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**Envisioning the Global Environment in 2025,  
Fall, 1999 Interim Project Report**

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**Abstract**

One of the challenges facing decision-makers today is to anticipate and respond to new pressures in the changing environment and the emerging needs of society. Identifying potential future pressures can be a valuable way to prepare business, government, industry, academic, and other organizations for working together and influencing the future.

In 1998, the Greening of Industry Network (GIN) began an important multi-year cooperative project to develop a shared understanding of a possible future global environment. The project is called "Envision the Global Environment in 2025". GIN is sponsoring this project to better understand the possible evolution of green industries over the next 30 years and to see how GIN can contribute even more to achieving a positive future global environment. The project is coordinated through GIN network nodes in North America (Kurt Fischer at Clark University in the United States), Europe (Ellis Brand, Theo de Bruijn, and Johan Schot at the University of Twente in the Netherlands), and Asia (Somporn Kamolsiripichaiporn at Chulalongkorn University in Thailand).

The overall GIN envisioning project will use a proven process called envisioning to: 1. Collect ideas and insights from the GIN network membership through two surveys, 2. Use this information to develop contrasting scenarios of the future. These scenarios will be focused on a variety of diverse themes - all of which are within the realm of future issues and situations that the Greening of Industry Network should anticipate. And, 3. Help GIN use the scenarios to develop robust initiatives to grow and improve the GIN organization as well as improve the effectiveness of its contacts with industry.

Survey 1 was distributed in June 1998. From the responses to Survey 1, we identified 36

themes concerning forces of change that will impact the future environment. The 36 themes were grouped into 17 major theme categories. Survey 2, distributed in October 1998, was aimed at interpreting the importance of the 36 themes concerning forces of environmental change on a country-by-country basis. Survey 2 respondents added comments to each theme, indicated the importance of the theme to their country, and indicated how much attention is being given to the theme in their country today. Survey 2 respondents also submitted examples of proposed GIN initiatives that would be valued by the respondents' country.

Preliminary analysis of Survey 2 results indicates that eight of the 36 themes representing four categories are viewed as high importance, but with less attention being paid to them. The categories cover environmental awareness, politics and business initiatives in environmental issues, and a combined mobility and transportation category. Our continuing analysis focuses on these eight themes as areas where GIN initiatives would be valued. Further examination reveals that responses vary by affiliation with the various groups represented in the Greening of Industry Network (i.e. academia, government, industry, and non-government organizations or NGOs).