



**Scenarios  
2040**





# Our Vision

The Center for Houston's Future advances the Houston region as one of the top ten global communities in which to live and work.



**CENTER FOR HOUSTON'S FUTURE**  
The Region's Think Tank



The Center brings business and community together for the future of the Houston area.

We do this by:

- Conducting regional research and facilitating strategic planning
- Strengthening the base of diverse leadership
- Involving people in the ground work for Houston's global future



## Our Mission is Reflected in Our Programs

- civic leadership
- collaboration & community engagement
- regional research & strategic planning



# Regional Research & Strategic Planning



During the last two years, we've been conducting the largest public-interest, business-led, regional Scenarios project in the country.

# What is a Scenario?

A Scenario is a story about a plausible future.

- A Scenario is not a forecast or a vision
- A Scenario is thought provoking
- A Scenario challenges the way we view our world and its future



The Center for Houston's Future is here to engage our

# What is a Scenario?

- Requires extensive research, analysis and discussion
- Highlights potential success, influence and change facing our region
- Identifies areas of concern and opportunity

It is up to each of us to understand how these stories can impact our own lives and inform the decisions we make to shape our future.



# How Did The Center Do It?

Developing these scenarios required significant effort from a broad range of people.

- For two years we have been conducting the largest public interest, business-led regional scenario project in the country
- A broad range of people from eight counties in the region participated in the development of these scenarios



# Major Research Themes

## Our Support System

Economic Structure & Performance

Hydrocarbon Economy & Transition

Our Relation to Biosphere

## Our Relations With Each Other

Systemic Reality Of Equal Opportunity

Capacity to Agree

Mindsets

## Our Relations With The Outside World

U.S.A. Standing in the World

Relations with the Americas

Our Relations with the Competition



# Video Presentation Style

- Neutral & objective
- Straightforward – no bells, no whistles
- Not entertainment
- Compact & concise

These videos were produced using the same narrator and the same graphic style such that they are stripped of the possibility of manipulation.



# Scenarios 2040

One is not good, and the other bad.

The Center is not advocating for one or the other.

These are simply two plausible pictures of the future to engage people on the issues that will ultimately define our future





# 2040 SCENARIOS

## Learning To Live

The “Learning to Live” scenario shows the Houston region turning toward an inwardly focused path – one that emphasizes the quality of its citizens’ lives.



# 2040 SCENARIOS

## Playing To Win

In the scenario titled “Playing to Win,” the Houston region is a vibrant center for commerce and a bustling metropolis where explosive growth has resulted in a city with an increasing global



# Learning to Live



# Playing to Win

