Documentation of the visioning workshop "innovation camps 2030" in partnership between INFU Foresight exercise and until we see new land



A) Introduction

In this Mini-Panel, we focused on INFU Vision 7 "Innovation Camps". With an interdisciplinary team of 16 participants we had one day at Direktorenhaus Berlin to imagine a world where innovation camps as we understand them today are projected into the world of 2030. The team was divided into three smaller groups to foster intensive brainstorming and discussions. Regarding the process every group developed its "world of 2030" first and then used this world as a framework to envision innovation camps in 2030 in a second step.

B) Worlds & Visions



1) "Zone/Tribe" -Model

1.1) World 2030

Society is not primarily clustered anymore in different nationalities. Those borders still officially exist, but most of the people have a stronger connection to their current tribe(s). **Tribes** cluster people around certain lifestyles, attitudes, beliefs and rituals - it's a nationality for like-minds. People can associate themselves with one or with several tribes at the same time. The association is rather temporary though as throughout the life, people tend to identify themselves with various tribes. In general, the society of 2030 is determined by a high level of fluidity. A tribe can be spread across the whole planet, so people in different locations and continents share the same lifestyle and can live in a location-independent ecosystem.

However, people belonging to the same tribe still strive for physically living with or close to each other. They often team up with people from like-minded tribes with similar approaches and necessities to design and inhabit their own **zone**. Even between neighbouring zones, the differences in terms of architecture, use of technology, mobility and infrastructure, agriculture and the general style of living & working can be huge - comparing to the differences that one could formerly identify between neighbouring districts in a city many years ago. For example, a high tech zone could be located right next to a low tech zone where people avoid to use any electrically powered technology. Partly because of that, the megacities are not anymore recognizable as such since the cities have been divided into very different zones. Besides, the vegetation has found its way back into the urban environments, former skyscrapers and company plants have been remodeled and used for new purposes, serving e.g. as a central market place within a zone. Curious people frequently travel to different zones and experience the lifestyle of new tribes - something formerly known as an adventure vacation.

Traveling through the various zones & tribes, one can notice some global trends. For example, a lot of large institutions have more or less vanished:

- **Banks:** Instead of relying upon money focused central banks and being dependent from irrational investment logics, people have developed their own architecture of currencies and now hold accounts for skills, competencies and societal contributions. While those currencies might get valued differently, the system still works in most of the zones.
- **Hospitals**: Due to the implementation of digital tracking technologies into our bodies, the infection with viruses and damage to our body parts can be instantly recognized and evaluated. Since diseases don't spread in a wild and unpredictable manner anymore, medical institutions can focus on complicated operations.
- Universities: Schools and universities couldn't keep up with the pace of transformation to a world of connected information, so the tribes and families took over the responsibility of teaching kids how to access and process the global knowledge. Local projects within the zones offer life-long opportunities for hands-on learning, meta-concepts and our history can be explored through avatars in virtual worlds and playgrounds.
- **Courts:** As the idea of copyright is no longer in existence, as zones can set up their own rule set and as global law experts gather on demand through technology to ensure and prosecute the most important global rules, courts only play a niche role anymore
- Churches: The standardized one size-fits-all mass religions have largely lost their trust and
 popularity, thus religious institutions are now used for other public services within the zones.
 Spirituality overall has actually been rediscovered but it has gone ambient, individualized and
 decentralized.
- Production plants: Only Products built for extremely high durability are manufactured within special plants. Products that are intended for a short life-span are built of completely recyclable material and are suitable for enhanced 3D-printing at home or in specific manufacture-to-go studios.

The overall mentality has shifted towards a point where we have understood that work is organized for life (not vice versa). And taken that together with the fact that people have become more tolerant due to a more nomadic and open-minded lifestyle, this explains why the average person on earth seem to be happier compared to 2010. A smart and semantic web is helping us to finally come very close to a common understanding of internet protocols, human rights and intertribal support.. But not all the challenges that existed in 2010 have been solved in 2030. We still face discrimination and violence between different zones, tribes, cultures and nationalities.

1.2) Innovation camps 2030

Most interestingly: The majority of innovation camp-like happenings that take place are not marketed and labeled as such - they have started organically in a bottom-up approach. Generally speaking innovation camps that were kicked-off & sponsored by corporates out of PR & CSR objectives have failed numerous times in the past - so the vast majority of innovation camps nowadays tackle real problems and solve real needs. However, there is a range of different 'tastes' of innovation camps, catering to various needs and attitudes of the participants. Some will set the focus on the exchange between different tribes & zones and on providing intercultural informal learning environments while others are strongly curated, facilitated and output-focused. In the latter case, the organizational party has to make

sure that enough extrinsic incentives exist for the participants to take part.

As corporations have heavily lost influence, they are not the main supporters of innovation camps. However, there are still corporate-sponsored innovation camps taking place that function well if the corporates communicate their goals & (formerly hidden) agendas in a completely transparent way.

1.3) Description of the different levels of the innovation landscape

1.3.1) Micro level

By attending innovation camps, the participants will have the opportunity to critically reflect upon themselves by getting to know people from other tribes beyond superficiality. Innovation camps also serve as way to discover other zones that people usually wouldn't go to or spend much time in. So innovation camps not only foster solutions for specific fields & problems - they also function as a motor for human-self-innovation. The ability to innovate is closely linked to the knowledge of unleashing one's own creativity. Innovation camps provide interdisciplinary hands-on learning environments and thus serve as one of the main sources and drivers for the education.

1.3.2) Meso level

Innovation camps foster community building by getting people together in real-life. In some way, innovation camps have taken over the role that pubs and coffee houses used to posses.

Besides, as already mentioned, innovation camps allow the various zones to cover topics of interest and work on zone-internal challenges in a participatory & transparent way.

1.3.3) Macro level

Innovation camps are an intense & productive way to tackle problems that the world's inhabitants have to face on a global level, across the different tribes & zones - for example how to deal with discrimination, environmental challenges, communication infrastructure.

2) "Dialogue" - Model

2.1) World 2030

Supported by cheap and very fast ways of transportation, people will be able to travel to nearly every place in the world. Thus borders will blur and we will have a totally globalised world, mixing nationalities, religions, cultural backgrounds and languages.

People will leave the countryside to gather in mega cities which will not feel and look like the cities of 2010. There will be a lot of nature, green architecture, sustainable mobility concepts integrated into the environment and new ways of flexible living. Moreover a lot of sharing concepts will be developed to save resources, especially in the field of transportation, use of energy and production (e.g. shared 3D-printing).

Models of connected life and work will be established and there will be still political parties who are highly influenced by big companies and rich people. But the real political action will be triggered by normal citizens who organise themselves and gather temporarily around problems to solve them. Apart from the mega cities, places for total tourism will be designed and created to purely amuse people and help them to recover.

People will move fast between different mega cities and places of tourism to enjoy their lives, get to know different people, be at the heart of different problems or topics and experience different climate zones. At the same time one can observe many extremes in society and economy.

Big companies and production centers with strict hierarchy juxtapose communities using open innovation to produce and realize their own products and ideas. Very rich people living in high security areas juxtapose "normal" areas for the average human being.

Some people will love the technological progress. They will be online 24/7, wear implants and will be able to plug in with their data and programs nearly everywhere. At the same time there will be counter movements who believe in ecological ways of production and being human instead of "robots". Some of the people will be able to handle the information overflow and the infinity of possibilities while 50% of the population will be mentally ill and depressed.

2.2) Innovation camp 2030

In this world of extremes, two different kinds of innovation camps will emerge. Those who are initiated by big companies to get media attraction and those who are organised by communities in a boot-strap approach, something like small underground camps.

But in every case, the camps try to bring together an interdisciplinary team of people with different point of views and backgrounds while the mindset and the culture of the people tend to be similar. The camps will enable a dialogue between different groups and solve existing problems, e.g. political issues. It will be necessary to pay the basic costs for housing and living and to enable an atmosphere of freedom and trust. Moreover meeting offline will still be essential for a communication involving all senses which is necessary to work and create in a collaborative and intense manner.

The attendees will be self reflected persons with great social skills. It will be easy to attract the so-called "free spirits" who live self employed and like such kind of events, culture and atmosphere. However, in

order to spark a real dialogue, the camp organisers will have to attract so-called "tied spirits" too. The approach: every free spirit will convince a tied spirit of his/her close peer group to attend the camp. Consequently, the tied spirit has at least one person to relate to, so the atmosphere of trust and freedom will not be challenged too much. In addition to that, a lot of children will attend because we appreciate their naive thinking and playful behavior.

The architecture will vary between very rough "underground"-style locations and elaborate, costly designed working and living environments depending on the financial situation of the organisers. There will be a lot of camps taking place at the same time all around the world. Maybe games and challenges within or between different camps will help fostering new ideas in a playful way. To moderate and mediate between different camps and groups, one will need something like an referee team that understands both "sides" - free and tied spirits, but without the right to make decisions.

2.3) Description of the different levels of the innovation landscape

2.3.1) Micro level

People will get to know and understand lots of different point of views and backgrounds. They will receive more and more informal education through camps that frequently take place. Some even might be able to live a nomad life, jumping from camp to camp, getting the basic costs paid while solving real problems.

However, the big corporate camps might have trouble attracting the free spirits to participate. Some of them will end up organising their own camps after having faced frustrating situations out corporate camps.

2.3.2) Meso level

Schools, universities and corporates will on the one hand be afraid of such events because they create new solutions which might challenge existing products and systems. But on the other, the great potential in such temporary working communes is obvious to the education sector. Consequently, those camps will serve as learning environments for students and employees. Especially the discussion between free and tied spirits will cost a lot of energy on both sides, but to be able to really change the world and to create innovations with "thick value", companies and underground communities realise that they have to work together. Especially the "every free spirit attracts a tied one"-model and the referees should help fostering and enabling this required dialogue.

2.3.3) Macro level

In society these camps will be seen as breeding places for meaningful solutions. People who attend will be respected for their will to change and help without getting paid. The government will support such camps. There will be political funds available to (partly) finance innovation camps. Some of them are organised and funded in a completely crowd-sourced manner if they tackle a problem that affects a big part of society.

3) "Filling the Gap" - Model

3.1) World 2030

In 2030, in general the world will be characterized by a big shortage of most resources we still take for granted today. Especially drinking water, oil and gas but also some ores like coltan that is so important for the production of capacitors in mobiles and laptops will face scarcity. Especially "western countries" will have reached a level of prosperity that will allow less and less economical growth. "Business as we know it" will come to an end. It will be the starting point of a transition phase of economical instability that will have big impact on societal and political level. Due to an increasingly volatile and less predictable world, the understanding of the "normal people" is overtaxed. This leads to an intensification of social tensions.

But there is also hope for 2030: in the previously described circumstances there will also be more and more people trying to change the world around them in a positive way with their actions. Through technological progress, especially the ongoing growth of connective technology (like the worldwide web today), the skills and resources of all people are visible to everybody in real-time. Hence, people will be able to take action and solve problems in loosely formed "global action groups". These action groups will take over more responsibilities out of the sphere of responsibility of governments. And whatever they do needs to be self-sustainable - both, in terms of resources and money.

Generally speaking by 2030 we will live in a world characterized by more extremes in the middle of a transition phase that follows the global end of the industrial era.

3.2) Innovation camp 2030

By 2030 innovation camps will serve as catalysts for mindsets and ways of thinking. They will offer "safety bubbles" where the attendees can think and do differently compared to their normal working life. Forward thinking people gather in the experiment and experience spaces, connect there with "normal" local people and help to define and solve problems in a non-elite and hands-on manner. The camps need to be self-sustainable systems so they can stay autonomous.

- The main goals of innovation camps:
 - (social) education
 - non-hierarchical decision making
 - fostering citizens' creativity and engagement
 - social skills
 - politics
 - direct democracy: decision making on a local level
 - testing of supposed solutions in a protected surrounding
 - solution finding for economical, political and social problems
 - addressing real needs
 - defining the question/ problem
 - finding approaches to solve them
 - new approach for market research and foresight

functions:

"filling the gap": in a world where existing skills & resources are transparent and visible to everybody, these resources can be connected on demand to realize camps around pressing problems. For example innovation camps will use existing temporarily empty spaces - instead of creating a space from scratch. It's house squatting gone good.

"temporary oasis": innovation camps are retreats / homebases for the global digital nomads

3.3) Description of the different levels of the innovation landscape

3.3.1) Micro level

- people will be driven by pressing problems that will affect them directly
- individuals will take more and more responsibility to proactively frame and solve problems on their own
- a "nomad culture" will emerge because top talents will spend their time traveling around the globe, solving or at least easing the most pressing issues. For these people "innovation camps" resemble their temporary homebase

3.3.2) Meso level

- corporations and other big institutions are complex systems that need to develop new products with real value, not just for consumption. Senseless consumption in our "throw-away" mentality of today will not be possible anymore.
- Some big institutions that understand the signs of time become important drivers of change because they pool huge financial power.
- The remaining institutions will be replaced by fast and dynamic, global networks that build around the pressing challenges. Because the possibilities of communication and collaboration technology enable ad-hoc connection and co-creation without transaction costs, there is less need for the model of today's corporation. It will simply be outdated.

3.3.3) Macro level

• governments provide an infrastructural network of rough "campsite-like" places, where citizens can start innovation camps and don't have to deal with too many infrastructural problems

The infrastructure provided by these "campsites" include:

- o water, sustainable electricity, access to the world wide web
- self grown organic food
- o space
- o information, pooling experts and local people with instant availability
- funding

C) A joint vision for innovation camps in 2030



Although the three previously outlined visions do have their individual taste, we can identify commonalities amongst them:

Setting:

In 2030, technology will not be able to digitally transmit all human senses. Consequently, camps will still take place offline, in real locations but with a high level of interaction between the in- and outside of camps through technology. The architecture will vary from very rough underground locations to costly produced working and living environments. But in either case, they will challenge people in new experimental and experience spaces. The innovation camps in general and specifically the architecture and location will have to be self-sustainable systems to match the scarcity of resources. So there are basically two options for innovation camp spaces in order to be sustainable:

- permanent spaces that form autonomous systems by producing their own food and energy.
 Products that can't be produced within the space environment will be upcycled in dedicated "fablabs" and "maker spaces" to re-use resources.
- temporary spaces build as stopgaps: when existing skills & resources are transparent and visible to everybody, these resources can be connected on demand to form camp environments. So innovation camps will be established in spaces that happen to be empty / not in useage for a certain amount of time (from days to months)

The camps serve as "safety bubbles" where the attendees can think and do differently compared to their regular working life (in case they have one).

Organizers:

As corporations have heavily lost influence, they are not the main supporters of innovation camps. However, there are still corporate-sponsored innovation camps that work well if the sponsor communicates their goals & (hidden) agenda in a transparent way and in the end is open to share the results.

However, most of the camps will be organised organically by the individuals or communities who gather temporarily around problems. Thus we will see lots of camps in different variations around the world at the same time. They get public funds and/or crowd-source their funding. In addition to that in many cases there might be people or institutions that will benefit above-average from solving a problem.

So they'll be willing to pay for a camp setting that might lead to a feasible solution.

Purpose/ Outcome:

- (social)education
 - o non-hierarchical decision making
 - o fostering citizens` creativity and engagement
 - social skills
- politics
 - o direct democracy: decision making on the local level
 - facing global problems and negotiating solutions in an international, intercultural and intergenerational intensive environment
 - testing of supposed solutions at small scale, camp serving as a living lab environment
- solution finding for economic, political and social problems
 - o addressing real needs
 - o defining the question/ problem
 - finding approaches to solve them
- · new approach to market research and foresight

Attendees:

Camps will attract the "elite" group of people that actively shapes the zeitgeist. There will be artists, business men, designers, coders, weather policemen, format architects and other experts out of disciplines we don't know yet.

These attendees will be self reflected and forward thinking, proactive persons with great social skills. But depending on the tackled problem there will also be "ordinary" people who are not experts in a specific field but are affected by the problems the camp should solve directly. Thus they have interesting and valuable insights and a true intrinsic motivation to help.

Moreover a lot of children will attend because their naive thinking and playful behavior is beneficial. Besides, the knowledge and experiences of the senior citizens will be incorporated in the creation of ideas and solutions in a smarter and more efficient way.

D) Summary of the main arguments behind the vision



1. Pros

- As for some global challenges, the time is running out for human beings, people will eventually
 understand the necessity to change their way of thinking and behaving in order to hand over a
 world worth living in to their (grand)children.
- The world wide web and the next generations of "connecting technology" enable people all
 around the globe to foster an exchange and raise awareness for the challenges they are facing.
- Even today there are trends and new forms of collaboration and fabrication that support the vision of self-organised camps (barcamps, open spaces, co-working spaces, fablabs, hacker spaces, residency programs...)
- In the western industrial countries the rising of the living standards has forced the production sector to move abroad, towards regions with lower labor costs. While production used to resemble the main economic driver, innovation, science and research will be the main suppliers of tomorrow's economical prosperity. This development will start in the western world, extend to the the brick countries and finally also reach the developing countries. Thus, governments and institutions will be bound to invest in sophisticated technology, methodology and new formats that trigger innovation.

2. Cons

- Most western educational systems of our time still educate, one could even argue "produce" people for the industrial age. Generally speaking the educational systems don't foster creative problem solving, tolerance and individual development, but equalization instead.
- People are neither trained nor used to take action for the the benefit of themselves and of others. A strongly developed "consumption attitude" prevents them form doing so.
- Gatekeeper, especially in business and politics, are endangered in their existance from such an enormous power shift and will do everything we can imagine and even some things that we can not imagine today in order to prevent their loss of power.

E) Media

Here you can find pictures and a short movie of the event done by Laurent Hoffmann.

http://www.flickr.com/photos/untilweseenewland/http://vimeo.com/16088163

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"One does not discover new continents without consenting to lose sight of the shore for a very long time."

Andre Gide, writer and nobel prize winner