



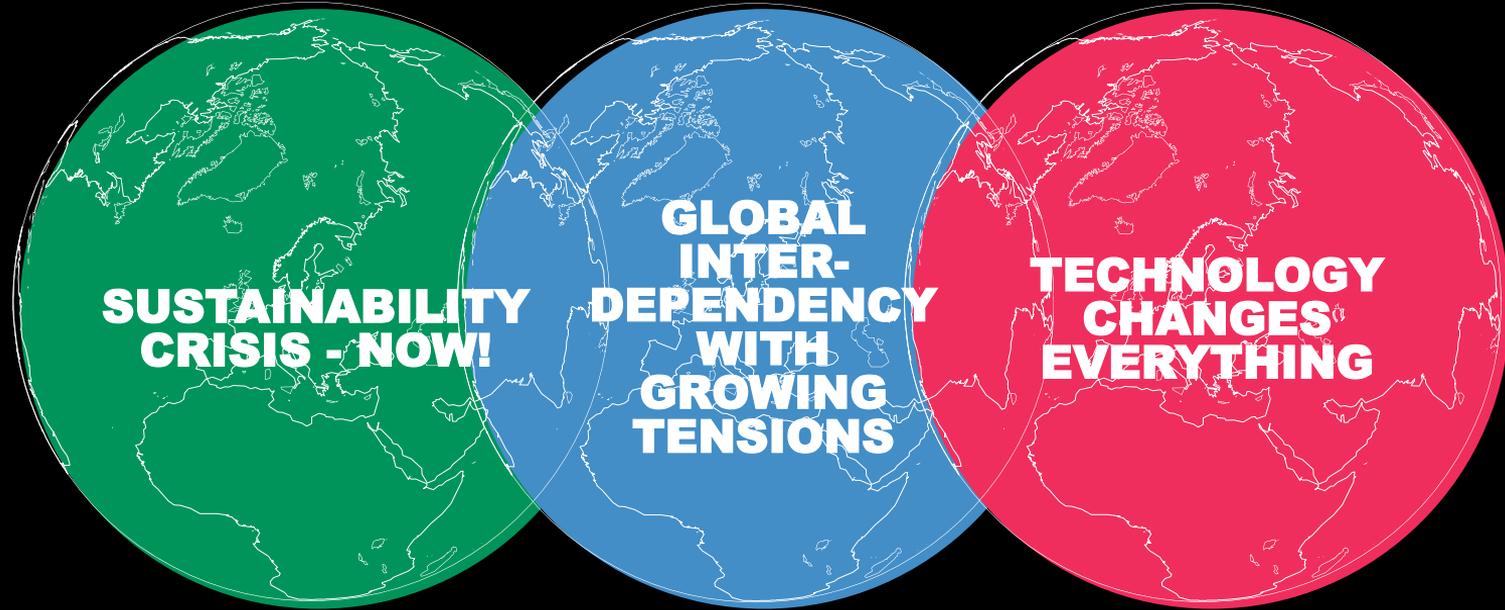
Megatrends: How Will Our World Look Like in the Future?

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24.5.2018

GLOBAL MEGATRENDS



MEGATRENDS



**THE RIDDLE OF
WORK AND
INCOME**



**REPRESENTATIVE
DEMOCRACY
LOSING STEAM**



**ECONOMY AT A
CROSSROADS**



EVERYONE LIVES

LOOKING SWELL

FUN FOR A FEW

BUSINESS AS USUAL

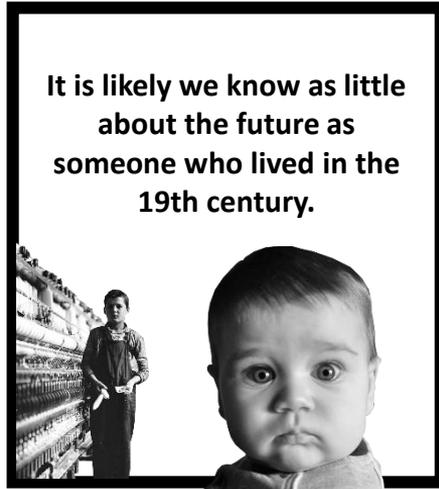
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THE RIDDLE OF **WORK AND INCOME**

The future of work is uncertain. Digitalization, AI and platform economy shake almost all sectors



It is likely we know as little about the future as someone who lived in the 19th century.

In the 19th century, income growth stagnated for 50 years even as productivity grew. It is possible that today's generation could face a similar experience.

In the life of an individual, such a period of stagnation almost equates to their entire working life.



In 2040:
What might your working day be like in a world where you feel you are leading a good life?

It is possible that:

Work changes but there is plenty of it for all.

OR

Only a few people have work and even fewer benefit from its results.

Now it's important to do the following.

- Ease the struggles of those who are caught in the middle of work's paradigm shift.
- Recognise that future income distribution is a political hot topic already today.
- Realise that lifelong learning will become a necessity.
- Ask ourselves whether we aim for less or more equality in our societies. It is possible that technology will enable both.
- Remember that work can be both known and unknown in the future. We can imagine how a robot can help a nurse, but what does an algorithmician do?



10 initiatives of work and income

NEXTERA . GLOBAL

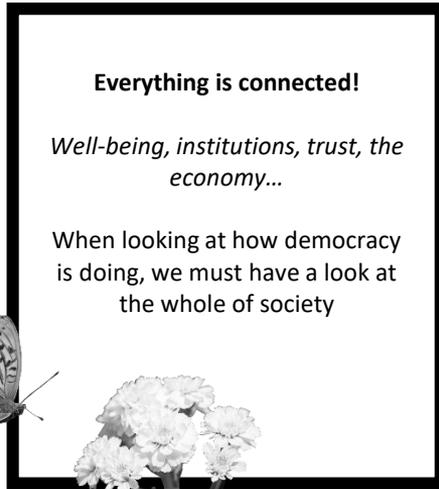
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REPRESENTATIVE DEMOCRACY LOSING STEAM

In order to work, democracy needs to be strengthened, must find new ways of working and has to generate greater inclusion.



Everything is connected!

Well-being, institutions, trust, the economy...

When looking at how democracy is doing, we must have a look at the whole of society

In the 19th century Finland the laws were written by classes.

In the 20th century the industrial revolution led to the birth of representative democracy and the political map as we know it today.

What are the movements that define the political mobilisation of **the 21st century?**

The rapid development of technology and globalisation can have a major disruptive influence on the representative democratic system.

It is possible that:

Transparency, inclusion and innovation bring us to a new golden era of democracy.

OR

That the power concentrates in the hands of few and exclusion and unrest increase.

Therefore, now it is important that:

- As democracies everywhere struggle with inequality and trust, we consider what the future for Finland is: common or divided?
- We demand both global decision-making and stronger local democracy.
- Decision-makers and scientists unite to become problem solvers.
- Those involved with politics and democracy understand technology better.



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ECONOMY **AT A CROSSROADS**

A long period of economic stagnation has finally come to an end. However, there are a lot of unknown factors related to it. Economic growth based on overconsumption of natural resources is not sustainable.

**What KIND of
economic
growth are we
getting?**



It is possible that:
**We will not find a way out of this
stagnation and the old ways of doing
things.
We wither away.**



OR

**We seek growth by
using all the means
available and end up
ruining our planet in
the long run –
preconditions for well-
being will be lost
sooner or later.**

**Well-being will become
the most important
goal for public policies
and the natural world
will revive even if the
economy does not
manage to grow.**

OR

**We manage to decouple economic growth from
emissions and overuse of natural resources, and
well-being increases even faster than economic
growth.**

**Now it is important to
do the following**

- Know how to explore and combine a wide range of information, data and knowledge which will help us to reach our goals.
- Continue to take actions to get circular economy going strongly.
- Understand that the economy defines the world in light of the current trust and value systems.
- Change our values as the world changes – and be true to them. The economy will follow.



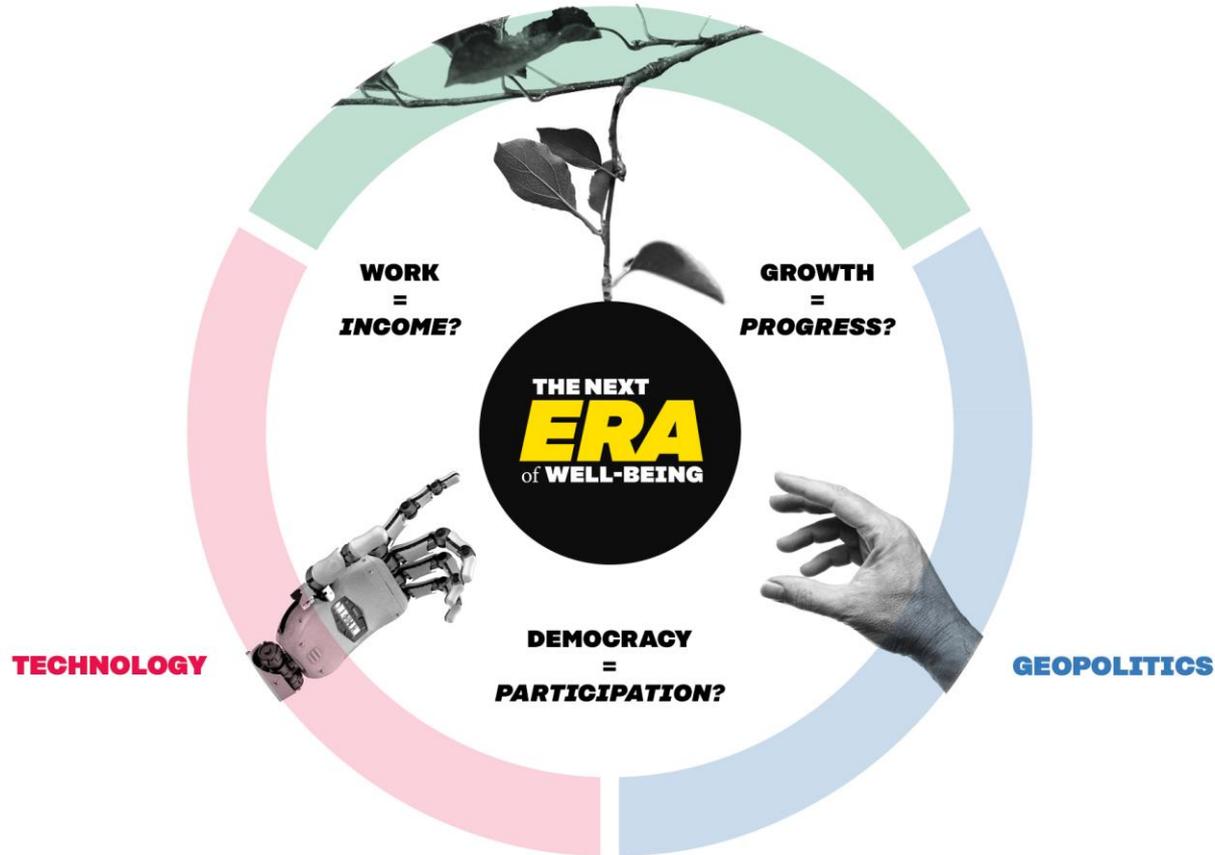
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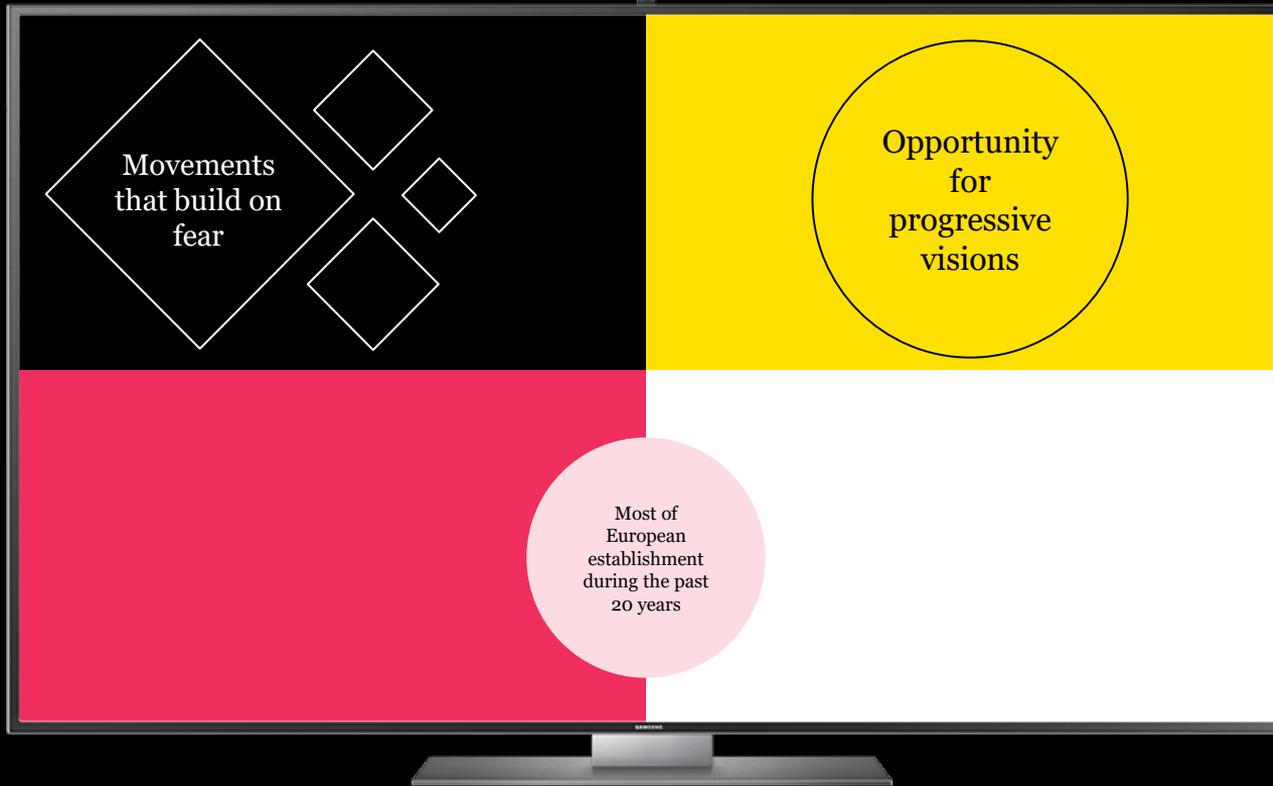
Summary of megatrends. So what?

PLANETARY BOUNDARIES



We need more understanding of WHAT NEXT

Responding to
megatrends
requires A LOT
OF CHANGE...



*...only a
LITTLE
CHANGE*

Megatrends are a
THREAT...

...AN OPPORTUNITY

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Thank you!

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