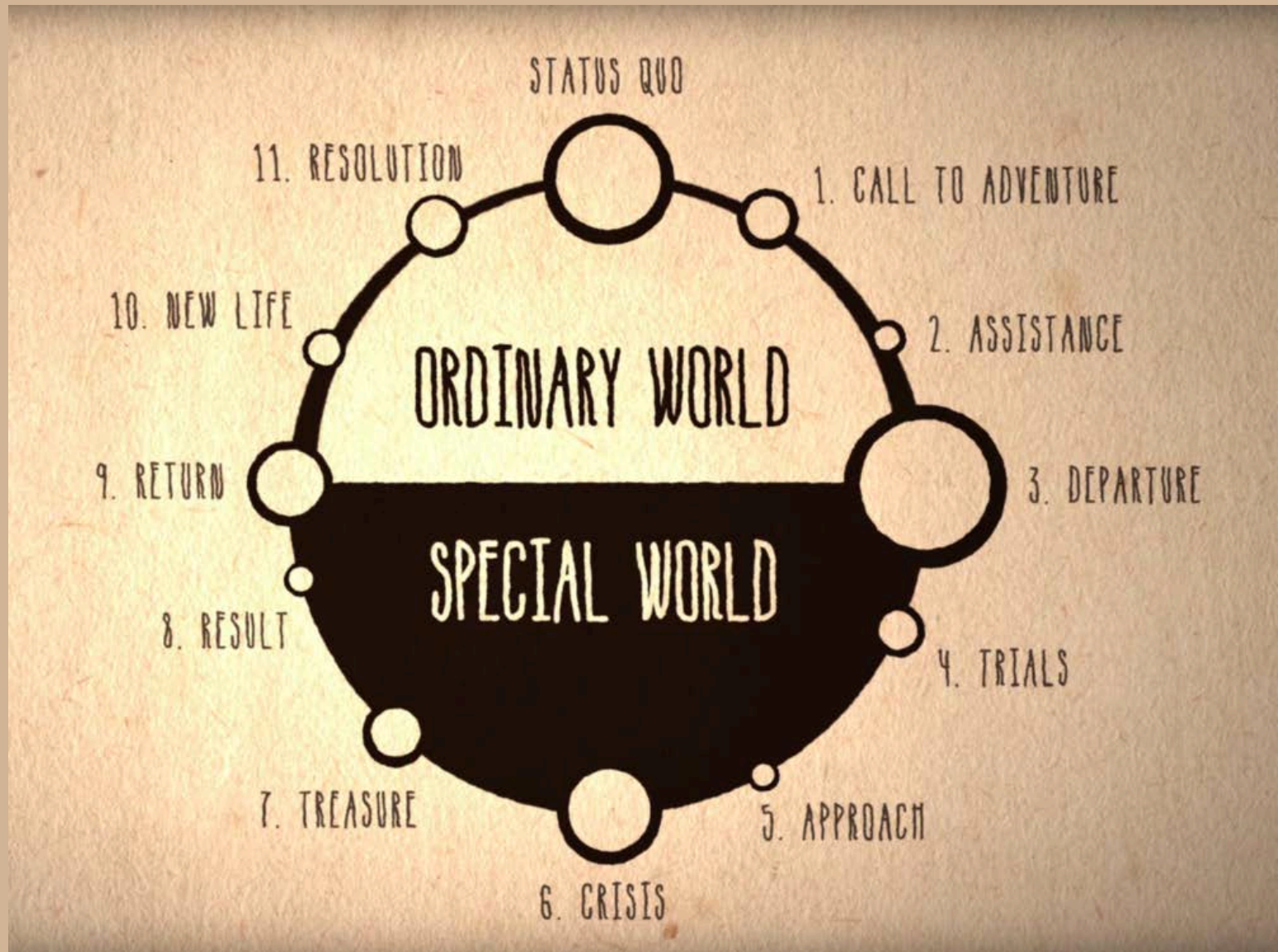# Narrative approach to Foresight Scenarios

Story is the human operating system

Mary-Alice Arthur

@beyondstorytell

Introducing a Personal Forecast

…figuring out what is the personal role that I would play in this future that I design and make a story out of it

Where could Story-Work be used through the process steps of a Scenario Building Method?

1. Existing Literature research

a) Related to narrative approaches on your subject
b) Related to narratives and new neuroscience findings
c) Related to pure narrative studies and courses

a) Related to narratives on your subject

Narrative Persuasion and Storytelling as Climate Communication Strategies

Oxford Research Encyclopedia of Climate Science

Narrative Persuasion and Storytelling as Climate Communication Strategies FREE

Michael D. Jones and Holly Peterson

b) Related to narratives and new neuroscience findings

- The fear of an unwanted future increases
- The oxytocin findings
- The coupling brain findings
- Brain priming

c) Publications on narratives and storytelling

Narrative, Identity and Academic Storytelling

Narrations, identités et récits académiques

Ken Hyland

1. Introduction: Toward an Ethics of Storytelling
2. Narrative Hermeneutics
3. Storytelling and Ethics
4. The Uses and Abuses of Narrative for Life: Julia Franck's *Die Mittagsfrau*
5. Narrative Ethics of Implication: Günter Grass and Historical Imagination
6. Narrative Dynamics, Perspective-Taking, and Engagement: Jonathan Littell's *Les Bienveillantes*
7. Transforming the Narrative In-Between: Dialogic Storytelling and David Grossman
8. Conclusion: Struggles over the Possible

c) Publications on narratives and storytelling

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Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences

About this course: Transmedia storytelling is the practice of designing, sharing, and participating in a cohesive story experience across multiple traditional and digital delivery platforms - for entertainment, advertising and marketing, or social change.

⌄ More

Who is this class for: This course is designed for creative professionals, students, or anyone interested in gaining an 'inside' understanding of leading industry storytelling practices in contemporary culture using digital and emerging technologies. If you have a great story idea for entertainment, marketing or social change and want to learn how to develop it into into an engaging multi-platform narrative experience that you can share with the world, then this is the course for you.

Created by: UNSW Australia (The University of New South Wales)

UNSW
SYDNEY

Where could Story-Work be used through the process steps of a Scenario Building Method?

2. Practical research (questionnaires, interviews, crowd sourcing, etc)

a) Storytelling workshops (personal stories for signal recognition)
b) Visual storytelling
c) "Everybody owns a story for their future". Expansion of audiences including the marginalized ones (Refugees, homeless, children, disabled, etc)

Where could Story-Work be used through the process steps of a Scenario Building Method?

3. Scenario cases writing

a) Use narrative form and elaborate on the findings of your special research (Audience-relevant language. Expand your research to social, local anthropological, ritual findings. Discover their heroines and heros related to the subject)

b) The Hero's Journey elements (from ordinary to special world)
c) Graphic recording story development

Where could Story-Work be used through the process steps of a Scenario Building Method?

4. Delivery of your report

a) Storytelling Marketing to relevant stakeholders (direct or supportive)
b) The "I" workshops
c) Propose storytelling to be used in the realization process

The "I" story concept

- Neuroscience findings: The future-self is a stranger for the brain. And it doesn't like you!

- Practicing by thinking of the future in First Person rather than in "facts" (the brain fires up faster, making more connections. It remembers better and it is easier to revisit this memory.)

- "I" stories prepare you to be more creative and inventive today

The "I" story concept

How will the Future transform you? When you describe the future in first person it is like virtual reality thinking. The more you practice the better it gets.

Let's try it!

FACTS: By 2038 the river Main water levels may rise by as much as 22 meters and spread in a range of 500 meters from both river edges. It is estimated that around 5000 inhabitants of Frankfurt, who are neighbouring to the edges of the river will be displaced.

FIRST PERSON: When I will be 74 years old, my favourite restaurant "The African Queen" at the Frankensteiner Platz will be underwater. I may also consider buying a small river boat to be prepared and use it to go home from my office, which is located at Schwitzer Platz. My grandchildren plan to buy a house with a view to the river Main. I think I must visit them soon and discuss about it.

Precision agriculture and the future of farming in Europe

Scientific Foresight Study

Precision agriculture (PA), or precision farming, is a modern farming management concept using digital techniques to monitor and optimise agricultural production processes. For example, rather than applying the same amount of fertilisers over an entire agricultural field, or feeding a large animal population with equal amounts of feed, PA will measure variations in conditions within a field and adapt its fertilising or harvesting strategy accordingly. Likewise, it will assess the needs and conditions of individual animals in larger populations and optimise feeding on a per-animal basis.

PA methods promise to increase the quantity and quality of agricultural output while using less input (water, energy, fertilisers, pesticides…). The aim is to save costs, reduce environmental impact and produce more and better food. The methods of PA rely mainly upon a combination of new sensor technologies, satellite navigation and positioning technology, and the Internet of Things. It has been making its way into farms across Europe and is increasingly assisting farmers in their work.

Scenario 3 - 2050: Regional competition

This third fictive scenario, developed as an exploration tool, has the following main characteristics:

- main objective: security;
- slow economic growth;
- rapid population growth;
- slow technological development;
- trade barriers;
- strong national governments;
- to save time and produce more, technology is pushed and accepted in PA;
- we want 'real' products, but when needed, to be self-sufficient, modification is allowed; and
- farmers are seen as important members of the community.

Regions (groups of countries, countries or regions within countries) have taken over. They concentrate on their own direct interests and regional identity, which has caused some interregional or intercultural tension and has made exploiting advantages of scale impossible. Security is paramount and technologies that have not proved themselves in this respect, or technologies promising fast and large-scale change, are not adopted. Instead, technology for efficiency and security is invested in heavily. The local food supply is, for example, based on the principle of national or local independence, with the environment in second place.

PA is utilised to stimulate regional growth and production. Because of the regional scale being dominant, and because of society's demand for food security, some genetic manipulation of plants, soil and weather is accepted, but only when highly monitored. Farmers are regarded as the main assets to make sure we are self-sufficient as a region.

I am 65 and still strong and active. That's why the mayor of our village invited me to join the regional farmers' meeting in the municipality offices to discuss…

“The future is here, it's just not widely distributed yet.”

William Gibson (°1948)
Canadian science fiction author,
introduced the term "cyberspace"

Thank you

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