

# **THE ICARUS EFFECT**

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A History Of The Next Ten Years

# What is the Icarus Effect?

Immediately prior to the current recession, a number of developing economies were out-performing the more established economies.

The sustainability of this development was tested severely as recession swept across the global economy.

Just like Icarus, many of these economies had a hard landing when it became apparent that their soaring growth rates were not sustainable.

Some of the economies have recovered quite well. Others will be facing hard times for many years to come.

From a futures perspective, the interesting question concerns what happens next ...



# Future Paths.

As we started to come out of recession in 2010, there was much talk about the “shape” of the recession (‘V’, ‘U’, ‘L’, or ‘W’ shaped).

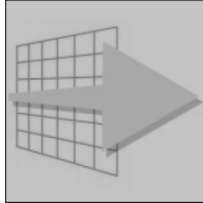
As futurists, we didn’t find this discussion all that useful because it didn’t map a pathway into the future.

As futurists, we like to think of a variety of paths into the future, all of which, from the perspective of the present, are equally valid.

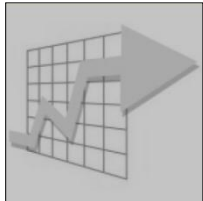
To assist this discussion, we turn to a set of generic pathways into the future, which act to help us clarify our thoughts.



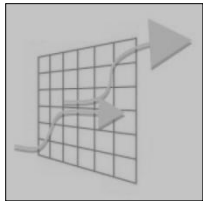
# Generic Futures.



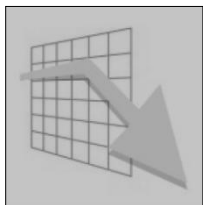
**Business as usual** – the future will be very similar to the past.



**The New Normal** – the future will settle at a new equilibrium.



**The Transformation** – the future will be very different from the past.

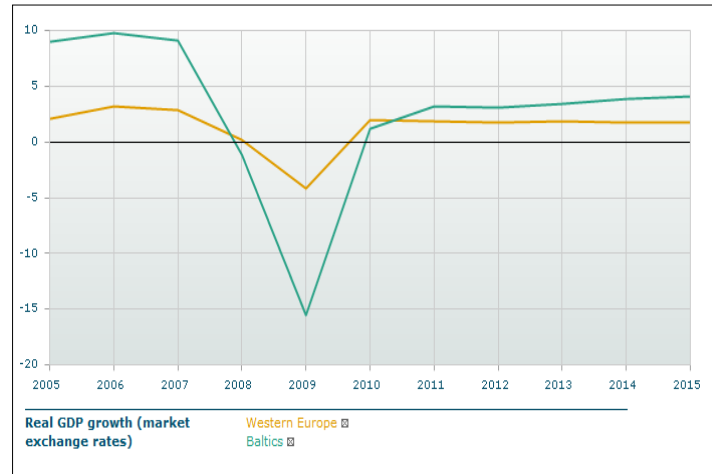


**The Dystopian** – the future will be very much worse than the past.



# An Application.

When we see  
a vision of  
the future ...



... it expresses  
a view in terms  
of the generic  
models, and  
highlights the  
assumptions  
that we have  
made.

All of our conversations about the future are subjective and reflect the assumptions that we have brought to our thinking. A good futurist will question those assumptions.



# Where Next?

This session concludes our programme for 2010-11.

Thank you for attending and being supportive of the programme.

If you would like to be included on our update list for forthcoming events, please e-mail me at ***stephena@eufo.org***.

We would like to run a series of events on the theme of 'Communities of the future' in 2011-12. Details will follow when they have been finalised. Any observations on this would be welcome.



# In the meantime ...

We are presenting a session at UCS entitled '*Peak Oil, Climate Change, and the Transition in Ipswich*' on Monday 9<sup>th</sup> May at 5:30 pm.

The session is to address a scenario where we are starting to witness the onset of scarcity.

There is no charge, and all are welcome to attend. However, to help manage numbers, please book a place beforehand.

