

# TIME ZONES

ZONE 1: 2010-2015

ZONE 2: 2015-2020

ZONE 3: 2020-2025

ZONE 4: 2025-2035

ZONE 5: 2035-2050

# TRENDS & TECHNOLOGY TIMELINE 2010+

A roadmap for the exploration of current & future trends (+ some predictions to stir things up. More at [nowandnext.com](http://nowandnext.com))



## Notes on time travel

This map is a broad representation of some of the trends and technologies currently visible. Improvement works are carried out at weekends and travellers should check to see whether lines are still operable before commencing any journeys. Helpful suggestions concerning new routes and excursions are always welcome.

If you wish to travel outside of Zone 1 you are advised to bring comfy shoes and a camera. Travellers are also advised to bring their own supplies of food and water although weapons are unnecessary if you keep to well trodden paths. Also note that travel into Zone 5 is not available for people aged over 75 years of age.

## A3 and A2 Prints of this map

Full colour prints of this map are available to anyone that asks nicely. A small charge is levied to cover print and postage costs only. Contact <[richard@nowandnext.com](mailto:richard@nowandnext.com)> stating whether you'd like A3 or A2 size and saying which country the map is to be delivered to. Delivery is available to anywhere in the world. Alternatively, just print this out yourself (A3 minimum recommended)

## Sourced

Material for this map has been sourced from a number of publications including Future Files and What's Next



[www.futuretrendsbook.com](http://www.futuretrendsbook.com)

**What's Next**  
[www.nowandnext.com](http://www.nowandnext.com)

## Acknowledgements

This map was conceived and created by Richard Watson at [Nowandnext.com](http://Nowandnext.com) with some help from Benjamin Frazer at Snap. Also thanks to Oliver Freeman, Mike Jackson and Scott Martin.



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# LEGEND

1. Society & Culture

2. Geopolitics

3. Energy & raw materials

4. Science & technology

5. Healthcare & Medicine

6. Retail & leisure

7. The Economy

8. Financial services

9. Environment & Climate

10. Food & drink

11. Transport

12. Travel & tourism

13. Home & family

14. IT & telecomms

15. News & Media

16. Work & Business

Mega trend

Trend

Prediction

Dangerous currents

Poor visibility

High-speed link

Partial ruin

## Global risks\*

\* Low probability/high impact events that could derail any of the above trends and predictions

- ▲ Commodity price spikes
- ▲ Raw materials shortages
- ▲ Mass migration of population
- ▲ Nuclear terrorism
- ▲ Internet brownouts

- ▲ Electricity shortages
- ▲ Rapid increase in cyber crime
- ▲ Critical infrastructure attack
- ▲ Rogue stakeholder
- ▲ WMD Proliferation

- ▲ Green energy bubble
- ▲ Genetic terrorism
- ▲ Collapse of US dollar
- ▲ Global supply chain disruption
- ▲ Terrorist attack on urban water supply

- ▲ US/China conflict
- ▲ Israel/Iran conflict
- ▲ Bisphenol A link to cancer
- ▲ Geographical expansion of Russia
- ▲ Major earthquake in mega city

- ▲ Global pandemic
- ▲ Conflict with North Korea
- ▲ Political disintegration of Saudi Arabia
- ▲ Systemic failure of financial system
- ▲ Fundamentalist takeover in Pakistan

- ▲ Middle class revolution
- ▲ Collapse of China
- ▲ Mobile phone link to cancer
- ▲ Credit Default Swaps
- ▲ Rogue asteroid
- ▲ Major nano-tech accident
- ▲ Space weather disruption to comms
- ▲ Aliens visit earth
- ▲ Return of the Messiah
- ▲ People taking trend maps too seriously