

MEGA TRENDS

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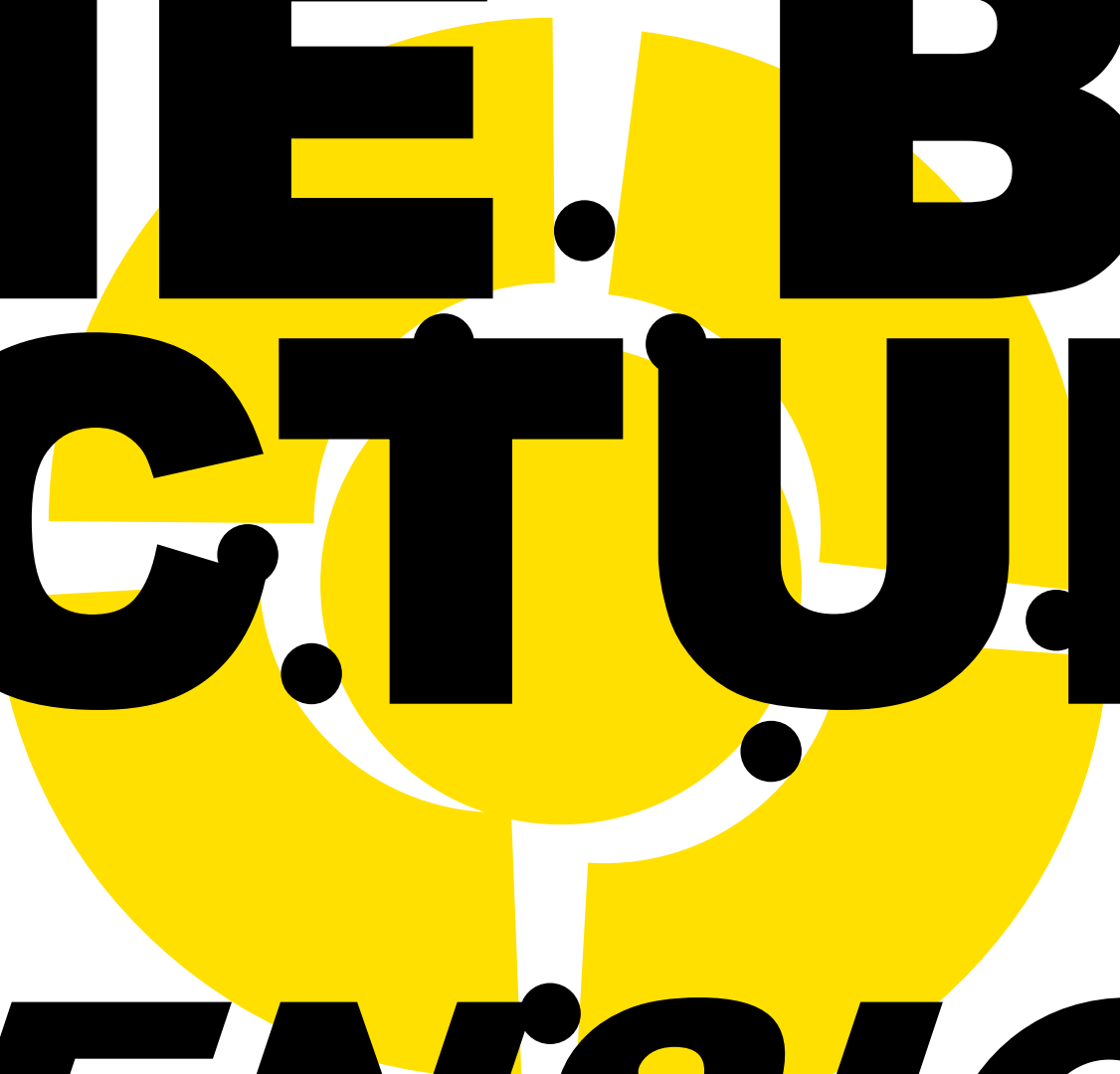
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@mdufva



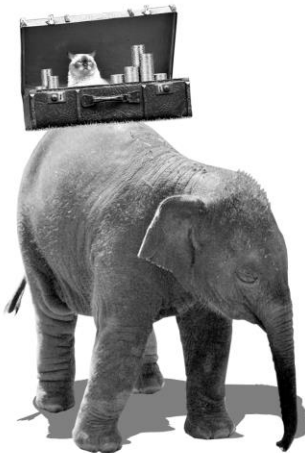


***What are the key tensions
influencing our futures?***



**THE BIG
PICTURE
& TENSIONS**

Ecological reconstruction is a matter of urgency



TRENDS

Climate warming

**Extreme weather
phenomena**

Loss of biodiversity

**Overconsumption of
resources**

Soil degradation

More waste

TENSIONS

***ENVIRONMENTAL
AWARENESS
VS ENVIRONMENTAL
ACTION***

BELITTLING VS ACTIVISM

***FAIR VS UNEQUAL
TRANSITION TO
A SUSTAINABLE SOCIETY***



How successful will we be in achieving quick and fair ecological reconstruction?

What is Finland's role in the global change?

What could sustainable lifestyles look like in practice?

Do we see nature as a resource or as having intrinsic value?

***The environmental
crisis challenges
culture to change***

Relational power is strengthening



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#GLOBAL #CLIMATE
#JUSTICE #EQUALITY

TRENDS

From a multipolar world to a poly-nodal world

Admiration of strong leaders

Rise of populism

Rise of new movements

Confusion is power

TENSIONS

***CENTRALISED DECISIONS
VS BROAD ENGAGEMENT***

***FREEDOM OF SPEECH
VS INFLUENCE THROUGH
INFORMATION***

***GLOBAL INSTITUTIONS VS
POLY-NODAL WORLD***



How can we achieve the renewal of democracy and make big changes?

How do we ensure broader engagement and quick decisions?

How can we reduce polarisation and confusion?

How do we strengthen global decision-making in a poly-nodal world?

***Reducing confusion and
taking quick action go
hand in hand!***



The population is ageing and diversifying



TRENDS

**Longer life expectancy and
an ageing population**

Declining birth rate

**Concentration of the
population**

Tribalisation

TENSIONS

***DEPENDENCY RATIO
VS MAINTAINING THE
WELFARE STATE***

***CITIES
VS RURAL AREAS
VS MULTI-LOCALITY***

***NETWORKS
VS BUBBLES***



How can we prevent inequality while building an ecologically sustainable society?

How will the tensions created by polarisation develop, and can we let go of them?

Will we find a new story for what it means to be Finnish?

How will we ensure the quality and adequacy of society's services?

***Bringing shades of
grey into
“us vs them”
thinking***

The economy is seeking direction



TRENDS

Concentration of wealth

Circular economy

Changing structures of work

Continuous development of competence

TENSIONS

***PLATFORM MONOPOLIES
VS HUMAN-DRIVEN DATA
ECONOMY***

***CONSUMPTION CULTURE
VS ENOUGH IS ENOUGH***

***SUSTAINABLE
VS RESTORATIVE
ECONOMY***



***How do we want to
reshape our
economic system?***

***How will people's
consumption habits
change?***

***What will be the
future shape of
working life?***

***How do we ensure
the fair distribution
of wealth and income
for all?***

***Working to build a
restorative economy***

Technology is becoming embedded in everything



TRENDS

**Technology transforms
operating methods**

**AI applications permeate
society**

**Falling cost of renewable
energy**

**Emphasis on understanding
technology**

TENSIONS

***CO-OPERATION
VS BATTLE FOR AI***

***WIDESPREAD USE OF
TECHNOLOGY
VS INEQUALITY***

***TECHNOLOGY AS AN
OPPORTUNITY
VS THREAT***



Who exercises power over the future? That is, who gets to define the future scenarios?

Who gets to decide on technology?

Does technology promote or hinder ecological reconstruction?

How do we prevent the growth of inequality brought about by technology?

***Technology affects us,
but how do we affect
technology?***

The population is ageing and diversifying

New tribes and communities

Relational power is strengthening

Fair or unequal transition?

Centralised decisions or broad engagement?

Sustainability gap

Ecological reconstruction is a matter of urgency

Power over the future

The environment as a resource or improving the state of the environment?

Are solutions opportunities or threats?

The economy is seeking direction

Change in work and consumption

Technology is becoming embedded in everything



sitra.fi/megatrends

FUTUREWARES FREQUENCY

Workshop method for building alternative futures.

futurefrequency.fi



The structure of Futures Frequency

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Intro: Why does a change maker need futures thinking?

**The Future.
What comes
to mind?**

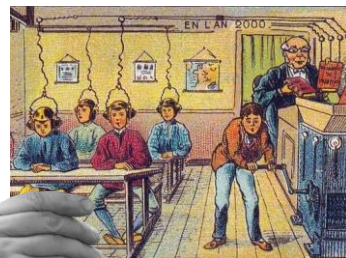
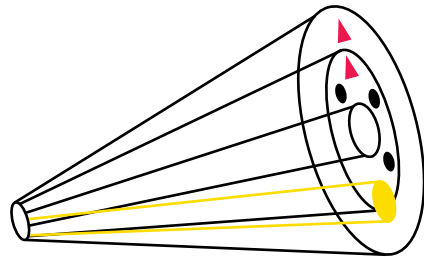


**What
if?**



1

Challenge existing assumptions about the future



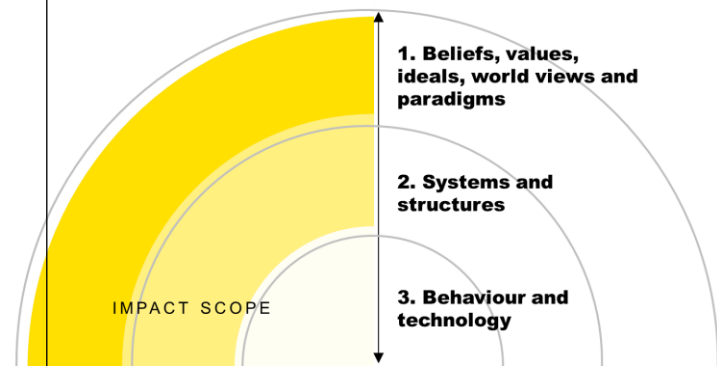
2

Imagine a preferred future

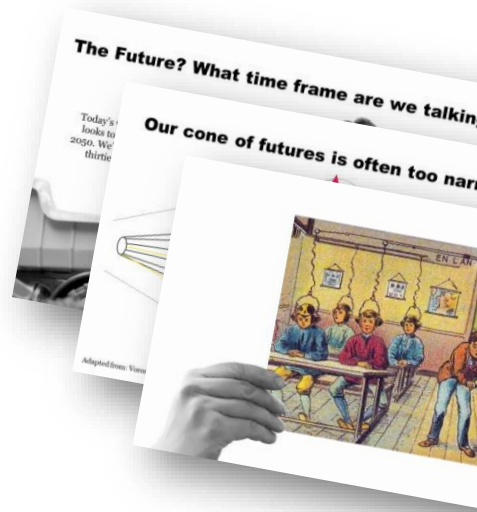


3

Take action and shape the future

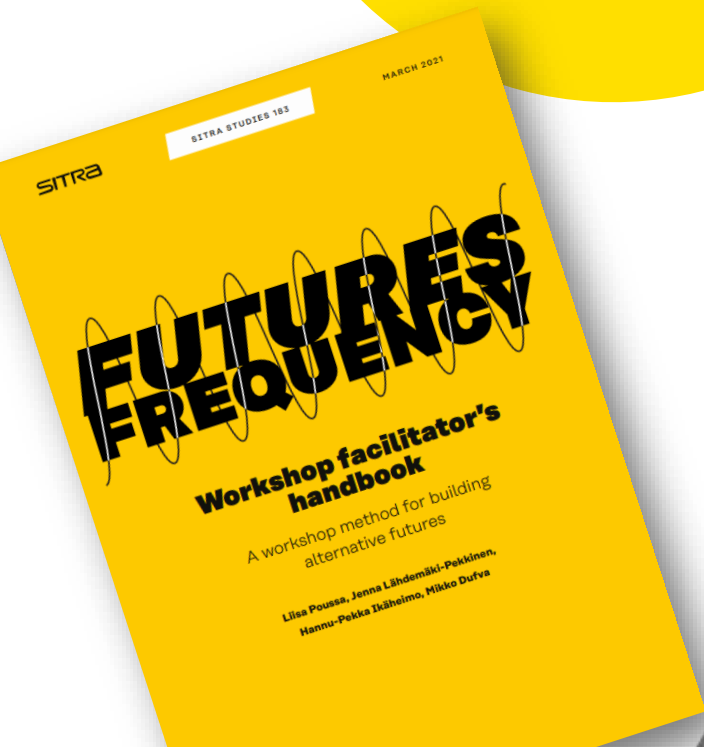


FUTURES FREQUENCY



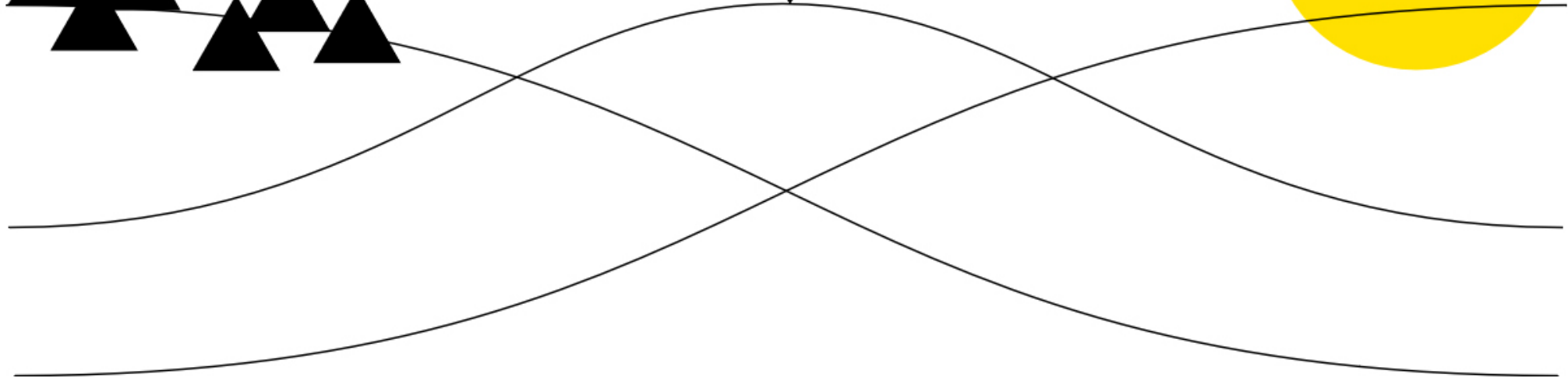
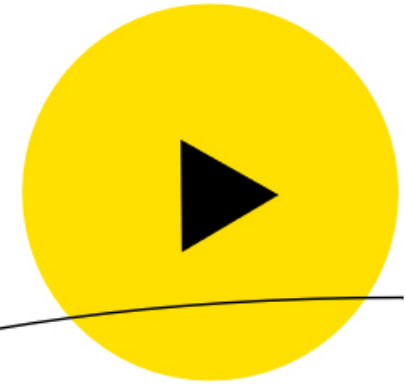
Materials

- Facilitator's handbook with detailed instructions and speaking points
- PPT-slides
- Templates for the exercises as well as for planning the workshop
- Videos of all the presentation
- Audio stories



www.futuresfrequency.fi

FUTUREMAKER'S
TOOL
- BOX



What kind of
future do *you*
want to build?



Catch!