

The Radical and the Resilient – Narratives to highlight the road to desirable futures of work

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Welcome to the World of Narratives

1. Aim and background
2. Four Radical Narratives
3. How to elaborate them?



1. Aim and Background

T-Winning Spaces 2035

Winning spatial solutions for future work, enabling the double twin transition of digital/green and virtual/physical transforming our societies by 2035

Increasing number of 'digital' workers will be able to work wherever they prefer. This development does not diminish the importance of the characteristics of the physical spaces (e.g. the size, layout, type, and location) but, on the contrary, emphasises their role.

The spatial solutions will impact the performance and wellbeing of workers, but have also significant direct and indirect environmental impacts on how we e.g. use spaces, commute, consume and spend leisure time.

We aim to increase understanding about the environmental and social impacts and challenges of digital remote work, and provide winning spatial solutions as well as strategy, policy and management recommendations for different types of organisations and individuals to empower them to support the double twin transition of digital/green and virtual/physical.

<https://www.utu.fi/en/university/turku-school-of-economics/finland-futures-research-centre/research/t-winning-spaces-2035>



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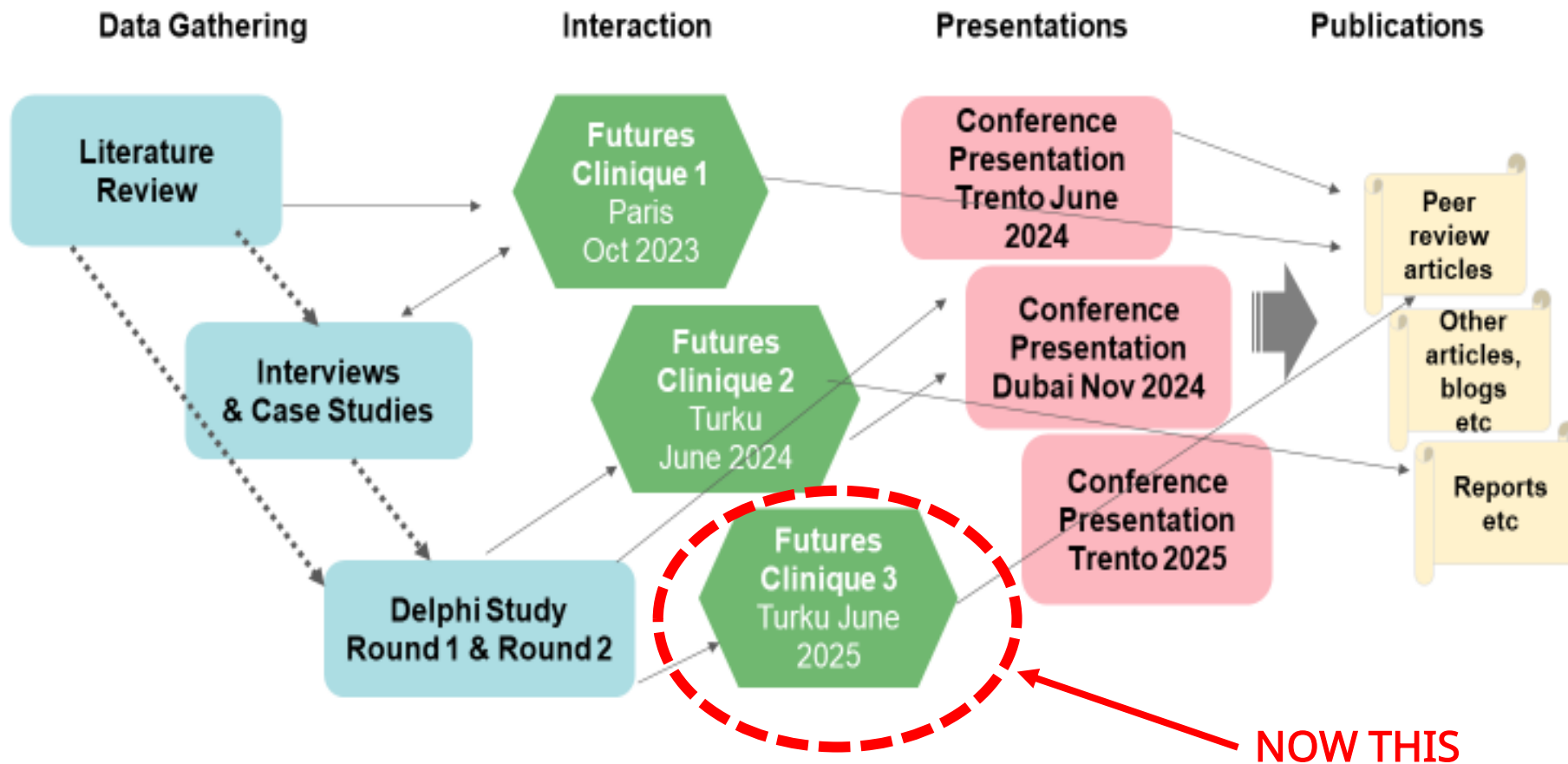
T-winning Spaces 2035 Project

- The topic of **work** is full of contradictory elements and developments, opposite to one another but are still happening at the same time.
- We have earlier applied the method of **paradox probing** which helps to deconstruct complex issues.
- Our set of four radical narratives on the futures of work is based on a two-round **Delphi study** and **expert interviews**.
- The narratives are used as strategic tools for sense-making of complexity and to contribute to **anticipatory governance** in companies and organisations.

Process chart

WP1: Research Process Chart

Aim of using Narrative Foresight:
To help stakeholders envision alternative futures!

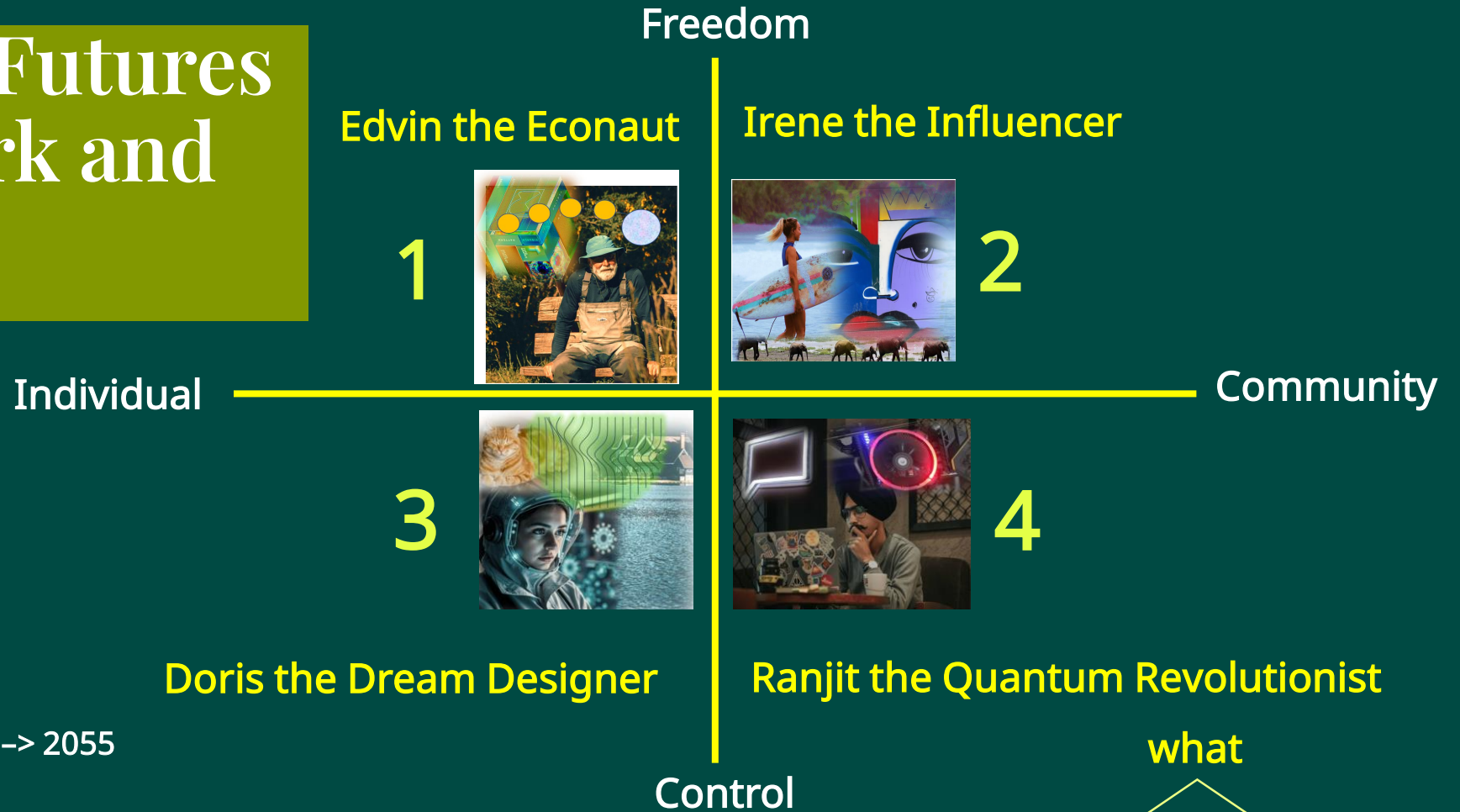


2. Four Radical Narratives for Futures of Hybrid Work

Narratives are powerful tools

- For **manipulation, communication, inspiration** and sense-making. Narrative process = actors' portraits + storyline texts to influence policy debates.
- **Narratives make sense** of the futures of work opening up different vistas for actors set in different spatial and temporal conditions and contexts.
- Our use of narratives = use of collective intelligence.

Narratives of Futures of Hybrid Work and Workspaces

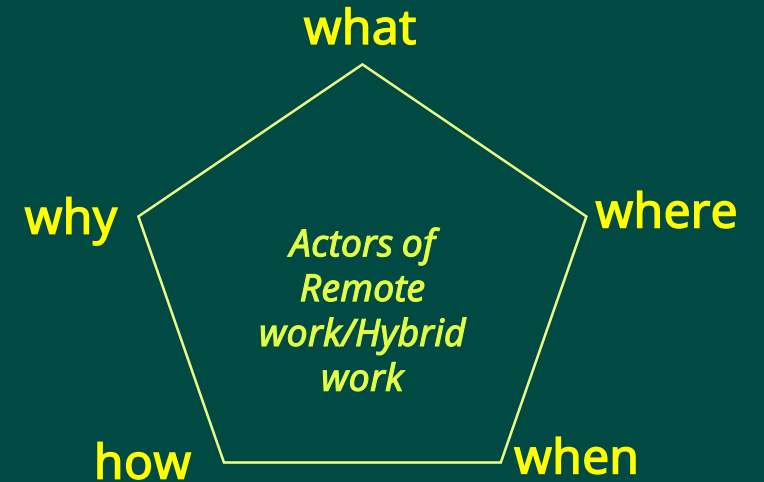


2035 is the Tipping Point --→ 2045 → 2055

In each actor-based narrative:
What – where – when – how – why?

Each contextualised in a **new paradigm for work**

To be evaluated and modified towards desirable:
Wellbeing – Environment – AI /digitalisation



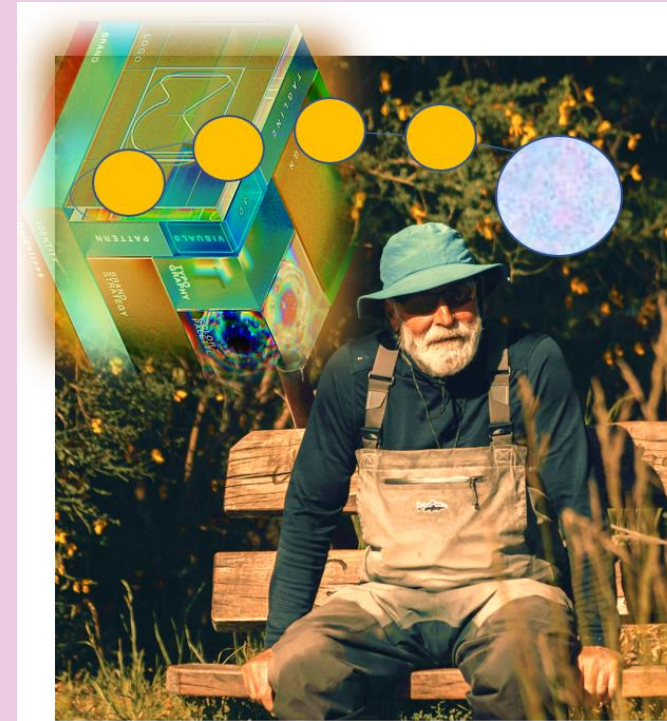
New Paradigm for Futures of Hybrid Work 2035

- Work is **hybrid** and **multilocal**, populating **homes, offices, co-working spaces**, forests, parks, and the **metaverse**. However, the idea of locality gains importance - people still physically tied to chosen places.
- Worklife is powered by **digital literacy** and by **curiosity, creativity, analytical, critical** and **system thinking**. The constant need to change has made mental health a central part of occupational health.
- Majority of economic goals are bounded by the **need to improve living conditions** throughout the globe. And yet, **motivation** for work at individual level is still to make ends meet. **Purpose** and **pleasure** intertwine for some, while just staying alive is still a top priority for many.
- On one hand, **self-realisation** is at the heart of the new paradigm of work. On the other hand, **collaborating**, co-surviving, contributing and **regenerating** are the real stance. Focus is on service for the **common good**, also securing life for future generations through tackling the urgent issues societies face.

Narrative A: EDVIN THE ECONAUT (Individual + Freedom)



- **Who:** **Male** 69 yrs, no higher education, **DIY guru**, widower, 3 adult children, lonely wolf
- **What:** **Eco-restorer**, once retired, **newly employed** by several org (public/private) purifies sea water in the Baltic Sea, plants mangroves in the Caribbean, **grows food** from cells
- **Where:** Extreme **multilocality**. Lives in Turku in a small apartment, can use an office in Turku Science Park, travels on-demand globally (multimodality: train, planes, ships)
- **When:** **Hoffice 2 days**, client or other sites 2 days, 1 day at office as attractor/week
- **How:** **Mobile mini-lab**, under water conditions, extreme weather conditions, prepares for adventures, survivalism and all-round mobility, AGI for innovative solutions
- **Why:** **Driven to combat loss of biodiversity** (because he can – he's a sought-after global contributor) + maintain own health



Narrative B: IRENE THE INFLUENCER (Freedom +Community)



- **Who:** **Female** 25 yrs, graduated fast from business school (economics, intl marketing), grown with **digital fluency**, diversity and individualism, has a partner, one child and pets
- **What:** Freelancer in **brand building** + **grassroot activism** for animals both in Finland and abroad
- **Where:** Extreme **bilocality**. Lives in Helsinki (in a big rented collective with a designer partner and like-minded friends) and Portugal/Costa Rica + **virtual presence** in Kenya&Uganda (for animal protection). Frequent flights (locally public transit or bikes)
- **When:** No office, **hoffice 2 days**, third places 3 days, half a year in Finland/half abroad
- **How:** **Advanced mobile work** equipment incl RT vlog camera, AI in multiple use, android service robot
- **Why:** Wants to **combine work and life** – satisfaction from growing followers in social media, seeking for sustainable ict solutions, priority to belong to a surfer community

Prevailing Paradox: **Paradox of Work/Life Balance**



Narrative C: DORIS THE DREAM DESIGNER (Individual + Control)



- **Who:** **Female** 41 yrs, doctoral degree, **married** to a professor from Wuhan University
- **What:** **Medicine practice** + clinical breakthrough research on **epidemiology** and dream studies, dreams as **therapy for mental health**, vocational health, gene therapy and synthetic biology
- **Where:** Lives in **Kuopio** in Archipelago city quarter in a spacious countryhouse, travels quarterly to China and Africa for a month, seeks for **inspiration** in forests and parks where she has **installed huts** and spots for both physical exercise and mental digi-freedom for all to use, "beds at offices"
- **When:** **Hospital** 2 days, home **private practice** 2 days, 1 day voluntary work /week
- **How:** **Lab work** with extreme precautions (bird flu, Ebola), quantum computer access, strict privacy precautions
- **Why:** Care as personal mission, **ethical concerns** for global population problems, and for future generations, aspires for a Nobel prize

Prevailing Paradox: **Paradox of Control**



Narrative D: RANJIT THE QUANTUM REVOLUTIONIST

(Community + Control)



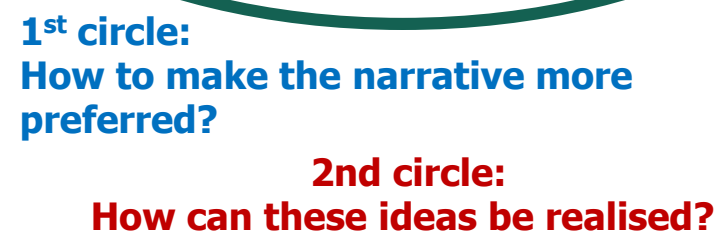
- **Who:** **Male** 33 yrs, Indian immigrant, Sikhi, doctoral degree in AI engineering, married to a Finnish art event organiser and yoga teacher, with twins adopted from Kerala
- **What:** After arrival to Finland, used to work in the Finnish Bluefors Co producing **cooling systems** for **quantum computers** and now has a private successful quantum computing start-up and teaches in Oulu university
- **Where:** Lives in Oulu in a spacious **high-rise flat**, often accommodating his fellow Indians + owing to Helsinki University co-operation has ample and luxurious working space in **co-working spaces** in Helsinki centre, flies regularly Oulu-Helsinki route
- **When:** Oulu start-ups joint office 2 days, Helsinki 2 days, **third places** in Finland or abroad 1 day/week
- **How:** **High-tech** work **equipment**, AGI + quantum computers, **classified work** for government, stress from **responsibilities** to many levels: large family in India, reports to Finnish Secret Police, expert on counterterrorism and detecting/preventing cyber attacks
- **Why:** Found **a haven in Finland**, but mental problems due to **high digistress** and workaholics, cannot return to India for political reasons but sustains his Indian family clan, wants to help those in distress, enjoys intercultural approach



3. How to Elaborate these Narratives?

Futures Wheel for Preferred Futures of Work

- Narratives are **elaborated** by using **futures wheel**. The wheel is divided in three segments, which represent different dimensions of work life - Wellbeing, Environment & Artificial Intelligence.
- The aim is **to produce ideas** reflecting these different segments. The first circle of the wheel **focuses on**:
 - 1) How to make the narrative more **preferable**?The second circle asks:
 - 2) How can these ideas to be **realised**?



First, as **inspiration** ->
Jerome Glenn's Keynote



Thank You!

T-winning Spaces 2035 Project



Readings

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