



MP German Node – Report

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

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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



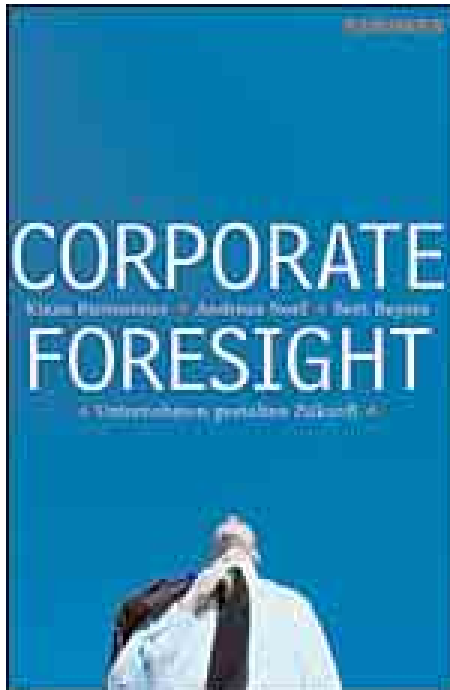
Articles, short reports on:

- 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 (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 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