

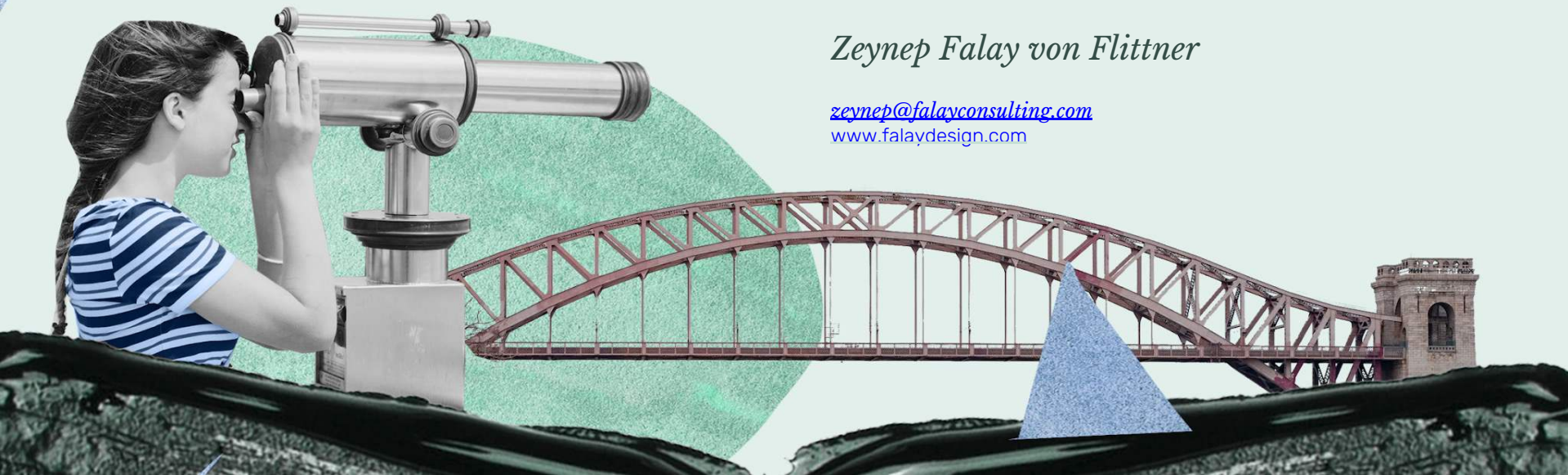


Futures Visioning for transitions

We make Transitions

Zeynep Falay von Flittner

zeynep@falayconsulting.com
www.falaydesign.com







Zeynep Falay von Flittner

zeynep@falayconsulting.com

www.falaydesign.com

 zeynepfalay

 zeynep_von_flittner

 falaydesign

Customer Centricity Transformation

Service Design



2015-2020

Design Director and Partner at Hellon



2005- 2015

Mobile Marketing with Nokia, Nseries
Design Director at Fjord, Accenture



UX Design

Digital Transformation

Sustainability Transformation

Transition Design



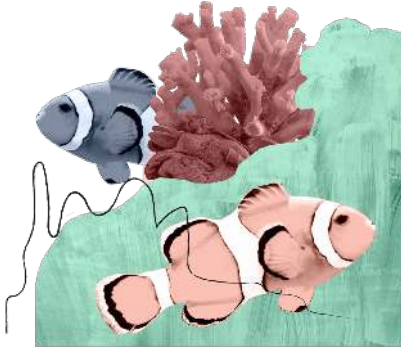
2020 -

Principal Sustainable Design at Hellon

Founder, **Falay Consulting and Falay Transition Design**

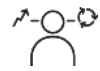
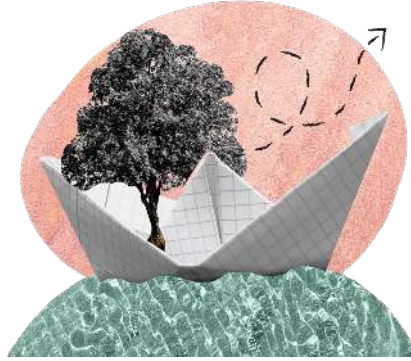
Founder, **Design Activist for Regenerative Futures**

Board Member in **Systems Change Finland**



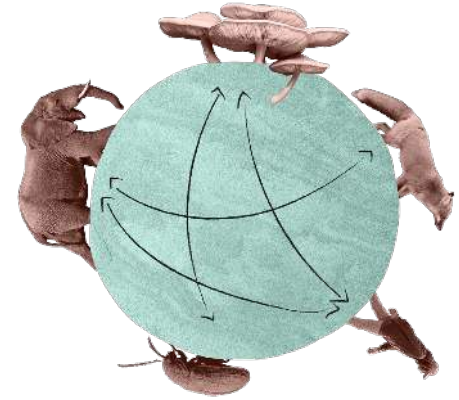
Falay Transition Design

We are a collective of designers, artists, activists, systems thinkers, sustainability experts and researchers



Challenging business-as-usual.

We recognise the urgent need to transform current business mindsets into regenerative working models



Proactively building the futures the world needs.

We guide transformational change, through a systemic, futures oriented strategic design approach

Transition Design
proposes that we can
intentionally seed and
catalyse transitions
toward more sustainable
futures.

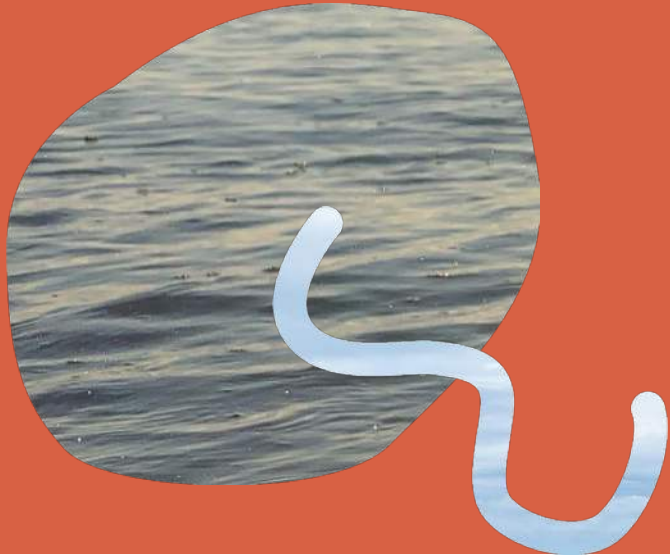




“Imagination is the only
key to the future.”

Ida Tarbell

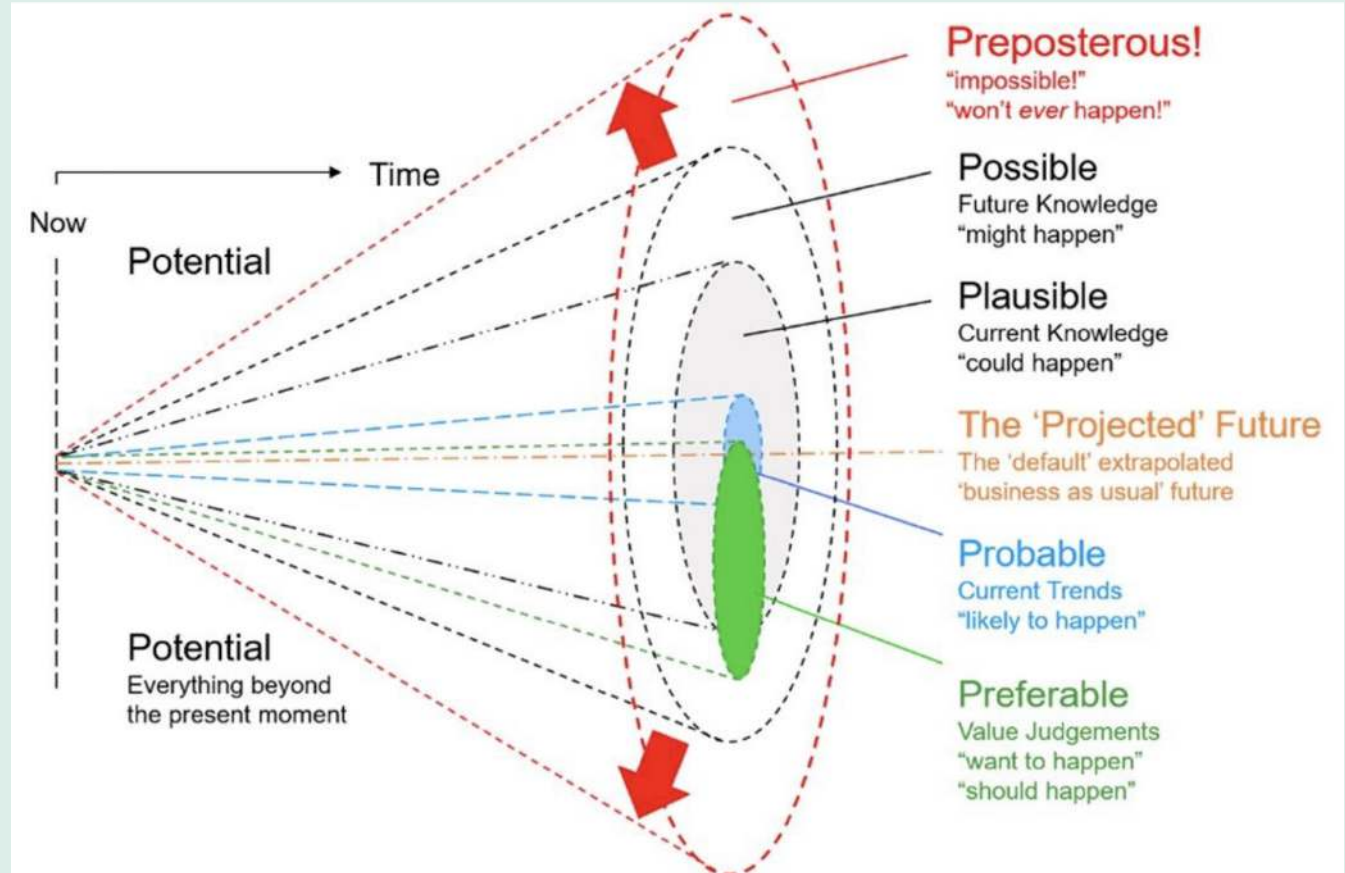
The key philosophical assumptions behind modern futures studies



- The **future is not predetermined** and cannot be 'known' or 'predicted'.
- There is a **range of alternative futures**. Future outcomes can be **influenced by human choices**.
- **Ideas and images of the future** shape our actions and decisions in the present.
- Our values shape our visions of **preferred futures**.
- **Humanity does not make choices as a whole**, nor are we motivated by the same values, aspirations and projects.

(Milojevic, 2005)

Futures Cone



Futures
Scenarios
for
different
purposes



(Börjeson et al., 2006)

Importance of visionary leadership



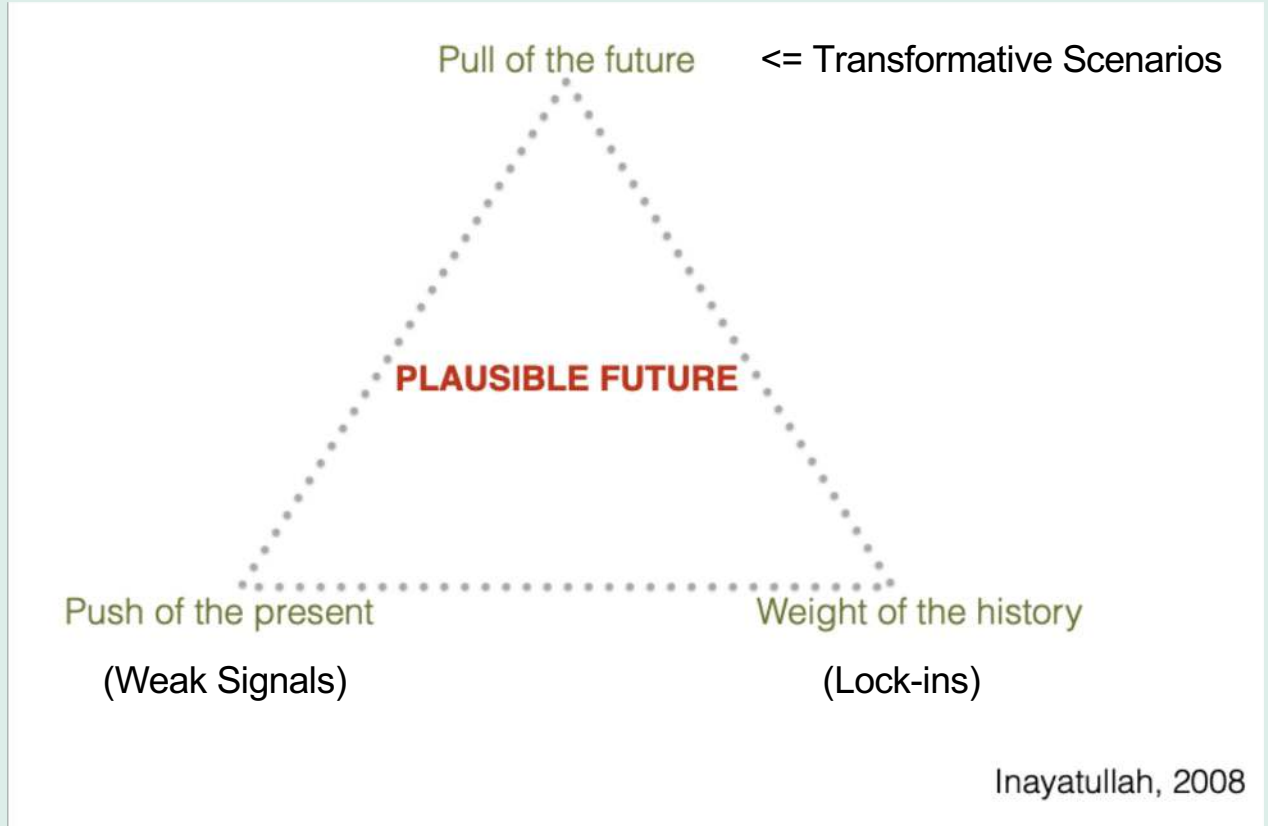
May 25, 1961 Speech to Congress

"I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth."

At the time of the speech, none of the necessary technologies existed.



3 Forces of Future



Role of Dystopia and Utopia



DYSTOPIAN FUTURE

Blade Runner 2049 (movie), 2017



UTOPIAN FUTURE

The Prologue and The Promise by Robert McCall, 1983



Dystopias represent undesirable and frightening visions of society in the foreseeable future.

Highlight the urgency of action

Evoke feelings of horror & despair



Utopias represent the dream worlds, the best possible version of our society.

Trigger imagination & bring hope

Unattainable, impossible to reach

We need alternative and desirable visions



DYSTOPIAN FUTURE

Blade Runner 2049 (movie), 2017



UTOPIAN FUTURE

The Prologue and The Promise by Robert McCall, 1983



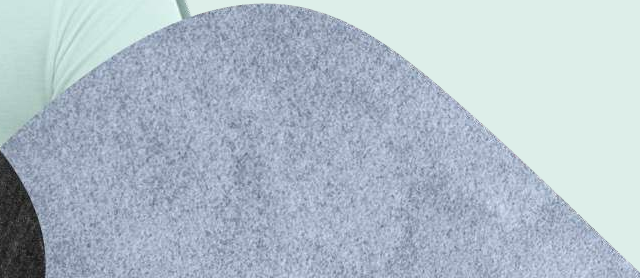
Imagination as a force for sustainable futures

- **Playfulness** increases joy and creativity through
- **Connection** fosters hope and optimism
- Tap into **intuition** beyond the rational, mechanistic linear mindset





Futures Window to 2044






FALAY
TRANSITION
DESIGN

*Change-makers for
a better future*

Contact:

zeynep@falayconsulting.com

www.falaydesign.com

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