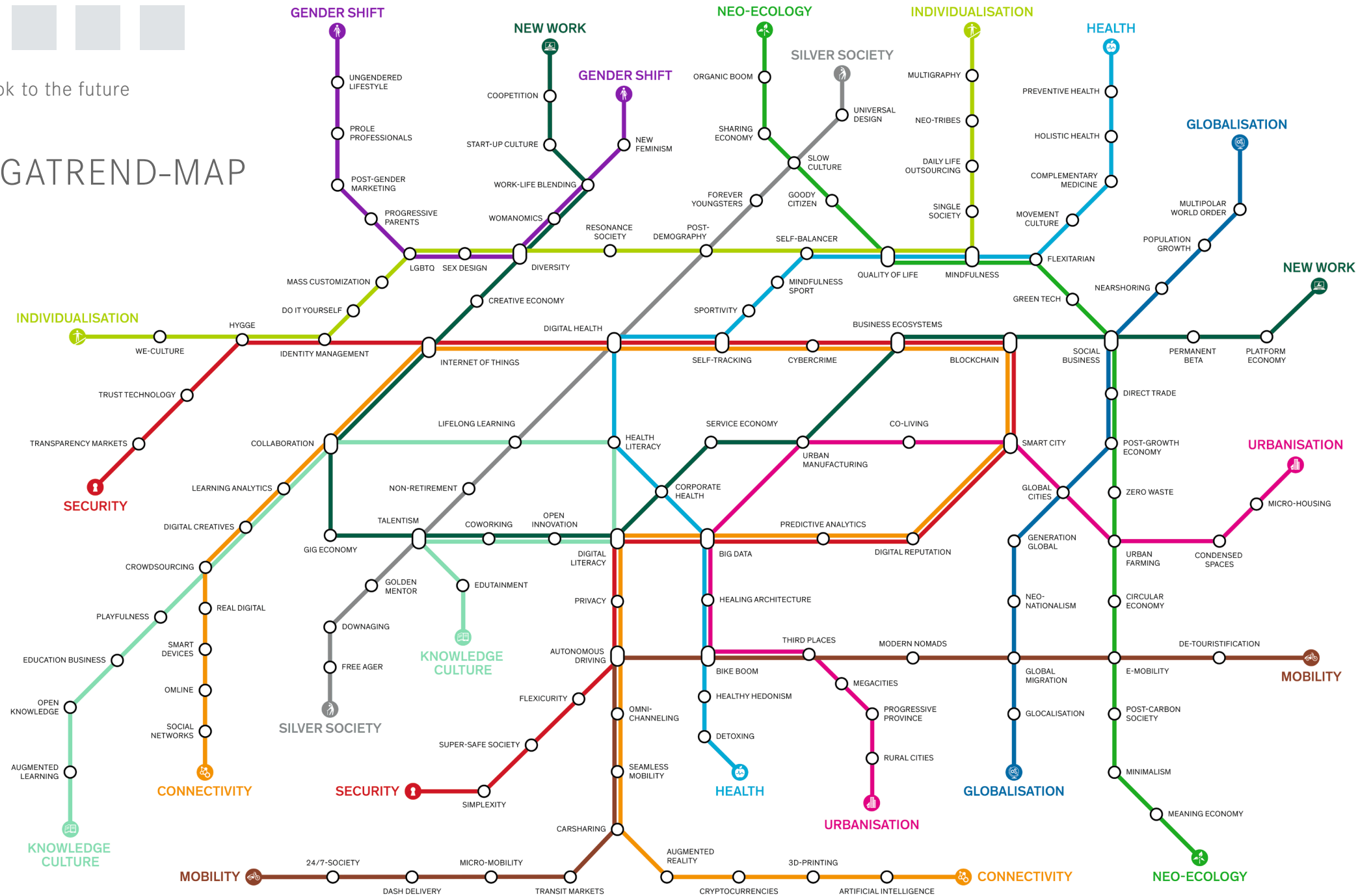




Outlook to the future

# MEGATREND-MAP



Megatrends are multifaceted, complex, and interlinked. The megatrend map, with its individual stations, reflects the various aspects and facets of these trends. It visualizes all megatrends and their interfaces. This map is used as a tool for thinking and analyzing and it is one of the most important tools of the Zukunftsinstitut.

**Zukunftsinstitut, Frankfurt**  
The Zukunftsinstitut was founded in 1998 and has had a significant influence on trend and future research in Germany from its beginnings. Today, the company is considered one of the most influential think tanks in the European trend and future research landscape. In its work, its team of researchers and consultants examines the question of which changes – and which trends and megatrends – influence our present-day society and which conclusions can be drawn from this for the future of our economy and society.