



Megatrends

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

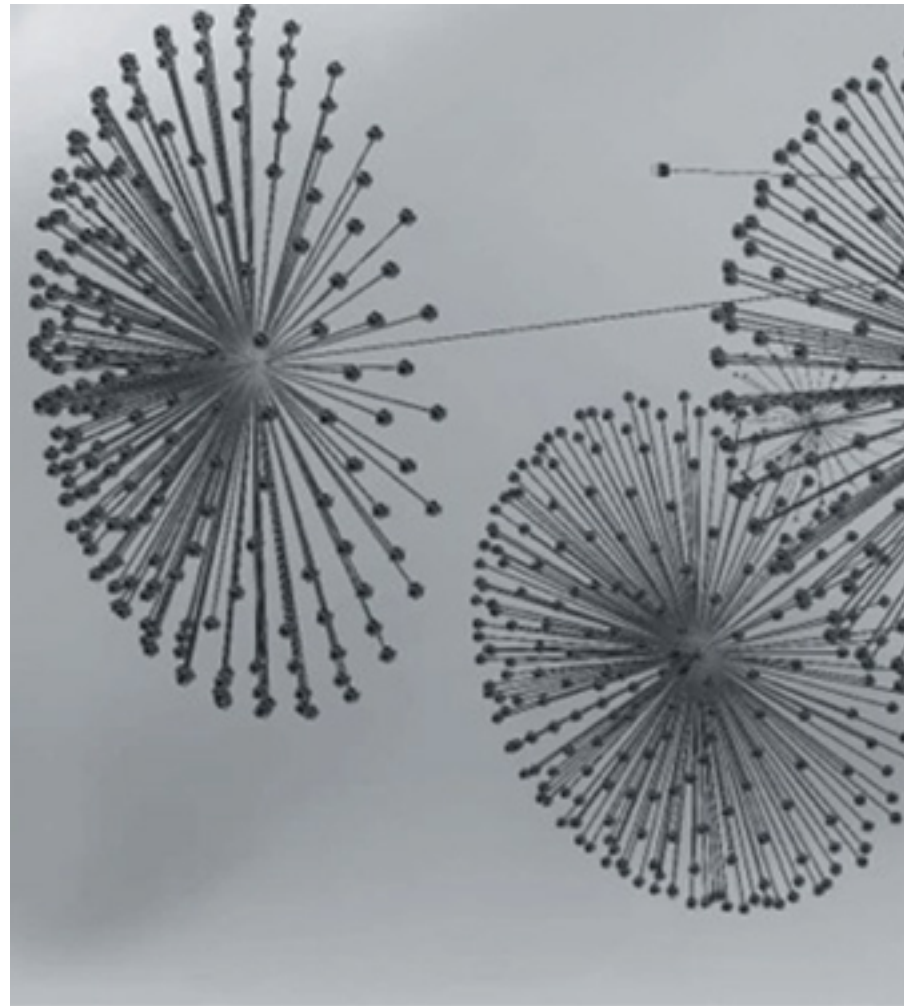
Local phenomena

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

5 DEMOS HELSINKI MEGATRENDS

1. Planetary technology combines bits and atoms
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.

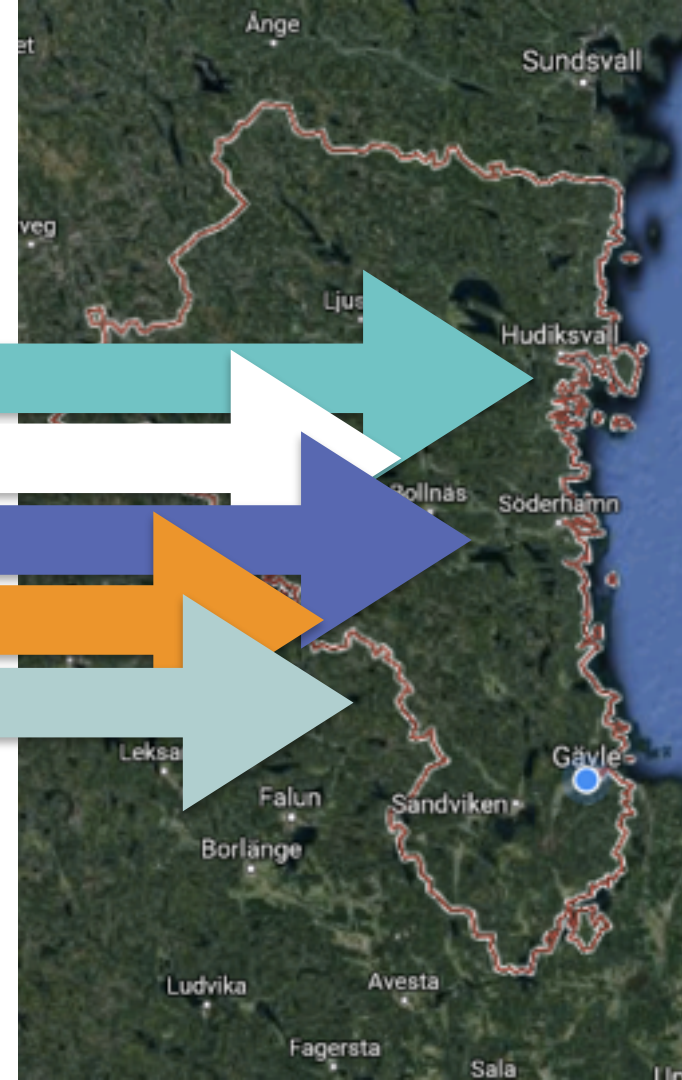
Planetary technology

Population tetris

Individualisation becomes participation

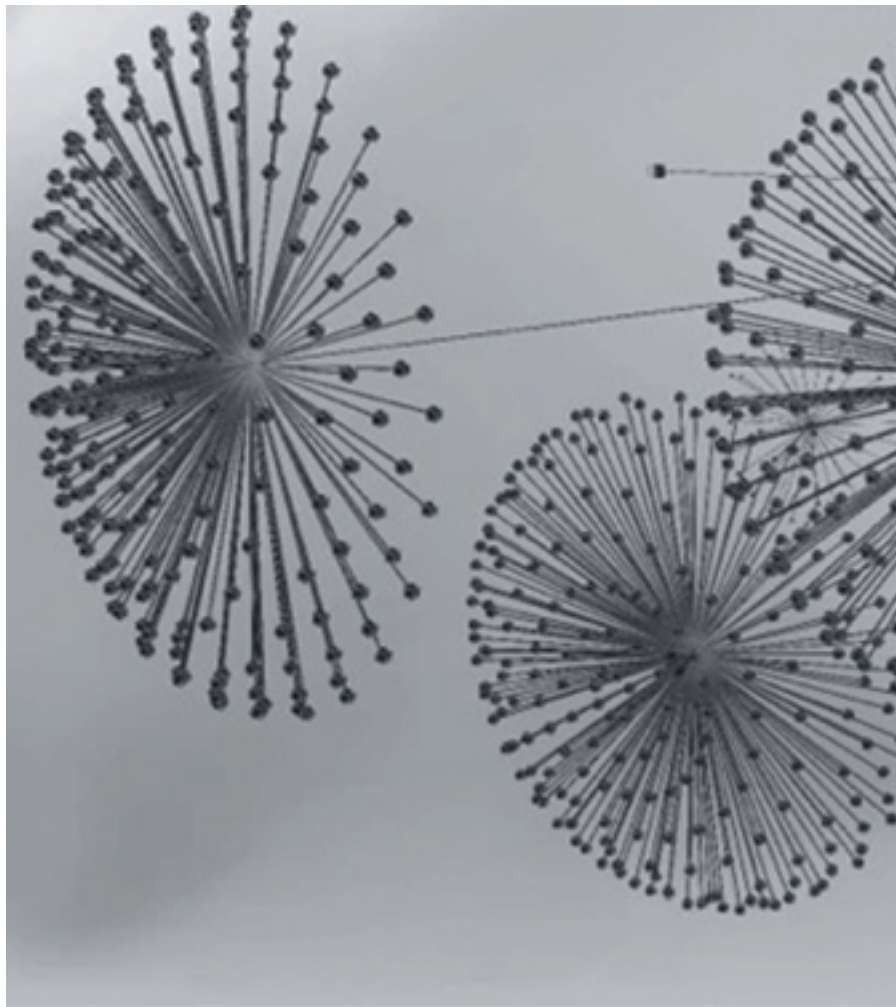
The emerging metropolis

Resource disruptions



MEGATREND 1

Planetary technology combines bits and atoms. The next phase of digitalisation connects the entire planet into a web of data, that is getting beyond human control.



**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 **159**

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


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

Handheld Voice-Activated Cassette Tape Recorder
40% Off **2995**



A large black arrow pointing upwards, containing the text 'Function-nalities' in white.

**Function-
nalities**

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

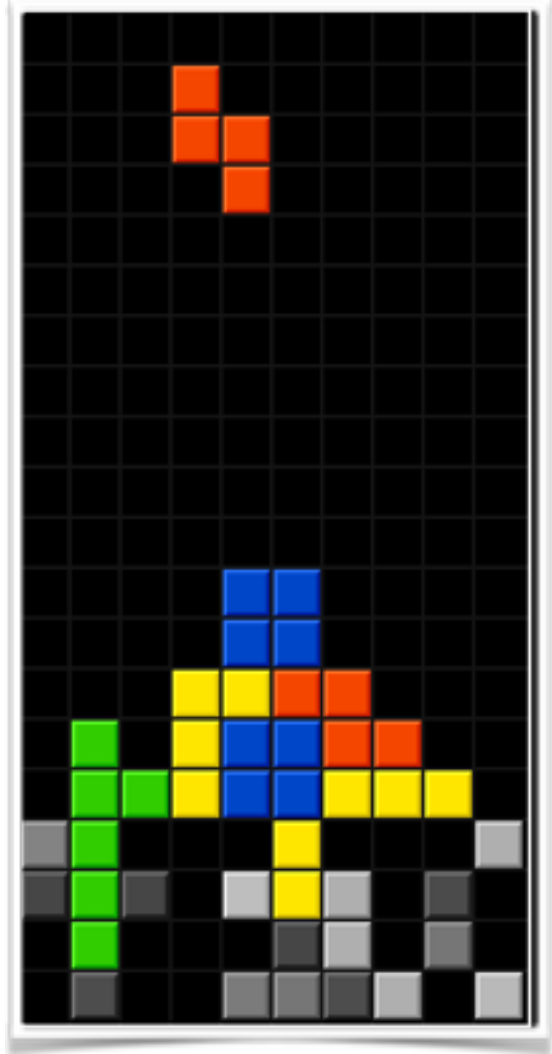
Pokemon GO increased
the valuation of
Nintendo w. \$11 bn
(oops!)





MEGATREND 2

Population tetris replaces population segments. There are holes in the society and reaching everyone is hard..





Population tetris replaces
population segments

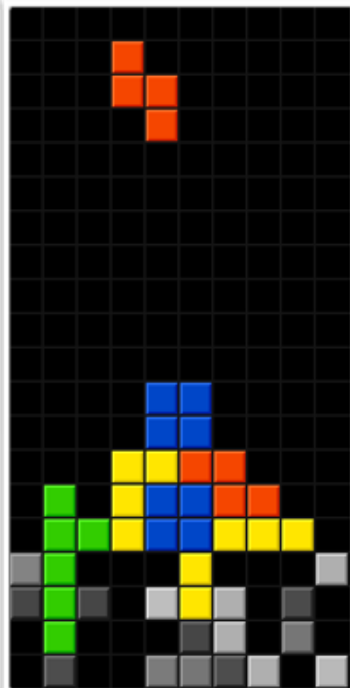
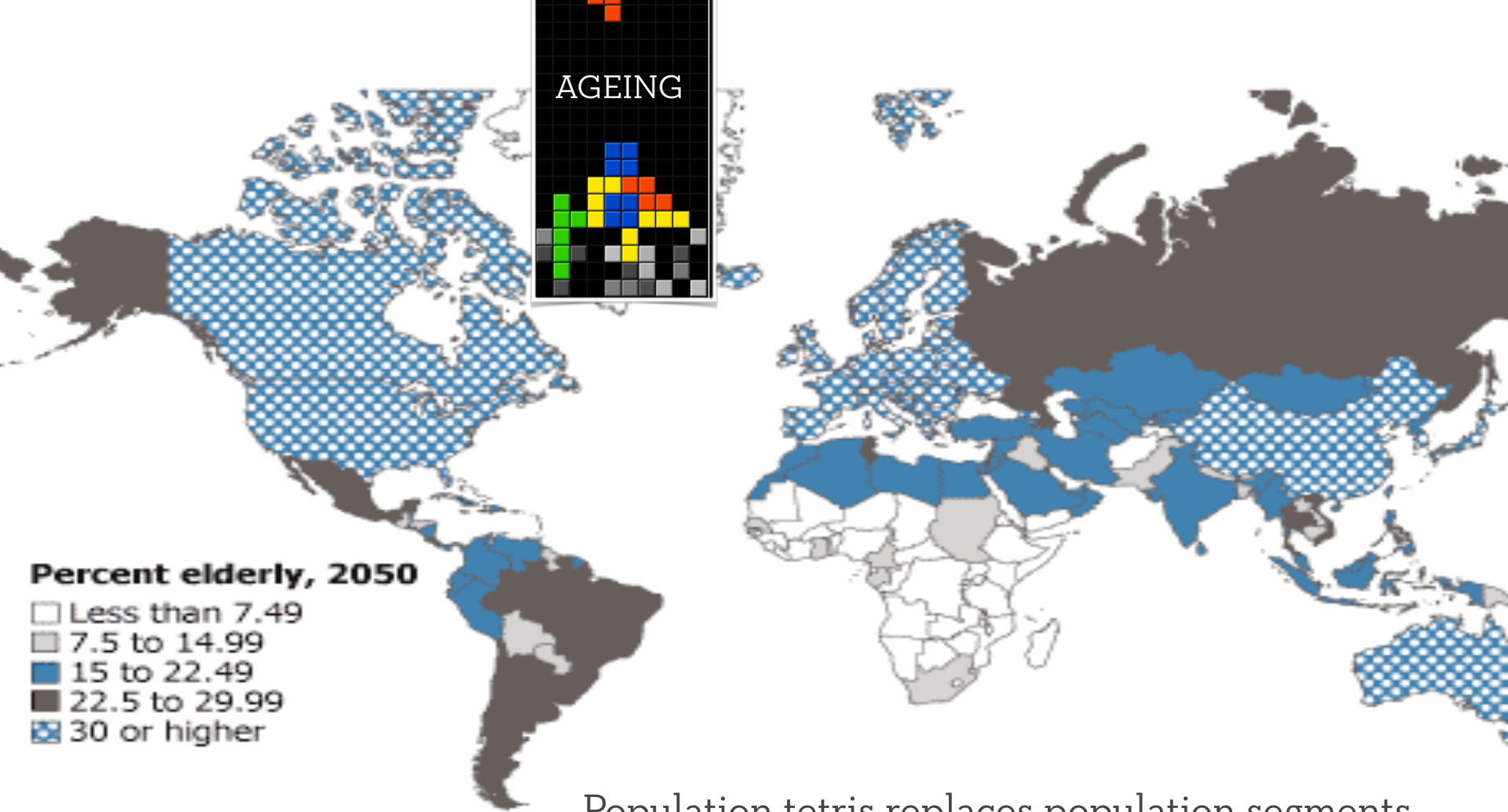


Figure 1. Immigration rates in high-income countries have tripled since 1960, following the same trajectory as the trade/GDP ratio

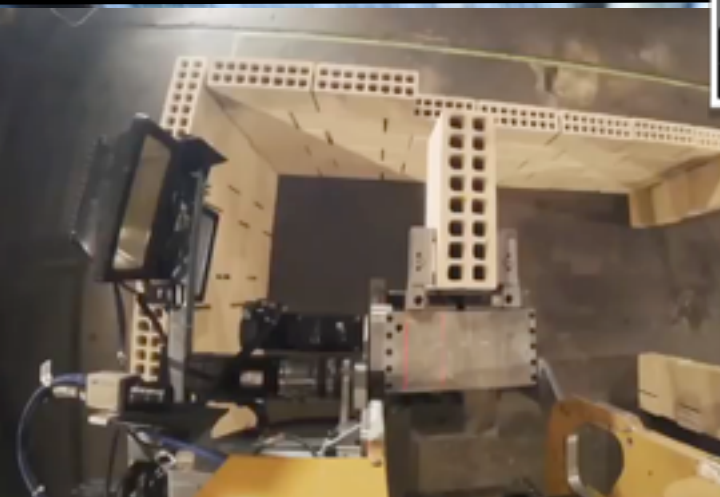
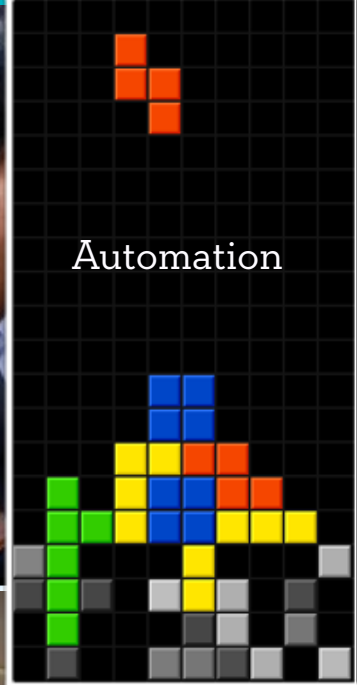


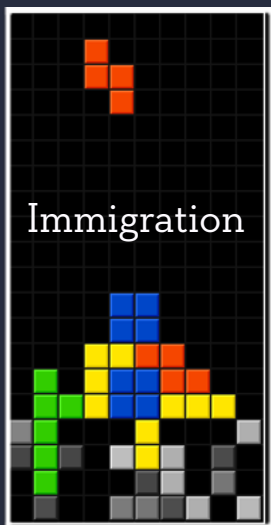
Source: United Nations database on international migrant stock, 2008 revision (<http://esa.un.org/migration/>) and World Trade Organization online database (<http://stat.wto.org/>).





Population tetris replaces population segments

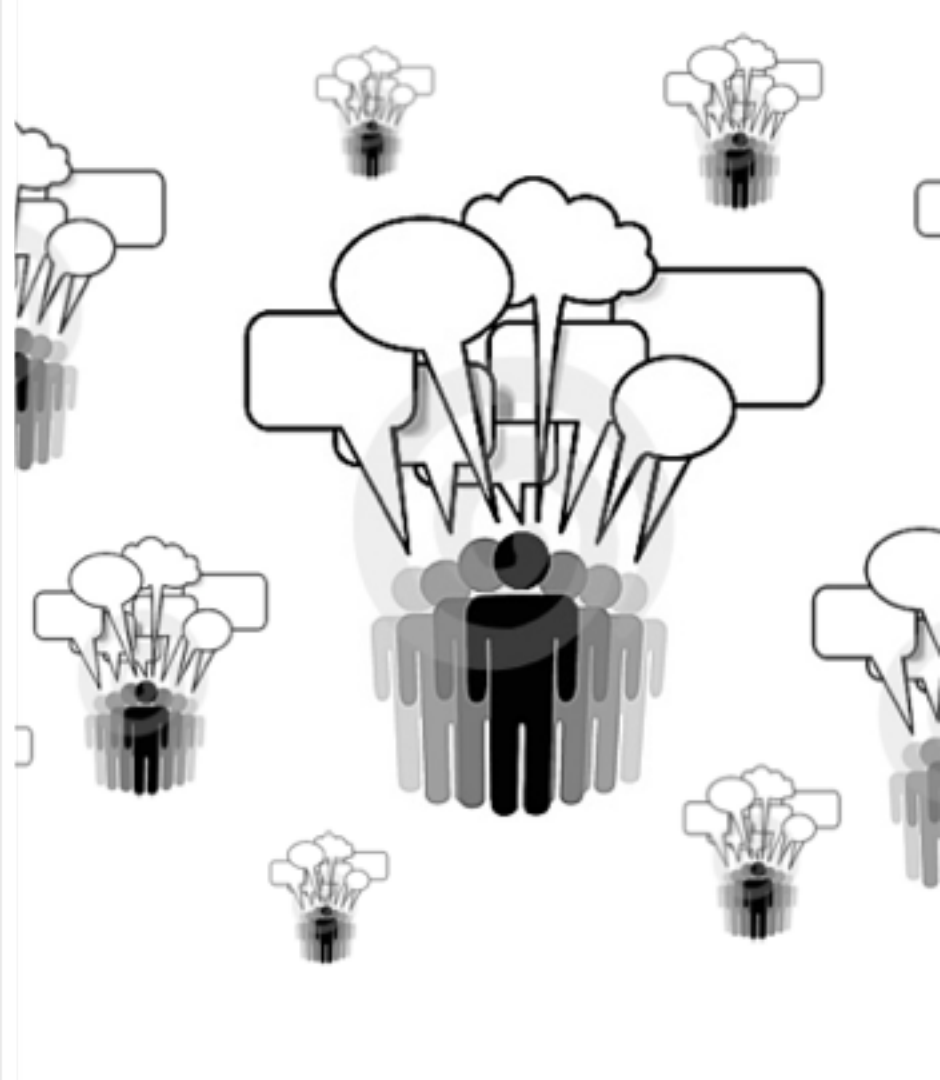




Population tetris replaces population segments

MEGATREND 3

Individualisation happens through participation. We become individuals through participating in many informal groups.



Individualisation through participation replaces population segments with groups.

Swedes

Individualisation through participation

Women

Men

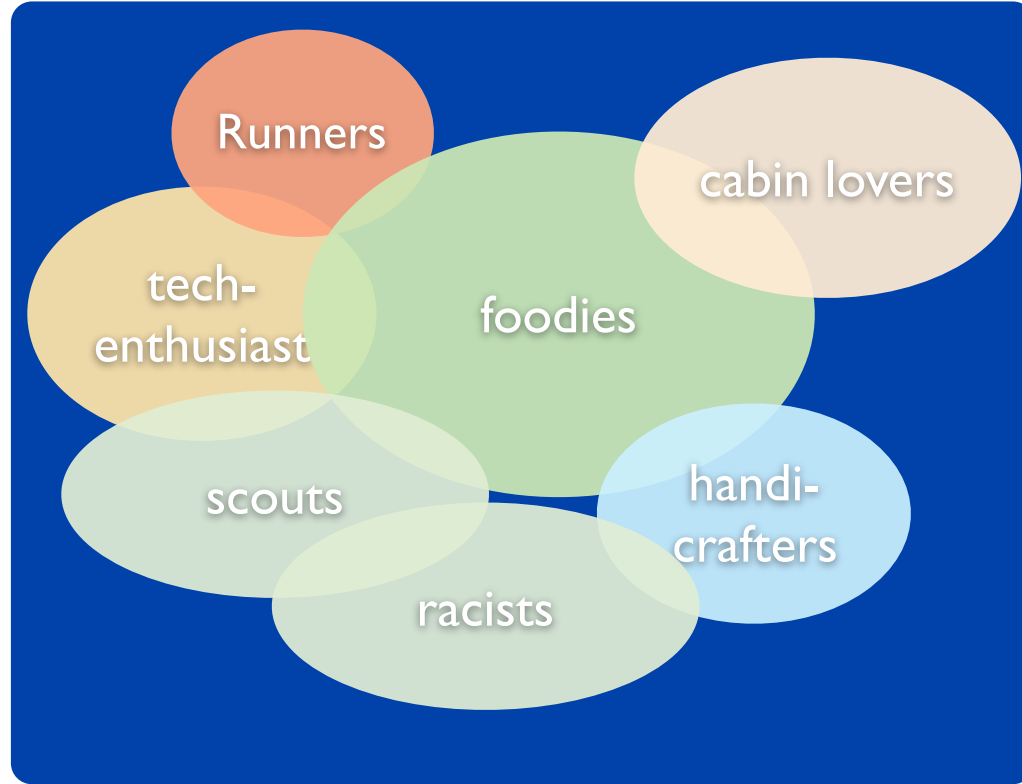
Individualisation through participation

Fully employed

Students
and
pensioners

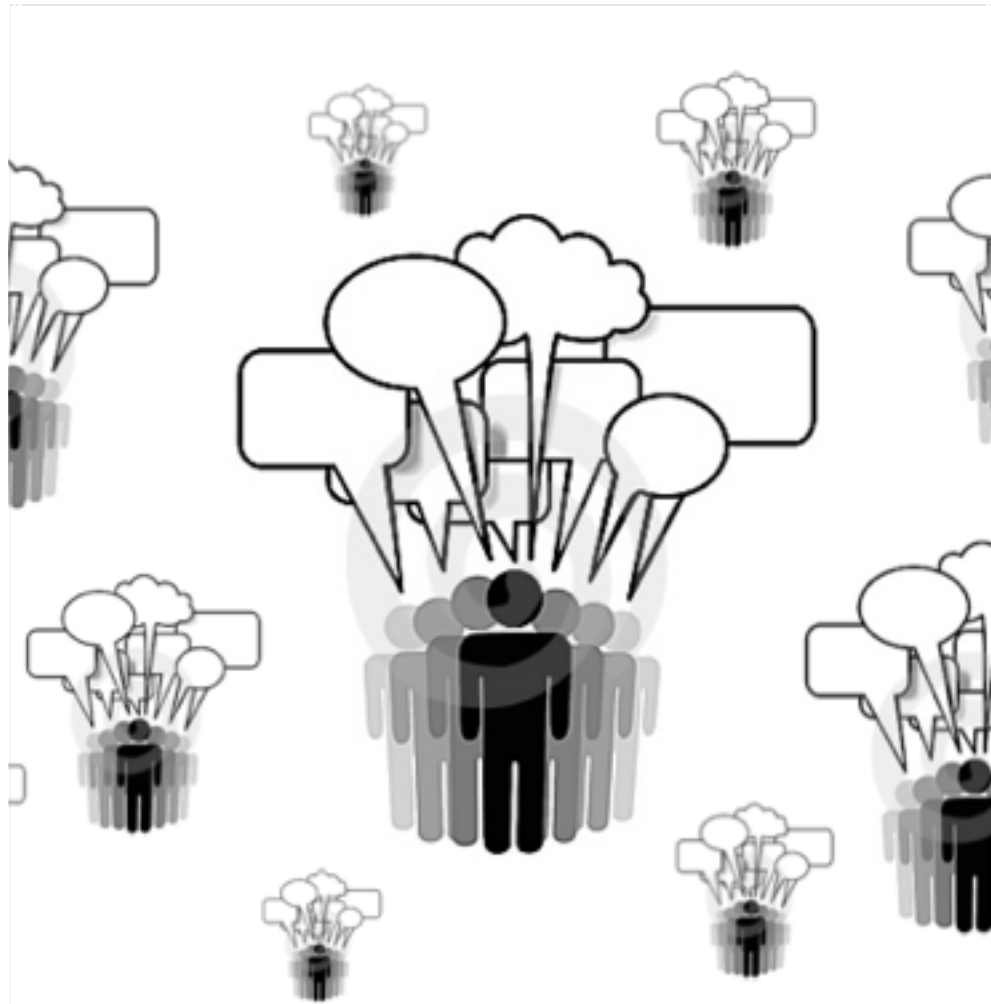
The
unemployed

Individualisation through participation

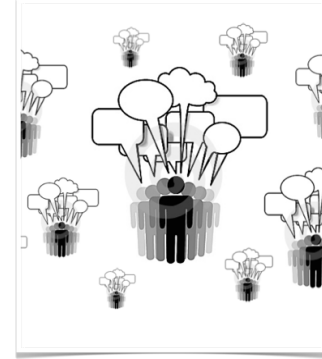
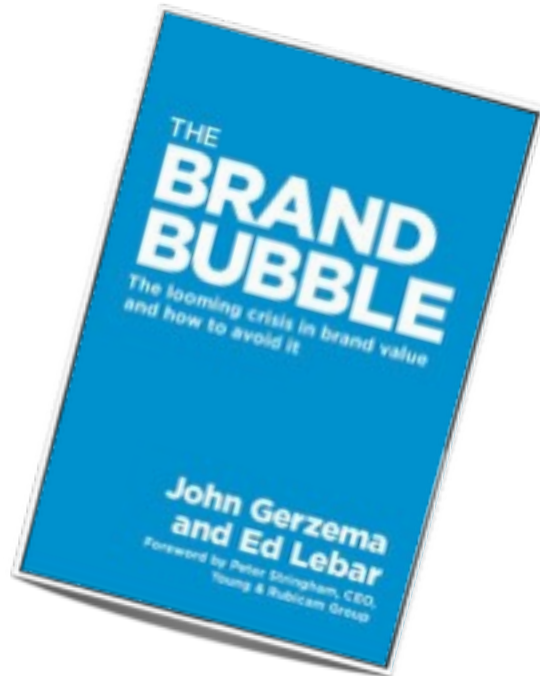


Individualisation
through
participation

Groups
challenge
institutions
power
fundamentally.

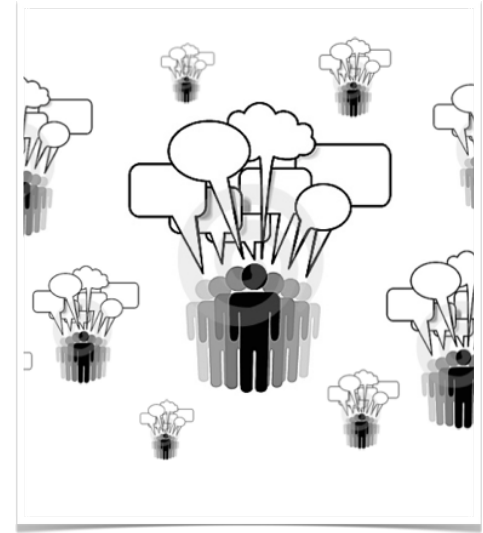


Individualisation through participation



Reaching people with
top down approach
fails:
...consumer trust in
brands has **declined
by 50%** in a decade,
down from 52% **to
25%**. Instead, people
trust their **peers**.

Individualisation through participation shows in new economic structures.



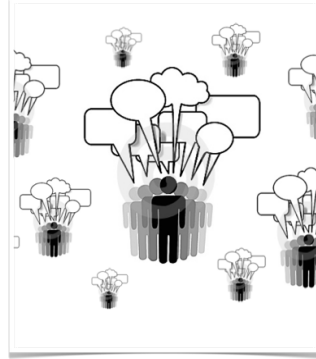
The Mayor's Crowdfunding Programme

#CrowdfundLDN

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

LEARN MORE

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

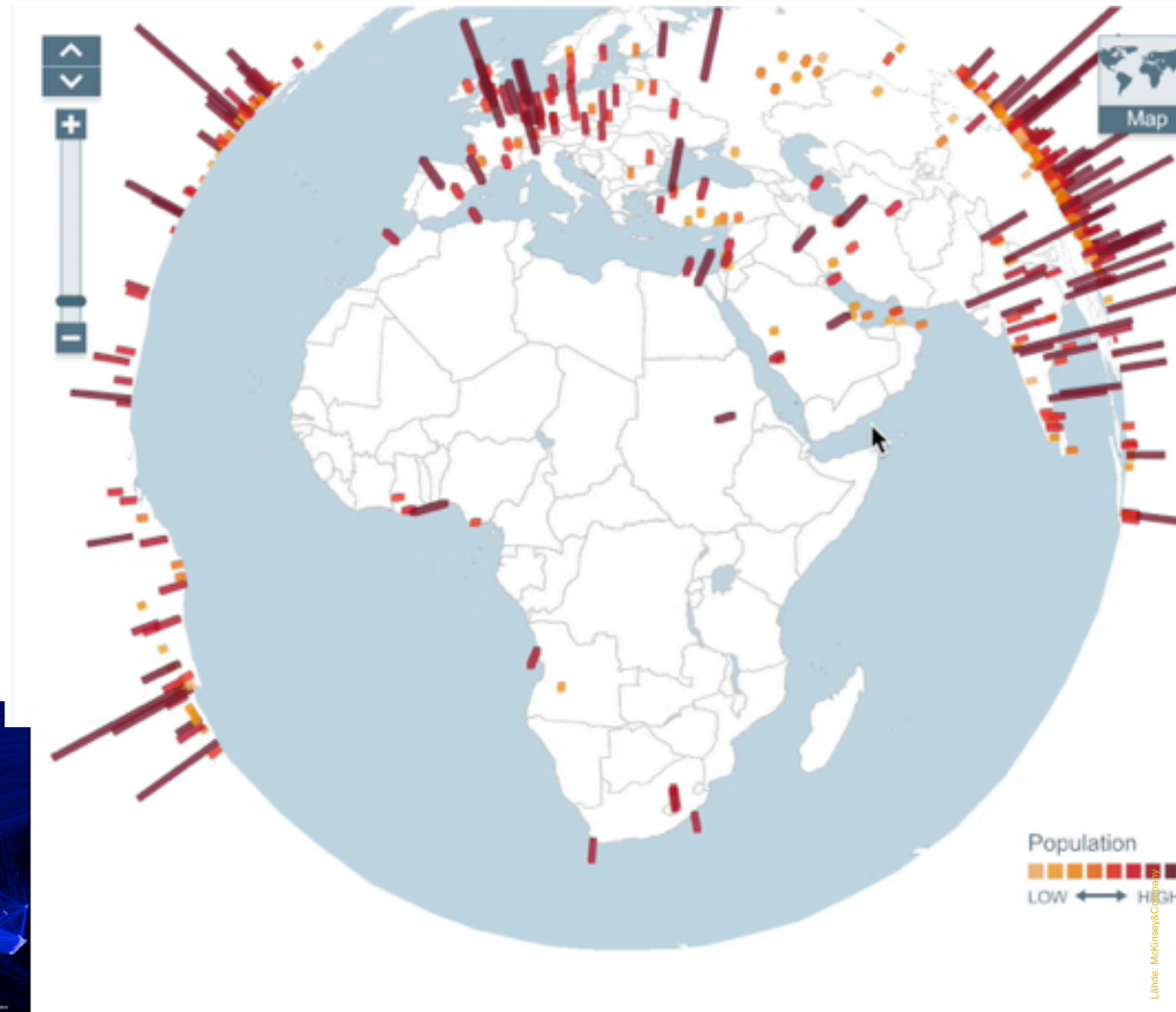


MEGATREND 4

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



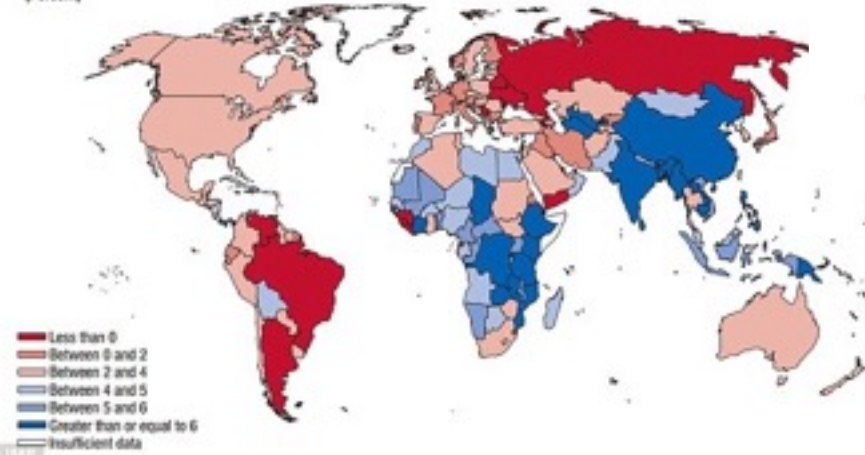
The emerging metropolises
remake the map, beyond
national states.



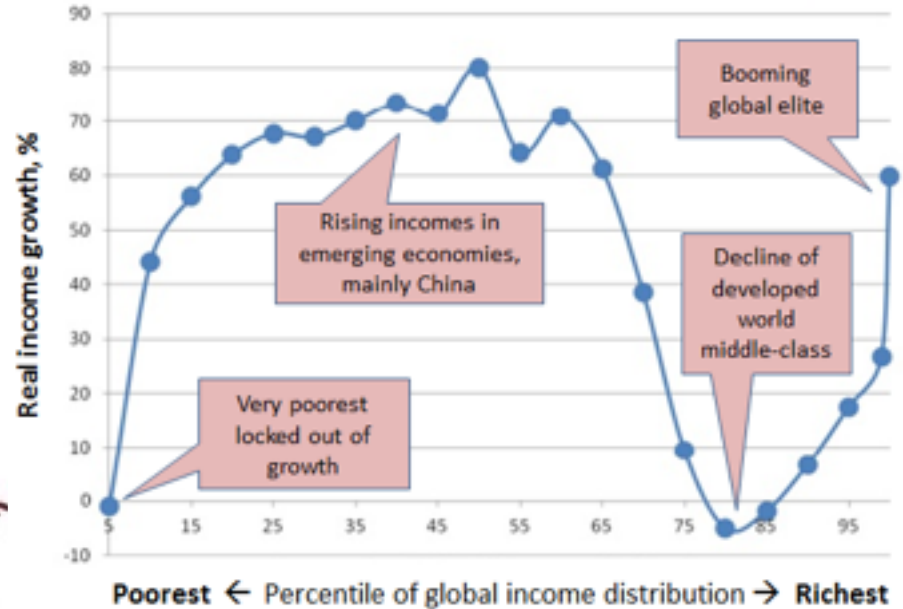
The emerging metropolises
make most of the growth
and world economies

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

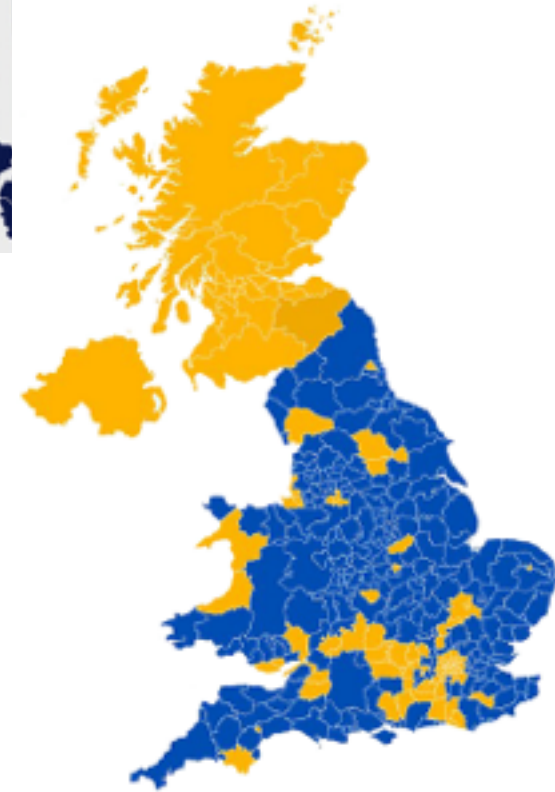
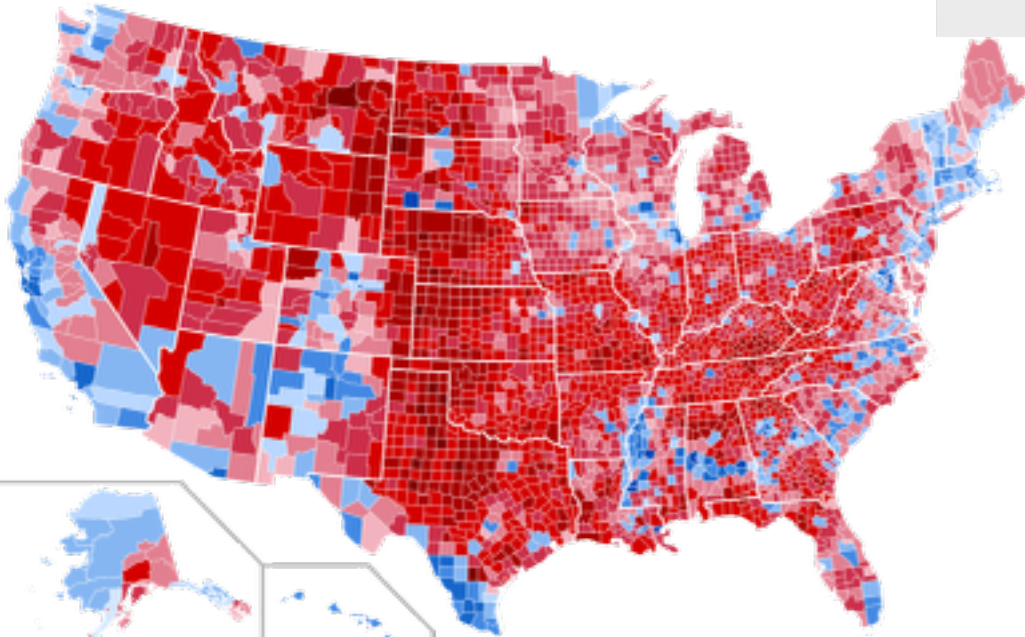
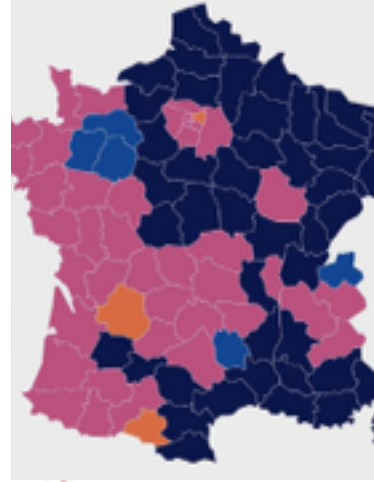
1. 2015 GDP Growth Forecasts¹
(Percent)



Global income growth from 1988 to 2008



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

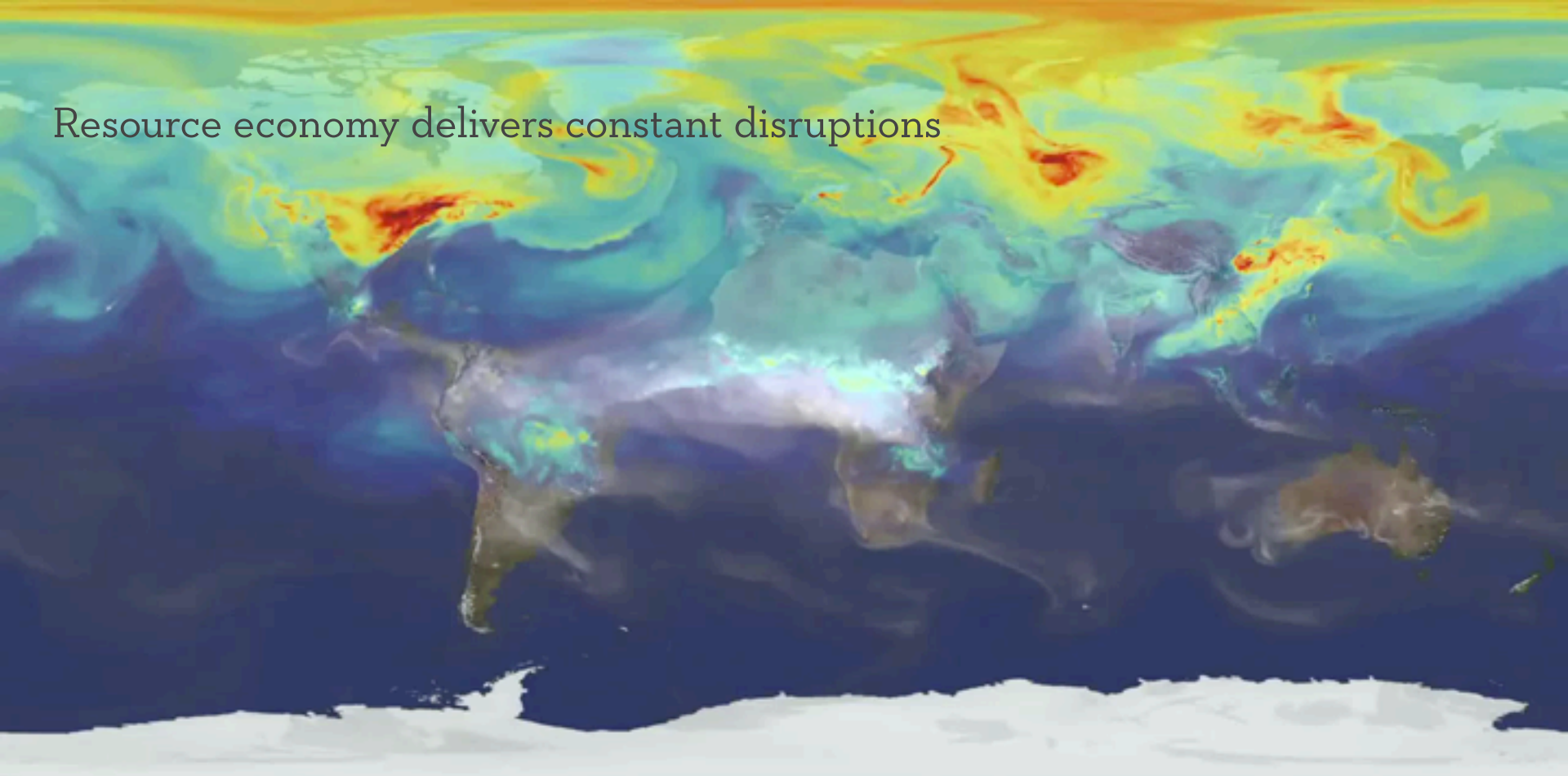


MEGATREND 5

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

Global Modeling and Assimilation Office

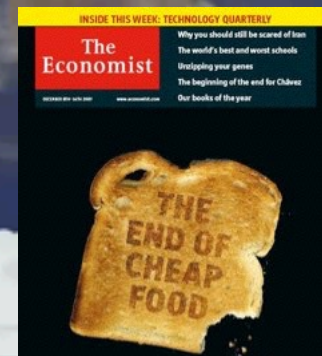
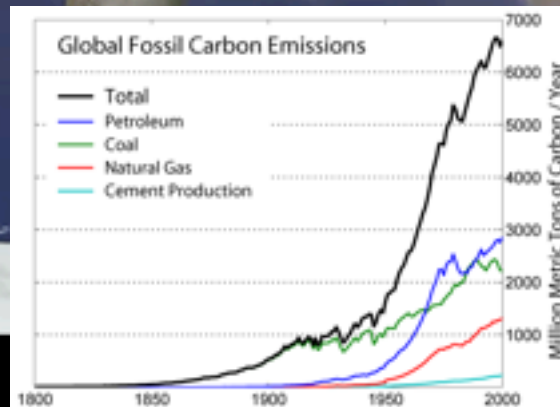
Carbon Monoxide Column Abundance [1.0×10^{18} molec cm^{-2}]



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