



## **Announcement of the 2006 Training Programme on Technology Foresight**

The UNIDO 2006 Training Programme on Technology Foresight, composed by 4 modules of courses, will take place as follows:

- Module 1: Technology Foresight for Organizers, to be held in Gebze (Turkey) 20-24 November 2006;
- Module 2: Technology Foresight for Practitioners: A Specialized Course on Scenarios Building, to be held in Prague (Czech Republic) 9-12 October 2006;
- Module 3: Information Day on Technology Foresight for Decision-Makers, to be held in Budapest (Hungary) 9 November 2006; and
- Module 4: Technology Foresight for Corporate Managers, to be held in Bratislava (Slovakia) 19-22 February 2007.

The training programme pursues efforts to develop national and regional capabilities to organize and conduct technology foresight programmes for countries in Central and Eastern Europe (CEE) and the Newly Independent States (NIS).

The courses will be offered to professionals, officials and managers as well as representatives of enterprises responsible for applying technology foresight as an instrument for strategic decision-making in technology development and innovation.

During the courses, leading international experts, deeply involved in foresight exercises world-wide, will deliver lectures and introduce participants to:

- principal foresight experiences and good practices;
- case studies as a reference and inspiration for organizing foresight exercises;
- guided hands-on exercises in organizing foresight programmes; and
- networking of experts and institutions in the region for TF initiatives.

Due to limited seats available, applications are welcome at earliest convenience.

Please also disseminate this announcement to relevant potential interested professional and institutions.

For further details and for the online application form, please visit the following web site: <http://www.unido.org/foresight/2006>

The courses are organized in cooperation with the governments of the Czech Republic, Hungary, Slovakia and Turkey.





*United Nations Industrial Development Organization*

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Tentative Programme June 7, 2006

## **AIDE-MEMOIRE**

# ***2006 Training Programme on Technology Foresight***

*Regional Initiative on Technology Foresight for Central and  
Eastern Europe and the Newly Independent States*

- **Module 1: Technology Foresight for Organizers, to be held in Gebze (Turkey), 20-24 November 2006;**
  - **Module 2: Technology Foresight for Practitioners - A Specialized Course on Scenarios Building, to be held in Prague (Czech Republic), 9-12 October 2006;**
  - **Module 3: Technology Foresight for Decision-Makers, to be held in Budapest (Hungary), 9 November 2006; and**
  - **Module 4: Technology Foresight for Corporations, to be held in Bratislava (Slovakia), 19-22 February 2007.**
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## **BACKGROUND**

In response to requests by member countries, UNIDO is implementing the Regional Initiative on Technology Foresight (TF) for Central and Eastern Europe (CEE) and the Newly Independent States (NIS) with the aim to provide more sustainable and innovative development and develop policies and R&D programmes dealing with innovation, industrial growth and competitiveness.

The three components of the Initiative are (a) building awareness and creating a foresight culture in the region, (b) developing national and regional capabilities and (c) coordinating and implementing technology foresight projects in the region.

The component dedicated to the strengthening of national and regional capabilities includes, among other activities, the enhancement of skills of experts on developing and implementing technology foresight for strategic decision-making through specific training courses. These training courses are grouped in four modules with different target audience.

- Module one: Training courses for organizers of national or regional TF exercises
- Module two: Training courses for TF practitioners likely to conduct foresight exercises
- Module three: Information days for decision-makers involved in foresight exercises
- Module four: Training courses for corporate foresight specialists

The present aide-memoire describes these training modules and their implementation details.

## **OBJECTIVES**

The objective of this training programme is to provide basic knowledge on application of TF tools in strategic decision-making for technological development, modalities of implementation of TF initiatives, available TF methodologies, and TF experience and prospects in the CEE and the NIS region.

The training programme will further strengthen the capacity of the focal points and experts in the region, as well as to establish the basis for networking of experts and institutions in the region, for TF initiatives.

## **EXPECTED OUTPUTS**

- Around 30 experts per course from selected countries and 5-10 from host countries, trained on organizing and conducting Technology Foresight programmes,
- Provide a basis for the establishment of focal points and experts/institutions TF network for the region,
- Definition of the framework for TF exercises at national and regional levels,

- Improved awareness on the importance of TF for strategic decision making for industrial and technological development,
- Supply of examples of current TF applications, providing an opportunity to reflect on their developments and to discuss their outcomes.

## **DOCUMENTATION**

Prior to the training course:

- Aide-Memoire
- Programme
- UNIDO Technology Foresight Manual, available at:  
<http://unido.udec.ntu-kpi.kiev.ua/sdle/i?viewcourse:unidotfendemo>

During the training course:

- UNIDO Technology Foresight Manual (CD-Rom and printout)
- Workbook
- Hand-outs of working material
- Certificate of course completion
- \*"International Practices in Technology Foresight" (UNIDO publication)

\*TF Publication optional for purchase through UNIDO Sales and Publications:

<http://www.unido.org/publications> and/or request to the following E-mail: [publications@unido.org](mailto:publications@unido.org)

Web page with all the presentations and other materials of the training courses will be published immediately after the events.

## **LANGUAGE**

The training programme will be conducted in English, therefore good command of English is essential for all participants.

## **VISA ARRANGEMENTS**

Before leaving home country, participants should complete all formalities regarding entry and transit visas that they may require for the journey to the country where the training course take place.

## **FURTHER INFORMATION**

Please visit the training programme Internet page:

<http://www.unido.org/foresight/2006>

## **Module 1: Technology Foresight for Organizers, Gebze/Istanbul (Turkey), 20-24 November 2006**

### **PARTICIPATION**

The course is specially dedicated to professionals responsible for organizing and conducting national and regional foresight exercises, and are expected to take active part in future TF initiatives for their countries, from Central and Eastern Europe (CEE) and the Newly Independent States (NIS) in Central Asia, Middle East and Northern Africa.

A number of 30-35 participants from the selected countries are intended (a maximum of two from each country). Up to 10 participants are expected from various agencies in the host country, some of them are graduate students.

### **METHODOLOGY**

The five-day course will include a brief introduction of foresight as a tool for shaping the future and illustrate the range of issues to which foresight can or cannot be applied. The presentation of the major methods used in foresight will include illustrative examples and case studies. The course participants will have an opportunity to verify the acquired knowledge in practical hands-on sessions. The final practical work will offer an opportunity to simulate a foresight exercise.

### **TIME AND VENUE**

The training course will be held on 20-24 November 2006 at the Turkish Institute for Industrial Management (TUSSIDE), located in Gebze (60 Km from Istanbul), Turkey, at the following address:

Turkish Institute for Industrial Management (TUSSIDE)

Baris Mah. Kosuyolu Cad. No. 48

P.K. 14 41401 Gebze, Kocaeli

Turkey

Tel.: +90 262 641 50 10 / 2227

Fax: +90 262 641 50 19

Contact person: Ms. Bilge Ataoglu

E-mail: [bataoglu@tusside.gov.tr](mailto:bataoglu@tusside.gov.tr)

### **ARRIVAL AND DEPARTURE ARRANGEMENTS**

Selected participants coming from abroad are kindly requested to make necessary arrangements to arrive to Istanbul airport on Sunday 19 November 2006. Departures should be arranged for Friday 24 (evening) or Saturday 25 November 2006 at the latest.

Selected participants coming from abroad will be offered free of charge 3 bus shuttles per day, from Istanbul airport to TUSSIDE, on Sunday 19 November 2006, according to flight schedules. Participants coming from Istanbul city will also have the possibility to take the bus shuttle at a meeting point to be established in due time. Bus shuttle from TUSSIDE to Istanbul airport will also

be offered free of charge once on Friday 24 and 3 times per day on Saturday 25 November 2006 for departures.

Selected participants are kindly requested to inform TUSSIDE about their flight details, dates and time of arrival and departure. Participants coming from Istanbul city should also inform TUSSIDE. Participants will be informed of the timetable of bus shuttles and meeting points in due time.

## **FINANCIAL ARRANGEMENTS FOR PARTICIPANTS**

The training course is free of charge for all selected participants.

Participants will be offered free of charge breakfasts, lunches and dinners for 6 days from Sunday 19/11/2006 night to Saturday 25/11/2006 midday, at TUSSIDE guest house.

The Turkish International Cooperation Administration (TICA) will arrange and pay for return travel for the most economical route between home country and Istanbul for the selected participants from the following countries:

Afghanistan, Albania, Azerbaijan, Belarus, Bosnia and Herzegovina, Ethiopia, Georgia, Kazakhstan, Kyrgyzstan, Macedonia, Moldova, Mongolia, Palestine, Russian Federation, Serbia and Montenegro, Sudan, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.

For selected participants from the above-indicated countries, as well as representatives from Turkish agencies and Turkish graduate students, accommodation will be offered free of charge from Sunday 19/11/2006 to Saturday 25/11/2006, at TUSSIDE guest house.

After the selection process, TICA will contact participants directly to confirm its support for travel and will inform on how to proceed.

Selected participants from other countries not listed above should arrange and finance their own travel to Turkey and accommodation at TUSSIDE guest house.

The organizers will not assume responsibility for any of the following costs, which may be incurred by the participant while attending the training course:

- Travel and accommodation expenses for participants from countries not listed above;
- Local transportation outside arranged bus shuttle;
- Any extra expenses during the course (phone, personal expenditures, drinks, etc.);
- Salary and social benefits for the participants during the period of the training course;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability or illness;
- Loss or damage to personal property;
- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations;

## Tentative Programme

Sunday 19 November 2006

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- 19:00-20:00**    **Registration and Welcome Reception**
- 20:00-20:30**    **Introducing the Programme, the Participants and the Practical Sessions**  
Serhat Cakir, Scientific and Technical Research Council of Turkey (TUBITAK)
- 20:30-21:30**    **Getting to know each other workshop**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

Day 1 – Monday 20 November 2006

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- 08:30-09:00**    **Opening Ceremony**  
*Representatives of:*  
*TUBITAK, TICA, UNIDO, Governments of Hungary, Czech Republic and Slovak Republic, MIT.*
- 09:00-10:00**    **Introduction to Technology Foresight**  
Michael Keenan, PREST, University of Manchester, United Kingdom  
*Introduction to technology foresight along with its background and basic principles and concepts, and expected outcomes from TF programmes. Highlight of good practices in different countries.*
- 10:00-10:30**    **Coffee/Tea Break**

### Block I: Role of Foresight in Science, Technology and Innovation Policy Formulation

- 10:30-11:30**    **Role of Foresight in Strategic Thinking and Policy Formulation**  
Attila Havas, Institute of Economics, Hungarian Academy of Sciences, Hungary  
*The role of foresight in the formation of a long-term science, technology and innovation (STI) policy of a country. Discussion on how the results of a foresight study ought to be incorporated into a long-term STI policy to enhance the competitiveness of a country and a region.*
- 11:30-12:30**    **Technology Policy and Innovation System**  
Ricardo Seidl da Fonseca, UNIDO, Austria  
*Innovation systems and technology development. The structure of policy-making for innovation. The structure of Foresight process. The contribution of Foresight to policy-making process in science and technology.*
- 12:30-13:30**    **Lunch**
- 13:30-14:30**    **Foresight in Policy cycles: case of Japan**
- 14:30-15:30**    **Group work on the case of Japan**

- 15:30-16:00**     **Coffee/Tea Break**
- 16:00-17:00**     **Foresight in a multi-country context: the fishery case in Latin America**  
Ricardo Seidl da Fonseca, UNIDO, Austria  
*The role of TF in formulation of technology policies in a regional perspective. Production and value chains as focus for TF exercises. Presentation of the foresight exercise for the fishery industry in the Pacific Coast of South America.*
- 17:00-18:00**     **Group work on the case**
- 18:00-19:00**     **Dinner**
- Evening**            **Personal and Group Motivation Workshop**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

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**Day 2 – Tuesday 21 November 2006**

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- 08:30-08:50**     **Harmony Workshop**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

Block II: Technology Foresight Process

- 09:00-10:00**     **Scope and Focus of Foresight Exercises (Part 1)**  
Attila Havas, Institute of Economics, Hungarian Academy of Sciences, Hungary  
*Types of foresight programmes and their relevance to various policies. The importance of defining the focus (e.g. S&T, techno-economic or societal/ socio-economic orientation), geographical scope, themes and time horizon of a foresight programme.*
- 10:00-10:30**     **Coffee/Tea Break**
- 10:30-11:30**     **Scope and Focus of Foresight Exercises (Part 2)**  
Ozcan Saritas, PREST, University of Manchester, United Kingdom  
*Choosing appropriate methods and mobilizing relevant stakeholders and participants. The significance of the process of foresighting.*



- 11:30-12:30**     **Organizing and Managing a Foresight Exercise**  
Michael Keenan, PREST, University of Manchester, United Kingdom  
*Objectives, sponsors, identification of stakeholders, executive and management structure, milestones, choosing suitable methods, achieving results, communication strategy, budget, timing, reporting, implementation of results, evaluation, ensuring continuity, creating foresight culture at different levels.*
- 12:30-13:30**     **Lunch**
- 13:30-14:15**     **Vision 2023: Rationale and Scope**  
Serhat Cakir, Scientific and Technical Research Council of Turkey (TUBITAK)  
*Presentation of the Vision 2023, the Turkish TF study: its rationale, scope, structure, methodology and findings.*
- 14:15-15:00**     **Group work on the Turkish case**
- 15:00-15:30**     **Coffee/Tea Break**
- 15:30-18:00**     **Group work**  
*Groups will start developing a project plan for foresight exercises: scoping and focusing*
- 18:00-19:00**     **Dinner**
- Evening**         **Creativity Workshop I**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

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**Day 3 – Wednesday 22 November 2006**

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- 08:30-08:50**     **Harmony Workshop**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

Block III: Technology Foresight Methods

- 09:00-10:00**     **Overview of Foresight Methods**  
Michael Keenan, PREST, University of Manchester, United Kingdom
- 10:00-11:00**     **Ideas Generation and Brainstorming**  
Tahsin Erkan Ture, International University of Sarajevo, Bosnia and Herzegovina  
*Presentation of different methods of creative thinking, brainstorming principles, practical exercise.*

**11:00-22:00 Cultural and Social Event**

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**Day 4 – Thursday 23 November 2006**

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- 09:00-10:00 STEEP and SWOT Analyses**  
Tahsin Erkan Ture, International University of Sarajevo, Bosnia and Herzegovina  
*Germination of ideas, their proliferation and transformation into tangible notions; communication needs and skills; analysis of Social, Technological, Economical, Environmental and Political (STEEP) issues and trends; use of Strengths, Weaknesses, Opportunities and Threats (SWOT).*
- 10:00-11:00 Setting Priorities**  
Kerstin Cuhls, Fraunhofer Institute for Systems and Innovation Research, Germany  
*Principles, process, examples, case studies.*
- 11:00-11:30 Coffee/Tea Break**
- 11:30-12:30 Delphi Surveys**  
Kerstin Cuhls, Fraunhofer Institute for Systems and Innovation Research, Germany  
*Principles, process, examples, case studies.*
- 12:30-13:30 Lunch**
- 13:30-14:00 The German Delphi**  
Kerstin Cuhls, Fraunhofer Institute for Systems and Innovation Research, Germany
- 14:00-14:30 The Turkish Delphi**  
Haluk Geray, TUBITAK
- 14:30-16:00 Group Work on Delphi**
- 16:00-16:30 Coffee/Tea Break**
- 16:30-18:00 Group Work on Project Plan (organizational aspects and methods)**  
Tahsin Erkan Ture, International University of Sarajevo, Bosnia and Herzegovina
- 18:00-19:00 Dinner**

**Evening**            **Creativity Workshop II**  
Ugur Degirmencioglu and Inanc Ayar, TUSSIDE

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**Day 5 – Friday 24 November 2006**

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- 09:00-10:00**    **Scenario Planning**  
Ozcan Saritas, PREST, University of Manchester, United Kingdom  
*Principles, scenario generation, organization a scenario workshop.*
- 10:00-11:00**    **Understanding Different Foresight Techniques**  
Michael, Attila, Ozcan
- 11:00-13:00**    **Practical Exercise: completion of the project plan**
- 13:00-14:00**    **Lunch**
- 14:00-15:00**    **Testing of Knowledge Acquired During the Course**  
*Course participants will be submitted to a multiple-choice test.*
- 15:00-15:30**    **Coffee/Tea Break**
- 15:30-16:00**    **Networking Technology Foresight Initiatives**  
Ricardo Seidl da Fonseca, UNIDO  
*UNIDO contribution to capability building on TF at the regional and national levels.*
- 16:00-17:30**    Fabiana Scapolo, IPTS, EC  
*EC programmes on supporting TF exercises*
- 17:30-18:30**    **Awarding diplomas, final discussion and closing ceremony**

## CONTACT PERSONS

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## **Module 2: Technology Foresight for Practitioners - A Specialized Course on Scenarios Building Prague (Czech Republic), 9-12 October 2006**

### **PARTICIPATION**

Experts on the application of technology foresight or similar approaches for the development of technology or innovation policy and strategies from the selected countries attached to scientific institutions, government agencies, industry or NGOs. A number of 20-25 participants from selected countries is targeted, (a maximum of two, preferably one from each country). Up to 10 participants are expected from various agencies in the host country.

### **METHODOLOGY**

A four-day training course will be divided in three components: in the first one foresight will be presented generally as a tool for policy-making with a specific emphasis on the role of scenarios and a theoretical lecture on scenarios will be delivered; the second one will consist of a set of case studies and the third component will be dedicated to practice and consist of a whole day workshop on scenario-building.

### **TIME AND VENUE**

The training course will be held from 9 to 12 October 2006 at the Technology Centre of the Academy of Sciences CR in Prague, Czech Republic, at the following address:

Technology Centre of the Academy of Sciences CR  
Rozvojova 135  
16502 Praha 6  
Czech Republic  
Tel. +420 2 34 00 61 00  
Fax: +420 220 922 698  
Contact person: Ms. Eva Svobodova  
E-mail: [svobodova@tc.cz](mailto:svobodova@tc.cz)

### **ARRIVAL AND DEPARTURE ARRANGEMENTS**

Selected participants coming from abroad are kindly requested to make necessary arrangements to arrive in Prague on Sunday 8 October 2006.

### **ACCOMMODATION**

For the participants of the training course, the following room accommodation has been arranged at a walking distance from the Course venue:

Hotel Vienna  
Internacionalni Street 801  
Praha 6  
Phone : +420 220921 234  
Fax : + 420 220922071  
e-mail: [info@hotelvienna.cz](mailto:info@hotelvienna.cz).

- single room including breakfast: EUR 80 per night

A pre-booking of 25 single rooms for the participants of the training course has been made and will be available until 15 September 2006. Selected participants are kindly requested to confirm accommodation booking by contacting the hotel and providing the following information: name, arrival and departure dates, fax number or e-mail address. Please use the following reference when contacting hotel: TECHNOLOGICKE CENTRUM

Guaranteed booking is requested only in case of the participant's arrival after 5 p.m. on the arrival date. The guarantee requested in this case is a credit card (number, expiry date, type).

Participants must pay for their accommodation directly. The organizers will not assume any reliability in connection with hotel bookings and payments.

Participants staying at other hotels in Prague should arrange local transportation to the course venue themselves.

### **FINANCIAL ARRANGEMENTS FOR PARTICIPANTS**

The training course is free of charge for all selected participants.

Participants enrolled in the training course will be provided free of charge with one lunch and two coffee breaks per day for the duration of training course (4 days).

Participants should arrange and finance their own travel to Prague, including transport from and to the airport.

The organizers will not assume responsibility for any of the following costs, which may be incurred by the participant while attending the training course:

- Travel expenses;
- Accommodation and dinners;
- Any extra expenses during the course (phone, personal expenditures, drinks, etc.);
- Salary and social benefits for the participants during the period of the training course;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability or illness;
- Loss or damage to personal property;
- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations;

## Tentative Programme

Day 1 – Monday 9 October 2006

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**08:30-09:00 Registration**

**09:00-09:30 Opening Ceremony**

*Representatives of:*

*Ministry of Foreign Affairs of the Czech Republic*

*United Nations Industrial Development Organization*

*Ministry of Education, Youth and Sports of the Czech Republic*

**09:30-10:00 Introducing the Programme and the Participants**

Karel Klusacek, Technology Centre AS CR, Czech Republic

Block I: Introduction to Foresight and a Theoretical Background to Scenarios

**10:00-10:45 Regional Initiatives on Technology Foresight**

Ricardo Seidl da Fonseca, UNIDO

*The regional perspective. Production and value chains as focus for TF studies. UNIDO's contribution to capability building on TF at the regional and national levels. Role of TF in formulation of technology policies in a regional dimension.*

**11:00-13:00 Introduction to Foresight as a Tool for Policy-making**

Michael Keenan, PREST, University of Manchester, United Kingdom

*Introduction to technology foresight along with its background and basic principles and concepts, and expected outcomes from TF programmes, methods used in foresight exercises. Use of scenarios will be highlighted .*

**13:00-14:00 Lunch**

**14:00-18:00 Scenarios as a Method in Foresight Exercises/Projects**

Ian Miles, PREST, University of Manchester, United Kingdom

*Theoretical background to developing scenarios*

Day 2 – Tuesday 10 October 2006

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Block II: Case Studies on the Application of Scenarios

**09:00-10:45 1<sup>st</sup> Case Study : scenarios in the FISTERA project (A Thematic Network on Foresight on Information Society Technologies in the European Research Area)**

Ian Miles, PREST, University of Manchester, UK

**10:45-11:15 Coffee/Tea Break**

- 11:15-13:00**    **2<sup>nd</sup> Case Study:** *scenarios in the MAN-VIS project (Manufacturing Visions)*  
Fabiana Scapolo, IPTS, European Commission
- 13:00-14:00**    **Lunch**
- 14:00-15:45**    **3<sup>rd</sup> Case Study:** *scenario planning in the corporate strategy of the Royal Dutch/Shell*  
Kees van der Heijden, Department of Management Science, University of Strathclyde, UK
- 15:45-16:15**    **Coffee/Tea Break**
- 16:15-18:00**    **4<sup>th</sup> Case Study:** *using the Scenario Construction for Forecasting (SCF) methodology - case studies in socio-economic assessments of mobile technology*  
Simon Forge, SCF Associates Ltd, UK

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**Day 3 – Wednesday 11 October 2006**

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Block III: Practical Workshop on Scenario Building (a whole day, coffee/tea breaks announced as convenient)

- 09:00-13:00**    Introduction to the scenario workshop, explanation in the plenary, then participants split in groups and assigned their tasks, development of scenarios under a professional guidance
- Workshop led /facilitated by:  
Ian Miles and Joe Ravetz, University of Manchester, UK and Fabiana Scapolo, IPTS, European Commission
- 13:00-14:00**    **Lunch**
- 14:00-18:00**    Development of Scenarios – continuation and finalization

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**Day 4 – Thursday 12 October 2006**

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- 09:00-13:00**    Presentations of scenarios developed by the groups of participants, feedback from the facilitators and the audience
- Coffee/Tea Break** *(will be announced during the morning block)*
- 13:00-14:00**    **Lunch**



**14:00-15:00**    **Testing of Knowledge Acquired During the Course**  
*Course participants will be subjected to a multiple-choice test.*

**15:00-15:30**    **Coffee/Tea Break**

**15:30-16:30**    **Awarding diplomas, final discussion and closing**

#### **CONTACT PERSONS**

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## **Module 3: Information Day: Technology Foresight for Decision-Makers, Budapest (Hungary), 9 November 2006**

### **PARTICIPATION**

High-level decision makers responsible for establishing technology or innovation policy and strategies from the selected countries attached to scientific institutions, government agencies, industry or NGOs, and are expected to request and promote the introduction and application of Technology Foresight for their countries and in the region. A number of 20-25 participants from selected countries is targeted, (a maximum of two, preferably one from each country). Further 5 participants are expected from various agencies in the host country.

### **METHODOLOGY**

The Information Day is divided in two components: the first one will set the reference for foresight as a means to design policies and strategies for innovation, competitiveness and economic integration, at the national, regional and corporate levels. The second one will discuss good practices for requesting and applying the results of foresight exercises at these levels.

### **TIME AND VENUE**

The Information Day will be held in November 2006 at the premises of the Informatics and Technology Innovation Park Co.Ltd., at the following address:

H-1117 Budapest  
Infopark sétány 1.  
Phone: (361) 382 07 20  
Fax: (361) 382 07 29  
Contact person: Mr. Csaba Szatmari  
E-mail: [csaba.szatmari@infoparkrt.hu](mailto:csaba.szatmari@infoparkrt.hu)  
Internet: [www.infopark.hu](http://www.infopark.hu)

### **ARRIVAL AND ACCOMODATION**

Selected participants coming from abroad are kindly requested to make necessary arrangements to arrive to Budapest on 8 November 2006.

Participants are expected to make own arrangements for accomodation. The organizers will not assume any reliability in connection with hotel bookings and payments.

### **FINANCIAL ARRANGEMENTS FOR PARTICIPANTS**

The Information Day is free of charge for all participants enrolled in the event.

Participants will be provided free of charge with lunch and coffee/tea breaks.

Participants will self-finance and arrange accommodation, dinners and transportation to Budapest.

The organizers will not assume responsibility for any of the following costs, which may be incurred by the participant while attending the event:

- Travel expenses;
- Accommodation and dinners;
- Salary and social benefits for the participants during the period of the training course;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability or illness;
- Loss or damage to personal property;
- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations;

## **Tentative Programme**

**08:30-09:00      Registration**

**09:00-09:30      Opening and Introducing the Programme and the Participants**

Ricardo Seidl da Fonseca, UNIDO

Attila Havas, Institute of Economics, Hungarian Academy of Sciences, Hungary

**10:00-11:00      Strategic Decision-making in Policy Formation and Foresight**

*Challenges of governance related to strategic decision making - a historic overview on changes related to competitiveness, science and technology, and innovation policies. Challenges facing CEE countries. The development of policy tools in strategic decision-making, positioning foresight vis-à-vis other policy instruments. A comparison of policy tools. Factors for successful implementation of foresight processes specifically in CEE - deficits and challenges.*

**11:00-12:00      Role of Foresight in Policy-Making**

*The role of foresight in the formation of a long-term science, technology and innovation policy of a country. Discussion on how the results of a foresight study ought to be incorporated into a long-term science, technology and innovation policy to improve the competitiveness of a country and a region. Types of foresight programmes and their relevance to various policies.*

**12:00-13:00      Foresight for Identification of Research Priorities**

*Using foresight for identification of research priorities with the greatest socio-economic potential (e.g. design of national research programmes).*

**13:00-14:00      Lunch**

**14:00-16:00 Organizing a Foresight Exercise for Science and Technology Policy**

*Identification, objectives, sponsors and stakeholders; executive and management structure; milestones; choosing suitable methods; achieving results; communication strategy, budget, timing, reporting, implementation of results, evaluation; ensuring continuity; creating foresight culture at different levels.*

**16:00-16:30 Final discussion and closing ceremony**

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## **Module 4: Technology Foresight for Corporations, Bratislava (Slovakia), 19-22 February 2007**

### **PARTICIPATION**

Professionals on technology or innovation policy and strategies from the selected countries attached to companies, and are expected to take active part in the strategic decision-making at the enterprise level using Technology Foresight and similar methods. A number of 25-30 participants from selected countries is targeted (a maximum of two, preferably one from each country).

### **METHODOLOGY**

The four-day course is divided into three blocks: the first block that will take one full day will introduce the conceptual framework and set the reference for foresight as a means of establishing a basis for strategic decisions regarding the development, acquisition and application of new technologies in the future for competitiveness and productivity of the company; connection to government technology policy will also be highlighted. The second block that will take one full day will present the practical preparation of foresight exercises and best practices at the enterprise level. This block will be dedicated to a simulation exercise and participants will actively work in groups. The third block that will take one day will be dedicated to most common methods used in foresight. This block will culminate by a presentations of group works, assessment and evaluation session.

### **TIME AND VENUE**

The training course will be held from 19 to 22 February 2007 at Business and Innovation Center Group in Bratislava, Slovakia, at the following address:

BIC Bratislava, spol. s r.o.

Zochova 6-8

811 03 Bratislava

Slovakia

Tel. +421 (2) 54417 595

Fax: +421 2 54 41 75 22

Contact person: Ms. Sonja Zvoncek

E-mail: sekretariat@bicba.sk

The location of the venue can be accessed at: <http://www.bgroup.sk/poloha-en.php>

### **ARRIVAL AND ACCOMODATION**

Selected participants coming from abroad are kindly requested to make necessary arrangements to arrive to Bratislava on Sunday 19 November 2006.

For the participants of the training course, a list of hotels near the venue is available at the training course web page. Participants should contact hotels directly to make reservations. The organizers will not assume any reliability in connection with hotel bookings and payments.

## FINANCIAL ARRANGEMENTS FOR PARTICIPANTS

The training course is free of charge for all participants enrolled in the course.

Participants will be provided with lunch and coffee/tea breaks during the training course (4 days).

Participants will self-finance and arrange accommodation, dinners and transportation to Bratislava, including transport from and to the airport.

The organizers will not assume responsibility for any of the following costs, which may be incurred by the participant while attending the training course:

- Travel expenses;
- Accommodation and dinners;
- Salary and social benefits for the participants during the period of the training course;
- Costs incurred by participants with respect to any insurance, medical bills, and hospitalization fees;
- Compensation in the event of death, disability or illness;
- Loss or damage to personal property;
- Purchase of personal belongings and compensation for damage caused to them by climatic or other considerations.

## Tentative Programme

### Day 1 – Monday 19 February 2007

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**09:00-09:30**     **Registration**

**09:30-10:00**     **Opening Ceremony**

*Representatives of:*

- *Ministry of Economy and Ministry of Foreign Affairs of the Slovak Republic*
- *United Nations Industrial Development Organization*
- *The Governments of Hungary, Turkey and Czech Republic*

**Introducing the Programme and the Participants**

Jan Strelecky, BIC Group, s.r.o., Slovak Republic

**10:00-10:30**     **Regional Initiatives on Technology Foresight**

Ricardo Seidl da Fonseca, UNIDO

*The regional perspective. Production and value chains as focus for TF studies. UNIDO contribution to capability building on TF at the regional and national levels. Role of TF in formulation of technology policies in a regional dimension.*

**10:30-11:00**     **Coffee break**

Block I: Strategic Planning and Foresight

- 11:00-12:30**     **Future Studies and Strategic Decision Making**  
Frank Ruff, Daimler-Chrysler, Germany  
*Concept and experiences of future oriented programmes and strategic thinking at the corporate level. Making strategic choices crucial to long-term development and prosperity. The use of futures research, ideation, design strategy and social change programs to help corporations to shape a better future. Appreciation, anticipation and exploitation of future developments in the market place. Practices of peering into the future as part of corporate strategy process. Practices across companies on how to organize effective foresight and future studies activities*
- 12:30-14:00**     **Lunch**
- 14:00-15:00**     **Corporate Foresight: Case Study**  
Frank Ruff, Daimler-Chrysler, Germany  
*The dynamic development for companies adjusting their operations and business development to meet growing demands for corporate social, environmental and ethical responsibility. Using foresight for different levels of strategic planning and innovation: early recognition of business risks and opportunities, understanding customers and markets of the future, supporting innovation processes. Methods to help corporations understand emerging futures, invent breakthrough ideas, position for new opportunities, and design innovations that benefit both business and society. Promoting the interplay between technological, institutional and social processes. European standards on sustainable development.*
- 15:00-15:30**     **Coffee/Tea Break**
- 15:30-16:30**     **Presentation of the Practical Exercise to be developed during the course**  
Jan Strelecky, BIC Group, s.r.o., Slovak Republic
- 16:30-17:30**     **Practical Exercise**  
*Group work to brainstorming for a foresight exercise.*
- 19:30**             **Dinner**

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**Day 2 – Tuesday 20 February 2007**

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Block II: Designing and Organizing Foresight Exercise in Companies

- 09:00-10:00**     **Designing and Organizing a Foresight Exercise**  
Ozcan Saritas, PREST, University of Manchester, UK  
*Designing and organizing a foresight exercise step by step.*
- 10:00-11:00**     **Running and Managing a Foresight Exercise**  
Michael Keenan, PREST, University of Manchester, UK  
*Practical hints and tips how to manage major challenges for the foresight managers, budget, participants and the whole process of foresight exercise.*

**11:00-11:30**      **Coffee/Tea Break**

**11:30-12:30**      **Practical Exercise**  
*Group work to brainstorming for a foresight exercise.*

**12:30-14:00**      **Lunch**

Block III: Overview of Methods Used in Foresight

**14:00-15:00**      **Overview of Methods Used in Foresight**  
Michael Keenan, PREST, University of Manchester, UK  
*General overview of the most common methods used in Foresight and brief characteristics of some of them.*

**15:00-16:00**      **Expert Panels**  
Ozcan Saritas, PREST, University of Manchester, UK  
*Organization of expert panels for corporate foresight.*

**16:00-16:30**      **Coffee/Tea Break**

**16:30-17:30**      **Practical Exercise**  
*Participants divided into groups start preparing a foresight exercise with assistance of experts.*

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**Day 3 – Wednesday 21 February 2007**

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**09:00-11:00**      **Scenario Planning**

*Principles, scenario generation, organization a scenario workshop.*

**10:00-11:00**      **Case Example: Preparing a foresight exercise for Shell strategy**

*To practically show how foresight exercises were prepared for a corporation.*

**11:00-11:30**      **Coffee/Tea Break**

**11:30-12:30**      **Practical Exercise**  
*Participants divided into groups start preparing a foresight exercise with assistance of experts.*

**12:30-14:00**      **Lunch**

**14:00-15:30**      **Technology Road Mapping**  
Robert Phaal, University of Cambridge, United Kingdom  
*Principles, process and examples.*

**15:30-16:00**      **Coffee/Tea Break**



**16:00-17:00**    **Technology Road Mapping – Case example**  
Robert Phaal, University of Cambridge, United Kingdom

**17:00-17:30**    **Practical Exercise**  
*Participants divided into groups start preparing a foresight exercise with assistance of experts.*

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**Day 4 – Thursday 22 February 2007**

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**09:00-11:30**    **Design of a Foresight Exercise in companies**  
Jan Strelecky, BIC Group, s.r.o., Slovak Republic  
*Course participants, divided into small groups, will apply certain method on their fictitious enterprises.*

**11:30-12:30**    **Testing the Knowledge acquired during the course**  
*Course participants will be submitted to a multiple-choice test.*

**12:30-14:00**    **Lunch**

**14:00-15:30**    **Groups presentation**

**15:30-16:30**    **Awarding diplomas, final discussion and closing ceremony**

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