

# FUTURES LITERACY

FROM A HEALTH PERSPECTIVE

INDEPENDENT  
GLOBAL ADVISORS

The First International Symposium of UNESCO Chairs in  
Anticipation, Futures Literacy and Futures Studies  
19-21 June, Trento University, Trento, Italy

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# Nordic Health 2030

## Bridging the Nordics for the future

**Nordic Health 2030 is the initiation of open-ended, emerging and a long-term program to generate synergies and develop greater reciprocal cooperation between key stakeholders in the Nordic nations.**

**CASE**

A close-up photograph of a woman with long, wavy blonde hair, wearing a blue hooded jacket. She is looking slightly to the right and has a cigarette in her mouth, which she is holding with her right hand. She is wearing a ring on her ring finger. The background is dark and out of focus.



# 546%

Increase in global health spending from 1995 to 2040 (base case).

# Problem Definition

What is the most sustainable health scenario for the Nordics in 2030 and how do we get there?

# Nordic Health 2030 participants

Deconstructing individual logic, to construct shared logic

## Workshop I: STOCKHOLM (Jan 24)

Wicked Problems + Nordic Values.

## Workshop II: COPENHAGEN (Feb 5)

Sustainable Health Themes + Polarities.

## Workshop III: OSLO (Mar 05)

Sustainable Health Model + Future Dilemmas.

## Workshop IV: HELSINKI (Mar 27)

Sustainable Health Principles + Pathways.

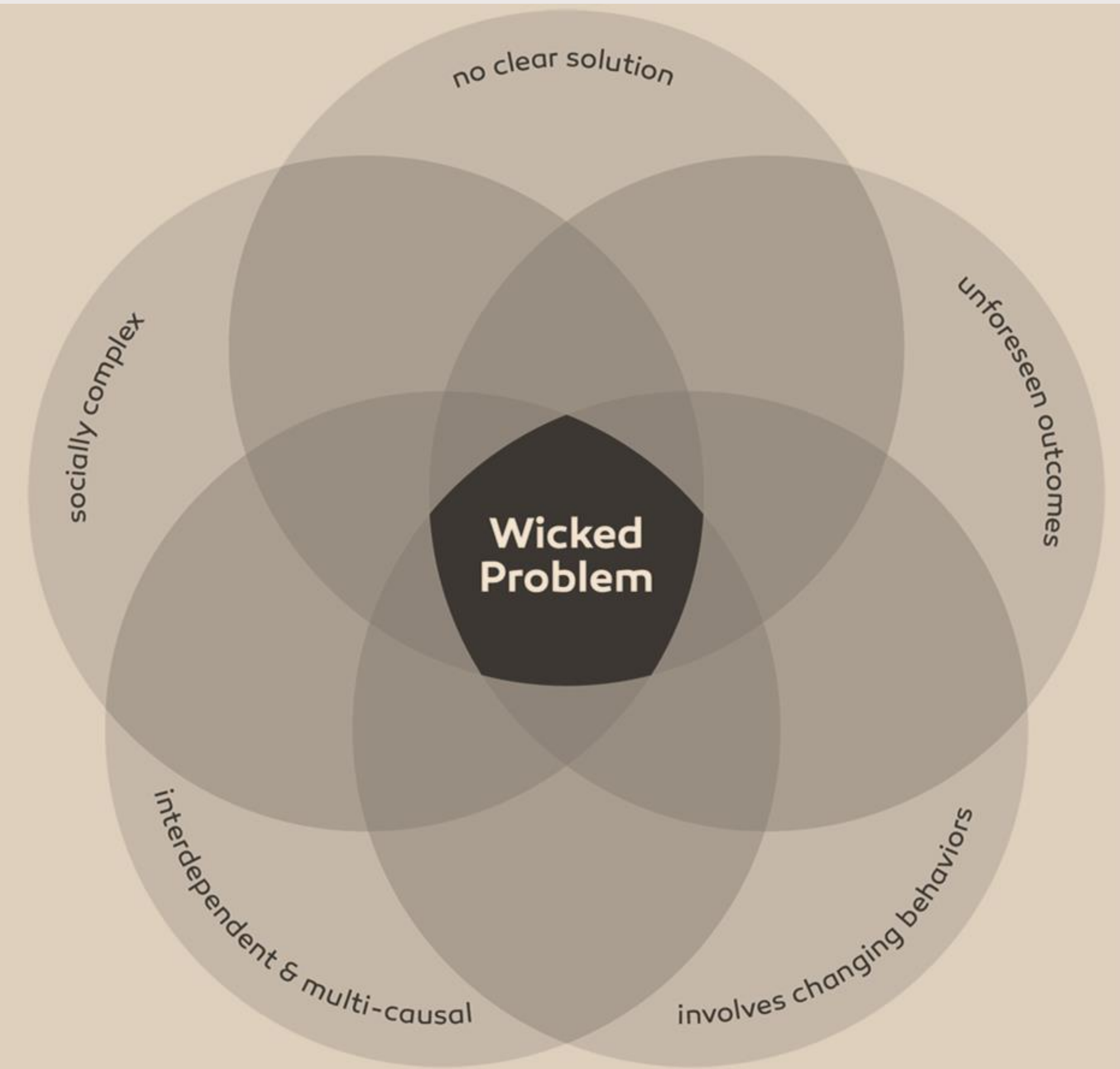
## Workshop V: UN CITY (May 20)

The 5/5 Aspiration + NH2030 Magazine + NH2030 Movement.

## Wicked problems in health

- CIFS identified 77 wicked problems in health that have been compiled into 16 thematic clusters.
- In preparation for Workshop I, participants ranked these 16 categories of wicked problems in order to determine which areas are most pressing for the future of the health landscape in the Nordics.
- CIFS analysed the results and finalised the 12 most prominent categories of Wicked Problems in health.
- Below you see the 4 top ranked wicked problems in health by the participants in Nordic Health 2030:

- 1. Increased human-centric divide between the healthcare system and the individual citizen**
- 2. Lack of transition from sick-care to healthcare**
- 3. Lack of future-proof incentive structures**
- 4. Increased disease burden**



# Identifying shared Nordic values to address challenges ahead





# **Introspection & Mutual self-interest**

**The participants are mostly representing the established system and are acknowledging that the needed change is not sufficient from a top down approach.**

**Change can be catalyzed further by a bottom-up movement deeply rooted in the Nordic tradition of self-cultivation, as epitomized by concepts like Bildung and the folk high school movement, and informed by shared Nordic values.**

Sundhedsdannelse (Danish)

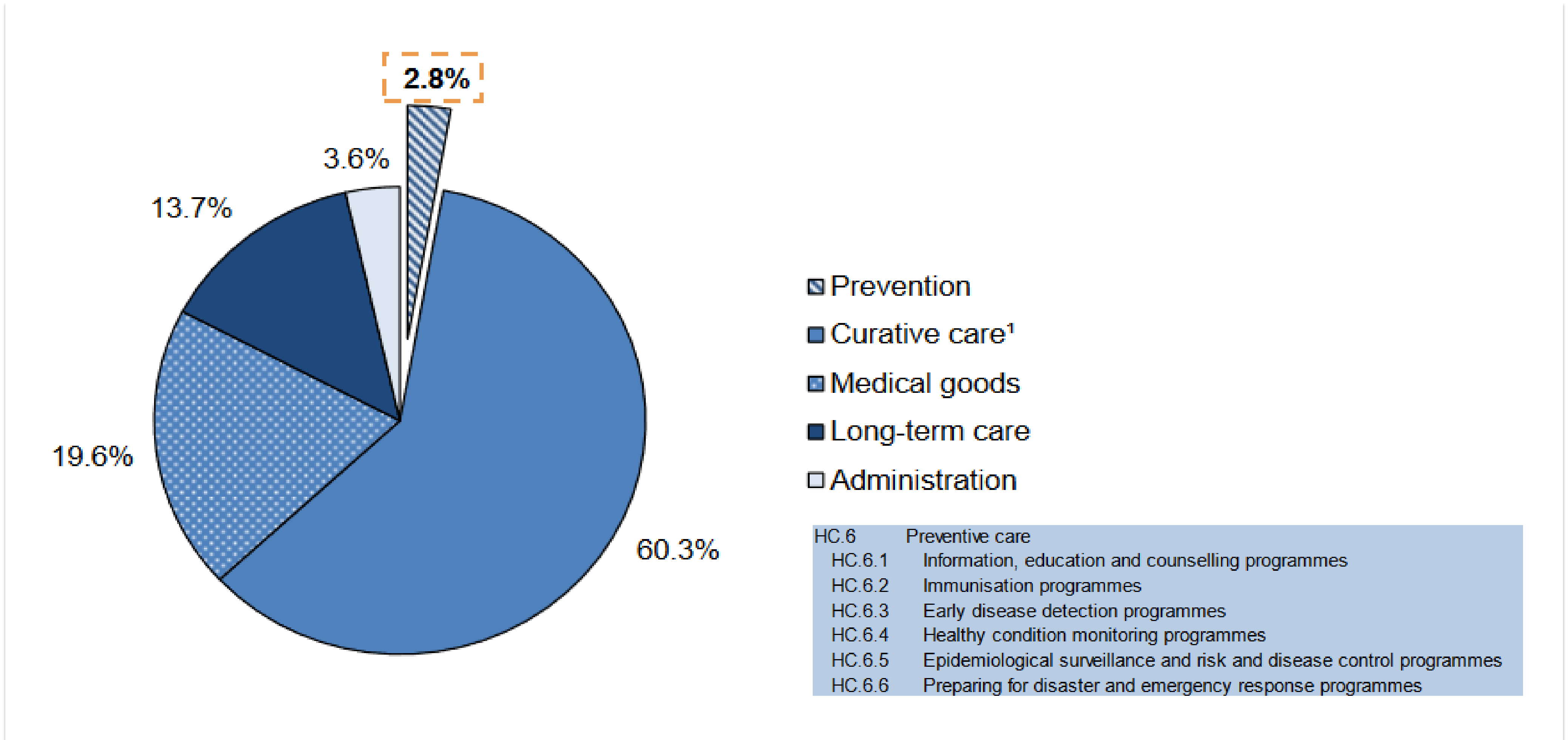
Terveysosaaminen (Finnish)

Helsedannelse (Norwegian)

Bildning i Hälsa (Swedish)

Self-cultivation of preventive health

**FIGURE: HEALTH EXPENDITURE BY FUNCTION OF HEALTH CARE, OECD AVERAGE, 2015**



# The 5/5 Aspiration

A sustainable approach to health necessitates a fundamental shift from sick care to preventive health, although the improvement of the former remains a high priority. Our pan-Nordic aspiration is that, by 2030, 5% of GDP will go towards preventive healthcare (0.3% in 2017 across Denmark, Finland, Norway, and Sweden), and 5% of GDP will go towards sick care (10.2% in 2017), allowing for a better balance in the overall provision and experience of health-related services.

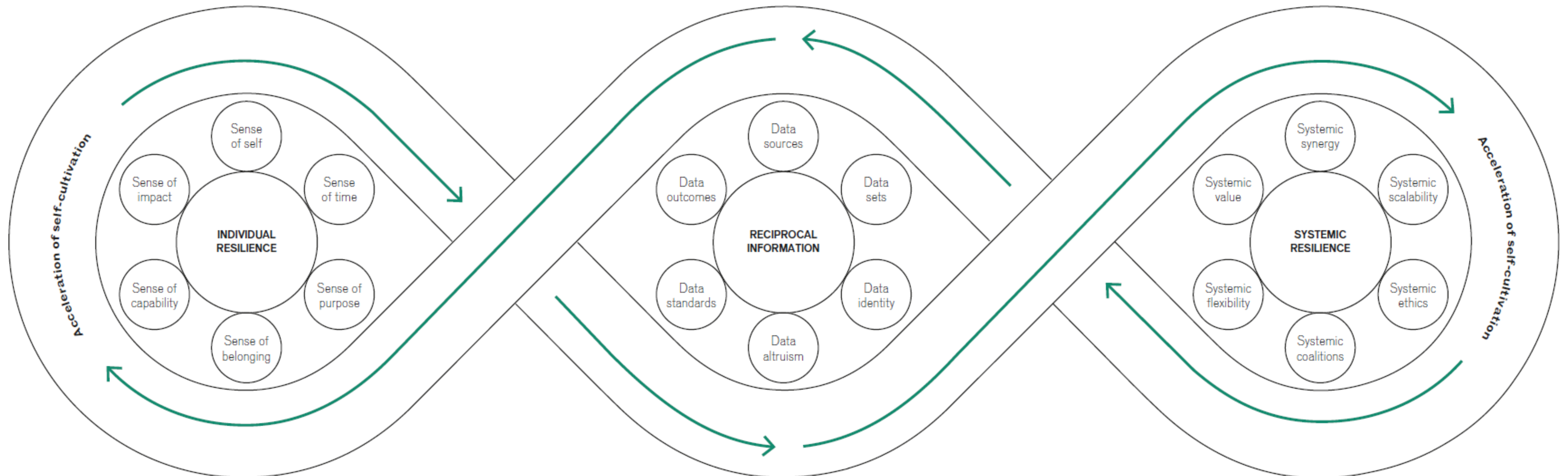
# NORDIC HEALTH 2030

## SUSTAINABLE HEALTH MODEL

● **NEW SOCIAL CONTRACT**  
based on a renewed understanding of fairness

● **NEW DATA MODEL**  
based on a renewed understanding of fairness

● **NEW BUSINESS MODEL**  
based on a renewed understanding of fairness



# PRINCIPLES FOR THE NORDIC HEALTH 2030 MOVEMENT

## INDIVIDUAL RESILIENCE

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**Sense of self:** The individual must be able to gain a holistic understanding of their health.

**Sense of time:** The individual must be able to predict the most likely development of their health over time.

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**Sense of purpose:** The individual must be able to identify values and preferences that are meaningful to their health.

**Sense of belonging:** The individual must be able to rely on a network of people and resources that can support their health.

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**Sense of literacy:** The individual must be able to identify realistic changes in behavior that can improve their health.

**Sense of impact:** The individual must be able to positively impact their health through their actions.

## RECIPROCAL INFORMATION

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**Data sources:** The individual must be able to capture biological data, behavioral data, and self-reported data about their health.

**Data sets:** The individual must be able to aggregate, enrich, use, and share their health data.

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**Data identity:** Individuals and stakeholders must be able to apply identified health data without having safety compromised.

**Data altruism:** Individuals and stakeholders must be able to allow the system to access health data for the greater good of the population.

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**Data standards:** The system must be able to apply interoperable standards to enable the transdisciplinary utilization of health data.

**Data outcomes:** The system must be able to demonstrate health outcomes both for individuals and for the population.

## SYSTEMIC RESILIENCE

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**Systemic synergy:** The cross-functionality of the system must enable the holistic provision of preventive health services across the lifespan of individuals and populations.

**Systemic scalability:** The built-in intelligence of the system must proactively identify better preventive health opportunities across the lifespan of individuals and populations.

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**Systemic ethics:** Societal discussions must stress how the system can become more sustainable based on a preventive health model and mandate better ways of developing and enforcing the law.

**Systemic coalitions:** The preventive health model must operate beyond the limitations of short-term political lifecycles and traditional public-private stakeholder relationships.

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**Systemic flexibility:** The transition to preventive health services must be able to scale through the increased flexibility of workforce and technology capabilities.

**Systemic value:** The incentive structures of the system must reward the acceleration of preventive health services based on demonstrated value.

# PAST.

Reactive lifestyle patterns dictated by centralised healthcare system

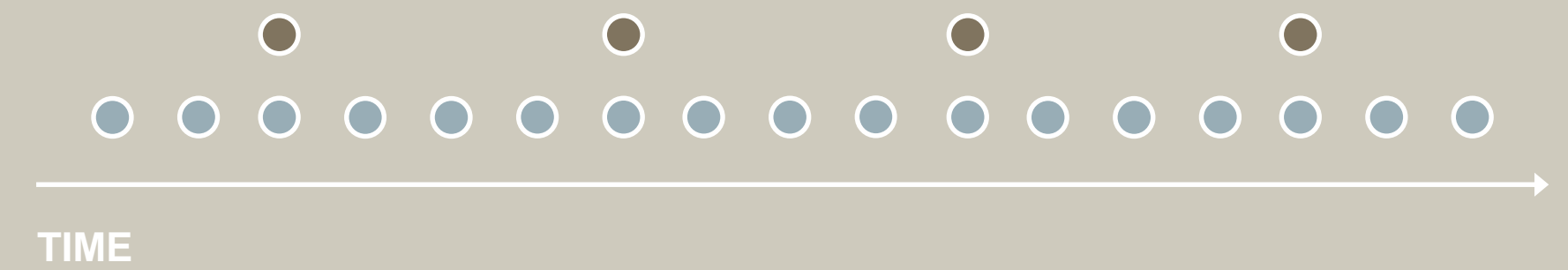
*No humanomics system implemented*



# FUTURE.

Proactive lifestyle patterns dictated by decentralised health consumer

*Humanomics system implemented*



- Individual(s) involved
- Health Care Professional(s) involved

# Humanomics will become the most fundamental enabler of health empowerment.

A system based on the reciprocal exchange of holistic health data between individuals, organisations, and societies that enables individuals to fully engage in preventive health behaviors and attain the highest possible quality of life.



# WHO endorsement of Nordic Health 2030: Opportunity for scaling to the European level?

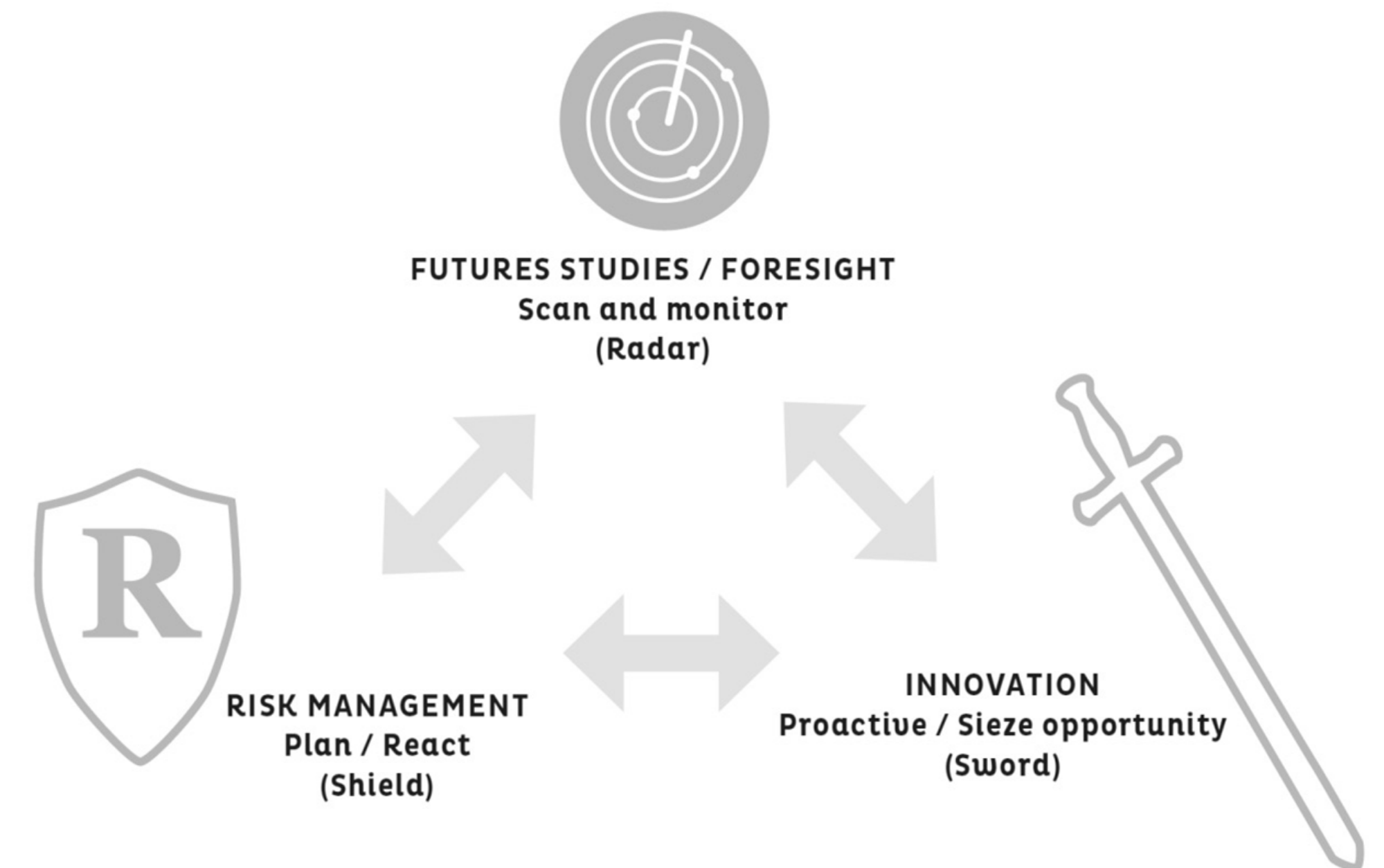
- We see a strong coalescence between WHO's guiding principles and its work in strengthening National Health Systems to the values and content of Nordic Health 2030.
- **We recognize the need to move beyond the current “deadlock” of siloed health systems thinking and development – and embrace a wider perspective of intersectorality and societal welfare.**
- We are challenged to support the least developed societies in Europe and at the same time assist the most advanced in “navigating uncharted waters” in digital health and health systems development.
- **We believe Nordic Health 2030 constitutes a leap into a new framework of thinking that is applicable and beneficial to all European countries.**
- If agreed, we can use the opportunity to include the manifesto/charter into the **WHO/Europe roadmap on the future of digital health systems in the European Region** (with attribution given to the group and the development process).

## Global Independent Advisors since 1969

- The Copenhagen Institute for Futures Studies (CIFS) is an independent and non-profit global research organization and consultancy founded in 1969 by former OECD Secretary-General Thorkil Kristensen for the betterment of our society.
- We provide advice on a strategic level to our clients and members who include some of the world's largest corporations and organizations.
- We enlighten decision-makers about possible futures, enabling them to make the best possible decisions in the present and, on this basis, create their own future.
- 16 annual publications
- Talks and lectures
- Time perception studies
- Global Scanning Network
- Futures days
- Courses in futures studies, risks and innovation
- Scenario processes
- Megatrends

# We aspire to build resilience

We help developing a critical mindset to seize opportunities and reduce risks as they emerge by learning to adapt to a constantly changing environments through our resilience framework



## Our 16 annual publications

### SCENARIO

Award-winning magazine, for progressive people with a high-degree of decision-making competence in their professional lives



### Members reports

Quarterly research reports – topics on global & local tendencies, product development, various strategies in marketing, HR, management







































### Global scanning review

Periodic reports collecting, comparing & evaluating a wide range of signals – new and emerging trends, technologies, values, products, concepts, companies, services, and ideas – in order to identify what's happening now and what could be emerging tomorrow

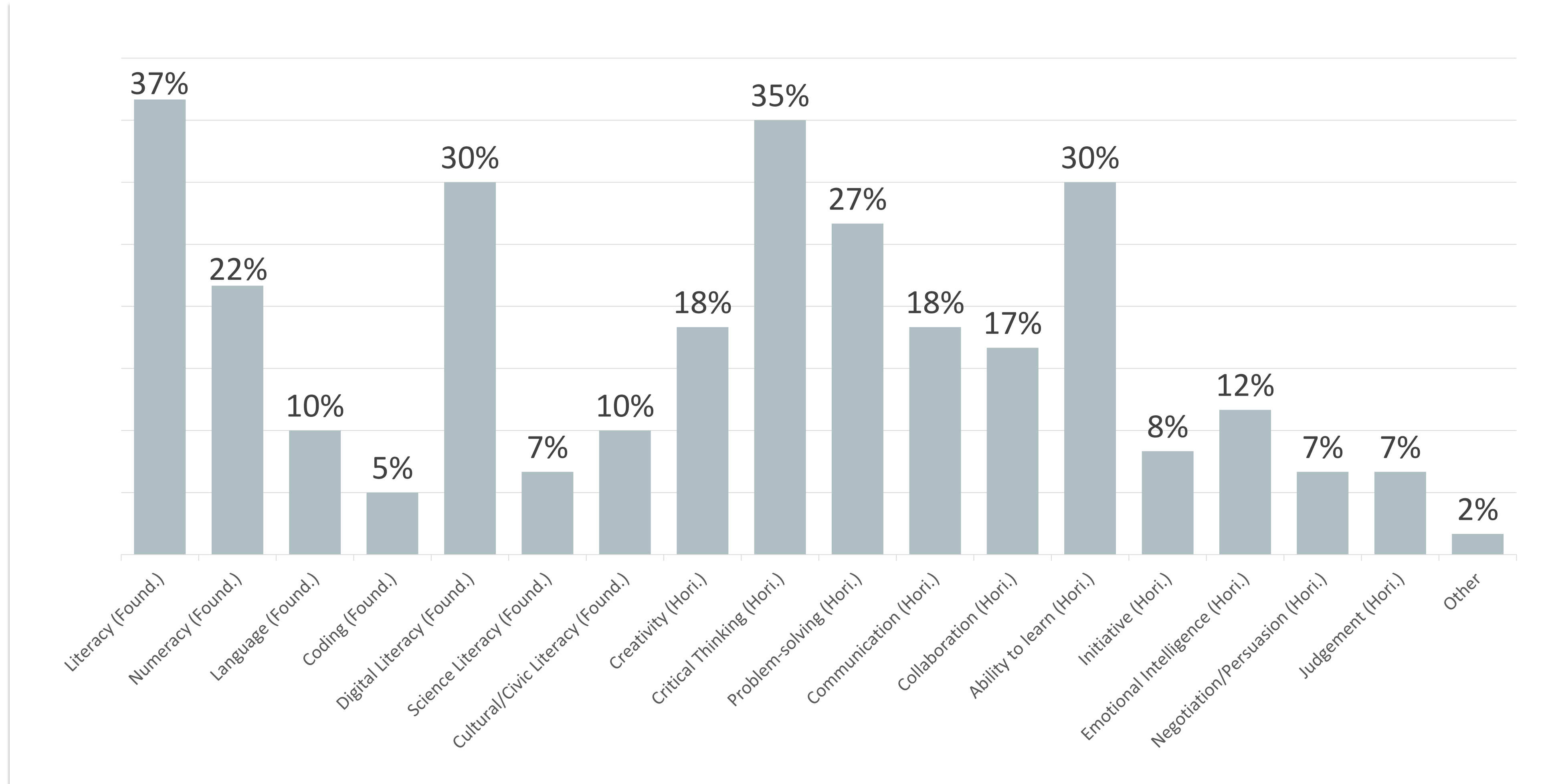


## SELECTED CLIENTS AND MEMBERS

## Figure: RESULTS FROM DELPHI STUDY 2018

CIFS asked a global expert panel what the relevant skills will be in 2040.



## Figure: Sustainable Development Goals

*CIFS are aligned with several SDGs with a primary focus on the following*



## Objectives for CIFS as an emerging Chair in Futures Studies

- Contribute in building the widespread capabilities of futures literacy
- Engage in the network and transdisciplinary approaches, as a transdisciplinary think tank
- Use our leverage and broad reach to scale the futures literacy dialogue
- Strengthen/aligning terminology, methodologies and theoretical frameworks
- Utilize the not for profit, apolitical, independent and neutral platform
- Multistakeholder studies, projects and systemic introspection
- Drive and facilitate sustainable agendas



# Thank you!

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