

# Anticipation, futures studies and strategic international intelligence

## Issues and perspectives

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**Prospective et intelligence stratégique internationale**  
**Anticipation and international strategic intelligence**



# 1. PISI UNESCO Chair project. Institutional background

## 1.1. A project designed from UNESCO strategic objectives and sustainable development goals

- SO 2: Empowering learners to be creative and responsible global citizens
  - Promoting decision-makers future-oriented international intelligence capabilities
- SO 4: Strengthening science, technology and innovation systems and policies – nationally, regionally and globally
  - Assessing the global and local sustainability of innovation and entrepreneurship ecosystems



## 1.2. The three institutional pillars of PISI chair project

- University of Poitiers
  - the long range perspective of 1431
  - the anticipatory capabilities of Niort campus
- IAE Poitiers Management School, the University graduate school of business
  - established in 1956 by Gaston Berger together with “l’attitude prospective” as futures literacy
  - 2 700 students, including 900 students overseas in 12 countries
  - anticipation and futures courses embedded in 5 Master degrees (Marketing, Marketing project management, International business, Digital entrepreneurship, Business intelligence)
- CEREGE Lab – EA 1722
  - 100 researchers in business administration, information and communication
  - ISI (International strategic intelligence) research team: 11 full researchers, 3 associates, 17 doctoral students



## 1.3. PISI chair project objective and partners

- Long range objective
- Designing moving research and teaching networks to develop creative anticipatory capabilities of future decision-makers
- 11 Partners
  - ESCA Ecole de Management, Casablanca, Morocco
  - Excelia Group, La Rochelle, France
  - Institut National en Sciences comptables et Administration d'Entreprise – INSCAE, Antananarivo, Madagascar
  - Institut Supérieur de Management - ISMA, Douala, Cameroon
  - South American Institute for Resilience and Sustainability Studies – SARAS, Bella Vista, Uruguay, UNESCO chair “Socio-Cultural Anticipation and Resilience”
  - Ain Shams University, Cairo, Egypt
  - Alexandria University, Alexandria, Egypt
  - Lincoln University, Lincoln, UK, UNESCO chair “Responsible foresight for sustainable development”
  - Sains Islam University, Malaysia, UNESCO chair “Futures studies”
  - Trento University, Trento, Italy, UNESCO chair “Anticipatory systems”
  - Unisinos University, São Leopoldo, Brazil

# 2. Issues and research directions for anticipation, futures studies and international strategic intelligence

## 2.1. International futures in action. Theoretical perspectives

- Timing action processes
  - Introducing a long range historical perspective (Coutau-Bégarie, 2008, Soutou, 2017) in designing international futures
  - Exploring the gaps between ephemeral and long range strategies (Roubelat, Brassett, McAllum, Hoffmann, Kera, 2015)
  - Assessing the sustainability of scenario transformations beyond end-states (Marchais-Roubelat and Roubelat, 2015)
- Empowering stakeholders and communities
  - Transforming the future and enhancing anticipatory capabilities (Miller, 2018)
  - Questioning the tension between creativity and standardization (Wright and Cairns, 2011)
  - Renewing “the artful act of co-operation among people with a variety of different abilities, needs and views of the world— cultural diversity” (Stevenson, 2002)

## 2.2. Futurizing community futures

### Call for papers

*Futures*, 2019, (F. Roubelat, A. Marchais-Roubelat, and J. Brassett)

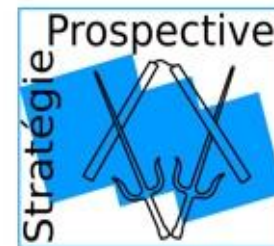
- Assessing future-oriented decision and policy-making processes involving communities at various levels (local, national or global communities, online communities)
- Introducing the concept of community in foresight and scenario design
- Discussing the future temporalities and the transformations of communities over time, including scenarios on the futures of specific communities (including transnational, professional, artistic and scientific communities)
- Analysing the role of communities in the anticipation and the management of sustainability issues such as the ruling of global commons in a long-range and future-oriented perspective



## 2.3. Bridging anticipation and intelligence

Call for papers, *Prospective et Stratégie*, 2019 (N. Moinet)

- Exploring the myths of intelligence
- Assessing the transformations of information sources
- Futurizing the emergence of new stakeholders and new interaction processes such as crowdsourcing
- Managing open sources and organizations over time
- Questioning the gap between virtual anticipations and decision makers capacities to act



### 3. Conclusion. Bridging responsibility and creativity

From framing to moving

Beyond framing...

...moving in transforming actions



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## 4. References

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