

WorldFuture 2010: Sustainable Futures, Strategies, and Technologies

**The Annual
Conference of
the World Future
Society**

July 8–10, 2010

**Westin Boston
Waterfront Hotel**

Boston, Massachusetts

Education Summit: July 8, 2010

Preconference Courses and Tours: July 7–8, 2010

Professional Members' Forum: July 11, 2010



Final Program

Note: This program contains information that was correct as of June 23, 2010. Additions, changes, and cancellations will undoubtedly occur before the conference takes place.



Meet-the-Author Sessions

Commonwealth Ballroom A

Friday, July 9, 2010

12:00-12:15 p.m.

Anthony Flint, *Wrestling with Moses*

Gary Marx, *Sixteen Trends: Their Profound Impact on Our Future, and Future-Focused Leadership: Preparing Schools, Students, and Communities for Tomorrow's Realities*

Ramez Naam, *More Than Human*

3:30-4:00 p.m.

Janna Quitney Anderson, *Imagining the Internet and The Future of the Internet*

Lee Rainie, *The Future of the Internet*

Arnold Brown, *FutureThink: How to Think Clearly in a Time of Change*

Edie Weiner, *FutureThink: How to Think Clearly in a Time of Change*

Saturday, July 10, 2010

10:30-11:00 a.m.

Hélène von Reibnitz, *There Is Always an Alternative*

3:30-3:45 p.m.

Robert Prechter, *Conquer the Crash and The Wave Principle of Human Social Behavior*

David Pearce Snyder, *Creating the School You Want: Learning @ Tomorrow's Edge*



WorldFuture 2010: Sustainable Futures, Strategies, and Technologies

This program for WorldFuture 2010: Sustainable Futures, Strategies, and Technologies has been designed to allow you to get a quick overview of each day's sessions and easily find sessions covering topics of interest to you.

The sessions are listed in chronological order. Key words and issue areas are listed after each session description, allowing you to see the focus of the session. You'll find indexes of issue areas, key words, and speakers on pages 61-62. Schedules for each day can be found on pages 13-15 and 36-37.

Final Program

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Contents

Conference Schedule	page 2	Professional Members' Forum	pages 58-59
Wednesday's Events	pages 3-6	Exhibitors	page 60
Thursday's Events	pages 7-12	Issue Areas Index	page 61
Friday at a Glance	pages 13-15	Key Words Index	pages 61-62
Friday's Events	pages 16-35	People Index	page 62
Saturday at a Glance	pages 36-37	Hotel Floor Plans	page 63
Saturday's Events	pages 38-57		

Conference Schedule

Wednesday, July 7, 2010

9:00 a.m.-5:00 p.m.— Preconference Courses

Thursday, July 8, 2010

9:00 a.m.-5:00 p.m.— Preconference Activities

9:00 a.m.-5:00 p.m.— Preconference Courses

7:00-8:45 p.m.— Opening Plenary

8:45-10:00 p.m.— Welcoming Reception

8:45-10:00 p.m.— Exhibits Open

Friday, July 9, 2010

7:00-8:30 a.m.— Special Activities

8:00 a.m.-5:00 p.m.— Exhibits Open

9:00-10:30 a.m.— Concurrent Sessions

11:00 a.m.-12:00 noon — Futurist Lecture Series

12:15-1:45 p.m.— Keynote Luncheon

2:00-3:30 p.m.— Concurrent Sessions

4:00-5:30 p.m.— Keynote Speaker

5:30-7:00 p.m.— Dinner on Your Own

7:00-8:30 p.m.— Concurrent Sessions

Saturday, July 10, 2010

8:00 a.m.-2:00 p.m.— Exhibits Open

8:00-8:30 a.m.— Sessions in Brief

9:00-10:30 a.m.— Concurrent Sessions

11:00 a.m.-12:00 noon — Futurist Lecture Series

12:15-1:45 p.m.— Keynote Luncheon

2:00-3:30 p.m.— Concurrent Sessions

3:45-5:00 p.m.— Closing Keynote

5:00-5:30 p.m.— Conference Wrap-Up

Sunday, July 11, 2010

9:00 a.m.-4:30 p.m.— Professional Members' Forum

DIRECTORS

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Joergen Oerstroem Moeller, visiting senior research fellow, ISEAS, Singapore

John Naisbitt, trend analyst and author

Burt Nanus, author and professor emeritus of management, University of Southern California

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Preconference Courses

C-1 Introduction to Futures Studies

9:00 a.m.-5:00 p.m.

Webster

The most frequently asked question posed to futurists is “How do you tell what is going to happen in the future?” The future is a constant source of fascination and anxiety in society, but what can we do about it? Few have taken a course, much less earned a degree, on how to think about and deal with the future.

This course fills that gap. We will share the approaches that futurists use to anticipate and influence the future systematically and effectively. We will give participants a framework to understand what futurists are saying and a method to create their future in productive and useful ways. We’ll address futures thinking, futures methods, future events and issues, and planning and change management.

The workshop will be rich in resources and approaches for meeting one’s educational and career objectives. The approach is interactive in order to answer participants’ real questions and even to experience some of the techniques discussed. Anyone who is thinking about living in the future should take this briefing before they start out.

Who should attend: Anyone interested in a comprehensive overview of the theory, methods, and the field of futures studies.

What you’ll learn: Principles—the basic principles used by futurists in preparing for the future; methods—the techniques employed by futurists to anticipate and influence the

future; field—an overview of the futures field, including leading organizations and individuals; resources—texts, journals, and Web sites.

How this new knowledge can be applied: Organizations, governments, individuals, and businesses can use this comprehensive overview of futures thinking and techniques to help understand change as well as anticipate and influence the future.



Peter Bishop, associate professor of human sciences; chair, Studies of the Future graduate program, University of Houston, Houston, Texas. The University of Houston program is the only degree program in the United States and one of only two or three in the world devoted exclusively to the study of the future.

\$145 members/\$195 nonmembers

C-2 Foresight Educator’s Boot Camp

9:00 a.m.-5:00 p.m.

Stone

Have you ever wanted to package what you’ve learned about the future and use it as a professional course or student curriculum? Would you be ready if the opportunity came knocking to serve as an adjunct professor to teach futures studies at the community college or graduate level? Can you see yourself launching a “Futures Institute” that offers training for your school, community, or organization?

The need for leadership training in strategic foresight has never been greater in public service or private enterprise. This unique, one-day course will give you an edge to open doors and deliver high-quality sessions in both futures thinking and

action. It will review existing resources and share best practices on how to create lesson plans, short courses, and entire curricula. Join the new vanguard of futurists who are leveraging what they know to help adults get future-ready.

Who should attend: Consulting futurists, college educators, corporate trainers, community planners, K-12 teachers, administrators, and anyone who has something to give as a foresight educator and wants to take it to a higher level.

What you’ll learn: How to: (1) assess your own personal, professional, and academic assets as a futures educator; (2) relate futures topics to real-world competencies that your audience needs for professional and personal development; (3) identify training opportunities that futurists can develop within schools, colleges, and companies; (4) engage in just-in-time learning when asked to create face-to-face courses or online curriculum; (5) find foresight educators who can mentor you; and (6) create practical foresight exercises, workshops, and courses.

How this new knowledge can be applied: Participants will leave with hands-on skills to develop custom foresight courses, curricula, and training.



Jay E. Gary, assistant professor, School of Global Leadership & Entrepreneurship, and designer and program director of the Master of Arts in Strategic Foresight, Regent University; worked as a “millennial consultant” throughout the 1990s helping communities and corporations reinvent themselves in light of the new century; his work has been featured on CNN and in the *Los Angeles Times*; member of the World Future

Society, the Association of Professional Futurists, and the World Futures Studies Federation; Norfolk, Virginia



Stephen F. Steele, professor, sociology and futures studies; former director, Institute for the Future@Anne Arundel Community College (<http://www.aacc.edu/future>); works with advisory team in the ongoing development of a vehicle for delivery of future views and tools at local level; promotes future thinking, trains learners to use future tools, and facilitates creativity and planning; member of the World Future Society; Arnold, Maryland

\$130 members/\$180 nonmembers

C-4 Patterns of Invention to Predict the Future

9:00 a.m.-5:00 p.m.

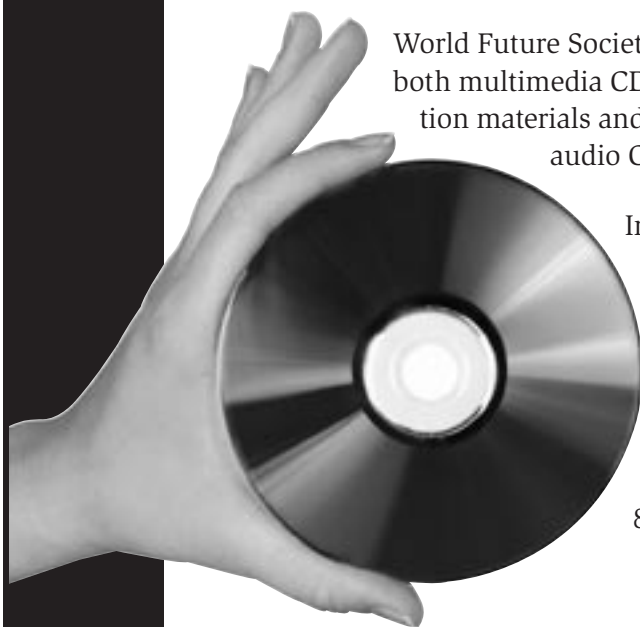
Quincy

The challenge of individuals and organizations trying to forecast the future development of technological systems has never been greater. The breakthrough algorithm and tool kit known as TRIZ (Russian acronym for a Theory of Solving Problems Inventively) has been used by many organizations in the United States for problem solving, as well as for predicting and forecasting the development of technical systems. This technique, based on the study and organization of the world's most inventive patents, has found its way from the former Soviet Union into the core skills of leading technologists in the Western world, includ-

ing corporations such as Motorola, Dow Chemical, and S.C. Johnson. There is a predictable pattern in the evolution of technological and organizational systems, which has come from study of millions of the world's patents and organizational innovations. Identifying the unique problem-solving approaches used in the small fraction of patents and organizational breakthroughs that are truly breakthrough and innovative provides the basis for the key underlying principles of the methodology.

This intensive one-day course will introduce participants to the underlying principles of TRIZ, including ideality, resources, contradictions, separation principles, and the lines of technological evolution. Real case study examples give the opportunity to use the techniques to forecast and

Don't Miss a Single Session! Listen to WorldFuture 2010 on Audio and Multimedia CDs.



World Future Society partner IntelliQuest Media is offering both multimedia CD-ROMs (which include available presentation materials and iPod or computer-playable MP3 files) and audio CDs playable on standard players.

Individual sessions may also be ordered on audio CDs or downloaded as MP3s.

To order your CDs, stop by the IntelliQuest Media table near the conference registration area, visit www.intelliquestmedia.com, or call IntelliQuest Media toll free at 866-651-2586.

plan. Attendees will have the opportunity to develop a unique forecasting diagram for their own problem area of concern.

Who should attend: Senior research, technology, and planning individuals with profit and nonprofit organizations who wish to develop a structured approach to futures forecasting.

What you'll learn: How to use patterns of invention from all fields to improve their ability to plan for the future in a systematic way.

How this new knowledge can be applied: More effective organizational and business planning.



Jack Hipple, principal, Innovation-TRIZ; TRIZ trainer, American Institute of Chemical Engineers and American Society of Mechanical Engineers; past discovery research director and global chemical engineering research director, DOW Chemical; past new product development manager, Cabot & Ansell Edmont

\$160 members/\$210 nonmembers

C-6 Scenario Planning: How to Build and Use Scenarios

9:00 a.m.–5:00 p.m.

Otis

Nobody can predict the future, but proven tools help us illuminate the path ahead so we are able to make better decisions about opportunities and threats in an uncertain future. The most comprehensive of these tools is scenario planning, a storytelling technique that allows managers to explore different “plausible model worlds,” each based on alternative resolution of the most important pending technological, societal, or regulatory uncertainties facing them.

Scenario planning has been adapted for both corporate and for nonprofit/government situations, and there are fundamental differences in these two approaches. In this course we will investigate both

types of scenario planning, with a focus ultimately on policy-oriented, public-interest scenario planning.

Following an overview and elaboration of past examples, attendees will get a chance to make and test scenarios in small groups.

The program will also teach participants best practices in extracting the value from scenarios—how to use scenarios to test and improve decision making and how to distill from competing scenarios the optimal decisions that a specific organization in a particular sector at a given time should make.

The program is part of an MBA course, “Industry Foresight and Strategic Innovation,” taught by the presenter at various prominent business schools worldwide.

Who should attend: This course is relevant both to futures professionals who seek the tools to work more closely and deeply with client companies and to managers who seek to be better able to develop future insights and apply them in their daily work. It will be relevant to participants from business, nonprofit, and government sectors, with a particular emphasis on executives in public policy and governmental organizations that are required to negotiate, determine, and communicate robust initiatives for managing the future under conditions of external uncertainty.

What you'll learn: Participants will emerge knowing how to build scenarios and with an integrated method for getting from scenarios to strategic decision making and innovation. The course selects the best materials from both academic and business sources, including many past examples, good and bad. It is pragmatic in style and approach.

How this new knowledge can be applied: Attendees will have the opportunity on the day to apply the tools learned to their topic area and to work up scenarios that are directly relevant to their situation.

Over the longer term, participants will be able to use the tools learned to develop scenarios of the future in their topic area and use them to challenge their own or others' future thinking and future preparedness, or utilize this as a basis for fundraising or media exposure or other initiatives to positively influence the future.



Adam Gordon, director, The Future Studio, a consulting and executive education firm specializing in industry foresight, scenario planning, and innovation for business and public-sector organizations; Cardiff, UK; instructor, INSEAD; Monash, Australia; author, *Future Savvy*; past senior associate, Coates & Jarratt Inc.; past journalist, *Business Report*

\$205 members/\$255 nonmembers

C-11 How to Think Like a Futurist

Wednesday, July 7, 2010, and Thursday, July 8, 2010

9:00 a.m.–5:00 p.m.

Hancock

This course is an intensive treatment of all aspects of studying the future, giving particular attention to the intellectual characteristics and practical strategies that futures work requires. The course consists of five components.

First is a brief presentation of each of the steps or stages of a study, covering everything from the professional to the psychological preparations necessary for effectively engaging the future.

The second component includes exercises for both individuals and teams. It covers the why, when, and how of techniques including trend identification and extrapolation, cross-impact, expert judgment (Delphi), environmental scanning, moot hearings, trees, signed digraphs, and scenarios. For each one of these methods, participants will

be carried through a practical example, advised about when and how to use the techniques, and informed about relative costs and requirements, special training, or equipment.

The third component is a unique team assignment, taking a minimum of two hours overnight. It will require substantial group cooperative work, and it will solidify the course in your mind.

The fourth component, on Day 2, involves presentation of the overnight exercise results by each team, and critical review by other teams as well as by the instructor.

The fifth component will cover long-term questions of the life work

of a futurist, including the preparation of proposals and reports and keeping up with information and developments relevant to your professional interests.

Participants must be prepared to work strenuously in a high-pressure intellectual setting.

Who should attend: Professional and vocational futurists as well as those who wish to be better able to understand and interpret and use futures material.

What you'll learn: Attendees will experience all aspects of studying the future, giving particular attention to the intellectual conditions and practical strategies and tools

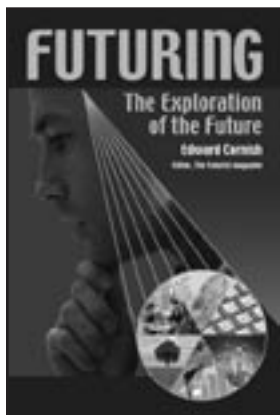
that futures work requires. All concepts will be demonstrated and reinforced by examples from firsthand experience.

How this new knowledge can be applied: Attendees, professional and otherwise, will be able to apply futurists' strategies and tools to their everyday lives.



Joseph F. Coates, president, Joseph F. Coates Consulting Futurist, Inc.; author or co-author of five books, the most recent of which is *A Bill of Rights for 21st Century America*; Washington, D.C.

\$350 members/\$400 nonmembers



Futuring

The Exploration of the Future

By Edward Cornish, editor of THE FUTURIST and founder of the World Future Society. WFS. 2004. 313 pages. Paperback. \$19.95 (\$17.95 for Society members). Now available on Kindle!

A "masterpiece" and "modern classic" in futures-studies literature, Edward Cornish's *Futuring* is now required reading at major universities around the world, from Texas A&M to Tamkang University in Taiwan, and translated for Korean, Mongolian, and Arabic editions. Cornish's enlightened, insightful writing has inspired seasoned professionals with a fresh take on futurism's vital tools and concepts.

This comprehensive guide to thinking about the future covers methodologies, key futures concepts, the rise of the "futurist revolution," and six supertrends—and where they may lead us.

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Get the Most Out of *Futuring*!

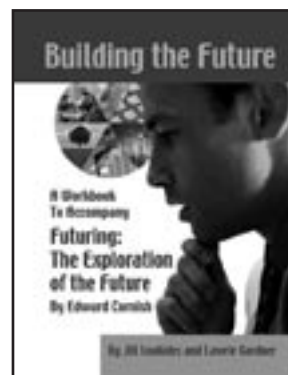
Building the Future: A Workbook to Accompany *Futuring: The Exploration of the Future* by Edward Cornish

by Jill Loukides and Lawrie Gardner. WFS. 2006. 94 pages. Paperback. \$17.50 (\$15.95 for Society members).

Futurist educators Loukides and Gardner of Anne Arundel Community College in Maryland have developed this thought-inspiring workbook to guide students through the key lessons of Edward Cornish's text, *Futuring*.

For each of the text's 16 chapters—which cover supertrends, the nature of change, futuring methods, uses of scenarios, the origins and rise of futurism, and much more—the workbook:

- Queries students on their prior knowledge and learning objectives,
- Provides an outline, summary, and key terms, and
- Prompts learners to evaluate their new knowledge about the future through critical thinking questions, activities, and self-study questions.



Order your copy at www.wfs.org.

Thursday, July 8, 2010

Preconference Courses

C-3 Futurist Writers Workshop

9:00 a.m.–5:00 p.m.

Revere

This intensive, interactive course will explore the unique challenges of writing for a future-oriented market, be it a client, a class, blog, book, or magazine.

The workshop will address what goes into a future-oriented story, how to write on specialized topics for a lay audience, integrating futurism and storytelling, and more.

The instructors will encourage participants to submit writing samples prior to the course for individual critique. During the workshop, participants will be given short writing assignments, samples of which will be evaluated by the class.

Who should attend: Professional futurists, writers and bloggers pursuing future-oriented subjects, and students interested in developing their writing skills.

What you'll learn: Participants will get an insider's view of the unique challenges of writing serious, future-oriented nonfiction, whether it is an article for a general-interest audience or a report for a specific client.

How this new knowledge can be applied: Professional futurists will improve their deliverables to their clients; future-oriented journalists and bloggers will improve both their readability and their credibility; and students will improve their ability to analyze information from a variety of sources and convey it to others in clear prose.



Cindy Wagner, managing editor, THE FUTURIST; editor, *Futurist Update*; editor, WFS conference volumes; Bethesda,

Maryland



Patrick Tucker, senior editor, THE FUTURIST; communications director, World Future Society; Baltimore, Maryland

\$135 members/\$185 nonmembers
(Limited to 25 participants)

C-7 Making the Covert Overt: Strategies to Sustain the Creative Human Spirit in Futures Planning

9:00 a.m.–5:00 p.m.

Stone

This program provides research and application of newer learning and presentation methods that futurists are encouraged to consider using to more fully engage the human spirit in their work as educators, facilitators, and consultants.

The one thing we can rely on for a sustainable future is our human spirit, including our attitude toward and behaviors regarding change.

Accessing full use of creative thinking is a requisite for futurists. Leaders in the field cultivate visualization, fantasy, and fun; engage curiosity; and encourage the production of alternative solutions before settling in on a “right” answer. They assist clients, teams, and audiences in considering many perspectives that extend beyond the boundaries of what is known or assumed in order to provoke new questions and inspire new solutions in preparation of tomorrow's opportunities. They encourage others to think, question, imagine, and synthesize new ways of thinking and behaving.

This session provides methodological sophistication beyond traditional foresight methods to unleash and profit from integrating the human spirit into futures planning experiences.

Who should attend: Creative profes-

sionals who help cultures, organizations, groups, and individuals reach higher levels of fulfillment and productivity through imaginative and productive applications of knowledge. Individuals who are called to service to stimulate innovation and unleash creative expression to achieve one-time or ongoing satisfaction. Professionals who are sought to stimulate, generate, capture and implement novel and relevant solutions.

What you'll learn: Proven presentation and engagement techniques that evoke imagination to foster improved futures thinking. Strategies, tools, and tips for unleashing new pathways to knowledge, leveraging cognition research findings honoring the human spirit.

How this new knowledge can be applied: Beyond using PowerPoint and Socratic methods for sharing information, the presentation strategies can be used in any appropriate scenario when new thinking is on the agenda and full participation is desired.



Marci Segal, president, Creativityland Inc.; co-founder, World Creativity & Innovation Week; author, *Creativity and*

Personality Type, *Quick Guide for the Four Temperaments and Creativity*, and *Quick Guide to the 16 Personality Types in Organizations*; recipient of Commitment and Service, Distinguished Leader and Inspired Creativity Leader Awards, Creative Education Foundation, Toronto, Canada. Her pioneering work in creativity and psychological type helps people in organizations develop and lead in “best work” innovation environments honoring human spirit before strategies, techniques, and methods are employed.

THURSDAY
9:00 a.m.–5:00 p.m.

Megan Mitchell, co-chair, Masters Certification Program in Applied Innovation Management, Schulich School of Business, York University, Toronto, Canada; former director of Leadership Development and Innovation, Johnson & Johnson Inc.; recipient of the W.E. Upjohn Award for Innovation; helped her former organization celebrate World Creativity & Innovation in 25 countries.

\$150 members/\$200 nonmembers

C-8 Wiser Futures: Using Futures Tools to Better Understand and Create the Future

9:00 a.m.-5:00 p.m.

Otis

Futures tools give organizations the power not only to understand what may happen in the future, but also to create the futures they prefer. Pioneers in the use of scenarios and other futures tools for developing strategy and vision, the Institute for Alternative Futures will offer a "Wiser Futures" workshop. This workshop serves as an introduction to the field of futures studies, as well as a chance to learn from experience using futures techniques to help nonprofits, governments, corporations, and communities better create their preferred futures. You will gain experience using specific futures tools, such as forecasts, scenarios, and visions, as well as practical advice on using these tools to enhance learning and effective decision making. You will see how the aspirational futures approach can transform organizations. This is a highly interactive workshop where participants work in teams to use the tools that are introduced. Every participant receives a sourcebook of tools and examples of successful futures work. This workshop will give you the knowledge and confidence you need to use futures tools in your own planning and strategy development.

Who should attend: This course is especially valuable for individuals with responsibility for foresight and strategic planning, as well as leaders of organizations who want new frameworks for thinking about change. Previous attendees have come from associations, government agencies, small businesses, large corporations, and the military.

What you'll learn: Experienced practitioners will provide their wisdom and hands-on experience in identifying trends, developing forecasts, creating stimulating scenarios, and discovering powerful visions for an organization. The course provides an introductory overview to the techniques that IAF considers essential to visionary and effective strategic planning.

How this new knowledge can be applied: Participants can use the skills learned to monitor trends, design and use scenarios, and apply futures techniques to develop a better vision and strategies for a preferred future for their organizations.



Clement Bezold, chairman of the board and founder of the Institute for Alternative Futures (IAF) and its for-profit subsidiary, Alternative Futures Associates (AFA). Dr. Bezold established IAF in 1977 to encourage "Anticipatory Democracy." In 1982, he started AFA to assist corporations in their strategic planning. Trained as a political scientist, he has been a major developer of foresight techniques, applying futures research and strategic planning methods in both the public and private sectors. As a consultant, Dr. Bezold has worked with a large variety of successful and growing corporations as well as governments and nonprofit organizations. He has designed numerous workshops and projects to study future environments in a wide range of fields, including health care, law and the courts, the environment, economics, and science and technology.



Eric Meade, vice president for Business Development, Institute for Alternative Futures, Alexandria, Virginia; he has been instrumental in projects for AARP, the U.S. Army Medical Department, and numerous corporate clients through IAF's for-profit subsidiary; former nuclear submarine officer, U.S. Navy; former toy industry executive in China, he has extensive knowledge and experience in marketing, manufacturing and toy safety; member of the World Future Society.

\$200 members/\$250 nonmembers

C-9 AI's Best Bet at Creating Transhuman-Level Machine Intelligence

9:00 a.m.-5:00 p.m.

Paine

This course will be divided into four sections:

1. Introduction to Artificial Neural Networks. We will introduce just enough of the key principles of artificial neural networks (ANN) to make the Creativity Machine Paradigm understandable. It will begin with a review of the computational neuron, and perception-emulating neural networks called perceptrons, and end with a discussion of idea-generating neural structures called imagitrons.

2. The Creativity Machine Paradigm. We will introduce the concept of brainstorming perceptron-imagitron pairs, the core notion behind the Creativity Machine paradigm, and spell out their essential role in building synthetic minds. We then begin to describe some of the myriad applications and accomplishments of this revolutionary AI paradigm over the last decade.

3. Philosophical Repercussions. We will focus upon the more philosophical and spiritual issues addressed by the Creativity Machine Paradigm, in particular the role of the conscious machines in addressing some of mankind's most persis-

tent and profound questions.

4. Creativity Machine Demonstrations. This will consist of live demonstrations of Creativity Machines and derivative products of this conceptual horn of plenty, along with videos of some past, historic demonstrations involving complex, exotic, or expensive hardware.

Who should attend: A mixture of people should attend: (1) those seeking new entrepreneurial directions in which they integrate Creativity Machine technology into their own products or services, or (2) those desiring to witness the central artificial intelligence principle driving a technological and philosophical singularity.

What you'll learn: Attendees will learn the fundamental principles behind the Creativity Machine Paradigm and how it can benefit them financially and possibly spiritually.

How this new knowledge can be applied: Creativity Machine Paradigm is potentially the greatest economic stimulus ever offered the world. As such, it is the most unique opportunity ever offered to the business community, allowing entrepreneurs and their organizations to dramatically shorten development cycles and totally automate their operations with lights-out robotic manufacturing. On a personal level, there is inevitable exhilaration and catharsis in understanding this new and pragmatic model of cognition, creativity, and consciousness, and the inspiration attained as age-old questions are finally answered.



Stephen Thaler, president and CEO, Imagination Engineers Inc.; a company dedicated to applying this profound, patented AI technology to all fields of human endeavor, St. Charles, Missouri; as a former worker for aerospace giant McDonnell Douglas for 15 years, he made many important and patented contributions to the fields of nuclear and laser warfare, as

well as advanced stealth technology.

\$190 members/\$240 nonmembers

C-10 Holacracy: A New Operating System for Organizations and Society

9:00 a.m.–5:00 p.m.

Quincy

Holacracy itself is being applied in future-focused organizations of all types and sizes, including large public companies, small private organizations, nonprofits, and spiritual organizations. Articles about Holacracy have appeared in numerous publications, including in a prominent article in *The Wall Street Journal*, which received a front-page placement in the marketplace section. It is widely regarded as a next-generation approach to organization, well-suited to our current global environment and challenges.

Over the past two decades, dozens of thought-leaders have pointed the way to new capacities organizations must develop to thrive amidst our twenty-first-century challenges. These visionaries are highlighting the limits of conventional organization and leadership, and offering a glimpse of new possibilities available to us if we are able to make the leap. Yet it has proven difficult to sustain a whole-system transformation by simply applying isolated principles and practices within a conventional frame. To really achieve the promises of this emerging new paradigm, we need a fundamentally new operating system for our organizations, a core upgrade to the way we govern, manage, and execute work.

Holacracy is a complete and practical system for evolving our fundamental approach to organization and management. Its novel structure and processes integrate the collective wisdom of people throughout the company, while aligning the organization with a broader evolutionary purpose and a more organic way of operating. Holacracy takes the principles, ideas,

and emerging worldview articulated by many modern thought-leaders and instills them in the actual structures and processes of the organization. It grounds them in practice and brings them to life, and the result is dramatically increased agility, transparency, innovation, and accountability.

Who should attend: Anyone interested in cutting-edge approaches to organization or governance.

What you'll learn: This workshop introduces the core principles and practices of Holacracy through both lecture and hands-on experiential simulations. Taken together, these practices offer a vertical leap to a new tier of organization, and attendees will leave with an experiential understanding of this potential next-step in the evolution of human organization and governance.

How this new knowledge can be applied: Participants will be able to immediately apply many of the principles and practices within their own teams or organizations to transform their approach to meetings, decision making, organization, and management.



Brian Robertson, author; founder and former CEO, Ternary Software; chairman, HolacracyOne; Mr. Robertson is known internationally as an early pioneer of Holacracy, a new organizational operating system noted for dramatically increasing agility, transparency, innovation, and accountability. His initial work with Holacracy took place at Ternary Software, an award-winning fast-growth software company he founded in 2001 and led as CEO through 2007.

\$205 members/\$295 nonmembers

C-11 How to Think Like a Futurist **Wednesday, July 7, 2010, and Thursday, July 8, 2010**

9:00 a.m.–5:00 p.m.

Hancock

See details on page 5.

THURSDAY
9:00 a.m.–5:00 p.m.

Education Summit

E-1 New Technologies, Methods, and Achievements

Webster

8:30–9:00 a.m.—Light Continental Breakfast

9:00–9:10 a.m.—Overview of Day

The seismic financial shifts of the past 36 months are accelerating many long-term changes that have been gaining momentum over the last 20 years. This year's Summit examines emergent forces of change in education, whose adoption rates will be dramatically increased by the demographic realities and economic necessities of the decade ahead.



David Pearce Snyder, consulting futurist, Snyder Family Enterprise; author of numerous books on future trends; Bethesda, Maryland

9:10–10:30 a.m.—The Robot in the Classroom

On which side of the lectern will we find the robot in the classroom? What classroom? The rise of increasingly powerful computers,—“fast adders”—requires that both human and computer intelligence depend on heuristics, demanding that both acquire a strong moral compass. Can these “fast adders,” *Star Trek's* Data, develop the sensibilities of a Captain Kirk without the aberrant behavior of “The Borg”?



Thomas P. Abeles, president Sagacity, Inc., Minneapolis, Minnesota

10:30–10:45 a.m.—Break

10:45–11:45 a.m.—P=fM New Paradigm Education

Since its early development, the power teaching prototype (P=fm)

has evolved to connect a set of factors: Ellen Langer's mindful learning, Harvard Project Zero Research Center's frameworks for designing and delivering instruction, information literacy, and Howard Gardner's five minds for the future. These factors interact to create a new paradigm approach featuring research based practices and fostering practice based research.



Jerry Fluellen, adjunct professor of psychology and education at Edward Waters College (EWC) and facilitator of

professional development for leaders in the Obama Family Network of Jacksonville, author of 27 documents published internationally in the ERIC data base. Jerry will serve as a fellow at Harvard's “Future of Learning” Summer Institute 2010, Jacksonville, Florida.

12:00 noon–1:00 p.m.—Lunch

1:00–1:45 p.m.—Fostering 21st-Century Skills through Problem Solving International

(Includes students from the Boston area to discuss their projects)

Learn about a program that utilizes creative problem solving, encourages students to research and analyze global issues of the present and the future, and provides the materials/tools for collaborative team work. The program also extends learning through the service learning component, Community Problem Solving, and the creative writing component, Scenario Writing, which is based 20–30 years into the future.

Marianne Solomon, executive director, Future Problem Solving Program International, Inc., Melbourne, Florida

Vicki Stein, program director, Future Problem Solving Program International, Inc., Melbourne, Florida

1:45–2:30 p.m.—Levers of Change in Higher Education

We've seen many major industries undergo dramatic change in the last decade (e.g., manufacturing, newspapers, and customer service). While education seems “untouchable” to those within the system, there are many “levers of change” that have the potential for dramatic restructuring of higher education as well. Online courses, adaptive computer assessment systems, open-source textbooks, edupunks, pay-by-the-month degrees—these are just some of the levers that are prying at the corners of higher education. In this presentation, I will identify many of the levers of change that have the potential to shift higher education, resources to learn more about these, and a few scenarios that describe some of the possible futures of higher education.

Maria H. Andersen, Math Faculty, Muskegon Community College, Greater Grand Rapids, Michigan

2:30–2:45 p.m.—Break

2:45–4:00 p.m.—Integrative Futures Education at the College Level

Futures education provides the ideal framework for providing college students with a high quality integrative and holistic education. The speaker will describe the evolution and structure of such an educational program. Many lines of thought and diverse themes, a result of work he has done within the Center for Future Consciousness, have contributed to the development, organization, and focus of this program. Features of the program will be highlighted, including the enhancement of future consciousness, character virtues and wisdom, deep learning and higher cognitive skills, sustainability and environmental ethics, and the synthesis of the humanities, sciences, and technology.



Thomas Lombardo,
Director of the Center
for Future Conscious-
ness, Scottsdale,
Arizona

**4:00–4:30 p.m.—Summary of
Day's Events**

**\$125 members/\$150 nonmembers
(includes light continental breakfast)**

Preconference Tours

**Both tours include round-trip
transportation from the Westin-Boston
Waterfront Hotel. Attendees should
assemble at the bus stop on Summer
Street beside the hotel's main entrance.**

**T-1 Genzyme Center
9:30 a.m.–12:00 noon**

Of the seven proposals in the international architectural competition, one stood out: a unique design from Behnisch, Behnisch and Partner. Their proposal envisioned the building from the “inside out,” with a primary focus on creating a positive workplace for employees emphasizing natural light, views of the outdoors, and an open “feel” that would encourage collaboration. The world-renowned workspace design firm DEGW and its co-founder, Frank Duffy, designed the interior workspace to fit with the company's collaborative culture and to emphasize several employee-friendly features: operable windows, indoor gardens, natural-light enhancement systems, and a cafeteria with sweeping views of the Charles River and the Boston cityscape. Genzyme Center's energy costs and water usage are more than a third less than that of comparable buildings. Overall, construction made extensive use of recycling and recycled materials. And the Genzyme Center is partly heated by an adjacent cogeneration plant. Genzyme is a diversified enterprise with more than

12,000 employees worldwide and 2008 revenues of \$4.6 billion. In 2007, Genzyme received the National Medal of Technology, the highest honor awarded by the President of the United States for technological innovation.

Attendees will enjoy a private tour of the Genzyme Center—a premier example of corporate green architecture in the United States today and platinum award winner for Leadership in Energy Efficient Design (LEED).

\$38 members/\$48 nonmembers

**T-2 Massachusetts Institute
of Technology Media Lab:
Smart Cities**

2:30–5:00 p.m.

The research of the Smart Cities group focuses upon intelligent, sustainable buildings; mobility systems; and cities. It explores the application of new technologies to enabling urban energy efficiency and sustainability, enhanced opportunity and equity, and cultural creativity.

Buildings and cities can be compared to living bodies. They have skeleton and skin systems that provide shelter and protection to their inhabitants, metabolic systems that process inputs of materials and energy to support daily life, and now artificial nervous systems consisting of sensors, networks, and ubiquitously embedded computational capacity. Smart Cities is particularly concerned with the emerging roles of networked intelligence in fabrication and construction, urban mobility, building design and intelligently responsive operation, and public space. It takes a broadly multidisciplinary approach, and is not constrained by traditional professional boundaries.

Attendees will be given a brief introduction to the Media Lab and a tour showing Smart Cities work, led by a graduate student involved in the design development of lightweight electric vehicles.

\$40 members/\$50 nonmembers

Student Scholarship Donors

Generous donors to the Society's Student Scholarship Program have helped boost the number of young people attending Society conferences and thus have helped strengthen the study of the future. You may also donate to this program! Contributions are tax-deductible. Just contact Susan Echard, vice president membership/conference operations, at 800-989-8274 (or 301-656-8274) or by e-mail at sechard@wfs.org to donate. Remember your \$125 contribution, or any dollar amount, will make it possible for a student to attend.

We would like to acknowledge the following who donated:

2010 Student Scholarship Donors

Janine Cahill
William Cosgrove
David Heimann
Kenneth Hunter
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Gary Marx
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Ane Powers
Wilton Roberts
Elizabeth Rowland
Lisa Stone
Raymond H. Swassing
Cynthia G. Wagner

THURSDAY
9:30 a.m.–5:00 p.m.

Opening Plenary

7:00–8:45 p.m.

Grand Ballroom A and B

Welcoming Remarks



Timothy C. Mack, president, World Future Society, Bethesda, Maryland

Navigating the Future: Moral Machines, Techno Sapiens, and the Singularity

New technologies offer countless rewards, but also pose dangers that are difficult to predict. Pressures are building to *embrace, reject, or regulate* technologies that enhance the mind/body. The prediction that the intelligence of computers will soon rival that of humans generates fear in some people and hope in others.

How will we, as a society, navigate the promise and perils of technologies emerging from research in biotech, infotech, and nanotech? Can, for example, sensitivity to moral considerations be engineered into computers and robots? What mechanisms should be put in place to evaluate whether technological development could lead to societal crises? Should research trajectories that might risk humanity's extinction be heavily regulated or rejected, and is this even possible? With so many different value systems competing in the marketplace of ideas, what values should guide the choices and actions we make? Looming over our choices is the rather melodramatic possibility that we are in the process of inventing the human species, as we have known it, out of existence.



Wendell Wallach, consultant, ethicist, and scholar at Yale University's Interdisciplinary Center for Bioethics. He chairs the Center's working research group on Technology and Ethics and is a member of other research groups on Animal Ethics, End of Life Issues, Neuroethics, and PTSD. He co-authored (with Colin Allen) *Moral Machines: Teaching Robots Right From Wrong*.

Formerly, he was a founder and the president of two computer consulting companies, Farpoint Solutions and Omnia Consulting Inc. Among the clients served by Mr. Wallach's companies were PepsiCo International, United Aircraft, and the State of Connecticut.

8:45-10:00 p.m.

Grand Ballroom C, D, and E

Welcoming Reception

A welcoming reception with refreshments will immediately follow the opening plenary session. Renew old friendships, and network and socialize with your futurist colleagues.

Friday at a Glance

Issue Areas

✓ = Primary Issue Area

● = Secondary Issue Areas

	Business and Careers	Values and Spirituality	Futures Methodologies	Social and Cultural Trends	Governance and Communities	Health and Wellness	Learning and Education	Resources and Environment	Technology and Science
7:45–8:45 a.m.									
New Member Meeting (p. 16) Hancock									
9:00–10:30 a.m.									
The Best of Houston Futures (p. 16) Grand Ballroom E		✓				●			
The City Sustainable (p. 16) Douglas			●	●			✓		
Complexipacity—What Is It? Do We Need It? Can We Get It? (p. 17) Webster	●							✓	
“Global Megacrisis” Survey: How Big? What’s Likely by 2020? (p. 17) Commonwealth Ballroom B		✓		●					
Global Efforts to Develop Sustainable Public Health Initiatives (p. 18) Stone					✓			●	
Health-Care Reform versus Health-Care Tweaking: Where Are We? Where Do We Need to Go? (p. 18) Grand Ballroom C					✓				
Live Futures: Creating Sustainable Futures through Collaboration and Co-Creation (p. 18) Alcott	●	✓							
Sustainability, Policing, and Public Safety (p. 19) Revere			●	✓			●		
Sustainable Innovation: A Strategic Road Map to the Future (p. 19) Otis	●	✓	●						
SPECIAL EVENT: Technology Futures and Their Massive Potential Societal Impacts (p. 20) Commonwealth Ballroom C			●					✓	
Trans-Cultural Perspectives of the Future (p. 20) Faneuil		✓				●			
11:00–12:00 noon									
Brasilia, 50 Years of a Dream That Came True; Brazil, 500 Years of a Dream Now Coming True (p. 21) Stone			●	✓			●		
Breaking Through the Sustainability Threshold (p. 21) Paine									
Build Your Own Organizational Strategy for the Future (p. 22) Douglas	✓	●		●					

FRIDAY
AT A GLANCE

Friday at a Glance

FRIDAY AT A GLANCE

Issue Areas

✓ = Primary Issue Area

● = Secondary Issue Areas

	Business and Careers	Values and Spirituality	Futures Methodologies	Social and Cultural Trends	Governance and Communities	Health and Wellness	Learning and Education	Resources and Environment	Technology and Science
11:00-12:00 noon (continued)									
Earth Dashboard (p. 22) Adams					✓		●	●	
The Future of the Green Metropolis (p. 22) Otis					●		✓		
The Future of Terror (p. 23) Webster				✓	●				●
Humans in 2020: The Next 10 Years of Personal Biotechnology (p. 23) Commonwealth Ballroom B				●		✓			●
Improved Decision Making through the Use of Scenario-Based Approaches (p. 23) Bulfinch	●		✓						
Keep It Simple Stupid (KISS): Energy/Environment Strategies (p. 24) Revere			●				✓		●
Lessons from Microsoft and Yahoo's Failure to Reach Agreement (p. 24) Faneuil	✓		●						
The New Responsibility Paradigm: Impacts and Implications for Strategic Competitiveness (p. 25) Alcott		✓		●				●	
Thalamocortical Algorithms in Space! The Building of Conscious Machines and the Lessons Thereof (p. 25) Hancock		●		●					✓
12:15-1:45 p.m.									
KEYNOTE LUNCHEON: Oceans and Our Global Future (p. 26) Grand Ballroom A and B							✓		
2:00-3:30 p.m.									
Collective Intelligence: The Next Big Thing and Other Insights from the 2010 State of the Future (p. 26) Otis	●		✓	●					
Conversation with Joe (p. 27) Webster			●	✓					
Developing a Future-Forward Workforce for Three Economies in Churn (p. 27) Stone			✓		●				
The Future of GIS (p. 27) Douglas					●				✓
The Future Is Regional (p. 28) Hancock				●	✓			●	
The Future Is Riding a Bicycle (p. 29) Bulfinch				●		●		✓	
Future Military and Civilian Policing: Fading Boundaries, Mission Creep, and the Declining Significance of a Distinction between Civilian and Military (p. 29) Revere				●	✓				

Issue Areas

✓ = Primary Issue Area

● = Secondary Issue Areas

	Business and Careers	Values and Spirituality	Futures Methodologies	Social and Cultural Trends	Governance and Communities	Health and Wellness	Learning and Education	Resources and Environment	Technology and Science
2:00-3:30 p.m. (continued)									
SPECIAL EVENT: Internet Evolution: Where Hyperconnectivity and Ambient Intimacy Take Us (p. 30) Commonwealth Ballroom C	●			●					✓
Singularity University: Team Projects to Positively Change the World (p. 30) Commonwealth Ballroom B			✓						●
4:00-5:30 p.m.									
SPECIAL KEYNOTE: Building the Human Mind (p. 31) Grand Ballroom C, D, and E									
7:00-8:30 p.m.									
The Changing Landscape in Nonprofit Organizations (p. 32) Revere	✓	●		●					
Cultural Intelligence: Using Cross-Cultural Frameworks to Improve International Foresight Projects (p. 32) Stone			✓	●					
An Innovative Concept: Transforming Health-Care Environments to Impact True Reform (p. 32) Alcott						✓			●
Moving from Foresight to Strategy: Developing a National Strategy for New Zealand (p. 33) Hancock			✓					●	●
Out With the Old: A New Model for Future Oriented, Socially Responsible Investing (p. 33) Paine	✓	●						●	
A Post-American Future? How the United States Can Remain a Competitive Force in the 21st Century (p. 33) Webster			✓						●
Sustainability and Future Human Evolution: Global Perspectives (p. 34) Douglas									
SPECIAL EVENT: The Unemployment Conundrum (p. 35) Commonwealth Ballroom B	✓				●				
World Energy Scenarios to 2050: Issues and Options (p. 35) Adams			●					✓	●
8:30-9:00 p.m.									
Futurist Group Meeting (p. 35) Bulfinch									

FRIDAY
AT A GLANCE

7:45-8:45 a.m.

New Member Meeting

Hancock

A special meeting is scheduled for new members of the Society to meet each other and to learn more about what to expect from the annual conference and how best to take advantage of numerous opportunities.

A long-time member will talk about World Future Society publications and activities. A society representative will be present for introductions and discussion.

9:00-10:30 a.m.

The Best of Houston Futures

Grand Ballroom E

The Futures Studies program at the University of Houston has been preparing professional futurists for more than 35 years. For the last seven years, students from that program have brought their best work to share with the members of the World Future Society. These panels have been some of the most substantive presentations at the confer-

ence, combining solid empirical support and imaginative projections. Previous topics have included the future of biotechnology, the future energy and the environment, and the future of the United States. For this year's panel, students selected to participate will have been coached on their presentations in the capstone course of the program—the ProSeminar in Futures Studies. They are ready to enter the world as professional futurists, so beginning their career at the World Future Society is only fitting.

Who should attend: Individuals who are interested in quality futures products developed by advanced students in one of the foremost professional programs in futures studies.

What you'll learn: Participants will see how accomplished students, who are more often professionals in their own right, see the world of the future. The students will discuss what they are learning in their graduate program.

How this new knowledge can be applied: You'll experience excellent demonstrations of futures products that can be used in any context—scans, scenarios, visions, and plans.



Peter Bishop, associate professor of Strategic Foresight and Coordinator of the graduate program in Futures Studies at the University of Houston, Houston, Texas

Carlos Lobo, *The Future of Neuroscience*, Deloitte, Toronto, Canada

Martin Siebold, *The Future of Nanotechnology*, CEO, Wetzel Processing Group (GMBH), Grenzach-Wyhlen, Germany

Morgan Kauffman, *Biofuels, Growing Power from Algae*, University of Houston, Houston, Texas

Sean Daken, Inuit, Boulder, Colo-

rado

key words: futures methodology, professional products, scenarios

issue areas: Futures Methodologies, Learning and Education

The City Sustainable

Douglas

Except for some experiments in planned communities, cities develop haphazardly over the ages. Some live, some die. Is that the twenty-first and twenty-second century future of the world's cities? Should we expect still more and greater masses of people, buildings, and connecting structures? This speaker will introduce alternatives: forces and changes that could shape future cities into communities reflecting climate and globally driven sustainable imperatives.

New building technologies that bring sustainability and greater efficiency into building, changes in the concept of a city from urban concrete to green community cities lite—i.e., cities that draw more lightly on their resources and surrounding happiness and comfort in the “City Sustainable.”

Who should attend: Urbanites, business people, government, community leaders

What you'll learn: Attendees will learn ideas, insights, and concepts for the future of sustainable city life and development.

How this new knowledge can be applied: This will give us a fresh perspective on community, urban life, sustainability.



Jennifer Jarratt, principal, Leading Futurists, LLC, Washington, D.C.

Special Activities at WorldFuture 2010

- Preconference Courses
- Preconference Tours
- Education Summit
- New Member Meeting
- Keynote Luncheons
- Futurist Bookstore
- Meet-the-Author Sessions
- Table-Top Exhibits and Book Display
- Free Career and Job Counseling



John B. Mahaffie, principal, Leading Futurists, LLC, Washington, D.C.

key words: urban, people, environment, society

issue areas: Resources and Environment, Governance and Communities, Social and Cultural Trends

Complexipacity—What Is It? Do We Need It? Can We Get It?

Webster

Complexity has become so common a feature of everyday life that there is now a new discipline—complexity science—whose research suggests that successfully dealing with truly complex issues and circumstances requires not only higher order cognitive skills, but specific emotional aptitudes as well, none of which are fostered by today's educational institutions. At the same time, some futurists believe that our decision-making environment will become so complex in just 25 years that it will overwhelm human intellectual capacity, so that we will have to delegate all of our important decisions to intelligent computers. Others mistrust any "machine mediated" future and urge a variety of strategies, from educational reform to enhanced cerebral development, as a means of giving Homo sapiens sufficient complexipacity to retain control of our own destiny. How we choose to enhance our collective complexipacity will become central to the future of humankind itself. The panelists will frame the issues around which the coming debate will evolve and explore the diverse possible outcomes rising from how we choose to partner with our increasingly intelligent technology in order to manage our increasingly complex world.

Who should attend: Educators from pre-K to postgraduate, organizational developers and managers, human resources recruiters/develop-

ers, educational technology developers, people needing greater personal complexipacity.

What you'll learn: The audience will learn a practical understanding of the differences between "complicated," "complex," "critical" and "chaotic" systems; specific skills and aptitudes that are required to deal with complex decisions, and how they can be acquired; potential problems with man-machine collaboration and "humachine" hybrids.

How this new knowledge can be applied: Educators can adopt policies and practices that are shown to promote the natural aptitudes of the young for dealing with complexity; HR developers will understand the kinds of training experiences that will provide managers and executives with the skills to address complex problems; and individuals will learn how to improve their personal complexipacity.



David Pearce Snyder, consulting futurist, Snyder Family Enterprise; author of numerous books on future trends; Bethesda, Maryland



Thomas P. Abeles, president, Segacity, Inc; editor, *On The Horizon*; Minneapolis, Minnesota

key words: complexity, education, management, organizational development, robots

issue areas: Technology and Science, Business and Careers

"Global Megacrisis" Survey: How Big? What's Likely by 2020?

Commonwealth B

Veteran futurists Bill Halal and Michael Marien both agree that a major "global megacrisis" is unfolding. But they disagree sharply about how this basic overview of the near future is likely to play out by 2020. Halal argues that many new tech-

nologies will probably make things better; that "muddling up" or even a "rise to maturity" is more likely than not. Marien argues that ignorance, infoglut, indecision, and inadequate responses will more than offset new technologies, leading to "muddling down" or even "decline to disaster." After arguing these positions in the pages of the Society's journal *World Future Review*, Halal and Marien created a brief survey (in *WFR* 1:5 and online at www.TechCast.org) inviting views on the severity of the global megacrisis and the probability for each of the four 2020 scenarios, ranging from extreme optimism to extreme pessimism. This lively session will discuss survey results to date, encourage more survey responses, add global perspectives from the Millennium Project and several non-US panelists, and debate whether the human condition—all things considered—is moving uphill or downhill in the next 10 years.

Who should attend: International consultants, policy advisers in governments, and those who wish to improve their sensitivity to global issues.

What you'll learn: Participants will learn different perceptions of future issues.

How this new knowledge can be applied: This knowledge will be useful for making better economic decisions.



Michael Marien, founder and editor, *World Future Society's Future Survey* (1979-2008); director, New and Forthcoming Books Web site project, Lafayette, New York

Nicole Schwartz-Morgan, professor of politics, Royal Military College of Canada, Kingston, Canada; also, *Futuribles* correspondent (view from France and Canada)

FRIDAY
9:00-10:30 a.m.



Jerome C. Glenn,
co-chair, Millennium
Project, Washington,
D.C.



Miguel Angel Gutiérrez,
director, Latin-American
Center of Globalization
and Futures Studies,
Buenos Aires; chair,

Argentina Node of Millennium
Project

Millennium Project Representa- tives from China, South Africa

key words: global futures research,
international futures, global chal-
lenges, technologies

issue areas: Futures Methodologies,
Governance and Communities

Global Efforts to Develop Sus- tainable Public Health Initiatives

Stone

This session features a multidisci-
plinary panel of speakers on global
efforts to develop sustainable public-
health initiatives to benefit current
and future generations. The focus
will be on how environmental sci-
ence and public-health initiatives can
help identify and reduce illness and
disease and use technology to im-
prove health care around the globe.

The panel will discuss efforts and
goals that have pioneered the imple-
mentation of telemedicine in rural
and other under-served areas. The
discussion will include initiatives to
motivate, educate, and empower
health consumers using mobile
phones and other forms of digital
technology such as Internet health
resources and e-mail. It will con-
clude with an examination of the
impact of these efforts on reducing
illness and disease as well on im-
proving the quality of care and re-
ducing costs.

Who should attend: Faculty; re-
searchers; students; government
agency executives in public health,
medicine, and industrial engineer-
ing; digital/wireless new product/

new technology developers; market-
ing specialists; health information
technology administrators; and
economists.

What you'll learn: Attendees will
learn about some of the current and
projected digital/wireless sustain-
ability initiatives that are helping to
improve public health in the United
States and other industrialized na-
tions as well as in developing coun-
tries. They will also learn about how
health consumer needs are driving
the development of wireless tech-
nology.

**How this new knowledge can be
applied:** Participants will become
aware of some neglected issues that
need to be addressed to ensure sus-
tainable public-health programs for
future generations.

Thelma Leafer, Delta Square As-
sociates, Cambridge, Massachusetts



Eric Rasmussen, CEO
of InSTEDD, Bainbridge
Island, Washington



Larry Mickelberg, chief
digital officer, Euro
RSCG Life, New York,
New York

John Moore, IT analyst, Chilmark
Research, Cambridge, Massachu-
setts

Jonathan Teich MD, PhD, Chief
Medical Informatics Officer, El-
sevier; assistant professor of medi-
cine, Harvard University; Depart-
ment of Emergency Medicine,
Brigham and Women's Hospital,
Newton, Massachusetts

key words: health care, technology

issue areas: Health and Wellness,
Technology and Science

Health-Care Reform versus Health-Care Tweaking: Where Are We? Where Do We Need to Go?

Grand Ballroom C

Health-care reform in the United
States has experienced a number of
bumps in the road so far in 2010.
Much of the discussion devolved
into working around the edges to
reform the system as it exists. Are
we on track? What will give us the
best outcomes? What does our
society need? Those are the probing
and penetrating questions that will
be highlighted in this presentation.

Who should attend: Business
people, government officials, aca-
demics, and nonprofit organizations
all are significantly affected by the
future of health care in the United
States—its cost, its effectiveness, and
its influence on similar questions
around the globe.

What you'll learn: What are the
critical questions at stake, where are
the trends in the United States and
elsewhere headed, how does tech-
nology affect the options, and what
are the range of likely outcomes in
this critical and politically charged
process?

**How this new knowledge can be
applied:** The issues surrounding the
future of health care are perennial
and have concerned us for decades.
They are likely to become even more
volatile as the debates intensify. A
good understanding of the possi-
bilities is essential to all participants,
whether providers, vendors, policy
makers, or consumers.



Kevin Fickenschner, vice
president, Strategic Ini-
tiatives, Dell Perot Sys-
tems, Washington, D.C.

key words: health-care reform,
society

issue area: Health and Wellness

Live Futures: Creating Sustain- able Futures through Collabo- ration and Co-Creation

Alcott

What is Live Futures? How does
experiential learning and engage-
ment give us a method to more

deeply engage with the public and corporate in co-creating the kinds of sustainable futures we want to live in? How does the new brain science reinforce these methods? Participants will view different possibilities offered by cross-disciplinary collaborations, particularly in design and sustainability. What happens when you engage a physicist in a design/art postgraduate course in a project with biologists, science educators, and a futurist? What new insights are possible, and how can that help the public and the scientists themselves to understand the possibilities in the future?

What happens when you engage the community and the general public in co-creating the future? Explore how best to engage and deepen everyone's understanding.

Who should attend: Corporate futurists, educators, professional futurists, and others interested in creating change from foresight.

What you'll learn: How to engage stakeholders from multiple disciplines in co-creating the future. How cross-disciplinary methods can engage people and organizations more deeply into sustainable futures. Insights into community-based foresight work. New foresight methodologies emerging from cross-disciplinary work and studies. Innovative methods to apply to corporate, organizational, and community innovation.

How this new knowledge can be applied: Individuals and organizations can learn how to develop cross-disciplinary approaches to understanding the future, which fulfill all the elements of strategy: By developing shared understanding and development of the vision, an understanding of ways to achieve it, and a possible future against which strategy can be tested, decisions can be made and collaborations with customers, suppliers, and other stakeholders can grow. Involving more people more deeply in possible futures enables sustainable

futures and is a prerequisite.

Janine Cahill, CEO, managing director, Future Journeys, Sydney, Australia

Selena Griffith, senior lecturer, University of New South Wales; design director, Tetier Pty. Ltd., Sydney, Australia

Terry Collins, principal, Integral Futures; futures consultant; Houston, Texas

key words: environment, design, scenarios, foresight, innovation

issue areas: Futures Methodologies, Business and Careers

Sustainability, Policing, and Public Safety

Revere

This panel will discuss the issues surrounding concerns that have surfaced regarding the sustainability of law enforcement institutions in the context of accelerating change. Topics addressed include, but are not limited to, the nature of the nexus between the public and the police, changing technologies, the promise and peril of the information age, and the ever-growing problem of dwindling resources to afford effective policing in the future. The constant efforts to provide a balance between privacy and security will also be noted where appropriate.

Who should attend: Those interested in public safety issues, governance and governing, and the complexities of freedom and security.

What you'll learn: Different perspectives on the sustainability of traditional law enforcement modalities in the face of accelerating change.

How this new knowledge can be applied: Discussions will encompass issues that concern families, neighbors, schools, communities, and nation-states. Safety and security will touch all these institutions in the future.



John P. Jarvis, chief criminologist, FBI Academy, Quantico, Virginia

Debra Piehl, compstat director, Massachusetts State Police



John Jackson, Houston Police Department, Houston, Texas



Bernard (Bud) Levin, head, Psychology Department, Blue Ridge Community College; commander, Policy and

Planning Bureau, Waynesboro Police Department, Weyers Cave, Virginia

key words: environment, demographics, technology, budgets

issue areas: Governance and Communities, Resources and Environment, Social and Cultural Trends

Sustainable Innovation: A Strategic Road Map to the Future

Otis

Participants will have a hands-on experience with tools and techniques based on the Seven Steps to Sustainable Innovation methodology: (1) Assess Innovation Stakeholders and Teams, (2) Visualize Value Network Map, (3) Explore Dynamic Knowledge, (4) Discover Future Possible Outcomes, (5) Innovate New Ideas Solution Evolution, (6) Envision Scenarios and Strategic Road Maps, and (7) Actualize Innovation Balanced Scorecard.

Participants will experience an interactive course presentation, discussions, and experiential exercises, supported by graphic visualization software. They will apply these techniques to a real-world case study of future emerging issues.

Who should attend: Thought leaders involved in futures studies, think tanks, strategic planning, product development, and technology com-

FRIDAY
9:00-10:30 a.m.

mercialization.

What you'll learn: Today's leaders need practical, skill-specific training to meet the growing demand for effective strategic foresight that results in sustainable innovation, and the Sustainable Innovation Workshop delivers just that. Participants will develop practical skills, learn replicable systems, and experience state-of-the-art technology for developing sustainable innovation and personal skills for more effective strategic foresight.

How this new knowledge can be applied: Participants will learn how to use future-focused knowledge to extend their innovation culture beyond R&D to include strategic transformation, reinventing business models, improving business processes, and creating value throughout all levels and functions of organizations.



Howard Rasheed, professor, CEO and founder, Institute for Innovation, University of North Carolina; inventor of *The Idea Accelerator System*; member, Association for Strategic Planners, the Institute of Management Consultants, and the Academy of Management; Wilmington, North Carolina

David L. Ford Jr., professor of organizational studies, strategy, and international management, University of Texas at Dallas; president, D.L. Ford & Associates; dean, executive director, National Black MBA Association; Richardson, Texas

key words: sustainable innovation, leadership, business, values

issue areas: Futures Methodologies, Business and Careers, Social and Cultural Trends

SPECIAL EVENT

Technology Futures and Their Massive Potential Societal Impacts

Commonwealth C

This presentation examines the

ongoing technological advancements across the board (IT, Bio, Nano, Quantum, Energetics) and attempts to project "Where is it all going" in terms of societal implications. These projections include potential impacts of and extensive solution spaces (including some geo-engineering) for anthropogenic climate change, revolutionary energetics and materials, details of the developing "Tele-Everything" Society as we enter the "Virtual Age," robotic impacts upon employment, emergence of a "global brain," global sensor merge of human and machine, life extension, impacts of U.S. debt, and emerging societal vulnerabilities.

These issues/advancements, along with the expected developments in machine intelligence, evidently will eventually require a revisit of the Human Existence Theorem. Humans are now responsible for the evolution of nearly everything, including themselves. The ultimate impacts of all this upon human society will be massive and could "tip" in several directions, from at one extreme becoming couch-potato lotus eaters to the other extreme of an individual taking down the species through genomic/synthetic bio and nano surface chemistry.

Who should attend: Anyone interested in both the nature of the emerging technologies and their potentially massive societal impacts, which in many cases are already ongoing.

What you'll learn: The audience will learn about the extensive "solution sets" for climate and energy; the depth and breadth of the Tele-Everything Society heading toward the Virtual Age; worrisome emerging societal vulnerabilities, including robotization of the labor force/employment and the extent to which humans are becoming cyborgs/merging with the machines; and how all this and much more is changing and will change human

society, economics, and sustainability as we currently know it.

How this new knowledge can be applied: "Forewarned is forearmed." Human society is changing in many ways currently, but in most cases we are in the boiling-frog syndrome. This presentation attempts to provide a heads up in terms of where it is all going so that we can decide whether or not we really want to go there. Changing the course of all this would not be easy, however, as the individual technological bits are consistent with current economic/societal structures. It is in the temporal aggregate that these changes, as we lift our eyes from the tactical ground to the strategic horizon, become apparent and major, and therefore worthy of strategic consideration/discourse.



Dennis Bushnell, chief scientist at NASA Langley Research Center, Hampton, Virginia

key words: technologies, machine intelligence, work, societal impacts

issue areas: Technology and Science, Social and Cultural Trends

Trans-Cultural Perspectives of the Future

Faneuil

How will people in your part of the world live, work, and think in 2025? Which values, lifestyles, and structuring institutions will prevail? Will lifestyles be more complex or simpler? Which professions will be the most highly valued, and which personality types will best adapt? What culture-based hidden assumptions define the boxes in which you think and your notion of personal identity? What can we learn from other peoples and cultures of the world that can help humankind meet the challenges of the future? In what ways do different peoples view the future? What countercultures may arise in your part of the world

or elsewhere? And what is the future of cultural diversity itself, including values and lifestyles? These questions are among the topics that the presentation, to be based on a survey of WFS members across the globe, will explore.

If the participation in the Transcultural Perspectives so justifies, then a survey of interested WFS members on the session's topics can be the basis for an encore session next year, with minimal workload involved. We will know better after World Future 2010.

Who should attend: Anyone who wants more insight on the ways in which various peoples and cultures will influence how people live, work, and think tomorrow. Anyone who seeks to expand his/her thinking beyond boundaries that are defined by one's culture. Futurists and other leading thinkers who want to identify and transcend hidden assumptions that limit foresight thinking.

What you'll learn: Participants will gain insights from across the globe on which lifestyles and value systems will prevail many years from now and which ones are headed for marginalization or extinction. In addition, they will learn how cultures define the boxes in which people think. Finally, they can gain new wisdom that can be useful in meeting the challenges of the future, wisdom drawn from various nations, peoples, and cultures of the present and past.

How this new knowledge can be applied: Session participants will gain insight on which lifestyle options may or may not be readily available and on the possible alternative future value systems that may emerge. Futurists will better recognize mindsets that can limit foresight thinking. Transnational business, and business seeking to so expand, can better understand their customers of the future. All participants can benefit from expanded thinking perspectives.

Dave Stein, physicist; operations research analyst; editor-in-chief, *FUTUREtakes*; Las Vegas, Nevada



Stephen Aguilar-Millan, director of research, European Futures Observatory, Ipswich, Suffolk, United Kingdom

Tony Au, Hong Kong

Alphan Manas, technology and innovation expert; chairman Brightwell Holdings, BV; Istanbul, Turkey



Mohan Tikku, director, Centre for Future Studies; India Node co-chair, The Millennium Project; chapter coordinator, World Future Society; writer, *Hindustan Times*; Gurgaon, India

key words: alternative futures, future lifestyles, future values, cultural plurality, cultural diversity, living patterns, working patterns, identity, social trends, social change

issue areas: Futures Methodologies, Social and Cultural Trends

11:00 a.m.-12:00 noon

Brasilia, 50 Years of a Dream That Came True; Brazil, 500 Years of a Dream Now Coming True

Stone

In 2010 Brasilia, capital of Brazil, celebrates its fiftieth anniversary. The idea of a new capital in the interior (previous capitals Salvador and Rio de Janeiro are both on the Atlantic coast) was endorsed in the 1824 Constitution prior to the proclamation of the Republic in 1889. The main reasons were the need for territorial occupation to the west and protection against naval attacks. In 1941, Brazil had a debut in the international political scene as the country of the future, with Stefan Zweig's bestseller, *Brasilien ein Land der Zukunft*, published simultaneously in six languages. In 1987,

UNESCO declared Brasilia a world heritage site: Its postmodern architecture and unique layout (shaped like a bird in flight) seemed the realization of Brazil as a great nation in the near future. After some delay, this potential for progress appears to have come true now, as heralded in *The Economist*.

Who should attend: Businessmen, academics, government officials, and anyone interested in the global future with the focus on Brazil.

What you'll learn: Attendees will learn the virtues and contradictions of Brasilia, the postmodern capital of Brazil, and the growing importance of Brazil in the world.

How this new knowledge can be applied: Businessmen and entrepreneurs will improve current and future planning and operations; government officials can refine policy making initiatives focusing on socioeconomic development and governance; academics and the general public can enlarge their general knowledge of Brasilia and Brazil.



Marcos Formiga, professor of economics, University of Brasilia; advisor, Brazilian Industry Confederation, Brasilia, Brazil



Marcondes Moreira De Araujo, senior analyst, Ministry of Science and Technology, Brasilia, Brazil

key words: Brazil, development

issue areas: Governance and Communities, Resources and Environment, Social and Cultural Trends

Breaking through the Sustainability Threshold

Paine

The presentation provides the research for the Mindshift Consortium, a thought leadership group of multidisciplinary individuals related to the construction industry.

Formed in 2006, Mindshift is

FRIDAY
9:00 a.m.-12:00 noon

dedicated to evidence-based study and development of new delivery models and philosophies for the built environment, focused on the elimination of waste, holistic business case drivers, and the highest levels of performance through the utilization of integrated design, collaboration, shared risk and reward, and trust based teams.

Mindshift published "The Commercial Real Estate Revolution" in July 2009. It was awarded the prestigious CoreNet Global Innovator of the Year award. CoreNet is a trade association with 7,000 real estate executives from Fortune 1000 companies, representing more than 1.2 trillion square feet of real estate.

Who should attend: Architects, contractors, owners, policy makers, developers, professionals in higher education, and real estate executives.

What you'll learn: Attendees will gain an understanding of the current limitations to sustainable building and new techniques for breaking through these limitations.

How this new knowledge can be applied: Attendees will receive nine keys to lowering cost, cutting waste, and transforming a broken real estate and construction industry.



Rex Miller, thought leader, Mindshift; author, *The Millennium Matrix*, Southlake, Texas

Ray Lucchesi, founding principal, Lucchesi Galati, Las Vegas, Nevada

key words: environment, built environment, construction, architecture, design, LEED, USGBC, BIM, waste, green

issue areas: Resources and Environment, Futures Methodologies, and Social and Cultural Trends

Build Your Own Organizational Strategy for the Future

Douglas

There are several things both in-

side and outside of our organization that influence the strategic planning process. One is how to take into consideration our organizational subject area. Is it an area where we are going to deal also in the future, or would we like to broaden or even change our subject area? Then how many outside customers do we have and how many will we have in the future—what is desirable? What about our personnel? How do we combine short-term and long-term demands? How do we make all these strategic factors part of everyday life in our own organization in a way to look forward? How do we measure these factors? A good strategy planning process will help ensure that our organizations are ready to confront the different demands of the future.

Who should attend: Anyone involved in strategic planning for their organizations.

What you'll learn: Participants will learn the money factors that influence the strategic planning process.

How this new knowledge can be applied: This knowledge can be applied in your own company, organization, and even in your everyday personal life.



Meimi Lahti, senior lecturer, Satakunta University of Applied Sciences, Pori, Finland

key words: strategies, futures, planning

issue areas: Business and Careers, Futures Methodologies, Governance and Communities

Earth Dashboard

Adams

The United Nations-based Earth Dashboard and Web site will be a place where the world's vital indicators will be displayed using the latest techniques in data visualization. The 40-foot by 8-foot interactive video wall at UN headquarters will be a dashboard for the world. The Web site will

be even more interactive. This session will be interactive. Participants will engage in a design charrette that will address, "What should be on a dashboard for Spaceship Earth?"

Who should attend: government officials, corporate executives, NGOs, researchers, futurists, educators.

What you'll learn: Attendees will learn what should be on a dashboard from Spaceship Earth.

How this new knowledge can be applied: What are the vital statistics of our planet? How will this dashboard be accessible from the planet, to country, to city, to corporation, to organization, to the individual?



Medard Gabel, CEO, Big Picture Consulting; executive director, EarthGame; author; Media, Pennsylvania

key words: dashboards, data visualization

issue areas: Governance and Communities, Learning and Education, Resources and Environment

The Future of the Green Metropolis

Otis

The cities of the twenty-first century hold much promise for the challenges ahead. They are hubs of innovation and economic engines, and they are where more than 85% of all Americans live. Cities are the greenest form of human settlement that we can aspire to. This has been a somewhat counterintuitive notion—that a place like New York can actually be good for the environment. But with density, transit, a mix of uses, and walkability—all the features that Jane Jacobs advocated—cities are great reservoirs for savings on energy and reduced greenhouse gas emissions. An urgent question, then, is how best to support cities—with the vision for infrastructure that Robert Moses was best known for, translated to transit and inter-city rail; planning

on a “megaregional” scale (the Boston–Washington corridor as one key example; see www.america2050.org); and an entirely new approach in the relationship between the federal government and cities, including an overhaul of transportation spending, planning for infrastructure investments, and funding for green building retrofits in upcoming climate and energy legislation.

Who should attend: Urban planners, those in the design professions, elected and appointed municipal officials, new green economy entrepreneurs.

What you’ll learn: Attendees will learn about the prospects for future government support of cities as green human settlements.

How this new knowledge can be applied: The shaping of the twenty-first-century city will have direct impacts on business formation, locational choice, climate change, and energy.



Anthony Flint, director of public affairs, Lincoln Institute of Land Policy; former journalist, *the Boston Globe*; author, *Wrestling with Moses*; Cambridge, Massachusetts

key words: environment, cities, green building, sustainability

issue areas: Resources and Environment, Governance and Communities

The Future of Terror

Webster

Terrorism in the twentieth and twenty-first centuries is generically different from acts of terror witnessed in different parts of the world in the past. This speaker will examine the shape of contemporary terror within the parameters of post-colonialism, technological change, clash of civilizations, and other asymmetries of power. We will also look into the semantics and pathology of modern terror, and the lack

of ethical dimensions in international affairs as a weak linkage against the threat of terror. The session will argue that the threat of terror and the capacity of the terrorist to strike at will is bound to increase with the growth in the new asymmetries. It will further seek to suggest some changes in global architecture as possible ways to contain its lethal power.

Who should attend: Anybody interested in the threat of terrorism as a factor in international security, affecting power structures and social discourse.

What you’ll learn: Participants will be exposed to new perspectives on the forces that shape terror and the shapes that terrorism could acquire in the coming decades.

How this new knowledge can be applied: The threat of terror in the twenty-first century is far too pervasive and far too menacing to leave any area of life—business, government, organization, society, etc.—untouched.



Mohan Tikku, director, Centre for Future Studies; India Node co-chair, The Millennium Project; chapter coordinator, World Future Society; writer, *Hindustan Times*, Gurgaon, India

key words: civilization, clash, terror, ethics, power

issue areas: Social and Cultural Trends, Governance and Communities, Technology and Science

Humans in 2020: The Next 10 Years of Personal Biotechnology

Commonwealth B

The decade between 2010 and 2020 will be a small but significant step in the development of human enhancement technology, with a tremendous number of new discoveries in genetics fueled by the continuing exponential drop in gene sequencing cost, commercial availability of a new generation of cogni-

tive enhancers and the first plausible aging inhibitors, likely advances in genetic reprogramming of embryos and of mature humans, and continued progress in prosthetics, imaging, sports enhancement, and numerous other areas. Ramez Naam, author of *More Than Human*, will give a quick overview of the 10-year horizon across the board of human enhancement.

Who should attend: Anyone interested in the next 10 years of development in the sciences to make humans smarter, stronger, longer-lived, and more attractive.

What you’ll learn: Attendees will learn which technologies are currently in the pipeline to reach late-stage trials or commercial availability in the next 10 years.

How this new knowledge can be applied: Attendees will gain a better understanding of how technology can enhance their personal life. Leaders will develop a better understanding of the overall landscape of biotech options that consumers will have access to over the next decade.



Ramez Naam, author, *More Than Human*; professional technologist; serves on the advisory board of the Insti-

tute for Accelerating Change; senior associate, Foresight Institute; member, World Future Society, Seattle, Washington

key words: human enhancement, intelligence, life span, longevity, genetics, gene therapy, health, mind, body

issue areas: Health and Wellness, Technology and Science, Social and Cultural Trends

Improved Decision Making through the Use of Scenario-Based Approaches

Bulfinch

Leaders today are challenged with increasing competition, meeting customers’ expectations, and rising

FRIDAY
11:00 a.m.-12:00 noon

financial costs, while at the same time needing to find sustainable growth opportunities. These shifts are pressuring leaders to use new approaches to identify new opportunities through creative and future-oriented methods such as scenario-based planning. The intent of this session is to present a scenario-based approach developed to identify technological opportunities in the future and guide decision making. The approach was tested with a group of 25 experts from the automotive sector who generated a set of scenarios 15 and 25 years out. Through a series of workshops and online surveys, the scenarios were developed and became guidelines to define technological opportunities and craft a strategic plan for auto part companies in Brazil. The talk will emphasize the challenges and results obtained while developing and applying the scenario-based approach.

Who should attend: Business leaders, strategic planners, policy makers, and futurists.

What you'll learn: Attendees will gain knowledge of a scenario-based approach developed to reveal technological and business opportunities for the auto part industry in Brazil. In addition, they will learn about the challenges involved in applying the scenario technique to a large group of stakeholders with a diverse set of requirements.

How this new knowledge can be applied: For those involved with planning, this presentation will provide critical insight on how to align expectations within a large set of stakeholders, discover long-term technological opportunities, as well as define action plans to gain competitive edge.



Adriano Galvao, adviser, Center for Strategic Studies and Management in Science, Technology and Innovation, Brasilia, Brazil



Cláudio Chauke Nehme, adviser to the executive director, Center for Strategic Management and Studies of Science, Technology and Innovation, Brasilia, Brazil

key words: foresight, scenario development, opportunity definition, decision-making techniques

issue areas: Futures Methodologies, Business and Careers

Keep It Simple Stupid (KISS): Energy/Environment Strategies

Reverse

The first part of the presentation will be "Clearing the Rubbish." This will include debunking objections to the electric car. The second part will describe various alternative energy technologies (including some not well known) that are economically viable. The third part will deal with the terminology such as EROEI (energy return on energy invested) and the difference between "energy independence" and "energy self-sufficiency."

Who should attend: Concerned persons tired of abstract and needlessly complex discussions about the most vital issue of the twenty-first century—the energy/environment conundrum; policy makers at the state and local levels; and business people.

What you'll learn: Existing off-the-shelf technologies and technologies that will be economically viable within five years that can make an immense positive impact on the energy/environment conundrum. Participants will learn how to differentiate between ideological wishful thinking and doable policy aims. As a subtext of the presentation, they learn a simple strategic thinking methodology designed to discipline and enrich futurist thinking.

How this new knowledge can be applied: Concrete examples of what the individual can do or lobby for in his or her home, business, local institu-

tions (schools, churches, etc.) and local government. The stress will be on a bottom-up approach to the issue so that everyone present will leave the presentation with ideas that he or she can begin to implement shortly after leaving the conference.



Tsvi Bisk, director, Center for Strategic Futurist Thinking; contributing editor to THE FUTURIST; Kfar Saba, Israel

key words: grand strategy, environment/energy

issue areas: Resources and Environment, Technology and Science, Futures Methodologies

Lessons from Microsoft and Yahoo's Failure to Reach Agreement

Faneuil

An ability to settle conflicting interests or to settle differences wisely can be as fully instructive as the success of the negotiation itself. This can stimulate creative efforts to explain and modify negotiation strategies. However, in reality it does not always happen that way. Despite its importance, the negotiation process is often misunderstood and badly carried out. Inferior agreements result, if not in endless bickering, then in needless deadlock or spiraling conflict.

A critical case study involves a series of negotiations that took place between Microsoft and Yahoo in 2007, revealing the difficulty as well as the subtleties of business negotiation. Within a framework of conflict management, the presentation will delve into barriers that turned the potentially mutually beneficial negotiations into conflicts that left everyone worse off, and will explore a joint-gain style of conflict settlement for use in the future.

Who should attend: Business persons, academics, political analysts, NGOs.

What you'll learn: New techniques and models for successful global ne-

gotiations.

How this new knowledge can be applied: Greater understanding between cultures, cooperation versus competition, and guides to successful globalization.



Shoji Mitarai, chairman of Japan Institute of Negotiation, Sapporo University, Sapporo, Japan

key words: business, conflict resolution, conflict management, negotiation, strategies

issue areas: Business and Careers, Futures Methodologies

The New Responsibility Paradigm: Impacts and Implications for Strategic Competitiveness

Alcott

Many assert that the 2008–09 economic meltdown is a capitulation of the old order to a new paradigm and that we are approaching a definition for what constitutes the public interest for this time and what it entails for business and society going forward. There appears to be a new consensus and collective expectation of responsibility across the globe, involving shared obligation and mutual reward. With a renewed emphasis on competence, authenticity, and responsibility taking hold, organizations across society are reshaping their business models and practices. We have transitioned from a shareholder to a stakeholder-driven society.

This presentation will look at the macro and micro developments influencing change for business and other organizations across society and how individual leaders may leverage those changes on behalf of their organizations.

Who should attend: Business professionals, community leaders, social entrepreneurs, and leaders of any kind.

What you'll learn: Attendees will learn an overview of new ap-

proaches, models, and methods for responsible organization behavior. Attendees will also hear about the latest polls and other research on responsibility issues.

How this new knowledge can be applied: Attendees will be able to use check lists and other guides that will be provided as a road map for leadership in their own context, regardless of the organization type. This new knowledge will be helpful for any organization.

Art Stewart, president and chief strategy officer, Stewart Strategies Group, LLC, part-time faculty at Emerson College, Boston, Massachusetts, *Corporate and Social Responsibility: The Changing Context for Marketing Communications Practice*, Alexandria, Virginia

key words: evolutionary consciousness, responsibility, paradigm shift, societal transformation

issue areas: Values and Spirituality, Social and Cultural Trends, Resources and Environment

Thalamocortical Algorithms in Space! The Building of Conscious Machines and the Lessons Thereof

Hancock

The fundamental notion of a confabulating neural network, supervised and regulated by another such net, forms the basis of a totally autonomous, contemplative, and creative artificial intelligence that has not only generated vast numbers of new products and services over the last decade, but also serves as the basis of a revolutionary form of Machiavellian robotic AI. The potential sociological, philosophical, and spiritual implications of this fundamental neural architecture, called "The Creativity Machine," will be explored. We discover that all aspects of human consciousness are mirrored in this totally self-forming synthetic intelligence that must naturally and inevitably serve as the

AARON M. COHEN



Participants enjoy exchanging ideas with colleagues at conference sessions.

vehicle for our immortality. Furthermore, through close study of its life cycle, from birth to death, we arrive at definitive answers to the really big-picture questions regarding the existence of an afterlife, extraterrestrial intelligence, and a deity.

Who should attend: Anyone interested in an unforeseen technological wild card that may very well shape the futures of both human thought and history.

What you'll learn: The audience will learn that a primitive form of consciousness has already arisen in machines as the continuation of an inevitable natural process that has been at work in the universe from the beginning of time.

How this new knowledge can be applied: The scientific principle conveyed is at least as fundamental and revolutionary as $E=mc^2$ and evolution. If embraced by individuals, it dramatically changes their worldview. If accepted by society at large, it enables a new phase in human history comparable in importance to that of the Industrial Revolution.



Stephen Thaler, president and CEO, Imagination Engineers Inc.; St. Charles, Missouri

key words: machine, intelligence, consciousness, immortality

issue areas: Technology and Science, Values and Spirituality, Social and Cultural Trends

FRIDAY
11:00 a.m.-12:00 noon



Audience members are captivated by keynote luncheon speaker at WorldFuture 2009.



2:00-3:30 p.m.

Collective Intelligence: The Next Big Thing and Other Insights from the 2010 State of the Future

Otis

Collective intelligence is becoming a buzzword around the world as many are beginning to explore how to create or improve it. The Millennium Project defines collective intelligence as “an emergent property from the synergies among data/info/knowledge, software/hardware and people, that continually learns from feedback to produce (nearly) just in time knowledge for better decisions than these elements acting alone.” This session will share progress on several collective intelligence projects and evolving concepts, management, and software. The session will also briefly update participants on other insights from the *2010 State of the Future*, such as the status of global challenges, the State of the Future Index, and environmental security.

Who should attend: Those who are overwhelmed with the increasing complexity of information overload, future-oriented consultants, policy makers/advisors in governments, international organizations, businesses, and NGOs, and educators.

What you'll learn: Participants will learn applications of collective intelligence, alternative approaches to create collective intelligence, and an executive overview of the global

12:15-1:45 p.m.

KEYNOTE LUNCHEON

Oceans and Our Global Future

Grand Ballroom A and B

Our planet is an integrated system where oceanic, atmospheric, and terrestrial environments interact in a highly complex fashion and directly impact the long-term social and economic well-being of all peoples and nations. Both the oceans and the atmosphere are shared globally, and we must have global cooperation to address critical issues such as collapsing fisheries, ocean acidification, and the effects of global climate change. Extreme weather, fragile food chains, and the safety of our coastal cities are all threats that must be dealt with effectively. New programs for global observation, drought management, fisheries restoration, and general ecosystem management are just a few of the essential responses to the challenges that face us today and tomorrow.

Who should attend: Business people, academics, government officials, and anyone who has responsibility or is concerned about the future of the oceans,

which account for 71% of the surface of our planet and 97% of the planet's water.

What you'll learn: With at least 95% of the underwater world not yet fully explored, there is much still being discovered. The ocean supports the life of nearly 50% of all species on Earth and helps sustain that life providing 20% of the animal protein and 5% of the total protein in the human diet. Critical elements of the trends impacting the ocean are constantly being brought to light.

How this new knowledge can be applied: Global sustainability is unrealizable without a strategy that includes the oceans and integrates the worldwide dynamics affecting both land and sea. The ocean influences every aspect of human life, and our understanding continues to grow—but will it grow fast enough?



chusetts

Susan Avery, president and director, Woods Hole Oceanographic Institution, Woods Hole, Massa-

key words: ecosystem management, global cooperation, oceans

issue area: Resources and Environment

FRIDAY
12:15 p.m.-3:30 p.m.

challenges as a framework for thinking about the global future.

How this new knowledge can be applied: You can apply this knowledge by creating collective intelligence in your own organization, by consulting to other organizations to create their own system, and by adding this as a subject in university instruction. The global challenges, State of the Future Index, and environmental security can be used as input to your strategic planning process, and as content for teachers of futures courses.



Jerome C. Glenn, director, Millennium Project; co-editor, *Futures Research Methodology Version 3.0*; co-author, *2010 State of the Future*, Washington, D.C.



Theodore J. Gordon, senior fellow, The Millennium Project and inventor of the Real-Time Delphi; co-editor, *Futures Research Methodology Version 3.0*; co-author, *2010 State of the Future*, Washington, D.C.



Frank Catanzaro, chair, Cyber Node of the Millennium Project



Jack Park, former SRI collective intelligence expert, Millennium Project consultant (participating online)

key words: collective intelligence, international economy, futures, methodologies, environmental security

issue areas: Futures Methodologies, Business and Careers, Social and Cultural Trends

Conversation with Joe

Webster

This has been a popular event at recent annual meetings. Joseph Coates, author of more than 500 ar-

ticles and reports to clients, shares his years of expertise on futures issues with attendees in an informal question-and-answer session, to address concerns about the future that are not likely to be discussed in other, more-formal sessions. Questions are posed by the audience. Coates will reply on any topic of interest—there are no constraints on the questions other than that they be about the future.



Joseph F. Coates, president, Joseph F. Coates Consulting Futurist Inc.; author, *A Bill of Rights for 21st Century America*, Washington, D.C.

issue areas: Social and Cultural Trends, Futures Methodologies

Developing a Future-Forward Workforce for Three Economies in Churn

Stone

One of the greatest challenges for local communities is to help prepare a workforce that has the capacity to be effective in an economic environment where, for the first time in history, there are three different types of economies integrated at one time: the last of the Industrial Age, a transition time called the Knowledge Society from 2000 to 2025, and the emergence of a Creative Molecular Economy as a part of an Organic Age, whose institutions will be very differently organized around interlocking networks and not hierarchies.

Who should attend: Economic developers, community leaders, educators, elected officials, community and state planning consultants, chamber of commerce executives, and anyone interested in how to prepare communities for a workforce able to compete in a twenty-first-century economy where the ability to adapt to change is key.

What you'll learn: Three key ideas: (1) concepts and methods of seed-

ing capacities for a Future-Forward Workforce (FFW) that will help transform the ways communities prepare for a different kind of economic future; (2) leadership methods of a Master Capacity Builder needed to facilitate a FFW; and (3) examples from emerging experiences (as appropriate) of those involved in designing and using this new approach to workforce development.

How this new knowledge can be applied: Attendees will be introduced to the concept of a Future-Forward Workforce and the diverse capacities, capabilities, and skills that a local workforce will need, especially to develop the capacity to have imagination, intuition, and insight—the basic tools for a resilient workforce able to support continuous innovation.

Matt Forshee, president/CEO, Fayette County, Georgia, Economic Development Council, Fayetteville, Georgia

Virginia Gibbs, president, Fayette County, Georgia, Chamber of Commerce, Fayetteville, Georgia

Norma Owen, president, Avadon LLC, Dallas, Texas



Rick Smyre, president, Center for Communities of the Future, Gastonia, North Carolina

key words: workforce development, futures, economy, community

issue areas: Futures Methodologies, Governance and Communities

The Future of GIS

Douglas

A geographic information system (GIS) is any system that captures, stores, analyzes, manages, and presents data that are linked to location.

GIS and related disciplines and technologies including remote sens-

FRIDAY
2:00-3:30 p.m.

ing, land surveying, aerial/satellite imaging, mathematics, city design, photogrammetry, geography, GPS, location-based services, and robotics are changing how we document, visualize, model, plan, understand and live in the natural and man-made environments of our planet.

This panel will discuss how these perspectives and tools are coming together to change not just how our world will look and function in the future, but how we will navigate and build our lives upon it.

Who should attend: Leaders, business people, health-care workers, and anyone interested in tapping in to location to understand the world or an individual's experience in it.

What you'll learn: Session participants will learn new ways of thinking about location-based data capture, user, visualization, modeling and use.

How this new knowledge can be applied: Attendees will develop a greater understanding of the elements that make up a geographical information system and how an appropriate system can guide decision making regarding a variety of physical and social changes.

Adena Schutzberg (moderator), executive editor, *Directions Magazine*, Boston, Massachusetts

Thomas Piper, principal research scientist, Department of Urban

Studies and Planning, Massachusetts Institute of Technology, Cambridge, Massachusetts

Nick Grossman, director, TOPP Labs, The Open Planning Project,

Raj Singh, director, Open Geospatial Consortium, Inc. (OGC), Wayland, Massachusetts

key words: geographic information systems, mapping

issue areas: Technology and Science, Governance and Communities

The Future Is Regional

Hancock

Learn about emerging regional communities of communities. Regional communities cooperate, collaborate, partner, network, and coordinate; they form coalitions and alliances; and they practice regionalism, regionalization, and self-governance across boundaries, great and small. This is done through the use of jurisdictional geographies and related identities, old or modern, in response to opportunities and/or necessities. The Metropolitan Area Planning Commission for Greater Boston and the Pioneer Valley Planning Commission are premier organizations that exemplify this cooperative future.

Who should attend: Those who are interested in acting at a regional scale. Existing state networks of regional councils support multi-state planning and coordination along transportation corridors, watersheds, commuter-sheds, etc., and there are many multi-state commissions. These regional councils represent a valuable resource for the future.

What you'll learn: Regional cooperation of local governments is possible! Regional councils have always been oriented to the future and to working across boundaries for synergistic development and redevelopment of areas. The current state of the world requires more and more

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Alison Sander, director, Center for Sensing and Mining the Future, THE BOSTON CONSULTING GROUP, Boston, Massachusetts

David E. Stein, physicist, operations research analyst, retired military officer, and former adjunct college faculty, editor-in-chief, *Future Takes*, Las Vegas, Nevada

Judith White, account executive, and futurist. She has over fifteen years of achievement in consultative sales in business solutions, education and information, focusing on futures research for human and organizational development studies.

Alan Youngs, esq., consultant, DynCorp International; member FBI Futures Working Group; former president Police Futurist Int.; retired division chief, Lakewood Colorado Police Department; adjunct professor, Rio Salado, Ottawa University, University of Colorado

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cooperation among localities to be competitive in the global economy.

How this new knowledge can be applied: The regional intelligence inherent in these organizations and the regional communities can be accessed for the benefit of society where there is an alignment of geography, goals, objectives, and strategies. The “regional communities” geography serves the private sector, profit and nonprofit, by providing integrated regional information that is not available from other sources.



Tom Christoffel, editor, Regional Community Development News; former executive director, Lord Fairfax Planning District Commission, Front Royal, Virginia

Marc Draisen, executive director, Metropolitan Area Planning Council; former member, Massachusetts House of Representatives, Boston, Massachusetts

Tim Brennan, executive director, Pioneer Valley Planning Commission, West Springfield, Massachusetts

key words: community, collaboration, regionalism, governance

issue areas: Governance and Communities, Social and Cultural Trends, Resources and Environment

The Future Is Riding a Bicycle

Bulfinch

Cities around the world are embracing bicycling at a rapidly growing pace, and the WFS 2010 host city of Boston is a great example. Mayor Menino and other national leaders have discovered that bicycling is cost effective, good for the environment, healthy, and fits nicely into the emerging knowledge economy. More people are riding bicycles for transportation and recreation now than since the invention of the modern bicycle in the 1800s. This panel will discuss innovative urban designs, social/cultural trends that

support bicycling, and long-term implications for the cities of the future. If you are interested in sustainability, green infrastructure, urban planning, climate change, active living, and the future of cities, this session will provide important insights.

Who should attend: city planners, traffic engineers, health workers, people interested in exercise programs, recreation program officials.

What you'll learn: Bicycle transportation is fast becoming a socially acceptable, alternative mode of transportation to the automobile and a good way to incorporate the leisure physical activity that is essential for good health into one's life.

How this new knowledge can be applied: Businesses, nonprofits, and governments will learn that bicycle transportation is a great way for their employees to come to work and to get the physical activity they need to be healthy and productive employees, as cities strive to find ways to relieve traffic congestion and health authorities urge people to exercise.



Kenneth Harris, chairman, The Consilience Group, LLC; member, Association of Professional Futurists; member, World Future Society Board of Directors, Bethesda, Maryland

Jeffrey Olson, principal, Alta Planning and Design, Saratoga Springs, New York

Free Career and Job Counseling

Career and job counseling, including job search and career change strategy, résumé writing and interviewing techniques, are available to all conference participants at no charge. Professional career counselors from throughout the country are volunteering their time and expertise to conduct 30-minute sessions. This is an opportunity to gain insight and information on career-related issues.

Visit <http://www.career-design.com/events/cda-free-career-sessions/101-wfs-attendee.html> to fill out your personal data sheet and questionnaire.

Nicole Freedman, director, Boston Bikes, Boston, Massachusetts

key words: transportation, environment, health

issue areas: Resources and Environment, Health and Wellness, Social and Cultural Trends

Future Military and Civilian Policing: Fading Boundaries, Mission Creep, and the Declining Significance of a Distinction between Civilian and Military

Revere

Civilian policing is undergoing rapid change. The drivers include globalization, economic and ecological threat, technology, and socio-demographic change. Militaries also are undergoing rapid change, with similar drivers. In both cases, change is itself generating unintended consequences, including overlap and potential conflict of mission, practice, and law. In this session, the authors examine possible and probable futures for both the military and civilian policing and for society. While recent shifts in the military have been both dramatic and newsworthy, especially with regard to stability operations, the effects on policing have been more subtle. However, a “perfect storm” could unfold in the future, with great societal repercussions. One such possible future: Posse Comitatus, the act that prevents direct military involvement in civilian policing, disappears or is rendered practically

FRIDAY
2:00-3:30 p.m.

impotent. Other possible and probable futures will also be examined.

Who should attend: Anyone interested in policing, the emerging practice of military operations, and the viability of "threat" as a driver of social change.

What you'll learn: Attendees will learn how, across geopolitical and other boundaries, policing and militaries are converging on common futures.

How this new knowledge can be applied: Participants will gain increased understanding of the challenges facing both military and civilian forces and facilitate development of alternative geopolitical and social futures.



Bernard (Bud) Levin, professor of psychology, Blue Ridge Community College; reserve major, Waynesboro Police Department, Weyers Cave, Virginia



Sean P. Varano, assistant professor, School of Justice Studies, Roger Williams University, Bristol, Rhode Island

Mary O'Dea, futures directorate, U.S. Special Operations Command, Tampa, Florida



John P. Jarvis, chairman, Futures Working Group; senior criminologist, Behavioral Science Unit, FBI Academy, Quantico, Virginia

key words: police, military, victory, mission, boundaries

issue areas: Governance and Communities, Social and Cultural Trends

Visit the WFS Bookstore

Commonwealth Ballroom A

Wednesday, July 7—11:00 a.m.–7:00 p.m.

Thursday, July 8—11:00 a.m.–7:00 p.m.

Friday, July 9—8:00 a.m.–8:00 p.m.

Saturday, July 10—8:00 a.m.–4:00 p.m.

SPECIAL EVENT

Internet Evolution: Where Hyperconnectivity and Ambient Intimacy Take Us

Commonwealth C

Imagine the implications of the future that most technology experts foresee: Wireless devices are embedded in everything—including us; cameras record activity in all public spaces; databases catalogue our online moves; massive data centers allow our information to be sorted and understood in new ways; the physical environment changes as "the Internet of things" and "everywhere" applications are widespread; projection of digital material is possible on all kinds of surfaces; immersive, invisible, ambient networked computing makes us available to more people in more ways; software exhibits humanlike thinking; and a direct brain-to-computer interface is possible. These are just some of the future scenarios predicted by experts, as documented by Pew Internet & American Life Project surveys and other current research. These advances can be expected to generate both positive and negative effects and lead to considerable social change.

Who should attend: Anyone concerned about the future of the individual and institutions as the Internet evolves and becomes a more pervasive part of the social and physical landscape. It will be a world of hyperconnectivity, where Web 3.0 (the semantic Web) is the reality and 3-D Web-computing permeates the ecosystem, user-generated content is ubiquitous, social networks are vivid and in flux, ubiquitous computing and ambient intimacy are the norm, and augmented and virtual realities are common features of people's lives.

What you'll learn: We will consider the social, political, and economic impact of incremental but continuous advances in computing, storage,

power, interfaces and artificial intelligence, and progressively more refined and complete access to the ubiquitous information available from databases, sensors, tracking devices, cameras, and all of the other inputs continually coming online and being networked.

How this new knowledge can be applied: The future of information is portable, personal, and pervasive. It is important to understand how things might progress as this becomes the new information ecosystem that interacts with other kinds of social and economic change. Workers will operate in a new and different environment. Families will face new pressures and be afforded new kinds of connectivity. Private "leisure" experiences will be integrated in new ways into the rhythms of life. People will have different social relations and social interactions.



Lee Rainie, director, Pew Internet & American Life Project; author; former managing editor, *U.S. News & World Report*, Washington, D.C.

Mike Nelson, visiting professor, Communication, Culture & Technology Program, Georgetown University; former director, Internet Technology and Strategy, IBM, Washington, D.C.



Janna Quitney Anderson, director, Imagining the Internet Center, Elon University; author; Elon, North Carolina

key words: networks, technology, information, society

issue areas: Technology and Science, Business and Careers, Social and Cultural Trends

Singularity University: Team Projects to Positively Change the World

Commonwealth B

Singularity University is a new

interdisciplinary university whose mission is to assemble, educate, and inspire a cadre of leaders who strive to understand and facilitate the development of exponentially advancing technologies in order to address humanity's grand challenges. With the support of a broad range of leaders in academia, business, and government, Singularity University hopes to stimulate groundbreaking, disruptive thinking and solutions aimed at solving some of the planet's most pressing challenges. Singularity University, located at the NASA Ames campus in Silicon Valley, is based on the ideas of futurist Raymond Kurzweil and supported by the financial sponsorship of companies like Google and ePlanet Ventures.

The team projects prepared by the first class of graduate students will include the following reports:

Solutions for Low-Bandwidth Communications discusses mobile phone proliferation to accelerate economic development. SMS is the most universally available and least expensive form of telecommunication in much of the developing world. The first project is an SMS platform that will provide an intelligent server infrastructure on which to run applications. The platform will provide a set of modular programming tools accessible through a Web portal, empowering individuals to create localized SMS applications.

Driving Toward an Intelligent Transportation Grid addresses how an intelligent transportation grid can positively affect energy usage and slow climate change. The major impacts will be people valuing access over ownership of cars, and a decrease in global CO₂ emissions. As the first part of this intelligent grid, the group is launching Gettaround, a marketplace for peer-to-peer leasing of underutilized car hours. Gettaround.com enables car owners to create revenue from their depreciating cars, and for renters to have

easy access to cars—affordably and conveniently.

Rapid Housing Manufacturing That Begins in the Developing World focuses on advances in rapid, additive manufacturing technologies to construct affordable and customizable housing in the developing world. Cost-efficient, environmentally sustainable solutions have the potential to create a transformative new paradigm for improving housing construction using local resources.

Global and Civic Disaster Response considers a new paradigm for disaster response that has advantages over existing systems, such as allowing users to overcome communications network problems typical of crisis situations. From this, the team is building a company focused on delivering innovative new solutions to facilitate evacuation, medical triage, and aid in natural disaster situations.

Who should attend: Anyone interested in finding out how the new wave of technological changes will radically transform humanity as we know it today. Anyone planning to live more than 20 years and see the beginning of the Singularity.

What you'll learn: Attendees will be exposed to the main ideas of accelerating change and the major future technologies that will radically change the future of humanity.

How this new knowledge can be applied: The ideas discussed will help individuals to understand accelerating change in order to anticipate and influence the future.



Ray Kurzweil (invited moderator), inventor, author, and futurist. He has been a pioneer in the fields of optical character recognition (OCR), text-to-speech synthesis, speech recognition technology, and electronic keyboard instruments; Boston, Massachusetts



José Luis Cordeiro, founder, World Future Society's Venezuela Chapter; chair, Millennium Project (Venezuela Node), Chiba, Japan

Nitesh Banta, Singularity University, NASA Ames, graduate student, Harvard University; Stamford, Connecticut

Luke Hutchison, Singularity University, NASA Ames, graduate student, Massachusetts Institute of Technology; Cambridge, Massachusetts

Justyna Zander, Singularity University, NASA Ames, graduate student, Harvard University; Cambridge, Massachusetts

Jessica Scorpio, Singularity University, NASA Ames, graduate student, Carleton University, Ottawa, Ontario, Canada

Marianne Ryan, Singularity University, NASA Ames, graduate student, University of Michigan, Ann Arbor, Michigan

key words: future studies, science, singularity, biotechnology, nanotechnology, artificial intelligence, telecommunications, 3-D printing

issue areas: Futures Methodologies, Technology and Science

4:00-5:30 p.m.

SPECIAL KEYNOTE

Building the Human Mind

Grand Ballroom C, D, and E

This special keynote will explore the capabilities of human brain in a wholly new context. We will soon have the capacity to understand, model and simulate the human brain and thus reverse engineer the human cortex. As well, we can reasonably hope to understand the base of emotional intelligence and other aspects of our humanity. Brain technology is 100x more powerful now than it was when Dr. Kurzweil wrote *The Singularity Is Near* a half dozen

FRIDAY
2:00-5:30 p.m.

years ago, thus allowing him to explore these exciting possibilities in his upcoming book, *How the Mind Works and How to Build One*.



Ray Kurzweil, inventor, author of *The Singularity Is Near*, Boston, Massachusetts

7:00-8:30 p.m.

The Changing Landscape in Nonprofit Organizations

Revere

This session will provide information on the dramatic changes taking place within nonprofits and nongovernmental organizations (NGOs) and track the expanding role of nonprofits and NGOs as they strive to meet the needs of individuals and groups across the globe. The session will be both informational and interactive.

Who should attend: Those interested in the dramatically changing role being played by nonprofits and NGOs in the United States and around the world. This would include government agencies such as AID, World Bank, etc.

What you'll learn: Attendees will learn the 10 major changes impacting nonprofits and NGOs and how to develop strategies to capitalize on these changes and mitigate their potentially negative impact.

How this new knowledge can be applied: Anyone who provides products and services to nonprofits and NGOs will develop a better understanding of how leading-edge organizations are making a difference.

James Gelatt, professor of management, Graduate School, University of Maryland University College, Adelphi, Maryland

key words: demographics, nonprofit (NGO), values, business

issue areas: Business and Careers, Values and Spirituality, Social and Cultural Trends

Cultural Intelligence: Using Cross-Cultural Frameworks to Improve International Foresight Projects

Stone

In an increasingly globalized world, foresight projects are becoming more international in scope. This requires not only interdisciplinary, but also cross-cultural project teams, resulting in an added layer of complexity.

The session will start with a definition of the term *cultural intelligence* and an overview of existing frameworks and cultural models. This overview will be followed by a comparison of the frameworks and practical examples on how they can be applied to real-world problems. The limitations of the frameworks will be discussed as well.

With a look at the latest research in cultural psychology, the session will try to show the underlying psychological patterns of cultural difference. Using simple examples and tests, each participant will experience his own cultural programming during this session and compare it to that of other cultures.

Finally, the session will offer some ideas on how to incorporate the knowledge about cross-cultural differences into futures methodology and the setup and management of international foresight projects.

Who should attend: Futurists, business leaders, consultants, and anyone involved in projects with an international scope.

What you'll learn: The participants will learn to apply cross-cultural frameworks in order to better understand their own culture and how it differs from other cultures.

How this new knowledge can be applied: This knowledge will help you improve your cultural intelligence and subsequently reach better results for international projects or in any other situation or task where culture is of importance.

Matthias Hoffman, managing director, Schuimer Consulting, Essen, Germany

key words: cultural intelligence, cross-cultural communication, cultural psychology, futures methodology

issue areas: Futures Methodologies, Social and Cultural Trends

An Innovative Concept: Transforming Health-Care Environments to Impact True Reform

Alcott

If we are serious about transforming health care, we each must ask ourselves, How can I do it? Will my voice count? In this session, participants will be given an opportunity to show how health care can be transformed by collecting ideas and discovering how these ideas can be used to make a difference. Speakers will describe how their company collaborated with a major university and health-care system users to change the built environment by using a participatory approach.

Who should attend: Anyone interested in transforming health care.

What you'll learn: Participants will learn about two award-winning design models and be given an opportunity to brainstorm futuristic ways of transforming health care.

How this new knowledge can be applied: By thinking out of the box in this interactive presentation, participants will learn how to use creativity to rethink how health care will be delivered in the future.

Tom Jennings, principal, NXT; former vice president of facilities and planning; Spartanburg, South Carolina

Salley Whitman, principal, NXT; more than a decade of experience in health-care administration; Greer, South Carolina

key word: health care

issue areas: Health and Wellness, Technology and Science

Moving from Foresight to Strategy: Developing a National Strategy for New Zealand

Hancock

Initiated in late 2006, Project 2058 is a four-year program of the Sustainable Future Organization. Its aim is to explore New Zealand's long-term future through creating scenarios that investigate the next 50 years. Last year's presentation discussed the findings of our scenario work. This year, findings from a series of reports assessing key aspects of New Zealand's society, asset base, and economy in order to understand how they may shape the country's long-term future will be discussed, along with the process for our development of a national strategy for New Zealand.

The speaker will outline the next phase of Project 2058, which is integrating foresight into a national strategy for the country.

Who should attend: Professional members who attended my last session in 2009, people from government, nongovernmental organizations, other think tanks, and other individuals.

What you'll learn: Attendees will gain an understanding of the process our institute will be using to develop a national strategy for New Zealand.

How this new knowledge can be applied: By explaining the process that the Sustainable Future Institute will be using to develop a national strategy for New Zealand, the audience will be able to identify what countries, companies, and other organizations have to gain from using foresight and scenarios to map out a path forward.



Wendy McGuinness, founder and chief executive of the Sustainable Future Institute, Wellington, New Zealand

key words: strategy, sustainable

futures, New Zealand

issue areas: Futures Methodologies, Technology and Science, Resources and Environment

Out With the Old: A New Model for Future Oriented, Socially Responsible Investing

Paine

Social responsibility is becoming an increasingly important consideration in the development of investment strategies. Investors are expressing growing concerns about the social impacts, environmental sustainability, and economic influences of the organizations in which they invest.

Traditional investment strategies and valuation models typically only address economics and focus on short-term profit. They do not account for long-term, future-oriented capital deployment, economic development, or the influence of companies on the future health and well-being of a society. Nor do they consider a future with increasingly constrained natural resources. Without these elements, traditional investment strategies and models are failing to meet the needs of a new class of investors.

In this session, we will present a new investment measurement model—one in which future social, environmental, and economic impacts are considered in the overall valuation. The audience will leave with a new tool to apply in their own investment activities that will help ensure that their investments reflect a financially sound and socially responsible position.

Who should attend: Anyone interested in learning how to ensure that their investments that are socially responsible.

What you'll learn: The audience will learn about a new way to measure the future social, economic, and environmental impacts of their investments.

How this new knowledge can be applied: The audience will leave with a new tool to apply in their own investment activities that will help ensure that their investments reflect a financially sound, future-oriented, socially responsible position.



Amy J. Oberg, futurist, managing partner, Future-In-Sight.Com, Appleton, Wisconsin

David Matias, managing principal, Vodia Capital, Concord, Massachusetts

key words: finance, social responsibility, economics

issue areas: Business and Careers, Values and Spirituality, Resources and Environment

A Post-American Future? How the United States Can Remain a Competitive Force in the 21st Century

Webster

Pundits such as Fareed Zakaria, policy experts such as Henry Kissinger, and even some of President Obama's closest advisors believe that a new historical epoch is emerging, a post-American world in which the United States will no longer be the world's dominant economic, political, and military leader. They claim that the evidence for this thesis is overwhelming. The U.S. economy is plagued by high unemployment, slow growth, lower wages, and a weakening dollar. At the same time, China, Russia, Brazil, India, and other nations are achieving GDP rate increases of 5%–9% by expanding their manufacturing bases and committing resources to scientific development. Moreover, the United States is lagging behind its global competitors in a number of technological areas. China, Japan, India, and Europe—not the United States—are taking the lead in the development and implementation of high-speed rail, robotics, nuclear fu-

FRIDAY
7:00-8:30 p.m.

sion, nuclear power, clean coal, macroengineering, macro-solar power, and space exploration.

While recognizing the precarious position in which the United States currently finds itself, the speaker demonstrates that it is fully possible for the nation to not only remain competitive but also maintain its position as a global economic force. He describes in detail strategies that the United States must pursue to achieve this goal. The nation must reindustrialize, grow its energy base, embrace the human-enhancement revolution, and revitalize its space program. The presenter also discusses the role that education, economic and personal liberty, and the expansionary culture must play in America's economic growth.

The speaker invites the audience to analyze and debate both the post-American world thesis and the speaker's strategies for reviving the U.S. economy.

Who should attend: Members of the business and community, educators, government policy planners, futurists, academics, social scientists, and anyone interested in the global future.

What you'll learn: This presentation will help attendees gain a broader understanding of the challenges that the United States faces in maintaining a competitive position in the world economy. They will also gain insights into emerging technologies in a variety of fields.

How this new knowledge can be applied: The nation's future role will certainly be of use to policy planners either in the United States or elsewhere. Managers and business owners will certainly be affected by the strength of the U.S. economy and the dollar. Educators can share this information with students. However, this issue impacts just about anyone in their work and personal lives.



Michael G. Zey, executive director, Expansionary Institute; professor, Montclair State University; author;

Morristown, New Jersey

key words: economy, technology, globalization

issue areas: Futures Methodologies, Technology and Science

Sustainability and Future Human Evolution: Global Perspectives

Douglas

Some argue that there are finite world resources and numerous interconnected global megacrisis (overpopulation, growing food and energy demands, plus increasing environmental pollution, water quality issues, species extinction, and global climate change) creating "limits to growth" and the need for sustainable development, simpler living, and reduced consumption. Others argue that there are "no limits to learning" or to the growth of human creativity, innovation, and new ideas; that technological breakthroughs and revolutions (in info, bio, nano, green, and space tech areas) can solve current global problems; that space exploration opens up new energy, resources, and habitats for the future; and that evolution reveals periods of exponential growth followed by breakdowns and crises and then by breakthroughs to new, larger system levels of organization and complexity. What are the trade-offs as we face both scarcity/sustainability and abundance/growth arguments impacting our human and planetary futures? This panel will present different global and other perspectives on these issues.

Who should attend: Anyone—in business, government, academia, or community organizations—who wants to get a good overview of two diverse scarcity–abundance trends impacting our human and planetary

futures and of how people in different countries are dealing with such issues.

What you'll learn: People will learn diverse arguments supporting more scarcity versus potential for abundance in our human and planetary futures, how they interrelate, and different proposed policies for dealing with these issues, including from different parts of the world.

How this new knowledge can be applied: This panel deals with fundamental issues impacting our human, planetary, organizational, and personal futures. Individuals, organizations, and businesses will all need to make important personal and organizational policy decisions based on their assessment of these issues. This panel should help clarify these issues and the implications for people's future lives.



Linda Groff, professor, Political Science and Future Studies, and coordinator, Behavioral Science Undergraduate

Program, California State University; director, Global Options and Evolutionary Futures Consulting, Playa del Rey, California

Kazuo Mizuta, futurist, professor, Kyoto Sangyo University; works on cultures as well as robotics, Kyoto, Japan

Fabienne Goux-Baudiment, futurist, consultant, Progektiv; former president, WFSF; Paris, France

Rosa Alegria, Brazilian Node of the Millennium Project, advocate for sustainable development, Sao Paulo, Brazil

Nadezhda Gaponenko, Moscow, Russia

key words: megacrisis, global options, growth, world resources

issue areas: Social and Cultural Trends, Business and Careers, Learning and Education

SPECIAL EVENT

The Unemployment Conundrum

Commonwealth B

The current global economic transformation involves worrisome concerns about both short- and long-term employment, unemployment, and underemployment. It is an enormously complex subject. Issues range from stubbornly persistent unemployment in many developed countries to labor shortages in others to lack of training and education for a new economic reality to lack of economic development to profound transformations in how and where work is done.

It has become apparent that traditional economic thinking and policies are increasingly ineffective. There is an urgent need for new thinking in order to make economies everywhere in the world more sustainable and provide rewarding work for a still growing population.

This session will provide an overview of the global employment/unemployment situation. It will also present suggestions for new ways of seeing it. The presenters have worked on and spoken on these subjects for decades. Edie Weiner and Arnold Brown, principals of Weiner, Edrich, Brown, have been renowned futurists for more than 40 years. They have worked with giant global corporations, major nonprofits, and a host of governments and government agencies around the world.

Who should attend: Policy leaders, business professionals, and anyone concerned about unemployment and underemployment.

What you'll learn: Session participants will learn new ways of thinking about global employment and the future employment challenges in the workplace.

How this new knowledge can be applied: Attendees will develop a greater understanding of the unemployment issue and find ways to prepare for coming changes in the workplace.



Arnold Brown, chairman, Weiner, Edrich, Brown, Inc., New York



Edie Weiner, president, Weiner, Edrich, Brown, Inc., New York

key words: work, demographics, unemployment, underemployment

issue areas: Business and Careers, Governance and Communities

World Energy Scenarios to 2050: Issues and Options

Adams

Secure, reliable, and affordable energy supplies are fundamental to global economic stability and growth. The challenges ahead of us include the adequacy of energy supplies, the threat of disruptive climate change, and the huge investment requirements to meet the growing global energy needs, particularly in the developing countries.

Future energy demand and supply are subject to numerous uncertainties, most of which are difficult to predict, such as energy prices (particularly oil prices), global economic growth rate, demographic changes, technological advances, government policies, and consumer behavior.

The primary objective is to present a systematic exploration of possible energy futures and recommend actions. The speaker will identify, define, and analyze the main driving forces of the world energy market to 2050, analyze the options, suggest a desired energy scenario, and make strategic recommendations on how to achieve this scenario by 2050.

Who should attend: Futurists, educators, students, consultants, energy professionals.

What you'll learn: The audience will learn about world energy trends in the next 40 years, methodologies for

the analysis of issues, scenario analysis, and strategies to achieve a desired energy future.

How this new knowledge can be applied: The audience will be able to apply this methodology to any scenario analysis.



Hameed Nezhad, professor, Metropolitan State University, Woodbury, Minnesota

key words: energy, world, scenario

issue areas: Resources and Environment, Futures Methodologies, Technology and Science

8:30–9:00 p.m.

Futurist Group Meeting

Bulfinch

Vibrant organizations don't "just happen." They depend on volunteers for their very existence. However, in today's busy society, attracting and motivating volunteers—indeed, even attracting audiences for programs—is not easy, given the substantial competition for disposable time that is itself limited. An added challenge is sustaining the interest of the volunteers who are already on board. Ultimately, a volunteer organization can thrive only if a sufficient number of volunteers make it a priority.

This Futurist Group Meeting provides useful tips for winning "hearts and minds" that can bring to your group the participants and volunteers who make it vibrant. Additionally, it explores hidden assumptions and common pitfalls that limit many volunteer organizations, sometimes even rendering them dysfunctional. The roundtable includes examples of thinking (and acting) outside-the-box to circumvent obstacles, achieve goals, and inspire confidence.

FRIDAY
7:00-9:00 p.m.

Saturday at a Glance

Issue Areas

✓ = Primary Issue Area

● = Secondary Issue Areas

	Business and Careers	Values and Spirituality	Futures Methodologies	Social and Cultural Trends	Governance and Communities	Health and Wellness	Learning and Education	Resources and Environment	Technology and Science
8:00-8:30 a.m.									
Challenges and Opportunities in Space Medicine (p. 38) Hancock					✓			●	
Demonstrating the Sustainable Future Environment through a Global Event (p. 38) Adams			●	✓			●		
Disability versus Integrity (p. 38) Otis					✓			●	
Measuring Amicability in the World Society (p. 39) Stone			●	✓	●				
Scenario Planning as a Strategic Exercise in an Uncertain Radiological World (p. 40) Revere			●	●	✓				
Sustainable Intelligence (p. 40) Douglas		✓				●		●	
Traditional Social Strata Measurement by Socioeconomic Levels and the Challenges of Sustainability (p. 40) Webster				✓	●				
What's the Future of Sustainable Development in Latin America? (p. 41) Alcott				✓					
9:00-10:30 a.m.									
Cultural Shifts among Global Youths (p. 41) Revere	●			✓		●			
Foresight in the Corporate World (p. 42) Otis	●		✓						
Forward Engagement and Anticipatory Governance (p. 42) Hancock				✓					
Future Arctic Climate Simulations for Strategic Planning (p. 42) Alcott			●				✓	●	
Futurists' Views from Around the World (p. 43) Commonwealth Ballroom C			✓		●				
Global Climate Change Situation Room and Green Growth (p. 43) Grand Ballroom D			●				✓		
Health for All and a Health-Care System Worth Creating (p. 44) Commonwealth Ballroom B				●	✓			●	
Holistic Approaches to Educating the Whole Person (p. 45) Stone			●			✓		●	
How to Become the CEO of Your Life (p. 45) Douglas	✓		●			●			
How Futuring Is Changing Lives (p. 45) Grand Ballroom E			✓	●		●			
The Nebulous Aspects of Cloud Computing (p. 46) Faneuil			●	●					✓
The Perfect Storm (p. 46) Adams				●			✓	●	
11:00 a.m.-12:00 noon									
Achieving Low-Carbon Economic Growth (p. 47) Paine	●				●		✓		
Carbon-Negative Oxygen-Positive Fuel Future (p. 47) Adams					●		✓	●	

Issue Areas

✓ = Primary Issue Area

● = Secondary Issue Areas

	Business and Careers	Values and Spirituality	Futures Methodologies	Social and Cultural Trends	Governance and Communities	Health and Wellness	Learning and Education	Resources and Environment	Technology and Science
11:00 a.m.-12:00 noon (continued)									
Foresight Exercises for National Development: The Brazilian Experience (p. 47) Commonwealth C		✓			●				●
The Future of Hispanic Americans (p. 48) Commonwealth Ballroom B									
Future Paradigms of Poverty and Development (p. 48) Alcott			✓	●			●		
The Futures of Academia (p. 48) Webster		●				✓		●	
The Human-Computer Interface (p. 49) Stone								✓	
It's Hard to Read the Label When You Are Inside the Bottle (p. 49) Revere	✓			●					
Putting Civility Back into Civil Society (p. 49) Hancock		✓	●						
Retirement Trends Overseas (p. 50) Otis			✓	●	●				
The Scientific Method After Next (p. 50) Faneuil		●							✓
Sustainability of Water: Future Challenges (p. 51) Bulfinch							✓	●	
World Creativity and Innovation Week (p. 51) Douglas		●	✓			●			
12:15-1:45 p.m.									
KEYNOTE LUNCHEON: Men and Women: The Battle for Supremacy (p. 52) Grand Ballroom A and B			✓						●
2:00-3:30 p.m.									
Appropriate Economics for the 21st Century? (p. 52) Douglas	✓				●				
Co-Creating the Virtual Museum and STEM Careers Collaboratory of the Future (p. 53) Commonwealth Ballroom B	●					✓		●	
Forecasting the Technology Revolution (p. 53) Stone		●		●				✓	
SPECIAL EVENT: The Future of Faith: Conflict or Creativity? (p. 54) Webster		✓	●						
Latin America 2010-2030 (p. 54) Paine		●		✓					
A New Benchmark for Innovation in the Future (p. 55) Hancock	✓	●						●	
The OTHER Health-Care Reform (p. 55) Otis	●				✓			●	
Socionomics: A New Perspective on Social Causality (p. 56) Commonwealth Ballroom C	✓		●	●					
World Water Scenarios (p. 56) Revere		✓					●		
3:45-5:00 p.m.									
CLOSING PLENARY (p. 57) Grand Ballroom A and B • The Virtualization of America (and the World) • WFS Award Presentations: Futurist of the Year and Young Futurist of the Year • Conference Wrap-up									

SATURDAY
AT A GLANCE

8:00-8:30 a.m.

Challenges and Opportunities in Space Medicine: Human Factors Related to the Future Use of Commercial Manned Space Vehicles

Hancock

This presentation will discuss a number of individual, operational, and environmental risk factors for the occupants of future commercial space vehicles. These risks include exposure to high acceleration and deceleration flight profiles, decreased cabin pressure, microgravity, solar and galactic cosmic radiation, nonionizing radiation, noise and vibration, temperature and humidity extremes, and cabin air quality. Of particular concern are the effects of exposure to microgravity on healthy and diseased passengers. Furthermore, U.S. and Russian experience regarding space physiology and medicine involve short-term and long-term space flights, but does not address the effects of (1) frequent repetitive exposure (several times a week) to flight profiles involving normal gravity (preflight), acceleration (launch/take off), microgravity (space), deceleration (return), and normal gravity (post-flight); or (2) frequent repetitive exposure to solar and galactic cosmic radiation.

Who should attend: Individuals interested in becoming familiar with practical aspects, operational issues, and human protection concerns that will be faced by the operators and users of future commercial space vehicles.

What you'll learn: The health, safety, performance, and survivability challenges related to the implementation of future commercial space vehicles, as well as the oppor-

tunities to develop innovative and unique approaches to confront these challenges.

How this new knowledge can be applied: This knowledge will have a direct impact on those individuals who will utilize future private and commercial space transportation vehicles for pleasure and business, as well as individuals and organizations that will utilize these space vehicles as platforms for scientific research and development, education and training, and individual applications.

Melchor Antunano, director, FAA Civil Aerospace Medical Institute, Edmond, Oklahoma

key words: aerospace technology, aerospace medicine

issue areas: Health and Wellness, Technology and Science

Demonstrating the Sustainable Future Environment through a Global Event

Adams

As an emergent global event, World Expo not only demonstrates globalism and cosmopolitanism under the competing international framework, but it also provides creative scenarios for the future.

The speaker will analyze how the sustainable future of cities has been creatively imagined and realized in the 2010 Shanghai World Expo. It will deal with the convergent power of the World Expo in providing a cosmopolitan vision in Shanghai as an Asian city. Then speaker will then discuss how the environmentally sustainable future is imagined through forms related to national cultures and city cultures and how it is materially realized, as well as the new technologies engaged. The speaker will discuss how this compares with current cinematic sce-

narios of the future, considering different audience's reflexive reactions toward specific environmental images.

Who should attend: Anyone concerned with environmental education, scenarios of futures cities, and cosmopolitanism.

What you'll learn: The audience will learn about the future scenario of sustainable environment and cities through the discourses and practices analyzed in the World Expo 2010.

How this new knowledge can be applied: You will be able to apply this new knowledge to research or teaching of futures studies and culture studies.

Chia-Ling Lai, assistant professor, Graduate Institute of Futures Studies, Tamkang University, Taiwan

key words: World Expo, sustainability, city, cosmopolitanism

issue areas: Social and Cultural Trends, Futures Methodologies, Resources and Environment

Disability versus Integrity: New Paradigms of Brain and Healing

Otis

The medical and scientific world has learned more about the mechanics of health and healing in this century, but somehow, the latency of communication between these two segments of population (research world versus the public) is still very primitive. The speed with which knowledge and the latest updates in every other technology—from telecommunication to cars and from music to movies—as the business world seems to be very opportunistic about investment in these areas as the fastest return.

If the science and technology of the body and brain is also communicated at laser speed, the business

world will be inspired to invest much more in preventive and proactive approaches to human health, with the largest return in the history of humankind.

Who should attend: Educators, health professionals, scientists, business innovators.

What you'll learn: Attendees will learn the latest updates on the brain and human psyche and on what contributes to real healing. Improving our understanding of the human mind and body will make them user friendly; the segment of the population who has been disabled by physical, mental, or emotional disability can not only become proactive in their health processes, but also become a functional part of society by changing some parameters and markers in the delivery of the health-care system in the United States. Learning about these mechanisms in a scientific light will simplify the intricate and complex world of healing, from cellular/genetic level to psychoneuroimmunology and brain plasticity, and even bridge the gap between the hermit research world and the common public, so that it can be a little more transparent and less intimidating.

How this new knowledge can be applied: Our personal and business lives are modified every second by new technology. From converting our phones from 3G to 4G, so with our computers and television to keep pace with the I-revolution. If we can get a hedonic tone from updating our life about health/body and brain at the same pace, evolution will be worth enjoying. Instead of becoming a technogadget expert in every new item hitting the market, while our bodies and brain are struggling with the simple issues of obesity, sleep, mental-health problems, we could transform health (physical and emotional) to be the area of maximum investment of energy and finance in the next century, so our generation will have transformed

brain and bodies only by enhanced awareness.

Shamshad Haroon, psychiatrist; neuroscientist; chairperson, WOW Village for Big and Little Kids, Hot Springs, Arkansas

key words: brain, healing, empowerment, proactive, scientific evidence

issue areas: Health and Wellness, Technology and Science

Measuring Amicability in the World Society

Stone

This session will introduce a system for monitoring the local social disposition of people in different countries and regions. It may be viewed as a map of the state of the friendly spirit of the society. The methodology is based on the responses of volunteers to a standard and simple questionnaire. Volunteers will indicate through the Internet or SMS-messages how friendly their interactions are with the people around them, rating responses in five levels from negative to positive.

Processing this information allows a continuous monitoring of quantitative parameters, characterizing levels of good intentions and confrontation within the society and their trends. Such monitoring is important because the level of good intentions largely determines the result of joint activity of people and affects different aspects of a society state. Additionally, the participation of people of different regions and countries in the same project helps unite people's consciousness and develop more predictable future relations between people.

Who should attend: Representatives of government and international organizations as well as people interested in methodologies for the study of society and spiritual/cultural values and also in the evolutionary development of society.

Tax Deduction

Conference expenses may be tax deductible. U.S. Treasury regulation 1.1625 permits an income tax deduction for educational expenses (registration fees, cost of travel, meals, lodging) undertaken to: (1) Maintain or improve skills required in one's employment or (2) Meet express requirements of an employer.

What you'll learn: Attendees will learn about a new method for analyzing society that identifies the level of goodwill, the level of confrontation, and the level of chaos in society. They will also learn that continuous monitoring can provide instant information for authorities, international organizations, and each concerned person regarding society's reactions to decisions and various world events. Each person becomes a party to the global process of forming the elements of universal values.

How this new knowledge can be applied: Organization managers will develop a reliable tool for making the right decisions based on the reaction of society. Business leaders will receive information about the favorable and unfavorable regions for places for investment and business development. Each person has the possibility to see the trends of developing attitudes and intentions of people in his/her own town or country as well as other countries, and to plan for a more predictable future.



Anvar Idiatullin, founder, member, and researcher, Moscow Regional Council, Pravdinsky, Russia

key words: monitoring, social harmony, questionnaire, social disposition, good intentions, confrontation, consciousness

issue areas: Social and Cultural Trends, Futures Methodologies, Governance and Communities

SATURDAY
8:00-8:30 a.m.

Scenario Planning as a Strategic Exercise in an Uncertain Radiological World

Reverse

Scenario Planning is a tool that has been successfully utilized in numerous sectors to deal with uncertainty. The initial uses of scenario planning were in petroleum futures and strategy in the late 1960s and early '70s; since then, the discipline has grown and diversified tremendously. Scenario planning is a process where equally distributed potential futures across the infinite landscape of possible futures are colorfully described following a specific methodology, and these colorful possible futures are used to increase familiarity with future uncertainty as part of the mobilization to action.

The Society of Chairs of Academic Radiology Departments (SCARD) anticipated significant uncertainty and sensed anxiety in its membership where the tripartite mission of research, teaching, and clinical service was concerned. SCARD saw trends such as health-care reform and decreased federal research funding investments as contributing to this uncertainty, and the society undertook a multiyear strategic-planning process intended to familiarize the membership with scenario planning as a process for uncertainty accounting and planning.

Who should attend: economists, scenario planners, forecasters, health-care providers, and managers.

What you'll learn: A method utilized to accommodate for increasing uncertainty and uneasiness where intersecting and often contradictory goals are concerned; in the stated example, it is the conflict between the time and resources necessary to teach, to perform research, and to practice radiology in academic medical centers.

How this new knowledge can be applied: Not only can the approach

of scenario planning be applied to businesses and organizations, such as in the stated example, but the process can also be extrapolated to personal life and life planning.

Alexander Norbash, chairman and professor of radiology, Boston University, Boston, Massachusetts; founded the Interventional Neuro-radiology and Endovascular Neuro-surgical practices, Brigham and Women's Hospital

key words: forecasting, health care, socioeconomics

issue areas: Health and Wellness, Futures Methodologies, Social and Cultural Trends

Sustainable Intelligence

Douglas

This generation can destroy our planet or we can save the planet. We are just in time for developing a "sustainable intelligence," taking new discoveries from technological convergences and the spirit of human nature.

Sustainable intelligence includes long-view thinking, holistic comprehension of the world, understanding about how the brain works, an attitude of change, and a convergence of reality with our dreams and hopes.

Therefore, the objective here is to develop this sustainable intelligence with exercises of the left and right side of the brain, with breakthrough thinking, and with emotional intelligence toward nature.

Who should attend: Business people, government officials, academics, and nonprofit organizations will all benefit from this discussion of sustainable intelligence.

What you'll learn: Attendees will learn about the possibilities for better understanding of the power of sustainable intelligence.

How this new knowledge can be applied: Lessons learned from sustainable intelligence approaches can be applied to sustainable policy ef-

forts around the world.

Guillermina Baena, author and editor; member, national researcher II, National System of Researchers (SNI); member, Latin-American Association of Communication Researchers (ALAIC); member, Latin-American Network of Health; member, Communication for Health Network; member of executive board, World Futures Studies Federation; founder and general secretary, Ibero-American Chapter of the WFSF; member, World Future Society, Mexico City Chapter, Mexico City, Mexico

key words: technology, humanity, nature, holistic

issue areas: Values and Spirituality, Learning and Education, Technology and Science

Traditional Social Strata Measurement by Socioeconomic Levels and the Challenges of Sustainability

Webster

One of the most important dimensions in the study, planning, development, and evolution of contemporary societies is the socioeconomic aspect. This dimension has traditionally included the capacity of income and consumption within a society. The growing complexity of modern life now demands that additional variables be included as well, such as well-being and quality of life.

However, it is necessary to think about variables that should also be incorporated from a perspective of sustainability—variables that measure such factors as consumption, mass communication, political participation, and long-term decision making.

Who should attend: Business people, government officials, academics and non-profit organizations will all benefit from an expanded approach to socio-economic analysis.

What you'll learn: Attendees will learn about the possibilities for better understanding of socio-economic levels and sustainability.

How this new knowledge can be applied: Lessons learned in this arena can be applied to sustainable policy efforts around the world.

Heriberto Lopez Romo, founder and general director, Instituto de Investigaciones Sociales SC; member, World Future Society Mexico City Chapter, Mexico City, Mexico

key words: sustainability, society

issue areas: Social and Cultural Trends, Governance and Communities

What's the Future of Sustainable Development in Latin America?

Alcott

Sustainable development in Latin America continues to be at risk. The speaker will discuss current problems and obstacles in Latin America around establishing public policies aimed at achieving sustainable development. Cases histories from Mexico and Brazil will address sustainable planning efforts.

Who should attend: Business people, government officials, academics and non-profit organizations will all benefit from a better understanding of sustainable planning efforts in Latin America

What you'll learn: Attendees will learn about the opportunities and threats facing sustainable planning efforts in Latin America.

How this new knowledge can be applied: Lessons learned in Latin America can be applied to new policy efforts there and around the world.

Luis Manuel Guerra, chemist; author, radio and television host, founder, Society for Conservation and Ecological Development; founder, Autonomous Institute for Environmental Research, member,

World Future Society Mexico City Chapter, Mexico City, Mexico

key words: Latin America, sustainable development, Mexico, Brazil

issue area: Governance and Communities

9:00-10:30 a.m.

Cultural Shifts among Global Youths

Revere

We are in a period of transformation. Our current systems, our current ways of living, our societal norms, and our social groups are all being redefined. This time of profound change is creating a host of cultural shifts among our global youth, and is causing ripples that can be felt in the workplace, in our homes, in our institutions, and in our own lives. A new generation of young people, combined with advancing technologies, will profoundly alter the landscape of the workforce and emerge with different skills, jobs, careers, and ways of organizing work and life. New subcultures of technologically adept young people have not only evolved across the globe, but also represent a new, robust, and powerful market. Witness, for instance, the impact that immersive online communities and virtual worlds have had on the developed, and to some extent the developing, world. This panel will explore and help shed light on the social, demographic, and technological shifts occurring in both today's global youth and future generations.

The implications are vast. Rapidly advancing technologies may propel more young workers into the workforce and more old workers out of it. Or, it may minimize the need for new workers, causing younger workers to search elsewhere for employment. For companies and organizations, the challenge is to look beyond the moment and forge fresh strate-

gies for the future. Managers must reshape their thinking to meet the challenges of the twenty-first century, confront outdated assumptions, and develop actionable strategies to appeal to and attract a new generation of young, global workers. From a marketing perspective, it will become increasingly important to understand the global mass-market opportunities that this new generation presents. From a human resources perspective, global organizations—particularly those with a deep footprint throughout the developed world—are going to have to account for, and hire for, an increasingly nuanced and diversified employee base.

Lastly, our fast-growing understanding of the human brain will help shed tremendous light on what makes this generation tick, what helps to guide their purchasing decisions, what motivates them in the workplace, and what effect technology has on their brains.

Who should attend: Educators, business leaders, consultants, and anyone interested in learning more about how future generations will go about organizing their work and life.

What you'll learn: Participants will be made aware of changing trends and new strategies for meeting the challenges the changes will create.

How this new knowledge can be applied: Attendees will gain a new understanding of how the today's global youth and future generations will use technologies to communicate and work, and will be able to plan for these new workers in their own organizations and communities.



Erica Orange, vice president, Weiner, Edrich, Brown, Inc., New York, New York

Jared Weiner, vice president, Weiner, Edrich, Brown, Inc., New York, New York

SATURDAY
8:00-10:30 a.m.

Kira Mooney, student, Boston University, Boston, Massachusetts

key words: global youth, technology, technological shifts, workplace

issue areas: Social and Cultural Trends, Business and Careers, Learning and Education

Foresight in the Corporate World: Trends and Approaches That Leading Companies Use to Navigate a Fast-Changing World

Otis

This panel will draw on leading foresight experts from a number of top companies, covering the gamut from space to technology to industrial companies. Panel members will share their views on critical trends shaping the next 10 years in their business, as well as techniques they use to plan for certain growth in an uncertain world.

Who should attend: Corporate executives, government officials, business leaders, strategic planners, consulting futurists, anyone interested in future planning.

What you'll learn: How to recognize critical trends in—and the effects on—many industries.

How this new knowledge can be applied: This knowledge can help participants upgrade planning skills and anticipate and prepare for changing markets.

Kai Goerlich, market and trend analyst, SAP Global Service and Support, Mannheim, Germany

Bob Haffa, corporate director, Northrop Grumman Analysis Center, Arlington, Virginia

David Jarvis, team leader for IBM's Market Insights Strategic Perspectives Team, Providence, Rhode Island



Alison Sander, head, Center for Sensing & Mining the Future, Boston Consulting Group, Boston, Massachusetts

key words: corporate foresight, strategic management, risk management

issue areas: Futures Methodologies, Business and Careers

Forward Engagement and Anticipatory Governance

Hancock

The legacy systems of governance in the United States are not up to the challenge of today's complex, interlocking and accelerating events. That's what got me started on the notion of "Forward Engagement," a concept that dates back to my days in the Clinton-Gore White House. Recently, my ideas about Forward Engagement have led me to a specific set of recommendations that I am calling "Anticipatory Governance." Anticipatory Governance is a complex adaptive system that combines (1) a rigorous foresight process, (2) networked policy making and execution, and (3) a feedback system to gauge and modulate performance. Simple enough (in theory), but not yet implemented in the real world, where it counts. So, my latest work is an effort to show how to "operationalize" these concepts in the executive branch, using existing presidential authorities to the maximum extent possible to expedite reform. These recommendations—and the role that disciplined foresight came to play in federal policy—will constitute the subject of this presentation.

Who should attend: Anyone interested in applying foresight, networking, and feedback processes to U.S. federal operations and policy.

What you'll learn: The origins and core concepts of Forward Engagement, and the speaker's views on designing Anticipatory Governance.

How this knowledge can be applied: Improvements in governance, such as the more intensive use of foresight in the creation of national

policy, cannot come without public engagement. More, the community of foresight practitioners has a role to play in enhancing the capacity of governance to consider the longer-term future. This discussion aims to encourage a more profound connection between foresight and policy.



Leon Fuerth, former National Security Advisor to Vice President Al Gore. Following eleven years as a foreign service officer, he currently serves as a research professor at the Elliott School of International Affairs and leads the Project on Forward Engagement.

key words: anticipatory governance, foresight process, federal policy, networking, forward engagement

issue area: Governance and Communities

Future Arctic Climate Simulations for Strategic Planning

Alcott

Global climate models (GCMs) are the most widely used tools for projections or simulations of global climate change through the twenty-first century. Periodic assessments by the Intergovernmental Panel on Climate Change (IPCC) have relied on these model simulations of future climate by various emission scenarios. A program at the University of Alaska Fairbanks, Scenarios Network for Alaska Planning (or SNAP), has been developed to create regional maps of climate change (for Alaska and the Arctic Ocean) based on five IPCC models, which have been downscaled using local environmental data. Projected climate change scenarios in terms of temperature and precipitation have been developed for use by Alaska planners and decision makers. Arctic sea ice simulations have also been developed to indicate the range of Arctic marine access projected by the climate models for the century. The use of

these model projections on a regional basis in strategic thinking and scenarios creation will be explored in this session. Also, the session will be a nontechnical review of the utility of these complex, climate models and their appropriate use in studying regional climate futures.

Who should attend: Government policy planners, futurists, professionals interested in climate change, strategic planners, and anyone interested in the use of climate models for decision making.

What you'll learn: Attendees will learn the application of climate scenarios to regional planning, how climate change is impacting the Arctic, and how the outputs of IPCC climate models can be used to support strategic thinking about regulatory responses.

How this new knowledge can be applied: This set of presentations can increase awareness on how climate models can be used for regional planning in local governments, communities, and businesses.



Lawson Brigham, professor, Geography and Arctic Policy, University of Alaska Fairbanks; former chair, Arctic Marine Shipping Assessment of the Arctic Council; Fairbanks, Alaska

Michael Sfraga, director, University of Alaska Geography Program, University of Alaska; Vice Chancellor Students, University of Alaska Fairbanks, Fairbanks, Alaska

Scott Rupp, director, Scenarios Network for Alaska Planning program; associate professor of Forestry, University of Alaska Fairbanks, Fairbanks, Alaska

key words: environment, climate models, arctic futures, climate change planning

issue areas: Resources and Environment, Futures Methodologies, Technology and Science

Futurists' Views from Around the World

Commonwealth Ballroom C

The accelerating growth of global interdependency requires insights from futurists around the world. These futurists anticipate significant changes in the foreseeable future. Chairs and co-chairs of The Millennium Project Nodes from Asia, Europe, Africa, Latin America, and North America will share their views of what is important now and in the future. The panelists will discuss their regions and the changes that must be implemented to improve the future human condition. How do futurists from different continents view local and global future prospects? What is on the minds of these futurists?

Who should attend: International consultants; policy advisers in governments, international organizations, multinational businesses, and NGOs; teachers of future studies and global issues; and those who wish to improve their sensitivity to cultural and global issues.

What you'll learn: Participants will learn different perceptions of future issues from different cultures, alternative approaches to futures work, and what futurists in other countries are doing.

How this new knowledge can be applied: You can apply this knowledge by reducing the likelihood of being blindsided by local issues and sensitivities in different cultures, by discovering international consulting opportunities, and by improving the international content in university futures instruction.

Elizabeth Florescu (chair), director of research, The Millennium Project, Calgary, Canada



Philippe Destatte, The Destree Institute (Wallonia) Belgium and Paris Diderot University



Miguel Angel Gutiérrez, director, Centro Latino-Americano de Globalización y Prospectiva

David Harries, executive director, Foresight Canada, Kingston, Canada

Reyhan Huseynova, president, Azerbaijan Future Studies Society, Baku, Azerbaijan

Geci Karuri-Sebina, Knowledge Management, National Treasury, Pretoria, South Africa

Katindi Sivi Njonjo, Institute of Economic Affairs, Nairobi, Kenya



Pavel Novacek, Olomouc and Charles University, Prague, Czech Republic



Concepción Olavarrieta, Nodo Mexicano, El Proyecto Del Milenio, Mexico City, Mexico



Mohan Tikku, Alternative Futures, New Delhi, India

key words: global futures research, international futures, the Millennium Project, global challenges, intercultural dialogues

issue areas: Futures Methodologies, Governance and Communities

Global Climate Change Situation Room and Green Growth

Grand Ballroom D

The issues, forecasts, and policy options to address climate change are so complex and politically polarizing that it is very difficult to get a clear picture to make rational decisions and to monitor what is truly important. We need a Global Climate Change Situation Room available to all and useful to policy makers. The City of Gimcheon, South Korea, is

SATURDAY
9:00-10:30 a.m.

building it in cooperation with the UN Future Forum and The Millennium Project. The initial focus will be on “green growth,” along with climate science, energy, options for mitigating and adapting to climate change, and integrating climate change in national sustainable development strategies. This situation room will be developed by a pioneering collective intelligence system that is creating new software, user interfaces, and software linkages that will connect networks of experts and futurists around the world. WFS participants will be invited to contribute their ideas to the evolution of the Global Climate Change Situation Room.

Who should attend: Those who are interested in energy and climate change situations in the world. Future-oriented climate change and green growth related consultants, policy makers/advisors in governments, international organizations, businesses, and NGOs. Also those interested in prospects for global climate change data collection and businesses that are developing leading-edge alternative energy technologies.

What you'll learn: Participants will learn how they can contribute to and benefit from the Global Climate Change Situation Room. They will also learn how to apply collective intelligence concepts to addressing climate change and the Republic of Korea's future policy directions to address climate change.

How this new knowledge can be applied: You can apply this knowledge by creating a collective intelligence in your own organization or by consulting for other organizations to create their own system. The global challenges, climate change and alternative energy information, and environmental security can be used as input to your business opportunities and national strategic planning processes.

Youngsook Park, chairman of the

board, Global Climate Change Situation Room (GCCSR), chair, MP-South Korea Node/WFS, South Korea

Youngtak Lee, senior advisor, GCCSR Ex-Finance Minister/Chairman-World Futures Forum, South Korea

Yong Jae Lee, director, Future Planning Division, Ministry of Strategy and Finance, South Korea

Won Taik Kim, advisor, Gimcheon City/Professor in Hongik University, South Korea

Government of South Korea official to be announced



Jerome C. Glenn, director, Millennium Project; co-editor, *Futures Research Methodology Version 3.0*; co-author, *2010 State of the Future*, Washington, D.C.

key words: climate change, alternative energy, collective intelligence portal, global challenge, environmental security, Korean climate change policies

issue areas: Resources and Environment, Futures Methodologies

Health for All and a Health-Care System Worth Creating

Commonwealth Ballroom B

What is beyond health-care reform? Health-care reform will increase access—an important aspect of health justice. Unless it is reformed, the health-care system will bankrupt the United States. The nation needs universal access as a matter of justice. Yet, getting closer to universal access with health-care reform—absent more significant changes not in the current legislation—will bankrupt the nation slightly faster. Health-care itself accounts for only 10% to 25% of the differences in health, and there are significant preventable disparities in health in the United States. So what's a vision of health for all? What advances are over the horizon? This

presentation will look at the expected and the visionary futures for health care in the United States.

In this presentation, the speaker will be providing insights from IAF's work on the future of diabetes and obesity, cancer, health technology, health professions, and primary care, as well as from IAF's national project on reducing disparities—the DRA Project—which has identified key opportunities to simultaneously advance health and reduce health disparities.

Who should attend: Government officials, business people, planners, and individuals interested in health care and its costs; individuals concerned about the future of their own health; and people interested in how the United States can live up to an American dream of fairness in health care and health outcomes.

What you'll learn: Determinants of health; major advances in health and health care, including ones related to diabetes and cancer; major advances that could reduce health disparities—e.g., focusing on the social and economic determinants of health and improving healthy eating and active living; and health-care reform potentials in the United States as well as preferred health system designs.

How this new knowledge can be applied: This information can be applied to considering or reconsidering the aspirations and planning of your organization; your personal sense of longevity; your personal and professional sense of your preferred future for health and health care and what you can do to make it happen.



Clement Bezold, founder and chairman of the board, Institute for Alternative Futures, Alexandria, Virginia

key words: health-care reform, visionary futures

issue areas: Health and Wellness, Technology and Science, Social

and Cultural Trends

Holistic Approaches to Educating the Whole Person

Stone

First, this panel presentation compares traditional university educational systems—composed of distinctive disciplines and departments and still largely influenced by the analytic Newtonian worldview—with a whole systems, dynamic futures approach to education—a whole person, whole planet educational model. Current examples, along with recommendations and proposals for moving toward a more integrative, future-focused and systemic approach to educational, are offered.

Next, a specific future-focused, psychologically holistic, globally conscious, integrative college program is described. The curriculum is integrative with interdisciplinary instructional teams. Education is holistic, addressing fundamental character virtues, enriching academics with experiential learning, and synthesizing deep learning, critical thinking, personal application, and wisdom. Futures themes, sustainability, and ecological consciousness are highlighted throughout the curriculum, building to a capstone course covering all major dimensions of the future.

The panel will explore the ways that technology fosters new forms of collaboration across communities and disciplines. Examples will be given of new digital-age networks of individuals and institutions who exemplify the interconnected, interactive global nature of knowledge today.

Who should attend: Futurists, educators, students, and consultants.

What you'll learn: Participants will learn about innovative new approaches to education and personal development and in particular futurist education.

How this new knowledge can be

applied: This knowledge can be applied to the creation and development of personal or institutional programs geared toward education, growth, or self-development.



Thomas Lombardo, director, Center for Future Consciousness, Scottsdale, Arizona



Linda Groff, professor and author, California State University, Dominguez Hills, California



Jeanne Belisle Lombardo, adjunct faculty, University of Advancing Technology; co-director, Center for Future Consciousness, Scottsdale, Arizona

key words: education, environment, technology, humanities, teaching

issue areas: Learning and Education, Technology and Science, Futures Methodologies

How to Become the CEO of Your Life

Douglas

This panel discussion will help any individual make the best of his or her life and career. Participants learn how to adapt futures methodologies in an efficient and simple way to their life. This helps to anticipate environmental changes and to harmonize alternative futures with personal visions and strategies. This practical approach is based on an in-depth analysis of a person's strengths, weaknesses, missions, and value system and an exploration of future alternatives. The result is a robust, strategic guideline that marries external opportunities with personal vision and gives clear recommendations on how to achieve it.

Who should attend: Anyone who wants to change significantly in his or her personal and professional life.

What you'll learn: Participants will learn how to apply futures methodologies to shape their life and career, how to get out of an impasse, and how to make their dreams come true.

How this new knowledge can be applied: This knowledge can be applied in one's personal life, as well as in career planning for HR development in a corporation or administration.



Helene von Reibnitz, CEO, Scenarios + Vision; economist, lectures at universities throughout Europe, Asia, and Middle East; Vence, France

Gundula Englisch, journalist, author, filmmaker, and managing director of VIA Film & TV and FutureLive, Eglharting, Denmark

key words: personal futures, foresight, career management

issue areas: Business and Careers, Learning and Education, Futures Methodologies

How Futuring Is Changing Lives

Grand Ballroom E

A panel of futurists will explore how futuring is helping individuals of all ages to change their lives and improve their futures. This panel will discuss how the integration of futures methods is occurring in schools, personnel training, marriage counseling, prisons, religion, retirement planning, leadership training, and other areas worldwide.

For decades, the focus of futures methods has been on the big picture, and rightfully so. Yet the same methods, tools, and techniques that futurists have been applying on a global scale are now being applied to individuals and their daily lives, careers, and futures. Can futuring teach young people the value of a long-term perspective and keep them in schools? Can futures meth-

SATURDAY
9:00-10:30 a.m.

ods help reduce violence and recidivism in our prisons? Can global businesses benefit when employees have a long-term perspective? Will marriages built on future planning reduce divorce rates? These are some of the questions that will be discussed by this panel.

Who should attend: Educators, human resource professionals, personal coaches, law enforcement professionals, futurists, and individuals with an interest in the future.

What you'll learn: Attendees will learn how futures methods have moved from corporate board rooms and graduate schools to public schools and private lives. Learn how futuring is impacting individual lives and careers and how these advances may impact your organization.

How this new knowledge can be applied: As individuals and the general public become increasingly aware of futures knowledge, there will be expanding opportunities and demand for educators, trainers, consultants, writers, and others with knowledge of futures concepts, methods, and tools.

Verne Wheelwright, president, Personal Futures Network; member, Association of Professional Futurists; professional member, World Future Society; member, World Futures Studies Federation, Harlingen, Texas



Turkey

Ufuk Tarhan, founder, M-GEN Future Planning Center; president, Turkish Futurists Society; economist, Istanbul,



Stephen F. Steele, professor, sociology and futures studies; former director, Institute for the Future@Anne Arundel Community College; member, World Future Society; Arnold, Maryland

Terry Collins, principal, Integral Futures; futures consultant; Houston, Texas

key words: futuring, personal futures, educational futures, long-term perspective

issue areas: Futures Methodologies, Social and Cultural Trends, Learning and Education

The Nebulous Aspects of Cloud Computing: Managing Data in Thin Air

Faneuil

Cloud computing is the buzz word of the tech industry, and more and more businesses are embracing the idea for the future. But what is it? Cloud computing is a way to outsource the service of providing the hardware, software, human resources, and business model required to deliver, store, and manage digital data offsite. The outside service providers achieve economies of scale, thus lowering the cost to all of their customers. Sounds great, doesn't it? But what if litigation strikes? How do you prove ownership of intellectual property? How can we ensure the accuracy of the information in the cloud to make good decisions? With all this information now being stored in the clouds, the challenges of traditional litigation are getting a new twist. This panel of legal and technical experts will explore the challenges of cloud computing and managing data in thin air.

Who should attend: Anyone who has or will have data stored in a "cloud computing" environment. Those who are concerned about the safety and legal ramifications of unstructured data storage.

What you'll learn: People who attend will learn the best practices for maintaining data to protect themselves and their businesses.

How this new knowledge can be applied: Understanding the nature of unstructured data and how it can

impact your business or private life can help people make better decisions with regards to data storage options.



Kelly "K.J." Kuchta, CEO and founder, Forensics Consulting Solutions, LLC; more than 16 years of experience

in computer, physical, and operational security; Phoenix, Arizona

key words: technology, social issues, legal issues, security

issue areas: Technology and Science, Futures Methodologies, Social and Cultural Trends

The Perfect Storm

Adams

If you began building 40 cities of 2 million people every year for the next 40 years, you would meet the needs of the population increase by 2050. This is an unprecedented era of accelerating change in human existence. Currently, there exists no system that can feasibly plan and create the infrastructure for those cities or a construction system to build cities at that speed.

Shadow cities contain more than a billion people, and another billion could be living in shadow cities within 15 years. There is no more water in the world now than there was 2,000 years ago, when the population was 3% of what it is today. There has been no world surplus of food for nearly two years. Oil supplies are expected to peak in the next 10 years, and raw materials will be sought after and in demand more than at anytime in the history of mankind. Thus... The Perfect Storm.

Who should attend: Planners, governments, anyone concerned with the earth's resources.

What you'll learn: What must be done to survive the future with limited resources and an increasing population.

How this new knowledge can be

applied: We must create the desirable future. What opportunities will the future hold for entrepreneurs of the environment?



Jorge Vanegas, dean, College of Architecture, Texas A&M University, College Station, Texas



Rodney Hill, professor, Center for Applied Creativity, Texas A&M University, College Station, Texas

key words: environment, resources, population

issue areas: Resources and Environment, Social and Cultural Trends, Technology and Science

11:00 a.m.-12:00 noon

Achieving Low-Carbon Economic Growth

Paine

Over the fall of 2009, ahead of the IPCC meeting in Copenhagen, the Europe Chapter of the World Future Society held a series of workshops and meetings to explore how economic growth might be achieved in a low-carbon economy. This session aims to present the results of this project.

We shall consider what a low-carbon economy might look like, the metrics of sustainability (measures and models), how we can ensure fair shares for present and future generations, and how we can devise an international framework to achieve low-carbon economic growth.

The resulting structure will give us a means by which we can appraise and influence policy efforts to come to grips with growing material needs on a planet of finite resources.

Who should attend: Those who are interested in considering how the problem of delivering prosperity on

a planet of finite resources might be resolved. This would include those with an interest in business, public policy makers, members of the third sector, and all those with an interest in sustainability.

What you'll learn: How the planet will cope with scarcities and what kind of geopolitics, companies, and technologies might emerge.

How this new knowledge can be applied: The session will create awareness of the future beyond our present difficulties and how we can currently prepare to enjoy that future, despite its challenges.



Stephen Aguilar-Millan, director of research at the European Futures Observatory; member, Association of Professional Futures,

Ipswich, Suffolk, United Kingdom

key words: environment, growth, society, geopolitics

issue areas: Resources and Environment, Governance and Communities, Business and Careers

Carbon-Negative Oxygen-Positive Fuel Future

Adams

In order to achieve a peaceful, environmentally safe, and sustainable world, humankind uses collaboration and public open source co-development to establish a base layer of open-source licensed intellectual property, available to all. These use and improve innovations that allow billions to innovate without the costs and secrecy required in patenting. The opportunities in biology, chemistry, and physics are discovered at faster and faster rates, as data becomes freely shared through peer-to-peer interaction. Those who care about a single invention will be left behind by those becoming the next generation of our species.

Who should attend: Those concerned with establishing sustainable communities where humans act fill

a symbiotic and needed role in the earth ecology.

What you'll learn: The principles and technologies that mankind will use as we evolve to fill a new role.

How this new knowledge can be applied: This opens the doors to more financial opportunity and security for the individual, businesses, and community.

Danny Day, lifelong business entrepreneur, Eprida Company, Atlanta, Georgia

key words: sustainable community, climate-change mitigation, sustainable economies

issue areas: Resources and Environment, Health and Wellness, Technology and Science

Foresight Exercises for National Development: The Brazilian Experience

Commonwealth Ballroom C

For a developing country, future planning requires a greater degree of attention to multidimensional analysis. There are processes of development that are at different levels of maturity; in some cases, basic infrastructure planning is required. In contrast, Brazil is starting to deal with higher relevant global issues. This kind of foresight exercise should be modeled and conducted under the complexity theory and the dynamic system approach. This paper will present some studies done by Center for Strategic Studies and Management (CGEE) for the Brazilian government and other partners in order to understand future opportunities that could positively impact national development.

Who should attend: Anyone involved in strategic planning for their organizations, policy makers, and futurists.

What you'll learn: Participants will learn from current experiences on how to conduct foresight exercises, as well financial factors that influ-

SATURDAY
9:00 a.m.-12:00 noon

ence the strategic planning process.

How this new knowledge can be applied: For those involved with planning, this presentation will provide critical insight on how to align expectations within a large set of stakeholders, discover long-term strategic and technological opportunities, as well as define action plans to gain a competitive edge.



Cláudio Chauke Nehme, senior adviser, Center for Strategic Studies and Management, Brasilia, Brazil

Marcio De Miranda Santos, executive director, Center for Strategic Studies and Management, Brasilia, Brazil

key words: foresight, national development, strategic intelligence, knowledge management

issue areas: Futures Methodologies, Technology and Science, Governance and Communities

The Future of Hispanic Americans

Commonwealth Ballroom B

The 2010 Census will highlight continued U.S. Hispanic population growth. Organizations of all types will try to leverage this information to address their marketplace challenges. Most efforts designed to reach this valuable community are grounded in language-based approaches. As the impact of multiple generations of Latinos have increasing influence on all aspects of United States society, it will be important to uncover new models that can be used to inform development of winning, Latino-grounded strategies in this new reality.

Who should attend: Anyone interested in the transitioning U.S. Hispanic community.

What you'll learn: The traditional pillars for understanding the U.S. Hispanic market (acculturation, country of origin, and language pref-

erence) are too simplistic to win in today's economy.

How this new knowledge can be applied: It can be applied broadly to marketing/communication initiatives designed to impact the U.S. Latino community.



Esther Franklin, director, Cultural Identities, Starcom MediaVest Group, Chicago, Illinois; director, World Future Society, Bethesda, Maryland

key words: marketing strategy, Hispanic marketing, cultural identity, future trends

issue areas: Business and Careers, Social and Cultural Trends

Future Paradigms of Poverty and Development

Alcott

Institute for Alternative Futures senior futurist and vice president Eric Meade will present IAF's recent work on "foresight for smart globalization," which was funded by the Rockefeller Foundation. He will then discuss new approaches to international development, such as "Cash on Delivery" and other models, and provide a context—evolutionary, psychological, and geopolitical—for the future paradigms of global poverty and development. The discussion will include the application of various futures methodologies, such as generations theory, evolutionary spiral, causal layered analysis, and others.

Who should attend: Members of the development community and others interested in the future paradigms of global poverty and international development.

What you'll learn: Participants will learn about IAF's recent work on "foresight for smart globalization" and discuss future paradigms of global poverty and international development. This discussion will include forecasts for the future development work, as well as an

opportunity for attendees to practice using futures methods.

How this new knowledge can be applied: Attendees can apply this knowledge to their work in the field of international development, or in areas of research where global poverty and development are significant issues. This session will provide a larger context—evolutionary, psychological, geopolitical, etc.—for the global poverty discussion now taking place.



Eric Meade, vice president and senior futurist, Institute for Alternative Futures; Alexandria, Virginia

key words: poverty, development, international aid

issue areas: Social and Cultural Trends, Resources and Environment, Governance and Communities

The Futures of Academia

Webster

This presentation surveys the state of the art in education's use of futures methods. The session will focus on topics involving the intersection of technology and academia, but the methods may be applied to other educational areas.

Methods to be explored include prediction markets, one distributed and annually repeated Delphi process, and the rise of edublogging. The speaker will also consider the development of emerging technology academic positions (librarians and committees), along with the growing role of inter-institutional organizations. The presentation concludes by identifying several emergent trends in this field, including the rising uses of computer gaming, scenario exercises, and communities of practice to grow an academic futurism movement.

Who should attend: Anyone involved in education, plus those who work on strategic planning and

futures methods.

What you'll learn: The state of art for educational uses of futures methods.

How this new knowledge can be applied: For educators, this could help you think about emergence more effectively. Beyond education, people might benefit from academic experience.

Bryan Alexander, director of research, National Institute for Technology in Liberal Education, Ripton, Vermont

key words: education, methods

issue areas: Learning and Education, Futures Methodologies, Technology and Science

The Human-Computer Interface: Things to Come!

Stone

This session discusses a range of developing possibilities generally termed Natural User Interface, where touch, gesture, voice, and other factors enrich the interactivity between humans and computers. These interfaces will be customizable, will allow for voice and face-recognition security, and will solve the long-term logistics problems in areas such as simultaneous computer and vehicle operation. Entire ecosystems of interfaced devices will change the manner in which people behave around machines. This includes such undertakings as Project Natal, which incorporates object, face, gesture, and voice recognition for advanced game-control technology. The day of the one-size-fits-all computer interface will soon be over.

Who should attend: Businesspeople, government officials, nonprofit agencies, and computer professionals who want to keep ahead of the development curve in these exciting areas.

What you'll learn: Attendees will learn about the possibilities for expanded interactivity between hu-

mans and computers, including Spatial Operating Environments involving gesture controls as seen in the movie *Minority Report*.

How this new knowledge can be applied: Lessons learned from these scenarios can be applied to understand and plan for a world without keyboards, computer mice, buttons, or knobs.

Francis Rabuck, applied research director, Bentley Systems Inc., Exton, Pennsylvania

Additional panelists to be determined.

key words: computer science, NUI, MS Surface, Project Natal

issue area: Technology and Science

It's Hard to Read the Label When You Are Inside the Bottle

Revere

Business cycles take place over a 55-65 year period, argued the economist Nikolai Kondratieff. We are in a transitional period where the old ways of doing things is in flux and where the way humans accept or reject these changes will influence the rate of change.

The resulting structure will give us a means by which we can appraise and influence policy efforts to come to grips with growing material needs on a planet of finite resources.

Who should attend: Businesspeople, investors, economists.

What you'll learn: How the planet will cope with the scarcities and what kind of geopolitics, companies, and technologies might emerge.

How this new knowledge can be applied: How the long wave or Kondratieff cycle affects current and future business and people's acceptance or rejection of change influences medicine, education, and business.



Bob Chernow, CEO, The Tellier Foundation, Milwaukee, Wisconsin

key words: economics, society, demographics

issue areas: Business and Careers, Social and Cultural Trends

Putting Civility Back into Civil Society: Diatribe vs. Deliberation, Rancor vs. Reason

Hancock

Reason drowns in shouting matches. The future hangs in the balance as each side rushes to prove its point. No time for the facts unless they support a foregone conclusion. That's the climate futurists sometimes face, unless they only work with groups of people who strongly agree that facts have value, trends are tenacious, and unleashed genius can help us conceive of an array of alternative futures. In this session, the speaker explores today's often rancorous climate, then reviews the reality and value of pressure groups, criticism, and probing, incisive questions. Occasionally, organizations want a person with a cache of knowledge and authority to tell the world that no change is needed—just pile on an even heavier dose of the status quo. Taking truly professional futures counsel seriously can help any organization, community, or country develop strategies to deal directly with societal trends, evaluate issues, consider historic/defining moments, address the need for flexibility and innovation, and conceive of more sustainable futures. Join the conversation.

Who should attend: educators, business, government, and nongovernment organization professionals.

What you'll learn: Attendees will explore the importance of pressure groups and criticism and how to put opposing ideas into perspective and

SATURDAY
11:00 a.m.-12:00 noon



A wide array of books on futures-oriented subjects are available at the on-site conference bookstore.

Bookstore Hours

Commonwealth Ballroom A

Wednesday, July 7 — 11:00 a.m.–7:00 p.m.

Thursday, July 8 — 11:00 a.m.–7:00 p.m.

Friday, July 9 — 8:00 a.m.–8:00 p.m.

Saturday, July 10 — 8:00 a.m.–4:00 p.m.

to consider the possibility of legitimate compromise and consensus. What futurists do helps us put the facts, the trends, the issues, the biases, and the hopes and dreams into perspective as we develop strategies to guide us in constantly building and maintaining an even more sustainable future.

How this new knowledge can be applied: Leaders at all levels in every type of organization or community can apply this information and approach in considering how to deal with controversy and division, maintain perspective despite the amplitude of the rhetoric, make use of techniques for engaging people of many points of view in the discussion, and encourage consensus and the quest for common ground.



Gary Marx, president, Center for Public Outreach; author; Vienna, Virginia

key words: leadership, education, business

issue areas: Futures Methodologies, Social and Cultural Trends

Retirement Trends Overseas: The Next 20 Years

Otis

The future of retirement is going

to include a growing number of U.S. retirees looking south of the border for affordability and paradoxically, quality of life enhancement. Ernst and Young issued a 2008 report that indicated a severe crisis for baby boomer retirees. Sixty percent will face unprecedented financial challenges and the prospect of outliving their assets. Spending their retirement in the developing world instead is an affordable alternative that many are choosing. The demographic trends clearly show an increasing number of people already making the move, as nearly 500,000 U.S. citizens now pick up a Social Security check at an embassy or consulate outside the United States. Millions more are considering this option.

Who is this subset of retirees? What drives them? What considerations are motivating them to retire overseas? If we understand this demographic group, our ability to forecast their needs will allow service providers to correctly position products and services to serve them well.

Who should attend: Individuals who may want to move and the companies that want to serve those making the move. Basically, anyone who wishes to understand the motivations and drivers for overseas re-

tirement including the benefit and challenges of doing so.

What you'll learn: Why people are moving and why they will likely to continue to do so. How to avoid critical "assumption" mistakes when buying property overseas, saving time, resources, and frustration.

How this new knowledge can be applied: Fifteen specific examples of common assumptions that North Americans make when buying property overseas. Also a simple test to gauge the likelihood of a happy transition to life overseas.

Michael Cobb, chairman and CEO, ECI Development, Sewickley, Pennsylvania

key words: demographics, retirement, international

issue areas: Social and Cultural Trends, Governance and Communities, Health and Wellness

The Scientific Method After Next

Faneuil

Contemporary science provides a framework for attempting to understand the universe through reductionism, deductive logic, and the notion of a "detached observer." However, scientific advances are now calling into question these foundations and the predictive capability of science. Furthermore, the answer to a question is often influenced by the way in which the question is framed. These developments may herald profound changes in the scientific method, and future studies may well be a third player in this

SATURDAY
11:00 a.m.-12:00 noon

confluence. This presentation will explore the forces shaping the evolution of the scientific method and the similarities between religious dogma and scientific authority, as well as the challenges to both.

Who should attend: Scientists (especially physicists, mathematicians, and cognitive scientists); other academic researchers; futurists; educators; students of science, culture, or religion; others who seek to expand their perspectives.

What you'll learn: Participants will learn the limitations of the contemporary scientific method and how its foundations are being shaken. After exploring scientific advances and cultural factors, the presentation will provide insights on the new scientific method that is likely to emerge and its possible implications. Nonscientists will better appreciate complementary modes of thinking that can enrich their workplaces, careers, and personal lives.

How this new knowledge can be applied: Participants from diverse professions will expand their thinking beyond the mind-sets that currently dominate politics, religion, business, and the workplace. Specifically, they will appreciate the need to utilize complementary modes of thinking and to transcend hidden assumptions that are rooted in logic, culture, and notions of the physical world. Additionally, new entrants to the sciences (physical as well as social) will better recognize the limitations inherent in experiments and studies.

Dave Stein, physicist, operations research analyst, is editor in chief, *FUTUREtakes*, Las Vegas, Nevada

key words: scientific method, scientific framework, scientific foundation, deductive logic, quantum logic, science and religion, consensus reality, limits of science, future studies

issue areas: Technology and Science, Values and Spirituality

Sustainability of Water: Future Challenges

Bulfinch

This session discusses a range of global water scenarios for 2050. These scenarios include factors such as system stress and ecosystem health, the end of dam systems, transformation of natural river-beds and river systems, water and social order, water wars, river recovery and rescue, changes in the relationship humans have with water, and global changes to make water sustainable.

Who should attend: Business people, government officials, academics, and nonprofit organizations will all benefit from this broad scenario analysis of water sustainability.

What you'll learn: Attendees will learn about the possibilities for better understanding the obstacles affecting water sustainability.

How this new knowledge can be applied: Lessons learned from these scenarios can be applied to sustainable policy efforts around the world.

Adalberto Cortesi, executive, Techint Group; vice president, Tenaris/Tamsa; member, World Future Society Mexico City Chapter, Mexico

key words: water scenarios, ecosystem, dam systems

issue areas: Resources and Environment, Technology and Science

World Creativity and Innovation Week: Sustaining the Global Human Spirit

Douglas

Carl Jung wrote that creativity is a human instinct. The purpose of World Creativity and Innovation Week (April 15–21) is to encourage and engage people in using their creativity to make the world a better place and to make their place in the world better, too. This session will provide insight into the ways in which this human attribute, long overlooked, can be actualized annually

for the benefit of us all, now and in the future.

Who should attend: Educators, business leaders, consultants, community organizers, and public servants who would like to benefit from celebrating their and their constituents' creativity and innovation. People who are open to beginning and sustaining a new, totally inclusive tradition of welcoming creative thinking and acknowledging innovation annually in alignment with thousands of others all over the world.

What you'll learn: The history of this growing (now in more than 40 countries) global, totally inclusive phenomenon that began in Canada in 2001; its benefits, outcomes, and examples of past celebrations in business, government, schools, and communities worldwide; future vision for a new annual tradition that honors the human spirit without regard to race, age, gender, religion, vocation, education, economic status, geography, or political affiliation.

How this new knowledge can be applied: Participants will be able to use the content from this session to hold a meaningful World Creativity and Innovation Week event, activity, or program to benefit their milieu and the planet.



Marci Segal, president, Creativityland Inc., and co-founder of World Creativity and Innovation Week (April 15–21), Toronto, Canada

Megan Mitchell, Masters Certification Program in Applied Innovation, Schulich School of Business, Toronto, Canada

Tom McMillian, president, Techtao, LLC, Montville, New Jersey

key words: human spirit, creativity, innovation

issue areas: Social and Cultural Trends, Learning and Education, Values and Spirituality

SATURDAY
11:00 a.m.-12:00 noon



12:15–1:45 p.m.

KEYNOTE LUNCHEON

Men and Women: The Battle for Supremacy

Grand Ballroom A and B

The future of men and women and how they deal with each other is complex, but as futurists we have the right tools to examine such a future. I have extrapolated from the major global trends to see how the roles of men and women will change over the next 20–30 years. Three particular scenarios are explored: women returning to the kitchen, men's and women's lives bifurcating further into separate organizations and communities, and continuing the long slow road towards equality. The wild cards include mass reduction of female numbers by gender-specific pandemics.

My conclusions present a stark picture of continuing discontent between the genders and slow progress, with a reluctance to accept the biological basis of sex differences. There is some good news, though: Technology will help us change our sex more easily, improve our fertility without the need for sex or pregnancy, enjoy virtual sex games, extend our lives, and use recreational hormones to bring pleasurable emotions (although the ethical and legislative frameworks in place to help us navigate these futures are inadequate and will

need to be updated and maintained). The battle for supremacy will continue, but with no winners and no losers.

Who should attend: Anyone interested in the future of gender relations, behavioral sciences, and social trends.

What you'll learn: The degree to which research is indicating that biology is to blame for inequalities between the sexes, the political implications of taking that view, predictions about how the two sexes will evolve, and the roles played by men and women in the next 20 to 30 years.

How this new knowledge can be applied: It can be applied by governments in how and what kind of educational provision they subsidize and how they support families; by businesses in designing working patterns, teams, and careers differently for men and women; and by individuals in the ways in which they understand and communicate with the other gender.



Karen Moloney, director, Moloney Minds Ltd.; consultant and writer on the changing nature

of work; adviser to companies on attracting and retaining top talent; London, United Kingdom

key words: society, diversity, gender relations, behavioral sciences, social trends

issue areas: Social and Cultural Trends, Technology and Science

2:00–3:30 p.m.

Appropriate Economics for the 21st Century?

Douglas

The U.S. and world economy, as well as the U.S. and—especially—the world environment, have been gravely damaged by bad economic ideas in high places.

Complaints are mounting about simplistic and idealized “free market” economics that brought on The Great Recession, and equally simplistic measures of GNP that omit many fundamental components of wealth, such as the value of nature and human capital. These outmoded economic paradigms of the early twentieth century must be replaced by an economics appropriate for twenty-first century conditions. This session will consider “alternative economics” ideas proposed by futurists and others over the past 30 years, with special attention to “ecological economics” and “heterodox economics,” and the many barriers to any serious change in economic thinking in the next few decades. We should begin to consider the economics we ought to have for a sustainable world.

Who should attend: Members from the business and government communities seeking alternative economic thinking.

What you'll learn: Participants will learn about changes in economic thinking over time.

How this new knowledge can be applied: This knowledge will be useful for making better economic decisions.



Michael Marien, founder and editor of the World Future Society's *Future Survey* (1978–2008); director,

New and Forthcoming Books Web site project, Lafayette, New York

Neva Goodwin, co-director, Global Development and Environment In-

SATURDAY
12:15–3:30 p.m.

stitute, Tufts University; editor, *Evolving Values for a Capitalist World* project; co-author, *Macroeconomics in Context*, Medford, Massachusetts

Keith Wilde, Canadian government economist for 35 years; former president, Canadian Association for Futures Studies, Ottawa, Canada

key words: economics, alternative economics

issue areas: Business and Careers, Governance and Communities

Co-Creating the Virtual Museum and STEM Careers Collaboratory of the Future

Commonwealth Ballroom B

Traditional museums have been places where one can experience guided explorations of artifacts and views about the past, or view and interact with current works and interactive experiences of culture, including the arts and media, science, the humanities, and technology. Virtual museums and virtual worlds have now added a new dimension to this experience. But what might a virtual museum of the future be like? As personal computer inventor and visionary Alan Kay has often said, "The best way to predict the future is to invent it." His panel will present design concepts, some past examples, and an invitation for high school and college students and faculty mentors to co-design and curate their own exhibits for the VMF, based broadly around using and creatively synthesizing resources about science, technology, engineering, and mathematics (together with the digital arts and entertainment) to envision and personally curate exhibits about careers of the future. These will be organized to address the Millennium Project's 15 Global Challenges facing humanity.

Who should attend: Educators, high school and college students, business people involved in new emerg-

ing multidisciplinary fields.

What you'll learn: The Virtual Museum and STEM Careers Collaboratory of the Future provides a context for applying futures methodologies and processes toward helping young people envision and monitor emerging possible multidisciplinary careers as they pursue their higher education and then move into the workforce.

How this new knowledge can be applied: More than 80-85% of the jobs of the twenty-first century do not exist today, and an equal 80-85% of the new jobs created in the United States come from small companies and businesses with fewer than 20 employees. Especially in the current economy, young people need new ways to envision and personally monitor emerging, multidisciplinary careers in which they may find ways to apply their knowledge, skills, and natural strengths and thinking talents. The Virtual Museum and STEM Careers Collaboratory of the Future will provide a social web and virtual 3-D environment, with all content contributed by young people with mentorship from older and more experienced academics and business people to curate their own possible futures.



Ted Kahn, president,

co-founder, and CEO, DesignWorlds for Learning and Design-Worlds for College and Careers, Cupertino, California



Leslie Schneider, presi-

dent, Formative Networks; consultant for DesignWorlds for Learning, Inc, Newton, Massachusetts



Jack Park, California

(participating online), former SRI collective intelligence expert; consultant, Millennium Project, Menlo Park, California



Daniel Adelberg, high school senior, Lynbrook High School, San Jose, California



Nittai Malchin, high school junior, Palo Alto High School; co-founder, R-Cubed



Rachel Silver, high school junior, Mountain View High School, Mountain View, California



Ji Yeon Bae (participating online), recent graduate of Daewon Foreign Language High School who will attend

the University of Pennsylvania this fall; intern, the UN Future Forum, the Korean node of the UN Millennium Project; head and founder of the futures club Teen Future Forum, Seoul, South Korea

Thanks to Oracle Education Foundation/Corporate Giving Program for their kind contribution to support Internet connectivity for our two virtual participants.

key words: education, global challenges, youth, future careers, technology and science, social entrepreneurship

issue areas: Learning and Education, Technology and Science, Business and Careers

Forecasting the Technology Revolution: Latest TechCast Data, 2015 Economic Boom, Crisis of Maturity

Stone

Highlights from the TechCast Project (www.TechCast.org) are presented, showing the latest data on 70 forecasts pooling the knowledge of 100 experts worldwide on energy and the environment, information technology and e-commerce, manufacturing and robotics, medicine and biogenetics, transportation, and

SATURDAY
2:00-3:30 p.m.

space. Longitudinal summaries of the forecasts show that green technologies and global e-commerce are likely to drive a new economic boom starting about 2015. This type of “macro-forecasting” also suggests that the global megacrisis of climate change, energy shortages, armed conflict, and other threats to civilization are producing a “global crisis of maturity” that is likely to be resolved about 2020. Powerful information systems and artificial intelligence are automating routine human thought, thereby moving social evolution beyond knowledge to focus on consciousness itself. Active audience participation is encouraged to discuss these strategic issues.

Who should attend: Managers, policy leaders, futures researchers, and others who need to better understand macro-forecasting techniques and the technology revolution and its impacts.

What you'll learn: Participants will be provided with the latest forecasts from what is possibly the best technology forecasting system in the world.

How this new knowledge can be applied: The data and insights offer participants an opportunity to understand the technology revolution and its impacts on their organizations and society in general.



Kenneth Harris, chairman, The Consilience Group LLC; member, Association of Professional Futurists; member, WFS Board of Directors, Bethesda, Maryland



Amy J. Oberg, futurist, managing partner, Future-In-Sight.Com, Appleton, Wisconsin

Devin Fidler, Centennial, Wyoming

Dexter Snyder, principal, Fulcrum Edge, Birmingham, Michigan

key words: energy, environment, informational technology, e-commerce,

artificial intelligence

issue areas: Technology and Science, Futures Methodologies, Governance and Communities

SPECIAL EVENT

The Future of Faith: Conflict or Creativity?

Webster

What does the future hold for religion? Despite forecasts of its decline, religion is resurgent in public life. Will this trajectory descend into anger, populism, and “patriot” violence, or will religion rise to a reaffirmation of life, built on integral thinking and social justice? This session will consider the rise of an “Age of the Spirit,” focused on freedom, healing, and compassion, over a previous “Age of Belief” in Christianity, focused on conformity, patriarchy, and hierarchy. This emerging age of spirituality is breaking down barriers between different religions and creating new possibilities for multi-faith engagement. Discussions will focus on positive/negative “game-changers” for religion, including extreme polarization, personal empowerment, smart networking, integrated spirituality, body hacking, aging boomers, digital youth, and culture wars. This session will also recap three decades of “religious futurist” thinking and identify outstanding work by professional futurists who have also served their faith communities.

Who should attend: All futurists interested in extending their influence within their own religious community or among faith-based non-profit organizations.

What you'll learn: Attendees will gain experience in driving-force analysis applied to organized religion and unorganized spirituality.

How this new knowledge can be applied: This knowledge can help participants relate futures thinking and innovation to their own religious tradition and community.



Jay E. Gary, assistant professor and director, Strategic Foresight, Regent University; member, Association of Professional Futurists, Norfolk, Virginia

Todd Johnson, research fellow, International Religious Demography Project, Center for the Study of Global Christianity, Gordon-Conwell Theological Seminary, South Hamilton, Massachusetts

key words: futures, religion, values

issue areas: Values and Spirituality, Social and Cultural Trends

Latin America 2010–2030: Delphi Survey and Scenarios

Paine

From 2010 to 2030, most Latin American countries will be celebrating two centuries since their independence. This is the perfect occasion to talk about the future of the region—maybe not the next 200 years, but surely the next 20 years, from 2010 to 2030. This study is a comprehensive formal analysis of the future of Latin America. The project was a one-year iterative study receiving continuous and cumulative input from the regional nodes and sub-nodes of the Millennium Project, with the special collaboration of the World Future Society chapters and other cooperating institutions around the world. Overall, more than 200 experts and policy makers participated in this project.

The presentation and discussion will focus on two mutually supporting parts: first, an international expert Delphi study to develop an array of projected developments thought to be important to the future of Latin America, and, second, a set of 2030 regional/global scenarios for Latin America based on the Delphi findings and other sources. The results of this study are expected to be of great value to the national and

international communities, in both Latin America and other regions, providing the context for setting long-term goals and strategies.

Who should attend: Anyone interested in finding out more about Latin America and its future, from global geopolitics to environmental sustainability, and anyone planning to live more than 20 years.

What you'll learn: Attendees will be exposed to futures methodologies applied to a real example with Delphi survey and scenarios planning.

How this new knowledge can be applied: The ideas discussed will help individuals to understand the changes happening in Latin America and their impact on the rest of the world.



John Gottsman, board of directors, World Future Society; president, The Clarity Group, Palo Alto, California



José Luis Cordeiro, founder Venezuela Chapter of the World Future Society; chair, Millennium Project (Venezuela Node)

Arnoldo José de Hoyos, former Mexican statistician at ECLAC in Chile; co-chair, Millennium Project (Brazil)



Theodore J. Gordon, author; founder, The Futures Group; senior fellow, Millennium Project, Washington, D.C.



Miguel Angel Gutiérrez, chair, Millennium Project (Argentina Node); director, Centro Latinoamericano de Globalización y Prospectiva (Argentina)

key words: Latin America, global geopolitics, sustainability, future studies, Delphi study, scenarios, year 2030

issue areas: Governance and Com-

munities, Futures Methodologies

A New Benchmark for Innovation in the Future: From Incremental to Revolutionary

Hancock

Weak signals are indications of coming change that may be perceived ahead of time, given adequate sensibility. Analyzing weak signals means widening one's horizons to include areas that are not part of current strategy. For example, signals that "announced" the global economic crisis included growing global warming, crises in global food production and markets, the growing oil shortages, and others.

The developing world is reeling from changes in the economic balance of power and the growth of new giants among the emerging countries. The increase of global complexity continues, as well as the increasing gap in technology literacy between generations. Any new paradigm will have to include elements of innovation, foresight, adaptability, sustainability, and resilience.

This session will be a search for these new paradigms, using emerging weak signals as a guide. The benchmark for this exploration will be consumer products development and related industries.

Who should attend: All those who are responsible for contributing to the future vision of their institution or company: CEOs, marketing managers, R&D executives, and personnel directors.

What you'll learn: New approaches where vision and foresight will become key assets in decision making.

How this new knowledge can be applied: The panel will explore the 10 aspirations driving consumer today. Case studies will show how leveraging these aspirations have enabled brands to become unique again. It will explain how to look at industries that today need to consider the weak signals if they want

to reinforce their positions.



Robert Salmon, global advisory council member of the World Future Society; former president L'Oreal; author, Valais, Switzerland



Mylena Pierremont, board member of World Future Society; president of Ming Pai Consulting BV, Amsterdam, The Netherlands

Didier Ades, journalist, Paris, France

Christine Fougeron, strategic design and innovation consultant, Geneva, Switzerland

key words: sustainability, capacity building, behavioral change

issue areas: Business and Careers, Futures Methodologies, Technology and Science

The OTHER Health-Care Reform

Otis

Current discussion of health-care reform focuses on health insurance and electronic medical records. This session goes beyond those issues to look at scenarios for health-care delivery in 2025. Looking forward to 2025 we look at the venue of health-care delivery, the demographics and education of health-care providers, and the anatomy of the medical practice. We see these areas changing rapidly over the next 15 years. Patients will have assistance in making complex health decisions for themselves and their family members by "curing" professionals and "caring" professionals. The retail pharmacy will look much different in 2025 than today, and it will play a major role in health-care delivery.

Who should attend: Those involved in health-care delivery and pharmacy, those contemplating careers in health care, and anyone interested in demographic trends.

SATURDAY
2:00-3:30 p.m.

What you'll learn: Participants will learn about the demographic and business trends that will determine how health care will be delivered in 2025. What will a medical practice look like? Where will it be located? What will the retail pharmacy look like? What demographic trends will determine what hierarchy of health professionals will be involved in helping patients make the complex decisions they will face?

How this new knowledge can be applied: Applications for choosing a career and for choosing health-care providers



David Pearce Snyder, consulting futurist, Snyder Family Enterprise; author of numerous books on future trends; Bethesda, Maryland



Jay Herson, senior associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland; senior associate, Institute for Alternative Futures, Alexandria, Virginia

key words: health care, demographics, business

issue areas: Health and Wellness, Technology and Science, Business and Careers

Socionomics: A New Perspective on Social Causality

Commonwealth Ballroom C

Robert Prechter's theory of socionomics proposes a fundamental separation between finance and economics. He argues that social mood is a primary driver of patterns in politics, entertainment, and even demographics. Understanding the socionomic model allows for probabilistic prediction of social trends and events, including macroeconomic trends, election outcomes, times of peace and war, and the fads and fashions of popular culture.

Who should attend: Economists, business people, academics, politi-

cal analysts, and forecasters.

What you'll learn: Participants will learn a new and innovative foresight methodology with far-reaching impact.

How this new knowledge can be applied: A wide range of social sectors are opened up to a clearer vision of the future and the factors involved in social and economic change.

Robert R. Prechter Jr., publisher *The Elliott Wave Theorist*, a monthly forecasting publication; president, Elliott Wave International; executive director, the Socionomics Institute, a research group; author of 14 books on finance and social theory; Gainesville, Georgia

key words: economics, alternative economics

issue areas: Business and Careers, Governance and Communities, Social and Cultural Trends

World Water Scenarios

Revere

There is a world water crisis, but it is not a crisis of lack of resources; rather, it is a crisis of poor management of the water resources of the planet. The decisions that determine the future of these resources are not made by those who traditionally are considered water managers. They are made by policy makers in government, the private sector, and civil society, who make decisions that affect demographics, social change, the economic outlook, the use and abuse of technology, energy demand and supply, and even the change in our climate.

The presenters will briefly describe the situation based on the third edition of the World Water Development Report. They will present the findings of World Water Scenarios published in 2000 and the program under way to develop new scenarios that take account of our rapidly changing world.

Who should attend: Those interested in the future of our planet's

most precious resource—water—and who would like to understand the factors putting it at risk.

What you'll learn: Attendees will learn about the approach and methods being used to develop water-related scenarios.

How this new knowledge can be applied: The audience will gain increased awareness and knowledge that will help them to make more-informed decisions and plans in areas that they do not realize have important impacts on water use and resources.

William Cosgrove, consultant, UNESCO-World Water Assessment Program, Baie d'Urfe, Canada

key words: water, environment, drivers, scenarios, energy, demographics, social change, food consumption, agriculture, globalization

issue areas: Futures Methodologies, Resources and Environment

Closing Plenary

3:45–5:00 p.m.

Grand Ballroom A and B

The Virtualization of America (and the World)

We're entering a remarkable transition in human society as more and more of what we care about—how we learn, work, play, shop, socialize, even meet our mates—floats up into the Internet “cloud.” The rise of ubiquitous wireless networks and wearable heads-up displays will mean that we—and many of the objects around us—will always be connected to the Web. Children born this decade will have to learn what “offline” means, because being online will be the normal condition of life. It is an era of social reorganization equaled only by the rise of cities 6,000 years ago. But unlike urbanization, this enormous transition will take place in a matter of decades rather than centuries. What will be gained, what will be lost, and what are the challenges ahead?



Michael Rogers, author, journalist, and futurist; former futurist-in-residence, The New York Times Company, New York, New York

Presentation of The Edward Cornish Award: Futurist of the Year

Conference Wrap-up



Timothy C. Mack, president, World Future Society, Bethesda, Maryland

SATURDAY
3:45–5:00 p.m.

Sunday, July 11, 2010

Professional Members' Forum

9:00 a.m.–4:30 p.m.

Commonwealth Ballroom B and C

8:30–9:00 a.m.—Coffee and Light Continental Breakfast

9:00–9:15 a.m.—Preview of Day



Esther "E.T." Franklin, executive vice president/director of cultural identities for Starcom MediaVest Group's multicultural unit, SMG Multicultural

In this newly created role, Franklin is charged with leading insights into ethnic and existing/emerging identities. Among her initial projects is a proprietary research study on African American consumer behavior, one of several steps the agency is taking toward strengthening its multicultural capabilities.

9:15–10:15 a.m.—Advanced Corporate Futuring for Global Competitiveness

Trying to gain insight into the expanding global markets can be costly and burdensome. This business analyst explains the advanced strategies of corporate futures to create an in-house futures program that adds value to business intelligence, melds the short-term and long-term strategic activities, and improves flexibility and responsiveness while considering your resource constraints.

A framework for a corporate future program will identify the key elements that build the foundation for a successful corporate futures program. The essential operational information a working group needs to consider will be outlined, along with how to streamline your company's efforts and increase the applicability of your

next steps to capture signals of emerging opportunities and risks.

Executives and strategists will gain an understanding of what can be expected from an in-house corporate program as applied to the company's business model—the benefits and the requirements.



Joan Foltz, global socio-economic analyst; publisher *Edgy Economics* market newsletter; principal, Alsek Research, Arizona

10:15–11:15 a.m.—Statisticians: New Champions of the Future?

Statisticians measure the progress of societies to better inform the decisions of policy makers. Like futurists, they have become increasingly dissatisfied with prevailing frameworks, especially economic indicators like the GDP. But what are the right things to measure? What does a "good society" look like? And who says?

Now a global research network, led by the OECD, argues that the only people who can decide that are the citizens. It is time to ask communities to explore the future and describe their preferred futures. Can the futurists help?

How will the global futuring community respond to this opportunity? Will we compete for individual fame and fortune? Or will we model the principles we teach and work together for the common good? Is it time for us to stand up and be counted?

Jan Lee Martin, The FutureMakers Network, Sydney, Australia

SUNDAY
8:30–11:15 a.m.

11:15–11:30 a.m.—Break

11:30 a.m.–12:30 p.m.—China: Today, Tomorrow, and the Transition

Thirty years ago, China was isolated and depressed. Thirty years from now, barring bad luck or bad management, China will be highly integrated globally with a mix of fully developed and developing regions. What are the management challenges for China and the rest of the world for an effective transition in the next few decades? Ten of the major interrelated challenges are: (1) economic development; (2) infrastructure, urban and rural development; (3) development of the professions; (4) science and technology management; (5) land use, energy, water, and ecosystems management; (6) international treaty commitment implementation, especially trade agreements; (7) international regional and bilateral relationships, including North America, European Union, and Asia; (8) participation in international institutions; (9) rule of law and transparency; and (10) the Party and change.

The purpose of this discussion is to contribute to deeper understanding of China and engage with professional futurists on the best ways we can enhance the China components of our foresight work.



Kenneth W. Hunter, senior fellow, Maryland China Initiative, University of Maryland, College Park, Maryland

12:30–1:30 p.m.—Lunch (in Commonwealth A)

1:30–2:30 p.m.—Porvoo Campus 2010

Porvoo Campus is a part of a wider ongoing development project in the center of Porvoo, a town about 50 kilometers east of Helsinki. Porvoo Campus 2010 is a new and creative concept for uniting knowledge, business, and culture. It will be a place for learning for all future stakeholders, including universities of applied sciences and the local development agency. Living lab methods will unify studying, living, and leisure time to enhance development and innovation through learning. The Campus project has included the empowerment of the academic staff to create a new joint curriculum for six programs and new ways to promote learning in the coming decades.

Jarmo Ritalahti, principal lecturer at HAAGA-HELIA University of Applied Sciences

2:30–2:45 p.m.—Break

3:00–4:00 p.m.—Implications for Futures Professionals and Futures Thinking: The New and Forthcoming Books Web Site

A fledgling demonstration Web site devoted to new and forthcoming futures-relevant books on global and U.S. concerns is now up and running, with some 1,200 “mini-abstracts” of recently published books in 2009 and 2010. The Web site features seven-way access to thinking about trends, forecasts, and visions of the near and far future: by 25 generic subjects (world futures, climate change, security, energy, communications, health, education, science and technology, methods, etc.), specific subject search, specific subject scroll, author search, author scroll, publisher, and specially selected Recommended and Hot Prospects Lists.

The discussion will cover the following: (1) Are all of these books on trends, forecasts, and proposals to be construed as part of “futures studies,” as a vast “periphery,” or as part core and part periphery? (2) Virtually none of the titles are by authors identified as “futurists,” but does it matter in surveying ascendant ideas about the future? (3) By viewing these many authors as “secondary futurists,” could a new “futures movement” arise? (4) Is it possible that the huge number of titles (e.g., some 50 or so books on each of the topics of sustainability, climate change, security, and governance) cancel each other out—that a lot of informed futures thinking is being ignored or lost? (5) If you don’t get your information about what’s happening (and what may happen and ought to happen) from books, where do you get it, and is it as good or better than books? (6) What more is needed information-wise in this increasingly electronic and globalized age?



Michael Marien, former editor, *Future Survey*; director, New Forthcoming Books Web site Project (www.globalforesightbooks.org)

4:00–4:30 p.m.—Summary and Analysis

SUNDAY
11:15 a.m.–4:30 p.m.

Exhibitors

Association for Strategic Planning (ASP)

Contact: Felice Kincannon
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Fax: 323-954-0507
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Founded in 1999, ASP is the only not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. ASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism. Our members include: Organizational Leaders, Strategy Practitioners/Consultants and Academics.

Bentley Systems, Inc.

Contact: Carol Rieg
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Exton, PA 19341
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www.bentley.com

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Future Problem Solving Program International, Inc.

Contact: Marianne Solomon
2015 Grant Place
Melbourne, Florida 32901

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marianne@fpspi.org

FPSPi was designed in 1974 to encourage creativity and increase students' interest in the future. Each FPS component provides learning opportunities and competitions for high-achieving students utilizing the creative problem solving process. All FPS components provide activities to encourage creative thinking and critical thinking, creative writing, leadership, and academic excellence.

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Wiser World

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<http://wiserworldweb.com> (under construction)

Wiser World Web.com is a collaborative project to improve collective learning and collective wisdom. Come share your insights, be interviewed for the Web-site, explore our database, add propositions to an early model, contribute to an open source co-authored book, and get recognition for your contributions to a wiser world.

Combined Book Publishers

The combined book publisher exhibit features a variety of the latest publications in futures studies and related conference topic areas. Please remember to pick up your display catalog for ordering information.

Free Take-One

Participants will have a chance to pick up literature from a variety of organizations involved in various future-oriented activities and projects. This material will be available at a special display table in the exhibit area.

Issue Areas Index

Business and Careers, 17, 19, 20, 22, 24, 25, 27, 30, 32, 33, 34, 35, 42, 45, 47, 48, 49, 53, 55, 56

Futures Methodologies, 16, 18, 19, 20, 21, 22, 24, 25, 27, 31, 32, 33, 34, 35, 38, 39, 40, 42, 43, 44, 45, 46, 48, 49, 50, 54, 55, 56

Governance and Communities, 17, 18, 19, 21, 22, 23, 27, 28, 29, 30, 35, 39, 41, 43, 47, 48, 50, 53, 54, 55, 56

Health and Wellness, 18, 23, 29, 32, 38, 39, 40, 44, 47, 50, 56

Learning and Education, 16, 22, 34, 40, 42, 45, 46, 49, 51, 53

Resources and Environment, 17, 19, 21, 22, 23, 24, 25, 26, 29, 33, 35, 38, 43, 44, 47, 48, 51, 56

Social and Cultural Trends, 17, 19, 20, 21, 23, 25, 27, 29, 30, 32, 34, 38, 39, 40, 41, 42, 44, 46, 47, 48, 49, 50, 51, 52, 54, 56

Technology and Science, 17, 18, 20, 23, 24, 25, 28, 30, 31, 32, 33, 34, 35, 38, 39, 40, 43, 44, 45, 46, 47, 48, 49, 51, 52, 53, 54, 55, 56

Values and Spirituality, 25, 32, 33, 40, 51, 54

Key Words Index

3-D printing, 31

aerospace medicine, 38

aerospace technology, 38

agriculture, 56

alternative economics, 53, 56

alternative energy, 44

alternative futures, 21

arctic futures, 43

artificial intelligence, 31, 54

behavioral change, 55

behavioral sciences, 52

biotechnology, 31

body, 23

boundaries, 30

brain, 39

Brazil, 21, 41

budgets, 19

business, 20, 25, 32, 50, 56

capacity building, 55

career management, 45

cities, 23

city, 38

civilization, 23

clash, 23

climate change, 44

climate-change mitigation, 47

climate change planning, 43

climate models, 43

collaboration, 29

collective intelligence, 27

collective intelligence portal, 44

community, 27, 29

complexity, 17

computer science, 49

conflict management, 25

conflict resolution, 25

confrontation, 39

consciousness, 25, 39

consensus reality, 51

corporate foresight, 42

cosmopolitanism, 38

creativity, 51

cross-cultural communication, 32

cultural diversity, 21

cultural identity, 48

cultural intelligence, 32

cultural plurality, 21

cultural psychology, 32

dam systems, 51

dashboards, 22

data visualization, 22

decision-making techniques, 24

deductive logic, 51

Delphi study, 55

demographics, 19, 32, 35, 49, 50, 56

design, 19

development, 21, 48

diversity, 52

drivers, 56

e-commerce, 54

economics, 33, 49, 53, 56

economy, 27, 34

ecosystem, 51

ecosystem management, 26

education, 17, 45, 49, 50, 53

educational futures, 46

empowerment, 39

energy, 35, 54, 56

environment, 17, 19, 23, 29, 43, 45, 47, 54, 56

environmental security, 27, 44

environment/energy, 24

ethics, 23

finance, 33

food consumption, 56

forecasting, 40

foresight, 19, 24, 45, 48

future careers, 53

future lifestyles, 21

futures, 27, 54

futures methodology, 16, 32

futures, planning, 22

future studies, 31, 51, 55

future trends, 48

future values, 21

futuring, 46

gender relations, 52

gene therapy, 23

genetics, 23

geographic information systems, 28

geopolitics, 47

global challenge, 44

global challenges, 18, 43, 53

global cooperation, 26

global futures research, 18, 43

global geopolitics, 55

globalization, 34, 56

global options, 34

global youth, 42

good intentions, 39

governance, 29

grand strategy, 24

green building, 23

growth, 34, 47

healing, 39

health, 23, 29

health care, 18, 32, 40, 56

health-care reform, 18, 44

Hispanic marketing, 48

holistic, 40

human enhancement, 23

humanities, 45

humanity, 40

human spirit, 51

identity, 21

immortality, 25

information, 30

informational technology, 54

innovation, 19, 51

intelligence, 23, 25

intercultural dialogues, 43

international, 50

international aid, 48

international economy, 27

international futures, 18, 43

knowledge management, 48

Korean climate change policies, 44

Latin America, 41, 55

leadership, 20, 50

legal issues, 46

life span, 23

limits of science, 51

living patterns, 21

longevity, 23

long-term perspective, 46

machine, 25

machine intelligence, 20

management, 17

mapping, 28

marketing strategy, 48

megacrisis, 34

methodologies, 27

methods, 49

Mexico, 41

military, 30

the Millennium Project, 43

mind, 23

mission, 30

monitoring, 39

MS Surface, 49

nanotechnology, 31

national development, 48

nature, 40

negotiation, 25

networks, 30

New Zealand, 33

nonprofit (NGO), 32

NUI, 49

oceans, 26

opportunity definition, 24

organizational development, 17

paradigm shift, 25

people, 17

personal futures, 45, 46

police, 30

population, 47

poverty, 48

power, 23

proactive, 39

professional products, 16

Project Natal, 49

quantum logic, 51

questionnaire, 39

regionalism, 29

religion, 54

resources, 47

responsibility, 25

retirement, 50

risk management, 42

robots, 17

scenario, 35

scenario development, 24

scenarios, 16, 19, 55, 56

science and religion, 51

science, singularity, 31

scientific evidence, 39

scientific foundation, 51

scientific framework, 51

scientific method, 51

security, 46

social change, 21, 56

social disposition, 39

social entrepreneurship, 53

social harmony, 39

social issues, 46

social responsibility, 33

social trends, 21, 52

societal impacts, 20

societal transformation, 25

society, 17, 18, 30, 41, 47, 49, 52
 socioeconomics, 40
 strategic intelligence, 48
 strategic management, 42
 strategies, 22, 25
 strategy, 33
 sustainability, 23, 38, 41, 55
 sustainable community, 47
 sustainable development, 41
 sustainable economies, 47
 sustainable futures, 33
 sustainable innovation, 20
 teaching, 45
 technological shifts, 42
 technologies, 18, 20
 technology, 18, 19, 30, 34, 40, 42, 45, 46
 technology and science, 53
 telecommunications, 31
 terror, 23
 transportation, 29
 underemployment, 35
 unemployment, 35
 urban, 17
 values, 20, 32, 54
 victory, 30
 visionary futures, 44
 volutary conscious-
 ness, 25
 water, 56
 water scenarios, 51
 work, 20, 35
 workforce development, 27
 working patterns, 21
 workplace, 42
 world, 35
 World Expo, 38
 world resources, 34
 year 2030, 55
 youth, 53

People Index

Abeles, Thomas P., 10, 17
 Adelberg, Daniel, 53
 Ades, Didier, 55
 Aguilar-Millan, Stephen, 21, 47
 Alegria, Rosa, 34
 Alexander, Bryan, 49
 Andersen, Maria H., 10
 Anderson, Janna Quitney, 30
 Antunano, Melchor, 38
 Au, Tony, 21
 Avery, Susan, 26
 Bae, Ji Yeon, 53
 Baena, Guillermina, 40
 Banta, Nitesh, 31
 Bezold, Clement, 8, 44

Bishop, Peter, 3, 16
 Bisk, Tsvi, 24
 Brennan, Tim, 29
 Brigham, Lawson, 43
 Brown, Arnold, 35
 Bushnell, Dennis, 20
 Cahill, Janine, 19
 Catanzaro, Frank, 27
 Chernow, Bob, 49
 Christoffel, Tom, 29
 Coates, Joseph F., 6, 27
 Cobb, Michael, 50
 Collins, Terry, 19, 46
 Cordeiro, José Luis, 31, 55
 Cortesi, Adalberto, 51
 Cosgrove, William, 56
 Daken, Sean, 16
 Day, Danny, 47
 De Araujo, Marcondes
 Moreira, 21
 de Hoyos, Arnaldo José,
 55
 De Miranda Santos,
 Marcio, 48
 Destatte, Philippe, 43
 Draisen, Marc, 29
 Englisch, Gundula, 45
 Fickenscher, Kevin, 18
 Fidler, Devin, 54
 Flint, Anthony, 23
 Florescu, Elizabeth, 43
 Fluellen, Jerry, 10
 Foltz, Joan, 58
 Ford Jr., David L., 20
 Formiga, Marcos, 21
 Forshee, Matt, 27
 Fougeron, Christine, 55
 Franklin, Esther "E.T.,"
 48, 58
 Freedman, Nicole, 29
 Gabel, Medard, 22
 Galvao, Adriano, 24
 Gaponenko, Nadezhda, 34
 Gary, Jay E., 3, 54
 Gelatt, James, 32
 Gibbs, Virginia, 27
 Glenn, Jerome C., 18, 27,
 44
 Goerlich, Kai, 42
 Goodwin, Neva, 52
 Gordon, Adam, 5
 Gordon, Theodore J., 27,
 55
 Gottsman, John, 55
 Goux-Baudiment, Fabi-
 enne, 34
 Griffith, Selena, 19
 Groff, Linda, 45
 Grossman, Nick, 28
 Guerra, Luis Manuel, 41
 Gutiérrez, Miguel Angel,
 18, 43, 55
 Haffa, Bob, 42
 Haroon, Shamshad, 39
 Harries, David, 43
 Harris, Kenneth, 29, 54
 Herson, Jay, 56

Hill, Rodney, 47
 Hipple, Jack, 5
 Hoffman, Matthias, 32
 Hunter, Kenneth W., 59
 Huseynova, Reyhan, 43
 Hutchison, Luke, 31
 Idiatullin, Anvar, 39
 Jackson, John, 19
 Jarratt, Jennifer, 16
 Jarvis, David, 42
 Jarvis, John P., 19, 30
 Jennings, Tom, 32
 Johnson, Todd, 54
 Kahn, Ted, 53
 Karuri-Sebina, Geci, 43
 Kauffman, Morgan, 16
 Kim, Won Taik, 44
 Kuchta, Kelly "K.J.," 46
 Kurzweil, Ray, 32
 Lahti, Meimi, 22
 Lai, Chia-Ling, 38
 Leafner, Thelma, 18
 Lee, Yong Jae, 44
 Lee, Youngtak, 44
 Lee Martin, Jan, 58
 Levin, Bernard (Bud), 19,
 30
 Lobo, Carlos, 16
 Lombardo, Jeanne Belisle,
 45
 Lombardo, Thomas, 11, 45
 Lucchesi, Ray, 22
 Mack, Timothy C., 57
 Mahaffie, John B., 17
 Malchin, Nittai, 53
 Manas, Alphan, 21
 Marien, Michael, 17, 52,
 59
 Marx, Gary, 50
 Matias, David, 33
 McGuinness, Wendy, 33
 McMillian, Tom, 51
 Meade, Eric, 8, 48
 Mickelberg, Larry, 18
 Miller, Rex, 22
 Mitarai, Shoji, 25
 Mitchell, Megan, 8, 51
 Mizuta, Kazuo, 34
 Moloney, Karen, 52
 Mooney, Kira, 42
 Moore, John, 18
 Naam, Ramez, 23
 Nehme, Cláudio Chauke,
 24, 48
 Nelson, Mike, 30
 Nezhad, Hameed, 35
 Njonjo, Katindi Sivi, 43
 Norbash, Alexander, 40
 Novacek, Pavel, 43
 Oberg, Amy J., 33, 54
 O'Dea, Mary, 30
 Olavarrieta, Concepción,
 43
 Olson, Jeffrey, 29
 Orange, Erica, 41
 Owen, Norma, 27

Park, Jack, 27, 53
 Park, Youngsook, 44
 PhD, 18
 Piehl, Debra, 19
 Pierremont, Mylena, 55
 Piper, Thomas, 28
 Prechter Jr., Robert R., 56
 Rabuck, Francis, 49
 Rainie, Lee, 30
 Rasheed, Howard, 20
 Rasmussen, Eric, 18
 Ritalahti, Jarmo, 59
 Robertson, Brian, 9
 Rogers, Michael, 57
 Romo, Heriberto Lopez,
 41
 Rupp, Scott, 43
 Ryan, Marianne, 31
 Salmon, Robert, 55
 Sander, Alison, 42
 Schneider, Leslie, 53
 Schutzberg, Adena, 28
 Schwartz-Morgan, Nicole,
 17
 Scorpio, Jessica, 31
 Segal, Marci, 7, 51
 Sfraga, Michael, 43
 Siebold, Martin, 16
 Silver, Rachel, 53
 Singh, Raj, 28
 Smyre, Rick, 27
 Snyder, David Pearce, 10,
 17, 56
 Snyder, Dexter, 54
 Solomon, Marianne, 10
 Steele, Stephen F., 4, 46
 Stein, Dave, 51
 Stein, Vicki, 10
 Stewart, Art, 25
 Tarhan, Ufuk, 46
 Teich MD, Jonathan, 18
 Thaler, Stephen, 9, 25
 Tikku, Mohan, 23, 43
 Tucker, Patrick, 7
 Vanegas, Jorge, 47
 Varano, Sean P., 30
 von Reibnitz, Helene, 45
 Wagner, Cindy, 7
 Weiner, Edie, 35
 Weiner, Jared, 41
 Wheelwright, Verne, 46
 Whitman, Salley, 32
 Wilde, Keith, 53
 Zander, Justyna, 31
 Zey, Michael G., 34

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