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

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Tasks of Foresight Work

- Anticipate
- Innovate
- Communicate

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Elina's Motto of Foresight Work

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

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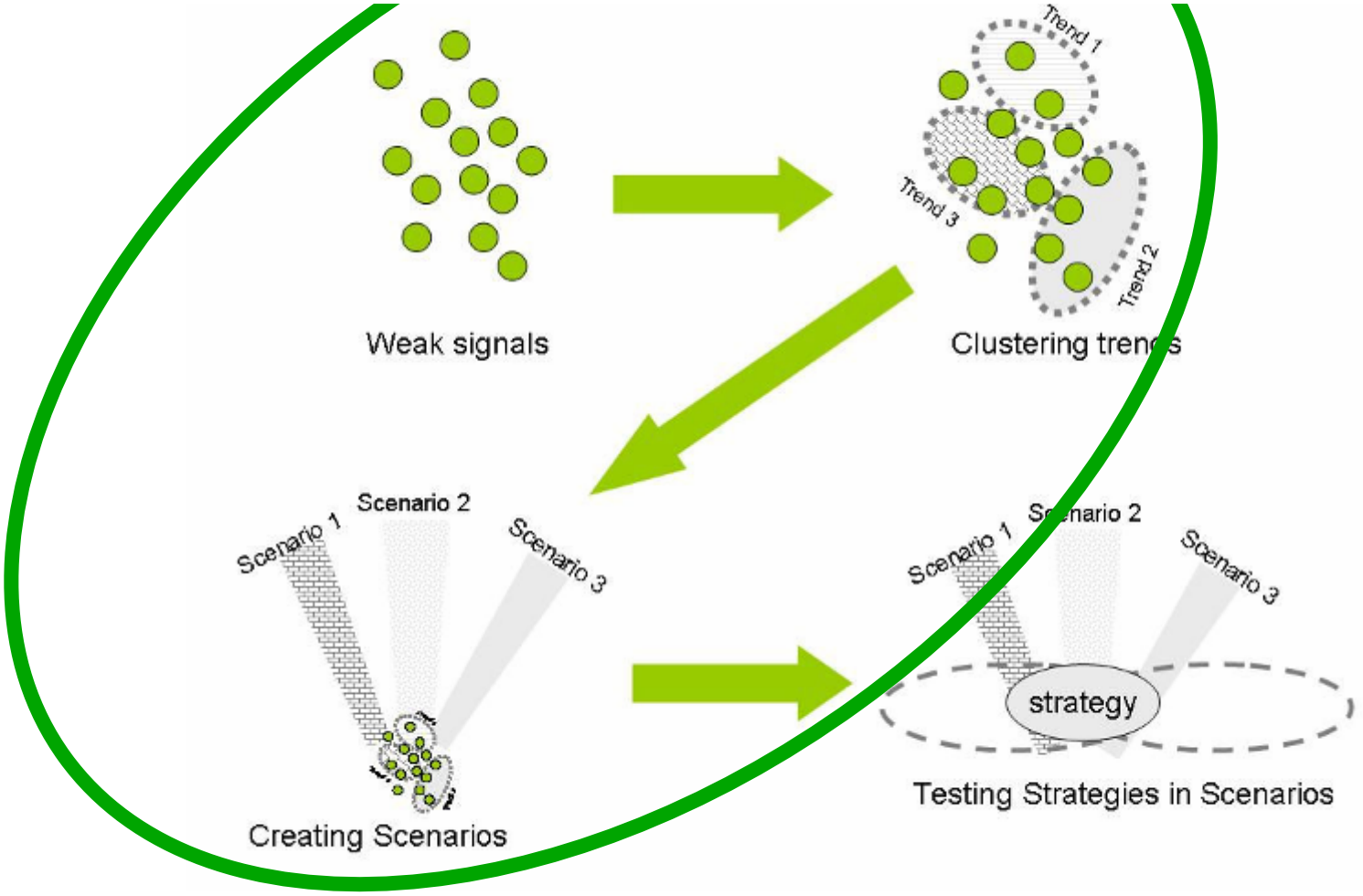
The Process:



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Source: Hiltunen, 2009

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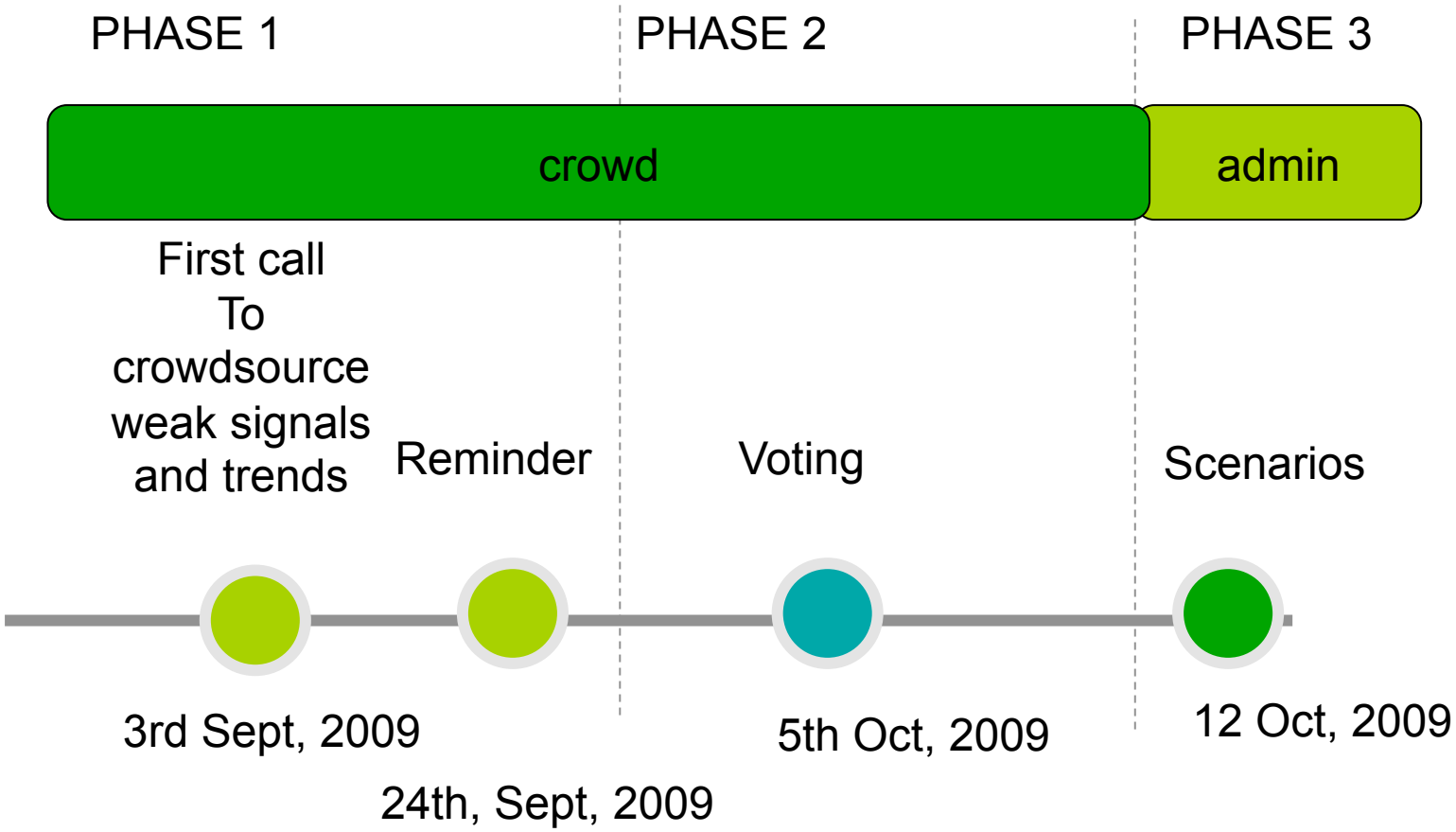
The Process



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The Process Tool: TrendWiki

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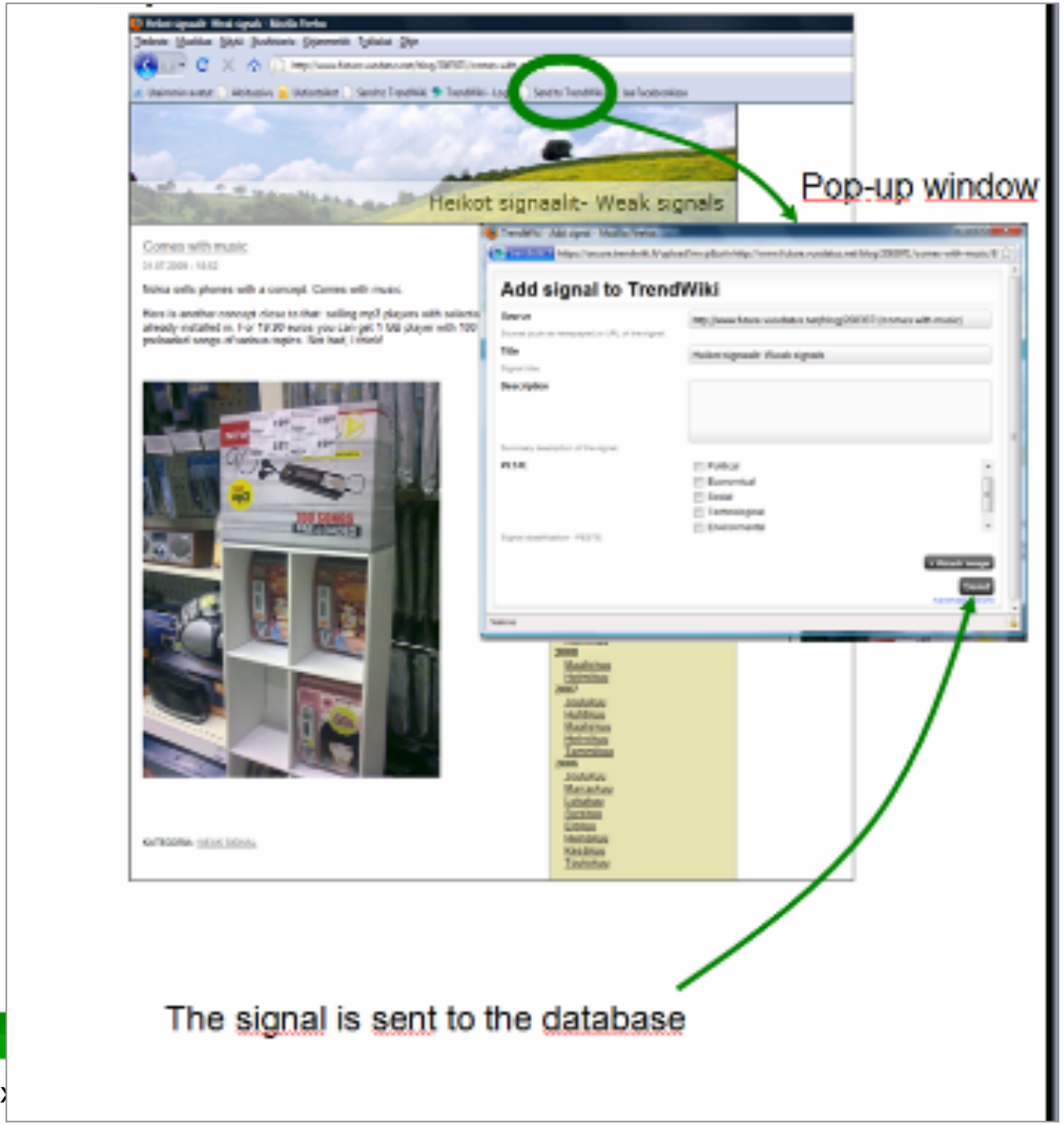
The Phase 1: Collecting weak signals



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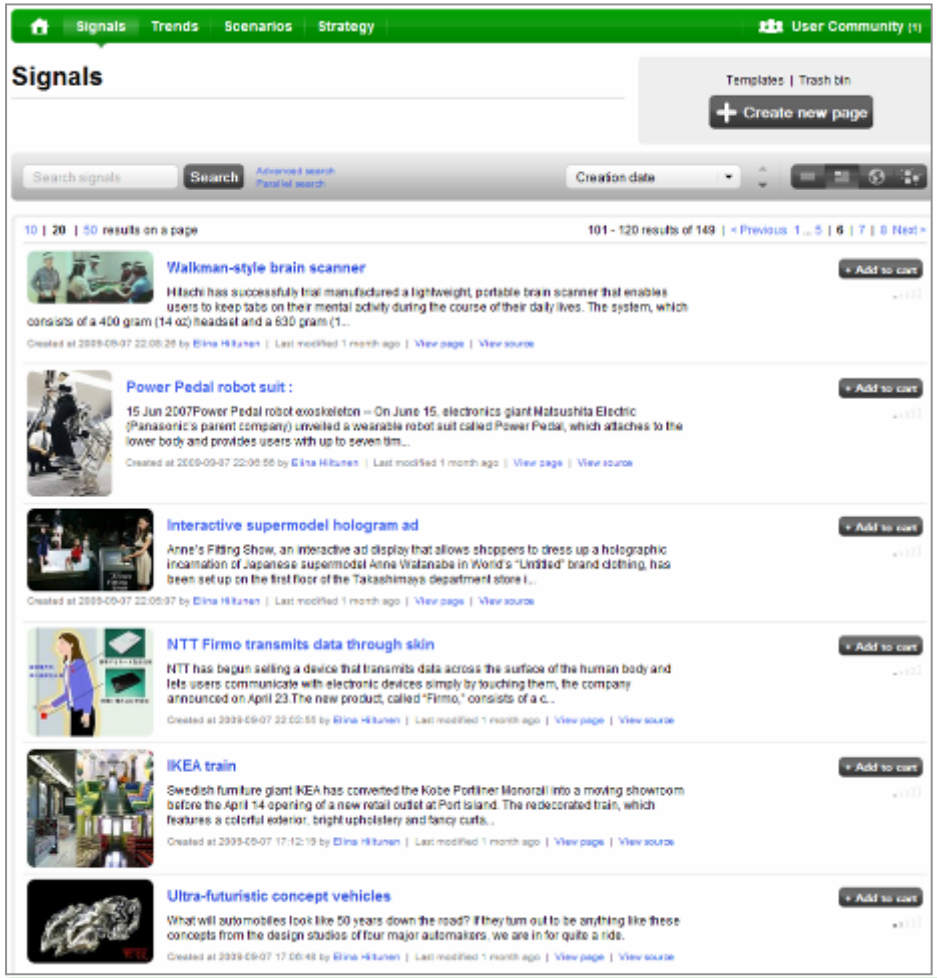
The Phase 1: Collecting weak signals



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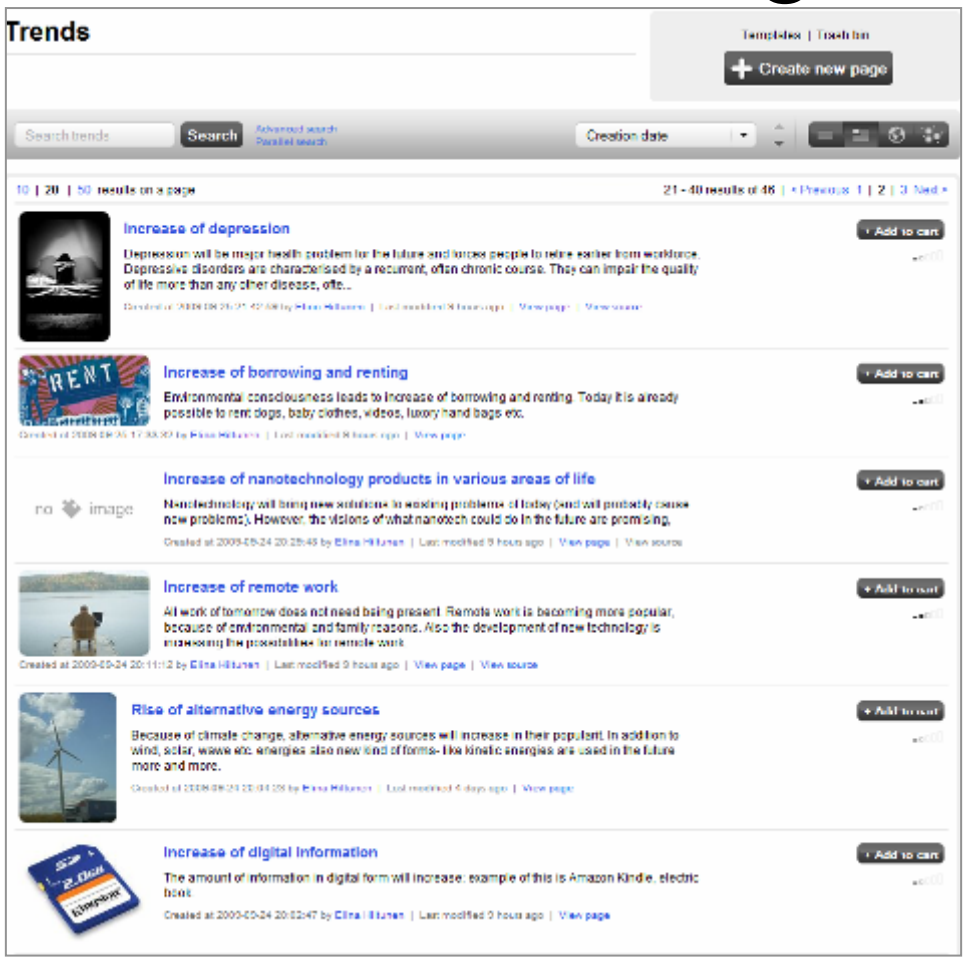
The Phase 1: Collecting weak signals **and** clustering trends



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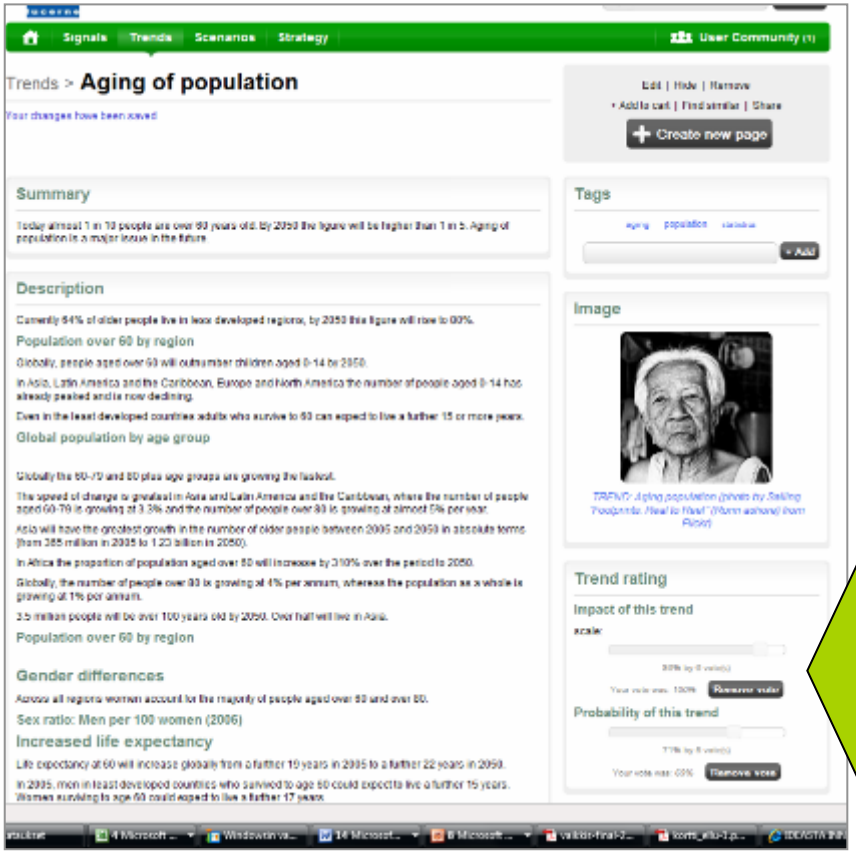
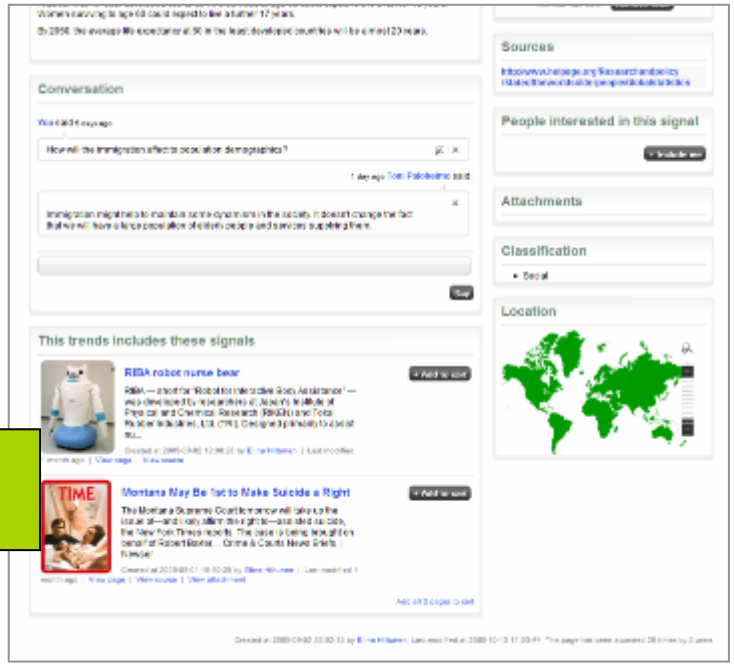
The Phase 1: Collecting weak signals and clustering trends





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Outcome of Phase 1

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

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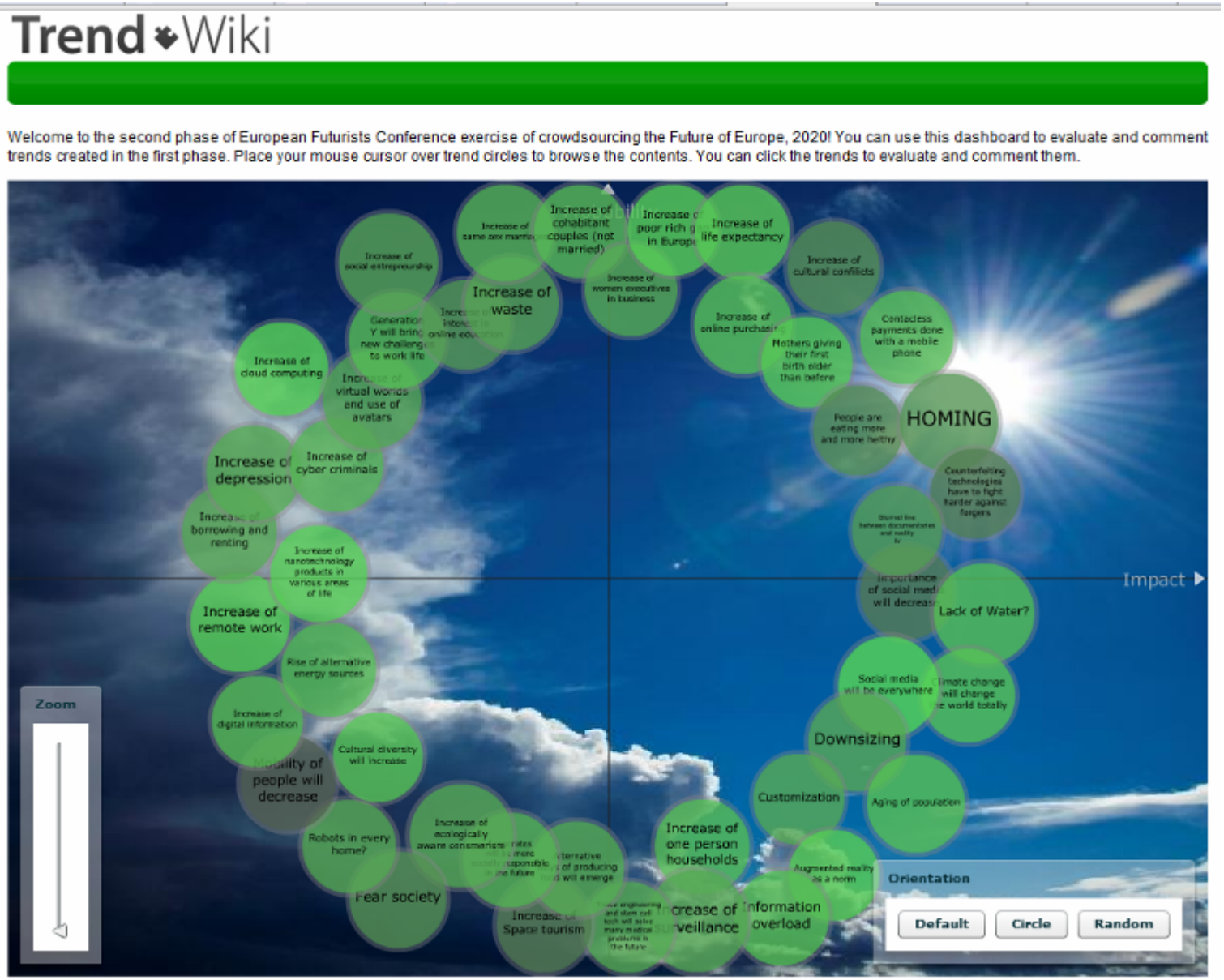
Phase 2 Voting



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Phase 2 Voting

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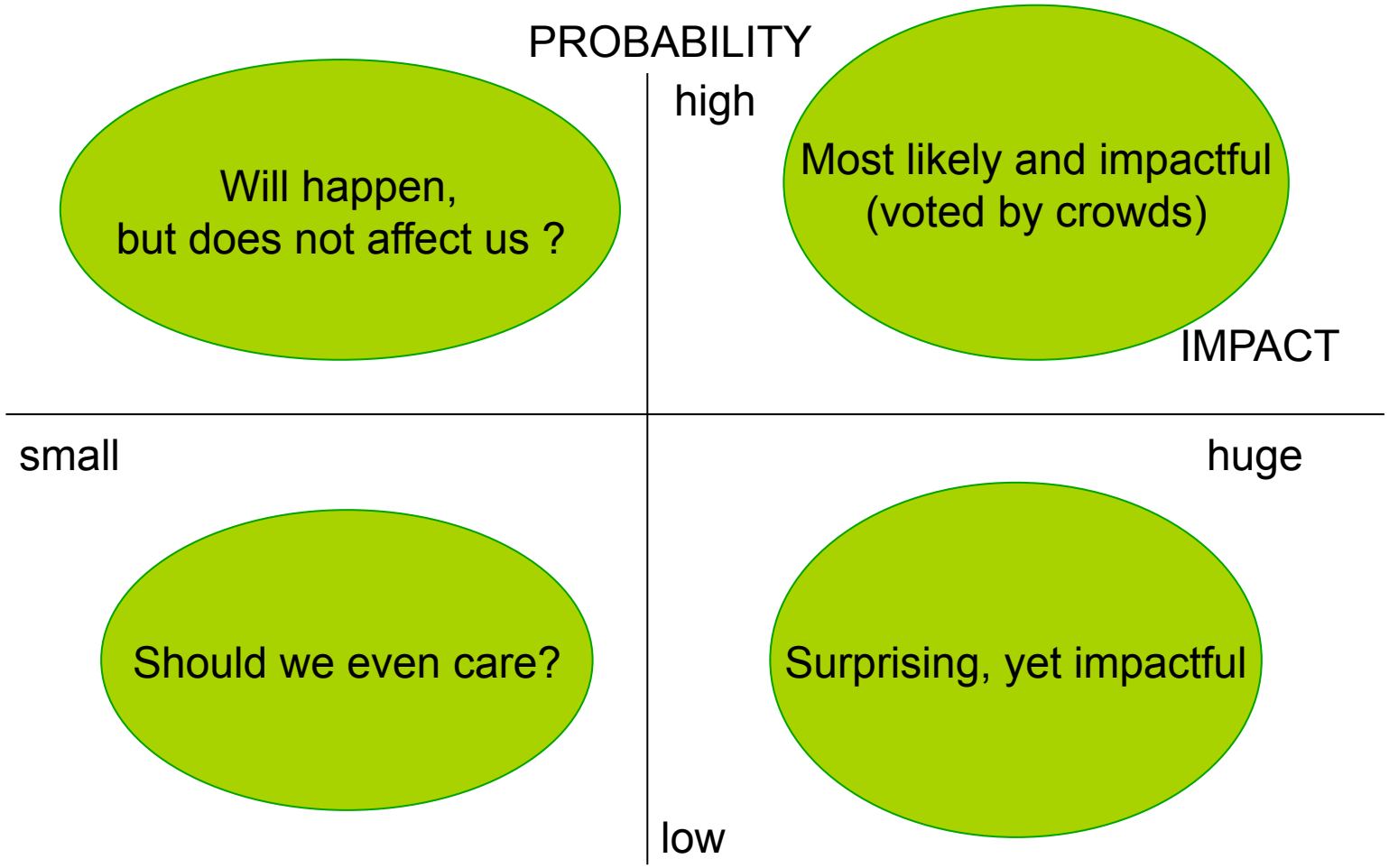
Probability
Impact
Increase of poor rich gap in Europe
Increase of cohabitant couples (not married)
Generation Y will bring new challenges to work life
Increase of one person households
Mothers giving their first birth older than before
Increase of online purchasing
Increase of remote work
Increase of waste
Increase of cloud computing
Increase of life expectancy
Increase of virtual worlds and use of avatars
Increase of ecologically aware consmerism
Increase of depression
Increase of surveillance
Cultural diversity will increase
Contacless payments done with a mobile phone
Robots in every home?
Lack of Water?
Increase of digital information
People are eating more and more helthy
Climate change will change the world totally
Increase of social entrepreurship
Increase of cyber criminals
Rise of alternative energy sources
Increase of interest in online education
Customization
Alternative ways of producing food will emerge
Counterfeiting technologies have to fight harder against forgers
Downsizing
HOMING
Increase of cultural confilicts
Increase of women executives in business
Increase of Space tourism
Increase of same sex marriages
Importance of social media will decrease
Blurred line between documentaries and reality tv
Fear society
Mobility of people will decrease
Aging of population
Zoom
Orientation
Default
Circle
Random

Creating the scenarios



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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 developes rapidly leading to increase of life expectancy

Environment:

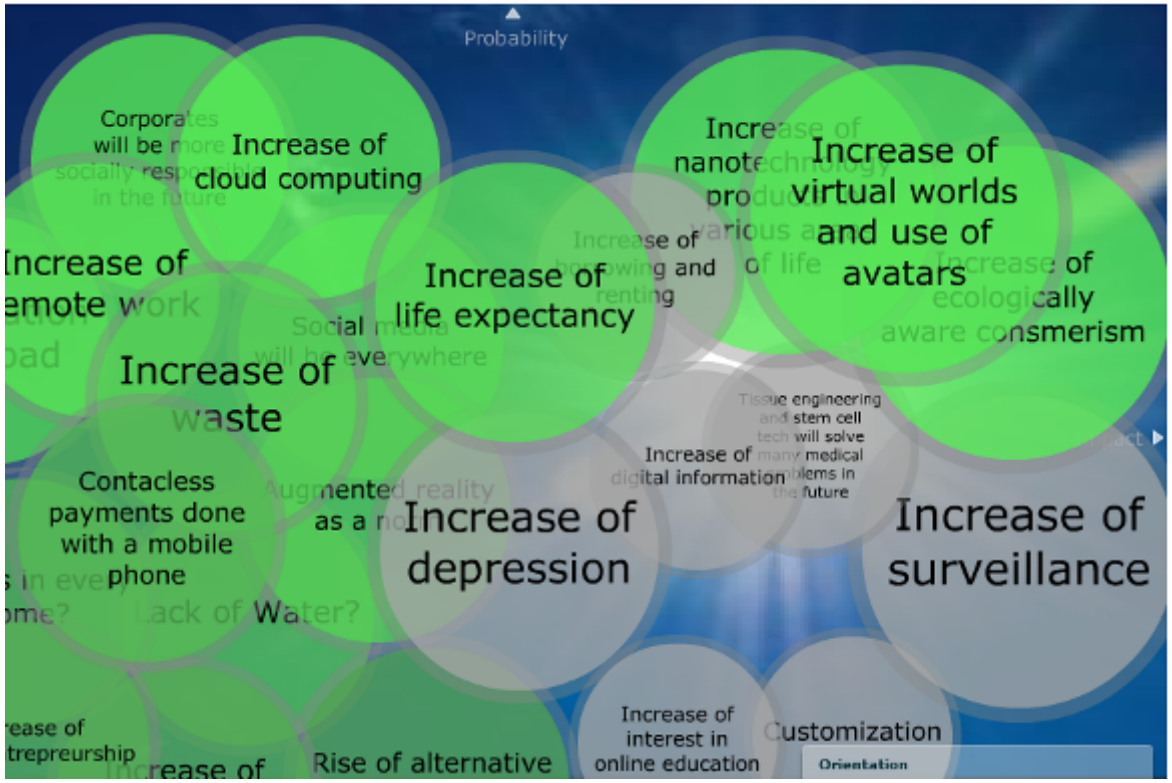
People and companies are more environmentally oriented, lack of water causes problems

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



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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.

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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:

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Conclusions

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

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Thank you for your time and interest for this exercise!

Elina H.

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