



Directed | Shaping Top-down | Reaching Goals for big impact
Which policies, directives, goals and overarching ambitions shape your area of interest?

Examples: SDG Climate Goals, Net Zero City, Ban for waste destruction, Right to Repair, Digital Operational Resilience Act (DORA), Green Financing



Certainty | Incremental | Same but better | Scaling - implementation - growth
Which internal topics, products, services, drives, challenges and possibilities shape your area of interest?

Examples: Developing the business model, sharing infrastructure, investments, procurement, capacity building, lean



Uncertainty | Emerging questions shaping the future | Possible radical changes
What external and radical changes are in the making that are affecting or being picked up by communities and companies?

Examples: Covid, war&conflict, migration, social media, smart phones, tech implemented in new areas



Undirected | Responding Bottom-up | Driven by external changes
Which emerging issues, topics, challenges and opportunities shape your area of interest?

Examples: impact of climate changes: water/heat/agriculture, AI development, consumer behavior, business modelling, sharing platforms, new materials, microfiber pollution, new stories and beliefs

