



Most important trends in the post-COVID era

(June 2021)

Technology Innovation	COVID-19 accelerated the digitization of society and led to the emergence of new technology platforms and digital solutions. Technology innovation paves the way for the adoption of a digital-first attitude in people’s professional and private lives, and new ways of working, new business models and new entertainment experiences. While technological advances create opportunities, they also present challenges like the protection of privacy and data security and the safeguarding of digital well-being . The pandemic has also highlighted the existing digital divide, prompted telecom providers to make connectivity solutions accessible to all, and pushed technology companies to increase their investments in digital inclusion and skills development .
Economic Recovery	The EU Recovery Plan and the European Commission’s Green Deal provide a framework to policy makers and corporate organizations to rebuild society and the economy in the post-COVID era. The EU Taxonomy for Sustainable Activities lays the foundation for building a future-proof and more sustainable Europe, directing investments towards environmentally sustainable economic activities. This Taxonomy will be complemented by a new Corporate Sustainability Reporting Directive that will set new sustainability reporting standards and requirements for large companies.
Diversity & Inclusion	The global Black Lives Matter movement has increased attention on the issue of racism and discrimination. Responsible employers should be responsive to this call from society to strengthen their commitment to diversity, equity and inclusion , to formalize their policies and to build a culture of inclusiveness and belonging across their organizations.