

“ Foresight has approaches that *enable us to envision a desired future and move towards it.* ”

Simply put it was always relevant as people are making decisions today which will not be implemented for some amount of time. Today foresight is particularly relevant as it is a field that **addresses complexity** and today's environment is more complex than any other time in my lifetime. ”



DR. JONATHAN CALOF
UNESCO Professor Co-Chair
University of Ottawa

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Dr. Jonathan Calof is the UNESCO co-chair on anticipatory systems for innovation and venture creation. He combines research and consulting in competitive intelligence, foresight, market insight and analytics to help organizations develop anticipatory systems that will lead to the innovative products, services and government programs needed for tomorrow.

In 2025, Jonathan was presented in the Senate of Canada with the King Charles III Coronation medal. In 2024, the Globe and Mail Report on Business wrote that Dr. Calof was “the éminence grise of Canadian CI theorists” while various other media (including international referred to Jonathan as “regarded worldwide as a competitive intelligence guru”. He is also the recipient of many honours including Frost and Sullivans Life Time achievement award.

Jonathan sits on numerous boards both corporate and community including service as Vice-Chair of the Pearson Center for Progressive Policy and the board of advisors for the Strategic Consortium of Intelligence Professionals.

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