

## SOCIAL FUTURING: AN INNOVATION IN MEASURING COUNTRIES' FITNESS FOR THE FUTURE

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### ABSTRACT

'Social futuring' labels a new, academic concept and approach tested to be exploited in the measurement of social entities' readiness for their prosperous futures. This novel approach was introduced by the Social Futuring Center (SFC) of Corvinus University of Budapest in the frame of an international and multidisciplinary research project launched in 2017. The planned outcome of the project is the Social Futuring Index (SFI) that will be employable to indicate countries' future-prone assets, capabilities and mindsets. The SFI summarizes the factors that contribute to the creation and sustainability of 'a life worth living': it identifies types of changes, appoints four pillars (1 geopolitical-ecological, 2 technological, 3 socio-economical, 4 cultural-spiritual), and four normative standards (1 attachment, 2 care, 3 peace and security, 4 contentment) and thus pools indicators to their matrix. The formulation of the SFI is currently under progress and is due to be globally introduced in Spring 2020.

The present paper aims to introduce the findings of this international research. By means of the normative, analytical and discursive approaches, a complex definition of social futuring will be established. Through comparisons to the concepts of 'resilience', 'future-orientation' and 'future proofing' the characterizing differences will be stated to prove the uniqueness of the concept. In turn, the forms, normative standards and functional pillars of social futuring will be discussed in order to outline the structure of the SFI.

With the idea of social futuring, a new approach, a unique method, and a future way of thinking is unfolding. It shall provide a concept and toolset for future generations to develop an attitude and mindset for concurring global challenges. The paper endeavors to contribute to this provision.

### Keywords

Social Futuring, Social Futuring Index, social entities, normative standards, pillars