

Rhwydwaith Dyfodolion Cymru
Wales Futures Network



ARSYLLFA ARLOESDD
OBSERVATORY OF INNOVATION



Making Futures Matter Rhoi Dyfodolion ar Waith





Josephine Green

Democratizing the Future

Democrateiddio'r Dyfodol

Director of Trends & Strategy, Philips Design
Cyfarwyddwraig Tueddiadau a Strategaeth, Philips Design

PHILIPS

Interfacing with the Future

Josephine Green

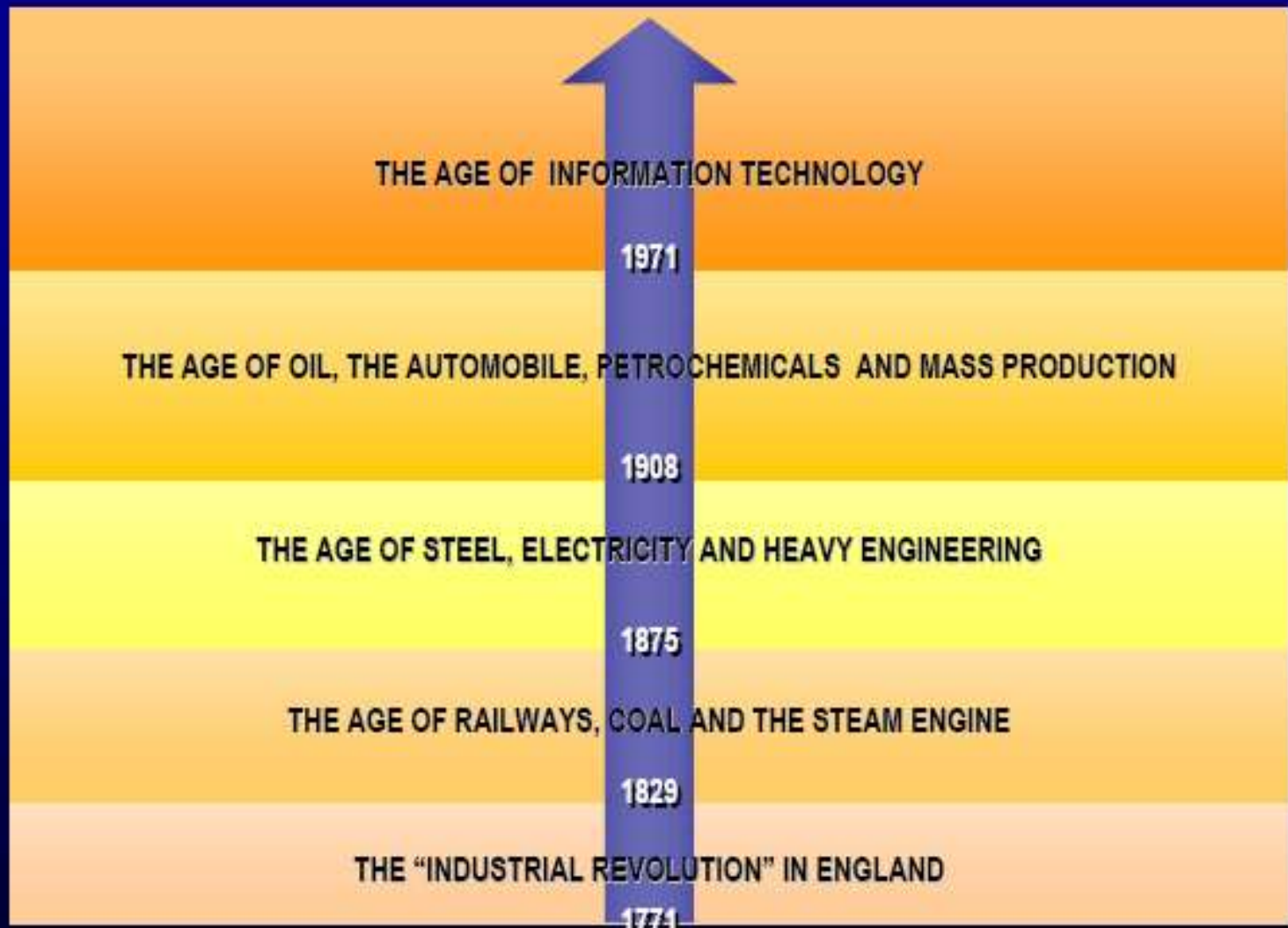
Philips Design, Royal Philips Electronics

How major corporations perceive and interface with the future is too restricted and is compromising our prosperity and wellbeing:

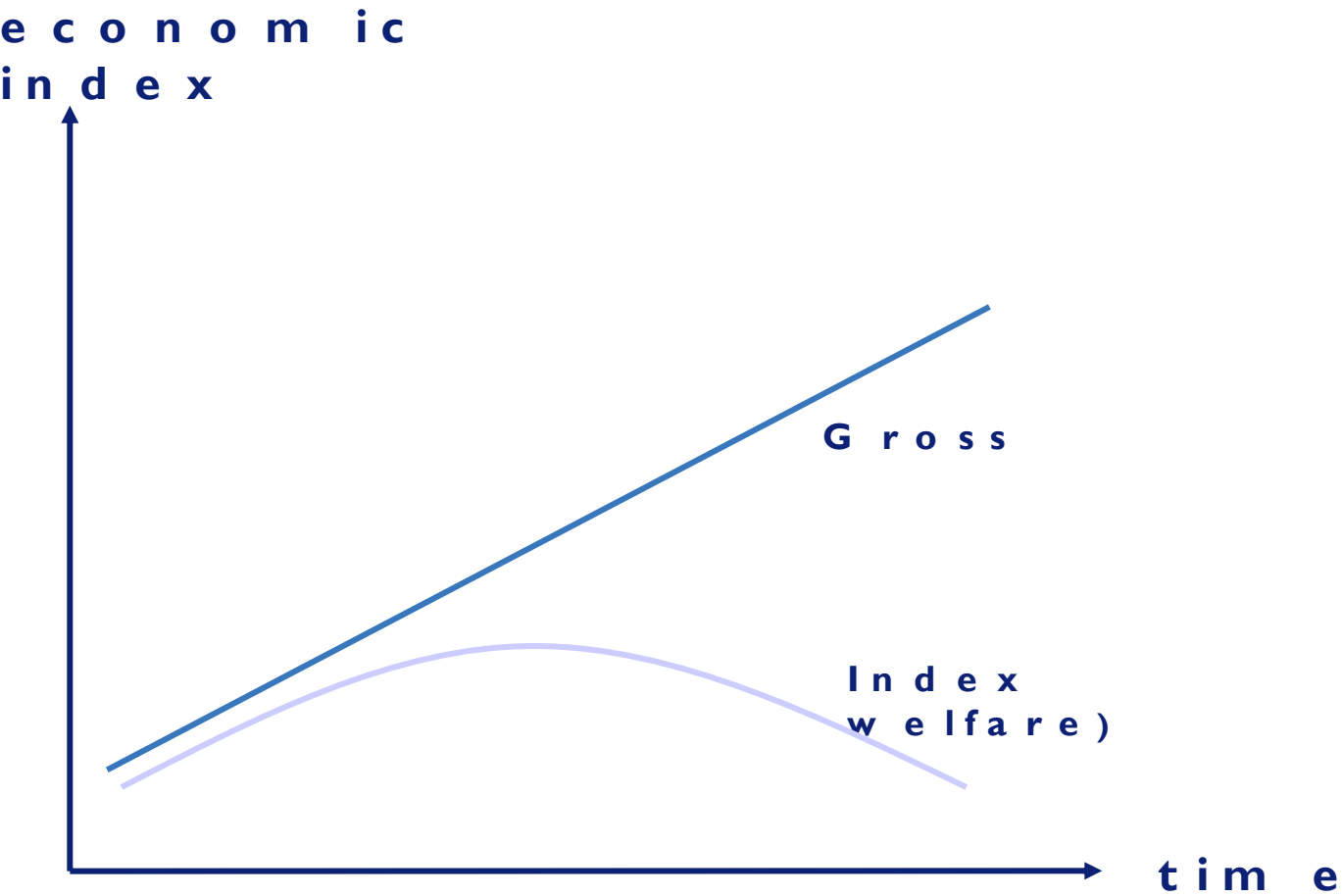
- We need to free up time and the future
- We need to go from a technology and market led to a socially led approach
- We need to research and engage with the future differently

It is time to democratize the future

What drives the future?



What drives growth?



We cannot continue to “consume” the future in this way

Diversity

Creativity

From mass consumption to mass creativity

Web 2: (Social) Networking / community enhancing websites

- The **user is the supplier** (and thus the whole world potentially a source):

of content (blog, wiki, Flickr),
of taste/emotion (Amazon, Delicious),
of goods (eBay),
of contacts (my Space, Orkut)

Users move from the back end to the front end of innovation and through enabling platforms and tools create singularly or together (peer2peer) their own value and solutions

- The real enabler for disruption (different from Bubble 1):
 - **low entry barriers** (technical and financial) and
 - **viable business models** (e.g advert-brokerage model)



Quality of Life

Standard of Living

What is Quality of Life?

Q u a l i t y

- S e l f
- R e l a t i o - f a s h i o n i p y s ,
- P a r t i c i p a t i o n
- B a l a n c e

S u s t a i n a b l e

- N e w
- S o c i a l
- E n v i r o n m e n t a l
- e c o n o m i c

An ecology of people and technology

People don't "consume" technology, they live with it side by side. Less about "what do I need"? And more about "how can I/we take advantage of this space to do what we want in the way we want to"?

As people and technology co-exist, then the context, the activity and the experience become important.

From consumption to context

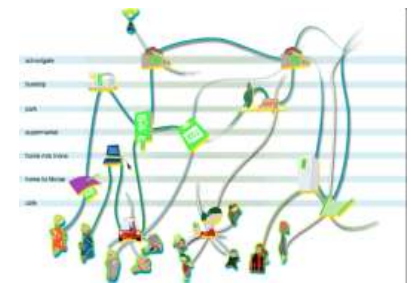
An ecosystem of information, services, experiences and solutions.

- deep customization

open tools & product/service combinations which are adaptive, personalized, changing, and evolving

- a dynamic systemic approach

- from stand alone to **connected**
- from technology innovation to **social innovation** based on new ways of living, new ways of doing and new ways of being



Re-thinking health care



The biggest industries of the 21st century will be social industries - health, education, wellbeing these are set to dwarf the great industries of the 20th century-cars, telecoms, IT, steel

The social industries will contribute to 30% of the economy
The old industries under 5%

An ecology of growth

Local distributed economies based on local resources and knowledge, local production and consumption, relevant to the social and environmental context

It offers a different development model and a different way of perceiving and acting in the world based on:

- local production and consumption
- users as co-producers
- social and environmental qualities
- deep quality and experience

A model based on sufficiency and more equity.

Learning not how to give more but to take less based on:

- efficiency - redirecting technology research and programs. More from less
- consistency- using nature in a compatible manner
- sufficiency - re-thinking lifestyles. Learning to live elegantly, within limits and in harmony with nature. Deciding how much is enough

Wolfgang Sachs "Globalization and Sustainability" The Wuppertal Institute, Germany

G l o b a l

*P u r c h a s i n g
P a r i t y*

>

*a d v a n c e d
m a r k e t s*

*P o p u l a t i o n
i n*



The dream of wellbeing dreamt until now by a few is not sustainable for all.
We have to change. We have to learn how to live better consuming less
environmental resources and regenerating the contexts of life
Ezio Manzini. Politecnico of Milan

<



4

Industrial age

People age

an age of change

a change of age

We live in an age in which we have to re-invent many of our social industries including health, education, wellbeing, care, transport, our lifestyles and even the very growth models on which they are based

From a technology led to a market led to a socially led company

Social Innovation



Why innovate

What we innovate

How do we innovate

Who Innovates

Foresight in Design



Researching the Future

Foresight, Trends & People Research:

Integral futures, Socio-dynamics, CultureScan

Personas, Generations on line communities

Researching the Future

Foresight, Trends and People Research



Short term

insight

PEOPLE  real life experiences

GENERATIONS  generational mindsets

forecast

CULTURE  changing cultural expression

foresight

SOCIETY  emerging values & needs

PARADIGMS  changing global drivers



Long term

Socio-cultural narratives

identity

transformation

meaning

Ethnographic personas

Foresight in Design

Researching the Future

Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities

Engaging with the Future

Cultural Innovators
Creative Communities
Social Entrepreneurs

Cultural Carriers

Paul Ray's research on 100.0000 Americans has identified the **Cultural Creatives as an emerging class** held together common beliefs and a shared world view:

Cultural Creatives: aprox 24% of the adult population (44 million in USA)

Core CCs- 50%

- Global sustainability
- Leading edge thinkers and creators
- Upper middle class
- 66% women, 33% men
- Above average income

Key values

- More concerned with psychology
- The meaning of life, new knowledge
- Being socially concerned

Green CCs

- Very green
- Strong interest in spirituality
- Middle class
- 55% women, 45% men
- Above average income

Key values

- More environmentally focused
- Strong social and community concerns

Cultural Creatives operate at the leading edge of change and **will be a powerful force for change** in the coming years

The future is already here , it's just not evenly distributed yet.

William Gibson

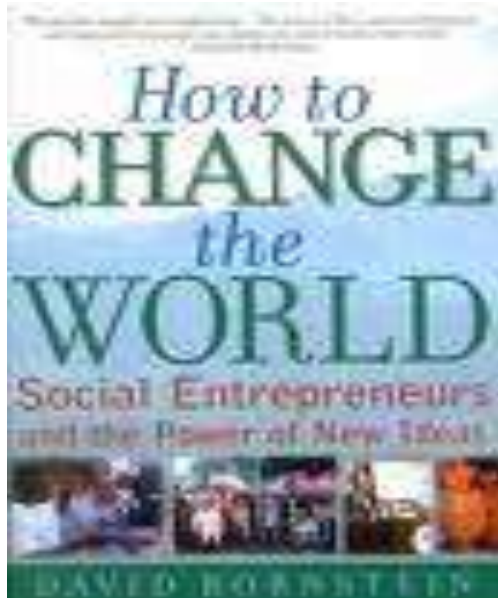
Creative Communities

Local economies

**EMUDE –
Emerging User Demands for Sustainable Solutions**

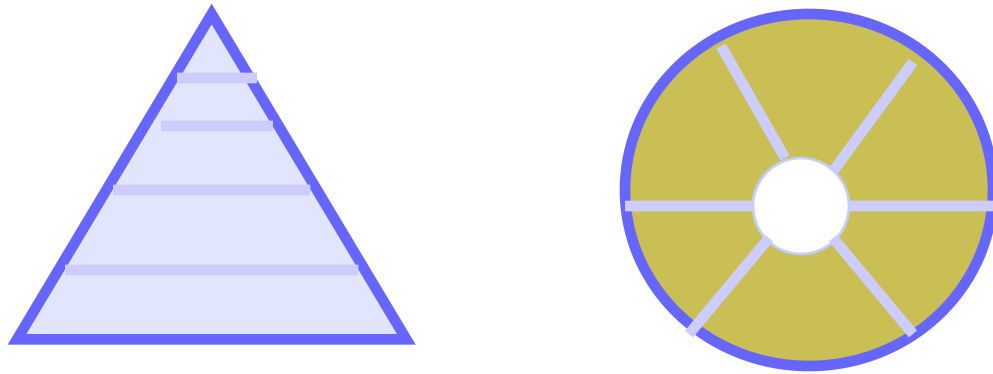
To explore the potential of bottom up **social innovation** as a driver for technological and production innovation.

Social entrepreneurs and social ventures



Social entrepreneurs embed their social mission in business and reach self sufficiency through earned income.

Pyramids and Pancakes



“ Every few hundred years in Western History there occurs a sharp transformation. Within a few short decades, society rearranges itself: its worldview (paradigm), its basic values, its social and political structures, its arts, its key institutions. Fifty years later there is a new world”

Peter Drucker “Post Capitalist Society”

Foresight in Design

Researching the Future

Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities

Engaging with the Future

Cultural Innovators
Creative Communities
Social Entrepreneurs

Co-Creating the Future

open, collaborative inclusive research

A Paradigm Shift in Innovation

Innovation is being democratized with active user roles, open innovation processes, a widening scope ranging from product and services innovation to business model and societal innovation.

Different stakeholders are involved from the public sector, the business world (local and international companies), academia, NGOs, citizens and users

Information and communication technology is a key enabler for mobilizing and aggregating the “collective intelligence and creativity”

The launch of the European Network of Living Labs is a step towards a European Innovation System for jobs, growth and global competitiveness

Ref: “*Creating an Innovative Europe*” and *Experience and Application Research* reports of the Aho Group

환영 to InnovationJam*

Tens of thousands of innovators from around the world recently collaborated to create new ways of transforming our businesses and society. We will bring those people back together on September 12 to refine those ideas. If you missed Phase One, you can still participate. First, get ready to jam by learning more about...

Why we're jamming:	Where we'll focus:	What we'll use:	How we'll innovate:
An Introduction	Market Opportunities	Emerging Technologies	Beyond Products

The democratization of innovation

We now need not to think of consumers as passive individuals but as active creators, participants and communities. Not as passive and lazy but as active, creative and imaginative

Beyond the industrial polarization

producers/consumers

market/non market

local/global

needs/cultural choices

The future will be less about predicting it
and more about collaboratively designing it

Foresight in Design

Researching the Future

Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities

Engaging with the Future

Cultural Innovators
Creative Communities
Social Entrepreneurs

Co-Creating the Future

open, collaborative inclusive research

Envisaging the Future

Probes-experience demos
Application demos

The materialization of the not yet Barbara Adams

Foresight in Design

Researching the Future

Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities

Engaging with the Future

Cultural Innovators
Creative Communities
Social Entrepreneurs

Co-Creating the Future

open, collaborative inclusive research

Envisaging the Future

Probes-experience demos
Application demos

Re-conceptualizing the Future

New Metaphors
New conceptual models

“What are the alternative imaginations of the future?.....
What are the images of the future of those we consider out of history?
What are other ways to “time” the world instead of the dominant scientific
Model, such as women’s, spiritual, or cyclical time” *Sohail Inayatullah*

Foresight in Design

Researching the Future

Foresight, Trends & People Research:
Integral futures, Socio-dynamics, CultureScan
Personas, Generations on line communities

Engaging with the Future

Cultural Innovators
Creative Communities
Social Entrepreneurs

Co-Creating the Future

open, collaborative inclusive research

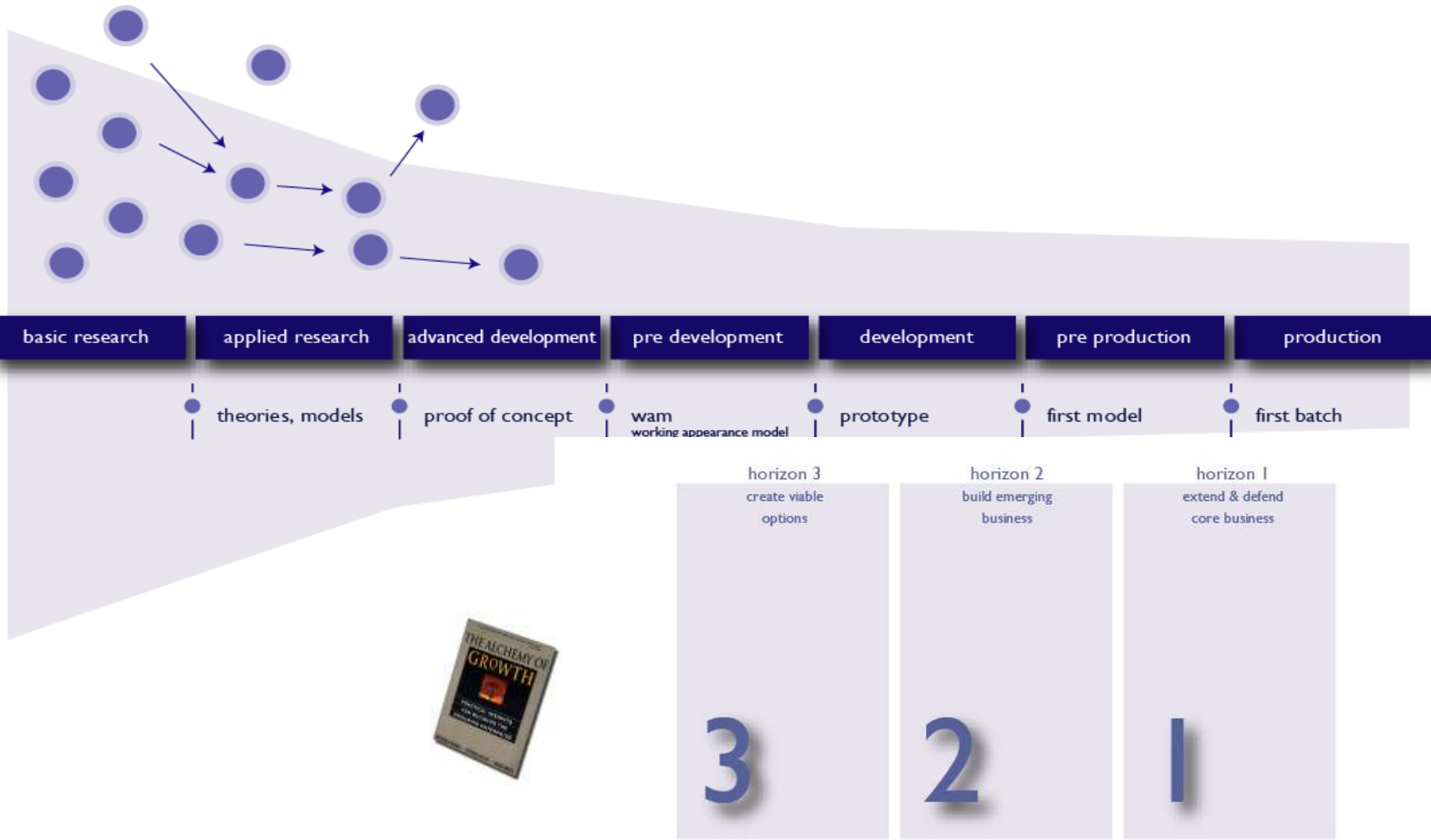
Envisaging the Future

Probes-experience demos
Application demos

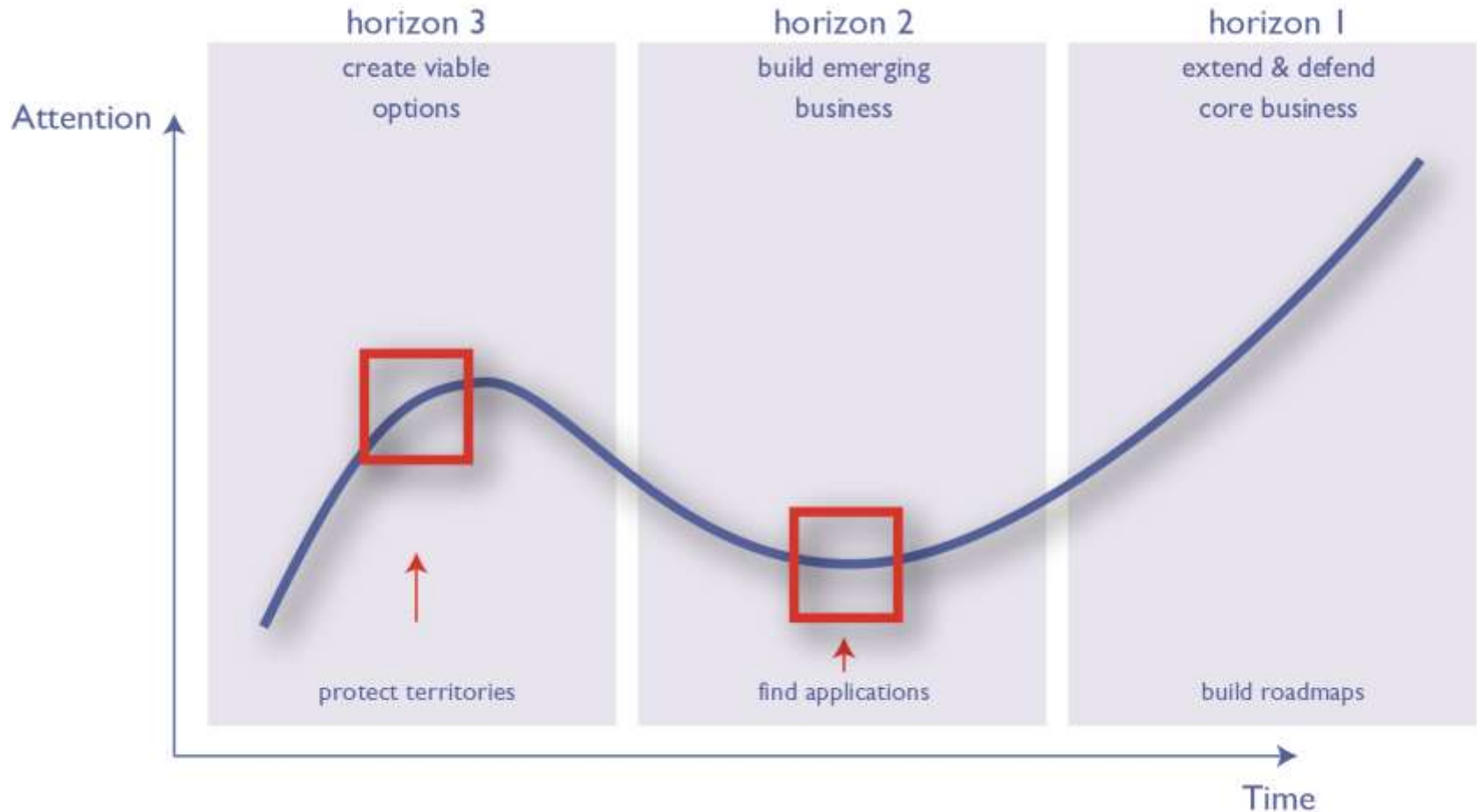
Re-conceptualizing the Future

New Metaphors
New conceptual models

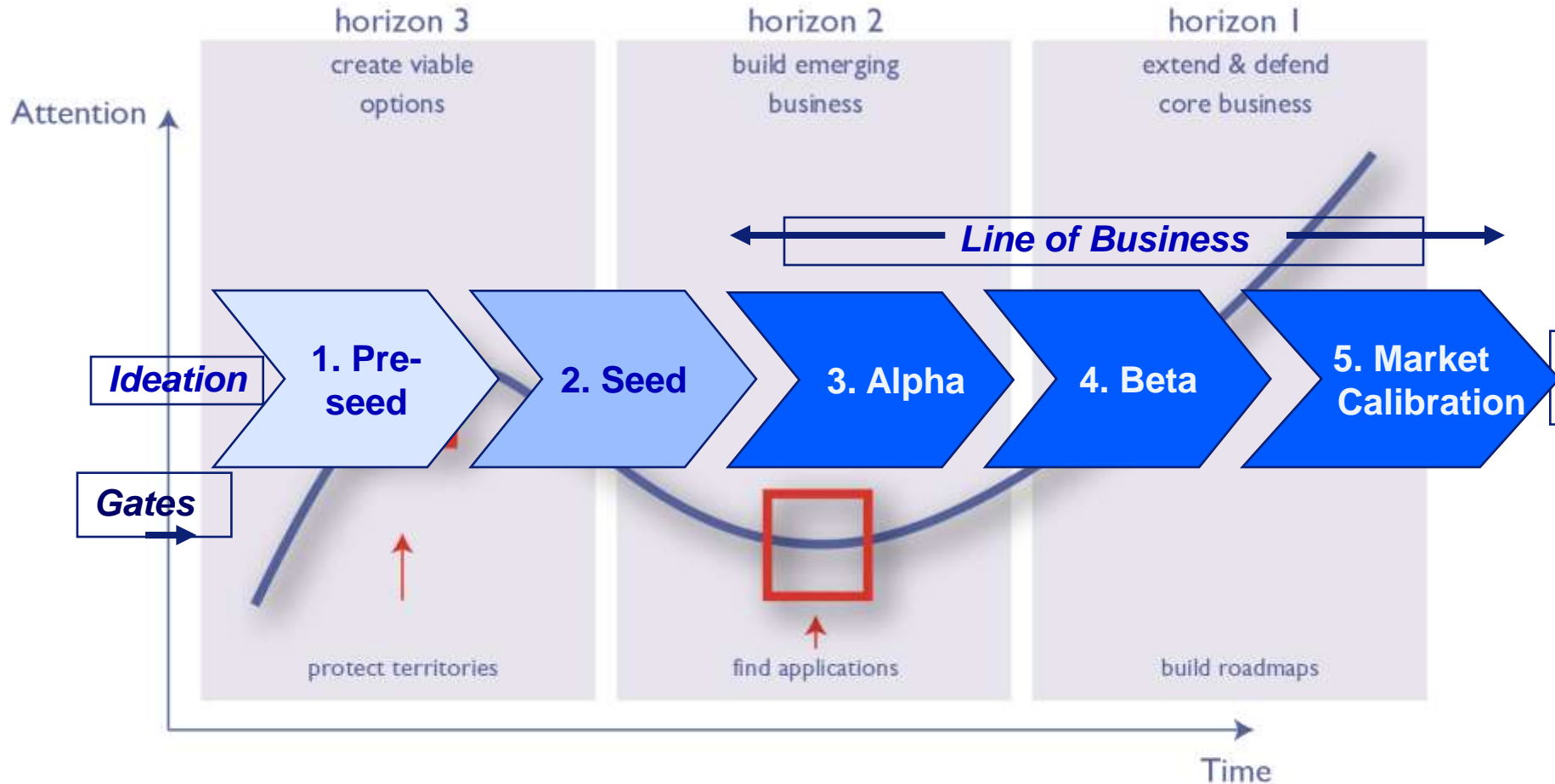
Beyond the funnel model to horizons



design led innovation: different activities for the 3 horizons



Bell Mason main stages for Break Away Innovation



If the future is not predictable then it's about
choices

Some choices are waiting to be made

Whatever you can do or dream you
can , begin it. Boldness has genius
power and magic in it...Goethe

Thank You

josephine.green@philips.com

www.design.philips.com