

Erik NETWORK

Foresight Cymru

Making the future work for you

13th February 2004



Regional Foresight

Trends Impacts

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Foresight Wales Project Goals

- To Create more anticipative business
- To involve intra-sector collaboration



Impact to 2002 in Wales?

- Minimal (mostly academic) to non-existent
- Absence of ownership and perception of relevance and need by business
- Mistrust in sharing



Foresight Panel Reports 2020 Flawed ?

- Ageing Population
- Crime Prevention
- Manufacturing
- Environment & Energy
- Materials
- Food Chain
- Defence & Aerospace
- Chemicals
- ICT & Media
- Built Environment
- Retail
- Healthcare
- Financial Services



Realness

2003

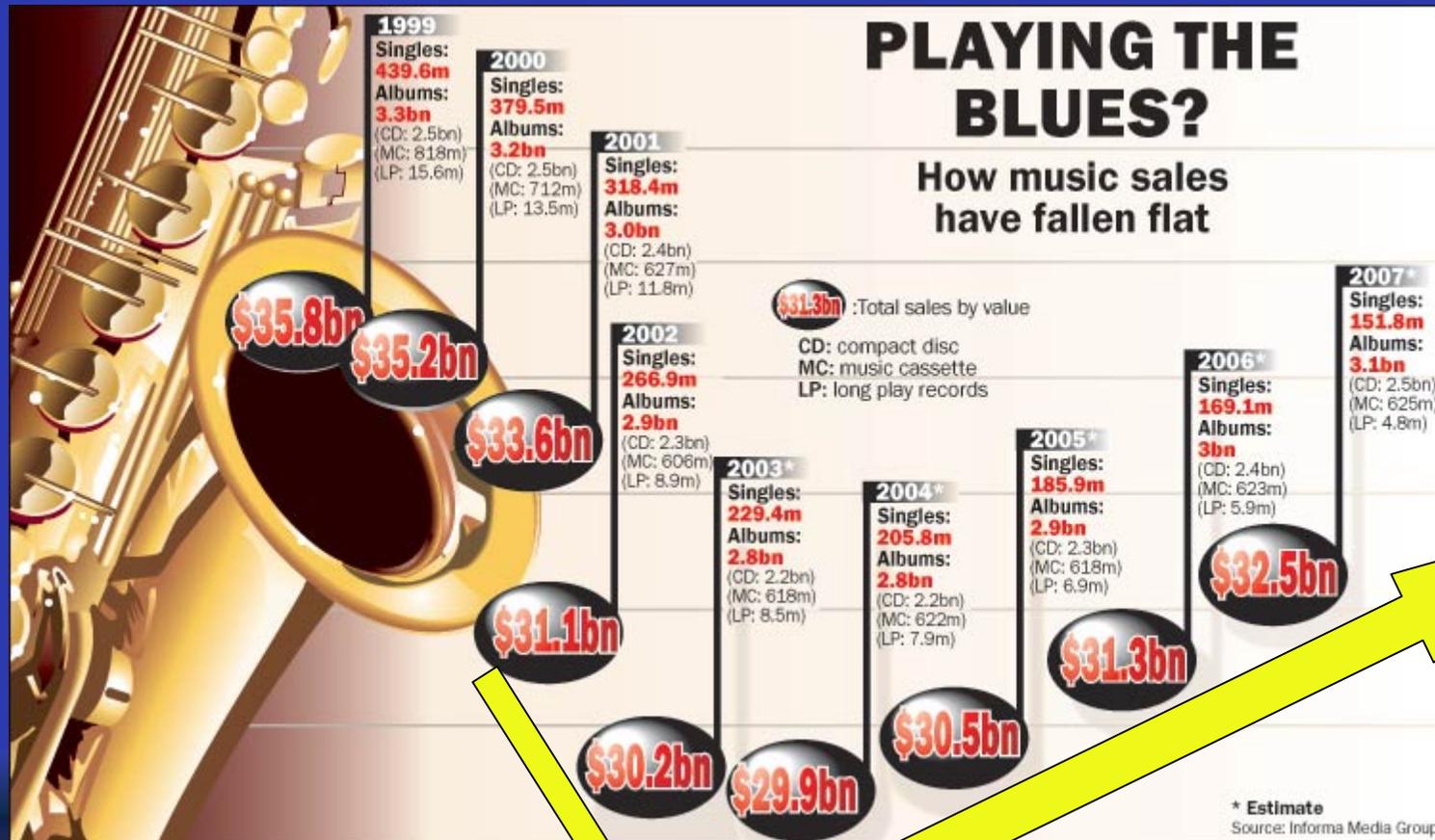
“Where’s the Value?”



The Value Lies in.....

- Trends, Creativity, Perceptions
- Demographics
- The accelerating pace of change
 - Why it happens
 - Why & how you must harness it
 - Why it's OK to share

Monday 11th Nov – Times Business Section – music sales forecast by professional media analysts



Revolution but NOT
Radicalism.

And Resilience:
Learning to thrive in
turbulent times



Today's ground rules

- Think differently, it's the new competitive edge
- Accept the accelerating pace of change as unstoppable. Work it to your advantage



Turbulence

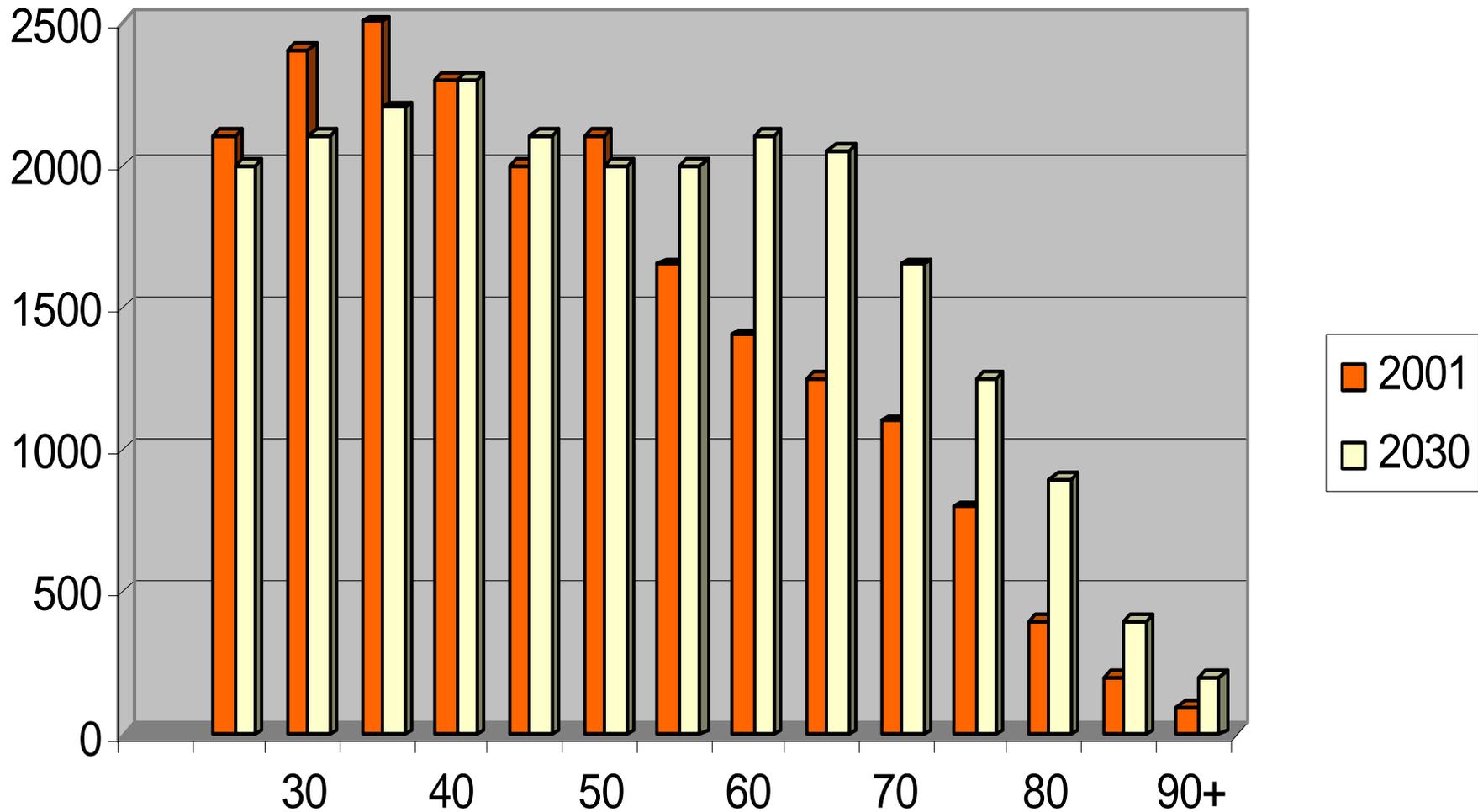
- **Bowling Alone**
- Globalization
- Junk Space and Hot Spots
- Over Supply
- Employee Power
- **Connectivity**
- Tacit Knowledge
- Creation
- Exploitation
- **Geographical World?**
- **Technology Convergence**



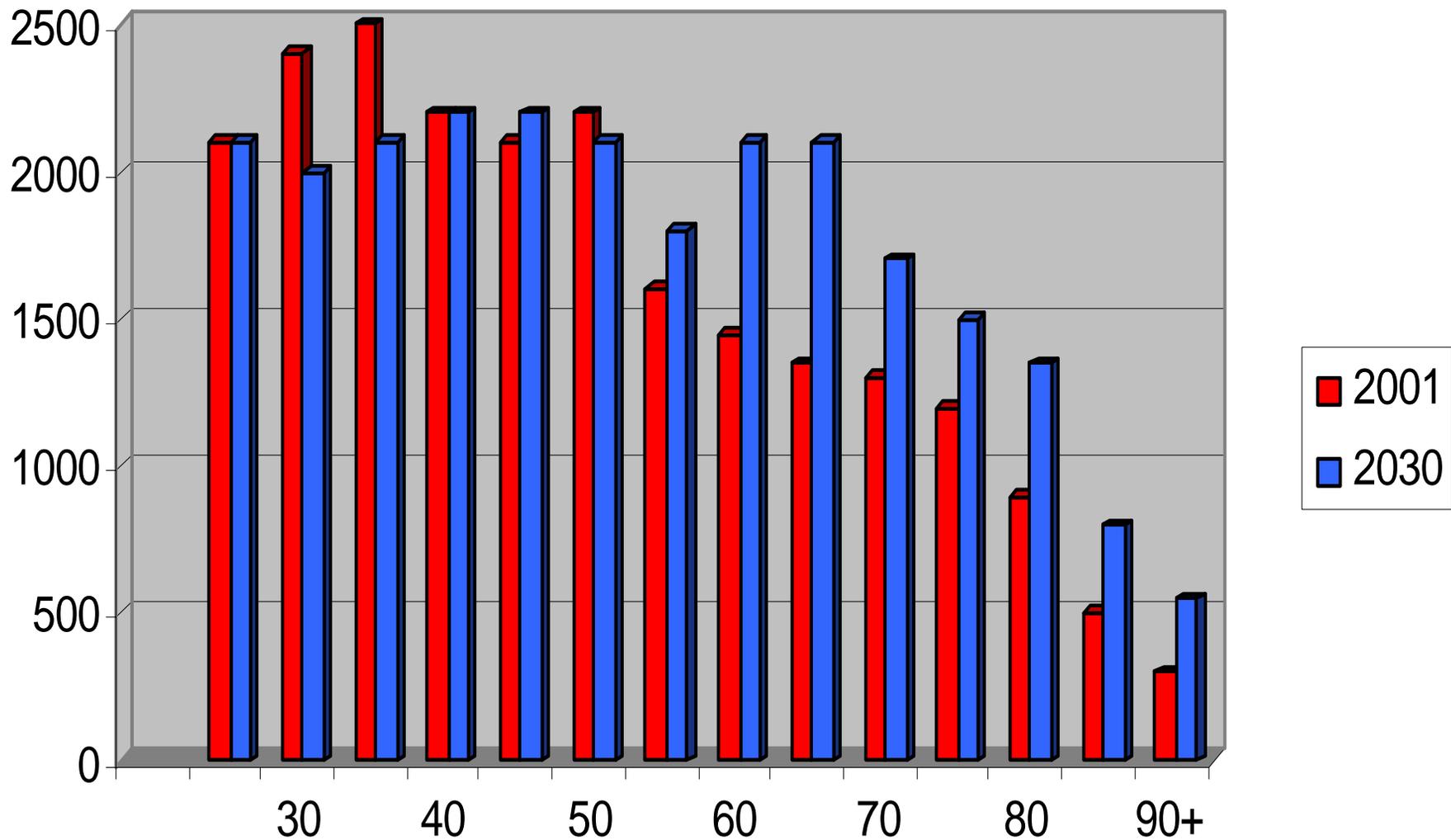
What if.....

- A Company could develop its own Foresight reports....?
- Spot trends itself
- In any category, all the time
- Then exploit them, creatively

25 to 55+ Male population UK



25 to 55+ Female Population UK





What does this mean?

- By 2030, 35% of the UK Population will comprise people of both sexes in the 55-79 age group, compared with 25% today.
- This equates to an increase of 7 million people at a time when the numbers in the 30-39 age group will dwindle by 2 million.

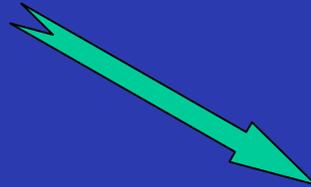
Shifts and Opportunities

- Passive Patient to Active Consumer → • Lifestyle Clubs for Over 50's & then?
- Outrageous Youth to Socially Awkward 20-somethings → • Dating Agencies for 25-30 year olds



Discontinuities and Opportunities

**Youthful burglar to Grey-haired
cyber-finance criminal**



**Accountants
become ICT Police**



Usual & Unusual Trend Categories

Political
Economic
Social

Demographics
Lifestyle
Specific Industry Sector

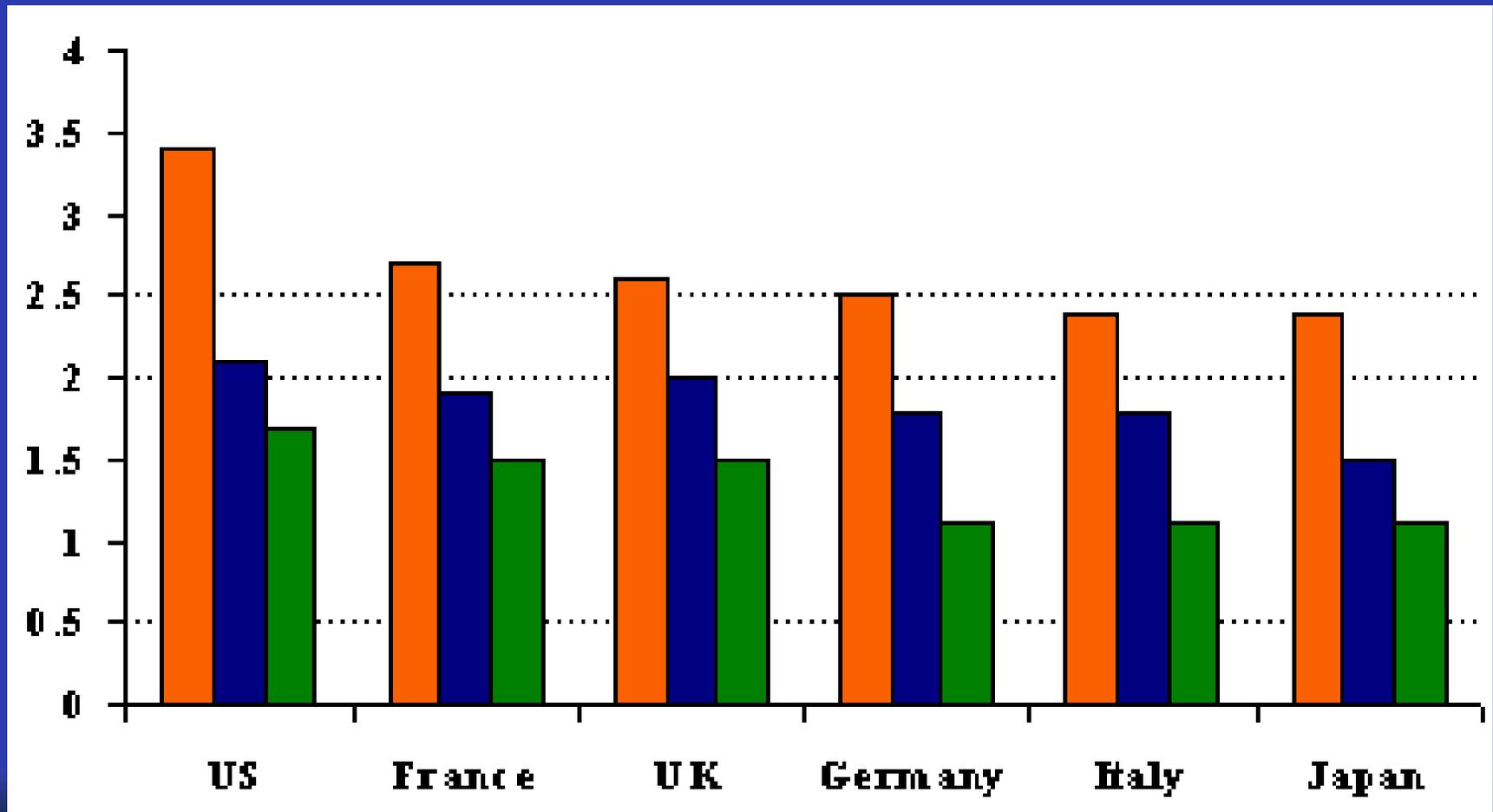
• **Technological**

- Legislative
- Environmental

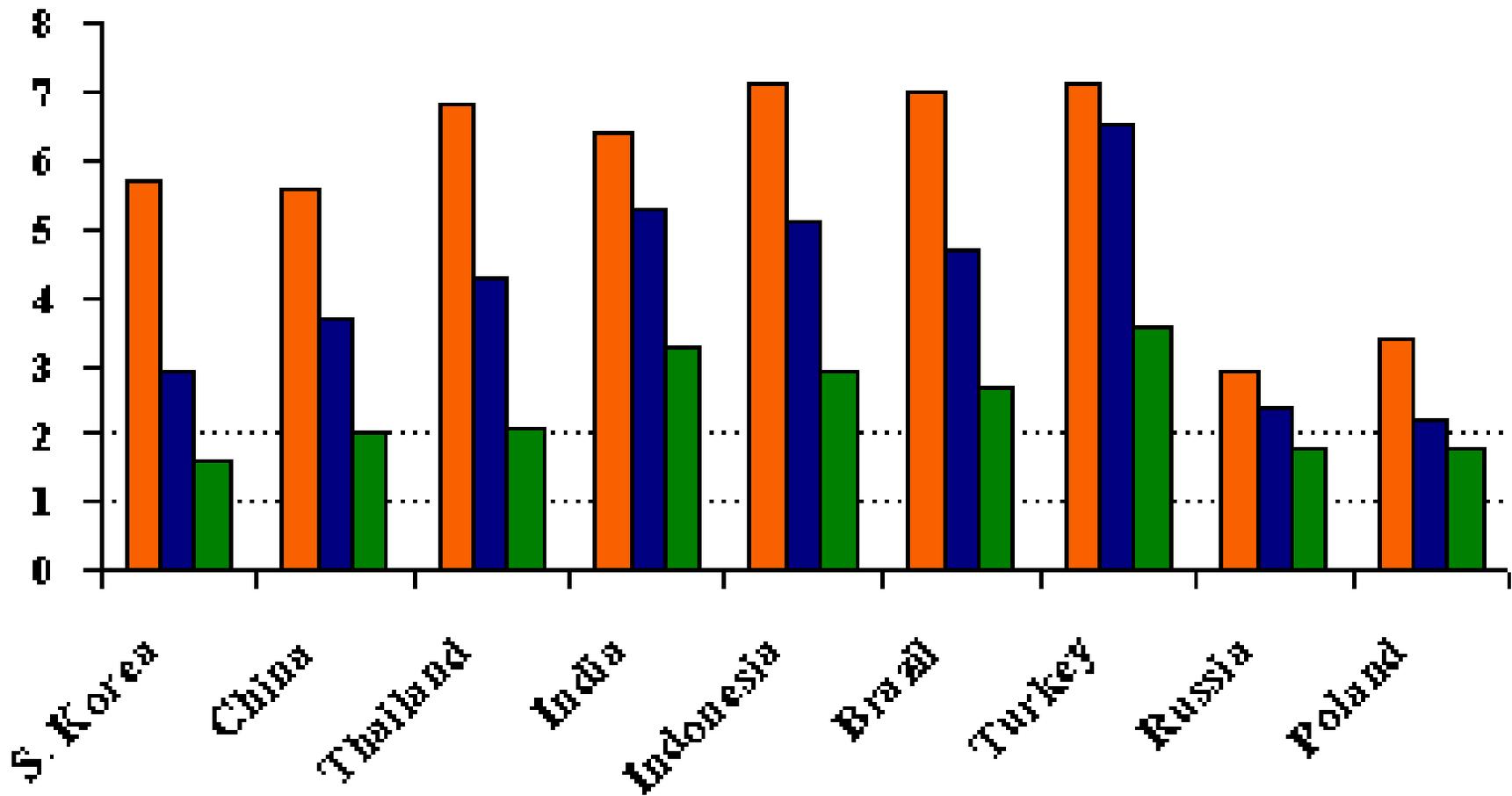
- The Internet
- Caring Society
- The “No trust” society
- The Scared society

Your own Category!

Support Ratios (Worker to pensioner) in the G6 & interpretations



Developing/Emerging Economies



Four Key Effects of these trends

- Pension & social security System Reform or even abolition
- People Migration flow from Younger to Older Countries
- Business Strategy Implications - manufacturing opportunities-mass customisation in quality goods
- Potential to lead the Caring Society Age



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