

## Instruction:

Print each page on a **single A4** yellow paper

**Competition for the most technological products between companies is increasing at the same time as they need to adapt their business models**



The USA and Europe no longer lead the world in the knowledge economy. A “**New knowledge world order**” is emerging, with Asia as a hub.



**The war for talent  
grows  
increasingly  
fierce, with a  
greater workforce  
diversity  
providing  
competitive  
advantage.**



Workplaces are  
increasingly virtual,  
using **brain computer  
interfaces** and **virtual  
reality**.

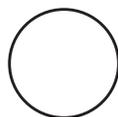




**Consumers**  
are  
increasingly  
**concerned**  
about  
**ethics,**  
**resource**  
**use** and  
**their health.**



**Access to  
funding** remains  
the biggest  
hurdle to  
develop  
research,  
development  
and innovation



# Politics

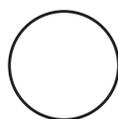
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Voting in  
elections goes  
**online-only,**  
and elections  
are **regularly**  
**challenged**

# **Economy**

Physical money  
is replaced by  
**contactless  
payments** with  
all transactions  
**monitored by  
the public  
authorities**

**Developing  
countries  
continue to  
grow their  
share of capital  
inflows and out  
flows**



**Fresh water  
becomes  
scarce and  
triggers war  
and/or mass  
migration**



**Water  
scarcity  
challenges  
food and  
energy  
security**



**Climate change and  
extreme weather events  
demand proactive  
measures to adapt or  
develop resiliency**



Citizens become  
**increasingly**  
**concerned** about who  
has access to **private**  
**health data** after a  
significant breach



**Components, materials,  
and other consumable  
parts become **more  
expensive** due to  
political or other activity**



○

**All western countries  
shut down their  
borders to refugees  
and migrants**



 COMPASS

# **Society**

The  
**population**  
**is ageing**  
in all  
**countries**

 COMPASS





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**Health care  
becomes more  
connected to  
daily life  
through the  
growth of  
mobile and  
social health  
solutions**

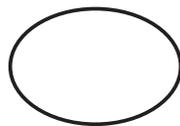
# **Health Issues**

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**Medicine  
treatments  
are  
increasingly  
personalized**



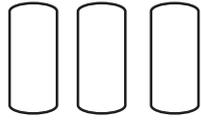
**Deadly outbreaks  
of  
antibiotic-resistant  
infections increase  
pressure on  
medical  
infrastructure**



## Technology

Consumers are increasingly using **mobile devices** making their more agile but also leading to a “**mobile first**” world





**Mobile  
phones start  
to move onto  
more  
integrated  
brain  
computer  
interfaces**



Governments  
expect  
companies to  
**give up data on  
users** of their  
systems without  
warrants





