

INNOVATION AS A CATALYST

Designing for The Decade of Action



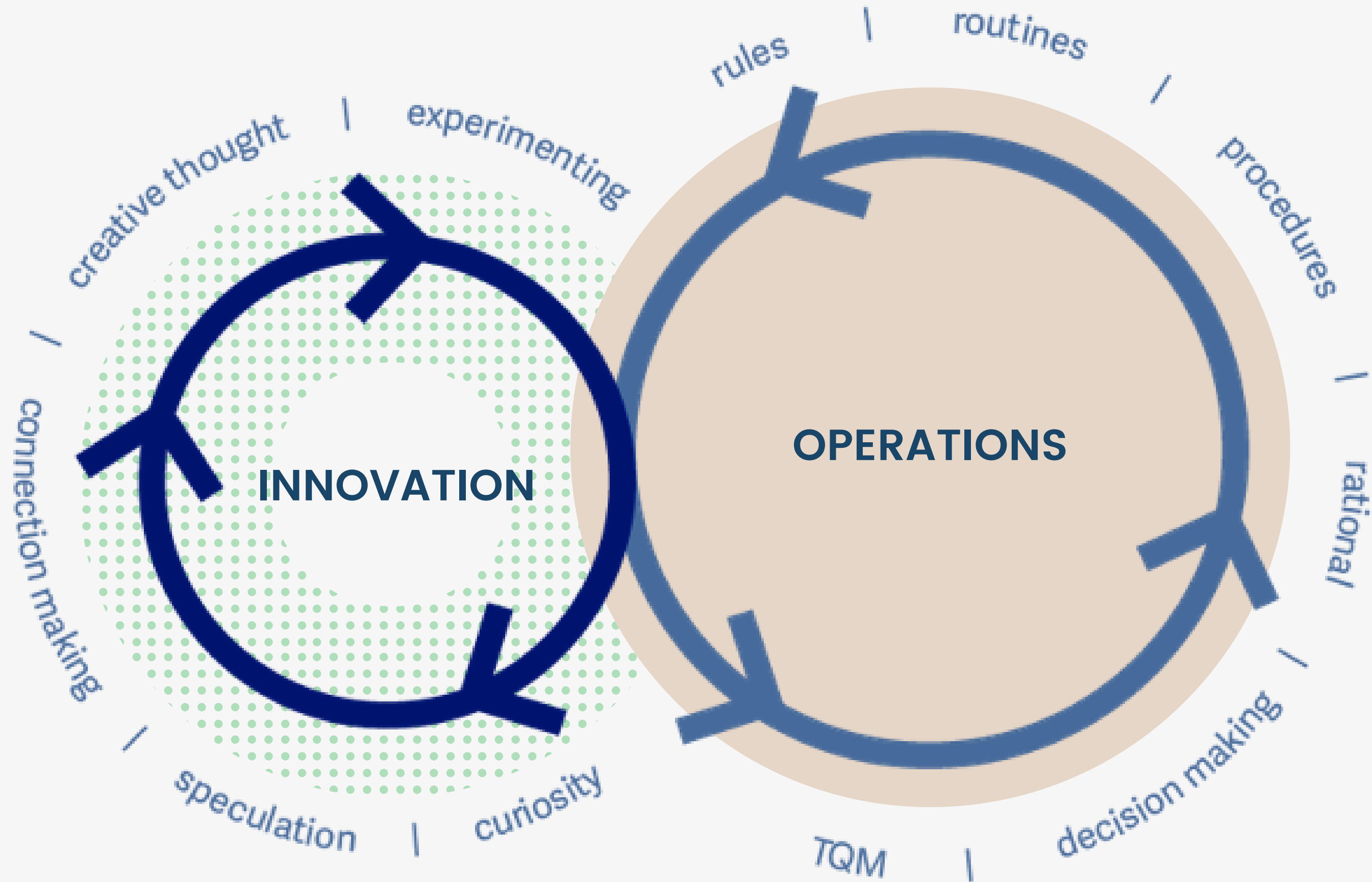
SMALL
CHANGE

For business survival, success, and sustainability in the next decade will be determined by:

The Capacity to Innovate

Ability to Implement by Mobilising the Required Resources

Capability to Create Following



SMALL
CHANGE

WE SEE A CLEAR RECOGNITION THAT THE SCIENCE OF FORECASTING IS MUCH MORE THAN DEFINING HOW THE FUTURE MIGHT TURN OUT.

IT ENABLES US TO INFLUENCE IT AND ADAPT TO SOCIETY'S CHALLENGES BY MAKING SOUNDER DECISIONS ABOUT THE FUTURE IN THE PRESENT.

THE BUSINESS OF FUTURES HAS A HIGHER PURPOSE THAN SIMPLY PREDICTING MEASURES TO BOOST MARKET SHARE.

-Anna Lisa Kjaer

TRENDS at PLAY

Immersed in new virtual worlds, more fluid and often complex forms of community connect deeply across technologically-infused networks.

Digital Campfires

Open source Participation

5G

Edge Computing

Augmented Interactive Reality





HOW CAN WE REDUCE GLOBAL EMISSIONS BY ONE BILLION
TONNES OF CO₂E PER YEAR?

the gigatonne challenge

2 WEEK-ONLINE INTENSIVE \ 90 MINS PER DAY \ ADVANCED
DATES IN OCTOBER, NOVEMBER OR DECEMBER 2020

COMPLEXITY UNIVERSITY

Built as a community focused on learning, CU invites participants to develop and implement prototypes that solve for global concerns. Viable solutions are then linked to a marketplace for funding and further development.

TRENDS at PLAY

Inclusive society at large represents every notion of identity equally, harnessing the potential of diversity to address individuals' personal needs and desires.

Systemic Revolution

Identity Politics


Radical Transparency

Global Governance

War for Talent





 DOCONOMY now

Transaction denied!
You've reached your carbon limit.

TRENDS at PLAY

As the lifeblood of society, technology — connected physical objects and advanced analytics — optimise consumers' quality of life and provide hyper-convenience.

Global Access to Internet

AI Aspirations

Internet of Things

Haptic Feedback

City Redesigned





SAN DIEGO DATA

San diego installs 4,200 smart streetlights to collect mobility data and enable better city planning

FORD'S MOBILITY CLOUD

Ford's transportation mobility cloud will eliminate congestion, improve the economy and create positive environmental impact

TRENDS at PLAY

Value-centric citizens depend exclusively upon sustainable solutions, actively redressing social, political and environmental issues through positive impact.

Flexible Workplace

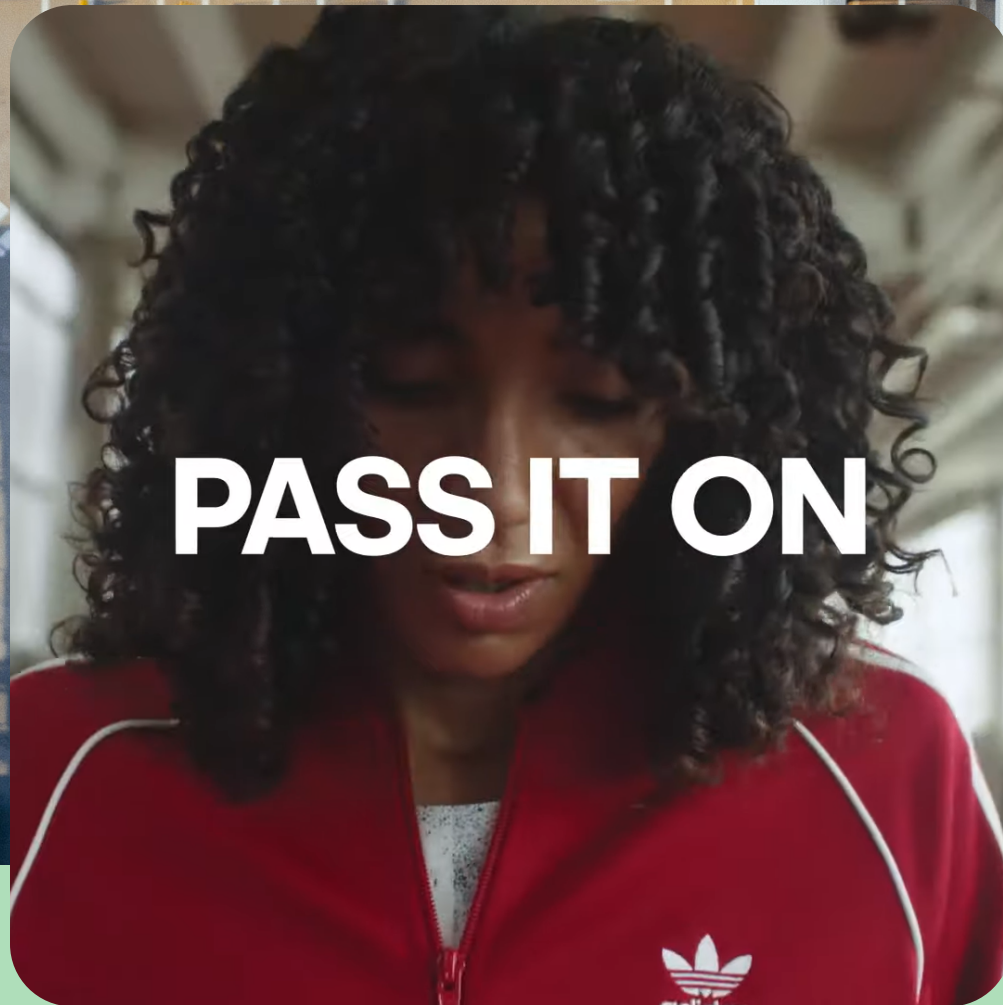
Purposeful Practices

Distributed Manufacturing

Green Supply Chains

Eco-friendly Alternatives





STUFFSTR

Stuffstr is the start-up that powers the adidas Infinite Play service. On the adidas app, Creators Club members can instantly sell back any item they have purchased from adidas in the past five years.



FABRIC

Fabric is a micro-fulfillment solution provider working to bring businesses closer to their customers, embedding fulfillment centres in their cities.



SAMSUNG CLOTHING

Samsung invents smart clothing with a built-in 'energy harvester' that gains power from solar light, solar heat and body heat.

TRENDS at PLAY

Desiring a radical shift toward decentralized systems, individuals only continue to support those brands that seed conscious capitalism.

Circular Economy

Behavior Shaping

Future Farming

Ethical Fashion Brands

Sustainable Travel and Tourism





BREWDOG DRIVETHRU

Brewdog to open 4 Drive Thrus featuring beer collection points, hubs for electric vehicle deliveries, as well as hubs for closed loop, zero waste packaging like growlers, mini-kegs and returnable bottles.



TRAVELYST

led by The Duke of Sussex, Travalyst is a bold global initiative founded by Booking.com, Skyscanner, Trip.com Group, Tripadvisor and Visa, with the ambition to change the impact of travel, for good.





KEY RECOMMENDATIONS

- Benchmark current capabilities and initiatives with emerging compliance & regulations
- Understand physical climate risks across geographies and industries
- Align strategic goals to coincide with international imperatives
- Reevaluate and optimize the value chain and full lifecycle
- Embed good stewardship into product and service design

GET IN TOUCH WITH US



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