

MANAGE YOUR FUTURE

**How design scenarios can power
collaborative innovation**

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***Empowering
business, people
and society to shape
the next.***





Policy Press 2010



Gower Ashgate 2014



Policy Press 2017



EU Commission 2013

MindLab

02 - 18



Complex Networked Turbulent

New business models?

New governance?

**Foresight is fun and interesting
but usually doesn't make a
dent in business as usual.**

**To shape a desirable future,
we must leverage all of our
creativity across public,
private, civic and academic
domains...**

**...and we must do so in ways
that create better chances
of real implications, action
and change.**

...but how?

**The natural sciences look
at how the world is.
Design looks at how the
world could be.**

Herbert Simon





Boxing future health



Boxing
Future **Health**

Danish
Design Centre

AI, nanorobots, **blockchain**, machine learning, data, big data, **3D printed organs**, **lab-on-a-chip**, organ-on-a-chip, bio sensors, biocomputers, **augmented intelligence**, cognitive computing, **digital tattoos**, **precision medicine**, virtual reality, augmented reality, digital translators, controlled cell growth

Boxing Future Health

Project purpose



To create a starting point for **strategy-, competence- and product development**



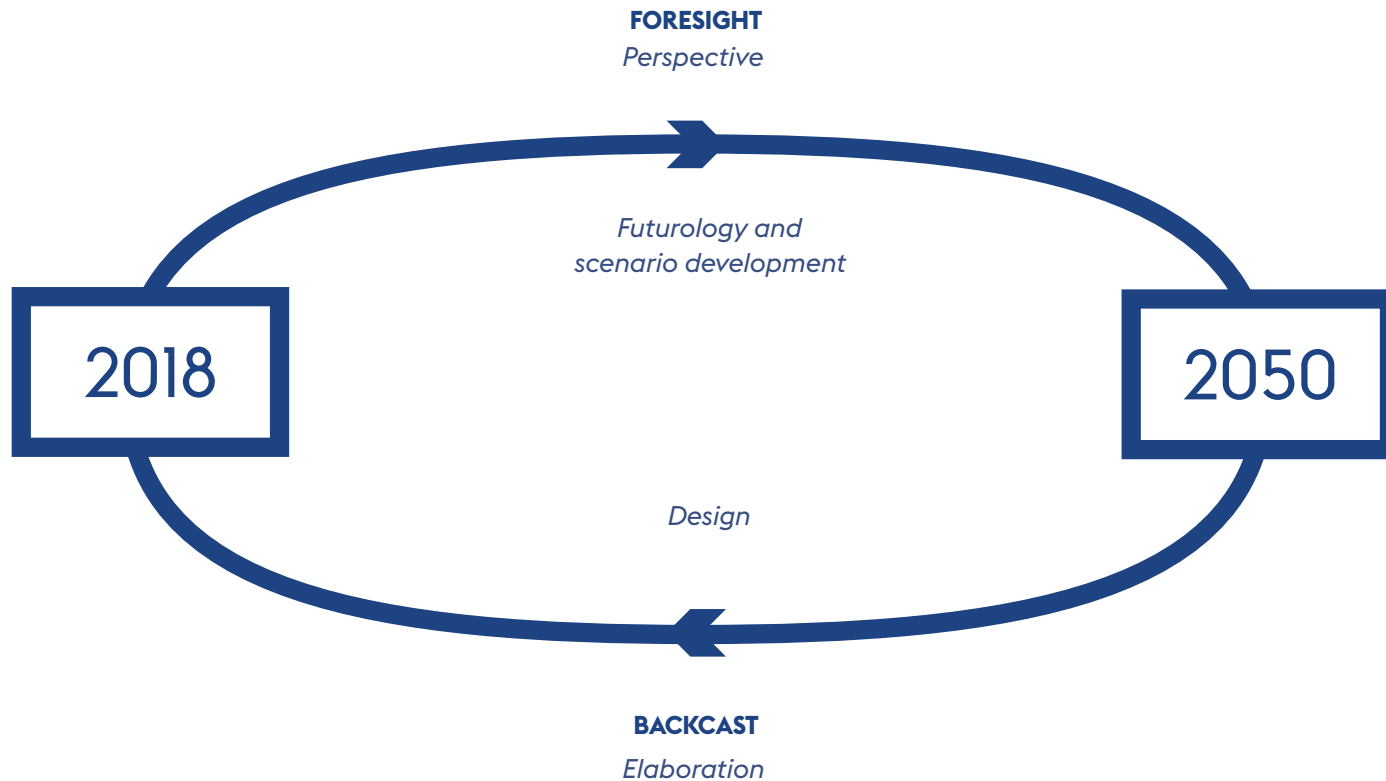
To contribute to a **transformation** of the health-care sector



To create new **collaborations across private and public** companies



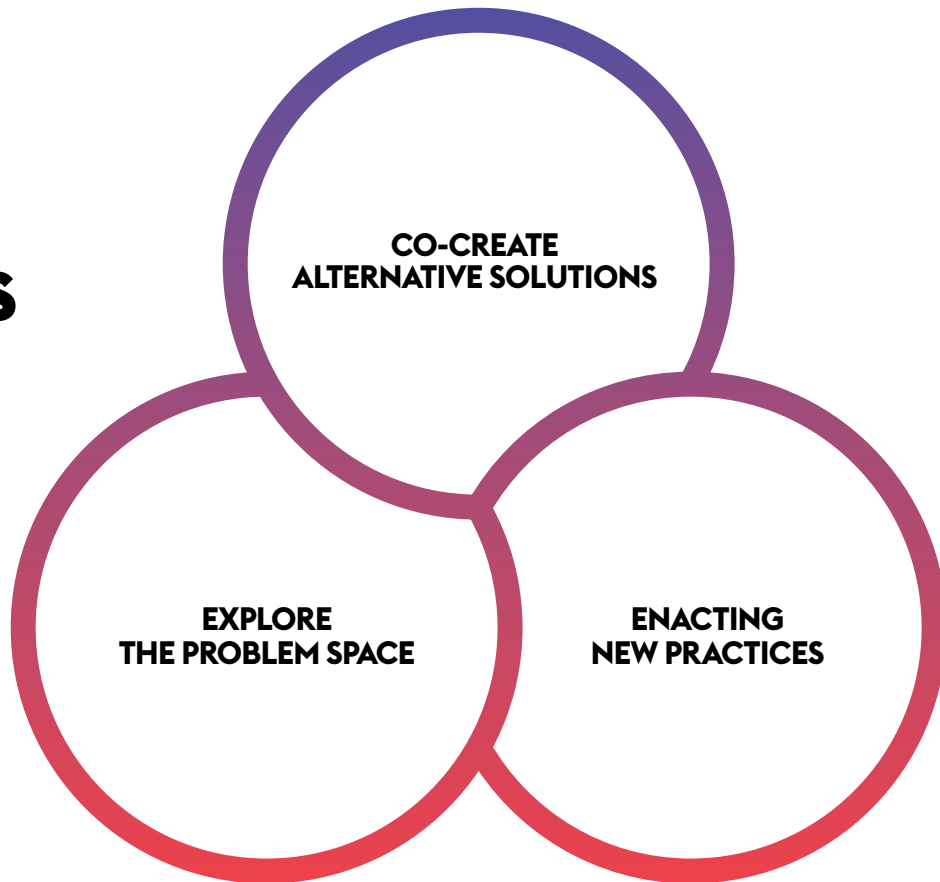
To define the **future user** of healthcare



Design thinking

Design doing

Design in 3 dimensions





/Nyt Hospital Nordsjælland



Københavns
Professionshøjskole



AALBORG UNIVERSITET

Public Futures

Dansk
Design Center

 **FOKSTROT**
DESIGN, PRODUKTION OG HÅNDVÆRK

















Future lab







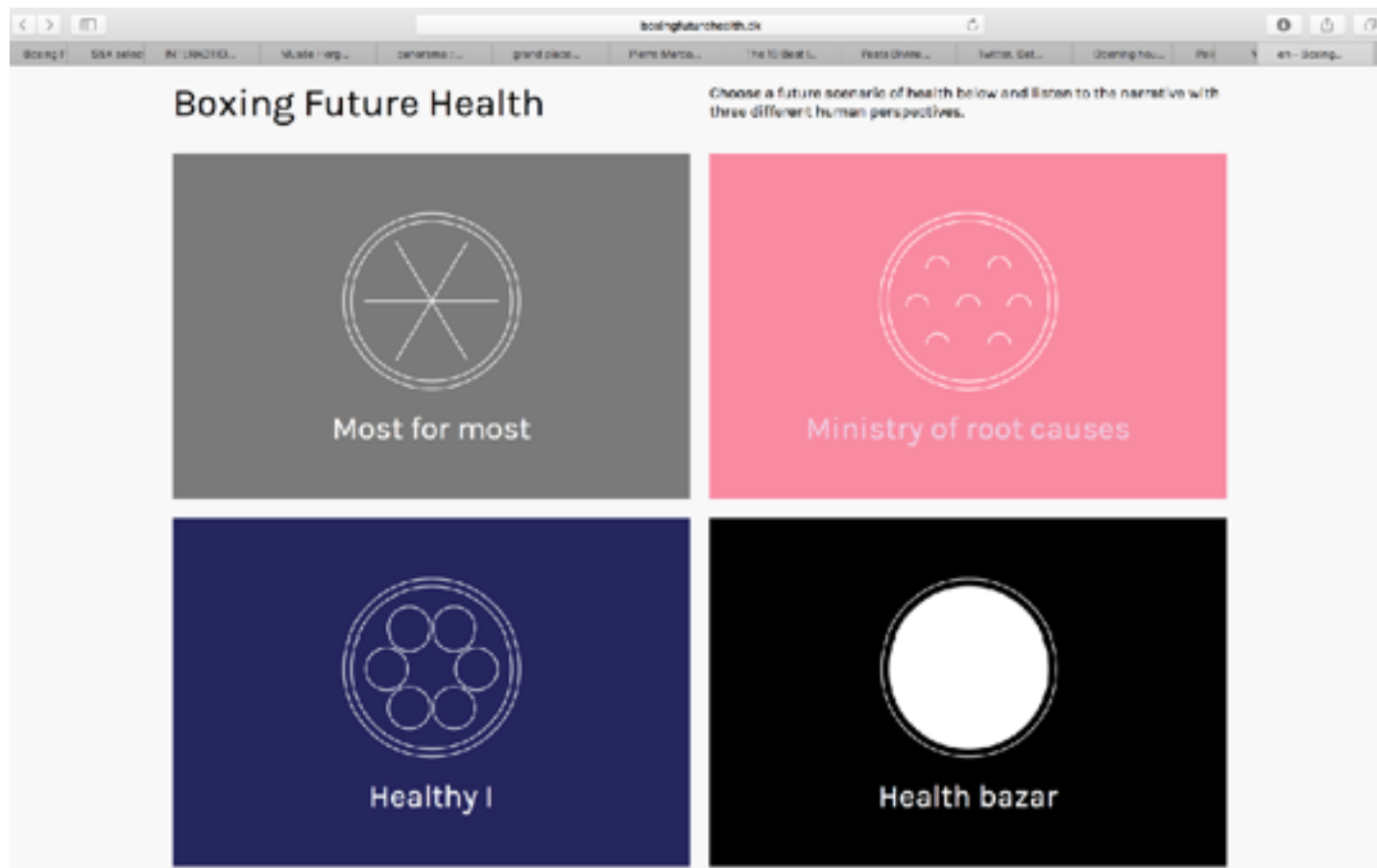
Design-driven transformation





Narratives





Reflections



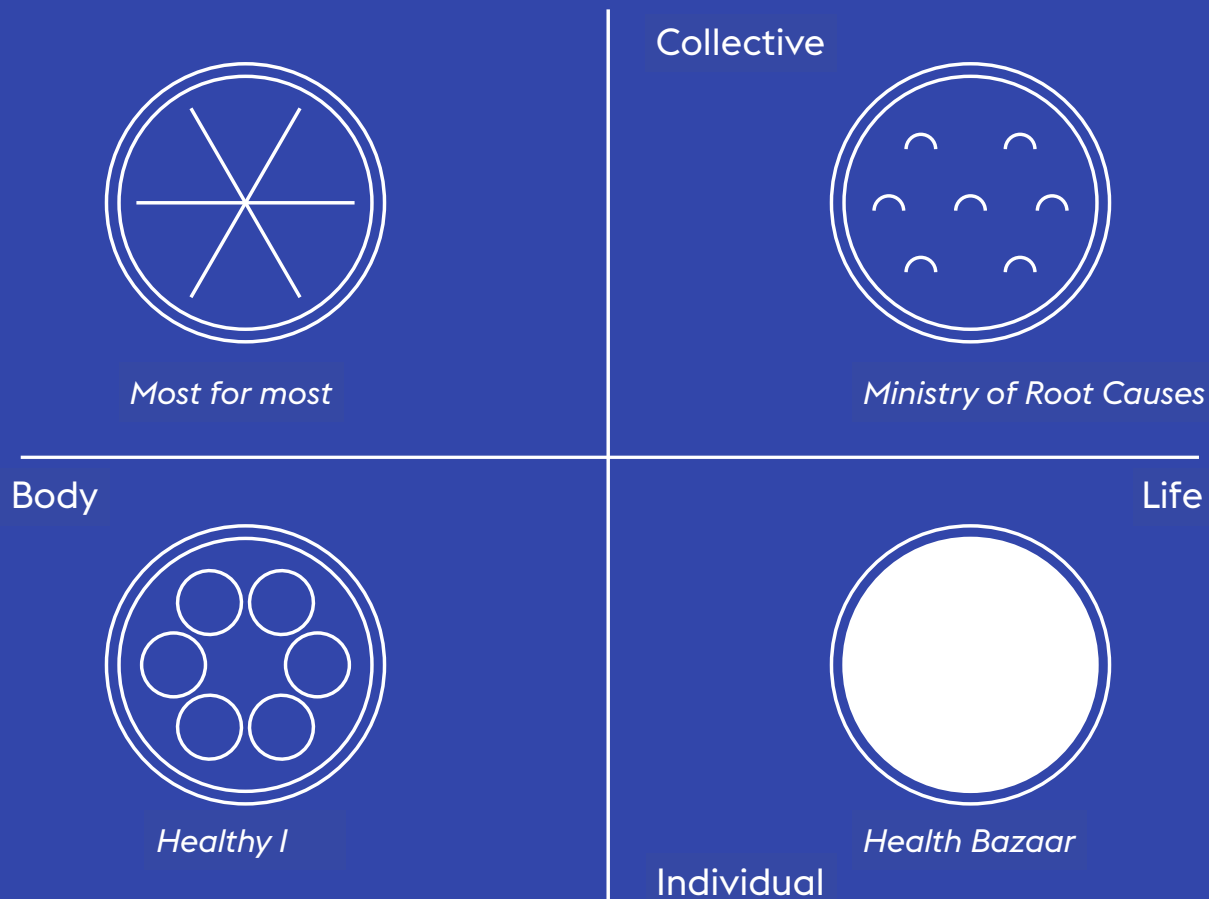
Fængslet, Horsens

Animationsskolen, Viborg



**Four plausible but
challenging futures of
health care...**

**...from a human
perspective.**





Most for most

**Resilience, consensus, acceptance of limits to
treatment, stability, efficiency, prioritization,
security.**



Ministry of root causes

**Societal conditions for health and disease,
health as a social responsibility and a broadly
rooted culture, comprehensive thinking and
advanced prevention.**



Health Bazaar

**Increased awareness of health, new paradigms
challenge the biomedical paradigm, search for new meaning,
individualism, global, digital grassroots, networks and private
suppliers, conflict and learning**



Healthy I

**Great interest in the body and health technology,
breakthroughs in innovation, individualization, B2C market
driven, dynamic, personal approaches and access,
empowerment, globalization, digitization and new discoveries.**

Reflections

What are *your* dreams - and
concerns - on the future of
health care?

Some lessons learned

**People love engaging with a
challenging experience.**

**If experiences can be
combined with tools and
processes that focus on
strategic implications for
the organization...**

**...then future scenarios can
perhaps become truly
transformative.**

The recipe (?)

Create shared context
Enable immersion
Leverage co-design

2nd Ed, 2018



Experience yourself...
www.boxingfuturehealth.dk/en

