## Three ways to approach futures of work in the age of Al

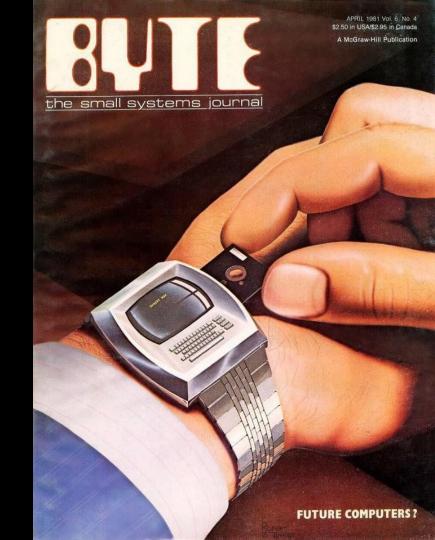
Mikko Dufva | @mdufva | mikko.dufva@sitra.fi



SITRE

#### LEARNING FROM THE PAST

More of the same or something completely different?

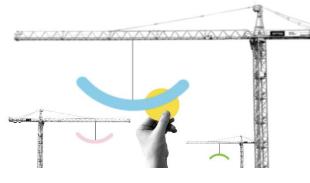


#### Three approaches to futures

#### **Preparing**



#### **Planning**



#### **Broadening**



What is changing?

What is uncertain?

(cf. <u>Miller 2018</u>)

What can we do?

What is desirable and for whom?

What do we assume?

What is not questioned?



#### PREPARING FOR FUTURES

What is changing, what is uncertain?



#### GLOBAL MEGATRENDS

- 1. Sustainability crisis NOW!
- 2. Global
  interdependency
  and growing
  tensions
- Technology will change everything



## ISSUES FACING THE NORDIC COUNTRIES

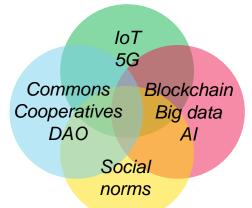
- 4. The riddle of work and income
- 5. Representative democracy fatigued
- 6. The economy at a crossroads



#### **Digitalization and platforms?**



Distribution and decentralisation



Data amount and use

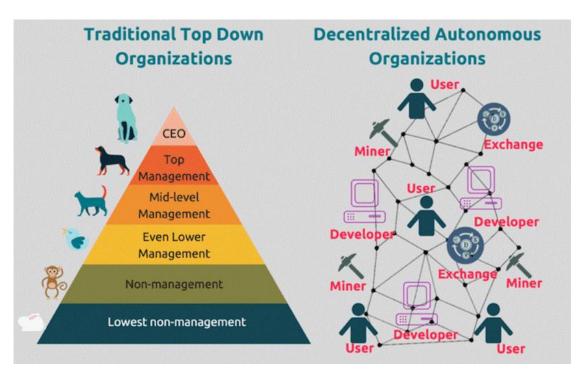
Habits, practices, behaviour in platforms





# "On the Blockchain, no one knows you're a fridge" Richard Brown

- Smart contracts and decentralized autonomous organisation (DAO)
- No middlemen, no distinction between man and machine
- "Code is law"



https://blockchainhub.net/dao-decentralized-autonomous-organization/



## Skills needed: "Digi-grasping"

Ways of being in the digital-physical world:

**Ignorance** 

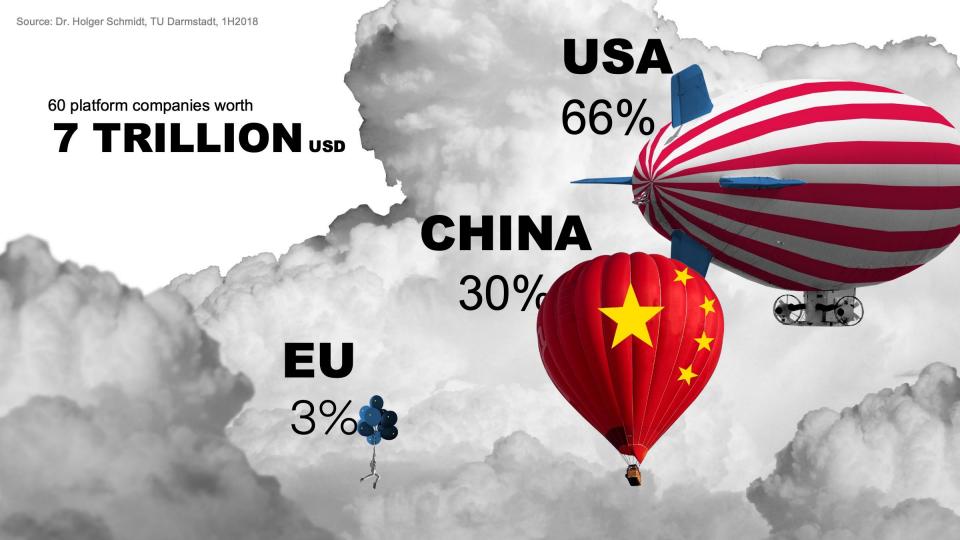
**Awareness** 

**Questioning** 

**Creativity** 

Grasping the future of the digital society







Our project aims to create an international protocol that gives *people* control over how and what their data is being used for.

Think of it as a kind of IBAN (International Bank Account Number) for personal data.



# FAIR DATA MEANS FAIR BUSINESS





#### **BROADENING FUTURES**

Where are our blind spots?



#### **Postnormal times**





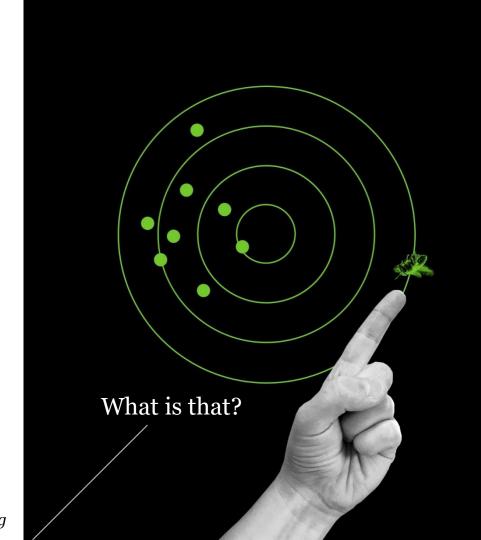
"We are entering an era where complexity, chaos and contradictions will become the dominant themes; and uncertainty and ignorance will increase drastically"

Sardar, Z., 2015. Postnormal times revisited. *Futures*, 67, 26–39. Sardar, Z., 2010. Welcome to postnormal times. *Futures*, 42(5), 435–444.



#### Weak signal:

Sign of an emerging issue or the first symptom of change



Hiltunen 2010: Weak signals in organizational futures learning

## What is surprising, ridiculous, outrageous?





"Human Uber," developed in Japan, provides a way to attend events remotely using another person's body. "It's surprisingly natural" says its inventor, Jin Rekimoto of Sony #emtechasia

Mäännä kielestä englanti

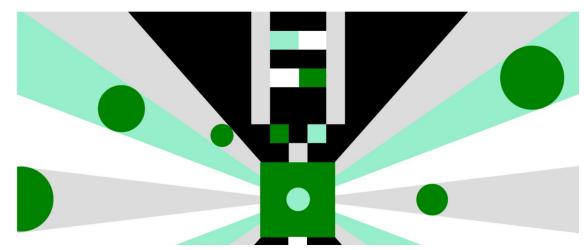


8.52 - 30, tammik, 2018

What is surprising, ridiculous, outrageous?

ANDY GREENBERG SECURITY 08.10.17 12:00 AM

#### BIOHACKERS ENCODED MALWARE IN A STRAND OF DNA



https://www.wired.com/story/malware-dna-hack/



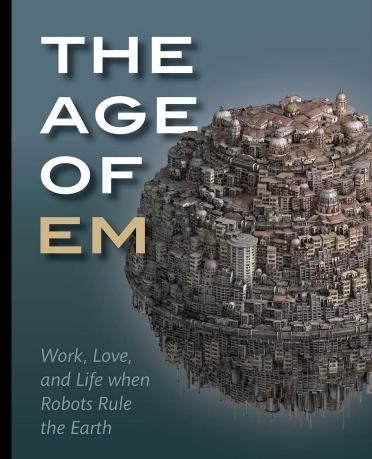


Highly personalized Al companions become an essential part of everyday life. Concentrated networks of huge businesses leverage extreme data to provide affordable, effective, and seamless services. Privacy is gone and much work is automated away, but most people embrace the new reality.

https://www.bsr.org/en/our-insights/report-view/doing-business-in-2030-four-possible-futures

## OUTSOURCING THOUGHT?

Is simulating brains all it takes?





### "Any useful idea about the futures should appear to be *ridiculous*"

**Jim Dator** 



### MEGATRENDS AND WEAK SIGNALS TELL US WHAT IS CHANGING

#### SO WHAT?

Visioning a better future



#### THE MIDDLE CLASS' PROMISE



#### **UNCERTAIN FUTURE**







## EVERYTHING WE HAVE EVER BELIEVED IN IS GONE!



WELL, CHANGES COME AND GO. IT DOESN'T AFFECT US.





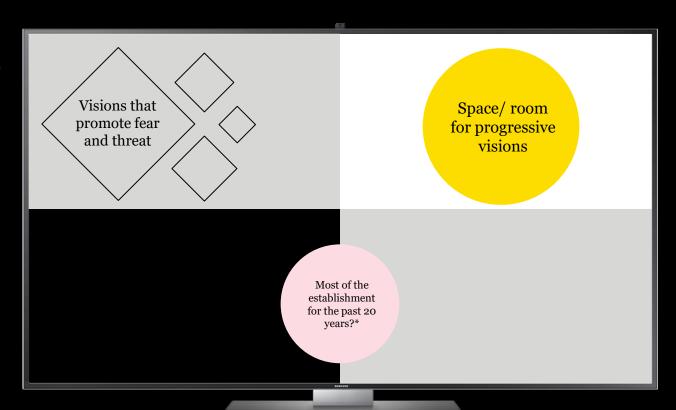


#### ATTITUDES TOWARDS MEGATRENDS CREATE A PLAYING FIELD



#### VISIONS ARE CHOICES ON HOW TO RESPOND TO MEGATRENDS

Responding to megatrends requires A LOT OF CHANGE



...only A LITTLE CHANGE

Megatrends are a THREAT

...an opportunity



#### SITRA'S VISION: THE NEXT ERA OF WELL-BEING

Responding to megatrends demands A LOT OF CHANGE



...only A LITTLE BIT OF CHANGE

Megatrends are a THREAT

...a possibility



## "Man has the capacity to dream finer dreams than he has ever succeeded in dreaming"

**Fred Polak** 





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