

| | Registration until April 30, 2004 2 days / 1 day | Registration until May 28, 2004 2 days / 1 day |
|------------------|--|--|
| Full seminar fee | 490 / 290 | 560 / 330 |
| Post-graduates | 290 / 190 | 330 / 220 |
| Students | 150 / 90 | 180 / 110 |

The conference fee includes the admission to:

- Sessions
- Workshops (preliminary registration in website)
- Conference materials
- Coffee and lunch on both conference days
- Evening event & dinner on the first conference day
- International Summer School

International Summer School 14-17 June 2004, Tampere, Finland

Finland Futures Academy (FFA) is a national network of 17 universities aimed at facilitating academic educational and research programs in the futures studies. The Finland Futures Academy is located in the Finland Futures Research Centre and is administrated by the Turku School of Economics and Business Administration. There is more information on the web site: <http://www.tukkk.fi/tutu/tva/>.

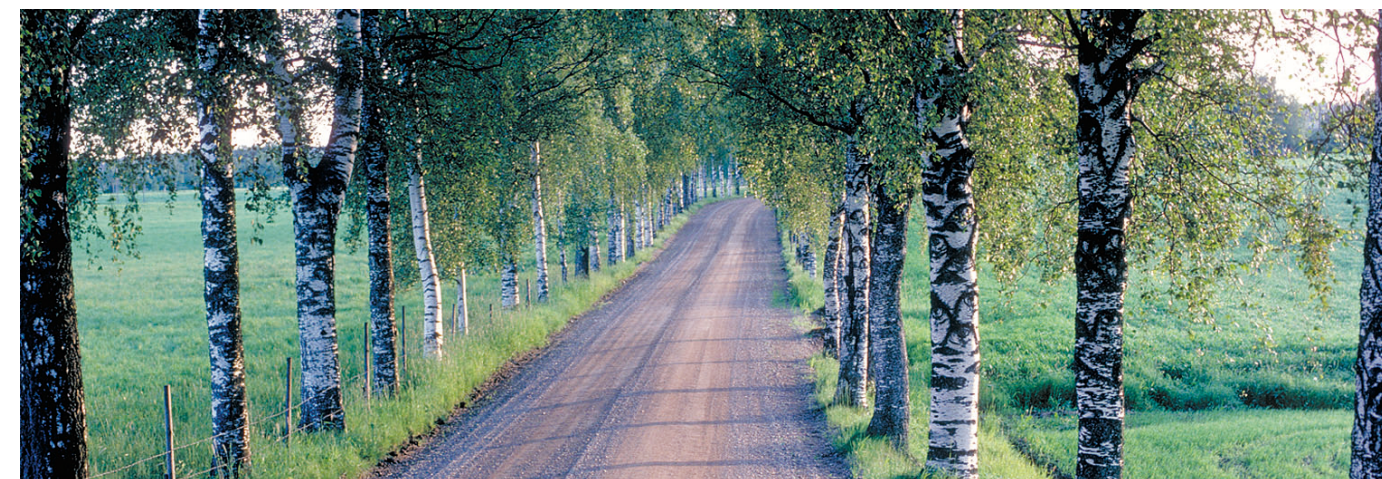
Summer School: Towards sustainable futures is a multiform program, which consists of the two-day International Conference, the two-day workshop, preliminary readings, and a reflective learning diary. The Summer School participants are invited to write an article to be published on the Finland Futures Research Centres web site. The article should reflect the contents of the Summer School.

The Summer School is meant for both undergraduate and postgraduate students whose interest lies in sustainable futures. The aims and objectives of the Summer School are to discuss analytically the concepts in sustainable futures discourse and to present indicators analysis with the aid of the ASA-model. The full completion of the Summer School will give the participant 7.5 ECTS credits (European Credit Transfer System).

Further information and registration:

<http://www.tukkk.fi/tutu/conference2004/>

International Conference TOWARDS SUSTAINABLE FUTURES -TOOLS AND STRATEGIES



14-15 June 2004 Tampere, Finland

<http://www.tukkk.fi/tutu/conference2004/>

The aim of the multidisciplinary conference is to bring together those interested in sustainable development and futures oriented research. The participants will be offered new perspectives and methods for measuring sustainable development and creating strategies.

Organized by
The Finland Futures Research Centre and the Finland Futures Academy



TURUN KAUPPAKORKEAKOULU
Turku School of Economics and Business Administration
FINLAND FUTURES RESEARCH CENTRE

The Finland Futures Research Centre and Finlands Futures Academy organize

International Conference TOWARDS SUSTAINABLE FUTURES -TOOLS AND STRATEGIES

Dear Reader,

In the constantly changing world we have to learn to understand the possibilities of different futures in order to steer our choices towards a desired direction. These questions have a crucial role in applying the aim of sustainable development in practice, be it in national level or corporate level.

Therefore, we have organized this international conference on Towards Sustainable Futures -Tools and Strategies. The conference focuses on the future of sustainable development, sustainability strategies and measuring the performance of the strategies.

The aim of the multidisciplinary conference is to bring together those interested in sustainable development and futures oriented research. The participants will be offered new perspectives and methods for measuring sustainable development and creating strategies. The conference will also cast a look into how sustainability aspects are actually taken into consideration in corporations.

With the help of highly distinguished international and national speakers, our purpose is to create a base for more intense cooperation between researchers and corporations. We want to extend our invitation both at researchers working with sustainability issues, and corporate executives, authorities, development managers, environmental managers and others interested in the subject.

You are warmly welcomed to Tampere!

Markku Wilenius
Director
Finland Futures Research Centre
Turku School of Economics and Business Administration

You also have a possibility to attend the summer school during 16-17 June!

Please, visit the conference website for further information.



Programme

Venue: Small Auditorium,
Tampere Hall

Monday, June 14th, 2004

- 8:45 Entry
- 9:00 Opening of the conference
- 9:10 **Professor Markku Wilenius:** Futures of Sustainability
- 9:30 **Professor Friedrich Schmidt-Bleek** - Factor 10 Institute: Measuring Sustainability
- 10:30 Mid-morning coffee
- 10:50 **Dr. Erkki Ormala** – Nokia Oyj: Future Society and Sustainable Information Technology
- 11:10 **Dr. Arto Timperi** – Timberjack Oy: Sustainable development issues and corporations - case Timberjack
- 11:30 Discussion
- 12:00 Lunch
- 13:00 **Dr. Jukka Leppälahti** - Tekes: The Interaction of Technological Innovations and Sustainable Development: The Perspective and Actions of Tekes.
- 13:15 **Dr. Risto Ranki** - Ministry of Trade and Industry: Governmental Interaction guiding Sustainability Strategies
- 13:30 **Dr. Lorenz M. Hilty** - EMPA: Sustainable Development and the Information Society
- 14:00 Afternoon coffee and Poster and company displays in the lobby hall
- 14:30 Dividing into workshops:
 - Group 1 - Corporate perspective on Sustainable Futures. Leaders: Markku Wilenius and Mika Aaltonen, Finland Futures Research Centre.
 - Group 2 - Market perspectives of sustainability: Lassi Hietanen, Lassila & Tikanoja Oy and Jussi Orhanen, Tampere Technology Centre Ltd.
 - Group 3 - Growing Markets and Sustainable Development in the Baltic Sea Region. Leaders: Esa Kokkonen, The Baltic Institute of Finland, Kari Liuhto, Pan-European Institute and Mikael Hildén, Finnish Environment Institute.
 - Group 4 - Eco-effectiveness (to do the right things) and Eco-efficiency (to do the things right). Leaders: Jukka Hoffren, Statistics Finland, Salla Koivusalo, Helsinki University of Technology and Simo Isoaho, Tampere University of Technology.
 - Group 5 - Global Changes and Sustainable Development in Information Societies. Leaders: Lorenz M. Hilty, EMPA (Swiss Federal Laboratories for Materials Testing and Research) and Tere Vaden, University of Tampere.
 - Group 6 - European Union's Sustainability Strategies. Leaders Jari Kaivo-oja, Finland Futures Research Centre and Joachim Spangenberg, SERI.
- 16:30 Conclusion of the first day
- 18:00 Evening programme

Tuesday, June 15th, 2004

- 8:45 Morning coffee
- 9:00 **Professor Ilkka Niiniluoto** - University of Helsinki: Science Shaping the Future
- 9:30 **Dr. Frieder Otto Wolf** - Freie Universität Berlin, Sustainability Strategy Thematic Network: EU Enlargement and Comprehensive European Sustainability Strategy
- 10:00 **Dr. Joachim Spangenberg** - SERI: Sustainability Strategies -Roots, State and Challenges
- 10:40 Mid-morning coffee and Poster and company displays in the lobby hall
- 11:30 **Dr. Jyrki Luukkanen:** ASA Tool for Sustainability Analyses
- 12:00 Discussion
- 12:30 Lunch and poster and company displays
- 14:00 **Dr. Päivi Timonen** - National Consumer research Centre: Environmental Awareness - Complex Choice Problems and Consumers' Rationality
- 14:30 **Jouko Kuisma** - Kesko: Measuring Corporate Responsibility
- 15:00 Reporting workshop results
- 16:00 Discussion and Conclusion of the conference

