




THE D-WORDS:

**On Disruption, Despair
and Dumpster Fires**

20 TRENDS FOR 2018



The seeds for what's to come in 2018 were planted by Donald Trump's strange, surprising rise to power. In fact, "surreal" was typed into Merriam-Webster's search bar more than any other word in 2016. We can only imagine a whole lot of people pinching themselves, checking to see whether their brownies had been spiked, and heading to the dictionary in a bewildered effort to pin down a term to describe how they were feeling. In choosing their 2016 word of the year, the American Dialect Society's lexicographers in fact settled on two: "dumpster fire." Collins Dictionary also picked a double for 2017: "fake news."

That last pairing has certainly taken the media by storm, with a lot of help from the top, but in our view the word that most aptly sums up the ride we've been on in the past year is "disruption." In fact, as we scanned the year for patterns, we noticed how often D-words came up: "disturbance," "destruction," "depression," "deception," "defiance," "discontent," "despair" and "death," to name a few. Mulling over this disquieting haul, we joked a little grimly about living in the D-days. It's probably not a coincidence, bearing in mind that adding "de-" or "dis-" to a word often suggests a sort of undoing—"disunite," "desecrate," "degenerate," "dystopia."

There's certainly a lot of division in this disrupted world. We're all searching for ways to move forward with our lives and finding different answers. While we have the alts and the antis on one hand, on the other are those who are quietly renovating, restoring, trying to make the planet and their world more inhabitable with simple acts of kindness.

1.

What the World Needs Now



One of the year's New York Times bestselling books was *The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life*. The brash vulgarity of the title is very much in tune with part of the zeitgeist, but author Mark Manson wrote it to guide readers from negativity to positivity, and he did it in a way that broke through the collective rage and numbness to touch a nerve. Everywhere we turn, we're finding kindness presented as an antidote to anger and suffering. The heartwarming movie "Wonder," which hit theaters in November, features a fifth-grader with facial differences who faces down bullying and ends up igniting compassion within his school community (its tagline: #ChooseKind). Fisher-Price has redesigned its Little People toys to "help children learn more about emotions and be part of making the world kinder and gentler." And post-Harvey Weinstein, after one Twitter user issued a request for "nice allegations against a celebrity," positive stories gushed forth (Kenny G is a generous tipper, Jack Black once offered solid relationship advice, Salma Hayek danced with a little girl at a party). After the feel-good fest on Twitter, one headline teased, "Another Actress Steps Forward Accusing Tom Hanks of Being Nice." As Ellen DeGeneres, Hollywood's patron saint of kindness, said on her talk show the day after the Las Vegas massacre, "It's very easy to lose hope, but we cannot do that. I always say that there's a lot more good in the world than there is bad, and I continue to believe that."

2.

Grassroots Food for the Soul



“how is it so easy for you to be kind to people he asked milk and honey dripped from my lips as i answered cause people have not been kind to me”

—**RUPI KAUR**, author of *Milk and Honey*, Amazon’s best-selling book of 2017

In this new era of grassroots activism, the voices of everyday troublemakers are growing louder and more persuasive. The desire to air grievances and lend a hand is a reaction to our need for control and purpose, and it’s showing up in ways that are variously noble, controversial and malicious. Some grassroots groups have even formed expressly to beat back other grassroots groups (see White Lives Matter) and some rallies called to counteract others (see the March for Life). The alt-right has successfully staked a claim in public discourse right up to the highest level, alongside an increasingly mainstream fight for social justice (are the stands being taken by Jemele Hill, Colin Kaepernick and others just the beginning?). For every protester these days, there’s a counterprotester whose sign will become the next great meme. In the meantime, one class of fed-up folks (the far left?) has turned the inspiration they found in Bernie Sanders’ movement into victory. More than a dozen socialists won office around America in the recent off-year elections, leading to predictions that the coalescing of a third party is inevitable (older readers will have heard that before) and to proclamations that “socialism” is no longer a dirty word. In fact for many post-Cold War younger Americans, socialism is looking more attractive than capitalism. And across the country, groups like FreedomWorks and Philadelphia’s Tuesdays with Toomey have banded together to put increased pressure on Congress.

3.

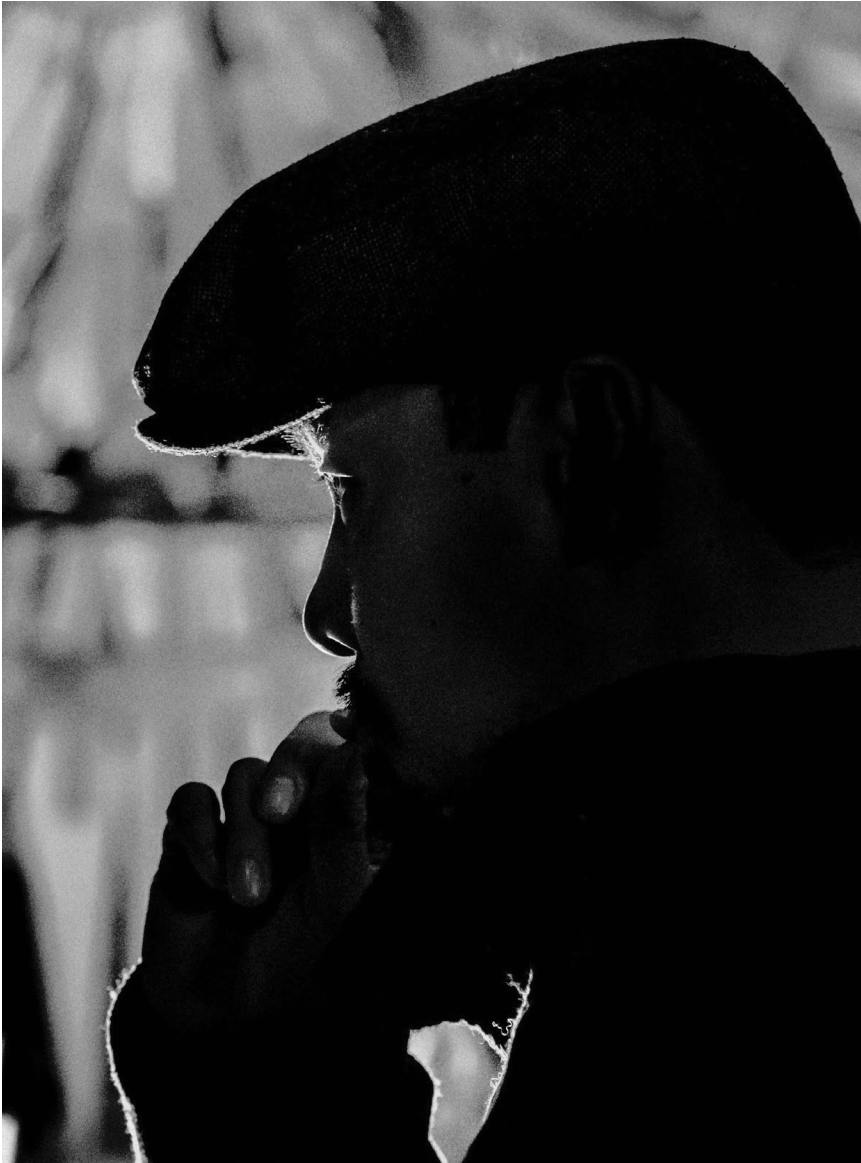
Impact Living



Another way that everyone from CEOs to cashiers is asserting power? By consistently voting with their wallets. In some cases, the scale of these efforts is small—say, refusing to buy a ticket to see “Beauty and the Beast” because it includes gay characters or buying a ticket to see “A Wrinkle in Time” because it’s the first (very) big-budget film directed by a black woman. In other cases, the sums are far larger and the stakes much higher. According to the US SIF Foundation’s latest report, in 2016 \$8.72 trillion was invested in the United States through sustainable, responsible and impact investing, up 33 percent from 2014. And with so much good yet to be done, activists are mobilizing to help investors determine which assets are best suited to bringing measurable social and environmental benefits, as well as financial returns. This February, The Economist is hosting an Investing for Impact conference based on the premise that “investors can see where the world is heading and how that changes the outlook for risk and return and thus how they should put their capital to work.” (As trendspotters and word lovers, we can’t help noticing that the “doing good” field has a muscular new feel with the addition of “impact.” “Sustainable” has a nice warm glow that gently promises good things continuing into the future. “Responsible” is coolly virtuous in an “eat your greens” way. But the new—or newish—“impact” gives the whole field a kinetic here-and-now buzz. It takes the promise of “making a difference” to a whole new level, implying action that can be seen, heard and felt.)

4.

Compassion Fatigue



Even while some people chant until their throats are sore, there will always be others whose response to chaos or controversy is to go quiet. At least part of this silence can be blamed on the fact that many people are bone-tired, worn down to the emotional nub after so many mass shootings, terrorist attacks, celebrity deaths, natural disasters, rounds of political name-calling and tales of police brutality. The relentless torrent of breaking news (fake or not) has created a sense of time distorted—stretched and compressed at the same time. Did that thing happen yesterday or last week or last month? In an atmosphere where conspiracy theories spring up like mushrooms, some pundits wonder whether the depressing news cycle is part of a nefarious master plan to create distractions and big news announcements so numerous that people begin to glaze over the really important information. This has given rise to compassion fatigue's ugly, attention-seeking twin: scandal envy. Since it seems that the only way to make it into a breaking news ticker is to implicate yourself in a scandal, it has become a strategic move.

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5.

Lonely Hearts Club



“Once upon a time, divorce carried all the shame. Today, choosing to stay when you can leave is the new shame.”

—ESTHER PEREL, psychotherapist and author of *The State of Affairs: Rethinking Infidelity*

What happens when the most famous power couple in the world splits? First, you milk Brangelina’s breakup for all the distraction it can provide, and then you go to work researching who might fit the bill as your next favorite couple to put on a pedestal. It’s Beyoncé and Jay-Z who’ve earned this distinction for many, and by “earn” we mean they worked (and hurt) for it. Never has infidelity been so poignantly probed as in Beyoncé’s “Lemonade” and Jay’s “4:44,” albums, through which listeners get to eavesdrop on the artists/lovers as they move from betrayal to hope in real time. (“If we’re gonna heal, let it be glorious,” says Beyoncé.) World-famous couples therapist Esther Perel wrote this of the unorthodox decision to go public with Jay-Z’s affair: “Once upon a time, divorce carried all the shame. Today, choosing to stay when you can leave is the new shame.” For women, that may be in part because being single has never been so alluring. A new Mintel poll found that 61 percent of women are content when not in a relationship (only 49 percent of men say the same) and that 75 percent of single women decided not to actively pursue a relationship in the past year. In a world where power couples come and go and Facebook keeps a public record of the revolving door of relationship statuses, famous women like Tracee Ellis Ross are disrupting social norms by taking pleasure and pride in their “single” relationship status. And the public is adjusting expectations: Three-quarters of people now believe that solo dining is more socially acceptable than it was five years ago, and real-estate agents estimate that anywhere between 15 and 25 percent of their client base is represented by single women buying homes. This, of course, isn’t the case in every country. In China, unmarried career women are labeled “undesirable or discarded, and hence given the ‘leftover’ label,” according to a South China Morning Post article calling for laws to protect them from discrimination. Even in the United States, when the Supreme Court declared that all bans on same-sex unions are unconstitutional, it did so with language indicating that unmarried people are “condemned to live in loneliness.” But since 40 to 50 percent of American marriages end in divorce, we should expect a growing sensitivity to single people as more of us—single and married—come to the consensus that companionship isn’t always a salve for loneliness.

6.

Retail Apocalypse



“Five years from now, we won’t be debating whether ‘e-tailers’ are taking share from ‘brick and mortar retailers,’ because they are all the same.”

—CITI RESEARCH

Is the sky falling or is the sector evolving? Probably both. In the first three quarters of 2017, retailers announced that 6,800 locations would close (more than double the 2016 total), with many household names among them. As part of the same trend, shoppers are deserting malls, those quintessentially American temples of consumerism. While retail optimists counter doomsday predictions by citing the more than 3,000 store openings, retail chains are doubtless more distressed than they were during even the financial crisis; at any rate more of them are filing for bankruptcy and making late loan payments. In the meantime, online shopping grows ever more tantalizing. Havas PR client Pinterest has established itself as the ultimate “path to purchase” tool by pioneering visual search. A series of “Visual Discovery” tools guide consumers to understand their preferences by using photos to call up other similar photos. Pinterest calls this “advertising without words” because it doesn’t require consumers to have the language to articulate what they’re searching for but rather an image, whether one they’ve found online or snapped themselves. This new way of searching and shopping is bridging offline discovery with online search. Many retailers are attempting to build similar bridges with a bricks-and-clicks model that acknowledges that most consumers prefer to test or try on items before purchasing. Consider websites like Warby Parker, Rent the Runway and Bonobos, which have invested mightily in physical stores to complement their virtual presence, and Nike, which installed both a basketball court and a treadmill in its New York store so customers could test their sneakers prior to purchase. Nordstrom is testing a “clothing-free clothing store” concept in Los Angeles called Nordstrom Local that occupies a much, much smaller footprint than its ordinary stores. Rather than stocking racks and racks of clothing, it stocks just one item in each size. Customers can’t leave the store with their new duds, but Nordstrom provides same-day delivery on any purchase made before 2 p.m. Also in 2017, multinational luxury goods conglomerate LVMH launched 24 Sèvres, a mobile extension of Le Bon Marché that allows shoppers access to personal shoppers via live video chat and to a click-to-collect service that lets them select pieces to try on in-store. Farfetch, an e-commerce platform for luxury boutiques from around the world, is beta-testing a “Store of the Future,” which it calls an “operating system” for physical retail. The platform will not only recognize a customer as she checks into a store but will also detect which products she’s browsing with an RFID-enabled clothing rack tethered to her digital wishlist and to a digital mirror that allows her to request items in different sizes and colors. “Five years from now, we won’t be debating whether ‘e-tailers’ are taking share from ‘brick and mortar retailers,’ ” Citi Research analysts wrote recently, “because they are all the same.”

7.

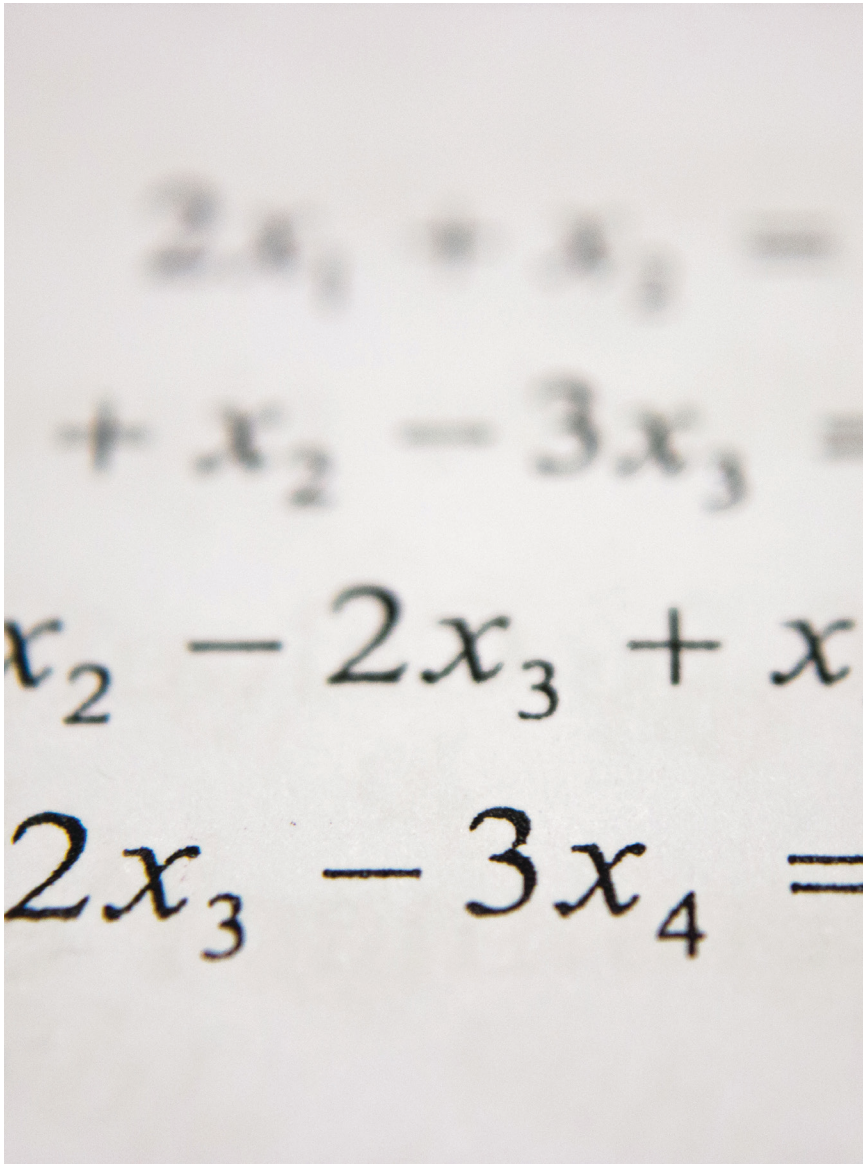
Gaming at Work



Life's a game, and we've all got to play it, even at work? Yes, and that's because applying game-based mechanics to workplace training has been shown to motivate employees to learn, stoking competitiveness and engagement. *Gamification by Design* co-author Gabe Zichermann has said that "gamification is 75 percent psychology and 25 percent technology." Plus, employers appreciate the measurable benefits of gamification. Gartner once forecasted that by 2015, 40 percent of the world's 1,000 biggest companies would implement gamification into their training programs, but that prediction hasn't yet borne out. In 2018, we are likely to see the trend blossom into its full playful potential, especially as more self-determined Gen Z workers enter the workforce and are promoted. Look for training models to integrate points or reward systems, leader boards and timed challenges (this works especially well in fields like sales), and for courses to reward employees with incentives, certificates or virtual badges upon completion. A shift in the public's perception of "gamification" is also powering this trend's adoption: Gamification has for too long been confused with "gaming," but while the latter of these is about fun, the former is about a better online learning experience. Beyond the ways that game principles can encourage desired behavior, watch for the growing recognition of free-form play as a valuable activity in its own right for adults, too—great for reducing stress, learning and experimenting, stimulating creativity, and connecting with others.

8.

From STEM to STEAM to STREAM



“A” is for “arts,” and the addition of this particular letter into the STEM (science, technology, engineering and mathematics) education equation has raised eyebrows and ire over the past decade. In 2018, some educators will double down on the case they’re making for STREAM, which incorporates “reading” into the elongated acronym. Proponents of STREAM encourage every teacher of every subject to embrace cross-curricular teaching that incorporates these six cornerstones to prepare all students for the jobs of the future. Pushing back, proponents of the STEM model argue that adding arts and reading only creates a distraction from the original movement, which sought to tailor today’s education model around the knowledge and skills our modern workforce requires. In 2014-15 alone, there were more than 230,000 additional STEM jobs and fewer than 31,000 additional graduates in these fields, according to the 2016 U.S. News/Raytheon STEM Index. While the STREAM trend has a new (and ever-growing) name, it really only represents round two of an age-old fight for recognition of the arts as a worthwhile field of study in and of itself. Within this fight, however, there is hope for resolution. The STREAM model doesn’t seek to separate subjects but to integrate them so that learners who bring a variety of gifts and interests are better engaged in the curriculum that will be most meaningful to their success.

9.

The Side Hustle



Even people with 9-to-5 jobs (remember them?) are finding ways to get a slice of the gig economy. Whether they're pushing used goods on Poshmark or thredUP, renting out a room on Airbnb, moonlighting as an Uber driver, or Facebooking friends and family about the MLM scheme of the month, next-gen workers are multiplying. According to a survey by Havas PR client ManpowerGroup, the most popular reasons people choose next-gen work are to earn extra money to supplement their income and to create the life that they choose. Side hustles also allow today's workers to develop new skills, balance their time and feel more in control of their lives. In 2018, look for more employers to respond to workers' demands for both security and flexibility, which were hitherto mutually exclusive, by allowing benefits to travel across portfolio careers. In the U.K., members of parliament have published a draft bill to end what they call "mass exploitation of ordinary, hard-working people in the gig economy," arguing for basic rights like holiday pay and the minimum wage. And if that sounds suspiciously like socialism, it's no surprise. Many older Americans saw no need for socialism because post-war 20th century capitalism offered them the reassuring security of good employment prospects, stable jobs and comfortable benefits in exchange for loyalty. For younger Americans, 21st century capitalism is a lot less reassuring.

10.

Cryptocurrency Craze



Not many readers will remember when most people were leery about buying online. Even fewer will remember when credit cards were the exception rather than the norm. But everyone can take note of the time when cryptocurrencies went from geeky fringe experiment to highly controversial to mainstream. More retailers will accept digital currency in 2018 as consumers become comfortable with bitcoin—and as investors' returns continue to rise. (A year ago, the price of a bitcoin was \$738. As of this writing, it's \$9,790.) Overstock.com's CEO has even developed a blockchain-focused division of the company, which was the first retailer to start accepting bitcoin back in 2014, and Square is now accepting bitcoin, as are other big retailers like Amazon. Will the cryptocurrency bubble burst, or is it the next big thing? There are a lot of opinions on both sides of this...coin. As TechCrunch just reported, "We've entered a strange era in cryptocurrencies. The technology is mature enough that anyone can implement a blockchain solution—from small fintechs to Mastercard—but not yet trusted enough to become a true store of general value."

“[Bitcoin is] the largest socioeconomic experiment the world has ever seen.”

—“BANKING ON BITCOIN” documentary movie

11.

Social FOMO Epidemic



“iGen is on the verge of the most severe mental health crisis for young people in decades. On the surface, though, everything is fine.”

—JEAN TWENGE, author of *iGen*

Pictures are forever, but Instagram, Facebook and Snapchat “stories” are only around for 24 hours, lending a sense of immediacy and urgency that has given us even more reason to be on the platforms constantly so that we don’t miss a thing. It has become a cavalcade of everyday celebrities, aka our friends and online connections, posting their best (retouched) photos and most amazing (edited) experiences. The desire to be “always on” has fueled a full-on FOMO epidemic, whereby the simple act of scrolling through a social feed can leave you feeling left-out and lonely as you compare yourself and your life with others and find it distinctly sad-ass. Dr. Jean Twenge, author of *iGen: Why Today’s Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy—and Completely Unprepared for Adulthood*, has mapped the introduction and rise of the iPhone to developmental disturbances in children. Between 2011 and 2012, the time during which we could say that more than 50 percent of the population had an iPhone, teens began to increasingly say that they felt sad, hopeless and useless, like they couldn’t do anything right. They hung out with friends less, dated less, were less likely to get enough sleep, and were more likely to feel lonely than in previous years. Twenge points to several root causes, and one of these is a pervasive fear of missing out. Whereas we once may have been blissfully oblivious to the fact that we hadn’t been invited to a party, we can now see that party play out in its entirety on Instagram. Though Twenge has said that the iGen teens she’s interviewed report that they would rather see their friends in person than communicate with them using their phones, that may just be because they’re afraid of missing out. This preference extends to twentysomething millennials, too, who experience FOMO when skipping a concert or a sports event that friends and family will be attending. In an Eventbrite survey, 79 percent of millennials said that going to live events with others helps deepen their relationships, and 69 percent said attending events makes them feel more connected to other people. Some entrepreneurs have seen opportunity in the insecurity, isolation and exclusion inherent in our social era and have created FOMO-inducing environments and events where many a selfie has been snapped expressly to make friends jealous.

12. Artificial Intelligence Gets Real



Computing pioneer Alan Turing devised a way of testing whether a computer counts as intelligent: Can it trick a human into believing that it's also human? No problem. Hundreds of bots on Twitter have acted like real humans, sending out tweets that have fooled bona fide Twitter users into retweeting them. Driverless cars, smart home assistants, automated stock trading, chatbots as convincing dupes for customer service personnel—many of the AI possibilities that once seemed ethereal are now within our (automated?) grasp. Domino's Pizza is testing deliveries via self-driving cars; Chowbotics is feeding demand for its salad-making robot, Café X's robotic cafes are earning praise for their machine-made lattes; and McDonald's, Wendy's and Panera Bread have all rolled out self-serve order kiosks. And Havas PR client Little Caesars is testing The Pizza Portal, the first heated, self-service mobile order pick-up station in the quick service restaurant industry. As AI is increasingly assigned sophisticated tasks that meld big data and machine learning into serious savings and efficiencies for companies, more companies are racing to invest in it. And with workers looking around to find that AI is now everywhere in their lives, transforming how they consume services, how they knock out their to-do lists at home and at the office, and even who their co-workers are, they're trying to decide how they feel about it all. Tesla and SpaceX CEO Elon Musk's assertion that AI poses a "fundamental risk to the existence of civilization" has spiked anxieties, as have other doomsday predictions that AI will steal as many as three-quarters of the planet's jobs. Some 65 percent of Americans say they expect that within 50 years robots and computers will "definitely" or "probably" do much of the work currently being done by humans (workers without a college education say they're most certain they can be replaced), according to a Pew survey. Though AI is the tech topic of our time, a separate survey—this one by Sage—found that nearly half of respondents had "no idea what AI is all about." In 2018, more workers will realize that this ignorance is not bliss. As one TechCrunch headline recently read: "Technology is killing jobs, and only technology can save them."

13.

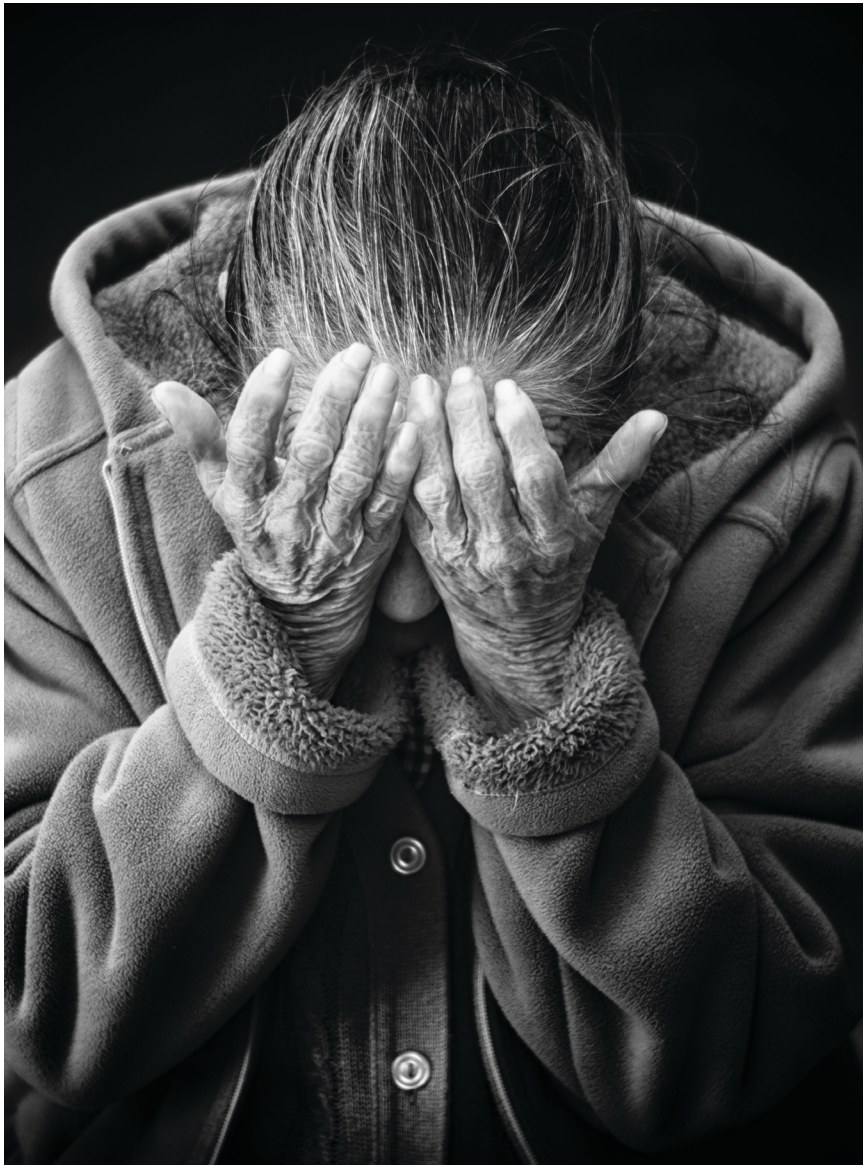
#AgenderedToo



We've grown used to gender as a boldfaced item. There's been so much coverage in particular of women—founding startups, leading corporations, running for office, speaking out about sexism (#MeToo) and fighting for inclusion. Now, too, there is a rising awareness of gender fluidity, recognition that not everyone fits neatly into a blue or pink box. Across high school and college campuses in some parts of the country, bathrooms are being converted to gender neutral. Conductors of New York City subways have been instructed not to address passengers as “ladies and gentlemen” any longer. Not everyone is acquiescing to the adjustments. In France, a movement to make the French language more female-friendly (grammatical rules give the masculine form of a noun precedence over the feminine) inspired the language watchdog Académie Française to warn that the language is *en péril mortel*. And while some argued that every language eventually evolves, French Prime Minister Édouard Philippe nevertheless issued a ban on this “inclusive writing” in official texts. A gender-neutral parenting movement has also been chronicled (sometimes menacingly) in Hollywood and elsewhere, with Angelina Jolie/Brad Pitt, Megan Fox, Justin Trudeau, and Liev Schreiber/Naomi Watts all catching flak for “letting” their children dress like the opposite sex. (In Watts’ short-lived Netflix show “Gypsy,” her character also parented a gender-neutral child, with no small amount of angst.) In May 2017, the MTV Movie & TV Awards became the first awards show to cease the practice of presenting male and female acting awards in separate categories. In her acceptance speech, Emma Watson, who won the gender-neutral Best Actor in a Movie award, said: “The first acting award in history that doesn’t separate nominees based on their sex says something about how we perceive the human experience. MTV’s move to create a genderless award for acting... indicates that acting is about the ability to put yourself in someone else’s shoes, and that doesn’t need to be separated into two different categories. Empathy and the ability to use your imagination should have no limits.” Expect other schools, parents and awards shows to follow suit. And expect plenty of controversy and pushback from more conservative Americans and their representatives who find it all too much.

14.

Ageism Is the New White Privilege



Hey, here's another damaging prejudice that many people have without even realizing it: ageism. In a Washington Post piece on the subject, a psychology professor at California State University at Stanislaus, Todd Nelson, pointed to birthday cards as proof, since they depict getting older as something to be ashamed of (a tone that would never be used with race or religion). Age is also apparently a barrier to getting a job: 65 percent of older workers say so, according to the U.S. Equal Employment Opportunity Commission. Older workers are often plagued by the perception that they're clueless noobs who will require extra training and patience to get up to speed on technology. Some long-unemployed baby boomers are so pissed that they're filing formal age discrimination cases. And no wonder. For a variety of reasons, many boomers are delaying retirement, which is spiking the median age of the labor force and underscoring the problem of age discrimination in the workplace. (Incidentally, the federal Age Discrimination in Employment Act, which prevents blatant discrimination against older workers, turned 50 this year.) The workforce is only going to get older, with the share of seniors age 65 and over in the U.S. working population projected to rise sharply—from about 19 percent in 2017 to 29 percent in 2060. The preference for digital natives over digital immigrants is sometimes plain to see (some employers implicitly seek “digital native” in their job listings), and research indicates that women experience age discrimination earlier than men. Look for HR departments to create and enforce hiring and employment policies to reduce ageism, for instance ensuring that training and development opportunities are offered to all workers and that the employee handbook outlines policies on age discrimination along with sexual harassment. We can also hope for a resurgence in appreciation for institutional knowledge versus just energy and innovation.

15.

Hope in Cities



In 2017, cities came to the forefront of pop culture when Amazon announced that it sought to spend \$5 billion building a second headquarters—adding as many as 50,000 jobs to its payroll—and would be selecting its new home through a public process. Cities across North America competed to package themselves into compelling brands and even Singapore-esque city-states, and the online retail behemoth ultimately received 238 proposals. Many years ago, we proclaimed both that “Local is the new global” and that “Small is the new big,” and that’s showing itself to be truer than ever, as tourists increasingly opt to travel to smaller cities like Nashville, New Orleans and Charleston over New York and Los Angeles. And on a national level, with countries facing serious concerns that national politics and governments can no longer deal with the issues facing their citizens, cities are emerging as the most promising entities for effective action. This is especially true now that over half the people on earth live in cities, with more moving to cities every year. Not surprisingly, cities create over two-thirds of global GDP. While international bodies such as the United Nations and the World Trade Organization struggle to get nations onto the same page, cities are proving to be more agile. The C40 group of cities (originally 40 megacities, now 90) is taking concrete measures to address the pollution and climate change that are live issues for their residents. The group’s Reinventing Cities challenge is a global competition for cities to come up with smart public-private initiatives to use space better, improve environmental impact and make life better for their residents. In a similar vein, the nonprofit journalism-based organization Next City provides daily online coverage of the leaders, policies and innovations that are driving progress in metropolitan regions across the world—innovations such as “smart cities” that are using technology to provide real-time data to manage traffic, transit, lighting and other essential elements of city living.

16.

Overtourism



The UN World Tourism Organization has called the anti-tourism movement in chronically overcrowded cities like Barcelona, Venice and Amsterdam a “wake-up call.”

In the summer of 2017, residents in some historic European cities took to the streets toting signs that read “Tourists go home” and “Tourists are terrorists,” protesting tourism surges that have impacted their quality of life, straining everything from housing to parking to public transportation. The UN World Tourism Organization has called the anti-tourism movement in chronically overcrowded cities like Barcelona, Venice and Amsterdam a “wake-up call.” Its secretary-general urged that overtourism be managed “sustainably, responsibly and intelligently” so that growth can be used to the benefit, not the detriment, of local communities. Barcelona and Amsterdam have introduced caps on hotels, and—though it will take four years to fully implement the changes—the Italian government has succeeded in banning cruise ships from the historic center of Venice, where tourists outnumber locals on any given day. And the Croatian seaside city of Dubrovnik, where “Game of Thrones” is filmed, is considering limits on the number of tourists who can enter its historic Old Town. Look for cities to find ways to balance the needs of locals and tourists by diversifying tourism activities, highlighting more obscure attractions, and rolling out initiatives that encourage tourists to visit respectfully and responsibly. Measures including higher taxes on tourists and timed tickets to venues will also be weighed against concerns about turning visitors off entirely. Countries will take inspiration from Mexico, which has successfully wooed tourists to explore lesser-known cultural sites and towns, and Greece, which has managed to boost tourism during off-season winter months.

17.

New Attitudes on the Body



The biggest change in culture today? The newfound freedom to express ourselves however we want. At least, that's what 86 percent of Beautycon Media survey respondents ages 13 to 34 said in a survey that uncovered that young people today are most likely to select a niche descriptor to describe themselves—e.g., “mixed race,” “sexually fluid” or “refugee”—and are more influenced by social media personalities than by traditional celebrities. Rapid advances in science, technology and social patterns aren't just driving people to the digital realm in their search for the latest information on everything from microblading to ingestible collagen to designer vaginas. They're also prompting some radical new takes on the body. In a world of quicker, easier and more affordable, bodies are proving to be troublesome to keep in good order and expensive to fix when they go wrong: Think regular exercise for the former and healthcare for the latter. On one side, there are the growing number of transhumanists who find the human body disappointing and believe in augmenting it with technology or even doing away with it altogether. They are busy imagining and exploring ways that technology can provide fixes to extend human abilities and life—biohacking, gene editing, 3D printing of organs, exoskeletons and even uploading the mind to a computer. In his best-seller *Homo Deus*, Yuval Noah Harari plots out a not-too-distant future scenario where artificial intelligence advances so far that humans lose their economic and political value, effectively becoming just another species of animal. On the other side are the growing ranks of people who believe that it's wrong-headed to regard the body as a consumer object, serving as little more than packaging and transportation for the brain. Rather than dissing the body, cursing its limitations and ditching it if possible, a budding “movement culture” will encourage us to tune back into the body and to tap its intelligence through movement practices derived from disciplines such as martial arts, dance, sports, acrobatics, theater and yoga.

18.

Personalized Medicine



Personalized medicine is reaching new heights, with truly personalized approaches that prime a patient's own immune system to directly target their own cancer cells.

In recent years, personalized medicine has meant tailoring drugs and treatment pathways to individual patient characteristics, environments and lifestyles. The U.S. has been largely gung-ho about the approach, rolling out the Precision Medicine Initiative research project in 2015 to explore tailoring medical care to the individual. And the 21st Century Cures Act encouraged the FDA to develop a framework for oversight of the technologies that will play a major role in developing personalized therapies. But personalized medicine is now reaching new heights with truly personalized approaches that prime a patient's own immune system to directly target their own cancer cells. This year the FDA approved two CAR-T therapies (chimeric antigen receptor T-cell therapies) to treat advanced hematologic cancers. These treatments are made from T-cells, harvested from the patient, genetically engineered in the lab and then reinfused into the patient. Not only does this represent a landmark in being the first green-light for a gene therapy, but it also marks a sea change in the way cancer can be treated. Until now, treatments have focused on bringing in one-size-fits-all drugs, surgery or radiation to weaken the cancer. With CAR-T therapy, the treatment starts from within, by enhancing the body's own immune system to fight cancer with a genetic boost. "It's a paradigm shift," says Dr. Kevin Curran, from the pediatric bone marrow transplantation service at Memorial Sloan Kettering Cancer Center. "These are actually living cells that we pull out of the system, modify in the lab, teach how to find cancer, turn back on and put back into patients. To do that definitely shifts everything."

19.

Where There's Smoke



Spending a day breathing the air in New Delhi is said to be the equivalent of smoking 45 cigarettes. In parts of India and Pakistan, residents say they sometimes can't see past their outstretched arms because of the thick, hazardous smog, which has led to canceled flights and school days, traffic jams and accidents, and many a photo of apocalyptic landscapes choked with smoke. A World Health Organization report claims that 2.5 million Indians died of pollution in 2015 alone—the largest number of pollution-linked deaths in the world. In California, severe drought led to catastrophic wildfire conditions, and scientists say to expect continued reduction in water resources in the years to come. Disasters of this magnitude can no longer be beaten back halfheartedly, and the solutions are likely to be disruptive to daily life. In the years to come, policymakers will identify ways to significantly update or alter the water infrastructure in the Southwest U.S. and to supercharge the war on smog with tougher regulations on top polluters. Polluted cities around the world will implement emergency action plans and alerts on days when the haze is highest, as Beijing has done, that will mandate that children and the elderly remain indoors, factories cut production, and heavy vehicles not be allowed on roadways. And India and Pakistan will be pressured to shelve their political differences to take action on an environmental emergency that knows no borders. Says Shafqat Kakakhel, deputy executive director of the UN Environment Programme: "It is going to be worse next year. There will be more vehicles, wood and cow dung will be burned. Political leadership needs to wake up to this. Maybe the smog can bring [India and Pakistan] together."

20.

Unboxing Dinner



An estimated 1,000 new subscription boxes have been introduced in the past two years, packed with everything from cosmetics to dog treats to razors to tampons to survivalist gear. But it's the ready-to-cook food category that's really exploding because it offers consumers both the satisfaction of preparing a balanced meal and the relief of not having to shop for groceries. Plus, it capitalizes on the oddly titillating "unboxing" phenomenon, through which millions of YouTube videos depict people slicing open boxes and rifling through peanuts and tissue paper for the goodies inside. Well-known brands like Blue Apron, Hello Fresh and Plated are now being joined by niche offerings like Nurture Life (baby food) and Busy Bowl Club (meals ready to dump into a slow cooker). Meal kit services will continue to go toe to toe, with Amazon's rollout of Amazon Meal Kits upping the ante: Blue Apron's shares have fallen nearly 14 percent since Amazon's plans to enter the market became clear. Additionally, Albertsons purchased Plated in September 2017, and two months later Blue Apron's chief rival HelloFresh went public in Germany. The meal kit market is now worth \$2.2 billion, and Pentallact forecasts exponential growth of 25 to 30 percent over the next five years. And it appears that the market potential remains largely untapped. While just 3.8 percent of surveyed households have tried a meal kit in the past 30 days, 27 percent are interested in trying one. And 22 percent "have not thought about" using a meal kit; this issues a challenge for creative marketers. Expect to see restaurants try to compete by stepping up their delivery services and providing "experiences" that home kitchens can't compete with.

Ready-to-cook food offers both the satisfaction of preparing a balanced meal and the relief of not having to shop for groceries.



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