

First keynote confirmed for OUTLOOK™ 2020!

16 June 2020

EDANA has the pleasure to announce Jeffrey Saunders, founder of Nordic Foresight, as the first confirmed keynote speaker of the virtual OUTLOOK™ 2020. He is an expert in strategic futures studies and foresight.



His keynote speech will focus on the post-COVID-19 world and its implications for the nonwovens industry. His presentation is based on six strategic scenarios describing both the transition and post-COVID-19 world, where there is “no returning to business as usual”. These scenarios will explore the uncertainties and dynamics that will most likely shape international affairs and create the context and conditions under which all industries will have to operate.

Jeffrey Saunders is an expert in strategic futures studies and foresight. He has advised governments and executive committees and boards of directors for Fortune 500 companies and has worked in the nonwovens, chemical and energy sectors. Previously, he was Director and head of the Strategy & Innovation team at the Copenhagen Institute for Futures Studies (CIFS), Chief Consultant at SIGNAL Architects, and adviser to the Office of the Secretary of

