



FOUNDATION FOR FUTURE STUDIES

AN INITIATIVE OF BRITISH AMERICAN TOBACCO



THE WORLD IN CHANGE – PEOPLE AT THE CENTRE



WHO WE ARE

Our self-concept

The Foundation for Future Studies, an initiative of British American Tobacco, aims to help society address and cope with the challenges of the future.

For this purpose, we undertake the scientific examination of questions relating to the future, and develop approaches for the sustainable resolution of future societal problems. The key focus of our work is the social and cultural quality of life, as this ranks among the top priorities for our society in the 21st century.

'The world in change – people at the centre' – this is the guiding principle of our academic endeavour, and it enables

us to gain insights on the basis of quantitative and qualitative research methods. With our work, we aim to provide positive momentum for upcoming societal developments, and to offer direction for the future. This is done freely and independently. We regard ourselves as an interface between science and economics, politics and society.



‘WHO ARE WE? WHERE DO WE COME FROM? WHERE ARE WE GOING? WHAT ARE WE WAITING FOR? WHAT AWAITS US?’ (ERNST BLOCH)

CONTENTS



02-03 | WHO WE ARE



CONTENTS

04-05 | HISTORY & PUBLICATIONS



06-07 | HOW WE WORK



08-09 | NATIONAL RESEARCH



10-11 | INTERNATIONAL RESEARCH



12-13 | EVENTS & MEDIA



14-15 | PEOPLE & BODIES



16-17 | INTERVIEW WITH...



18-19 | BOARD OF TRUSTEES

20-21 | BRITISH AMERICAN TOBACCO



IMPRINT

‘THE KEY IS NOT TO PREDICT THE FUTURE, BUT TO BE PREPARED FOR IT.’ (PERIKLES)

HISTORY & PUBLICATIONS

In 1979, British American Tobacco founded the BAT Leisure Research Institute to actively promote basic research into issues affecting society; the Institute became the Foundation for Future Studies in 2007. For more than 30 years, we have been conducting independent and commissioned research with the future of our society as its focus.

Our research topics cover a broad spectrum of subject matter; in content terms, our analyses stand for continuity and advancement at one and the same time. In the 1980s, our research focused primarily on basic questions in the areas of tourism and leisure time; in the 1990s the focus of research shifted to individual target groups, and prevailing social trends in, for instance, the media were also integrated into the range of topics. In the new millennium, as well as continuing research in the previous topics, social and socio-political questions are now at the forefront of our work. And within the context of increasing globalisation,

the Foundation is also extending its gaze beyond the borders of Germany and expanding its research work to a European level.



1980s



‘I NEVER SEE WHAT HAS BEEN DONE; I ONLY SEE WHAT REMAINS TO BE DONE.’ (MARIE CURIE)

OUR RESEARCH TOPICS OVER THE YEARS

A selection of our existing publications shows the breadth of our research:

MEDIA & FUTURE

'Freizeit und Fernsehkonsum im Wandel'
'Jugend und Freizeit'
'Generation @ – Leben im Informationszeitalter'
'Leben zwischen Muß und Muße. Freizeitverhalten von Senioren.'

EUROPE & SOCIAL VALUES

'A Vision for Europe. From Economic Community to Community of Values.'
'Future Expectations for Europe'
'Wir! Warum Ichlinge keine Zukunft mehr haben'
'United Dreams of Europe'

1990s

2000s

2010s

LEISURE & TOURISM

'Probleme im Umgang mit der Freizeit'
'Freizeit und Umwelt'
'Quo vadis, Freizeit?'
'Wohin die Deutschen reisen und wie zufrieden sie damit sind.'

SOCIETY & RESPONSIBILITY

'Der Generationenpakt'
'Edutainment – Bildung macht Spaß'
'Minimex. Das Zukunftsmodell einer sozialen Gesellschaft'
'Deutschland 2030. Wie wir in Zukunft leben'
'Vision Deutschland. Neue Wege in die Welt von morgen'

Note: Most of the publications have been released in German – you can find publications in English under 'International research' and on our website.

HOW WE WORK

Methods

Our insights are based not 'on reading tea leaves' or 'gazing into crystal balls', but on findings from academic research.

In addition to in-depth interviews and small-group discussions, our regular representative surveys in particular make up the core of our research work. We

commission independent polling institutions, which conduct interviews for us in face-to-face interviews with a representative population.

For more than 30 years, we have been readdressing many of these questions to the population at regular intervals, so we now have at our disposal the survey results over the course of time. This enables us not only to track trends and

changes in society, but also to formulate predictions for the future. In addition to these time series studies, however, we also conduct research on new themes and questions and on current developments, which we single out as central themes in surveys.

Some of our research findings:

The rise of honesty

The 10 major objectives of education

As 'very important objectives of education' are mentioned:

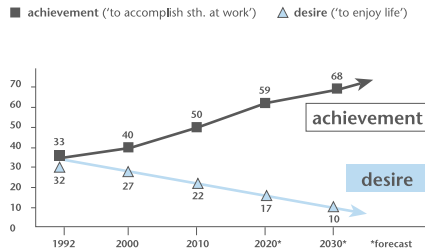
1982	1996	2006	2010
1. Self-confidence	1. Self-confidence	1. Honesty	1. Honesty
2. Self-dependence	2. Self-dependence	2. Self-dependence	2. Reliability
3. Lust for life	3. Honesty	3. Reliability	3. Helpfulness
4. Honesty	4. Interpersonal skills	4. Helpfulness	4. Self-confidence
5. Open-mindedness	5. Lust for life	5. Behavior/Modesty	5. Self-dependence
6. Interpersonal skills	6. Open-mindedness	6. Responsibility	6. Behaviour/Modesty
7. Conviviality	7. Conviviality	7. Conviviality	7. Courtesy
8. Tolerance	8. Diligence	8. Courtesy	8. Responsibility
9. Ability to accept criticism	9. Tolerance	9. Diligence	9. Diligence
10. Respect	10. Courtesy	10. Tolerance	10. Fairness

Representative interviews each with 2.000 persons from 14 years on in 1982, 1996, 2006 and 2010 in Germany

The new desire for achievement

Young generation takes off

Of each 100 interviewees at the age of 14 to 34 years decide for:

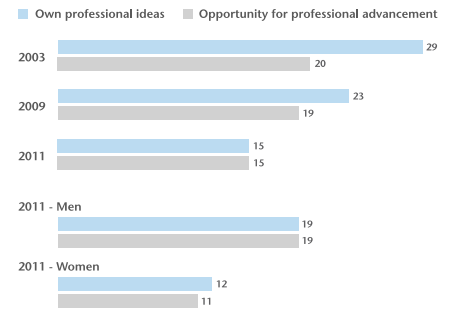


Representative interviews each with 2.000 persons from 14 years on in 1992, 2000 and 2010 in Germany

Career between desire and reality

Equal status in the working environment remains a legend

Of each 100 interviewees can achieve within the limits of work:



Representative interviews each with 2.000 persons from 14 years on in 2003, 2009 and 2011 in Germany

‘AS FOR THE FUTURE, YOUR TASK IS NOT TO FORESEE IT, BUT TO ENABLE IT.’ (ANTOINE DE SAINT-EXUPÉRY)

DID YOU KNOW THAT...

- ... two thirds (68%) of Germans would accept noticeable limitations in their consumption habits and lifestyle if this meant that nature and the environment would be preserved on a sustained basis? (2010)
- ... for almost all (93%) Danes, family is the most important thing in life, but only just half (50%) of Austrians share this opinion? (2010)
- ... two in five (38%) European citizens feel like Europeans? In Denmark, for example, it is 71%, and in Germany 31%. (2010)
- ... three quarters (76%) of Italians see the growing together of Europe as a major opportunity for the future, but by contrast just two in ten (19%) Britons feel the same way? (2010)
- ... three in five (60%) Germans named the desire for freedom and independence as a key reason for not starting a family? (2011)



NATIONAL RESEARCH



For more than 30 years, we - as an interface between science and economics, politics and society - have been carrying out a broad range of research in Germany: research that always has people at its centre. Representative surveys over more than three decades and more than 100 publications have given us a deeper understanding of the German people and their hopes and fears for the future, and this has made us certain of one thing:

In the future, it will no longer be a question merely of improving the standard of living, but rather of improving quality of life. The welfare of society and greater contentment with life have become much greater priorities for people in this day and age.

Since the very beginning of our investigations, research into how people use their leisure time has been a mainstay of the range of topics we cover, as we consider free time and how it is spent to be a key indicator of quality of life. Very early on, the Foundation also applied itself in this

“THE FUTURE HAS MANY NAMES: FOR THE WEAK, IT MEANS THE UNATTAINABLE. FOR THE FEARFUL, IT MEANS THE UNKNOWN...”

connection to a core challenge of the future: demographic change. The resulting changes to the entire leisure industry – from cultural facilities to the media, and from amusement parks to sports clubs – will continue to be a major part of our research. Since the 1980s, our 'Freizeit-Monitor' ('leisure barometer') has reflected the activities and interests that the German people pursue in their available free time.

The field of tourism is another focus of our leisure research. Over three decades, our annual 'Tourism Analysis' has become a benchmark for the tourism industry. Each year, we carry out research on how often people travel, where they go and how much it costs them, but also on people's reasons for travelling, their holiday dreams, and topical special themes such as football World Cup games, or civil disturbance in conflict areas. This research allows conclusions to be drawn on developments and trends in the travel industry.



...FOR THE COURAGEOUS, IT MEANS OPPORTUNITY.' (VICTOR HUGO)

INTERNATIONAL RESEARCH



As well as examining German society, the focus of our research is now shifting to include European themes.

Europe is growing – but is it also growing together?

We regard it as part of our mission to gain an essential understanding of the European people, their visions and dreams, their hopes and fears, their ideals and their everyday habits.

Our research is intended primarily to offer hope for the future of Europe.

In addition to our publications, a range of talks and events complement the Foundation's work at European level.

‘COMING TOGETHER IS A BEGINNING; KEEPING TOGETHER IS PROGRESS; WORKING TOGETHER IS SUCCESS.’ (HENRY FORD)



2011: 'United Dreams of Europe'

Representative surveys of 15,000 people in Austria, Denmark, France, Germany, Italy, the Netherlands, Poland, Russia, Spain, Switzerland, Turkey, Great Britain and Greece, together with interviews with European politicians, scientists and students.

Topics: individual expectations for the future and level of identification with Europe. On this the parallel set online project: www.uniteddreamsofeurope.eu.



2011: 'Urlaubslust. Tourism analysis' (Note: available in German only)

Representative surveys of more than 14,000 people in Denmark, Germany, France, Great Britain, Italy, the Netherlands, Austria, Poland, Russia and Spain.

Topics: travel behaviour of Europeans, 'dream' destinations and criteria for choosing a destination.



2009: 'Future Expectations for Europe. Pan-European Futures Study with Comments by 19 Futurists'

Representative surveys of 11,000 people in Germany, Finland, France, Great Britain, Italy, Austria, Russia, Switzerland and Spain, along with interviews with 19 leading European scientists, academics and experts.

Topics: work, safety, consumption, integration, learning, environment, family, and the gap between rich and poor.



2008: 'A Vision for Europe. From Economic Community to Community of Values.'

Representative surveys of 11,000 people in Belgium, Germany, Finland, France, Great Britain, Italy, Russia, Switzerland and Hungary.

Topics: concerns and hopes as well as personal ideals for the future.

EVENTS & MEDIA

We face up to the future – and enter into a dialogue with society.

We organise numerous events at which our research findings are presented and discussed. With the involvement of representatives from the fields of the sciences and economics, media and politics, we thus enter into a dialogue. This not only serves to disseminate our findings, but also enables us to verify on a regular

basis that our research is actually in tune with current reality, and ensures we are not simply carrying out research 'from the ivory tower of academia'.

Among other activities, in 2004 we joined forces with various experts to set up an exclusive background discussion group. This group meets regularly, each time conducting an open discussion on topics that are – or will be – of high social relevance.

For this purpose, we have established partnerships with a range of partners who are themselves looking into the subject of 'the future', in Germany and in other countries.



‘ANYONE CAN LEARN FROM THE PAST. THESE DAYS IT IS MORE ESSENTIAL TO LEARN FROM THE FUTURE.’ (HERMAN KAHN)

Here are a few examples of our partnerships and events:

- ‘Germany – a Generation on’ – Future Congress, in cooperation with the German Federal Chancellery and the ‘Stifterverband für die Deutsche Wissenschaft’
- Bayreuth Future Forum – organisation of symposia on a range of topics concerning the future, such as ‘Religions and values in flux’, ‘The future of energy’ and ‘The day after tomorrow – Africa setting the trend’
- European Futurists Conference Lucerne – Professor Reinhardt is a member of the Advisory Board of Europe’s biggest gathering of futurologists
- Centre for Future Studies at Salzburg University of Applied Sciences and the European Forum Alpbach – taking part in the annual conference series ‘Zukunft: Lebensqualität’ and other research projects and press conferences



MEDIA

In order to make the content of our research accessible to a broad swath of the general public, the Foundation sees to it that its findings are disseminated via the media: The results of the Foundation’s current research projects are regularly reported on television and on the radio, in the print media and online. Our German website www.stiftungfuerzukunftfragen.de offers extensive information options, such as:

- a video glossary explaining key concepts of the future
- information on current events
- an archive of press reports since the founding of the Leisure Research Institute
- registration for our newsletter (‘Forschung Aktuell’)

Information is available in English at www.foundationforfuturestudies.com. For the book project ‘United Dreams of Europe’, you’ll find a further online presence at www.uniteddreamsofeurope.eu. This site gives every interested user the chance to write his own dream of and for Europe, and in this way to become part of the project.



Visit the Foundation for Future Studies and ‘United Dreams of Europe’ on facebook.

PEOPLE & BODIES



PROFESSOR ULRICH REINHARDT

Scientific Head and Chairman of the Board of Trustees



KARIN SCHLÖMER

Managing Director
Head of Sustainability
British American Tobacco
(Industrie) GmbH



ULF BAUER

Executive Board
Head of Corporate Communication
and Policy
British American Tobacco
(Industrie) GmbH



PETER HALACZ

Executive Board
General Manager
British American Tobacco
Baltic



LENA PELEIKIS

Media and Public Relations



MARTINA PETERS

Media and Public Relations



INTERVIEW WITH...

TO TAKE RESPONSIBILITY FOR THE PAST IS INEVITABLE.



PROFESSOR ULRICH REINHARDT

After the completion of studies in Educational Science and Psychology at the University of Hamburg, Ulrich Reinhardt (born in 1970) started in 1999 working as a doctoral student at what was then the BAT Leisure Research Institute.

Subsequently he was taking on a variety of roles within the Institute (among others, press officer and project manager) before becoming an executive member of the management board of the Foundation for Future Studies in 2007.

Since 1 January 2011 he is the Scientific Head of the Foundation.

He is also a member of a number of advisory boards, such as the Advisory Board of the European Futurists Conference and the Zukunftssymposium Bayreuth, and holds a professorship in Salzburg.



‘Future is origin’ is one of the Foundation’s basic tenets; what do you mean by that?

Our approach to research is based on time series and comparative values. This means we ask a representative cross-section of the population the same questions again and again. This enables us to identify trends and generate reliable forecasts for the future. One key outcome in our time series research recurs almost every time: our citizens change their behaviour only very slowly, and remain true to themselves and their ideals. New opportunities do not automatically lead to a change in behaviour.

For more than 30 years, the Foundation focused its work on Germany. What has prompted you to break with this tradition and expand your research into Europe?

For one thing, increasing globalisation and Europeanisation is now impacting on

life in Germany much more heavily than in the past. We wanted to make allowance for this development. For another thing, while I am staunchly pro-European, I also believe in the necessity for a continent that grows together.

Your predecessor, Professor Horst W. Opaschowski, left his mark on the Foundation over three decades. What tips and recommendations did he pass on to you?

I had the great good fortune and the honour of being able to work alongside Professor Opaschowski over 10 years, and to learn from him. During this time, he gradually delegated to me various fields of research and responsibility, and at the same time always encouraged me to develop my own areas of research, too. The confidence he showed in me and the knowledge that he passed on has given me an ideal starting point to successfully continue with the Foundation’s work.

Let’s take a look into the future – where do you see the Foundation?

In the future, people will continue to be at the heart of our research – with their behaviour and all their needs, desires, fears and aspirations. Researching these features of our contemporary society, and drawing the right conclusions from the findings, is precisely what the Foundation committed to doing, more than 30 years ago. We will continue in the future to hold true to this principle.

We will continue to work in the Foundation’s traditional fields such as leisure and tourism, learning and work, and we will keep up the research on socio-demographic groups such as young people, women and senior citizens. At the same time, however, we will also be looking into new topics. This means that, on the basis of our research on Europe, in the coming years we will doubtless also turn our gaze in the direction of countries further afield and address ourselves to global comparative studies.

Professor Ulrich Reinhardt has been Scientific Head of the Foundation since 2011, following in the footsteps of Professor Horst W. Opaschowski.

BOARD OF TRUSTEES



AD SCHENK

Vice-Chair of the Board of Trustees, CEO British American Tobacco (Germany)

'How the future unfolds depends on whether we are willing to identify, from the knowledge we have today, a need to take action for tomorrow. We need ideas for the future that will signpost the way forward in the world of tomorrow. Future studies must therefore be accorded much greater importance, because every path we choose today opens up a new piece of the future. I am delighted that the Foundation for Future Studies is making a major contribution in this field.'



DR. MICHAEL HOHL

Mayor of the City of Bayreuth

'I am proud to be a member of the Board of Trustees of the Foundation for Future Studies, because the Foundation endeavours to address the problems of the present at a very deep level, because it seeks to identify the needs of people and of society, and because it identifies trends in a timely manner and is committed to creating a better world in a bright future!'



HANS-ULRICH JÖRGES

Editor-in-Chief of 'Stern' and Editor-in-Chief Special Issues for Gruner+Jahr

'No word is so routinely misused in politics as 'future'. And no concept is so rarely pursued in political decision-making. Politics lives in the yesterday and the today, and rarely in the tomorrow. But what people are seeking above all is perspective and direction – the foundations on which confidence is built. Those who work to address the future oppose this pervasive loss of meaning, and in the process they create confidence.'

‘YESTERDAY IS NOT OURS TO RECOVER, BUT TOMORROW IS OURS TO WIN OR LOSE.’ (LYNDON B. JOHNSON)



MICHAEL KRAUSHAAR

Former Director of Policy and Corporate Communication Europe, British American Tobacco

'I believe it is a matter not of predicting the future, but of actively creating it. Each and every individual has a role to play in this process of creation, and it's therefore vital to understand what makes people tick today, what they expect in their lives, what they desire and what they fear. In order to research and collate this information, and to stimulate discussion about this creation process among representatives of society, the sciences, economics and politics, British American Tobacco has created an important neutral space, the Foundation for Future Studies.'



PROF. HORST W. OPASCHOWSKI

Futurologist and Adviser on Economics and Politics, former Scientific Head of the Foundation for Future Studies

'Advise. Accompany. Assess. As academic, my concern is with the sustainable attainment of the Foundation's aims: to find answers to open questions relating to the future, and to help to resolve the problems of the future.'



MAX SCHÖN

President of the German Association of the Club of Rome

'Too little attention is paid in policy matters to the attitude of people in regard to their own future and the future direction of our society as a whole. The work of the Foundation is therefore a particularly crucial contribution to the development of strategies and visions for the future.'



DR. WOLFRAM WEIMER

Publicist as well as founder and publisher of 'Cicero – Magazin für politische Kultur'

'There is no future without origin, but also no origin without future. I am fascinated by the long strands of changes that shape society. For this reason, I follow the work of the Foundation for Future Studies with journalistic curiosity. For many years now, the Foundation has acted as a scientific and cultural 'bloodhound', sniffing out key trends in Germany and Europe.'



PETER ZÜHLSDORFF

CEO of Deutsche Industrie Holding

'The FFS is committed to the sustainable resolution of the challenges facing society in the future. The sponsorship of science and research is set to become increasingly important in the coming decades. As the interface between science and economics, politics and society, the FFS makes a key contribution in this respect, and I am delighted as a member of the Board of Trustees to be able to be involved in this.'

‘LET OUR ADVANCE WORRYING BECOME ADVANCE THINKING AND PLANNING.’ (WINSTON CHURCHILL)

THE FOUNDER – BRITISH AMERICAN TOBACCO



THE SOCIAL COMMITMENT OF BRITISH AMERICAN TOBACCO

British American Tobacco Germany believes that a company can only be successful in the long term in a socially cohesive environment.

The company sees its social commitment as an important investment in the future of society. This self-concept is evidenced, inter alia, in the establishment of the Foundation for Future Studies, which makes a key contribution to enabling society to address and cope with the challenges of the future.

British American Tobacco Germany already has a long-standing tradition of social commitment. As well as a proud record of more than 50 years supporting cultural initiatives in Hamburg, in 1991 the company set up the Raymond Loewy Foundation to promote the discipline of design, and has also been organising the CampusGalerie in Bayreuth, where the works of talented young artists are presented, for more than 10 years.

IMPRINT

THE FOUNDATION

- Non-profit foundation under civil law, with legal capacity
- 1979: Year of founding (BAT Leisure Research Institute)
- 2007: converted to the Foundation for Future Studies
- Registered office: Hamburg
- Founder: British American Tobacco (Germany)
- Scientific Head: Professor Ulrich Reinhardt
- Managing Director: Karin Schlömer

CONTACT

FOUNDATION FOR FUTURE STUDIES.

An initiative of British American Tobacco
Alsterufer 4

20354 Hamburg

Phone: +49 (0) 40 4151 2264/2208

Fax: +49 (0) 40 4151 2091

contact@foundationforfuturestudies.com

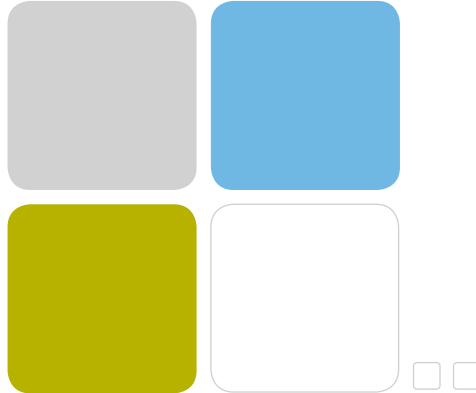
www.stiftungfuerzukunftsfragen.de

www.foundationforfuturestudies.com

You can also find a pdf version of this brochure here.



Visit us on facebook, too.



Editor:

FOUNDATION FOR FUTURE STUDIES.

An initiative of British American Tobacco
Alsterufer 4
20354 Hamburg

Concept & Design:

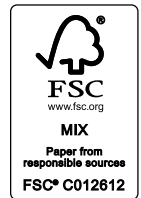
BÜRO LUZ, www.bueroluz.de

Production:

Albert Bauer Companies GmbH & Co. KG
www.albertbauer.com

Photo credits:

Michaela Kuhn, www.licht-form-arte.de
Markus C. Hurek (Photo Dr. Wolfram Weimer)





FUTURE IS ORIGIN

