



The Millennium Project
Planning Committee Meeting
2013
Baku, Azerbaijan

Agenda: Sunday June 2, 2013



- 9:00 Introductions and Review Agenda
- 9:30 Recent Accomplishments
- 10:00 Current and Recent Research and Activities
 - Unhealthy Food Markets (hidden hunger) with attention to Asia & Africa
 - Urban Coastal natural Infrastructure with attention to Asia and & Africa
 - Improvements to the Global Futures Intelligence System
- 10:45 Break
- 11:00 Current and Recent Research and Activities (continued)
 - Futures Concepts and Methods tele-course (4th year)
 - Futures encyclopedia dictionary
 - Regional Prospective Scenarios for Chile RTD
 - 7 RTD's for the World Bank (Global Environmental Facility)
- 12:45 Lunch
- 1:30 Node Highlights
- 3:00 Break
- 3:15 Node Highlights
- 4:45 Review the day and agenda for tomorrow's Baku Futures Forum
- 5:00 Adjourn
- 7:00 Dinner

Monday June 3rd Baku Futures Forum

Agenda: Tuesday June 4, 2013



- 9:00 Node Highlights (continued)
- 11:00 Break
- 11:15 Results from MPPC-RTD on priorities for MP
- 12:00 Continue discussion of priorities and implementation
- 12:45 Lunch
- 1:30 Group Discussions (Node relations, GFIS, Fundraising, etc.)
- 3:30 Group Discussion Recommendations
- 4:30 Fundraising
- 5:30 Final comments by all
- 6:00 Adjourn

Recent Accomplishments



- 49 Nodes:
 - New: East Africa (Kenya, Tanzania, Uganda) and Hungary
 - Discussions with Austria, Sudan, Denmark, Caribbean
- **Global Futures Intelligence System**
 - 202 unique logged in users used the system this month
 - 313 reviewers
 - 16,547 pageviews this month
 - 10,929 users in the database
- **Annual Subscriptions are beginning**
 - 13 Individuals
 - 7 non-profits e.g., IIASA, Bertelsmann, Caribbean Observatory, Mondragon (Spain), Fontys University (Netherlands), others
 - 1 Government: South Africa, Ministry of S&T

Accomplishments: RTD Studies



- **Rockefeller Foundation** (Unhealthy Developing World Food Markets and Vulnerable Natural Infrastructure in Urban Coastal Zones)
- **World Bank** - Global Environmental Facility (Biodiversity, Chemicals, Climate Change Adaptation, Climate Change Mitigation, Forest Management, International Waters, Land Degradation)
- **Regional Prospective Scenarios for Chile**
- **UK Node**
- **Azerbaijan student RTDs** (Peace Scenarios and SOFI)
- **Planning Committee 2013**
- **RTD now for each of the 15 Global Challenges in GFIS**

Accomplishments: Publications



Since the 2012 MP Planning Committee meeting

- **2030 Latino America** (ed. Cordeiro) published by the MP Nodes of Latin America and Spain
- **Journal of Futures Studies** - Special Issue on The Millennium Project Australian Node's perspective on the global challenges (ed. Kelleher)
- **Foresight** journal very nice review of *2012 State of Future* by William Halal
- **Journal of Futures Studies** (Taiwan) "Future Arts, Media, and Entertainment: Seeds for 2020" (McCallum)
- **BBVA (Spain) There's a Future: Visions for a Better World** Global Challenges for the Next Decade (Glenn) in, published by
- **Foresight-Russia**, v. 7 no. 1, Moscow "Energy Singularity" (Cordeiro)

Forthcoming

- **Foresight** Special issue of on articles by The Millennium Project (ed. Cordeiro)
- **Technological Forecasting & Social Change**, "Collective Intelligence" (Glenn)
- **FUTURES** dictionary/encyclopedia (Olavarrieta)
- **Revista de Estudios de Juventud**, Future Economic Elements, Gov Min.of Spain
- **African Journal of Science, Technology, Innovation and Development** – Special Edition (Geci Kuri-Sebina)

Accomplishments (continued)



- Completed 4th year of the one-year two-semester course for ASEU
- 12 Interns MP/Washington, D.C.
- 15 Global Challenges used by Los Alamos National Lab (US) in an education program to celebrate their 70th anniversary: <http://stemarts.com/lanl/about>
- Preliminary work on:
 - How to identify expertise for Delphi studies I cooperation with Osmo Kuusi & Finnish Node
 - Tele-Montenegro and Montenegro Think Tank
 - CIS application for Egypt (ISIS - Integrated Synergistic Information System)

Accomplishments (continued)



Node Collaborations

- Latin America 2030 (all the LAC Nodes)
- Arabic Translation (Egypt, Dubai, Kuwait)
- European Foresight College (Spain, Belgium, France, Germany, Azerbaijan, Montenegro, UK)
- Some discussions among African and Asian Nodes

SOFI explorations

- Calculation within GFIS software
- Quality of Life (the Netherlands)
- Kuwait SOFI 2013
- Dominican Republic SOFI

General Accomplishments over 17 years



- **System for people to think together about the future**
 - 49 Nodes connecting global and local perspectives
 - Real-Time Delphi for rapid assessment and feedback
- **Framework to understand and track global change**
 - *State of the Future* reports with 15 Global Challenges
- **Educational contributions**
 - Over 200 Interns trained from over 30 countries
 - Est. 1,000 universities use MP materials
- **Inclusive and Participatory System to Measure Change**
 - State of the Future Index – Global and National Indexes
- **Largest collection of methods to explore the future**
 - 37 Methods, 39 Chapters, 1,300 pages, peer reviewed
- **Collective Intelligence System**
 - Bringing it all together in one online platform ... GFIS

RTD Study on Hidden Hunger



- HH = Sufficient calories; insufficient nutrition
- 30% of world suffers from hidden hunger – FAO
- 2 billion more people in just 37 years
- Nearly all growth will be in Asia and Africa
- 16 Factors pushing food prices up
- HH is a global long-term complex problem
- 124 from 25 countries accessed the RTD
- Of these, 95 provided a total of 5,426 answers (of these 1,054 were textual suggestions & comments)

Trends making it worse:



- Water scarcity
- Biodiversity deterioration
- Loss and/or degradation of farmland
- Agribusiness and food market monopolies
- Low income to food price ratio
- Expansion of monoculture
- Food waste
- Lack of access to food with adequate micronutrient content
- Dietary culture

Strategies for Improvement



Suggestions were distilled to 76 strategies in the executive summary

- 18 Public Policy; e.g., Enforce nutrition standards, Gov support local farming; labels on unhealthy foods, regulate ads, measure nutrition not calories; ban/control GE/chemical additives
- 15 Business ; e.g., Create int'l/nat. Grocers Assoc.; industry-created food norms; ads with incentives; nutritional candy; tax unhealthy food; improve packaging, storage, transport
- 10 Education; e.g., Public campaigns; mandatory nutrition classes; train more food/agri scientists; mobile aps consultancy
- 9 Economic Policy; e.g., low nutrition food tax income to subsidize high nutrition foods; end monopolies; health insurance incentives; labeling; penalize misleading ads

Strategies continued



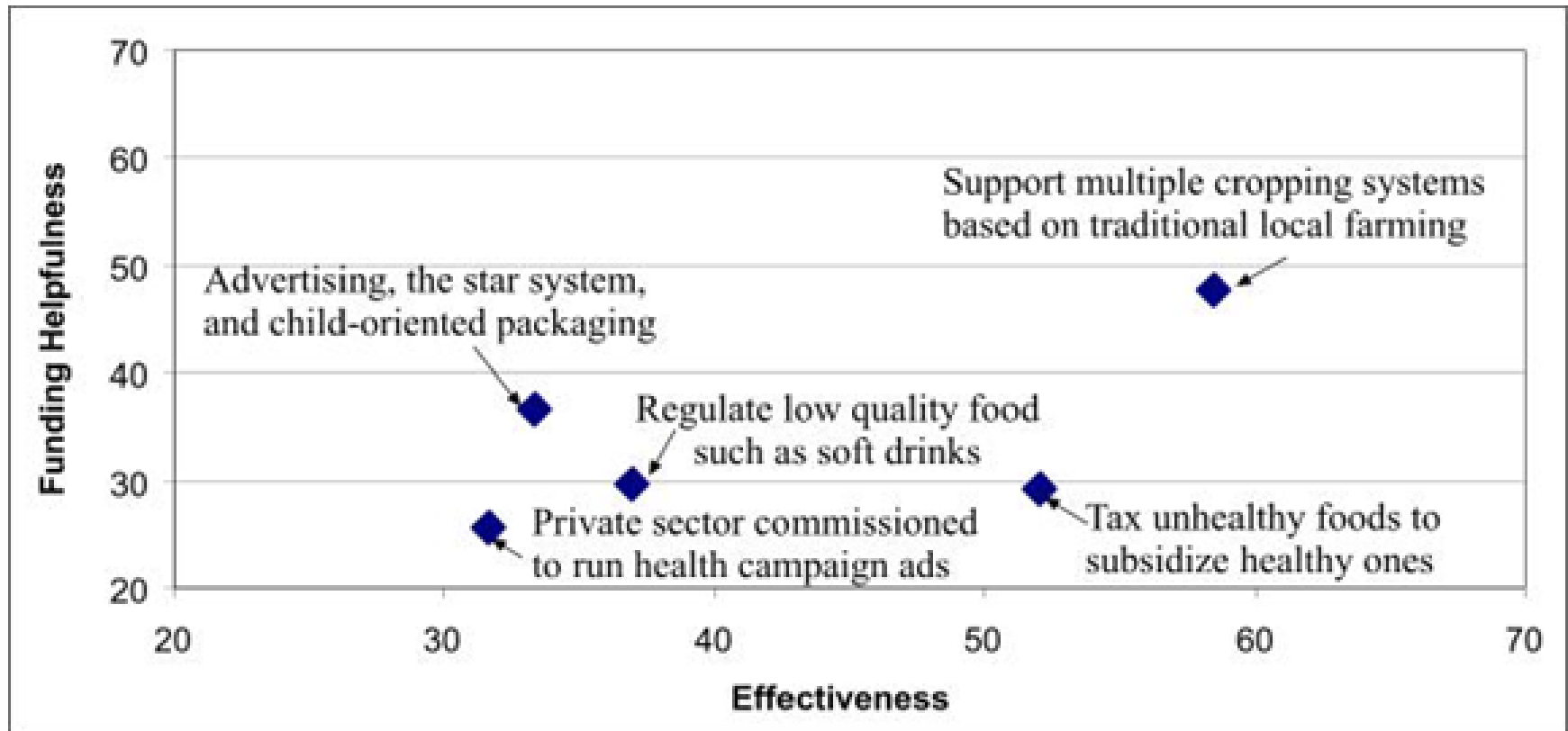
- 9 General/Cultural; e.g, health food contests; work with traditional healers, encourage indigenous agri, nutrition songs
- 8 Sci & Tech; e.g., research for less toxic plants; GMOs with improved micronutrients; independent research on GE/GMOs impacts; expand urban hydroponics; develop inexpensive body sensors connected to smartphones for monitoring body needs; invent crops for water scarcity and increasing soil salinity
- 7 Farming practices; e.g., support integrated food production systems; increase organic agriculture; establish international bank for new GM seeds; stop land-grabbing and give land titles to small farmers ; emphasize healthy forests; expand seawater agriculture; reintroduce proper livestock land management

Selected Food Suggestions



1. Taxing unhealthy foods and using the money raised by this to subsidize (and thus lower the price) of healthy foods
2. Regulate low quality food such as soft drinks
3. Using McDonald's "Happy Meal" strategy (child appealing and friendly gifts) but focused on the parents to encourage buying of nutritious meals. Happy meals (featuring nutritious good tasting foods), advertising, the star system, what is Schwarzenegger eating today?
4. Commissioning the private sector for health campaign ads with added benefits if targets are met; e.g., commissioning McDonald's to market healthy foods; if their burger demands drop by 10%, with salads increasing by x%, then an added financial bonus would be applied
5. Support multiple cropping systems, including intercropping, based on traditional local farming and variable sowing dates adapted to changing climate, for increasing crop and biological diversity, enabling farmers to develop higher yielding, more productive varieties of crops with improved nutritious characteristics

Ratings of 5 Food Suggestions



Vulnerable Urban Coastal Natural Infrastructure RTD



- These zones are deteriorating worldwide
- This diminishes Nature's ability to reduce impacts of hurricanes, tsunamis, and pollution
- It reduces ecosystem services essential for livelihoods
- Half the world lives within 193 kilometers (120 miles) from coastlines
- Another 2 billion people in just 37 years – nearly all in Asia and Africa
- 85 people from 26 countries accessed the RTD
- Of these 65 provided 3,137 answers (675 of these were suggestions and comments)

Trends making it worse:



- loss of rural livelihoods and migration to cities
- rising sea levels, erosion, and other consequences of climate change
- pollution of coastal areas (garbage, oil, hazardous wastes)
- rapid coastal urbanization
- inadequate man-made coastal infrastructure
- expansion of slums
- lack of early-warning and resilience systems
- public indifference
- high fertility rates in most developing countries (although the rate is decreasing)

Strategies for Improvement



Suggestions were distilled to 63 strategies in the executive summary

- 12 Public Policy; e.g., map vulnerabilities, urban land use planning, early warning and resilience systems
- 14 Technology; e.g., seawater agriculture, green architecture, meat without animals, reseed coral, plant sea grass
- 10 Business; e.g., incentives, taxes, certifications, fees, incubate eco-businesses, public/private partnerships
- 10 Public Ed/Training; e.g., Urban Coastal Day , use social media, NGOs, memes, songs, and government programs to educate the public and communicate the dangers of not acting effectively
- 5 Ed/Schooling; e.g., develop campaigns with youth, curricula for resilience, preventive measures , sponsor SimCoastal
- 5 Misc.; e.g. create Coastal X-PRIZE, youth corps, values changes
- 5 Incentives to attracted people away from coastal areas

Suggestions added for rating

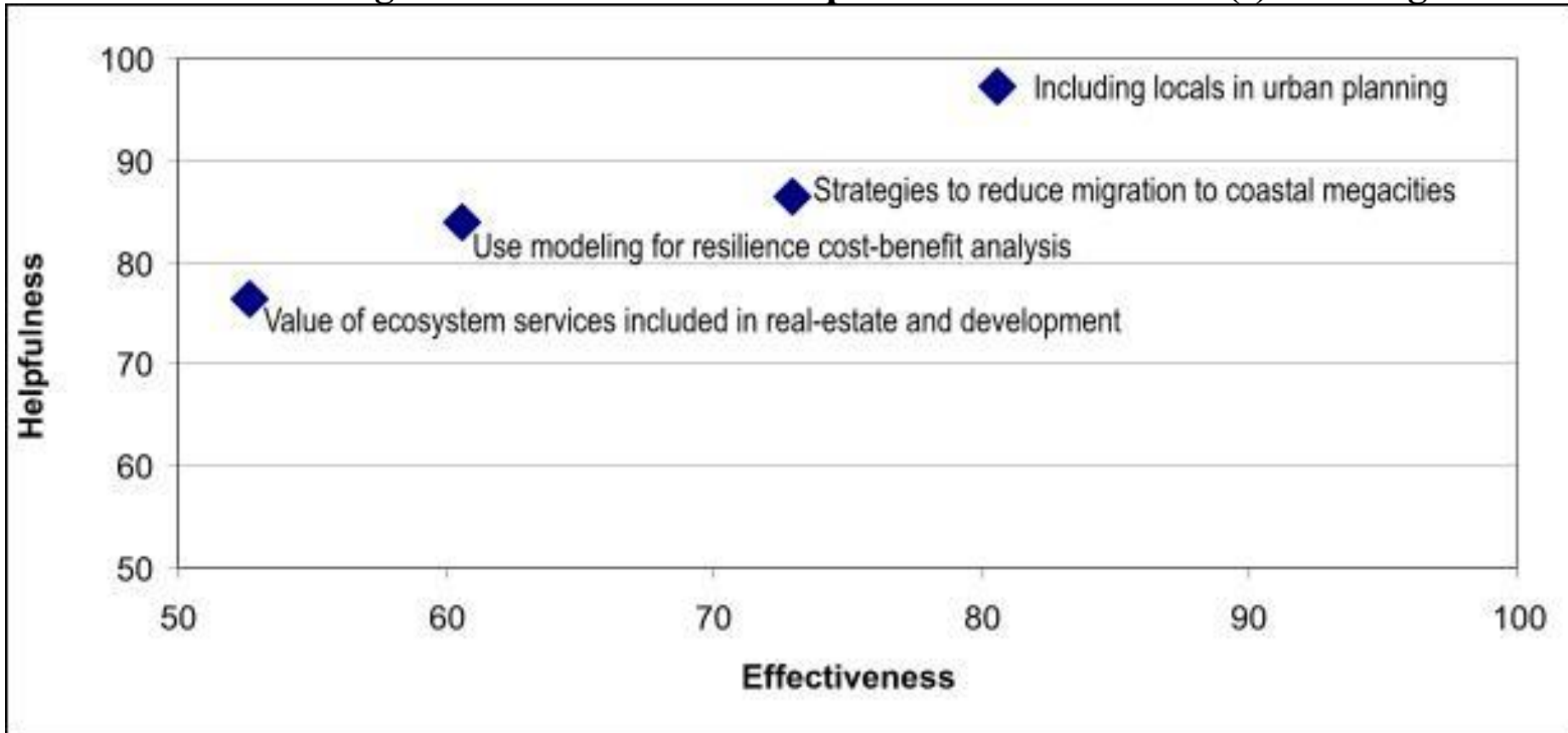


1. Include the value of ecosystem services and rehabilitation costs in economic development programs and real estate value.
2. Ecologically sound integrative management, using capacity building for involving local communities and including adaptation measures in urban planning.
3. Improved opportunities in the rural and small cities areas, to reduce migration to coastal megacities.
4. Use tools (e.g. COAST) that help communities' and stakeholders' cost-benefit understanding and engagement approaches for issues such as sea level rise and storm surge.



Ratings of 4 Coastal Suggestions

New Strategies Effectiveness and Helpfulness of Foundation(s) Funding



Improvements to the Global Futures Intelligence System



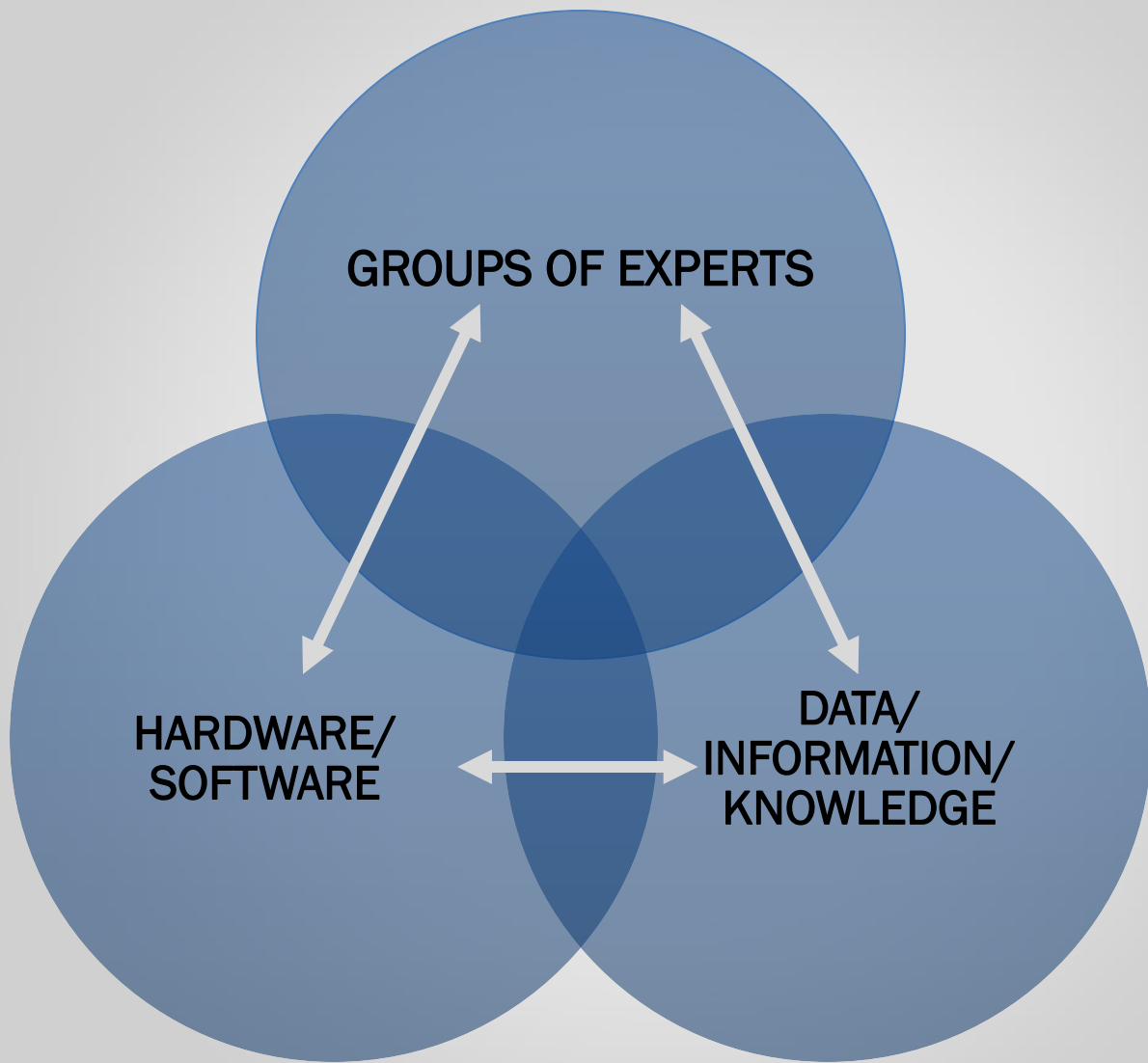
- Challenge menu
- Right click options
- Comment anywhere
- On-line tour
- Baku Teaching, recording via Hangout
- Linked with main MP site
- Easier RTD programming – Baku student
- RTD for each Global Challenge

Global Challenge Menu in GFIS



1. Situation Chart: 1) Current Situation; 2) Desired Situation; and 3) Policies to address the gap
2. Report – text from the State of the Future
3. Scanning (annotated, rated information)
4. Resources: websites, books, papers, videos
5. Ongoing Delphi's to collect expert judgments
6. Computer models, computational systems
7. Discussion groups
8. Public comments
9. News items (automatic news feeds – searchable)
10. Updates – all edits
11. Digests – Recent scans, edits, discussions

Improving integration and synergies among...



Collective Intelligence



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The Millennium Project was founded in 1996 after a three-year feasibility study with the United Nations University, Smithsonian Institution, Futures Group International, and the American Council for the UNU. It is now an independent non-profit global participatory futures research think tank of futurists, scholars, business planners, and policy makers who work for international organizations, governments, corporations, NGOs, and universities. The Millennium Project manages a coherent and cumulative process that collects and assesses judgments from over 2,500 people since the beginning of the project selected by its 40 Nodes around the world. The work is distilled in its annual "State of the Future", "Futures Research Methodology" series, and special studies.

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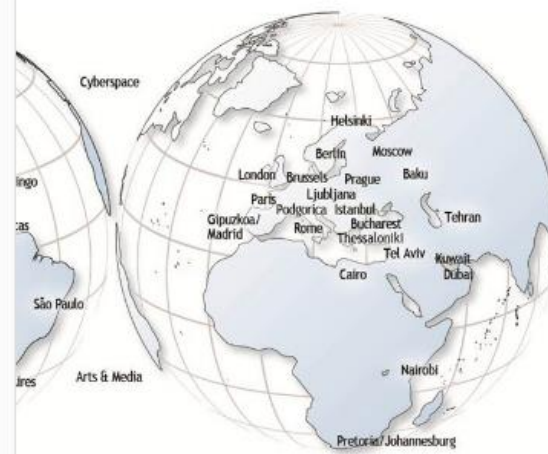
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The Miller International business plan is a coherent world.



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Purposes of the Millennium Project



- Create a global and ongoing capacity to improve thinking about the future
- Make that thinking available through a variety of media for consideration in
 - policymaking
 - advanced training
 - educational curricula
 - public education
- Continually respond to feedback, to accumulate wisdom about potential futures
- GFIS can focus these purposes