



FORESIGHT ACADEMY

We do Foresight. Together.

SINCE 2019

FORESIGHT ACADEMY 2024-2026

Allianz 

A GLOBAL BEVERAGE COMPANY



Beiersdorf

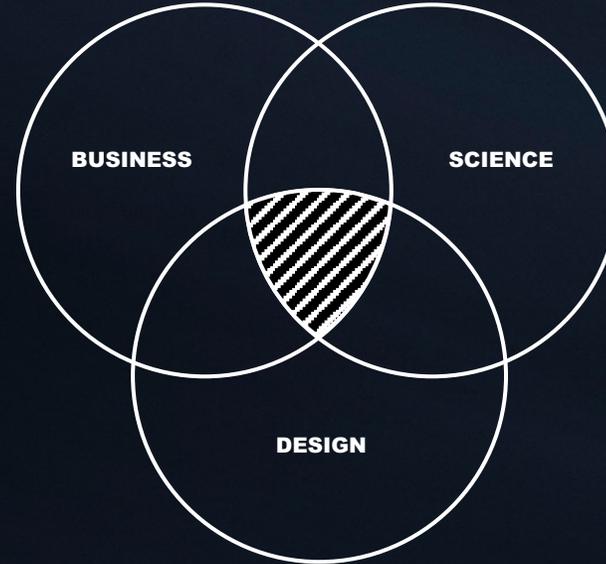
 University of St.Gallen

B/S/H/

e-on

FERRERO

HORNBACH 




Technische Hochschule
Ingolstadt

ESTEEMED FURNITURE COMPANY

 Kaufland



PORSCHE

 COLUMBIA COLLEGE
COLUMBIA UNIVERSITY in the CITY of NEW YORK



SIEMENS

STRÖER

 Swiss Re

 同济大学
TONGJI UNIVERSITY

gravity gettyimages®

FORE
SIGHT ACADEMY

WE DO FORESIGHT. TOGETHER.



WE ARE THE LEADING FORESIGHT COLLABORATIVE.



WHAT IS OUR VISION?

VISION



FORESIGHT ACADEMY / APPLICATION ACADEMY

We are the Foresight Academy. A collaborative of the **likeminded** seeking to understand and shape a better tomorrow.

We enable people and organizations to be **future-ready and future-optimistic**, creating the building blocks to realize **desirable futures**.

We deeply believe in the **power of open collaboration**, and to seek global perspectives in the pursuit of **prosperous and responsible living**.

We do foresight. **Together.**

FROM COMPANIES

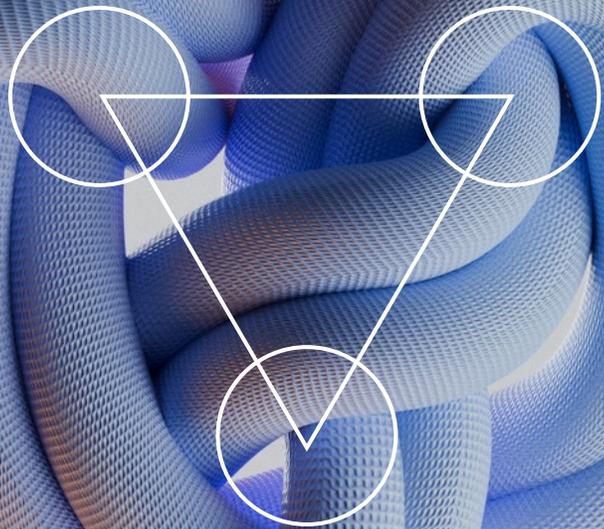


FOR COMPANIES.

HOW DO THE PARTNERS WORK TOGETHER?

EXCHANGE

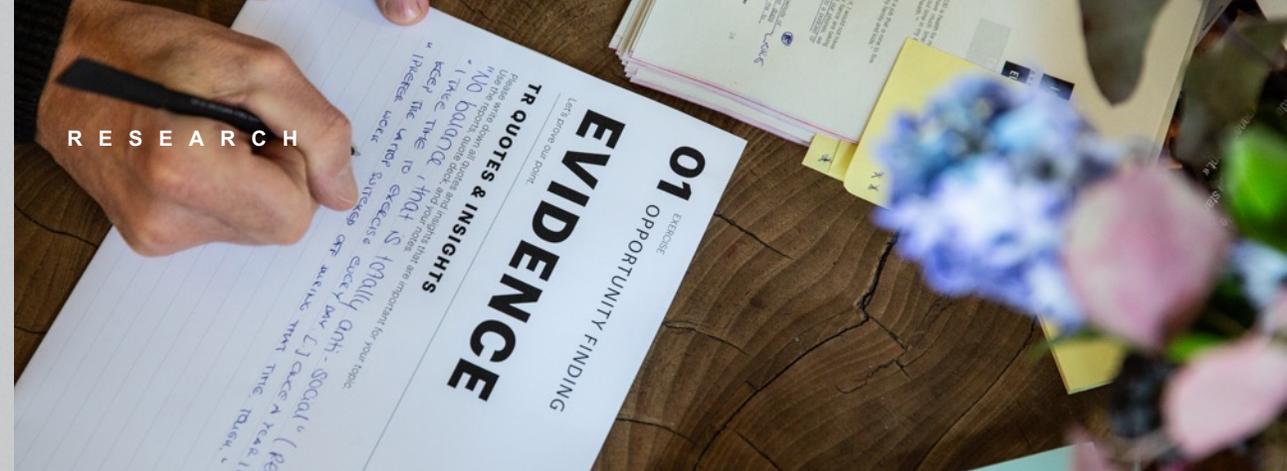
RESEARCH



TRANSFER



EXCHANGE



RESEARCH



TRANSFER

BUILDING ON 9 YEARS OF COLLABORATIVE FORESIGHT



Jan 2017 – April 2018

Study
»How do we want
to live in 10 years?«

Feb 2019 – Jan 2021

FORE SIGHT **ACA DEMY**

May 2021 – Dec 2023

FORE SIGHT **ACA DEMY**

Sept 2024 – Sept 2026

FORE SIGHT **ACA DEMY**

2027 +

FORE SIGHT **ACA DEMY**

AUDI
BSH
ESTEEMED FURNITURE COMPANY
HORNBACH

ADIDAS
ALLIANZ
AUDI
BSH
FERRERO
HORNBACH
GLOBAL TOY COMPANY
PORSCHE
SONOVA
SWISS RE
DEUTSCHE TELEKOM
UBS
VR-BANK

ADIDAS
ALLIANZ
AUDI
DEUTSCHE BANK
E.ON
FERRERO
HORNBACH
INFINEON
MCDONALDS
NOVARTIS
PEPSICO
PORSCHE
SAP
SONOVA
SWISS RE
DEUTSCHE TELEKOM

ALLIANZ
A GLOBAL BEVERAGE COMPANY
AUDI
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LIDL
PORSCHE
SAP
SCHWARZ GRUPPE
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STRÖER
SWISS RE



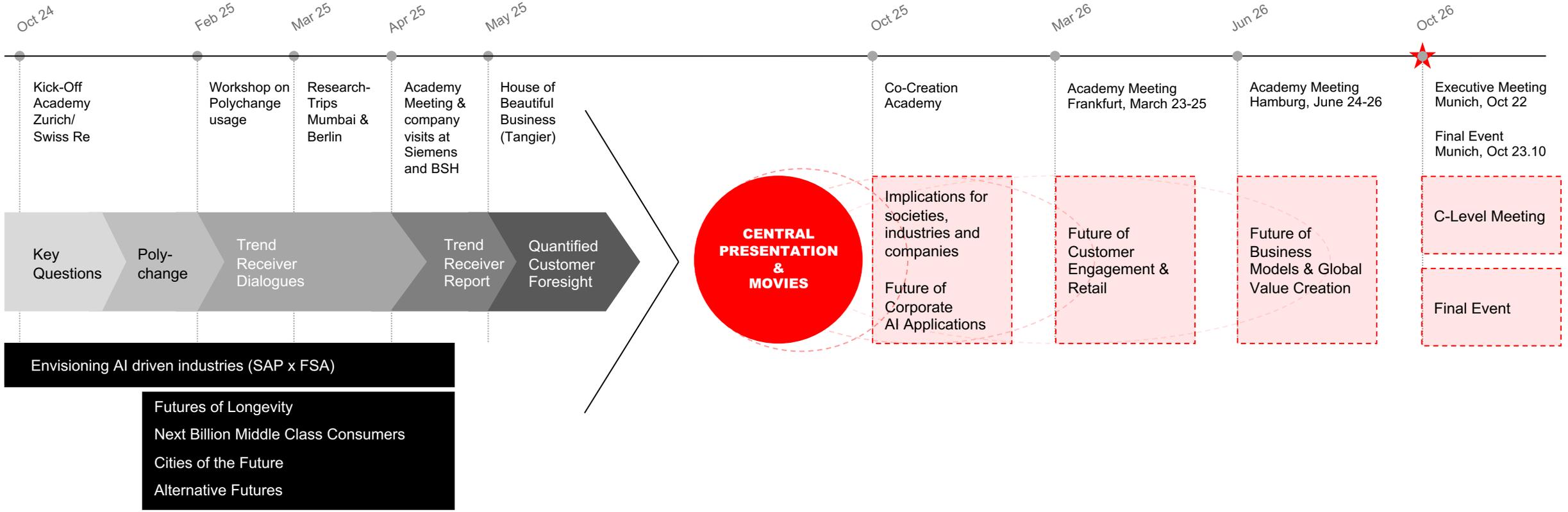
NEW
&
OLD
BRAND PARTNERS
CALL FOR ENTRIES

YEAR 1

HOW DO WE WANT TO LIVE IN 10 YEARS
UNDER THE ASSUMPTION OF POLYCHANGE?

YEAR 2

FROM FORESIGHT TO BUSINESS –
HOW DO WE APPLY OUR OUTCOMES?



COMMUNICATION



- Twelve Magazine Article | WHITEPAPER LONGEVITY | ARTICLE ON QCF | Conference papers & contributions (e.g., ISPIM, Futuromondo) ...
- LinkedIn posts | Ströer "Breakthroughs" | FSA SharePoint | FSA Website
- Open Foresight Hub | Beiersdorf Connect | House of beautiful Business | Siemens AI Summit | Futuromondo | ISPIM | Academy Meetings

FRAMING

BASIC RESEARCH

QUALITATIVE RESEARCH

QUANTITATIVE RESEARCH

COMMUNICATION ASSETS

SCOPE

CONTEXT

DESIRABLE FUTURES

MAINSTREAM CHECK

TRANSFER

KEY QUESTIONS



POLY CHANGE
gravity
FSA Core Team

DEEP DIVES
HOT TOPIC SPACES



THE FUTURES OF LONGEVITY
9 TR
brainvalue
Audi, Beiersdorf, BSH, Porsche, Global Beverage Company, Esteemed Furniture Maker



ALTERNATIVE FUTURES
8 TR
Themis Foresight
Allianz, Audi, BSH, E.ON, Porsche, SwissRe, Global Beverage Company, Esteemed Furniture Maker



NEXT BN MIDDLE CLASS CONSUMERS
7 Experts
Uranos
Allianz, Audi, BSH, Beiersdorf, Porsche, Siemens, Ströer, Global Beverage Company, Esteemed Furniture Maker



CITIES OF THE FUTURE
4 Experts
BLUEMORROW
Audi, BSH, E.ON, Ströer, SwissRe, Global Beverage Company, Esteemed Furniture Maker



ENVISIONING AI-DRIVEN INDUSTRIES
16 Experts
gravity, HSG / BMLLab
SAP, Siemens, Allianz, Audi, Beiersdorf, BSH, E.ON, Infineon, Hornbach, LIDL, Ströer, SwissRe

TREND RECEIVER REPORT

30 Trend Receivers
17 Countries
2 Trips
gravity
Participation open to all brand partners



QUANTIFIED CUSTOMER FORESIGHT

8,500+
14 Countries
Kantar
SAP, LIDL, Allianz, Ströer, Esteemed Furniture Maker



COLLABORATIVE SYNTHESIS

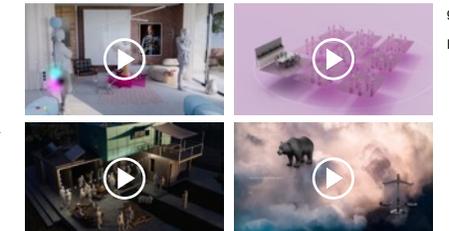
CENTRAL PRESENTATION

HOW DO WE WANT TO LIVE IN 10 YEARS?
UNDER THE ASSUMPTION OF POLYCHANGE
gravity
FSA Core Team



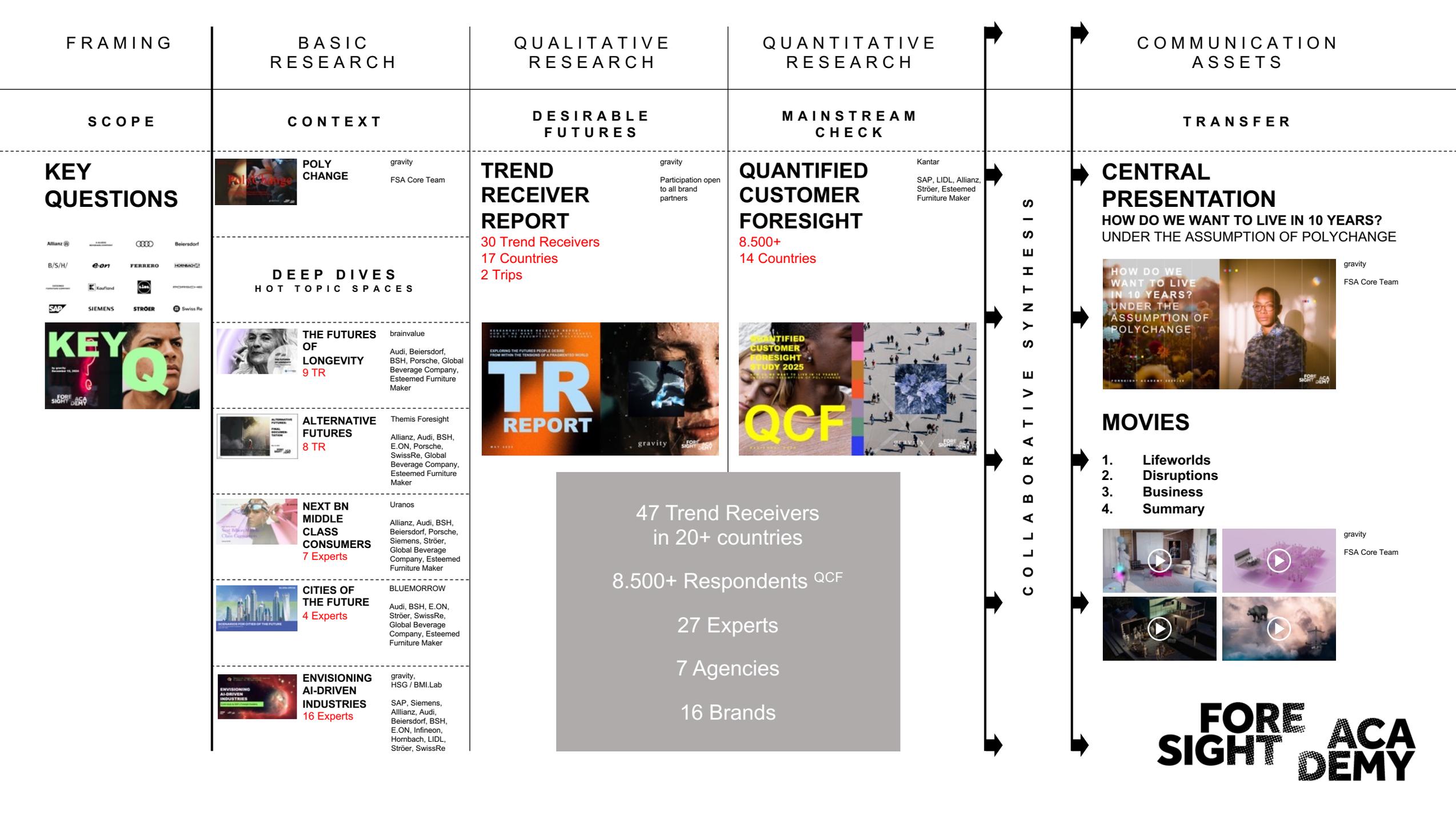
MOVIES

1. Lifeworlds
2. Disruptions
3. Business
4. Summary



gravity
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FORE SIGHT ACA DEMY



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8,500+ Respondents QCF
27 Experts
7 Agencies
16 Brands

COLLABORATIVE SYNTHESIS

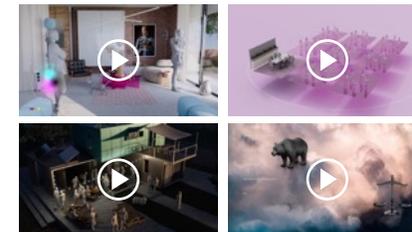
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QUALITATIVE RESEARCH

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KEY QUESTIONS



ARE WE IN A BUBBLE OF WESTERN LIBERAL THINKING? WHAT DO WE DO TO COUNTER OUR BIASES?

The project has a European starting point. The Academy's participating brands are large international companies with European roots.

That being said, there are many work streams that actively counter biases in perspective.

They do so by:

- 1 selecting topics beyond the Western liberal mainstream
- 2 recruiting a diverse set of respondents worldwide
- 3 quantifying the core findings

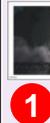


POLY CHANGE
gravity
FSA Core Team

DEEP DIVES
HOT TOPIC SPACES



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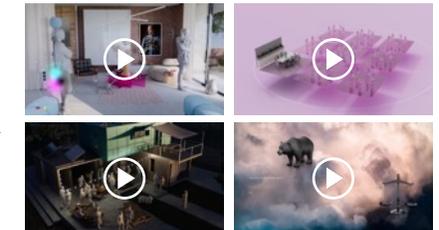
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gravity
FSA Core Team

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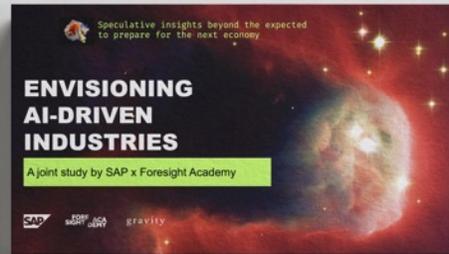
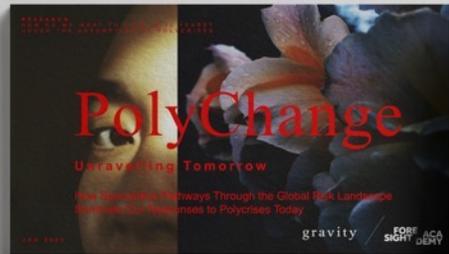
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FORE SIGHT ACA DEMY

RESEARCH





COMPANY VISITS



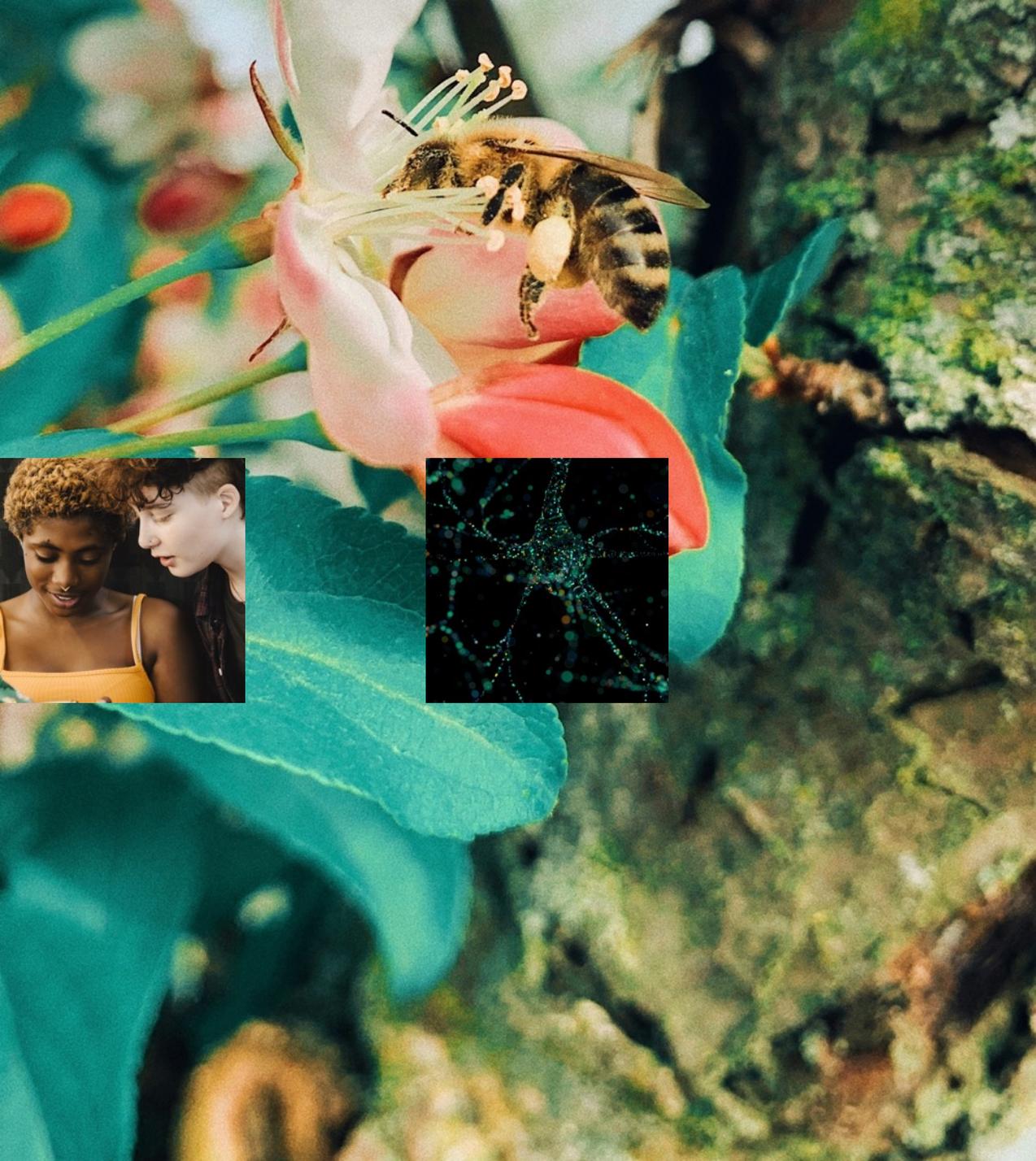


C-LEVEL MEETINGS

C-LEVEL CONVERSATION

Foresight Academy
27th April 2022





Foresight Academy
Website



Foresight Academy
LinkedIn

