

Going **BEYOND** Awards

FORESIGHT AND STRATEGIC DESIGN

Each year the EDHEC Foresight, Innovation & Transformation Chair brings together a group of non-competing partners across an industry value chain to work alongside 200+ Master students to explore its Future.

The partner companies and affiliated start-ups involved during the project play a crucial role in creating Desirable, Feasible, and Viable solutions and positive impact in the industry.

The program is tailored for the students to employ their business acumen with strategic foresight, new future-oriented management methods & tools to develop compelling business cases.

Additionally, they manage their real-life stakeholders, namely the industry partners.



CHAIR FOR
FORESIGHT, INNOVATION & TRANSFORMATION

"Making organizations FIT to drive desirable futures"

Going BEYOND Awards

13 DECEMBER 2021

ON-SITE | EDHEC BUSINESS SCHOOL | LILLE CAMPUS

FORESIGHT & SUSTAINABILITY DAY

Get ready for a transformed buildings sector by 2040

Enjoy inspiring keynotes, network with leading building experts, future oriented experts and 350 EDHEC finale year student.

EDHEC BUSINESS SCHOOL | Chair for Foresight, Innovation & Transformation

FORESIGHT AND STRATEGIC DESIGN FINALE AWARD CEREMONY

Make an impact

Foresight and Strategic Design, a 4 ECTS program, runs for a semester where the students are trained with strategic foresight tools. The assignments are case-based assessments of the submitted deliverables. Each deliverable is a milestone and is used to reflect on the consistency & coherency of the applied strategic foresight methodology.

The milestones typically include perceiving the environment, prospecting the future, and probing new strategies. In specifics scouting of drivers of change, application of strategic frameworks, creation of future outlooks, applied design thinking, business model stress-testing for robustness.

For the selected industry facing scrutiny, the program produces/brings qualitative and quantitative insights i.e., Trend & Technology Radar, persona-driven innovative business models, co-created scenario narratives, customer journey, deep dives into strategic opportunities, strategic implications, and recommendations.

The course concludes with a grand finale where the top teams contest for the most desirable, feasible, and viable solutions with compelling storytelling through a concept video and a live pitch.

The grand Rendez-vous is another opportunity as a platform for the industry partners to scout for potential innovation fields and talents.

This program is built to bring out the ingenuity of students and practice it by scouting critical problems and produce ideas that have the capability to support the business community with guidance from highly distinguished professors at EDHEC Business School.

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PROGRAM IMPACT AND SUCCESS

In 2020

EDHEC Students Against the Crisis Initiative

This student initiative was born out of the global pandemic putting the world under intense pressure in April 2020. The initiative supported 10 companies from the building, aviation, technology, and service industries to assess their agility and find opportunities in crisis. 33 Master and MBA students volunteered for a total of 1300 hours to produce 360-degree industry trend scans, 4 scenario narratives, and strategic recommendations for each industry project.

Foresight & Strategic Design - MSc Marketing Program

The theme for 2020 was "Fit to Fly", the successor to the "Future of Air Travel" of ESAC initiative by the FIT Chair. Fit to Fly took off in September 2020 with 124 MSc Marketing students to assess the impact of the sanitary crisis on the aviation sector, systematically explore possible solutions, and develop recovery scenarios.

The ingenuity drew the spotlight, and the program was covered by Forbes, The Conversation, Les Echos, La Tribune, and 14 other media outlets.

The scenario narratives themselves received the attention of 65000+ individuals across the industry value chain. And the students were able to achieve the learning outcomes by applying strategic foresight methodology and its tools to produce compelling ideas and opportunity fields.

Further, 83% of the industry partners believed that we exceeded their expectations. Following which, 5 students received an opportunity to partner on master thesis and projects.

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PROGRAM IMPACT AND SUCCESS

The program met the desired level of output by producing 8 personas, re-defined customer segments, customer journey & touchpoints, 6 opportunities across the customer journey, and 3 conceptualized solutions.

One of our aviation industry partner's testimonies reads

"the team quickly developed credibility and trust with the industry partners given their ability and understanding to identify the key challenges and solve the related problems.

Their 4-step approach to scenario planning and scenarios developed were quite comprehensive. Plus, the factor listing, and signal scanning were meticulous throughout the project.

With a scope his wide, the aviation industry has definitely benefitted from their valuable inputs and innovative solutions"

These recognitions and testimonies reflect the success of the program.

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SDG IMPACT

It is a fact that more and more businesses and policymakers are adopting SDGs as a framework to guide and shape strategies and business policy.

With this program, we have re-thought the pedagogy to meet the demands of a prolific future business community. With this course, we initiate a discussion between the student and the impacts of the critical megatrends to increase awareness of the SDGs themselves.

The 3 pillars main pillars of this program include the professors, students, and industry partners.

The program encourages having an open communication channel which not only enables a healthy exchange of information but also strengthens our students' capabilities to actively manage stakeholders and support value creation through SDG implementation. And since final deliverables from the students are judged based on their feasibility, viability, and desirability.

We inculcate a salutary practice of approaching time-bound industry-wide problems with a future-oriented mindset. So far, in this course through challenges the students have addressed 10 out of 17 Sustainable Development Goals, presented by UN Member States.



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SDG IMPACT

The challenges developed with the partners are formulated such that students deliver SDG driven solutions. For instance, a finalist team from the Fit to Fly program addressed multiple SDG by revolutionizing the airport lounges.

Their research indicated that transforming airport lounges into green spaces has a significant potential to revolutionize airports.

From smart IOT based energy management in lounges, sustainably sourced lounge elements like décor, food & packaging to Pavegen floor that convert our footsteps into storage electricity will help the industry in its effort to power its airports with clean energy and reduce Carbon emissions to fight climate change. Another team from the same program addressed one of the SDG targets goals of sustainable tourism in their innovation.

They explored that their traveller persona would be willing to complete certain environmental missions i.e., charity support, beach cleaning in exchange for flying miles or special discounts.

Other 22 teams equally reflected on their future personas and collectively addressed other SDG targets like Good Health & Wellbeing (Goal #3), Affordable and clean energy (Goal #7), Decent work and economic growth (Goal #8), Industry Innovation and Infrastructure (Goal #9), Sustainable cities and communities (Goal #11), Responsible consumption and production (Goal #12), Climate Action (Goal #13), Life below water and on land (Goal 14 & 15), and Partnerships for the goals (Goal #17).



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LOOKING FORWARD

In 2021 we are exploring the future of the building sector with 200+ MSc Strategy & Organizational Consulting and MSc Marketing Management students and 20+ industry partners.

With every edition, we scout for industries facing massive challenges, embracing circularity and technological developments.

To preserve the unique value proposition of the program we aim to keep reinforcing the reference material for students and strive to produce real-life consulting experiences that require participants to deliver customized strategies, build resilience within the society, support ESG and digital transformation. All this will bring industries, which are currently under scrutiny, from obscurity to change at pace.

www.edhec.edu/en/future-buildings