

Notes from the seminar “Future, Digital Transformation and Innovation” Brazil 16th April 2019

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Brazilian university UniCEUB held on 16 April 2019, a seminar on Future, Digital Transformation and Innovation called “*I Seminário Internacional Brasil Finlândia: Futuro, Transformação digital e inovação*”. This seminar was organized as a joined effort between UniCEUB, Finland University and Finland Futures Research Centre, and it marked the launching event of a course post-graduation *lato sensu* course organized by these organizations.

Manufacturing 4.0-project Project Researcher **Marianna Birmoser Ferreira-Aulu** was a keynote speaker in this event. In her talks, Ferreira-Aulu provided the audience with an overview of what Futures Studies is, and why it is an important emerging academic field. She explored how digital transformations are just one aspect of complex futures, and that not only individuals, but also societies should be futures literate in order to make better decisions on business, academia, government and personal lives. Basic concepts of Futures Studies were presented: megatrends, trends, emerging issues, black swans and extreme events.



Project Researcher **Marianna B. Ferreira-Aulu**, from the University of Turku gave a speech on Futures Studies: Learning how to look at futures in a scientific way.



The audience in UniCEUB consisted of students and teaching staff of the university, as well as important decision-makers: members of government, staff members of ministries and the presidential office, as well as companies CEOs.

High-profile audience and keynote speakers

The audience present in the event included important decision-makers. In addition to students and teaching staff of the university, also members of government (as some staff of the presidential office and members of ministries) and CEOs were also present.

In addition to Ferreira-Aulu's talk, three other keynote speakers were opened the seminar. Former Supreme Court Justice and Minister **Carlos Ayres Britto** discussed the challenges that Brazil faces upon the digital transformations of the 21st century. He based his entire talk on the Brazilian constitution, basis of the nation's society.

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Finnish Ambassador **Jouko Leinonen** presented his thoughts of education as a driver of social change. He explained in his speech how Finnish education system is based on rational choices. According to him there was not any education revolution in Finland, but a slow evolution.

Leinonen mentioned in his speech, that Finland has made a mutual decision between all political parties that education must be a priority of the state, and that the most qualified persons to make decisions on how the budget for education will be spent are the professionals of that specific area, not politicians.



Finnish Ambassador **Jouko Leinonen** discusses how education became a driver of social change in the Finnish society.

Professor **Antônio Isidro Filho**, from the federal University of Brasilia, spoke about digital transformation and innovation trends, and how to develop competencies for tomorrow. He presented the competencies for the 21st century as an ecosystem that includes 3 main dimensions: *The mind-set, the tool-set, and the skill-set*. According to Isidro Filho, in order to be successful in the future, we need to develop our education to meet these needs. *The mind-set* of a highly qualified person in the 21st century is, according to him, someone who is futures oriented, who has good knowledge of sustainability issues, as well as empathy, trust and citizenship.

The skill-set, or abilities needed for the 21st century are critical thinking, ability to communicate and collaborate with various parties, ability to be creative and innovative, as well as decision-making, solving wicked problems and life-long-learning. Finally, *the tool-sets* necessary to be able to use in the 21st century are data and information, digital communication, digital security, content creation and digital technologies. From this presentation, it is clear that Isidro Filho's work is in good synergy with the work being conducted at Finland Futures Research Centre, especially in regards to MFG4.0 project and with the Futures Literacy project.

The videos of the event are available (in Portuguese) on **YouTube**:

Opening session:  Closing session: 

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