



FUTURES PLATFORM

Kohti tulevaa - Ennakointiakatemian jatkotyön käynnistys 21.9.2022

Futures Platform/ira.stening@futuresplatform.com

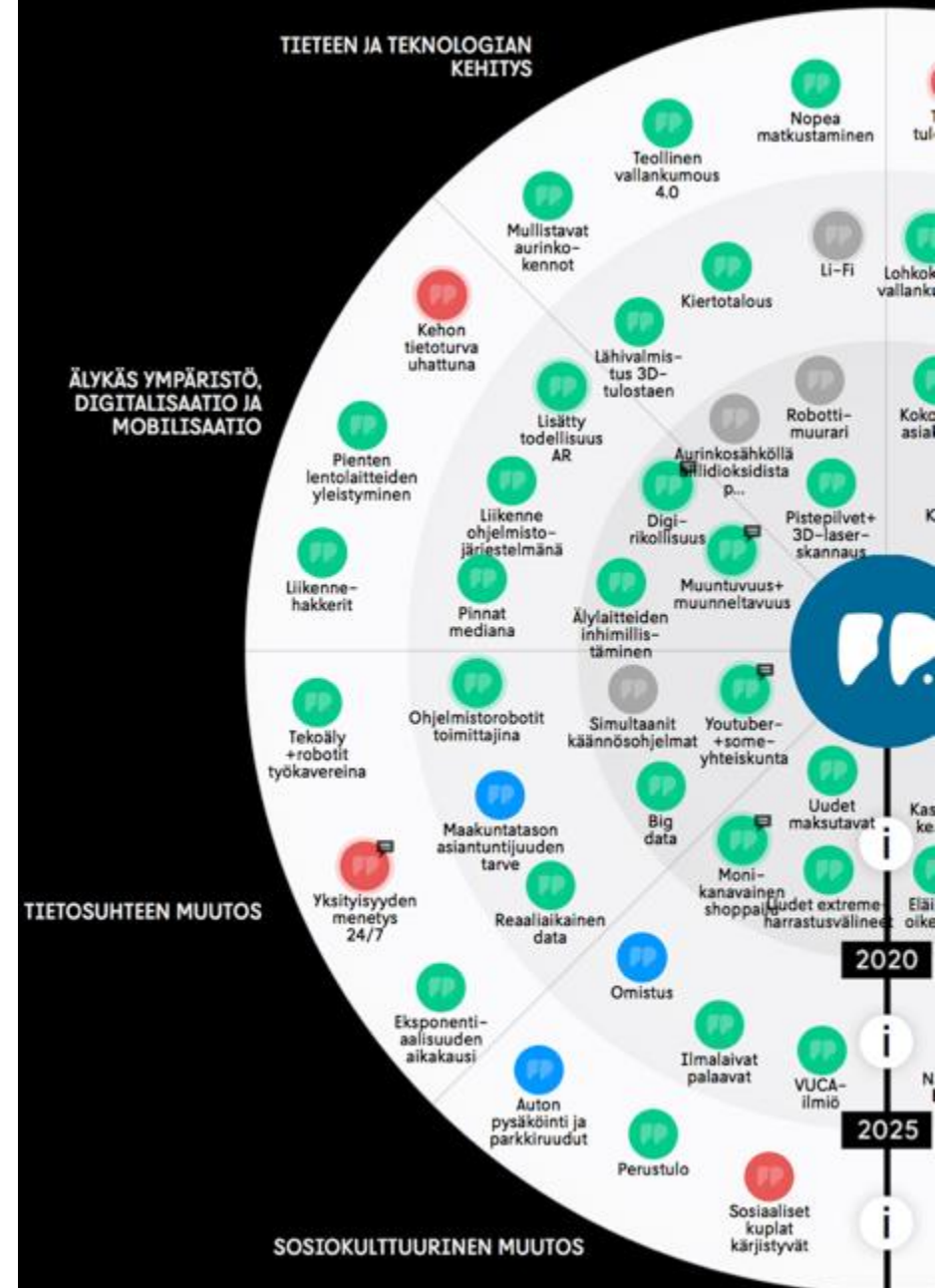
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KALEVANKATU 3 B, FI-00100 HELSINKI

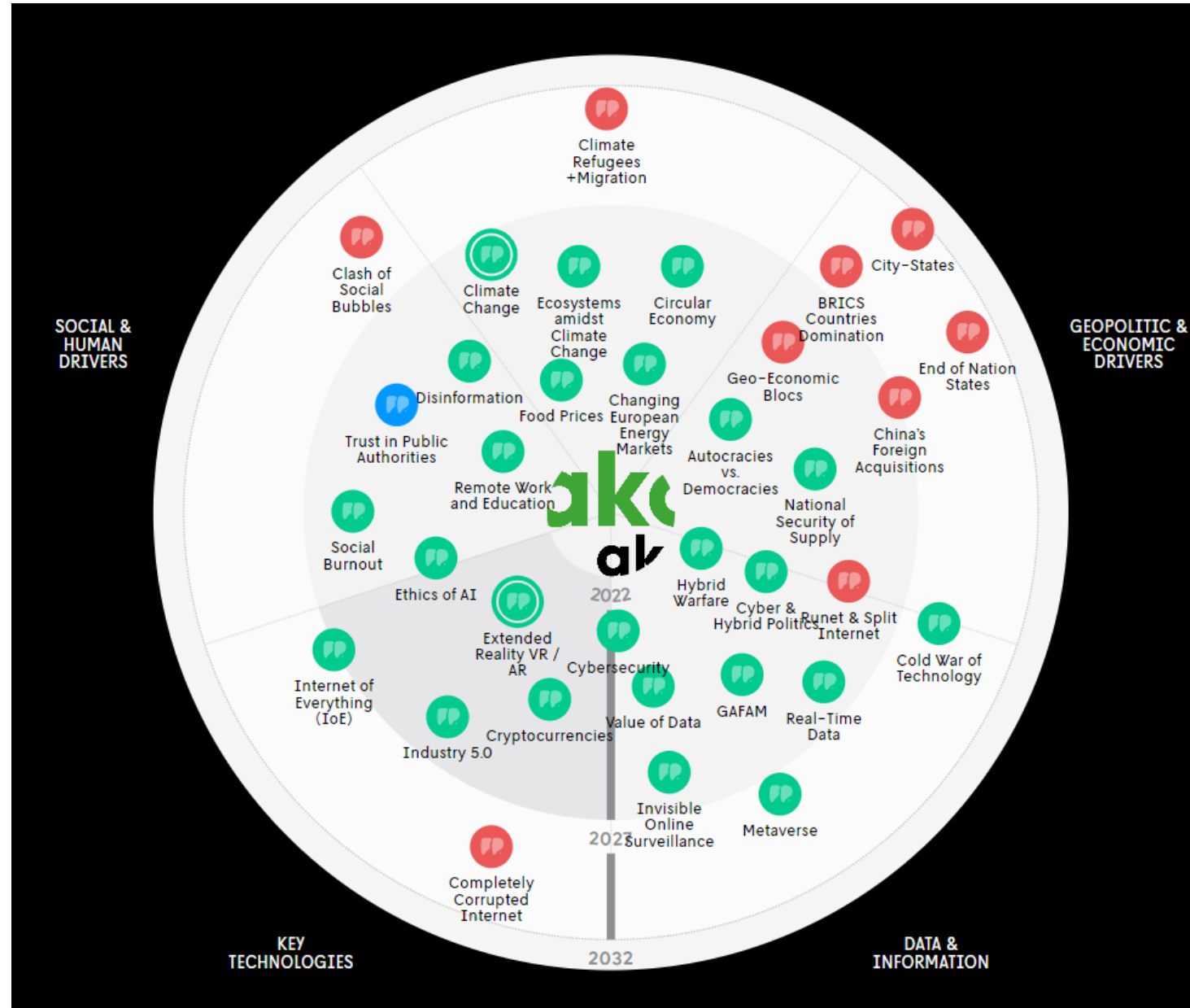
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Ennakointiakatemia x Futures Platform

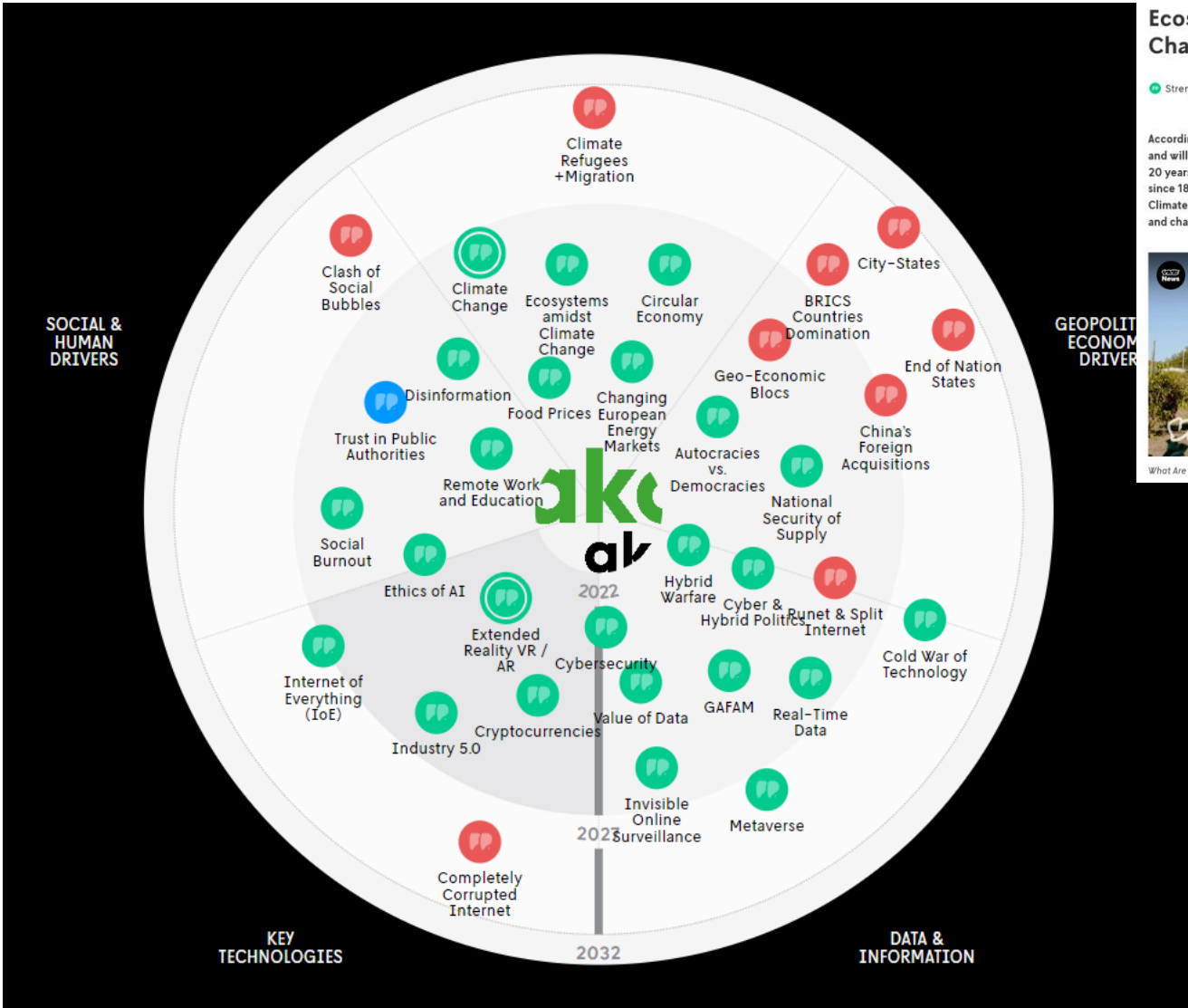
1. Ajankohtaiset toimintaympäristön teemat ja ilmiöt: sovellettu PESTE 2022-2032: nousussa syksyllä 2022 (näkyvät asiakastyössä -> tarkistuslista klustereiden työskentelyyn)
2. Vinkit uusista ilmiöistä ja ilmiökokonaisuuksista
3. Työryhmätyöskentelyä tukevat toiminnallisuudet (tilapäiset käyttäjätyypit)
4. Tulossa: skenaariotyökalu (alustavasti testattavissa 11-12/2022, jos aikaa jää)
5. Kysymyksiä & kommentteja



Toimintaympäristö 2022-2032: usein toistuvat teemat (syksy 2022)



Toimintaympäristö 2022-2032: usein toistuvat teemat (syksy 2022)



Ecosystems amidst Climate Change

Strengthening | 2029-2039
Crowdsourced: 2035

According to the majority of experts, climate change is accelerating and will potentially threaten even the existence of humans. In the last 20 years, Earth's average temperature has been at the highest levels since 1880. Also, the record temperatures are from recent years. Climate change affects the living conditions of both animals and plants and changes the ecosystems in significant ways.



What Are the Solutions to the Climate Change?

Changing European Energy Markets

Strengthening | 2022-2024
Crowdsourced: 2025

Europe has witnessed unprecedented high energy prices recently, and there might be no return to low prices in the foreseeable future. Several factors have contributed to the situation. High taxation to phase out fossil fuel electrification of transport, the newest driver that is unprecedented change in the continent's need to self-sufficient.



What Happens if the World is Not Prepared for an Energy Crisis?

Food prices have been changing drastically. The Food and Agriculture Organization (FAO) counted that the average world market food price increased 20.7% from February 2021 to February 2022, particularly noticeable in the sale of oil, dairy products, cereals, and meat. Covid-19 is believed to have been a major cause of the fluctuation. Yet, the eruption of the Russo-Ukrainian War is about to cause an enormous food crisis and raise food prices much further since the two states account for approximately 30% of global wheat exports. The countries that depend on Ukrainian and Russian products have already suffered severely. The continuation of the war can make food prices too high for many more people in the future.

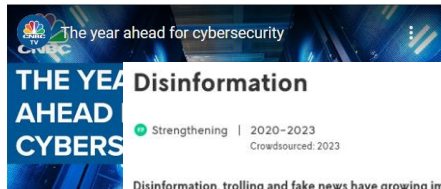


Food prices are high and going to rise

Cybersecurity

Strengthening | 2020-2023
Crowdsourced: 2022

The significance of cybersecurity increases continually at state, company and individual levels. Cybercriminals seek to advance both software and human-related vulnerabilities for, e.g., economic gains or stealing information. The annual losses caused by cybercrime are counted in billions.



The Year Ahead for Cybersecurity

Disinformation

Strengthening | 2020-2023
Crowdsourced: 2023

Autocracies vs. Democracies

Strengthening | 2024-2028
Crowdsourced: 2023

Globalisation has led to ever-tightening international competition that affects nearly everything around us. With the geopolitical, economic and technological competition that keeps fiercer, there is an emerging struggle in the international arena for global hegemony between two competing camps: democracies and autocracies. In the coming decade, a new cold war between the democracies centred around the leadership of the US and the authoritarian nations led by China and supported by Russia is most likely to ensue. Other countries may increasingly have to choose which camp their allegiance goes.

Need for the Culture of Preparedness

Strengthening | 2024-2028
Crowdsourced: 2026

A culture of preparedness refers to a conscious and planned effort by the government to help various local communities to build up their resilience in the face of disasters. Community resilience is based on the utilization of local resources, which enable the residents to be prepared to withstand shocks also in situations in which government help is not immediately available. A culture of preparedness includes both the local capacities and networks and a sense of urgency about maintaining them.



New UK Cyber Strategy to Build Resilience



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CYBER SECURITY

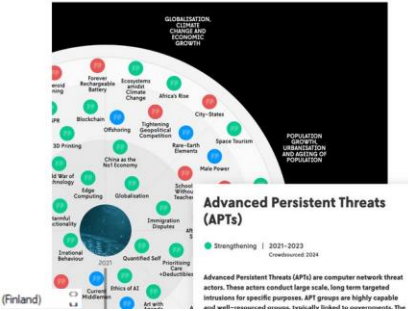
EXCLUSIVE ADD-ON CONTENT PACKAGE IN COLLABORATION WITH

Cyberwatch Finland

FROM FRIGHTENED REACTIONS TO PROACTIVE PREPAREDNESS

Pull in the commander's hat and form a solid understanding of where the cyber world is headed in the future. This will help you to maintain a balanced understanding of the risks, anticipate potential disruptions, and also make sure you are well-prepared to advance.

With this add-on content package you will get a comprehensive security think tank worldwide, you get



Esimerkkejä teemakokonaisuuksista Futures Platformin aineistoissa

ENSURE YOUR BRAND STANDS THE NEXT DECADES OF DISRUPTION

3 Trends Driving the Future of Cities and Urban Living

Take the driver's seat in the future of cities and urban living. Headed in the future of cities and urban living. Consumer brands are heading in the future of cities and urban living.

As we go through the biggest wave of urbanisation in human history, how we plan, build and live in cities is being re-invented.

With this add-on c



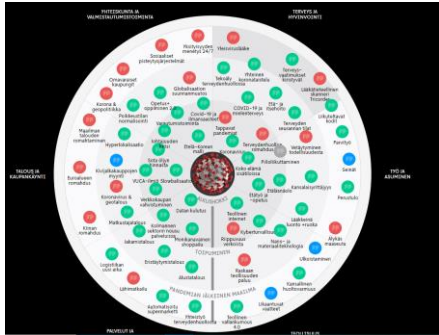
FUTURE OF FINANCE & BANKING

Discover what's next in the finance sector and future-proof your strategies with Futures Platform's cutting edge foresight tools and services

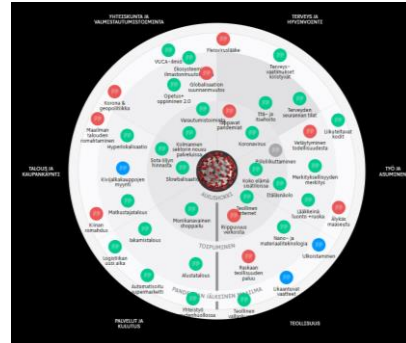


Working with Futures Platform: Refining the Future View collaboratively

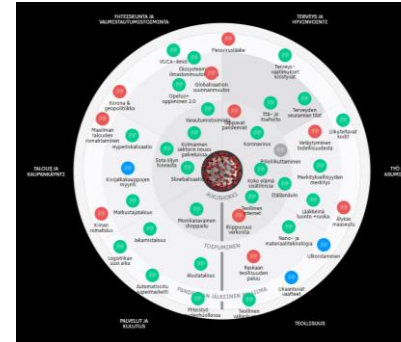
1. Starting point Customized Future of X



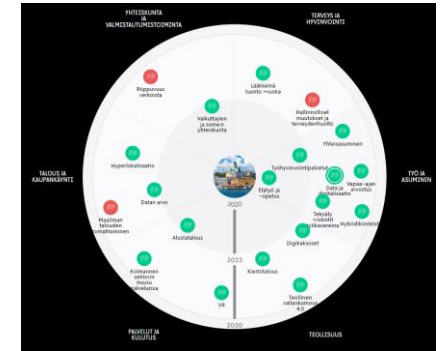
2. Analyze the future of your operating environment further, (prioritize)



3. Enrich the view on your operating environment (what's missing?)



4. Futures of X & key trends in your operating environment



CONTEXTUALITY & VALUE OF INFORMATION



Ira Stening

Senior Consultant, Foresight Capability Management, Futures Platform

- Ira is a senior consultant and practitioner of strategic foresight. She has worked for 20+ years with multinational corporations in the construction, telecommunications and energy sectors on topics relating to foresight based competitiveness. She also mentors startup founders and their boards on sustained competitive edge
- With Futures Platform she works with clients in the Nordics, EU and North-America, leading strategic foresight projects in the domains of higher education, science & research, energy & infrastructure and public service. Recent themes include Futures of Work, Futures of Education, Coupling of geopolitics & technologies and Virtual worlds & Metaverses.
- In the past year she has supported clients in setting up forward-looking horizon scanning of their respective competitive environments and facilitated foresight workshops for management teams, boards and teams of experts. In addition, lead several projects on scenario-based strategy work and designed & implemented client specific measures to build future awareness and used the foresight radars and phenomena by Futures Platform as an integral part in collaborative and future oriented work.
- M. Sc. (Econ & Business Administration), Certified Board Member (Finnish Chamber of Commerce), Futurist (CFAR Certified, Centre for Futures Intelligence & Research, degree 80 % complete)

