



accelerator
labs

Future of work in Ukraine

Hunting for Signals of Change
collectively



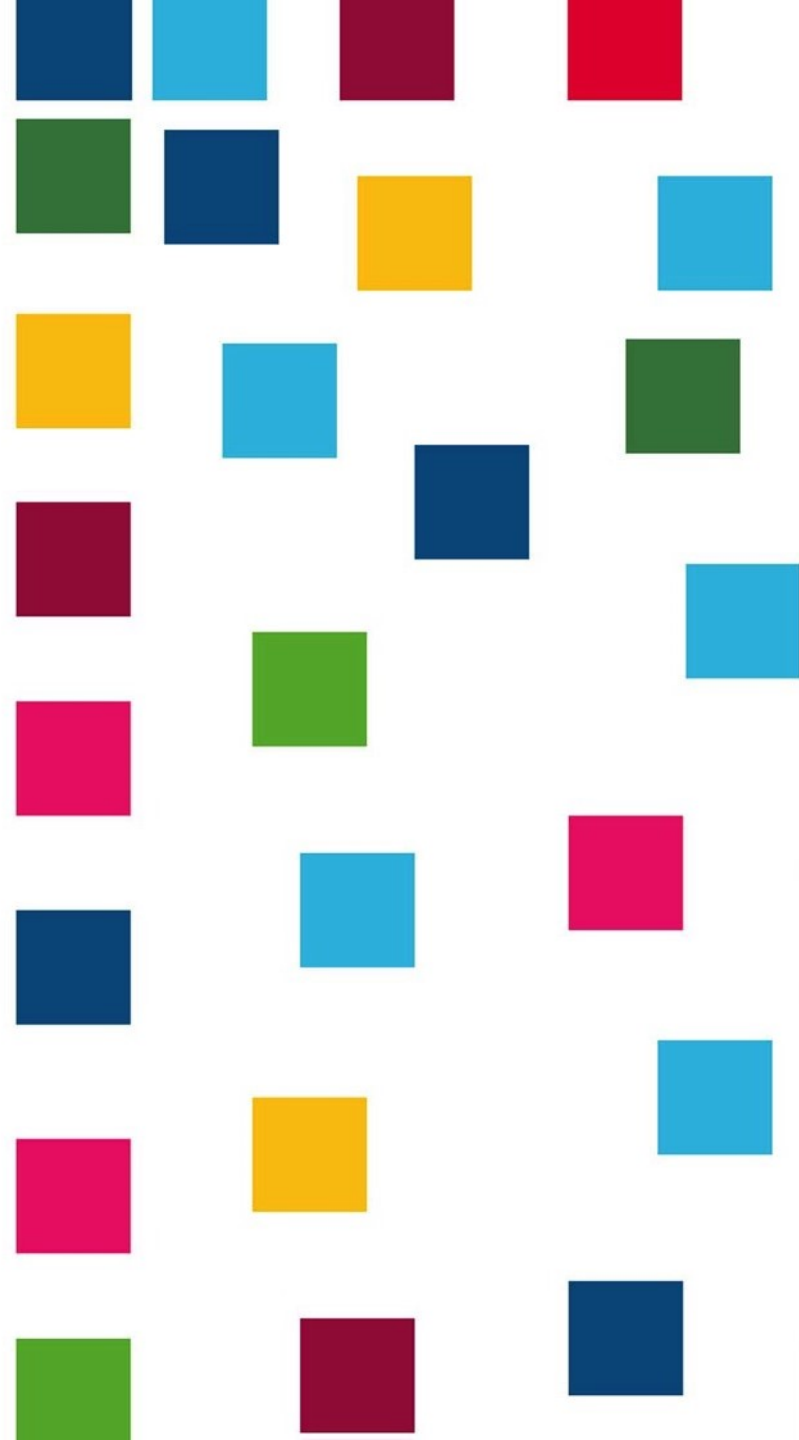
Founding investors



+ UNDP
CORE
PARTNERS

Сьогодні говоритимемо про

- Контекст:
 - ПРООН
 - IMPACT UA
 - Accelerator Lab
 - Future of Work
- Метод:
 - Форсайт
 - Сигнали майбутнього
 - Інструменти
- Наступні кроки і завдання



Наш підхід до роботи

- рухаємось швидко
- intentionally informal
- iterative
- creative
- tweak the method/outputs as we go



Контекст



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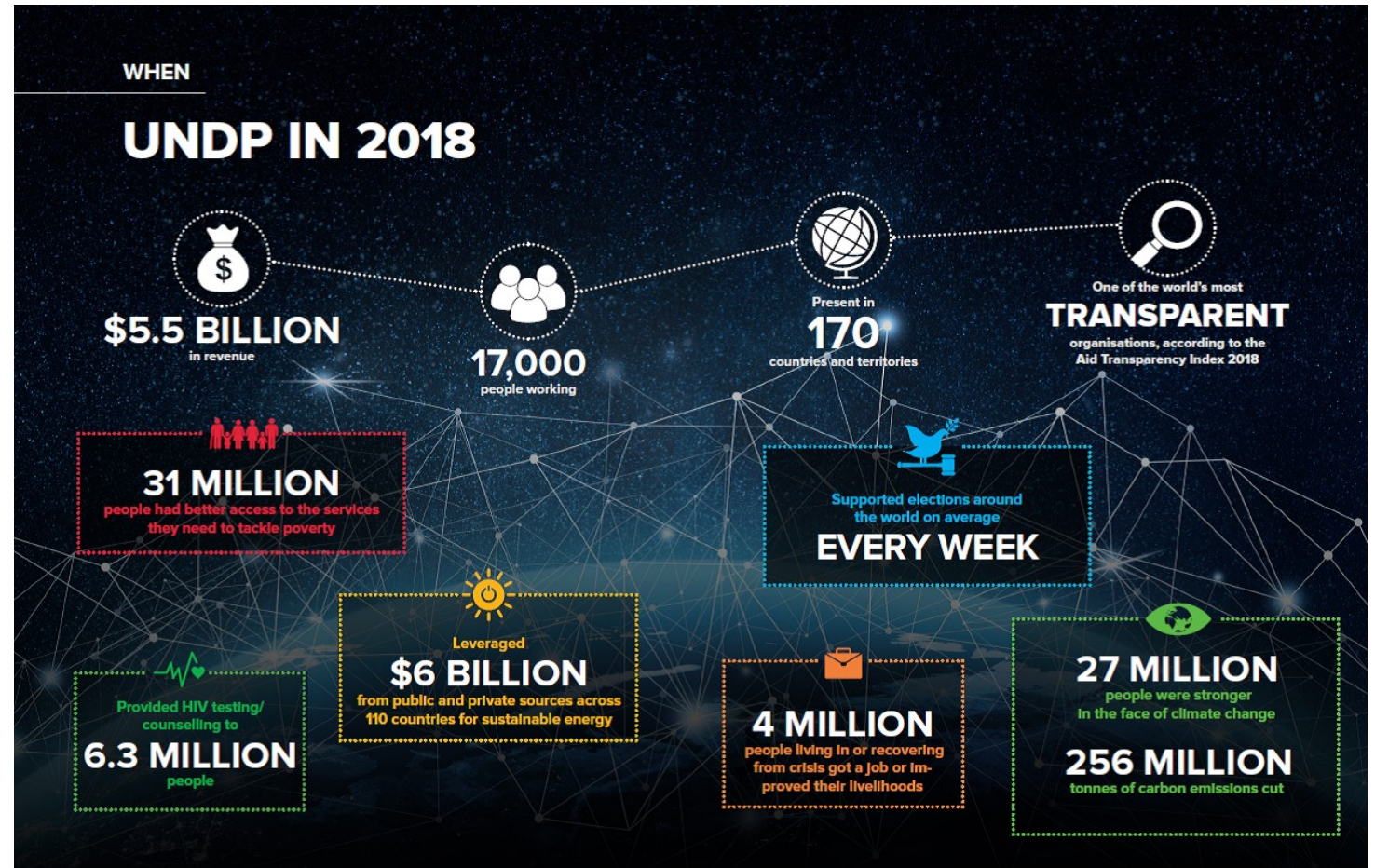
ПРООН

SDGs

Priorities in Ukraine:

- **Keeping people out of poverty;**
- Improving governance to make society peaceful, just and inclusive;
- Working on crisis prevention and resilience;
- Using nature-based solutions, and solutions in harmony with nature, for development;
- Investing in clean, affordable energy; and
- **Ensuring women's empowerment and gender equality.**

[UNDP Results at a glance](#)



IMPACT UA

SDGs

Екосистема позитивного
соціального впливу



impact **ua**

<https://impactua.org/>

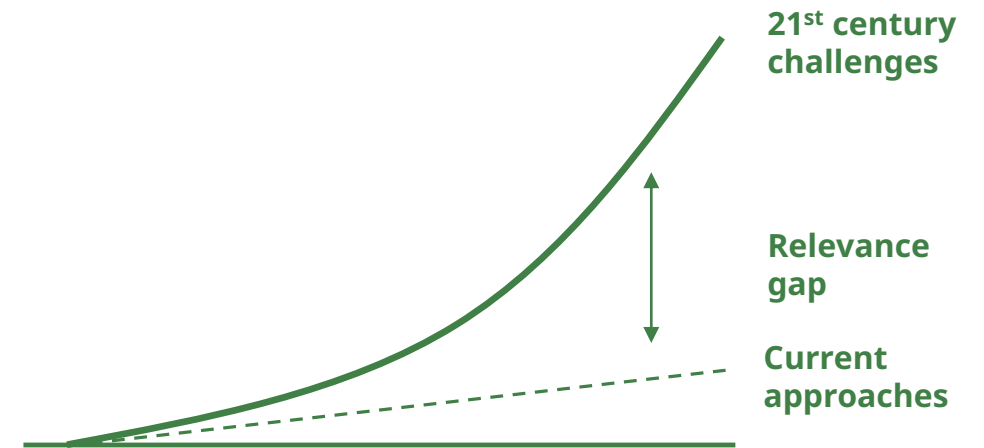


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Accelerator Lab Ukraine

- Always in the test and prototype mode
- Understanding problems deeply and quickly
- Seeking local solutions to scale
- Embracing complexity
- “Design” approach



<https://acceleratorlabs.undp.org/>

<https://www.ua.undp.org/content/ukraine/en/home/innovation/undp-accelerator-labs.html>

Ukraine

SUSTAINABLE DEVELOPMENT GOALS OUR FOCUS MORE

Meet our Team


Head of Exploration,
Ievgen Kylymnyk

Head of
Experimentation,
Oksana Udovyk

Head of Solutions
Mapping, Oleksiy
Moskalenko





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representation





Collective Intelligence



Portfolios Experiments



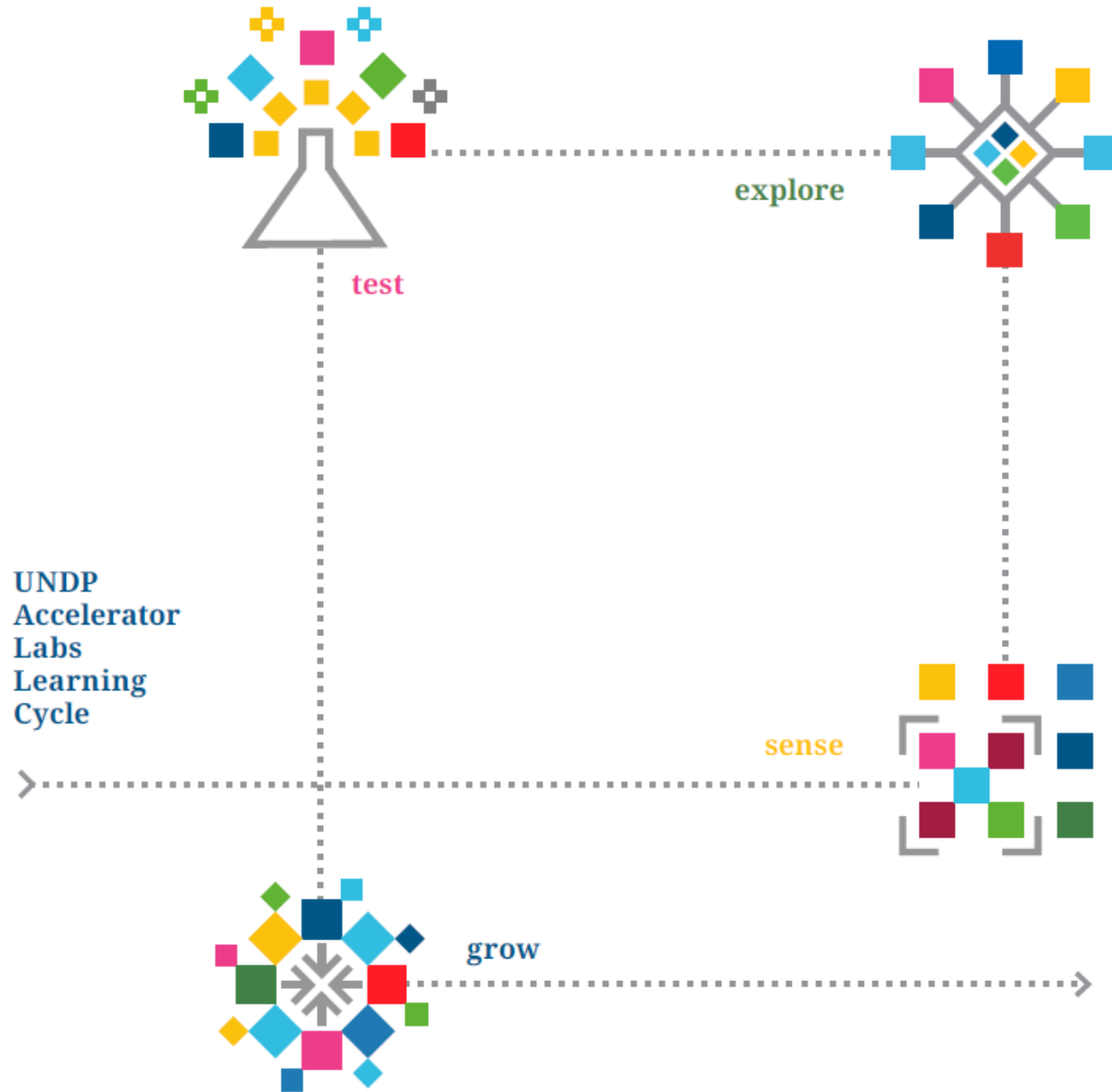
Solutions Mapping



Sense Making



The network in action





Freelance with
no certainty in
"tomorrow"

Permanent job
with some social
benefits





Social driven
business model

"Let's make
some cash"-type
of business





I am
**THE
FUTURE
OF WORK**

A PEOPLE POWERED INITIATIVE



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1. Social Protection

New work models and technology disruption call for **innovative regulation** aligned with the needs of workers.

2. Reskilling

The Fourth Industrial Revolution and demographic shifts require **short-term reskilling** to meet labour market demands.

3. Inclusive Labour Markets

The technological disruption of labour markets creates both challenges and **opportunities for people**.

4. Job Creation and Entrepreneurship

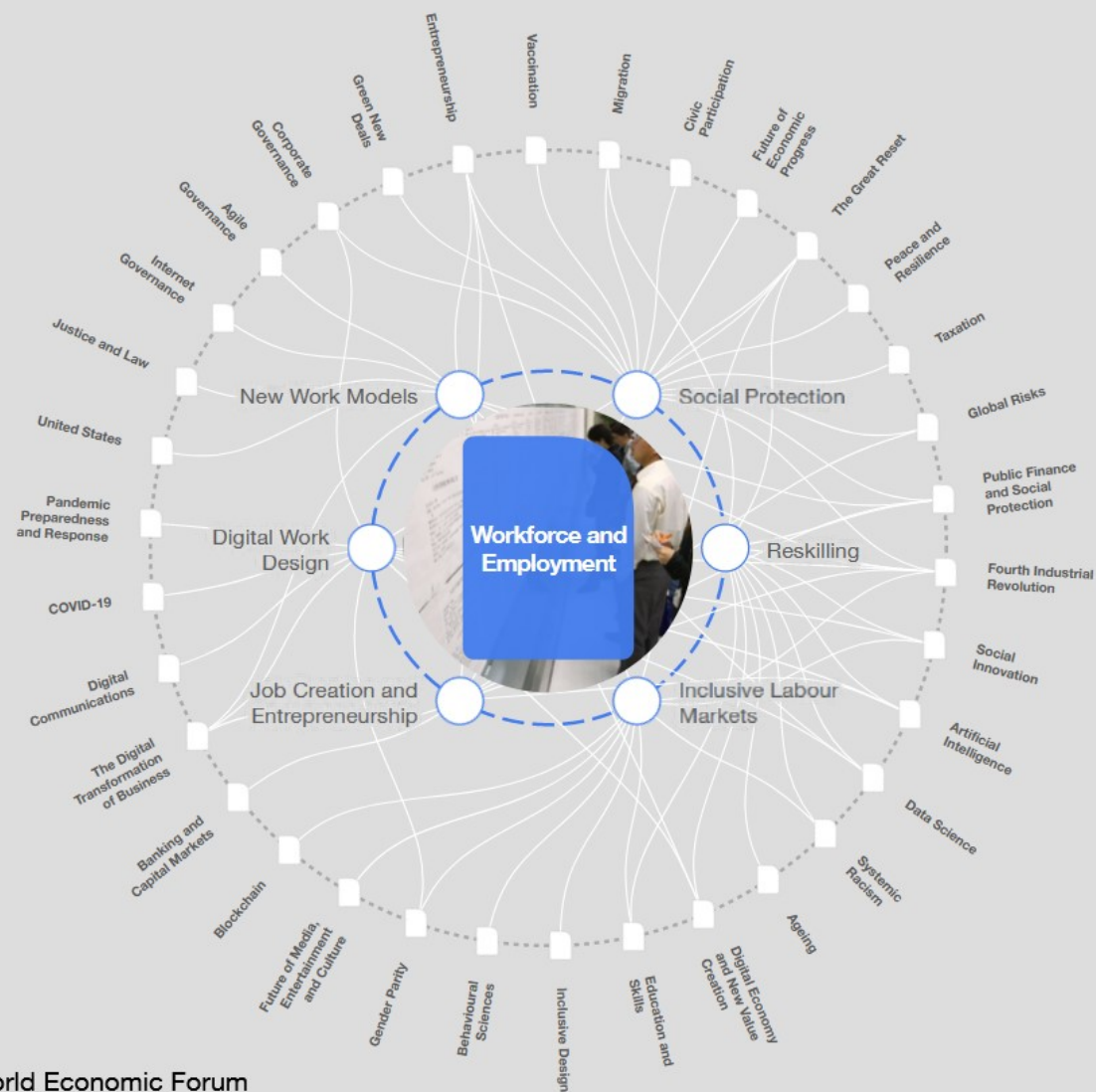
The changing global economy can quickly create value but is slow to generate sustainable jobs, calling for new approaches.

5. Digital Work Design

Organizations have needs for flexibility, speed, and scalability that call for **new ways of organizing work**.

6. New Work Models

Temporary, part-time, and independent work remain overlooked in research and policy-making, even as they replace permanent employment.



© World Economic Forum



Future of Work: How AccLabs see it



Метод



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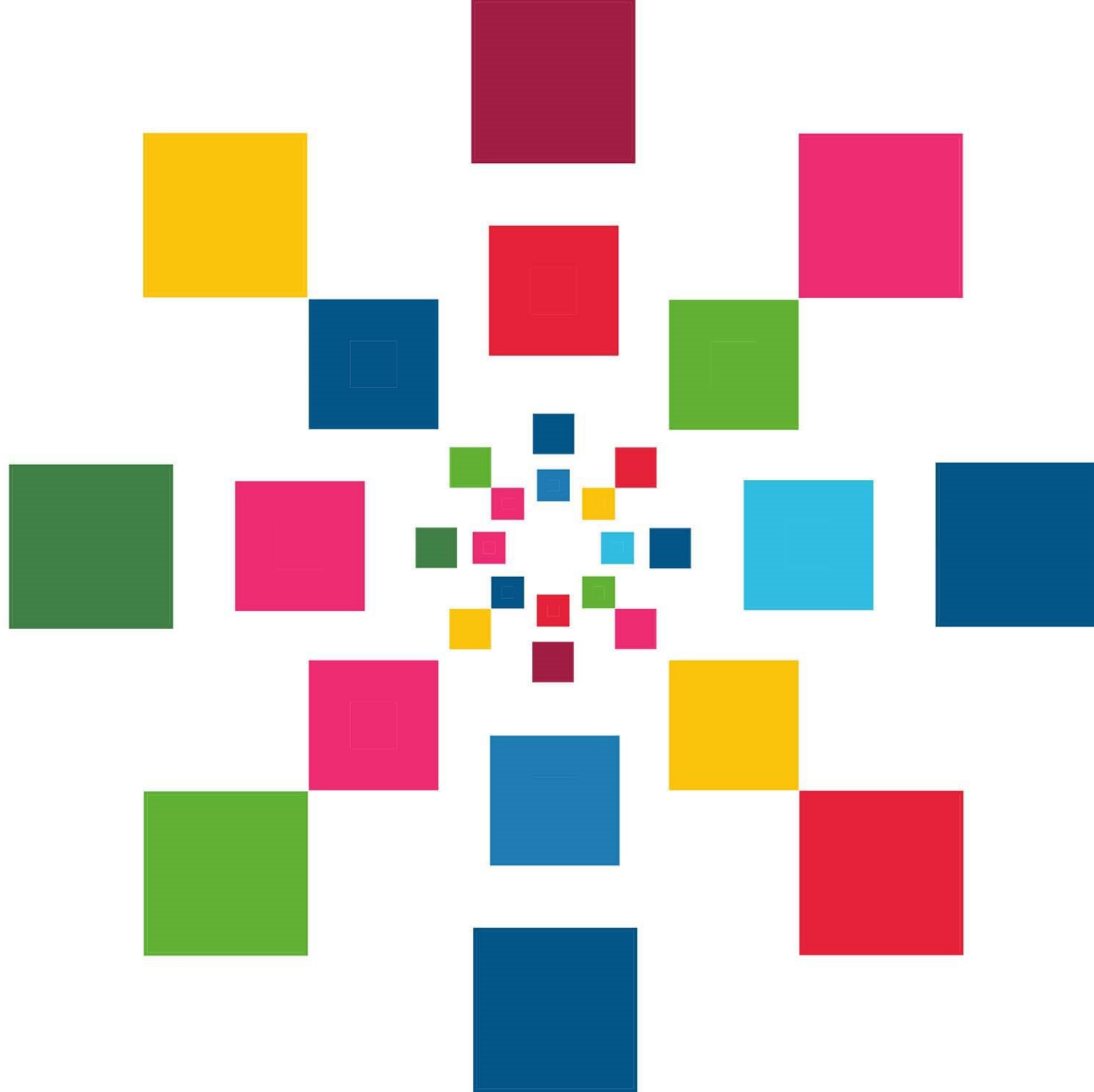


UN
DP

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labs



Форсайт



Форсайт: концепція та сфера застосування



Ми не говоримо про
визначене майбутнє чи те
що конкретно буде завтра

Форсайт передає створення знань про можливі майбутні. Це знання не про майбутнє, у значенні того що конкретно буде завтра, ані про реальне майбутнє, а про "знання щодо обмеженого числа можливих сценаріїв" (Sardar, 2010)



Форсайт: концепція та сфера застосування

Теперішні рішення, що рухаються вперед

Стратегічні задачі, цілі



Минуле, яке нас наздоганяє

Тренди і мегатренди



Welcome to 2030: the mega-trends

We are hotter

We are more, but where?

We live in cities

We continue to grow economically

We need more energy

We are highly connected

We are poly-nodal

Майбутні, які прямують на нас

Слабкі сигнали, нові та виникаючі ситуації



Don't think “outside the box” – burn the box

- have an open mind about what might be important
- continually test your assumptions about why you think something is valuable or not, and
- dismiss nothing until tested (particularly if you think it's rubbish).





Environmental Scanning

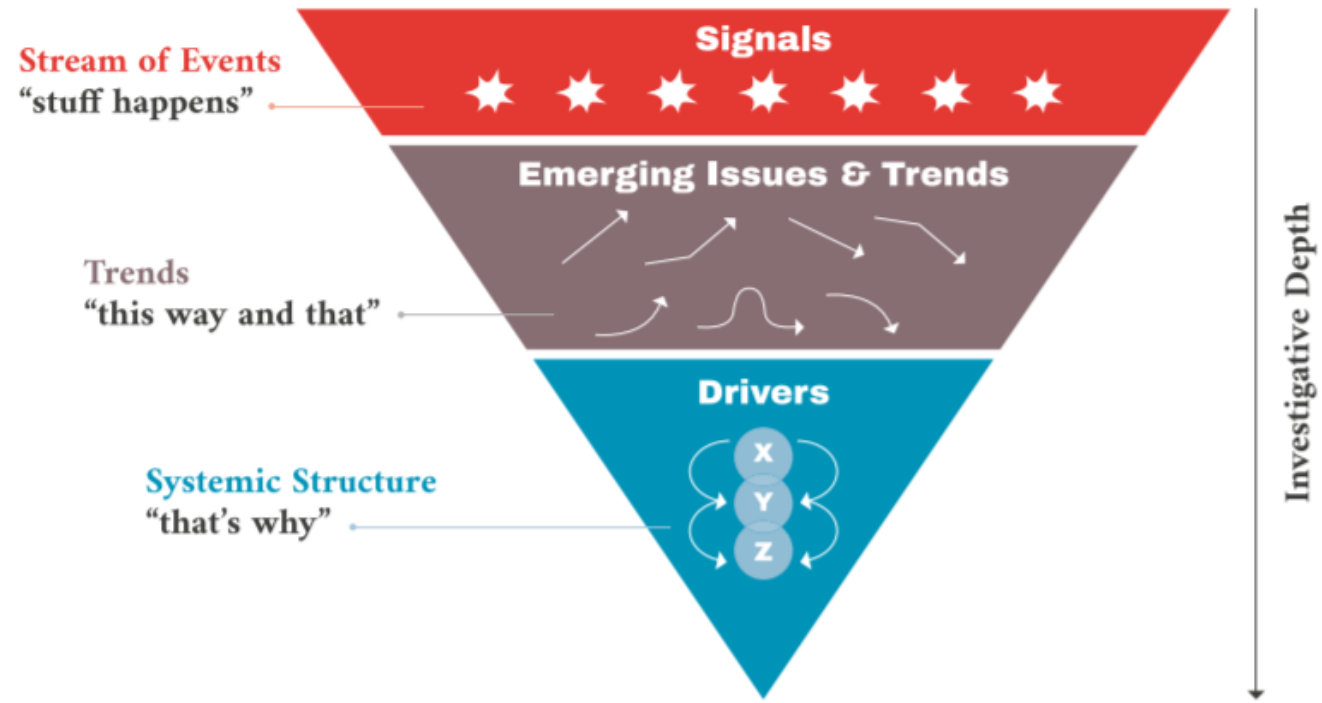
Signals of Change



Environmental scanning explores both new, strange and weird ideas, as well as persistent challenges and trends today

**It is about capturing:
present certainty and future uncertainty**





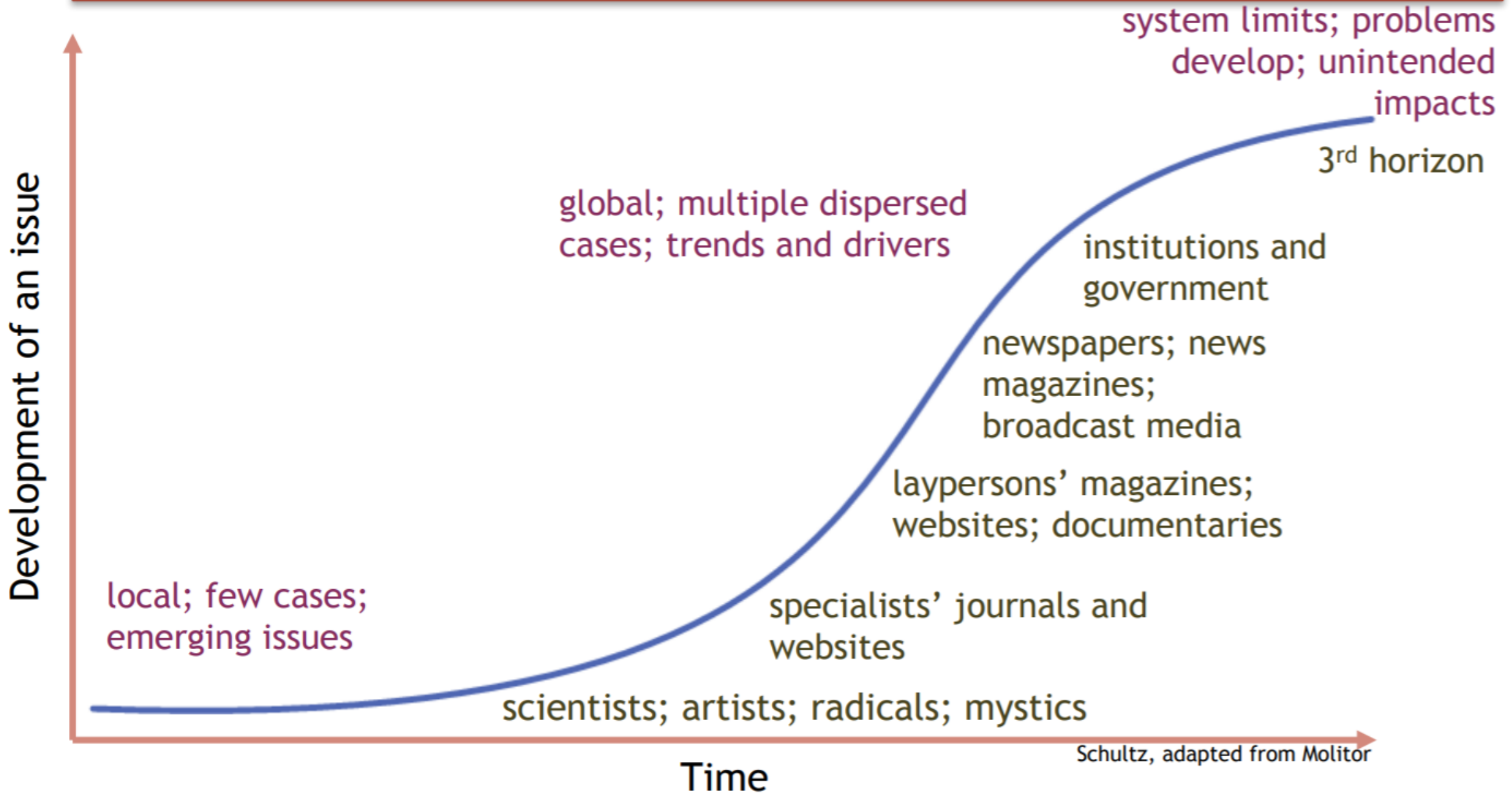
What will you find when scanning?

Signals of Change

- **Wildcard:** low probability, high impact event that has the potential to be transformative in a short period of time
- **Weak Signal:** Fuzzy, imprecise early indicator of a potentially significant event/change for your organisations, little evidence but considered to be worth tracking to test relevance.
- **Emerging Issue:** an issue which has been deemed to be of potential future important and that has evidence of value and credibility building over time.
- **Trend:** a grouping/cluster of similar or related events that tends to move in a given direction, increasing or decreasing in strength of frequency of observation; trends usually suggest a pattern of change in a particular area (for example, consumer behaviour, technology use).
- **Driver of change/change forces:** a major shift moving trends in certain directions, broad in scope and long term in nature (for example, globalisation); drivers of change usually cause either direct or indirect change of some sort in the environment in which they are operating.



Life Cycle of Change



Signals of Change

1. натяк на множинну майбутніх
2. допомагають краще зрозуміти природу, напрям і темп змін
3. допомагають визначити потенційні можливості, виклики та ймовірні майбутні події, що стосуються вас та вашої організації



Signals of Change

Сигнал – це приклад майбутнього в теперішньому

- Справжні
- Конкретні

Майбутнє вже тут, але не рівномірно розподілено

- Вказують на майбутнє в якому вони могли би бути більш поширені
- Сигнал – це лише верхівка айсбергу



Кілька прикладів





SIGNAL 4

Carbon Facts
Product Size 1 Cheeseburger (130g)

Amount Per Serving		
Kilograms CO ₂ Equivalent	1.18	
Kilograms CO ₂	243	Kilograms O ₂ 210
Total C: Energy Sources	243g	
Transportation		
Feed Fuel (Fossil)	120g	
Feed Fuel (Renewable)	40g	
Electricity Production		
Meat & Meat-Related Items		

FOOD
The Triple Whopper Environmental Impact of Global Meat Production
Livestock production may have a bigger impact on the planet than anything else. A new study shows how the effects vary from country to country — and points the way toward a more sustainable future

overall carbon code: [www.owenscorning.com](#)

IS MY CHEESEBURGER CAUSING GLOBAL WARMING?

Low food chains offer climate savings

14th Day **LOW CARBON DIET DAY**
April 22nd - Lunchtime



SIGNAL 1

Most users abandon fitness trackers after 90 days

SIGNAL 4

"That Was My Play!"

The future of sports just might be the Screaming Eagles, a football team controlled by fans with smartphones.

By Seth Stevenson

Screaming Eagles, the smartphone-controlled football team

A Screaming Eagle player is tackled by a member of the Nebraska Dinger in the first game of the season Thursday at the Hawks Center in Salt Lake City.

SIGNAL 3

Professor Scores Patent for Game Blending Fantasy Sports and Exercise

Technique builds upon efforts to use peer support to enhance health

Google Patents

Incorporating objective assessments of fantasy-team-owners' physical activity into fantasy sport platforms

US20140163705A1
United States

Download PDF | Find Prior Art | Similar

Inventor: Aron Miller

Worldwide applications

SIGNAL 2

DRAFT KINGS

Daily Fantasy Sports for Cash

FREE ENTRY TO A FANTASY CONTEST - WIN REAL CASH!

PLUS, deposit now and we'll double your cash!

PLAY NOW

Enter Promo Code

57 million Americans made fantasy sports a \$3.2 billion business in 2018

“A signal is like art, its hard to define, but you know one when you see one.”

- IFTF Researcher



Where to look for signals of change?

- - сторінки форсайт мислителів
- - виставки (мистецтво та техніка)
- - Старт-апи
- - Патенти
- - Радикали
- - Політики
- - Спостереження за людьми
- - Місцеві газети
- - дані пошуку Google
- - Youtube
- - Блоги

- We want to avoid to Kodak moment
- We want to have the microwave moment



З чого починати? Key words

- **New:** novel, advance, innovation, renovation, fashion, latest, renew, innovate, newness, fresh.
- **First:** inception, conception, initiative, beginning, debut, onset, birth, infancy, start, dawn, commencement.
- **Idea:** notion, belief, apprehension, thought, impression, ideation, point of view, standpoint, theory, prediction.
- **Change:** alteration, mutation, permutation, variation, modification, inflexion, mood, deviation, turn, inversion, subversion, forecast.
- **Surprise:** marvel, astonish, amaze, wonder, stupefy, fascinate, dazzle, startle, take-aback, electrify, stun, bewilder, boggle, wildcard.
- **Opportunity:** chance, opening, crisis, juncture, conjuncture, favorable, high time.
- **Threat:** future, prospect, anticipation, perspective, expectation, horizon, outlook, look-out, forthcoming, imminent, approaching.
- **Unprecedented:** no precedent, unprecedented.

Цінність для
екосистеми і
методу –
записати які
саме запити
допомогли



Який бачення результату надихає?

- Невеликий звіт, публікація, блог
- Релевантний для України, не лише повтор загальновідомих глобальних трендів
- Має велику кількість сигналів майбутнього створених та відшуканих в Україні/регіоні



SIGNAL OF CHANGE

Eightfold combines Applicant Tracking System (ATS) and Human Resource Information System data with publicly available data to uncover the ideal candidate for a given position. It also employs 'candidate masking,' withholding all evidence of personal characteristics (age, gender, ethnicity, geography) from hiring managers before interview selections are made.

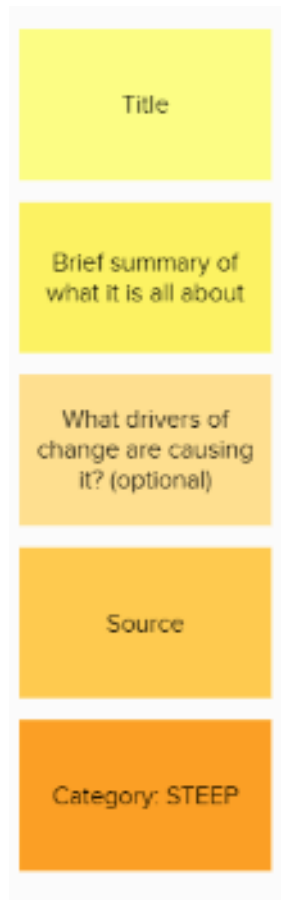


SIGNAL OF CHANGE

Knack aims to uncover the 'hidden potential of every person' by using digital games, behavioral science and AI to match individuals' personal strengths with professional work. The start-up measures human potential and catalogs them as knacks (traits and abilities), superknacks (potential to do well in a career) and ultraknacks (customized for a specific employer).



Структура сигналу



Простими словами (4-7 слів)

Так щоб всі могли зрозуміти про що це

Ми не пишемо PhD. Своїми словами

Просто лінк, або де почули

Більше інфо на наступному слайді



STEEP FACTOR	EXAMPLES OF AREAS FOR SCANNING
Social	Demographics, population shifts, migration, generations Standards of living Value systems Socio-economic conditions Education (although you might want to make this a separate classification) Ethic/religious factors Crime, safety and security Family Health Attitudes to work and employment Leisure Lifestyle changes Consumer attitudes and opinions Fads and Fashions
Technology	Technology for service delivery Technological developments generally, including emerging technologies Convergence, competition and dependencies Nanotechnology Information and communications Technology legislation

STEEP FACTOR	EXAMPLES OF AREAS FOR SCANNING
Economy	All aspects of economic activity, global, national or organisations. Work and employment, occupations Consumer behaviour Globalisation
Environmental	All natural factors Physical and geographical conditions Ecosystems Resources Sustainability
Politics	Often includes legal issues. Global connections National factors



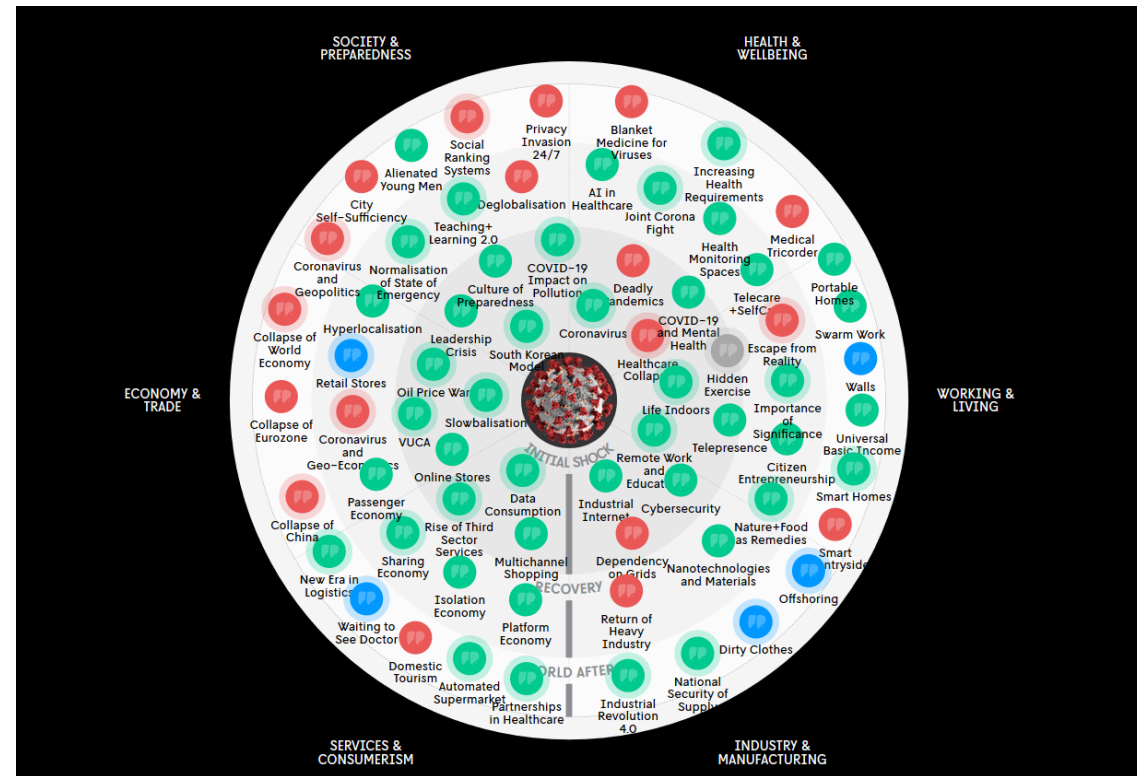
Time to go to Mural

<https://app.mural.co/t/undpacceleratorlabsws17977/m/undpacceleratorlabsws17977/1601300934875/aeff03de3e8018e557c5c01e245bd9e9ccb47353>



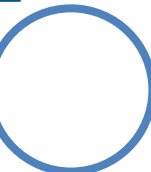
SOME FASCINATING FORESIGHT PROJECTS

- 1. Futures Platform: COVID-19



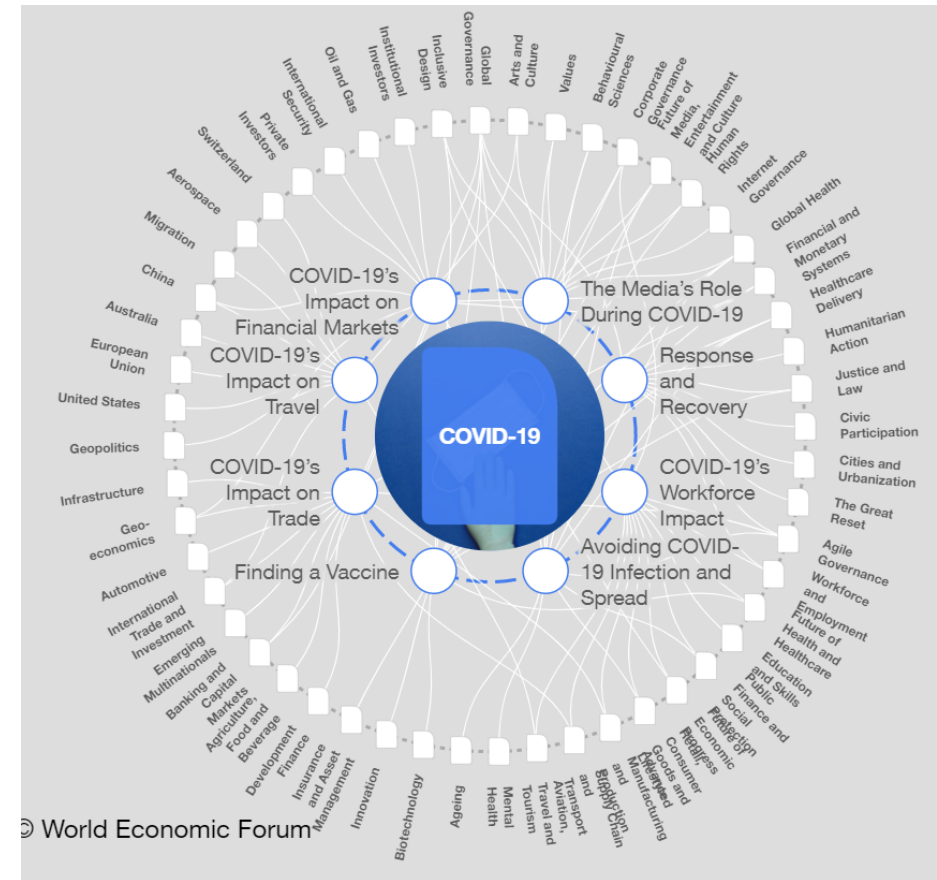
SOME FASCINATING FORESIGHT PROJECTS

- 1. [Forum for the Future: signals](#)

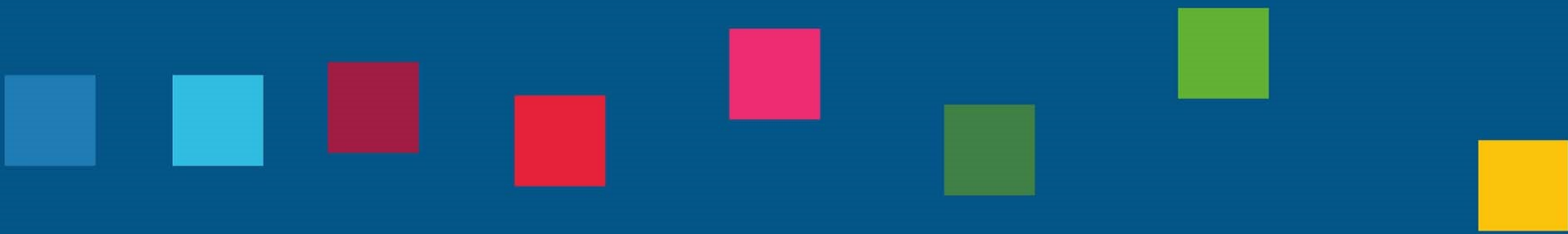


SOME FASCINATING FORESIGHT PROJECTS

- 1. Strategic Intelligence of WEF



Наступні кроки і завдання



Що далі?

- Виділяти 2-3-4 години на тиждень
- Подумати над джерелами сигналів, записати це в Мурал
- Записувати цікаві знахідки в ваш спейс в Муралі – все приймається
- Задавати питання в чаті, радитися з організаторами
- Проглянути файли на гугл диску
- Наступна зустріч – 19 листопада 2020
- Чи раніше? – чекін наступного тижня
- - чи зручні інструменти?
- Пам'ятайте про цінність для тих хто буде після нас:
 - джерела
 - як ми шукали



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Цінність для
екосистеми і
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допомогли



empowering experimentation



accelerator labs



thank you ■■■■ ■ ■ ■ ■

Founding investors



+ UNDP CORE PARTNERS

Partners





- Про які зміни свідчить цей сигнал? Що поміняється?
- Яка "сила", або мотивація стоїть за цим сигналом? Чому хто хоче такої зміни?
- Що може змінитися через 10 років, якщо сигнал стане значно більш поширеним?
- Як ви ставитесь до такої зміни? Чи хочете посилити або послабити цей сигнал? Чому?

