



MP German Node – Report

including: EUMPI-Report

Millennium Project
Planning Committee Meeting
Washington, July 2004

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Issues



- EuMPI-Report and Objectives
- German Node Activities since March 2003
- Next year's objectives for the Node
- Views of the Millennium Project in 5-10 years
- Suggestions

EUMPI-Report (1)



- New EuMPI reporting policy: last host reports
- EuMPI basics:
 - formed in **July 2003** at the San Francisco Meeting
 - To **network** European Nodes more
 - Practically co-operate (**proposals** etc.)
 - **Link to EU**
 - Contribute to renewal of European Futures Thinking
 - **Informal structure** with two meetings a year

EUMPI-Report (2)



- **Meeting** in April in Brussels
- Decisions:
 - **Funding:** use existing opportunities (COST etc.)
 - **Structure:** keep it simple now
 - **Communications:** Website will be build by French Node

EUMPI-Report (3): Activites



- **SPIDER** Project has started its work
- EuMPI wrote a **letter to Hans van Ginkel** to state its position on the question of the institutional relation of MP and AC/UNU
- Plans for **2005 conference**:
 - Main organizers: Finnish and Brussels-Area Node
 - On methods and futures issues
 - European view on global issues
 - To be held in Brussels (?) in spring
 - Partners: COST, MP

EUMPI-Report (4): Objectives



- further developing the conference plans
- continue networking the European Nodes in EuMPI
- meet in Prague in September
- promote MP on a European Level
- following EU research programmes, continuing to try to get funding for research projects together
- if possible, realize EuMPI Website
- if possible, start new proposal on EURO-SOFI

German Node Report

Activities since March 2003 (1)

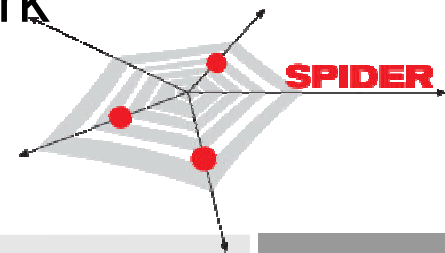


- **General Node / MP work:** Sao Paulo meeting, networking and informing German Node
- Collecting answers to **Global Challenges survey**
- In touch with **Dagmar Schipanski, UNU Council** member, for next UNU Council Meeting (information on up-coming decision and MP and German Node work)
- Arranged for a German designer (Norbert Conrad) to propose a design of the **SOF 2004 cover**, and supported him in the layout process of the cover

Activities of the German Node (2)



- **Networking MP:**
 - **EUMPI**
 - Hosted **meeting in Brussels**, April
 - Networking to German **COST Member** for planned conference
 - Contribution to discussion of EUMPI actions
 - Continuing work on **SPIDER** (Increasing regional competitiveness through futures research methods) – continuation of practical work



Activities of the German Node (3)

Promoting MP / PR



- Articles, short reports on:
 - MP Sao Paulo Meeting
 - SPIDER
 - “Breakthrough Technologies Conf.”, quoting MP + SOF
- Published in
 - **Z_punkt Newsletter** (2000 subscribers):
 - English Newsletter "**Future News**" (400 subscr.)
 - German Futures Studies Journal „**Zukünfte**“
- **Coming up:**
 - Book on Corporate Foresight, incl. interview with Jerry

Activities of the German Node (4)

Conference (Oct.) with MP contribution



- Conference “**In the long run – Risks and Perspectives of Long-term Business Policies**”
- **Jerry as a key-note speaker**, using the **S & T scenarios**
- Other speakers: Arie de Geus, Josephine Green (Philips), Stan Rosen (Being), Peter Cornelius (Shell), P. Caracostas (EU Commission, Head of Unit K2: 'Science and technology foresight'), see the program
- Sponsors: German Telekom AG, German Ministry for Science & Education, VW, Deutsche Bank
- **18th + 19th of October in Berlin**
- **Media coverage**, for conference and MP
- **Offer for MP PC-members: reduction of price (600 instead of 950 EURO)**

Activities of the German Node (5)

Weblog Weak Signals



- <http://www.z-punkt.de/nucleus> (as explained at Training Day)
- 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 get access**, and can (and should!) then put content in
- In reverse, you will get an **analysis of the new entries about very two months**



Objectives of the Node (1)

- Participate in and distribute up-coming **surveys**
- Contribute to **EU-MPI**
 - next meeting in Prague in September
 - Promote conference
 - Participate in possible proposals (strong interest in SOFI)
- 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)



- **Promoting the MP as a whole:**
 - **Z foresight Academy** (several 2 day Workshops):
 - arrange interviews on SOF and MP in context of **Jerry's contribution to conference** "In the long run" in Berlin in September
- **Meeting of Jerry with other German Node members** in conference context

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



- Institutional form which grants us **freedom in terms of content** as well as in terms of **organizational structure**
 - Structure: **MP as a „swarming organization“?**
 - changing its form and modes of co-operation flexibly and successfully
- Several **Initiatives** have formed, based on one or some of the **Global Challenges**
 - Together with strong private and public sector actors
 - Working on today's solutions, constantly bringing the long-term view into today's agendas



Suggestions

- **Strengthen efforts for PR and marketing**
 - Push our specific outputs more
 - Make the project as a whole more known – underlining its global approach and working mode (uniqueness!)
 - 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 open workshops ?)
- Offer **basic info for sponsorship on website** / to Nodes