

Trendscape



Environmental Responsibility

“It’s important to me to make sustainable choices.”

“Dutch court orders state to reduce emissions by 25 percent within five years to protect its citizens from climate change in world’s first climate liability suit.”

- *The Guardian*

“VW Group, parent of European automakers like Volkswagen, Audi, and Porsche, will invest \$84 billion in EV development. Roughly \$60 billion of the total will be dedicated to battery production, but the company also plans to offer electric and hybrid versions of three-hundred vehicles by 2030.”

- Mashable



Extreme Convenience

“Everything I need can be delivered to my door within hours.”

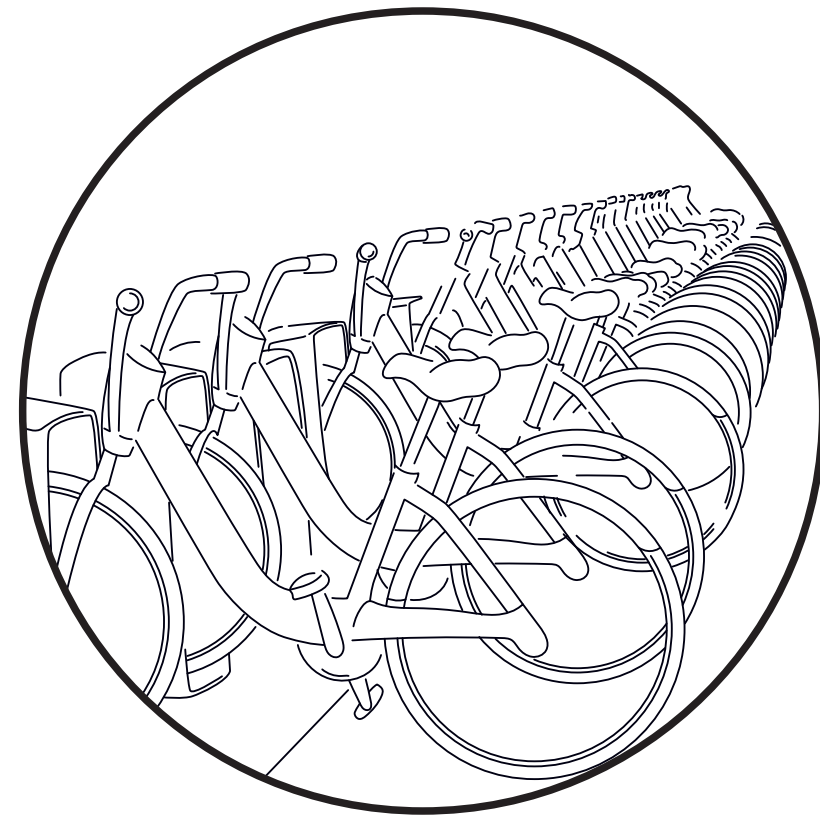
“When you’re ready to check out, you’ll see your address, an estimated delivery time, and the price of the order, including tax and booking fee. When everything looks right, just tap Place Order—and that’s it. We’ll automatically use the card on file, so you never need cash.”

- Uber Eats

“Available to those with Amazon Prime memberships and provided through a smartphone app, the service lets you order from a range of more than twenty-five thousand ‘daily essentials’ and have them delivered to your door within an hour for a \$7.99 fee. And if you’re OK with a two-hour window, the company waives this delivery fee.”

- *Wired*

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Sharing Economy

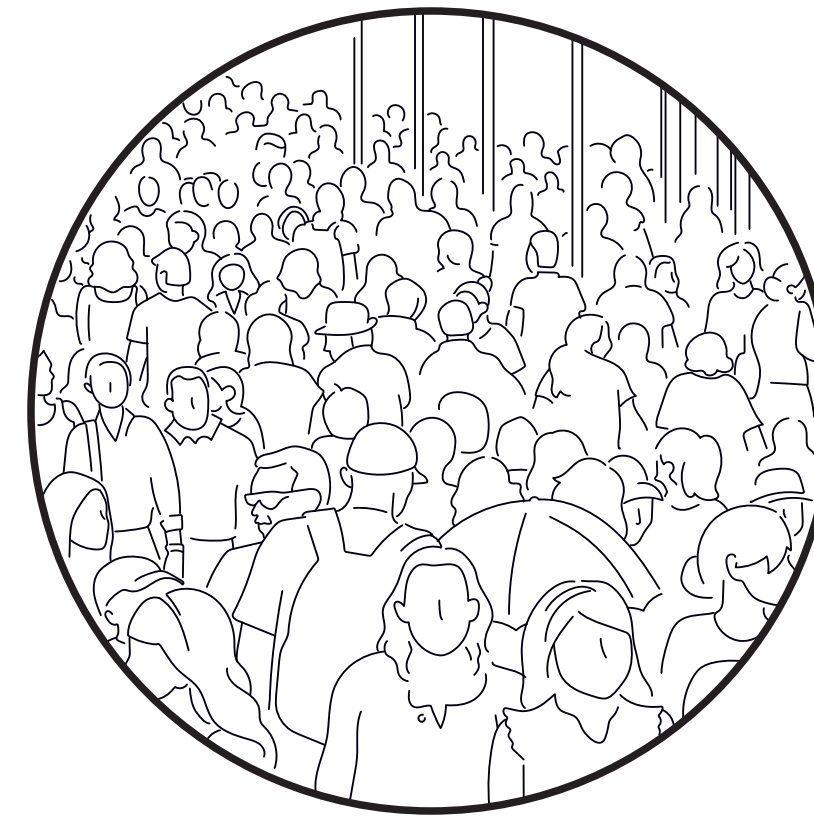
“Why buy and store things when I can just rent them when I need them?”

“The sharing economy is estimated to grow from \$14 billion in 2014 to \$335 billion by 2025.”

- Brookings

“The number of public-use bicycles available around the world has more than tripled between 2013 and 2016. By the end of 2016, nearly 2.3 million bikes were available to the public around the world, with 1.9 million of these located in China alone.”

- Statista



Urban Density

“Living in the city is so convenient—everything is just outside your door.”

“Today, 55 percent of the world’s population lives in urban areas, a proportion that is expected to increase to 68 percent by 2050.”

- United Nations

“The data is eye opening. The United Nations, in 2009, and the International Organization for Migration, in 2015, both estimated that around 3 million people are moving to cities every week. Approximately 54 percent of people worldwide now live in cities, up from 30 percent in 1950. Sources estimate this will grow to 2/3 of world population in the next fifteen–thirty years.”

- Grayline Group

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Experience Economy

“We try to spend more time and money on experiences with each other than on stuff.”

“In 2017, international tourist arrivals reached a new record high at over 1.3 billion, according to the latest UNWTO Tourism Highlights. The sector has now seen uninterrupted growth in arrivals for eight straight years. It also represents 10.4 percent of GDP, and in 2017 the tourism industry supported 313 million jobs or one in ten jobs globally.”

- World Bank

“In fact, over the past few years, personal-consumption expenditures (PCE) on experience-related services—such as attending spectator events, visiting amusement parks, eating at restaurants, and traveling—have grown more than 1.5 times faster than overall personal-consumption spending and nearly 4.0 times faster than expenditures on goods.”

- McKinsey



Smart-City Platforms

“My city government is always making improvements based on the data they collect.”

“By providing easy access to data—free of charge—we aim to help you put them to innovative use and unlock their economic potential. The portal is also designed to make the EU institutions and other bodies more open and accountable.”

- EU Open Data Portal

“The widespread availability of low-cost sensors and advanced networking technologies is fueling the IoT [internet of things] phenomenon and helping shape the smart-, connected-city market. Gartner, the research and advisory firm, projects that by 2020, 9.7 billion devices—including buildings, cars, streetlights, and parking meters—will be connected in smart cities around the globe.”

- MIT Technology Review

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Overwhelmed Infrastructure

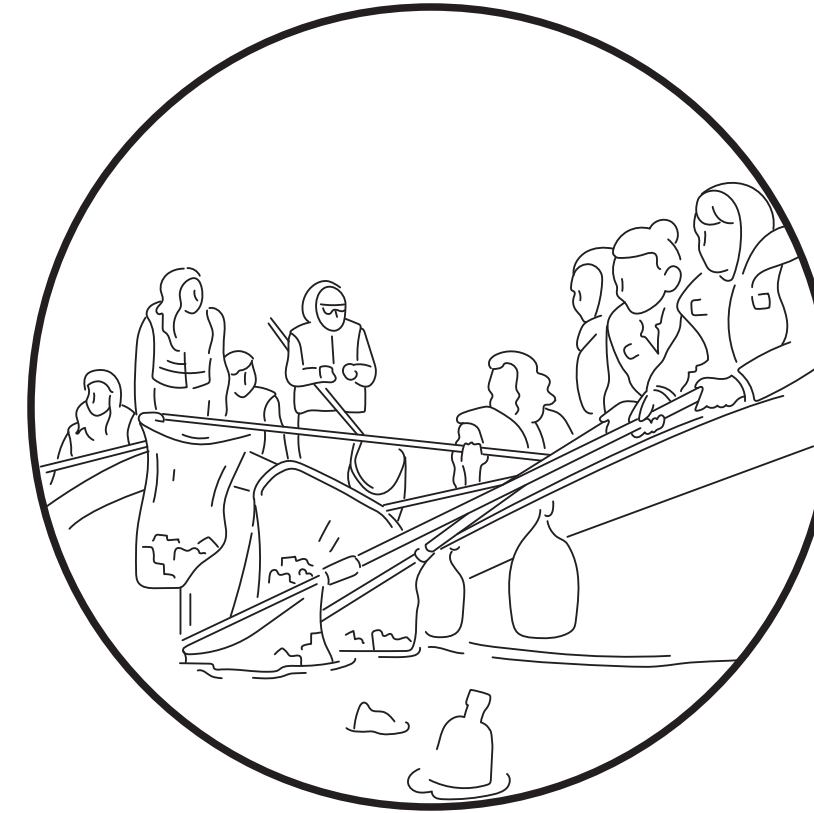
“Getting through the city during rush hour is a nightmare.”

“According to the municipality of Amsterdam, the last fifteen years has become busier on the canals. There are about eighteen thousand pleasure boats in the capital.”

- NOS Journaal

“With 5 million people commuting each day and more bicycles than their population, the country simply doesn’t have the infrastructure to accommodate the high and growing demand for bicycling.”

- ZDNet



Clean Water

“Swimming in the canals shouldn’t feel like a risk.”

“Of the 912 million people living in the WHO European Region, in 2015 more than 62 million lack access to an adequate sanitation facility and 14 million do not use a basic drinking-water source.”

- World Health Organization

“New technologies are promising to transform wastewater into a resource for energy generation and a source of drinking water. Modular hybrid activated sludge digesters, for instance, are now removing nutrients to be used as fertilizers and are, in turn, driving down the energy required for treatment by up to half.”

- *The Guardian*