



Report of the Working Group

Foresight, Business Intelligence and Capacity Development

Joint Meeting of
the 40th Session of the Intergovernmental Group on Hard Fibres
and the 42nd Session of the Intergovernmental Group on Jute,
Kenaf and Allied Fibres

22 to 24 October 2019
Beijing, P.R. China

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International Natural Fiber Organization
(INFO)



Action Learning: Capacity Development and Empowerment to take destiny into own hands



I hear and I forget.

I see and I remember.

I do and I understand.

Confucius



The key idea:

What we are trying to achieve is the individual and collective capability and capacity of our group to make sense of what is going on around us with reference to aspects relevant for the JACKS+ fibers.

Learning and sense-making by doing.

The outcome:

We will then encode the outcome of this collective and inclusive deliberations & processes in publications that will assist and contribute towards policy making and business strategy development.

Create and **institutionalize** a South-South-(North) network for knowledge sharing and sense-making. Long term empowerment.



I do
&
I understand



Outline of presentation

The Objectives

What is Foresight?

Foresight approach in 1 or 2 minutes

Situation since IGG meeting in Tanga, Tanzania in 2017

Proposal: The approach & the structure

Considerations for the group to move ahead: Follow-up actions.

**Foresight as an approach
has been discussed
intensively & endorsed by
the group hence will not
be dealt here in detail**



Key objectives of the project:

This will be in-line with one of the key objectives of IGG on Hard Fibers and IGG Jute, Kenaf & Allied Fibers, namely “**keeping members informed about market developments**”.

Working Group Foresight, Business Intelligence and Capacity Development Programme objectives:

- ✓ to develop a holistic approach to understanding the **developments that could impact and shape** the Hard Fibers (Abaca, Coir and Sisal) and Jute, Kenaf and Allied fibers
- ✓ to improve the processes and capabilities of collective reasoning of the group about the past, present and the future of JACKS+ fibers.



INFO in lead role: IGG decision at the meeting in Tanga, Tanzania in 2017

Decision by members at the Joint Meeting of the 39th Session of the Intergovernmental Group on Hard Fibres and the 41nd Session of the Intergovernmental Group on Jute, Kenaf and Allied Fibres held in Tanga, Tanzania from 15 – 17 November 2017:

INFO to take the lead role to coordinate the working group and to drive the implementation of the important activity .



What is the Foresight Approach? Foresight approach in 1 or 2 minutes!

Discussed in detail at the IGG meeting in Tanga, Tanzania.

Due to time consideration only suggestion for way forward.

No details about Foresight approach only the basis of the concept.



What is the Foresight Approach?

The key point to remember:
thinking about the future, is really about acting today.

It is about balancing different time horizons.
i.e. the short, medium and very long terms

Taking note and recognizing that most of the time it's short term thinking.



When it comes to thinking about the future there are 3 types of people:

Those who let it happen.

Those who make it happen.

Those who wonder what happened!!



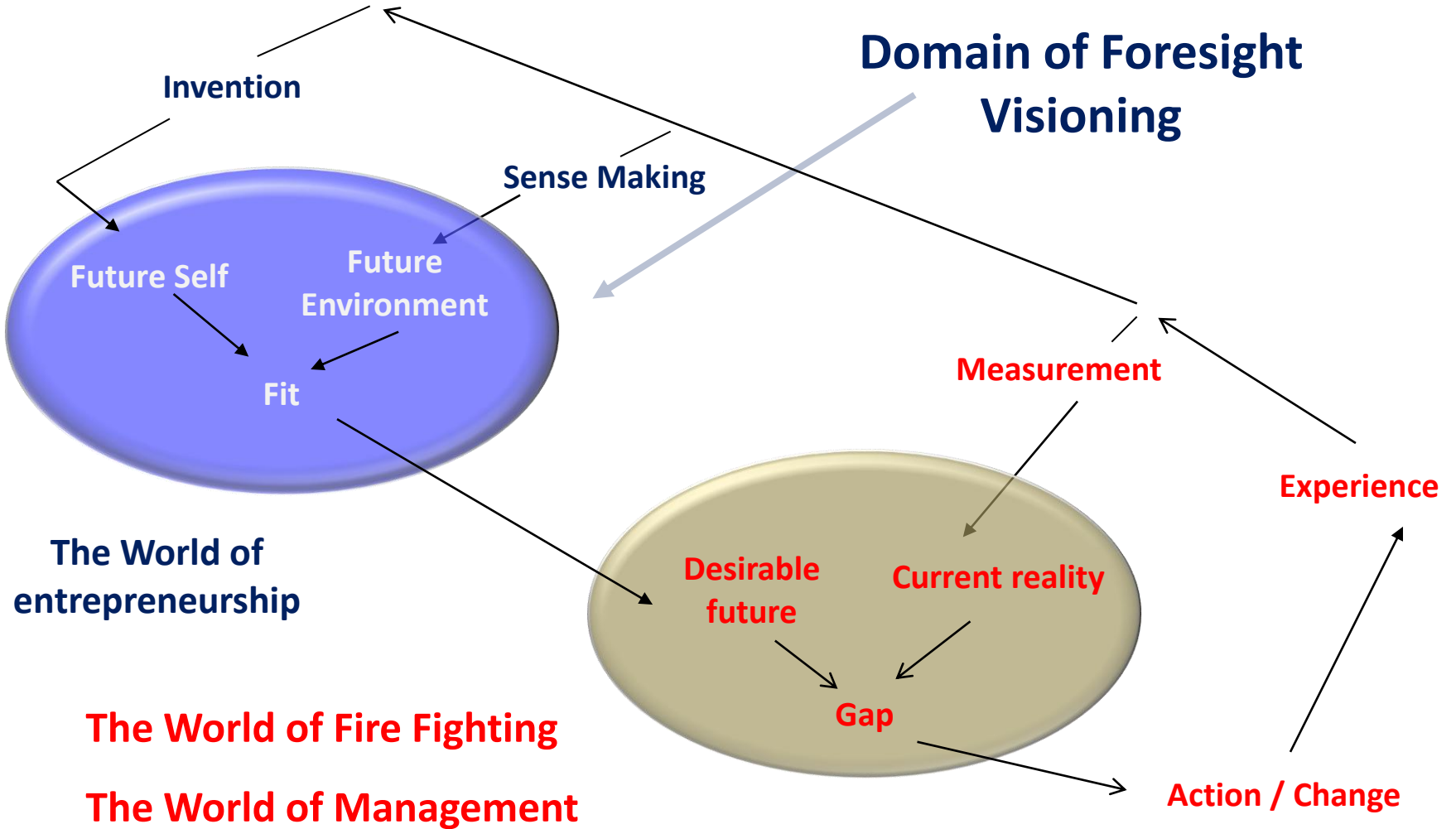
**Do we
want to
be this?**

John M. Richardson



The difference between the how and why thinking

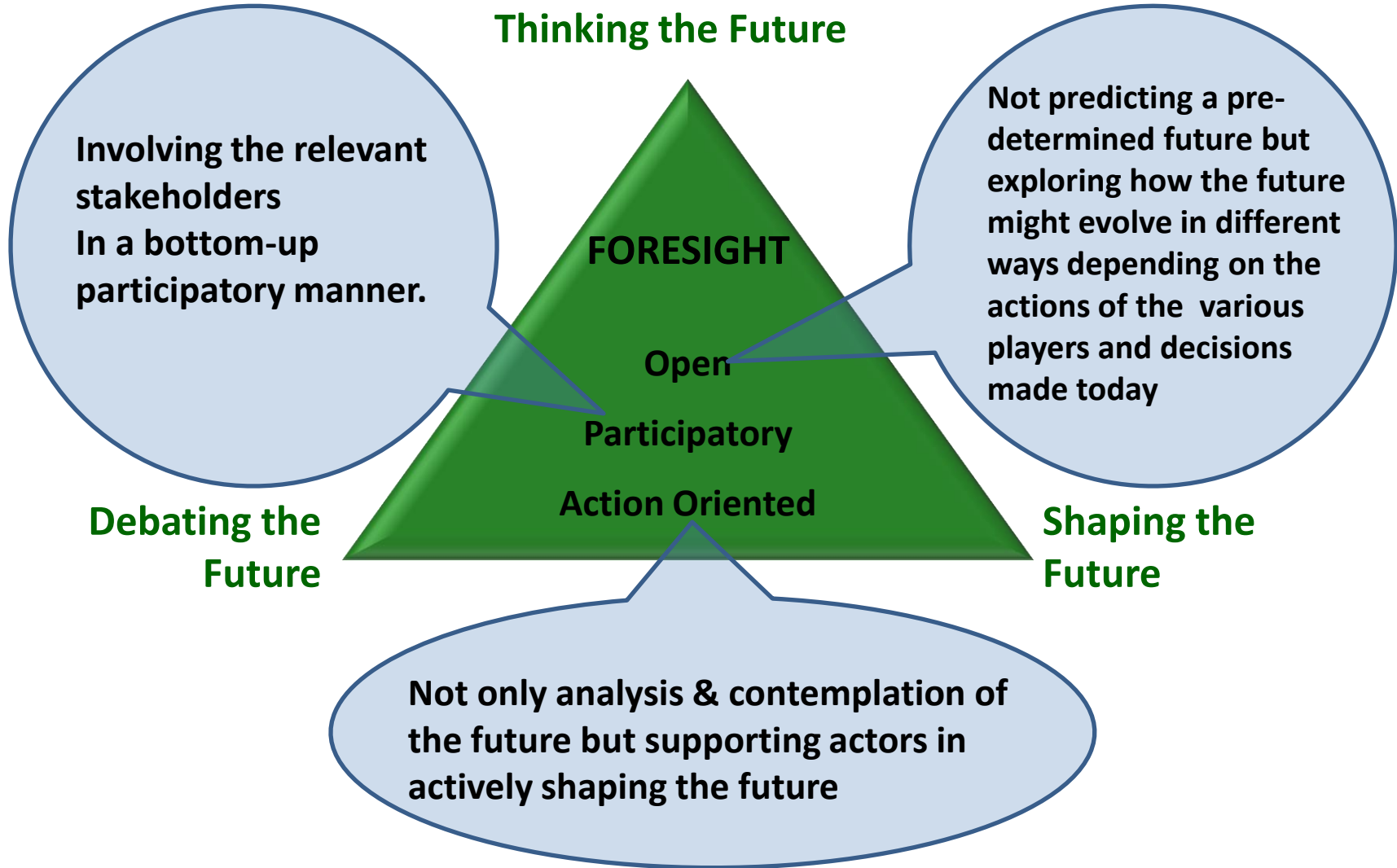
Domain of Foresight Visioning



What is Futures Study about? (including Foresight)



Thinking the Future



The Uses of Futures studies



Products

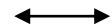
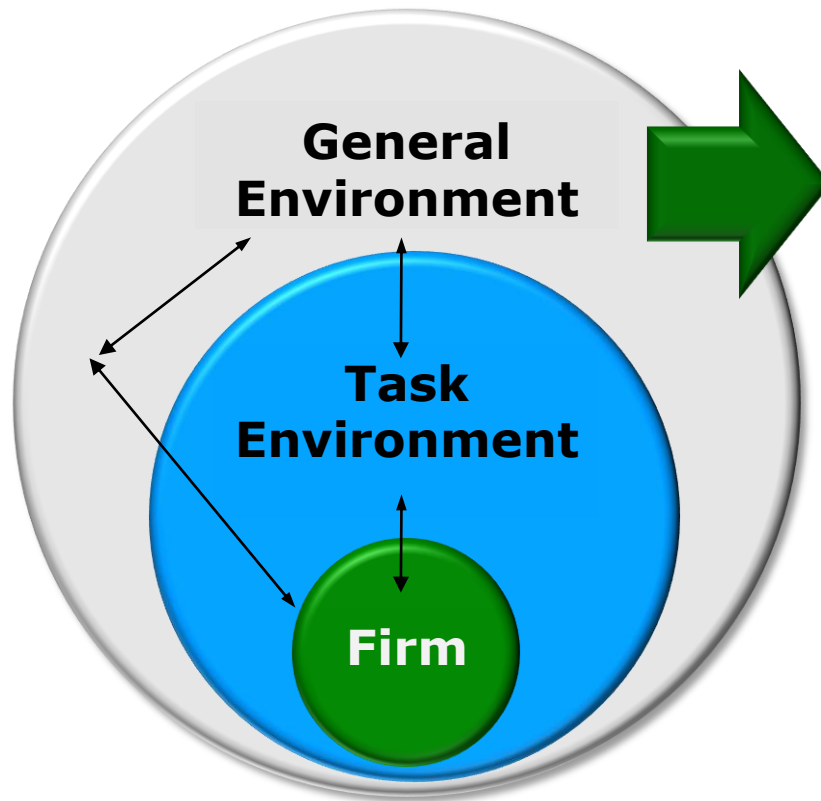
- Building vision of the future
- Provide anticipatory intelligence to system actors
- Set general research direction
- Inform policy & public debates
- Inform funding & investment priorities

Foresight

Processes

- Increase involvement of system actors in decision making
- Increase understanding & change mind sets
- Build trust between participants
- Aid collaboration & highlight interdisciplinary opportunities
- Build Networks & strengthen communities

The environment of the firm/business



Impact
Interaction
Perception

The **focus domain of the present analysis.**

The **General environment** is categorized in terms of:

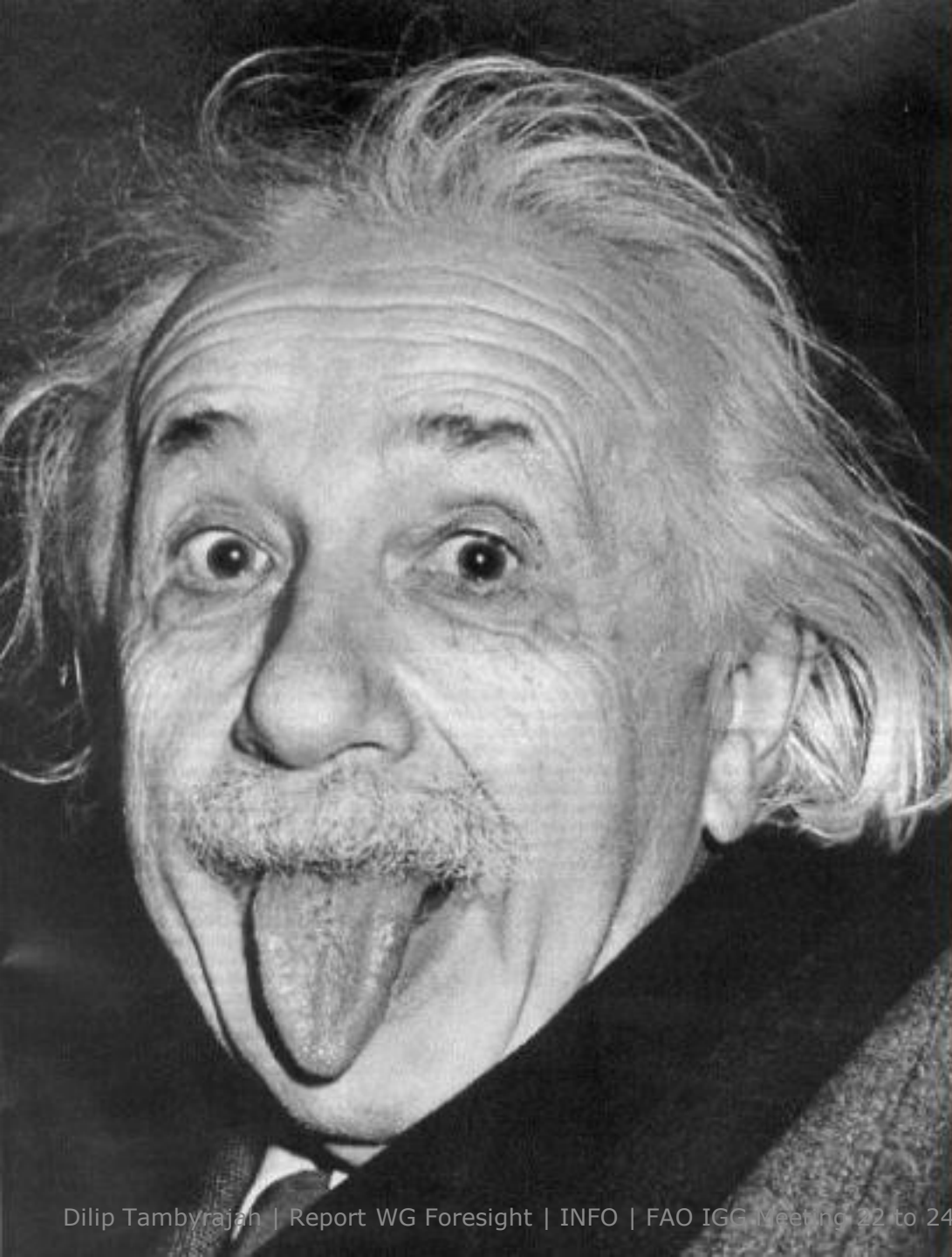
- **S**ocial
- **T**echnological
- **E**nvironmental
- **E**cological
- **P**olitical
- **L**egal
- **V**alues

The **task environment** is described in terms of:

- Competitors
- Suppliers
- Stakeholders
- Consumers
- Substitutes

Guiding existential question:

Will Jute, Abaca, Coir, Kenaf, Sisal and Allied fibers STILL be used in products and processes in the year 2050?



**Not everything that can
be counted counts.**

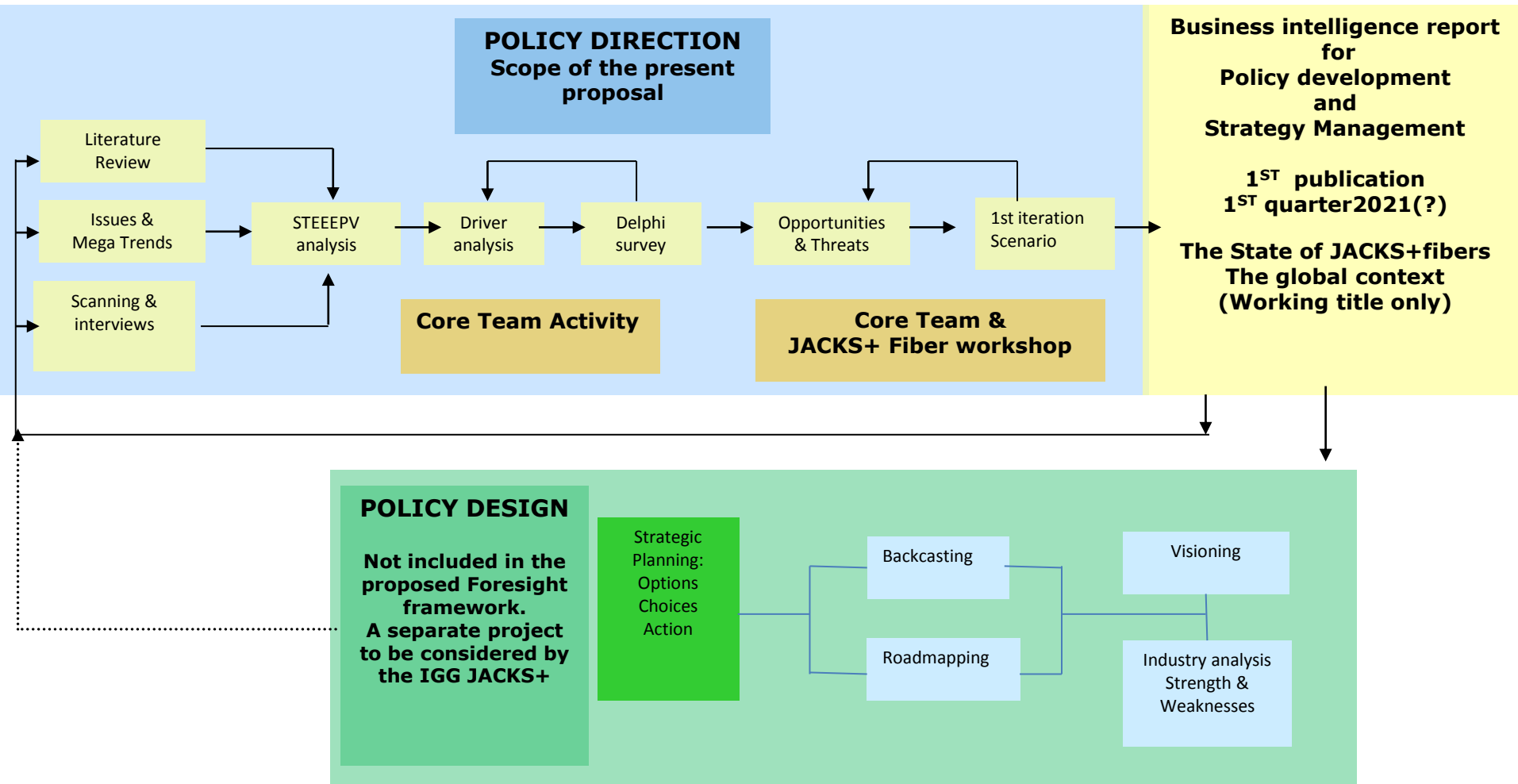
**Not everything that
counts can be counted!**

Albert Einstein

PROPOSED INFO FORESIGHT FRAMEWORK

Growing Strong Together – IGG/INFO Future Forum 2030

Understanding the global forces shaping JACKS+fibers



Possible Structure Proactive Engagement

**Core Project Team:
Overall management
and setting the stage**

Based on
Foresight
Approach

**Expert/Sciences
steering group:
Technical capacity development,
guidance and assessment of
approaches**

**National & International
(South – South Networks)
Thematic groups**

**Priorities and Themes related
Comparative analysis, collective
learning/lessons etc
Output : Flagship reports, policy
briefs & roadmaps**

Encouraging action & Mobilizing support

**Interaction with
stakeholders**

**Interaction with
Industries**

**Interaction with
Governments**



Testing the idea: One day stakeholder workshop and consultation in Colombo, Sri Lanka (April 2018)

All the key stakeholders of the “Coconut Sector” of Sri Lanka participated (some 35 people).

Organized by the Ministry of Plantation Industries, Govt. of Sri Lanka.

Workshop and consultation facilitated by
Prof. Ozcan Saritas, Internationally renowned expert on Foresight, Manchester Business School, UK and Higher School of Economics, Moscow.

Dilip Tambyrajah (INFO)



Key results:

1. Unanimous consensus that a “Vision 20XX” is urgently needed. (long term policies, strategies and roadmaps)
2. As the approach is innovative and new to Sri Lankan coconut sector Capacity Development is needed.
3. A central focal point is needed for continuity and knowledge development.
4. Full support of participation and support for follow-up activities.



**The way forward for the
IGG Working Group
i.e. follow-up after the
present IGG meeting in Beijing**



The Working Group will continue to work towards:


- (1) Establishing and institutionalizing the foresight approach to support JACKS+ Global and national policies and strategies.
- (2) Creating of a South-South-(North) knowledge network
- (3) Flagship publications:
This authoritative report must become the internationally renowned publication guiding and supporting the work of policy makers, industry players and other stakeholders.

In an on-going process this publication to be reviewed and revised every 2/3 years.



The expected outcome: Thoughts on the publications

Flagship publications:

- (a) “The **Global Forces Shaping** the JACKS+ Fibers”.
(review/revise every 2/3 years)
 - (b) “**The State of JACKS+ Fibers**”. (review every 1/2 years)
- 
- (c) “The **JACKS+ fibers in year 20XX**” (A macro view)
(review/revise every 5 years)

These authoritative reports must become the internationally renowned publication guiding and supporting the work of policy makers, industry players and other stakeholders.

In an on-going process these publications to be reviewed and revised every 1 to 5 years.



The route and need of resources

- (1) Capacity Development at national and collective level to enable the members to use the Foresight approach.
- (2) Formation of dedicated national foresight teams to ensure continuity of the activity
- (3) Budget to implement this activity.



Create a Community of Shared Destiny.



The key Challenge:

The key challenge is to find a cost effective combination of Tools and Methods to be used per phase of the Foresight Study.

A core team (with expertise in Foresight) could reflect on how to get this job done.

But it remains complicated. Hence capacity development is essential



The way forward in 2020/2021:

- 1. National readiness workshop to sensitise and mobilize resources (people & funds)**
- 2. International symposium to create foresight knowledge and experiences sharing network**
- 3. To initiate 1st steps towards developing the IGG flagship publication(s)**



Growing Strong Together

Thank you!!

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