

Energi og miljø i fremtiden

Johan Peter Paludan

Hvem er vi?

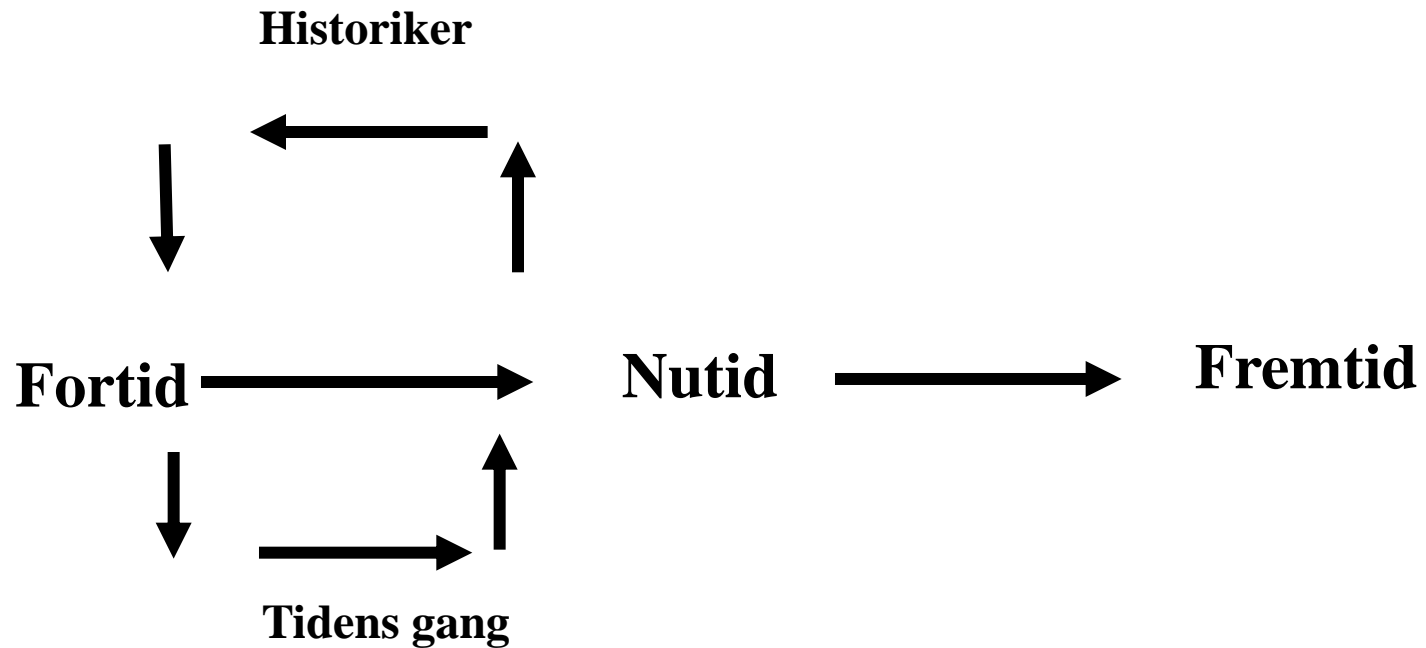
- Grundlagt af Thorkil Kristensen i 1970
- Privat non-profit organisation m. styrelse
- Tværfaglig tænketank (økonomer, politologer, etnologer, sociolog, astrofysiker og filosof)
- Ca. 30 medarbejdere
- Dansk og svensk afdeling samt Oslo Futures Club



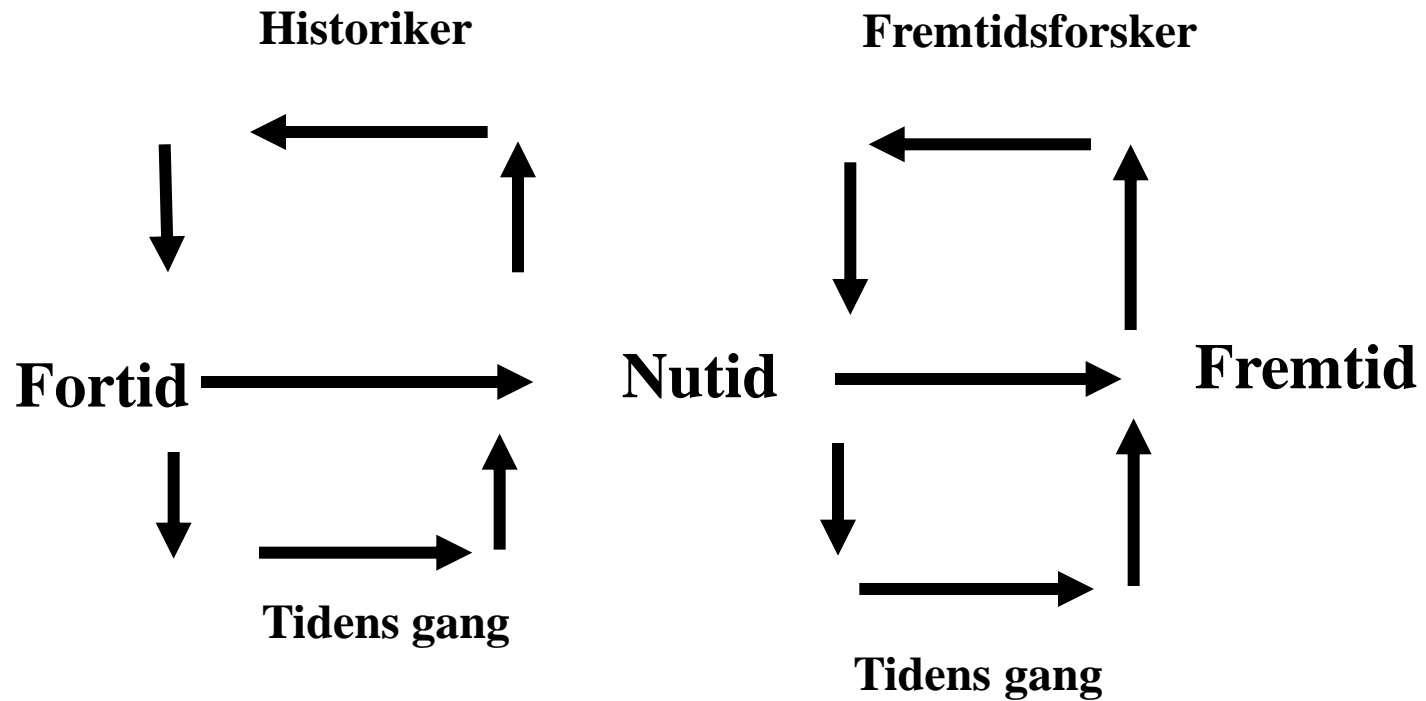
Tidsbegrebet



Tidsbegrebet



Tidsbegrebet



**Time present and time past
Are both perhaps present i time future,
And time future contained in time past.**

T.S. Eliot

IF YOU HIT THIS SIGN,
YOU WILL HIT THAT BRIDGE





Veje ind i fremtiden

- Prognoser
- Trends
- Megatrends
- Scenarier
- Wildcards

Megatrends

- Individualisering
- Velstand
- Demografi
- IT/Digitalisering
- Immaterialisering
- Globalisering
- Netværk organisation
- Videnssamfund
- Sundhed/miljø
- Kommercialisering
- Bioteknologi
- Acceleration





The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people.
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.

Velstandsliga

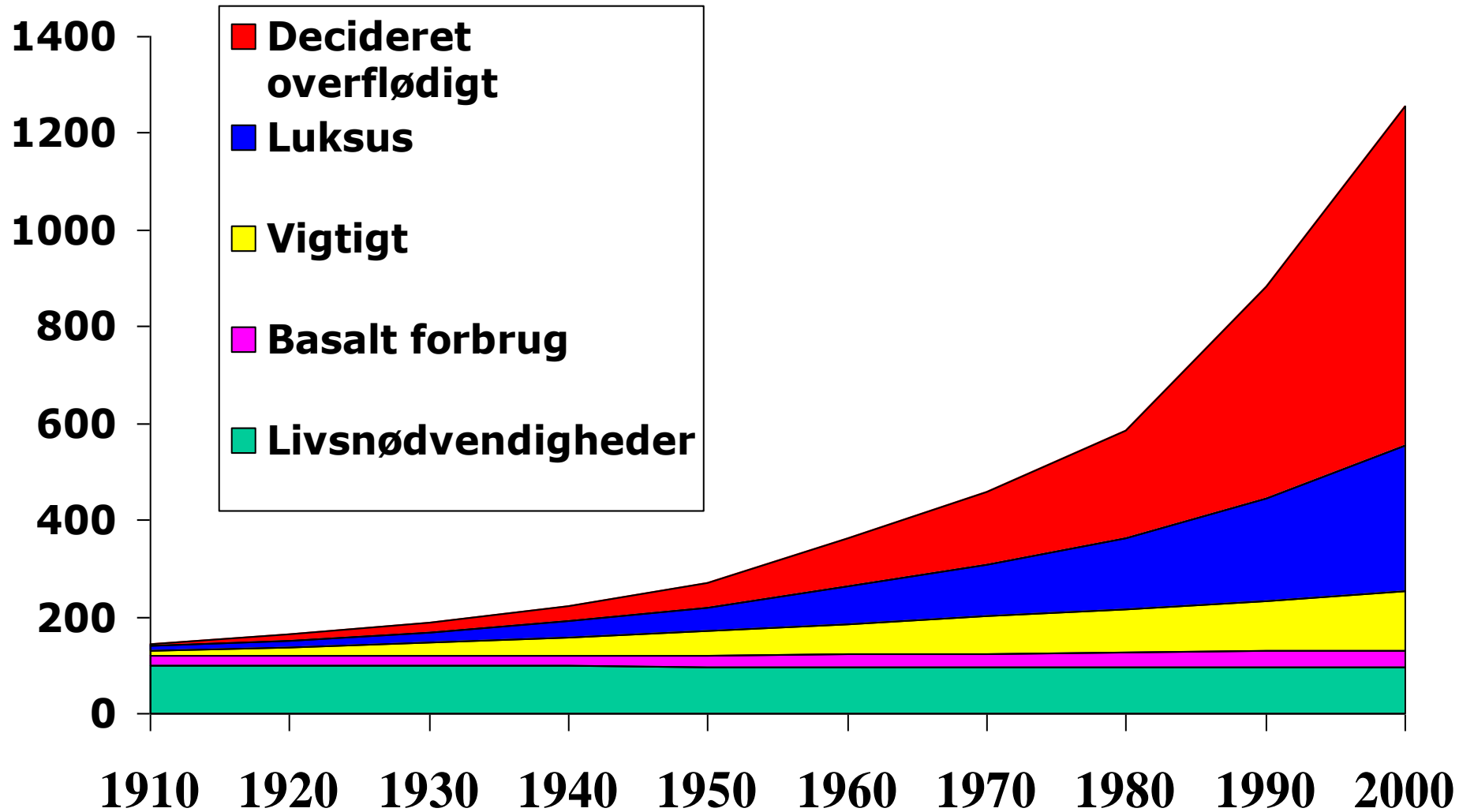
Velstandsligaen BNP per Capita (OECD=100) - PPP								
	1970		1990		1998		2004 est	
1	Schweiz	145	Luxembourg	149	Luxembourg	164	Luxembourg	213
2	USA	141	USA	145	USA	145	Norway	146
3	Sverige	108	Schweiz	139	Norge	131	United States	146
4	Luxembourg	108	Canada	120	Schweiz	126	Switzerland	127
5	Tyskland	105	Japan	116	Danmark	125	Denmark	120,3657
6	Canada	102	Norge	114	Island	125	Iceland	120
7	Holland	101	Frankrig	113	Canada	116	Austria	116
8	Danmark	100	Island	113	Belgien	115	Canada	115
9	Frankrig	100	Danmark	112	Japan	115	Ireland	115
10	Australien	99	Sverige	111	Østrig	114	Belgium	113
11	New Zealand	98	Belgien	109	Holland	110	Australia	112
12	Storbritannien	93	Østrig	109	Tyskland	109	Netherlands	111
13	Belgien	90	Finland	106	Australien	108	Japan	109
14	Østrig	86	Italien	106	Irland	107	United Kingdom	107
15	Italien	85	Australien	104	Frankrig	105	France	107
16	Finland	82	Holland	104	Finland	103	Germany	107
17	Japan	80	Tyskland	104	Italien	103	Finland	106
18	Norge	77	Storbritannien	103	Storbritannien	101	Sweden	104
19	Island	75	New Zealand	88	Sverige	101	Italy	103
20	Spanien	64	Spanien	77	New Zealand	84	Spain	85
21	Irland	50	Irland	74	Spanien	80	New Zealand	84
22	Portugal	42	Tjekkiet	70	Portugal	73	Greece	77
23	Grækenland	41	Portugal	63	Grækenland	69	Portugal	70
24	Tyrkiet	17	Grækenland	60	Korea	64	Korea	69
25			Ungarn	55	Tjekkiet	62	Czech Republic	61
26			Korea	51	Ungarn	50	Hungary	54
27			Mexico	38	Mexico	38	Poland	43
28			Polen	32	Polen	38	Mexico	35
29			Tyrkiet	31	Tyrkiet	32	Turkey	26

2010

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Forbrugets udvikling

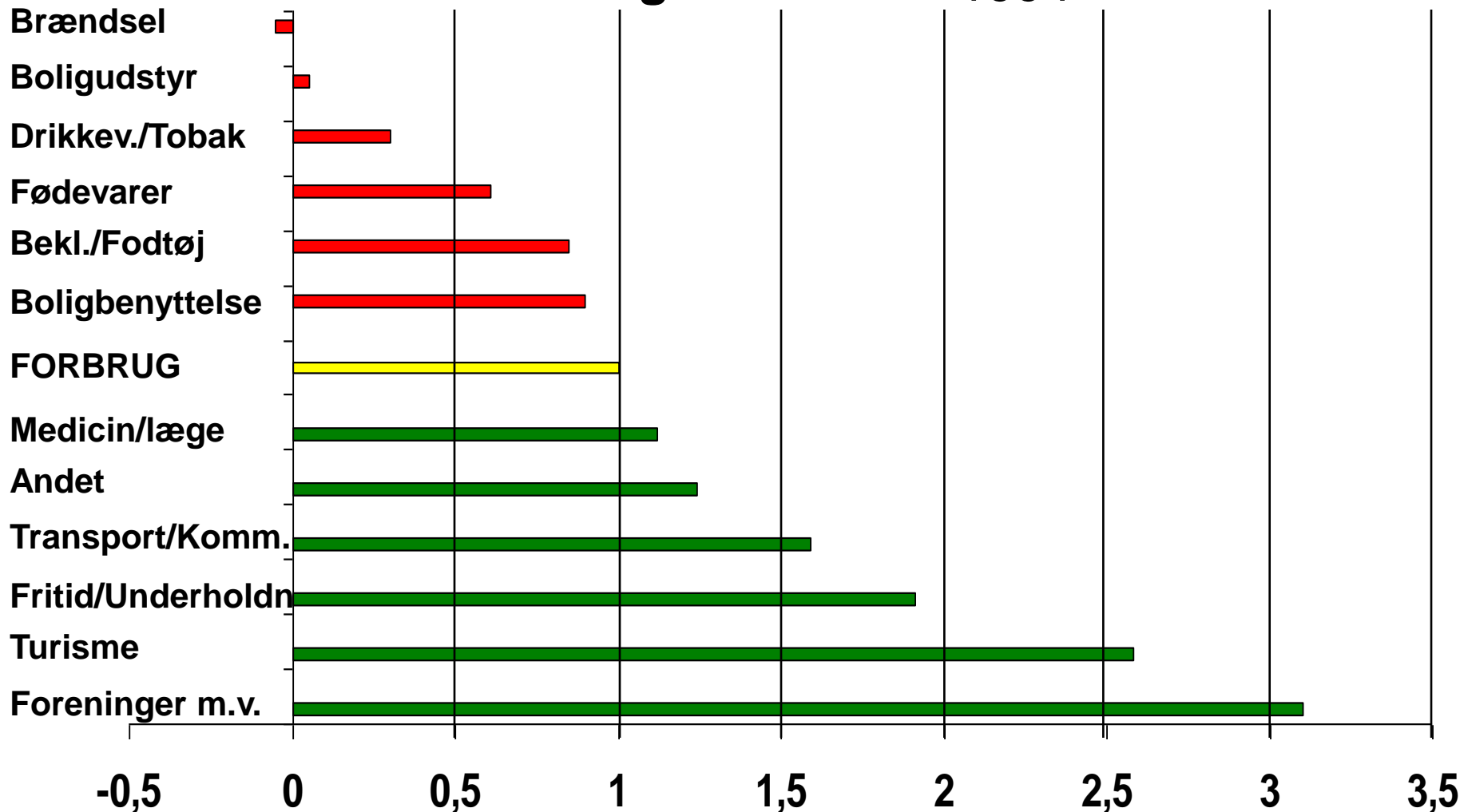




100 ml 43Euro

Elasticiteter 1974-

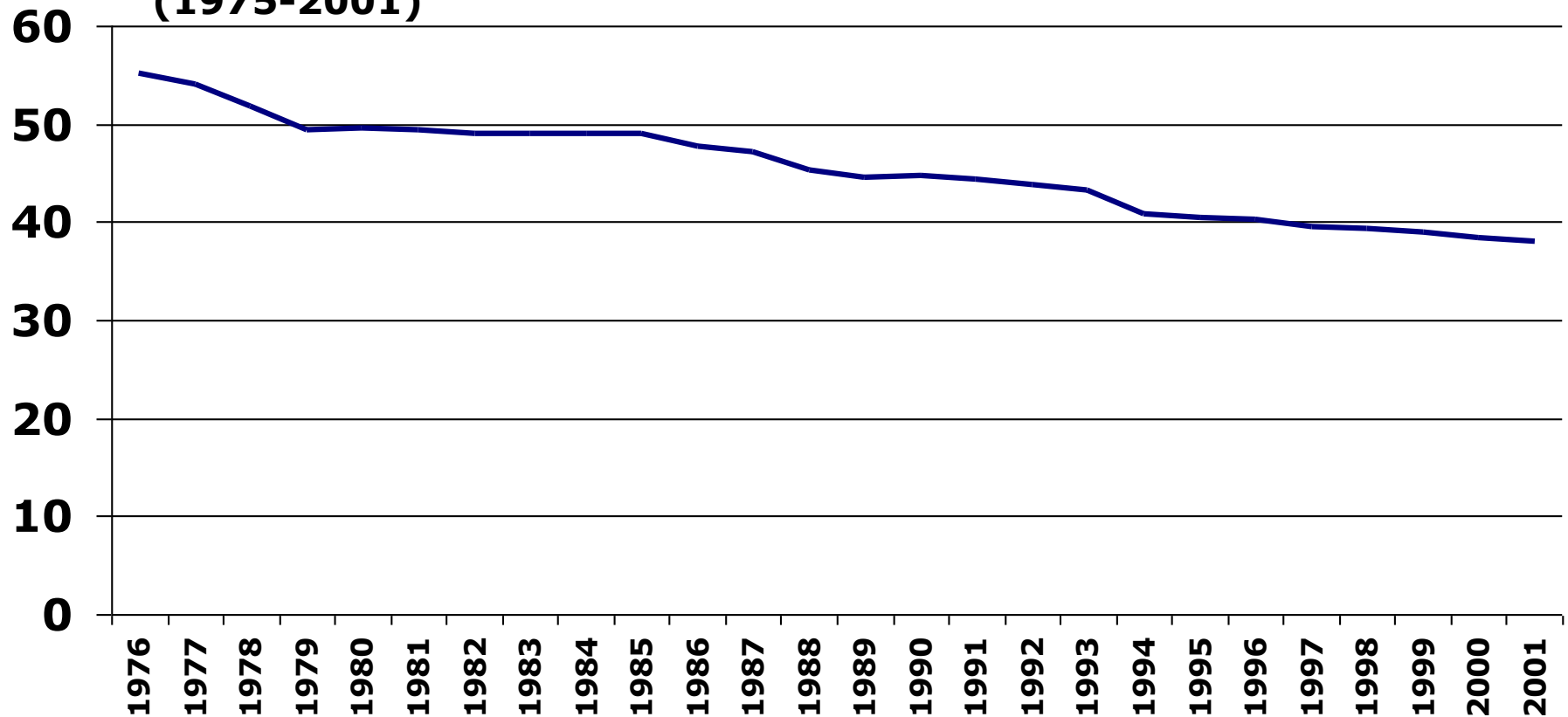
Når det samlede forbrug vokser 1% 1994



Kilde: Danmarks Statistik

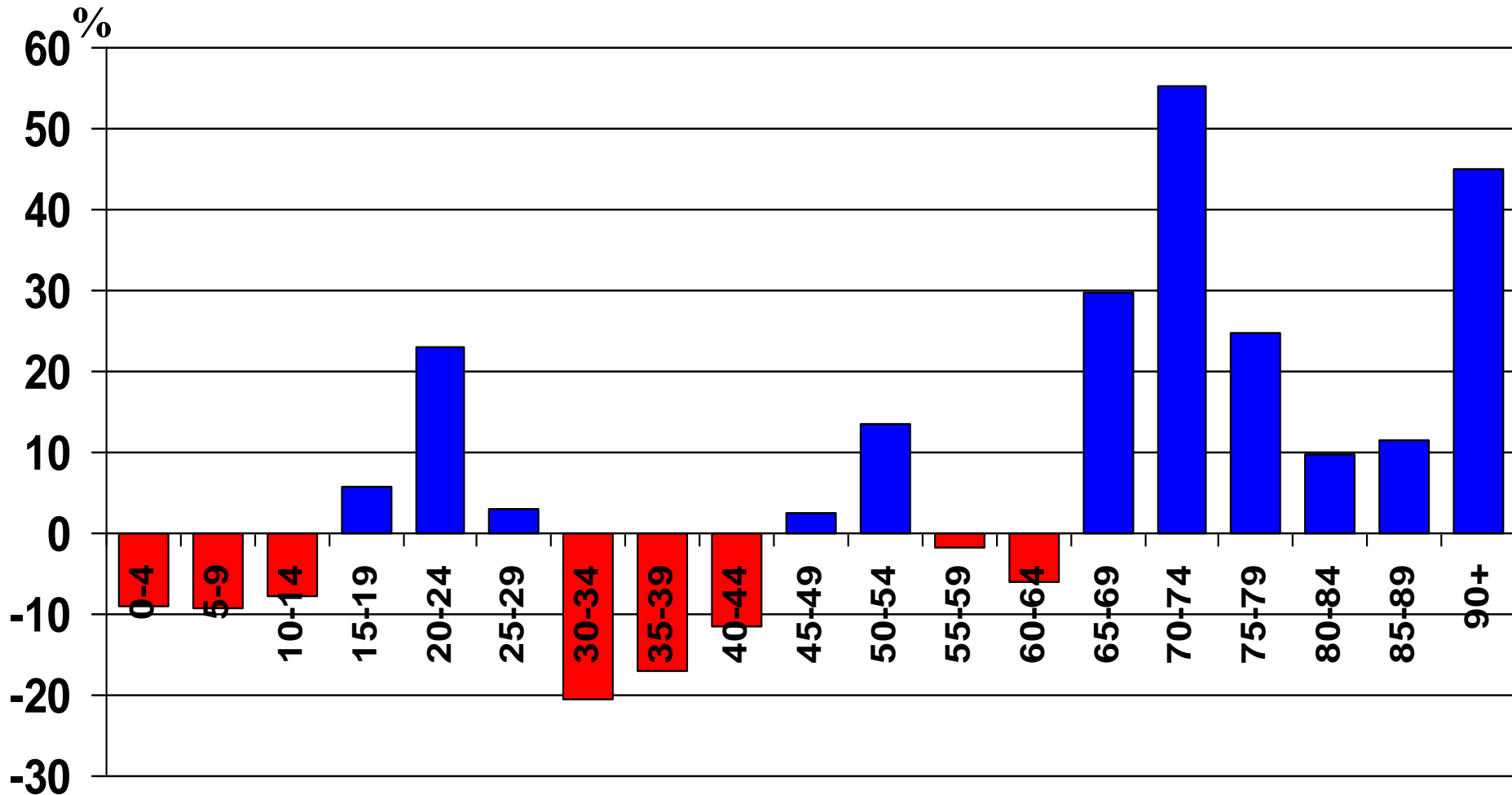
Detail: andel af privatforbruget

(1975-2001)

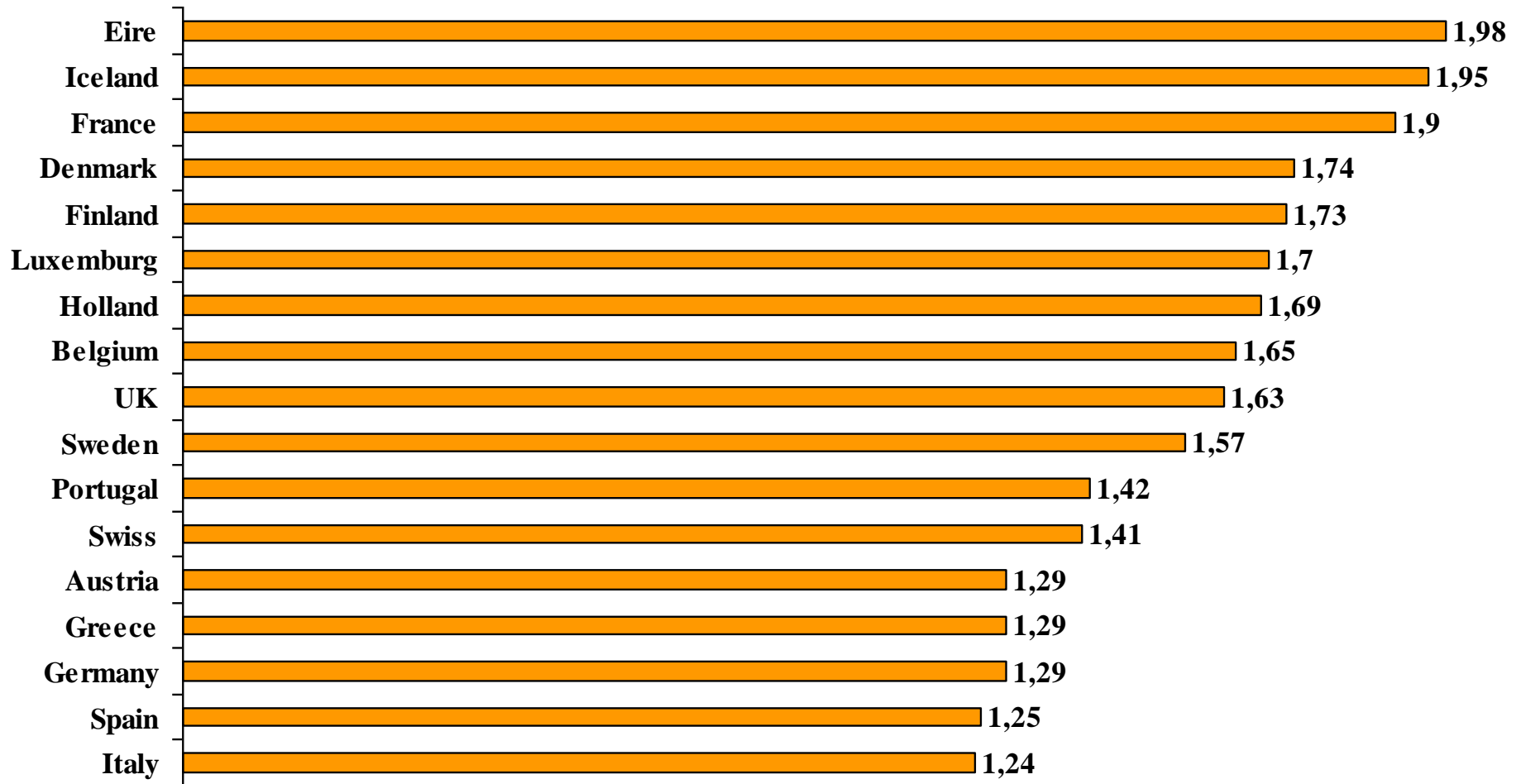


Kilde: Danmarks Statistik

Befolkningsudviklingen Danmark 2007-2017



European fertility rates, 2001

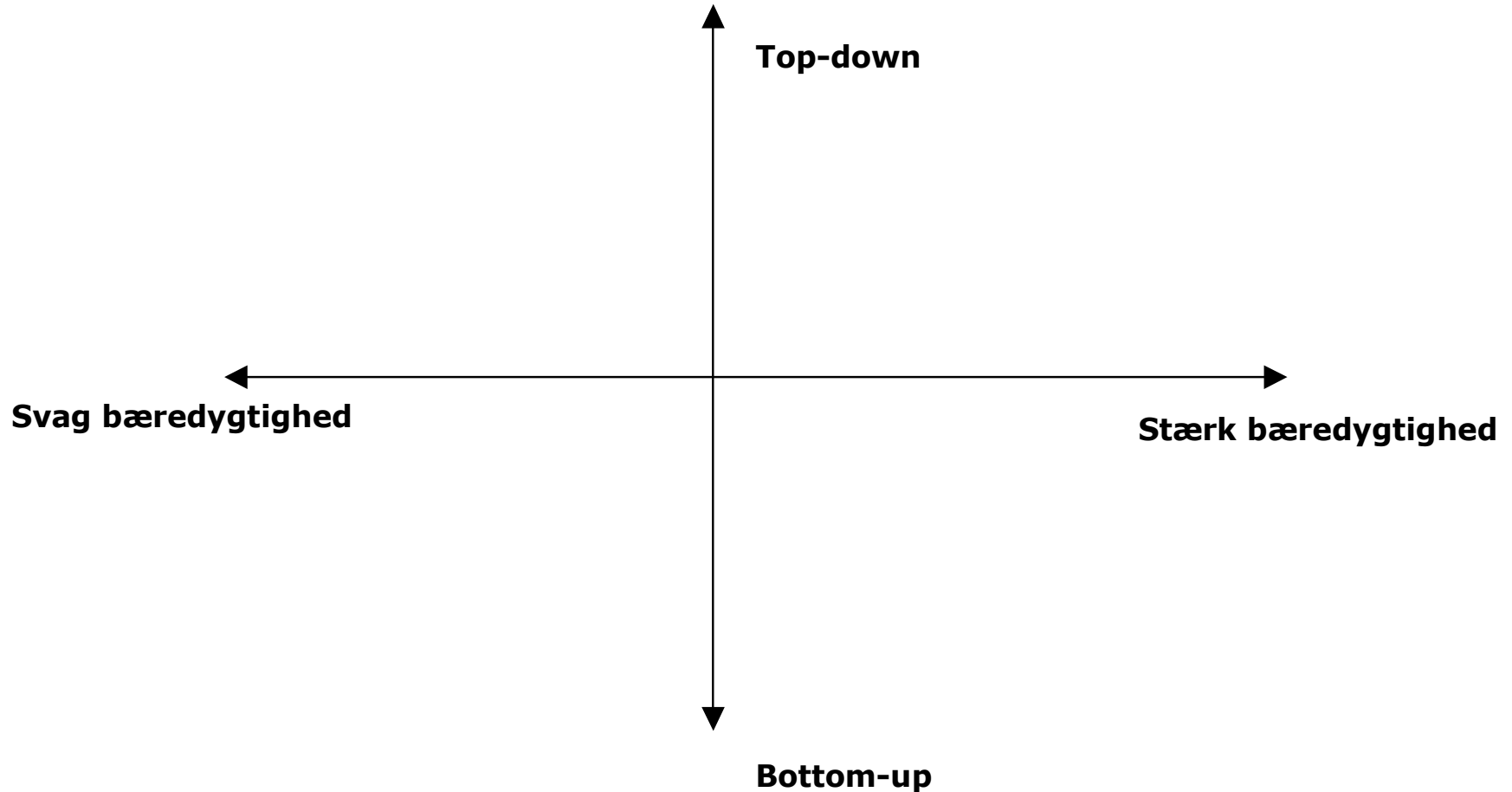


Kilde: Eurostat, Demographic Statistics 2002

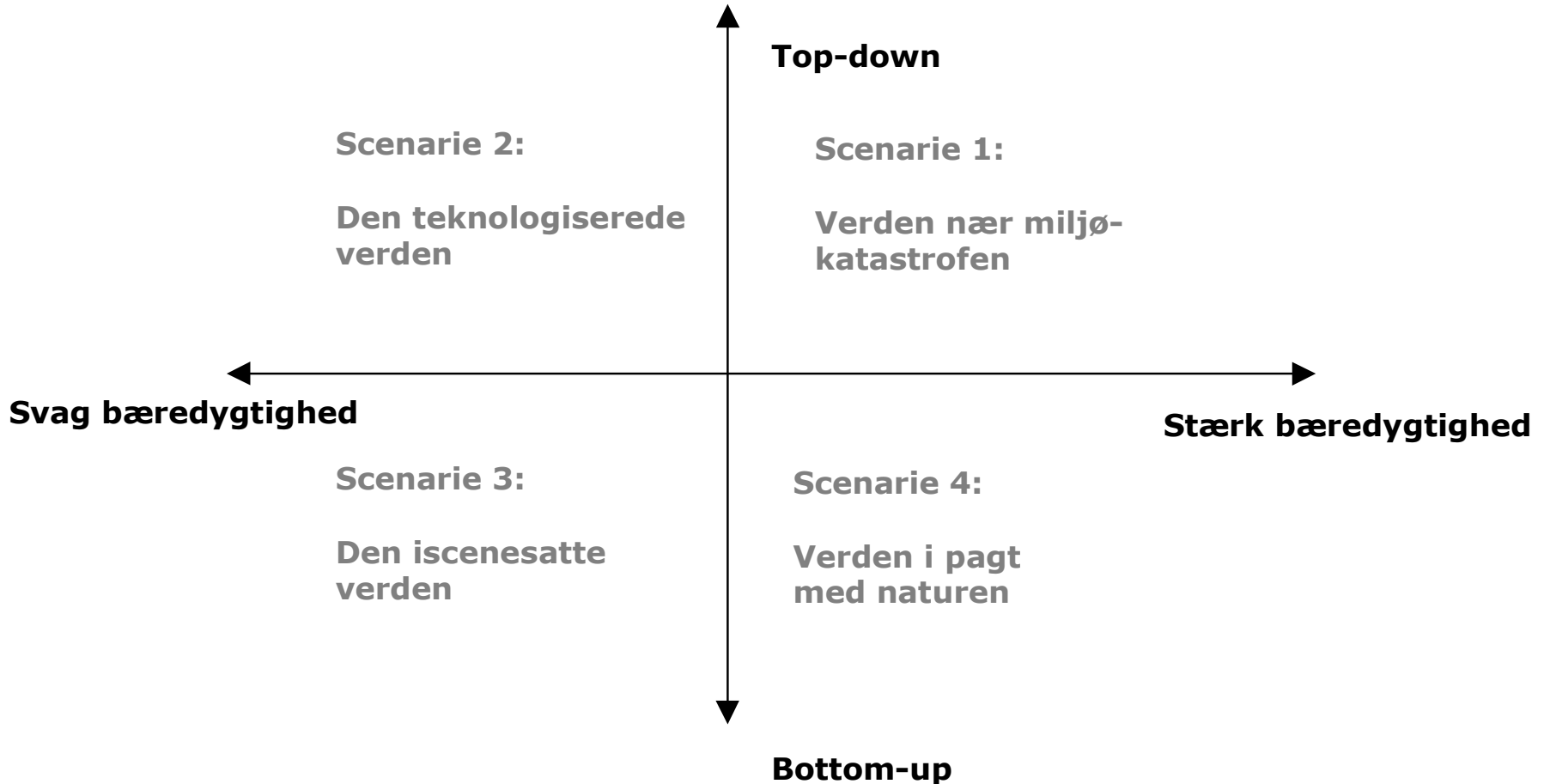
Scenariosystematik

- Usikkerhedsdimensioner
 - top-down(verdensregering eller totalitarisme) eller bottom up (globalt folkeligt fællesskab/pøbelvælde)
 - svag bæredygtighed (teknologi/økonomi løsningen) eller stærk bæredygtighed (økologi frem for økonomi)

Scenarier i overblik



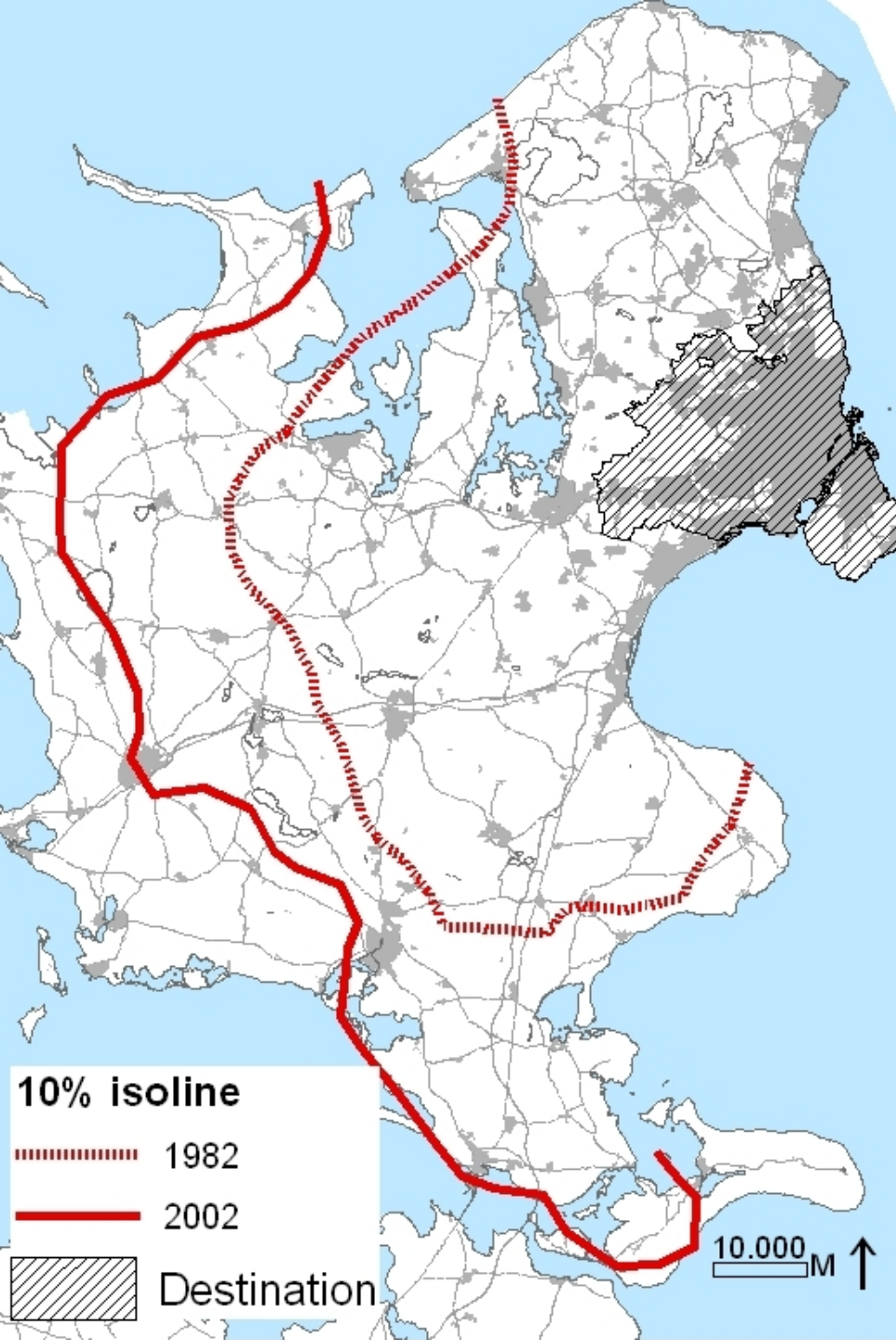
Scenarier i overblik



Scenarie 1: Verden nær miljøkatastrofen– topstyret stærkt bæredygtig

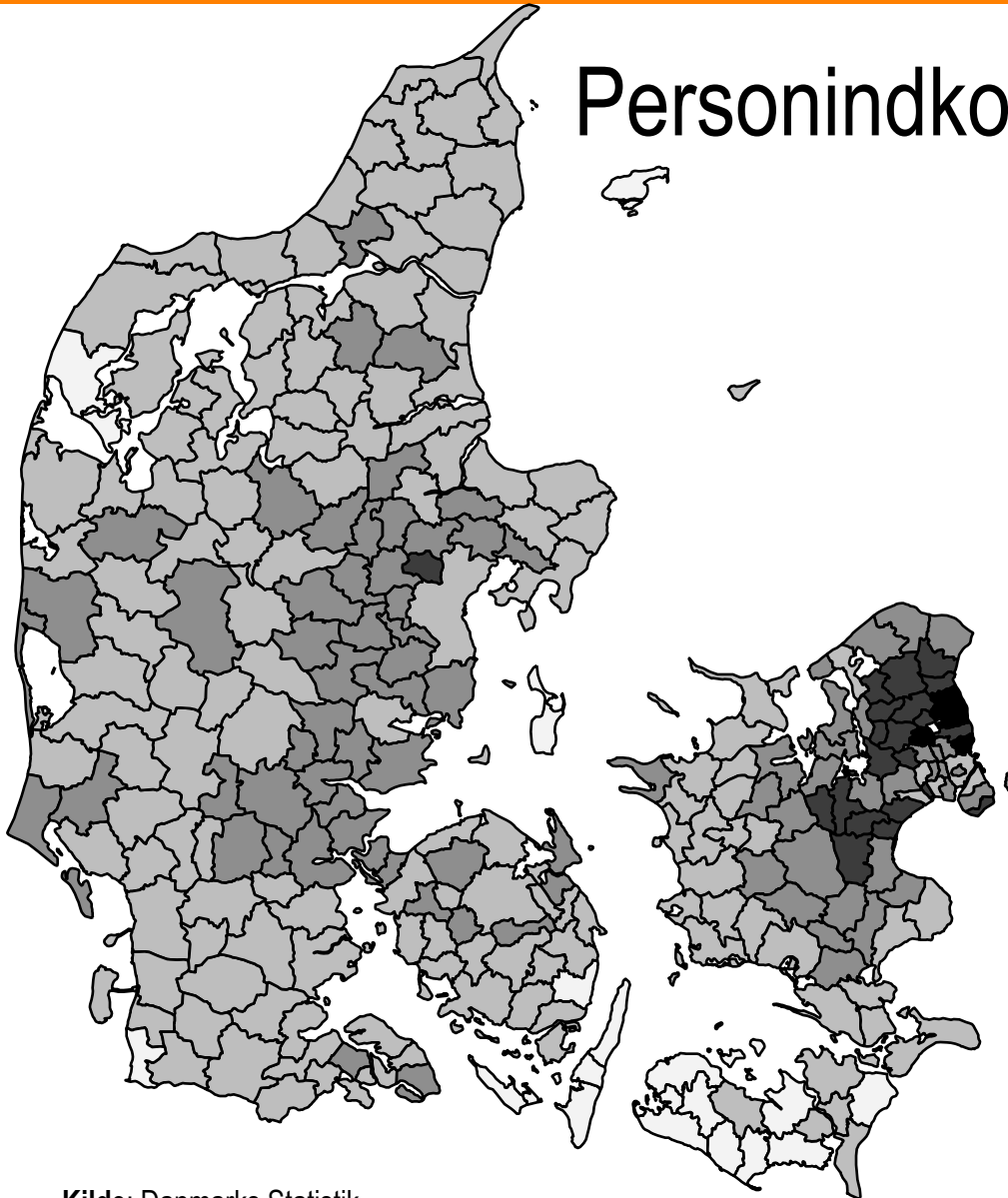
- Det skal gøre ondt, for at det skal gøre godt
 - 'wake up call', demokratiets kortsynethed
- Markedet virker ikke
 - manglende modspil, coopetition, polarisering
- Klimaforandringerne ruller
- Ressourcegrundlaget udpines
- Globalisering: de andre vil også 'have det godt'
- Flere sygdomme: pandemier
- Verdensregime med kontrol: tæring efter næring

Området indenfor hvor mindst 10% pendler

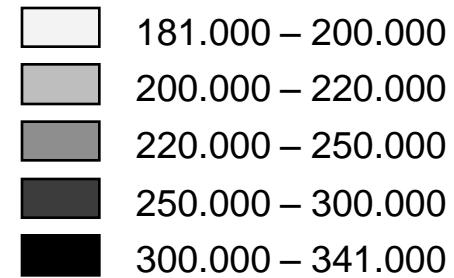


Kilde: tv2

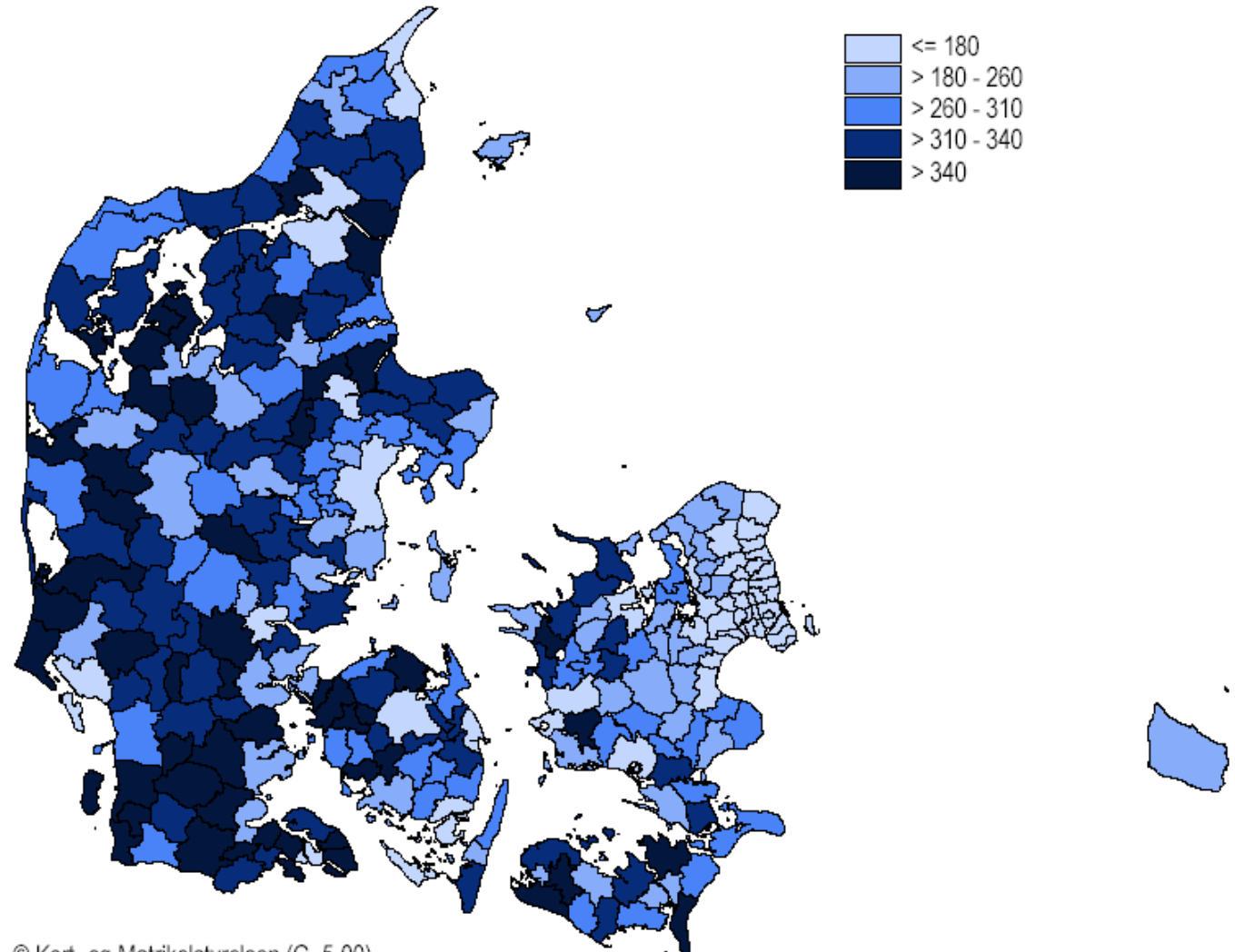
Personindkomst pr. person, 2003



Gennemsnitlig personindkomst pr. person



Trailere¹ pr. 1.000 familier i kommunerne. Ultimo 2005



© Kort- og Matrikelstyrelsen (G. 5-00)

Scenarie 2: Den teknologiserede verden – topstyret svag bæredygtig

- Teknologien redder os
- Forskning & udvikling
- Økonomisk vækst + marked
- Naturen lider men kompenseres gennem anden vækst (og DNA-opbevaring)
- Brændselsceller mm.

Scenarie 3: Den iscenesatte verden– bottom up og svag bæredygtig

- Vækst og kommercialisering
- Immaterialisering og Dream Society
- Kunden Konge, der skal lokkes
- Natur = temapark
- Det nære frem for det fjerne
- Livsstil-økonomi-økologi

Øget velstand, nye holdninger: Drømmesamfundet

Æg
kaffe
jeans
varevogn

”hjerne”

skrabeæg
Max Havelaar
mærkevare
offroader

”hjerter”



Knappede ressourcer I Dream Society

Er Ikke :

- Information
- Producter
- Kanaler
- Muligheder
- Tilfredsstillelse
- Svar
- Gode historier

Er:

- Opmærksomhed
- Omsorg
- Ægte interesse
- Tid
- Tillid
- Spørgsmål
- Mening

TO BELIEVE & TO BELONG

Scenarie 4: Verden i pagt med naturen – bottom up stærk bæredygtig

- Risikosamfund
- Etik og nyreligiøsitet
- Søgen efter mening
- Græsrodspolitik Creative Man
- Hensyn til fællesskab/eftertid
- Fra Kyoto (og Geneve konvention) til ildsjæle drevet udv.
- Det nye 'mangelsamfund'
- Fra rygning til.....

Creative Man

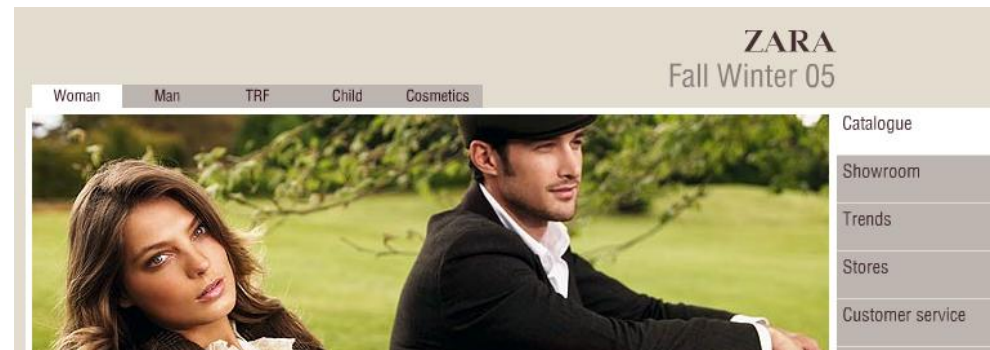


Ny teknologi og eget velstand friger i stigende grad vores inderste kompetence som menneske: evnen til at tænke og arbejde kreativt. Derfor tilhører det 21. århundrede det skabende menneske, og varden som vi kender den, skal vænne sig til en helt ny samfunds- og markedsløstik: Creative Mans logik.

CREATIVE MANS LOGIK

Copenhagen Institute for **Futures** Studies
Institutet for **Fremtids**forskning

- Kreativitet giver status, oplevelse og mening – i arbejde og forbrug
- Involver kunden mest muligt
- Iværksættere, græsrodder og ildsjæle
- Bottom-up i planlægningen



	Scenarie 1	Scenarie 2	Scenarie 3	Scenarie 4
Tema	'Gennem ild og vand'	'Deus ex machina'	'Showtime'	'En for alle'
Scenarie-rum	Stærk bæredygtighed og top-down	Svag bæredygtighed og top-down	Svag bæredygtighed og bottom-up	Stærk bæredygtighed og bottom-up
Status	Verden nær miljøkatastrofen	Den teknologiserede verden	Den iscenesatte verden	Verden i pagt med naturen
Krav	Gør noget!	Opfind noget!	Fortæl mig noget!	Lav noget om!
Løsningen ligger i:	Handling (koordinering og ledelse)	Teknologisk innovation (troen på frelsen fra maskine)	Fortolkningen (overbevise og skabe mening)	At ændre verden, (og starte med sig selv)

Hvilket scenarie er det mest sandsynlige

- A. Verden nær miljøkatastrofen: **SMS: stem a**
- B. Den teknologiserede verden: **SMS: stem b**
- C. Den iscenesatte verden: **SMS: stem c**
- D. Verden i pagt med naturen: **SMS: stem d**

- og send sms'en til: 1277

Hvilket scenarie er det mest sandsynlige

Scenarie	Abs.	%
A. Verden nær miljøkatastrofen	6	26
B. Den teknologiserede verden	15	49
C. Den iscenesatte verden	7	23
D. Verden i pagt med naturen	3	10

Hvilket scenarie er det mest ønskelige

- A. Verden nær miljøkatastrofen **SMS: stem a**
 - B. Den teknologiserede verden **SMS: stem b**
 - C. Den iscenesatte verden **SMS: stem c**
 - D. Verden i pagt med nature **SMS: stem d**
- og send sms'en til 1277

Hvilket scenarie er det mest ønskelige

Scenarie	Abs.	%
A. Verden nær miljøkatastrofen	13	41
B. Den teknologiserede verden	1	4
C. Den iscenesatte verden	18	57
D. Verden i pagt med naturen	0	0