

Workshops

Group 1: Corporate perspective on Sustainable Futures

INTRODUCTIVE PRESENTATIONS

Mika Aaltonen

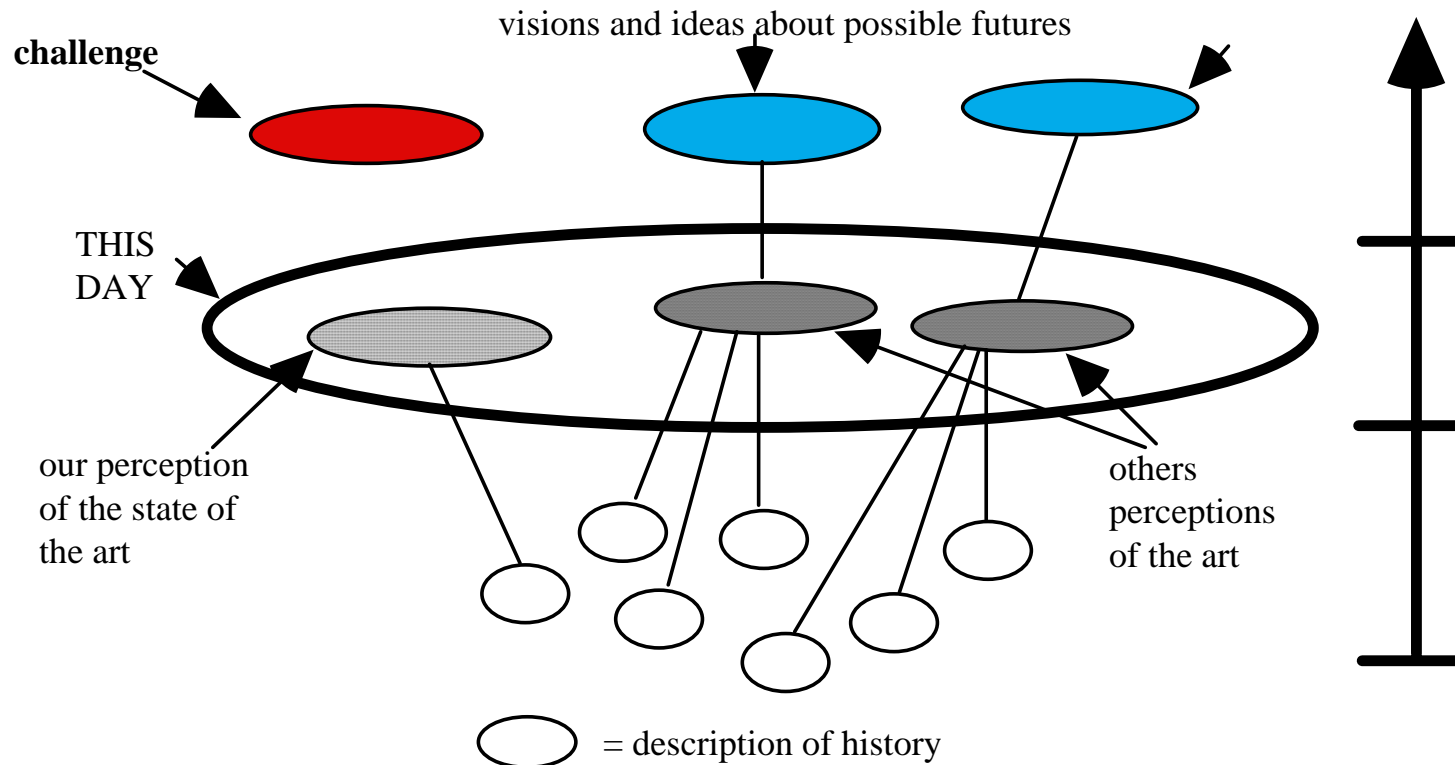


Figure 1: The components of field to be analyzed (Aaltonen)

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Predicting and analyzing the future can be divided two different challenges:

"communication" and "by which process we clarify the future".

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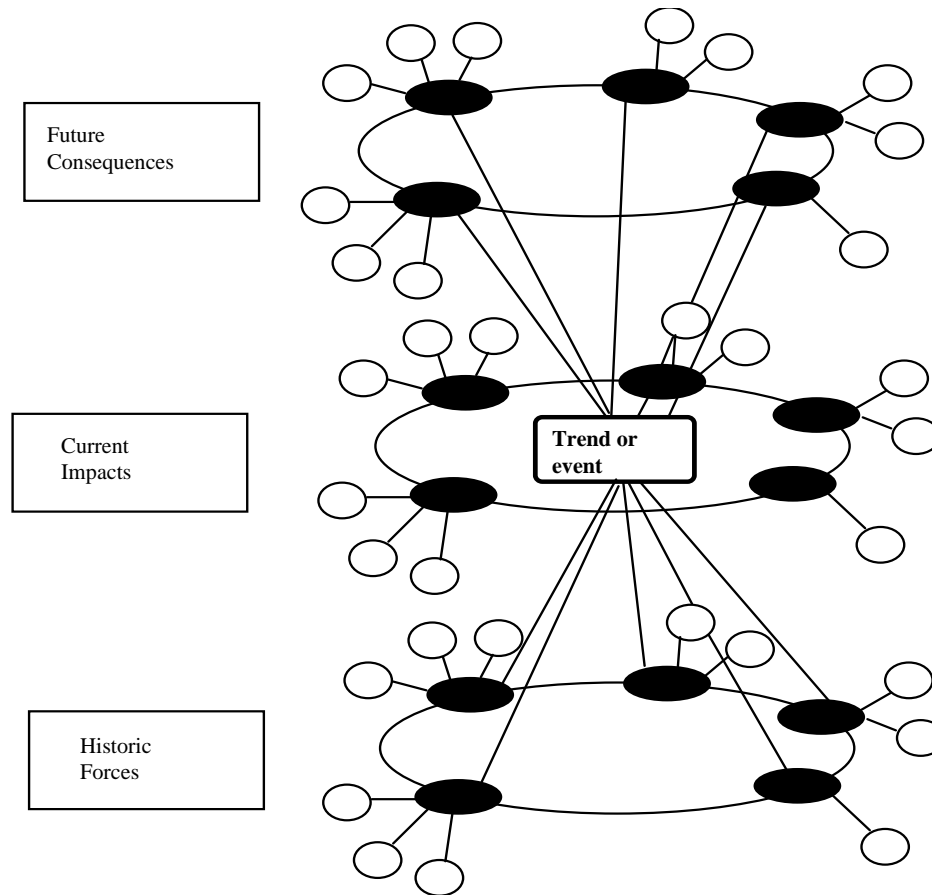
Challenge 1: Communication

Analogy is: historical forces have strong influence in current impacts and trends or events to be seen.

Current trends and events reflect reciprocally on future consequences

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- From the Millennium -project has arisen a four dimensional thinking platform to approach future orientated strategic thinking. Every dimension includes different kind of analytical tools and techniques (table on next slide).

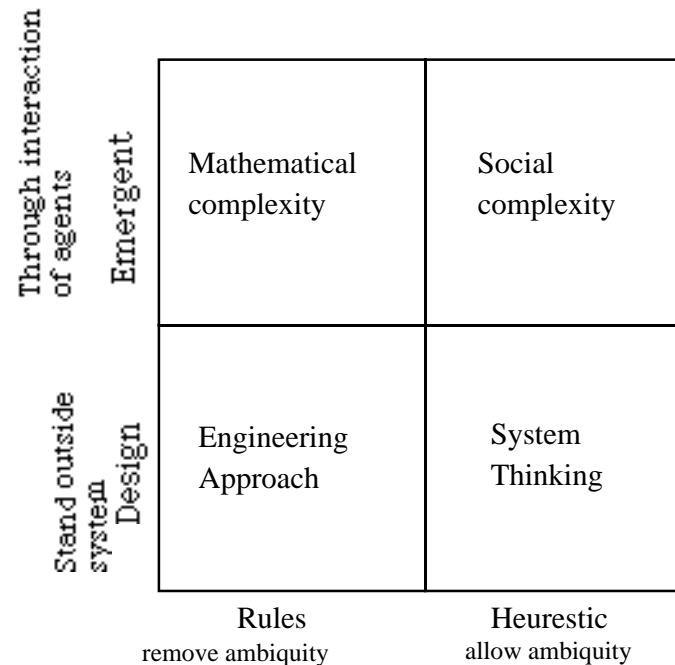
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There are examples from economic periods and methods that can be Placed into a certain dimension. Fordism, for instance can be placed Into Mathematical complexity Dimension as a "pure representative".

Techniques and tools vary from unit of analysis, time and scale, but a visionary of the new millennium must have capability to cognitive and comprehensive thinking of all four dimensions.

Actuality comes from complexity.



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Methods of Boundary Objects

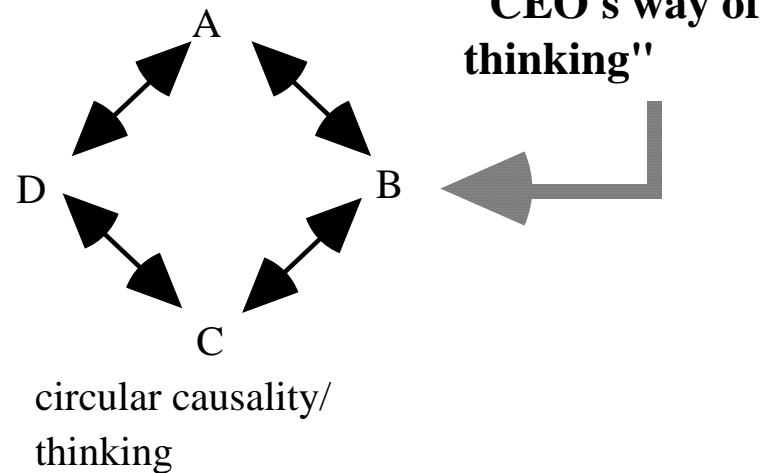
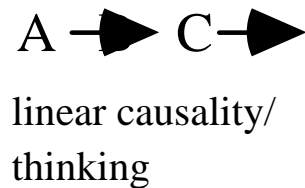
They are part of larger situations; they provide frameworks for the situation, and function as point of reference.

- MEM = Mind Enhancing Machine (For example email).
- BAU = Brokerage Area for Users (it can be, for instance city or market or other active area where actions take place).
- KIN = Knowledge Intensive Networks.
- CIV = Convergent Interactive Values

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Challenge 2: By which process we clarify the future



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Markku Wilenius

What are the reasons for declining trust towards big companies among people and consumers?

- companies have become too large; they have no more touch point with people; they have become states of their own in global world.

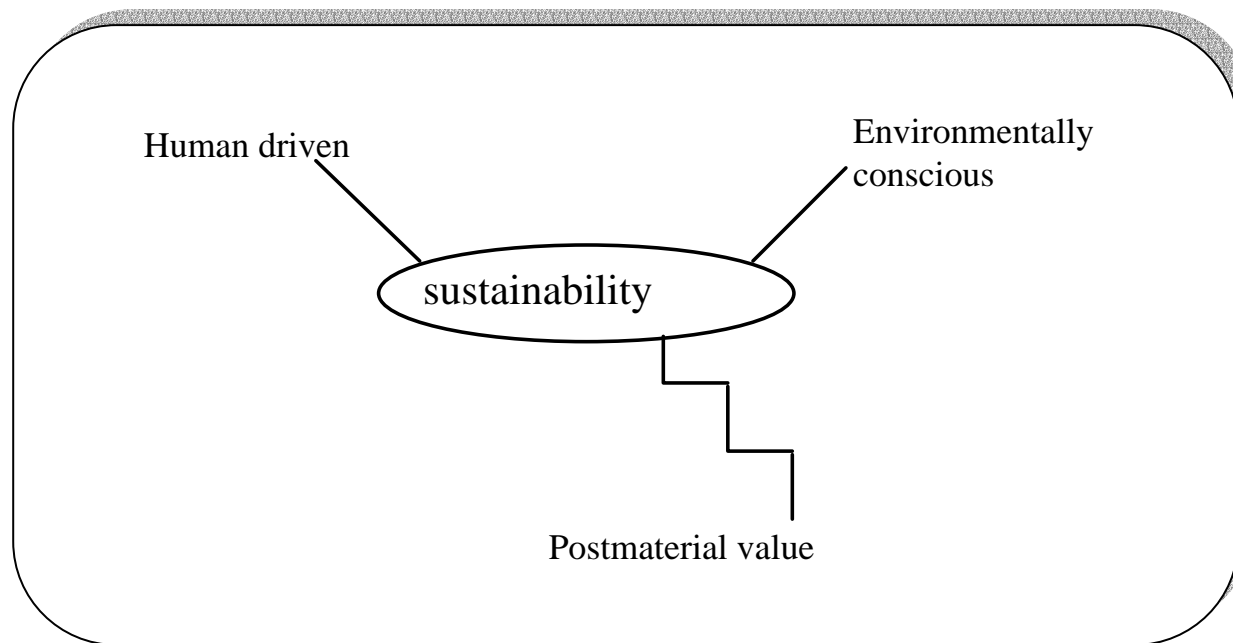
What companies should do about this phenomenon?

- They should rethink the values of consumers; most of them have become post-materialists;
- They should make a real shift from technology driven to human-nature driven organization.

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How to change the way of perception in order to accomplish this goal?
Companies should put sustainability into the core of their brand strategy



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How should a sustainable branding show in practice?

- **Shift sponsorship partners to cultural / environmental side;**
- **Build customer friendly recycling system;**
- **Show in every aspect of your action that you care for environment;**
- **Think yourself as building a real citizen brand.**

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DISCUSSION OF THE GROUP 1

- It is important to see different stages of development where governments and companies operate. One model that suits for another does not work with other.
- How companies should see themselves as a participant in a society? Which is the focus area, local or global? To whom companies are mainly responsible for? Which is the priority order in stakeholder management?
- All future orientated models should be able to give also a straight answer to corporate management, which is an ultimate benefit to our company if it operates with this new model or system analysis?
- People / consumers are more and more suspicious towards companies and messages, which companies create and sent or promote. Their real motives for example in matter of sustainability are questionalized by consumers.
- Companies should realize that sustainability always pays; either in short term or in long term in a way or another.

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DISCUSSION OF THE GROUP 1

- Is an increasing education standard an answer? Do the consumers in global scale become more aware of sustainability issues and therefore set greater ecological demands for companies' goods?
- Perceptions of designers in the company? Are their views rightly interpreted? Or have they received right information to aid their possible future orientated / innovative work from the top?
- What kind of role a cognitive learning and understanding in the company should play?

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All together:

New cognitive methods are needed in order to better understand a future. However, these methods and their "justification as a new way of doing thinking" must be cognitive based through all the company