2050

FUTURE SCENARIOS

Exploring implications of climate change on conviviality

Pernod Ricard

Créateurs de convivialité

INTRO DUC TION

As Creators of Convivialité at Pernod Ricard, we delve beyond the wine and spirits category to distinguish what makes meaningful moments of human togetherness. With the effects of global warming becoming increasingly visible, our Cultural Foresight team aims to decode how climate change will impact the way we live, consume and socialise in the year 2050.

In this report, the team combines quantitative and predictive tools with their sociological, qualitative approach to champion a spirit of curiosity for a future filled with uncertainty.
Our state-of-the-art methodology blends the IPCC's latest projections with an in-house trend ecosystem that stretches across slow moving mega forces to fast moving micro signals. The study arrives at four major potential scenarios and uncovers the socio-political, economic and ecological conditions as well as the psyche, sentiment, behaviour and belief systems shaping everyday life.

By extending the report's knowledge, tools and learnings publicly for the first time, we aim to collectively construct brighter pathways to better navigate precarious waters. We believe that if we all work together we can evolve from witnessing the world's permacrises to becoming active changemakers influencing the best possible future for both people and the planet.

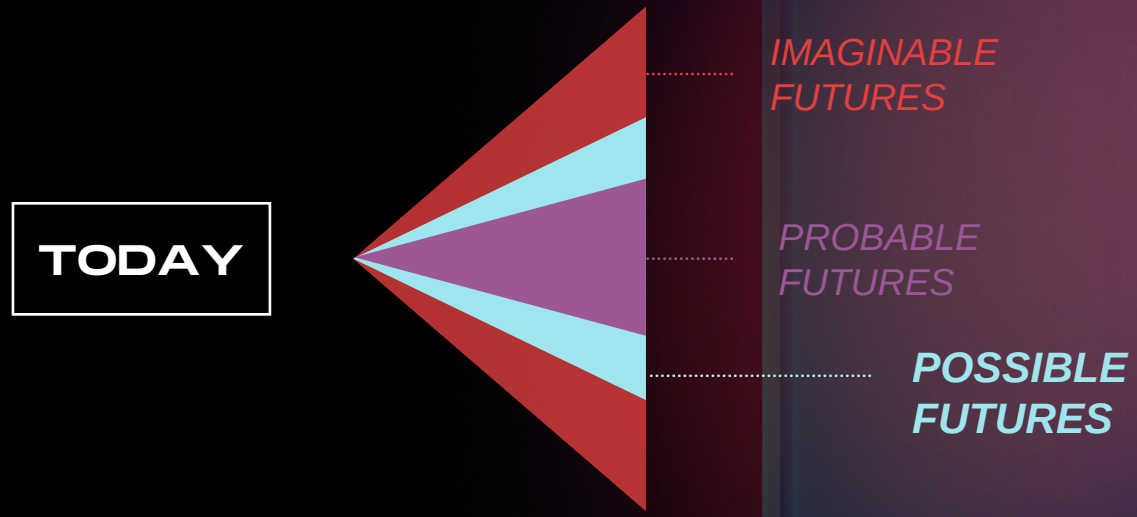
CONTENTS

01

INTRODUCTION & METHODOLOGY

EXPLORING THE FUTURE

Focusing on possible futures is not psychic work



IDENTIFY
Driving forces

DEFINE
Critical uncertainties

DEVELOP
Future scenarios

DISCUSS
Implications & paths

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ENVISIONING POSSIBLE SOCIETAL– CLIMATE SCENARIOS

CONTEXTUALISING

Relying on recognised institutions to decipher climate and societal future outcomes

IPCC 6TH ASSESSEMENT REPORT

The Intergovernmental Panel on Climate Change (IPCC) is a scientific group assembled by the United Nations to monitor and assess all global science related to climate change. Every IPCC report focuses on different aspects of climate change.

SHARED SOCIOECONOMIC PATHWAYS (SSP) CORPUS

An international team of climate scientists, economists and energy system modelers have built a range of new “pathways” that examine how global society, demographics and economics might change over the next century.

ENRICHING

Exploring complimentary sources bringing more granular signals for possible futures

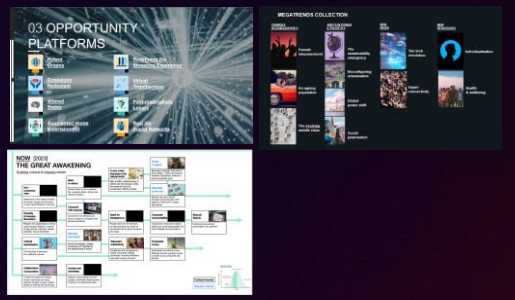
CLIMATE INTELLIGENCE

CONSUMERS INTELLIGENCE

ANCHORING

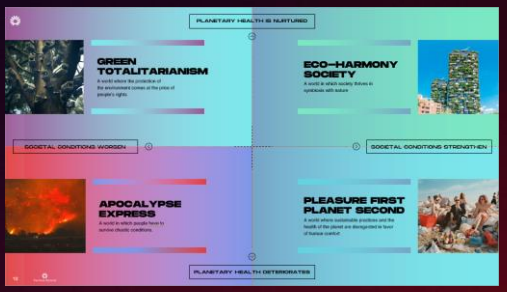
Using our unique insight and foresight ecosystem to anchor our findings in a solid framework

CONSUMERS TRENDS



EXPLORING POSSIBLE FUTURES

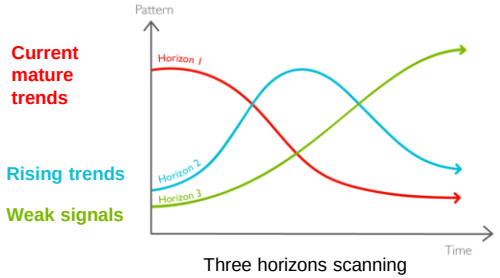
Investigating and scenarising four possible futures for 2050



ENVISIONING POSSIBLE SOCIETAL-CLIMATE SCENARIOS

HOW DID WE GET HERE

PROJECTING TRENDS AND WEAK SIGNALS IN THE FUTURE



Three horizons scanning

The approach known as 'Three Horizons Thinking' serves as a powerful tool to comprehend and chart the evolution of cultural shifts amidst unpredictable circumstances. We have categorized consumer trends based on two defining factors: their stage of development, and their potential to establish a solid foothold in society.

STATE OF THE PLANET STATE OF SOCIETY

CONSOLIDATING AND SYNTHETIZING EXPERTS' INTELLIGENCE

ipcc
INTERGOVERNMENTAL PANEL ON climate change
WMO UNEP

The insights and foresights detailed in these two sections draw primarily from the Intergovernmental Panel on Climate Change (IPCC) and other publicly available related open data tools. However, our concept of 'Green Totalitarianism' deviates marginally from the standard narrative set forth by the IPCC.

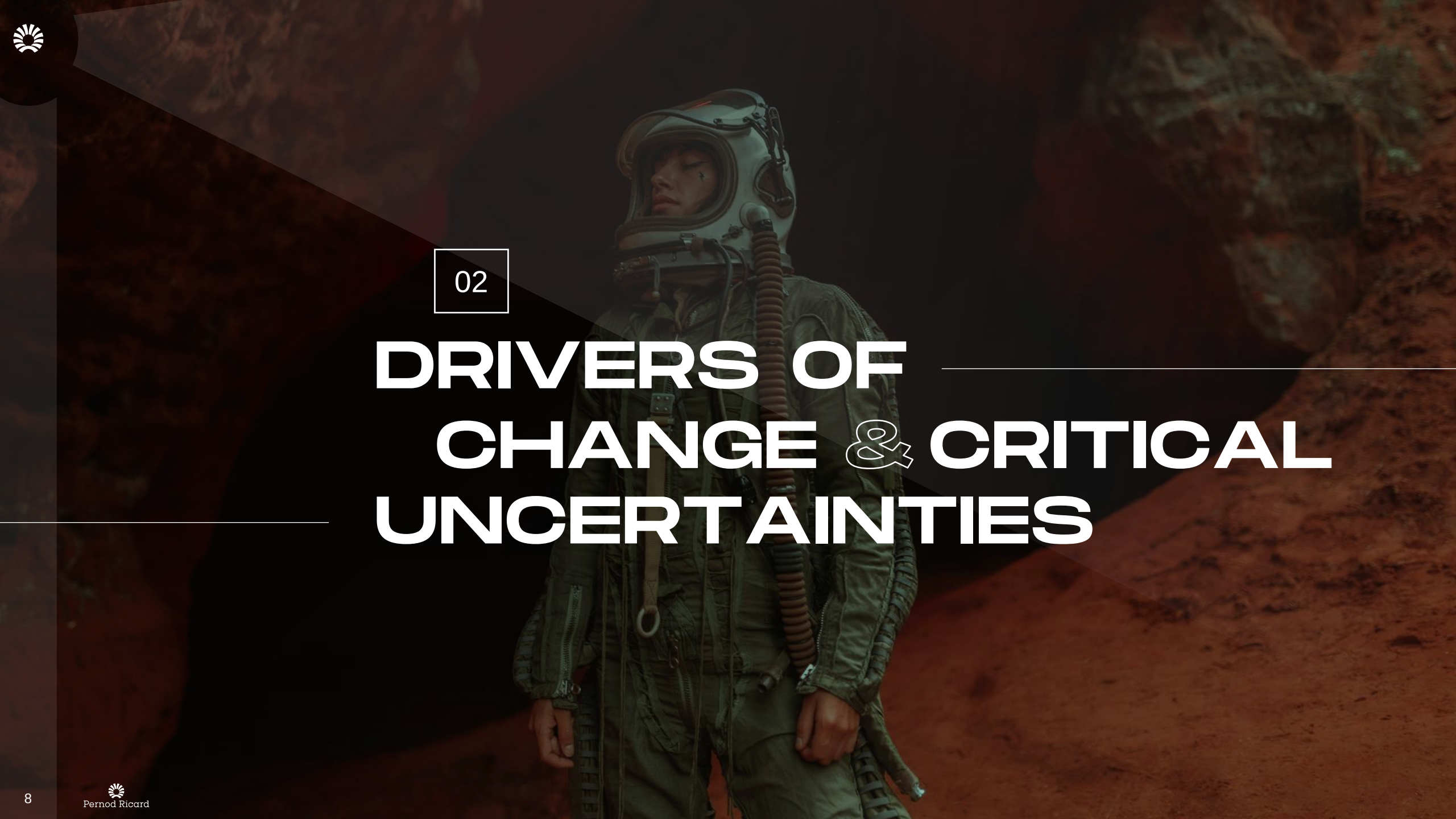
STATE OF CONSUMERISM

FORECASTING POSSIBLE FUTURES BY IMAGINING FUTURE HUMAN BEHAVIORS

climate fiction writers league

Université Paris Cité

The anticipated consumer trends and future artifacts featured in this section are born out of a convergence between our comprehensive trends ecosystem and the visionary works of climate fiction (cli-fi) authors, students and Pernod Ricard team members. This collaboration aims to vividly imagine and paint a potential portrait of our lifestyles by the year 2050.



02

DRIVERS OF CHANGE & CRITICAL UNCERTAINTIES

THE WORLD IN 2050

Hyper-connectivity

The tech revolution

NEW MEDIA

CHANGES IN DEMOGRAPHICS

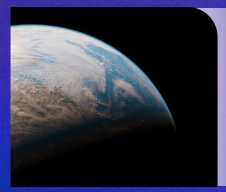
Female empowerment

An ageing population

The evolving middle class

The sustainability emergency

Reconfiguring urbanisation



Global power shift

Social polarisation

SHIFTS IN POWER & PRIORITIES

NEW BEHAVIOURS

Individualisation

Health & wellbeing

PLANET

The earth in climate carnage

The sense of emergency around the climate crisis has never felt as strong as in 2023, with impacts to the planet becoming increasingly visible.

Global warming presents major physical risks to the Earth, such as extreme weather events whose frequency and intensity are accelerated by climate change.

Measuring the future impact of the planet's exposure and vulnerability to climate hazards exposes radical potential dangers to the Earth's ecosystem, including water shortages, air pollution, heat-waves, fires, land sinks, and bio-diversity loss

SOCIETY

People's wellbeing in crises

Entering into the sustainability emergency, society is experiencing a growing understanding of the direct link between social and economic patterns and the affect they have on the climate.

People are seeing how the Earth's deterioration can negatively affect their own lifestyles.

As they reflect on the symbiosis between the planet's health and their personal wellbeing, consumption habits are being put under the microscope for one common destiny.

Meta drivers of change

SUSTAINABILITY EMERGENCY

PLANET

Temperature increase is moderate — Temperature increase is extreme

Air quality is clean — Air quality is polluted

Land is preserved — Land is lost

Biodiversity Flourishes — Biodiversity Flounders

Plant and animals thrive — Plant and animal extinction

SOCIETY

Purposeful consumption — Pragmatic consumption

Climate change policy becomes the sole focus of legislators — Climate change policy stalls

People's activism becomes more radical — People succumb to climate fatalism

The link between economic growth and planet is positive — The link between economic growth and planet is negative

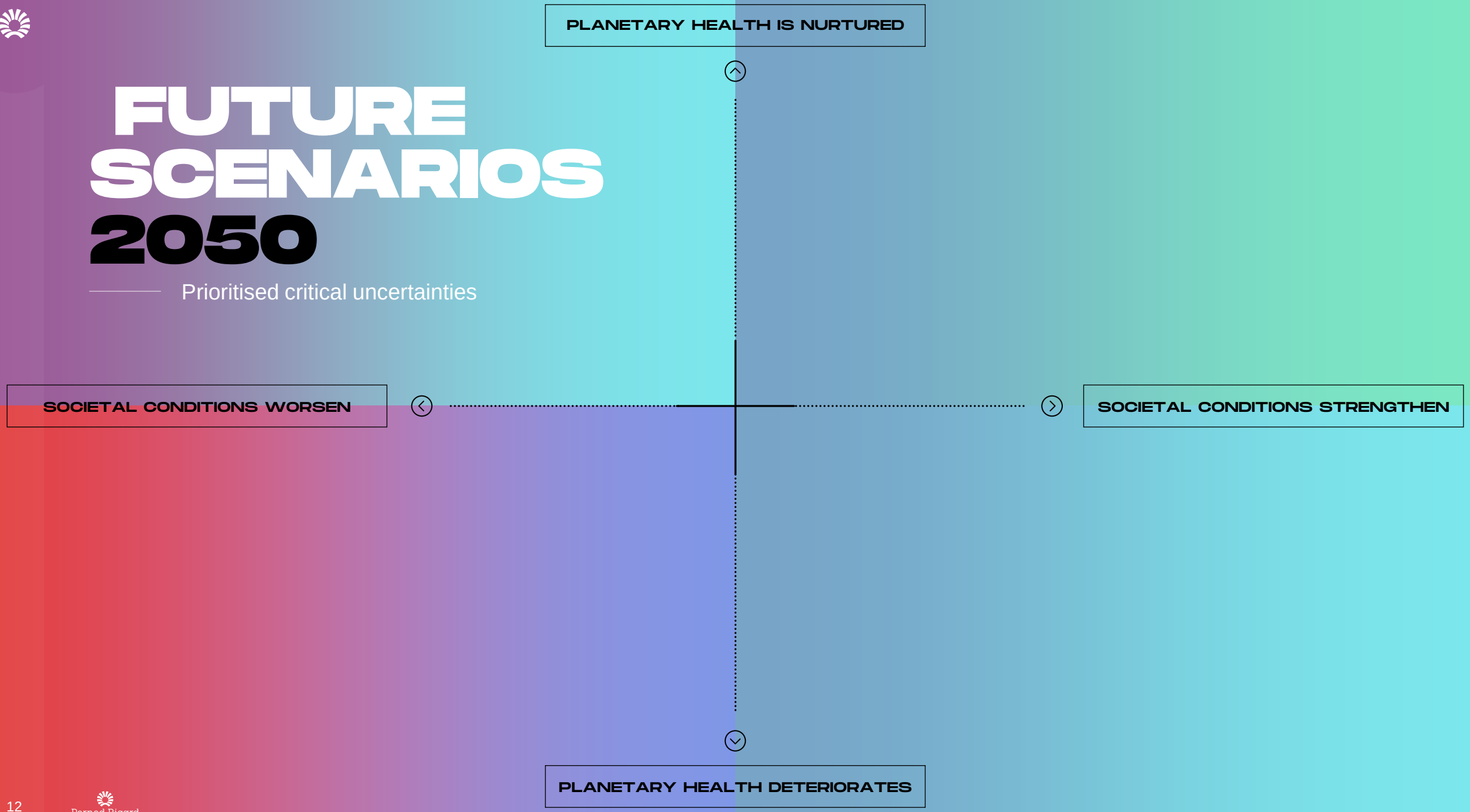
Symbiosis between the planet and humans — Disconnection between the planet and humans

Critical uncertainties

SUSTAINABILITY EMERGENCY

FUTURE SCENARIOS 2050

Prioritised critical uncertainties



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PLANETARY HEALTH IS NURTURED

GREEN TOTALITARIANISM

A world where the protection of the environment comes at the price of people's rights

ECO-HARMONY SOCIETY

A world in which society thrives in symbiosis with nature

SOCIETAL CONDITIONS WORSEN

SOCIETAL CONDITIONS STRENGTHEN

APOCALYPSE EXPRESS

A world in which people have to survive chaotic conditions.

PLEASURE FIRST PLANET SECOND

A world where sustainable practices and the health of the planet are disregarded in favor of human comfort

PLANETARY HEALTH DETERIORATES

01
HOW DID WE GET HERE?

02
STATE OF THE PLANET

03
STATE OF SOCIETY

04
STATE OF CONSUMERISM

FUTURE SCENARIOS OUTLINE

03

EXPLORING 4 POSSIBLE FUTURES

APOCALYPSE EXPRESS

The fragmented pathway: a world in which people have to survive chaotic conditions.

+2.2°C

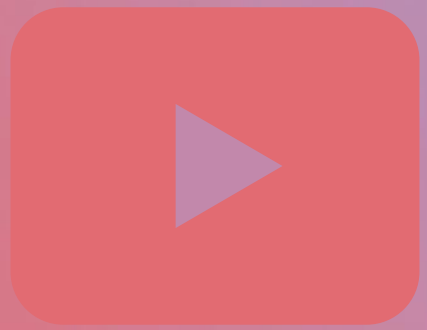
Highest °C increase due to ineffective action. +4°C in 2100

9.96Bn

Uneven population distribution, with highest figures in developing countries. 12,62Bn in 2100

$17,440

Poor economic and technological development, results in the lowest GDP per capita of all our scenarios



01

HOW DID WE GET HERE?

DRIVERS OF CHANGE & CRITICAL UNCERTAINTIES

APOCALYPSE EXPRESS

SOCIAL POLARIZATION

Economic disparity — Economic equality

Educational decline — Educational evolution

Distrust in institutions — Trusted institutions

GLOBAL POWER SHIFTS

Interconnected world — Nationalism

High levels of cooperation — Low levels of cooperation

Globalisation — Deglobalisation

HEALTH & WELLBEING

Nature worsens health conditions — Nature improves health conditions

People & planet's wellbeing deteriorate — People & planet's wellbeing improve

Fast-paced lifestyles — Slow-paced lifestyles

INDIVIDUALISATION

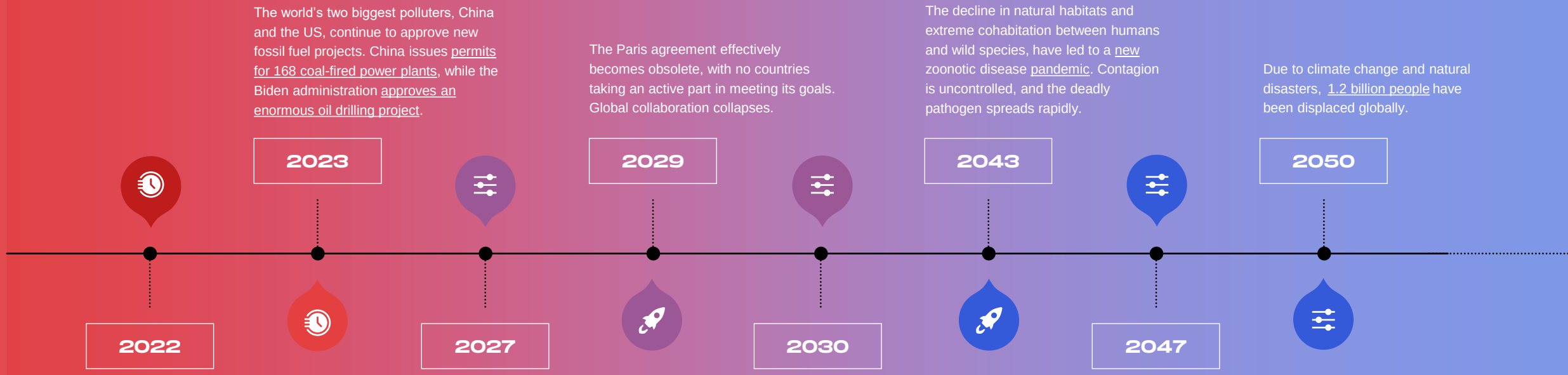
Self-preservation — Self-actualisation

Dopamine Consumerism — Conscious Consumerism

I before we — Collective collaboration

Future Scenarios

TIMELINE OF EVENTS



2022

Between 2017 and 2022, average temperatures reached approximately 2.2 degrees above pre-industrial era figures in Europe (1.7 in France), widely exceeding the 1.5 degree goal set by the Paris Agreement.

2022 was the second warmest year ever recorded in Europe.

2023

The world's two biggest polluters, China and the US, continue to approve new fossil fuel projects. China issues permits for 168 coal-fired power plants, while the Biden administration approves an enormous oil drilling project.

2027

Facing deadly air quality outside, wealthier Indians are paying to breathe free at home, creating a booming market for air purifiers that grow about 35% annually to reach about $597 million by 2027.

2029

The Paris agreement effectively becomes obsolete, with no countries taking an active part in meeting its goals. Global collaboration collapses.

2030

Yearly GDP loss from climate damage reaches US$1.1 trillion.

2043

The decline in natural habitats and extreme cohabitation between humans and wild species, have led to a new zoonotic disease pandemic. Contagion is uncontrolled, and the deadly pathogen spreads rapidly.

2047

Elephants, rhinoceroses and polar bears are the first victims of mass extinction, while 1/3 of all vertebrates are threatened or endangered.

2050

Due to climate change and natural disasters, 1.2 billion people have been displaced globally.

PASSED, REAL EVENTS

FICTION BASED ON REAL PROJECTIONS

PURE DESIGN FICTION

HOW DID WE GET HERE?

NOW
2023

Disaster starter

Although people live through the planet's destruction, there is no consensus on the severity of the situation or how to deal with it.

NEXT
2023–2035

Regional rivalry

International fragmentation characterises an era of regional rivalry and an individualistic mentality of 'I before we'.

FUTURE
2035–2050

Apocalypse Express

International collaboration is broken, and people survive through circumstances of poor ecological and economic development.

02

STATE OF THE PLANET

2050 Snapshot

CLIMATE COLLAPSE

SLOW MODERNISATION
fuels high energy intensity and emissions

INEFFICIENT AGRICULTURE
in the face of global food demand

2050 Snapshot

CLIMATE COLLAPSE

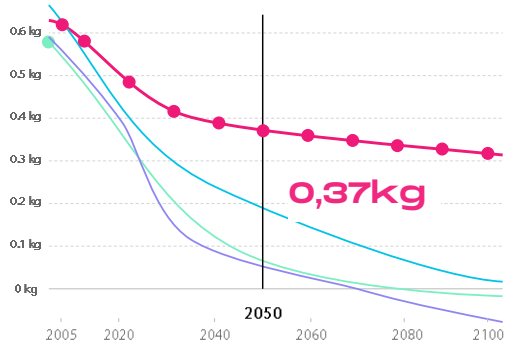
APOCALYPSE EXPRESS

FOSSIL FUELS DOMINATE

Traditional sources of energy continue to be the most popular and uptake of renewables is negligible.

CARBON INTENSITY OF THE ECONOMY

Measured as the kilograms of carbon dioxide emitted per dollar of GDP

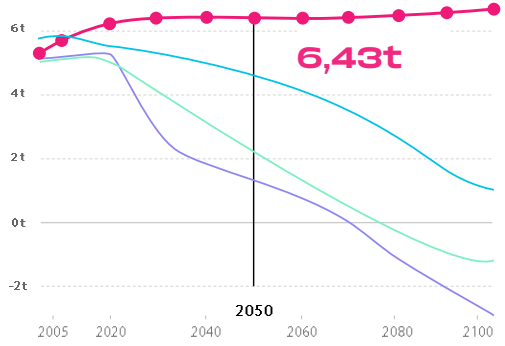


HARMFUL EMISSIONS UNMANAGED

Society is slow to innovate or develop sustainable alternatives to traditional energy, and emissions are out of control.

PER CAPITA CARBON DIOXIDE EMISSIONS

Measured as the global average

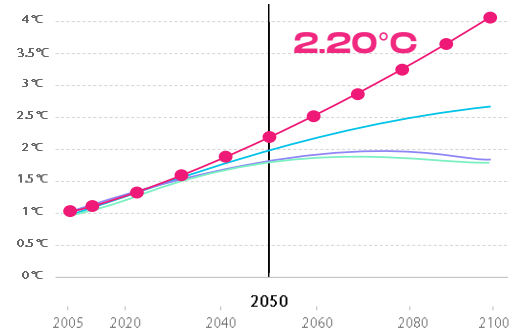


GLOBAL WARMING UNCONTROLLABLE

Without international consensus and action, temperatures soar to the point of no return.

GLOBAL AVERAGE TEMPERATURE INCREASE

Relative to the pre-industrial era, which is taken to be the year 1750



Apocalypse Express | *Green totalitarianism* | *Eco-Harmony* | *Pleasure first, planet second*

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IPCC, scenario SSP3 – Regional Rivalry, 2021 - RCP, scenario 8.5, 2021

FUTURE HOTSPOTS

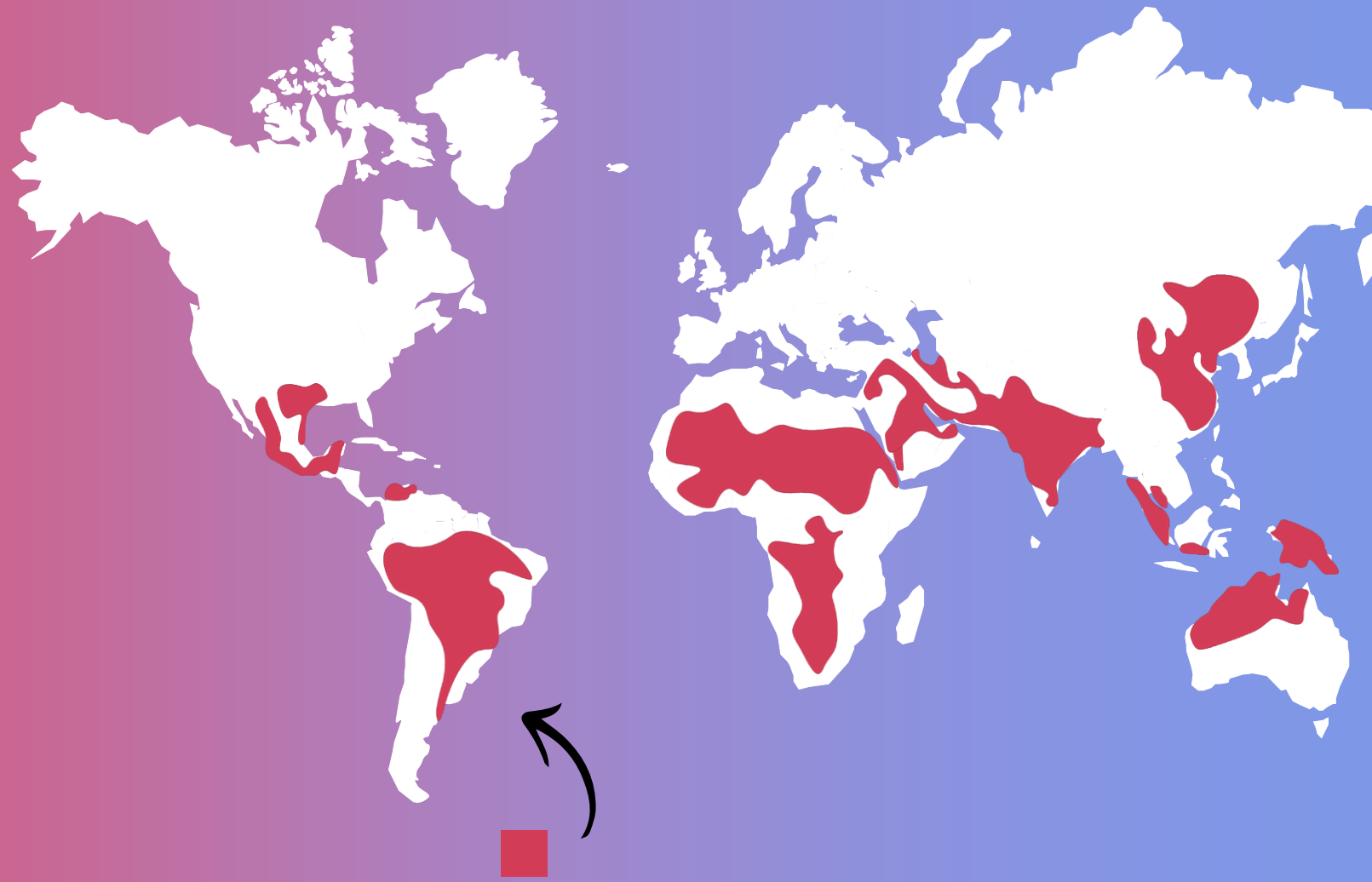
Climate change will make some places too hot to live

In the future, many regions will see a large increase in WBGT (WetBulb Globe Temperature), referring to heat stress in direct sunlight. Exposure to a wet bulb temperature of 35°C or higher, for a minimum of six hours, becomes life-threatening for human beings.

According to Nasa, in 2050, the most affected regions will be South Asia, the Persian Gulf, and the Red Sea, while In 2070, Eastern China, parts of Southeast Asia, and Brazil will be the most vulnerable.

According to the World Climate Research Programme, in 2100, tropical regions such as Northern India, Southeast Asia, South-Eastern USA, Northern Australia, Central Africa and Central America will be extremely vulnerable to the increase in humidity and near-surface air temperature.

Source: World Climate Research Programme



In 2100 with 4.0°C global warming
areas where a wet bulb globe temperature greater than 32°C occurs for more than 10days per year.

2050 Snapshot

INEFICIENT AGRICULTURE

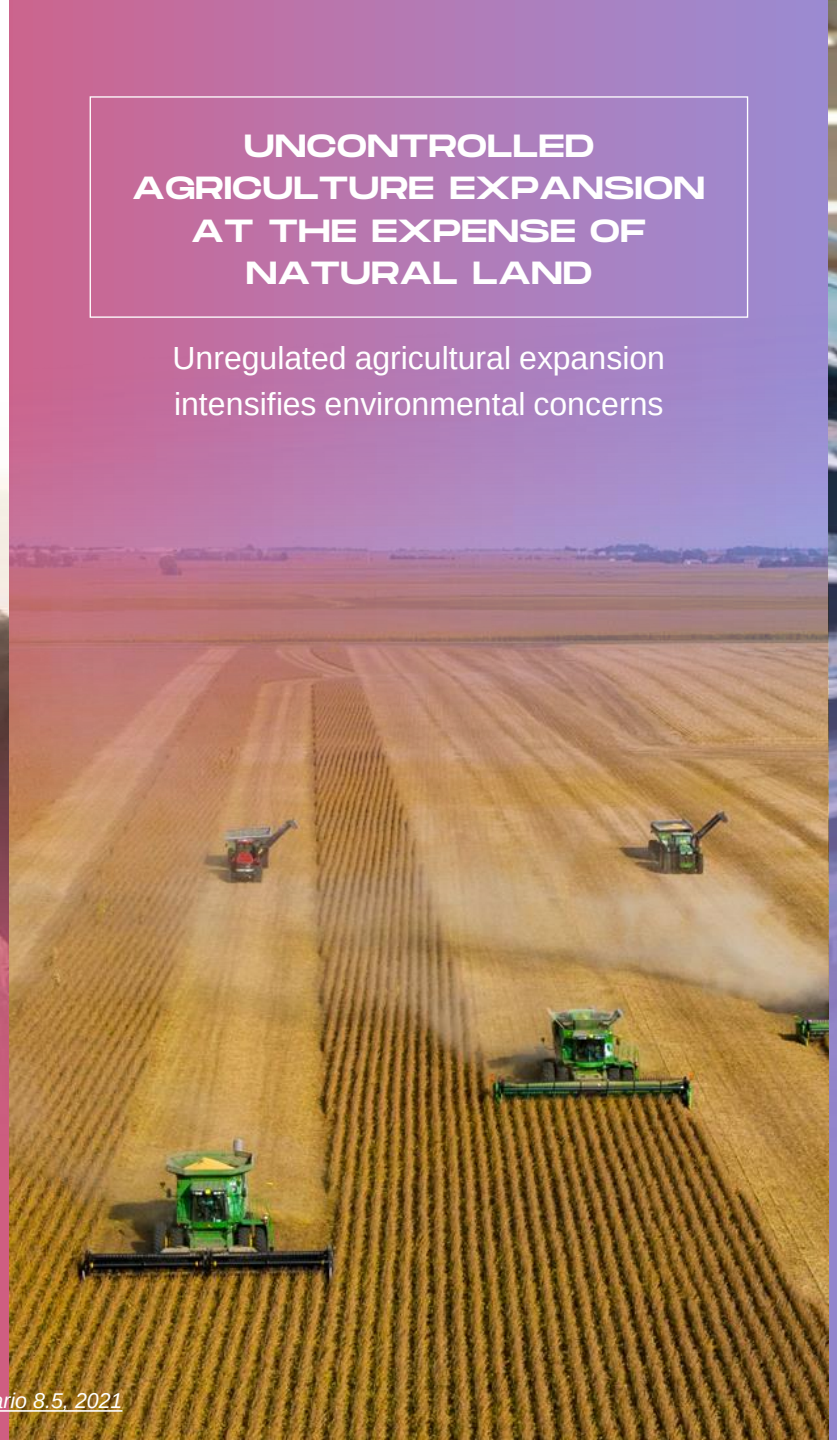
in the face of global food demand

LOW AGRICULTURAL PRODUCTIVITY

Limited agricultural trade, intensification and technological advances restrict productivity.

UNCONTROLLED AGRICULTURE EXPANSION AT THE EXPENSE OF NATURAL LAND

Unregulated agricultural expansion intensifies environmental concerns



FOOD INSECURITY RISES

High demand, high cost and low income drive food insecurity.

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IPCC, scenario SSP3 – Regional Rivalry, 2021 - RCP, scenario 8.5, 2021

Fiction based on real projections

PRIORITISING FOOD PRODUCTION IN A RESOURCE-SCARCE WORLD

In 2050, as global demand for agricultural production reaches its peak, the primary focus is placed on prioritising the cultivation of crops for food, while feed crops, fibre crops, oil crops, ornamental crops and industrial crops are deprioritised. In a period marked by widespread resource scarcity, discretionary products are also deprioritised to address the pressing requirements associated with food production.

90%

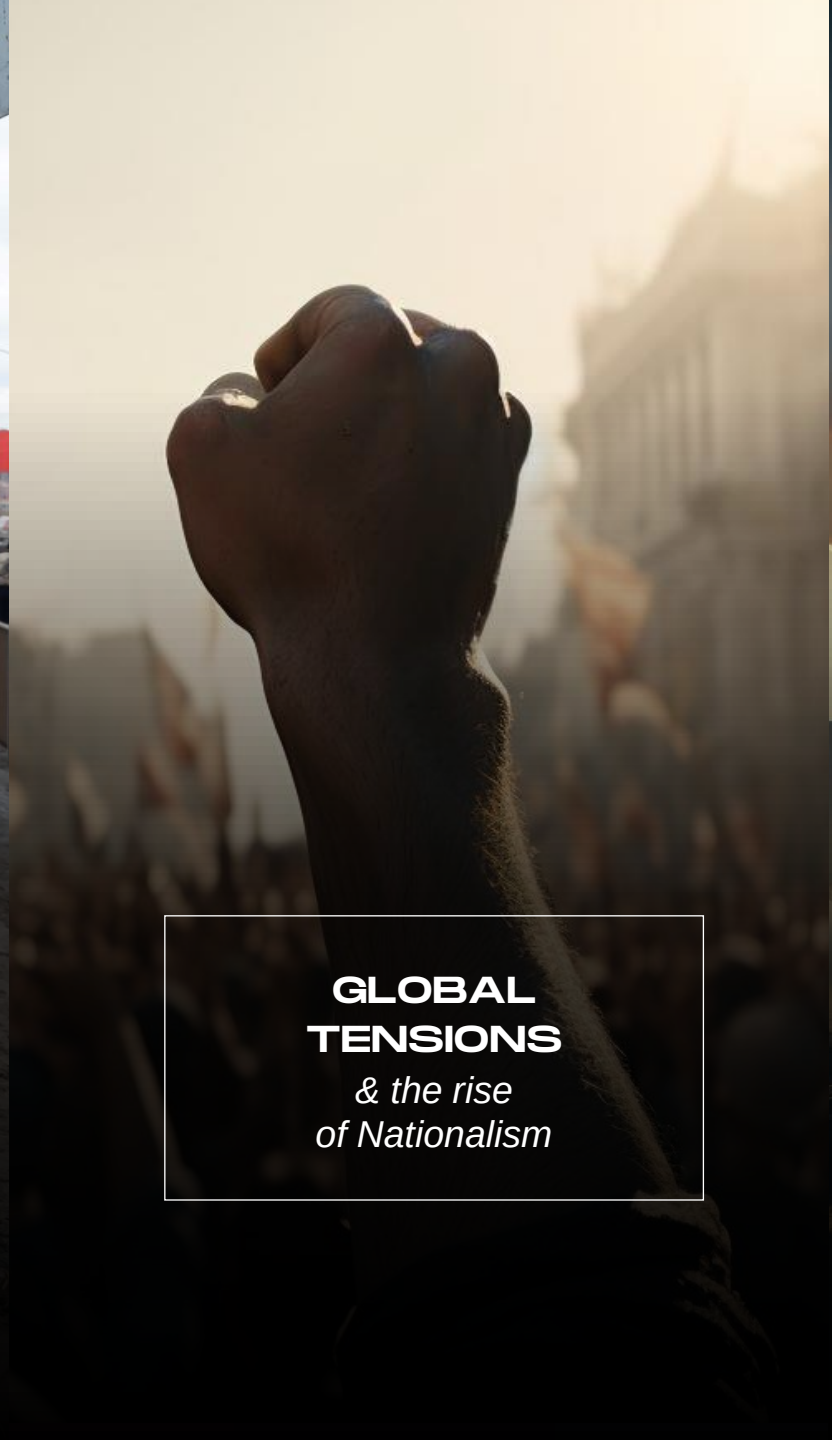
of the Earth's soil is degraded 2050, compared to 33% in 2018.

Source: IPBES, 2018

03

STATE OF SOCIETY

SOCIETY'S ALARMING DECLINE



GLOBAL TENSIONS
& the rise of Nationalism

HUMANITY'S STRUGGLE
for sustainable progress

2050 Snapshot

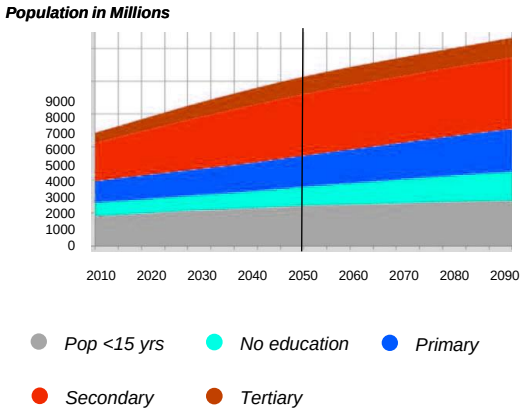
SOCIETY'S ALARMING DECLINE

APOCALYPSE EXPRESS

UNEQUAL SOCIETAL CONDITIONS

Lack of investment in education means inequality persists and birth rates rise consistently

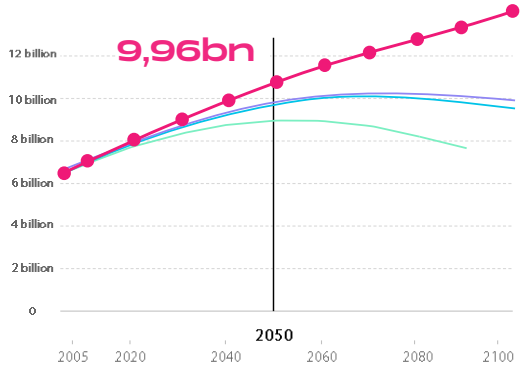
WORLD POPULATION IN 2010–2100 BY BROAD AGE-GROUP AND EDUCATIONAL ATTAINMENT



POPULATION GROWS CONSISTENTLY

The world enters into a vicious circle of population growth and poverty. Consumption, production and demand on resources increase.

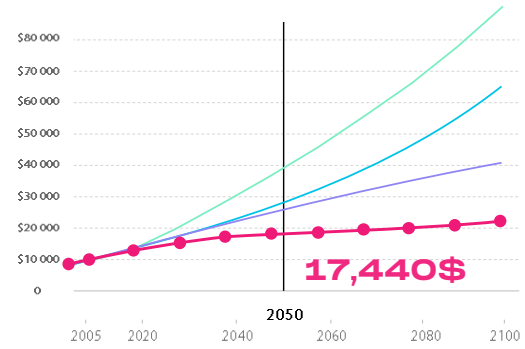
WORLD POPULATION EVOLUTION, 2005-2100, GLOBALLY



ECONOMIC DEVELOPMENT STAGNATES

World market prices are highest in history, but people's inability to afford goods means GDP is almost stagnant.

GLOBAL GDP PER CAPITA, 2005-2100, IN US DOLLARS



Apocalypse Express | *Green totalitarianism* | *Eco-Harmony* | *Pleasure first, planet second*

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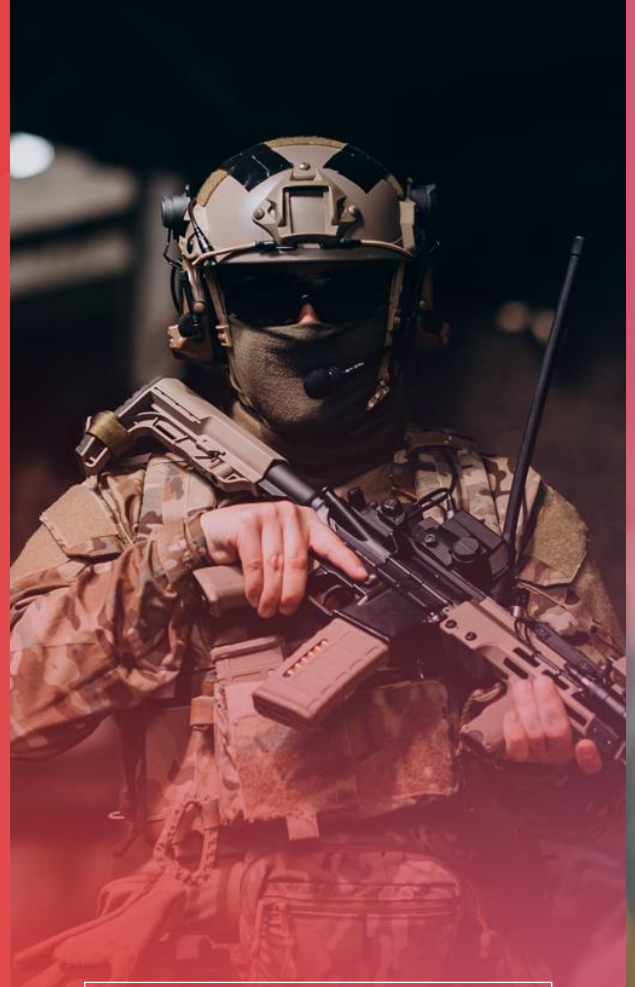
IPCC, scenario SSP3 – Regional Rivalry, 2021 - RCP, scenario 8.5, 2021

2050 Snapshot

GLOBAL TENSIONS

& the rise of nationalism

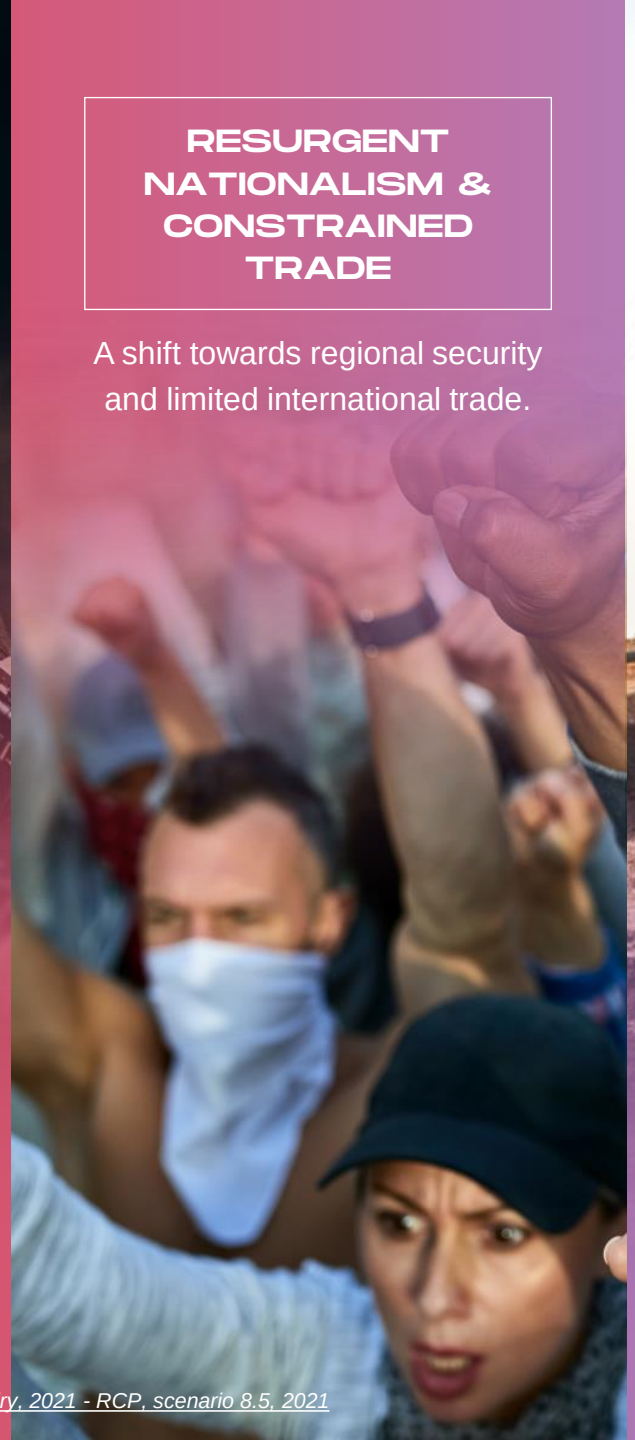


REGIONAL RIVALRY

Weak global cooperation intensifies regional rivalries and conflicts

RESURGENT NATIONALISM & CONSTRAINED TRADE

A shift towards regional security and limited international trade.



INCREASED SOCIAL INEQUALITY

Equality ambitions are unachieved, as poverty and gender disparity persist.

NEGLECTED ENVIRONMENTAL CONCERNS

Lack of global cooperation threatens sustainability goals

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IPCC, scenario SSP3 – Regional Rivalry, 2021 - RCP, scenario 8.5, 2021

2050 Snapshot

HUMANITY'S STRUGGLE

for sustainable progress

Fiction based on real projections

WATER SCARCITY & GLOBAL WATER CONFLICTS

Water shortages emerge as a critical issue in 2050. Population growth has escalated the global demand for water, placing unprecedented stress on resources.

The adverse effects of climate change, which not only **reduce water supply** but also disrupt rainfall patterns, make water resources more erratic and unpredictable in many regions.

Worldwide cloud and water wars are waged, with countries **draining rain-producing cumulus clouds** in wet countries through cloud seed technology, dispersing rain across arid regions.

5 billion

people face water shortages in 2050.

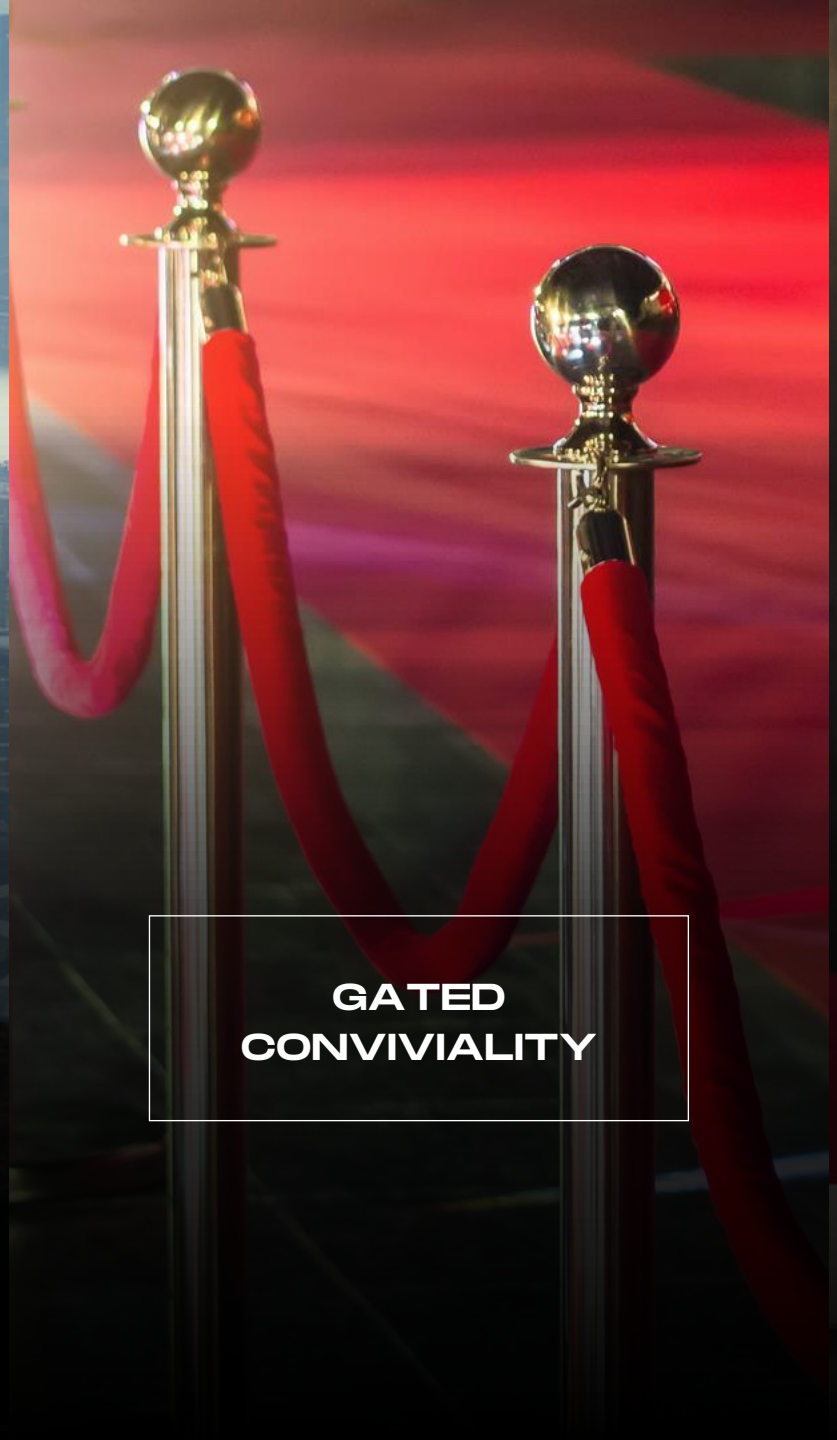
Source: United Nations, 2022

04

STATE OF CONSUMERISM

2050 Snapshot

APOCALYPSE FATALISM



GATED CONVIVIALITY

INSPERIENCE TAKEOVER

APOCALYPSE FATALISM

Global hopelessness fuels selfish behaviours.

As the permacrisis accelerates and social inequalities and environmental instability continue to worsen, many individuals struggle to fulfill basic needs. Water stress, food insecurity, health deterioration, and housing crises have contributed to the development of a “me-first” mentality, where individuals prioritise their own interests above others.

Feeling abandoned and disempowered, people adopt self-reliant and self-interested consumerism, prioritising value for money. Businesses engage in the war on prices with short-term vision. Mistrust in institutions, corporations, and others is exacerbated by media manipulation and deepfakes.

To cope with hopelessness and loneliness, people embrace chaotic lifestyles, nihilistic indulgence, dystopian narratives and aesthetics, and a "fuck it” attitude which absolves them of purpose. In doing, they acknowledge the darkness of both present and future times.

RELATED TRENDS

- *Permacrisis*
- *Individualism*
- *Dopamine Consumerism*

> *“We will be doomed”*
>
> *United Nations Chief Antonio Guterres warns*

GATED CONVIVIALITY

Elitist socialites indulge in exclusive circles and behind closed doors.

Increasing inequality widens the gap between the ultra-rich 1% and the struggling 99%. Fearing social uprisings in public places, high-net-worth individuals (HNWIs) adopt discrete behaviours and prioritise subtle distinction over ostentation. Quiet luxury reigns.

The fragmentation of societies also leads to social segregation, polarised communities and, consequently, gated conviviality. People choose to socialise within their filter bubbles, in their safe circles, and in silo.

The gatekeeping on-trade model booms, with private members clubs and invite-only parties becoming even more exclusionary and impenetrable. The cost and level of secrecy associated with entry are higher than ever. This model offers people with shared financial circumstances a safe space within which to show-off and indulge lavish lifestyles.

RELATED TRENDS

- *Increasing inequalities*
- *Offline filter bubbles*
- *Exclusive conviviality*

INSPERIENCE TAKEOVER

As going out becomes increasingly unsafe, home becomes the primary stage for conviviality.

Home is the ultimate safe space and the central stage on which to socialise, entertain and consume, whether by necessity (cost, health, safety) or by choice (privacy, freedom, control).

For many, hosting at home is the most accessible and appealing way to socialize, with trusted and chosen circles amongst whom they can truly let go. In response, brands continue to provide for the home space, with engaging innovations that seamlessly encourage discovery, creativity and interactivity - taking home entertainment to the next level.

While home trade dominates, the on-trade sector loses market shares. However, these two sectors eventually converge, as the ultimate home entertainment experience recreates the on-trade experience in the comfort of one's home.

RELATED TRENDS

- *Insperience economy*
- *Offline filter bubbles*
- *Ultra-convenience*

ECO-HARMONY SOCIETY

The green growth pathway: a world in which society thrives in symbiosis with nature

+1.76°C

Lowest °C increase due to mitigation policy. +1,76°C in 2100

8.53Bn

Lowest population due to good societal conditions. 6,96Bn in 2100

$34,148

Highest GDP per capita, as planet prosperity = economic prosperity

01

HOW DID WE GET HERE?

DRIVERS OF CHANGE & CRITICAL UNCERTAINTIES

ECO-HARMONY SOCIETY

FEMALE EMPOWERMENT

High fertility rates — Female empowerment leads to low fertility rates

Social and climate justice are siloed — Convergence of social and climate justice

Gender inequality — Gender equality

HEALTH & WELLBEING

Nature worsens health conditions — Nature improves health conditions

People's and planet's wellbeing clash — People's and planet's wellbeing synergetic

Fast-paced lifestyles — Slow-paced lifestyles

TECH REVOLUTION

Innovation serves consumerism — Innovation serves environmental progress

Tech defies nature — Tech at the service of nature

Tech replaces workers — Tech creates job opportunities

RECONFIGURING URBANISATION

Cities and nature are siloed — Cities and nature in symbiosis

Rising transportation emissions — Zero-emission transportation

Carbon-intensive individuals — Green urban communities

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Future Scenarios

TIMELINE OF EVENTS

2020

The COVID-19 pandemic acts as unprecedent, global WAKE UP CALL reminding us we must take climate action.

2021

G7 leaders announce,

“Our world must not only become net zero, but also nature positive”
In doing so they shift global objectives from reducing humanity’s negative impact on nature, to proactively adopting nature-positive practices.

2022

The founder of Patagonia gives aways its business ”to fight climate change.”

“As of now, Earth is our only shareholder. All profits, in perpetuity, will go to our mission to save our home planet.” Yvon Chouinard Patagonia

2023

First net zero transatlantic flight from Virgin Atlantic is scheduled for late 2023.

2036

Ugandan activist Vanessa Nakate, founder of the Rise Up Movement and Fridays for Futures Uganda, and the voice of climate justice for Africa, is appointed United Nations Secretary-General.

2040

Nature’s rights are now enshrined in most constitutions, granting all nature the same rights as humans and fighting ecocide. Back in 2017, the River Ganges in India and Whanganui in NZ became the first non-human entities to be granted the same legal rights as people.

2050

The European Union becomes the first net-zero greenhouse gas emissions continent, thus achieving The Green Deal pledge.

PASSED, REAL EVENTS

FICTION BASED ON REAL PROJECTIONS

PURE DESIGN FICTION

HOW DID WE GET HERE?

NOW
2024

The great awakening

People, businesses and institutions experience a collective moment of realisation, finally prioritsing climate change like to crisis level, and reacting with urgency to tackle it.

NEXT
2024–2035

The green rush

International mobilisation and collaborative action paves the way towards a regenerated and prosperous world, where the green economy thrives.

FUTURE
2035–2050

The Eco–harmony society

Globally, society thrives in symbiosis with nature.

02

STATE OF THE PLANET

2050 Snapshot

CONTROLLING TEMPERATURES
through fossil fuel reduction

EXTREME WEATHER EVENTS
still surge

ENERGY POLICIES
enable fast transition

FOOD PRODUCTION
management is improved

2050 Snapshot

CONTROLLING TEMPERATURES

through fossil fuel reduction

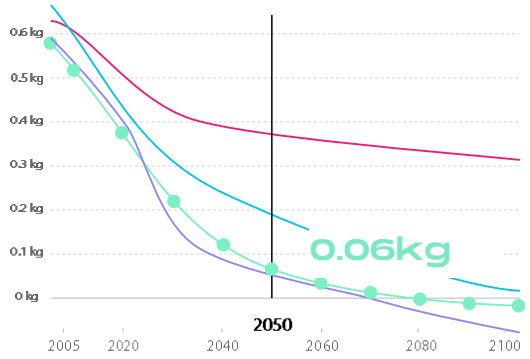
ECO-HARMONY SOCIETY

FOSSIL FUELS FADE-OUT

The amount of carbon used significantly drops, as the world aims to free itself from fossil fuels.

CARBON INTENSITY OF THE ECONOMY

Measured as the kilograms of carbon dioxide emitted per dollar of GDP

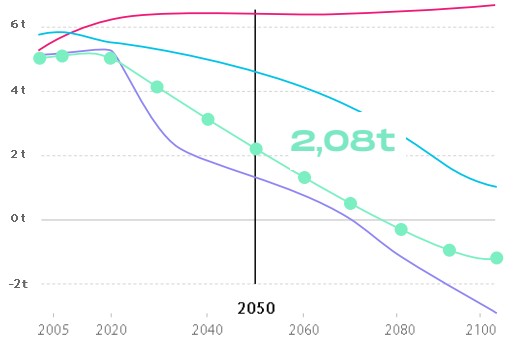


HARMFUL EMISSIONS DECREASE

Global efforts lead to significant reductions in the amount of greenhouse gasses released into the atmosphere.

PER CAPITA CARBON DIOXIDE EMISSIONS

Measured as the global average

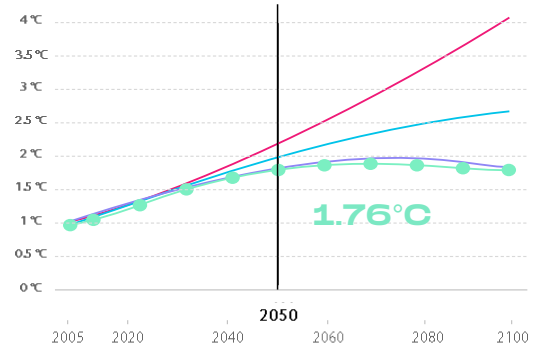


TEMPERATURE INCREASE CURTAILED

The world comes together to successfully keep temperatures under control.

GLOBAL AVERAGE TEMPERATURE INCREASE

Relative to the pre-industrial era, which is taken to be the year 1750



Apocalypse Express | *Green totalitarianism* | *Eco-Harmony* | *Pleasure first, planet second*

Pernod Ricard

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

2050 Snapshot

EXTREME WEATHER EVENTS

still surge

EXTREME ONE-DAY PRECIPITATION EVENTS

Frequency pre-industrialisation
Once every 10 years

Frequency at 1.76°C temperature rise
Once every 6 years

At 1.76°C, an extreme one-day precipitation event that would have occurred once a decade in a climate without human influence will likely occur every 6 years instead. The events' intensity will increase to be between 10.5% and 14% wetter.

x1.5 to x1.7 more often

+10.5 to +14% more intense

EXTREME HOT TEMPERATURE EVENTS

Frequency pre-industrialisation
Once every 10 years

Frequency at 1.76°C temperature rise
Once every 1 to 2 years

At 1.76°C, an extreme temperature event that would have occurred once a decade in a climate without human influence will likely occur every 1 to 2 years instead. The events' intensity will increase to be between 1.9°C and 2.6°C hotter.

x4.1 to x5.6 more often

+1.9°C to +2.6°C more intense

EXTREME AGRICULTURAL AND ECOLOGICAL DROUGHT EVENTS

Frequency pre-industrialisation
Once every 10 years

Frequency at 1.76°C temperature rise
Once every 5 years

At 1.76°C, extreme agricultural and ecological drought events that would have occurred once a decade in a climate without human influence will likely occur every 5 years instead, The events' intensity will increase to be between 0.5 and +0.6 sd drier.

x2 to x2.4 more often

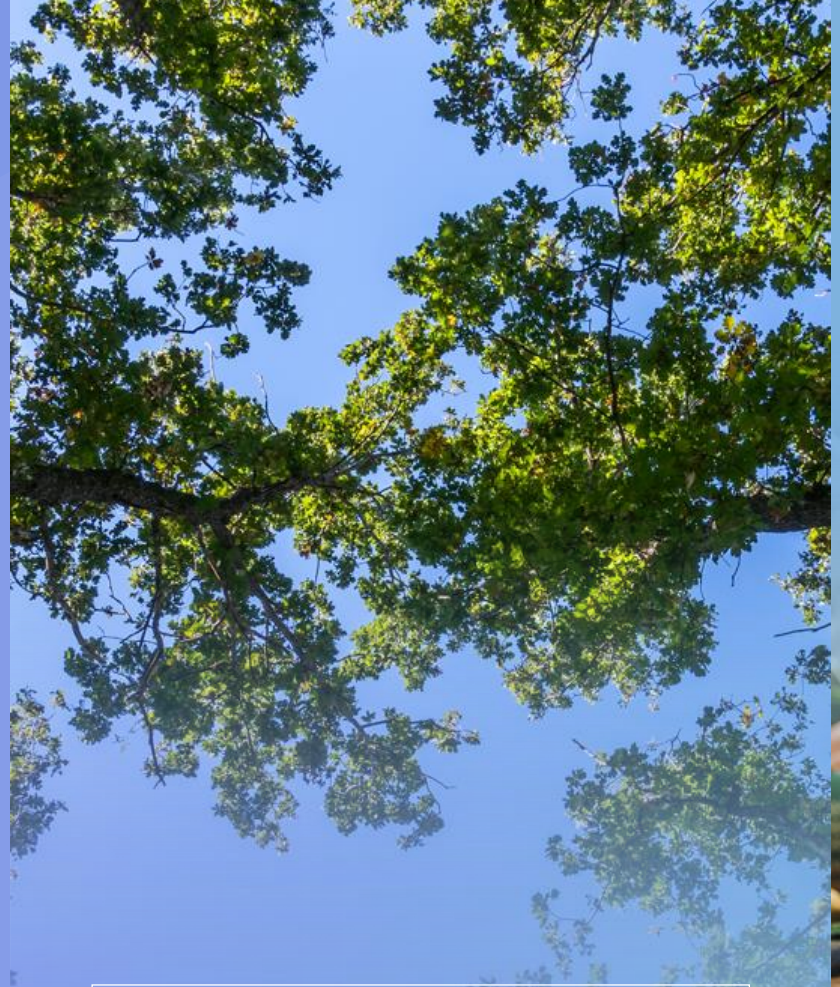
+0.5 to +0.6sd more intense

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

2050 Snapshot

FOOD PRODUCTION

management is improved



ARABLE LAND REDUCTION FOR ECOSYSTEM RESTORATION

The protection of natural lands is expanded at the expense of agricultural lands.

FOOD SECURITY ENSURED

Reduced meat consumption and less waste mean per-capita food demand lowers, ensuring food security.

IMPROVEMENT OF AGRICULTURE PRODUCTIVITY

Good governance and tech advancement increase crop yields.

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

Focus on existing system

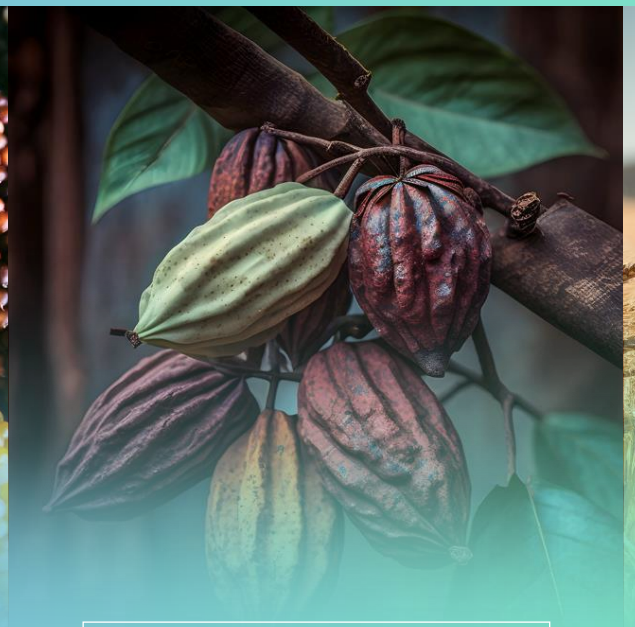
Rather than bending nature to produce food, food is designed for nature to thrive. Ingredients are ***NATURE-POSITIVE.**

*LOWER-IMPACT INGREDIENTS

Using peas instead of wheat reduces GHG emissions by 40%

*DIVERSE INGREDIENTS

Increasing crops diversity dampen pests and diseases and preserve genetic resources, thus ensuring resilience



*UPCYCLED INGREDIENTS

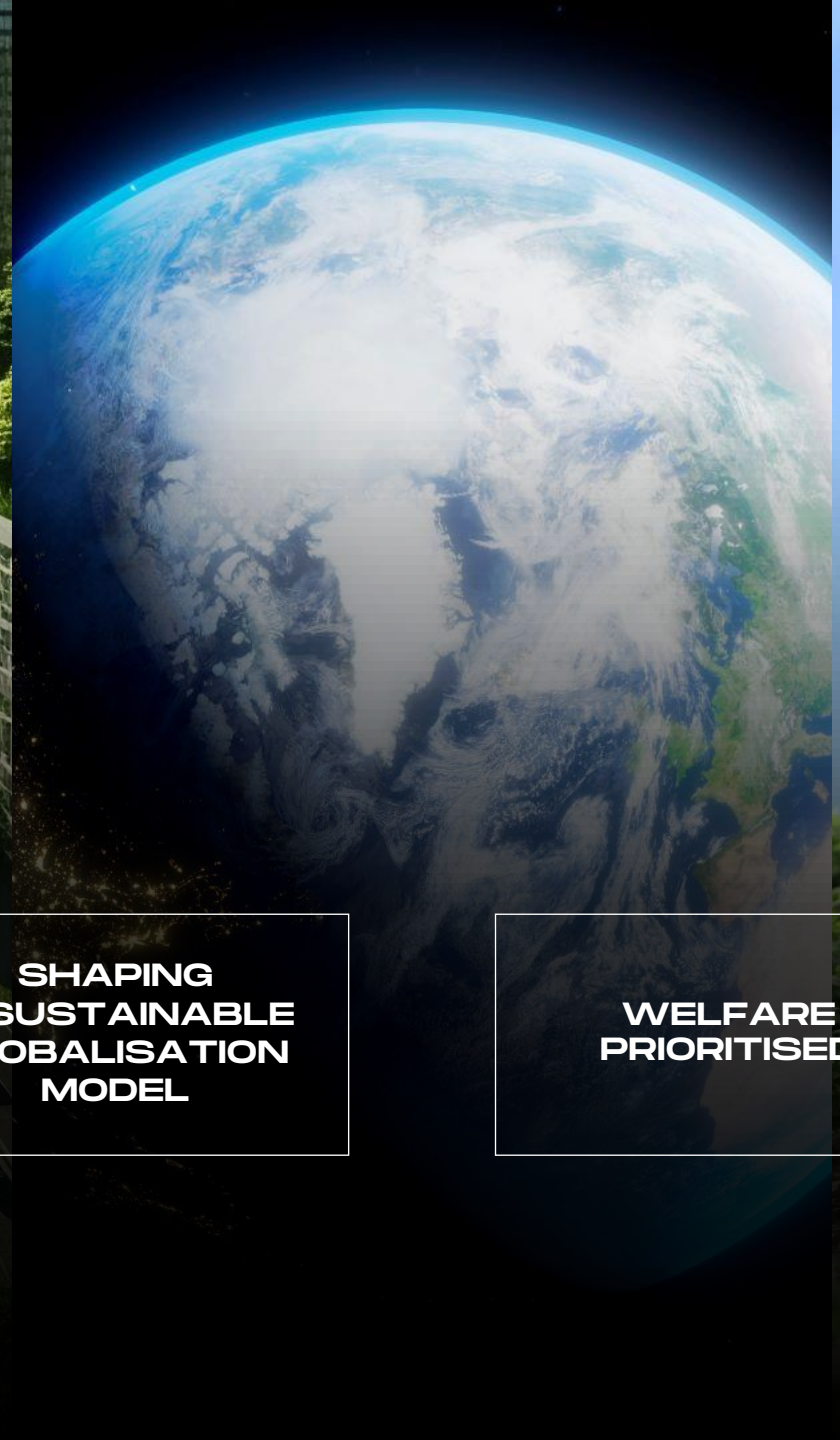
Cacao farmers increase their income by 30% by selling the whole fruit, turning by-product into high-value sweeteners

*REGENATIVELY-PRODUCED INGREDIENTS

Regenerative agriculture - that aims to restore and enhance ecosystems – reduces GHG emissions by 50%, biodiversity loss by 20%

03

STATE OF SOCIETY



SOCIETAL AND ECONOMIC PROSPERITY

SHAPING A SUSTAINABLE GLOBALISATION MODEL

WELFARE PRIORITISED

ENVIRONMENTALLY –FRIENDLY HUMAN PROGRESS

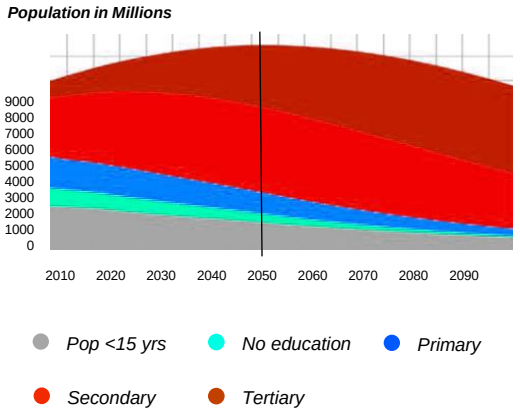
2050 Snapshot

SOCIETAL & ECONOMIC PROSPERITY

BETTER SOCIETAL CONDITIONS

Investment in education leads to notable declines in the amount of children born each year.

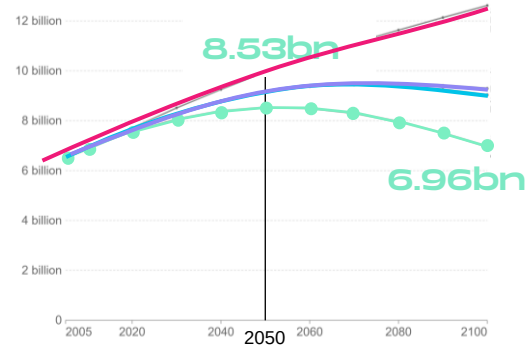
WORLD POPULATION IN 2010–2100 BY BROAD AGE-GROUP AND EDUCATIONAL ATTAINMENT



POPULATION GROWTH DECELERATES

A low world population naturally reduces consumption, production and demand on resources.

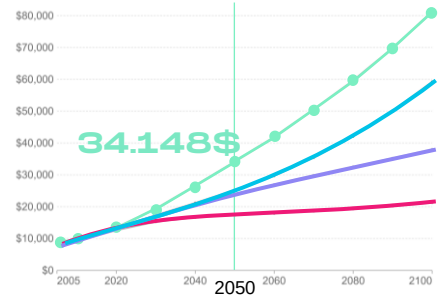
WORLD POPULATION EVOLUTION, 2005-2100, GLOBALLY



ECONOMY THRIVES

The virtuous circle linking the wellbeing of humans and nature also positively impacts global GDP.

GLOBAL GDP PER CAPITA, 2005-2100, IN US DOLLARS



Apocalypse Express	Green totalitarianism	Eco-Harmony	Pleasure first, planet second

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

2050 Snapshot

SHAPING A SUSTAINABLE GLOBALISATION MODEL

COMMON SUSTAINABLE GOALS

Global environmental policy is managed efficiently.

STRONG GLOBAL COOPERATION

Collaborations increase as equity and support are prioritised.

GLOBAL INEQUALITIES REDUCED

As efforts to reduce inequality intensify, income convergence accelerates.

MODERATE TRADE TRANSFORMATION

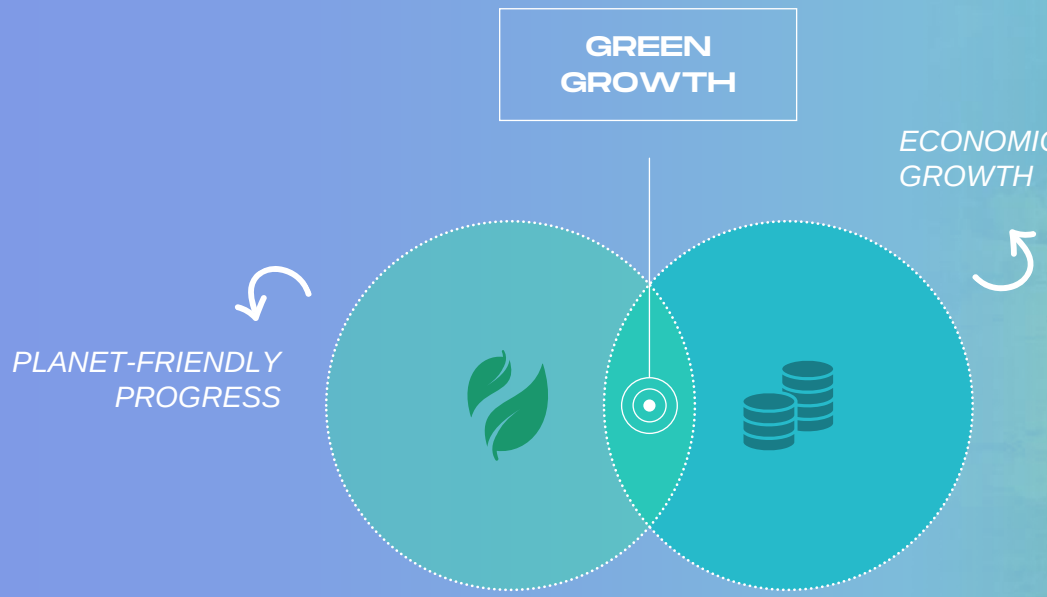
Global markets are highly connected, but there is a preference for regional trade

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

Focus on existing system

GREEN GROWTH IS THE NEW PARADIGM FOR ECONOMIC DEVELOPMENT

Green growth ensures that natural assets can deliver their full economic potential on a sustainable basis.

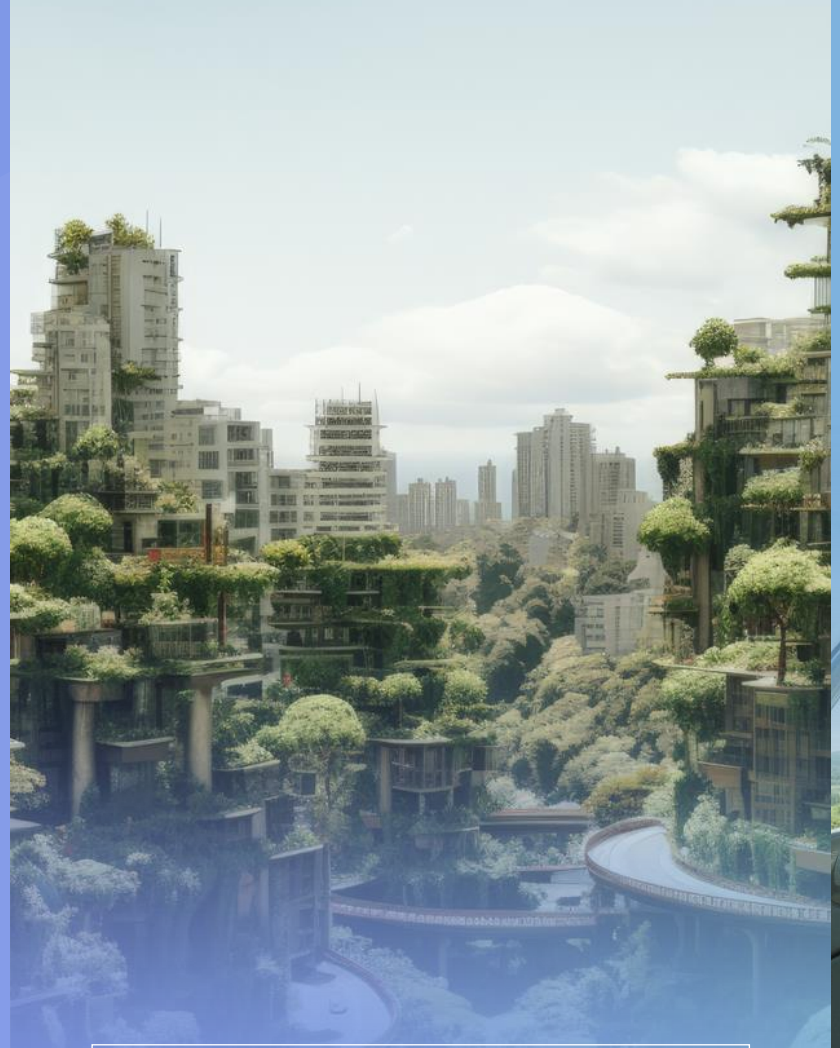


Fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which our wellbeing relies.

OECD definition

2050 Snapshot

ENVIRONMENTALLY–FRIENDLY HUMAN PROGRESS

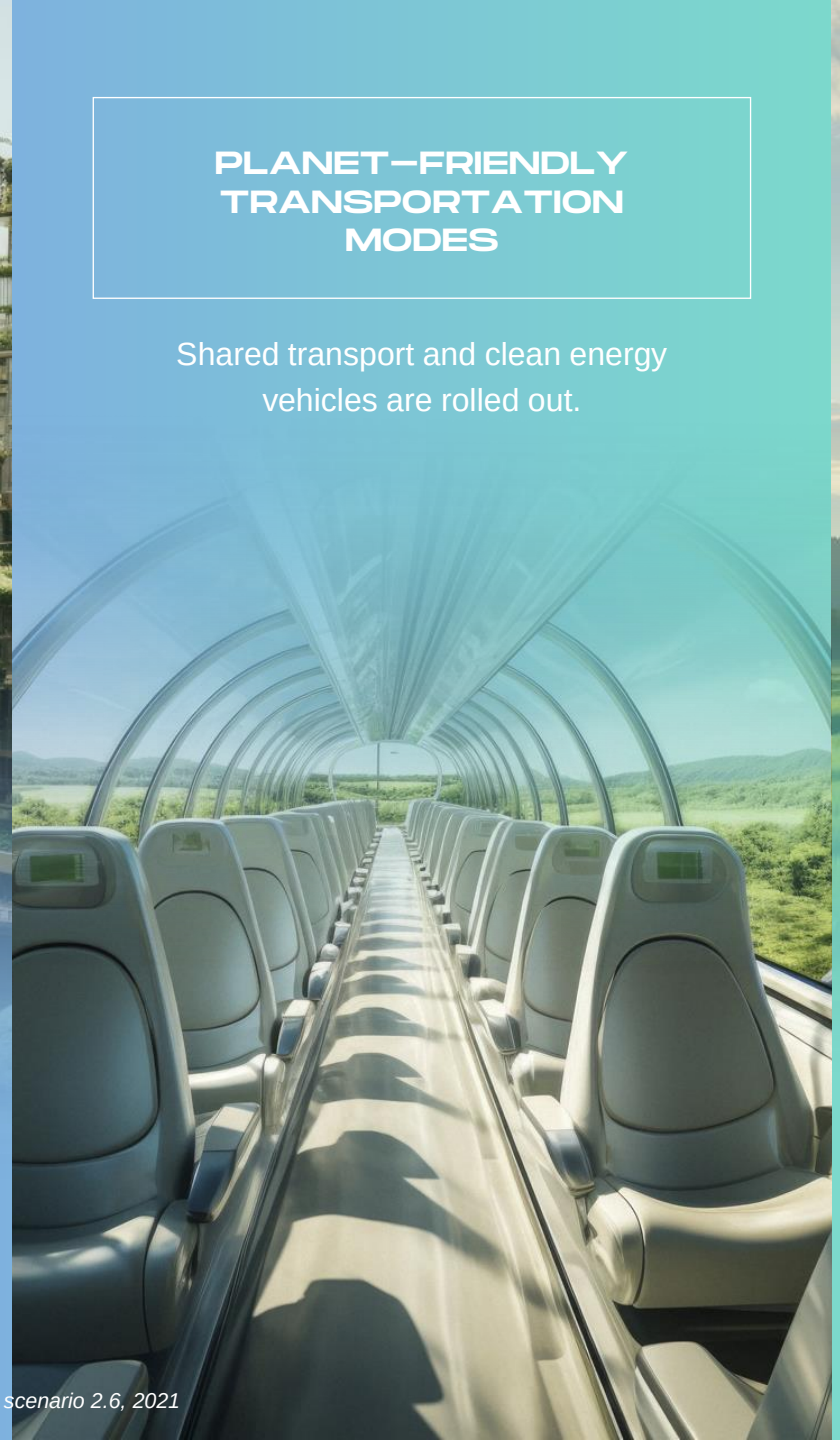


CITIES IN SYMBIOSIS WITH NATURE

Urbanisation expands with eco-friendly living principles in mind.

PLANET-FRIENDLY TRANSPORTATION MODES

Shared transport and clean energy vehicles are rolled out.



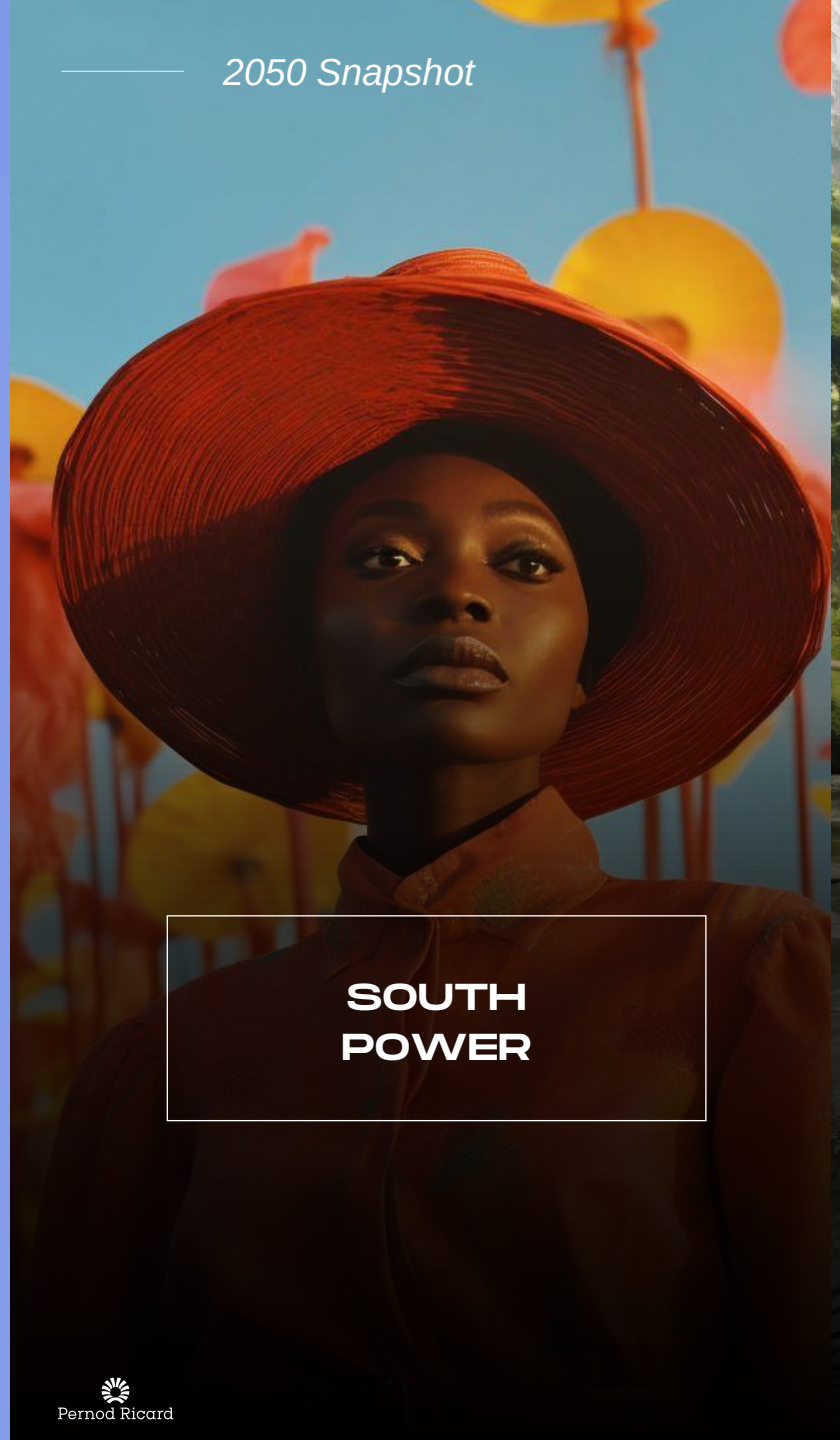
TECH AT THE SERVICE OF NATURE

Rapid tech development prioritises environmental sustainability.

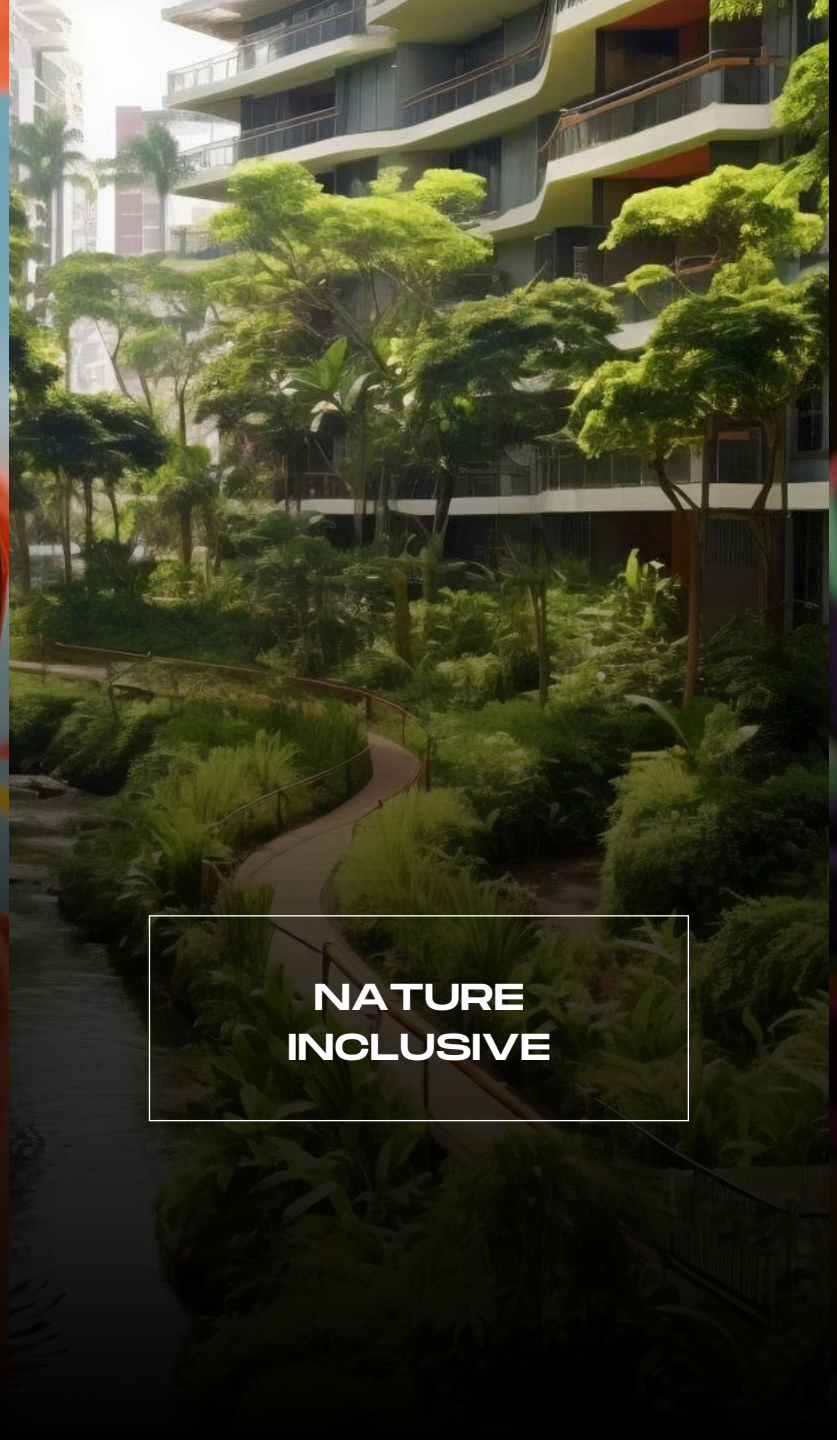
IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

04

STATE OF CONSUMERISM

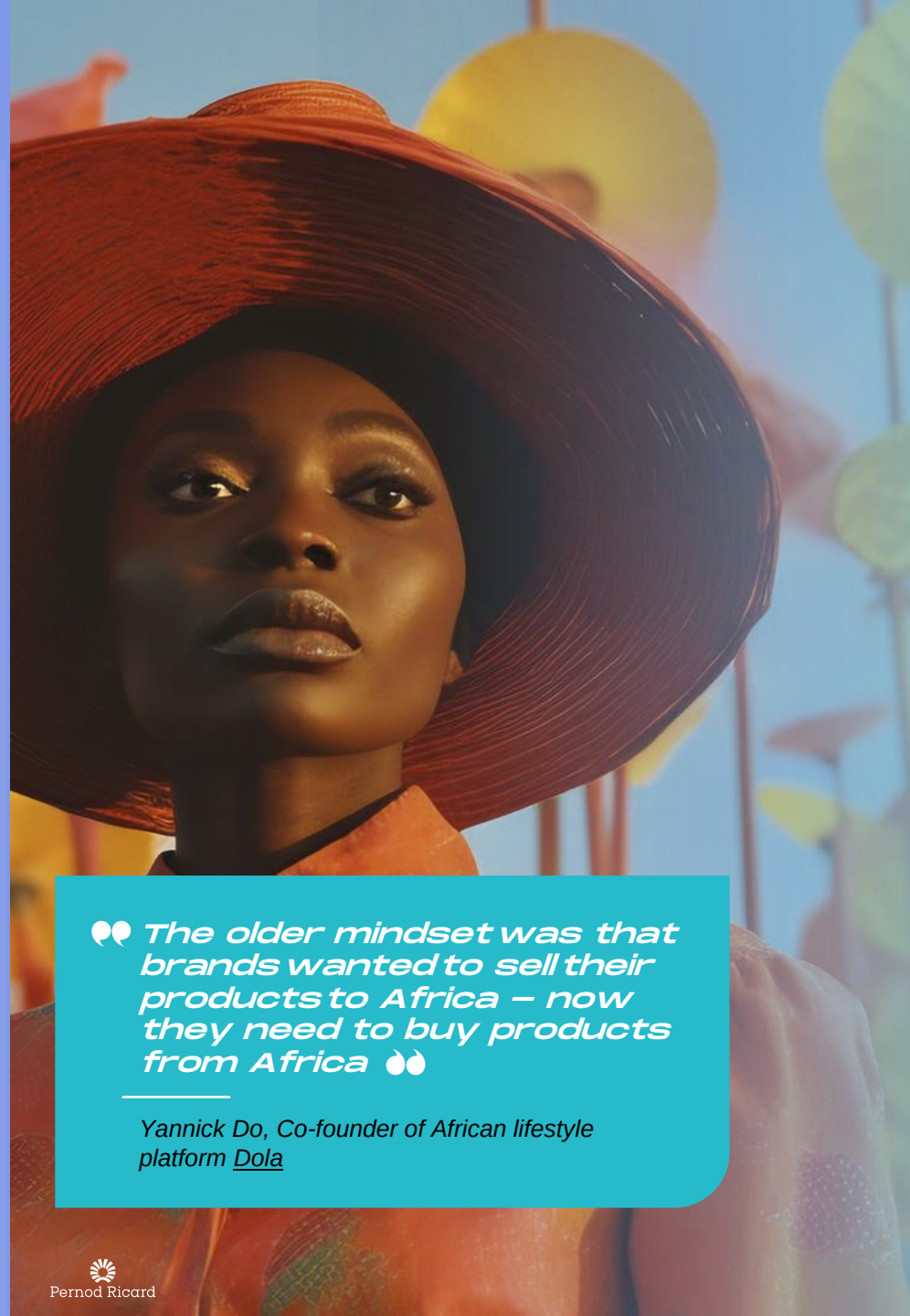


SOUTH POWER



NATURE INCLUSIVE

CHERISHED WASTE



> *The older mindset was that brands wanted to sell their products to Africa – now they need to buy products from Africa*

Yannick Do, Co-founder of African lifestyle platform Dola

SOUTH POWER

Global soft power shifts from North to South, following the trajectory of youth culture

As demographic weight influences cultural dynamics, the dominant influence of Western culture, along with its population size, gives way to the rise of the Global South.

Its multicultural lifestyles (Latino, pan-African and pan-Asian) become the new aspiration, embracing reinvented craftsmanship, revived culinary traditions, vibrant celebration rituals, different definitions of hospitality and hedonistic ways of life.

Mexico City, Lagos, Sao Paulo, and Bangkok emerge as the new capitals of cool and buzzing hotspots, radiating energy and excitement.

As cultural values diversify, Western brands become cross-culturally fluent, collaborating and innovating to de-Westernise their narratives and resonate with this new global audience.

RELATED TRENDS

- *Emerging Soft Powers*
- *Multicultural Lives*
- *De-Westernising Narratives*

1/4

of the global population lives in Africa

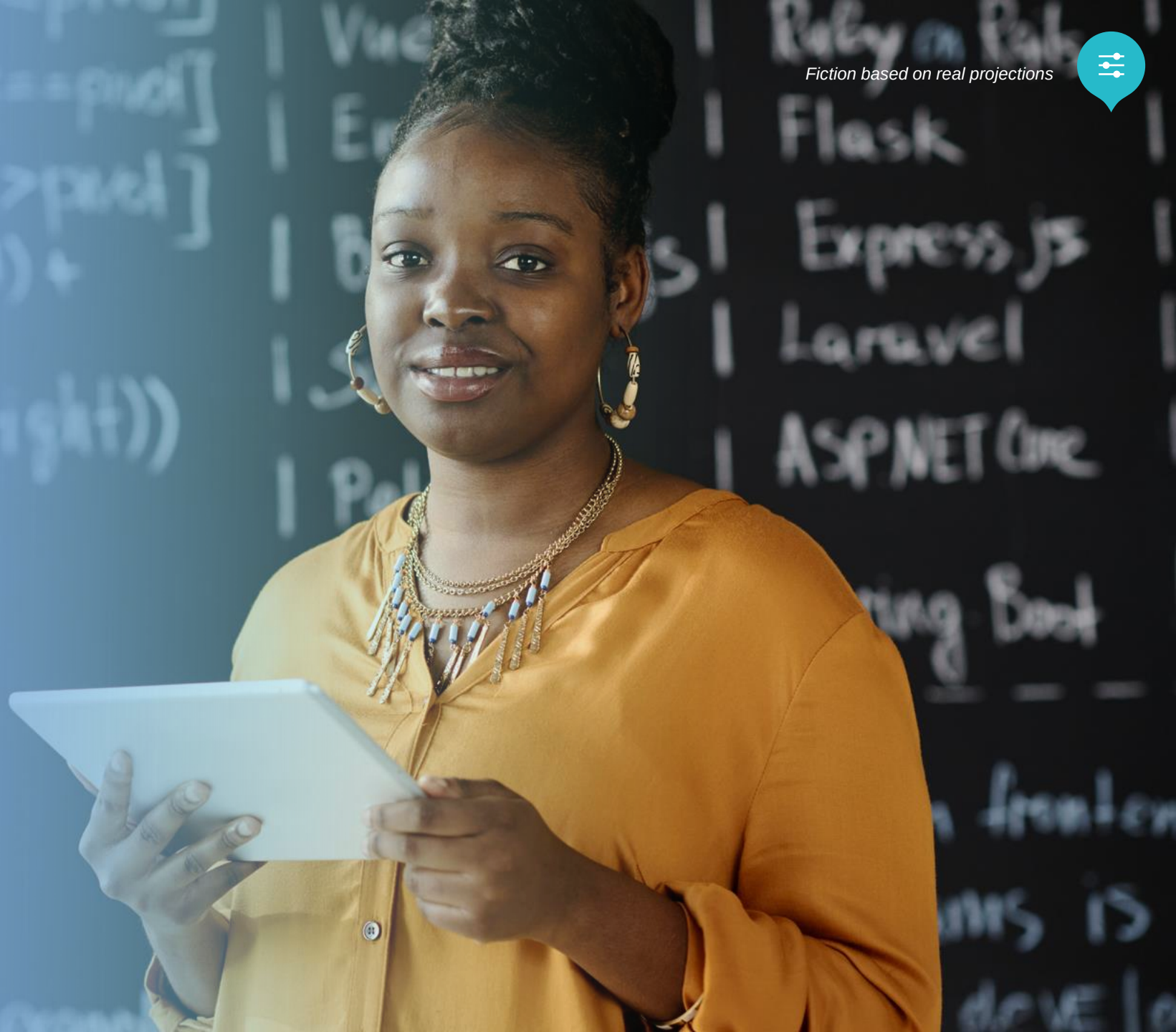
1/2

of the African population is less than 25 years-old – making Africa, the global hub of youth culture

Fiction based on real projections

IN 2050

Kenya’s education system (of the younger adult population) is similar to that of Europe in 2020s.



NATURE INCLUSIVE

A shift takes place from an human-centric vision of the planet, towards one that acknowledges the world's interconnected ecosystem

As the world shifts into a nature-inclusive era, societies strive for domination-free systems and embrace principles of diversity and inclusion for all living beings. Constitutions guarantee equal rights for humans and the natural world.

Education prioritises the understanding of and empathy for nature through outdoor learning, wildlife observation, plant identification, and hands-on cultivation classes, fostering interspecies togetherness from an early age.

People actively engage in regenerative pursuits, dedicating their leisure time to contributing to the restoration and healing of the planet.

While nature-positive volunteer work is highly esteemed, green skills become valued in recruitment processes.

RELATED TRENDS

- *Diversity and Inclusion Revolution*
- *A New Understanding of the Natural World*
- *Interspecies Togetherness*

> *"As the 20th century had been called 'the century of human rights' this new era (the 21st century) would be known as the 'century of the rights of Mother Earth"*
>
> *Bolivian President Evo Morales*

CHERISHED WASTE

Turning trash into treasure

Challenging planned obsolescence in product design and shifting from an expiration mindset to a regeneration mindset sparks a new paradigm where everything is valued - every individual, all living beings, and even waste, which is perpetually repurposed. This marks the demise of disposability.

Consciousness and collaborative efforts from both businesses and consumers expedite solutions for reduction, recycling and upcycling, prolonging the lifespan of materials, and creating a truly circular journey of products.

Businesses break through boundaries, forging cross-industry partnerships to mutually share and repurpose waste. From disposing to harnessing it, various innovations emerge. Decomposition generates renewable energy, fruit and vegetable scraps introduce new taste pallets, fermentation of food by-products yields neutral spirits, and discarded elements contribute to the development of sustainable materials and pioneering packaging.

RELATED TRENDS

- *Circular Economy*
- *Zero Waste*
- *Waste to Taste*

–50%

The UN target to reduce 50% of food wastage by 2030 has been successfully achieved.

GREEN TOTALITARIANISM

The forced moderation pathway: a world where the protection of the environment comes at the expense of people's rights.

1.79°C

°C increase is contained thanks to strict mitigation policy. +1,8°C in 2100

9.15Bn

Average population growth is inconsistent across regions

$23,945

Global GDP per capita is relatively low, due to moderation policies and social inequalities

01

HOW DID WE GET HERE?

DRIVERS OF CHANGE & CRITICAL UNCERTAINTIES

GREEN TOTALITARIANISM

HYPERCONNECTIVITY

People empowered — People alienated

Data privacy respected — Data privacy denied

Decentralisation of information — Centralisation of information

GLOBAL POWER SHIFT

Strengthened democracies — Eroding democracies

Agreed global collaboration — Forced global Collaboration

Reduced inequalities across countries — Increasing inequalities across countries

SOCIAL POLARISATION

Wealth disparities decreased — Wealth disparities increased

Disadvantaged people — Favoured Elite

Individual freedoms respected — Individual freedoms undermined

Future Scenarios

TIMELINE OF EVENTS

2021

Covid passports make vaccination mandatory for travel, making it highly restricted.

Thanks to Covid restrictions and the slowing down of human activity, global gas emissions decrease by 30%, showing that reversing humanity's impact on the climate is possible

2022

In 2022, United Nations Secretary-General António Guterres says: "Humanity must cooperate or perish".

France bans short-haul domestic flights for journeys that take less than 2.5 hours by rail, encouraging train travel.

2023

European Union governments impose a carbon tax on high-emission imports.

2028

The United Nations declares a "World State of Emergency", after repeated heatwaves and severe water crises.

2030

Governments implement new laws and regulations to put to an end planned obsolescence. Stricter product durability standards, and mandatory repairability and upgradeability requirements are imposed, to ensure products are built to last.

2039

The price of carbon has more than doubled since 2020 and hits roughly US$500 per ton of CO2.

2042

Individuals and businesses are given eco-credits to impose and track production and consumption quotas (carbon, water, waste…), paving the way for a new era of forced moderation

PASSED, REAL EVENTS

FICTION BASED ON REAL PROJECTIONS

PURE DESIGN FICTION

HOW DID WE GET HERE?

NOW
2024

The quest for transparency

People and governments increasingly pressure businesses to prove their eco-credentials

NEXT
2024–2035

Rising eco-politics

Disillusion with some citizens' inaction sees eco-anxiety increases, and climate activists create a wave of authoritarian political parties that lobby for people's sustainable practises to be monitored.

FUTURE
2035–2050

Green totalitarianism

A world where the protection of the environment comes at the expense of people's rights.

02

STATE OF THE PLANET

IMPOSED GREEN GOALS

ENFORCED REGULATIONS
accelerate energy transition

REGULATED PATHWAYS
to sustainable agriculture

2050 Snapshot

IMPOSED GREEN GOALS

GREEN TOTALITARIANISM

FOSSIL FUEL USE FORCED DOWNWARD

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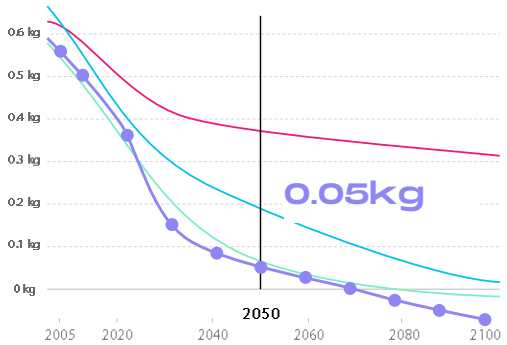
CARBON INTENSITY OF THE ECONOMY

Measured as the kilograms of carbon dioxide emitted per dollar of GDP

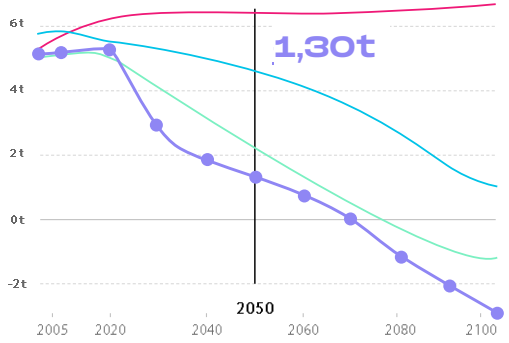


STRICT POLICIES REDUCE HARMFUL EMISSIONS

Strict mitigation policy leads to significant reductions in the amount of greenhouse gasses released into the atmosphere.

PER CAPITA CARBON DIOXIDE EMISSIONS

Measured as the global average

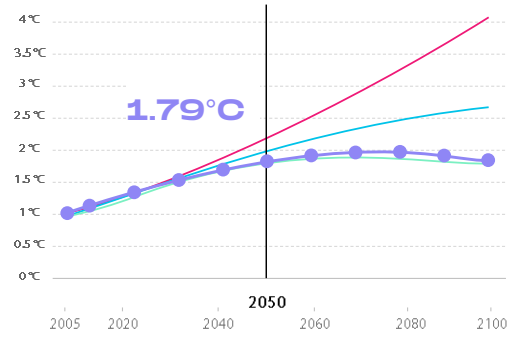


TEMPERATURE INCREASE CONTROLLED

The world comes together to successfully keep temperatures under control.

GLOBAL AVERAGE TEMPERATURE INCREASE

Relative to the pre-industrial era, which is taken to be the year 1750



Apocalypse Express | *Green totalitarianism* | *Eco-Harmony* | *pleasure first, planet second*

Pernod Ricard

IPCC, scenario SSP4 – Inequality, A road divided, 2021 - RCP, scenario 2.6, 2021

THE ECO-CREDIT SCORE

In 2050, the concept of personal freedom takes a backseat, as a complex and controlling system governs every aspect of people's lives. In this world, society is driven by the "Eco-Credit Score."

Within the system, each individual's carbon footprint, water usage, waste generation and mode of transport is recorded and reflected as a score, which becomes the currency of the era, determining one's purchasing power and overall access to resources. From groceries to travel, entertainment to housing, every transaction requires the use of eco-credits.

Businesses are also subject to the same data-backed eco-authentication.

GREEN TOTALITARIANISM

THE ECO-CREDIT SCORE

4.1 TONS
PER CAPITA
Average global annual CO2 consumption in 2024

1.30 TONS
PER CAPITA
Authorised annual CO2 consumption in 2050

816KG
Round trip
Paris to New York

112KG
A full tank of gas

36KG
1KG of beef

29KG
1KG of coffee

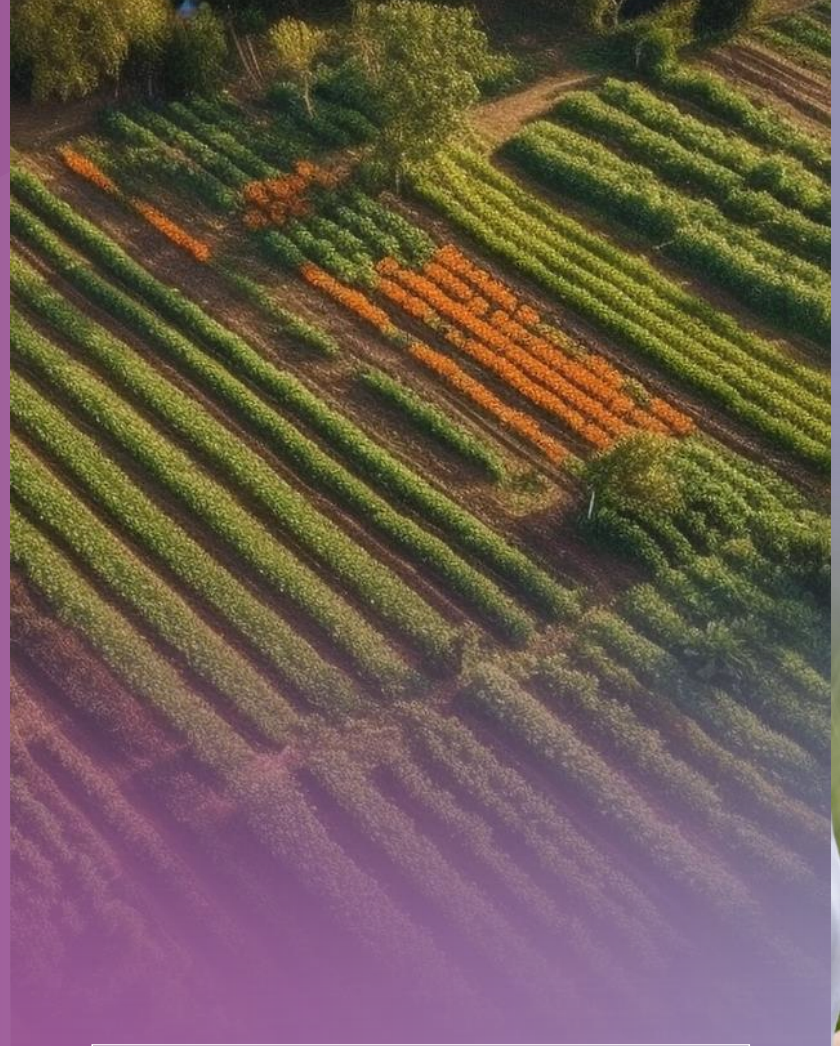
2KG
1KG of beans

800GR
1KG of bread

2050 Snapshot

REGULATED PATHWAYS

to sustainable agriculture

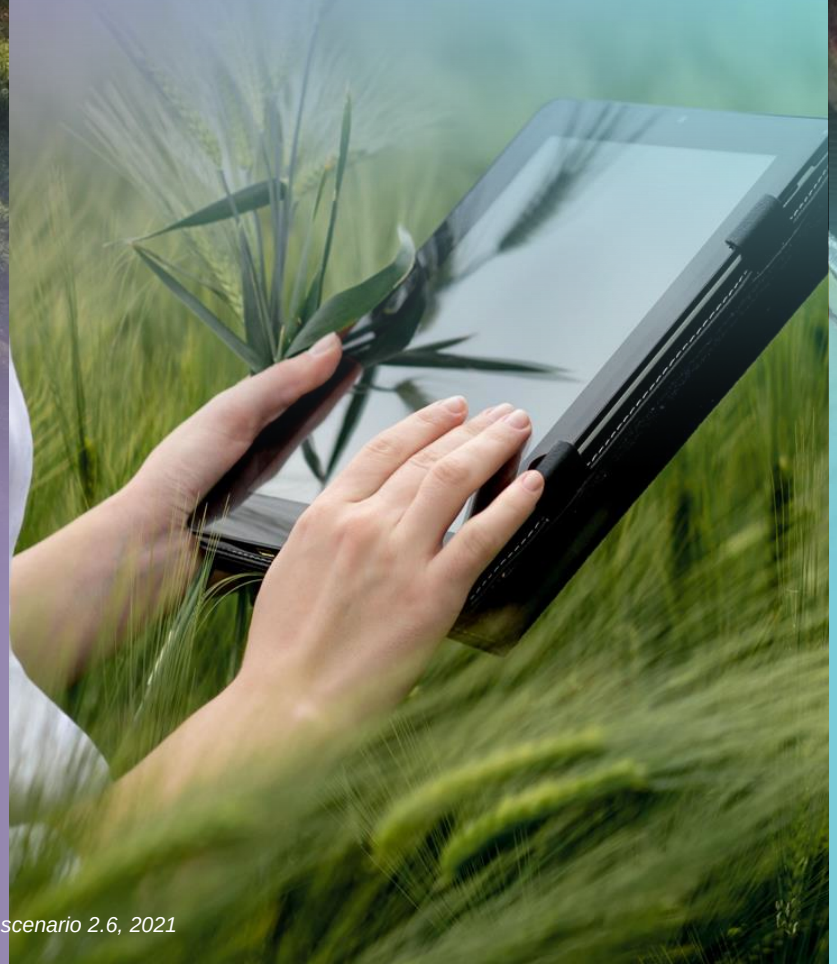


IMPROVED AGRICULTURAL PRODUCTIVITY

Tech advancements improve the efficiency of the agriculture industry.

RESTRICTED AGRICULTURE FOR THE EXPANSION OF NATURE

Regulations around land use restrict agricultural expansion and increase forests around the world.



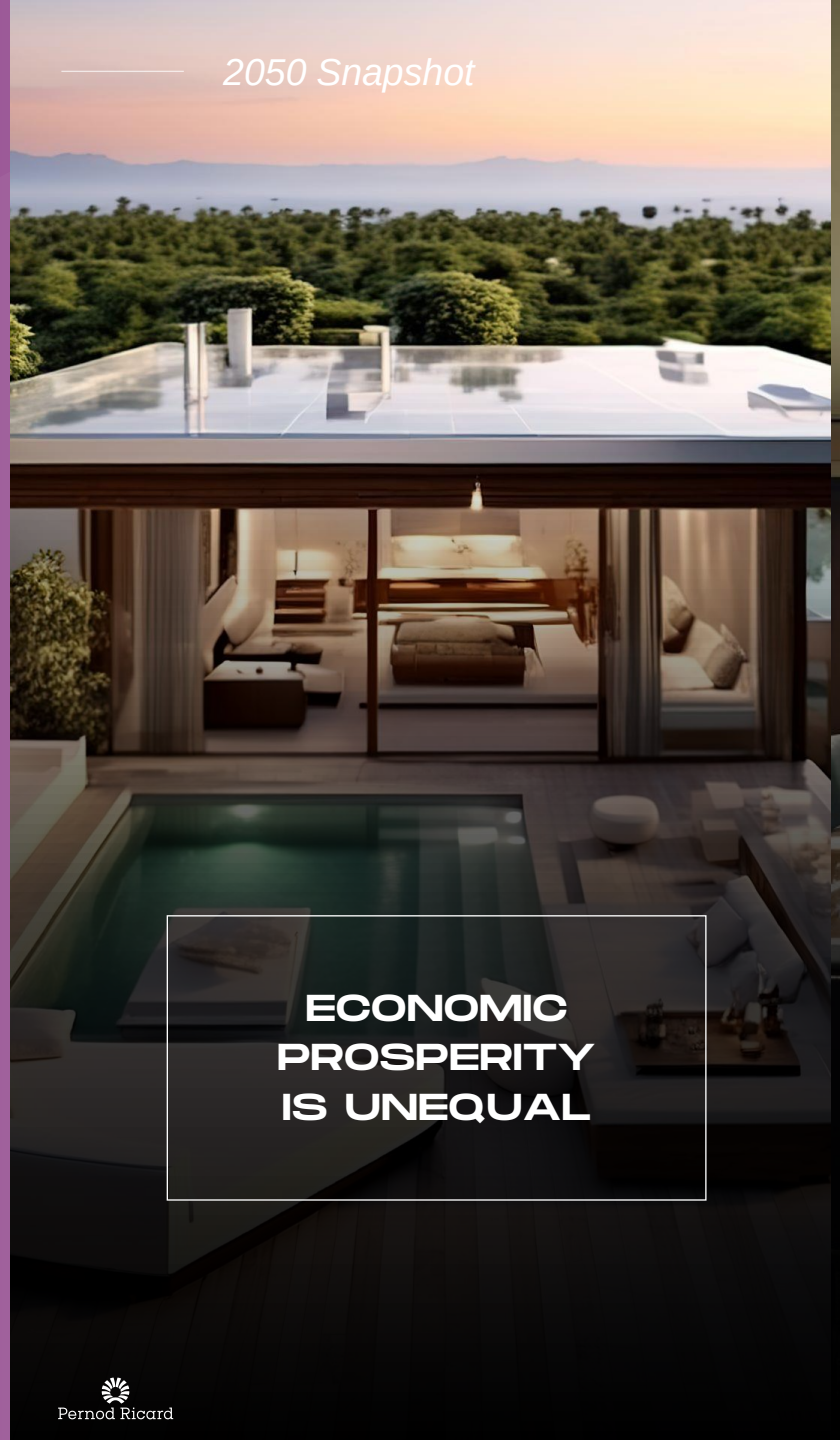
RESHAPING FOOD CONSUMPTION

Low demand for crops and livestock coupled with increasing market prices shape diverse consumption patterns

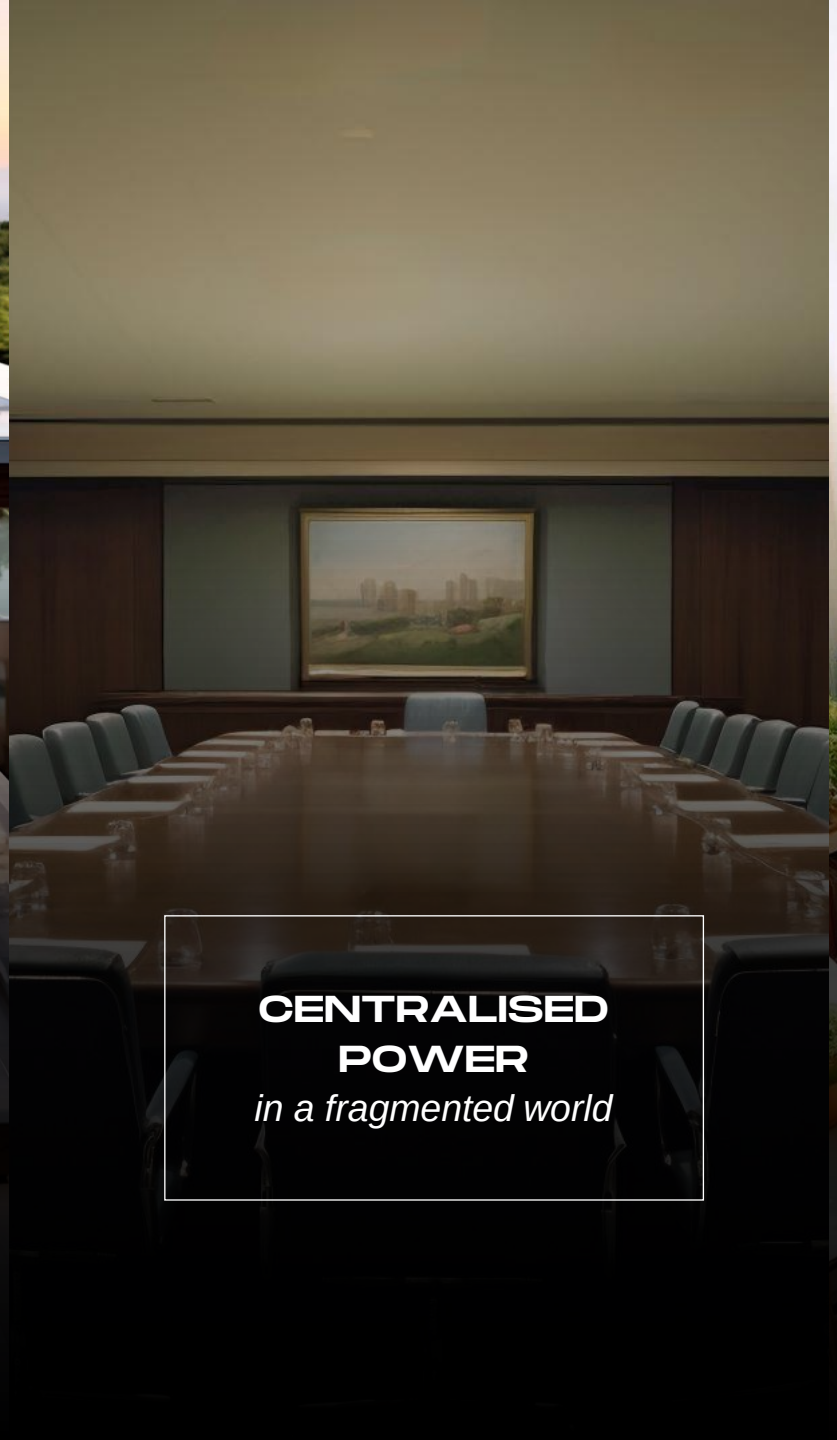
IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

03

STATE OF SOCIETY



ECONOMIC PROSPERITY IS UNEQUAL



CENTRALISED POWER
in a fragmented world

SPATIAL CONSTRAINTS & TECHNOLOGY FOR CONTROL

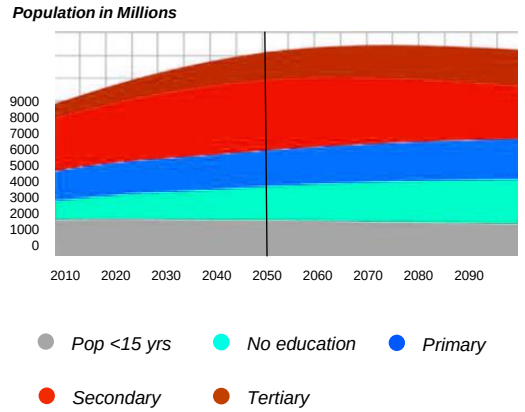
2050 Snapshot

ECONOMIC PROSPERITY IS UNEQUAL

UNEQUAL INVESTMENT IN SOCIETAL CONDITIONS

Although in some regions, improved education leads women to have less children, deteriorating education in others means that, globally, birth rates are balanced.

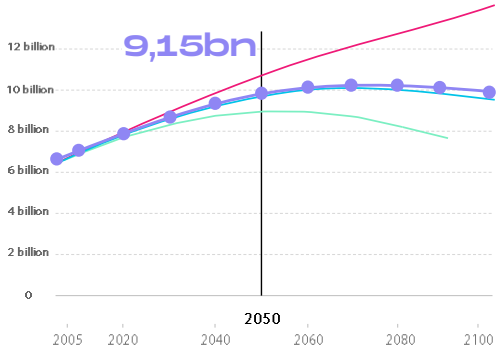
WORLD POPULATION IN 2010–2100 BY BROAD AGE-GROUP AND EDUCATIONAL ATTAINMENT



POPULATION GROWTH STABILISES

Birth rates vary across the globe, and the implementation of regulating policies contributes to gradual population stabilisation.

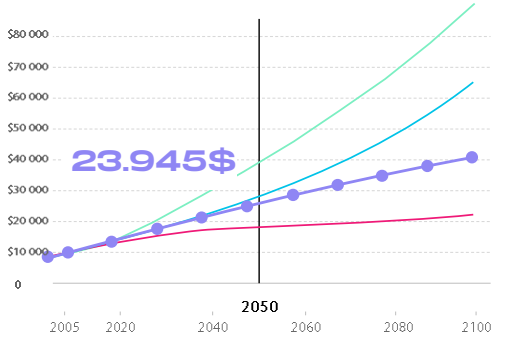
WORLD POPULATION EVOLUTION, 2005-2100, GLOBALLY



DEGROWTH POLICIES MODERATE GDP RISE

Global GDP rises moderately as inequality still exists within and across countries;

GLOBAL GDP PER CAPITA, 2005-2100, IN US DOLLARS



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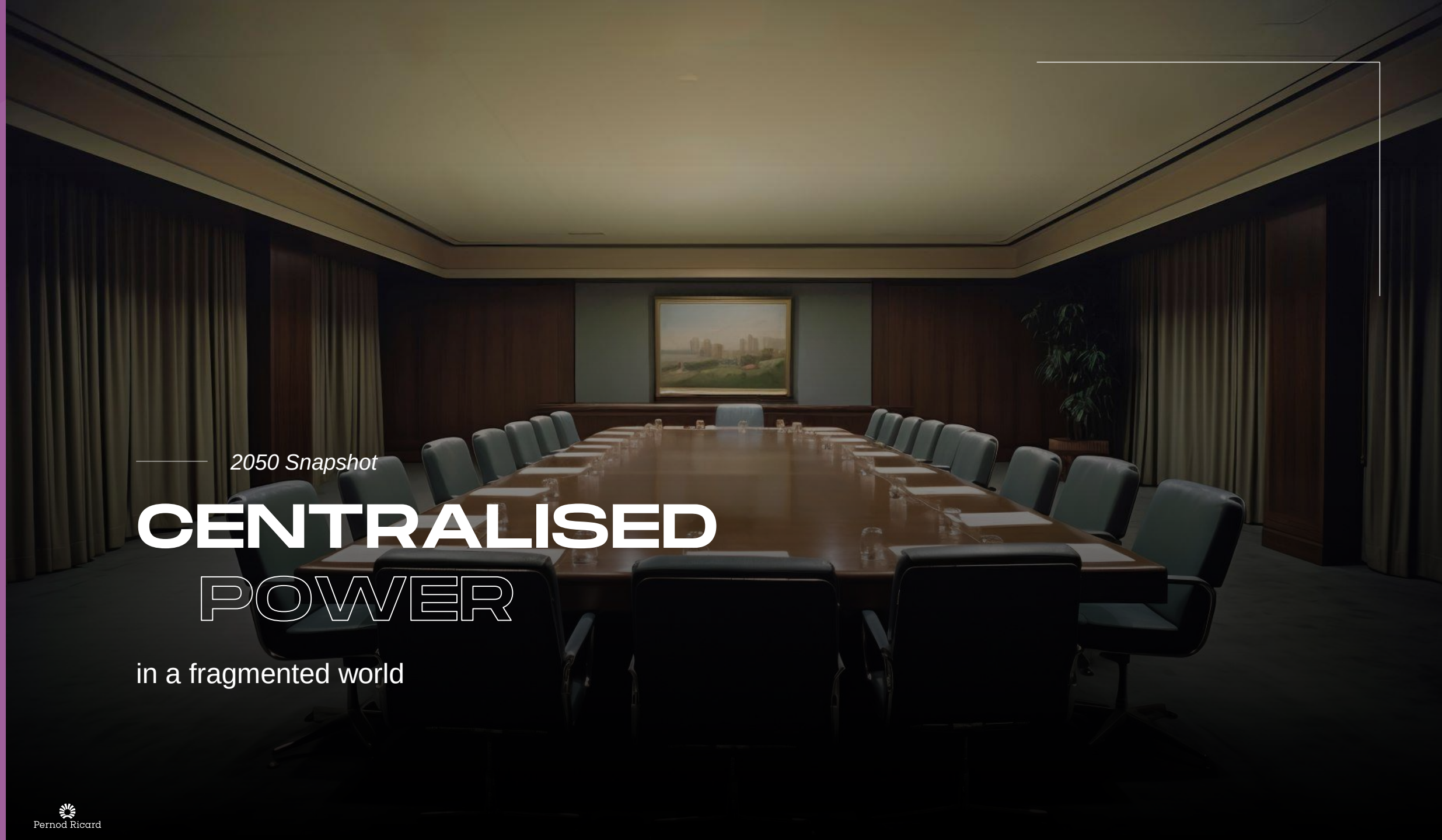


2050 Snapshot

CENTRALISED POWER

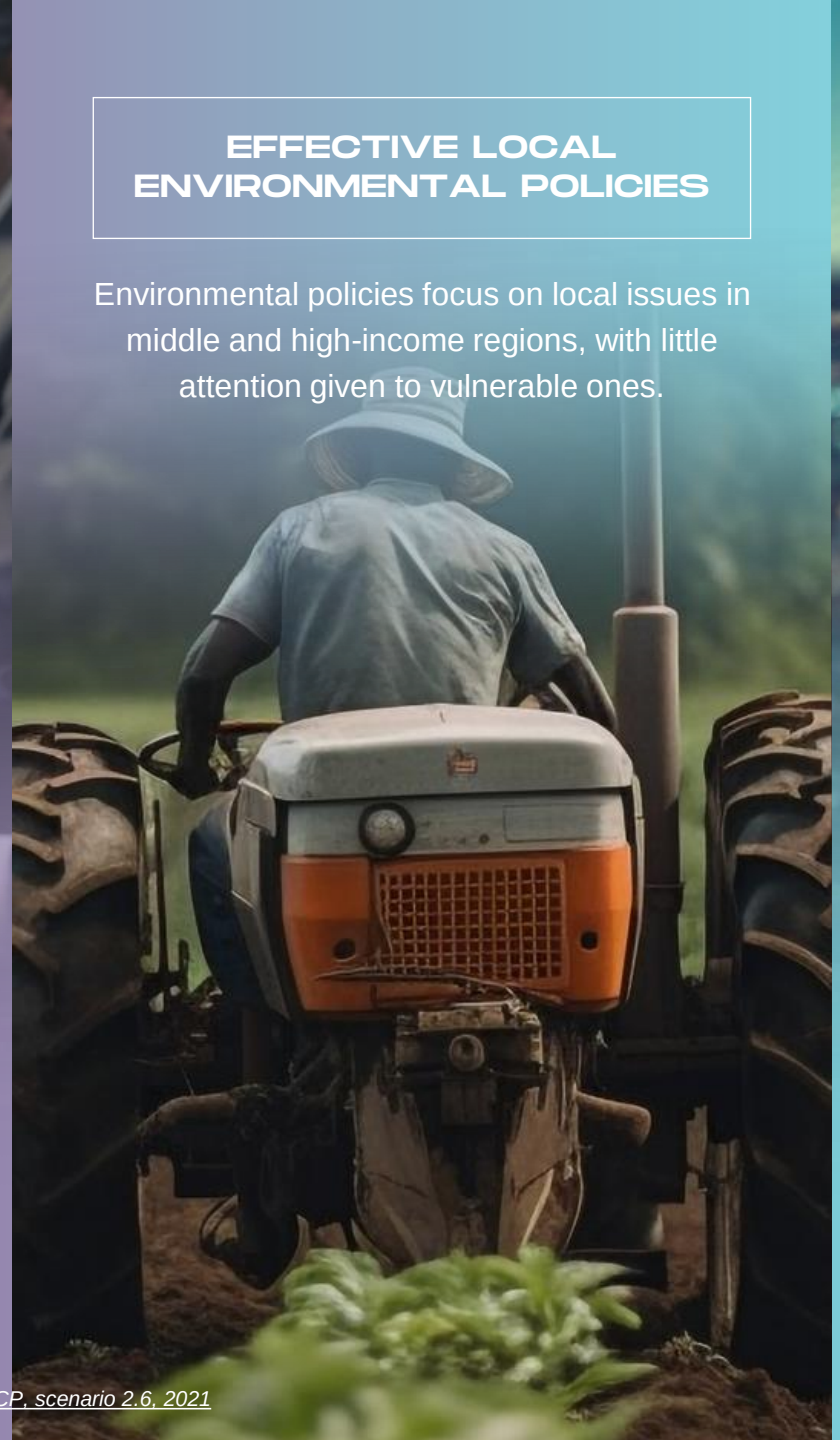
in a fragmented world

THE GLOBAL ELITE

Successful global cooperation and trade to centralise power.

EFFECTIVE LOCAL ENVIRONMENTAL POLICIES

Environmental policies focus on local issues in middle and high-income regions, with little attention given to vulnerable ones.



AN UNEQUAL WORLD

A significant gap widens between a globally-connected elite, and fragmented lower-income communities.

IPCC, scenario SSP4 – Inequality, A road divided, 2021 - RCP, scenario 2.6, 2021

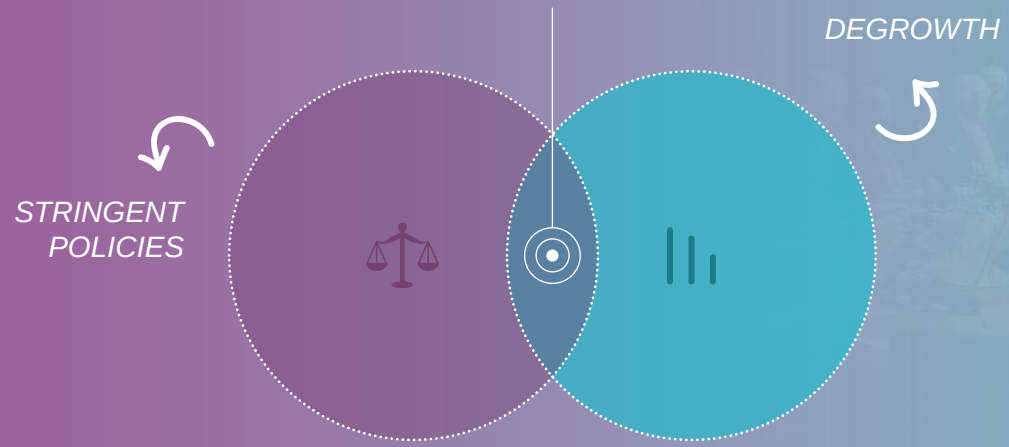
FORCED DEGROWTH

Pure design fiction

Forced degrowth aims to enforce moderation by both businesses and consumers through governmental measures.

In this paradigm, individuals are compelled to reduce their consumption patterns in order to alleviate the strain on the planet. By implementing stringent policies, governments seek to preserve the environment, and promote a more sustainable and harmonious relationship with our natural resources.

FORCED DEGROWTH
ensuring environmental preservation



Enforcing strict governmental measures of degrowth – an idea that critiques the global capitalist system and its pursuit of growth at any cost, which leads to human exploitation and environmental destruction.

2050 Snapshot

SPATIAL CONSTRAINTS & TECHNOLOGY FOR CONTROL

RAPID URBANISATION LEADS TO A PREMIUM ON SPACE

Economic circumstances dictate living situations within urban environments.

HIGH-TECH DEVELOPMENT AT THE SERVICE OF CONTROL

Technology develops significantly, but unevenly, across the world.

IPCC, scenario SSP4 – Inequality, A road divided, 2021 - RCP, scenario 2.6, 2021

Focus on existing system

SHAPING URBAN LIVING THROUGH OPTIMISED COMMUNITY SPACES

In 2050, the way people live in cities changes radically to optimise sustainability.

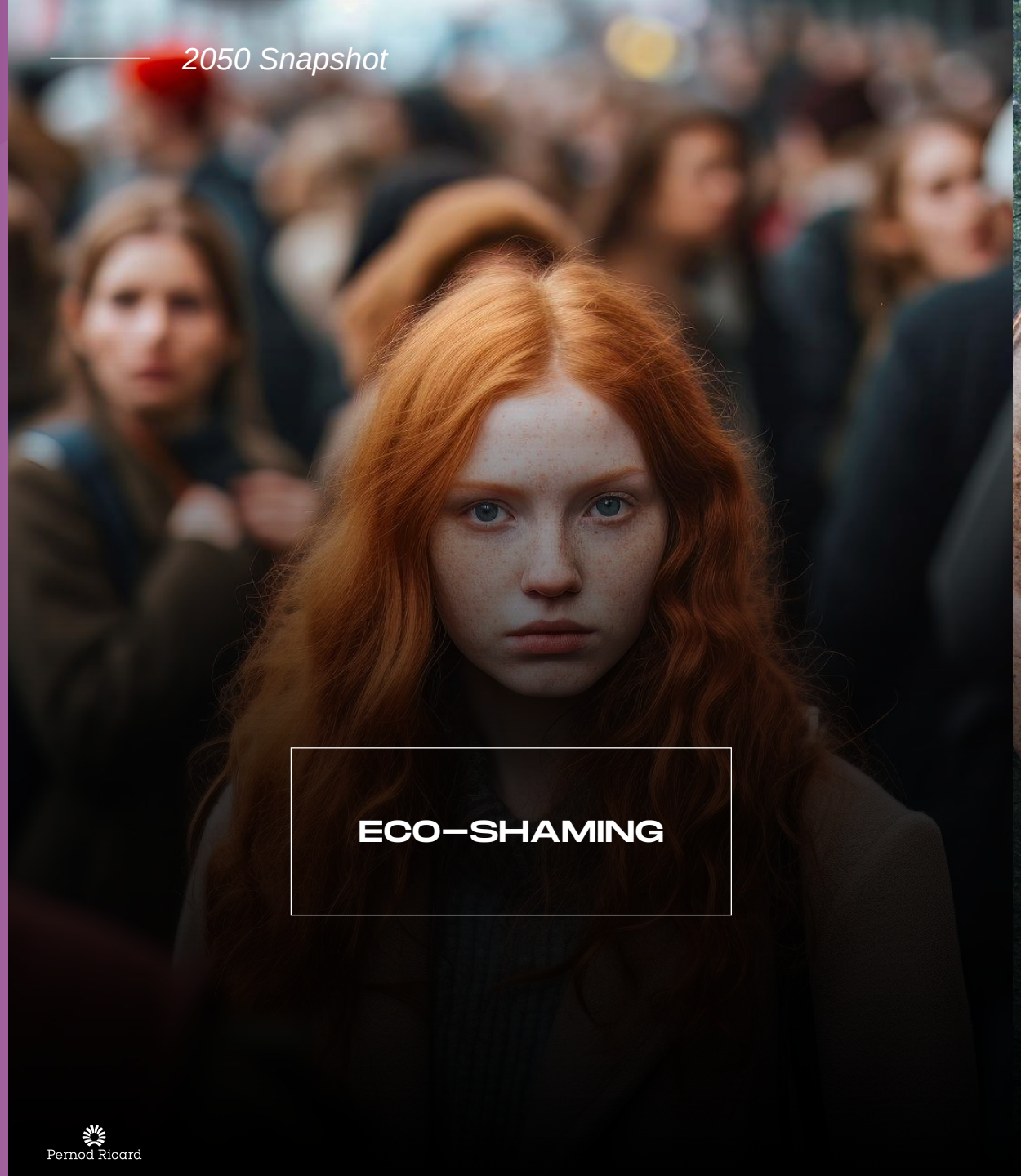
Highly integrated communities thrive within compact mixed-use spaces, designed for sustainability, longevity and purpose.

These all-in-one buildings and districts allow people to live, work, play, socialise, and shop all within 15 minutes walking distance, reducing transport needs and minimising residents' environmental impact.

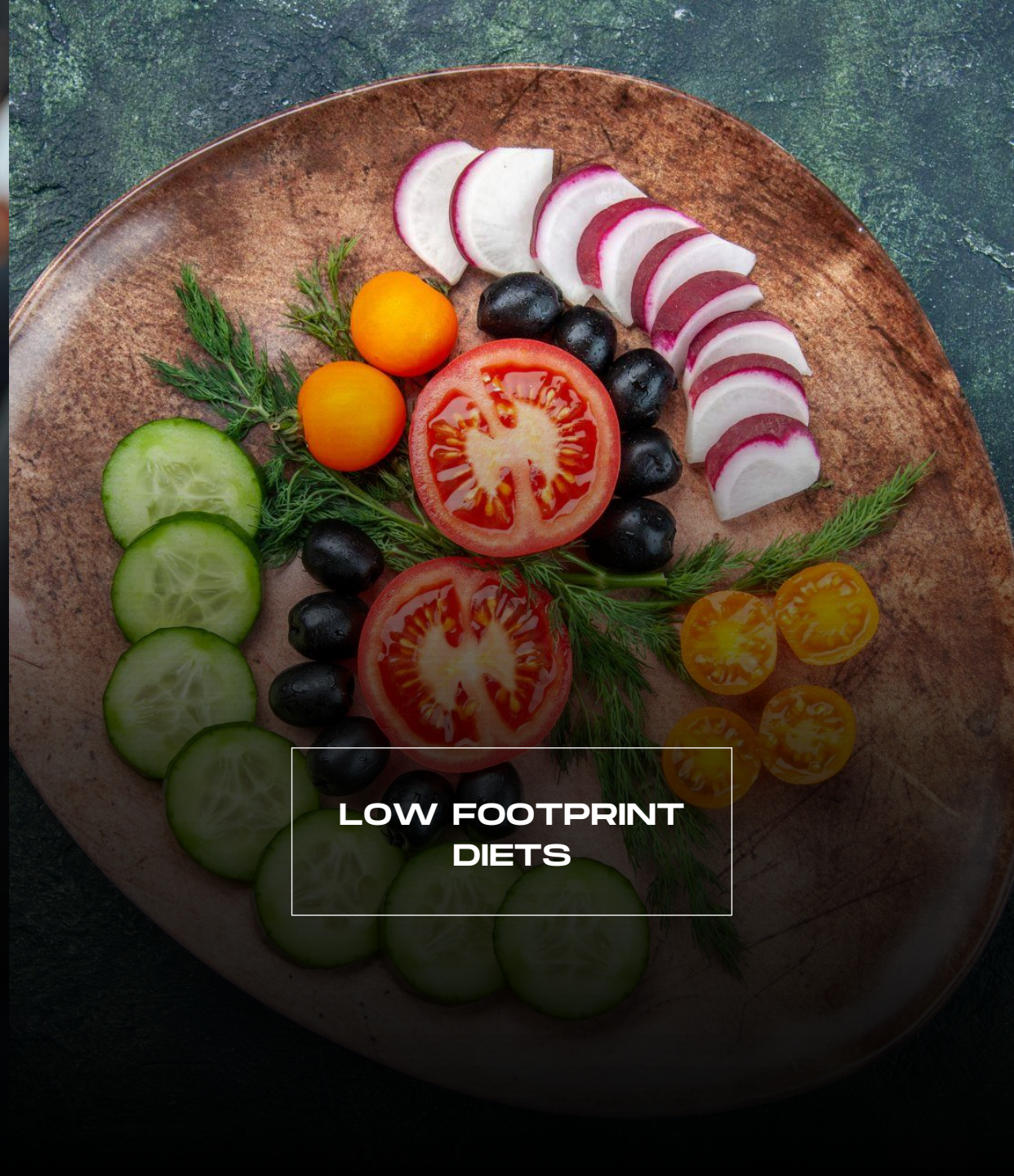
However, the emphasis on communal living and compactness often translates into very restricted private living spaces and small apartments that are, on average, only 8m².

04

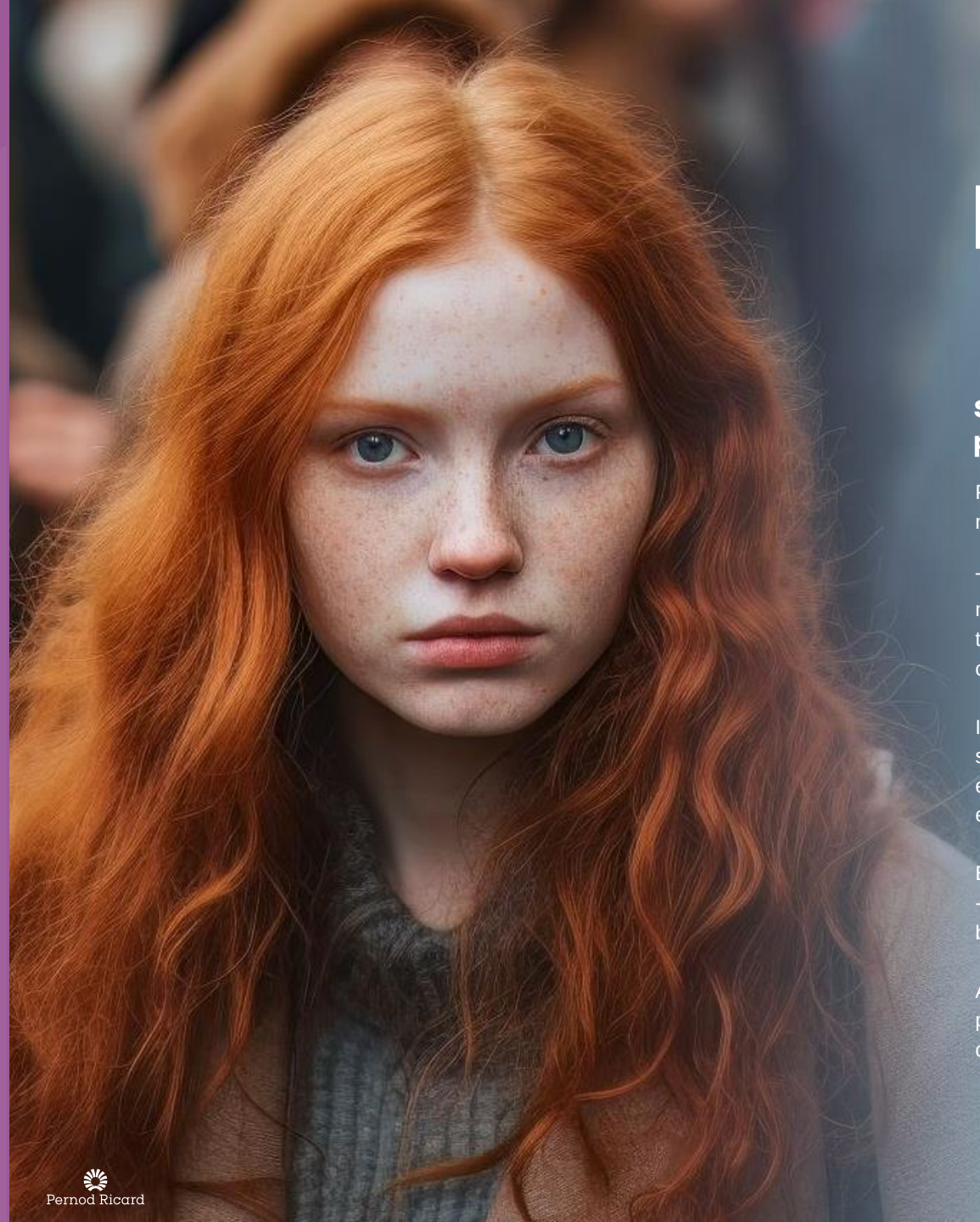
STATE OF CONSUMERISM



ECO-SHAMING



LOW FOOTPRINT DIETS



ECO-SHAMING

Social pressure to adopt planet-friendly behaviours

People experience feelings of shame and guilt about the negative impact of their consumption on the planet.

To achieve environmental goals, governments employ nature-first policies involving regulations, surveillance, taxation, and reward systems that force moderation of consumption.

Individuals face both peer pressure and the systemic stigmatisation created by governments. They are even encouraged to report people who harm nature or engage in excessive consumption.

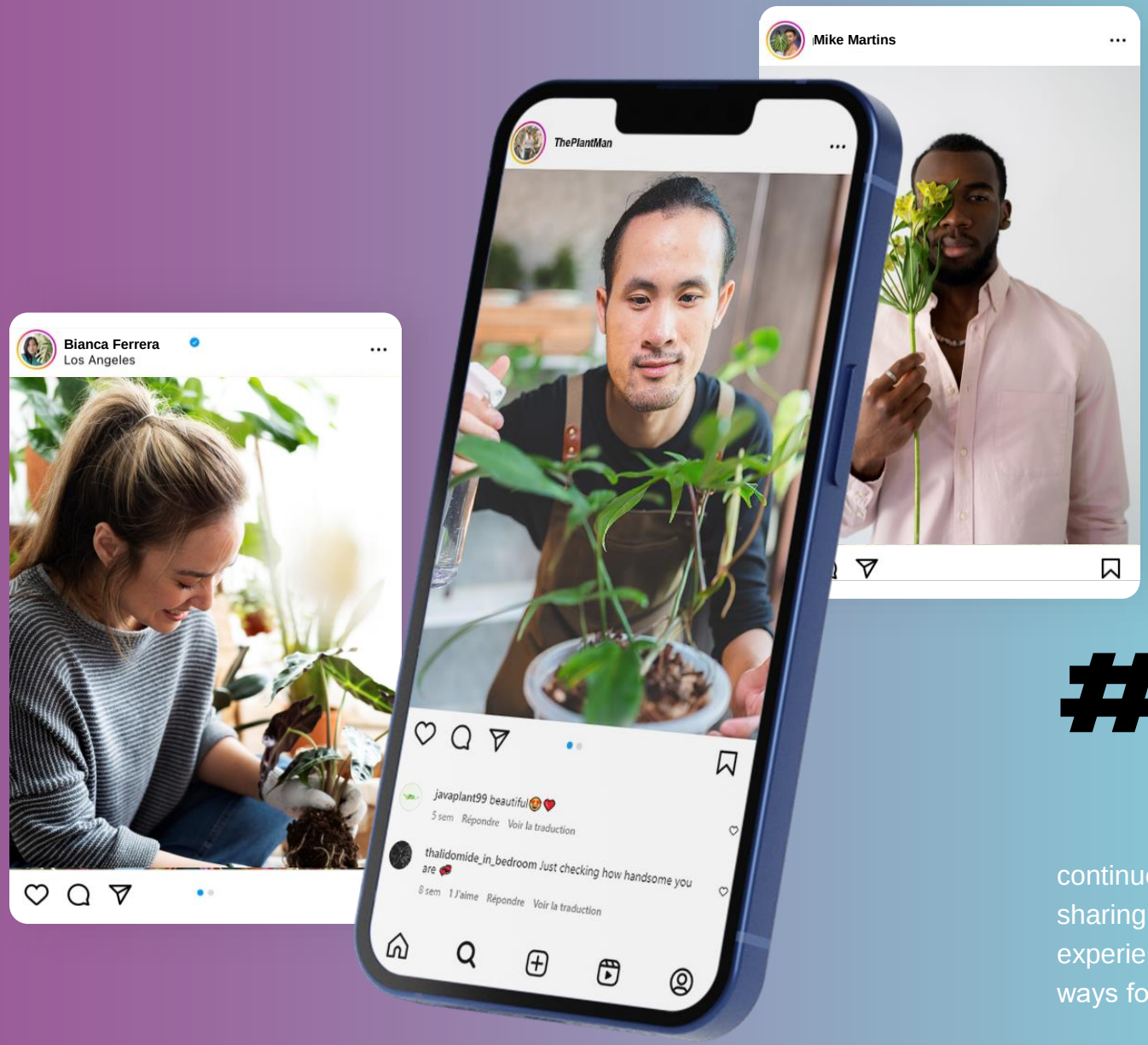
Businesses are also held highly accountable for their actions - or inaction - and face intense public scrutiny, shaming, backlash, and boycotts.

As society prioritises the wellbeing of the planet over that of people, individual freedoms and social cohesion are compromised.

RELATED TRENDS

- *Eco-consciousness*
- *Business Accountability*
- *Boycott Brands*

INSTA TRENDS



THE #PLANTPRIDE MOVEMENT

continues to gain momentum, as the sharing of green ostentation and experiences is one of the only acceptable ways for consumers to ‘show off’.

LOW FOOTPRINT DIET

Food & drink consumption is regulated to ensure low environmental impact

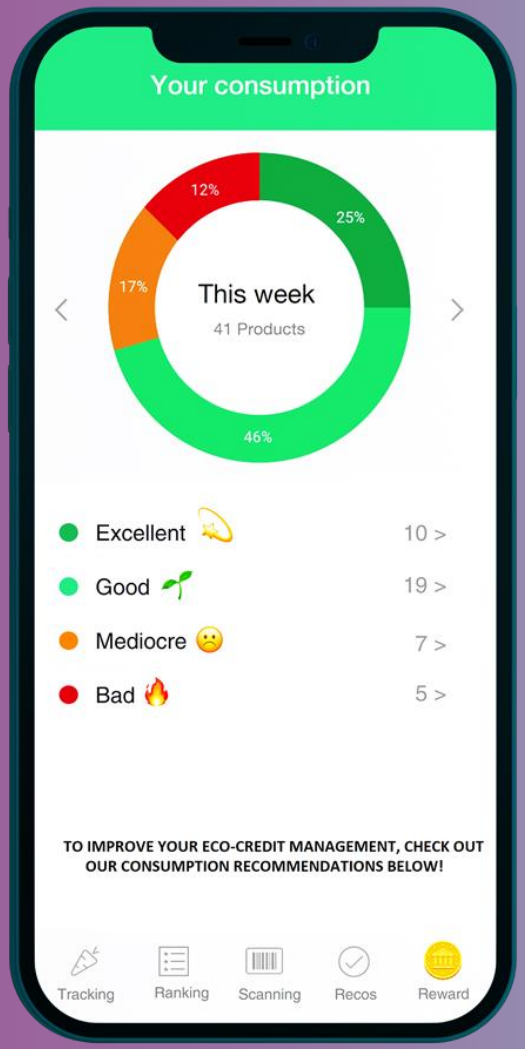
Strict regulations are imposed to deal with food and beverage products that significantly impact the environment. These include obligations around local production, bans on non-organic products, deforestation-free labeling, and heavy taxation on high energy-intensive goods like meat. From a consumer perspective, the eco-credit app facilitates a dietary shift by implementing rationing systems.

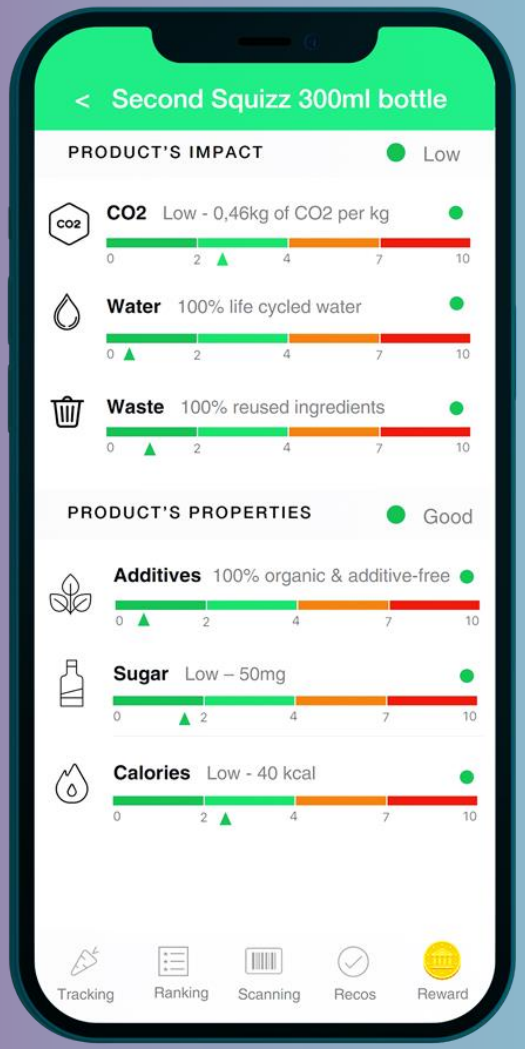
As less environmentally friendly options become more expensive, sustainability and affordability finally align. Eating locally and seasonally and adopting a plant-based diet is accepted as common sense. In the drinks industry, fermented beverages are preferred over distilled ones for their lower use of resources.

Multiple brands competing within the same product category are deemed unsustainable. Emotional differentiation is depriorised. In this context, smaller brands phase-out. Although empowered through information and better control over their consumption, consumers also face lack of options and choice.

RELATED TRENDS

- *Positive-impact Consumption*
- *Pragmatic Consumption*
- *Naturality at the Core*
- *Local Leaning*





Pure design fiction

PLEASURE FIRST PLANET SECOND

The middle of the road pathway: a world where sustainable practices and the health of the planet are disregarded in favour of human comfort and convenience.

+1.97°C

Second highest °C increase due to only only moderate action. +2,63°C in 2100.

9.17Bn

Steadied global population due to medium fertility and mortality

$25,175

Second highest GDP per capita, as the middle class grows

01

HOW DID WE GET HERE?

DRIVERS OF CHANGE & CRITICAL UNCERTAINTIES

PLEASURE FIRST PLANET SECOND

EVOLVING MIDDLE CLASS

The global middle class collapses

The global middle class consolidates

Western middle class dominates

Rise of non-Western middle class

Emerging middle class perpetuates unsustainable consumption patterns

Emerging middle class embrace sustainable consumption patterns

INDIVIDUALISATION

Self-preservation

Self-actualisation

I before we

Collective Collaboration

Dopamine Consumerism

Conscious Consumerism

TECH REVOLUTION

Digital divide widens

Digital divide narrows

Innovation serves environmental progress

Innovation serves consumerism

Tech creates job opportunities

Tech replaces workers

Future Scenarios

TIMELINE OF EVENTS

2021

The United States rejoins the Paris Agreement after having withdrawn a year before, opening the door to international collaboration.

2022

The FIFA World Cup in Qatar delivers record-breaking TV audience numbers, despite backlash, boycotts and controversy around bad environmental impact and human rights abuses.

2023

The United Arab Emirates appoints the head of one of the world's largest oil producers to preside over the UN COP28 climate summit.

2025

Despite criticism of fast fashion, online fashion brand Shein doubles its revenue to nearly $60Bn.

2030

More than half of the world's total population is now considered to part of the middle class - driving increased consumption of goods and materials.

2045

Air pollution is identified as the leading globe cause of child mortality.

Half of Earth's species are at risk of extinction.

2050

People spend 80% of their leisure time online, as the virtual world is 'more exciting than real world', while being safe and easily accessible from the comfort of one's home.

PASSED, REAL EVENTS

FICTION BASED ON REAL PROJECTIONS

PURE DESIGN FICTION

HOW DID WE GET HERE?

NOW
2024

A problem for the future

For a world in permacrisis, climate change is considered to be just another problem.

NEXT
2024–2035

The age of cognitive dissonance

People, business and society behave in a bipolar way, making climate change mitigation hard to implement, and progress too slow.

FUTURE
2035–2050

Pleasure first, Planet second

A world where sustainable practices and the health of the planet are disregarded in favour of human comfort and convenience.

02

STATE OF THE PLANET

2050 Snapshot

GREEN PROGRESS IS SLOW

ENERGY TRANSITION
follows historical patterns of disparity

CONSUMPTION INCREASES
faster than agricultural growth

2050 Snapshot

GREEN PROGRESS IS SLOW

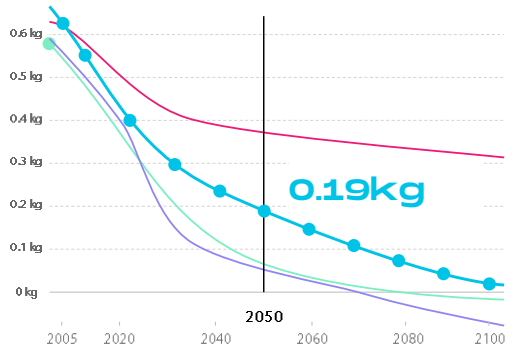
PLEASURE FIRST PLANET SECOND

FOSSIL FUELS LOSE DOMINANCE

As alternative energy sources are gradually embraced, carbon intensity reduces.

CARBON INTENSITY OF THE ECONOMY

Measured as the kilograms of carbon dioxide emitted per dollar of GDP

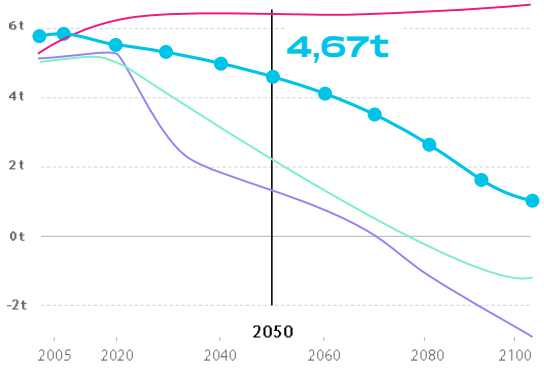


HARMFUL EMISSIONS DECLINE SLOWLY

Lack of sustainable development and lack of widespread adoption means greenhouse gas emissions are slow to decrease.

PER CAPITA CARBON DIOXIDE EMISSIONS

Measured as the global average

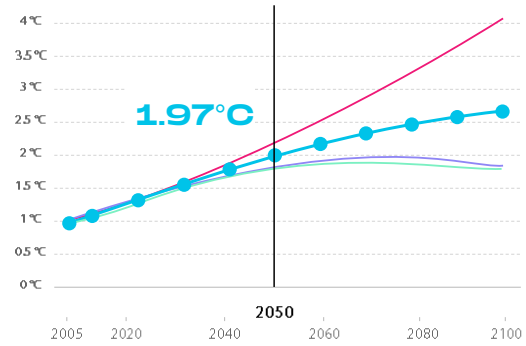


TEMPERATURES CONTINUE TO INCREASE

Although at a declining rate, temperatures continue to rise before plateauing at the turn of the century.

GLOBAL AVERAGE TEMPERATURE INCREASE

Relative to the pre-industrial era, which is taken to be the year 1750



Apocalypse Express | *Green Totalitarianism* | *Eco-Harmony* | *Pleasure first, planet second*

Pernod Ricard

IPCC, scenario SSP1 – Taking the green road, 2021 - RCP, scenario 2.6, 2021

IN 2050 CLIMATE CHANGES FOR FUTURE CITIES

By 2050, and as a result of +2°C global warming, iconic cities across the globe will experience significant climate change-related shifts.

Cities in the Northern Hemisphere will develop warmer climates, more associated with those of cities on average 1000km further south, today.

Cities in geographically tropical regions, will experience drier conditions.

77%

of future cities are very likely to experience a climate that is closer to that of another existing city than to its own current climate.

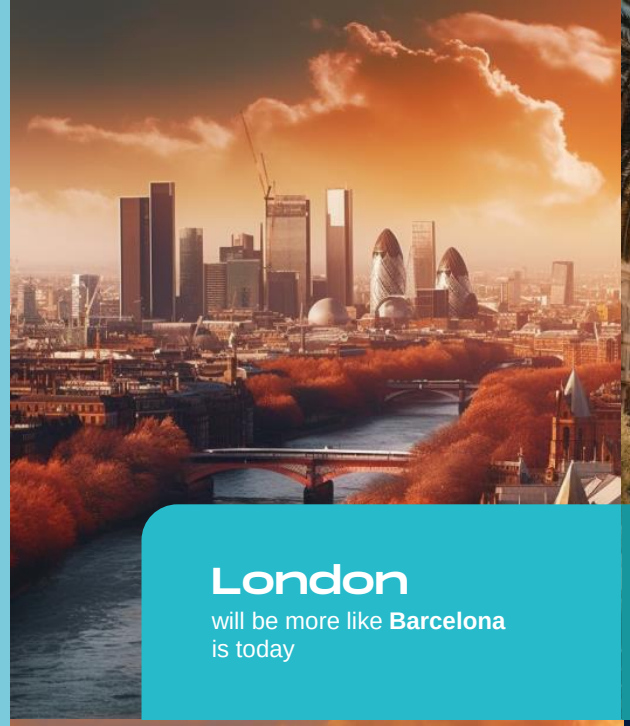
Source: PLOS Climate Research, 2019

22%

of cities will experience climate conditions that are not currently experienced by any existing major cities.

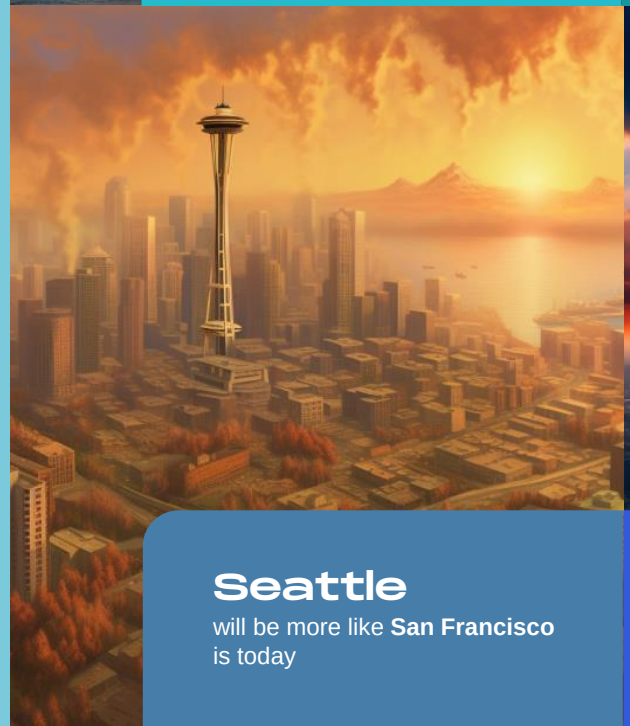
Source: PLOS Climate Research, 2019

Fiction based on real projections

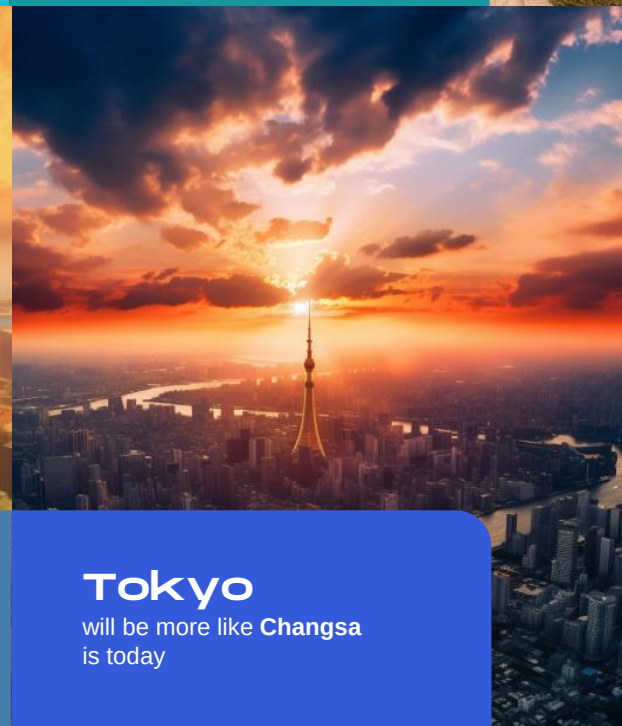


London
will be more like **Barcelona**
is today

Madrid
will be more like **Marrakech**
is today



Seattle
will be more like **San Francisco**
is today



Tokyo
will be more like **Changsa**
is today

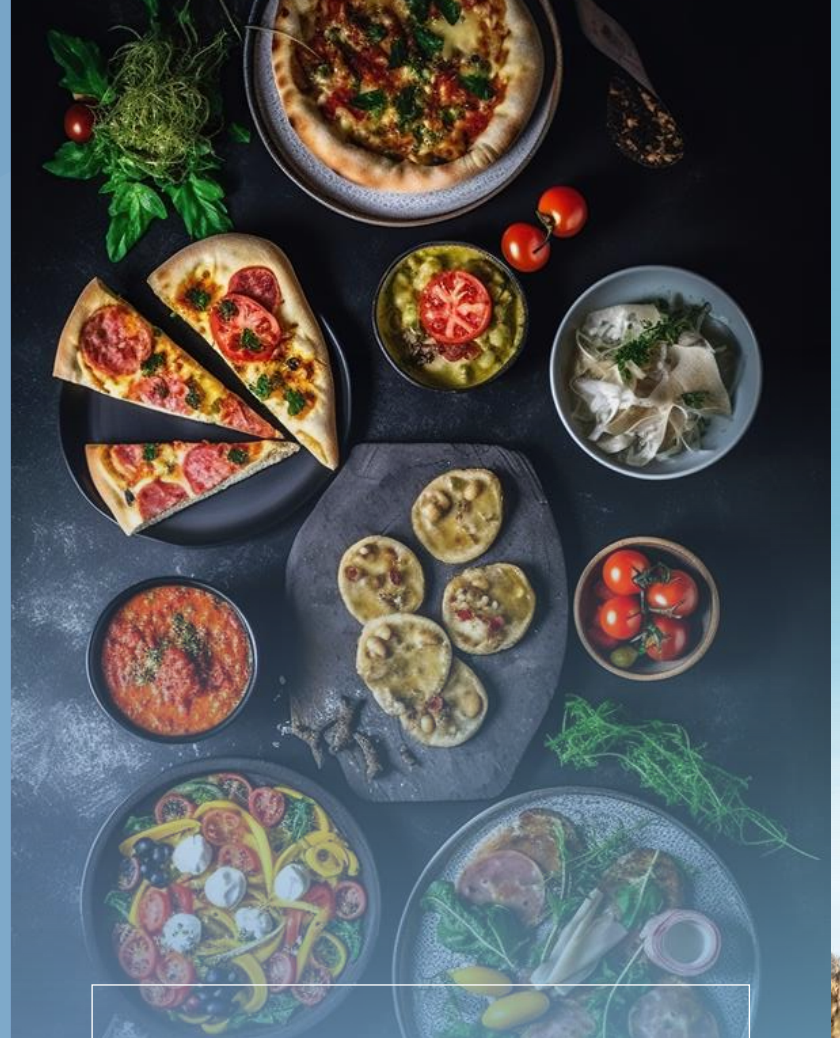
FASHION'S COOLING TECHNOLOGY INNOVATION

By 2050, leaders in the apparel industry have unveiled revolutionary cool tech clothing lines, equipped with advanced cooling technology. This innovation transforms our approach to extreme weather, offering a reduction in body temperature, and providing comfort and adaptability in harsh conditions. Building on their success with heat tech clothing in the 2010s, these industry pioneers are now focused on ensuring people stay cool and comfortable.

2050 Snapshot

CONSUMPTION INCREASES

faster than agricultural growth

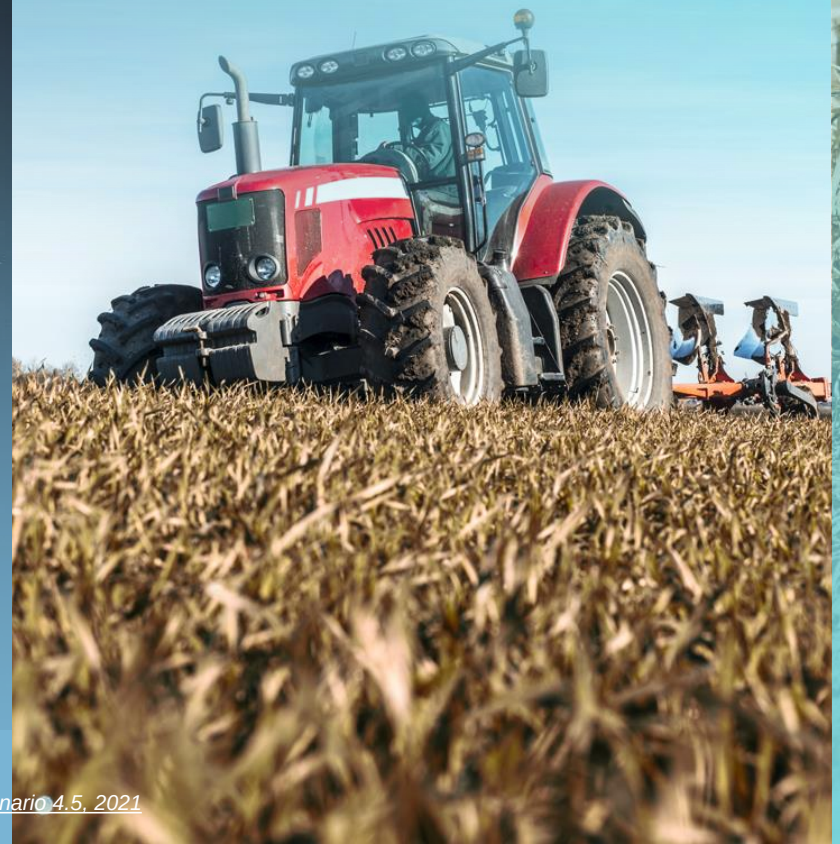


PRODUCTIVITY REMAINS AVERAGE DESPITE INCREASED DEMAND

Global increases in food consumption and higher caloric intake impact the environment.

MODERATE AGROTECHNOLOGICAL DEVELOPMENT

Innovation in agriculture is moderate, and increases in crop yields slow down.

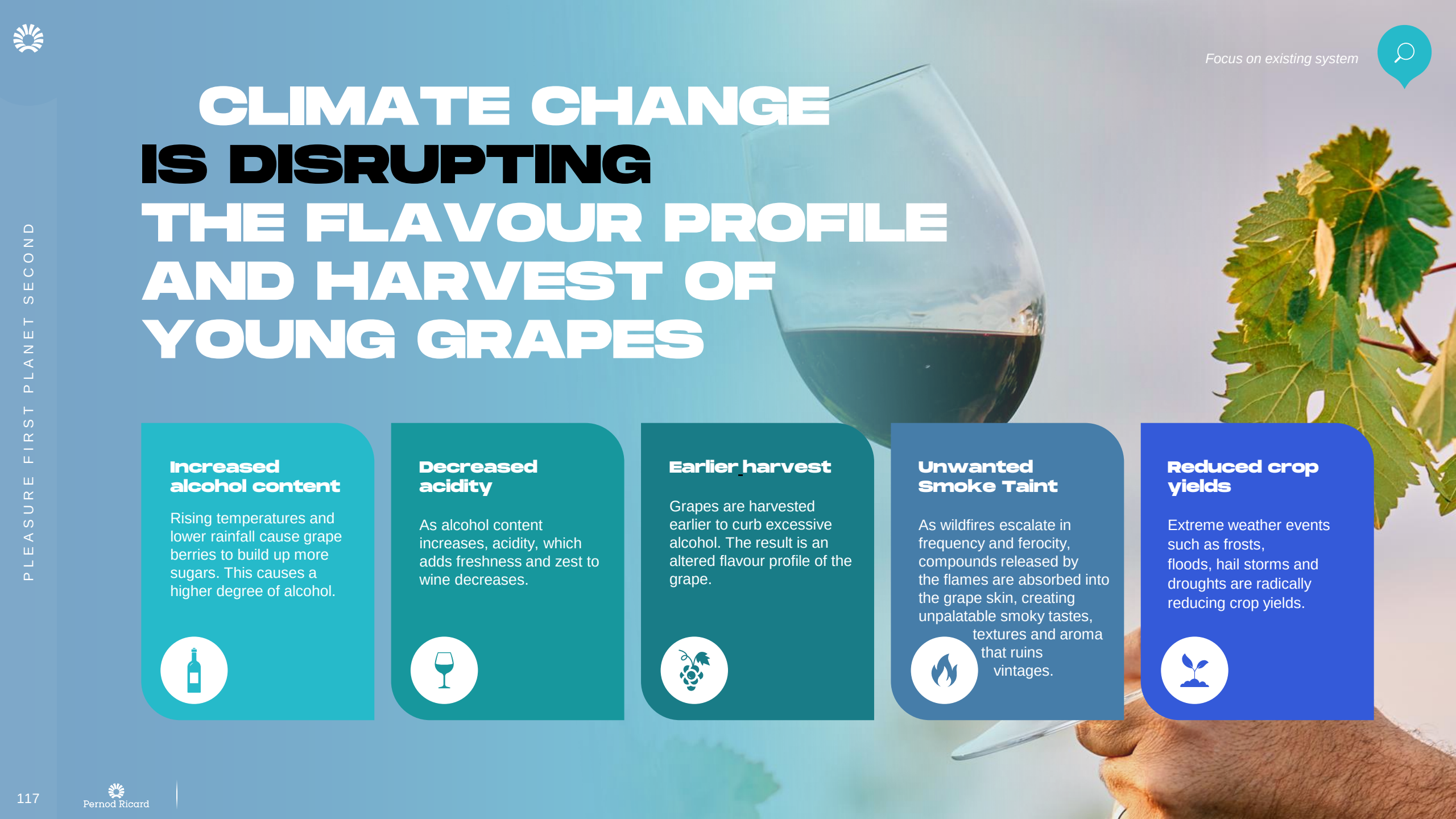


INSUFFICIENT REGULATIONS PUT NATURE UNDER PRESSURE

Negative environmental management lead to deforestation

IPCC, scenario SSP2 – Middle of the road, 2021 - RCP, scenario 4.5, 2021

CLIMATE CHANGE IS DISRUPTING THE FLAVOUR PROFILE AND HARVEST OF YOUNG GRAPES



Increased alcohol content

Rising temperatures and lower rainfall cause grape berries to build up more sugars. This causes a higher degree of alcohol.

Decreased acidity

As alcohol content increases, acidity, which adds freshness and zest to wine decreases.

Earlier harvest

Grapes are harvested earlier to curb excessive alcohol. The result is an altered flavour profile of the grape.

Unwanted Smoke Taint

As wildfires escalate in frequency and ferocity, compounds released by the flames are absorbed into the grape skin, creating unpalatable smoky tastes, textures and aroma that ruins vintages.

Reduced crop yields

Extreme weather events such as frosts, floods, hail storms and droughts are radically reducing crop yields.

THE GRAPE ESCAPE

Researchers, scientists and winemakers are experimenting with solutions to climate change by re-orientating grape growth;

Cooler, wetter regions

Winemakers are growing grapes in places once considered too cold for fine wines.

01

Taking the higher ground

Winemakers are planting vineyards at altitudes once considered inhospitable. Heat intensity lasts for shorter periods helping grapes to ripen at a more even pace.

02

Radiation reducing rows

Winemakers are curtailing sunlight to prevent overripening.

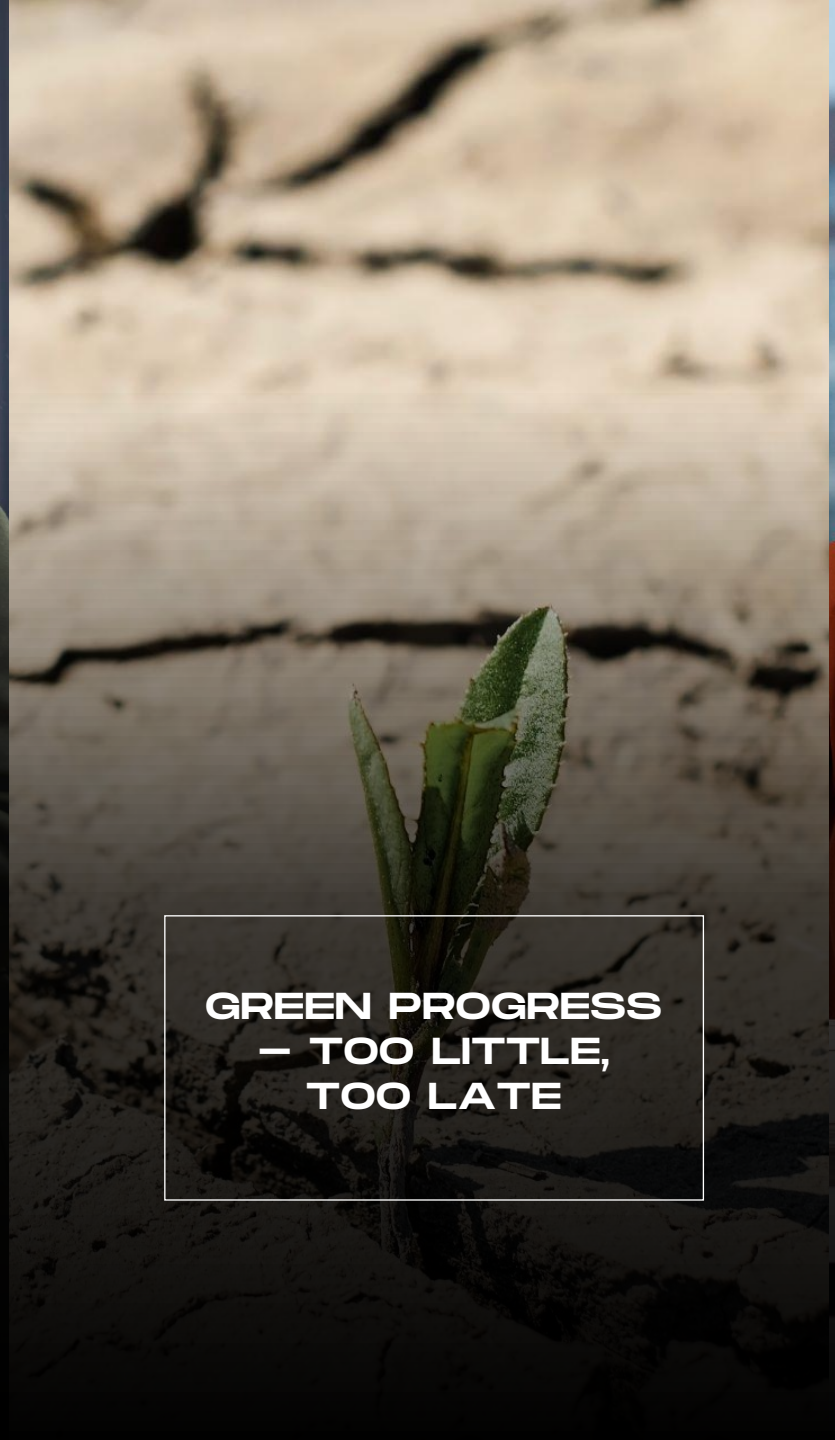
03

Source: The New York Times, 2019

03

STATE OF SOCIETY

PEOPLE'S PROSPERITY PRIORITISED



GREEN PROGRESS – TOO LITTLE, TOO LATE

HUMAN PROGRESS FOLLOWS HISTORICAL PATTERNS

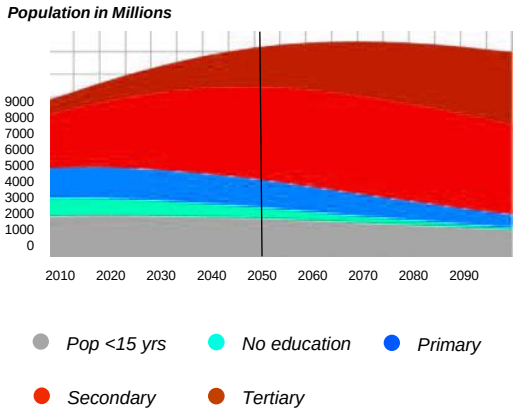
2050 Snapshot

PEOPLE'S PROSPERITY IS PRIORITISED

SOCIETAL CONDITIONS SLOW TO IMPROVE

The lack of major investment in improved education means that birth rates continue to rise slowly.

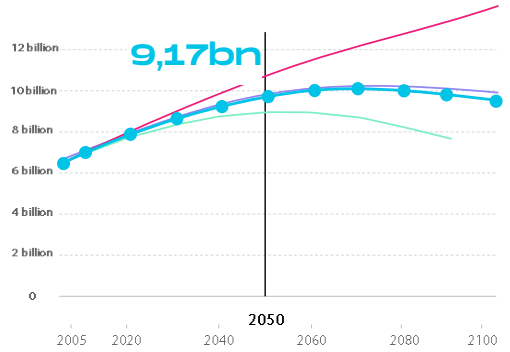
WORLD POPULATION IN 2010–2100 BY BROAD AGE-GROUP AND EDUCATIONAL ATTAINMENT



POPULATION GROWTH DECELERATES

The global population continues to grow slowly until 2050 and stabilizes in the second half of the century.

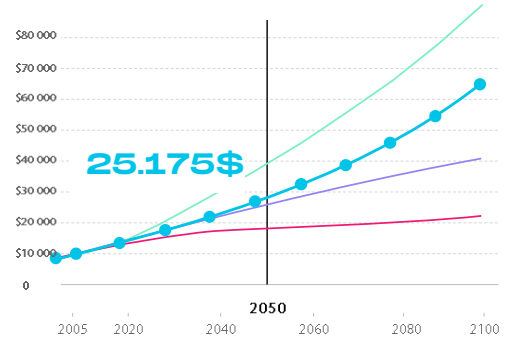
WORLD POPULATION EVOLUTION, 2005-2100, GLOBALLY



PEOPLE & ECONOMIES PROSPER UNEQUALLY

Policy decisions made primarily to benefit people not the planet, resulting in rapidly rising GDPs. However, they do not benefit everyone to the same degree.

GLOBAL GDP PER CAPITA, 2005-2100, IN US DOLLARS



Apocalypse Express | *Green totalitarianism* | *Eco-Harmony* | *pleasure first, planet second*

Pernod Ricard

IPCC, scenario SSP2 – Middle of the road, 2021 - RCP, scenario 4.5, 2021

2050 Snapshot

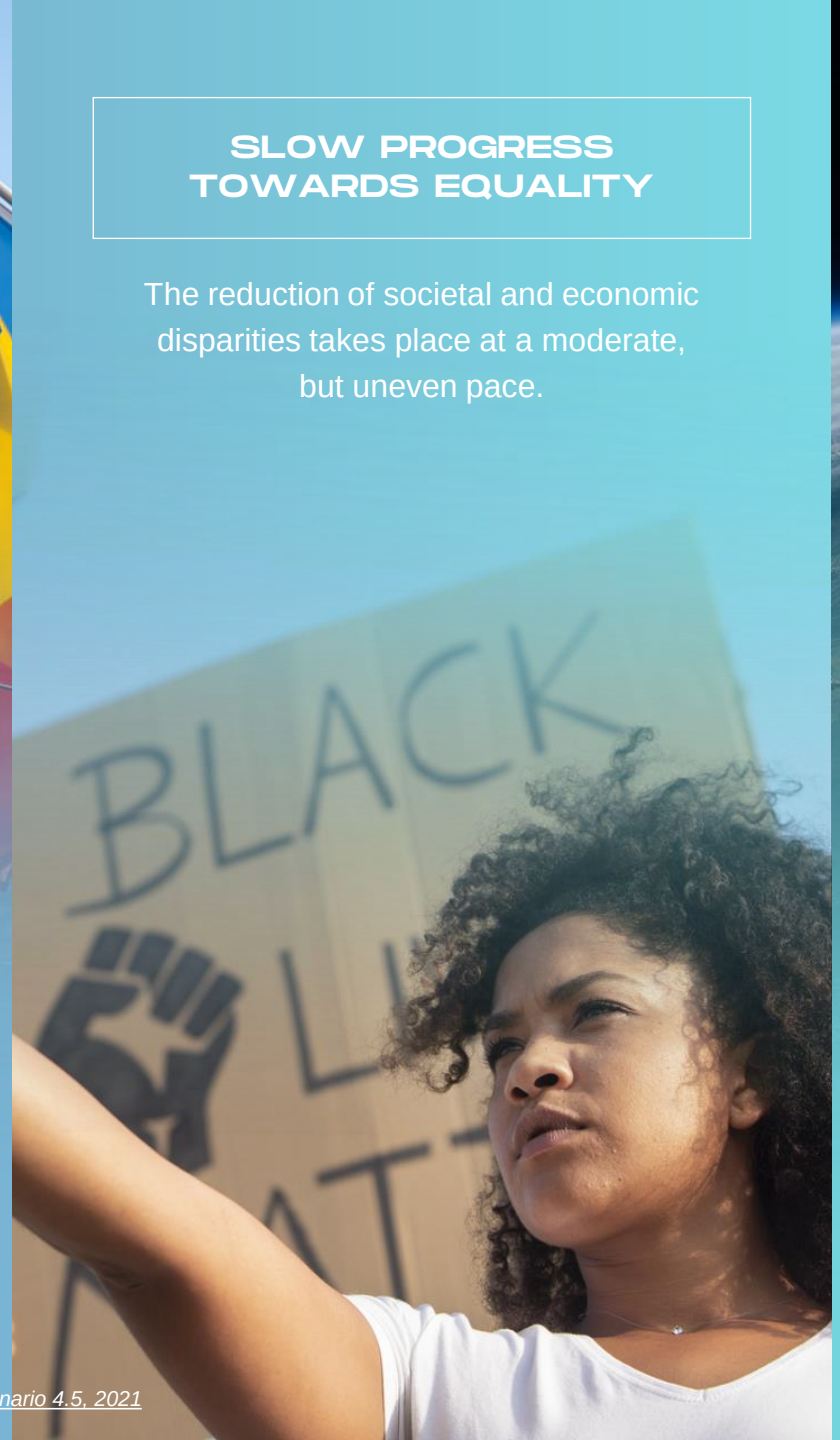
GREEN PROGRESS — TOO LITTLE TOO LATE

INEFFECTIVE GLOBAL COOPERATION

Internationally, levels of collaboration are inconsistent.

SLOW PROGRESS TOWARDS EQUALITY

The reduction of societal and economic disparities takes place at a moderate, but uneven pace.



DELAYED ACTION ON SUSTAINABLY

International cooperation for climate change mitigation is slow.

IPCC, scenario SSP2 – Middle of the road, 2021 - RCP, scenario 4.5, 2021

2050 Snapshot

HUMAN PROGRESS FOLLOWS HISTORICAL PATTERN

URBANISATION CONTINUES TO EXPAND

Urbanisation follows historical patterns and doesn’t slow down.

TECH AT THE SERVICE OF CONSUMERISM

Technology continues to improve gradually

IPCC, scenario SSP2 – Middle of the road, 2021 - RCP, scenario 4.5, 2021

04

STATE OF CONSUMERISM

ECO–PARALYSIS

ALONE TOGETHER

ECO–PARALYSIS

General helplessness in the face of the climate crisis

Globally, society faces being powerless when it comes to climate crisis, and is unable to respond. Individuals feel overwhelmed and powerless, perceiving their actions to be insignificant. This results in a lack of collective effort.
This sense of helplessness makes consumers feel anger towards businesses and governments whom they hold responsible for failing to address environmental challenges.
In response, green initiatives are implemented but often backfire. Good intentions lead to unintended, undesirable outcomes, as action is deemed to be ‘too little too late’.
In this era of global cognitive dissonance, where awareness coexists with inaction, people, businesses and governments find themselves trapped in a state of paralysis that paves the way towards climate carnage.

RELATED TRENDS

- *Eco-conscious-ness*
- *Eco-anxiety*
- *Green alienation*

> *“Eco–anxiety is killing the climate movement”*
>
> *Marc-Aurèle Baly, journalist at Vice Magazine, referencing an Australian study*

ALONE TOGETHER

Digital living ironically contributes to an increasingly disconnected world

8G, hyper-realistic graphics, haptic feedback and spatial audio systems have boosted the sensorial appeal of the metaverse and eventually driven its widespread adoption.

In this tech-driven society, people spend as much time on screens as in real life, if not more. The virtual world has become a primary hub for social interaction, offering exciting and comforting alternatives to a crumbling reality. However, the lack of IRL human contact contributes to an epidemic of loneliness, amongst other mental health issues.

On the one hand tech giants are trying to solve the issue thanks to the development of AI companions, holographic communications or mindful tech usage programs. On the other hand, non-technology driven solutions like the promotion of inter-generational living or education on emotional literacy and empathy are becoming widespread.

RELATED TRENDS

- *Tech-accelerated innovations*
- *Digital Living*
- *Rise of loneliness*

APPENDIX

REFERENCES

This appendix provides a comprehensive collection of sources and documents that have been key in the development of this report. Central to our research is the work produced by the Intergovernmental Panel on Climate Change (IPCC), a globally recognized authority comprising the world's leading experts in climate science.

AR6 Synthesis Report: Climate Change 2023
AR6 Climate Change 2022: Impacts, Adaptation and Vulnerability
AR6 Climate Change 2022: Mitigation of Climate Change
AR6 Climate Change 2021: The Physical Science Basis

Our four distinct scenarios are specifically drawing upon the following Shared Socioeconomic Pathways (SSPs) and Representative Concentration Pathways (RCPs), provided by the IPCC:

Eco-Harmony Society
Scenario SSP1: Taking the Green Road
Scenario RCP 2.6

Green totalitarianism
Scenario SSP4: Inequality
Scenario RCP 2.6

Apocalypse Ready
Scenario SSP3: Regional Rivalry
Scenario RCP 8.5

Pleasure First, Planet Second
Scenario SSP2: Middle of the road
Scenario RCP 4.5

Our World in Data – Visualisation of IPCC SSPs and RCPs Scenarios

The data from the 4 scenarios – presented in Our World in Data Explorer – is accessible from the SSP Database, published and maintained by the International Institute for Applied Systems Analysis (IIASA).
The data presented is sourced from the work of Riahi et al. (2017). The Shared Socioeconomic Pathways and their energy, land use, and greenhouse gas emissions implications: An overview, Global Environmental Change – processed by Our World in Data. Riahi et al. (2017).

Nasa sea level projection tool

Projections are based on the assessment presented in the IPCC Sixth Assessment Report. Details of the sea level projections are provided in Box TS.4 and section 9.6 of the Working Group 1.

Climate Central

- Land projected to be below annual flood level in 2050
Sea-level-projection source: Leading Consensus (IPCC 2021). Filters: PROJECTION TYPE: sea level rise + annual flood. POLLUTION PATHWAY OR SEA LEVEL SCENARIO: moderate cuts . LUCK: medium . AREAS TO SHOW AS THREATENED: All land below water level.

Science Direct Articles, Global Environmental Change Journal.

Human and Policy Dimensions

All articles are based on Socioeconomic Pathways (SSPs) and Representative Concentration Pathways (RCPs), provided by the IPCC.

- Energy, land-use and greenhouse gas emissions trajectories under a green growth paradigm - 2017 - Detlef P. van Vuuren and Authors. Published by Elsevier Ltd.
- Fossil-fueled development (SSP5): An energy and resource intensive scenario for the 21st century
2016 – Elma Kriegler and Authors. Published by Elsevier Ltd.
- Future air pollution in the Shared Socio-economic Pathways
2016 – Shilpa Rao and Authors. Published by Elsevier Ltd.
- Future growth patterns of world regions – A GDP scenario approach
2016 – Marian Leimbach and Authors. Published by Elsevier Ltd.
- Land-use futures in the shared socio-economic pathways
2016 – Alexander Popp and Authors. Published by Elsevier Ltd.
- Shared Socio-Economic Pathways of the Energy Sector – Quantifying the Narratives
2016 – Nico Bauer and Authors. Published by Elsevier Ltd.
- The human core of the shared socioeconomic pathways: Population scenarios by age, sex and level of education for all countries to 2100
2014 – Samir KC and Authors. Published by Elsevier Ltd.
-The roads ahead: Narratives for shared socioeconomic pathways describing world futures in the 21st century

REFERENCES

In addition to the pivotal resources from the IPCC, this appendix also includes a range of complementary sources. These sources encompass a variety of perspectives and disciplines, enriching our analysis with diverse insights.

Carbon Brief: How ‘Shared Socioeconomic Pathways’ explore future climate change
Zeke Hausfather - April 2018

Climate Impact explorer
Calculations are based on the latest state-of-the-art science, including international climate and climate impact modelling initiatives such as CMIP and ISIMIP. A full description of the data sources and methodology can be found here.

2023 GESDA Science Breakthrough Radar
© 2023 by GESDA is licensed under CC BY-NC-ND 4.0.
For more information on cited key resources.

Arup 2050 scenarios: Four plausible futures
Foresight, Research and Innovation - Arup’s internal think-tank and consultancy. Released December 2019

BSR Climate Scenarios
BSR Staff - September 27, 2022

CIA Global Trends 2040
A publication of the national intelligence council
A more contested world2040 - march 2021

OECD (2021), Global Scenarios 2035: Exploring Implications for the Future of Global Collaboration and the OECD, OECD. Publishing, Paris, https://doi.org/10.1787/df7ebc33-en.

Ademe – Transitions 2050
© ADEME Éditions, november 2021

Paris à 50°C
Mission d’information et d’évaluation du conseil de Paris, avril 2023

IEA – Net Zero by 2050
IEA (2021), Net Zero by 2050, IEA, Paris https://www.iea.org/reports/net-zero-by-2050, Licence: CC BY 4.0

Parlons Climat en 30 questions – Troisième edition
2022 - Valérie Masson-Delmotte, Christophe Cassou - La documentation française

ACKNOWLEDGEMENTS

Many thanks to the below, whose insights were integral to conceive the 2050 Future Scenarios:

DAPHNÉE HOR
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FLORENCE RAINSARD
Global Consumer Insights Director

JEANNE KLEIN
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SOFIANE ZEGHLOUL
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CHARLOTTE BROHIER
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ROXANE POISSONNIER
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NOEMIE BAUER
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GWYNETH WELLER
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JULIE LEJARD
Sustainable Business Project Manager

& The creative team
PIERRE BOUQUET, LOREN SYNNAEVE, ANDREA MUSSARD & MAËVA DUFOUR

SPECIAL THANKS TO:

STUDENTS FROM PARIS 7 UNIVERSITY Master 2 in Cultural Intelligence and Innovation 22-23

LAUREN JAMES
Founder of the Climate Fiction Writers Guild

DR. CATHERINE NAKALEMBE
Assistant Professor at the Department of Geographical Sciences in the University of Maryland and Africa Program Lead at NASA Harvest.

VALERIE MASSON-DELMOTTE
Director of Research at the French Alternative Energies and Atomic Energy Commission and Co-Chair of IPCC Group No.1

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