



STIFTUNG FÜR ZUKUNFTSFRAGEN
EINE INITIATIVE VON BRITISH AMERICAN TOBACCO

Lucerne, 28th of October 2008

... 2007 hopes and fears of the Europeans

- ♣ 1/3 of the Europeans see themselves as winners of the Globalisation
- ♣ Most important factors for “life quality”: physical health, friendship, family
 - ◇ Less important: religion
- ♣ Biggest fears: crime, aggressiveness, stress
- ♣ Important values: friendship, love, freedom

Methods and Survey Period

- ♣ February – April 2008: Finding of topics and statements by future experts/authors
- ♣ June – July 2008: 11.100 respondents. Aged 14+ in Germany, aged 16+ in Russia, aged 15+ in the UK, Spain, Italy, Switzerland, France, Finland and Austria
- ♣ Topics: work, education, security, family, the gap between rich and poor, environment, integration and consumption
- ♣ Partner institute: GfK Marktforschung

- ♣ Publisher:

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European
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1986 – 2008 - 2030

- ♣ Spain and Portugal joined the EU
- ♣ In Switzerland you had to pay for using the Autobahn
- ♣ Michail Gorbatschow proclaimed Glasnost
- ♣ “Rainbow Warrior” was countersunk by the French in Australia
- ♣ Titanic wrack was found
- ♣ Opening night of the musical “The Phantom of the Opera”
- ♣ Clint Eastwood became mayor in Carmel
- ♣ US Challenger space ship broke apart
- ♣ Chernobyl catastrophe
- ♣ The UN proclaimed 1986 as the year of peace

Topic Consumption

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



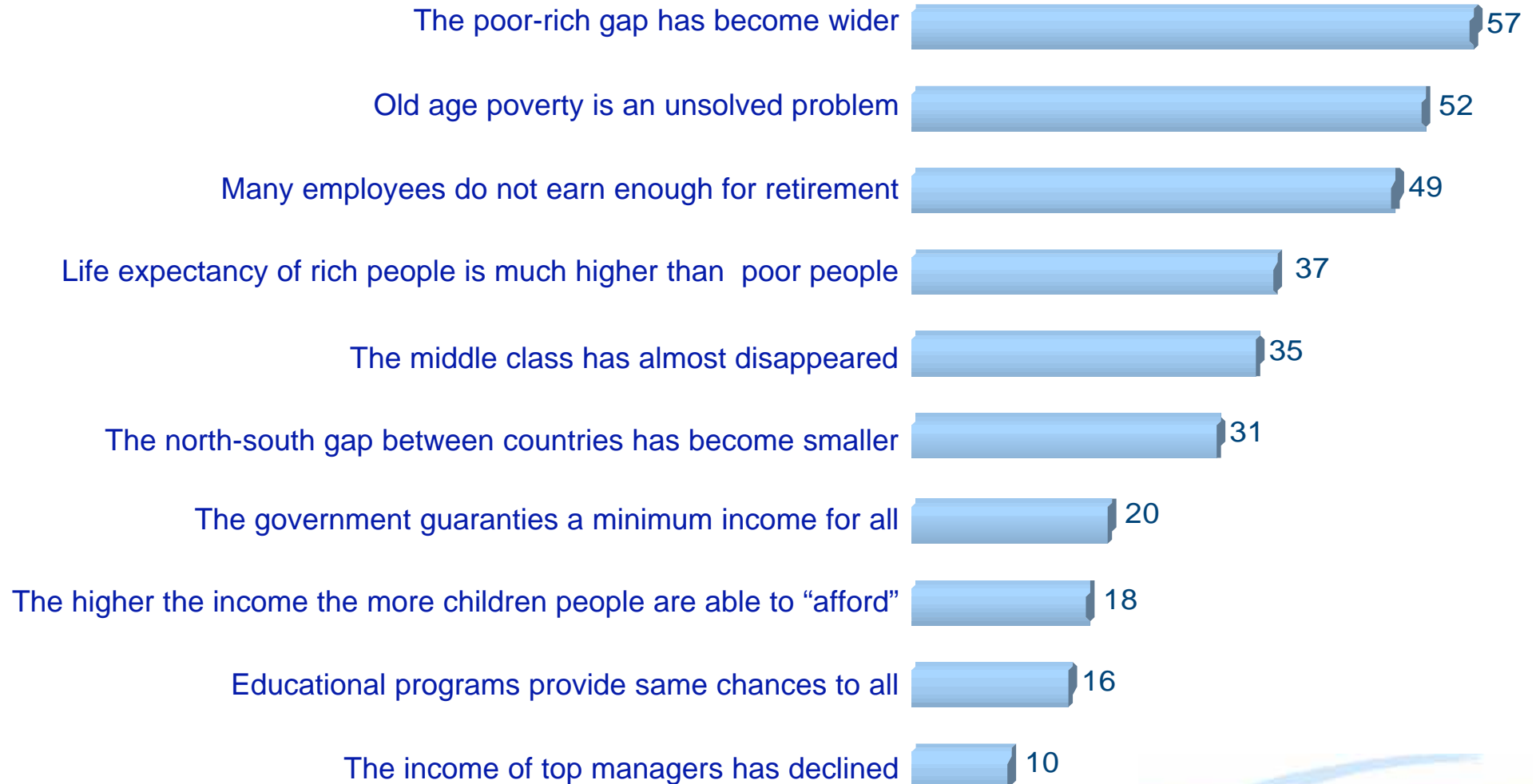
Conclusion Consumption 2030

- u More and people will have less money to spent in the consumption sector
- u Not too many things will change. Apart from the first statement nearly two thirds of the Europeans do not believe that any of the statements will happen – or may be simply do not want this to happen.

Topic Relationship between poor and rich

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Relationship between poor and rich 2030

- u The huge problem of the gap between rich and poor will most likely not be solved by 2030.
- u If this development continues we will have a kind of Latin-American society sooner or later – where the rich separate themselves in gated communities and the poor part of the society worries about their income especially when they are retired – if they can afford to retire.

Topic Education

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Education 2030

- u The danger of a further rift in society can only be countered by a comprehensive and continuously improved education policy.
- u Governments in Europe are called upon to create the necessary conditions for this and thus adapt to an ever faster-changing world.
- u Every nation has to recognize that jobs for unskilled workers will be moved to developing countries and only a high education can help Europe to compete.

Security

“The telescreen received and transmitted simultaneously. Any sound that Winston made, above the level of a very low whisper, would be picked up by it; moreover, so long as he remained within the field of vision which the metal plaque commanded, he could be seen as well as heard. There was of course no way of knowing whether you were being watched at any given moment.”

(George Orwell, “1984”, 1949 page 6).

Topic Security

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Security 2030

- u The fear of crime stays the number one concern in the future.
- u The topic security is seen quite different in Europe.
- u Technical solutions will help to decrease certain fears but not to solve them.
- u There will be a big discussion between privacy vs. security.

Topic Work

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



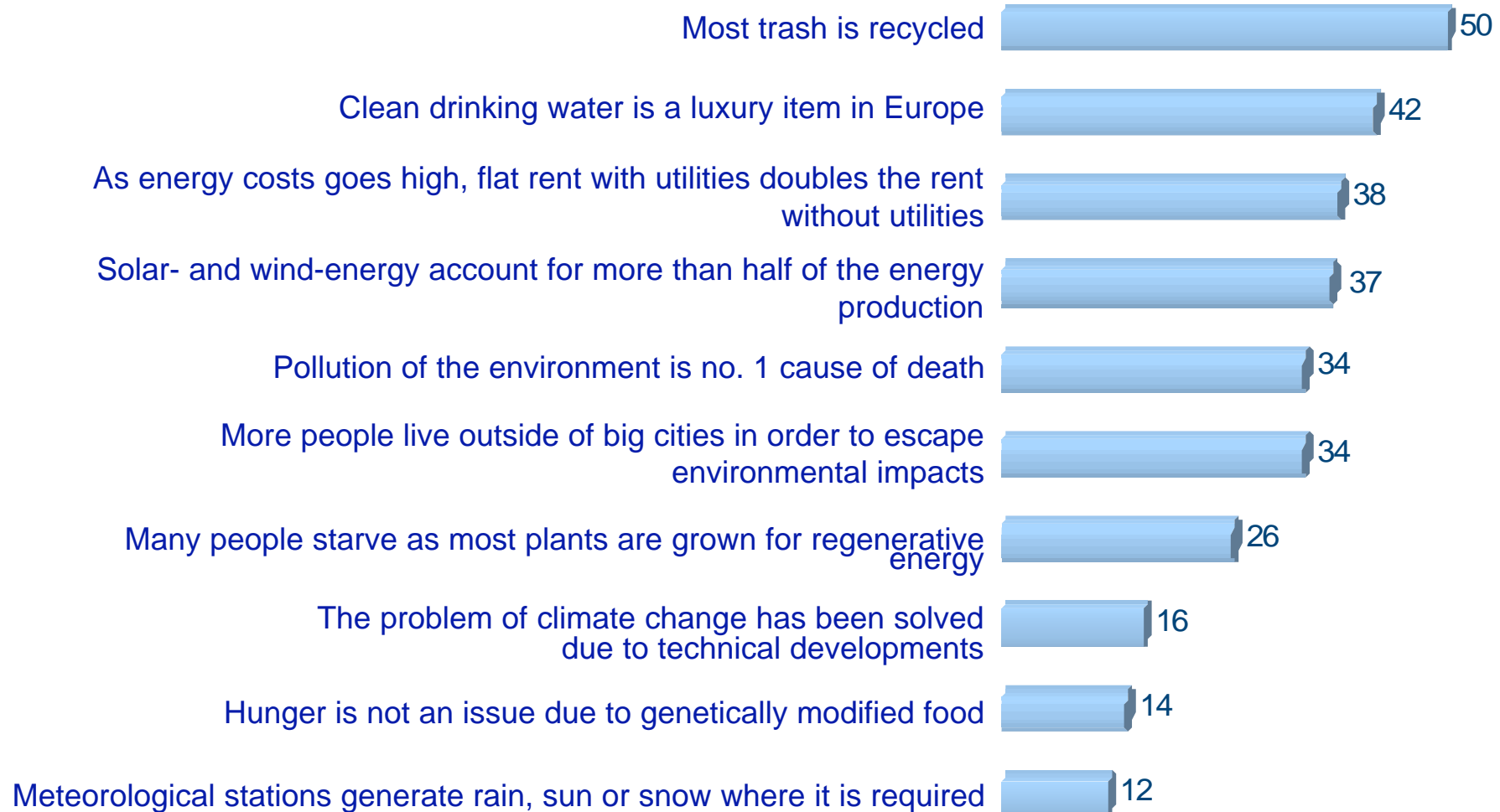
Conclusion Work 2030

- u Long working day, with two or more jobs, no identification with the company – maybe due to the hire and fire mentality and a retiring age of 75 or more.
- u Other studies of our foundation show that the workers of today want one thing: to work and live like the generation before: one job, security and a reliable income on which they can base their life.

Topic Environment

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Environment 2030

- u From a fire fighting mentality to a long term concept.
- u The Politicians have to come up with a framework for securing the environment.
- u Environment policy is not only risk management and securing the nature – but also long term development for future generations.
- u Three kinds of arrangements:
 - More information e.g. about what to do – especially in schools
 - Supporting arrangements: e.g. more public transportation
 - Penalties for pollution of the environment that really makes clear everyone's responsibility

Topic Family

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Family 2030

- u Smaller families, less marriages and a growing impact of the demographical change will impact the future of the European family.
- u On the other hand last years study proved that nothing is more important to the people then their families.

Topic Integration

Which of the following statements will have come true in the year 2030?

The answers of the questioned people were:



Conclusion Integration 2030

- u Integration will still be a challenge.
- u Due to economical reasons the interaction between each other gets a little bit rougher.
- u Different backgrounds, a different culture, a different religion or different values support the polarisation in each and every society.
- u Most important will be that the balance between a foreign life style and a personal self-image is in place.
- u This has nothing to do with an uncritical adaptation but has something to do with respect and valuation of each other.



Ulrich Reinhardt, George T. Roos (Ed.)

Future Expectations for Europe

Pan-European Futures Study with Comments by 19 Futurists



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