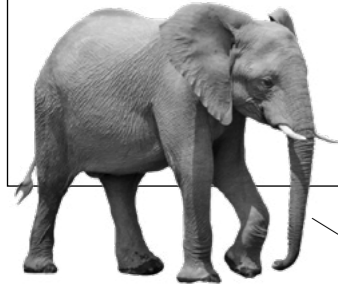


THE INSIGHT AND FORESIGHT ZOO

Identify surprises and open up new perspectives

ELEPHANT

A likely event or phenomenon related to the trend that is not much talked about. What do we close our eyes to, and therefore are surprised when it happens?

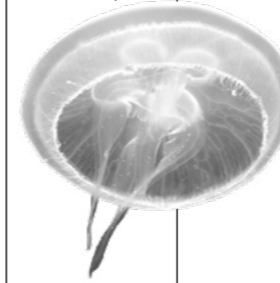


Shh!

JELLYFISH

A phenomenon whose rapid spread or change would have a significant impact on the trend under consideration. What phenomenon, ordinary or extraordinary, could escalate rapidly and unexpectedly?

Let's get rolling!



TREND

Choose from the trend cards

COCKROACH

An agent, thing or phenomenon that will survive the trend in question or adapt to it. Who has special resilience to the changes brought about by the trend?



Bring it on!

BLACK SWAN

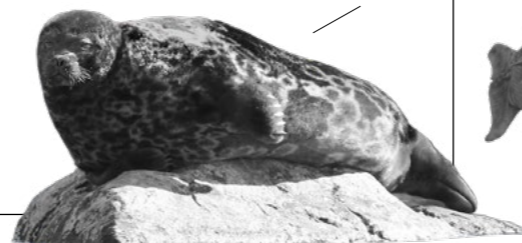
An unexpected event that may significantly change the direction of the trend. What event might be unlikely, but which, if it were to happen, could have a major impact on the direction of the trend?



KABOOM!

SAIMAA RINGED SEAL

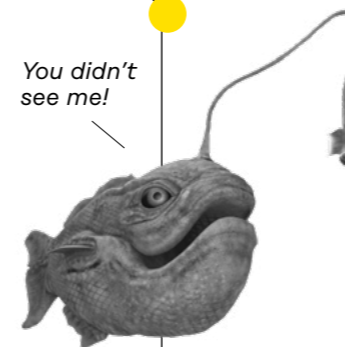
An agent, thing or phenomenon that is the loser in terms of the trend in question. For whom is the trend detrimental? Who does it put in a vulnerable position?



Am I the last of my kind?

ANGLERFISH

The thing that hides behind other phenomena. What underlying interests are involved in the trend in question? Who gets covert benefits from the trend?



You didn't see me!