



## *The Arctic Futures Initiative*

**Launched by  
The Futures Strategy Group and Rhumb Line LLC**

**NEW LONDON, CT—September 24, 2008** The Futures Strategy Group LLC and Rhumb Line LLC today announced the launch of the *Arctic Futures Initiative* (AFI).

The Initiative is a specialized consulting service for executives who need to make critical decisions in the face of potentially far-reaching change—environmental, economic and political—in the Arctic region. It employs a proprietary AFI multiple-scenario approach to evaluate opportunities and manage risk in alternative global contexts.

“In 2008, for the first time in recorded history, both the Northern Sea Route over Eurasia and the Northwest Passage over North America, sought for centuries by explorers, are open simultaneously,” says Dr. Scott Borgerson, AFI partner, Rhumb Line principal, and Arctic expert with the Council on Foreign Relations in New York. “Some scientists say the Arctic Ocean could be ice-free in summer in five years. This situation affects producers, consumers and shippers far beyond the Arctic itself, and will soon force leaders to make important decisions under conditions of great uncertainty. AFI offers both Arctic/maritime expertise and an effective, proven analytical framework to make these tough decisions.”

AFI is a marriage of deep subject-matter expertise with broad strategy-development experience. Rhumb Line’s principals have written and consulted extensively on Arctic and global shipping issues. The Futures Strategy Group has decades of experience in scenario-based strategic planning in transportation, natural resources, government, military, foreign policy and corporate innovation.

“No one doubts the immense economic potential and strategic value the Arctic holds, for nations, shipbuilders, ocean carriers, natural resource companies, investors and others,” Borgerson says. “But even experts cannot predict how the current rapid retreat of Arctic Ocean sea ice, and human reactions to that, will play out in coming years. This is why executives must employ an approach that allows them to examine the fullest range of possibilities in depth.”

“The rapid pace of change in the Arctic will set many organizations back on their heels and cause them to make uninformed, needlessly risky decisions—or fail to act on opportunities,” says Charles Thomas, of AFI and the Futures Strategy Group. “AFI helps organizations to avoid the traps and position themselves for leadership by rehearsing the future before it happens.”

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*Opportunities, Risks, and Global Implications*