



*Kaisa Kautto-Koivula showing her first generation mobile*

## Presentation Kaisa Kautto-Koivula

### *ICT leads to new ways of thinking*

*“Developments in information and communication technology (ICT) have not only deeply influenced business, but have had a significant impact on our daily lives”, affirms Kaisa Kautto-Koivula, Managing Director for Mind Gardenia Ltd. and former futurologist with Nokia Corporation. Indeed, this technology has opened a very large window of opportunity for both economy and society, bringing with it new ways of working and thinking. For Kautto-Koivula, ICT development will bring profound change to the food industry, where “the pace of change is extremely rapid and expectations are high.”*

Technology will also profoundly affect the way we organise our daily lives. However, our current mindset is heavily influenced by the industrial perspective, and increasing work pressure means that we lack time and, so to speak, “grow fat with information”. We therefore have great difficulty in changing our practices and way of thinking. Yet, according to Kautto-Koivula it is imperative that we do so, and “in order to move forward, we need to understand the bigger picture.” We will then understand how technology is a vector of change, in conjunction with many others.

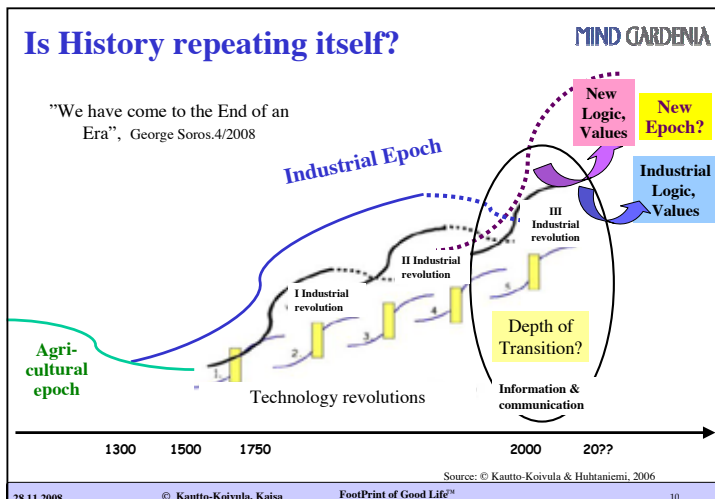
### *The creative economy*

Stepping into the future will bring both big challenges and opportunities for all sectors of society, such as economy, governance and the daily life of human beings, and will require us to add an element of creativity into our rational way of thinking. Indeed, according to Kautto-Koivula, we are heading toward a creative economy that will have

far more room for an emotional and irrational element than our current highly rational economy. The question then becomes how to translate this development into the food sector? As Kautto-Koivula mentions, “Your children are already a part of the virtual world. But where are the food companies? For instance, is your company represented in ‘Second Life?’” She goes on to explain that at present we are in the biggest transition period of the last hundred years, as we are moving from the industrial epoch into a new era. This calls for a radical new approach by society and the industry sectors – including the global food system.

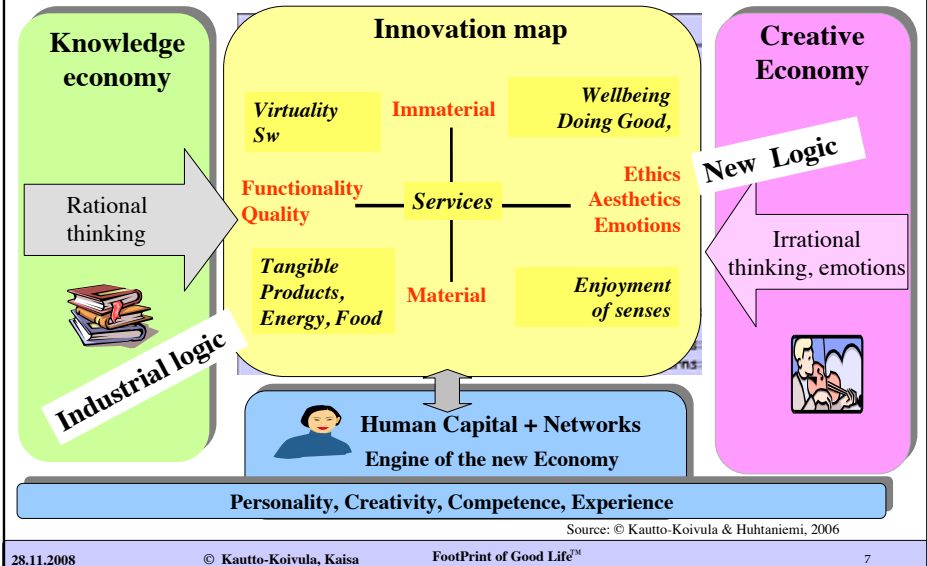
### The end of the industrial paradigm

For Kautto-Koivula, this paradigm shift means that we start to shift from the industrial model and all that it entails, for instance materialism, large hierarchical organisations, factories, and people and nature perceived as objects, to a new model that calls for immaterialism, creativity, the power of networks and people and nature as subjects. The period of deep discontinuity that will result will bring many challenges to every sector, but also create huge opportunities for the frontrunners of the future. The change will require that we clearly comprehend the functioning of the new system, and that we adopt a holistic vision and approach based on a human-centric view of the world. Consequently, we will have to develop a global strategy for the food sector, which will necessitate structural renewal of economies, as well as changes in work practice and organisation of daily life. Furthermore, biotechnology, nanotechnology and information technology will need to converge, and global initiatives - comparable to those undertaken to tackle global warming – will have to be developed. According to Kautto-Koivula, if we manage to achieve this change “a better place will be created for future generations to live in. Instead of an unsustainable FoodPrint, we can leave a FootPrint of Good Life to our Children.”



# Sources for Future Innovations?

MIND GARDENIA



The Knowledge Economy and the Creative Economy are both contrasted and supported by each other in this picture.

It shows that one needs a different type of logic and thinking in the creative economy, compared with the rational thinking in the knowledge economy. This may be an indication of the difficulty of switching from production thinking to consumer demand thinking. Both sides are needed to develop a fruitful innovation process.