

COPENHAGEN SEMINAR #1

“MIND THE LONG RUN, BABY!”

ON 8 JUNE 2011

What is real and what is fiction speaking about the future? Is the future real? Not yet, but it will be. And if we really want a future, and not just any future, we better get started.

House of Futures welcome you all here today and are very pleased that you, each one of you, decided to join the project In100years at this first seminar “Mind the long run, baby!”

A special thanks to our foreign speakers and participants from Sweden, Germany, UK, The Netherlands and the US.

My name is Gitte Larsen, and I’m a futurist and director of House of Futures, which I co-founded in 2009. Today I’m a special agent and one of your hosts.

At House of Futures we strongly believe that we need a new place to meet and start. In 100 years is such a place, and we hope that it will be a global as well as a local platform for developing and visioning alternative and preferred futures for sustainable societies.

TODAY is the first seminar in a row of four Copenhagen Seminars. We were delighted to learn that the VELUX FOUNDATION supported the In100Y-project. Thank you – and especially you, Hans, and Helene and Kjeld. Thank you also for being with us today.

Steen Svendsen, your other host today, will tell you more about the project in a little while, and we will reveal what your answers to our questions on the boarding-slip were. You just see and wait.

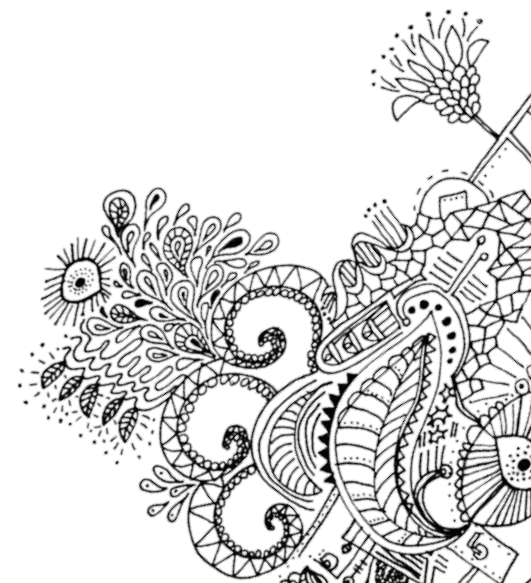
TODAY is about sustainable growth in the long run, baby, it’s about growth of the future. My favorite futurist Alvin Toffler were once approached by a Chinese businessman, who asked him: How can we stay Chinese in the future? Toffler answered that nobody can stay anything in the future, so the question should have been: How can we become Chinese of the future.

TODAY we will start a new journey, a common one. Most of us might agree that we need to re-shape our mindsets in order to develop new myths, new stories that will help us through transformation. Crisis does that, or it can do that if we open our eyes and hearts and chose to see and feel. Dreams can too, at least in my opinion.

We are in a situation, where we might be the last generation to have a choice. And yet there are no real experts. We are the first human beings giving the assignment to design a new and better world, and we’re in this together. We, you and me, are the global family as much as anyone else. We cannot create the future from a fearful place, we need positive images. And we need to do opportunities, not just talk about them.

We might also agree here today that we want to preserve mankind in the long run. It’s one of ours, of House of Futures’ assumptions in this project, the only one actually, at the *Wall of Time*. The wall is placed in the *Red Room*, which is the heart of this seminar, and which you will enter soon. Some assignments are awaiting you at this wall.

If we believe in preferred futures for mankind, for sustainable societies in the long run, baby, if we believe that some futures are better than others, are more wanted, are called for, how do we get there now?



TODAY we will look at places to go and places to be. What does it really mean to be human beings wanting to survive as a species? We are not just part of the world, we **ARE** the world – the creators and designers of our own future on the planet. On the boat you heard Dorthe Steenberg talk about the power of the give-and-take-principle. It's the same power that many of you would say is needed, I believe, in order to move on, in order to grow sustainably.

It's not only what is out there that counts, when we create the future – it's also what's in here. In your "heart-mind".

TODAY we will look ahead and backwards. You've already been travelling through a century thanks to this extraordinary *Future Mind Tours*, and your Büro Reisende will be of your assistance on the rest of the journey. Sustainability is just that. It's a journey, not an end.

To me anticipating the future is a very precious task and a part of my everyday life in many regards. I believe that we, the people of planet Earth, can actually create a future worth living.

I think we need to acknowledge and welcome a new synergy between preferred futures and present life. Being aware that we can influence and create alternative images of the future, we have an obligation to do so. Being aware that more and more people share the ability to think holistic and include the higher purpose and common good in their thoughts and behaviour, could be one of the most important driving forces of change, and it could change everything. It is a possible future.

You must remember that the future is not just something out there – **WE** have to live it **NOW**. And it's not an end, no matter if we're talking about tomorrow, 40-50 years from now or one hundred years ahead. 2112 is as much a journey as sustainability is. We will have to live the future while we create it, and we are already on our way.

To me In100Y is working with everything I learned and envisioned before plus a lot of new really, really important stuff. Not just to me, to many of us, to all of us actually – whether we think we have the time to do this right now or not.

To me In100Y is spending my time with something I enjoy to do and with somebody that gives me a hope for the future, and not least with people I admire, respect and love.

To me In100Y is a dream coming through. A dream I didn't even know I had.

Come on and take the ride with us, and mind the long run, baby!

Thank you all for listening, and welcome today!

