

NAME & SURNAME

COMPANY NAME:

LOOK OUTSIDE

EXTERNAL ANALISYS PHASE: comparing with 3 main global trends



BIOSPHERE & NATURAL RESOURCES

Biosphere under attack: scarcity of water, higher demand of materials, energy, climate changes will bring to migrations, new lifestyles and new technologies for environment protection.

- reduction of energy consumption
• new eco-friendly products or technologies
• production and logistics should be optimized
• require less materials, less energy, though without reducing quality
• substitute resources
• life cycle thinking

DEMOGRAPHY & SOCIETY

In 2030 there will be 8,4 billion persons. Society will be older, multi-racial and urbanized. Boom of Alzheimer and Parkinson. Public health and pension systems are under pressure.

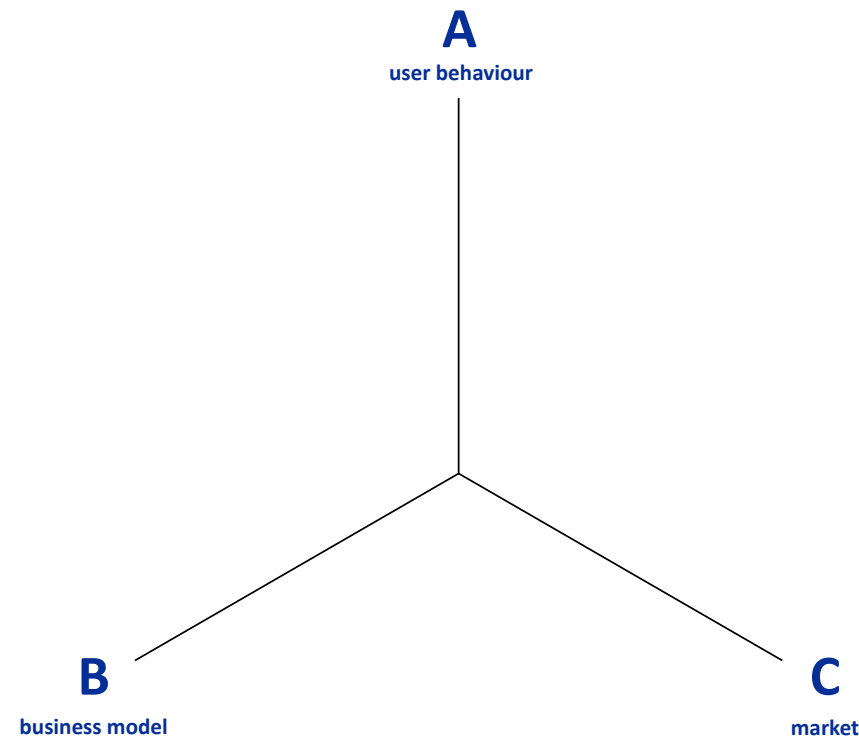
- business culture: consider the local taste and traditions of growing regions
• percentage of immigrants are highly qualified: integrate the needs of foreign
• consider the increasing customer segment of people aged 60 and over
• consider countries with very youthful populations: low-cost
• low cost: performance limited to a narrow set of functions

GLOBALIZE NEW ECONOMY & NEW TECHNOLOGIES

Boom of emerging Countries, Social economy, collaborative knowledge. Impact of innovative technologies (Key Enabling Technologies). New type of ownership, sharing economy. Smart accessories for smart economy.

- due to the strong economic growth in many developing countries, their demand for international brands adapted to new markets is rising fast
• companies should take advantage of this by focusing on those markets via exports or reassessing their global footprint strategy
• the innovation should be driven by the market acceptance and feedbacks
• economy is going to get digital

INSPIRING CASES



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