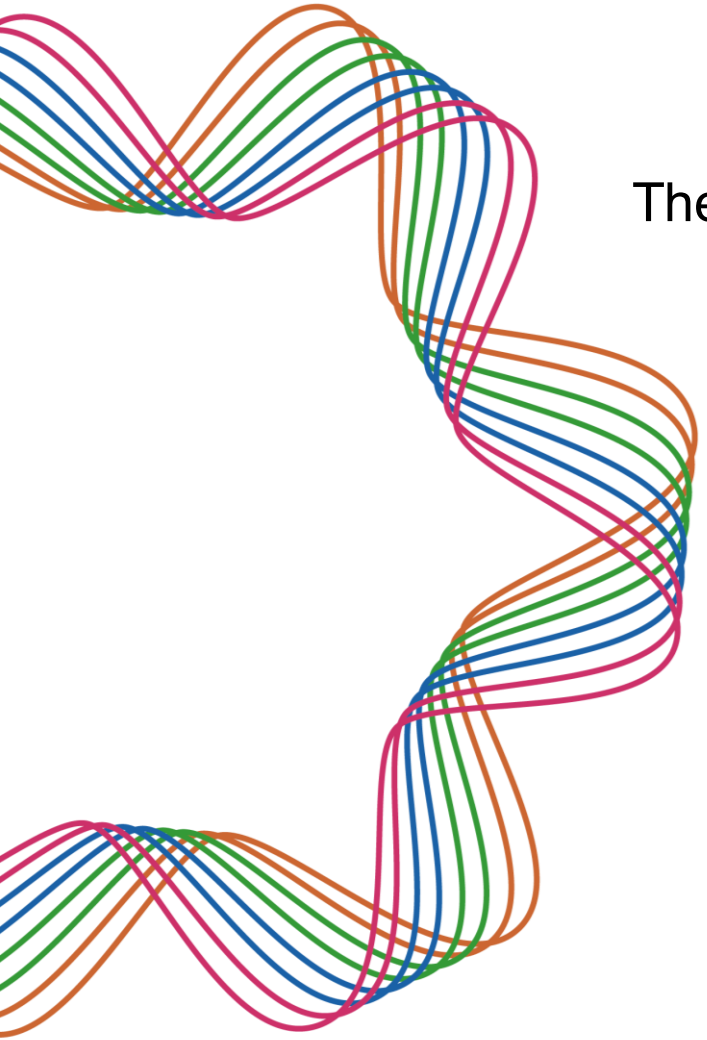


The challenges of

Change Engagement & GenZ

Future Vision Workshops 2025

Unique & Universal	Smart & Sustainable	Trust & Truth	Deep & Deal
ExpoTeens ProTasters	ProActives New Normals	CreActives Mind Builders	ExperTeens Premium Seekers
Aesthetics	Consumption	Communication	Retail
Fashion, Design, Style, Beauty	Food, Automotive Living, Energy	Adv, AI, Social, Media, Culture	Gdo, Fin. services, Tourism, Delivery

PROPOSAL
Training and Consulting
FVW 2025

Email: info@futureconceptlab.com

The challenges of

Change Engagement & GenZ

Future Vision Workshops 2025 / Premise

The 2025 edition of the Future Vision Workshops by Future Concept Lab will focus on the prospects of **Change Engagement** and of the **Future of Marketing Intelligence** starting from the characteristics and needs of the GenZ (will be presented according to the 4 FCL nuclei that compose it), that extends to other generations and which have repercussions on Aesthetics, Consumption, Communication and Retail, brought to life through a training and consultancy program, between scenario updating and *tailor-made*.

The series of 4 seminars proposes a socio-cultural reflection on the radical change taking place in the socio-political and market scenario, with **a range of topics relevant to corporate strategies** (Uniqueness, Sustainability, AI implementation), which will make up the four-day program with the participation of entrepreneurs, creatives and managers.

The ability to understand and intercept change will be at the heart of the journey **in the name of Engagement and Activation**. The time has indeed come for **react** and **intervene,** to **choose** and **pursue** personal, family and social growth objectives in harmony with the business of each company. The themes of **evolutionary trends** and of the **generational nuclei** most permeable to the change that GenZ imposes will therefore be addressed, of the most **emblematic corporate success stories**, of the **most suitable tools and strategies** to become protagonists in the ongoing change. The 2025 research, training and consultancy package includes participation of 20 remote participants (**4 webinars)** and in presence **(1 meeting with Future Concept Lab),** with the aim of applying the trends that have emerged and are emerging in the most advanced scenario to the various corporate realities.

The challenges of

Change Engagement & GenZ

Future Vision Workshops 2025 / 4 nuclei Z by FCL

ExpoTeens



13-15 years
1.72 mln
Equal to
17,1% of GenZ's
2,9% of Italian pop.

ExperTeens



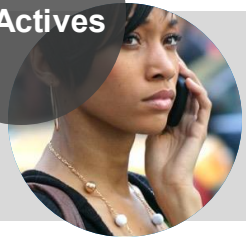
16-19 years
2.34 mln
Equal to
23,3% of GenZ's
4,0% of Italian pop.

CreActives



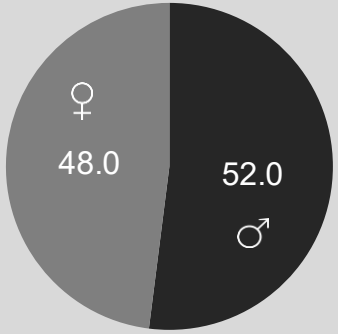
20-24 years
2.96 mln
Equal to
29,5% of GenZ's
5,0% of Italian pop.

ProActives



25-29 years
3.03 mln
Equal to
30,2% of GenZ's
5,1% of Italian pop.

GenZ in Italy
10.05 million - 17.0% of the population



The challenges of

Change Engagement & GenZ

Future Vision Workshops 2025 / Calendar

AESTHETIC TRENDS: SIGNATURE AND FORM OF THE FUTURE | April 3rd, 2025

The Search for Recognition in Uniqueness: Fashion, Design, Beauty, Art. Radicalism of «feeling»: Aesthetic Synchronies, Cultural Syncretism, Radical Memories, Poetic Craftmanship. Cases and trends of the Unique & Universal paradigm: The Human Body. Generational meanings and differences in the aesthetics scenario: between GenZ, ProTasters (40-49) and Premium Seekers (50-65). The mapping of fashion under 30 defined by Antonio Mancinelli (journalist, writer and fashion critic).

CONSUMPTION TRENDS: OPPORTUNITIES AND FEELINGS | June 26th, 2025

Proactive and Generative Consumption: Food, Home, Automotive, Wellness. The Consumption trends between custody, insight and empathy. Cases and trends of the Smart & Sustainable paradigm. Generational orientations and differences in the generative consumption scenario identified through the lens of sustainability: between GenZ (13-29), Singular Women (25-34) and New Normals (50-60).

COMMUNICATION TRENDS: THE DOMINATION OF PERCEPTIVE ENGAGEMENT | October 9th, 2025

The Present of Integrated Intelligence: The Sparks Between Corporate Past (Heritage, Legacy) and Digital Future (AI, AR). The Communication trends focus on the meeting between Brand, Imagination and Advertising. Cases and trends of the Trust & Truth paradigm. Codes, languages and generational bridges in the “intelligent” communication scenario: between GenZ (13-29), ProFamilies (35-45) and Mind Builders (55-69).

RETAIL TRENDS: ACTIVATE TRUST BY SHARING VALUE | November 27th, 2025

The Radical Challenge of Innovation in Services: Exemplary Actions in Trade, Tourism, Credit, Insurance. The Retail trends that transform the market. Cases and trends of the Deep & Deal paradigm. Experiences and expectations for different generations in the integrated distribution scenario: between GenZ (13-29), TechTweens (8-12) and Family Activists (60-75).

The challenges of

Change Engagement & GenZ

Future Vision Workshops 2025 / Clients

We have carried out activities of **research, training** and **consulting** projects for over **250** companies and institutions globally, many of which have participated at the Future Vision Workshops.

from 1990

- **ALESSI** from 1992 till 2022
- **PHILIPS** from 1994 till 2006
- **GATORADE** from 1992 till 1997
- **LEVI'S** from 1996 till 1999



from 2000

- **ILLY** from 2000 till 2013
- **HAVAIANAS** from 2002 till 2010
- **VEUVE CLICQUOT** from 2005 till 2007
- **WHIRLPOOL** from 2005 till 2021
- **WELLA** from 1998 till 2018
- **UNICREDIT** 2007
- **MOLESKINE** from 2009 till 2016



from 2010

- **FERRERO** from 2010 till 2015
- **APEROL** 2011
- **3M** from 2012 till 2021
- **CREDIT AGRICOLE** from 2018 till 2022
- **TRUSSARDI** from 2013 till 2016
- **LAVAZZA** from 2014 till 2018
- **LG ELECTRONICS** from 2014 till 2016



- **DOLOMIA** 2022 and 2023
- **INGLESINA** from 2015 till 2021
- **EUROJERSEY** From 2015 till 2024
- **BVLGARI** from 2019 till 2022
- **BTICINO** from 2011 till 2025
- **BEIERSDORF** from 2012 till 2022
- **ESSELUNGA** from 2017 till 2021