

G A I A F O R E S I G H T



SUSFORMING THE FUTURE

SHAPE THE FUTURE RATHER THAN

LET IT SHAPE YOU.

T H E B E S T W A Y T O P R E D I C T T H E F U T U R E I S T O

C, R, F, A, T, E I T

— P E T E R D R U C K E R

A SUSTAINABLE FUTURE IS OURS TO FORM

The world has seen significant changes in recent years, and the mentality has so far been on adapting to the changes. But what we need to realise is that the future is not predetermined. It is shaped through choices made by individuals, organizations, and societies. This means, that it is possible to influence the future.

It is important to be prepared to adapt, but what is more crucial is to focus on the possibility to shape and form the future. Understanding the future is a start, but actively working for the desired future is what will set organizations apart.

Incorporating foresight into business practices helps companies anticipate and shape the future, driving sustainable growth and success in a rapidly evolving marketplace.



ACTIVELY
T R A N S F O R M I N G
THE FUTURE

ACTIVELY TRANSFORMING THE FUTURE

Expanding our futures thinking requires the consideration of alternative trajectories. There is no one, single future, but there are many alternative futures waiting to become a reality. What will happen is a combination of different trajectories, and therefore it is important to consider and imagine different types of scenarios.

Similarly, to a vision in a strategy work, a desired future is required to guide actions and to keep the focus on the relevant tasks and targets. To be able to reach the desired future, a path needs to be formed taking all possibilities and trajectories into account.

ACTIVELY TRANSFORMING THE FUTURE

TRANSFORMING THE FUTURE

YOU SHAPE

BEFORE IT SHAPES

IS ABOUT MAKING SURE

THE FUTURE

Y O U .

SIX STEPS TO TRANSFORMING THE FUTURE :

1 Map the future

What phenomena can we spot taking place?
What quiet signals are we getting from the market?

2 Anticipate turbulence

What kind of changes may these phenomena have on our own operations or to our stakeholders?

3 Time the changes

When will these changes and disruptions take place?

4 Deepen the vision

Is our thinking limited?
Are we sensitive to the full spectrum of potential futures?

5 Create alternatives

What are the alternative futures that there could be?
Read more at our blog →

6 Transform the future

What sort of future do we want to become a reality and what actions will be needed to reach this preferred future?



**GAIA'S DESIRED
FUTURE**

WHAT DOES GAIA'S *DESIRED FUTURE* LOOK LIKE?

Similarly, to guide our work, Gaia has created our desired future. It is a world with limited climate change and overall nature harmony. It has abundant green energy and no waste. It focuses on wellbeing and fair transitions in international co-operation.

Our desired future might be idealistic, but we believe it is achievable with strategic approach to sustainable business. You do not need to agree with our view of the future, you can create your own.

We hope, however, that you can get inspiration from ours and create one for your business that serves you and your business in the best possible way.



Climate change has been contained to 1.5 degrees. As a result, nature is in balance, which can be seen in the four distinct seasons in the northern hemisphere. Mitigation of climate change has been made possible through broad systemic change, which includes behavior change, new business models, policy measures, and the introduction of new technologies.

Nature loss and the fragmentation of ecosystems and habitats have been slowed down by increased nature conservation measures. The introduction of sustainable land use methods across sectors has reduced the pressure on land use and land use changes. The use of natural resources has been set to a moderate and sustainable level thanks to the expansion of regenerative business models.

Over-exploitation of species has been tackled. Operations in mining and other extractive industries are carried out with minimal nature impact. Soil, air, and water pollution and the chemicalization of natural environments has been halted.

GAIA'S DESIRED FUTURE

The green transition has been accomplished in the energy sector, and energy systems throughout the world are no longer reliant on fossil fuels. A mix of large, centralized production facilities such as offshore wind parks and nuclear facilities help stabilize the markets while smaller localized methods of energy production bring flexibility, resilience and energy security to the system. In addition, different storage technologies and utilization of demand response enable the growth of renewable power in the system.

Harmful subsidies and incentives for the use of fossil technology have been removed, making investments into renewable energy more profitable. In addition to renewable sources of energy, synthetic fuels are widely utilized to lower emissions in different sectors. Improvements in energy efficiency decrease the overall need for energy.





Society has moved from linear economy to resource-efficient circular economy. Businesses' value chains have become circular, thus creating zero waste as materials circulate within biological and technical cycles. Instead of downcycling, materials are rather upcycled: instead of losing value, their value can even increase.

New circular business models have enabled a shift from a material economy to more immaterial service and sharing economy, where services are used instead of material goods. Sharing, lending and leasing goods have become more common than owning. Goods are designed with cradle-to-cradle principle resulting in longer product-life-cycles and easier recyclability.

New measures beyond GDP have been introduced in both business and politics to capture parameters such as well-being and better quality of life. At the core of successful business lies well-being of society. This development is supported by global measures such as fair transition for climate action and gender equality. Culture, personal development, and art play a bigger role in people's daily lives.





The transition to a more sustainable world is reached fairly with the financial sector playing a key role in driving fair practices. Public financing enables support for regions and sectors most affected by the green transition, as jobs and industries move away from the fossil economy.

In addition to easing socio-economic impacts, funding is directed towards measures supporting employment and creating new business opportunities.

Private funding is also playing a significant role in achieving positive environmental impacts. In local communities and workplaces, people have equal opportunities regardless of their diverse identities and backgrounds. New participation methods are adopted to ensure the inclusion of all societal groups in the decision-making process which ensures the social acceptability of the actions.

GAIA'S DESIRED FUTURE

Globalization of people, ideas and capital continues to ensure equality and better living conditions for everyone, not only for the few. Established global institutions such as the UN remain relevant, respected and functional. The international cooperation system remains based on international treaties, law and multilateralism.

A further integrated EU is internally strong and has capabilities to use its soft power in international cooperation and foreign politics to further social and economic development and a fair green transition. The EU has forged partnerships throughout the world both in economic, social, and geostrategic sense.

The global south has recognized the green transition as a possibility to build and reinforce their economies sustainably. China, US, and India have recognized, that the future economic viability and success is based on circularity and sustainability.



GAIA'S DESIRED FUTURE...

...is a world of

Limited climate change

- 1.5 degrees
- Four distinct seasons
- The effects of climate change are visible
- A broad system change

Abundant green energy

- Renewable and green energy
- Strong transmission networks
- Decentralized system and energy storages
- End of harmful subsidies and incentives

No waste

- Circular economy
- Upcycling and re-using
- New business and service models
- Regulations and new social norms

Nature harmony

- Nature and ecosystems recovery
- Regenerative business models
- Tightening regulation
- Shift in values and slow down of global warming

Wellbeing

- New measures beyond GDP
- Better quality of life and sense of community
- A broader shift in values
- Technology as an enabler

Fair transitions

- No one is left behind
- Public and private financing
- Employment and new business opportunities
- Everyone has a voice and social acceptability

International cooperation

- Globalization
- Relevant, respected and functional global institutions
- Treaty-based world order
- More independent global south

UNLOCK

YOUR

S U S T A I N A B L E

FUTURE

WITH

S U S F O R M A T I O N

UNLOCK YOUR SUSTAINABLE FUTURE WITH SUSFORMATION

If your desired future, like ours, is based on creating a sustainable world, we have a solution for you to get there.

Susformation [SUStainability + transFORMATION] is central to building a desired sustainable future. It is the active transformation of the core of your business to solve challenges our society faces today and tomorrow. With susformation, modern organizations create structures, services, and products that enable sustainable growth.

All organizations need to decide their tactics; should efforts be placed mainly on ensuring that your business meets minimum requirements, or should you aim to leverage the possibilities offered by the green transition to build better business? If the latter, here is how.



SUSTAINABLE
GROWTH
ADDED VALUE
MEASURED
IMPACT

When getting started, re-imagine the value creation model for your organization based on the desired future and outline the impact that you want to generate. Identify what are the topics that leave a positive impact, fill clients' demands and create new revenue streams, and build a strategy that enables you to create this impact.

Envision an offering needed to generate your re-imagined value. The result will be an offering that helps solve societal and environmental challenges and drives for sustainable growth. Simultaneously, develop your current offering to ensure that your

entire portfolio is on a sustainable basis and does not create significant harm.

Vision a future value chain that is truly sustainable. Trace your current value chain and identify the biggest drivers for change. Identify the linkages between value chains to form value networks that are required to support more sustainable business models. Take measures that enable your industry's value chain to transform from linear to a multidimensional network required to grasp the arising opportunities.

Make sure sustainability is embedded in all organizational processes. Ensure that sustainability is ingrained throughout and is understood and advanced by all levels of the organization.



Identify the ways of working that need to be re-examined to support susformation. Purposefully change those practices that could become obstacles and nurture the ones that support you on your susformation journey.

WHAT IS TO BE GAINED BY ACTIVELY FORMING YOUR DESIRED FUTURE?

When paving our own paths and building our own futures, we unlock all the possibilities that the future holds for the organization. We create a favorable business environment and are less likely to be surprised and negatively impacted by new regulation, new demands from the customers, and pressure from the employees.

We build resilience and create a solid strategic backbone for future actions. This, unavoidably, leads to value growth for the organization.



READ MORE ABOUT SUSFORMATION



WATCH THE SUSFORMATION WEBINAR

Our clients
make the world
cleaner and
safer.

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