



Open web-platform for large participation

Deliverable D 7.2 (WP 7)

Final Version, October 30th, 2011



The INFU Project is funded under the Socio-economic Sciences and Humanities

Authors: François Jégou¹, Adèle Seyrig², Nannan Li³

Contributors: Philine Warnke⁴, Elna Schirrmeister⁵, Michael Pielen⁶

Consortium Partners:

Austrian Institute of Technology (Austria)
Fraunhofer Institute for Systems and Innovation Research (Germany)
Strategic Design Scenarios (Belgium)
Z_punkt The Foresight Company (Germany)

Project Coordinator:

Karl-Heinz Leitner, Austrian Institute of Technology

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1 Strategic Design Scenarios, Managing Director, f.jegou@gmail.com;

2 Strategic Design Scenarios, Project Manager, adele@strategicdesignscenarios.net;

3 Strategic Design Scenarios, Trainee, nann.0623@gmail.com;

4 Fraunhofer Institute for Systems and Innovation Research, team leader foresight, philine.warnke@isi.fraunhofer.de

5 Fraunhofer Institute for Systems and Innovation Research, senior researcher foresight, elna.schirrmeister@isi.fraunhofer.de

6 Fraunhofer Institute for Systems and Innovation Research, junior researcher foresight (until 12/2010),

Table of Contents

1. Introduction 3

2. Development of an extra module for distant experts interviews on amplifications 3

3. Update of the dissemination strategy through the use of trailer movies 8

4. Updates and improvements from the beta INFU website 11

1. Introduction

This deliverable documents the main features of the INFU open web-platform – www.innovationfutures.org – and describes the efforts related to Task 7.2 (Interactive web-platform) of work package 7 (Dissemination and Communication) of the INFU project.

In particular, it will describe:

- Development of an extra module for distant experts interviews on amplifications;
- Update of the dissemination strategy through the use of trailer movies;
- Updates and improvements from the beta INFU website.

2. Development of an extra module for distant experts interviews on amplifications

Within work package 2 (Amplifying the signals) and work package 3 (Explorative Dialogue) of the INFU project various experts have been involved in the development and assessment of the innovation visions. In order to support the experts' interview about the INFU Amplifications, an extra web-module has been developed between Fraunhofer ISI and SDS

It supported the interview process based on the following steps:

1. Presentation of the 10 min. Amplification movie to give the respondent an overview of the Weak Signals of change in innovation patterns and the 19 Amplifications extrapolated from them:

The screenshot displays the INFU website interface. At the top left, the title "Amplifications" is visible, followed by a "Home" link. A warning message states: "Please do not forget to turn on your loudspeakers!!!". The main content area features a video player with the title "INFU, A Foresight Exercise on Emerging Patterns of Innovation: Initial visions". Below the title, the consortium partners are listed: Austrian Institute of Technology (Austria), Fraunhofer Institute for System and Innovation Research (Germany), Strategic Design (Belgium), and Zukunftsforschung (Germany). The video player shows a play button, a progress bar at 08:54, and the Vimeo logo. To the right of the video player, a "Site Content" menu lists various sections: Home, Project, About U, Signals, Amplific, Mini-par, Delivera, Publicat, Related, Scenari, Scenari Assessm, Videos, and Contact. Below this menu is a "Private A" section with a "Usern" field, a "Passw" field, a "Lo" button, and a "Request passwor" link. At the bottom of the page, a text block reads: ">By clicking [here](#) you will have the opportunity to react on the eighteen visions on Innovation-Futures developed by the INFU Foresight team. Your input will be taken into account for further visioning, scenario building and policy recommendations."

2. Review of the 19 Amplifications one-by-one through web questionnaire showing an introduction page:



infU

[5%]

Dear INFUthiast,

here you have the opportunity to react on the eighteen visions on Innovation-Futures developed by the INFU Foresight team.
If you have not done so already, please have a look at the 10-minutes movie that gives an overview of all visions.

<http://www.innovation-futures.org/?q=video/>

Afterwards just click here to comment on each individual vision.
Your input will be taken into account for further visioning, scenario building and policy recommendations.

If you want to play an even more active part in the INFU futures dialogue just let us know ... there are many different inroads for creative thinkers to join.

Thank you for your participation

Dr. Philine Warnke Fraunhofer-Institute for Systems and Innovation Research ISI Innovation and Technology Management and Foresight Telefon: +49 (0)721 / 68 09 - 326 E-Mail: philine.warnke@isi.fraunhofer.de	François Jégou Strategic Design Scenarios Telefon: +32 (0)495 / 50 24 - 33 E-Mail: f.jegou@gmail.com
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Please enter your e-mail address into the field below to start the survey

continue

An on each page (see screenshot below) the following features have been incorporated:

- a. a key image of the Amplification;
- b. the text of the comment of the Amplification from the movie in written form;
- c. a series of 5 assessment scales asking the respondent to assess the Amplification on the six grades scale on the following dimensions:
 - Clarity (from 'clear' to 'unclear' + 'no comment');
 - Newness (from 'new' to 'familiar' + 'no comment');
 - Impact (from 'high impact' to 'low impact' + 'no comment');
 - Desirability (from 'desirable' to 'non desirable' + 'no comment');
 - Likelihood (from 'likely' to 'unlikely' + 'no comment');
- d. a "Do you have further comments?" box.



[9%]



What if open source development is no longer limited to software development but becomes an all-encompassing innovation pattern?

Many products and services are provided by people contributing bits and pieces to various technological and social innovation projects. Open source business models and coordination mechanism abound.

Please assess for the vision above (Please set the scroll bar to the desired position)

Clarity	clear	-	-	-	-	unclear	no comment
Newness	new	*	*	*	*	familiar	no comment
Impact	high impact	*	*	*	*	low impact	no comment
Desirability	desirable	-	-	-	-	non-desirable	no comment
Likelihood	likely	-	-	-	-	unlikely	no comment

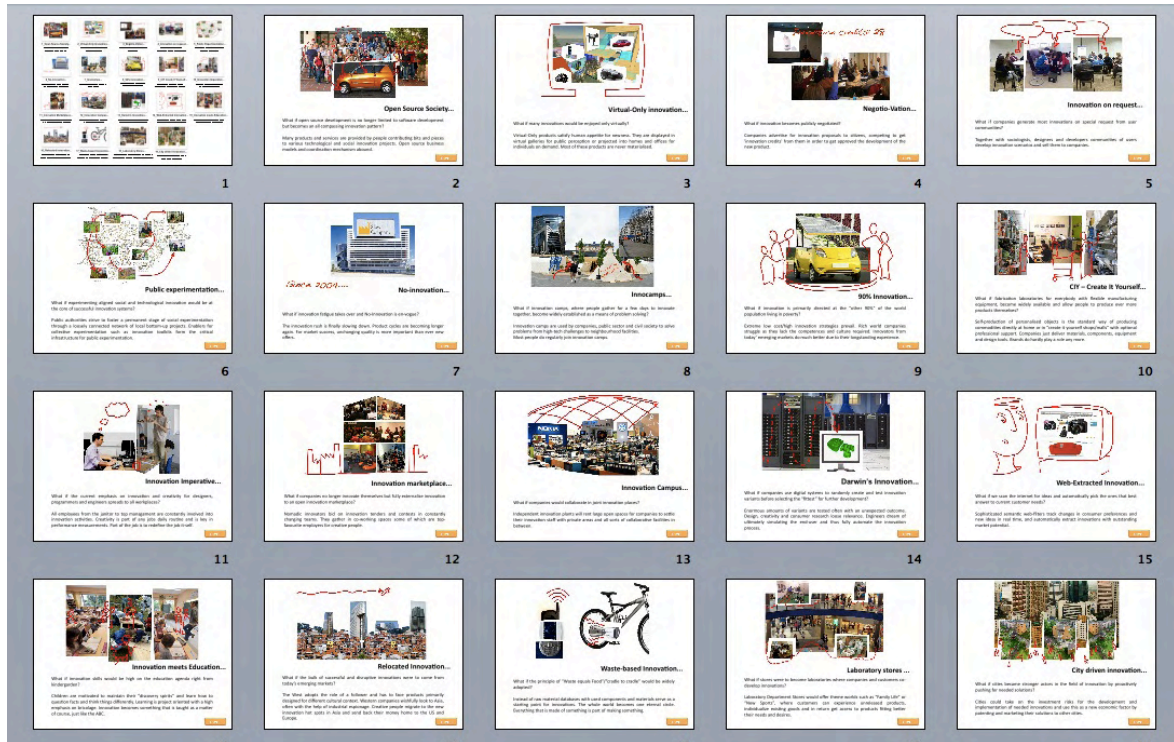
Do you have further comments?

[back](#) [continue](#)

Finally, the interview web module was linked to a database collecting all respondents' answers and allowing all kind of computation for analysis.

Since not all of the interviews have been conducted online, a paper version of the web questionnaire has been created, too.

Interviews were then conducted face-to-face for more convenience or other reasons considering the availability of the respondent or its willingness/familiarity with web questionnaires. The amplification movie was played on a screen and the respondent was answering based on the paper copy. His/her assessments were then added to the database documenting the results of the survey.



INNOVATION CREDITS: 28

What if innovation becomes publicly negotiated?

Companies advertise for innovation proposals to citizens, competing to get "innovation credits" from them in order to get approval for the development of new products.

Negocio-Vation...

Please assess for the vision above (Please set the scroll bar to the desired position)

	great	neutral	no comment	no comment
Clarity	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Newness	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Impact	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Desirability	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Likelihood	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>

Do you have further comments?

[back](#) [continue](#)

INNOVATION CREDITS: 28

What if experimenting social and technological innovation would be at the core of successful innovation systems?

Public authorities strive to foster a permanent stage of collective experimentation through a loosely connected network of local bottom-up projects. Enables for collective experimentation such as innovation toolkits form the critical infrastructure for public experimentation.

Public experimentation...

Please assess for the vision above (Please set the scroll bar to the desired position)


	great	neutral	no comment	no comment
Clarity	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Newness	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Impact	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Desirability	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>
Likelihood	<input type="range"/>	<input type="range"/>	<input type="range"/>	<input type="range"/>

Do you have further comments?

[back](#) [continue](#)

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A Foresight Exercise on Emerging Patterns of Innovation
Visions, Scenarios and implications for Policy and Practice



The INFU project

New innovation patterns such as open innovation, user innovation or soft innovation are challenging established ways of developing innovations. It can be expected that some of these concepts and models become widely diffused in the future while at the same time totally new innovation patterns may emerge. A better understanding of plausible long-term scenarios for changing innovation processes and configurations and its implications for society and economy can help practitioners and policy makers in developing specific strategies to exploit the full potential of new innovation patterns.

The INFU Foresight exercise aims to develop scenarios of future innovation landscapes in order to support strategy building for policy and other innovation actors. The scenarios will outline how future actors may collaborate in new configurations and with new approaches to transform knowledge into products and services within different socio-economic frameworks.

To generate this anticipatory intelligence INFU is implementing an explorative dialogue with key stakeholders and experts using advanced creativity methods to foster thinking beyond established pathways and up-to-date prospective methods to structure the debate and ensure rigour of analysis. These bottom-up visions are confronted with different possible socio-economic framework conditions and global mega trends to finally synthesise consistent scenarios that are integrating micro, meso and macro elements of possible innovation futures with particular emphasis on the changes in nature and content of research.


The explorative analysis will be complemented with a debate on the desirability of different innovation futures based on an assessment of the scenario implications for key societal challenges such as sustainability. Options for policy strategies to prepare for the identified changes in innovation patterns are derived together with key policy actors.

[Read more](#)

Mini-panel Visions

Amplifications

Please do not forget to turn on your loudspeakers!!!



> By clicking [here](#) you will have the opportunity to react on the eighteen visions on Innovation-Futures developed by the INFU Foresight team. Your input will be taken into account for further visioning, scenario building and policy recommendations.

Site Content

- [Home](#)
- [Project Structure](#)
- [About Us](#)
- [Signals of Change...](#)
- [Amplifications](#)
- [Mini-panel Visions](#)
- [Deliverables and Publications](#)
- [Related Projects...](#)
- [Scenarios](#)
- [Scenarios Assessment](#)
- [Videos](#)
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3. Update of the dissemination strategy through the use of trailer movies

The initial intention in the INFU Description of Work (DoW) was to create an open web-platform offering:

- distant collaboration facilities (e.g. media space for simultaneous work and interviews with external experts);
- social computing tools (e.g. a wiki supporting on-line interviews, blog supporting sub-interest groups discussion).

Within the 20 months since the INFU beta website was launched, the INFU research project meet great interest in the scientific community and beyond. The consortium noticed in particular interest in the outputs with high visibility such as the INFU amplification movie that allow to get a quick overview of the research project progress by observers lacking of time. Informal feedbacks the INFU consortium gets about the amplification movie tend to demonstrate that:

- the movie was recommended by observers of the INFU research project (i.e. link to the movie sent by mails to peers...);
- the movie was a good 'ambassador' of the research to other communities of interests (e.g. promotion of a series of INFU events at the LIFT 11 conference aiming at identifying and anticipating current and emerging usages of digital technologies, Marseille, 6-8 July 2011);
- movie as quick and easy format was a good access point to introduce the INFU research project and induce visitors to browse the website and take a closer look at material produced;

Thus, the INFU consortium decided to build on the success of the movie format as a dissemination strategy:

- the INFU Amplification movie was re-edited. The initial amplification movie has been produced in April 2010 as a support to prompt the conversation with experts and introduce the interview sessions. It was not meant to be a self-stranding dissemination support. Therefore the initial INFU amplification movie has been reedited in a shorter more dynamic version (October 2011). A new professional voiceover has been recorded on purpose.

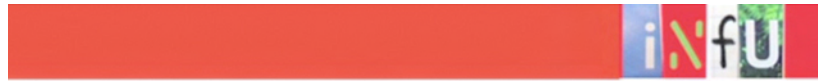
Initial version: <http://vimeo.com/10891089>

New version: <http://vimeo.com/21441608>

- A second INFU movie has been produced to show an overview of the 8 different Mini-panel Visions developed. This movie has been developed in the continuity of the Amplification movie with the same visual aesthetics and as a following in order to produce a series that can be presented one after the other.

The INFU Mini-panel Vision movie has been installed on the INFU web platform in 2 forms:

- as a complete 7 min. movie;



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INFU Mini-Panels...

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- as a series of 8 shortcuts presenting each one of the Mini-panel result plus a ninth shortcut presenting the conclusion of the 8 Mini-panels experiences.

Site Network: Home Project Structure About Us Signals of Change... Amplifications Projects... Mini-panel Visions Scenarios Mini-panel Visions Scenarios Assessment Videos Deliverables and Publications Related Projects... Contact us...

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Mini-Panel Trailer
Home » Blogs » admin's blog
Published by admin on November 7th, 2011 in videos
Please do not forget to turn on your loudspeakers!

Weak signals of change in the way we innovate have been amplified and used to prompt strategic conversation between a range of experts and stakeholders. 8 topics emerged and were investigated more in-depth in different countries and in the arenas they relate to.
more...
Conclusions:
>>insert movie...

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The emerging visions introduce fundamental changes in the mechanisms coordinating innovation supply and innovation demand such as:

- fab lab infrastructures enabling self-prototyping;
- deliberation processes moderating innovation;
- innocamps for collaborative problem solving;
- citizen agencies to promote local public innovations;
- innovation chain masters coordinating various actors and ideas;
- a Surplus Ecosystem exchanging it's own Surplus with society
- city open data available for innovation;
- algorithms tracking promising opportunities;
- creativity supporting environments
- shared infrastructures mixing innovation actors;

These new ways of coordination generate new type of outcomes such as:

- solutions for societal needs;
- new relations between people and things
- cultural innovations changing meanings and identities;
- solutioning systems

Innocamp Society

00:27
vimeo

Site Content
Home
Project Structure
About Us
Signals of Change...
Amplifications
Mini-panel Visions
Deliverables and Publications
Related Projects...
Scenarios
Scenarios Assessment
Videos
Contact us...

Private Area
Username: *

Password: *

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4. Updates and improvements from the beta INFU website

As reminder the INFU beta website was designed to provide different features according to different types of use:

- for anonymous user : a **public area**, free of access, which provides a project presentation, a description of the consortium and the possibility to contact the INFU team.
- for consortium users: a private area with restricted access thought as a **private collaborative platform** for a consortium of research : in this area, consortium members can upload and download documents; deposit deliverables ; share administrative documents ; view internal news and share pictures.
- **A semi-public area**: during a research project some work in progress can be open to various experts who can share their views without being registered as a consortium member. These works in progress can be then progressively open to a larger public. For example, the interview web-module describe above was located in this area to facilitate free access to respondents but without constituting a real public resource.

After 20 month of use by the consortium and external contributors (i.e. respondents to the interviews; participants to the various workshops all along the project; external observers; etc...) the INFU web platform reveal to function accurately and only minor changes and updates have been done. They are listed hereafter for record.

1. Update of the main INFU outputs promoted on the front page (i.e. INFU Amplification movie and related interview web-module; INFU Mini-panels Visions...):

Site Network:

Home

Project Structure

About Us

Signals of Change...

Amplifications

Mini-panel Visions

Deliverables and Publications

Related Projects...

Scenarios




Scenarios Assessment

Videos

Contact us...

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A Foresight Exercise on Emerging Patterns of Innovation
Visions, Scenarios and Implications for Policy and Practice

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To generate this anticipatory intelligence INFU is implementing an explorative dialogue with key stakeholders and experts using advanced creativity methods to foster thinking beyond established pathways and up-to-date prospective methods to structure the debate and ensure rigour of analysis. These bottom-up visions are confronted with different possible socio-economic framework conditions and global mega trends to finally synthesise consistent scenarios that are integrating micro, meso and macro elements of possible innovation futures with particular emphasis on the changes in nature and content of research.

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Read more

Mini-Panel Trailer

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Published by admin on November 7th, 2011 in videos

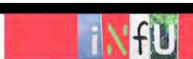
Please do not forget to turn on your loudspeakers!



8, Participatory Social Innovation

Amplifications

Please do not forget to turn on your loudspeakers!!!



INFU, A Foresight Exercise on
Emerging Patterns of Innovation:
Initial visions


Consortium partners:

Austrian Institute of Technology (Austria)

Fraunhofer Institute for System and Innovation Research (Germany)

08:54 Jariros (Belgium)

100% Company Strategy



Site Content

- Home
- Project Structure
- About Us
- Signals of Change...
- Amplifications
- Mini-panel Visions
- Deliverables and Publications
- Related Projects...
- Scenarios
- Scenarios Assessment
- Videos
- Contact us...

Private Area

Username: *

Password: *

Site Content

- Home
- Project Structure
- About Us
- Signals of Change...
- Amplifications
- Mini-panel Visions
- Deliverables and Publications
- Related Projects...
- Scenarios
- Scenarios Assessment
- Videos
- Contact us...

Private Area

Username: *

Password: *

2. Reorganisation of the button side bar (i.e. alignment and clarification of button names):

Site Content

- Home
- Project Structure
- About Us
- Signals of Change...
- Amplifications
- Mini-panel Visions
- Deliverables and Publications
- Related Projects...
- Scenarios
- Scenarios Assessment
- Videos
- Contact us...

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3. Creation of a specific page for Mini-panel Visions:

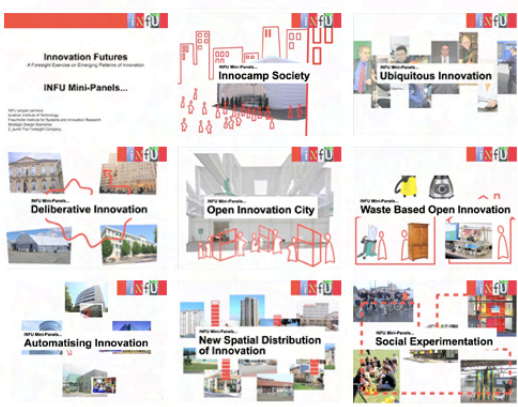
[Site Network](#) [Home](#) [Project Structure](#) [About Us](#) [Signals of Change...](#) [Amplifications Projects...](#) [Mini-panel Visions Scenarios](#) [Scenarios Assessment](#) [Deliverables and Publications](#) [Videos](#) [Contact us...](#)

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Visions, Scenarios and implications for Policy and Practice



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[Home](#)



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Please find below the documentation and current results of the mini-panels organised by the INFU team:

- [1. Automatised Innovation](#)
- [2. Deliberative Innovation](#)
- [3. Global Innovation Chain Management 1 of 2](#)
[Global Innovation Chain Management 2 of 2](#)
- [4. Open Innovation City](#)
- [5. Innocamp Society_1 of 2](#)
[Innocamp Society_2 of 2](#)
- [6. Waste Based Innovation](#)
- [7. Widespread Creativity](#)
- [8. Participatory Social Innovation](#)

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Site Content

- [Home](#)
- [Project Structure](#)
- [About Us](#)
- [Signals of Change...](#)
- [Amplifications](#)
- [Mini-panel Visions](#)
- [Deliverables and Publications](#)
- [Related Projects...](#)
- [Scenarios](#)
- [Scenarios Assessment](#)
- [Videos](#)
- [Contact us...](#)

Private Area

Username: *

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4. Creation of a specific page for Scenarios:

Site Network: Home Project Structure About Us Signals of Change... Amplifications Projects... Mini-panel Visions Scenarios Scenarios Assessment Videos Contact us...

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A Foresight Exercise on Emerging Patterns of Innovation
Visions, Scenarios and implications for Policy and Practice


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Scenario

Home



Scenario construction

The main step in the construction of the scenarios was a workshop involving the INFU consortium team. During this workshop, the team identified and sketched a portfolio of scenarios for future European innovations landscapes based on the main uncertainties in the evolution of innovation in Europe. Scenario construction was supported by a specific scenario software which supports the search for sets of projections with high overall consistency ("projection bundles").

Five scenarios were identified by combining different projections of the nine key factors with the aim to build coherent and plausible pictures of the future. These scenarios capture very different future options for the European innovation landscape.

As a time horizon, the project team selected 2025, a year which is close enough to the present to make the scenarios relevant for today's decision making yet remains far enough in the future to make major changes in innovation patterns imaginable and even probable.

The different future projections of these key factors systematically map relevant and possible alternative developments of the framework conditions for innovation and they include also new promising concepts of innovation. The illustration below shows the scenarios in the so-called "morphological box". The headers list key factor names, the boxes below give the names of the respective projections. Lines connecting the projections belong to a specific scenario.

Scenario 0: In Nothing Changes
The baseline, or reference, scenario shows an almost unaltered future as regards present structures and present innovation patterns. The challenges resulting from an ageing and shrinking population, global competition, environmental issues and resource scarcity are inadequately met. Ultimately, muddling-through politics lead to decline. In the global innovation race, the European Union falls behind.

This scenario is based on the assumption that key factors remain virtually unchanged. As there are major conflicts and interactions between these factors, the project team considered the scenario to be little likely and providing little insight. It is used here as a backdrop for the other scenarios.
[Download Scenario 0](#)

Scenario 1: Unleashing the Creative Spirit. Europe's Innovative Societies
By 2025, the European Union has become energised by a new spirit of creativity and has turned into the world's innovation centre. The EU is a main global innovation hotspot offering excellent research conditions and providing the world with sustainable innovations, helping it to cope with the grand challenges of our times. European societies have become a highly valued source for new product and services ideas, but above all for social innovation. In addition, sustainable business and consumption patterns have become the norm – economic growth and social welfare are no longer exclusively defined in monetary values.
[Download Scenario 1](#)

Scenario 2: The Exhausted Giant. European Innovation Fatigue
Demographic ageing, inadequate policy responses, high competitive pressure from other extremely innovative world regions, and a certain "innovation fatigue" of its population cause the European Union to lose most of its innovation capacity by 2025. Faced with this situation, policymakers and entrepreneurs stick to obsolete models of growth and welfare, education and innovation. The few remaining innovation activities are exclusively business-driven and not embedded in systemic approaches to sustainable development.
[Download Scenario 2](#)

Scenario 3: Locally-Driven Innovation
In 2025, Europe's innovation landscape has changed significantly. Cities, agglomerations, and regional governments have replaced European or national bodies as the most important mediators and facilitators of innovation. They made up for the lack of national and EU guidance and the entrepreneurs' growing reluctance to innovate. Thanks to local citizen initiatives, Europe's innovation capacity has returned to a high level while companies play only a moderate role for pushing innovations. In 2025, innovation is realised and organised at the local micro level and provides solutions mainly, but not only, for urban challenges.
[Download Scenario 3](#)

Scenario 4: Prometheus Unbound: Innovations for Innovation's Sake
Europe has set the course for innovation and competitiveness. All major actors – from commerce, politics, and society as such – collaborate to open and streamline innovation processes, overhaul rigid administrative systems and promote innovation at every level, financially and by providing good framework conditions. Europeans are highly motivated to contribute ideas. However, since innovations are guided mostly by an economic rationale, environmental problems are not addressed in a comprehensive and effective manner. Moreover, parts of the population drop out of this fast-paced lifestyle.
[Download Scenario 4](#)

Limitations and scope of scenarios
Scenarios are not forecasts. They do not describe "the future", rather, they depict consistent and plausible images of possible futures, of alternative future situations and the development path towards them: "This is how it could happen". They are based on a coherent and internally consistent set of assumptions about key relationships and driving forces. Which of these alternatives will be realised remains uncertain. Possibly, elements of all scenarios could materialise, perhaps to different degrees, or radically new aspects, i.e. elements of the future situation, will arise, such as new developments and trends, unpredictable innovations, impacts of disruptive events: "Something else entirely could happen." Thus, scenarios are not primarily intended to answer questions but their aim is to raise questions and to tell conceivable "stories" to inspire thinking about and debates on the future.

[Download the complete Scenario Report](#)

Site Content

Home

Project Structure

About Us

Signals of Change...

Amplifications

Mini-panel Visions

Deliverables and Publications

Related Projects...

Scenarios

Scenarios Assessment

Videos

Contact us...

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Site Network: [Home](#) [Project Structure](#) [About Us](#) [Signals of Change...](#) [Amplifications Projects...](#) [Mini-panel Visions Scenarios](#) [Deliverables and Publications](#) [Related Projects...](#) [Videos](#) [Contact us...](#)


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Visions, Scenarios and implications for Policy and Practice



Scenarios Assessment

[Home](#)



Scenarios Assessment

Site Content

- [Home](#)
- [Project Structure](#)
- [About Us](#)
- [Signals of Change...](#)
- [Amplifications](#)
- [Mini-panel Visions](#)
- [Deliverables and Publications](#)
- [Related Projects...](#)
- [Scenarios](#)
- [Scenarios Assessment](#)
- [Videos](#)
- [Contact us...](#)

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Username: *

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6. Creation of a specific page for Videos to facilitate access to the video movies.
(See more comment on video movies in paragraph 3 above.)

Site Network: Home Project Structure About Us Signals of Change... Amplifications Projects... Mini-panel Visions Scenarios Scenarios Assessment Videos Contact us...

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Visions, Scenarios and implications for Policy and Practice

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Home

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Innovation Research (Germany)

08:54 **video**

INFU new trailer

admin's blog

Mini-Panel Trailer

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Please do not forget to turn on your loudspeakers!

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