

Ipsos MORI

Trends and Futures

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About Ipsos MORI Trends and Futures

The Ipsos MORI Trends and Futures team offers foresight services including scenario planning, horizon scanning, trend spotting and framework building, to help today's governments, businesses and brands take the strategic decisions which fit their organisations for the complex challenges of the future. Our work capitalises on Ipsos MORI's strength in depth: as one of the largest research organisations in the UK and part of the global Ipsos group, we hold unparalleled knowledge about trends in British society and how they play out across the globe. This is a powerful resource that allows us to contextualise insight and trends relevant for any given organisation in a broader, coherent understanding of the changes which are making a difference to citizens, consumers and the wider world. This helps you better understand risk and opportunity and become more resilient to operate in the future.

As a company we have a long pedigree in foresight and horizon scanning. As far back as 2006, we led the UK Government's Horizon Scanning Centre, Sigma and Delta scans; designing and writing 246 papers on future trends in science & technology with related scenario planning.

Our framework – how does change happen?

We identify how change operates across different timeframes, through our framework which includes longer-term macro forces, medium-term trends in society and shorter-term signals.

Deep expertise across sectors

Building on Ipsos MORI's comprehensive social research and evaluation practice, we ground our foresight programmes in deep understanding of a broad range of public policy areas to provide a coherent picture of social futures. We couple this with insight from our large private sector practice, so our horizon scans are informed by in-house expertise across a wide range of sectors.

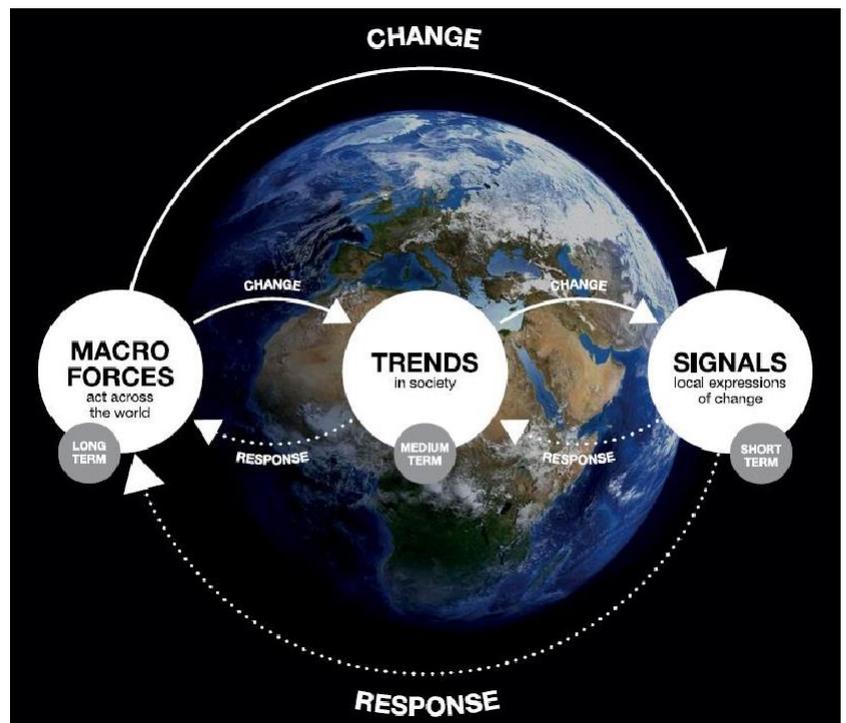
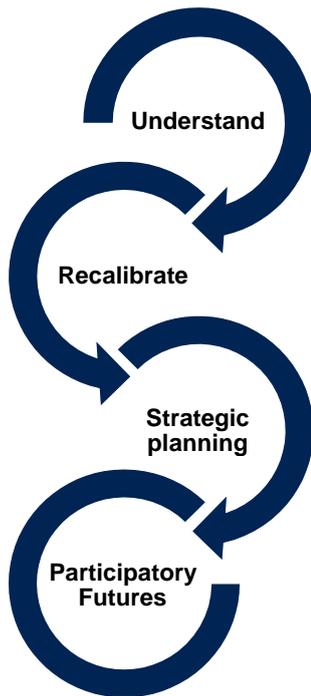


Figure 1 – Our framework for understanding change

Our services

Our services will help you navigate the complexity of the 21st century world and unravel what future challenges mean for you, your organisation and its policies. They give you the capacity to bring futures work to the heart of your planning process. Our watchword is flexibility – as an organisation with breadth and depth, we **will be able to assist you in defining and refining your foresight question, whatever the context.**

Our suite of products falls into **four broad categories**, mapping the stages of foresight: understanding the problem; challenging existing thinking and recalibrating assumptions; strategic planning for senior stakeholders; and participatory futures to gain insight from the public.



Understand

Looking around is the first stage of looking forward and Ipsos MORI has access to long-running datasets that can help you make sense of the world – including **over 40 years of UK political and social trends data through its Issues Index and Political Monitor series**, as well as the global picture from our Global Trends Survey¹ and Global Advisor omnibus series. We can also project trends into the future to highlight potential growth and challenge areas.

Using the Ipsos MORI Trends and Futures framework we can also generate “signals of the future”, trends that serve as examples of wider shifts in society. We create bespoke frameworks around the trends relevant to your organisation, your customers or service users. These include small scale inspiration packages, for use in design or policy workshops, trends frameworks identifying key measures you need to track to understand your changing business and policy context, and monitoring packages to update and evolve trends over time, plus training in trendspotting and analysis

Recalibrate

Bringing in outside expertise is a powerful way to challenge organisational assumptions about the future and Ipsos MORI has a range of methods to collate external insight. These include depth interviews with experts as part of a literature review or horizon scanning project, through to large-scale Delphi studies on areas of emerging science. Here the benefits of Ipsos MORI’s scale are clear – by spanning many areas of human life we have access to experts in many different arenas and have a track record of bringing people together to share expertise.

Strategic planning

Building on our trend and external insight expertise, Ipsos MORI can also offer strategic planning services including horizon scanning, scenario planning workshops and further scenario activation. Our rigorous approach to literature reviews and organisational breadth mean we produce outputs that stand up to scrutiny from external and internal stakeholders, while our ability to moderate innovative workshops and accommodate diverse viewpoints allows us to facilitate scenario planning in a wide range of contexts.

Participatory Futures

Understanding public expectations is an important stage for futures research in public sector organisations. Ipsos MORI Trends and Futures has developed a new approach to including the public in discussions of the future, using systems thinking to move beyond deliberation and public dialogue. We can generate a range of plausible and challenging future policy contexts which take uncertainty into account. We then convene publics and stakeholders together to explore the issues and trade-offs, in deliberation with experts and policymakers. This unique approach makes deliberative democracy more robust and future-focussed.

¹ <https://www.ipsosglobaltrends.com/>

Recent case studies

Examples of recent work by Ipsos MORI Trends and Futures are provided below

Global Trends Survey

Ipsos MORI published the third wave of its Global Trends Survey on 27th February 2020. It is a unique survey, combining social attitudes questions with consumer-facing topics to provide the wider picture of people as citizens and consumers. This third wave contains more than 350 questions and covers the views of over 22,000 people, spread over 33 countries.

The core of the survey is its **36 global values** – correlated groups of questions which highlight the key attitudes across the world such as environmentalism, hedonism and support for transgender and gay individuals, and help us to understand the trajectory of trends. The wider data has relevance for many sectors of life and can be analysed through a dedicated portal, bespoke analysis or direct provision of data, and can be used in conjunction with other future scoping and foresight methods to ground futures thinking in the reality of changing public attitudes.

The city of the future – Innovate UK

We conducted scenario planning and public dialogue for Innovate UK, exploring macro forces and key drivers of future changes in the systems of smart cities. Taking a **systems approach** we viewed cities in the round, examining interconnecting systems (water, health, energy, and so on) to identify the ideal city for the public. We then developed scenarios of how different governance or civic choices would play out.

We explored these scenarios further with the public and stakeholders at a workshop. The scenarios were presented as qualitative storylines of plausible futures, rather than objective truths about what will happen. They have acted as a central point for multi-agency discussion about how innovation can support the kinds of cities we want to live in.

Drivers and future scenarios in science publishing - Elsevier

In a world where traditional scientific journals are being overtaken by new methods of information capture, analysis and dissemination, the publisher Elsevier commissioned Ipsos MORI to **canvass expert opinion and generate scenarios about how science might be published, validated and shared in the future.**

We undertook a literature review and conducted 60 global expert interviews to define macro forces alongside 20 bespoke drivers of change. The drivers were introduced to the Elsevier team through two scenario planning workshops which also featured external experts. The scenarios were then taken to senior management workshops where they were translated into strategy. The team also published six essays on the worlds of the future, plus three scenarios of how information analytics will work in future and what the impact might be on publishers, tech companies and others.

Horizon scanning - Ofcom

In a world where political, economic and technological climates are volatile, it is increasingly important that our channels of communication are regulated to ensure they operate in the interests of citizens. Ofcom has seen continued change in the areas it regulates and had an expectation of being given a wider role by the government. As a result, it was important that they took a future focussed approach to ensure their readiness for challenges and opportunities to come.

We worked with Ofcom to help them scope out the important drivers of change in the communications sector over the next five years. Using a **pestle analysis**, Ipsos conducted a drivers analysis using data from the Ipsos Global Trends 2020 survey and various other literature sources. This allowed us to identify more than 100 hypotheses, questions and statements that fed into the creation of 18 bespoke drivers of change. We then rated these drivers in terms of how impactful they would be on the client in the next five years to create a robust model of change to inform the client's future strategy.

Future of Fats and Sugars – Ipsos MORI Thinks

We carried out a large **Delphi study** in 2019, building on the work begun in our 2018 research publication "Sugar: What Next?". We interviewed 70 global experts including those in public health policy, food innovation, academic and clinical science, as well as nutritionists, food marketers, agricultural experts and futurists. The experts were asked to forecast their concerns about the future of sugar and fat, in terms of manufacturing, retail and marketing, policy, and emergent science around health and diet.

The team crafted four potential futures based on this data, which was then shared with 30 of the round one experts to refine the hypotheses further. The early findings have been shared with food sector clients to inform strategic decision making, ahead of publication of the report in the next few months.

The future of the screen sector - BFI

Ipsos MORI is currently working with the British Film Institute on a **horizon scanning and scenario planning** project about the future of the UK screen sector. We are conducting a horizon scan, using a pestle plus framework to gain a wider understanding of the global trends affecting the world of film and screen, which will be reinforced with 20 expert interviews with global experts in this area. Following the analysis we will bring the data together into a scenario planning workshop to help BFI envision potential futures for the screen sector and take decisions about their strategy for the next few years.

Participatory Futures – The Royal Society

Ipsos MORI Trends and Futures are working on a **large-scale participatory futures project** as part of the Royal Society's Living Landscapes programme – a major scientific study which aims to inform the long-term vision of how the UK manages its land. After a horizon scanning analysis of existing scenarios for the different facets of land use such as agriculture and food, housing and biodiversity, we will produce a single set of drivers covering the potential stresses facing UK land use over the next decade. These will be taken to four reconvened public dialogue workshops, incorporating scientific experts and local landowners, where the scenarios will be debated and improved.

Our core team



Sarah Castell: Head of Futures

Sarah has nearly 20 years' experience exploring attitudes to the ways emergent cultural changes, science and technology transform society. Sarah set up Ipsos MORI's Public Dialogue Centre and our Trends and Futures team. She has advised Number 10 on the challenges of automation in Britain and Europe and has run a number of international futures studies looking at how public sector systems and users will transform in the next ten years. As contributor to Sciencewise's guiding principles on public dialogue in science and technology, Sarah's work demonstrates commitment to the principles of participatory dialogue when it comes to planning for the complex uncertainties of the future.



Billie Ing: Head of Trends

Billie brings a decade's experience working on private and public sector research and her more recent experience developing, building and delivering Ipsos' approach to early innovation consultancy, which leverages Trends and Futures thinking and approaches. Billie is tenacious in harnessing the collective intelligence of experts at Ipsos and beyond, to help tackle business challenges. She thrives on solving complex problems and in engaging and involving all stakeholders from the start of projects.



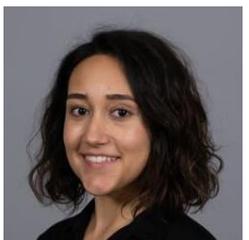
Mike Clemence: Research Manager

Mike is a Research Manager in Trends and Futures. Over the past eight years working in the Public Affairs specialism, he has worked on a wide range of public attitudes and perceptions projects, including the What Worries the World survey series and the 2016 Ipsos Global Trends Survey. He is the research lead for the 2020 wave of the Global Trends Survey, overseeing the questionnaire design and analysis. He has carried out horizon scanning work for clients including Ofcom.



Stephanie Barrett: Senior Research Executive

Stephanie is an experienced researcher and journalist skilled at finding the stories in the data and turning knowledge into insights. She is currently working on the Ipsos Global Trends Survey as part of her role within the Trends and Futures team and has a range of experience in market trends and strategy, scenario planning and futures work. Her career covers private as well as public sector research, with experience in working with global brands such as Unilever and Nestle.



Antonia Lopez, Graduate Research Executive

Antonia started her career with the Ipsos MORI Public Affairs team, where she contributed to the Active Lives Children and Young People Survey 2019. As part of Trends and Futures team, Antonia has experience working on researching public values, attitudes and trends across the world.

Ipsos MORI's standards and accreditations

Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252

The international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



MRS Company Partnership

By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation.



ISO 9001

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.

Data Protection Act

Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy.

Any work will be carried out in accordance with the requirements of the international quality standard for market research, ISO 20252, and with the Ipsos MORI Terms and Conditions.

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