

**THINKING  
ABOUT  
FUTURES,  
NOW**

**BOYE'22 10.11.22  
ALICIA SHAO**

**How optimistic do you feel  
about the next 10 years?**

**How much power do you  
think you have in shaping  
the next 10 years?**



## **Alicia Shao**

Senior Service Designer @ Maersk

External Lecturer @ KISD

Mentor @ Amazing Design People List

Level 1478 @ Candy Crash

**I am a Futurist**



**LEADING IS  
INHERENTLY  
ABOUT THE  
FUTURE**



**Anything we put out there, the impact it has is out there forever.**

**“ every[thing] is fought with  
consequence, yet it is only after  
something has hit us hard that we set  
about dealing with it. ”**

-H. G. Wells, 1932

*Wanted – Professors of Foresight!*



**The Sack of the  
future  
is here for you today!**



Easier  
to carry...  
soft  
strap  
handles



Stronger  
than  
paper!

**Multiple  
Uses:**

- Great for school books
- Ideal for beach parties and picnics
- Use as a knitting or sewing bag
- Makes a great liner for small garbage cans



Moisture  
Proof...  
Inside  
and  
out!

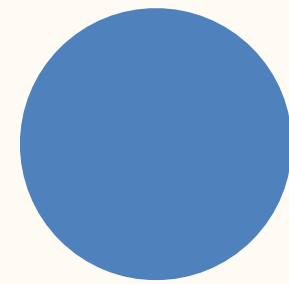
**Ralphs**



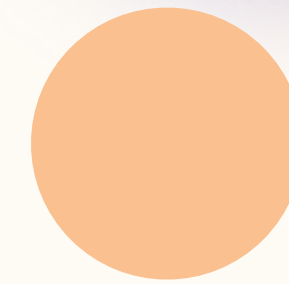
“ today's problems  
come from  
yesterday's solutions ,”

- Peter Senge, 2006  
*The Fifth Discipline*

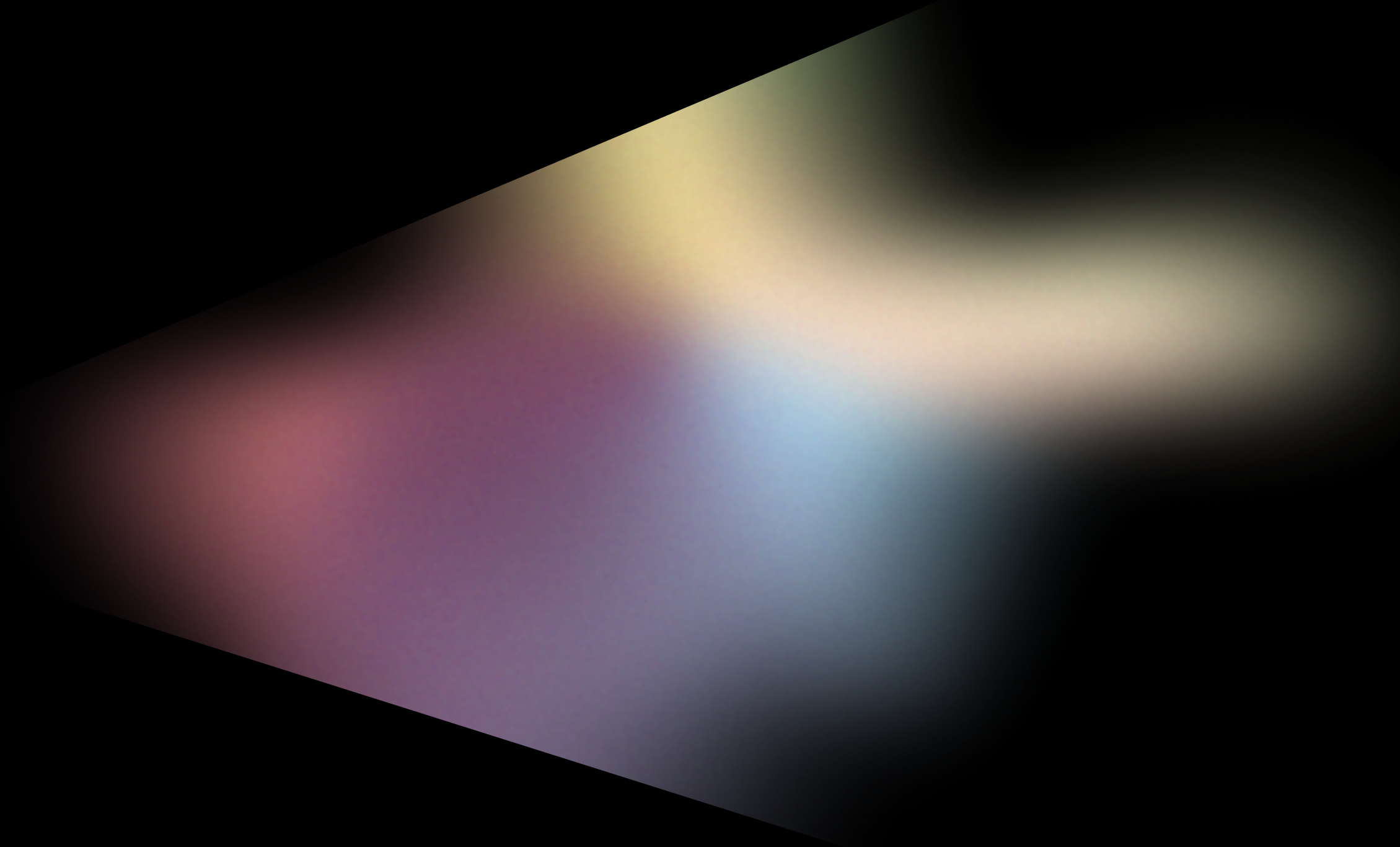
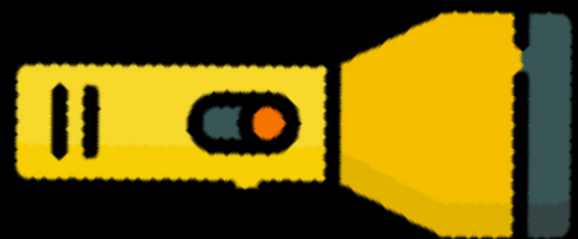
**You are a Futurist**

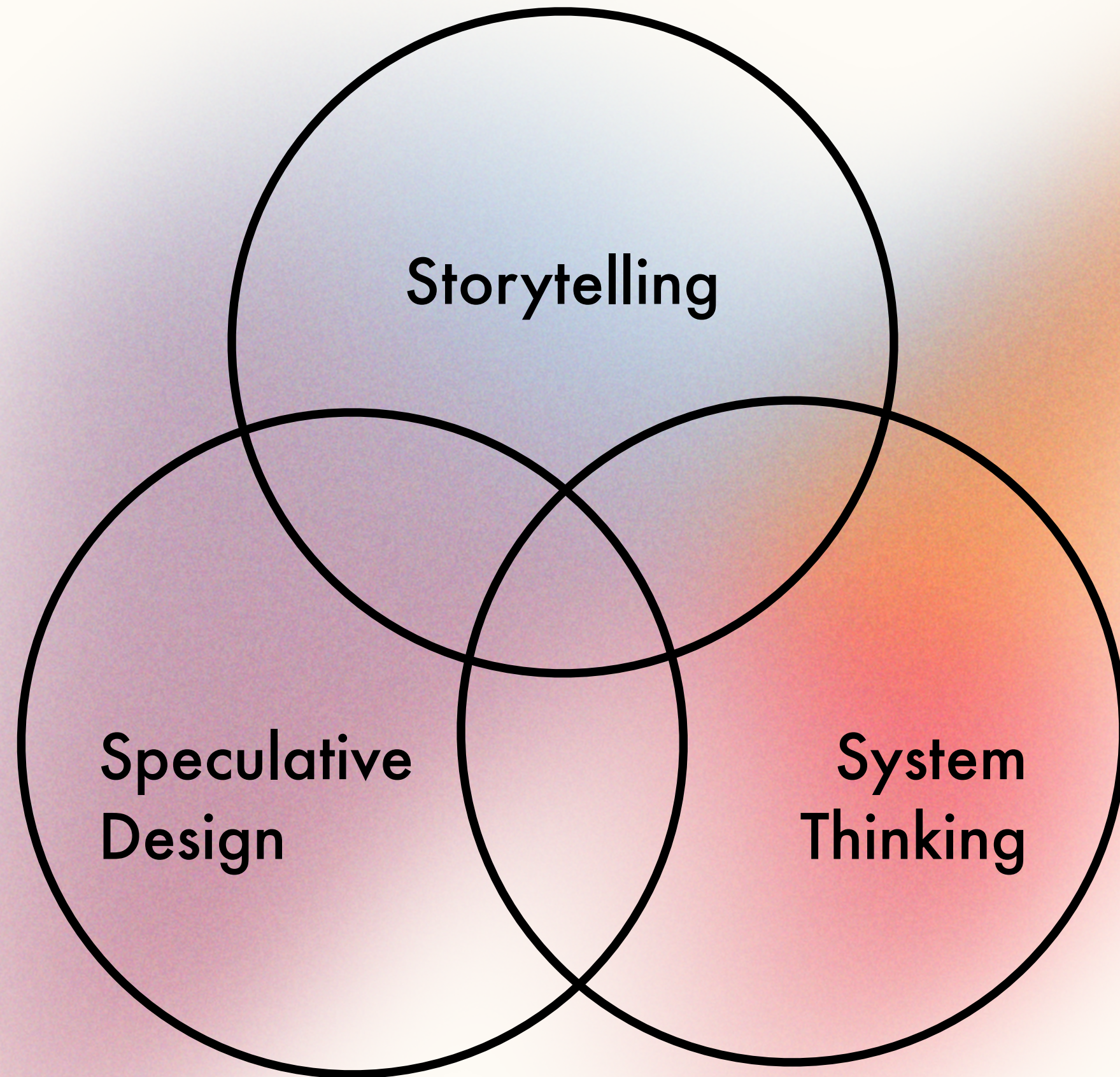


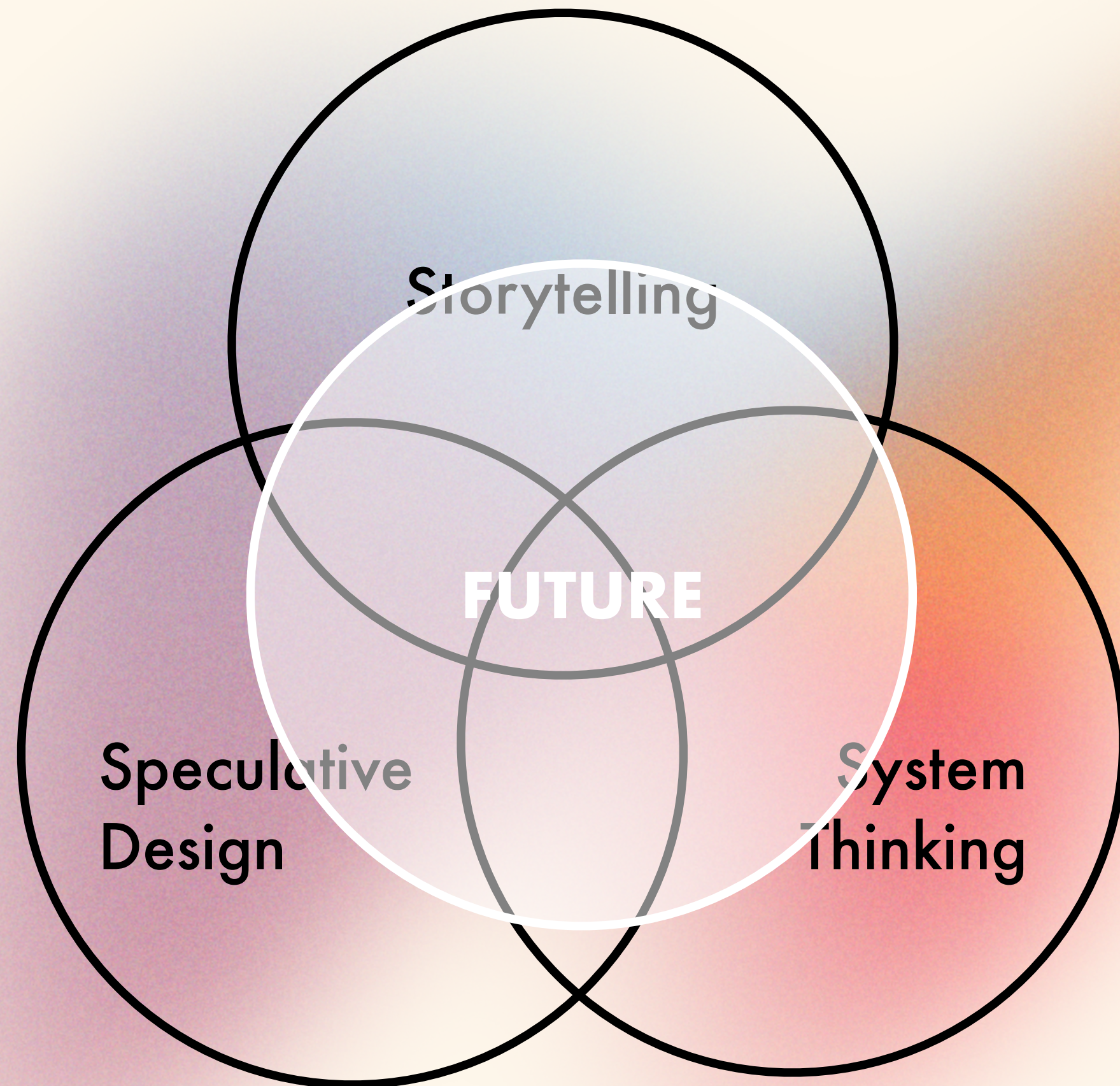
**Now**

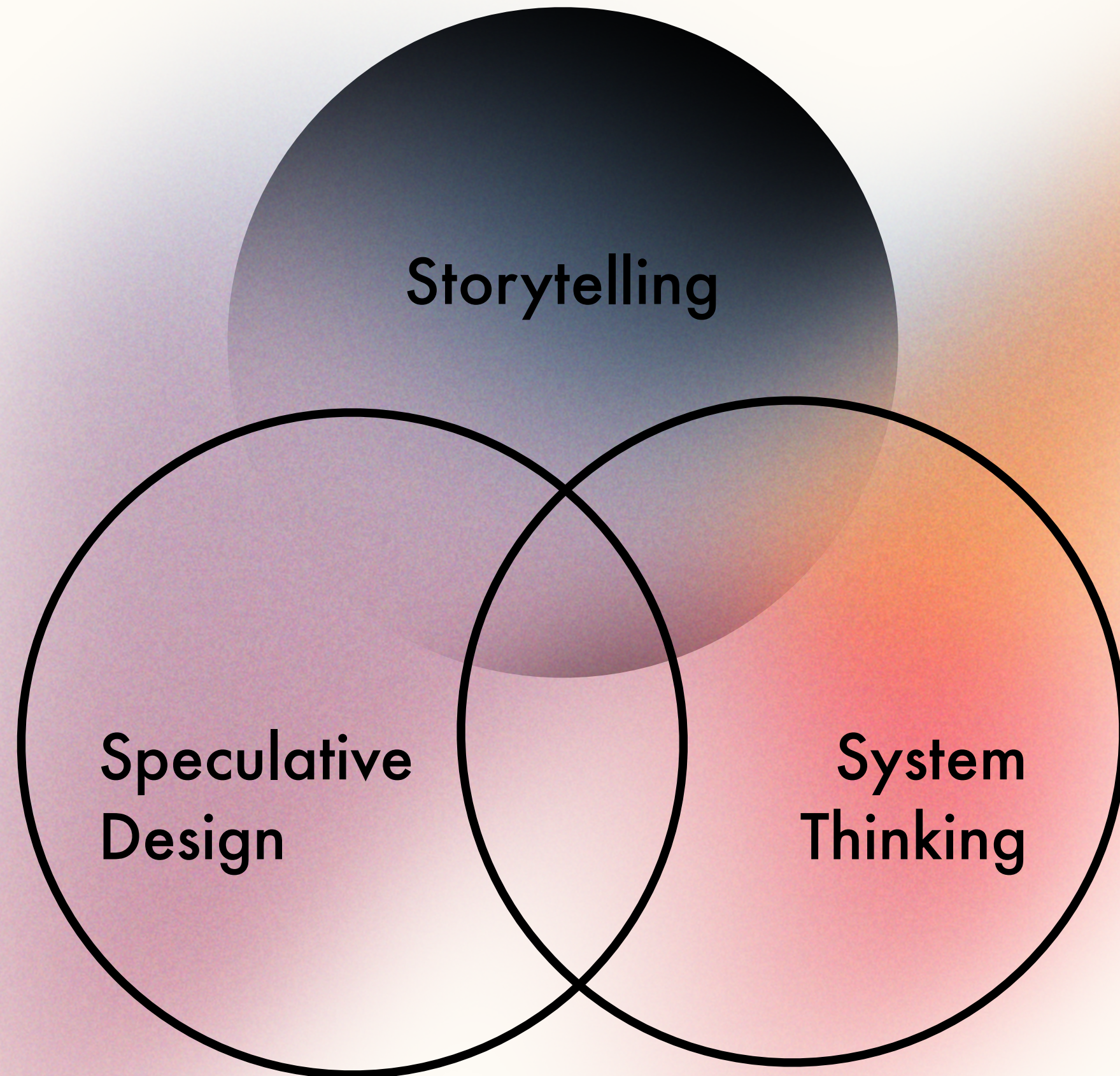


**Future**





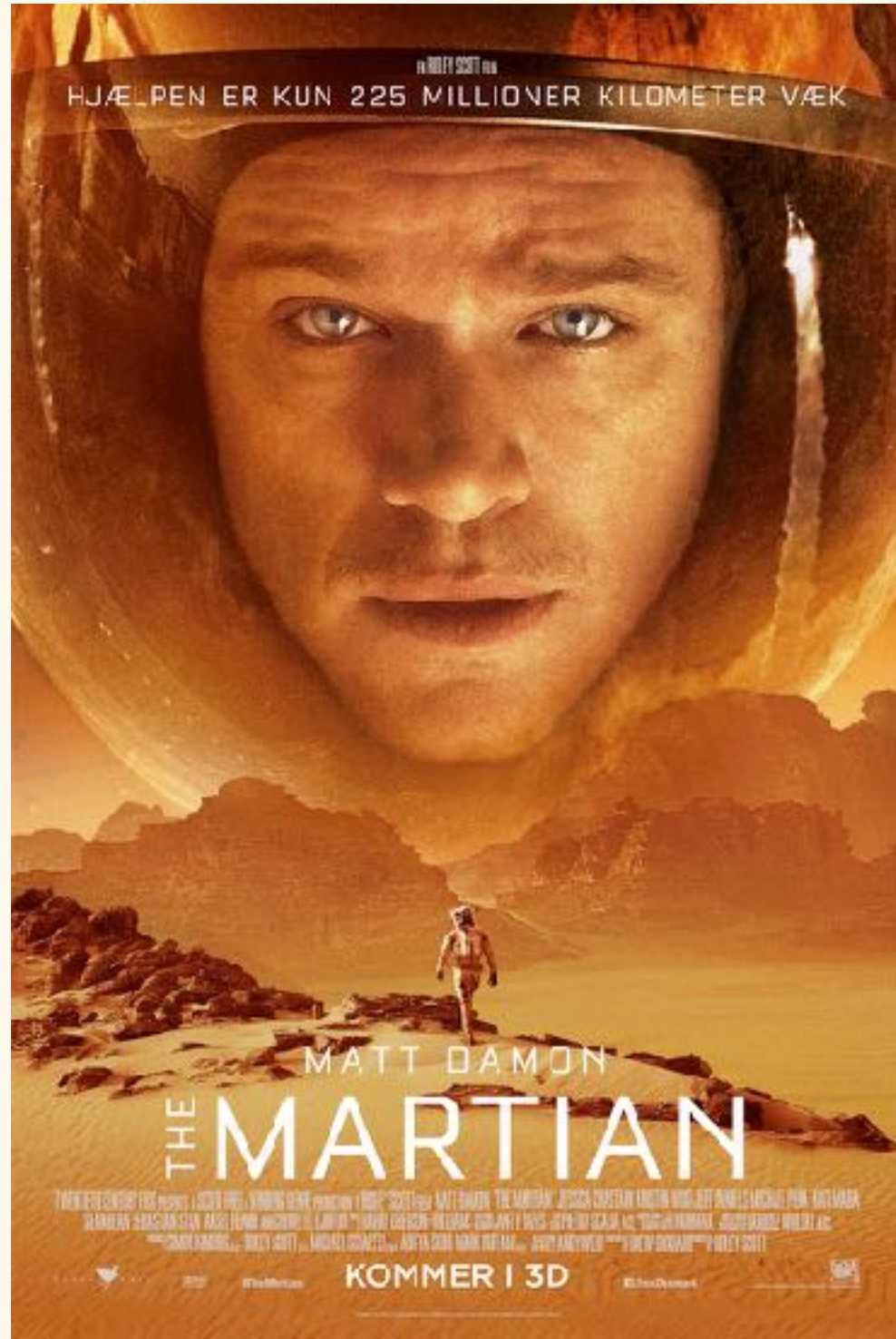








**The Future  
Doesn't Exist...  
Yet.**



**“ an essentially interior phenomenon. ”**

**-Richard Slaughter, 2018.**

**Review of *The Future: A Very Short Introduction***





We explore the future together through our **collective imagination**, and the future becomes a **social dream, woven together by stories.**

# The Future is not Bloodless

The future has warmth and sentiment, because it starts first within us. It is coloured with our fears, emotions, and dreams. Just as we cannot be without the world, the future cannot exist without our experience of it.

# **EXPLORING THE FUTURE THROUGH STORIES**



## Explorative Futures

**Explorative angle assumes the future is not an automatic continuation of the past, and focuses on what *could* happen in the future.**

## Explorative Futures

“ The biggest challenge when we talk about the future... hides in the fact that we can find it difficult to see the future as anything but an extension of the present through the linear projections of what we know. ”

*- Møller, 2016. (Translated). Udfordringer og mulige løsninger for fremtidens landsbyer*

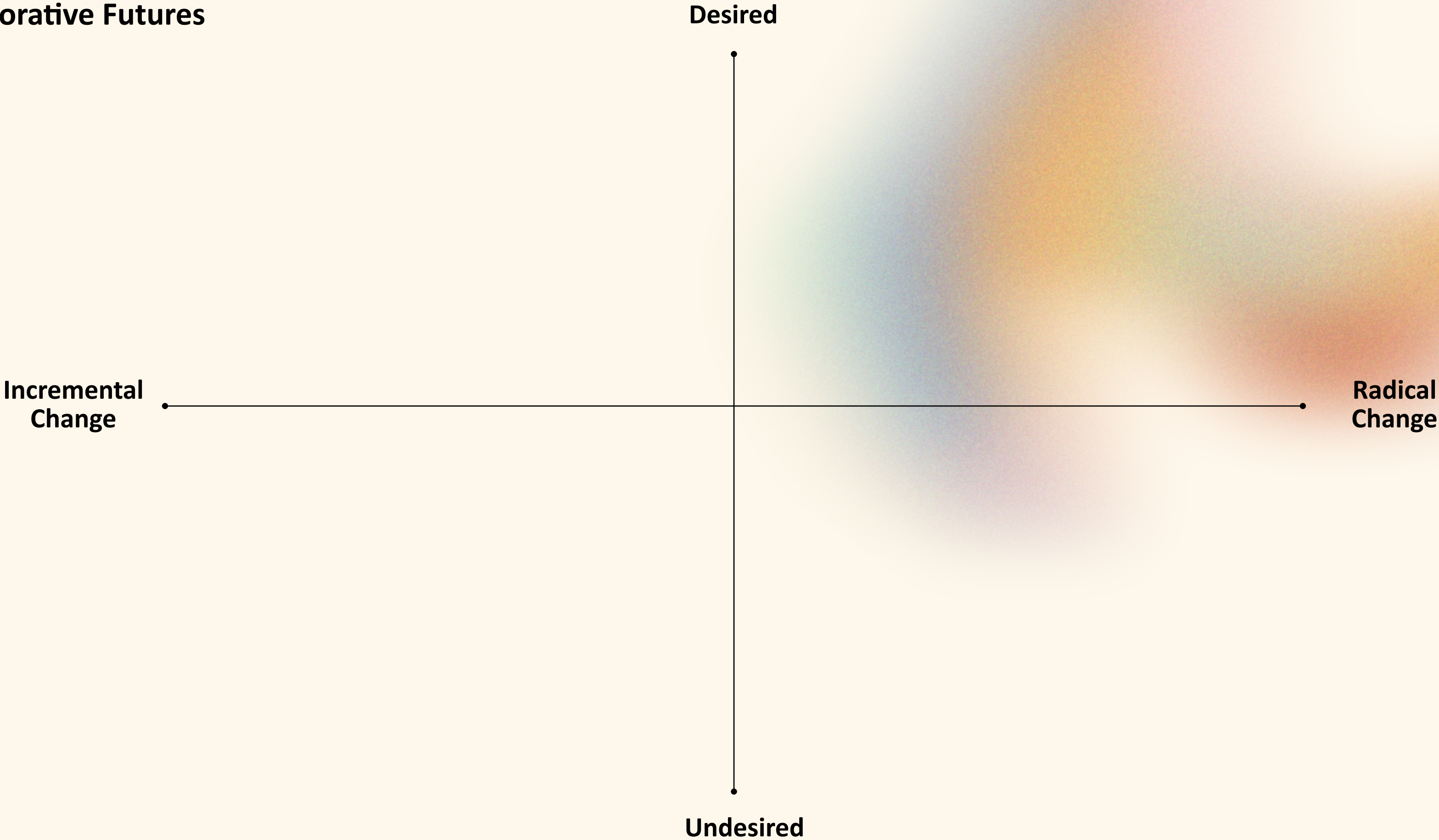
**Explorative Futures**

**Desired**

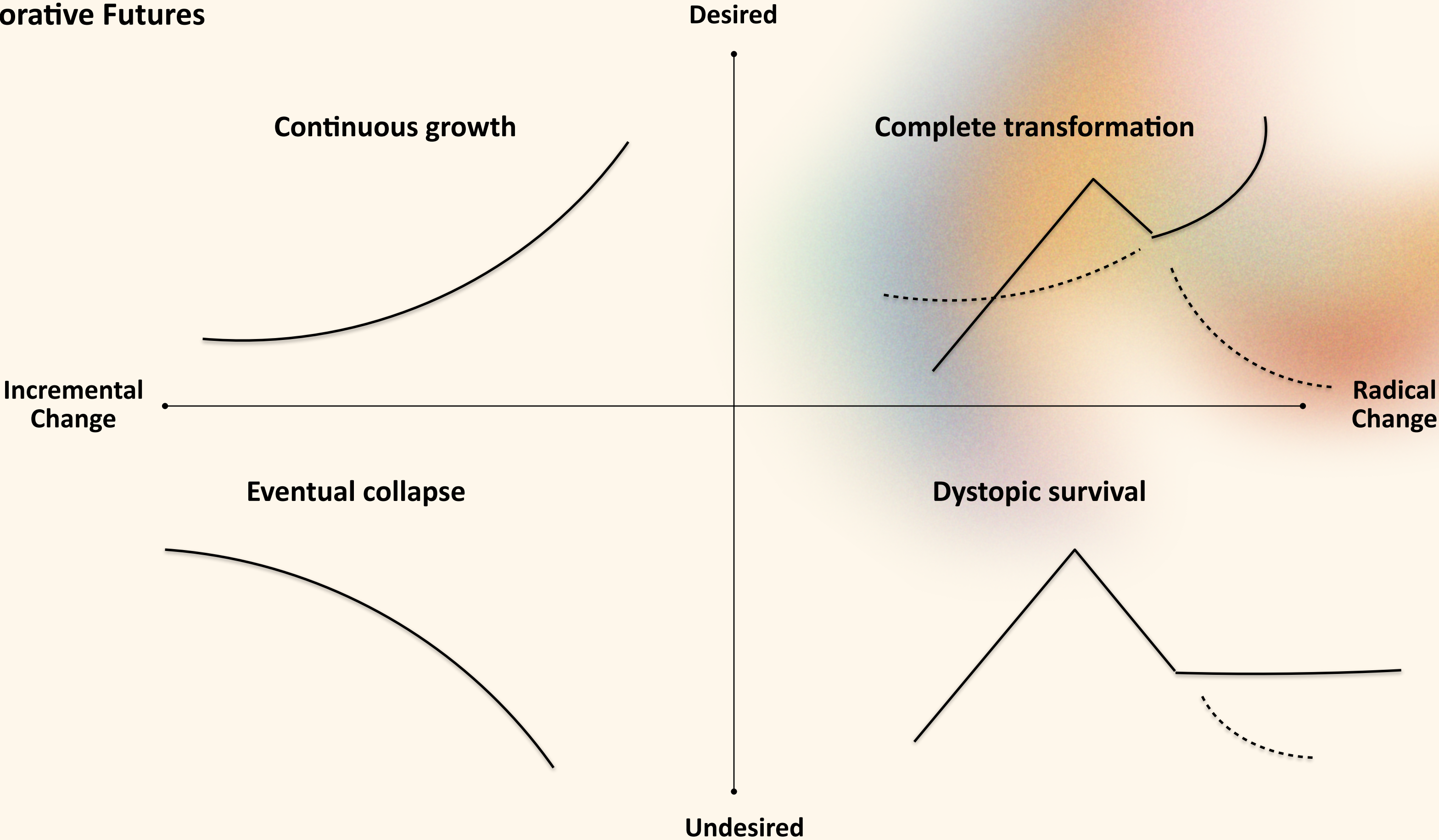
**Undesired**



# Explorative Futures

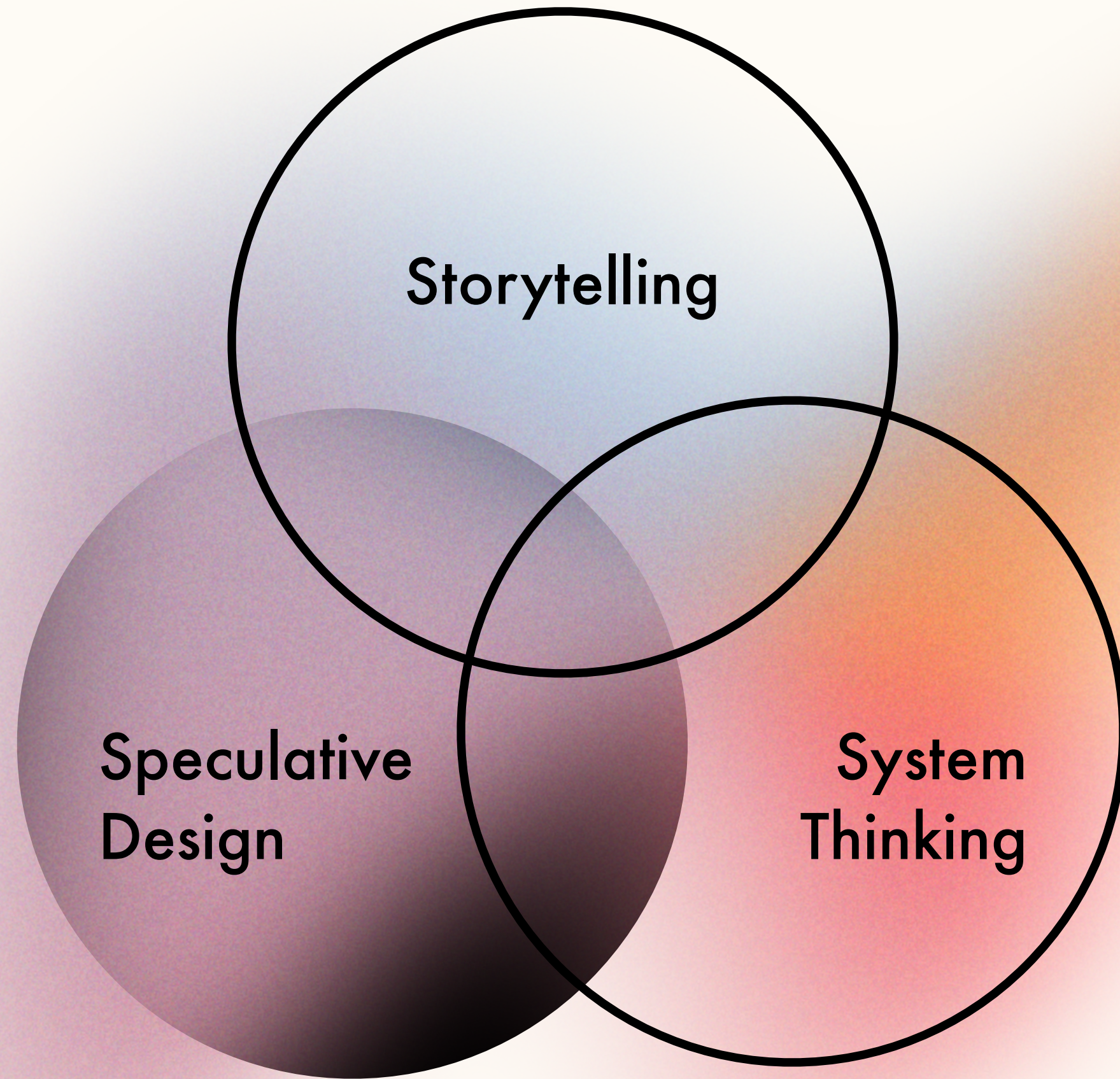


# Explorative Futures





Source: Stuart Candy / Hawaii Research Center for Futures Studies 2006. Photos: Cyrus Camp



<b>A (it isn't)</b>	<b>B (it is)</b>
Problem Solving	Problem Finding
Provides Answers	Asks Questions
Design as Solution	Design as Medium
Innovation	Provocation
Consumer	Citizen
User Friendliness	Ethics
Application	Implication
Makes us Buy	Makes us Think

Dunne, A., & Raby, F. (2013).  
 Excerpt from: *Speculative everything: Design, fiction, and social dreaming.*



# Anthropocentrism

(noun.) an(t)-thrə-pō-'sen-, tri-zəm.

Considering human beings as the most significant entity of the universe. Interpreting or regarding the world in terms of human values and experiences.

"Anthropocentric." *Merriam-Webster.com Dictionary*, Merriam-Webster

THE CLIMATE 202

# In a first, U.S. appoints a diplomat for plants and animals



Analysis by [Dino Grandoni](#)  
with research by [Vanessa Montalbano](#)



Monica Medina, the new special envoy for biodiversity and water resources, in New York. (Monica Schipper/Getty Images/WWF International)

## TRAVEL

Culture Food Discovery Adventure Destinations Collections About us More

CULTURE & IDENTITY | VIDEO | NEW ZEALAND

# The New Zealand river that became a legal person

By [Kate Evans](#) 20th March 2020

In 2017, New Zealand granted legal personhood to the Whanganui River. Since then, other nations have followed suit in an effort to protect the environment.

### OUR COVERAGE DURING CORONAVIRUS

While travelling is on hold due to the coronavirus outbreak, BBC Travel will continue to inform and inspire our readers who want to learn about the world as much as they want to travel there, offering stories that celebrate the

Flowing through the heart of New Zealand's North Island, the Whanganui River is one of the country's most important natural resources. The river begins its 290km journey on the snowy north-western side of the Mount Tongariro active volcano, winding between green hills and mountains until it meets the Tasman Sea. Revered for centuries by the Whanganui tribes – who take their name, spirit and strength from the river they live near – it became the first river in the world to be recognised as a legal person in 2017, bringing closure to one of New Zealand's longest-running court cases.

# The Future is Selfless

The future is not (only) about humans, and we cannot center the future around our perspective alone. We have to register ourselves outside the constraints of our own human narrative and bring equality to all things that deserve it.

**IMPROVING THE  
PRESENT BY  
SPECULATING THE  
FUTURE**

## Normative Futures

**We use normative angles when we are dissatisfied with the current state, and see the future as a possibility to fix things.**

## Normative Futures

“ ...it is now easier for us to imagine the end of the world than an alternative to capitalism. Yet alternatives are exactly what we need. We need to dream new dreams. ”

*- Dunn & Raby, 2016. Speculative Everything.*

**what if?**



@futurayst Stuart Candy for @UNDP

## dear resident,

We have exciting news: data show that the second generation of Rewilding Wales is nearing completion.

Under the framework set by the Welsh Parliament of All Beings, the health of our nonhuman kin is continuously monitored. Their preferences influence the planning model directly, via 'consent' thresholds, triggered by signals of species and ecosystem well-being. **Every voice counts.**

Since weirs in the River Taff were dismantled at Radyr, Llandaff, and Blackweir, salmon access to spawning grounds has reached historic levels. The stress hormones measured in their nervous systems, as well as those of other keystone species including otter, kingfisher, sewin, beaver, and lynx, are the lowest on record.

These are among the key consent indicators built into the Wales Interspecies Health Index (WISH) which, if sustained, herald the next phase of our century-long transformation.\* As we like to say, our WISH is coming true!

It has been a long journey to get here, but the date for restored public access to recovery zones in your area is now set. It coincides with the upcoming 20th Independence Day celebrations: 1 March 2057.

## annwyl breswilydd,

Mae gennym newyddion cyffrous. Mae'r data yn dangos bod yr ail genhedlaeth o Ailgyflwyno Cymru Anial bron a gael ei gyflawni.

O dan fframwaith wedi cael ei osod gan Senedd Pob Bod Cymru mae pethau yn cael ei monitro yn gyson. Mae eu dewisiadau wedi'u hymgorffori'n uniongyrchol yn y model penderfyniad trwy fecanwaith 'cydsynio' a ysgogwyd gan farcwyr lles ecosystem sydd wedi'u gosod yn annibynnol. Mae pob llais yn cyfrif.

Gan fod rhwystrau yn yr Afon Taff wedi cael ei diosg yn Radyr, Llandaff a Blackweir mae mynediad samwn i'r silfa wedi cynyddu. Mae'r lefelau stres a recordiwyd yn eu system nerfol yn ogystal a rhywogaeth penodol sef y dwrgi, glas y dorlan, sewin, afanc a'r lyncs, yr iselaf a gofnodwyd.

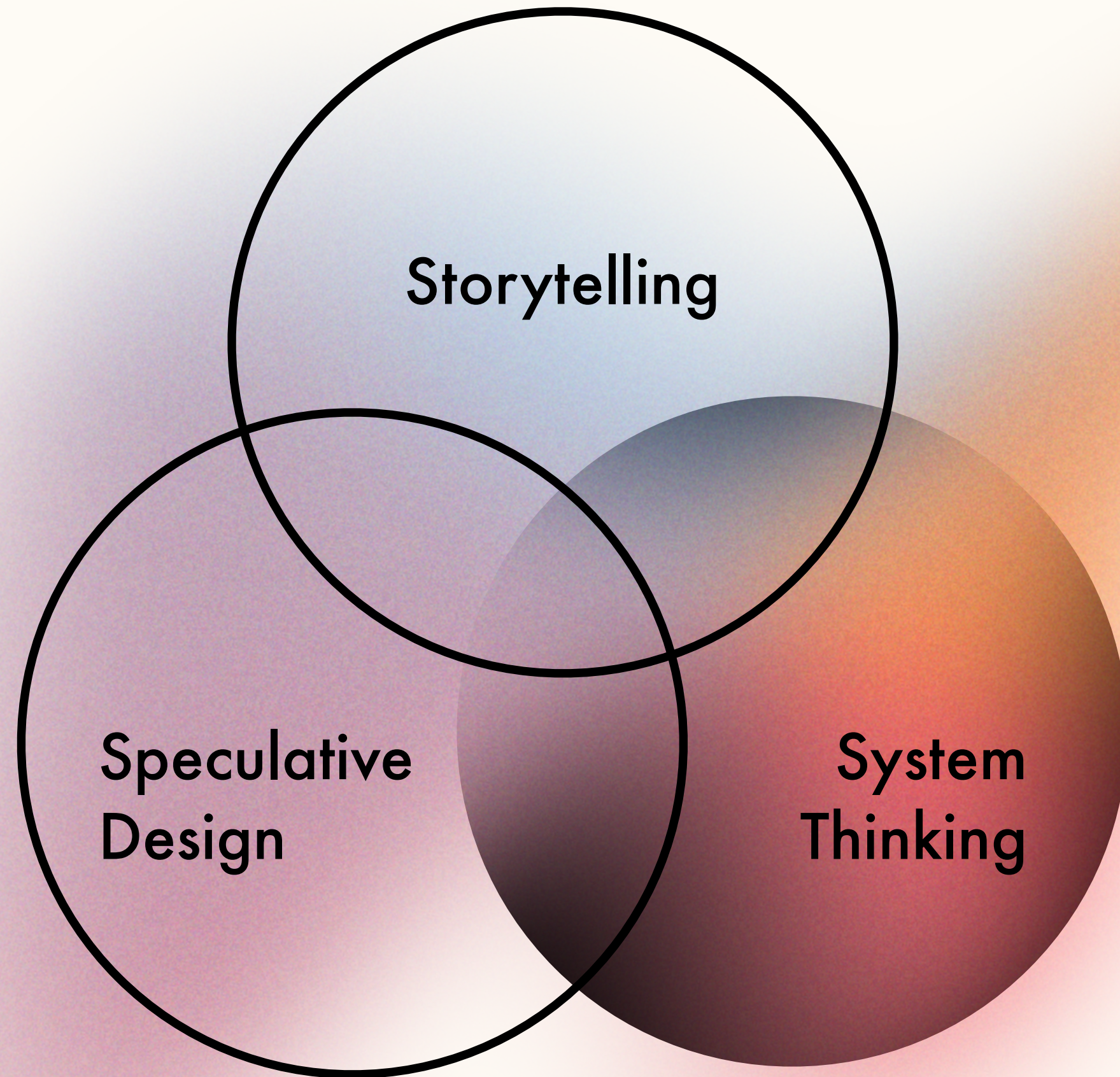
Mae'r rhain ymhlith y marcwyr caniatâd trothwy ym Mynegai lechyd Interspecies Cymru (WISH) \* sy'n agor y ffordd i gam nesaf ein trawsnewidiad canrif. Fel rydyn ni'n hoffi dweud, mae ein dymuniad yn dod yn wir!

Mae'r cynoeddiad yma yn dod mewn amser i'n 20 fed dathliad ar Ddiwrnod Annibynnol ar Mawrth 1af 2057 sydd wedi cael ei benodi fel dyddiad i adferiad mynediad dynol ar ffurf arbrolfol yn yr ardal yma.



Stuart Candy, 2021. Wale's Parliament of All Beings

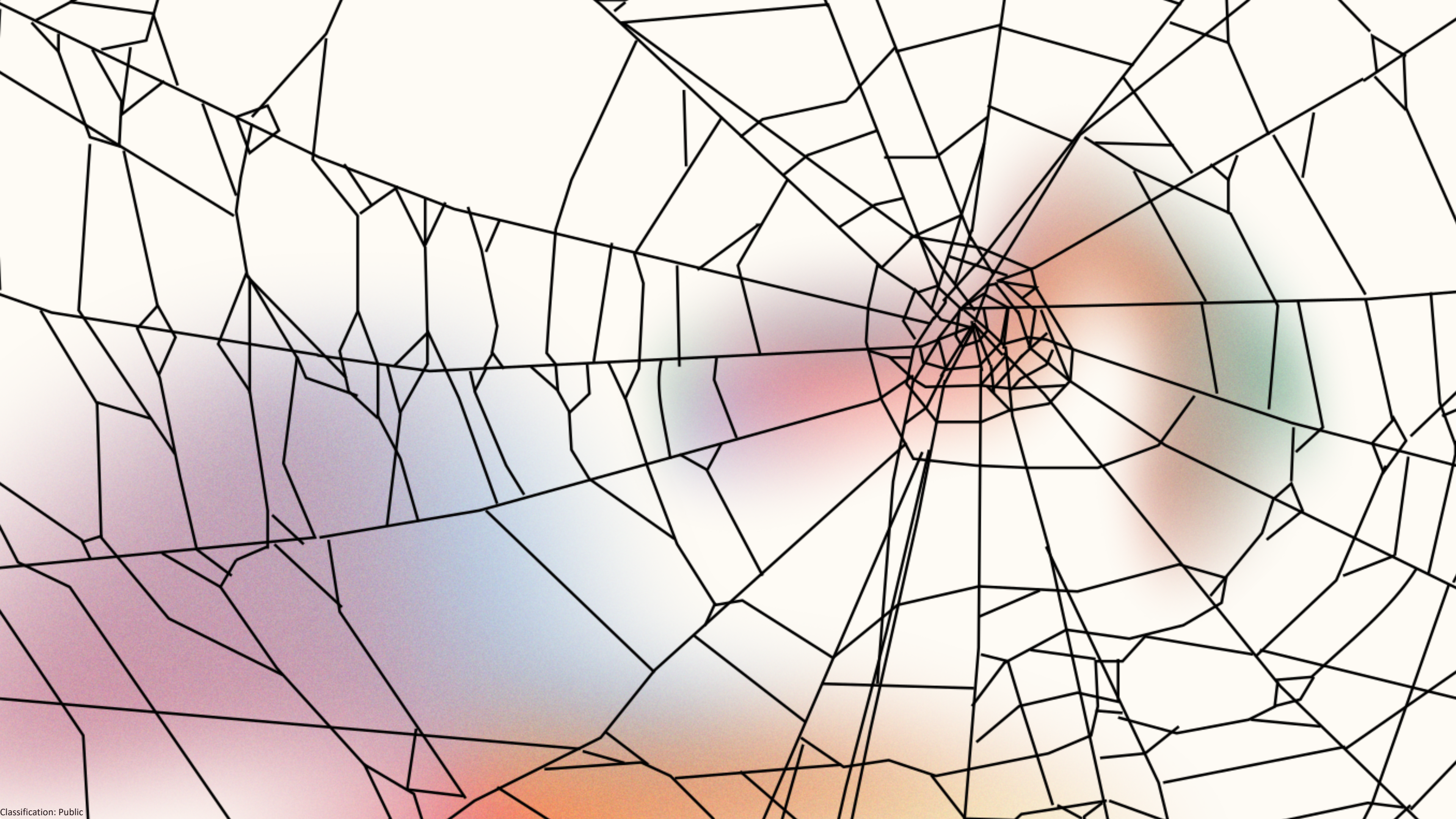




**Storytelling**

**Speculative  
Design**

**System  
Thinking**



**Future is change  
rippling through  
a system.**

# Holism & Synthesis

**Look back  
to look forward.**





**“ ...as a pond you can swim  
through – up, down, around. ”**

- Aleksandar Janca, 2003.  
*The Aboriginal concept of time and its mental health implications*





# FUTURE

[What is BBC Future?](#) [Future Planet](#) [Inner Space](#) [Follow the Food](#) [Health Gap](#) [Family Tree](#) [More](#) 

DEEP CIVILISATION | PREDICTION

# The perils of short-termism: Civilisation's greatest threat



# The Future is rooted

The future is rooted in the experience of time, the future is rooted in our actions in the present, the future is rooted in the living systems around us, and the future is rooted in this earth.

**PREDICTING THE FUTURE  
BY LOOKING AT THE PAST**

## Predictive Futures

**Predictive angle uses historical data as inputs to make informed estimates that are predictive in determining the direction of future.**

## Predictive Futures

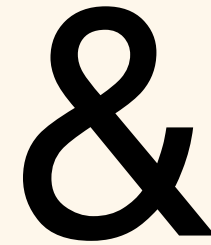
“ My forecast for the next forty years is an educated guess at what I believe will happen [...], and certainly not a description of what ought to happen. ”

- Randers, 2012. *2052: A Global Forecast for the Next Forty Years.*

## Predictive Futures

### *Signals*

**An event, a product, a news, anything that indicates a change. Of which there are no returns.**



### *Drivers*

**A larger force that accelerates the change of many related topics, accumulated over time that build up to this moment.**

# Predictive Futures

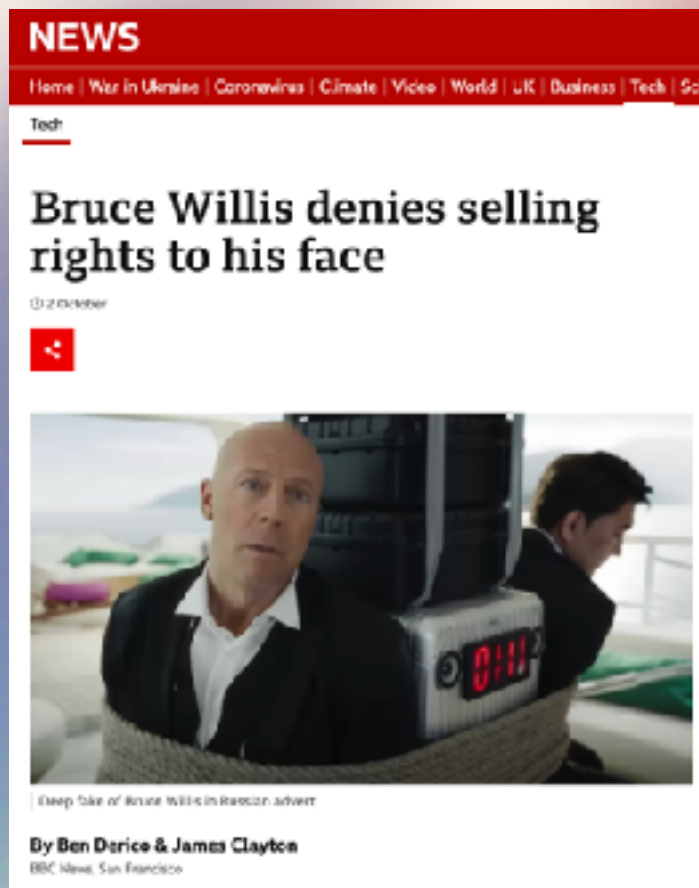
## Signals

An event, a product, a news, anything that indicates a change. Of which there are no returns.

&

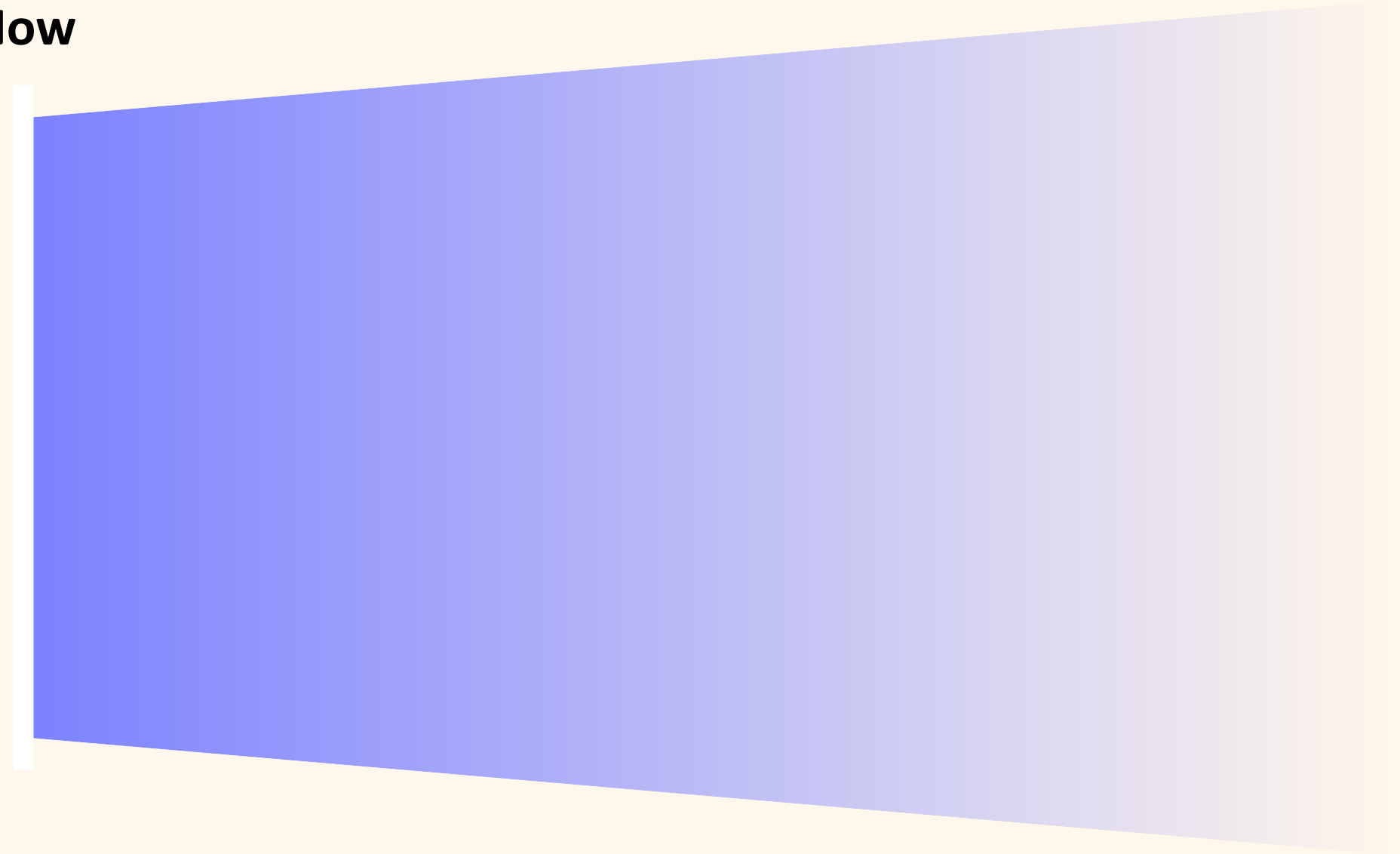
## Drivers

A larger force that accelerates the change of many related topics, accumulated over time that build up to this moment.



# Predictive Futures

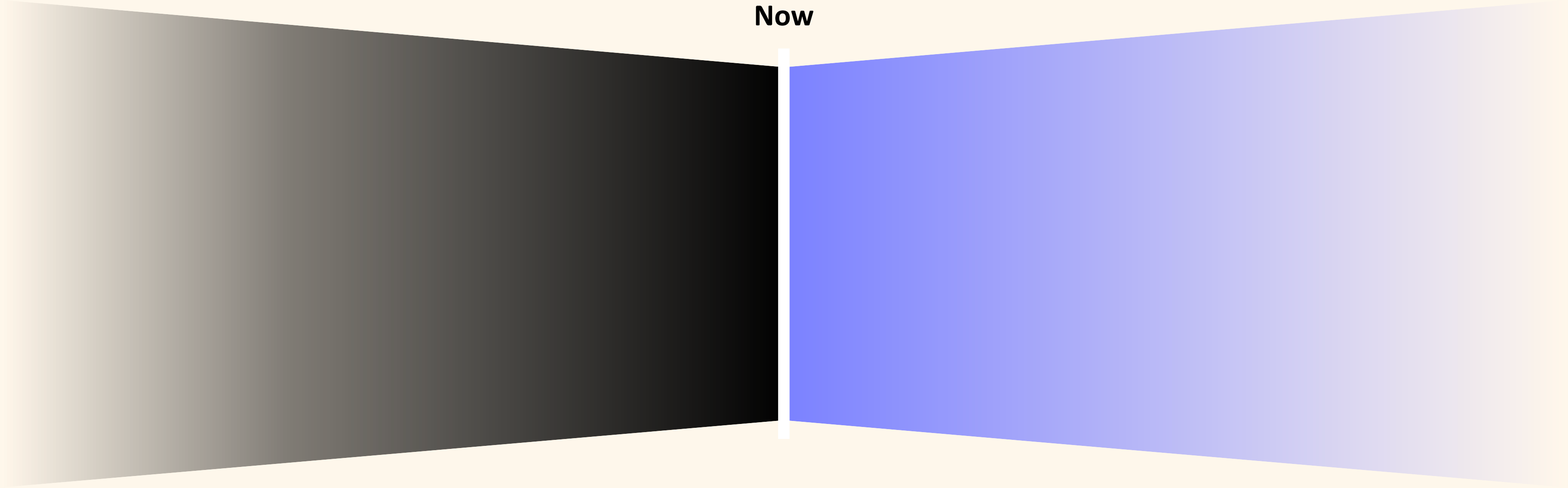
Now





# Predictive Futures

Now



## Education as a privilege

## Liberation of education (first for men, later for women) and Unification

minuscule  
writings across  
manuscripts



**1088**  
First secular  
university



Books are  
affordable  
End of illiteracy  
in society



**1452**  
First public  
library



**1524**  
Call for mandatory  
schooling laws by  
Martin Luther

**1759**  
Jean Jaques Rousseau:  
importance of  
childhood, freedom  
and creativity

Separation  
education and religion

Self-education,  
self-practice

**1770**

Establishment of first chair  
of pedagogy at a university

**1793**

Humboldtian  
ideal of education

**1800**

Prussia & France introduce  
compulsory schooling  
Majority of **men** can read  
and write

Books getting  
cheaper

**1837**

establishment of first  
kindergarten (Fröbel)



**1875**  
Unification  
measures



**1439**  
Invention of the  
printing press



**1700**  
Age of  
Enlightenment



**1799**

Invention of the  
fourdrinier machine



**1789**

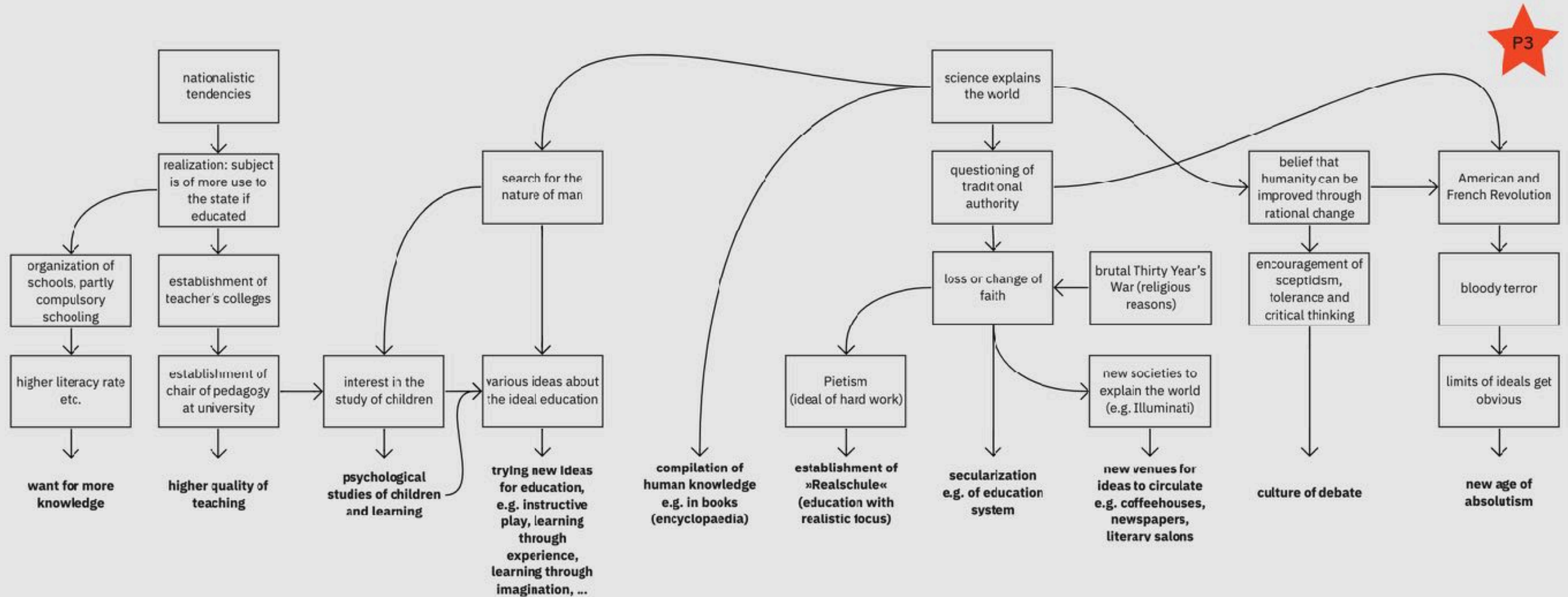
French Revolution

**1769**

Start industrialization

Student work:  
Lea Gründler, Cora Rogall, Klara Tekath, 2021.  
Köln International School of Design.

# Age of enlightenment



Student work:  
 Lea Gründler, Cora Rogall, Klara Tekath, 2021.  
 Köln International School of Design.

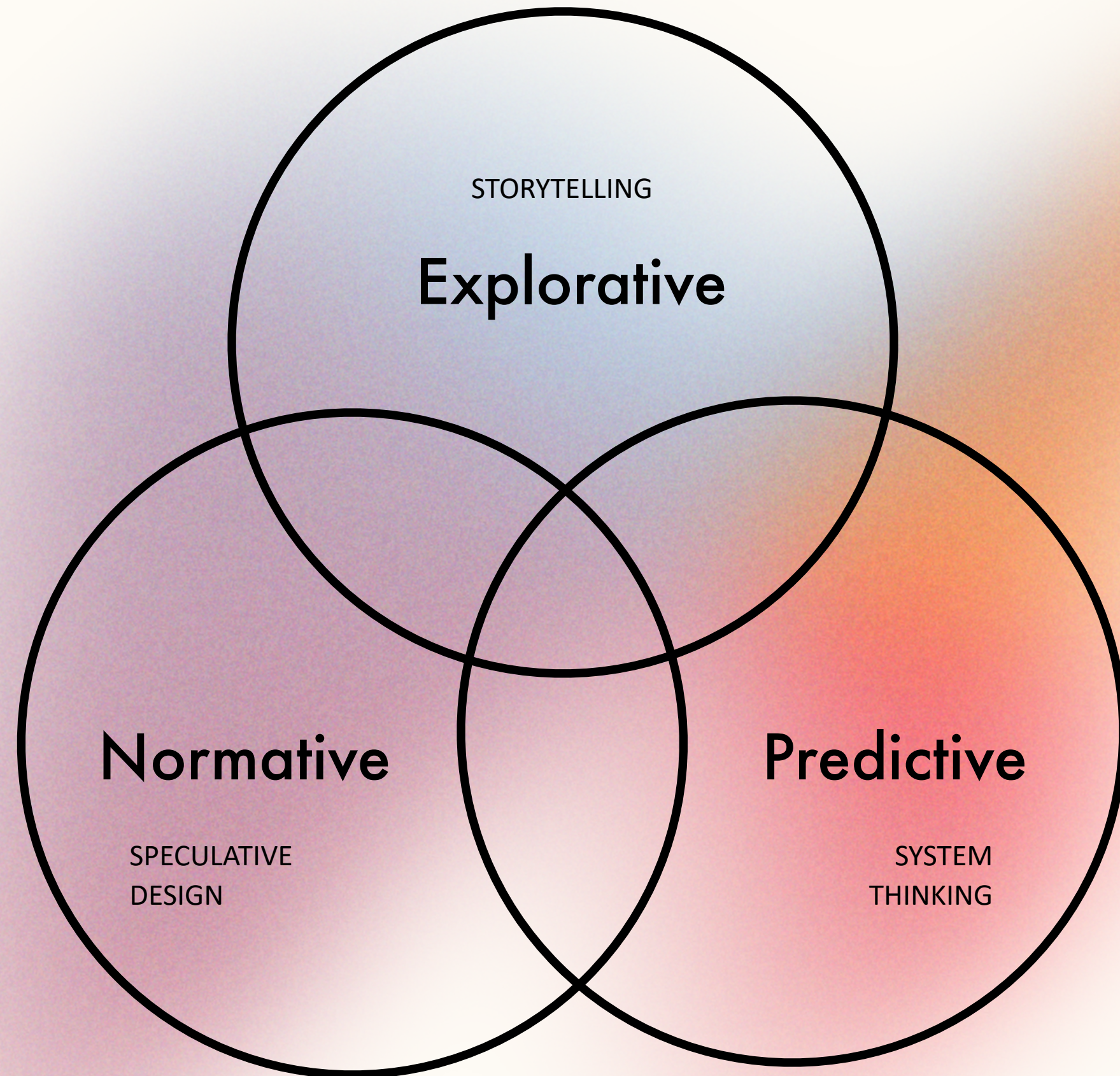


**The Future...**

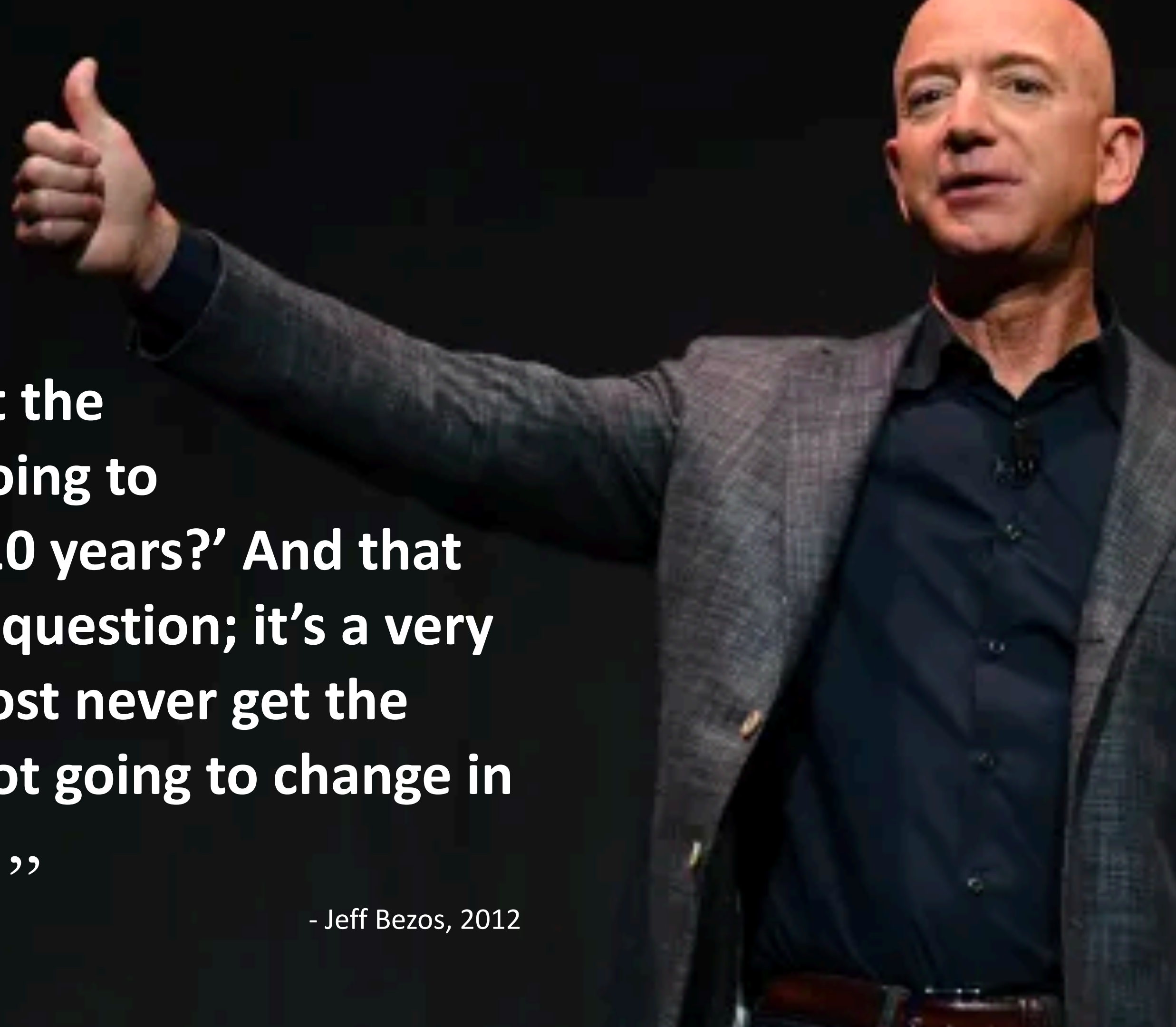
**... is not Bloodless**

**... is Selfless**

**... has Roots**







**“ I very frequently get the question: ‘What’s going to change in the next 10 years?’ And that is a very interesting question; it’s a very common one. I almost never get the question: ‘What’s not going to change in the next 10 years?’ ”**

- Jeff Bezos, 2012

Leading for the future is a  
balance between

*WHAT IS & WHAT COULD BE*



# The Final Takeaway



**YOU NEED  
URGENT  
OPTIMISM**

## Where does optimism come from?

How optimistic do you feel about the next 10 years?

How much power do you think you have in shaping the next 10 years?

Survey Results from students at Köln International School of Design taking part in the course “Trend Forecast with System Thinking”.

## Where does optimism come from?

Sep 2021

How optimistic do you feel about the next 10 years?

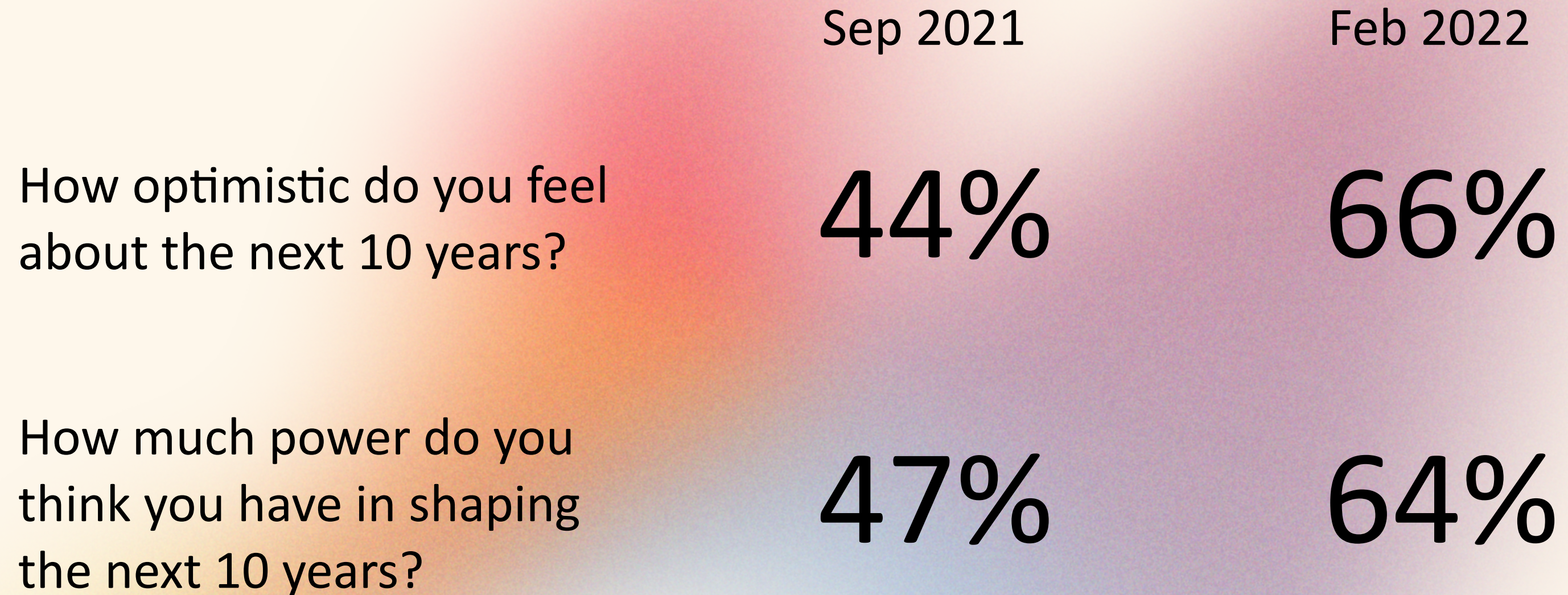
44%

How much power do you think you have in shaping the next 10 years?


47%

Survey Results from students at Köln International School of Design taking part in the course “Trend Forecast with System Thinking”.

## Where does optimism come from?



Survey Results from students at Köln International School of Design taking part in the course “Trend Forecast with System Thinking”.



**Optimism comes  
from thinking,  
playing, learning  
about the future.**

**THE FUTURE IS  
WHAT WE  
MAKE IT TO BE.**

# HOPE TO SEE YOU IN THE FUTURE.

**ALICIA SHAO**

**Thinker. Speaker. Educator.**

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