

What happens when global megatrends hit your area?

A regional perspective to the most important future trends.

Roope Mokka
Founder
Demos Helsinki



@mokka



@demoshelsinki



DEMOS
HELSINKI

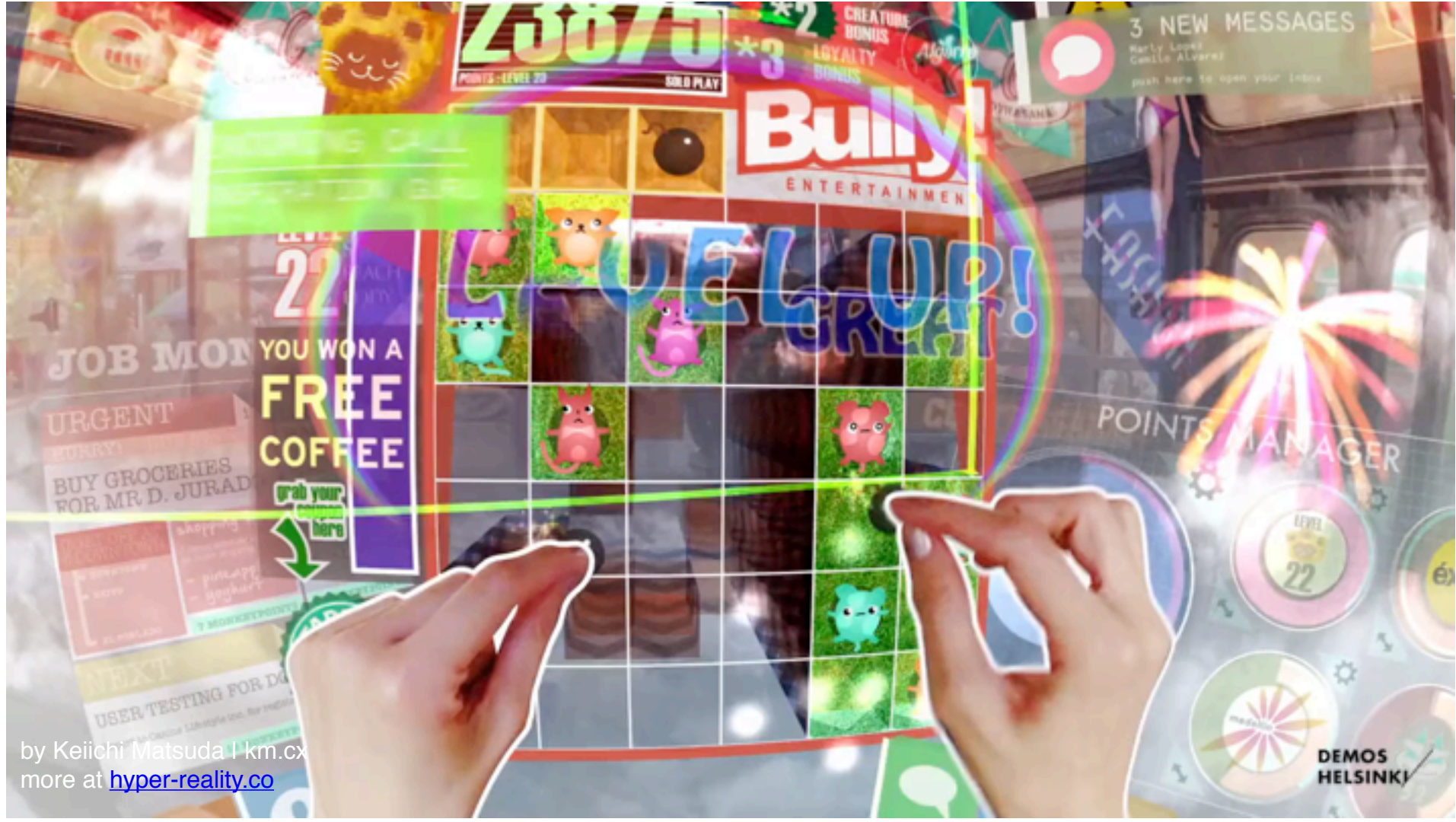
sey&Company

DEMOS HELSINKI

Strategic
Experiments



Foresight
Co-creation



by Keiichi Matsuda | km.cx
more at hyper-reality.co

How did we get here?
Why do artist think the future is so **bloody blinky**?

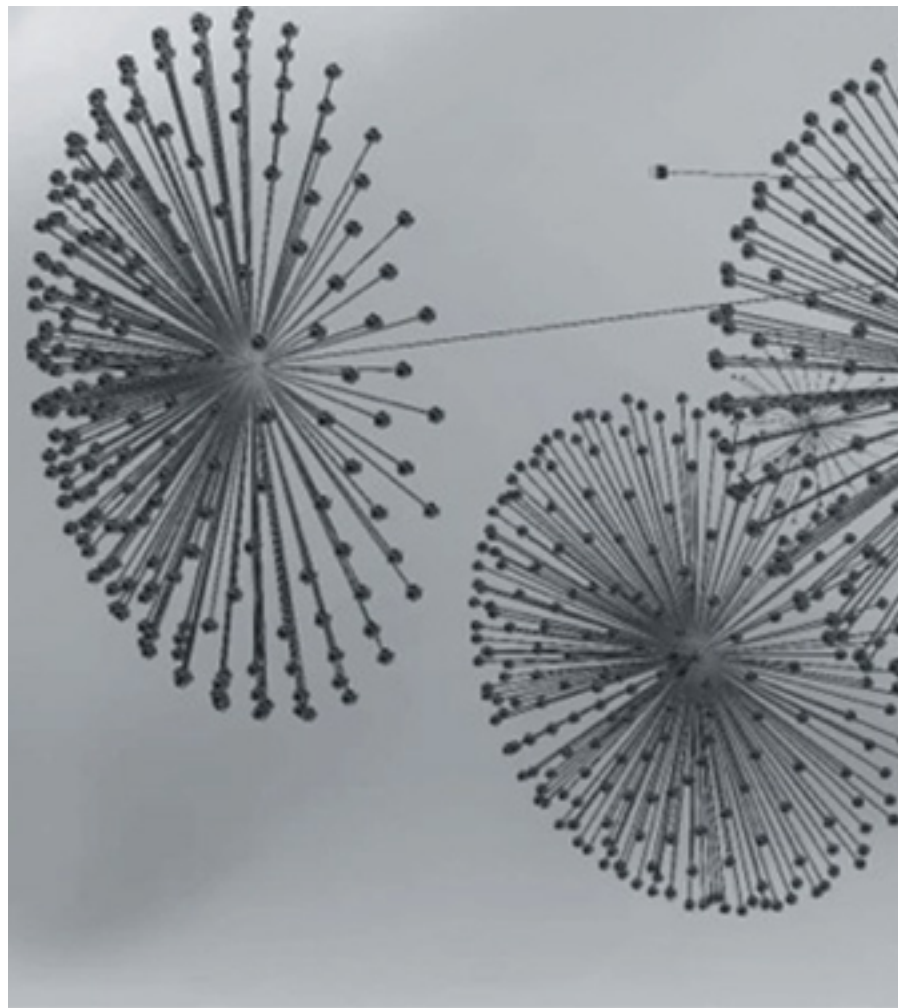


Megatrends

5 DEMOS HELSINKI MEGATRENDS

1. Planetary technology combines bits and atoms
2. Population tetris replaces population segments
3. Individualisation turns into participation
4. The emerging metropolises become the dominant global structure
5. Resource economy delivers constant disruptions

(Demos Helsinki, 2015)



MEGATRENDS BECOME REAL ONLY IN A GIVEN REGION.

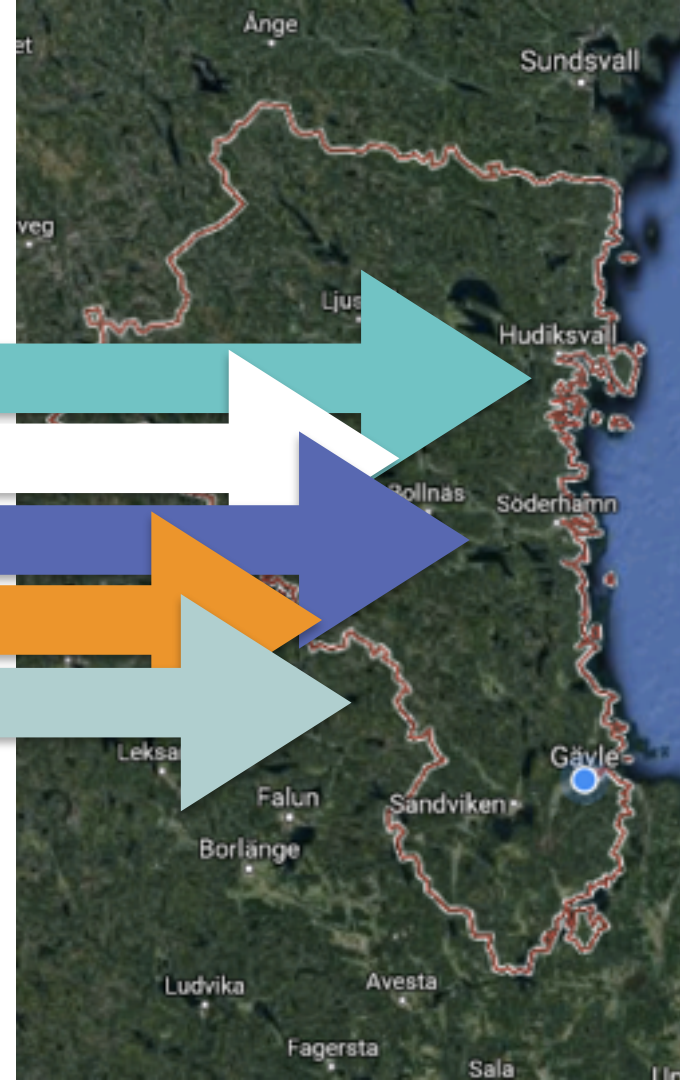
Planetary technology

Population tetris

Individualisation becomes participation

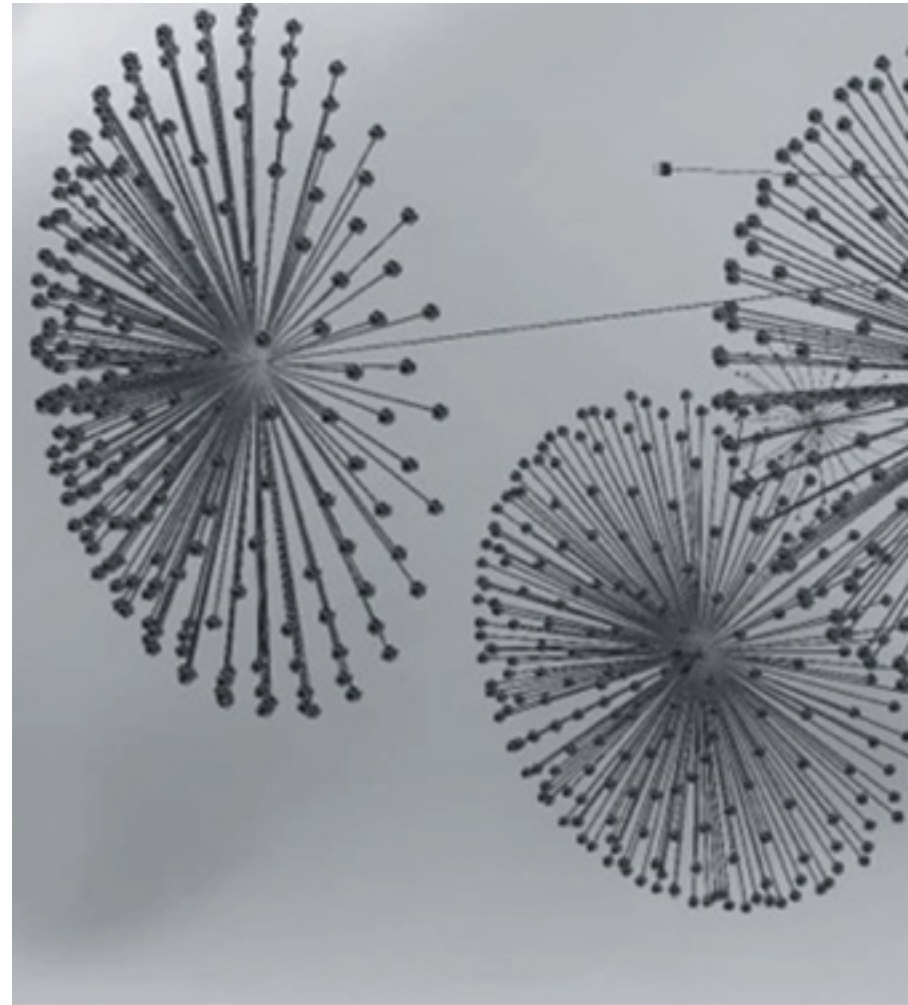
The liquid metropolis

Resource disruptions



MEGATREND 1

Planetary technology combines bits
and atoms



**When is the last
time that you
watched your
mobile phone?**

**We look at our
phone every
6th minute**

**In ten years time
we will never look
at our phones.**

Radio Shack
AMERICA'S TECHNOLOGY STORE

PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ON

All-Weather Stereo
Cut 34% **\$1199**

AM-FM Clock Radio
30% Off **\$1399**

In-Ear Stereo Phones
HALF PRICE! **799**

Micro-Tier™

0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFERS END TUESDAY FEBRUARY

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!

Save \$670
\$1599

BONUS PACKAGE

VHS Camcorder
Save \$100 **\$799**

3-Way Speaker With Massive 10" Woofer
Save \$10 **\$14995**

Mobile Cellular Telephone
Save \$100 **\$199**

Tiny Dual-Superhet Radar Detector
Save \$60 **7995**

Mobile CB With Channel Controls on Mike
HALF PRICE! **4995**

20-Memory Speed-Dial Phone
Cut 33% **2995**

Deluxe PC CD Player
Save \$159

Compact 10-Channel Desktop S
Save \$30 **9995**


Our Easiest-to-Use Phone Ans
Cut 17% **4995**

Handheld Voice-Activated Cass
40% Off **2995**



A large black arrow pointing upwards, containing the text 'Functionalities' in white.

Functionalities

A large black arrow pointing downwards, containing the text 'Size Price' in white.

**Size
Price**

THE LAW OF HYPERCONNECTED PLANET

Size & Prize

Functionalities

Mainframe computers

Personal Computers
Laptops

Smart Phones

Smart Watches

Wearables

Nearables

Smart Environments

"Smart dust"

THE LAW OF HYPERCONNECTED PLANET

Size & Prize

Mainframe computers

Personal Computers
Laptops

Smart Phones

Smart Watches

Wearables

Nearables

Smart Environments

"Smart dust"

**you
are
here**

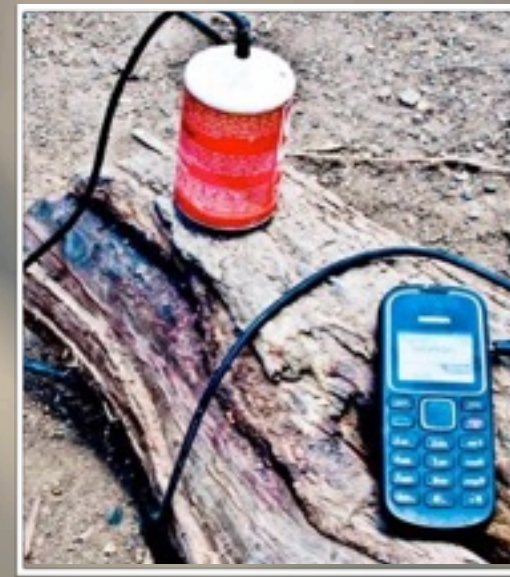
Functionalities

Bits and atoms are joining already and its creating a lot of value. Already.

Uber ≈ \$18.2bn
Airbnb ≈ \$30bn

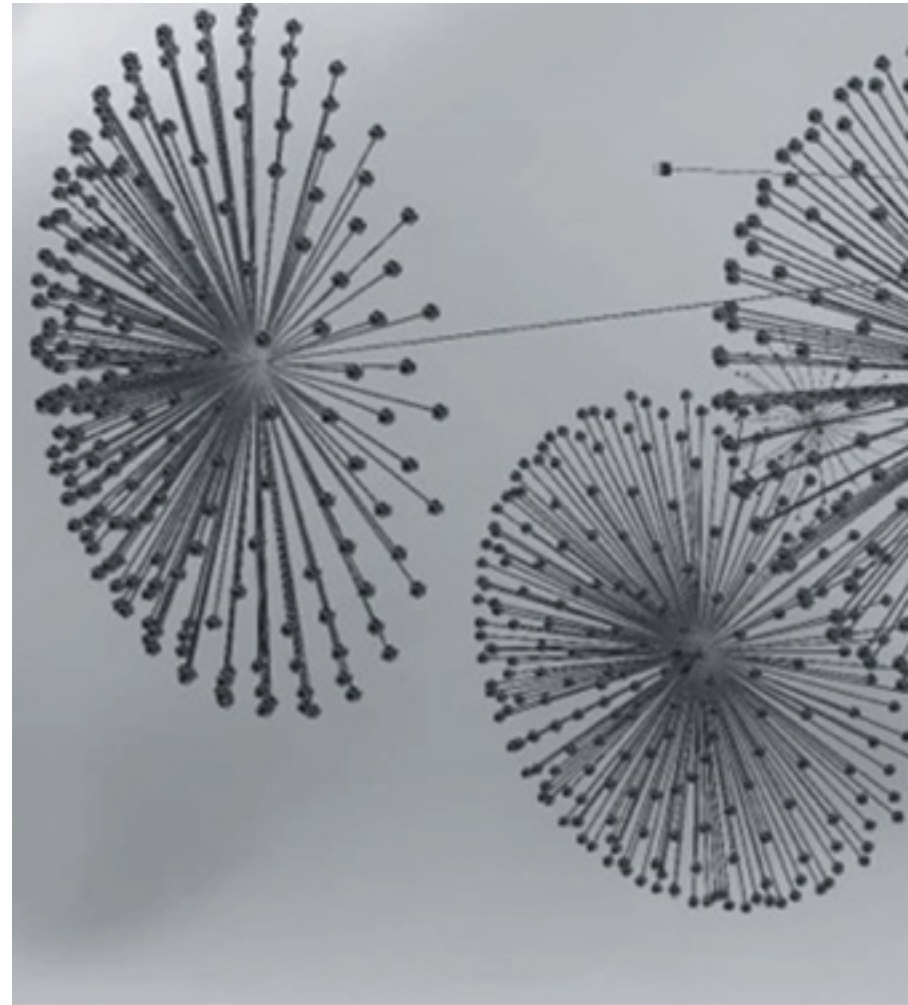
Pokemon GO increased
the valuation of
Nintendo w. \$11 bn
(oops!)





MEGATREND 2

Population tetris replaces population segments





Population tetris replaces
population segments

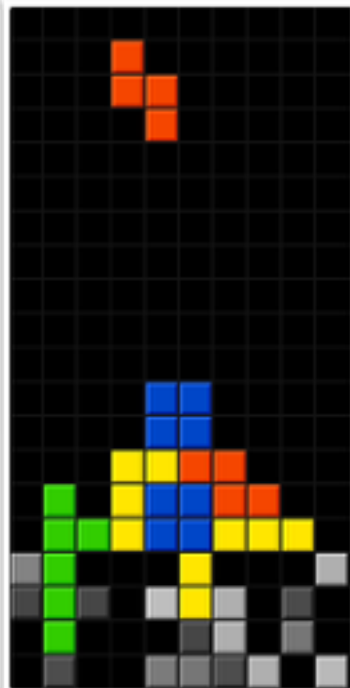
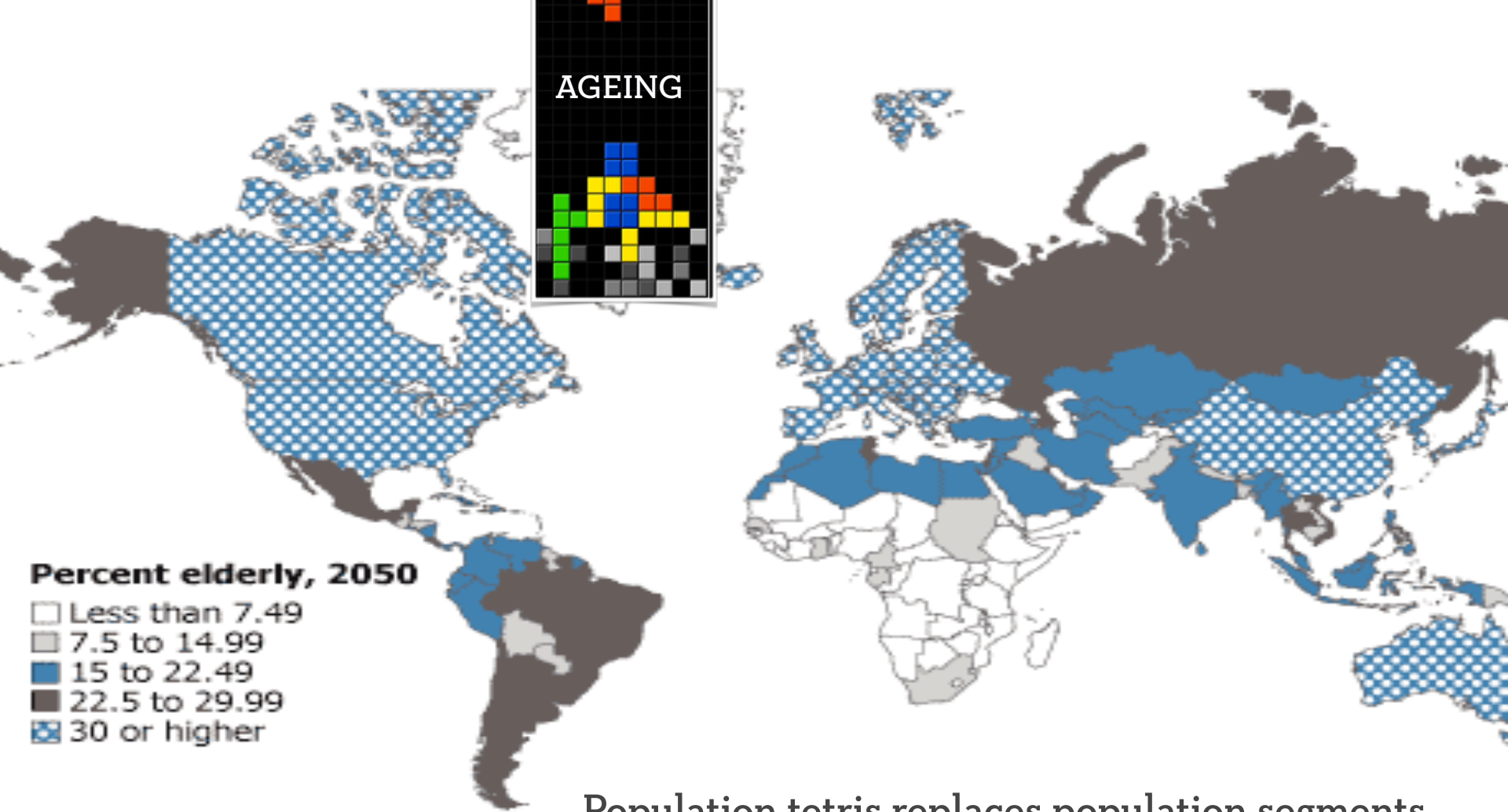


Figure 1. Immigration rates in high-income countries have tripled since 1960, following the same trajectory as the trade/GDP ratio

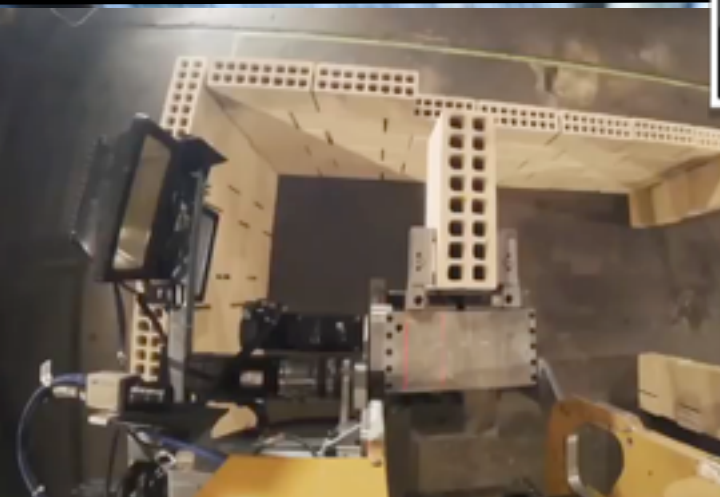
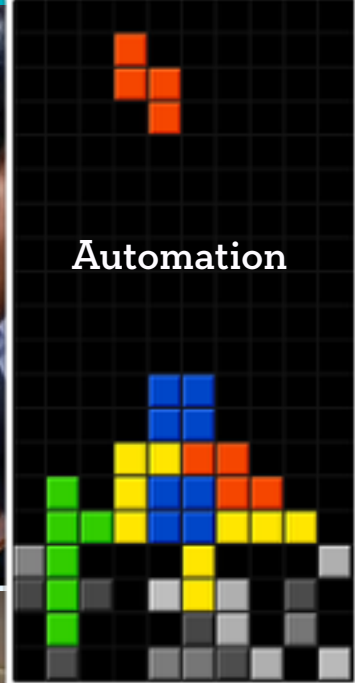


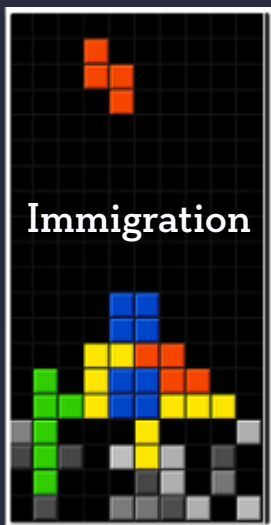
Source: United Nations database on international migrant stock, 2008 revision (<http://esa.un.org/migration/>) and World Trade Organization online database (<http://stat.wto.org/>).





Population tetris replaces population segments

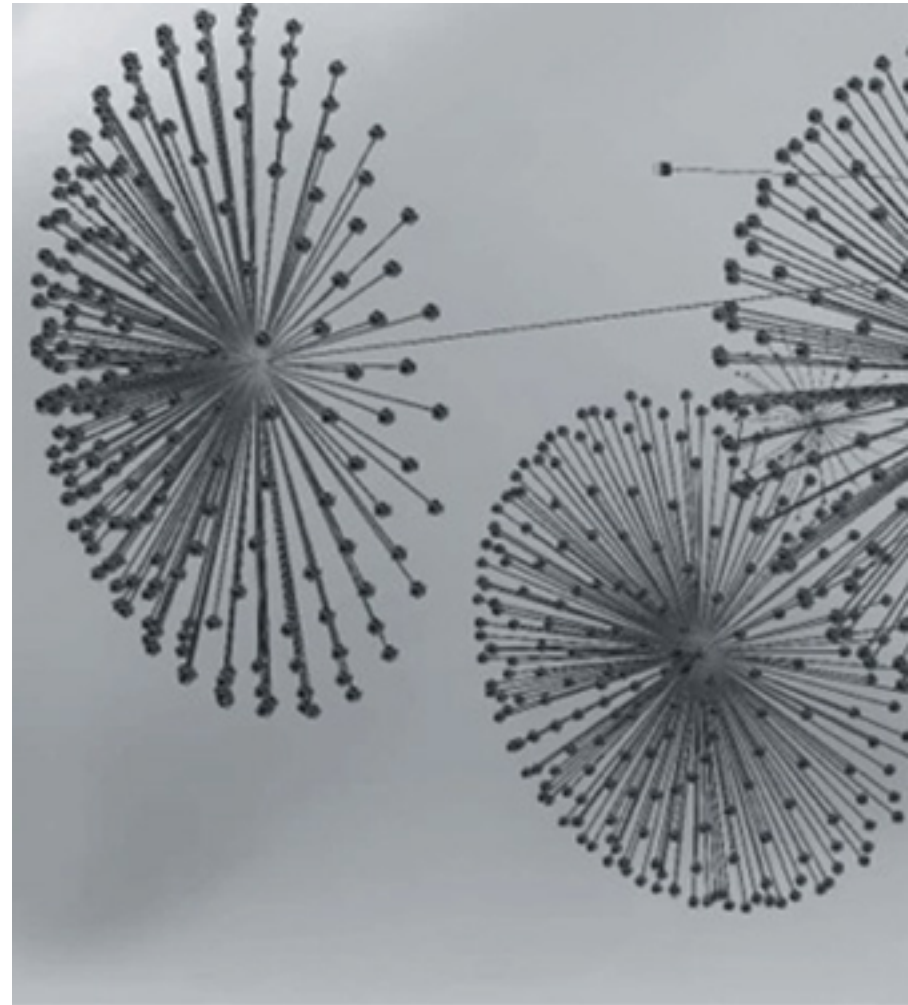




Population tetris replaces population segments

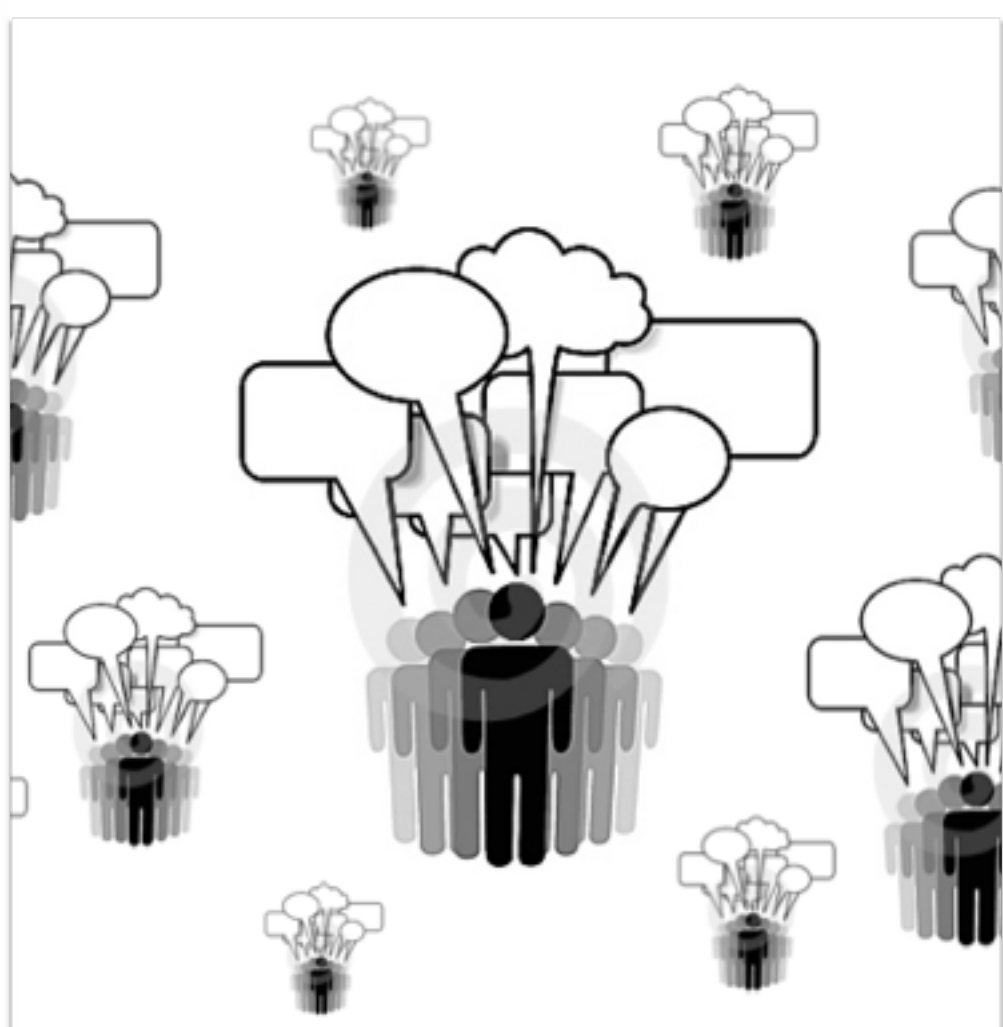
MEGATREND 3

Individualisation through
participation

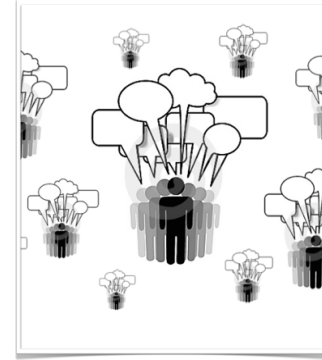
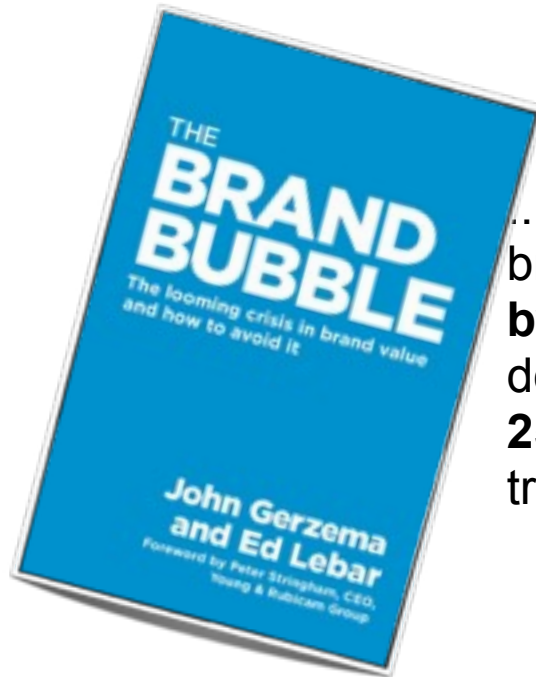


Individualisation through participation

groups
challenge
institutions
power

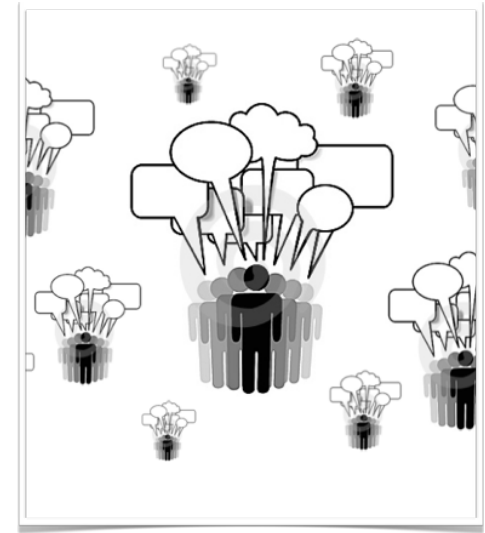
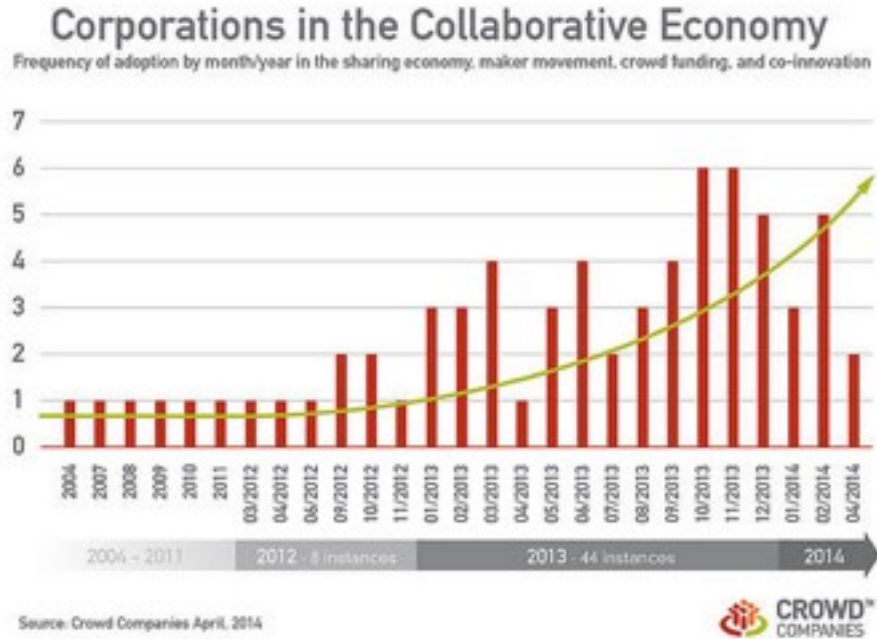


Individualisation through participation



...consumer trust in brands has **declined by 50%** in a decade, down from 52% **to 25%**. Instead, people trust their **peers**.

Individualisation through participation



The Mayor's Crowdfunding Programme #CrowdfundLDN

We want to help you create special local places that bring Londoners together.

LEARN MORE

Swedes

Individualisation through participation

Women

Men

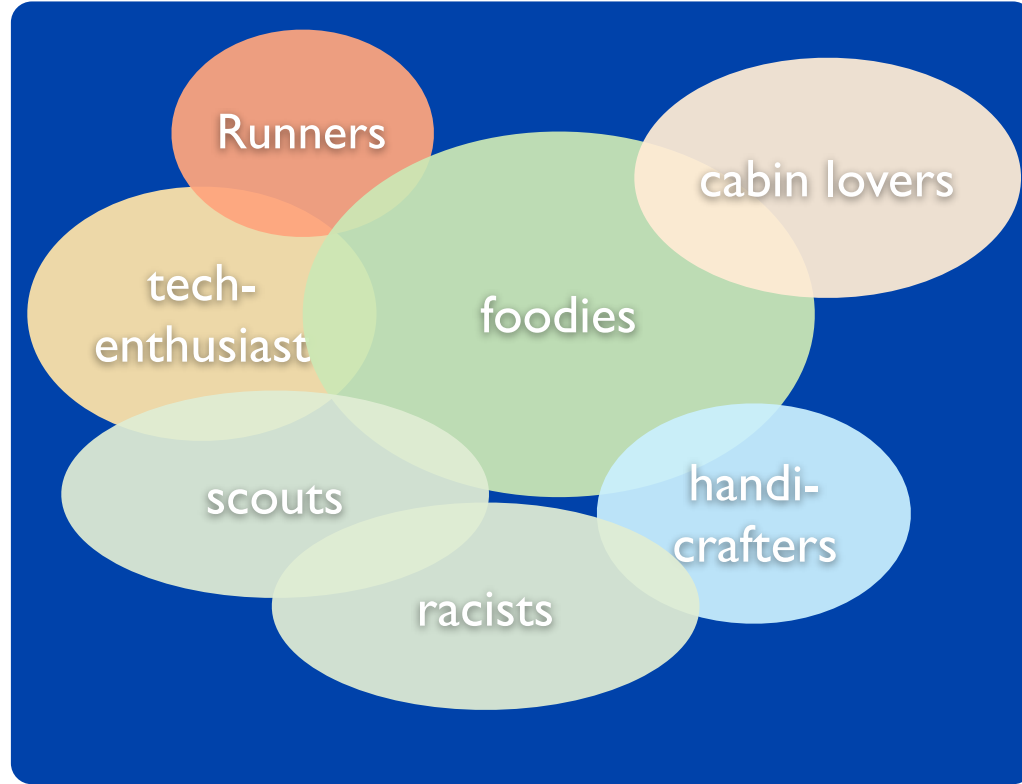
Individualisation through participation

Fully employed

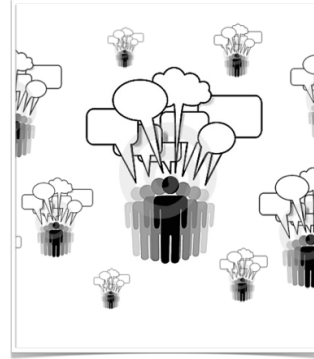
Students
and
pensioners

The
unemployed

Individualisation through participation



Individualisation through participation



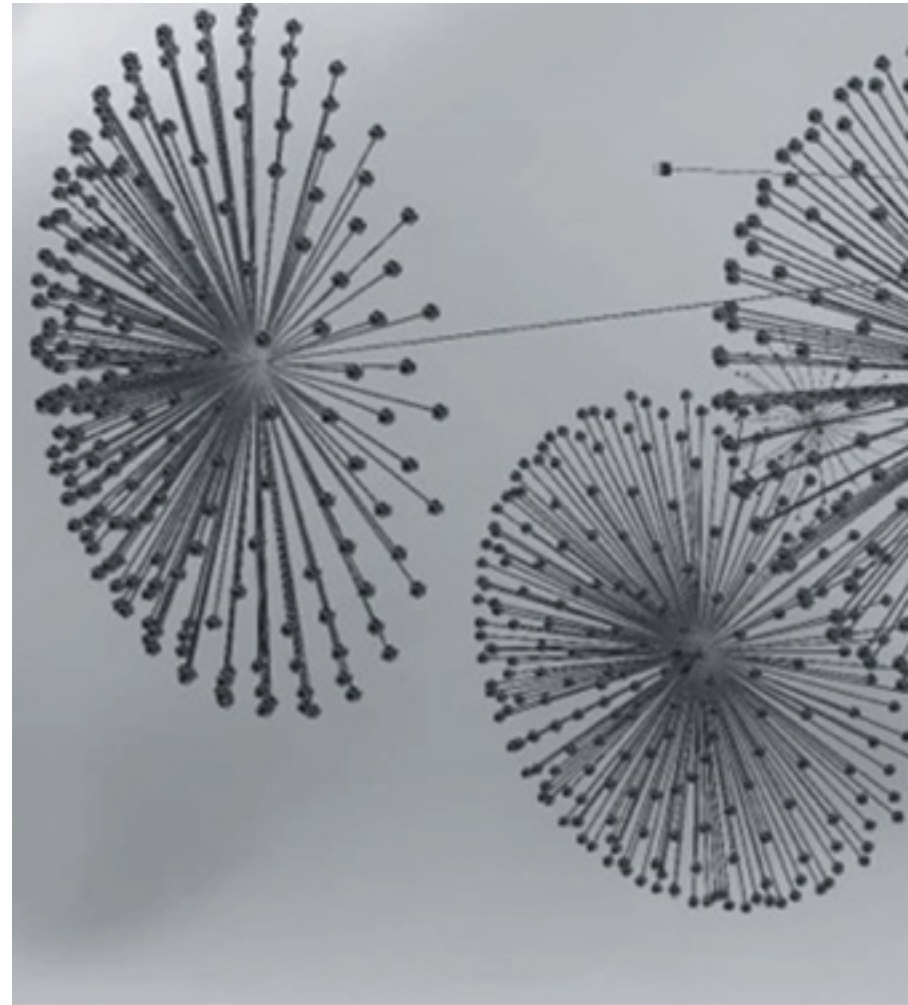
Black Rock City - A Future City?

- No money, everything is free
- Everything is produced by the attendees "burners"
- Tickets sell in seconds
- Desert city of 75 000 inhabitants
- A platform for co-creation

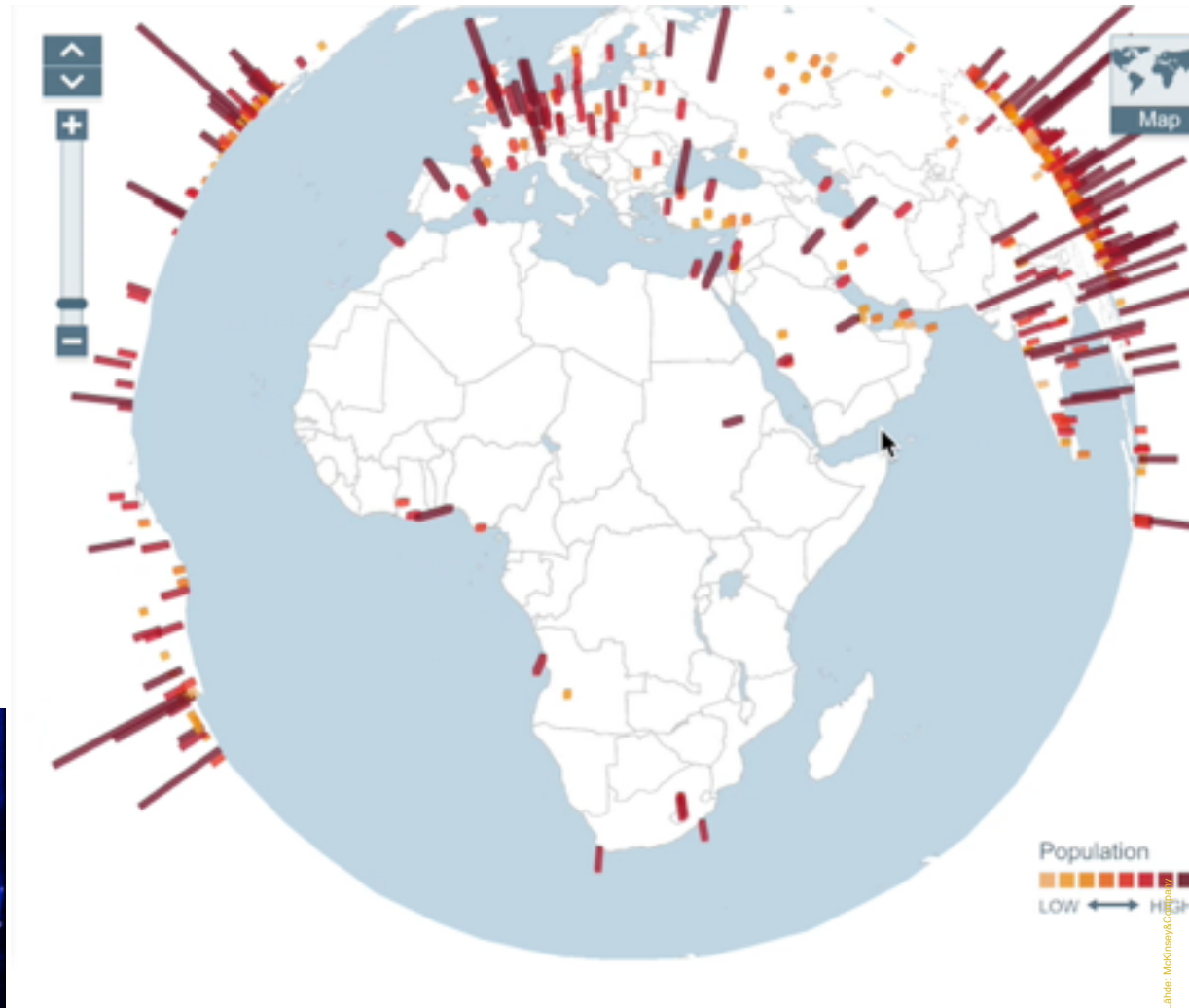


MEGATREND 4

The emerging metropolises become the dominant global structure



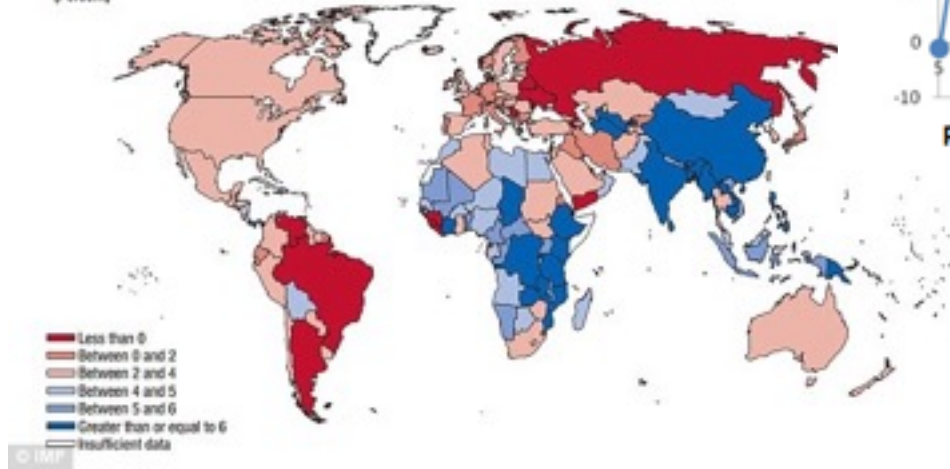
The emerging metropolises
make most of the growth
and world economies



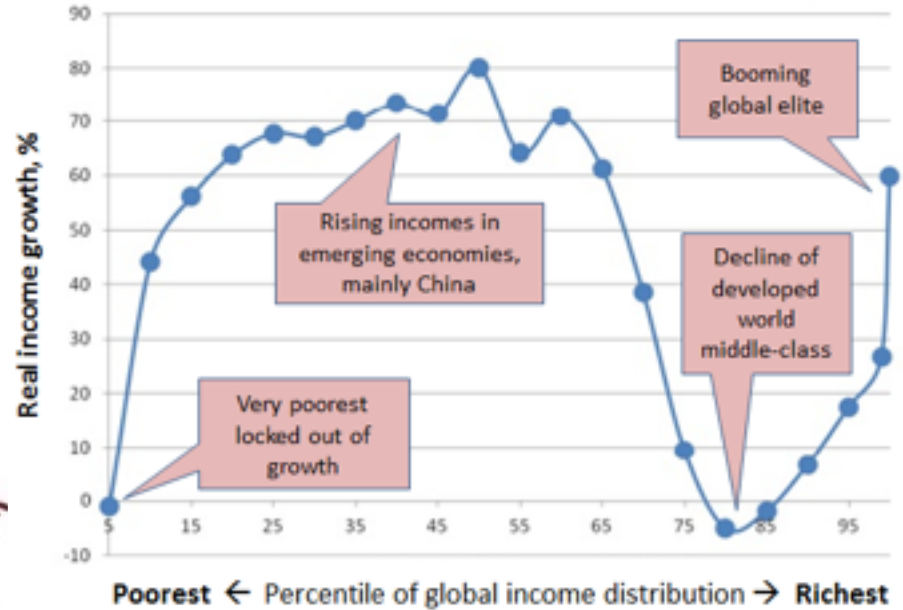
The emerging metropolises
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Figure 2.1. 2015 GDP Growth Forecasts and the Effects of an Oil Supply Shock

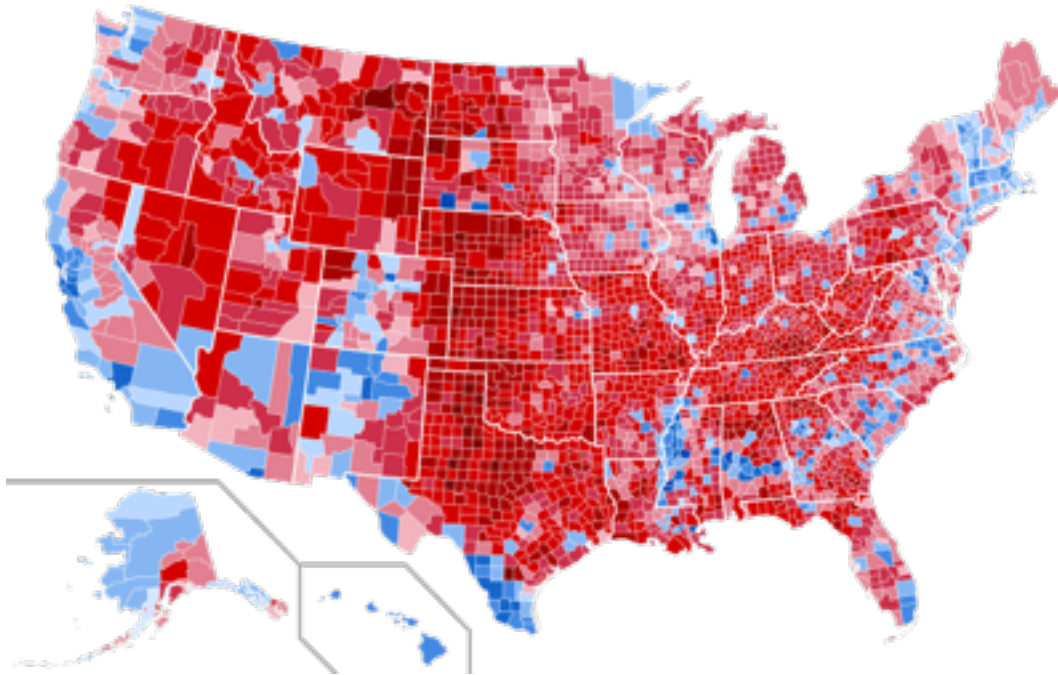
1. 2015 GDP Growth Forecasts¹
(Percent)



Global income growth from 1988 to 2008

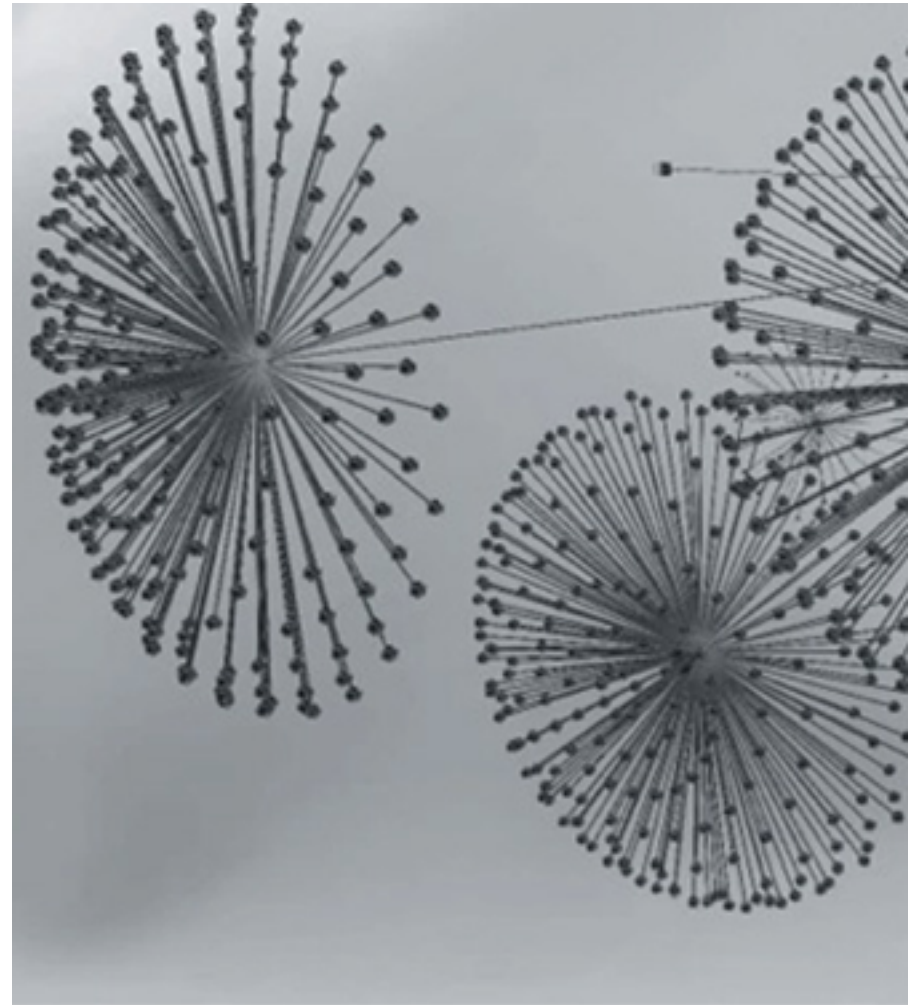


The emerging global metropolises grow out of the periphery and slow growth cities.

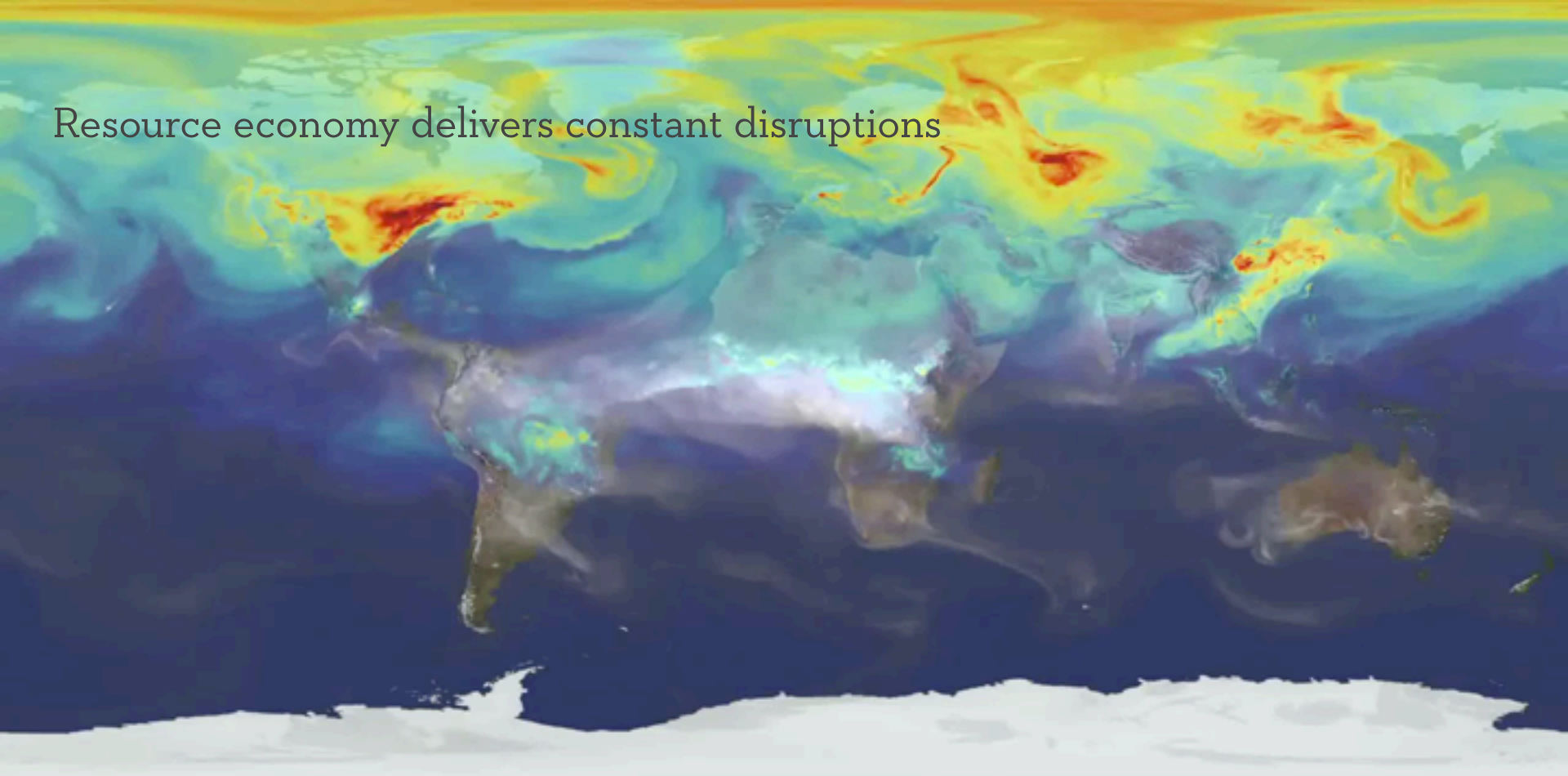


MEGATREND 5

Resource economy delivers constant disruptions



Resource economy delivers constant disruptions



2006 / 01 / 01

Global Modeling and Assimilation Office

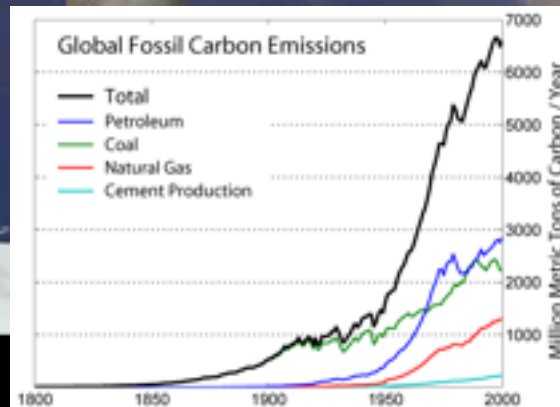
Carbon Monoxide Column Abundance [1.0×10^{18} molec cm^{-2}]



Carbon Dioxide Column Concentration [ppmv]



Resource economy delivers constant disruptions



2006 / 01

Global Modeling and Assimilation Office

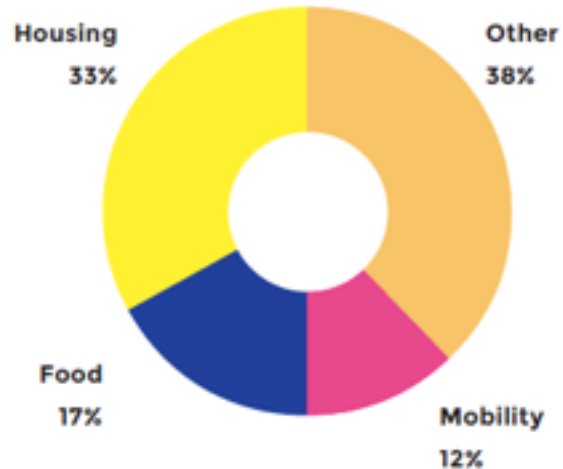
18 molec cm⁻²

Carbon Dioxide Column Concentration [ppmv]

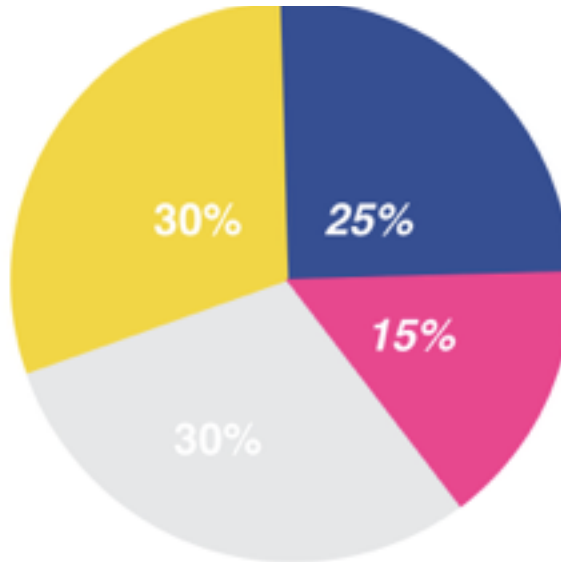
0.0 0.6 1.2 1.8 2.4 3.0 3.6 4.2 4.8 5.4 6.0 377 379 381 383 385 387 389 391 393 395

Resource economy under constant disruptions - mostly in housing, food and transportation.

Share of consumer spend in EU [Eurostat]



Energy consumption per household [Eurostat]



$$\begin{array}{l} \text{house icon} \quad \text{housing} \\ + \quad \text{fork and knife icon} \quad \text{food} \\ + \quad \text{curved arrow icon} \quad \text{mobility} \\ \hline = 70\% \end{array}$$

MEGATRENDS BECOME REAL ONLY IN A GIVEN REGION.

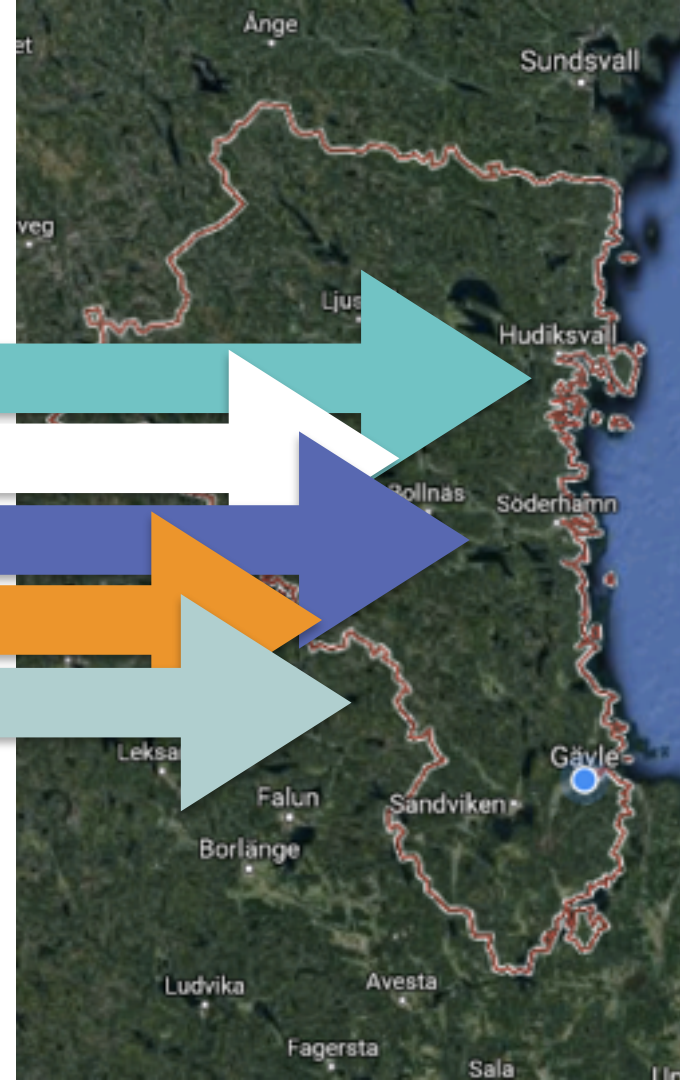
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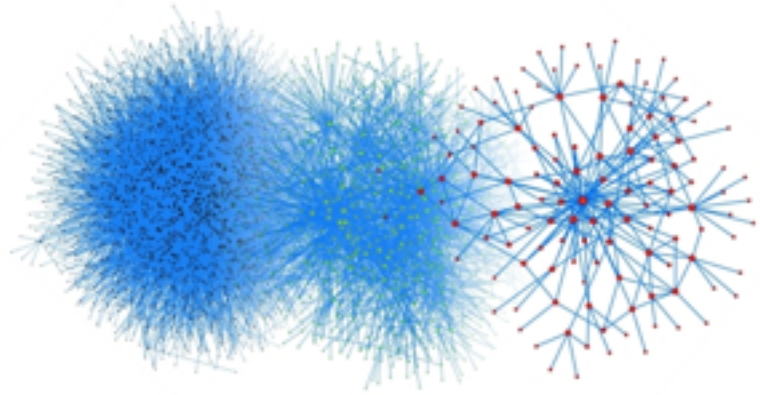
Resource disruptions



Megatrends mean **black swans** and **complexity** for the regional level.



+



Black swans

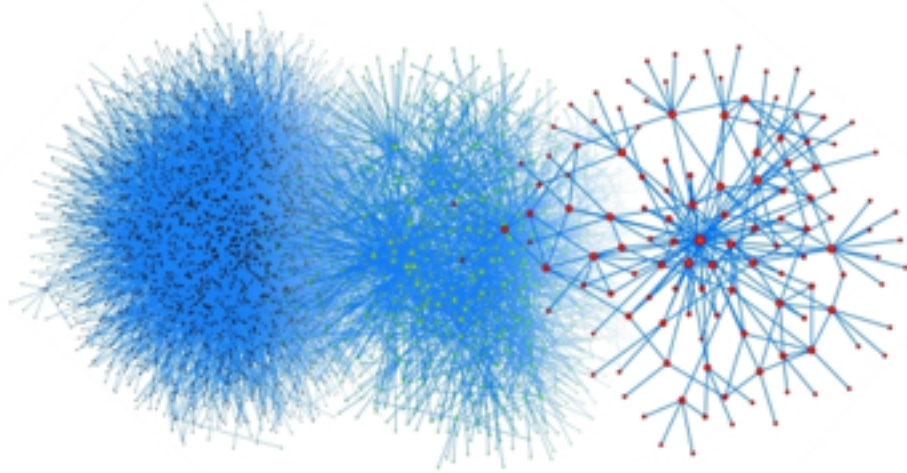
Complexity



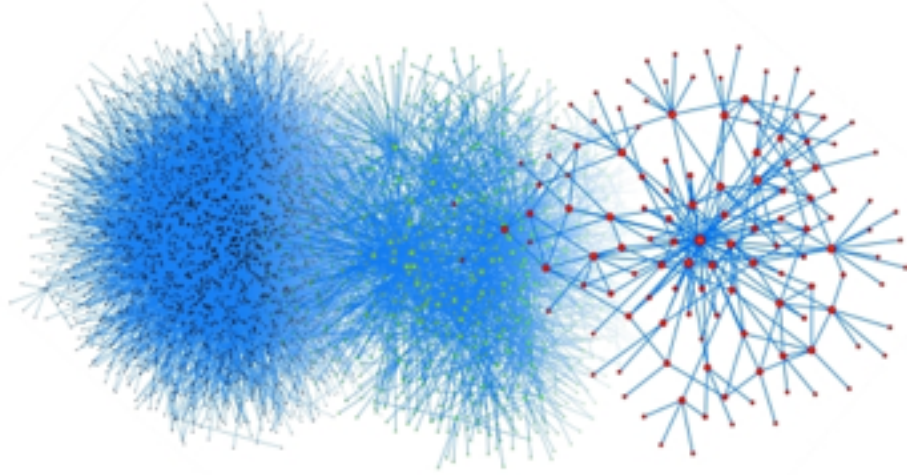
Black swans



**HOW COME WE DID NOT SEE
THIS COMING?**

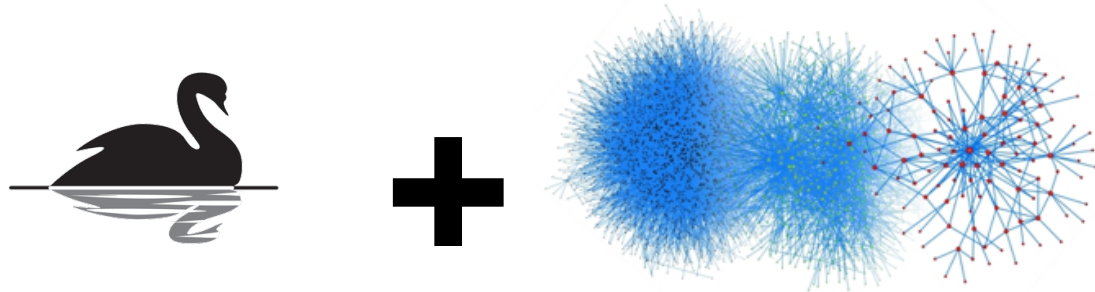


Complexity



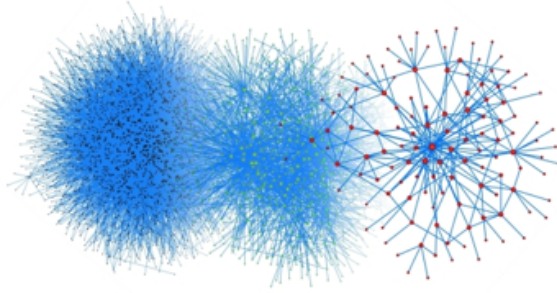
You can not do just one thing for any given action ramifies to a greater or lesser degree throughout the whole ecosystem.

How to plan for the future of black swans and complexity?





+



=

**Strategic
experiments
as planning**

Black swans

Complexity

DN.ekonomi

Finland testar statlig
medborgarlön

The New York Times

SVENSKA DAGBLADET

"Finlands försök med basinkomst
kan bli förebild"

Finland är i startgroparna för ett seriöst försök med medborgarlön. Det vore glädjande om Sverige ville följa efter med ett eget experiment, eller gärna delta i det finska, skriver forskare som ska ta fram ramarna till försöket i Finland.

*Free Cash in Finland.
Must Be Jobless.*

Finland will soon hand out cash right to all who are free of bureaucracy or limits on side-earnings. The risks, critics of basic income, are growing traction worldwide.



Experiments are the new planning.

KIITOS! Tack!

Och vi ses i Region 2050;)

Roope Mokka
Founder
Demos Helsinki



@mokka



@demoshelsinki

**DEMOS
HELSINKI** /