OFX | WHERE THE WORLD'S MOVING

TOP GLOBAL TRENDS FOR 2019 & BEYOND

Global citizens and international industry experts reveal what's changing the way we work, live and travel

BBC StoryWorks
Commercial Productions

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INTRODUCTION

The *Where the World's Moving Global Report* was commissioned because the world we live in is constantly moving. We're moving to embrace increasingly globalised ways of living and working, where people and businesses are frequently engaging across borders.

At OFX we empower global citizens and organisations by helping them move money around the world quickly, safely and efficiently. Our customers live in all corners of the globe and are achieving significant things – from emigrating, buying international property, supporting family members far and wide to running mission-driven businesses creating positive social impact on a global scale.

With truly global customers we need to think global every day. We're a future gazing business constantly looking for better ways to best serve international consumer needs.

To that end, OFX commissioned an international study, produced by BBC StoryWorks Commercial Productions, of 800 global citizens across Australia, United States, United Kingdom and China to unearth what these worldly consumers believe to be pivotal lifestyle, work, travel, ecommerce and business trends – today and into the future.

Four key trends emerged as the immediate future impactors which will be driving change across the globe.

Principal international key opinion leaders were interviewed on each trend in detail to better understand the compounding influences leading the change. From psychology drivers, sustainability needs, a changing employment landscape to seamless and instant expectations around product & service delivery, each trend is unpacked to reveal the insight.

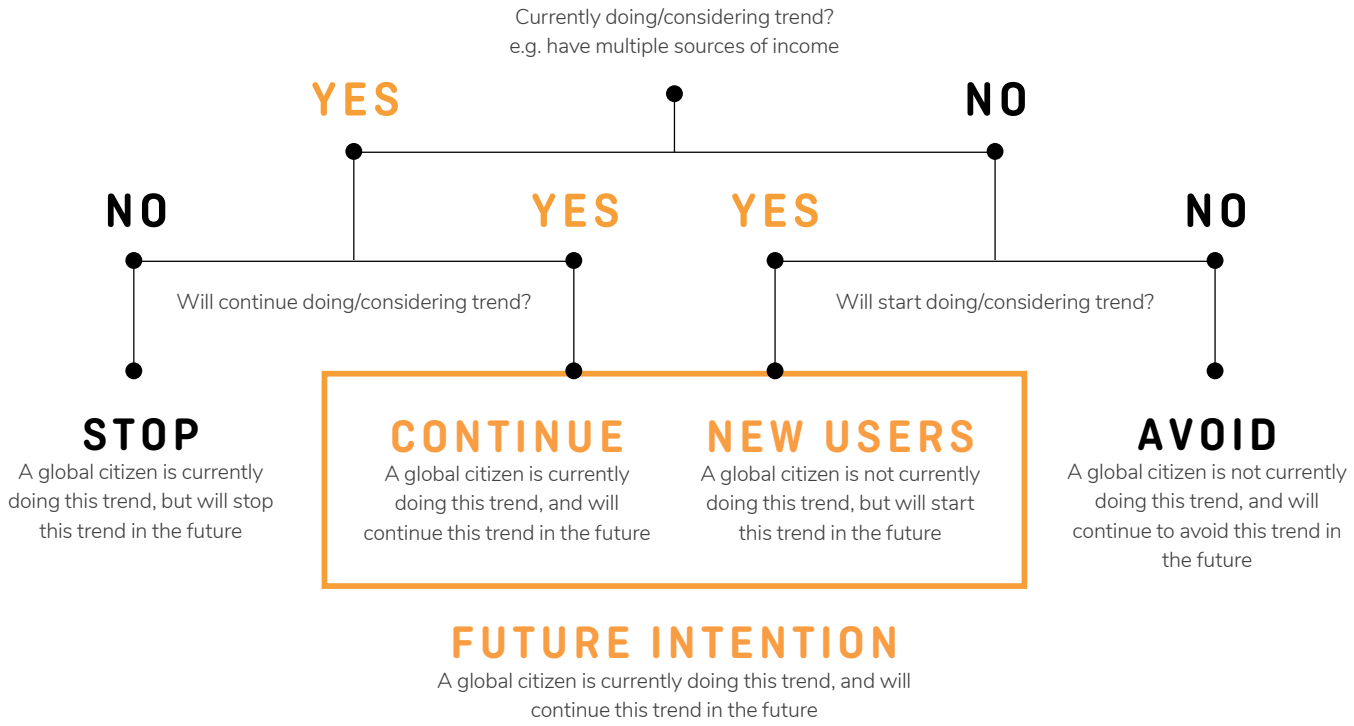
The world will keep moving, and so will we. We hope this *Where the World's Moving Global Report* not only reveals some insights but provides perspective and context for the changing world we live in.

Enjoy.

EXPLAINER

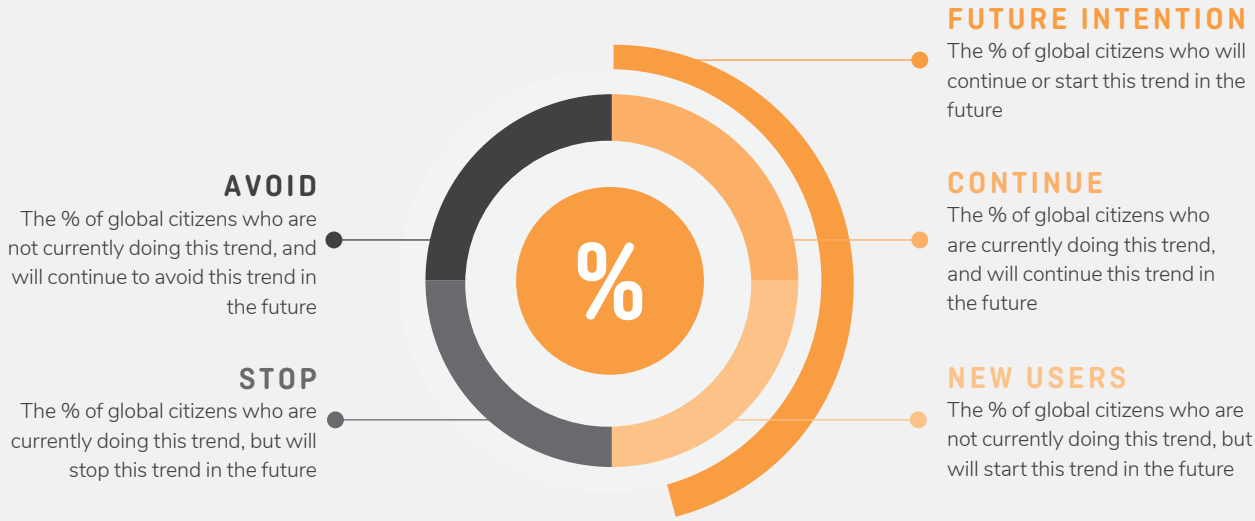
In this section we explain the methodology used when analysing global citizens' attitudes towards a certain trend and its potential to have a global impact in the next five years.

People can have one of four possible attitudes towards a future trend. They will either continue, start, stop or avoid doing/engaging with it.

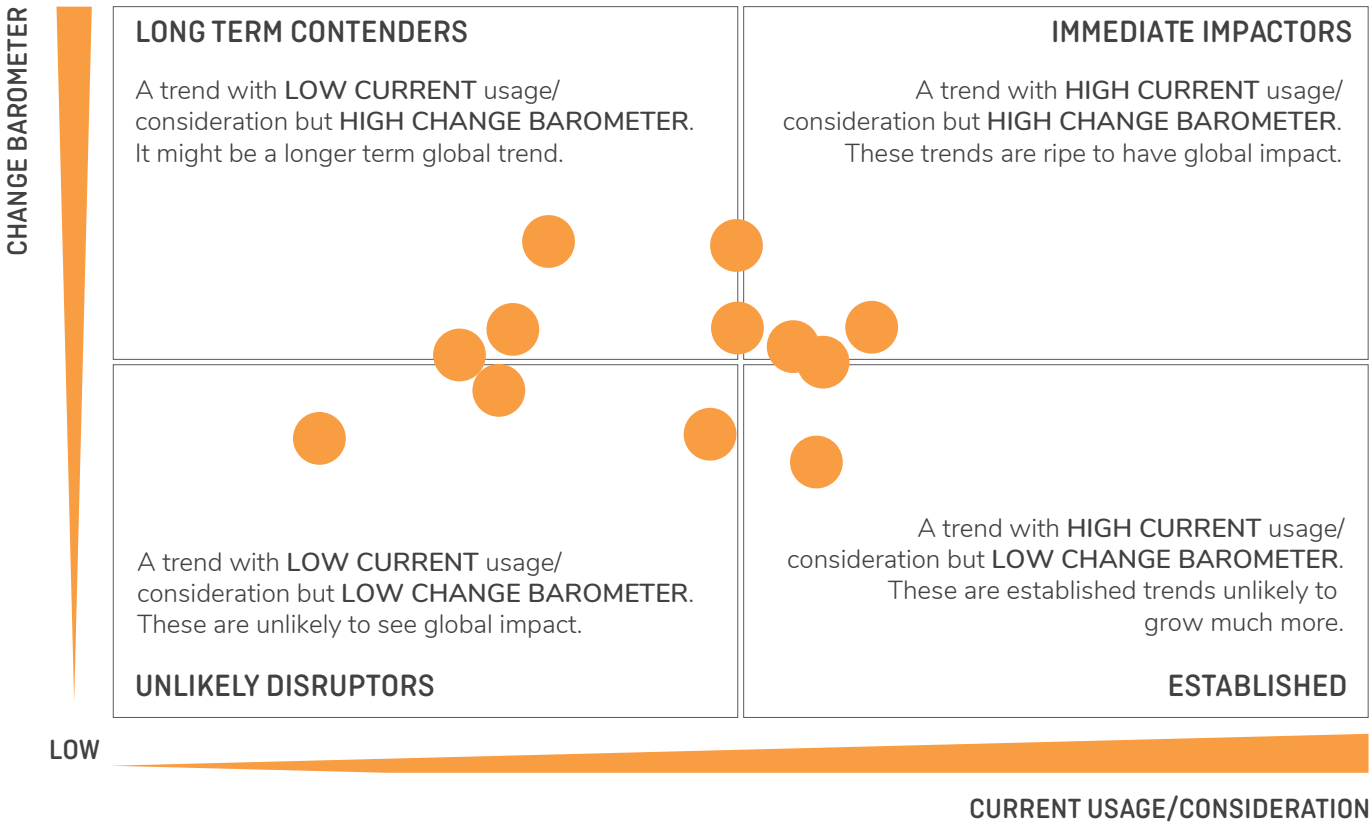


CHANGE BAROMETER SCORE

When calculating the Change Barometer Score we take into consideration how many global citizens fall into each of the four attitude groups and the overall future intention, to determine a trend's growth rate and future trajectory.



By plotting the Change Barometer Score with current usage/consideration we can establish a trend's potential to have a significant impact on society.



SUSTAINABLE LIVING

The pursuit of sustainability is no longer the domain of well-intentioned individuals. Large and small businesses across the globe are increasingly aware that engaging in sustainable practices is not only the right thing to do, it leads to a healthier bottom line.

Overview

The *Where the World's Moving Global Report* has uncovered the impact of sustainability on purchasing and lifestyle decisions. Global citizens increasingly prefer to buy from companies that employ sustainable practices and are happy to see businesses put social purpose above profit. They want to live closer to communities that offer sustainable solutions to society's biggest issues.

Thomas Milburn is Associate Director of Corporate Citizenship, a global consultancy specialising in sustainable and responsible business. For the past 21 years, Corporate Citizenship has helped companies and organisations understand the sustainability challenges they face and the role they can play in solving them.

Milburn says companies across the world are now thinking about their purpose beyond profit, and the role they are required to play in society. Executives increasingly understand being a good corporate citizen is not just doing the right thing, it plays an important role in "futureproofing" organisations. Businesses of all sizes, he says, need to "think about how they contribute to the wellbeing of humanity and society and how they're adding sustainable value over the long term".

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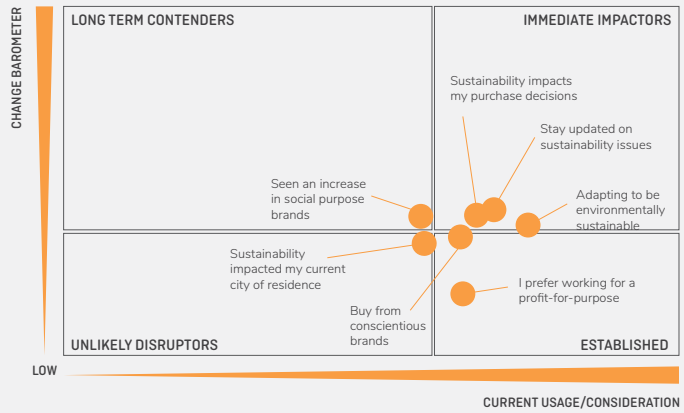
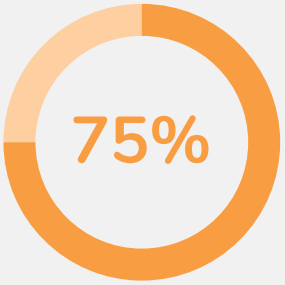
>
> THOMAS MILBURN
> ASSOCIATE DIRECTOR OF CORPORATE CITIZENSHIP

He points to the United Nations' guiding manifesto for the corporate world – Envision 2030. It consists of 17 Sustainable Development Goals (SDGs) that "address the global challenges we face" and help organisations create a frame of reference for their own focus. The SDGs provide a holistic framework for businesses wanting to contribute to sustainable development into the future. Many have chosen one or two SDGs that are relevant to their organisations and have set ambitious targets.

Milburn says it's not only regulators and non-government organisations, or even consumers, driving the push towards greater acknowledgement of global sustainability issues. Institutional investors and boards of directors now take sustainability issues more seriously because they provide a path to long-term value creation.

Why it matters

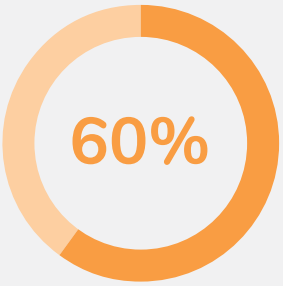




of respondents are currently adapting to be environmentally sustainable

The research shows global citizens want to engage with sustainable brands. Two-thirds of respondents agree or strongly agree that sustainability is an important consideration factor before they make any purchases or lifestyle choices. About the same proportion agree or strongly agree they prefer to buy from brands with a social impact purpose beyond profit.

Sustainability is also a major factor in where people choose to live. Overall, almost 60% of respondents agree or strongly agree sustainability is an important factor in deciding their place of residence. This view is particularly strong in China – 83% of Chinese respondents in the global report say sustainability plays a role in where they choose to live. Milburn says China is the world's biggest investor in renewable energy because sustainability challenges are so "real".



of respondents agree sustainability is an important factor in deciding their place of residence

Despite their buying power, customers are "powerless" when it comes to changing business practices, Milburn says. That's because it's "impossible for [consumers] to shop truly sustainably". "It's going to be companies taking leadership," he says. "Behaviour change is very difficult, so it needs to be made easy. It needs to be incentivised. You need to win over the hearts and minds, as well as the wallets, to kind of really create change."

The research supports Milburn's sentiment, highlighting the opportunity and responsibility brands have when it comes to sustainability.

"Adapting to be environmentally sustainable" is an Immediate Impactor on society, with consumers looking to do this through their purchasing power as opposed to changing their habits.

Milburn says brands need to take the lead on sustainability, and not because they are being urged on by NGOs or even customers. "It's being driven from the financial side of things," he says. "That's when CEOs and businesses sit up and pay most attention."

Milburn says companies of all sizes need to ask one question: "What does sustainability mean to us?"

Brands also need to question the blind pursuit of growth. "The society we built is a bit like a shark – it needs to be swimming forward to keep growing and stay alive," Milburn says. "But what does that growth mean? What do we actually value? It started with philanthropists or 'impact investors' [who] wanted to have the right impact with their money."

> *The society we built is a bit like a shark – it needs to be swimming forward to keep growing and stay alive, but what does that growth mean?*
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> THOMAS MILBURN
> ASSOCIATE DIRECTOR OF CORPORATE CITIZENSHIP

Milburn says society realises economic growth has to be sustainable: "We've seen enough to know that just pure financial growth can lead to catastrophe if a more holistic perspective isn't taken."

While our research confirms global citizens want to buy products and services from businesses engaging in sustainable practices, it's not always reflected in their buying behaviours.

"People want more sustainable products – they want things like organic or fair trade – but I don't think the other 'wants' go away," Milburn says.

"Price, quality and convenience will always be the top three." People aren't going to buy a product or invest in a service that's inferior just because it's more sustainable.

> *People want more sustainable products – they want things like organic or fair trade – but I don't think the other 'wants' go away. Price, quality and convenience will always be the top three.*
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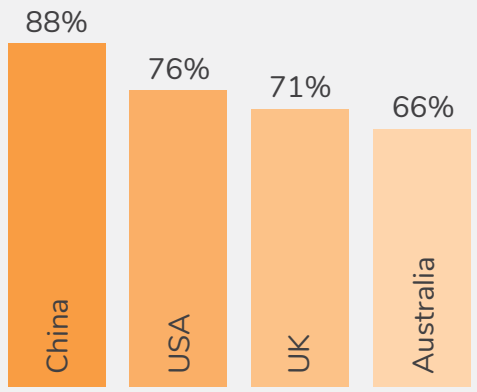
The drive towards customer-driven sustainability isn't uniform, either. The research showed significant variations between global citizens when it came to responding to society's sustainability challenges. For instance, 88% of Chinese respondents agree they are consciously adapting their lifestyle to be more environmentally sustainable compared with 67% of Australians. Almost nine in 10 Chinese respondents agree sustainability and its impact on the environment is an important factor in purchase decisions compared with 58% of Australians.

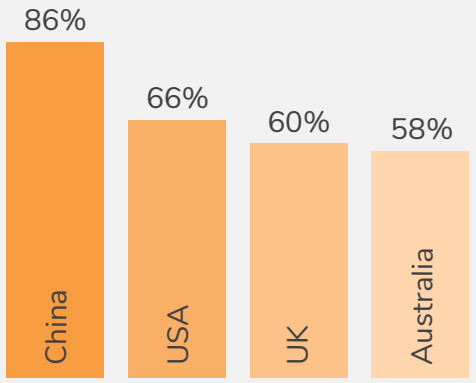
While Australians are adapting to environmental sustainability, the research suggests they aren't as willing as the Chinese to change purchasing behaviours or make major lifestyle changes to achieve this. Much of the debate in Australia and the US, Milburn says, is ideological rather than rational.

WHAT CAN BUSINESSES DO TO HELP CUSTOMERS BUY SUSTAINABLY?

1. Ensure your organisation has a true purpose and use this as your anchor for responsible and sustainable practices.
2. Give customers the option to buy more sustainably or contribute to a course of action. This should tie into the overall company purpose.
3. Continuously strive for diversity in the workforce to ensure more rounded decision-making and a better representation of the customer.
4. Be consistent in your approach and messaging so customers know what your organisation believes in and how to align with your values.
5. Have a responsibility policy and educate staff on it.
6. Review processes – for example, ask if you have a digitisation policy and protection from cyber threats.
7. Take inspiration from the broader consumer trends – for instance, the sharing and circular economies.
8. Look for areas where you can achieve long-term value creation. Assess where you operate and how your business can make an impact.

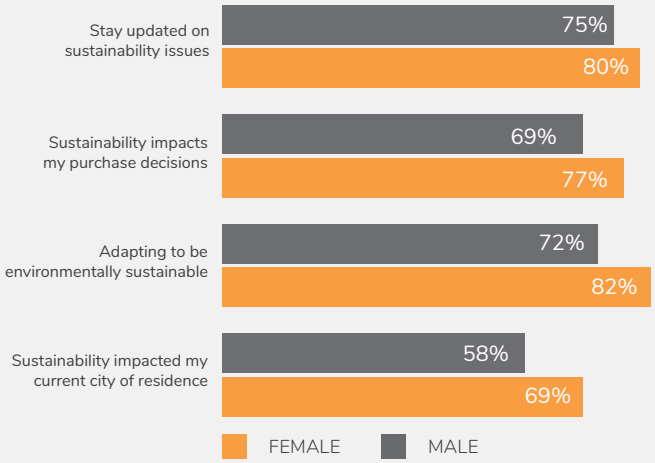


consciously adapt their lifestyle to be more environmentally sustainable



say sustainability and its impact is an important factor in purchase decisions

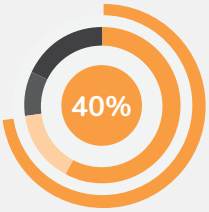
SUSTAINABILITY IS A DRIVING FORCE FOR WOMEN



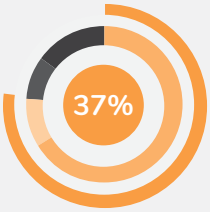
Women show a greater interest in adopting trends related to sustainability and the environment compared to men. Female respondents also show a greater openness to change in this area, with consistently higher Change Barometer scores across sustainability trends. The biggest difference is seen for trends that suggest actively changing one's behaviour to become more sustainable; "adapting to be more sustainable", "sustainability impacts my purchase decisions" and "sustainability impacted my current city of residence."

The future

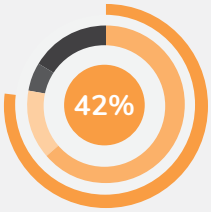
IMMEDIATE IMPACTORS



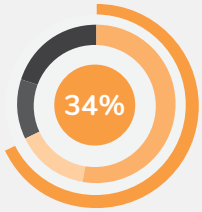
say sustainability impacts my purchase decisions



are adapting to be environmentally sustainable

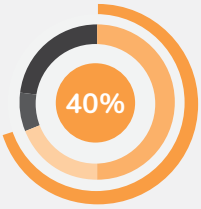


stay updated on sustainability issues



buy from conscientious brands

LONG TERM CONTENDERS



have seen an increase in social purpose brands

The *Where the World's Moving Global Report* research reveals an openness for global citizens to live a more sustainable life, driven partly by the businesses they want to buy from and where they choose to reside.

According to the Change Barometer developed for this report, respondents' views on the biggest Immediate Impactors are reflected in these statements: "Adapting to be environmentally sustainable", "stay updated on sustainability issues", "sustainability impacts my purchase decisions" and "buy from conscientious brands". The strongest "green" trend is the desire to adapt "to be environmentally sustainable". Respondents also see "an increase in social purpose brands" as a Long Term Contender, however "sustainability impacted my city of residence" is believed to be an Unlikely Disruptor.

While global citizens are looking for companies to lead the way, they are prepared to make buying decisions based on sustainability – even if it means changing their lifestyle choices. It's a trend set to intensify over the next five years.

Sustainability in action

The following three examples are organisations that have adopted sustainability as a core part of their business purpose and generated an engaged customer community around this proposition.

BENJAMIN SIGGERS

The menswear brand specialises in suits handmade by traditional producers in Italy. The UAE-based company also invests in organic cottons and aims to phase out its use of conventional cotton by 2021. Founders Matthew Benjamin and James Siggers invest 2% of the company's annual sales into clean water projects in Asia and sub-Saharan Africa.

PATAGONIA

The clothing manufacturer urges customers to not discard old Patagonia gear. Instead it asks them to bring their clothes to a Patagonia store, where the clothes are either repaired or recycled, and the customer receives a store credit. Patagonia also donates 1% of its annual sales to environmental charities and grassroots organisations. In 2010, it helped found the sustainable apparel coalition, an alliance of 30 companies from clothing and footwear industries that measure their environmental impact through their supply chains and benchmark their performance. The resulting social and environmental performance index is a tool clothing industry executives use to make more sustainable decisions when sourcing materials and developing products.

WHO GIVES A CRAP

The Australian-owned company makes recycled toilet paper entirely from post-consumer waste, such as textbooks and office paper. Its goal is to help provide access to adequate sanitation and water for people in developing countries, and it gives 50% of its profits to nonprofit organisation WaterAid. The company produces its toilet paper in China, providing jobs in a country where more than 200 million people live beneath the poverty line.

FLEXIBLE WORK-LIFE

Technology is increasingly supporting the automation of tasks allowing greater focus on creative and analytical thinking. This is leading the mindset of lifelong learning, and people around the globe are rethinking how they see their jobs and where work fits into their personal needs and aspirations.

Overview

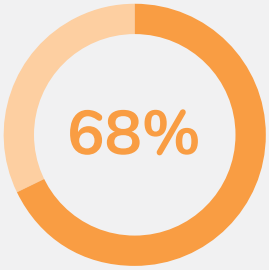
It isn't just technology that will continue to change how we live and work in the future. While new tools allow us to complete tasks faster, smarter and from anywhere, people across the globe are rethinking how they see their jobs and where work fits into their personal needs and aspirations.

This mind shift has changed – and will continue to alter – our relationships with employers, colleagues, friends and family. Better transport systems will continue to evolve and autonomous vehicles will play a much larger part in our future lives.

Organisations have offices globally and their teams are more diverse. Supported by artificial intelligence (AI), some work tasks can be automated, allowing for a greater focus on problem solving, analytical thinking and creativity. Technology is likely to both impact job security and create boundless opportunities.

Lifelong learning and developing collaboration skills will be more important for professional development than ever before. How businesses and governments play a role in reskilling and retraining people will be vital to forge prosperous societies.

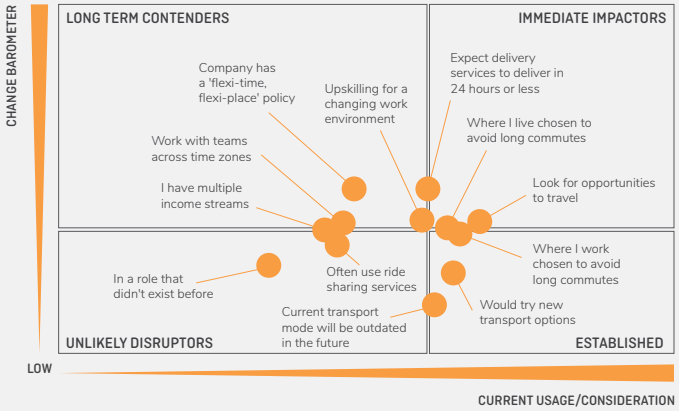
The *Where the World's Moving Global Report* identifies a number of significant work-life trends. Our research shows 68% of global citizens are currently looking for opportunities to travel – with this trend set to rise in the future. About two in three are choosing places to live and work that will help them avoid long commutes. Most (59%) are preparing to upskill for a changing work environment.

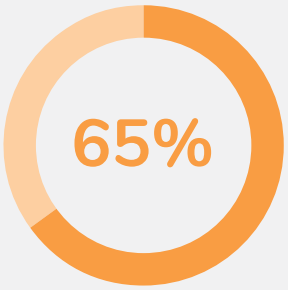


of respondents currently look for opportunities to travel

We now have greater freedom to work and live anywhere we choose, aided by seamless communication and job efficiency software. We also continue to change our perspectives on why we work; increasingly it's not just about earning an income but making a difference; evident in our research as 65% of respondents stated they prefer to work for a business with a purpose beyond profit.

Why it matters





of respondents chose their work place closer to where they live to avoid a long commute

As Head of R&D and Work Futurist at Atlassian, Dom Price thinks a lot about work-life balance – what it means now and how it will look in the future.

Atlassian is an enterprise software company that creates products to help teams work more effectively across the world. It has developed programs that make remote working easier and has itself championed the concept of distributed teams, where people collaborate on tasks from anywhere in the world.

Price says the nature of work has shifted dramatically over recent decades. For many modern businesses, it's no longer about workers consistently turning up and doing a job efficiently – it's about employees finding meaning in their work and being effective.

"People have wanted to work in different places their entire life," Price says. "It used to be called 'telecommuting' and then it became this nomadic digital workforce and now remote distributed teams, but the intent is the same. This human need to reconnect with the land or to have more work-life balance has been around forever."

Until recently, technology could not deliver on this need. Now it can. "I think the two things [human needs and technology] coming together is when we get true value."

Respondents in the *Where the World's Moving Global Report* confirm this – they are looking for opportunities to travel. One of the long-term trends identified by the research team is an expectation for global citizens to work with teams across time zones.

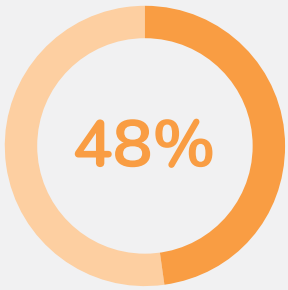
Price says it's difficult for businesses and their senior leaders who work within established organisational structures to follow new ways of thinking. "The business world we're in today is very different from the one they've grown up in," he says. "How do you let go of the norms, the rituals and habits they feel very comfortable with [and] worked in yesteryear? They aren't going to work with someone thriving on the idea of purpose and mastering autonomy."

Technology alone, however, won't solve business problems or create happier employees, even if they can now work remotely. Trust, for instance, has become a significant issue for business managers. "I talk to a lot of leaders who still believe that if they have their staff in their line of sight, they'll work harder," Price says.

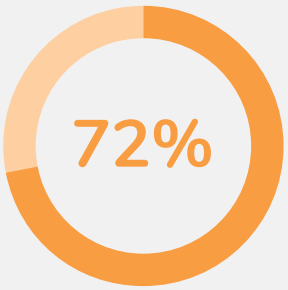
Even how we define the "office" will continue to evolve, he says. "The more we provide solutions – whether it's in remote, distributed or flexi-time arrangements – the better workforce we will create because they will get to bring their best selves every day. How can I give you the freedom to do the best work of your life when it's most convenient for you?"

> *The more we provide solutions – whether it's in remote, distributed or flexi-time arrangements – the better workforce we will create because they will get to bring their best selves every day. How can I give you the freedom to do the best work of your life when it's most convenient for you?*
>
> **Dom Price**
> Head of R&D and Work Futurist at Atlassian

This need for convenience was highlighted in the global report. Respondents are looking for companies with "flexi-time, flexi-place" policies and are prepared to upskill for this changing work environment.



of respondents work for a company with a 'flexi-time, 'flexi-place' policy



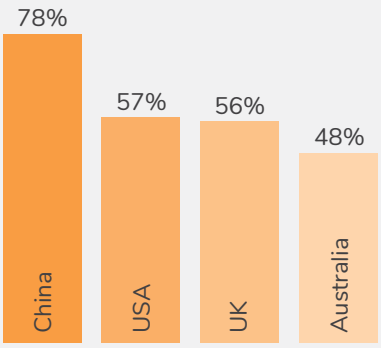
believe they will work for a company with a 'flexi-time, 'flexi-place' policy in the future

Price says organisations need to understand that delighting customers, or solving their problems, is at the heart of modern corporate success – not outdated ideas such as annual performance reviews. "It's idea generation, innovation and exploration that will win the race," he says. "It's getting people to understand how that transition is occurring. Not only unlearning those old habits, but understanding the frameworks to keep your company together."

Price says we're living in a "world of permanent evolution". In this technology-rich environment, he believes success lies in measuring outputs, not inputs.

"If you're running a business that needs any level of creativity, where you need to be nimble, focusing on outcomes is way better," he says. "When you look at outcomes, you phrase them in the words of the person you're delivering to – not yourself. The thing is when you do find a way of measuring [this], its value is demonstrably higher."

Demands for work-life balance and the impact of technology have consequences for how organisations and governments pursue the task of reskilling and retraining the global workforce. Price says getting this right will require community and business leaders, as well as education authorities, to reach consensus on the desirable abilities of modern workers. It means teaching people at an early age more relevant work skills such as self-awareness, problem-solving and empathy, he says.



say that they are upskilling to prepare for a changing work environment

The global report shows that respondents from China (78%) either agree or strongly agree that upskilling and education are vital for a changing work environment. This is higher than across US (57%), UK (56%) and Australian (48%) respondents. The other important factor when building the collaborative workforce of the future is understanding the role of culture fit or, as Price puts it, "values fit".

Managers shouldn't hire those who share their "culture" – employing people just like them – because "that's not where creativity occurs", Price says.

"Respectful dissent is one of the things I look for," he says. "Are they willing and confident to challenge the norms and find new ways of working? Are they comfortable with getting things wrong, admitting it, learning from it and moving on? It's an attitude and aptitude."

Connecting this is a need for employees to feel they are making an impact on society, not just making up the numbers. "It's 'I want to leave the world in a better place'," Price says. "What's the [positive] impact you can have? It's a lot more fluid and broader than salary or the status of my title."

Our research shows 65% of global respondents chose their work place closer to where they live to avoid a long commute.

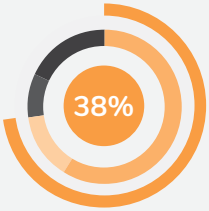
Price sees risks in the transition to a highly connected, distributed workforce. One is the overuse of technology. "I can be on there 24/7 responding to email, but just because I can doesn't mean I should," he says.

Another risk is poor workplace discipline. Being busy isn't what makes us successful, Price says, and this applies to remote or office workers. "We have blurred the lines because none of us clocks in or clocks out any more," he says. "I think it's about managing our mental energy – our mental wellness."

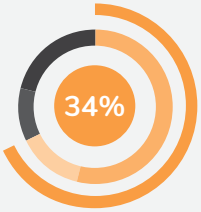
He also wonders how many of us are ready to adapt to a world where highly intelligent tools make decisions for us. "Technology's been the servant for all my life," he says, "and I don't know that we're ready for them to become peers."

The future

IMMEDIATE IMPACTORS

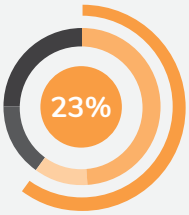


look for opportunities to travel

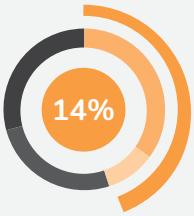


say they chose where to work to avoid a long commute

ESTABLISHED

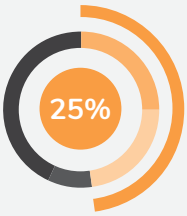


would try new transport options



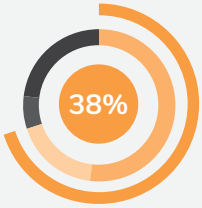
believe current transport modes will be outdated in the future

UNLIKELY DISTRUPTOR

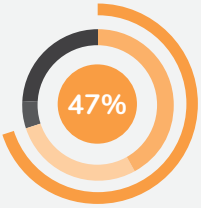


work in a role that didn't exist before

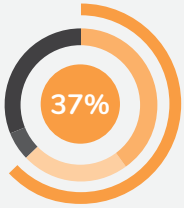
LONG TERM CONTENDERS



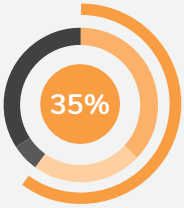
are upskilling for changing work environment



work for a company with a "flexi-time, flexi-place" policy



work with teams across time zones



have multiple income streams

The *Where the World's Moving Global Report* identifies key factors that will determine how successfully we can achieve work-life balance in the future. Opportunities for travel and choosing places to live and work to avoid long commutes are global trends that will continue to be significant over the next five years.

The ability of people to work across time zones and have adequate flexi-time and "flexi-place", and upskilling for a changing work environment are trends that may take longer to emerge.

How we balance the most important aspects of our lives has never been in sharper focus. We crave more flexibility and a chance to make a difference in the world. We want to be more effective, not just more efficient. The roles technology and work will continue to play are crucial for our future happiness and sense of purpose.

WHAT IT MEANS

Distributed and remote working

With people keen to work closer to home – and live closer to work – more people will do their jobs remotely. They will increasingly collaborate with diverse people around the world, many of whom will work individually from different offices or in groups in far-flung locations. Distributed working may mean it's harder for companies to monitor employees. Contracts based on mutual trust and expectations will become more critical.

Job volatility and lifelong learning

Displacement of jobs by technology will continue and become more pervasive across businesses, leading to increased job volatility and uncertainty. As traditional jobs are consumed by technology, new roles will emerge that require new skills and training, meaning a move to ongoing, lifelong learning. The nature of these skills will be multidisciplinary – individuals who demonstrate a mastery of technical, interpersonal and creative skills will be in demand.

Employee engagement and company purpose

Individuals now want to work for companies where they can make a positive difference, not just to the bottom line but to society. There is an increasing emphasis on companies having a broader purpose and awareness than purely financial. In return, companies will look for individuals to be more self-reliant and motivated.

Work-life flexibility in action

The growing need for flexible work-life is causing businesses to rethink how they engage with employees. Here are three examples of companies looking to provide a positive work-life balance:

TRELLO

The software company that helps teams collaborate across the globe itself relies on remote and distributed working. It maintains a Trello blog with tips on how to embrace remote working. It has also launched a guide showing what working remotely means for job requirements, hiring practices and company culture.

TIME DOCTOR

This time tracking tool monitors the productivity of remote teams. It gives freelancers a way to track their work and avoid distractions, and employers the chance to know how much they have done. Time Doctor relies on remote teams itself and has come up with initiatives to help employees and contractors engage with together, such as video game nights and virtual coffees.

CANVA

The Australian-born company offers free graphic design software that allows creatives to work and collaborate on projects from anywhere. Canva has headquarters in Sydney and offices in Manila and Beijing but many of its contractors work remotely around the world.

SEAMLESS EXPERIENCES

The new digital economy has helped to unlock previously untapped markets, allowing people everywhere to further engage in the global marketplace. The rapid technological change has led to global citizens now expecting seamless experiences. The concept of payment microchips and heightened personalisation through the sharing of personal data receives varying enthusiasm across the world.

Overview

From exchanging salt for goods, bartering with coins and cash to contactless technology and biometrics … humans have developed ingenious methods to pay for goods and services through the ages. With every step along the transactional trail – each powered by technological leaps and bounds – we have found more convenient and safer ways to pay for things we need or desire.

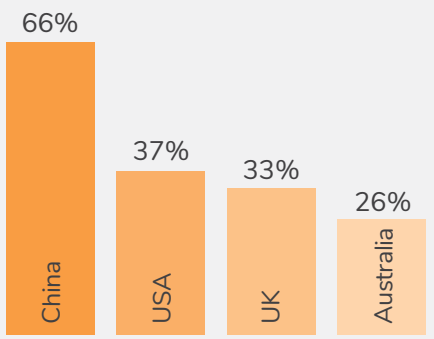
The new digital economy has helped to unlock previously untapped markets, allowing people everywhere to further engage in the global marketplace. The rapid technological change has led to global citizens now expecting faultless and fast payment systems.

According to the *Where the World's Moving Global Report*, 78% of respondents across the world agree or strongly agree their payment processes should be "seamless and instant". Just as many (77%) say they expect to buy products and services globally from anywhere in the world. In the report, these two aspects are considered Immediate Impactors and will continue to shape businesses and technology roadmaps as organisations look to respond to consumer demand.

In this fast-moving world, consumers demand their goods from anywhere to be delivered promptly. Almost 60% of global citizens agree or strongly agree that they "expect delivery/courier services to be delivered in 24 hours or less", especially those survey respondents from China (85%).

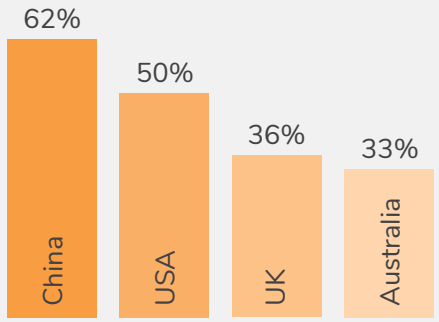
Although global citizens show a preference for making human connections, they are generally comfortable using technology for basic customer experiences, including chatbots. How relaxed you are about the rise of technology, however, may depend on where you live.

The idea of implanting microchips under our skin, removing the need to carry smartphones or cards, receives cautious approval (40% either agree or strongly agree while 36% disagree or strongly disagree). But this proposition highlights an enormous regional disparity: global citizens in China embrace the idea of chip implants (66%) far more than Australian respondents (26%).



would consider payment chip implants

Another related area showcasing regional differences is respondents' willingness to share their data to enjoy personalised brand experiences and products. While this idea is endorsed by those in China (62% agree or strongly agree), it's much less favourable in Australia (33%), UK (36%) and US (50%). Researchers see this as an Unlikely Disruptor – a trend unlikely to have global impact in the future – but this may change if more consumers across the world see the benefits of swapping data for personalisation.

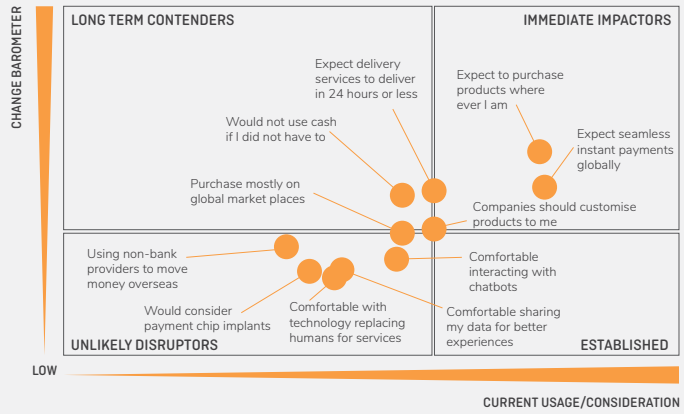


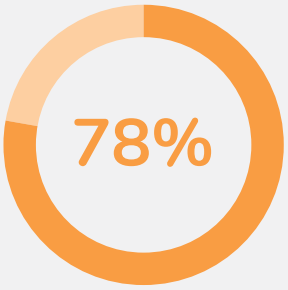
are comfortable sharing data for better experiences

There's little doubt, though, that smart technology and the availability of data help businesses better target customers and provide choices more likely to fit their likes and needs.

While data collection at scale must always be balanced with privacy considerations, organisations around the world delivering seamless, end-to-end customer experiences will win the battle for hearts and wallets. Businesses need to be flexible, too, because global citizens want products that suit their individual needs. Our research shows one of the top current trends is that "companies should customise products to me".

Why it matters





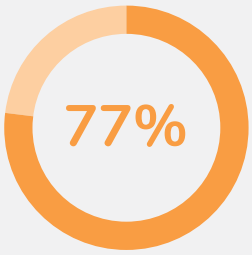
of respondents expect seamless instant payments globally

Global payment systems being rolled out across the world allow households, businesses and government agencies to make transactions easily and immediately, at any time. Systems such as the New Payments Platform (NPP) in Australia, Faster Payments Service (FPS) in Hong Kong and Swish in Sweden are overcoming customer pain points, lowering costs and increasing efficiency.

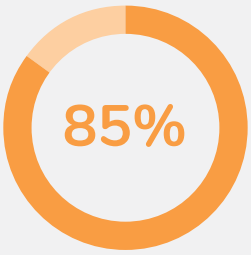
These payment platforms allow for fast and simple payments between individuals. As explained by FPS, while sending money between local banks usually takes a day to process, if the "account is with a Faster Payments Participant Bank, [the receiving person] should generally be able to see the credit on their account within seconds and also be able to access the funds".

Osko by BPAY allows customers with a Pay ID (for example, a phone number or email address) or BSB and account number to send payments instantly at any time. A recently released free mobile app, Beem It, allows those with registered accounts to transfer funds immediately.

Fast payments platforms also present opportunities for financial services and products as businesses can use them to process customer transactions faster.



of respondents expect to purchase products wherever they are



believe they will be able to do that in the future

Richard Cooper, Professor of Cognitive Science at Birkbeck University of London, says the growth of cashless systems has changed consumers' relationship with money. Whereas earlier generations were forced to save to make big purchases, today's buyers can have what they want, whenever they want it.

Technology has made it harder for consumers to understand the true reason they're buying things, Cooper says. Convenience and a desire for immediate gratification throw our two decision-making systems – rational and impulsive – into confusion.

"We might get to a stage where it becomes harder to rationalise those decisions," he says. "The decisions we're making are being driven by factors that we don't necessarily understand."

Cooper would like to see this ease of access teamed with greater transparency, so customers can more easily see where their money goes – on transaction or currency fees, for example. With buyers often finding it difficult to determine the true purchase costs using foreign denominations, he says a common currency might help provide this transparency.

> *There's now a growing amount of trust in some of these other non-banking providers, which I imagine is driven by access to a better interface and a desire for transparency.*
>
> RICHARD COOPER
> PROFESSOR OF COGNITIVE SCIENCE AT BIRKBECK UNIVERSITY OF LONDON

He believes customers' diminishing trust in some institutions, particularly banks, is helping to change the financial landscape. "There's now a growing amount of trust in some of these other non-banking providers, which I imagine is driven by access to a better interface and a desire for transparency," he says.

The increased availability of cashless payment systems has fundamentally changed the way we live and perceive monetary transactions, Cooper says. It's so simple to use tap cards to purchase coffee or lunch that many people no longer bring food or drink from home. We now pay our bills and subscription services through automatic deductions from our bank accounts. Not using "tangible money" means we often lose track of how much (and how frequently) we're spending on everyday items.

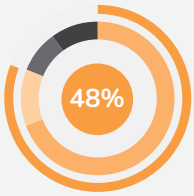
"It's really got to the stage where the idea of having debt is normalised," Cooper says. Money is also now "less tangible", making it easier to spend more on things we want. "The relationship that people have with cash is much less concrete than it used to be."

Technology could offer solutions for this problem, too. Tools allowing people to see and understand their spending patterns can help the transition to a more cashless society. Cooper cites the example of wearable fitness devices that measure data in real time. "Being able to see that data might give them [customers] control over how much they're spending."

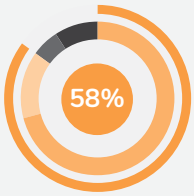
His other suggestion is a tool to help bring more context to purchases: "How many hours did I need to work to earn the money to afford this? That is bringing it down to something more concrete."

The future

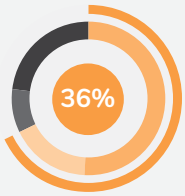
IMMEDIATE IMPACTORS



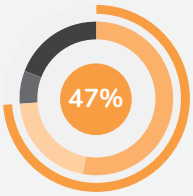
expect seamless instant payments globally



expect to purchase products where ever I am

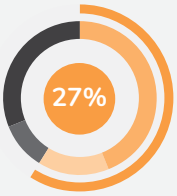


believe companies should customise products to me

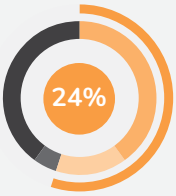


expect delivery services to deliver in 24 hours or less

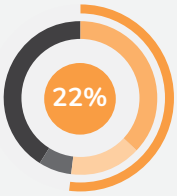
UNLIKELY DISRUPTORS



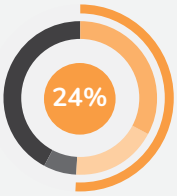
are comfortable interacting with chatbots



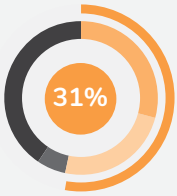
are comfortable sharing my data for better experiences



are comfortable with technology replacing humans for services



would consider payment chip implants

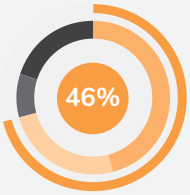


are using non-bank providers to move money overseas

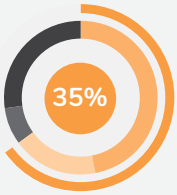
Trends related to seamless experiences in the global report are some of the highest recorded on the Change Barometer, suggesting citizens expect fast and easy service now and into the future. This expectation covers many aspects of the buying experience, from making payments to access and delivery of products and services.

Global citizens don't want to be limited by their location to determine how quickly they receive products and services. But they are less open to losing the human touch: being "comfortable interacting with chatbots" and being "comfortable with technology replacing humans for services" are comparatively low trends.

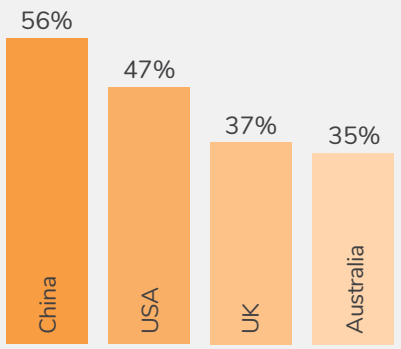
LONG TERM CONTENDERS



would not use cash if I did not have to

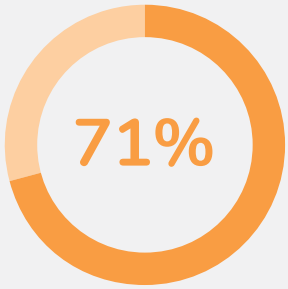


purchase mostly on global market places



are comfortable with technology replacing humans for services

The research also identifies one Long-Term Contender: "would not use cash if I didn't have to".



of global respondents believe they won't be using cash in the future (unless they have to)

Overall, the research shows UK and US respondents place an emphasis on seamless experiences, the Chinese place a focus on being technologically enabled while Australians prefer personalisation.

US global citizens are looking more for global conveniences provided by products and services and are willing to share their personal data for customised goods and experiences. Global citizens in Australia and the UK also look for global conveniences but are less willing to share their data for better experiences.

While Chinese global citizens are also looking for global convenience, they are more open to trying tech innovations to enjoy seamless experiences.

WHAT IT MEANS

More secure, more personal payments

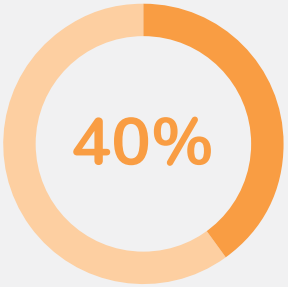
Fingerprint and facial recognition systems are replacing tap cards, and the next generation will see more voice-activated or implantable digital devices aligned with artificial intelligence. These will be used to buy goods and services as well as link to frequent flyer programs or foreign exchange purchases.

Financial footprints

As consumers have more data about themselves, they will become more aware of their habits and motivations – as will the companies selling to them. They will demand systems that encourage more cautious buyer behaviour and less chance of being scammed.

"Always on" wallets

Many global citizens (40%) in our research agree or strongly agree they would consider using chip implants, especially those respondents aged 25 to 35. Chips created by Swedish tech firm Biohax International have near-field communication technology to allow employees to enter rooms or buy snacks from vending machines. They could be the precursor to the next generation of "hands-free" payments devices. Businesses will also look to embed payment technologies in items people regularly wear – clothes, spectacles, earphones and wrist watches.



would consider using chip implants, especially those respondents aged 25 to 35

Payments in action

GLOBAL CURRENCY ACCOUNTS

Businesses and entrepreneurs selling on global marketplaces such as Amazon, Etsy and eBay have access to virtual multi-currency accounts around the world. These accounts allow businesses to hold funds in the local currency without having to set up a bank account, so they can pay local suppliers and taxes using sales proceeds. This helps domestic sellers scale internationally and reach global audiences.

THE ICONIC

The online fashion retailer launched in 2011 is redefining the Australian ecommerce landscape with its customer-centric supply promises. It offers same-day delivery (including a three-hour express option) and a free returns policy. Chief Operating Officer Anna Lee told CMO magazine The Iconic has "a 0.2 per cent tolerance of late delivery. We work closely with our delivery partners to identify issues and help work to a solution with them."

FASTER PAYMENT SYSTEMS

Countries are developing fast and effective ways for citizens, organisations and governments to make digital payments. Australia's NPP is a collaboration between banks, other financial institutions and the Reserve Bank and offers instantaneous money movement. Hong Kong's Faster Payment System, which is available for personal customers, enables real-time payments from bank accounts to receiving institutions. The technology and industry collaboration is enabling seamless transactions and service to manage consumers' rising demands.

CHANGING NOTION OF HOME

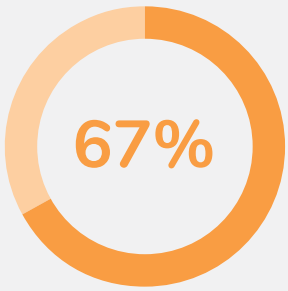
The concept of “home” is no longer just about where we set down our roots. Many now call more than one country “home”. Some feel a bond with “home” while moving vast distances for work or life opportunities. Others enjoy shifting from one “home” to the next, seeking adventure.

Overview

Technological advances make us feel connected without necessarily being attached to our immediate environment. While being part of a physical community is still an important aspect of life, global citizens are craving the social and workplace freedoms and opportunities that come from connecting with the world.

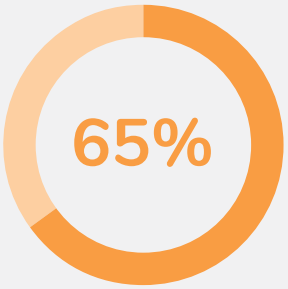
The *Where the World's Moving Global Report* shows modern global citizens have a strong sense of what "home" means to them, and it looks different to a traditional suburban house. Indeed, the proposition "home means more to me than a physical place" gains the most positive response to any other in the global survey, with 82% agreeing or strongly agreeing with the idea. Support for this proposition is expected to remain strong, suggesting it's an idea that will continue to have an impact on our future society.

Two in three respondents in our survey also identify themselves as "multicultural". Technology is helping to strengthen this sense of belonging by keeping global citizens connected with like-minded people across the world, in both work and social situations. It's also a likely enabler of migration – opening up opportunities to work from anywhere.



of global citizens identify as multicultural

Further evidence that technology is an important factor that is broadening the concept of "home" comes from two other propositions in our research. "I use technology more than face-to-face interactions to stay connected" and "technology allows me to belong without being fluent in local languages" – are identified as Immediate Impactors.



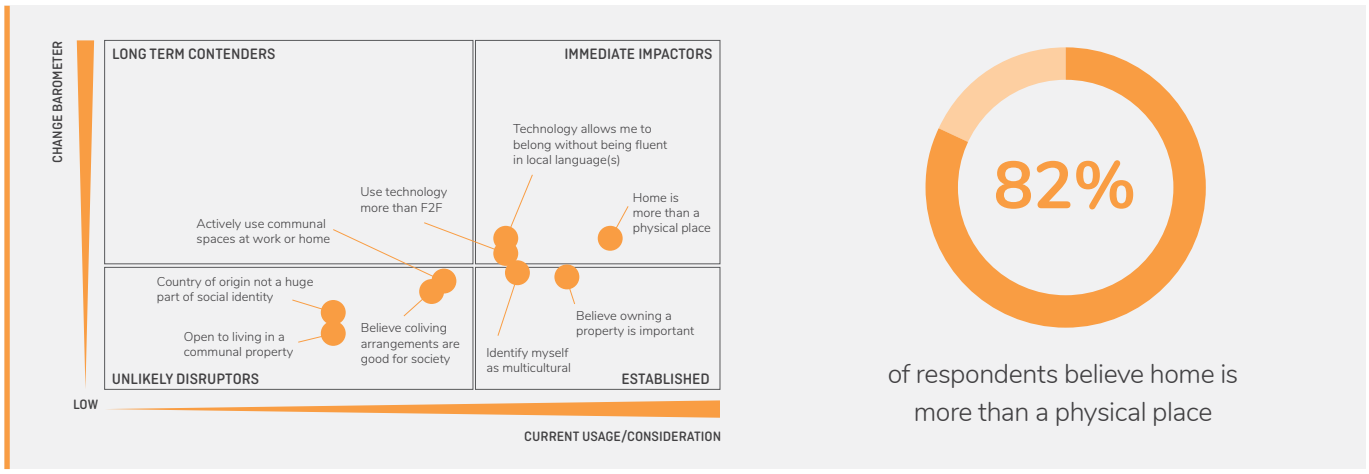
of respondents believe technology allows them to belong without being fluent in local languages

The survey, however, reveals a clear variation in attitudes between global citizens from different cultures. Respondents in Western countries place a higher importance on the concept of "home" whereas the Chinese put a greater emphasis on "community" and "co-living".

Overall, the strong divide between a belief that "owning a property is important" and being "open to living in a communal property" suggests social norms around home ownership are unlikely to change quickly.

> *You're choosing between where you want to live and having financial security. I think more people will choose where they want to live, so they will happily rent in an inner suburb rather than buy the only thing they can afford an hour and a half from the city.*
>
> **Brendan Coates**
> Australian Perspectives Fellow at the Grattan Institute

Why it matters



Brendan Coates is Australian Perspectives Fellow at the Grattan Institute – an independent think tank. Much of his research focuses on economic and budget policy, housing, transport infrastructure and cities.

Coates says it's interesting the *Where the World's Moving Global Report* research shows many global citizens have a strong desire for home ownership. Despite dwindling first-home buyer numbers and widespread concerns about housing affordability in Australia, almost as many young people want to own their home as those in older age groups.

"I think it's a chicken-and-egg issue," Coates says. "Because home ownership is becoming harder, some people say 'I'm not going to own it, so I'll focus on other things'. The tradeoffs involved in trying to achieve that outcome are becoming much more acute – it costs you so much more."

He says many people now weigh up what they want from life. Do they want to sacrifice their lifestyle to buy a property on the fringes of a major city?

"You're choosing between where you want to live and having financial security. I think more people will choose where they want to live, so they will happily rent in an inner suburb rather than buy the only thing they can afford an hour and a half from the city.

"It's not where they're from, it's not where their family and their personal relationships are, and it's not where most of the job opportunities they want to have access to are going to be."

Our survey highlights this wish for global citizens to live as close to their workplace as possible; 63% of respondents agree or strongly agree with the statement "I choose where I live to avoid long commutes."

Coates says the shrinking property supply and lack of affordability are global issues, with house prices rising in most advanced economies over the past 60 years.

"In the UK, Canada, New Zealand and Australia, it's a big problem – mainly because they are 'city countries' where you have a large share of the population living in a couple of cities." He cites a study from the UK Institute of Fiscal Studies showing high levels of "inter-generational outrage" – younger people complaining they don't have the same opportunities as their parents.

> *In the UK, Canada, New Zealand and Australia, it's a big problem [the shrinking property supply and lack of affordability] – mainly because they are 'city countries' where you have a large share of the population living in a couple of cities.*
>
> **Brendan Coates**
> Australian Perspectives Fellow at the Grattan Institute

Coates says "it's a problem shared amongst global cities" including those in China. "Where people want to live, it can be hard to build enough housing to meet demand."

Coates says research indicates people offered a trade-off between a large place on the urban fringe and an apartment or small house near the city prefer living in denser forms of housing closer to the action. "I think apartment living for families is probably a little while off because the public spaces probably aren't set up around them," he says.

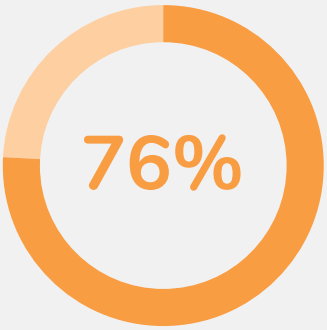
In the global survey, 55% of respondents agree or strongly agree that they actively use communal spaces at work or home. The increasing consideration and design of 'third spaces' – shared spaces where we live and work that are designed for community – will likely see this become more popular in the future.

It's difficult to tell, Coates says, if people have less emotional connections with the homes than they once did. Certainly, older people tend to be reluctant to downsize – possibly because of accumulated memories stored in the bricks and mortar. "I think that will change because [the younger generation] is less likely to stay in the one place for as long," he says.

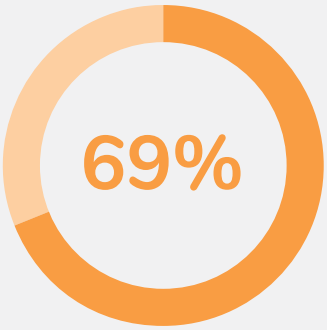
Not surprisingly, this is backed up by our global survey data. Those aged 25 to 35 are much more likely to embrace opportunities to travel (76%) compared with those aged 36 to 45 (69%). In contrast, the importance of home and having personal space increases with age; the Change Barometer score for openness to communal living diminishes with each age group.

Connection to place, however, is more than just about owning property; strong community ties are vital. "The question is whether you lose that because people are renting and moving around a lot."

Current consideration scores visualising the decline in openness to travel with the increase in age



25 to 35 years old

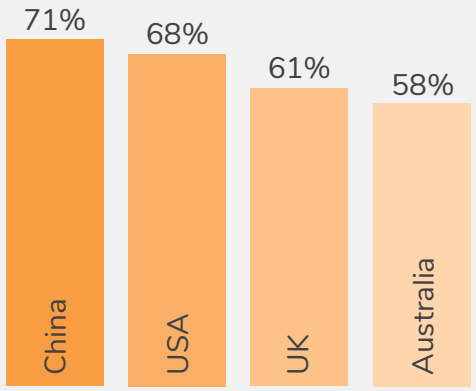


36 to 45 years old

He says governments and communities need to foster a sense of civic identity by ensuring people can have stable lives even if they aren't home owners. In Australia, especially, renters have limited tenancy rights. He contrasts this with laws in some European countries, such as Germany and Sweden, where rental property residents have much greater security of tenure. "The landlord can't kick you out, but you can leave when you want," he says.

There are many examples of technology playing a significant role in developing closer communities abroad. Some of these help people develop relationships with well-connected locals (see the "Global living in action" on page 30). Others help work and social communities function more efficiently.

Our research shows global citizens use technology more often than face-to-face interactions to stay connected. More than 71% of Chinese respondents to the survey agree or strongly agree they use non-human interactions, compared with those surveyed in the US (68%), UK (61%) and Australia (58%).

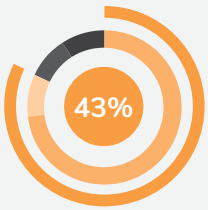


country comparison of using technology more than F2F

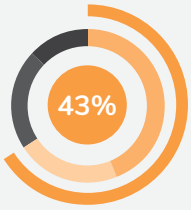
Another proposition, that "technology allows me to belong without being fluent in local languages", is supported by 65% of global respondents. It, too, is likely to be an important trend as we build communities of the future.

The future

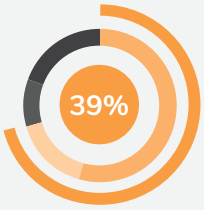
IMMEDIATE IMPACTORS



say home is more than a physical place

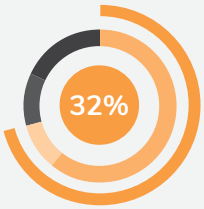


say technology allows them to belong without being fluent in local language(s)

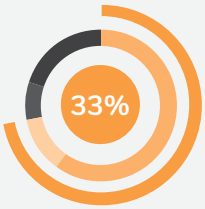


use technology more than face-to-face

ESTABLISHED

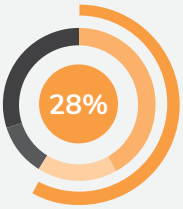


believe owning a property is important

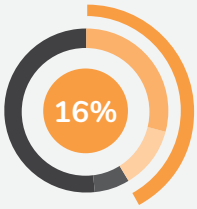


identify as multicultural

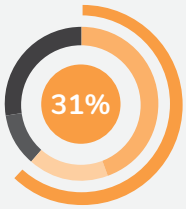
UNLIKELY DISTRUPTORS



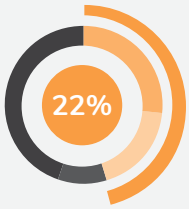
believe co-living arrangement is good for society



are open to living in a communal property



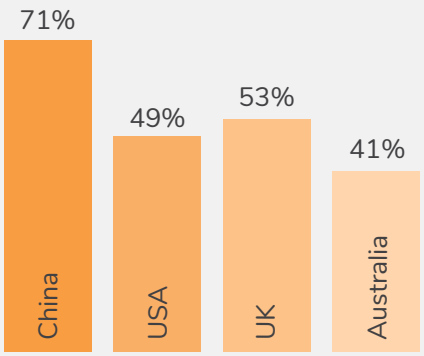
actively use communal spaces at work or home



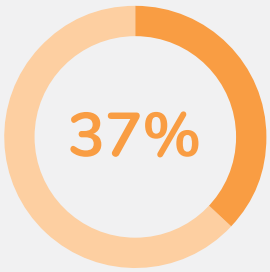
say country of origin is not a huge part of social identity

The *Where the World's Moving Global Report* identifies the changing notion of "home" – one that is less fixed, more mobile.

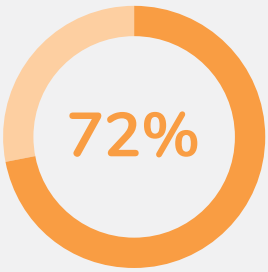
The idea that "home is more than a physical place" will continue to develop and evolve. More than 8 in 10 agree or strongly agree that owning a home is important, including 82% of Chinese respondents. But the survey shows more global citizens in China agree or strongly agree that "co-living or shared living arrangements is a good idea for society" – 71% compared with 49% in the UK, 53% in the US and 41% in Australia.



country comparison on co-living or shared living arrangements being a good idea for society



are open to co-living



believe owning a property is important

While most global citizens see home ownership as a worthwhile goal, flexible living arrangements (including renting) will remain important choices for those with less emotional bonds to the places they choose to live and work. Global citizens have neutral views on communal living, although perspectives also vary depending on country of origin. While 47% of Chinese respondents agree or strongly agree with the proposition "I am open to living in a communal property or co-living with people who aren't immediate family", it's supported by just 23% of Australians (with 53% either disagreeing or strongly disagreeing). It's seen as an Unlikely Contender as a future trend.

WHAT IT MEANS

Citizens of the world

National and territorial boundaries traditionally limited the opportunity for people and businesses to work together on a global scale. Now we can work and make social connections from anywhere, keep up with friends and relatives easily and collaborate freely with like-minded people.

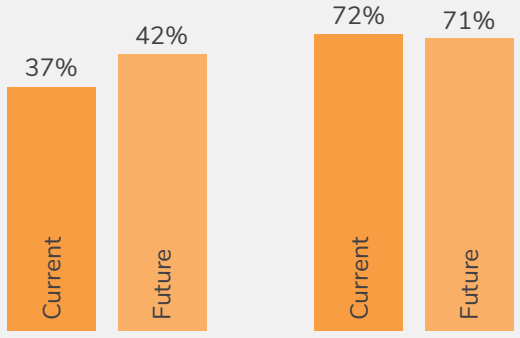
Better city design

Urban planners and designers will create more "third spaces" for accidental and informal social interactions, such as community gardens, parks, men's sheds and cafes, and look for opportunities to encourage greater social interaction.

People more defined by interests

The world is slowly changing from one only characterised by commonalities of place to one also defined by commonalities of work, goals and interests. This presents challenges for those who still place a high importance on owning their home to their sense of belonging, as they may be forced to move a long way from their preferred location or face making trade-offs in other areas of their lives.

Looking at future consideration the trend is upwards for co-living (42%) and slightly down for property (71%) which suggests home ownership will still be important but sentiment is changing.



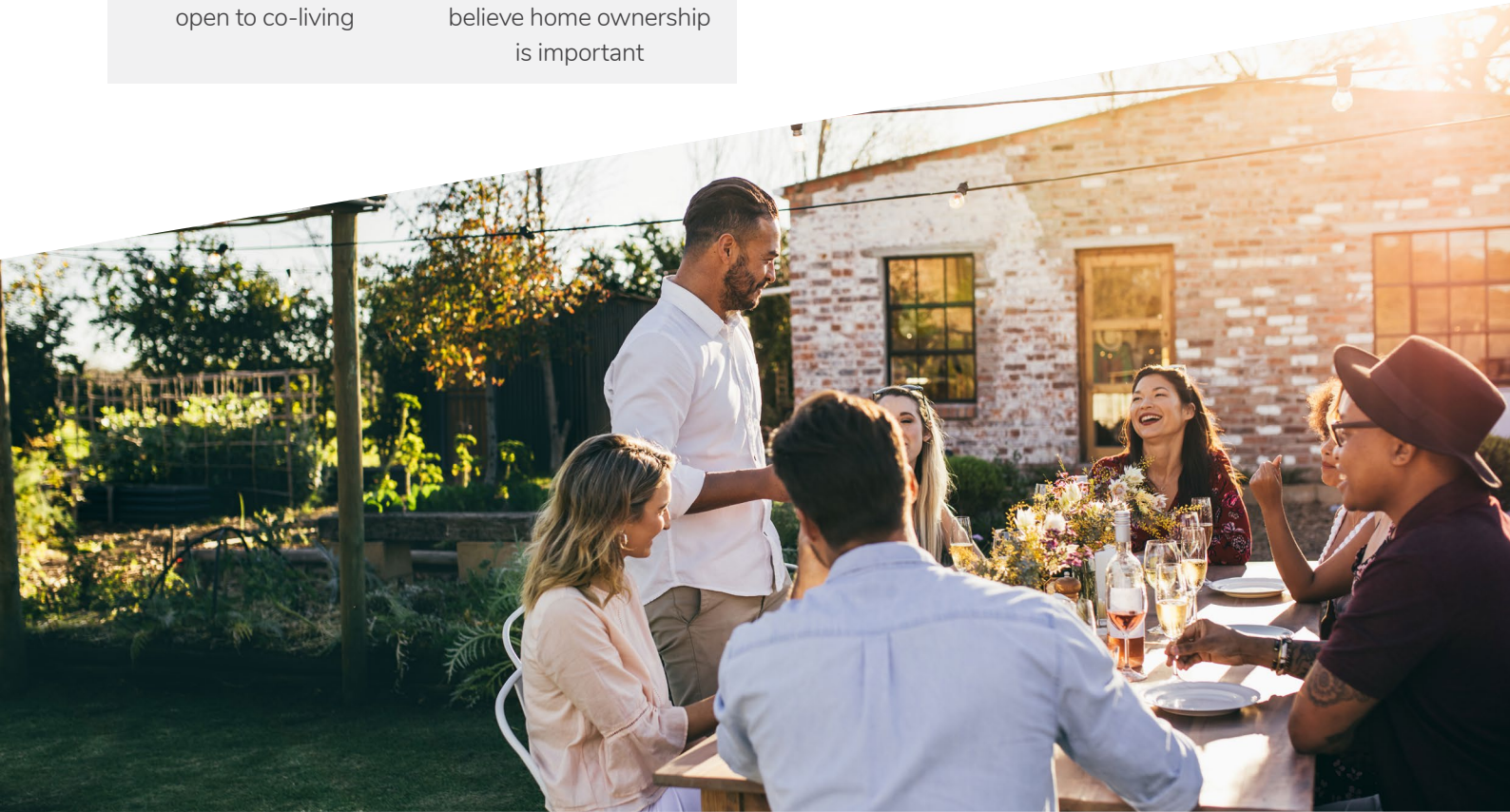
open to co-living

believe home ownership is important

A majority of global citizens in the US and UK believe "home" is both important and a way of feeling connected emotionally. They are also looking for a cultural and technological sense of belonging. Australians, while similar to the UK and US in their views on "home", are more likely to identify themselves as multicultural and less likely to use technology over face-to-face communications.

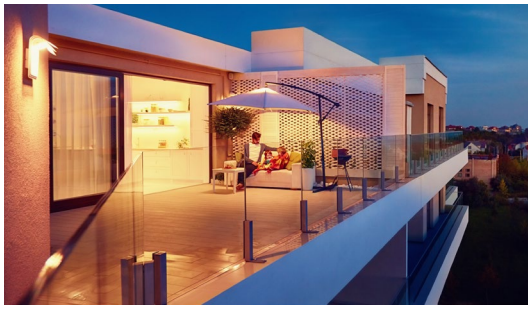
While Chinese global citizens also believe in "home", they are more open to trying communal spaces or co-living arrangements. They are also more likely to rely on technology – rather than face-to-face interactions – to find that sense of belonging.

For all global citizens, the need to be fluent in the local language is a strong factor in feeling they belong and they are utilising technology to enable this.



Global living in action

Here are three examples of technology-led initiatives helping expats and like-minded people come together to build communities.



EQUIEM

The property management platform founded in Melbourne helps landlords and building managers provide a better experience for tenants while allowing occupants to engage with each other. The goal is to build active, like-minded communities.

ROAM

This co-living & co-working network allows its customers to sign flexible leases that give them access to a variety of locations around the world. Prospective applicants go through a vetting process to ensure diverse communities occupy all the living spaces.

SOCIAL TECHNOLOGY

Magazines, websites and apps are forging new connections and facilitating the development of communities. For example, Expat Living is a long-running publication (magazine and website) that offers comprehensive guides for where to go and what to do in Singapore. It promotes connections through social media and face-to-face meetings to build communities for new residents. (There's also a Hong Kong edition.) Cool Cousin is a site helping people find the most interesting places to go in cities across the world, as recommended by well-connected locals. And if you're looking to find a "strictly platonic friend" then the app Patook helps users connect with locals who share their interests. One of its function allows people to start conversations with those using the app nearby.

CONCLUSION

The outlook for global citizens and the companies who work with them is exciting. As they shift towards trends that are reconfiguring the way they live, work and experience the world around them, their world-view broadens and brings us all little bit closer together.

As consumers and global employees, what do these worldly citizens expect and value?

1. Continued recognition from businesses to be more sustainably minded; brands that can demonstrate a more responsible approach to their products and services will win the hearts and minds of the global consumer as they increasingly make buying decisions based on this.

2. Accessibility is a growing demand; speedy access to goods and services could well lead to one brand being favoured over another.

3. The new digital economy helps people everywhere engage in the global marketplace and brings with it a growing expectation for faultless and fast global payments.

4. Leading industry experts continue to see a growing amount of trust in the use of non-banking providers which is assumed to be led by a desire for greater transparency.

5. Consumers value a personalised experience but outside of China they are hesitant to share personal data to enable this.

6. Time and purpose are such important components for global citizens as they increasingly seek out 'meaningful' work and flexible work-life arrangements.

7. Life-long learning and upskilling for the changing work environment is very prevalent with 70% of global respondents acknowledging this mind shift.

8. Home ownership is still held dear; however, there is a rising positive sentiment towards co-living and its potential benefits to society.

9. Geographic borders are no longer considered barriers; with cross-cultural exploration and interactions creating new physical and digital neighbourhoods.

This OFX report was produced by BBC StoryWorks Commercial Productions.

834 respondents, aged 25-65 years old, were surveyed from across Australia, China, UK and USA.
Fieldwork was conducted online by Kadence International, from 10th – 19th August 2018.

OFX | WHERE THE WORLD'S MOVING

WHERE THE WORLD'S MOVING PODCAST

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