

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;

■ Introduction to the discipline....	1
■ Methodologies	3
■ Future visions	8
■ 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.-** Tecnológico 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



Anticipación Estratégica

NEW APPROACH:

Engineering the future:

STRATEGIC ANTICIPATION
presents various scenarios,
but over all, it EVALUATES,
PRIORIZES and MONITORS
them

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.

Software de analítica anticipativa.

Actualmente contamos con 3 software para el desarrollo:

1. **Aquiles** : Para situaciones de corto plazo.
2. **Hannibaal**: Para situaciones de mediano plazo.
3. **Meyep**: Para situaciones de largo plazo.

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 intelligence 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.