

What are megatrends:

- a list!
- affect everything
- unlikely to go away
- interact with each other
- create trends, technologies and industries
- may change in definition, but remain the same in essence
- a short(est possible) list of phenomena you can explain the future with

What megatrends are not:

Trends or fashions

Technologies or industries

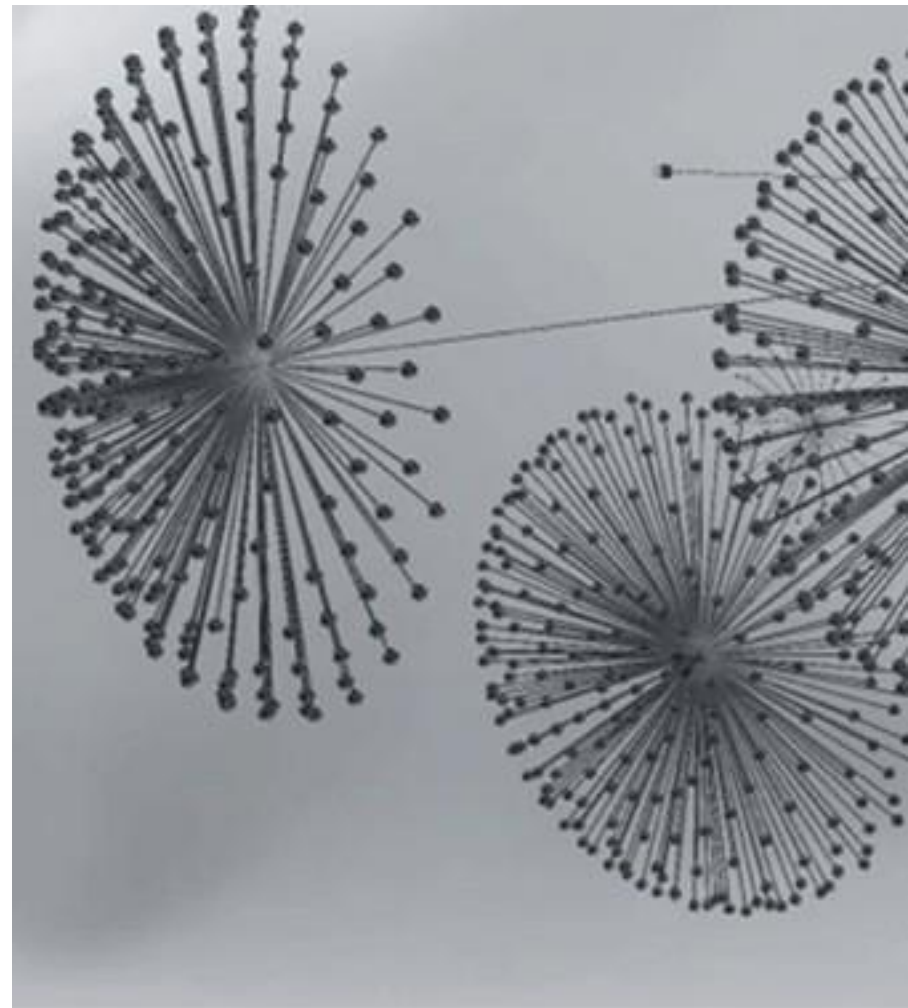
Local phenomena

Something you can abolish with a **magic bullet**

5 Demos Helsinki Megatrends

1. Planetary technology combines bits and atoms (**digitalisering**)
2. Population tetris replaces population segments (**demografi**)
3. Individualisation turns into participation (**individ/grupp**)
4. The emerging metropolises become the dominant global structure (**urbanisering**)
5. Resource economy delivers constant disruptions (**resursbrist**)

(Demos Helsinki, 2015)

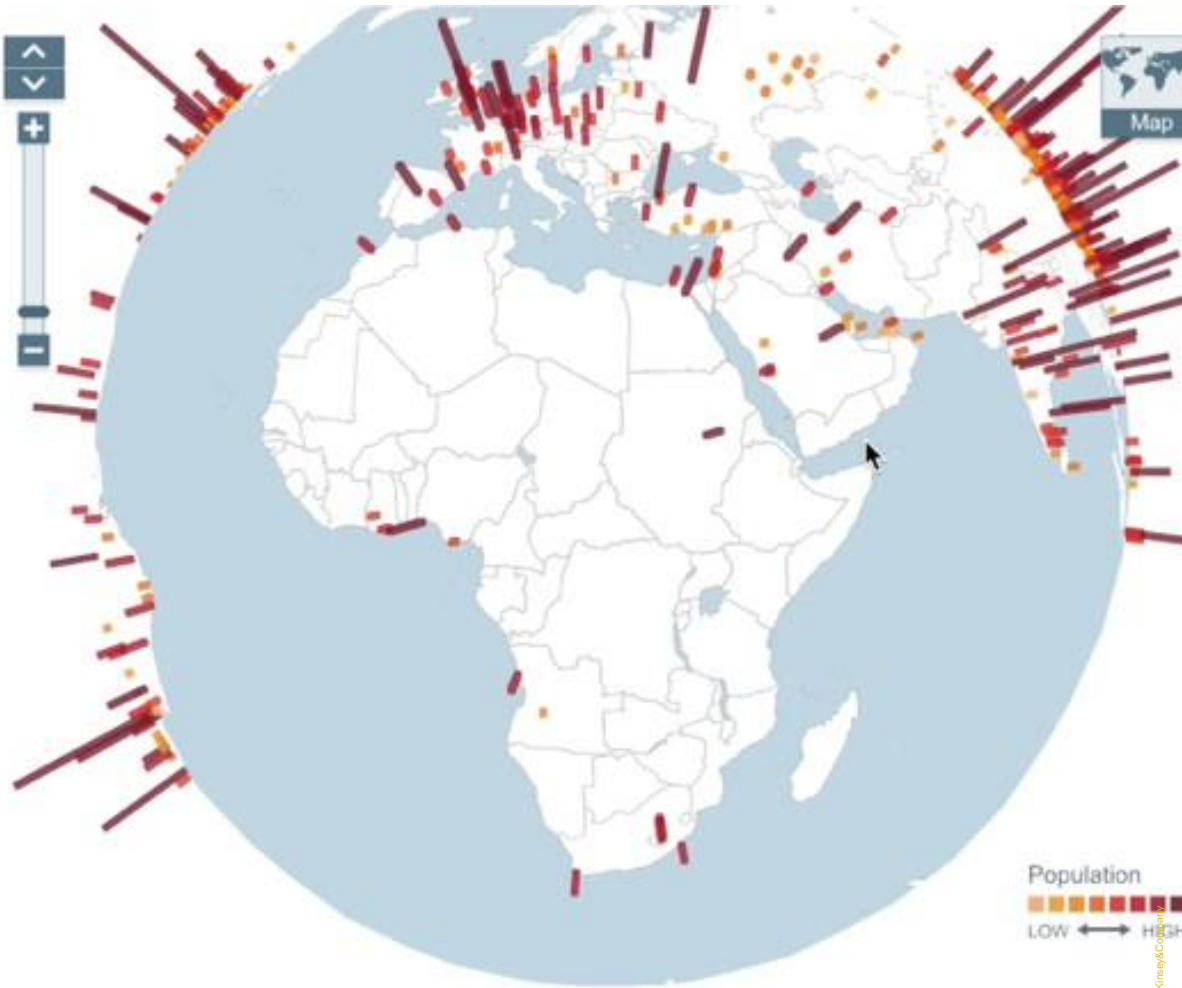


Megatrend 4

The emerging metropolises become the dominant global structure. The economic and soon cultural dynamism moves to Asia and then to Africa.



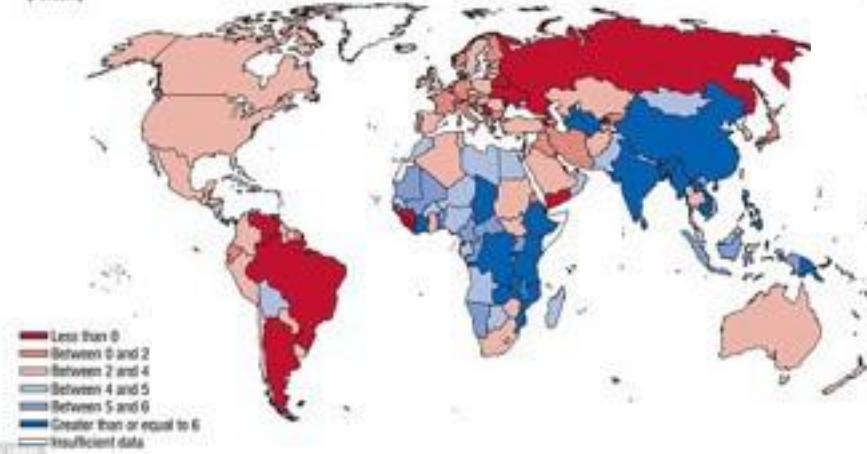
The emerging metropolises remake the map, beyond national states.



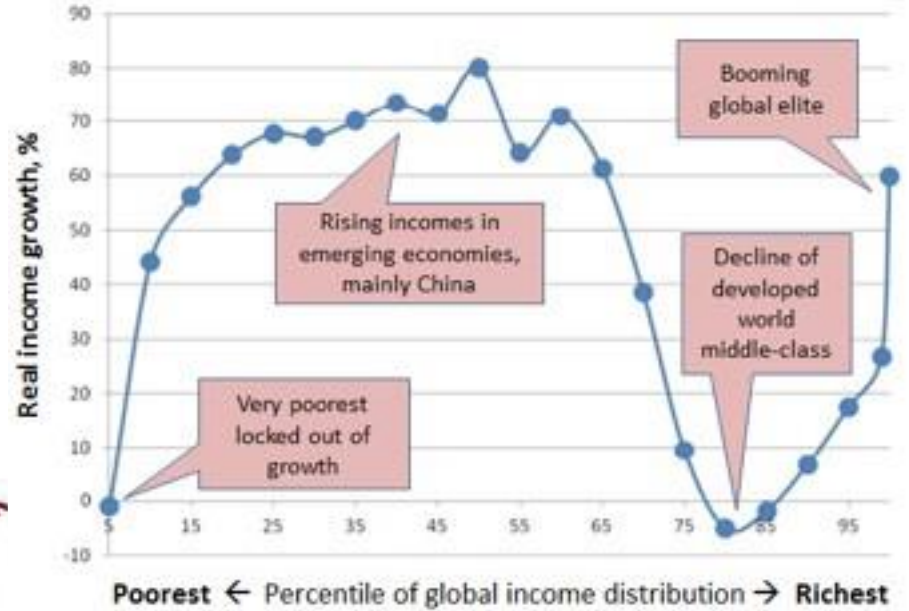
The emerging metropolises
make most of the growth
and world economies

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

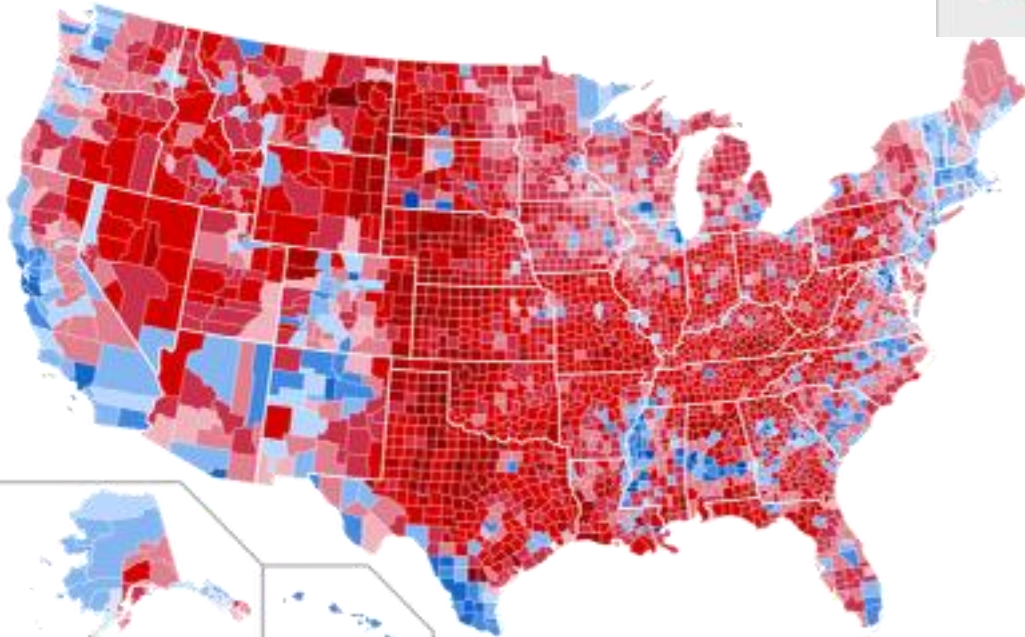
1. 2015 GDP Growth Forecasts¹
(Percent)



Global income growth from 1988 to 2008

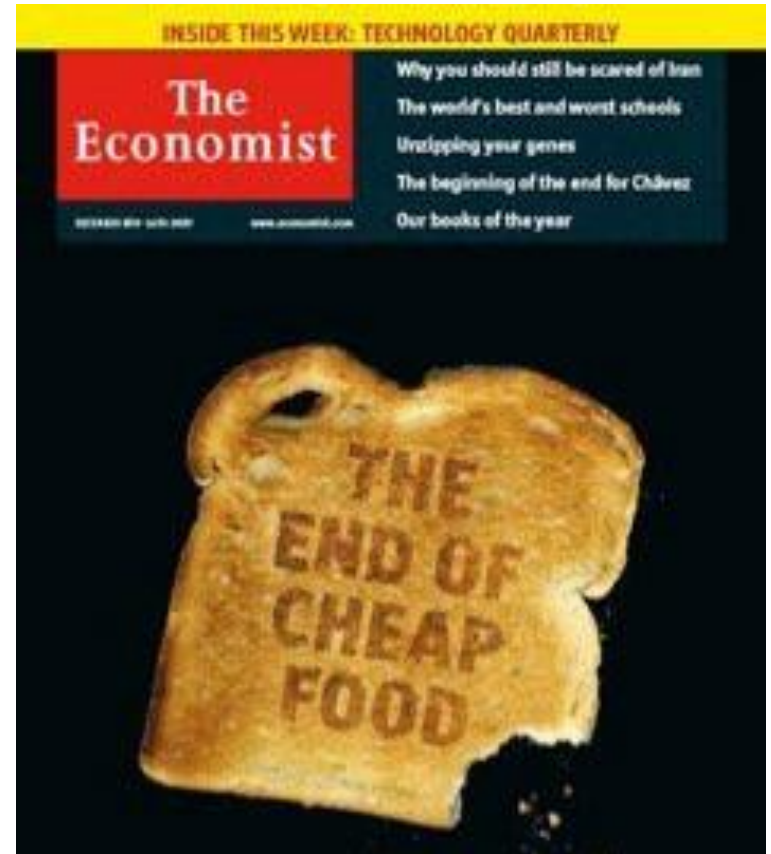


The emerging global metropolises grow out of the periphery and slow growth cities.

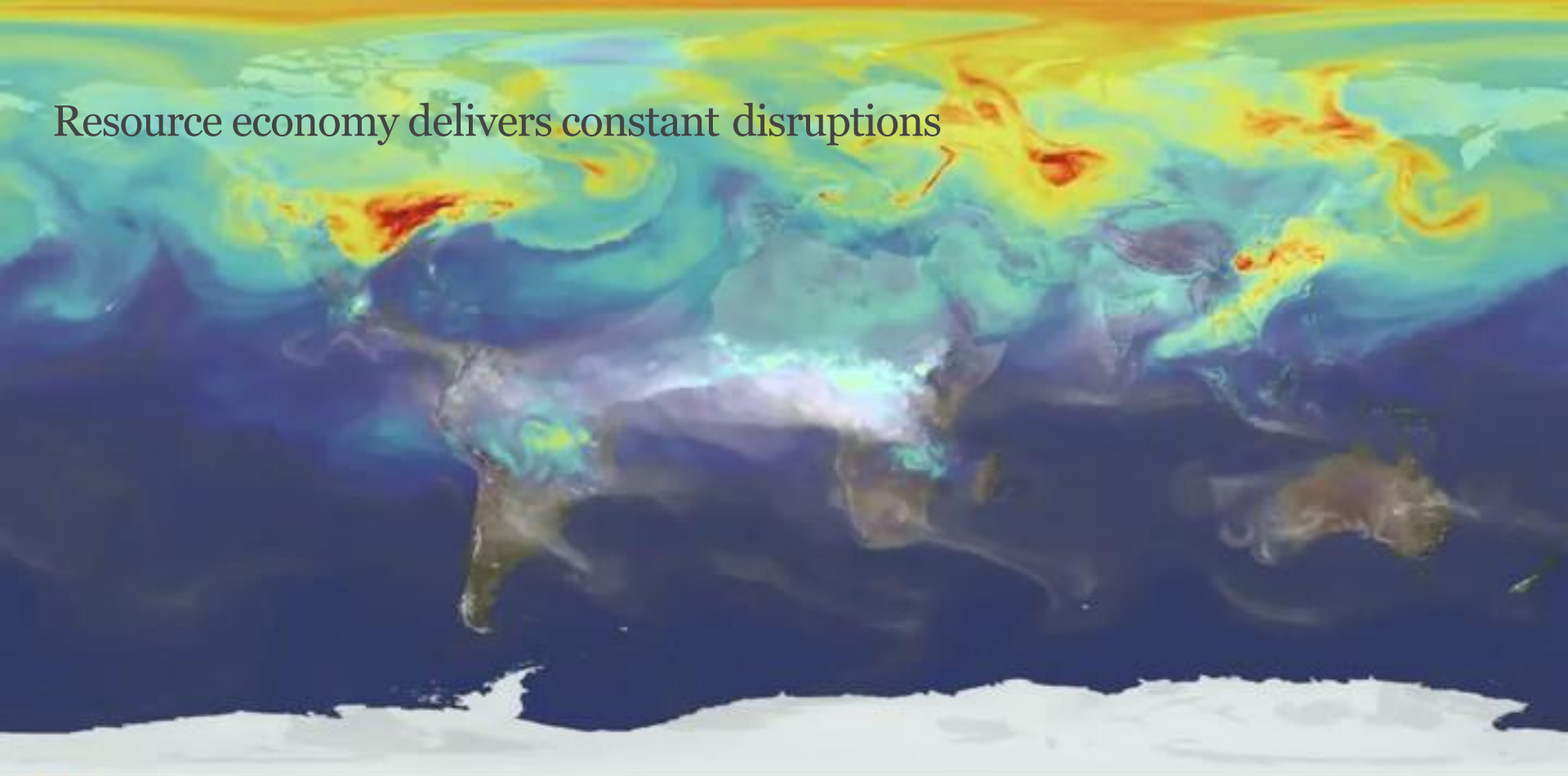


Megatrend 5

Resource economy delivers constant disruptions in consumption, business and infrastructure. Food, housing, transportation and energy change and become digital services.



Resource economy delivers constant disruptions



2006 / 01 / 01

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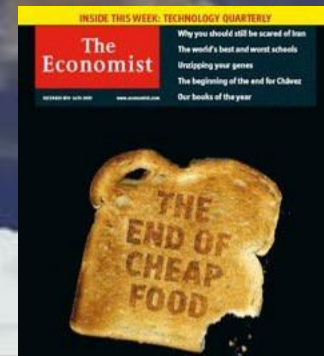
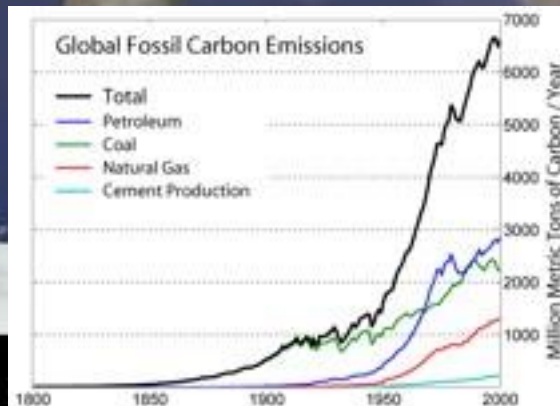
Carbon Monoxide Column Abundance [1.0×10^{18} molec cm^{-2}]



Carbon Dioxide Column Concentration [ppmv]



Resource economy delivers constant disruptions



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