



TREND



THE UNCHARTED

The final trend, The Uncharted, examines how the pace of change is now so rapid that regulation can no longer keep up with digital's impact. Nordic businesses agree. Over 80 percent say that the innovations their organization is working on fall into regulatory grey areas. In this environment, companies will need to take the initiative by formulating standards and codes of conduct for ethical digital operations. Recognizing that digital trust is the cornerstone of evolving consumer relationships, more businesses in the Nordics than elsewhere globally (80 percent versus 67 percent) say that they want to drive the new rules of engagement themselves. Whether that's developing standards for how vast quantities of consumer data should be used, safeguarding privacy or operating with complete transparency the rewards are likely to accrue to first movers in this domain.

+80%

...say that the innovations their organization is working on fall into regulatory grey areas.