



# Fjord Trends 2022

## THE END OF ABUNDANCE THINKING?

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I'm here to share our Fjord Trends for 2022 and how they'll impact society, culture and business over the coming year.

In 2022, we've seen five human behaviours knit together a new fabric of life.

Lately, many of us have encountered empty shelves and skeleton staff. This trend examines how the scarcity of raw materials, shortage of workers and broken supply chains, have interrupted societal abundance thinking, previously enabled by convenience and speed.

Climate change has been another catalyst. People now understand the impact of this abundance thinking on our precious planet.

So, what are we seeing in Australia and New Zealand? We're seeing an appetite for sustainable, reusable and recyclable products in response to are both heightened ethical decision making by consumers and scarcity of resources. For example, Use It Up tape, by OzHarvest, which reduces food waste, with a simple sticker system for our fridges. And NRMA has used its Minecraft Climate Warriors to teach kids preparedness for bushfire danger.

There's also been a sharp rise in ethical investment products in response to demand from more mindful financial consumers. As of 2021, the Responsible Investment Association Australasia, found 86% of Australians expect responsible and ethical investment.

The new fabric of life enables profound change. Now is the time to closely consider the choices we make next and how they might impact our world, its structure, and our relationships with colleagues, brands, society, places and with those we care about most.

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