

# A «Green Shift» & a «New Normal» ?

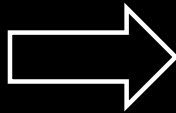
Horizon Scanning Process

NRC FLIS Annual Meeting

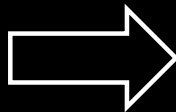


# Two Projects with shared aims

**Project 1:**  
**Horizon Scanning**



**Project 2:**  
**Understanding Green Shifts**



## **Why we do horizon scanning?**

- contribute to work on drivers of change
- contribute to SOER (EEA 2025)
- feed into FORENV process
- illustrate and understand where «transformation» is already happening
- track positive signals

# The Green Shift Project

## Idea of the Project

- get a better understanding of the signals / trends of a “green shift” in the European society
- by monitoring societal debate on social media
- experimental approach / mutual learning process

## Outputs of the project (so far planned):

- Green Shift paper
- newsletter



# The Horizon Scanning Project

Working Group since 2017 (changing team)

**Idea:** Identifying emerging issues with positive &/or negative impact on the environment

## **Next planned activities:**

- Q4 2020: FLIS-contribution to FORENV (DG ENV/EKC process)
- Q1 2023: FLIS-contribution to SOER 2025

**Current state of work:** on hold

→ Idea: Ongoing selection of interesting weak signals  
(back2back with Green Shift project)



# Guiding Question No. 1: The New Normal?

How does COVID change our societies and how do these changes impact the environment?

We collect everything related to COVID and the environment from all possible (online) sources.



# Guiding Question No. 2: A Green Shift?

Can we observe a bottom-up «Green Shift» in European societies?

Signs of emerging issues related to a “Green Shift” in Society e.g. bottom-up sustainability initiatives, niche innovations and to other issues with impact on the environment e.g. in food, housing, mobility, energy, and other issues.



# Guiding Question No. 3: News from the Horizon?

What is going on that could be a hint for a new mega topic and might be important for FLIS-members to know?

We identify all signals, which might have

- a) a significant impact on the environment (positive, negative, direct or indirect) and
- b) aren't on the political/research agenda yet



# What we have done so far...

## 2 Cycles of Collection

- Pearltrees (a collective Pinboard)
- Any language is fine (Title in English)
- Any source is fine – don't forget **social media!**

## 2 Newsletters published!

- email newsletter (once every 4 to 6 weeks)
- continuous sense-making
- refine the research questions





An experiment...

... we are happy about more contributors!

Join us!



# What we have planned today



- 7 breakout groups (Karin, Sylvie, Miklos, Tereza, Anne, Florian, Ana)
- Let 's scan and feel: What was the most surprising thing that happened or changed during the COVID19 crisis in your country?
  - Step 1: Please search in your browser for a weblink to an interesting piece of news / article / tweet / image / development / observation
  - Step 2: copy the link directly into the Zoom chat
  - Step 3: look and see how our ideas flow (and grow 😊!)

# 3 search strategies to find signals

## ... think

have I had interesting conversations with colleagues, friends, family?

## ... read

what could be interesting magazines, news, blogs, social media channels, etc.?

## ... browse

which key words make sense to type into a search engine?