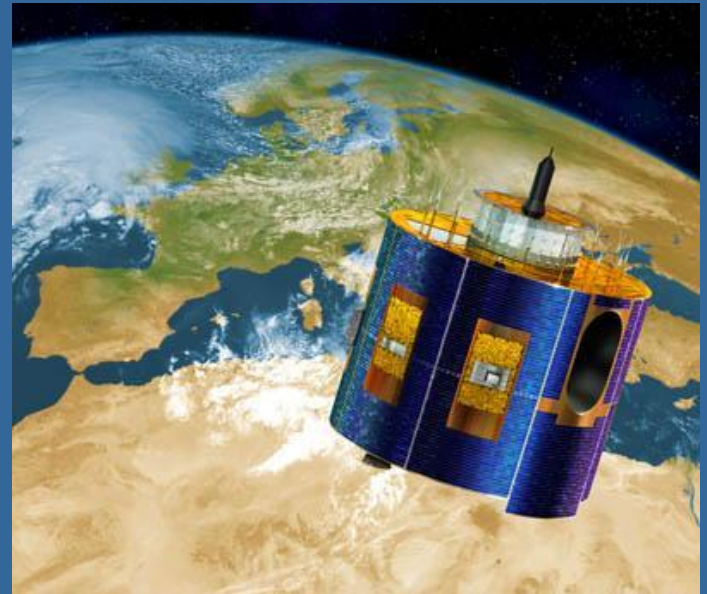


# *Generation E: Europe in the Future/Europe as the Future*

Social Agendas  
and the Future



# *Who is Generation E?*

- Generation E wasn't born when the first Star Wars Trilogy hit the big screens
- Generation E doesn't remember the Reagan-Thatcher Era
- Generation E doesn't remember Commodore 64s and never played Space Invaders in an arcade
- Generation E is the Electronic Generation
- In Europe, Generation E is borderless, regionally and globally integrated, multilingual, cosmopolitan, optimistic, and identify with Europe more than any European nation
  - Generation E really stands for Generation Europe

# Agenda Europa

A escolha é vossa

- Consumo e Segurança
- Consumidores Informados
- Consumidores Saudáveis
- Consumidores On-line
- Referências



Agenda Europa

A escolha é vossa

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# Agenda Europa

A escolha é vossa

2005 / 2006







The Generation E  
VW Beetle

# *Generation E: Connected*



<http://www.generation-europe.eu.com/default.asp?sid=1>

<http://news.bbc.co.uk/1/hi/technology/4512831.stm>

# *Political Integration and the Future*

- Enlargement blues?
  - <http://news.bbc.co.uk/1/hi/world/europe/4502889.stm>
- Gap between new and old, poor and rich
- Ratification of EU Constitution
  - Greece Ratified
  - France?





## *Europe: 5 predictions*

- Europe, not China, will develop as the major competitor of the US in the global economy
- Euro will become the World's major reserve currency, including the OPEC currency
- By 2020, EU will contain Ukraine, Belarus, Norway, Switzerland and Iceland
- France will ratify the EU Constitution on May 29th
- Wales will win the Six Nations Championship in 2006 and finish in the top 3 in the 2007 World Cup