



MP German Node – Report

Millennium Project
Planning Committee Meeting
Sao Paulo, March 2004

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- The Node – basic facts
- **Z_punkt** GmbH
- Activities since July 2003
- Next year's objectives for the Node
- Views of the Millennium Project in 5-10 years
- Suggestions

The German Node – basic facts



- Working with / for MP since 2001
- German Node founded March 2003
- Planning Committee of 6 people:
 - Representing major institutions from futures studies
 - Higher research / universities + private
- Current phase: building + extending network for MP in Germany

Z_punkt GmbH



- **Founded in 1997** by Klaus Burmeister and Karlheinz Steinmüller
- Staff of about **15 employees**
- Specialized in **trend and futures research** projects for business and institutional clients, esp. technology leaders
- Gained expertise in projects with **global players** as Deutsche Telekom AG, Bayer AG, Degussa AG
- We see ourselves as **partners and service providers** for future workers and strategists

Activities since July 2003 (1)

Z_punkt: selection



- Scenarios „Germany and Europe 2020“ published in German Economics Magazine „Brand eins“
 - To 80.000 readers
 - Raised a lot of media attention
- Name change! „The Foresight Company“
- Z_trenddatabase – updated
 - First bilingual version (German / English) produced
- Final report with scenarios for different regions in Germany (project „Demographic Change and Protection of Nature“, for Ministry for the Environment and Federal Agency for Protection of Nature, in coop. with University of Essen)

Activities (2)



- Took part in and distributed **surveys**:
 - Global Challenges
 - Middle East Peace Rd. 3
- **Networking MP**:
 - Joined **EU-MPI**
 - participated in meeting in autumn, Brussels
 - preparation of next meeting in April
 - part of EU-proposal and project **SPIDER**
(Increasing regional competitiveness through futures research methods)

Activities (3): PR



- press releases for new SOF, new methods CD-ROM
- largest attention resulting from that: half an hour interview with German Public Broadcast on German future studies as a professional field, featuring the MP and the German Node, broadcast 1.1.2004

Activities (4): PR



- articles in:
 - **Z_punkt Newsletter** (1600 subscribers):
 - Edition 2004:01 (March 2004) Featuring SOF's inclusion on Future Survey's list of best future books
 - Edition 2003:04 (September 2003): featuring SOF 2003 und Methods-CD
 - English Newsletter "**Future News**" (200 subscr.)
 - Edition 2003:01 (September 2003), featuring SOF 2003, New Methods CD, Foundation of German Node Advisory Committee
 - Article in **Futures Studies Journal** „Zukünfte“

Activities (5): Workshops



Working with and presenting the SOF / work of MP:

- Z foresight Academy:
 - Introduction to Futures Studies
 - Working with Scenarios
 - Foresight and Businesses



Activities (6): Promoting MP



- Presentation of MP, SOF and German Node at the **General Assembly of the German Association for the United Nations (DGVN)**, Osnabrück, November 2003
- Done by Heiner Benking: Introduced SOF and MP at a **Workshop at the University in Berlin**, September 2003
- Bernhard Albert; presented 15 Challenges at a **"future day" for Catholic Church** in January 2004 (half a day on global trends)

Activities (7): Networking the Node



Decision Makers / New Contacts:

- Kornelia Haugg, Federal Ministry of Research Education, Department for Strategy
- Herbert Stachowiak, systems theorists, physicists
- Beate Wagner, General Secretary of German Association for the United Nations
- Dr. Andreas Dally, "Evangelische Akademie Loccum"



Cooperation
for future
events /
conferences

Objectives of the Node



- Participate in and distribute up-coming surveys
- Contribute to EU-MPI
 - Host the next meeting in Brussels in April
 - Practical work in SPIDER-project
- Intensify and extend the existing network
- Marketing + PR for next SOF
- New Website: create own „space“ for MP + German Node
- Write article about MP to be placed in German Futures Studies Journals

Objectives: Foresight Weblog



- Foresight Weblog: open forum on „weak signals“ / emerging issues, new developments etc.
- In order to spot changes early = instrument for environmental monitoring, early recognition of possible trends / trend disruptions etc.
- **Suggestion / Invitation: in cooperation with MP**
 - Everyone can put information into the Weblog
 - Analysis of inputs every 8 weeks – shared with MP PC!

Foresight Weblog - Example



Overmorgen - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Zurück Suchen Favoriten Medien

Adresse <http://www.overmorgen.com/> Wechseln zu Links

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February 26, 2004 **Twisting a scenario into certainty**

I haven't been keeping up with news recently, but a few days ago the *Observer* [reported](#) that a Pentagon paper given to Bush "warns that major European cities will be sunk beneath rising seas as Britain is plunged into a 'Siberian' climate by 2020."

As usual this is the media turning a genuine scenario (ie, a *possible* future event) into a more newsworthy certainty. Part of me expects more from the Observer, but then I've also distrusted the paper since they ran that piece about Demon's Clive Feather being Britain's "pornographer-in-chief" [back in 1996](#). Anyway, for more on the twisting of the climate change paper, check out [this Boing Boing post](#).

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February 08, 2004 **Shell's scenarios**

Matt Locke [has been at a workshop](#) with the Shell Scenarios team. He also links to [their site](#) which has plenty of pages and documents on their work. Matt's going to be posting highlights of his days there over the next few days, so keep an eye on [Test](#).

Because there's bugger all happening here.

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Getting Chilly

Matt Jones (among others) [quotes and points to a scary Fortune article](#) about how soon and how rapidly (over less than a decade) global warming could make the Northern Hemisphere very cold. Leading to wars for natural resources and general horrifying scariness.

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December 22, 2003 **Virtual goods returned in a real court**

According to [this Reuters story](#), a man in China went to court to force a company running an online game to return virtual goods that had been stolen from him, possibly by a hacker. Is this the first time online property has been dealt with by real-world law? (via [Many-to-Many](#), more [at Terra Nova](#))

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<http://www.overmorgen.com> (Phil Gyford)

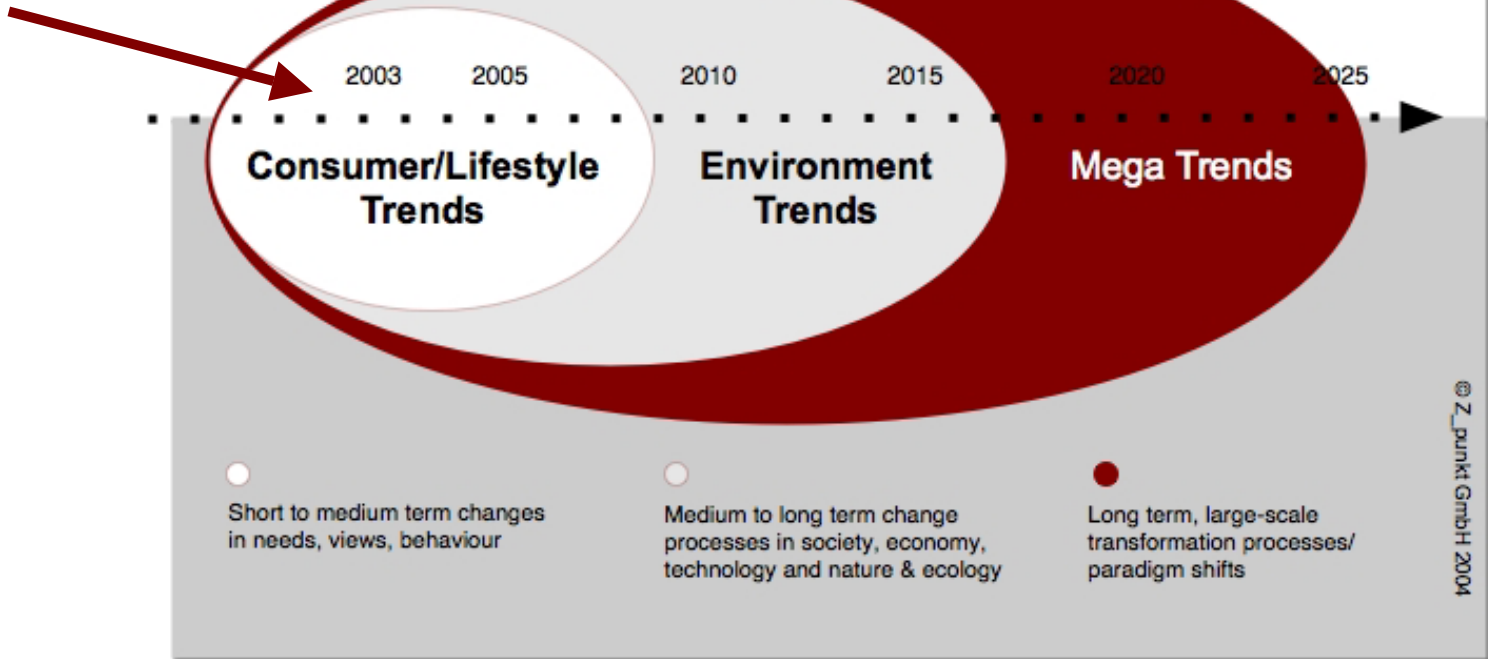
Start Pa... Po... 20... Mi... O... P... Internet 14:11

Foresight Weblog



Systematics of Trends

Weblog
weak signals



Foresight Weblog: structure



- 5 categories for entries:
 - Society
 - Economy
 - Technology
 - Politics
 - Nature / Environment & Ecology

Foresight Weblog + MP



- **Basic facts:**
 - Hosted and realized by Z_punkt
 - Structured along 5 thematic fields
 - On-going activity and becoming a resource for information (archive + analysis)
 - To be put online in April (about that time)
- **Suggestion: Co-operation with MP:**
 - **Idea:** Foresight Weblog „powered by The Millennium Project“ = PC
 - All of us can put content in
 - All of you will get an analysis of weblog's contents about every 2 months

Views of the Millennium Project in 5-10 years (1)



- The Millennium Project has been established as one of the most important institutions delivering
 - Alternative, in-depth scenarios on future issues
 - New methodologies for agenda-free international co-operation
 - Bias-free, future-oriented studies concerning global medium- to long-term change

Views of the Millennium Project in 5-10 years (2)



More face-to-
face co-
operation!



Views of the Millennium Project in 5-10 years (2)



- Nodes are represented almost equally in all parts of the world
- co-operation between the Nodes has become common:
 - series of practical projects and initiatives, on global and regional level
 - researchers between Node are „swapping“ work places regularly
- The MP is a well-established discussion partner for policy-makers all over the world
 - F.e. is conducting international workshops on certain topics, which brings together MP-people and clients

Suggestions



- Strengthen efforts for PR and marketing
 - Push our specific outputs more
 - Make the project as a whole more known
 - Clarify more in communication how subjects are put on the agenda, how contents / results are produced (explain process / methods)
 - Intensify contacts to policy makers etc.
- Offer basic info for sponsorship on website / to Nodes
- Discuss new ways of funding