

WHICH PATH WILL WE FOLLOW?

BETC X HAVAS





WHO ARE PROSUMERS?

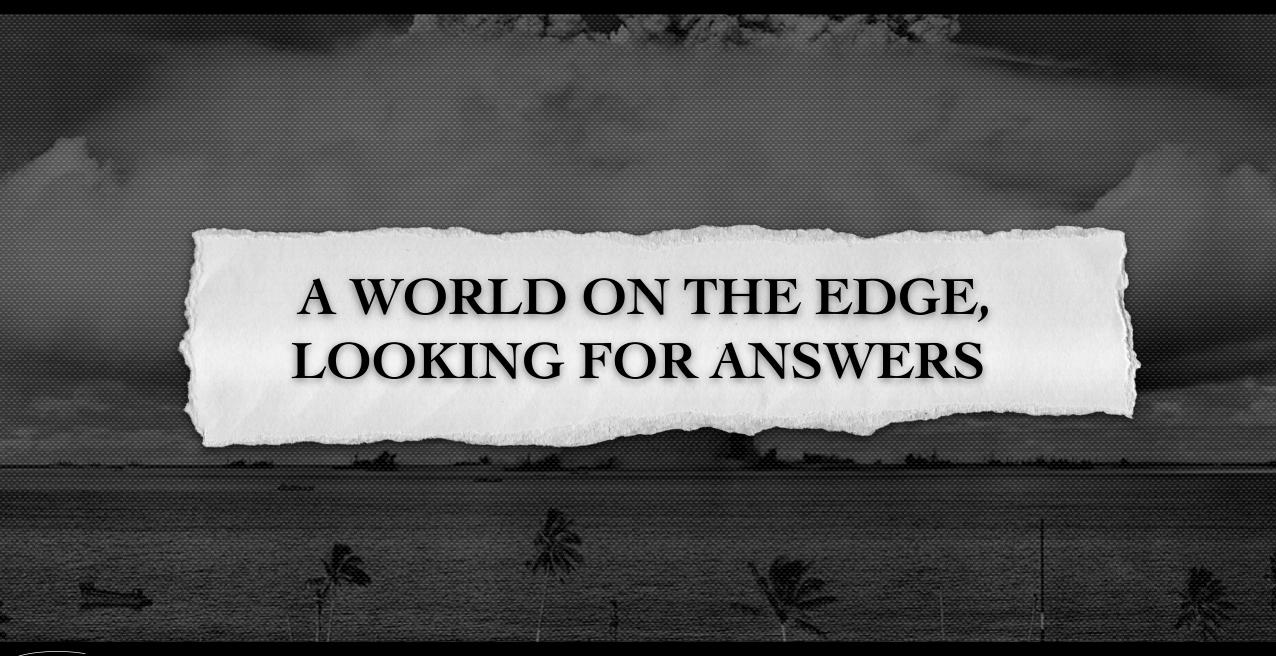
LAGGARDS

MAINSTREAM

20% - 30% PROSUMERS

INSTIGATORS

6-18 MONTHS



THE WORLD HAS ENTERED THE AGE OF POLYCRISIS

HEALTH

Is our obsession with economic growth fuelling a global mental health crisis?

GEOPOLITICAL

How can we protect human rights while global conflict rages?

's possible to prevent violence and lay the foundation for peace

the months

ECOLOGICAL

Permafrost in Peril: The Arctic's Hidden Climate Crisis

ECONOMICAL

Is the world heading into recession?

2 days ago Simon Jack Share **≺** Save □

Simon Jack Business editor, BBC New

Wall Street Is Collateral Damage in Trump's Trade War



TRUST IS NOWHERE TO BE FOUND



MAINSTREAM

Trust is a rare value these days.















95/94





PROSUMERS

I support more authority, but I don't trust those who wield it.

















55/55









52/54

57/60 59/54 60/52 67/72 71/68



NOBODY AGREES ON THE SOLUTIONS

TO SOLVE THE CLIMATE CHANGE ISSUE, WE ARE GOING TO NEED:

PROSUMERS

Strict rules enforced by governments

















PROSUMERS

Individual discipline













WE DON'T BELIEVE IN OUR COLLECTIVE POWER ANYMORE

81% **PROSUMERS**

83% MAINSTREAM

I think true order comes from individual discipline.















89/91

PROSUMERS

52% **50**% MAINSTREAM

I think people are not able to self-regulate anymore.















28/28 51/47

61/55

61/63 62/54 67/69

68/65

54%

GEN ZERS

45%

BOOMERS



THE GREAT SHIFT TO AUTHORITY

I THINK A STRONG AND AUTHORITARIAN GOVERNMENT IS MORE EFFECTIVE THAN A DEMOCRACY IN SOLVING THE WORLD'S PROBLEMS.

38% PROSUMERS

30%
MAINSTREAM

39% GEN ZERS

17% BOOMERS



THE WORLD AGREES: AUTHORITY IS THE ANSWER



AND YET, WE STILL VALUE THE CONCEPT OF FREDOOM VERY MUCH

83% 75% MAINSTREAM

I am deeply attached to individual freedom as a value.

















76/64

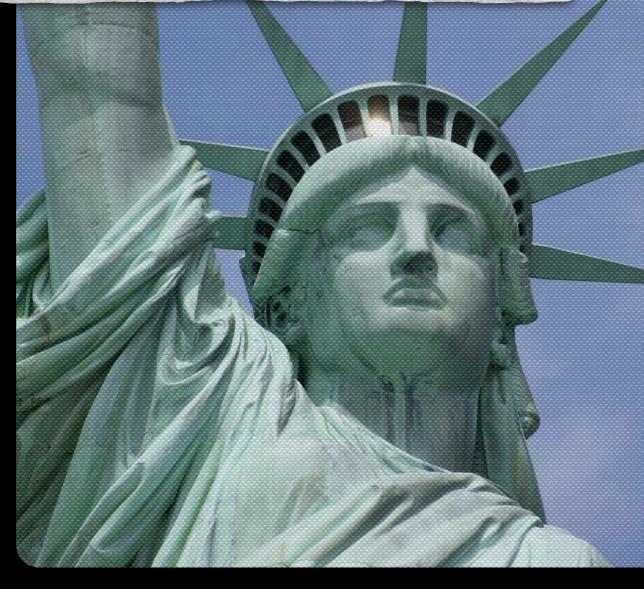
87/61

87/78

87/82

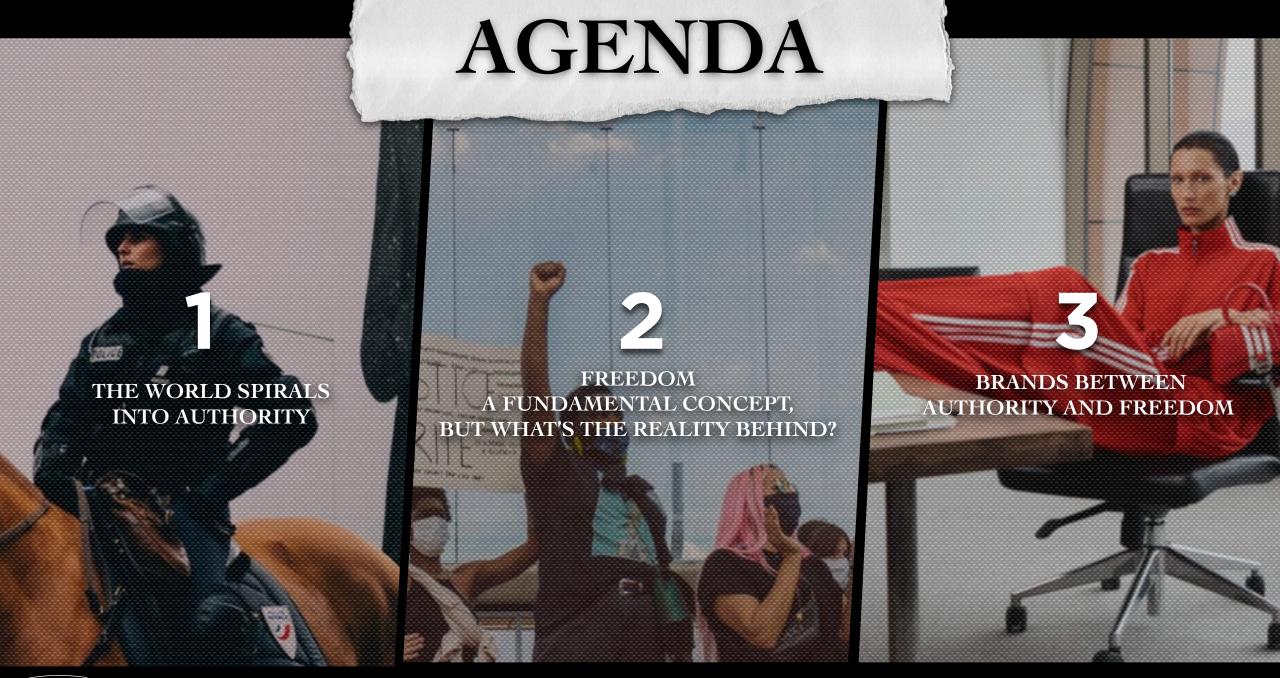
88/81

95/85











DEMOCRACY IS BECOMING A FADING DREAM

The New York Times

NEWS ANALYSIS

In an Era of Mistrust and Upheaval, Democracy Seeks a Path Forward

The Athens Democracy Forum last week explored the world's schisms in the face of threats from technology and shifts in the world order.

Vance Tells Europeans to Stop Shunning Parties Deemed Extreme

His comments shocked attendees at the Munich Security Conference and seemed to target efforts to sideline the hard-right party the Alternative for Germany. 49% PROSUMERS

43% MAINSTREAM

Democracy gives too much power to poorly informed citizens.













59/61

30/33

40/28

41/3

42/40

48/39

53 5

49% GEN ZERS

32%
BOOMERS



WHO'S AFRAID OF CHAOS?

I BELIEVE GIVING TOO MUCH FREEDOM TO PEOPLE LEADS TO DISORDER AND THE RISK OF CHAOS.

AGREE





DISAGREE

PEOPLE ARE READY FOR A FIRM HAND TO LEAD



My country would be better off if my government exercised more authority.



31/22











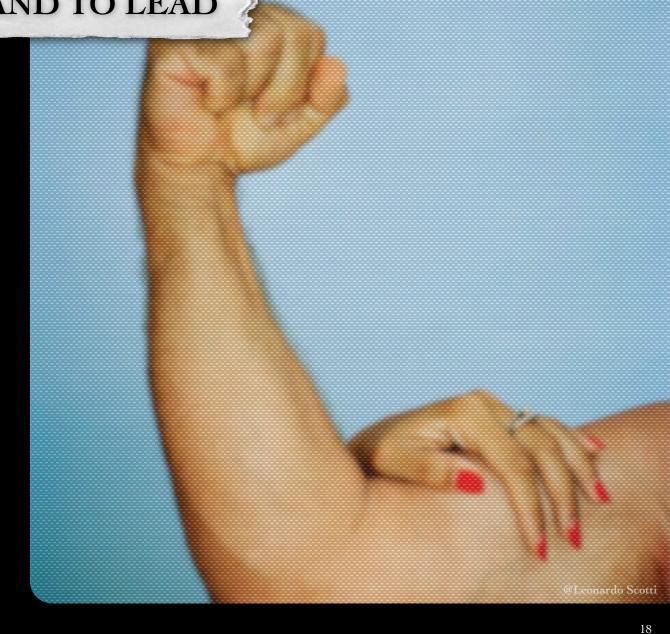


61/42

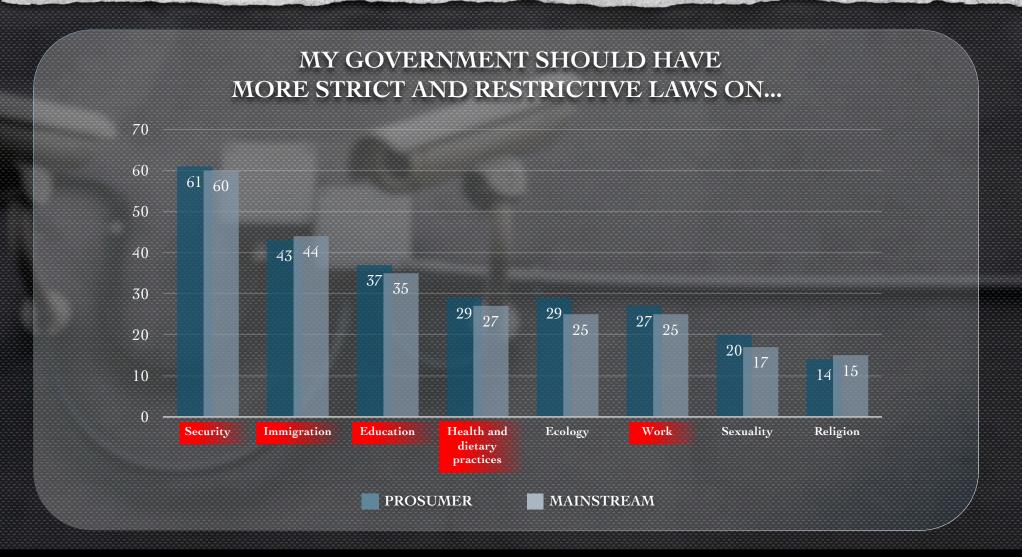
65/44 68/69

34/32 39/34

27% **BOOMERS**



THE WORLD FEELS INSECURE AND MORE AUTHORITY IS THE ANSWER.









AUTHORITY IS ABOUT OUR SAFETY FIRST

61% **PROSUMERS**

60% MAINSTREAM

My government should have more strict and restrictive laws on: Security









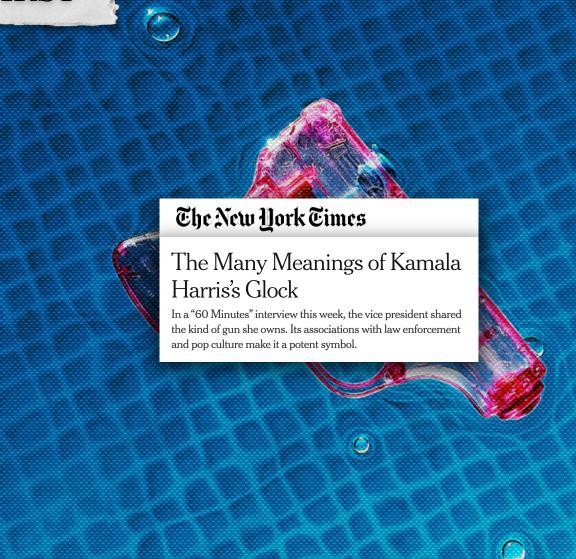










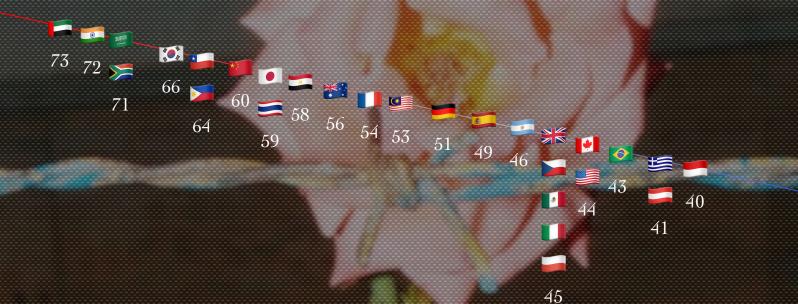


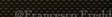


THE TRADE-OFF IS CLEAR

AGREE

I THINK THAT TO ENSURE SAFETY, WE MUST ACCEPT SOME LOSS OF FREEDOMS.





DISAGREE

27





IMMIGRATION HAS BECOME A MAINSTREAM FEAR







My government should have more strict and restrictive laws on: Immigration













57/33 57/53

31%





IS THIS THE END OF MULTICULTURALISM?

PROSUMERS

61% 64% MAINSTREAM

I think immigrants should be required to adopt the culture of the country they move to.

















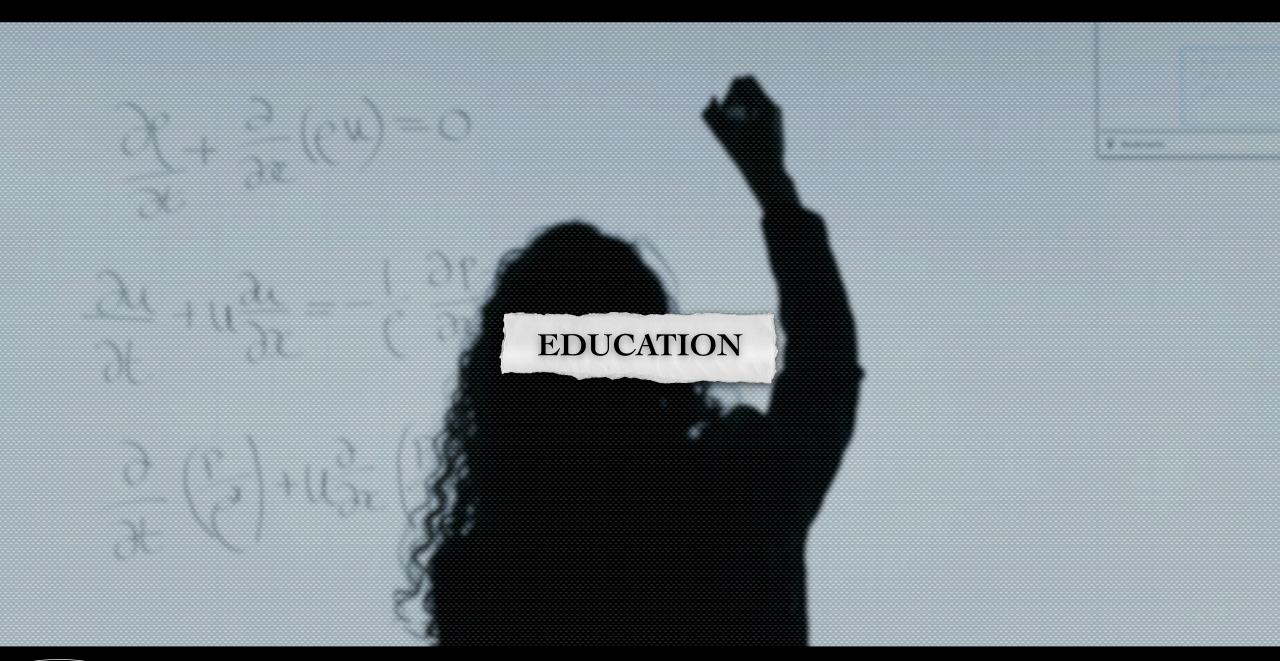


39/38 58/58 59/48 62/70 68/65 70/71 95/75

GEN ZERS









CHILDREN MUST FALL IN LINE

PROSUMERS



Children need authority to guide them and teach them basic rules.











52/60

67/76

70/77 70/84

71/60

75/87 78/79

GEN ZERS



TEACHERS' AUTHORITY IS TO BE RESTORED



72% MAINSTREAM

The authority of teachers must be strengthened to aid learning.

70%

74% BOOMERS





MANY COUNTRIES HAVE ALREADY TAKEN ACTION.

THE AUTHORITY OF TEACHERS MUST BE STRENGTHENED TO AID LEARNING.



69/64

1015.05 Right to control the classroom.—

- (1) In accordance with state board rules and general law, a teacher has the authority to control and discipline students in his or her classroom and in other places in which the teacher is assigned to be in charge of students. Pursuant to s. 1003.32 and in order to provide an orderly and safe learning environment for students, a teacher may:
- (j) Use reasonable force, according to standards adopted by the State Board of Education, to protect himself or herself or others from injury.

2023

In states like Florida and Texas, laws reinforced teachers' right to physically intervene in case of disruptions, with greater legal protection. Summary: The US expanded legal protections for teachers facing disruptive behavior.



79/77

Réinventer l'autorité à l'école, une rengaine en panne de modernité

Par Ariane Ferrand

blié le 18 octobre 2024 à 18h00, modifié le 20 octobre 2024 à 02h

2018-2022

Introduction of the 'Respect and authority at school' scheme.

Reinforcement of disciplinary sanctions in the Education Code.



ARE WE STILL IN THE MONTESSORI ERA?



Caroline Goldman veut introduire le « time out » dans les crèches



The rise of alternative education in China

PROSUMERS

31% 26% MAINSTREAM

I think children should have the freedom to grow and flourish according to their desires without being constrained.





25/13



29/40



30/16





30/23



16%



IN THE END, PARENTS SHOULD HAVE THE LAST WORD



I think parents should have the freedom to choose how they want to educate their children.

















75/60

"Moms for Liberty": de mères américaines en colère à groupe extrémiste

HAINE AMÉRIQUES

Les "Moms for Liberty" sont devenues mardi le premier mouvement de parents d'élèves à être inscrit sur la liste des groupes haineux aux États-Unis par le Southern Poverty Law Center. Comment ce groupe a-t-il opéré une ascension aussi fulgurante que surprenante au sein de la galaxie des mouvements ultra-conservateurs?

MOMS for ★LIBERTY★

Universal Book Content (UBC) Rating

- No nudity No profanity

Appropriate

for all

audiences

- No references to sexual activities No drug or
- alcohol use

Might have minor issues for young

violence

nudity

Non-sexual

- violence Non-sexual nudity
- No profanity Moderate No references to profanity sexual activities Inexplicit sexua Mentioning of activities drug or alcohol Drug or alcohol
 - abuse Suggested

minimum

abuse Suggested younger teen

Explicit violence

Sexual nudity

frequent use of

Sexual activities

cunnilingus, fellati

(no penetration,

or ejaculation)

Drug or alcohol

Explicit or

profanity

- Explicit sexual activities (ejaculation and sexual penetration oral, anal, vaginal, fingering) **Explicit** or
- frequent use of profanity Aberrant drug o alcohol abuse

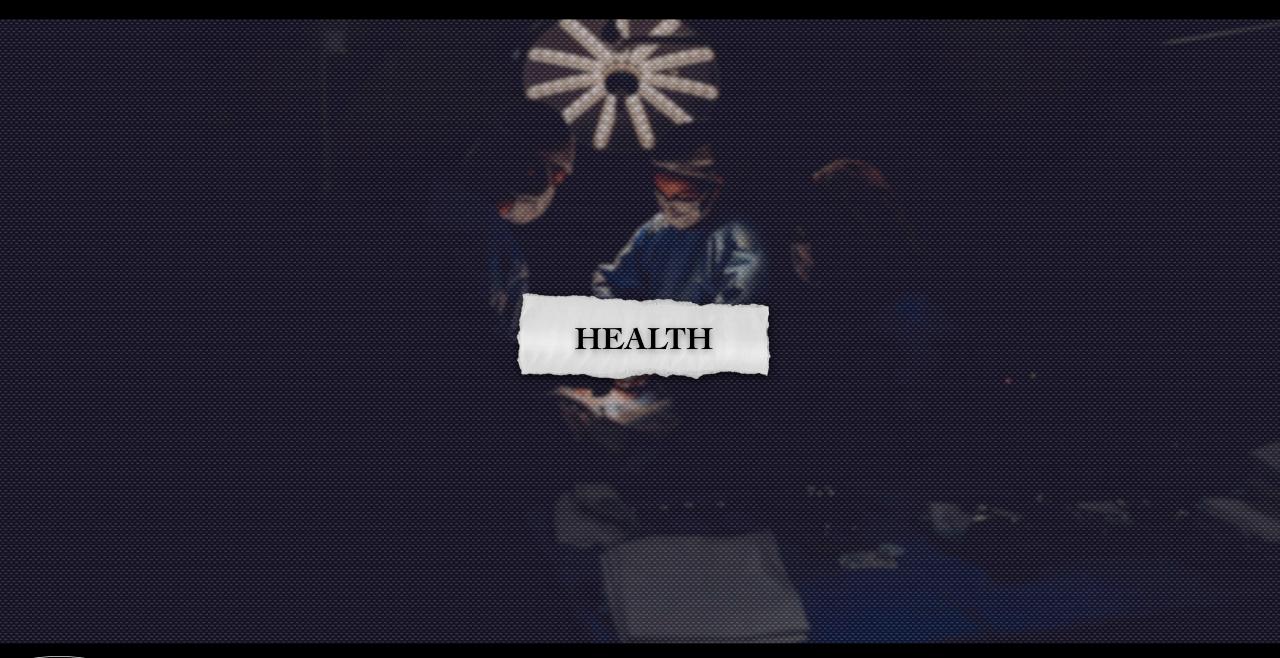
Definitely adult only content

references to

activities

Might be arrested for reading at school board meetings





HEALTH MATTERS SO MUCH, IT NEEDS AUTHORITY

29% PROSUMERS

25%
MAINSTREAM

My government should have more strict and restrictive laws on: Health and dietary practices

36% GEN ZERS

19%
BOOMERS



⇔ GOV.UK

benefits program after Senate passes bill

Press release

Junk food ad ban legislation progresses to curb childhood obesity





BEHAVE BADLY AT YOUR OWN COST

The Impact of Lifestyle Choices on Health
Insurance Premiums

As such, smoker risk pools end up costing insurance companies much more in medical claims on average. Non-smoking pools are viewed as a lower risk population who will likely have fewer serious health problems down the line. Some insurers may even offer discounts to those who can prove they quit smoking long-term through programs or doctor verification. So if higher premium costs provide motivation for someone trying to kick the habit, that silver lining could have broader health impacts.

38%

30% MAINSTREAM

I believe the state and insurance companies should penalize people who do not take proper care of their health.













32/20

34/20

35/28

9/25

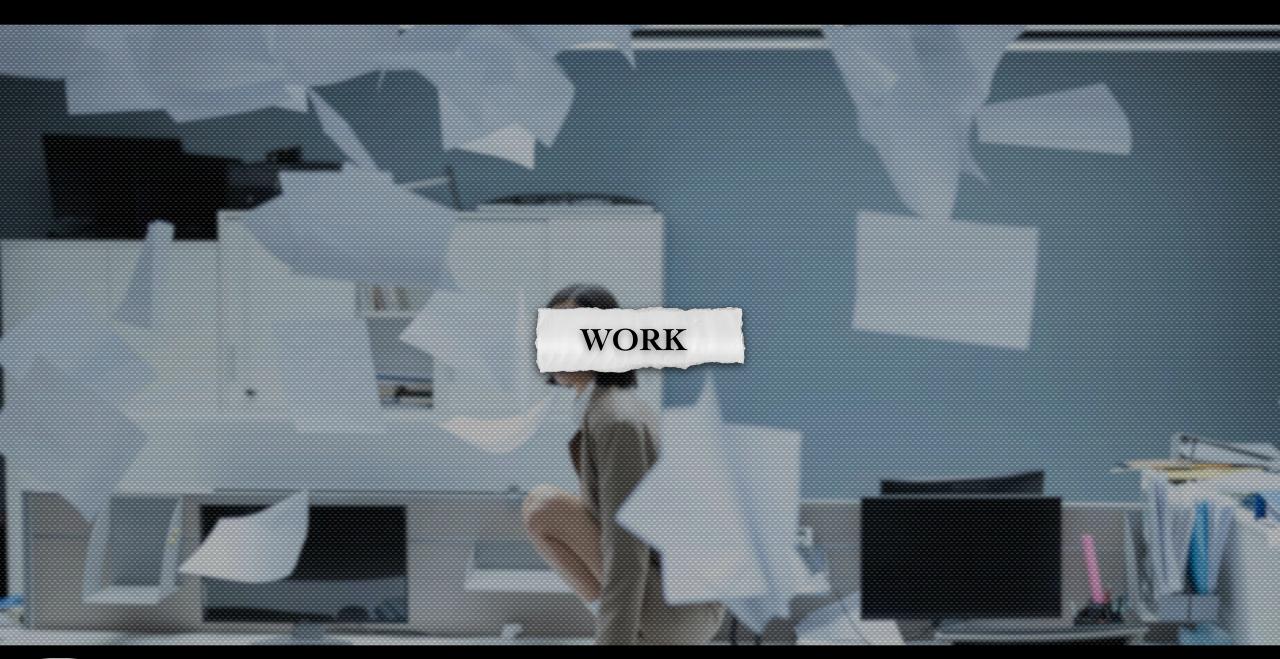
46/59

61/33

35% GEN ZERS

25% BOOMERS





BOSS OR BOSSY? CHOOSE YOUR SIDE.

51% **PROSUMERS**

50% **MAINSTREAM**

I think a boss with strong authority and leadership improves a company's economic performance.



















38/39

50/42

57/53

59/60 61/52

74/69

BOOMERS





I think a boss who gives employees a lot of freedom improves a company's economic performance.



46% GEN ZERS





THE WORLD IS BRACING FOR A NEW AUTHORITATIVE CHAPTER

END OF THE DEMOCRACY



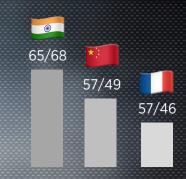
A strong and authoritarian government is more effective than a democracy in solving the world's problems.

A RISING DEMAND FOR STRONGER GOVERNMENT



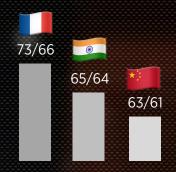
My country would be better off if my government exercised more authority.

FEAR OF CHAOS



Too much freedom to people leads to disorder and the risk of chaos.

UNLIMITED QUEST FOR SECURITY



My government should have more strict and restrictive laws on Security

@ Kuntal Biswas



FREEDOM FOR ME BUT NOT FOR OTHERS

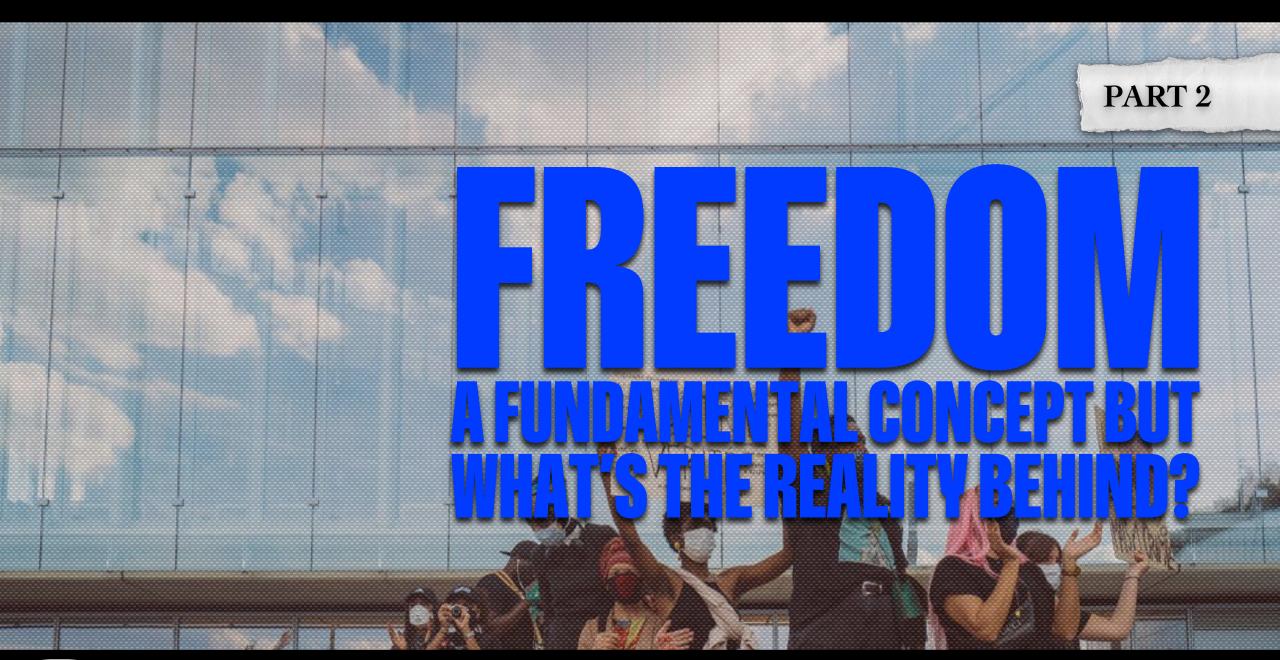


71% MAINSTREAM

I think it's important for my government to establish strict rules so that everyone can enjoy their freedoms without infringing on others.

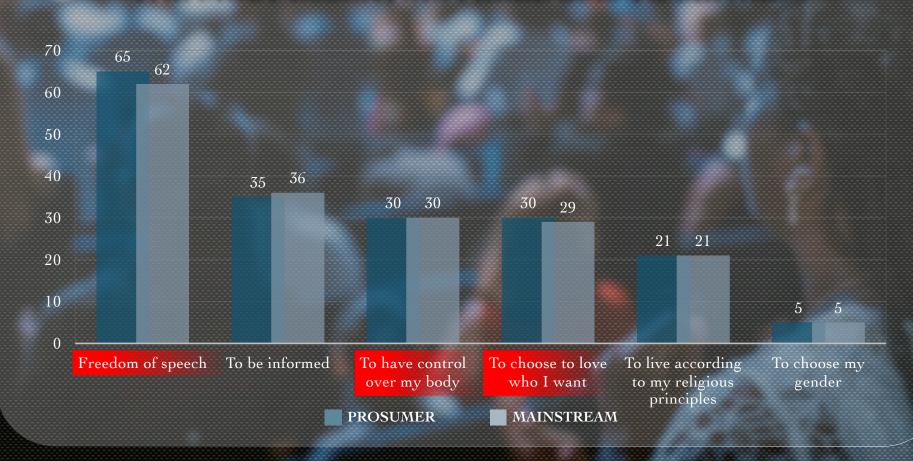


@Nicolas Jenot



FREEDOM OF SPEECH IS OUR NEW OBSESSION







SHOULD FREEDOM OF SPEECH GO UNRESTRICTED?

56%

Freedom of speech ends when it provokes or offends others.















44% 42% MAINSTREAM

It is essential that everyone has the freedom to say what they think without any limits.





















FOR MOST FRENCH CITIZENS, FREE SPEECH KNOWS NO BOUNDS.



45% 57% MAINSTREAM MAINSTREAM

Freedom of speech ends when it provokes or offends others.



55% 43% MAINSTREAM MAINSTREAM

It is essential that everyone has the freedom to say what they think without any limits.



RADICAL FREE SPEECH IS SHAPING THE NEXT U.S. CULTURE CLASH



в в с

Rush Limbaugh: How he used shock to reshape America

Le Monde

Comment le « free speech » est devenu l'arme des conservateurs aux Etats-Unis

33%

33%

MAINSTREAM **S**

Freedom of speech ends when it provokes or offends others.



67% | 67%

PROSUMERS =

MAINSTREAM **S**

It is essential that everyone has the freedom to say what they think without any limits.



HELL NO TO CENSORSHIP

PROSUMERS

MAINSTREAM

Any regulation of the Internet is a form of censorship.

35/39



42/43











46/34





57/56 58/51

BOOMERS

PROSUMERS

MAINSTREAM

Fact-checking information is a form of disguised censorship.



34/38



38/32



41/27



45/45









47/36



EVEN IF WE ACKNOWLEDGE THE COLLATERAL DAMAGES

69%
PROSUMERS

67%
MAINSTREAM

Online freedom of expression allows hate speech and fake news to thrive.

















3/60 67/

67/70

71/74

72/62

73

73/73 80

80/77

83/81

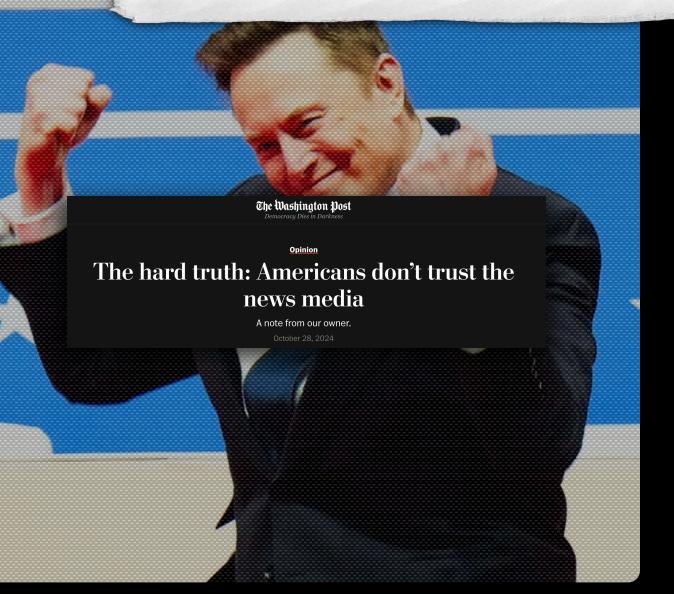
69%

GEN ZERS

73% BOOMERS



FREEDOM OF SPEECH HAS OVERTAKEN THE SEARCH FOR TRUTH



35%
PROSUMERS

36%
MAINSTREAM

The most essential freedoms to me are:

To be informed















24/23

30/26

31/26

31/34

37/37

45/45 55/55

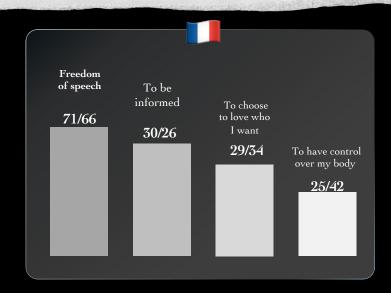
29%

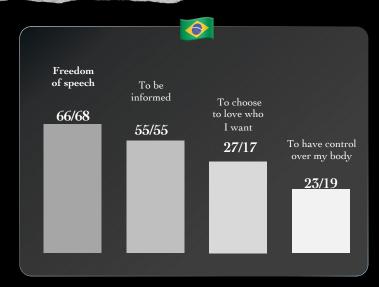
GEN ZERS

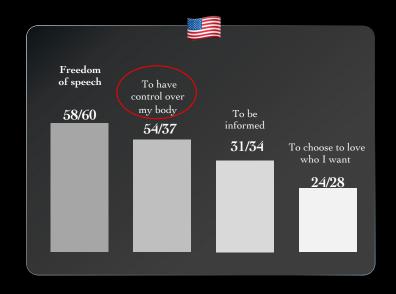
44% BOOMERS

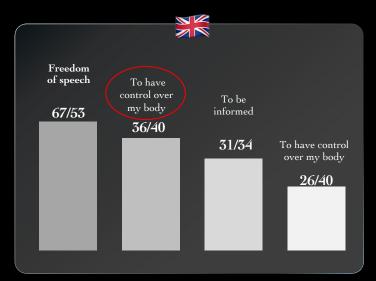


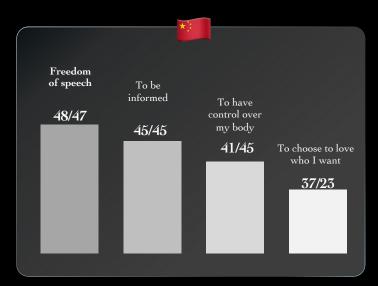
THE MOST IMPORTANT FREEDOMS ARE THE ONES WE STILL NEED TO FIGHT FOR

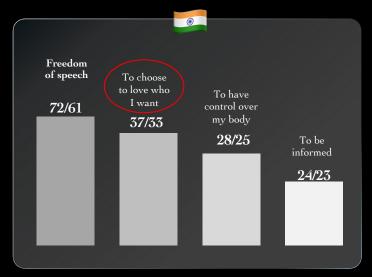














THIS ISN'T JUST ABOUT BODY FREEDOM, IT'S ABOUT WOMEN'S EMPOWERMENT.

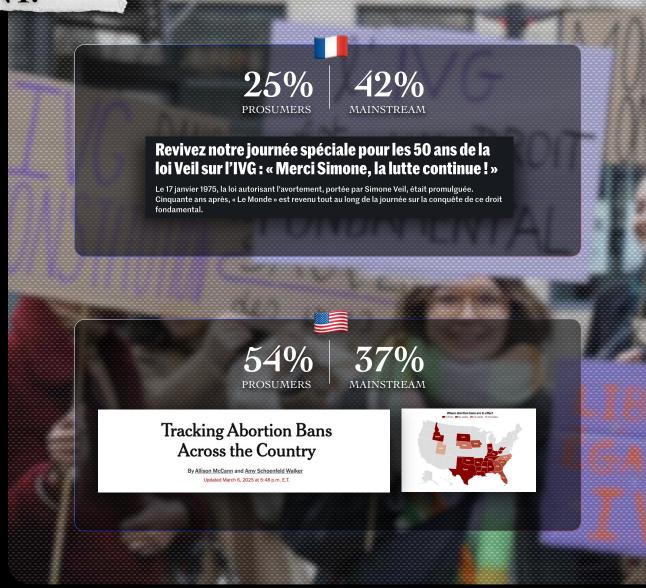
30%
PROSUMERS

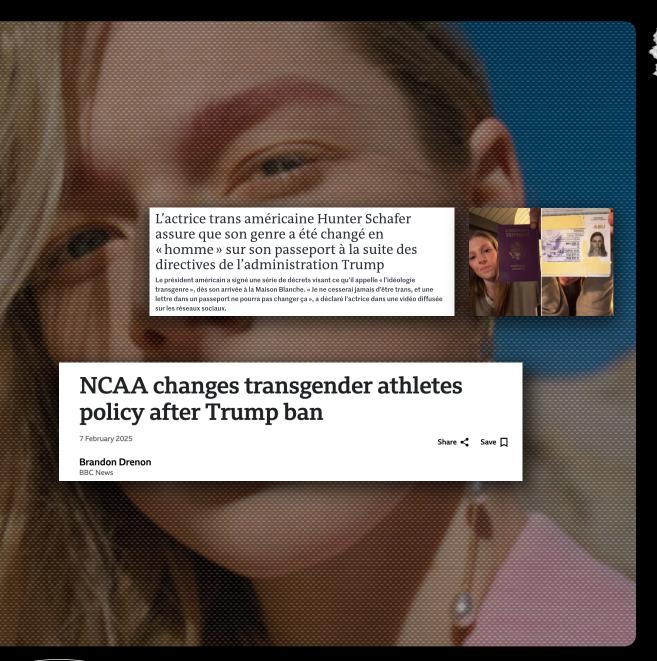
30%
MAINSTREAM

The most essential freedoms to me are: To have control over my body



24% MALE





GENDER IS NO LONGER A TOPIC

5%
PROSUMERS

5%
MAINSTREAM

The most essential freedoms to me are:

To choose my gender

5/10







4/6





7/6

6/6



8/4

FREEDOM TO DIE ON OUR OWN TERMS, THE LAST FRONTIER?







51% 52%

The Absolute Right to Choose One's Death.



36%

PROSUMERS

37%

MAINSTREAM

I believe everyone should have the freedom to choose when and how to die.





55% 51%





The Conditional Supporters of Assisted Death.







36%

PROSUMERS

37%

MAINSTREAM

Only people suffering from an incurable disease should have the freedom to choose when and how to die.







72% 77%

62% 54%

59% 70%

The Opponents of Assisted Death.

28%

PROSUMERS

26%

MAINSTREAM

I think we should never allow anyone to choose when and how to die whatever their condition.





CAPITALISM IS STILL TRENDING



67% MAINSTREAM

A free market economy is a source of growth for everyone.

















57/69 65/50 66/70 67/62 75/73 77/71 81/69



EVEN IF THE COST OF CONSUMPTION BECOMES CLEARER.



67%
PROSUMERS

61%

I think the freedom to consume as much as we like is destroying the planet.













54/40

61/50

66/61

65/69

82/64



WE NEED SCAPEGOATS



I believe what influencers can do should be more strictly regulated.

















66/64

72/73

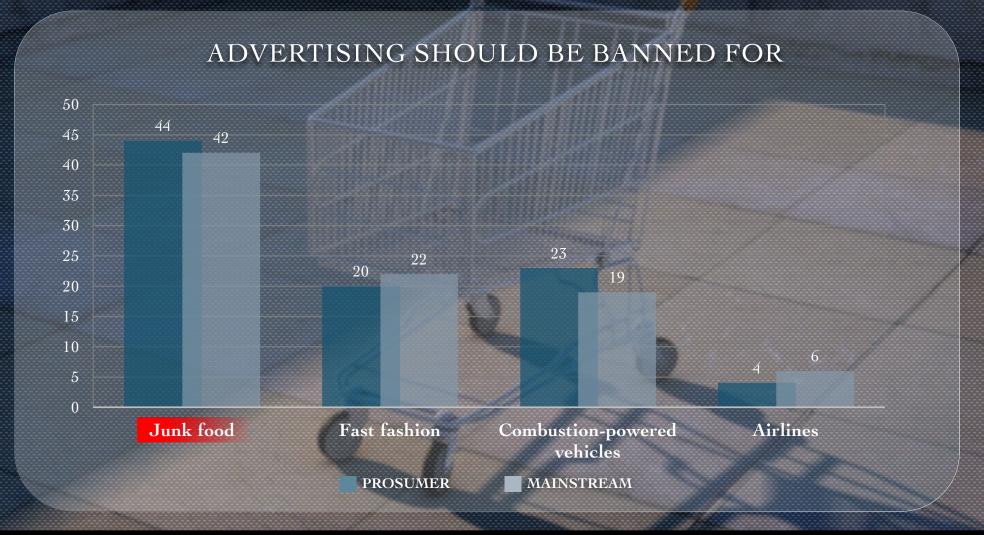
75/67

75/75

80/65 92/79



WHICH CATEGORIES CRYSTALLISE OUR GUILT?







OUR HEALTH, OUR PRIORITY

 440_0

42% MAINSTREAM

Advertising should be banned for: Junk food













65/68



21/22

39/27

41/36

47/49

63/60

73/70

79%
PROSUMERS

78%
MAINSTREAM

It should be forbidden for brands to sell products that are harmful to health.















4/66 59/74 68/76 89/81 84/82 88/8<mark>4</mark>

OUT OF SIGHT, OUT OF MIND

20% **PROSUMERS**



Advertising should be banned for: **Fast Fashion**



















10/20

13/11

22/16

23/35

24/28

26/25

22%

BOOMERS



ECOLOGY IS NOT TOP OF THE LIST ANYMORE

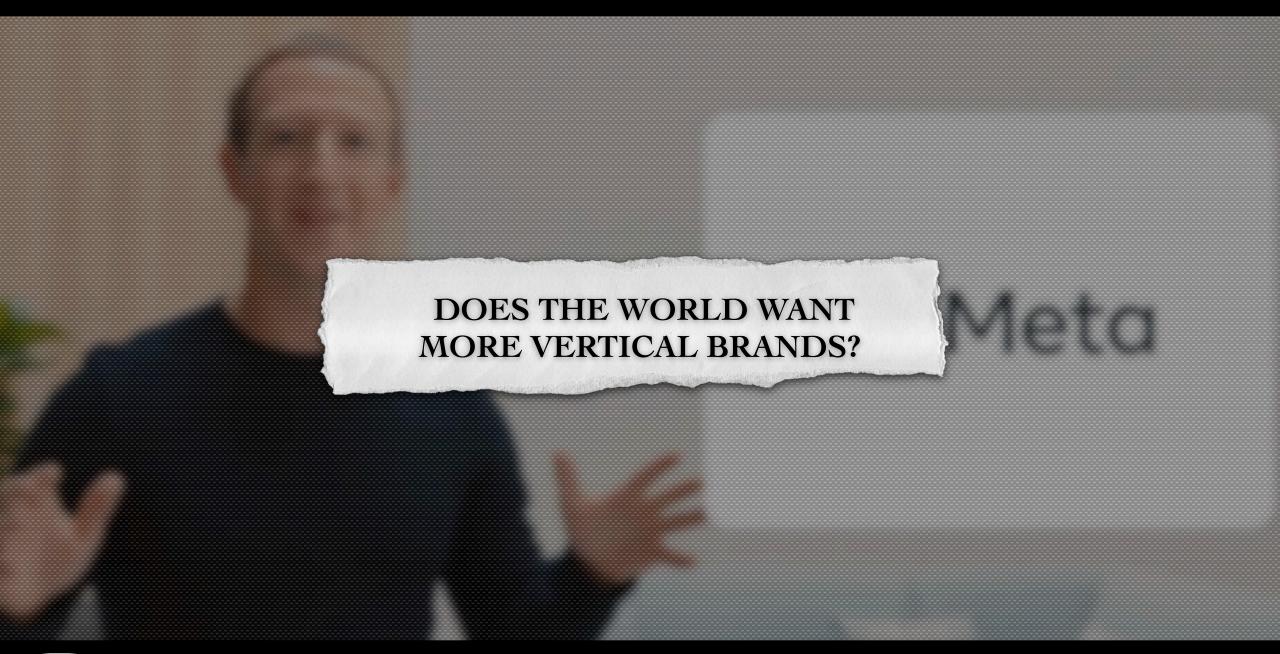
EasyJet profit surges following recordbreaking summer numbers

Emirates Group Reports Record-Breaking Half-Year Results 40/0PROSUMERS



Advertising should be banned for: Airlines





ARE COLLABORATIVE BRANDS OUT OF FASHION?

33%
PROSUMERS



Who do you trust most to honestly tell you how a company operates: Its employees





24/40



37/42





38/48



39/50



40/23



40/49





WE NEED VERTICAL BRANDS WITH A VISION



78%
MAINSTREAM

I expect large companies to contribute positively to the world of tomorrow



76% 82% BOOMERS

PROSUMER

GEN COVID 2021



12% MAINSTREAM

Who do you trust most to honestly tell you how a company operates: Its CEO or leader







IN A NUTSHELL

- The world is facing a series of overlapping crises, fueling widespread distrust in leaders and democratic institutions.
- Across the globe, there is an increasingly unanimous preference for a return to strong authority, seen as more effective than democracy in addressing today's challenges.
- Support grows for authoritarian solutions on key issues such as safety, immigration, and education.
- Prosumers still value personal freedom and put freedom of expression at the forefront. If the world is still divided, a majority seems to be in favor of an unlimited freedom of expression, even if they know it can contribute to the rise of hate speech and misinformation.



