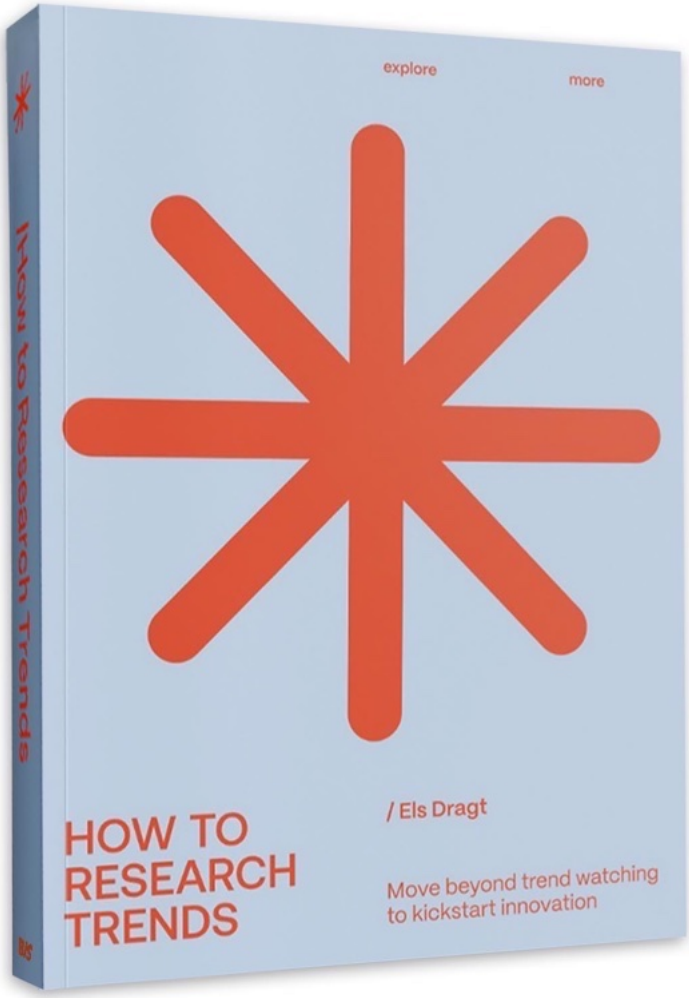
ELSE WHERE

SER VICES

- Help you set up a trend practice within your team / org
- In-company online and f2f workshops & training
- On-the-job trend coaching / sparring partner



ELSE WHERE

Subscribe to the monthly ‘Elsewhere’ newsletter about the trend industry.

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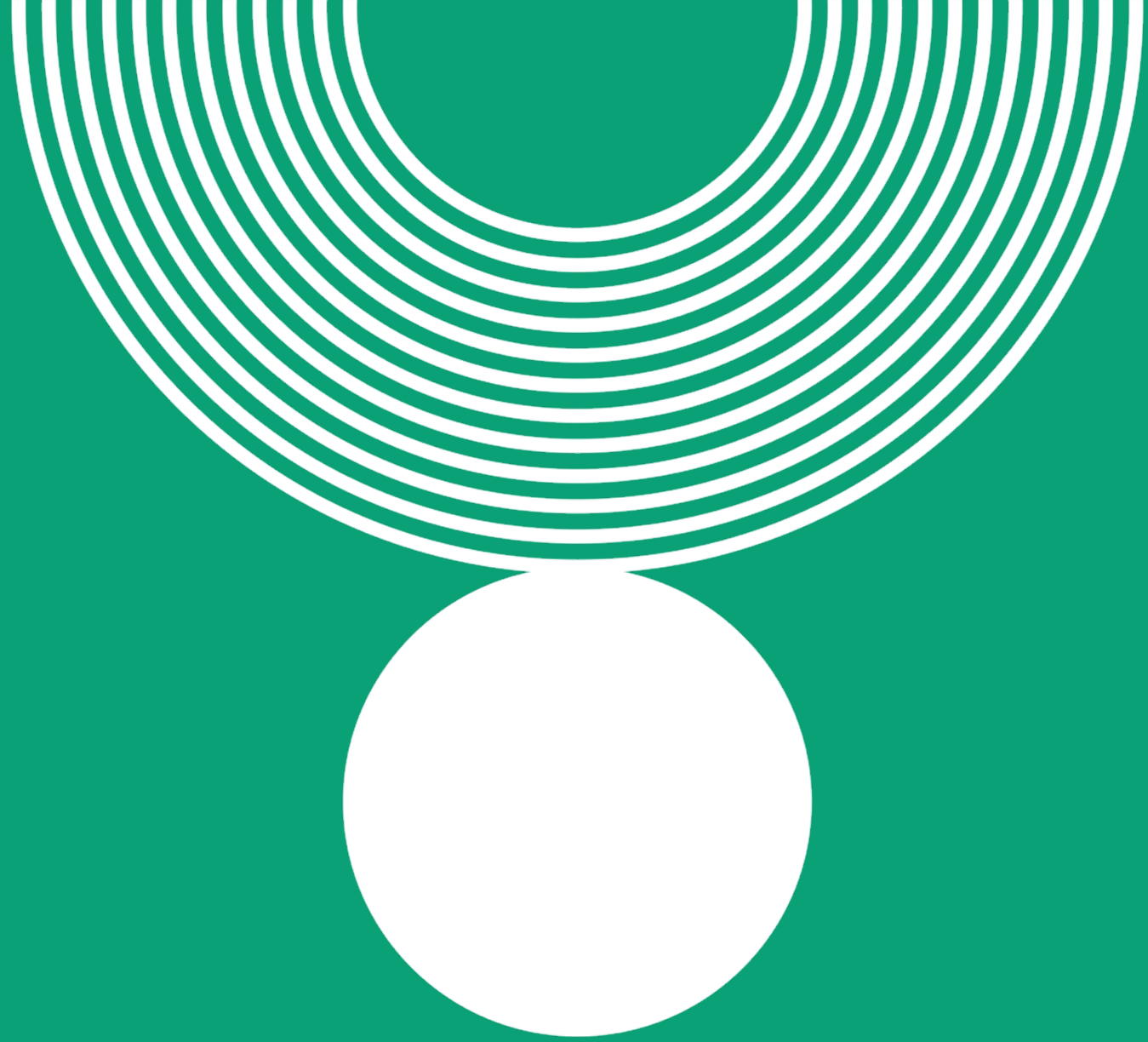
OUTLINE CLASS

/ REWIND
/ FRAMEWORK
/ SCAN

BREAK

/ ANALYSE
/ APPLY
/ FORWARD



REWIND

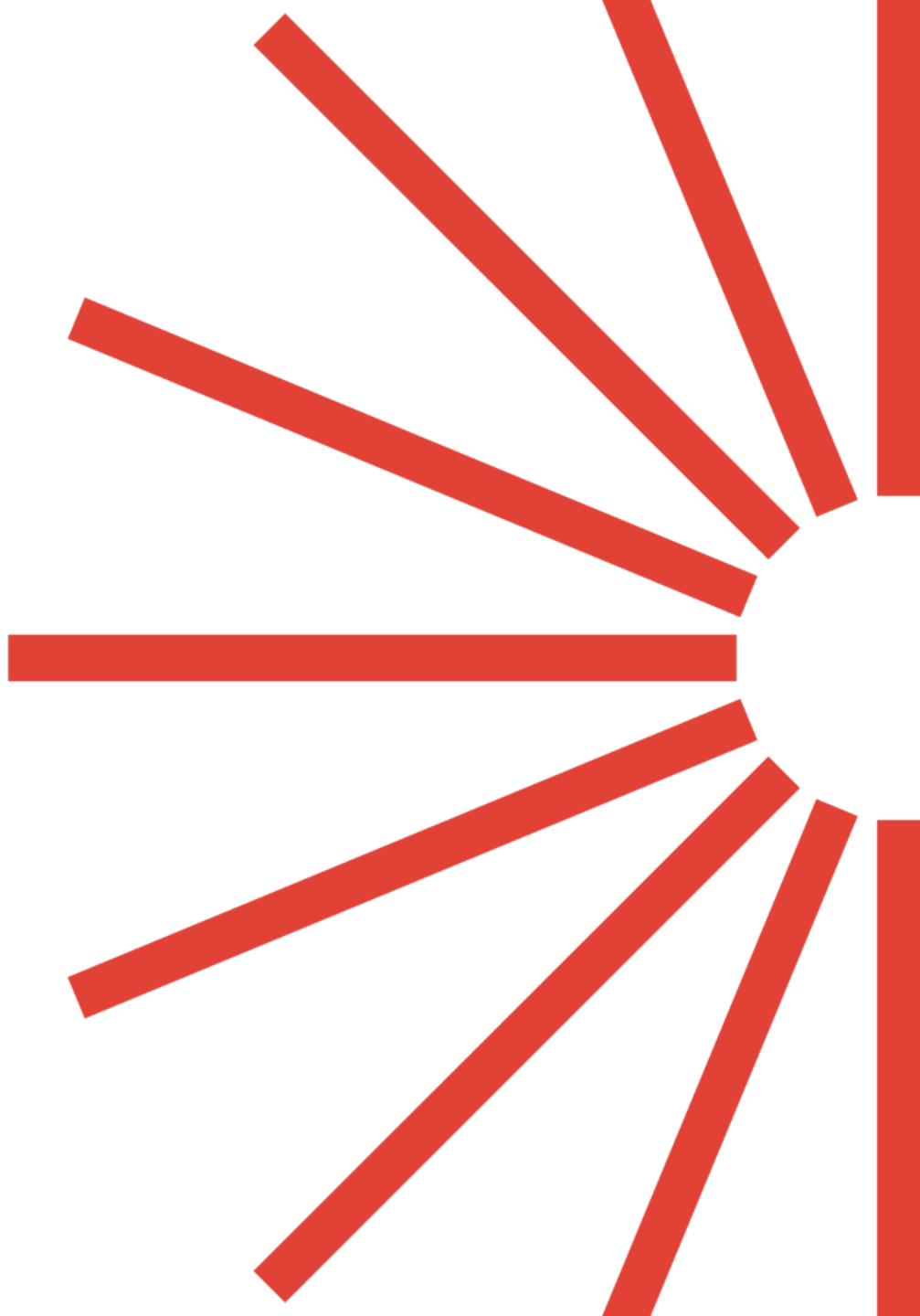
RELE
VANCE

/ Why research trends?

~ Provides rich input for organisations to decide which future path(s) to take.

PREDIC
TION?

/ Can we know ‘the’ future?
/ Exploring vs. predicting



UNCER TAINTY

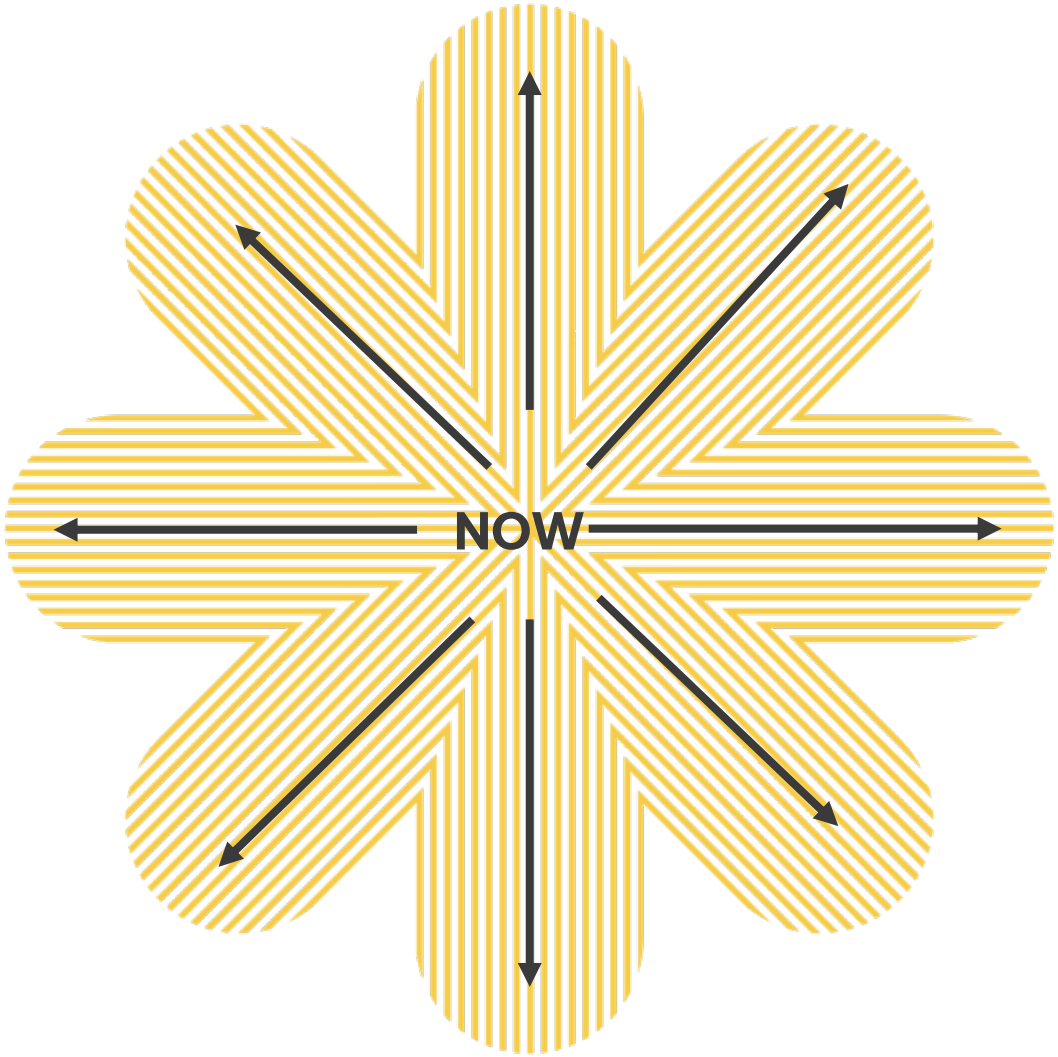
/ Life is messy!

“Doubt is an uncomfortable condition.
But certainty is an absurd one.”

_Voltaire (philosopher, writer)

DIREC
TIONS

/ Trends function as pathways from the present into various futures.



PROF
ESSION

Trend research =
/ Part of futures studies
/ Ever evolving
/ Includes many approaches

~ Check for networks in your country

FRAME WORK

TREND DEFINITION

Change
Values
Forces
Various manifestations
Certain groups

A trend is a change in values and needs which is driven by forces and already manifests itself in various ways within certain groups in society.

TREND VS. TRENDY

TRENDY

Hypes and fads are fleeting and volatile.

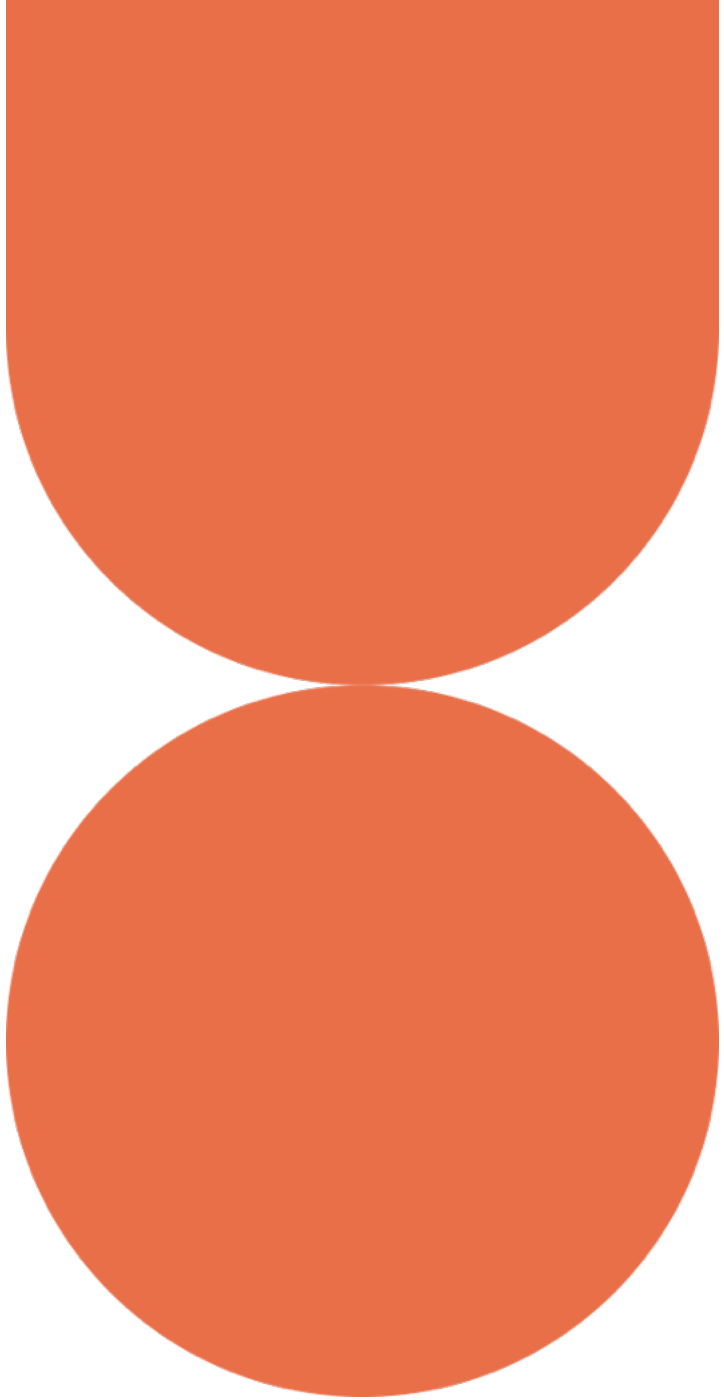
They are popular in the mainstream.

vs.

TREND

Trends are evolving slowly.

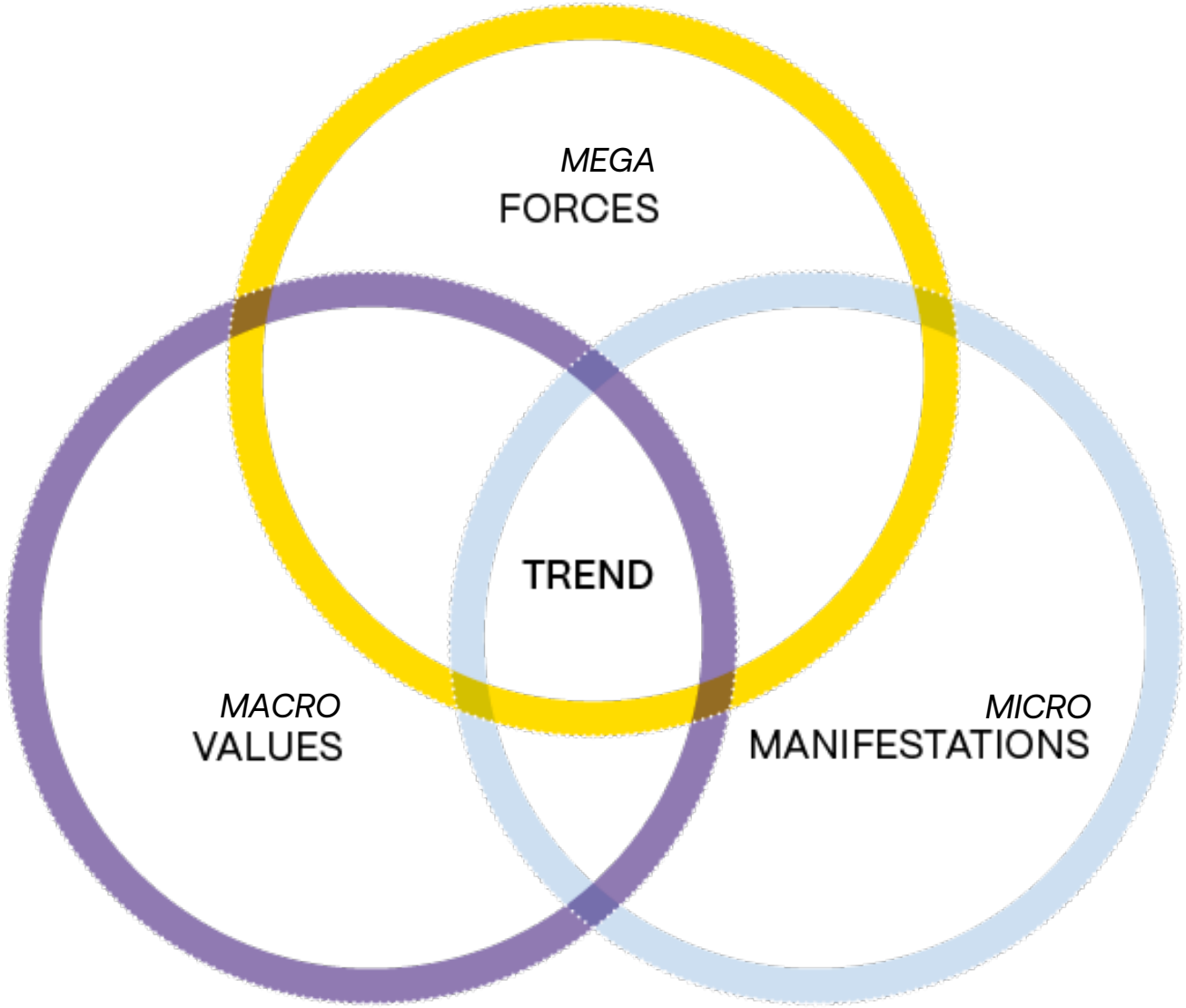
They are emerging at the fringes.



TREND RESEARCH

INVESTIGATE SIGNS
OF CHANGE
IN THE **NOW**
TO EXPLORE
POSSIBLE
FUTURES

TREND LEVELS

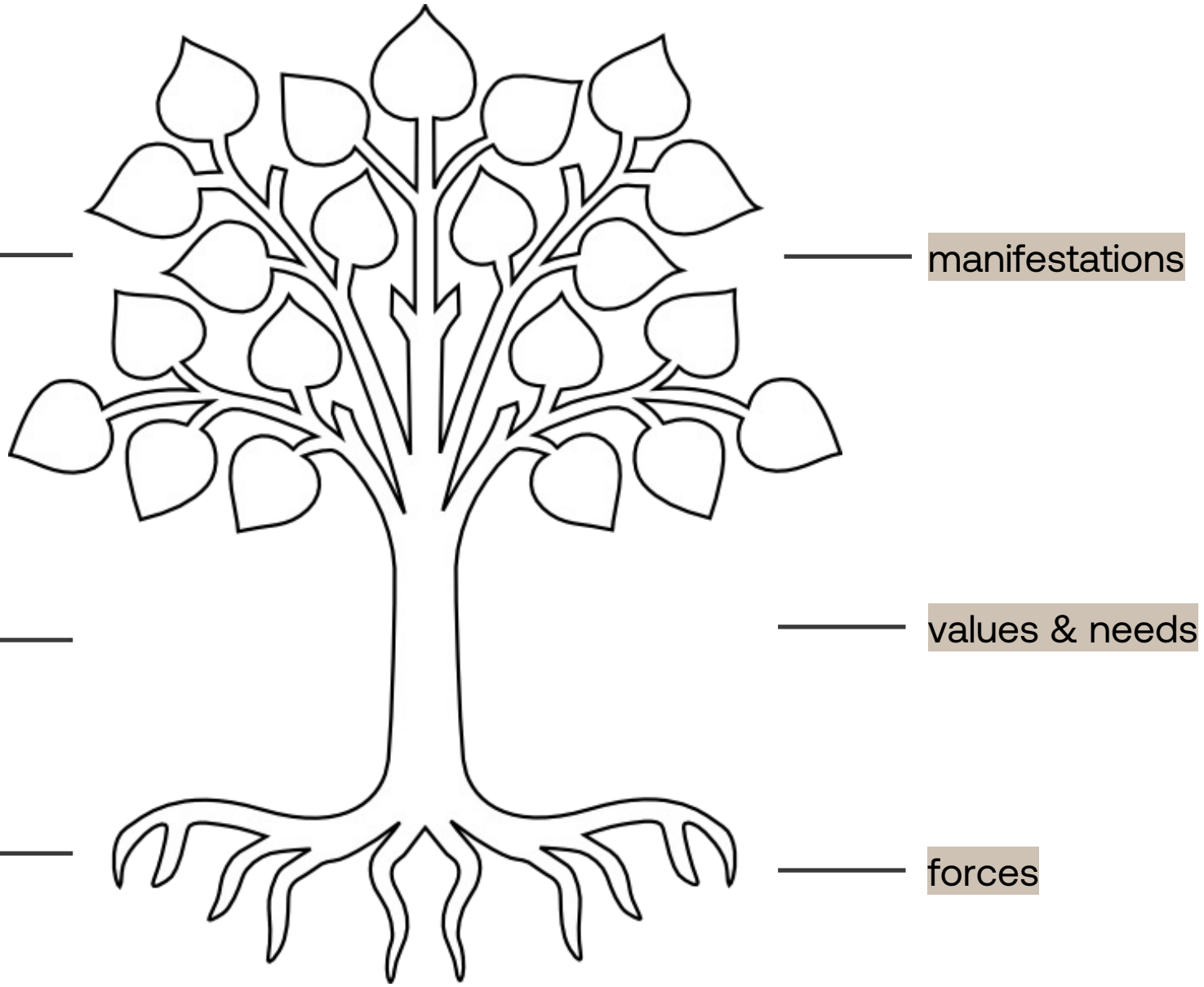


TREND LEVELS

products,
services,
art,
language,
etc....

transparency,
safety,
connection,
.....etc.

globalisation,
a.i.,
aging society,
.....etc
(STEEP)

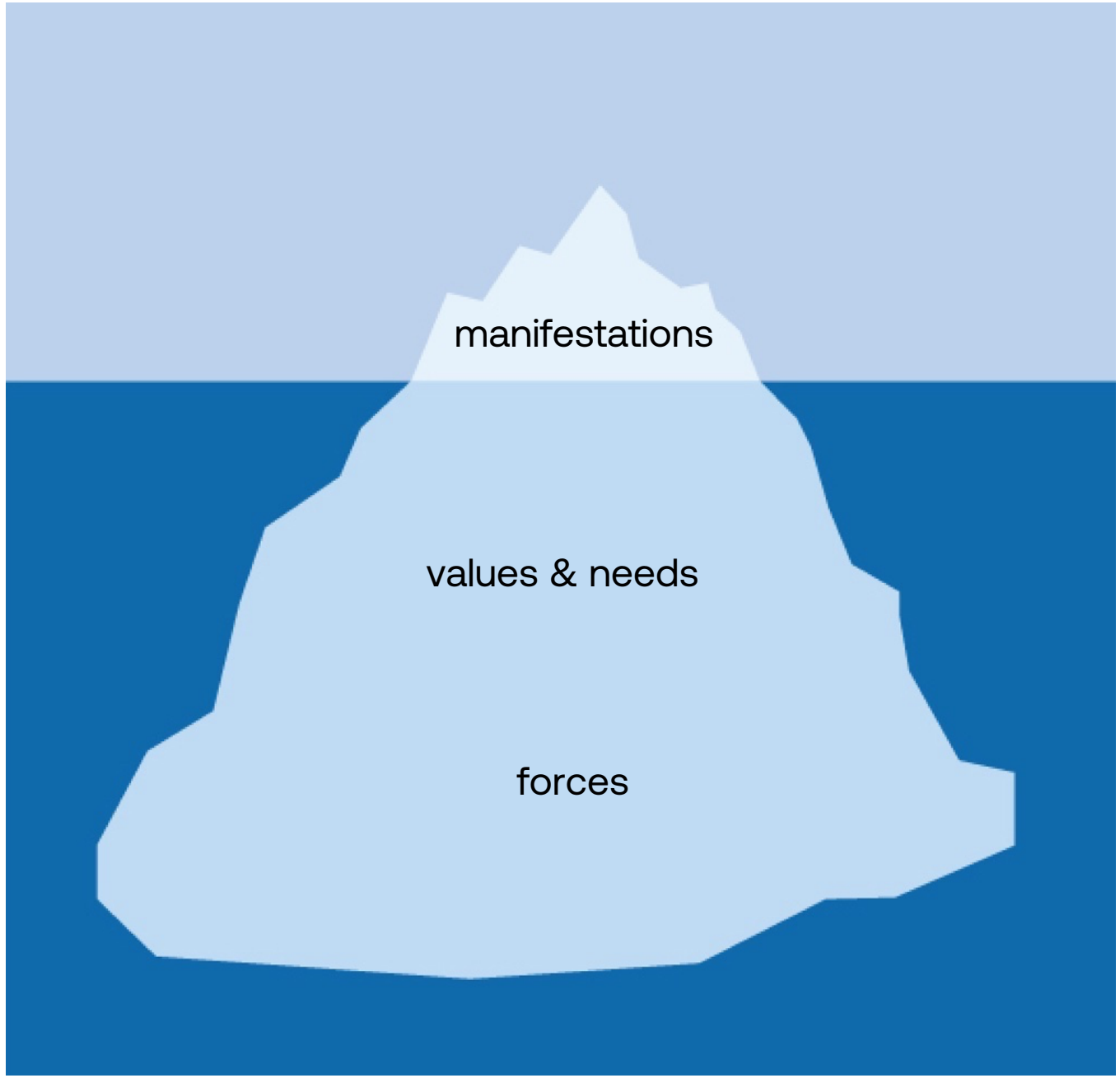


manifestations

values & needs

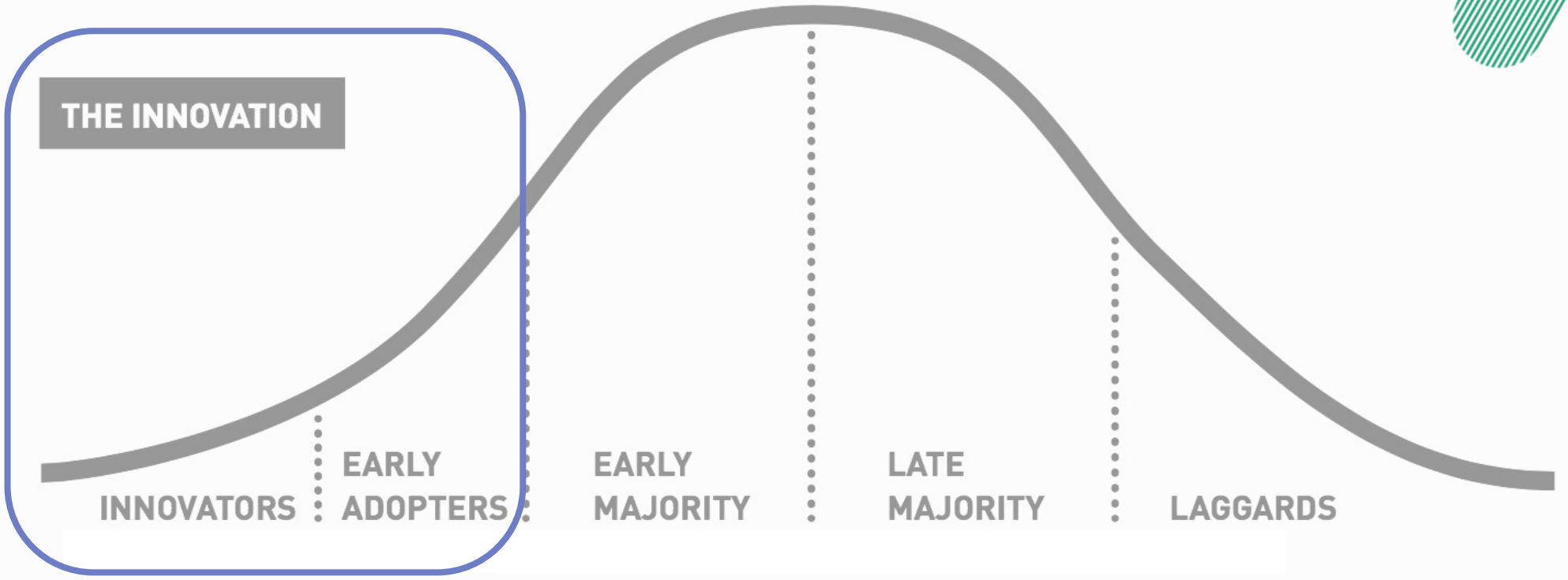
forces

TREND LEVELS



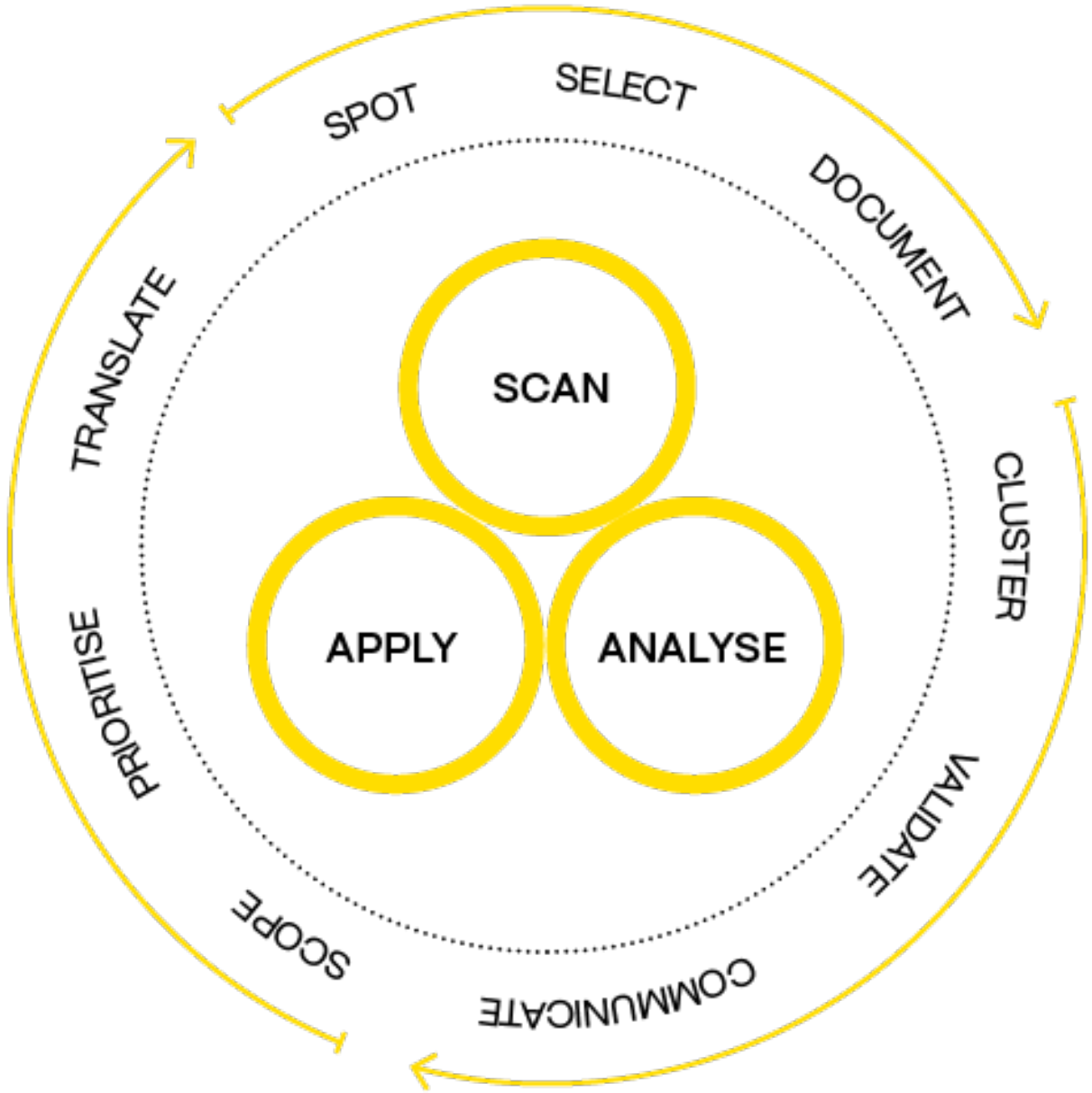
HUMAN CENTERED

ADOPTION CURVE



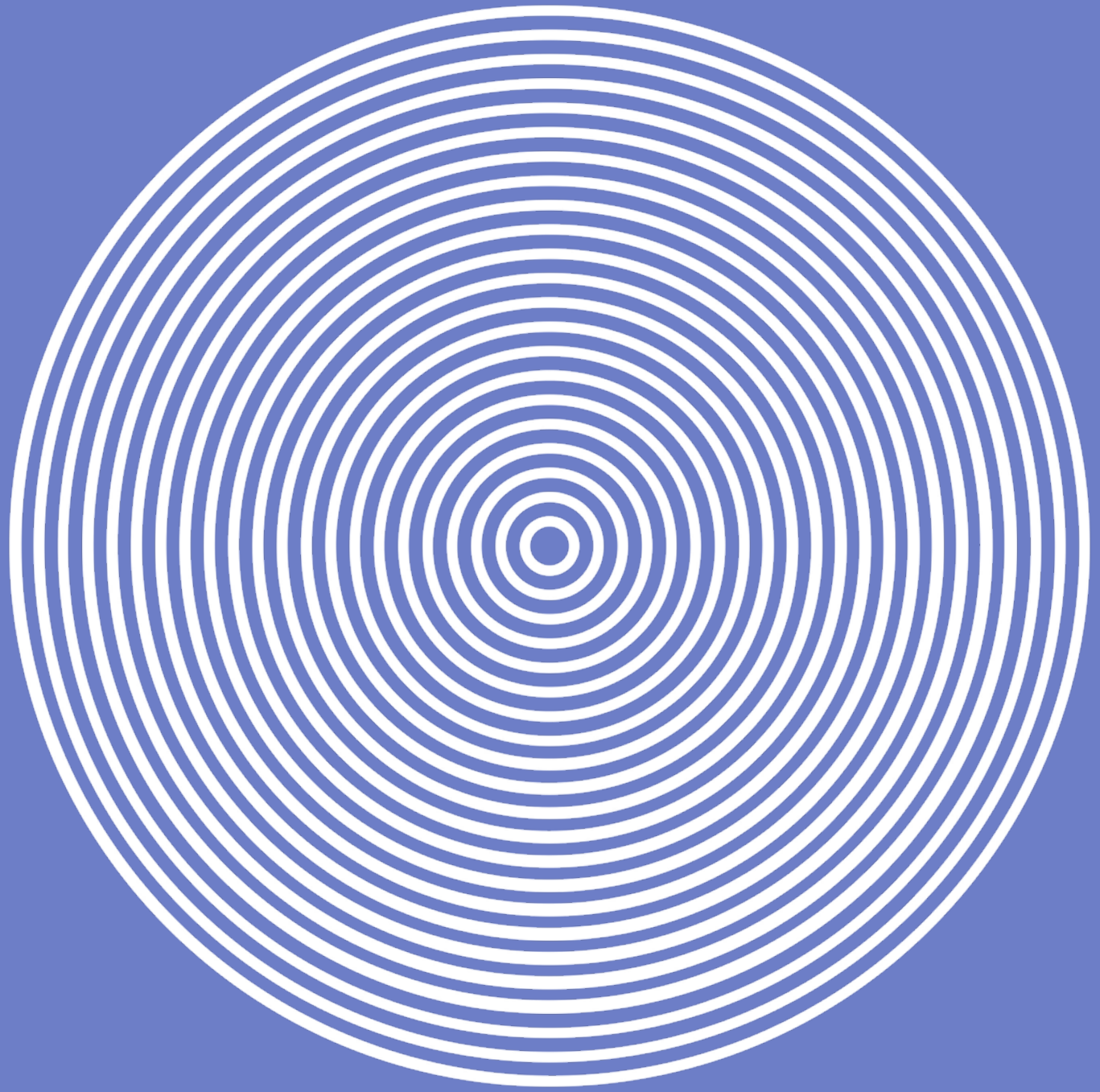
Adopter Categorisation on the Basis of Innovativeness (Rogers, 2003).

TREND RESEARCH CYCLE

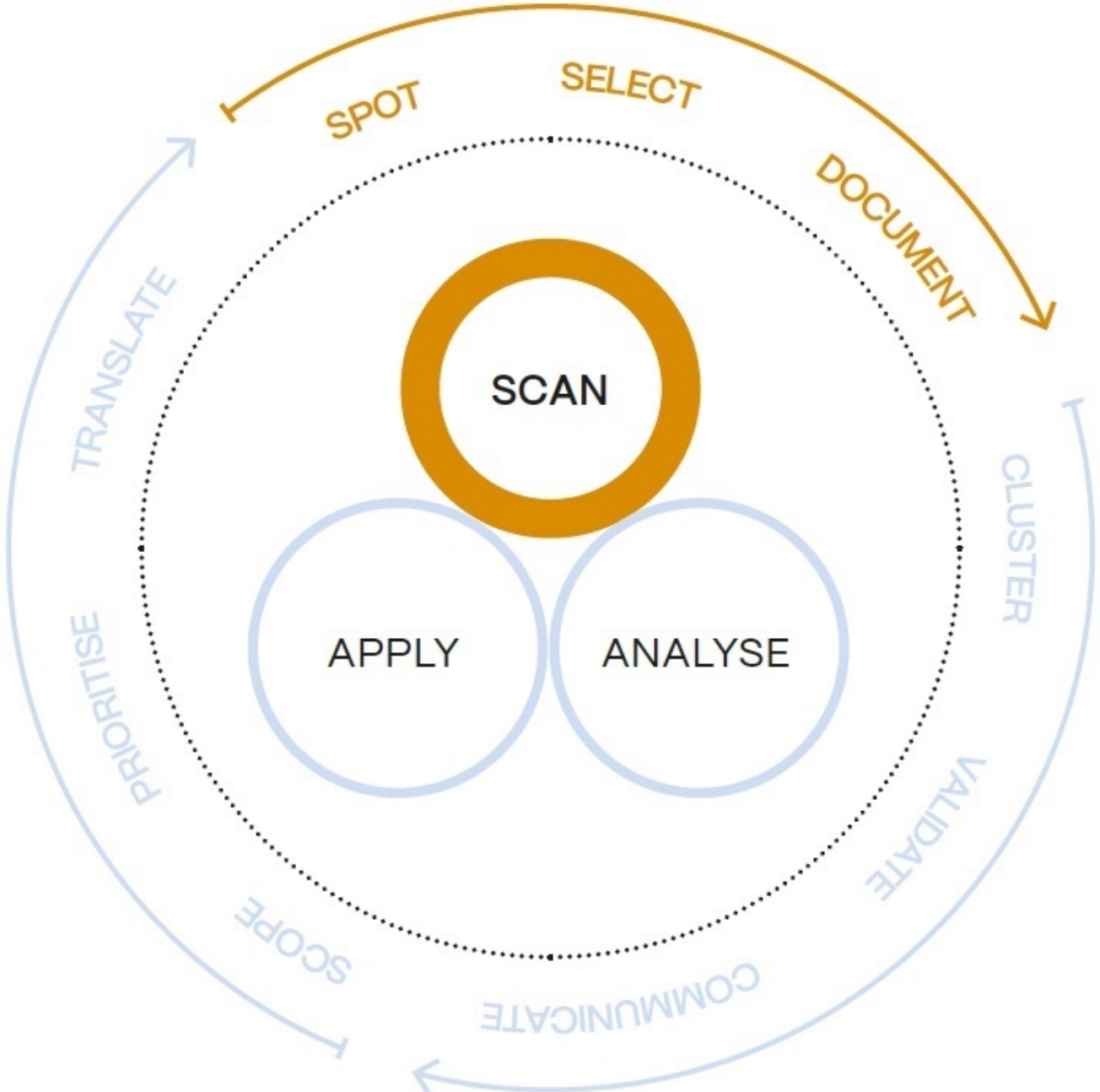


/ provides guidance
/ you can tweak it
/ to show others your process

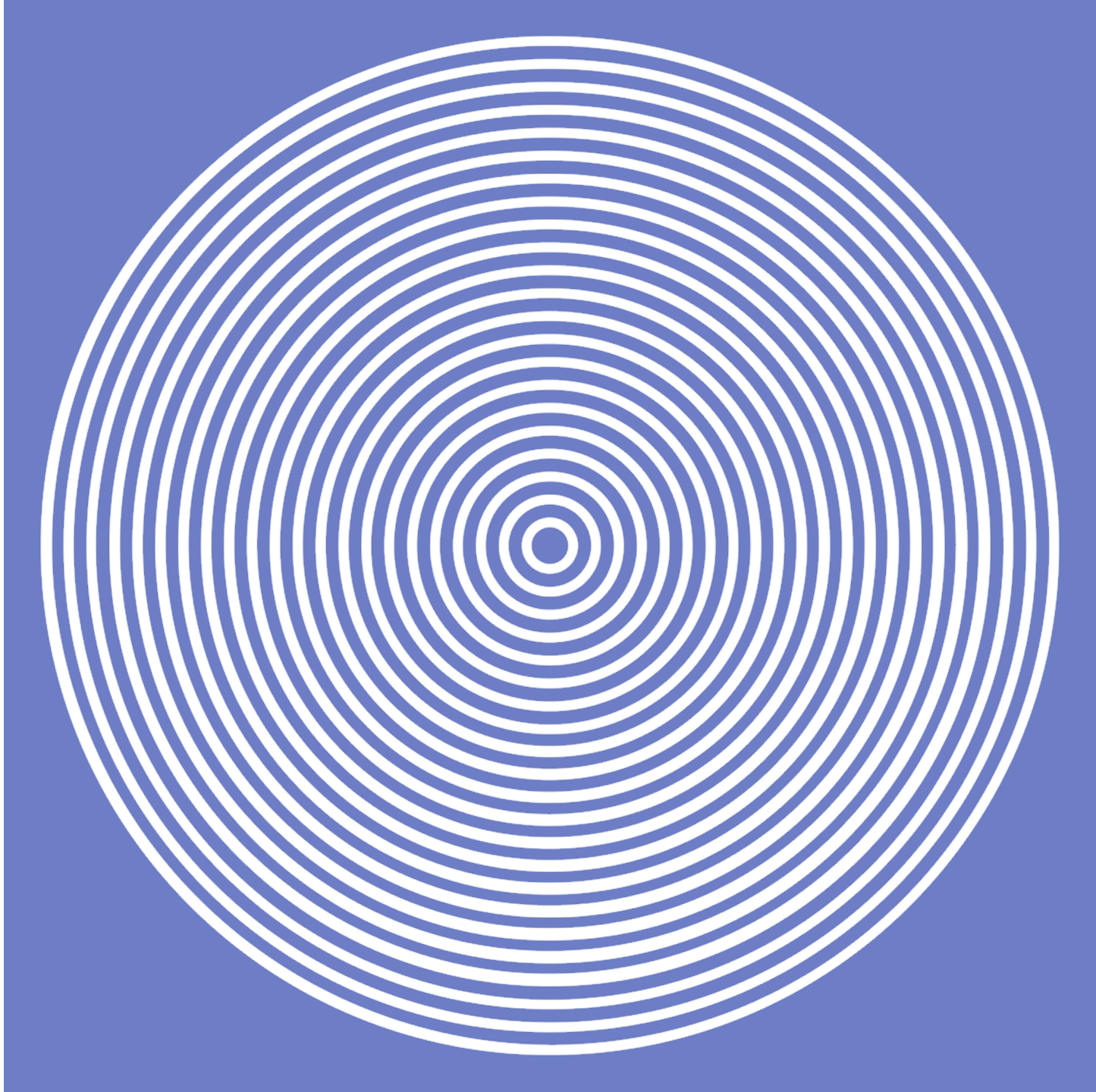
SCAN



The trend research cycle



SPOT



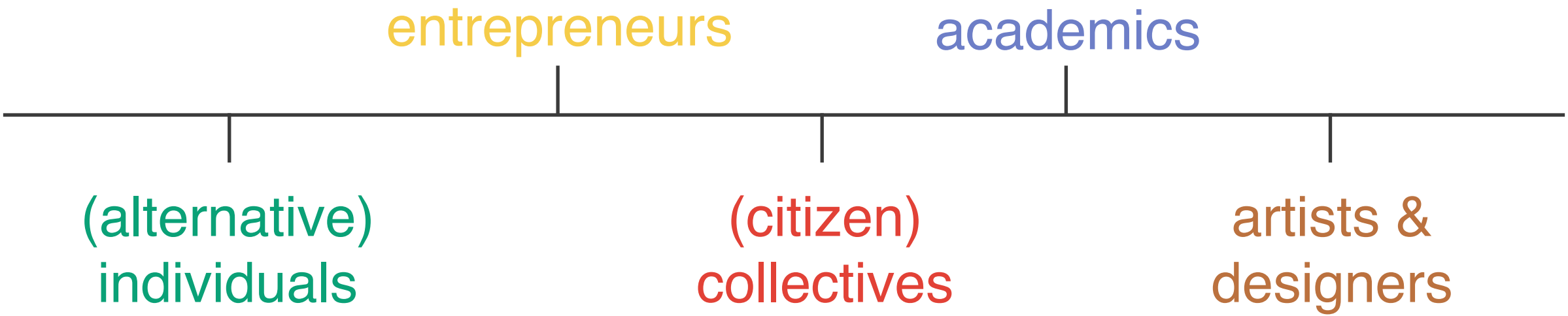
OUTSIDE INSIDE

the art of looking sideways

POP
YOUR
BUBBLE!

CROSS SECTORAL

FIND THE CHANGE MAKERS



LOOK • ASK • READ • CLICK • GO • LISTEN • WATCH • SMELL • VISIT • FEEL

FIELD RESEARCH
DESK RESEARCH

LOOK • ASK • READ • CLICK • GO • LISTEN • WATCH • SMELL • VISIT • FEEL

The New York Times
Did anyone notice a war has ended?
A president pursues a shifting electorate
Revered, resilient and at risk
The BBC is betting we're ready to laugh at Covid

WIRED
JOHN McAFEE'S LAST STAND
The ROBOTS TAKE OVER!
JIMMY FALLON WELCOMES OUR NEW OVERLORDS
They're coming for your job. And you'll be glad they did.
BY KEVIN KELLY

funded with
KICK STARTER

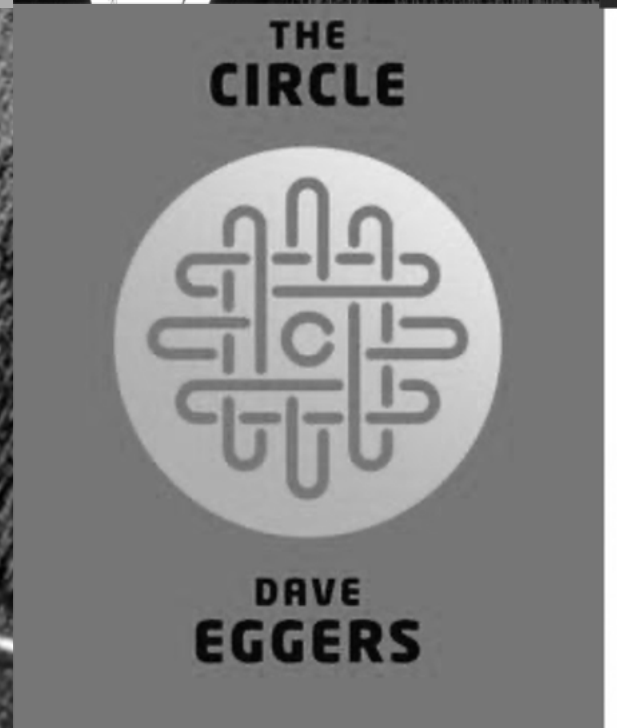
SERIAL
Episode 12: What Kno

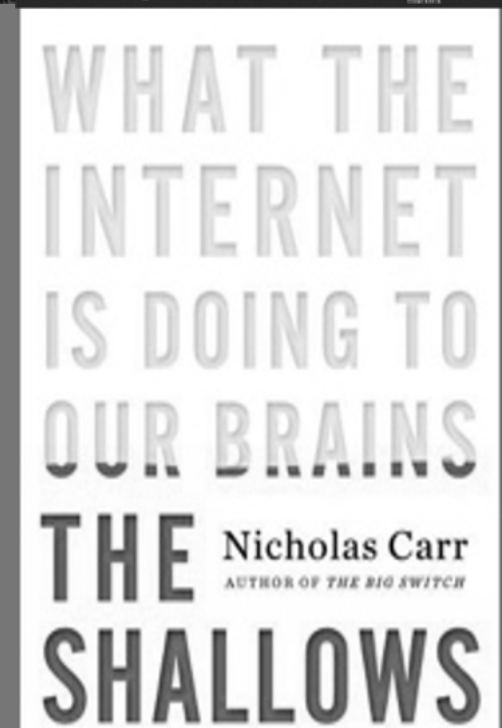
A FILM BY LIZ MARSHALL
MEAT THE FUTURE
"ENGROSSING" "PERSUASIVE"
VARIETY

FRAME 108
JAN / FEB 2016
THE GREAT INDOORS
Patricia Urquiola
What I've learned
Monochrome Marvels
Interiors are going grey

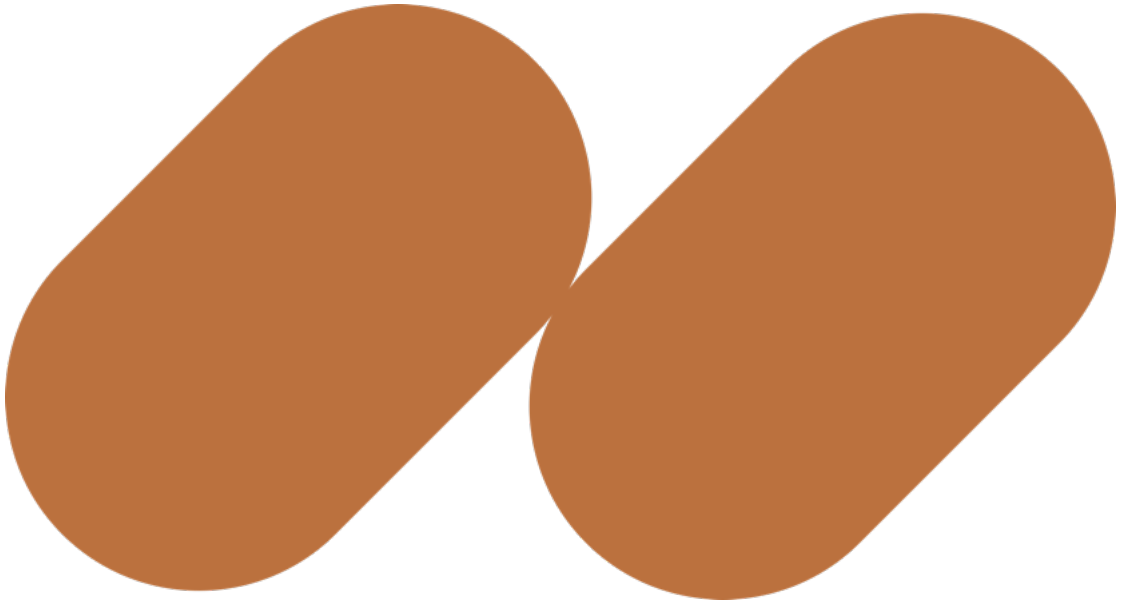
19th CPC National Congress
CHINA DAILY weekend
New Thought charts path to future
ELECTION METHODS ARE APPROVED FOR 19TH CPC NATIONAL CONGRESS
Analysts agree that vision puts China on right track
Russia's Putin hails 'open' CPC congress
Nation boosts soft power

INSIDE THE DARK WEB


THE CIRCLE
DAVE EGGERS


WHAT THE INTERNET IS DOING TO OUR BRAINS
THE SHALLOWS
Nicholas Carr
AUTHOR OF THE BIG SWITCH

DESK RESEARCH



- Books
- Daily news
- Magazines
- Scientific journals
- TV
- Movies & series
- Documentaries
- TED Talks
- Blogs & vlogs
- Crowdfunding platforms
- Figures & stats
- Trend platforms
- Social media
- Podcasts

FUCK SHIT UP FOR
THE ALTERNATIVE
MARCH 26

at THE VOLKS
madeira drive, brighton
ONLY £5 all night!
£3.50 for students
+ drink promotions
all night long!
10pm - 3a
I know what's hot"
visual
change the way you look at retail: www.retail exchange.co.uk

MAAK 'T SIMPEL

FIELD RESEARCH

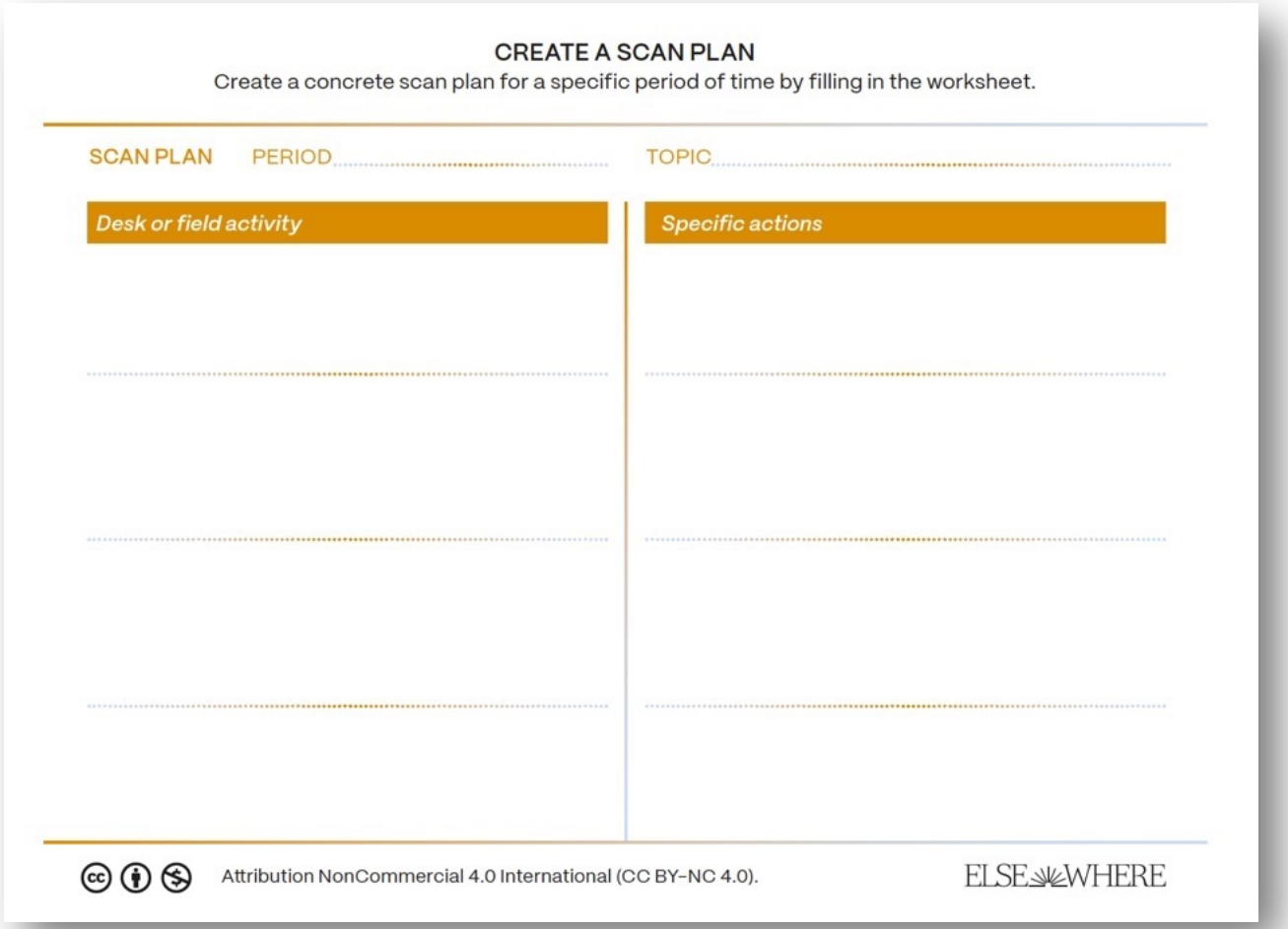
- Conversations with innovators
- Upcoming areas/locations
- Hit the streets
- Collect flyers

- Exhibitions
- Meetups and debates
- Events and festivals
- Trade shows

SCAN PLAN

/ Focused or open?
/ Sources and activities
/ Quantity over quality

~ Combined scanning
Activate others to scan too!



CREATE A SCAN PLAN

Create a concrete scan plan for a specific period of time by filling in the worksheet.

SCAN PLAN PERIOD TOPIC

Desk or field activity	*Specific actions*

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ELSEWHERE

CRIPTOMONEDA DE COSTA RICA • CR COIN •

SWAPFIETS.NL
Swaptiets

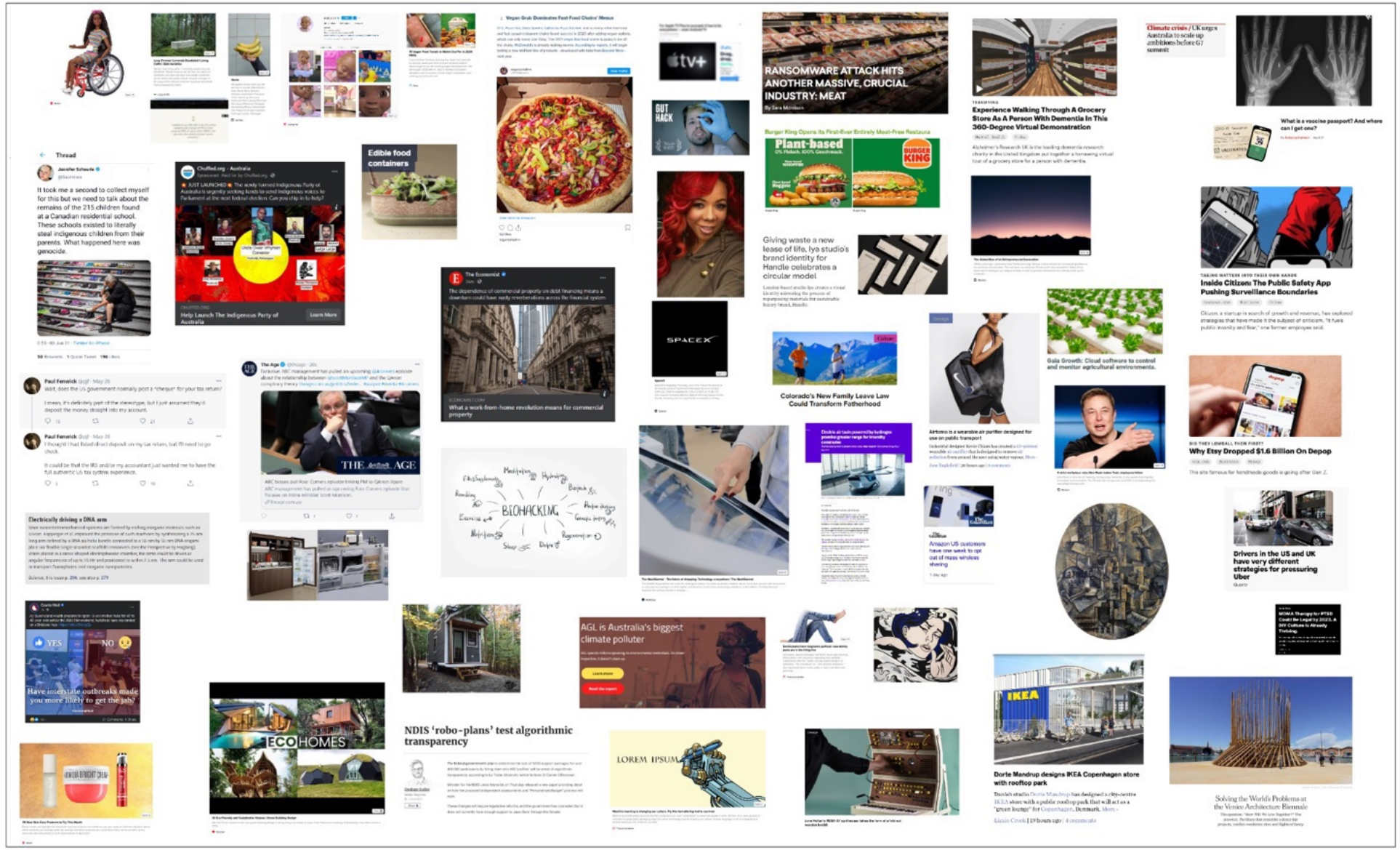
EN ESTE LOCAL SE VENDEN LOS PRODUCT
SE VENDE
LECHE
DE CABRA
MACROBIÓTICA
SAN CAYETANO

S@N JOSÉ
INTELIGENTE
MUNICIPALIDAD
DE SAN JOSÉ
SJ
VIVE!
Festival de la Luz
CON LA LUZ DE TODOS
2019

recycledpark.com

5. SCAN for manifestations of change

Use desk research to find manifestations of change: search the internet, check social media channels, watch short videos, flip through a magazine, news paper or book. You can use some random sources in the list on the right
Drop anything you find interesting in the field below by copy/pasting the url or dragging an image. Quantity over quality!



CASES

Royal Swinkels family brewers

/ Continuous scanning

/ Scan training for selection of employees

/ Open scanning

/ Mix of field & desk

Port of Antwerp Bruges

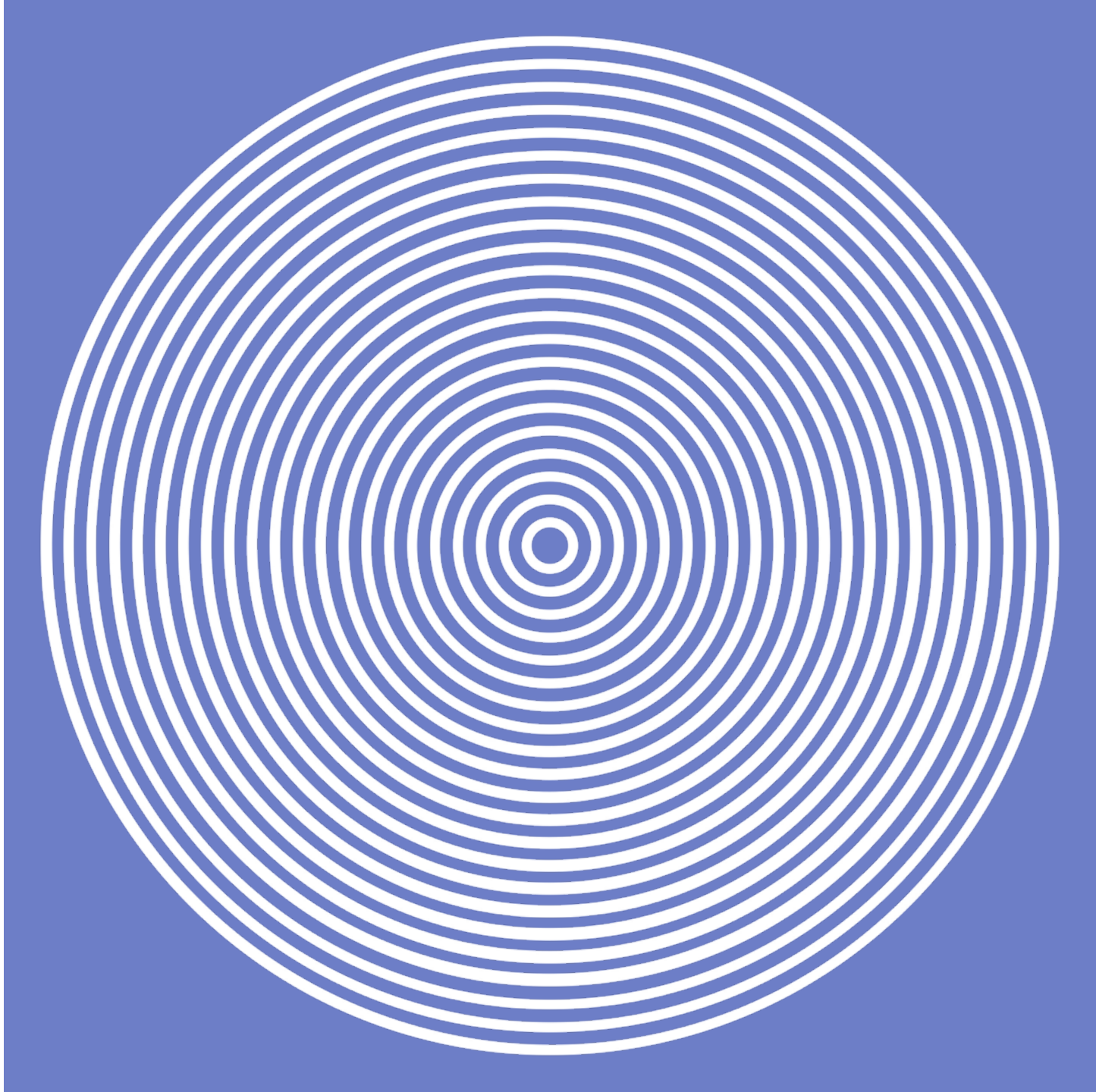
/ Project based scanning

/ Scan training for project teams

/ Semi focused scanning

/ Mix of field & desk

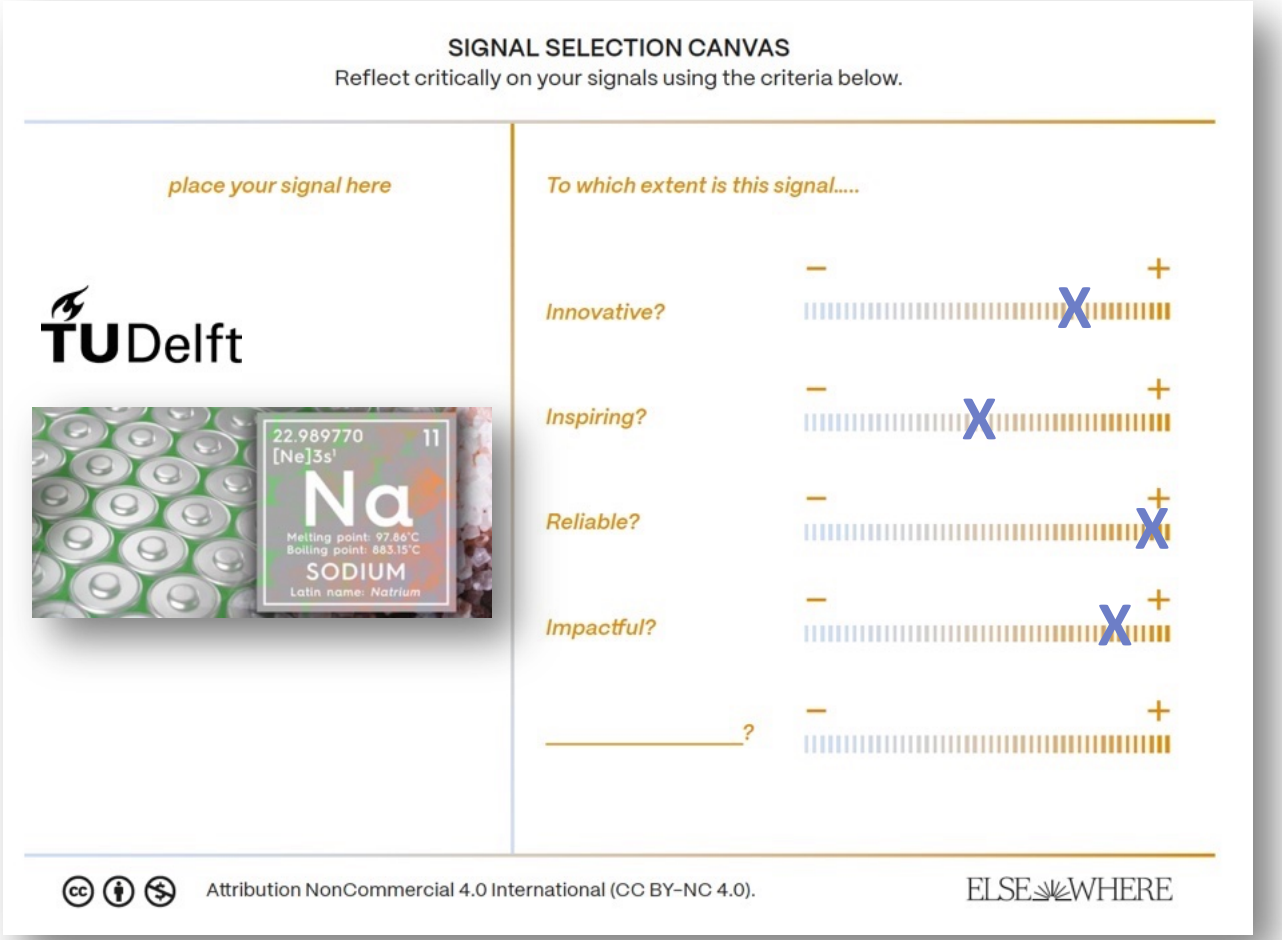
SELECT



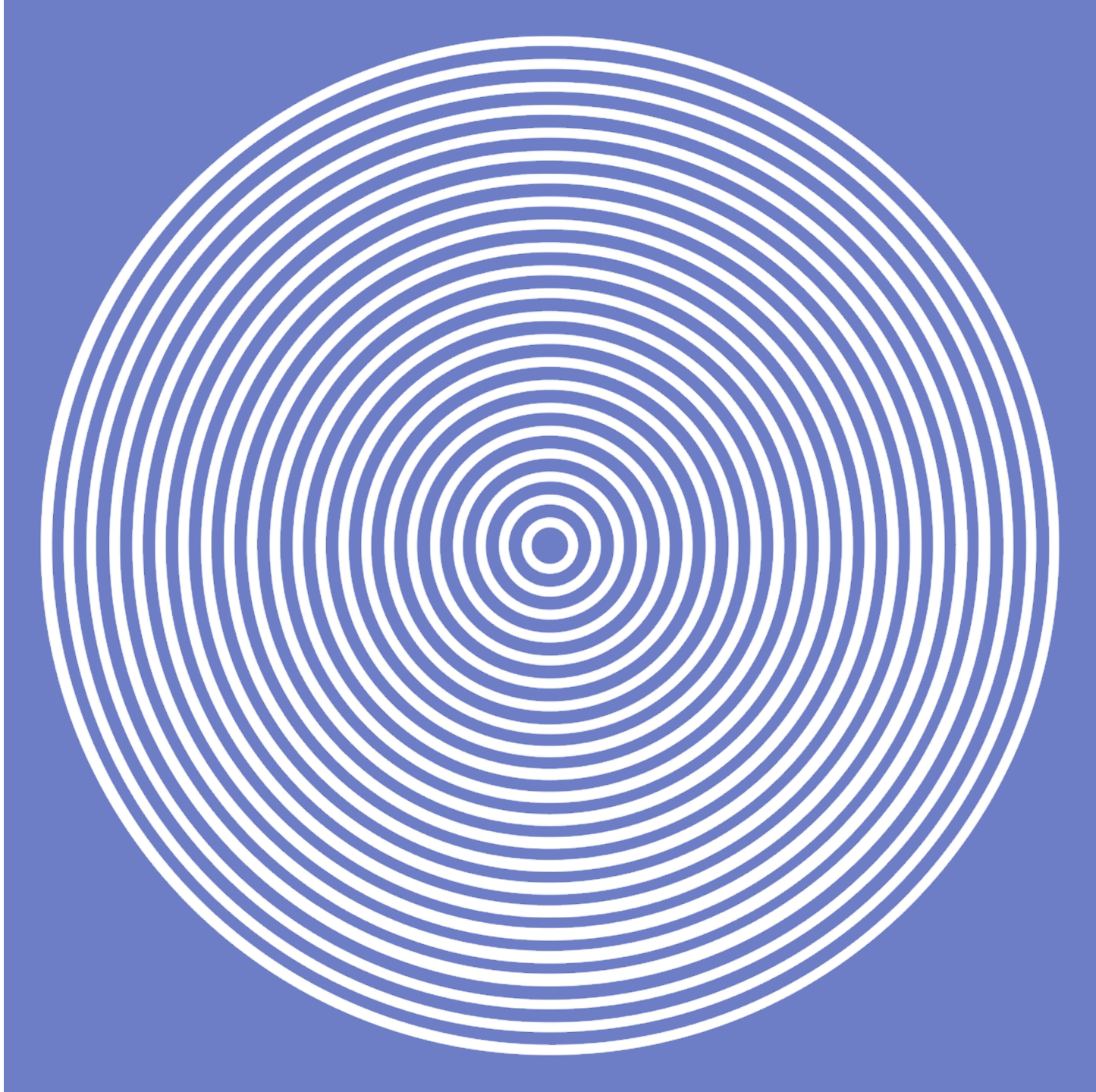
FIRST CURATION

/ Take a look at your pile of information.

/ Make a first rough selection.



DOCU
MENT

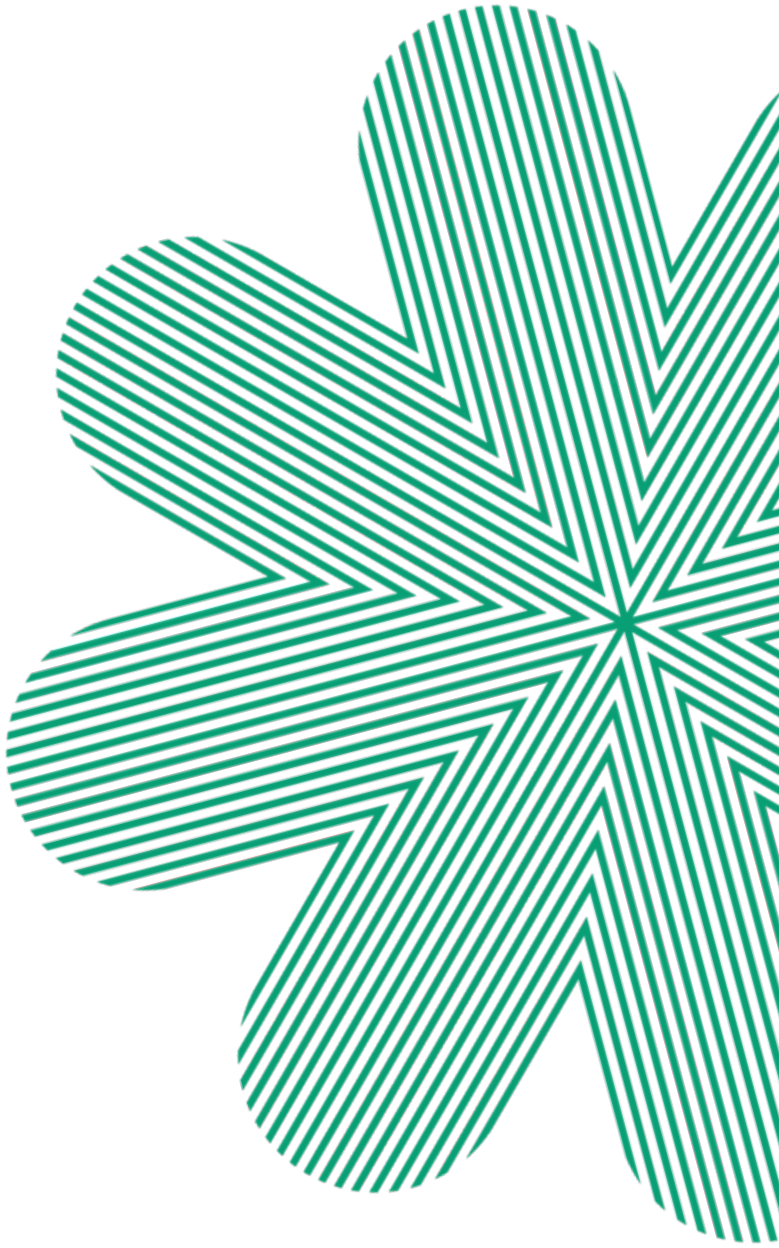


FILE OR FORGET

/ Who has to add & retrieve things?
/ What are people used to already?

~ Keep it simple for everyone!

Evernote Notion feedly are.na

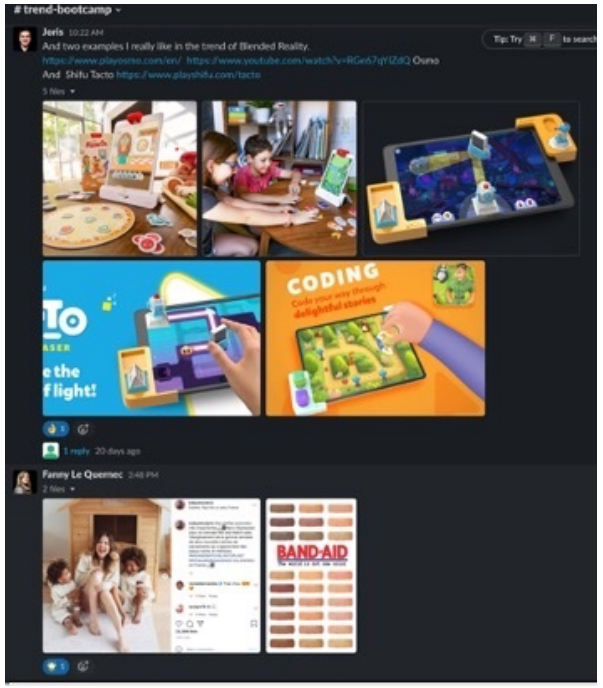


CASES

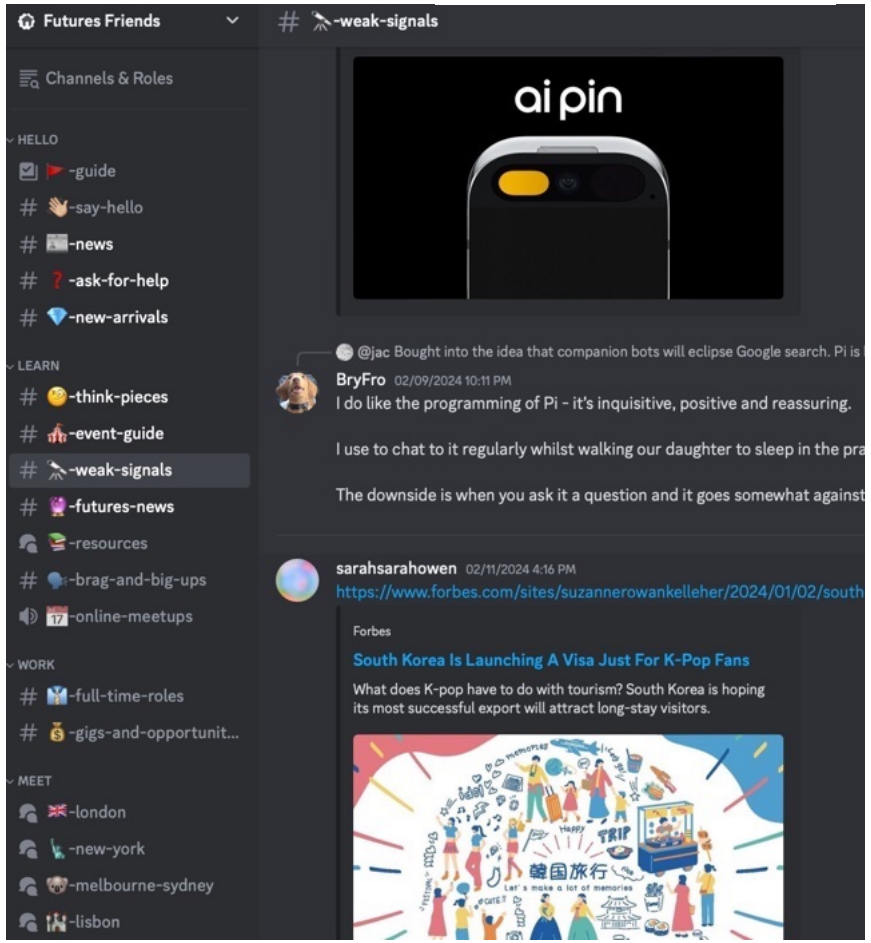
Royal Swinkels family brewers

Number	Manifestation name	Force	Values / needs	Relevance to SFB?	Current fit with our strategy?	Source
109	Europe's Beating Cancer Plan	Political	Health & wellbeing	Yes	Yes	European Commission https://ec.europa.eu/health/sites/default/files/non_communicable_diseases/docs/eu_cancer-plan_en.pdf
110	Think Pink - the growing trend in food and drink colours - appeal to millenials	Social	Taste experience / Visual experience	Yes	Yes	https://www.mintel.com/blog/food-market-news/think-pink-the-growing-colour-trend-in-food-and-drink-innovations?utm_campaign=12614825_Prospecting%20Newsletter%20-%20EMEA%20-%20August%202020|1&utm_medium=email&utm_source=dotm&dm_i=2174,7QNT,56SOQP,UJOMT,1
111	Cat Man Toolkit					http://productivityinsights.co.uk/spanner.html?i_fat_id=6f0c2e8c-92a7-4d0e-836c-d1ddaa760f0c
112	Poppi - Prebiotic Soda. Large celebrity funding round. Targeting millennials with a better for you soda	Social	Health & wellbeing / Better for me	Yes - healthy beverages	?	https://www.beveragedaily.com/Article/2021/08/31/Poppi-closes-13.5m-funding-round-led-by-celebrity-investors-Poppi-is-the-modern-soda-for-the-next-generation
113	Gadget to chill beer in 9 mins	Technology	Convenience / (almost) Instant gratification	?	?	https://www.indiegogo.com/projects/snowchiller-cold-beers-in-10-mins#/
114	AI bar - queuing system tells you who is next to be served, how long the wait is by what they're predicted to order, if they need asking for ID	Technology	Convenience / Brand Experience	?	?	https://siliconcanals.com/news/utrecht-based-minibrew-raises-e2-6m-funding-dutch-startup-develops-first-robot-to-make-beer-at-home/
115	Health trend for fermented products and drinks	Social	Health & wellbeing /Better for me	Yes	Yes	https://www.bnd-rob.nl/waarom-gefermenteerd-eten-opgeeld-is-voor-je-lichaam/
116	Conversion of retail space into co-working areas	Social	Convience / Repurposing the High Street	?	?	https://www.modernretail.co/startups/how-co-working-is-taking-over-retail-and-hospitality-spaces/
117	Soft Drinks entering alcohol market - Hard Mountain Dew, collab between Pepsi and Boston Beer	Social	Taste experience	?	?	https://www.modernretail.co/retailers/why-mountain-dew-is-entering-the-alcohol-space/
118	New Belgium Beer create 'Torched Earth' to raise awareness of climate change	Environmental	Environment	Yes	Yes	https://www.modernretail.co/retailers/how-new-belgium-is-integrating-sustainability-into-marketing-campaigns-and-product-development/
119	In home machine to make healthy soft drinks at home	Technology	Health & wellbeing / Better for me	Yes	Yes	https://www.worldfoodinnovations.com/innovation/appliances-creation-healthier-soft-drinks
120	Conflict between neo-prohibitionism vs liberalisation of alcohol laws	Political		Yes	Yes	euromonitor.com/article/legislation-a-brighter-outlook-or-clouds-on-the-horizon-for-alcoholic-drinks
121	Caffeine paradox - growth in mindfulness and relaxation products AND growth in caffeine heavy products	Social	Functional products	Yes	Yes	https://www.euromonitor.com/video/the-caffeine-paradox
122	Flavour tracking - preferences in key Americas markets	Social	Taste experience	Yes	Yes	https://www.euromonitor.com/article/tracking-flavour-preferences-in-soft-drinks-in-the-americas
						https://www.hospitalitynet.org/panel/125000130.html

UNGA slack

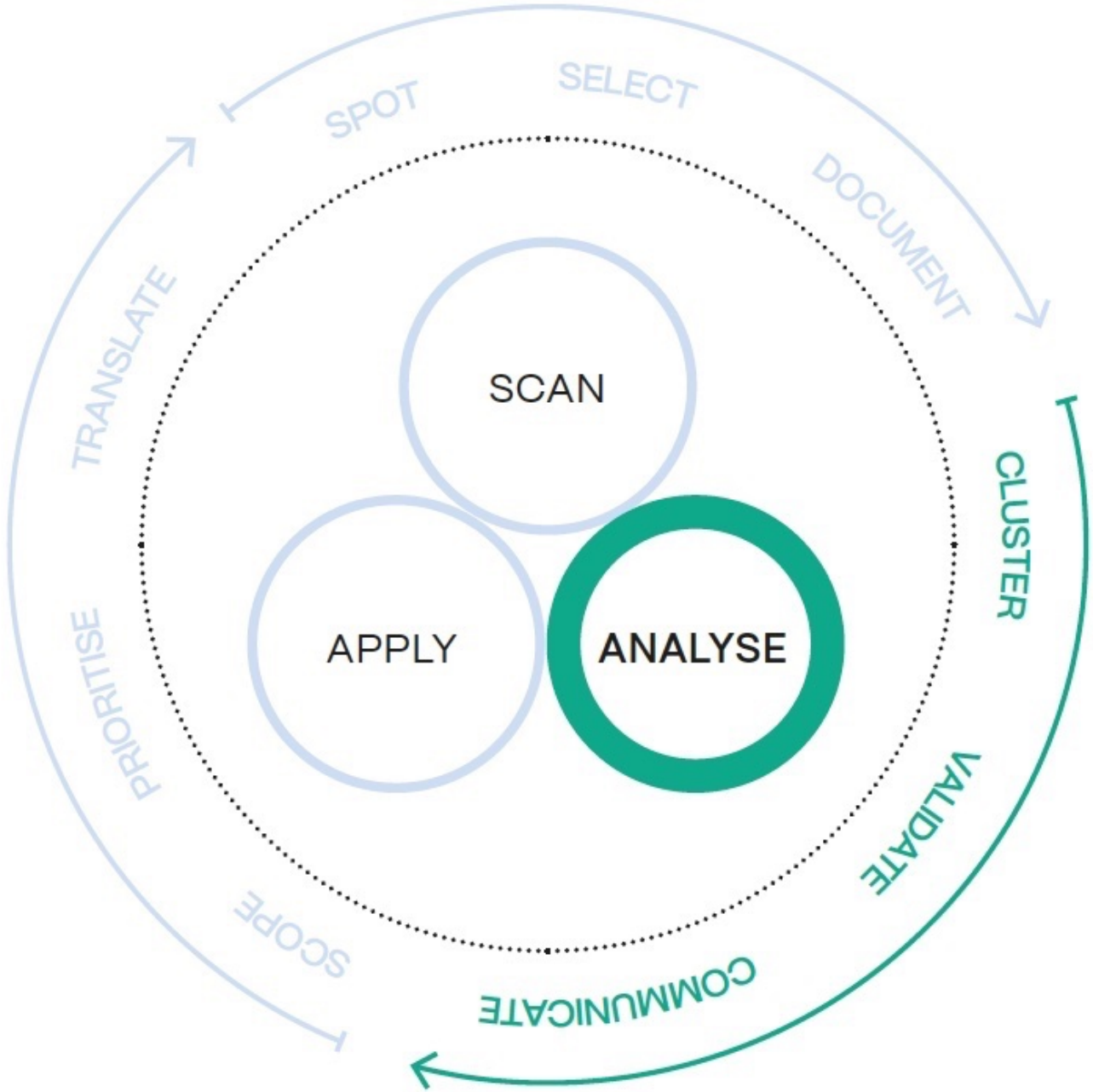


FUTURES FRIENDS Discord

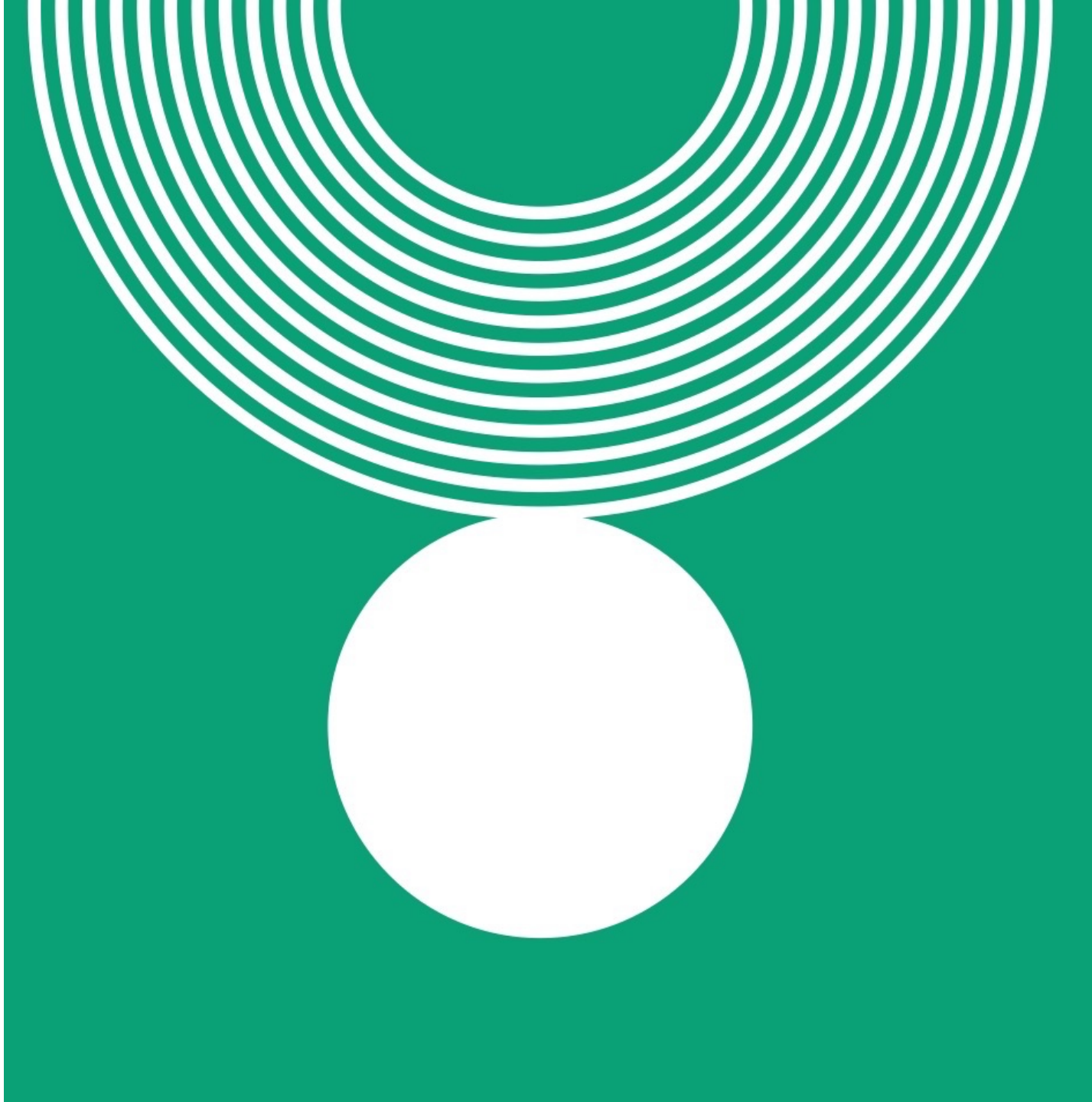


ANALYSE

The trend research cycle



CLUSTER



Hivos
people unlimited

CASES

Royal Swinkels family brewers

UNGA

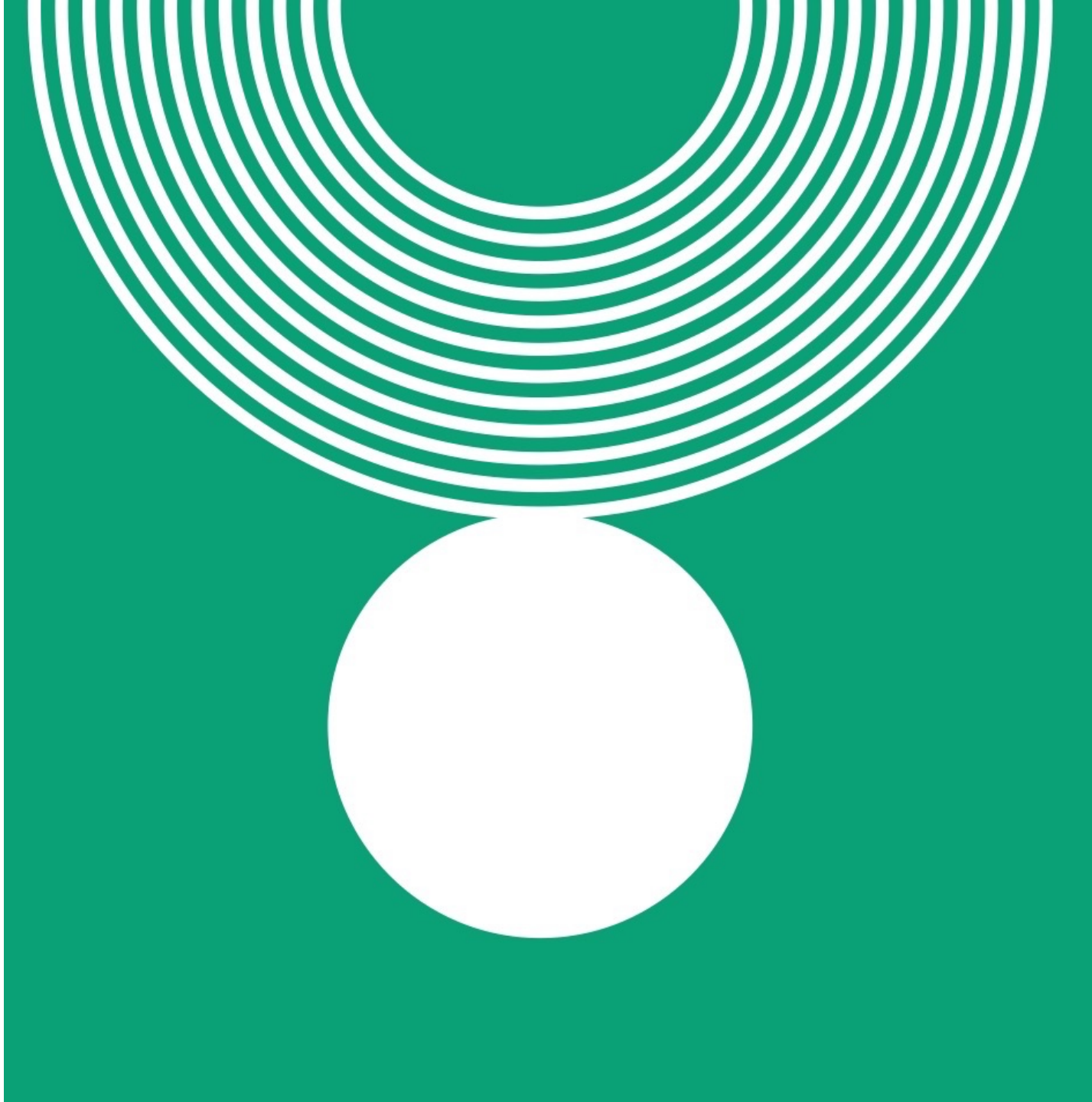
ADD VALUES

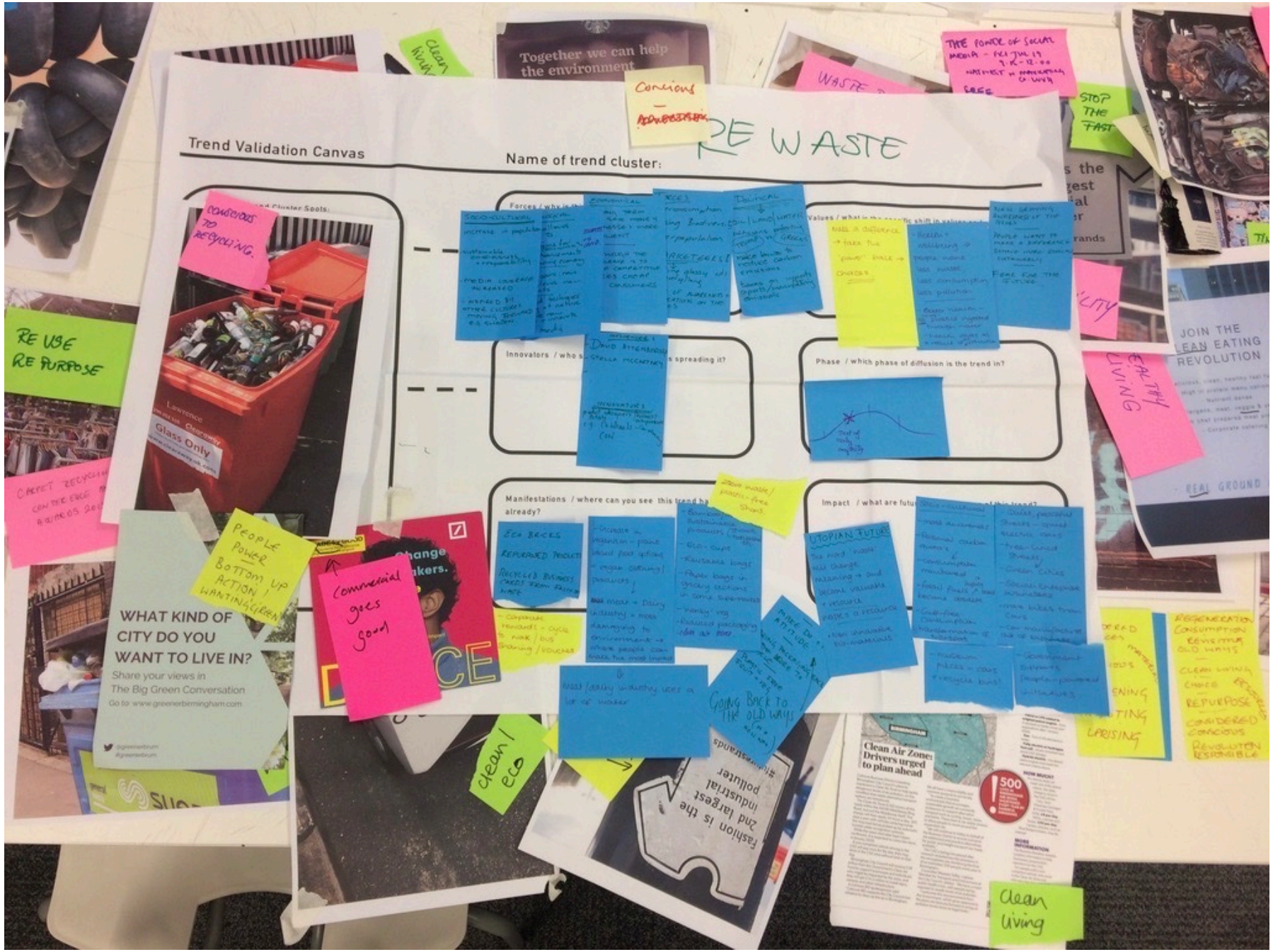
FIND PATTERNS

CASE

Gemeente Almere

VALIDATE




Trend Validation Canvas
Name of trend cluster:
RE WASTE
Conscious
Together we can help the environment
STOP THE FAST
CONSCIOUS TO RECYCLING.
RE USE RE PURPOSE
Glass Only
Innovators
Phase / which phase of diffusion is the trend in?
Manifestations / where can you see this trend ba already?
Impact / what are futu
JOIN THE LEAN EATING REVOLUTION
REAL GROUND
PEOPLE POWER BOTTOM UP ACTION! WANTING GREEN
Commercial goes good
WHAT KIND OF CITY DO YOU WANT TO LIVE IN?
Share your views in The Big Green Conversation
Go to www.greenerbirmingham.com
GOING BACK TO THE OLD WAYS
clean / eco
Fashion is the 2nd largest industrial polluter
Clean Air Zones Drivers urged to plan ahead
Clean living

CAN VAS

TREND VALIDATION CANVAS

Fill in the Trend Validation Canvas to help you validate your trend clusters.

Forces: why is this trend happening right now?	*Place key signals and visuals of your trend cluster here.*	*Values:* what is the specific shift in values and needs?
Manifestations: where is this trend happening already?		*Innovators:* who started this trend and who is spreading it?
Phase: which phase of adoption is the trend in?		*Impact:* how can this trend impact our future daily lives?

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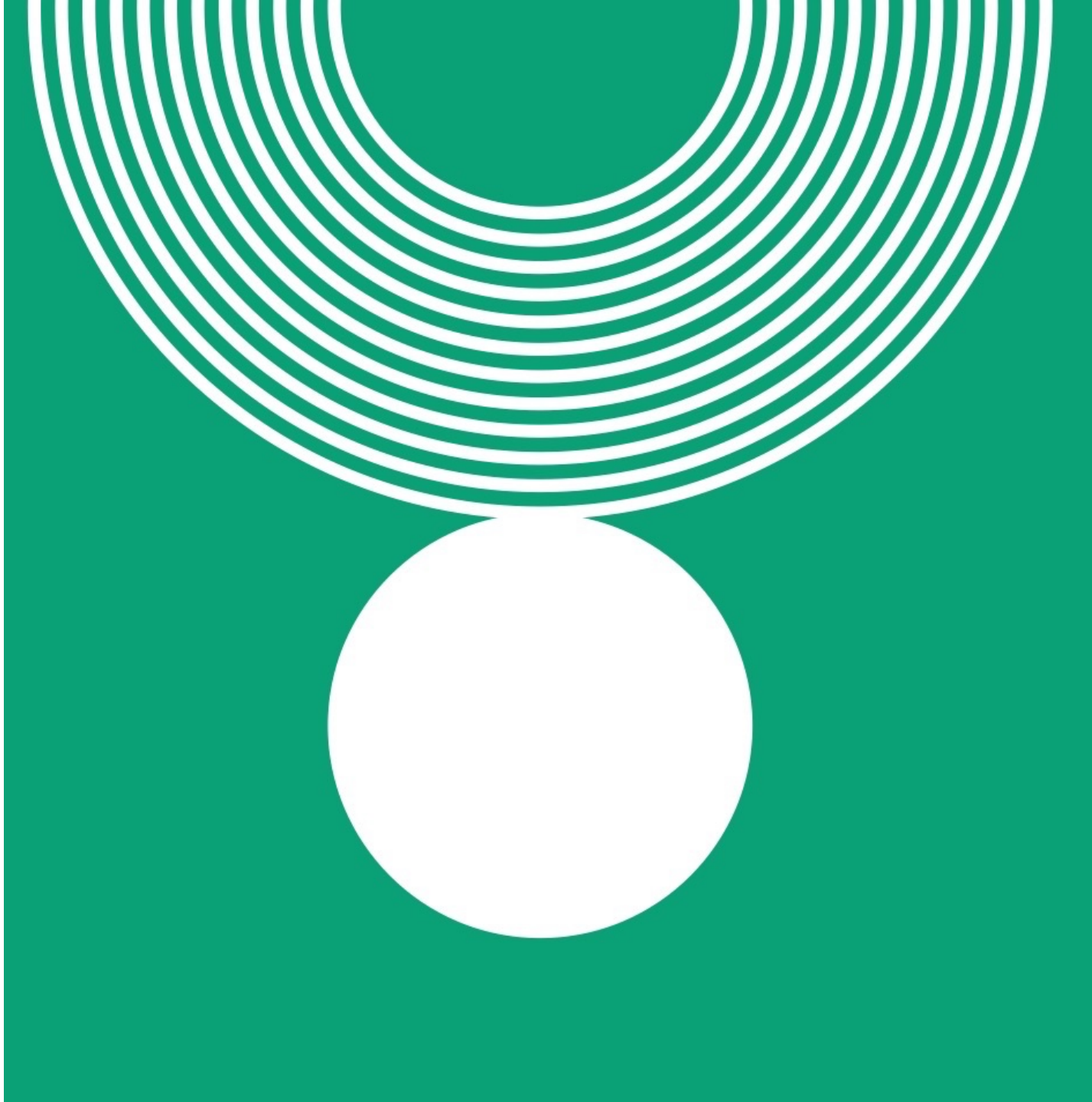
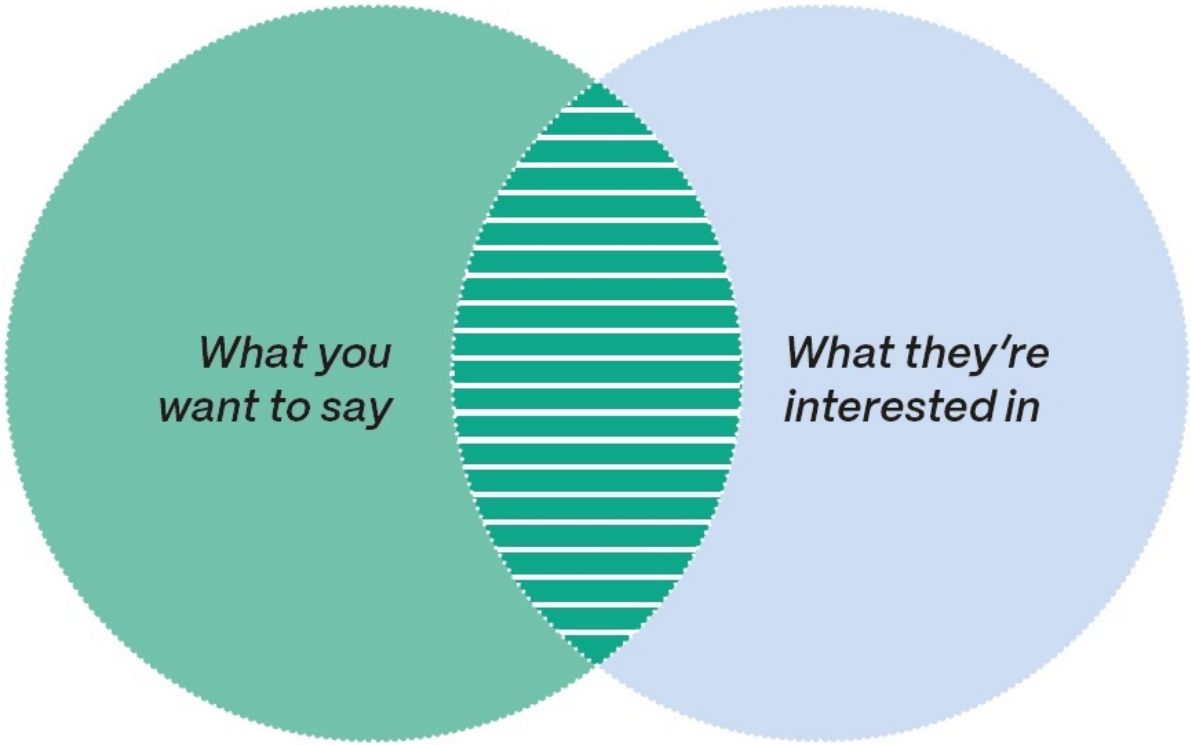
ELSEWHERE

COMMU
NICATE



SWEET SPOT

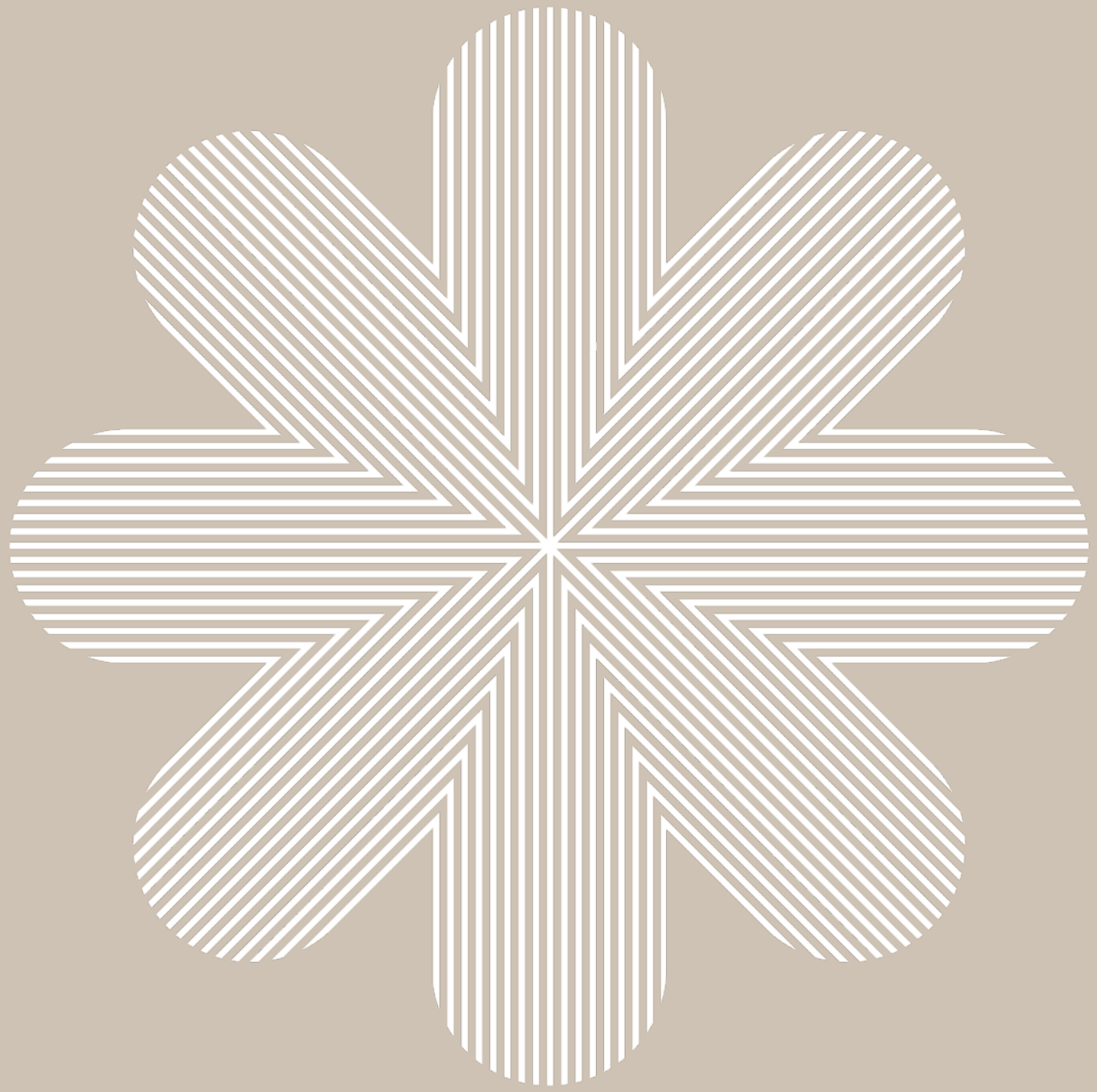


The sweet spot of trend communication

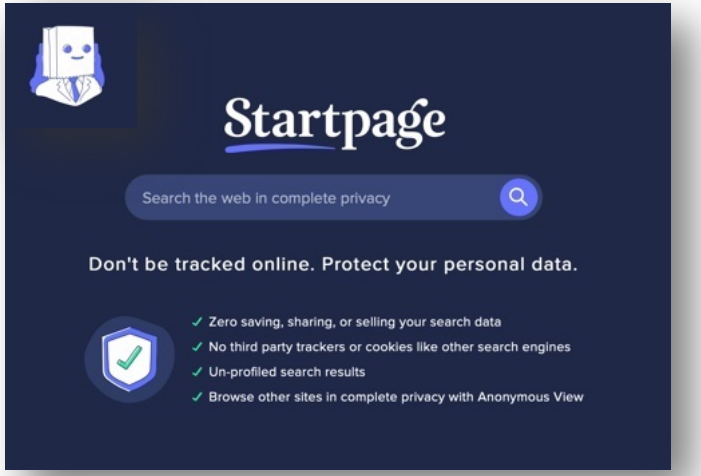
LA
BEL

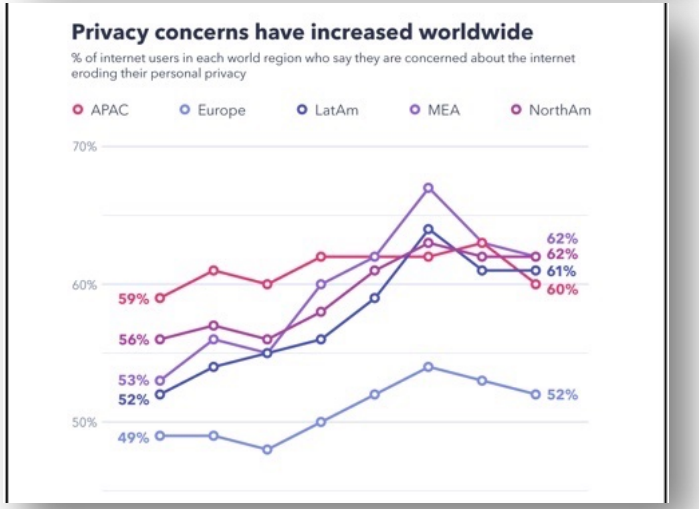
/ Trend titles are crucial
/ Find iconic imagery

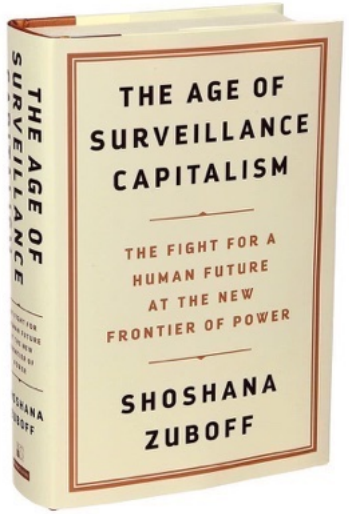
ANALYSIS EXAMPLE



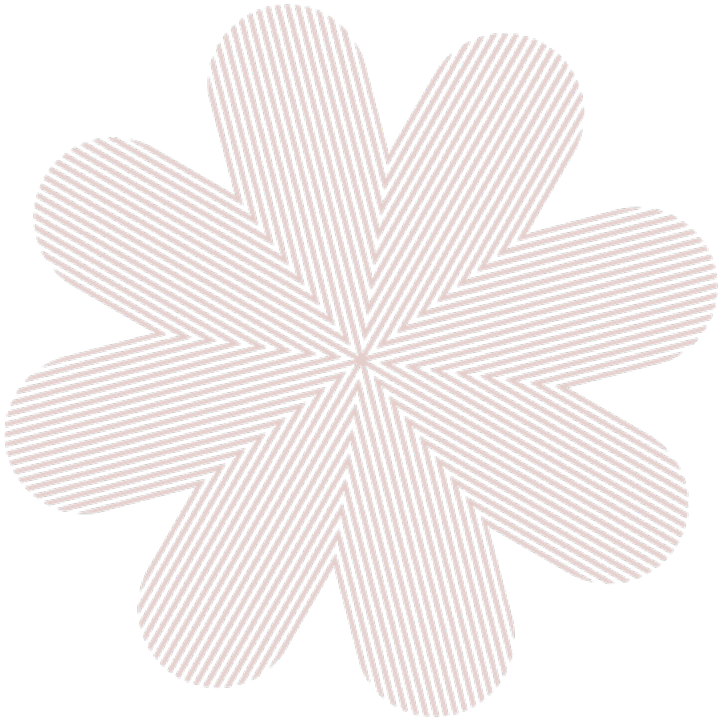
MANIFESTATIONS







VALUES



I VALUE:

PRIVACY
ANONIMITY
CONTROL

UNDER THE RADAR

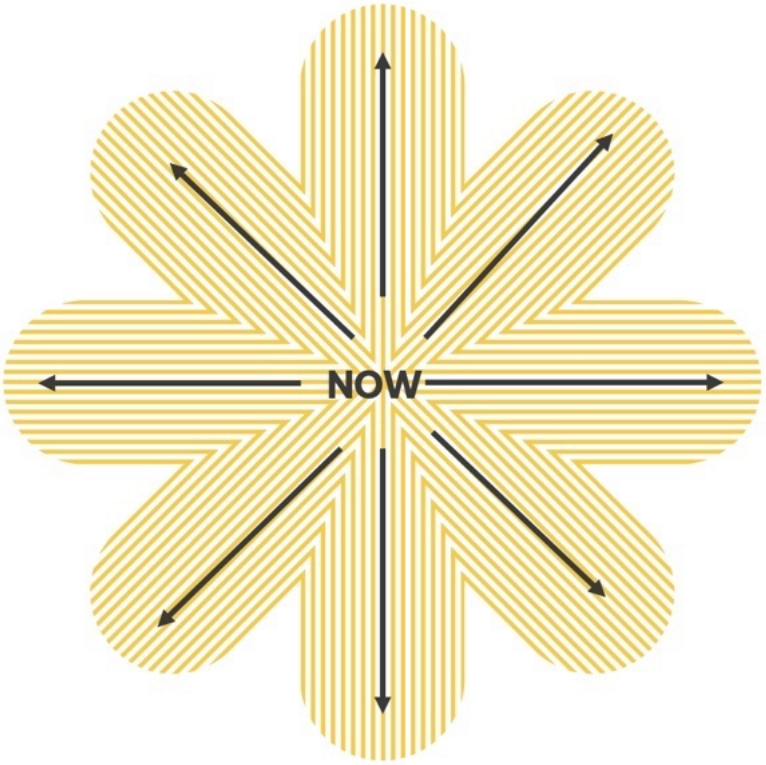
your 15 minutes of anonimity

DELIVE RABLES

/ Trend report
/ Trend presentation
/ Trend video
/ Trend consultation
/ Trend tour
/ Trend workshop
/ Trend space / exhibition
Etc....

TREND OVERVIEW

/ Instant overview – easy to share
/ Most relevant trends for your organisation
/ Text & visuals that fit your organisation
/ Organic: keep adding & deleting
/ Starting point for innovation processes



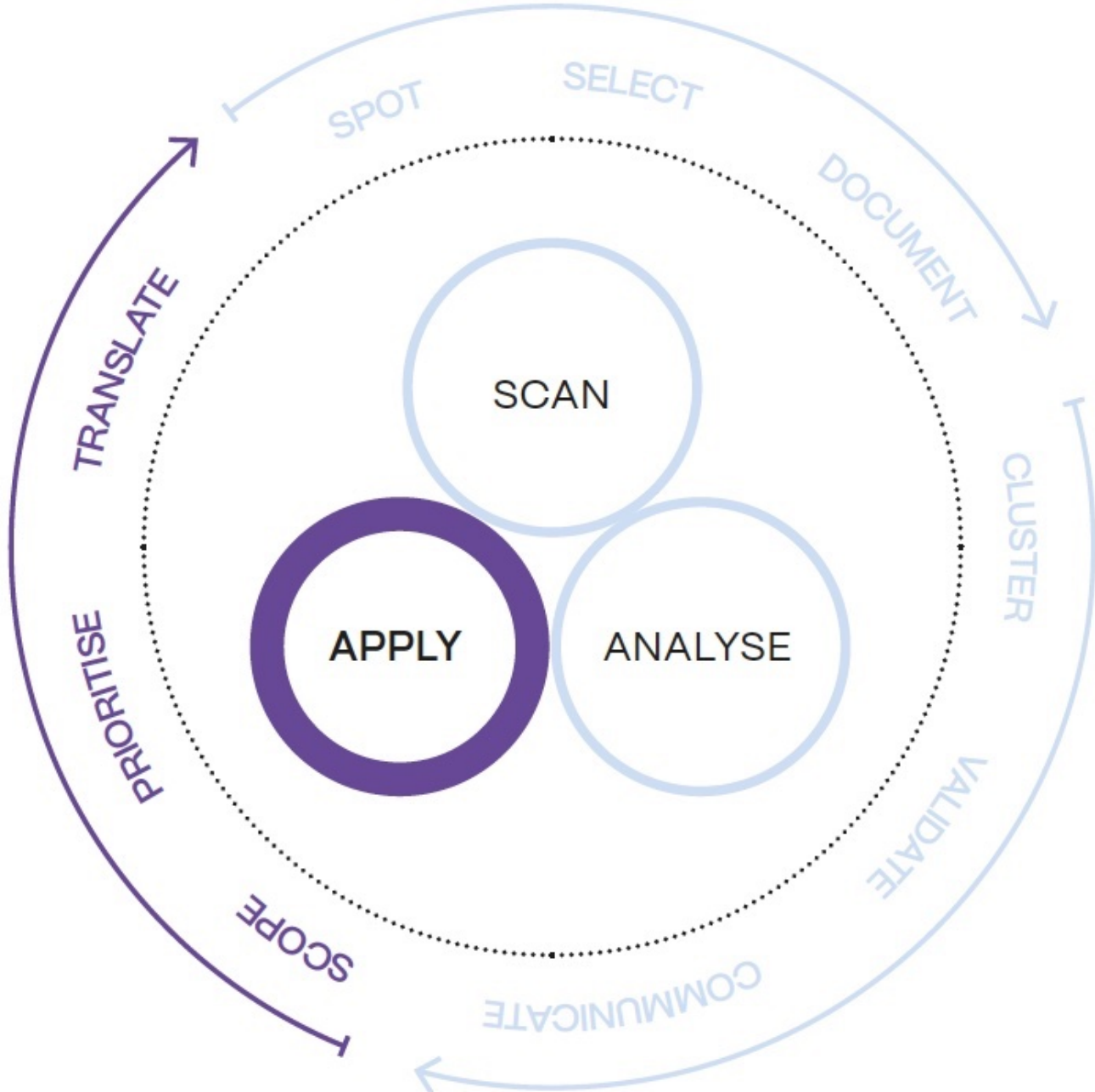
CASE

SURF

UNGA

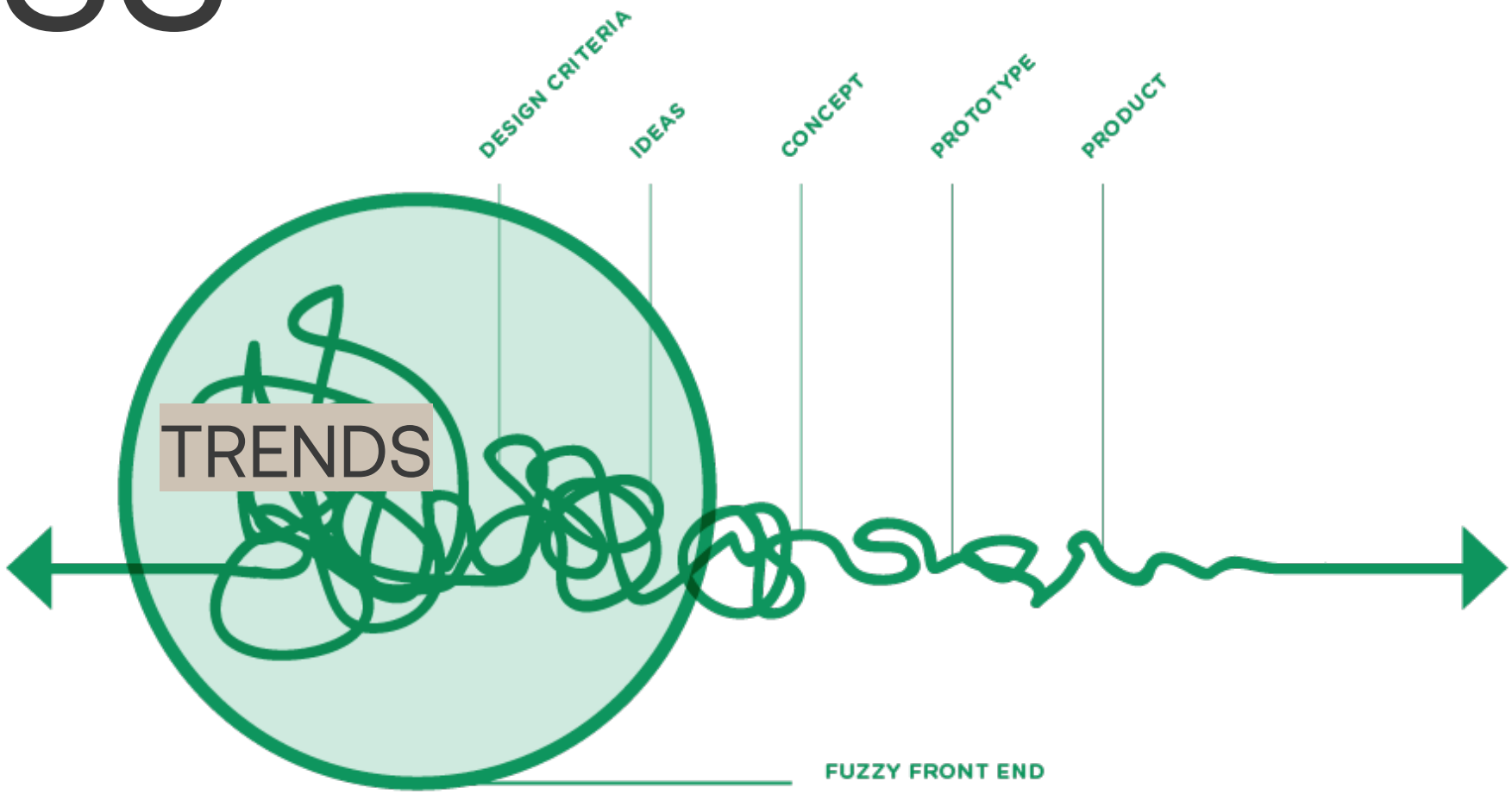
APPLY

The trend research cycle



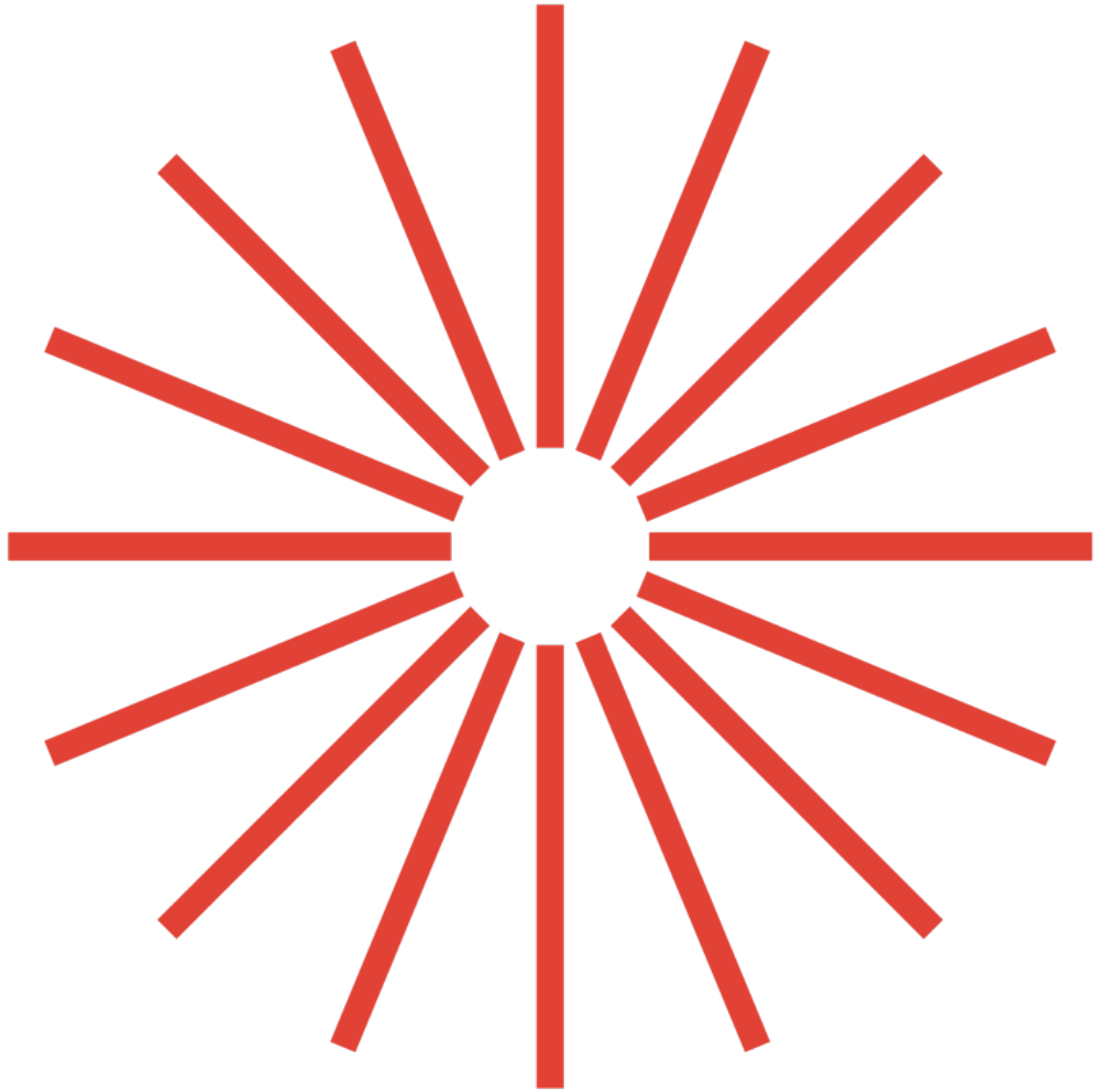
SCOPE

INNOVATION PROCESS

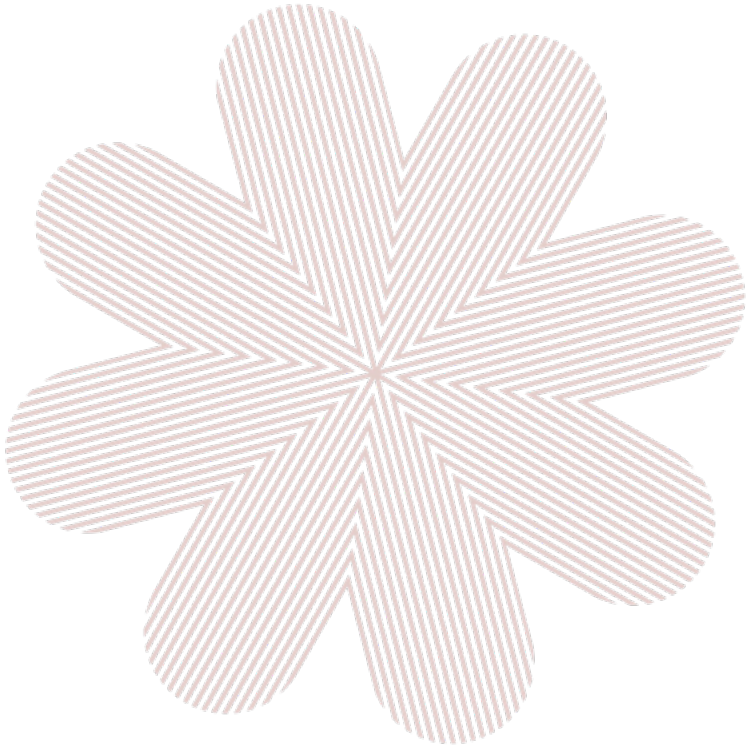


TRENDS
LATIONS

- Policy
- Strategy
- Concepting
- Communication
- Marketing
- Services
- Products
- Design & style



CANVAS



SCOPE CANVAS

Fill in the Scope Canvas to make sense of a trend briefing.

What is the main question?	Who are the stakeholders?	How are trends going to be applied?
What is the trend sensitivity of the organisation?	What is the desired deliverable?	What type of collaboration is preferred?
How will the impact be defined?	What are the budget and timeline?	_____ ?

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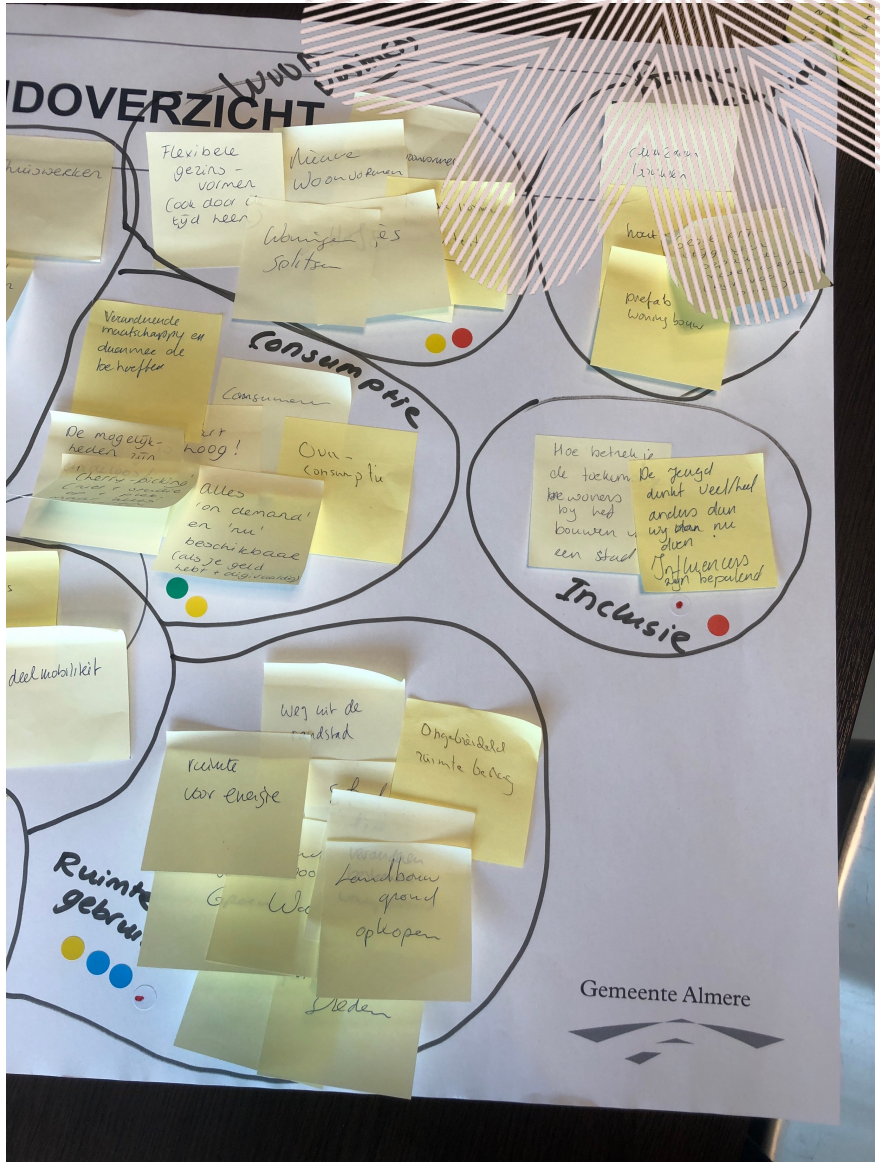
ELSEWHERE

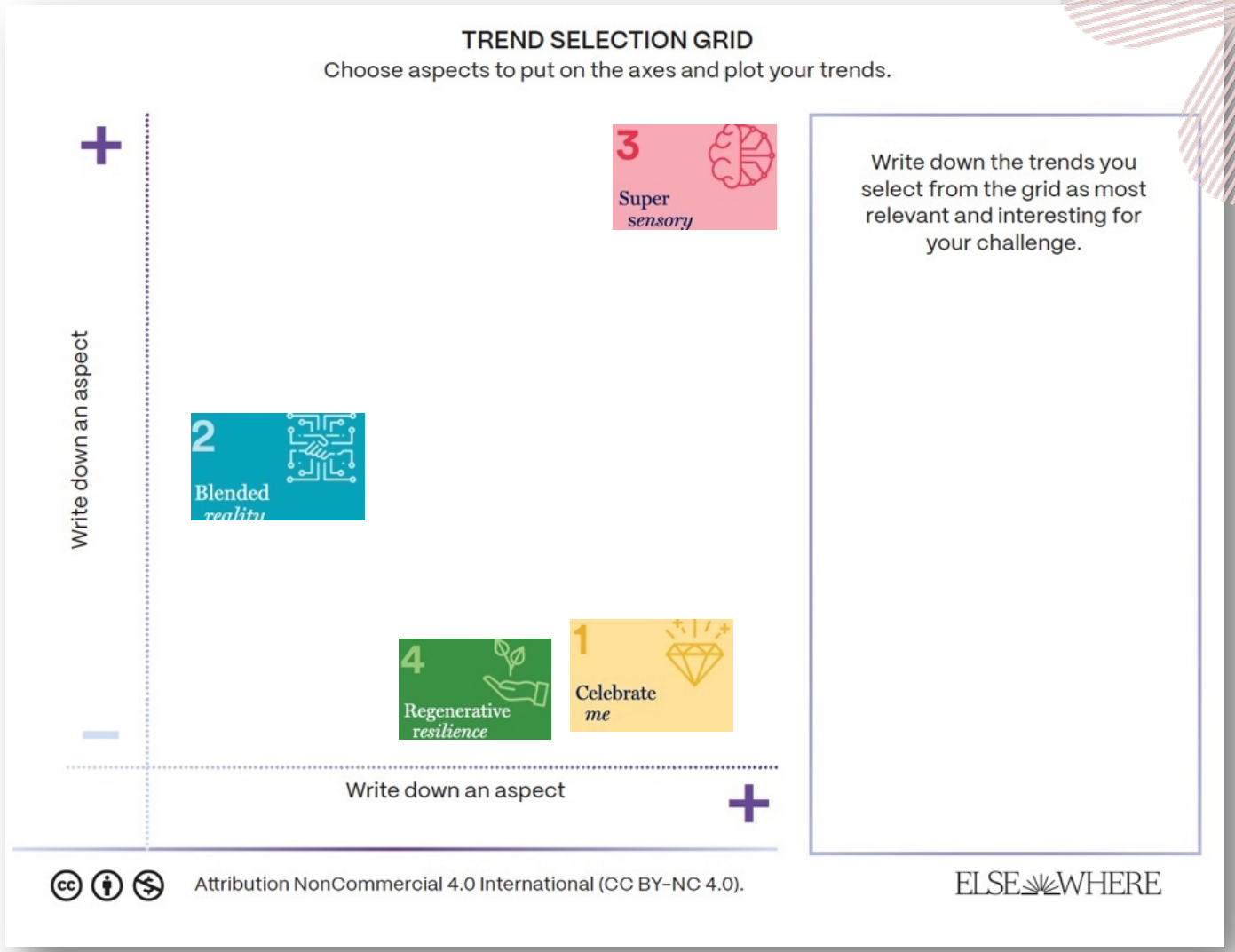
PRIORITISE

CHOOSE

- Not necessary to tap into every trend!
- Select trends related to your innovation challenge
- Discuss impacts of the trends
- Select by stickering, cards, grids etc.



CAN VAS


TREND SELECTION GRID
Choose aspects to put on the axes and plot your trends.
+
Write down an aspect
−
3
Super
sensory
2
Blended
reality
4
Regenerative
resilience
1
Celebrate
me
Write down an aspect
+
Write down the trends you select from the grid as most relevant and interesting for your challenge.
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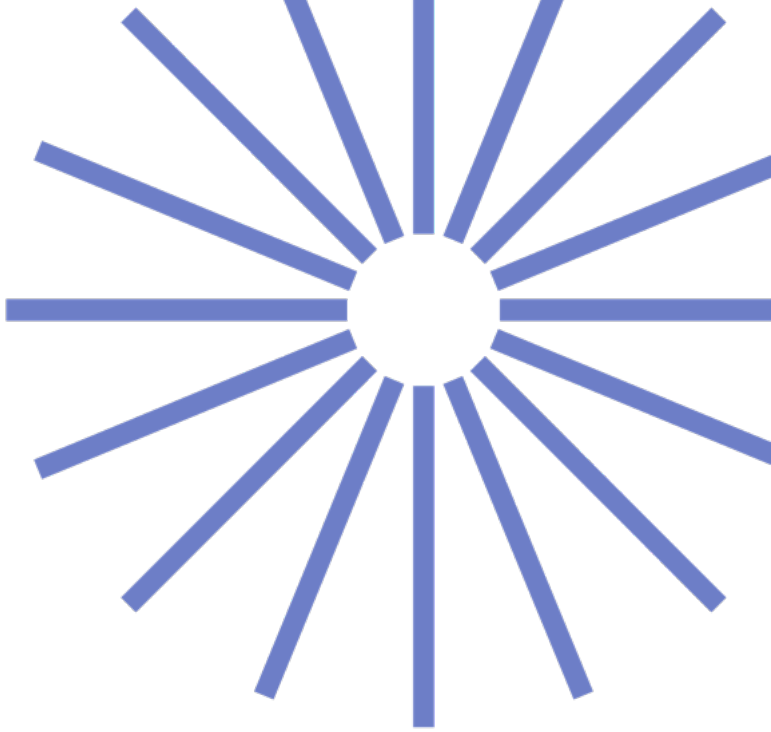
ELSEWHERE

TRANS
LATE

ROUTES



WHAT IF....? TREND SCENARIO

HOW MIGHT WE...? IDEA GENERATION

WHAT IF?

/ Starting point = selected trend
/ Explore it by imagining this trend to be mainstream in the far future
/ Describe and visualise a ‘day in the life’ of your target group in this trend scenario
/ Create ‘provotypes’ / speculative designs to stimulate conversations
/ Discuss how to prepare for this future (what to stop, continue and start doing)

WHAT IF?

Gemeente Almere

WHAT IF?

Futures Bazaar

Turning your research into market stalls selling ‘provotypes’.

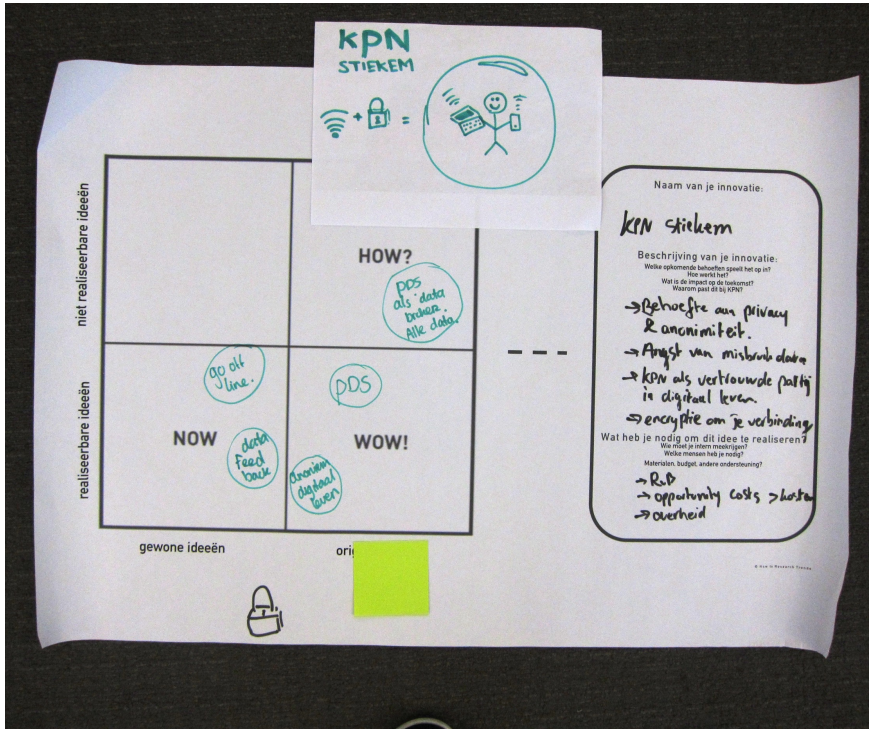
HOW MIGHT WE?

/ Starting point = selected trend
/ Generate ideas based on the trend by using creative techniques
/ Select the best idea(s)
/ Create prototypes and test
/ Implement & make it happen!

HOW MIGHT WE?

kpn
KPN x TREND
Anoniem digitaal leven
TOR Browser
WAT SOIT?

WA
PRIVACY
verplichting
offline
PDS
data is bezit van consument
uchter-dochtig
data gebruik niet transparant
eigen keuze
HOE KU
MOGELIJKHEDEN, (DEEL)FUNCTIES, DENK VOORBIJ HET OBJEC


KPN
STIEKEM
niet realiseerbare ideeën
realiseerbare ideeën
HOW?
NOW
WOW!
gewone ideeën
Naam van je innovatie:
KPN stiekem
Beschrijving van je innovatie:
→ Behoefte aan privacy & anonimiteit.
→ Angst van misbruik data
→ KPN als vertrouwde partij in digitaal leven.
→ encryptie om je verbinding
Wat heb je nodig om dit idee te realiseren?
→ R&D
→ opportunity costs > kosten
→ overheid

PROTO TYPING

CASES

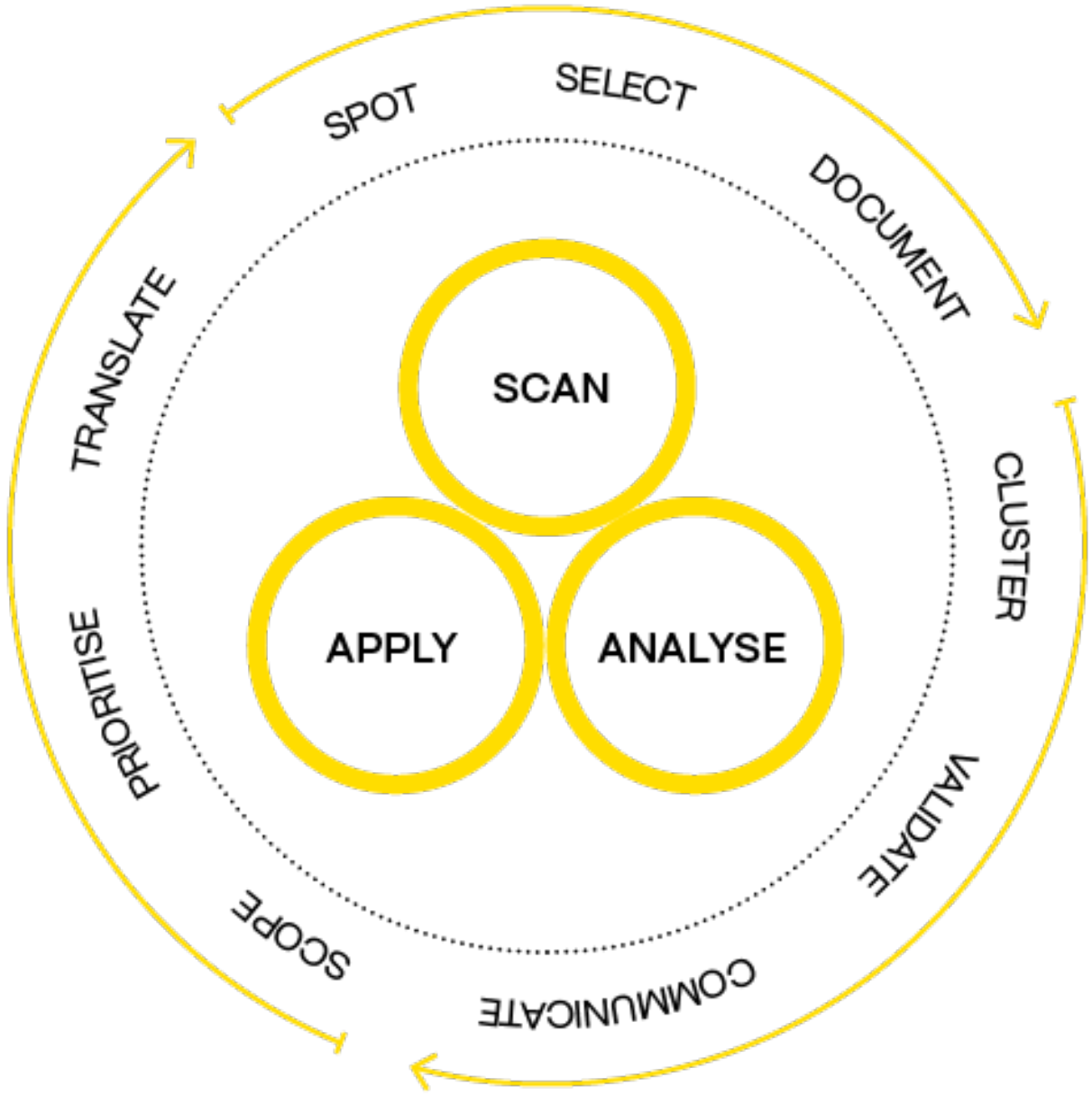
Royal Swinkels family brewers

- Trends as fuel for creating new beverage brands
- Trends as starting point for NPD (new product development)
- Trends for internal reflection & strategy

UNGA

- Trends as input for pitches
- Trends as a input for design sprints & concept development
- Trends to show thought leadership

TREND RESEARCH CYCLE



FORWARD

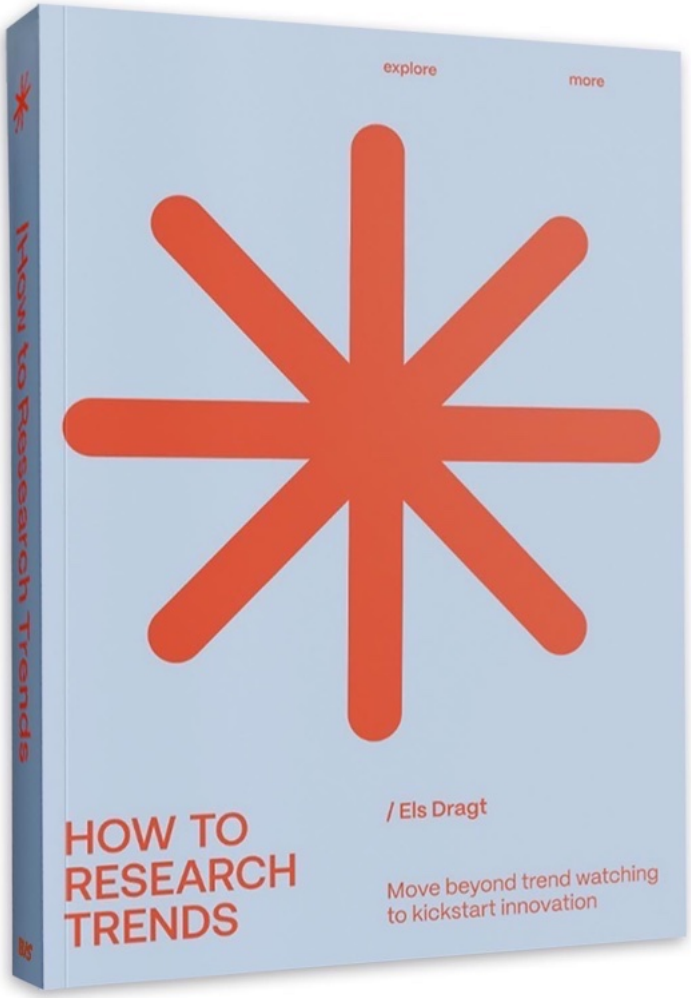
IN ORGA NISATIONS

Get buy-in (time, budget, people). It helps to call it a trend pilot or trend lab.

/ Kick off:	manage stakeholders
/ Educate:	train yourself (& others)
/ Foundation:	define your framework
/ Run with it:	experiment with going through the research cycle
/ Disseminate:	share what you are doing
/ Celebrate:	to keep yourself and others motivated

SERVICES

- Help you set up a trend practice within your team / org
- In-company online and f2f workshops & training
- On-the-job trend coaching / sparring partner



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