



# MP German Node – Report

Millennium Project  
Planning Committee Meeting  
Louvain-la-Neuve, April 2005

Cornelia Daheim  
Z\_punkt GmbH  
The Foresight Company

# Issues



- German Node Activities since July 2004
  - General Node Activities
  - EuMPI
  - SPIDER
  - Conference + Publications + Weblog
- Next year's objectives for the Node
- Suggestions

# German Node Report

## Activities since July 2004 (1)



- **General Node / MP work:** July Washington meeting, networking and informing German Node
- Collecting answers, **Future Ethics Survey, Rd. 1+2, and Nanotech Survey**
- Enlarging Network of German Node
- Trying to **get project for company client together with MP** (ongoing)

# Activities of the German Node (2)

## Promoting MP / PR



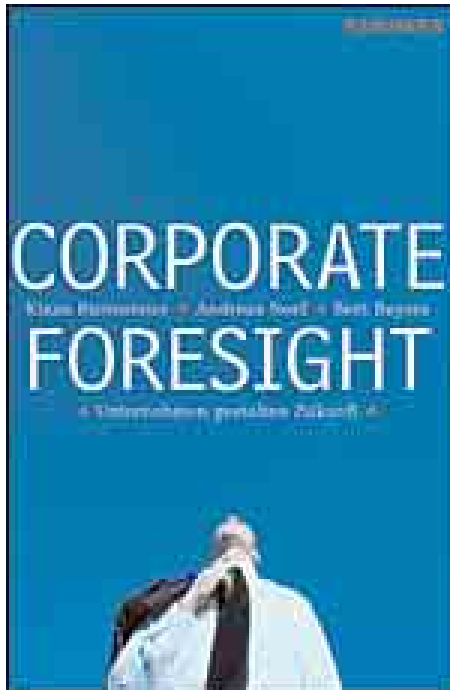
### Articles, short reports on:

- MP Washington Meeting, SOF, Prague Workshop, EUMPI-Conference, SPIDER, SOF in best future books list etc.
- Published in:
  - **Z\_punkt Newsletter** (2500 subscribers), English Z\_punkt Newsl. "**Future News**" (600 subscr.)
  - German Futures Studies Journal „**Zukünfte**“

**Z\_punkt book “Corporate Foresight”**, published in Spring

# Activities of the German Node (3)

## Promoting MP / PR



Z\_punkt book “**Corporate Foresight**”, published in Spring

- Including a **chapter on MP and its work**, interview with Jerry and short version of Global Challenges

# Activities of the German Node (4)

## SPIDER-Project



- On-going project with Finnish and Brussels-Area Nodes (Juha's separate report)
- **Interim report completed**
- See <http://www.spider-project.net>
- **Expert workshop** also involved some members of the German Node
- **Helps making new methods and approaches in Foresight more known in Europe** and in our region, as well as the MP and its activities

# Activities of the German Node (5)

## EuMPI



- Contribution to discussion of **EUMPI actions, meetings**
  - **Presentation Prague Workshop on Futures Studies Methodology, Sept. 2004**
  - **Publication** in Czech Node's series of CSES papers on workshop
  - **Helping Pierre Armand** with contacts/meetings in Germany to get funding for Haiti project with Pavel / Czech Node
- **Conference “The Futures of Europeans in the Global Knowledge Society”**
  - Marketing and planning, session preparation

# Activities of the German Node (6) Weblog Weak Signals



A screenshot of a Microsoft Internet Explorer browser window displaying the Zpunkt website. The address bar shows the URL: http://www.zpunkt.de/hudud/index.php?blogid=38&amp;date=2005-03. The page content is organized into a grid. On the left, there are two main article sections: '30 March' with the title 'COLLEGES: AN ENGINEERED SPECIES?' and '23 March' with the title 'PERSONAL FABRICATION: 3D PRINTER TO CHURN OUT COPIES OF ITSELF'. On the right, there are several smaller sections: 'NEW STORIES OF ZPUNKT' with a 'Zpunkt' logo, 'NAVIGATION', 'TOP STORIES' with a list of articles, 'RECENT ENTRIES ON ZPUNKT' with a list of recent posts, and a 'SEARCH' box. The browser's status bar at the bottom shows the URL and the Zpunkt logo.



# Activities of the German Node (7)

## Weblog Weak Signals



- <http://www.z-punkt.de/nucleus>
- collecting information concerning "weak signals"
- **on-going activity**, to become a resource for information (**archive + analysis**) for The Millennium Project's and Z\_punkt's work
- **All of MP-PC members have access**
- Problems so far:
  - „Barrier“ too high, too much German content
  - rarely input from outside Z\_punkt
- Z\_punkt discusses a possible re-structuring of Weblog, to be decided in May

# Activities of the German Node (8) Conference (Oct.) with MP contribution

“In the long run. Long-Term-Thinking  
in Business. Corporate Foresight + Global Change”



# Activities of the German Node (9) Conference



- **Jerry as a key-note speaker**, using the **S&T scenarios** (see [www.inthelongrun.de](http://www.inthelongrun.de) for pres.)
- 150 participants (policy makers, strategic planners from companies, scientists)
- **Wide media coverage**, for conference and MP
  - Mainly German, but also international and Scandinavian media
- **Meeting of German Node** in the context, with Jerry joining in:
  - Result: plans and first steps of Node to become more active in projects with the Node group
- New members, contacts for Node



# Objectives of the Node (1)

- Participate in and distribute up-coming **surveys**
- Contribute to **EuMPI**
  - Esp. upcoming common proposal “Regions of Knowledge 2”
  - **Enlarging core working group** of SPIDER
- Intensify and extend the existing **network**
- **Marketing + PR for next SOF and MP**
  - New Website: MP and Node area
  - Articles, press releases etc., getting SOF reviewed

## Objectives of the Node (2)



- upcoming publication: **Proceedings „in the long run“ conference (English and German)**
  - **Including article by Jerry**, based on and including the S&T scenarios
- Try to get funding for **German Node group to work together in a research project**
- Currently **trying to get a (small, but paid) involvement of MP in a project** for a company client

# Suggestions



- **Strengthen practical co-operation between Nodes**
  - Set basis, also for communication to outside
  - Map basic profiles of nodes
  - Including core competences and working interests
- Develop **strategy to attract more / other sponsors:**
  - “coach” Nodes how to do this
  - Explain what sponsors gain
  - produce a flyer / info-sheet on this?
  - Offer **basic info for sponsorship on website / to Nodes**

## Sugg. 2 - Innovate MP-PC Meetings



- Revolutionize Meeting Structure
  - More output and interactivity orientation
  - Do presentation and information part in 2 hours or do in on weblog or via handouts before
  - Dedicate at least a day to workshop format
    - On our strategy and next projects
    - On funding
    - On ideas for co-operation
  - Experiment at next meeting?

## Sugg.3: Young Futures Initiative



- Demographics problem in futures
- Lack of connection between young futurists
  - networking
  - Mentoring
    - More international dimension to inter-generational communication in futures
    - Exchange of established and up-coming thinking

Contact: Stuart, Candy or Cornelia