


# MEGA TRENDS 2020

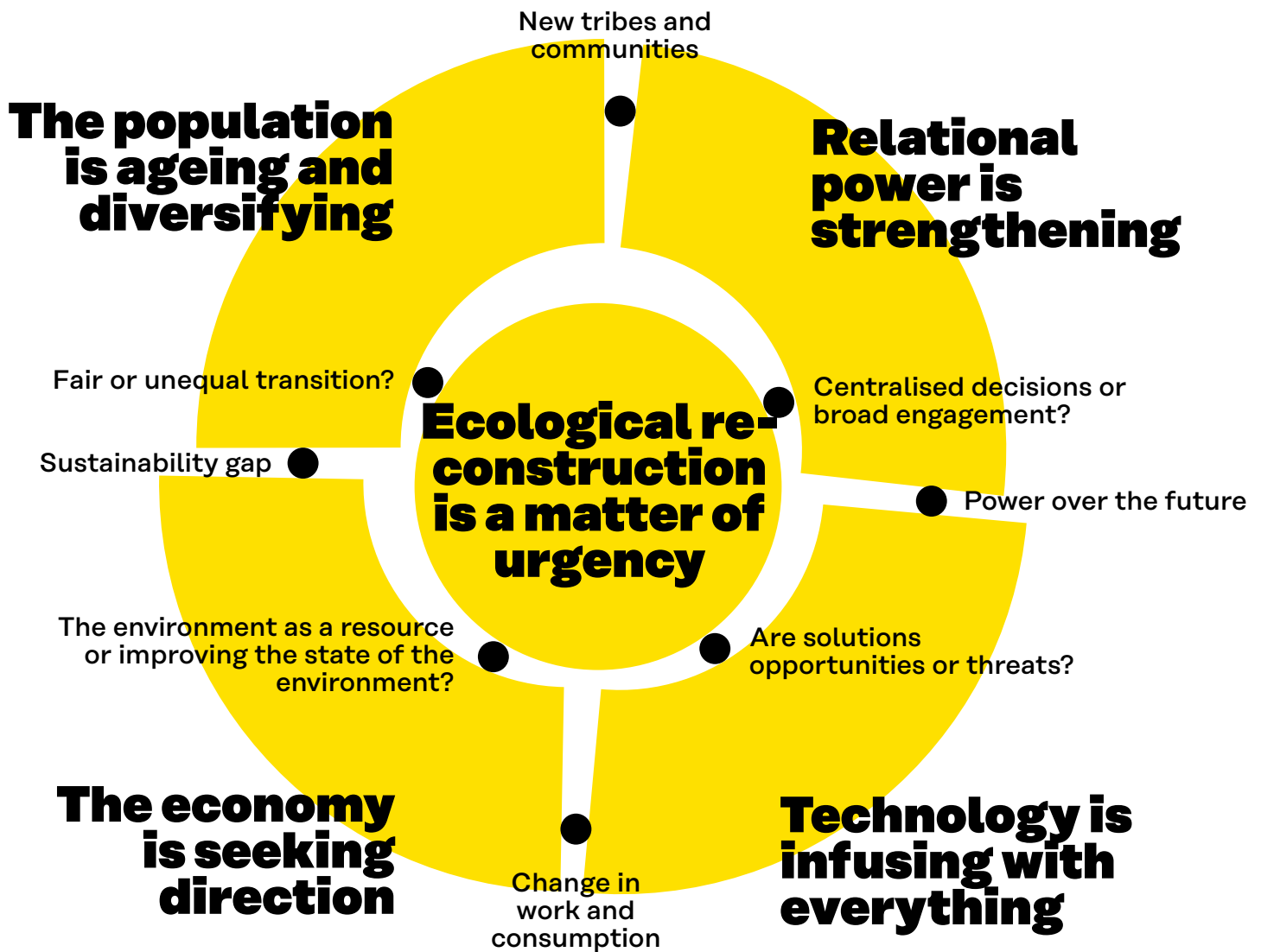


## What are megatrends?

A megatrend is a general direction of development, consisting of several phenomena, or a wide-ranging process of change. They are often considered to occur at the global level and development is often believed to continue in the same direction. Megatrends offer a good overview of major future changes, but one should interpret them from the perspective of one's own field and identify more specific trends and the tensions that exist between different trends.

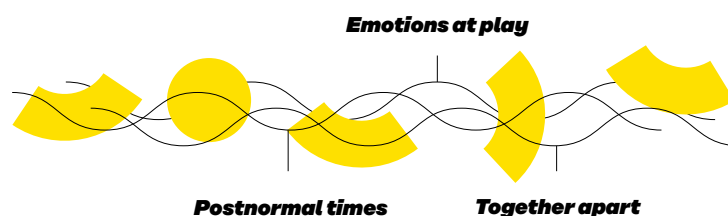
## Sitra and megatrends?

When working with megatrends, Sitra highlights the changes, tensions and questions that are important for Finland. The goal of our work is to create a foundation and a tool for a discussion that increases understanding of the changes visible in the world, especially from Finland's point of view. Sitra has worked with megatrends since 2011.



## meta-trends

A metatrend is a change that changes change or, in other words, cuts through various themes and influences changes in the trends.



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C A N V A S

## How do I use this?

- 1. Define** the perspective from which you approach megatrends (sector, organisation, country or municipality, for instance).
- 2. Discuss** the urgency of ecological reconstruction and what it means from the perspective you chose.
- 3. List** individual trends that fall under different themes (power, technology, economy, population) and are related to your chosen perspective.
- 4. Identify** the tensions and uncertainties between the trends listed under different themes and write them out as questions (e.g. birth rate versus employment rate)
- 5. Gain insights!** Opportunities to influence the future usually manifest themselves through tensions. What kinds of opportunities to act do you find?

## ... and what for?

**Support for strategy work.** The template allows you to create a shared overview of the situation and to identify questions that are essential for the future.

**Basis for scenarios.** Think about a couple of alternative future developments related to tensions or questions and form alternative scenarios based on them.

**Teaching.** Use the template to illustrate changes and to support the establishment of an overview.

## #megatrends2020

*Foresight and future-oriented work is best carried out together. Don't forget to take a photo and share the fruits of your work with others using the hashtag #megatrends2020.*

