

ANALYZE

EXAMPLES

How are other innovators applying this trend?

BASIC NEEDS

What fundamental human needs does this trend address?

EMERGING EXPECTATIONS

What new human behaviours, mindsets, and expectations emerge when these Drivers of Change meet these Basic Needs?

TREND

DRIVERS OF CHANGE

Why is this trend emerging now?
What's changing?

SHIFTS

:

TRIGGERS

.....

APPLY

INNOVATION TYPE

Product / Service / Campaign / Brand /
Strategic Direction

YOUR INNOVATION

WHO

Which customer, client, or staff groups do you want to serve?



RESILIENCE MINDSETS

In the wake of the pandemic and amid a more turbulent world, consumers are increasingly seeking new forms of personal resilience and control.

This RESILIENCE MINDSET will impact consumer choices and behaviours around food. Consumers will embrace food brands, services, and systems that offer increased reliability, local control, and peace of mind.

URBAN FARMING

CRATE TO PLATE

Urban farming startup to open two new locations in and around London



PRODUCTION

UNILEVER

Food giant trials
new hyper-local
nano-factories



CAMPAIGNS

GINSTERS

UK food brand allows consumers to have potato and onion seeds sown on their behalf



MOVEMENTS

MILLION GARDENS MOVEMENT

Elon Musk's brother
launches US
movement to
empower all to
grow their own food



The image shows a landscape with a dense forest of tall, thin trees. The sky is bright blue with scattered white clouds. The entire scene is mirrored vertically, creating a symmetrical effect. A black rectangular box with a white border is centered horizontally across the middle of the image, containing the text "SIMULATED EVERYTHING" in white, bold, uppercase letters.

SIMULATED EVERYTHING

Autonomous vehicles, robots, and sensors are coming to farms. And they're making available a tsunami of data about the physical environment in which they're situated.

One consequence? It's becoming possible to build ever-more sophisticated simulations of farms, livestock, and production processes. Now, farmers and others will turn to these simulations to help them plan ahead, optimize output, and even launch new products.

DIGITAL TWINS

AGRONOMEYE

Startup builds digital twins that help farmers maximise yields, optimize sustainability, and more



PRODUCTS

SPACE BIG DATA RICE

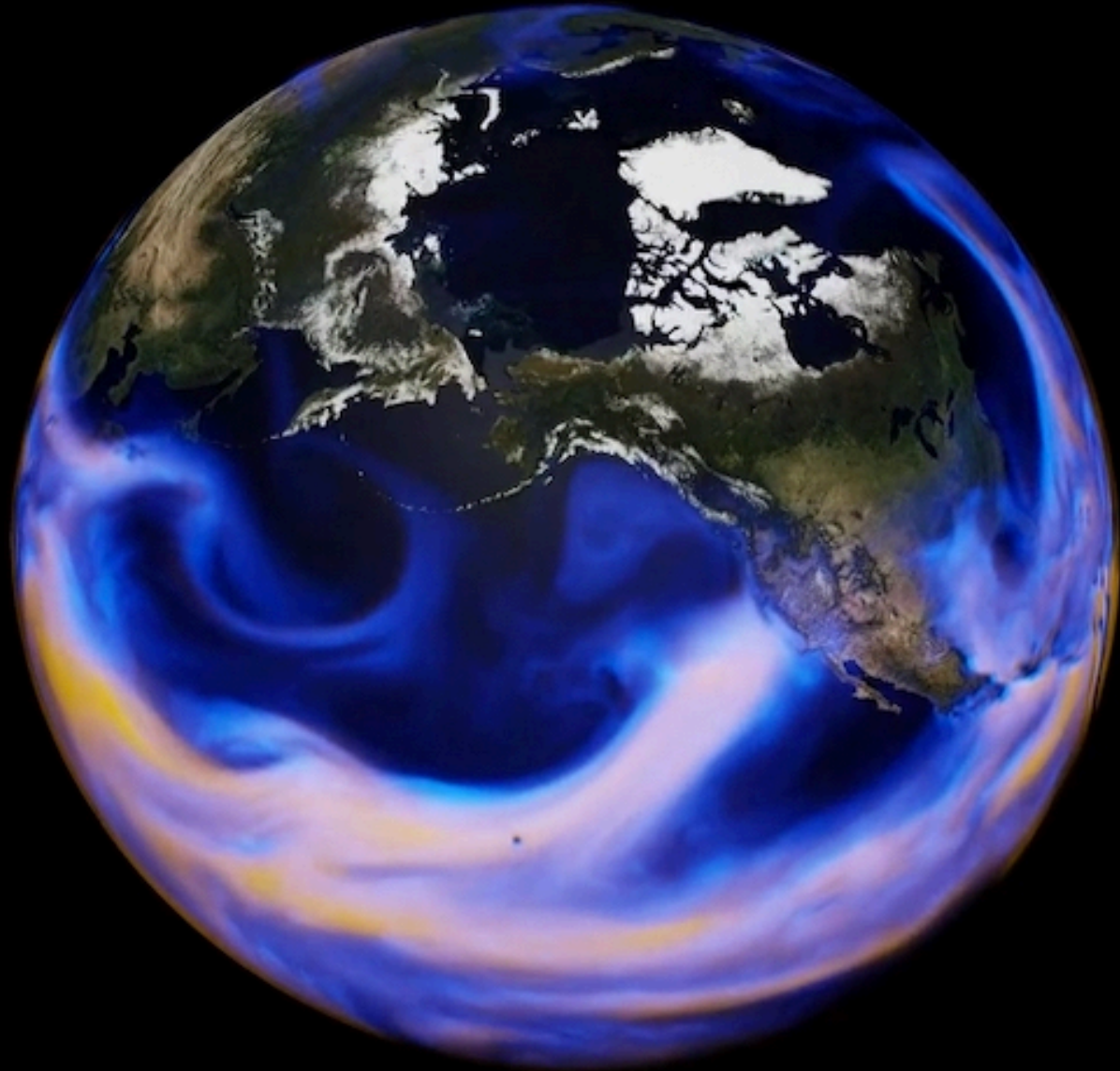
Rice grown in
Japan using data
from satellite
images



CLIMATE

NVIDIA

Chip and AI giant
building
supercomputer
simulation of Earth's
climate



A hand wearing a white glove holds a wand with a glowing blue trail. The background is a solid purple color. A black rectangular box with a white border is centered over the image, containing the text "CARBON ZERO MAGIC" in white, bold, uppercase letters.

CARBON ZERO MAGIC

Both consumers and businesses are questing after more ethical, sustainable foods.

Meanwhile, expectations when it comes to food continue to cycle ever-higher, as millions seek foods that are healthy, smart, personalized, and more.

*Now, those two stories are converging. Rising numbers will demand foods that are both sustainable *and* magical. Welcome to the world of CARBON ZERO MAGIC.*

UPCYCLING

NESCAFE

New Cascara soft drink made from upcycled coffee berries



UPCYCLING

EPIC CLEANTEC

San Francisco beer
made from upcycled
apartment block
greywater



AI

NOTCO

Startup uses
proprietary AI to
create optimized
plant-based meat
replacements



GENETICS

VOW

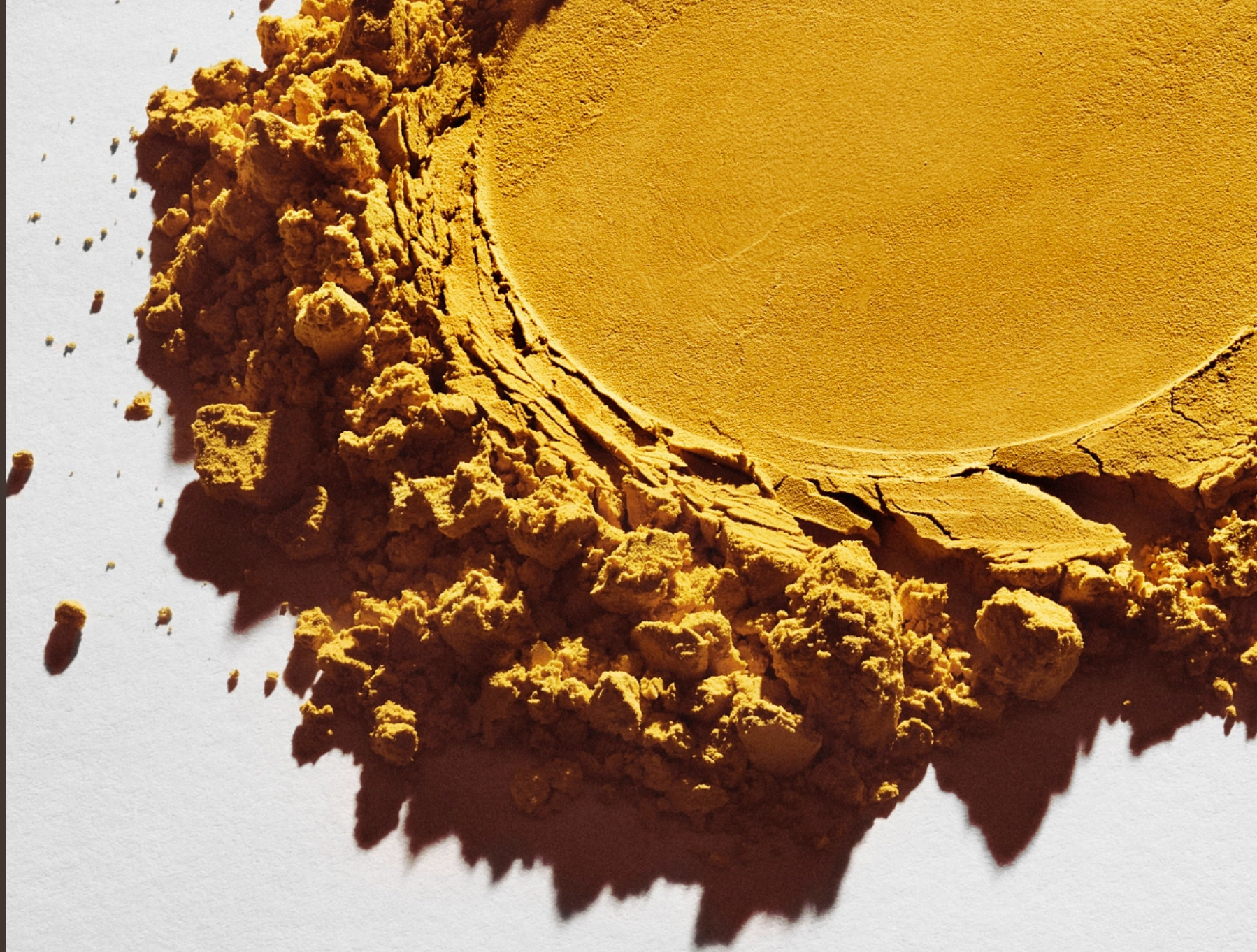
Food tech startup
creates meatball
using 'mammoth
DNA'



MAGIC

SOLAR FOODS

Solein is a new protein 'made from thin air'





PUBLIC GOODS

The quest for a new kind of business — one that is ethical, transparent, and regenerative — is an ongoing megatrend.

One powerful way for any organisation to address this shift? Take an innovation or piece of IP that addresses a big shared challenge and open source it for the world to use.

CHALLENGE

OPENAI

CEO says company
will release
technology only
when society is
ready



SHARE IP

BUMBLE

Dating app open sources AI that detects unsolicited nude pictures



ECOSYSTEM

ZARA & RENEWCELL

Fashion giant
partners with startup
for collection based
on revolutionary fiber
Circulose

