

ON THE WAY TO 2040



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HOW FAST WILL NEW TECHNOLOGIES BE ADOPTED?

Technology develops quickly, but a decreasing number of people can afford it.

As pollution will be taxed, sustainable technologies and products will be popular.

WHAT IS MANKIND'S MAIN GOAL

Economic push: striving for economic growth and individual prosperity.

Societal pull: the collective welfare of people, animals and planet.

WHAT IS THE ROLE OF LARGE TECH?

Large tech and other companies are interwoven in the system and are 'too big to fail'.

Tech and other companies and technology are regulated in time and serve society. There are many different suppliers.

WHO HAS THE GEOPOLITICAL POWER?

The East will be important and leading. With the largest economies, companies and the most scientists and little competition.

Democratic values of the West will be embraced by citizens across the world. Privacy is important and local competition will be stimulated.

WHAT DO NEW GENERATIONS WANT?

The same as before: **more (individual) prosperity.**

A healthy and sustainable balance for people, nature and planet.

HOW WILL THE INSTALLATION INDUSTRY LOOK?

Tech companies **dominate the generic market** and control the entire chain.

Dutch installation industry is leading internationally with respect to sustainability, in which a multiplicity of installation companies specialise in assembly/ disassembly or datadriven services.

WHAT IS THE ROLE OF TECHNOLOGY?

Technology is unlimited and reinforces societal problems, such as inequality.

Technology is a service and contributes to resolving societal problems.

