

Flash Report 8

CUTTING EDGERS AROUND THE GLOBE

Changemakers shaping a new
renaissance



cosight

The meaning management company

CED™



Glocalities
think global, act local

POWERED BY
motivaction
research and strategy

1. Cutting Edgers: from genius to change making

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." – Alvin Toffler

"The tension between organizations optimized for predictability and the unpredictable world they inhabit has reached a breaking point... For that we need new ways." – Adam Pisoni

The need for companies to attune to the new renaissance is greater than ever

In our volatile, uncertain, complex and ambiguous world, companies need to be responsive now more than ever to maintain their competitive edge. In order for companies to sustain their business growth, they need to broaden their horizon. They need to zoom in on people at cutting edge spaces where upcoming trends thrive. They need to attune to the mindset of these people and get inspired by them.

With this Flash Report, Motivaction International and Cosight aim to deliver a selection of latest insights and foresights into the kind of people who are driving innovations and who are behind influential ideas amidst times of global reshaping – a new renaissance is born. Let us have a look at this special group of people around the globe who make big changes happen and act as harbingers of the future: the Cutting Edgers.

Genius is made, not born

Human beings are gifted with an almost unlimited potential for learning and creativity. According to Michael Gelb, author of the book "How to Think Like Leonardo Da Vinci: Seven Steps to Genius Every Day", it is possible for each person to uncover his/her own hidden abilities, sharpen his/her senses, and liberate his/her unique intelligence by following the example of the greatest genius of all time, Leonardo da Vinci. The Italian master had tremendous skills, but he also had something else: the ability to look at the world around him differently and influence it through his

groundbreaking ideas. Drawing on Da Vinci's notebooks, inventions, and legendary works of art, Gelb states that unleashing this potential only became possible by following seven core principles faithfully – the essential elements of genius – which encompass a wide array of characteristics such as curiosity, fitness and arts (see appendix for the full list).

Making change happen

Malcolm Gladwell, an influential Canadian journalist, bestselling author and speaker, has suggested that "the success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts". Economists call this the 80/20 Principle – the Pareto principle – which is the idea that, in any situation, roughly 80 percent of the 'work' will be done by 20 percent of the participants. These people are distributed among three groups: connectors, mavens and salesmen (detailed description in the appendix).

Based on the work of Gelb and Gladwell, strategic research agency Motivaction has integrated indicators for identifying changemaking characteristics of people all around the globe into its international research program Glocalities. In order to offer a complete profile of Cutting Edgers globally, we have combined insights from two datasets: the Glocalities values-based survey among 23.000 respondents in 20 countries and Cosight's Cutting Edgers Detector in 8 countries, which is partly based on recontacting Cutting Edger respondents from the Glocalities survey for a qualitative follow up study.

In this flash report you will get a first introduction into the Cutting Edger segment that is driving change around the globe.





A sociological perspective

Hands on visionaries

The essence of being a Cutting Edger is transcending limits and domains. Changing the world is about combining the best of different domains and the integration of opposites, whereby Cutting Edgers act as nodes – nodes linking seemingly incompatible concepts. In fact, Cutting Edgers are pioneering pragmatists bridging the ‘established’ and the ‘innovative’.

“I am a hands-on visionary, as I can easily deal with unforeseen up-coming opportunities.” (CHINA)

“I follow the principle ‘I dream therefore I am’. During my studies I dreamt of starting my own platform-based service company, and I did it. I am proud.” (INDIA)

Fluid lifestyle – disruptive stance – discreet impact

Cutting Edgers are true navigators of their potential. They are constantly mapping out their life. They are on a permanent trip of exploring, expanding and reinventing themselves, their relations and their environment. They perceive their life like a piece of art in perpetual move. At the same time, Cutting Edgers are aware that we live in times of bifurcation and they feed the disruptive alternative, enabled and accelerated by the online revolution. Their impacting power is bottom-up. They prefer an unobtrusive path, yet they make decisions in a deliberate and intensive manner.

“My routine killed my motivation, I had to change my job in order to find a next level of creativity.” (USA)

“I am energetic and I love being surrounded by energy, because energy gives you energy. These energies are like drops that will change the direction. This is what I hope and see.” (GERMANY)

Liberation from certainty – surpassing the ‘end of average’

Cutting Edgers are in the process of making the shift from duality to complexity, from certainty to uncertainty. In other words, they adapt or bypass. They have gained the resiliency to handle uncertainty as a life mode. Cutting Edgers’ liberation from certainty and willingness to embrace the unknown are what ultimately sets them apart from the mass.

The gap is growing and transient tensions can occur: history has taught that true innovators phased great resistance in the beginning. Eventually, their ideas and modus operandi finally spread and conquered the world and they became true change makers. In times of global crises, fragmentation, increased geo-political tensions and loss of focus, Cutting Edgers are more necessary than ever.

“We all have our individual needs which is excellent and I am looking forward for next gen personalized offers. But our society is too unfair as inequalities increase. I help people who are poor, this gives me a sense of gratification.” (UK)

Socially-embedded meaning seekers

Cutting Edgers are highly individual and at the same time socially high-connected. The ‘one-size-fits-all’ consumption approach does not meet their personal needs or desires. They are strongly aware of the growing fragmentation of our societies: for example the growing gap between rich and poor, avant-gardists and traditionalists. As a reaction, they opt for personalized and meaningful alternatives.

They are often driven by a vision of a more human society and at the same time they are aware that reality implies constraining rules that one has to take into account.

“If I succeed and I feel that I made a contribution to the world, that I can make life better for others, that I made a positive contribution, then I am really proud. This is what I call ‘achievement’.” (FRANCE)

2. Cutting Edgers in Action

Towards a measurable definition of 'Cutting Edger'

So, what does it take to be a Cutting Edger? We used Motivation International's Glocalities database and values segmentation model to identify and profile Cutting Edgers globally. This happened in three stages. First, we measured the extent to which people embrace the Da Vincian principles. Second, we asked people questions that directly relate to Gladwell's Tipping Point theory. Third, since being a Cutting Edger is about (positive) change, we looked for those people who see change as something potentially resulting in improvements. Taken together, we defined Cutting Edgers as the people who are positioned in the top 10% of the integrated screener. Based on this measuring instrument, we were able to trace 2.330 Cutting Edgers in a sample of 23.351 people from 20 countries around the globe. In order to correct for country-specific answering bias, we have used standard scores. Another reason for using standard scores is that values are always relative compared to one another.

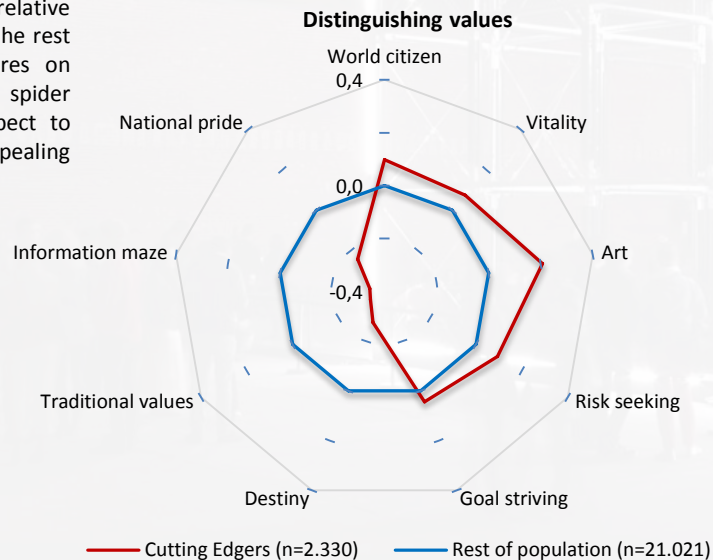
The spider graph below shows the relative differences between the Cutting Edgers and the rest of the population based on standard scores on distinguishing values statements. The spider diagrams on the following pages with respect to activities, media engagement and appealing personalities are based on index scores.

Linking opposites: Ambitious, outward looking and embracing ambiguity

Cutting Edgers around the globe stick out from the rest of population in a number of ways, which we summarize in the graph below.

First, Cutting Edgers are true global citizens with a profound interest in politics. They recognize that there is always a risk when trying to achieve something big, but they still go for it. They actually celebrate risk. They are go-getters and do not stop unless they have achieved their goal. They are not afraid of complexity; rather, they look out for it and can effortlessly deal with massive flows of information. Cutting Edgers are what we term 'hands-on visionaries': they do not believe in destiny. To them, fate is created, not predetermined.

In their relationships with others, Cutting Edgers do not necessarily see traditional ideas about relationships as something negative, but they stay untouched by them and are open for alternatives. This does not mean that they simply oppose or reject traditional types of human relations; rather, they reinvent them in new ways.



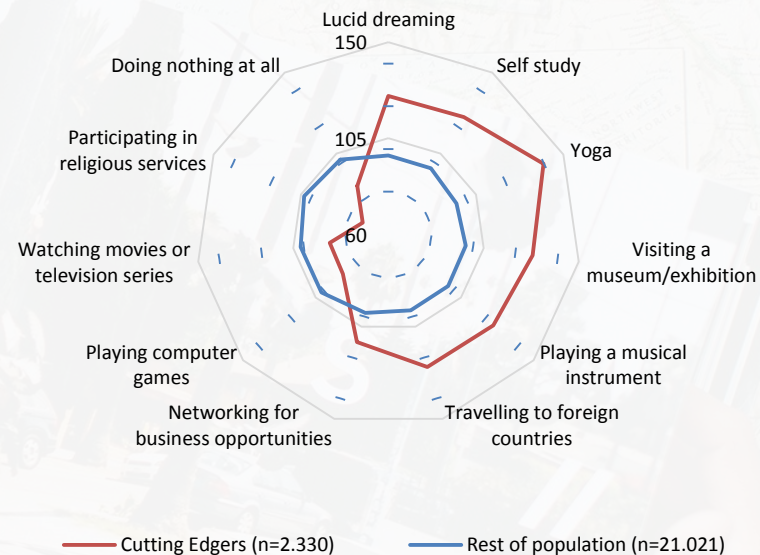


Daily life: activities out of the ordinary and time for personal revitalization

In their daily life, Cutting Edgers want to make every moment count. They recognize that being a changemaker takes a curious soul, but also an energized body. Therefore, Cutting Edgers are in search of ways to fuel their soul and body. They for example take time to do yoga and strengthen the connection between their body and soul. But they are also active in other ways: they are culture seekers, they visit museums and exhibitions and often engage in the arts (writing, painting, playing music).

At the same time, they make sure they stay up to date concerning global and local affairs by reading a lot and attending public lectures. A Cutting Edger is ultimately a people person: he/she possesses an extended network and gives his/her contacts the time they deserve. LinkedIn for example is viewed as a useful tool in this regard and so Cutting Edgers make sure to spend enough time on it.

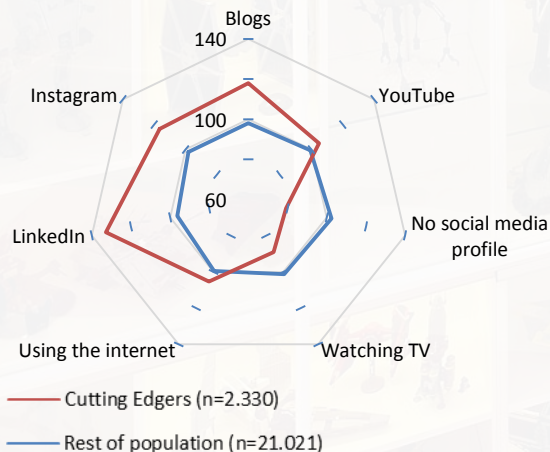
Distinguishing activities



Hardwired to information flows

Cutting Edgers are constantly connected to the world. They recognize that, if change happens, a diversity of media is the right place to look. Knowing what is emerging and popping up helps them stay competitive. They favor TV less than other media. Above all, they are especially keen on the internet, because they appreciate its interactive character and the abundant information available on the web. In times of change, real-time interaction is fundamental. Cutting Edgers are not passive spectators of the flows of information. They want to be part of it. They typically disseminate visual material through platforms such as Instagram and YouTube. Like the rest of society, Cutting Edgers are also active on Facebook, but no more than average. When online, they spend much time reading about events, cultural activities and education and less time playing games and dating. They utilize the full potential of social media and new technologies to make change happen. Because of their 'on-the-go' lifestyle, they opt for mobile applications.

Media engagement



The end of average lifestyle

Cutting Edgers are very critical about what they do and not do in their daily life. Their selections are a result of careful consideration and they do not hesitate to pay more in order to be different and stand out. They do have a status-seeking side, as they prefer well-respected brands like BMW, Apple and Nike, and they reject middle-of-the-road brands and services. Catching the attention of Cutting Edgers takes a brilliant idea and a challenging stance. However, being a Cutting Edger is not only about radiating status and success, it is also about standing for new ideals and being socially responsible. In this regard, Cutting Edgers for example are enthusiastic about organic food and they also greatly support initiatives for the promotion of education and culture, such as UNESCO, and human rights-related organizations, such as Amnesty International.



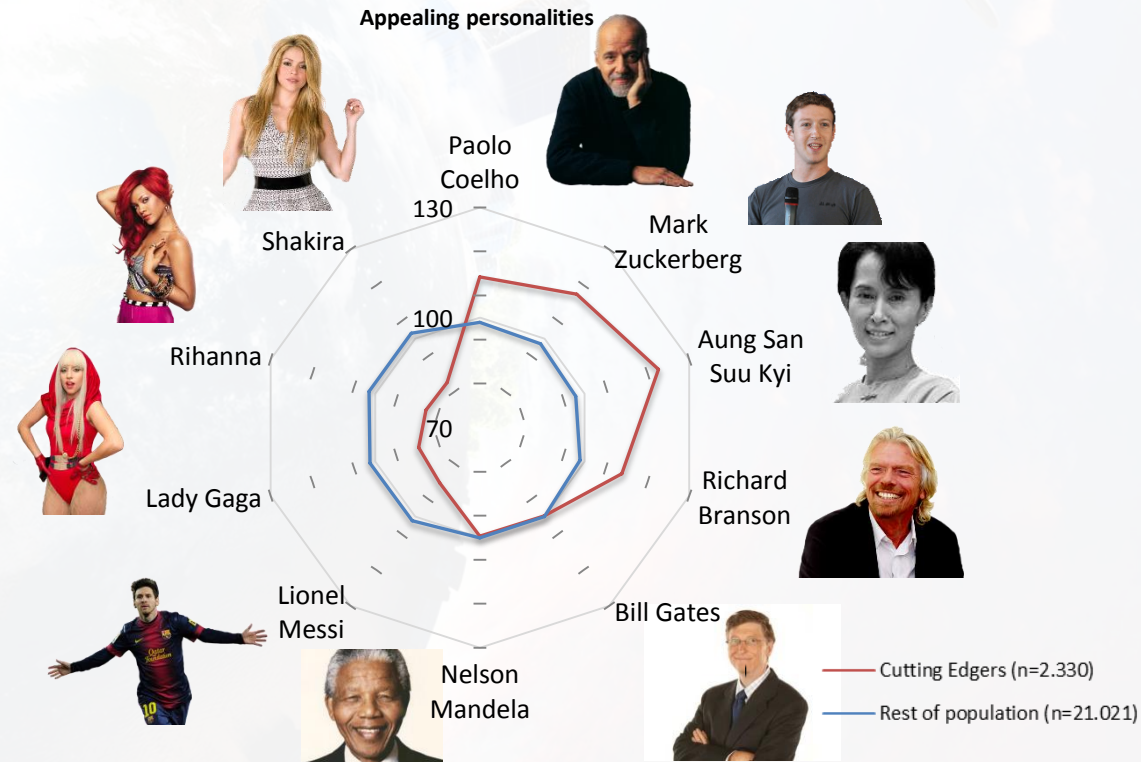


Down-to-earth and disruptive

Cutting Edgers do not take things for granted. Groundbreaking changes only happen thanks to brilliant ideas. They consider new technologies as a life enhancer in this regard and actually are convinced that new technologies will make a world of abundance possible for all of humanity. This places them in the same camp as Peter Diamandis, co-author of the New York Times bestseller 'Abundance: The Future Is Better than You Think'.

Cutting Edgers are fans of cloud computing, because it allows for easy and seamless information transferring and sharing. Information is no longer place-bound, it can now unleash its full power. Deep down, however, Cutting

Edgers remain rather down-to-earth. Technology is not separated from the physical world, but it works together with it: the physical and virtual are complementary; competent leadership is the link between them. The 'AND'-theory is once again apparent. Cutting Edgers strongly believe that a new generation of leaders will be able to solve humanity's greatest challenges in the next decade. Good leadership can come from many domains, as the following graph shows. Celebrities from the world of sports and show business are not appealing to them. Instead, they admire people who make a serious contribution towards changing the world according to Cutting Edgers' ideals.



Five global values segments

In order to obtain a values based picture of the Cutting Edgers, we have used the Glocalities segmentation model. This model is based on the premise that people's behavior and opinions are shaped by value orientations that are deeply embedded within persons and society. The Glocalities typology enables organisations to align with consumers more effectively and resonate with their basic values drivers.

The Glocalities segmentation model consists of 5 values segments which are based on cluster analysis (latent class analysis) on a set of values statements from the survey.

The segments are plotted on two axes. The horizontal axis shows the extent to which people are open for change and innovation, while the vertical axis shows the extent to which people value freedom and independence. We have identified the following segments among the world population (clockwise):

Creatives: Open minded idealists who value personal development and culture.

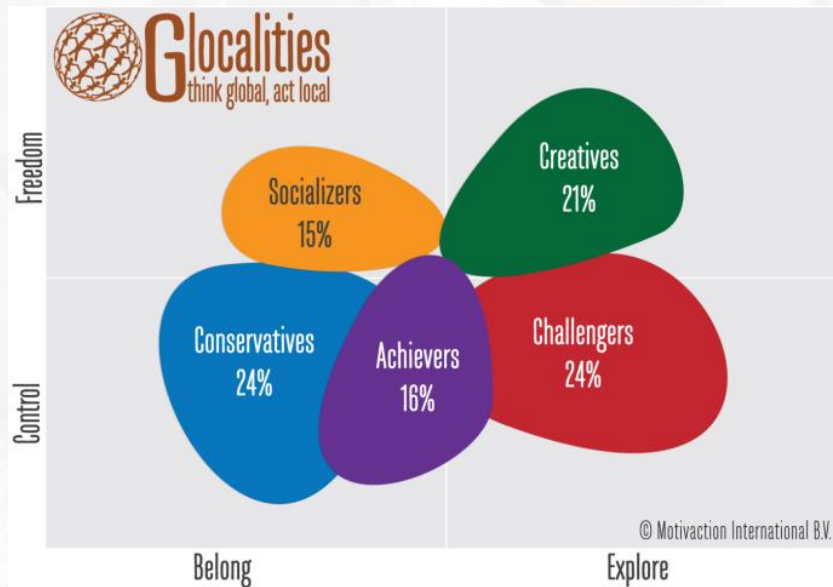
Challengers: Competitive workers with a fascination for money, risk and adventure.

Achievers: Entrepreneurial networkers who value family and community.

Conservatives: Family people who value tradition, etiquette and an organized life.

Socializers: Structure seekers who enjoy entertainment, freedom and family values.

Values segments distribution worldwide





Values segments among the Cutting Edgers

Cutting Edgers are especially prominent among the values segment of Creatives, which is in accordance with their open-mindedness and curiosity. Challengers and achievers are the second and third segment among Cutting Edgers on a global scale.

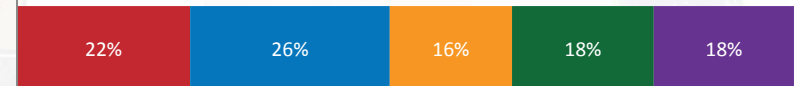
Last but not least, Cutting Edgers globally have a distinct sociodemographic profile as well. They are much more likely to be highly educated and they are often financially comfortable (but not necessarily 'affluent'). In their professional life, they often occupy leadership positions and are more likely to be entrepreneurs or work in the research and development, arts and media sectors.

Values segments among the Cutting Edgers

Cutting Edgers (n=2.330)



Rest of population (n=21.021)



■ Challengers

■ Conservatives

■ Socializers

■ Creatives

■ Achievers

Zooming in on Cutting Edgers in specific regions

Cutting Edgers share change-making characteristics, but this does not imply that they are homogeneous around the globe. Location certainly plays a role in the composition of the Cutting Edger group. In Europe, Creatives dominate among the Cutting Edgers, whereas in Russia it is the Challengers and the Achievers who are seen more frequently among Cutting Edgers. In the United States there is a hybrid situation, with the Creatives and the Achievers being overrepresented among Cutting Edgers.





3. A CED™ analysis of Cutting Edgers in 8 countries

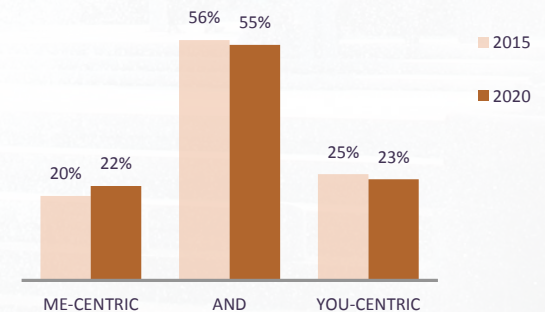
Cutting Edgers – Cherishing Paradoxes to embrace solutions

Cutting Edgers are champions in experimenting with alternative approaches to problems, therefore choosing to get off the beaten track. They do not view things in black and white; they have shifted from the 'EITHER-OR' to the 'AND' paradigm. It is exactly this paradigm that poses the greatest challenge for brands and companies, as they are unable to deal with complex and contradictory solutions. Taking into account the insights from this in depth qualitative Cutting Edger analysis coming from Germany, France, the Netherlands and the United Kingdom in Europe, from the USA in America, and from China and India in Asia, it is our opinion that the brands have to shift from a quantitative and binary way of viewing and decision making to a complex and holistic one.

'Reflecting Me': embracing the 'Me-You' tension

The 'Me-You' integration is an essential part of Cutting Edgers' identity, leaving the ego-centric trend behind. Cutting Edgers are constantly in search of a unique, kaleidoscopic personality to discover and develop their full potential and shape their personality. Simultaneously, they have a deep understanding of their interconnectedness with other people, their country and their environment. This growing 'socio-perception' actually serves an 'I-centric' personal development. Others act as a prism of one's own understanding, not as enemies to fight. The 'Reflecting ME' trend pushes the sharing-and-making economy towards a next level of maturity.

The graph below is based on Cosight's tension grid. The tension grid is a tool to anticipate changes and shifts, seen from the Cutting Edgers' perspective. Cutting Edgers are firstly asked to place their position today between two poles – in this case 'Me-centric and 'You-centric'. Subsequently, they are asked to project themselves to 2020 on the same tension grid.



'Multi-polar Mashups': embracing the global-local tension

Cutting Edgers have become increasingly aware that we live in two worlds: a global world where internet facilitates access to products and information, and a local dimension where the 'global' becomes embedded in distinct local cultures. As a result, embedded borderless networks and creative hubs mushroom in all parts of the world, thereby transcending the global-local polarity. They are boosted by the game-changing ingenuity and vitality of emerging countries along with the promotion and celebration of particular regional cultures and mixing of ethnic groups.

In Europe, after a long period of a preference towards 'global village', the celebration of the 'local' is gaining ground. Among Asian Cutting Edgers the trend is reverse, because in their eyes the 'global' opens access to the world, to knowledge, to a larger range of choices and to information.

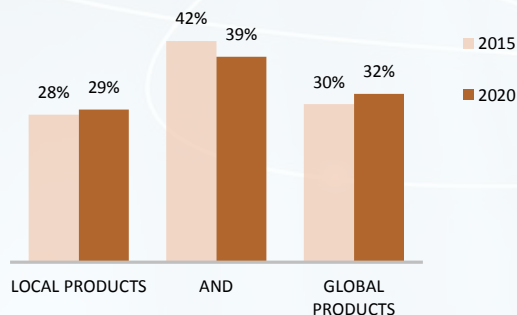
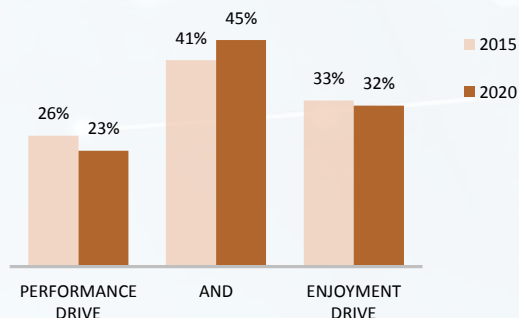


Image-2-Go: embracing the 'performance – enjoyment' tension

Enjoyment and performance go hand in hand; a purely rational or joy-centered mindset are in decline. For Cutting Edgers, pleasure is an integral part of entrepreneurship. They embrace the 'Instagram-society' and they carefully and virtuously manage their physical and virtual image repertoire. Their personal image collection, presenting themselves in a kaleidoscopic way has a two-fold value: not only does it serve as a business card, but at the same time it represents a person's playful creativity in different roles.

From a marketing perspective, brands with a cutting edge mentality are more likely to survive. Middle-of-the-road brands, on the other hand, with no clarity in their brand message are of no interest to Cutting Edgers. We see brands on the extremes of the price continuum – discounters or second hand stores on the one hand and premium products on the other hand – receive most attention. The situation for the brands that are positioned closer to the middle of the price continuum is more complex, however. They can only flourish if they re-invent themselves and redefine their balance between performance and enjoyment.





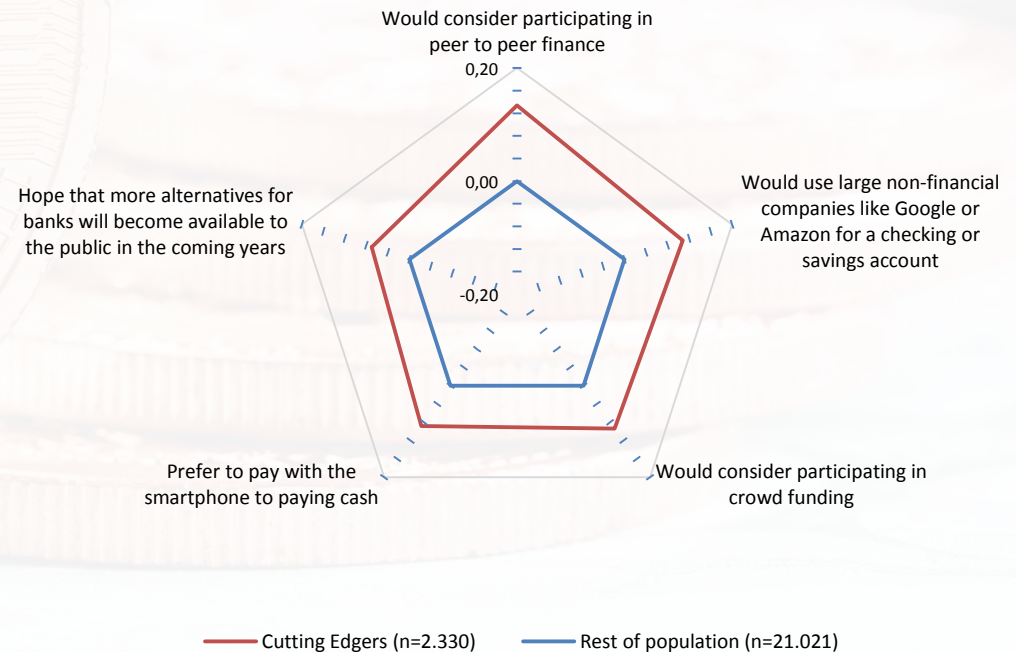
4. Case studies

Cutting Edgers ready to disrupt the established financial model

The financial sector is on the verge of massive change and traditional model-based theories are being challenged by behavioral economics theories. Traditional players in finance are challenged and criticized and alternative fintech platforms emerge. Think for example of 'The Lending Club' and 'Zopa' (peer to peer lending) or 'Indigogo' (crowd funding). In the UK alone, alternative finance has grown by 250% between 2014 and 2015 and some observers are predicting that it will be a US\$1 trillion industry globally by 2025.

Cutting Edgers are certainly following the latest developments with respect to personal finance. Even though they recognize the importance of multinationals and state mechanisms for keeping societies and economies running – they trust multinationals, but also governments and the legal system relatively more than average – they also believe in reciprocity among people and they have trust in their fellow citizens. Cutting Edgers are aware that the current financial system does not equally favor everyone and are open for alternative approaches to finance, such as crowd funding and peer to peer finance. The following graph, which is based on Glocalities data worldwide, illustrates their views towards the future of banking.

Cutting Edgers' views on finance



CUTTING EDGE DEVELOPMENTS IN PERSONAL CARE BASED ON THE CED™ PROGRAM

From Anti-aging to Agelessness

Leapfrogging genetic research and biosciences will lead to a step change within the cosmetic industry. More than 350 bio-tech products are currently in clinical trials. The cost of genomic frequenting has been in free fall and a \$100 rate is now within reach. The global market value was at 11.11 billion in 2013 and is expected to grow 12% between 2013 and 2018.

Calculated bio-technological solutions not only lead to a deeper understanding of our body and its aging mechanisms, but also to tailored treatments prolonging and perfecting our lives. Here are some examples of up-coming devices and solutions.

Biology meets electronics

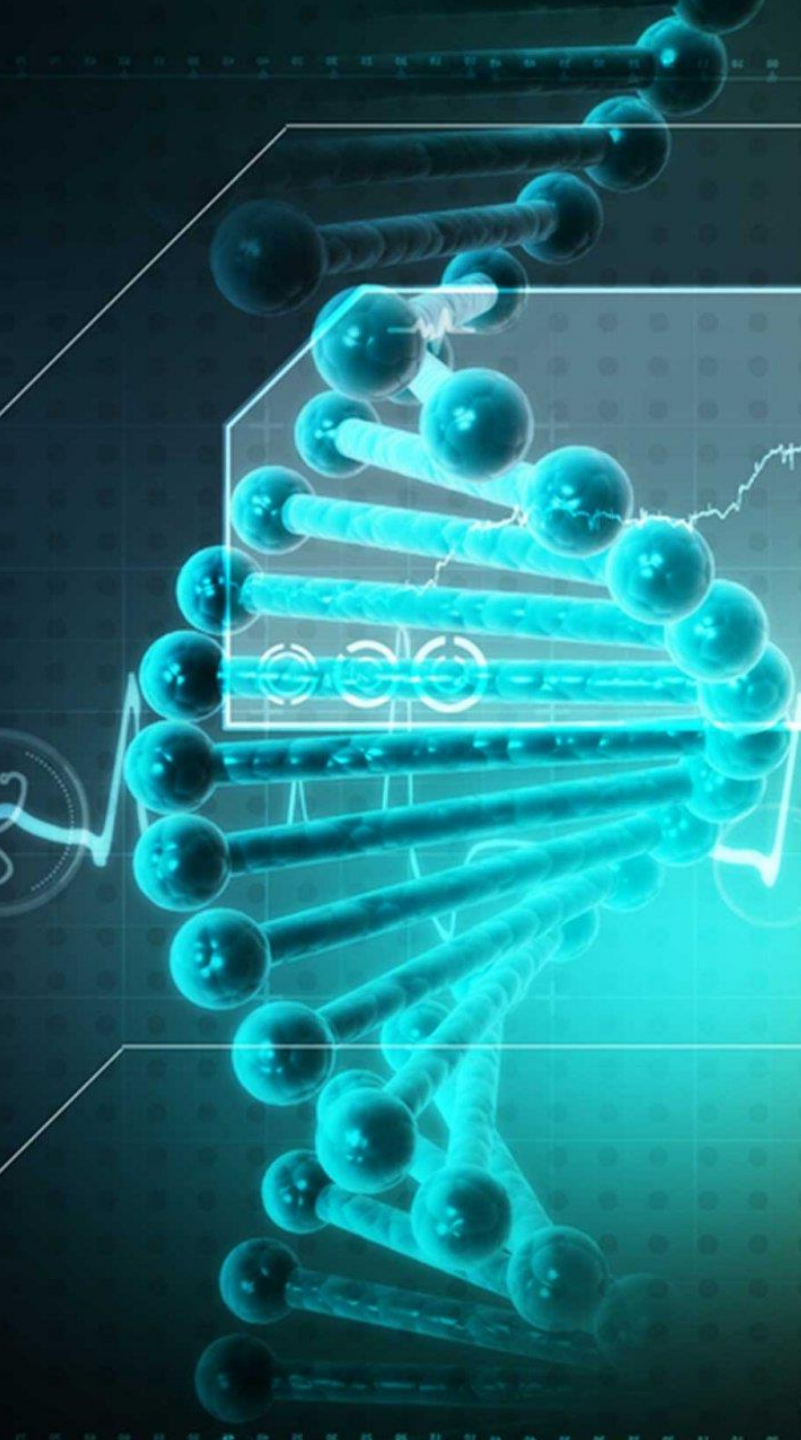
Scientists from Princeton University have printed a 3D bionic ear that can receive and transmit sound. The Princeton University scientists send bovine cells mixed in a liquid gel through the printer, followed by tiny particles of silver. The printer is programmed to shape the material into a 'bionic ear' and forms the silver particles into a coiled antenna. Like any antenna, this one can pick up radio signals that the ear will interpret as sound. The research is meant to explore a new method of combining electronics with biological material.



Achieve your genetic potential

DNAFit analyses one's DNA to optimize his/her fitness and diet regime. Therefore, through a series of tests DNAFit analyzes the relationship between genes, nutrition and lifestyle to provide a valuable tool that makes advanced Human Genomic research accessible and helps a person manage his/her health and wellness.





BIOTECH AND BIOMIMICRY AS UPCOMING HEALTH SOLUTIONS

Personalized gen-skin health

Chris Toumazou, inventor of **Genalysis**, a microchip that can read DNA sequences, recently used this technology to open **GENEU** which allows one to perform an in-store DNA test within 30 minutes. From this results, a personalised serum can be made for the consumer.

"I've spent a lot of time trying to understand how all the big cosmetics companies get away with the placebo science and unscientific claims", Toumazou says. *"Truly personalised products like GENEU have never existed in the cosmetics industry before."*



Toxins from scorpions to kill cancer

Plant and animals have a powerful and resilient ecosystem, which allows them to produce toxins as a form of defense. Scorpion venom has been gaining interest as a source of new drugs. It contains biological chemicals called peptides, some of which are known to trigger cell death by forming pores in biological membranes. This function can be especially useful in the case of targeting tumor cells, while sparing the healthy cells. One method to 'program' scorpion venom toxicity is by using nanotechnology to build specially made drug-delivery vehicles. Dipanjan Pan at the Department of Computer Science of the University of Illinois has created spherical capsules that trap scorpion venom toxin TsAP-1. This encapsulated toxin, named NanoVenin, increases the drugs' effectiveness for killing breast cancer cells by ten times.



5. Call to action: Harnessing the power of Cutting Edgers for your organization!

In this Flash Report, we have offered a glimpse of who Cutting Edgers around the globe are, by combining the expertise of Motivation International and Cosight. Based on an in-depth analysis of their values and profiles, it is evident that Cutting Edgers are the agents of change in times of a new renaissance. The findings in this Flash Report come down to three core insights that are relevant for all companies and organizations:

1. Once a brand is out of touch with the Cutting Edgers, it is out of touch with the future. If your organization takes a *deep dive* into what is going on among Cutting Edgers in your market, it receives key rejuvenation insights and inspiration for future growth.
2. It is of great value for companies to be in close contact with Cutting Edgers and work with them. By organizing, for example, innovation and *co-creation* sessions, companies can obtain valuable insights and learn from the people who are at the forefront of change and innovations in our times.
3. To optimally work with Cutting Edgers, a brand has to be attractive to them and find the *right touchpoints*. It is therefore of great importance to be visible to this influential audience, using the right tone, approach, persuasion tactics and message content.

Besides aligning with the Cutting Edger mindset globally, it is also crucial to know what differentiates them locally in order to target communications and innovations accordingly. In this regard, values segmentation offers a unique opportunity to target and deeply understand the most relevant group(s) in your company's or organization's market(s) of interest. Thanks to the brand new second wave of the Glocalities survey, we offer your company access to even more information, this time in 24 key markets.

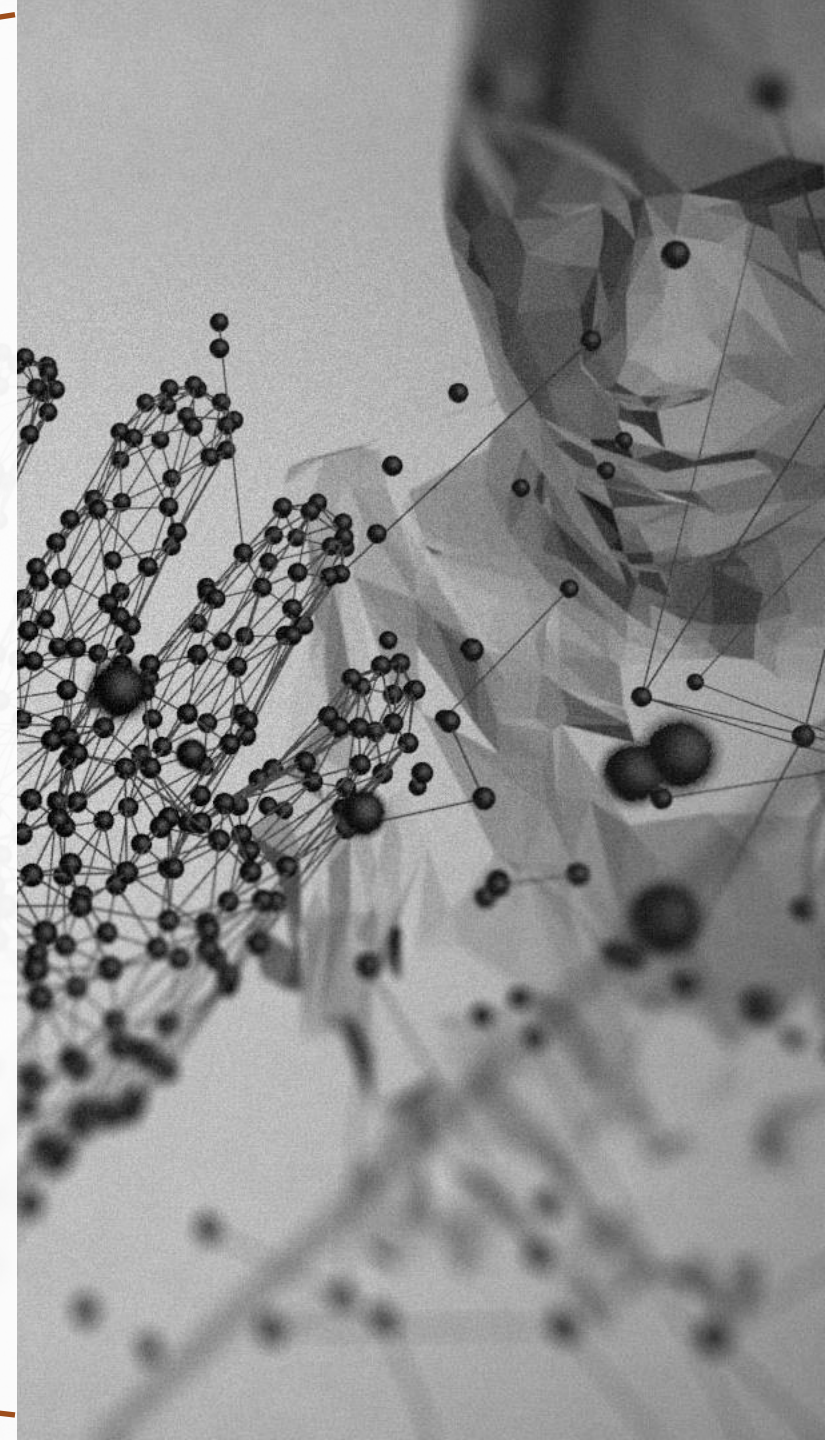
We can assist you by means of:

- Deep-dives
- Workshops
- Tailor-made research through (re)contacting respondents in your market(s) of interest

Amidst rapid economic and cultural changes, deep and culturally-informed knowledge is a valuable asset for creating impactful business strategies for the future. With our Glocalities deep-dives and Cosight CED analyses, we enable your company to do just that.



CED™





APPENDIX

About Glocalities

The world is constantly changing. Technologies that grow exponentially and new media mean a continuously faster distribution of knowledge and products. The challenges for companies and governments are greater than ever. It is crucial for organizations to have the best understanding possible of future developments. A necessary condition for success is a rich and deep understanding of trends and segments and how these differ from each other locally and relate to each other worldwide.

For the Glocalities research, Motivaction surveyed more than 48.000 respondents in 20 countries and 12 languages in December 2013 and January 2014. 23.000 of those respondents are eligible for the Cutting Edger analysis. The study was conducted in: Australia, Belgium, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Africa, South Korea, Spain, Turkey, United Kingdom and the United States. Together, this selection of countries contains 58% of the world population and represents 75% of the world economy. With unique Glocalities knowledge of what drives people around the world, Motivaction International offers a fact-based navigation system for a glocal future.

Components of the Cutting Edger scale of Glocalities

1. The Da Vincian principles

- *Curiosita* – An insatiably curious approach to life and an unrelenting quest for continuous learning.
- *Dimonstrazione* – A commitment to test knowledge through experience, persistence, and willingness to learn from mistakes.
- *Sensazione* – The continual refinement of the senses, especially sight, as the means to enliven experience.
- *Sfumato* – Becoming open to the unknown. Literally: going up in smoke. A willingness to embrace ambiguity, paradox, and uncertainty.
- *Arte/Scienza* – Whole-Brain thinking. The development of the balance between science and art, logic and imagination.

- *Corporalita* – The cultivation of grace, ambidexterity, fitness, and poise. Balancing the body and mind.
- *Connessione* – A recognition of and appreciation for the interconnectedness of all things and phenomena: systems thinking.

2. Malcolm Gladwell's influential groups

- *Connectors*: people who "link us up with the world" and have "a special gift for bringing the world together". Gladwell attributes the social success of Connectors to the fact that "their ability to span many different worlds is a function of something intrinsic to their personality, some combination of curiosity, self-confidence, sociability, and energy".
- *Mavens*: "people we rely upon to connect us with new information". They accumulate knowledge, especially about the marketplace, and know how to share it with others. They are characterized by an innate desire to solve problems.
- *Salesmen*: they are true persuaders, charismatic people with powerful negotiation skills. Their enthusiasm inspires others to act.

(quotes from Malcolm Gladwell's book 'The Tipping Point')

APPENDIX

About CED™

Components of the Cutting Edge Detector of Cosight

The CED™ 2015 is a synthesis Cutting Edger attributes: their desires, wishes, aspirations and behavioral patterns. This synthesis includes the latest information on socio-cultural and marketing trends from around the globe, grouped in **6 Megatrends** and **29 relevant trends**.

The Cosight insights in this report stem from:

- » **50 qualitative interviews in Q4 2014 and 200** qualitative interviews with Cutting Edgers globally in **Q1 2015**, residing in urban centers in Europe, North America and Asia. At this stage, 200 respondents from the first quantitative Glocalities survey in 2014 were approached once again in order to answer open questions. The results were subsequently analyzed by Cosight.
- » DELPHI with **20** global experts. Our qualitative research is supported by a team of international experts in the field of social science to ensure its scientific validity
- » **8** countries in **3** continents (USA, UK, France, Germany, Italy, India, China, Japan)
- » Analysis of **150+** manifestations from our all-year round pre-detector that the Cosight team is collecting on a permanent basis.
- » Analysis of facts and figures from influential global data sources



Interested in Glocalities?

This flash report provides examples of the data and knowledge that is available for your company or organization. The full Glocalities dataset consists of hundreds of variables, throughout 20 countries in 5 continents.

In a tailor-made presentation or report, Motivaction can zoom into specific challenges, population segments or countries and build a comprehensive profile of target audiences and trends that are of interest to your organization.

Whatever your organization's needs are, Glocalities strategic and tactical applications are far-reaching and actionable. We assist multinational organizations with detailed analyses, insights and advice in the field of positioning, marketing and communications.

For more information, please contact

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Interested in CED™?

This flash report gives a glimpse of the data and knowledge that is available with regard to current hot topics. The full CED-report consists of 6 megatrends and 29 trends.

The work that is derived from our understanding of people's change has been used:

For designing innovation platforms

For sketching strategic horizons in vision forming

For creating tailor-made landscapes and roadmaps

For brand futures, market insights and concept development

As a source of inspiration to be in sync with societal change

We have more than 40 years experience in foresights that monitor people's change.

If you are curious what Cosight and the CED™ can do for you or your company, please call us or have a look at our website.

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Design: Wouter Vos, Bruno Klok

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