



The Dream Society - The Idea

The idea was an egg

- and a watch
- and a glance through history

© The Copenhagen Institute for Futures Studies



The BIG overhead

Society	Hunter & Gatherer	Industrial	Information	Dream	Society	Unit	The tribe	Family	His

© The Copenhagen Institute for Futures Studies

The Dream Society

- The sun is setting on the Information Society
- It is a likely scenario (although a big one)
- The beginning of a new logic
 - for society
 - and for the market place

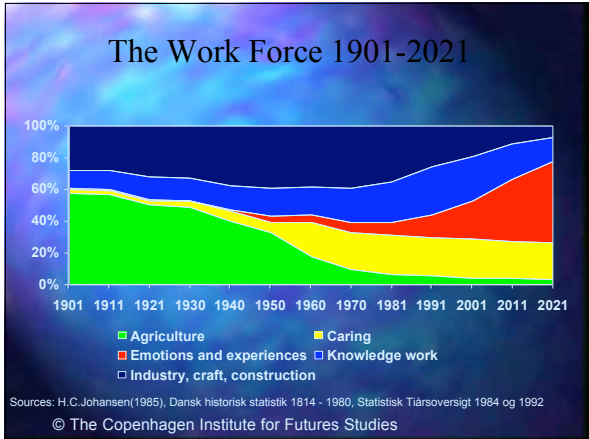
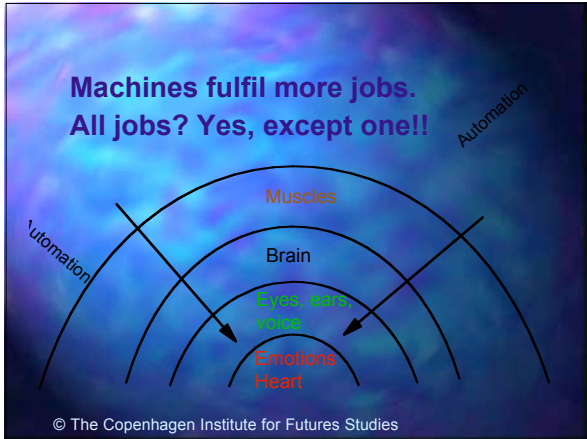
© The Copenhagen Institute for Futures Studies

The Human History A Driving Force

1. Crush the fruit with a stone
2. Use a plough
3. Take the car
4. Use a computer
5. Find it on the internet

1.-5. Let the machines do the work

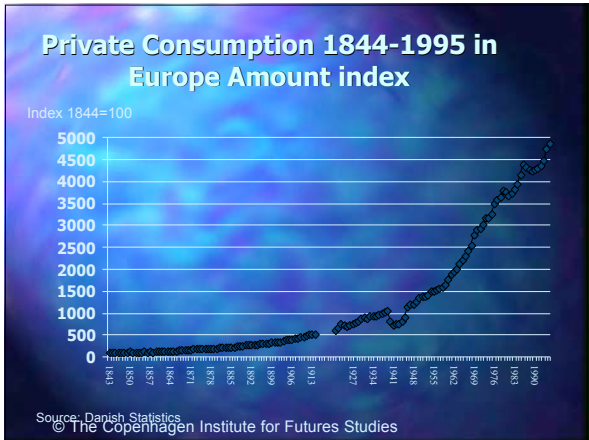
© The Copenhagen Institute for Futures Studies

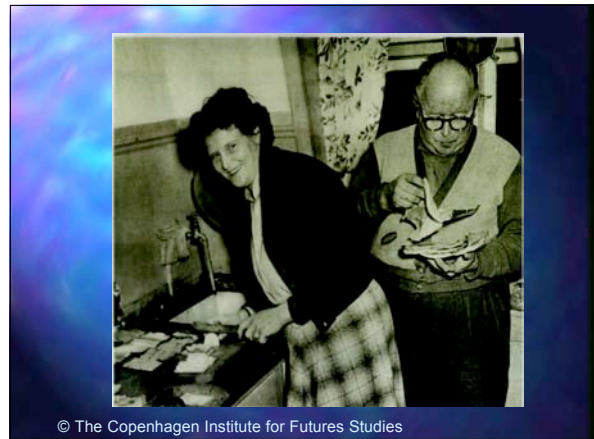
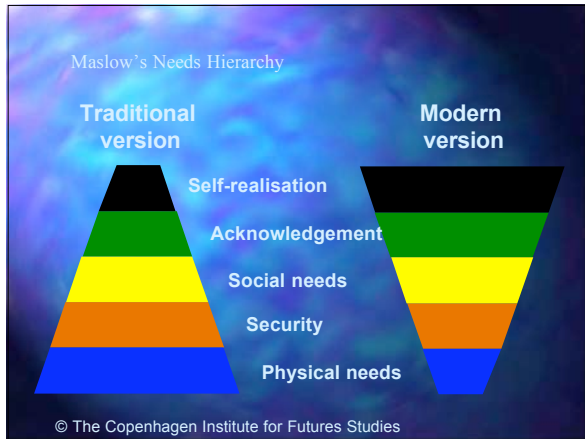


How poor were we - how rich are some of us?

- Year 1500: Europe and China = 525 USD
- Year 1820: Europe = 620 USD
- Now:
 - China = 3.000 USD
 - Central Africa = 600 USD
 - Western Europe / USA = 25.-30.000 USD

© The Copenhagen Institute for Futures Studies





The vision for change

- The Information Society is automating its jobs - gradually:
- The electronic police person, the electronic medical doctor, the electronic accountant
- (Just what happened to industrial products)

© The Copenhagen Institute for Futures Studies

The six new market profiles

- The market for adventure
- The market for love and belonging
- The care market
- The who-am-I market
- The market for peace of mind
- The market for convictions

© The Copenhagen Institute for Futures Studies

The market for adventure

- Greenland's sustainable raw material is adventures
- The US exports more adventures than airplanes
- NASA is selling adventure rather than knowledge
- The Olympic Games are selling adventure
- Education as "Stealth Learning"
- Adventure comes in five sizes: small, medium, large, XL and XXL

© The Copenhagen Institute for Futures Studies



© The Copenhagen Institute for Futures Studies



© The Copenhagen Institute for Futures Studies



© The Copenhagen Institute for Futures Studies



© The Copenhagen Institute for Futures Studies

The market for love and belonging

- The Symbols of love (diamonds)
- Love is in our home
- Disney sells family happiness
- Guinness are selling friendship
- Mission statement: "Through products and services to strengthen friendship between people all over the world"

© The Copenhagen Institute for Futures Studies

The market for care

- To give and receive care
- The Salvation Army, Red Cross
- Religion
- Toys, pets
- The company charity-budget
- The health care sector

© The Copenhagen Institute for Futures Studies

The who-am-I market

- The stories I tell about me - to you and to myself
- Ecological vodka
- Ralph Lauren and Cartier
- Is Harley Davidson transport from A to B?
- From luxury to signals

© The Copenhagen Institute for Futures Studies

The market for peace of mind

- The fixed values of the past is the future
- The myths and stories of the past:
- The wild west, classical England

© The Copenhagen Institute for Futures Studies

The market for convictions

- Politics for politicians and for:
- Greenpeace and Amnesty International
- The company puts convictions into the products
- Vote in the mall
- Max Havelaar coffee and bananas

© The Copenhagen Institute for Futures Studies

Dream Society - the Company

- In the rich part of the world
- The story is the company's biggest asset
- The story is the gene code
- The best story wins!!!!

© The Copenhagen Institute for Futures Studies

Future Job Titles

- Chief Imagination Officer
- Messaging Champion
- Intangible Asset Appraiser
- Director, Mind and Mood
- Assistant Story-Teller*

© The Copenhagen Institute for Futures Studies

Standardized Diversity - Globally

In the future, if shoppers want to find anything like a traditional Main Street, "it's going to be Main Street, Disneyland"

(Yves Sistrun, Global Retail Partners, I.H.T., october 25th, 1999)

© The Copenhagen Institute for Futures Studies

Imagine!

Making money from Story-telling

- 3,000 story-owning companies - globally

They can move the story to different products

Making money from best value

- Below this level are 100,000 factories competing for orders from the story-owning companies

© The Copenhagen Institute for Futures Studies

What is a Good Story

- It appeals to your heart
- Can be told again and again
- With different themes
- Combine two stories into one ("TITANIC")

© The Copenhagen Institute for Futures Studies

How to build a Story (1)

Identify your market profile (market or markets)

1. Adventure
2. Love and belonging
3. Care
4. Life-style
5. Peace of Mind
6. Convictions

© The Copenhagen Institute for Futures Studies

How to build a Story (2)

- Use a classic story (Marlboro-cowboy)
- Buy into other story-owner (Pepsi - Star Wars)
- You are the story (Scotch Whiskey - Scotland)
- Build your own story (LEGO) - the brick

© The Copenhagen Institute for Futures Studies

2.3 % Growth per year per person

- The good news: you will become a millionaire
- The bad news: so will your neighbour

(Thank you Wired)

Growth will come from story-telling

© The Copenhagen Institute for Futures Studies

Per Capita levels (ppp) 1998 USD

World Bank figures, 1999

■ Argentina 10,200	■ Korea, Rep. 12,270 *
■ Burundi 620	■ Nigeria 820
■ Canada 24,050 *	■ Russia 3,950
■ China 3,200	■ S. Africa 6,990
■ Germany 20,810 *	■ USA 29,340 *
■ India 1,700	
■ Indonesia 2,790	■ World 6,200
■ Japan 23,180 *	

* Dream Society population
total approx. 1 billion

© The Copenhagen Institute for Futures Studies

The last overhead

- The Dream Society is a scenario
- This is the last big transformation - next: the Adventure Society?
- Can computers produce feelings?
- Deep Blue's child wins a Nobel prize in 2012

www.cifs.dk

© The Copenhagen Institute for Futures Studies