

Megatrends Update: New Blockbusters of Change – from Neo-Ecology to Connectivity

Which Megatrends are operating in the background and how do the basic coordinates of economy and society change? To this question Matthias Horx, main shareholder of the :zukunfts/institut GmbH (www.zukunftsinstitut.de) Internationale Gesellschaft für Zukunfts- und Trendberatung, Kelkheim (Institute for Future), gave an answer on a well-attended Afterwork-Seminar on 11 March in Frankfurt in the King Kamehameha Suite. According to the futurologist the media give the impression that ecology and climate protection are, at present, the only relevant subjects for enterprises.

At the computer fair Cebit in Hannover this year the focus was on "Green IT". No question: green business is big business and is pressed ahead by the megatrend Neo-Ecology. Trends, however, do not function alone, but form operative chains. In the sign of the current change megatrends like education or health also develop new driving forces. Where these forces lead the people and which future chances are possible for enterprises were the subjects on focus of the high-quality seminar. The new megatrends are individualization, female shift, silver revolution (internet-use of people over 60 years), education, new work (new division of labor: service and knowledge), health, mobility, globalization, neo-ecology, connectivity. According to a study of Ernst & Young 75% of the Germans like to buy organic products. That organic is not a luxury good anymore is becoming clear, since meanwhile all discounters have organic products in their product range and open up green supermarkets galore in big cities.

The worldwide market for organic products is growing currently – according to the futurolo-

gist (matthias.horx@zukunftsinstitut.de) – yearly by more than 5 Bill USD and amounted in 2007 to 40 Bill USD. The Fair Trade is booming since some years already. 2006 was the so far most successful year also in Germany. Fairly traded merchandize in value of around 110 Mill EUR went here over the counter – 55% more than 2005. For this reason Germany belongs now to the five biggest Fair Trade-markets worldwide. Only 13% of the consumers are at the moment explicitly among the non-buyers. According to prognoses of the Future Institute their share will decrease until 2010 and the share of buyers of Fair Trade-products will rise further. The megatrend Neo-Ecology leads to a development of „green“ energy and environmental technologies to be a very profitable billions-business, as Horx explained further.

According to the US-counseling company Clean Edge the sales of the worldwide market for renewable energy in 2006 has risen to more than 55 Bill USD – a plus of 39% against 2005. Until 2016 the volume will rise to more than 226 Bill USD. Hybrid vehicles will furthermore be a central pillar of future mobility. The megatrend Connectivity leads, according to Horx, to the internet being more and more a profitable market place. Ebay Germany, founded in 1999, has today more than 24 Mill registered members. Private Ebay-sellers had in 2006 a trade turnover of 4 Bill EUR. More than 65,000 Ebay-shops exist at the moment on the German online market place, the number of powersellers rose in the last three years from 5,000 to around 12,000. With the increasing internet use also the market potential of E-Commerce grows. Between 2005 and

2006 the total sales in the E-Commerce in Western Europe increased by 36% to 1,451 Bill EUR. For 2010 there is projected that it will be 2,617 Bill EUR.

On 4 June 2008 the zukunftsinstitut organizes on Campus Kronberg close to Frankfurt the 12th Future Congress 2008. Horx will be giving a talk about Next Markets: The New Meta-Markets – a historic time travel into the future about consumption. Further lecturers will be:

- Next Innovation: Open Innovation using the example of the IBM Innovationjam and the Global Innovation Outlook, Dr. Stefan Bungart, director innovation at IBM Deutschland (www.ibm.com/de);
- Next Commerce: The creative force of the Mini-Preneurs and the E-Commerce of the 2nd Generation, Claudia Helming, Foundress of DaWanda (de.dawanda.com);

- Next Marketing: Networked customers – the power of word-of-mouth-advertising, Martin Oetting, trnd – the real network dialogue (www.trnd.com);
- Next Business: Conferment of the Future Award 2008 by Horx; Next Consumer: The New Men, Dr. Eike Wenzel, Head editor Zukunftsinstitut;
- Next Shopping: The Vision of the Nature Factory – Germanys biggest Organic-Mall, the Lohas-Cathedral (www.natur-fabrik.de), founder Bernd Alt;
- Next Economy: The new power of the Economy, Wolf Lotter, brand eins (www.brandeins.de).

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