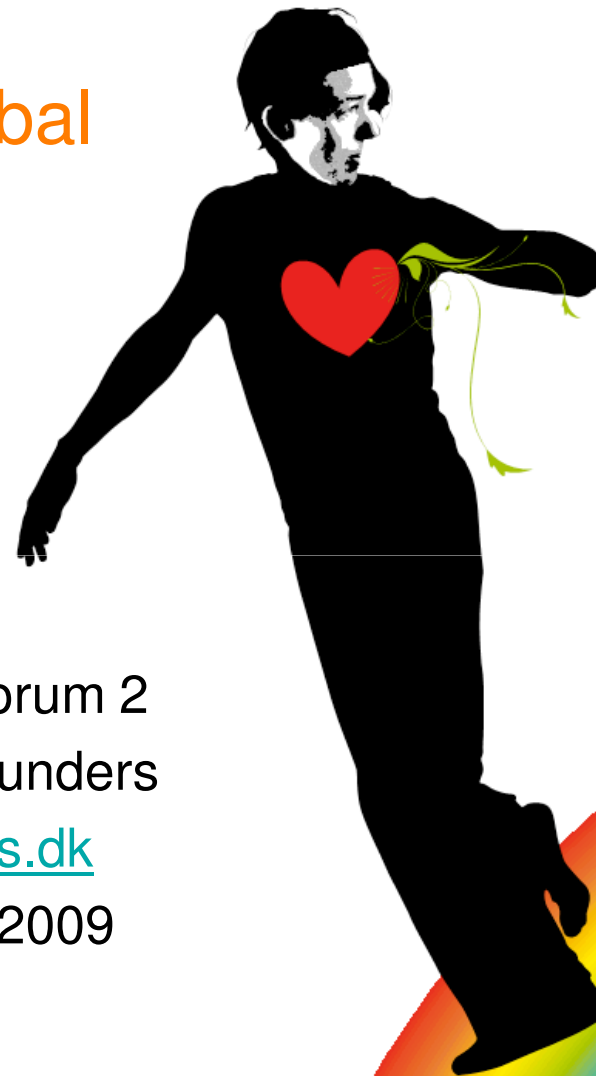


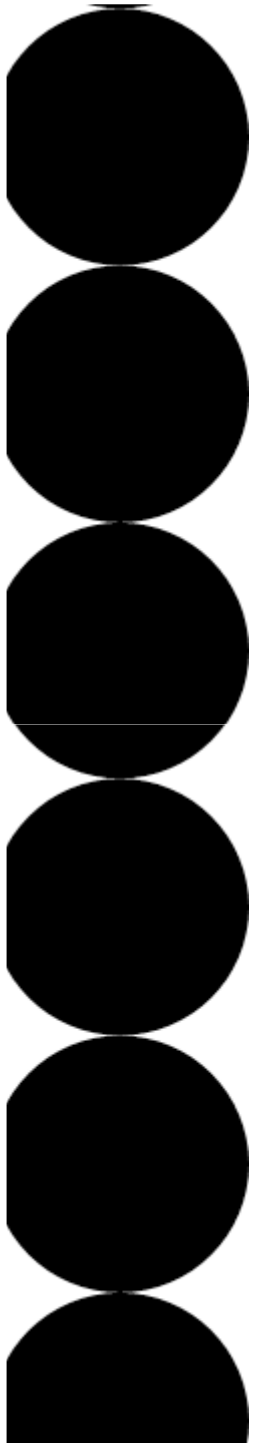
Opportunities in crisis:
4 scenarios for the global
economy



Arengufoorum 2
Jeffrey Saunders

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27 April 2009



Scenarios

A scenario is a story that describes a possible future.

It identifies some significant events, the main actors and their motivations, and it conveys how the world functions.

Building and using scenarios can help people explore **what the future might look like** and the likely challenges of living in it...

Scenarios do not provide a consensus view of the future, **nor are they predictions**: Scenarios are intended to **form a basis for strategic conversation**—they are a method for considering potential implications of and possible responses to different events.

(Shell's Explorers Guide, 2003).

Scenario goals

Scenarios have two general goals:

1. Scenarios are useful for uncovering expectations, risks and threats.
2. Scenarios help to open the mind to innovation and insights into new strategic prospects.

(CIFS, *Strategic Futures Studies*, 2008).

Warm up to the crisis...Perspectives from 2000 to now

Om IFF Medlemstilbud Medlemskab Projekter Kurser Foredrag Udgivelser Søg



Boligboblen brister

Fra Fremtidsorientering 5/2004

Oplever vi i disse år et boligmarked, der er gået 'bananas'? Står vi over for et krak? Boligpriserne har været kraftigt stigende siden starten af 1990'erne, og i dag går mere end en tredjedel af vores forbrug til boligen. I denne artikel vil vi entydigt fremføre afgørende argumenter for det scenarie, hvor der er noget helt galt, og vi derfor befinder os midt i en prisboble på ejerboligmarkedet, der næsten kun kan bryde

Af Troels Theill Eriksen

Supermagt på lurfødder

Fra Fremtidsorientering 5/2004

USA har gæbt over meget i de senere år. Så meget, at regningerne vil stå i kø for at blive betalt i fremtiden, og den amerikanske bevægelsesfrihed vil være svækket i både den nuværende og de kommende præsidentperioder. Det er der ingen grund til at glæde sig over i Europa

Af Søren Steen Olsen

Boblebrist eller baghjul til Europa og Japan?

[← Til oversigten](#)

Publiceret
10. november 2004

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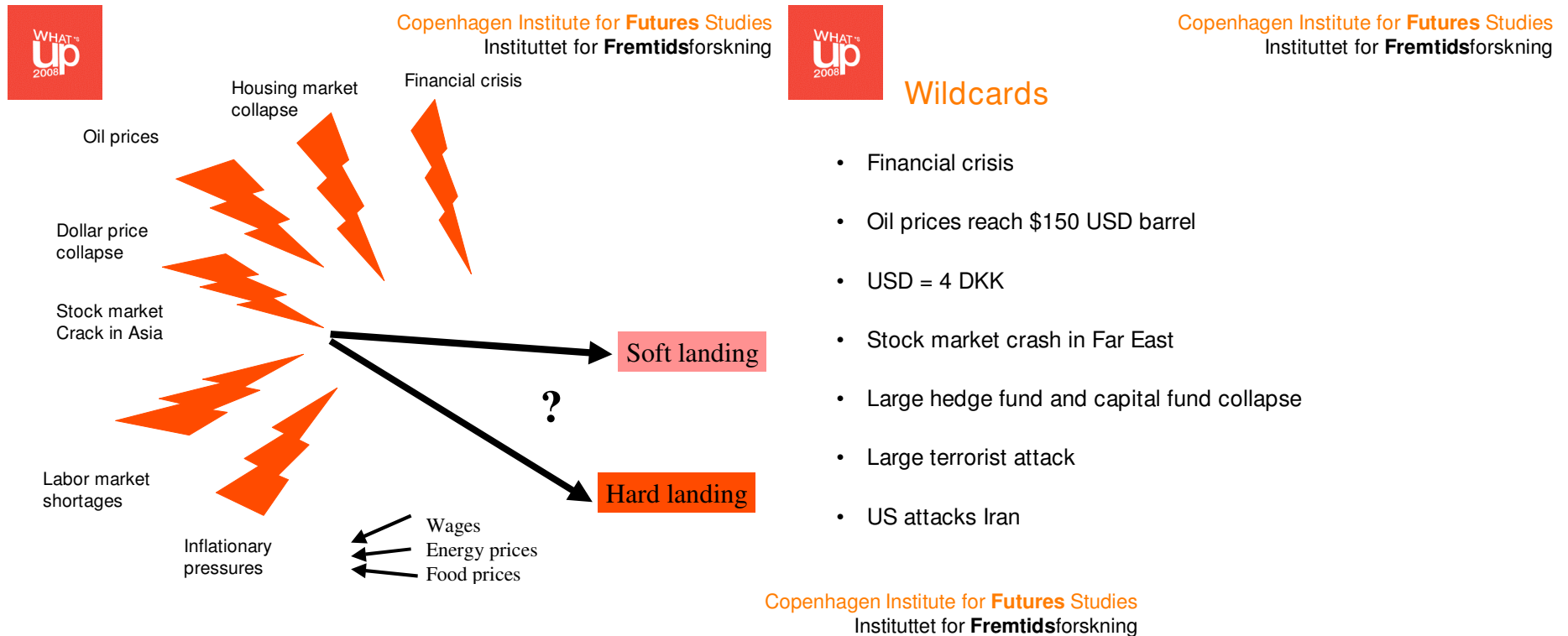
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Scenarios for the world economy towards 2013

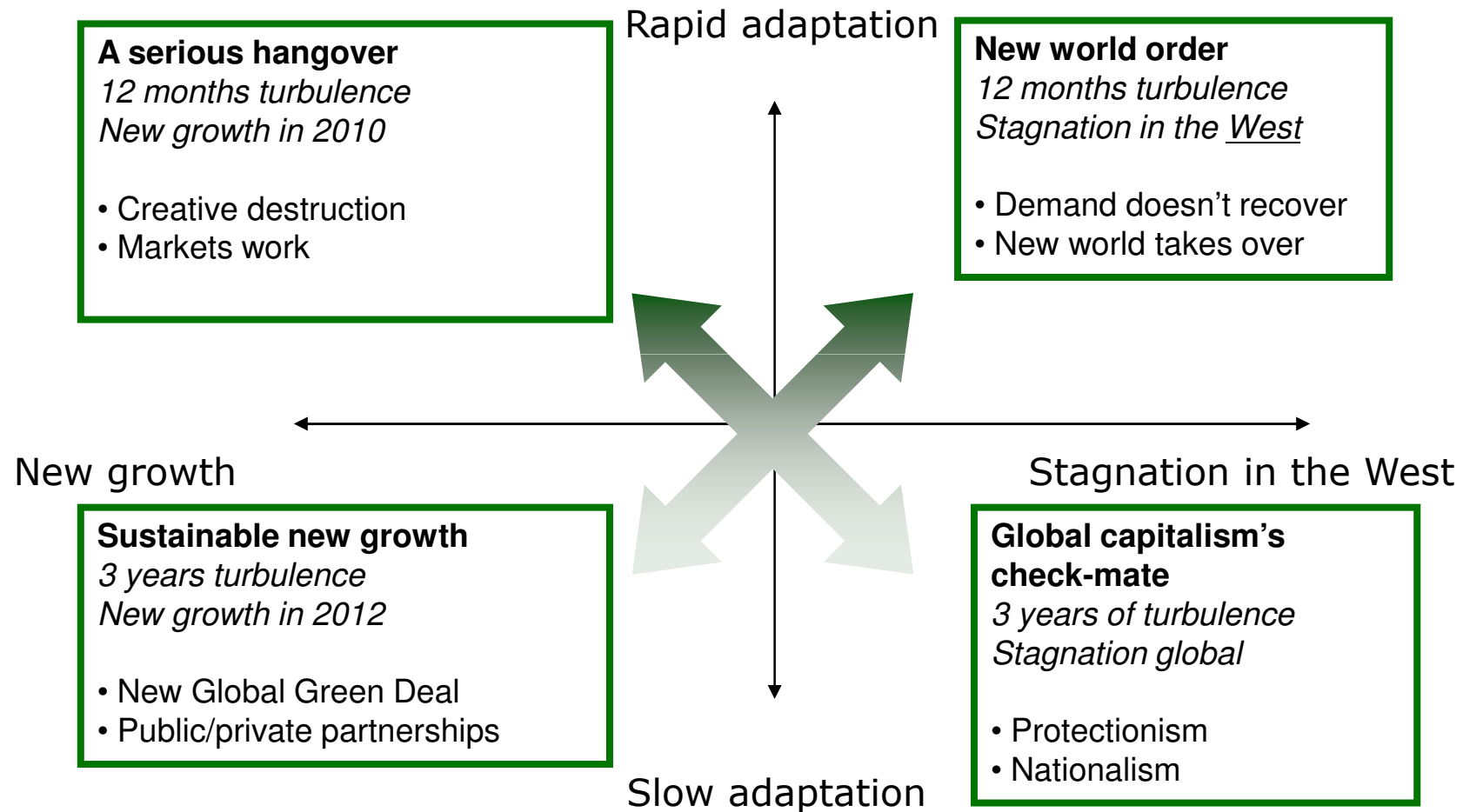
Scenario 1: The good times are over: a more unstable world

Scenario 2: The robust global economy passes it's "stress test"

Based on key questions:

- What will the **global political response** be to the crisis?
- How **quickly** will the global economy **adapt** to **new market conditions**?
- What will **the drivers for growth** on the other side of the crisis be?
- What will the **long-term consequences** of the crisis be **on consumption**?
- What consequences will **the aging of the population** have on consumption?

Four scenarios for global economy towards 2014 (2009 perspective)



Some strategies: For companies predominantly

- Look for opportunities
- Reduce time and monies spent on non-essential activities
- Buy, if you have money
- Consider alternative IT solutions
- Make “light” versions of your products
- Go virtual
- Offer tailored products
- Share resources with other companies
- Eliminate the middlemen
- Fire employees and rehire them as free agents
- Take chances

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

Thank you for today!



Jeffrey Saunders

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