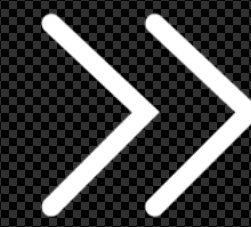
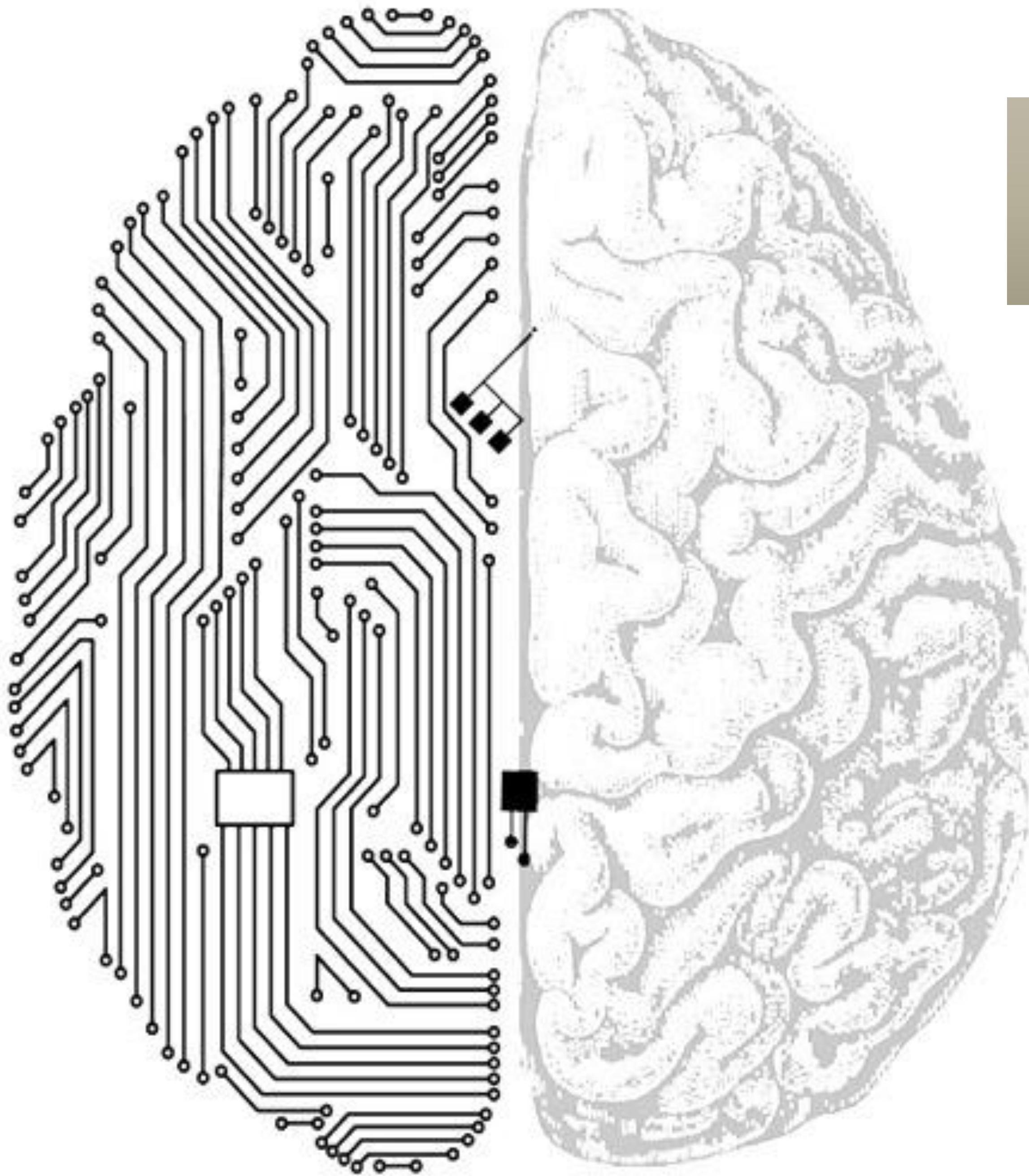


Copenhagen Institute for **Futures** Studies
Instituttet for **Fremtids**forskning







WHAT WE DO_

CONSULTANCY PROJECTS



WORKSHOPS & PRESENTATIONS



MAGAZINES & MEMBERS REPORTS



ALGUNS CLIENTES



Bayer CropScience

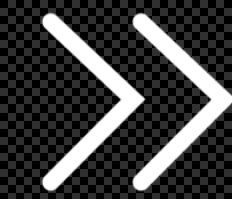


Mercedes-Benz



**THE FUTURE
IS NOW**

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



MEGATENDÊNCIAS

WILDCARDS

NONLINEAR SHIPS



**“DON’T BELIEVE EVERYTHING
YOU READ ON THE INTERNET”**

- Abraham Lincoln

**SOCIEDADE
DA REDE**

**DESENVOLVIMENTO
DEMOGRÁFICO**

SUSTENTABILIDADE

FOCO EM SAÚDE

**SOCIEDADE DO
CONHECIMENTO**

POLARIZAÇÃO

IMATERIALIZAÇÃO

GLOBALIZAÇÃO

DEMOCRATIZAÇÃO

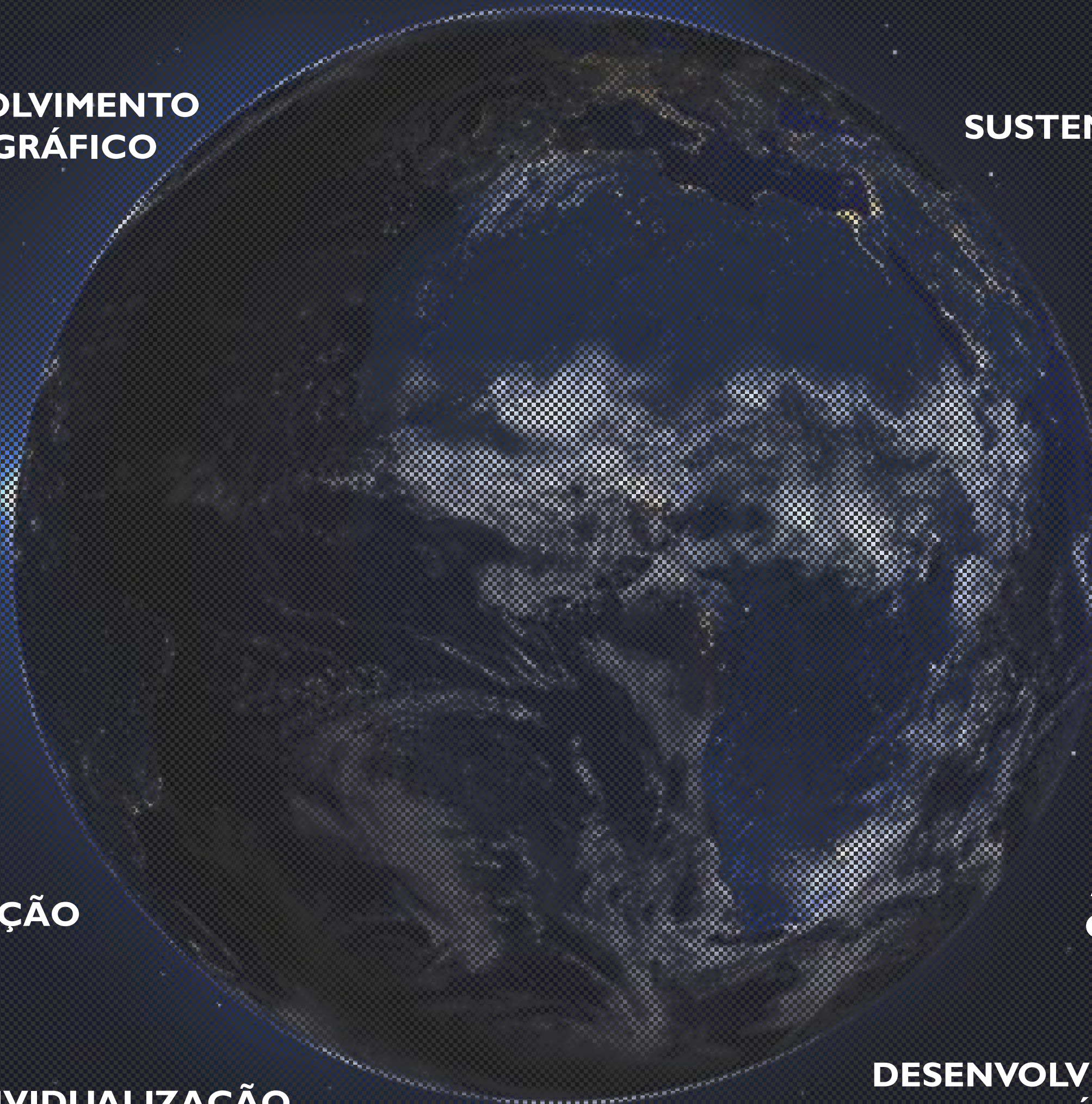
COMERCIALIZAÇÃO

**ACELERAÇÃO E
COMPLEXIDADE**

INDIVIDUALIZAÇÃO

**DESENVOLVIMENTO
TECNOLÓGICO**

**CRESCIMENTO
ECONÔMICO**





POLARIZAÇÃO



SOCIEDADE HIPER ÁGIL

MATEX

PLATAFORMAS DIGITAIS: CO-CRIAÇÃO CROWD FUNDING PROSUMERS

7 SxpE mOz zhr

PLENZAS1 US0
E W R

NTEK xAdf
uMv z q q nD R

ASY xWqF mG
I z v q c nL o R

BLL zE v h k

GDRCU O H MRE

PNZ U B R

ADJz zTndrE
b i o v j N

OP y w
63 t i r o c e o E

RFOI q Av C
e Apo ch i j P o S

VP bz
7 5 q m q E

STKX
FZOKIV C W M

E r D g R x S

VI l v Nu 8 m e R

CLBK
G P A I V O X F A S

Da T u P o c C o w E

I p F k o S i s h
D r v i l n S

SMARTPHONE CONVERGENCE WHATS NEXT?

FUTURO DO TRANSPORTE

**PADRÕES DE DESENVOLVIMENTO E INOVAÇÃO
NO TRANSPORTE DE BENS E PESSOAS**

**MEMBERS' REPORT 1/2018
COPENHAGEN INSTITUTE FOR FUTURES STUDIES**



BATALHA DE ECOSSISTEMAS

**CARRO AUTÔNOMO: LANÇA A NOVA ATIVIDADE
E PODE REVOLUCIONAR O FUTURO DA MÍDIA**



INDUSTRIA 4.0

**AUTOMAÇÃO: A TEMPESADE PERFEITA
OU TEMPESTADE EM COPO D'ÁGUA?**

EXPEDIÇÃO ANTECIPADA



**SHIPMENT
IN TRANSIT**


BEFORE
YOU BUY THE PRODUCT



Decisions case

Superfluous decisions - delivery of toilet paper when you need it.

A Wi-Fi connected button that re-orders the consumer's favorite toilet paper, when the consumer runs out and ease the consumer from the option to chose between multiple kinds of toilet paper in a store.

A roll of toilet paper is mounted on a silver metal holder against a light-colored wooden background. The roll is partially unrolled, and a white paper sign is attached to the front. The sign has the text "SERVICE TEMPORARILY UNAVAILABLE" printed in a bold, black, sans-serif font. The bottom edge of the toilet paper is torn and ragged.

SERVICE
TEMPORARILY
UNAVAILABLE

TaaS– Toilet Paper as a Service

CONSTANT INCREASING EXPECTATIONS

**WE LIVE IN A CULTURE OF
LIQUID EXPECTATIONS,**

WHERE EACH NEW AND AMAZING EXPERIENCE
BECOMES THE STANDARD TO WHICH ALL
OTHERS ARE COMPARED



"IF I CAN PAY SEAMLESSLY WHEN I TAKE AN
UBER, WHY ISN'T IT THE SAME WHEN I
PURCHASE MY GROCERIES?"

IDENTIDADE LIQUIDA

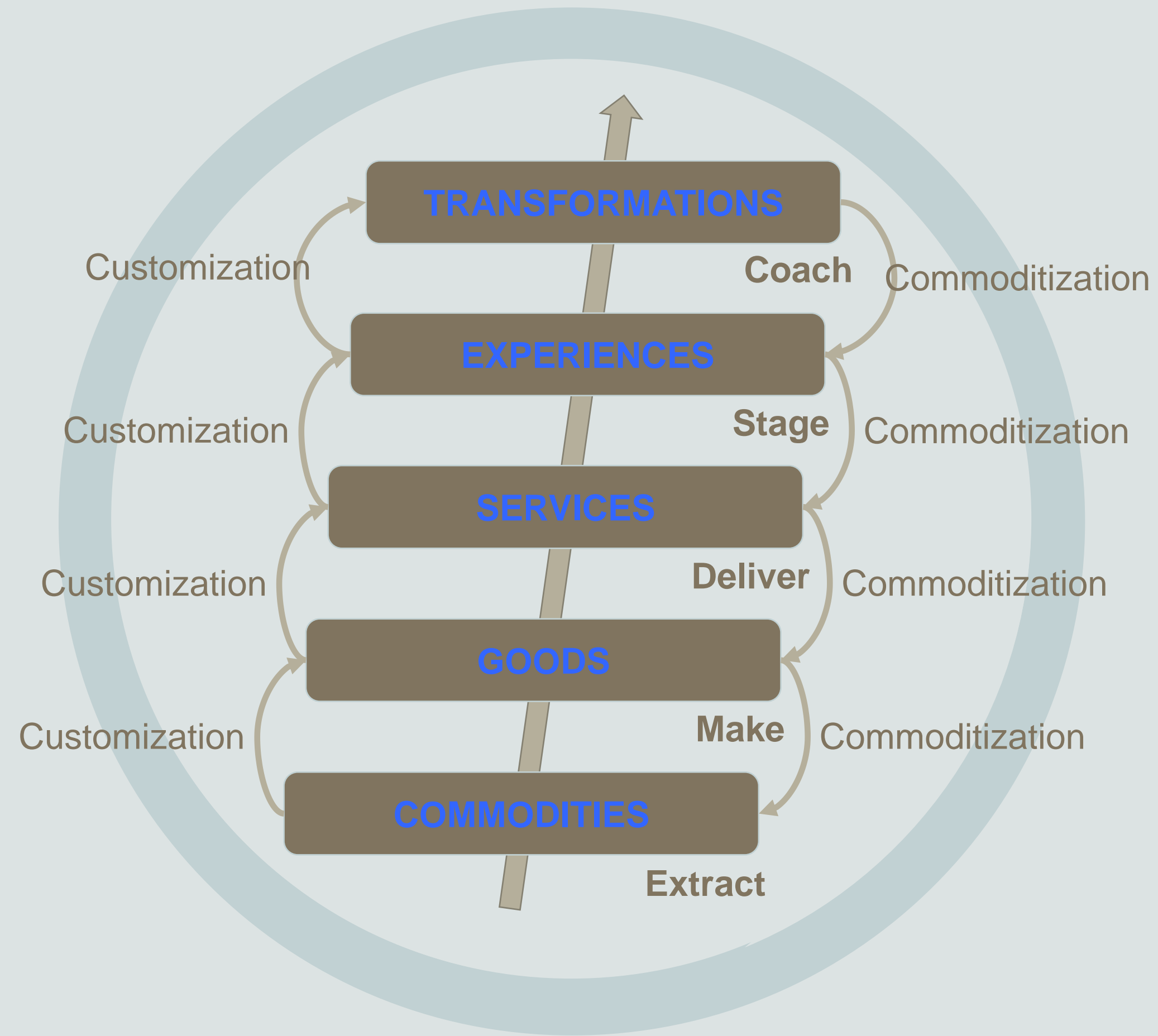


E SE O NOVO LUXO FOR UM EU MELHOR?

E se os gastos de luxo estiverem mudando de coisas tangíveis para transformações pessoais, onde um eu melhor se torna o produto...

THE EXPERIENCE ECONOMY

The shift from commodities to transformations.



Tempo

Requisito básico de intimidade

Um EU Perfeito / Mundo

FAÇA O TEMPO RUIM IR EMBORA!

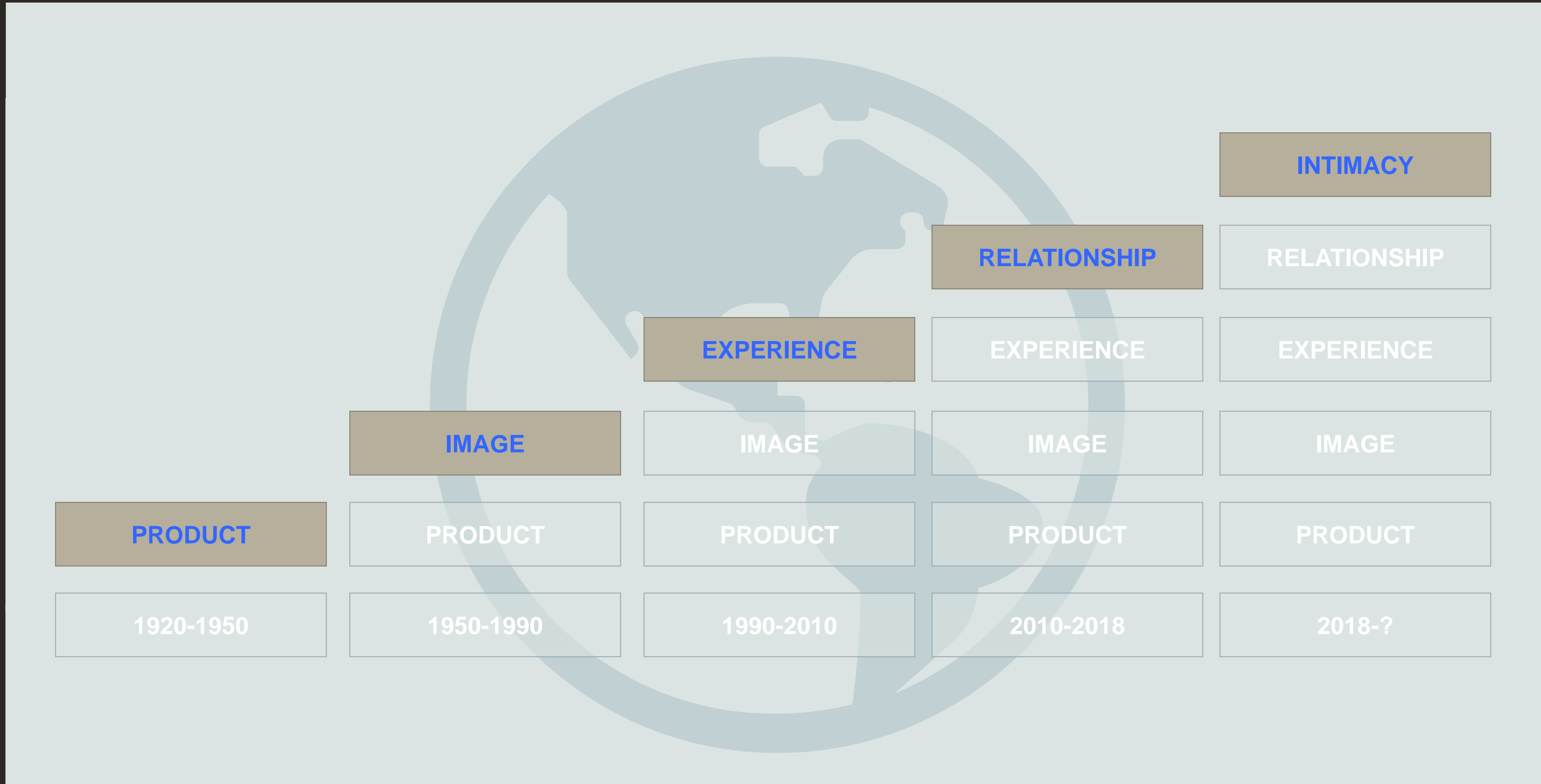
Um Melhor EU / Mundo

**PROMOVA OS BONS MOMENTOS
QUE UM EU MELHOR PRECISARIA**

THE FIFTH ERA OF RETAIL

BRANDING IS HERE

Retailers must make the leap from providing experiences and relationships to providing profound intimacy.

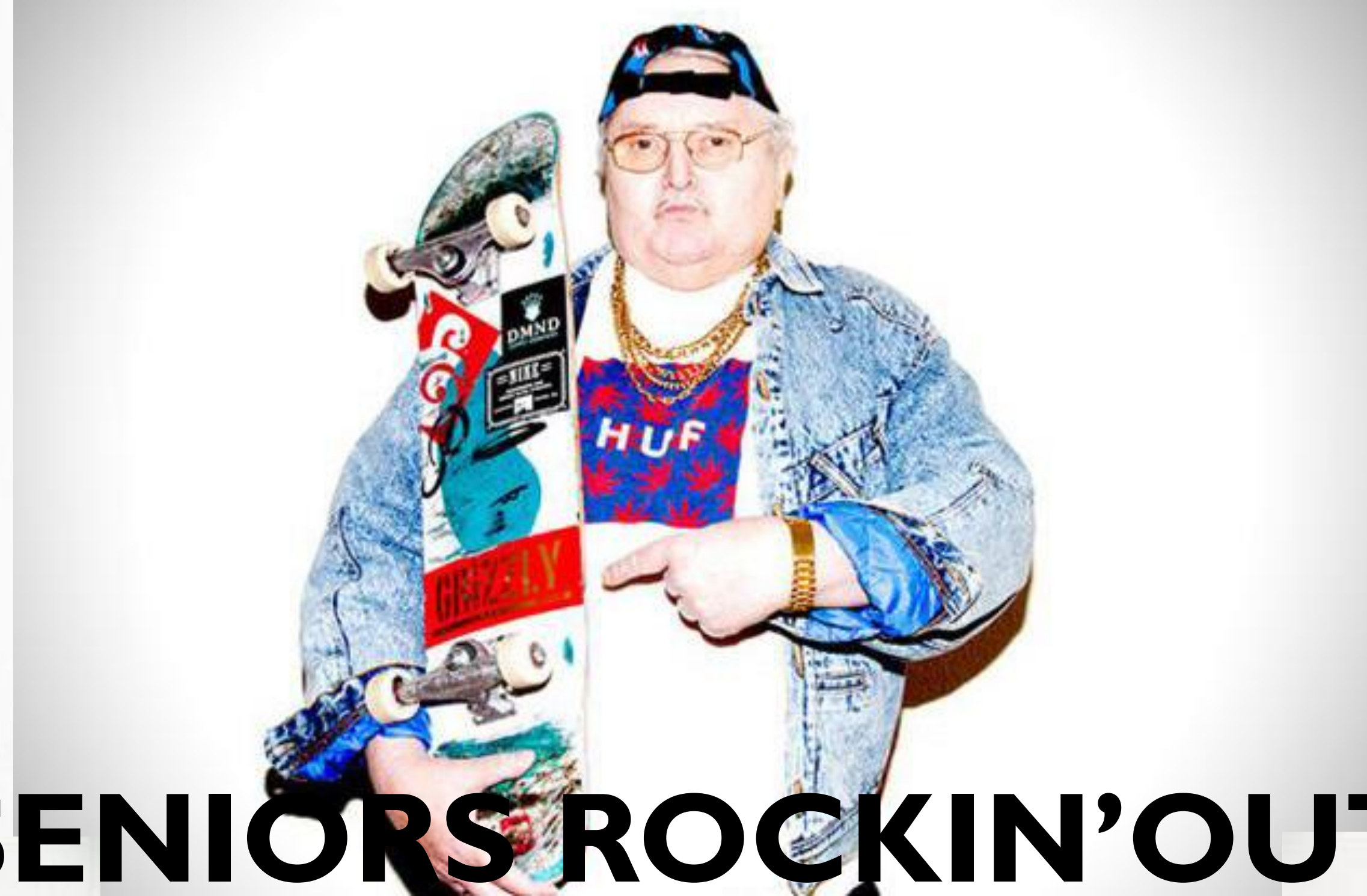


A woman with blonde hair, wearing a blue t-shirt and a red crossbody bag, is walking through a field of colorful flowers. The flowers are in various colors including orange, yellow, and red. The background shows a stone wall and some greenery. The text "CADA VEZ ESTAMOS MELHOR!" is overlaid in the center of the image.

**CADA VEZ
ESTAMOS MELHOR!**



**CONSUMIDORES ESTÃO
ATIVOS POR MAIS TEMPO**



SENIORS ROCKIN' OUT

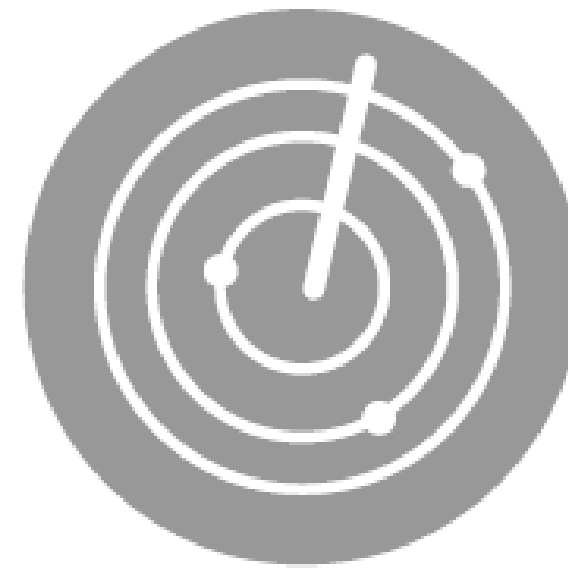


A black and white, halftone-style photograph of four women walking together in conversation. They are dressed in professional business attire, including blouses, jackets, and trousers. The woman on the far left is wearing a dark, belted jacket. The woman next to her is wearing a light-colored blazer. The woman in the center is wearing a light-colored blouse with a dark tie. The woman on the far right is wearing a light-colored, sleeveless top and glasses. The background is a plain, light-colored wall.

SWEDEN: 47% OF HOUSES ARE SINGLE
CHANGING THE WAY of how to BUILD HOUSES



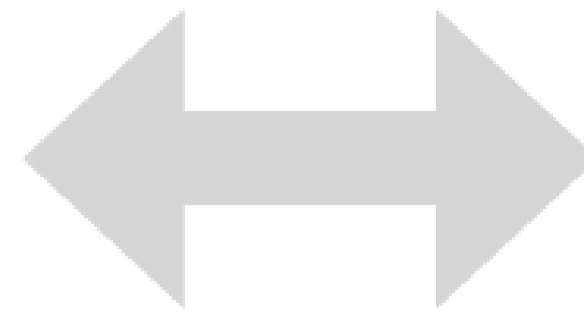
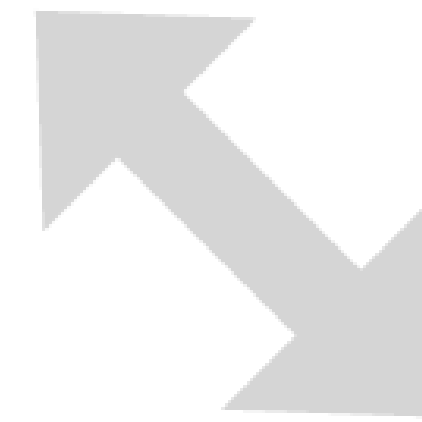
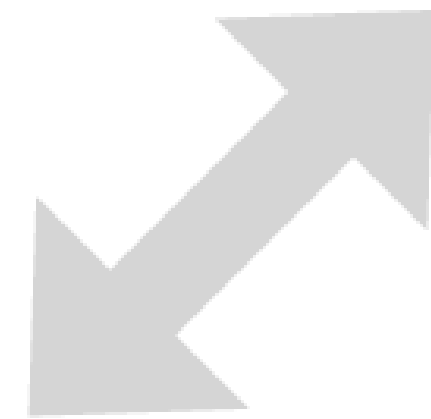
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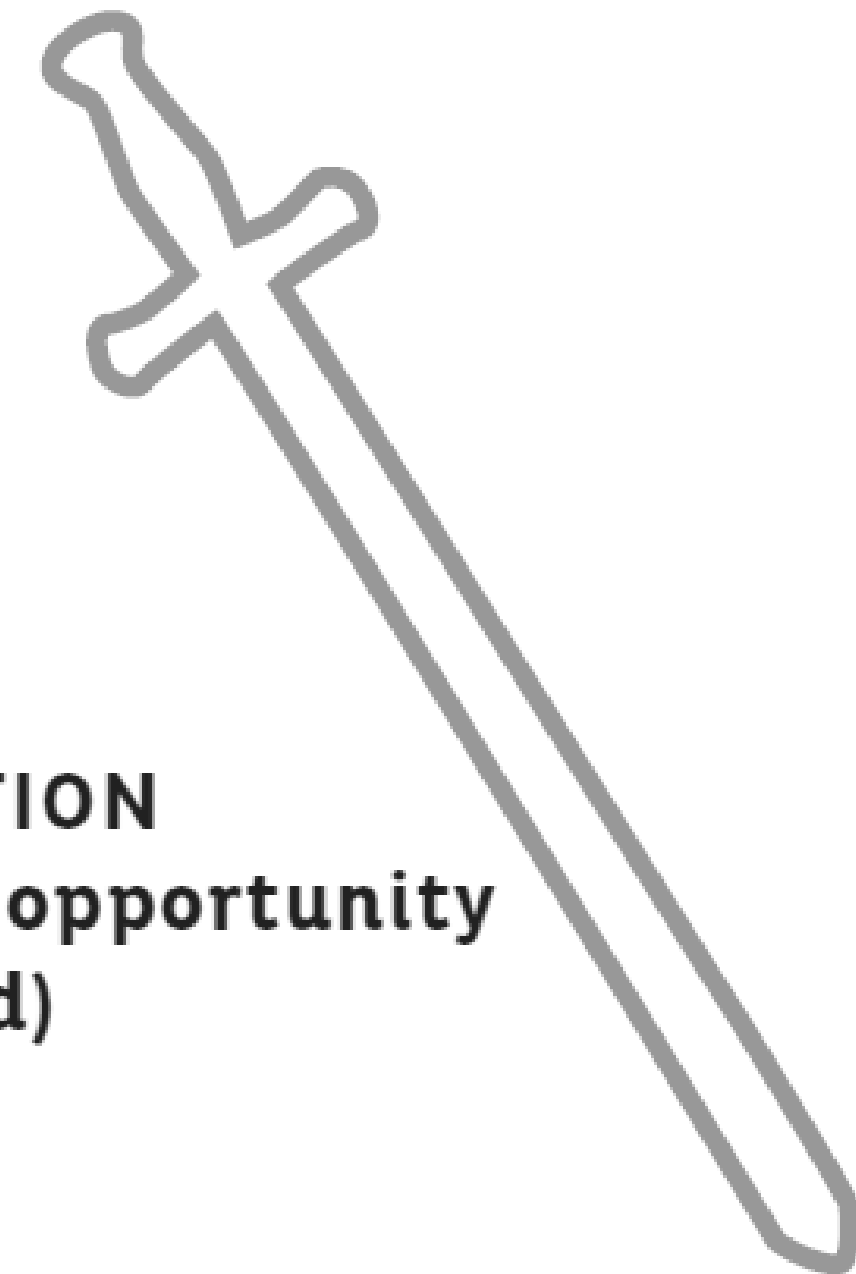
FUTURES STUDIES / FORESIGHT
Scan and monitor
(Radar)



RISK MANAGEMENT
Plan / React
(Shield)



INNOVATION
Proactive / Seize opportunity
(Sword)





**ESPAÇO TRANSFORMATIVO
PARA O DESENVOLVIMENTO
HUMANO**

AMPLIANDO NOSSA PERSPECTIVA

A woman with dark hair, wearing a grey tank top and a large yellow and grey backpack, is hiking on a dirt trail. The background shows a mountainous landscape with green vegetation and a clear sky. The image has a halftone or dithered texture.

**PRODUZ ALGO NA
VIDA REAL DAS PESSOAS**

RESOLVE DESAFIOS EM NOSSO TEMPO



**CRIA O FUTURO E
LEVA A HUMANIDADE
PARA ALÉM DOS
LIMITES CONHECIDOS**

OBRIGADO!



PETER KRONSTRØM

HEAD DO CIFS LATAM

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FACEBOOK: CIFS BRASIL