



GEN Z OVER GEN Z

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BDKO
16 juni 2022

W

EEN/DRIE

WHETSTON
Strategic Foresight



PHYGITAL





THE PSYCHOLOGY OF GEN Z
1. PHYGITAL

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**A. STAIR AT A CLOCK &
BURN DOWN
SOME PARLIAMENTS**

**B. THROW PAPER TOWELS
IN THE AIR ALL DAY**

**C. SING HIPPIY SONGS
& DANCE WITH ANIMALS**

THE
HOW



THE PSYCHOLOGY OF GEN Z
1. PHYGITAL

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THE
RUSSELL
HOWARD



THE PSYCHOLOGY OF GEN Z

1. PHYGITAL

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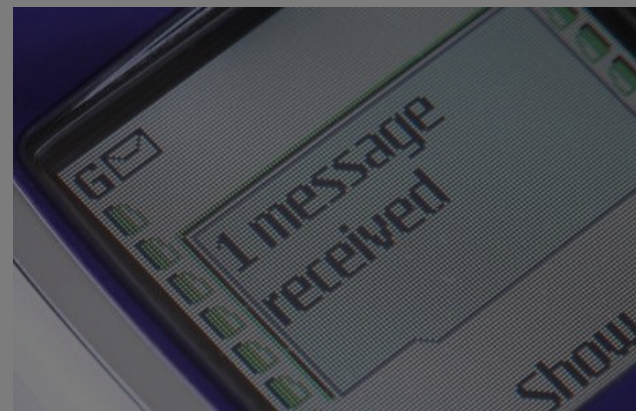
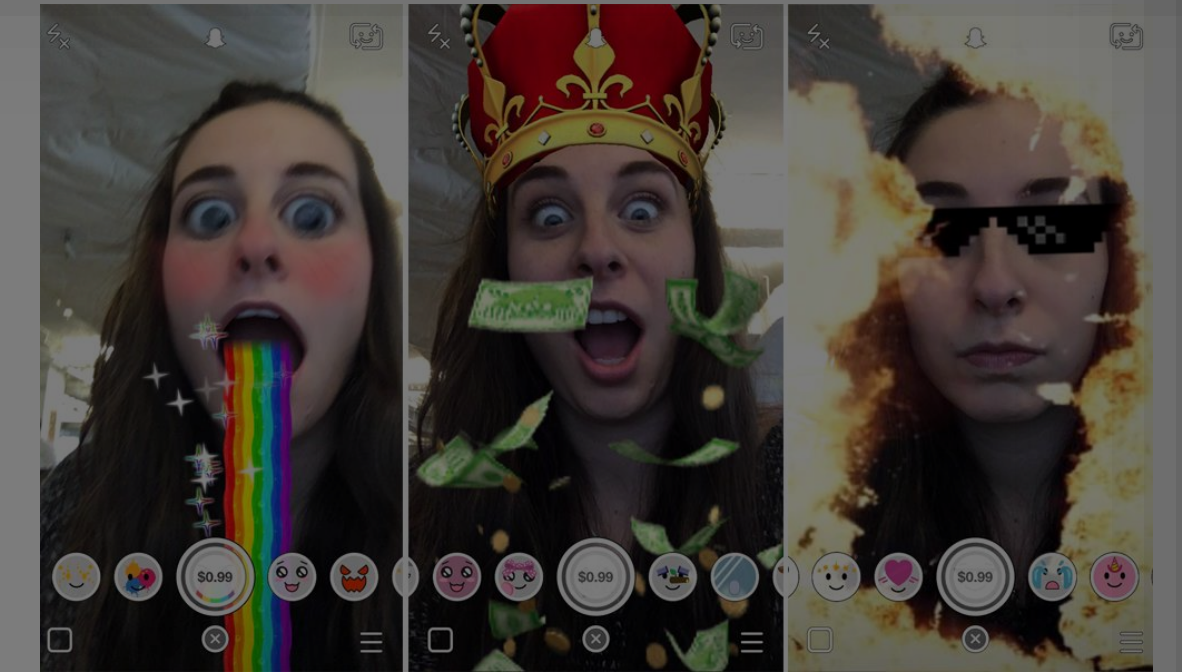




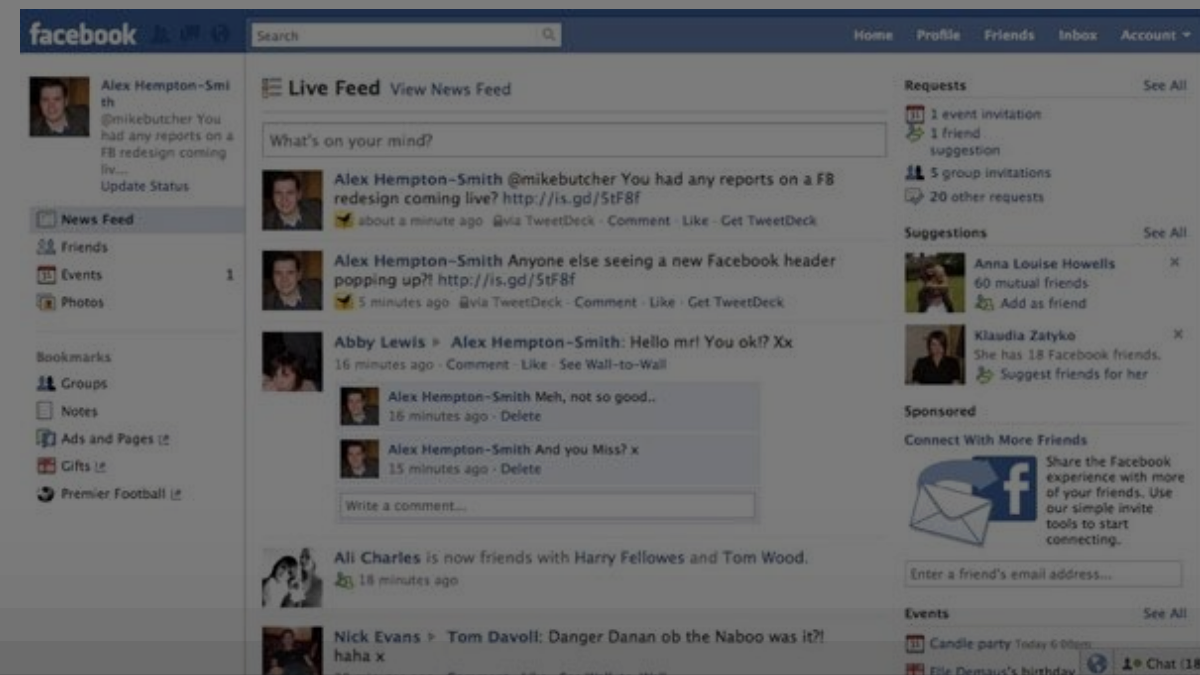
THE PSYCHOLOGY OF GEN Z

1. PHYGITAL

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4de industriële revolutie







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THE PSYCHOLOGY OF GEN Z

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< What worries me about AI? >

"That my free will ("fria vilja" in Swedish) and personal space are destroyed/disappear ("förstörs/försvinner" in Swedish)."

AI WORKSHOP, UMEÅ

"I am concerned about the amount of data that AI can access, the threats to which we are exposed and the lack of testing with gender parity, that can produce misogynist, racist, classist and adult-centred biases, among others."

AI WORKSHOP, CHILE

"With AI you can be more lazy."

AI WORKSHOP, UMEÅ

"I am concerned about the amount of data that AI can access, the threats to which we

"That it will make most people not use their abilities. Increased unemployment





THE PSYCHOLOGY OF GEN Z

1. PHYGITAL

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Consumer Packaged Goods

[Our Insights](#)

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“Gen Z does not distinguish between the ethics of a brand, the company that owns it, and its network of partners and suppliers. A company’s actions must match its ideals, and those ideals must permeate the entire stakeholder system.”

its implications for companies



THE PSYCHOLOGY OF GEN Z

1. PHYGITAL

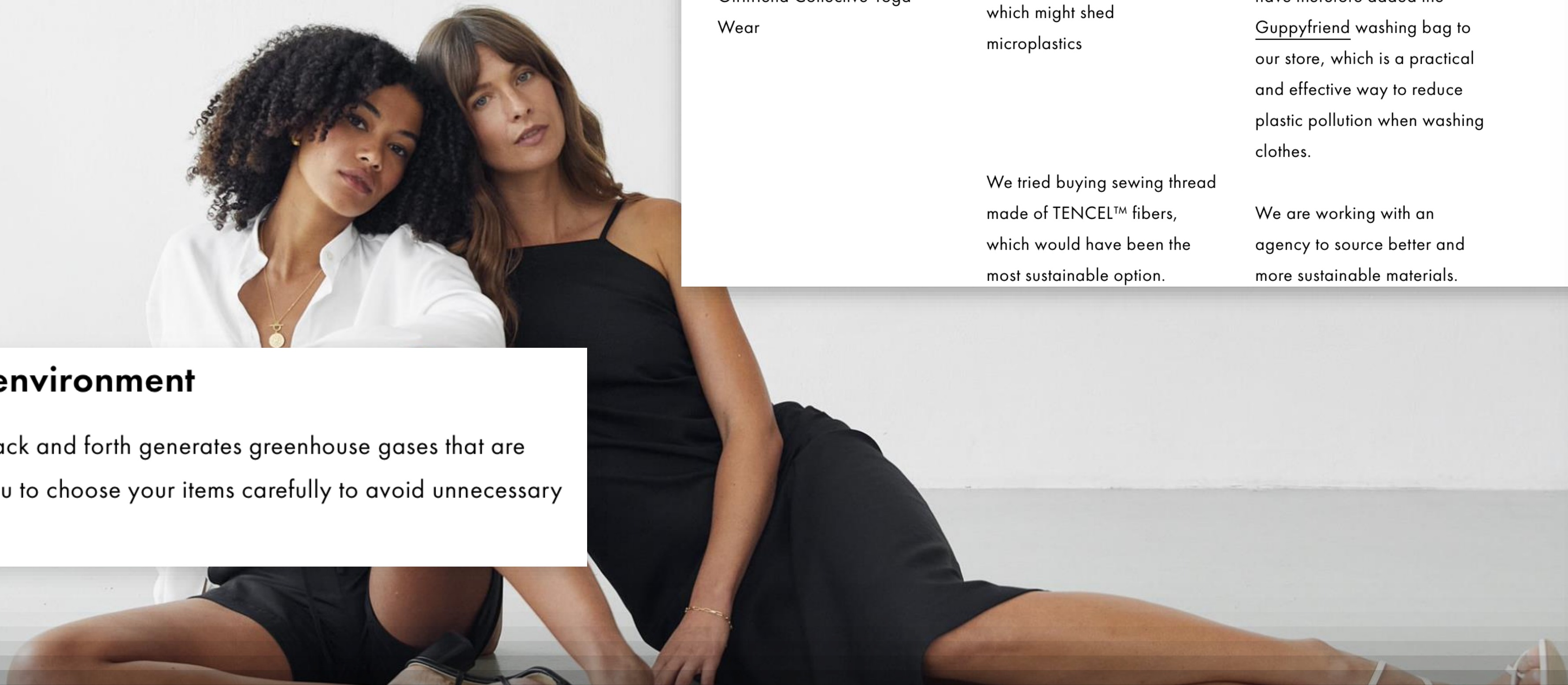
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Think about the impact on the environment

Please also bear in mind that shipping goods back and forth generates greenhouse gases that are accelerating climate change. We encourage you to choose your items carefully to avoid unnecessary return shipments.

Our shortcomings and improvements

Project	Issue	Solution / Action steps
Girlfriend Collective Yoga Wear	Made of synthetic materials, which might shed microplastics	Even though recycled polyester is a much better material than virgin polyester, there are some downsides. We have therefore added the <u>Guppyfriend</u> washing bag to our store, which is a practical and effective way to reduce plastic pollution when washing clothes.
	We tried buying sewing thread made of TENCEL™ fibers, which would have been the most sustainable option.	We are working with an agency to source better and more sustainable materials.





**4D Communicatie is
key**



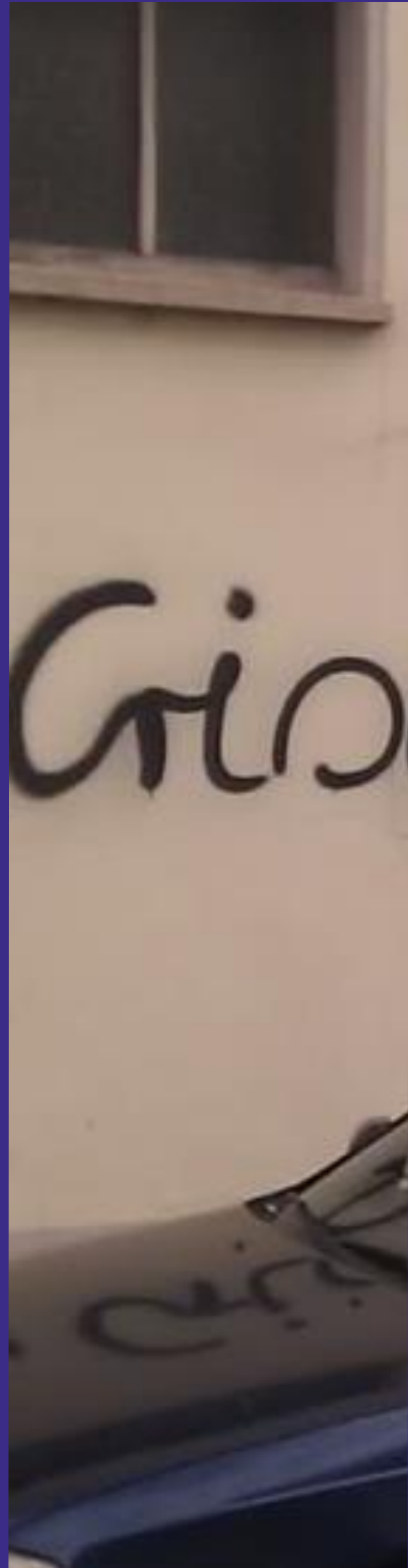
**Definieer je digitale
waarden + the good,
the bad, and the
ugly**



TWEE/DRIE

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ENTERPRENEURIAL





McKinsey&Company

Industries

Business Functions

Global Themes

Locations

Careers

About Us

Report
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Institute



Poorer than their parents? A new perspective on income inequality

By Richard Dobbs, Anu Madgavkar, James Manyika, Jonathan Woetzel, Jacques Bughin, Eric Labaye, and Pranav Kashyap

Merry Crisis and a Happy New Fear!

05-11-21 | HIT THE GROUND RUNNING

Why Gen Z is so keen on entrepreneurship, and what that means for employers

The majority aspire to run their own business within the next 10 years. Here's why.

Harvard
Business
Review

GENERATIONAL ISSUES

Why Today's Teens Are More Entrepreneurial than Their Parents

by Whitney Johnson

SAVE SHARE COMMENT 5 TEXT SIZE PRINT \$8.95 BUY COPIES



My teenage daughter is going to Korea for two weeks this summer. Which meant she needed to earn nearly \$3,000. So she decided to become an entrepreneur, and started a baking business that is financing



THE PSYCHOLOGY OF GEN Z
2. ENTREPRENEURIAL

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The background features a row of colorful balloons in shades of blue, red, yellow, and green. In the center, a person's hands are visible holding a laptop, which is partially obscured by the text boxes.

Technology is helping 46% of Gen Z to have a side hustle

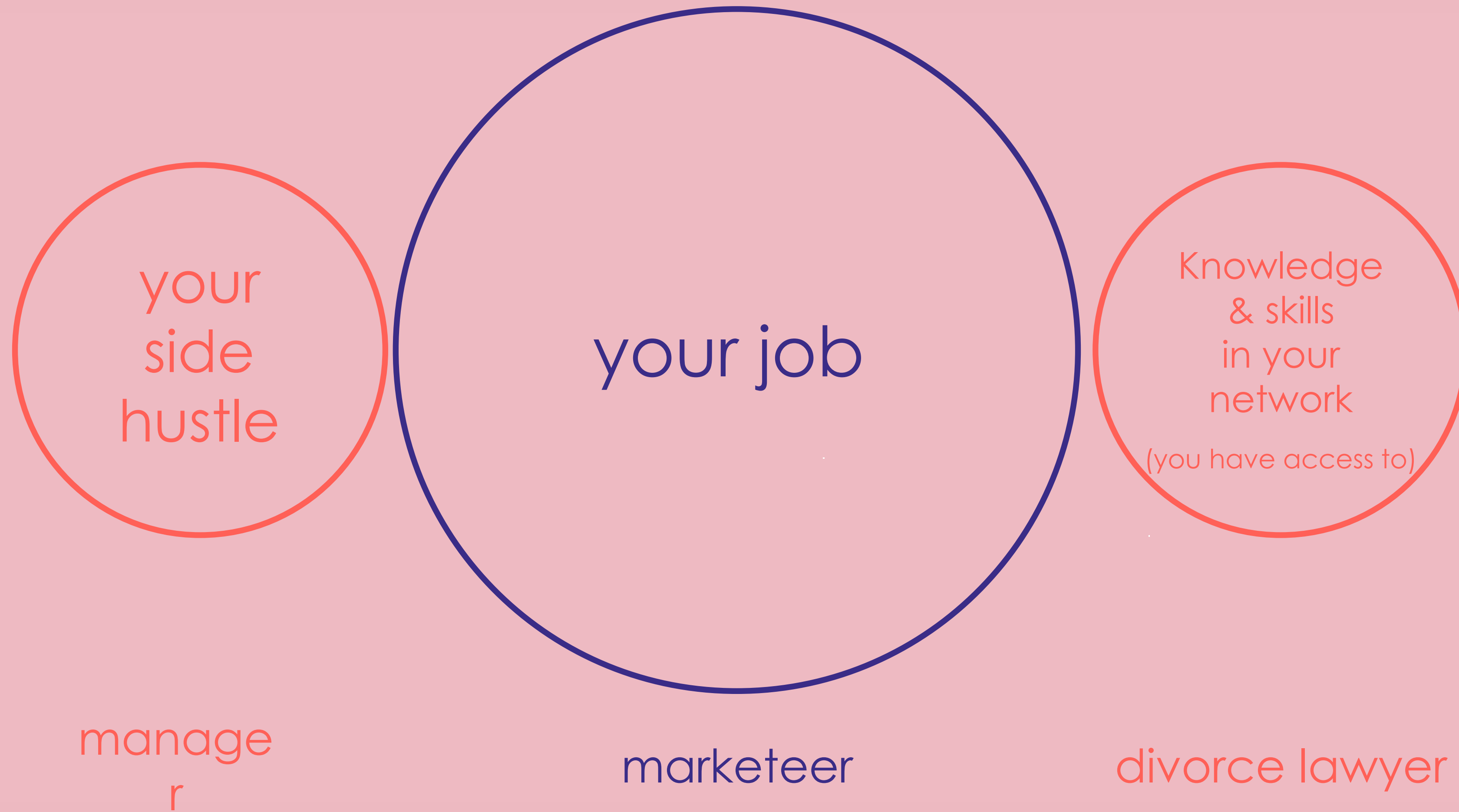
70% of Gen Z Workers Are Looking for a Side Hustle in 2022



THE PSYCHOLOGY OF GEN Z
2. ENTREPRENEURIAL

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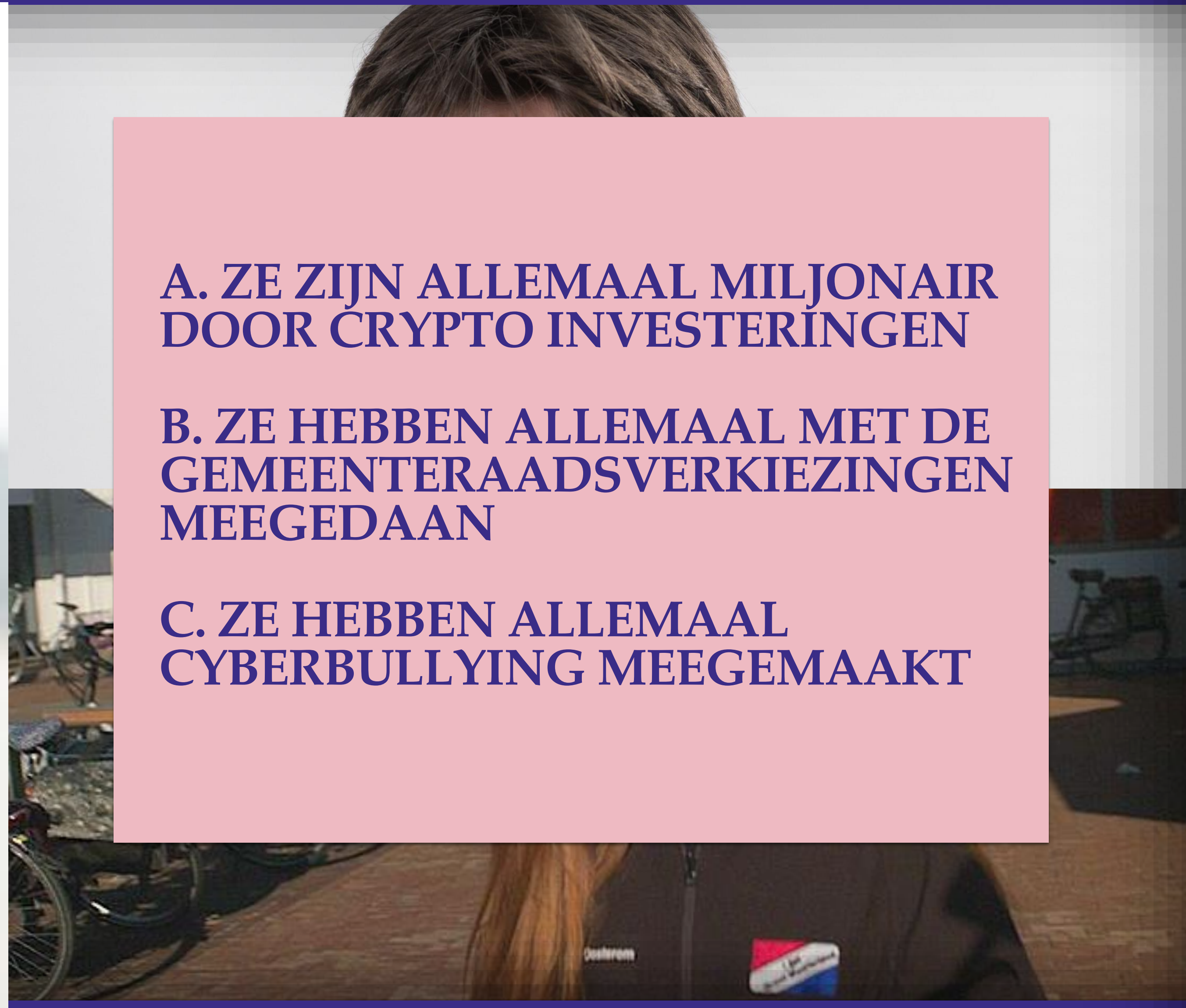




**A. ZE ZIJN ALLEMAAL MILJONAIR
DOOR CRYPTO INVESTERINGEN**

**B. ZE HEBBEN ALLEMAAL MET DE
GEMEENTERAADSVERKIEZINGEN
MEEGEDAAN**

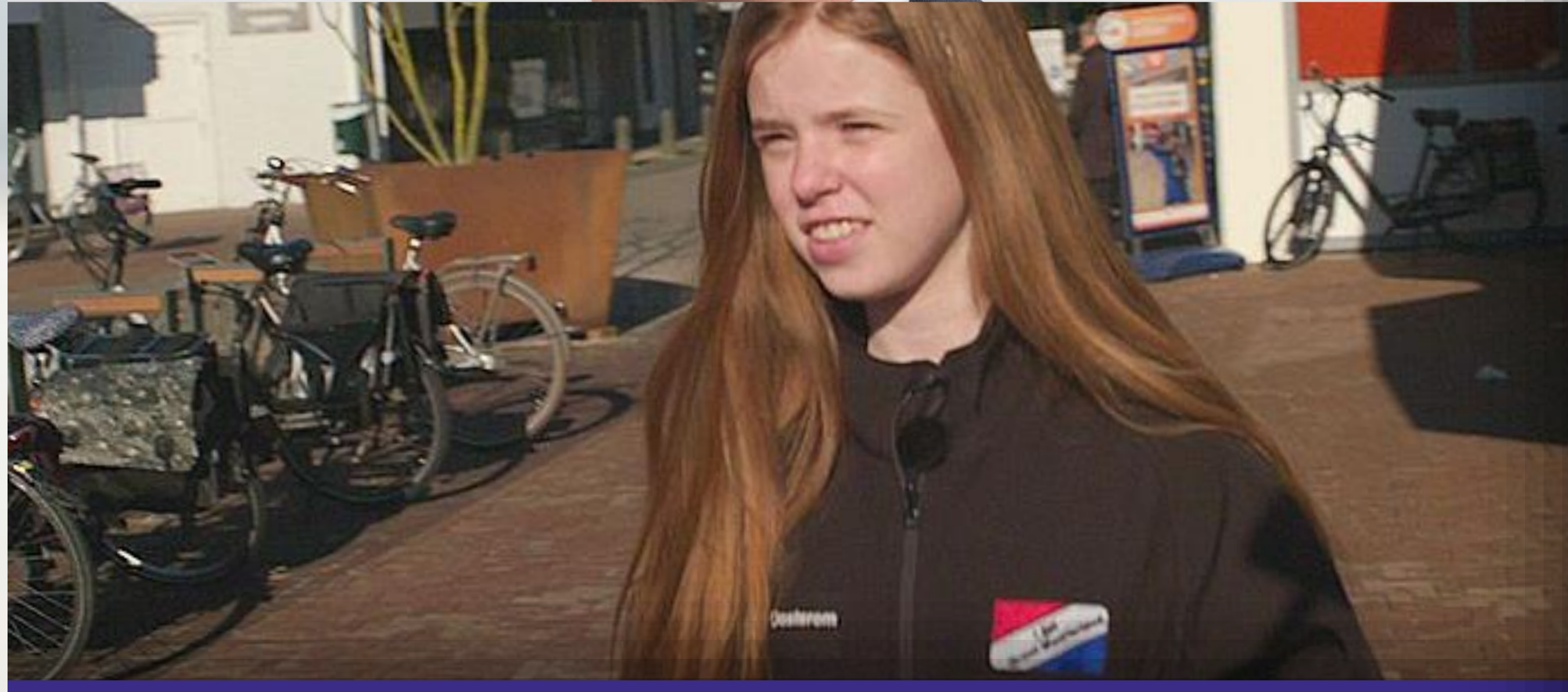
**C. ZE HEBBEN ALLEMAAL
CYBERBULLYING MEEGEMAAKT**





THE PSYCHOLOGY OF GEN Z
2. ENTREPRENEURIAL

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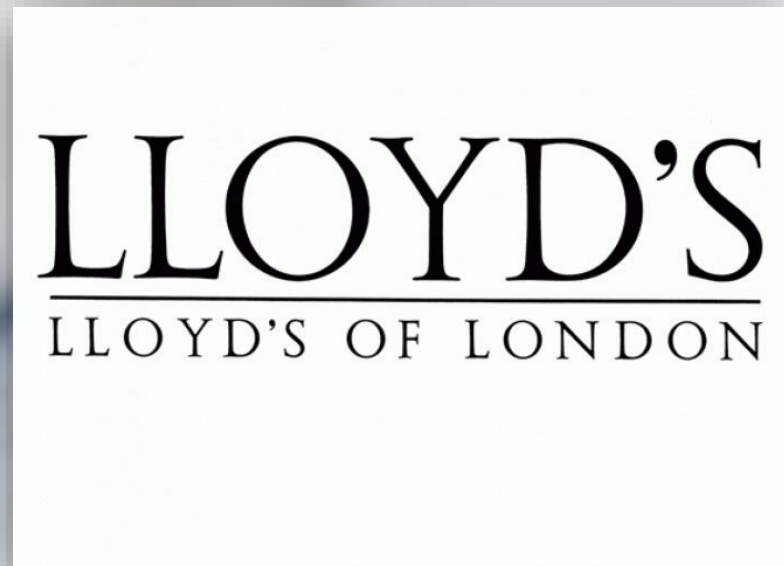


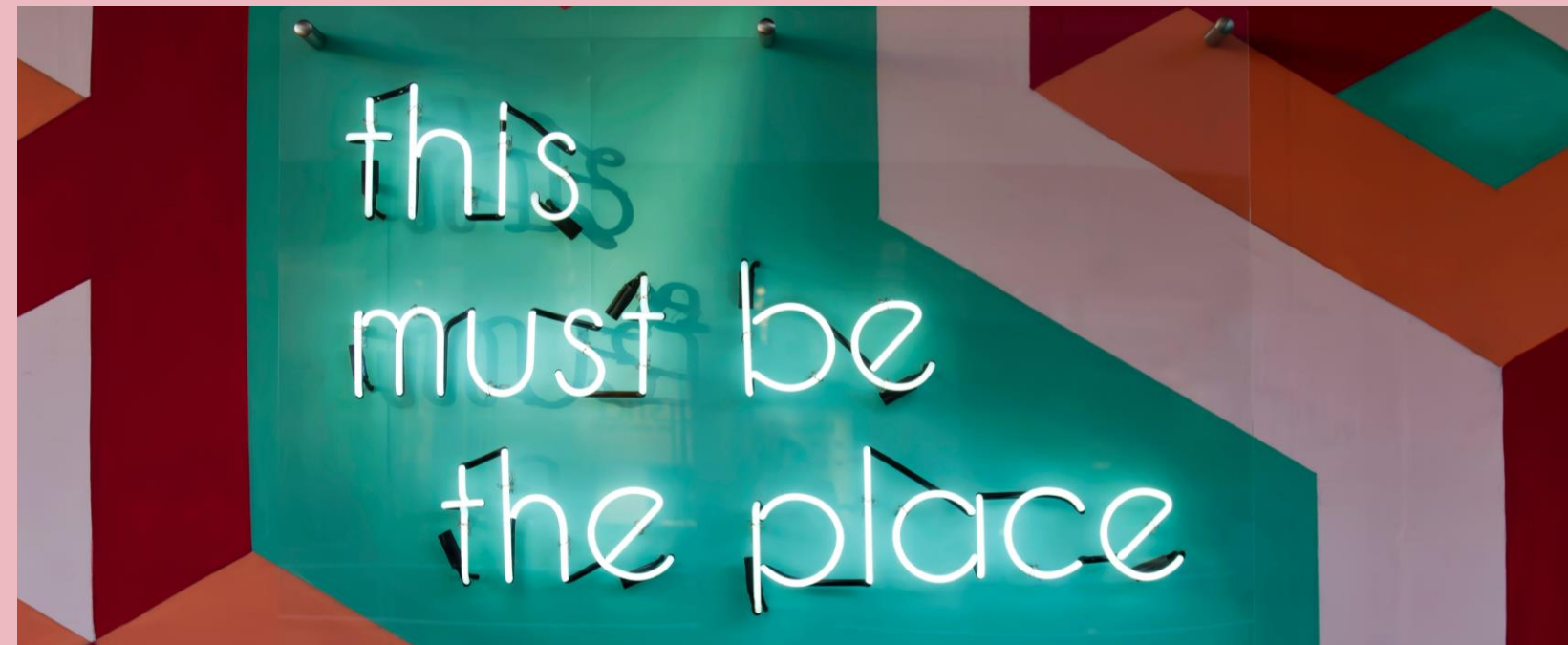


THE PSYCHOLOGY OF GEN Z

2. ENTREPRENEURIAL

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**Creëer een jongeren
schaduw bestuur**



**Alumni netwerk +
maak gebruik van
de 'side hustle
cultuur'**



DRIE/DRIE

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MENTALE GEZINDHEID





MENTAL HEALTH NEWS | Part of [Mental Health Tracker Guide](#) ✓

Gen Z Is the Most Stressed Out Generation Right Now

HEALTH AND WELLNESS

More than 7 in 10 Gen-Zers report symptoms of depression during pandemic, survey finds

'A sacrificed generation': psychological scars of Covid on young may have lasting impact

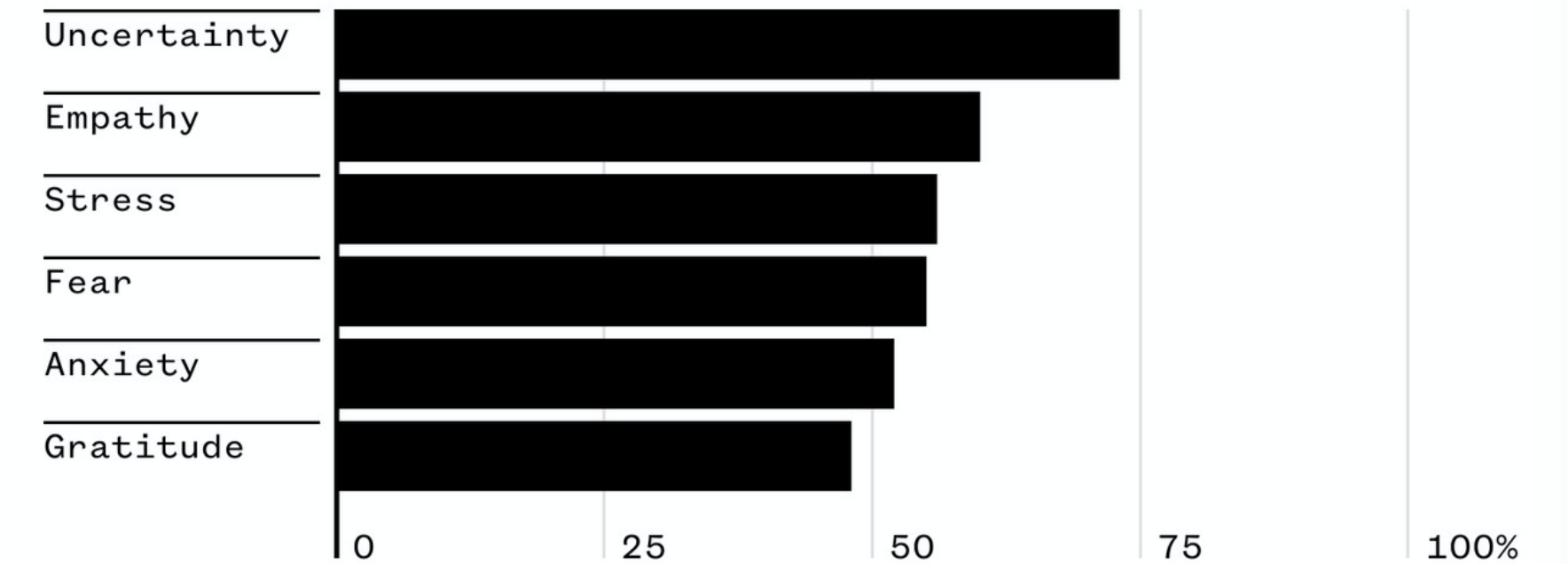
VICE NEWS

We Asked Millennials and Gen Z How They're Coping With the Pandemic. Here's What They Said.



YOUTH IN PANDEMIC

How they are feeling



Source: VICE Media Group



THE PSYCHOLOGY OF GEN Z
3. MENTAL HEALTH

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60 percent of Gen Z report that mental health resources are important in selecting an employer

57 percent say they are important when deciding to stay at an employer.

THE PSYCHOLOGY OF GEN Z
3. MENTAL HEALTH

CIB-New Product Development Product Delivery Manager- Associate/VP- New York

JPMorgan Chase - Brooklyn, NY

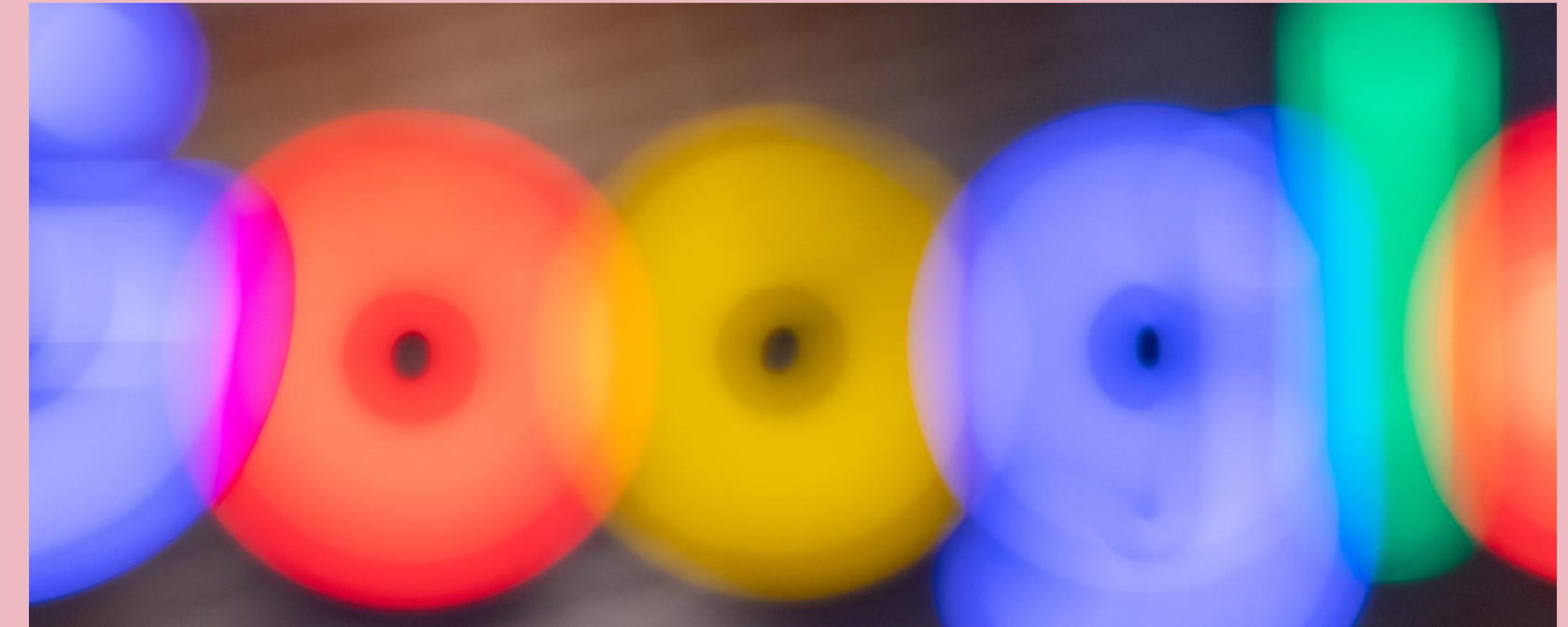
CIB-New Product Development Product Delivery Manager- Associate/VP- New York -
150015057

“You care about disruption and have opinions on the future of banking... You have an opinion on bitcoin and other cryptocurrencies, and you are probably ambivalent about the prospect of working for a large financial institution.”

“Sure, we are part of a large financial services firm operating in a highly-regulated environment, and that means we are not as flexible or agile as your average company let alone a startup.”



**No filter
communicatie**



**Zoek een
omgekeerde mentor**

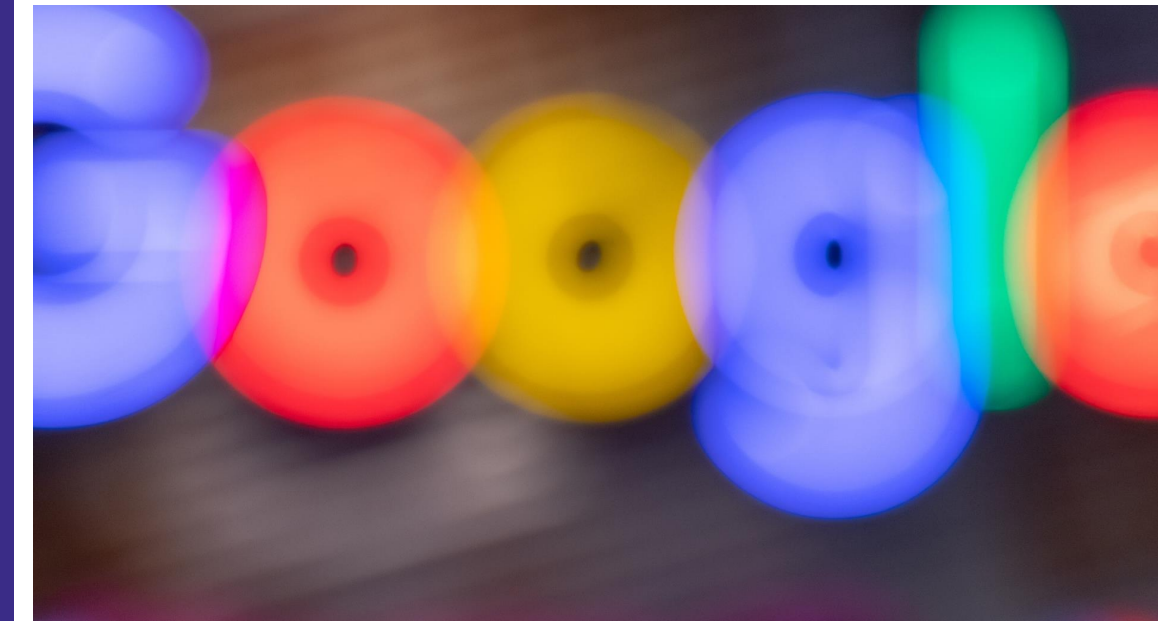


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**4D Communicatie +
The good, the bad,
and the ugly**



2



3



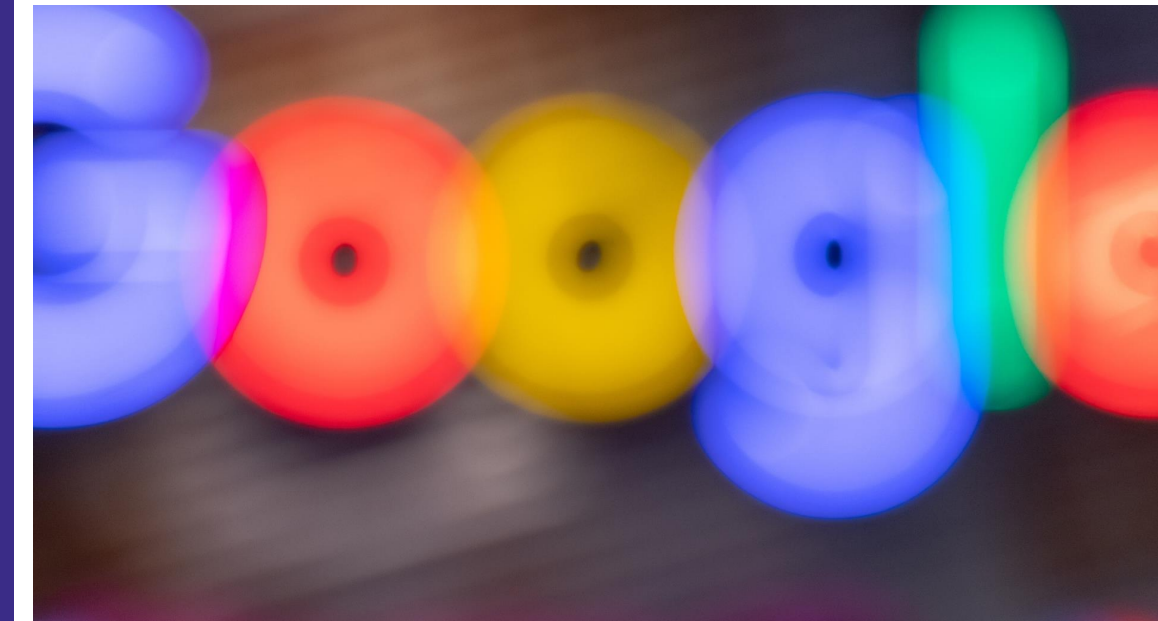
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**4D Communicatie +
The good, the bad,
and the ugly**



2

**Creëer een Jongeren
bestuur + 'side hustle
culture'**



3



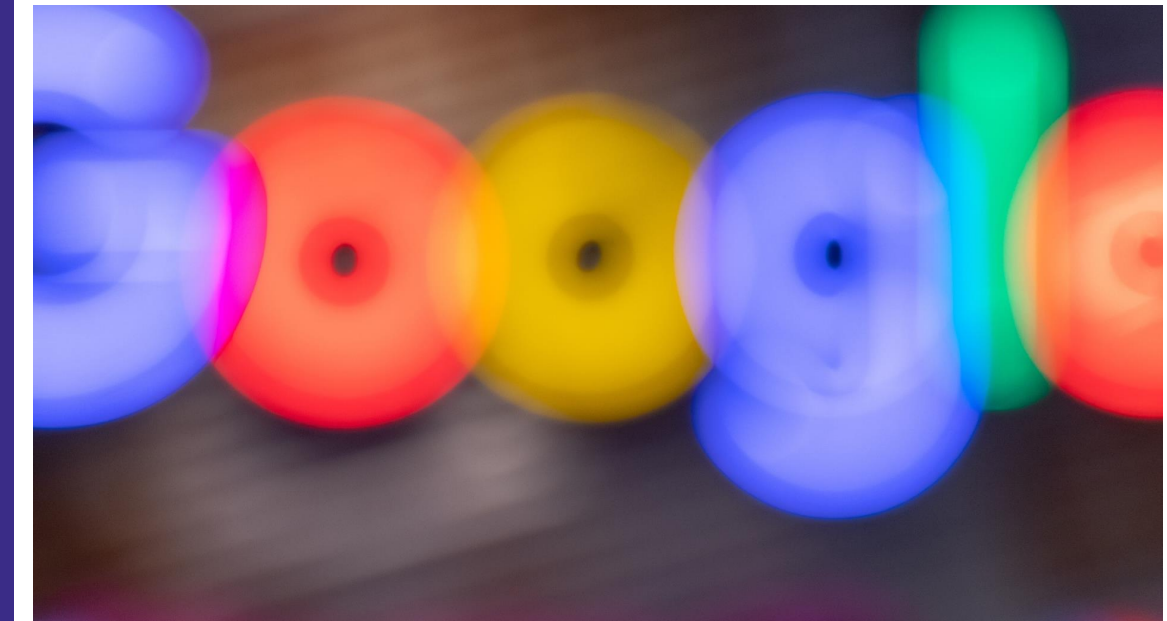
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communication +
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