



# Future Design Institute

The major challenges of our time call for **long-term solutions**. Organizations often get bogged down in day-to-day issues and short-term thinking. Without a comprehensive strategy, long-term goals remain unfulfilled, and action falls short.

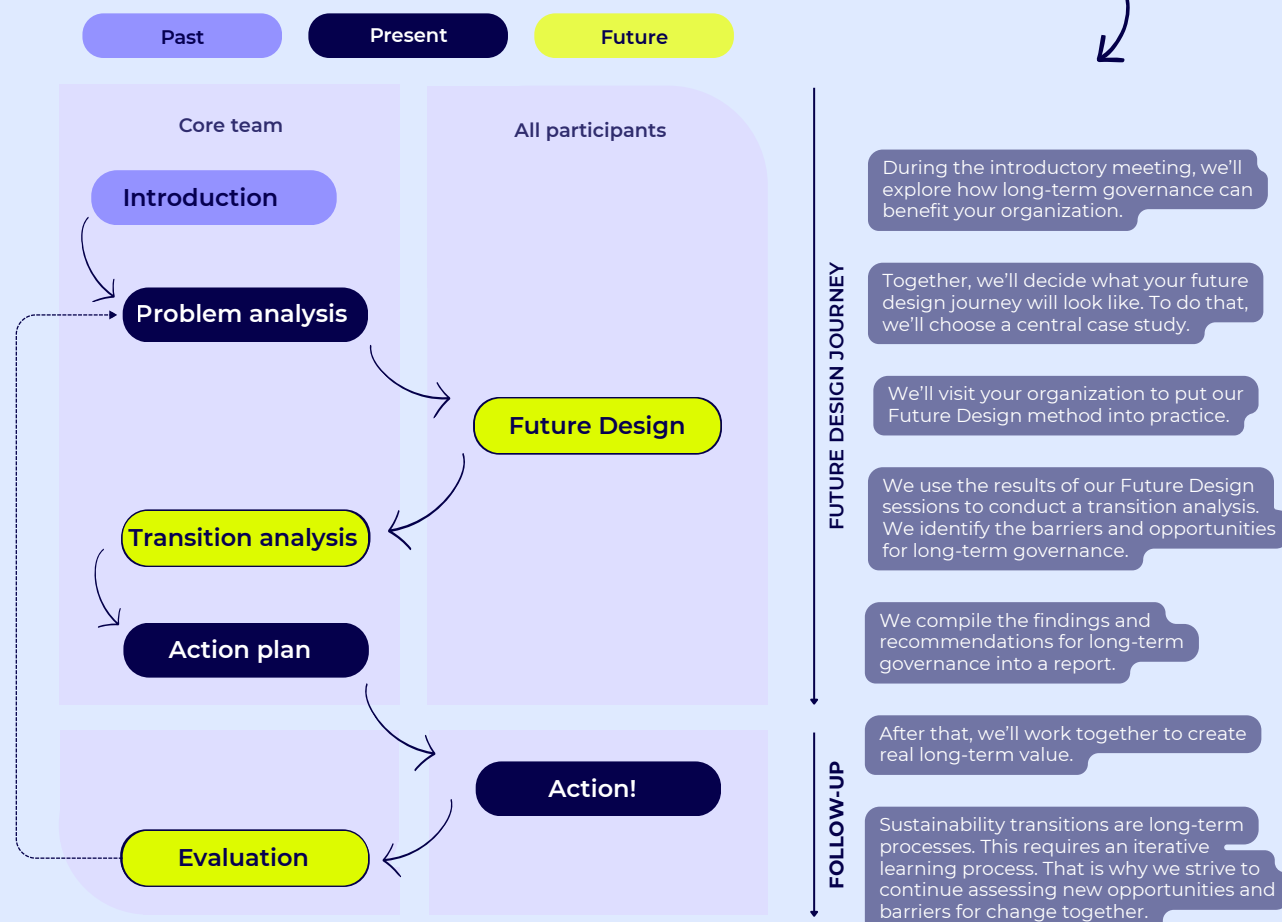
The Future Design Institute helps move beyond short-termism and create space for meaningful **long-term governance**.

We use **futuring** and **backcasting** to examine challenges in the present and the future.

Through a process—featuring interactive **sessions, research, and consulting**—we will:

- Explore alternative futures
- Place strategy and governance within a long-term perspective
- Identify opportunities and barriers to long-term governance
- Identify concrete actions for long-term governance
- Develop futurability—learning to think about and from the future

## A collaboration with the Future Design Institute could look like this



### Want to learn more?

Visit [www.futuredesigninstitute.nl](http://www.futuredesigninstitute.nl) or email [info@futuredesigninstitute.nl](mailto:info@futuredesigninstitute.nl)

# Testimonials

## Netherlands Enterprise Agency (RVO)

For the Netherlands Enterprise Agency, we mapped out where short-term thinking was hindering the implementation of long-term policies in the Zeeland region. Our collaboration brought colleagues from various departments together around a shared sense of urgency and societal impact. We helped RVO embed its long-term vision into its policies, practices, and culture, supported by a growing network of internal future ambassadors.

*"The Future Design method brings colleagues together in the desire to work towards a sustainable future. By putting ourselves in the shoes of the inhabitants of 2065, we were enabled to formulate opportunities for RVO in the present." - Elles Hagens (Project Manager Zeeland)*

## ASN Bank

At ASN Bank, we investigated the sustainability transition in the financial sector, focusing on banks' role in the housing market. We identified entrenched patterns that were blocking a future-oriented mortgage portfolio and defined the consequences of delayed action. The collaboration resulted in a report on long-term governance within the financial sector, with recommendations for Dutch banks. Since then, ASN Bank has been exploring how futuring can serve as a compass in its sustainability decision-making.

*"To break ingrained thought patterns, 'something completely different' is needed. And that is exactly what the Future Design Institute offers." - Piet Sprengers, former Head of Sustainability*

Read the report



## Nyenrode Business University

During the Voices of the Future symposium at Nyenrode, we challenged executives to engage in 'cathedral thinking'. We offered executives a platform to redefine what good ancestry means within their organizations. This led to a discussion on radical system innovations: from community care for the elderly to new business models and nature as a voice at the boardroom table. Executives wrote a forward-looking advisory report for their own organizations, including a perspective on their individual role in that transition.

*"I found it liberating and confronting at the same time. I realize now that we really need to get to work." - Participant*

**Want to read more testimonials?**

Visit [www.futuredesigninstitute.nl](http://www.futuredesigninstitute.nl) or scan the QR code

