



Genealogy of the future. 50 years of threat scenarios for the European transport industry

Forecasting & Scenarios - Session 5.c

Massimo Moraglio, T.U. Berlin
Robin Kellermann, T.U. Berlin
with Anna-Sophie Liebender, T.U. Berlin

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RACE 2050



Project basics

Project acronym	RACE2050
Project title	Responsible innovation Agenda for Competitive European transport industries up to 2050
Call identifier	FP7-TPT-2012-RTD-1 [Prospects for transport evolution: challenges for the competitiveness of the European transport sector in the long term]
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The workpackages



Our assertion:

Threat scenarios pushed the EU transport industry to react (successfully for themselves)

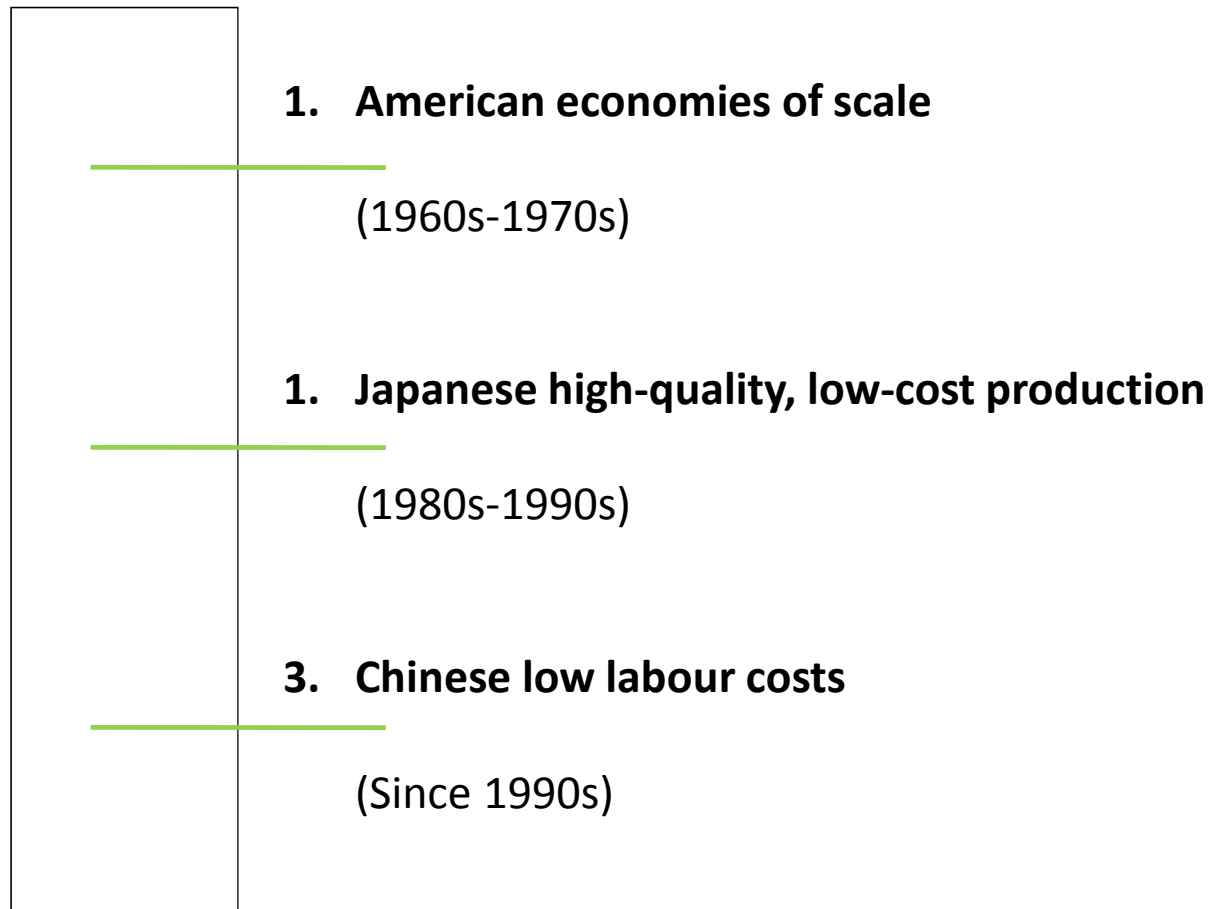
- The reaction followed the classical approach of fordist mass production
- Cheaper products
- Mass numbers
- Eventually top-end products





Last 50 years: Result of shifting external threats

Looking back at the last 50 years: Result of 50 years of shifting external threats



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„The American threat“ (1960s-1970s)

Threat 1: „The American threat“

- Addressed Europe's missing economies of scale



The European Reaction

- EU aviation sector heavily benefited from governmental investments
See the „Concorde – and Airbus approach“
- Europe achieved for the first time a „critical mass“ which lead to economic and political scale effects

European reaction towards the „American threat“



The
„Concorde-
Approach“

European reaction towards the „American threat“



The
„Airbus-
Approach“

Threat 2: „The Japanese threat“

- Japan had a high-efficient, high-quality and cost-saving production
- In Europe still: an outmoded, inflexible concept of Fordist mass production; only domestic business orientation



The European Reaction

- Adapting to „lean production“
- Economies of learning and (international) cooperation
- Boosting EU integration towards the 1992 Single Market
- Catalyze global integration
- Precondition for further success in emerging markets today

Threat 3: „The Chinese threat“

- Mixed blessing:
 - Rising competition in China
 - Profitting from Chinese demand
- -> Mixed blessing depending on sector and company

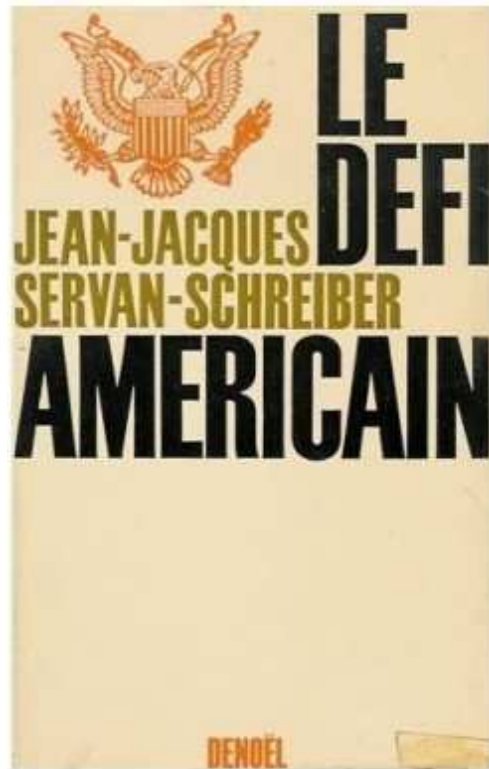


The European Reaction

- Promote cost advantages within Eastern Europe
- Restore critical mass
- Eastward enlargement (2004) in the aviation sector to a European Single Sky
- Harmonization of the rail market
- Commissions high ecological vehicle and product standards



Do we need threat scenarios of the future to cope with the future?



„Shocks are better than surprise“

(Servant-Schreiber 1968)



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What are the challenges now and how could new scenarios look like?





The “new normal”.

Answers & trends of the transport industry

Energy and environment

Two speed world

Emerging economies (top-end products)

Mature economies (energy saving > green washing)

Social changes declining ownership and implement integrated mobility services

Offering a “holistic” approach concerning mobility

For example:

- Deutsche Bahn: Car and bike-sharing
- Daimler: Car pooling and car sharing
- Bombardier: Production of electric buses



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The “new normal”. Answers & trends of the transport industry





A happy-end story?

Which democratic control?

Industry initiatives and policy-makers' support are underrepresented in social sciences. Are we missing a part of the question?

Is industry taking strong care of new social trends?



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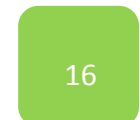
Thank you for your attention!

The bourgeoisie cannot exist without constantly revolutionising the instruments of production, and thereby the relations of production, and with them the whole relations of society.

Marx and Engels 1848



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