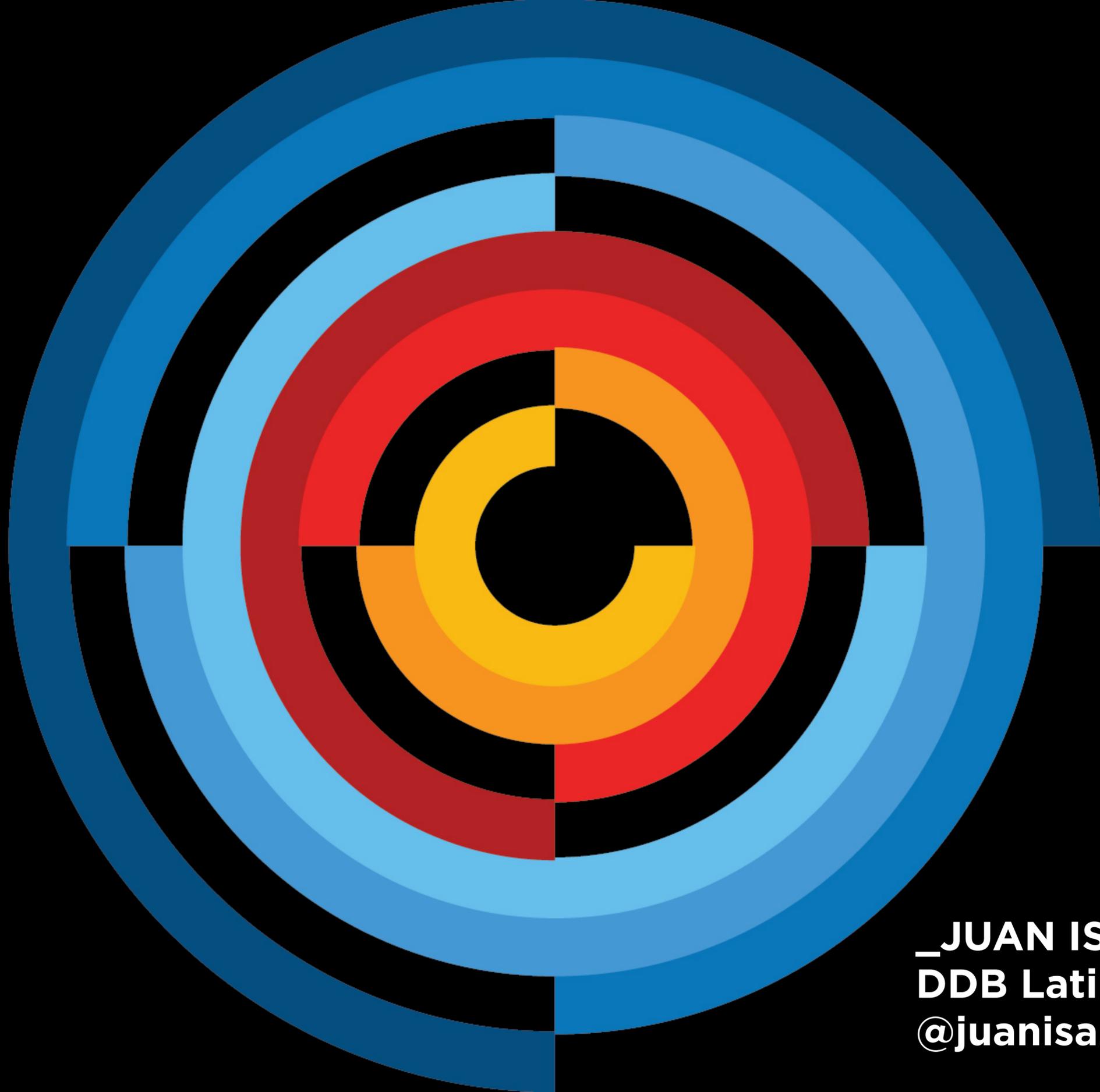


# 2021

## TRENDS



**\_JUAN ISAZA**  
**DDB Latina**  
**@juanisaza**

# CLASS OF 2021

We just finished the most unpredictable year of our recent history. Although the possibility of a black swan that could radically change our reality was part of the conversation for a couple of years, we never imagined that it would come in the form of a pandemic of such proportions.

Covid-19 has served to accelerate many of the social changes that we were already experiencing and something we have written about: the pressure for brands and institutions to take a stand on social problems, the mistrust of the truthfulness of the news, the citizen's fears about the future of our planet, the importance of mental health, the questioning of capitalism, and the increasing importance that our home would have as the center of our activities. These are the topics we saw

come to the forefront through the Covid-19 lens.

It is not easy to predict what the new year will be like, but there is no doubt that today we have more studies, analyses and projections than ever before. So, even if it is a year of uncertainty, perhaps the most difficult thing for us when writing this report has been choosing among so many collected observations.

A lot of material is left out. However, I am sure that this report gives a good account of the path societies are taking and that, without a doubt, it helps to reduce uncertainty for companies and brands when it comes to understanding cultural changes.

With best wishes for a year of great inspiration, we invite you to read, comment on and discuss these 2021 Trends.

# THE 8 FOR 2021

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# 1

## REALISTIC OPTIMISM

If the news about the development of the vaccine has given us anything, it is optimism. However, it will be moderate, because the uncertainty about the return to normalcy will keep us vigilant. It will be a year in which reconciling forces will come, but nevertheless polarization will not end. 2021 is a year to celebrate progress, but at the same time, we must avoid being too optimistic.

For many, Biden's victory has represented the peace of mind of having a moderate president who will look for a return to diplomacy. However, the way Trump is reacting is cause of continued concern and, with it, comes the difficulty of starting the much needed reconciliation. As several analysts have said, the key to Biden's victory is not promising major structural changes, but bringing the country (and the world) to a moment of calm. Many will feel that the temperature will drop after so many years of polarization, but the confrontations will continue, and it will take a lot of time and leadership to get societies to reconcile.

The feeling of positivity will also be questioned in the economic sphere. While many predict a very good stock market performance, in 2021, the commitments and fiscal reforms that will have to be made to be able to pay all the money that has been used for financial relief around the world will begin to be evident. According to World Bank estimates, 150 million people will move towards extreme poverty. Even those whose income has not been affected will keep their expenses under control.

We will have learned a sense of vulnerability from the pandemic. According to a study by Pew Research Center, 86% of interviewees think that Covid-19 provides important lessons to humanity on the care of the planet, life priorities and the importance of health. As a species, we have not felt so exposed to danger in a long time. As we overcome the pandemic, many will celebrate those new lifestyles that are perceived to be much more compatible with a sustainable future. However, we will inevitably talk about new fears as a result of the planet's deterioration, internal terrorism or nuclear threats.

The "preppers" community will continue to grow, those people who seek to be fully prepared for adverse situations caused by climatic, political or health reasons. It is estimated that there are close to 15 million of them in the United States. Contrary to what

one might think, "preppers" are not obsessive followers of conspiracy theories. They are people who design plans, provide or even build bunkers for themselves, where they can take refuge. This year may have awakened the desire for self-defense in many citizens. In fact, 2020 was the year in which the most weapons were sold in the United States since the existence of a registry.

Optimism will also be moderate when talking about China, the power that seems to generate more distrust than peace of mind for the future of the world. The concern regarding its growth and development as such will remain. "China inspires fear and suspicion more than admiration," says the chief editor of The Economist, talking about the future of global leadership. Because of all this, now more than ever, we will take good news with a grain of salt.

## FOR BRANDS:

**Realistic optimism gives brands a very clear mission: we have to sow hope, we have to give encouragement, we have to help citizens dream and nourish their motivations. However, we have to do it in moderation. The state of mind of each society will have to be carefully monitored. The devastating effect on the income of many people will prohibit them for dreaming. The vaccine does not necessarily mean that the nightmare will be left behind, because the distrust of its side effects will cause many to fear. Brands will have the immense opportunity to help sell optimism and the future, but will still keep their feet on the ground. Beware of inviting people to shop impulsively.**

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# 2

## SOFT CAPITALISM

A year ago, we said that the future of capitalism would be at the center of the discussion. And that's just how it was. The pandemic has just opened the way for this polarizing debate and has gained consensus on the need for reform. Inequality will continue to be the driving force behind this debate which involves companies and their commitment to help close gaps.

Once again, the concept that seems to be pulling the strings of the world is the concern of inequality. Protests have been attributed to this issue, the result of injustices or a lack of opportunities related to race, gender, or access to basic services. As many have reported, the pandemic will increase the levels of inequality. The Organization for Economic Cooperation and Development has reported that the world's 37 richest countries face the highest inequality rates in 50 years. According to many, we have reached a point where a new model is necessary.

The World Economic Forum has launched the concept of "The Great Reset," a way of expressing the need to challenge many of the principles that govern capitalism. In the new year, many people will be talking about 'stakeholder capitalism', (i.e., an economic system in which the interests of consumers, employees, suppliers and investors coexist), seeking for everyone to win, and, in this way, making it truly sustainable.

The Long-Term Stock Exchange was launched last September, a public market where only those companies that meet environmental and social standards can be listed, as well as transparency and legal accounting similar to those required for certification as a B Corporation. According to Deloitte, in 2021, we will see how the world moves towards 'social enterprises' based on the importance that the presidents of companies will give to the social impact of their businesses, as a result of the increasing pressure that younger generations are exerting.

The new model will continue to denounce gender inequities to remind us that during the pandemic, working mothers have been the most affected. Although at first glance, working from home seems convenient for them, it is harmful because it puts them at a disadvantage in the face of many

opportunities. Lyz Lenz, author of issues related to women's rights, drew attention in a Time article about mothers who are quitting their jobs because of the model's unsustainability. "When women leave the workforce, society will call it a choice. In reality, it's a failure of the system."

Citizens will ask for an economic model that is based on collaboration rather than on fierce competition. During the pandemic, we have spoken insistently about the importance that consumers are giving to buying from small, local businesses. Complaints about inequality will also affect companies: the enormous profits that corporations such as large technologies have earned will often be compared with the difficulties that small businesses will face in their struggle to survive.

## FOR BRANDS:

**In the year that ended, it became almost impossible to talk about brand building without talking about purpose. However, many companies still do not really understand the concept and still confuse it with the business mission. In 2021, the commitment to enable people to live better through real actions led by brands will be the minimum that consumers expect. Commitment will mean real initiatives and tangible actions. Thinking about how the brand can help bridge the gaps in opportunities to reduce some form of inequality can be the source of good brand ideas. Giving access to the products for those who cannot pay for them can also be a way of reducing inequality.**

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# 3

## AMPHIBIOUS LIFE

Perhaps the first thing we discovered from the lockdown was the incredible adaptability that we, as human beings, have. The greatest inheritance that the pandemic will leave us will be that we have become “ambidextrous.” That is, we will move more and more easily between physical and digital spaces, between work and rest, between the countryside and the city, or between informality and composure.

As soon as mobility restrictions were issued, as citizens, we transformed our homes into places of work, study, training or fun. According to research from Stanford University, by mid-year, 42% of North Americans were working remotely. And although many trades that require labor or physical presence could not be adapted, the volume of workers from home is considered a historic transformation of the labor market. Today, we know that workspaces will be flexible and that we will be able to work easily from almost anywhere.

Likewise, we learned to hold work, family and friends’ meetings through digital platforms. A precedent has been set: many people will combine travel and commuting in cities with virtual meetings. Telemedicine, which until recently seemed to be full of limitations, will be consolidated as an option for many situations or specializations. It is worth reviewing the case of China, where the number of telemedicine providers quadrupled in the last year.

According to a McKinsey report, shortly after the lockdown began, the number of users who claimed to have purchased groceries through online platforms had doubled. This does not mean that physical spaces like the supermarket will disappear, but consumers will move more and more comfortably between the physical and virtual. As Deloitte says in its report: “We expect in-person and digital experiences to become more seamless and intertwined”. Medium and small businesses have found a way of being amphibious in platforms like Shopify (which doubled in size during 2020), allowing their customers new ways of access.

Those who were able to escape from the cities understood that working remotely could be coupled with a less suffocating environment and a lesser feeling of confinement. We will be more and more convinced that it is possible to live that hybrid life between the countryside and the city. Pinterest, in its 2021 trends,

speaks of nomadic life and explains that, whether as an escape, due to the impossibility of flying, or as an opportunity thanks to remote work, “nomadding is the new jetsetting.” Working from a cabin in the mountains or from a mobile home in the middle of the desert has shown that it is possible to move between work and rest, or between leisure and obligations.

Some people will say that this ability to move comfortably between spaces and situations that previously seemed antagonistic is the result of the liquid world we have talked about for many years. That's for sure. However, thanks to the pandemic, it has been legitimized forever. It is worth mentioning concepts such as “athleisure,” clothing that allows us to move between situations of sports, rest or work. The proof is that leading clothing brands in this trend have realized that the pandemic has caused historic growth in their sales.

## FOR BRANDS:

We know that today, consumers see omnichannel retailing as the result of the empathy of brands that understand their needs and lifestyle. The biggest challenge for brands will also be to be amphibious, capable of mastering both the physical and the virtual worlds. With the rise of ‘social commerce’, it is worth mentioning the experiment that Burberry is developing in Shenzhen, China, where it has created a physical space of 540 square meters that combines physical, online and social worlds into the same experience, developed by the technology company Tencent and which can be accessed through its WeChat messaging platform.

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# 4

## INDIVIDUAL REDESIGN

Among the questions that the pandemic has brought with it, comes one about our own personal and professional profile. Pressured by unemployment or by jobs that are starting to be replaced by automation, we will see a boom in start-ups. In a world that desperately seeks to incorporate differences, each one will seek to flee being "normal."

As we look at the new world with a better perspective, we discover the impact that the crisis is generating, particularly among the youngest people. According to Reuters, the unemployment level of Generation Z will leave them with what economists call "scarring," which for years will impact their income, work perspectives and even mental health. That is why many people will begin to look for a way to reinvent themselves. According to a study cited by Trendwatching, 76% of young people agree that "the pandemic had inspired me to take positive action to improve my own life."

Many people know that they will never work again as employees of a corporation. Proof of this is that in the fourth quarter of 2020, the U.S. Census office reported the highest application growth for the creation of new businesses that it has ever registered. For many people, the pandemic has meant going back to living with their parents. In fact, in the United States, 52% of young people aged 18 to 29 reported living with at least one of them, the highest figure since 1940.

An important indicator that shows us the desire for individual redesign is the overwhelming growth of online education platforms such as Udemy, whose registration grew by 425% during the first months of the pandemic. For Coursera, its growth surpassed 300%. The courses most in demand had to do with the development of digital capabilities that would lead to obtaining certifications in a job market that has fewer and fewer job descriptions and that increasingly hires for skills and competencies.

More and more people will be hired directly rather than by the institutions for which they work. The boom that the OnlyFans platform has had on which people can sell the content they create directly to interested parties is also interesting. While its expansion has been due to adult content, it is interesting to wonder whether the future of that particular industry in regard to purchasing will go directly to

individuals instead of traditional websites. And if that can be an analogy for what will happen with many other professions.

Finally, and as part of this redesign that each one makes of their own profile, it is evident the importance that employers and customers will continue to give to diversity. The author Arlan Hamilton, in her book "It's About Damn Time," asserts that minorities will be increasingly the owners of the business world. That's why everyone will be concerned that their profile doesn't look like the "norm." Having the three "bi's": biracial, bisexual and bipolar, like the singer Halsey, generates undoubted interest for being a unique profile, as Time magazine highlights in a report that includes her as one of the leaders of the future. Ethnic origins, disabilities or different sexual orientation will help to shape authentic profiles in a world where everyone who represents a claim for something will be increasingly valued.

## FOR BRANDS:

Individuals want to redesign their own profile and, to do so, they will seek to depart from the "norm." That is why it is counterproductive for some brands to continue to create products, develop services or create messages for consumer stereotypes. But there is a very complex line when talking about inclusion and diversity. As several authors have expressed, Black Lives Matter, for example, has become a fashionable topic that some brands (including celebrities and political figures) have appropriated and that moves away from real goals such as the fight against racism and oppression. Brands will have to be increasingly careful when it comes to climbing into a social or political trends to avoid being rejected.

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# 5

## DOCTOR MYSELF

Covid-19 showed that many politicians feel that they can turn science into an issue of opinions rather than facts. Citizens, for their part, have followed a similar trend, giving their opinion on the risks of the vaccine or launching their own theories about the most convenient measures to stop the pandemic. The result: citizens who become the chief physician of their own health.

For a long time, health will continue to be the central issue in our lives. We know that the Internet has given citizens an alternative to have a second opinion on what their doctors tell them. The pandemic has given them the feeling of being responsible for their own health and being able to make decisions about whether or not the vaccine is convenient, for example. According to a McKinsey survey, 45% of adults in the United States say they want to wait to see what happens with the vaccine before they feel confident about getting it. They say that they will wait between three and twelve months, which can significantly delay the return to normal.

Beyond Covid-19, food has become a universe with which many explore their own bodies. While intermittent fasting will continue to grow in its number of fans, LSN Global talks about “Diet Hackers” as a booming consumer segment that rejects traditional diets looking for repairing, balancing or optimizing their own bodies.

They will explore with more meat substitutes like the ones obtained from fungi, thanks to offers like the one from Atlast, which hopes to gain ground on plant-based options that have grown in popularity.

However, experiments will not be limited to food. Tests with psychedelic drugs and cannabis derivatives will continue, with an interest in overcoming anxiety, because we will undoubtedly continue to see the impact of the pandemic on mental health. And we will get used to talking about mental illnesses without feeling embarrassed. We will talk a lot about sleep problems. Sleeping is the new exercise: we will want to practice it, improve it and measure it. Rituals, accessories and applications that help us have more control over our nightly rest will grow in popularity.

One of the topics that will best demonstrate the power people have today in making

decisions about their bodies is the choice of gender. In September, Time magazine published a report with Kyl Myers, a sociologist who talks about “gender creative parenting” that talks about the experience of her own son, whom she has raised as non-binary, so that he or she can then decide the gender to which he or she wants to belong.

Technology will allow us to explore the potential of our bodies with projects such as AlterEgo, a prototype developed by MIT, which consists of a non-invasive device, capable of capturing the orders that the brain gives to our computer without the need to type or pronounce words. We will see many projects led by members of Generation Z—an age segment obsessed with resolving the most important problems of humanity— as was evident in Time magazine’s recognition of the “Child of the Year” for the first time in its history.

## FOR BRANDS:

Just as we once thought that all brands were in the technology category, the pandemic has caused all brands to have a foothold in the health industry. Cars, clothing, airlines, and food must assure people that they are working towards their health and well-being. A good example is Apple’s latest Smart Watch, which now detects blood oxygen saturation levels. Although some do not trust its accuracy, it shows that the important thing is to give the consumer the feeling that the brand is doing something to add value in their search for health. So, being aware of consumers’ new health concerns can drive innovation in almost any industry.

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# 6

## NORMAL DISTRUST

One of the terms we heard the most last year was “the new normal”. To the point that it caused exasperation. After a radical change in our lives like the one that has brought the pandemic, it will be difficult for us to trust the authorities, governments, technology, or brands again. Mistrust is the factor that will best express the new normal.

Various studies picked up the word “uncertainty” as the one that best expressed consumer sentiment during the pandemic. And it still is. Perhaps it is something from which we can no longer free ourselves. We come from an automated world, with big data and predictions. Suddenly, many plans fell apart and we realized that we cannot blindly trust man’s ability to foresee dangers. In April, Michele Wucker, an author who writes about the value of risk, will publish her book entitled “You are what you risk,” where she defends the need to re-examine our relationship with uncertainty, danger, and opportunities to live in a world that is increasingly difficult to predict.

In 2021, distrust of the authorities will rise. After the abuses committed by the police in the United States, which sparked global indignation, the confidence level of citizens dropped. According to Pew Research Center, between 2016 and 2020, trust in the work police do to prevent crime, in their use of force and in the level of responsibility fell. This will continue to impact our vision of authorities as a whole.

In 2021, the implications of the use of drones in the surveillance of citizens will continue to be discussed. According to the World Economic Forum, drone use for surveying has grown by 90%, with many questions such as systematic racism. In the past year, companies like IBM, Amazon and Microsoft stopped initiatives in software development for facial recognition in order to avoid favoring racist practices. The feeling that citizens are left with is that the use of new technologies for surveillance makes them feel more insecure, not because of crime, but because of the misuse of the data that the authorities or even governments could carry out.

The mistrust will continue to surround technology companies in the new year. Now with more serious repercussions due to antitrust claims. “The Social Dilemma,” which became the most watched film on Netflix in September (an achievement never imagined for a documentary), is a reflection of the growing distrust with respect to the interests of all major technologies whose

value is based on the use of data and information.

That is why in 2021 we will see more efforts to demonstrate care in the handling of user data with measures such as the elimination of Chrome’s cookies by 2022, announced by Google a year ago. Deloitte is talking about Zero Trust as one of the technology trends of the next year. Cyberattacks will cause architectures to be built that require many more validations regarding the identity, device, or location of the user on each connection.

Distrust will reinforce our desire to create our own worlds where we are self-sufficient and where we can feel that we have control. Trendwatching talks about the growth of metaverses— virtual collective spaces where we can have experiences and interact. The “Metaverse Crossover” trend tells us about the expansion of the use of these spaces beyond video games, seeking out areas such as e-commerce.

## FOR BRANDS:

In 2020, we saw a rise in direct to consumer (DTC) sales that led many brands to review the shopping experience that they had completely delegated to distributors and retailers. It is worth mentioning the case of Gucci Live, a space where employees take customer video calls, providing them with fashion advice and answering their questions about the products individually. During the pandemic, many brands took advantage of digital tools so that their sales forces could replicate the store's experience using business models in which advice or content that achieves conversion is rewarded.

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# 7

## THINK HUMAN

Without us even imagining what it would mean to live in a confined way, last year we had said that consumers would spend more and more time in their homes. After the pandemic, many will want to go out again and travel, but home will continue to be that small version of our world. In 2021, we will think about distances, families, and moments without great ambition or grandiloquent tones. We will fight to stay in a world on a human scale.

For many people, the pandemic was an accelerator in the automation of many jobs, a trend that in any case would have occurred sooner or later. The debate on how to compensate or retrain workers who remain unemployed will be part of the public agenda. The debate between the human and the automatic will make us think about the role that human beings will have in the post-pandemic world.

The importance of artistic creation and beauty will be discussed above mass production. One hundred of the world's foremost fashion industry leaders were interviewed in Vogue's famous September issue to ask them about the future. Apart from diversity, the most mentioned issue was the importance of contributing more artistic creation on a human scale, less quantity and more quality, less massiveness and more appreciation. Deloitte, in its marketing trends report, maintains that, in order to successfully overcome the crisis, companies "should view themselves as human entities that mirror and support the values of those they are built to serve."

The importance of the home reminds us of the human scale. Many brands have taken advantage of the moment and will continue to offer alternatives for people to make the most of their spaces. But, in addition to the home, the neighborhood in which we live will be valued more and more. Even before the pandemic, Paris was implementing the 15-Minute City project, looking for access to everything on foot or by bicycle. This concept, which is going in the opposite direction to the urban planning we have always known, can be the key to the economic reactivation of small businesses and to making cities less congested and livelier.

The education we will provide after the pandemic will also include the value of small scale. One of the trends that Singularity University talks about for the future of learning is the creation of “home-school” pods, (i.e., small groups of a maximum of five

students who take classes virtually but do so in a group setting so as not to lose the advantages of socializing). Also, with the human scale in mind, Fast Company recently published an analysis of the options for students to recover what was lost during the pandemic: the educational system must migrate towards personalization, where the students, and not the content, are the main protagonist.

Finally, the future will also be one of smaller families. At the beginning of the lockdown, some predicted that couples would end up conceiving more children. However, and at least in the developed world, it seems that what has happened has been quite the opposite. According to Time magazine, in the United States alone, there will be about half a million fewer births. Many couples will stay, at least temporarily, by themselves or with fewer children.

## FOR BRANDS:

As many analysts have pointed out, TikTok seems to be the undoubted winner of the time and interest of younger segments during the pandemic. Quite a lot of brands want to build a successful presence on this leading platform. Perhaps the greatest inspiration comes from thinking on a human scale, seeking to stimulate user creativity. TikTok is not a territory for competing, but rather for participation. Brands must think beyond the format of challenges, and instead open the door to human expression and creativity. Only brands that are capable of not taking themselves too seriously, of showing themselves as people and not as corporations, will be able to win a space on this social network whose creative company, Bytedance, is already the most valuable unicorn in the world.

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# 8

## SHAMEFUL GUILT

A year ago, the feeling that best described the conversation about the environment was anger. That was the tone of Greta Thunberg and Extinction Rebellion. The arrival of the pandemic showed us that we own a large part of the blame in global warming. Citizens will feel increasingly embarrassed and committed to acting on their own behalf, but they will also pressure governments and corporations for real action.

As the planet paused for the lockdown of millions of people around the world, we saw how astonishingly the air quality was recovering in many cities and some fake, but many real, videos of the animal species that returned to places that were previously filled with tourists, circulated on social networks. Therefore, the anger against the governors and their inability to impose more severe measures against climate change has turned to self-shaming.

Last September, “The New York Times” launched a documentary that sought to identify who was the main actor responsible for the pandemic. The conclusion was clear. “you,” explaining how the urbanization of many areas of the planet or the transformation of land dedicated to crops have effects such as the extinction of species that, in turn, generates food chains without biological diversity and facilitates the development of a pandemic like the current one.

The news of the existence of microplastics in the placentas of newborn babies has created concern and indignation. It is still not known what impact the chemicals present in the plastic that is housed in the body can have. The same thing happened in Austria after the fires from a year ago affected unborn babies and caused them the same life-long damage that a smoking mother would cause them. We will start to feel like we are tempting fate: the effects of climate change are passing through our own bodies.

The feeling of guilt will make many citizens look for ways to repair the damage, compensating for their carbon footprint, for example. More and more consumers will seek to sponsor the planting of trees or the practice of regenerative agriculture. The group of those who convert food waste into compost is growing. Innovative developments such as Sepura, a device that facilitates the compost process without generating odors or great effort, which will be

launched in the first semester, will help us to become more aware of our waste.

Concern for global warming will impact tourism, a sector that will not be like it was before. Many people will take the initiative to restrict unnecessary travel. Data such as that cited by “The Great Reset”, which states that a return flight to Australia is so bad for global warming that it wipes out the benefits of 20 years of recycling, will make us think seriously and will lead us to prefer local travel and convert many business trips into video conferences. After overcoming the pandemic, we will put at the forefront the impact that global warming has on health and the economy. This will also be a trigger for immigration from areas with extreme weather conditions. In the words of the Secretary General of the United Nations, António Guterres, “We also need a vaccine for our overheating planet.”

## FOR BRANDS:

If brands and their commercial interests have been in the spotlight during the pandemic, they will be much more so in the return to normalcy. According to a survey developed by OnePulse in the United Kingdom, only 23% of the population believes that brands should re-invite people to consume, buy, or travel as they did before. The same study revealed that 77% of those interviewed believe that it is the responsibility of the creative industry to motivate people to behave in a more sustainable manner. Consumers will be particularly critical not only of the environmental commitment at all points of contact they have with the brand, but also of the company's vision of consumption.

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# JUAN ISAZA

Vice-President of Strategy and Innovation at DDB Latina, the DDB Worldwide division that includes Latin America, Spain and the US Hispanic market. He is currently leading DDB Mexico. He is a columnist of La República Newspaper (Colombia) and a blogger for La Vanguardia Newspaper (Spain). He has been speaker in academic and corporate events in the US, Latina America and Europe.

He lives and works in Miami.

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# SOURCES

The compilation of trends included here is the result of capturing, filtering and evaluation of many sources. Among them worth mentioning:

[www.adage.com](http://www.adage.com)  
[www.adweek.com](http://www.adweek.com)  
[www.aifoundation.com](http://www.aifoundation.com)  
[www.amazon.com](http://www.amazon.com)  
[www.bbc.com](http://www.bbc.com)  
[www.bloomberg.com](http://www.bloomberg.com)  
[www.businessweek.com](http://www.businessweek.com)  
[www.businessinsider.com](http://www.businessinsider.com)  
[www.buzzfeed.com](http://www.buzzfeed.com)  
[www.cbsnews.com](http://www.cbsnews.com)  
[www.cnn.com](http://www.cnn.com)  
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[www.deloitte.com](http://www.deloitte.com)  
[www.dictionary.org](http://www.dictionary.org)  
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[www.economist.com](http://www.economist.com)  
[www.emarketer.com](http://www.emarketer.com)  
[www.entrepreneur.com](http://www.entrepreneur.com)  
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[www.facebook.com/business/insights](http://www.facebook.com/business/insights)  
[www.faithpopcorn.com](http://www.faithpopcorn.com)  
[www.fastcompany.com](http://www.fastcompany.com)  
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[www.forbes.com](http://www.forbes.com)  
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[www.gallup.com](http://www.gallup.com)  
[www.hbr.org](http://www.hbr.org)  
[www.hubspot.com](http://www.hubspot.com)  
[www.huffingtonpost.com](http://www.huffingtonpost.com)  
[www.iconoculture.com](http://www.iconoculture.com)  
[www.independent.co.uk](http://www.independent.co.uk)  
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[www.latimes.com](http://www.latimes.com)  
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[www.luckie.com](http://www.luckie.com)  
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[www.marketing.twitter.com](http://www.marketing.twitter.com)  
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[www.popsci.com](http://www.popsci.com)  
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[www.pymnts.com](http://www.pymnts.com)  
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[www.singularityhub.com](http://www.singularityhub.com)  
[www.slate.com](http://www.slate.com)  
[www.smithsonianmag.com](http://www.smithsonianmag.com)  
[www.sparksandhoney.com](http://www.sparksandhoney.com)  
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[www.theguardian.com](http://www.theguardian.com)  
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[www.trendoriginal.com](http://www.trendoriginal.com)  
[www.trendwatching.com](http://www.trendwatching.com)  
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