

Club of Amsterdam

Summit for the Future 2006

May 2006



[Summit for the Future Report 2006](#)

Supporters

HES Amsterdam School of Business
Evalueserve
Futurist.com
International Centre for Consulting Excellence
BTM Institute
Gugin
Innergy Creations BV
Synmind BV
Info.nl
KnowledgeBoard
Enlightenment magazine
Shaping Tomorrow
iNSnet
World Summit Award
Obis Omni
University of Amsterdam
Corvinus University of Budapest
Institute for Media and Information Management
Utrecht School of Governance
Nano Tsunami
Asia House
economie
Fast Future
Promedia
Organic & Wellness News
Plausible Futures
The CEO Refresher

Opening Event

09:30-12:00

Welcome by

- ▶ **Sijbolt J. Noorda**, President of the Board, University of Amsterdam

Keynotes by

- ▶ **Sir Paul Judge**, Chair of the Royal Society of Arts

Risk and Enterprise

How new endeavours are shaped by perceptions of risk

The perception of risk by the general public in matters of safety and health can be considered an indicator of overall modern attitudes to risk. These perceptions affect people's approach to new endeavours, whether in exploration, art or business. However it is also true that new ideas have to be implemented if society is to remain competitive. Many attempts to reduce risk are bound to be counterproductive because humans will continue to want to explore and push the boundaries.

- ▶ **Glen Hiemstra**, Owner, Futurist.com

Video message from the future

- ▶ **Richard D North**, Media Fellow, The Institute of Economic Affairs:

Risk: The Human Adventure

Or why societies thrive on excitement.

How boring to be Scandinavian! How stultifying to be French! No wonder people from every repressed, oppressed society have flocked to the USA, where families could embrace risk, and get rewarded or punished according to their talent, energy, luck - and their capacity for risk. No wonder the British are schizophrenic, as we dash between Socialism and Thatcherism, undecided whether we want safety or drama. But what fun too, to be a country which defines the fault lines between risk-taking and risk-aversion. Discuss. (I shall.) .

- ▶ **Simon Jones**, Director, HCS, University of Amsterdam, former Managing Director, M.I.T. Media Lab Europe

Innovation and Risk - the New Media Experience

Innovation is widely accepted as a key element in maintaining profitability in the high technology and new media sectors. How do you innovate in New media/High Tech? What is different compared to other domains and what are the key lessons learned so far?

Closing by

- ▶ **Patrick Crehan**, Chairman, Summit for the Future 2006

- ▶ Session 1, May 3, afternoon & Session 2, May 4, morning

5 simultaneous **Knowledge Streams**:

- ▶ **Life Sciences**
- ▶ **Media & Entertainment**
- ▶ **Trade - Asian Leadership**
- ▶ **Healthcare**
- ▶ **Corporate Governance**

- ▶ Session 3, May 4, afternoon

5 simultaneous **Interdisciplinary Streams**:

- ▶ Innovation as Risk Taking
- ▶ Knowledge based Risk Management
- ▶ Values and Spirituality
- ▶ Cross-Cultural Competence
- ▶ Creative Leadership

- ▶ Session 4, May 5, morning
Presenting and reviewing the **results** of the Summit
By Catalyst Groups
 - ▶ Trend Watchers
 - ▶ Students
 - ▶ Philosophers
 - ▶ Psychologists

- ▶ Summary by the Chairman of the Summit

- ▶ Ideabroker











