



Z_punkt Agency for Shaping the Future PLC

Future in a Nutshell

Millennium Project
Planning Committee Meeting
February 2003

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Presentation - Content

- Information about Z_punkt and our work
- Some impressions of future studies in Germany
- Z_punkt and the Millennium Project
 - Activities so far
 - Plans for creating a German Node

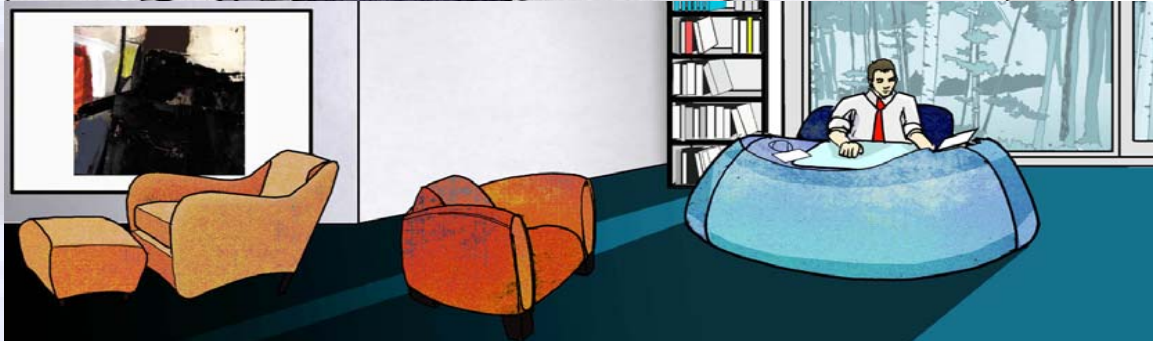


Future Services

- future studies and scenario development
- customized trend-databases
- knowledge management and -organization
- environment, market and sector analysis
- technology and environment monitoring
- product and market innovation
- perspective-workshops and future labs
- talks and presentations
- publications / newsletter / essays



Communicating the Future: Visualization of Scenarios





Board Members



Klaus Burmeister
head office Essen
executive manager
political scientist
markets &
opportunities



Dr. Karlheinz Steinmüller
scientific director
physicist
science-fiction-author
worlds &
technologies



Beate Schulz
office Berlin
communication
scientist
change &
responsibilities



Andreas Neef
office Karlsruhe
executive manager
information scientist
vision &
innovation



Locations



Project Partner
Stockholm/Sweden
Kai Boehme



Project Partner
Salzburg/Austria
Dr. Walter Spielmann
Futures Library



Office Arcata/Cal.
Manager: Evelyn Hauser



Office Berlin
Manager: Beate Schulz

Head Office Essen
manager: Klaus Burmeister

Office Karlsruhe
Manager: Andreas Neef



German Future Group



Secretariat for
Future Studies
(Gelsenkirchen)



Institute for Future Studies and
Technology Assessment (Berlin)



„Zukünfte“ - (transl. „futures“)
Journal for Shaping the Future
and for Networked Thinking



Society for
Shaping the Future -
Network Future e.V.



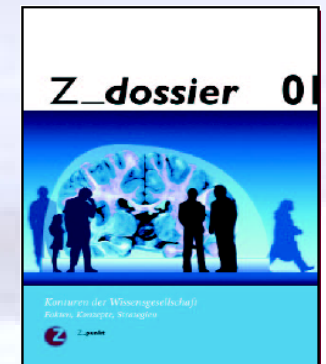
International Activities and Affiliations

- Member of [euroProspective](#)
(Millennium Project EU-liason)
- Founding Member of the [Global Future Forum](#)
- Started English [Email-Newsletter](#) in December 2002



Z_punkt: Publications

- Z_newsletter
- articles etc. on the website
- Z_papers (latest: on demographic change)
- Z_dossiers (latest: "Futures Studies and Businesses")
- publications on methodology in general, on scenario methods etc. (accompanying our workshops)
- To come: book on Wild Cards





Z_punkt: Selected Project References

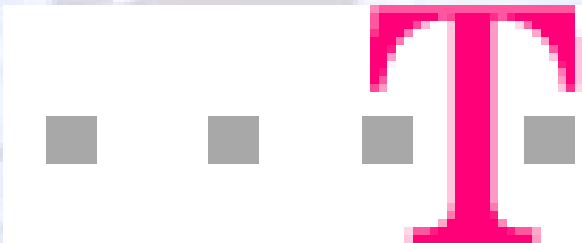
Bayer 

DAIMLER CHRYSLER

AS
AXEL SPRINGER VERLAG

Deutsche Post  **World Net**
MAIL EXPRESS LOGISTICS FINANCE

HypoVereinsbank



Infineon
technologies



Z_punkt: Selected Current Projects

- Updating our trend database, which serves as a basic tool for work on strategy and future in large corporations
- „Outlook 3.0“ project, innovative product scenarios for telecommunication
- „Demographic Change and Conservation“, commissioned by the Federal Nature Conservation Agency
- „Linz 21“ project on the future of the City of the Austrian town Linz, participative, based on the work done in Agenda 21 processes there
- Offering workshops on methodology of future studies in general / on scenario techniques



Future Studies in Germany

- Some government-funded organizations, some private companies
- Some Examples:
 - IZT Institute for Future Studies and Technology Assessment
 - Academy for Technology Assessment (Baden-Württemberg)
 - Office of Technology Assessment at the German Parliament
 - Secretariat for Future Studies (Gelsenkirchen)
 - Fraunhofer Institute for Systems and Innovation Research ISI in Karlsruhe
- Most important recent project: The German research dialogue „[Futur](#)“; large scale dialogue, designed to find „lead visions“ for Science Policy



Possible German Node

- First contact to the project in 2001 (WFSF Conference in Romania)
- Activities up to now:
 - Interviews for Science & Technology Management Policy (Ministry for education, German Association for Engineers)
 - Identify experts for year 3 S&T survey, collect responses
 - Raising interest in and increase knowledge about MP in Germany:
 - promoting the project, promoting the SOF



Possible German Node: Plans for 2003

- Continue collecting responses for the S&T survey
- Participate in coming surveys / collect responses
- Arrange first meeting with German Node Planning Committee
 - define clear aims , create work plan
 - Report on activities of MP: form common knowledge base on project to enable Planning Committee members to spread the news about MP in Germany
- Build a German language website
- Create German language flyer / information material



Possible German Node: Planning Committee

- Member of Planning Committee so far:
 - Günter Clar, European Commission Unit K2 (foresight)
 - Dr. Dr. Axel Zweck, German Association of Engineers, Future Technologies Division
 - Kerstin Cuhls, Fraunhofer Institute for Systems and Innovation Research ISI in Karlsruhe
 - Robert Gaßner, Institute for Future Studies and Technology Assessment (Berlin)
 - Prof. Dr. Gerhard de Haan, Free University of Berlin (educational studies)
 - Peter H. Mettler, Professor for Societal Science and Sociology of Planning and Technology (University of Wiesbaden)



Experiences so far / Comments

- The project is not as widely known in Germany as it could and should be
- Problems in conveying the full depth of fields and aspects covered in SOF
 - people do not look through the whole CD-Rom
 - would maybe need more „guidance“ through the material and resources of SOF
 - need for media-adequate material for getting media attention