

Regional foresight work in Central Finland

Hubs On Stage 6 - Regional Council of Central Finland

Feb 11, 2020

KESKI-SUOMEN LIITTO

Regional Council of Central Finland

Why?

- Our operating environment is changing rapidly. We live in a world where decision-making requires a broad understanding of complex entities.
- We do not know what future holds. However, we do know that future is more or less dependent on the choices we make today.
- What kind of future do our current activities lead to? Is it the desired direction? What if we change something, what does the future look like? We can be active creators of the futures.



Understanding megatrends, trends, signals and their relations

MEGATRENDS: Impact everything, everyone and everywhere globally

TRENDS: Changes in people's behaviours, attitudes and values locally and globally

SIGNALS: Weak signals (of new trends) and manifestations (of existing trends)

WILD CARD: Surprising and unexpected events with low 'perceived probability' of occurrence but with very high impact

See *From Signals to Future Stories*, Jalonen et al. (2017)



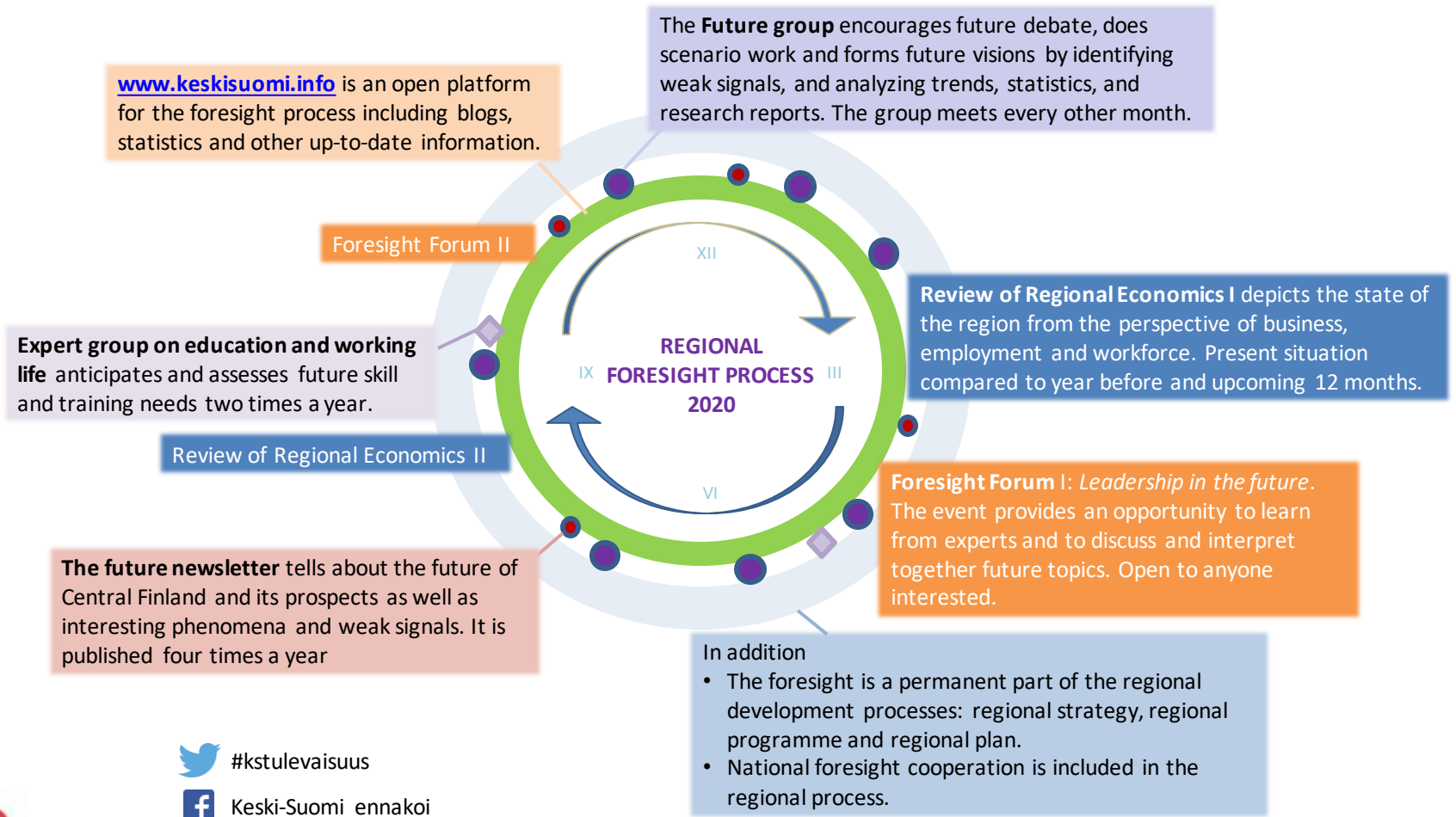
Foresight in Central Finland


- In Central Finland foresight is a permanent structure of regional development. The foresight process provides systemic analysis of drivers of change and alternative futures, and determines measures required to reach the desired future.
- The Regional Council of Central Finland is coordinating the regional foresight network that brings together different organizations and people motivated by the future → Regional future group
- The main goals of the foresight process:
 - 1) Provides information and insights to support future-oriented planning and decision-making
 - 2) Encourages future debate in our region
 - 3) Reinforces the idea that foresight is everyone's responsibility and therefore must be part of everyone's daily work.

→ How to encourage individuals, organisations and networks to keep their eyes on the future, and on the other hand, guide them to connect past, present and future?



Examples of foresight actions during the year 2020



 #kstulevaisuus

 Keski-Suomi ennakoi



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Scenario work in Central Finland

- Scenario work has a long history in Central Finland. The latest scenario process was carried out in the spring 2018 and the new scenarios were released in June 2018.
- The scenarios are descriptions of alternative futures of our external operation environment up to 2050. They picture a road from present to the future.
- The scenarios are built around key trends as well as various uncertainties. They help to understand changes and uncertainties in the operating environment and to prepare for alternative futures.
- The scenario work encourages rich and structured strategic conversations about alternative pathways to the future, expands our strategic horizon, and stimulates strategic thinking of the decision-makers and regional developers.
- The purpose of the scenario work is not to predict one of the most likely or desirable future. In reality, the future is a mix of different scenarios or something completely surprising.



What our world could look like in 2050? - Five possible scenarios

- **INSECURE AND PROTECTIVE SOCIETY – nation-states**
- **WORLD OF INDIVIDUALS – technology, individuals and top-expertise**
- **LOCAL COMMUNITIES WITH SHARED VALUES – communities and locality**
- **DOMINANCE OF AI, MONEY AND THE EAST – technology, virtuality ja big companies**
- **ERA OF CONSENSUS – EU and international cooperation**



Summary of scenarios

Insecure and protective society	World of individuals	Local communities with shared values	Dominance of AI, money and the East	Era of consensus
<p>Climate change, international conflicts, cyber threats and weak economic development are leading to the disintegration of the Eurozone and the isolation of Finland into a protective society. Climate change is causing strong immigration to Finland.</p> <p>Technological progress and the transformation of work are slowing down.</p> <p>The public sector is increasing its role in promoting well-being and health.</p> <p>The role of big cities will be strengthened. Services are concentrated in cities and the population in peripheral areas is decreasing.</p>	<p>Technology, individual freedom and responsibility, privacy and individual values are emphasized.</p> <p>The EU and Finnish economies are growing and our technology expertise is recognized worldwide. New digital industries are emerging and operating models in private and public sectors are being reformed.</p> <p>Platform economy and gig work replace traditional work. The public sector is shrinking.</p> <p>Individuals are increasingly responsible for their own health. Inequality is growing.</p> <p>Society is becoming polarized and the capital region is becoming more attractive.</p>	<p>Influencing through information and uncontrolled technological development give rise to scepticism.</p> <p>The economy is in recession and the production of public services is suffering. However, the weak situation generates new innovations.</p> <p>Local and ideological communities strengthen their position in decision-making, work and services. The role of small localities in the regional structure is growing.</p> <p>The well-being of the population is increasingly dependent on the community. The differences in well-being and health are increasing.</p>	<p>Data goes to Asian companies, which are at the heart of power. Western democracy is crumbling.</p> <p>AI guides decision-making and services.</p> <p>Virtual communities and e-citizenship have become more common.</p> <p>Companies are increasing their role in financing services. The role of the public sector in health care is diminishing.</p> <p>Finland will not be able to reform and our top experts will move to major cities abroad.</p>	<p>Consensus on managing climate change and resolving international conflicts will be found. EU is turning into a federal state.</p> <p>Cyber threats are diminishing and open data creates opportunities for work and business.</p> <p>Finland is at the forefront of economic growth and technological development.</p> <p>Preventive healthcare is emphasized.</p> <p>Environmental values are emphasized and the breakthrough in energy storage technology enables a polycentric regional structure.</p>

How to prepare - no matter what scenario it takes

REGIONAL VITALITY	Strengthening technological excellence	Managing new human capital (multiple skills, lifelong learning, knowledge networks...)	Enabling entrepreneurship and different forms of work
WELL-BEING AND SOCIAL PARTICIPATION	Preventing social exclusion and inequality	Strengthening the participation of the residents and encouraging co-development	Allowing new forms of cooperation and 'new collectivism'
ACCESSIBILITY AND ENVIRONMENT	Ensuring national and international accessibility, and supporting new modes of transport and mobility services	Developing a resource-wise and sustainable region	Promoting clean nature as a competitive advantage



Thank you!

If you want to know more, contact us:
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Food related events in Central Finland as part of the regional development

Raija Partanen & Suvi Bayr
11.2.2020

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Menu 2040 – a seminar of future food

- Future forum is a seminar series in Central Finland
- Food theme in spring 2019
- All aspects for future food, e.g. food from air
- Also future style snacks



Amazing Keski-Suomi

- 24 h competition in May 2018
- Five teams explored Central Finland and posted their experiments to social media
- Food and travelling promoting event
- Second time coming in May 2020
- KEKO2 project together with tens of other organisations



<https://www.aitomaaseutu.fi/amazing-keski-suomi-18-19-5-2018>

[Amazing Keski-Suomi - True flavours from Central Finland / Highlights from the competition](#)



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Local food cooking competition

- The Central Finland day 18.4.2018
- Promoting local food
- Two teams led by professional cooks
- In department store in Jyväskylä
- Livestream in web



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Taste of Central Finland -Photo competition

- For all the people
- Theme: "taste of Central Finland"
- Ten pictures in final phase, presented in local newspaper and other media



Tapani Mattila @TapaniMattila · 11. huhtik. 2019

Makujen Keski-Suomi -valokuvakilpailun finalistit ovat selvillä – äänestä omaa suosikkiasi!

#KeskiSuomi #makujenkeskisuomi



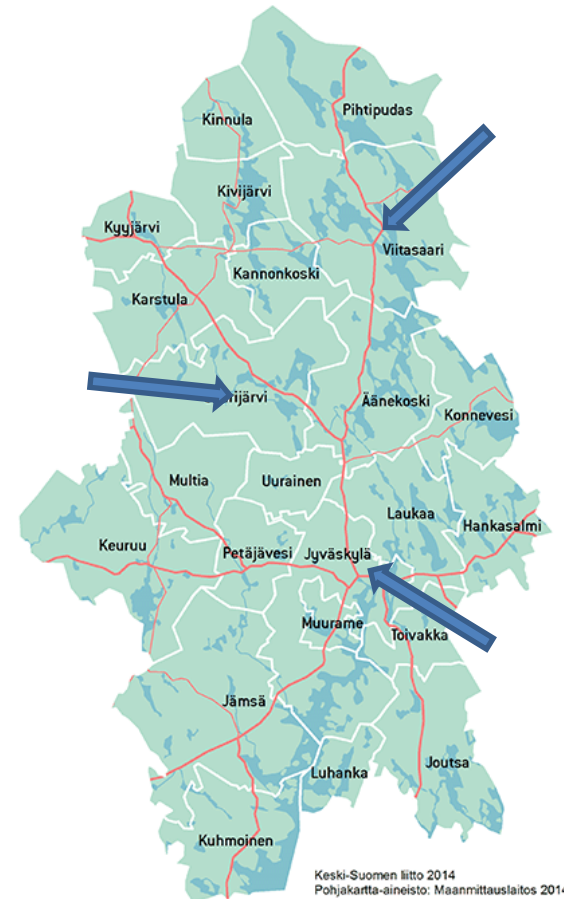
Makujen Keski-Suomi -valokuvakilpailun finalistit ova... Keski-suomalaisen, Yle Jyväskylän, Jyväskylän ammattikorkeakoulun ja Keski-Suomen liiton Makuje... ksml.fi

#makujenkeskisuomi



Multilocational event of local food

- To get together all kind of food related actors
- To discuss about promoting local food to public kitchens
- In three locations connected with teams connection



Thank you!

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