

Global Trends and Behavioural changes 2017





The world that we live in is a dynamic and uncertain place, where changes happen so fast that one could think that entrepreneurs, leaders and managers are fully exposed to unpredictable forces and that only a few lucky visionaries really understand the magnitude and course of these changes.

However, in **Socialinks**, we believe that these forces can be predicted by analysing the smaller phenomena that appear progressively in different industries and regions. With that objective in mind, Socialinks presents its 2017 Global Trends and Human Behaviours study, hoping to deliver a useful tool for those who are looking to compete effectively in the future.





In Socialinks, we understand trends as the forces that lead society, markets and people towards realities that are different from the ones we live today and that have an impact on more than one sector and more than one region of the world. Those forces will determine the way that we live, work and produce; consume, participate and learn; and organise and entertain ourselves.

With a correlation analysis of the mini trends that affect the world, we defined the main forces that impact us and classified them into **7 global trends** that will affect the world in a near future:

- 1. Disruptive technologies.**
- 2. Power diffusion and globalization.**
- 3. Heterogeneous cities.**
- 4. Flexible and dynamic markets.**
- 5. Innovative and collaborative entrepreneurship.**
- 6. Green crisis and revolution.**
- 7. Renovation of collective purposes.**

These global trends do not only affect the world, the economy and society; but, they also have an impact on individual habits.

These changes in human behaviours will, at the same time influence the world trends, creating new realities to which governments, companies and organisations will have to adapt.

We observed 5 key human behavioural changes that will modify and influence the world in a near future:

- 1. Empowerment.**
- 2. Search for happiness.**
- 3. Empathy.**
- 4. Collaboration.**
- 5. Tecno-dependence.**

Bellow, we will describe the trends and human behavioural changes that will shape the world in the next few years as well as the different phenomena that compose them.

Global Trends 2017

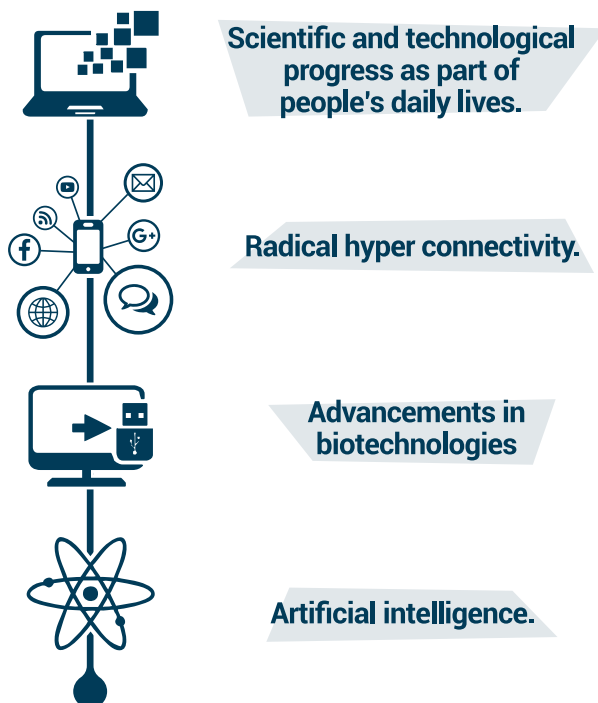


1 Disruptive Technologies



Progress in nanotechnology, biotechnology, and information technology have had effects on almost all industries, modifying them through entirely new processes or smaller disruptions. Products and services, as well as the processes through which they are made or used and the places in which they occur, have been affected by scientific and technological progress.

There are 4 major phenomena that compose this trend:



The world is changing and it will keep changing very rapidly and unpredictably. Scientific and technological progress have radically transformed almost all the sectors and it will continue to have a wide impact in the future.

As a consequence of these advancements, the world today is considerably different from what it was a few years ago.

It is now possible to imagine that people can produce industrial equipment from their houses, and set up social movements from their mobile phones.

Live in cities where public services are interconnected and where physical places are capable of differentiating individuals in order to adapt to their needs and preferences. We are only beginning to understand the challenges and opportunities of this new world.

2

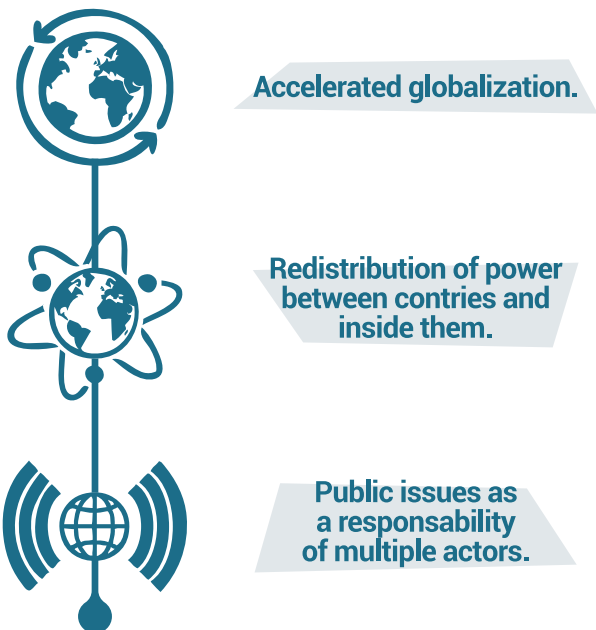
Power diffusion and globalization



Hyper connectivity provoked by disruptive technologies has led to two interconnected phenomena: globalization and new distribution of power on a global as well as on a social scale.

Integration is a global phenomenon that has grown rapidly and, at the same time, the actors that have authority have greatly diversified, creating a new reality, where it is increasingly common that non-governmental actors influence global situations. Nowadays, private organisations, companies, NGOs, social and political movements help solve issues that, a few years ago, were considered exclusively as the responsibility of governments.

There are 3 major phenomena that compose this trend:



This phenomenon, where new sources of power influence public issues according to the power that the community has given them, occurs on an international level as well as inside countries, regions and cities. The sources and receivers of power have changed, and with them the rules of the game.

Wars are a demonstration of this new reality: private armies fighting against parallel states while international institutions take care of civilians.

Simultaneously, civil society organisations welcome the victims of these conflicts while private multinationals look for ways to monetize the results of such conflicts. The rest of the world learns about these issues through social media, leaving official governmental statements as one of many sources. Meanwhile, states and governments react slowly and with limited budgets.

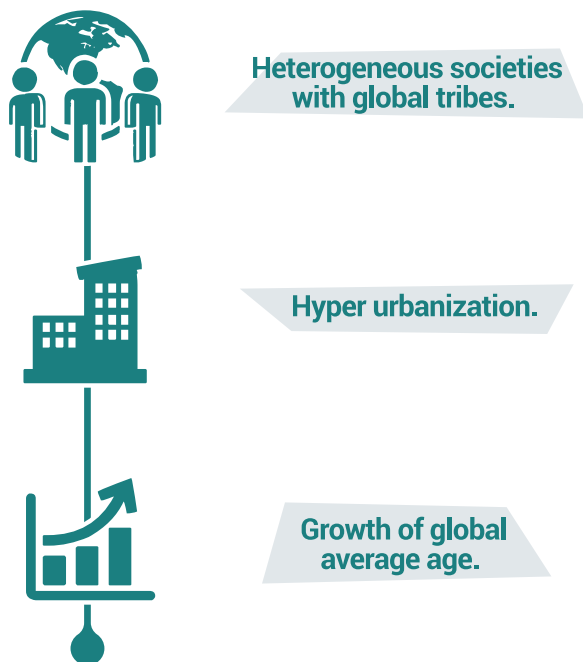
3 Heterogeneous Cities



Globalization and the new power distributions have increased the causes and the flows of migration and, with it, the exchanges and learnings between communities.

Never had there been so many people on the planet living outside of their country of origin, nor had the age-pyramid inverted. These changes represent a new reality, both for the countries expelling and receiving populations, and for the entire planet that is starting to see the creation of new global communities, more heterogeneous societies and older populations.

There are 3 major phenomena that compose this trend:



Migration inside countries, and particularly towards cities, is changing our communities and our economy. Although the main reason for this type of migration is economic, personal and family security concerns are also reasons to consider in the analysis of the phenomenon.

The average age of the population is growing, resulting in a larger proportion of adults and elderly people, reinforcing the demographic changes and the need to reinterpret the world we live in and understand its new priorities.

Our cities have become heterogeneous bubbles from the inside, but very similar one from another across the world. Inside a city, many cultures, languages and even foods from around the world mix, but at the same time, urban tribes are created with values and habits that are similar from one city to another. As populations grow older, cities are starting to develop spaces dedicated to this new demographic majority. Our cities are becoming homogeneously heterogeneous.

4 Flexible and dynamic markets



The heterogeneous and horizontal societies that have emerged from these new realities have forced markets to look for original ways to respond efficiently to the new and more dynamic demands.

As technologies allow growing flexibility for markets and trade, they gain adaptability in order to meet the more specific needs of consumers.

There are 2 major phenomena that compose this trend:



In this new scenario it would not be strange for governments to transmit messages via videogames or for entrepreneurs to assume their role as simple platform-creators through which society buys and sells, without intermediaries.

Mechanisms that influence the decisions of clients, users, and voters have been sophisticated, while many products and services now overcome the traditional barriers of gender and age. Overall, the economy has been able to maintain the rhythm of the social changes.

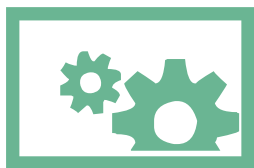
5

Innovative and Collaborative Entrepreneurship



In formal institutions such as companies, universities, innovation centers, or even in less specialized environments, new business models are emerging in order to solve personal or social problems. This permanent innovation capacity that our societies possess is also fed by virtual or physical platforms in which ideas, needs, and disciplines interact and collaborate to create, provide feedback, and adapt themselves.

There are 2 major phenomena that compose this trend:



Need for permanent innovation.



Comprehensive collaboration.

These new markets have required a new type of entrepreneurs. A renewed entrepreneurship culture, based on the ideas of permanent innovation as an essential skill and of interdisciplinary collaboration, is changing the world and people's lives.

This new world considers adaptive strategic planning capable of designing plans that can serve in different scenarios, promotes "freelancers" who work from their homes or from collaborative common spaces in increasingly varied disciplines and that makes networking a permanent need.

It is no longer only in technology-based businesses that innovation is the disruptor by nature nor are the most developed countries the only environment where it occurs.

6

Green Crisis and Revolution



Our planet seems to have reached an environmental crisis, perhaps irreversible, and simultaneously, the public opinion starts to recognize the importance of the problem and reacts with growing shared concern. These two forces are changing the world and our habits.

There are 2 major phenomena that compose this trend:



Even though the process of planetary deterioration is not a new condition, globalization has accelerated this process and made it more visible to more people around the world.

Thus, cities nowadays are a combination of a system that pollutes in several ways and people who try to decrease their ecological footprint.

A large quantity of vehicles is starting to share the streets with, for example, bike paths or other means of transportation, whether hybrid or electric. There are concrete buildings with urban orchards that are fertilized with home-generated compost and watered with collected rain water. Our communities are the best witness of two opposing forces that are changing the world.

7 Renovation of Colective Purposes



The global development model has led to better access to basic services and strengthened a new middle class. However, inequalities have also grown given that a major part of the wealth generated by the economy goes to the richest members of societies. The combination of these two phenomena have amplified peoples' social consciousness, modifying their habits, preferences and behaviours and therefore affecting almost all industries.

There are 2 major phenomena that compose this trend:



The environmental crisis and other critical situations have led to people being more aware of global problems, particularly social and environmental ones, and how they can help solve these problems.

These changes are more obvious in younger generations. Millennials look for ways to collaborate with organisations with a social commitment rather than ones that offer high salaries, and they value working for them.

Moreover, their consuming habits are influenced by the perceived values of the companies' selling products or services. It is normal for them to participate in virtual or physical movements demanding the respect of their human rights or defending vulnerable populations, whether in their own county or abroad.

Classrooms, organisations and physical spaces are designed to enable integration and to be inclusive. Thinking of others is the new consensus.

Human Behaviours



Empathy

People are recognizing themselves as part of a global community and doing what is in their power so that others live better.



Collaboration

People collaborate for personal purposes but also to help others.



Techno-dependence

People use technology in their daily activities so much so that social and communal life are being replaced by virtual relationships and communities



Search for happiness

People want to be happy and they make their life plans around the search for happiness.



Empowerment

People are increasingly demanding and powerful towards traditional organisations and demand to be treated better.

① Empowerment

People are increasingly demanding and powerful towards traditional organisations. Governments, corporations, political parties, churches, media, and almost all types of organisations face an increase in the number of clients, users, followers and

citizens that claim to be the raison d'être of these organisations and demand to be treated accordingly.

Individuals know what they want, demand respect, and question established models.



② Search for happiness

Happiness has become a goal per se. People are willing to enjoy their lives and not wait until the afterlife. Happiness is around the corner and individuals are pursuing it.

People want to be happy and make their life plans around the search for happiness. Consequently, people now value the experiences that they live more than products or services themselves.



③ Empathy

The environmental crisis and the inequalities that the world is facing have encouraged people to be more aware and realize that everyone can participate in some way in order to help solve these problems. More and more individuals are recognizing themselves as part of a global community and

assuming responsibility toward the planet, the society, and generations to come.

Realizing their belonging and responsibility to a larger group, **people make efforts for others** to have better living conditions and for the preservation of the planet of tomorrow.



④ Collaboration

The interdisciplinary approach with which public and private problems are solved, as well as the decline of the role of governments and the rise of virtual technologies have reinforced our tendency to collaborate. Situations that, before, people faced

alone are now solved by collaborative efforts.

In this new era, **people collaborate for personal purposes but also to help others.**



⑤ Techno-dependence

Technological progress has modified the way that the world works but also the way that people interact. Today, peoples' lives depend on and are regulated by technological tools that would have been unimaginable a few years back.

People use technology in their daily activities, so much so that social and communal life are being replaced by virtual relationships and communities. These changes threaten to create new types of tribes and lead to loneliness and isolation.



Why Trends and behavioural changes 2017 is a useful tool.



This study intends to give an understanding of how the world, the economy and people are evolving. For this reason, we believe that it is a useful tool for all those, from different sectors, who wish to acknowledge, understand and adapt themselves and their business to these major trends.

The reading of this document should lead us to think, and try to answer a series of basic questions:

- Are the trends or the behavioural changes affecting or could they affect my sector?
- If this is the case, how important could these changes be?
- Will the behavioural changes force me to change my products or services?
- Is the success of my company threatened by these changes?
- Is one of my competitors reacting or adapting to these trends and behavioural changes?
- Are other sectors that are affected by these trends or behavioural changes reacting to them?

- What kind of initiatives should I provoke in order to attend these trends or behavioural changes?
- What type of resources would that involve?

These questions and more should arise from the reading of this document. In the months to come, **Socialinks** will focus on tackling these questions in different sectors that are important to us and to our clients. We advise that anyone interested in the short term or long term survival of their organisation do the same exercise.

It is our desire that this document becomes a useful tool for all leaders, entrepreneurs and professionals that wish to succeed in the market of the future.

Comparative Study

NAME	Source	1	2	3	4	5	6	7	8
		Importance of experiences	Connection, adaptation and personalisation of brands	Negative effects of globalisation: Migration, violence and extremism	Dependence and dangers of technology	Privacy And Security	Health	Enviromental conscioousness	Cosiness enjoying old age. Free time and wellbeing.
Trends and Behavioural changes 2017	Socialinks	Search for happiness	Flexible and dynamic markets Empowerments	Power diffusion and globalisation Heterogeneous cities Empowerment	Disruptive technologies Techno-dependence	Techno-dependence	Empathy	Green crisis and revolution Empathy	Heterogeneous cities Search for happiness
5 Trends That Will Change The Way Your Customers Will Shop In 2017	Forbes	Stores are out, experiences are in	Forget faceless brands, connection is key Direct-to-Consumer takes a bigger piece of the retail pie Shopping gets more social						
BLOWBACK TO THE FUTURE, THE TRENDS THAT WILL SHAPE 2017	Havas		Going Ethnographic (Importance of connecting with people, not only digital)	Boiling points (General anger leading to extremism)	Dr Jekyll technology Cellphone health scare (Cellphones creating diseases or deaths)	Rediscovering privacy (Concerns about privacy issues vs transparency and technology)	Sugar showdown (Clean food, anti-sugar movements)	Pleased to meatless (Environmental concerns leading to less meat eating) Pedal power to the people (Stronger presence of cycling all over the world)	Huge hygge (Longing for cozyness and comfort) The elusive beauty of simplicity (Craving and attempting simplicity)
5 Consumer trends for 2017	Trend Watching	Virtual experience economy	Big brother brands Incognito individuals	World's apart				Capacity Capture	
The 5 trends that will shape the global economy in 2017	Fortune								
The top trends shaping businesses for 2017	Forbes			Geopolitical Disruption (Globalisation) Intersectional Futurism Dislocation On-Demand and Work	The Next Big Thing (Smart tech innovation)	Privacy And Security		Life Sustainable	
Las diez principales tendencias globales de consumo para 2017	El país	Importancia de las experiencias	Personalización Consumidores impacientes fascinación con la autenticidad	Diversidad cultural/ Identidad variable		Importancia de la seguridad y la privacidad			El envejecimiento: la historia vs cambiando (Nuevo mercado de consumidores) El bienestar como símbolo de status
Top 10 Global trends to watch in 2016	A.T. Kearney			Geopolitical instability U.S. economic resurgence Continued global violent extremism Post-BRICS emerging market Depopulation waves	IT revolution 2.0 Evolving artificial intelligence (AI) Rise of the machines	Cyber insecurity		Accelerating global climate change	
10 trends to watch in 2016	World Economic Forum				Disappearing apps Virtual reality is finally a reality The 'micromoment'	Services with manners (privacy)	Health in our own hands		The return of simplicity
Mapping the Global Future 2020	National Intelligence Council			New Challenges to Governance The Contradictions of Globalization Rising Powers: The Changing Geopolitical Landscape		Pervasive Insecurity			



Eduardo Rosales Castellanos
Project manager

Victor Martínez de Castro Green
Associate manager

Clara Schwob Ollivier
Executive manager

Diana Carrillo Tiburcio
Editor

Sarah Velázquez Orozco
Designer

We wish to thank the team of
Socialinks for their collaboration.

We wish to thank ITESO University through the
Project of Personal Application
"Construction and Analysis of Global Trends"

Alejandro Hernández González
Mariana Valdovinos Farías
Daniela Cervantes Tejeda

Analysis

Luis Manuel Macías Larios

Coordinator PAP

Brenda Villalón

Oscar Adrián Castillo

Carolina Ornelas Delgado

Ana Sofía Oviedo Flores

Astrid Martín del Campo