



2nd EUROPEAN FUTURISTS CONFERENCE LUCERNE

Making Sense of the Future

Practical approaches, critical insights, emerging business models

November 22 – 24, 2006

Culture and Convention Centre KKL Lucerne, Switzerland





Practical Approaches
Pre-Conference

Wednesday, November 22, 2006

- 13.00 **Welcome**
Georges T. Roos, Managing Director
European Futurists Conference Lucerne
- 13.05 **E-Scanning, Auto-Scanning, Open Source
Scenarios and Futures Mash-Ups:
Reviewing Emerging Futures Research Tools**
Dr. Wendy L. Schultz, Infinite Futures, Oxford
- Futures Methods: Putting Them Into
Practise**
Prof. John S. Ratcliffe, Dublin Institute of
Technology
- Choose your Workshop
- 13.30 **Introduction: Workshops 1-4**
Dr. Susan Blackmore, Prof. Markku Wilenius,
Stefan Holtel, Prof. Barbara Adam
- 13.45 **Introduction: Workshops 5-8**
Dr. Arnim Wiek and Dr. Michael Siegrist,
Dr. Pierre-Alain Schieb, Dr. Kerstin Cuhls,
Thierry Kneissler, Monika Herrmann
- 14.00 Workshop 1
The Evolution of Meme Machines
Dr. Susan Blackmore, Bristol
- Workshop 2
**Creative Knowledge Capital as the
Future Core Asset for Organisations**
Prof. Markku Wilenius, Finland Futures
Research Center, Turku
- Workshop 3
**Communication for the 21st Century:
Analyzing WEB 2.0 Applications**
Stefan Holtel, Vodafone Global Group R&D
- Workshop 4
**Futures Made, Mapped and Minded: An
Exploration of the Futurist's Toolkit for
Action, Knowledge and Ethics**
Prof. Barbara Adam, Cardiff University
- 15.30 Coffee Break
- 16.00 Workshop 5
**Foresight of People's Risk Perception –
the Example of Nanotechnology**
Dr. Arnim Wiek and PD Dr. Michael Siegrist,
Federal Institute of Technology, Zurich
- Workshop 6
**Bioeconomy 2030: Designing a Policy
Agenda**
Dr. Pierre-Alain Schieb, Head of Future
Projects OECD, Paris
- Workshop 7
**Learning from National German Foresight
Processes: Tools for Including Different
Stakeholders**
Dr. Kerstin Cuhls, Fraunhofer Institute,
Karlsruhe
- Workshop 8
**Future Screening and Innovations at
PostFinance**
Thierry Kneissler, PostFinance and
Monika Herrmann, moderning
- 17.30 **The Rise and Fall of Globalisation:
an Example of Socionomics in Action**
Prof. John L. Casti, Technical University of Vienna,
former faculty member of Santa Fe Institute
- 18.15 **Closing of Pre-Conference**
Dr. Wendy L. Schultz and Prof. John S. Ratcliffe
- 20.00 **Futurists Reception** Hotel Schweizerhof

Critical Insights & Emerging
Business Models

Main Conference

Thursday, November 23, 2006

- 10.00 **Opening of 2nd EUROPEAN FUTURISTS
CONFERENCE LUCERNE**
Georges T. Roos, Managing Director EFCL
 - 10.10 **Critical Insights & Emerging Business
Models – Conference Targets and Goals**
Rohit Talwar, CEO Fast Future
 - 10.20 **Global Challenges and Futures Thinking**
Ged Davis, Managing Director World Economic
Forum
 - 11.00 **The Future of Social Network**
Penny Power, Founder and CEO Ecademy
 - 11.40 **Global Growth Centres 2020**
Stefan Bergheim, Deutsche Bank Research
 - 12.20 Lunch Break
 - 14.00 **Doing it Differently: a Design Led Approach
to Innovation**
Josephine Green, Director Trends & Strategy
Philips Design, Eindhoven
 - 14.40 **Getting Things Done – From Future Thinking
to the Strategic Planning Process**
Dr. Sven Strunk, former CEO of Mibelle
 - 15.20 **The Future Is Perceivable – You Only Have
to See It**
Günter Burzywoda, T-Mobile International
 - 16.10 Coffee Break
 - 16.40 **Future Salons**
Salon 1 **Innovation** Salon 3 **Singularity**
Salon 2 **Web 2.0** Salon 4 **Global Future**
 - 18.00 End of 1st Day
 - 20.00 **Future Dinner** Hotel Schweizerhof
 - 21.00 **Upgrading Humans – Mental
Enhancements via Implants**
Prof. Kevin Warwick, University of Reading,
Dept. of Cybernetics
- Friday, November 24, 2006
- 9.00 **Introduction of 2nd Day**
Pero Micic, FutureManagementGroup,
President Advisory Board European Futurists
Conference Lucerne
 - 9.10 **Global Outlook: Status and Trends in IT
as Viewed by IBM**
Dr. Walter Hehl, IBM Research
 - 9.45 **Open Innovation at the BBC**
Matt Locke, Head of Innovation, BBC New
Media
 - 10.20 Coffee Break
 - 10.50 **The OScar Project – Reinvent Mobility**
Markus Merz, Founder and Maintainer
OScar-Project
 - 11.25 **The Art and Misery of Prediction**
Matthias Horx, Zukunftsinstitut, Frankfurt/Wien
 - 12.00 **How to Choose the Future:
The Copenhagen Consensus Priorities**
Prof. Bjorn Lomborg, Copenhagen Business School
 - 12.40 **Conclusions**
Pero Micic, President Advisory Board EFCL
 - 12.55 **Closing**
Georges T. Roos, Managing Director EFCL
 - 13.00 Farewell

Alternative Programme
Future Seminars

Wednesday, November 22, 2006

- 8.30 **How to See More of the Future with a
Practical Toolset**
till 12.30
FutureManagementGroup, Eltville
(prior to Pre-Conference)
- 14.00 **Future-Based Innovation & The MeWe
Generation**
till 17.30
Kairos Future AB, Stockholm
- 14.00 **Profiting from Tomorrow by Anticipating
the Future**
till 17.30
Shaping Tomorrow, London &
ROOS Büro für kulturelle Innovation, Lucerne
- 16.00 **Strategic Foresight at Philips:
Developing Future Value**
till 17.00
Philips, Eindhoven (for media only)

Welcome to the 2nd European Futurists Conference Lucerne
Making Sense of the Future

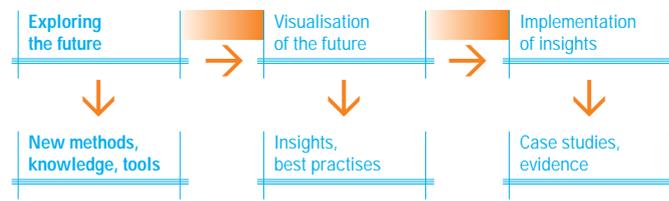


Georges T. Roos
 Managing Director

Explore new approaches for understanding the future.
Gain critical insights to put you ahead of your competitors.
Anticipate emerging business models.

The 2nd European Futurists Conference Lucerne is your opportunity to meet leading futurists and learn from best practice of organisations from Europe and the world.

3 Steps for Making Sense of the Future



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The **Pre-Conference** is aimed at exploring the latest research in the futures field:

- How can Socionomics predict human behaviour and social action? Why is it, that stock markets, fashion, and popular culture have all the same hidden engines, following a mathematical pattern?
- Why is it that something so powerful, so important and so eminently sensible as 'futures' remains so peripheral and transient to strategic policy formulation and operational decision-making?
- What is the best communication model to understand the success of Web 2.0?
- What are the dos and don'ts for national foresight processes?
- What can we learn for the creation of a desired future from the theory of memetics?

The **Main Conference** delivers critical insights and presents business models of the emerging new world:

- How far away are we from thought communication and human enhancement through neural implants, which connect human brain and machines?
- How does the IBM Research Laboratory view the future of Information Technology?
- Which are the global priorities for the future?
- Where are the global growth centres 2020? Which part does Europe play in the globalised world?
- How do Philips, BBC, T-mobile International and others apply future thinking for innovation and strategy processes?

The **Future Seminars** are in-depth seminars of event partners:

- How to See More of the Future With a Practical Toolset? (FutureManagement Group)
- Future-based Innovation & the MeWe Generation (Kairos Future AB)
- Profiting from Tomorrow by Anticipating the Future (Shaping Tomorrow & ROOS)
- Strategic Foresight at Philips: Developing Future Value (Philips) for media only.

I look forward to seeing you in Lucerne.

Georges T. Roos
 Georges T. Roos
 Managing Director European Futurists Conference Lucerne

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Practical Approaches

Pre-Conference

Who should attend: The Pre-Conference is aimed at futurists, researchers, academics, and those interested in exploring the future with a methodological approach.

Goals: The Pre-Conference will deliver practical approaches to explore the latest research and cutting edge methods in the futures field.

Method: A total of eight workshops will offer participants the opportunity to hear about new issues futurists will be exploring, innovative tools, techniques for undertaking futures work, and the latest views on how future research and practice are evolving. The final keynote speech will provide the audience with an insight into Socionomics.



Dr. Wendy L. Schultz
Infinite Futures, Oxford

🕒 13.05

**E-Scanning,
Auto-Scanning, Open
Source Scenarios and
Futures Mash-ups:
Reviewing Emerging
Futures Research
Tools**

Dr. Wendy L. Schultz will briefly review state of the art digital and networked solutions for environmental (horizon) scanning, and consider what the shift from print/analogue to multimedia/digital means in creating automated futures research tools, and immersive, participatory futures environments. She will finish by describing a new project for open-source, graphically rich scenario building.

Wendy L. Schultz is Director of Infinite Futures: Foresight Research, Training, and Facilitation, with over two decades of foresight practice from Honolulu to Helsinki, and Brisbane to Budapest. She earned her Ph.D. in Alternative Futures at the University of Hawaii at Manoa, working for five years forecasting global natural gas markets at the East-West Center, and for over ten years as a researcher, foresight process designer, and project manager at the Hawaii Research Center for Futures Studies. From 1996 to 2004 she served as visiting faculty with the Masters program in Studies of the Future at the University of Houston-Clear Lake, developing the introductory seminar, the qualitative methods seminar, and the facilitation practicum as part of overall curriculum redesign.

Wendy L. Schultz is member of the advisory board of the European Futurists Conference Lucerne.





Practical Approaches
Pre-Conference

Wednesday, November 22, 2006



Prof. John S. Ratcliffe
Dublin Institute of Technology

13.15

**Futures Methods:
Putting Them Into
Practise**

Why is it that something so powerful, so important and so eminently sensible as 'futures' remains so peripheral and transient to strategic policy formulation and operational decision-making? Is it because the methods used are too complex, too costly or too unconvincing? Or are we simply too incompetent in their application?

This opening utterance generally poses a few questions around the purposes, participants, processes and practices of futures methods. In particular it explores such dichotomies as:

- Insight or Foresight?
- Learning or Planning?
- Big Boom or Constant Evolution?
- Central or Peripheral?
- Imagination or Conformation?

“ Therefore hold to the things
which are reliable.
Look to simplicity; embrace purity.
Lessen the self: diminish desire. ”

[Tao Te Ching]

John Ratcliffe is a chartered planning and development surveyor with over thirty five years experience as a consultant and academic in the fields of urban planning and real estate development. Currently he is Director and Dean of the Faculty of the Built Environment at the Dublin Institute of Technology, which is the largest university level institution in the Republic of Ireland, and Founder and Chairman of The Futures Academy there. Over the past decade he has acquired a particular expertise in the Futures Field, with special reference to the sustainable development of city regions. In 2005, he was elected to the position of Secretary-General of the World Futures Studies Federation, the global body for professional futurists.

13.00	Welcome Georges T. Roos, Managing Director European Futurists Conference Lucerne
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	Futures Methods: Putting Them Into Practise Prof. John S. Ratcliffe, Dublin Institute of Technology
13.30	Choose your Workshop Introduction: Workshops 1-4 Dr. Susan Blackmore, Prof. Markku Wilenius, Stefan Holtel, Prof. Barbara Adam
13.45	Introduction: Workshops 5-8 Dr. Arnim Wiek and Dr. Michael Siegrist, Dr. Pierre-Alain Schieb, Dr. Kerstin Cuhls, Thierry Kneissler, Monika Herrmann
14.00	Workshop 1 The Evolution of Meme Machines Dr. Susan Blackmore, Bristol
	Workshop 2 Creative Knowledge Capital as the Future Core Asset for Organisations Prof. Markku Wilenius, Finland Futures Research Center, Turku
	Workshop 3 Communication for the 21st Century: Analyzing WEB 2.0 Applications Stefan Holtel, Vodafone Global Group R&D
	Workshop 4 Futures Made, Mapped and Minded: An Exploration of the Futurist's Toolkit for Action, Knowledge and Ethics Prof. Barbara Adam, Cardiff University
15.30	Coffee Break
16.00	Workshop 5 Foresight of People's Risk Perception – the Example of Nanotechnology Dr. Arnim Wiek and PD Dr. Michael Siegrist, Federal Institute of Technology, Zurich
	Workshop 6 Bioeconomy 2030: Designing a Policy Agenda Dr. Pierre-Alain Schieb, Head of Future Projects OECD, Paris
	Workshop 7 Learning from National German Foresight Processes: Tools for Including Different Stakeholders Dr. Kerstin Cuhls, Fraunhofer Institute, Karlsruhe
	Workshop 8 Future Screening and Innovations at PostFinance Thierry Kneissler, PostFinance and Monika Herrmann, moderning
17.30	The Rise and Fall of Globalisation: an Example of Socionomics in Action Prof. John L. Casti, Technical University of Vienna, former faculty member of Santa Fe Institute
18.15	Closing of Pre-Conference Dr. Wendy L. Schultz and Prof. John S. Ratcliffe
20.00	Futurists Reception Hotel Schweizerhof



Workshops

Innovative Futuring Tools and Techniques



Dr. Susan Blackmore
Bristol

Workshop 1 ⌚ 14.00

The Evolution of Meme Machines

Memes are ideas, skills, habits or technologies that are copied from person to person and, like genes, they compete to survive and replicate. Culture is a vast evolving world of memes and we humans are meme machines that copy, store and select among them. More recent meme machines include printing presses and telephones, computers and web servers. According to the theory of memetics, these machines were not designed primarily for our benefit but for the sake of the memes themselves. Memetic evolution is devouring vast quantities of the planet's resources and is not under our control. Unless we understand this we are unlikely to adapt to this fast evolutionary change.

Sue Blackmore is a freelance writer, lecturer and broadcaster, and a Visiting Lecturer at the University of the West of England, Bristol. She has a degree in psychology and physiology from Oxford University (1973) and a PhD in parapsychology from the University of Surrey (1980). Her research interests include memes, evolutionary theory, consciousness, and meditation. She practices Zen and campaigns for drug legalization. Sue Blackmore no longer works on the paranormal. She writes for several magazines and newspapers, a blog for the Guardian newspaper and is a frequent contributor and presenter on radio and television. She is author of over sixty academic articles, about forty book contributions, and many book reviews. demic articles, about forty book contributions, and many book reviews.



Prof. Markku Wilenius
Finland Futures Research Center, Turku

Workshop 2 ⌚ 14.00

Creative Knowledge Capital as the Future Core Asset for Organisations

Creative Knowledge Capital is a new concept that has been recently developed in Finland Futures Research Centre, as a result of extensive research and development project with six major Finnish companies. The still ongoing project focuses on

the development of foresight methods for mastering innovation and leadership processes at company level. Our results show that competitiveness requires a far deeper understanding of organisation-based innovativeness than that which is recognised today. In the workshop, we shall explore our concept and findings in discussive and hands-on spirit.

Prof. Dr. Markku Wilenius is a member of the advisory board of the European Futurists Conference Lucerne, is professor of Futures Studies in Finland Futures Research Centre at the Turku School of Economics and also Docent in the University of Helsinki.

His interests in research and development focus on the development of the society and foreseeing of development, visionary and strategic management of organisations in terms of their competence building as a way to "futurise" them, and sustainable development. Currently he focusses on leading a large research project "Managing Creative Knowledge Capital" with major Finnish corporations.

In 2002, he was appointed to the Club of Rome. He has also acted as a chairman in the committee, nominated by CSD, that prepared the national agenda of Finland for the UN summit meeting in Johannesburg 2002. Wilenius acts also as a vicechair of the executive committee of the Finnish Consumer Agency.



Stefan Holte
Vodafone Global Group R&D

Workshop 3 ⌚ 14.00

Communication for the 21st Century: Analyzing WEB 2.0 Applications

Technologies drive communication services: bandwidth, image resolution or storage often describe the "attitude" of a new service. Unfortunately, business models don't take up: customers don't care about technology, they want added value. Web 2.0 creates a new paradigm (discovered just by chance, not actually by rationale). It basically is not about technology, but about general design patterns. Web 2.0 is poised to launch an unprecedented class of new communication services in the future.

Yet still missing is a framework explaining the type of communication happening upon Web 2.0 platforms. Vodafone R&D has developed a communication model, which establishes this framework. Analyzing communication in Web 2.0 applications

serves as a promising way to understand its success – and even presents an opportunity to systematically exploit more Web 2.0 opportunities.

Stefan Holte started his technical career in IT consulting and has strong knowledge as an IT industry analyst. He even gained profound experience as a drama and improvisation actor. Practicing Zen and Hatha Yoga on a regular basis Stefan finally achieved a degree as a Iyengar Hatha Yoga teacher. In 2000, he joined Vodafone Global Group R&D. There, he explores future political and social trends and forages for disruptive technologies with high impact on telecom markets. His special interests are directed towards unveiling the underlying guiding principles for creating future communication services.



Prof. Barbara Adam
Cardiff University

Workshop 4 ⌚ 14.00

Futures Made, Mapped and Minded: An Exploration of the Futurist's Toolkit for Action, Knowledge and Ethics

The workshop has a methodological focus and explores the often unacknowledged assumptions that we bring to our work. It is divided into three parts: Barbara Adam will provide a short introduction that places contemporary approaches to the future in a historical context. Following the introduction participants will be working in small groups to explore some of the implicit assumptions that guide their work as futurists, drawing on their own field of expertise to establish the relationship between action, knowledge and ethics. The key insights arising from the small groups will be shared and discussed with all the participants in the last part of this workshop.

Barbara Adam, PhD, is Professor of Sociology at Cardiff University. She is a social theorist who has specialised on the subject of social time and more recently the future. She has written extensively on the subject of time and is the founder editor of the journal Time & Society. Her most recent single-authored books are 'Timescapes of Modernity' and 'Time'. Since 2003 she holds an ESRC (Economic and Social Research Council, UK) Professorial Fellowship to research the social future, which involves study of how we create and know the future, on the one hand, and how we take responsibility for it, on the other.



Dr. Arnim Wiek
Federal Institute of
Technology, Zurich



PD Dr. Michael Sigrist
Federal Institute of
Technology, Zurich

Workshop 5 16.00

Foresight of People's Risk Perception – the Example of Nanotechnology

Public perception plays an important role in the acceptance of technological innovation. There are various studies on the risk perception of future technological innovations that provide valuable information for entrepreneurs, regulators and other decision-makers. However, these studies rely on the divergence between future technological development on the one hand and present preferences and perceptions of the public on the other. This workshop affords the opportunity to critically discuss this divergence, and provides conceptual ideas for constructing future risk perception in order to overcome this divergence. We illustrate the conceptual ideas with the case of nanotechnology. The workshop takes a first step towards the foresight of people's risk perception as a means of risk communication, innovation management, sustainable governance.

Arnim Wiek holds a PhD in Environmental Sciences from ETH Zurich. Dr. Wiek is postdoctoral research fellow at the Institute for Human-Environment Systems (HES), ETH Zurich. His work focuses on concepts and methods for sustainable governance of organizational and societal systems. For more than five years, future studies and scenario construction have been focal points of his research activities.

Michael Siegrist is a senior researcher and "Privatdozent" at the Department of Psychology, University of Zurich, and he is interim Professor for Human-Environment Interaction at ETH Zurich. Dr. Siegrist was a visiting researcher at the Western Washington University, WA, USA. He is the author of numerous articles on risk perception, acceptance of new technologies, trust and confidence.



Dr. Pierre-Alain Schieb
Head of Future Projects
OECD, Paris

Workshop 6 16.00

Bioeconomy 2030: Designing a Policy Agenda

The bioeconomy, a new concept, covers a broad range of economic activities, all benefiting from discoveries, and related products and services arising out of the biosciences. The project will assess how pervasive biotechnological applications are likely to become, prospects for further development over the next two to three decades, potential impact on the economy and society, and the policy agenda needed to promote and diffuse this new wave of innovations in a way that is consistent with broader socioeconomic goals.

Dr. Pierre-Alain Schieb is Counsellor in the Advisory Unit to the Secretary General of the OECD, which manages the International Futures Programme. He is in charge of the International Futures Network, and is Head of OECD Futures Projects.

Before joining the OECD in 1994, Pierre-Alain Schieb was formerly Executive Vice-President of International Business of one France's major retailing groups; Dean of a graduate school of business in France; and holds an Associate-Professorship at the University of Paris Dauphine. Pierre-Alain Schieb earned a PhD in management science from the University of Strasbourg (1981), a DBA in economics and business administration from the University of Aix-en-Provence (1974), a M.Sc in quantitative marketing from the University of Sherbrooke (Canada).

Pierre-Alain Schieb is member of the Advisory Board of the European Futurists Conference Lucerne.



Dr. Kerstin Cuhls
Fraunhofer Institute,
Karlsruhe

Workshop 7 16.00

Learning from National German Foresight Processes – Tools for Including Different Stakeholders

National foresight processes in Germany started at the beginning of the 1990s and developed successively. From a Key Technologies approach with

a limited number of participants and Delphi surveys with thousands of participants to more workshop-oriented concepts in Futur. There is a lot of knowledge available about different tools and their combinations. The workshop will go through some of the approaches. A lot of lessons about applicabilities, pro's and con's, successes and failures can be learned.

Kerstin Cuhls studied Japanology, Chinese Studies and Economics/Business Administration at the University of Hamburg and one year in Japan. In 1990, she spent four months at the National Institute for Metrology in Beijing, China. Since 1992, she is at Fraunhofer Institute for Systems and Innovation Research (ISI). 1993, she was four months at the National Institute of Science and Technology Policy (NISTEP) in Tokyo, Japan. 1997 Dr. phil., University of Hamburg (Japanology). Kerstin Cuhls is the scientific project coordinator for different German-Japanese foresight projects, especially the German national foresight study Delphi '98, and monitoring Futur – The German Research Dialogue. Current projects are: several regional, national and international Foresight Projects, and a comparison of Japanese and European innovation policy. Kerstin Cuhls coordinates the foresight/ future studies projects in Fraunhofer ISI.



Thierry Kneissler
PostFinance



Monika Herrmann
Director of moderning

Workshop 8 16.00

Future Screening and Innovations at PostFinance

PostFinance is one of the largest financial services providers in Switzerland with over 2 million customers and a total asset of CHF 47 billion. Innovation is a key element in its ambitious growth strategy. PostFinance was awarded "Best Innovator 2006" by AT Kearney and Bilanz. Innovation grows out of every employee's inspiration in every business unit at PostFinance. The Future Screening initiative of the Corporate Development department is an important instrument to support innovations. It includes measures

like planning future research projects, coordinating a network of Future Agents or emphasizing perspectives of the future in the strategic decision making of the executive board. At the European Futurists Conference Lucerne a futurology-based concept of strategic management will be presented and elaborated. This concept is based on innovative ability as a critical success factor provided by systematical exploration of possible future developments. While focusing on a real case, the participants of the workshop will experience step by step how futurology can support innovative strategies successfully in an integral process.

Thierry Kneissler is Head of Corporate Development PostFinance. He studied economics at the universities of Bern and Cork (Ireland) and holds an MBA-degree in "New Media and Communications" of the University of St. Gallen (HSG). He started his professional career in 1996 at Berner Kantonalbank (BEKB). After some years of working as project assistant and later project manager with BEKB, he became Senior Business Consultant in a medium sized internet-consultancy. In 2003 he joined PostFinance and worked first as project manager, later as assistant of the CEO. Since November 2004 Thierry Kneissler is Head of Corporate Development.

Monika Herrmann is director and owner of moderning, a founding partner of the European Futurists Conference Lucerne. She has an outstanding know-how and experience as a specialist and as a consultant concerning all matters of marketing and market research. She served for several years with national and international companies, but also with an agency. moderning, founded in 2003, knows both the needs and the special characteristics of companies which want to maintain their target markets by implementing individual innovation strategies.



Prof. John L. Casti
Technical University of
Vienna, former faculty mem-
ber of Santa Fe Institute

🕒 17.30

The Rise and Fall of Globalisation: an Example of Socionomics in Action

This talk presents an exposition of the central hypothesis of Socionomics that it is beliefs and feelings that create a collective social mood, and that mood in turn generates collective social behaviors on all timescales. This theory of social causation is then employed to show that the currently fashionable belief that the world is getting "flat" in Thomas Friedman's phrase is just plain wrong. "Globalization" in the sense of Friedman and the media is deadier than a dodo bird. All that remains is to sign the death certificate.

John L. Casti received his Ph.D. in mathematics at the University of Southern California in 1970. He worked at the RAND Corporation in Santa Monica, CA, and served several faculties in the US before becoming a member of the research staff at the International Institute for Applied Systems Analysis (IIASA) in Vienna, Austria. He left in 1986 to take up a position as a Professor of Operations Research and System Theory at the Technical University of Vienna.

John L. Casti has formed two companies, both devoted to the employment of tools and concepts from modern system theory for the solution of problems in business and finance.

2005 he returned to Vienna as a Research Fellow at the Wissenschaftszentrum Wien, where he is in the process of establishing a new research division devoted to questions at the interface of the arts/humanities/social sciences, natural sciences, and philosophy/mathematics. His current research interests have also shifted somewhat to the exploration of questions in the social and behavioral realm and the relationship between social "moods" and their consequent social actions and behaviors.

Futurists Reception

Hotel Schweizerhof 🕒 20.00



The reception will provide the opportunity to meet the conference speakers, members of the advisory board, participants and guests of the European Futurists Conference. The official hotel of the European Futurists Conference Hotel Schweizerhof will host the reception to network in a fantastic atmosphere. The Hotel Schweizerhof is in terms of art history one of the few hotels in Switzerland of national significance.





Critical Insights & Emerging Business Models
Main Conference

Who should attend: The Main Conference is aimed at heads of corporate planning, strategy, risk, technology, and innovation in business and public administration, also innovators, change agents, and futures experts interested in the futures impacts.

Goals: The world leading futurists will share their cutting-edge arguments and views on emerging uncertainties and paradoxes. The Main Conference delivers critical insights and presents business models of the emerging new world.

Method: Practical examples will demonstrate how different organisations visualise the future with regards to strategy, innovation, and development. Case studies of emerging business models and social practices proclaim a future that has already begun. A hot topic keynote speech during the Futurist Dinner will give an overview on cyborg – a realistic approach to how mental enhancement through implants will make thought communication possible in the near future – a tremendous commercial potential.

Critical Insights & Emerging Business Models
Main Conference

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Dr. Sven Strunk, former CEO of Mibelle
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Prof. Kevin Warwick, University of Reading, Dept. of Cybernetics

Friday, November 24, 2006

- 9.00 **Introduction of 2nd Day**
Pero Micic, FutureManagementGroup, President Advisory Board European Futurists Conference Lucerne
- 9.10 **Global Outlook: Status and Trends in IT as Viewed by IBM**
Dr. Walter Hehl, IBM Research
- 9.45 **Open Innovation at the BBC**
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- 12.00 **How to Choose the Future: The Copenhagen Consensus Priorities**
Prof. Bjorn Lomborg, Copenhagen Business School
- 12.40 **Conclusions**
Pero Micic, President Advisory Board EFCL
- 12.55 **Closing**
Georges T. Roos, Managing Director EFCL
- 13.00 Farewell



Rohit Talwar
CEO Fast Future,
Member of the Advisory Board European Futurists Conference Lucerne

🕒 10.10

Chair: November 23

Rohit Talwar is the CEO of a research and consulting organisation specialising in futures and strategic innovation and is widely regarded as one of Europe's leading professional speakers on the themes of futures, strategy, innovation and change.

He brings a truly global perspective to his work – drawing on experience gained from working and speaking on five continents. He combines in-depth research and over 20 years of practical experience to help global businesses develop real insights into future possibilities and act on them to create powerful strategies and deliver innovative change.

Rohit facilitated the consultation for the MoD's (Ministry of Defence) recently published Strategic Trends 2030 programme and is a popular speaker with defence audiences on both sides of the Atlantic.



Pero Micic
FutureManagementGroup,
President of the Advisory Board European Futurists Conference Lucerne

🕒 09.00

Chair: November 24

Pero Micic is internationally known and acknowledged as an expert for Future Management. He is chairman of FutureManagementGroup AG and president of the Institute for FutureManagement in Eltville, Germany. Pero Micic studied economics and future studies in Germany, Great Britain and the USA. Pero Micic is consultant to many of the worlds leading companies. He helps them to systematically elaborate and analyze future scenarios, to perceive and to seize future opportunities at a very early point and to implement Future-Management in the management process.

Pero Micic and his FutureManagementGroup develop and provide methodologies, workshops, studies and services for FutureManagement and thus set links from futures research to practical business.

He is a founding member of the Association of Professional Futurists and member of the World Future Society, the World Futures Studies Federation and the Swiss Association for Futures Research. He contributed his consulting and training experience as chairman of the board of one of Europe's largest private training companies.



New Explorative Approaches

1st Day Main Conference



Ged Davis
Managing Director World
Economic Forum

🕒 10.20

**Global Challenges
and Futures Thinking**

The 21st century will be like no other – humankind will need to think of the consequences of its acts beyond a single generation, even beyond the coming century. What are the global challenges we must address and what role can futurists play? What is the ethics of futurism and how can we make better future-oriented decisions?

Ged Davis is managing director of the World Economic Forum's new Centre for Strategic Insight, where he is responsible for research, scenario development, and helping to shape the annual WEF meeting at Davos, which brings together 2,000 corporate, government, and non-profit leaders to discuss global challenges.

Before heading the Centre for Strategic Insight, Ged spent 30 years with Royal Dutch/Shell, which he joined in 1972. He also served as head of Shell's scenarios team, which developed global scenarios every three or four years to inform Shell strategy and provoke broader debate on global energy and social issues.

Ged is a member of the Board of Governors of the International Development Research Centre in Ottawa and the director of UNAIDS's "AIDS in Africa" scenario project. He has led four global scenario projects in recent years, including Shell's global scenarios and a multi-year, multi-stakeholder look at sustainability for the World Business Council. Ged is an economist and engineer by training. He holds postgraduate degree in economics and engineering from the London School of Economics and Stanford University.



Penny Power
Founder and CEO Ecademy

🕒 11.00

**The Future of Social
Networks**

Penny Power will talk about the future of networks and how this will impact individuals, culture and businesses, large and small. Penny is the Founder of a Social Network for Business People. Founded in 1998, with in excess of 80,000 members in over 180 countries. Penny is concerned by

the emergence of Social Networks, seeing the weakness of them if they do not protect the member and provide sustainable value to the stakeholders. Ensuring the provider of the site understands its purpose is core to the success of this new methodology. Penny believes in the future of Social Networks as a way of empowering people, creating change and providing shareholder value, but only if managed with integrity and without greed.

Penny Power is the founder of Ecademy, a Social Business Network to connect business people for learning, career and business development. Glenn Watkins joined Penny right at the beginning becoming Chief Executive in 2001. Penny spent time bringing up the children, in 2005 she returned to the forefront of Ecademy, hosting the monthly London meetings and heading an Asian tour meeting Ecademy members.

Penny has also been developing her thinking around Emotional Wealth with a view to helping more Ecademy members discover their true passion and to communicate it effectively to achieve real network value.



Stefan Bergheim
Deutsche Bank Research

🕒 11.40

**Global Growth
Centres 2020**

Forecasts for long-run economic growth are an important input into decisions in companies, governments and financial markets. However, there is a real scarcity of substantiated forecasts. Deutsche Bank Research has developed a unique framework that combines quantitative and qualitative elements: Formel-G. The model can be used as a tool to think about long-run growth and to derive forecasts for GDP growth until 2020. Asian economies are set to be the growth stars until 2020 based on favourable demographics, strong rises in human capital and a further opening to international trade.

Stefan Bergheim studied economics, has worked for global investment banks and their institutional clients since 1995, covering the German and European economies from Frankfurt.

Stefan Bergheim is a senior economist at Deutsche Bank Research. Deutsche Bank Research is the think tank of Deutsche Bank Group. It focuses on the analysis of global economic, societal and financial-market trends. His

work has a focus on demographics, human capital and long-run economic growth. He is the lead analyst in DBR's ongoing megatopic Global Growth Centres. This interdisciplinary project combined the insights from trend researchers, economists and many country experts to generate a novel framework for analysing long-run economic growth: Formel-G. The project derived GDP forecasts for 34 economies until 2020, filling a gap between strong demand and little supply for fundamental forecasts.

Mapping the Future



Josephine Green
Director Trends & Strategy
Philips Design, Eindhoven

🕒 14.00

**Doing it Differently: a
Design Led Approach
to Innovation**

The future, and the future and innovation, in big companies, is too often about more of the same, despite living in an age that calls out for more appropriate and radical solutions.

Part of the problem lies in the strong industrial heritage of an over "engineered" approach to innovation and risk management: a desire to impose a business "straitjacket" too early in the innovation process and to minimize the risks, stifles the truly new. An age that needs radical innovation needs a more radical approach to the process of innovation itself. Philips Design proposes a more flexible, inclusive, creative and sustainable approach to innovation and growth.

Josephine Green studied history and politics at Warwick University in England. She has worked both in International Sales and Marketing and in Futures and Social Research for Advanced Strategy. Since 1997 she is Senior Director of Trends and Strategy at Philips Design, Royal Philips Electronics. She is responsible for directing research into Society, Cultures and People and its implementation into the Strategic Futures Programme.

This Programme helps customers think about and implement a human focussed approach to innovation and new value creation. The programme researches emerging socio-cultural values, new technologies and new business models, identifies strategic opportunities and articulates these through design.



Dr. Sven Strunk
former CEO of Mibelle

⌚ 14.40

**Getting Things Done –
From Future Thinking
to the Strategic
Planning Process**

In 1998 Mibelle, the largest cosmetics manufacturer in small Switzerland, had more questions than answers about the future and saw more clouds than sun on the horizon. In a systematic process these questions were addressed and integrated into the strategic planning within Mibelle which led to 7 years of dynamic growth. It is shown how Mibelle "got started" and developed and implemented a future management system in 1999 which proved to be successful in the following years.

Dr. Sven Strunk, studied in Konstanz, München and Lausanne. He graduated at the Technische Universität München with a masters in chemistry. In 1987, Sven received his PhD in science at the University of Lausanne, followed by a masters in economics at the University of Hagen.

He started his professional career in the chemical industry with Ciba in Basel, Ciba in the USA, followed by an employment at Novartis Crop Protection AG.

From 1998 until March 2006 Sven held the position as CEO of Mibelle AG Cosmetics in Buchs, Switzerland, which produces body cosmetics. Mibelle belongs to Switzerland's market leader Migros Group and showed a strong economic growth rate in the past 7 years.



Günter Burzywoda
T-Mobile International

⌚ 15.20

**The Future Is
Perceivable – You
Only Have to See It**

Most companies have a lot of information regarding future trends at hand which include strong indications about potential future risks and/or opportunities. Unfortunately many companies fail to act in time upon the available information. One reason for this passive behaviour is that management and employees cannot, are not ready or don't want to see the potential consequences.

In order to make the crucial step from information

to action companies have to create a future friendly internal environment, which consists of employees with special competencies along with efficient processes and high quality future content.

In his presentation Guenter Burzywoda gives an overview on T-Mobile International's approach to address this challenge and prepare in a proactive way on the future.

Guenter Burzywoda is programme manager at T-Mobile International AG Headquarters. Here he is responsible for international innovation projects, which focus on the development and implementation of new mobile services. In this role he was responsible for the programmes to implement the first mobile data portal and the implementation of the first mobile services based on the new UMTS standard. Before joining T-Mobile International in 2001 he worked 4 years as a project manager in the corporate strategy department at Deutsche Telekom AG Headquarters in Bonn.

Guenter started his career in 1992 as key account manager for an international marketing agency after he graduated in International Marketing at the University of Applied Sciences in Worms and London. He holds a postgraduate degree in innovation management of the Technical Scientific Institute, Koblenz. Guenter is also since 2002 co-founder and managing partner of leapfrogging, a training and consultancy company which is focused on the development of innovative customer services.

Future Salons

⌚ 16.40

Salon 1 Innovation

Josephine Green, Sven Strunk,
Günter Burzywoda

Chair: Ute Hélène v. Reibnitz

Salon 2 Web 2.0

Matt Locke, Penny Power, Markus Merz

Chair: Michael Jackson

Salon 3 Singularity

Kevin Warwick, Walter Hehl

Chair: Karlheinz Steinmüller

Salon 4 Global Future

Ged Davis, Stefan Bergheim, Bjorn Lomborg,

John Casti

Chair: Rohit Talwar



Future Dinner

Hotel Schweizerhof ⌚ 20.00



Prof. Kevin Warwick
University of Reading, Dept.
of Cybernetic

Dinner Speech ⌚ 21.00

**Upgrading Humans –
Mental Enhance-
ments via Implants**

In this presentation a look will be taken at how the use of implant technology is rapidly diminishing the effects of certain neural illnesses and distinctly increasing the range of abilities of those affected. An indication will be given of a number of problem areas in which such technology has already had a profound effect, a key element being the need for a clear interface linking the human brain directly with a computer. The main thrust will be an overview of Kevin's own research which has led to him receiving a neural implant which linked his nervous system bi-directionally with the internet.

A view will be taken as to the prospects for the future, both in the near term as a therapeutic device and in the long term as a form of enhancement, including the realistic potential, in the near future, for thought communication – thereby opening up tremendous commercial potential. Clearly though, an individual whose brain is part human - part machine can have abilities that far surpass those who remain with a human brain alone. Will such an individual exhibit different moral and ethical values to those of a human? If so, what effects might this have on society?

Kevin Warwick is Professor of Cybernetics and carries out research in artificial intelligence, control, robotics and biomedical engineering. He is also Director of the University Knowledge Transfer Centre. Kevin took his first degree at Aston University, followed by a PhD and a research post at Imperial College, London. He subsequently held positions at Oxford, Newcastle and Warwick universities before being offered the Chair at Reading.

Kevin carried out a series of pioneering experiments involving the neuro-surgical implantation of a device into the median nerves of his left arm in order to link his nervous system directly to a computer to assess the latest technology for use with the disabled. He was successful with the first extra-sensory (ultrasonic) input for a human and with the first purely electronic communication experiment between the nervous systems of two humans. His work is now used as material in advanced level physics courses in the UK and in many university courses including Harvard, Stanford, MIT & Tokyo. His implants are on permanent display in the Science Museums in London and Naples.



New Business Models & Social Practises
2nd Day Main Conference



Dr. Walter Hehl
IBM Research

🕒 9.10

**Global Outlook:
Status and Trends in
IT as Viewed by IBM
Research**

The talk is based on the Global Technology Outlook 2006 (GTO) of IBM Research, an annually updated vision of the future of IT. Although limiters in chip performance are visible, the technology progress will continue and confirm the 'singularity' in cultural history. Progress on the low end will lead to the proliferation of sensors and, functionally, to event-driven systems which became active and will extend globally, from finance systems and video surveillance systems to multi-user games (MMORPG's). Software is going through rapid evolution at all levels - from foundation, enterprise services to "Web 2.0": Mainly driven by 'community effects' such as Eclipse.org or Wiki's, a new level of flexibility is developing. And, last not least, the dematerialization and commodization of parts of IT lead to an emphasis on social and human aspects of IT and support of people by IT-services and IT develop to a key issue.

Walter Hehl holds a PhD in Natural Sciences. He is currently the content manager of the 'Industry Solutions Lab Zürich'. This Lab is the European executive briefing center of the Research Division of IBM and a global meeting place of executives and politicians with IBM researchers and consultants. He started his career at IBM's development laboratory in Böblingen (Germany). He became the content manager for IBM's European Industry Solutions Lab in Stuttgart, then in the IBM Research Lab Zürich. He is responsible for the technologies and solutions used to represent actual trends in IBM Research and in the industry. His special interests are the trends in technologies and the management of innovation in large enterprises and in the society.



Matt Locke
Head of Innovation,
BBC New Media

🕒 9.45

**Open Innovation at
the BBC**

As internet technologies are maturing and adoption levels are now in the majority, the landscape of innovation is changing. We are moving from a

world of long-term R&D that was primarily located in research labs and academia, to a vast distributed network of "lead-users", who innovate via collaborative social networks. Matt Locke will talk about how the BBC is responding to this new innovation landscape, and describe various pilot projects including Backstage and Innovation Labs.

Matt Locke is Head of Innovation for BBC New Media & Technology. He is responsible for developing and running research programmes within the BBC and with external partners, including developing academic and industry partnerships, and developing open innovation initiatives like <http://backstage.bbc.co.uk> and <http://open.bbc.co.uk/labs/>. Before that, he was Head of Creative Research & Development within the same division. Creative R&D worked with New Media production teams across the BBC on mid to long term innovation development, helping analyse trends and develop product and service ideas for 3-5 years out. The Dark House - an interactive radio horror story jointly developed from an Innovation Lab with Radio Drama, Radio & Music Interactive & Radio 4 - won the Technical Innovation prize in the 2004 Interactive BAFTA awards.

He is a regular participant on working groups and advisory boards for other public sector projects and organisations. Before joining the BBC, Matt worked as a curator and writer, specialising in the social adoption of technology and the cultural impact of digital technology, and still continues to write regularly about these themes for journals, websites and his own site at www.test.org.uk



Markus Merz
Founder and Maintainer
OScar-Project

🕒 10.50

**The OScar Project –
Reinvent Mobility**

It is the goal of the OScar Project to develop a car according to Open Source principles. In the maintainer's opinion, a car is not a vehicle full of high-tech gadgets. Instead, the OScar Team is looking for a simple and functional concept to spread mobility. Form follows function. Apart from that, OScar is not just a car. It is about new ways of mobility and the spreading of the Open Source idea in the real (physical) world. On the website, you will find a great community of developers and drivers who want to invent mobility new and together. The project started in 1999. In December 2005, it reached release 0.2. Starting in 2006, everyone is welcome to participate.

Markus Merz completed in 1992 his apprentice-

ship in agriculture in Bavaria, Germany, followed by an internship in Upstate New York. From 1993-1994 he studied Ecological Agriculture in Landshut / Schönbrunn. In 1994 Markus became Project Manager at BMW, responsible for Production and International Marketing. 1998 he founded monocom, merz and friends – an international communications agency. Since 1999, he is the founder and maintainer of theoscarproject.org, a project to develop a car according to the open source principles.

again, he has to look at the major trends of our times: globalization, individualization, the information society. Matthias Horx now works as a consultant for well-known companies, runs his own Zukunftsinstitut with offices in Frankfurt and Vienna. Matthias Horx is member of the advisory board of the European Futurists Conference Lucerne.



Matthias Horx
Zukunftsinstitut,
Frankfurt/Wien

🕒 11.25

The Art and Misery of Prediction

Futurism is surrounded by bizarre misunderstandings and wild expectations. While a lot of futurists today deny their ability to predict, a media-influenced public and ever more demanding customers ask exactly for this: precise, spectacular forecasts about everything. For the futurist this causes an unsolvable dilemma: If he does his job responsibly, he is out of business, because nobody is fascinated. If he "talks in tongues", he will be listened to, but at the price of becoming a clown and entertainer. This speech analyses the different roles of predictors, gurus, forecasters and cool hunters with a lot of funny and serious examples. Main thesis: The business of forecasting is shifting from "Prediction" to "Changing MINDSETS". From Scenario-Projects to continuous Awareness Systems, which can be implemented in politics, business and personal life.

Matthias Horx is the most influential trend analyst and futurist in the German-speaking world. He studied sociology in Frankfurt and in the 1980's he embarked on a career in journalism. In 1992, he co-founded the TRENDBÜRO Hamburg agency. For more than 20 years, he has been avidly following the change processes in our society. He looks at how values have changed, and analyzes new technologies and the culture among today's youth. He examines changes in product aesthetics, and what people consider to be "style." Time and time



Prof. Bjorn Lomborg
Copenhagen Business School

🕒 12.00

How to Choose the Future: The Copenhagen Consensus Priorities

The Copenhagen Consensus make us prioritize our spending. It essentially asks: "If you had \$50 billion to do good, what would you do first?" This approach has been used for world priorities with Nobel Laureates and UN ambassadors, and we're working to set priorities for Latin America and the EU environment. To make priorities we need to value changes in long-term projections – and this is where economists need the input from futurists.

Bjorn Lomborg is adjunct professor at the Copenhagen Business School, and author of the best-selling "The Sceptical Environmentalist", where he challenges our understanding of the environment, and points out how we need to focus our attention on the most important problems first. His book has been published in the major languages around the world and he is a frequent participant in the current debate. In May 2004 he organised the "Copenhagen Consensus" which brought together some of the world's top economists. Here they prioritised the best opportunities to the world's big challenges, essentially answering the question: If we want to do good, where should we start? Bjorn Lomborg was named one of the 100 globally most influential people by Time magazine in April 2004. Foreign Policy and Prospect Magazine had him listed as the world's 14th most influential intellectual in October 2005.





Alternative Programme Future Seminars

Who should attend: The Future Seminars are an opportunity for marketers, innovators, strategists, and media professionals.

The Future Seminars are presented by private partners of the European Futurists Conference.

Attention! Some of the Future Seminars take place at the same time as the Pre-Conference.

Britain and the USA and is author of the recent books Der ZukunftsManager – Wie Sie Marktchancen vor Ihren Mitbewerbern erkennen und nutzen (The Future Manager – How to perceive and seize opportunities before your competitor) and Das ZukunftsRadar (The Future Radar – Trends, Technologies and Issues of the Future). Pero Micic is consultant to many of the worlds leading companies. He helps them to systematically elaborate and analyze future scenarios, to perceive and to seize future opportunities at a very early point and to implement FutureManagement in the management process. Micic and his FutureManagementGroup develop and provide methodologies, workshops, studies and services for FutureManagement and thus set links from futures research to practical business.

means for opportunity maximization. Technology is about gadgets to keep their herd (which is huge) together. Work and consumption are platforms for self-realization. As global forerunners the MeWes will definitely challenge old perceptions in business as well as in politics.

During the second part of the Future Seminar, perspectives as well as specific tools that could be used to accelerate the innovation process, using consumer as well as broader social trends as innovation source will be introduced. The framework of the session is drawn from Kairos Future's TAIDA-method presented in the book Scenario Planning – the Link Between Future and Strategy.

Kairos Future is an international futures research and strategy consulting firm specializing in four areas: Consumer, Marketing & Innovation; Leadership, Work & Change; Society & Mega-Trends; Travel & Tourism.

FutureManagementGroup



🕒 8.30 – 12.30

How to See More of the Future with a Practical Toolset

Learn how to design and manage a fully integrated process for foresight and future management with the Eltville Model which has proved its quality and practicability in hundreds of projects. You will get familiar with a process model and a thinking model which serves as a mental map that covers the whole field of foresight and future management.

Visit www.FutureManagementGroup.com/efcl.

Who should attend: Apply for invitation at www.FutureManagementGroup.com/efcl



Pero Micic
FutureManagementGroup,
President of the Advisory
Board European Futurists
Conference Lucerne

Pero Micic is the president of the advisory board of the European Futurists Conference Lucerne.

Pero is internationally known as an expert for FutureManagement. He is chairman of FutureManagementGroup AG and president of the Institute for FutureManagement in Eltville, Germany since 1991. Pero Micic studied economics and future studies in Germany, Great

Kairos Future AB



🕒 14.00 – 17.30

Future-Based Innovation & The MeWe Generation

This Future Seminar consists of two integrated parts, a presentation of the "next generation", the MeWe Generation born in the 1980s, and the possible consequences for consumer industry, employers, politics and civil society and an introduction to tools and techniques that could be used to turn consumer and business trends into profitable innovations.

It is aimed at those whose task is to turn trends and futures insight into business insight, innovation and growth.

The first part will be based on a number of surveys and studies conducted by Kairos Future during recent years, among them Nordic Youth, European Youth and the Future of TV. The MeWe Generation was born in the mid-80s and raised during the turbulent 1990s and early 2000s. They are born individualists, but no hard-core egoists. They put friends first and value collective solutions, and they distrust everything and everyone they consider to be superficial. It is an opportunity maximizing generation who considers everything but friends a



Dr. Mats Lindgren
CEO and Partner



Hans Bandhold
Senior Consultant and
Partner

Mats Lindgren is the founder and CEO of Kairos Future and head of its Futures Research Division. Mats has been involved in youth research since 1990.

Hans Bandhold is chairman of the board and senior partner at Kairos Future, and head of its strategy division. Hans is the architect behind TAIDA-labs™ – unique settings where executives together with futurists and strategists identify and evaluate strategies that meet future demands. He is also co-author of the book "Scenario Planning – the Link Between Future and Strategy".

Shaping Tomorrow / ROOS Büro für kulturelle Innovation



ROOS Büro für kulturelle Innovation

14.00 – 17.30

Profiting from Tomorrow by Anticipating the Future

Shaping Tomorrow is currently undertaking a revolutionary Horizon Scanning programme with a global oil giant. The workshop will describe the programme, its objectives, methodologies and results to date. It will provide a hands on look at the methodology which is Internet based and grounded in classic environmental scanning theory. The implications for the extension of this project to other major corporations will be discussed. The possibilities for both internal and external collaborative efforts to advance corporate horizon scanning, strategic thinking, and change management will be demonstrated.



Dr. Michael Jackson
CEO Shaping Tomorrow

Dr. Michael Jackson is a Founder Member and Chairman of Shaping Tomorrow. He advises businesses on dramatically improving their competitiveness through pioneering work on practical Sustainable Business Strategies. With over 30 years' experience in Business Management in the UK, North America and

Europe, he has significant exposure to corporate banking and consumer finance and, latterly, futuring. Mike was Chief Executive of Birmingham Midshires Building Society between 1990 and 1998 where he achieved a dramatic change for the better in the Society's fortunes moving from near oblivion to a highly profitable, customer led and multiple-award winning business in just eight years. He was previously a Senior Vice President with Bank of America who he joined in 1986. He studied at Salford University, Manchester, and holds a Bachelor of Science in Electronics and a U.S. accredited MBA in Operations Research. Michael Jackson is member of the advisory board of the European Futurists Conference Lucerne.

Philips (for media only)

16.00 – 17.00



Strategic Foresight at Philips: Developing Future Value

Josephine Green, Director of Trends & Strategy at Philips Design, will give some insights into future thinking and practice at Philips: How is the Dutch company Philips tracking future trends aimed at developing products, services and systems that people really want - not today, but tomorrow, in about 10 years from now? In Philips Design researchers, from the field of futures, social and human studies, are researching socio-cultural changes, emerging values, needs and behaviours of people. Josephine will show how this information is used at Philips to drive future innovation and growth - both globally and locally - and how new concepts are developed.



Josephine Green
Director Trends & Strategy
Philips Design, Eindhoven

Josephine Green studied history and politics at Warwick University in England. She has worked both in International Sales and Marketing and in Futures and Social Research for Advanced Strategy. Since 1997 she is Senior Director of Trends and Strategy at Philips Design, Royal Philips Electronics. She is responsible for directing research into

Society, Cultures and People and its implementation into the Strategic Futures Programme. This Programme helps customers think about and implement a human focussed approach to innovation and new value creation. The programme researches emerging socio-cultural values, new technologies and new business models, identifies strategic opportunities and articulates these through design.

Alternative Programme Future Seminars

Wednesday, November 22, 2006

- 8.30
till
12.30 **How to See More of the Future with a Practical Toolset**
FutureManagementGroup, Eltville
(prior to Pre-Conference)
- 14.00
till
17.30 **Future-Based Innovation & The MeWe Generation**
Kairos Future AB, Stockholm
- 14.00
till
17.30 **Profiting from Tomorrow by Anticipating the Future**
Shaping Tomorrow, London &
ROOS Büro für kulturelle Innovation, Lucerne
- 16.00
till
17.00 **Strategic Foresight at Philips: Developing Future Value**
Philips, Eindhoven (for media only)



Registration Rates

Pre & Main Conference	Regular	CHF	1750.–	€	1130.–
	NGO / University	CHF	850.–	€	550.–
	Student*	CHF	300.–	€	200.–
Pre-Conference (only)	Regular	CHF	500.–	€	330.–
	NGO / University	CHF	400.–	€	260.–
	Student*	CHF	150.–	€	100.–
Main Conference (only)	Regular	CHF	1500.–	€	1000.–
	NGO / University	CHF	600.–	€	400.–
	Student*	CHF	150.–	€	100.–

Future Seminars

How to See More of the Future with a Practical Toolset presented by FutureManagementGroup AG, Eltville	CHF	500.–	€	330.–
Future-Based Innovation & The MeWe Generation presented by Kairos Future AB, Stockholm	CHF	500.–	€	330.–
Profiting from Tomorrow by Anticipating the Future presented by Shaping Tomorrow, London & ROOS, Lucerne	CHF	500.–	€	330.–
Strategic Foresight at Philips: Developing Future Value presented by Philips, Eindhoven			(for media only)	

If you book a Future Seminar together with the Main Conference, you will get a discount of CHF 150.– or € 100.– on the regular Main Conference fee.

* For student rate, please send a copy of your current student ID by e-mail to willi@european-futurists.org or fax +41 41 240 63 38, or non-student rate will apply.

**For programme updates, please refer to: www.european-futurists.org.
Programme is subject to change.**

Cancellation Policy

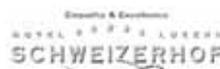
Registration refunds can only be made upon receipt of a written request, until August 31, 2006 free of charge. Registration refunds until October 22, 2006 will be subject to a CHF 100.– administration fee. No refunds will be given after October 22, 2006. Substitutions are welcome any time. Please send your request to the EUROPEAN FUTURISTS CONFERENCE by e-mail to: willi@european-futurists.org or by fax to +41 41 240 63 38.

Founding Partners:



FutureManagementGroup AG, Germany
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Venue

Culture and Convention Centre Lucerne
Europaplatz 1
CH-6000 Luzern/Switzerland
www.kkl-luzern.ch

Accommodation

For accommodation you may profit from special rates at recommended hotels in Lucerne, Switzerland. For more info: www.european-futurists.org.

Contact

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LUCERNE FESTIVAL

LUCERNE FESTIVAL, PIANO
November 20 – 26, 2006

The festival focusing on keyboard instruments is unique in Europe for the range of piano music it offers, ranging from classical to jazz, performed on modern and historic instruments. Featured artists 2006 include Hélène Grimaud, Lang Lang, Alfred Brendel, Evgeny Kissin, Güher and Süher Pekinel, Konstantin Scherbakov, Andrei Gavrilov and Maria João Pires. The PIANO Off-Stage! festival will take place alongside classical concerts in the stylish bars of Lucerne. For six nights, internationally renowned jazz piano players will show off their virtuosity. For further information www.lucernefestival.ch