EXPLORING CORPORATE FORESIGHT IN FINNISH LAPLAND

1. AIMS

The aim of the "Etumatka - Tiilikka tulosta" project was to identify and create new ways to utilize foresight information and strengthen knowledge in relation to the operating environment in a new way. During the project, three practical experimental workshops were conducted together with SME clusters exploring new ways and models to promote sustainable growth and competitiveness of the existing businesses in the region as well as supporting new businesses. The tools and methods used in the workshops vary according to a common challenge identified in cooperation by a SME cluster.

The workshops aimed at producing future images and creating paths from the present to the best possible future. This was achieved by combining creativity, critical thinking, learning, and collaboration and empowerment. The aim was to utilize both qualitative foresight methods and quantitative open data in a user-oriented manner. Open data was collected by using various existing open data resources, digital systems, and tools and methods.

2. THE FORESIGHT EXPERIMENT PROCESS

**IDENTIFICATION PHASE**
- Recognizing the future challenges of participating organizations
- Prioritizing and defining the challenge
- Choosing the methods
- Obtaining open data of operational environment and to produce foresight information with selected tools

**DEVELOPMENT PHASE**
- Introduction to the theme and inspirational presentations
- Participatory workshop methods
- Summary and results of a workshop
- Feedback

**RESULT PHASE**
- Reporting / results
- Visualizing and popularizing information
- Informing participants of the development possibilities after the project

**WORKSHOPS**

**DEVELOPING HOME CARE**
Self-oriented customer of the future & creating home care and service network which help to sustain of ability to function of future customer
- Future vision, service design, trend data from social media (Futusome), frequency analysis, word clouds
- Action plan for the future
- Infographic of frequency of selected keywords for the businesses. Actions plan for the future

**DEVELOPING SUMMER TOURISM**
Strengthen summer tourism
- Future map, trend data from social media (Futusome), correlation analysis, frequency analysis
- Futures wheel and annual calendar, trend data of visual media (Google Trends, Media Toolkit, Futusome), frequency analysis, correlation analysis

**FACTS & FIGURES**
- 3 locations in Finnish Lapland (Rovaniemi, Rana, Torio)
- 8 workshops
- 13 SMEs and public organizations
- 3 foresight process models and evaluation of the possibilities of these models to foresee the changes in business environment and act as aid in decision-making

3. RESULTS & FINDINGS

The experiments provided SME clusters with the opportunity to experiment interdisciplinary practices and forms of collaboration, as well as get familiar with foresight and open data tools and techniques. The experiments produced future information for the companies and organizations in the region in a user-oriented manner, and strengthened the experiment of universities, businesses and other RDI actors and to support regional foresight cooperation.

- Opportunities and capabilities for use of open data in foresight were identified.
- The attitude of the SME clusters towards exploiting open data in business was open-minded and interested.
- Experiments provided companies with an low-threshold opportunity to test tools and methods free of charge, and thus find suitable foresight tools for their own business.
- Challenges and opportunities related to the operating environment and the processes of their own activities were recognized.
- New ways to utilize open data in foresight were found.
- New ways of business collaborations were found.
- The process facilitated cooperation and cooperation of the participants.
- Experiments made it possible to experiment with qualitative foresight methods and open data providing foundations for further development.
- SMEs in Lapland are interested in foresight and use of open data.
- Combining foresight methods and tools and open data provides new insights into the assessment of the operating environment, creating new ways and models analysis, and performance review.
- Open data can be used to explore phenomena (alternative futures / scenarios) and information for identifying new products, services, and customers.
- Open data on development requires a systematic and goal-oriented approach, as anticipated.
- Open data is not the solution to the problem at hand, but it provides an opportunity to find new information about markets, trends and people's attitudes to automation.
- Data tools support the collection and processing of information and facilitate the utilization of information as part of foresight.
- Data is often in various formats, so its design-to-analytical stage requires time and expertise for both qualitative and quantitative analysis. This also challenges the automation of analysis.

FOR MORE INFORMATION:
Jenni Kemi
Project Manager
Etumatka - Tiilikka tulosta-project
jenni.kemi@lapinamk.fi
+358 40 4829 454
www.lapinuniversity.fi/E/experiment/810/