



Looking Ahead to 2024

Signs, signals and hope for
the year to come

Good Futures, December 2023

What's driving change?



What's driving change?

- 1. BIG YEAR FOR DEMOCRACY**
Populism is on the rise. Again. Will it be a year of disinformation & misinformation?
- 2. COST OF LIVING CRISIS Round 2**
1/3 of charities could close this winter. The middle hit the hardest
- 3. MILLENNIAL BURNOUT**
Levels of burnout and exhaustion still rising, particularly in frontline orgs
- 4. LONG TAIL OF COVID**
Debt, cortisol & missing years
- 5. THE INTERNET IS BROKEN**
RIP Twitter, polarised media & breaking news on TikTok
- 6. WAR**
Ukraine. Gaza. Taiwan?
- 7. CRYPTO FUTURE?**
Is winter coming, or will regulation herald a new era of stability?
- 8. CLIMATE CATASTROPHE**
2023 hottest year on record but COP28 was a mixed bag of 'could'..



Looking Ahead to 2024



Introducing: The 2024 Trend Tarot Deck

Disorientation is now our *norm* – we're chronically dazed and drowning in unpredictability. For many, fictional explanations were (and remain) more believable than truth itself.

Matt Klein, Cultural Theorist & Head of Global Foresight, Reddit



I

Navigating Uncertainty

In a world where uncertainty seems here to stay, embrace the opportunity to innovate. Take a position in shifting waters to either distract, reassure, embrace or rise up against the chaos.

Navigating Uncertainty

The permacrisis looks set to stay. Uncertainty can be a motivator. Embrace the opportunity to innovate.

Acknowledge your shared fears and take a brand position to help supporters and service users navigate the year ahead.

1. *Hand Hold* during uncertainty
2. *Distraction* from uncertainty
3. *Embrace* uncertainty
4. *Take Action* through uncertainty

Hand Hold

Carrefour puts shrinkflation warnings on supermarket shelves



Distract

Yorkshire tea tap into nostalgia and escape with an ode to the teenage rite of passage



Embrace

Domino's Emergency Pizza gives customers one free pizza when they 'Need it Most'



Take Action

Tinder help singletons cover up tattoos from previous relationships, for a fresh start at love



Navigating Uncertainty

So What?

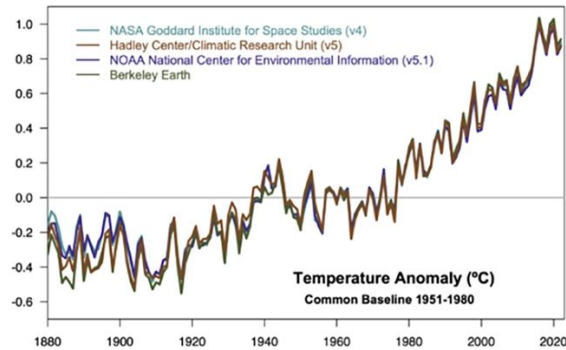
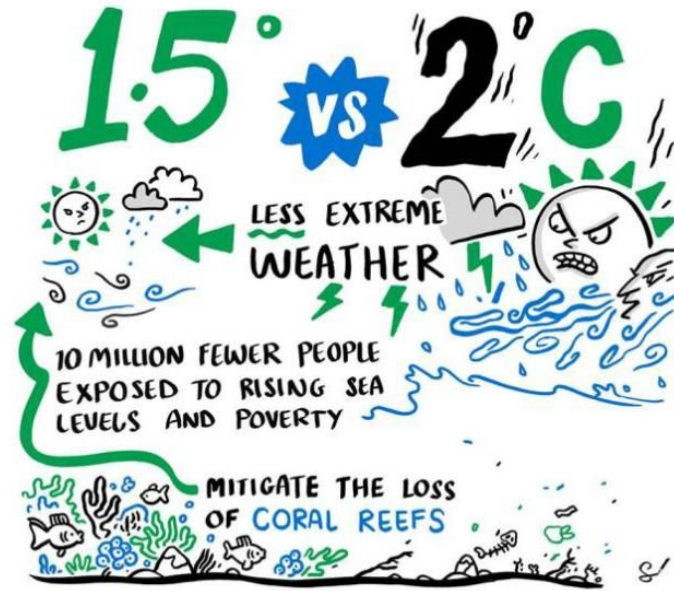
In 2024, be brave with your brand & innovation to help weather the permacrisis.

Hand Hold: Be a reassuring and stable force through uncertainty. Don't shy away from honesty.

Distraction: Lean into nostalgia or humor to distract. Help others tune out or simply avoid.

Embrace: Life is messy. Lean into it. Mirror the experience.

Take Action: Empower, upskill and lead the charge for change.



Average temperature anomaly, Global

Global average land-sea temperature anomaly relative to the 1961-1990 average temperature.

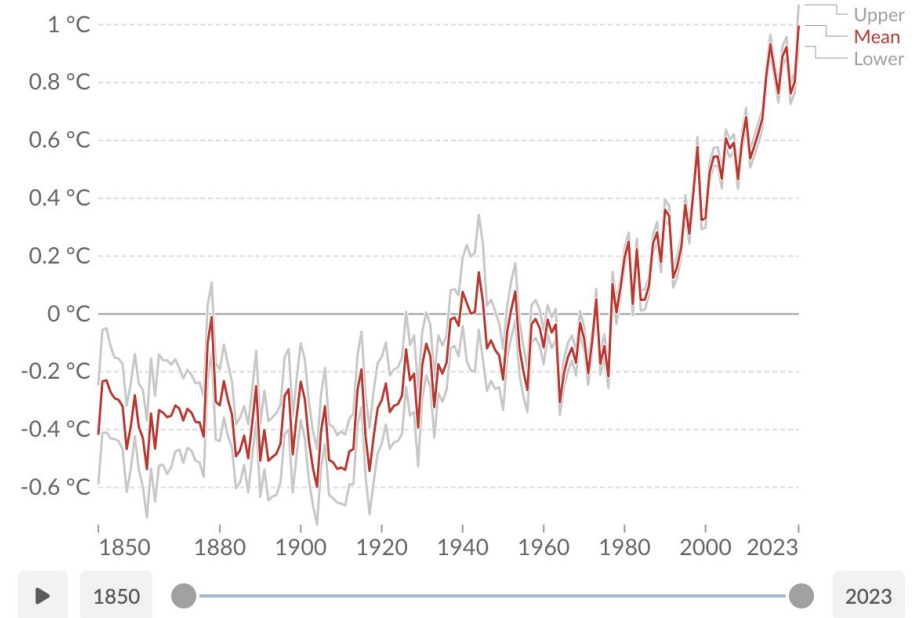
Our World in Data

Table

Chart

Change region

Settings



Data source: Met Office Hadley Centre (2023) – [Learn more about this data](#)

Note: The gray lines represent the upper and lower bounds of the 95% confidence intervals.

OurWorldInData.org/co2-and-greenhouse-gas-emissions | CC BY



Explore the data →

II

Climate Mitigation

The climate threat demands a radical and collaborative response. It's time to face up to the damage we've done and focus on living with climate change.



Climate Mitigation

Climate Mitigation

A Lancet study has revealed that 295 billion hours of potential work were lost due to heat exposure in 2020

But climate is at risk of being viewed as 'a' priority, not 'the' priority by too many businesses and governments.

Start planning for the impact of climate change now, not in the next five years. Ensure safe working conditions for people and planet.

Sustainability can no longer be a selling point but should be seen as an essential element of survival.

Cooling Tech

Qore Performance partners with Shake Shack & FedEx to cool workers



Strikes

UPS workers in the US strike, demanding climate related safe working clauses in contracts



Ocean Plastic

Lidl introduce water bottles made from Prevented Ocean Plastic



Circular Economy

Little Loop partner with John Lewis to bring the circular economy to the high street



Climate Mitigation

So What?

Traditional strategies that focus on zero-sum sustainability initiatives no longer cut it.

In 2024 invest in innovation, tangible solutions and radical transparency that push the boundaries of what's possible and what's necessary. Don't wait for regulation. It will be too late.

Beware climate apathy. Be a LOUD voice for change. Collaborate with others to amplify your voice and impact.

Plan for new ways of working: new places, spaces and people.

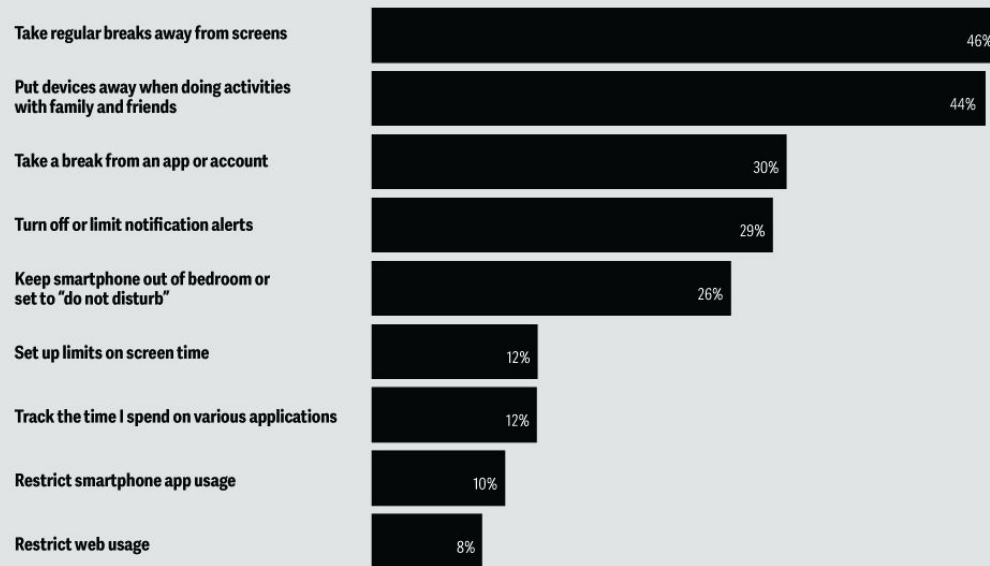
78% of consumers Deloitte surveyed in this 2023 study had put at least one measure in place to set boundaries on their digital activities.

42% had put three or more measures in place.

Figure 3.1

Eight in 10 consumers have put at least one of the following measures in place to limit their digital behavior

Percentage of respondents who have put the following measures in place to set boundaries on their digital behavior



Note: N (US consumers) = 2,018.

Source: 2023 Connected Consumer Survey, 4th edition.

Deloitte
Insights | deloitte.com/insights

III

Conscious Consumption

We have a moral responsibility to be engaged with what's going on. But we're choosing when, where and how to reconnect.



Conscious Consumption

If 2022 was all about the doom spiral, and the start of 2023 saw people choosing to digitally disconnect. 2024 is about conscious consumption.

When confronted with Ukraine, Gaza, elections, climate catastrophe, it can feel overwhelming. Add into this the maze of misinformation & disinformation from AI content.

But people are acting on a moral responsibility to engage.

They're just doing it in a safe and managed way.

Focus Tech

The Light Phone II focuses on essentials such as calls and texts with add-ons that include a music player, note-taking and directions. Notably, there is no web browser, and the device does not emit blue light.



Time to Pause

Every time you try to open your favorite apps on your phone, the One Sec app helps you pause, take a deep breath in, and let it out slowly. A chance to think twice about whether you really need to that app.



Conscious Consumption

So What?

In 2024, notification-weary consumers will face the quandary of engagement vs self-protection. How to reclaim control over their devices and their consumption?

Offer narratives and touch points that are thoughtful and considered. Convenience, without the complexity.

Friction can be your friend!

Create safe spaces to re-engage.

Be a trusted voice of truth & pragmatic information.

Meet Generation Dread

We find ourselves in an era of interconnected anxieties driven by economic turbulence, inequality, conflict, health crises, and climate change.

- Just 25% of people say they are positive about the way things are going in the world, and 71% are anxious about the state of the planet
- Younger generations in particular are more stressed, anxious, and self conscious than at any time in history
- Our attention is under constant demand, leading 46% to "feel tired and burnt out all the time", and 67% feeling "more detached from the real world due to technology."

IV

Dark Comforts

Generation Sensible are turning to dark comforts as a way to manage through uncertain times. Welcome to optimistic nihilism.



Dark Comforts

Where Millennials have sought for meaning in everything, Generation Sensible are increasingly being overtaken by Generation Dread and under 30s nihilism.

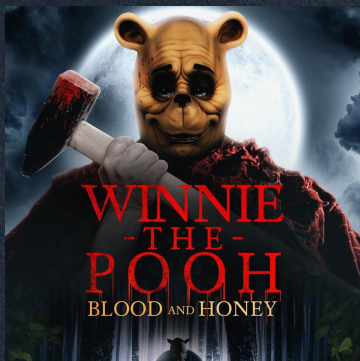
But this is where nihilism meets modern psychotherapy.

Introducing optimistic nihilism: *In a life devoid of meaning, how can you create your own meaning?*

These dark spaces and content can offer psychological safety and coping mechanisms outside societal norms.

Childhood Trauma

Your childhood best friend finds a new incarnation as Winnie the Pooh's copyright expires



Pandemic 2.0

Groundbreaking video game, 'The Last of Us', breaks new territory as a drama series



Horror Politics

The Horror Show at Somerset House revisited horror genres through a cultural & political lens



Ghost Hunting

Everyone has a ghost story to tell, or at least that's what Danny Robbins would have us believe



Dark Comforts

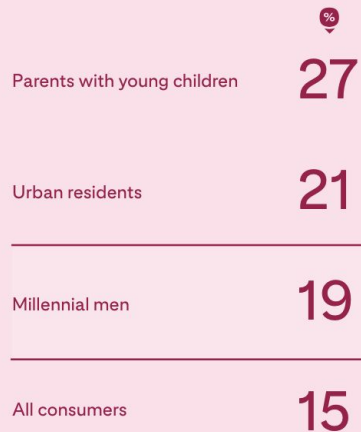
So What?

People are using horror as a coping mechanism; a way to find agency in an uncertain world. (And, sometimes, just for fun).

We're not suggesting you make a horror movie, but play into the tropes. Explore the humour. Let people feel the goosebumps.

Don't shy away from confronting the realities of death.

Because out of the dark, sometimes emerges light.



V

Revaluing the Ordinary

In a world where uncertainty seems here to stay,
finding safety, joy and purpose in new routines,
rituals and patterns.



Revaluing the Ordinary

Through Covid & cost of living, we've had to become more resilient and creative, finding gratification in simpler and more affordable ways.

We're assigning greater significance to everyday occurrences, turning them into rituals or routines, or even new opportunities to celebrate.

Turning the ordinary into the extraordinary.

From new twists on old traditions, to new milestones. We're looking for a reason to celebrate.



Luxuriating in Design

Dezeen's hotly anticipated 'Top 10 staircases' of 2023 has been released. This annual ranking celebrates the spectacular and the space saving. Finding surprising design in functional spaces.



Elevating the Day to Day

The Skura sponge sparks almost religious levels of fandom in it's followers. It. Is. Just. A. Sponge. But everyone from Eva Mendes to Bon Appetit have become devout followers at the temple of Skura.



Revaluing the Ordinary

So What?

Lenses to consider in 2024:

1. Challenge your assumptions on who is celebrating
2. Celebrating little treat culture and bite sized hedonism
3. The value of pre-loved and re-loved purchases
4. Solo celebrations and personal achievements
5. Moments that matter with those that matter to you
6. New milestones: divorce parties, cat birthdays and 'It's a Tuesday'.

The Five-Day Office Week Is Dead

Oct. 16, 2023

07-16-23 | WORK SMARTER

The office is dead. Long live the office (at least some of the time)

While the research may render the RTO debate over and done, there are plenty of ways to reimagine the office of the future.

After WeWork, the office is dead — long live the office

The desk-renting start-up's implosion ought to teach investors not to bet the future on the recent past

Two-thirds of CEOs think staff will return to office five days a week, survey finds

Most company leaders also believe pay and promotions could become linked to workplace attendance

The end of the Zoom boom?

With even Zoom waving work-from-home goodbye, is it time to hang up your meeting-appropriate PJs?

8 August 2023

VI

Reconciling Hybrid

The return to the office is dead.
It's time to reconcile what hybrid really means
for how we work, collaborate and connect.



Reconciling Hybrid

According to Stanford economist, Nick Bloom, *"the return to the office is dead."*

But equally we haven't gone completely virtual.

In the UK, 58% of workers prefer hybrid working & 2022 data shows UK staff are now going into offices an average of 1.4 days a week, compared to 3.8 days a week pre-pandemic.

Our policies, ways of working and tech haven't kept up or adapted. So how can we reconcile new behaviours?

Changing Dress Codes

Whilst the BBC decided to relax its infamous presenter dress code, in one month the US Senate decided to 'stop enforcing business attire', and then voted unanimously to reject that decision and reinforce dress code rules.



Grandparent Leave

In an effort to expand their workforce and retain talent, companies are experimenting with grandparent leave policies to boost recruitment and retention.



Reconciling Hybrid

So What?

Gone is it the binary. Have you fully reconciled your ways of working to the hybrid reality?

Demands for flexibility aren't just coming from new joiners.

Recruit from a more diverse talent pool by leaning into hybrid and flexible ways of working.

This also extends to parental leave and fairer policies for all parents (see the Future of Men report).

VII

The Great Outdoors

We're rebalancing our relationship with technology, reconnecting with nature and taking a big leap into the great outdoors.



The Great Outdoors

During lockdowns, we brought the outdoors inside, with house plants and nature documentaries.

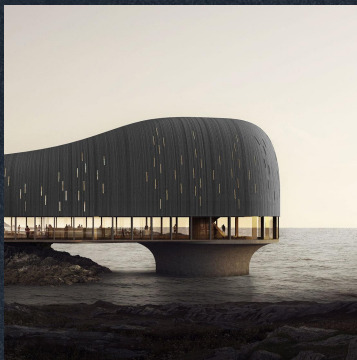
Now that the doors have been opened, we're heading outside again to take a big deep breath of the real deal.

But this escape outdoors is a new hybrid experience, blending AR and phygital with mother nature.

And it's not just adults. Post-Covid, screen time and device usage is down on Gen Alpha too! 47% would prefer to play outside 'all of the time'.

Future Museums

The Whale, Norway – opening 2026. Part museum, part experience, part conservation



Inclusive Outdoors

Adidas partner with Muslim Hikers to create a weather-proof prayer mat



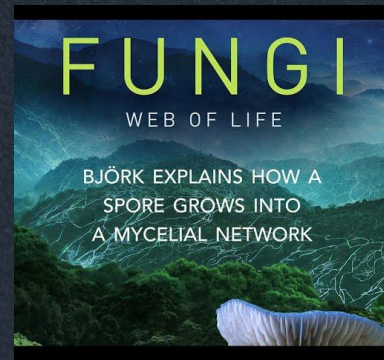
Nature Meets Retail

Birkenstock launch BirkenField Meadow – a shoeless space in New York City to rediscover walking



Niche Nature

Björk brings her love of the natural world to nature documentaries, narrating *Fungi: Web of Life*



The Great Outdoors

So What?

Post-Covid, we're all looking for a little bit of awe and wonder in our lives. And nature can serve that up in spades.

Add to that the mental and physical health benefits of the great outdoors and it's no wonder that people are looking for accessible ways to get outside.

But 2024 looks to bring more hybrid, tech-enabled experiences. Ones that blend AR and VR to offer phygital entertainment, blending the boundary between outdoor and indoor.

VIII

VIII

Synced Services

AI, 5G and unexpected brand collaborations
combine to move us one step closer to Jarvis in
all our pockets.

A vertical card illustration with a dark blue background. At the top, the Roman numeral 'VIII' is in a white box. Below it, a person sits on a glowing, futuristic path that leads towards a bright, glowing horizon. The sky is filled with white clouds and a blue gradient. The path is flanked by dark, industrial-looking structures. At the bottom, the text 'Synced Services' is in a white box.

Synced Services

Synced Services

Whilst an Iron Man style Jarvis might now be within reach with current advances in Artificial Narrow Intelligence, we're not quite there yet!

So what started with users hacking services to better suit their needs (like using Grindr as a networking tool, and LinkedIn for dating) is now seeing brands getting in on the opportunity.

Leveraging the emerging power of AI with the boost of low-latency 5G and consumers start to unlock a world of synced services connected for their needs.

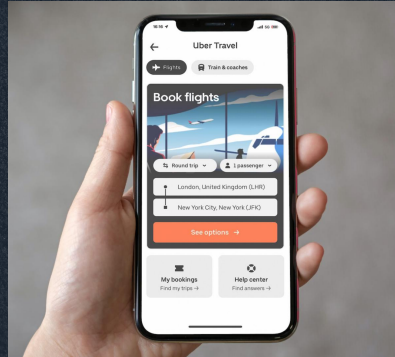
Hybrid Spaces

BMW make the most of charging down time by bringing gaming to the dash console



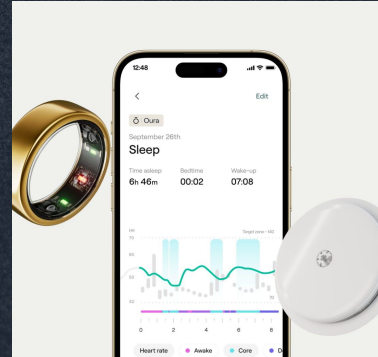
Uber Apps

You can now book your taxi, your train and your flight all in one app, with one company



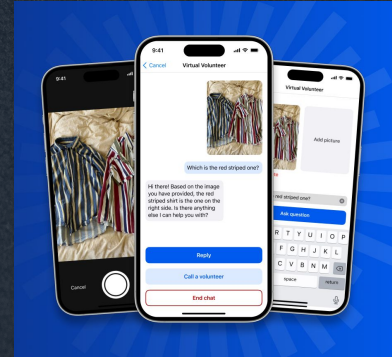
Health Hacks

Veri & Oura collaborate to track the link between sleep quality and your metabolism



AI Helpers

Be My AI bypasses the human to use AI to help blind and low-vision people with tech tasks



Synced Services

So What?

With AI still in the ascendance, expect to see more connected services emerging in 2024.

Who could you, and should you, collaborate with to create seamless end to end journeys for service users and programme participants?

Where could charity collaborations streamline the journey of service users and programme participants? And could 2024 start to see the rise of collaborative fundraising, to fund these end to end solutions?

IX

Brand Remix

Customisation comes of age, as consumers take control of your brand and your product to create the services and experiences they desire. Whether you like it or not.



Brand Remix

Low-cost, easy-serve personalisation has been the holy grail of innovation for decades. And AI may have unlocked the keys to some of this kingdom. *But at a price.*

These same tools also empower consumers to create and realise their desires with or without your brand authorisation.

Rather than gatekeep your brand and products, co-create with consumers to amplify your combined creativity.

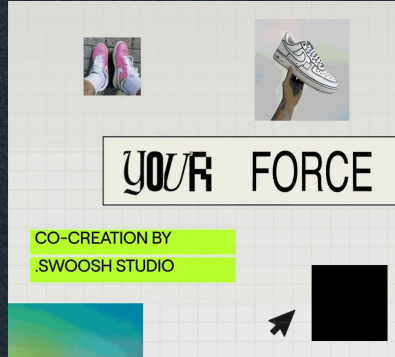
Taking Back Control

Twitter competitor BlueSky hands over the keys to the algorithm kingdom for users to control



Ideas to Market

Nike's Swoosh Studios turned customers creative ideas into products on store shelves



AI Creations

Coca-Cola partnered with OpenAI to enable artists to let their imagine run free with brand assets



Magic Kingdom

To celebrate 100 years, Disney released music & special effects from the House of Mouse for TikTok creators



Brand Remix

So What?

Handing over the keys to your brand can feel terrifying. But the cat has already bolted on this one. (Just search AI ads on YouTube as see what comes up).

Get ahead of the curve and start co-creating with your audiences to imagine something more than the sum of your collective parts.

Be bold. Be brave.

It's an opportunity to reach and connect with underserved communities and audiences.

X

More than Human

Combining human and AI to question what is real and what is fact? Reimagining storytelling to supercharge inclusion. Collaborative learning between human and machine.



More than Human

We're at a turning point in our relationship with technology, making us question what is real, what is fake, and what is it to be human?

As AI enables creators to rewrite existing narratives and histories, and (in some cases) completely fabricate scenarios, we're increasingly at risk of moving from collective to selective memories?

But wait! This isn't another doom-laden AI future. This AI future could be one of supercharged inclusion, that protects and safeguards cultural legacies, whilst also asking the question, 'what if'?

Inclusive Memories

'Saved Memories' used AI to reimagine childhood photographs of trans people



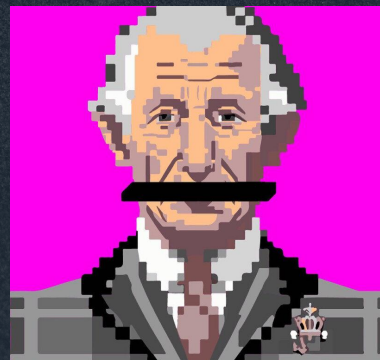
New Histories

AI helps TikTok creator imagine 'What If?' to challenge the legacy of colonialism



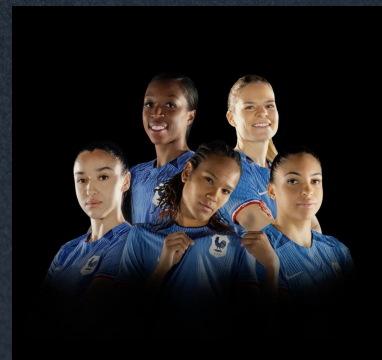
Mute Button

This browser plugin replaces British royal news and gossip with indigenous news and headlines



Break Stereotypes

Orange used VFX and AI to challenge gender stereotypes in a groundbreaking ad for 2023 World Cup



More than Human

So What?

We still have the problem of bias. Generative AI is far from perfect and current LLMs don't just reflect the bias of the data they're built upon, but compound and magnify them.

However... when deployed as a tool in your arsenal it could:

- Reimagine narratives to challenge stereotypes
- Reconnect communities with forgotten stories & artifacts
- Give people the power to tell their own stories.

XI

Biohackers

From incremental to radical hacks. Take control of everything from your cognitive and physical performance, to genetic predispositions for diseases, in-home diagnosis, and hacking your longevity.



Biohackers

Biohacking is not new, but new and affordable tech, combined with TikTok's fascination with ice cold plunge pools and breath work, and it's taking hacking and human augmentation out of the hands of the few (and brave) and into the masses.

From tracking biomarkers in menstrual blood to optimise cognitive and physical performance, to screening for diseases. The big news in 2024/25 is going to GLP-1 drugs to manage obesity and addiction.

This is taking biohacking out of the clinic and sci fi movies, and into our homes, our bathrooms and our gyms.

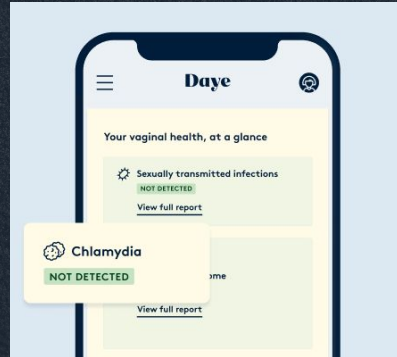
Hack Your Health

Zoe offers personalised nutrition advice based on your individual metabolism



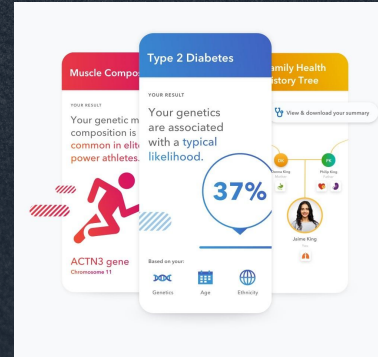
In-Home Testing

Daye tampons bring STI testing out of the clinic and into the home and bathroom



Risk Profiles

23&Me can now screen for genetic predisposition to diseases as part of their testing



GLP-1s

We've just scratched the surface on these drugs. Expect to see many more hit the market in 24-25



Biohackers

So What?

We know that a big barrier to early diagnosis and detection of many treatable diseases is attendance at regular health checks and screenings.

What if you could remove the barrier to access by moving the clinic into people's homes?

Could you make health information more interesting and appealing by wrapping it up in a biohacker-wrapper? Gamifying your health.

Finally, GLP-1 drugs are going to fundamentally change health management in the future. What impact could they have on your mission?

Death is a lucrative business, demonstrated by the long histories of the life insurance, estate planning, and funeral industries, and digital death entrepreneurs have sought a piece of the pie.

Tamara Kneese, researcher & author on death

XII

Grief Tech

Grief tech means that you never really have to say goodbye to your loved ones. It will radically change our relationship with death and could herald the end of mourning as we know it. But should we be concerned?



Grief Tech

The grief tech market is exploding. With startups that will promise everything from chatbots that can deliver an authentic conversation with the recently deceased. Through to animated avatars and in-room holograms.

Grief tech means that you never really have to say goodbye.

But it raises the question of consent. A rise in people starting to include '*Don't Bot Me*' clauses in their wills, alongside a DNR order.

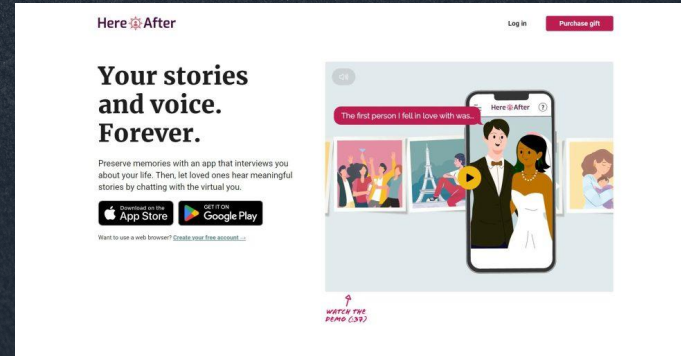
Attending Your Own Funeral

Tech startup Storyfile offers deepfaked videos of dead loved ones to the bereaved. They even created a hologram of a woman to attend her own funeral and have a conversation with mourners.



The Dead Never Depart

HereAfter offers to build 'legacy avatar' chatbots of living people, that can be called upon after their deaths to console the bereaved.



Grief Tech

Just because we can, does it mean we should?

There are huge ethical considerations to preserving people's identity, likeness and personality without their consent.

Who owns the avatar and the data? Will we need new mourning rituals should data get corrupted or lost? (see AI & relationships)

But it does open a world of possibilities for legacy and in mem fundraising. What if the person you're remembering could explain why your organisation is so important to them?

XIII

Synthetic Consumers

Supercharge your speed to market by generating insight, testing, prototyping and iterating with synthetic consumers.



Synthetic Consumers

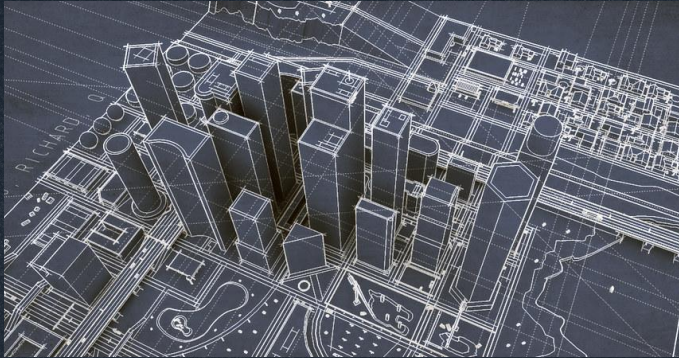
Customer personas are nothing new. But in 2024 they're informed by real-time data, including live transaction data and social media sentiment, meaning they are more useful than ever when it comes to generating insights into real customers.

These customer models create safe, closed environments you can test, iterate, try and fail, without the larger scale investment of going to market.

However... they take time, and investment to build.. AND BEWARE MODEL COLLAPSE!

Digital Twins in Planning

Digital twins are being used to design and model more energy efficient homes and systems, along with predicting energy consumption patterns to optimise energy distribution and plan for future infrastructure needs.



The Future of Meteorology

Digital twins are being used to not only better predict our immediate weather systems, but also map out potential future impacts of climate change on populations and cities.



Synthetic Consumers

So What?

Don't neglect or forget the real world! These synthetic customers can be great, but remember that real humans are wonderfully unpredictable.

Beware false confidence. Use and deploy AI as a tool. It's not the end to end. You still need to test and validate in the real world.

Read between the lines. Much like crafting the perfect sequence of prompts, don't take every on face value.

XIV

Decentering the Human

Delivering a multispecies future by giving nature a voice. Decentering humanity to hear the full chorus of Planet Earth.



Decentering the Human

Our planet is much noisier than we think. Planets and animals communicate in ways we're only just starting to discover.

At the same time, up to 150 species are becoming extinct every day due to climate change and human impact.

Much as developers don't need to know Mandarin or Turkish to build a chatbot in those languages, will it soon be possible to build one that speaks Humpback—or Hummingbird, or Bat, or Bee?

Interspecies Communication

The Earth Species Project uses AI to translate interspecies communication with the hope that “bioacoustics de-centres humanity in the tree of life”.



Understanding the Wonder of Nature

The Kew project uses AI alongside expert-taxonomists, misidentified specimens can be rectified, species boundaries can be delineated, and herbarium collections worldwide can be accurately cataloged.



Decentering the Human

So What?

This might seem a little out there for a 2024 trend, but combine this with The Great Outdoors, and Climate Mitigation, and there's a passion to consider other (non-human) perspectives and experiences to innovate our way through to a brighter future.

Whatever your mission, decentering your brand to really listen to your audiences (human and non-human) is always a good thing.



Are you and Accelerationist or a Doomer?

XV

Machine Resistance

When technology feels like it's happening to people, rather than for them, it's time to take back control. Consider serendipity your superpower.



Machine Resistance

2023 saw the massive rise of Generative AI, the launch of new products and services that (mostly) leverage OpenAI's ChatGPT model (94% of current start ups). Our prediction for 2024? The current market is overhyped and the bubble will burst. The winners will be, as always big tech.

Limited chip availability will hit processing power and speeds. Plus there's the hanging threat of model collapse. Where will the GPT5 data come from?!

But this doesn't mean AI is going away.

Into this steps the resistance. A new era of 'rage against the machine'.

From artists fighting back by poisoning generative AI, to the craft renaissance, and the serendipity of human curation.

Will 'created by humans' become a 2024 USP?

Machine Resistance: The Fight Back

AI Poisoning

Nightshade is a tool that embeds imperceptible alterations to artwork's pixels before online uploads. If the art is captured by an AI dataset, these changes can disrupt the resulting model, leading to erratic and unforeseen outcomes.



Digital Watermarks

The Kew project uses AI alongside expert taxonomists; misidentified specimens can be rectified, species boundaries can be delineated, and herbarium collections worldwide can be accurately cataloged.



Machine Resistance: 'Made By Humans'

A Return To Print

Fashion magazine Nylon is returning to print editions from April 2024, after ending its run in 2017. Whilst limited edition print books and collectors editions are seeing a resurgence.



Rise of the Craftsperson

LVMH are building a centre for craftsmanship in Paris to showcase artisan crafts. Whilst Bottega Veneta are opening a school for artisanal crafts to train more artists and craftspeople in these skills.



Machine Resistance: Human Curators

Ditching the Dating Algorithm

Tinder has introduced a new feature, “Tinder Matchmaker” – a tool that which lets friends and family recommend profiles to another user. Whilst Hinge is investing \$1 million to get people meeting IRL in 2024.



Social Watching

Plex "Discover Together" turns streaming social. This feature enables users to make profiles, connect with friends, and share recommendations for new shows and movies.



Machine Resistance

So What?

This one is a whopper with so much opportunity, so we're going to race through a list:

- We expect to see the first conviction for AI aided Identity fraud in 2024. Are you systems ready to handle this?
- Misinformation & disinformation on the rise
- Copyright, and who owns your data and assets?
- Could we see a rise of Luddism in 2024?
- Curation premium as an opportunity
- 'Made by Human' a kitemark of quality?
- Predictive models offer convenience, but at the risk of missing out on the serendipity of real life experiences.

And finally... the Good Futures word for 2024

SERENDIPITY



The Good Futures 2024 Tarot will be available from January 2024.

The physical deck of cards comes with an accompanying guide book on how to use the tarot.

Thank you