



CIMULACT

CITIZEN AND MULTI-ACTOR CONSULTATION ON HORIZON 2020

THE FUTURE(S) WE WANT

**BUILDING
VISIONS
FOR
EUROPE**



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European Union





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"As for the future, your task is not to foresee it, but to enable it."

Antoine de Saint-Exupery (French Pilot, Writer and Author of 'The Little Prince', 1900-1944)

EDITORIAL

We need your vision to inspire the future

Thank you for participating in the CIMULACT National Vision Workshop! You are 1 of 1000 citizens across Europe who have been specially selected to tell us your visions of a desirable future. We – the CIMULACT team – are very happy that you are willing to take part and share your hopes, dreams and concerns with us.

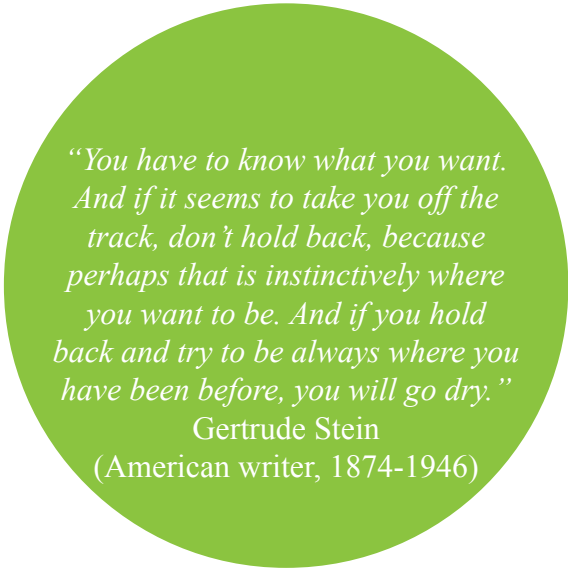
In CIMULACT we are going to give input to the European Union's research agenda based on the visions contributed by citizens in 30 countries in Europe. We also aim to contribute to national research agendas in each of the countries where Vision workshops are taking place. This will ensure that research focusses on topics and areas that are of great importance to the everyday life of European citizens. And this is where you come in. We want to know your thoughts on the future. How would you like it to be? What do you wish for you personally, for your loved ones, for your neighbours, for society at large in the future? By telling us how you envision the future, you can help us start building the path to get us there.

You don't have to have any specific knowledge to help us give input to the research agenda. There are already many experts in different fields giving their contribution, but we and the European Commission think that research should also address the needs and issues that lie close to the hearts of ordinary citizens. You are therefore invited as an expert of your own life.

This magazine is intended to give you a glimpse of what a vision is, of how to think about the future, and to inspire you to formulate your own dreams, your wishes and desires for a sustainable future.

We look forward to learning about your vision!

Best regards,
The CIMULACT project team



“You have to know what you want. And if it seems to take you off the track, don't hold back, because perhaps that is instinctively where you want to be. And if you hold back and try to be always where you have been before, you will go dry.”

Gertrude Stein
(American writer, 1874-1946)

**Have you
ever thought
about...**



What people will talk
about in 2050 ?

How would people
travel ?

What would your
city or village look
like in 2050 ?

What would
freedom and
security look like
for citizens in
Europe ?

How would society
deal with natural
disasters ?

THERE ARE GREAT CHALLENGES AHEAD OF US

Modern societies face several challenges, varying from healthy ageing to climate change, secure food and energy supply or protecting freedom, to name but a few. Many of these societal challenges are global that do not stop at national, institutional or disciplinary borders. To help find solutions to these major concerns, the European Union is making nearly €80 billion of funding available until 2020. The main aim is to foster fundamental research, demonstration projects and market uptake to drive economic growth and create jobs. But how do people in Europe see their future today? What kind of challenges do they think they will soon have to face? Are they similar to what they had to face in their recent past? Here are some answers.



George
man in his 60s

“You are really interested in what a taxi driver thinks? Well, I have a job I like, and that means a lot, you know, I’m more or less my own boss, drive a nice car... It’s sometimes a bit tiring driving people around all day and night, but it’s not too bad. What’s changing in my job? Well, there are, for example, more and more electric cars. I have a colleague who already has one. I’m thinking that it may be nice to try it, see how it works. Then, it used to be quite a coveted thing to have a car and to travel by car – it still is, but there are all these new trends now like sharing your car with others, and even, you know, abandoning your car and starting to cycle: to save fuel (and money!) and have cleaner air. Also, new kinds of taxi schemes where almost anyone can use their own car to drive others... Yeah, I guess this is what I worry about most: I thought this job would make me some money even when I retire, but with all these changes and fuel becoming so expensive, road taxes and stuff, maybe not...”



Tom
man in his 50s

“I’m a nurse and love my job. I work in a hospital where these days I find that my job is changing a bit. The thing is we now have more and more elderly people needing to stay longer, and often without having people to visit them. So I as a nurse I feel that in addition to providing care, I also should provide some company. And I can only imagine how lonely these people can be once they go home... What worries me even more, though, is that we don’t seem to have enough resources to keep hospitals up-to-date with the latest medical knowledge and technology. Yes, and the fact that doctors and nurses seem to leave, not the profession, but the country, to go to others where they are better paid and have more resources at hand.”



Sylvia
woman in her 20s

“As you can see, I have a young baby now, so I still get maternity benefits, which is good because I had been unemployed for more than a year when she was born. That’s what I’m concerned about, actually. I thought it wouldn’t be so hard for me to find a job: I have a good degree, a bit of experience. And now, being single with a baby will make it even harder. So, what I’m concerned about is how people like me could get a good job, and also, how I could help my child to have a good and useful education that will help him get a job more easily than me.”



Anne
woman in her 40s

“Well, I’m an architect. At least that is what I studied to be a couple of decades ago. I imagined it to be a fairly straightforward job: I thought I’d be designing beautiful, big homes for people. And I did just that for some time, but then things started to change. Not everything at the same time, but gradually, one thing after the other. Energy started to be more expensive, people had less money to build large homes, people started to be concerned about the security of the energy supply, new building regulations were introduced to save energy, things like that. So, as I didn’t have enough design commissions, I had to learn new things, like how to design and refurbish to save energy, use more renewable sources of energy, do energy audits, and so on. When doing these audits, I’ve seen so many opportunities for saving, and not only through refurbishment, which a lot of people find costly, but also through changed everyday habits. But we’re so far away from what would be good and ideal, given the problems created by climate change and diminishing fossil fuel supplies. I guess the biggest challenge I see is how we could act fast enough and by consensus from everyone, the different countries and parties...”



Ian Kirk from Broadstone, Dorset, UK - Happiness is a stick and a puddle!



Kate
woman in her 30s

“To be honest, I don’t worry much these days... I’m quite happy with my life: I have a great job in this international IT company, I can work in different countries with fun people, travel a lot, earn enough to have what I consider a “good life” – and even my job seems useful, as we’re working to make social media easier to use and also design software for smart homes, promoting smart solutions of every kind. I know there’s concern about a lot of things like data privacy, energy consumption of the increasing number of high-tech appliances, access for all to technologies (and not just the wealthy), people spending too much time online and in virtual reality, etc. But there is a huge potential for technological innovation, and I’m pretty sure we can find tons of creative solutions to most of our problems with the help of technology. They are not necessarily all ready yet, but we’ll get there...”



Robert
man in his 50s

“I’m a farmer. I’ve been a farmer all my life. I’m an organic farmer, but I wasn’t always one: when I inherited the farm from my parents I used a lot of chemicals and artificial fertilizers. Nobody really worried about them then, it was the way to do things. In those days I only used to worry about planting crops that would sell well and having the right irrigation system. But then people became concerned about the chemicals that we were spraying and their health and environmental impacts. So I had to do something to stay in the market: I read up on things, went on courses and eventually decided to convert to organic. A few years ago I even helped set up a scheme where, with other growers, we deliver fresh vegetables and fruits to people in the city every week. It’s becoming quite successful. And I’m very happy because one of my kids, my daughter, wants to help

me run the farm and eventually take over. But what I worry about is the weather and rainfall becoming really unpredictable, and some new diseases and pests that have appeared... I’m thinking how I could help my daughter to be prepared to deal with these so that maybe, in the future, even my grandchildren can live on the farm...”



Christian
man in his 40s

“Ohh, well, there are a lot of things that make me concerned these days, so much so that I’m beginning to wish I remained a teacher... I was elected mayor when the local school closed – there weren’t enough kids and the government didn’t want to finance a small school in a small country town... I wanted to stay, though, and my friends convinced me to run for mayor – and to my surprise, I won! So, here I am now, and among other things I am trying to deal with a lot of people, especially young people, leaving, as we’re far from big cities and there aren’t so many opportunities. It’s tough, and, I guess, the biggest challenge for our small town for the near future.”



Peter
boy in his early teens

“You know, I go fishing a lot with my granddad, I love it. While we try to catch some fish, grandpa tells me all these interesting stories about when he was a kid and how things were different then. Like there were many different kinds of fish in the river in those days, you could even have competitions for who could catch the most kinds... I wish we still had them, it’s a bit boring to always catch the same! I wonder what happened to all of them. I keep asking my granddad but I’m not sure he knows for sure. Also, he tells me they used to eat what they caught... Now we can’t do it anymore here. So, I at least hope we’ll still have fish when I grow up... Maybe I could become someone who takes care of them? And maybe even help put some fish back in the river?”

A VISION FOR THE FUTURE

We all wonder about the future.

We wonder at a personal level about how our life will turn out. And we also wonder about the world. What will the future be like for all of us? What will life be like in the next century? We can search for the answers in our weekly horoscope or we can go to a fortune teller at the carnival – but actually nobody can really predict the future. However, fortunately there is one thing everybody can do: think about the future and formulate his or her visions about what we would like this future to be. This formulating of ideas and opinions is extremely important. It is exactly by discussing people's hopes and fears that we can set out a path towards realizing them.

At the workshop we encourage you to think outside the box, help you to leave your comfort-zone and imagine a future you really desire – even if you think you are not a creative person. Visions are not predictions, so they do not tell us what the future will be like. A vision describes what the future should be like. It does not necessarily have to be feasible from today's point of view. Visions invite us to consider the future as something that we can shape, rather than as something already decided upon.

The sky is the limit

In 1962, the Beatles auditioned for Decca Records in the hope of securing a record deal. The label decided to reject the band, reasoning: "guitar groups are on the way out" and "The Beatles have no future in show business."

When you think about your vision of the future.....think big! Do not try to predict what will be, because nobody can know, especially not for a future far away. Nor should you worry about what seems feasible from today's point of view. In 1901 Gottlieb Daimler said: "The global demand for motorized vehicles will not exceed one million – simply because of the lack of available chauffeurs."

We do not know how society or technology will have changed by 2050. But if you think carefully, it will be easy to imagine what the future should look like.

"Plan for the future because that's where you are going to spend the rest of your life."
Mark Twain
(Author, 1835 - 1910)

What's a vision?



In the **CIMULACT** project, we use the following definition of a vision:

"A vision is a picture or an imagination of a **DESIRABLE FUTURE**. A vision can be based upon **HOPES and DREAMS** – but also upon **CONCERNS and FEARS** in relation to problems or imagined threats that we do not want to become reality. At the Citizen Vision Workshop we will try to formulate visions of a future **30 to 40 YEARS FROM NOW.**"


"Vision without action is a daydream. Action without vision is a nightmare."
- Japanese Proverb

"A vision is like a lighthouse which illuminates rather than limits, gives direction rather than destination."
- James J. Mapes, Futurist

"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more."
- Rosabeth Moss Kanter, Scientist

"Vision animates, inspires, transforms purpose into action."
- Warren Bennis, Scientist

Have you
ever asked
yourself...



What would be
the meaning of
equality in 2050?

What resources
would be valuable
or scarce?

How would an
ordinary citizen be
involved in
society?

What would be
your favourite food
in the future?

What are your
hopes for the
children in 2050?

WHAT ARE YOUR THOUGHTS ABOUT THE FUTURE ?

Each and every individual has a unique approach to looking forward and an equally unique idea of what the future might bring

"The bicycle will survive and reach the future. It is always the simple solutions that make it."

Paul, entrepreneur

"It seems fairly evident that we are exhausting the earth's resources faster than stocks can be replenished. So maybe we should look back at a time when humans were very successful as a species, like when we were hunter-gatherers. There might be some wisdom to be learned from what we used to call "savages"."

Lynx, teacher

"I believe science and technology will always play an important role. Over time they have developed more and more and they will keep doing so. They impact our lives and they will keep doing so. When you see what has been made possible in medicine and in communication today... nothing seems totally impossible..."

Thomas, economist

"Cities will be different. I imagine that people will move around differently and neighbourhoods won't look the same as today. Places and people, everything will be highly connected. But maybe people will meet on the street the same way as today."

Pirjo, student

"When I imagine the future I think that digital technology will give everyone access to information and the same opportunities. It will make our lives easier and ease the burden of some of our everyday work. On the other side I hope that we will not become slaves to digital technology and a society of introverted people."

Katja, Lawyer

"If you were come back here to us in a 100 years' time, I think you wouldn't find the same here, you would find more. More people, more buildings, more traffic and maybe more equality."

Koman, retiree



THINKING ABOUT THE FUTURE AS A DEMOCRATIC PROCESS

Written by François Jégou & Christophe Gouache

F. Jégou and C. Gouache are from Strategic Design Scenarios (SDS). SDS is a sustainability innovation lab that experiments with users, script scenarios, trigger social conversation, co-design solutions: mix of products, services and policies towards new and more sustainable ways of living...

Seneque, the roman philosopher said “To the person who does not know where he wants to go there is no favourable wind”. We cannot agree more when looking at TV or reading newspapers. The future is most of the time presented in caricatured way: between ‘techno-promises’ solving all our problems and the ‘no-future-threats’ announcing the decline of our societies, it is difficult to discuss where we want to go and which winds may be favourable to us.

Let’s take a quick look backward in order to better understand why discourses on future are so stereotyped and poor? In traditional societies the future was more or less a continuation of the past. After the scientific and the industrial revolution, society began to evolve at an accelerated pace. In the last two centuries or so in Europe, with continuous technological progress, the future became more and more significantly different from the past and synonymous of improvement and better life. In the 60’s this bright ‘techno-optimism’ began to blur. The technological dream is far than having kept all its promises. Social and ecological problems are more and more threatening.

The 60’s mark the passage from the vision of a future oriented by technological progress to the idea that the future is complex and unknowable. This fundamental change leads to two different and opposite attitudes in front of the complex future of our society today: on one hand, we recognized that future is too complex to be predicted with accuracy. We then developed our capacity to react quickly to face rapid and uncertain changes. On the other hand foresight methodologies and futures studies have been developed as an attempt to overcome the complexity of the future. Forward-looking activities

emerged as a discipline and made future only accessible to dedicated experts. Finally in the last decades, the future has been increasingly dominated by awareness raising campaigns on environmental concerns and so-called grand societal challenges. We assist to the continuous diffusion of negative visions picturing threatening unsustainable futures.

This short and simplified review of the evolution of attitudes towards the future in our recent history in the western world is an attempt to explain why our current understanding of the future seems to emerge as a mix of techno-optimism and societal threats, growing uncertainties and experts predictions.


In the media the future is omnipresent but mainly as a selling argument, leveraging on the idea of progress made possible by the technology. At the same time, environmental concerns and societal problems depict the first generation in history with a future that is likely not to be an improvement but a degradation from the past situation.

The discourse on the future seems limited to technological hope and unsustainable degradations. It is rather poor and uniformed lacking of differentiated visions to debate and disruptive perspectives. Moreover, the more or less general acknowledgment that the future is unknowable and reserved to experts induces that it is hardly debated. A large share of the population accesses only partial information and stereotyped visions on future challenges and opportunities. This situation calls for more creative imagining, accessible envisioning process and evolution towards richer and wider public deliberation as a necessary condition for democracy.”

Adapted from the paper by F. Jégou, C. Gouache, Envisioning as an Enabling Tool for Social Empowerment and Sustainable Democracy, Responsible Living, Springer, 2015.

**Don't you
wonder...**





What would be the coolest new jobs in 2050?

What would be the best medical development?

How would people get to work?

How would people communicate in 2050?

What hopes do you have for your friends and family in the future?

LOOKING FORWARD

What does the future mean for scientists? How do they use visions to look at the future?

Interview with Eleonara Masini

Eleonara Masini, Professor Emeritus of Futures Studies and Human Ecology at the Gregorian University, Rome, Italy. She is considered the mother of Futures Studies, having worked in the field for more than 40 years. She dedicated her professional life to nurturing hopeful visions of the future.*

What is behind the word future? Why is it there?

“We cannot speak about the future. There are many futures which are related to trends from the past and from trends in the present and choices made in the present. We cannot think of one future because the possibilities and the probabilities vary according to how trends move or relate to a choice in the present. If you take drastic decisions on a certain subject then...

Desirable futures present another point of reflection because desirability is related to choice and to wider choice, to ethical aspects. If a more humanistic world is desirable, if a world with water for all is desirable, is it possible at all? Is it probable?

Many futures are possible, only a few are probable, and a very few are desirable.”

So there are many futures, are they all equal?


“Of course not all these futures are equal. Thinking about the future is never neutral. How could it be? It must always be clear what ethical bases are used in a futures exercise. We always want to know what particular visions or choices are based on. In futures you have to declare what you are working for, it is not an exact science.

There are no facts about the future. We can simply describe what might happen. We cannot even say what will happen. The main capacity of futures studies or foresight, whatever we want to call it, is to reduce levels of uncertainty. Anyone who has to decide in the present, knowing that his or her actions will have an impact, needs to think about what may happen later on.

In a situation with a high level of uncertainty like in our society, where everything is rapidly changing and interconnected, complexity and globalisation are big challenges.

Scientists, citizens, policy makers... When they discuss the future, they know that they are building a part of that future, that they are a small part of it. Whoever you are, a teacher, a family woman, a scientist, you are part of the future.”





*“The future belongs to those
who believe in the beauty of
their dreams.”*

Eleanor Roosevelt, Diplomat,
USA

A question to...

Kurt Aagard Nielsen : What is a vision?

“A vision is a well-thought-out fantasy of a desired future. The vision comes into existence against the background of a combination of values, desires and knowledge about the world as it is today and the problems you see in everyday life.

Thus the vision is crucial for thinking of suggestions for changes.

Everyone can have a vision but normally it is developed in dialogue with other people. Individual visions may be formulated in research, art and culture, but basically the vision is connected to dialogue and social relations – because the future can only become reality together with other people.

Ian Miles : How can we plan for the future?

“When we talk about or plan for the future, it is obvious that we are talking and thinking about an ‘imaginative construct’ (meaning something that we simply imagine). Different people have different ‘imaginative constructs’ of possible futures. This reflects their knowledge – and all of us have only partial knowledge. People also have different viewpoints because of different interests and values.

Visions that are developed in professional contexts (e.g. for a company) often refer to focusing on special interests. In contrast to lay people’s visions, they will often be competitive – strengthening their own views at the expense of the competitors. That is why lay people’s visions often add something very important to professional visions – that is the focus on the ordinary or really common and social in our society.”

Kurt Aagard Nielsen, professor in social science at Roskilde University, Denmark. Published articles and books about sociology of knowledge and action research as well as science policy.*

Sustainable futures require ‘imaginative construction’ of the future that can allow us to do so. We need powerful appraisals of such future possibilities that can convince people that there is indeed reason for hope – and need for action.”

Ian Miles, professor of technological innovation and social change at the University of Manchester.**

*CIVISTI: Inspiration magazine, Eyes on Tomorrow, EU-project ‘Citizens visions on Science, Technology and Innovation’, http://www.civisti.org/files/images/CVISTI_MAG_ENG1.pdf

**Miles, Ian. (2015). “The sustainable future is in your head”, In “Making Visions for a Sustainable Future. Inspiration Magazine”. Published as part of “Public Participation for Developing a Common Framework for Assessment and Management of Sustainable Innovation (CASI)” FP7 project. Full text of the interview available at: <http://www.casi2020.eu/app/web1/files/download/inspiration-magazine-final.pdf>

A POSTCARD FROM THE FUTURE

Do postcards even still exist?

Dear Grandma,
How are you?

I took up a calligraphy class, that's why you're getting a real card. I hope you're fine and that I can visit you some time soon, even though it won't be in the next few weeks because I have many meetings in the city. Otherwise, things are going well here, apart from my home-robot who crashed this morning and did not wake me up. I got up at 10:00, and in a hurry had to feed the starving chickens in our city block's henhouse, they usually get their food at 7 a.m. Already late, my bike had a flat tire, but I found a crowded autonomous carpool that dropped me directly at the meeting.

Hopefully, next month I can come and see you in real, a change from our usual screen family gatherings :)

Sweet greetings, Mira
28 march 2050

POSTAL SERVICE



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See you at our Citizen Vision Workshop!

Nobody knows what our future will be like. It is only if we have a vision that we can start shaping it.

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CIMULACT

A few words about the project

CIMULACT: Engaging all of Europe in shaping a desirable and sustainable future

Citizens to provide concrete and unique input to the European Union's research and innovation agenda.

CIMULACT stands for 'Citizen and Multi-Actor Consultation on Horizon 2020'.

The project engages more than 1000 citizens in 30 countries in Europe, along with a variety of other actors, in shaping a desirable sustainable future. In a highly participatory process, the project will provide a unique contribution to European research and innovation policies and topics, create dialogue and shared understanding among the actors, and build strong capacities in citizen engagement, thereby enhancing responsible research and innovation (RRI) in the EU.

In short, CIMULACT will:

- Involve citizens in the actual formulation of the EU research and innovation agendas.
- Provide concrete and unique input to the identification of the future European research agenda by eliciting concerns about, wishes for and visions of desirable sustainable futures from 1000 citizens in 30 countries in Europe.
- Make the European research and innovation agenda relevant and accountable to society by engaging citizens, stakeholders and experts in co-creating research agendas based on real, validated and shared visions, needs and demands.
- Contribute to responsible research and innovation (RRI) in the EU by promoting the engagement and inclusion of the public in the identification of desirable sustainable futures.
- Set a new standard for public participation through the development, testing, training and assessment of methods for citizen and stakeholder engagement.
- Make the building of the future more accessible. It is no longer only a question discussed by policy makers and experts; it is a wider public conversation for a greater democracy.

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