

INTRO BY STEEN SVENDSEN, FUTURIST AND PARTNER HOUSE OF FUTURES, PROJECT MANAGER OF "IN 100 YEARS"

## WELCOME TO ALL OF YOU. WELCOME TO THIS BEAUTIFUL LOCATION.

Standing on the shoulders of giants in research on sustainability I will start with a quite blunt statement "The planet will continue to exist, but not necessarily man kind." It is this "necessarily" we will deal with in this series of seminars.

It is a journey, not a destination, as Gitte Larsen just said outside. And it is a journey through wisdom, imagination, knowledge and common sense. We hold four seminars over the next year all aiming at unfolding "In100Years". Each of the four seminars has a theme and all play an important part in the knowledge process. We hope that this first seminar – and this first day of the first seminar – will give us the tone for the entire project. I have been dreaming that this seminar would bring a very distinct twang (like a play at a tuning fork making a beautiful "A" note).

I will listen for new ideas, for patterns, platforms, hope and common sense. I will listen carefully and take that tone with me – and I hope you will do the same. In other words: This is a very important seminar in a very important study.

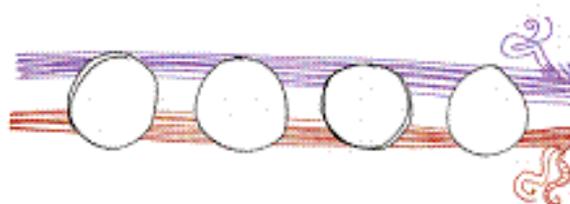
### FUTURES STUDIES

In this project we are working with the long perspective, with the future of nature, systems, consciousness, cultures, social relations, beliefs – with transformations. Futures studies methodology is the basis for knowledge development in the project, but "no serious futurists deal in predictions", as Alvin Toffler says in his famous book Future Shock.

Since the early 1970s, there has been a remarkable shift within futures studies. From focusing on predicting the future to focusing on managing the future and on visions for the future. Today we do not speak of "the future" but of "futures". Possible as well as preferable futures. Futures studies are about creating ideas of alternative futures thereby creating a choice of futures and of present actions - starting now..

### THE PROJECT ELEMENTS

"In 100 years" is a unique project, and a necessary project. It consists of three key elements referring to the main purposes of the project.



*As a first key element*, the project is structured around four seminars, where leading Danish and international researchers and visionary professionals will help us with unfolding the concepts of sustainability and growth in the long term.

- *On this first seminar* we employ the broadest approach unfolding the general understanding of the project, the core concepts, driving forces.
- *Seminar 2* – title Doing Good, thanks – is on organizational designs and policy and business models (will be about policy and business development and the possible roles of sectors and agents).
- *Seminar 3* – title No fixes, pal – is on nature and technology (the role of technology, natural resources, nature and the interaction between them).
- *It's our future, love!* Is the title of the 4th and last seminar and its on people and mindsets (we explore humanistic dimensions in the form of culture, consumption, consciousness, worldviews, and beliefs).

*The seminars are tied together by the second key element of the project: A dynamic scenario process* - as indicated by the purple lines on the slide. During the project we will develop and outline scenarios for the future of sustainable societies – possible as well as preferable. We will do baseline scenarios and explorative scenarios as basis for preferred futures scenarios – "This way, please!"

*The third key element* – indicated by the red lines on the slide - is the establishment of a “Core Group” drawn from leading Danish researchers and opinion makers. All members of the Core Group are present here today. The task of the Core group is to provide the VELUX FOUNDATION with an assessment on whether the foundation should support a centre for environment and sustainability in Denmark.

The project continues until spring 2012.

### FROM AUDIENCE TO PARTICIPANTS

We can not, and should not, do all this by ourselves at HOF. So, my dear people, now I’m turning to you. We do not see you as an audience, but as participants in this process (hope you agree!). We are not presenting the future to you, but hopefully we will inspire you to work with sustainability and growth in the long run, together with us. It’s pretty it’s pretty tough to look a century ahead. We need all the help we can get. And we already got a lot of support. First of all from all of you spending one - and for some of you two days - of your precious time here with us.

### BOARDING-SLIP

This morning, as you entered the journey by sailing round Copenhagen, you gave us your suggestions for a label for the next 100 years. I know it’s only a word or a sentence, but it is a thought, and we will take the liberty of seeing them as extremely condensed foresights of the next 100 years – or even as scenario headlines. Let’s take a look at your foresights

We have over 30 scenarios and its not even lunchtime, thank you! You will use your foresights in the ongoing scenarios process and you can find them on our web-site after the seminar.

### TODAY AND TOMORROW

We have two full days ahead of us. Today we have gathered a group of very special people to inspire you. They will present various aspects of sustainability and growth – overviews, approaches, understandings, status and directions, foresight and preferred futures. Tomorrow some of you will work in different sessions and workshops outlining driving forces, research themes and much more. But let’s get on.

Before I give the floor to Søren, I want to tell you about an episode. It was beginning of March and we had worked hard outlining the concept for this project and the project’s timeframe. One morning, Soren came rushing into HOF, still breathless and still with his bike helmet on, and he yelled “let’s do 100 years. 2112”. You all know the outcome of that. I am really pleased to give the floor to my colleague, futurist and economist Søren Steen Olsen.



# The main elements of :in100Y

