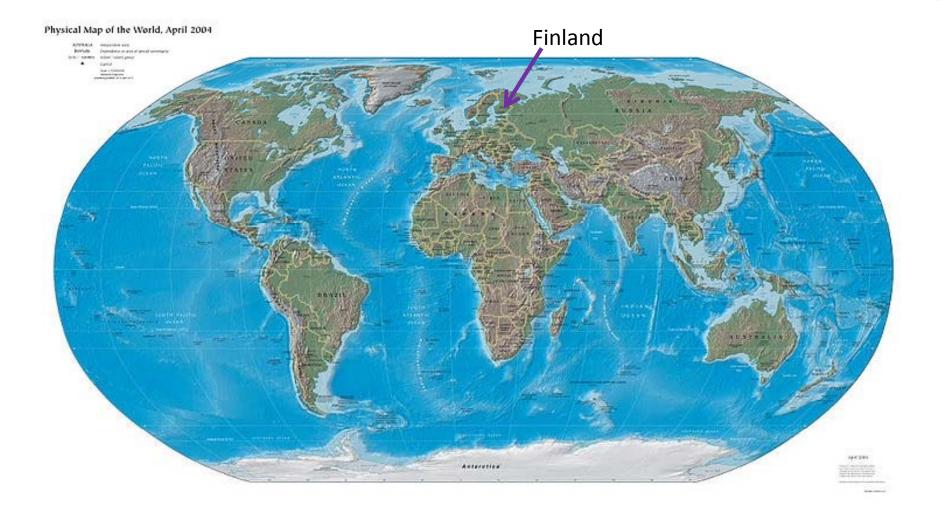


Emerging Trends as a Source for a Better Future Sustainable Solutions from the Finnish Business Environment

Dr Tarja Meristö Corporate Futurist, FuturesLab CoFi Principal Lecturer, Laurea University of Applied Sciences

Presented at MiniTrends 2013 Conference October 2, 2013, Austin, Texas





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 1991on 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

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MOTTO of my own

To save the world - a profitable business!





Urbanization

Aging population

Personification

Digitalisation

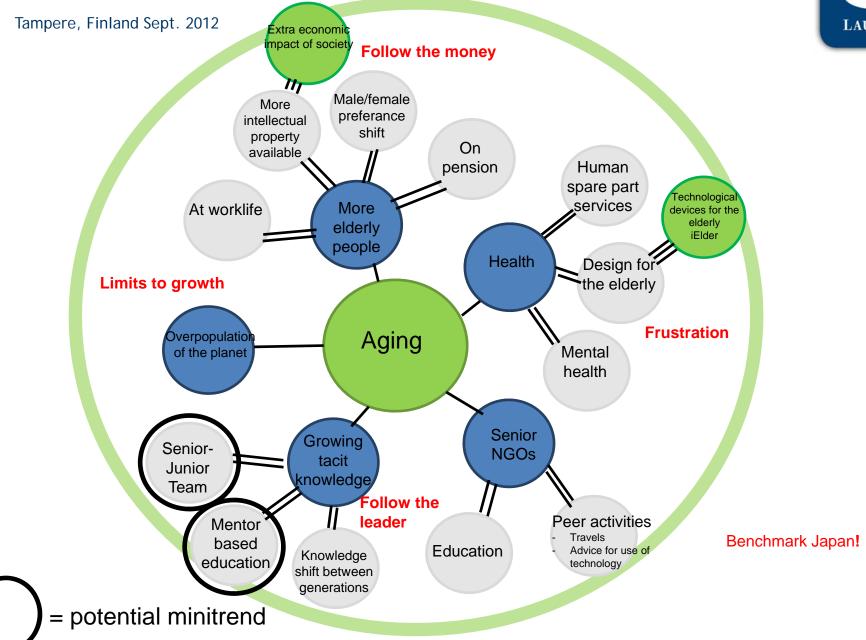
Gamiification

Instant happiness

Environment, Health and Safety and security awareness (EHS)

15.10.2013 Tarja Meristö 8



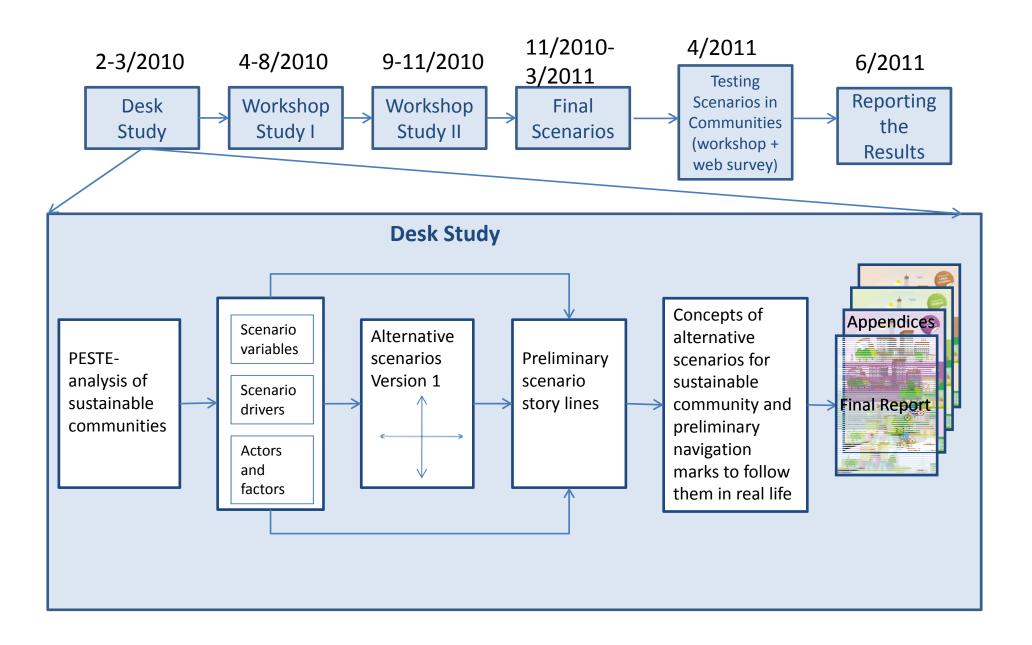




Background for sustainable scenarios

- 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







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.

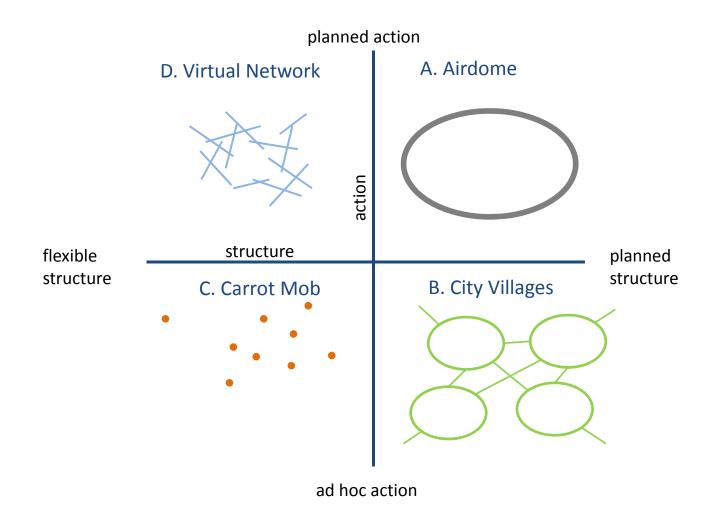


C. The Carrot Mob Scenario. A community with blurred boundaries in which sustainability is sought campaign wise through citizen action.



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









Scenery

- The Institutional World
- Supranational Agreements
- High Economic Growth
- Controlled Fluctuations

Prompter:

Fairs, Expositions

Stage

- The Urban Operational Environment (metropolies, cities)
- Corporate Decision-Makers
- Consumer-Citizens
- Town-Planners
- Builders

Financing:

Taxes and Tax-Like
Payments, Fines
and Sanctions

Scriptwriter:

Legislator

Director:

Municipal
Decision Makers





Scenery

- The World of Communities
- Networked World
- Moderate Growth
- Service Intensiveness

Prompter:

The Village Activist

- The Urban World
- Local Decision Making (scattered settlement is allowed)
- Citizens / Residents
- SME's

Stage

Third Sector

Financing: xes. Paymer

Taxes, Payments and Savings

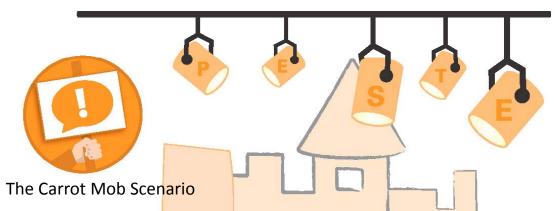
Scriptwriter:

Village Associations

Director:

Village Communities





Scenery

- Citizen Centric World
- Aims at Local Self-Sufficiency +
 Online Shopping, Open Access
 Solutions
- Lower Economic Growth,
 Unstable

Prompter:

Bellwethers

Stage

- The Urban World No Master Plan
- Global Community
- Opinion Leaders
- Local Community
- Entrepreneurs

Financing: Revenue from Advertisements,

User Fees

Scriptwriter:

Network of Opinion Leaders

Director: Network of Opinion Leaders Together with Citizens ad hoc





The Virtual Network Scenario

Scenery

- Networked, Global World Energy Management must be ensured
- Focus on Markets, PPP Model (content is crucial)
- High Economic Growth, Unstable

Stage

Prompter:Trend Setters

- Non-geographic,
 Functional Logistics
- R&D&I Actors
- ICT Service Providers
- Growth Companies
- Users
- Brand Owners

Financing:

User Fees, Service Companies

Scriptwriter and Director:

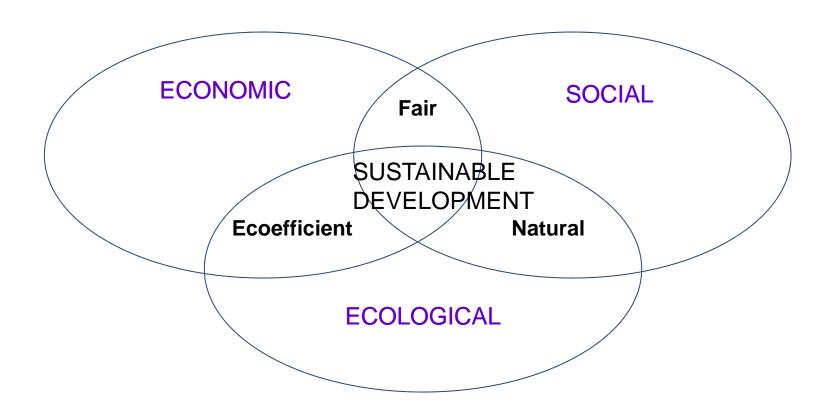
Varies and is defined by activity.

Network Activists, Open

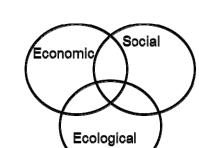
Innovation



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

Sustainablility as a By-Product

The unsustainable future

Airdome

Sustainable by Compulsion

City Villages

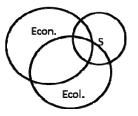
Sustainable by Cream Skimming

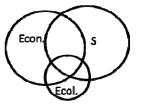
Carrot Mob

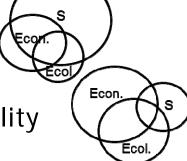
Lost in Details -Sustainability

Virtual Networ

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!)



GLOBE HOPE











Thank You!

Lets Keep in Touch: tarja.meristo@laurea.fi



