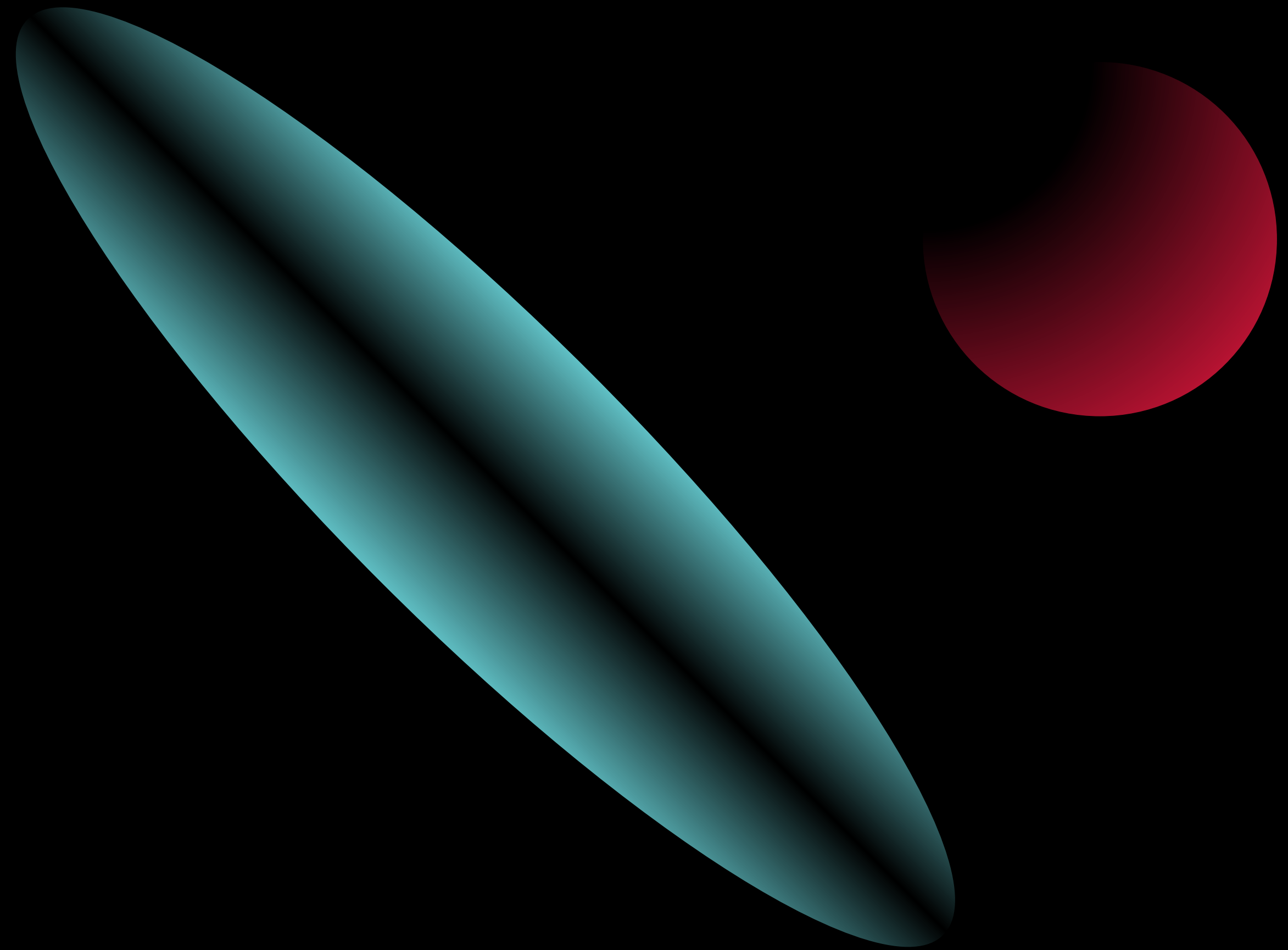


CIST



REPORT

TRENDS FOR THE FUTURE



SUMMARY

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"The systemic logic in which we are inserted asks us to stop and analyze our role and what impact we want to have on society, so mapping emerging trends is crucial for companies that seek to differentiate themselves and lead their industry. This way they will have the ability and opportunity to be protagonists of their futures."

Paula Englert

CEO of Box 1824

CHALLENGE METHODOLOGIES

Trend Report Analysis

Mapping and analysis of key global trend reports. The goal was to immerse ourselves in everything circulating in the market, in order to have a global view of the universes studied and understand the major behavioral and technological movements that are connected to the digital universe and related scenarios that impact business in different categories.

Secondary Data Desk

Online research of global secondary data on innovation in the universe of digital efficiency and business in a transversal way, understanding cases and benchmarks that gave us support to exemplify the paths and behaviors of trends, facilitating the tangible.

Alpha Review

Revisiting interviews already carried out by Box1824 with specialists related to the universes of the project. The objective was to have a greater volume of opinions/views on the subject, bringing more diversity and a wide possibility of technical analysis and projection.

1.

Introduction: The Systemic Network & Emerging Behaviors





**Connected people change the
information flow and the power
of influence follows along.**

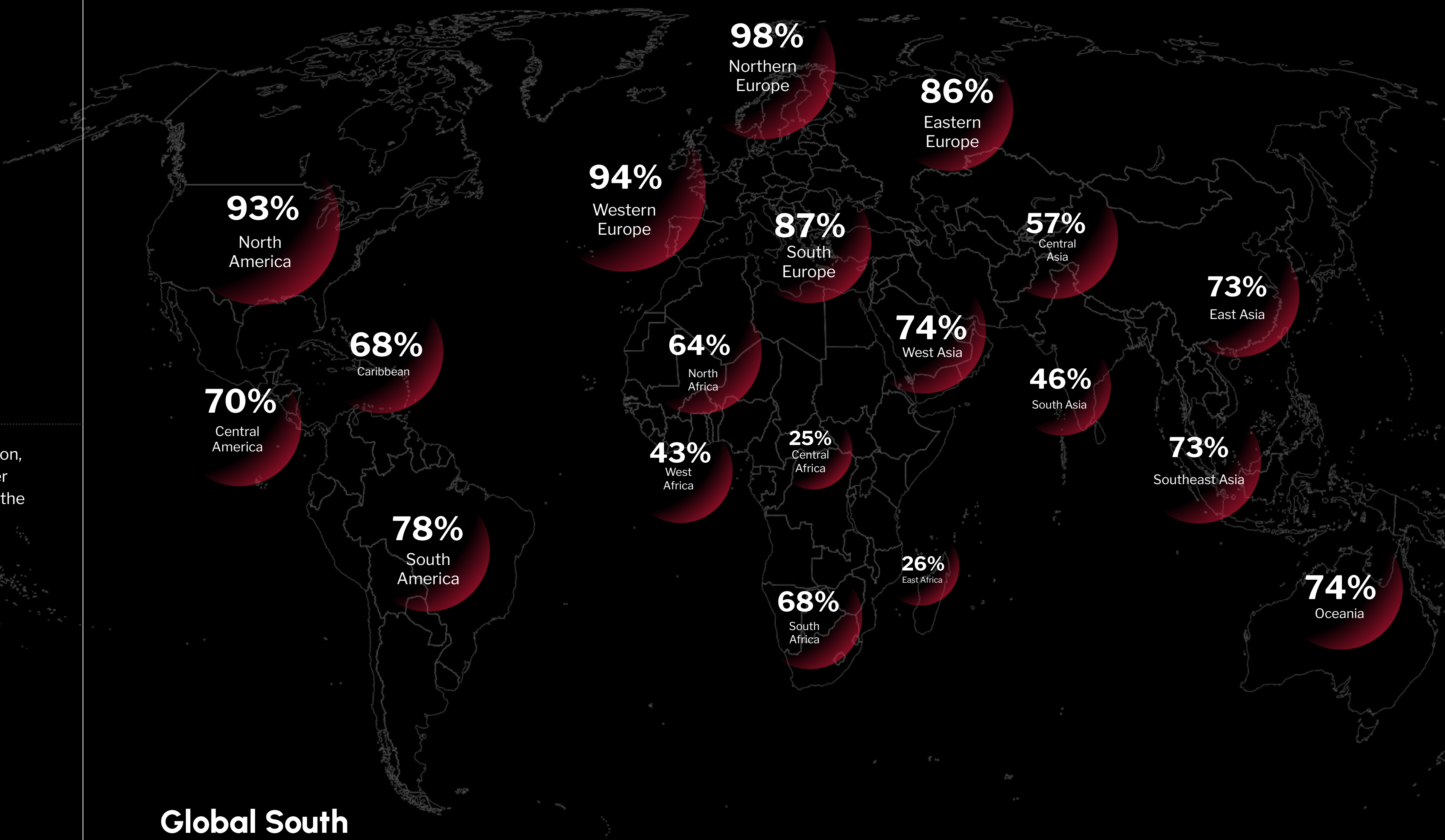
Global North

People are already connected on all continents. Despite the differences, the exchange of information takes place intensely.

internet penetration by region

Internet usage by region, comparing the number of Internet users with the total population (regardless of age).

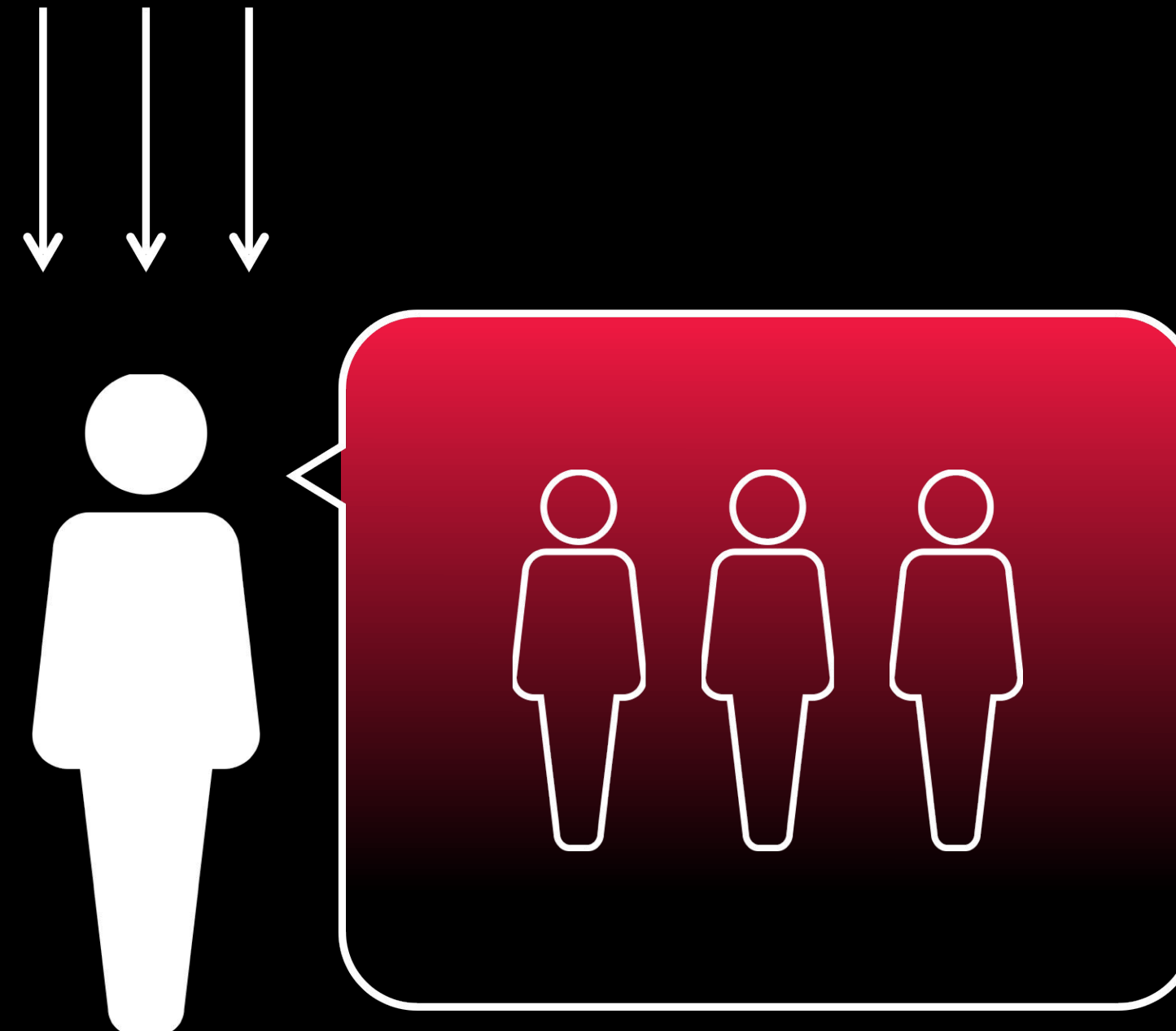
Source: Statista, April 2022



Global South

WHAT ONCE WAS VERTICAL

The force was concentrated in a few institutions that had the power to reach many people: information and knowledge was restricted to companies, brands, the media and governments.



Old flow Market-Oriented

Industry & Brands

Create



Products &
Services

Offering



Market & Retail

Consumption



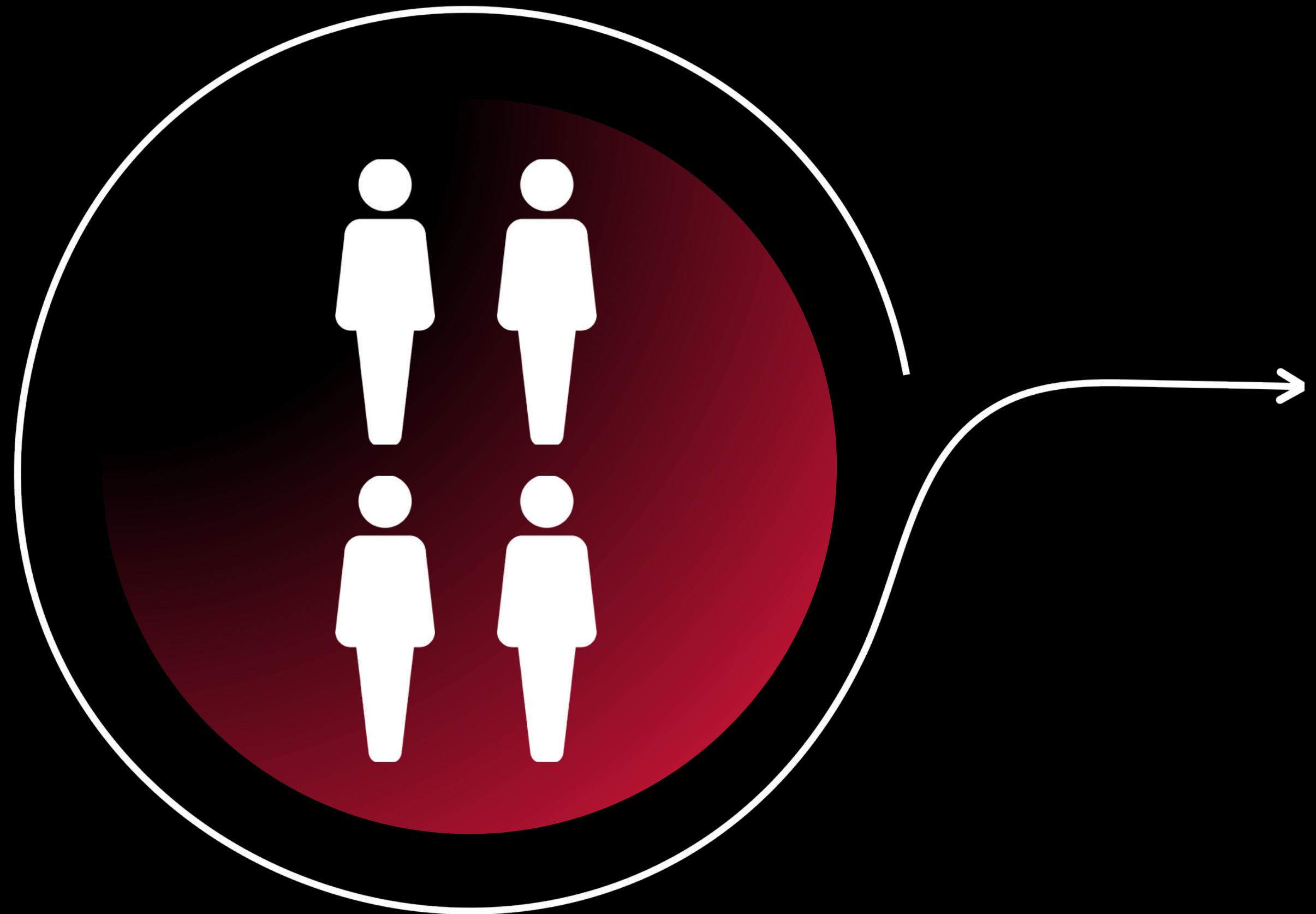
Customers &
Clients

The market controlled the demands from its creations and stimuli to promote its products and brands.

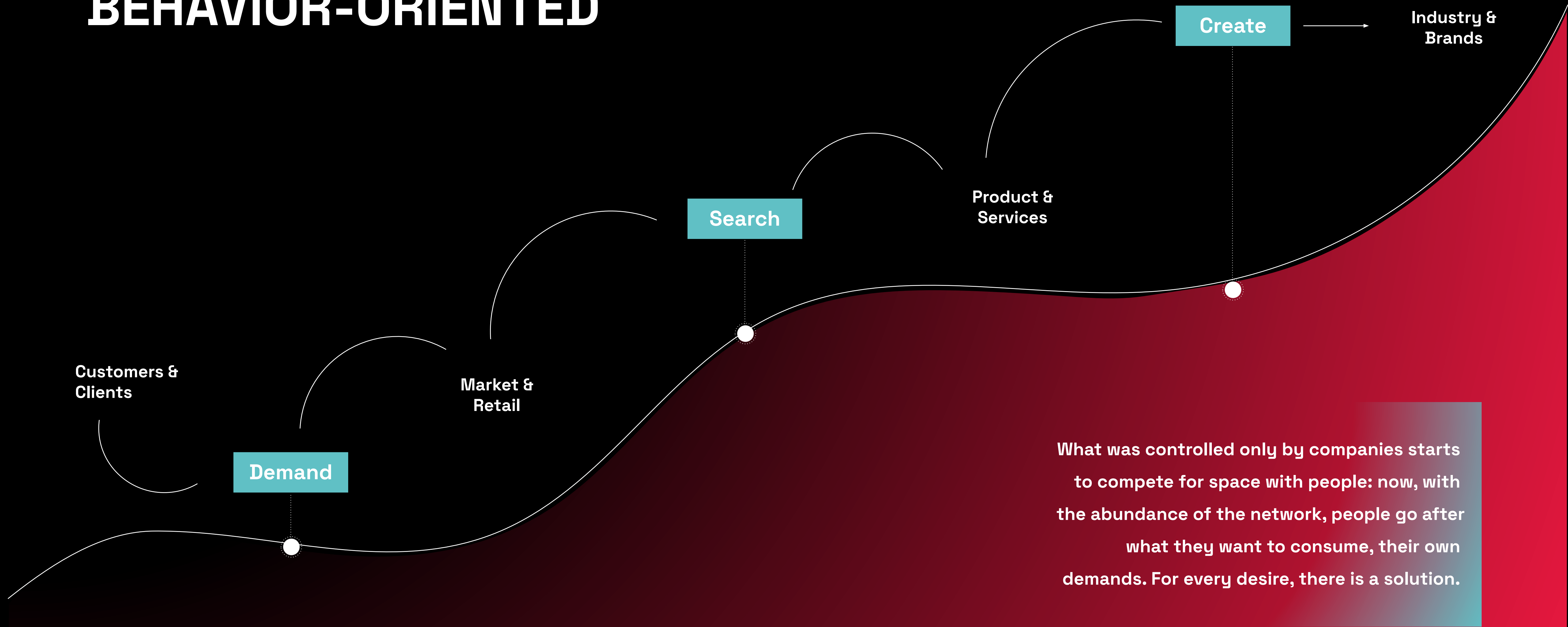
BECOMES HORIZONTAL



People's voices are amplified by the network because they are not only consumers of information and knowledge, but also producers of content. This alters the flow of **power**, which loses space for people's **potency**.



NEW FLOW BEHAVIOR-ORIENTED



What was controlled only by companies starts to compete for space with people: now, with the abundance of the network, people go after what they want to consume, their own demands. For every desire, there is a solution.

CIRCLES OF TRUST BECOME MORE LOCAL

Percent who say each has increased or decreased during the pandemic

 LESS TRUST FOR OUTSIDERS

My trust in...	Net change	increased	decreased
people from other countries	-8	18	26
people who live in other states, provinces, or regions	-2	20	22

 CLOSER BONDS WITH NEIGHBORS AND CO-WORKERS

How close I feel...	Net change	increased	decreased
to my neighbors	+7	28	21
to my co-workers	+6	25	19

2022 Edelman Trust Barometer. PAN_MRE_LSS. For each of the following, please indicate whether life during the pandemic has decreased this, increased this, or has had no effect? 3-point scale; code 1, decreased; code 2, increased. General population, 27-mkt avg.

The change in information flux,
globalized lives, and consumer-born
market innovations shift how
businesses operate.

A NEW

CONSCIOUSNESS

IDEAL IS BORN.



For a business to thrive and be relevant, it **MUST** have a healthy impact on:

PEOPLE

70%

of global respondents say they buy from brands they believe reflect their own principles.

Source: Ipsos Global Trends 2021

94%

of global consumers say it is important that the companies they engage with have a strong purpose, and proved they will reward those who do so.

Source: The 2020 Zeno Strength of Purpose

PLANET

"The survival of a brand is the commitment to the truth and to the minimization of negative impacts both on the body's health and on the environment, in a proven way."

- Alpha Talks, Box1824

This mindset is no longer a
finishing line, but a
starting point instead.

If brands don't solve the world's most relevant problems...

... people will look for solutions themselves.

BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree

CEOs should step in when the government does not fix societal problems

⊥
68%

CEOs should take the lead on change rather than waiting for government to impose change on them

⊥
66%

CEOs should hold themselves accountable to the public and not just to the board of directors or stockholders

⊥
65%

2021 Edelman Trust Barometer. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? 3-point scale, sum of codes 2 and 3. Question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 27-mkt avg.

Edelman | 34

Pablo Lobo is a digital activist and social entrepreneur. He is also the founder and CEO of **Sthorm**, a company that develops digital solutions to solve real-life problems, such as the **ViralCure** platform, which raised more than 31 million reais in donations to combat covid-19 at Hospital das Clínicas in São Paulo. **More than 4,000 lives were saved in the largest hospital in Latin America with the help of resources from the campaign designed by Pablo.**

All organizations are connected and must act beyond their core business.

The innovation system of an organization can now tap into a wide spectrum of industries.





**What was once a trend for just
one industry now becomes a
*trend for all.***

THE FUTURE IS SYSTEMIC.

People, brands, governments, and communities belong to a system of interactions, enabled by a global connected network.

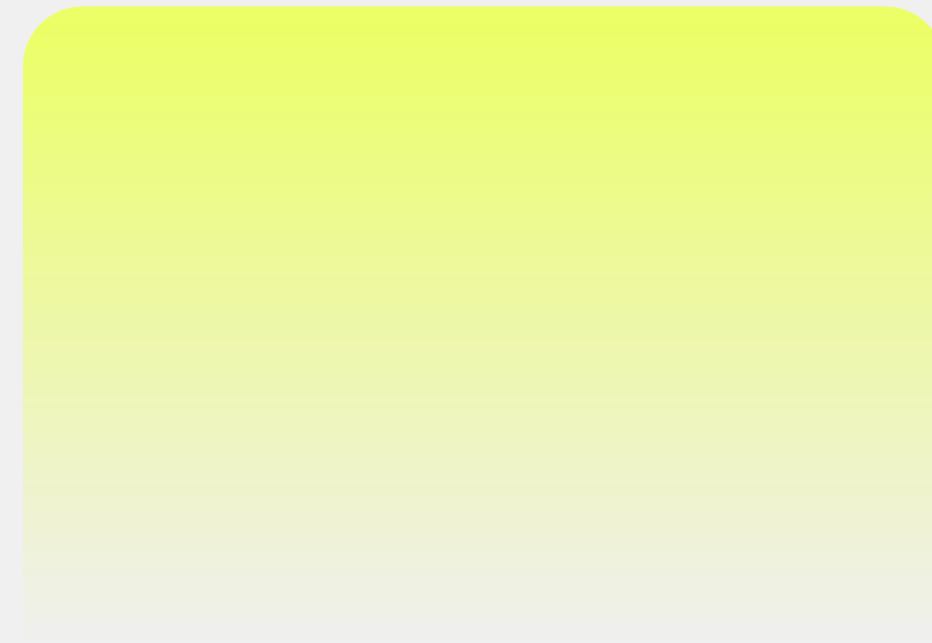
The **Drivers of Change** for the 2023 trends are born out of the following **Emerging Behaviors**, areas which innovation of the next 5 years will come from:

Emerging Behaviors

**Digital
Abundance**



**Economy
& Work**



**Environmental & Social
Sustainability**



Biotechnology



Drivers of Change

**Overstimulated
Era**

**Hustle Culture
Reimagined**

**Interconnected
Consciousness**

**Next-Gen
Longevity**

1.

Drivers of Change

1

Overstimulated Era

2

Hustle Culture Reimagined

3

Interconnected Consciousness

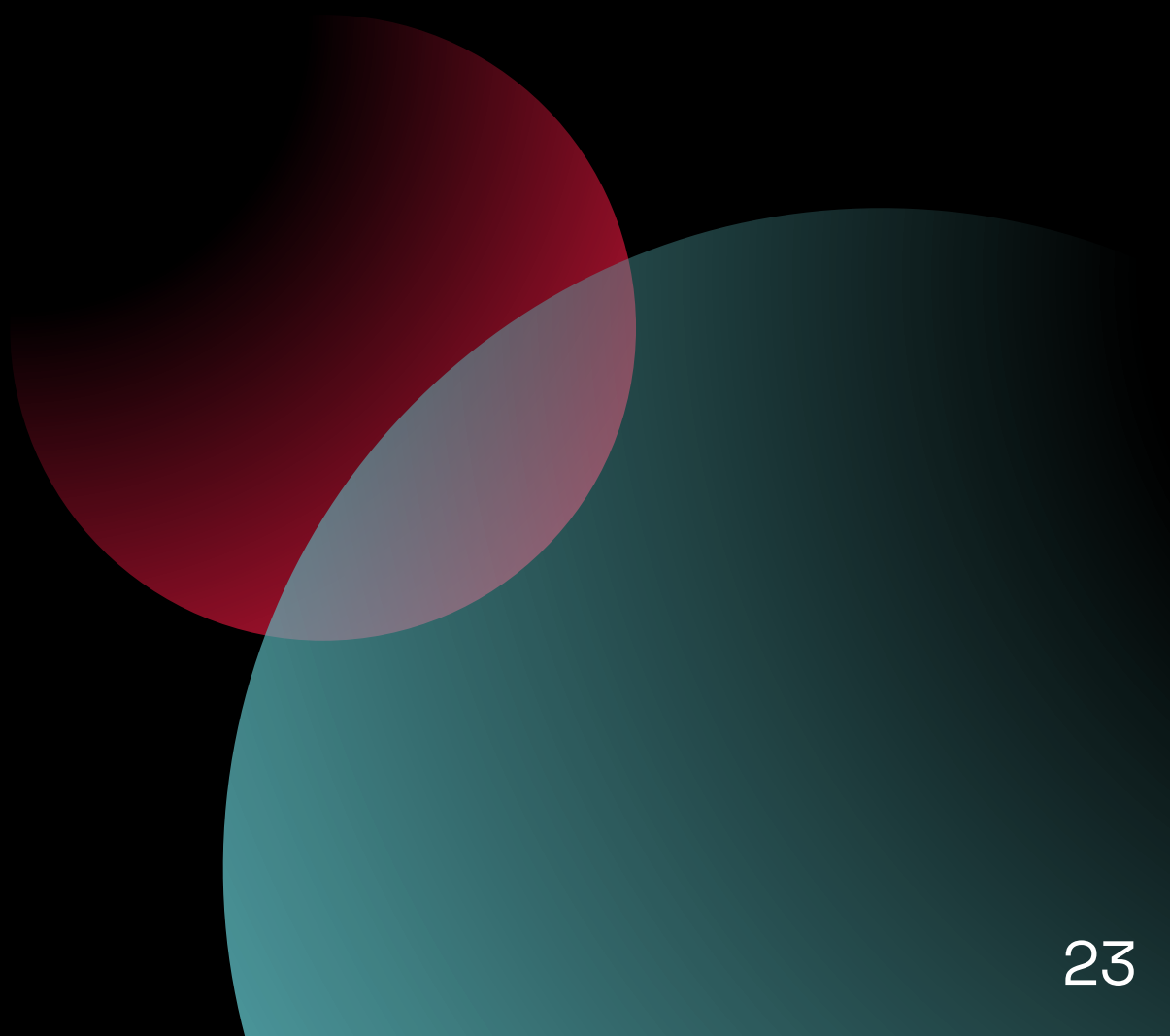
4

Next-Gen Longevity



DRIVER OF CHANGE 01:

Overstimulated Era





OVERSTIMULATED ERA

MINDFUL SENSORY JOURNEY

Having spent the last few years in a constant state of multitasking, multiscreening and distraction, consumers are seeking moments of calm even in the most stressful situations. Continuous stimulation of the senses gradually overwhelms our bodies and minds. When used correctly, sensory stimuli can create memorable experiences that last a lifetime. However, overdoing it causes exhaustion and, worst of all, rejection. Brands must think carefully before notifying, spamming and invading one's sensory spaces.

OVER ACCELERATION

Digital acceleration spurred by the pandemic has seen advanced technologies become a ubiquitous part of our day-to-day lives, transforming how society operates, from the way we do business to how we shop, socialize and even date. Amid the shift to working, socializing and shopping online, people are also finding themselves in a constant state of digital immersion.

"Today connectivity is needed. In 2030, connectivity will be a human right."

Timotheu Höttge, CO, Deutsche Telekom AG

"Motion attracts our attention because it helps us survive. The more content we're faced with, the less our attention span is and the greater our urge to look at new content."

Eliza Aguhar, member of The Knowledge Society



OVERSTIMULATED ERA

META-TIME

As Web3, 5G and the internet of things (IoT) become increasingly omnipotent and interconnected, the metaverse will be an essential space to rethink how we interact with people, ourselves and time.

Some **31% of US adults now report that they are almost constantly online** – up from 21% in 2015.

Source: Pew Research Center

DIRECT-TO-AVATAR

As more people inhabit digital realities and the metaverse, their avatars will become an extension of themselves, wearing clothes, choosing what to drink, which stores or shows to attend , etc. This represents not only a new economy - the direct-to-avatar economy -, but also a new workforce. Beyond movies and video games, digital humans/avatars are emerging in healthcare, education and corporate environments as a digital workforce, available at any time of the day, in any language.

By 2025, an average connected person anywhere in the world will **interact with connected devices nearly 4,800 times per day** – about one interaction every 18 seconds – up from 601 in 2020.

Source: The International Data Corporation



OVERSTIMULATED ERA

Digital Innovation Takeaways

DIGITAL LITERACY

For people to find a balanced and healthy relationship with the internet and all it can provide, they must first understand what it is and how and when to use it. Teaching the basics of digital interfaces and tools will be a stepping stone for reaching digital literacy.

ETHICAL AUTOMATION

As we see more and more decisions being automated as a way to reclaim precious parts of our time, algorithms will begin to incorporate our values when considering what to buy. According to Gartner Research Vice President David Groombridge, "Gartner research shows that the top-performing hyper-automation teams focus on three key priorities: improving the quality of work, speeding up business processes, and enhancing the agility of decision-making."

"People say: 'Great, it's just like e-commerce, we'll sell in Roblox.' And I have to tell them: 'No, the goal is not to sell in Roblox or Decentraland or The Sandbox. The goal is to take the metaverse and wrap it around all of your other experiences.' In that vein, we have created the idea of Infinite Loop Marketing – a trademarked term that we own. It is the idea that one world pushes to the next, and then activates back into that world."

Justin Hochberg, CEO of Virtual Brand Group

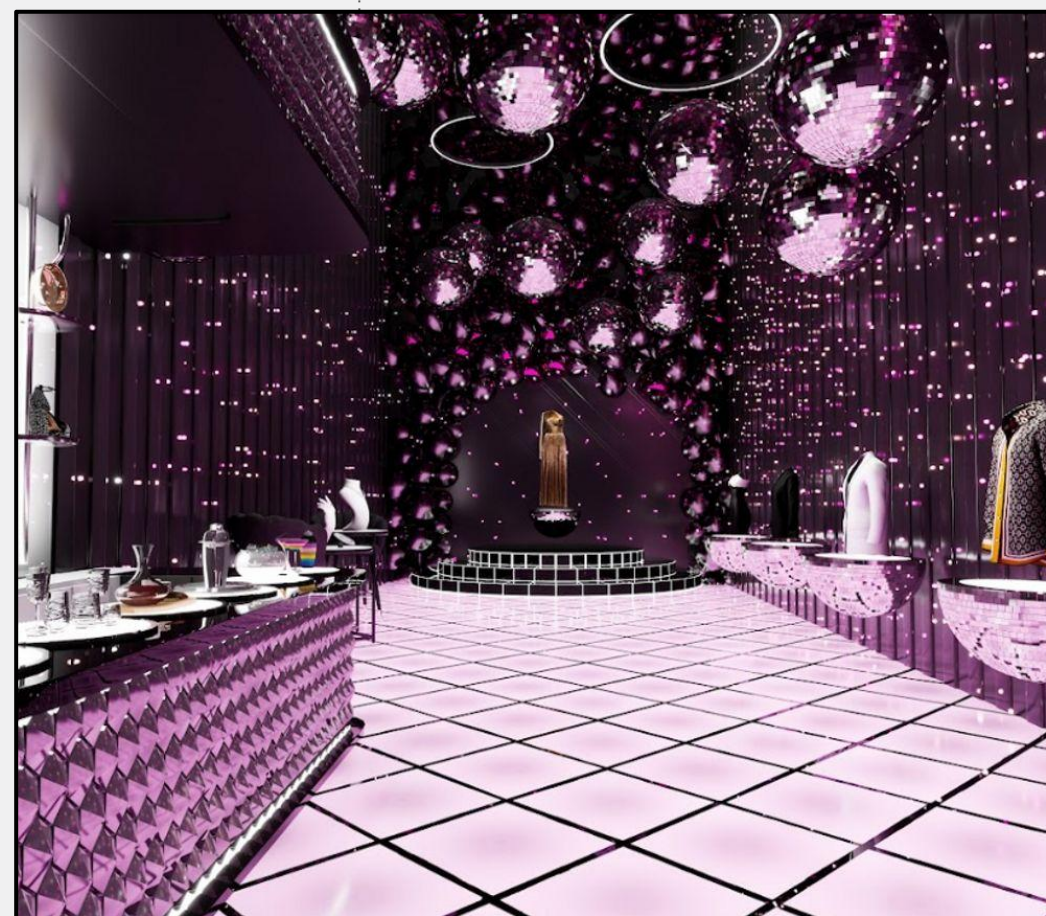
Driver of Change 01:

Overstimulated Era = Consent to Engage

Build constant yet respectful communication with consumers by understanding their lifestyles and needs and getting their input on when and how to interact with them.

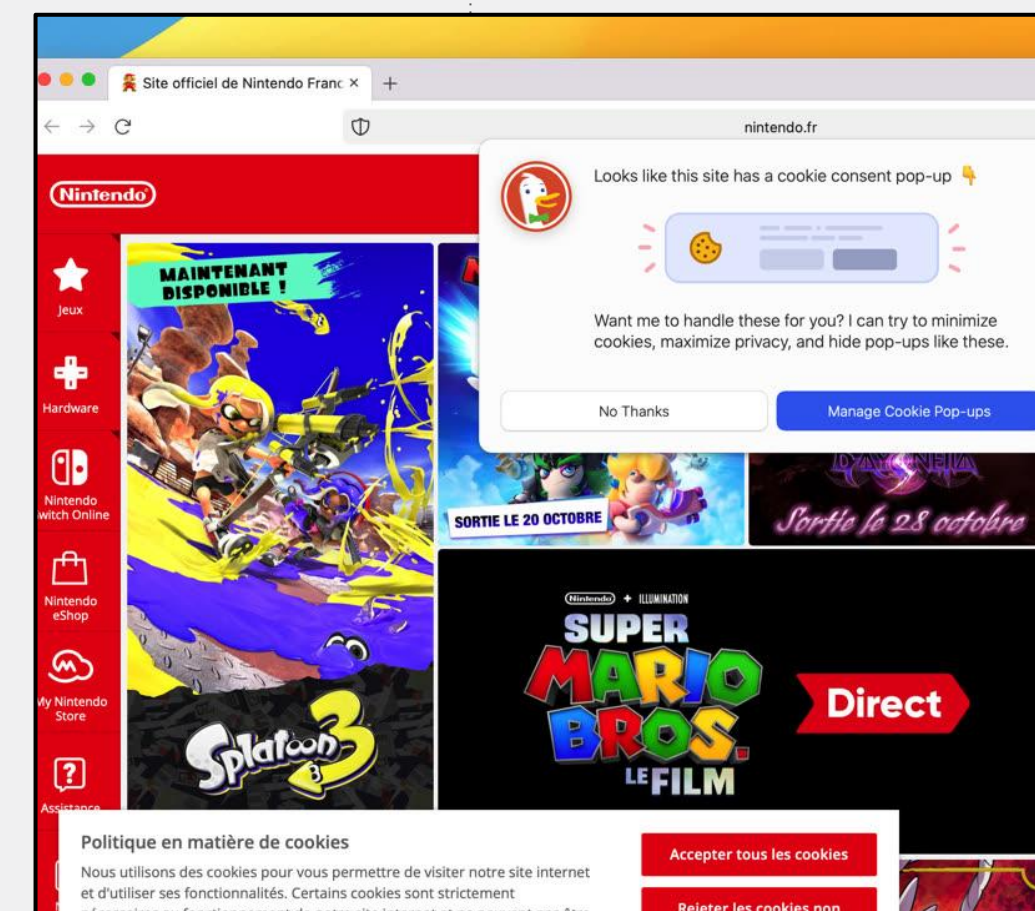
OVERSTIMULATED ERA RETAIL

Retail will have to balance innovating in terms of physical+digital experiences that stimulate the senses without overwhelming consumers and without invading their privacy. Connecting the different customer data points through a platform can help provide a total experience that is personalized and relevant.



Bloomingdale's

Bloomingdale's created a multi-brand virtual store for the holidays. The store features At the Ralph Lauren section, shoppers visit a virtual holiday forest that guides them to a ski chalet. In the Nespresso section, visitors are led to a Parisian cafe, as well as a beauty and spa room, and a party room. Virtual visitors to the store can move between each brand through an elevator within the store.

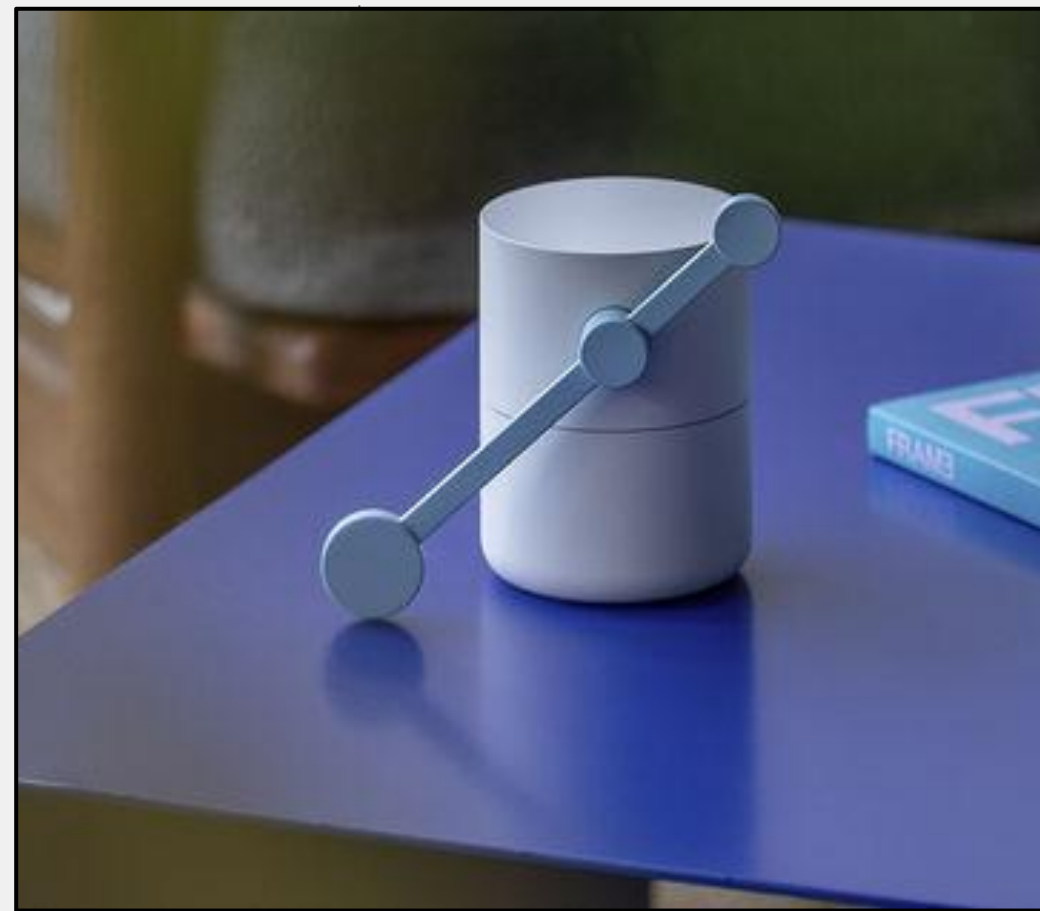


DuckDuckGo

DuckDuckGo, a privacy-driven search engine, just launched a web browser for macOS (in beta) that includes meaningful privacy protections as well as some innovative features like the Duck Player, which apparently lets you watch YouTube with fewer ads and less data collection.

OVERSTIMULATED ERA CPG

Everyday products will also become more and more present in virtual realms, creating opportunity for not-yet-consumers to know and get familiar with the brand. Catering to avatars in the metaverse will reflect in physical-life brand love and potential purchase conversion.



Google

Google's Little Signals explores the potential of haptic design to help its users achieve balance and tranquillity while spending time online. The project consists of six conceptual items that use movement, shadows or sound to gently alert netizens when something requires their attention.



Walmart

Walmart's emphasis on building a frictionless food shopping experience is a great example of cross-generational convenience. It recently announced it will expand its direct-to-fridge InHome delivery service to 30m households in the USA.

OVERSTIMULATED ERA FINANCE

Payments using biometric data, be it facial recognition or palm reading, have a direct link to people's senses and how they are being used. Safety will spark queries about how it works and how their data is protected, meaning that education will be key to fully implementing this new behavior. As much as people want convenience, protection comes first.



Santander

Santander Brasil has launched testing of a blockchain-based tokenization platform for transferring ownership of used cars in Brazil. The platform is designed to automate the process of transferring property registration by deploying smart contracts based on a delivery versus payment, a settlement method guaranteeing the ownership transfer after successful payment.



Vertu

Smartphone manufacturer Vertu revealed its latest (luxury) device, Metavertu—a “Web3 phone” that can run its own blockchain node and turn photos and videos into NFTs with a single click. Users can create a wallet in a few clicks, with private keys protected by the phone’s trusted execution environment (TEE), and access a suite of decentralized applications (dapps) through a friendly, Android-style interface.

OVERSTIMULATED ERA AGRIBUSINESS

Agriculture must build intimacy with consumers for trust and education. From Farm-To-Face livestreams to activations in the metaverse, there is plenty of opportunity to bring busy urbanites into the world of agriculture and reconnect with the sourcing and growing processes of the food they eat.



Cultiveat

In Malaysia, Cultiveat is the first company to practice sustainable precision farming. To provide produce for its own-name stores, as well as online, its expansive farm facility outside Kuala Lumpur uses an array of technologies, including sensor-controlled automated roof panels that regulate humidity and light.

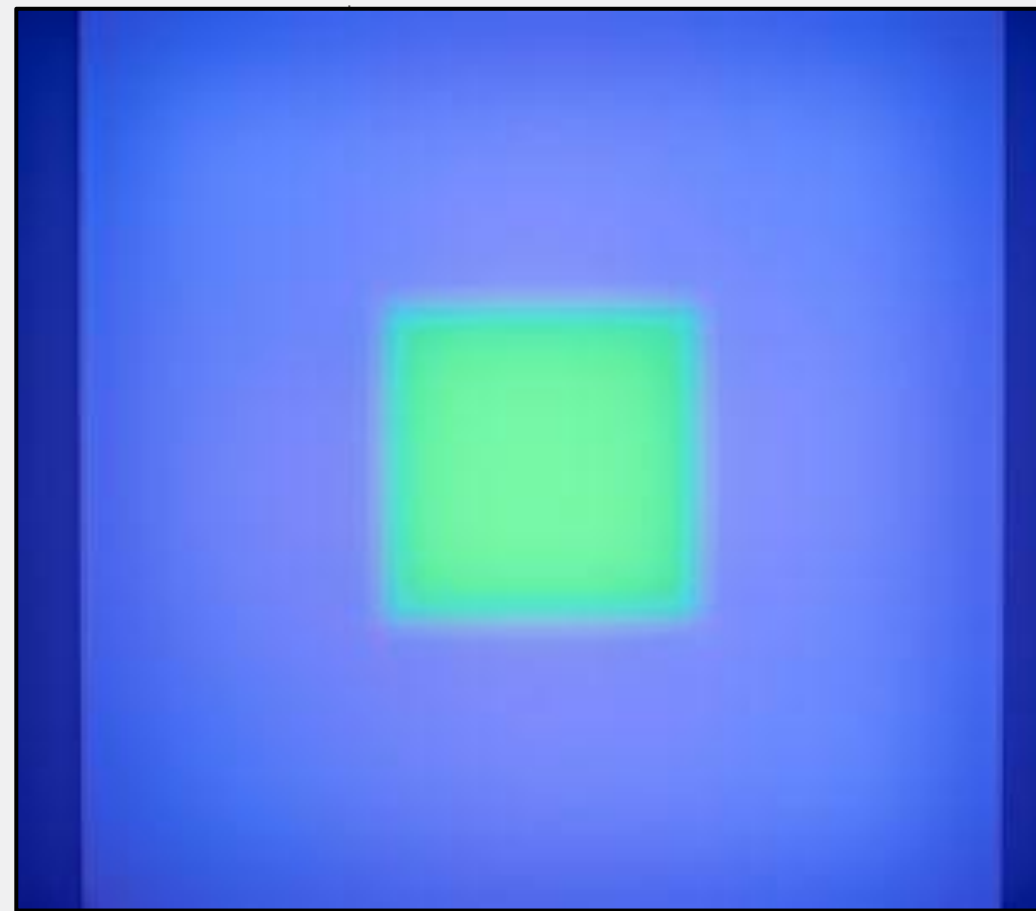


Pinduoduo

Chinese agriculture marketplace Pinduoduo, or PDD, is putting this idea into practice with its investment in interactive produce shopping. To help customers discover new produce amid the platform's 12 million farms, PDD encourages its farmers to go F2F (farm to face) via livestream.

OVERSTIMULATED ERA PHARMA

The pharmaceutical industry can play a key role in helping balance the many stimuli we receive everyday by catering to our health in many ways. From sensors that fade into the background and alert people about potential risks to products and services that actively target mind and body to heal, pharma can leverage human, environmental and societal data points to combat stress and anxiety.



Wavepaths

The audio-led space promises a healing experience based on each individual's emotional and physiological state. Sensors track the individual's heart rate and feed this data into an algorithm, which changes the soundscape accordingly. Wavepaths wasn't originally designed to track users' heart rates, but given iPhone's ability to act as a heart-rate monitor it is easy to imagine a future in which more content will be tailored to consumers' emotions.



Air Bird

Air Bird is an intelligent sensor that makes a bird sound when indoor air quality is detected as poor. It is interesting for places with foot traffic or climate-controlled places with air conditioning, where it is possible to expose people to levels of 1,000 parts per million (ppm) of CO₂, an amount that has been proven to be dangerous for cognitive functioning and productivity.

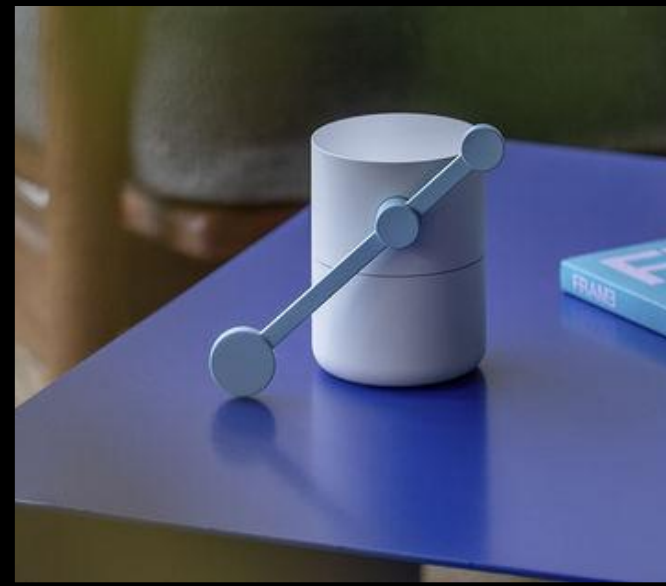
Overstimulated Era = Consent to Engage

Industries Takeaways



retail

Balance phygital experiences with privacy consent by connecting the different customer data points to provide a total experience that is personalized and relevant.



CPG

Catering to avatars in the metaverse will reflect in physical-life brand love and potential purchase conversion.



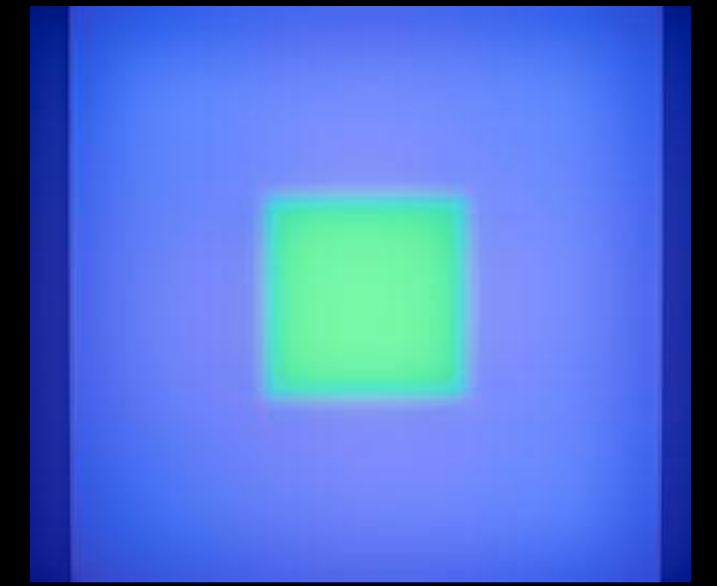
finance

The convenience of biometric data and touchless payments must be accompanied by safety.



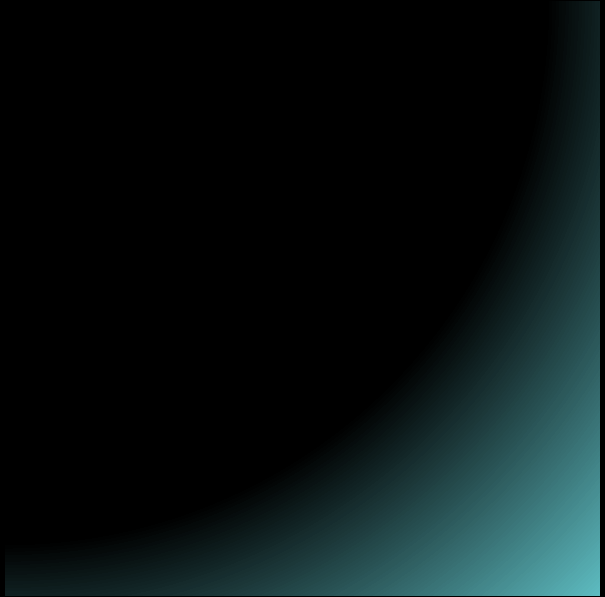
agribusiness

Use virtual realms and digital presence to reconnect people with food growing for trust and information.



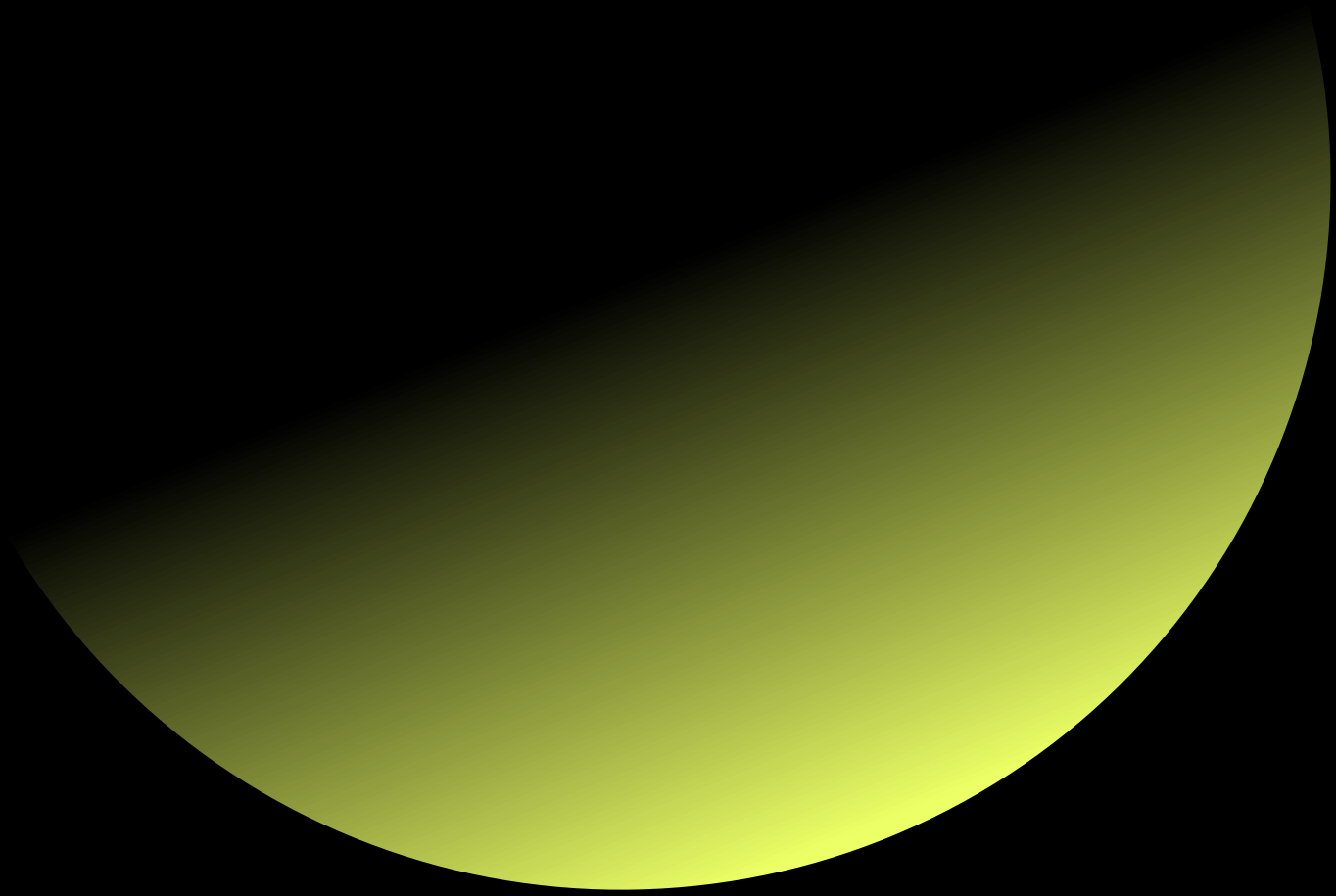
pharma

Leverage human, environmental and societal data points to combat stress and anxiety through mindful products.



DRIVER OF CHANGE 02:

Hustle Culture Reimagined



HUSTLE CULTURE REIMAGINED

COLLECTIVE BURNOUT

Performance culture has boiled over from the workspace into people's personal lives, as everything that is used, worn, eaten or done has to be validated by digital communities at large. This collective behavior of performance masks the underlying issue we're all suffering from. As Amy Bach, a clinical psychologist and a professor at Brown University, told Refinery29, *"despite problems with anxiety, they are high achievers or function quite well in various aspects of life."*

"Data is the the answer to product diversity and creating anti-fragile supply chains."

Nick Benson, cofounder at Atelier

BORDERLESS LIVING

Concepts of local and global will evolve as we spend more time on personal devices and online, with geography becoming less important. On the other hand, under-appreciated cultures who have been contributing to society for thousands of years - Indigenous, non-Western, among others - will help to reshape the global society from their perspective. Borderless Living will expand the demand for distributed clouds, or multi-clouds, for access to particular services, vendor lock-in avoidance, compliance, and hedging against outages.

"It's imperative to recognize some of the obstacles that come with measuring wellbeing in this predictive way. Organizations need to be razor sharp as it's such a vulnerable space. If data tells you that someone is suffering, you have an obligation to help them. As a brand, are you prepared for that?"

Christel Errill Wolthoorn, managing director of LovedBy Consulting





HUSTLE CULTURE REIMAGINED

META-CULTURAL HUBS

As Dr Keith Dear, Director of Artificial Intelligence Innovation at Fujitsu Defense and National Security said, by 2025 “we’ll be living in the same towns and cities, but in different worlds.” The morphology of communities will be driven by shared ideologies and interests, and global currents will blend cultures from around the world. Emerging talent will be found via local networks and micro communities, whether they be based in physical locations or digital worlds, and this will enhance the need for distributed enterprises - office- and home-based employees.

The typical working-age internet user spends **six hours and 37 minutes using connected devices and services each day** (that adds up to roughly 100 days a year).

DataReportal’s Digital Global Overview Report 2022

EVERYTHING-AS-A-SERVICE (XaaS)

Going beyond the traditional pillars of the cloud 'as-a-service' model (infrastructure [IaaS], platform [PaaS] and software [SaaS]), XaaS, or 'everything as a service', has expanded to include storage, containers, functions, security, unified communications and video, among other things.

By 2023, 75% of organisations that exploit distributed enterprise benefits will see **revenue growth 25% faster than competitors.**

Gartner, 2022



HUSTLE CULTURE REIMAGINED

Digital Innovation Takeaways

STABILITY BOOST

Changing the way people see their jobs and what they have to do to maintain them can help transform the culture of competition and exhaustion. What employees are looking for the most is stability, especially given the extreme volatile economy and overall global context of sudden radical changes.

AGILE BUSINESS MINDSET

Uncertain times have never required for agility as much as now. Business models, strategies and creativity must be highly adaptable in order to survive without saturating their people. Coming together, testing and feedbacking at structural levels will help businesses gain elasticity.

"When you walk down the street in most major cities, you'll see a Nike, Soul Cycle, Lululemon – imagine what it would do for us as a culture to be as proactive about our mental health as we are about our physical health."

Alexa Meyer, co-founder and CEO of mental wellbeing gym Coa, which plans to open local mental health 'gyms' in major cities and towns in the US

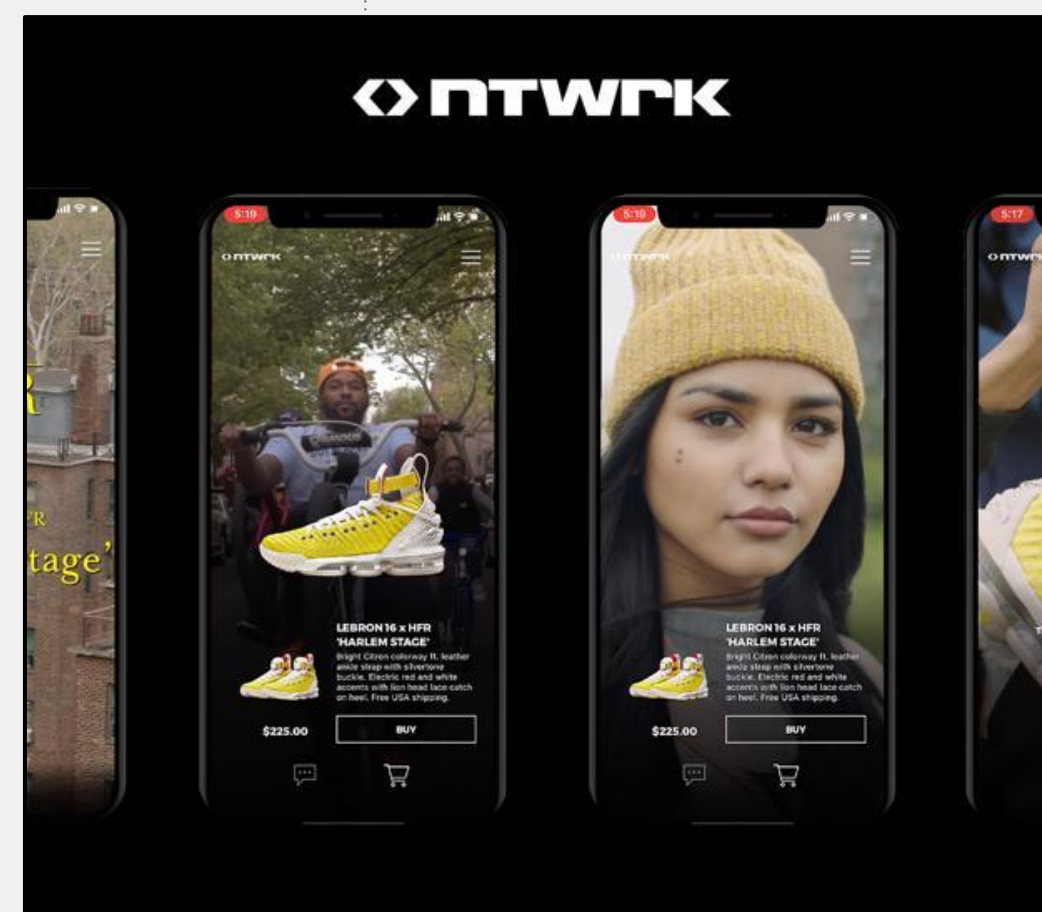
Driver of Change 02:

Hustle Culture
Reimagined = Smarter,
Not Harder

It is time to learn from past trials and to incorporate smart ways of working that deliver precision by knowing when to work collaboratively, when to make edits and when to adapt.

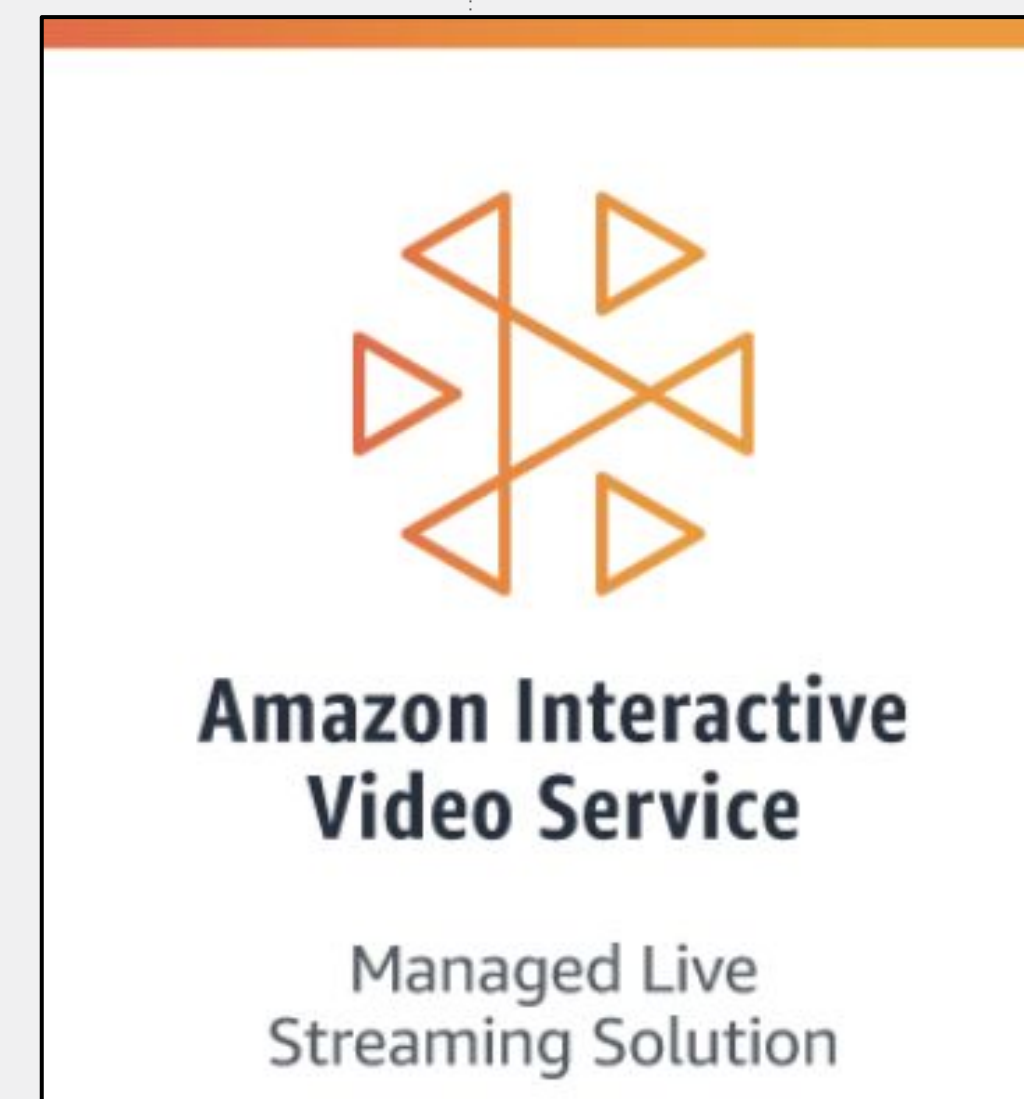
HUSTLE CULTURE REIMAGINED RETAIL

By now, consumers understand that everything is a marketplace. Whether they are navigating a dating app, eating at a restaurant or choosing their vacation destination, all experiences demand purchase conversion. Companies need to step up and deliver on these expectations by implementing tools that allow real-time shopping.



NTRK

Commerce-driven entertainment app for fans to "buy at the same speed as culture" via live stream shows. NTRK embraces a "watch, chat and buy" formula, all within the app. It features content at the intersections of music, sport, gaming and fashion to deliver products in a unique and interactive way.



Amazon

Amazon Interactive Video Service provides low-latency live streaming, which allows brands to focus development resources on creating standout live shopping features rather than worrying about global video infrastructure management. Since it's cloud-based, it enables brands to easily scale for viewership peaks and minimize resources when not needed.

HUSTLE CULTURE REIMAGINED CPG

Diversity and inclusivity are at the core of working smarter and not harder. Universal Design is a concept that prioritizes designing for those with physical & mental disabilities, and by doing so, all people regardless of having a disability or not, are able to use the product with way more ease. This broadens usability, adoption and consumerbase. Same goes for representation: ethnicities, bodyshapes, genders, sexual orientation: if the person can see themselves with the product, they are more likely to buy it.



Guaraná

Soft drink brand Guaraná invited Peruvian female gamers to design better skins for characters in 'En Mi Skin' initiative. Working with 3D designers, gamers Diana Pomar, Mariana Fulle and Julisa Li shared how they wanted to see themselves in a gaming environment, and constructed avatars they can truly identify with.

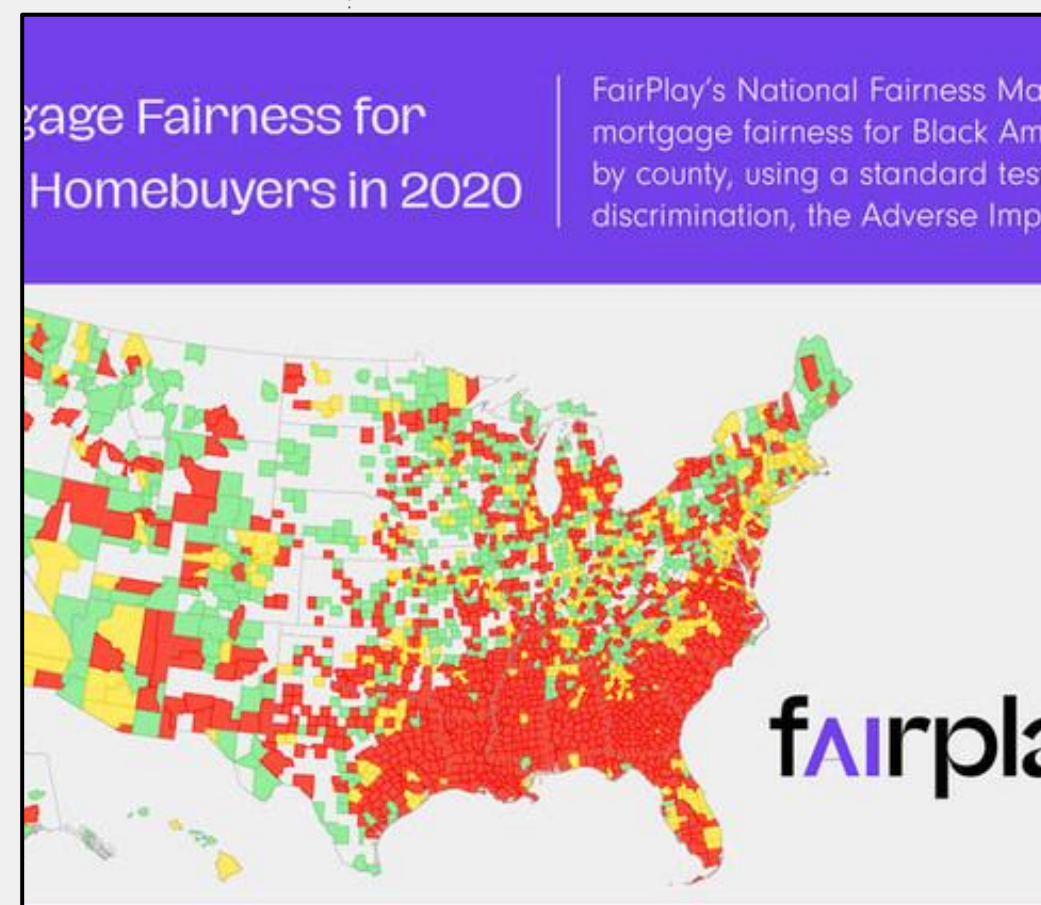


Microsoft

Microsoft's 2022 range of adaptive accessories is designed for people who might have difficulty using a traditional mouse and keyboard. The products are intended to help users create their ideal setup, increase productivity, and use their favourite apps more effectively. The company has also opened an Inclusive Tech Lab at its campus.

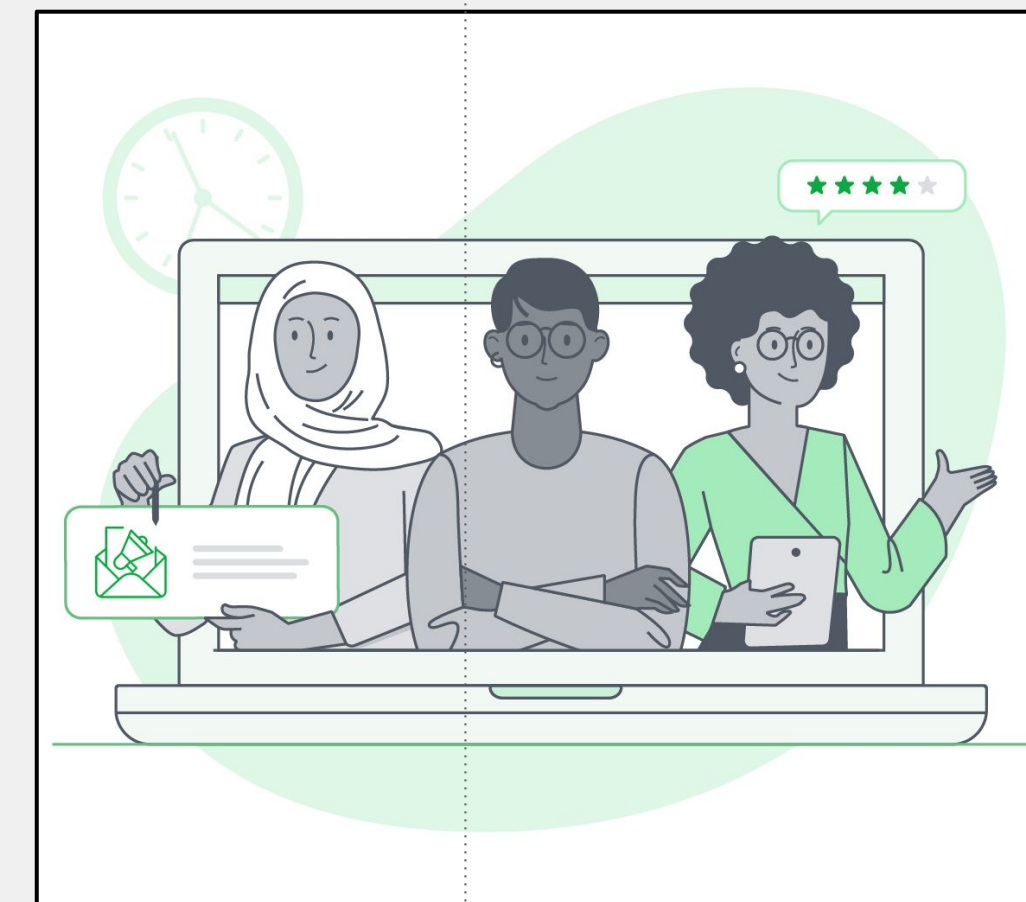
HUSTLE CULTURE REIMAGINED FINANCE

Hiring processes are becoming a truly two-way street. No longer are people going for jobs that don't match their values, identities and lifestyle choices. No longer are companies willing to invest in onboarding processes and training for people to leave too soon. Transparent communication of expectations are being held early on, and fairness on all parts are an integral part of the conversation, especially when it comes to money.



Fairplay

Fairplay describes itself as a 'fairness-as-a-service' provider and uses AI to reduce algorithmic bias in lending. The technology assesses whether applicants declined by the primary algorithm resemble 'good' borrowers in ways that weren't previously considered — meaning more applicants from underserved groups can be approved for loans.



GlassDoor

Glassdoor's new filters help people discover companies that align with their values. On the website's 'company explorer' tool, users can apply advanced filters to expand their search in two main areas. The first is workplace ratings for factors like work/life balance and diversity and inclusion, and the second is by employee demographic ratings, which include race/ethnicity, gender, people with disabilities, sexual orientation and veterans.

HUSTLE CULTURE REIMAGINED AGRIBUSINESS

Agriculture will rely heavily on intelligent systems and devices to make predicting, analyzing and solving problems a lot quicker. Advancements in technology will shift the workforce from fieldwork to strategy work and technology development.



Hands Free Farm

"Create the world's first automated farm, operated without a driver on the seat or agronomists on the ground": that is the goal of Hands-Free Farm. The initiative has a cultivation area of 35 hectares and aims to develop a fleet of small agricultural machinery.



Tomix Smart Farm 4.0

The Smart Farm 4.0 project aims to "develop intelligent solutions for sustainable, predictive and autonomous agriculture". Coordinated by the agricultural machinery company Tomix, the scope of the research includes the development of devices with the internet of things - IoT, artificial intelligence, big data, cyber-physical systems and autonomous robots, aimed at horticulture, fruit growing and viticulture.

HUSTLE CULTURE REIMAGINED PHARMA

Working smarter and avoiding burnout require development of soft skills like empathy, flexibility, resilience and emotional intelligence. The health sector has much to offer, from on-demand telehealth appointments to long-term consultancy, apps, and chatbots.



Fika app

The Fika app combines cognitive behavioural therapy (CBT) and positive psychology to build users' emotional fitness. The idea is that consumers will use the app as a prompt to interact with peers in real life, as well as using it on their own to build confidence. Rather than pursue millions of downloads in the app store, the start-up has chosen to limit accessibility by making it available only to students, which it hopes will allow it to better serve its user base.

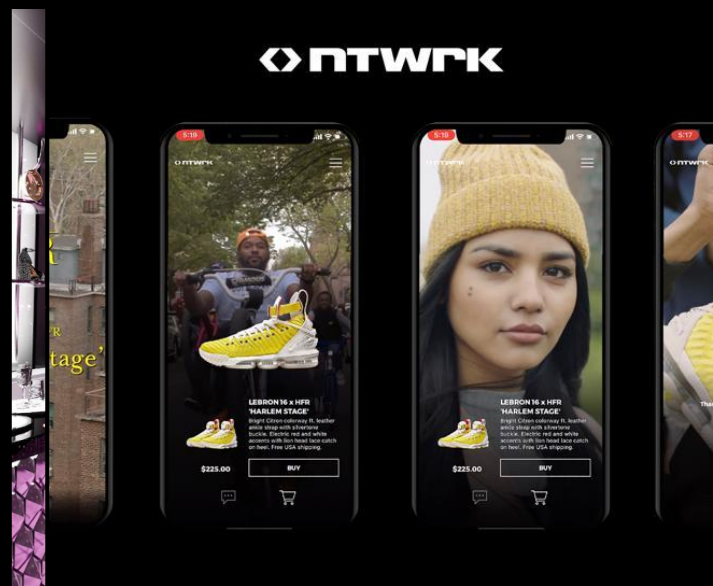


Happy MD

Happy MD is a health coaching, training and consulting company focused on promoting the health and well-being of health system providers and employees.

Hustle Culture Reimagined = Smarter, Not Harder

Industries Takeaways



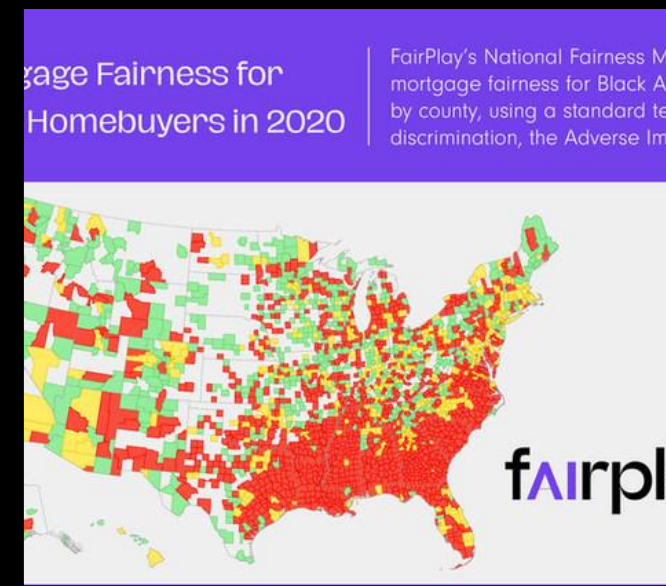
retail

Implement digital tools that enable people to shop anything from anywhere in real-time.



CPG

Universal Design and diversity & inclusion across all departments expand customer base and improve brand image.



finance

Transparency and fairness about everything that involves money, changing hierarchical dynamics.



agribusiness

Technology advancements will automate what's left of manual labor, leaving the workforce to strategy and intelligence.



pharma

Huge opportunity for the health sector to promote, train and guide people around soft skills.



DRIVER OF CHANGE 03:

Interconnected Consciousness





INTERCONNECTED CONSCIOUSNESS

SUPPLY CHAINS BECOME VALUE CHAINS

With successive environmental shocks, the era of abundance is coming to an end. Depleted resources are no longer able to meet rising demand. A series of new, more robust models will harness waste avoidance and end the linear view we currently have on supply chain systems. This will give space for stronger, more efficient value chains, where value is added to resources, rather than taken away from them, using a circular approach.

NATURE AS STAKEHOLDER

Consumers are demanding actions that go beyond the expected, with positive impact and regeneration becoming the new mandatory ESG practice. The urgency to rethink and adjust every step on the corporate ladder into a sustainable logic is here. Patagonia's founder said, "Earth is our only shareholder".

"Future-facing decentralized autonomous stakeholder organizations are inaugurated based on ideas – where the purpose, product, mission and profit targets are agreed collectively. In such cases, fixed management layers don't exist, but like all emerging network clusters, they form around a problem and work towards a solution."

Martin Raymond, The Future Laboratory

"In this future, people are citizens, rather than subjects or consumers. With this identity, it becomes easier to see that all of us are smarter than any of us. And that the strategy for navigating difficult times is to tap into the diverse ideas, energy and resources of everyone."

Jon Alexander and Ariane Conrad, co-authors of Citizens



INTERCONNECTED CONSCIOUSNESS

CARE ECOLOGY & CYBERCARE

The lingering sense of nihilism left by the many crises is giving birth to emergent movements based on values, responsibility and community as new forms of self-care. As more people find value in caring for their community, this will also lead to the creation of platforms that offer more democratized methods of care: the virtual realm is allowing new structures of kinship that undercut toxic social media platforms, giving rise to cybercare. Young people are adhering to peer-to-peer care, as the quality of friendships determines health and happiness. This shift will embed social wellness and socializing into future self-care practices.

The number of people needing daily support will increase by 25% from 2015 to 2025, as health concerns such as obesity, diabetes, heart disease and high blood pressure become more prevalent.

Source: University College London

NEO-COLLECTIVISM

Instead of traditional, top-down hierarchies, people are now embracing the virtual planes of Decentralised Autonomous Organisations (DAOs), collectively owned by their members. The governance of a DAO is led by community ownership in the blockchain, with members enacting business decisions through NFT votes and smart contracts, meaning these decisions are transparent and acted on automatically.

As of January 2022, the total market capitalization of all DAO tokens stood at \$21bn.

Source: Soocial



INTERCONNECTED CONSCIOUSNESS

Digital Innovation Takeaways

THE 3 Ls

To successfully help us harness innovation, brands, businesses and organizational CEOs must embrace the three Ls:

- **Liability:** Becoming accountable for and taking ownership of existential crises, acknowledging uncertainty and embracing transparency
- **Legitimacy:** Proving organizational expertise through cooperation, empathy and engagement
- **Legacy:** Focusing on the positive long-term opportunities, innovation and change that next-generation business leadership and structures can leave behind.

TACKLE E-WASTE THROUGH LOW-TECH DESIGN

E-waste makes up large percentages of toxic waste in landfills, and has a profound impact on the environment and consumer health when improperly disposed of. Companies should focus on low-tech solutions that reduce dependency on fossil fuel energy, as well as the amount of e-waste generated.

"People will be asking the question: if it's not just about more stuff, what is it about this brand that's going to give me a more cultural experience? How is this going to make the world a better place or my life better?"

Retail futurist Doug Stephens

Driver of Change 03:

**Interconnected
Consciousness** = 360 Health

If the environment, resources, communities and individuals are intertwined in a network, when one is harmed the other is too. Business decisions must be simultaneously positive for planet, people and societies.

INTERCONNECTED CONSCIOUSNESS RETAIL

Retail will move more and more towards a total-experience: a combination of all customer and employee channels, including digital channels (such as website and mobile app) and physical channels (such as retail stores and call centers), into a single one with a consistent experience. For the supply chain, from designing to sourcing and to discarding, people, planet and communities must be considered by reducing waste, promoting social wellness and allowing more forms of ownership.



Alibaba

Alibaba is incentivising packaging returns. As part of its push towards lower-impact logistics during the Singles' Day shopping season, shoppers at 130,000 pick-up stations from shipping partner Cainiao will receive "a free chicken egg" for every box they recycle.



Saitex

Vietnam's denim-focused Saitex, which manufactures clothing for the likes of Ralph Lauren, G-Star Raw and Madewell, set up its current, environmentally friendly facilities in response to disregard the environmental issues it encountered in the denim industry.

INTERCONNECTED CONSCIOUSNESS CPG

CPG must lean more into local sourcing, from adapting global products with local ingredients, to manufacturing nationally and preferably in-city, as well as enhancing the products according to local sociodemographic and health matters. Hyperlocal brand factories and distribution centers are quicker to adapt and attend current customers' needs.



Atelier

The private cloud manufacturing network helps beauty and wellness creators and brands to formulate and manufacture products from ideation to shelf-ready skus, drawing from more than 1,000 accredited global suppliers and manufacturers. This will foster a future of hyper-local, market-reactive brands, while generating vast amounts of data for Atelier and its network.



Pipper Standard

This range of eco-friendly laundry products is made with fermented pineapple and is also hypoallergenic, a selling point in wider Asia where it is estimated that a third of the population now has an allergy of some kind.

INTERCONNECTED CONSCIOUSNESS FINANCE

Financial institutions must incorporate the people - planet - societies wellness as a driving value. Investments should focus on ethical companies that are combating inequality. Sustainability must be included in company profits and reviews.

01

Think of it as investing based on your beliefs or what you stand for.

while giving you the opportunity to earn returns on your investments.



AltInvest

Sterling Alternative Finance launched Altinvest, Nigeria's first ethical investment platform. Investment options are centered on various sectors such as agriculture and real estate, all focused on wealth creation for investors and supporting economic activities directed toward inclusion, growth and development.



Nedbank

South African banking group Nedbank is embedding eco-performance targets into finance structures to help companies track and demonstrate their environmental commitments. It can build in incentives for the borrower if targets are met or penalties if they aren't reached.

INTERCONNECTED CONSCIOUSNESS AGRIBUSINESS

Food production for the ever-growing population must be reengineered to consider the space available to grow it versus the damage it causes to the very ecosystem it needs to succeed. Foodtech will be crucial to identifying intelligent solutions that combine nutrition, taste and sustainability.



Solar Foods

Solar Foods uses microbes to turn factory CO₂ into Solein, its meat substitute. CO₂ is injected into a fermentation tank with hydrogen and nutrients, and the feeding bacteria create a protein, which when processed into powder resembles dried soy. The tech could produce future food while using a fraction of the land and resources used by traditional agriculture.



Climate-Smart Village

The Climate-Smart Village (CSV), an agricultural model in Southeast Asia, aims to empower local communities by helping smallholder farmers become both resilient to the climate crisis and more productive.

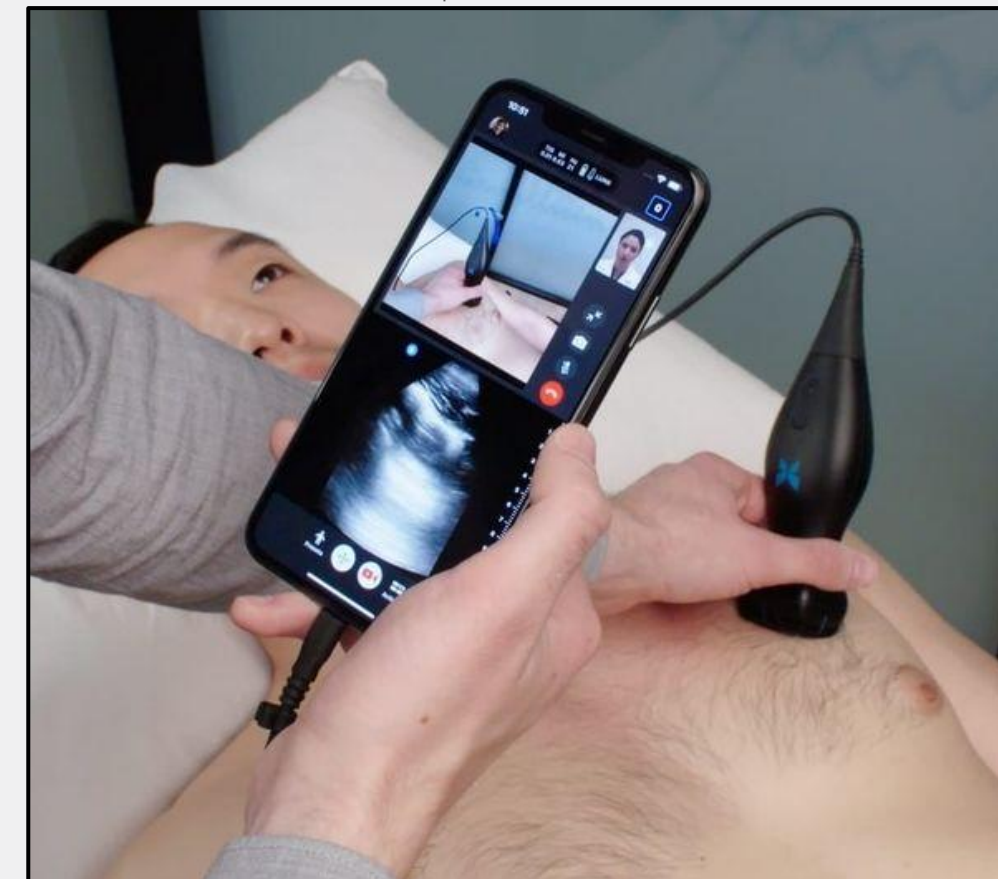
INTERCONNECTED CONSCIOUSNESS PHARMA

Both low-tech solutions and the digital world will bring health into people's lives, democratizing access and helping prevent more serious issues. Soon, globally connected clouds of health data will track and alert communities of possible risks.



Bump Galaxy

Bump Galaxy is a conceptual virtual world for mental healthcare hosted in Minecraft, which connects users with trained practitioners in fields such as hypnotherapy and relationship counselling.



Butterfly Network

Using AI to make healthcare more accessible, the Butterfly Network provides a portable medical diagnostic device that plugs into a user's smartphone. This device - powered by the Butterfly iQ - allows full-body ultrasound examination at a much lower cost than legacy systems.

Interconnected Consciousness = 360 Health

Industries Takeaway



retail

Consider people, planet and communities during whole-product journey by reducing waste, promoting social wellness, and allowing more forms of ownership.



CPG

Focus on developing hyperlocal supply chains that will allow the business to be responsive to sudden changes.



finance

Investments should go towards ethical companies that are combating inequality, and sustainability must be included in company profits and reviews.



agribusiness

Foodtech will be crucial to identifying intelligent solutions that combine nutrition, taste and sustainability.



pharma

Low-tech solutions and the digital world will democratize access to health, as well as track and alert communities of possible risks.

DRIVER OF CHANGE 04:

Next-Gen Longevity



NEXT-GEN LONGEVITY

BIO-SYNTH-ETHICS

Incorporating the *Nature As Stakeholder* mindset, biotech experts will see nature as a co-client when designing the next materials, ingredients and tools to upgrade how we live today. This will accelerate countries and companies' green transition, as well as bring people closer to their products and services through shared values.

Bio-synthetics will require education in order to be understood as the best option for both planet and people.

LIFELONG LEARNING

From upskilling to learning concierges who offer continuous training to perfect their career paths, learning is not only fundamental to staying relevant in a competitive labor landscape. It is also key to exercising the brain, expanding interests and getting emotionally fit, which are essential to a healthy aging. Unlike previous concepts of education, we'll see the rise of Social-Emotional Learning, that focuses on abilities like empathy, resilience and affection.

“The idea is that aging biology is this lever that allows us to dial back on multiple diseases ... and that would be much better than whack-a-mole medicine.”

Martin Borch Jensen, scientific director at Gordian Biotechnology

“Perhaps the greatest opportunity of the twenty-first century is to envision and create a society that nurtures longer lives not only for the sake of the older generation, but also for the benefit of all age groups – what I call the Third Demographic Dividend. To get there requires a collective grand act of imagination to create a vision for the potential of longer lives.”

Linda Fried, reitora do Mailman School of Public Health na Columbia University



NEXT-GEN LONGEVITY

LIFE EXTENSION

Increased longevity is not enough. People want to be able to upgrade themselves throughout their lives, not only restoring skills that may have been lost to old age but also enhancing what already works to another level. Holistic health gets optimized when combined with cutting edge technology that targets DNA-level individuality for truly personalized solutions.

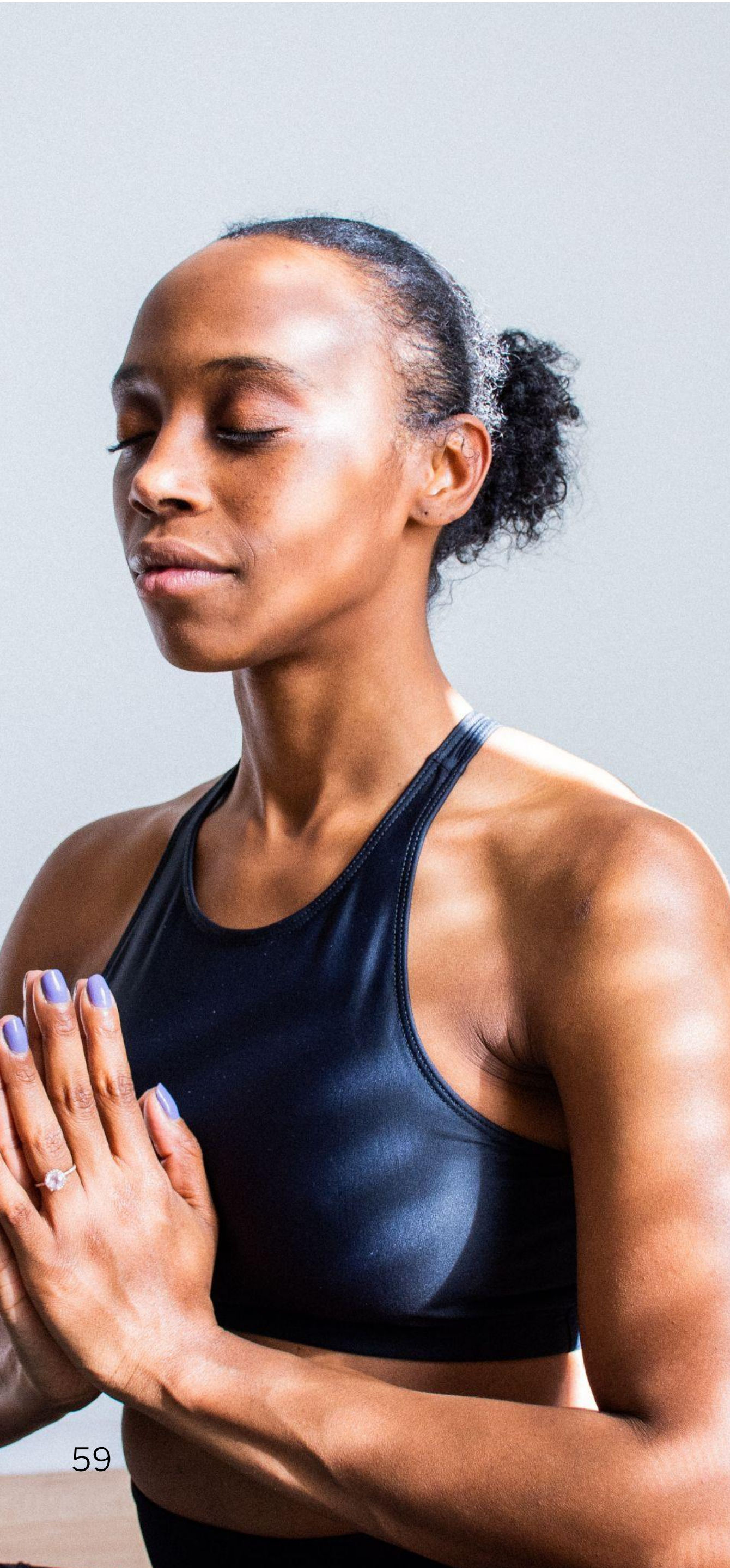
There will be **3.7 million centenarians globally by 2050.**

Source: Pew Research, 2022

INSTANT FIX

On a short-term horizon, people are looking for immediate results while they invest in long-term health. A new wave of hospitality, restaurants and wellness centers are bringing medical-level treatments to provide a very fast but deeply nourishing boost to people's health. From poolside IV drip that revitalizes and hydrates people, to oxygen bars, ozone therapy for the blood, stem cell therapy and exosomes therapy for the brain, industries are adding services that promote a pronto glow-up.

In China, **sales of nicotinamide mononucleotide (NMN) brand Doctor's Best reached \$1m in 10 days of launch.** Known as the 'longevity pill', NMN is reported to help fight memory loss and strengthen muscles.



NEXT-GEN LONGEVITY

Digital Innovation Takeaways

HEALTH ON LOOP

Consumers expect that the data that is collected from them across the many touch points gives them useful information back to them in return. The data journey must be comprehensive and complex, but translated into palatable insights that are easily applicable and make people's lives and health better.

BRAIN FITNESS

The health of the brain will determine how well lives are lived. Constantly stimulated brains are more flexible, create faster connections and lead to happier outlooks on life. Digital tools are essential to keep brains fit and extend healthy life.

"Most current healthcare systems are based on a universal cost-benefit analysis, taking a standardized approach to reach as many people as possible. But as the most diverse generation on Earth, Gen Z need personalized healthcare that exists in the places they inhabit. With young people increasingly engaged with virtual environments, the metaverse could be the answer."

Dr Arup Paul, clinical director at digital healthcare platform LovedBy

Driver of Change 04:

**Next-Gen
Longevity** = Sci-Fluenced
Solutions

Companies across all sectors will be expected to deliver science-backed solutions that enhance and extend healthy lives and promote data democratization.

NEXT-GEN LONGEVITY RETAIL

Retailers will take on the responsibility of introducing brands, products and services that enhance well-being in a convenient way. Discovery of self-optimization will be led by innovative store concepts, e-commerce platforms and metaverse activations.



Payface Biometrics

Brazilian supermarkets D'Ville Supermercados - a retail chain in Uberlândia, Minas Gerais; St. Marché - a premium retail chain in São Paulo; Zona Sul - retail chain from Rio de Janeiro; and Super Muffato - supermarket group from Paraná are already using Payface for the Mastercard Biometric Checkout Program. Payface connects each user's face using facial biometrics with different payment methods, such as credit cards, private labels, wallets, acquirers, sub-acquirers and payment gateways.



Pop Up Grocer

Pop Up Grocer is a traveling US grocery store that puts aesthetics first via museum-like displays. In the spirit of helping new brands get discovered, the company donates a portion of sales to an emerging CPG label.

NEXT-GEN LONGEVITY CPG

CPG brands must combine convenience - like ready-to-drink, wearables, subscriptions - with health enhancement. From tackling overconsumption and waste to replacing ultra-processed and industrialized foods, products must do people and planet well.



Mixfit

The Mixfit app synchronizes with consumers' wearable devices to determine which minerals, vitamins and other nutrients are lacking in their diet. Using this data, the Mixfit at-home drinks dispenser creates a bespoke drink using the brand's functional ingredients.



Apple

Apple's devices already collect data such as blood pressure, blood oxygen levels, ECG readings and body temperature, as well as helping people regulate their medication. Apple is now spreading their wings into healthcare, turning habits into actionable data.

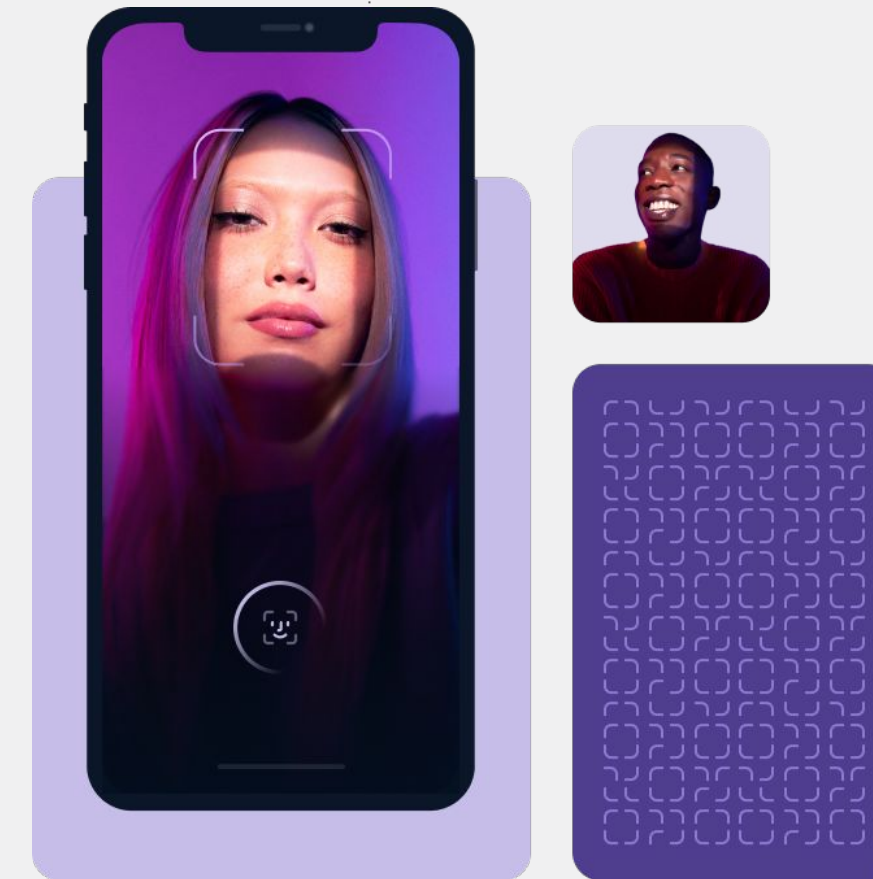
NEXT-GEN LONGEVITY FINANCE

Our biometric data are no longer important solely because they carry our identity and characteristics, but because of the many ramifications that are being done with that information. Amplifying health quality and extending life will be necessary for official transactions and future governance.



Suomi.fi

National identification platform in Finland, suomi.fi links bank data to the person's identity number and allows users to authenticate through the banking app an endless number of activities, purchases and financial and bureaucratic processes, such as medical appointments, access to income tax or the simple payment of a cell phone bill. In two steps, safe, fast and it brings together all the user's important information in a single login.

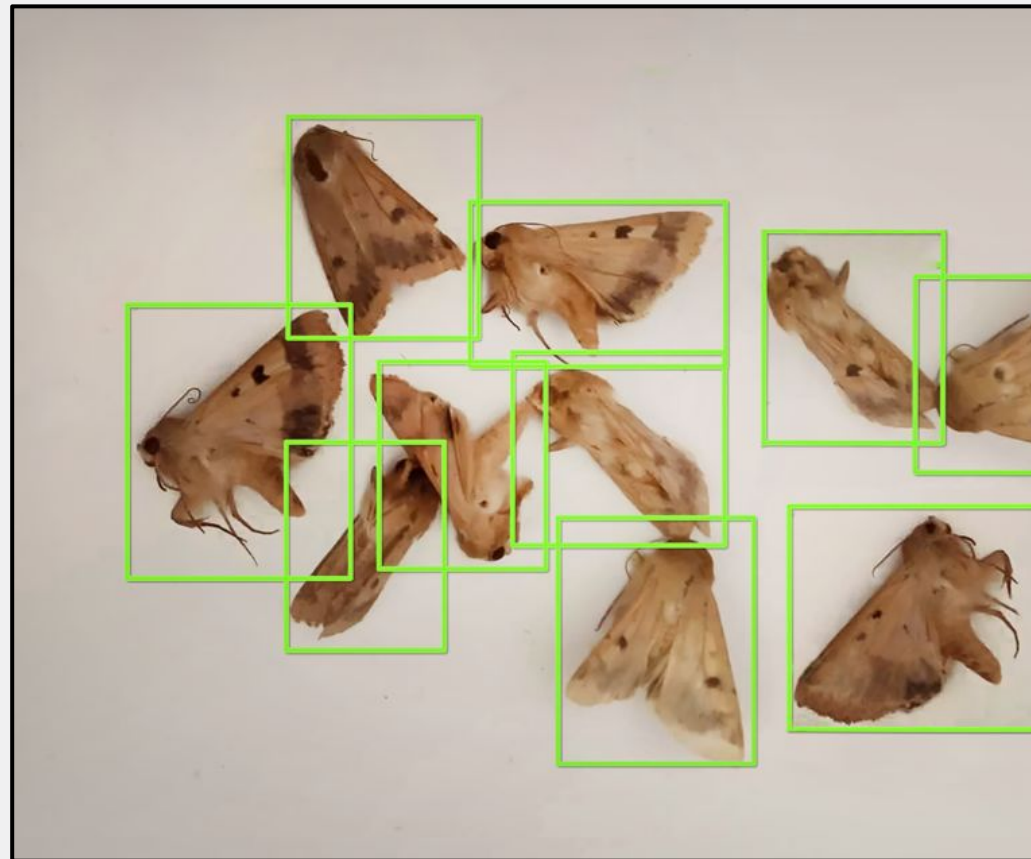


Unico.io

ID Tech Único relies on the use of biometrics for process authentication and fraud reduction. Processes such as payment, password recovery and even proof of life are done in a centralized way. With their face, customers can register, make purchases, issue cards, apply for credit, and much more, all with the agility, practicality, and security of a selfie.

NEXT-GEN LONGEVITY AGRIBUSINESS

Solutions to environmental sustainability and people's health lies with bioengineered ingredients and foods. By extracting the best out of current resources, scientists can combine the best of both worlds and amplify raw materials' qualities to create superingredients that are carbon-free and highly nutritious.



Arc Farm Intelligence

FMC launched in Brazil its artificial intelligence platform for forecasting the pressure of pests in crops one week in advance and with 90% reliability. Arc Farm Intelligence uses real-time predictive modeling to predict where and when harmful insects might strike for pesticide application. The tool was developed with open APIs and can be easily inserted into the farmer's existing digital ecosystem.



Padam

Colombian brand Padam's Masala Chai includes reishi and ashwagandha to help better respond to stress.

NEXT-GEN LONGEVITY PHARMA

Pharma will have the biggest role in extending healthy lives, with innovations varying from on-the-go IV drops to biohacking retreats, airborne treatments and age-defying nutraceuticals. As 5G technology gets implemented, remote medical devices and health experts will be able to monitor patients' health in real-time irrespective of their location.



The RoseBar

The RoseBar concept, a longevity club and clinic merging medicine and wellness, opened at the Ibiza Six Senses resort. In partnership with biotech company Orgenesis, RoseBar offers a new generation of anti-ageing treatments and biohacking programs, including age-defying nutraceuticals, pulsed electromagnetic-field therapy or stem cell manipulation



Juvenescence

Juvenescence is a company that creates 'senolytic' drugs that aim to rid the body of damaged cells. It sells Metabolic Switch drink for \$50 for a two-week supply.

Next-Gen Longevity = Sci-Fluenced Solutions

Industries Takeaways



retail

Retailers will take on the role of health concierges that introduce products and services that heal and repair people's health.



CPG

CPG brands must combine convenience with health enhancement in order to replace health- and planet-damaging habits.



finance

Maintaining biometric health will be essential to official transactions and future governance.



agribusiness

Bioengineered ingredients combine the best of both worlds, providing superingredients that are carbon-free and highly nutritious.



pharma

A combination of long-term and instant treatments will make extended health easily accessible.

Emerging Behaviors	Drivers of Change	Context	Business Inspiration
Digital Abundance	1 Overstimulated Era	- Mindful Sensory Journey - Over Acceleration - Meta-Time - Direct-To-Avatar	Consent To Engage
Economy & Work	2 Hustle Culture Reimagined	- Collective Burnout - Borderless Living - Meta-Cultural Hubs - Everything-As-A-Service (XaaS)	Smarter, Not Harder
Environmental Sustainability & Health	3 Interconnected Consciousness	- Supply Chain Becomes Value Chain - Nature As A Stakeholder - Care Ecology & Cybercare - Neo Collectivism	360 Health
Biotechnology	4 Next-Gen Longevity	- Bio-Synth-Ethics - Lifelong Learning - Life Extension - Instant Fix	Sci-Fluenced Solutions

About Box1824:

Future Driven Strategic Consulting - Box1824 is a hybrid between a futures research firm and a strategic consultancy. Being multifaceted allows the development of projects from the first insight up to its completion. The company was born from the ability to study behavior and map culture. Its proprietary 3D methodology allows the connection between the present and the future of business. Starting with Detect, which indicates new realities and contexts, going through Decode, where they translate the zeitgeist, and finally Direct, where Box transforms visions of the future and mapping behavior into business strategy. For 18 years, Box1824 has been a strategic partner of Itaú Unibanco, Stellantis, Vivo, ABInBev, Google, RD

About CI&T:

CI&T (NYSE:CINT) is a global digital specialist, a partner in digital transformation for 100+ large enterprises and fast growth clients. As digital natives, CI&T brings a 28-year track record of accelerating business impact through complete, scalable digital solutions. With a global presence in nine countries and a nearshore delivery model, CI&T provides strategy, data science, design, and engineering, unlocking top-line growth, improving customer experience, and driving operational efficiency. Recognized by Forrester as a Leader in Modern Application Development Services, CI&T is the Employer of Choice for more than 6,900 professionals.

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