



Agent Hallberg, Agent Nielsen and Agent McGowan from the fictional travel agency “Future Mind Tours” arriving at “Sydhavnen” 8 June 2011, and about to take us all on the “Imaginary Tour”, initiating the journey of “In100Years”.

IN100Y: PRODUCTIONS AND FINDINGS

THE FOUR IN100Y-SEMINARS GATHERED A LARGE NUMBER OF HIGHLY KNOWLEDGEABLE PEOPLE WITHIN THE BROAD LANDSCAPE RELEVANT TO SUSTAINABILITY. ACADEMICS, VISIONARIES AND PRACTITIONERS SHARED THEIR DIVERSE INSIGHTS WITH EACH OTHER AND DEVELOPED NEW SYNTHESSES AND NEW IDEAS. THE OVERARCHING MESSAGE WAS THREEFOLD: WE NEED POSITIVE VISIONS, WE NEED HOLISTIC THINKING, AND WE NEED A MINDSHIFT.

BY GITTE LARSEN (ED.), HOUSE OF FUTURES

SUSTAINABILITY AND GROWTH

What is ‘sustainability’ and ‘growth’? And what would the biggest breakthrough in your field of work be? Questions asked for pair wise discussions among the participants at the first In100Y-seminar.

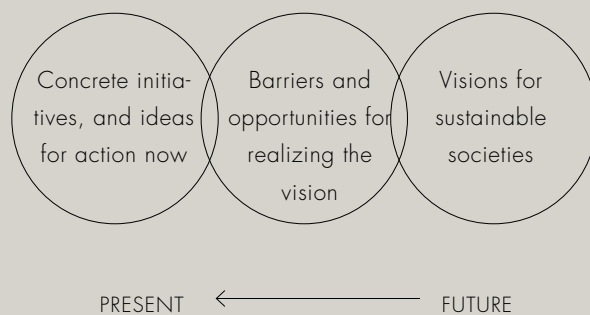
Responses to the conceptual questions ranged from the definitional and descriptive, to the normative and personal. There was no real disagreement on how to perceive sustainability. Most are comfortable with something like the Brundtland definition, even as some participants seem to view it primarily in terms of nature and environment while others see a need for extending the idea to the social, political and cultural spheres. As for growth, some see it as a goal to be simply abandoned – i.e. it is understood in terms of ever-increasing use of scarce resource inputs and waste outputs which is damaging the future of the planet and of coming generations. Others had a perspective which allowed for qualitative growth, i. e. growth in the quality of life, broadly speaking, which would not necessarily be incompatible with sustainabil-

ity. Also, there were a couple of responses noting that growth is a part of nature, and part of circular processes of life.

As for breakthroughs in participants’ respective fields of work, there were two big groupings. One that saw breakthroughs in terms of specific, even measurable developments – such as CO₂-emissions cut to 1/10 of current levels; the creation of a Cradle to Cradle passport; the realization of sustainable farming; the establishment in practice of a steady-state economy in one or more countries; the embedding of futures studies in public education systems. The other one took a more process-oriented approach, and pointed to changes in values and perspective – for instance that more systems and nations would be working together; that a common consciousness with clarity on goals and results be created; that relationships between inner and outer sustainability be established; that a new “scientific spirituality” would prevail; that there would be a broader acceptance of other values than economic ones; and that a “credible time machine” be invented where people can feel the future and the development path we are on.

BACKCASTING – THE POWER OF THE POSITIVE

Backcasting is a simple and effective framework for thinking about the future. It's a three-step process that starts with the creation of a vision – a preferred future – and couples the vision with strategy and present action. It's a method for working with the future today. Opposite forecasting, you start out in the future and work your way back to the present. The first step is to formulate your vision, followed by identification of barriers and opportunities for realising the vision as the second step. Third and finally we're back in the present and the development of specific and concrete initiatives that can overcome barriers and exploit the opportunities, and thereby make your vision come through.



VISIONS. "We are nature. Created by it. Creating it. Co-creating". It is basically a unifying vision which brings together a wide range of views among the participants. And it is also a vision that implicitly points to a focal tension between what and how much we as humans create nature and the extent to which we are created by nature.

BARRIERS. "We are becoming machines". Isolation from nature, growing apathy, greed and lack of leadership coupled with a technological and societal development that pushes us as human beings towards "becoming machines" seems dreadful, but not necessarily utopian. It's the dystopia of "Man Made World" scenario.

OPPORTUNITIES. "Stewardship". Stewardship in all its forms and opportunities is reflected in many responses. And many are counting on bottom-up rather than top-down. One group has lost patience and demands action rather than spending more time trying to achieve consensus: "We don't need to agree".

ACTIONS/INITIATIVES. "The power of the positive". Asked about specific examples of initiatives that can be taken here and now, the participants identified initiatives directed at changing the actors role, mind set and gaining new knowledge. Opportunities to show how mankind can benefit from connecting with nature were highlighted as well as using the positive vision as a powerful driving force today.

Highlights from the dialogue session on the first day of the second In100Y-seminar.

LEADERSHIP AND SYSTEM CHANGE

The morning session on the second day of seminar 2 centered on how leadership and systems can and must change in order to advance sustainable societies for the long term. Some of the major themes that came up were the following.

SHORT TERM THINKING. Both the business and the political environment are characterized by short-term thinking. Some explanations point to the structural conditions that leaders face. In politics they are things like the media and voter concerns, and in business it is a focus on share prices and quarterly earnings.

LACK OF HOLISTIC THINKING. A leader is responsible. Not just for achieving immediate political, organizational or business goals. She is also responsible for the wider implications of her actions and decisions, i.e. how do they affect people in and around the organization, how do they impact and interplay with the community, society, the global, nature etc.

INTEREST-DRIVEN OUTLOOK. Leadership can be difficult because of resistance to change from vested interests. These, almost by definition, are rooted in past conditions, and, as the saying goes, the future has few lobbyists. One risk is that sustainability is seen as a threat rather than an opportunity.

ROOM FOR ACTION. Several participants pointed out that we can actually do something. That we can make a difference. We can decide. We can act locally. We can create green jobs as a solution to the crisis. It may not be easy, but it is possible.

BE GENEROUS! Being generous is an attitude, not a pre-conceived plan; a mode of being which puts one outside one's self. When we are generous, we offer more of ourselves to all our relationships. As such, being generous can support a richer, more effective common practice of everyday life, business and politics. The practice of being generous can train us in the art of acting as we want to instead of as we have to.



'The most beautiful experience we can experience is the mysterious. It is the source of all true art and science'. – Albert Einstein.

'Imagination and intuition are vital to our understanding, and although the usual popular opinion is that they are chiefly valuable to poets and artists, they are in fact equally vital to all the higher grades of science, even physics, the strictest of all applied sciences, depends to an astonishing degree upon intuition, which works by way of the unconscious'. – C.G. Jung.

ACORN FALLS DISCOVERY

During the seminars we created spaces, in which we could bring out the imagery and knowledge derived from dreams, stories and poetry, letting these swirl into and fuel conversations and findings of In100Years. Acorn Falls is such a space. It exists in an awakened dream state, in the interaction between mind, matter and place. Through your submission to its mystery, it should be possible for you to re-search old memories – or turn over ideas lingering in the unconscious, now unlocked in your consciousness by the impression and unfamiliar though strangely familiar imagery and sensation of the place.

There, walking for hours through the woods and meadow of Acorn Falls, I discovered a new kind of self-reflection in a looking glass, an object I had initially used to magnify the world of insects with. As a Fiction Pimp and agent of Future Mind Tours I have projected myself into- and embodied different kinds of characters in several fictional worlds, but I had never seen myself quite like this before. I kept staring into the looking glass and smiled at myself at the thought of Narcissus, who had unknowingly fallen in love with his own reflection in the pond of another eternal forest. Most people today know this myth, and it is often used to portray the extreme amount of time people use looking into the mirror. I guess, to some extent, we all have to. The mirror guides us, when imagining how we appear in the eyes of the people we live and work with. Staring through the transparency of my own reflection in the looking glass and the fusing blurry colours and shapes of the forest, I thought about Alice and how she had fallen through the looking glass into a strange land of great wonder. What if we all looked beyond our immediate reflection and saw our selves

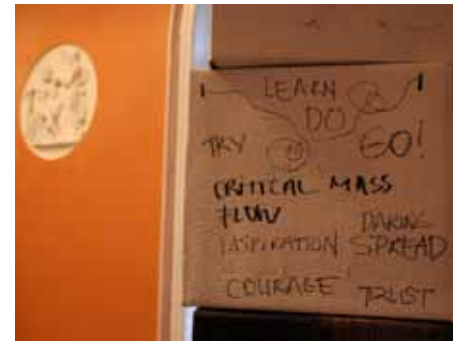
moving further into other kinds of worlds? – Into dreams, mythology and fiction. And into nature...

I would not have thought of this without the looking glass in Acorn Falls, I thought: "Seeing myself reflected here in this poetic dimension of nature by the means of an instrument of technology". I immediately wanted to share my discovery. "Please describe how you see yourself." I repeated as I approached other characters and Reisende. Holding the looking glass up in front of them, I instructed them to search for and describe their reflections; how they saw themselves exploring in the world of Acorn Falls.

Then two things finally dawned on me. First of all, using technology is a great way of making the invisible visible. Equipped with this looking glass, I could now interact with the Reisende and use it as an instrument to help them author their own mythological tales – as they lived them in Acorn Falls. Secondly, maybe this could be a living metaphor of how technology may bridge the return to imagination and nature in one gesture? I asked Agent Olsen and Agent Reimus to help me play with new methods to test my discovery, in terms of its quality as a new kind of mythological image-maker.

The image made visible through the looking glass still inspires my thoughts in an alchemical spiral of experience and interpretations. These reflections point to a very significant finding of In100Years; We have to find ways of venturing together into and exploring the unknown sites of the future. Methods combining art, qualitative research and technology may help us go there and bring back knowledge into the field of interpreted experience.

Findings from the mysterious city of 'Acorn Falls' at the third In100Y-seminar. Read more at http://in100y.dk/downloads/articles/In100Ysem3_article-AcornFalls_discovery.pdf



"HOW CAN ... BE A DRIVER TOWARDS SUSTAINABILITY?"

POLITICS. There is a lot that can and should be done politically in order to promote the transformation to sustainability. This goes for governments as well as supranational institutions like the EU and global fora like the UN. Many policy instruments would be highly effective at steering us on to a better course, especially if they were applied by global agreement. Despite some setbacks on the sustainability agenda, notably the global warming agenda, there are positive developments on some levels that bring new voices to bear, one being the Arab spring, another the Occupy movement. But as far as democracy as a framework for politics is concerned, Winston Churchill's dictum applies: It is the worst system of government except for all the others.

The challenge is at least twofold: One, powerful interests are defending the status quo. And two, the challenges are long-term and any effect of present policies have costs now, whereas election cycles are short-term and costs are unpopular. What can be done? Awareness needs to be raised, the issue must be promoted, and movements must be created. And not necessarily one big organized effort. If many independent organizations, voices and popular opinions pull in the same general direction, the entire political agenda can and will move. "We need to create a parade that is so broad and numerous that politicians will want to jump in front of it as leaders", said Bill Becker. In the U.S. this task at present seems very hard. Prospects might be better in Europe and even in China. But ultimately and long-term there must be a place for optimism.

BUSINESS. Business has been driven into a crisis which is largely due to the disconnection between user and producer. The chain has become very long. Products are rarely manufactured locally and in recent years the propellant for development has increasingly become cash flow. This has put the function of businesses as community builders under pressure. There is rarely a direct link to the user-driven CSR. Instead, it has become business policy to adopt local mentality, and company policy can change easily when its life is under threat. Capital markets have developed their own logic which has triggered the global financial crisis. Poli-

cians have intervened by pouring new financial fuel into the system, but this will not solve the problem in the long term. It is necessary to restore the link between people, resources and business. The future of business will be to create this connection and the driving force will come from a growing awareness of resources triggered by the lack of resources.

The development will emerge from below through local and cooperative business models, where terms of trade may not be money but benefits and resources. Increasingly, social networking is spreading ideas and the crucial thing is when and how big business follows developments; because big business is here to stay and will adapt itself from the assumption that the business of business is sustainable business.

LIVING. Movements are rising which give power back to the people. Arab Spring has toppled unwanted systems. Occupy continues to challenge the blind belief that industrialism, materialism, capitalism, individualism are the only options. The potential of such movements is not only the potential to change how we can live but the potential to change how we think we can live. When we begin to imagine something else, then what does our new age look like? Do we want a new Renaissance where we shed what we each buy for what we each feel, sense, express and share? Can we go beyond an economy which boxes the arts, culture, tourism and spirituality as mere commodities? When we travel can we do so in order to change a situation instead of merely escaping our own situation? Perhaps we travel less often but for longer, burning less collective carbon whilst engaging the community, generating economy and nurturing ecology in the place we are at. Perhaps we should give more validity to so-called alternative communities popping up all around the world. In eco-village and freedom-village people live the solutions in order to test what works and what doesn't. In alternative communities on and offline, we can live our dreams. We can fuel transformation, not by forcing blueprints for living from one onto the next, but by linking these different initiatives and communicating their impacts. Create, show, listen and learn. Perhaps globalization is a barrier in disguise. Are we using the hope of global consensus as an excuse not to get going on lots of small ways to do new, do better, do different?

Findings from workshops, the fourth In100Y-seminar.



QUOTING 2 VISIONARIES

DONELLA H. MEADOWS (1941-2001). Co-author of *Limits to Growth* (1972).

'If we don't know where we want to go, it makes little difference that we made great progress. Yet vision is not only missing almost entirely from political discussions; it is missing from our whole culture.' Quoted from a speech, Donella wrote for the Third Biennial Meeting of the International Society for Ecological Economics, held in Costa Rica 1994. She talked about the need to strengthen ourselves to endure the pain of the enormous gap between the world we know and the world we profoundly long for.

Read more about the works of Donella Meadows at www.donellameadows.org

BARBARA MARX HUBBARD. Futurist, author and social architect. Founding board member of The World Future Society.

'Our spiritual capacities are ancient, but in the past people projected their own innate abilities onto gods, masters or institutions. Now, millions of us are feeling the spirit *within ourselves*, becoming spiritually activated: co-creative humans. We are bringing the gods home as our own evolutionary potential. We can appreciate our challenges without judgement. In the social realm, no one has ever asked to evolve a planet before. There are no experts. Nobody on this Earth has seen a co-evolutionary, co-creative society. We are being asked to divine the design of social evolution – to design a world.' From the book 'Transforming through 2012', Yinspire media, 2010.

Read more at www.BarbaraMarxHubbard.com

Photo to the left: Hans Fink, Professor in Philosophy, commenting on how the black and red dots are places on the poster at the second round of the minor 'live' Delphi survey at the fourth In100Y-seminar.

INTEGRAL FUTURES STUDIES

Interdisciplinary creation of futures is the heartbeat of future studies, and in recent years the Integral Futures approach, which draws on the integral theory and systems thinking, are becoming more central to futures work. By explicitly respecting and valuing plural perspectives, Integral Futures meets the need for a holistic yet structured outlook. Integral Futures thinking identifies four primary dimensions of reality, emerging from two key distinctions.

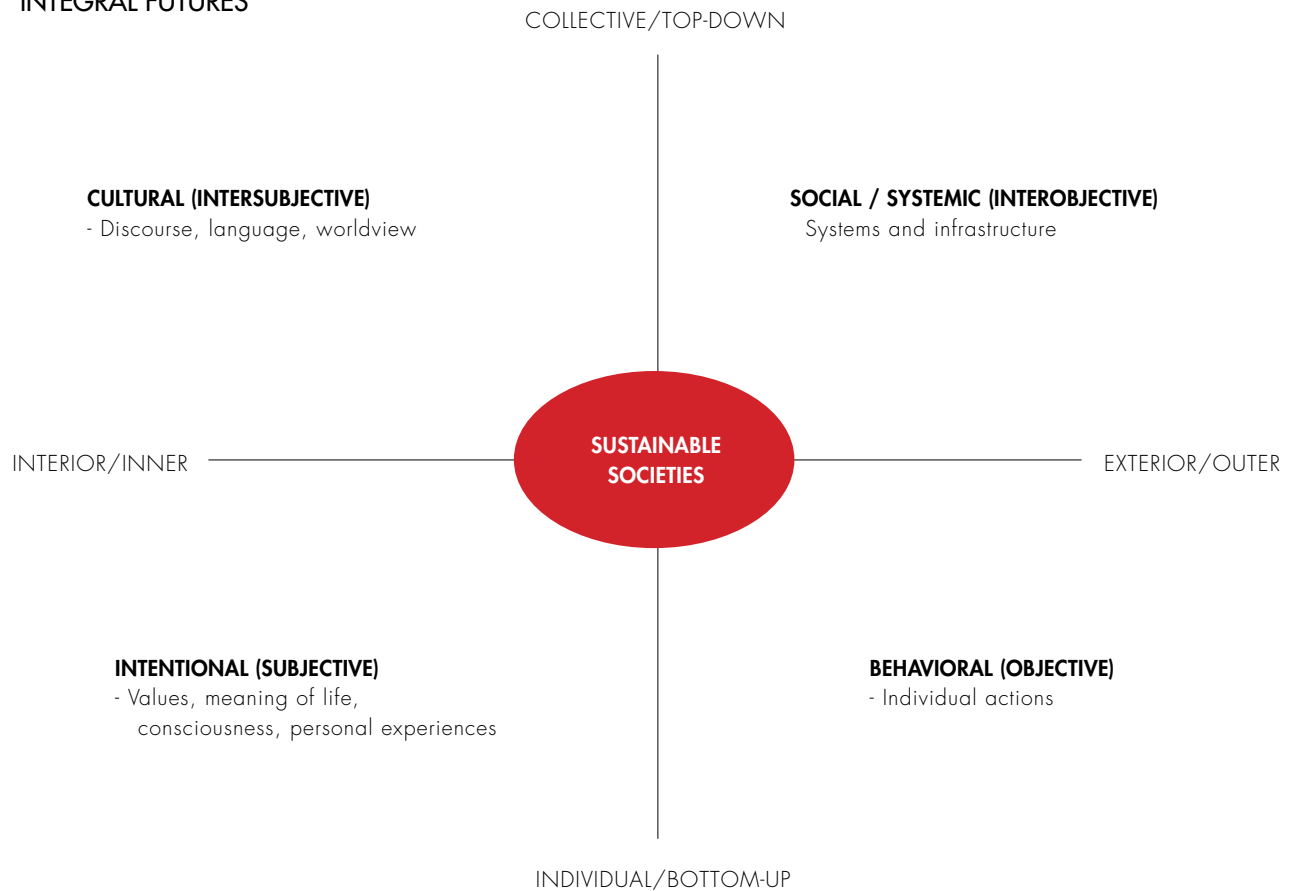
- outer/exterior/objective vs. inner/interior/subjective
- individual/bottom-up vs. collective/top-down

In the project 'In100Years', together with the Core Group (see p. 31-32), we have added 'top-down', 'bottom-up', 'outer' and 'inner' to the original model used in Integral Futures Studies. In the figure on the opposite page the four perspectives are illustrated as dimensions that have an equal impact on the long term future. These must all be taken into account exploring and planning for a preferred future.

THE DELPHI METHOD

A Delphi survey is a recognized Future Studies method, used mainly in quantitative foresights indicating breakthroughs in technology. The assumption is simply that group judgements are more valid than individual judgements. In the standard version a group of experts answer questionnaires in two or more rounds. The participants are encouraged to revise their earlier answers in light of the replies of other experts.

INTEGRAL FUTURES



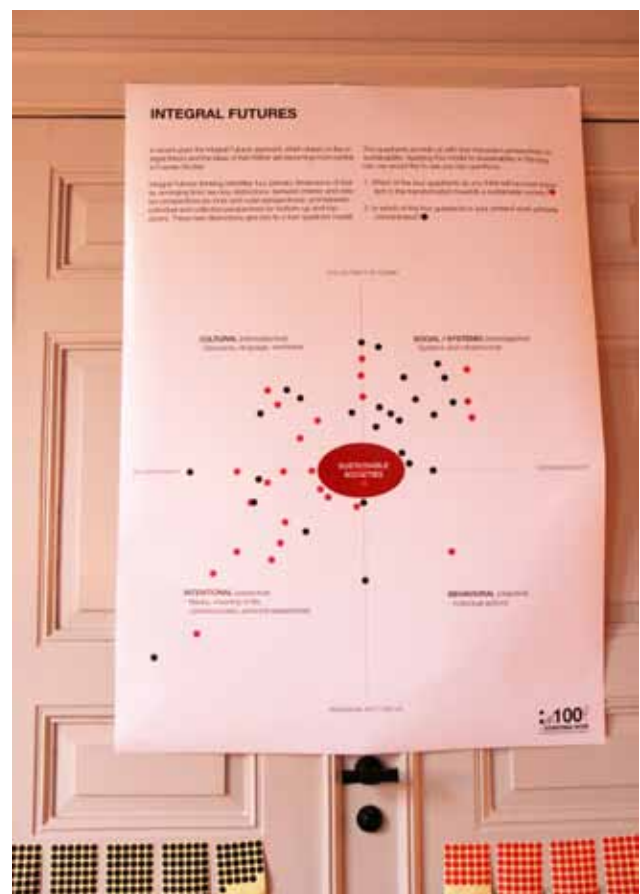
WHY WE NEED A HOLISTIC VIEW

Finding from our minor Delphi 'live' 'The Delivery Room' at the fourth In100Y-seminar.

The quadrants provide us with four important perspectives on sustainability. Applying this model to sustainability in the long run, we would like to ask you two questions:

1. Which of the four quadrants do you think will be most important in the transformation towards a sustainable society? (please place red dot)
2. In which of the four quadrants is your present work primarily concentrated? (please place black dot)

On the first day of the seminar participants placed their dots on the poster and on the second day a smaller group went back to discuss the results as they (shown to the right). Many were experiencing that much of the work done in the area of sustainability lies in the top right quadrant, and many agreed that we need to pay a lot more attention to the left quadrants as main drivers of sustainable development – and not least that we need to combine all the drivers of perspectives shown in the figure, and one of the next step must be individual action.



MAKING THE INVISIBLE VISIBLE

All four In100Y-seminars have been framed by various performance designs that could bring forth the inner images of the seminar participants – making the invisible visible and shared between the participants as part of a new mode of knowledge production. On this page and page 100 you can see examples of this work.

FUTURE CONSTRUCTION SITE

This site was the last station of the participants' journey in the 'Two Sensed Futures' performance installation. The guard proposed that the 'Reisende' share their elixir of the future – a few words, which they believed, summed up the reflections from the scenario journey they had just travelled. After instructions, their hands were cleansed in chalk-water, preparing them for openness. Standing in a line, they were instructed by the white guard to approach the creature in the heavy chair, one after the other, the silence only broken by the monotonous beeping sound from the detached telephone on the floor, a direct link into the future void, futures not yet shaped. When each Reisende stood before the creature, they would be facing the future void, and all their words and reflections – their elixir – would penetrate this void, resonating empty spaces, collected by Future Mind Tours for the creation of future scenarios. At the same time, this situation was also a ritual for each Reisende, an activation of their oath and an articulation of their vision.

Findings from the second In100Y-seminar.



PHOTO: SILLE ARENDT



THE TIME IS NOW

The 'Reisende' approached the door. The sign said 'occupied'. Thus, a line was forming. They looked through the windows. Twelve people assembled around a round table wearing butterfly masks, the symbol of transformation. We are at the Copenhagen headquarters of Future Mind Tours. And the time is now. The time for alchemy and creation of the new mindset suitable for the new paradigm.

We talk of mindshifts, but before we can shift our minds we must know what mindset to shift into. The new paradigm is yet undefined. We know that one world is dying while another is being born. The new world. Created by people, turning into systems, turning into the mode of everyday life. The paradigm that we are leaving behind has been dominant since the industrialization, the economic paradigm, with its premises of efficiency, duty, rationality and discipline. The new one? This is our chance. The chance of the people assembled around The Roundtable of Fire and Commitment. The time is now. The sheet of transformation was passed around amongst the participants and they all entered, wrote, the qualities that they considered to be the most important for the new paradigm in the human shapes. Slowly filling them out. Slowly creating the new mindset and by doing so externalizing their inner landscapes. Bringing it forth, Taking responsibility. And thus, the time for co-creation.

The co-creation of archetypes for the new mindset. The essence of the sum of words, qualities in each human shape. And the discussion went high. Ideas were shared. Leading to new archetypal qualities such as: The farmer, The parent, The child and Pleroma, the perfect unity between human and surroundings. The difficulties of describing the new with the language of the old, also led to the creation of the new word 'Ator' – someone who moves and shakes the world (motivator, innovator, aspirator) but not bound to the connotations of the old. These archetypal qualities were then written on the back of one of the butterfly masks of transformation. The next person that will be wearing this mask will then be inhabited by and embody this quality, and thus start living it. This is the mystical power of the mask. Remember to consider: What are the first signs of the mindset? How is it facilitated? How is it upheld?

Findings from the fourth In100Y-seminar.