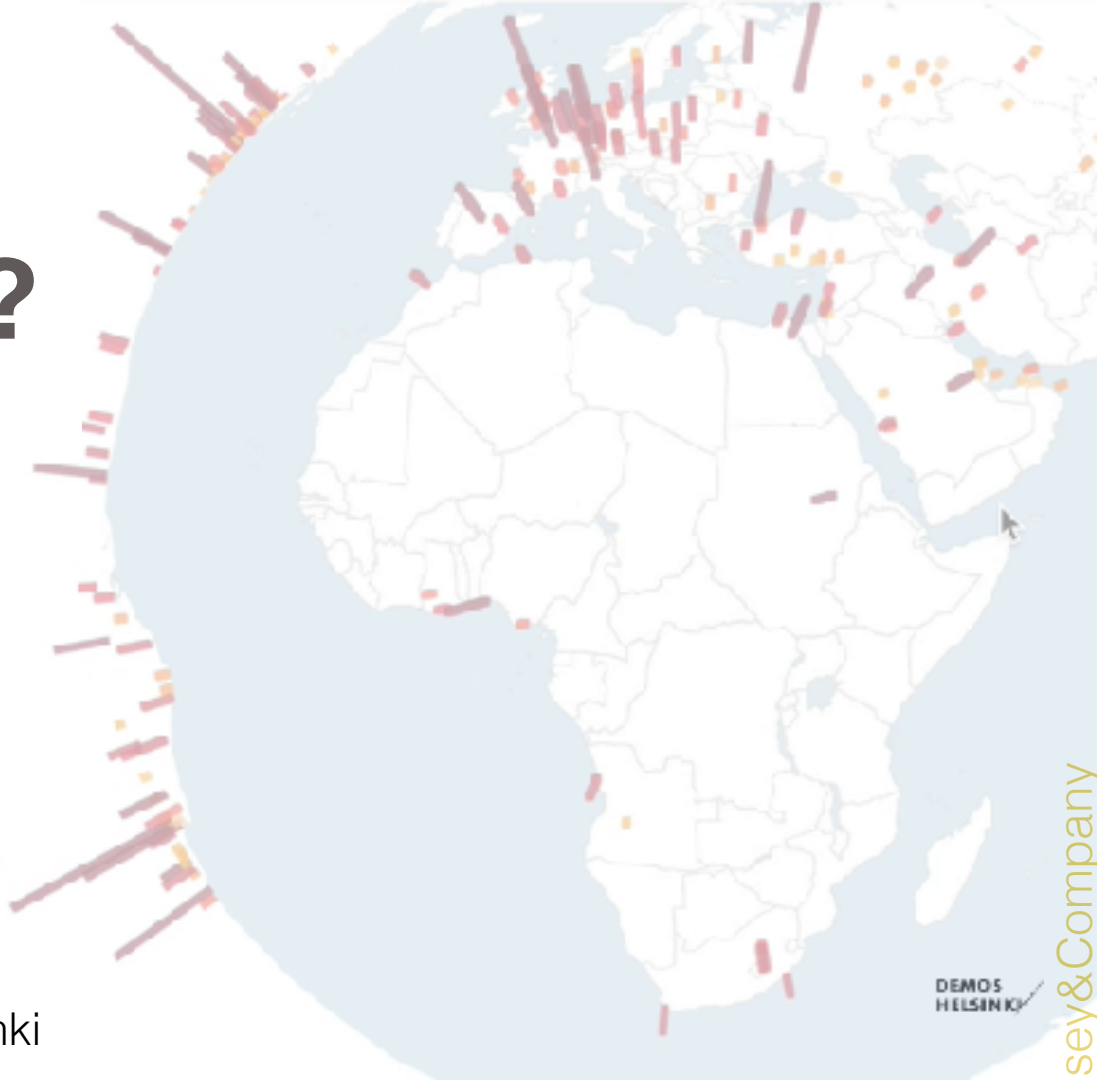
DEMOS HELSINKI
Cleantech takes over consumer markets
TERVEYS 2050
THE FUTURE AS TOLD THROUGH THE GARDEN AND THE STREETS
Scenarios for Sustainable Lifestyles 2050:
From Global Champions to Local Leaps
I'M GONNA CHANGE THE WORLD BY...
Design for Governme

Why foresight?

Planning in the age of complexity



Roope Mokka
Founder
Demos Helsinki

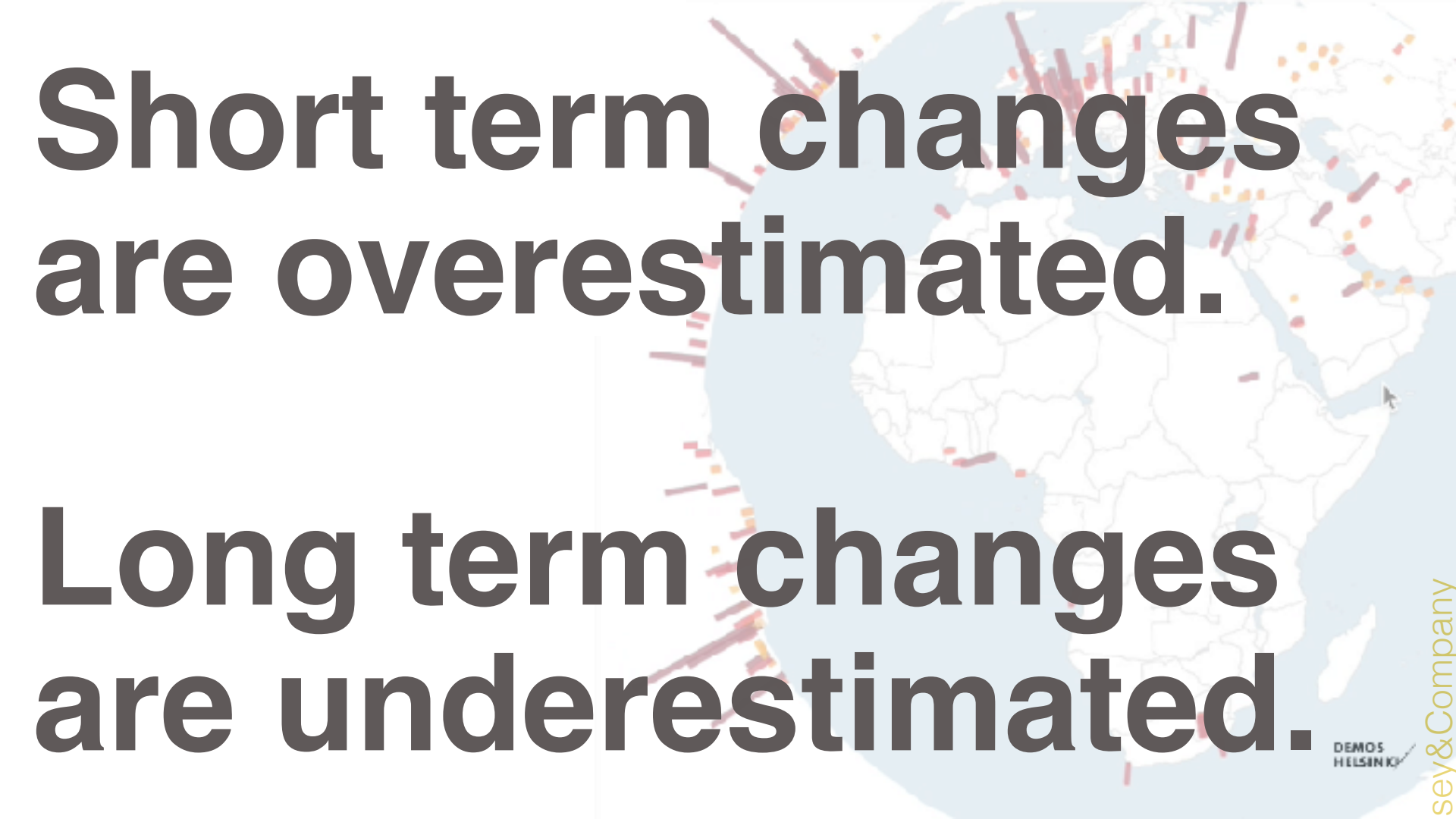
@mokka

@demoshelsinki

sey&Company

Short term changes are overestimated.

Long term changes are underestimated.



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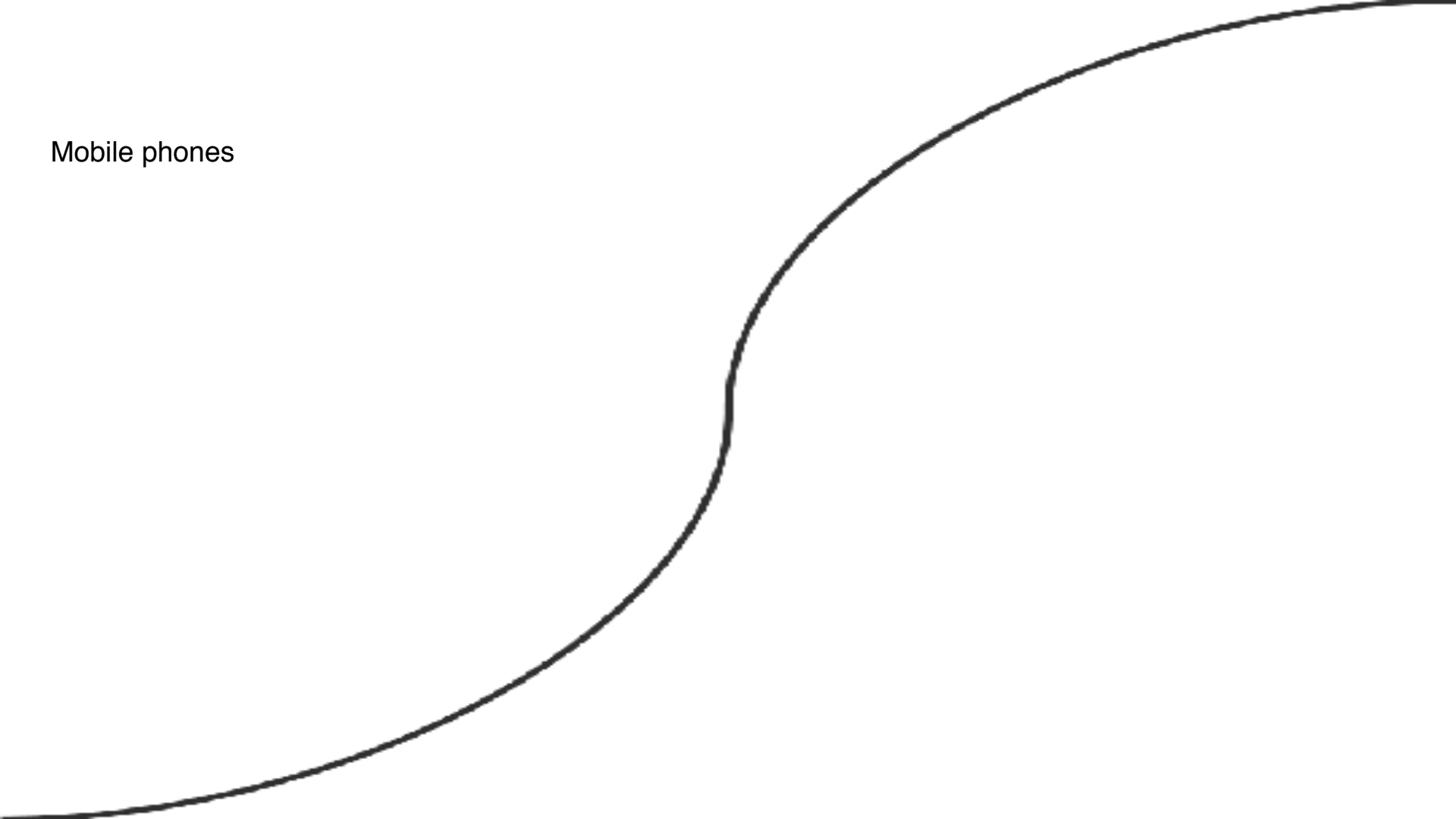
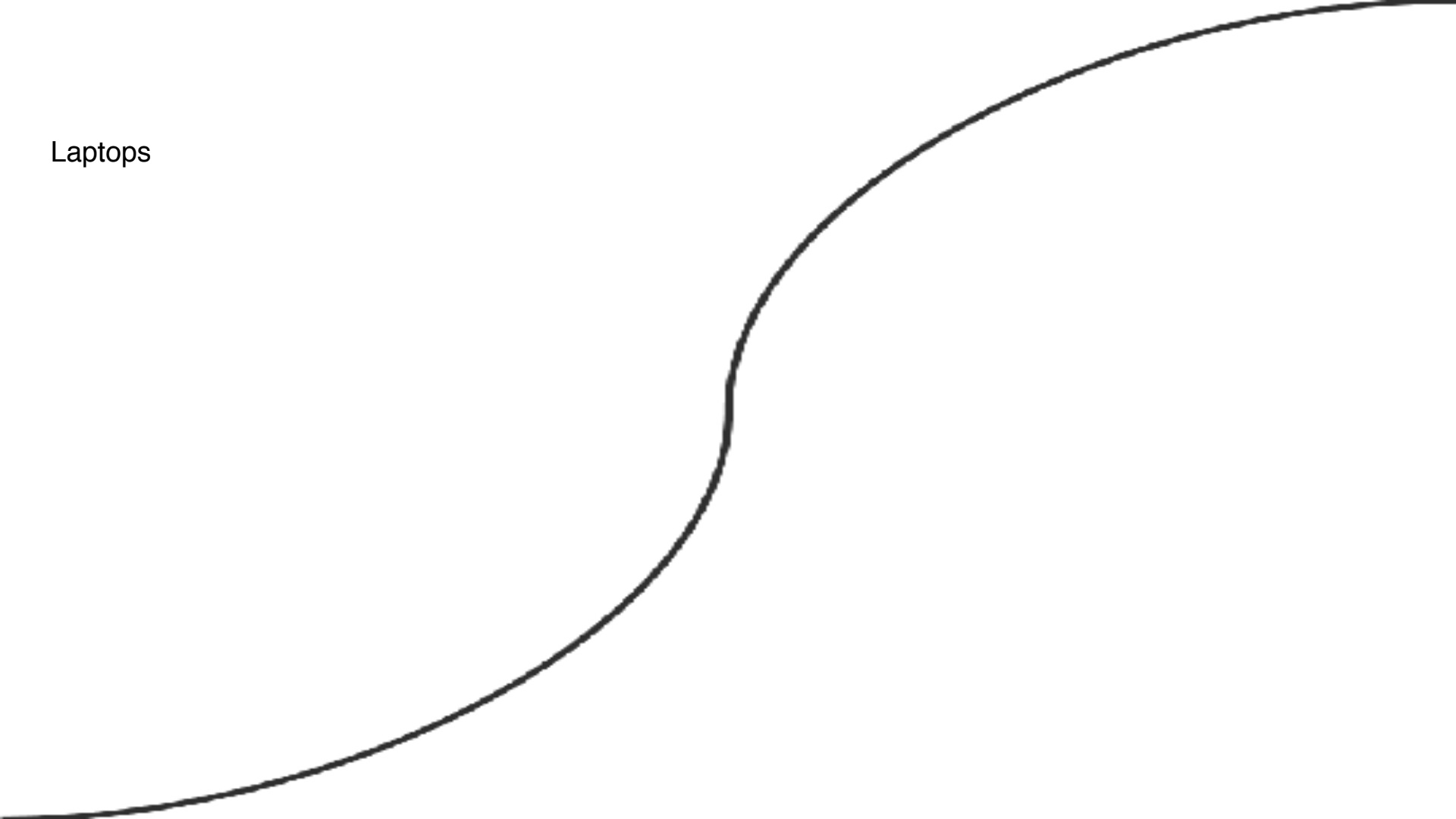
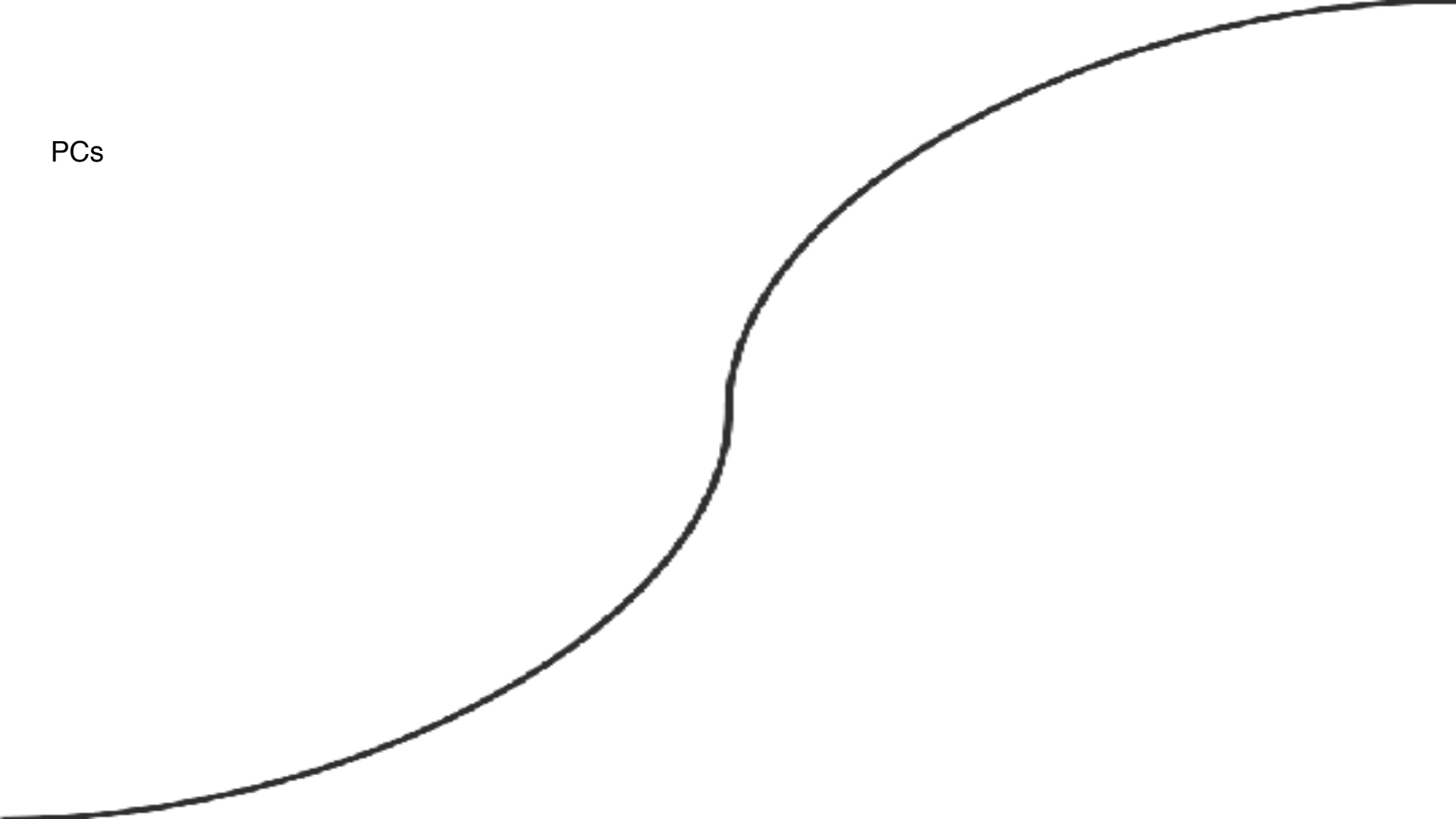
Mobile phones



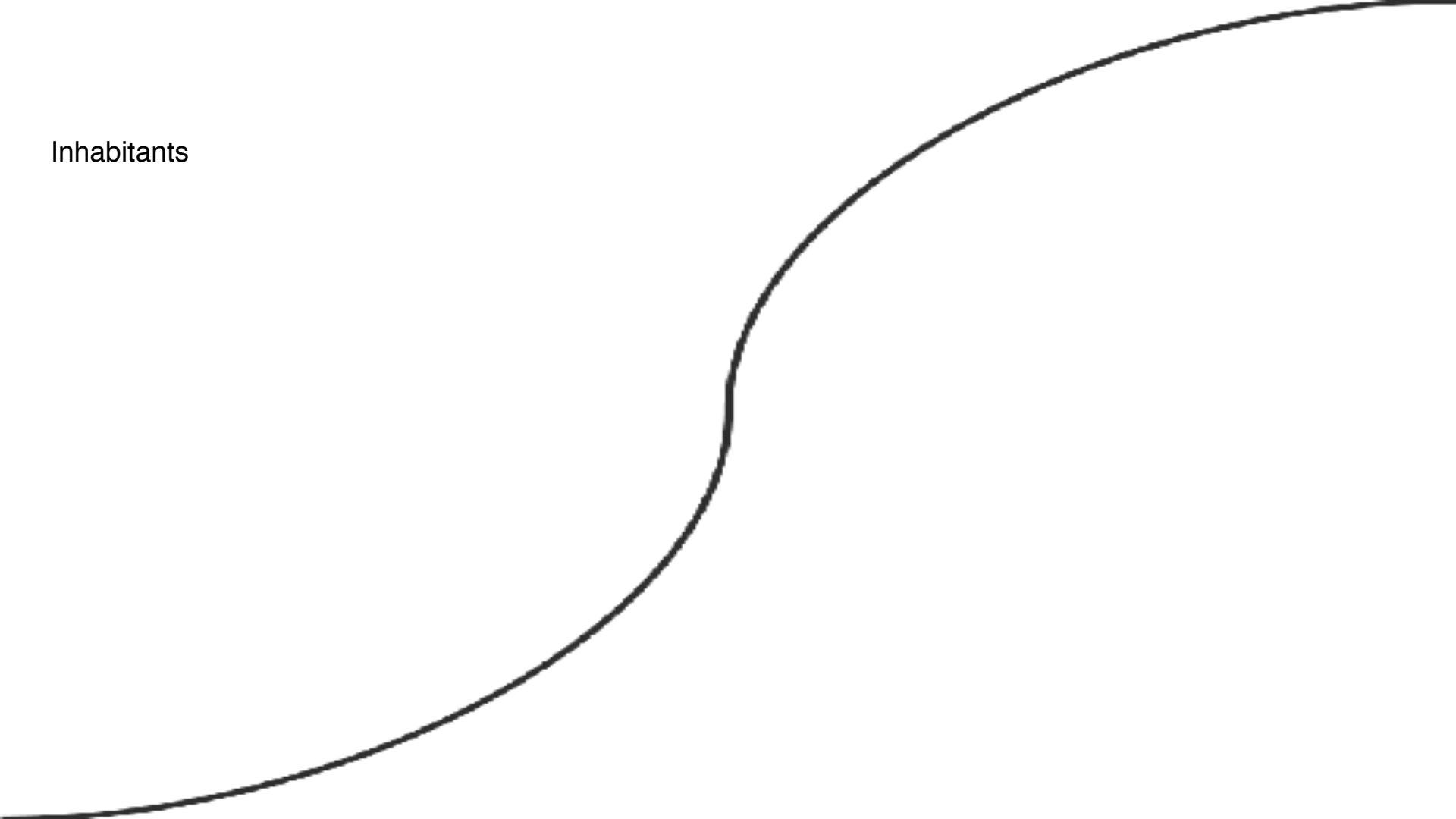
Laptops



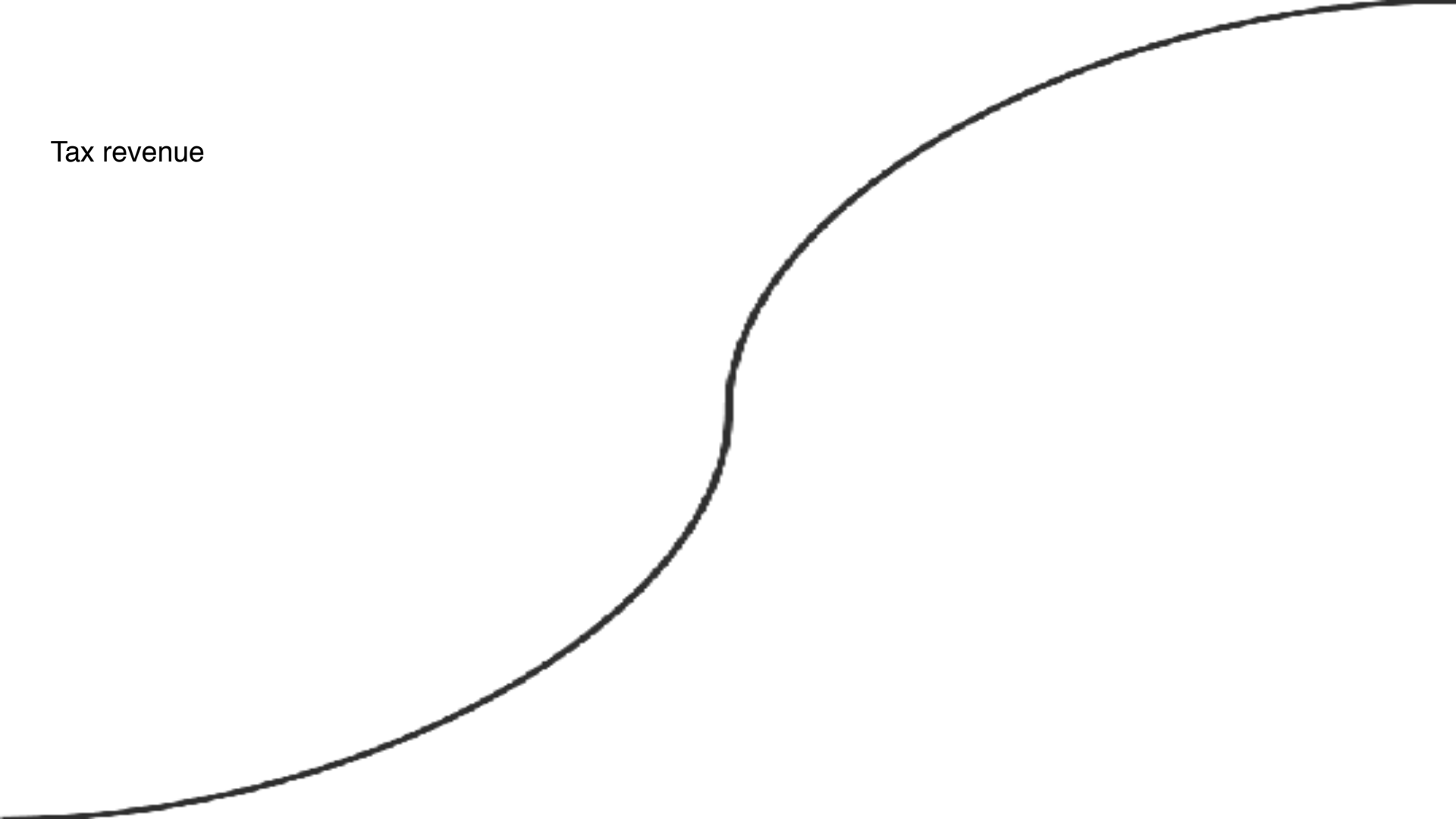
PCs



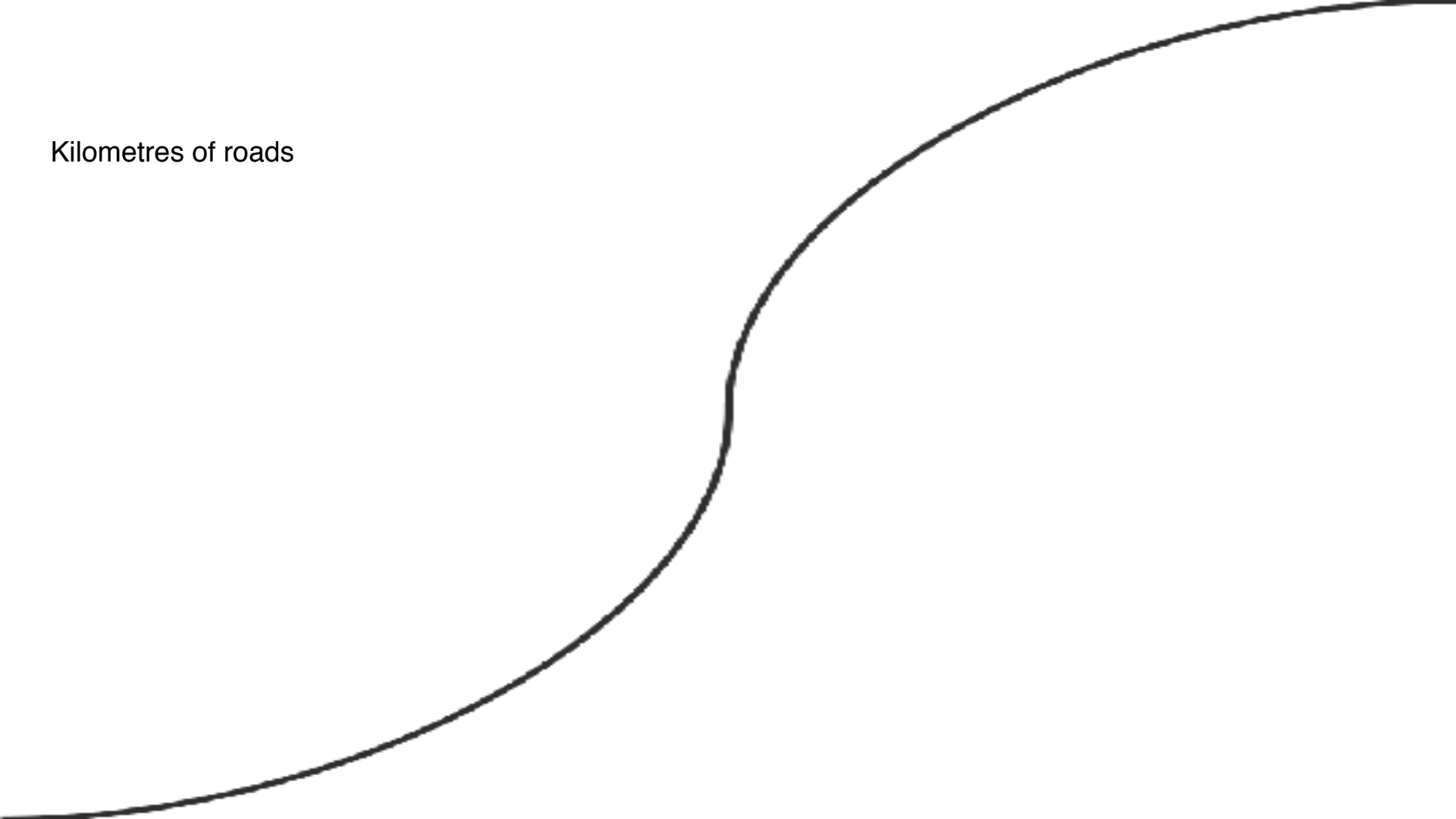
Inhabitants



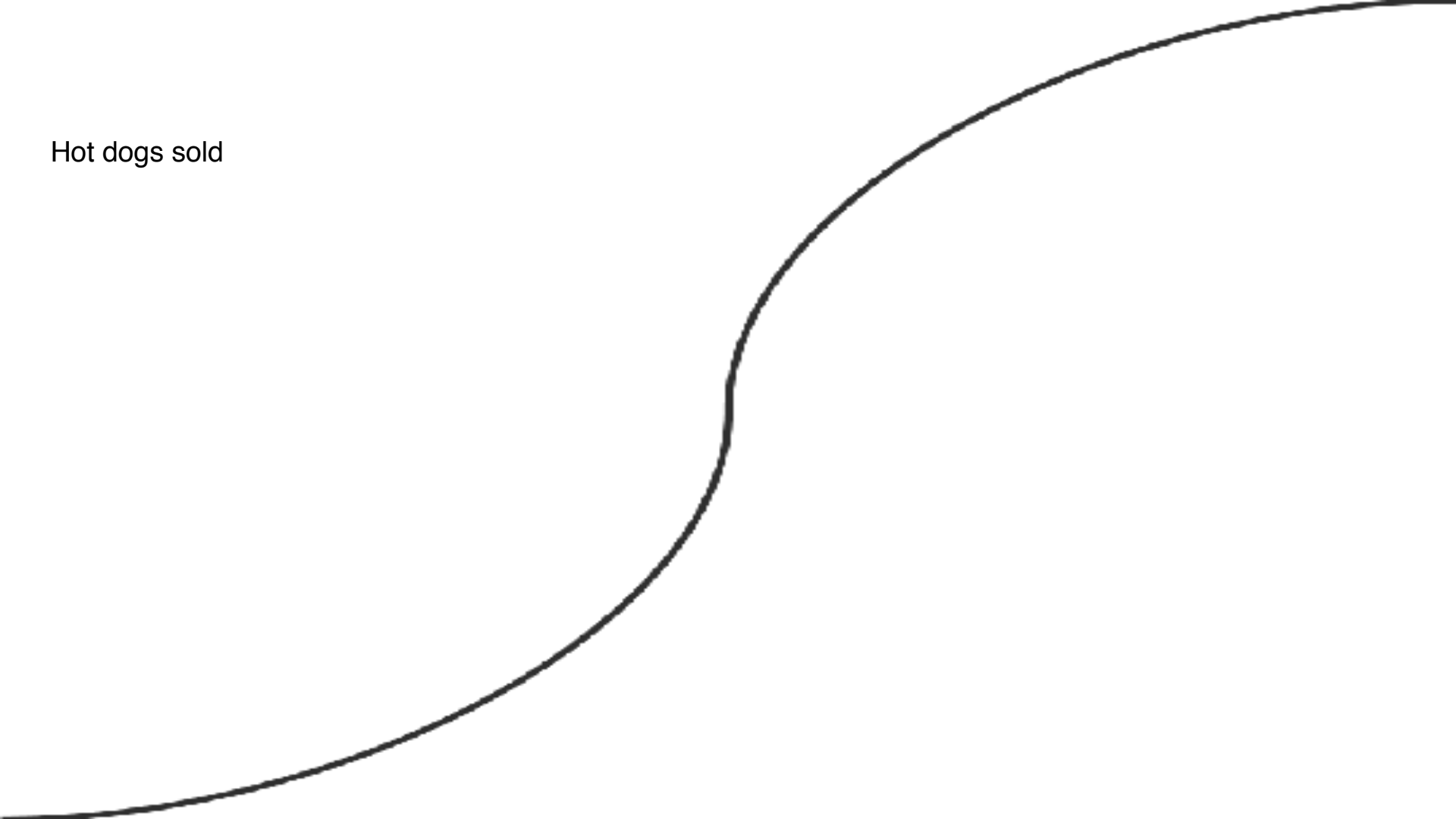
Tax revenue



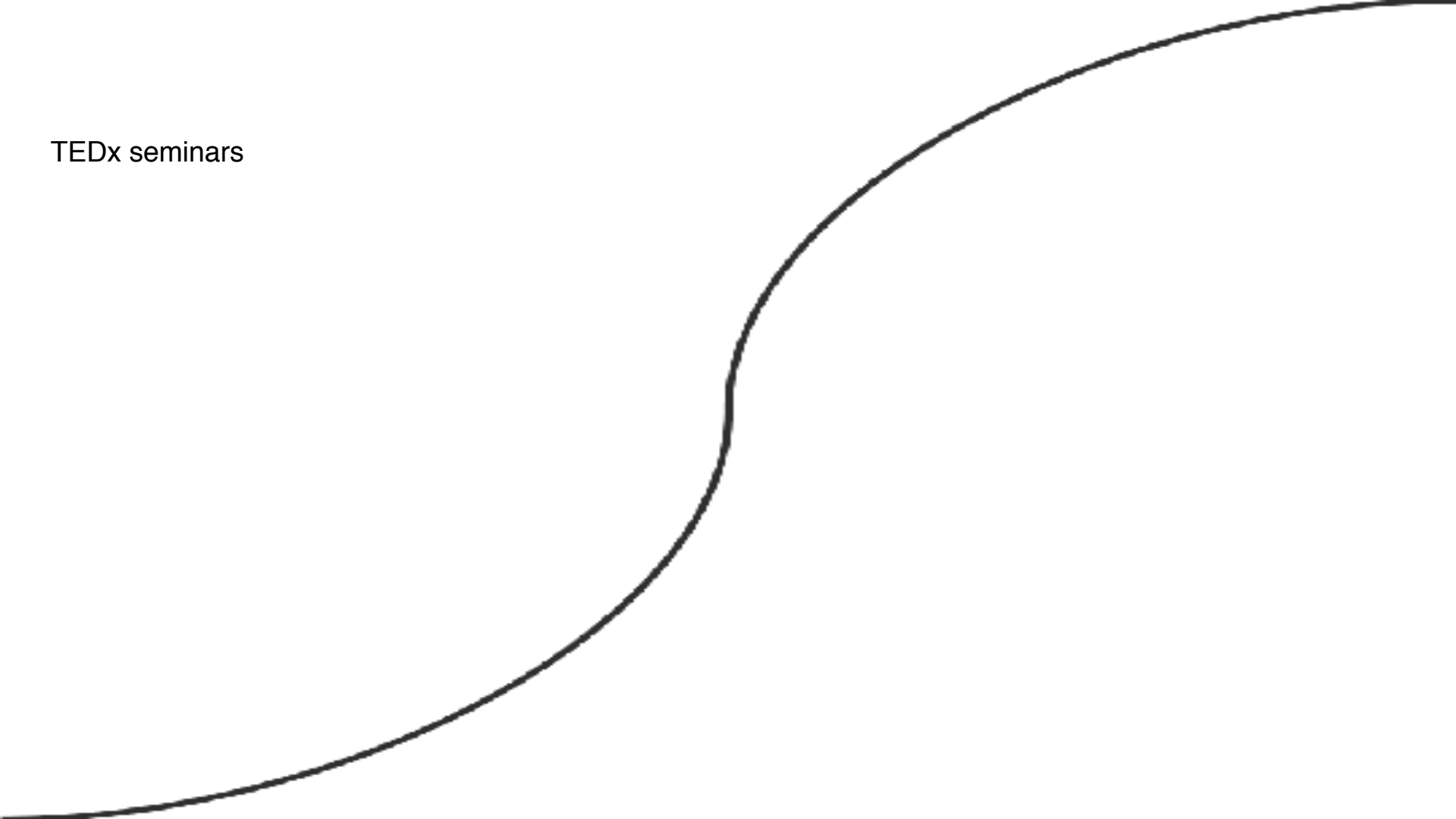
Kilometres of roads



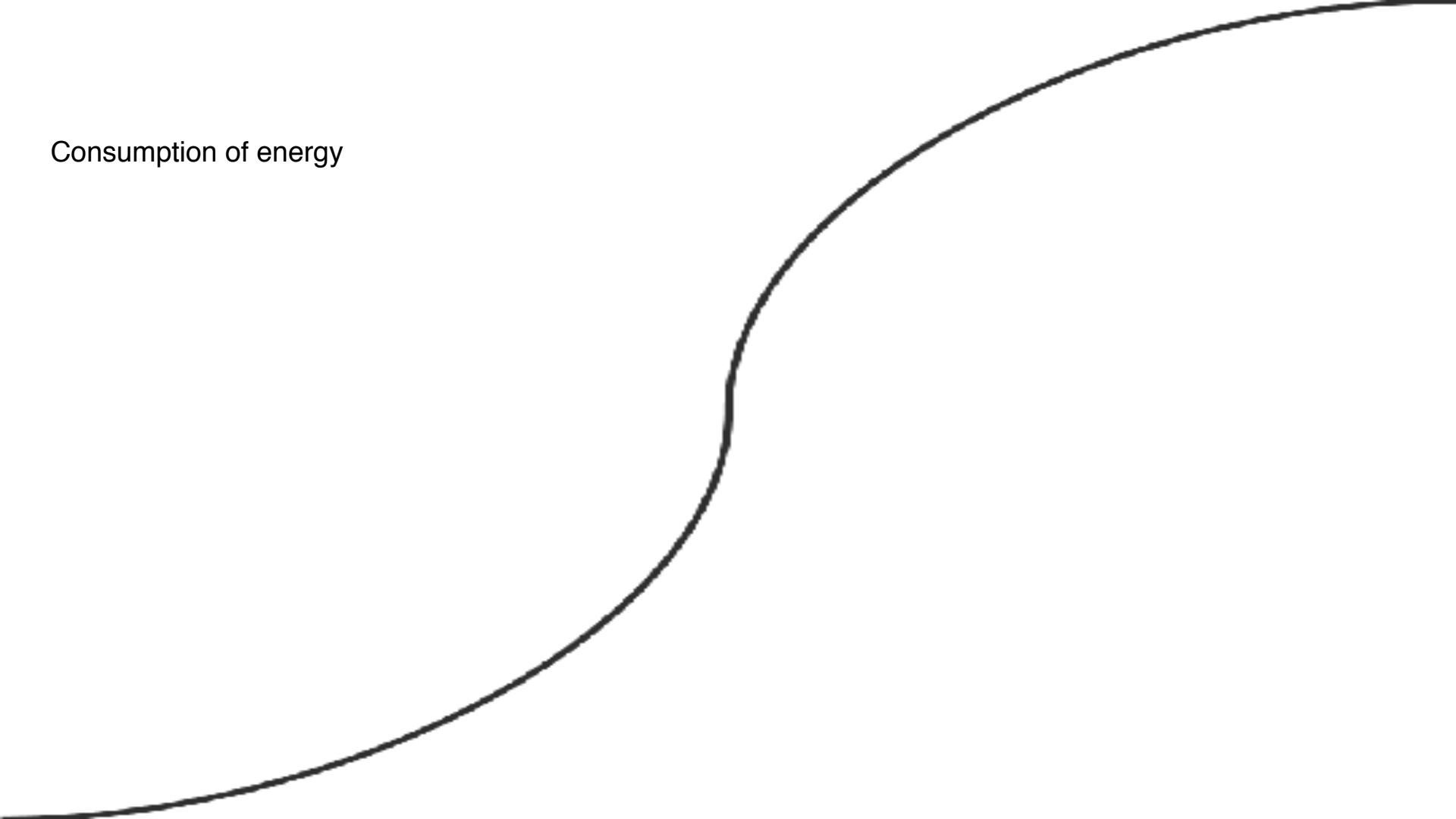
Hot dogs sold



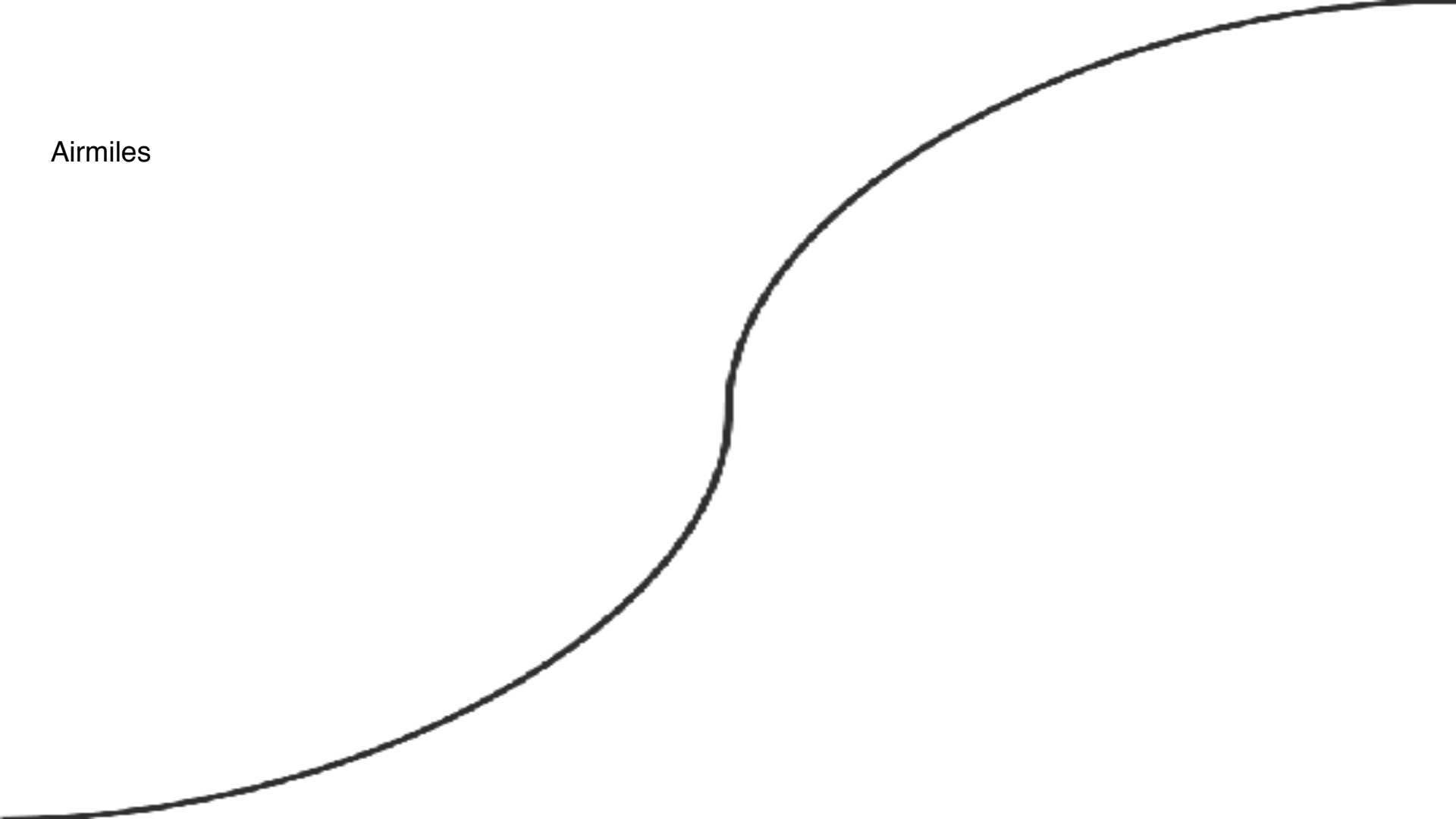
TEDx seminars

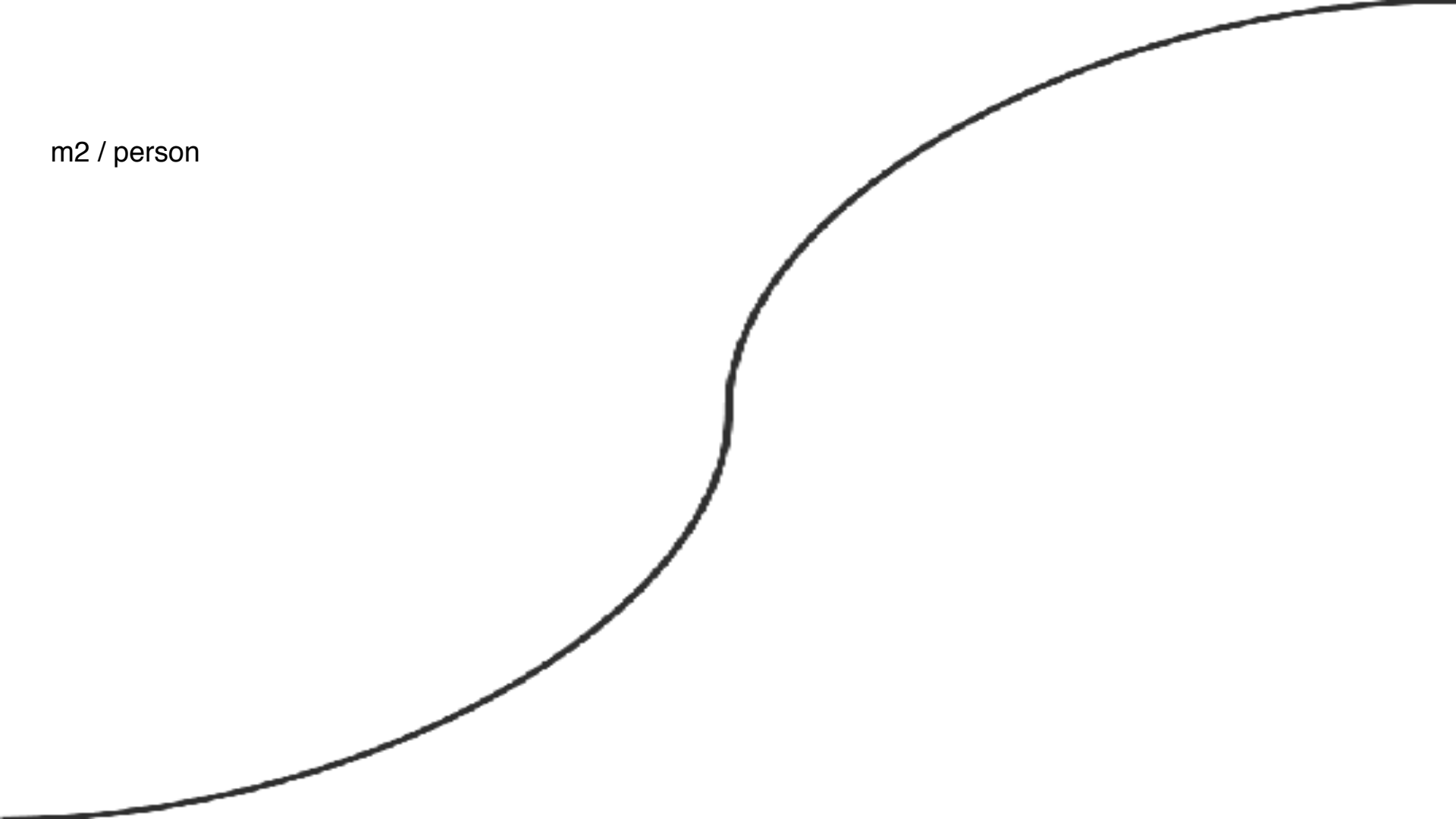


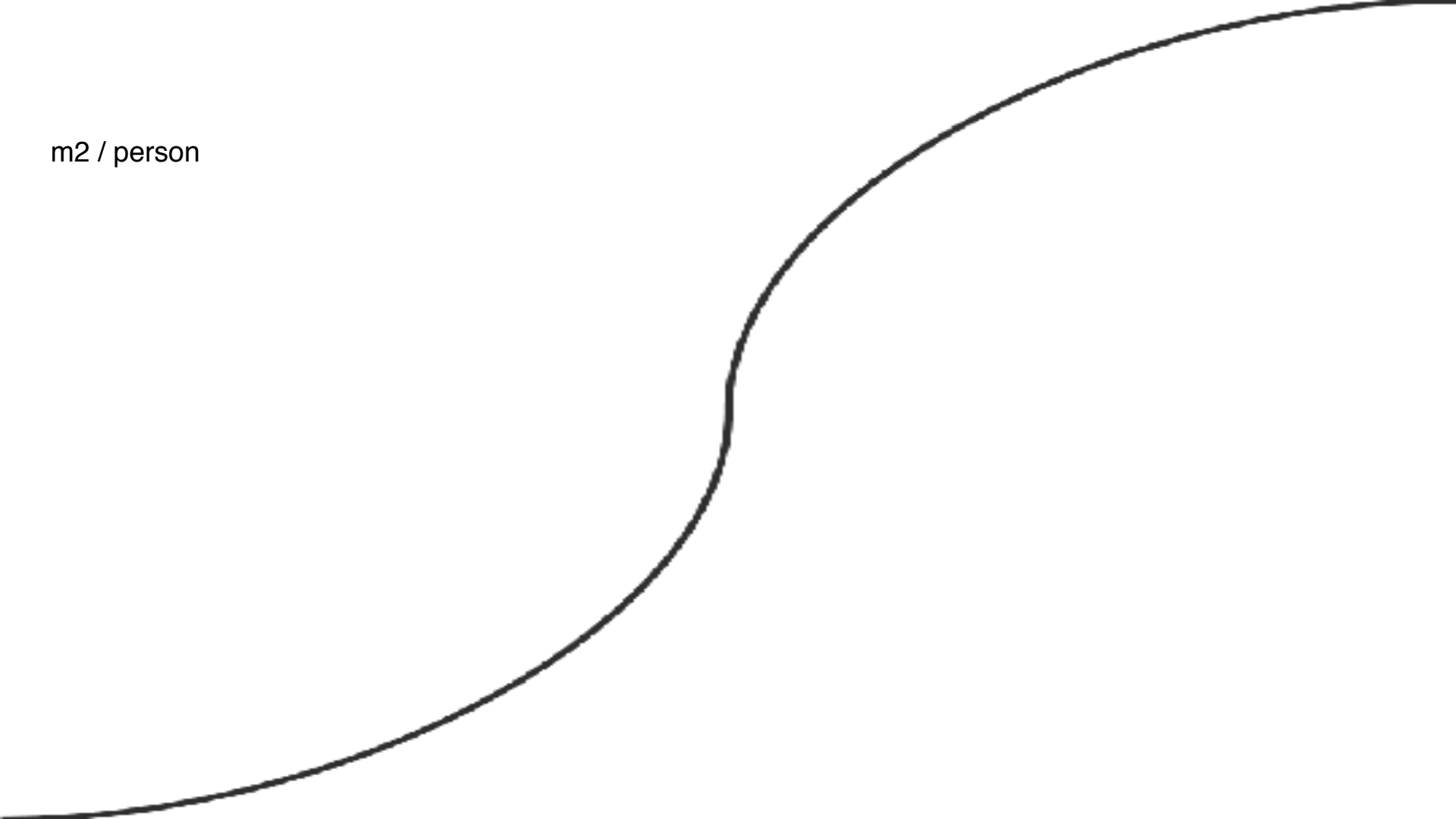
Consumption of energy

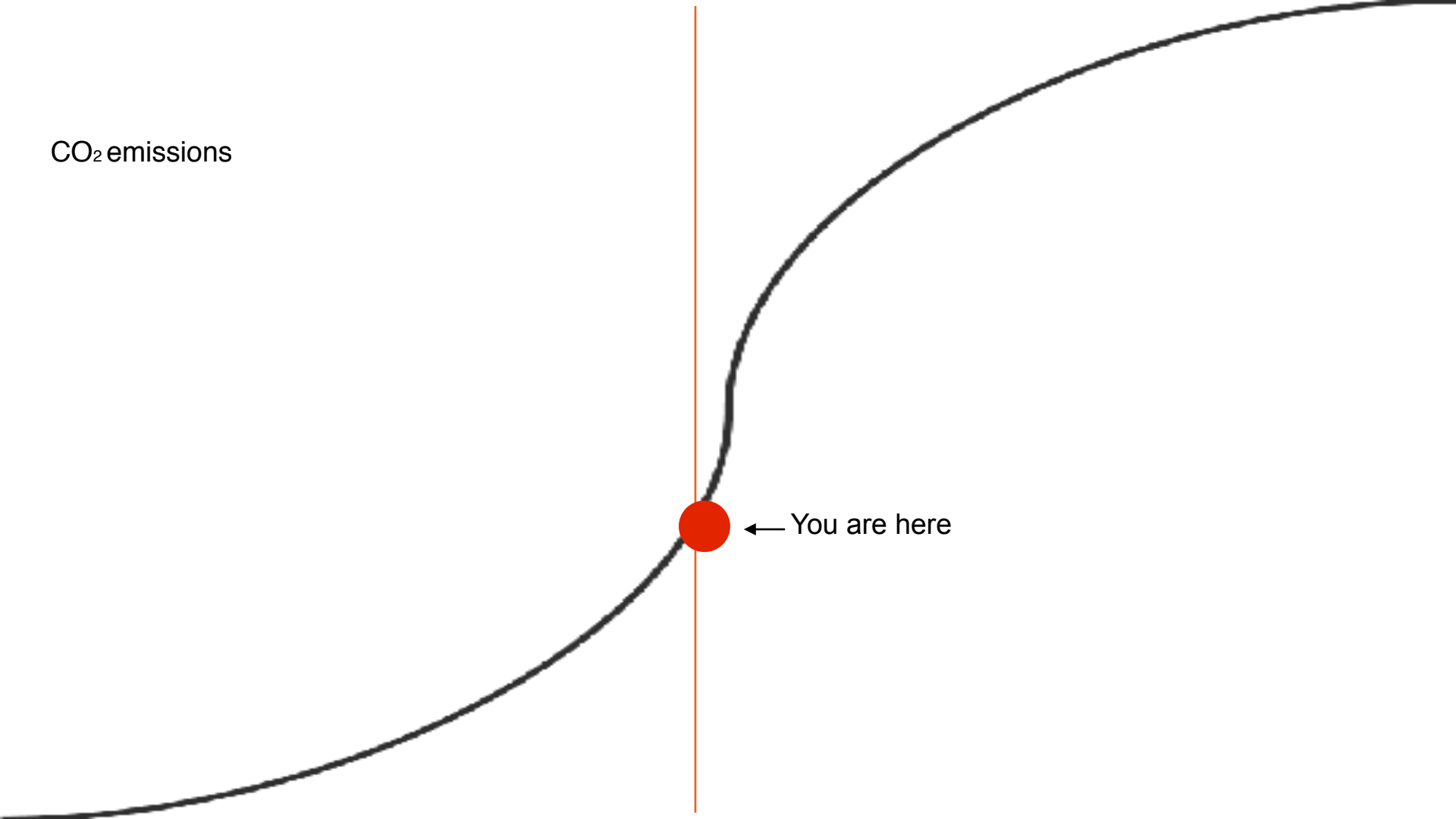


Airmiles

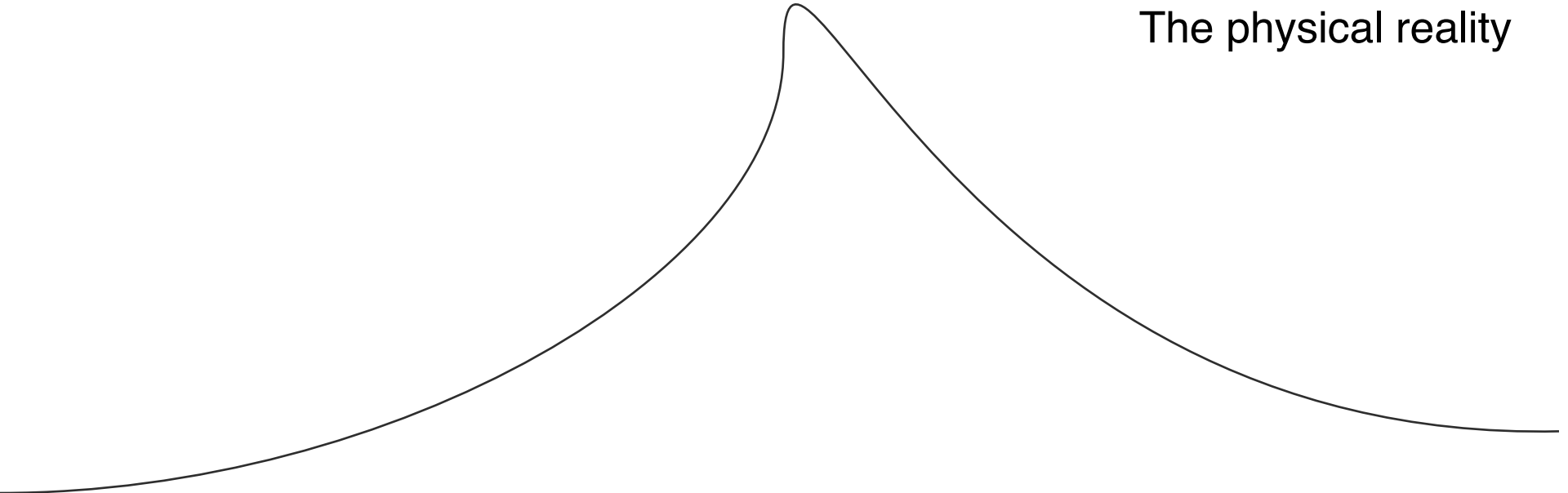



m2 / person


m2 / person

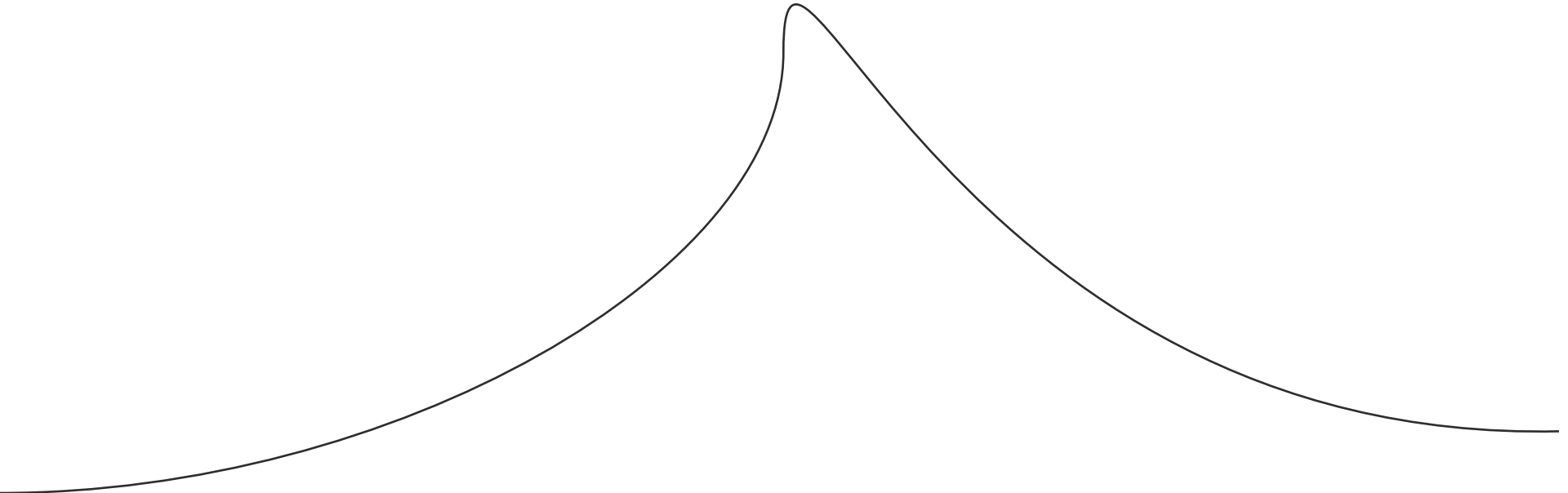

CO_2 emissions
You are here

CO_2 emissions

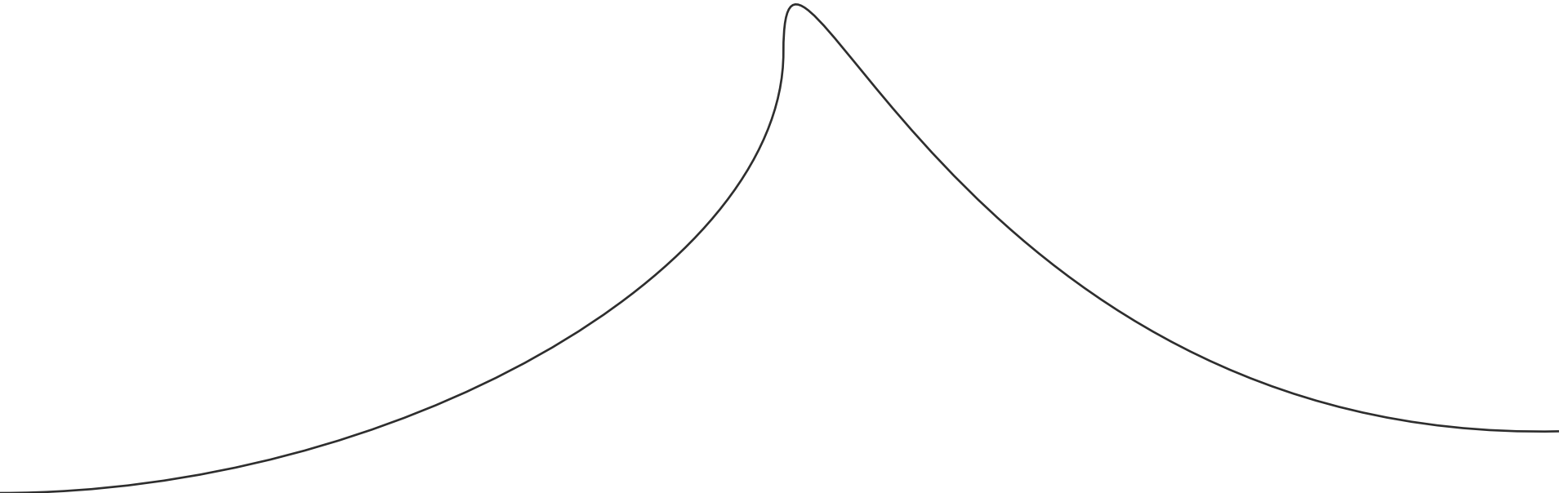


The physical reality

Foresight looks
at these points
in future.
Its about
understanding
discontinuities.



Instead of extrapolating a single trend it looks at megatrends.



Megatrends

What are megatrends:

- affect everything
- unlikely to go away
- interact with each other
- create trends, technologies and industries
- may change in definition, but remain the same in essence
- a short(est possible) list of phenomena you can explain the future with

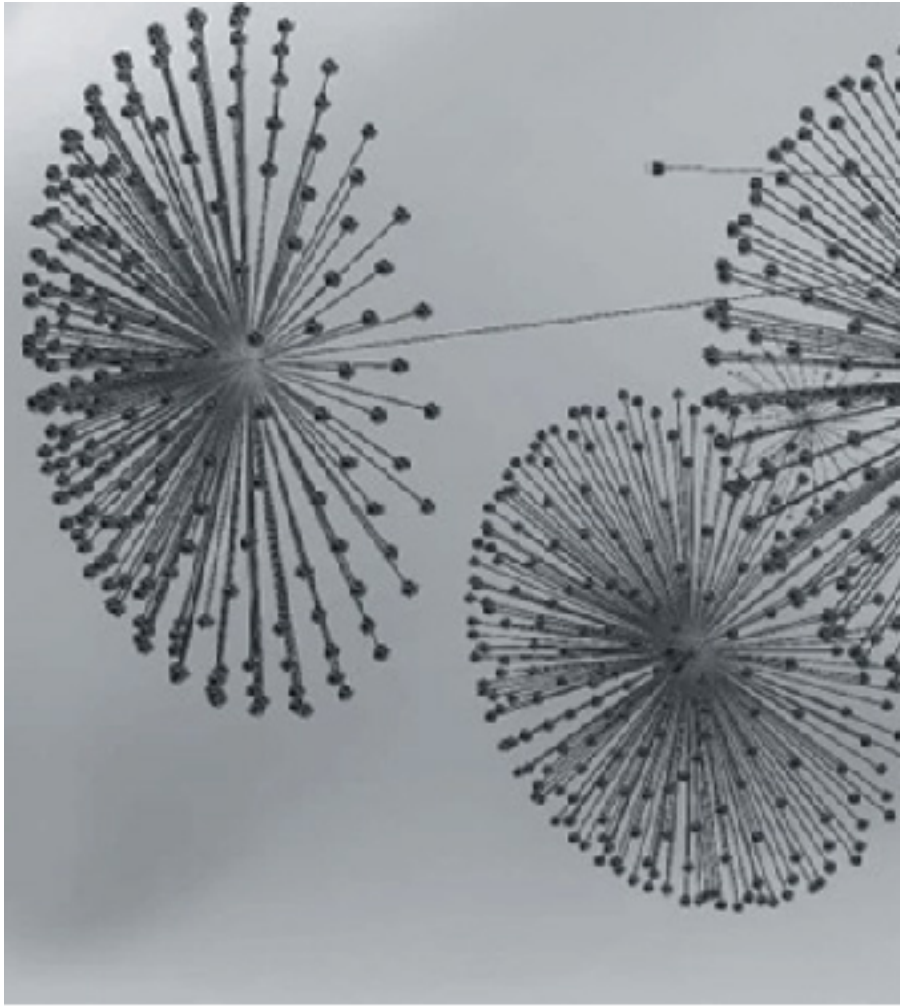
What megatrends are not:

Trends or fashions
Technologies or industries
Local phenomena
Something you can abolish with a **magic bullet**

5 Demos Helsinki Megatrends

1. Planetary technology combines bits and atoms
2. Population tetris replaces population segments
3. Individualisation turns into participation
4. The emerging metropolises become the dominant global structure
5. Resource economy delivers constant disruptions

(Demos Helsinki, 2015)



Megatrends become *real* only in a given region.

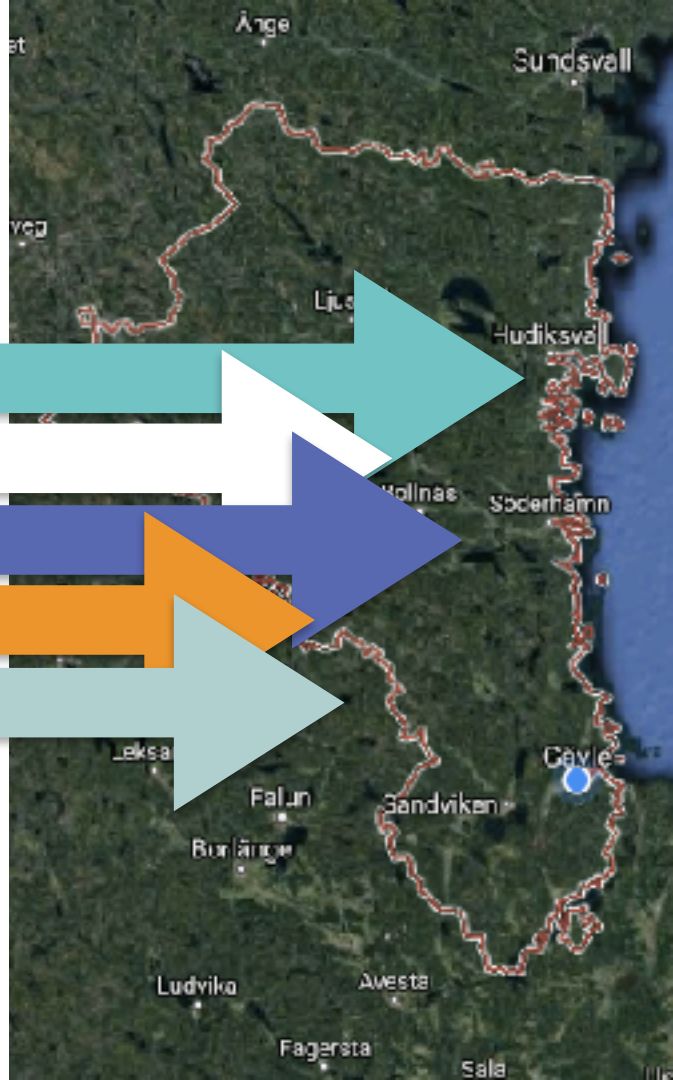
Planetary technology

Population tetris

Individualisation becomes participation

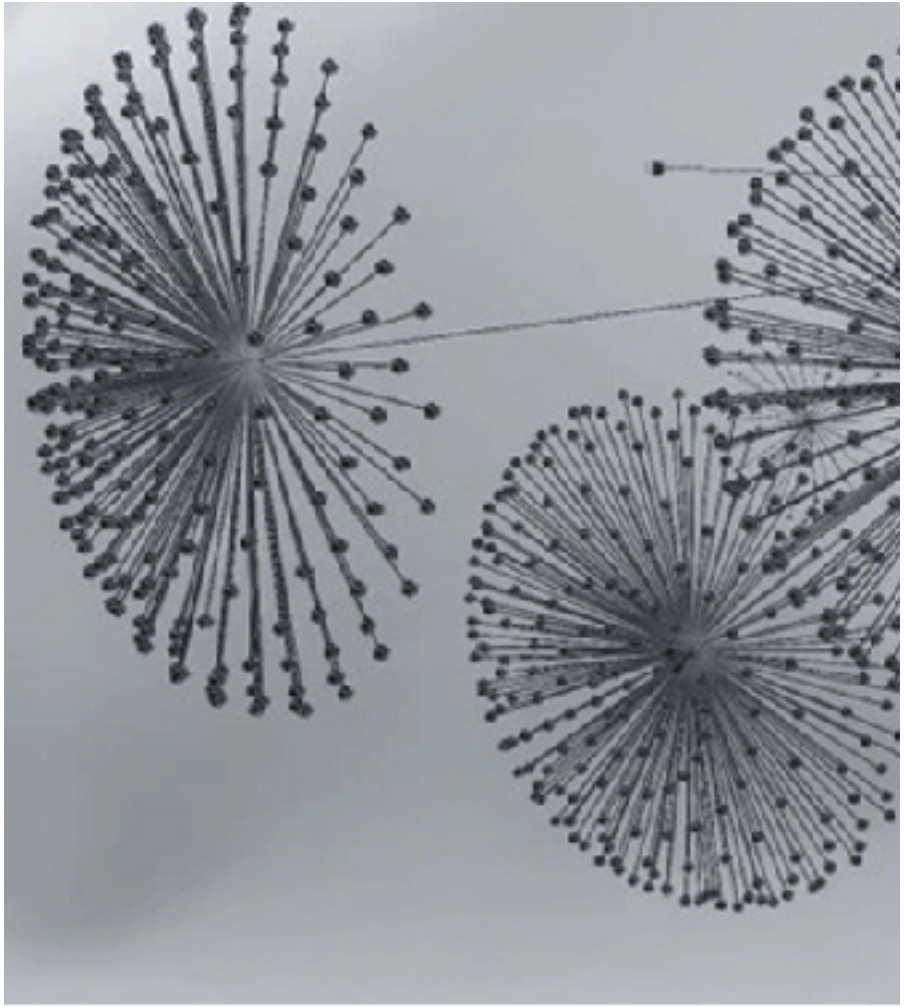
The liquid metropolis

Resource disruptions



Megatrend 1

Planetary technology combines bits and atoms



When is the last time that you watched your mobile phone?

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We look at our phone every 6th minute

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In ten years time we will never look at our phones.

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Radio Shack
AMERICA'S TECHNOLOGY STOR
PRESIDENTS' BIRTHDAY SALE!
DON'T DELAY!
3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ON
0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!
HURRY! OF
ENDS TUES
FEBRUARY
COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!
INTRODUCTORY SPECIAL!
Save $670
$1599
BONUS PACKAGE
Save $100
$199
Save $60
79.95
Save $30
99.95
HALF PRICE
49.95
Cut 17%
49.95
Save $100
$799
Save $40
149.95
Cut 33%
29.95
29.95

Size

Price

Functio-

nalities

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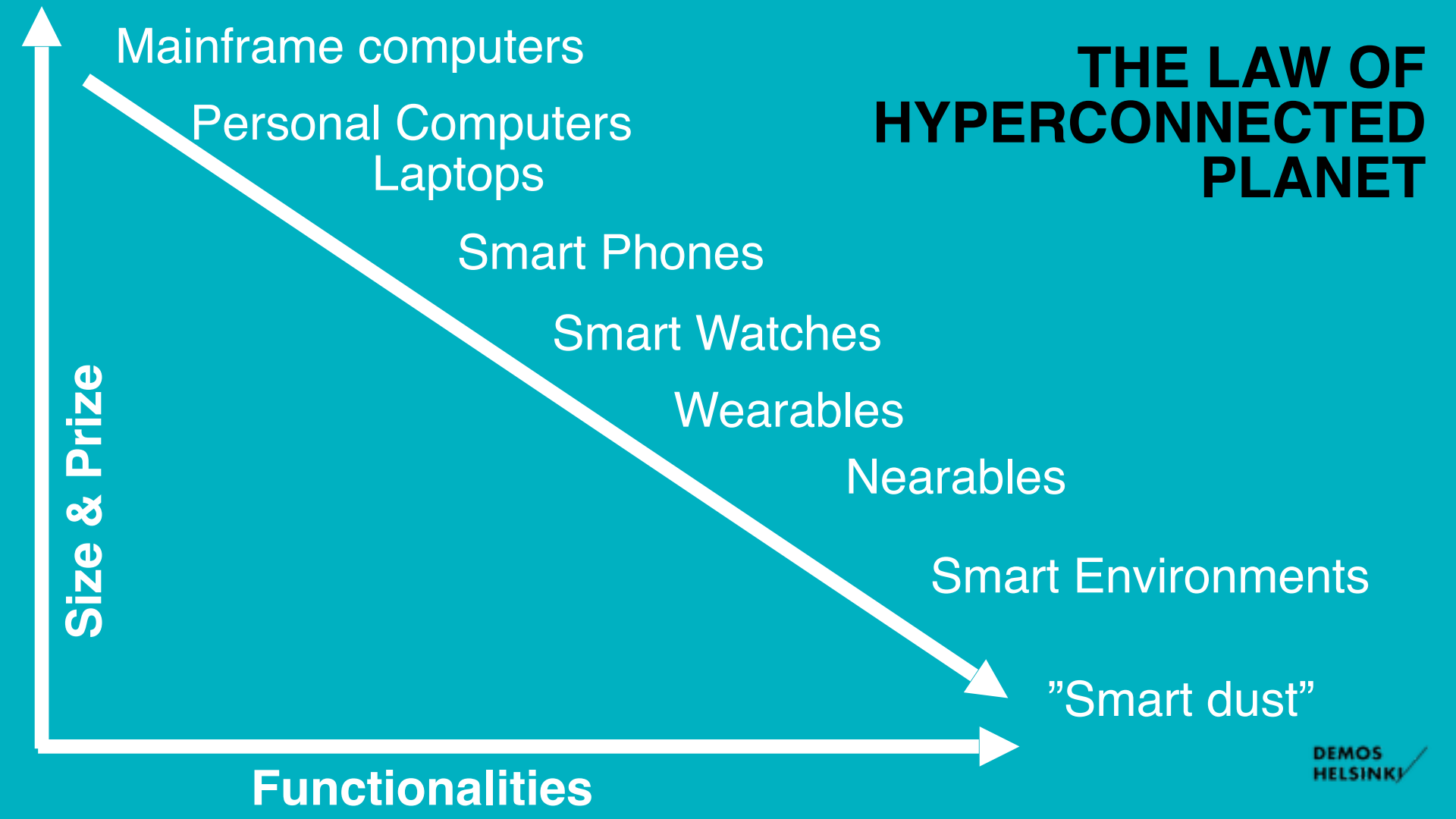

THE LAW OF HYPERCONNECTED PLANET

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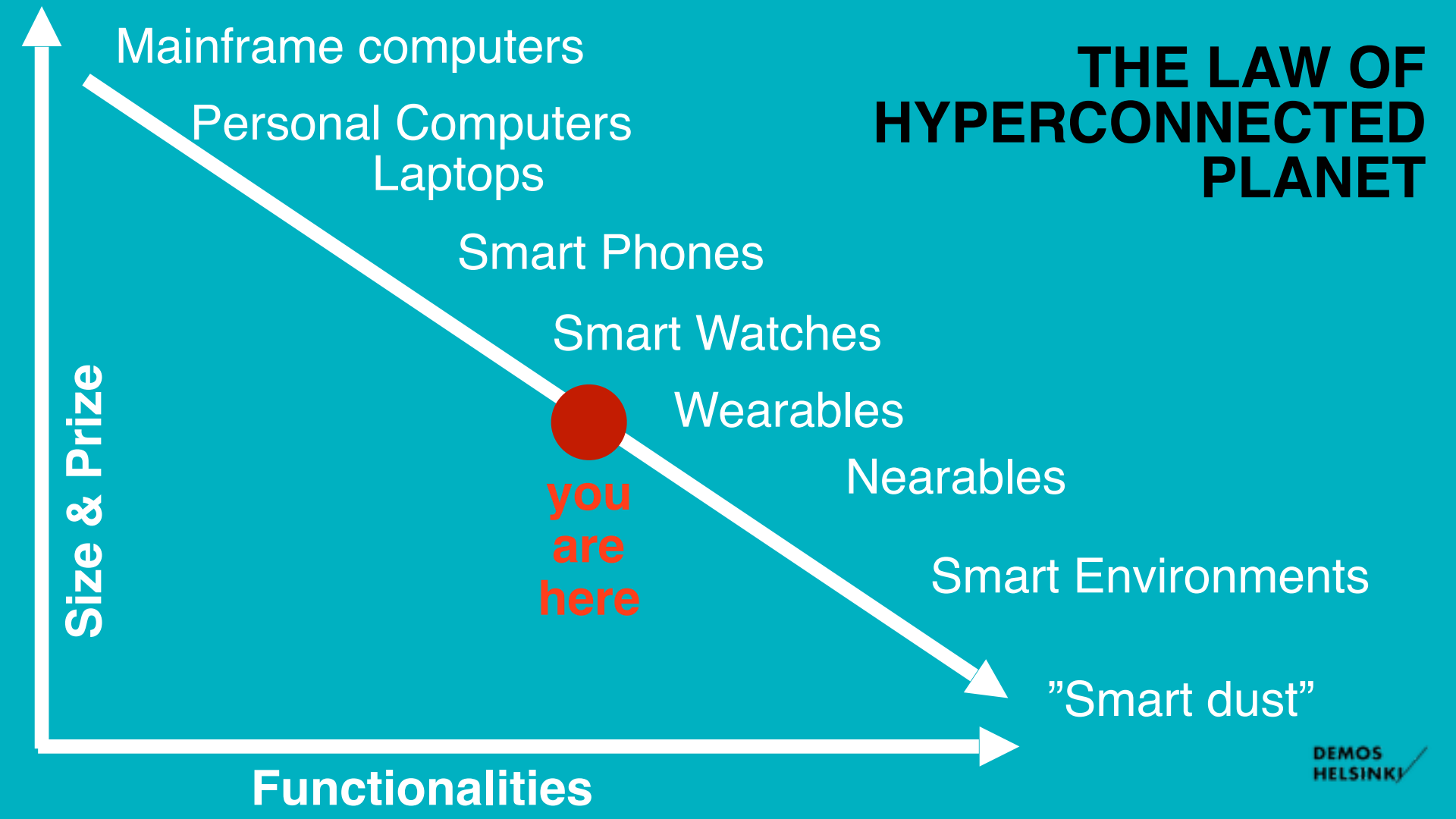
THE LAW OF HYPERCONNECTED PLANET
Mainframe computers
Personal Computers
Laptops
Smart Phones
Smart Watches
Wearables
Nearables
Smart Environments
”Smart dust”
you are here
Size & Prize
Functionalities
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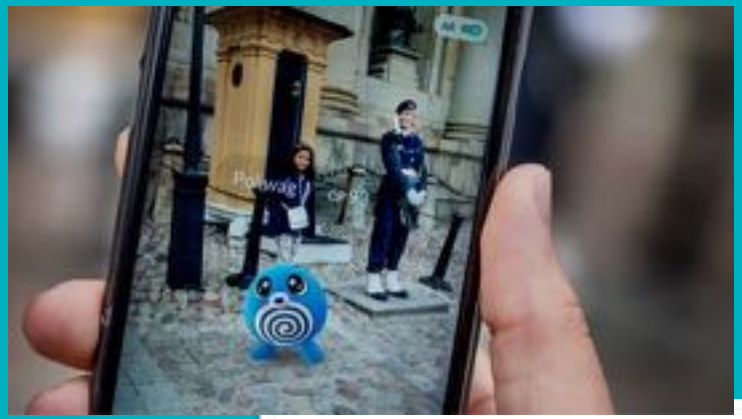
Bits and atoms are joining already and its creating a lot of value. Already.

Uber ≈ $18.2bn
Airbnb ≈ $30bn

Pokemon GO increased the valuation of Nintendo w. $11 bn (oops!)



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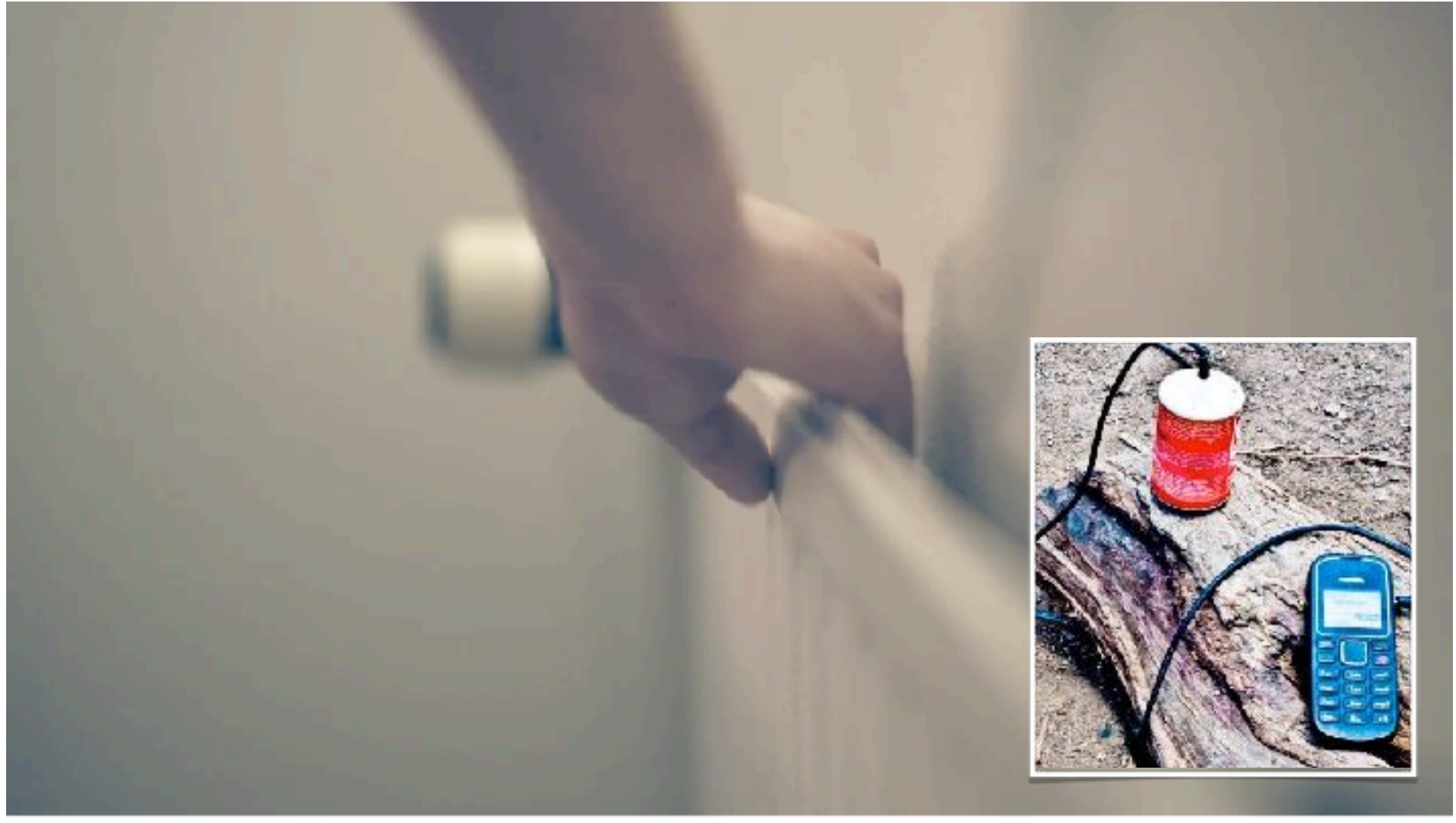
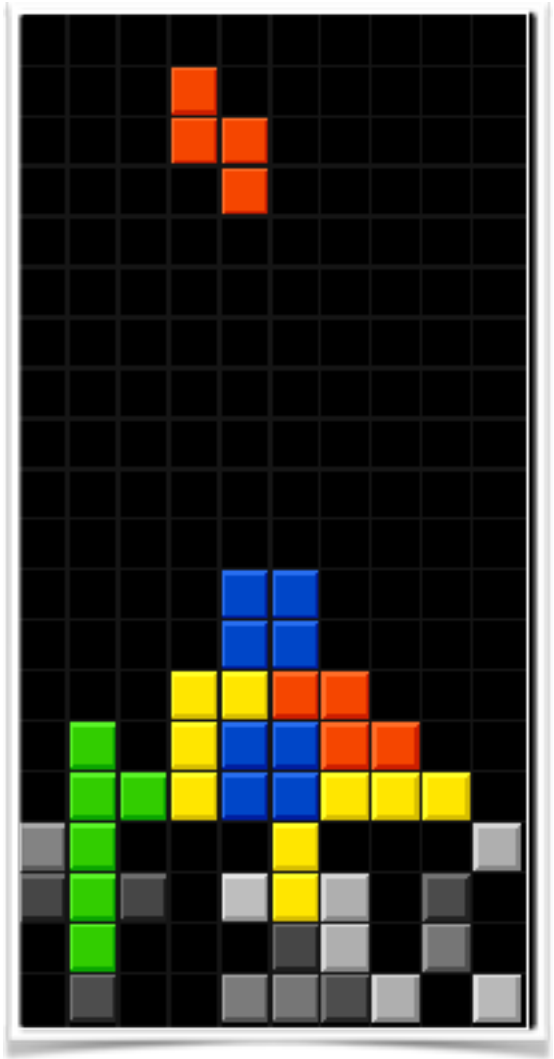
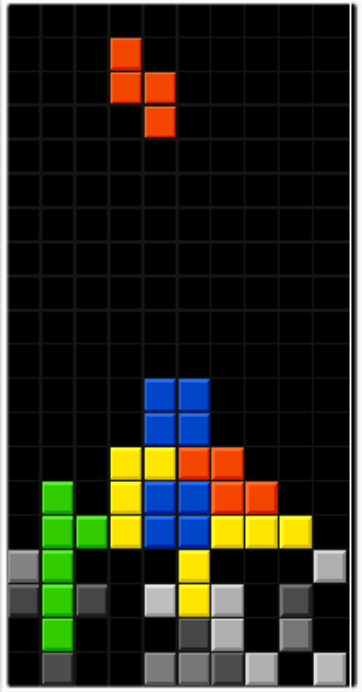
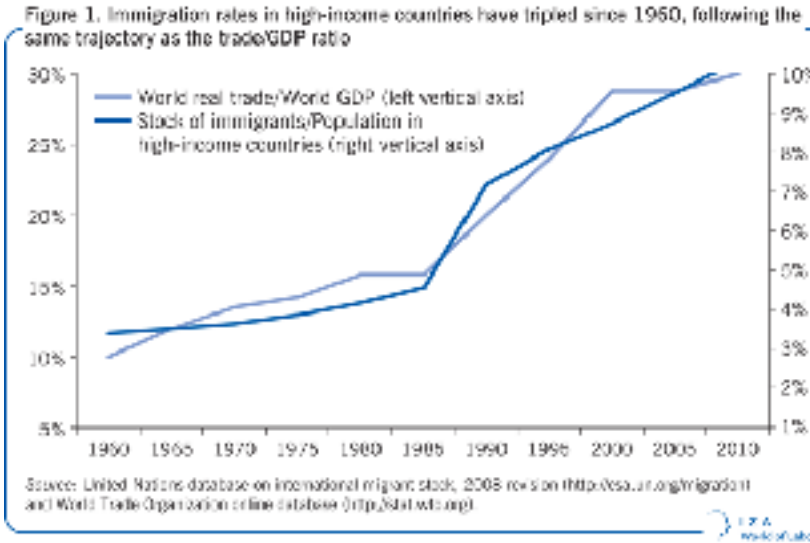


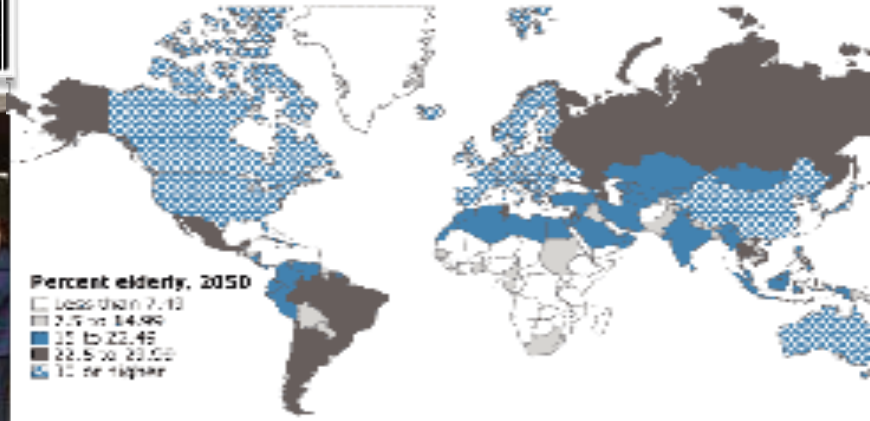
Megatrend 2

Population tetris replaces population segments

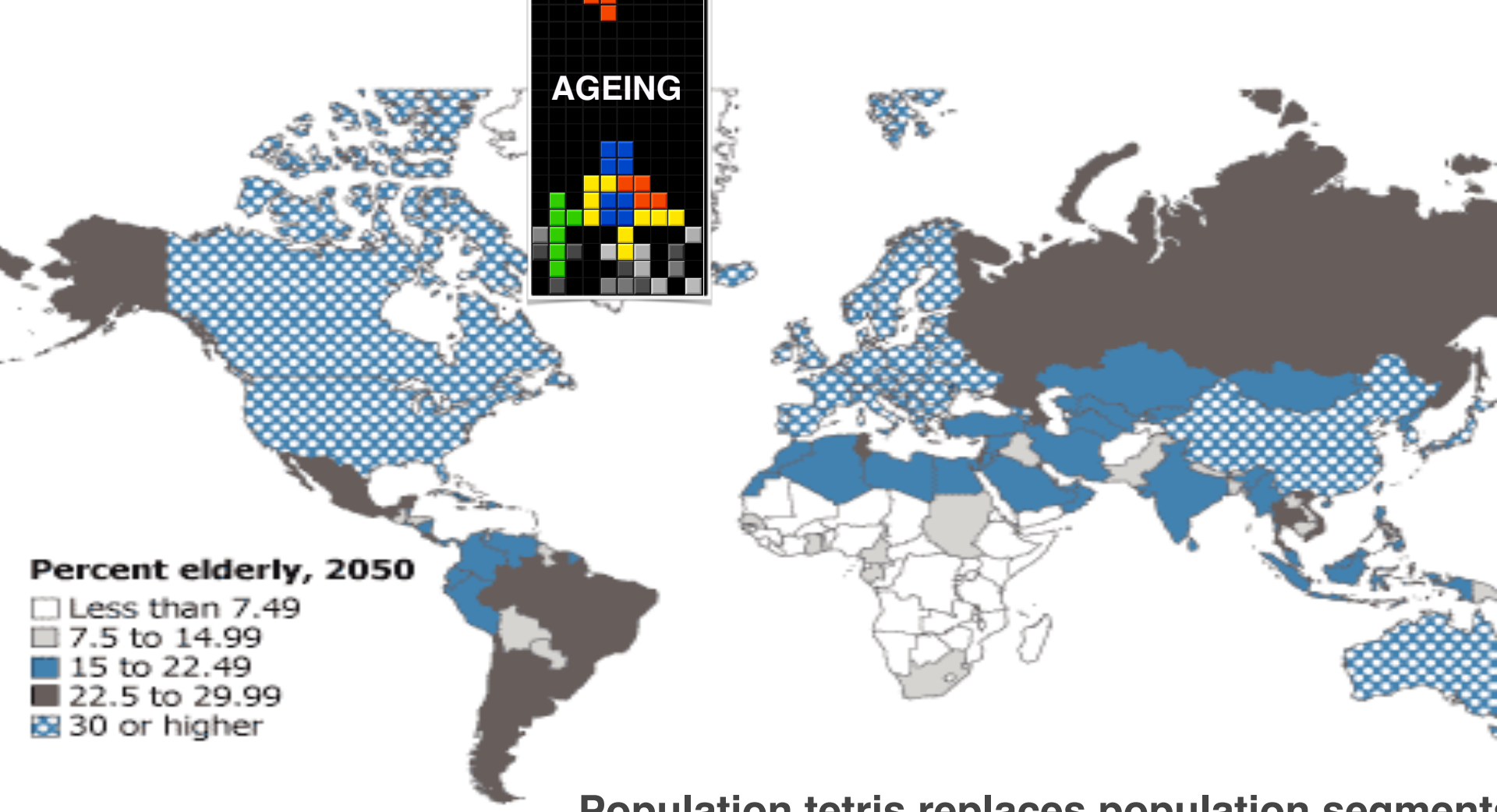




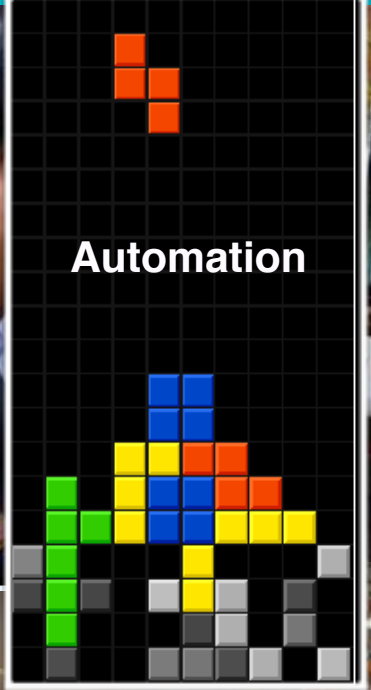




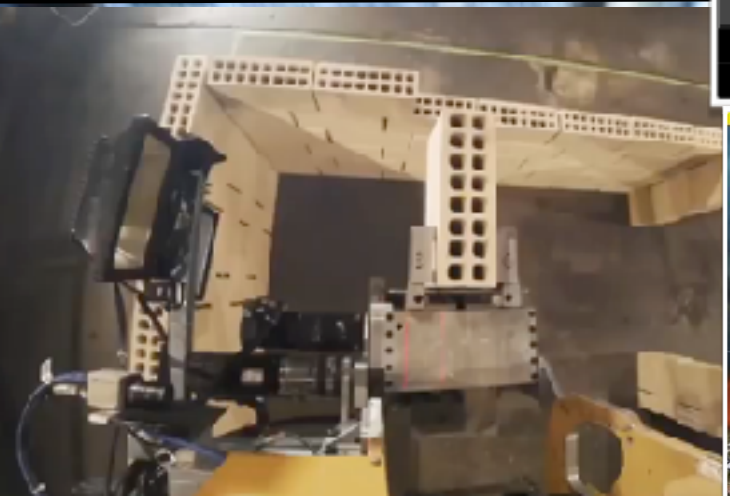
Population tetris replaces population segments



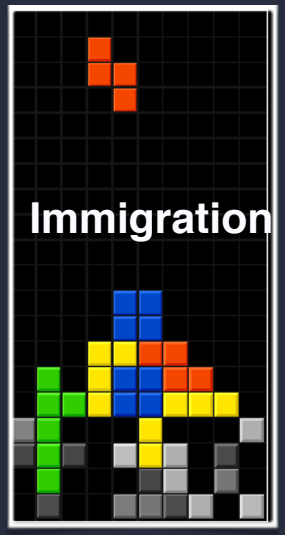
Population tetris replaces population segments

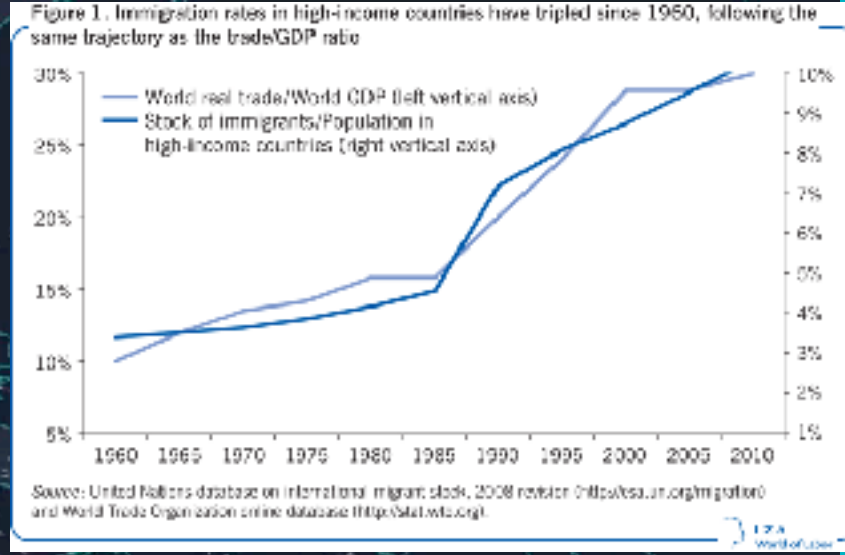

Automation

SOHJOA.FI
EZ10



INSIDE: A 14-PAGE SPECIAL REPORT ON TECH STARTUPS
The Economist
If the French ran America
China cracks down on microblogs
New opportunities for organised crime
Google and the internet of things
UKIP: normal for Norfolk?
Coming to an office near you...
What today's technology will do to tomorrow's jobs





Population tetris replaces population segments

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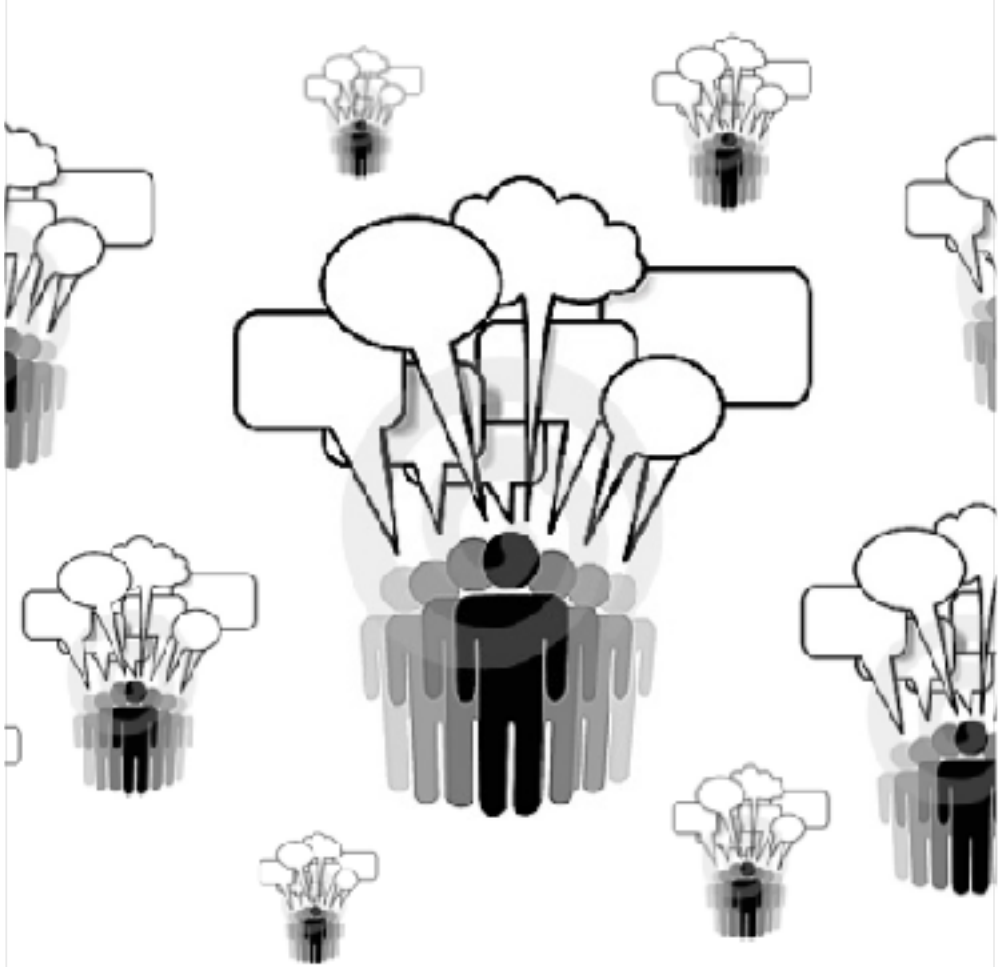
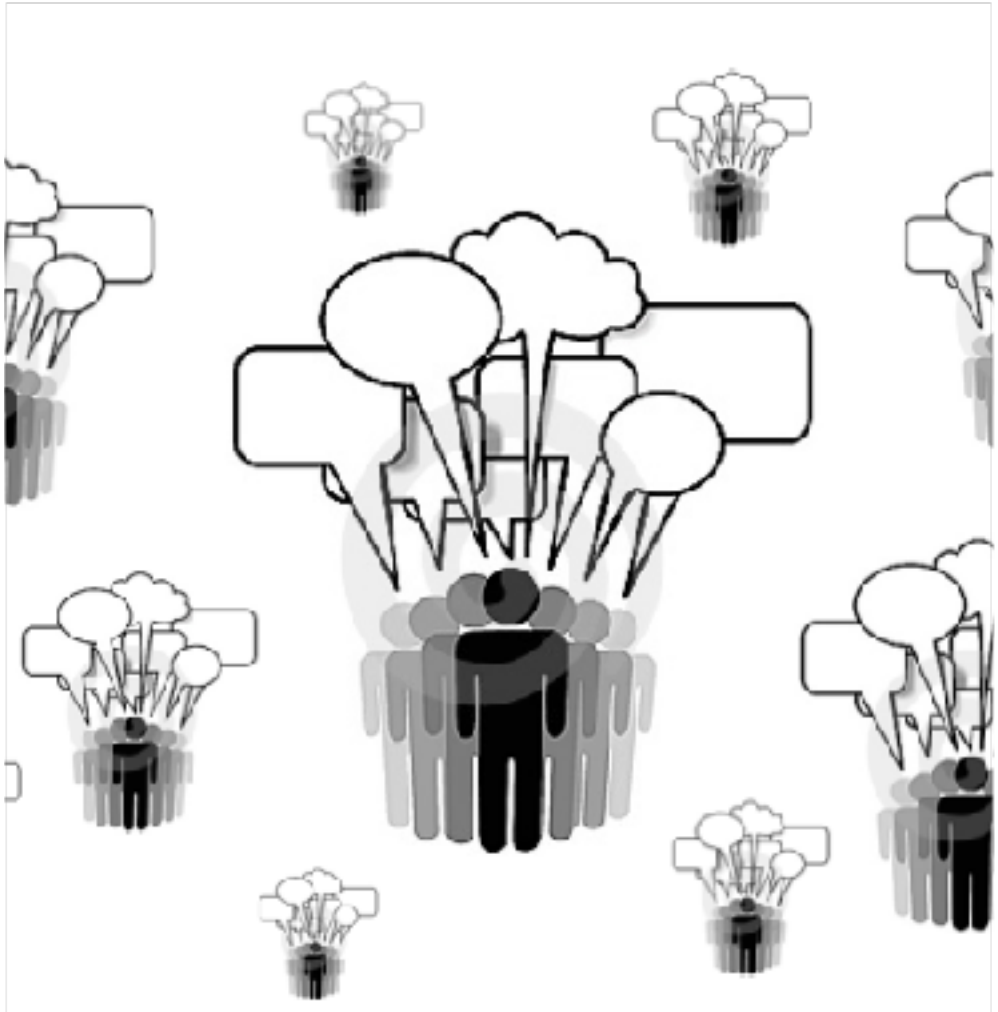
Megatrend 3

Individualisation through participation



Individualisation through participation

groups
challenge
institutions
power



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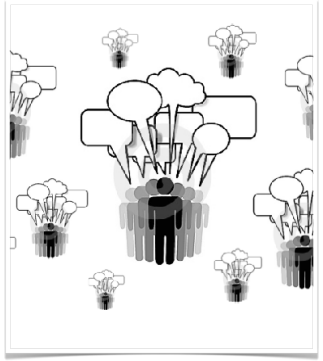
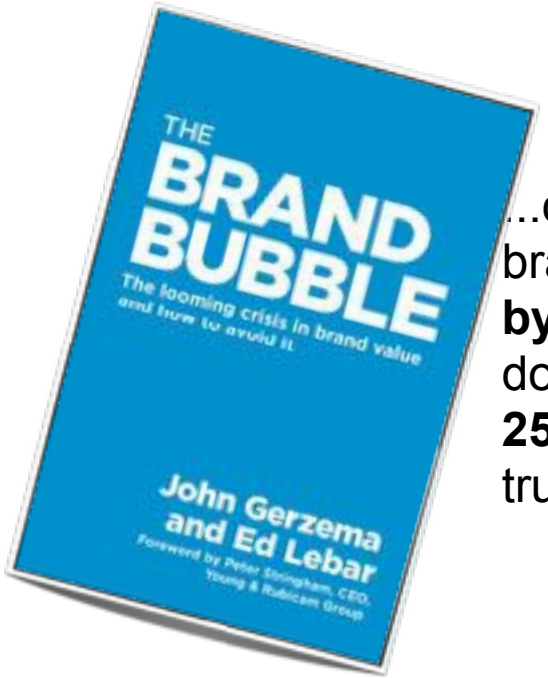
Individualisation through participation





...consumer trust in brands has **declined by 50%** in a decade, down from 52% **to 25%**. Instead, people trust their **peers.**

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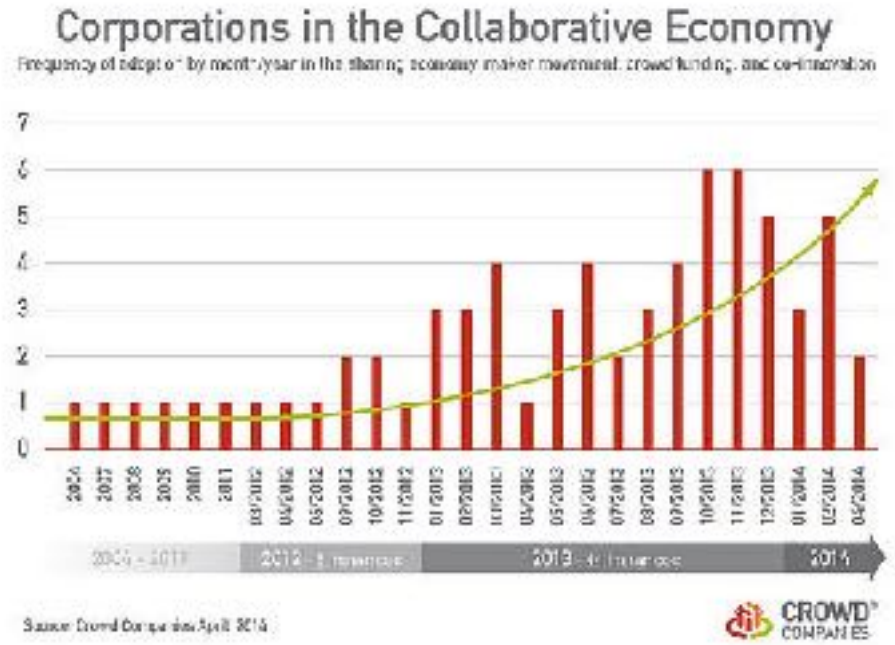
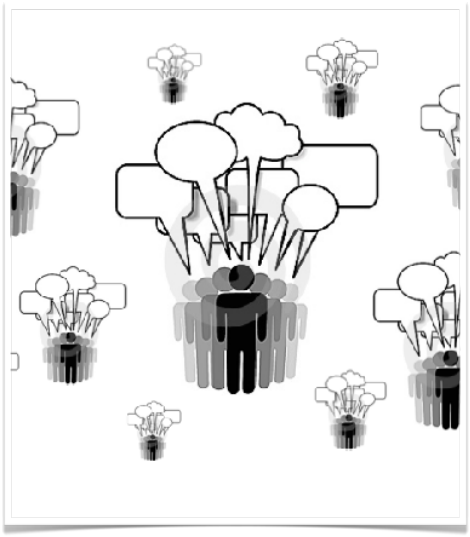
Individualisation through participation





Individualisation through participation

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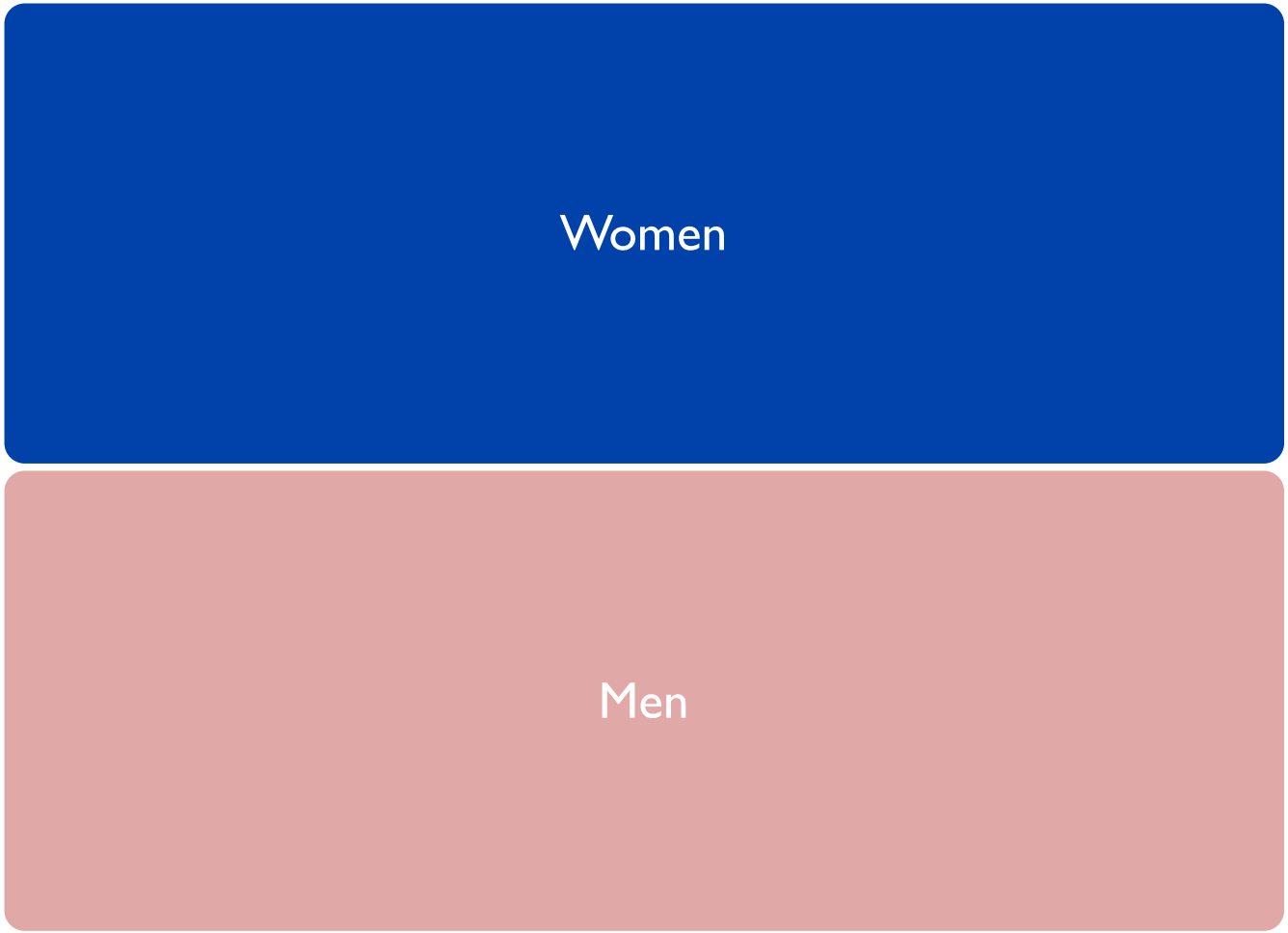
Individualisation through participation



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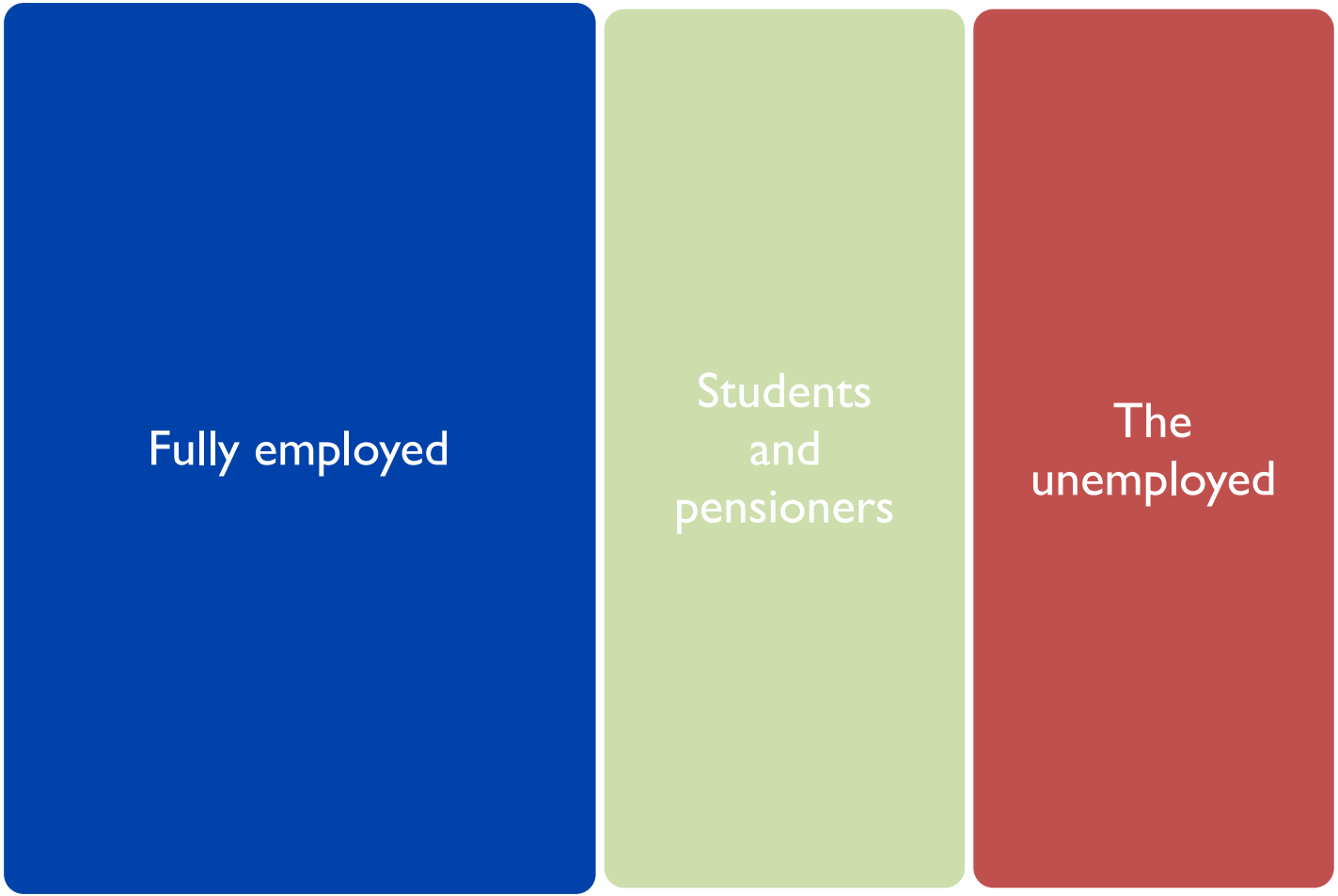
Individualisation through participation



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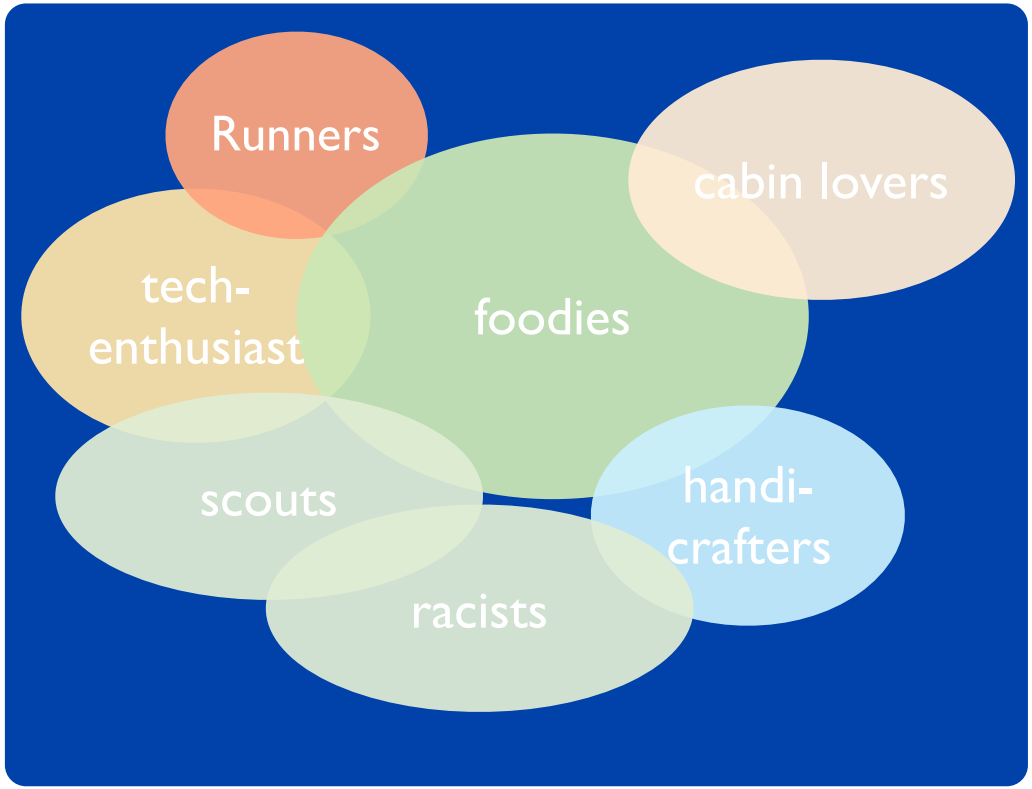
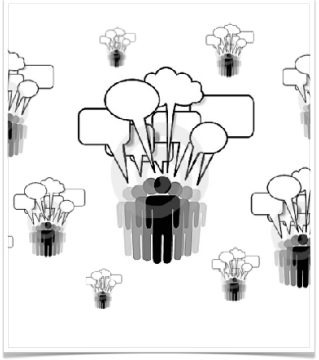
Individualisation through participation



Individualisation through participation



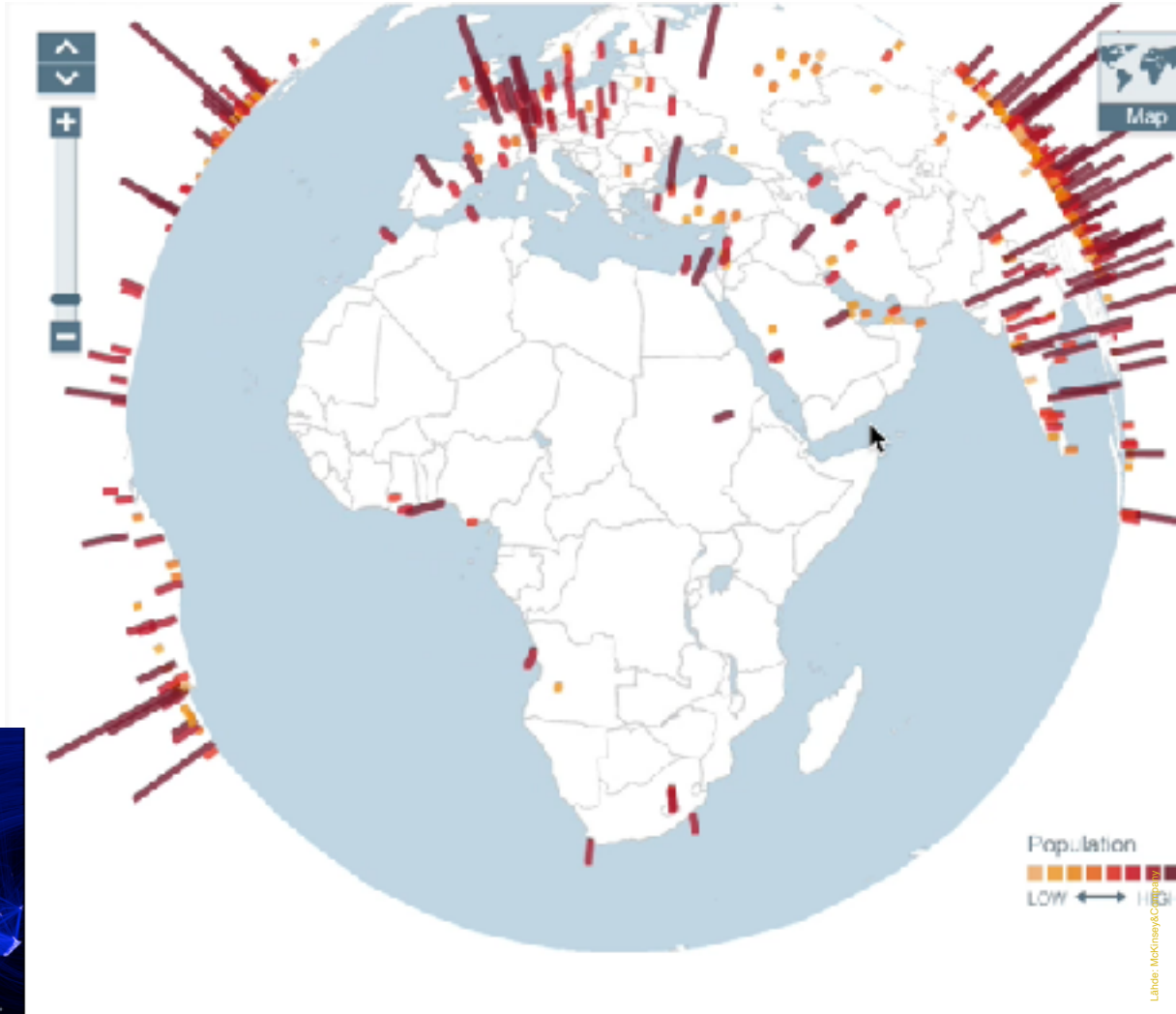
Black Rock City - A Future City?

- No money, everything is free
- Everything is produced by the attendees ”burners”
- Tickets sell in seconds
- Desert city of 75 000 inhabitants
- A platform for co-creation

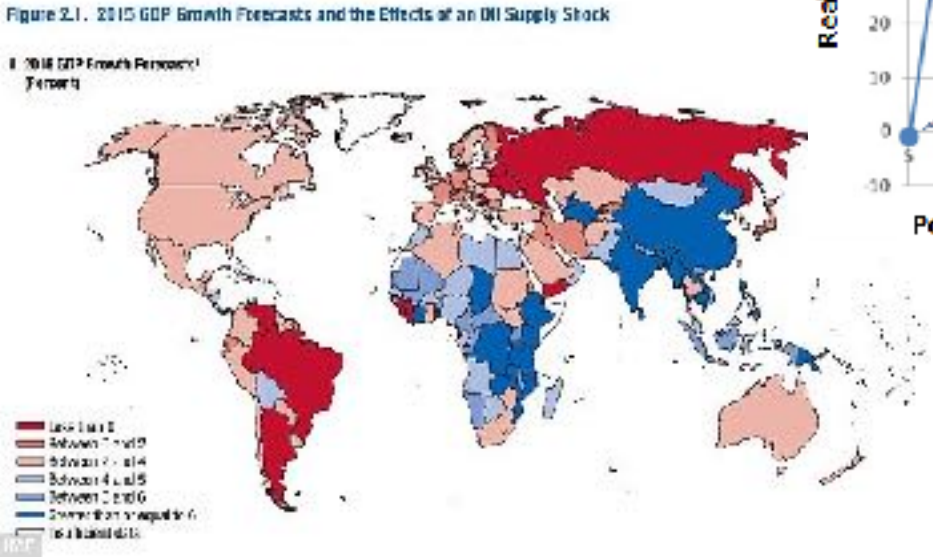
Megatrend 4

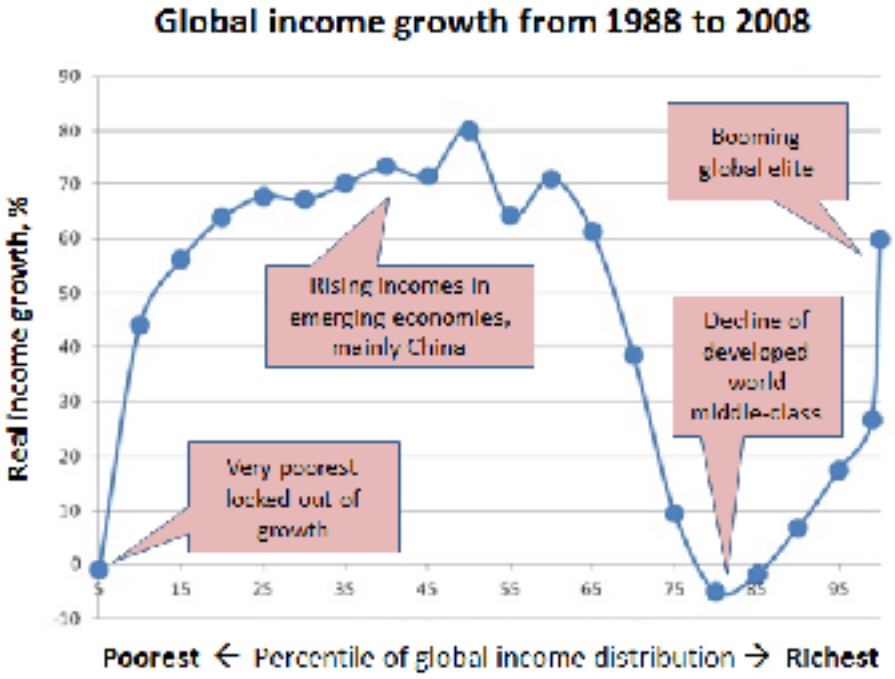
The emerging metropolises become the dominant global structure

The emerging metropolises make most of the growth and world economies



The emerging metropolises make most of the growth and world economies





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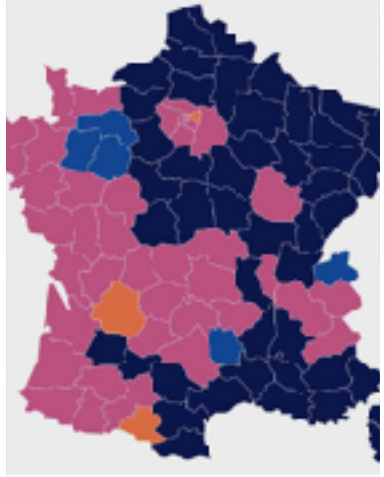
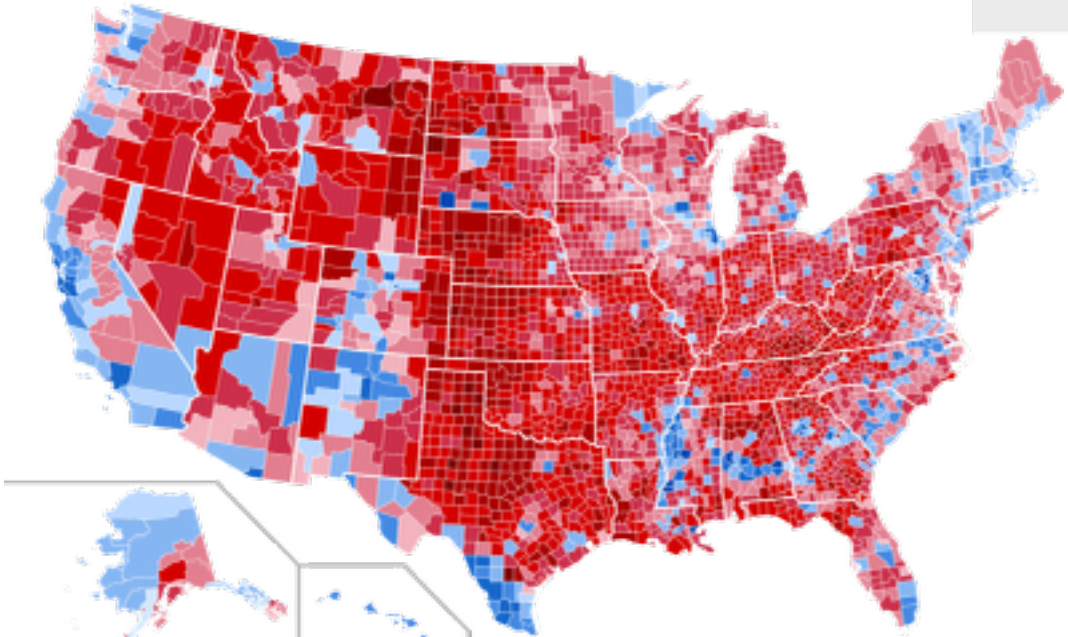
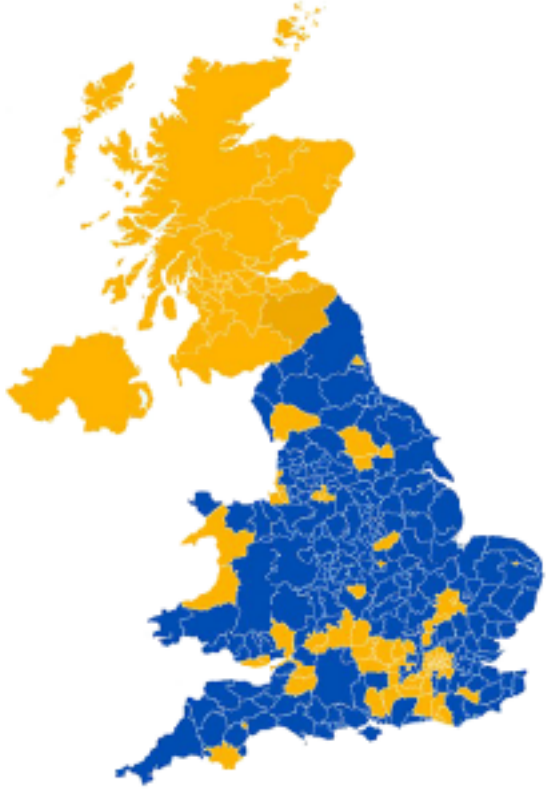
Lähde: McKinsey&Company

The emerging global metropolises grow out of the periphery and slow growth cities.

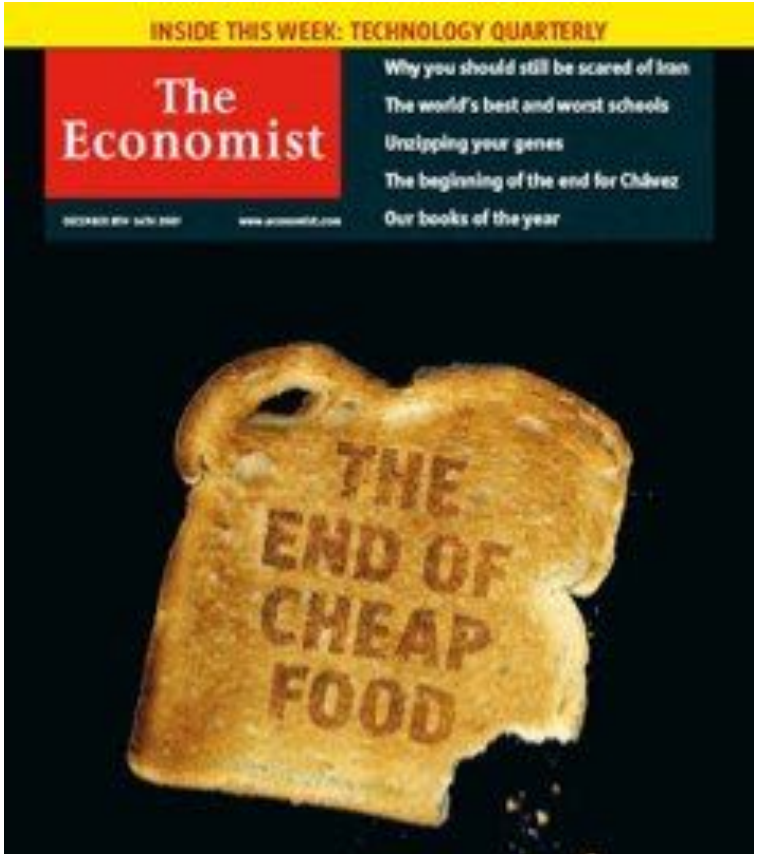




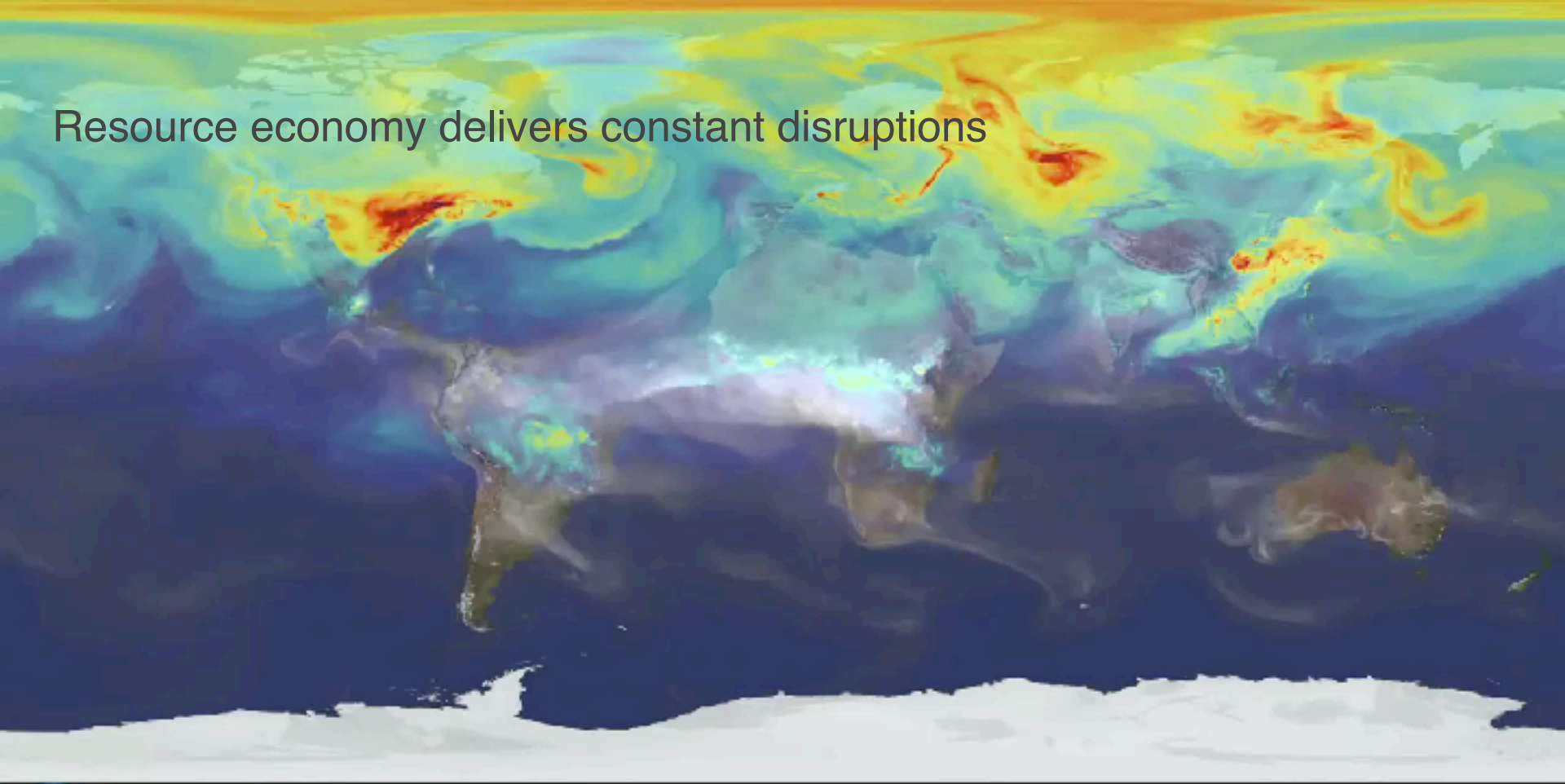


Megatrend 5

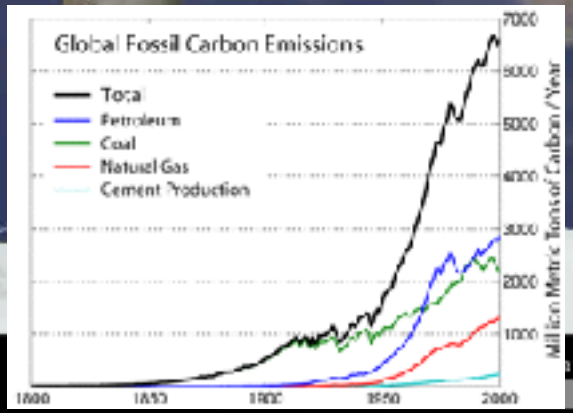
Resource economy delivers constant disruptions

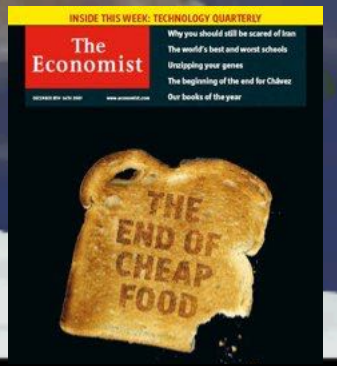


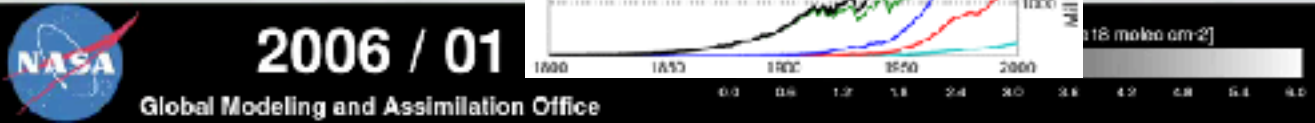
Resource economy delivers constant disruptions



Resource economy delivers constant disruptions

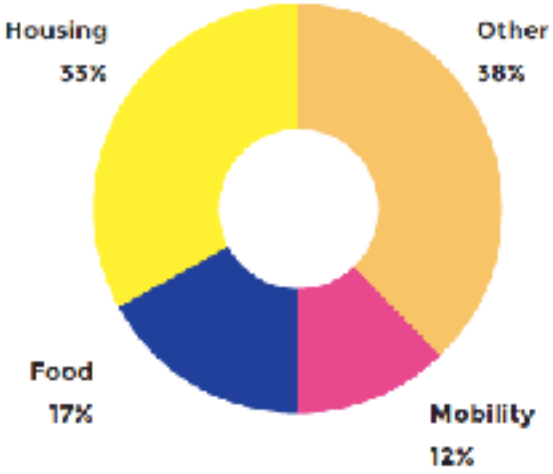




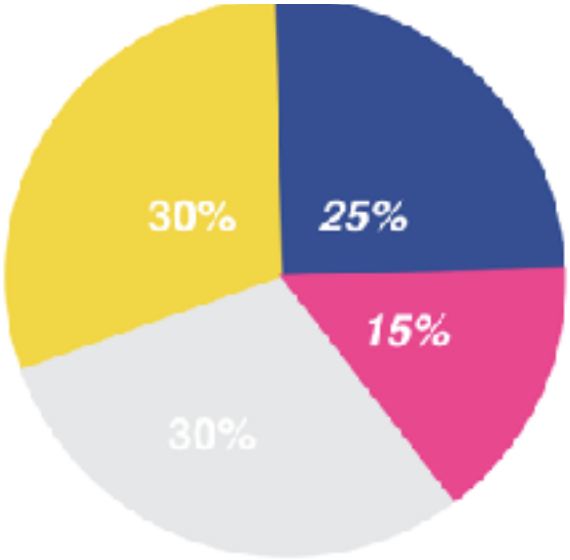


Resource economy under constant disruptions - mostly in housing, food and transportation.

Share of consumer spend in EU (Eurostat)



Energy consumption per household [Eurostat]



Megatrends become *real* only in a given region.

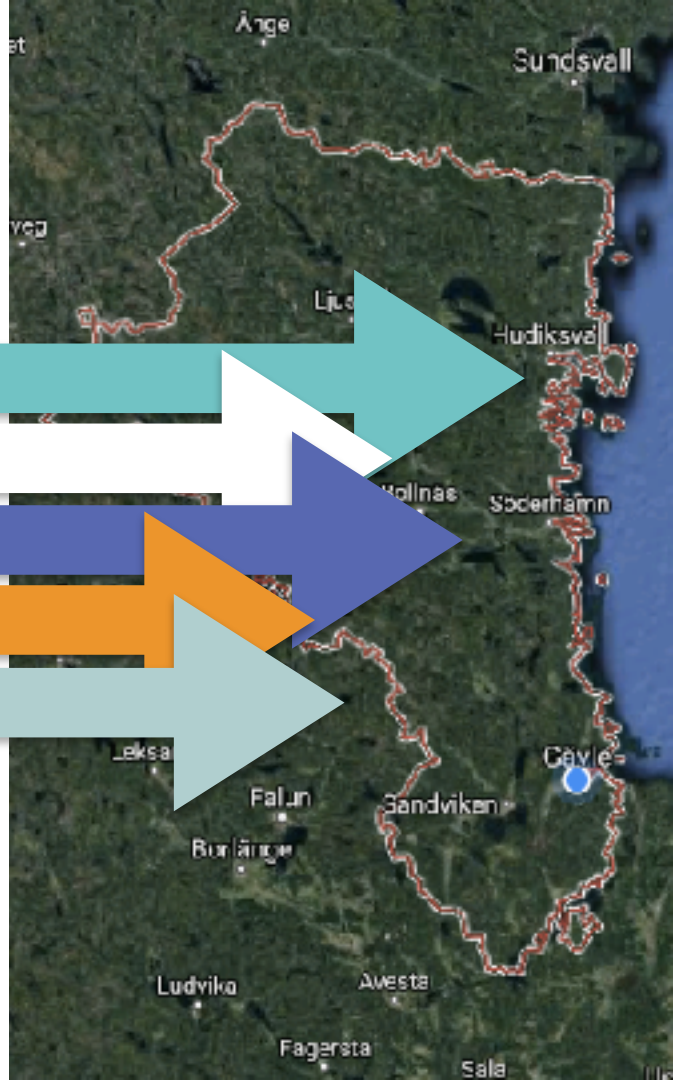
Planetary technology

Population tetris

Individualisation becomes participation

The liquid metropolis

Resource disruptions



Megatrends mean **black swans** and **complexity** for the regional level.

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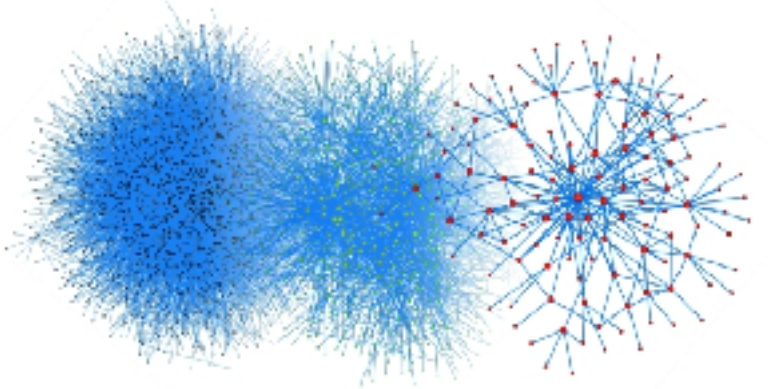


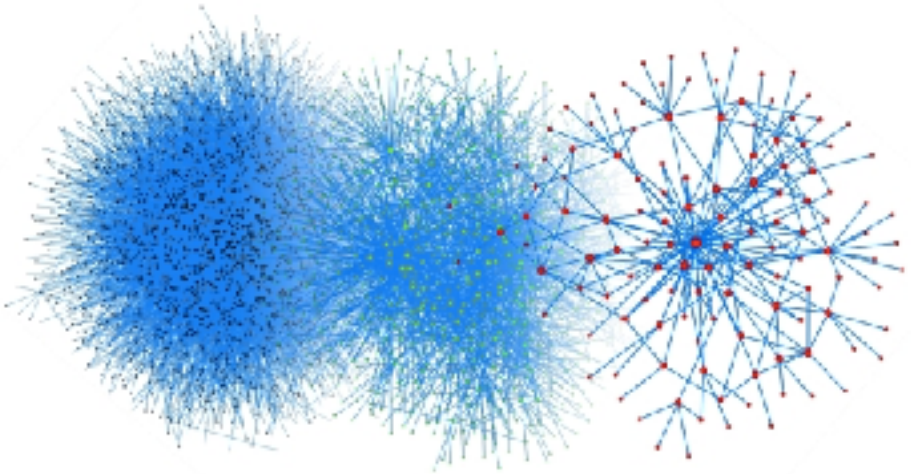
Black swans

Complexity

DEMOS HELSINKI

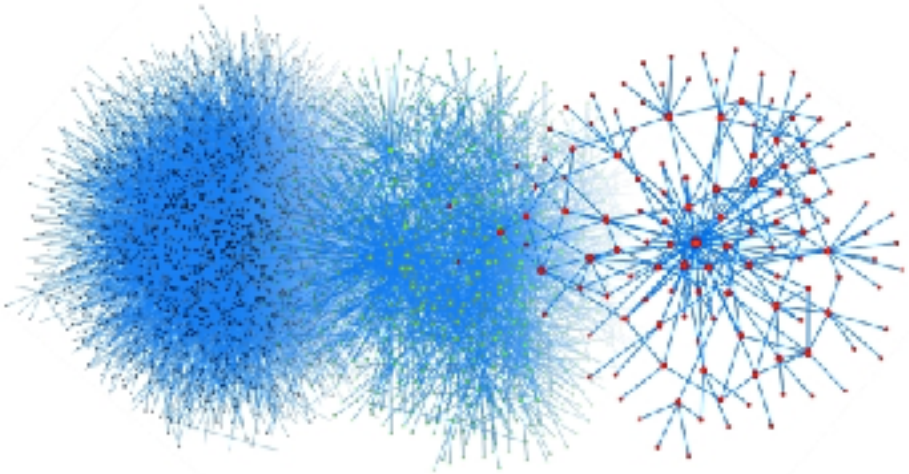
Black swans

HOW COME WE DID NOT SEE THIS COMING?



Complexity

DEMOS HELSINKI



***You can not do just one thing** for any given action ramifies to a greater or lesser degree throughout the whole **ecosystem**.*

John C. Hendee, George H. Stankey, Robert C. Lucas - 1978 - Nature conservation

How to plan for the future of black swans and complexity?

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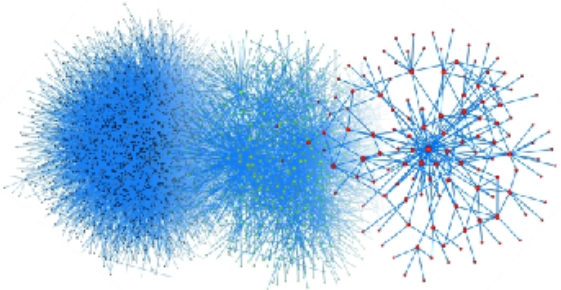

DEMOS HELSINKI

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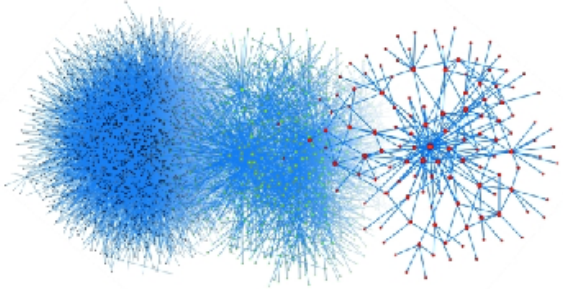

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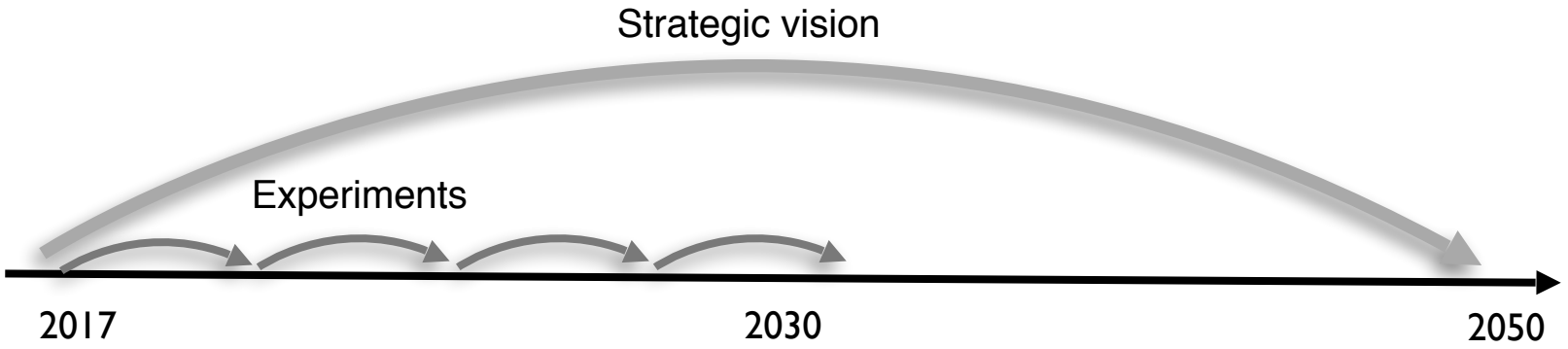
Experimental foresight.

Black swans

Complexity

DEMOS HELSINKI

Experimental Foresight



Ekonomi

Finland testar statlig medborgarlön

DN.ekonomi

DEMOS HELSINKI

TRADITIONAL PLANNING	EXPERIMENTAL FORESIGHT
Variants of single trends	Discontinuities of multiple trends interacting
0,25-4 year time horizon	2-50 year time horizon
Great for managing continuity	Great for managing transformation
Starts with numbers	Finds new numbers
Predicting the future	Making the future
Interest in continuities	Interested in discontinuities
Medium term resource allocation	Long-term vision and short term experiments

DEMOS HELSINKI

LET'S DIVE IN!
(VOTE WITH YOUR HEART)

KIITOS!
Tack!

Roope Mokka
Founder
Demos Helsinki

@mokka

@demoshelsinki

DEMOS HELSINKI