



# INNOVATION CHALLENGE

- **Find out about Blue Skies, it's business model, ethos and products (visit [www.blueskies.com](http://www.blueskies.com))**
- **Come up with an idea for a new product for Blue Skies. The product must:**
  - Be able to meet the needs of the world in 2025 (see 15 possible scenarios for Blue Skies)
  - Enable Blue Skies to stick to its core principles of value adding at source and fresh-from-harvest
- **Present your product in a presentation, to include:**
  - A 1 page concept note
  - Details of how and where the product will be made
  - Details of how the product will be distributed
  - Details of how it will be retailed
  - Some idea of cost considerations
  - A marketing plan
  - Technical and Legal considerations

# 15 POSSIBLE SCENARIOS FOR BLUE SKIES IN 2025



1. Higher oil prices will accelerate demand for electric vehicles. By 2025, it's estimated that there will be 25 million electric vehicles on the road, which is about 22% of all vehicles
2. Budget airlines will become the dominant force in aviation. Long-haul flights will be smaller with many carriers shifting fleets away from 747s and the newer A380s, in favour of more efficient smaller wide-bodied and narrow bodied planes such as the A350 and 787s. Passenger capacity will increase to meet growing global demand, however some carriers will begin to reduce their freight capacity.
3. The first of a new generation of super light-weight, autonomous wind and solar powered container ships come in to service. Growth in sea freight will continue to rise with overall freight tonnage growing by 23.5% from 2013 to 2025.
4. Plastic packaging will no longer be tolerated. Many countries will have stopped importing waste plastics for recycling which will put huge pressure on domestic recycling infrastructure. As a result governments will introduce steep taxes on recyclable plastic packaging and ban all non-recyclable packaging. This will push up the prices of many consumer products. Many local authorities will start phasing out plastic recycling entirely.
5. The weekly 'big shop' will become obsolete. Many supermarkets will have closed their largest stores which will instead become occupied by specialty shops, community centres and gyms or demolished to make way for housing. Smaller convenience stores will be dominant, and more people will purchase last minute items online that can be delivered to their homes within 45 minutes.
6. Nutrition based meal solutions will be all the rage allowing, consumers to define their preferences which will combine with health data provided by wearable technology (such as smart watches) to automatically select, order and deliver meal kits to peoples homes and offices.
7. Social Media. Concerns about privacy will lead to the decline of Facebook and Instagram. Popularity of 'Dark Social' apps such as WhatsApp, WeChat and Telegram will continue to grow. Users will place more value on sharing among closed networks of friends and family rather than in public. Products and Brands will have to work harder to get noticed on social, relying more on 'micro' influencers with smaller networks to make recommendations to their contacts.
8. Politics. Rising populism will force Governments to become increasingly radical, creating a more challenging environment for global businesses as countries adopt either extreme protectionist policies that deter global trade, or high levels of taxation that penalize the private sector.
9. Robotics will become more widely used in the manufacturing sector. UK industry will see a renaissance thanks to major investment in technology. This will help to push down production costs, but will lead to the loss of thousands of low-skilled jobs, further widening the gap between rich and poor.
10. 3D printing will be used for producing spare parts for vehicles and machinery 'on-demand'. 3D printers will also become increasingly used for preparing personalized food at home, reducing demand for factory processed foods.
11. Legal Systems in most West African countries will not be robust enough for enforcing intellectual property rights and rights to land
12. Africa will be more self-sufficient. Greater access to fertilizers will lead to an upward spiral of greater nutrition enabling greater productivity and economic growth. As a consequence, a growing middle class will demand higher wages, but will also have more disposable income, helping to drive consumer demand in domestic markets.
13. Soil Fertility will continue to diminish due to declining biodiversity. The use of fertilizers, herbicides and pesticides will be blamed. Pressure will be placed on agriculture to find solutions. Consumer demand for organic products will at an all time high.
14. Climate change will begin to take hold. More frequent heat waves and extreme weather will affect crops leading to severe food shortages.
15. Food health scares and allergen deaths will put more pressure on retailers and brands to improve the information they provide to consumers. New labelling regulations and traffic light schemes will come in to force, but protectionist governments will prevent global standardization, leading to a proliferation of technical requirements.