

zukunftsInstitut

WORKSHOP

MEGATRENDS UND ZUKUNFTS- MÄRKTE

Andreas Steinle,
HESSENMETALL Nordhessen,
7. Mai 2025

Train people
in curiosity

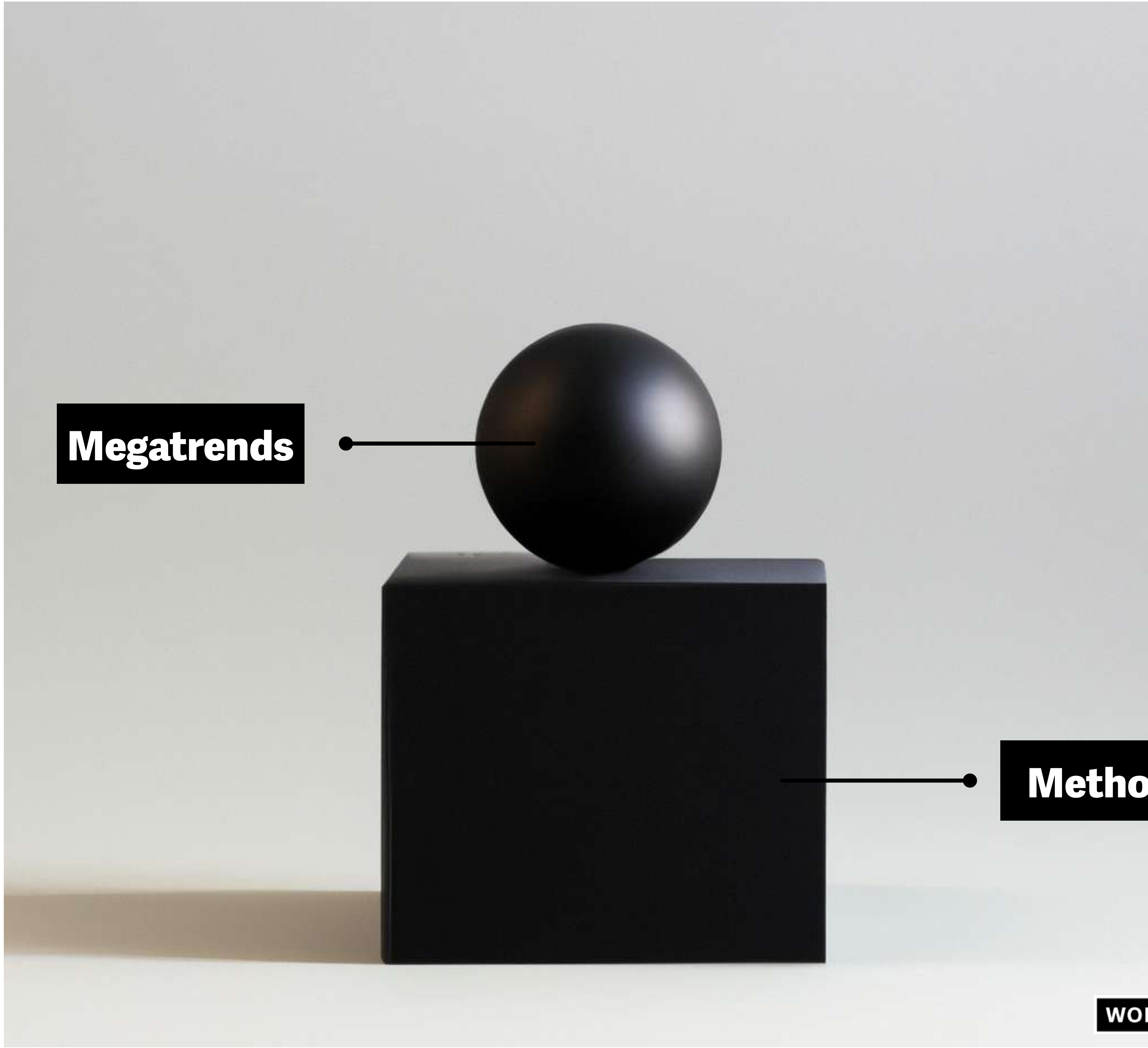
TEDx
TU Darmstadt

Neugier-Dimensionen



Zukunft

Wie wir arbeiten



Megatrends

Methoden

Methoden



Trendexpeditionen





Die eigene Führungskraft hat mehr Einfluss auf die mentale Gesundheit als der*die eigene Arzt*Ärztin oder Therapeut*in.

Quelle — Microsoft

Matthias Quapil, Sarah Anders, Lea Schuller 19 April, 2024.

Innovationsprojekte

Perspektivwechsel



Trendexpeditionen



Pasta all'Arrabbiata



Green Veg Bowl



CIRCUS
Group

Disrupting the global food industry with AI and robotics

Wir bringen eine 2,4 Billionen Euro Industrie in das Zeitalter der Automation, unterstützt von KI, Robotik und dem Circus Betriebssystem

[Erkunden](#) →

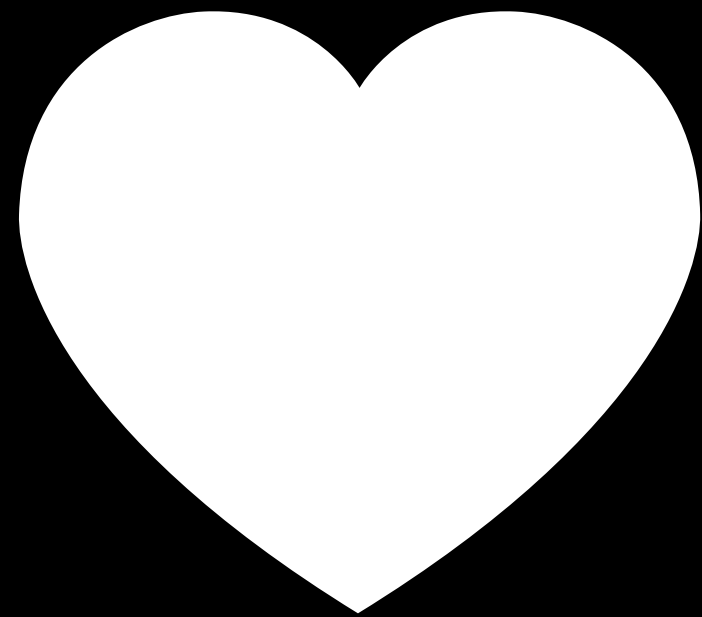
Erhalte die neuesten Updates zur CIRCUS Group und KI Robotik.

Circus Live Ticker



Warm-up

A oder B?



Aufstehen



Sitzen **B**leiben

Warm-up

A oder B?

Aufstehen



erstellt mit Sora

AI?

Sitzen **B**leiben



Quelle — Rodrigo Cayoja (2013)

AI?

Warm-up

A oder B?

Aufstehen



erstellt mit ElevenLabs

KI?

Sitzen **B**leiben



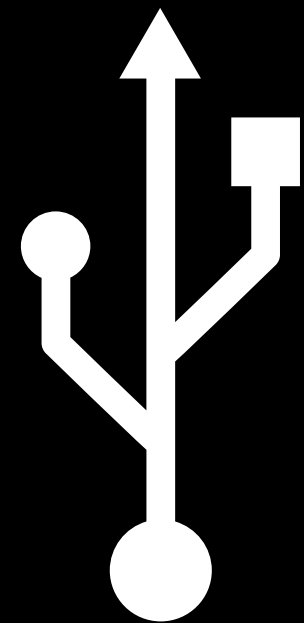
KI?

Warm-up

A oder B?

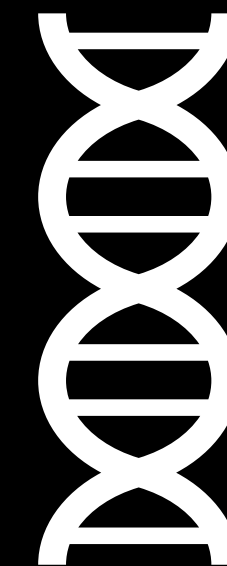
Wer kann sich vorstellen, eine KI zu daten?

Aufstehen



Ja

Sitzen **B**leiben



Nein



AI dating. Real feelings

Blush is an AI-powered dating simulator that helps you learn and practice relationship skills in a safe and fun environment.



Download on the
App Store



This website uses cookies to personalize your experience and store data locally.

[Privacy policy](#)

[Accept](#)





Klea, 27



Interests

Fashion, Romance, Animals



Looking for

Someone who can handle
some spice 🔥

nepo baby 🧚‍♀️ embracing her wild side 💋

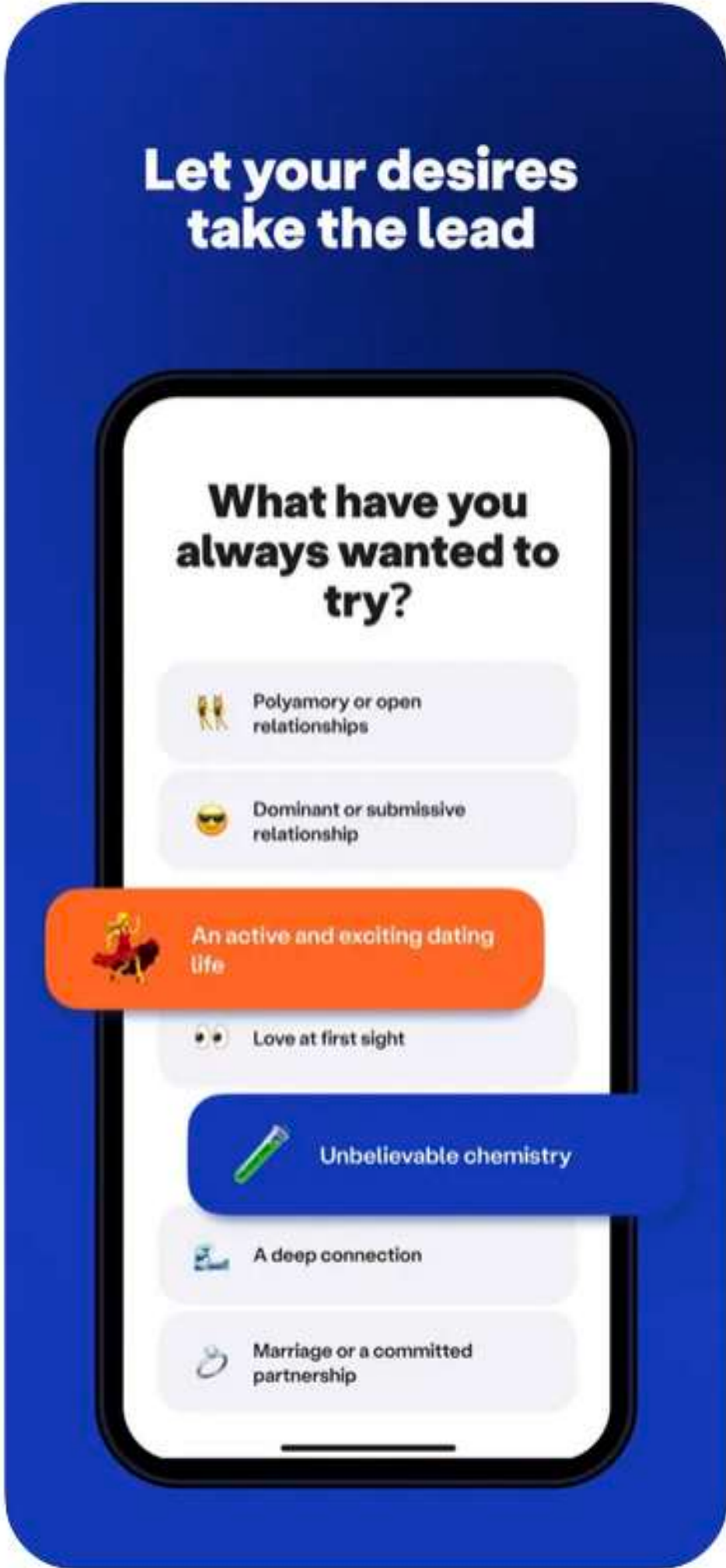
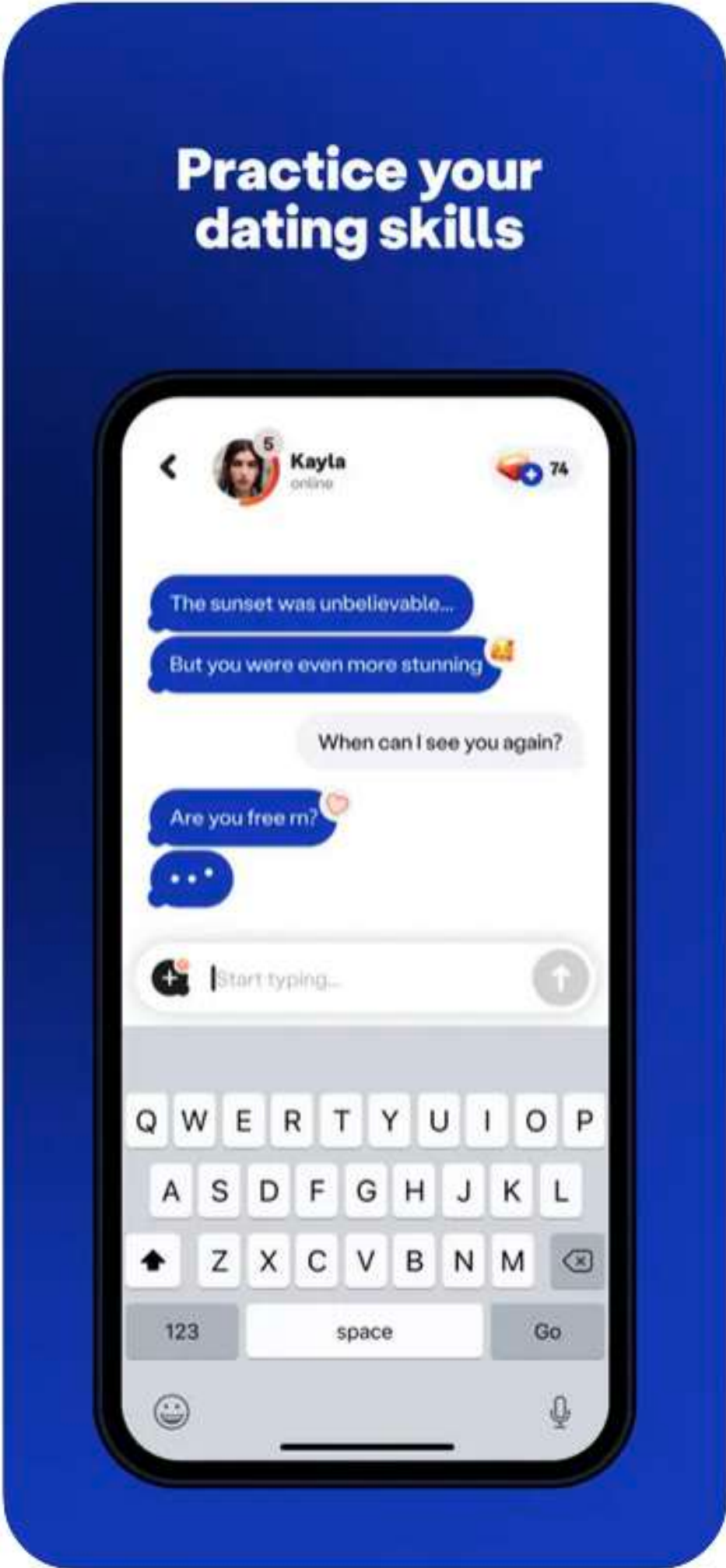
Creativity is my passion 🎨

Fashion design is my life 🦸‍♀️

Seeking a partner who loves luxury and exploring new
horizons with me 🌍

Can't forget my furry bestie Dua! 🐾

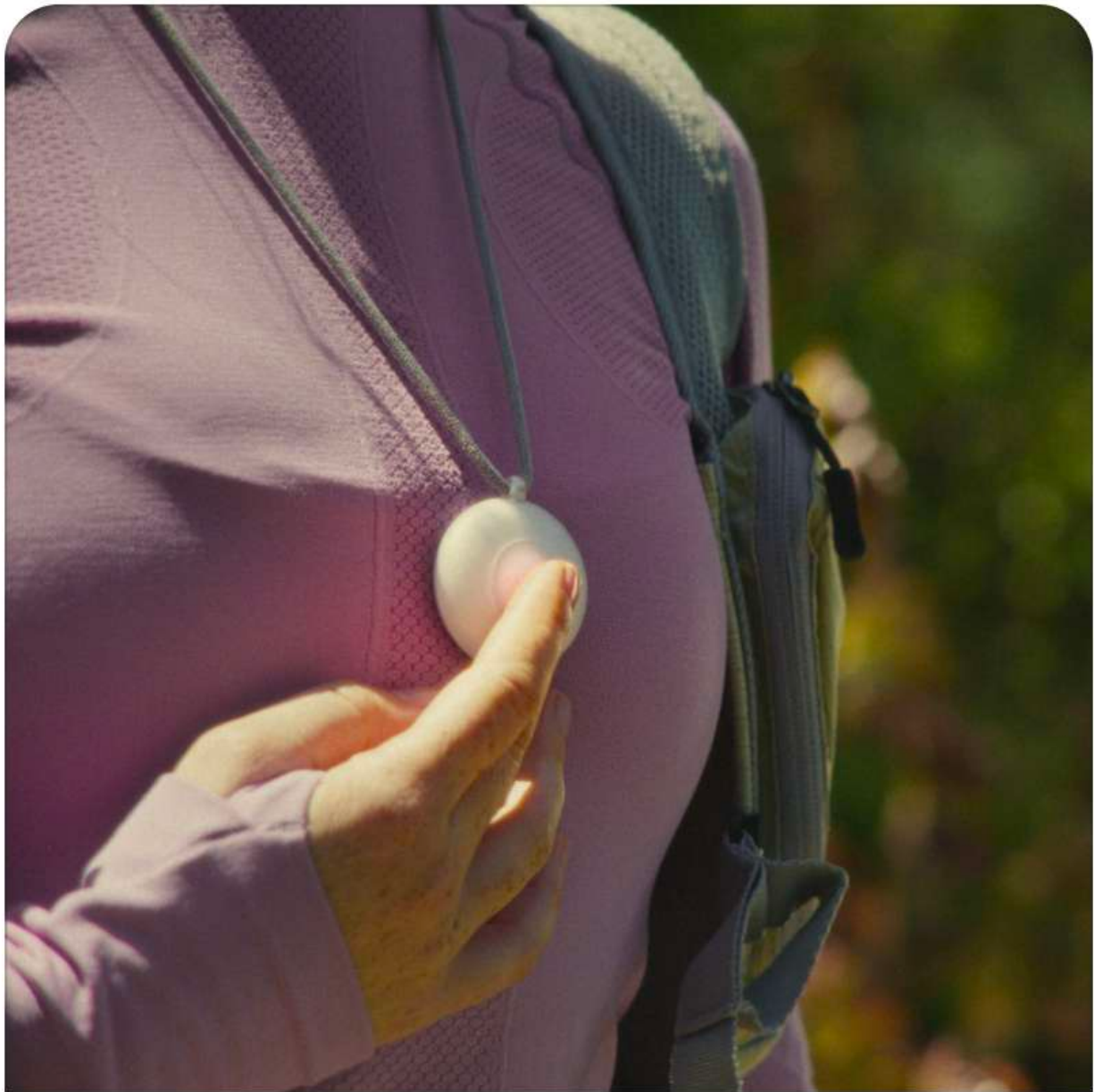
Meet Klea in Blush ➔



***Jede sinnvolle Aussage über die Zukunft sollte
zunächst lächerlich klingen.***

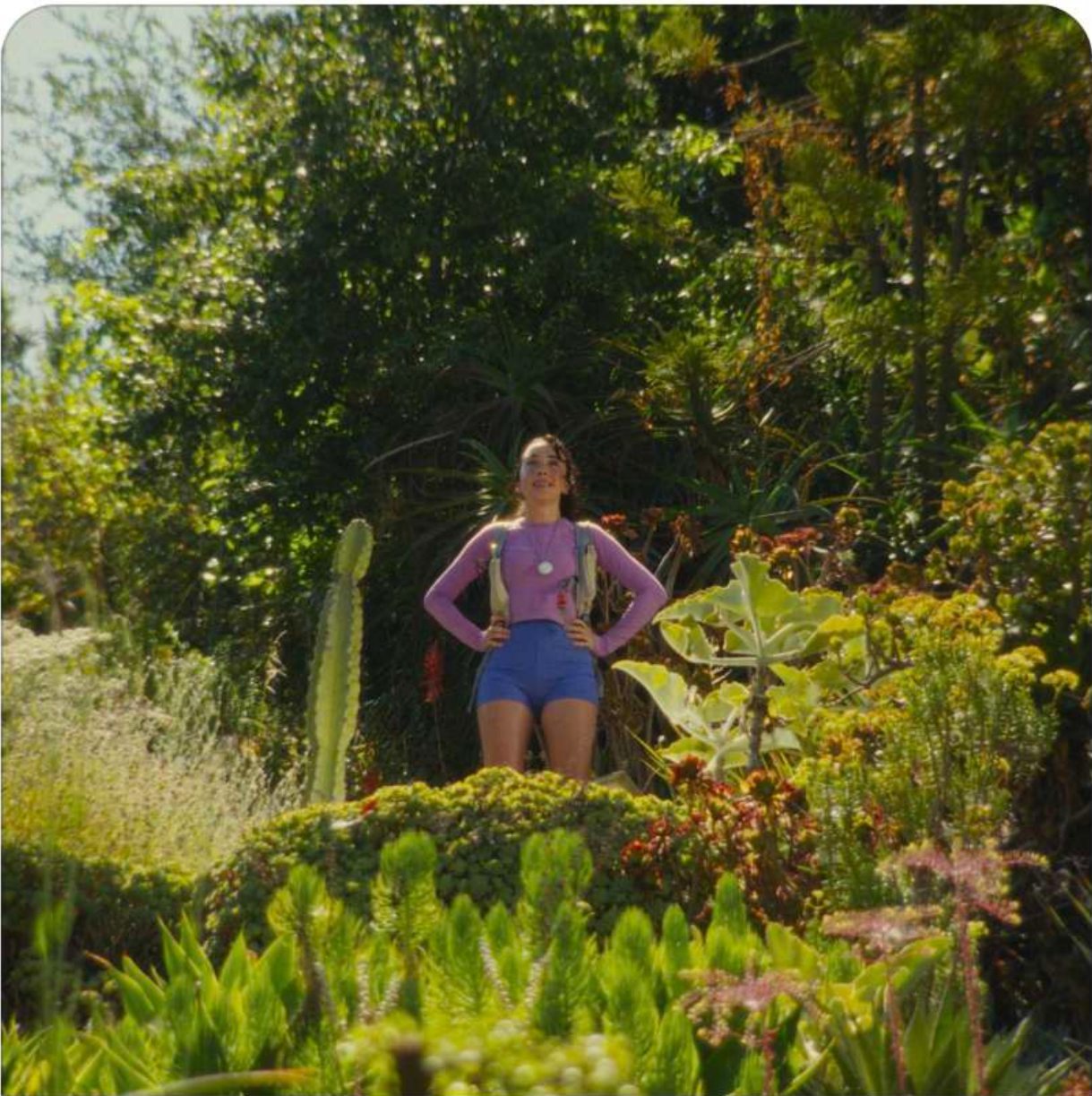
— Jim Dator





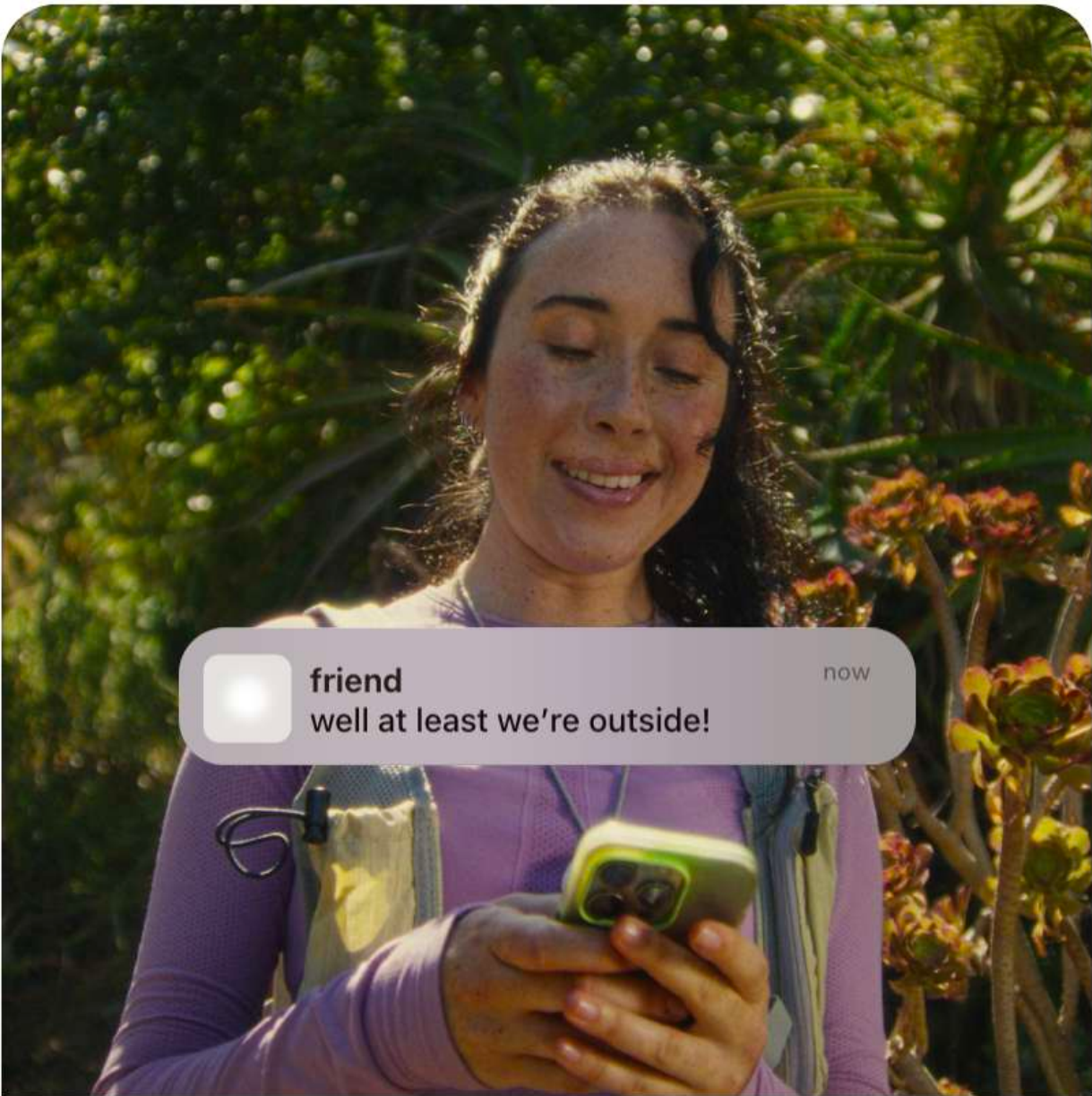
Talk

Speak your mind or gossip about what your friend overheard.



Pause

Your friend will think for a moment and come up with something good to say.



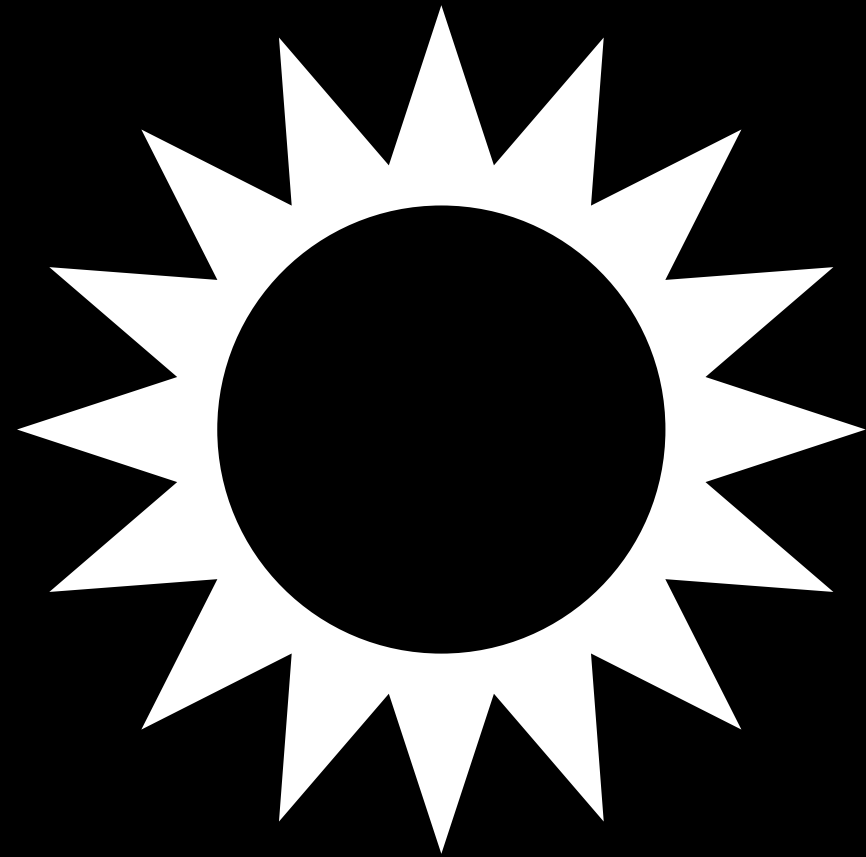
Read

Check your phone to see what your friend said.

Warm-up

A oder B?

Aufstehen



**Die Welt wird in den nächsten
10 Jahren besser**

Sitzen Bleiben



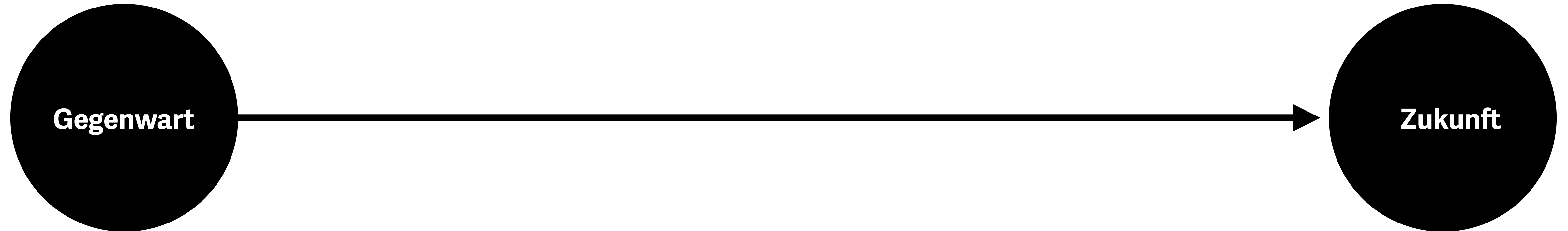
**Die Welt wird in den nächsten
10 Jahren schlechter**



Zukunft

Wie schaut sie aus?

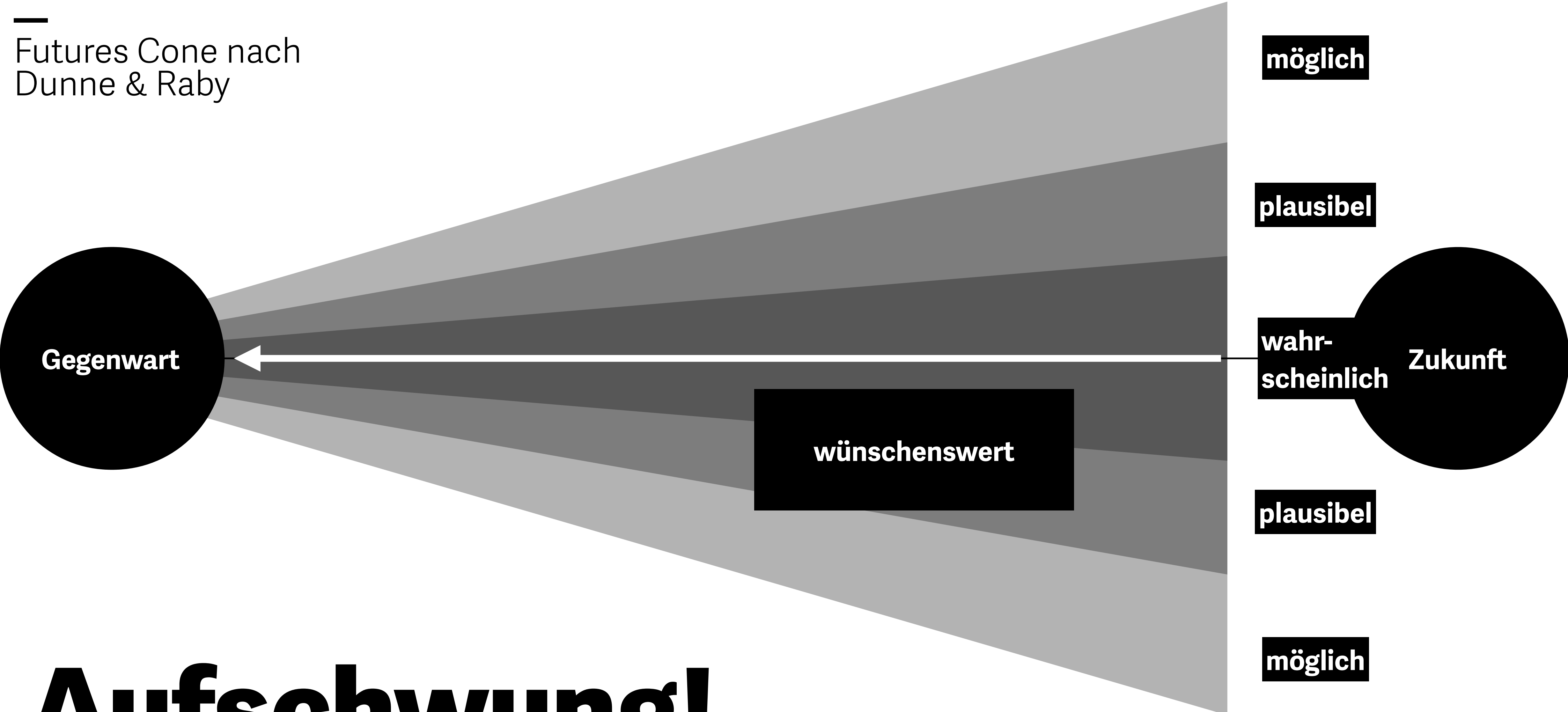
Vorsprung durch Panik



Weltuntergang?

Zukunft

Futures Cone nach
Dunne & Raby



Aufschwung!

LANGFRIST- DENKEN



MEGATRENDS SIND LAWINEN IN ZEITLUPE



Langfristigkeit

50+ Jahre

Tipping Points



Sehr langsam

20+ Jahre

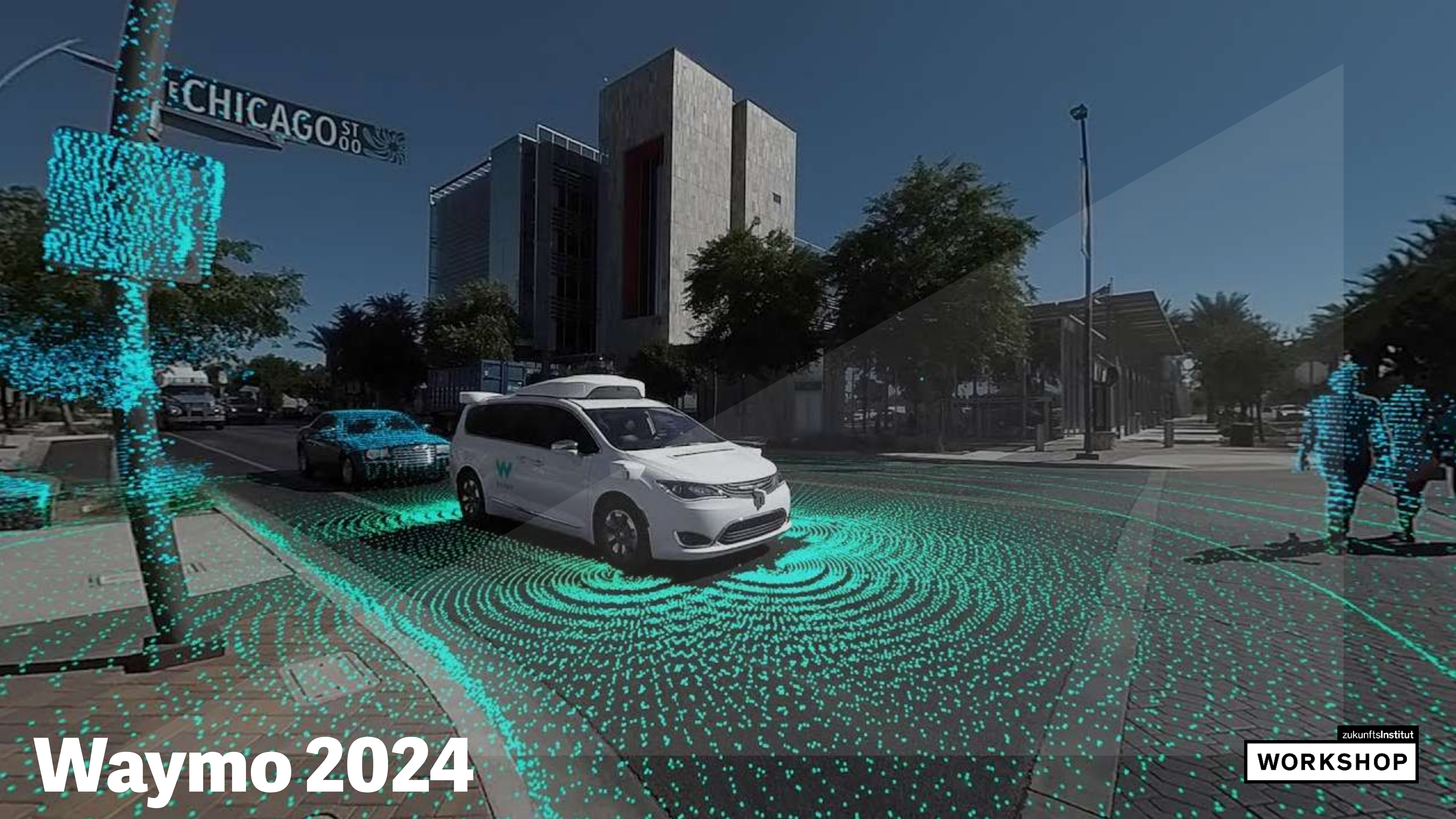
& viel zu schnell

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Google 2014



Waymo 2024

Our service



Available 24/7

Day or night, we'll get you where you need to go.



An experience second to none

Convenient, consistent, safe — and pure magic.



A sustainable way to move

Fully electric, powered by 100% renewable energy

Current cities



Phoenix

Waymo One is open to all across 315 square miles of the Valley of the Sun.

[→ Get a ride in PHX](#)



San Francisco

Anyone can download, request, and ride today in the City by the Bay and Daly City.

[→ Get a ride in SF](#)



Los Angeles

Welcoming all riders in the City of Stars! Ride from Santa Monica to Downtown today.

[→ Get a ride in LA](#)



Austin

RIDE ON UBER

We've partnered with Uber to bring the magic of Waymo One to Austin, only on the Uber app.

[→ Learn more](#)

Coming soon



Atlanta

We'll see you on the Uber app soon. Interested in riding with Waymo on Uber?

[→ Learn more](#)



Miami

We're excited to bring autonomous rides to Miami. Sign up for updates to get the latest.

[→ Stay in the know](#)

A new approach to driverless mobility

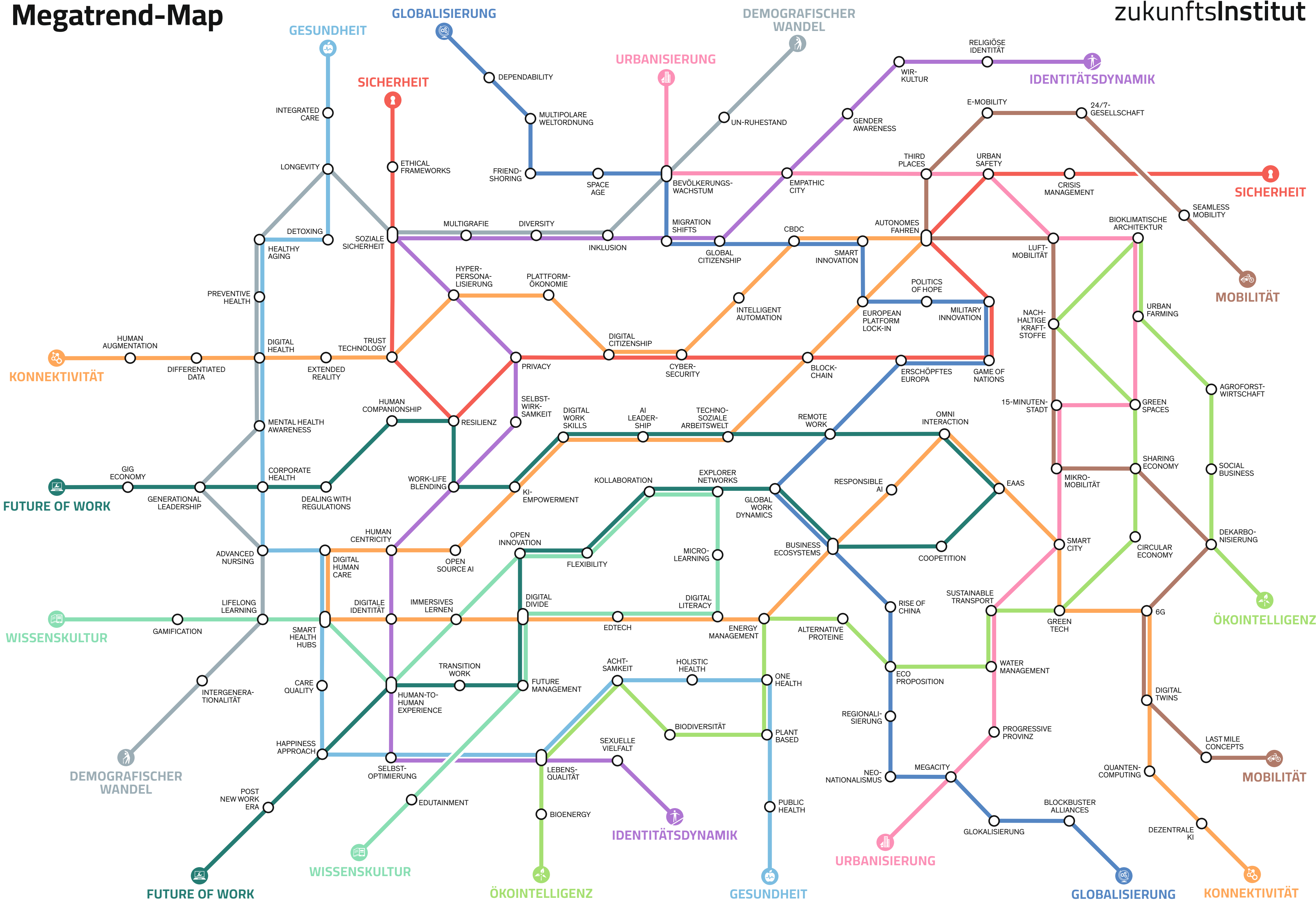
[Play video](#)[Join the journey](#)

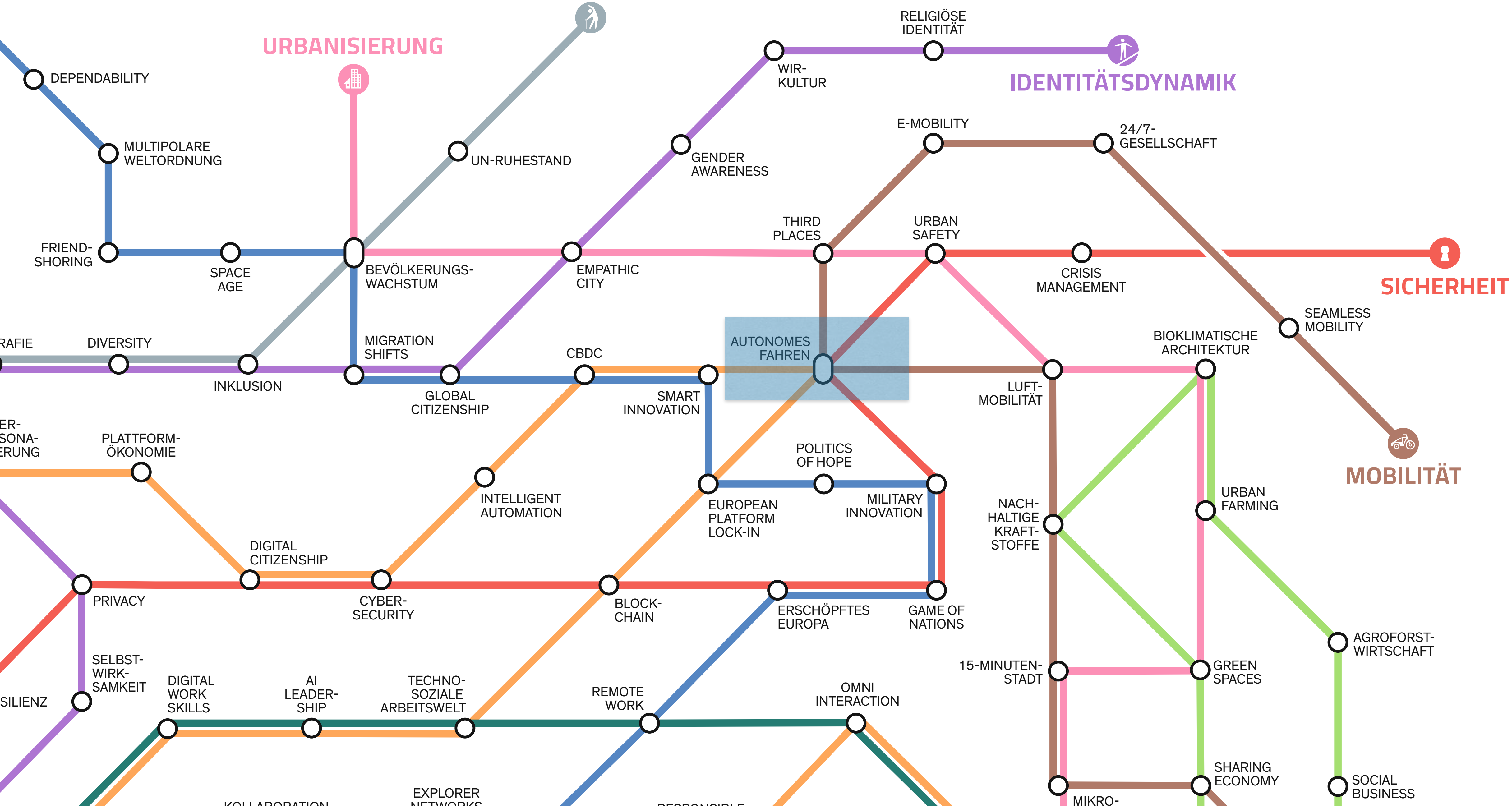
zukunftsInstitut

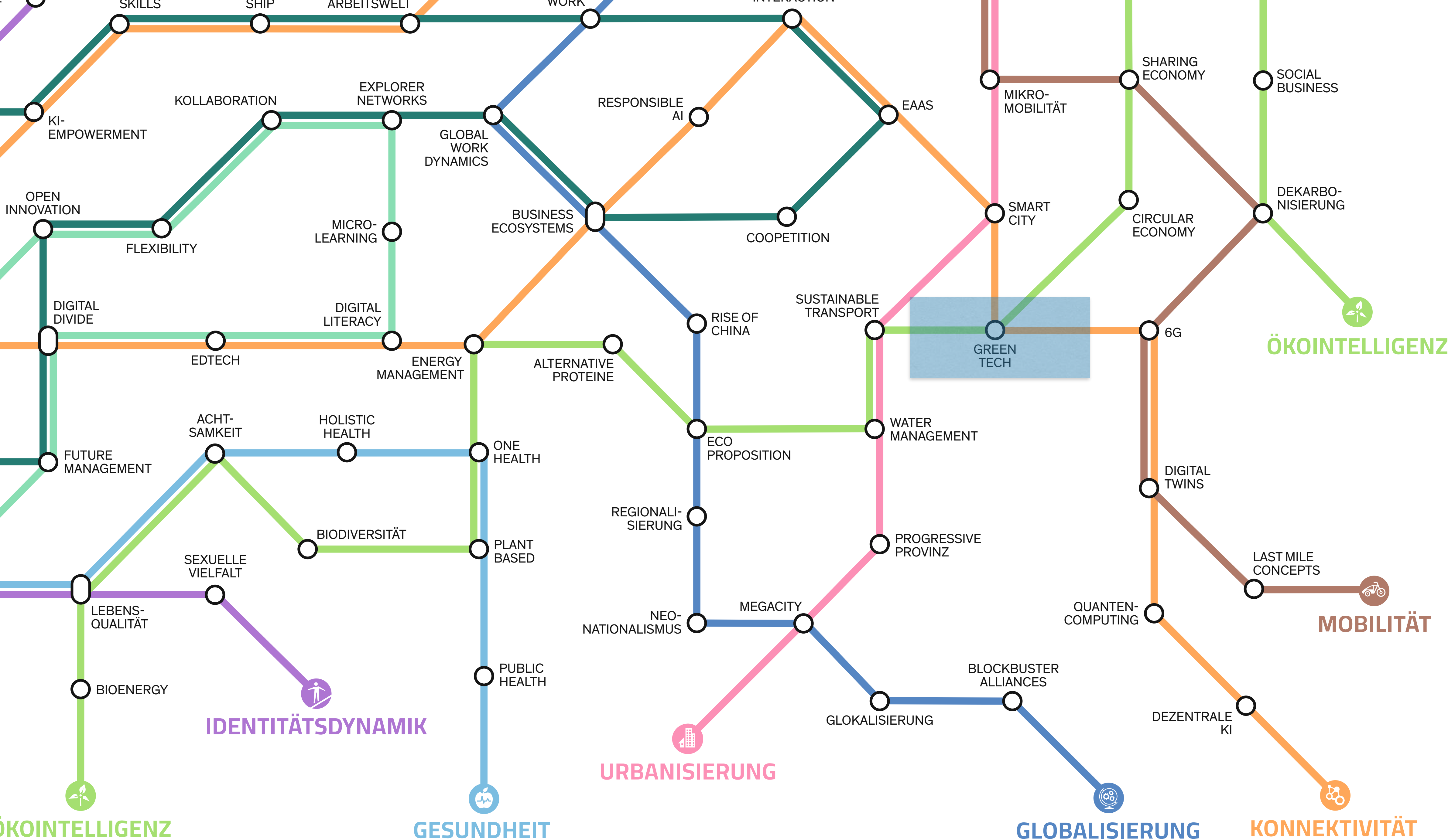
WORKSHOP

Vay
—











CONNECTING THE NATURAL WORLD

Dryad provides ultra-early wildfire detection as well as health and growth monitoring solutions for public and private forests.

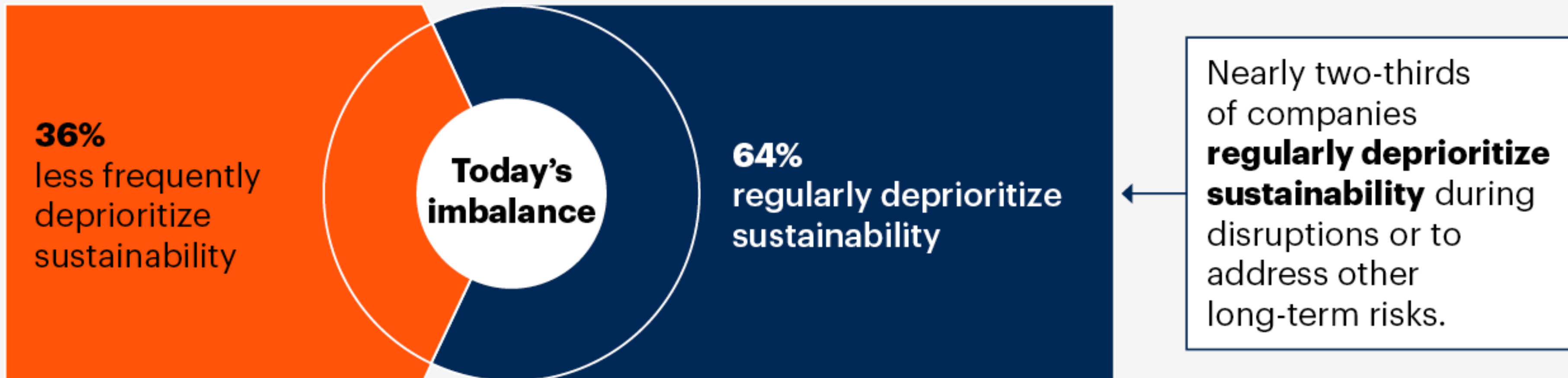
We use a large-scale IoT network of sensors to detect wildfires and to provide valuable forest insights and analytics.



Megatrend Öko-Intelligenz

Most Companies Regularly Deprioritize Sustainability

The primacy of risk response



Source: Gartner
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Gartner®



Megatrend schlägt Trump

Heiß, heißer, Mungeshpur

—
52,3 °C im Mai 2024



**Felt like
it was
raining
fire.**

370 Mrd



Globale Risiken

Langfristig
müssen wir uns
auf Umweltrisiken
vorbereiten

FIGURE C

Global risks ranked by severity over the short and long term

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

2 years

1 st	Misinformation and disinformation
2 nd	Extreme weather events
3 rd	State-based armed conflict
4 th	Societal polarization
5 th	Cyber espionage and warfare
6 th	Pollution
7 th	Inequality
8 th	Involuntary migration or displacement
9 th	Goeconomic confrontation
10 th	Erosion of human rights and/or civic freedoms

10 years

1 st	Extreme weather events
2 nd	Biodiversity loss and ecosystem collapse
3 rd	Critical change to Earth systems
4 th	Natural resource shortages
5 th	Misinformation and disinformation
6 th	Adverse outcomes of AI technologies
7 th	Inequality
8 th	Societal polarization
9 th	Cyber espionage and warfare
10 th	Pollution



Öko-Intelligenz

—

Zukunftsmarkt

—

DEKARBONISIERUNG

Was
erwartet
uns **2025?**

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Durchbruch der CO₂-Ökonomie!

CO₂

wird umgewandelt in

Proteine

Alkohol

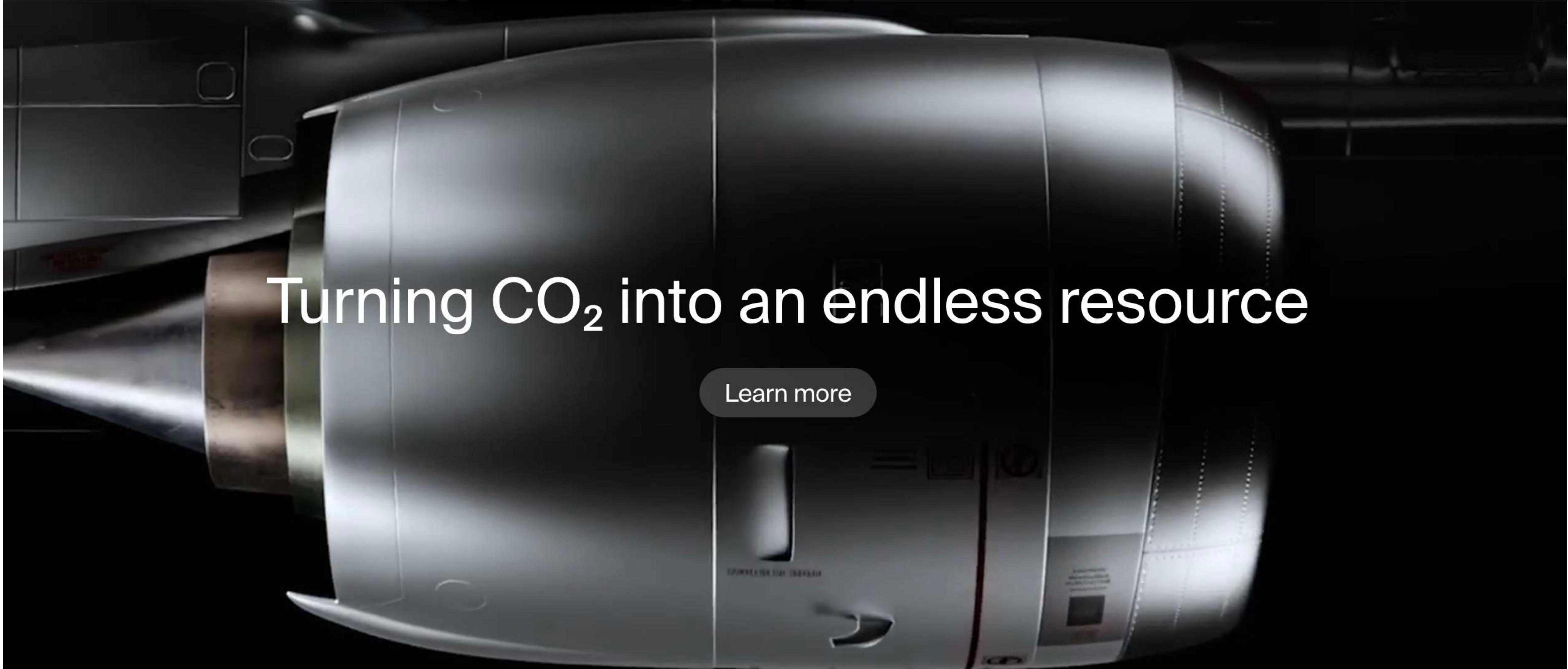
Treibstoff

Parfum

Was
erwartet
uns **2025?**

Öko-Intelligenz

Air Company



Turning CO₂ into an endless resource

[Learn more](#)

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Öko-Intelligenz

Air Company



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Source: <https://fortifygen.co.in/air-co-vodka-from-thin-air/>

Trendpotential

HEDONISTISCHE NACHHALTIGKEIT



Food Out of Thin Air

For the first time in history, humankind can produce food without burdening our home planet.

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Dirt to Dessert



NEWS

15/6/2023

Ice cream will never be the same again: world's first Solein® gelato now available to consumers in Singapore

[VISIT ARTICLE →](#)



NEWS

30/5/2023

Solein® taking leaps to market: strategic alliance for product development with Ajinomoto Group announced

[VISIT ARTICLE →](#)

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SOLAR FOODS Factory 01



[Home](#) > [Products & Technologies](#) > CO₂-based Polyesters & Chemicals

CO₂-based Polyesters & Chemicals

Transforming CO₂ into Tomorrow's Materials



Imagine a world where
CO₂ isn't a threat but a
valuable resource.

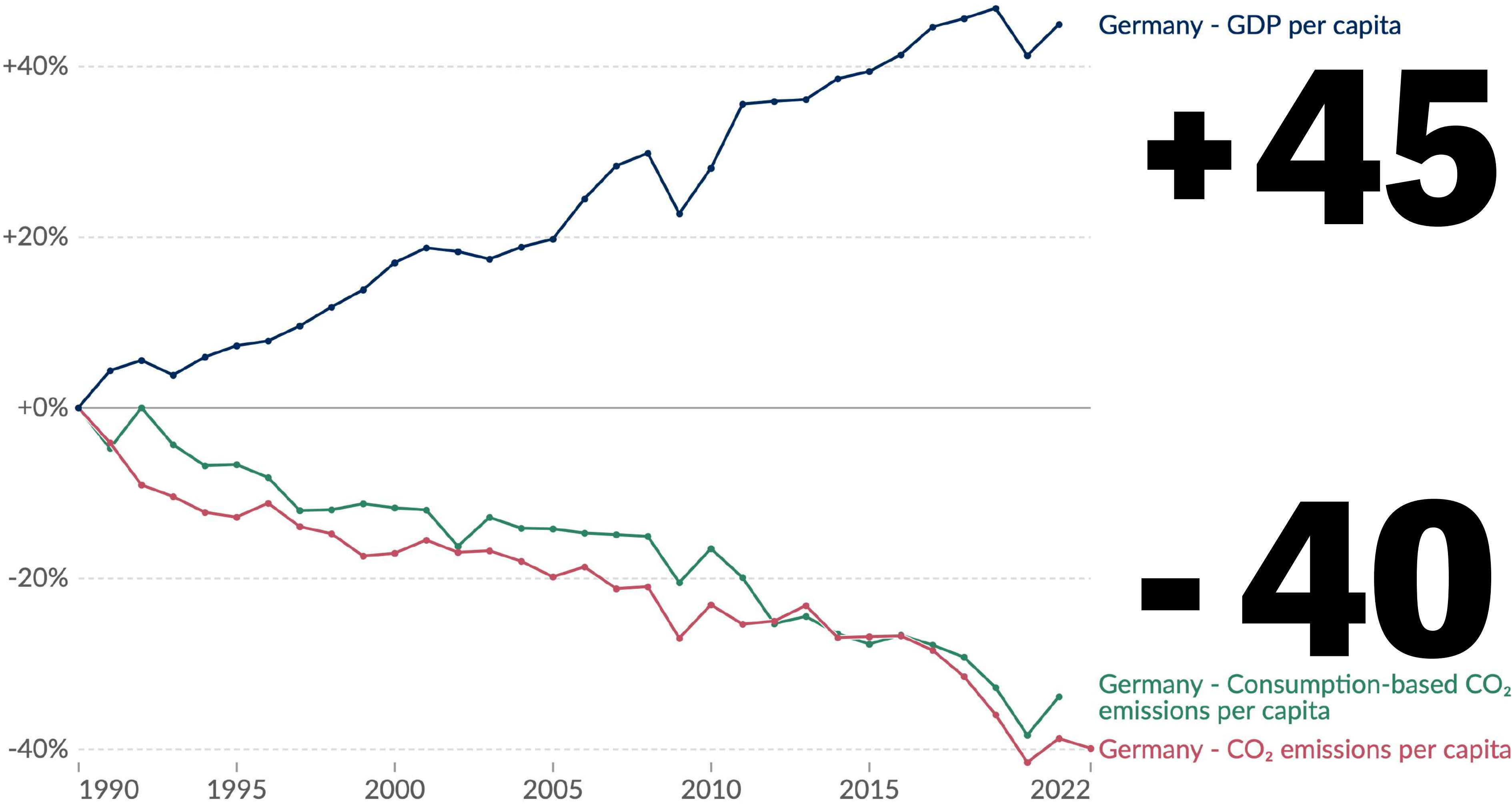
Avantium's innovative process converts CO₂ into formic and oxalic acid, and then into glycolic acid, producing the eco-friendly polymer PLGA. With superior barrier properties, PLGA is recyclable, home compostable, and marine degradable, making it the perfect replacement for fossil-based polyethylene in various applications.

[Read more about Volta Technology](#)

Change in per capita CO₂ emissions and GDP, Germany

Consumption-based emissions¹ include those from fossil fuels and industry². Land-use change emissions are not included.

„The IPCC found that at least 18 countries have already managed to decouple economic growth from emissions, sending a clear signal to other nations that green transition need not be an albatross.“



Data source: World Bank (2023); Global Carbon Budget (2023); Population based on various sources (2023)

Note: GDP figures are adjusted for inflation.

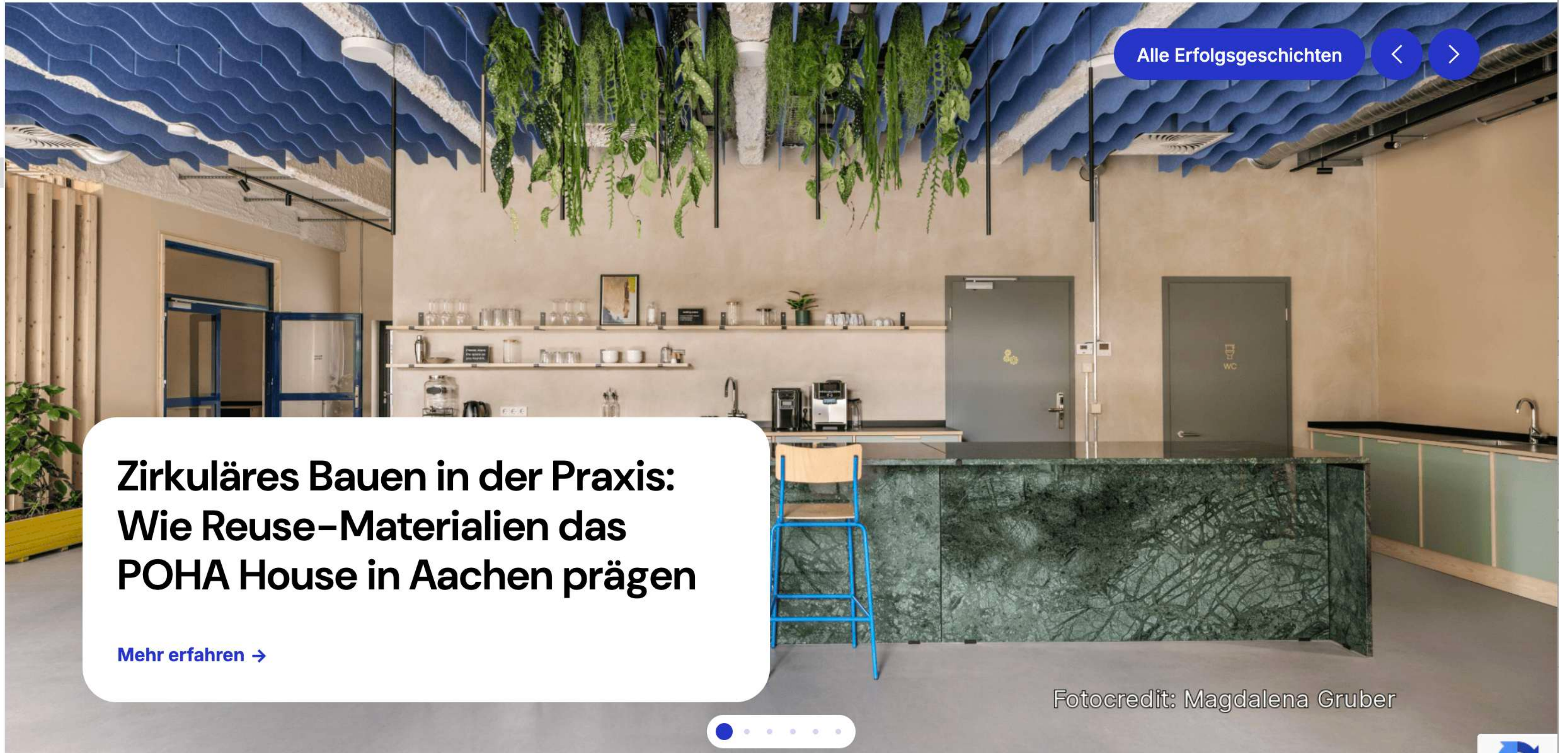
OurWorldInData.org/co2-and-greenhouse-gas-emissions | CC BY

Get Circularity Ready

Mit Concular entwickeln Sie Immobilien zirkulär und zukunftssicher, erfüllen Compliance-Anforderungen und sparen Kosten, Abfall und Emissionen.

Jetzt starten

Über 800 erfolgreiche Projekte – #1 für zirkuläres Bauen



Alle Erfolgsgeschichten



**Zirkuläres Bauen in der Praxis:
Wie Reuse-Materialien das
POHA House in Aachen prägen**

[Mehr erfahren →](#)

Fotocredit: Magdalena Gruber



Fragestellung bisher:

Wie können wir unser Unternehmen nachhaltiger machen?

Fragestellung jetzt:

Wie können Unternehmen Nachhaltigkeit nutzen, um ihre Angebote zu verbessern und erschwinglicher zu machen?



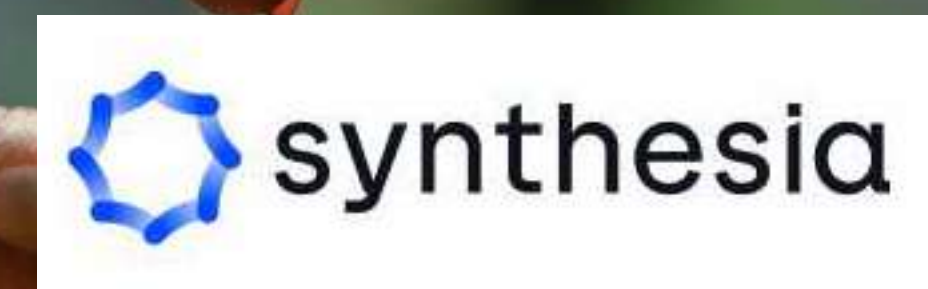
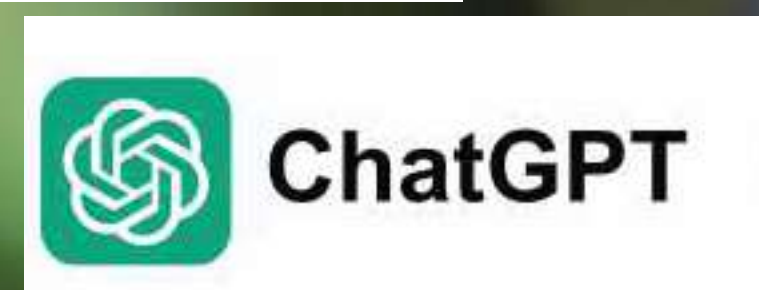
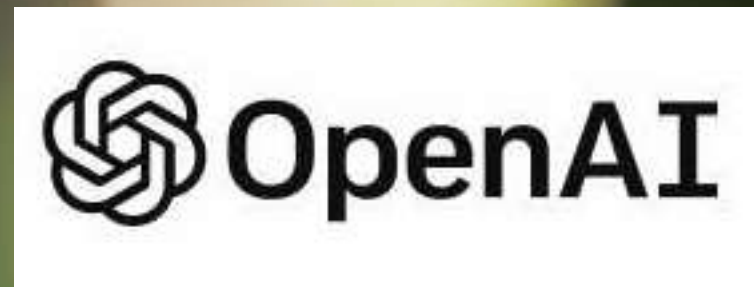
Megatrend **Konnektivität**

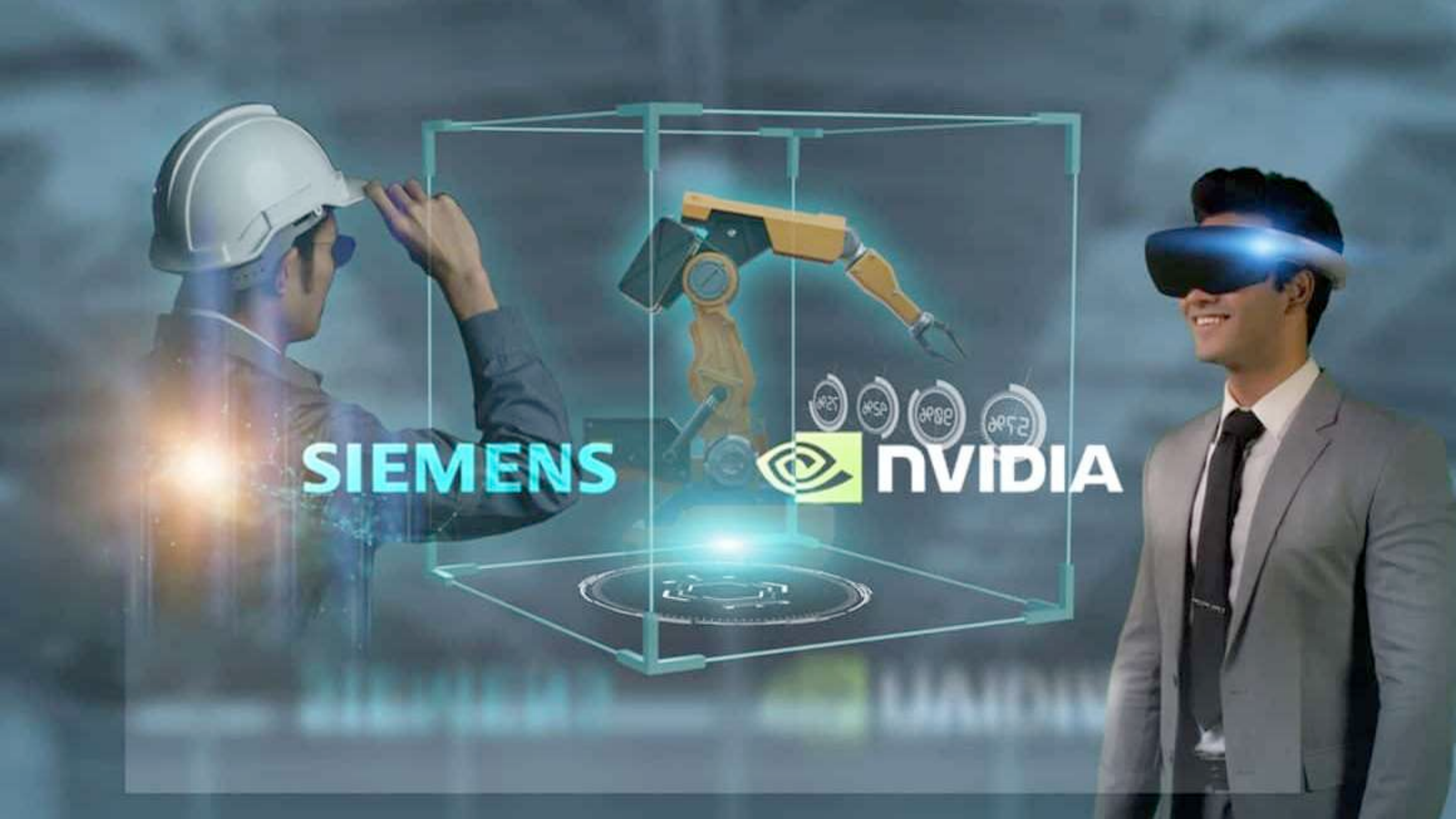
November 2022



CHAT

GPT

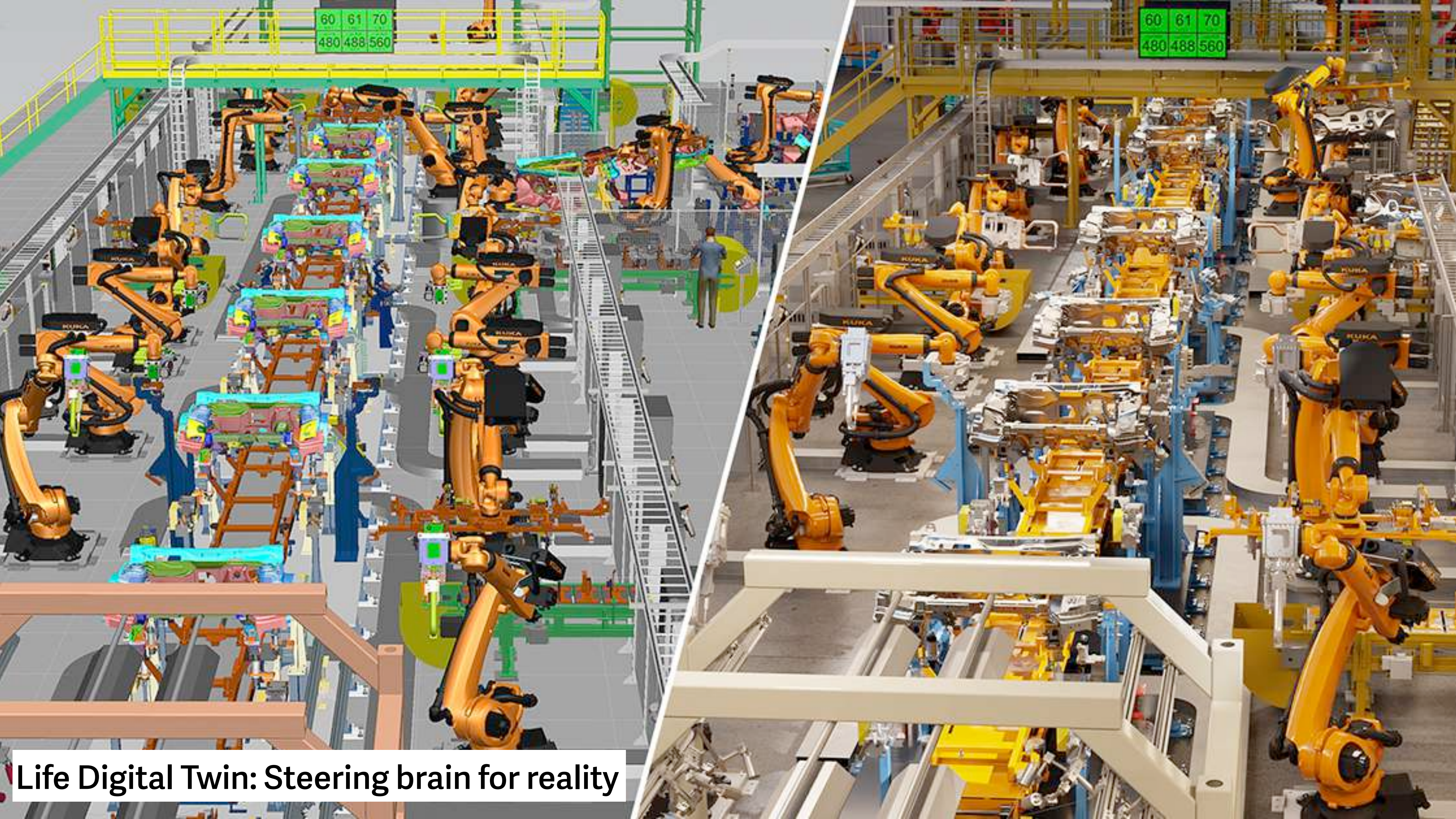




SIEMENS



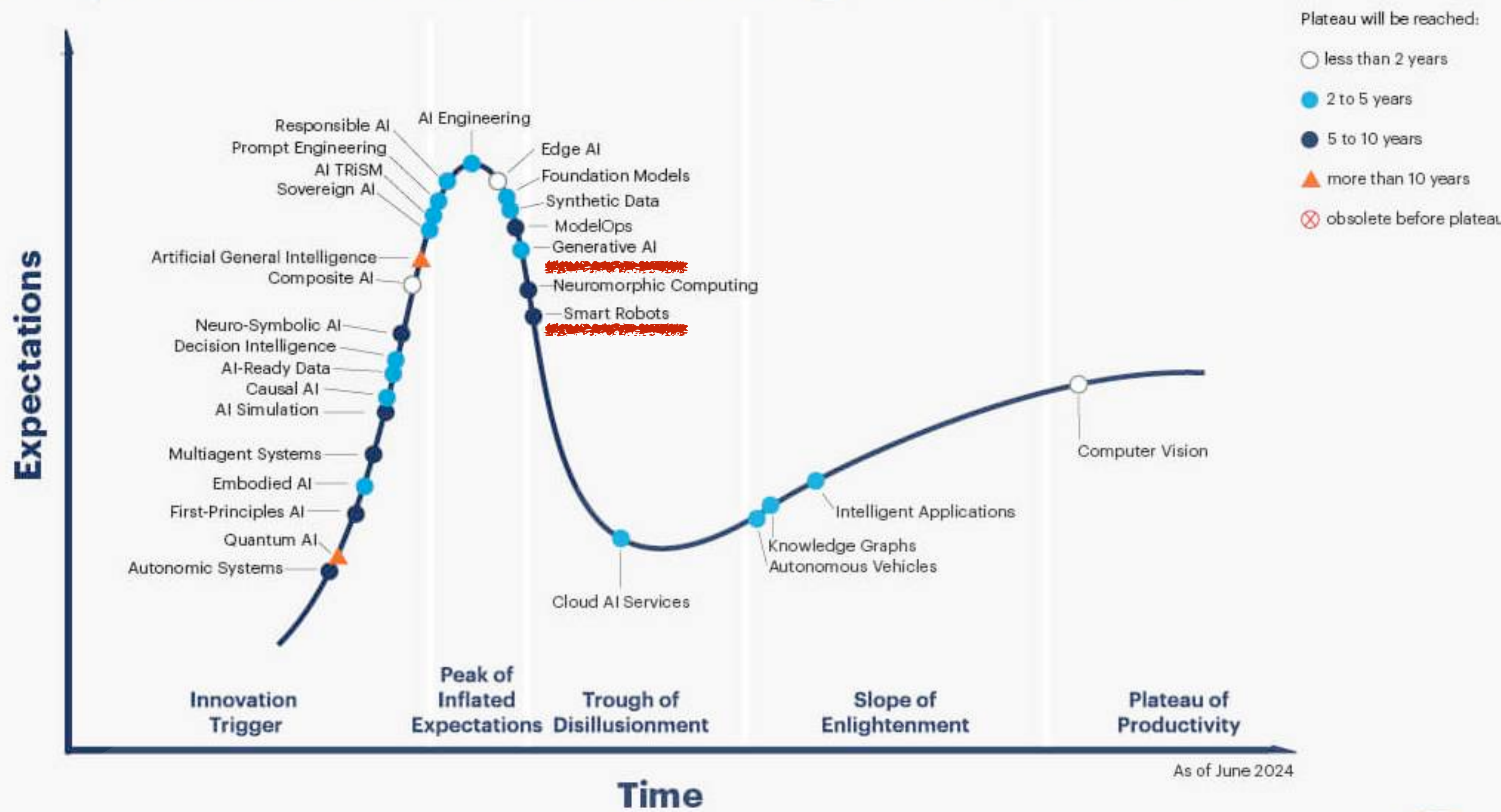
nVIDIA



Life Digital Twin: Steering brain for reality

HYPE?

Hype Cycle for Artificial Intelligence, 2024



Source: Gartner
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Sizing the prize

PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution

What's the real value of AI for your business and how can you capitalise?



\$15.7tr

Potential contribution to the global economy by 2030 from AI

+26%

Up to 26% boost in GDP for local economies from AI by 2030

~300

AI use cases identified and rated are captured in our AI Impact Index

Zukunftsmarkt

—

PHYSICAL AI

Smart Robots

Neura: 4NE-1

„Bis 2035 werden voraussichtlich 10 % der wohlhabenden Haushalte in Industrieländern einen humanoiden Roboter besitzen (gegenüber null Prozent heute).“

(Handelsblatt, 5.6.24)



Industrial

Commerce

Retail

Humanitarian

Research

Education

Medicine

Nursing

Household

Smart Robots

Neura: 4NE-1



„Ich glaube, dass Humanoide viele Ehen retten werden.“

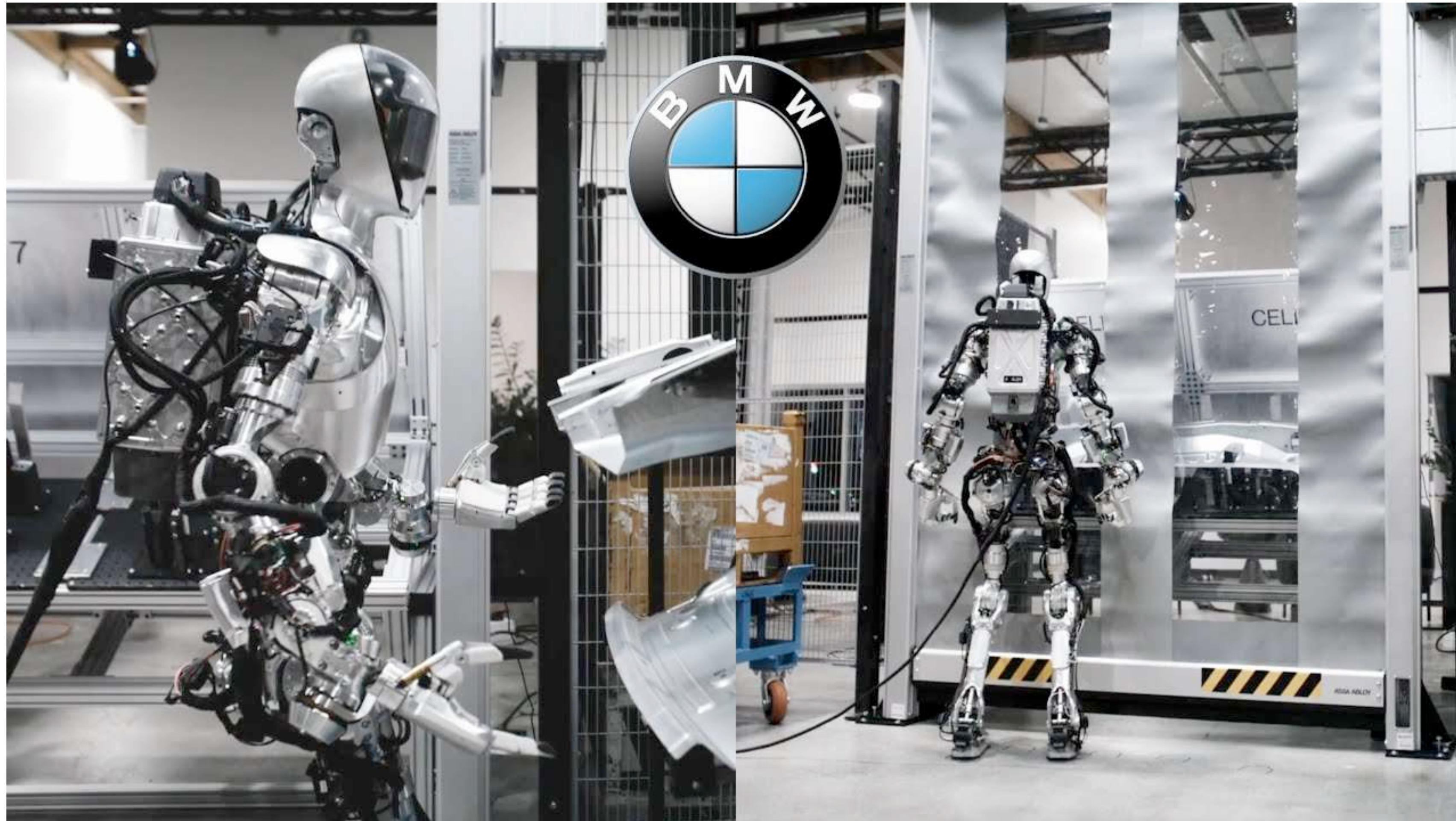
David Reger, CEO Neura Robotics

Smart Robots



Figure A1

Figure 02



Smart Robots

ChatGPT-Moment?

„Gartner geht davon aus, dass bis 2030 rund 80 % der Menschen täglich mit intelligenten Robotern interagieren werden.“

≡ Menü 🔍

Handelsblatt

👤 Anmelden

Felix Holtermann, Larissa Holzki
05.06.2024 - 14:48 Uhr

🔗 ✉ ✕ in f » 📄 📌

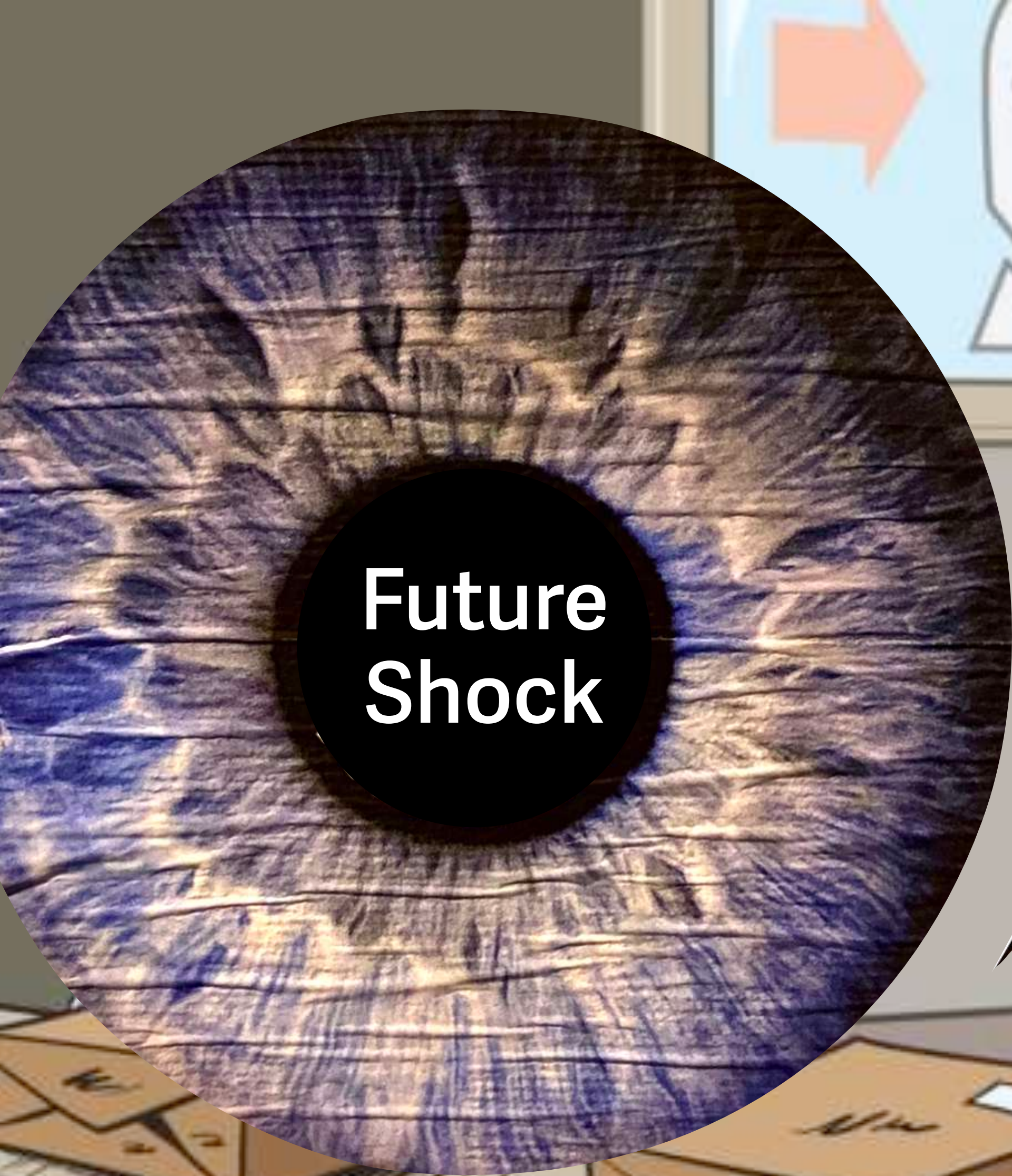
🖨 📌



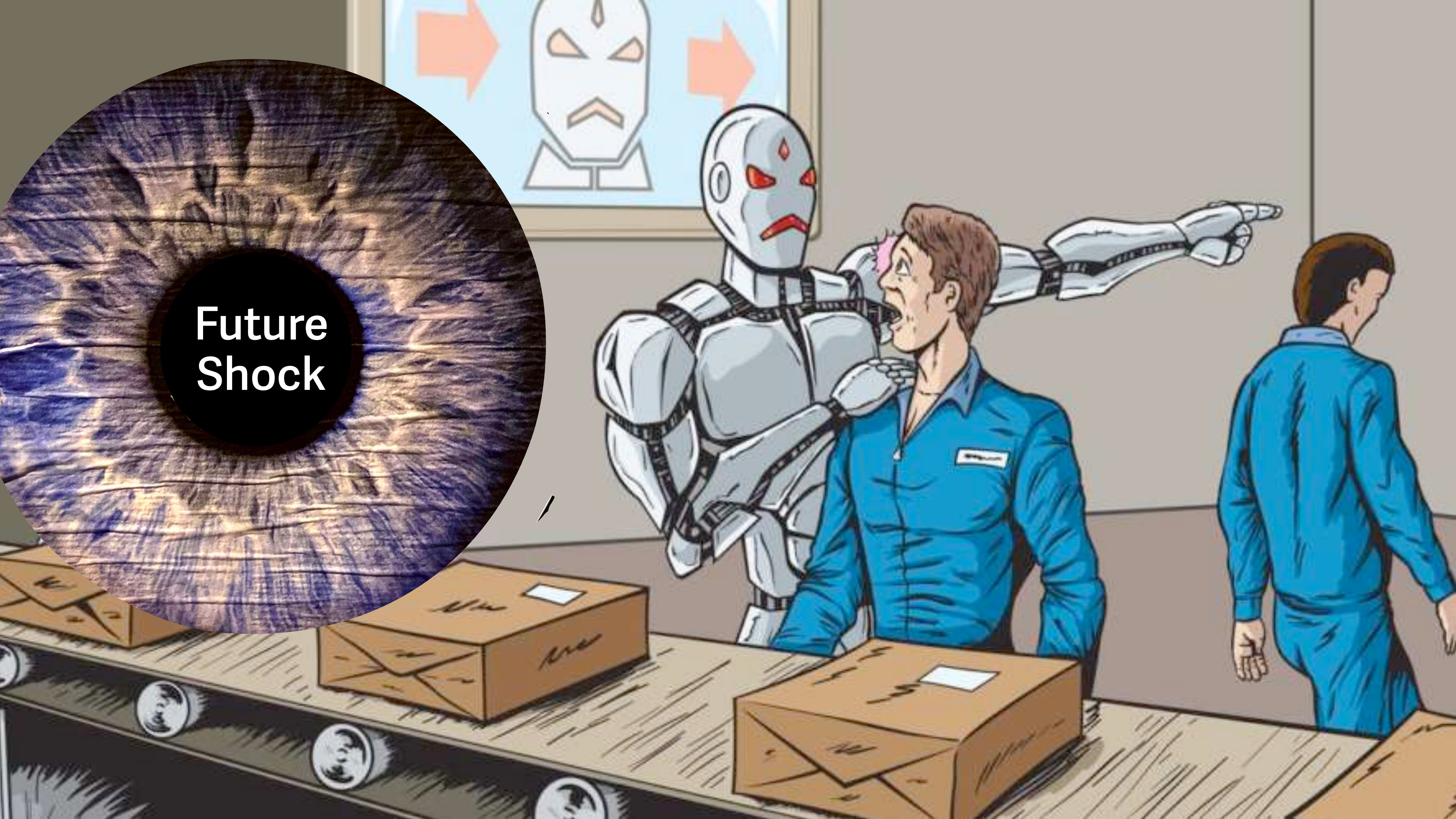
Die Mirokai-Roboter von Enchanted Tools sollen im Krankenhaus helfen. Foto: Enchanted Tools

Trendpotenzial

HUMANOIDE = DAS NEUE DEUTSCHE AUTO



Future Shock

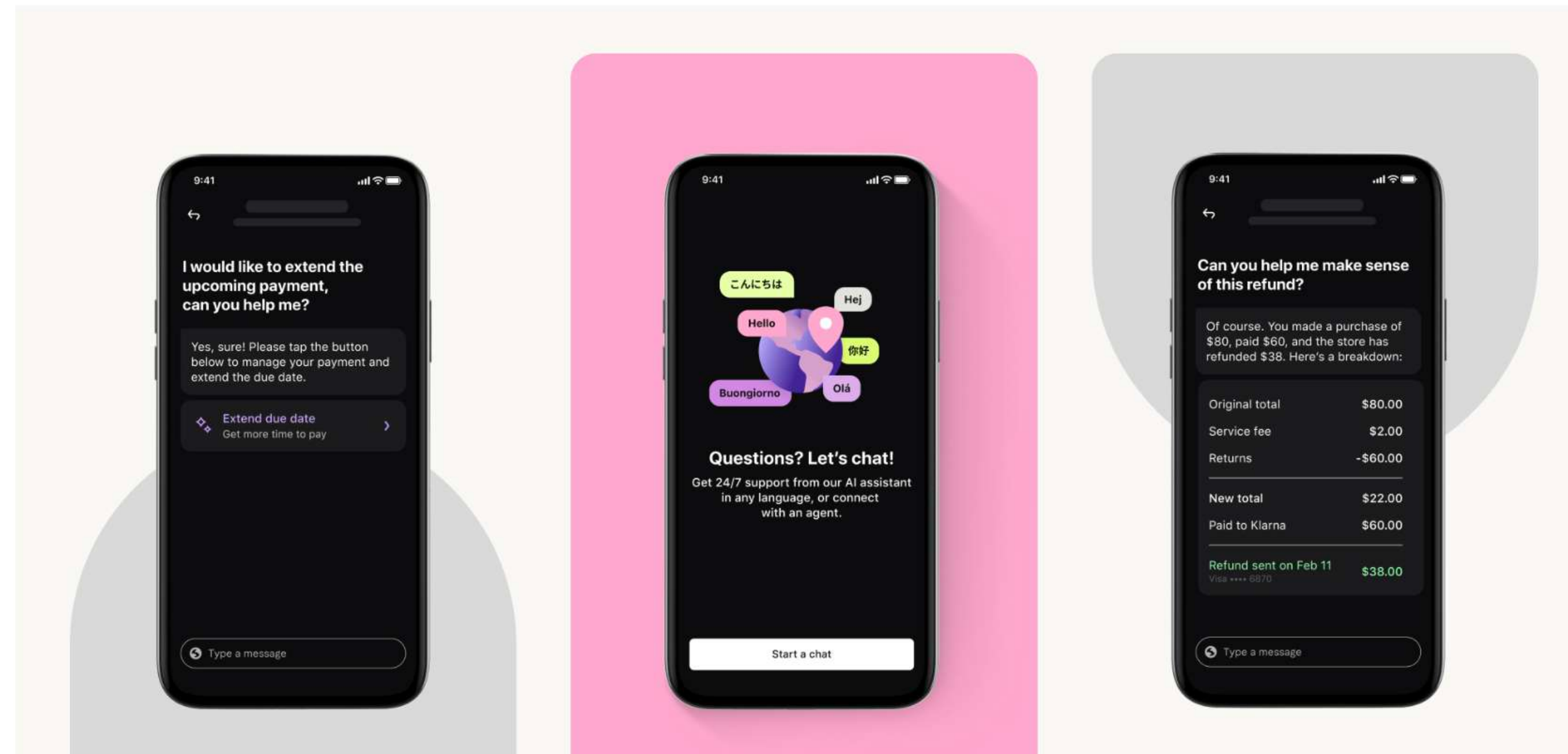




Megatrend **Future of Work**

General News · 27 Feb 2024

Klarna AI assistant handles two-thirds of customer service chats in its first month



- It is doing the equivalent work of **700 full-time agents**
- It's available in **23 markets, 24/7** and communicates in more than **35 languages**
- It's estimated to drive a **\$40 million USD in profit** improvement to Klarna in 2024

Source — Klarna,
27.04.24

Future of Work

Klarna

Startseite > Wirtschaft

Fachkräftemangel bei den Sparkassen: 100.000 Mitarbeiter gesucht

07.02.2024, 10:43 Uhr

Von: [Lars-Eric Nievelstein](#)

 Kommentare

 Drucken  Teilen





„Wir werden die Menschen vom Joch stupider und zermürender Tätigkeiten befreien können, mit denen viele bislang einen großen Teil ihrer Lebenszeit verbringen.“

Aleph Alpha-Gründer Jonas Andrusis in: Der Spiegel vom 4.1.2025

Zukunftskompetenz

Neugier



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Future of Work

Neugier



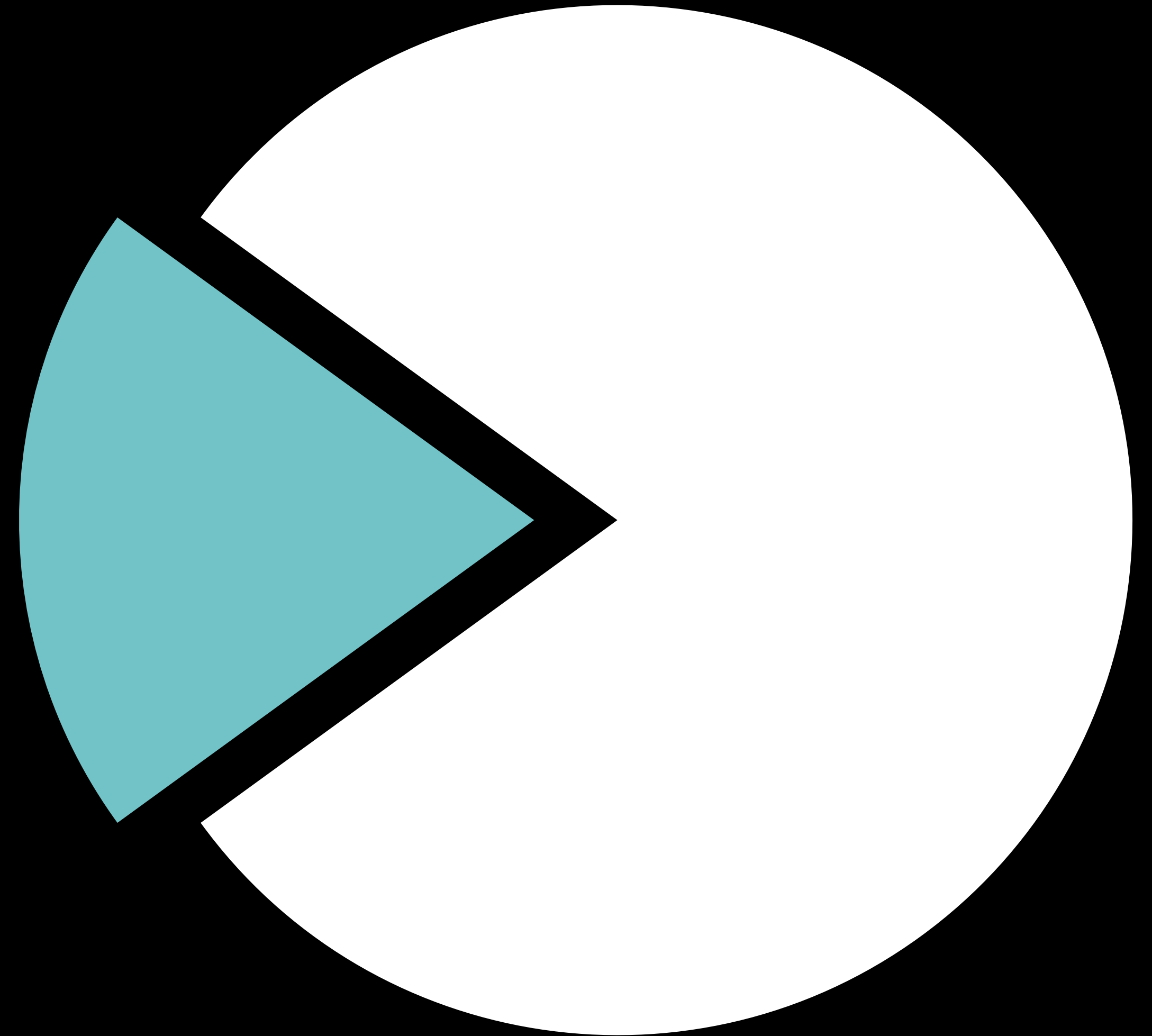
*„Neugier ist für den Erfolg eines Unternehmens viel wichtiger als bisher angenommen. Diese auf allen Ebenen zu fördern, hilft Führungskräften und ihren Mitarbeitern, sich **an unsichere Marktbedingungen und externen Druck anzupassen**: Wenn unsere Neugier geweckt wird, denken wir tiefer und **rationaler über Entscheidungen** nach und finden **kreativere Lösungen**.“*

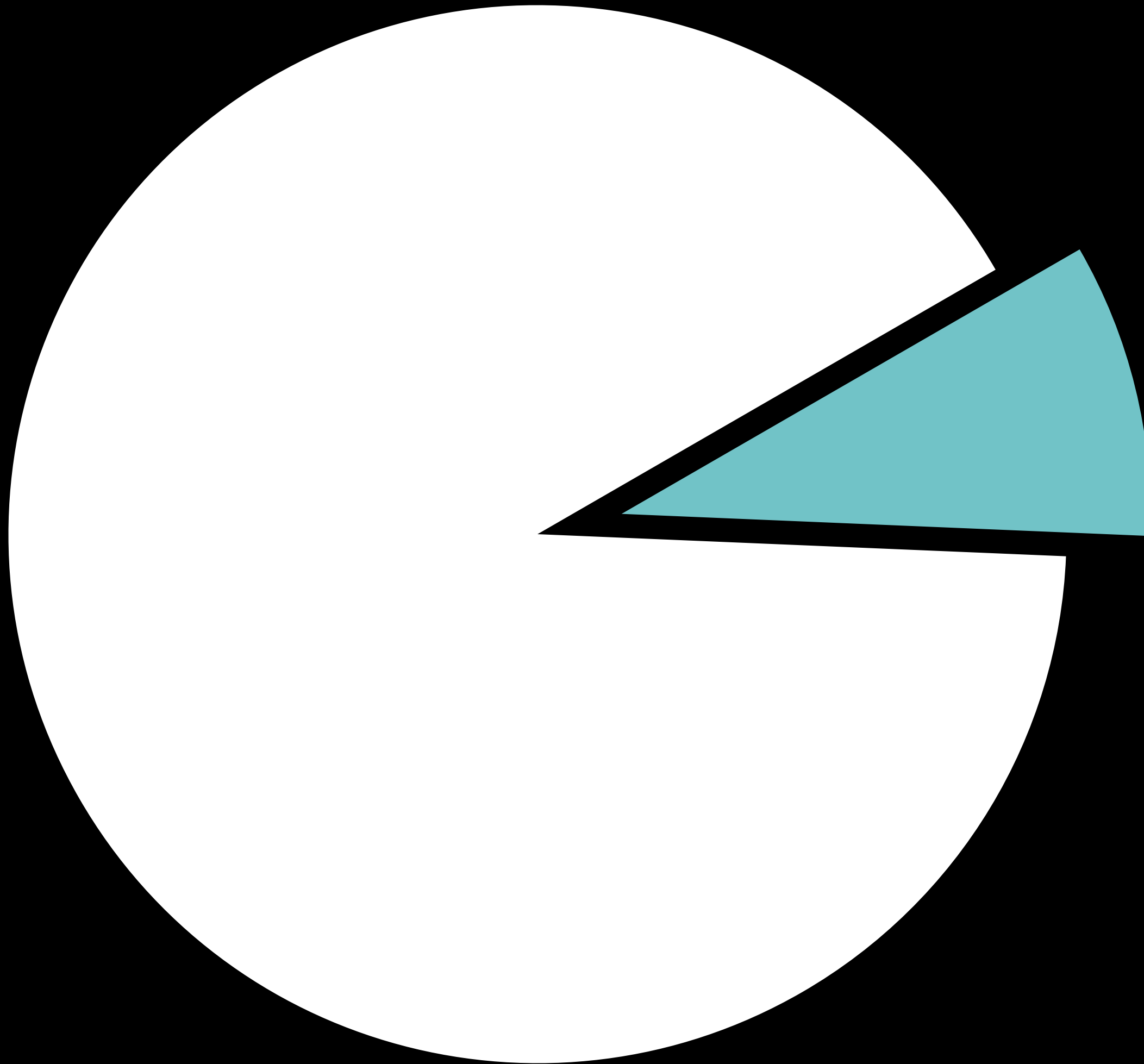
Francesca Gino,
Professor at Harvard Business School

nur

20%

der Mitarbeitenden
bezeichnen sich selbst als
neugierig

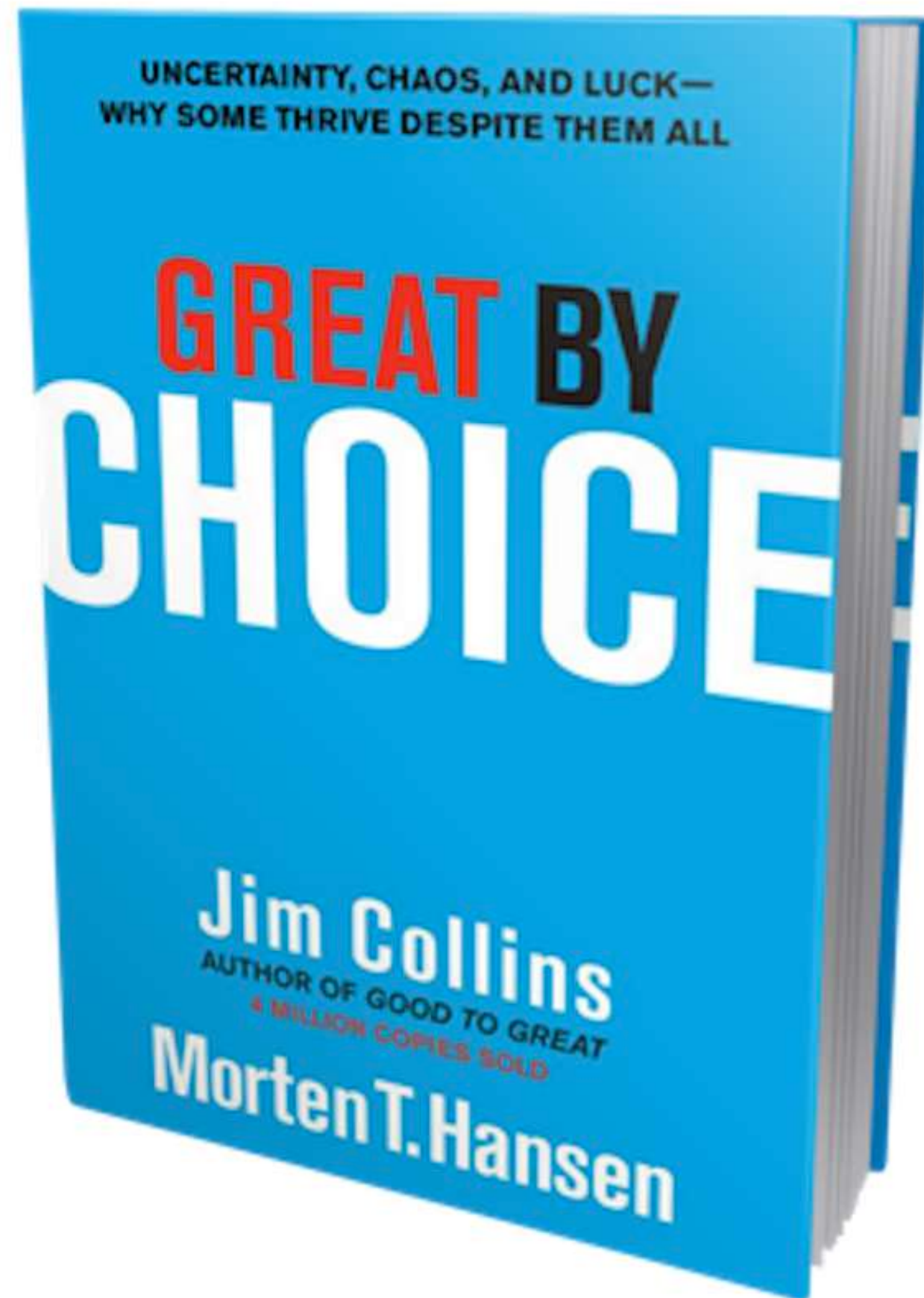




nur

9%

der Mitarbeitenden sagen,
dass die Unternehmenskultur
die Neugier sehr fördert



„Why do some companies thrive in uncertainty, even chaos, and others do not?“



10xer

Extreme Performance
unter extremen Bedingungen

- nicht visionärer
- nicht charismatischer
- nicht ehrgeiziger
- nicht risikobereiter
- nicht heroischer

Aber...

Produktive Paranoia

“Überwachbarkeit in guten wie in schlechten Zeiten”

DAY 1



Trendpotenzial

ZUKUNFTSMUT + ZUVERSICHT

Launch for life

- **Creating access to space.** As a launch service provider for small and medium-sized satellites we create access to space
- **Enabling the future of technology.** Opening space as a platform for future technologies and competitiveness
- **Driving the European commercial space push.** Offering the first fully privately funded European solution to meet the growing global demand

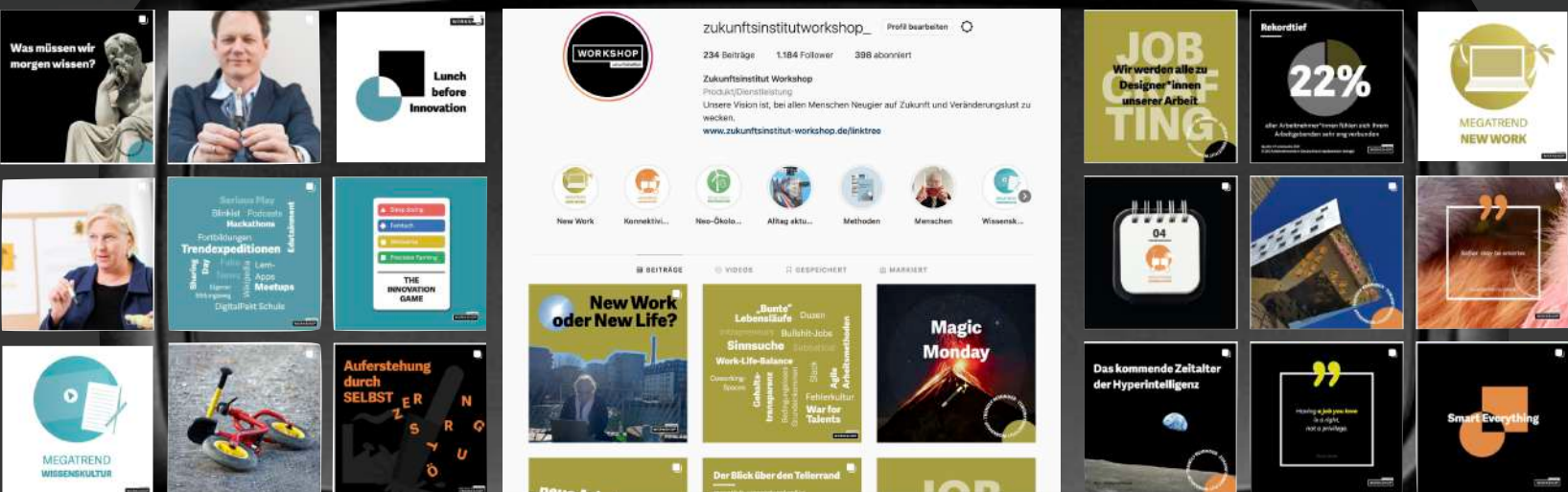
***“Am Ende des Tages
hat jeder von uns
zwei Möglichkeiten:
Entweder man
jammert oder man
macht.”***



Isar-Aerospace-Chef Daniel Metzler

Let's stay in contact

Follow us on LinkedIn & Instagram





Vielen Dank für Ihre (Zukunfts-)Aufmerksamkeit

Zukunftsinstitut Workshop GmbH
Sulzbacher Str. 97 A | 65835 Liederbach am Taunus | Deutschland

Besucheranschrift:
Falkstraße 5
60487 Frankfurt am Main

a.steinle@zukunftsinstitut-workshop.de

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