

1995-2015 or
2001 - 2020?

generation z



education/family
modern parenting with
more space
more self-directed
scientific upbringing

characteristics
socially defined
pragmatism
want to make a difference
mindful of the future
conscientious-collective
somewhat anxious

cultural environment
9/11 terrorism
arab spring 2011
germanwings-flight 9525
economic crisis
globally connected
FOMO

working environment
work within the system
focus on sensible careers
have to earn success
visually engaged
collaborative industrious

values
connectivity
pragmatism
independence
stability/security
togetherness
resourcefulness