

**KARIN NYBERG
CARTINA AB**



CARTINA

GENERATIONER



BABY BOOMERS

- 1945 - 1965
- Everything is possible



GEN X

- 1965 - 1985
- What's in it for me



GEN Y

- 1985 - 1999
- Me and myself



GEN Z

- 2000 - 2010
- Conscious and connected



GLOBALA MEGATRENDER

Accelererad
urbanisering

Maktskifte

Resursbrist

Demografisk
förändring

Tekniska
genombrott




CARTINA

TACK!



CARTINA