

GOOD FUTURES
FROM GOOD INNOVATION

Looking Ahead to 2026

Welcome to the Great Unmooring of 21st Century

Good Futures, December 2025

Vibe Shifts

Vibe shifts as indicators of change.



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Vibe shifts for the coming year

OPTIMISED FOR AI



When AI bots account for more internet traffic than humans, who are you actually designing for? ***Is it humans or is it AI?***

PRE-WAR FOOTING



As France reintroduces national service, and the British Army invests £18m in recruitment, Europe is now on a pre-war footing.

NEW BATTLEFIELDS



The Third Sector has become the new battleground, fighting polarisation, hate and abuse from both outside actors & internal agents.

WELL-MEANING HARM



The cost of age verification has forced the closure or relocation of charity forums, and blocked access to critical support and information.



THE GREAT UNMOORING

Welcome to the first great unmooring of the 21st Century. It starts with endings. **The post-war system that has defined stability since 1945 has now ended.**

- The end of the US/ Europe relationship
- Goodbye G7. Hello C5.
- The end of the ECHR in 2026?
- The end of perceived reality
- The end of centrist politics.

But out of endings comes opportunity. You just have to be up for persisting through the treacle to get there.

Honorable Mentions

Trends that didn't quite make the cut.



Honorable Mentions

GOTHIC COMFORTS

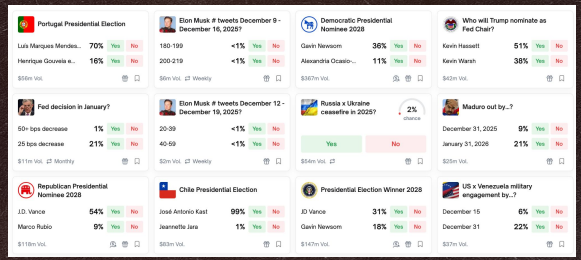


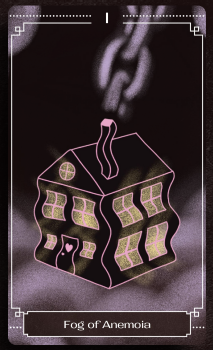
REVALUING THE HOME



EVERYTHING'S AN ASSET

Late stage capitalism is finding new ways to turn every aspect of human life into a casino.
Everything's a bet.
Everything is an asset to trade.



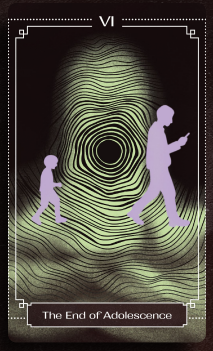




















The 2026 Good Futures Trend Tarot

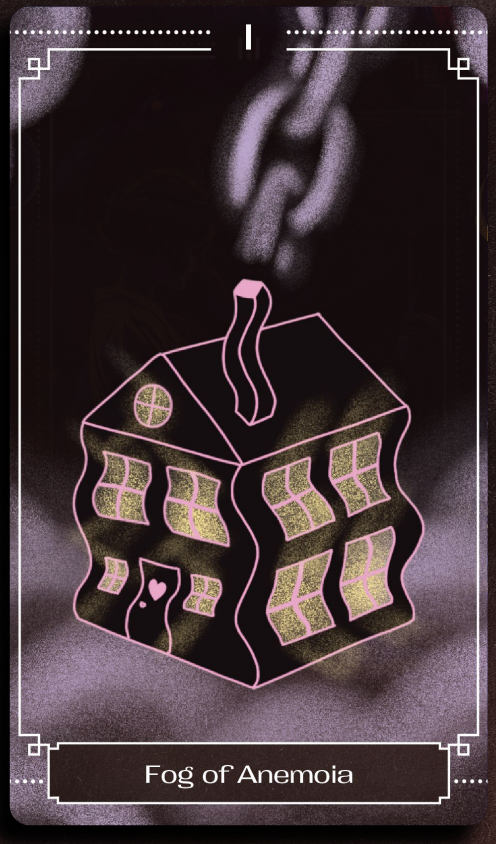
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Power & Control

Why does everything feel harder to do?



GOOD FUTURES



I

The Fog of Anemoia

From comfort, to control.

When sentimental myths become tools of control, charities have to confront the real power games hiding in the fog.

The Fog of Anemoia

In 2025, anemoia functioned as escape. A collective pull towards imagined pasts that promised comfort and simplicity in the face of uncertainty. In 2026, those narratives are no longer drifting through culture by accident. They're being shaped, funded, and amplified as part of a deliberate, long-term political strategy. The fog of nostalgia offers moral reassurance and a sense of safety. For those with power, it also provides cover. It legitimises tighter control, particularly around gender, care, and rights, by framing regression as stability and restraint as common sense. This is not an overt power grab.This is an insidious creep into every aspect of our culture.

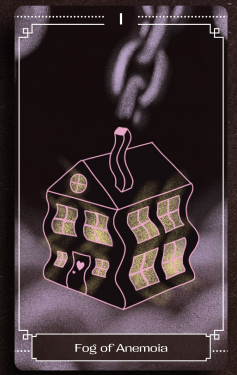
What looks like a beauty trend is masquerading as a system of control. The growing sameness of celebrity faces is not about fashion or taste, but access and compliance with a standard shaped by algorithms, and gatekeeping rather than culture. The normalisation of GLP-1 drugs has revived the 90s obsession with thinness. But thinness (and starvation) has been one of the key ways that the political and economic system has been able to control women's bodies, but also their minds and their time.

These ideals are positioned as personal responsibility, rather than structural privilege, acting as a deeply effective mechanism for dividing class, limiting agency, and depoliticising harm.

At the same time, the political ground is shifting. Figures such as tech billionaire Peter Thiel, US Defence Secretary Pete Hegseth and influencer Nick Fuentes now publicly question the 19th Amendment, women's right to vote.
In the UK, groups like the Alliance Defending Freedom fund "free speech" campaigns as a long-term route to reshape abortion rights, mirroring strategies used to overturn Roe v Wade. Tommy Robinson's use of Christianity as a pillar of nationalism follows the same playbook.

These strategies rely on familiarity, and comfort. They're speaking to an exhausted populace, searching for a route out of uncertainty. But this is not nostalgia. This is control, being designed and financed by political and technological elites.

The Fog of Anemoia



Feminism & the MAGA Right

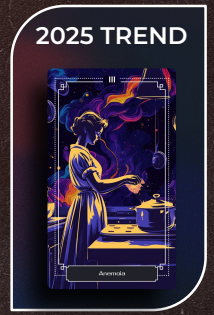
Hyperfemininity, MAGA-beauty and how the right are using sex to sell conservative values. They've hijacked feminism and repackaged it using perfect pancake recipes. Evie magazine, funded by Peter Thiel, platforms gendered roles of the tradwife movement, quite literally whitewashing over the realities of hidden, privilege and class.





The colour of 2026 is .... white?

Whilst Pantone may have been trying to evoke a spirit of possibility and whimsy by naming "Cloud Dancer" as the colour of 2026, it's landed about as well as Sydney Sweeney's American Eagle ad. One commentator renamed the colour 'Asylum Alabaster'.



The Fog of Anemoia

So What?

Become a lighthouse.

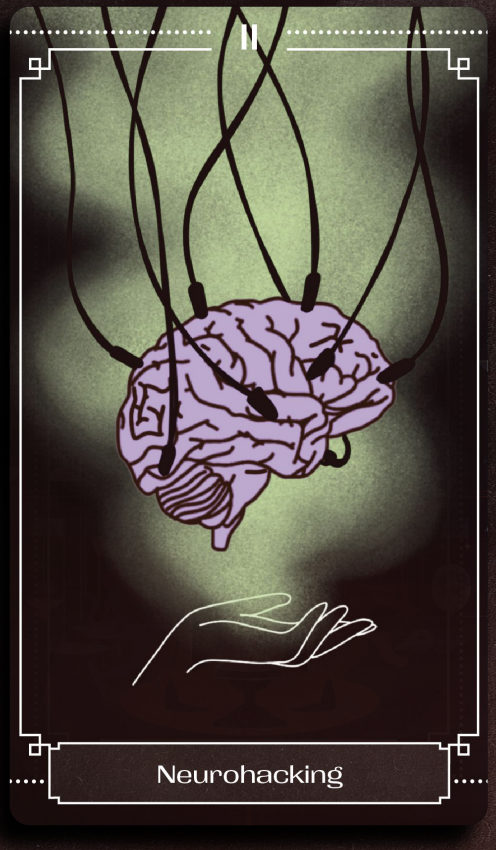
Call out comfort when it masks harm: Don't repeat language about "tradition", "values", or "stability" without naming who it limits or excludes.

Your mission is already politicised: Refugees, climate and faith are on the frontline now. Yours will be next. Build the tools to protect your teams now.

Recognise your red lines: Decide where you will speak plainly (and publicly) and where you won't compromise to stay fundable.

The internal tension: There's a balance act to acknowledging and making space for teams to explore the tension, and shutting down harmful or disruptive debates.

Invest in the movement: You don't have to be on the front line. Find, support, fund, collaborate with others who are might be better positioned to be the face of the fight.



II

Neurohacking

Your brain is now the interface.

When cognition becomes measurable, consent gets complicated.

Neurohacking

In 2024 biohacking focused on the body. Sleep scores, menstrual cycles, and the introduction of GLP-1s. In 2026, the brain is the focus for investment and testing. Behaviour becomes cognition. Neurohacking reframes attention, focus, and mental performance as systems to be measured, trained, and enhanced. Neurofeedback and implanted interfaces are moving quickly from experimentation into clinical trials and consumer culture. Elon Musk's Neuralink is the sharp edge of this shift, but it's not the whole story. The idea that, in the next decade, cognitive enhancement will separate those who can keep up from those who can't is already being normalised by the likes of Mr Beast and Kim Kardashian.

As cognition becomes measurable, brain data becomes valuable. Possibly the next gold rush. But the interfaces are opaque. Ownership is unclear, and exit routes, when companies go under or tech gets an upgrade, are rarely discussed. What happens when systems fail or subscriptions end? And more importantly, who owns this data? Who benefits and who is ultimately in control?

It's tempting to hear this and think, "That's years away!" Brain implants still feel like science fiction. But the cultural shift around cognitive optimisation is already happening. It's starting with things that feel normal: smart glasses, focus tracking, agentic AI productivity tools that promise to help us think better or work faster. This is where behavioural norms and expectations about "good performance" are being set. And the boundaries around how much of our time, our thoughts, our data, technology should have access to.

You might be asking, why are you sharing this in a charity trends session Daisy? Because, like all technology, it's not necessarily the tech that's the problem. The Luddites weren't anti-technology. They were pro-workers rights. Whilst things like brain implants might edge cases right, the norms about intrusion, control and surveillance are being set. In how we interact, how we work and even how we express ourselves.

We need to set guardrails now and learn from the rollout of social media and AI. Because once standards are set, they're very hard to undo. And at that point, it really matters who ends up with access.Because do you really want someone like Nigel Farage or Peter Thiel to know what goes on inside your mind?

Neurohacking



What in the late-stage capitalism?

In July, 2025 Mark Zuckerberg claimed that anyone who doesn't wear smart glasses in the future may be at a "pretty significant cognitive disadvantage" compared to those who do.

In 2026, Elon Musk's Neuralink will go from 12 clinical trial participants, to 1,000, with some of those based in the UK. Influencers like Kim Kardashian and Mr Beast already normalising social discourse.

But the question is ... who owns your thoughts? Who controls this data? And where does human end and machine begin?



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Neurohacking

So What?

Science fiction is becoming fact.

Start with wearables, not implants: Smart glasses and attention tracking are already shaping culture. That's where norms are being set.

Treat attention data as sensitive data: Eye-tracking, focus metrics, and cognitive signals need the same care as health or safeguarding data, even if regulation lags behind.

Don't normalise constant optimisation: Be wary of tools or cultures that quietly reward uninterrupted focus. Surveillance veiled as optimisation.

Plan for adoption creep: Tech rarely arrives as a big decision. It sneaks in through pilots, accessibility tools, productivity hacks, and 'optional' upgrades.

Think now about the future you'll inherit: The standards you accept around wearables today will shape how you respond to implants, interfaces, and deeper interventions tomorrow.



III

Post-Purpose

Purpose is being deprioritised.

Pressure is reshaping what organisations stand behind.

Post-Purpose

Last year we talked about the need for charities to be anything but beige. To push back, be political, and possibly piss some people off. And that need has only become more urgent in 2026. Over the last decade purpose became a dominant organisational signal for corporates. Commitments to climate action, equity, inclusion, and social impact were framed as long-term, values-led, and non-negotiable. But in the wake of the wokelash, that confidence is starting to wobble.

Across governments, corporates, and philanthropy, pressure is reshaping what organisations are willing to stand behind. Net zero targets are being softened, delayed, or completely discarded. Green growth advocates like Bill Gates are shifting their focus from planet to people. At the same time, work on DEI is increasingly labelled “woke”, politically risky, or expendable. Purpose isn’t disappearing, but it is becoming conditional. And purpose for whom is increasingly in question.

In November 2025 the Girl Guides and the Women’s Institute made decisions to exclude trans girls. Their reasoning was compliance with the Supreme Court ruling earlier this year on the definition of a woman. I have no doubt that they didn’t undertake this decision lightly and they were being threatened with legal action by anti-trans groups. However, what matters in this context is how these decisions are being framed publicly. Not as values choices, but as risk management.

What that framing tells us is something bigger than one ruling or one organisation. It shows how purpose is being quietly reshaped under pressure. Decisions that used to be understood as ethical or values-led are now increasingly described in the language of compliance, exposure, and risk. Not because values have disappeared, but because the cost of standing by them has gone up. Look at the details of the suit Trump has filed against the BBC. The scope of the filing is no longer just about the splicing of two clips, but now includes the choice to include detractors and anti-Trump commentators in the entire package.

You can see this same pattern playing out elsewhere. Government cuts don’t just reduce funding. They narrow what feels fundable in the first place. Certain missions become harder to defend, and harder to insure. Climate ambition gets softened and watered down. And it shows up most acutely on the frontline. The people delivering services are the ones encountering anger, scrutiny, and abuse, often without having had any real influence over the decisions that triggered it. They become the human interface for choices made under institutional pressure. Just look at the comment trolls on this year’s charity Christmas campaigns.

When global powers are leading the push back on purpose, it’s even more vital that charities hold the line, that we speak up, that we protect and we safeguard. But to do that we need to operate as one sector. Together we are powerful. We can design something better. We just need to work out how to collaborate.

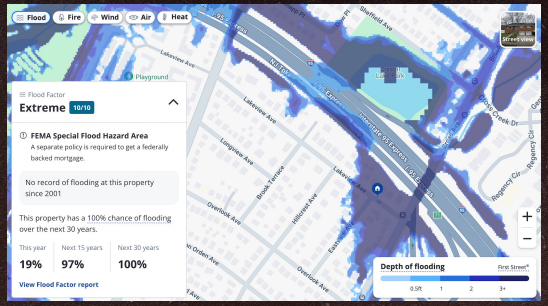
Post Purpose

Freedom Fruit

Ben Cohen, co-founder of Ben & Jerry's has started a campaign asking for The Magnum Ice Cream Company to allow Ben & Jerry's to become an independently owned company, with socially-aligned investors and once again free to honor its social mission and live by its brand values, without compromise.

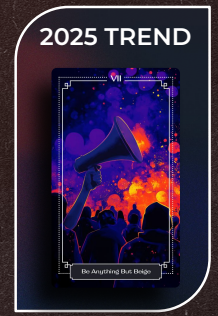






Bowing under pressure

Zillow, the USA's largest real estate listings site, has removed a feature that showed the risks from floods, wildfires, wind, extreme heat and poor air quality. The website began publishing interactive climate risk ratings in 2024 but gave into complaints from estate agents that they hurt sales.



Post Purpose

So What?

Is this what normal now looks like?

Funding now comes with conditions, not just expectations: Government cuts and political pressure mean money increasingly shapes what work is seen as acceptable, not just what is possible.

Inclusion is being reframed as risk: Trans inclusion, net zero, and racial justice are no longer debated on values grounds, but positioned as liabilities organisations are expected to manage.

Partnership choices are becoming political by default: Who you work with, who you accept money from, and who you stand alongside now signals more than any statement ever could.

Frontline teams are absorbing the backlash: Staff delivering services are the ones encountering hostility, scrutiny, and abuse, often without the power to change the decisions that provoke it.

Silence no longer reads as neutrality: Stepping back from purpose doesn't create safety. It creates ambiguity that others will fill.

Identity & Belonging

Why don't people fit the segmentations anymore?



GOOD FUTURES



IV

In Search of Meaning

People aren’t looking for answers, they’re looking for grounding.

When systems fail and futures feel fragile, meaning becomes a practical need, not a belief.

In Search of Meaning

As the certainty of uncertainty looks set to continue well into the next decade, the search for meaning has become more visible and more urgent. People are looking for ways to make sense of their lives and the world around them, not through grand ideologies or institutions, but through frameworks that offer grounding, belonging, and direction.

This is showing up in renewed interest in faith, spirituality, and ritual, particularly among younger generations. Belief is becoming modular and personal. Tarot sits alongside therapy as ways to understand context. Prayer goes hand in hand with manifestation to express desire and hope. AI steps in to offer always-on guides for decision-making, reflection, and reassurance. We're crafting our own belief systems and meaning.

Meaning, in this context, is being used as a stabiliser in the face of burnout, political volatility, and social fragmentation. People are less interested in what is "true" in an abstract sense, and more interested in what helps them get through the day, feel less alone, and make sense of difficult trade-offs they may not be the final decision maker in.

There's a lot of possibility in this trend, and it's not something I think charities should be afraid of exploring. When people are looking for meaning, they're often looking for each other. This opens up real opportunity to build belonging, to help people organise, and to support movements that are rooted in care rather than despair.

But meaning isn't neutral. It doesn't automatically point in a good direction. The same hunger for purpose that builds solidarity can also be exploited to divide. We're already seeing faith, masculinity, and belonging used as recruitment routes by the far right. Gyms becomes the new recruitment ground for christian nationalism, seeking out young men seeking definitions of masculinity. Cultural spaces that don't look political until they are.

For charities, the challenge is navigating faith and belief in authentic way. If you step back entirely, you don't make the space safer. You leave it open. And if you engage without boundaries, you risk legitimising things you don't stand for. The balance is to stay present. To build spaces for belonging, support movement-building, and be clear about where your lines are. Meaning moves people, but direction matters.

In Search of Meaning



Christianity gets a Gen Z glow-up

Byble launched in 2025 (“begin your bible learning experience”) aims to make the Bible more accessible and inspiring. In-person worship is getting a refresh at St George the Martyr, Southwark where Father Bell is prioritising openness for a new, lost crowd seeking peace in his sermons.



Organising through astrology

Exploring community roles based on astrological principles.





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In Search of Meaning

So What?

Meaning builds movements, but not all of them are benign.

Build spaces for belonging: Invest in communities, rituals, and repeated moments that help people find each other, not just hear from you.

Support movement-building, not just participation: Meaning travels through relationships. Enable people to organise, connect, and act together.

Watch where meaning is being co-opted: Faith, masculinity, and purpose are being used as recruitment routes by the far right, from gyms to online spaces to nationalist narratives.

Engage belief, don't dodge it: Avoiding faith doesn't make it safer. It just lets others define it.

Hold pluralism with clear boundaries: Make space for different beliefs while being explicit about what you won't legitimise or platform.



V

Meet the Parents

Gen Z have entered the chat.

And in true Gen Z fashion, they claim there is no such thing as “parents” anymore 🤦‍♀️

Meet the Parents

A new cohort is stepping into adulthood under conditions that make shared assumptions hard to sustain. Economic insecurity, climate collapse, and political polarisation mean decisions about whether to have children, when, and how are increasingly shaped by constraint rather than choice.

For those who do become parents, there is no single model to follow. In true Gen Z fashion, approaches are diverse and often contradictory. Some are intentionally rejecting the models they grew up with, prioritising empathetic parenting, self-direction, and blended family structures. Others take a more chaotic, learn-as-you-go approach to raising small people. And then there's the FAFO parents, who prioritise learning through natural consequences. Whichever route they choose to take, Gen Z won't be defined by parenthood. For many, it's just one layer of identity, with gendered labels and roles actively rejected in favour of shared responsibility.

The result is fragmentation. "Parents" are no longer a coherent group, and neither is "Gen Z". Worldviews around family, gender, and authority are diverging fast, shaped less by age than by economics, media ecosystems, and ideology.

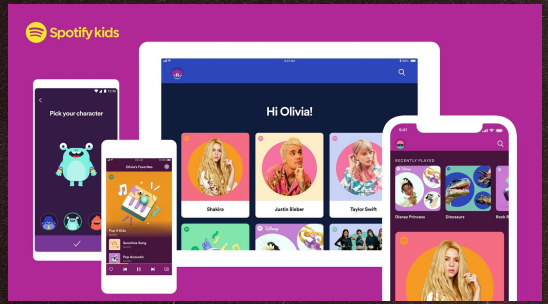
The biggest shift in this trend isn't how Gen Z parent, it's that parenthood no longer organises identity in the same way. This has been a slow build over decades that is now coming to maturity. People are making decisions about children alongside work, politics, relationships, and selfhood, not instead of them. That makes "parents" a weaker category than it used to be. For charities, this means rethinking audience segmentation, and assumptions in both language and delivery channel. The organisations that adapt will be the ones that stop designing for a single version of family life and start building flexible, inclusive offers that work across very different realities.

Meet the Parents



Letting the babies take the lead

Spotify has expanded their youth platform. Launched in 2021 and targeting Millennial parents, Spotify Kids offered curated content for kids under 13. Now, speaking to Gen Z, children can independently explore their own musical preferences, create their own playlists, and discover new artists and genres.





Don’t assume what worked for Millennials will speak to Gen Z

Millennials chose purpose and sustainability in their brand choices as parents. Gen Z are more pragmatic. They claim they “invented” cancel culture. Don’t make promises. Back them up with fact. Keep your campaigns fresh and relevant. Rethink the face of your message. It’s all about the vibe check.

NEW TREND FOR 2026

Meet the Parents

So What?

Families aren’t one audience.

Who are you designing for?: Move beyond ‘parents’ as a single audience and design for different realities shaped by cost, culture, gender, and choice.

Design services for flexibility, not life stages: Life isn’t linear. People will move in and out of caregiving, parenting, and responsibility, so flex your journeys with them.

Don’t default to gendered roles: Language, imagery, and service models that assume mums as carers and dads as helpers reinforce rather than reimagine.

Expect values clashes, not consensus: Gen Z parents hold sharply different views on discipline, care, faith, and authority. Build services that can hold difference without collapsing.

Support parents without erasing identity: Gen Z don’t want parenting to replace who they are. Make space for multiple identities to coexist.



VII

You're Not Invited

And that's kinda the point.

You’re Not Invited

Through slang, in-jokes, and deliberate opacity, new boundaries are being drawn around who belongs, who’s in the chat and who’s cool enough to be on the guest list. And the most public angle on this is language.

Algospeak has slipped into almost all of our lives. It slips past moderation and confuses the algorithm, but it also marks who’s in and who isn’t. For Gen Alpha, who have grown up under the panoptic gaze of being chronically online before the age of consent, absurdity has become a form protection and secret code. If everything is being interpreted, nonsense becomes a way to connect without being fully legible.

This shift sits alongside a broader move away from visibility as status. Having no followers can now read as cooler than having many. Staying low-profile signals control. Depth is valued over reach. Private channels over public feeds. Access, not attention, becomes the thing that’s traded.

Belonging here isn’t about being understood by everyone. It’s about being understood by the right people. If you don’t get it, that’s not a failure of communication. It’s the boundary doing its job. You just aren’t cool enough.

A lot of our internal KPIs and metrics are still built to measure broadcast. Reach, visibility, click throughs. Growth. All the things that assume more people seeing something is always the way forward. A move down the funnel. But, as we touched on in the loyalty report, the funnel died a decade ago. Not everything people need to be mass. Some spaces are intentionally small. Some language is deliberately opaque. And some content loses its value the moment you have to explain it.

That creates a challenge when we’re used to measuring success through scale, because a lot of what’s actually working now breaks those measures. You can’t funnel your way into a group chat. You can’t optimise your way into an in-joke. And the harder you push for visibility or clarity, the faster some people disengage. Basically, if you try too hard to be cool, you immediately fail. What matters instead is proximity. Trust built over time. Being present without needing to be central to the conversation. Some of what’s working now only works because it stays small.If you know, you know.

You’re Not Invited





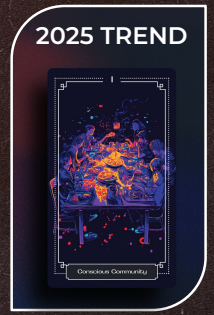
Secret chat

Influencers are creating second accounts for more unpolished, authentic content behind the scenes. These accounts are typically private, follow-only pages where unspoken rules dictate that the content isn’t shared outside of the closed community. These accounts typically aren’t advertised and grow from word of mouth – they’re IYKYK accounts.



Algospeak

A new lexicon of words and icons has emerged across social media as ways to work around the algorithm. Like: corn, grape & 🍉. But Algospeak has its roots in earlier languages like Polari, which borrowed terms from Italian, Romani and Yiddish, as a way to safely talk about gay subculture in 19th Century. Now, Gen Alpha are creating a new absurdist dictionary designed to exclude adults from the chat.



You’re Not Invited

So What?

If you know, you know.

Reach isn’t everything: Bigger audiences aren’t always better ones. Depth, relevance, and trust now matter more than numbers. Measure success differently.

Design for small, trusted spaces: Group chats, closed communities, in-person moments. These are where meaning and loyalty are forming, even if they don’t look impressive on a dashboard.

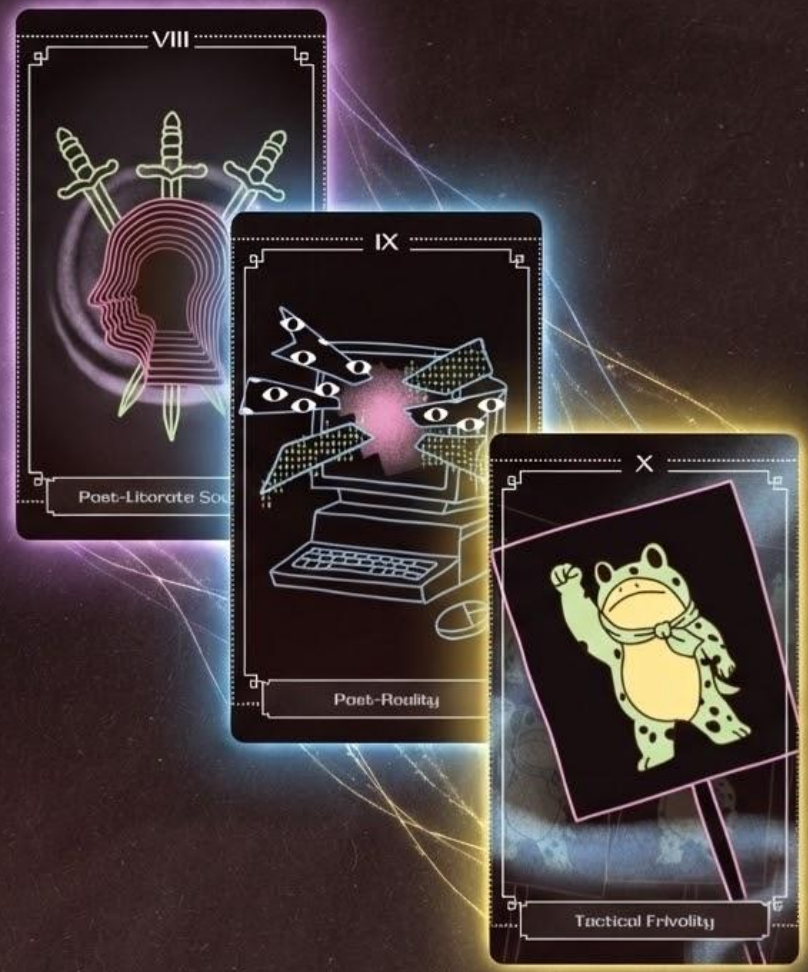
Let some spaces stay untranslated: Not everything needs explaining, decoding, or repackaging. Respect in-jokes and opacity rather than rushing to be part of the chat.

Treat access as something earned: Invitations, referrals, and gradual entry build stronger bonds than open doors alone.

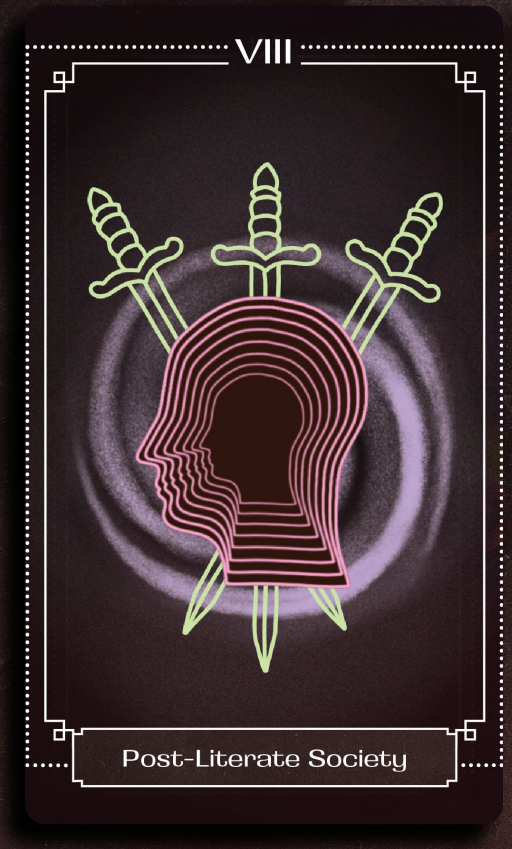
Get comfortable with not being cool: Trying too hard to belong is the fastest way to be rejected. Support, enable, and resource communities without centring yourselves inside them.

Sensemaking & Resistance

*Why doesn't anything land, and what the f*** do we do next?*



GOOD FUTURES



VIII

Post-Literate Society

We’re being encouraged to outsource everything.

But what gets lost when machines do the sense-making?

Post-Literate Society

In January, researchers at Microsoft and Carnegie Mellon University published a study examining how knowledge workers use generative AI tools like ChatGPT. Their finding was simple and unsettling: the more confident people felt in the AI's output, the less they relied on their own critical thinking. As one participant put it, "I use AI to save time and don't have much room to ponder over the result."

That dynamic is increasingly familiar. We're being encouraged to move faster by doing less of the work ourselves. Reading becomes skimming. Writing becomes prompting. Sense-making becomes something we delegate, or automate to an AI. It's not that people stop reading or writing. It's that they stop practising the skills those activities once trained.

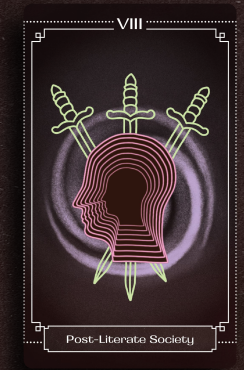
AI doesn't remove intelligence. It removes friction. Chatbots generate fluent answers, but users check less, critique less, and remember less of what they've produced. At the same time, tools that can convincingly fabricate voice, image, and video are eroding the basic cues people once used to tell fact from fiction.

But there is opportunity. When everything looks real and sounds confident, the real advantage lies in reading what sits underneath. Subtext becomes a form of literacy.

What's different here isn't that misinformation exists. It's that fluency has become cheap. AI can now produce confident, coherent, plausible explanations at scale, which means many of the shortcuts we used to rely on to judge credibility no longer hold. People aren't disengaging from information entirely. They're engaging with fragments, summaries, screenshots, and vibes. Meaning gets reconstructed downstream, often without you in the room.

Cognitive atrophy is real. But the biggest risk is knowledge loss. When we're being encouraged to outsource to an AI, how do new team members learn the basics? And if a core part of your service delivery is about information provision, It's no longer just about putting accurate information into the world and hoping it lands. It's about anticipating how your work will be interpreted, distorted, or weaponised. Sense-making, judgement, and interpretation stop being "soft skills" and become core infrastructure.

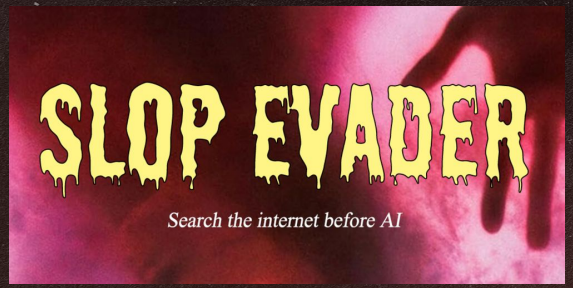
Post-Literate Society



Flood the Zone

In June, the Reuters Institute reported that social media is now Americans' main source of news, surpassing legacy outlets for the first time. TikTok is a trusted news source for 17 percent of people worldwide. But when purveyors of misinformation deploy a 'flood the zone' strategy, it's hard to differentiate fact from theory.





Surf the web like it's 2022

Do you miss the halcyon days of the pre-AI internet? Meet Slop Evader, a new browser tool that filters your web searches to only include results from before November 30, 2022, the day that ChatGPT was released to the public. Whilst search engine Kagi has introduced a paid 'SlopStop' function for searches.



Post-Literate Society

So What?

Sense-making is now a core capability

Stop assuming people will read the whole thing: Design for partial attention, and misinterpretation. If your message only works in full, it won't work at all.

Invest in interpretation, not just information: Facts alone don't travel. Context, framing, and explanation do. Build roles, processes, and time for making sense of complexity, not just publishing it.

Train teams to spot confidence without evidence: Confidence is no longer proof of competence. Teach teams how to tell the difference. (Dunning-Kruger effect)

Expect your work to be lifted, distorted, and redeployed: Assume your content will be screenshotted, summarised, or recontextualised. Plan for misuse as a default, not an edge case.

Training the next generation: Plan for how skills are taught and transferred when you're outsourcing to AI. The analogue backup could be the thing that saves you when everything else fails.



IX

Post-Reality

Humanity as a luxury in the era of AI.

When machines look and sound human, imperfection becomes the signal.

Post-Reality

If post-truth weakened trust in facts, and post-trust weakened trust in institutions, post-reality weakens trust in perception itself. Generative AI has made fluency, realism, and emotional tone cheap to produce. Voice, video, even empathy can now be convincingly simulated at scale. The cues we once relied on to decide what was real no longer hold.

This is the era of human-washing. AI systems are designed to sound caring, reflective, and emotionally intelligent, creating familiarity without accountability and intimacy without responsibility. Trust hasn't disappeared, but it has shifted. Away from institutions and into tone, presence, and the quirks of imperfection that indicate humanity.

People are already adjusting. We're checking more. Verifying more. Looking for signs of life. Gen Alpha are quick to decry "that's AI" as shade against everything and anything. And at the same time, the things that feel most real are often the least polished. A mistake, a wobble, something slightly off. In a post-reality environment, humanity becomes a premium.

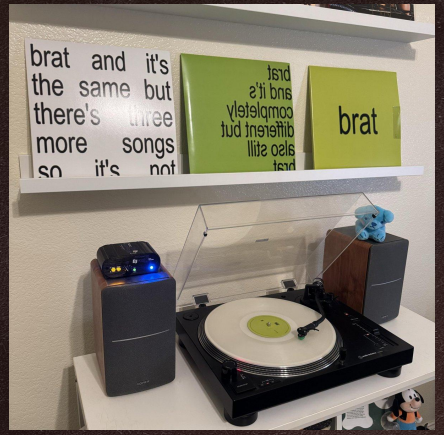
The good news. People are adapting, fast. You can see it in how quickly suspicion now kicks in if anything looks remotely AI generated. Looks too polished, sounds too certain, just feels … off. And this directly impacts credibility. If your copy, videos or content looks like AI then people will immediately walk away, if you weren't transparent about the use. For example, the tarot for last year's deck were created with AI. This year's have all been hand drawn by our designer Coralie.

This trend is an opportunity to celebrate the realities of humanity. The mess, the inaccuracies. The human stitch. Stories that don't quite finish cleanly. To step away from our phones and become witnesses to the moment, not simply bystanders. Humanity is beautiful and weird and something worth protecting. Not flattening under an AI.

Post-Reality

The human stitch of imperfection

“I remember in the middle of the brat album cycle, one of the vinyl plants accidentally printed 10,000 copies of the album using the wrong hex code, resulting in a load of albums in the wrong shade of green. That in itself felt inherently brat, a version of the album born from a mistake, but kind of a good one." Charlie XCX







Created using Nano Banana Pro

You can’t trust what you’re seeing

No, Trump did not meet with Peter Thiel, Larry Ellison, Sundar Pichai, Elon Musk and Vladimir Putin in the Oval Office. But Google’s Nano Banana Pro is so good it’s hard to tell truth from function. Thankfully all images are embedded with a hidden SynthID digital watermark.

2024 TREND



GOOD FUTURES
FROM GOOD INNOVATION

Post-Reality

So What?

Humanity is now the differentiator.

Put the phone down: Proof now comes from presence. Build moments where people can see, experience, or verify directly, not just through a screen.

Lean into human-made as a trust signal: People are willing to pay more for work they know is human.

Let imperfection do some of the work: Over-polish now reads as suspect. Mess, constraint, and visible process can build more trust than perfection ever did.

Treat belief distortion as a safeguarding issue: AI-reinforced delusion isn't fringe. Build awareness and escalation pathways for when technology starts amplifying paranoia, fixation, or false narratives among service users or communities.

Be explicit about what is and isn't human: Ambiguity erodes trust. Say when something is automated, assisted, or human-led. Transparency is now a credibility tool, not a compliance exercise.



X

Tactical Frivolity

Serious problems. Unserious tactics.

Joy, absurdity, and disruption as strategy.

Tactical Frivolity

As pressure builds, traditional forms of protest are losing traction or some in cases being outlawed entirely. Rage exhausts the people it's meant to mobilise, or silences those who have too much to risk by going to jail. Into that space is returning a centuries old form of protest.

Tactical frivolity uses joy, absurdity, play, and mischief as tools rather than distractions. Protest becomes a performance. Humour lowers defences. Frivolity creates cover for messages to land. It makes space for participation without demanding ideological perfection or asking participants to risk it all. From raves as resistance to meme-led mobilisation, people are deliberately choosing unserious tactics to tackle serious problems.

Care, empathy, and even silliness can become forms of power precisely because they don't scale neatly, can't be easily sanitised, and resist algorithmic capture. In a climate where everything feels heavy, joy becomes tactical. Not as escape, but as a way to keep people in the room.

Tactical frivolity widens the field of participation. It recognises that not everyone wants to be visible, vocal, or confrontational. Some people show up by making things. By hosting.By laughing together. By dancing and singing to disco anthems. These acts still generate momentum and they still connect people to a cause.

But frivolity isn't the same as unseriousness. It only works when it's deliberate. When it's doing a job. Joy without intent is just noise that can be shouted down. Used well, play becomes a way of keeping people connected without exhausting them, and of building energy that doesn't immediately burn itself out.

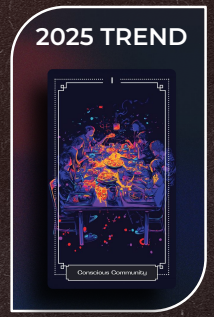
Tactical Frivolity

Twerking as protest
When Trump sent the National Guard to Portland Oregon to protect ICE agents, people took to the streets to protest. Not by throwing paint but by twerking in inflatable frog costumes.

They were quickly joined by crafters, disco dancers, poets and singers who joined together to create, dance and tell stories of the movement.







Tactical Frivolity

So What?

Joy can be infrastructure.

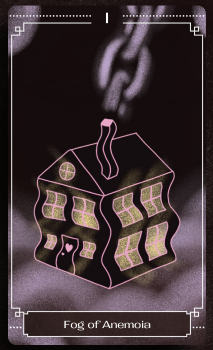
Use play to lower the barrier to entry: Not everyone wants to join a protest or sign a petition. Play creates softer ways in.

Build cover for people to show up: Frivolity provides plausible deniability. It lets people take part without painting a target on themselves. This matters when backlash is real and personal.

Stop mistaking seriousness for credibility: Heavy tone doesn't equal impact. Humour and absurdity can travel further and stick longer than righteous anger.

Stop relying on emotional labour: Design and resource care so it doesn't fall on the same people every time.

Know when not to be playful: Frivolity works when it's an active choice. Some moments require gravity. The skill is knowing when joy opens doors, and when it undermines trust.

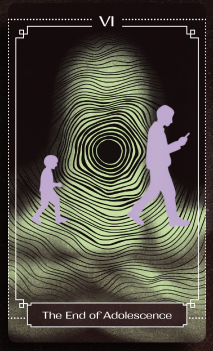




















The 2026 Good Futures Trend Tarot

GOOD FUTURES
FROM GOOD INNOVATION