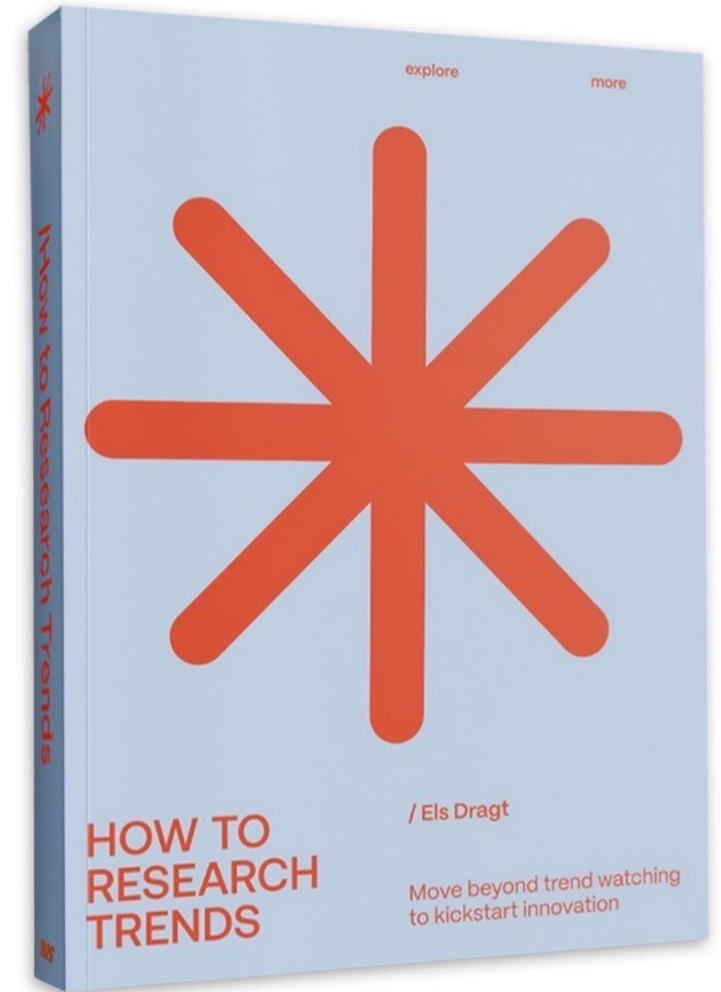


ELSE   
WHERE

# 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



ELSE   
WHERE



Subscribe to the monthly 'Elsewhere'  
newsletter about the trend industry.

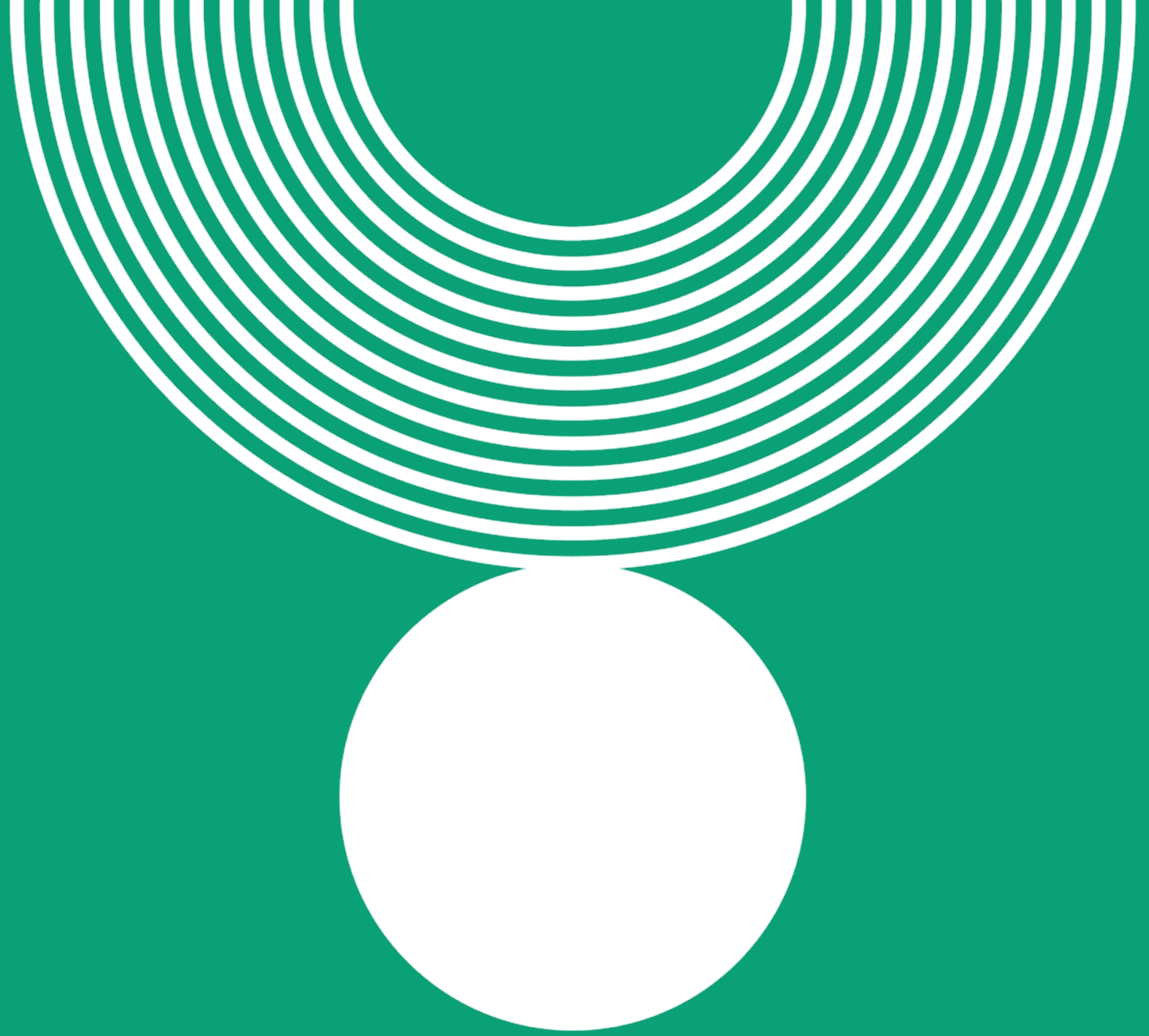
# OUTLINE CLASS

/ REWIND  
/ FRAMEWORK  
/ SCAN

BREAK

/ ANALYSE  
/ APPLY  
/ FORWARD





REWIND

# RELEVANCE

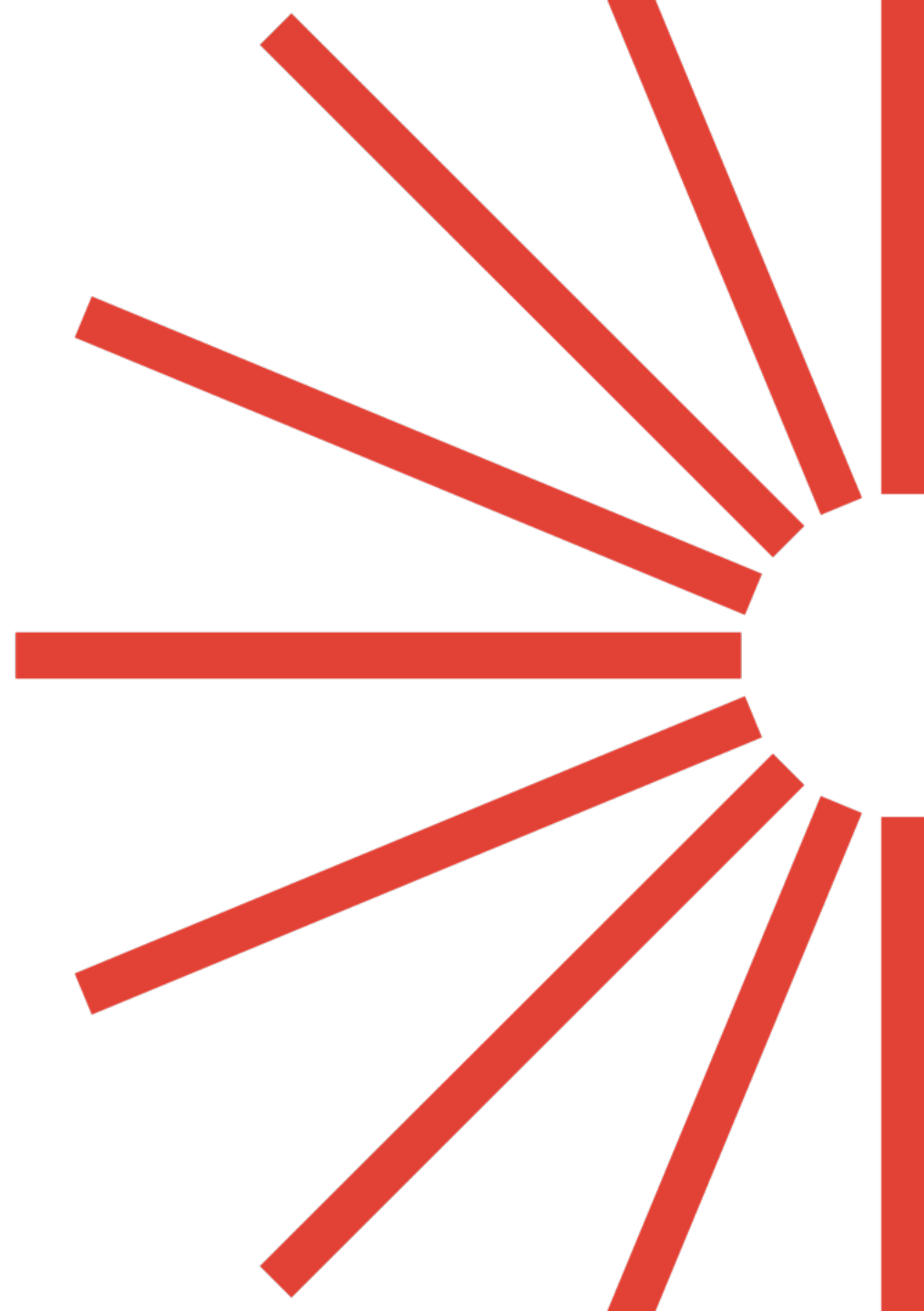
/ Why research trends?

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



# PREDICTION?

- / Can we know 'the' future?
- / Exploring vs. predicting



# UNCERTAINTY

/ Life is messy!

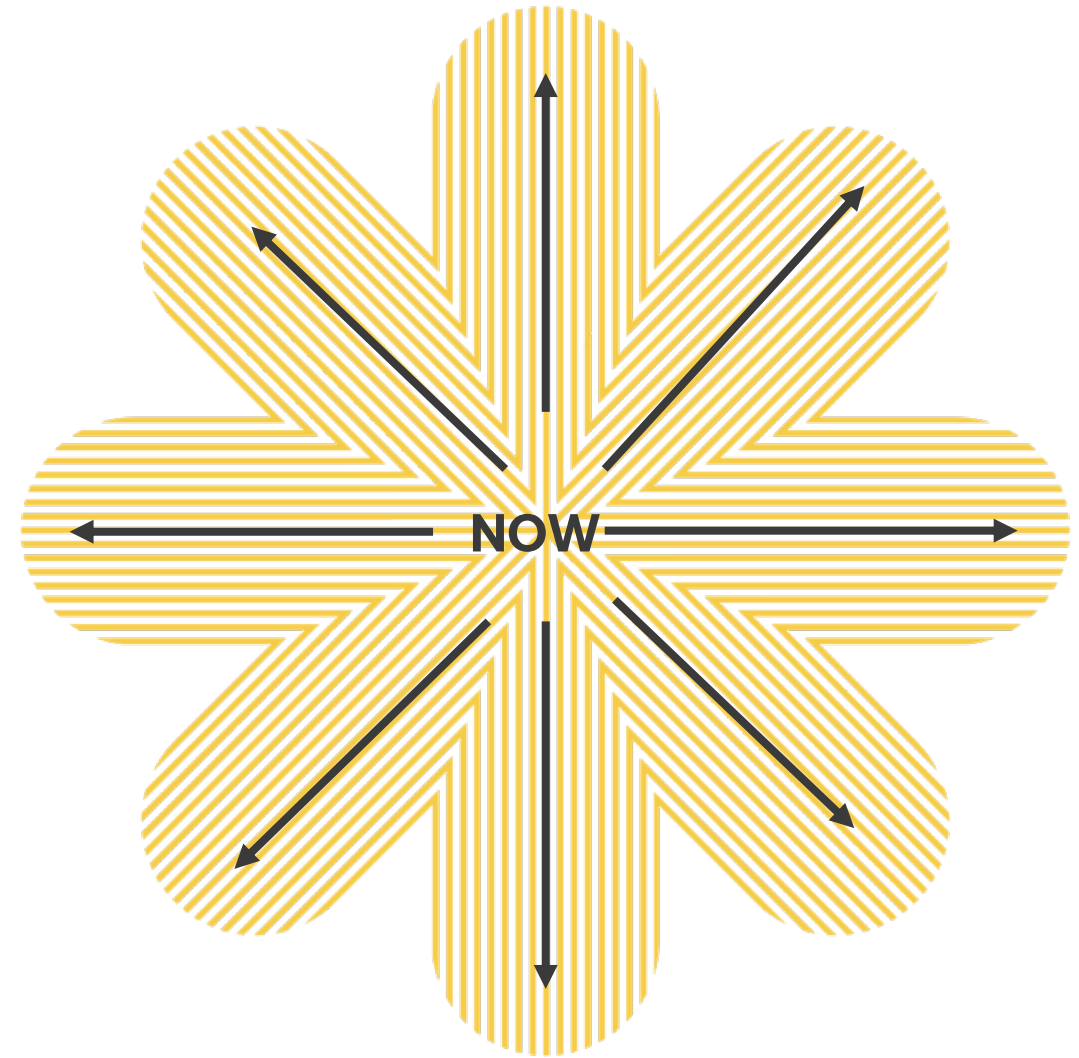


“Doubt is an uncomfortable condition. But certainty is an **absurd** one.”

\_Voltaire (philosopher, writer)

# DIRECTIONS

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



# PROF SSION

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.

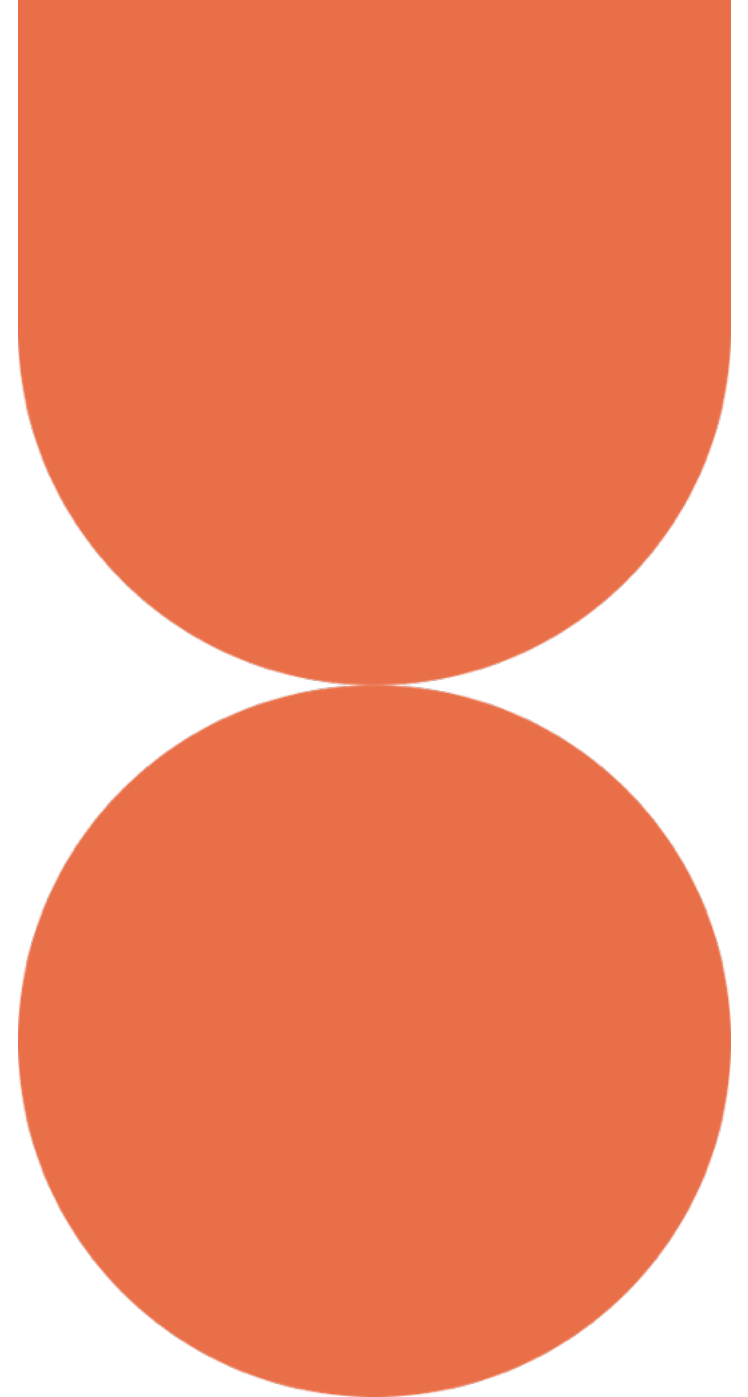
They are popular in the mainstream.

vs.

## TREND

Trends are evolving slowly.

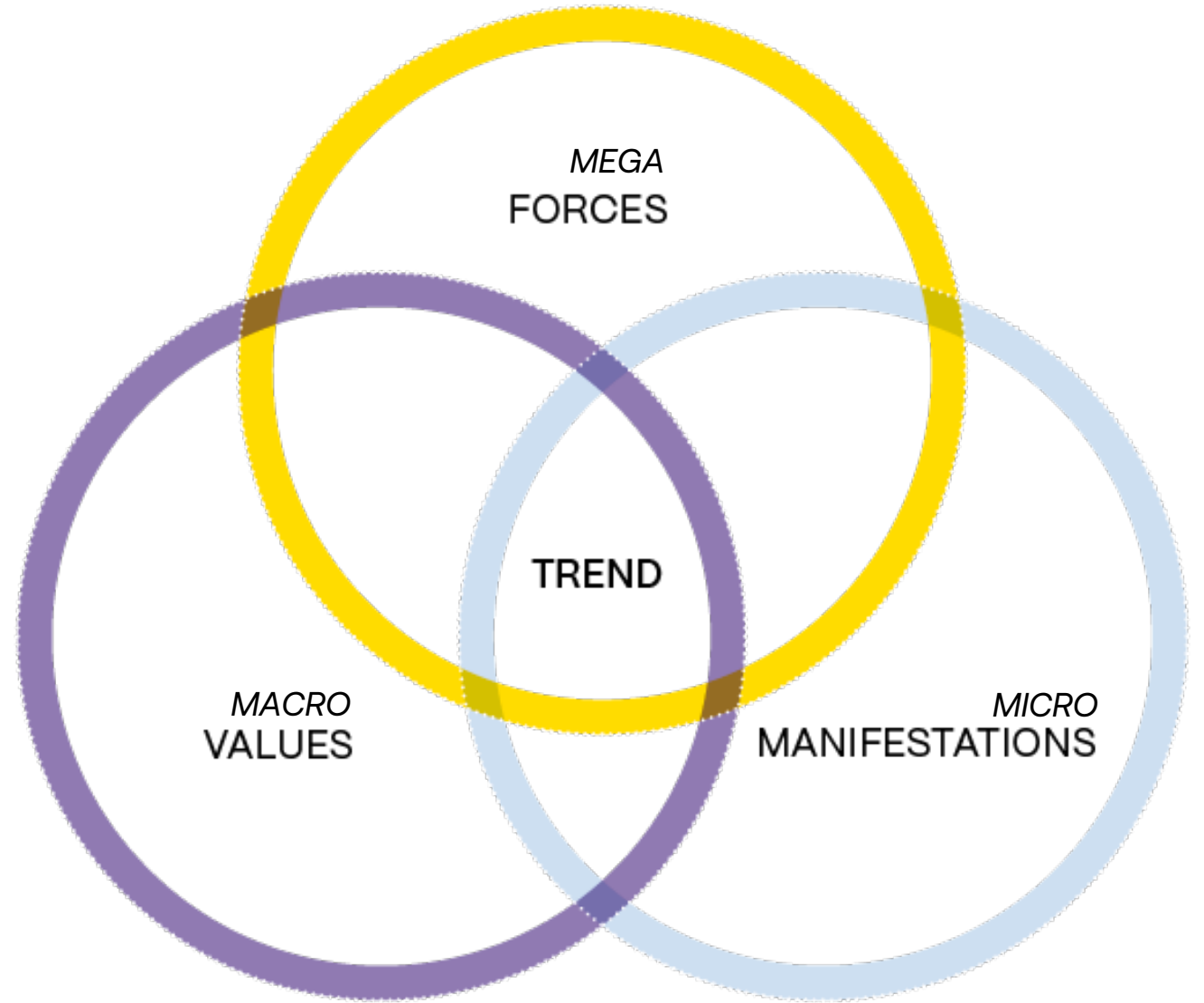
They are emerging at the fringes.



# TREND RESEARCH

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

# TREND LEVELS

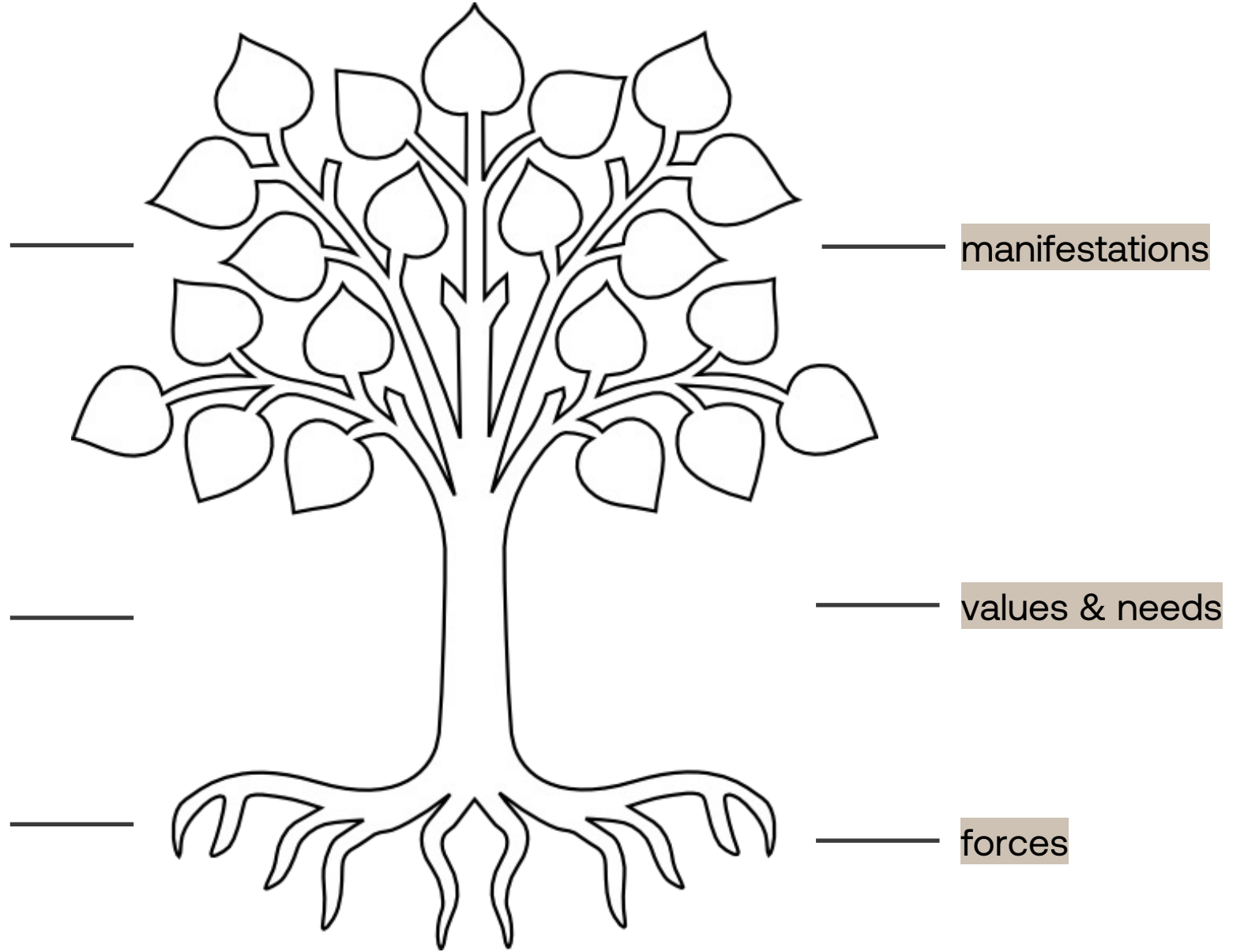


# TREND LEVELS

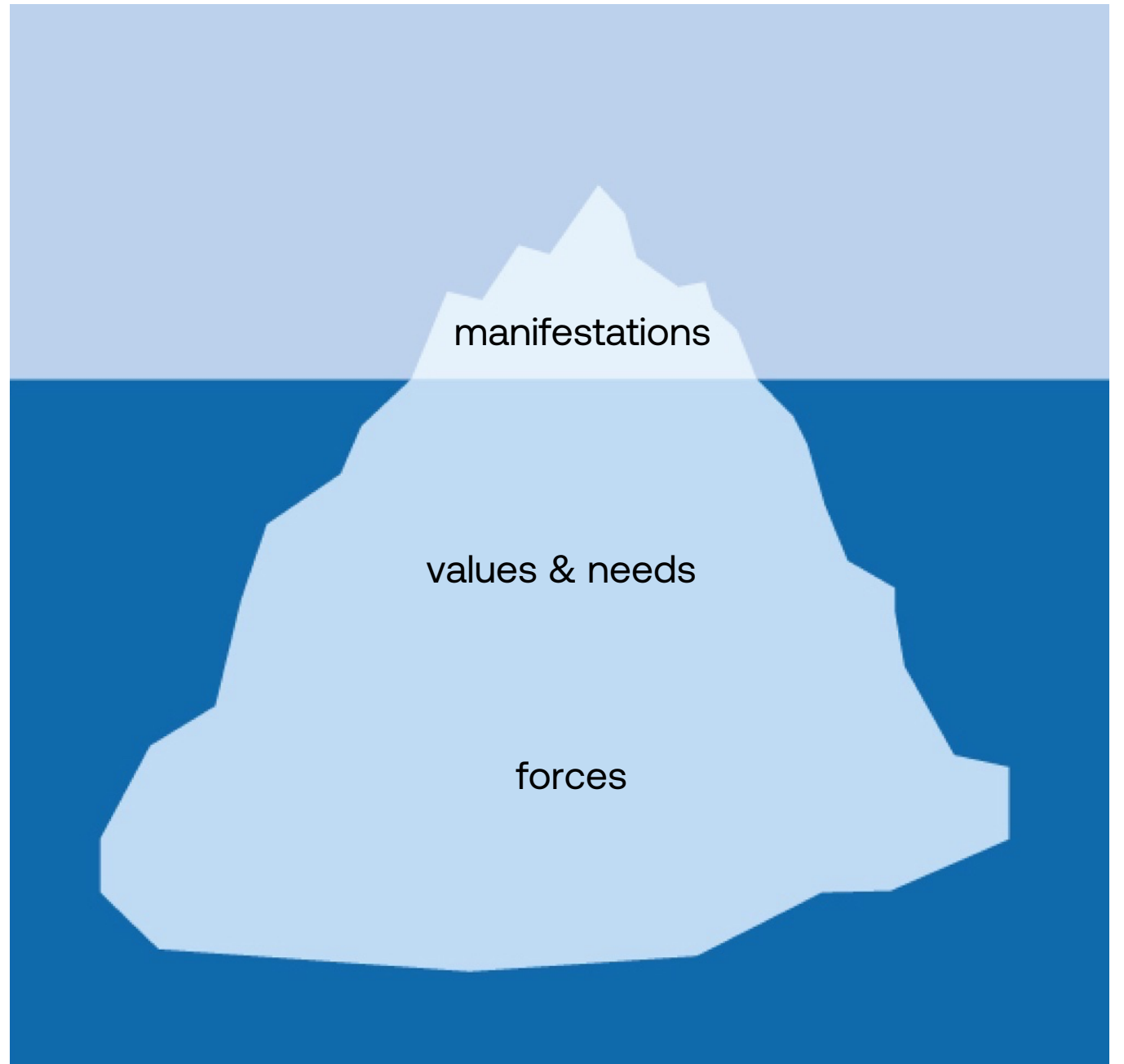
products,  
services,  
art,  
language,  
etc....

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

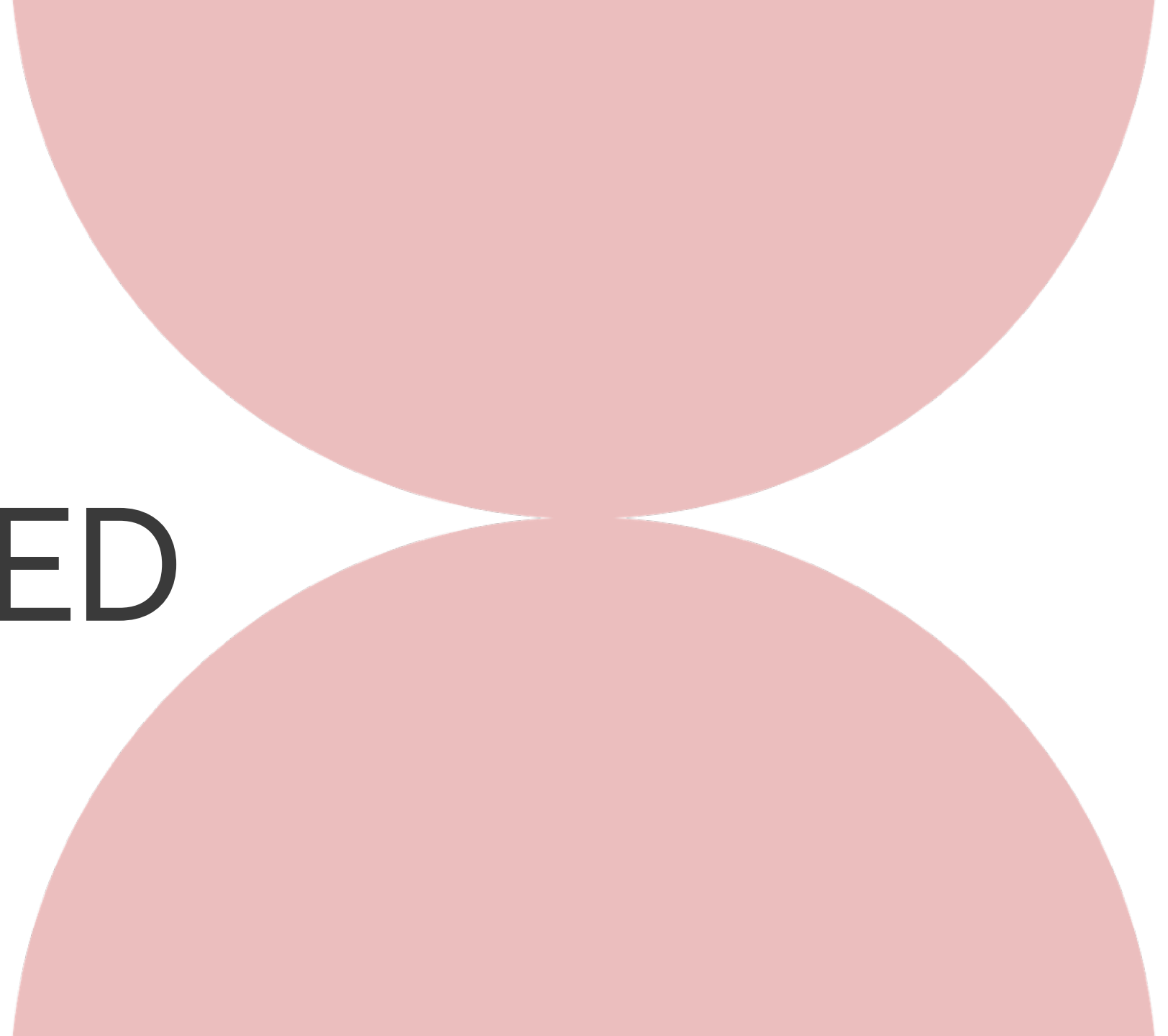
globalisation,  
a.i.,  
aging society,  
.....etc  
(STEEP)



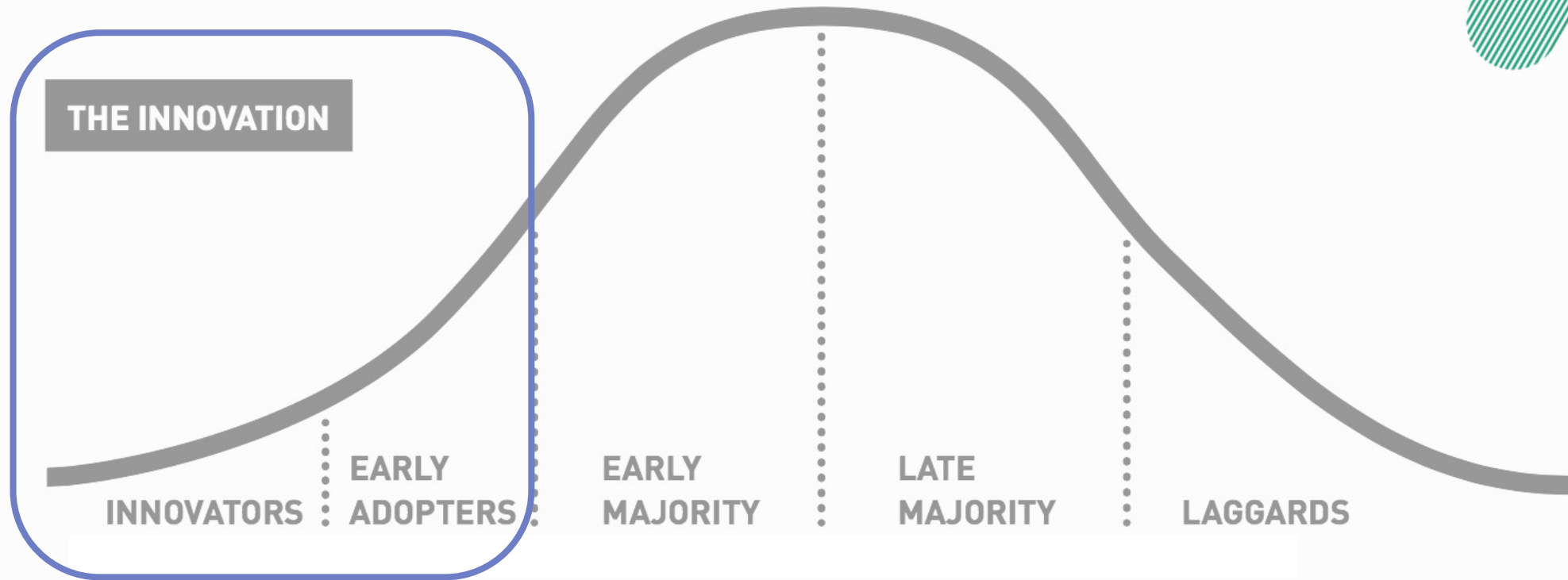
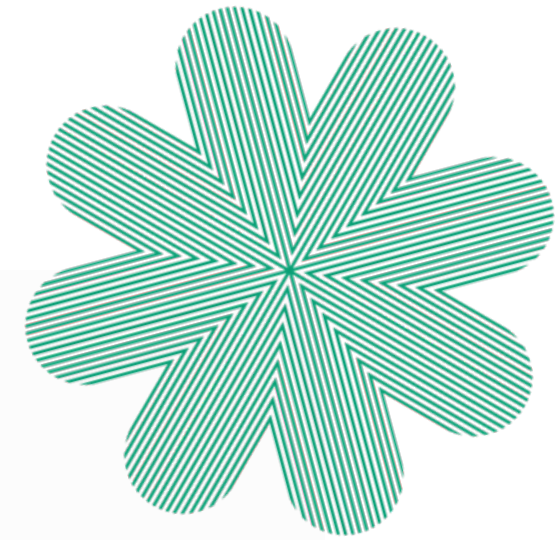
# TREND LEVELS



**HUMAN  
CENTERED**

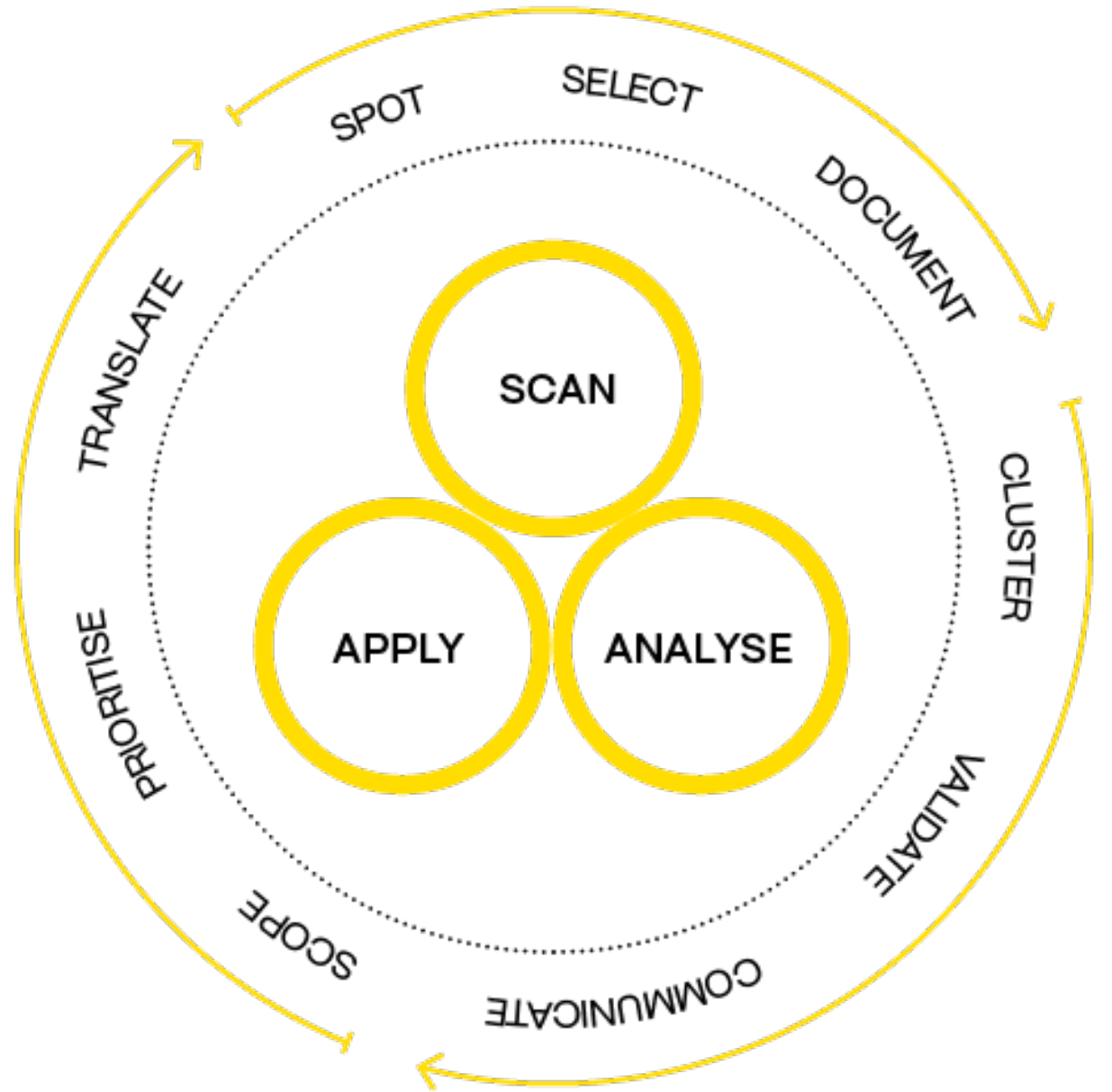


# ADOPTION CURVE



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

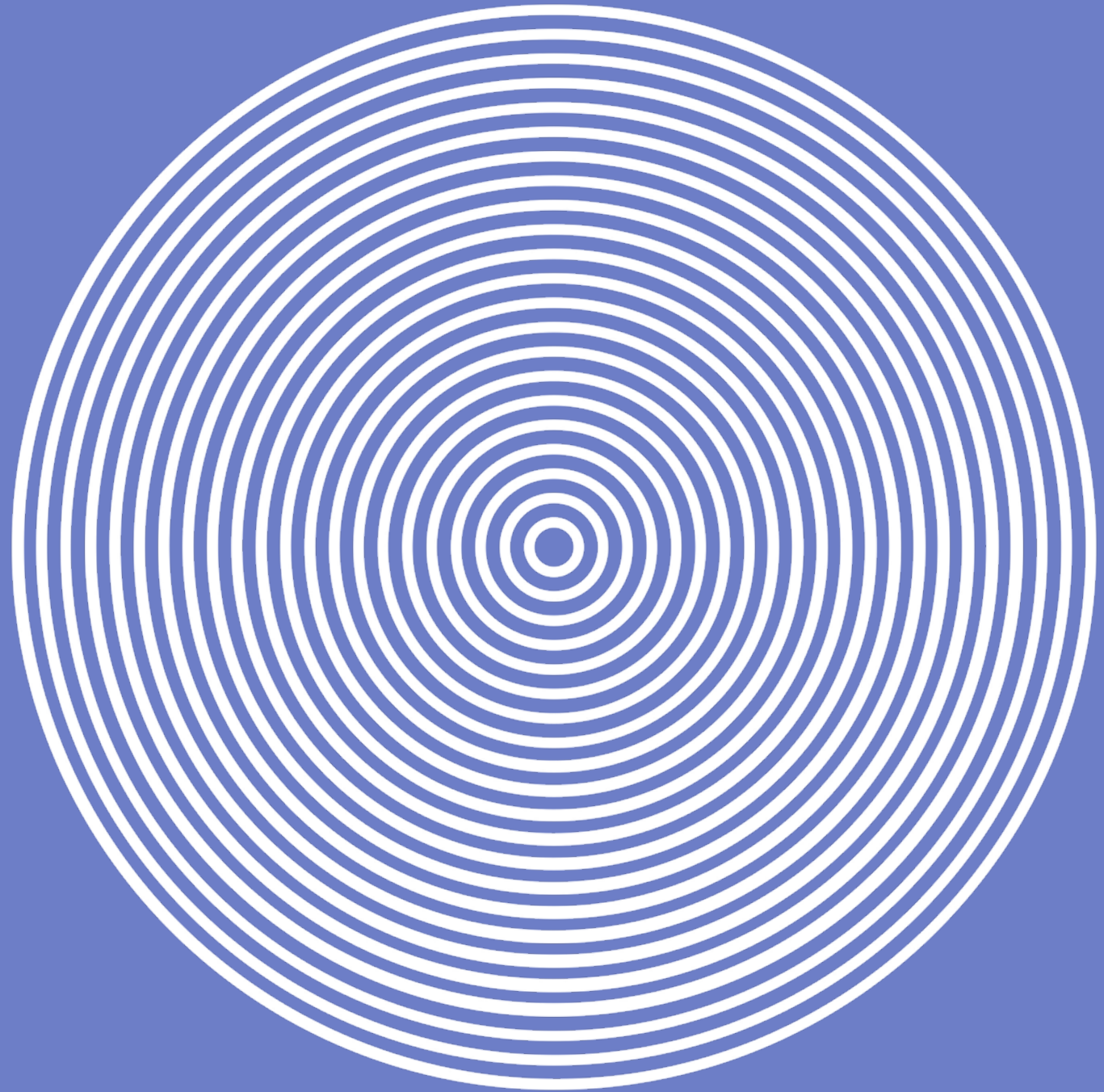
# TREND RESEARCH CYCLE



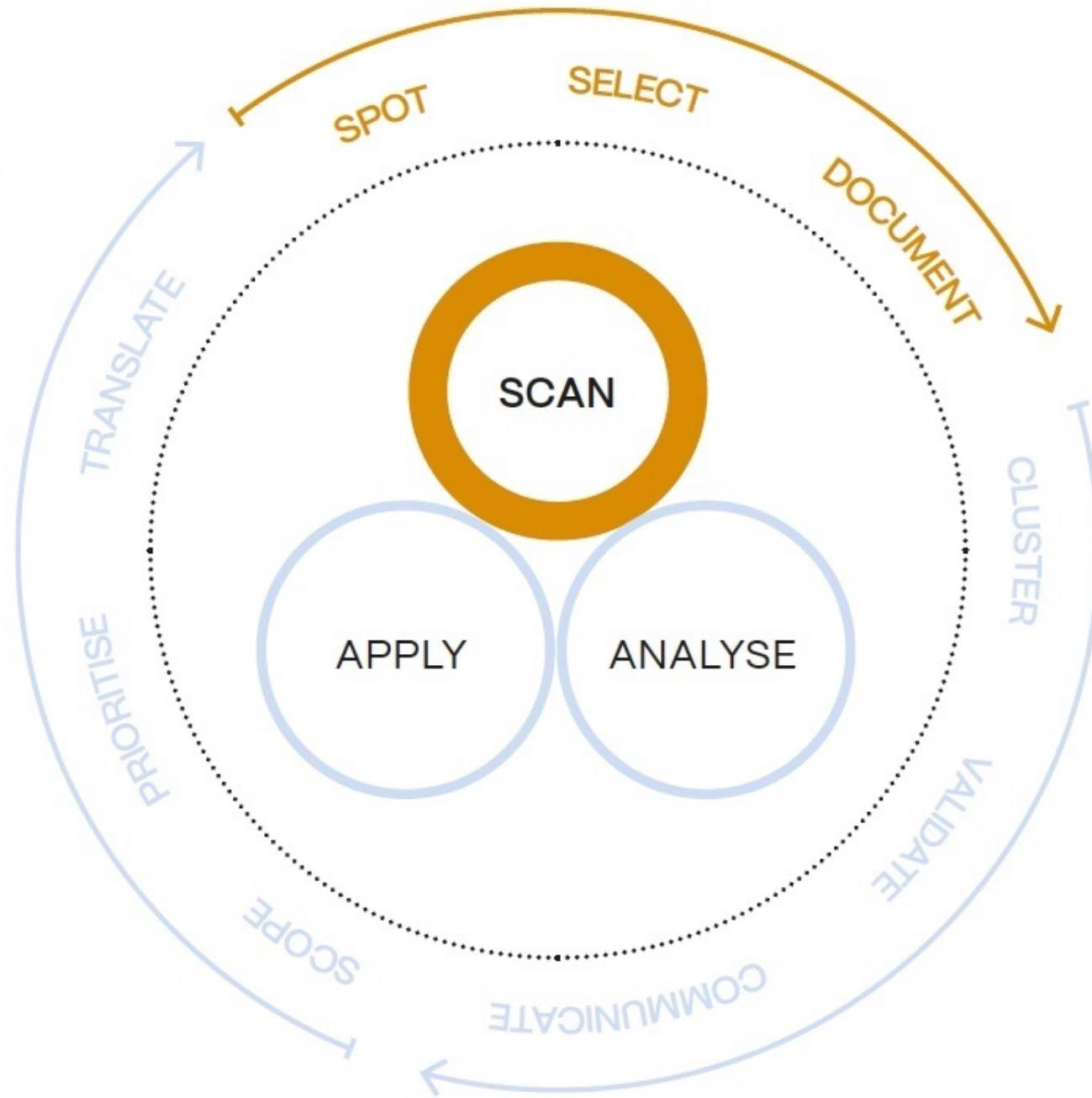
- / provides guidance
- / you can tweak it
- / to show others your process



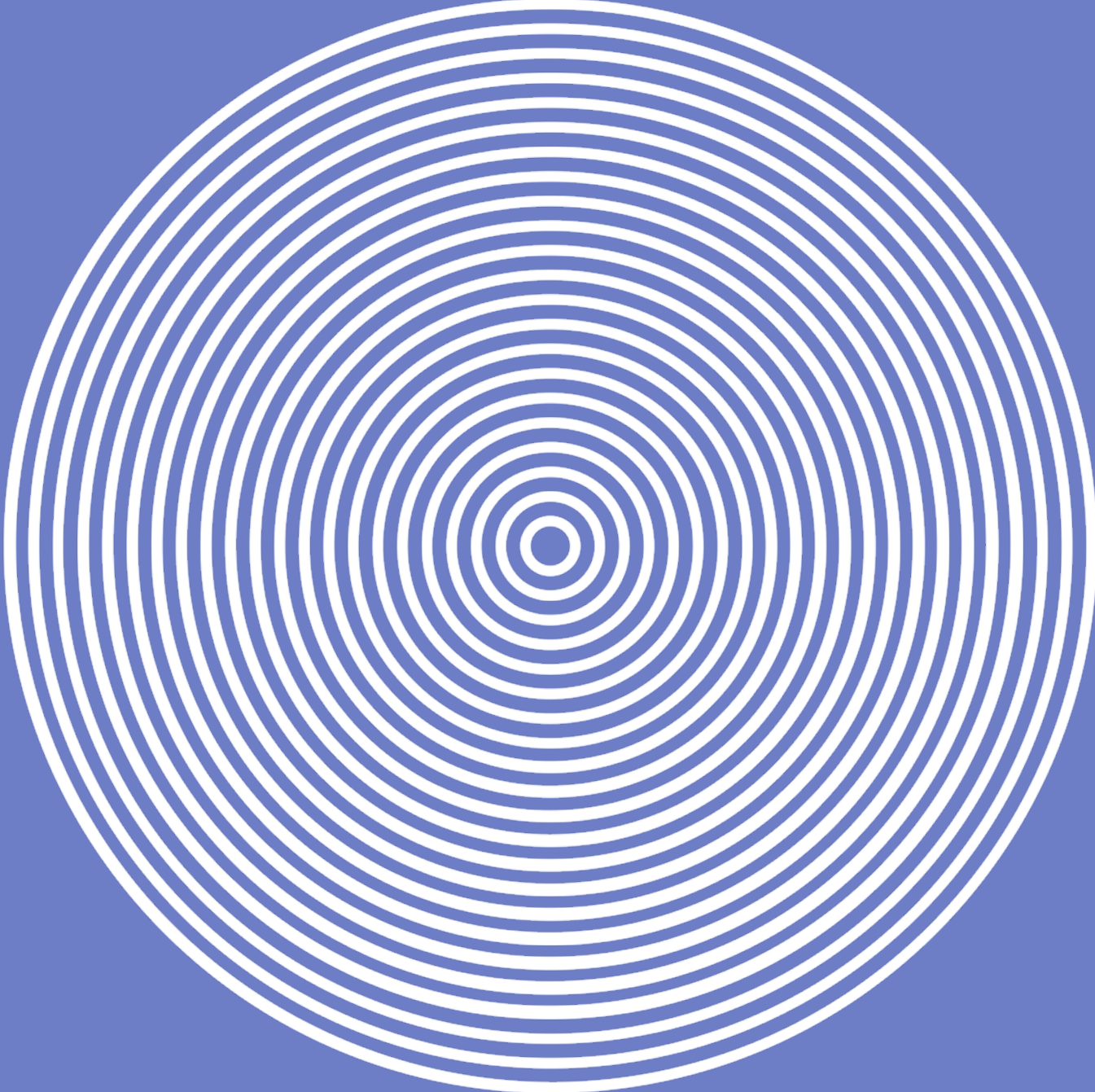
SCAN



# The trend research cycle



SPOT



# OUTSIDE INSIDE

the art of looking sideways



POP  
YOUR  
BUBBLE!



# CROSS SECTORAL



# FIND THE CHANGE MAKERS

entrepreneurs

academics

(alternative)  
individuals

(citizen)  
collectives

artists &  
designers

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

FIELD RESEARCH  
DESK RESEARCH

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



RANK EFFICIENCY  
 U.S. PREPARED  
 RATING SYSTEM  
 LEAD RIVALRY  
 U.S. NAU MISSION  
 RANKS SEAKES  
 MEETING THE MOMENT  
 COMING THE FIGHTER  
 IN THE YEAR THAT WAS  
 MARK HANAUER

# The New York Times

Did anyone notice a war has ended?  
 In California, massive wildfires, giant sequoias and Joshua trees have perished in wildfire this year. The blackened trees look eerily similar to their neighbor. These trees are in the fight of their lives.  
 A president pursues a shifting electorate  
 Mexico's debt is high and its economy is still recovering from the 2008-09 recession.  
 Revered, resilient and at risk  
 The BBC is betting we're ready to laugh at Covid  
 Schengen is now mostly a paper tiger. It has become a joke for the European Union.  
 New York Times Events  
 The Big Question

EXCLUSIVE  
**JOHN MCAFEE'S LAST STAND**  
 WIREIMAGE.COM  
 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**



A FILM BY LIZ MARSHALL  
**MEAT**  
 THE  
 FUTURE  
 "ENGROSSING" "PERSUASIVE"  
 VARIETY  
 BECKY ANDERSON  
 LINDSEY FROTHINGHAM  
 HEATH LEWIS  
 LIZ MARSHALL  
 BOB OGDEN  
 JOHN PERRY  
 JONATHAN PHOENIX  
 ANDREW STUBBS  
 HALL LUCKY & BUNDS  
 GARY JAMES COOK  
 CHRIS MCGEE  
 PHILIP MARGULIES  
 PHILIP LE MASTRALI  
 PHOTO MICHAEL MARY GARDNER  
 SPENCER HEWLETT  
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 PRODUCTION EXECUTIVE  
 JONATHAN THE CANAL MASTALALI  
 THE KUBITZKY CENTER  
 THE NEW YORK UNIVERSITY LIBRARY  
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 MPTV  
 MADE IN THE UK

**FRAME** 108  
 JAN / FEB 2018  
 THE GREAT INDOORS  
 Patricia Urquiola  
 What I've learned  
 Monochrome  
 Marvels  
 Interiors are going grey  
 A Museum's an Suffice  
 e in the age  
 extinctions  
 Spring and  
 coverings  
 are top  
 ls for 2016  
 WORK  
 T OUT  
 e formulas for

19th CPC National Congress  
 Full coverage on pages 2-5, 9 and news updates at www.chinadaily.com.cn  
**CHINADAILY** weekend  
 October 20-22, 2017  
 中国日报  
 chinadaily.com.cn  
 New Thought charts path to future  
 It offers confidence in 'road forward' with gift-giving messages, delegates say  
 Sunday's agenda  
 Analysts agree that vision puts China on right track  
 ELECTION METHODS ARE APPROVED FOR 19TH CPC NATIONAL CONGRESS  
 Russia's Putin hails 'open' CPC congress  
 Nation boosts soft power  
 10 million



**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





# 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.....
<i>Desk or field activity</i>		<i>Specific actions</i>
.....		.....
.....		.....
.....		.....
.....		.....

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# 5. SCAN for manifestations of change



Source	Manifestation of Change	Quantity	Quality
...	...	...	...
...	...	...	...

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!

**Woman in wheelchair**

**Bananas**

**Social media post**

**Vegan food**

**TV+**

**Man with blue gloves**

**RANSOMWARE ATTACK HITS ANOTHER MASSIVE, CRUCIAL INDUSTRY: MEAT**

**Experience Walking Through A Grocery Store As A Person With Dementia In This 360-Degree Virtual Demonstration**

**Climate crisis / UK urges Australia to scale up ambitions before G7 summit**

**What is a vaccine passport? And where can I get one?**

**Thread**

**It took me a second to collect myself for this but we need to talk about the remains of the 215 children found at a Canadian residential school. These schools resided to literally steal indigenous children from their parents. What happened here was genocide.**

**Help Launch The Indigenous Party of Australia**

**Edible food containers**

**Burger King Opens Its First-Ever Entirely Meat-Free Restaurant**

**Giving waste a new lease of life, Iyo studio's brand identity for Handle celebrates a circular model**

**Plant-based**

**Localised brand identity for a virtual reality technology the process of engineering materials the sustainable body text, handle.**

**INSIDE CITIZEN: The Public Safety App Pushing Surveillance Boundaries**

**Paul Fenwick**

**Just did the US government finally post a cheque for my tax return?**

**THE 2020s AGE**

**The dependence of commercial property on debt financing means a downturn could have nasty repercussions across the financial system**

**SPACE X**

**Colorado's New Family Leave Law Could Transform Fatherhood**

**Adriano is a sustainable air purifier designed for use on public transport**

**Why Etsy Dropped \$1.6 Billion On Depo**

**Electrically driving a DNA arm**

**AGL is Australia's biggest climate polluter**

**BIOHACKING**

**Amazon US customers have one week to get out of their wireless charging**

**Drivers in the US and UK have very different strategies for pressuring Uber**

**NDIS 'robo-plans' test algorithmic transparency**

**Solving the World's Problems at the Venice Architecture Biennale**

**ECO HOMES**

**LOREM IPSUM**

**Dorte Mandrup designs IKEA Copenhagen store with rooftop park**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

# CASES



/ Continuous scanning

/ Scan training for selection of employees

/ Open scanning

/ Mix of field & desk



/ Project based scanning

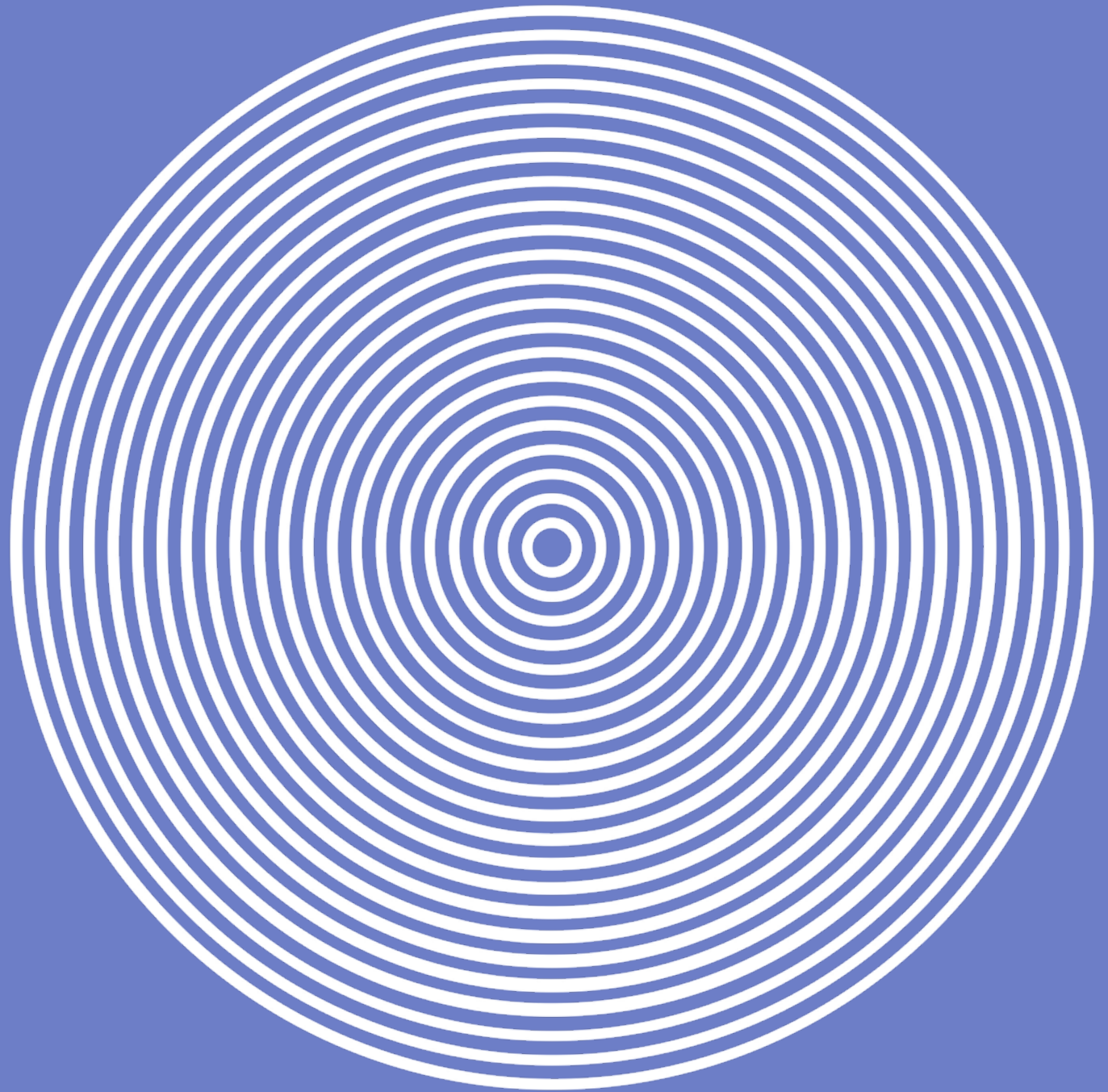
/ Scan training for project teams

/ Semi focused scanning

/ Mix of field & desk



SELECT




# FIRST CURATION

- / Take a look at your pile of information.
- / Make a first rough selection.

**SIGNAL SELECTION CANVAS**  
Reflect critically on your signals using the criteria below.

*place your signal here*

**TU Delft**

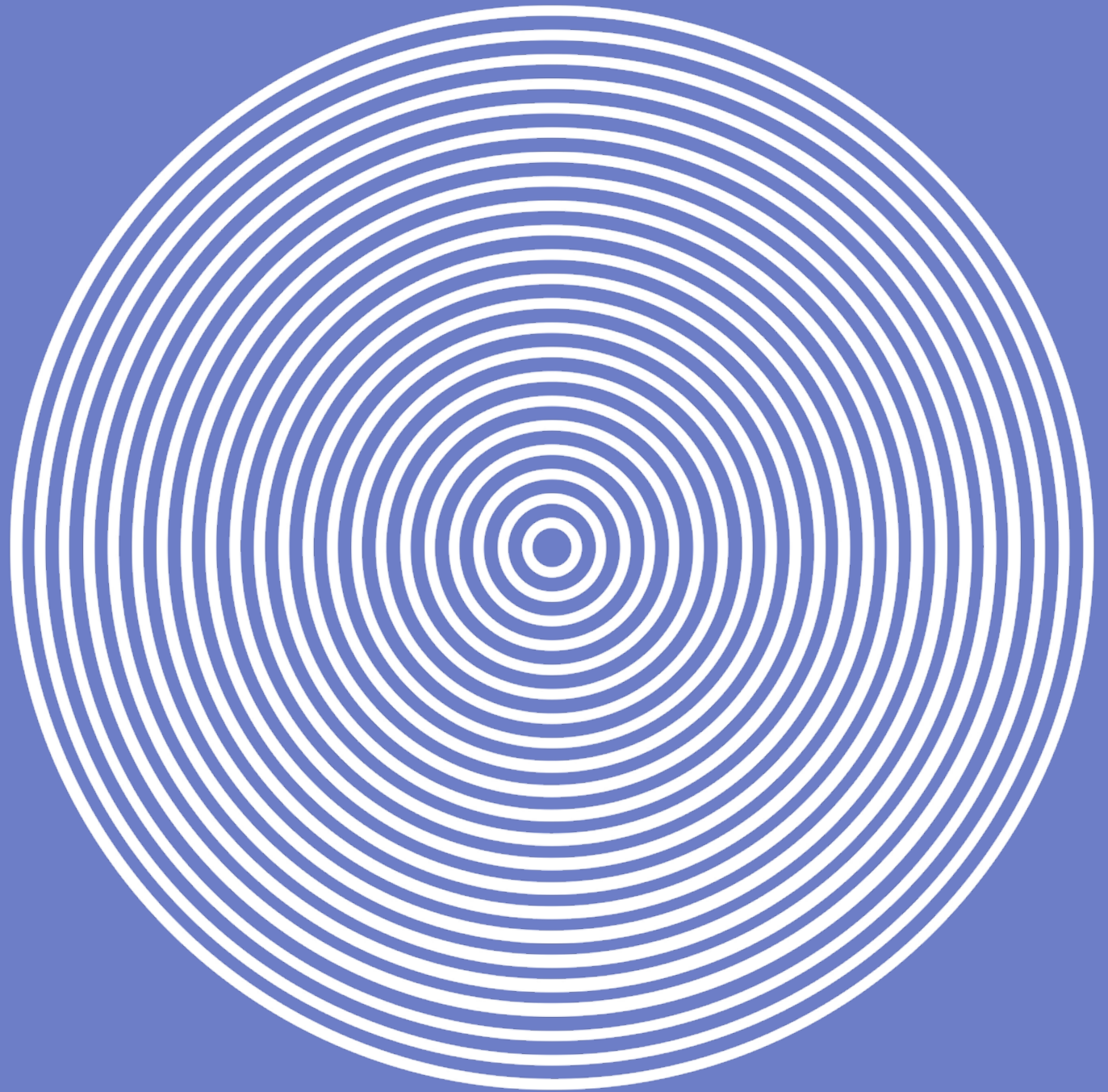


*To which extent is this signal....*

<i>Innovative?</i>	-	+
<i>Inspiring?</i>	-	+
<i>Reliable?</i>	-	+
<i>Impactful?</i>	-	+
_____?	-	+

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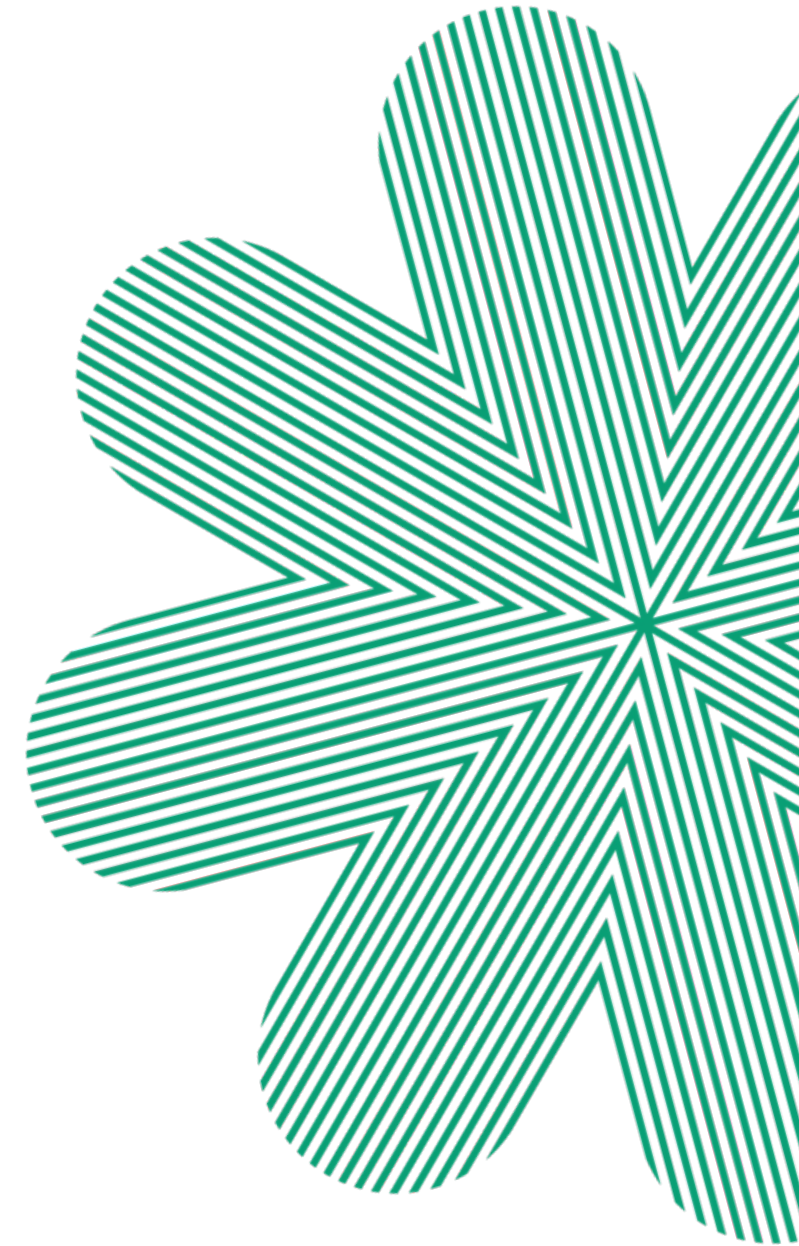
DOCU  
MENT



# FILE OR FORGET

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

~ Keep it simple for everyone!





# CASES



Number	Manifestation name	Force	Values / needs	Relevance to SF8?	Current fit with our strategy?	Source
	What is the brief title of the trend or change you have found or want?		What is the macro level it is about?	Is it relevant to SF8 now or in future?	Does it already fit with something SF8 is about?	Link to a source, person or background to this
109	Europe's beating Cancer Plan	Political	Health & wellbeing	Yes	Yes	European Commission <a href="https://ec.europa.eu/health/sites/default/files/communication_20240505_cancer_plan_en.pdf">https://ec.europa.eu/health/sites/default/files/communication_20240505_cancer_plan_en.pdf</a>
110	Think Pink - the growing trend in food and drink colours - appeal to millennials	Social	Taste experience / Visual experience	Yes	Yes	<a href="https://www.vivobio.com/news/2024/05/20/food-trends-2024-2024-05-20/">https://www.vivobio.com/news/2024/05/20/food-trends-2024-2024-05-20/</a> <a href="https://www.globeinsider.com/news/2024/05/20/food-trends-2024-2024-05-20/">https://www.globeinsider.com/news/2024/05/20/food-trends-2024-2024-05-20/</a> <a href="https://www.foodnavigator.com/Article/2024/05/20/food-trends-2024-2024-05-20/">https://www.foodnavigator.com/Article/2024/05/20/food-trends-2024-2024-05-20/</a>
111	Car Men Tonks					
112	Paper - Probiotic Soda. Large celebrity funding round. Targeting millennials with a better for you soda	Social	Health & wellbeing / Better for me	Yes - healthy beverages	?	<a href="https://www.beveragedaily.com/story/2024/05/20/paper-soda-3-5m-funding-round-led-by-celebrity-investors/20240520">https://www.beveragedaily.com/story/2024/05/20/paper-soda-3-5m-funding-round-led-by-celebrity-investors/20240520</a>
113	Gadget to chill beer in 9 mins	Technology	Governance / (aimed) instant gratification	?	?	<a href="https://www.247press.com/articles/coolchill-9min-beer-chiller">https://www.247press.com/articles/coolchill-9min-beer-chiller</a>
114	AI bar - ordering 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	?	?	<a href="https://www.modernretail.co.uk/articles/ai-bar">https://www.modernretail.co.uk/articles/ai-bar</a>
115	Health trend for fermented products and drinks	Social	Health & wellbeing / Better for me	Yes	Yes	<a href="https://www.modernretail.co.uk/articles/fermented-products">https://www.modernretail.co.uk/articles/fermented-products</a>
116	Conversion of retail space into co-working areas	Social	Convenience / Rejuvenating the High Street	?	?	<a href="https://www.modernretail.co.uk/articles/how-co-working-is-taking-over-retail-and-hospitality">https://www.modernretail.co.uk/articles/how-co-working-is-taking-over-retail-and-hospitality</a>
117	Soft Drinks entering alcohol market - Hard Mountain Dew, collaboration Paper and Boston Beer	Social	Taste experience	?	?	<a href="https://www.modernretail.co.uk/articles/why-hard-mountain-dew-is-entering-the-alcohol-space">https://www.modernretail.co.uk/articles/why-hard-mountain-dew-is-entering-the-alcohol-space</a>
118	New Belgium beer create "Tanked Earth" to raise awareness of climate change	Environmental	Environment	Yes	Yes	<a href="https://www.modernretail.co.uk/articles/how-new-belgium-is-integrating-sustainability-into-marketing-campaigns-and-product-development/">https://www.modernretail.co.uk/articles/how-new-belgium-is-integrating-sustainability-into-marketing-campaigns-and-product-development/</a>
119	In-home machine to make healthy soft drinks at home	Technology	Health & wellbeing / Better for me	Yes	Yes	<a href="https://www.modernretail.co.uk/articles/why-in-home-machine-to-make-healthy-soft-drinks">https://www.modernretail.co.uk/articles/why-in-home-machine-to-make-healthy-soft-drinks</a>
120	Conflict between neo-prohibitionism vs liberalisation of alcohol laws	Political	Health & wellbeing / Better for me	Yes	Yes	<a href="https://www.modernretail.co.uk/articles/why-neo-prohibitionism-is-creating-a-challenge-for-alcohol-drinks">https://www.modernretail.co.uk/articles/why-neo-prohibitionism-is-creating-a-challenge-for-alcohol-drinks</a>
121	Coffee paradox - growth in mindfulness and relaxation products AND growth in caffeine heavy products	Social	Functional products	Yes	Yes	<a href="https://www.modernretail.co.uk/articles/why-the-coffee-paradox">https://www.modernretail.co.uk/articles/why-the-coffee-paradox</a>
122	Flavour tracking - preferences in key American markets	Social	Taste experience	Yes	Yes	<a href="https://www.hospitalitynet.org/news/20240510/flavor-tracking-preferences-in-key-american-markets">https://www.hospitalitynet.org/news/20240510/flavor-tracking-preferences-in-key-american-markets</a>



#trend-bootcamp

Jeris 10:22 AM  
And two examples I really like in the trend of Blended Reality.  
<https://www.playshifu.com/>  
And <https://www.playshifu.com/>

Fanny Le Quennec 2:49 PM  
1 reply · 20 mins ago

FUTURES FRIENDS



Futures Friends # -weak-signals

Channels & Roles

- HELLO
  - guide
  - say-hello
  - news
  - ask-for-help
  - new-arrivals
- LEARN
  - think-pieces
  - event-guide
  - weak-signals
  - futures-news
  - resources
  - brag-and-big-ups
  - online-meetups
- WORK
  - full-time-roles
  - gigs-and-opportunit...
- MEET
  - london
  - new-york
  - melbourne-sydney
  - lisbon

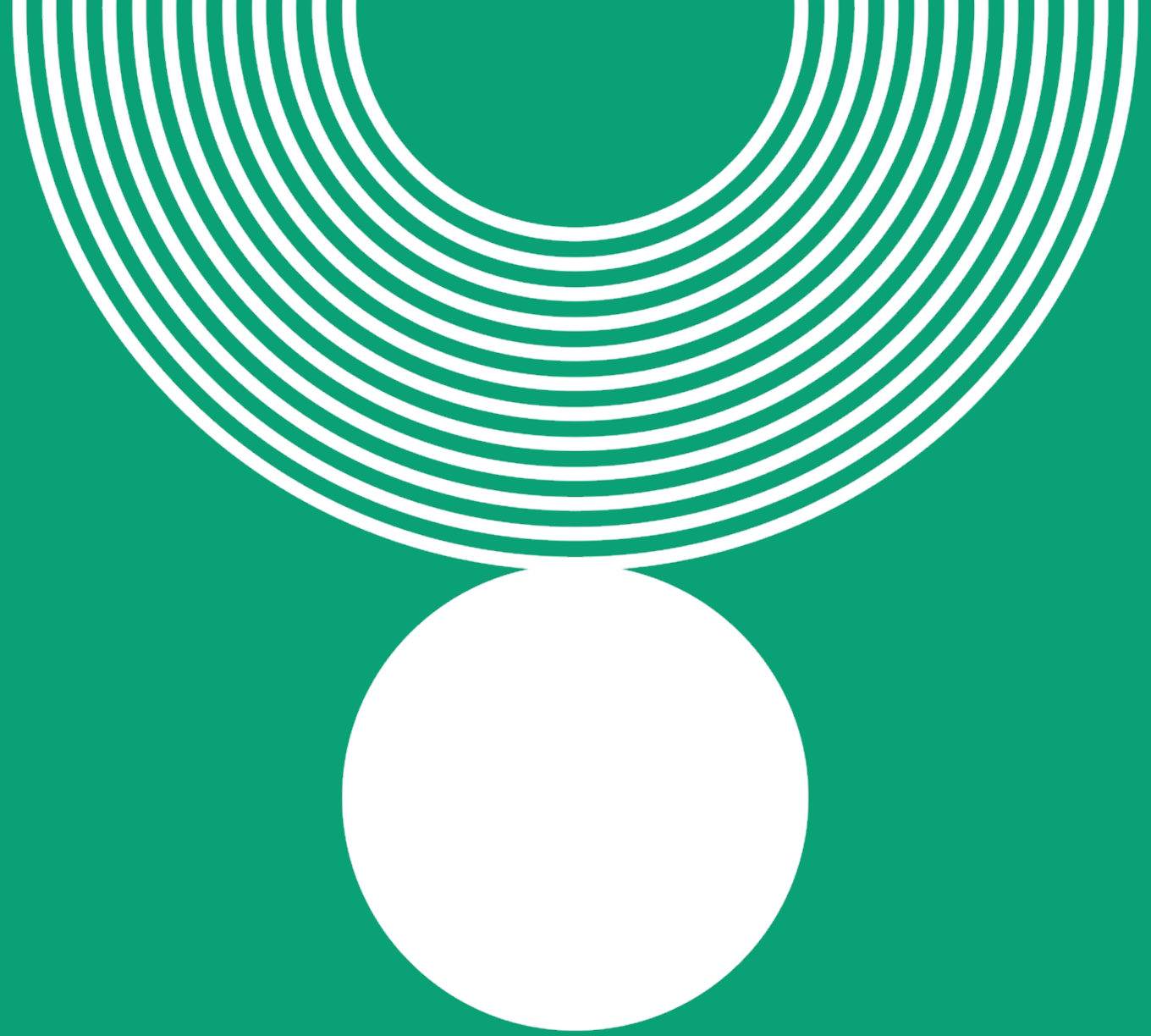
ai pin

@jac Bought into the idea that companion bots will eclipse Google search. Pi is

BryFro 02/09/2024 10:11 PM  
I do like the programming of Pi - it's inquisitive, positive and reassuring.  
I use to chat to it regularly whilst walking our daughter to sleep in the pra  
The downside is when you ask it a question and it goes somewhat against

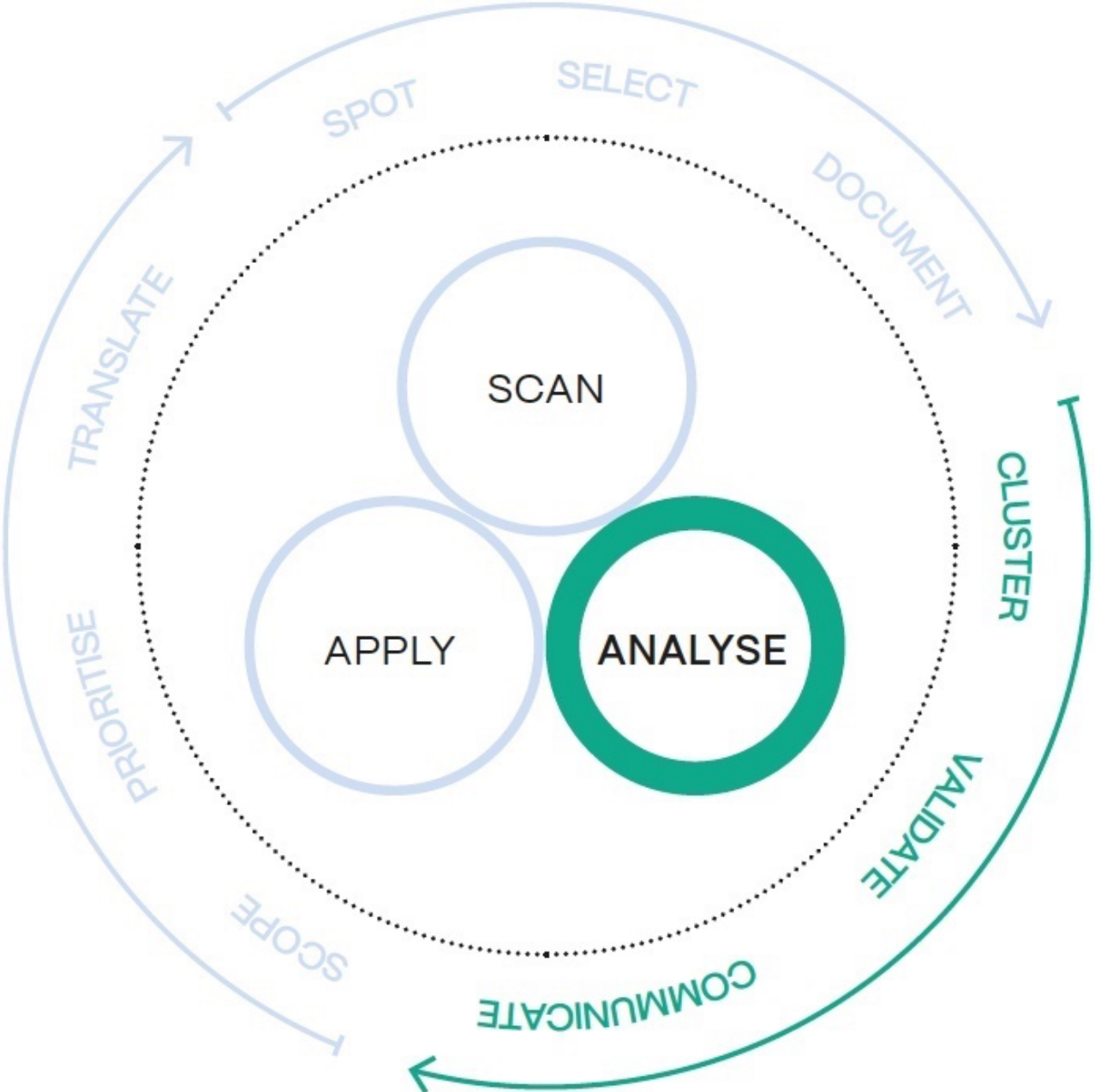
sarahsarahowen 02/11/2024 4:16 PM  
<https://www.forbes.com/sites/suzannerowankelleher/2024/01/02/south-korea-is-launching-a-visa-just-for-k-pop-fans/>

Forbes  
South Korea Is Launching A Visa Just For K-Pop Fans  
What does K-pop have to do with tourism? South Korea is hoping its most successful export will attract long-stay visitors.

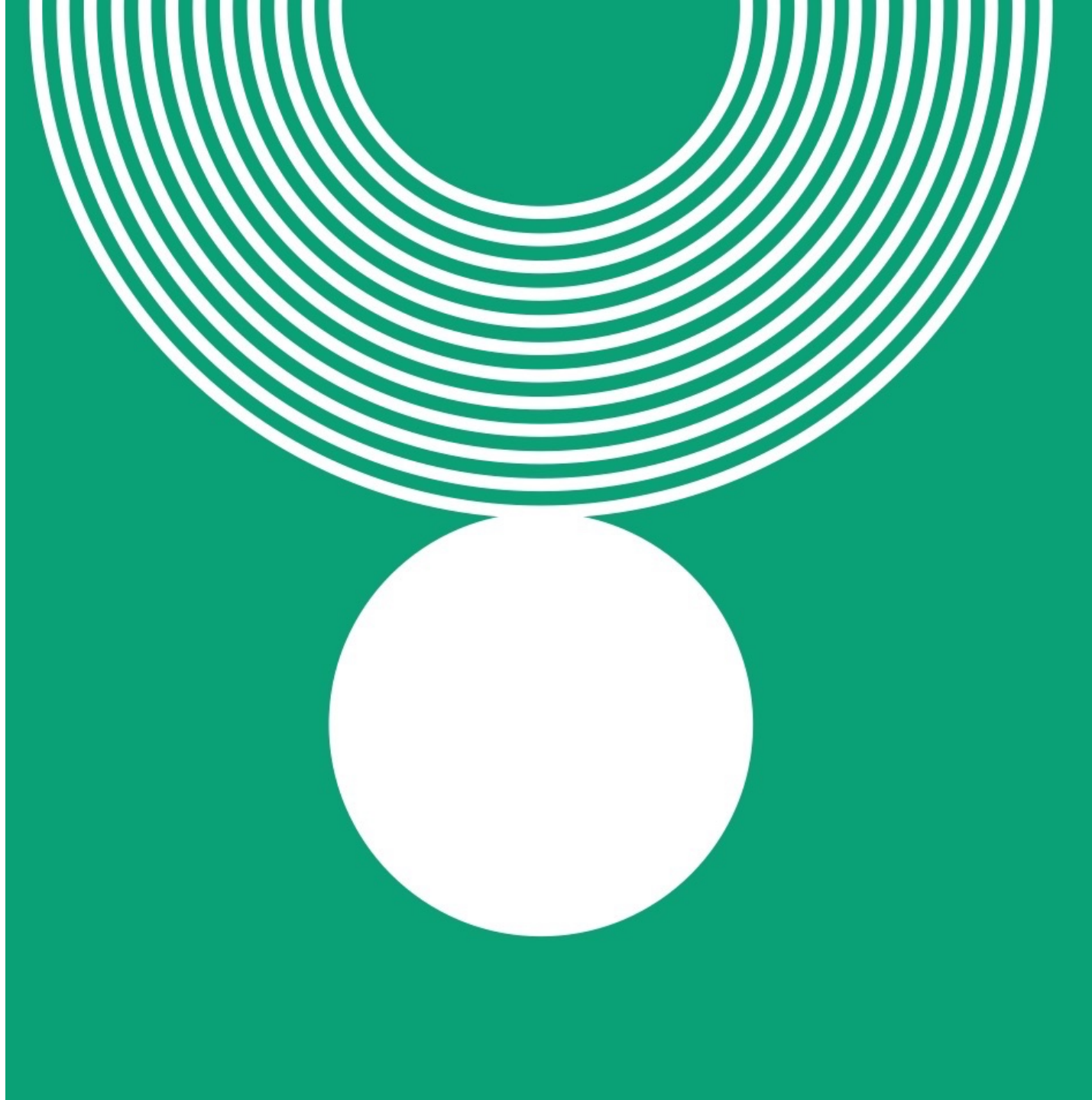


ANALYSE

# The trend research cycle



CLUSTER







**Hivos**  
people unlimited



# CASES

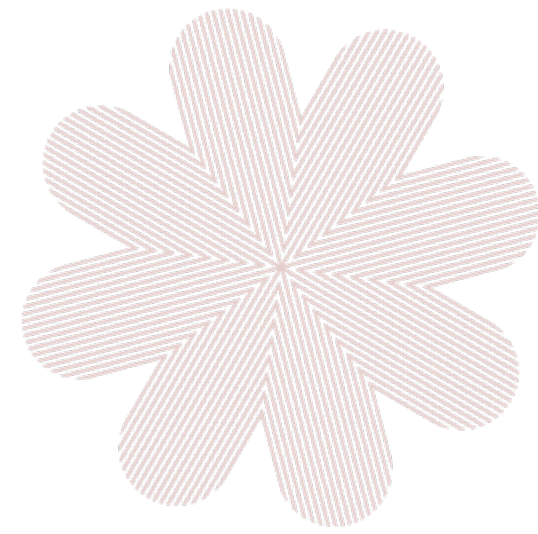


# ADD VALUES



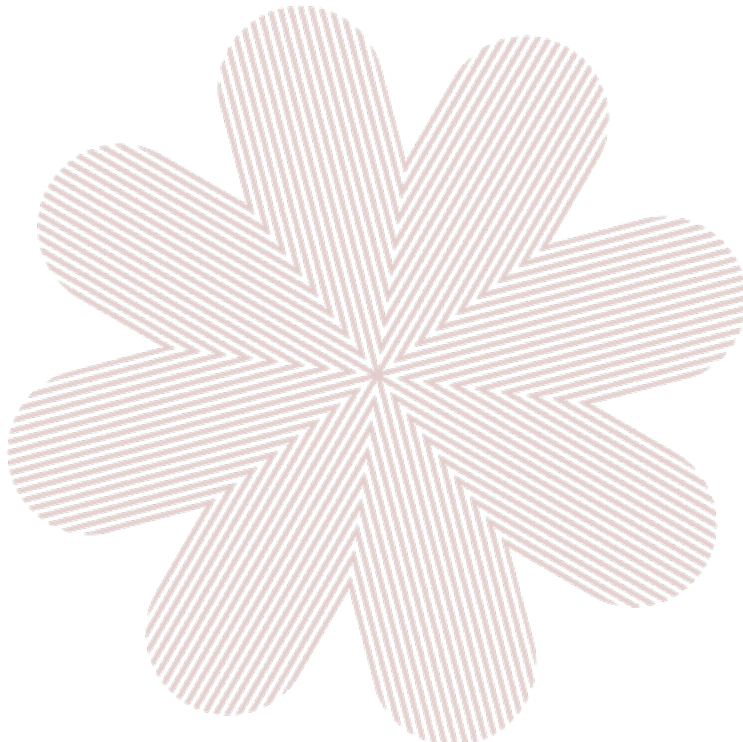


# FIND PATTERNS



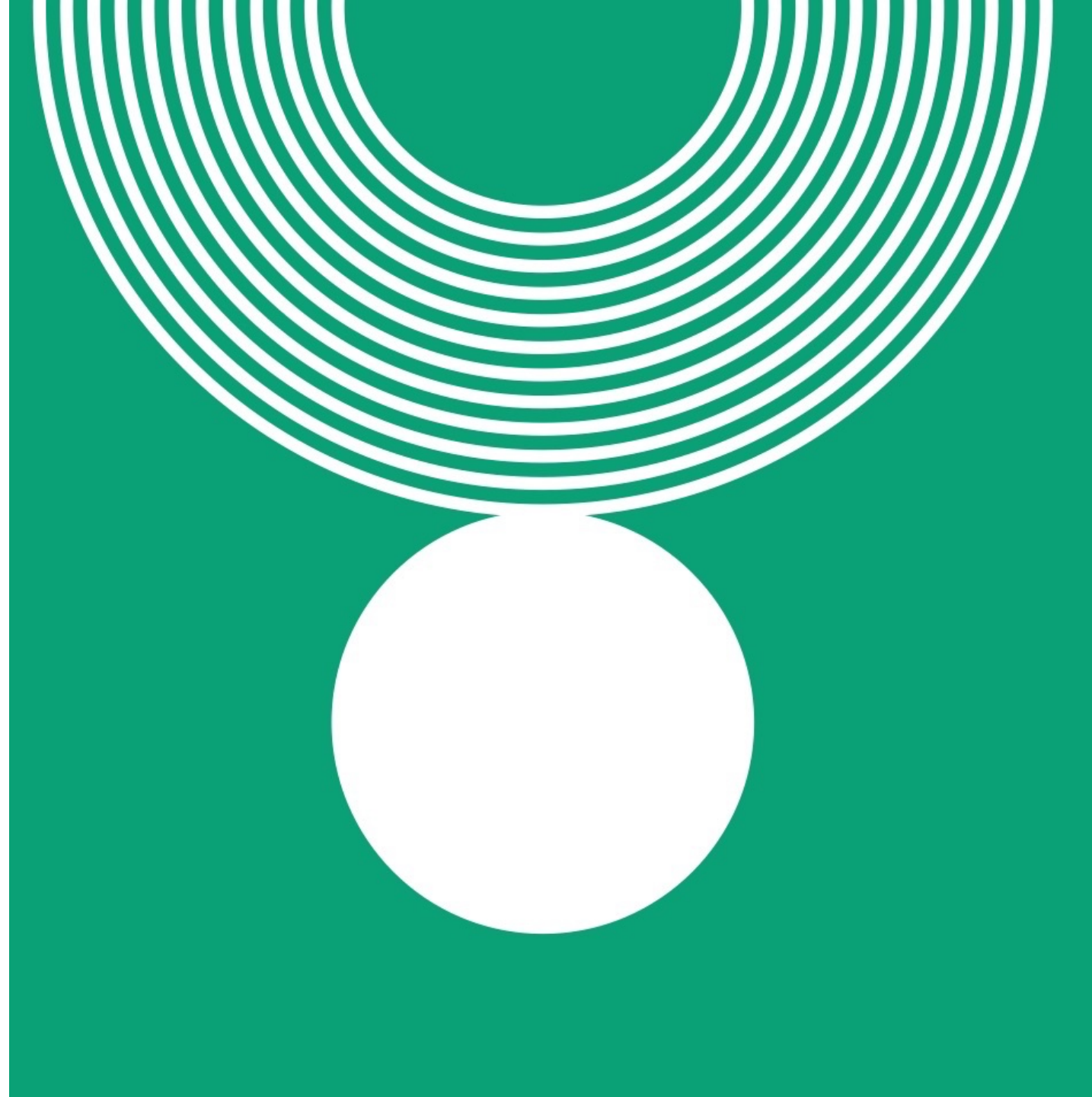
# CASE

Gemeente Almere





VALIDATE





Trend Validation Canvas

Name of trend cluster:

RE WASTE



**Forces / what is driving the trend?**

- Environmental awareness
- Government regulations
- Consumer demand for sustainable products
- Media coverage
- Increasing cost of raw materials
- Urbanization
- Education
- Technological advancement

**Innovators / who's spreading it?**

- Environmental activists
- Green entrepreneurs
- Government agencies
- Media outlets
- Academics

**Phase / which phase of diffusion is the trend in?**

**Manifestations / where can you see this trend?**

- Sea boxes
- Repacked products
- Recycled materials
- Community gardens
- Local markets
- Zero-waste stores

**Impact / what are the future implications of this trend?**

- Utopian future
- Reduced waste
- Increased efficiency
- Healthier environment
- Cost savings
- Job creation in green economy
- Reduced carbon footprint

RE USE  
RE PURPOSE

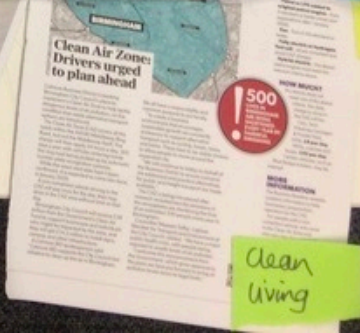
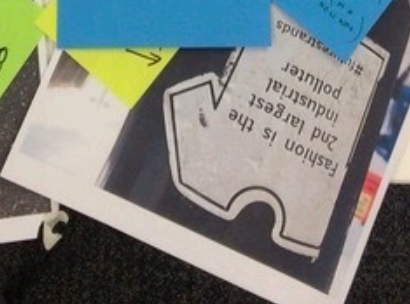
CARPET RECYCLING  
CAN THE ENDS  
BE RECYCLED?

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.greenbermingham.com](http://www.greenbermingham.com)

clean / eco



Clean living



# CANVAS

## 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?

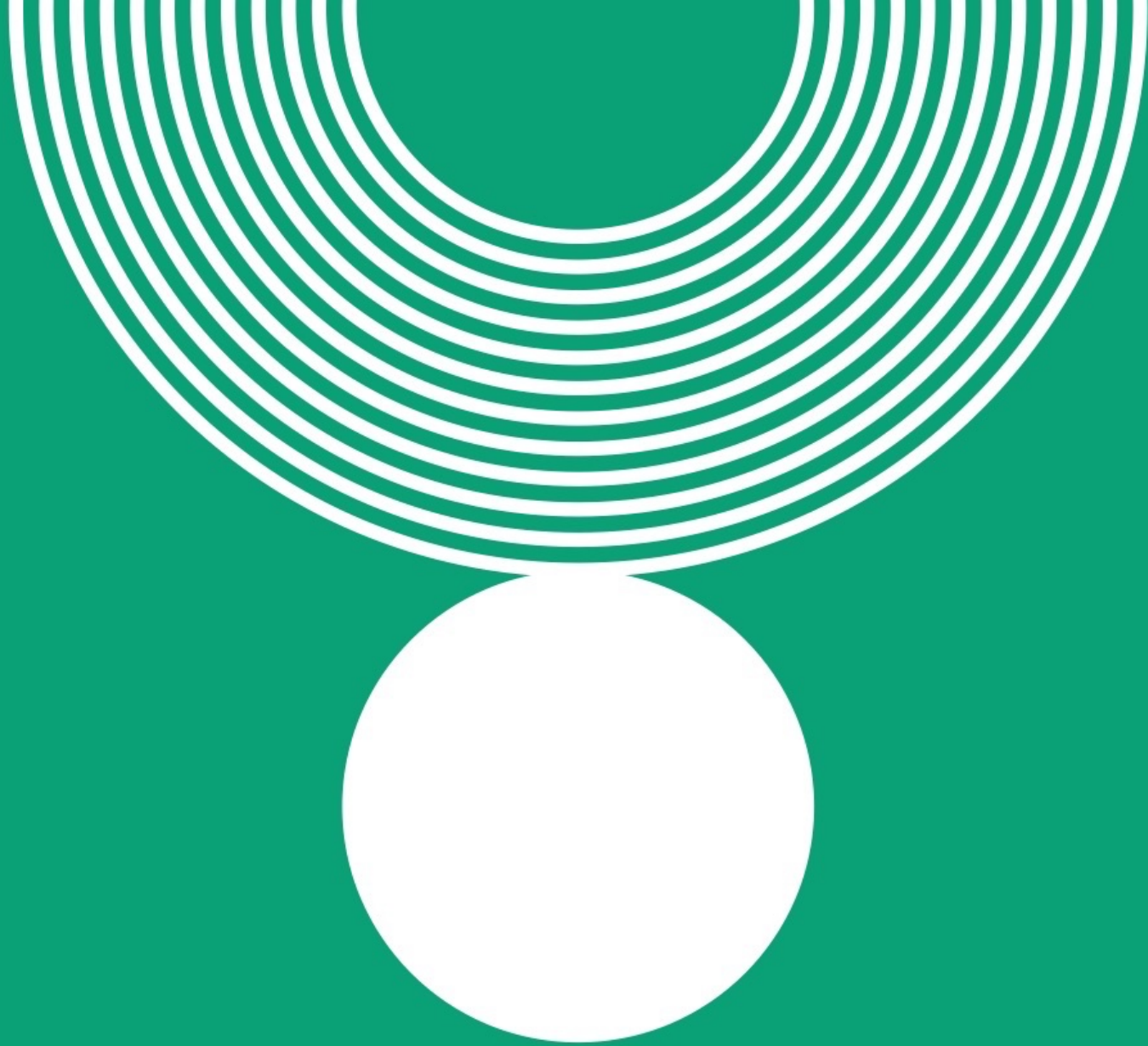


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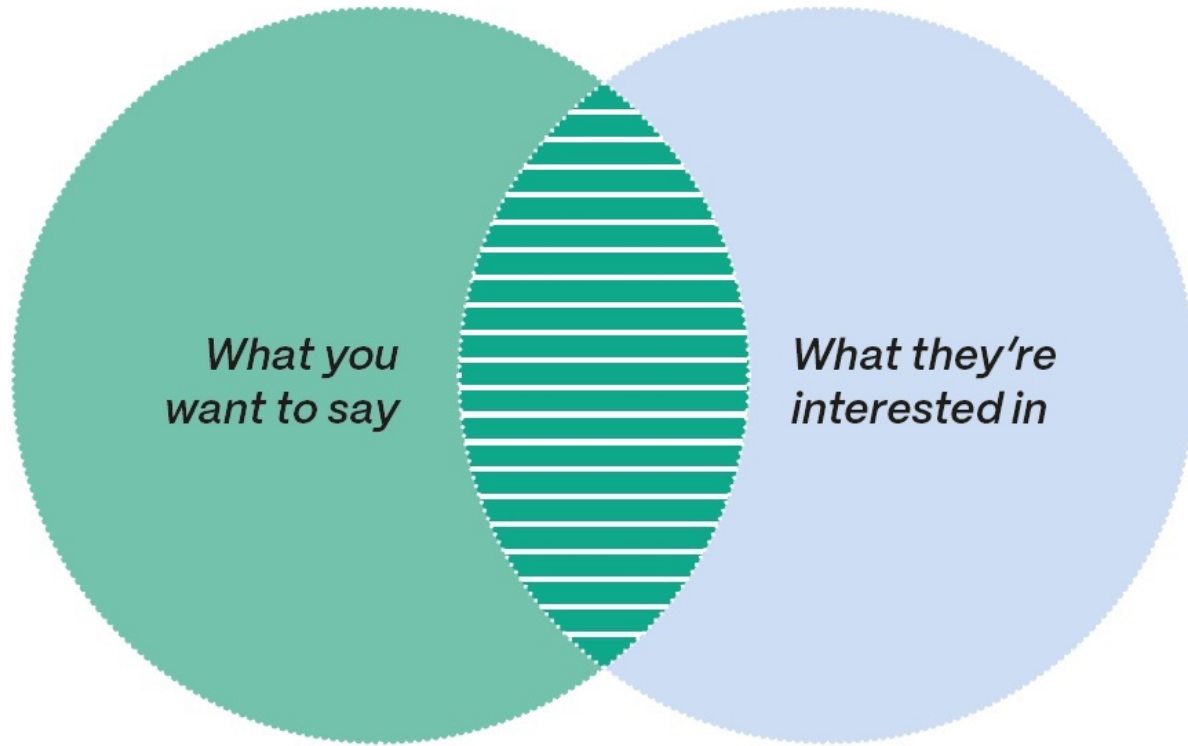
ELSEWHERE



COMMUNICATE



# SWEET SPOT



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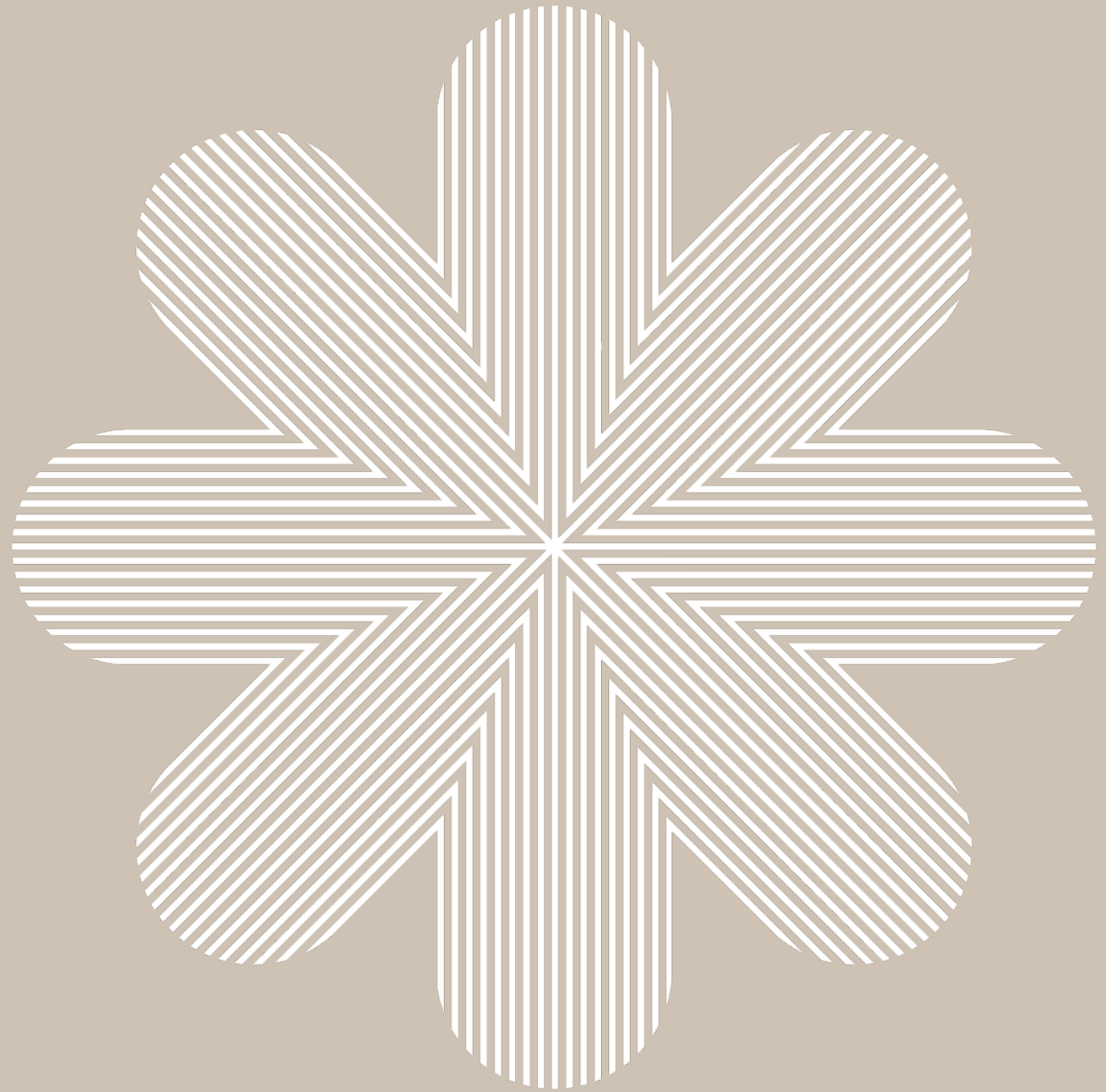
*The sweet spot of trend communication*

# LA BEL

- / Trend titles are crucial
- / Find iconic imagery

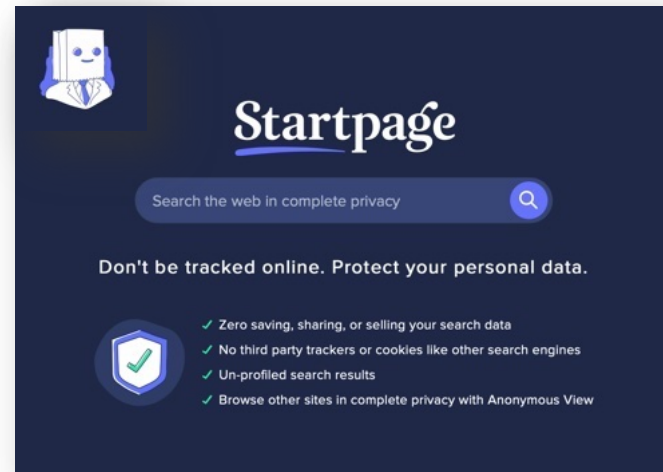


ANALYSIS  
EXAMPLE

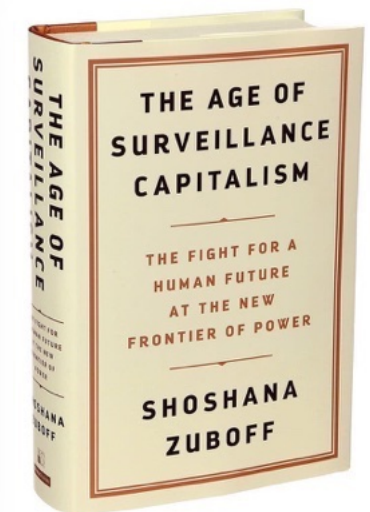
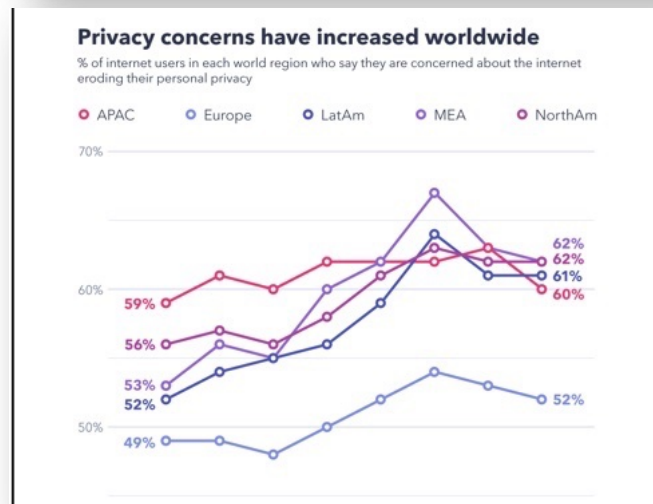




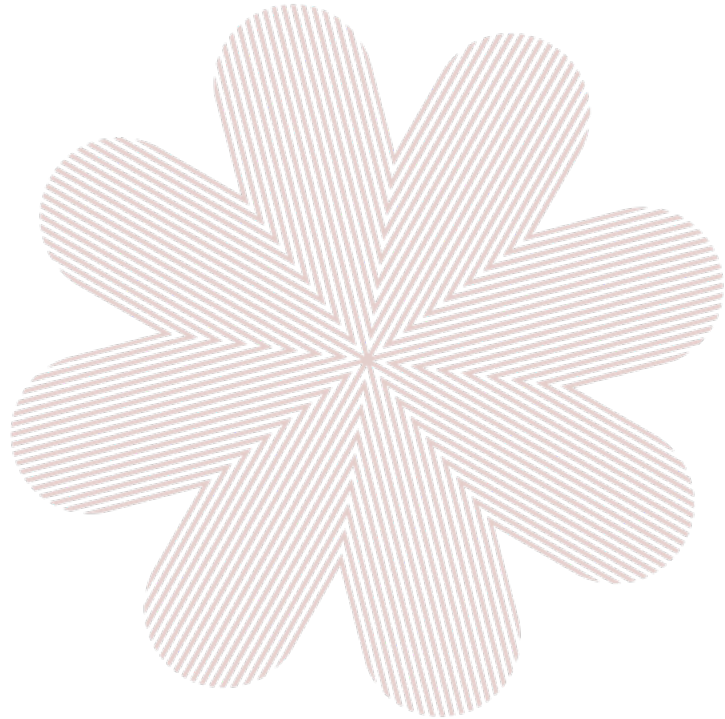
# MANIFESTATIONS



O.K., Google: How Much Money Have I Made for You Today?



# VALUES



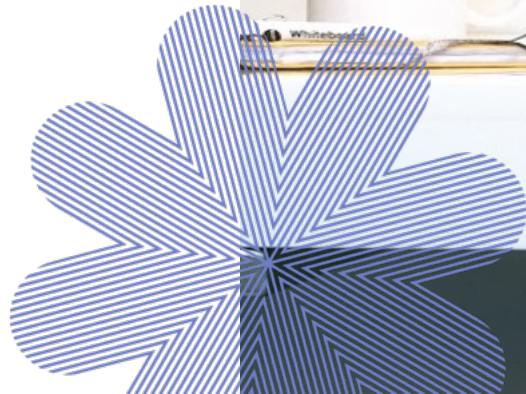
I VALUE:

PRIVACY  
ANONIMITY  
CONTROL



# UNDER THE RADAR

your 15 minutes  
of anonymity



# DELIVERABLES

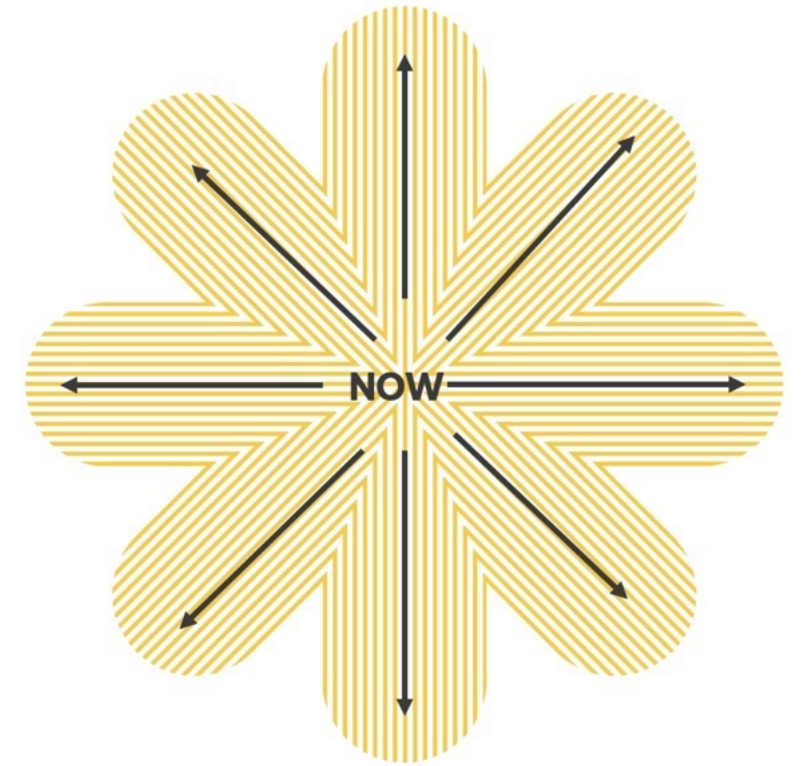
- / Trend report
- / Trend presentation
- / Trend video
- / Trend consultation
- / Trend tour
- / Trend workshop
- / Trend space / exhibition
- Etc....





# TREND OVERVIEW

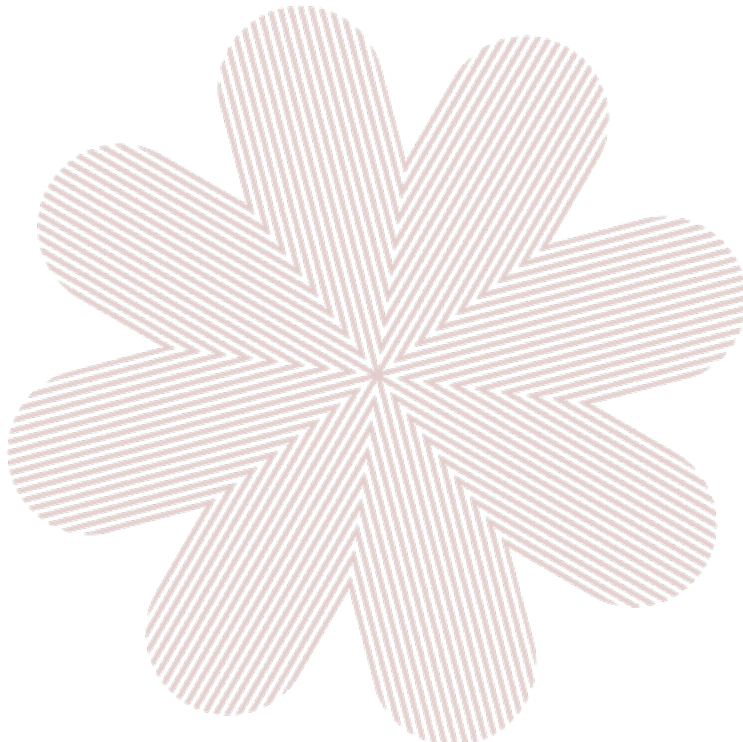
- / Instant overview – easy to share
- / Most relevant trends for your organisation
- / Text & visuals that fit your organisation
- / Organic: keep adding & deleting
- / Starting point for innovation processes



# CASE



<p><b>HYPER PERSONALISATIE</b>                  Advies is maatwerk en data kunnen je tot op individueel niveau aanbevelingen en tips geven. Personalisatie tot op de millimeter lijkt de norm.</p>	<p><b>TOTALE TRANSPARANTIE</b>                  Vertrouwen vraagt om openheid. Laten zien waarom je data wilt gebruiken, hoe je data verzamelt, welke data en wat je er precies mee doet in je analyses.</p>
<p><b>FRICTIELOOS</b>                  Sneller, gemakkelijker, efficiënter: het leven moet niet te moeilijk zijn. Data helpen om een frictieloos leven te leiden door on demand en real-time tot je beschikking te staan en je te ontzorgen.</p>	<p><b>AAN DE KNOPPEN</b>                  Wie heeft er zeggenschap over de verzamelde data? Alternatieven om datamonopolies te doorbreken zorgen voor minder afhankelijkheid en meer controle over je eigen data.</p>
<p><b>RUIMTE VOOR TOEVAL</b>                  Laat je niet te veel door een machine bepalen. Ruimte voor toeval en verassing in plaats van alles te optimaliseren en altijd voor efficiëntie te gaan. Serendipiteit versus controle.</p>	<p><b>STEVIGE STURING</b>                  Wie is de datadrigent? Steeds meer komt de roep om sturing van boven af, want big tech reguleert zichzelf niet. Er is nieuw dataleiderschap nodig: lokaal, nationaal en mondiaal.</p>
<p><b>GELIJKE KANSEN</b>                  Data zijn niet neutraal. Daarom is het van belang om te zorgen dat in het dataproces inclusiviteit en gelijkwaardigheid gewaarborgd worden.</p>	<p><b>BELEVEND BEGRIP</b>                  Voor meer inzicht en begrip in data is het van belang dat de communicatie over data aansluit bij de ontvanger. Van dashboards tot game-interfaces, een databeleving kan zorgen voor betere besluitvorming.</p>

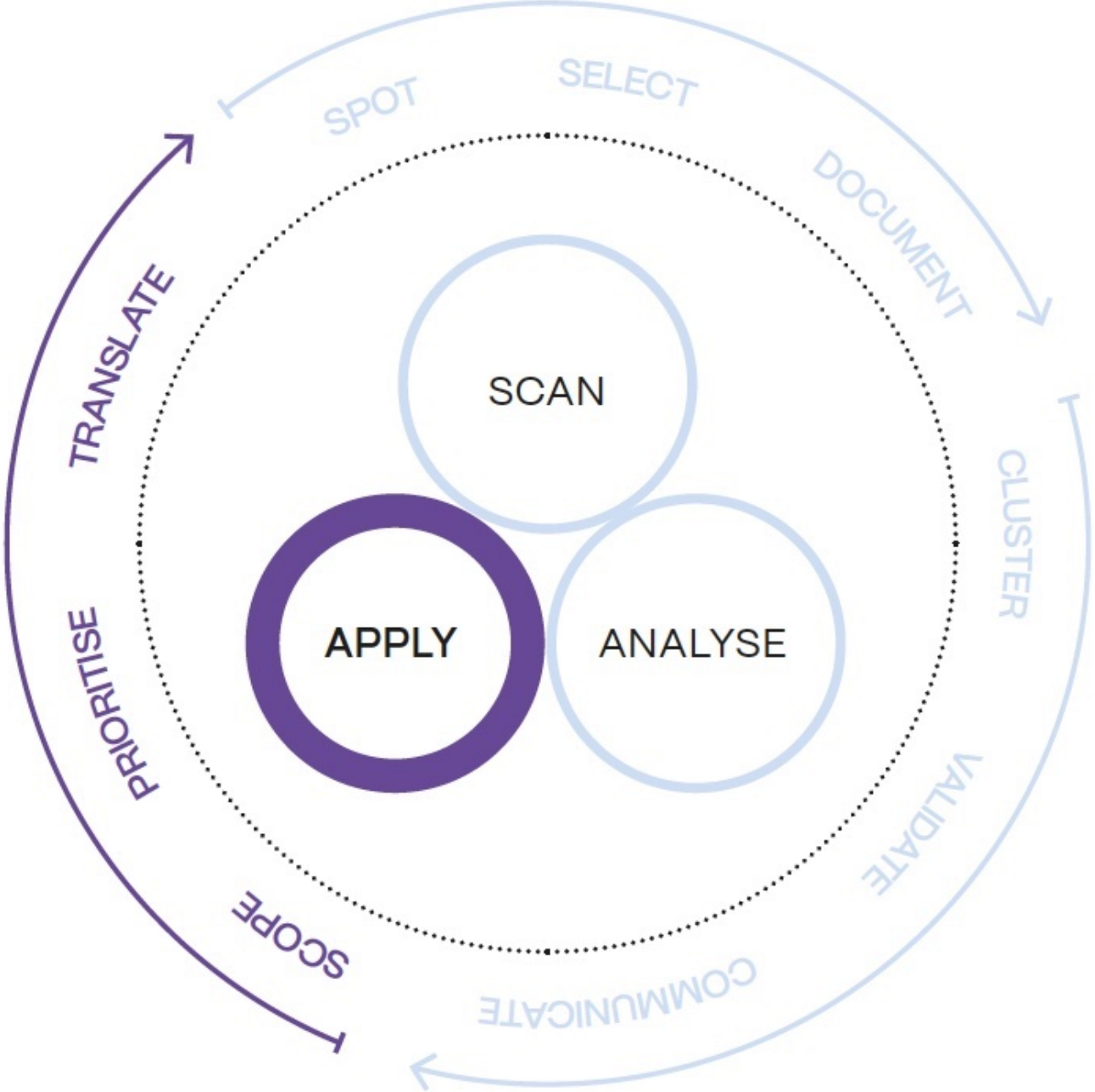


# UNGA

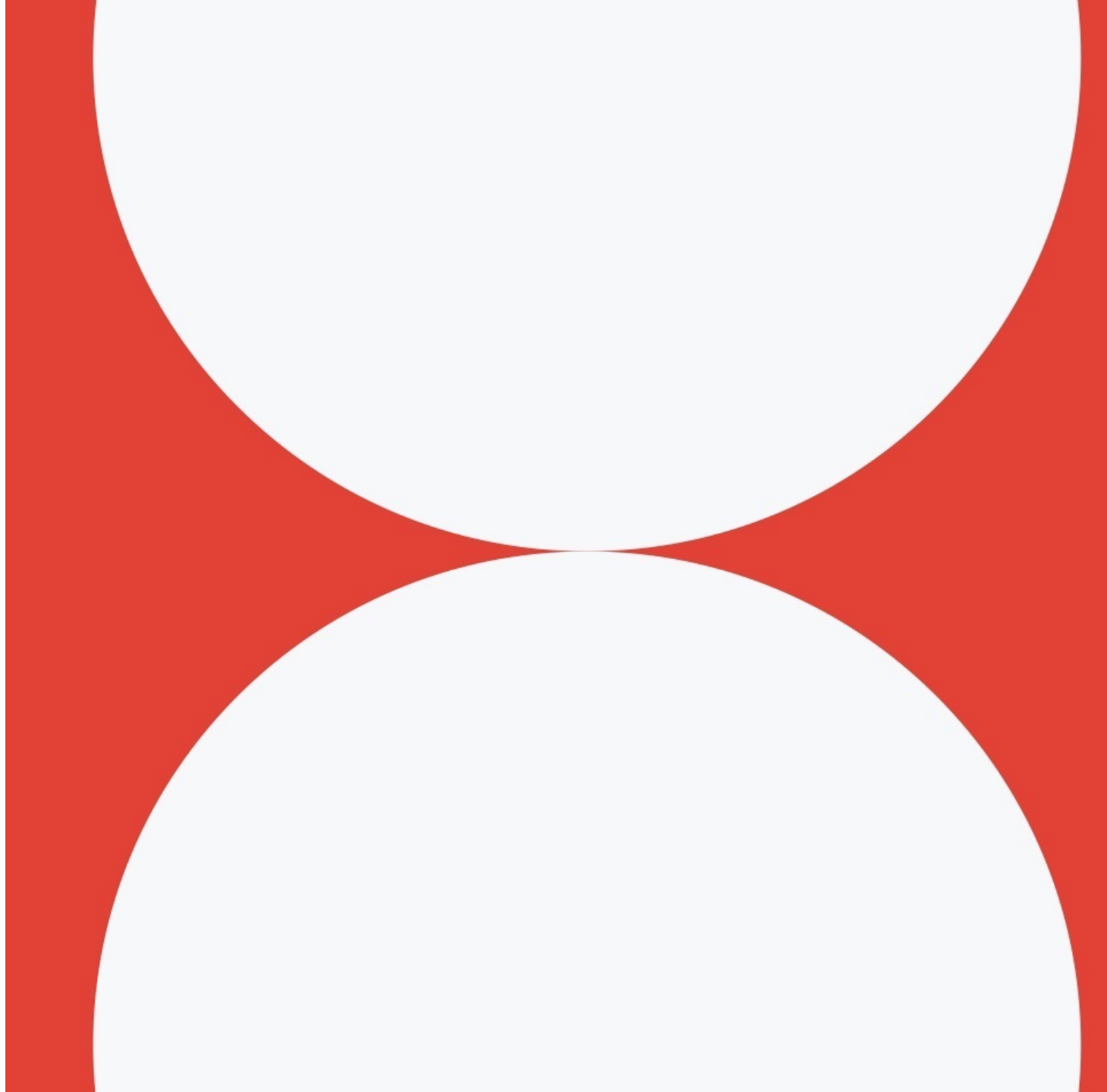
<p><b>1</b>                  Celebrate me                  See myself &amp; others represented                  Embrace &amp; celebrate differences                  Go beyond the binary</p>	<p><b>2</b>                  Blended reality                  Merging of the offline &amp; online                  Seamless integrations                  Phygital experiences</p>	<p><b>3</b>                  Super sensory                  Craving the multi-sensory                  Intimate experiences                  Engage and immerse</p>	<p><b>4</b>                  Regenerative resilience                  Sustainability to the max                  Holistic approach                  Next generational thinking</p>	<p><b>5</b>                  Total access                  Access over ownership                  Materialistic detachment                  Sharing is caring</p>
<p><b>6</b>                  Rootex detox                  Disconnect to reconnect                  Mental and physical well                  Being mindfully present</p>	<p><b>7</b>                  Gain &amp; go                  Instant gratification                  Time awareness                  Multitasking efficiency</p>	<p><b>8</b>                  Empathy building                  Boosting soft skills                  Building connections                  Countering polarisation</p>	<p><b>9</b>                  Bittersweet nostalgia                  Longing for the familiar                  Comfortable escapism                  Retro revivals</p>	<p><b>10</b>                  Crafty creating                  Everyone is a designer                  Do-it-yourself &amp; do-it-together                  Self made boosts self esteem</p>

APPLY

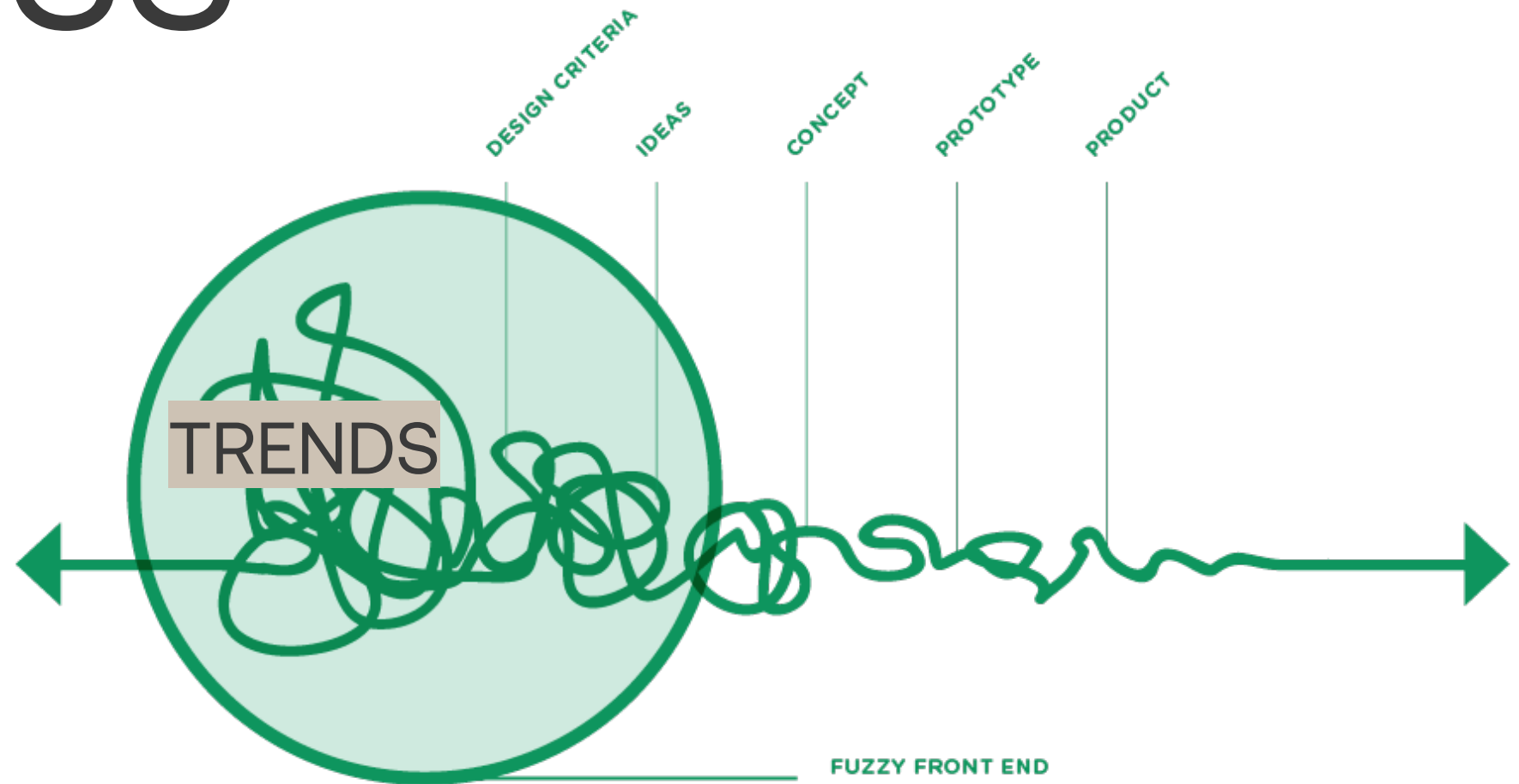
# The trend research cycle



SCOPE



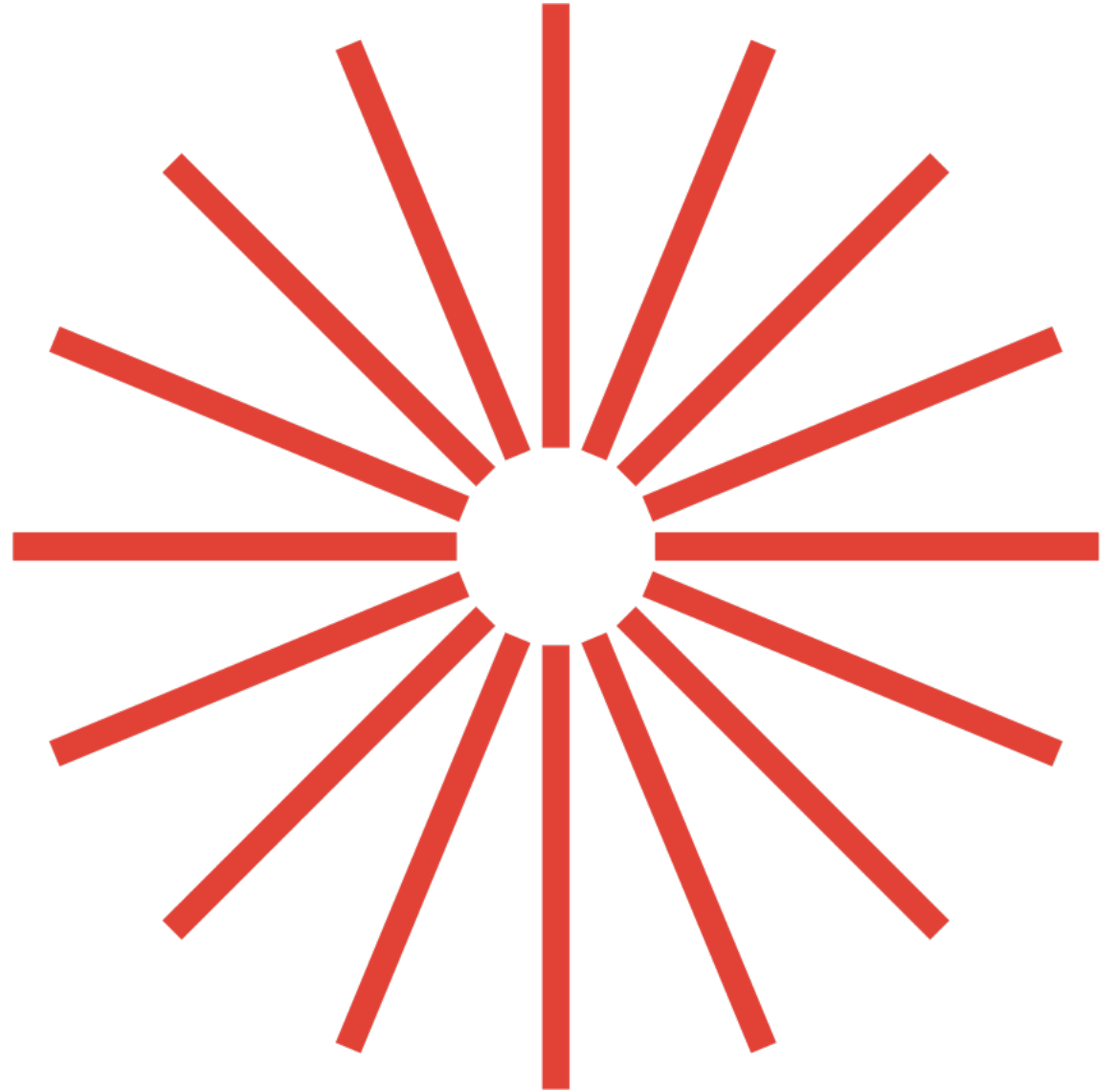
# INNOVATION PROCESS



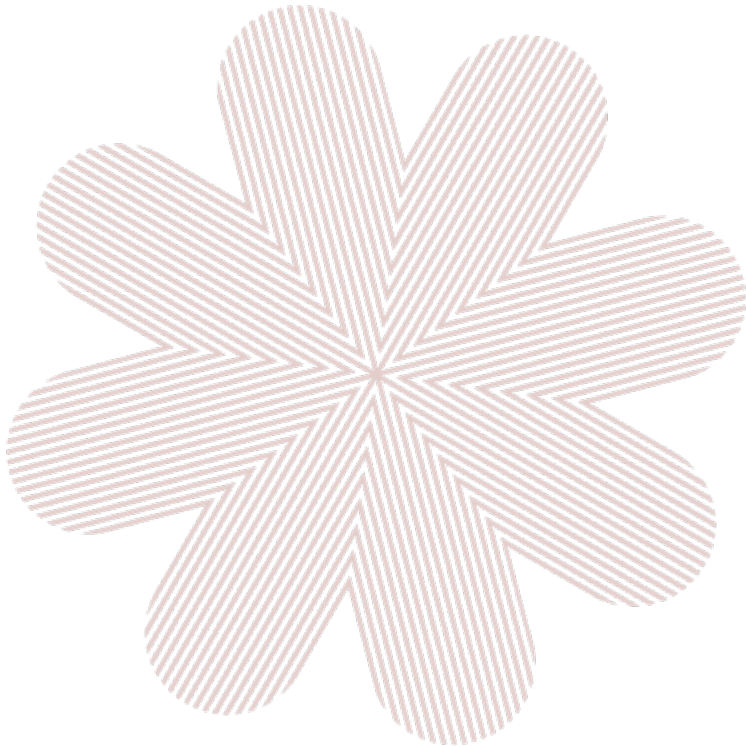


# TRENDS LATIONS

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



# CANVAS



## SCOPE CANVAS

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

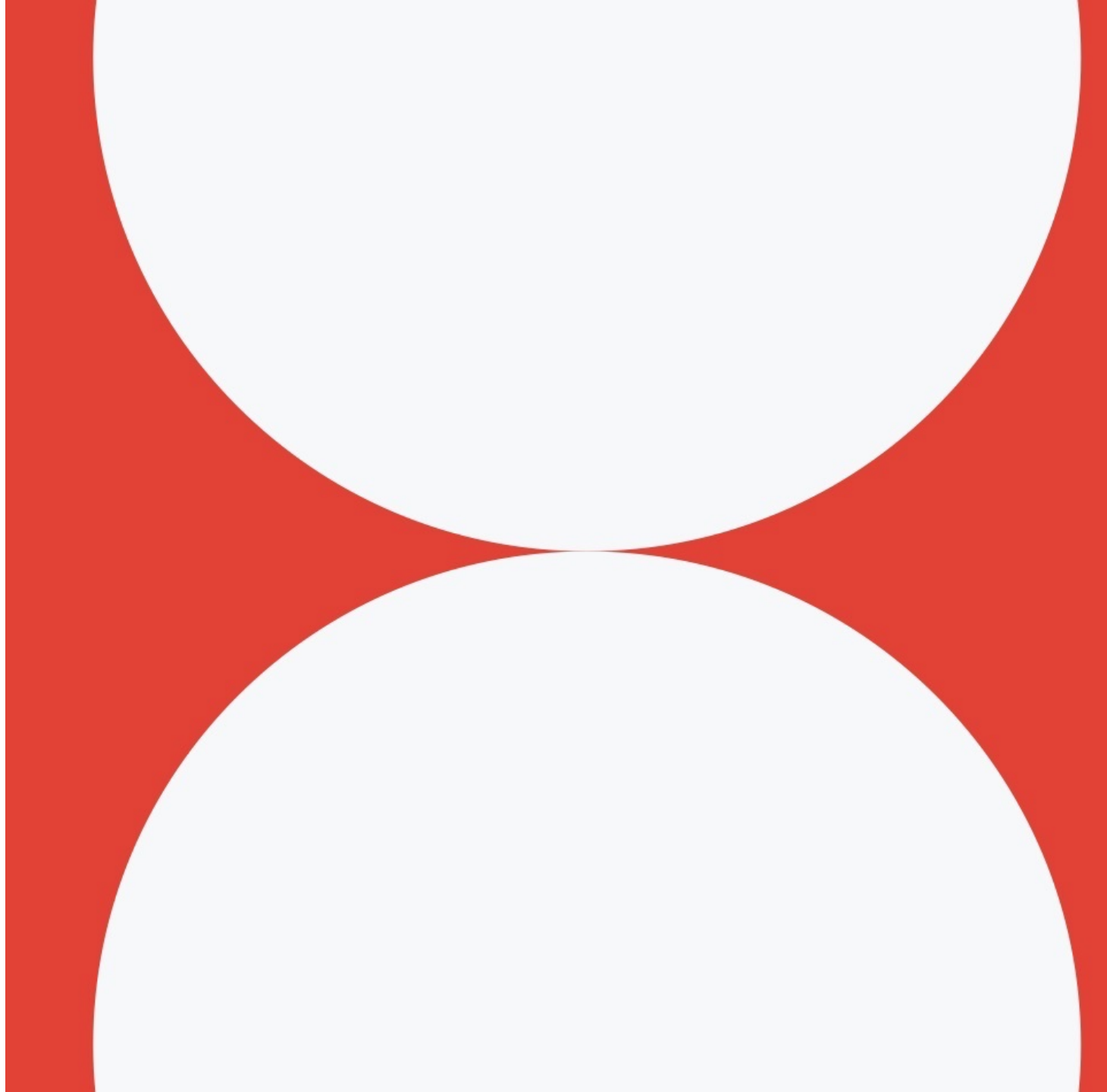
What is the main question?	Who are the stakeholders?	How are trends going to be applied?
What is the trend sensitivity of the organisation?	What is the desired deliverable?	What type of collaboration is preferred?
How will the impact be defined?	What are the budget and timeline?	_____ ?



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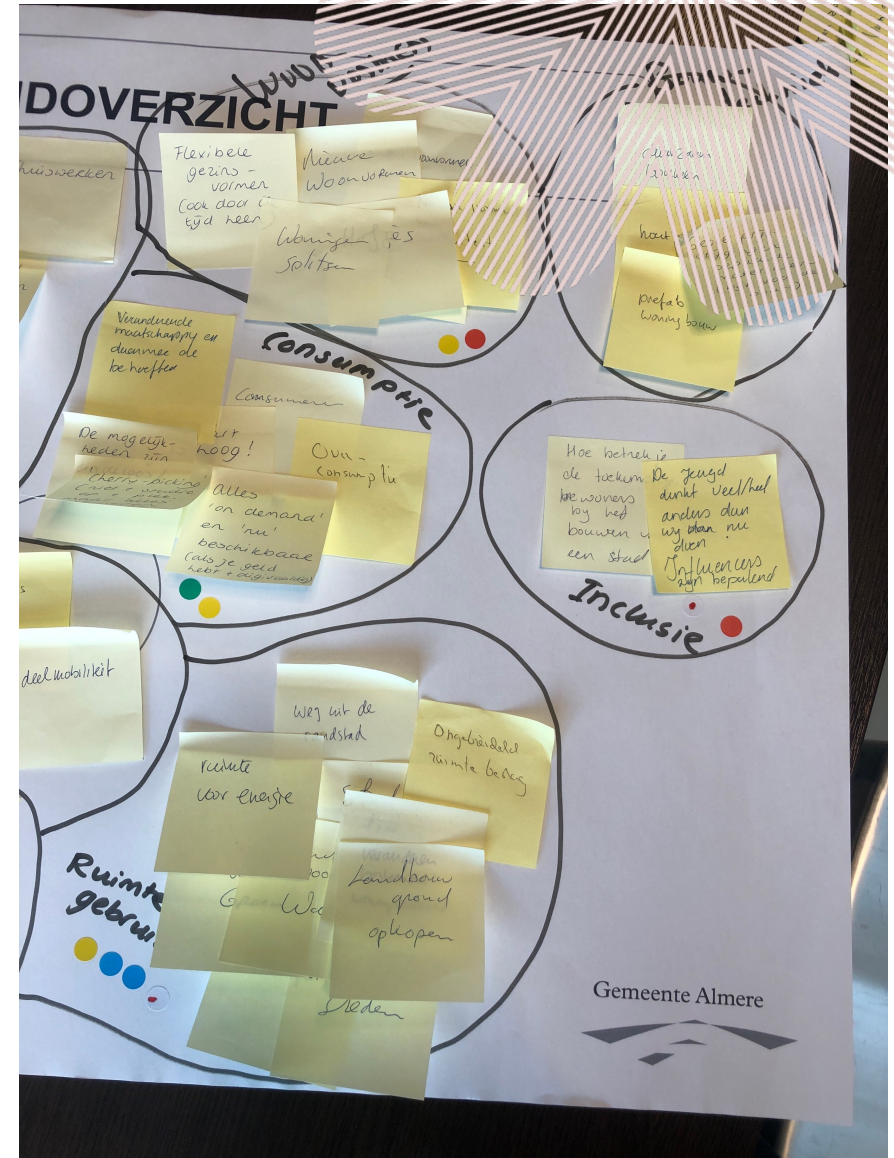
ELSEWHERE

PRIORI  
TISE



# 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.





# CANVAS

# VAS

## TREND SELECTION GRID

Choose aspects to put on the axes and plot your trends.



Write down the trends you select from the grid as most relevant and interesting for your challenge.

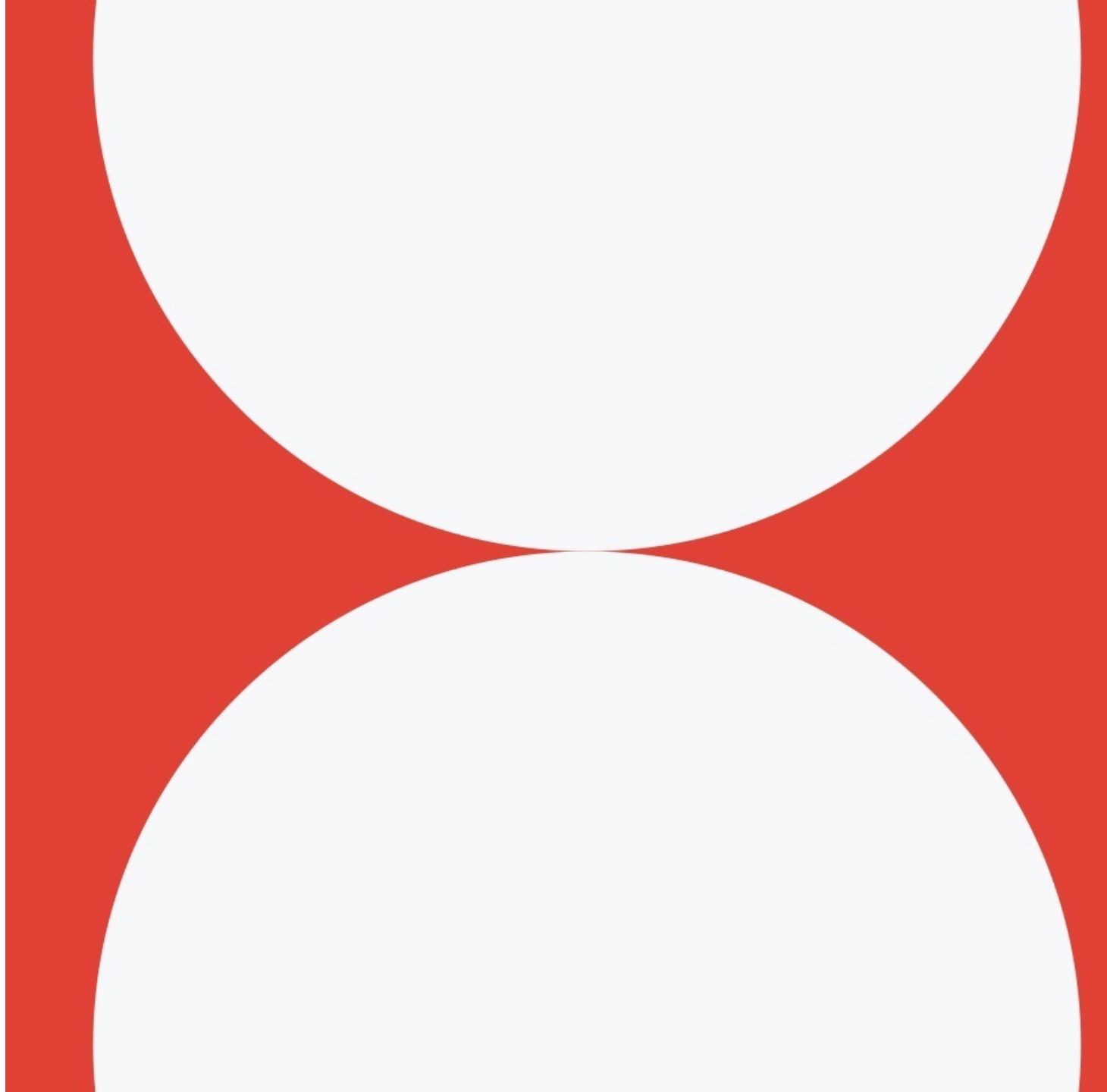


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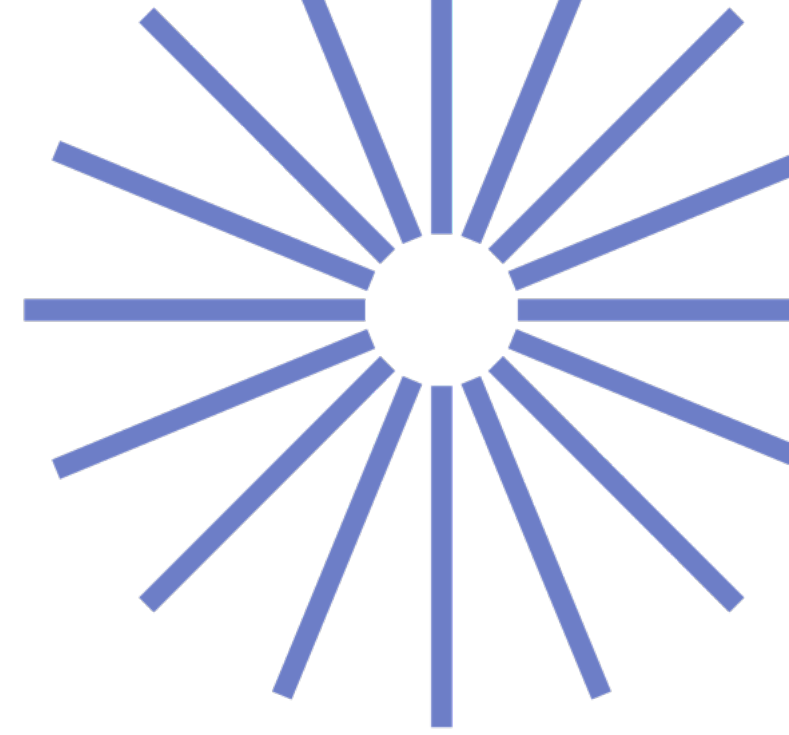
ELSEWHERE



TRANS  
LATE



# ROUTES



WHAT IF...? TREND SCENARIO

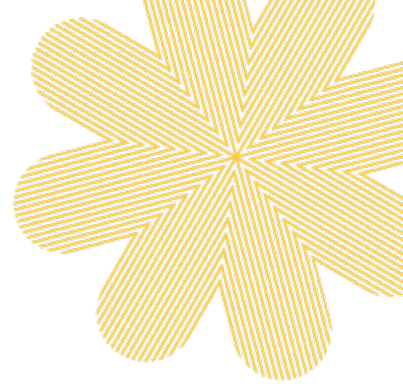
HOW MIGHT WE...? IDEA GENERATION

# 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?

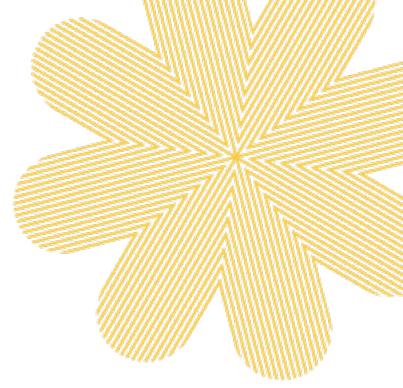


Gemeente Almere





# WHAT IF?



**B B C**

Futures Bazaar

Turning your research into market stalls selling 'provotypes'.



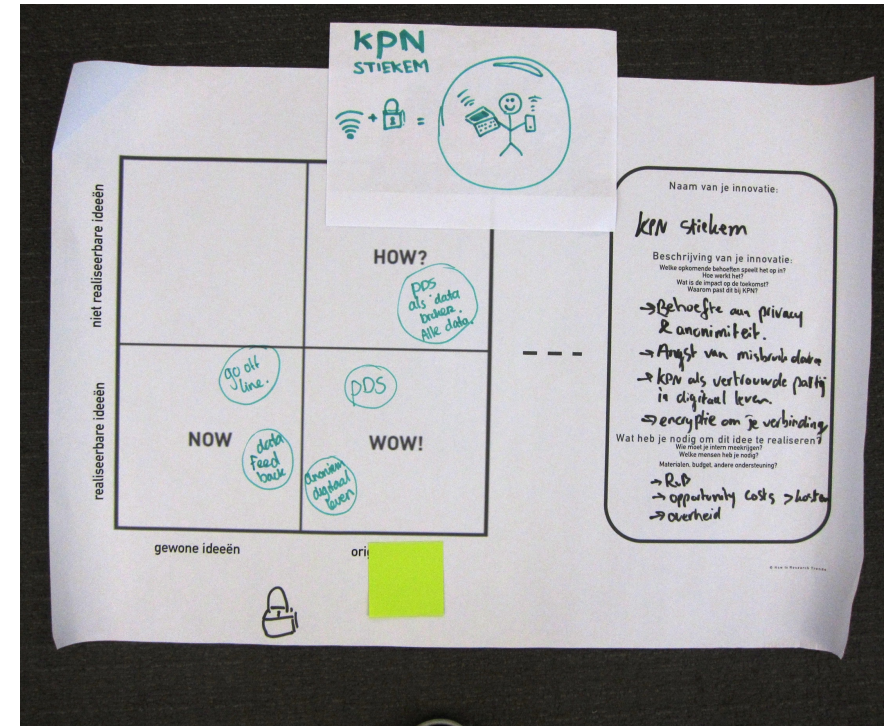
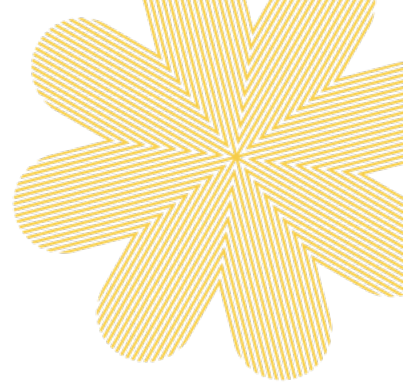


# HOW MIGHT WE?



- / 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?





# PROTO TYPING



# CASES

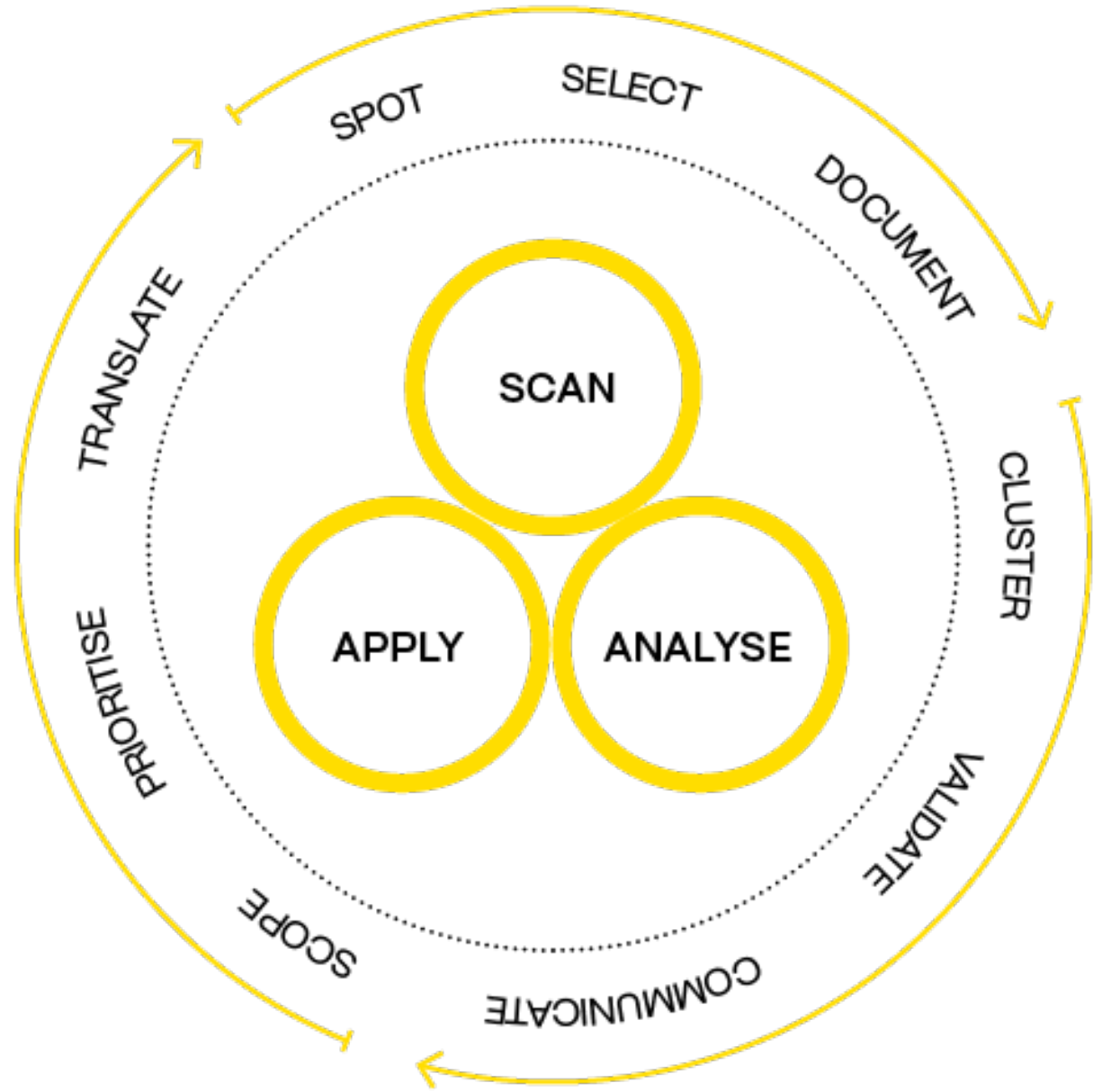


- Trends as fuel for creating new beverage brands
- Trends as starting point for NPD (new product development)
- Trends for internal reflection & strategy

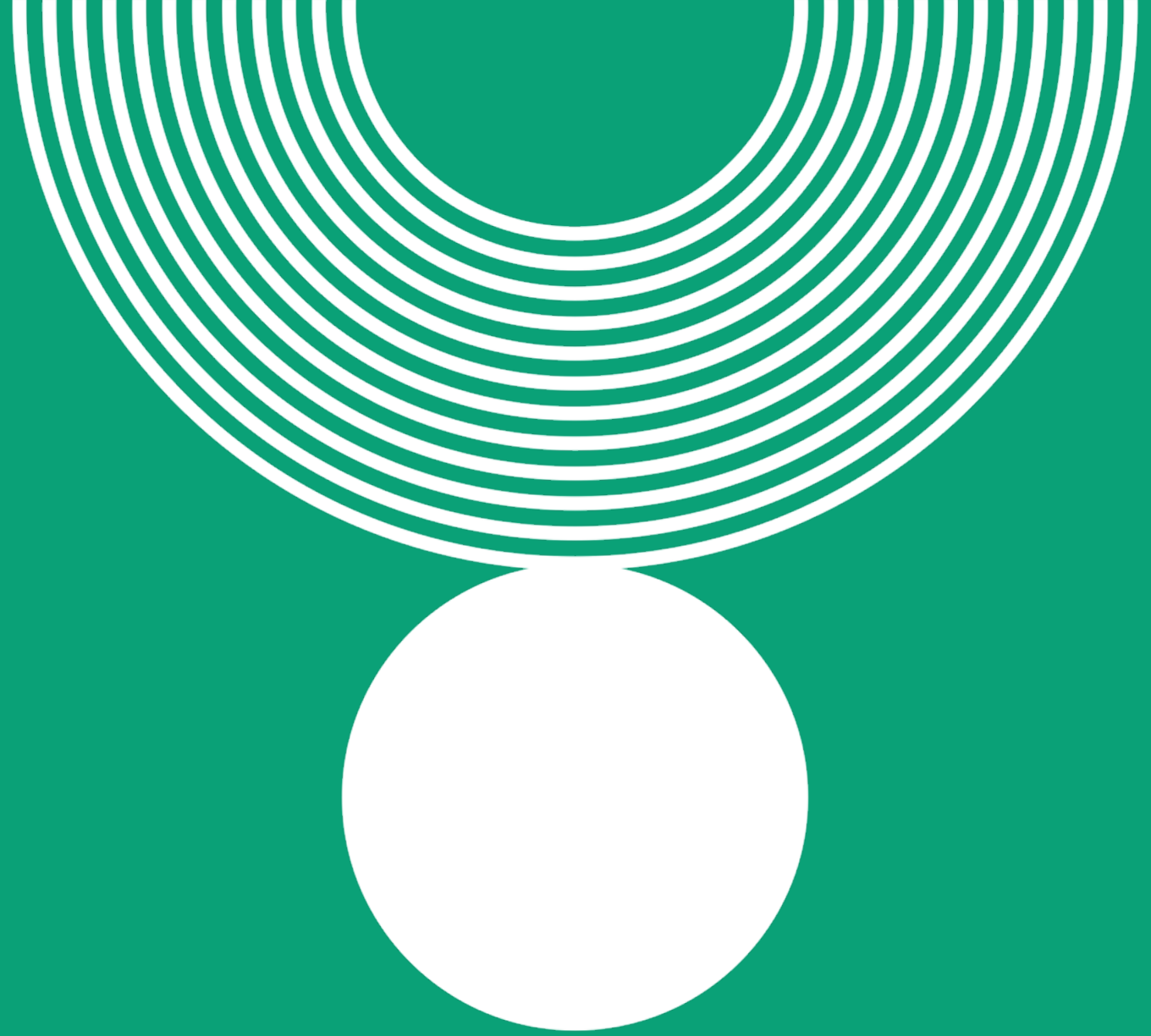


- Trends as input for pitches
- Trends as a input for design sprints & concept development
- Trends to show thought leadership

# 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



ELSE   
WHERE



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