

2020 Global Public HR Conference

Public sector leadership – challenges ahead

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Covid 19 - different kind of a marathon?



Five points about Sitra

1. A gift from Parliament to the 50-year-old Finland. Still under the direct control of the Finnish Parliament.
2. An independent future house: a futurologist, visionary, developer, experimentalist, financier, partner, trainer, and networker.
3. The aim is the successful Finland of tomorrow, the vision is the next era of well-being – a fair and sustainable future.
4. Funded by returns on endowment capital and capital investments.
5. The vision is implemented by three themes and hundreds of projects.

+ the most important of all

Building our future *together*.



Sitra's work in foresight

Megatrends



Vision



Weak signals



What is that?

Hot tip for you! [link](#)

Challenge 1: the importance of forecasting the future



PUBLICATIONS

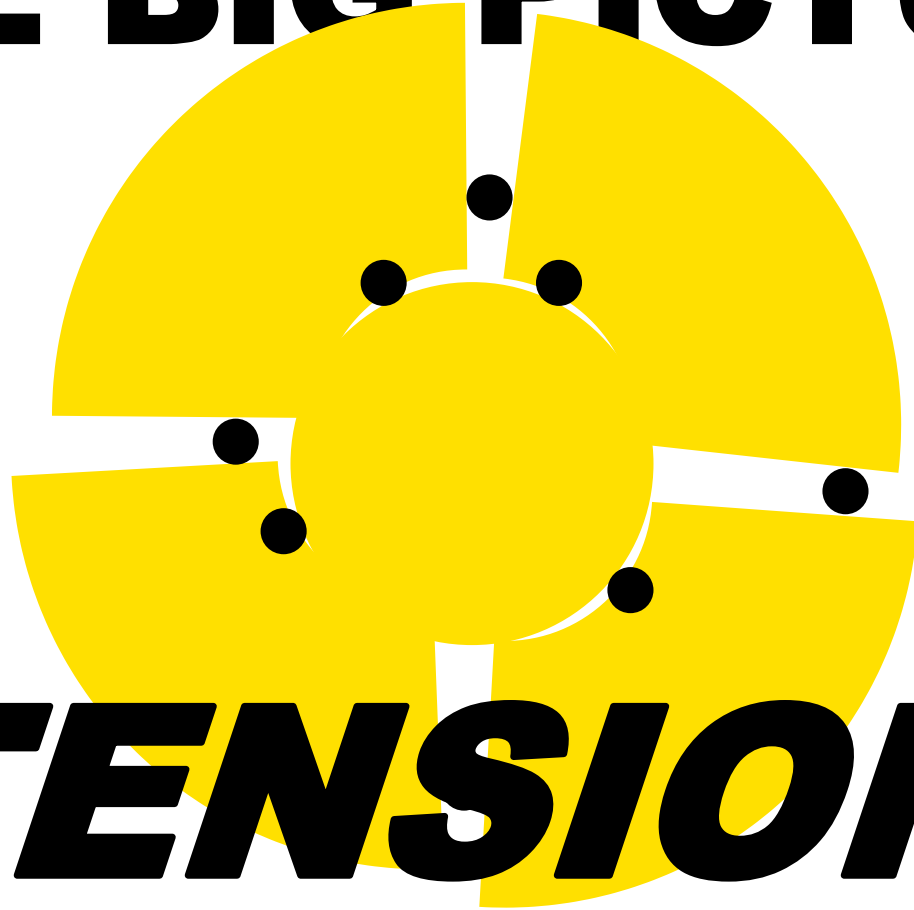
MEGATRENDS

< MEGATRENDS

Megatrend cards 2020

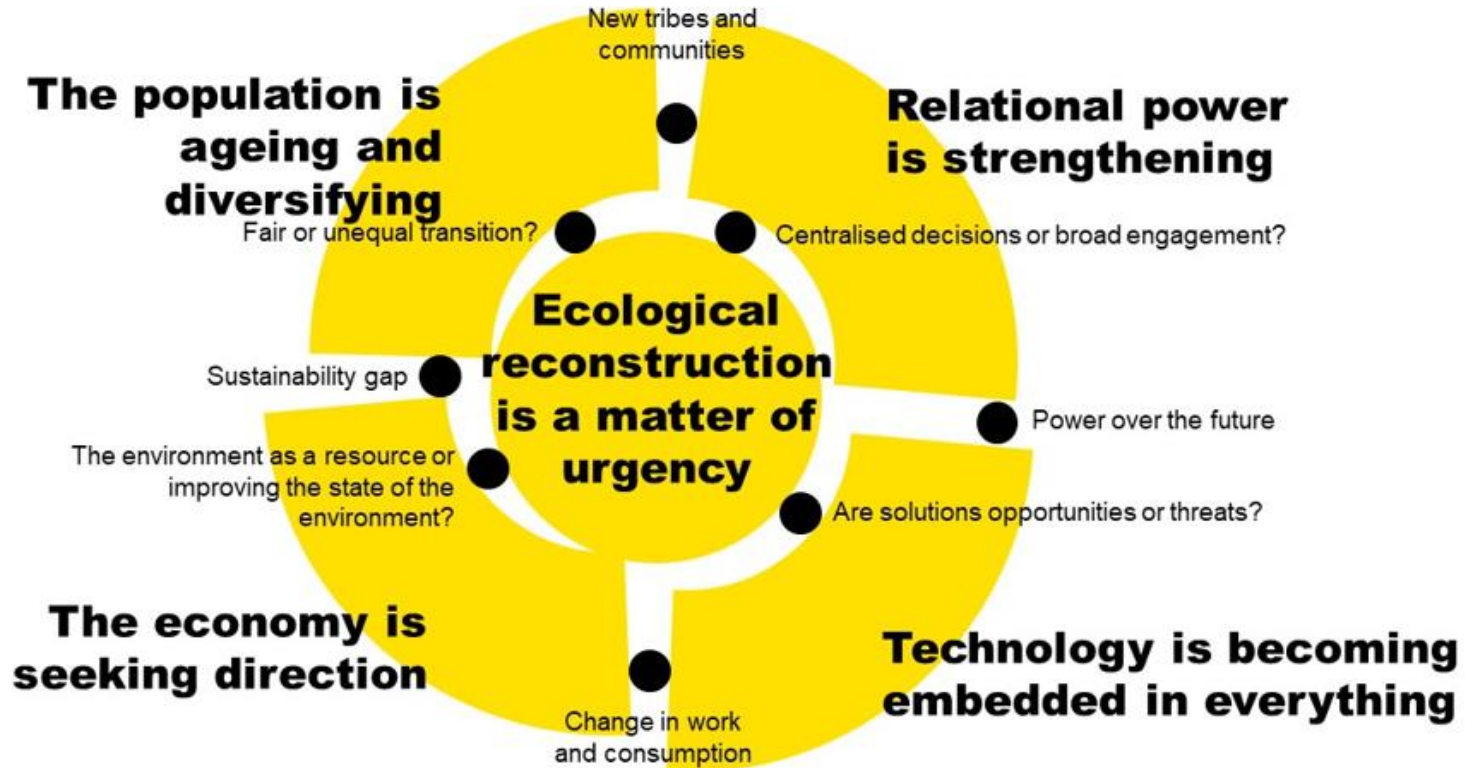
SITRA

THE BIG PICTURE



& TENSIONS

SITRA



**Forecasting is an important part of strategic planning.
Strategic planning is important! The strategic plan is not?**

Megatrends can be used
in scenario analysis,
envisioning or more
broadly as a learning
tool.

How?



Five tips for using the megatrends

1

Avoid “all or nothing” thinking

2

Challenge assumptions and be open to different opinions

3

Complement the megatrends with weak signals

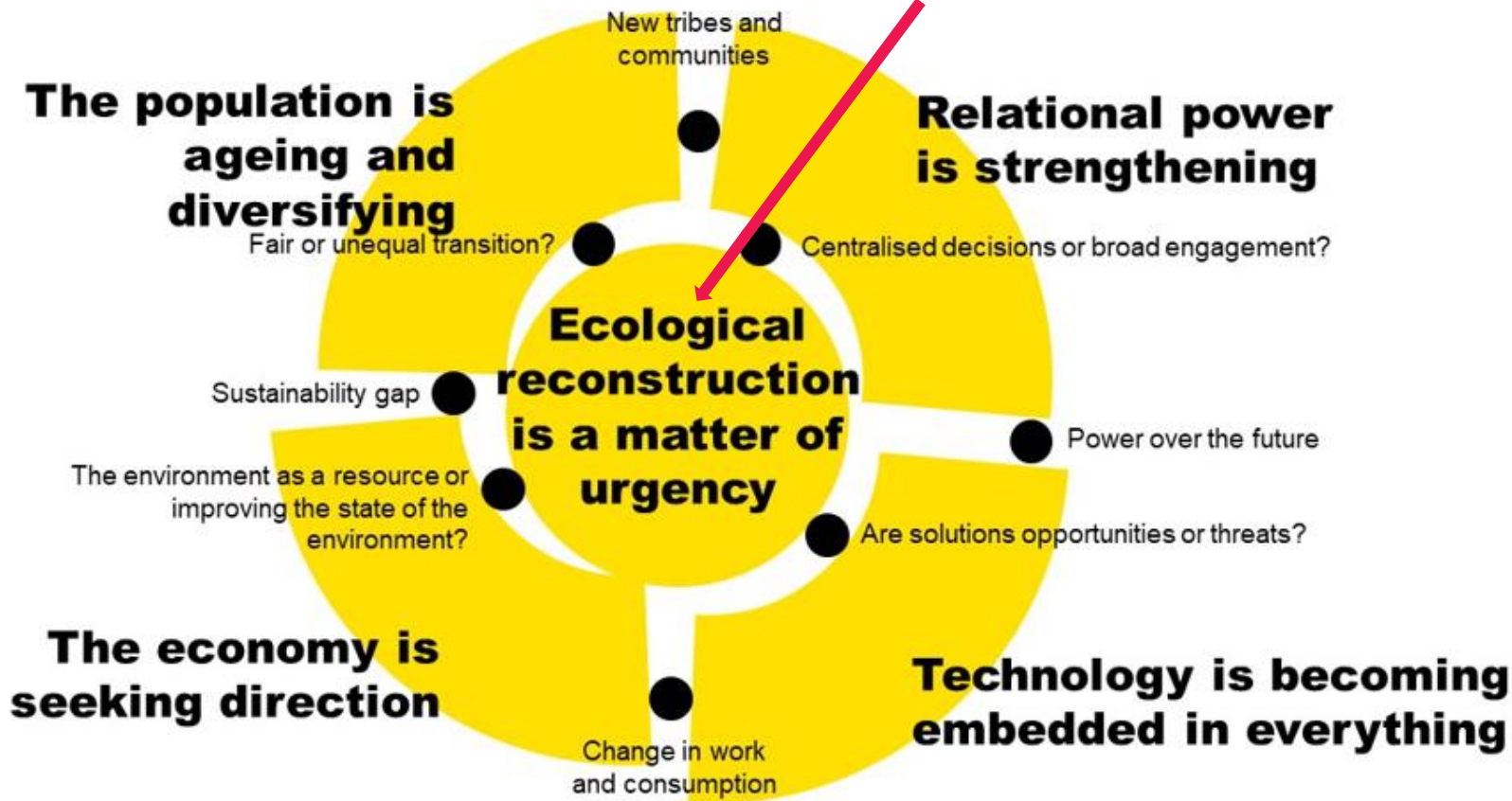
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Examine the trends at the individual level

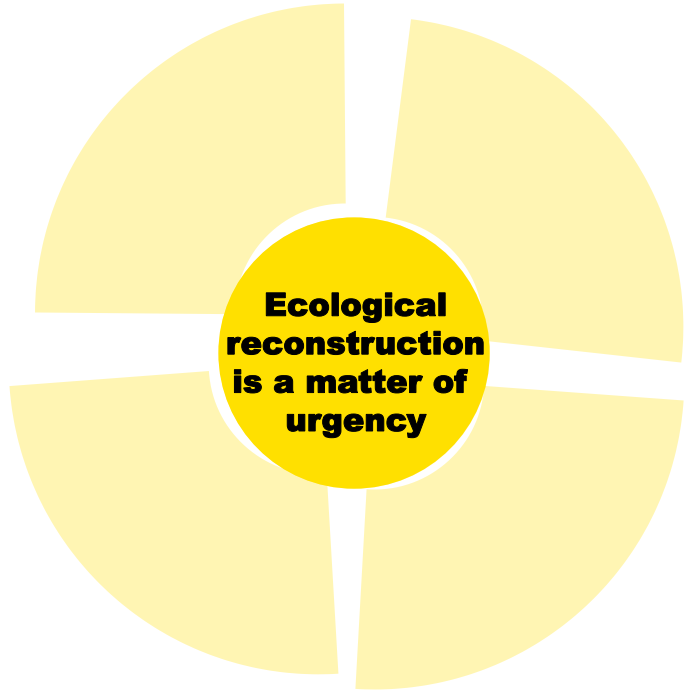
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Don't forget hope!

Challenge 2



TRENDS



Climate warming

Extreme weather phenomena

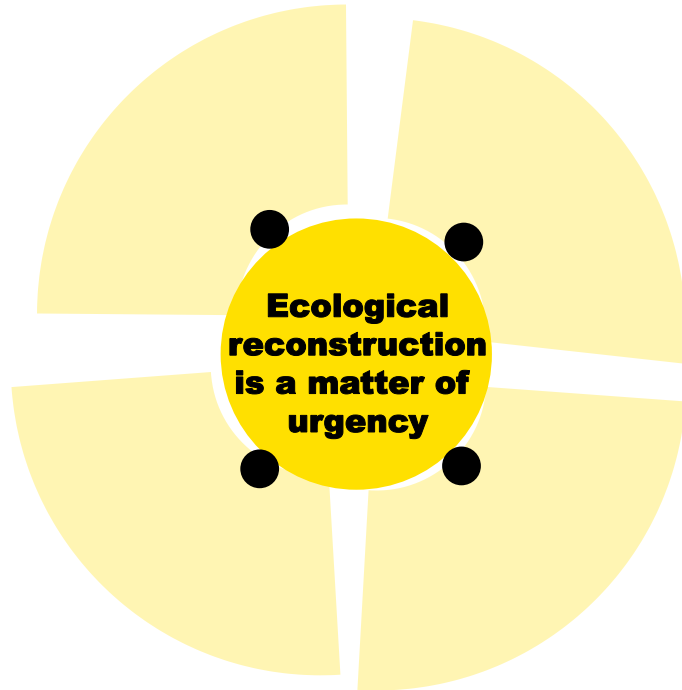
Loss of biodiversity

Overconsumption of resources

Soil degradation

More waste

TENSIONS



**ENVIRONMENTAL AWARENESS
VS ENVIRONMENTAL ACTION**

**BELITTLING
VS ACTIVISM**

**FAIR *VS* UNEQUAL
TRANSITION TO
A SUSTAINABLE SOCIETY**



***How successful will we be
in achieving quick and fair
ecological reconstruction?***

***What is
Finland's role in
the global
change?***

***What could
sustainable
lifestyles look
like in practice?***

***Do we see
nature as a
resource or as
having intrinsic
value?***

***The environmental
crisis challenges
culture to change***

Challenge 3 : **Technology,** **digitalisation** **and data**

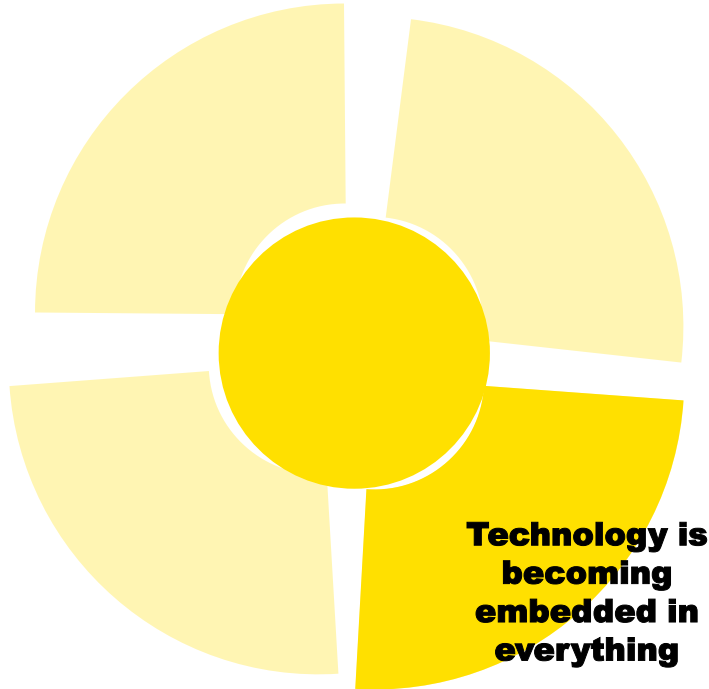
**- How to get the best of
it?**



**Technology is
becoming
embedded in
everything**



TRENDS



Technology transforms operating methods

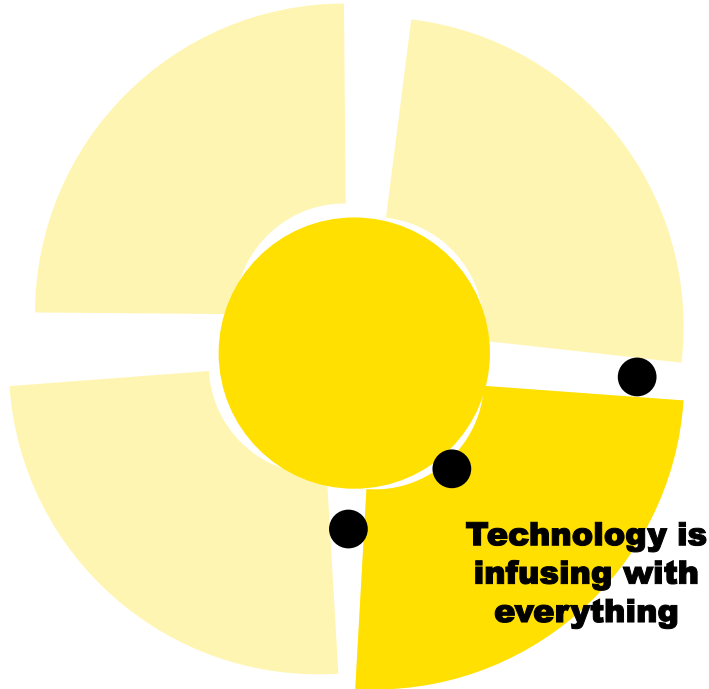
AI applications permeate society

Programmed organisms in production

Falling cost of renewable energy

Emphasis on understanding technology

TENSIONS



**CO-OPERATION
VS BATTLE FOR AI**

**WIDESPREAD USE OF
TECHNOLOGY
VS INEQUALITY**

**TECHNOLOGY AS AN
OPPORTUNITY
VS THREAT**



Who exercises power over the future? That is, who gets to define the future scenarios?

Who gets to decide on technology?

To what extent does technology promote ecological reconstruction and to what extent does technology hinder it?

How do we prevent the growth of inequality brought about by technology?

***Technology affects us,
but how do we affect
technology?***

The population is ageing and diversifying

Fair or unequal transition?

New tribes and communities

Relational power is strengthening

Centralised decisions or broad engagement?

Ecological reconstruction is a matter of urgency

Sustainability gap

The environment as a resource or improving the state of the environment?

Power over the future

Are solutions opportunities or threats?

The economy is seeking direction

Change in work and consumption

Technology is infusing with everything

What kind of
future do *you*
want to build?



Catch!