

Theme: Generation WHY?

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Solna, Stockholms län
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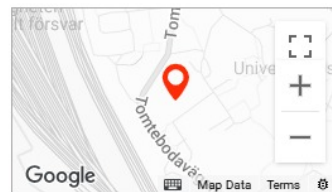


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Who are the Millennials? The Millennials, also known as Generation Y, is the generation born from the early 1980s to the early 2000s. They are the first digital natives, tech savvy and always connected. Every gadget imaginable almost becomes an extension of their bodies. They are the generation that has received the most marketing attention though just strong brand names are not enough to lock the sales with them. It is the first generation to experience the new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "sharing economy." As the most ethnically diverse generation, Millennials tend to be tolerant of difference, and having been raised under the mantra "follow your dreams" and being told they were special, they tend to be confident. And of course, Millennials multitask: talk, walk, listen, type, and text simultaneously.



Aula Medica, Karolinska Institutet
Solnavägen 1
Solna, Stockholms län, 171 77
Sweden

Event type: Standard ([What is this?](#))

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Speakers

Speakers may not be confirmed. Check event website for more information.

Christa Awuor

Project Manager at United Nations Refugee Agency (UNHCR)

Christa Awuor was born and raised in Kenya and moved to Sweden in 2011. Today Christa works for the United Nations Refugee Agency (UNHCR) leading an information campaign aimed at informing Eritrean and Somali refugees on the full scope and perils of irregular migration to Europe via the Mediterranean. She has previously worked with programs aimed at empowering social entrepreneurs from developing countries. In addition to this, at Business Sweden and as an independent consultant, she has worked with a variety of Swedish companies assisting them expand their businesses to East Africa.

Herman Geijer

Writer

Herman Geijer is an expert in surviving a zombie apocalypse. In 2011, he created the first ever Swedish study circle on the topic at the Workers' Educational Association. In 2014 he wrote the book "Zombieöverlevnad – din guide till apokalypsen" (Zombie Survival – Your Guide to the Apocalypse), which was the first zombie survival manual written for a Swedish audience. The book was in part based on his blog, "Nej Tack Zombies" ("Zombies, no thanks"), covering everything from zombie culture and zombie movies to guides on how to survive disasters and articles on Sweden's preparedness to respond to incidents.

Jack Werner

Journalist, writer and podcaster

Jack Werner is a journalist, writer and podcaster covering social media, web culture and modern folklore. He's one of four founders of Di Digital, a news site covering tech and startups for Sweden's biggest business daily, Dagens industri, and a monthly columnist for the Swedish half-hour weekly radio program Medierna i P1, covering journalism. He is the author of Creepypasta: Ghost stories from the Internet (2014). Jack has been called "probably the most important journalist in our country right now". In 2014, he was awarded The Swedish Grand Journalism Prize for his work with the fact checking effort Viralgranskaren. Follow Jack at kwasbeb.se or creepypasta.se.