



My Way

MARCH 2023

It's 2023 and populism is spreading across the world. Ongoing migration and geopolitical crises, information warfare, and fake news are destabilizing global institutions. Many societies are turning inward, away from globalization, technology and institutions that they think threaten their personal rights and privacy. Political, economic and technological systems are steadily becoming more fragmented, clunky and inefficient.

This discord has been years in the making. Since 2018, investors have been steadily losing faith in global markets and political institutions as data breaches, corruption, and election manipulation efforts worldwide have escalated. This suspicion culminated in 2021, when China, weary of years of US provocations around tariffs, threatened to call in the US debt. The resulting panic sparked a major stock market crash that in turn led to the failure of many global institutions that people had assumed were too big to fail. Hoping to shelter their countries and economies from further contagion, governments responded with protectionist measures and a push towards resilience and self-sufficiency, preferring to stick to what they know and move at their own pace – on their own terms.

In Canada, the crash led to record deficits that left the country unable to fund its obligations both globally and at home. While the top 1% in Canada (like their peers worldwide) are doing well, thanks to policies that keep them at the top of the food chain, others are not so fortunate. “Have” and “have-not” provinces have been fighting over budgetary scraps, even as wildfires in Alberta continue to rage, destroying industries and displacing people and wildlife.

The growing mistrust of global institutions extends to tech giants. In 2020, Amazon, Facebook and Google were fined billions in a class action suit for failing to protect personal information. Since then, tech companies have rolled out a range of innovations only to see them flounder in the marketplace as customers remain suspicious that their private information will be at risk.

MARCH 2027

The year 2027 has seen populist governments consolidating power worldwide. Multi-polar institutions like the United Nations and the European Union are quickly fading into irrelevance. The Paris Accord has collapsed under the weight of mistrust as countries wrangle over perceived funding inequalities and refuse to bail out one another's climate disasters. Canada is still struggling with its national debt, and provinces have been left

Low social cohesion (priority is individual advantage) /
Resistance to transformative technological and societal change



to their own devices to respond to climate-related events. With protectionism in full swing, borders are becoming tighter, and data flow and innovation are slowing.

As Western societies settle into their local regions and communities, other countries are continuing to adopt technological innovations. However, a lack of global standards means that interoperability is a problem, and the quality of goods can't always be relied on. To protect individual privacy rights, Canada has enacted new restrictions on the use of personal data, although this has disrupted companies that depended on this data.

As a result, economic growth has slowed. Boomers are staying in the workforce, driving youth unemployment to an all-time high. Inequality is at record levels, and the income disparity between generations is the largest in history. Many young people are opting not to pursue degrees and designations, and are instead looking to local crafts and trades. Universities have responded by retooling their offerings to include practical curriculum, accompanied by real world experience.

The brightest spots in the economy are in sectors that serve local needs, like agriculture, light manufacturing, construction, and domestic tourism. While broader supply chains continue to exist, resources like energy and agriculture are financed and produced locally, and communities prefer to exchange goods and services with their closer neighbors. "Buy local" becomes the mantra upon which consumers make their purchasing decisions—if it's made by your neighbors, the reasoning goes, you can trust it.

MARCH 2030

In 2030, the global situation is fragmented and unstable. International governance and standards have fallen by the wayside, as countries abide by their own policies and rules. China is globally dominant both technologically and economically, and is forging its own priorities when it comes to privacy and human rights.

In Canada, climate-related disasters like flooding, tornadoes and wildfires continue, and there is little effort to address the drivers of climate change. As the toll mounts, insurance companies are unable to keep up, leaving Canadians unable to secure insurance against these ongoing climate events.

To combat steep utility prices, many provinces have adopted an agreement on the distributed generation of solar and wind power. Quebec, however, opted out of the agreement, as it believes the deal violates the spirit of its unique territory and language laws.

Low social cohesion (priority is individual advantage) /
Resistance to transformative technological and societal change



As the decade draws to a close, local communities are proving resilient. Individuals are increasingly placing their trust in their communities, investing their hard-earned dollars closer to home and their time in forging tighter familial and social circles. Many regions are adopting local-cooperative models in which individuals turn to community-based organizations like credit unions and business associations for support. In addition, more families are living together in multi-generational households (in part because employment continues to be dominated by older generations). This has fostered deeper community bonds and models of mutual support, reinvigorating local businesses, schools, neighborhoods, and churches. In many ways, we are seeing a return to simpler times. Comfort, security, community, and human interaction are the touchstones in this highly fractured and unstable world.

Low social cohesion (priority is individual advantage) /
Resistance to transformative technological and societal change