

TRENDS OF CHANGE - PHENOMENOLOGICAL SHIFT

POLITICAL

The vote

Will the vote ever be universal?

The 2004 US presidential primary campaigns cost a total of \$673.9M

This equivalent to the GDP of some developing nations

Trading Blocs

How many blocs will you join?
More than one -third of world trade now takes place within trading blocs

Ethical Investment

What do your investments say about you?

'I hope corporations understand that the world is not asking them to do something different from their normal business; rather it is asking them to do their normal business differently.'
UN secretary general Kofi Annan (2002)

Asianization

When will learning mandarin or Hindi become compulsory?

60% of the worlds population live in Asia

32% of world's languages are from Asia

874M native Chinese speakers

355M people speak Hindi

207M people speak Bengali

Compensation Culture

What will you be sued for?

In the UK national Health Service (NHS)

Medical error claims have risen from 1M in 1974 to 477M in 2003 equal to 22,700 extra nurses

Global Governance

What will be the birthplace of the first global president?

In 1945 there were 51 member states in the UN, by 2002 this had risen to 191

Food Legislation

When will the 'natural' food be illegal?

Since August 2005, the food Supplements Directive (FSD) only allows products containing nutrients which are included on a specific positive list to be sold in EU countries. - The positive list prescribes use of particular types of vitamins and minerals as well as their precise chemical formulation.

Surveillance Society

Did you smile?

You can be caught on camera up to 300 times a day in London

91% of UK broadband users in 2003 had spyware lurking on their computers

Strife

What are we fighting for?

A quarter of the world's military armed conflicts of recent years have involved a struggle for natural resources

The US military budget is almost as much as that of the rest of the world.

Pensions

When can you retire?

Pensions are the biggest item of social expenditure in all EU member states except Ireland, Denmark and Sweden.

In 2000, pensions consumed one third of the Italian government spending

ENVIRONMENT

Water

How long will we continue to flush our toilets with drinking water?
Only 1% of the planets water is fresh water

Within 30 years the majority of the worlds population will not have enough potable water - aquifers shall become depleted

Waste

Where is your waste recycled - is your waste recycled?

The UK generates 1,000 tonnes of waste every 2 minutes

Endangered species

How can revenue be generated to ensure a future for endangered environments?

Two thirds of threatened species are in countries which do not have the resources to protect them

Urbanization

Cities occupy 2% of the worlds land surface, but house more than half the world's population

There is a daily migration to urban centres of 200,000 people per day

By 2015, 23 cities are projected to hold over 10M people - all but 4 of these cities will be in less developed countries

Energy use

When will buildings have to generate the energy they need - 160M buildings in the EU consume over 40% of Europe's energy and create over 40% CO2 emissions - this proportion is increasing

Travel

How long before our skies are empty? The world's commercial jet aircraft generate more than 600M tonnes of CO2 per year

Ecological Footprint

How do you tread?

Average world citizen has an ecological footprint of 2.3 global hectares

USA - 10 hectares

UK 4.7 hectares

Korea 2.43 hectares

Brazil 2.39 hectares

India 0.73 hectares

Bangladesh 0.53 hectares

Aviation

What will happen when the industry is equitably taxed?

Aviation causes 6% of the greenhouse warming effect by burning the only fuel that is not taxed

Consumption Localization

Do you know the source of your lunch?

Organically grown produce is the fastest-growing segment of the food industry

Food Air miles are accelerating the growth of Aviation CO2 emissions

Disposable quality goods

Are retailers to take back as many end-of-life goods as they sell?

In the UK we dispose of 3 tonnes of electrical appliances over our lifetime.

SOCIAL

Future house holds

Why are choosing to live alone? -

One third of all households in

Western Europe are solitary

dwellers, they spend 13% more per

person than 2 adult households

Identity

How many of you are there? -

identity fraud cost the US population

\$53 billion last year - family & friends

made up half of known thieves

Personal productivity

Who controls your free time? You or your TV?

Worldwide TV consumption average of 3 hours per day

European Average is one third of

free time per day

Hollistic Wellness

When will your accountant be your therapist?

Population distribution

How will you share the earth with

nine billion neighbours

Literacy

18% of world adults cannot read

Fear

Violence at the hands of family and friends is far likelier than from a stranger

Ageing Population

60+ years old will reach 1 billion by 2020 - 75% of this age group live in the developed economies

Communication

Fluency in 3 - 5 languages is now common among affluent 'generation X' professional in Europe

Education for all

Children worldwide complete an average of 10 years of education - Primary school averages

Africa - 0.3 years

Latin America - 1.6 years

USA & Europe - 2.3 years

TECHNOLOGY

Pervasive Computing

RFID is at the tipping point of being integrated into all consumer products

Wearable Computing

The PC generation wear technology

to communicate through it and to

define our identities

Preventive care

When will a visit to the doctor become obsolete?

Predictive medicine will soon

become as descriptive as a

professional diagnosis

Smart dust

The internet has demonstrated the power of the network, smart dust will bring the same power of the

connection to the physical world.

Biometrics

Will buildings become organic? -

absorbing cyclical energy sources, self regulate building waste, respond

to users behaviours and emotions,

elaborate the day with therapeutic

lighting sound, & movement

Connected communities

How will the medium of the network

empower people, make authority

accountable, stimulate enterprise,

social responsibility, manifest the

identity of the human diaspora

Biotech Society

What or who will your kinds make in the garage

Energy infrastructure

When shall fossil fuels disappear

from our energy maps?

USA accounts for over 25% of global

oil consumption

Iceland plans to become the world's

first all hydrogen economy by 2030

Atomic Engineering

In 2003 \$900 million was invested in

the US alone into research in

engineering of mater at the

nanoscale

Biometric ID

What are the implications of the loss of anonymity?

ECONOMIC

Wealth gap

In the last five years, urban disposable incomes in China have risen by an average of 8.6% a year, compared to only a 3.8% growth in rural areas.

The Chinese & Indian economies shall overtake the US as the worlds largest economy within the next decade

Global trade

When will 'made at home' be obligatory?

US is the largest importing economy, EU is the worlds leading exporter of merchandise - almost one fifth of the world total

Outsourcing

What will we do in a global knowledge economy when we have outsourced everything?

Migration

Where will you go?

Where is your opportunity?

One in every 25 people in the world

is an international migrant

Europe is home to the largest

number of international migrants,

followed by Asia and the US

Democratization of luxury

Will your desire for luxury land you in debt?

Trading up in quality of possessions

is singular most significant trend in

popular culture

Consumer debt

How long can debt burden be

serviced? personal debt is increasing

by £1M every four minutes

China trade

When will you have your first yuan

RMB bank account

Economic growth in the past decade

was fastest in the developing

economies of

East Asia & Pacific - 6.7% pa

South Asia - 5.5% pa

China & India account for 70% of it's

regions output

Digital Currency

What will you hide under your mattress?

By 2011 ATM's will be providing

70% of all cash acquired by

individuals

7 out of 10 adults use ATM's for

sourcing cash

Containerised cargo

Is there a cargo limit?

The cost of moving empty containers

around the world has reached an

estimated total of at least \$5 billion

per year

Airport Shopping

When will your local mall have

aeroplane parking?

In 2004 the top five airport duty free

zones in terms of retail turnover

were London, Singapore

Ams terdam, Paris and Dubai .