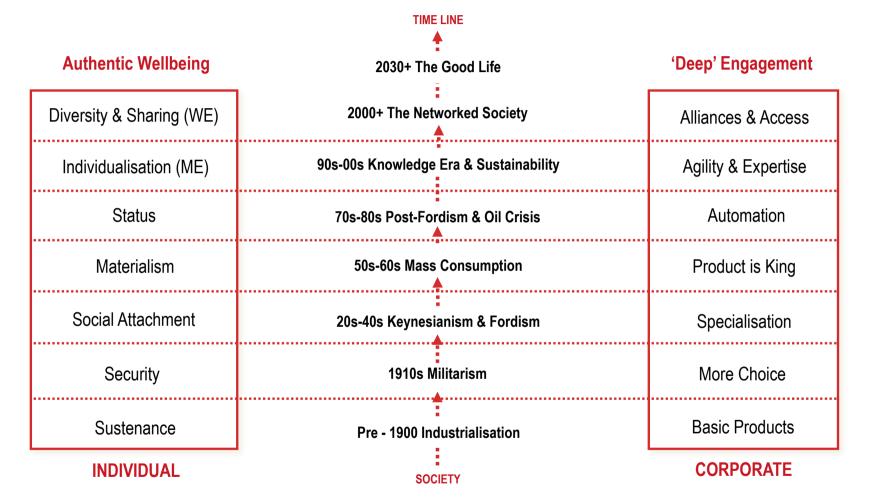


THE EVOLUTION OF SOCIETY





nood life

Keynes predicted that by 2030 we would work a 15-hour week as we would have 'enough' to lead the good life

NAVIGATING COMPLEXITY







How do we balance hyper-connectivity and over-consumption with authentic wellbeing and meaning?



Businesses need to rethink why they exist and why people should engage with them





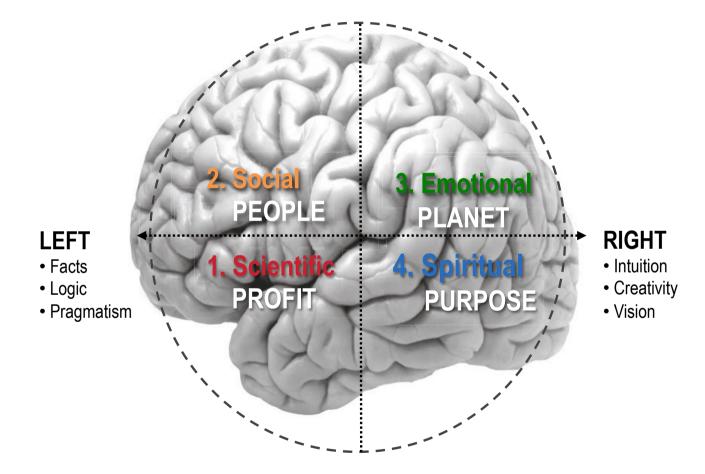






THE 4P BUSINESS MODEL





Engaging with People and Planet – with a Purposeful ethos to match – leads to better performance

TREND ATLAS 2025+









Computing







Revolution





Education 4.0

Body Capital

COMMUNICATION



Social Me

Economies



Happiness Hunting

The Real Thing







Communities

**** SOCIAL STRUCTURES**



Openness



WATER SAL AWARENESS

Purnose-Driven Leadership





Art-Science





Anxiety Society



Considered

Consumption







TECHNOLOGY

WELLBEING

Foodie Culture





No Age Society



Storytelling





(ORGANIZATIONS

S A BETTER WORLD





Inclusive

Design

QUALITY OF LIFE

The Good Life

Consumption







Humans

LIFESTYLE & CONSUMPTION





Challenges



Policies









Urbanization



Crisis

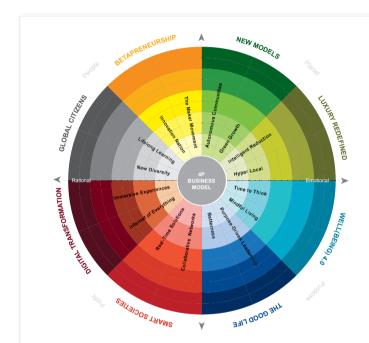




04_2016 | Promote Iceland | THE BIG RE-THINK | © kjaer-global.com

TREND COMPASS





About the Trend Compass

What? A solid framework

In a future where complexity is growing by the minute, it is vital to have a system in place to navigate uncertainty. Establishing a solid framework enables us to actively shape the future by communicating

Why? Vision grounded in real opportunity

Applying Trend Management brings the bigger picture into view, ensuring we consider global and societal changes and can discover new opportunities. Adding a deeper understanding of new behaviours needs and socio-cultural drivers means we connect to the soul dimension of tomorrow's people.

How? Looking from the outside in

A Trend Compass is a tool to evaluate your business and culture from the outside in. It is a dynamic platform providing the essential building blocks for organisations to apply trend knowledge to ongoing

Where? Understanding your contexts

The Trend Compass is relevant for all aspects of your business acting as an index for qualitative evaluation of the relevance and integration of trends in any context. It can guide a global or local outlook, serve as a regional comparison or a way to visualise how

SMART SOCIETIES



cities are collaborative networks. fostering positive change, new alliances and communities. Forecasts suggest that 80% of mobile data traffic will be from smartphones by 2020. Already New York City uses Real-Time 'Big Data' to solve pressing issues, as well as connecting people and services instantaneously to make the city a better place to live. And the future looks even smarter: Cisco's HD telepresence system installed in 14,000 homes i the planned smart city of Sonodo South Korea - enables citizens to interact with city administrators shopkeepers or healthcare workers in real-time.

DIGITAL TRANSFORMATION



drive a more sustainable future. delivering personal empowerment and higher performance. The world now includes 1.1 million working robots and it is suggested that 47% of jobs will be automated over the next 10-20 years. The blurring of analogue and digital boundaries offers unprecedented opportunities to engage with and connect people across borders and media channels. Virtual Reality (VR) is driving a new 'experience it' trend in comms – Destination British Columbia has reated an interactive virtual tour Hotels invites customers to 'get teleported' in 4D VR pods

GLOBAL CITIZENS



People can no longer be defined by traditional demographics, so nations and businesses must cultivate a culture of diversity to stay relevant. Most CEOs agree that the most critical factor to innovation and business growth is finding and retaining talent. By 2020, Millennials will form 50% of the global workforce: they see a world without boundaries and seek international assignments For a nation to avoid 'brain drain' legislation and soft infrastructure entrepreneurship and innovation frontrunners. Alongside this, a positive outlook towards ageing and lifelong learning will foster

BETAPRENEURSHIP



unafraid of trial and error, is key to fresh thinking, cultural capital and competitiveness. Organisations that adopt this value system cultivate innovation, inviting people to become creative change makers IKEA'S Fresh Living Lab in Copenhagen works with local designers and thinkers to create future concepts and find new solutions. Organisations must recognise that people yearn to do things and develop their talents: in 2015 70% of YouTube searches were 'How To' related Vacation With An Artist 'VWAA' allows to learn from real crafters and develop personal skills.

THE GOOD LIFE

NEW MODELS



The Circular Economy is a and minimise waste. The goal is to build autonomous thriving communities with green technology at their core, so local provenance is instrumental to sustainable performance. The Energy Academy of Samsø in Denmark, built by local craftsmen in 2007, is a meeting place for local citizens and travellers with an interest in sustainable development and community power. The academy's ethos is future-focused, striving for continuous development of both 'next practice' and 'best practice' Increasingly, innovation concepts and design briefs will evolve around new 4P models

LUXURY REDEFINED

Research consistently shows that

happiness than possessions

Simple but emotionally engaging

narratives are critical to delivering

new luxury, while hyper local

culture and pride in products is delivering heritage-focused

innovation. In Tokyo, one of the

world's most digitally focused cities, the bookstore has been

reinvented at Morioka Shoten -

it sells only one book at a time.

At Noma's Nordic Food Lab in

Copenhagen, food intelligence

is gathered from regional labs to explore Scandinavia's edible

surroundings and promote bio-

cultural diversity alongside a foodie culture that is both sustainable and



Quality of life is being redefined balance are seen as a route to greater well(being). From Lo-Fi experiences to technology detox, mindful and valuesdriven approaches to life are on the rise. Increasingly we feel empowered to explore emotional. physical and spiritual boundaries and discover self-actualization through places or experiences Mindful Living can have positive impacts for both organisations and individuals. Google's 'Jolly Good Fellow' Chade-Meng Tan branded mindfulness 'good for business' while 30% of UK family doctors regularly refer patients with stress-related health disorders to mindfulness-based treatments



Tomorrow's success stories will betterness and deep purpose. The World Economic Forum found that today's corporate leaders see the role of organisations changing: increasingly they recognise the need to respond positively to global challenges and cultivate authentic wellbeing and value for a far wider set of stakeholders. Countries with strong social capital not only support greater quality of life, but are also more resilient to social and economic crises. Iceland is already a global leader and prime example of a Betterness Culture and authentic wellbeing. According to the Global Happiness Index (GHI) Iceland rank third, only behind Denmark and Switzerland

WELL(BEING) 4.0



Promote Iceland 2025+ Trend Compass represents our assessment of the most significant trends

PROMOTE ICELAND 2025+



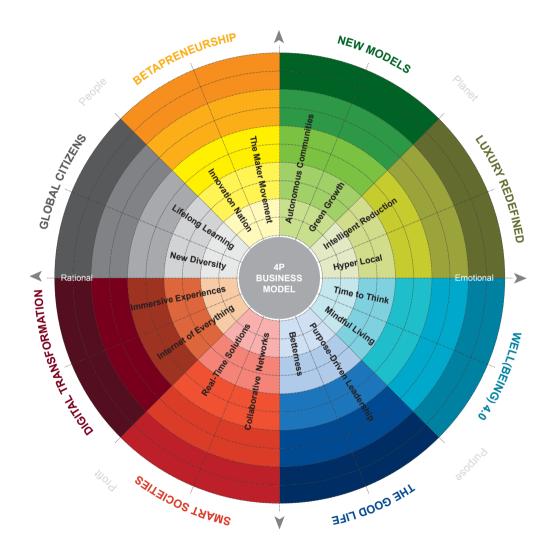
4. Spiritual







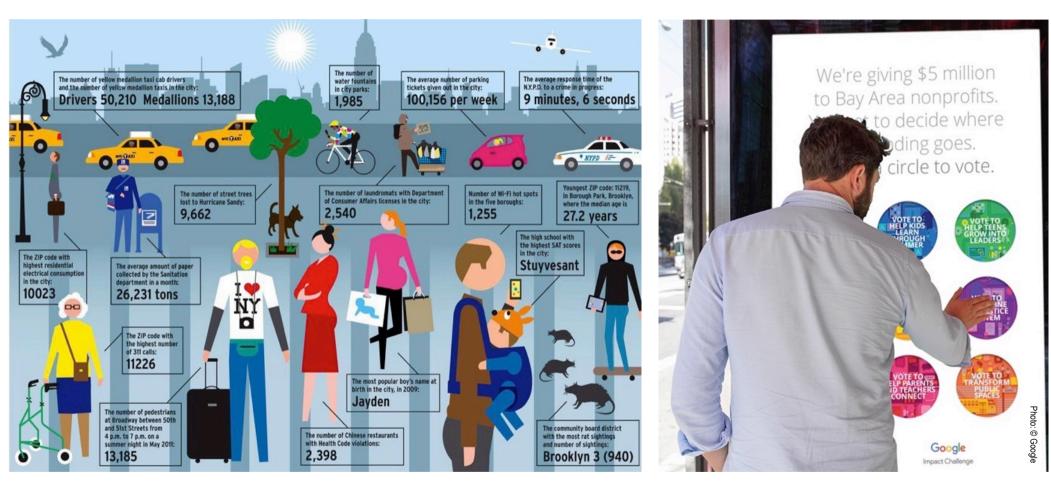




- * SMART SOCIETIES
- * DIGITAL TRANSFORMATION
- * GLOBAL CITIZENS
- * BETAPRENEURSHIP
- * NEW MODELS
- * LUXURY REDEFINED
- * WELL(BEING) 4.0
- * THE GOOD LIFE

SMART SOCIETIES - Collaborative Networks + Real-Time Solutions



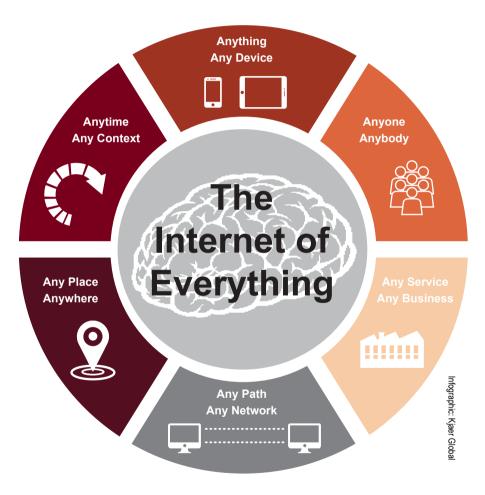


Thinking cities are collaborative networks – fostering positive change, new alliances and strong communities

DIGITAL TRANSFORMATION - Immersive Experiences + Internet of Everything







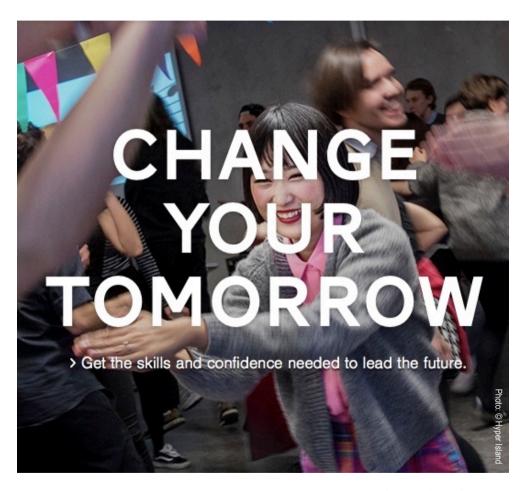
The digital transformation is not a destination – but a journey, in which technology will drive high performance

GLOBAL CITIZENS - New Diversity + Lifelong Learning







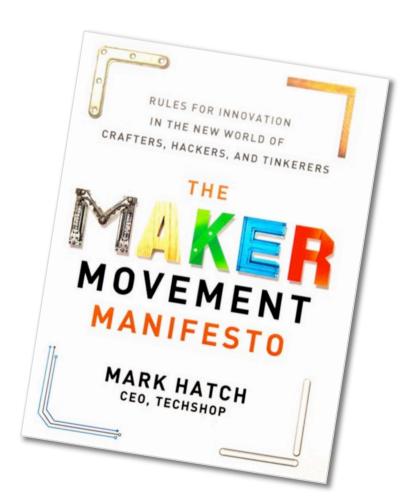


The right talent is the most critical factor to innovation and business growth according to 97% of CEOs

Infographic: Kjaer Global – Source: Global Talent Rally, CIFS

BETAPRENEURSHIP – Innovation Nation = Cultural Capital







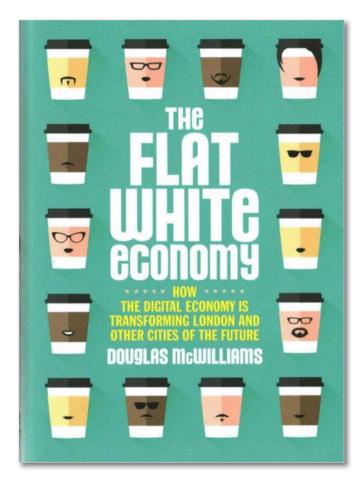


Purpose-driven entrepreneurship is key to fresh thinking, cultural capital and competitiveness

BETAPRENEURSHIP – Creative Industries = Participatory Citizenship



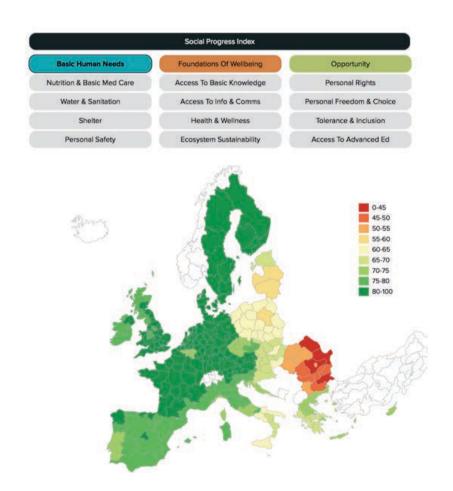


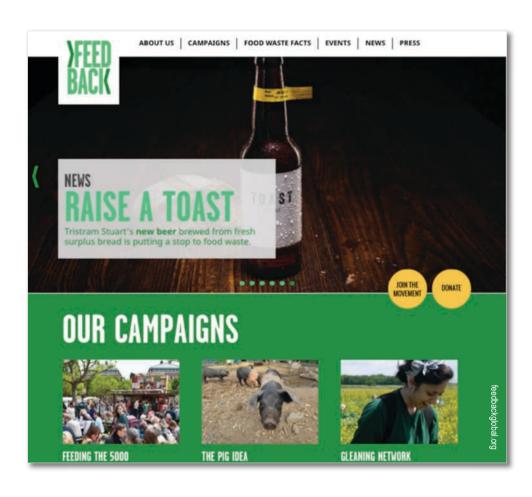


The creative industries inspire participatory citizenship and represent a major economic force

NEW MODELS – One Planet Living + Better By Design







Global challenges drive new design-thinking business models for measuring success and consumption

NEW MODELS - Green Growth + Autonomous Communities





Balancing clean tech competencies with local provenance is key to sustainability and autonomy



LUXURY REDEFINED - Hyper Local + Intelligent Reduction



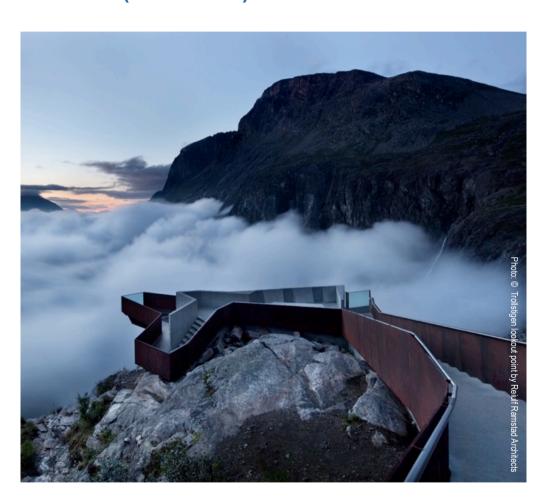




Increasingly we seek simple, intelligent solutions favouring experiences and storytelling over owning goods

WELL(BEING) 4.0 – Mindful Living + Time to Think





Am I a good father?

Do I spend too much time at work? Can I have it all?

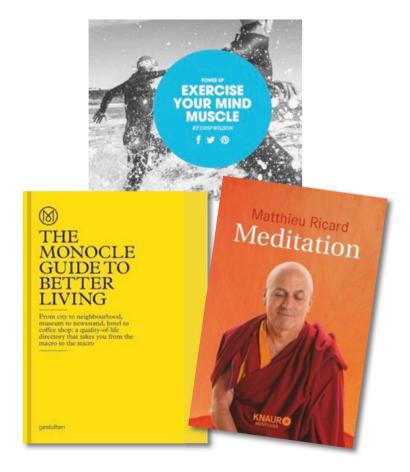


Quality of life is being redefined, with new ideas of work/life balance as a route to greater well(being)

THE GOOD LIFE – Purpose-Driven Leadership & Betterness Culture



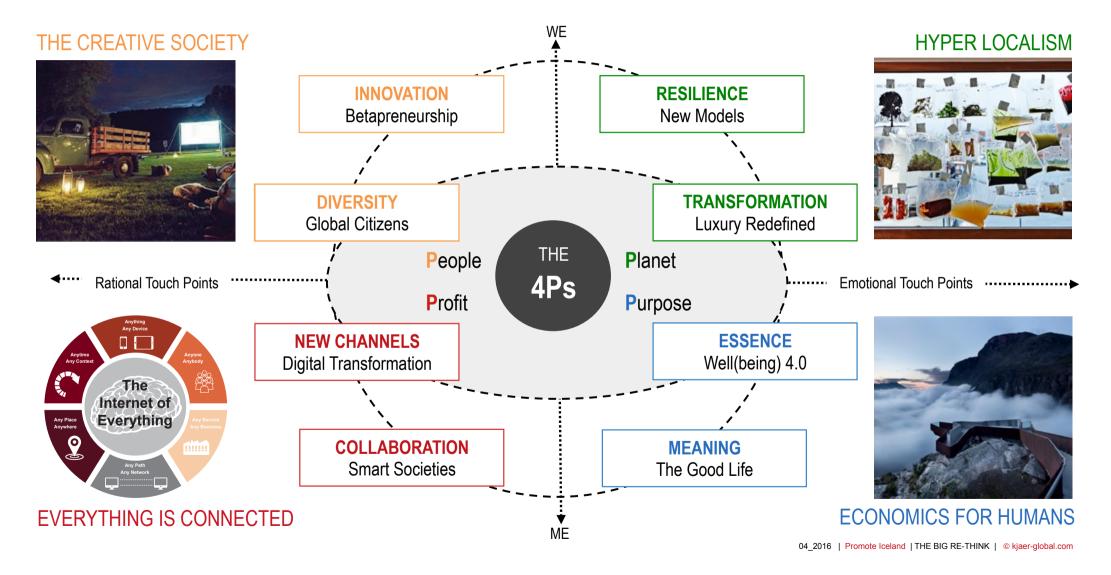


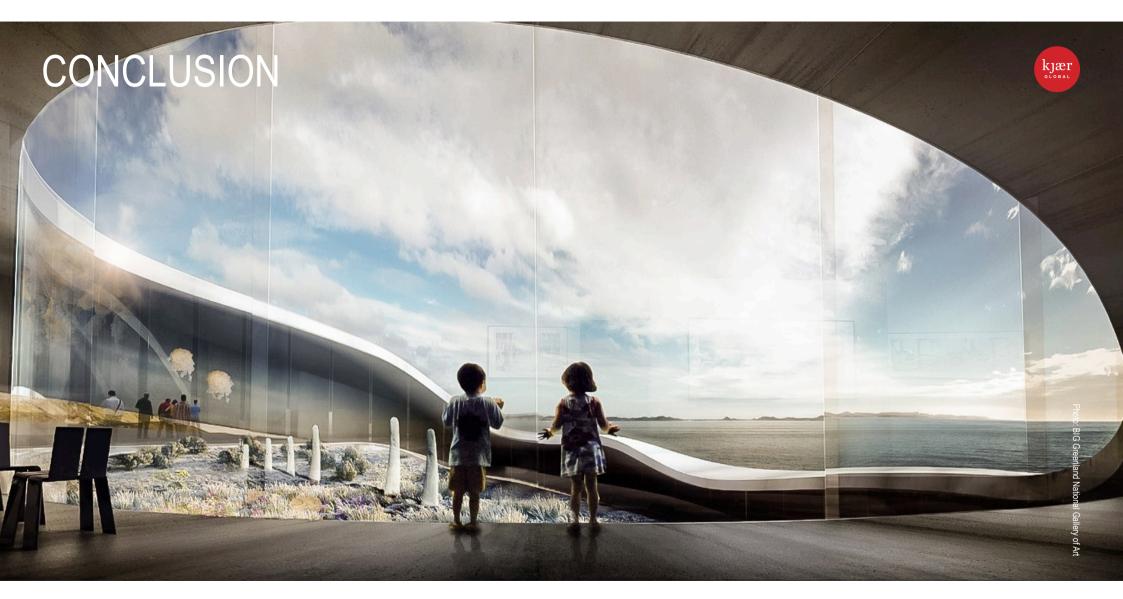


Tomorrow will be defined by leaders applying deep purpose to cultivate betterness in business and life

CONNECTING THE DOTS



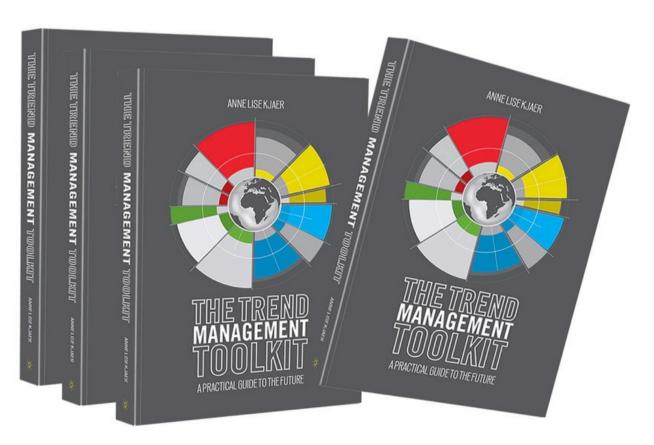




Tomorrow's prosperous nations will be those that balance social, sustainable, emotional and economic value

HOW TO NAVIGATE THE FUTURE





LEARN ABOUT

- Key trend forecasting methods
- Trend mapping
- Using a Trend Toolkit
- How to create your own Trend Atlas
- Future scenarios and tomorrow's people
- Major trends to 2030+









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