MEGATRENDS

Globalization
This is a well known pattern of economic, political and social integration across countries and cultures at global level. The flows of people, capital and goods between countries have been and are expected to keep increasing, especially to/from the emerging markets of Asia, Africa and South America.

Urbanization
Growing percentage of people living in cities and the appearance of numerous megacities. Rural areas are abandoned and population concentrates in relatively small areas, exacerbating several problems both in cities and the countryside.

Ageing
Increasing life expectancy and lower birth rates is driving a global ageing of populations. This trend is creating a great market for the so-called "senior" activities while the number of elderly people that remain active in the labour market increases.

Knowledge society
The increasing importance of education, know-how and information for economy and society as a whole is a megatrend around the world. It Is characterized by rising levels of education, innovation as a key driver and competition factor, data and knowledge-based value creation, the creative class as a new global knowledge elite and lifelong learning.

Individualism
Contrarily to common sense, individualism is not about selfishness, but is a trend towards recognizing people as unique entities which may result in lower group awareness, lower identification with groups (being them religious, nationalities, urban tribes, etc). Individualism may induce a construction of the ego increasingly based on personal achievements and less on stable interpersonal relations (more relations but less stable).

Migration
Globalization, inequality, the population growth in developing countries, ageing in developed countries and knowledge flows have been and will continue to putting pressure towards migration flows across World regions.

Connectivity
It is about the trend for people to be online on a 24/7 basis and the sense that infinite information is available all the time. This trend is also associated with the "Google-It" culture, a large tendency for multi-tasking and a high level of info-dependence.

Immediate needs: here & now
In this culture people have a continuous feeling of urgency and clearly prefer short-term to long-term thinking. This is likely to impact societies by decreased planning capacity, by a sense of need to be busy at all time and a greater tendency for multi-tasking.

Slow Movement
To a large extent this is a *counter-trend* force which gives great importance to quality of life and puts health and mental health as a priority. People give more valuation to real and spiritual things, privilege the availability of time and own developed activities and may be associated with a move away from urban areas.

Empowerment of Women
Following the increased mixing of the work force progressive women achieve a higher role in society (both at political and professional level). This may generate a change in values, towards a more feminine set of values and a move towards a better integration of professional and personal lifes.

Awareness / consciousness
This trend reflects the increased awareness of global social and environmental hazards. Increased information on systemic threats drives the developments of a deeper global consciousness. This trend may result in a higher focus on sustainable development and benefit fair trade and social responsibility initiatives.

Consumption 2.0 – use, not own
According to this trend consumers are privileging the use of goods in relation to their possession. This may be reflected in a higher tendency to rent rather than buying (houses, cars, computers, music,…) generating a growth of pay-per-use systems, cloud storage systems and a strong need to feel that we are using the latest version of each new technology.

Ever Young
While there seems to be a trend for children to mature at earlier ages there is also a tendency for older citizens to go on with a lifestyle which is more typical of the younger, with adventure, gaming and a strong desire for freedom. This may create a certain convergence of generations and the generalization of a youth lifestyle.

Seeking for experiences
This megatrend reflects the increased desire for experience rather than possessions. These are reflected in a strong willingness for travelling and for meeting people and engage in different cultures. It generates business opportunities for radical sports and activities but may also result in more prevalent risk-taking attitude.

Do it yourself
Instead of buying finished products people may increasingly engage in co-development activities. Forums and online reviews become major sources of product validation while "crowd funding" and "crowd sourcing" increase their magnitude. Companies feel the need to deeply involve consumers in all stages of development of their products and services.

FACTORS OF EVOLUTION OF NEEDS

Social

Demography:
- Population growth
- Ageing
- Global migrations
- Living place flexibility

Education and social capital:
- Level of education
- Equality of cultural capital

Preferences and awareness:
- Consumerism (VS spiritual needs)
- Environmental awareness
- Propensity to own VS share use
- Social significance of travel choices (status)
- Value of doing tasks while travelling
- Rationality of choices
- Value of safety
- Value of health
- Value of free time and leisure
- More virtual than physical relations / communication

Technological
- Ability to address energy, environmental and ageing challenges by technical developments

Economical

Economic development:
- Level of economic growth
- Economic stability
- Volume of international trade
- Economic equality

Production and consumption patterns:
- Share of knowledge based work
- Purchasing channel paradigms (P2P and e-commerce VS local commerce...)
- Scale of production: mass VS customised
- Paid work time reduction

Energy:
- Fossil energy scarcity – prices

Urban development:
- Urbanisation
- Urban density
- Congestion

Environmental (perceived problem of...)
- Climate change
- Biodiversity and other environmental issues
- Local pollution (air, noise)

Political
- Global cooperation on global issues
- Power of the State
- Power of the people and civil organizations
- International conflicts
- Security concerns
- Market liberalization
- Infrastructure development

SYSTEM ANALYSIS – HOW FACTORS INTERRELATE?

SPECIFIC INSIGHTS

unlimited

passivity & collapse

cooperation & degrowth

smart & spiritual

unlimited

Technology is able to solve the crucial environmental and energy problems. Without any constraints, current social practises may continue and even follow a path of **increased consumerism and thirst for travel**. Global economic competition is the most important driver of societies.

Societies were not able to address the impending environmental and energy problems and ultimately fall economically and politically. There is a collapse of every type (energy, environment, political), with **uncertainty and need to adaptation** in an unstable world.

passivity & collapse

cooperation & degrowth

The prospect of environmental and economic collapse leads people and countries to cooperate to properly manage the global commons. This involves drawing back the economic output to a level consistent with sustainability. **People consume and travel less**, **incentivised** by various policy incentives.

Shift of social preferences and culture towards values less focused on material things and more focused on **immaterial spiritual satisfaction** of all kinds. It is a more rational world, where people highly value long-term issues like health and safety.

Smart & Spiritual

HOW FACTORS PLAY IN EACH PATHWAY

Social	U	P&C	C&D	S&S
Demography:				
Population growth	+	+		
Ageing	+			+
Global migrations	+	+		
Living place flexibility	+			
Education and social capital:				
Level of education	+		+	+
Equality of cultural capital			+	+
Preferences and awareness:				
Consumerism (VS spiritual needs)	+	+		-
Environmental awareness	-	-	+	+
Propensity to own VS share use			-	-
Social significance of travel choices (status)	+			-
Value of doing tasks while travelling	+			+
Rationality of choices	-		+	+
Value of safety	+			+
Value of health				+
Value of free time and leisure				+
More virtual than physical relations / communication			+	
Technological				
Ability to address energy, environmental and ageing challenges by technical developments	+	-	-	

Economical	U	P&C	C&D	S&S
Economic development:				
Level of economic growth	+		-	
Economic stability	+	-		
Volume of international trade	+	-		
Economic equality	-	-	+	+
Production and consumption patterns:				
Share of knowledge based work	+		+	+
Purchasing channel paradigms (P2P and e-commerce VS local commerce...)	+			+
Scale of production: mass VS customised	-		+	
Paid work time reduction			+	+
Energy:				
Fossil energy scarcity – prices	-	+	+	
Urban development:				
Urbanisation	+		+	-
Urban density	-		+	
Congestion	+		-	-
Environmental				
Climate change	-	+	+	+
Biodiversity and other environmental issues	-	+	+	
Local pollution (air, noise)	-			+
Political				
Global cooperation on global issues	-	-	+	+
Power of the State	-	-	+	
Power of the people and civil organizations				+
International conflicts	-	+		-
Security concerns	+	+		
Market liberalization	+	-		
Infrastructure development	+		-	