Futures Day 16.10.2026 | Prof. Dr. Elizabeth Hofvenschiöld

Anders imaginieren: wünschenswerte Zukünfte antizipieren

Hochschule Reutlingen
Reutlingen University

ESB
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Source: concept of mobility vision and storyline: Daimler AG, PIONEER/*NG* Next. Visual concept and realisation: xoio GmbH.

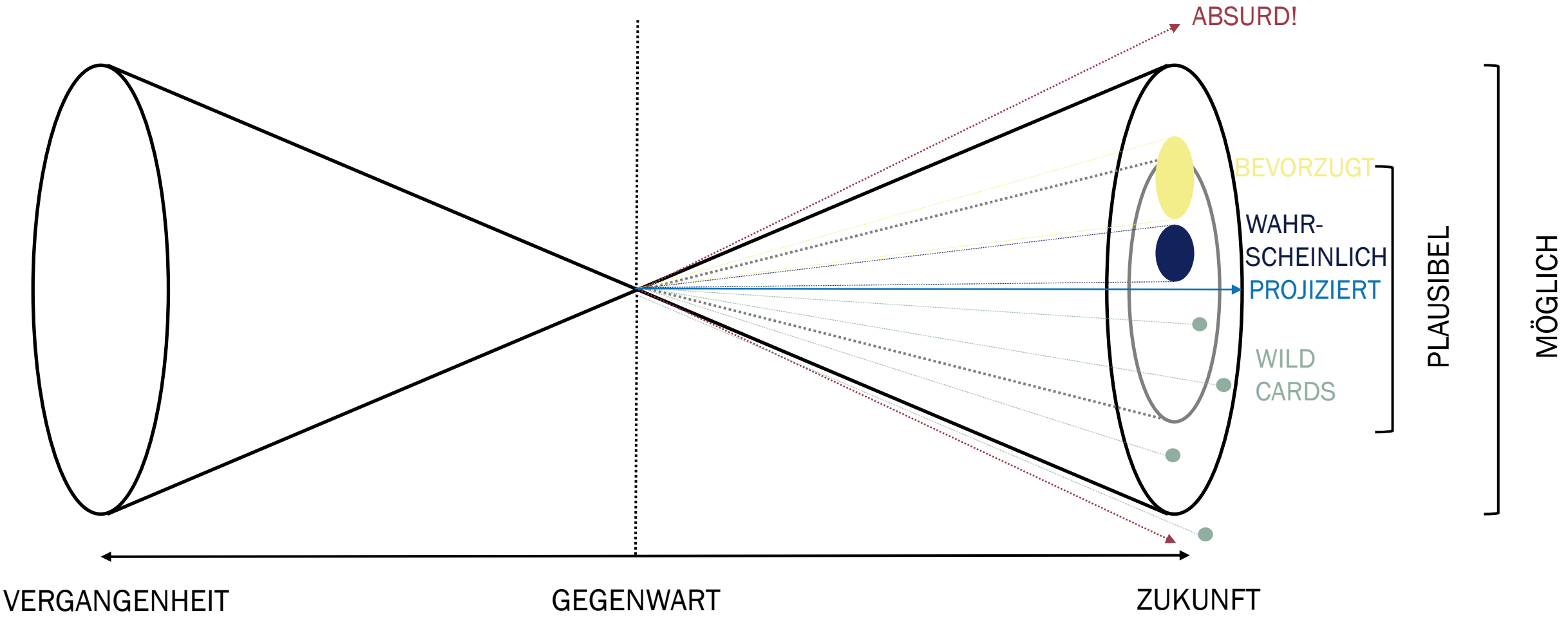


Source: https://cdn.prod.www.manager-magazin.de/images/416c3424-3442-4cfb-84ca-9904c5210793_w1280_r1.77_fpx42_fpy51.jpg



Source: E. Hofvenschiöld

The Futures Cone nach Voros (2003)



Drei Treiber prägen den Wandel



TRENDS

- Kontinuierliche Veränderung im Laufe der Zeit
- Globale Erwärmung

EREIGNISSE

- Eine plötzliche Veränderung, die eine Ära beenden oder einleiten könnte
- Einführung des World Wide Web

ENTSCHEID-UNGEN

- Unsere Entscheidungen und Handlungen
- FCKW verbieten, um die Ozonschicht zu erhalten

Ungewissheit ist unser Ausgangspunkt.



Quelle: Microsoft 365 Archive

Man wird „futures literate“

- Lernen, die Ungewissheit als Inspiration zu nutzen.
- Lernen, Entwicklungen zu antizipieren und entsprechend zu handeln.
- Sich mit der Vorstellung von Möglichkeiten vertraut zu machen.
- Über normative Vorstellungen von der Zukunft/Zukünften hinauszugehen.





Source: Campfire Stories and Songs - Insider Living (mattressinsider.com)

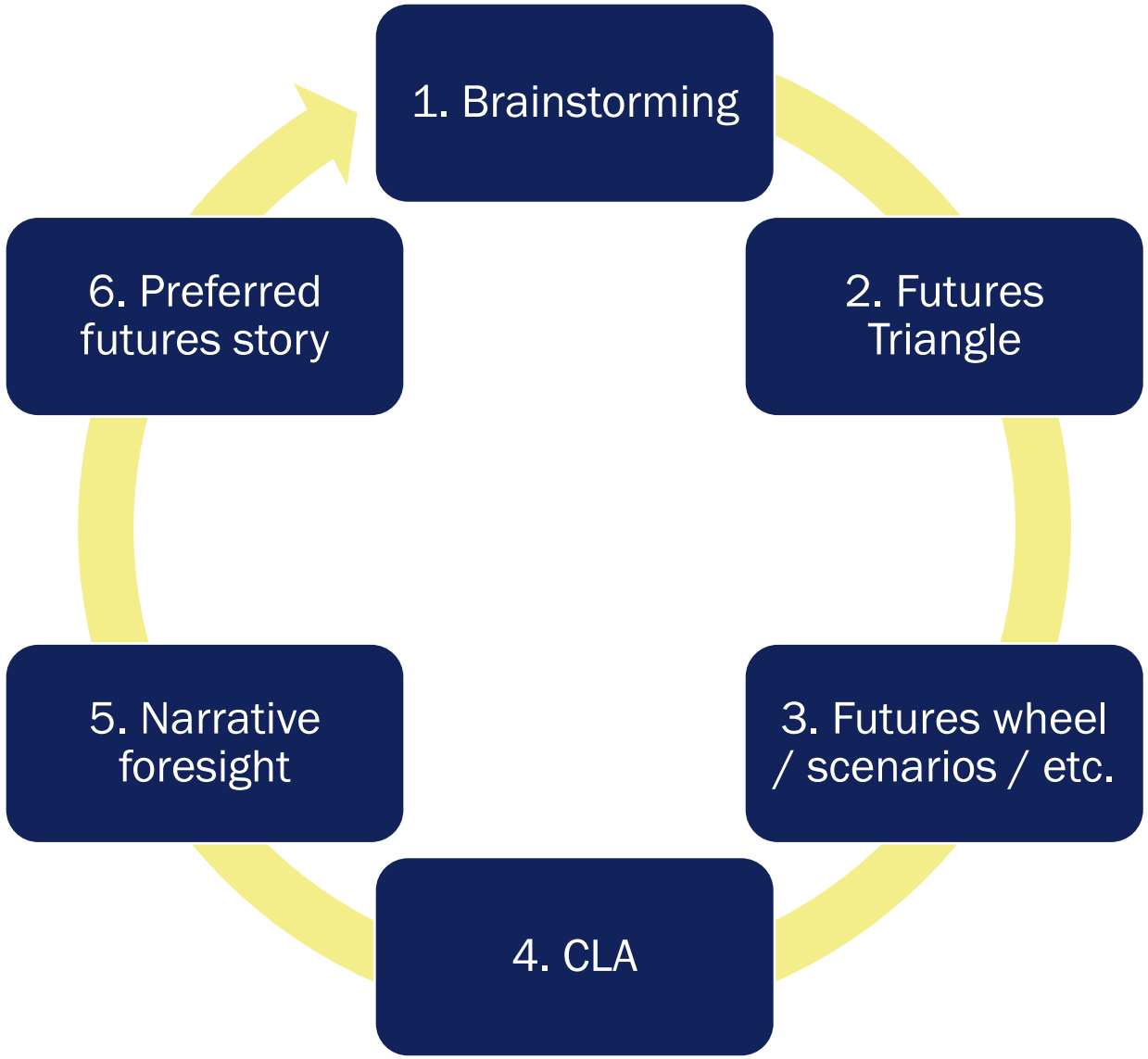
Der menschliche Verstand ist ein Geschichtenprozessor, kein Logikprozessor. (Haidt, 2012)

Narrative Foresight als Rahmenwerk

- Milojevic & Inayatullah (2015)
- Zeit und Narrative sind untrennbar mit einander verbunden.
- Narrative ordnen die Ereignisse der Vergangenheit, Gegenwart, und Zukunft in eine bestimmte Struktur ein, die sie von sich aus nicht besitzen.
- Dadurch prägen Narrative unser Verständnis über alle drei Zeitdimensionen hinweg und ermöglichen es uns, Entscheidungen zu treffen, zu handeln, und Strategien zu entwickeln.

Der Prozess

Wie bringen wir den Studierenden bei, nicht nur über Zukunftsvisionen nachzudenken, sondern sich diese auch wirklich vorzustellen und sie dann mit anderen zu teilen?

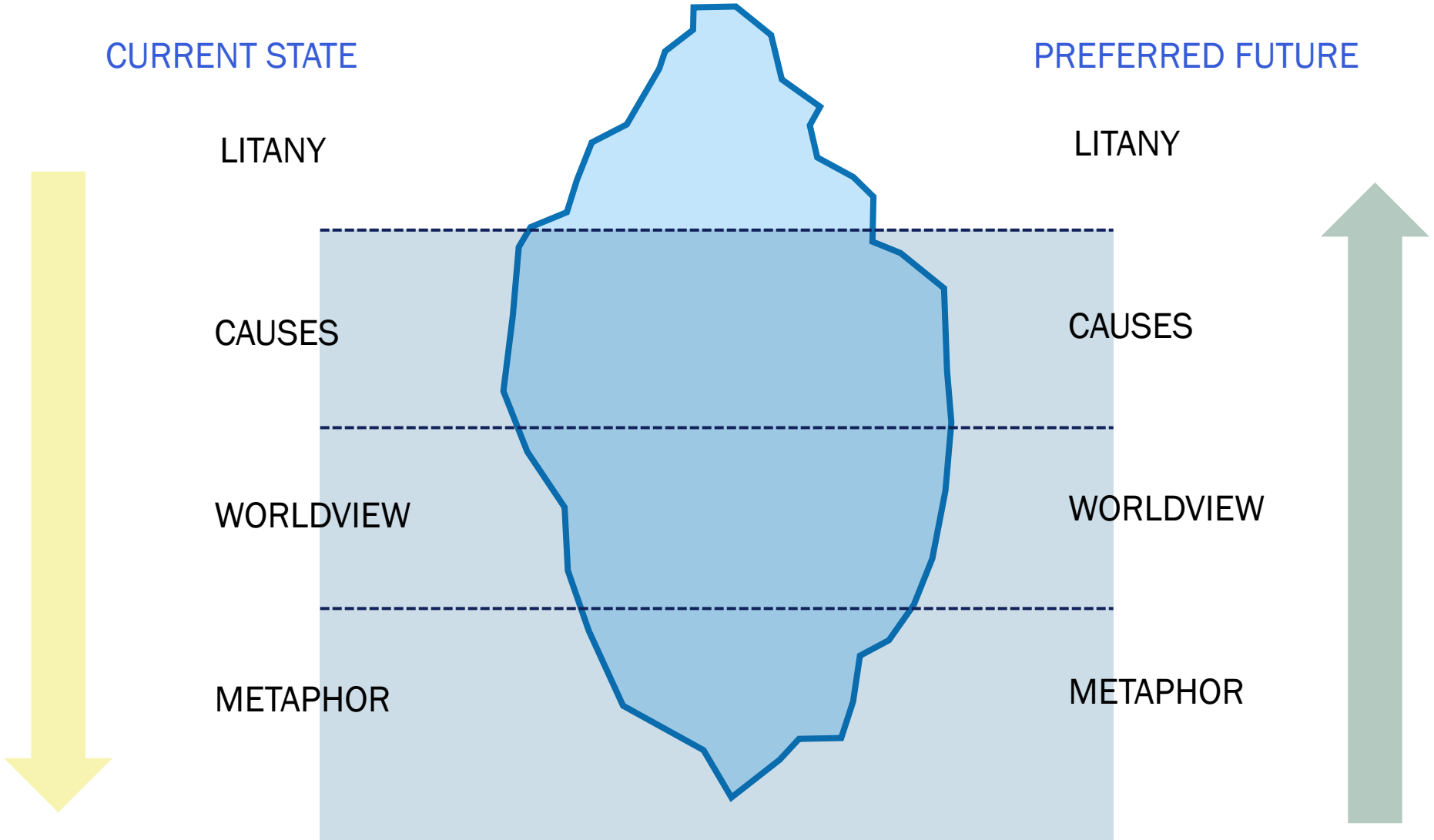




Imagine the Game (King & West, 2018)

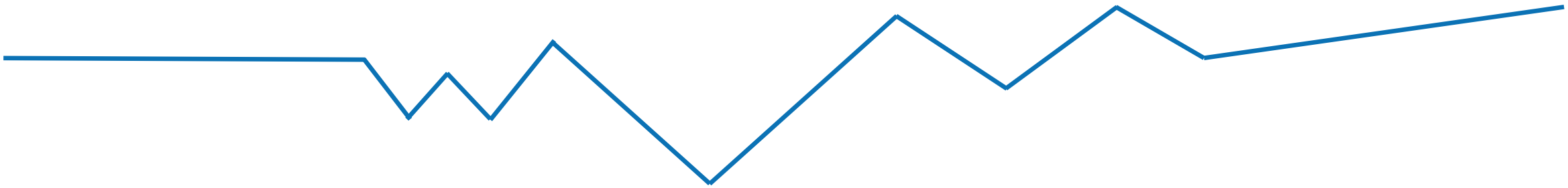


Completed CLA



Story Arc

Title:



Life is normal

One event happens to upset life

Life is unpleasant

Another event happens & the character overcomes bad stuff

Life returns to a new normal

Time to journal (20-30 minutes)

› Journal prompts:

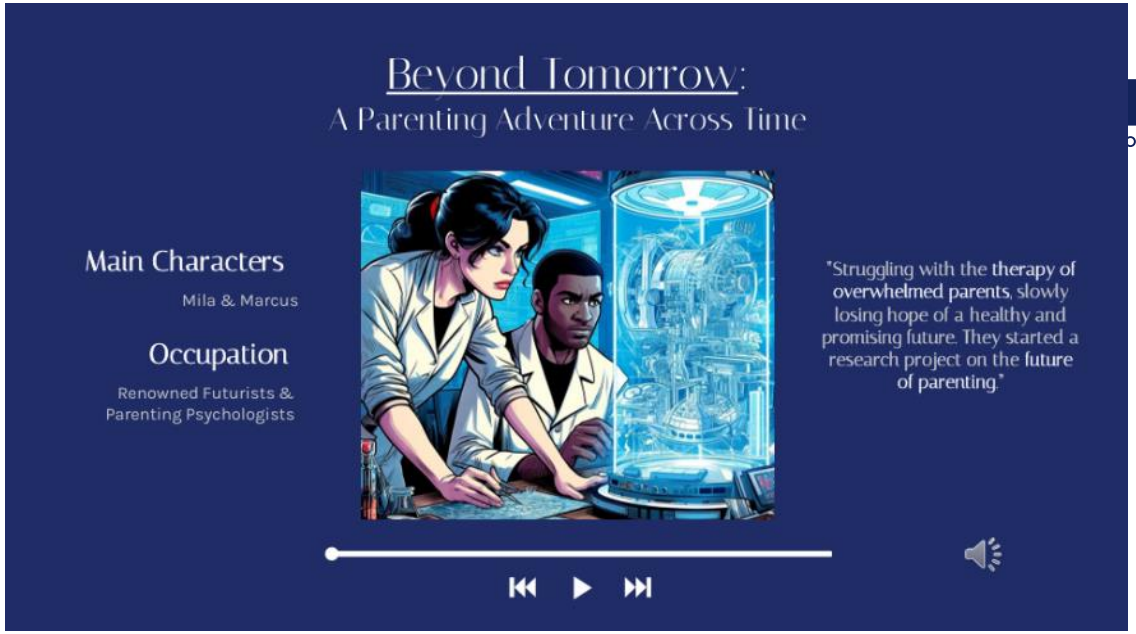
1. Was there a moment in class this week that surprised you, challenged your thinking, or made something suddenly click? What was it and why do you think it had that effect on you?
2. Looking back at this week's class: what did you contribute, and is there anything you wish you had said or done differently?
   - To what extent do you feel empowered to make a contribution this week? Rate on a scale from 1 to 4
   - 1 = not at all likely, 2 = somewhat unlikely, 3 = somewhat likely, 4 = very likely
3. Think about what you learned in class this week. Where could you see yourself using this — in your studies, your work, or your everyday life?
   - How likely are you to use today's topic or tool in your everyday life? Rate on a scale from 1 to 4 (see above)
4. Any other thoughts? (optional)



Source: sarah.trmmr@gmail.com, Schreiben Notizbuch Stift - Kostenloses Foto auf Pixabay

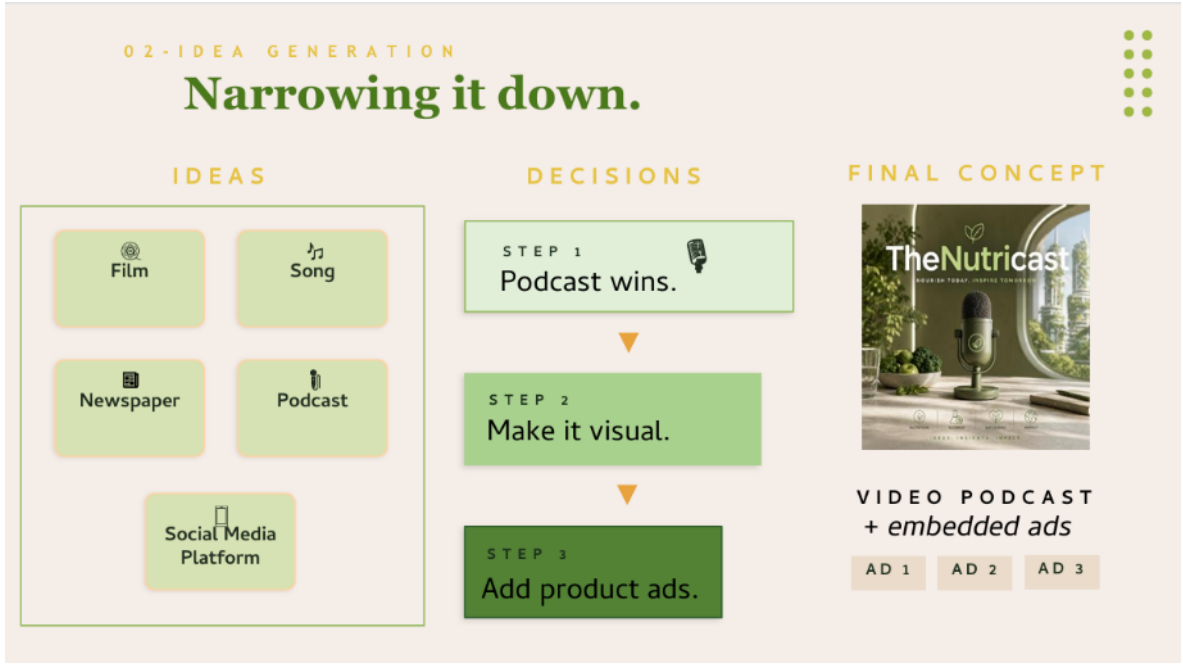
Parenting


"If people were better parents, the world would be a better place"
–Alaa Aqeeqi


Beyond Tomorrow:
A Parenting Adventure Across Time
Main Characters
Mila & Marcus
Occupation
Renowned Futurists & Parenting Psychologists
"Struggling with the therapy of overwhelmed parents, slowly losing hope of a healthy and promising future. They started a research project on the future of parenting."


IRAQ
Current Scenario
Location: Mesopotamian Marshes
Target: Parenting practices related to gender roles and family dynamics
Current Situation:
– Mothers are primarily responsible for the upbringing of the children
– Educational limits for women
Future Outlook
Year: 2099
Family: Al Dulaymi
AUDIO LOG 1: IRAQ

Nutrition





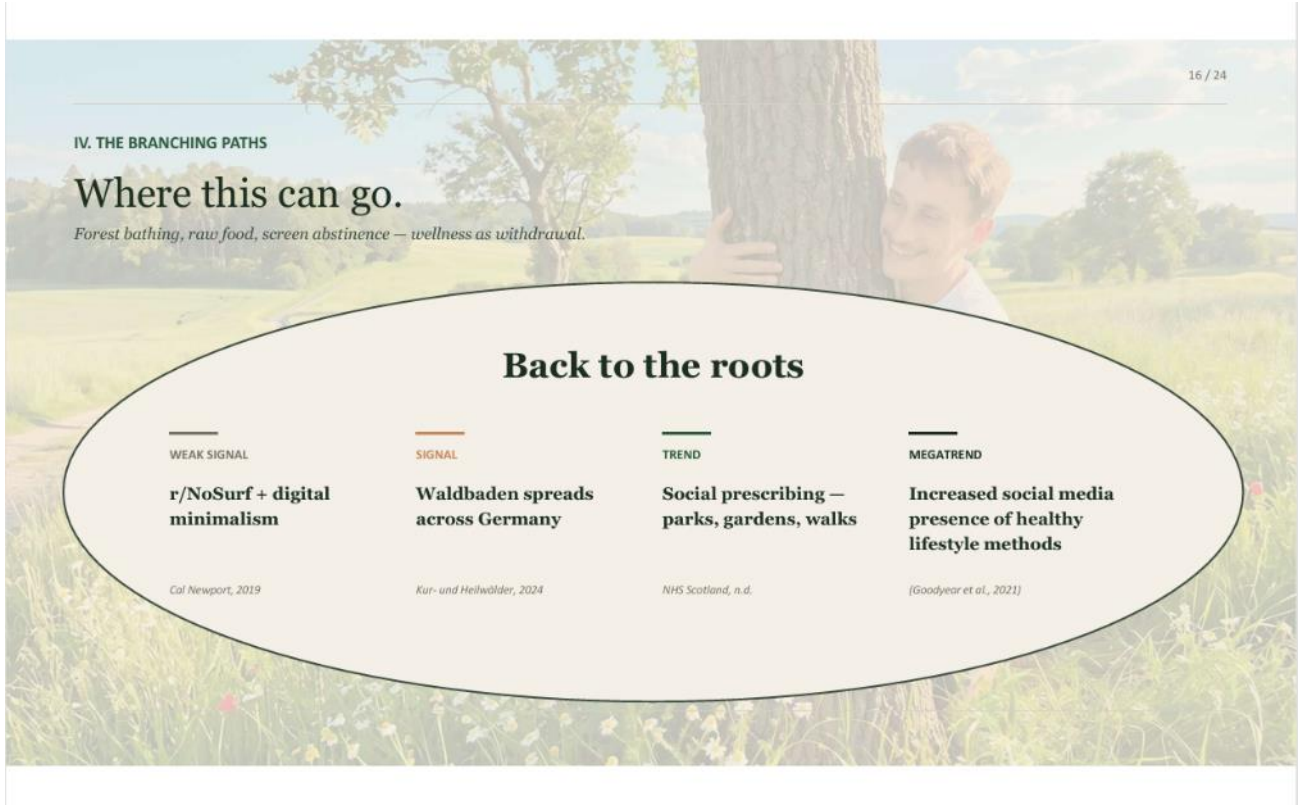


Synaptiq

Cook Circle
Got food? Get people.

Federal Office of Nutritional Autonomy

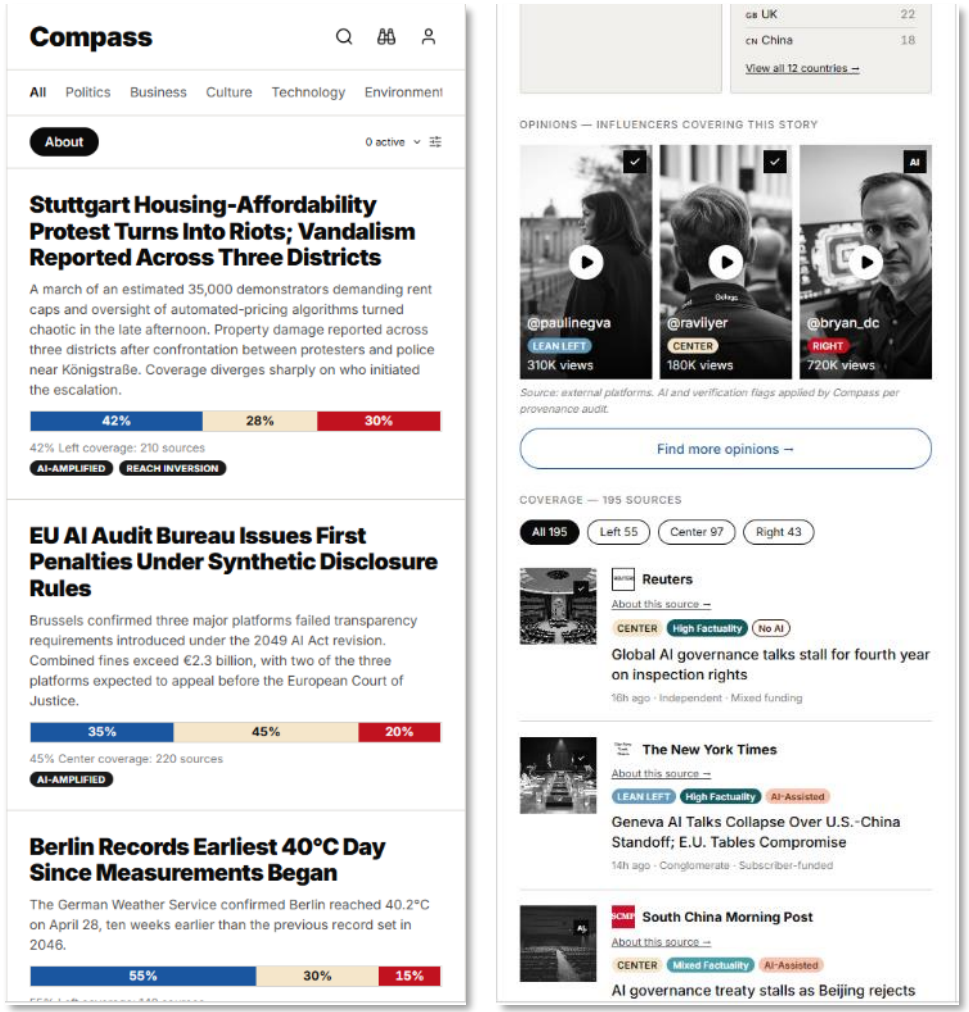
Everyday Longevity







News


Compass
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About
0 active
Stuttgart Housing-Affordability Protest Turns Into Riots; Vandalism Reported Across Three Districts
A march of an estimated 35,000 demonstrators demanding rent caps and oversight of automated-pricing algorithms turned chaotic in the late afternoon. Property damage reported across three districts after confrontation between protesters and police near Königstraße. Coverage diverges sharply on who initiated the escalation.
42%
28%
30%
42% Left coverage: 210 sources
AI-AMPLIFIED
REACH INVERSION
EU AI Audit Bureau Issues First Penalties Under Synthetic Disclosure Rules
Brussels confirmed three major platforms failed transparency requirements introduced under the 2049 AI Act revision. Combined fines exceed €2.3 billion, with two of the three platforms expected to appeal before the European Court of Justice.
35%
45%
20%
45% Center coverage: 220 sources
AI-AMPLIFIED
Berlin Records Earliest 40°C Day Since Measurements Began
The German Weather Service confirmed Berlin reached 40.2°C on April 28, ten weeks earlier than the previous record set in 2046.
55%
30%
15%
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CN China 18
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RIGHT
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Center 97
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AI governance treaty stalls as Beijing rejects


NEWS


HELP SAM OUT:
1. Find @nico.vance. Is his footage real?
2. Scroll down. Check out some newspapers.
3. Try sharing the Stuttgart story.
4. Find your profile. Check your reading habits.
COMPASS NEWS
WELCOME TO 2050
WELCOME TO 2050
WELCOME TO 2050
WELCOME TO 2050

Was die Geschichten offenbaren



- Imagination wird kultiviert: einmal angeregt und unterstützt, wächst sie über ein ganzes Semester hinweg, statt zufällig zu entstehen.



- Sie durchbricht überkommene Annahmen: Geschichten bringen ans Licht und hinterfragen, was Studierende über die Zukunft für selbstverständlich halten.



- Sie wird zum Werkzeug des Wandels: Erzählung wird zu antizipatorischer Handlungsfähigkeit, zu einer Art, Zkünfte aktiv zu gestalten.

Zukunftsimagination ist lehrbar

- Pädagogik: iterative Weiterentwicklung anhand des Feedbacks der Studierenden.
- Rahmenkonzepte: Futures Literacy und Narrative Foresight als Methode und Haltung
- Evidenz: Geschichten der Studierenden als lebendiger Beleg für antizipatorische Handlungsfähigkeit.

Hochschule Reutlingen
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Vielen Dank ☺

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Strategic Management
& Corporate Development