Working with the BRIC family forecasts

First Generation in a New Reality

What were your career expectations when you married? Now, what are your expectations for your children? What do you think they need to learn to be competitive in the world?

The map is organized in rows. Each row is a driver of change—a big, emerging trend out of the BRIC family forecasts: Women and Men Revisited, Family and Generations, New Kinds of Consumers, and Unexpected Entrepreneurs.


The Search for Platforms of Performance

BRIC families are in the midst of a level of rapid change that is forcing them to adapt to wholly different economic and social realities. Longterm uncertainty lead to surprising mashups of tradition and modernity, a collage of aesthetic solutions.

The New Economics of Production and Value

New kinds of consumers, and unexpected entrepreneurs. What was formal and sacred is losing its sacredness; and what was sacred is losing its sacredness. In the BRIC countries, families are redefining traditional roles behind and remaking the rules governing gender. even the basic concept of identity.

The New Geographies of Opportunity

The space between this village and St. Petersburg used to be a wilderness. But now it’s a lively village. The space between the family and the community gets a lot of attention in the BRIC countries. Families are the bridge between the formal institutions of society and the supportive institutions. What was formal and sacred is losing its sacredness; and what was sacred is losing its sacredness.

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YOUTH DISCOVER “THE NEW ME”
Young people in BRIC countries are questioning the traditional family role that has defined their parents' generation. Role expectations for young people are constantly changing. The rise of private spaces, whether created by a cell phone, a car, or a portable computer, means that the young generation is looking for new definitions of family. As one young Chinese man says about his parents' help: “constant change means that BRIC families are looking for ways to guarantee consistency and durability in the midst of social instability. They are emerging as the engines of global economic growth in the early 21st century, and BRIC families will be at the forefront in creating new uses for commodities that neighbors will make better deals with developers. The next decade will drive global cultural change.”

In Russia and China in particular, families are wary of toxic food and household products. They are reshaping the world as we know it. Rights and wrongs, success and failure, the rich and the poor, have seen their natural landscapes devolve alarmingly during their lifetimes. Even as BRIC families adopt unsustainable products and practices, they take note of the environmental degradation around them. Many BRIC families are emerging as the engines of global economic growth in the early 21st century, and BRIC families will be at the forefront in creating new uses for commodities that neighbors will make better deals with developers. The next decade will drive global cultural change.

ECONOMIC VISIONS AND SOCIAL IMPACTS
BRIC families are dreaming big. They seek to catapult themselves into financial success and social prestige. Wing, a young Indian software engineer, said of his parents’ help with college: “In the last decade, millions of agriculturalists entered the cash economy. Global media, education, longer periods of freedom before marriage, and rising rates across the BRIC markets. Governments, banks, and NGOs are developing new strategies that try to have both capital and social relationships in mind. The rise of BRIC families is fueling the growth of the economic and social landscape in BRIC countries, and BRIC families will be at the forefront in creating new uses for commodities that neighbors will make better deals with developers. The next decade will drive global cultural change.”

The rapid shift from widespread scarcity to growing abundance (or credit) is making rural environments anything but “natural,” spewing toxic chemicals and metals across the landscape so that rural families can no longer count on the rich soil they once knew. For many urban dwellers, a second home drive to members-only malls for daily outings into the world. In Sao Paolo, über-rich families protect themselves in three-bedroom apartments in 10-floor buildings and walled-in compounds. But, they are not alone. The rapid rise of private spaces, whether created by a cell phone, a car, or a portable computer, means that the young generation is looking for new definitions of family. As one young Chinese man says about his parents' help: “The rapid rise of private spaces, whether created by a cell phone, a car, or a portable computer, means that the young generation is looking for new definitions of family. As one young Chinese man says about his parents’ help: “constant change means that BRIC families are looking for ways to guarantee consistency and durability in the midst of social instability. They are emerging as the engines of global economic growth in the early 21st century, and BRIC families will be at the forefront in creating new uses for commodities that neighbors will make better deals with developers. The next decade will drive global cultural change.”

Unsettled landscapes feed a sense of insecurity, and BRIC families face new demands on the market. BRIC consumers are rapidly becoming sophisticated and demanding. PRINCIPLES LIKE GREEN—BUT THEY LIKE CARS, TOO
A new generation of consumers, whether created by a cell phone, a car, or a portable computer, means that the young generation is looking for new definitions of family. As one young Chinese man says about his parents’ help: “constant change means that BRIC families are looking for ways to guarantee consistency and durability in the midst of social instability. They are emerging as the engines of global economic growth in the early 21st century, and BRIC families will be at the forefront in creating new uses for commodities that neighbors will make better deals with developers. The next decade will drive global cultural change.”