

# Social Mobility Europe 2030 - Appendix

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Presenting a framework to help upgrade the  
future of social mobility in Europe 2030



# Appendixes

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- A) The Design Brief
- B) The Factors
- C) The 24 Future Practices
- D) 2nd Practice: Executive Rootings
- E) The EMPL Team Structure



## A

# The Design Brief

Following the Manual Graduation Project from IDE, the design brief is reported here in its original format. The Brief is filled in in preparation of the Kick Off meeting prior to the start of the project. It is discussed between the student and the supervisors of the thesis.

Once approved it is submitted to the Board to gain the approval for the project.

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This project was born from the identification of the European mobile citizens' struggles, regarding their integration in new communities and their identity development. With an open and explorative approach, the original brief was discussed in conversation with Matthijs van Dijk and Rebecca Price and a new approach to the research was established.

Following the Vision in Product design method the research was question was reframed to concentrate on future opportunities instead of current issues faced by the 'target users'. The brief gave enough freedom to the designer to investigate the future context without limiting the possible outcome, strongly influenced by the designer's values and beliefs.

The Brief is presented in a standard format provided by the Faculty of Industrial Design Engineering of TU Delft.

## B

# The Factors

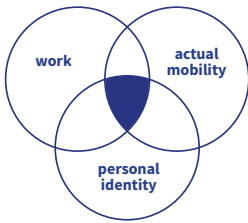
In this chapter the factors collected during the research phase are enlisted. The factors are presented divided into the clusters that they originated. Each factor has a title, a description, a reference and is marked as either principle, state, trend or development. Moreover, each clusters is classified as describing of one of the nine fields that were explored during the research. These are: culture, economy, politics, psychology, biology and evolutionary science, sociology, technology and demography.

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The factor collection is a crucial stage in the designing of the future context, and its content is the basis for this project outcome. As described in Chapter 2 of this report, the factors are already seen as the first step of the designing process and therefore are written already in the form of analysis.

To keep track of all the information gathered, the factors were registered using the AirTable tool. Here the factors can be divided by field, and type simplifying the following clustering stage. On AirTable all links to articles, pdfs and documents are registered. These can be shared upon request by directly contacting the owner student of this thesis.

The choice of presenting the factors divided into clusters aims at facilitating the understanding of the clusters to the readers. By reading through the factors that originated each cluster, the reader will better comprehend the stories originated and therefore the future context designed.



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## The Anonymity of Authority

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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**DEVELOPMENT  
TECHNOLOGY**

**Algocracy.** “Authority will be more and more embedded in the technology itself, or more specifically in the underlying code. Think of a software template that provide pre-existing channels that guide action in precise ways, for example while filling in the ‘fields’ on a computer, a bank worker cannot type in the wrong part of a form, or put the address in where the phone number goes. These programming technologies will gain ever more the ability to structure possible forms of behaviour without much need for orienting people toward accepting the rules”.

*Reference: A. Aneesh, Technologically Coded Authority. 2002*

**TREND  
CULTURE**

**Frozen Food Revival.** After several years of decline due to the rising prominence of fresh foods, manufacturers will draw shoppers back to the frozen food category with better-for-you, clean-label and higher-quality products that appeal to shoppers’ needs. With 99% household penetration, according to a Packaged Facts report, frozen foods will be ample in opportunity, and new healthy and convenient innovations in exciting flavours and varieties are helping boost sales.

*Reference: Van Wamelen J. (2018, Dec). Reviving grocery retail: Six imperatives. McKinsey.*

**TREND  
ECONOMY**

**Public and Commercial.** These 2 spheres are increasingly becoming more interconnected with each other. As an example the municipality of

Amsterdam is cooperating with the TomTom initiative Traffic Index to gather traffic data. The tool is created to provide city planners and policy makers to tackle the challenges of mobility in cities.

*Reference: Road Event Reporter, TomTom launches traffic data sharing tool for cities. 2017*

**STATE  
ECONOMY**

**Financial Sector Over-Grow.** “A growing body of economic research confirms that once a financial sector grows above an optimal size and beyond its useful roles, it begins to harm the country that hosts it. Long ago, our oversized financial sector began turning away from supporting the creation of wealth, and towards extracting it from other parts of the economy. To achieve this, it shapes laws, rules, think-tanks and even our culture so that they support it”.

*Reference: Shaxson N. (2018, October 5). The finance curse. The Guardian.*

**TREND  
CULTURE**

**Games with solutions.** The toy industry is presenting children with products that challenge to solve well-defined problems along with the means to solve them. This influences children mind-sets for problem-solving. Not presenting ill-defined problems negatively reflects on the ability to come up with creative solutions.

*Reference: Moreau, C. P., & Engeset, M. G. (2016). The downstream consequences of problem-solving mindsets: How playing with LEGO influences creativity. Journal of Marketing Research, 53(1), 18-30.*

**DEVELOPMENT  
TECHNOLOGY**

**Impossible Algorithms.** The Big data system used by the institutions (both companies and governments) are developing into black boxes that are not comprehensible even for their owners/consumers. The working algorithms behind them are just too complex to be fully understood.

*Reference: Rathi A. (2018, September 23). The impact of Artificial Intelligence. Medium.*



**STATE  
POLITICS**

**Capital of Europe.** The Eu way of using architecture for physical representations and presence has been different from tradition of capital cities. The EU has shied away from brazen attempts to compete with monumental and myth-making architecture of national capital cities. The result has been very few iconic EU building and no single 'capital' for EU.  
*Reference: Medrano, J. D. (2016). The Politics of Everyday Europe, by Kathleen McNamara. , 46, 1, 46(1), 32-34.*

**TREND  
DEMOGRAPHY**

**Algorithmic Citizenship.** It is a new concept of citizenship based on the idea that an individual's allegiances and rights will depend on the individual's generated data rather than on their birth. This means that citizenships will be constantly shifting and rearranging based on the matching of data.

*Reference: Cheney-Lippold, J. (2011). A new algorithmic identity: Soft biopolitics and the modulation of control. Theory, Culture & Society, 28(6), 164-181.*

**DEVELOPMENT  
TECHNOLOGY**

**Sustainable Housing.** The future of sustainable housing will be lead by organisations that can connect and provide different services (as solar panels and such) through renting and leasing. The offered system will provide all the different services, embracing the complexity required for the system to be maximum effective.

*Reference: Teng, J., Wang, P., Wu, X., & Xu, C. (2016). Decision-making tools for evaluation the impact on the eco-footprint and eco-environmental quality of green building development policy. Sustainable Cities and Society, 23, 50-58.*

**DEVELOPMENT  
PSYCHOLOGY**

**Science VS Emotions.** In the contemporary world there is a tendency to perceive technology as 'strong' and 'rational' and emotions as 'soft' and 'impulsive'. This creates an imagine of technology versus humanity in

people's perceptions.

*Reference: Kelly, K. (2010). What technology wants. Penguin.*

**STATE  
POLITICS**

**Lack of Knowledge.** Awareness is essential to participate in public discussions but the complex technological transformations are hardly understood by both citizens and politicians. Individuals and governments are not involved in the debate about the revolution changing the world.

*Reference: Görtz, C. The significance of political awareness: a literature review with meta-analysis. School of Humanities, Education and Social Science, SE-701 82 Örebro, Sweden*

**DEVELOPMENT  
SOCIOLOGY**

**Problem-Free Life.** There is a tendency to believe that technology has the power to fix all complex problems that society is facing, without having to change anything in the lifestyle of people. This idea supports the individuals in keeping their habits and practices as they are, thinking that no radical change in behaviour is necessary to fix world's problems since technology will solve the issues for them.

*Reference: Pacala, S., & Socolow, R. (2004). Stabilization wedges: solving the climate problem for the next 50 years with current technologies. science, 305(5686), 968-972.*

**DEVELOPMENT  
ECONOMY**

**Geopolitical Uncertainty.** The flow of energies is shifting alliances and changing the political landscape. Oil and gas will be less crucial to the world resulting in a disruption of the current geopolitical landscape.

*Reference: Dhawan R. (2017, December). Adapting to a changing geopolitical landscape. Reaction: Chemicals Magazine, 24th Edition. Webcast KPMG.*

**STATE  
SOCIOLOGY**

**Ethics or Ambition.** In the contemporary world curiosity is taking over moral or ethical concerns. In fact technology is judged ethical or unethical with different measurements in different countries, making it unclear for

people to practice self-governance. The technological progress is perceived as the most ambitious and therefore it's hard to control it.

*Reference: Ferro, G. E. M. (2017). Instinct, Habits, Workmanship, Idle Curiosity and Technological Progress: Prerequisite of Innovation. ECONÓMICAS CUC, 38(2), 113-120.*

**TREND  
POLITICS**

**Enemy of Brussels.** European governments, politicians and media identify and continue to refer to Europe as “Brussels”, meant as a the bureaucracy, presenting it as a distant power close to the big corporations and Banks and enemy of the basic rights of common people, in order to explain national budget restraints.

*Reference: Brunsden J. (2018, Feb 22). ‘Frugal four’ band together against Brussels’ plans to boost budget. Financial Times. AND Pigman A. (2018, Oct 25). Italy’s Budget Battle with Brussels. The Local.*

**DEVELOPMENT  
ECONOMY**

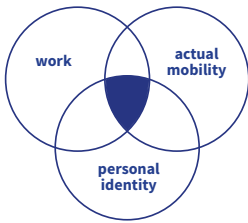
**Smart Cities Big Push.** The EU is investing in smart cities promising to create places that will support a better quality of life for their citizens, and a more sustainable development. This is obtained through implementing new technologies for the development and operation of cities.

*Reference: Marketplace Editorial (2019, April 4). Investing in Smart Cities. The European Investment Bank. EIP-SCC News.*

**TREND  
TECHNOLOGY**

**318 iPhones per household.** Digital data usage is doubling every two years globally. Internet users are growing on an average of over 1 million new users per day. The size of digital universe is on supposed to reach 44 ZB by 2020, a 50 fold increase over 2010. An equivalent of 318 iPhones (32GB) per household.

*Reference: Kemp S. (2019, January 31). Digital 2019: Global Digital Overview. DataReportal.*



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## Angry Details

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**TREND  
CULTURE**

**People Staying Local.** The majority of people will stay local in the sense that they won't travel outside of their country on a regular basis.

*Reference: Frändberg, L., & Vilhelmson, B. (2003). Personal mobility: a corporeal dimension of transnationalisation. The case of long-distance travel from Sweden. Environment and Planning A, 35(10), 1751-1768.*

**DEVELOPMENT  
POLITICS**

**Society as a Whole.** "In talking of society as a whole, in seeking to govern the economy as a whole, both politicians and technocrats will "loose touch" with how it feels to be a single citizen in particular. Both statisticians and politicians have already fallen into the trap of "seeing like a state", to use a phrase from the anarchist political thinker James C Scott. Speaking scientifically about the nation – for instance in terms of macroeconomics – is an insult to those who would prefer to rely on memory and narrative for their sense of nationhood, and are sick of being told that their "imagined community" does not exist."

*Reference: Davies W. (2017, January 19). How statistics lost their power -and why we should fear what comes next. The Guardian.*

**STATE  
POLITICS**

**Fascists Grow From the Left Out.** "Fascist movements build their base not from the politically active but the politically inactive, the 'loser' who feel, often correctly, they have no voice or role to play in the political establishment. In fact when political debate no longer speaks

to the people, they become responsive instead to slogans, symbols and sensations”.

Reference: Monbiot G. (2016, Apr 15). Neoliberalism - The ideology at the root of all our problems. The Guardian.

**PRINCIPLE  
SOCIOLOGY**

**Mutuality of Relationships.** To foster strong relationships both in public and private sectors, each partner has to perceive the mutuality of benefits and rewards.

*Reference: Jordan, J. V., & Stone Center for Developmental Services and Studies. (1986). The meaning of mutuality. Wellesley, Mass.: Stone Center for Developmental Services and Studies, Wellesley College.*

**TREND  
POLITICS**

**Soft Authoritarianism.** In European countries, soft authoritarianism will gain more relevance in political context. It exploits a longstanding disconnect between the Europe of values and the Europe of Money.

*Reference: Rachman G. (2017, Feb 20). The authoritarian wave reaches the west. Financial Times.*

**DEVELOPMENT  
SOCIOLOGY**

**Disenfranchised, Ready to Fight.** Young people excluded from the benefits of globalisation build up antagonism and are more prone to conflict. “The consequences of globalisation for the development of a more peaceful world remain highly controversial”.

*Reference: Gissinger, R., & Gleditsch, N. P. (1999). Globalization and conflict: Welfare, distribution, and political unrest. journal of world-systems research, 5(2), 327-365.*

**STATE  
POLITICS**

**Where are the Eurosceptics.** In more globalised countries, people with low level of transnationalism are even more likely to become eurosceptics than in countries that are less globalised.

Reference: Kuhn, T. (2015). Experiencing European integration:

Transnational lives and European identity. OUP Oxford.

**STATE  
POLITICS**

**Percentage of the Left Behind.** People left behind the increase of GDP per capita in many countries reaches as much as 40%. GDP per capita has highly increased in high and middle income countries from 1950 to 2016, but creating a huge disparity between poor and rich among both nations and households.

*Reference: Nolan, B., Roser, M., & Thewissen, S. (2016). GDP per capita versus median household income: What gives rise to divergence over time? (No. 672). LIS Working Paper Series.*

**PRINCIPLE  
PSYCHOLOGY**

**Motivated Beliefs.** Psychologists have shown that people have motivated beliefs: beliefs that they have chosen to hold because those beliefs meet a psychological need.

*Reference: Aldred J. (2019, Jun 6). 'Socialism for the Rich': the evils of bad economics. The Guardian - The Long Read.*

**STATE  
ECONOMY**

**Economic Disparity.** The Eurozone crises of 2009 has created disparity of economical growth in the member countries, which will continue to grow in the future. They will be in different places creating high inequality.

*Reference: European Commission (2017). About Higher Education Policies. Education and Training.*

**STATE  
CULTURE**

**The Snobs.** Academics are perceived as distant from the 'real' society and the communities where they resident in. Migrants and people with disadvantaged socio-economic background are less likely to finish higher education.

*Reference: OECD (2019, January 21). Trends Shaping Education 2019. OECD Publishing, Paris.*

**STATE  
PSYCHOLOGY**

**Justifying Poor Behaviour.** One of man's oldest exercises in moral philosophy is the search for a superior moral justification for selfishness. It is an exercise which always involves a certain number of internal contradictions and even a few absurdities. The conspicuously wealthy turn up urging the character-building value of privation for the poor.

*Reference: Galbraith, J. K. (2009). The great crash 1929. Houghton Mifflin Harcourt.*

**DEVELOPMENT  
PSYCHOLOGY**

**Who to Blame.** In the context of globalised problems the collective is considered responsible for an outcome, and moral responsibility is not reducible to an individual of the members of the collective. This can produce a backlash effect for people's perception of public 'blame'.

*Reference: Downie, R. S. (1969). Collective responsibility. Philosophy, 44(167), 66-69.*

**TREND  
ECONOMY**

**Not a Single Homogeneous Territory.** "The ECB is concerned with the inflation or unemployment rate across the eurozone as if it were a single homogeneous territory, at the same time as the economic fate of European citizens is splintering in different directions, depending on which region, city or neighbourhood they happen to live in. Official knowledge will become ever more abstracted from lived experience, until that knowledge will simply cease to be relevant or credible."

*Reference: Davies W. (2017, January 19). How statistics lost their power -and why we should fear what comes next. The Guardian.*

**DEVELOPMENT  
POLITICS**

**One Nation.** "The Enlightenment ideal of the nation as a single community, bound together by a common measurement framework, will be harder and harder to sustain. If you live in one of the towns in the Welsh valleys that was once dependent on steel manufacturing or mining for jobs, politicians talking of how "the economy" is "doing well" will

likely to breed additional resentment”.

*Reference: Davies W. (2017, January 19). How statistics lost their power -and why we should fear what comes next. The Guardian.*

**TREND  
POLITICS**

**Euroscepticism in Transnational Countries.** Euroscepticism continues to grow between people with a low level of transnationalism. Many people feel that different identities are antagonistic and that a European Identity threatens their national one.

*Reference: Kuhn, T. (2015). Experiencing European integration: Transnational lives and European identity. OUP Oxford.*

**PRINCIPLE  
SOCIOLOGY**

**Social Disfunction and Social Activity.** Feeling of isolation results in a social disfunction that generates stigmatisation and produces a general reduction of social activity.

*Reference: Frändberg, L., & Vilhelmson, B. (2003). Personal mobility: a corporeal dimension of transnationalisation. The case of long-distance travel from Sweden. Environment and Planning A, 35(10), 1751-1768.*

**TREND  
SOCIOLOGY**

**Conflict of Opinions.** Phenomenon like Brexit and the Donald Trump election highlighted the contradiction between what political scientists believe to be best for the people and what people find valuable and meaningful.

*Reference: Nacarino-Brabo A. (2019, March 2). Populismo: una cuestion moral. Letras Libres.*

**TREND  
POLITICS**

**Myth of the Rule-breakers.** Austerity continues to be perceived as an imposed strict regulation from EU by most people in Europe in those countries that will experience a decrease in national economical growth.

*Reference: McKee, M., Karanikolos, M., Belcher, P., & Stuckler, D. (2012). Austerity: a failed experiment on the people of Europe. Clinical medicine,*



12(4), 346-350.

**STATE  
SOCIOLOGY**

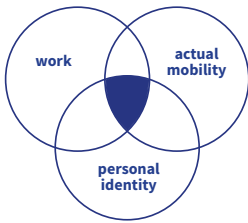
**How Dictators Come to Power.** “Without a lost war, revolution, and a pervasive sense of national humiliation, Hitler would have remained a nobody.” by historian Ian Kershaw

*Reference: Powell J. (2013, Feb 5). How Dictators Come to Power In A Democracy. Forbes.*

**PRINCIPLE  
PSYCHOLOGY**

**Greed.** In human behaviour greed is a consequence of scarcity.

*Reference: Eisenstein, C. (2011). Sacred economics: Money, gift, and society in the age of transition. North Atlantic Books. Chapter 2: “The Illusion of Scarcity”.*



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## Common Sense as a Cultural System

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**TREND  
CULTURE**

**Doctor Google.** People are looking for health information online. They are aware they can find information themselves through the use of the internet on topics that once were governed by experts. These leads them to doubts science. In the health system we see increasingly more patients giving suggestions to doctors.

*Reference: OECD (2019, January 21). Trends Shaping Education 2019. OECD Publishing, Paris.*

**PRINCIPLE  
PSYCHOLOGY**

**Framing Society.** People rely upon interpersonal interactions to shape their understanding of society.

*Reference: Furnham, A. (2015). Young People's Understanding of Society (Routledge Revivals). Routledge.*

**STATE  
POLITICS**

**Self Government and Freedom of Speech.** Referring to the First Amendment of the American Constitution, people look at freedom of speech and democracy as stricktly linked, and as the basis for the concept of self-government.

*Reference: Meiklejohn, A. (2000). Free speech and its relation to self-government. The Lawbook Exchange, Ltd.*

**TREND  
CULTURE**

**Statistics VS Stories.** “The think-tank British Future has studied how best to win arguments in favour of immigration and multiculturalism. One

of its main findings is that people often respond warmly to qualitative evidence, such as the stories of individual migrants and photographs of diverse communities. But statistics – especially regarding alleged benefits of migration to Britain’s economy – elicit quite the opposite reaction. People assume that the numbers are manipulated and dislike the elitism of resorting to quantitative evidence. This phenomenon will grow to the point in which these number won’t be shared in political debates.”

*Reference: Davies W. (2017, January 19). How statistics lost their power -and why we should fear what comes next. The Guardian.*

**TREND  
POLITICS**

**Simplifications and Jokes.** The new platform of divulgation of news created a new language of the political sphere. It changed into a communication of seduction, strongly vulgar and scandalistic. Language made of: famous jokes, clichés, simplifications, intentional gaffes, sexist comments and idioms.

*Reference: Lando L. (2016, Jul 21). George Lakoff: “Carisma e battute, la formula Trump parla direttamente al nostro cervello”. La Repubblica - Espresso: Le Inchieste.*

**TREND  
CULTURE**

**Shares.** News are validated by the shares and not by the truthfulness of the stories. What really matters is only if the story is going around.

*Reference: Meyer R. (2018, March 8). The Grim Conclusion of the Largest-ever Study of Fake News. The Atlantic.*

**STATE  
SOCIOLOGY**

**For Believing Facts.** In the learning process the most effective way for people to gain new information is peer tutorial. Students learn best when knowledge transfer is made through the experience of a fellow student, this shows how having a close connection to the topic increases our chances of believing and remembering facts.

*Reference: Damon, W. (1984). Peer education: The untapped potential.*

*Journal of applied developmental psychology, 5(4), 331-343.*

**TREND  
CULTURE**

**Feminism.** As the #MeToo movement barrels forward, as record numbers of women seek office, and as the Women’s March drives the resistance against the Trump administration, feminism will reach a level of cultural relevance it hasn’t enjoyed in years. It will be a major object of cultural discourse.

*Reference: Scharff C. (2019, Feb 6). Why so many young women don’t call themselves feminist. BBC News.*

**PRINCIPLE  
BIOLOGY**

**Pattern Predictions.** The primary pattern of the new-cortex is ‘Prediction’. The brain receives patterns from the outside world, stores them as memory and make predictions by combining what has seen before and what is happening now.

*Reference: Ungerleider, L. G., & Haxby, J. V. (1994). ‘What’and ‘where’in the human brain. Current opinion in neurobiology, 4(2), 157-165.*

**STATE  
CULTURE**

**Who Reads Newspapers.** In Eu 2017 statistics, only 60% of the total population declares to read news from digital or printed newspaper or magazines. This number is expected to stay stable in the coming years.

*Reference: Statista Research Department (2019, Jun 20). Printed Media in Europe. Statista.*

**PRINCIPLE  
EVOLUTIONARY**

**First Learning.** Children watch their parents to then imitate these actions themselves. A tremendous amount of learning happens through watching and imitating. This is called observational learning.

*Reference: Grusec, J. E. (1994). Social learning theory and developmental psychology: The legacies of Robert R. Sears and Albert Bandura.*

**PRINCIPLE  
BIOLOGY**

**Processing Stories.** When listening to a story the brain is activated in the

language processing part but also in any other area that we would use when experiencing the story.

*Reference: Grusec, J. E. (1994). Social learning theory and developmental psychology: The legacies of Robert R. Sears and Albert Bandura.*

**DEVELOPMENT  
POLITICS**

**Moral Populism.** So called Populist parties have been raising consensus in Europe. This new form of Populism has a strong “moral component”. In 2030, Populist will merge with extreme right parties bringing back traditional morals.

*Reference: Nacarino-Brabo A. (2019, March 2). Populismo: una cuestion moral. Letras Libres.*

**PRINCIPLE  
CULTURE**

**Indestructible Myths.** When the ‘experts’ try to unfold superstition or old myths usually it produces a negative effect. By providing too many information and disrupting people’s own worldview these feel threatened and reject the new information completely.

*Reference: Malhotra S. (2019, Jun 7). Who Should Fight Superstition? The Wire: The Sciences.*

**DEVELOPMENT  
CULTURE**

**What do we say?** “Shame” has been one of the most popular word used on social media or newspaper articles in 2017. This judging-moral characteristic in the use of social media will continue to grow, bringing relevance to public debate only when the people can have a direct access to the discussion.

*Reference: Scheff S. (2017, Dec 27). Was 2017 the Rise of Online Shaming? Huffpost*

**STATE  
POLITICS**

**Fake News.** In the months surrounding the 2016 election, fake news stories were shared millions of times on social media sites like Facebook and Twitter. The people who shared the fake news often did not realise it

was fake. The Fake News phenomenon will still remain a trending topic.  
*Reference: Meyer R. (2018, March 8). The Grim Conclusion of the Largest-ever Study of Fake News. The Atlantic.*

**PRINCIPLE  
CULTURE**

**Values Awareness.** People become aware of their values hierarchy when forced to choose. “I could do this but it just doesn’t feel right”.

*Reference: Culture Sensitive Design Lecture on Schwartz at TU Delft*

**PRINCIPLE  
PSYCHOLOGY**

**Gut Feeling.** Comprehending something intellectually and understanding it innately are two very different things in human perception.

*Reference: Kintsch, W., & Walter Kintsch, C. B. E. M. A. F. R. S. (1998).*

*Comprehension: A paradigm for cognition. Cambridge university press. Part I - Chapter 2.*

**PRINCIPLE  
CULTURE**

**Drama.** Dramatic Events attract people’s interest.

*Reference: History TV - Shows (2016). Execution in the Middle Ages. Tv Show - Documentary. History Today.*

**STATE  
CULTURE**

**Public executions** were common in europe until the late 19th century. These were celebratory events. Such events let people feel superior, cause they not the one suffering and made them feel part of doing God’s work on earth, as an affirmation that justice was being done. This happens now in the digital world, where public matters are brought to the attention of the public for everyone to cheer or criticise in a ‘digital square’.

*Reference: History TV - Shows (2016). Execution in the Middle Ages. Tv Show - Documentary. History Today.*

**DEVELOPMENT  
POLITICS**

**Instinctive Sense of Right and Wrong.** “The spread of the use of ‘common sense’ as a cultural system will dismantle the view of politics as a ‘tecnical profession’. The standard claim will be that “the people”

when not being misled by false authorities, are in possession of a kind of infallible, instinctive sense of what is right and true, born of or nurtured by day-to-day experience in the world, that necessarily trumps the “expert” judgments and knowledge of a minority of establishment insiders. The phenomenon will humanise politics, voters will just be interested in the ‘honesty’ of a candidate, and his/her character more than on his/her competence”.

*Reference: Graham D. A. (2017, Aug 4). Why Trump invokes ‘Common Sense’. The Atlantic.*

**PRINCIPLE  
BIOLOGY**

**Memory at the Base of Human Choices.** Choice making in the human brain is based on the analysis of previous experiences. The brain identifies what is good or bad in a completely subjective way, in fact it is based on memory, culture and images.

*Reference: Grusec, J. E. (1994). Social learning theory and developmental psychology: The legacies of Robert R. Sears and Albert Bandura.*

**DEVELOPMENT  
SOCIOLOGY**

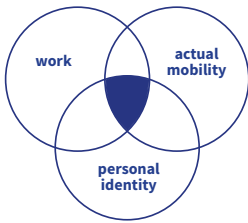
**Fake or Real?** “Thanks to social media and other technologies, there will be a growing number of fabricated things that despite not being real will influence how people think. Just now, 15% of all twitter accounts are fake. There will be virtual influencers and even virtual performers.”

*Reference: Confessore N. (2018, Jul 6). Twitter is sweeping out fake accounts like never before. Washington Post.*

**STATE  
CULTURE**

**Love of Fake News.** People on social media seem to ‘prefer’ fake news to real news. In 2019 fake news have a 70% more possibility to be shared, this will increase in the near future. These news will travel faster, and will be more likely shared by people and not robot (as it happens now).

*Reference: Testa A. (2018, Marc 12). L'amara verità sulle notizie false. (Why Fake news are beating up the truth). Internazionale.*



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## Authenticity is Grounded

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### TREND CULTURE

**The New Price in What is Local.** “The new nomadism also will involve a new relationship with the ‘local’. The local, the mundane, the everyday will become the prize to be sought in travelling, very different from the cultural hierarchy established in the Grand Tour and reflected in the growth of mass cultural tourism. Whereas the ‘authentic’ used to be legitimated by traditional knowledge and power systems, it will now be established by direct experience of the local”.

*Reference: Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. Tourism Recreation Research, 40(3), 340-352.*

### TREND CULTURE

**Return to Premium.** Consumers will favour quality, convenience and healthfulness over pure price particularly in the meat-department.

*Reference: Danzinger PN. (2019, January 13). 6 Global Consumer Trends For 2019, And The Brands That Are Out In Front Of Them. Forbes.*

### DEVELOPMENT SOCIOLOGY

**Regionalisation** will be a growing trend in globalisation.

*Reference: ESPAS (2015). Global Trends for 2030: Can the EU meet the challenges ahead?. European Strategy and Policy Analysis System.*

### DEVELOPMENT ECONOMY

**Authentic.** Popularity raised among committed brands with authentic products. Natural, simpler, more local and if possible small, as small as possible. Consumers will seek ‘authenticity’.



*Reference: Daneshkhu S. (2018, Jun 19). How Millennials' taste for 'authenticity' is disrupting powerful food brands. Financial Times.*

**DEVELOPMENT  
CULTURE**

**Craving for Monoculture.** HBO saga Game of Thrones become a cultural phenomenon known as old-fashioned 'monoculture' show - the age of shows that everyone watches and talks about together, watched simultaneously around the world. People will be seeking event-like experiences that feel like universal phenomenon that bring people together.

*Reference: Zoller Seitz M. (2019, April 4). Is Game of Thrones the Last Show We'll Watch Together? It marks the end of the era of television as an epic, communal journey. Vulture.*

**PRINCIPLE  
SOCIOLOGY**

**Choosing Your Fight.** People want to be free in taking risks for what they believe it is worth. For new technologies or situations, the acceptance of a risk is proportional to its corresponding perceived benefits.

*Reference: Fabrizzi M. (2019, Feb 19). Unlock the Keys To A Culture of Innovation and Smart Risks. Forbes.*

**PRINCIPLE  
SOCIOLOGY**

**Grouping.** People organise themselves into grouping and organisations. When dismanteling an old structure a new structure will come to place.

*Reference: Tajfel, H. (Ed.). (2010). Social identity and intergroup relations (Vol. 7). Cambridge University Press. Part I - Subchapter 3 The necessary and sufficient conditions for group formation.*

**TREND  
ECONOMY**

**Personal Contact on Demand.** The event industry is showing substantial growth in the EU, on average 43%, with event and meeting marketing budgets rising between 4.2% and 13.7%.

*Reference: LiveCom Alliance (2017). LiveCom Alliance European Industry Survey 2017.*

**STATE  
TECHNOLOGY**

**Fear of the New.** The public is afraid of rapid change and can react quite harsh when presented with technological innovation.

*Reference: Wüstenhagen, R., Wolsink, M., & Bürer, M. J. (2007). Social acceptance of renewable energy innovation: An introduction to the concept. Energy policy, 35(5), 2683-2691.*

**STATE  
ECONOMY**

**Reinforcement of Old Processes.** In the work environment where technological change happens faster than its investment cycle mistrust is caused towards the easy-to-use and more efficient processes, and it often results in the reinforcement of the establishment of old familiar process.

*Reference: Dudley S. (2008). The Internet Just Isn't That Big a Deal Yet: A Hard Look at Solow's Paradox.*

**PRINCIPLE  
EVOLUTIONARY**

**In Time of Crisis.** When a community is tight it has better chance of surviving problematic and emergency situations. Communities with close ties have higher survival rates for populations at risk (like the elderly). This is because people in within the community are already aware of what is needed and can react quickly in a time of crisis.

*Reference: Aldrich, D. P. (2017, January). Trust deficit: Japanese communities and the challenge of rebuilding Tohoku. In Japan forum (Vol. 29, No. 1, pp. 39-52). Routledge.*

**DEVELOPMENT  
SOCIOLOGY**

**Simpler Interactions.** People will want a break from the exceeding complicated technology-driven society of 2030 and return to a simpler type of social interactions.

*Reference: Naughton J. (2019, Jan 20). 'The goal is to automate us': welcome to the age of surveillance capitalism. The Guardian.*

**TREND  
SOCIOLOGY**

**People Seek to Belong.** "We are creating communities for everything".  
Reference:

**STATE  
DEMOGRAPHY**

**Religious Choices.** 3/4 of Europeans will continue to identify as christians. About 70% of the European population, with a drop of 5% compared to 2019. Instead the number of people that identify as atheists, from 18% today, will grow.

*Reference: Statista Research Department (2019, Jun 24). Religion in Europe - Statistics and Facts. Statista - Society - Religion.*

**TREND  
SOCIOLOGY**

**People Like Nostalgic Experiences.** We are Turing back to vinyl records and film cameras, deliberately downgrading to phones that only text and call. In 2030 the anti-fashion will be the mainstream fashionable.

*Reference: Bhargava R. (2019, March 8). 7 Non-Obvious Trends Changing The Future In 2019. Session at South by Southwest.*

**STATE  
SOCIOLOGY**

**Activation of countries associations.** “Even when a country does not consciously manage its name as a brand, people still have images of countries that can be activated by simply voicing the name. Country images are likely to influence people’s attitude, even when subjects are given a chance to see, touch, feel or taste the very same physical product.”

*Reference: Kotler, P, & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. Journal of brand management, 9(4), 249-261.*

**STATE  
CULTURE**

**Back to the 90s.** Pop culture, from fashion to music, is looking at the 90s. People are experience a nostalgia towards what has been described as the ‘last proper decade’. 90s are seen as a less serious time, a good time to be alive, before 9/11, before the financial crisis and Iraq war.

*Reference: Ed Power, Back to the Future. Irish Examiner 2019.*

**STATE  
SOCIOLOGY**

**Embassies Buildings.** “The architecture of embassies is usually carefully chosen. Nations often select leading architects of their home country

to create the design of a building that will showcase a nation abroad, and serve as a reflection of a country's identity, its financial solidity, its attention to architecture and urban form and hence to its citizens".

*Reference: Hein, C. (2015). Cities (and regions) within a city: subnational representations and the creation of European imaginaries in Brussels. International Journal of Urban Sciences, 19(1), 93-107.*

**DEVELOPMENT  
DEMOGRAPHY**

**Old World.** In 2040 Europe will be the oldest continent.

*Reference: European Commission (2012). Global Europe 2050. Directorate-General for Research and Innovation 2012 Socio-economic Sciences and Humanities. European Research Area.*

**STATE  
CULTURE**

**Sport Creates a Common Framework.** Media and TV sports channels have made common and popular, even in sectors of population who are less interested in foreign issues, a star system of champions, teams and cities, that, notwithstanding rivalry, creates a unique framework and playing field.

*Reference: Goldblatt D. (2016, Jun 10). Can Euro 2016 unite European culture where politics has failed? The Guardian.*

**STATE  
CULTURE**

**An Identity Based on the Past.** "The diverse identities of the European peoples coexist with a common European identity based on the past, that is the result of a long historical legacy of common cultural roots (Greek philosophy, Roman law, Jewish and Christian religious traditions, Renaissance civilisation) and consists of a nucleus of specific cultural attitudes organised around the dialectical relationship between rationality and individualism/subjectivity."

*Reference: Martinelli, A. (2005). The European identity. Comparing Modernities: Pluralism versus Homogeneity: Essays in Homage to Shmuel N. Eisenstadt.*

**PRINCIPLE  
SOCIOLOGY**

**A togetherness is formed in community.** People experiencing the same event at the same time and in the same place are in that sense 'equals'. This has a tremendous binding power.

*Reference: Beverland, M. B., & Farrelly, F. J. (2009). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. Journal of Consumer Research, 36(5), 838-856.*

**PRINCIPLE  
PSYCHOLOGY**

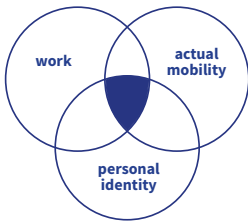
**Social Belonging.** People are in need of a sense of belonging to specific groups to be able to identify themselves and ultimately define themselves. This is called Group Identification or Social Belonging.

*Reference: Forsyth, D. R. (2018). Group dynamics. Cengage Learning. Chapter 3: Inclusion and Identity, 3-3, 83-90.*

**TREND  
CULTURE**

**Banning Instagram.** There are new hyped restaurants that are looking to stand out from the crowd by rejecting the insta-food trend entirely. Some places have banned the use of mobile phones in the restaurants displaying ironic signs that make fun of the hyper-digitalised and invite people to conversate. This anti-technology trend is expected to grow in the next coming years.

*Reference: Lee S. (2017, Dec 29). Picture Perfect? How Instagram changed the food we eat. BBC News.*



Definition of Social Mobility  
in Europe 2030

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## New Bourgeoisie of Rights

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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**STATE  
CULTURE**

**Must-Have Leisure Time.** Society developed a higher respect for leisure time and well-being activities.

*Reference: Ferring, D., Balducci, C., Burholt, V., Wenger, C., Thissen, F., Weber, G., & Hallberg, I. (2004). Life satisfaction of older people in six European countries: findings from the European study on adult well-being. European Journal of Ageing, 1(1), 15-25*

**TREND  
CULTURE**

**New Luxuries.** Having conversations and taking actions around topics of sustainability and social responsibility is considered a luxury. These are immaterial luxury orienting toward experiences.

*Reference: Hennings N., Wiedmann K.P., Klarmann C. and Behrens S. (2013, August 30). The Concept of Luxury: A Global Phenomenon with Local Implications. The European Financial Review.*

**DEVELOPMENT  
CULTURE**

**Products with Purpose.** People are developing a more holistic view of the world, where science and social are not seeing as 2 separate spheres. This will lead to design products and services that have a meaningful purpose for the people.

*Reference: Fromm J. (2019, Jan 16))Purpose Series: A Purpose-Driven Brand Is A Successful Brand. Forbes.*

**PRINCIPLE  
TECHNOLOGY**

**Group Strenght.** When people come together they have more chances of

successfully accepting or refusing a new technological transformation.

*Reference: Chilukuri S. (2017, Apr). Four keys to successful digital transformations in healthcare. McKinsey.*

**DEVELOPMENT  
ECONOMY**

**Values.** People are searching for less material luxury, more value driven.

*Reference: Hennings N., Wiedmann K.P, Klarmann C. and Behrens S. (2013, August 30). The Concept of Luxury: A Global Phenomenon with Local Implications. The European Financial Review.*

**TREND  
DEMOGRAPHY**

**Materialism.** By British trend forecaster James Wallman's calculations, 80% of people could be called materialistic in 1970, a figure that has dropped down to 40% in 2030.

*Reference: Krauss Whitbourne S. (2019, May 17). The Surprising Truth About Perfectionism in Millennials.*

**TREND  
CULTURE**

**Functional foods Top Health Trend.** Natural remedies such as turmeric are promoted as ingredients that can fix something that the body is lacking or that enhances something in the body. CBDs, or cannabidiols - which are known to combat anxiety - will be particularly rising in popularity.

*Reference: Smaros J. (2018, May 16). Study Highlights Opportunities for Grocers to Reduce Food Spoilage. Industry Plan - Supply Chain Planning.*

**DEVELOPMENT  
CULTURE**

**Nomadism Appealing Primal State.** "In literature and philosophical discourse, nomadism has been seen as a kind of primal state to which people want to return. Arguing that nomads lead an ideal existence. This will change the image of the "perfect life" in people's mind, changing the traditional image of happiness."

*Reference: Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. Tourism Recreation Research, 40(3), 340-352.*

**DEVELOPMENT  
POLITICS**

**Science New Focus.** People are demanding for science to be focusing on governance, migration and humanities instead of medicine and technology only. This requires for fundings to be shifting in those areas.  
*Reference: Main S. (2019, May 1). The biggest government pledge to science spending for 40 years – but who benefits? The Guardian.*

**DEVELOPMENT  
CULTURE**

**Fixing Mankind.** In high educated circles the topic of mankind and improving humanity is gaining value.  
*Reference: Shandwick W.(2019, Apr). Connecting the Trends: New Humanity.*

**STATE  
CULTURE**

**A New Food Language.** The word Diet has been substituted by the words Health and Wellness.  
*Reference: Elmsthal E. (2017, Jun 19). From nutrients to wellbeing identifying discourses of food in relation to health in syllabi. Journal - Pedagogy, Culture & Society - Volume 26, 2018 - Issue 1.*

**TREND  
CULTURE**

**Ayahuasca is Trending.** Ayahuasca ceremony has gain popularity with westerners. It is marketed as a magical ritual that can cure depression, wash away life's problems, and reveal once true destiny, allowing people to move away from the dullness of everyday existence. These 'escaping' remedies will continue to be popular growing into even more extreme experiences.  
*Reference: Eror A. (2016, December 15). Why Ayahuasca Is a New Age Spiritual Scam. Highsnobiety*

**DEVELOPMENT  
SOCIOLOGY**

**Spiritual Practices.** Western people will more and more choose to follow spiritual practices from the east. Not perceived as religions they tend to be less rooted in what we call faith than in an individual's unmediated search for meaning and understanding. This will change the way people perceive religion in Europe.



*Reference: Kinnaman, D., & Hawkins, A. (2011). You lost me: Why young Christians are leaving church... and rethinking faith. Baker Books.*

**STATE  
POLITICS**

**Who do we take data from?** Almost 90% of participants in psychological studies come from countries that are western, educated, industrialised and often rich. This is expected to change as people are looking at new and 'original' points of view. Also third generation kids will lead to a more diversified group of participants.

*Reference: Henrich, J., Heine, S. J., & Norenzayan, A. (2010). The weirdest people in the world?. Behavioral and brain sciences, 33(2-3), 61-83.*

**TREND  
ECONOMY**

**Slow Pace.** A reaction to the fast pace of change will make empathy regain value. Companies will be searching ways to give people a sense of reassurance. One example is Tesco grocery brand that has opened in the UK a "relaxed lane" for those who don't want to feel rushed as they check out.

*Reference: Bhargava R. (2019, March 8). 7 Non-Obvious Trends Changing The Future In 2019.*

**DEVELOPMENT  
CULTURE**

**Happiness.** The way people perceive and seek for happiness has drastically changed in the last century. People will keep on searching for it through experiences that enrich them as individuals and through pursuing an amazing career.

*Reference: Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?. Psychological bulletin, 131(6), 803.*

**TREND  
SOCIOLOGY**

**Gender Fluid Emoji.** Google is releasing 53 new gender-fluid emoji on Pixel phones in beta, called gender inclusive emoji. Official documents,

and unofficial ones will be expected to contain every nuance of possibility for people to choose from, so to give full freedom of expression without discriminating personal inclinations.

*Reference: England J. (2019, May 8). Google is releasing 53 new gender neutral emojis.*

**DEVELOPMENT  
TECHNOLOGY**

**BladeRunner Effect.** There is a pervasive resistance against technological transformation. This is caused by the fear that moral and spiritual problems will be solved more and more by machines and not people. This fear adds up to the democracy crisis.

*Reference: Araya D. (2019, Jan 4). Artificial Intelligence And The End Of Government. Forbes.*

**DEVELOPMENT  
POLITICS**

**Millennials Values.** As millennials advocate for inclusion, acceptance and freedom of expression, younger generation will be educated into this believes changing deeply the public discourse.

*Reference: Myers, K. K., & Sadaghiani, K. (2010). Millennials in the workplace: A communication perspective on millennials' organizational relationships and performance. Journal of Business and Psychology, 25(2), 225-238.*

**TREND  
ECONOMY**

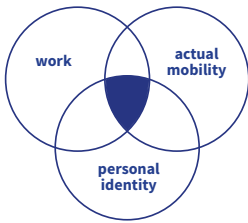
**Every Activity: a Learning Activity.** Starbucks opened a “signing store” in Washington DC, and most of its regular customers have learned some sign language. Consumers will be looking for the ‘new’ by experimenting with different experiences of the world, making every activity a one time experience where to pay and learn from. The theme of inclusion will be particularly popular in this.

*Reference: Meyer S. (2018, October 24). Starbucks' first US 'Signing Store' lets deaf customers order using sign language. USA Today.*

**TREND  
CULTURE**

**Mindfulness as an Essential Skill.** Mindfulness will no longer be considered a “soft skill,” but an essential part of overall health care. In the past year alone, we’ve seen a shift from doctors prescribing pills to treat ailments, to physicians prescribing outdoor play, trips to the museum, and mindfulness to treat everything from pain, loneliness, anxiety, and burnout. Researchers are looking into mindfulness-based therapies for PTSD, depression, and even as a therapy for chronic pain. Meditation is identified.

*Reference: Tlalka S. (2018, December 11). Meditation is the Fastest Growing Health Trend in America. Mindful.*



Definition of Social Mobility  
in Europe 2030

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## Spatial Inequalities

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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**DEVELOPMENT  
POLITICS**

**Climate-Unstable.** “Global inequality is 25% higher than it would have been in a climate-stable world” Climate change will bring a new apartheid based on climate inequalities.

*Reference: Beuret N. (2019, April 26). Global inequality is 25% higher than it would have been in a climate-stable world. The Conversation.*

**PRINCIPLE  
PSYCHOLOGY**

**Fear Causes Hate.** Humans have a tendency to fear what they don’t understand and therefore they feel hate towards it.

*Reference: Barth D.F. (2016, May 11). How Can We Understand Our Fear of the Other?*

**TREND  
POLITICS**

**Immigration and Nationalism.** Immigration policies will remain one of the hot topic in politic in EU. Nationalist parties will use even stronger closed approach for collecting consensus from the voters in propaganda, basing their choices on discrimination and religious differences.

*Reference: Berry M. (2015, Dec). Press Coverage of the Refugee and Migrant Crisis in the EU: A Content Analysis of Five European Countries.*

**PRINCIPLE  
PSYCHOLOGY**

**Out of Control.** Anxiety in any given moment is a response of feeling out of control.

*Reference: Hutton W. (2016, May 8). Only fundamental social change can defeat the anxiety epidemic. The Guardian.*

**PRINCIPLE  
POLITICS**

**Stand Alone Concepts?** An initiative inserted in a new context will be judged not as a stand alone concept but as the results of interaction between the concept and the context itself. In political context, policy results directly depend and rely on the institutional quality.

*Reference: Capello, R., & Perucca, G. (2018). Understanding citizen perception of European Union Cohesion Policy: the role of the local context. Regional Studies, 52(11), 1451-1463.*

**PRINCIPLE  
PSYCHOLOGY**

**Emotional Reactions to Value Inhibition.** People get emotional when their values are enabled or inhibited. These emotional moments can help in identifying what are the cultural values.

*Reference: Roccas, S., Sagiv, L., Schwartz, S. H., & Knafo, A. (2002). The big five personality factors and personal values. Personality and social psychology bulletin, 28(6), 789-801.*

**PRINCIPLE  
BIOLOGY**

**Craving for Certainty.** The human brain craves for certainty. Sense of uncertainty generates a strong alert response in the limbic system. Certainty on the other hand feels rewarding.

*Reference: Rock D. (2009, Oct 25). A Hunger for Certainty.*

**DEVELOPMENT  
POLITICS**

**Fear of the Immigrant.** In 2015-16 there has been the Europe's biggest influx of migrants and refugees since the 2nd world war, with 1mil refugees in 2015 alone. This immigration crises created a common sense of "fear" of the immigrant. The question of borders and immigration will continue to be of relevance in 2030.

*Reference: Berry M. (2015, Dec). Press Coverage of the Refugee and Migrant Crisis in the EU: A Content Analysis of Five European Countries.*

**PRINCIPLE  
SOCIOLOGY**

**Justice is Based on Truth** however, truth is based on perception. It's relative and it's personal. Fairness is also a relative term. In other words,

it's not so much whether we are getting what we deserve, but whether we get what we deserve when compared with others.

*Reference: Slote M. (2016, Jan 21). Justice as a Virtue.*

**STATE  
SOCIOLOGY**

**Immigration Perception.** Immigration is perceived differently when it happens between countries considered in the same 'economical level of success' or within a first world country and a third world one.

*Reference: Porter E. (2018, Jun 20). Migrants Are on the Rise Around the World, and Myths About Them are Shaping Attitudes. The New York Times.*

**PRINCIPLE  
SOCIOLOGY**

**Common Experiences.** Everyone who lives in a certain historical era is affected by what's going on around them in the world at large. Social and political influences create a certain socially shared reality, and their effects trickle down to your very own neighbourhood, school, and family. When you're in the process of defining your identity, these effects might shape your very sense of self.

*Reference: Krauss Whitbourne S. (2019, May 17). The Surprising Truth About Perfectionism in Millennials.*

**STATE  
ECONOMY**

**Europe Land Use.** Europe is one of the most intensively used continents on the globe, with 80% of land used for production systems and infrastructure.

*Reference: European Environment Agency (2017, July 24). Land use. Environmental Topics.*

**STATE  
DEMOGRAPHY**

**High Density.** There will be a strong difference in the population density across different parts of Europe, but also in different cities and neighbourhoods. Some places will be considered 'attractive' and other not.

*Reference: Bock, B. B. (2016). Rural marginalisation and the role of social innovation; a turn towards nexogenous development and rural reconnection.*

*Sociologia Ruralis*, 56(4), 552-573.

**DEVELOPMENT  
SOCIOLOGY**

**Status and Space.** Inequality is increasingly more spatially pronounced. The status (meaning income, education, etc) defines where people live in different neighbourhoods, cities and regions of Europe.

*Reference: Bock, B. B. (2016). Rural marginalisation and the role of social innovation; a turn towards nexogenous development and rural reconnection. Sociologia Ruralis*, 56(4), 552-573.

**STATE  
ECONOMY**

**Deprivation** is higher in the rural areas of the south-eastern part of the EU, as the share of the population living in severe material deprivation is expected to reach 42.6 % in Bulgaria and 29.0 % in Romania.

*Reference: Eurostat (2018, May). Europe 2020 indicators - poverty and social exclusion. Statistics Explained.*

**DEVELOPMENT  
SOCIOLOGY**

**Different Worlds, Same Country.** Cities of different parts of the world might have more in common than a city and a rural neighbour in the same country.

*Reference: Abrham, J. (2011). Rural development and regional disparities of the new EU Member States. Agricultural Economics*, 57(6), 288-296.

**STATE  
DEMOGRAPHY**

**Rural/Urban.** A population decline indicates a decrease in population and a change of its composition, in terms of age, education and income. The rural population is increasingly distancing itself from the 'national' population. In rural areas people are older, less educated, with lower income and more people are unemployed.

*Reference: Bock, B. B. (2016). Rural marginalisation and the role of social innovation; a turn towards nexogenous development and rural reconnection. Sociologia Ruralis*, 56(4), 552-573.

**PRINCIPLE  
SOCIOLOGY**

**Future Conflicts.** The complexity of the changes happening to the world will produce a higher risk of conflicts.

*Reference: Sida (2017). The relationship between climate change and violent conflict. Green Tool Box/Peace and Security Tool Box: Working Paper.*

**TREND  
ECONOMY**

**The Cost of Climate Change.** Developing countries will bear an estimated 75% of the costs of the climate crisis.

*Reference: Beuret N. (2019, April 26). Global inequality is 25% higher than it would have been in a climate-stable world. The Conversation.*

**DEVELOPMENT  
TECHNOLOGY**

**Undevelopment Welcomes Innovation.** In urban contexts, especially established ones like Paris or Amsterdam, it is difficult to introduce or adapt new forms of mobility, since the infrastructure is already in place. But in undeveloped areas there is room for innovation and for creating something new.

*Reference: Luca Bertolini (2012): Integrating Mobility and Urban Development Agendas: a Manifesto, disP - The Planning Review, 48:1, 16-26.*

**DEVELOPMENT  
DEMOGRAPHY**

**Too Many People.** The growing world population is expected to reach over 9 billion in 2050, posing major challenges on various fronts. It will affect other issues related to resources, mass migration, climate, mobility, safety, infrastructures and healthcare.

*Reference: United Nations (2017, Jun 21). World population projected to reach 9.8 billion in 2050, and 11.2 billion in 2100. Department of Economic and Social Affairs - United Nations.*

**TREND  
CULTURE**

**People are worried about the future.** The main concerns revolve around stability and security for themselves and their loved ones. If they don't see the government taking care of their future, there are many chances that they will leave.

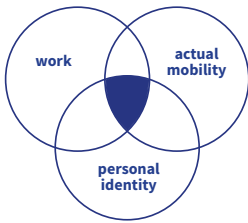


**STATE  
SOCIOLOGY**

*Reference: Borjas, G. J. (2006). Making it in America: Social mobility in the immigrant population (No. w12088). National Bureau of Economic Research*

**Anger.** “And the great owners, who must lose their land in an upheaval, the great owners with access to history, with eyes to read history and to know the great fact: when property accumulates in too few hands it is taken away. And that companion fact: when a majority of the people are hungry and cold they will take by force what they need. And the little screaming fact that sounds through all history: repression works only to strengthen and knit the repressed. The great owners ignored the three cries of history. The land fell into fewer hands, the number of the dispossessed increased, and every effort of the great owners was directed at repression. The money was spent for arms, for gas to protect the great holdings, and spies were sent to catch the murmuring of revolt so that it might be stamped out. The changing economy was ignored, plans for the change ignored; and only means to destroy revolt were considered, while the causes of revolt went on.”

*Reference: Steinbeck John (1939). The Grapes of Wrath.*



Definition of Social Mobility  
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## Acceleration of an Old World

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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**DEVELOPMENT  
POLITICS**

**Attention Span.** Technology is changing the way people acquire and process information. By providing many inputs at the same time, people’s attention-span has decreased, but the ‘capacity’ of multi-tasking has increased.

*Reference: Budd K. (2017, Nov 27). Keep Your Mental Focus. AARP Bulletin - Brain Health and Wellness.*

**PRINCIPLE  
PSYCHOLOGY**

**Choices Overload.** Providing too many options is a quick way to drive people to confusion.

*Reference: Margenau S. (2016, Feb 14). Decisions, Decisions: How Offering Too Many Choices Can Drive Your Customers Away.*

**TREND  
ECONOMY**

**Short-Term Innovation.** The world is changing on a rapid speed, both socially and economically, this see companies adapting to a highly competitive and disruptive context. The fast change calls for innovation to be implemented with a short-time thinking approach.

*Reference: Satell G. (2017, Oct 15). Here’s Why Your Organization Can’t Handle Complexity. Inc.*

**DEVELOPMENT  
CULTURE**

**Handling Speed.** The fast speed of change requires for people to grasp opportunities quickly, since these are changing and shifting at a rapid speed too. It is a challenge for people to handle the insecurity that comes

from it. People are asked to act fast and don't sit on already made choices. Technology can affect this dynamics both positively and negatively.  
*Reference: Markman A. (2019, Aug 19). Don't wait for a life-changing event to change jobs. Fast Company.*

**DEVELOPMENT  
ECONOMY**

**Temporarity of Work.** People are changing jobs often and also the durability of the needed skills is declining. People are struggling in preparing themselves for the future employability, since the future job market is difficult to predict.

*Reference: Deligiannis N. (2017, Oct 12). How to prepare for future jobs. Silicon Republic.*

**TREND  
CULTURE**

**Too Much going On.** People are experiencing an information overload, this means information will become more and more specific and direct in order to reach people's attention.

*Reference: Radu C. (2018, Jan 30). Information Overload Exhausting Americans. US News.*

**DEVELOPMENT  
DEMOGRAPHY**

**Aging Europe.** By 2040, The 65+ European population is expected to grow extensively. There will be 2 people of working age (15-64) for every person aged 65+ in 2060, compared to 4 in 2010. This implies how the EU will have to go through a deep societal change in order to adapt to the changes in its working resources.

*Reference: European Commission (2017, November). The 2018 Ageing Report. Institutional Paper 065.*

**TREND  
CULTURE**

**Old Resources.** The elderly will increasingly gain more space in society. The retirement age is changing and life expectancy is increasing. Elderly will have to adapt their knowledge to the evolving job market through lifelong learning experiences in order to stay relevant in society (and in

the job market).

*Reference: European Commission (2017, November). The 2018 Ageing Report. Institutional Paper 065.*

**TREND  
POLITICS**

**Lifelong Learning.** By having a population growing old, automatically many resources will have to focus on lifelong learning. Public attention will focus on care and healthness.

*Reference: European Commission (2017, November). The 2018 Ageing Report. Institutional Paper 065.*

**DEVELOPMENT  
CULTURE**

**Fast-Pace On Demand.** Contemporary culture seems to develop around speed. From instant messaging, speed dating, agile processes and so on. People demand for velocity. In the recreational industry, entertainment is changing its formats to adapt to the requests of the users. For examples young people watch less television and more youtube videos which require less time and provide information faster.

*Reference: Stelten B. (2012, Feb 8). Young People Are Watching But Less Often On TV. The New York Times.*

**TREND  
ECONOMY**

**Targeted Education.** People are asked to keep learning throughout their careers to adapt to to changing technologies and innovative approaches. Rapid and targeted learning, with specific courses and short-term training, will be on demand to remain relevant in the job market.

*Reference: Balliester T. and Elsheikhi A. (2018, March). The Future of Work: A Literature Review. Research Department: Working Paper n.29. International Labour Office.*

**TREND  
CULTURE**

**Coaching is the future of education.** People can now gather information themselves and this will transform the traditional knowledge transfer approach in academia to a guidance approach in helping understanding

the deeper meaning of information and decision-making processes.

*Reference: Green, A. (2002). The many faces of lifelong learning: recent education policy trends in Europe. Journal of education policy, 17(6), 611-626.*

**STATE  
ECONOMY**

**Purchasing Power.** Europe younger generations have highly suffered from the economic crisis and young people are more likely than elderly to be poor. Elderly will maintain a higher purchasing power.

*Reference: Eurostat (2018, May). Europe 2020 indicators - poverty and social exclusion. Statistics Explained.*

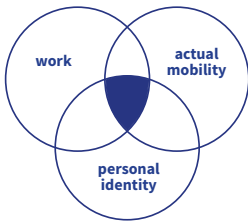
**TREND  
CULTURE**

**Life-long Learning.** Society is changing rapidly and people are increasingly more concerned by the outdateding of skills and with aging. This will change how people think of education. The timing of education will be spread out during the course of life, changing and abandoning the traditional learning (6 to 25 yrs old) and working (25 to 65 yrs old) age. *Reference: Green, A. (2002). The many faces of lifelong learning: recent education policy trends in Europe. Journal of education policy, 17(6), 611-626.*

**TREND  
ECONOMY**

**Open-Innovation Spaces** are gaining popularity. They are changing the traditional innovation models having resources available to different parties. Access to the resources links parties together in a collaboration format that helps in dealing with innovation.

*Reference: Wagner, J., & Watch, D. (2017). Innovation spaces: The new design of work. Anne T. and Robert M. Bass Initiative on Innovation and Placemaking at Brookings.*



Definition of Social Mobility  
in Europe 2030

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## Modern Feudal Society

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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### DEVELOPMENT POLITICS

**Policy Focus.** Organisations as well as governments are looking at developing initiatives targeted at cities or regions and not at nations .  
*Reference: Marketplace Editorial (2019, April 4). Investing in Smart Cities. The European Investment Bank. EIP-SCC News.*

“We have moved from a city that was the world to a world that is a city.”  
*Reference: Bauman, Z. (2013). Liquid modernity. John Wiley & Sons.*

### TREND POLITICS

**Mayors taking over.** Since the challenges faced by modern society seem to complex and case-specific to be dealt to at a national level, cities and mayors are increasingly taking over in trying to solve transnational problems for thier citizens. This politics is perceived closer to people.  
*Reference: Marketplace Editorial (2019, April 4). Investing in Smart Cities. The European Investment Bank. EIP-SCC News.*

### TREND ECONOMY

**Relevance of the Individual.** Talents are moving around Europe, creating a system in which companies are investing in collecting the talents, no matter where they currently are at. This implies that the production chain is scattered in several locations moving where the talents are.  
*Reference: Medrano, J. D. (2016). The Politics of Everyday Europe, by Kathleen McNamara. , 46, 1, 46(1), 32-34.*

**TREND  
DEMOGRAPHY**

**Urbanisation.** Over half of the world's population lives in cities. By 2030, urban population share is expected to reach 60% and 68.4% by 2050. Cities are increasingly functioning as autonomous entities, setting social and economic standards. Urban identity is growing in importance compared to national identity.

*Reference: Eurostat (2017, December). People in the EU - Statistics on geographic mobility. Eurostat Statistics Explained.*

**STATE  
POLITICS**

**Cities Linkage.** The differences between rural and urban context allows for regulations and policies to be more similar in between cities of different nations than in between places of the same regions.

*Reference: Eurostat (2017, February). Statistics on rural areas in the EU. Statistics Explained.*

**TREND  
CULTURE**

**City-Hub.** Cities in Europe 2030 will function as mega poles of innovation, attracting more citizens that want to improve the quality of their lives. This phenomenon is caused by the increasing urbanisation.

*Reference: Marketplace Editorial (2019, April 4). Investing in Smart Cities. The European Investment Bank. EIP-SCC News.*

**DEVELOPMENT  
CULTURE**

**Small is Better.** In a context of a globalised world, what is small is elitarian. Micro-communities will be successful in the education system by building exclusive small universities. This micro-communities will be specific to one area of study, where students will study and live full-time. This new educational model is based on the Silicon Valley phenomenon. *Reference: Kazaks A. (2015, Sep). How should you tap into Silicon Valley? McKinsey.*

**STATE  
DEMOGRAPHY**

**Population Distribution.** Eurostat indicates that 72% of the Union's population lives in urban areas. Of which 40% in cities and 32% in

suburbs.

*Reference: Eurostat (2017, February). Statistics on rural areas in the EU. Statistics Explained.*

**DEVELOPMENT  
SOCIOLOGY**

**City Identity.** Thanks to technology people have access to the same information everywhere. This leads them to develop transnational identities that separates them from identifying with their countries. Having strong identities in cities people feel more represented by the identity of their city than by their nation.

*Reference: Schrijver, F. (2004). Regionalism after regionalisation: Regional identities, political space and political mobilisation in Galicia, Brittany and Wales.*

**DEVELOPMENT  
ECONOMY**

**A Wave of Separatism.** Local governments and citizens are collaborating into taking initiatives that lead to self-sufficiency. Wealthy cities and regions are approaching innovation thinking to distantiate themselves for economical growth. The Cataluna demand for independency is a clear and extreme example of the phenomenon.

*Reference: Braun J. (2017, Oct 27). Por que a Catalunha quer se separar da Espanha?*

**PRINCIPLE  
BIOLOGY**

**Managing the Impossible Problems.** If a problem is too complex, to solve it our brain approaches it by breaking it into small chunks. When smaller it is more manageable.

*Reference: Levitt A. (2018, Marc 15). Listening to Design: A Guide to the Creative Process.*

**TREND  
POLITICS**

**Consent by Proximity.** In handling complex problems from a local perspective, political consent will be obtained by close proximity, and national parties will lose relevance handing over the power to regional



bodies.

*Reference: ESPAS (2015). Global Trends for 2030: Can the EU meet the challenges ahead?. European Strategy and Policy Analysis System.*

**STATE  
TECHNOLOGY**

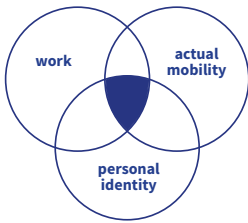
**Self-Sufficiency Energy.** There are in development energy self-sufficient neighbourhoods in the Netherlands that promote a technical framework on the energy storage & land usage requirement for intermittent renewable energy systems.

*Reference: Groenewoud R. (2013, Jan 15). Energy Self-Sufficient Neighborhoods in the Netherlands: a technical framework on the energy storage & land usage requirement for intermittent renewable energy systems. Utrecht University.*

**TREND  
POLITICS**

**Bottom Up.** Citizens are taking an active role in participating in, and even proposing, social initiatives to shape their city with bottom-ups initiatives, taking pride in the success of their community.

*Reference: EESC (2011). Active Citizenship for A Better European Society.*



Definition of Social Mobility  
in Europe 2030

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## Cool Fluidity

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**The domain is Social Mobility in Europe 2030. These are collected factors of various type and fields.**

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### TREND CULTURE

**Backpacking as a rite of passage.** “Backpacking is positioning itself as a rite of passage. Backpacking has been posited as a reversal of the everyday, a liminal state that marks the passage of young travellers into adulthood. Young people often travel for a period that varies from 4 to 12 months, after graduating from university. On their return, they are expected to grow up, settle down and become respectable members of society. In 2030, this ‘backpacking’ experience will extend in length and also influence the first years of the professional life by integrating some of its values to everyday life”.

*Reference: Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. Tourism Recreation Research, 40(3), 340-352.*

### TREND SOCIOLOGY

**International Global Elite.** It is expected that a distinct group ‘global elite’ well connected to international economic and networks, will conduct a large share of international mobility and travel.

*Reference: Frändberg, L., & Vilhelmson, B. (2003). Personal mobility: a corporeal dimension of transnationalisation. The case of long-distance travel from Sweden. Environment and Planning A, 35(10), 1751-1768.*

### TREND CULTURE

**Hostels Explosion.** From the late 1960s through the 1970s there was an ‘explosion’ in youth travel and hostelling. This will continue to grow since young people will keep ‘looking for themselves’ and seeking meaning in

the cultures of others through extensive travelling.

*Reference: Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. Tourism Recreation Research, 40(3), 340-352.*

**STATE  
POLITICS**

**Brexit Voters.** A strong majority of young adults in Britain voted against Brexit. With males between 18-24 on a 61% and women 18-24 on 80%. Male and women 50+ voted to exit the EU on a 60%. Citizens of big cities voted mostly to stay in Europe (London 60%). This proves how big cities and younger members of the population tend to have a stronger European identity than older generations.

*Reference: Hutton R. (2019, Mar 20). The Roots of Brexit. Bloomberg.*

**PRINCIPLE  
PSYCHOLOGY**

**Fun in Changing.** A sense of variety guarantees excitement.

*Reference: Berlyne, D. E. (1950). Novelty and curiosity as determinants of exploratory behaviour. British Journal of Psychology, 41(1), 68.*

**TREND  
TECHNOLOGY**

**Uniformalisation.** “Initial US dominance of modern technologies and the use of English as the major medium of communication will continue to reinforce western cultural forms in word, image and sound and the hegemony of US-based economic procedures and standards. The result will be a trend towards the uniformalisation of cultural forms and of the means of their communication”.

*Reference: Wong, T. C., & Waterworth, P. (2004). Globalisation and mobility: the changing ideal of citizenship in the modern city-state of Singapore. Citizenship, Social and Economics Education, 6(3), 187-199.*

**STATE  
CULTURE**

**Educational intitutions are starting to collaborate cross-border.** They offer transnational programmes in several locations to appeal to the new students starting with secondary or higher education.

*Reference: Examples from MEDes Programme and Erasmus Programme.*

**DEVELOPMENT  
ECONOMY**

**Mobilising Talents.** Companies are increasingly adopting the behavioru of moving the supply/value chain to recruit talent globally. They are looking at hiring globally instead of location based.

*Reference: Chmielowicz M. (2018, Feb 22). Mobilizing for the Future.*

**PRINCIPLE  
SOCIOLOGY**

**Cosmopolitan.** To adapt society to the diverse and rapid changing contemporary world it is fundamental for people to get in contact with a diverse group and to learn new conditions.

*Reference: Goodfriend, J. D. (1994). Before the melting pot: Society and culture in colonial New York City, 1664-1730. Princeton University Press.*

**PRINCIPLE  
CULTURE**

**Diversity.** Researchers have explored the benefits and gains for a group of people when exposed to diversity. The benefits are often higher than risks.

*Reference: Bell, J. M., & Hartmann, D. (2007). Diversity in everyday discourse: The cultural ambiguities and consequences of “happy talk”. American Sociological Review, 72(6), 895-914.*

**TREND  
ECONOMY**

**Retaining Talents.** Keeping talents within a company for a period of time over 2-3 years will be a challenge in the upcoming future. Companies will have to find new solutions to adapt their work flow to the necessities of these individuals.

*Reference: Cruz-Castro, L., & Sanz-Menéndez, L. (2010). Mobility versus job stability: Assessing tenure and productivity outcomes. Research Policy, 39(1), 27-38.*

**STATE  
POLITICS**

**Precarious Authority.** Governments are changing more frequently than ever (see Italy and Britain). This makes it very hard to create long-lasting policies or even to make long term plannings.

*Reference: Bremmer I. (2019, Jun 13). )Italy’s Precarious Economy Again Threatens the E.U. TIME.*

**STATE  
TECHNOLOGY**

**Network Society.** The world will develop more and more into a network society, in which people will be constantly connected. Also the lines between professions, insutry, private life, and science and academia will fade.

*Reference: Castells, M. (2004). The network society A cross-cultural perspective. The self in the Informational Society. Edward Elgar.*

**STATE  
SOCIOLOGY**

**Effects of Commuting.** Long-term commuters feel that are developing a detachment from their social sphere and landscapes.

*Reference: Sandow, E. (2011). On the road: Social aspects of commuting long distances to work (Doctoral dissertation, Kulturgeografiska institutionen, Umeå universitet).*

**DEVELOPMENT  
CULTURE**

**Remote Wilderness.** Travelling is becoming increasingly easier between nations, this allows people to reach distant and remote destinations in a relatevely short amount of time. Remote locations are popular destinations for holidays escapes.

*Reference: Buckley J. (2018, Jan 8). Travel trends to watch in 2018. The Independent.*

**STATE  
CULTURE**

**Erasmus+ Effect.** In Eu 2017 statistics, only 60% of the total population declares to read news from digital or printed newspaper or magazines. This number is expected to stay stable in the coming years.

*Reference: European Commission (2017). Erasmus+ In Numbers. Statistics.*

**STATE  
CULTURE**

**Mobile Society.** Thanks to fast changing technology and softer boundary policies between EU, people are moving more freely, more frequently across member states.

*Reference: Eurostat (2019, Jan 7). People in the EU - statistics on geographic mobility. Statistics Explained.*

**PRINCIPLE  
EVOLUTIONARY**

**Identification in Groups.** Identification consists of subjective dispositions and people's behaviours. The identity of a group of people is the result of a genetic process of shared values that become symbolic-cultural factors of aggregation (called mitopoiesis).

*Reference: Martinelli, A. (2005). The European identity. Comparing Modernities: Pluralism versus Homogeneity: Essays in Homage to Shmuel N. Eisenstadt.*

**TREND  
CULTURE**

**Exotic Television.** Netflix and other sharing platforms will diversify their offer by including products produced in third world countries and adding more nice pieces to their collections.

*Reference: Waldfogel J. (2019, Jan 24). The Netflix Boost.*

**DEVELOPMENT  
ECONOMY**

**Air Travellers.** Aviation is expected to grow +19% globally in 2030 (compared to 2015). The International Air Transport Association predicts how by 2035 there will be 7.2 billion air travelers, almost double the 3.8 billions of 2016.

*Reference: Rosen E. (2017, Jan 20). As Billions More Fly, Here's How Aviation Could Evolve. The National Geographic - Case Study.*

**PRINCIPLE  
SOCIOLOGY**

**Curiosity.** People are curious by nature.

*Reference: Goodfriend, J. D. (1994). Before the melting pot: Society and culture in colonial New York City, 1664-1730. Princeton University Press.*

**STATE  
CULTURE**

**Stand Out to Be Cool.** Being or becoming multicultural it has been considered trendy over the past 30/40 years.

*Reference: Goodfriend, J. D. (1994). Before the melting pot: Society and culture in colonial New York City, 1664-1730. Princeton University Press.*

**PRINCIPLE  
BIOLOGY**

**Perspectives.** For creative thinking it is important to change the focus and

angle of view. For example in drawing classes it is sometimes taught to draw upside down in order to refresh and stimulate new thinking.

*Reference: Edwards, B. (2013). Drawing on the Right Side of the Brain: A Course in Enhancing Creativity and Artistic Confidence: definitive 4th edition. Souvenir Press.*

**STATE  
ECONOMY**

**Part-Time Students.** The cost of higher education is cutting out a large portion of the population from entering academia. Part-time education and single courses are on demand, challenging the traditional stability of the educational system.

*Reference: Tal D. (2019, February 21). Forecast | The trends pushing our education system towards radical change: Future of education P1. Quantumrun.*

**PRINCIPLE  
BIOLOGY**

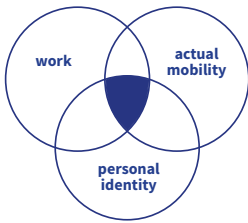
**New Triggering Old.** When the brain is exposed to content it links the current experience with the memory of a past one triggering emotions and biases. This changes the way people perceive things and how they approach novelty in their daily life.

*Reference: Forsyth, D. R. (2018). Group dynamics. Cengage Learning. Chapter 3: Inclusion and Identity, 3-3, 83-90.*

**DEVELOPMENT  
SOCIOLOGY**

**Conflicting Loyalties.** “Personal identity for an increasing number of people will be less linked to values originating in nation-states than to transnational values. This will cause for citizens to increasingly find themselves faced with conflicting loyalties, conflicting values and ideals and competing social and cultural allegiances”.

*Reference: Wong, T. C., & Waterworth, P. (2004). Globalisation and mobility: the changing ideal of citizenship in the modern city-state of Singapore. Citizenship, Social and Economics Education, 6(3), 187-199.*



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## Only One Life Chance

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**TREND  
CULTURE**

**Never-Being-Enough.** People will often develop depression or experience burn-outs given by the pressure of ‘never being enough’.

*Reference: Sanghani R. (2019, Feb 27). How it feels to have ‘millennial burnout’. BBC.*

**TREND  
ECONOMY**

**Developing Interesting Characters.** The job market will grow in competitiveness. People will have more access to higher education and traineeship experiences making more relevant in the job hunt personal storytelling and the development of ‘interesting’ hobbies.

*Reference: Ahuja S. (2018, Oct 29). Extracurricular Activities for Harvard Applications: Make It Count!*

**STATE  
PSYCHOLOGY**

**Experiences Are Pressure Free.** One Experience cannot be judged quantitatively against another, say, the car you drive, so there is less status anxiety involved for the people. For this reason people turn to experiences to release status anxiety.

*Reference: Krauss Whitbourne S. (2019, May 17). The Surprising Truth About Perfectionism in Millennials.*

**PRINCIPLE  
SOCIOLOGY**

**Recognition As Human Need.** The need of recognition and significance influences human decisions.

*Reference: Forsyth, D. R. (2018). Group dynamics. Cengage Learning.*



*Chapter 3: Inclusion and Identity, 3-3, 83-90.*

**PRINCIPLE  
BIOLOGY**

**Comparative Processes.** Humans do not evaluate their outcomes in isolation, rather, they evaluate outcomes in a comparative process.

*Reference: Galinsky, A., & Schweitzer, M. (2015). Friend & foe: When to cooperate, when to compete, and how to succeed at both. Crown Business. Pg 21.*

**PRINCIPLE  
SOCIOLOGY**

**Happiness Determination.** Social comparison is an innate human tendency and it's a big part of the way we determine our own level of happiness.

*Reference: Galinsky, A., & Schweitzer, M. (2015). Friend & foe: When to cooperate, when to compete, and how to succeed at both. Crown Business. Pg 21.*

**DEVELOPMENT  
SOCIOLOGY**

**Perfectionism and Depression.** “Studies show that levels of perfectionism will rise significantly among younger generations. Irrational ideals of the perfect self have become desirable – even necessary – in a world where performance, status and image define a person’s usefulness and value. When these are not met, they experience psychological turmoil, because they equate mistakes and failure to inner weakness and unworthiness.”

*Reference : Curran T. and Hill A. (2018, Jan 5). The rise of perfectionism is negatively affecting young people. World Economic Forum.*

**STATE  
ECONOMY**

**Neoliberal Losers.** Neoliberalism will remain the framework of economy, fostering competition in the search for individual achievement and seeing competition as the defining characteristic of human relationships. In fact, with Neoliberalism those who fall behind become defined and self-defined as losers.

*Reference: Metcalf S. (2017, Aug 18). Neoliberalism: the idea that swallowed*

*the world. The Guardian - The Long Reads.*

**TREND  
CULTURE**

**The Modern Hero.** The figure of the modern entrepreneur will be at the heart of our innovation based society. The modern entrepreneur combines skills and knowledge to creativity, it is praised to be a visionary and risk-taker. He will be the modern-hero praised in pop-culture, as a firstly misunderstood genius ahead of his time, often living in student-like conditions with little money, that won't give up on his dreams and will eventually reach massive success.

*Reference: William D. (2018, Jun 19). 10 Movies Every Entrepreneur Should Watch.*

**DEVELOPMENT  
SOCIOLOGY**

**FOMO (Fear Of Missing Out)** will determine people choices in within their social life. FOMO influences people's choices and brings them to be always on the move both mentally and physically (70% of millennials alone suffer from FOMO). This phenomenon incentives mobility.

*Reference: Barker E. (2016, Jun 7). This Is The Best Way to Overcome Fear of Missing Out.*

**PRINCIPLE  
SOCIOLOGY**

**Choices and Desires.** Sometimes people don't understand their own desires, in fact often they don't know what they want until they see the options in context.

*Reference: Perugini, M., & Bagozzi, R. P. (2004). The distinction between desires and intentions. European Journal of Social Psychology, 34(1), 69-84.*

**DEVELOPMENT  
CULTURE**

**Your Own Fault.** In the western culture meritocracy is considered the best and most fair measurement for success. Abilities, capacities and talents determine whether someone deserves rewards. People without talents are left behind and their failure is considered their own doing.

*Reference: Metcalf S. (2017, Aug 18). Neoliberalism: the idea that swallowed*

*the world. The Guardian - The Long Reads.*

**TREND  
CULTURE**

**Nerds Are Cool.** The figure of the nerd is gaining popularity among the pop culture. The character of the nerd is considered the only one capable of solving the complex problems of the future and for this reason s/he is praised. The ability of knowing something in depth, being specialised, it is highly considered in society.

*Reference: Harvey R. (2017, Jun 19). Nerdy is The New Cool. Odyssey.*

**DEVELOPMENT  
ECONOMY**

**More Highly Educated.** People are more highly educated, only in Nederland the number people enrolled in higher education has raised in percentage to 2000 from 44% to 72% and continues to be a growing trend. The highly educated are no longer just a few, forcing people to develop their personal stories as a crucial part of professional success.

*Reference: CBS (2017). Trends in The Netherlands 2017: Society Figures - Education.*

**STATE  
CULTURE**

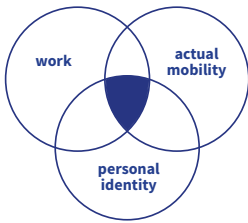
**Parents Pressuring.** Especially in growing economy, the new generations are pressured to obtain upward mobility. Parents want for the children to have more that they had, and this pressures the young. In Europe upward mobility is hard and the young people will have to face social descend.

*Reference: Ludwinek A. and Anderson R. (2017, Apr 19). Upward mobility in the EU. Eurofound.*

**PRINCIPLE  
CULTURE**

**Unreachable Happiness.** Through a comparative process, the brain adjusts its idea of what we need. It compares experiences within time (past, present, future) and within people, as in “What Do I have compared to them?”. In this process obtaining everything seems unreachable.

*Reference: Lyubomirsky, S., King, L., & Diener, E. (2005). The benefits of frequent positive affect: Does happiness lead to success?. Psychological bulletin, 131(6), 803.*



Definition of Social Mobility  
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## Personalised Authonomy

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**TREND  
ECONOMY**

**Better Design.** People will purchase or support sustainability choices for conveniency. Instead of focusing on the moral responsibility, or political priority, simply designing a better option will have more take  
*Reference: Fibieger Byskov M. (2019, Jan 11). Focusing on how individuals can stop climate change is very convenient for corporations. Fast Company.*

**STATE  
ECONOMY**

**Loyalty.** Organisations share their brand's story to gain customer loyalty.  
*Reference: De Costa C. (2019, Jan 31). 3 Reasons Why Brand Storytelling Is The Future Of Marketing. Forbes.*

**DEVELOPMENT  
ECONOMY**

**Flexible Timings.** Economy is increasingly less dependent on a 9 to 5 work schedule.  
*Reference: Booth B. (2018, Nov 14). The future of jobs won't be about 9-to-5 office hours, as power shifts to millennial leaders. CNBC.*

**TREND  
CULTURE**

**Eating Alone.** The number of people consuming food alone will drastically increase in the future years. In cities as New York or London where people tend to travel also for business, between 2014 and 2018 it is reported that restaurant dining alone has increased by 80%.  
*Reference: Passy C. (2019, Feb 13). In New York City, Restaurants Welcome Tables for One. The Wall Street Journal.*

**STATE  
POLITICS**

**Privacy Regulations.** European Union regulations, as GDPR on privacy, set new standards in international relations that become a point of reference also outside Europe's boundaries.

*Reference: EU GDPR (2018, May). GDPR Key Changes.*

**STATE  
CULTURE**

**Free the Roaming.** In 2017, Europe abolished mobile phone roaming charges. MEPs pushed through legislation to cut fee for use of mobiles while travelling in EU.

*Reference: European Union Newsroom (2017). End of roaming charges.*

**DEVELOPMENT  
CULTURE**

**People's Choice.** Bandersnatch movie was released on 28 Dec 2018. It is an interactive film from the tv-series Black Mirror. The viewer has to take decisions for the character of the movie that will determine the plot and its ending. This experiment will lead up to more refined tv-products of personalised storytelling.

*Reference: Desowitz B. (2019, May 3). When Netflix's 'Black Mirror: Bandersnatch' Went Interactive, Editing Met Accounting. IndieWire.*

**TREND  
SOCIOLOGY**

**Changing Eating Habits.** People will be cooking less frequently from scratch as grocery home delivery expands including prepared foods and complete meals or meals ingredients.

*Reference: Van Wamelen J. (2018, Dec). Reviving grocery retail: Six imperatives.*

**TREND  
CULTURE**

**Single Households.** In 2019, one third (34%) of households in the EU are single-person households. In 2030 this number will reach an even higher number, making single person households the most popular type of accommodations.

*Reference: EUObserver (2018, Jul 6). Single-person households in the EU on the rise.*

**TREND  
CULTURE**

**Changing Food Shopping Habits.** Currently 10% of shoppers claim they buy solely for the meal they are planning to consume that same day. This number is expected to grow as shoppers are replacing stock-up grocery trips with smaller, more frequent needs-based trips.

*Reference: Van Wamelen J. (2018, Dec). Reviving grocery retail: Six imperatives.*

**DEVELOPMENT  
ECONOMY**

**Smaller Footprints.** With the spread of e-commerce, retailers will maintain foot traffic by systematically reinventing the in-store shopping experience to be more personalised and interactive. Convenience, the ability to browse easily and sample products, and immediacy continue to be the key draws. Also retailers will increasingly turn to smaller store footprints due to the slow death of the mall.

*Reference: Nyxone (2017, Apr 13). Importance of E-Commerce and online shopping and why to sell Online. Medium.*

**DEVELOPMENT  
CULTURE**

**Self-Definition.** Activism has now become part of a personal narrative.

*Reference: McGuire K., Stuart A. and Curtin N. (2010). Becoming Feminist Activists: Comparing Narratives. Feminist Studies Vol. 36, No. 1, RETHINKING THE GLOBAL (Spring 2010), pp. 99-125*

**PRINCIPLE  
PSYCHOLOGY**

**Taste or Value.** A taste is almost defined as a preference about which you do not argue. A taste about which you argue, with others or yourself, ceases ipso facto being a taste and it turns into a value.

*Reference: Hirschman, A. O. (1992). Rival views of market society and other recent essays. Harvard University Press. Chapter 6: Against Parsimony.*

**STATE  
CULTURE**

**Superheroes.** Over the past 10 years superheroes have gone from garnering a narrow audience of children and a few nostalgic adults to achieving worldwide acclaim as a wildly successful enterprise with

a level of popularity never seen before. This will continue to grow in the development of new storylines and characters to satisfy the people demand.

*Reference: Smart T. (2016). Superhero Popularity in Past and Present America. PIT Journal, Cycle 7.*

**STATE  
ECONOMY**

**Visual Originality.** The development of any social media platform has forced businesses to be more original. Instagram has brought a much more visual experience than what was seen previously and has demanded engaging and consistent content.

*Reference: Lee S. (2017, Dec 29). Picture Perfect? How Instagram changed the food we eat. BBC News.*

**DEVELOPMENT  
TECHNOLOGY**

**On Demand Transportation Modes.** A popular choice in urban transportation will continue to move towards pick and drop electric vehicles. They are fairly cheap and can be picked up and dropped off at any given point in the city, giving the passengers freedom of movement with the least of concerns.

*Reference: Huddleston T. (2018, Jul 13). Uber and Alphabet just invested \$335 million in Lime — here's why scooter start-ups are suddenly worth billions. CNBC.*

**STATE  
CULTURE**

**Internal Transport Revolution.** The development of low-cost airlines, the euro currency and the abolition of passport controls within the Schengen area have revolutionised the internal transport in Europe.

*Reference: Capello, R., & Perucca, G. (2018). Understanding citizen perception of European Union Cohesion Policy: the role of the local context. Regional Studies, 52(11), 1451-1463.*

**STATE  
CULTURE**

**EU Privacy Policy.** In the new privacy regulation, personal data

is indicated as any In the European privacy regulation, personal data is indicated as any information related to a person that can be used to identify them, including their name, photo, email address, IP address, bank details, posts on a social networking site, medical information, biometric data and sexual orientation.

*Reference: Your Europe (2019, Jun 14). Data protection and online privacy. European Union.*

**DEVELOPMENT  
ECONOMY**

**Uberisation.** During the last few decades we have witnessed the rise of the Uberisation phenomenon: converting services and long-term work into activities on-demand. This will become more relevant, expanding to fashion and lifestyle everyday choices.

*Reference: Silberzahn P (2017, Mar 7). Face à l'uberisation, comment renouveler les capacités créatives de l'entreprise?.*

**TREND  
CULTURE**

**Broadcasting Your Interests.** “Merch, also statements t-shirts and canvas totes, have become ubiquitous within fashion, it is a way to flex one’s interests. A baseball cap with The New York Times’ logo might seem like a staple of a norm-core wardrobe, but it also lets people know that you read The Times. It is an extension of the digital era where we are constantly broadcasting our interests and activities. In the future personalisation will become a constant additional feature to purchase.”

*Reference: Harper L. (2018, Mar 24). Statement dressing in slogan T-shirts: ‘Even a small protest feels good’. The Guardian.*

**STATE  
ECONOMY**

**Access** will be more important than ownership.

*Reference: Masters B. (2017, Dec 28). Winners and losers in the sharing economy. Financial Times.*

**STATE  
ECONOMY**

**Brand Significance.** Consumers will not feel motivated or able to analyse



products in adequate depth. Therefore the combination of brand name and brand significance will remain a core competitive asset in an ever-growing number of contexts.

*Reference: Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. Journal of brand management, 9(4), 249-261.*

**TREND  
CULTURE**

**Fluid Travelling Seasons.** People will completely drift away from instinct seasons in international leisure travel with significance for the future development of the tourist industry. A mounting demand for brief and efficient vacationing is expected for the near future.

*Reference: Frändberg, L., & Vilhelmson, B. (2003). Personal mobility: a corporeal dimension of transnationalisation. The case of long-distance travel from Sweden. Environment and Planning A, 35(10), 1751-1768.*

**STATE  
CULTURE**

**News Consumption.** Social Media has changed the way people consume news. Facebook has become the dominant platform on which people look for news. Also political campaigns, retail, and banking systems have been incorporated into the social media spectrum.

*Reference: Martin N. (2018, Nov 30). How Social Media Has Changed How We Consume News. Forbes.*

**DEVELOPMENT  
DEMOGRAPHY**

**Empty Villages.** In Sweden it is common to have a country house for short holidays' escapes. This contributes to building up villages that are populated just during specific seasons, where also services are put in place on demand for specific timings of the year.

*Reference: Frändberg, L., & Vilhelmson, B. (2003). Personal mobility: a corporeal dimension of transnationalization. The case of long-distance travel from Sweden. Environment and Planning A, 35(10), 1751-1768.*

**DEVELOPMENT  
ECONOMY**

**Dating Cars.** Young people are increasingly driving cars through applications on demand. They want to try out the products and exchange when needed. This creates an industry more and more similar to the dating app system.

*Reference: Lutz A. (2015, May 28). Millennials are renting instead of buying. Business Insider.*

**STATE  
SOCIOLOGY**

**Trends of Land-Use.** Especially in urban areas, people are asking for more single households. This is influencing the land-use in Europe.

*Reference: European Environment Agency (2017, July 24). Land use. Environmental Topics.*

**PRINCIPLE  
PSYCHOLOGY**

**Teens Development.** Adolescents are struggling searching for meaning in forming their personal identity. They strive for autonomy and purpose.

*Reference: Meeus, W., Iedema, J., Helsen, M., & Vollebergh, W. (1999). Patterns of adolescent identity development: Review of literature and longitudinal analysis. Developmental review, 19(4), 419-461.*

**STATE  
CULTURE**

**Mass Personalisation.** More than ever costumers' opinions are being implemented in the design of products and services. They demand personalised services, costumised locally on their needs and desires.

*Reference: Zheng, P., Yu, S., Wang, Y., Zhong, R. Y., & Xu, X. (2017). User-experience based product development for mass personalization: a case study. Procedia CIRP, 63, 2-7.*

**DEVELOPMENT  
TECHNOLOGY**

**Destination Journey.** By 2030 travel journeys will be considered entertaining experiences that will have to provide options to the users for productivity and relaxation.

*Reference: Fort J. (2019, Aug). When the Journey Becomes the Destination. TU Delft Repository - Master Thesis.*

**DEVELOPMENT  
POLITICS**

**Politicians for A Day.** Engagement is a hot world in governance. Citizens are taking part of the public discussions regarding their neighbourhoods and communities. Thanks to technology, social media and public associations, citizens are reporting the local problems they are facing demanding for quick and targeted solutions to their specific environments. *Reference: Nambisan S. (2014, Jan 16). Citizen roles in civic problem-solving and innovation. Wisconsin Journal Sentinel.*

**TREND  
ECONOMY**

**Origin of A Product.** People are demanding more and more to know where the products they are consuming are coming from, how they are produced and what harms they make to the climate. In regards to fashion and grocery industries this is extremely relevant for selling strategies. *Reference: Splitter J. (2018, Oct 29). How Technology is Shifting The Way People Feel About Their Food. Forbes.*

## C

# The 24 Future Practices

In this chapter the future practices originated from the Social Mobility Model are presented. The practices originate from the intersection of the clusters placed on the three drivers identified from the research analysis.

The practices are presented in the format of cards. Each card indicates the clusters that originated the practice and presents a description of the future social mobility expressional behaviour. Moreover, a quote expresses the desires and needs of a person adopting the behaviour described.

The future practices must be seen as different expression of the future context of social mobility and need to be approached in all their complexity without assuming that one future expression excludes the other.

*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / ANGRY DETAILS / ANONYMITY OF AUTHORITY

## Moving on Top

People want to take part in the European socio-technological transformation, they want to belong to their time. They want to feel like they are in control of their life, even if they don't understand the complexity of social systems. In this sense, mobility will be used to explore Europe in trying to make sense of its complexity and in trying to exploit it for personal success.

'Being mobile' will be seen not just as a lifestyle, but as a social status; it will be considered a citizen's right used to grab opportunities and **stay relevant**. This means the experience of mobility will be less strictly linked to the physical meaning of 'being mobile' and people will want to experience mobility while staying local. In 2030 the majority of people will in fact stay local, not travelling outside of their countries on a regular basis. Citizens will pretend that 'fluidity' to be brought to them, looking at technology and governance to provide this.

*“I have the need to feel part of society,  
I don't want to be left on the bench, even if  
I don't understand the rules of the game.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to give back and feel part of a bigger project. I want to get my hands dirty to make the unattractive blossom and progress.”*

SPACIAL INEQUALITIES / AUTHENTICITY GROUNDED / THE NEW BOURGEOISIE OF RIGHT

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## Colonial Enlightenment

People are looking to understand the 'meaning of life'. In high educated circles the idea of improving mankind will become central by 2030, and citizens will demand for science and technology to focus on governance and humanities. People will want to contribute in making the world a better place, and in doing so give purpose to their own existence. They will want to take the role of the new 'missionaries' of the modern 'colonialism'. Mobility will be directed towards underdeveloped places with less resources that feel more 'real', 'authentic', 'untouched' where to bring and teach the 'right way of living'.

Small elite communities will install themselves in these locations to revitalise the places, and the local economy, transforming them into 'attractive' destinations, to then leave for the next place to 'save'. People want to broadcast their lifestyle and their social and sustainable choices, taking the role of a moral guide for less 'successful' communities.

*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / ANGRY DETAILS / MODERN FEUDAL SYSTEM

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## Double-edged Mobility

People want to contribute and feel involved into social activities. By 2030, thanks to fast changing technology, decreasing transport costs and the development of border-free policies individuals will move more freely across countries developing a transnational identity. This results in citizens identifying more with their cities, than with their countries.

Mobility is seen as a tool for personal and professional success, but being on the constant move also prevents them from socially contribute to the specific locations they care about. Mobility allows people to feel an attachment to and care about different locations (as their city of origin and city of residence) but concepts like nation and nationality prevents them from actually feeling part of the social texture of such places. Mobility then doesn't allow them to being socially active as they would like to be. Their individuality and personal journey is not represented by the government and this causes distress in the way they perceive their own mobility.

*“I have the need to be represented in the totality of my person and to be given the space to put into use my talents for the good of ‘my’ society.”*

*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / AUTHENTICITY (TIMES) / ANONYMITY OF AUTHORITY

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## Primal Nomadism

The growing complexity of the 2030 technology-driven society will bring people to demand a break from it. The anti-technology practices will grow in popularity. Nomadism will be seen as an ideal 'primal state' to which people want to return to. Arguing that nomads lead an ideal existence, people will detach from a centralised society to look for themselves in the culture of others through conducting a mobile life.

Mobility will be seen as the tool and solution to get in touch with the 'real' world, getting in contact with what is 'local' and therefore authentic. Personal contact is always on demand, people desire to feel connected to 'life', an individual journey that ultimately longs to form a togetherness with mankind.

*“I have the need to disconnect from technology and to connect with the real world around me.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have to live a life with no boudaries, where I can be independent and free.”*

COOL FLUIDITY / PERSONALISED AUTONOMY / ANONYMITY OF AUTHORITY

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## Personal Freedom

People want to be free, independent and active. By 2030 on travel experiences will be seen as an entertaining and productive part of daily routines. Mobility is perceived as a right, as the perfect tool to achieve freedom. People want to try out what life can offer, expecting the same everywhere they go, making the concept of country identification and national policies obsolete. Government identities will lose importance, since the moving forces defining the system of society will be increasingly more automated and technology based. They don't perceive boundaries, and they don't wanna know about the regulations that make the system works, they just wanna do what they want to do. They perceive Europe as an 'all in vacation', where they don't want to bother about practicalities, they expect a full service that supports their full range of movements. Access will be more important than ownership.

*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / PERSONAL AUTONOMY / BOURGEOISIE OF RIGHTS

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## Spiritual Mobility

People want to get in contact with the world and with nature. They have the desire to belong to a sort of cosmic energy, to the bigger meaning of life. People want to grasp it all, they want to embrace all the universe has to offer in its totality. Mobility is the tool to fulfil the soul and open the mind. It's perceived as a sort of mystical-religious practice, crucial in the formation of each individual.

By being mobile, people will feel more in touch with the world's energies and also they will have the chance to bring their own energy to the world. It's sort of a karmic way of reading the world. Spirituality will be more and more perceived as something personal, not connected to generalised traditional religions, and so also mobility will be expected to be tailored to each individual need, seen as an intimate introspective experience.

*“I have the need to feel connected with the universe and with my true self.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to access different places at different times, where I can do all the activities I have scheduled during my day.”*

COOL FLUIDITY / PERSONALISED AUTONOMY / MODERN FEUDAL SYSTEM

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## Individual Success

By the 2030s, five of the world's eight billion people will live in cities. Urbanisation will increment the phenomenon of cities hubs where most opportunities for jobs and education are. Europe will develop a network of interlinked cities, with efficient transport systems operating between them that will create a highly effective urban area, without the problematics of growing it in one place. Mobility will be key to gain access to the 'attractive' places. People want to succeed professionally and take all the opportunities Europe has to offer, still tailoring those choices to their individual lifestyle. They want convenience.

The development of interlinked cities (Randstad is a clear example) will also influence people perception of locations. As in having one place where to live, to work, to go out and so. Mobility will allow for people to reach everything they want in within a broader area.



*Likely Future Practice - Social Mobility in EU 2030*

SPACIAL INEQUALITIES / ANGRY DETAILS / ANONYMITY OF AUTHORITY

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## Out of Necessity

Inequalities will be increasingly more spacially related. People are looking for the best option to conduct a wealthy and tranquil life. They will be constantly on the move to the most resourceful places to not miss on the best opportunities. The complexity of social issues and the distance between the authority and the moral discourse will result in a decrease of social activity. People are looking out for the people they love, their families and themselves.

It is an angry moving, coming from necessity. While a better quality of life is the aspiration, often the reality is very different. This migration will affect large European cities by bringing urban poverty problems. Having 'two cities in one' creates a mobility with no real integration, but with a feeling of antagonism towards the current conditions that force people to be constantly on the move. Also it means people will move in blocks, not as single citizens but in small communities on the go.

*“I have the need for serenity, to know that my life is secured and that I can live without worries for the people I love.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to take care of myself. I want the autonomy to make my own choices in life.”*

SPACIAL INEQUALITIES / PERSONALISED AUTONOMY / ANONYMITY OF AUTHORITY

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## Social Decentralisation

People are looking out for themselves. Autonomy is what people are aiming for, they don't want to be restricted to one place and they don't care about bigger entities such as 'nations', 'europe' or even 'cities'. Mobility is perceived as a service, an increasing trust upon technology will develop in 'intelligent' trasports. This mean that for people mobility is really just about freedom of movement not about taking control of their action of being mobile.

Social Inequalities are spatially related so being mobile means having the chance to succeed in life. Governments are 'silent', neutral, so people don't perceive differences between countries so much, and the inequalities and lack of resources just feel like an injustice put upon them by external circumstances too complex to truly understand. Mobility becomes the way to upgrade one's social status and life opportunity.



*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / AUTHENTICITY (TIMES) / BOURGEOISIE OF RIGHTS

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## Executive Rooting

People are longing to find a place to call 'home'. Transnational values are spreading through the digital world, and are shaping people in ways that forms them differently from one another even for people with the same background. This means their city/country of origin won't always fit them right. They want to find a place where they can get a sense of themselves, and where they feel mirrored in their identities. Mobility will be the tool used to develop people identities and to find the perfect places where to express them.

At 'home', people not only want to identify themselves but also create strong relationship based on mutual understanding. This means that people are also looking for ways in which they can share their discoveries and their lifestyle with others. People are on constant move to find that perfect place that is theirs and that represent their total self. By 2030 society will develop a higher respect for leisure time and personal activities and those highly influence mobility, in the individual choice of why and where to move.

*“I want to feel home.  
I want to find my people.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to recognise society in things  
that are familiar to me.”*

COOL FLUIDITY / AUTHENTICITY (TIMES) / COMMON SENSE

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## Unsure Mobility

People want to be reassured. By 2030 people will trust more their own information sourcing than official knowledge, they are looking for confirmation of their own beliefs and view of the world. The fear of the new complexity of the social system prevents from taking a step into a mobile lifestyle. There is a tendency of talking about mobility, understanding its value, but not really in taking the opportunities offered to them. The risks of mobility are perceived higher than its benefit. Getting in contact with other cultures and being constantly on the move doesn't seem to answer to people's crave of grounded experiences. In response to the changes happening, people want to grab on things that are familiar and therefore true and valid in their opinion.

*Likely Future Practice - Social Mobility in EU 2030*

SPACIAL INEQUALITIES / AUTHENTICITY (TIMES) / COMMON SENSE

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## Mobility Caste

People future concerns will be about immigration, climate change, security and growing inequalities. People want to protect the places they call home from any alteration. This brings them to create 'networks' of places that can offer the same status. There is craving for a togetherness between 'people like us'. They refuse change and try to keep order by creating a sort of caste system in between places alike. Social mobility will develop in between these similar places, where there can be reaffirmation of common values and traditions. This contributes in polarising inequalities based on locations. Creating these mobile communities will give people the strenght and reassurance to deal with the high inequalities rising between places of close proximity. In fact by 2030 cities of different countries (and continents) might have more in common than cities of the same country, depending on the level of success these single communities have.

*“I have the need to move between places that make me feel safe, where I recognise the people as my peers.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to be in control and adapt fast to changes”*

SPACIAL INEQUALITIES / PERSONALISED AUTONOMY / COMMON SENSE

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## Self-determination

People feel stability as a prison imposed by bigger, distant authorities that limits their autonomy and self-development. Self-determination is their goal and they will see mobility as the way out from pre-defined structures. People want to do things their way, the way they are used to do and this will bring them to move a lot since location will determine increasingly the opportunities that are offered to them.

By 2030 work will become more temporary and durability of skills will decline forcing people to develop a short-term thinking approach in making life choices: to constantly move will be seen as the most effective response to these social changes. They feel they have the responsibility to make their own success without feeling they have the authority necessary to do so. Mobility is the quick way to fight the distressed caused by the complexity of the social future changes.

*Likely Future Practice - Social Mobility in EU 2030*

FLUIDITY / AUTHENTICITY (TIMES) / MODERN FEUDAL SYSTEM

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## To Do My Part

People have a strong perception of the kind of role they want to take in society. Their level of social activity is very high, citizens are taking the initiative and want to contribute while forming their professional and personal individuality. They feel the need to move around, try all and give it all back to their cities/country/eu. To be the most useful they are eager to travel in different locations where they can best train and give back depending on their expertise, skills and stages of life. Looking at a bigger scheme of independent cities, they want to contribute to what it's local really getting their hands dirty. Social Mobility will be seen as the way to be able to go where personal talents are most needed, in order to contribute in fixing the complex problems afflicting society in 2030.

*“I have the need to feel useful, to know my talents are put into use getting the most out of them for society.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to put my trust in the system knowing I can just relax and sit back.”*

SPACIAL INEQUALITIES / AUTHENTICITY (TIMES) / ANONYMITY AUTHORITY

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## Looking for Guidance

People want to be guided, they are confused from all the complex societal changes and don't perceive a strong authority to whom rely on. They don't feel the presence of the government as a trusted authority to rely on, and technology is perceived as too 'cold' to be 'maternal'. Everything is now put into question, and people a longing for the past hierarchy of society. Anxiously trying to remain attached to things they can manage and understand, they won't be prone to move. Social Mobility will decrease as inequalities rise in between different location. Mobility feel too uncertain and not supported or guided enough from the authority. By 2030 Algograchy will be the new base of society which means people's actions are automated by technology, so they will move only if the choice of moving is not given to them at all but instead is handed to them.

*Likely Future Practice - Social Mobility in EU 2030*

SPACIAL INEQUALITIES / AUTHENTICITY (TIMES) / MODERN FEUDAL SYSTEM

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## Proximity Matters

People seek to belong, creating communities everywhere. They want to invest in 'their place', and in doing so they have to build a comfortable surrounding in which they feel protagonists. The belief is that even small actions have impact, they are focused on the local: economy, governance, relationships. They feel the need to improve the place they live in and putting their efforts in making it 'the place' for their community. The focus is on participate and put trust in the success of their community in order to truly feel to belong to a specific place; a strong attachment to what they call 'home'. In rejecting the complexity of changes, technological and societal, social mobility loses its charm. In partly rejecting the digital world, physical proximity becomes more relevant to understand people's priorities. People will move when needed but they won't move for the sake of moving, cause the attention is on the local.

*“I have the need to make the most of what I’ve got and to really feel like I am part of something.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I want clarity. I have to understand what are the new opportunities so that I am not in the dark.”*

FLUIDITY / ANGRY DETAILS / COMMON SENSE

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## Mobility for Mobility's Sake

People want to be sure they are not missing out. The complexity of the world, and the missing knowledge to fully understand it, makes people feel like they are being fooled by higher authorities. They want to get to the top of society so that they will be able to look around and take a bigger 'piece of the cake'. This implies that people trust themselves to do things on their own, being in possession of a kind of instinctive sense of what is right. They need to feel smart. What they want is clarity and the power that comes with awareness. This results in people moving around without understanding the true meaning of social mobility, or what role mobility has in their life, but moving because that seems to be the way to get more credits in the personal and professional worlds. People will agglomerate with their similar, imposing their practices to the new spaces without real integration. It is a kind of social mobility that enhances disparities and racism and reinforces nationalism.

*Likely Future Practice - Social Mobility in EU 2030*

FLUIDITY / ANGRY DETAILS / BOURGEOISIE OF RIGHTS

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## Global Elite

By 2030 people are easily able to move around in within states, and the job market is also becoming more fluid. People feel the rush to follow the wave of progress, as single individuals on the go. They don't feel represented by the authorities, since inequalities are spreading even in between countries and general knowledge is losing ground. People feel responsible for their future and for the future of the world, bringing up discussions around the morality of future society. What is perceived as generalised, approximated is just making people angry. They want to feel **unique** in their individuality. Mobility allows them to create a unique journey of their life that represents who they are, and that doesn't cage them to one single geographical place. They want to be master of their own destiny, shaping and creating their own way of living in their present. Their drive is the search of value. They don't move to belong they belong to the moving. Social Mobility gives them the ability to welcome in within themselves all the possibilities life has to offer.

*“I have the need to listen to my true self and my conscience shaping my own unique individuality.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I have the need to access what can make my life happy.”*

SPACIAL INEQUALITIES / ANGRY DETAILS / COMMON SENSE

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## The European Dream

Being overwhelmed by growing fears concerning the future, people are dreaming of a 'perfect life'. Such as the 'American Dream' for USA citizens, now Europeans also feel the need to construct an imaginary perfect existence that their society can offer in order to have a goal to work towards to. In 2030 Europe inequalities between places will grow higher, and the job market will grow in competitiveness resulting in mobility to be seen as the way out of difficulties. Having the possibility to move towards the 'resourceful' places will be the ultimately 'Dream Life' in public opinion. The need of recognition and significance will contribute to social mobility.

This also means internal migration rates will increasingly grow building a nomad society searching for the optimal place and resulting in a growing fear toward 'the immigrant' coming to take those chances away from stable citizens. The search of the 'ideal happiness' will be the drive for mobility.

*Likely Future Practice - Social Mobility in EU 2030*

FLUIDITY / PERSONALISED AUTONOMY / COMMON SENSE

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## On Tour

People are looking to get recognition from others. By 2030 digital presence will be crucial in the development of people's identities. They feel the need to 'brand' themselves, and define their characters through contrast and confrontation with other cultures and practices. They feel the need to advertise their personal development through every choice in their life (from fashion, to eating habits, music and so on). This obsession over their personal positioning has an effect also on future social mobility. Mobility will be seen as a way to broadcast their persona, meaning their choices and practices, seeing it sort of as going on tour. Mobility will not be seen as something permanent, but as a passage to perform before going back to their original starting point. Vanity is the drive for mobility.

*“I feel the need to tell the world who am I,  
where I come from and what I believe in.  
I want others to know me and like me.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“I want to get to know the possibilities lying in  
within myself and the human brain.”*

SPACIAL INEQUALITIES / PERSONALISED AUTONOMY / BOURGEOISE OF RIGHTS

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## Journey of the Mind

People focus will be on personal fulfilment. The focus is entirely on fulfilment in life and how being yourself pushes humanity forward. In 2030 there will be a pervasive resistance against the acceleration of society and the uncertainty in regard of the future brings a decrease in social activity. People goal is self-exploration and self-expression. Because of spacial inequalities and the fears and concerns these bring to people, they won't feel like moving is necessarily the answer to problems. Mobility will decrease and escaping remedies will be found not in being mobile 'physically' but in adapting new and foreign practices to their own life routines. Mobility will be more looked into as a journey of the mind, where experiences related to mobility can be practiced for example digitally.



*Likely Future Practice - Social Mobility in EU 2030*

SPACIAL INEQUALITIES / PERSONALISED AUTONOMY / MODERN FEUDAL SYSTEM

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## Self-Sufficiency

In 2030 people are scared for the future of their home and they don't want to depend on external things or abstract, distant authorities to survive. Partly because of technology the world is changing at a rapid speed, and also the opportunities that people get in life are also changing quickly (positively and negative). At this time society demands for resilience to handle these dynamics and the growing insecurity. Mobility can function as bridge to reach for self-sufficiency. Everything will be about a 'doing yourself', 'access yourself' attitude. Mobility is the key to access opportunities, in within a city as in between rural and urban spaces. Having an easy access to different landscapes and so resources will be the way to be independent. Mobility will be requested to access services, resources for daily life needs. Citizens want to feel like they can autonomously provide for themselves and their families. This might mean that in order to get the best services people will have to move on different occasions.

*“I have the need to get access to different resources wherever they are, whenever I need them.”*

*Likely Future Practice - Social Mobility in EU 2030*

*“Whenever things start getting bad, I have the need of changing scenario and seek out for more”*

SPACIAL INEQUALITIES / ANGRY DETAILS / MODERN FEUDAL SYSTEM

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## From Large to Small

People are looking to be in control. They are losing trust into abstract authorities, and this detaches them from feeling part of bigger communities. The idea of a flexible mobility loses power and attractiveness cause people are looking at things they feel they can control and master. Everything important to daily life becomes more local, small and manageable. Mobility is then seen as the ultimate possibility to change lifestyle completely and get a better chance of succeeding. It will be seen as an individual journey and decision, where to trick the 'system' into getting more than what has been originally given to you.

*Likely Future Practice - Social Mobility in EU 2030*

SPACIAL INEQUALITIES / ANGRY DETAILS / BOURGEOISIE OF RIGHTS

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## Ivory Tower

Inequalities among neighbourhoods, cities and nations will grow economically and socially. Having the opportunity of moving will be a determinant of social status. People won't move to integrate or to explore the possibilities within themselves, but rather to educate themselves. Social Mobility will be expressed similarly to the Grand Tour of the 19th century. The intellectuals will close themselves increasingly to the outside world, almost as inhabiting two separate dimensions of the same world poor and rich won't open a dialogue. Social Mobility will be a fundamental step for the formation of young pupils, exploring the world to feed information and knowledge to take part into the moral and social discussions.

*“I am afraid of the future, therefore I won't take part in it.”*





## D

### 2nd Practice: Executive Rooting

During the course of the project a second practice was explored and developed into a mission statement. The mission here reported wants to present a second example of how it is possible to use the Social Mobility Model to develop ideas and directions.

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This mission resolves in the development of a strategy in support of the future practice called Executive Rooting, aiming to direct its expression toward a more responsible and informed behaviour. The Executive Rooting behaviour originated from the intersection of the clusters: Cool Fluidity - Authenticity Grounded - New Bourgeoisie of Rights (refer to Chapter 2.3 for the clusters' description). For the scope of this thesis, the mission statement was brought to the concepting phase, but was not developed into a finished product.

*Likely Future Practice - Social Mobility in EU 2030*

COOL FLUIDITY / AUTHENTICITY (TIMES) / BOURGEOISIE OF RIGHTS

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### Executive Rooting

People are longing to find a place to call 'home'. Transnational values are spreading through the digital world, and are shaping people in ways that forms them differently from one another even for people with the same background. This means their city/country of origin won't always fit them right. They want to find a place where they can get a sense of themselves, and where they feel mirrored in their identities. Mobility will be the tool used to develop people identities and to find the perfect places where to express them.

At 'home', people not only want to identify themselves but also create strong relationship based on mutual understanding. This means that people are also looking for ways in which they can share their discoveries and their lifestyle with others. People are on constant move to find that perfect place that is theirs and that represent their total self. By 2030 society will develop a higher respect for leisure time and personal activities and those highly influence mobility, in the individual choice of why and where to move.

*“I want to feel home.  
I want to find my people.”*

By 2030, transnational values spreading through the digital world are shaping people in ways that forms them differently from one another even among people with the same background. The extensive offer provided by globalisation originates very unique individualities for which some individuals may not always feel to belong to their city/country of origin. People are longing for a place to call “home” where they can get a sense of themselves and feel mirrored in their identities. Social mobility will be used as a tool to develop people’s identities and to find the perfect environment where to express them.

At ‘home’, people also will desire to create strong relationships based on mutual understanding that feel authentic and therefore valuable. People will recognise each other in their values and life choices, also looking for ways in which they can share their discoveries with others. Moreover, by 2030, society will develop a higher respect for leisure time and personal activities highly influencing social mobility on the individual’s choice of why and where to move.

The expression of mobility titled Executive Rootings describes a future context in which people are trying to grasp a sense of belonging, which is grounded and therefore considered ‘real’, authentic.

People will experience two types of abstractions provided by the fluidity of their lifestyles (Cool Fluidity) and the new holistic view of the world they are deciding to adopt and praise (Bourgeoisie of Rights). This causes for people to experience a lack of grounding, that scares them and makes them look for a comfortable and familiar space. Moreover, the fluid and mobile lifestyle people are adopting invites them to develop transnational identities funded on transnational behaviours, practices, values and trends. They often don’t feel entirely represented in their home town and will use social mobility as a tool to explore Europe and find a place that can better represent their identity. This space is of course made of other people experiencing the same change and transformation.

The mission statement describes the position of the designer in relation to the future context emerged from the Social Mobility Model. It is the vision defining the effect the designer wants to have on people and it serves as a strategy and starting point for the design concepting.

Based on the user needs and desires identified in the future practice of Executive Rooting, the following statement was developed:

**‘I want young-adults craving for inclusion, acceptance and freedom of expression to find ‘home’ in a transnational Europe rooted in social and moral responsibility, regardless of their economic and social status by witnessing different ‘types of life’ through a new form of social mobility that seeks for an authentic and direct experience with the local.’**

#### **Explaining the strategy (the By)**

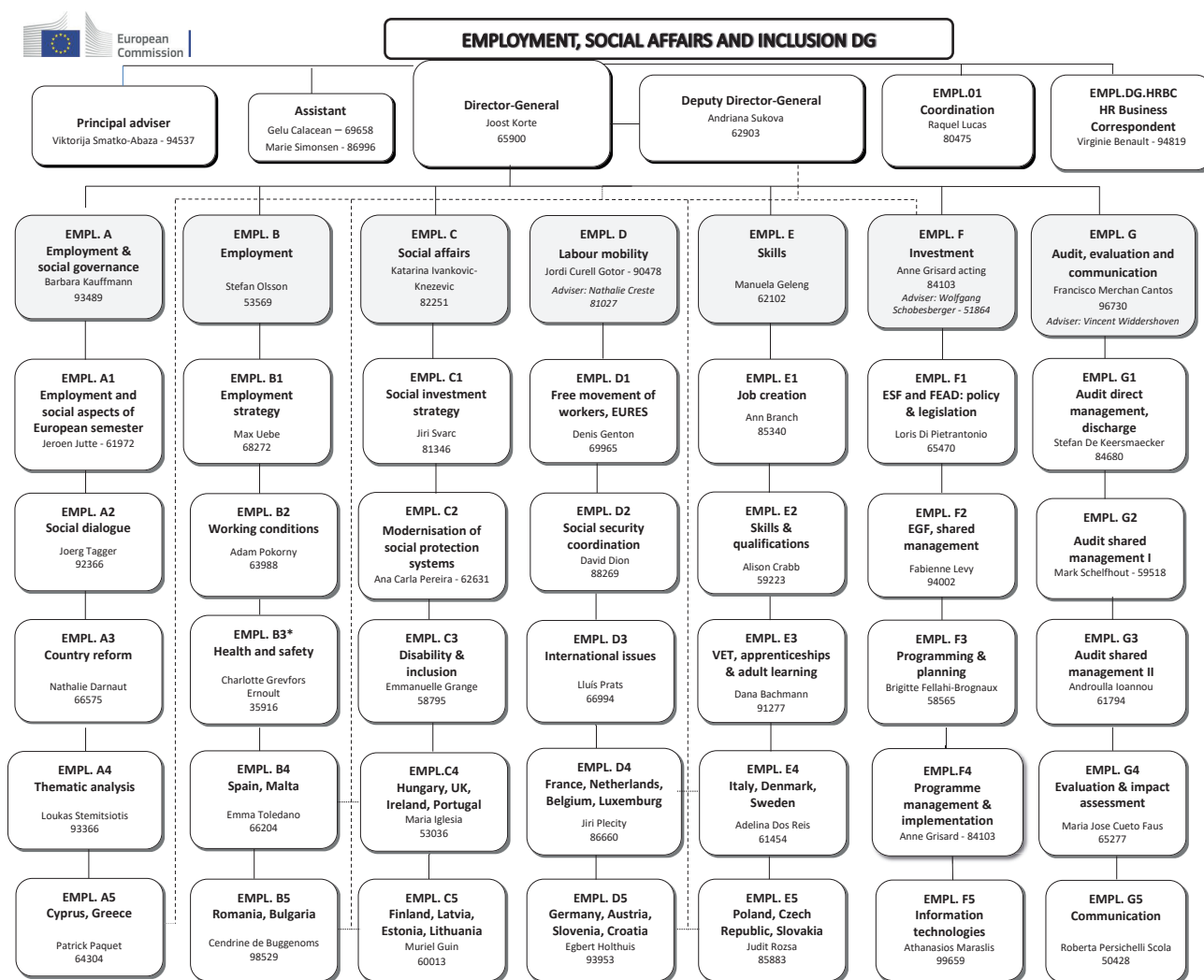
People are not understanding that that uncomfortable feeling of not quite right they feel in the little home they were born into, that feeling of chains that makes them say: is it possible that there is not more to it? It’s not about being in the wrong place, it’s about missing the bigger picture. The way digital technologies shaped the culture, the way we perceive our identity, the way globalisation opened society to the big world changed our perception of ourselves and of our dreams and ambitions. What it is proposed, is a radical transformation of the concept of home, not linked to a geographical space but rather part of a dynamism, a space of movement of culture, of exchange.

This statement encourages young people to search and develop their identities in the context of an interconnected european landscape. It emphasises the role of social mobility in personal development and addresses the possibility of using it as a powerful tool for inclusion and unity. By a direct experience with the local, the individual is supported in being protagonist of the new environment. In accordance to the EU Youth Strategy that supports social and civic engagement, this mission will empower the individual and will make sure that all young people have the necessary resources to take part in the European society. This innovation will transform social mobility into an inclusive and fulfilling experience that will allow every individual to feel like being part of the ‘winning side’ of Europe.



# E The EMPL Team Structure

To design the internal organisation of GLEU, the EMPL DG of the European Commission is analysed in order to make a realistic proposal. GLEU team relies on this internal structure and its management will depend solely on the service owner.



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\*based in Luxembourg