

Vision 2035 - Ask the Crystal Ball

Johan Peter Paludan

The Copenhagen Institute for Futures Studies

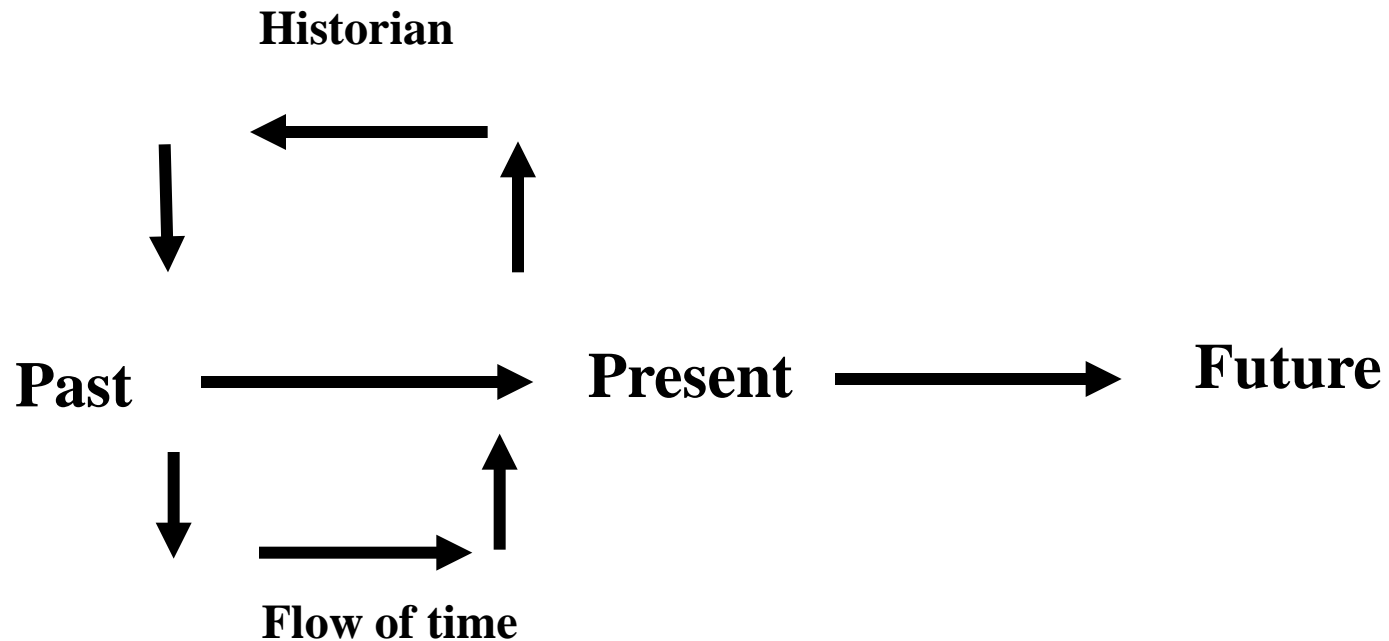
- Founded by Thorkil Kristensen in 1970
- Private, non-profit organisation
- Memberbased – members i DK, S, N and rest of Europe
- Crossdisciplinary think tank
- Staff 25



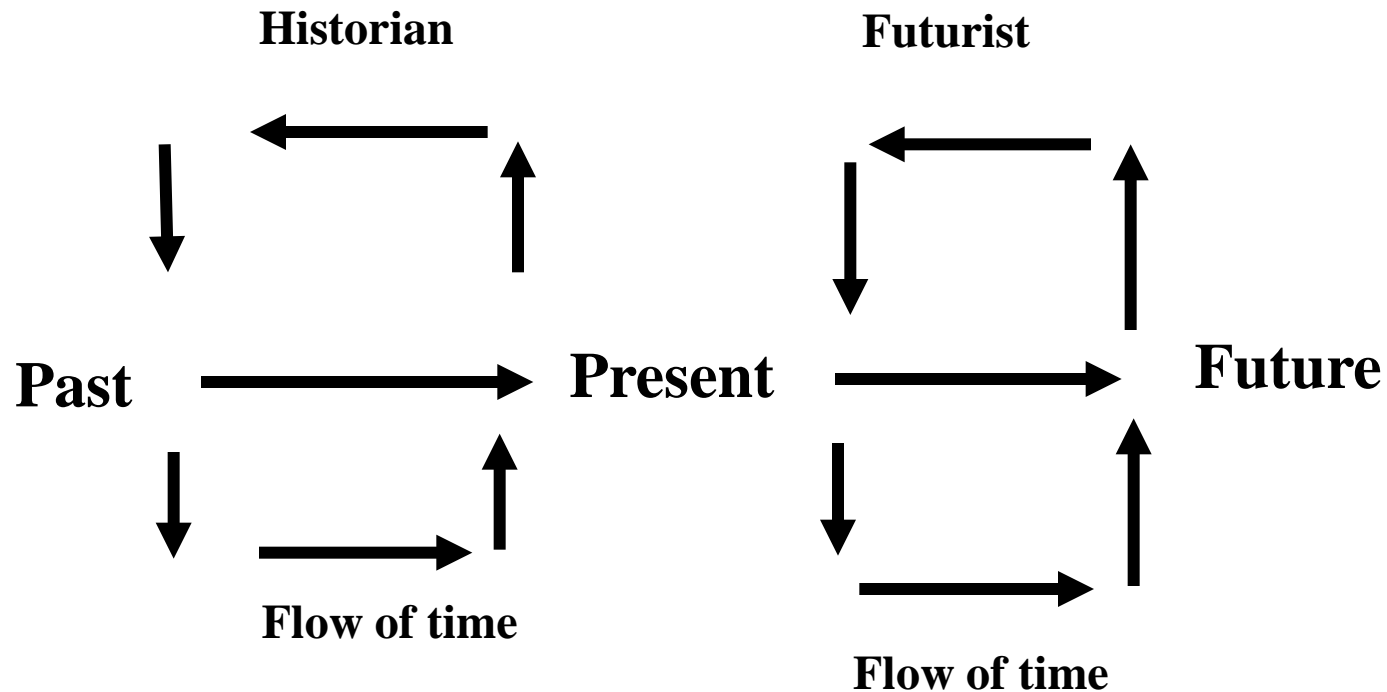
Times past present and future



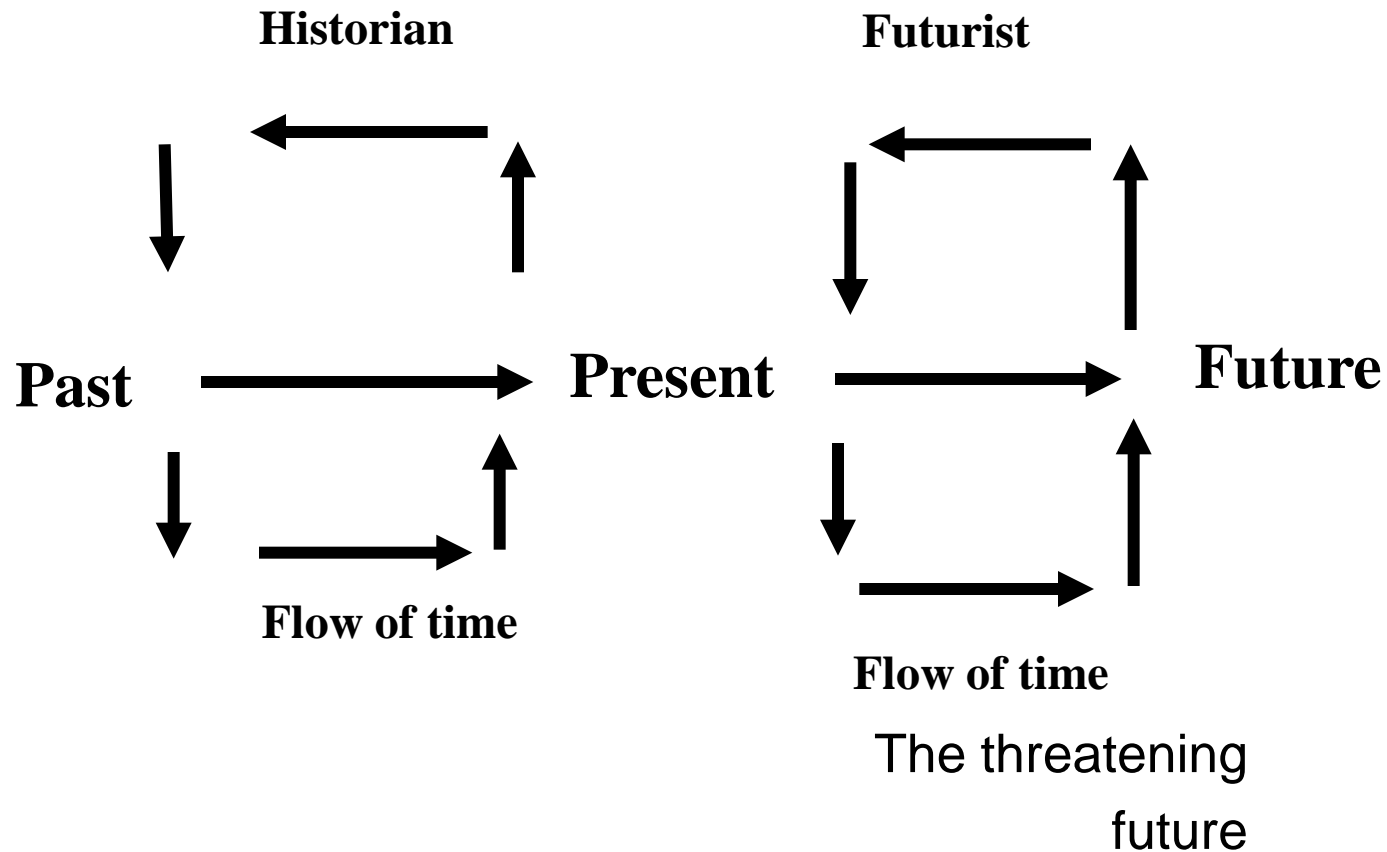
Times past present and future



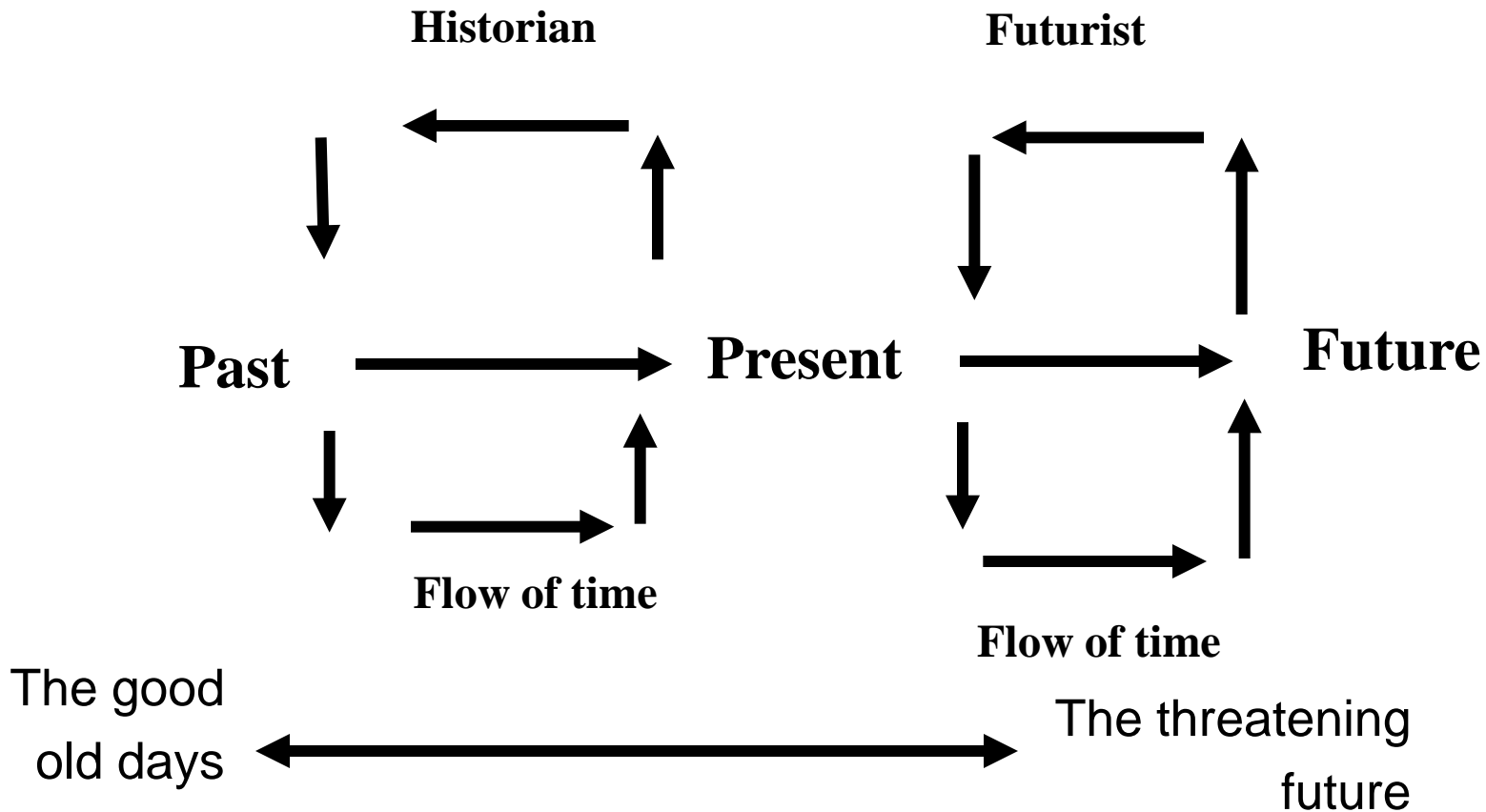
Times past present and future



Times past present and future



Times past present and future



- **The future is already here, but it is unevenly distributed.**

William Gibson

We must start out with the premise that forecasting is not a respectable human activity and not worthwhile beyond the shortest periods.

Peter Drucker

There are two classes of forecasters:
Those who don't know and those
who don't know they don't know.

J.K. Galbraith

Chance favours the
prepared mind

Louis Pasteur

USA, 1958: "This is your future"

Copenhagen Institute for **Futures Studies**

Instituttet for **Fremtidsforskning**

3D Color TV
Wall-Panel

Slide-back Roof

Personal Helicopter &
Roof Landing Area

Moving Stairway

House-control
Panel



Glass Walls

Dust-free Floors

Menu Selector &
Microwave Stove

Giant-size
Fruit

Ultrasonic
Laundry

Electrical
Heat Unit

Phono-vision
Receiver

Ways into the future

- Prognoses
- Trends
- Megatrends
- Scenarios
- Wildcards

Acceleration

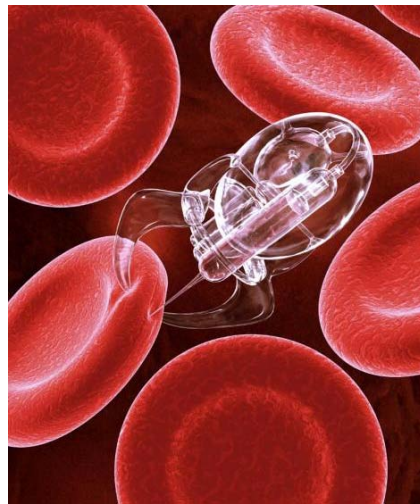


New Technology

Biotech



Nanotech



IT / Digitalisation



The future domestic

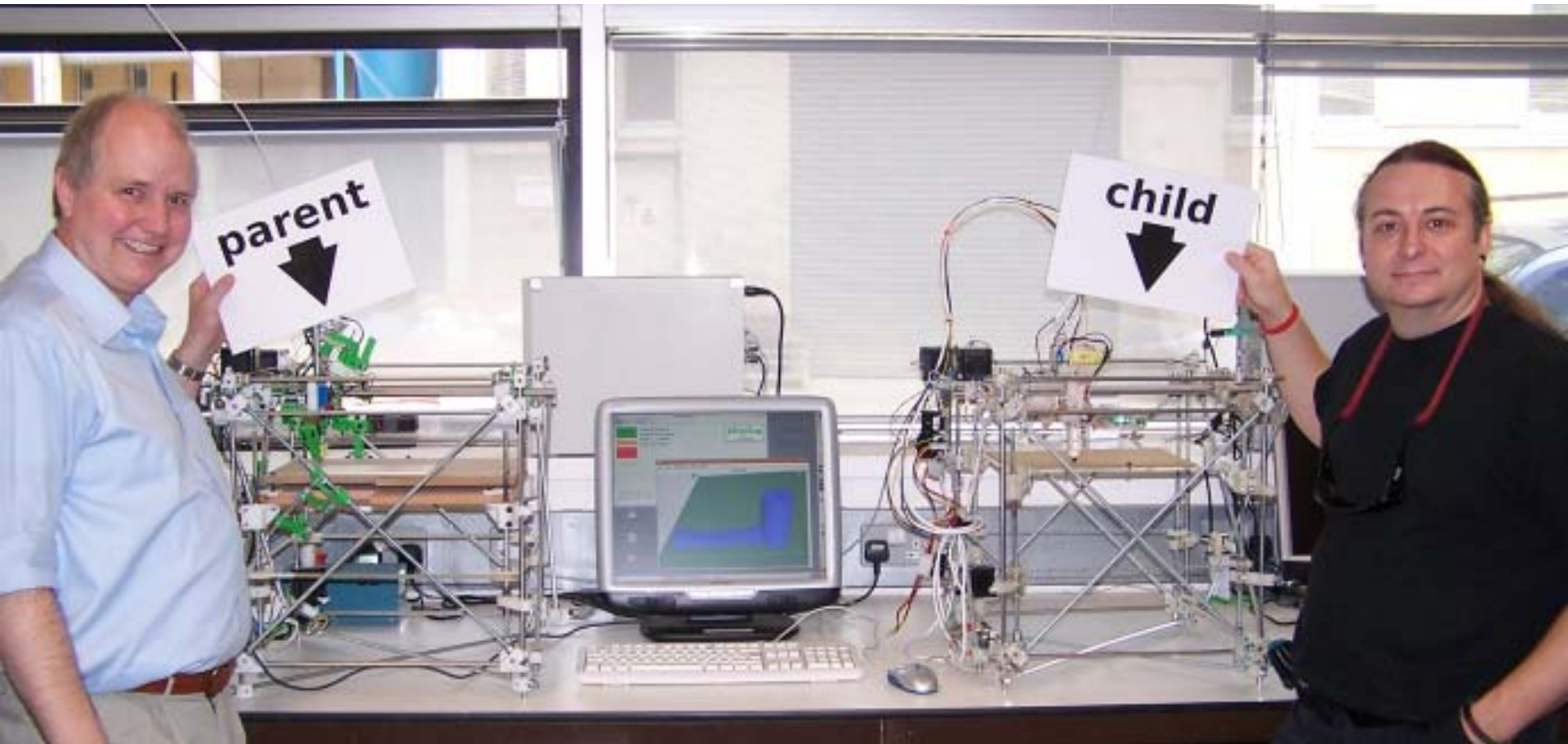


The supper of the future?



Selfreplicating printer –

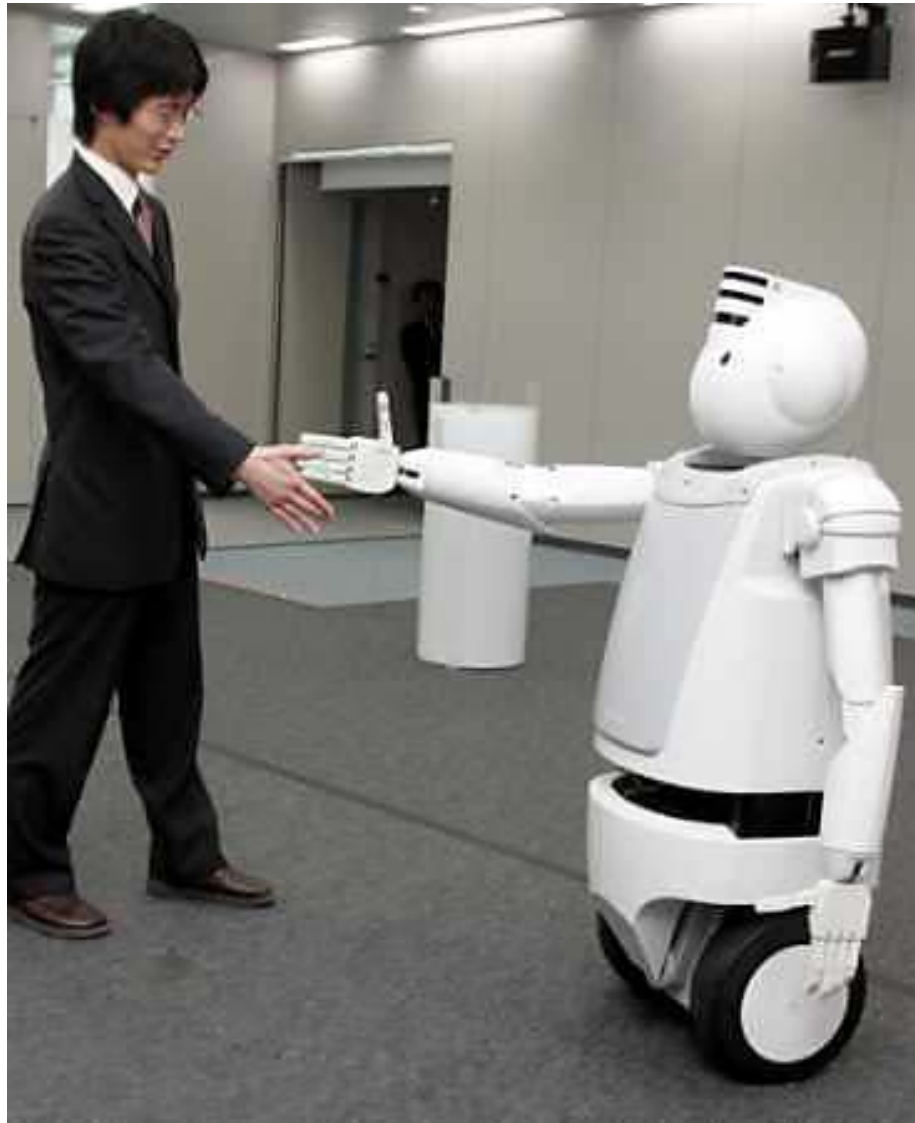
Printing light sources in the future?



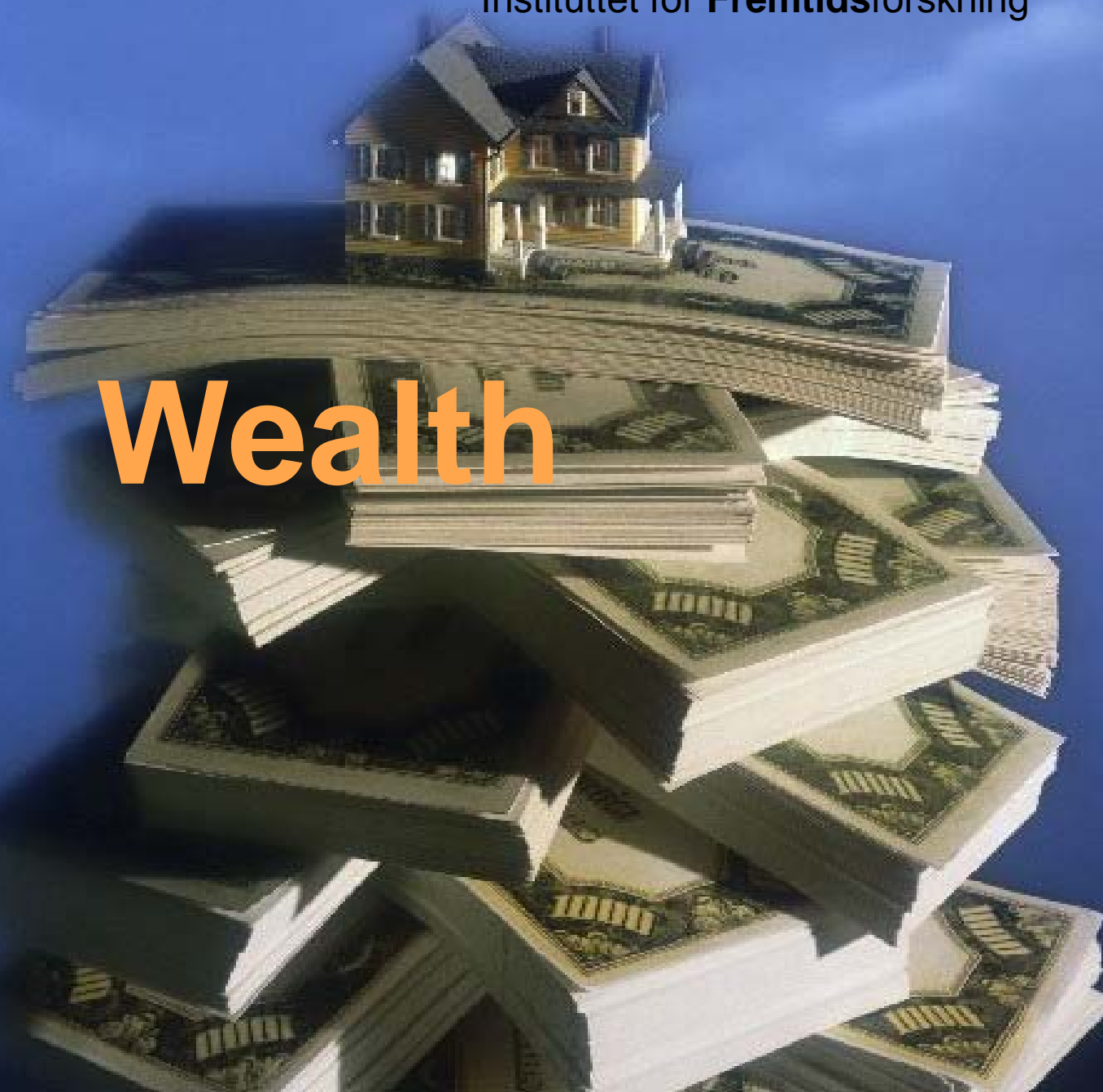


Espresso Book Machine



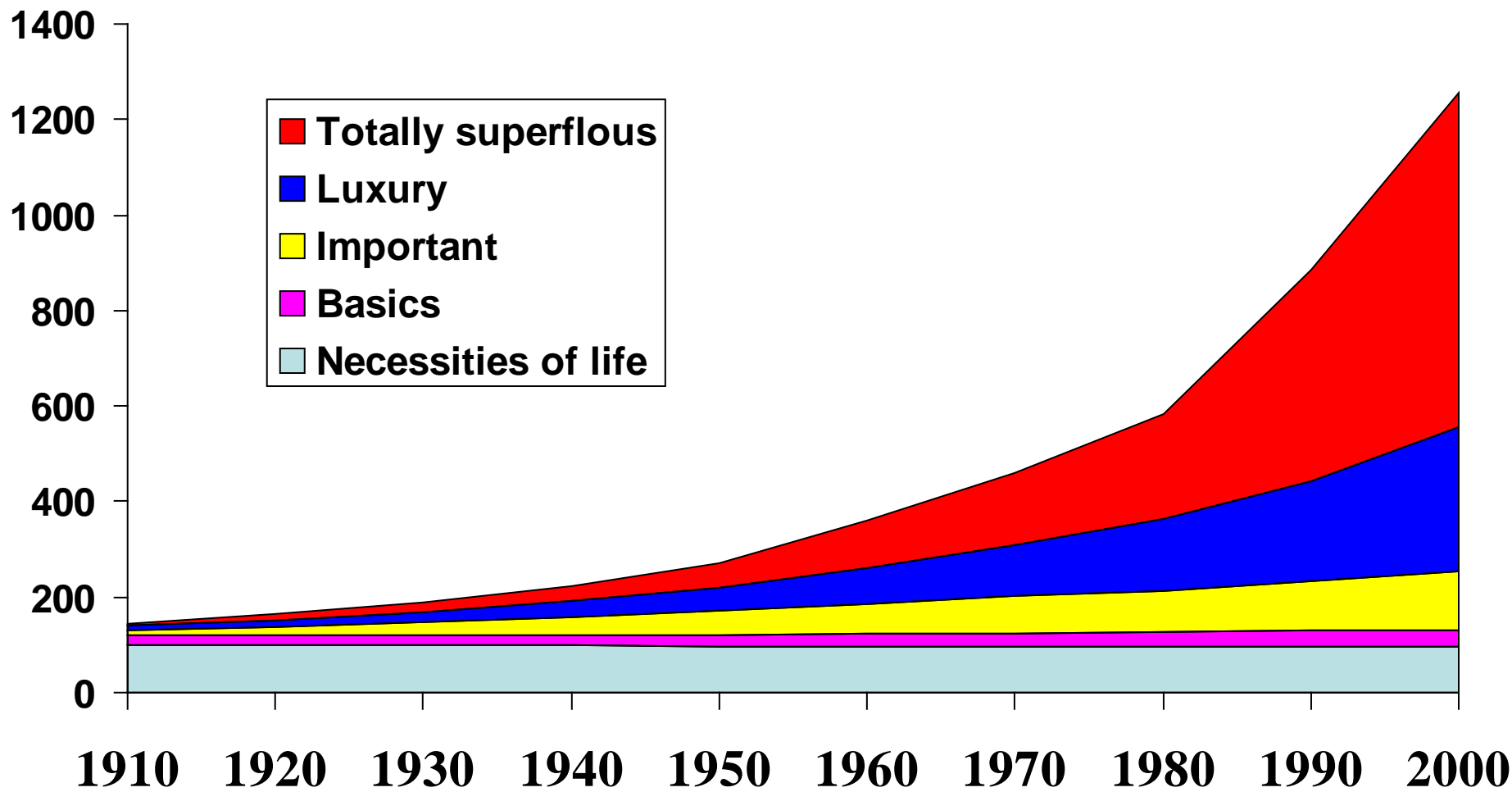


The CEO greets the new employee



Wealth

Consumption

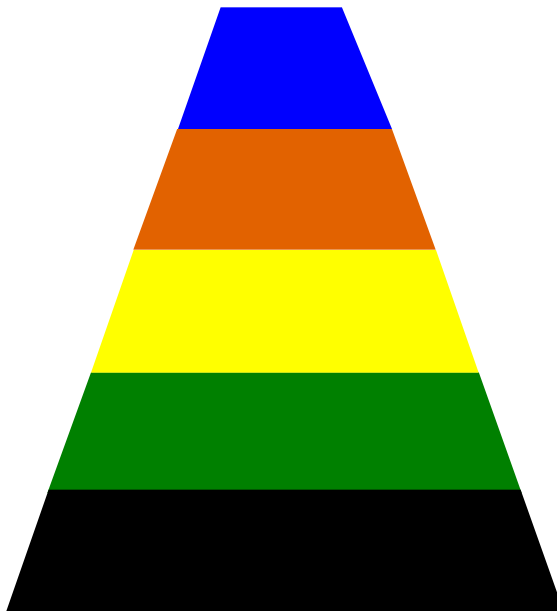




100 ml 43Euro

Maslows needs hierarchy

Traditional shape



Selrealisation

Acknowledgment

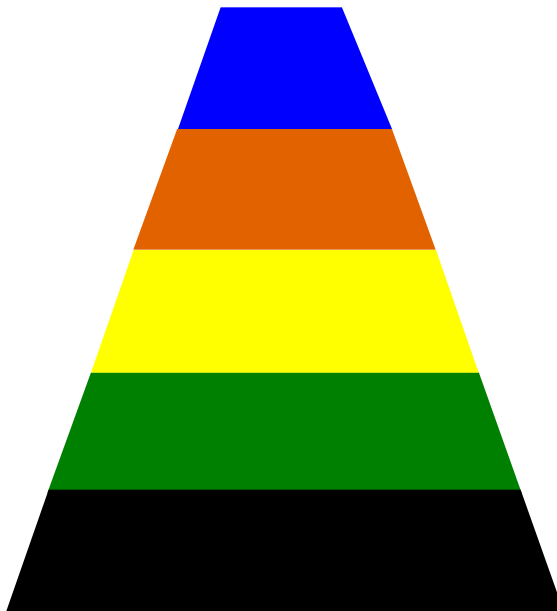
Social needs

Safety

Physical needs

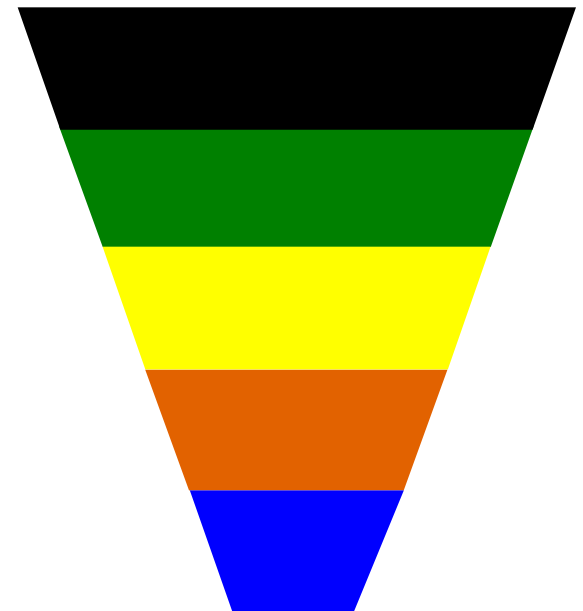
Maslows needs hierarchy

Traditional shape



Modern shape

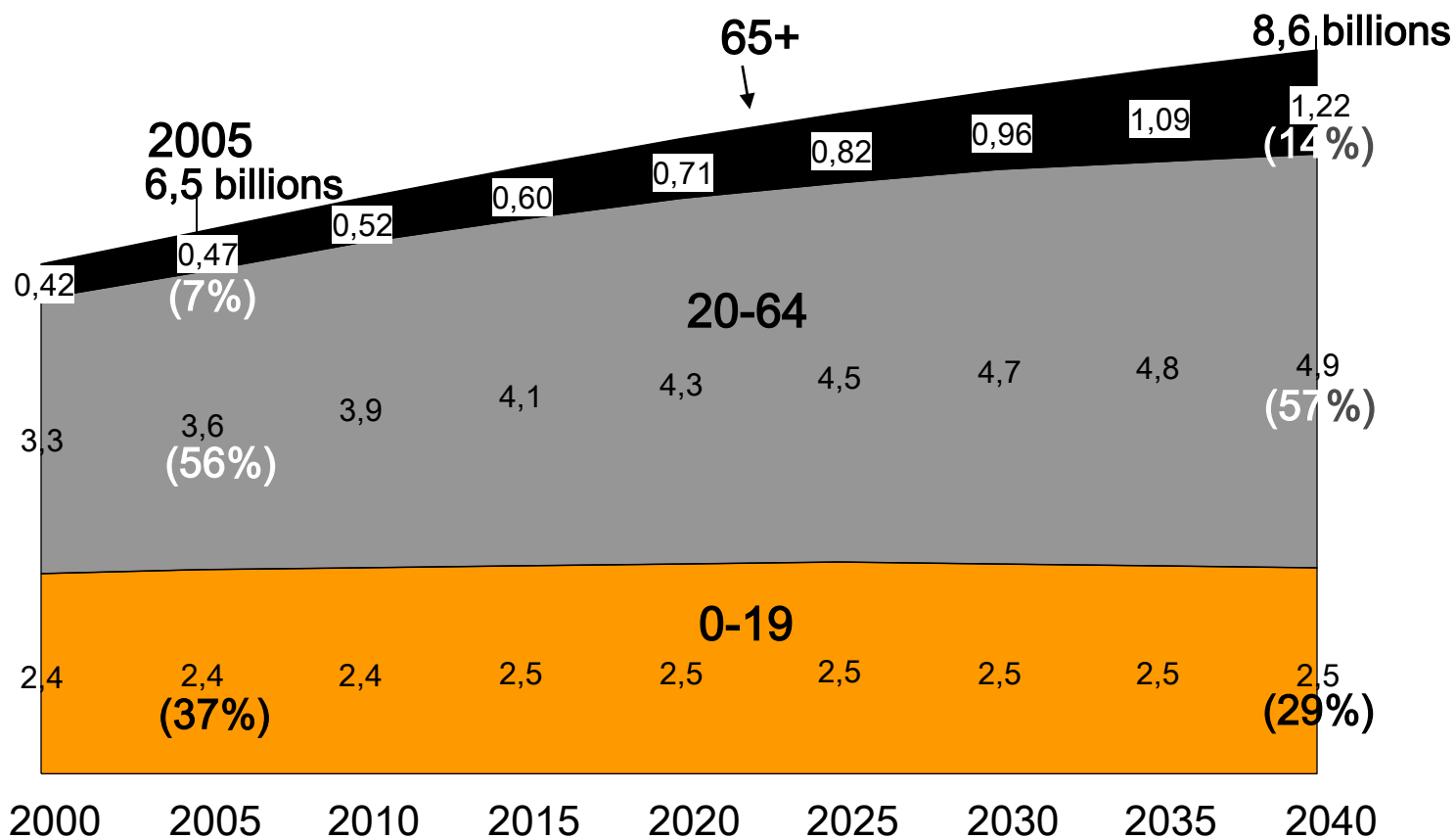
Selvrealisation
Acknowledgment
Social needs
Safety
Physical needs



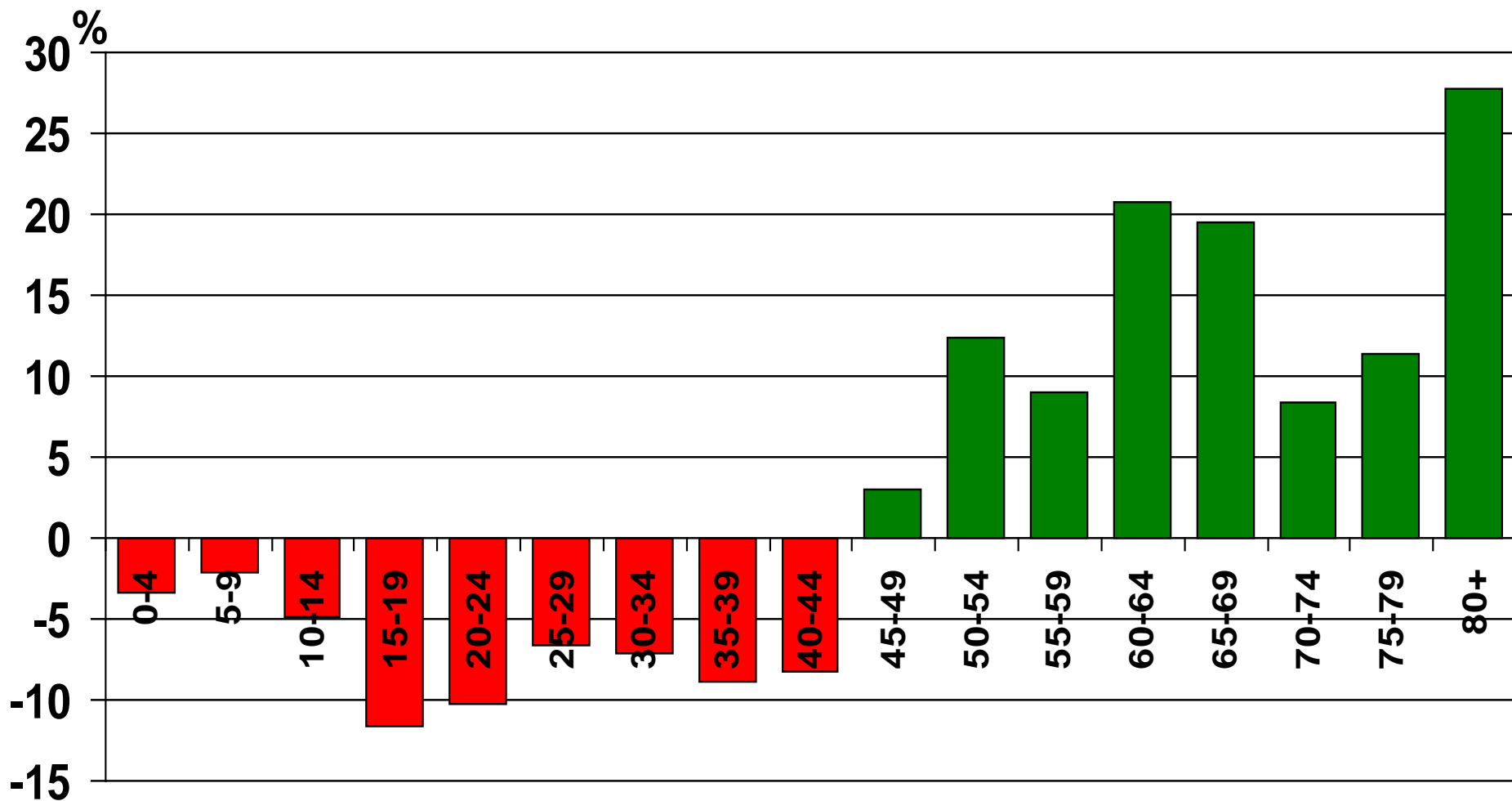


Demographics

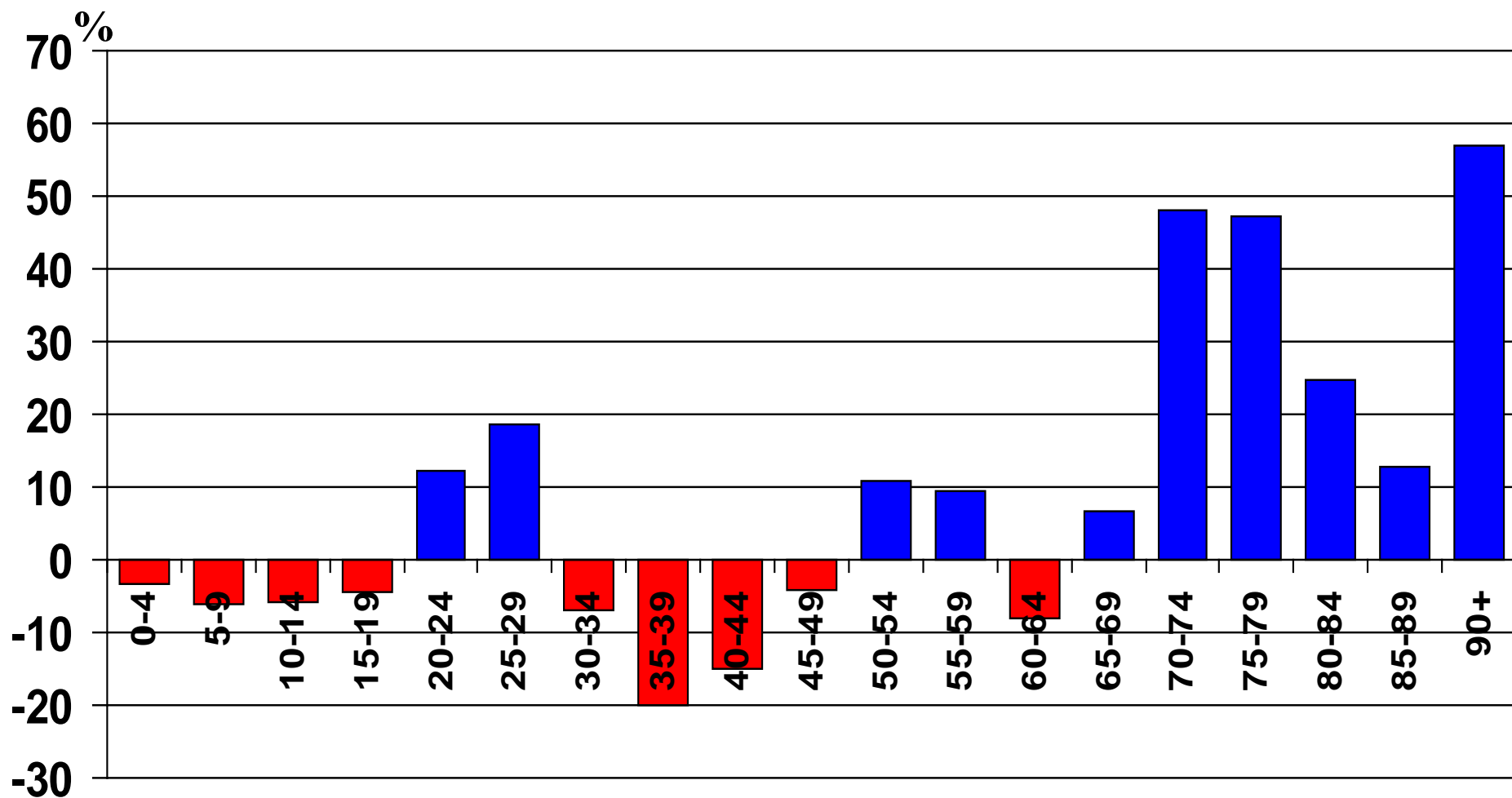
World population 2000-2040



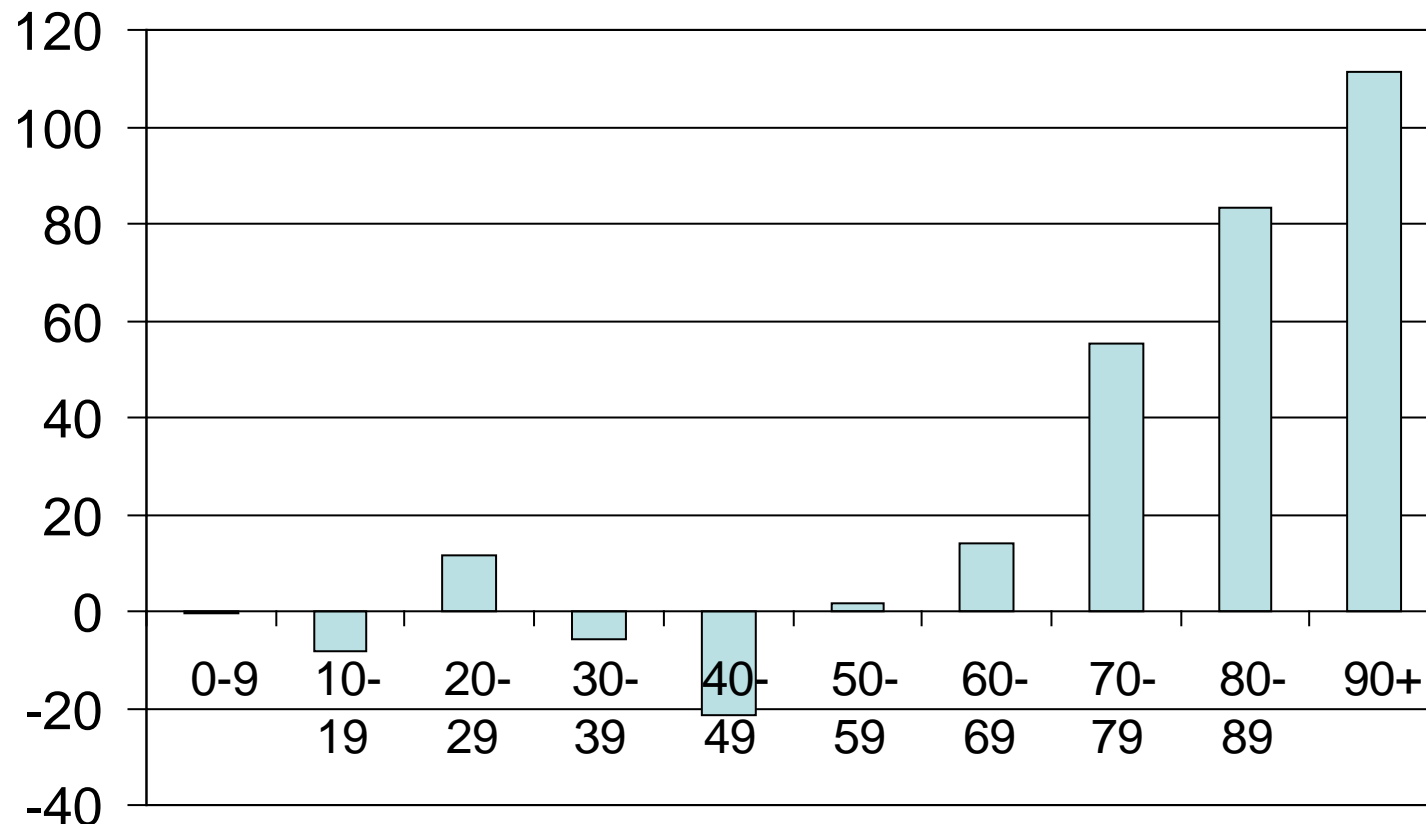
EU-25 population projection 2007-2017



Demographics Denmark 2010-2020

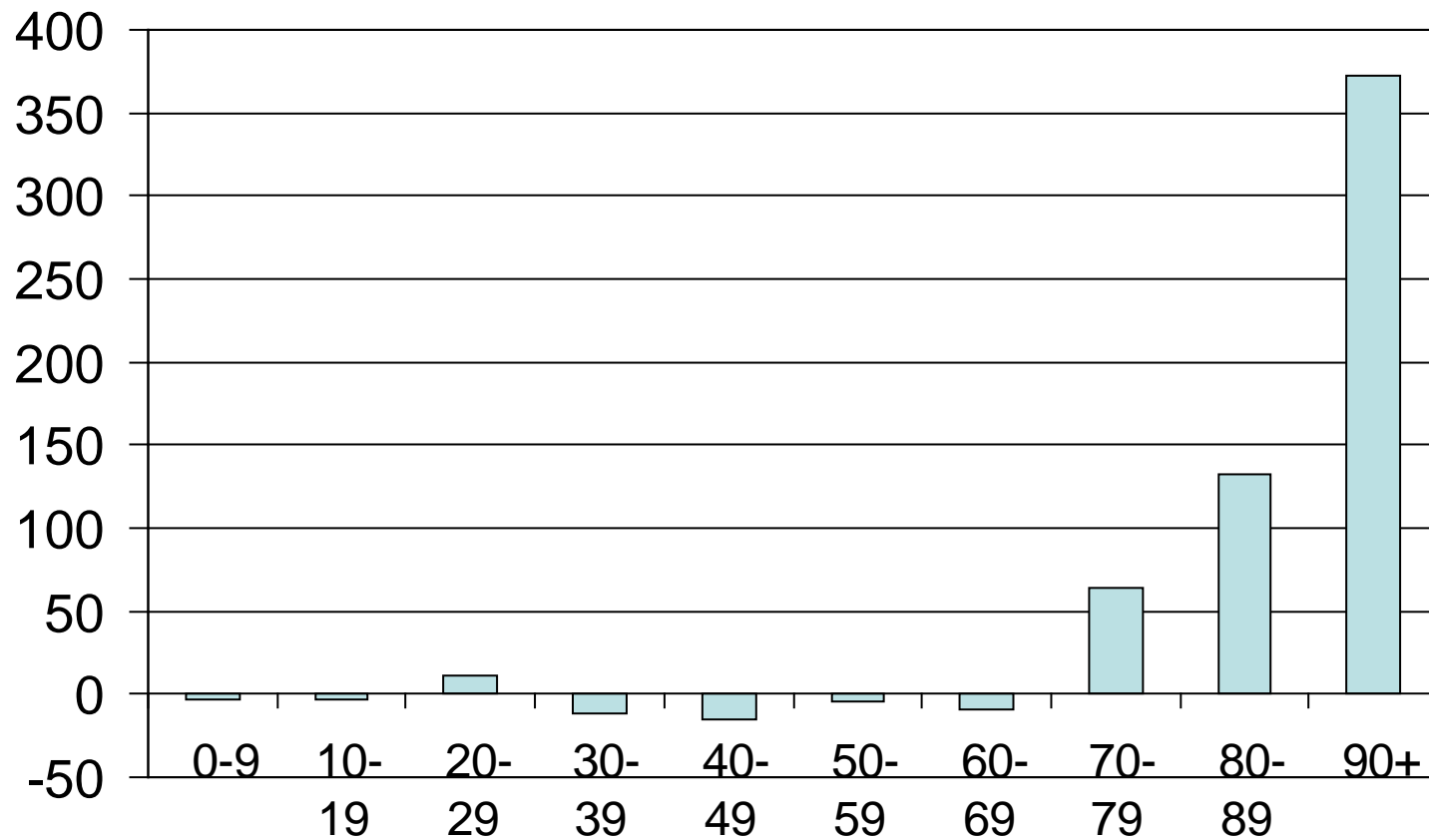


Demographics, Denmark 2008-2028



Kilde: Danmarks Statistik: Befolkningsfremskrivning 2008 for hele landet, IFF beregninger

Demographics, Denmark 2008-2048



Kilde: Danmarks Statistik: Befolkningsfremskrivning 2008 for hele landet, IFF beregninger

The four value added logics

Emotions & stories

DreamSociety logic

*Standardisation
Automation
Specialisation
Maintenance*

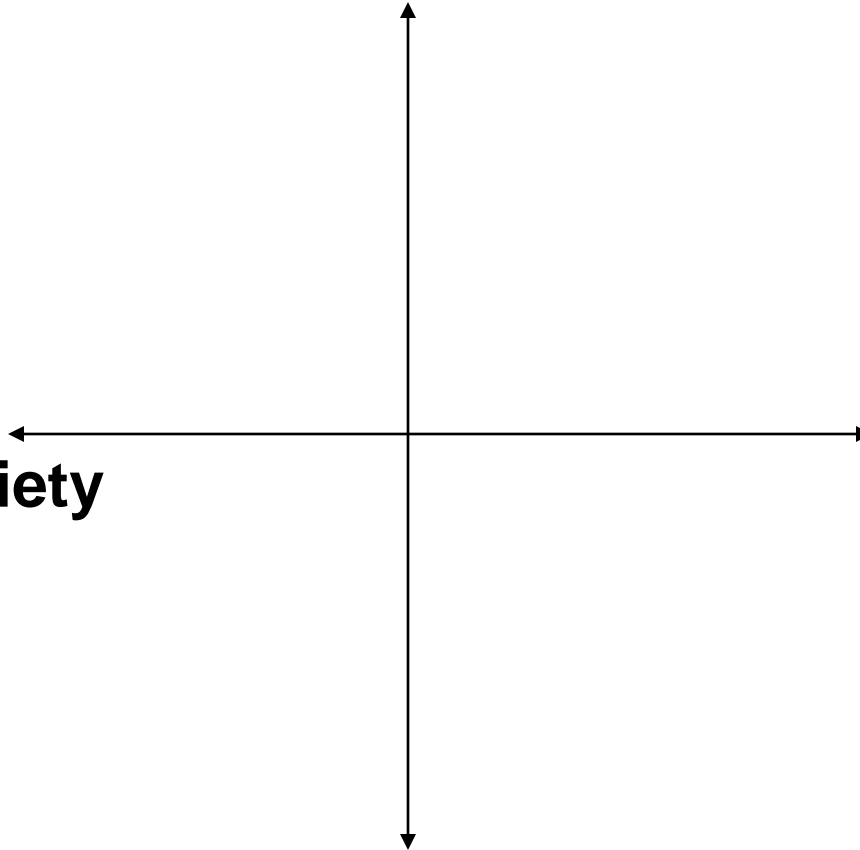
*Diversity
Tailored
Diy
Interactive*

**Industrial society
logic**

**Creative Man
logic**

Knowledge society logic

Rational R&D





INDUSTRY LOGIC

- Economies of scale
- Massproduction of identical products
- To produce and to consume

THE DREAM SOCIETY



HOW THE COMING SHIFT FROM
INFORMATION TO IMAGINATION WILL
TRANSFORM YOUR BUSINESS

ROLF JENSEN

□ DREAM SOCIETY LOGIC

From function to emotions

- The immaterial side of a product more important than the material
- Branding and brand loyalty
- 'Superfluous' consumption

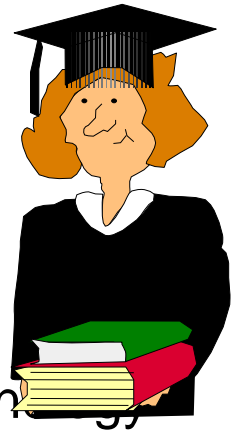


CREATIVE MAN LOGIC

- From experience to identification
- Creativity and innovation in work and consumption
- The prosumer
- Individualised massproduction

Knowledge society logic

- Develop, transmit, use and sell knowledge
- Business service: knowledge on the interplay between technology and customers
- Knowledge embedded in products and systems
- Develop new knowledge through research
- Education in focus



Value creation logics

Emotional

Dream Society logic

*Standardisation
Automatisation
Specialisation*

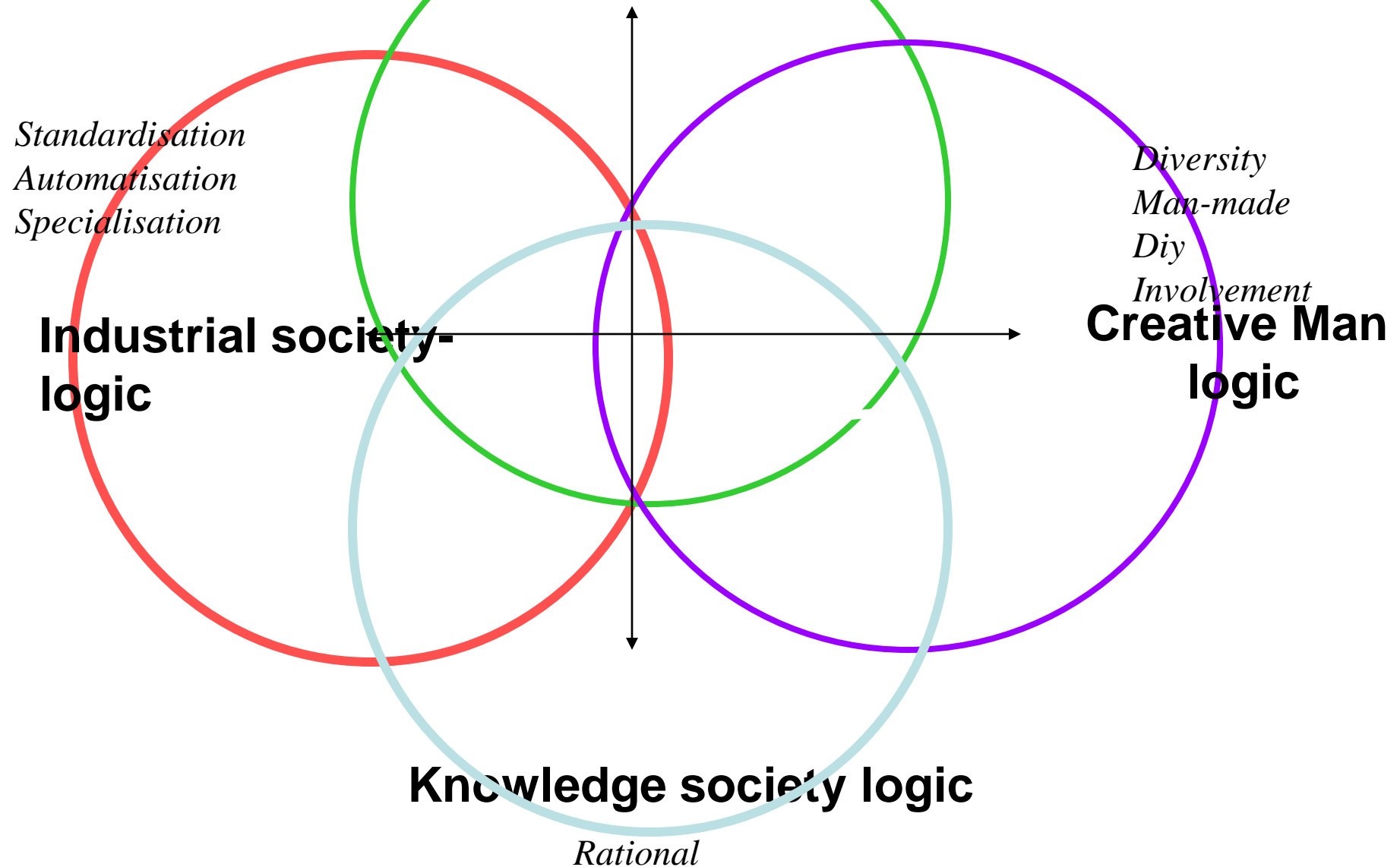
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logic**

*Diversity
Man-made
Diy
Involvement*

**Creative Man
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Rational



The four value added logics

Emotions & stories

DreamSociety logic

Standardisation
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Maintenance

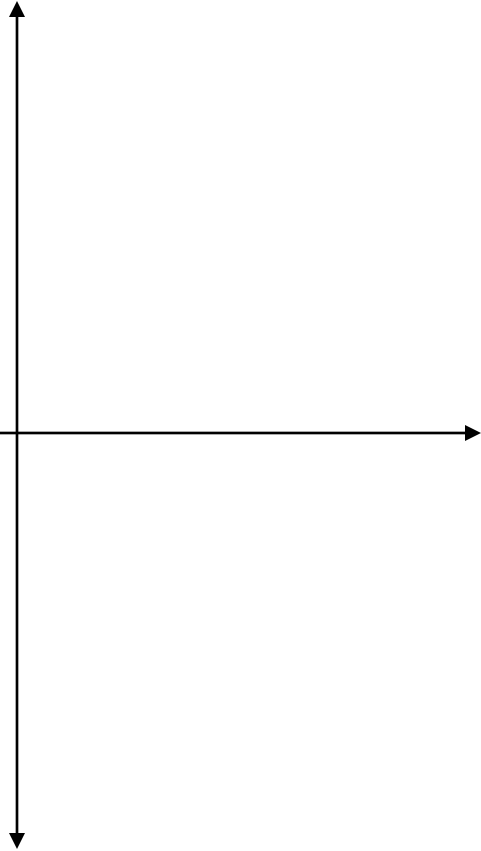
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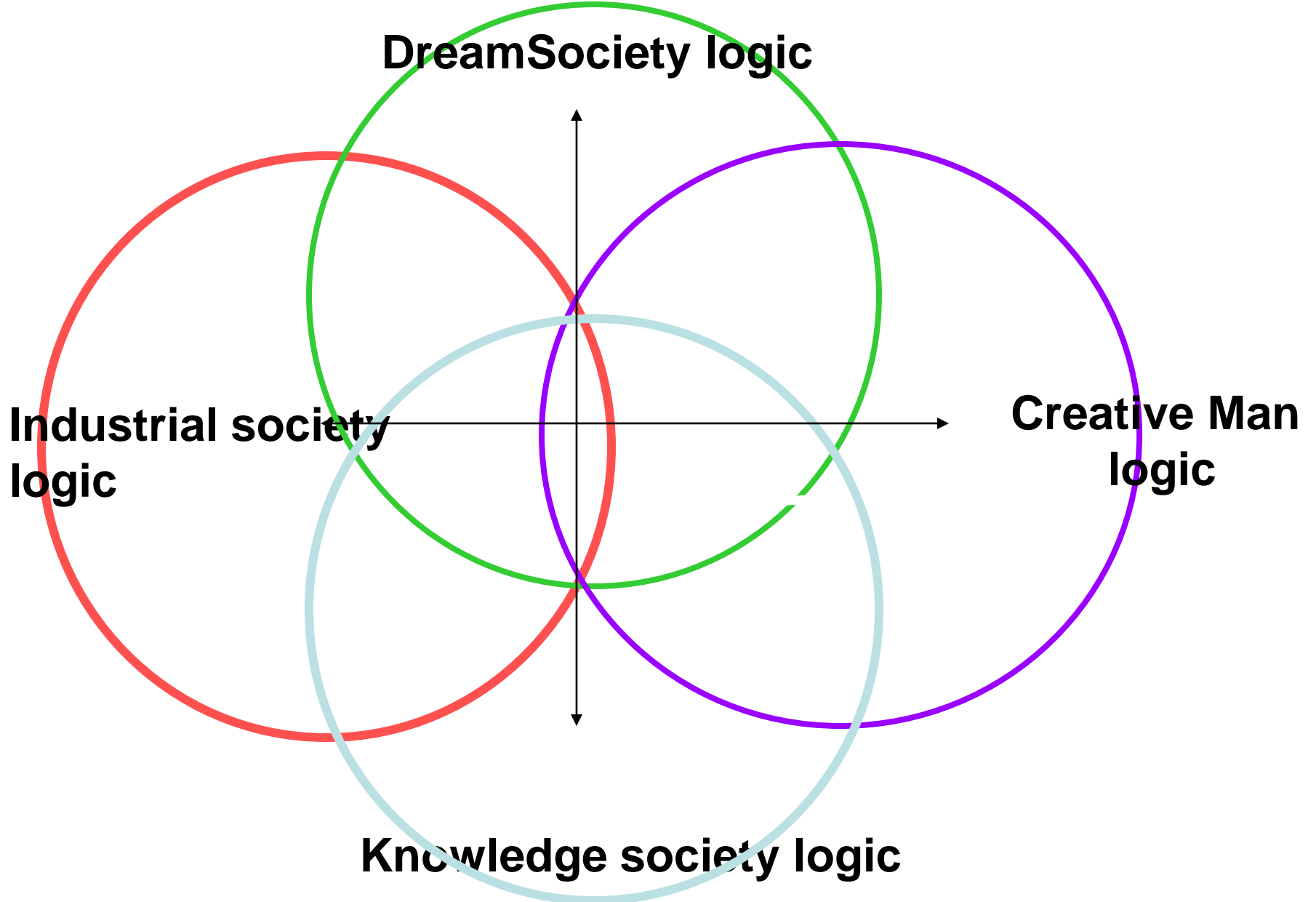
The four value added logics

Dream Society logic

**Industrial society
logic**

**Creative Man
logic**

Knowledge society logic



Wildcards

- Vegetarians prevail

What have we got here?

Copenhagen Institute for Futures Studies
Institutet for Fremtidsforskning



Food? ?

Medicine?

Organs ?

Chemicals ?

Raw material ?

What have we got here?

Copenhagen Institute for Futures Studies
Institutet for Fremtidsforskning



Food ?

Medicine?

Organes ?

Chemichals ?

Raw material ?

Pets ?

Wildcards

- Vegetarians prevail
- Pellets for humans?

Thank you

**Keep up your
curiosity**

**Read more on:
www.iff.dk**

