

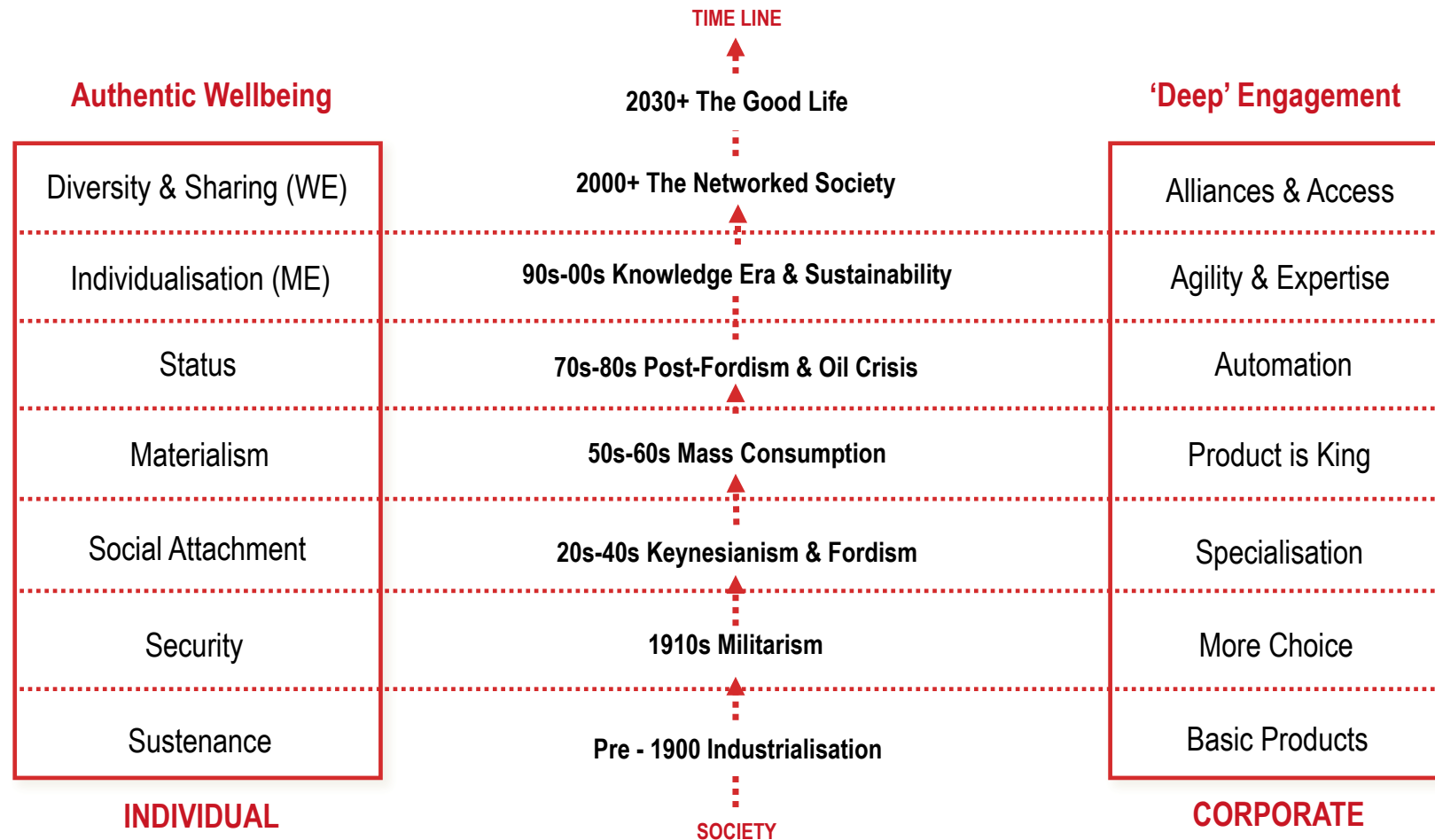
# POSTCARDS FROM THE FUTURE

The Big Rethink: People, Planet, Purpose, Profit



Photo: Ecocapsules by Nisse Architects, Slovakia

# THE EVOLUTION OF SOCIETY



The Evolution of Consumption – Kjaer Global © 2016

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?



# MEANINGFUL EXPERIENCES



Photo: © Jon Bergman – Norwegian Cod Feast 2016

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

# THE 4P BUSINESS MODEL



4. Spiritual



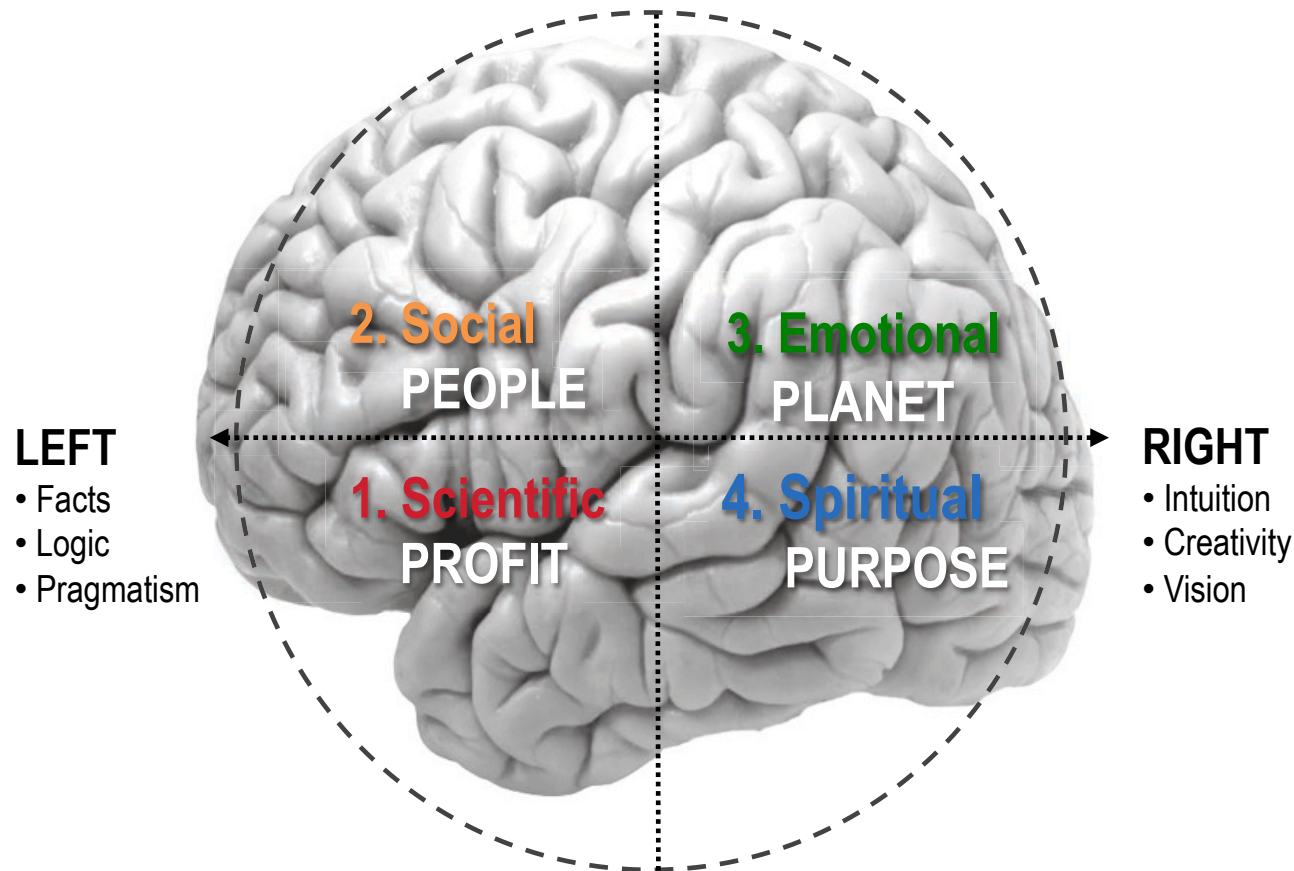
3. Emotional



2. Social



1. Scientific



Whole-brain Thinking – Kjaer Global © 2016

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



# TREND ATLAS 2025+



4. Spiritual



3. Emotional



2. Social



1. Scientific



## QUALITY OF LIFE



Mindfulness



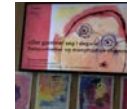
The Good Life



Happiness Hunting



## UNIVERSAL AWARENESS



Economics for Humans



Enoughism



Purpose-Driven Leadership



Art-Science Convergence



Anxiety Society



## WELLBEING



Active Living



Foodie Culture



Body Capital



## LIFESTYLE & CONSUMPTION



Cultural Consumption



Inclusive Design



The Real Thing



Smart Living



Collaborative Communities



Authentic Storytelling



Intelligent Reduction



## A BETTER WORLD



One Planet Living



Considered Consumption



Betapreneurship



Good Causes



## COMMUNICATION



Cloud Computing



Net Neutrality



Real Dialogue



Education 4.0



Social Me



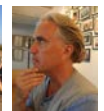
## SOCIAL STRUCTURES



Redefined Families



New Parenting Models



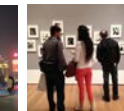
No Age Society



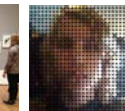
Female Factor



Global Citizens



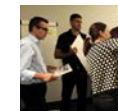
New Creative Class



Digital Natives



## ORGANIZATIONS



Lifelong Learning



Work/Life Balance



Social Capital



Meaningful Engagement



## TECHNOLOGY



The Global Brain



Next-Gen Robotics



Bio Revolution



Cleantech



Smart Cities



## ECONOMICS



Rising Economies



Globalization



Turbulent Markets



Innovation Hubs



New Models



## POLITICS & LEGISLATION



Soft Power



Radical Openness



Health Challenges



Public Policies



## SOCIETY & ENVIRONMENT



Crowded Planet



Hyper Urbanization



Biodiversity Crisis



Green Innovation



Climate Change



Resource Shortage

# TREND COMPASS



4. Spiritual



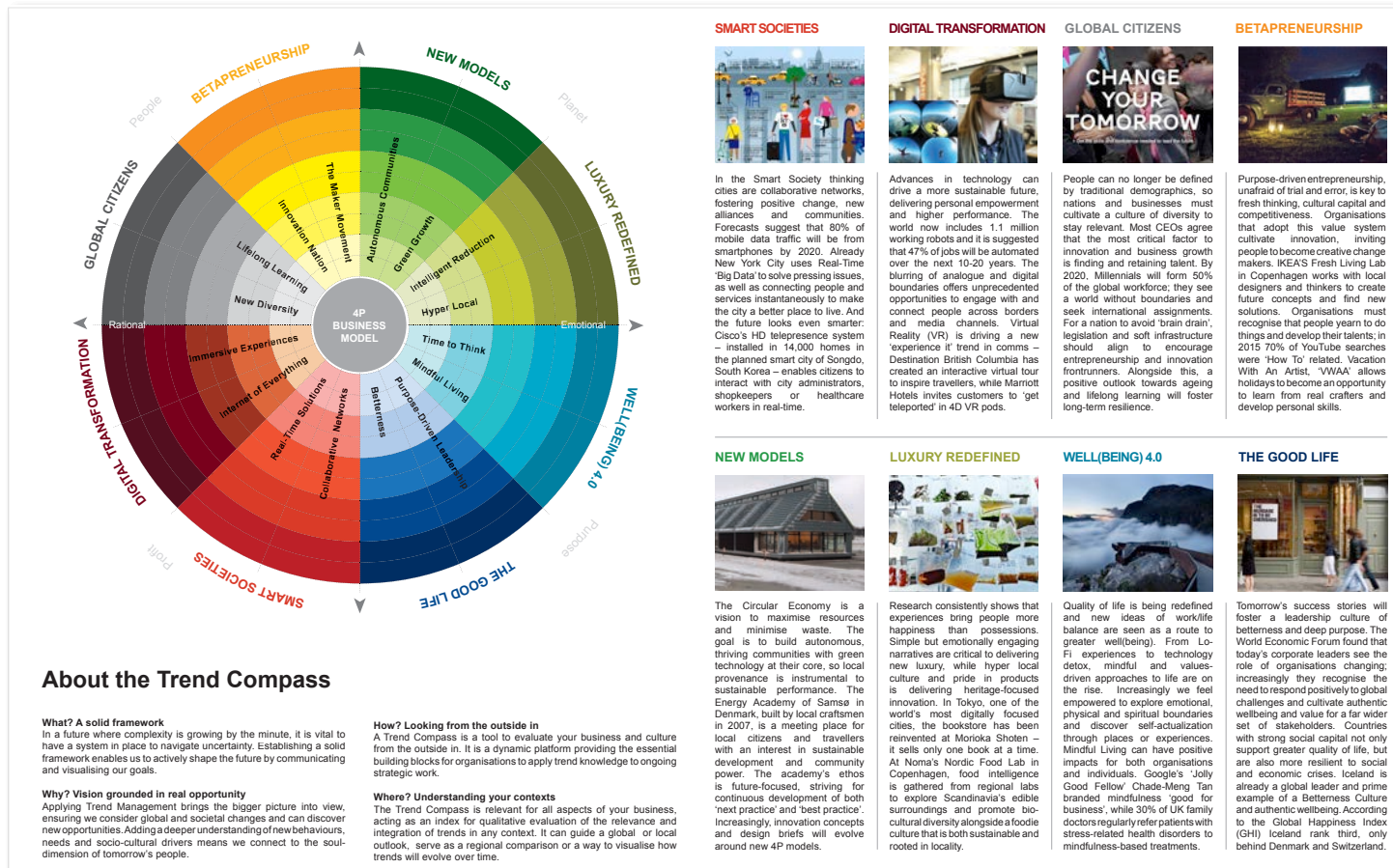
3. Emotional



2. Social

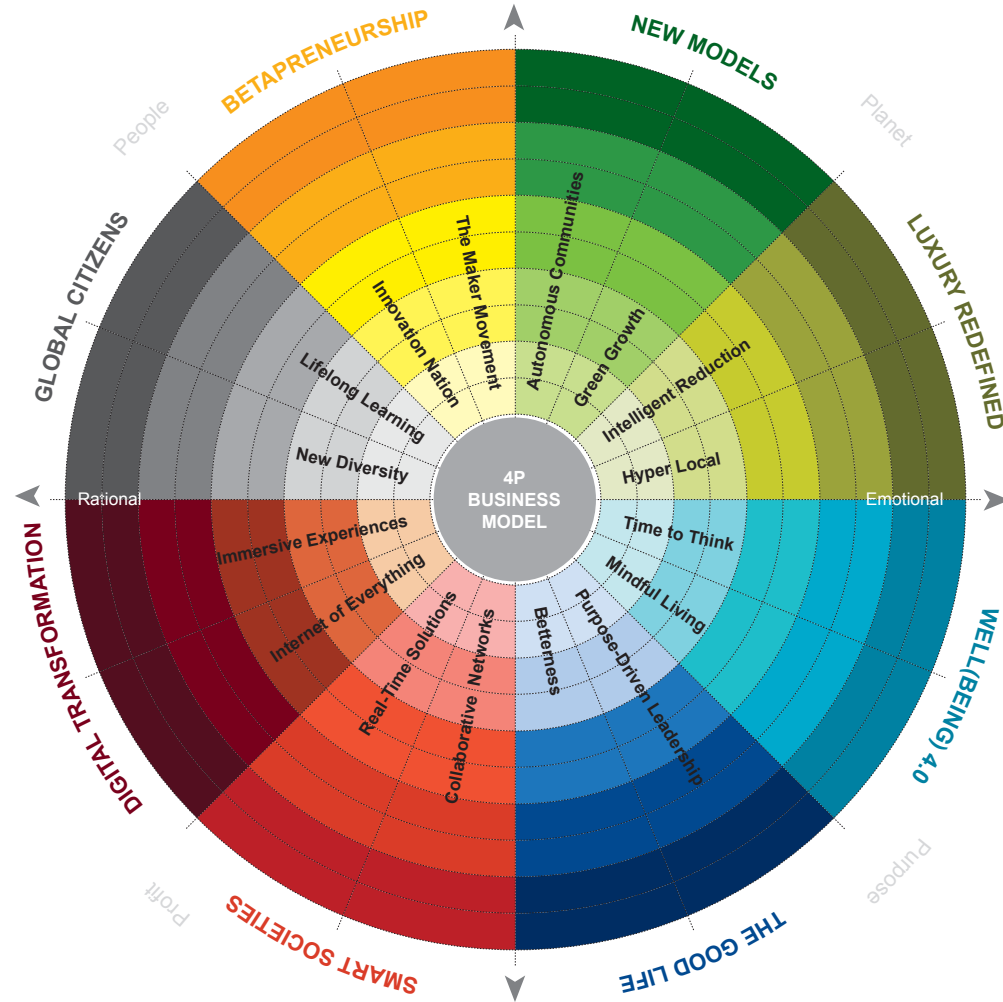


1. Scientific



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

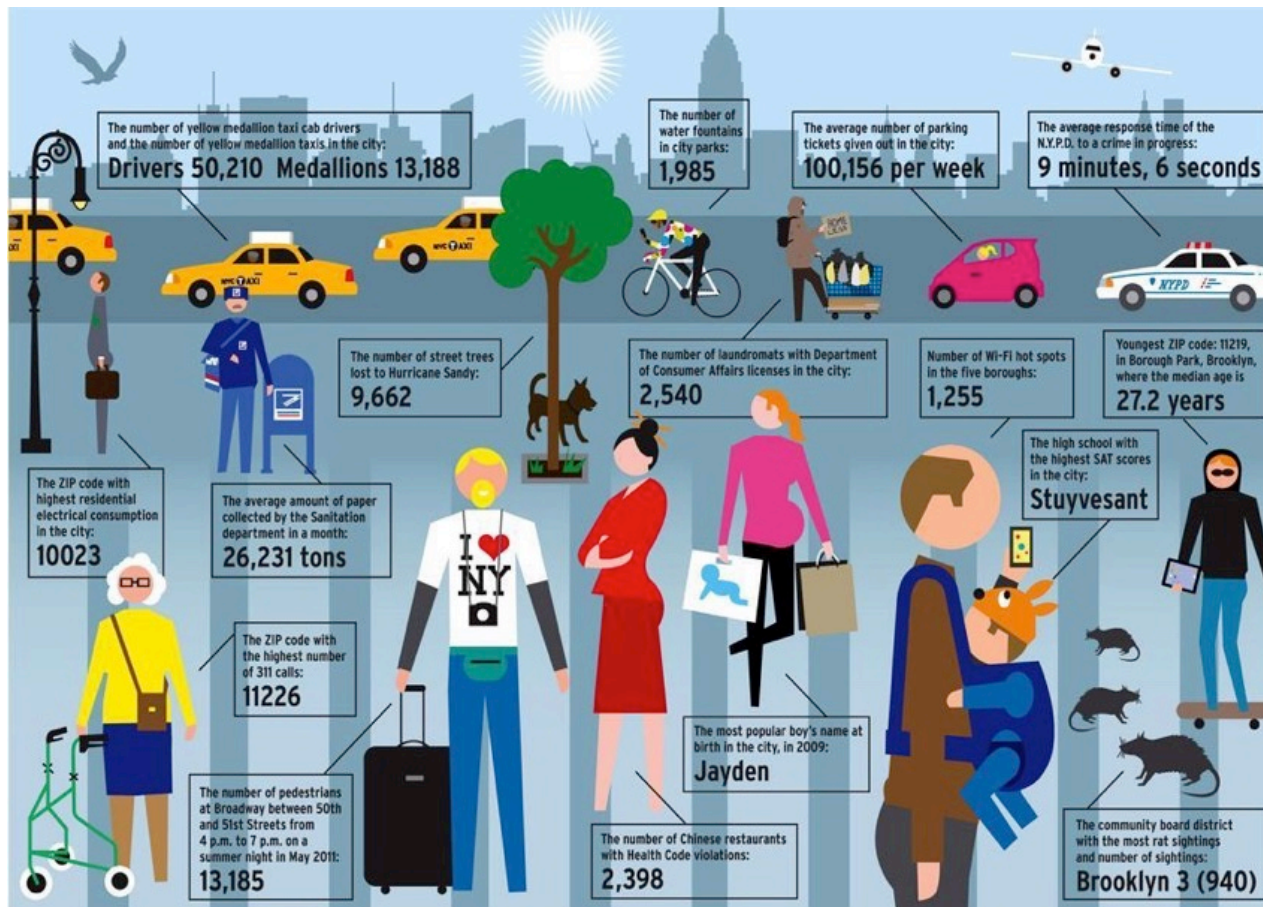
# PROMOTE ICELAND 2025+



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

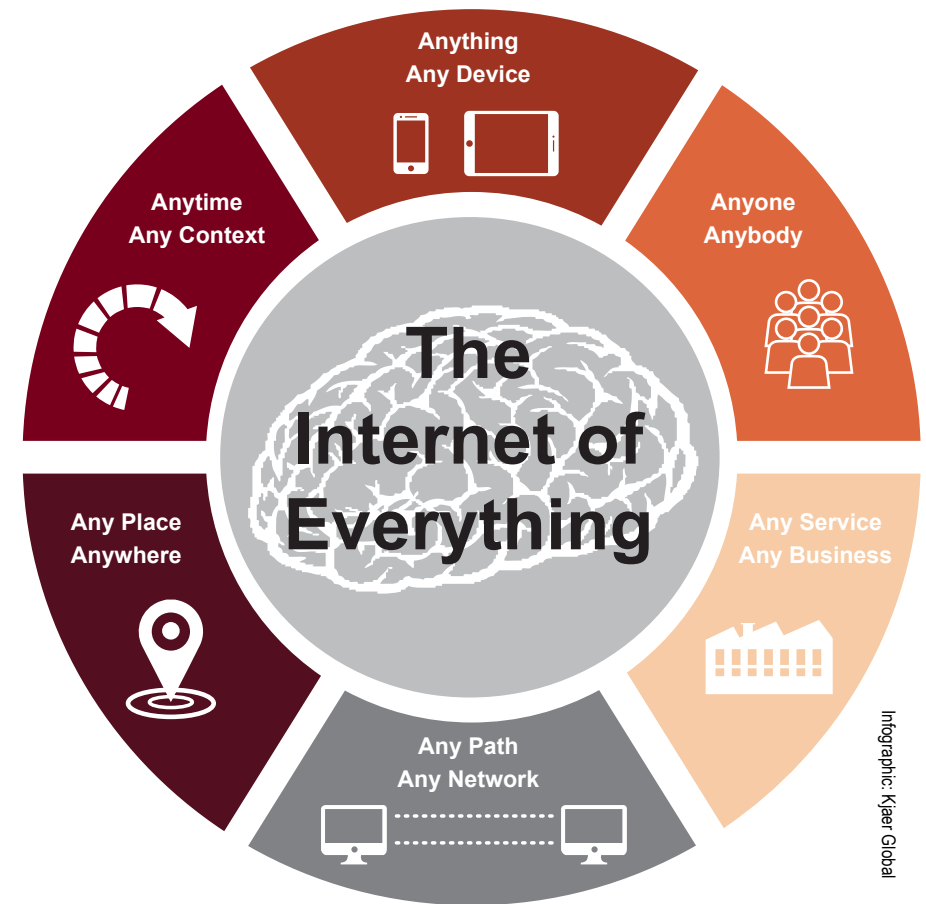


# SMART SOCIETIES – Collaborative Networks + Real-Time Solutions



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

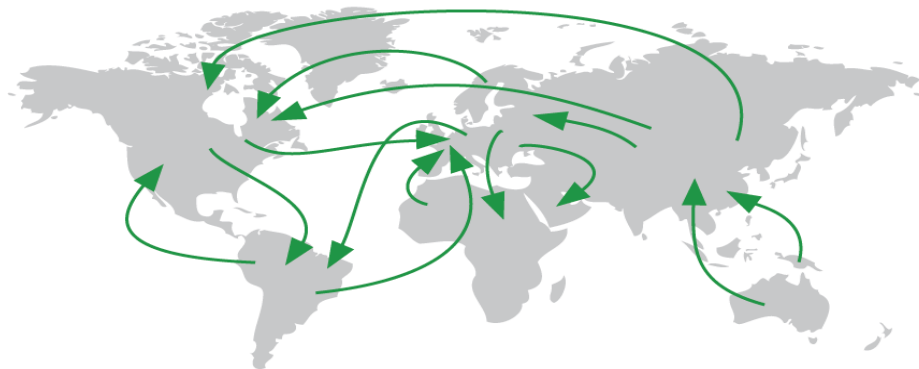
# DIGITAL TRANSFORMATION – Immersive Experiences + Internet of Everything



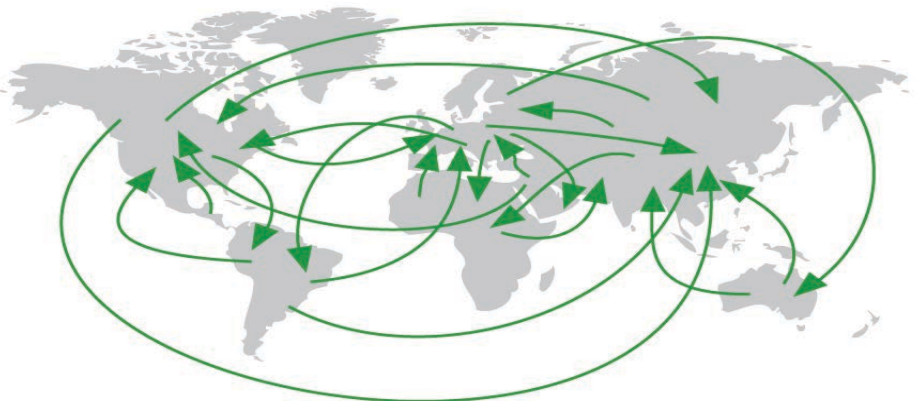
The digital transformation is not a destination – but a journey, in which technology will drive high performance



# GLOBAL CITIZENS – New Diversity + Lifelong Learning

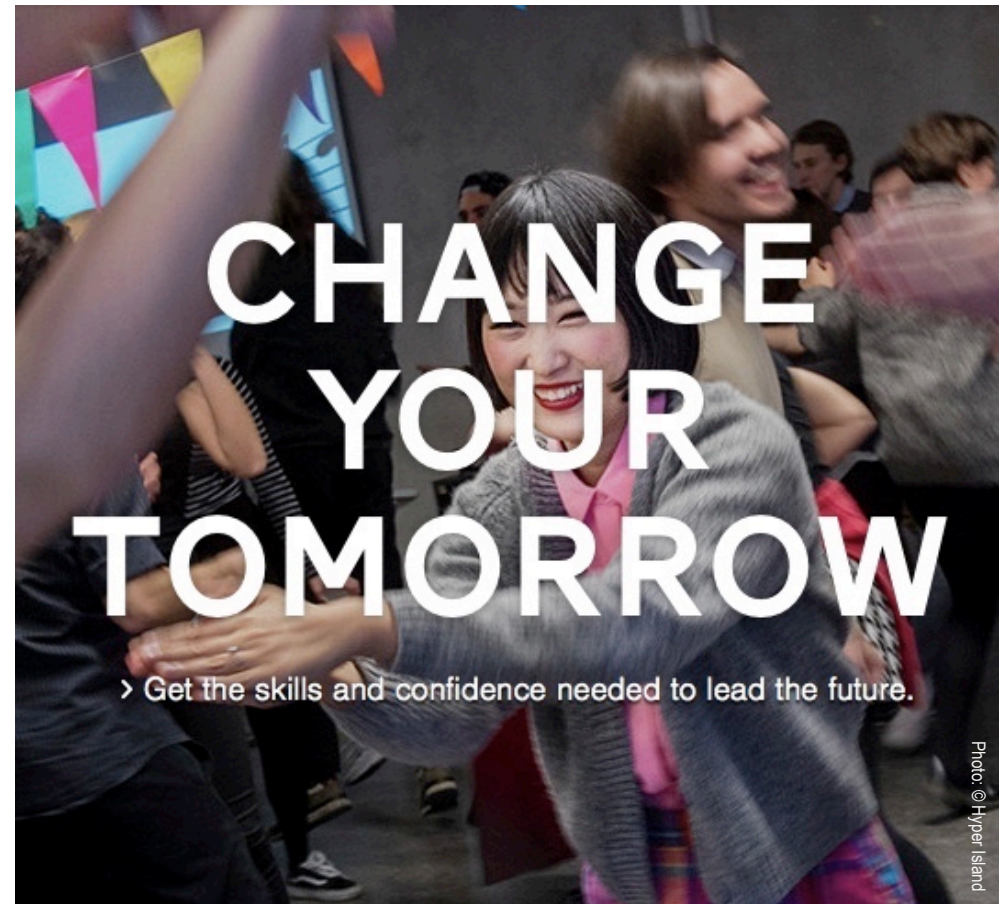


1985-2010 GLOBAL WORKFORCE 2.0



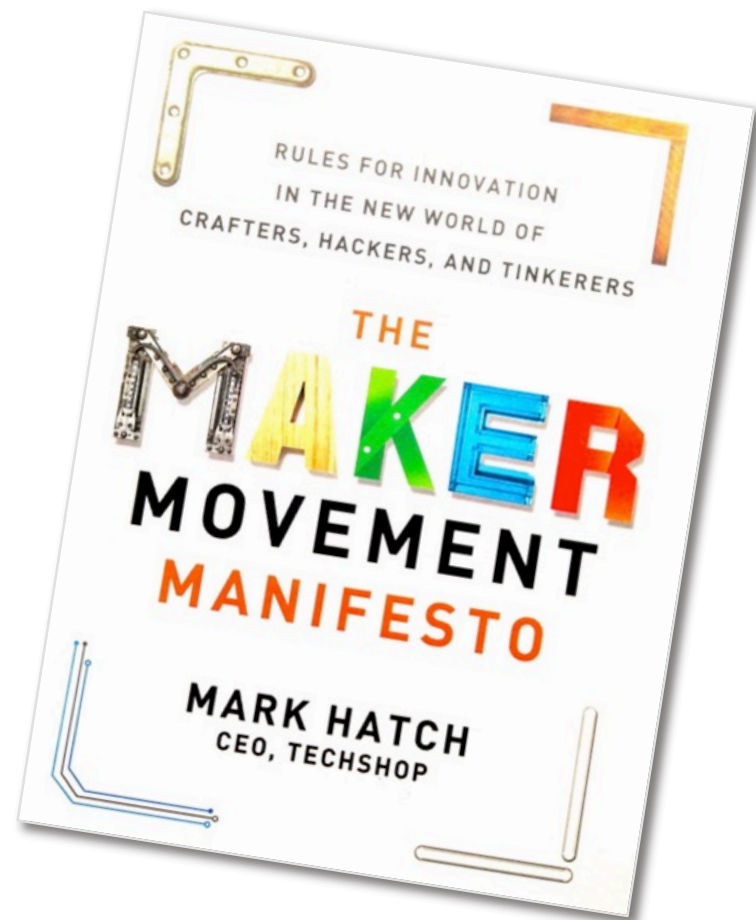
2010-2020 GLOBAL WORKFORCE 3.0

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



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

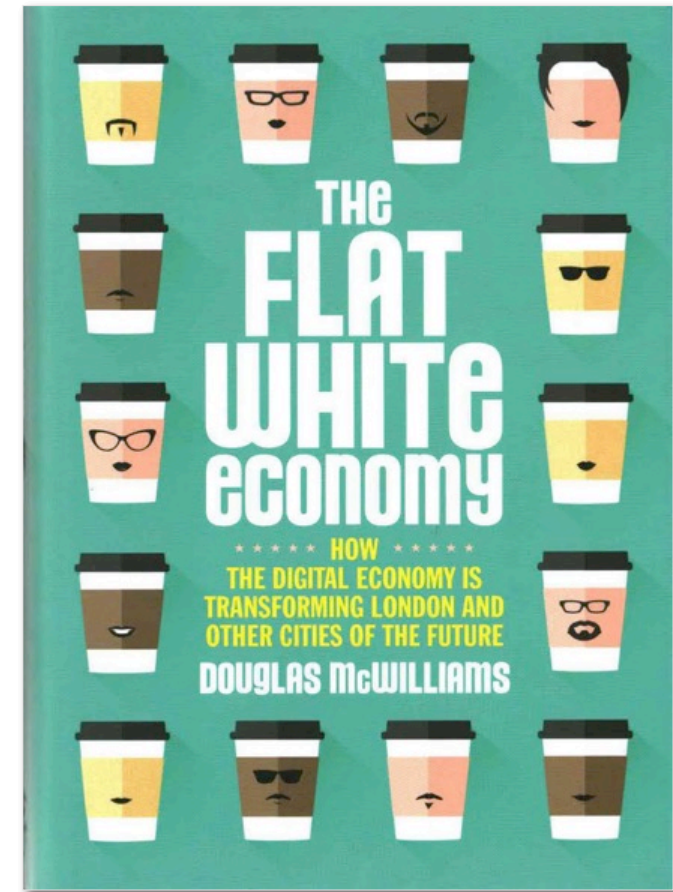
# BETAPRENEURSHIP – Innovation Nation = Cultural Capital



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



# BETAPRENEURSHIP – Creative Industries = Participatory Citizenship

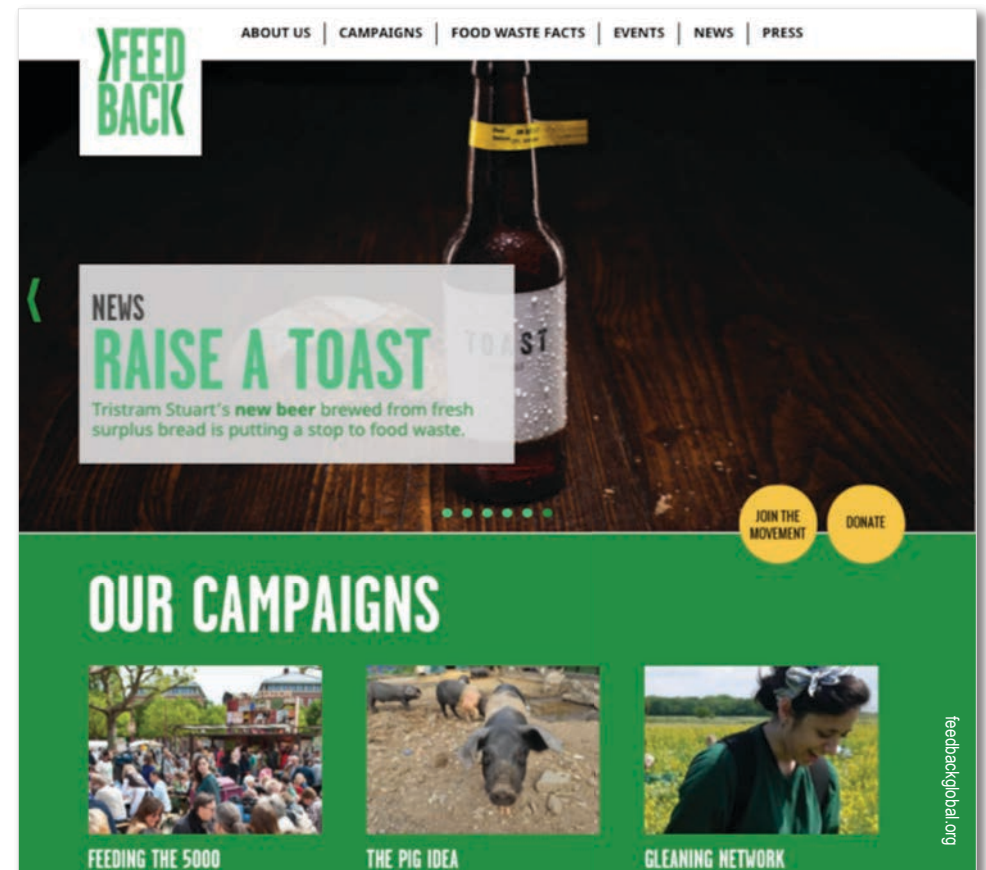
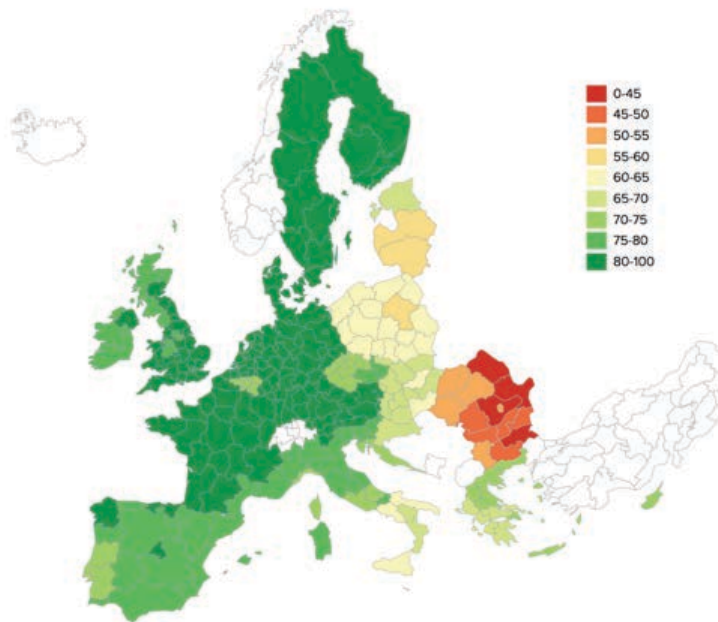


The creative industries inspire participatory citizenship and represent a major economic force

# NEW MODELS – One Planet Living + Better By Design



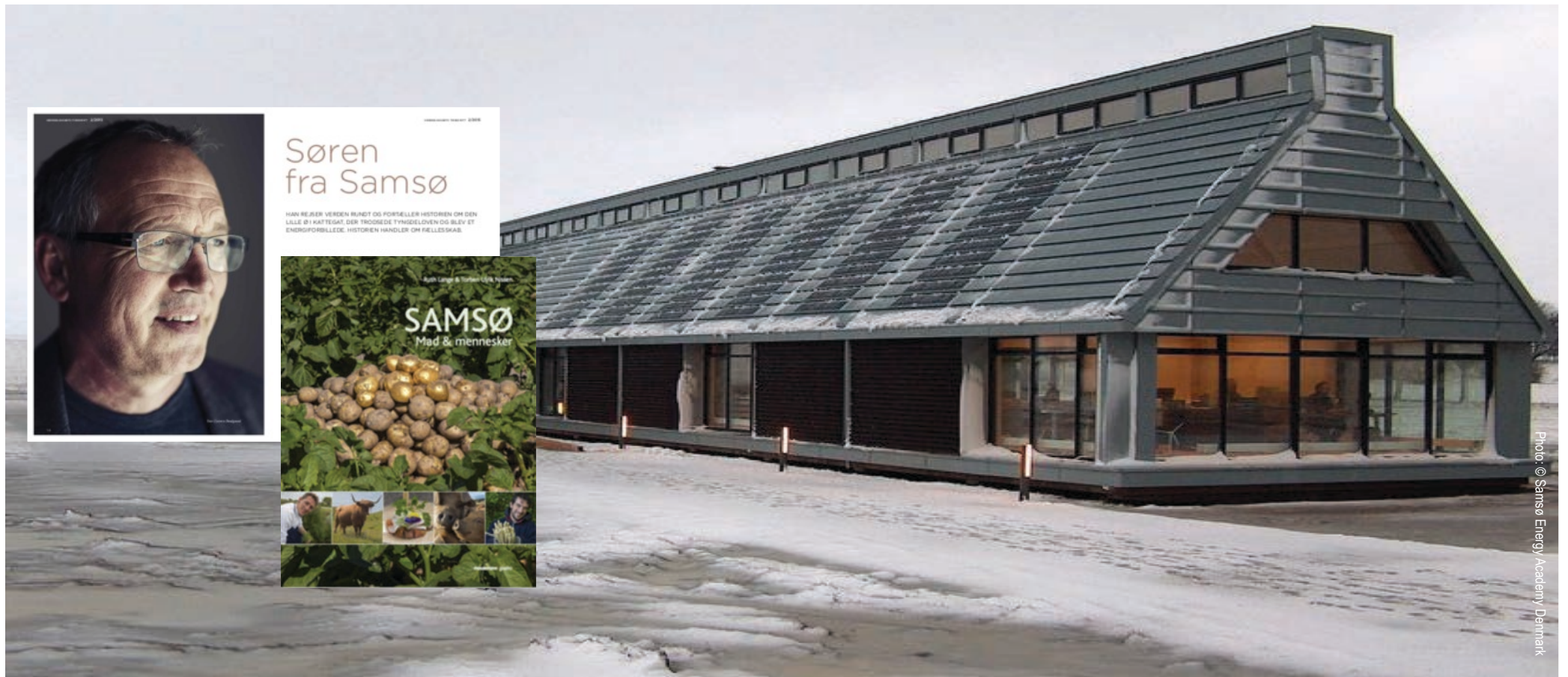
Social Progress Index		
Basic Human Needs	Foundations Of Wellbeing	Opportunity
Nutrition & Basic Med Care	Access To Basic Knowledge	Personal Rights
Water & Sanitation	Access To Info & Comms	Personal Freedom & Choice
Shelter	Health & Wellness	Tolerance & Inclusion
Personal Safety	Ecosystem Sustainability	Access To Advanced Ed



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

NEW MODELS: Samsø



**SAMSØ ENERGY ACADEMY  
SAMSØ ISLAND  
DENMARK**

**A PROJECT FINANCED BY  
THE EUROPEAN REGIONAL  
DEVELOPMENT FUND**



# LUXURY REDEFINED – Hyper Local + Intelligent Reduction



Photo: © via Dezeen – New resource intelligence – Nora Food Lab (DK)



Photo: © Nacasa & Partners – Moroka Shoten (JP)

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



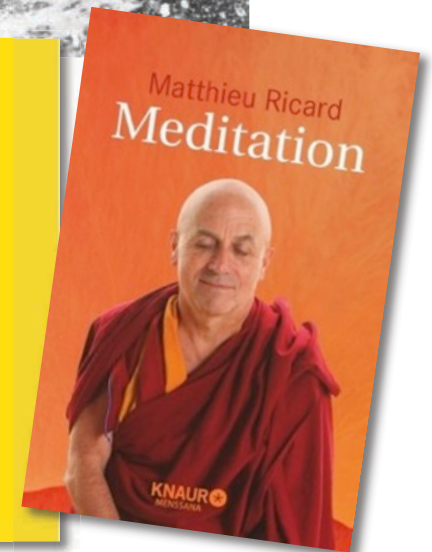
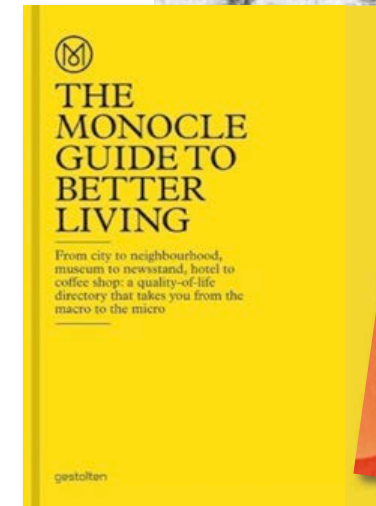
# WELL(BEING) 4.0 – Mindful Living + Time to Think



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

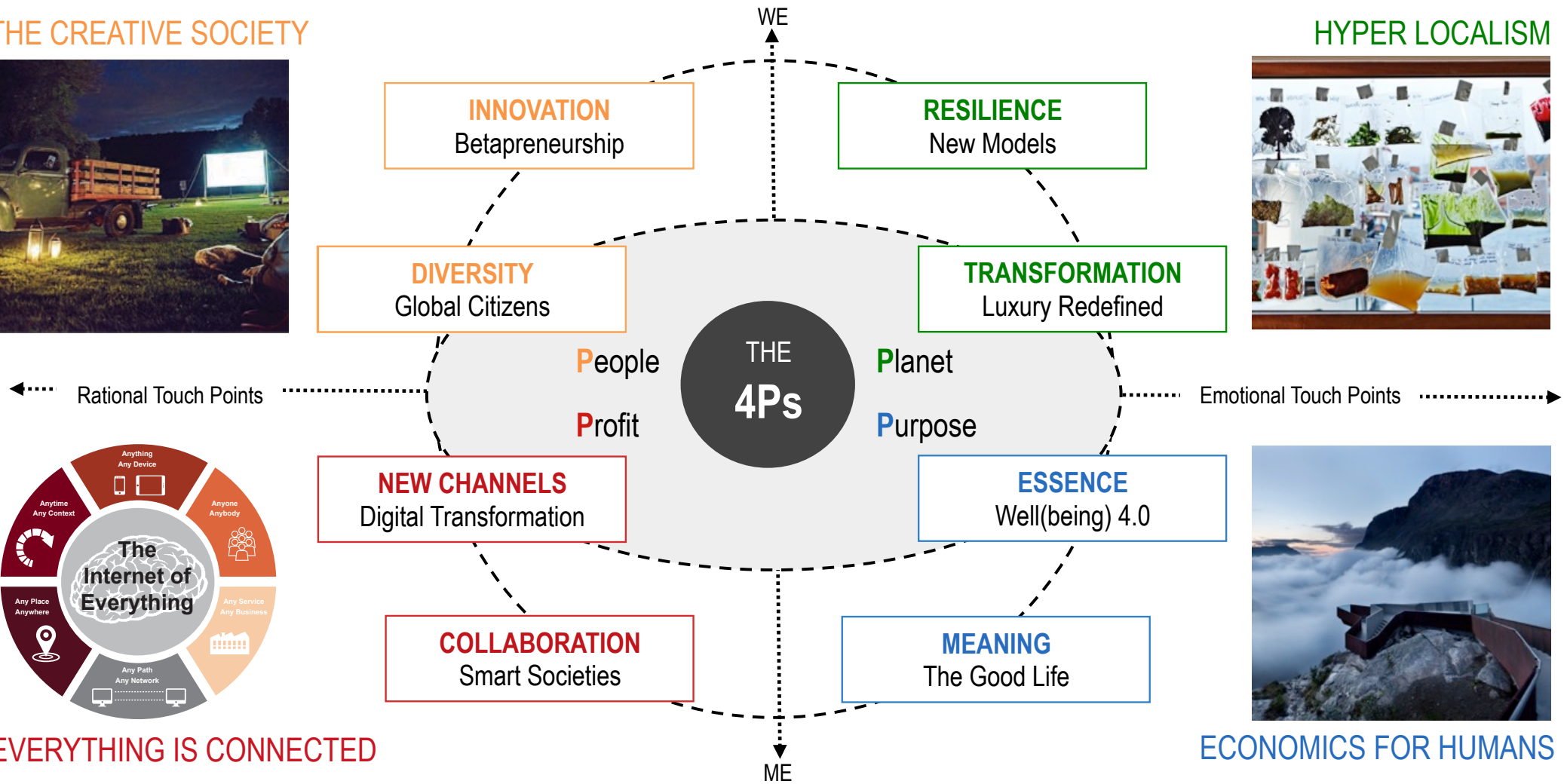
# CONNECTING THE DOTS



## THE CREATIVE SOCIETY



## HYPER LOCALISM



## EVERYTHING IS CONNECTED

## ECONOMICS FOR HUMANS



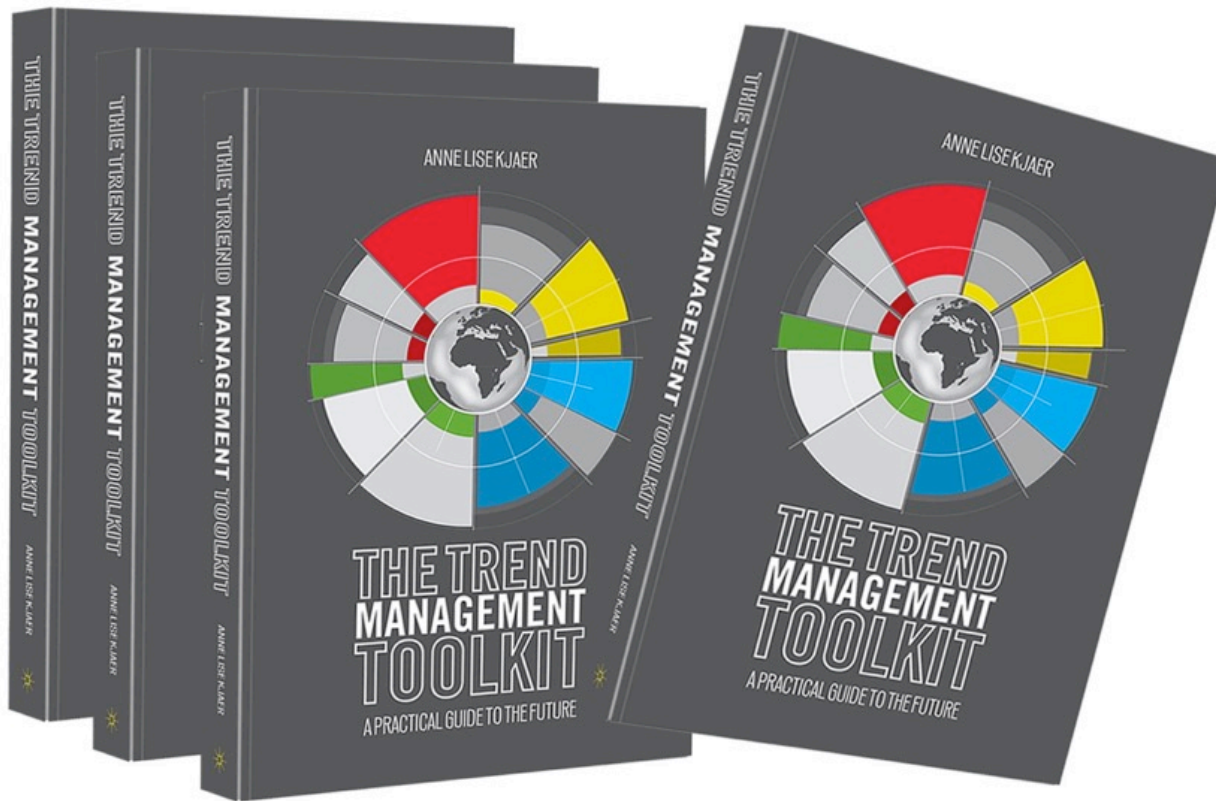
# CONCLUSION



Photo: BIG Greenland National Gallery of Art

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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