

A stylized, pixelated map of Europe in light blue and white. Overlaid on the map is a large yellow 'e' logo, which is part of the European Union flag, surrounded by a circle of small blue stars.

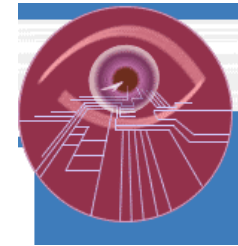
eForesee

pre-Launch Creative Event

on

*Exploring Knowledge Futures
as an Economic Sector*

Wednesday, 8th May 2002



What Foresight is and what it isn't!!

*Let's first make sure that we are
talking about the same thing*

Foresight is about ...

**Learning Together from the
Future to Make Better
Decisions
Today!!**

**Foresight takes us on a journey
into the future...**

**Together we explore what the
future holds in store (positive
and negative)**

**We discover alternative paths
and exciting new opportunities**

**This journey helps us to
develop our
thinking and decision
processes.....**

How?

◆ It releases us from current constraints to explore new options, challenges and opportunities..

◆ It informs us about new scenarios which are likely to emerge in coming years..

- ◆ **By working in teams, we explore different perspectives and visions of the future and learn from each other.**
- ◆ **We develop the skills and knowledge base for more intelligent policies and better decisions - these skills stay with us and inform not only our decisions at work but also in our personal lives.**

Foresight can be and is being applied in different ways:

- ◆ **By national governments for more coherent and “joinedup” policies**
- ◆ **By regional and local authorities and cities for better planning**
- ◆ **By companies to identify future business opportunities**

- ♦ **By research funding bodies to pinpoint strategic areas for future investment**
- ♦ **By universities to decide on more long-term areas of specialisation for research**
- ♦ **By international organisations, e.g. EU, for more effective use of global resources**

Foresight may be driven by:

- **a primarily science & technology focus**
- **the impact of S&T on the economy and society**
- and/or**
- **related business opportunities**

**Who benefits from
foresight?**

**The country : foresight
develops the national
capacity to think ahead**

The businessman: foresight provides strategic intelligence on emerging opportunities and business re-shaping and planning within longer-term time horizons.

The young: foresight develops lifelong skills in learning from the future vs. traditional mode of learning from the past.

- **The researcher:** foresight helps researchers to identify future opportunities in terms of new areas of research or new applications, as well as new partnerships and networks.
- **The citizen:** foresight provides an opportunity for citizens to have a greater say in decisions affecting their future

What are we expecting from foresight?

- ◆ **Vision-development or scenario-building for the future**
- ◆ **Networking of various players in business, research, government, community**
- ◆ **A foresight culture and foresight skills**
- ◆ **A strategic direction/recommendations**
- ◆ **New forms of governance and citizen empowerment**

What foresight is not about ?

- ..a panacea or cure for all our deficiencies and constraints...**
- .. one approach for all contexts....**
- ... unrealistic expectations ...**
- ...a do list for government...**
- ... just another set of reports..**

**What does foresight mean to
you?**

What can foresight do for you ?

**Please give us your feedback
by completing the
questionnaires!!!!**