



# Tulevaisuus- ajattelua yllätysten ajassa

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**@Lillinen**

SITRA





## VUCA

**Volatile  
Uncertain  
Complex  
Ambiguous**

## BANI

**Brittle  
Anxious  
Non-linear  
Incomprehensible**



## Postnormal times

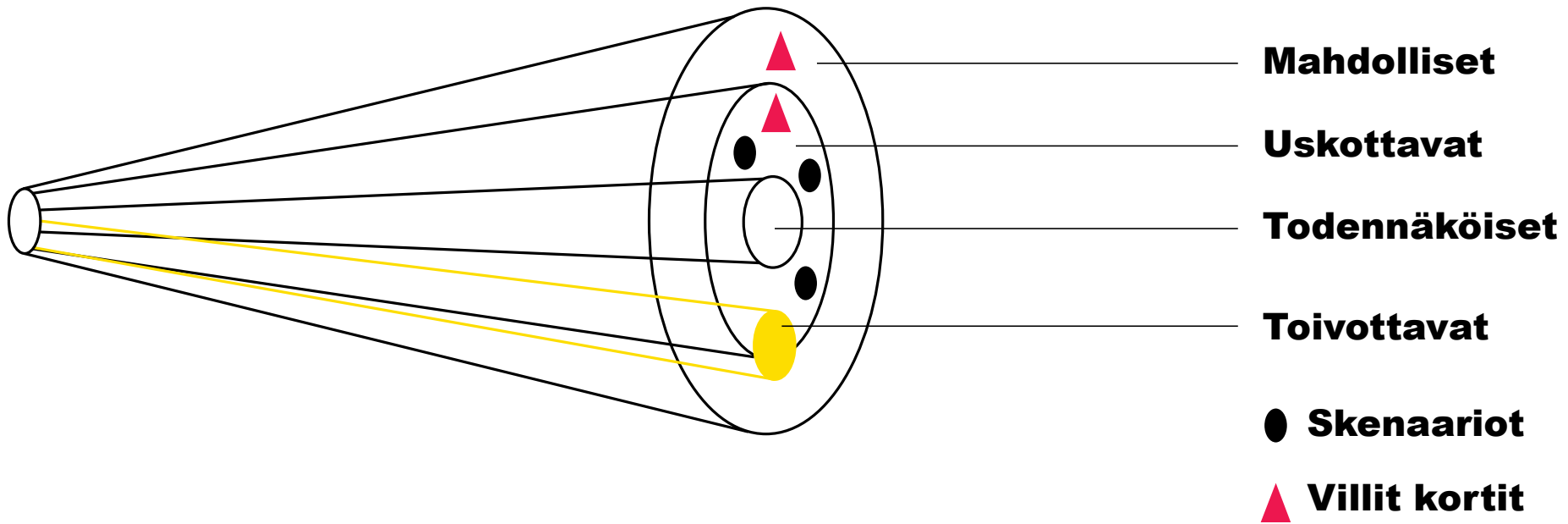
*“We are entering an era where **complexity, chaos and contradictions** will become the dominant themes; and **uncertainty and ignorance** will increase drastically”*

Sardar [2015](#), [2010](#)

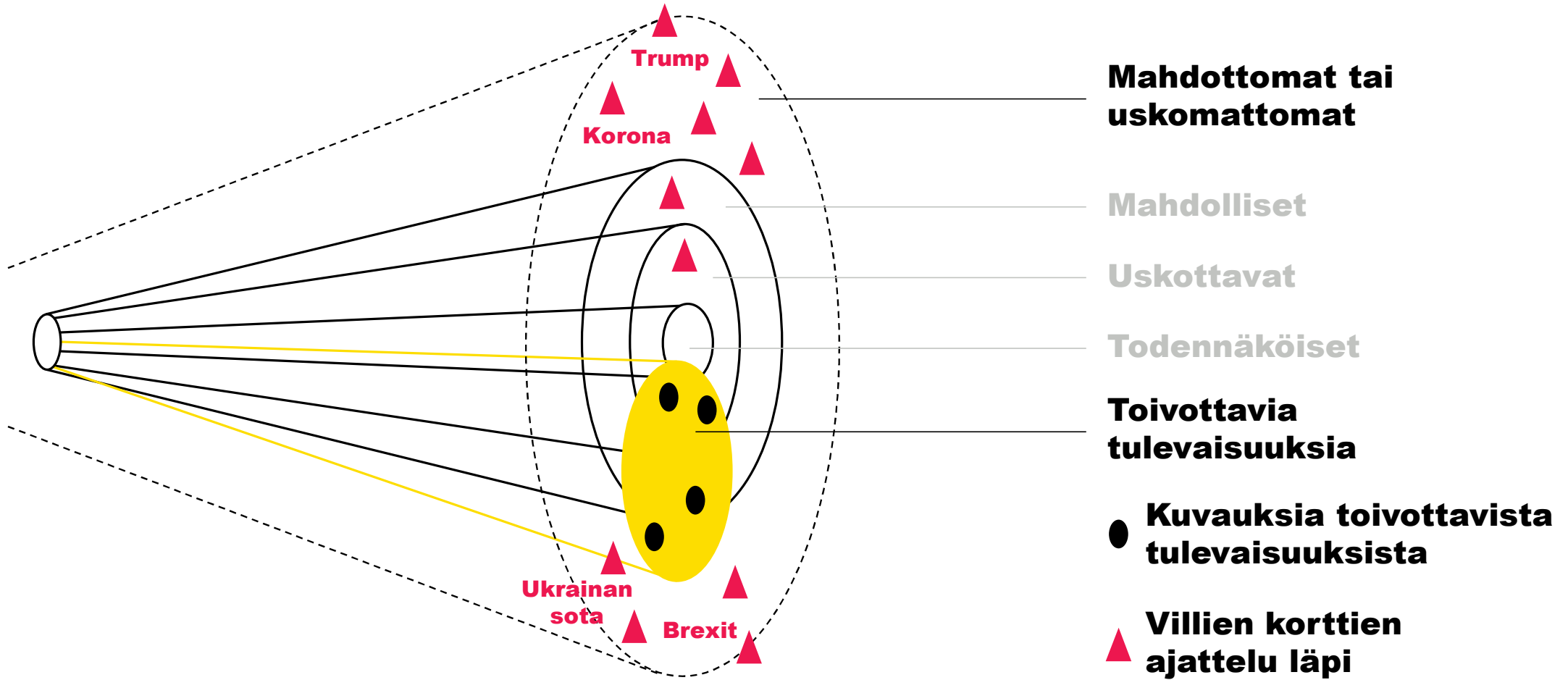


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# Tulevaisuustötterö



# Tulevaisuustötterö on usein liian kapea



**Tulevaisuuksia on monia.**

**Voimme vaikuttaa niihin.**

**Meillä on vastuu ajatella  
pidempää aikaväliä.**

# Kolme vinkkiä tielle tulevaisuuteen

1

**Luo yhteistä ymmärrystä muutoksista**

2

**Haasta oletuksia tulevaisuudesta**

3

**Kuvittele toisenlaisia tulevaisuuksia**



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1

# LUO YHTEISTÄ YMMÄRRYSTÄ MUUTOKSISTA

Tulevaisuus rakentuu nykyhetken jännitteiden varaan.



# MEGA TRENDIT

*& KOKONAISKUVA*



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**Väestö ikääntyy ja monimuotoistuu**

**Verkostomainen valta voimistuu**

*Reilu vai eriarvoistava siirtymä?*

*Keskittetyt päätökset vai laaja osallistuminen?*

*Luottamus vai polarisaatio?*

**Ekologisella jälle-  
rakentamisella on kiire**

*Kestävyyssvaje*

*Tulevaisuusvalta*

*Ympäristö resurssina vai ympäristön tilan parantaminen?*

*Ratkaisut mahdollisuutena vai uhkana?*

**Talous etsii suuntaansa**

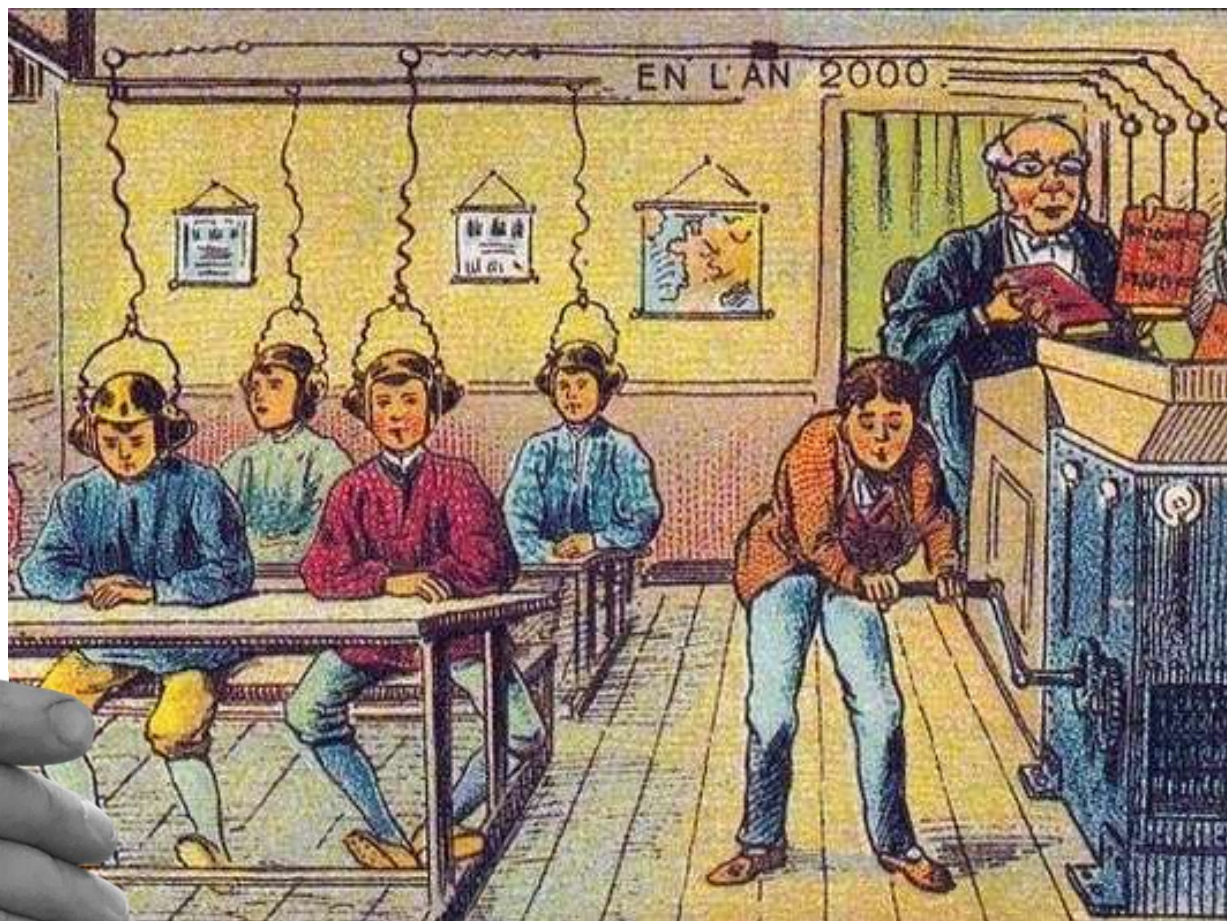
**Teknologia sulautuu kaikkeen**

*Työn ja kulutuksen muutos*

# 2

## **HAASTA OLETUKSIA TULEVAISUUDESTA**

Tulevaisuus on toisenlainen.

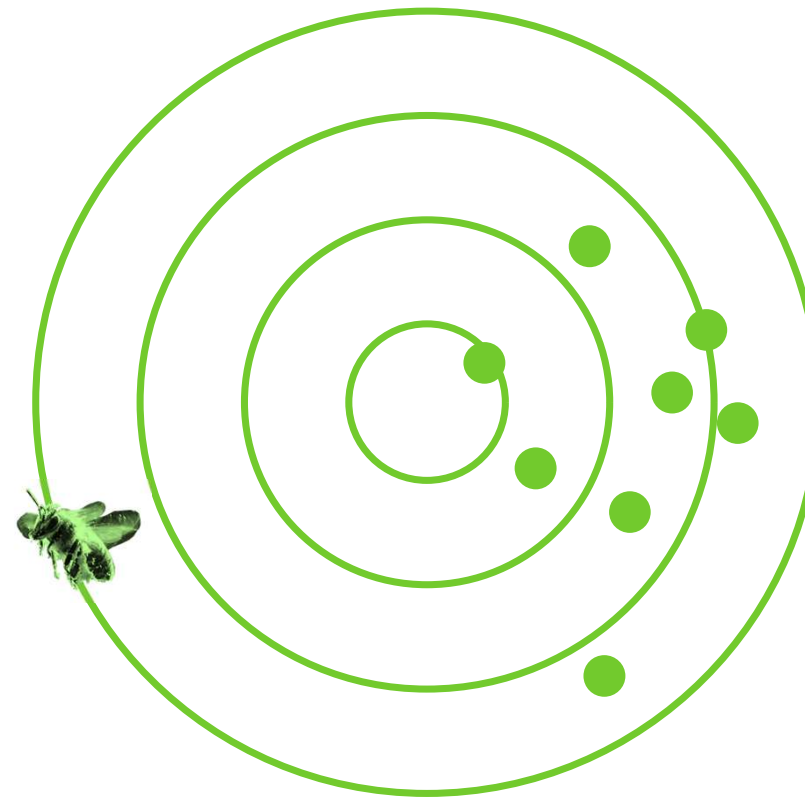


Kuvan lähde: [https://commons.wikimedia.org/wiki/Category:France\\_in\\_XXI\\_Century\\_\(fiction\)#/media/File:France\\_in\\_XXI\\_Century\\_School.jpg](https://commons.wikimedia.org/wiki/Category:France_in_XXI_Century_(fiction)#/media/File:France_in_XXI_Century_School.jpg)

# Heikot signaalit auttavat ajattelemaan toisenlaisia tulevaisuuksia

Mikä ihmeen heikko signaali?

No merkki mahdollisesti nousevasta asiasta tai ensioire mahdollisesta muutoksesta



Tarkempia määrittelyjä: [Hiltunen 2010](#) ja [van Veen & Ortt 2021](#)

## Trendi

- Kehityskulku, tällä hetkellä nähtävissä oleva muutoksen suunta
- Kertoo nykyisen järjestelmän kehityksestä
- Mitä seuraavaksi?



## Heikko signaali

- Merkki mahdollisesti nousevasta asiasta, muutoksen ensioire
- Haastaa nykyistä järjestelmää
- Mitä jos...?



# Seoul, First Local Gov't to Start New-Concept Public Service with "Metaverse Platform"

Mayor's News

11/08/2021 SMG 24249



Lähde: Seoul Metropolitan Government, 2021



[Our Story](#) [Login](#)

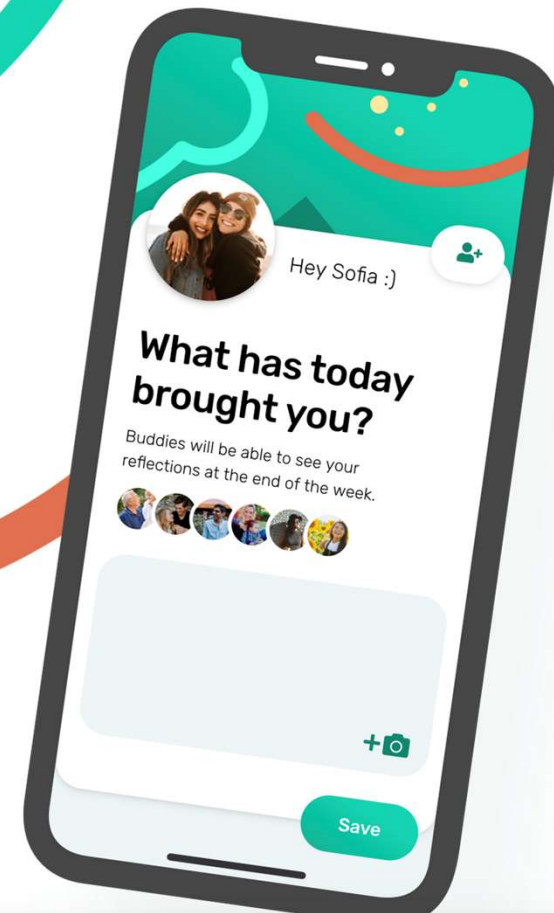
[Sign up free](#)

Slow down, start reflecting

# Daily reflections with friends, revealed on Sunday.

Download on the  
 App Store

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 Google Play







Lähde: Twitter, 2021 (Kuvassa Alvaro Morata)

3

**KUVITTELE TOISENLAISIA  
TULEVAISUUKSIA**

Tulevaisuus on toisenlainen.



**”Mitä jos maailmassa  
ei olisi aseita?”**

Elise Boulding

Mitä jos kaikki  
voisivat saada  
lainaa, köyhätkin?

Mitä jos  
meillä ei olisi  
jätettä?

Mitä jos  
kaikki lapset  
pääsisivät  
kouluun?

# Mitä jos...

Mitä jos toisiaan  
vastaan sotineet maat  
muodostaisivatkin  
yhteisön?

Mitä jos kaikkiin  
museoihin pääsisi  
yhdellä kortilla?

Mitä jos jokaisella  
olisi oikeus omaan  
kotiin,  
asunnottomillakin?



Experi?

everyone  
was happy?

we supported  
each other



CLIMATE  
CRISIS

we all  
put things  
back



the only  
way to  
solve  
the problem  
is to  
change  
ourselves

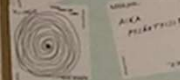


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**“It doesn’t  
have to be  
the way it is.”**

- Ursula Le Guin