

HOW DO WE  
WANT TO  
LIVE IN 10  
YEARS?

FORE  
SIGHT ACA  
DEMY



# CONTENT

- I. WHY FORESIGHT ACADEMY?
- II. FORESIGHT ACADEMY MANIFESTO
- III. WHAT IS THE APPROACH?
- IV. HOW DO THE PARTNERS WORK TOGETHER?
- V. WHAT IS THE PROCESS?
- VI. WHAT ARE TREND RECEIVERS?
- VII. TREND RECEIVER STUDY 2022
- VIII. MASS CUSTOMER FORESIGHT 2022
- IX. WHAT ARE THE OUTCOMES AND HOW ARE THEY USEFUL?
- X. WHAT IS PUBLICLY AVAILABLE?
- XI. SUMMARY



**HOW DO WE  
WANT TO  
LIVE IN 10  
YEARS?**

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## **WHY FORESIGHT ACADEMY?**

**We make well-founded statements about future developments and work together on creating a positive future.**

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The Foresight Academy ...

... is the leading platform for cross-industry foresight research with 16 strong brands from different industries.

... is a competence cluster for trend studies, network building and methodical expertise in customer foresight and vision development.

... contributes to 'future fitness' of global players and demonstrates responsibly with coming social changes.



# MANIFESTO

## We do Foresight. Together.

We are a group of researchers and strategists, forward thinkers and doers, from global brands.

We are united around one collective mission: To listen to the needs and dreams (and fears) of individuals, to understand the forces shaping them. To learn how they want to live in 10 years.

Because we are curious. And because the future is too complex to understand on one's own.

We strive to help our companies ask the right questions and make the right decisions that will shape tomorrow.

Knowing we have a responsibility to help – not hurt – our planet in the process.

We apply foresight methods and tools – from measurement and models to intuition, creativity, and emotion.

Using facts and figures, imagery, movies, poetry and song.

We also seek to shine a light on our blind spots. We all have them.

Which is why we seek diversity and embrace inclusion. Because we're better together.

With open minds, we create insights and stories about tomorrow that spark a commitment today. In our companies and our communities. To free and responsible living.

We do Foresight. Together.

# WHAT IS THE APPROACH?

Business

Science



Design

## BUSINESS

adidas

Allianz 






e-on

FERRERO

HORNBACH 

Infineon 



 NOVARTIS

 PEPSICO

PORSCHE



sonova  
HEAR THE WORLD

 Swiss Re



## SCIENCE

 Universität St.Gallen

  
Technische Hochschule  
Ingolstadt

 COLUMBIA COLLEGE  
COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

 同济大学  
TONGJI UNIVERSITY

## DESIGN

gravity

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# HOW DO THE PARTNERS WORK TOGETHER?

Exchange

Research



Transfer

## EXCHANGE

Contemporary future-oriented work does not follow the borders between industries. Only by exchanging ideas across those borders can we understand the systemic challenges of the future, think about their implications for everyday life, and create offers and solutions that truly make sense. When industries blur, this is how new business models can be created.



## RESEARCH

Multiple perspectives across disciplines and fields of expertise create unique results. The joint project takes a bold glance at the future – grounded in the data and facts of detailed trend research, made specific by discussing hypotheses with a diverse group of respondents, and accompanied by creative thinkers and scientific institutes.



## TRANSFER

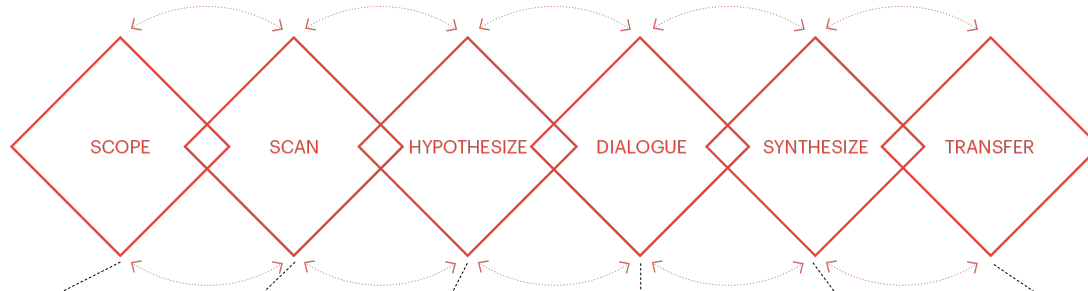
We create true value for the participating brands when trend knowledge and a future-oriented mindset are carried deep into the organizations. Presentations, tools, and cross-industry formats for easy trend transfer are part of the Foresight Academy deliverables.



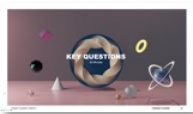
# WHAT IS THE PROCESS?

MAY 2021

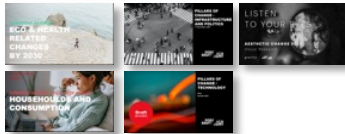
DEC 2023



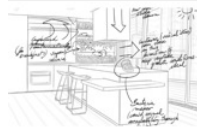
## KEY Q



## 5 PILLARS OF CHANGE

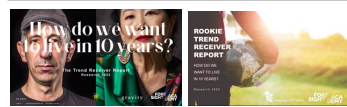


## HYPOTHESIS BUILDING



## MANIFESTO

## TREND RECEIVER STUDY



## MASS CUSTOMER FORESIGHT

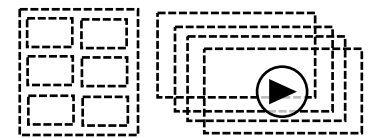
## COMPANY VISITS

## OPEN FORESIGHT

## MAKING SENSE



## VISUALIZING FUTURES



## COLLABORATIVE TRANSFER

# WHAT ARE TREND RECEIVERS?

“Trend Receivers are individuals who perceive changes and potentials of the new in a specific domain in a highly sensitive and differentiated way.”

<sup>1</sup>Hofmann, R., (2014). Visionary competence for long-term development of brands, products, and services: The trend receiver concept and its first applications at Audi, Technol. Forecast. Soc. Change.

## TREND RECEIVER CHARACTERISTICS

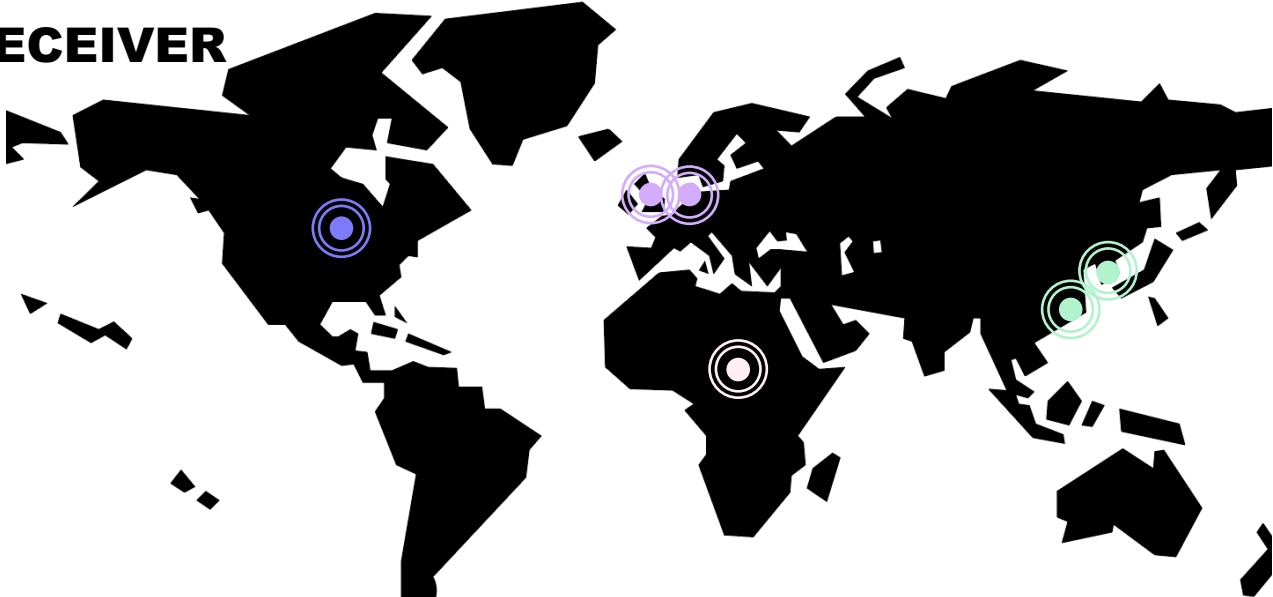
1. **Context experience**
2. **Self-abstraction**
3. **Curiosity, heterogeneity, open-mindedness**
4. **Selection competence**
5. **Biographical particularities/ discontinuities**
6. **Strong communication skills**

Trend Receivers have a high mental agility, are interested in new influences and dynamics of change.





# TREND RECEIVER STUDY 2022



**USA:**  
**CHICAGO**  
**NEW YORK**  
**MIAMI**

**16**

**EU:**  
**LONDON**  
**COPENHAGEN**

**16**

**AFRICA:**  
**SENEGAL**  
**NIGERIA**  
**CAMEROON**  
**KENYA**  
**TANZANIA**  
**RWANDA**

**12**

**ASIA:**  
**SHANGHAI**  
**NANJING**  
**HONG KONG**  
**SEOUL**

**16**

**TOTAL**

↓ Trend Receiver & Rookie Trend Receiver

**60**

# PUTTING TREND RECEIVER STATEMENTS IN CONTEXT BY QUANTITATIVE SURVEY WITH 13,300 RESPONDENTS IN 30+ COUNTRIES

## How do we want to live in 10 Years?

Mass Customer Foresight = new market research tool

### Supplementation and Validation

of research findings by Foresight Academy

### Key Topics

- Fulfilling Live
- Future Frictions
- Trust Evolution
- Sustainability for Real
- Digital Life
- Data Driven
- Culture
- Future of Consumption



**MASS CUSTOMER FORESIGHT 2022**

Survey Method Overview

**13,300+**  
global responses

**30+ countries**  
(spanning 5 continents)

Data collection will be controlled by  
Age / Sex / HHI

Algeria	Indonesia	Poland
Argentina	Italy	Romania
Australia	Japan	South Africa
Brazil	Kenya	Spain
Canada	Korea (South)	Sudan
Chile	Mainland China	Tanzania
Colombia	Mexico	Thailand
Egypt	Morocco	Ukraine
Ethiopia	Nigeria	United Kingdom
France	Pakistan	United States
Germany	Peru	Venezuela
India	Philippines	

# WHAT ARE THE OUTCOMES AND HOW ARE THEY USEFUL?



CREATIVE  
ACADEMIC  
PARTNERS

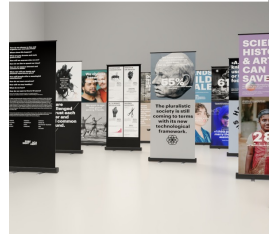
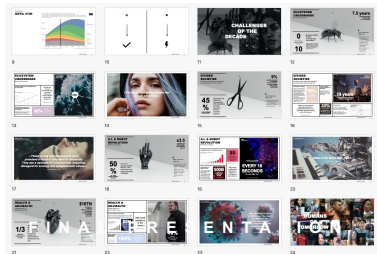
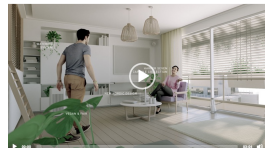
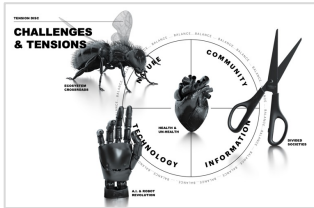
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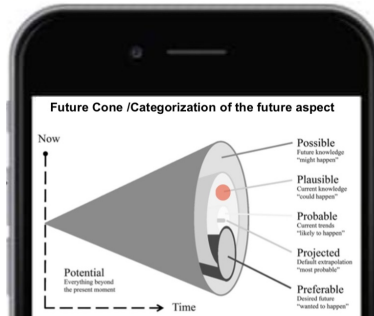
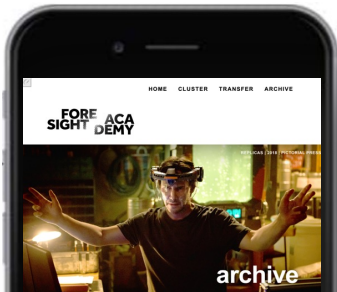
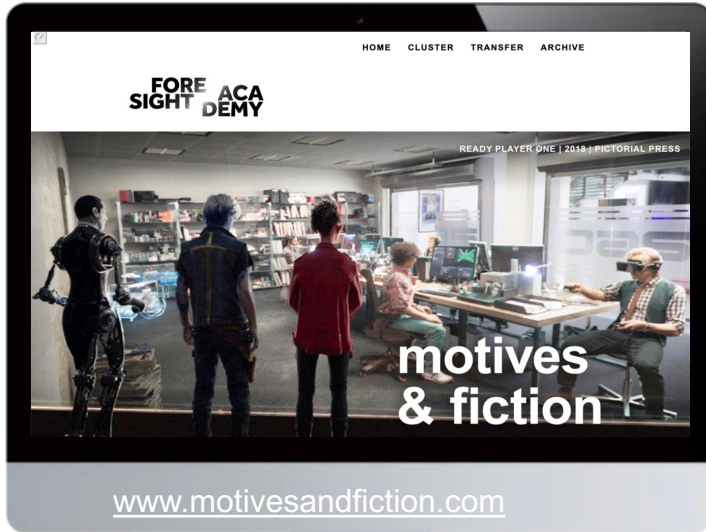


[www.foresightacademy.com](http://www.foresightacademy.com)

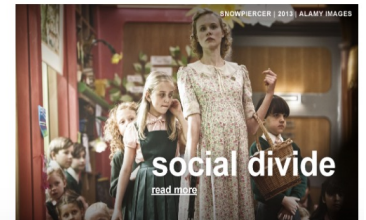
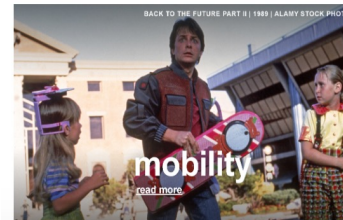
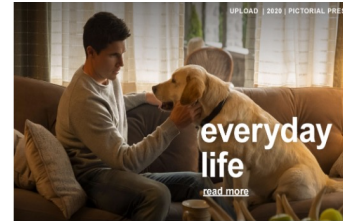
# WHAT ARE THE OUTCOMES AND HOW ARE THEY USEFUL?



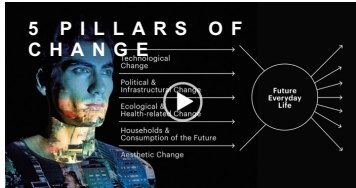
# WHAT ARE THE OUTCOMES AND HOW ARE THEY USEFUL?



**Motives & Fiction** is a joined research project of the Foresight Academy and the Technical University of Ingolstadt, Germany. The research project identified interesting overlaps and differences between the science fiction genre and foresight.



# WHAT IS PUBLICLY AVAILABLE?



WORK IN THE WORLD OF TOMORROW



SOCIAL MEDIA TRENDS



TRENDS IN VISUAL AESTHETICS

Find some impressions and content on our Foresight Academy website: [www.foresightacademy.com](http://www.foresightacademy.com)

Examples given:

- ✓ **Final content** summarized in a “One Minute Trailor” and “5 Pillars of Change Summary Clip”.
- ✓ **Methodology Handbooks** such as “Making sense of the future” and “The Foresight Academy Methodology”.
- ✓ **Featured Articles** such as “Work in the world of tomorrow” (F.A.Z, 30.09.22), “Social Media Trends” by Dr. Annekathrin Kohout and Prof. Dr. Wolfgang Ullrich who analyze the most important changes in social media or “Trends in visual aesthetics” by Dr. Rebecca Swift, gettyimages.

On top we provide publicly available foresight knowledge:

- ✓ **Motives & Fiction** is a joined research project of the Foresight Academy and the Technical University of Ingolstadt, Germany. The research project identified interesting overlaps and differences between the science fiction genre and foresight: [www.motivesandfiction.com](http://www.motivesandfiction.com)
- ✓ **Open Foresight Hub** is a wiki dedicated to organizing and sharing foresight knowledge: [www.openforesighthub.org](http://www.openforesighthub.org)

News and more impressions about the Foresight Academy are on our [LinkedIn](#) page. For further questions or inquiries please write to [carmen.fischer-seeger@foresightacademy.com](mailto:carmen.fischer-seeger@foresightacademy.com).

# SUMMARY

## FORE SIGHT ACADEMY

adidas

Allianz



e-on

FERRERO



infineon



NOVARTIS



PORSCHE

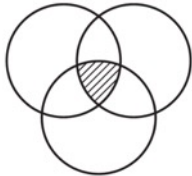


SONOVA  
HEAR THE WORLD



Business

Science



Design

Together with reputable universities in the EU, US, and China and with diverse creative inputs, participants work on the key challenges of their own industries and other sectors.



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## CROSS-INDUSTRY EXCHANGE



## CREATING THE FUTURE TOGETHER.

The Foresight Academy is a unique cooperation of 16 top brands working in conceiving a positive future and creating it in the real world. It is a platform by companies for companies.

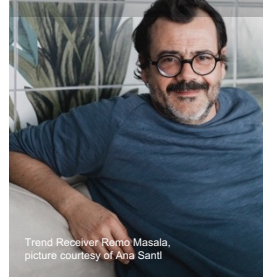
We create concrete visions of everyday life in the future. Together, we work towards a future worth building.

## INTERNATIONAL SCOPE



## IN-DEPTH RESEARCH

Trend Receiver conversations as one core method. Trend Receivers combine a customer perspective with a high level of sensitivity to larger societal trends and realities. Together with them, we imagine a future worth building. Learn more on foresightacademy.com



## IMAGES OF DESIRABLE FUTURES



## REPORTS & TOOL KITS

