



Way DownEast

Community Destination Academy

Way DownEast Community Destination Academy

Module 1

Introductions and review of program, outcomes, and expectations





The Importance of Future Thinking

The key to effective future thinking...

- Explore and anticipate a range of plausible futures.
- Consider both trajectory (direction of change) and velocity (speed of change).
- Explore the combined impacts of multiple potential trends.

The magic is how it alters our perceptions of how certain decisions might play out over time.



The challenge for today

- Explore the future -
- Ask the hard questions -
- Think creatively -

The outcome may be a new view of the future.



With the current pandemic, and in a time of uncertainty....

- Which trends are being amplified and accelerated?
- What changes might be more elastic?
- Where are the potential tipping points?



Which trends are being amplified and accelerated?

- Reinvention of cities
- Application of automation and robotics
- Personal recognition and tracking
- On-line commerce and retail
- Outdoor recreation and use of public spaces





Forces impacting the world (and regions)

What are the emerging macro drivers...



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THE FUTURE OF URBAN LIVING

Foresight Research paper produced from a Think-Tank consultation held at St George's House, Windsor Castle in December 2018.

future>IQ
PARTNERS

March 2016



THE FUTURE OF FOOD
FEEDING THE WORLD - THE COMING FOOD REVOLUTION



CITIES OF THE FUTURE

ANTICIPATING TRENDS AND POSSIBILITIES



THE FUTURE OF MANUFACTURING

BUILDING THE FUTURE THROUGH AGILITY AND INNOVATION



AG INSTITUTE

FUTURE OF AGRICULTURE IN WESTERN AUSTRALIA

THINK-TANK WORKSHOP REPORT



ILU 1 FOODS



FUTURE OF MIDWEST AGRICULTURE

Scenarios of the Future

June 15-16, 2017



GLOBAL FOOD INDUSTRY

SCENARIOS OF THE FUTURE

SCENARIO PLANNING REPORT

February 24-25, 2016



THE NEXT INDUSTRIAL REVOLUTION

A NEW ERA - ROBOTICS, AUTOMATION AND LIFE SCIENCES

Prepared by Future IQ
November 2017

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Macro Trends and Forces of Change Related to . . .

- Demographics, population and mass urbanization
- Energy, food, water & climate change
- Technology driving change



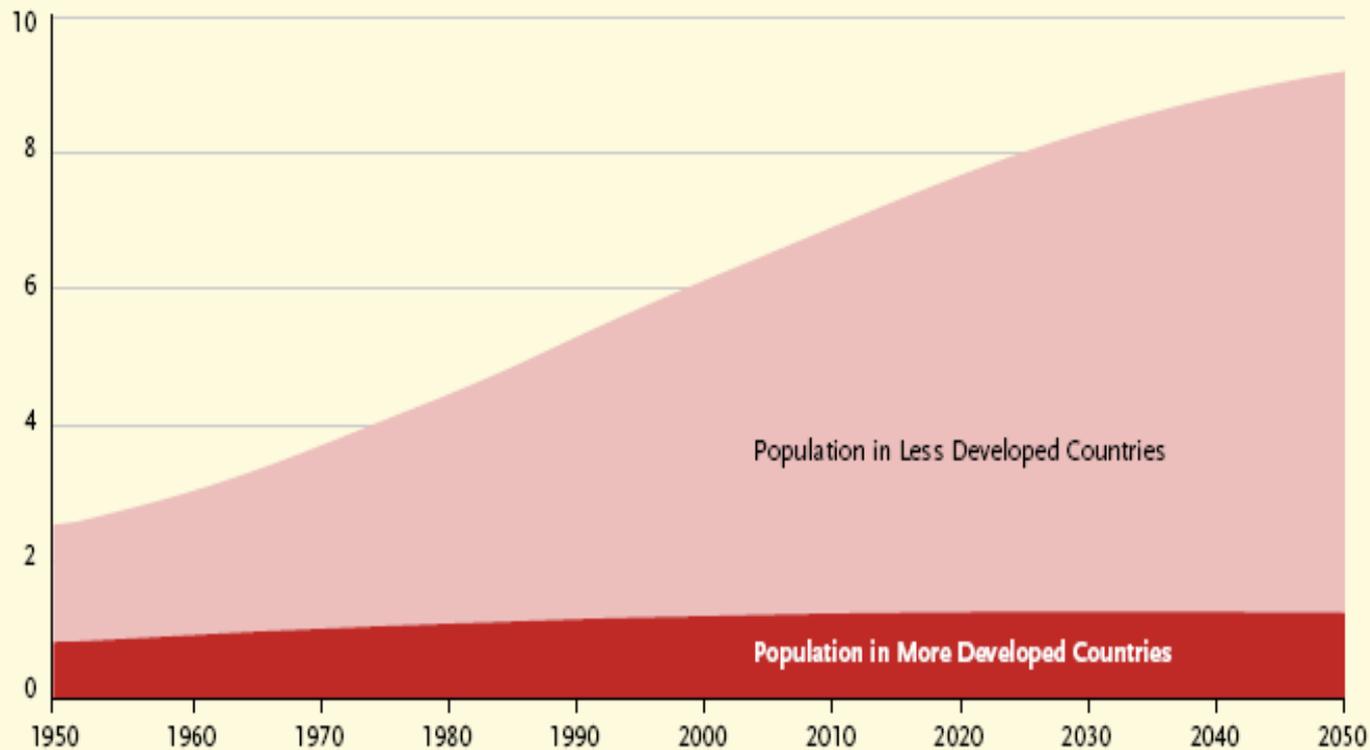


Demographics, population and mass urbanization

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Global Population Growth Is Driven By Developing Countries.

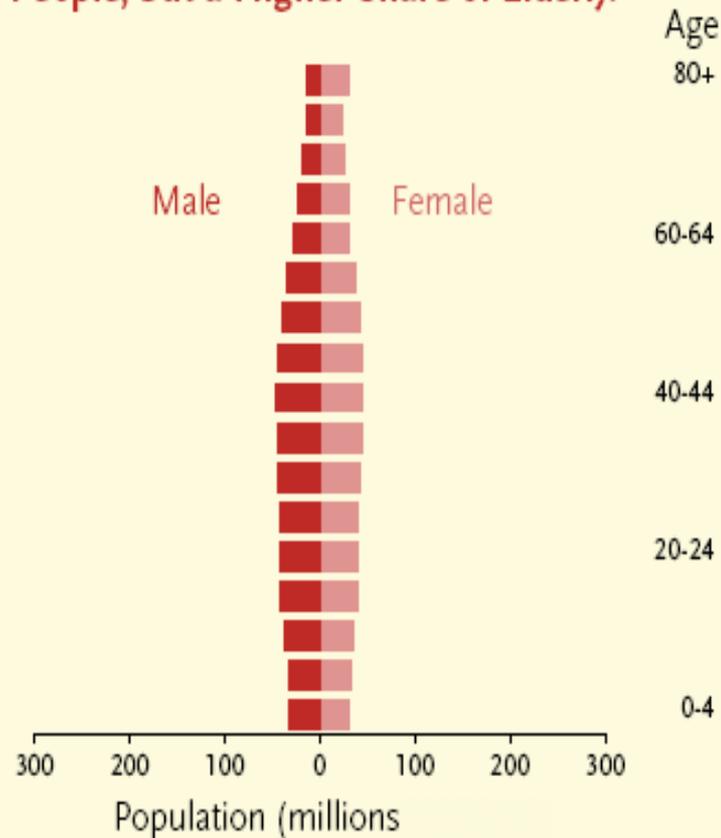
World population in billions, 1950-2050 (projected)



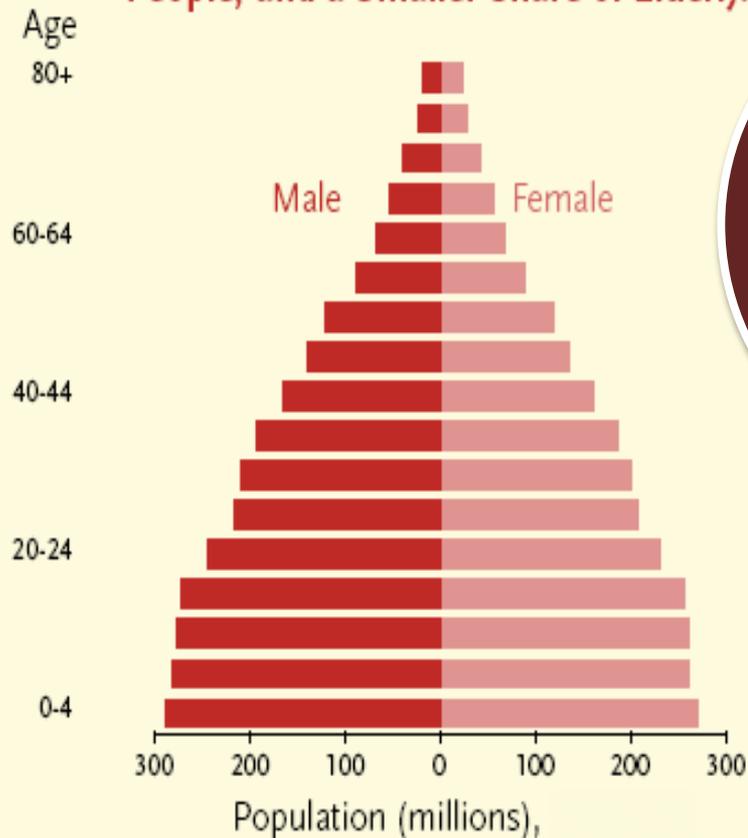
**Global
population**

SOURCE: United Nations, *World Population Prospects*

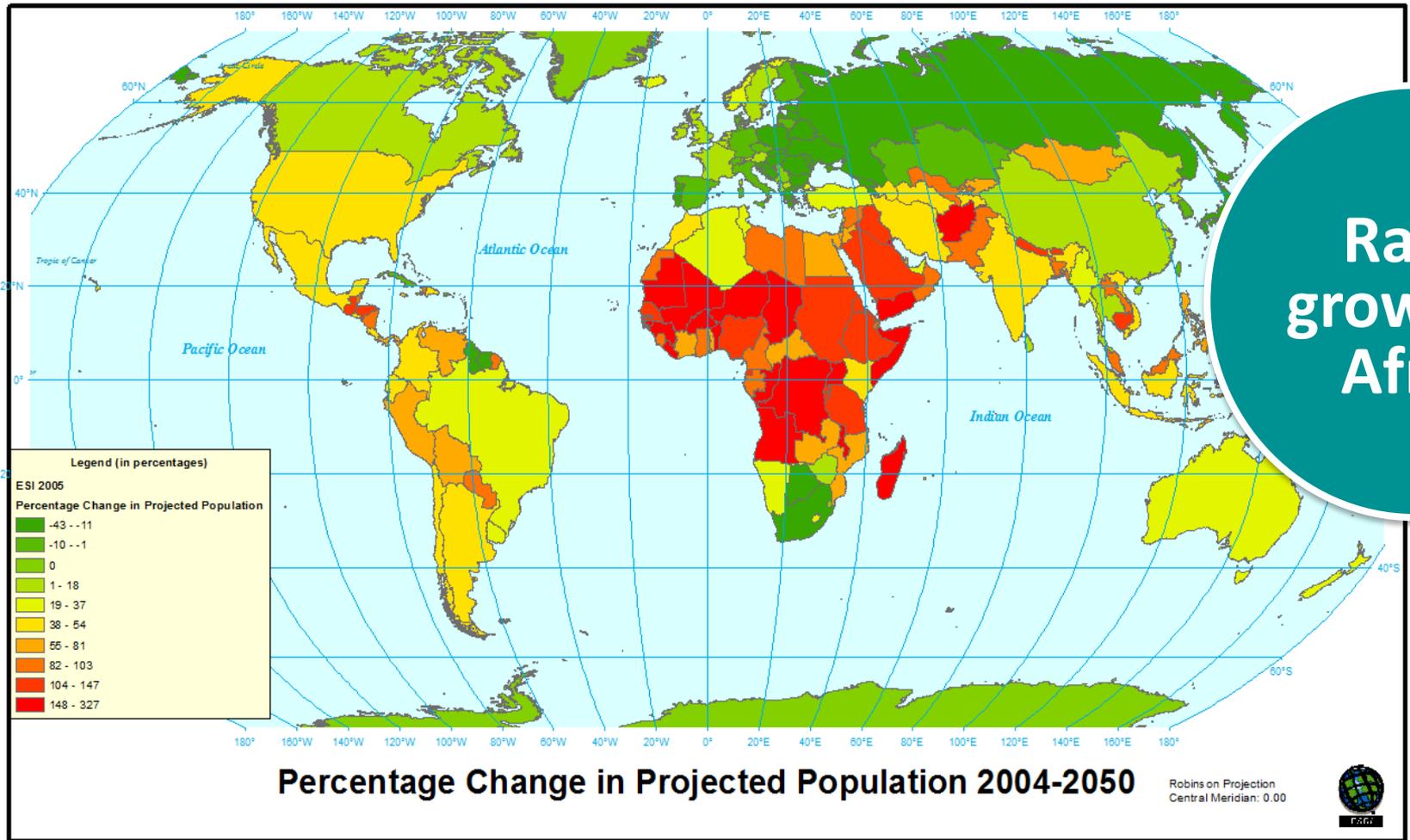
Developed Countries Have Fewer Young People, but a Higher Share of Elderly.



Developing Countries Have More Young People, and a Smaller Share of Elderly.



**Global
population age
profiles**

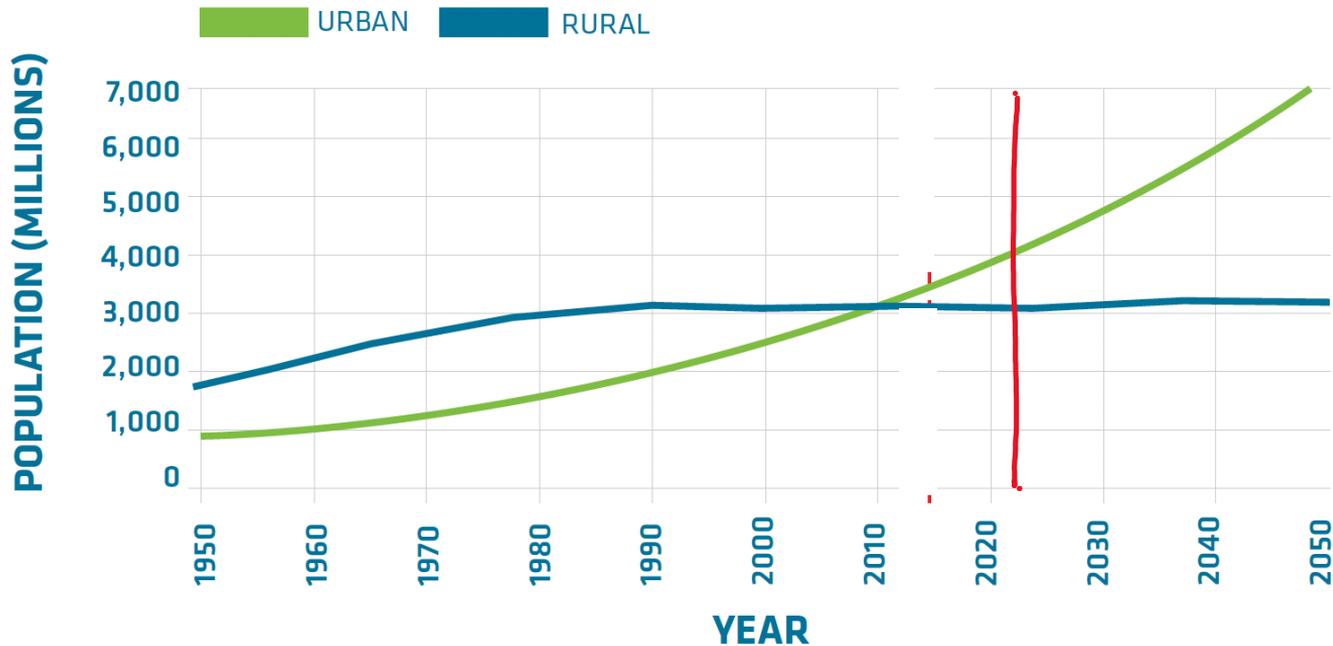


Rapid growth in Africa

“The urban population in 2014 accounted for 54% of the total global population, up from 34% in 1960, and continues to grow.”

World Health Organization (2015)

URBAN AND RURAL POPULATION OF THE WORLD, 1950-2050



**Becoming
more urban**

AN URBAN WORLD

This graphic depicts countries and territories with 2050 urban populations exceeding 100,000. Circles are scaled in proportion to urban population size. Hover over a country to see how urban it is (percentage of people living in cities and towns) and the size of its urban population (in millions).

Urban Population

- Greater than 75%
- 50% - 75%
- 25% - 50%
- Less than 25%



1950



AN URBAN WORLD

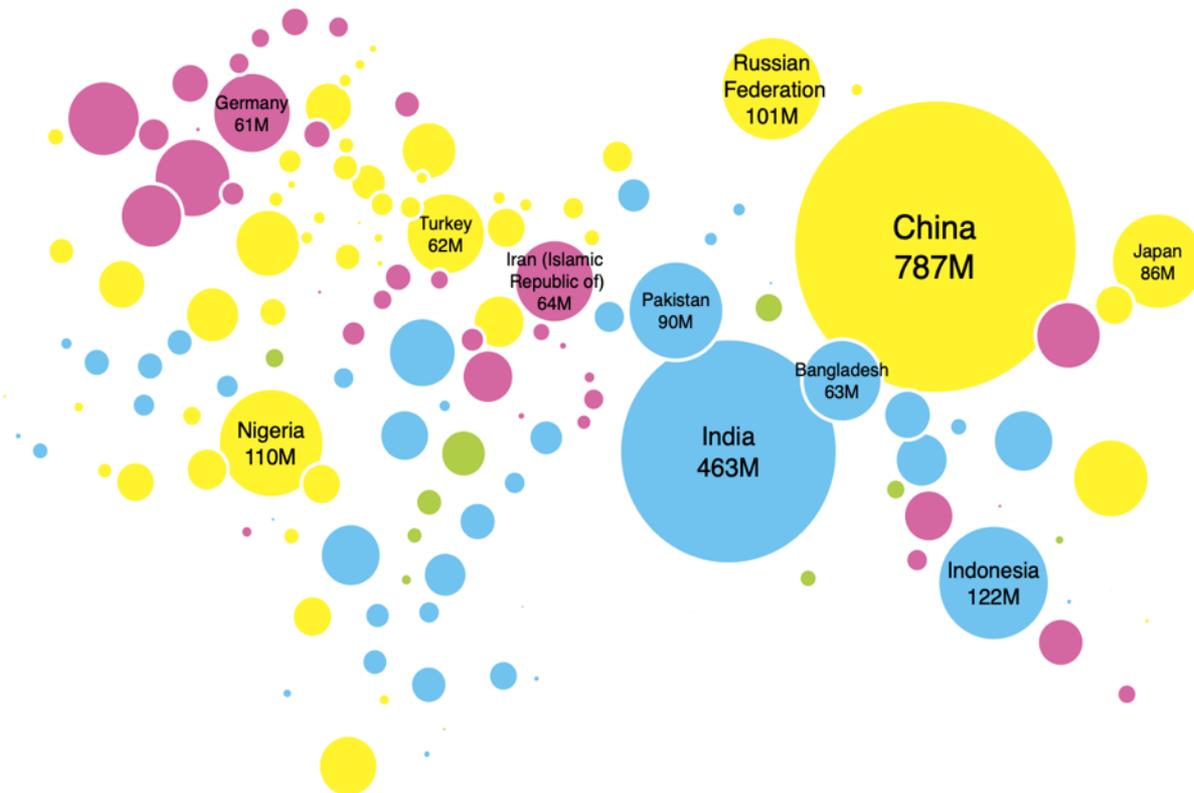
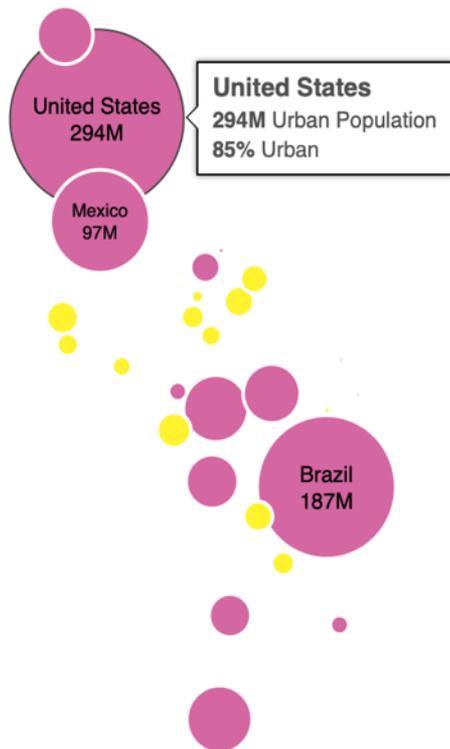
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2020



AN URBAN WORLD

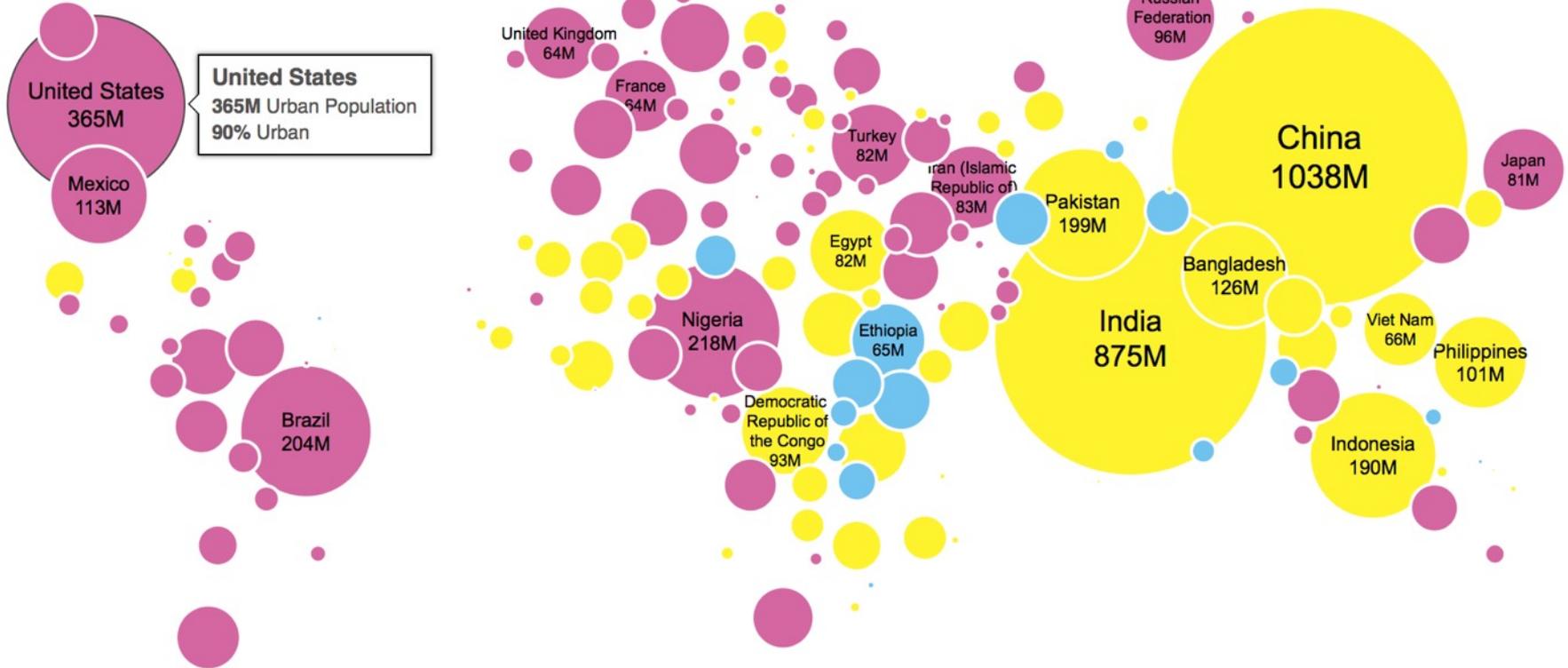
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2050





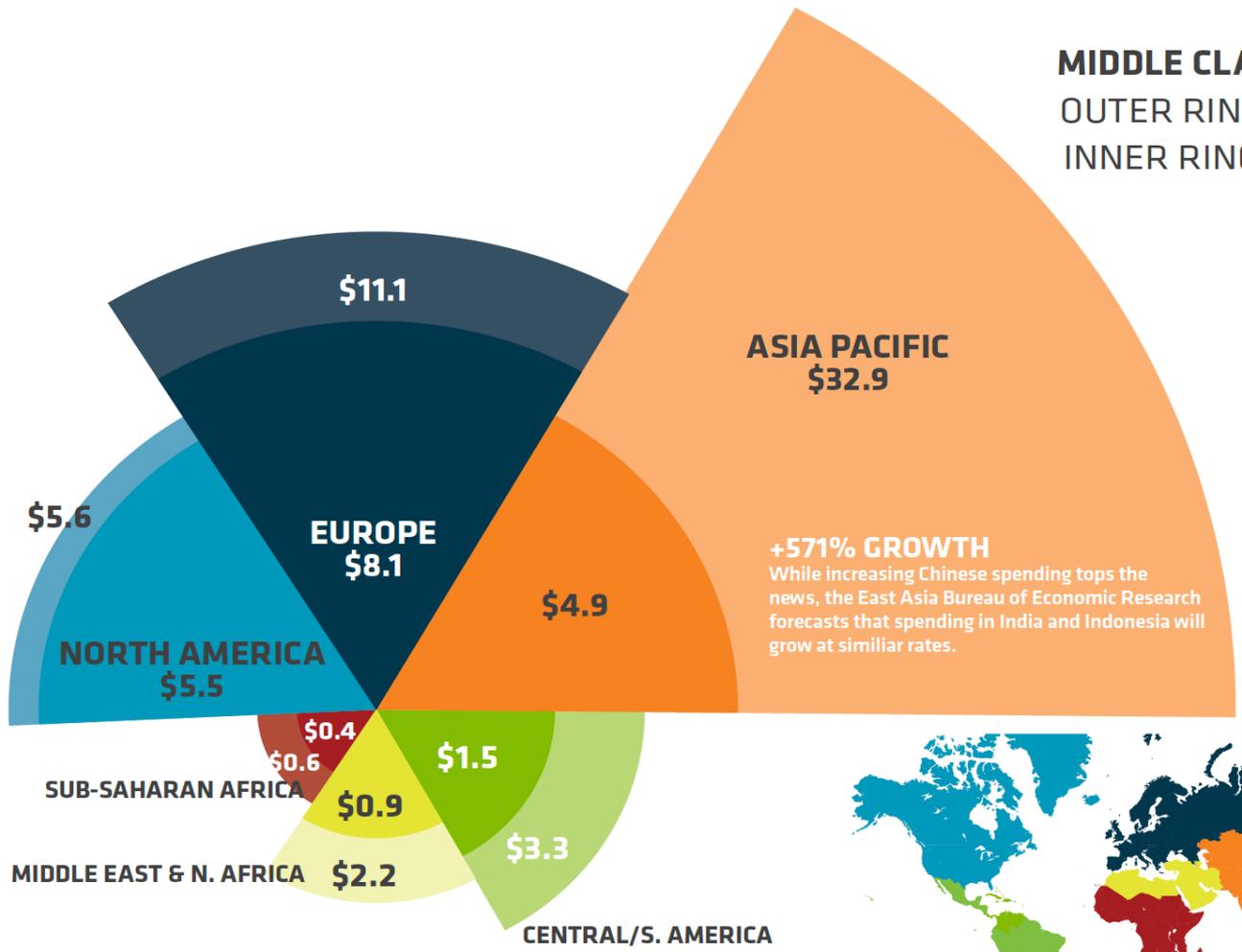
SURPRISE #3

**We will build
an entire New
York City every
month...**

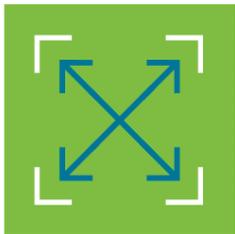
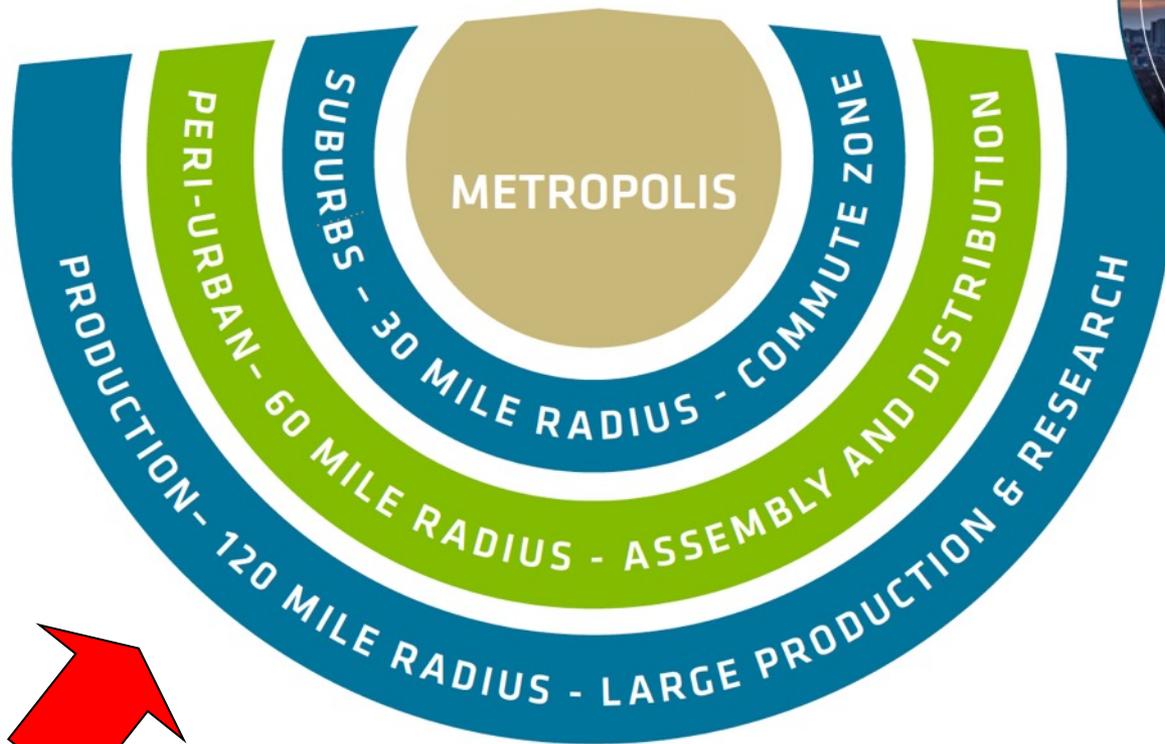


... for 40 years! The world's building stock will double by 2060.

MIDDLE CLASS CONSUMER SPENDING
 OUTER RING: 2030 IN TRILLIONS, USD
 INNER RING: 2009 IN TRILLIONS, USD

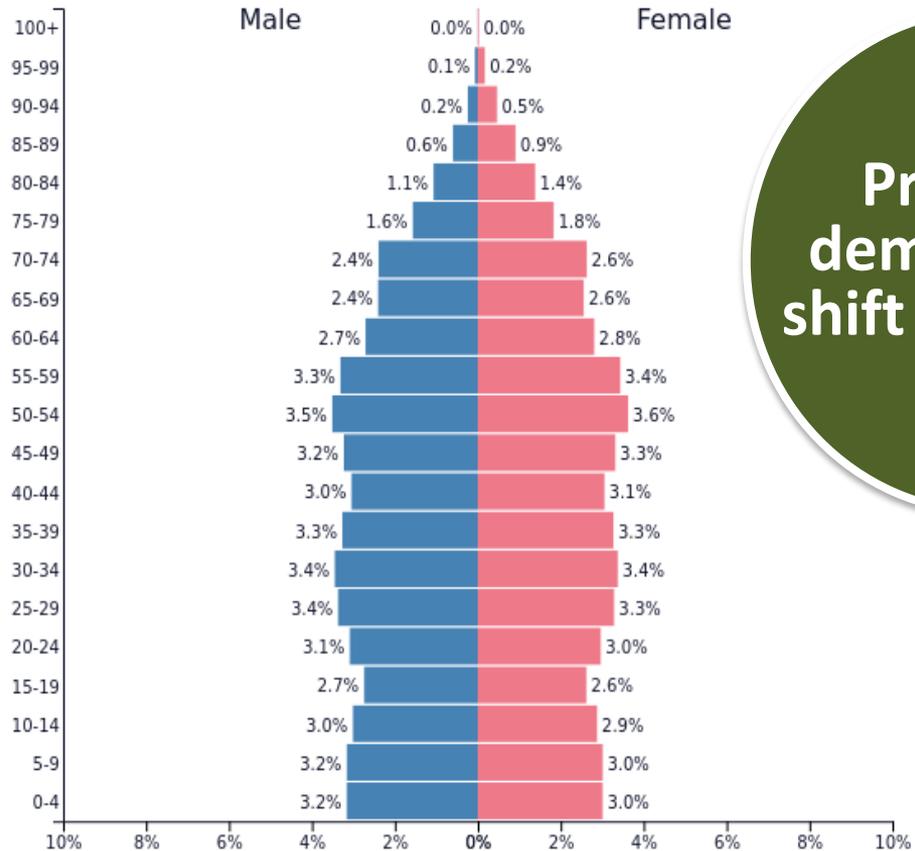


Source: Kou, L. 2013. The world's middle class will number 5 billion by 2030. Quartz. Figures based on OECD, 2012. An emerging middle class.



Future-Splitting
Questions™

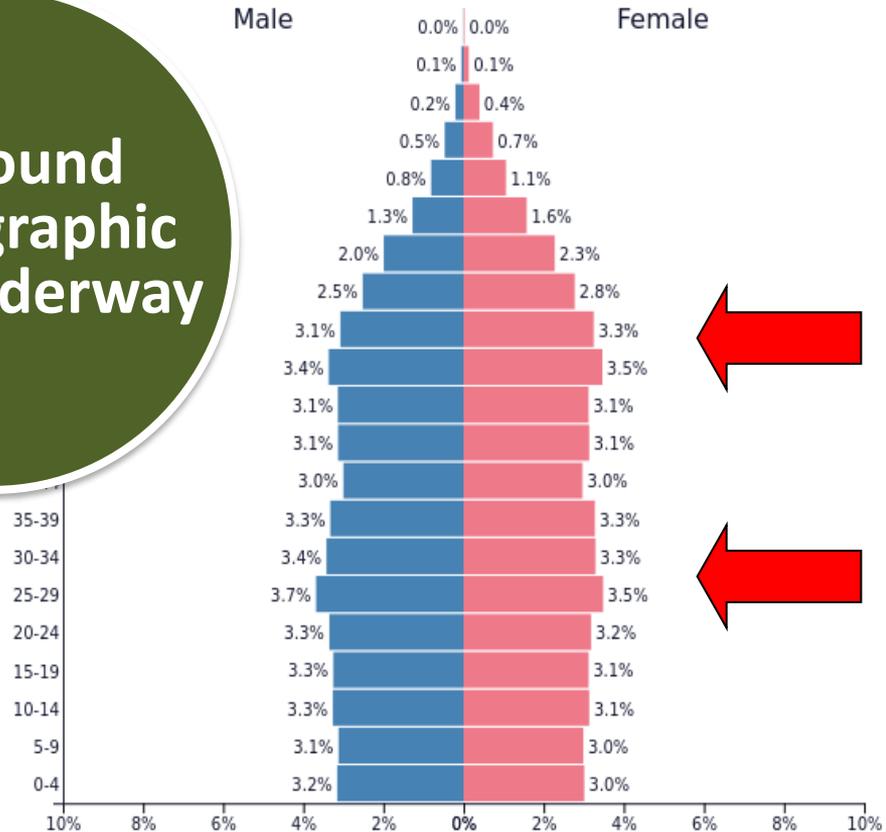
**What does this mean for the future of
Way DownEast?**



United Kingdom - 2019
Population: **66,310,254**

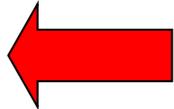
PopulationPyramid.net

Profound demographic shift underway



United States of America - 2019
Population: **331,195,364**

PopulationPyramid.net





Blow in her face and she'll follow you anywhere

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes.... you get smoking satisfaction without inhaling smoke.



Smokers of America, do yourself a flavor. Make your next cigarette a Tipalet!

New from Muriel.

About 5 for 25¢.

For a better start in life
start COLA earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugar!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.



Shifting societal values

Emerging generations will have different values and expectations



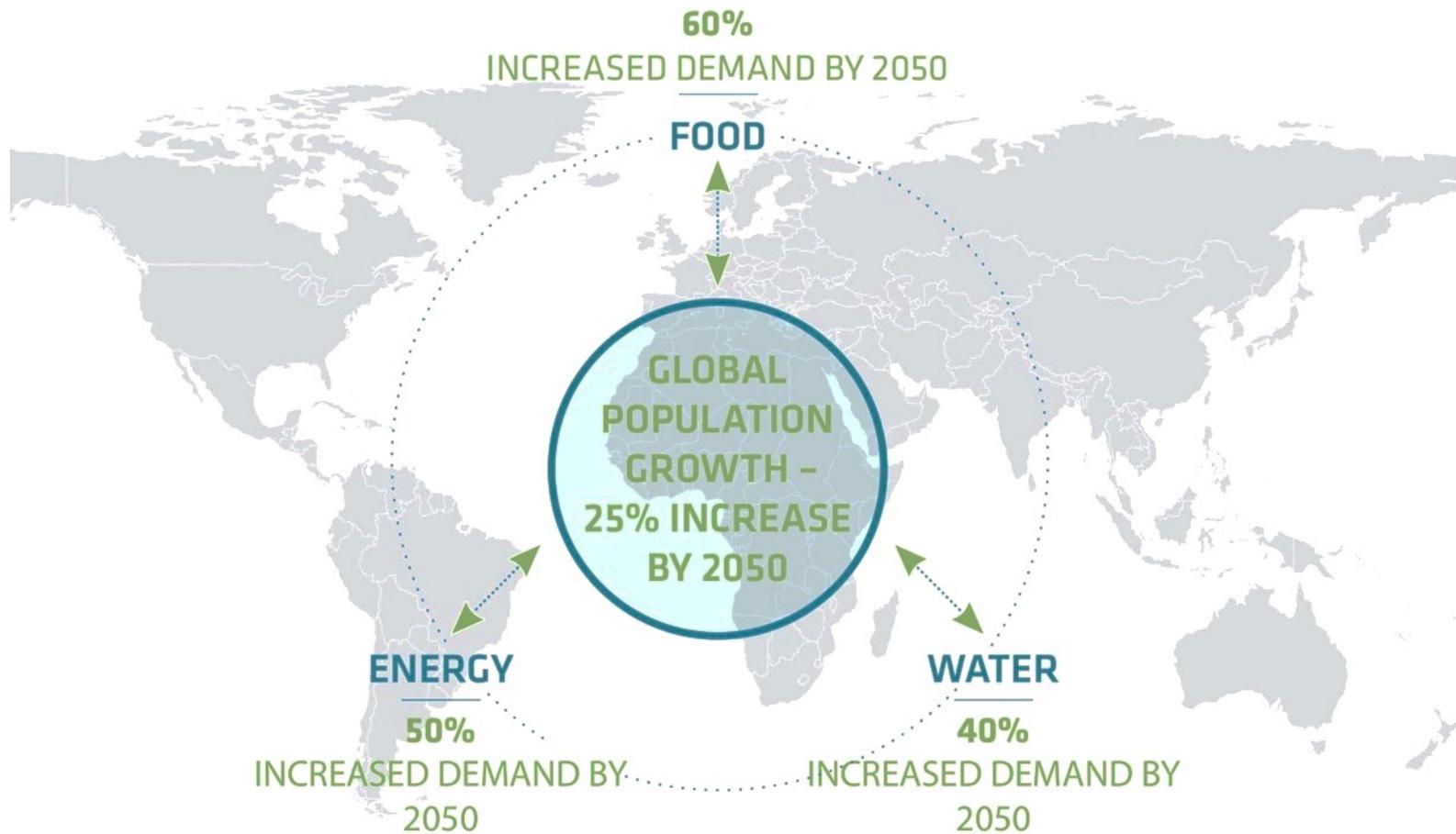
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#FutureOfTourism #FutureIQ

<http://www.future-iq.com>

Energy + Water + Food + Climate Change





Renewable Energy

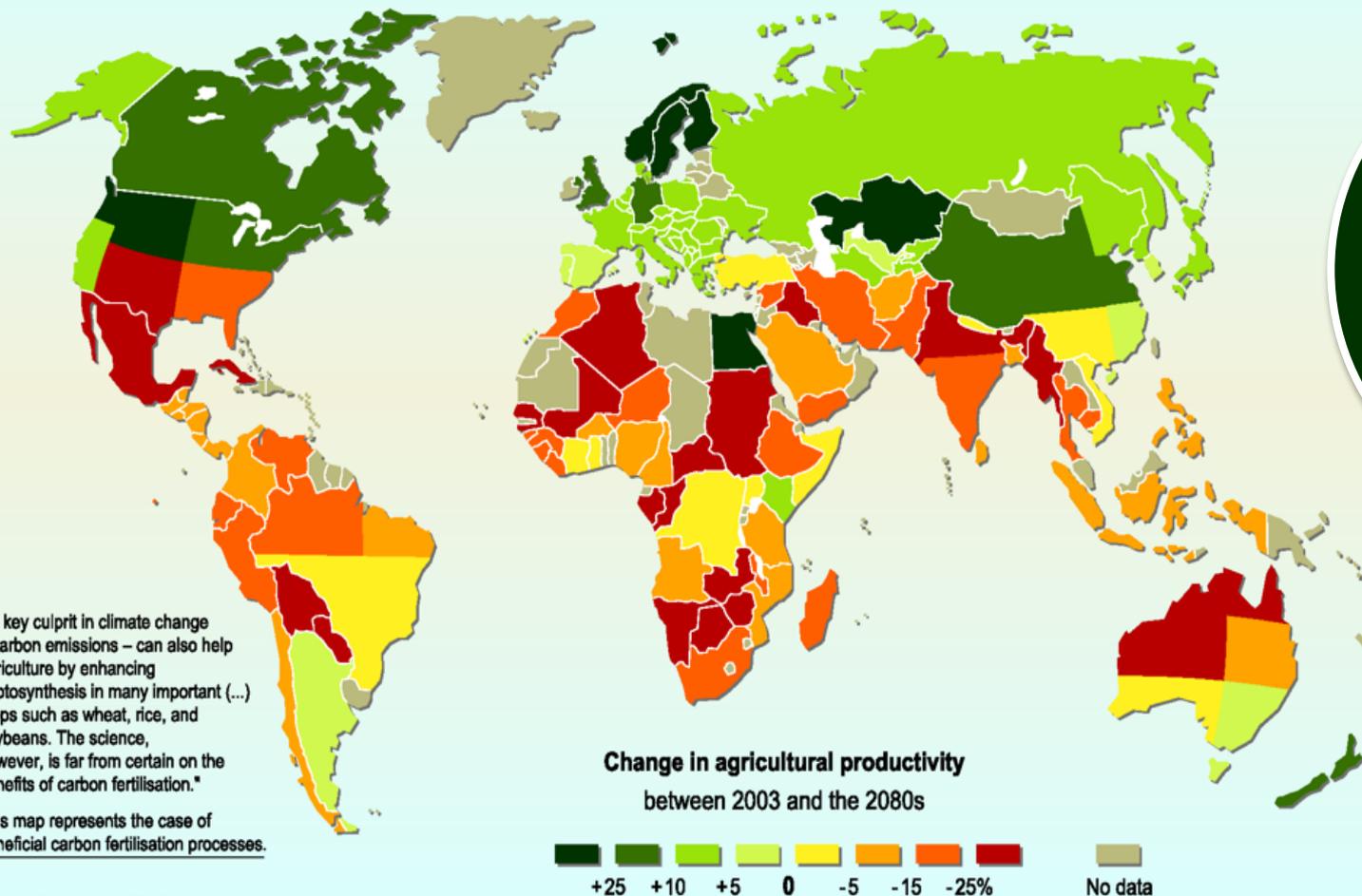


Potential for
unlimited
cheap energy

FRESH WATER

- Nearly 450 million people in 29 countries now face severe water shortages
- As much as 2/3 of the world population could be water-stressed by 2025
- Half the world's rivers and lakes are seriously polluted

Projected impact of climate change on agricultural yields



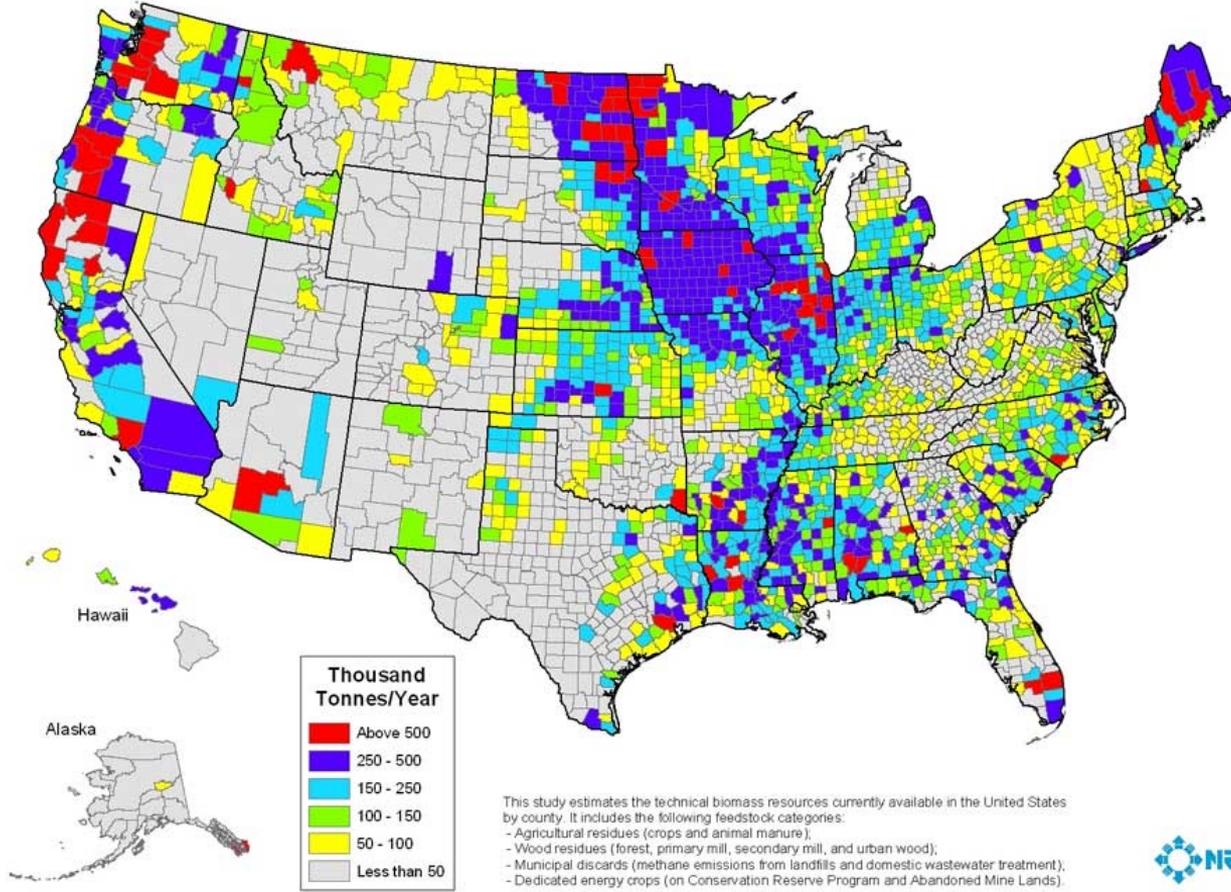
Increases and decreases

"A key culprit in climate change – carbon emissions – can also help agriculture by enhancing photosynthesis in many important (...) crops such as wheat, rice, and soybeans. The science, however, is far from certain on the benefits of carbon fertilisation."

This map represents the case of beneficial carbon fertilisation processes.

Source: Cline W., 2007, *Global Warming and Agriculture*.

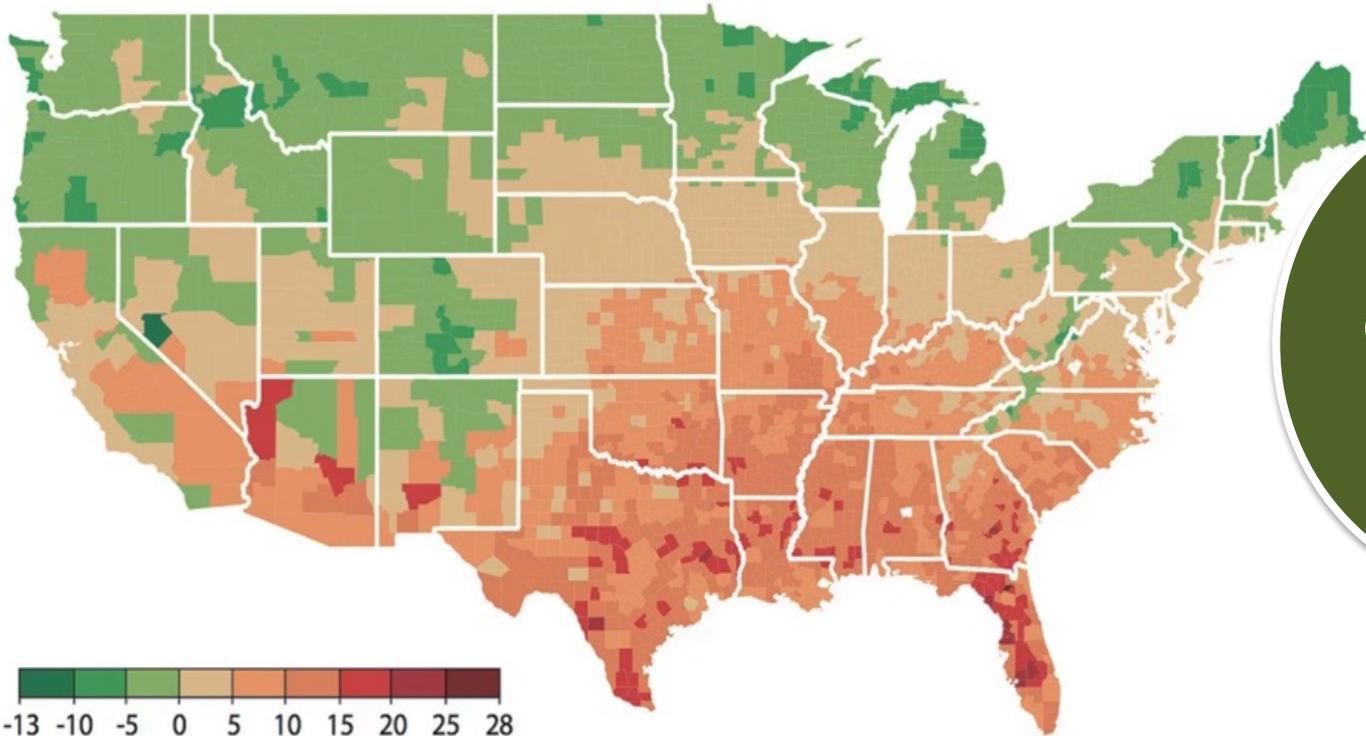
Biomass Resources Available in the United States



Unique
biomass
capability



September 2005



Long term
GDP impact
positive in
north

-13 -10 -5 0 5 10 15 20 25 28
Total economic damage (% county GDP)

Potential economic damages are shown at the county level in a scenario in which emissions of greenhouse gases continue at current rates. Green indicates areas that could see economic benefits. To see an interactive version of this map, click [here](#).

Hsiang, Kopp, Jina, Rising, et al./Science

Source: [Christopher Joyce, MPR News, June 29, 2017](#)

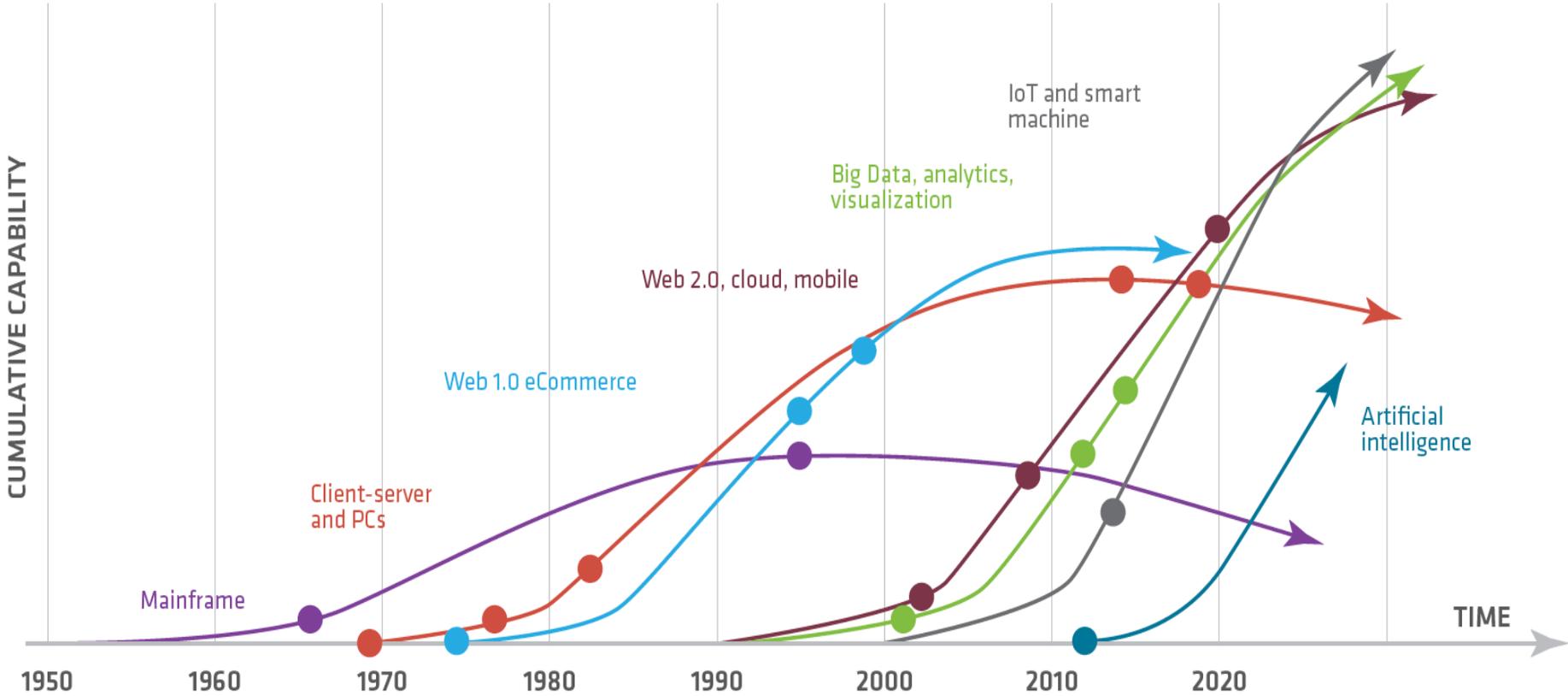
Technology and the speed of change

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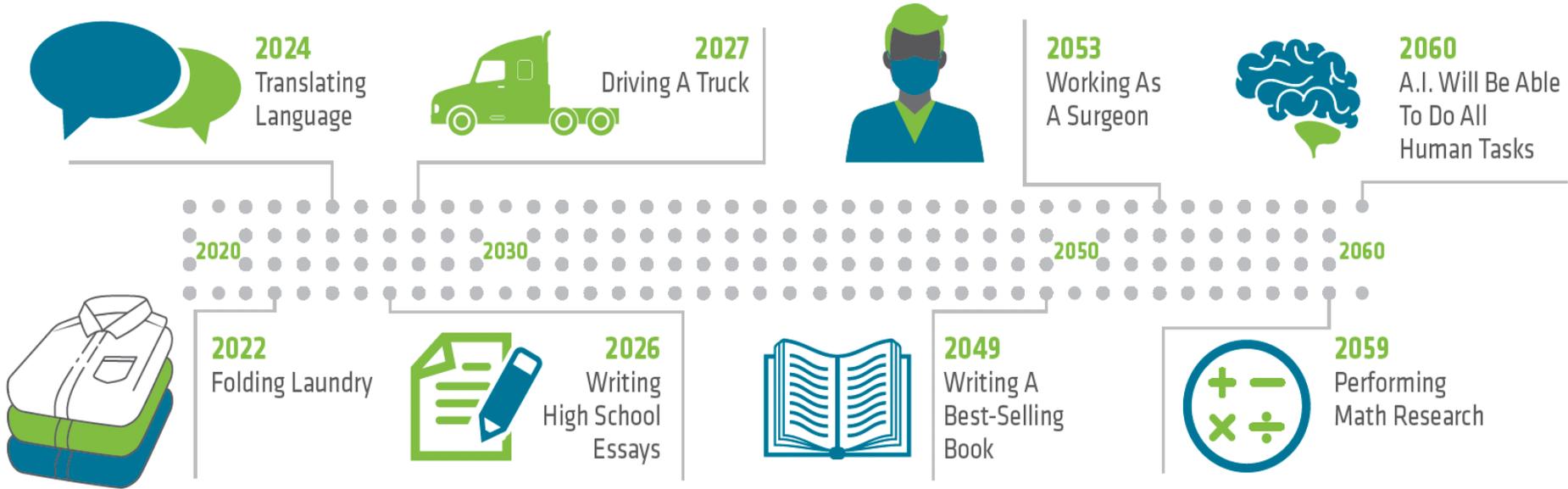
THE INCREASING CAPABILITY OF DIGITAL TECHNOLOGIES



Digital Transformation Initiative Mining and Metals Industry, White Paper, World Economic Forum / Accenture analysis, January 2017

When will AI outperform people?

AI WILL LIKELY OUTPERFORM HUMANS AT...

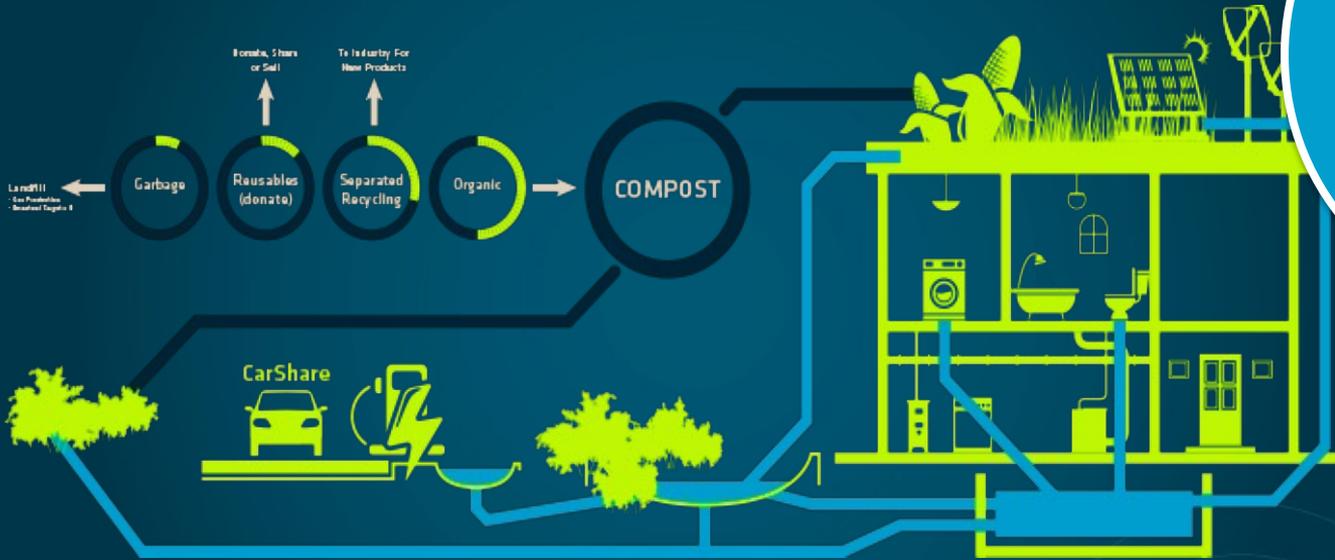


Source: 'You Will Lose Your Job to a Robot—and Sooner Than You Think'. Kevin Drum, Mother Jones, November / December Issue, 2017. (adapted from 'When will AI exceed human performance? Evidence from AI Experts', Oxford and Yale University 2017) ¹²

Reproduced from Next Industrial Revolution, Future iQ, 2018

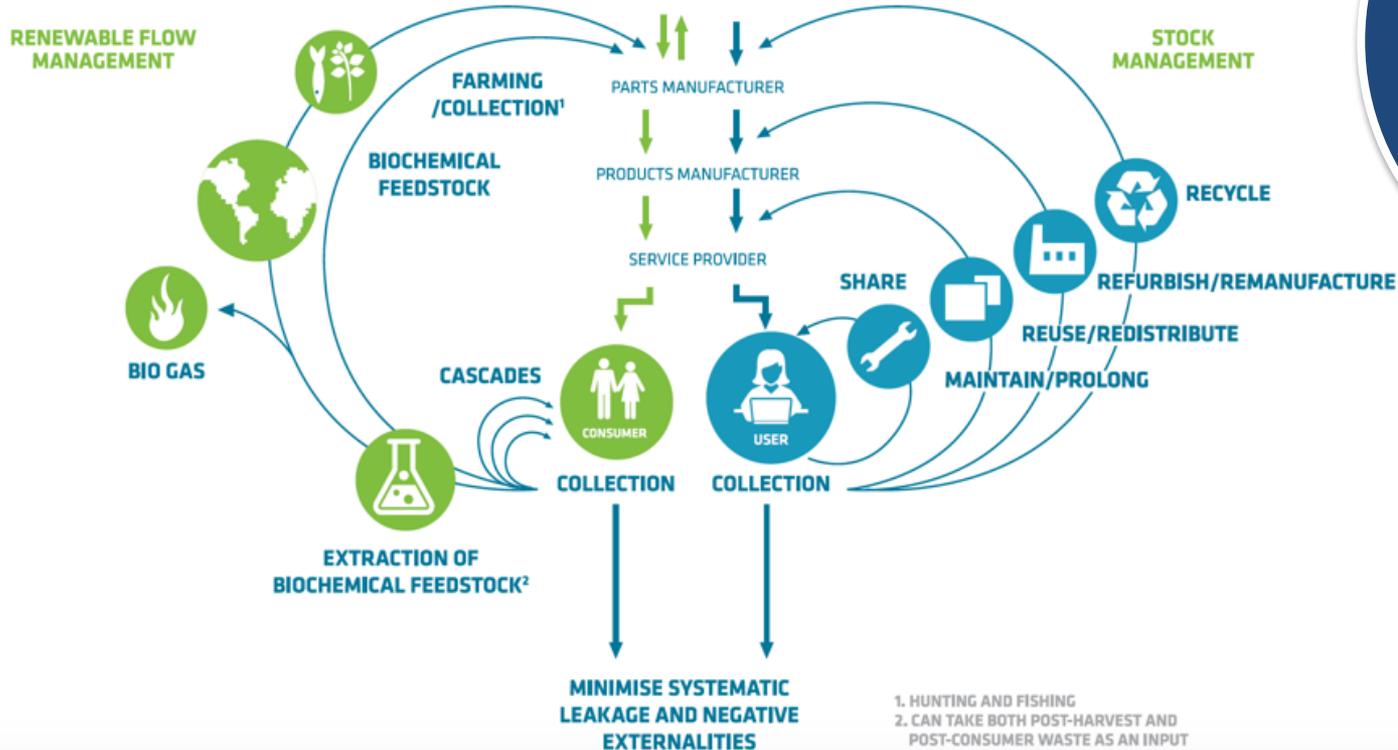
Closed loop and 'Cradle to cradle'

New local systems



CITIES OF THE FUTURE
ANTICIPATING TRENDS AND POSSIBILITIES

Closed loop systems



New macro systems

1. HUNTING AND FISHING
2. CAN TAKE BOTH POST-HARVEST AND POST-CONSUMER WASTE AS AN INPUT

Rapid systemic change and technology integration

Adapted from: Source: Deloitte. 2014. Industry 4.0 Challenges and solutions for the digital transformation and use of exponential technologies

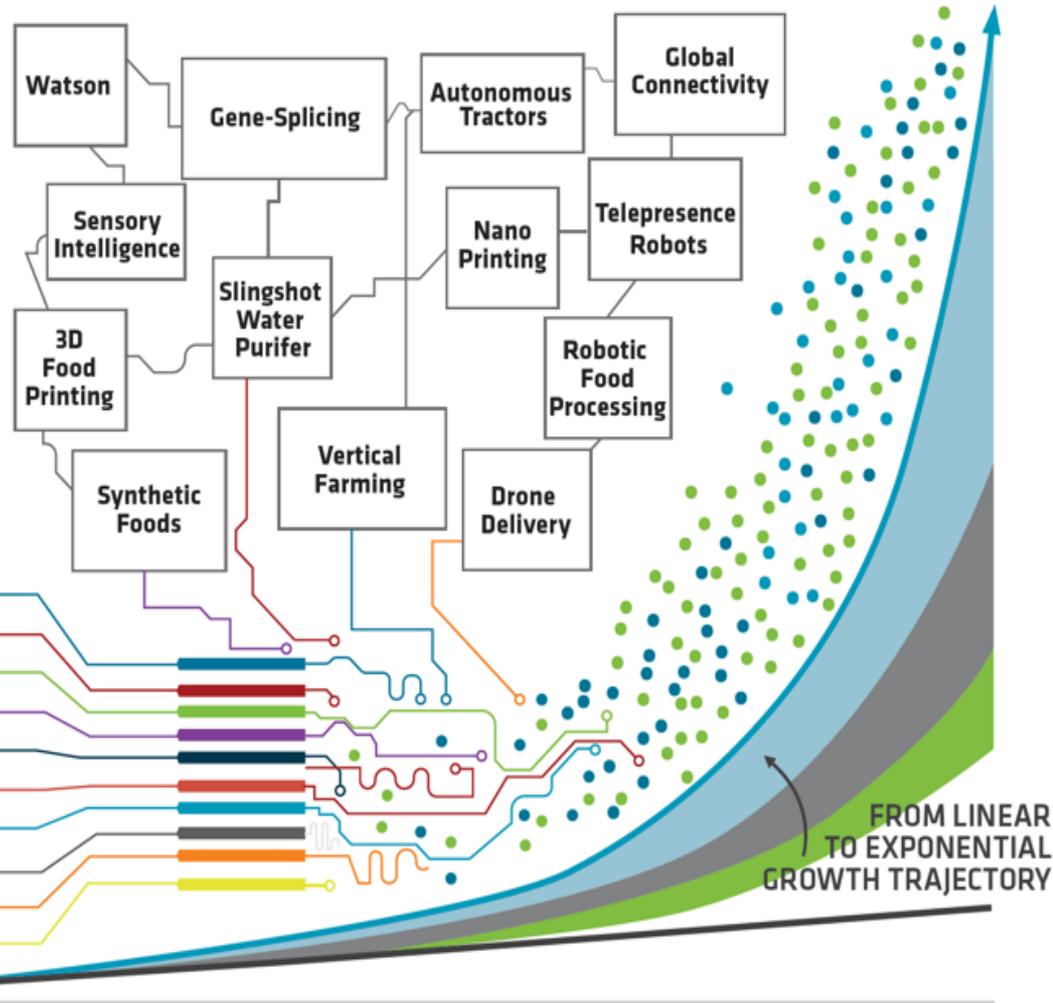
SPEED OF TECHNOLOGICAL CHANGE

EXPONENTIAL TECHNOLOGIES

Technological Development
Moore's Law: The power of chips, bandwidth and computer doubles appr. every 18 months.

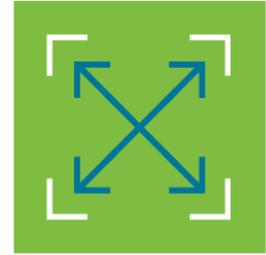
The Human Factor
Technological dev. feeds and enables various trends in society: Democratisation, Social Connection, DIY, Decentralisation.

- Biotech
- Neurotech
- Nanotech
- New Energy & Sustainability
- ICT & Mobile Technology
- Sensing
- 3D Food Printing
- Artificial Intelligence
- Robotics
- Drones



Where are tipping points?

- Societal values
- Humans living in insular bubbles
- Environmental awareness
- Workplace and workforce disruption
- Transformation of global industrial systems



Future-Splitting
Questions™

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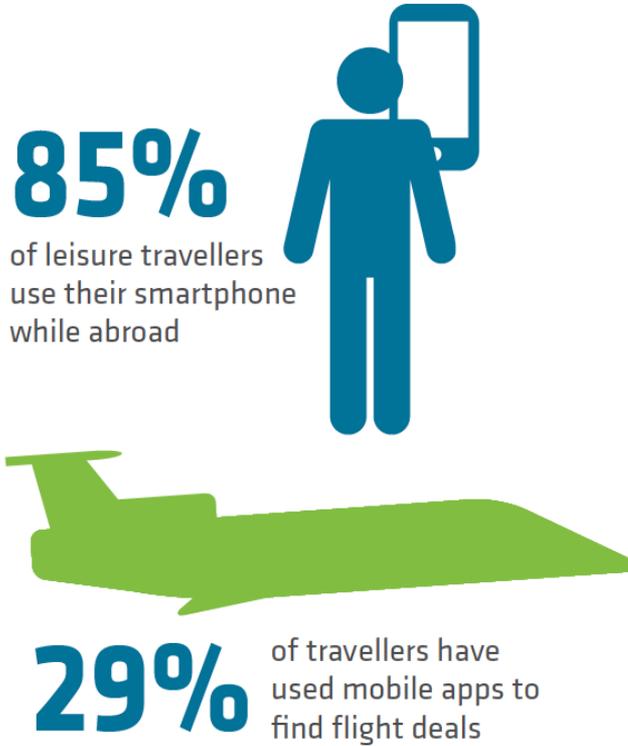


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<http://www.future-iq.com>

Impact of Technology



MOBILE



30%

of travellers have used mobile
apps to find hotel deals

INFLUENCE



52% of Facebook users said their friends' photos inspired their holiday choice and travel plans



48%

Social media has a huge influence on travel bookings. Of those who used social media to research travel plans, only 48% stuck with their original plans



33%

Changed their hotel



7%

Changed destination



10%

Changed resorts



5%

Changed airlines



TRUST

70%

of consumers say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.



70%

of global consumers say online consumer reviews are the second most trusted form of advertising

Culinary

55% Are motivated by the search for authenticity



Not just about Michelin Star restaurants

63% Of travelers take and share pictures of food



Rise of Slow Food Movement

22% Food tourism promotion done online



Want to participate and learn something new

35-50% Travel budget spent on food



Prefer to combine culinary & cultural or natural activities

Source: Travelshift.com, 2016. The Gap In The Market - Food Tourism tourism.



Sustainable Tourism

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The growth paradox: can tourism ever be sustainable?



'Travellers tend to arrive in increasing numbers and flock to the same locations'



INDY/GO

ITALY BANS HUGE CRUISE SHIPS FROM VENICE CITY CENTRE

Giant cruise ships that dwarf the city have long been a bone of contention in Venice (AFP/Getty Images)

Ships over 55,000 tonnes will have to dock in Marghera, on the mainland

“At the end, this story is just a numbers problem,” Mr. Tourtellot said. He noted that in 1960, when the jet age began, around 25 million international trips were taken. Last year, the number was 1.3 billion. As for the cities that are the major destinations? They are “the same size they were back in 1959, and they’ll probably stay that way,” he said.

New York Times August 2018

JULIA BUCKLEY
Wednesday 8 November 2017 15:50



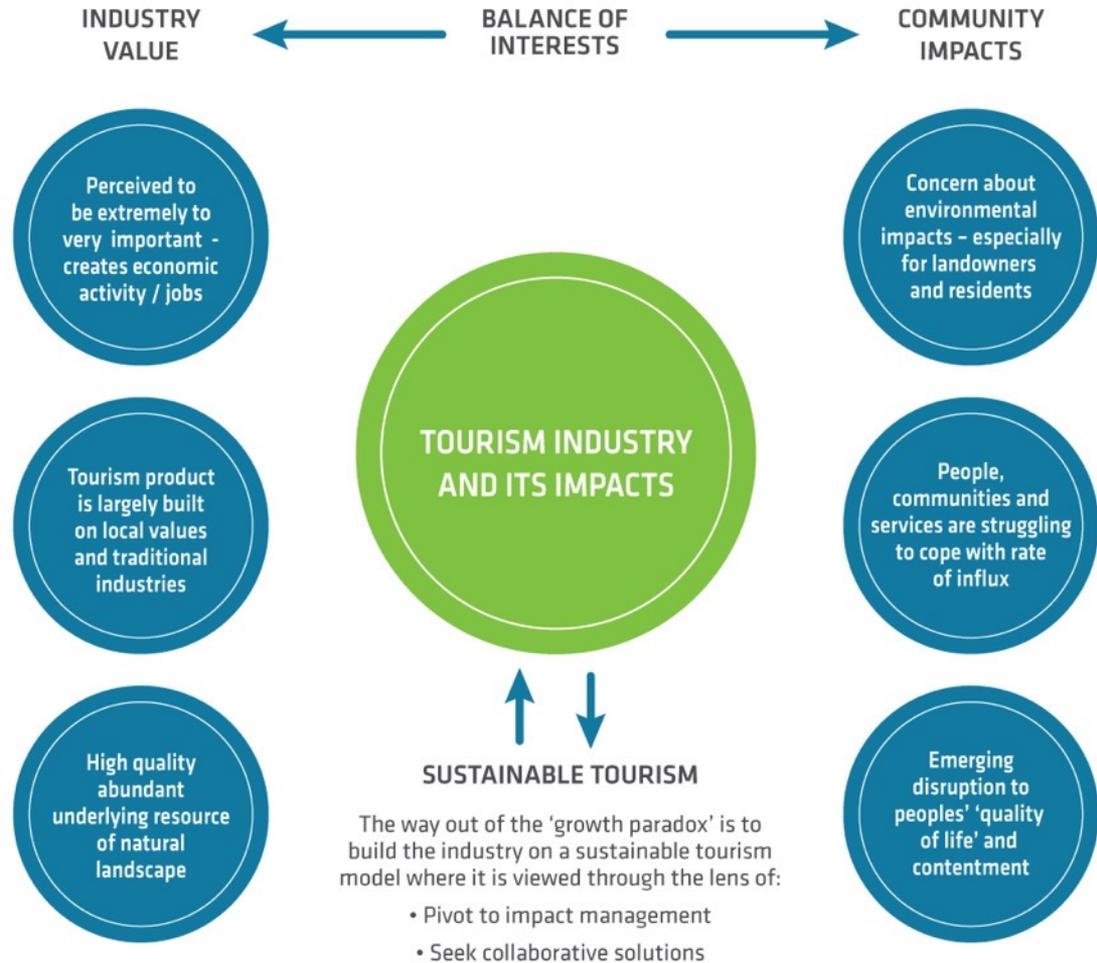
28  Like
shares

CLICK TO FOLLOW THE INDEPENDENT TRAVEL

SUSTAINABLE TOURISM

Finding the correct balance for local communities and destinations.

Now, and in the future.



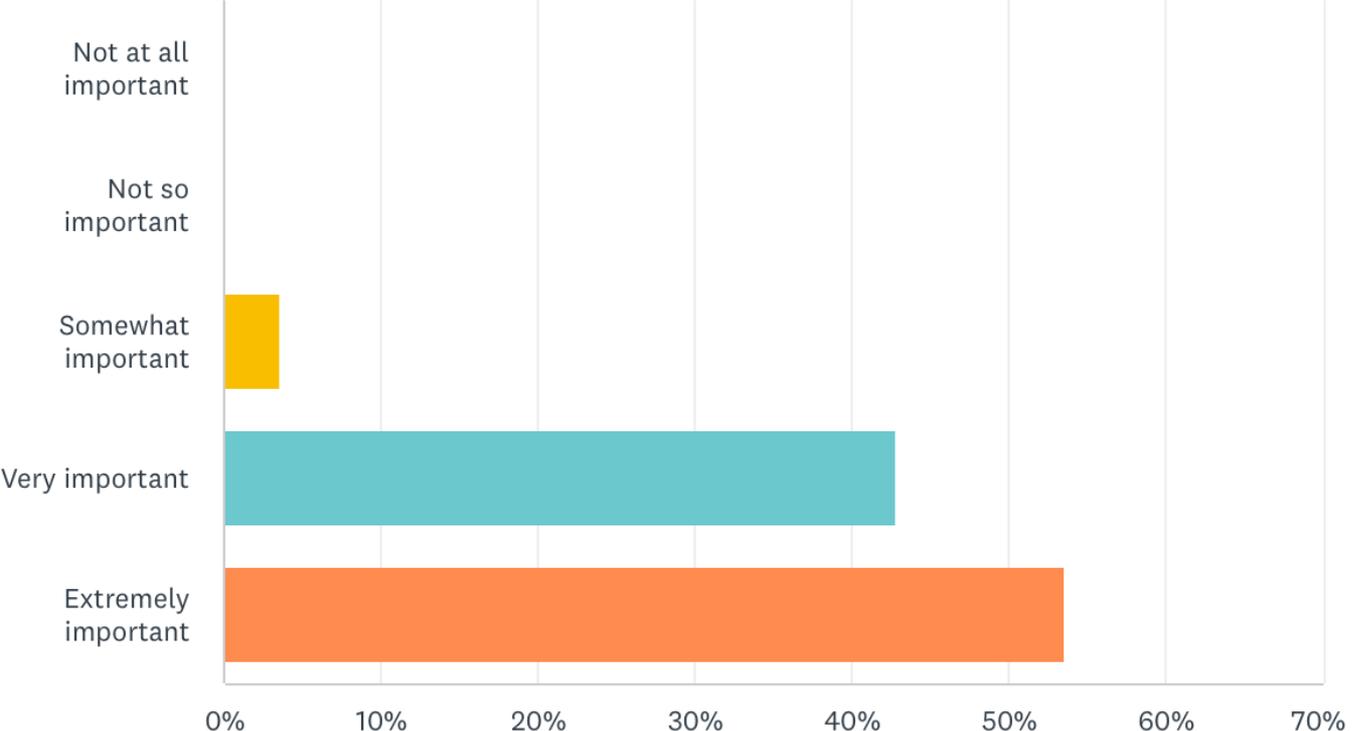
Sustainable Tourism – Working Definition

- *Integrated with our local communities* in a way that is respectful of our diverse heritage and culture;
- Provides visitors with *authentic, place-based, educational experiences* that leave them feeling enriched and inspired;
- Creates *lasting financial and social benefits* for residents, businesses, and communities across our area;
- Supported by public policies *with organizational support and funding*; and,
- Maintains, or contributes to, the *health and vibrancy of our natural environment*.

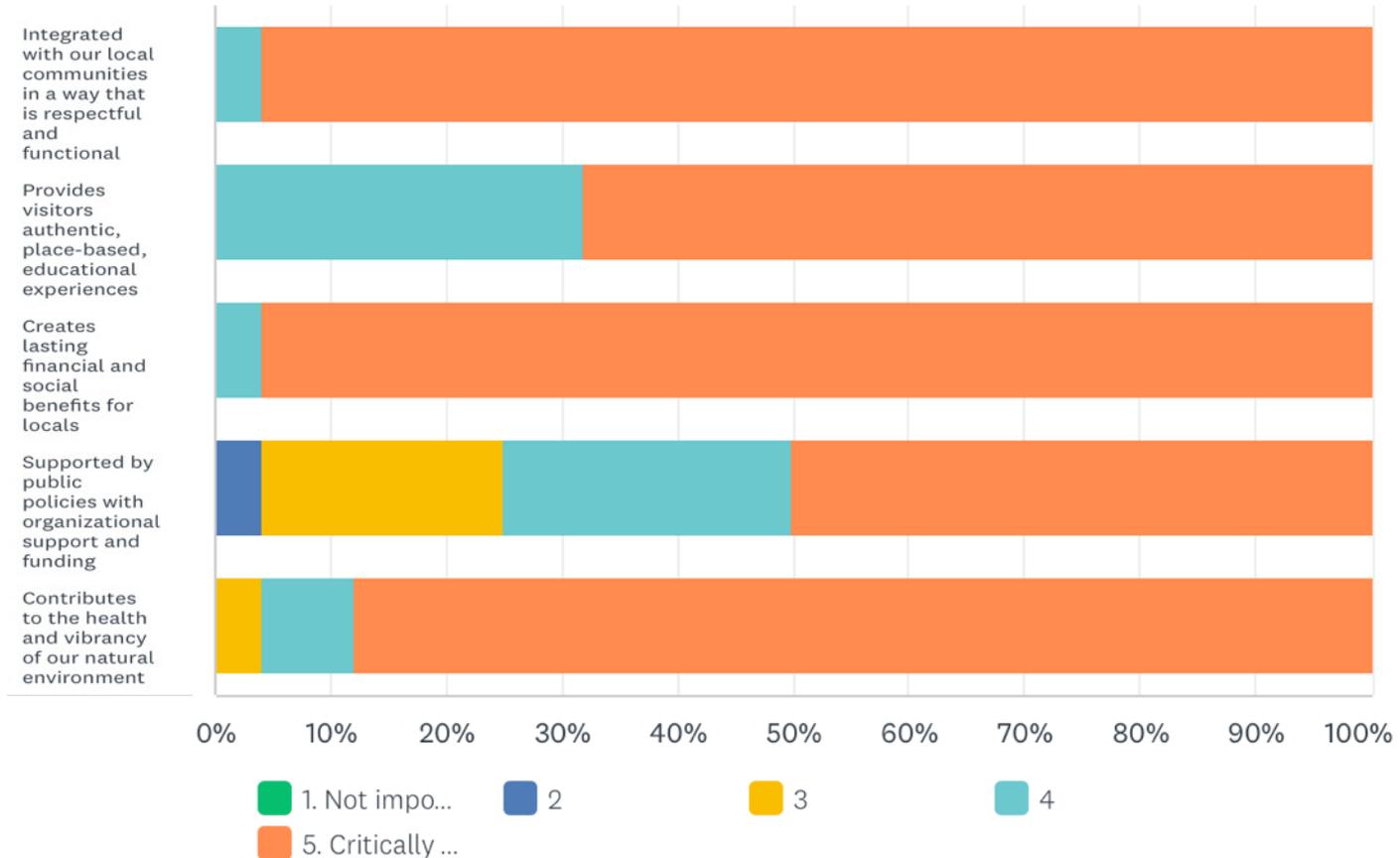


Overall, how important do you think tourism is to the future of the Way DownEast communities?

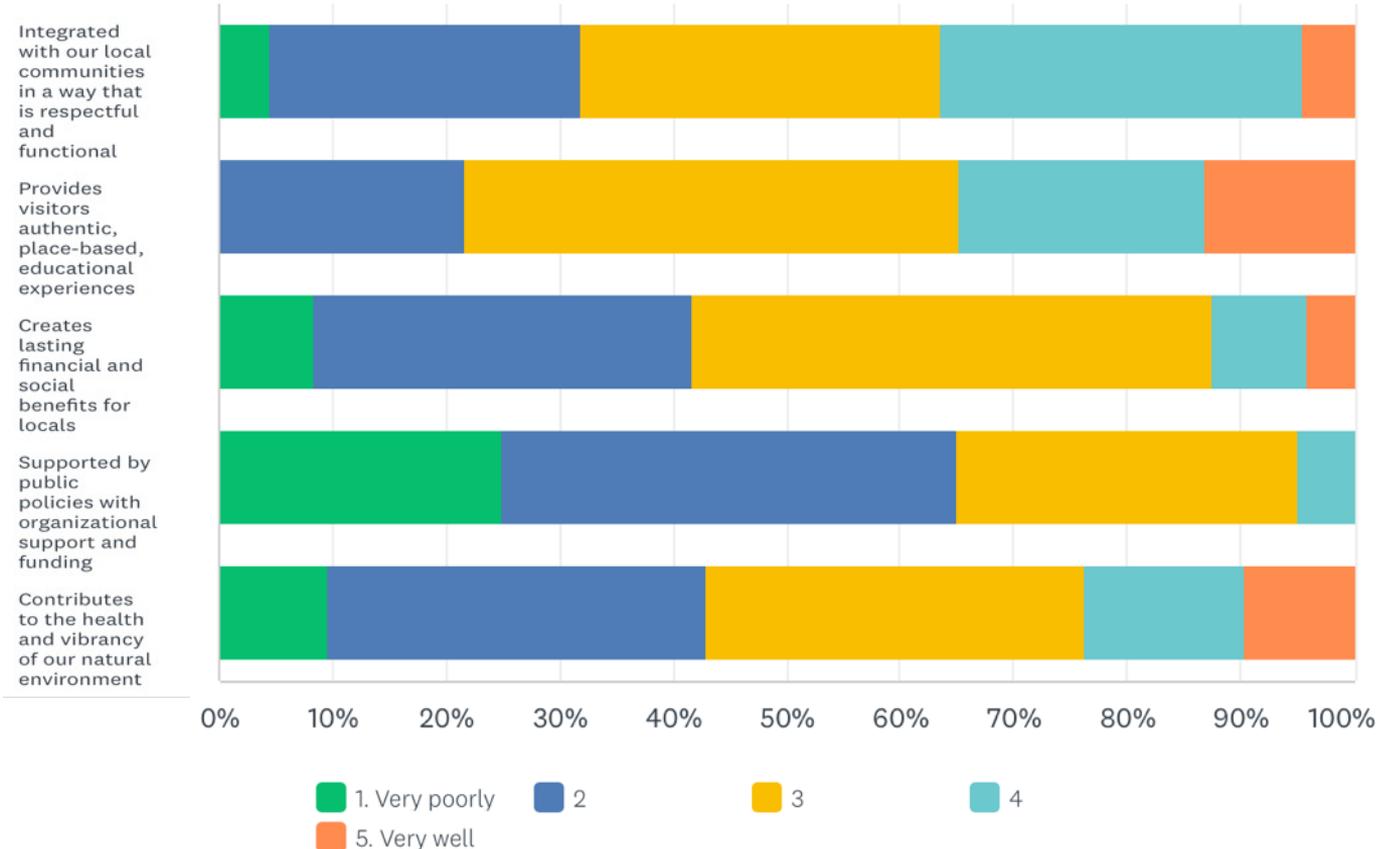
Answered: 28 Skipped: 0



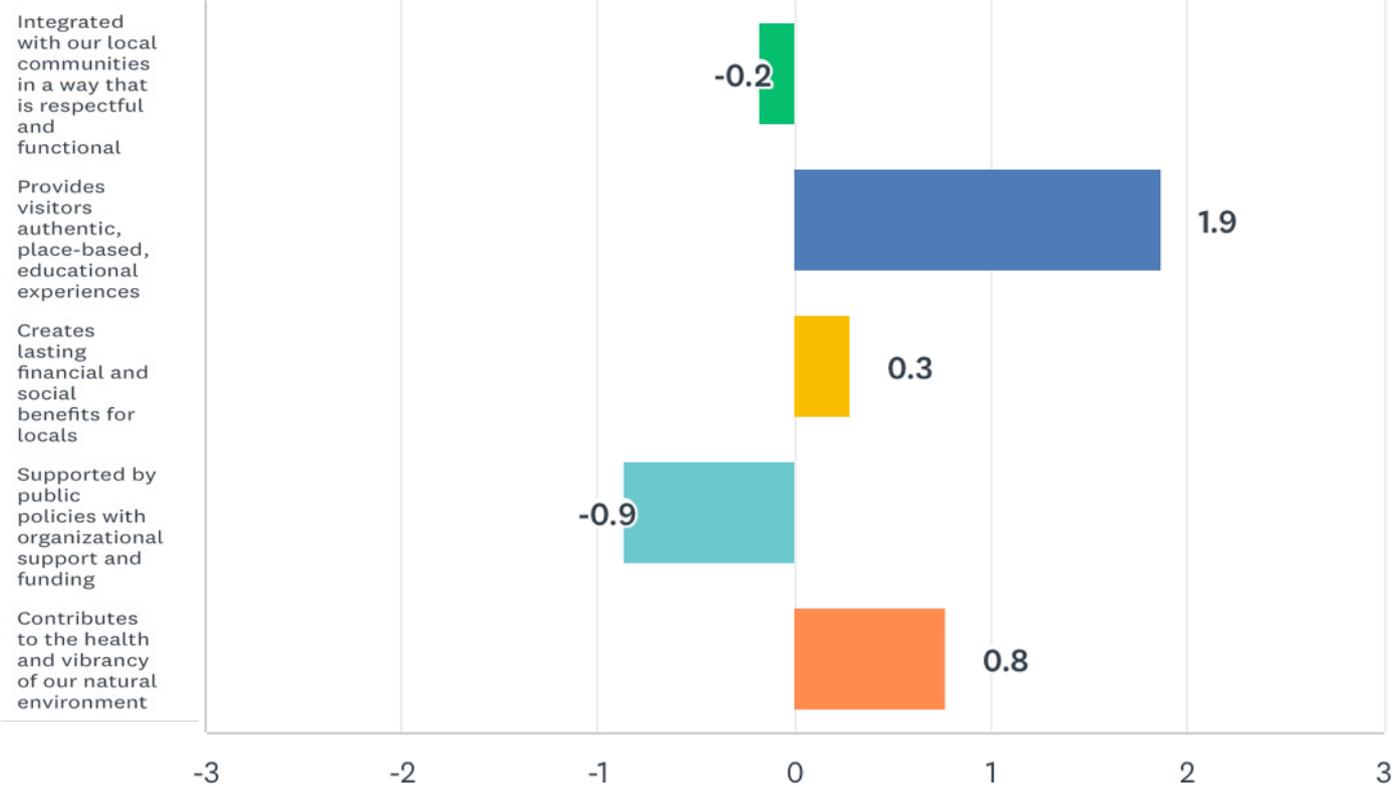
How important do you think each of the dimensions of Sustainable Tourism are for the future of tourism in the Way DownEast region? Scale: 1 = Not important; 5 = Critically important. If you are unsure, record 'Don't know'



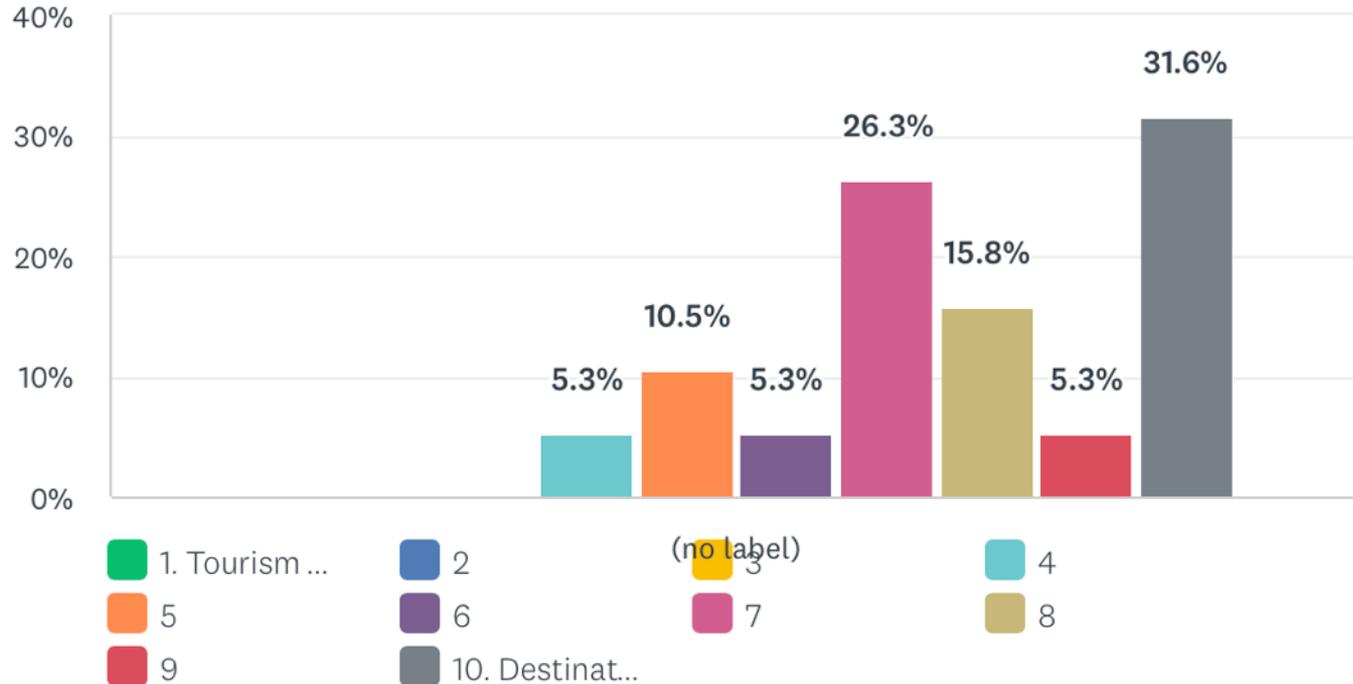
How well do you think the Way DownEast region is CURRENTLY performing for each of these dimensions of Sustainable Tourism? Scale: 1 = Very Poorly; 5 = Very Well. If you are unsure, record 'Don't know'



Given the forecast is for tourism to continue to grow, how well prepared do you think the Way DownEast region is to absorb the impacts of this expected increase, against these sustainability areas? Scale: -5 = Not at all prepared; +5 = Very well prepared. If you are unsure, record 'Don't know'



Visitation and Management Focus - over the next 10 years, where do you think the Way DownEast region should aim, on the following continuum from an 'Tourism Growth Focus' (growing the number of visitors) to a 'Destination Management Focus' (intentionally guiding and managing the local impacts of tourism and tourists). Please select the point that reflects your view on this scale.



Short Break

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