



A view of the Future

AVM Conference 2018

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“I keep six honest serving men
(they taught me all I knew).
Their names are **What** and **Why**
and **When** and **How** and **Where**
and **Who**”

Rudyard Kipling, The Elephants Child

Overview



Why?

Why did we
commission this
research?

What?

What did we
discover?

How?

How are we
applying our
learning?

STEVEN SPIELBERG PRESENTS



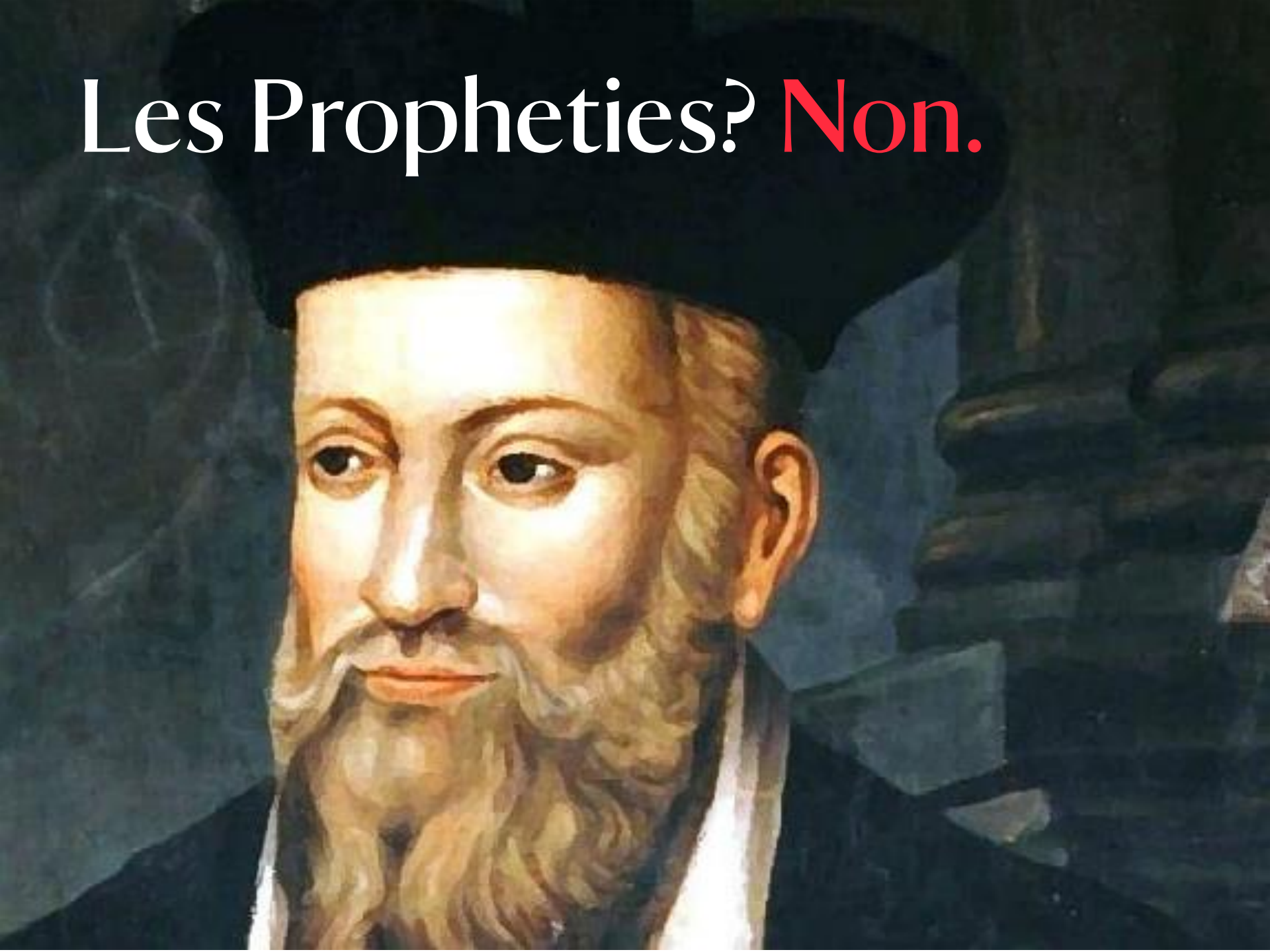
BACK TO THE FUTURE

A ROBERT ZEMECKIS FILM

PG



Les Propheties? **Non.**



Rise in loneliness

Changing role of religion

Social media dominance
and backlash

Polarisation of
generations

Changing expectations
of young people

Changing role of
gender in society

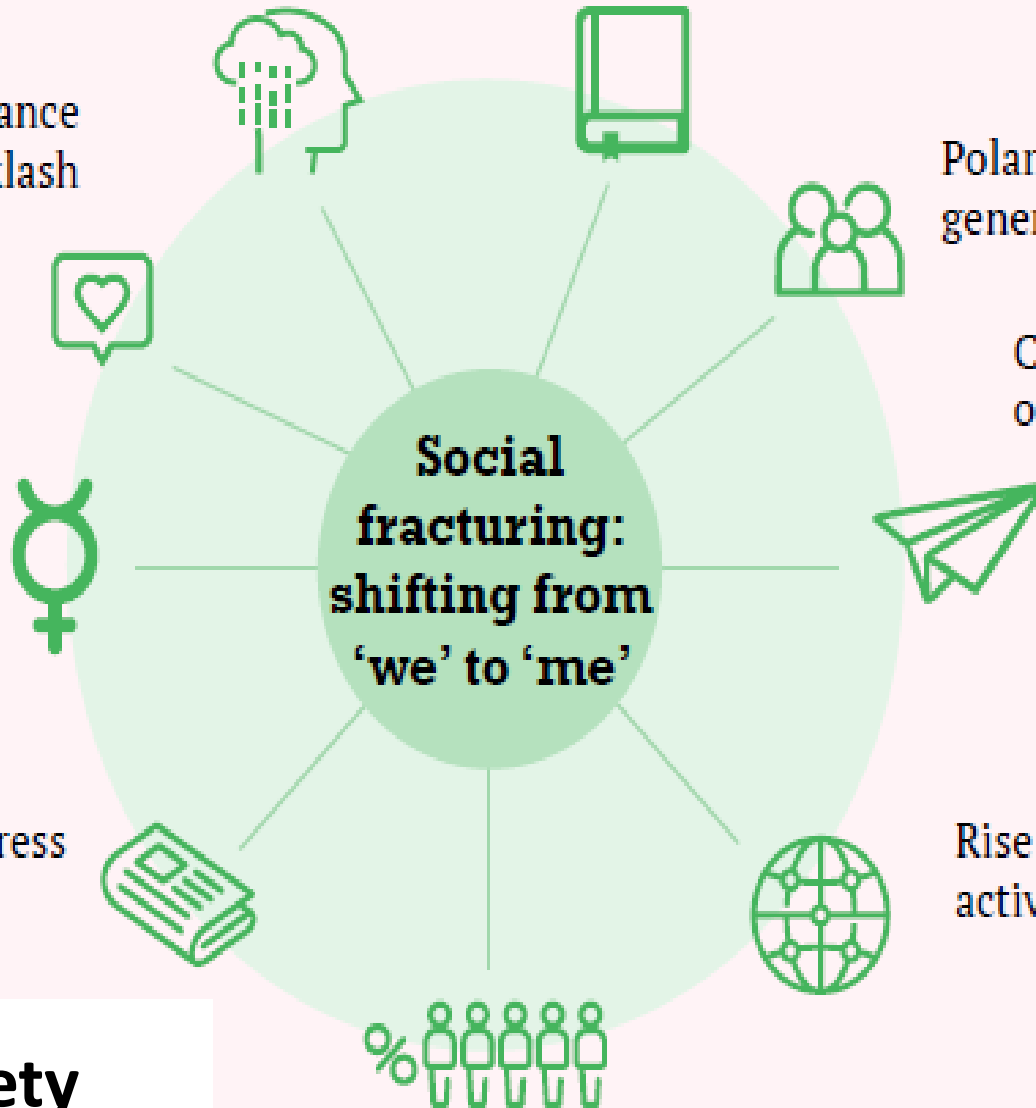
Decline of the press

Rise of online
activism

Rise of populism

**Social
fracturing:
shifting from
'we' to 'me'**

**Civil Society
Futures**





**The places that
matter**



**Belonging
together**



**Reimagining
work and
purpose**



**How we
organise**



**Power in
the hands
of people &
communities**

ESSE (see www.esse.com), see social norms, spend more, have more time for (children/child/children), see without kids (CPS, in table)

[illegible]



CITIZENSHIP

Citizenship

- Cool to care
- Over consumption
- Growth of social media influence
- Millennials changing business for good

“60% of Gen Z & 62% of Millennials would actively support brands that take a stand”



NURTURE

Nurture

- Race for attention
- Glance economy
- Rise of EQ
- Accessible culture

**“the majority of us now have
8 second attention spans”**



CONTROL

Control

- Data footprint
- Decline of trust
- Value & preference control
- ‘All about me’

“more than **50%** of consumers say they want to be more thrifty with money”



CONNECTION

Connection

- Finite time
- Social beings
- Isolation
- Intertwined worlds (digital and real)

“average person checks their phone at least

150 times per day”

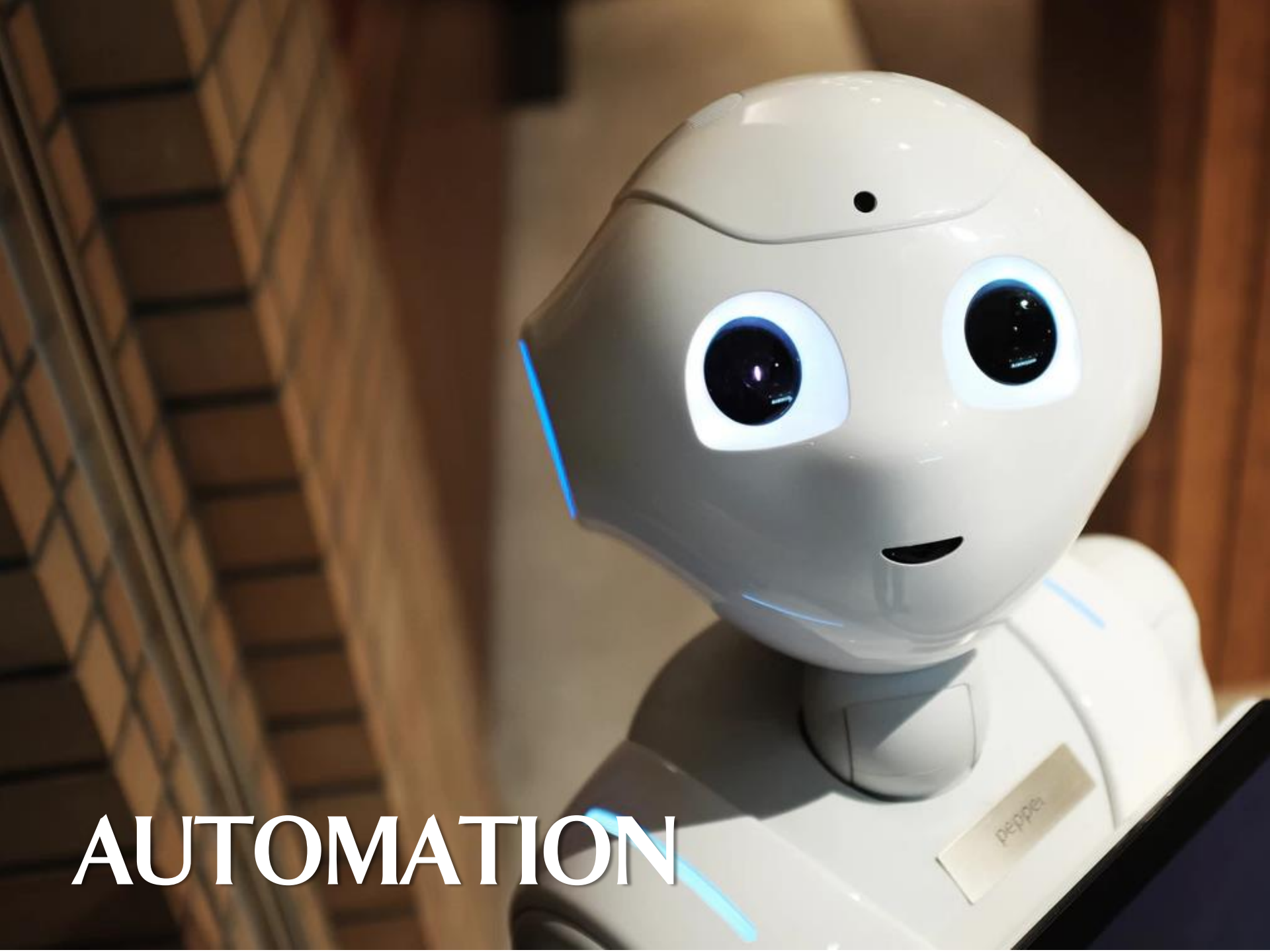


NARRATIVE & IDENTITY

Narrative & Identity

- Museum of me
- Off the grid
- Don't get splinters
- Location, location, location?

**“will the county or shire be as relevant
in identity by 2030?”**



AUTOMATION

Automation

- Power of AI
- “Alexa, am I doing a good job?”
- Apprehension
- Feeling threatened

“smartphone penetration up to

91% by 2020”

Old power

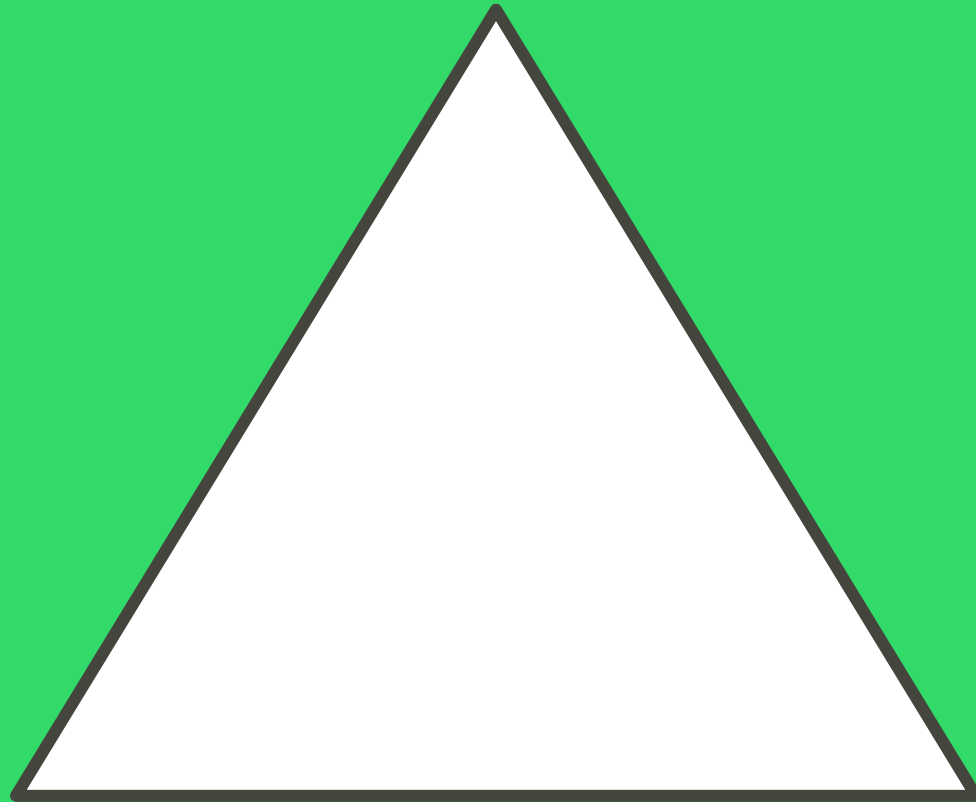
works like a currency. It is held by few. Once gained, it is jealously guarded, and the powerful have a substantial store of it to spend. It is closed, inaccessible, and leader-driven. It downloads, and it captures.

New power

operates differently, like a current. It is made by many. It is open, participatory, and peer-driven. It uploads, and it distributes. Like water or electricity, it's most forceful when it surges. The goal with new power is not to hoard it but to channel it.

New Power Community Structure

PLATFORM OWNER/STEWARD



SUPER -PARTICIPANTS

PARTICIPANTS

UK National Environment Research Council



"BOATY MCBOATFACE" LEADS VOTE TO NAME SHIP

LIVE

CNN

HSI ▼ -47.74

CNN NEWSROOM



Audience first



Time & technology



Time & technology



Thank you

Any questions?

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