

### SPECIALIZATION IN FUTURES DESIGN

*This project has a manifesto: It's time to question the future of politicians, technocrats, and academia; most of whom do not empower the rural communities of Colombia about*

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# The images of the future in of Santander, Colombia?

on the future perspective from the countryside, defined by  
whom do not work or live there. It is time to listen to and  
bia about their own images and vision of the future.

the pre-work and signal analysis

## 02 A CONTRYSIDE WITHOUT PEOPLE WHO WORK AND LIVE THERE

In 2017, 30 percent of the country's inhabitants lived in rural areas and, according to estimates for the year 2050, only 13 percent of Colombians will continue to do so.

Source: Celade

## 03 FARMING WILL BE THE BIGGEST JOB ON EARTH

In 1960 a USA farmer fed 25 people; in 2020, they fed 150 people. By the year 2050, rural people worldwide will have to produce more food than has been grown in all human history, in a scenario of feeding 10 billion people.

Source: BASF

## 04 CLIMATE CHANGE WILL DEFINE EVERYTHING

Agriculture is a major part of the climate problem. It currently generates 19–29% of total greenhouse gas emissions. Additionally, 1/3 of food produced globally is either lost or wasted. On the other hand, global warming could cause a 30% in food production.

Source: World Bank

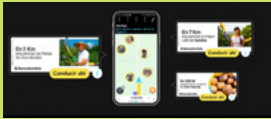
## A BIG TURE

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## 05 NEXT TECH WAVE COULD HAPPEN IN RURAL ECONOMY

Today, most of the startups, tech innovations, and VC investments are concentrated on urban projects and needs. However, there is a new generation of innovators, many of them coming from rural life, who are developing high-tech projects to address many of the countryside challenges.



Source: Bancolombia

d development

ural people in the same place simultaneously is not easy work. However, the community gathers  
se to create an intervention during the main festivity of Puente Nacional, Santander (a rural town  
ience in the public space in order to engage easily with participants. Using post-its, stickers, and  
e their vision of the future for the next 30 years and develop their ideas of the probable, desirable,  
h is inspired by the ITF Project "What's the future of San Mateo County?", led by Jake Dunagan, as



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Ideal Space of intervention, Market Place, Plaza de Luces, Puente Nacional, Santander (Colombia)  
Source: Google Street

centro.

Scan to  
access  
signals  
database



## 06. Strategy and next steps

CIPHER and the analysis of emerging issues have shown that there are two driving forces influencing the future of rural life in Colombia. On the one hand, there are many negative pressures faced by farmers and rural people, such as land ownership, low income, climate crisis, which force many of them to migrate to big cities. On the other hand, the trend of innovation has created an interesting investment and development environment from which rural communities could benefit.

The next step is the most important: listening to them. To listen to your visions, experiences, fears and desires. What we expect:

- Design an easy and interactive framework to implement in the public space of Puente Nacional
- Use the Local Fair (June, July) to invite as many people as possible to join the activity
- Compile the information and apply the methodologies described before in this document.

How to Research the Images of the Future in Rural Communities of Santander, Colombia?  
¿Cómo investigar las imágenes del futuro de las comunidades rurales de Santander, Colombia?

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