



Fjord Trends 2022

A NEW FABRIC OF LIFE

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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. But first, what makes our annual Fjord Trends report so widely anticipated? Its reliability. Fjord Trends is crowdsourced from across Accenture Song's global network of over 2000 designers and innovators, in more than 40 locations. And we're in our 15th year of providing practical guidance as companies and look to deliver value and relevance.

This year, we've seen five human behaviours, knit together a new fabric of life. Seismic shifts in people's relationships with work, consumerism, technology and the planet make one thing very clear: organisations today must operate in a way that truly matters to everyone. Recently, we've seen immense disruption across our region brought by drought, bushfires, floods and followed by COVID. Disruption on this scale provides a great opportunity to design new systems and new ways of being, rather than just react reflexively.

Let's take a look at how relationships are reshaping this new fabric of life.

(Come as You Are)

One of the most important relationships we have is with ourselves. Many people are now asking, Who am I? What do I really value? And are finding a new confidence to show up as their authentic selves in the answers. The rise of the "me over we" mentality, side hustles and kitchen table start-ups, are challenging organisations to help their people understand the value of being part of the collective.

So, what's happening across Australia and New Zealand? We see two identifiable sub-trends evolving here: a retail investing boom and the rise of new work patterns. Notably the four-day work week. People are seeking new ways to supplement their income and reduce the need to rely on work, primarily enabled by the accessibility of digital platforms in securities, cryptocurrencies and NFTs. This trend is introspective. Personal priorities and how work fulfils them are changing.

(End of Abundance)

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 Next Frontier)

The Metaverse, where the digital and physical worlds converge, is potentially becoming a new frontier in its own right. Will it be the next phase of the internet? Or a new phenomenon entirely? Only time will tell.

What does this trend look like in Australia and New Zealand? We're seeing rapid changes to the creator economy and investment behaviour around Metaverse enablers. The increasingly expansive creator economy reflects the changing dynamics of interaction and consumer to consumer behaviour. We've seen global content creator Jellysmack, expanding its programme footprint to include Australia and New Zealand.

(This Much is True)

In the 25 years since Google's debut, its most profound impact is the speed at which any question can be answered. Because it's so instant, people are asking more and more questions. With the proliferation of answers, there may be the potential for misinformation to increase. How do we know what's true?

How does this trend impact Australia and New Zealand? Increasingly ethical consumers want answers from brands about how they operate. Where possible, brands need to stay out of Google territory and communicate in channels they can control. And it's not just brands.

During the pandemic, Australia and New Zealand minimised reliance on internet searches with fast-tracked telemedicine to ensure people weren't misled about their health. Obviously, the inability to facilitate physical examination must be overcome in this example but, designing in secure channels will be critical to changing the information veracity game.

(Handle with Care)

The challenges of caring, in all its forms, and the cost and role of caregivers, have become more visible post pandemic. This is creating windows and threats for brands and employers.

What impact is this trend having in Australia and New Zealand? In an increasingly competitive labour market, many employers are changing their relationships with employees to enhance wellbeing offerings.

In 2021, the New Zealand Herald reported that 71% of New Zealanders wanted work from home to stay, whilst across the ditch in Australia, 47% of employers are committing to a completely remote workforce, as noted by the Australian Financial Review. It looks like workers are getting their way when it comes to flexibility.



So how can we put these trends to work against the backdrop of a challenging few years in Australia and New Zealand?

Well, they provide a platform for profound change. This creates new opportunities for organisations to transform their brand experiences into something more relevant, valuable, and sustainable for everyone.

How organisations design for the future, thoughtfully, with inclusivity and accessibility, with the right balance between physical and digital and always designing for the best interests of people everywhere, these differentiators will be more important than ever.

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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