



FutureTales LAB™

A MEMBER OF
MQDC

HORIZON SCANNING

Dr Pannin Sumanasrethakul | FutureTales Lab by MQDC

Problem Labs: Executive Future Thinking for Justice Series

12 May 2021



“Any company that cannot imagine the future
won’t be around to enjoy it”

- GARY HAMEL -

FUTURETALES LAB BY MQDC

A FUTUROLOGY CENTER SET UP BY THE LEADING PROPERTY DEVELOPER
WHERE GREAT MINDS GATHER TO CREATE THE GREATER FUTURE

OUR FOCUS



FORESIGHT

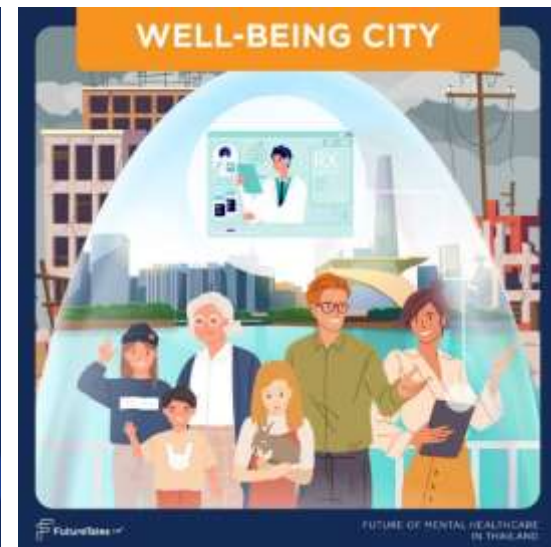
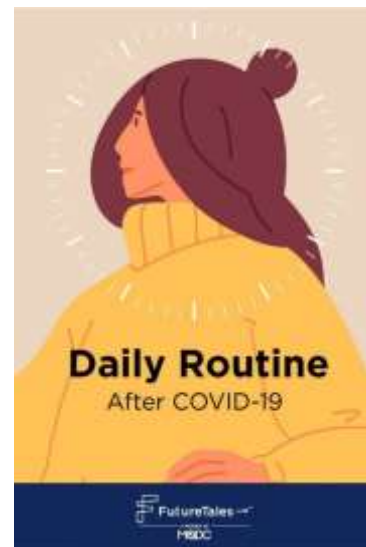
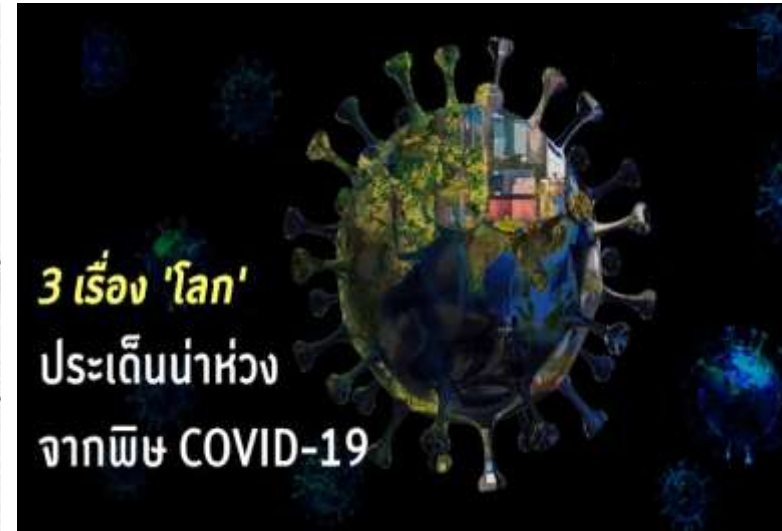


DATA PLATFORM



COLLABORATION

FutureTales Lab in Action





AGENDA



HORIZON SCANNING: Signal

IU MATRIX: Drivers of Change

FTL CASE STUDY: Life pattern in the future

AGENDA



HORIZON SCANNING: Signal

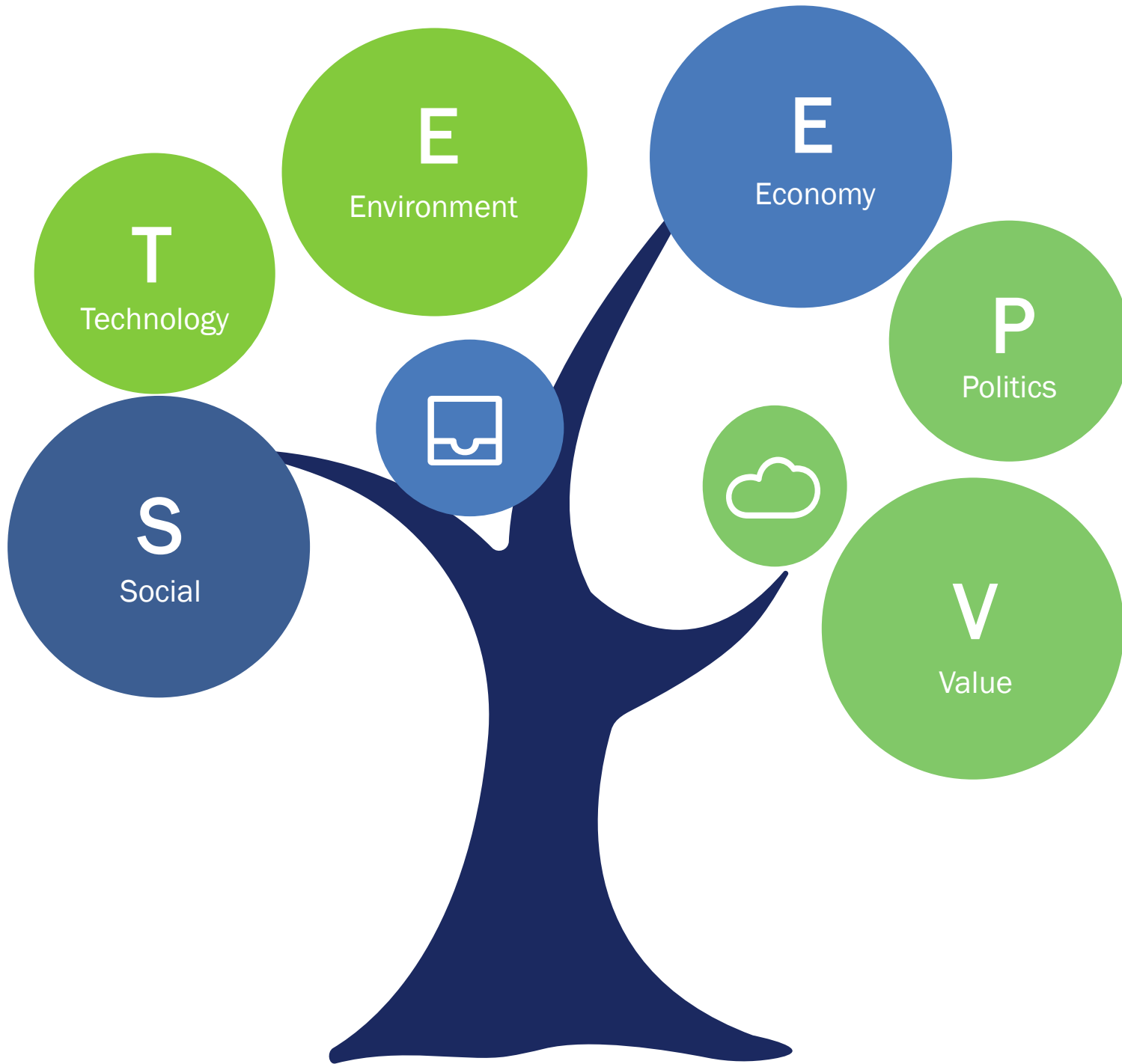
IU MATRIX: Drivers of Change

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Foresight process

Horizon scanning





Framework
STEEPV



SIGNAL

Small signals are all around us today and point to what's possible in the future.

Signals are concrete events, data points, and developments from the present that give us hints about the future.

Source: IFTF, 2020



What signals suggest the beginning of a larger pattern that's forming?

What surprises you?
What kinds dilemmas are suddenly laid bare?

What signals do you see around you today that give you hope or give you pause?



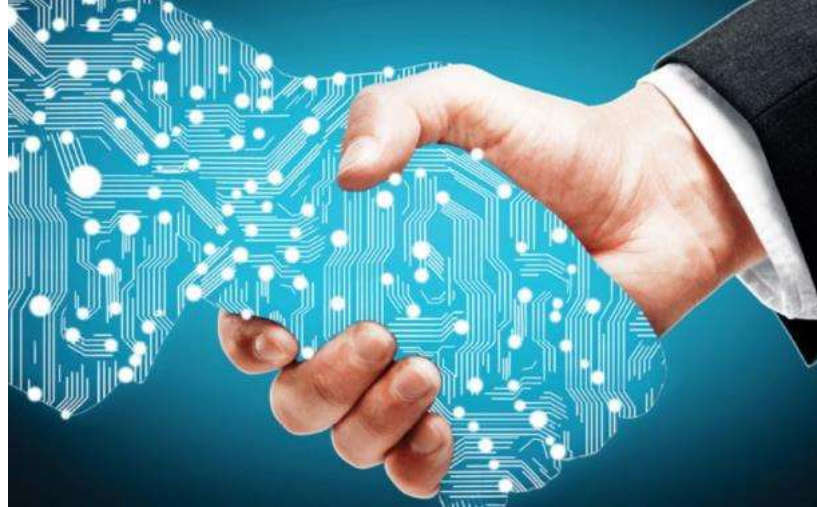
D5 fx 2020

	A	B	C	D	E	F	G	H
1	Trend / Weak Signal	Description (one sentence)	Evidence (author/s)	Evidence (year; 2015-)	Evidence (title)	Evidence (1 link to a research paper, report or dataset)	Relevance to focal topic (one sentence)	STEEP category
2	Natural disasters	Increasing frequency of intense hydrometeorological disasters (extreme weather) and impact in AsiaPac	UN ESCAP	2019	Summary of the Asia Pacific Disaster Report	https://bit.ly/3fLogsk	Cities will be forced to adapt infrastructure and settlement patterns in response to extreme weather events	Environmental
3	Flood risk	Growing number of people living in or near vulnerable coastal, river and delta regions face the risk of flooding	Adriana Kocornik-Mina; Thomas K.J. McDermott; Guy Michaels; Ferdinand Rauch	2015	Flooded Cities	http://cep.lse.ac.uk/pubs/download/dp1398.pdf	Urban planning and governance processes will increasingly factor in vulnerability and make hard decisions about retreat and resettlement	Social
4	Social inequity	Gap between rich and poor is increasing, especially in East Asia and Pacific, and especially post-pandemic	Oxfam	2020	Dignity not Destitution	https://www.oxfam.org.au/what-we-do/inequality/	Urban areas are hotspots for inequity, and will be required to address issues of access to safe and sustainable housing, energy, water and sanitation etc.	Economic
							Because of urban heat island effect, heat waves can	

Social – Technology - Economy



Disruptive Gen Z



Deeper AI Learning



Isolation Economy

Environment - Politics - Value



Clean energy from waves



Nationalism



Individual VS Collective



PM2.5



COVID-19

**Horizon scanning:
Crisis driven case**

REGIONAL CRISIS: PM 2.5 pollution plagues major Asian and world cities, leaving a hanging haze that disrupts multiple aspects daily life

TECH

Technological Assistance
Not enough use of current technology for detection or prevention

ECON

Economic Downturn
Major cities are no longer attractive for skilled workers or companies

SOCIAL

Social Shakeup
Citizens in major cities are reaching a tipping point where debilitating pollution will not be tolerated

ENVI

Environmental Decay
Flora and fauna are at risk of dying or populating, affecting long-term biodiversity

POLITIC

Political Weight
Governments need to get involved in anti-pollution measures if any progress is to be made

GLOBAL CRISIS: Novel Coronavirus 2019 (Covid-19) is a highly contagious virus strain causing a global pandemic



Social Panic

Fear of contracting the virus through human interaction is shifting social and consumer behavior



Economic Turmoil

Manufacturing and tourism/hospitality industries are scrambling to survive



TECHNOLOGY

People are more aware and demanding for their personal hygiene and health



Political Weight

Governments need to get involved in anti-pollution measures if any progress is to be made



Healthcare

People are more aware and demanding for their personal hygiene and health

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SIGNAL

More than 4 in 10 parents of 6- to 8-year-olds (43 percent) in the U.S. say their children use voice-activated assistants to help with homework.

SO WHAT?

This will influence the way kids think about how to learn and where information comes from. It could even shape how they interact with parents and teachers at home and in the classroom.

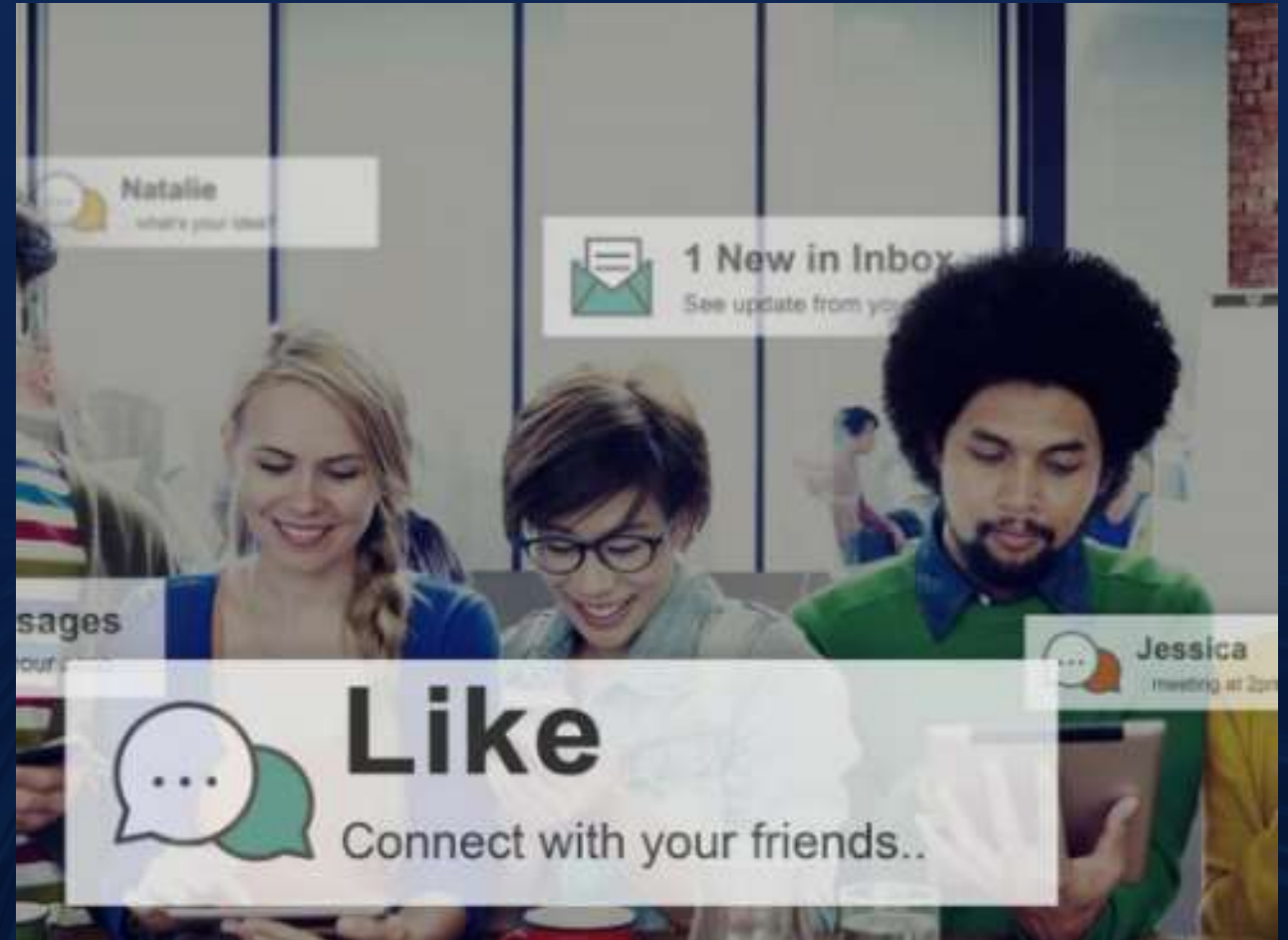
Source: IFTF





Digital Natives

DRIVER
not a signal

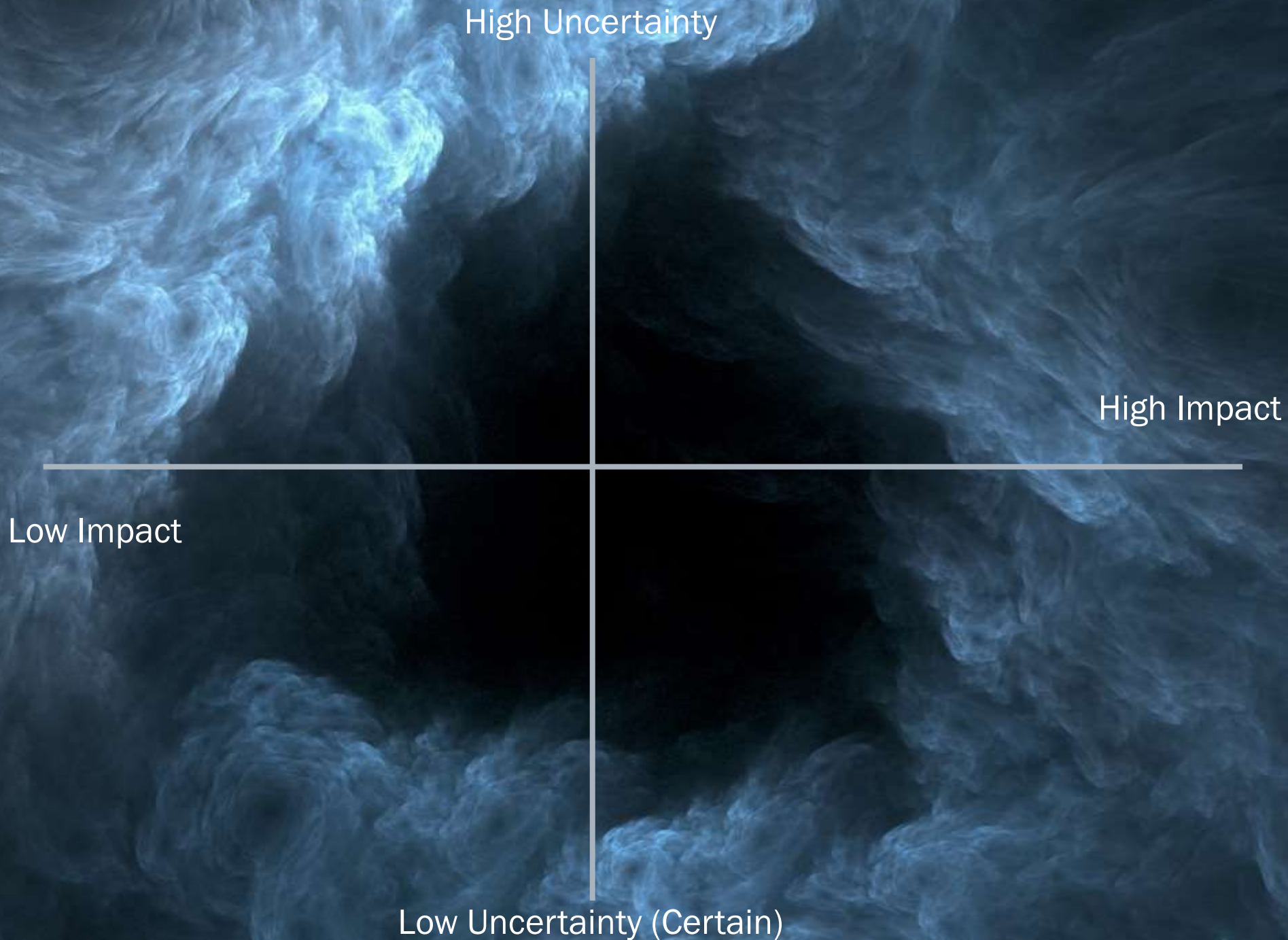




Impact Uncertainty (IU) Matrix

Impact:
High VS Low Impact

Uncertainty:
High VS Low
Uncertainty





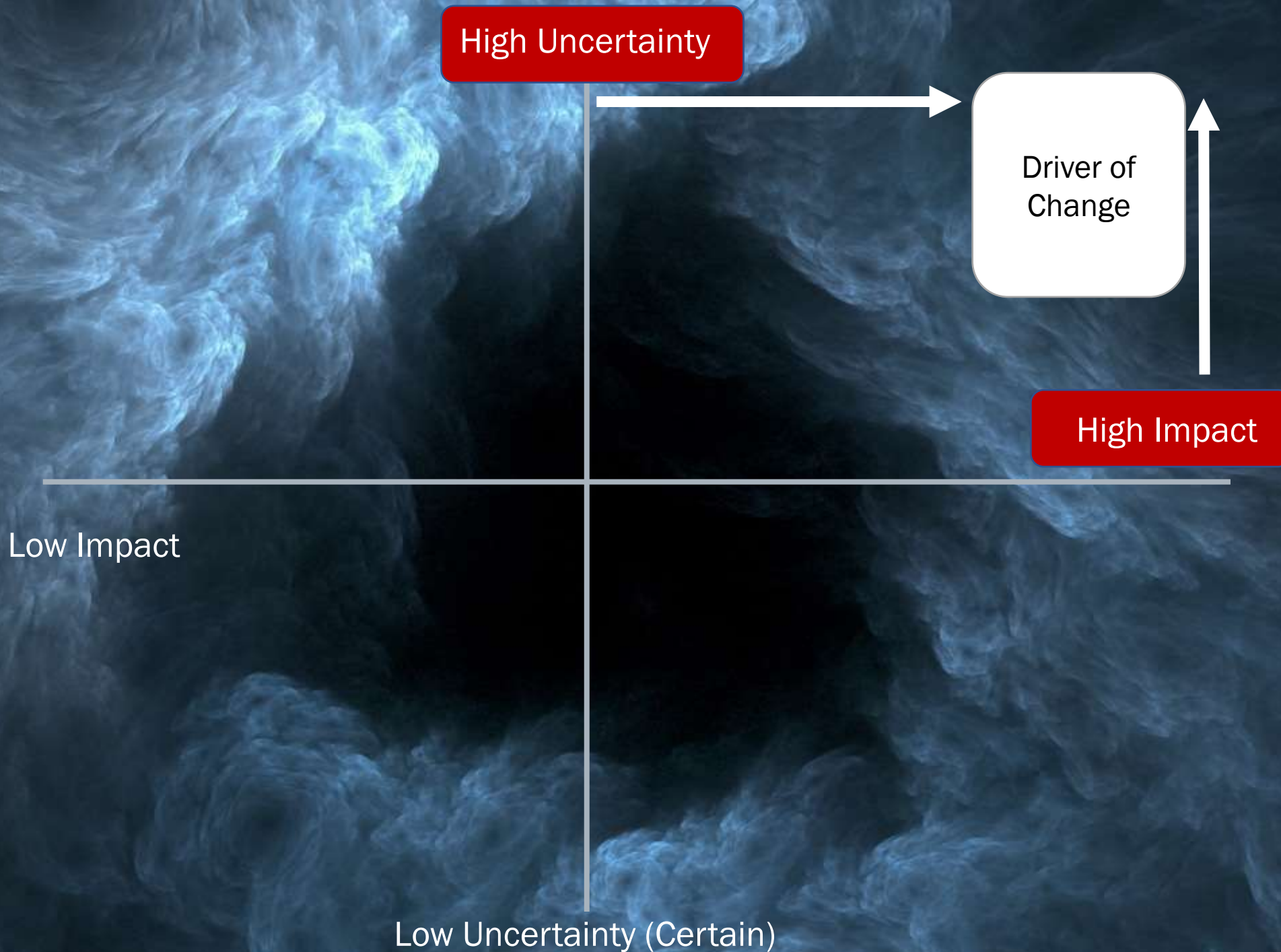
Future of

Impact:

How much influence will this have on the answer to your Central Question?

Uncertainty:

How sure are you about the outcome of the driver (or direction of change?)



Cross-Impact Analysis to Select Driver of Change



SOCIAL



TECH



ECONOMY



ENVIRONMENT



POLITICS



VALUE



Generation shift

Aging

Migration

Health crisis

Human +
Machine

AI

Quantum
computing

Space Tech

Platform of
everything

Winner takes all

Data Driven &
Personalization

Deglobalization

Climate crisis

Biodiversity loss

New energy

New habitat

Geopolitics

Spurred terrorism

Power shift

Cyberwarfare

Mixed race

Mixed gender

Family value

Source: FutureTales Lab Research Team

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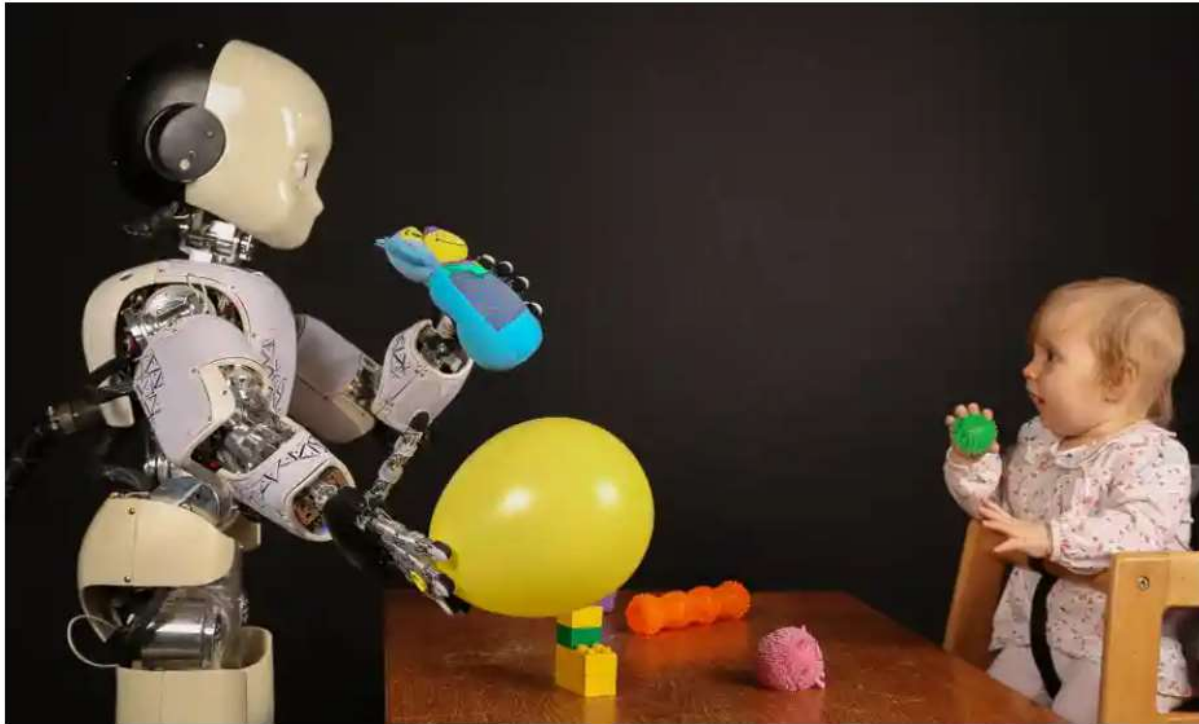
FTL STUDY: Life pattern in the future

Rise of Useless Class: Redefined Marginalized Group?



AI will create 'useless class' of human, predicts bestselling historian

Smarter artificial intelligence is one of 21st century's most dire threats, writes Yuval Noah Harari in follow-up to Sapiens



▲ 'Most of what people learn in school ... will be irrelevant by the time they are 40 or 50,' says Yuval Noah Harari. Photograph: Antonio Olmos

Harari says, “What might be far more difficult is to provide people with meaning, a reason to get up in the morning. Satisfaction will be a commodity to pay for: our moods and happiness controlled by drugs; our excitement and emotional attachments found not in the world outside, but in immersive VR.”

Scenarios in the Next 40 Years



The Great Reset: 2020-2030



Asymmetrical Global Development:
2031-2040



Technological Singularity: 2041-2050
Tipping Point of Humanity



The Great Migration - Humanity is Redefined:
2051-2060



“Future Anticipations” are not predictions. They are not meant to be ‘right’ or ‘wrong’, ‘good’ or ‘bad’, but to offer interesting (and in some cases challenging, stretching or controversial) pictures of the future.

This will lead to provide a safe space/ sand box to explore alternative ways that we might develop and the choices that various stakeholders might make for the more ‘*preferable future*’.

ABOUT FUTURETALES LAB BY MQDC

FutureTales Lab by MQDC is a futurology center set up by the leading property in future studies. We study, analyze, and compile information essential to identify solutions for the future well-being of humankind.

FutureTales Lab by MQDC has 8 core competencies: future of living, technology & robotics, future of healthcare, future of learning, climate crisis, biodiversity, global energy, and space exploration.

Researchers at FutureTales Lab by MQDC concentrate on data analysis, exploration, and future prediction, and creating platforms for local and international futurists from the government, private, and educational sectors as well as communities to cooperate and grow together.

Located at True Digital Park in Bangkok, FutureTales Lab acts as a center for the distribution of knowledge and fresh thinking in various areas such as design, policymaking, research, and infrastructure.

FutureTales Lab provides researchers, business partners, and the general public with open access to information and research works related to future studies. For more information, visit



www.futuretaleslab.com



[FutureTalesLab by MQDC](#)



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ABOUT MQDC

Magnolia Quality Development Corporation Limited (MQDC) is a property developer that develops, invests in, and manages residential, mixed-use, and 'theme' projects, including retail and hotels, with a corporate commitment to 'For All Well-Being'. MQDC brands include Magnolias, Whizdom, The Aspen Tree, Mulberry Grove, and The Forestias, catering for a range of healthy, sustainable lifestyles.

