

TREND ATLAS 2030+

4. Spiritual



3. Emotional



2. Social



1. Scientific



QUALITY OF LIFE



Mindfulness The Good Life Happiness Hunting

UNIVERSAL AWARENESS



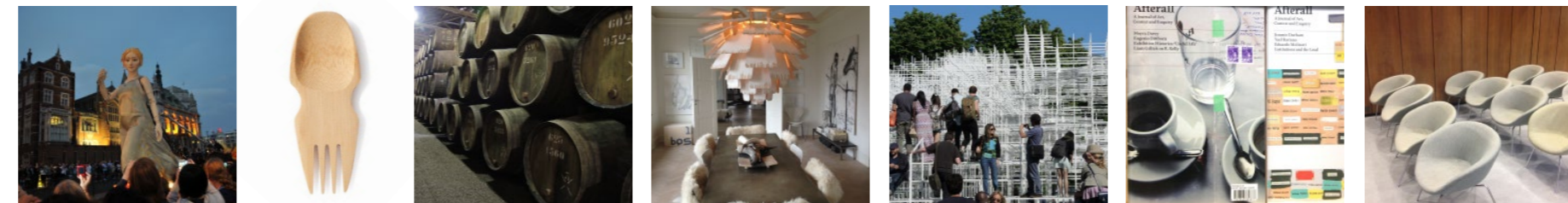
Economics for Humans Enoughism Purpose-Driven Leadership Art-Science Convergence Anxiety Society

WELLBEING



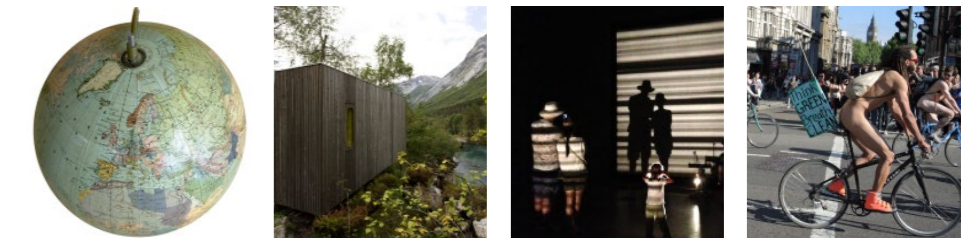
Active Living Foodie Culture Body Capital

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



Education 4.0 Net Neutrality Cloud Computing Leap Technologies Social Me Real Dialogue

SOCIAL STRUCTURES



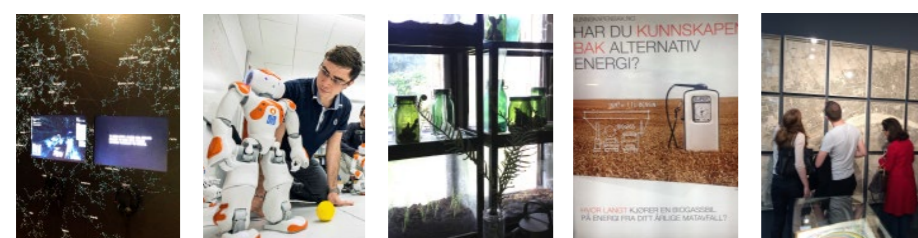
Redefined Families New Parenting Models Digital Natives Female Factor Global Citizens New Creative Class No Age Society

ORGANIZATIONS



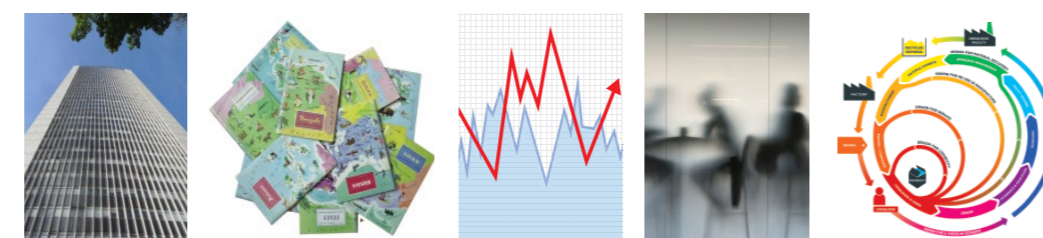
Lifelong Learning Work/Life Balance Social Capital Meaningful Engagement

TECHNOLOGY



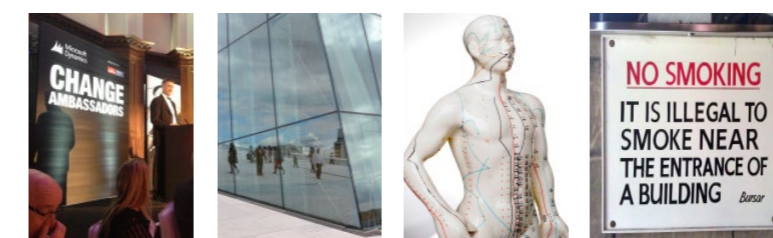
The Global Brain Next-Gen Robotics Bio Revolution Cleantech Smart Cities

ECONOMICS



Rising Economies Glocalization 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