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# Scenario Planning @ World Economic Forum

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World Economic Forum

# World Economic Forum

**Be the foremost global multistakeholder organization integrating distinct communities into partnerships**

- Partners/members
- Constituents

**Be the catalyst for knowledge-generating interaction related to the global, regional and industry agendas**

- Global Agenda Councils
- Global University Leaders
- Strategic Insight: Global Competitiveness Network, Global Risk Network, Scenario Planning



COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

**Be the foremost global, regional and industry related convening place for our communities**

- Annual Meetings
- Regional Meetings
- Industry Meetings
- Working Groups

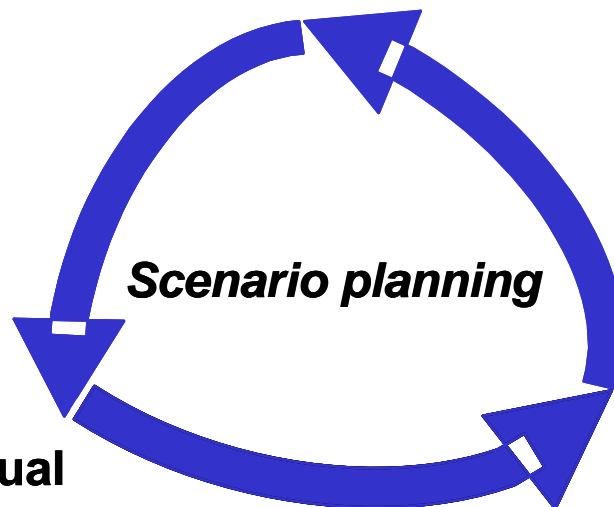
**Be committed to Improving the State of the World by shared problem definition, shared search for solutions and cooperative action.**

- Taskforces, Initiatives
- Global Redesign Initiative

# Why do scenarios at the Forum?

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**Generate Insight:**  
Make sense of complexity and uncertainty



**Build Communities:**  
Create shared / mutual  
understanding and trust

**Catalyse Action:**  
Identify collaborative  
strategic options

# Scenarios by the World Economic Forum

[www.weforum.org/scenarios](http://www.weforum.org/scenarios)



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Opportunities and Collaborative Strategies

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and Long-Term Scenarios



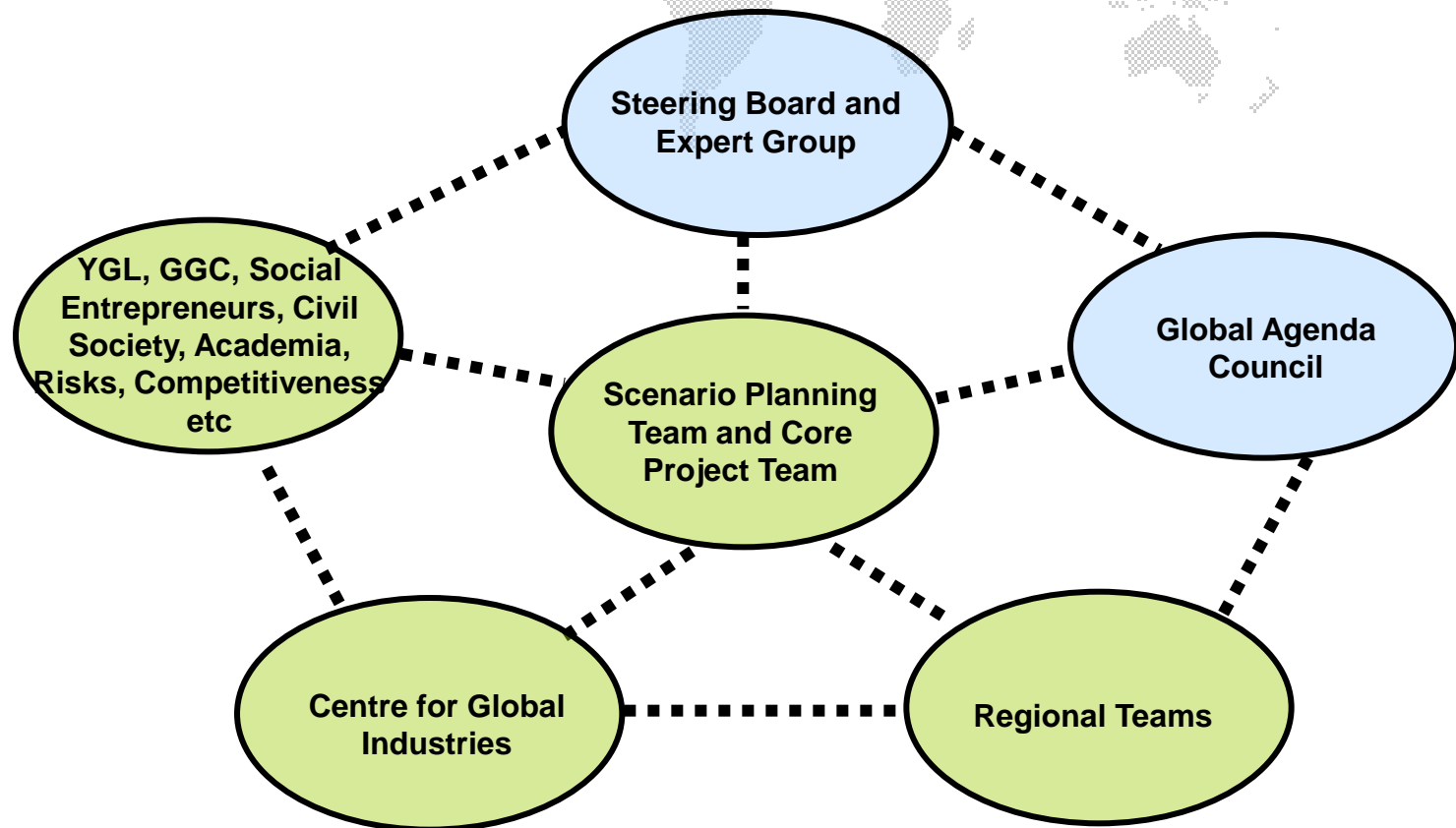
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# The collaborative model of scenario planning projects



# Scenario process 1: Building scenarios

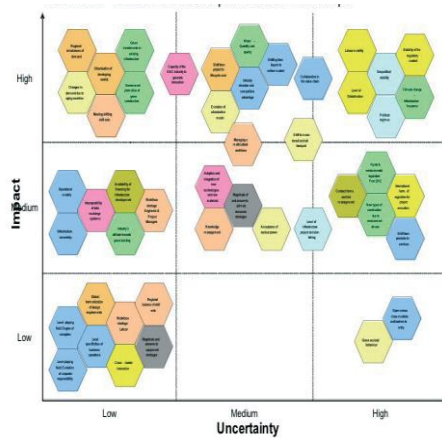
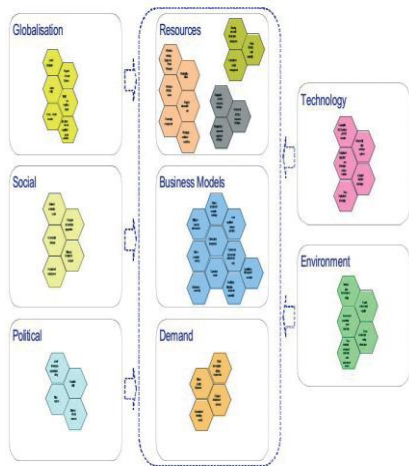
## Phase I

Project scoping and  
issue identification

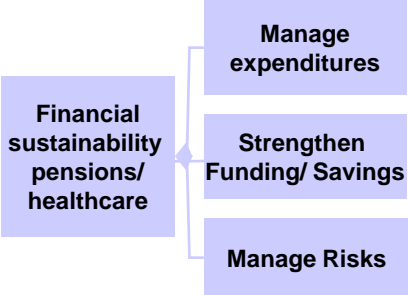
Issue prioritization

Scenario development

Scenario  
production



# Scenario process 2: Using scenarios for strategic options



## Other Foresight activities

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- ❑ **Foresight related workshops** in our Meetings / Summits
- ❑ **Vision**, e.g., Sustainable Consumption
- ❑ **Global Agenda Council on Strategic Foresight** as part of the Network of Global Agenda Councils (1,100 thought leaders in 76 Councils on agenda issues to develop a better understanding of the leading issues of the day and how they will shape the future.)



**Thank you**

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**For more information see:**

**[www.weforum.org/scenarios](http://www.weforum.org/scenarios)**

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