

Future Road Users' Needs

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EIP



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Multimodal Optimisation
of Roadspace in Europe

What is your future?

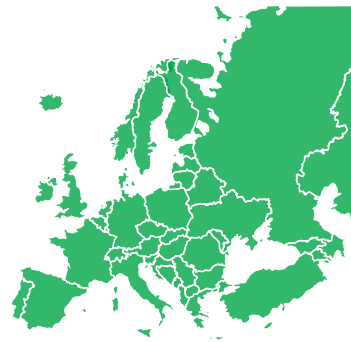


Population Trends



2100 –approx. 9-11 billion

World population will continue to grow during the second half of the century and a slight decline closer to 2100 is possible.



2100 –approx. 712 million

Population in Europe is expected to decline (until 2030) –increase (until 2050) –decline (until 2100).



2080 –approx. 518.8 million

For EU-28 the general trend shows an increase in population for the following decades (until 2035-2050) followed by decline in population until 2100.


Migration and Urbanization




- Europe -largest population of international migrants in the world, approx. 76 million).
- Current trends in migration will reduce the population decline, without fully compensating the low fertility levels.

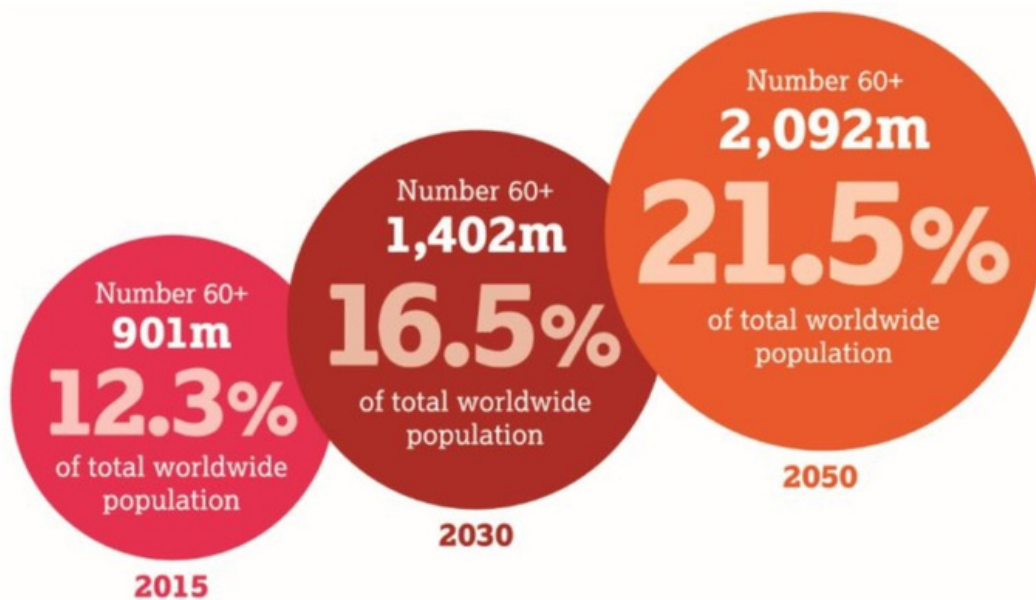


- Europe -one of the most urbanized regions -73% of population is in urban areas.
- In Europe, population in urban areas is expected to surpass 80% by 2050.

Urban population 

Rural population 

Aging



Changes in values, cultures, and priorities across generations

- Intra-generational communication
- Digital divide

Data source: UNDESA Population Division. (2015). World population prospects: the 2015 revision; chart taken from HelpAge International (2015).

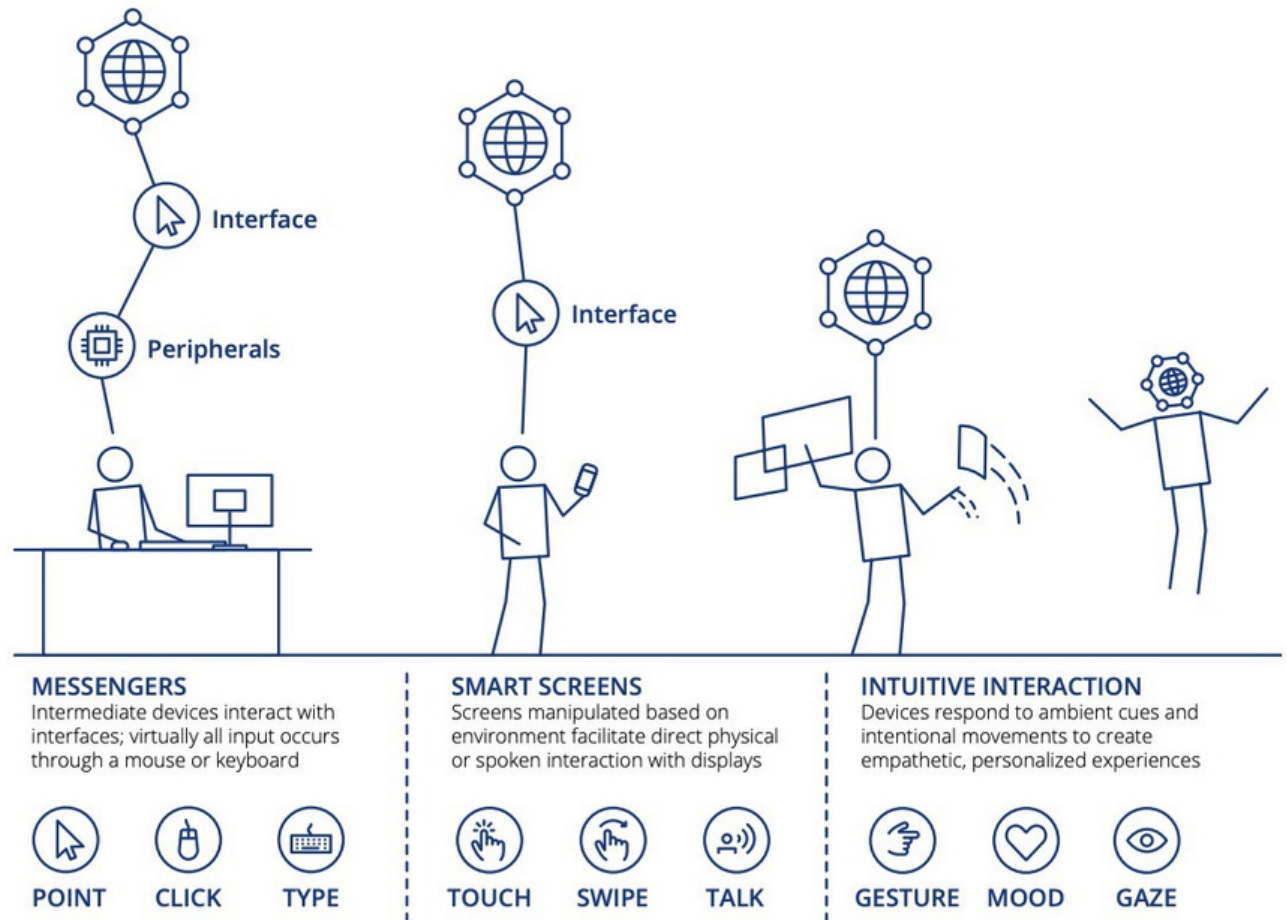


Hyperconnectivity

- Phygitalactivity patterns
- Emphasis on collective behaviour
- Integrated systems
- Global regimes

Digital Is Here To Stay

- From data to insights
- Investing in user experience
- Personalization is game changer



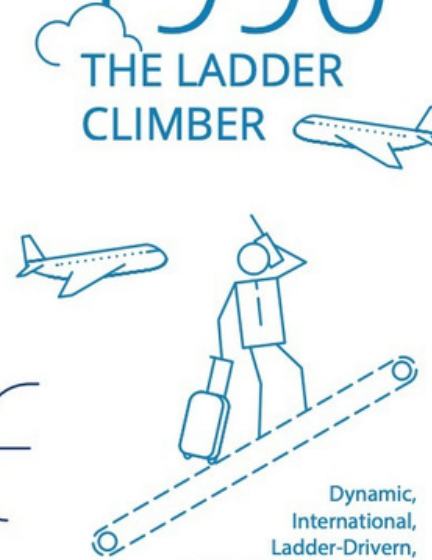
Future of work

1950
THE COMPANY
MAN



Corporate, Rigid,
Structured, Domestic,
Career

1990
THE LADDER
CLIMBER



Dynamic,
International,
Ladder-Driven,
Professional, Firm-Based

2020
THE FREE AGENT



Mobile, Flexible,
Individual, Lattice-Driven,
Multiple Income Streams,
Freelancer





Values Matter More Than Ever

- Values alignment –personal and work values
- Brand value will converge with personal values to drive spending decisions
- Own at-home experiences will lead to next-level empathy in creating new products and services

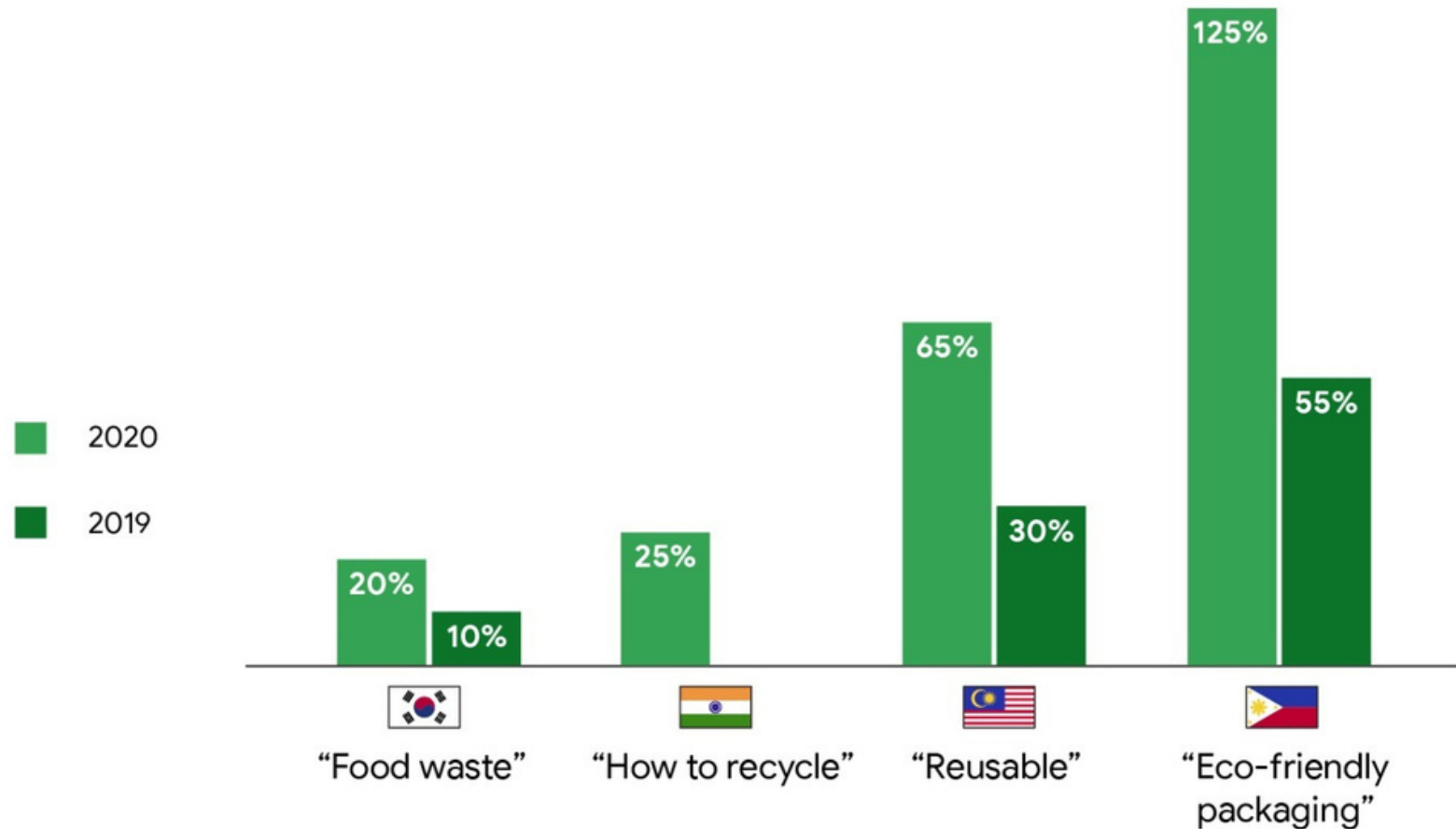


Increased sense of sustainability

- Confirmed trend -smaller and mid-sized cities are preferred
- Young people value social inclusion and affordable housing
- Users will be both locally minded and collectively conscious
 - Last summer, searches for “support local businesses” grew globally by over 20,000% year over year.



Increased consideration about the environment



Source: Thinking with Google



GOVERNANCE

Erosion of Governance

- Direct democracy
- Decentralization
- Resource disputes
- Free markets

Communication Matters

- **The right message**
- **To the right audience**
- **From the right voice**
- **At the right moment**
- **On the right channel**





the future is
already here,
you just need
to perceive it.

Thank you

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