



Crowdsourcing the Signals of Social Transformation

Scenarios for Europe 2020

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Trend♥Wiki

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FUTURIST

Founder of What's Next Consulting

M.Sc (in chemical engineering)

Finalizing PhD. In weak signals and organizational futures learning at Helsinki School of Economics

Co-developer of TrendWiki

Work Experience Examples: futurist at Nokia, Corporate Strategy and researcher at Finland Futures Research Centre

Trend♥**Wiki**

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Tasks of Foresight Work

- Anticipate
- Innovate
- Communicate



Elina's Motto of Foresight Work

- Ongoing
- easy and even fun
- Everyone participates (wisdom of crowds)
- Connected to strategy work



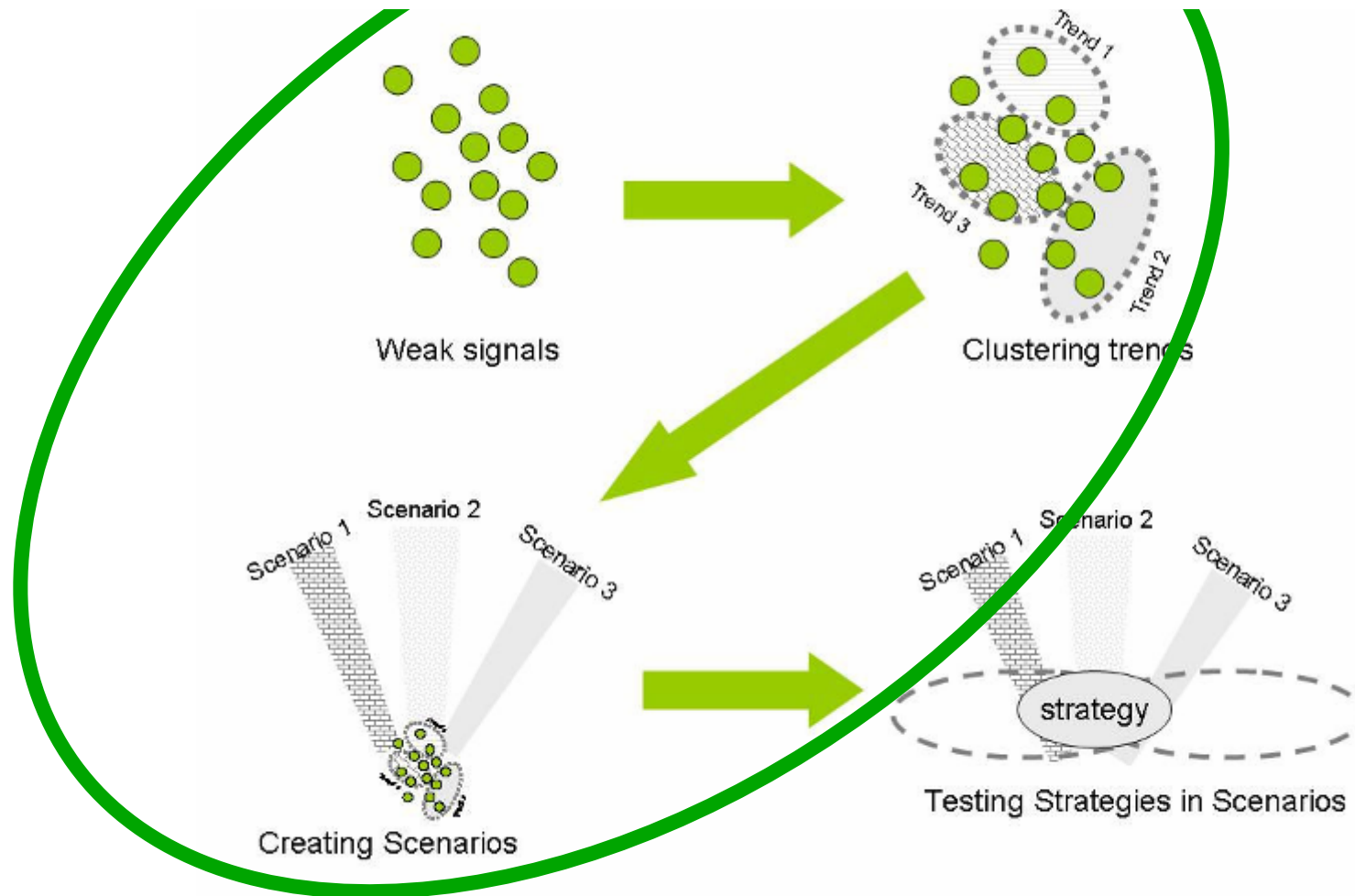
Trend♥Wiki



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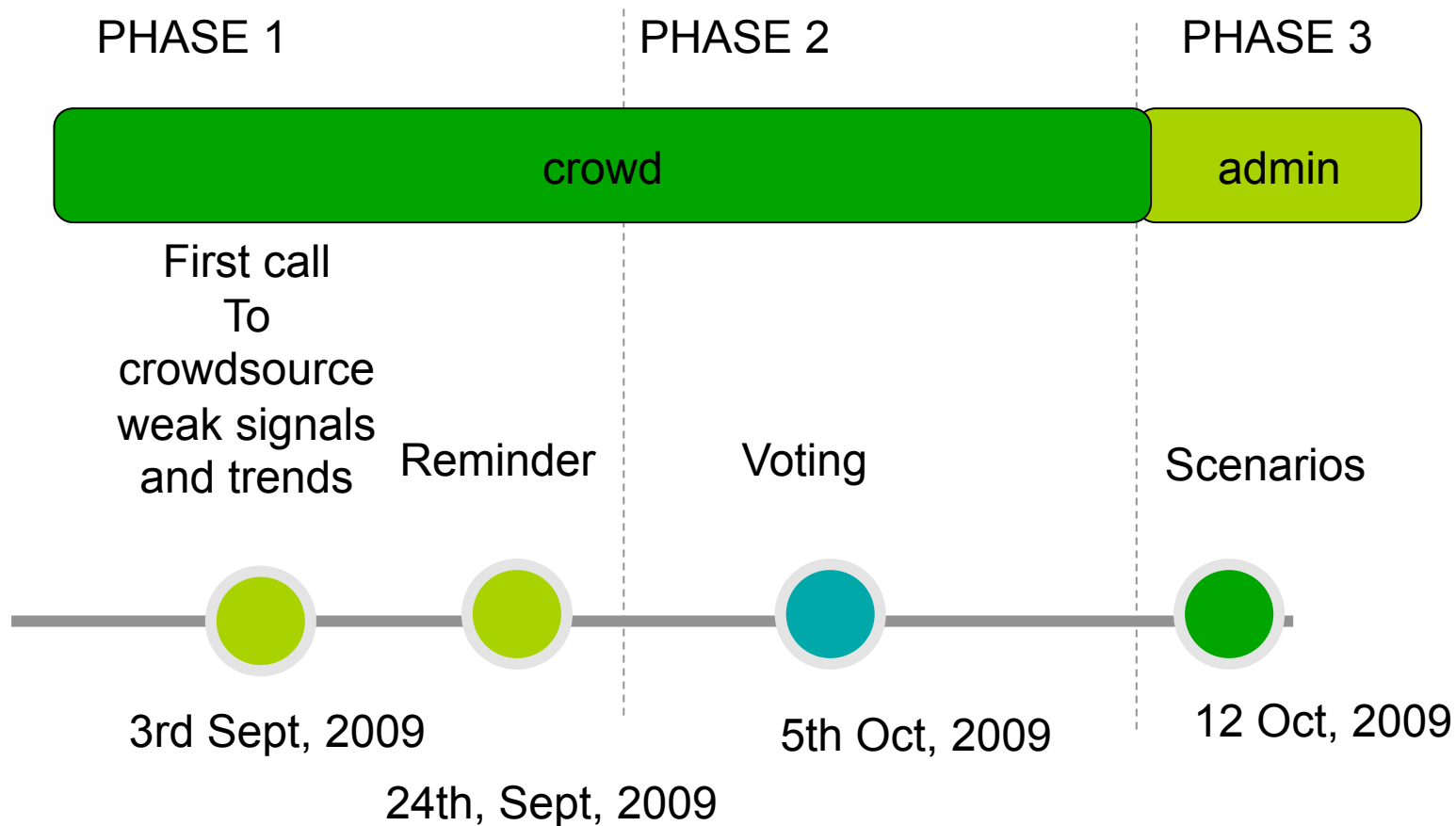
The Process:



TrendWiki

Source: Hiltunen, 2009

The Process



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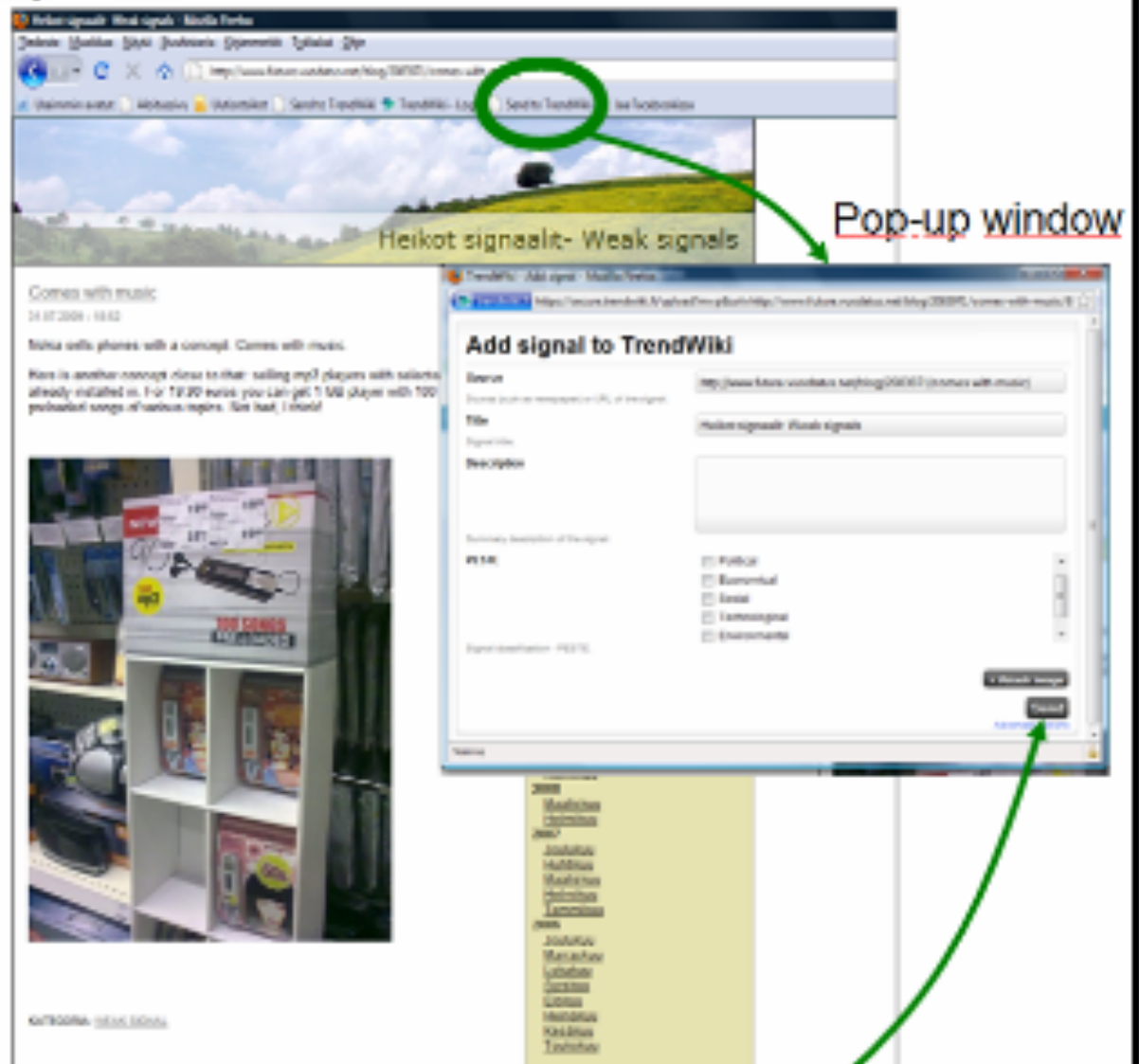
The Process Tool: TrendWiki



TrendWiki

Elina Hiltunen, email: whatsnext@luukku.com

The Phase 1: Collecting weak signals

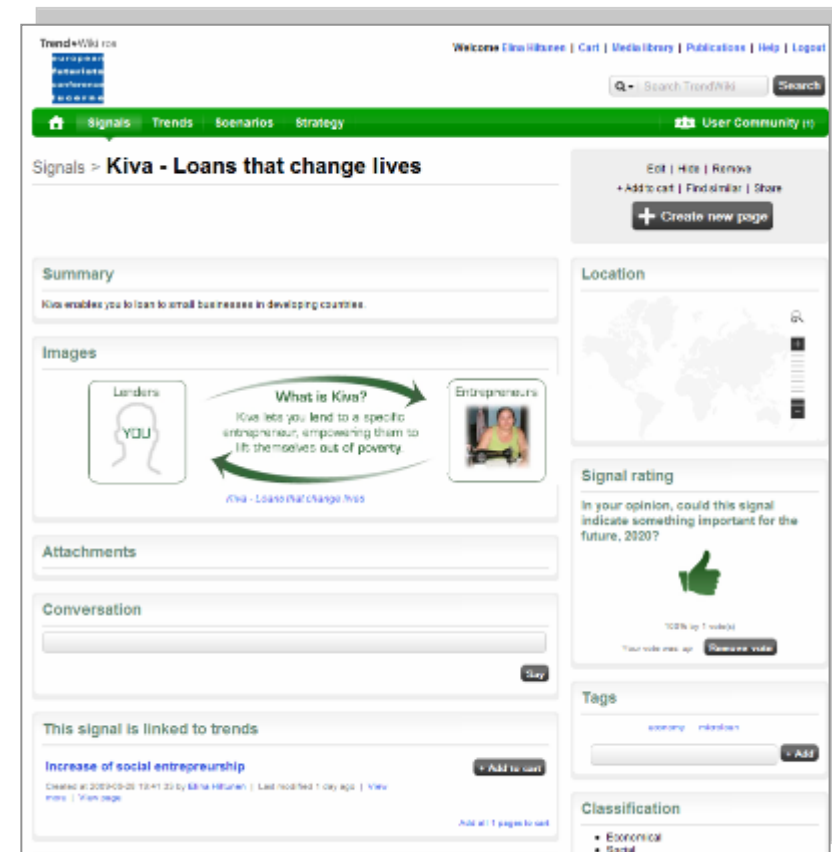
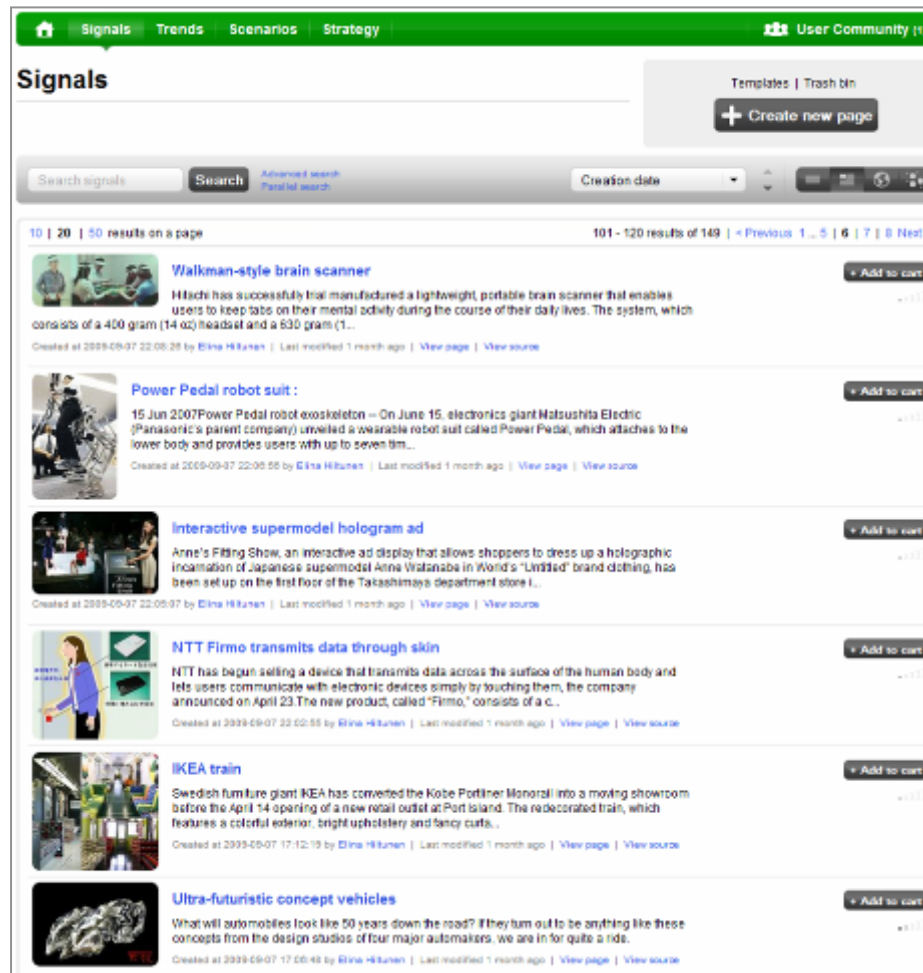


TrendWiki

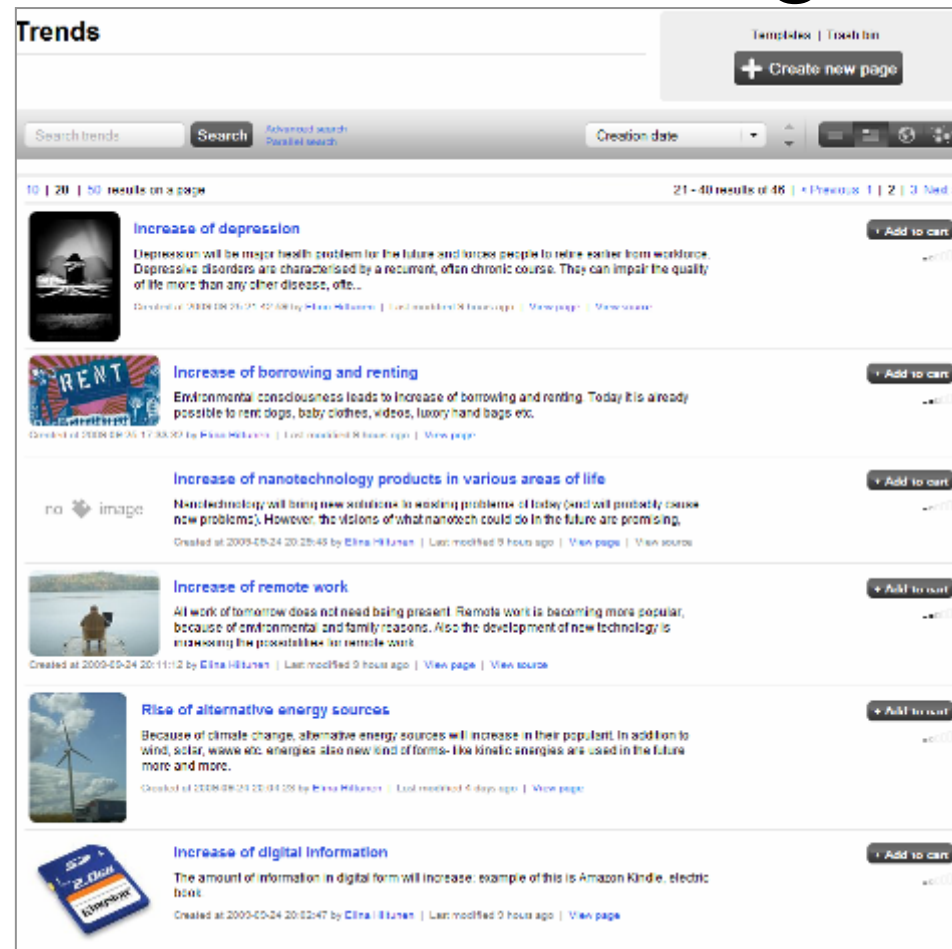
The signal is sent to the database

Elina Hiltunen, email: whatsnew@trendwiki.com

The Phase 1: Collecting weak signals



The Phase 1: Collecting weak signals and clustering trends



The screenshot displays the Trend Wiki web application. At the top, there's a header with the title 'Trends' and a 'Create new page' button. Below this is a search bar with a 'Search' button and a 'Creation date' dropdown. The main content area shows a list of trends, each with a thumbnail image, a title, a description, and a 'Add to cart' button. The trends listed are:

- Increase of depression**: Depression will be major health problem for the future and forces people to retire earlier from workforce. Depressive disorders are characterised by a recurrent, often chronic course. They can impact the quality of life more than any other disease, ofte...
- Increase of borrowing and renting**: Environmental consciousness leads to increase of borrowing and renting. Today it is already possible to rent dogs, baby clothes, videos, luxury hand bags etc.
- Increase of nanotechnology products in various areas of life**: Nanotechnology will bring new solutions in solving problems of today (and will probably cause new problems). However, the visions of what nanotech could do in the future are promising.
- Increase of remote work**: All work of tomorrow does not need being present. Remote work is becoming more popular, because of environmental and family reasons. Also the development of new technology is increasing the possibilities for remote work.
- Rise of alternative energy sources**: Because of climate change, alternative energy sources will increase in their popularity. In addition to wind, solar, wave etc. energies also new kind of forms like kinetic energies are used in the future more and more.
- Increase of digital information**: The amount of information in digital form will increase, example of this is Amazon Kindle, electric books.

Trend Wiki

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Trends > Aging of population

Your changes have been saved.

Summary

Today almost 1 in 10 people are over 60 years old. By 2050 the figure will be higher than 1 in 5. Aging of population is a major issue in the future.

Description

Currently 54% of older people live in least developed regions; by 2050 this figure will rise to 60%.
Population over 60 by region
 Globally, people aged over 60 will outnumber children aged 0-14 by 2050.
 In Asia, Latin America and the Caribbean, Europe and North America the number of people aged 0-14 has already peaked and is now declining.
 Even in the least developed countries adults who survive to 60 can expect to live a further 15 or more years.
Global population by age group
 Globally the 60-70 and 80 plus age groups are growing the fastest.
 The speed of change is greatest in Asia and Latin America and the Caribbean, where the number of people aged 60-70 is growing at 3% and the number of people over 80 is growing at almost 5% per year.
 Asia will have the greatest growth in the number of older people between 2005 and 2050 in absolute terms (from 385 million in 2005 to 1.23 billion in 2050).
 In Africa the proportion of population aged over 80 will increase by 310% over the period to 2050.
 Globally, the number of people over 80 is growing at 4% per annum, whereas the population as a whole is growing at 1% per annum.
 35 million people will be over 100 years old by 2050. Over half will live in Asia.
Population over 60 by region

Gender differences

Across all regions women account for the majority of people aged over 60 and over 80.
Sex ratio: Men per 100 women (2006)
Increased life expectancy
 Life expectancy at 60 will increase globally from a further 10 years in 1995 to a further 22 years in 2050.
 In 2005, men in least developed countries who survived to age 60 could expect to live a further 15 years. Women surviving to age 60 could expect to live a further 17 years.

Edit | Hide | Narrow
 + Add to cart | Find similar | Share


+ Create new page

Tags

aging population statistics

+ Add

Image



TRFND: Aging population (photo by Selling Topdolls: Neal to Paul) (Narrow window) (New Photo)

Trend rating

Impact of this trend

scale:


00% by 0 votes

Your vote was: 100% **Maximum value**

Probability of this trend

71% by 0 votes

Your vote was: 0% **Minimum scale**



Outcome of Phase 1

- People signed in: 54 (many of them where observers)
- Signals: over 100
- Trends: 46 (37)

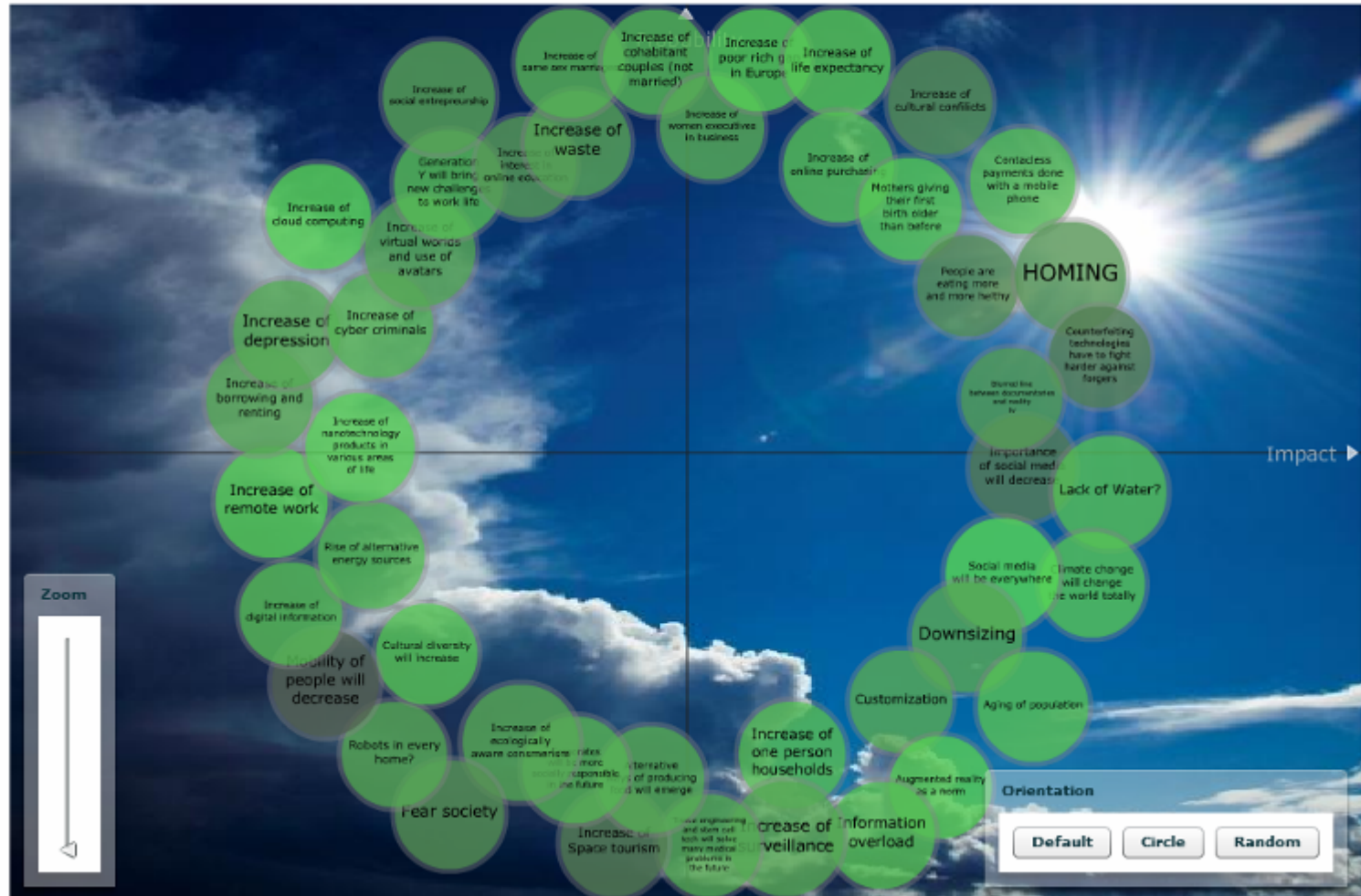


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Phase 2 Voting

Trend Wiki

Welcome to the second phase of European Futurists Conference exercise of crowdsourcing the Future of Europe, 2020! You can use this dashboard to evaluate and comment trends created in the first phase. Place your mouse cursor over trend circles to browse the contents. You can click the trends to evaluate and comment them.



Trend Wiki

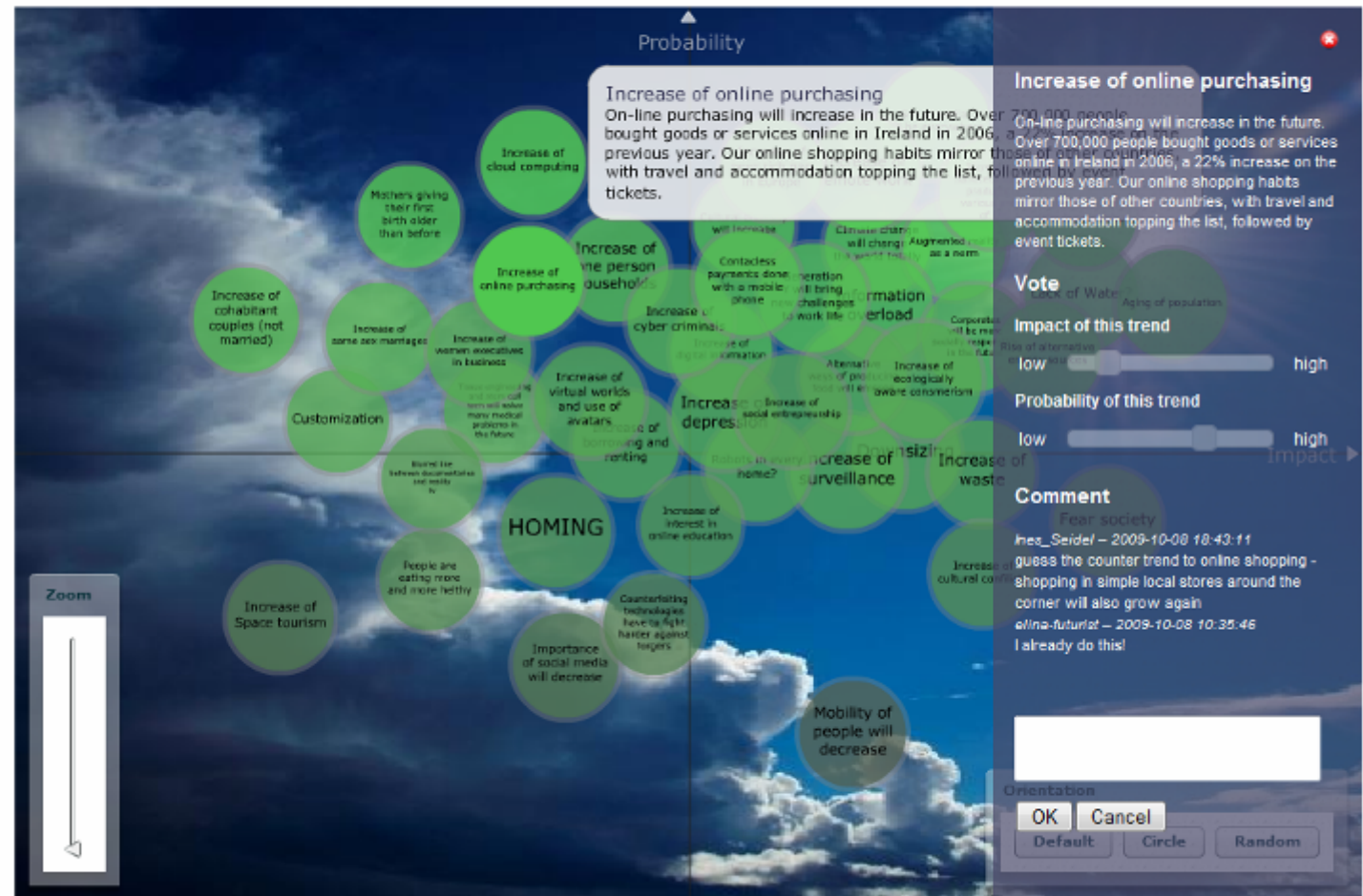
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Phase 2

Voting

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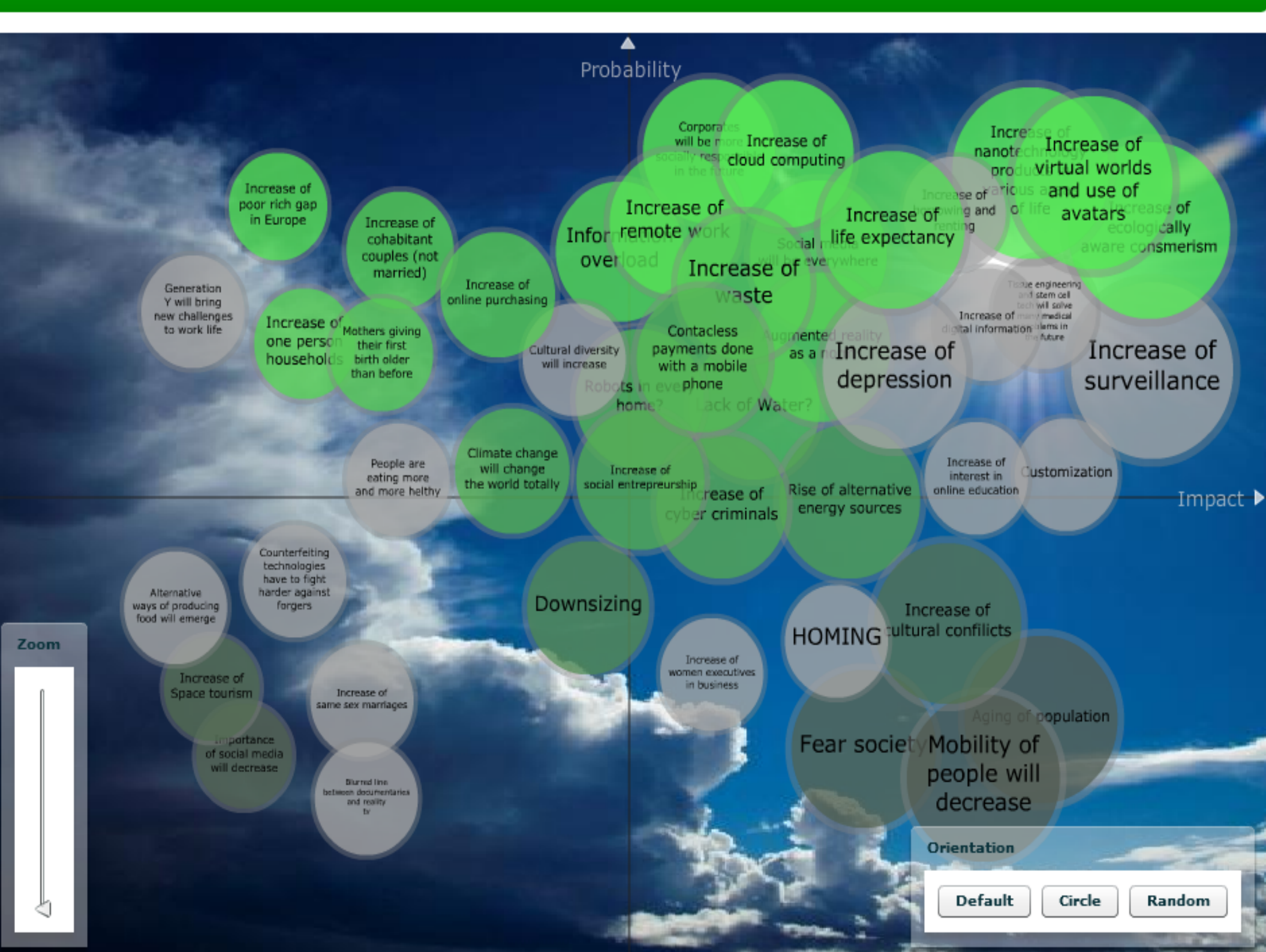


Locations of the trends are determined by your collective votes of impact and probability. Circle sizes describe the amount of evaluations.

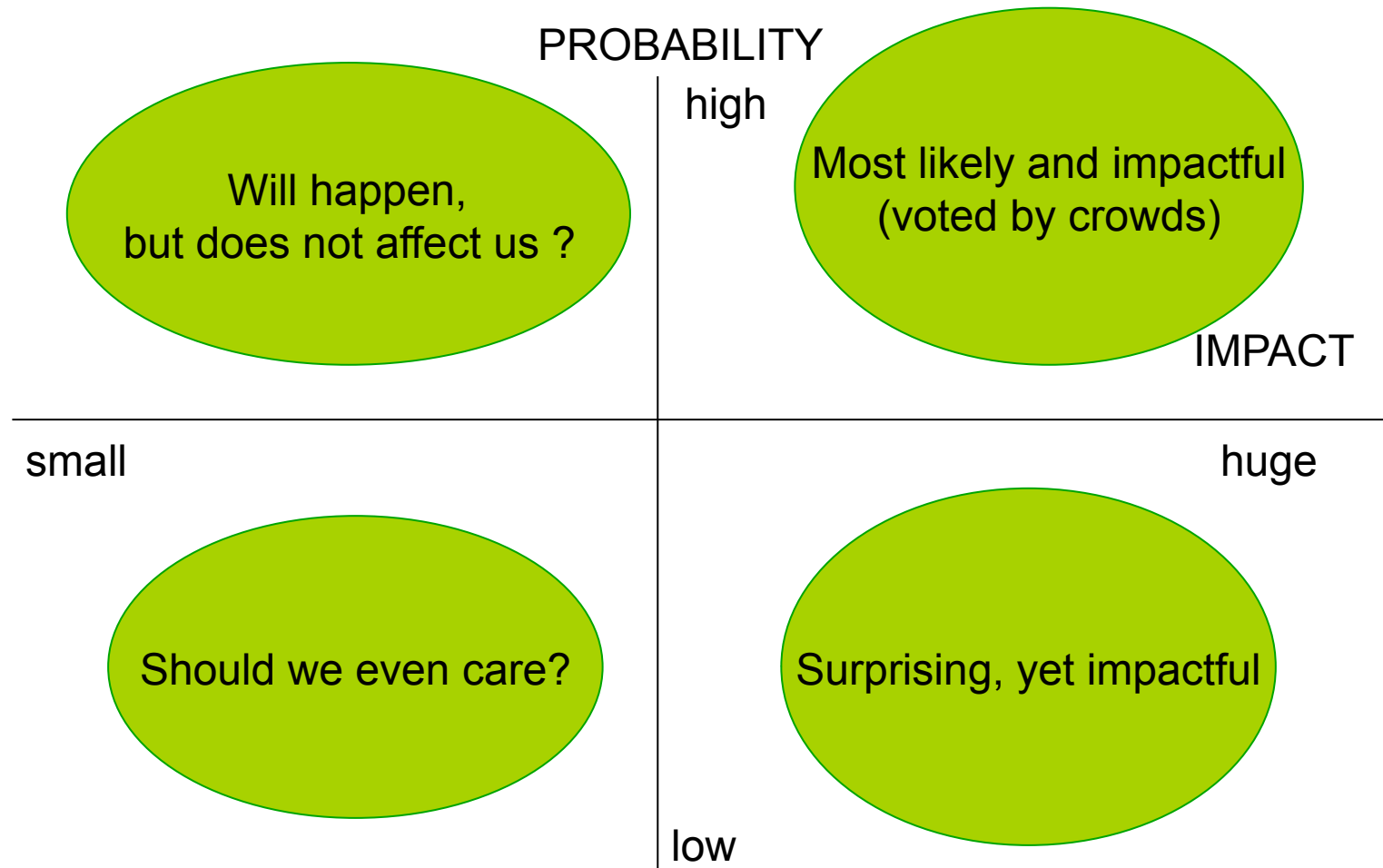
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Trend Wiki

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Creating the scenarios



Most likely and impactful
(voted by crowds)

Europe 2020: Technology, not the people

Scenario 1

Focus on technology

in all its forms: social media use rises, Nanotechnology and new medication like tissue engineering develops rapidly leading to increase of life expectancy

Environment:

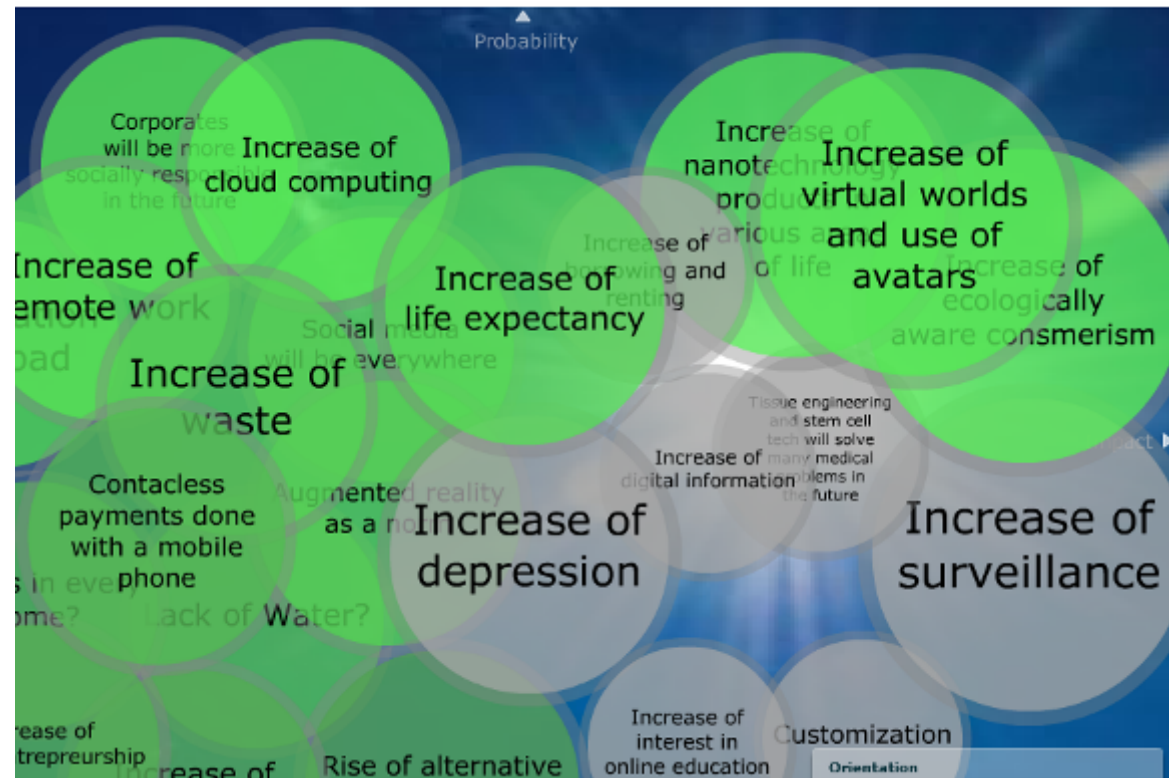
People and companies are more environmentally oriented, lack of water causes problems

People:

Even though people live longer there is an increase of depression. But because of developed medication, this might be solvable issue.

Fear factor:

Technical developments and social media will give possibility to increase of surveillance



of surveillance

Trend Wiki

Surprising, yet impactful

Europe 2020: The fear society

Scenario 2

Fear Society:

Mobility of people will decrease, because of various reasons like: aging of population and risk of conflicts. People tend to be more home than go to explore outside world.



Trend♥Wiki

Will happen,
but does not affect us ?

Versatile Europe

2020: Scenario 3

Cultural versatility
Is increased in this
scenario. Families
include all kinds of
combinations.

Also Climate
change affects to
this scenario
remarkably:



Trend Wiki

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Conclusions

- Scenarios are tools for stretching our mental models
- They give possibility to test our strategies
- Homework: How would your company's strategy work in various scenarios?



Thank you for your
time and interest for
this exercise!

Elina H.



Trend♥Wiki

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