**![Une image contenant cercle, Caractère coloré, capture d’écran, Graphique

Description générée automatiquement]()** Use the Future to build the Present

2024 Geneva Anticipation Summit from 9 to 11 October

**GESDA Launches the Anticipation Observatory: An Intelligence Tool to Navigate the Future and Enable the Early Adoption of Scientific Innovation**

Geneva, October 11, 2024

The Anticipation Observatory, a cutting-edge tool designed to track emerging scientific trends and assess their potential impact on diplomacy, business, and society, was launched on Friday at the 4th Geneva Science and Diplomacy Anticipation Summit. Introduced by Sandro Giuliani, CEO of the GESDA Foundation, Fernando Espinosa, Ambassador and Deputy Permanent Representative of Mexico, and Matthias Troyer, Technical Fellow and Corporate Vice President at Microsoft, USA, the Observatory leverages the Science Breakthrough Radar® to anticipate key scientific advancements over the next 5, 10, and 25 years. This innovative platform aims to provide decision-makers with vital insights to navigate the future of science and technology.

This forward-looking project builds on the success of GESDA's Science Breakthrough Radar®, which identifies key scientific developments projected over the next 5, 10, and 25 years. The Anticipation Observatory is an extension of the Radar, utilizing artificial intelligence and expert insights to track and analyze 40 emerging scientific fields, including areas such as health, climate change, and food security. The goal is to provide decision-makers across various sectors with accurate, actionable, and accessible information to better understand and harness the transformative power of these scientific advancements.

In a world of rapid scientific progress, the Anticipation Observatory enables proactive planning by helping stakeholders anticipate developments and evaluate their practical and ethical implications. It offers reliable information on scientific trends and emerging regulations, while also considering public opinion, giving business leaders, policymakers, and people the tools they need to prepare for the future.

**A unique tool to combat misinformation**

What sets the Anticipation Observatory apart is its focus on filtering scientific advancements through the lens of prosperity and development, peace and security, and human rights. By aggregating validated data, the Anticipation Observatory also helps combat misinformation and fake news, ensuring that decision-makers and the public have access to expert-backed, credible information to make informed decisions in a rapidly evolving landscape.

As part of its forward-thinking approach, the Anticipation Observatory is developing prototypes that will explore some of the most impactful emerging scientific fields. The first prototype, focusing on neurotechnology, will be launched at the end of 2024. This rapidly growing field is already generating significant diplomatic debate and attracting attention from businesses and the general public alike. Additionally, GESDA is testing the RadarAI tool, which will further enhance the Anticipation Observatory's capacity to track and explore the 40 emerging scientific topics identified by the GESDA Science Breakthrough Radar®.

**The Anticipation Gateway – the larger context**

The Anticipation Observatory is part of the Anticipation Gateway initiative, which aims at democratizing the early understanding and the early uses of emerging science to better understand and anticipate accelerating scientific developments. In addition to the Anticipation Observatory, the initiative includes the Portal to Anticipation and finally, a Global Curriculum for Anticipatory Leadership will allow to train decision-makers to keep abreast of scientific and technological innovations.

\* \* \* \* \* \*

For any questions, please contact:

* Peter Brabeck-Letmathe, Chairman of GESDA Foundation-Phone: +41 21 924 24 71
* Jean-Marc Crevoisier, Director of Marketing & Communication

Phone : +41 79 763 84 10 / e-mail: [jean-marc.crevoisier@gesda.global](mailto:jean-marc.crevoisier@gesda.global)

Photos available on : <https://www.flickr.com/photos/196803963@N03/albums/>