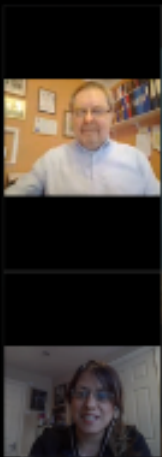




TRAINING

NAVIGATING A POST- COVID LANDSCAPE WITH FORESIGHT

Q&A



Navigating a Post-Covid Landscape with Foresight

Q

Are the scenarios based on individual countries or the world reacting as a whole? Most likely there is going to be a mix of these across the world. How will they interact with each other?

The scenarios were developed on a global basis. When conducting foresight, the critical first step is to clearly define the question you want to answer through the exercise. The exercise should also be clear about the scope e.g. global, national, regional, time frame (5, 10, 20 years), and market (sector-specific). In my presentation, the scenarios featured were set at the global level to provide a broad overview of the typical challenges and opportunities that the world as a whole might face.



Q

Companies' R&D investment strategies appear to have been influenced by Covid in that they are investing money now to foster recovery, potentially at the expense of longer-term innovation. Does Steve foresee a 'Covid lag' effect in terms of R&D and innovation?

Given the financial situation that many businesses find themselves in, then we are seeing "survival mode" behaviours which is not very surprising given the cash flow challenges. Depending on the availability of funding going forward, then perhaps we will see a dip in more future-focused investment as the trend equalises over time. Having said that, while at the start of the pandemic we did see mostly belt-tightening, we have also seen increased investment in automation technologies in B2B and capability/capacity development in consumer business (e.g. supermarkets to handle increasing on-line / home delivery / click and collect services.)

Q

What will the impact of the megatrends on the way we live and work - for example, how will cities change?

That's a question for which we could run an entire foresight programme. But one example when combining existing trends and the acceleration Covid related retail habits and home, remote, or hybrid working models is a reduced requirement for retail and office space in urban centres. This might provide scope for repurposing buildings as housing or even urban farms. Related to that, we would see the appropriate changes in related infrastructure such as digital connectivity, mobility, and public services.

View [this link to some support](#) published by the Cabinet Office and Government Office for Science.



**Contact the Dods Training
team for more information**

Alice McDavid
Head of UK Training

+44 (0)20 7593 5714
alice.mcdavid@dodsgroup.com

