### **FUTURE STUDIES in MEXICO**

at the start of the third millenium

#### **«STATE OF THE ART»**

# Futures studies in México today:

- 1. Publications
- 2. Education
- 3. Civil society sector
- 4. Public sector
- 5. Private sector

### CIVIL ORGANIZATIONS: how it all started

- Fundación Javier Barrios Sierra A.C.: since 1975, this organization was the pioneer in spreading the culture and practice of the discipline in Mexico.
- Millenium Project node: established in Mexico since 2004 (after a congress held in Guadalajara in 2002, Eduardo Balbi, director at the moment of the LA node, opened the doors for Mexico's participation.)
- Other International network Nodes :
  - World's Future studies Federation (WFSF)
  - Club Roma
  - Red Iberoamericana de Prospectiva (RIBER)

### **PUBLICATIONS** on Future Studies:

### 31 books were published between 2000-2015

(23 authors)

of this: 13 by individual authors 14 by 2 or more authors 4 by Institutes / org.

#### **TOPICS**;

Intoduction to the discipline	1
Methodologies	3
Future visions	
Urban topics	2
Politics	5
Education	4
Globalization	3
Bussiness	2
Health	1
History / Biography	1

# **EDUCATION:** 5 Universities teaching Future studies

### 1. ITESM (Instituto Tecnológico de Monterrey)

- 2000.- Masters degree in Strategic Prospective started in campus Mty, (EGAP). By 2015, 156 graduates & more than 100 research studies produced. Recognized by Group Expansion as the more innovative masters program in 2010 / 2011. Today offered also at campus CDMX
- 2009.- Tecnologico de Mty campus Hidalgo starts a hybrid program (semi-presential) for a new Master degree in Public Administration & Strategic Prospective.
- 2011.- after a decade of experience with the masters degree, ITESM introduces the subject of Strategic Prospective in the programs of 4 of its bachelor degrees.
- 2013.- as part of its 70th anniversary, ITESM creates the OEI
  (Observatory for Innovation in Education) to support its new model
  based on students of the 21th century as digital natives

### **Other Universities:**

#### 2. UNAM (Universidad Nacional Autónoma de México)

- 2003.- starts celebrating anual future studies seminars
- 2006.- includes 2 subjects related to Prospective and future scenarios in its program for bachelor degree in Political science, and its masters degree,
- 3. ELAP (Escuela Latinoamericana de Prospectiva)
- 2014.- created in Mexico city to offer short training programs and as a research center for the region.
- 4. Universidad Centro de la Ciudad de Mexico:
- 2015: offers a one year program on Design for the Future
- 5. **COLTAM** (Colegio de Tamaulipas)
- 2015; starts a Master degree program on Future Studies

## PUBLIC INSTITUTIONS (Government)

 Future studies have been increasingly adopted by government sectors, specially regarding economic and social development, demography, energy and natural resources, and urban and regional planning.

## PRIVATE SECTORS: (Bussiness)

- Future studies servicies are both offered by:
- a few private recognized consulting firms and
- Universities (ITESM, Coltam, UNAM)

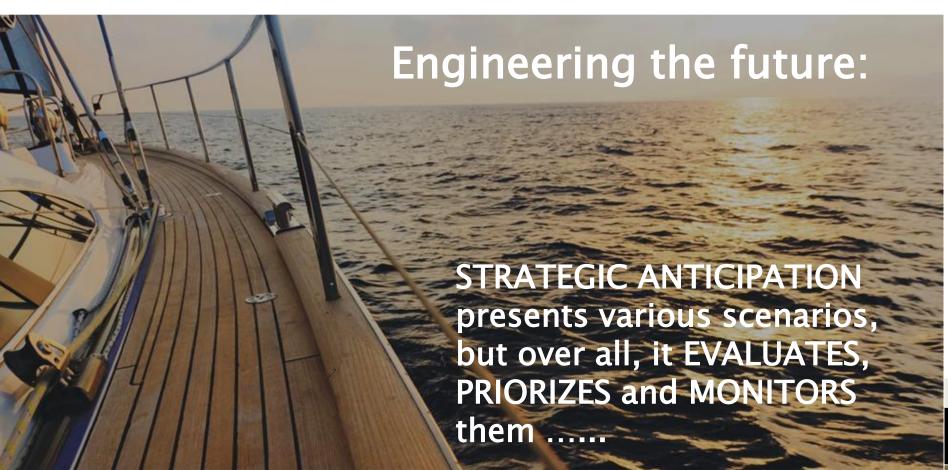
While larger companies often have their own strategic development department.

### **PERSONAL CONCLUSIONS:**

- Excess of plans, lack of action. Many future plans and visions have been developed for Mexico,
- the term Prospective is not familiar to the gross of the population.
- Futures studies in Mexico today, are frequently either an
- ideal vision of the future constructed by experts, or a projection of data from the past.
- This exercises take a long time and are very expensive.
- Government future plans consider normally only one scenario, and are not continuously reviewed. (ex. Plan Estrategico NL)
- Same methods and tools being used for years (lack of innovation)
- In reality, Governments in Mexico are overwhelmed trying to solve the problems of yesterday and today



### **NEW APPROACH:**



authors: Eduardo Balbi and Julian Meneses

APPROACHING FUTURES BETWEEN TODAY AND THE LONG TERM: New and unique scientific methods developed to approach anticipative analytics of the very short, short and medium term.



- 1. Aquileus: for short term futures
- 2. Hannibaal: for midterm futures
- 3. Meyep: for long term situations

### **MAIN ADVANTAGES:**

This methods are extremely quick, requiring only hours or days, depending on the complexity of the case.

- Helpful in administration of crisis or anticipative processes.
- Radically accelerates the process of decision making
- Up to 90% accuracy about futures of very short, short and medium term
- Not very expensive
- Integrates processes of inteligence or monitoring of open media providing millions of data to capture non- existing info or complement the decision making.
  - Provides early alerts and future indicators.