



STEP-Canvas

Use the STEP-Canvas to gain an insight into trends emerging in the social, technological, economic and political field. The canvas allows you to categorize trends dependent on their current adoption level. Trends can be assigned into the fringe sector including trends that are still very new and progressive, into the mainstream sector including trends that the majority is aware of, and into the field for industry trends that are already in wide practise in the respective industry.

Social

Population structure, education system; demography, mobility, values, attitudes, behaviour etc.

Technological

Research, new products & processes, product life cycle, new information & communication technologies etc.

Economical

Economic growth, key industries, interest rates, inflation, exchange rates, unemployment, taxation etc.

Political

Subsidies, trade policy, fiscal policy, legislation, political stability etc.

