



SOCIETY DISRUPTED, WHAT'S NEXT?

VIDEO TRANSCRIPT

TAKE 1

(SOUNDTRACK)

(NARRATION)

MODERN SOCIETIES ARE AT A TURNING POINT. THE OLD MODEL OF PROGRESS IS BEING REPLACED WITH A MORE SUSTAINABLE AND INCLUSIVE OUTLOOK THAT PRIORITIZES **MUCH MORE THAN FINANCIAL SUCCESS.**

IN THE NEXT VERSION OF SOCIETY, NEW LIFESTYLES THAT WEAVE TECHNOLOGY IN NOVEL WAYS ACROSS THE DIGITAL, PHYSICAL AND BIOLOGICAL REALMS WILL BECOME MORE PREVALENT.

(SOUNDTRACK)

(SOUNDTRACK)

BUSINESSES EVERYWHERE MUST RECOGNIZE AND EMBRACE THESE PROFOUND CHANGES BY CRAFTING UNCONVENTIONAL RESPONSES.

TAKE 2

(NARRATION)

OUR RESEARCH REVEALS FIVE **EMERGING LIFESTYLE SHIFTS...**

THAT PRESENT BUSINESSES WITH REAL GROWTH OPPORTUNITIES, PROVIDED THEY STEP UP.

TAKE 3

(SOUNDTRACK)

(NARRATION)

GREATER FOCUS ON INDIVIDUAL AND COLLECTIVE HEALTH AND WELL-BEING IS ALREADY RESHAPING SOCIAL NORMS AND BEHAVIOR.

HEALTH WILL BECOME A CRITICAL ELEMENT OF EVERY TRIP WE TAKE, WITH DIGITAL HEALTH PASSPORTS ENABLING US TO MOVE FREELY AND SAFELY.

TAKE 4

(SOUNDTRACK)

(NARRATION)

NEW MODES OF CLEANER, MORE SUSTAINABLE PERSONAL TRANSPORT WILL TRANSFORM URBAN MOBILITY AND TACKLE RISING CONGESTION AND POLLUTION IN OUR CITIES.

FOR MICRO-MOBILITY TO TAKE OFF, IT WILL HAVE TO BE SECURE, ACCESSIBLE AND INCLUSIVE.

TAKE 5

(SOUNDTRACK)

(NARRATION)



ACCESS TO NEW TECHNOLOGY TOOLS WILL EMPOWER YOUNG PEOPLE, DRIVING A NEW WAVE OF MICRO-ENTREPRENEURS CREATING NEW WORK OPPORTUNITIES.

COMPANIES WILL NEED TO EVOLVE THEIR HUMAN RESOURCES MODELS TO TAP INTO THIS NEW, DYNAMIC TALENT POOL.

TAKE 6

(SOUNDTRACK)

(NARRATION)

SMARTER HABITATS WITH INTELLIGENT, CONNECTED, COMMUNAL SPACES THAT EASILY ADAPT TO PEOPLE'S CHANGING NEEDS WILL PROLIFERATE OVER THE NEXT DECADE.

5G, IOT, RENEWABLES **AND THE RESPONSIBLE HANDLING OF DATA** WILL ALL PLAY VITAL ROLES IN THIS NEW ENVIRONMENT.

TAKE 7

(SOUNDTRACK)

(NARRATION)

AND FOOD – WHERE IT COMES FROM AND HOW IT'S PRODUCED WILL BECOME EVEN MORE IMPORTANT.

DEMAND FOR LOCAL PRODUCE WILL RISE AS CONSUMERS SEEK TOTAL TRANSPARENCY ABOUT PROVENANCE

AND ENVIRONMENTAL IMPACTS.

GLOBAL SUPPLY CHAINS WILL HAVE TO REBALANCE WITH A LOCAL FLAVOR, AND BECOME NOT ONLY MORE RESILIENT, BUT ALSO MORE RESPONSIBLE.

TAKE 8

(NARRATION)

IT'S A FUTURE WHERE HUMAN PROGRESS AND ENVIRONMENTAL SUSTAINABILITY ARE PRIORITIZED ALONGSIDE ECONOMIC GROWTH, FOR SOCIETY TO THRIVE..

THERE'S NO LOOKING BACK.

(SOUNDTRACK + ACCENTURE LOGO)