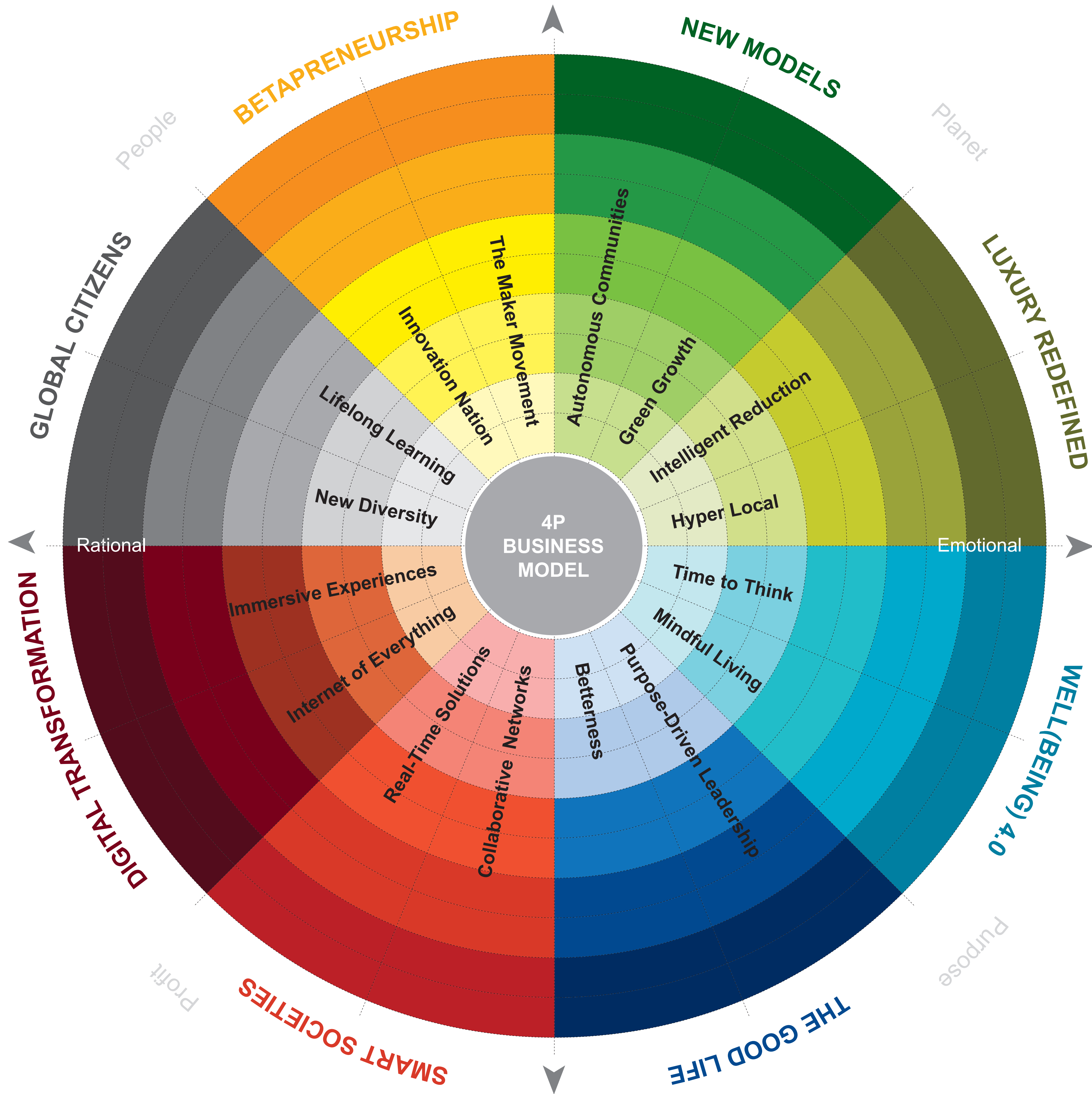


# PROMOTE ICELAND 2025



## 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 and visualising our goals.

### 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.

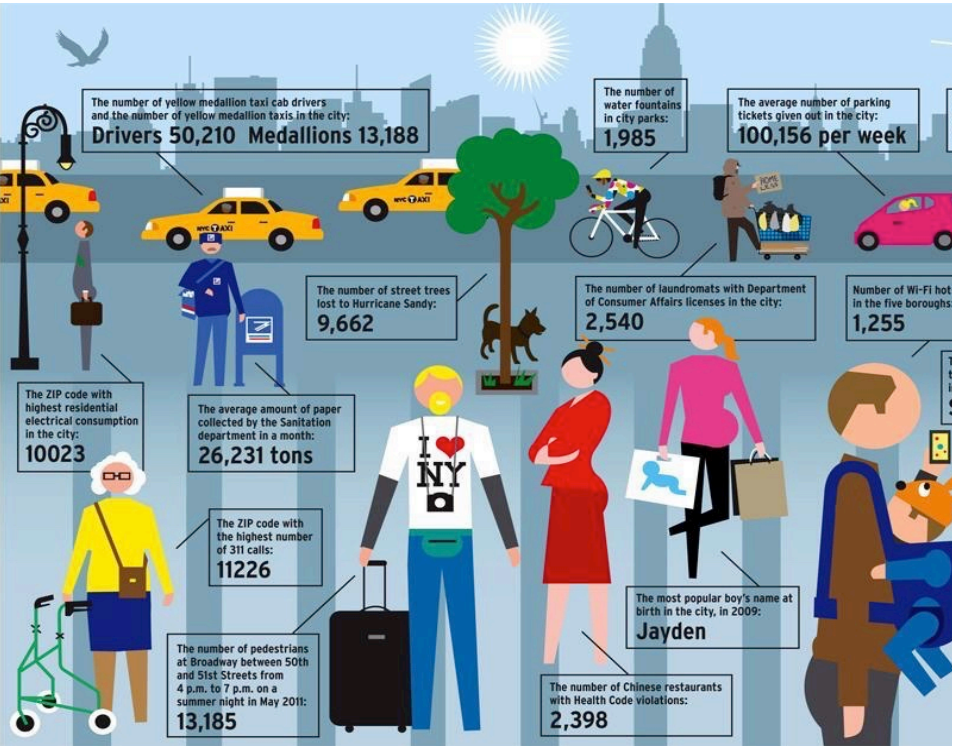
### How? Looking from the outside in

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 strategic work.

### 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 trends will evolve over time.

### SMART SOCIETIES



In the Smart Society thinking 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 in the planned smart city of Songdo, South Korea – enables citizens to interact with city administrators, shopkeepers or healthcare workers in real-time.

### DIGITAL TRANSFORMATION



Advances in technology can 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 created an interactive virtual tour to inspire travellers, while Marriott 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 should align to encourage entrepreneurship and innovation frontrunners. Alongside this, a positive outlook towards ageing and lifelong learning will foster long-term resilience.

### BETAPRENEURSHIP



Purpose-driven entrepreneurship, 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 holidays to become an opportunity to learn from real crafters and develop personal skills.

### NEW MODELS



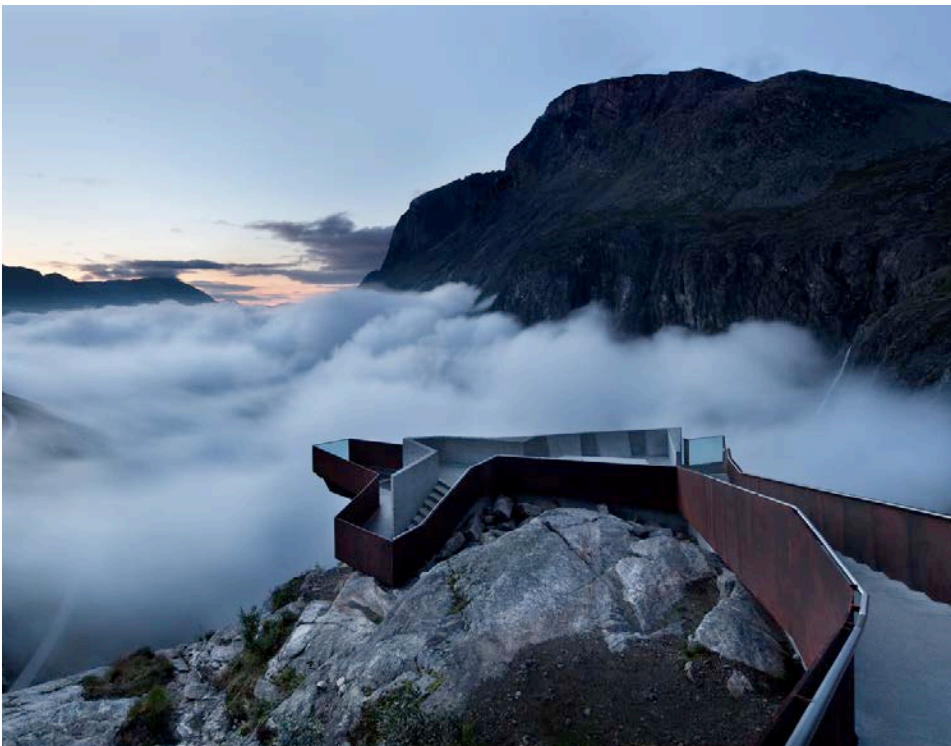
The Circular Economy is a vision to maximise resources and minimise waste. The goal is to build autonomous, thriving communities with green technology at their core, so local provenance is instrumental to sustainable performance. The Energy Academy of Samsø in Denmark, built by local craftsmen in 2007, 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 experiences bring people more 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 rooted in locality.

### WELL(BEING) 4.0



Quality of life is being redefined and new ideas of work/life balance are seen as a route to greater well(being). From Lo-Fi experiences to technology detox, mindful and values-driven 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.

### THE GOOD LIFE



Tomorrow's success stories will foster a leadership culture of 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.