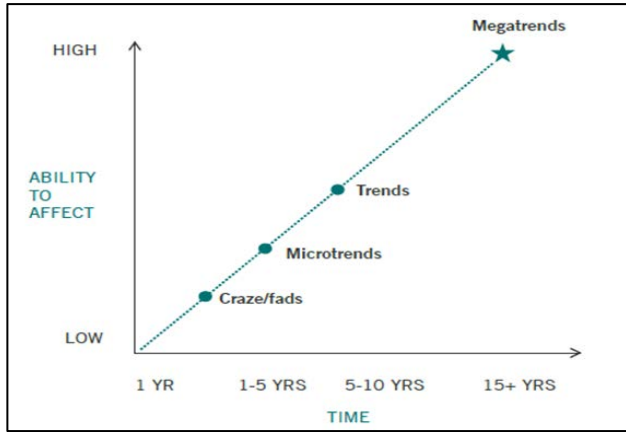


D2.1: Report on trends and key factors



The Deliverable 2.1 focuses on identifying and providing a comprehensive list of megatrends and associated trends that address critical aspects of several domains of analysis (e.g. political). In the Deliverable 2.1, 22 megatrends and 66 related trends are identified, on the basis of 6 specific dimensions of the PESTLE analysis (i.e. political, economic, social, technological, legal, environmental).

The research design adopted follows two sequential phases of data collection and analysis: systematic literature review and workshop with experts.

- Phase I: Trends and megatrends identified from an extensive literature review. PESTLE analysis is used to identify and characterise different megatrends and trends. A systematic analysis of almost 350 reports allowed to categorise the content along the six dimensions.
- Phase II: The analysis was also supported by the expert workshop with 18 experts, where further insights on the trends collected and merged.

Dimensions	Megatrends
Political	Protectionism, Political stability, Supranationalism
Economic	Global trade shift, Digital economy, Financial Innovation
Social	Population growth, Demographic change, Urbanisation, Change in consumption pattern, Individualism, Digital natives, Knowledge based economy
Technological	Digital transformation, Technology development & automatization, Electrification of transport, Renewable energy sources
Legal	Consumer protection laws, Intellectual property law, Social and environmental regulations
Environmental	Climate change, Resource scarcity

As a result, 22 megatrends and 66 trends are identified through the literature review and the experts workshop. These megatrends and trends will provide a robust set for generating the future scenarios for the manufacturing, process and logistics industry in D2.2.