

1

CHAPTER 1

Introduction

1

Introduction



Modern society is immersed in a changing world in which our capacity to adapt to change is fundamentally important. By analysing the impact of new trends, we can gain a better understanding of such change, helping us to adapt better, minimise any negative repercussions and capitalise on any business opportunities it offers.

Bankinter created **Fundación de la Innovación Bankinter** to foment a more innovative attitude in the business sector and to enable actions to be taken in the present that will enable us to take full advantage of the future. It is an ambitious and innovative project, through which Bankinter hopes to stimulate the creation of business opportunities from changes in social surroundings. The project, which boasts some highly prestigious members, is also intended to reinforce Bankinter's commitment to society.

The flagship project of the **Fundación de la Innovación Bankinter** is its "Future Trends Forum" (FTF), a showcase for Bankinter's culture of innovation and commitment to new developments. The forum comprises acclaimed experts from different fields of learning, eminent international scientists and intellectuals. Its distinguished members try to look forward into the immediate future, detecting economic, political, social and technological trends that will impact different sectors and decide what conclusions they should make know to society at large.

The FTF's methodology is based on three essential pillars: a multi-disciplinary approach, neutrality and globality. It seeks to convey all the objectivity of a forum enriched by a range of viewpoints, which remains unbiased and unswayed by interests of any kind.

Notes

The FTF members freely propose, vote and finally decide on a subject, which they then go on to debate in greater depth. The final result of each of these processes is to disseminate the conclusions of this research work among business-people, professionals, senior management and companies and institutions. This takes the form of a series of lectures, touring leading Spanish cities, and this publication.

This book sets out the analyses made by the FTF and its main collaborator, Accenture, on the outlook for energy in the short term. Sections include "Context and current situation"-which takes a detailed look at the current state of different energy sources; "Energy-related challenges and aspects"-which analyses the roots of the energy problem grounded in the situation examined in the previous chapter and its implications on different energy-related aspects;

and, finally, "The FTF view of energy challenges", in which the experts set out their conclusions on the future scenario of energy and the most probable repercussions that meeting these challenges will have in the economic, political and environmental arena.

Once again the **Fundación de la Innovación Bankinter** hopes that this publication will be not only a source of information, but especially a stimulus and a guide for professionals and business people working in different industries who will to some extent be influenced by the problem of energy on all the world's markets.