



## **Women's Perspectives Futurists Identify 18 Key Trends For 2018**

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Thefuturesforum has observed that the year 2018 has started with various pundits, cognoscenti and 'futurazzi' producing the usual roundup of predictions and/or trends to watch. They have pointed out that such trends are typically of interest to captains of industry and policy leaders who are engaged in policy posturing and strategic planning for their organizations, enterprises, or sectors. Thefuturesforum has now announced that they will be placing their emphasis on futuristas, who are women futurists, in providing insights into the trends of 2018. They have published a full article about the 18 key trends for 2018.

Dr. Claire Nelson from Thefuturesforum says: "It is not usual to hear of futurists being described as "titans", and certainly women futurists are rarely among those viewed as the titans of futures studies. Indeed, though Phoebe was revered by the Greeks as the Titan of Prophecy, we futurists hesitate to take up the mantle of being a titan for we are not in the business of prophecy and crystal ball gazing. Rather we gather evidence of the emerging patterns and signaling landmarks in the landscape around us that provide foresight about the future that is emerging. Which means if were to have a patron saint, it would more likely be Providentia ? the Roman Goddess of Forethought -a kind of cousin to Phoebe."

Specifically, The Futures Forum wants to focus on what the futuristas are seeing as the emerging patterns and signs in the landscape of 2018. To do so, they have reached out to nine women all over the world to secure their views, with each being asked to pick three trends they are watching. Dr. Claire Nelson divided their answers into six categories: political, economic, social, health, environmental, and technological.

Dr. Claire Nelson gathered wisdom from a global set of futuristas. Together, they were able to identify 18 key trends, ranging from increasing incidences of fake news & social unrest (political), to increasing attention to inequality and opportunity creation (economic), to the increase in older workforce in the USA (social), to the rise of chronic NCDs in Africa (health), to increasing climate events and catastrophes (environmental), and to increasing penetration of mobile technologies in Africa (technological).

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## **Thefuturesforum**

*The Futures Forum is a not-for-profit education and research practice established to improve long-range thinking and planning for the future through thought leadership, research and development, advocacy, education and training.*

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