Working with Megatrends

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CITIES FOR US
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Megatrends?

- overall tendency, process
- recognized on a large, global scale
- shape social, economic and environmental setting (JPI Urban Europe, 2014)
- set general direction of development
- mainstream, common, worldwide

- cause impact on urban life
  - both positive and challenging
MEGATRENDS CYCLE
HOW DOES IT FORM?
Megatrends (EEA, 2015):

1. Diverging global population trends
2. Towards a more urban world
3. Changing disease burdens and risks of pandemics
4. Accelerating technological change
5. Continued economic growth
6. An increasingly multipolar world
7. Intensified global competition for resources
8. Growing pressures on ecosystems
9. Increasingly severe consequences of climate change
10. Increasing environmental pollution
11. Diversifying approaches to governance
Cities are affected by common Megatrends in very different way.

To facilitate the process and use global forces as opportunities for local improvement, we need to understand the connection between global trends and local effects, and then navigate actions in appropriate and relevant way.
Cities undergo a transformation - **transition** (Hopkins, 2011).

**Strategic approach** helps to address global challenges, and work with them locally.

**Successful transition strategy** is not generic, therefore will differ from city to city.
Working 5-step framework:

1. Identify global trends
2. Recognize local conditions, factors
3. Identify good-practises, make learnings, analyze and transfer existing solutions
4. Workout a strategy to work inclusively with Megatrends
5. Stay attentive, responsive, flexible - transition is a process, it has no fixed-results
Conclusions

Working with Megatrends is a condition for the positive transformation.

Solutions and methods to achieve universal goals are context dependent.
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