

How to Use This Report: Report Introduction & Explanatory Model

Research Methods and Analytic Techniques

A: Research Technique
B: Detailed Methodology

Country Selection Rationale

A: Selection Rationale
B: Country Icon

Lower than World Average Energy Consumption Per Capita

A: Quantitative Analysis
B: Phenomenon Analysis

Emerging Economy Categories

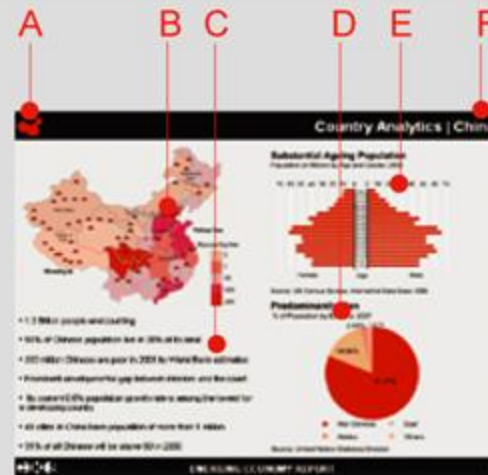
A: Quantitative Analysis
B: Category Explanation

The Report Introduction section consists of a preliminary overview of the research premise, its methodology and techniques, a user guide for the various sections of the Report, followed by the theoretical premise for understanding the Emerging Economies. All text presented on slides.

How to Use This Report: Country Profiles



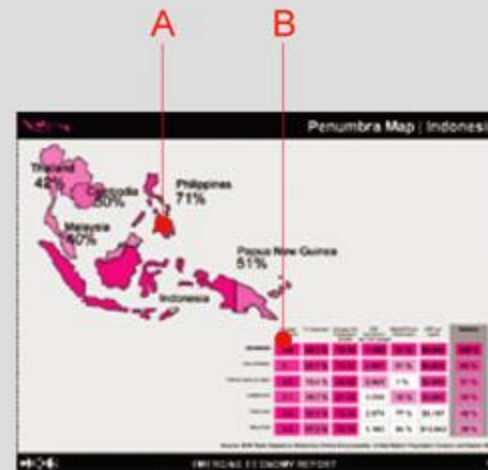
A: Political Country Map
B: Country Economics



A: Country Icon
B: Geographical Country Map
C: Country Facts and Figures
D: Religious/Ethnic Group Composition
E: Population Distribution by Age
F: Slide Title



A: Location Visual
B: Location Analysis



A: Regional Similarity
B: Developmental Analytics for Regional Neighbours

Country Profiles offer strategic analysis of the 7 Emerging Economies including quantitative and demographic change and their relationship to neighboring countries and their region. Detailed analysis in slide notes.

How to Use This Report: Visual Culture

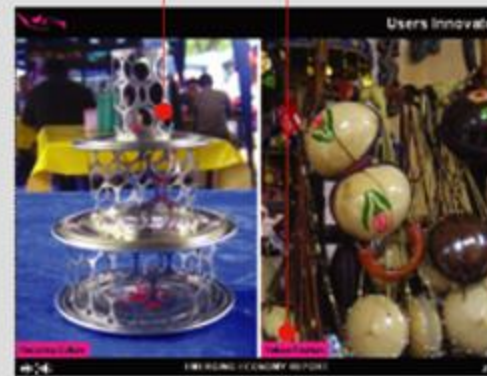
A



A: Country Visual Indicator

A

B



A: Visual Imagery
B: Textual Analysis

A



A: Comparative Visuals

A

B



A: Visual Variety
B: Discovery Palette

Visual Culture offers detailed cultural and contextual analysis of the meaning of local iconography and visual idioms, encompassing technology products, soft interfaces, advertising content and electronic media as well as local material artifacts and recycled products of the 7 countries in our report. Detailed analysis in slide notes.

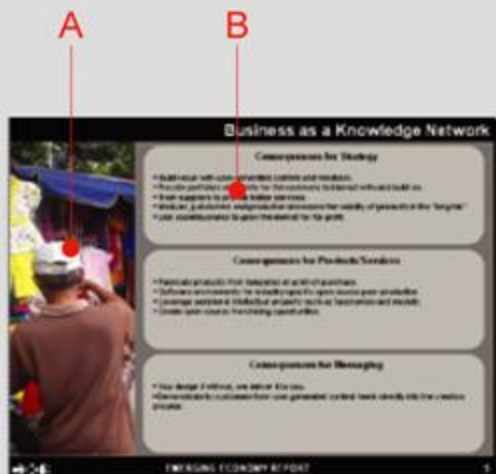
How to Use This Report: Innovation Opportunity Themes



A: Innovation Opportunity Area Title
 B: Area Elaboration
 C: Area Image



A: Innovation Opportunity Manifestations
 B: Subsection Image Tag
 C: Subsection Image



A: Image Support
 B: Consequences for Organizational Sectors



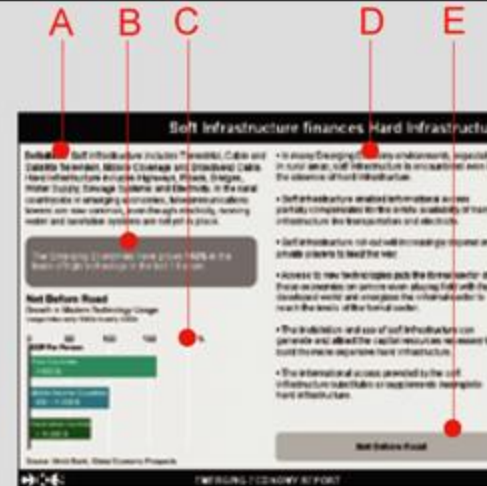
A: Current Observed Behavior
 B: Future Trend

Innovation Opportunity Themes provide 12 strategic focus themes for product and service innovation in energy, information, social networks, infrastructure and the environment. Second slide of thematic area contains slide notes.

How to Use This Report: Strategic Forecasts



A: Forecast Area



A: Area Definition
B: Statistical Insight
C: Quantitative Analysis
D: Forecast Explanation
E: Headline

Strategic Forecasts highlight 14 key findings that Emerging Economies are likely to experience in the near future and their geo-strategic and global business consequences. All text presented on slide.



Dr. Aditya Dev Sood has directed diverse projects involving user research, new product concepting, user experience and service design. His work is informed by a strong sense of business modeling and future forecasts in areas related to technology, design and innovation. He frequently speaks on issues related to innovation and design in both academic and industry forums.

Sayalee Joshi's ethnographic research work is based on a keen sense of usability and user experience issues. She is highly experienced in visual studies, rural networks and marketing management which have emerged through her training in design and work in rural economies.

Nita Soans has been involved in a number of user research, user-interface design, and Color, Material and Finish studies. She also runs various innovation competitions and workshops on behalf of CKS.

Saswati Saha- Mitra works on diverse projects involving user research, sociability patterns, cultural analysis and sociological and quantitative data analysis.

Zackery Denfeld is an information ecologist, DJ, videographer, ethnographer and new media artist.

Gabriel Harp is a design ecologist melding effective and lasting interactions between the life sciences, education, information technology, business, art and design.

The **EER team** consists of a dynamic group of experienced researchers coming from the fields of Architecture, Communication Design, Engineering and Cognitive Science. They are extensively trained in visual cultures, quantitative data analysis, business modeling, innovation management and user experience design.

Special thanks to **Meera Mary Sunny, Chandrasekhar Thota, Prarthna Ahuja, Ashvini Mahadev** and our interns, **Mansi Arora** and **Devesh Sinha**.



The **Center for Knowledge Societies (CKS)** is the world's leading research, design and innovation consulting company focusing on Emerging Economies.

CKS has worked with global corporations in various sectors from Telecommunications, Mobile Services, Aviation, Automotive, Hospitality and Financial Services among many others. CKS has pioneered new solutions for communities and individuals, who may not enjoy continuous access to media, communications, energy and other forms of infrastructure.

CKS has offices in Bangalore, New Delhi and Bombay. It has also created a global research network spanning China, Indonesia, Brazil, South Africa, Kenya, Egypt, Vietnam, Philippines, Cambodia and Bangladesh. CKS offices serve as global hubs for those interested in social research, technology, design, education and development.

