

Mobility of the Future: Global Megatrends that will drive Mobility Innovations

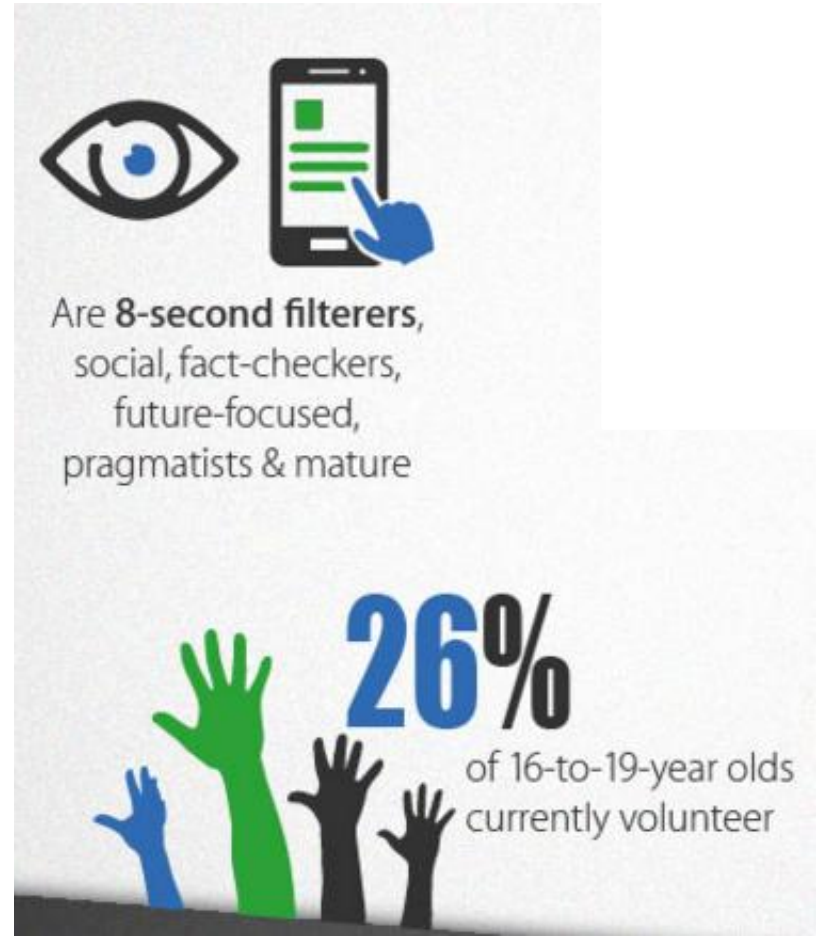
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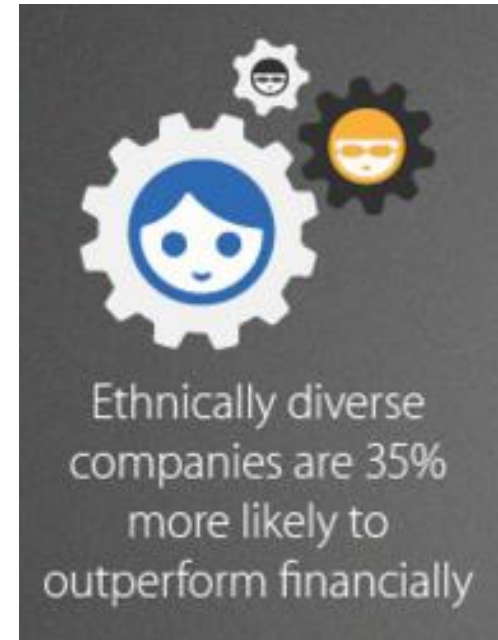
Generation Z

- The Gen Z, iGen or Post-Millennials is already here! In 2020 they will be between 20 and 25 years old and they will be the mobility consumers.
- They will demand more flexible work environments and wellness programs. They will demand more ethical and sustainable products and services and are willing to pay a premium for it. They will favour companies that are “doing good” given that they are involved in social change programs since very young age themselves.



Diversity, inclusion and education

- More women will be joining the workforce as the corporates struggling to get their policies right
- People with lesser income will travel more.
- People with disabilities will be traveling to education and work



<http://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

Shared Value

- Environmentally friendliness and social inclusion has started making good business sense

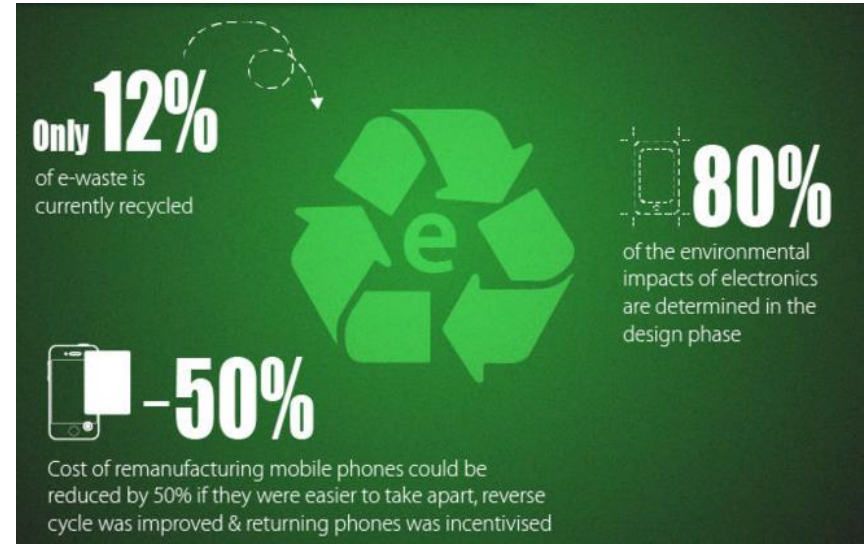


3 main categories

- ★ Reconceiving products to meet societal needs or underserved markets
- ★ Addressing social/environmental issues to reduce costs in the value chain
- ★ Improving suppliers' & institutions' capabilities for a better business ecosystem

Circular economy

- Re-thinking and re-designing the way we make stuff so we go from “Cradle to Grave” to “Cradle to Cradle”, and using renewable energy is putting the most inventive minds of innovative companies to the test towards 2020. How to maximise the use of resource inputs and minimise their wastage?



- **Renewable energy**
- **Upgradable products**
- **Multiple use**
- **Recyclable waste**

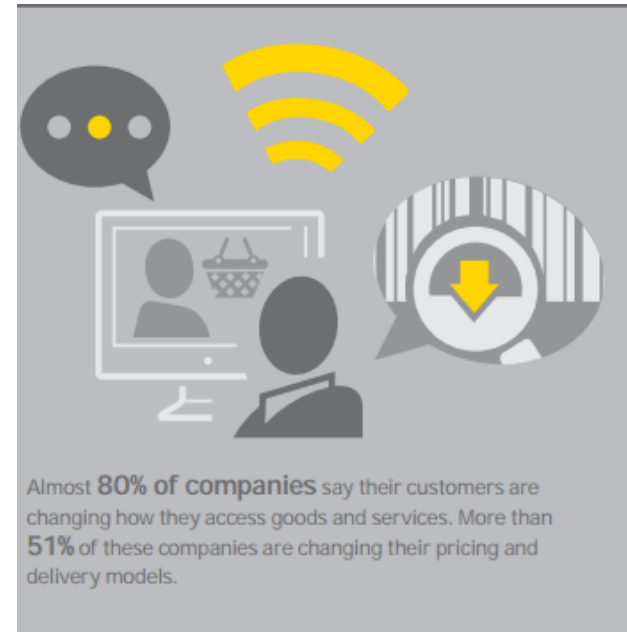
This will drive mobility innovations!

Internet of Things (IoT)

The digitalization of our physical world

- Goods and delivery
- Advancement of health – vital stats on cloud, monitoring, preventive health.
- Education – Idea Network?

Impact on land use and Mobility



Goal: to improve health outcomes & reduce healthcare costs

Challenges: infrastructure, predictive analytics, privacy & security, financial & psycho-social incentives, wellness & quality of care-focused compensation models

Cost of care for chronic disease **can be reduced from 10% to 50%** and clinical trials can have savings as high as 85%



The investment of IoT in health could increase as high as \$1.6 trillion globally

Entrepreneurship Rising

- Entrepreneurship has emerged as a desired course for Millennials as a function of both job losses during the great recession, the decaying social contract between employers and employees, as well as changing work and lifestyle preferences
- Entrepreneurs are agile and respond quickly and innovate cheaply – they will drive the solutions in the mobility market



***WINDS OF CHANGE –
WILL WE RESPOND WITH WALLS OR
WINDMILLS?***

Inspired by the Global Megatrend Analysis of Emerald Araiza
Emerald is Head of Corporate Social Responsibility at DS PRIMA.
<http://www.goodbiznetwork.org.au/index.php/csr-megatrends-2020/>

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