

# rebalancing the world

Stepping into the second decade of the 21st century, we encounter a world that is out of balance—and the growing awareness that the task ahead is one of rebalancing everything, from wealth and health to our urban and rural landscapes. The *2011 Ten-Year Forecast* is a snapshot of a decade of unprecedented reinvention to achieve a new balance—and build a new kind of social resilience for the century to come.

## 2011 MAP OF THE DECADE

STACK-IT! The Household Resilience Game

## 2011 PERSPECTIVES

**HOUSEHOLDS:** The Resilient Interface

**MONEY:** Banking Deconstructed

**LAND:** The Right to Place

**TIME:** A New Affluence

**COMMUNITY:** Beyond Polemics

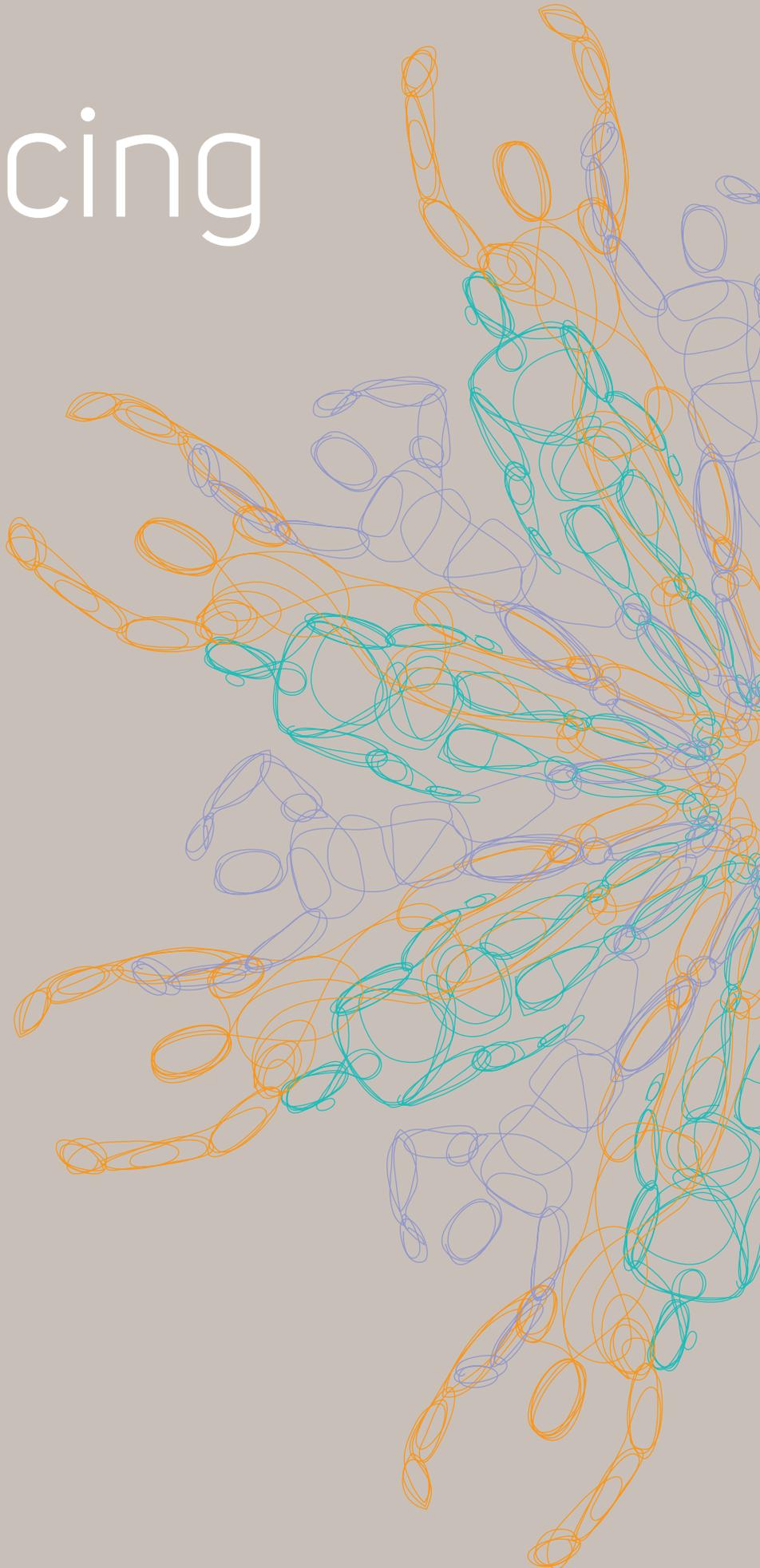
**LANGUAGE:** The Multilingual Internet

**LAW:** Strategic Personhood

**DEATH:** Ghosts in the Machine

**CLIMATE:** Adaptation Strategies

**SCALE:** Selection Pressure



# THE 2011 TEN-YEAR FORECAST: IN SEARCH OF SOCIAL RESILIENCE

The world is out of balance. Wealth is skewed across nations, across communities, and across individuals. Age skews similarly while cities and rural communities compete for human industry. From citizens' rights to access to education, health, and technology, human experience of daily life encompasses the extremes.

Imbalance, if left unattended, leads to collapse. And in the coming decade, the world will grapple with **basic resources** like money, land, and time to remediate these imbalances:

## MONEY: Banking Deconstructed



New payment platforms, new currencies, and new open money strategies will fragment banking services—and generate new structures for tracking the exchange of value.

—Kathi Vian and Jerry Michalski

## LAND: The Right to Place



From urban to rural, from the global north to the global south, demands for the right to place may trigger a global wave of social movements and new strategies focused on land reform.

—David Evan Harris

## TIME: A New Affluence



As a new generation of time economists declare that “time isn’t money,” we will invent and advocate new ways to appreciate our most universal human asset.

—Jane McGonigal

We will give **new meanings** to our lives with fundamental changes in our legal and linguistic tools, our community markers, and even death itself:

## COMMUNITY: Beyond Polemics



Our digital experience of reality will make the connection points between communities more visible and malleable—and new persuasive technologies will challenge the long-standing divisions between *us* and *them*.

—Rachel Hatch

## LANGUAGE: The Multilingual Internet



For the first time in human history, thousands of languages that give meaning to human experience are going digital—changing the economics, politics, and culture of global exchange.

—Lyn Jeffery

## LAW: Strategic Personhood



Already expanding well beyond *Homo sapiens*, the boundaries of personhood are likely to grow further over the next decade—giving legal standing to all kinds of non-human entities, from animals to social networks to intelligent machines.

—Jake Dunagan

## DEATH: Ghosts in the Machine



Although death will remain an inescapable result of life, the abundance of self-documentation will create digital emulations of individuals, with avatars continuing to interact with living relatives and other ghosts in the machine.

—Jamais Cascio

New frameworks for adaptation and evolution, based on new science, will give us new **adaptive strategies** and guide us in the global balancing act:

## CLIMATE: Models of Adaptation



Even as we work to mitigate climate change, we will adapt in thousands of small and local ways to our changing environment—leveraging strategies that range from simple to complex, and from constraining to transformative.

—Jamais Cascio

## SCALE: Selection Pressure



In a decade of instability, biology gives us a strategy for evolutionary success: rapid reproduction and rapid failure of small systems—with an eye toward large future niches.

—Jamais Cascio

The solutions won't look like the solutions of the past: neither markets nor governments can make adjustments on the scale that will be necessary. Rather we'll tap a deep reservoir of social innovations that are slowly transforming our ability to rebalance the world in ways that no previous generation could have imagined. Ground zero for these innovations will be the **household**:

## HOUSEHOLDS: The Resilient Interface



As households prepare for climate disasters, manage their sustainability transition, and engage in collaborative consumption, a new social resilience will rewrite the rules of good housekeeping.

—Kathi Vian and Jason Tester



## REBALANCING THE WORLD: FIVE CRITICAL BALANCES

At the heart of the global balancing act will be five critical balances: five tensions that will give the decade its distinctive character. These are the polarities we will debate worldwide. They are also the values we will use to measure our progress toward the goal of a more balanced world. But most important, they are the dials we can turn to adapt to a changing world, the strategies that all of us—as individuals, as organizations, and as communities—will use to achieve a socially resilient world.

Most of these balances are not strictly opposites. Rather they are tensions between two different ways of approaching the tasks before us. In each case, one side of the equation will be more obvious, more foreground in the news, in our strategic discussions, in our fears and aspirations. But they come in pairs, and neither will proceed without the other. And in fact, finding the right balance is the essential work of the decade.



### DISINTEGRATION | integration

With unprecedented pathways for integration across geographic, institutional, and even species boundaries, DISINTEGRATIVE strategies will unravel existing institutional strongholds and open the way for new forms (and forums) of social organization.



### CONTAGION | isolation

In spite of isolationist sentiments and a renewed focus on all things local, strategies that leverage our growing understanding of social CONTAGION will shape everything from self-improvement to market development to local, national, and global policy.



### EXPOSURE | accountability

In the face of growing demand—and higher standards—for accountability, public EXPOSURE will emerge as a multi-faceted and widespread strategy for disrupting existing power structures, both hidden and obvious.



### PERSUASION | regulation

Even as social, economic, and environmental challenges may compel governments at all levels to intervene in what we may take to be personal choices, highly refined strategies of PERSUASION will move beyond the familiar world of advertising to shape our actions—moment-by-moment and with great precision—throughout the day.



### SLOW | fast

In a decade that may require very rapid responses to adapt to changing environmental, social, and economic realities, SLOW will become a major strategy as people rethink the values of convenience, productivity, and rapid growth.



## STACK-IT! THE HOUSEHOLD RESILIENCE GAME

Courtesy of the Global Lives Project ([globallives.org](http://globallives.org)), you can uncover the diversity of daily life in households from every income bracket around the world. Then choose your challenge—from *Reduce Irregularity and Unpredictability* to *Design for Sharing*—and stack up your cards for alliances, household goals, critical balances, and foresight signals to build a resilient household. The epic win? Completing challenges across all five income levels worldwide!

## ABOUT THE ...

### TEN-YEAR FORECAST PROGRAM

The Ten-Year Forecast program is a way of working. It's a way to start today on the projects of tomorrow. It combines signals spotting with ecosystems thinking, tapping the wisdom of experts and committed publics to anticipate big disruptions and innovations, discern patterns of system change, and create scenarios and immersive experiences of the future—all as a platform for superstructuring the future.

### PRACTICAL VISIONARIES

Eleven people who are working in the world to explore transformative approaches to global imbalances joined us this year to help us anticipate paths to social resilience:

**PABLO HANDL**

Founder, São Paulo Hub

**SHILPA JAIN**

Education and Outreach Coordinator,  
Other Worlds

**MICKI KRIMMEL**

Founder, NeighborGoods

**MIKE LIN**

CEO, Fenix International Inc.

**KATI LONDON**

Vice President, Area/Code

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Cross-Border Journalist,  
Organized Crime and  
Corruption Reporting Project

**MARK REMBERT**

Co-Director, Energize Clinton County

**TAYLOR STUCKERT**

Co-Director, Energize Clinton County

**WOODY TASCH**

Author, *Slow Money*

**RAHIEL TESHAMARIAM**

East of the River  
Clergy-Police-Community Partnership

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