



PHOTOS: SILJE ARENDT

A SENSE OF PREFERRED FUTURES

A REPORT FROM SEMINAR 2 "DOING GOOD, THANKS!",
21-22 SEPTEMBER 2011 IN COPENHAGEN.

"The more we agree on being the authors of our own future, the less importance forecasts will have, except for being guidelines to acknowledging realities and for doing the right things," said Dr. Philosophy Ole Fogh Kirkeby. He also said: "A new Reason must travel to the future and inform us about it. Imagination and vision are necessary means here, but also our capacity to assume" (read more about the new reason on the next pages).

Many of the participants had extraordinary experiences visiting the two sensed futures. "We have seen a future, where we are totally dependent on nature and one where we are robots. I hope the future lies in the middle", said Dr. Saamdu Chetri, Director of Gross National Happiness Centre (GNH Centre).

As Robert Costanza, Professor of Sustainability, Portland State University and co-founder of Solutions Journal. pointed to in the video interview, we need to move sustainability beyond the environmental agenda, the future also have to be a high quality and prosperous life for people on the Planet. He pointed to need to get a real discussion about what the choices and opportunities are, when we want to create the future, we really want. Scenarios are excellent tools doing this.

To some of the participants the "Power of Nature" installation was scary, turning the relationship between man and nature up-side down. The preferred future according to Joseph Bragdon, author of "Profit for Life" and board

member of Donella Meadows Institute, is life mimicking companies, which success rate are greater than companies run in a more traditional way. A life mimicking company has the five characteristics summed up by Professor Steen Hildebrandt in his speak about sustainable leadership at Seminar 1 in June 2011:

1. Authentic mission and vision as well as values, originating and born within the company itself.
2. A decentralized network organization, based on a principle of helpfulness, where you trust your co-workers.
3. A culture of serving leadership, where the role of the leader is to serve the professional development of the living assets.
4. A commitment to continual learning which allows co-workers to experiment and fail.
5. A wise and careful financial leadership that reflects a clear intention to practice sustainable politics which in the long perspective will benefit future generations.

Many questions were posed and discussed during this In100Y-seminar, and basically they are about, whether we today are putting the future and our quality of life at risk?

Find the speakers' presentations, watch the video-interview with Robert Costanza and the videos from the two day seminar at www.in100y.dk