

NOOK

The word "NOOK" is written in large, white, sans-serif capital letters. Below the letters, there are silhouettes of several people walking from left to right, carrying backpacks. The silhouettes are dark green and are positioned in front of the white letters, creating a layered effect. The background is a solid teal color.

• Solutions for Emergency Accommodations •

2019

NOOK

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1. OVERVIEW

This report summarizes the result of a 16-week project developed by first year students from the Design and Technology Futures MA Program in TalTech University in Tallinn, Estonia. With the collaboration of Tvilum, a Danish RTA (Ready-To-Assemble) furniture manufacturing company, this proposal was developed aiming to bring innovation to their business operation in a creative and disruptive way.

Starting from a globally megatrends and foresight research, forced migration as the consequence of demography, economy, social and environmental changes seems to be a constant problematic in human history. The scale and demand raising of the refugees crisis in the last years has getting global attention and effects in the societies evolutions. Therefore, the lack of preparation and solutions to cope with these situations in the destinations regions, it is affecting victims physically and emotionally by living in overcrowded spaces, with lack of privacy and low

sense of usefulness. Based on this, the first stage after the arrival of unwilling migrants is the most stressful time, as Emergency shelters are improvised places with poor operative settings.

In consequence, Nook is an indoor modular structure aiming to provide living conditions for displaced people during emergencies. The system of chipboard self-packed furnitures attempts to generate a Village environment for restoring refugees psychological comfort and emotional safety, preserving or rebuilding family unity and creating new connections as part of their integration process. Besides of inviting manufacturing companies, humanitarian agencies and governments to be part of an advanced, scalable and reusable solution, the proposal is an opportunity for Tvilum, to expand their business reach, applying their know-how, infrastructure, materials and processes.

PEOPLE ARE MOVING AROUND THE WORLD

40
million

People migrate every 5 years

2. RESEARCH

2.1 Initial Research

The research stage of this project started from exploring the current variables and future changes of main topics, like **People Behavior, Sustainability, and Future Technologies**, taking the journey to understand how populations will live in the future and how their relation with furniture will be. Exploring new ways of selling, using, reusing and recycling furniture, the investigation identified 4 main areas of interest: **furniture as a service, space-saving, home-office style, and elderly-friendly furniture**. However, our decision to focus on the mindset and behavior of the present and future customers took us to find in singles, families and elderlies something in common: **People are moving around the globe**.

405
million

Internationally migrants in 2050

63%

Expected to settle in the greater capital cities

2.2 Migration

As we also are part of this trend, the international and multicultural views on this project due to our nationalities (Nepal, Colombia, France, and Japan) encouraged us to keep exploring in this direction.

Since early times, humanity has moved looking to improve the quality of life, some migrate for work or economic opportunities, to reunite with family members, study or marriage. Others move to escape from the conflict or human rights violations, and there are others who move because natural disasters and environmental factors.

Base on the UN Migration Agency (IOM), “migrant is any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of (1) the person’s legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is”¹.

According to the European Political Strategy Centre², between 2010 and 2015, about 36 million migrants changed their country of residence. This corresponds to 0.5% of the global population, and an average of 7 million international migrants moving per year. Besides that, Dr. Sajeda³ predicted that there would be 405 million international migrants by 2050 worldwide. So, for supplying the demand of future populations, cities will need to build one house every 5 minutes, explaining the housing crisis and why migration is becoming a synonym of urbanization. Therefore, in order to understand how people living abroad feel in their daily life, we first conducted a survey and interview with people in Europe, Asia, and Latin America, founding some patterns in most of them:

- People need to give meaning to their place through the personalization of it
- Privacy is been redefined as people are willing to share their places with others from different cultures and ages.
- As old times cooking is still an

important social act, and although people do not have time for cooking, the kitchen is still a place for socializing.

- Population growth is pushing to adequation of smaller and compat living spaces, letting many of the daily services (eating, washing, cleaning) outsourcing.

This previous process let us understand how individuals live in their places, but at that point, we needed to go deeper to know the reasons why people wanted to live and their mindset changes after the comparison of reality versus expectations. For that, we need to understand the difference between voluntary and forced migration, finding out that although willed migrants’ challenge was adapting to new cultures and contexts, forced migrants cope with different and more difficult problems in societies and places, that are not prepared for them.

1. United Nations, Migration, 2019

2. European Political Strategy Center, “10 trends shaping migration” (2017), 2.

3. Dr. Sajeda Tuli, ‘Migrants want to live in the big cities, just like the rest of us’ (2019), The Conversation

Some don't have other choice than leaving

2.3 Forced Migration

United Nations article mentioned above, report also that “while many individuals migrate out of choice, many others migrate out of necessity. The number of globally forcibly displaced people topped 70 million at the end of 2018. This number includes almost 26 million refugees, 3.5 million asylum seekers, and over 41 million internally displaced persons”.

Only in 2018, 134 thousand forced migrants arrived in Europe, in which 50% of them were children and 42% of those were not accompanied. Single persons who expect to bring their beloved ones, incomplete core families, elderlies, and unaccompanied kids are usually the kind of people in the groups of migrants.

Although the way they arrive to the destination regions are diverse, forced migrants usually go through the same phases after their arrival:

70.8
million

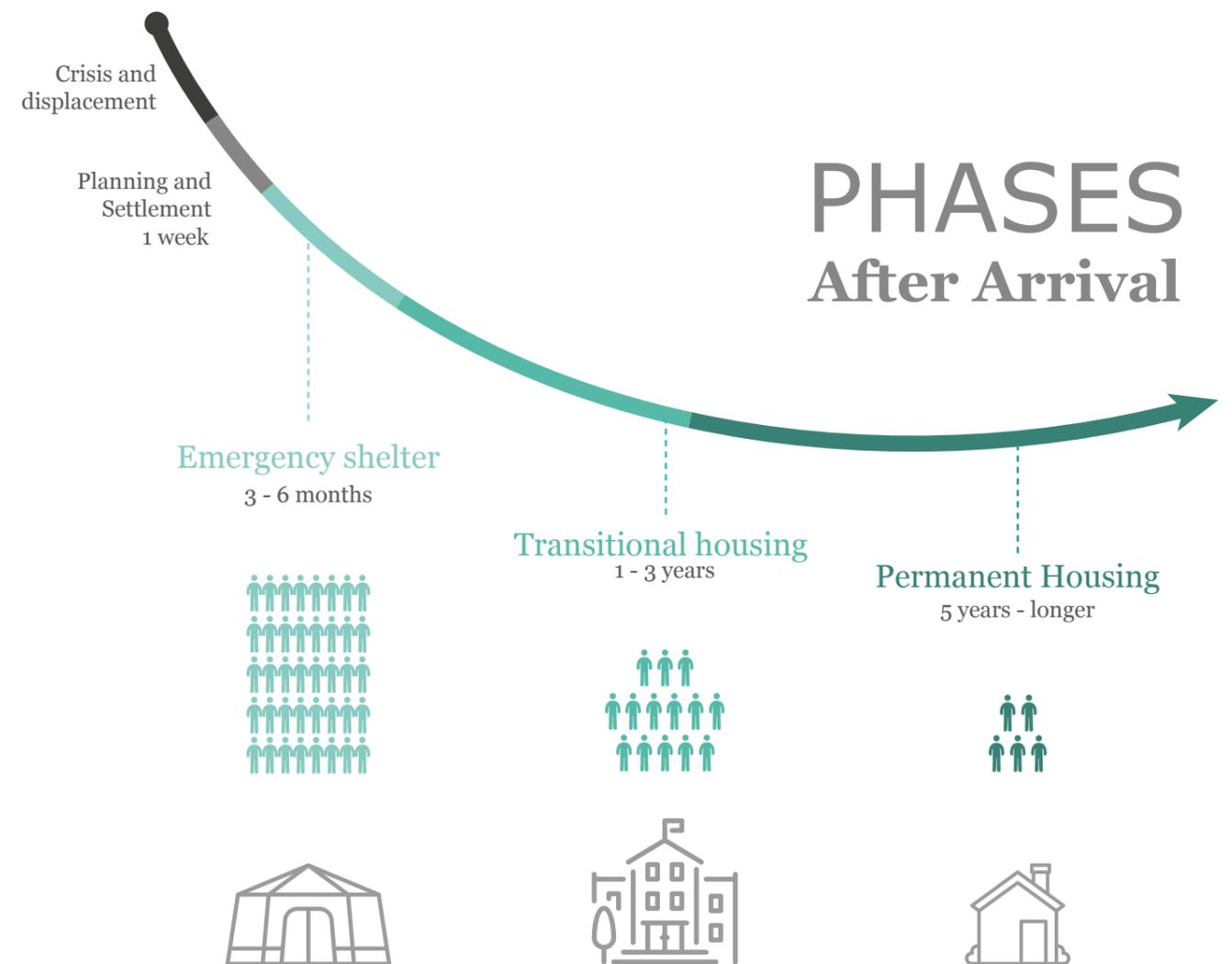
Forcibly displaced worldwide in 2018

134
Thousand

Arrivals in Europe in 2018

+50%
Children

42% of these were unaccompanied



PHASES After Arrival

Living covered space with minimal supportive services for homeless persons, sharing the space with more people. Usually and depend on the situation, emergency shelters are provided outdoors using tents or plastic covers. Indoors shelters could be the same, but located in schools, stadiums or abandoned buildings. Authorities may offer meals, clothes, health attention and services. **These logistics are usually improvised as most of destinations regions are not prepared for handling this kind of situations.** Therefore, because of the amount of time in these spaces, depression, boredom, illness and others are the consequences.

Living space providing a secure and healthy environment with privacy and dignity, where they can protect themselves, store belongings as well as find comfort and emotional security. Usually these places are provided by the government or humanitarian organizations who adequate temporary houses for migrants. Either families or singles, people in this stage will adapt and integrate into the society, by learning the language, the cultural dynamics and if it is possible, getting a job.

Standart house provided by the government or humanitarian organizations for migrant families who already are adapted and with an asylum status by the destination country.



Photo: www.asylumforum.org/force-displacement



Family shelter in a camp northwest of the Greek capital.
Source: IG @mmuheisen



Displaced indigenous in Colombia
Source: www.jesuitas.co



Thousands of life jackets discarded by refugees on the Island of Lesbos in Greece.
Source: www.dailymail.co.uk



Camp near the Serbian-Hungarian border.
Source: IG @mmuheisen



Afghan refugees in the Croatian border in Serbia.
Source: IG @mmuheisen



Emergency shelter in Mocoa, Colombia after natural disaster.
Source: eltiempo.com

A group of unaccompanied refugee minors from Afghanistan in Obrenovac, Serbia.
Source: IG @mmuheisen



Syrian boy refugee in a camp near Thessaloniki in Greece.
Source: IG @mmuheisen



House of volunteers for refugees in the border of Italy and France
Source: IG @marcsany_



Baby supplies for refugee camp.
Source: Sumaya Agha/Mercy Corps

According to ESPAS, European Strategy and Policy Analysis System “migration looks very much like a mega-trend over which we have little influence, but in fact, this is just a symptom of megatrends – of demography, economy, connectivity, and environmental change, indeed, because it sits at the intersection of other trends, it is difficult to predict. **However, considering the cyclical nature of migration, another wave is to be expected in the coming years(...)**, but it is not clear what its extent will be, and whether Europe will be its target or not”⁴.

2.4 Problem

During the research, the construction of the previous timeline, showed up why although forced migration has been happening for so long, still the conditions for the arriving individuals are below the standards of any dignify living space: **Countries are not prepared for emergency migrations, providing improvised shelters on overcrowded and unhealthy conditions.**

Therefore **Overcrowding, Boredom, and Lack of Privacy** are the main problems for people living in those circumstances for 3 months or longer period of time.

Under the situation of emergency shelter, the number of inhabitants is more than the desirable capacity, due to the unpredictable migration and lack of accommodations. This invokes the corresponding problems from **overcrowding**, such as stress mainly for continuous noise, conflicts among the stressful inhabitants, and the spread of infectious diseases.

Since there are limited connections with the local community and there is a lack of access to social activities, they often face **boredom problems**

which means the feeling of being useless, lack of self-motivation, no sense of identity, and no sense of belonging anywhere.

Besides that, the **lack of privacy** becomes an important problem for people living in those conditions for that period of time. Cultural features, gender and the conflict trauma encourage the need of privacy, as a way of emotional security.

The identification of the problem showed also the lack of businesses for supplying and handle the logistics for emergency shelters. Therefore as we mentioned before, **most of the solutions have been improvised**, and others have been **business who have adapted their services for providing shelters**. In this sense, we see this as **an opportunity for Tvilum, to expand their business reach, taking advantage of their current know-how, infrastructure, materials and processes**, providing indoor accomodation furnitures for emergency displacements.

2.5 Hypothetical Scenario

In order to consolidate the proposal, the project creates a hypothetical case in which Syrian refugees come to Estonia unexpectedly. 120 people of different ages are welcome by the Estonian Government, and with the private institutions help, they are received in Taltech University Sport Hall, while another permanent solution for them is found. The space is 1,750 square meters and Tvilum will provide the accommodation solution by selling it to the logistic agency, who will cover the requirements in this situation.

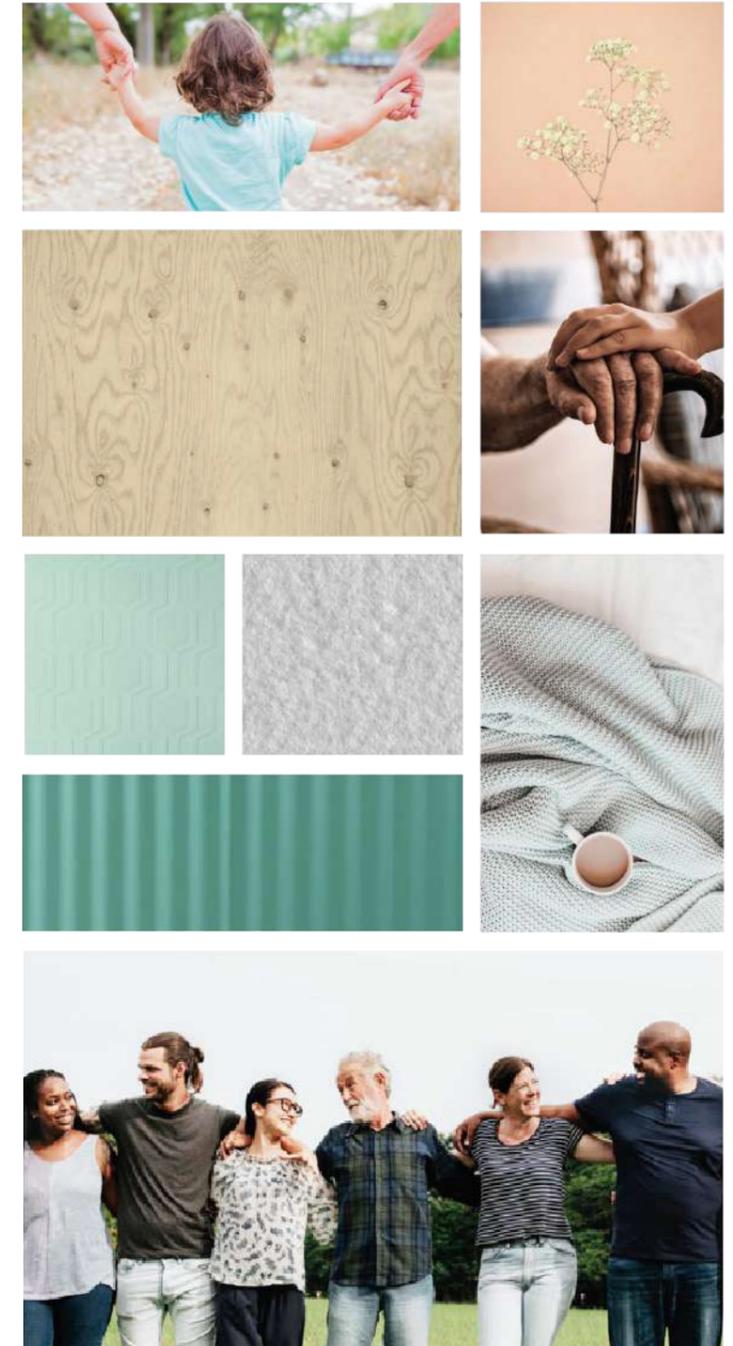
4. ESPAS, Global trends to 2030, Challenges and choices for people, 2019

3. CONCEPT

NOOK

“Indoor modular system to provide living conditions for displaced people during emergencies”.

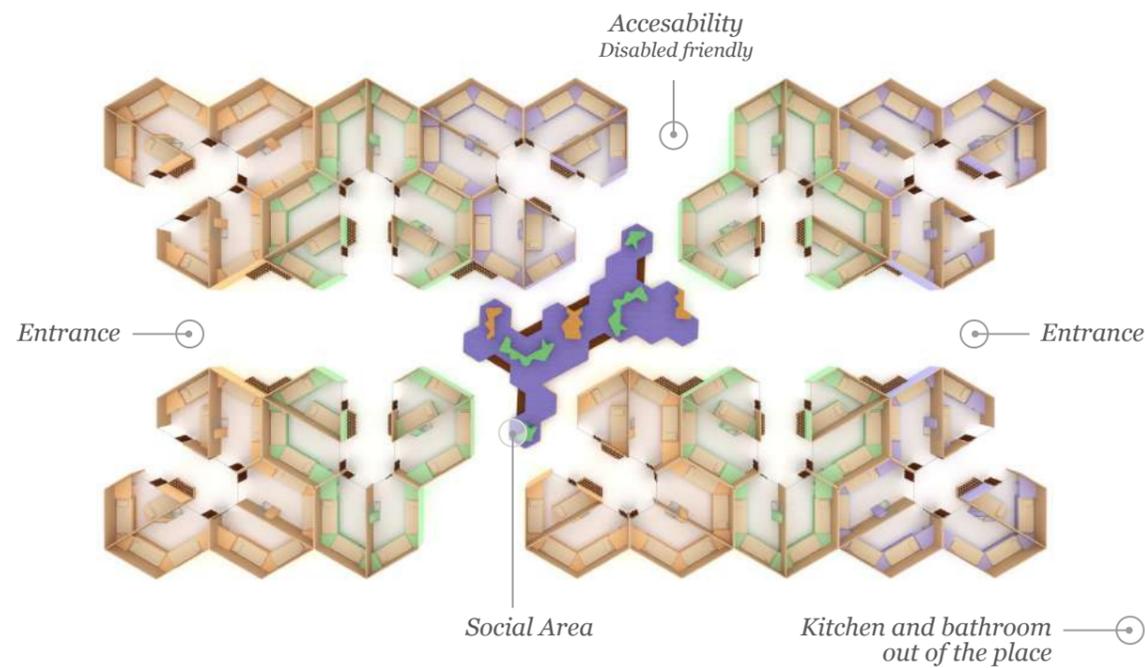
Moodboard



3.1 Concept details

Called NOOK which means “a corner or recess”, the proposal is an indoor system of chipboard modules that provide dignity living conditions at shelters in the wake of an emergency.

The project attempts to generate a **Village** by the union of **Cells Units** that are built by modular divisions and equipped with self-packed furniture for every **Room**. In addition, the proposal contemplate different points of socialization and a **Shared Area**.

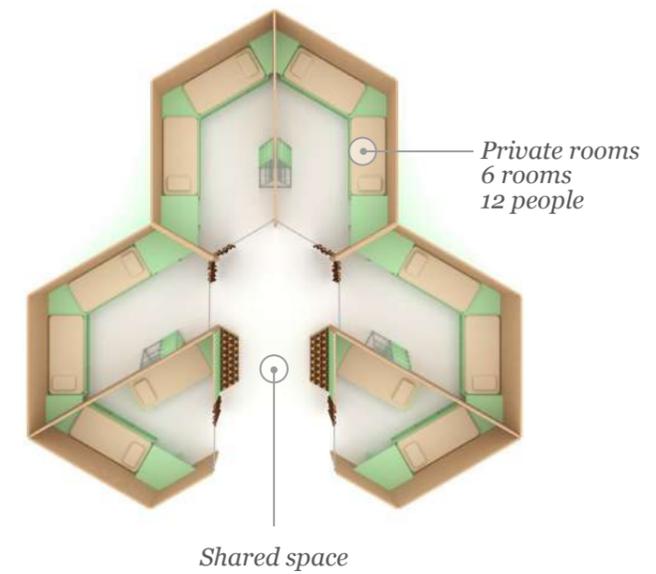
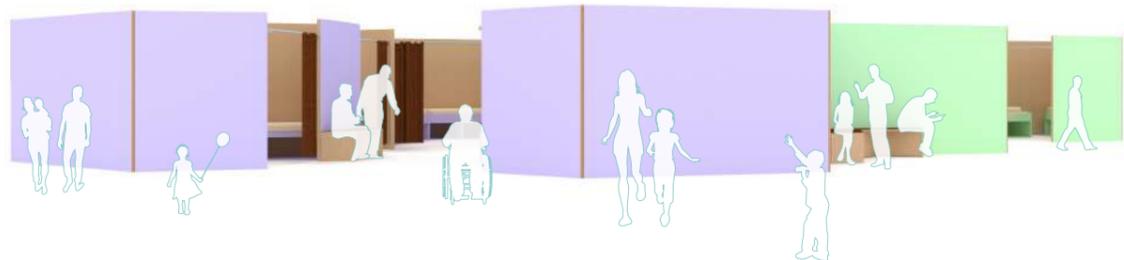


VILLAGE

Based on the geographic definition of Village, the system is planned as the type called nucleated settlement, in which the living units are located around a central point of common use.

Therefore, with a capacity from 120 to 144 people per system, **the indoor village is composed by cell living units, wide corridors, entrance areas, socialization points and a central shared area.** Kitchen, dining zone and bathrooms are not covered by this proposal, since materials and accessories for these are not provided by Tvilum. However, the previous research indicated that, since indoors emergency shelters are in schools, stadiums or empty buildings, cooking and cleaning services will be provided by the infrastructure of the place.

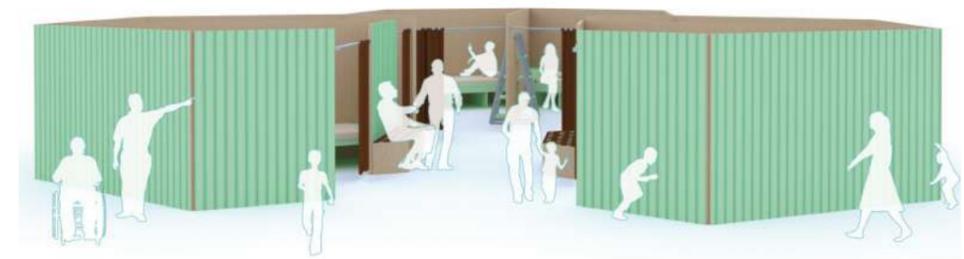
Following the project hypothetical case, the proposal is developed in a regular Sports Hall of 27m. by 51m., as standard size for ball fields in school gyms. Still, the layout is designed as a modular structure, aiming to be flexible to be set in different spaces, like the following suggestions:



CELL UNIT

Village is composed mainly by a set of cell units, which also provide a living settle with both, **private and shared spaces.** The units were created as an analogy of a "Condominium", a Latin word formed by the prefix con- ("together") and the word dominion, meaning therefore "shared property". Besides providing a space for living, **the purpose is to supply a calm environment to restore the psychological comfort and emotional safety, preserve or rebuild family unity and create new connections as a community.**

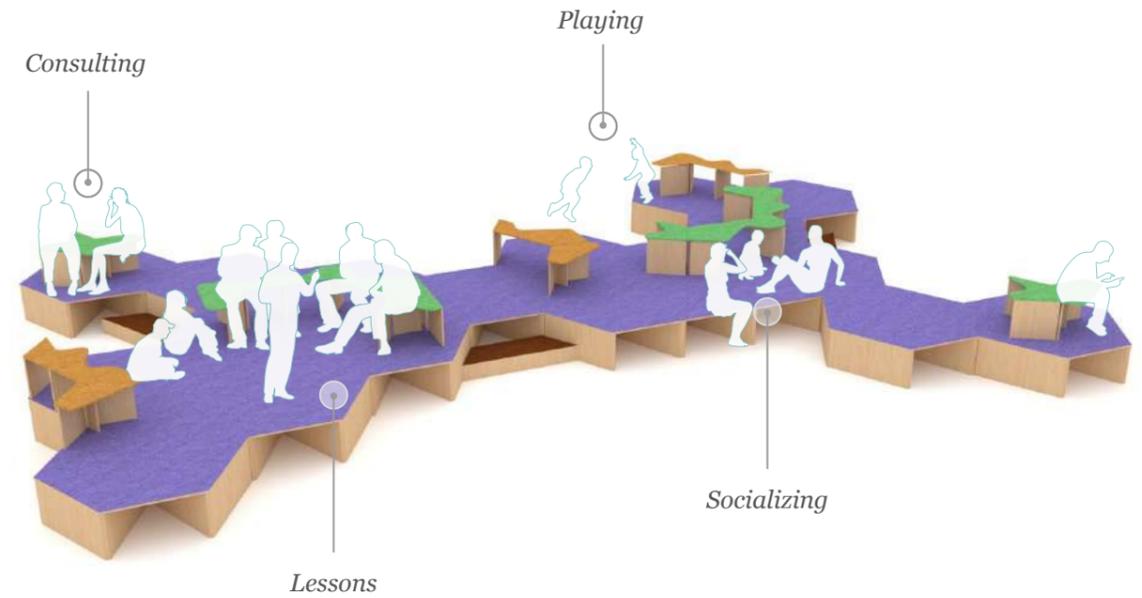
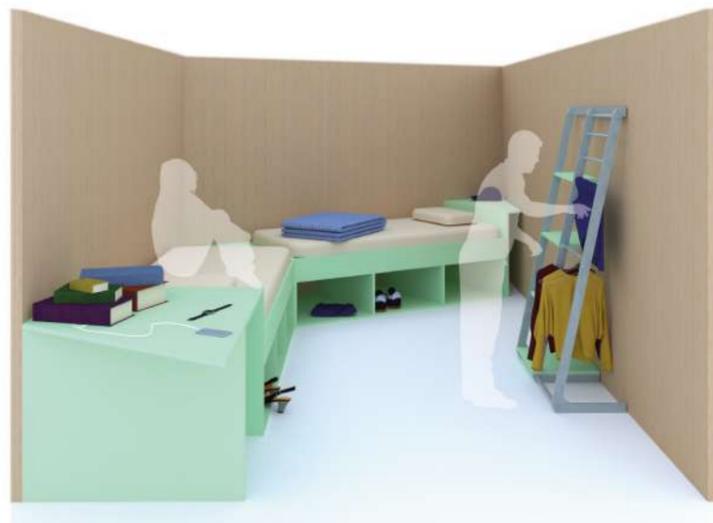
Each cell unit incorporates 6 rooms with a capacity up to 12 people and it includes a central 3 m. corridor for encouraging communication between the unit members. All areas take disabled people into consideration. Cell units are built by the **divisions chain of two section modules** made of perforated panel and wood frame for **sound isolation.** Divisions are stabilized by the **furniture attachment as a whole structure.**





ROOMS

Each room includes furniture such as beds, storage, night table, electric power plugs, hanger, and divisions with a textil curtain as door. They are allowed to personalize their interior and use the furniture as they need. The space will contemplate the different activities people will need to do during their daily life, as saving clothes and personal belongings, getting dressed, praying, sleeping, relaxing, socializing, reading, etc.

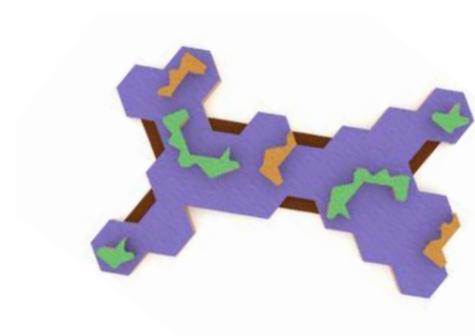


SOCIAL AREA

Following the notion of Village, the settlements are clustered around a central point: The Social Area, a space for creating connections between the users. Since about 50% of people in refugee camps are kids, the system is child-friendly for **socialization, entertainment and education.**

The area of 8m by 9m and 1.2m high. consists of two layers: the lower one for highlighting the “island” of connections and for supporting the upper layer, both will be used for sitting. They are covered by a felt surface and there is a chipboard structure inside.

During the emergency shelter stage, refugee will need use their free time to prepared themselves to integrate to the new society they are now. For that, and because creating community is a way to release the trauma after the migration, Nook recognizes socialization as an important aspect during the process of healing psychological damage. **Activities in this area will be also educational involving language lessons, psychological advisory, cultural immersion, and others.**



3.2 Values

Because of the project' complexity, the concept includes two values approaches: for users (forced migrants and displaced people) and for stakeholders (Tvilum, humanitarian agencies and governments).

For the first one, the users, the main value is **organization**, as a way to provide a logical composition in a place that reunites a group of unknown people, **respecting their families structures and traditions**, with a well organized area by standardized units and social zones. In this sense, **privacy** also becomes a meaningful value, with **acoustical isolation divisions** between rooms promoting trauma relief, emotional security and a peaceful living routine for more than 6 months. Additionally, as the concept recognizes the emergency shelter as the first step for the integration process of refugees to the society, stimulating **rootedness** through the system also became an important attribute. Therefore, the concept includes spaces for **creating connections between the users**, but also for receiving educational workshops.

On the other hand, for stakeholders having an **advanced, planned, and extensive accommodation system** for these situations will represent an early solution for governments, avoiding further consequences and costs from an unattended problem. **Affordability** is also an important value, not only for authorities, but for the manufacturing companies by an efficient material usage and easy maintenance of furniture pieces. The nature of emergencies also require **quick actions, with self packing furniture that need a minimum of assembling time and reducing the use of tools**. Thus, disassembling, repacking and storing the system for using in further emergencies represents an advantage of our concept.



Organization

Room per family
Storage safety
Social Area



Privacy

Sense of security
Reconnection with family
Trauma relief



Rootedness

Emotional Release
Sense of belonging
Community creation



Affordable

Reusable
Fast and efficient
production



Extensive

Ages-inclusive
Flexible and adaptable
Community sense

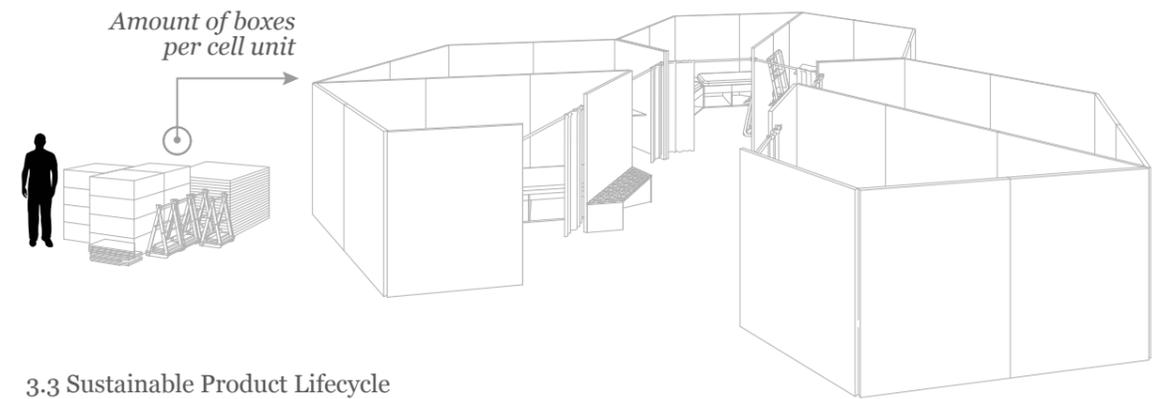


Quick

Self-packing
Standard pieces furniture
Few use of tool

users

stakeholders



3.3 Sustainable Product Lifecycle

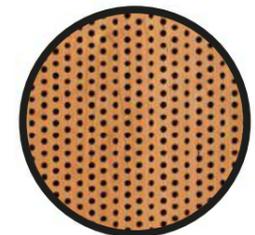
The essence of Sustainable Product Life-cycle is also considered in our concept, since the system is designed to be used not only for one crisis, but for the next opportunities, when the emergency accommodation will be required. Therefore, all furnitures are self packed for being assembling and disassembling in short time and also for being storage. Because of that, the following information refers to the details of the life-cycle applied to the refugees in Estonia hypothetical case.

Materials

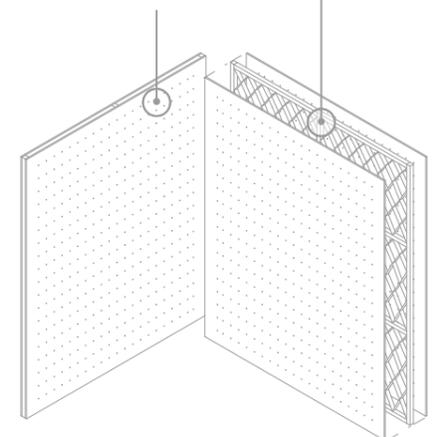
The indoor modular structure is mostly made of particleboard or chipboard which comprise division/partitions and furniture, metal (hinges and joints), foam and textile (curtains). As one of the main causes of stress is the constant noise, the system includes a division with acoustic isolation features, these will be shaped by a frame of wood, covered with perforated panels and accordion type cardboard in the middle for deflecting the sound waves. For the furnitures the wood material should be durable, termite, scratch and fire resistance, waterproof and good finishes. Another factor to consider are formaldehyde vapor emission (emission standard) which over time cause loss of board strength and good screw-holding capacity for fixing hinges, which can be done by glue screw joining. The chipboard will be selected by doing further research on design specification or regulations or by taking into account certain grade from the standard.

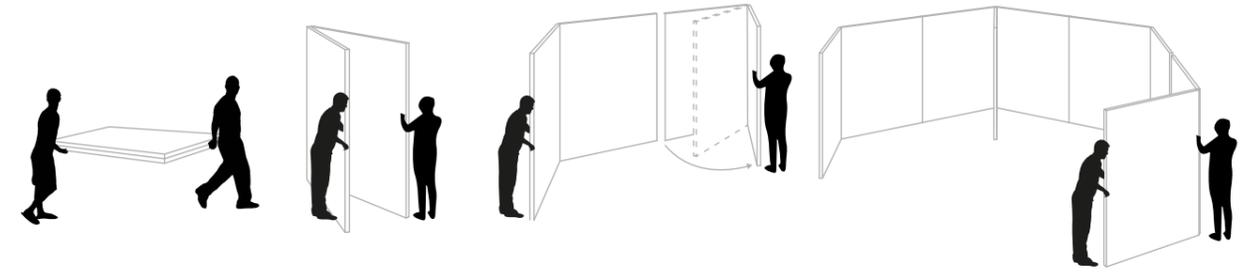
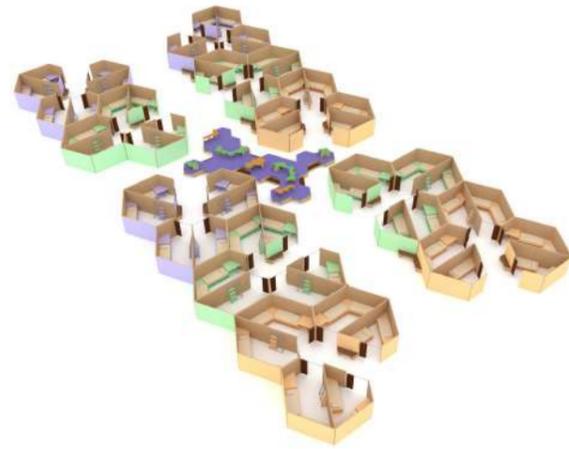


Cardboard net



Perforated Panel





Manufacturing & Packaging

Tvilum has a capacity to manufacture these components in their factory in a massive and quick scale. And each necessary part would be carried in packages for units and furniture (bed, table, storage). The materials for packaging such as plastics for wrapping and cardboard for protecting are also recyclable.

Distribution

Estimated package for delivery is **40 packages per unit cells**, which it will cover 12 people (refugee). In the hypothetical case, the whole village for 120 people would be transported by (4) four 20t long haul trucks from Denmark to Estonia which takes 2,136 km and 24 hours.

Assembling

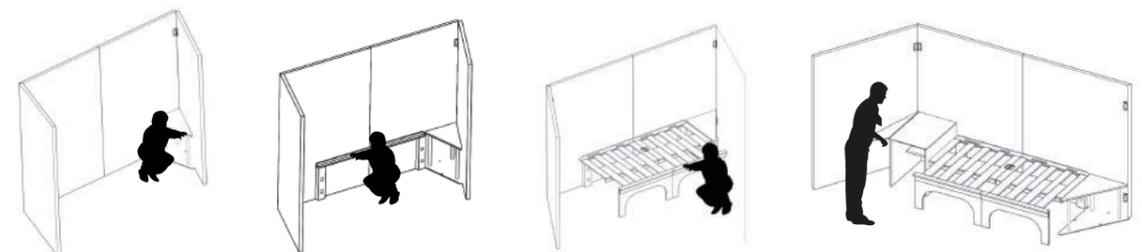
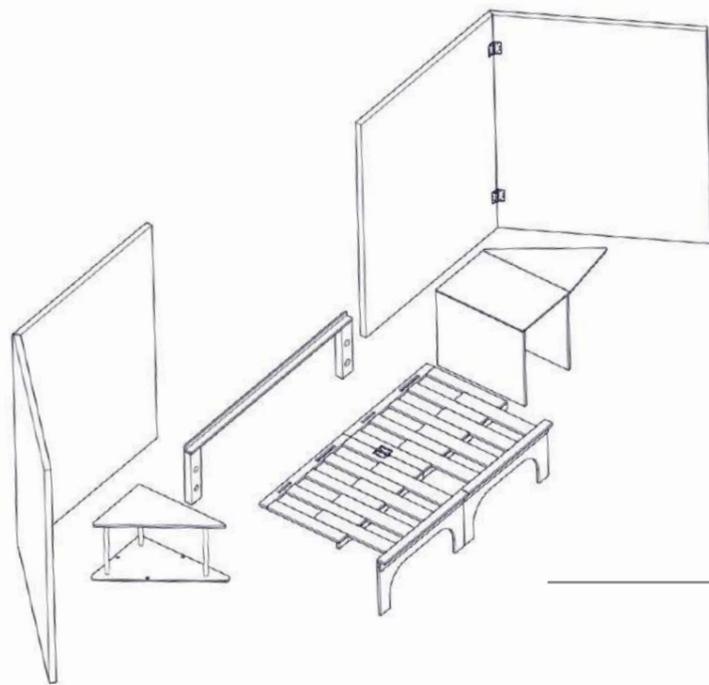
Pieces will be carried from the truck to the assigned point by the logistic staff with the help of lift panel carriers. Firstly, cell units will be assembled according to the layout plan, **the position of each piece is determined by the shape of the cell**, which means low chances of mistakes. Mayor stability to the divisions will be provided by the interior furniture. **As these are self pack, most of pieces are joined together with hinges, reducing the need of tools and time for setting up.** The last part to assembly will be the social area, which will be adaptable to the space remained. In the Estonia hypothetical case, the estimated time for only assembling the village will be around 6 to 10, using 6 people for this, although this data need to be tested.

Using

After finishing the assembling part, the user can set up in their rooms. In their daily life, they can do basic activities such as saving clothes and belongings, sleeping, relaxing, and socializing. Cooking, dining and bathing would be outside the village, using the infrastructure provided by Taltech Sport hall.

Disassembling and Reusing

When the situation becomes better and they move to transitional housing, the agencies' staff will be able to disassembling the entire village and packing it back. After that, these packages would be either, used for the other emergency shelters or returned to Tvilum's warehouse.



4. BUSINESS PROPOSAL

4.1 Pilot project plan

Tvilum would collaborate with stakeholders (Estonian government, Estonian NGO/agency, one construction company, and funding partners) to provide an emergency accommodation solution to displaced people from under-privileged countries in a timely manner.

Assuming that there are 120 refugees coming to the TalTech Gym and Estonian government asks the Client to provide the solution lasting at least 12 months. Tvilum would manufacture, distribute and provide the guidelines to build the structure with the collaboration of stakeholders. Estonian NGO has a subcontractor for constructing the village and helping the forced migrants, with the help of an international refugee counsel who would be part of the fundraising.

4.2 Specifications

Product

- Resources: Chipboard, Metal, Textile, Felt
- Number of components:
 - Living Cells: 6 rooms in one main units
 - Furnitures: 12 beds, 12 corner tables, 6 tables, 3-4 shelf stand, per main units
- Number of units: 10

Construction site

- Duration: 1 day
- Taltech regular sports hall: 27 m x 51 m
- Capacity: 120 people

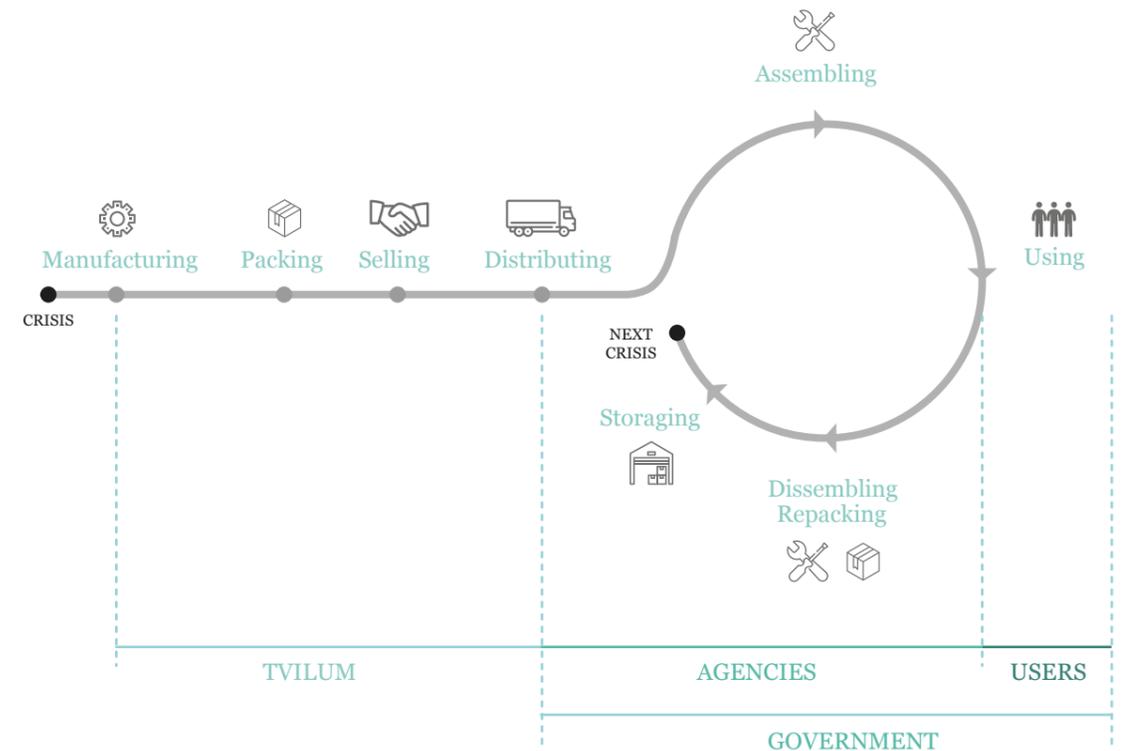
Partnership

- Estonian government
- Estonian NGOs/Agencies
- Construction company
- Funding partners

4.3 Business model

“*When we left Damascus, my father told us we would only be gone for a month, (...) But after we were here for 6 months, I knew we were not going home soon. I was devastated.*”

Nour, a 13-year-old Syrian refugee
www.mercycorps.org



Applying the NOOK concept would provide these potentials for the Manufacture Company and others stakeholders:

- Profitable business model
- Corporate publicity and CSR
- Positive impacts for users and stakeholders

Providing furniture for emergency shelter is profitable and sustainable. BetterShelter.org with IKEA foundation has provided an emergency shelter whose unit price is 1,150 EUR and sales revenue in 2018 is about 17 million EUR. Although the unit price will be needed to calculate, Tvilum could provide the concept as a package with governments and governmental organizations by a reasonable price which takes profitability and sustainability into consideration.

On the other hand, there could be some risks in front of the business such as Demand/Volume, Operations, and Maintenance risks.

Demand/Volume risk

- Details: The demand for emergency shelter is unpredictable so the company would face the over or less inventory problems.
- Strategy: Add an inventory management system for this project so that the company control the supply more flexibly.

Operations risk

- Details: The business environment is different countries to countries so the company would face the challenge to operate the project in an efficient manner.
- Strategy: Have a regional partner in a focused country such as Germany, Spain, and Greece where many displaced people are coming.

Maintenance risk

- Details: To maintain the environment of shelter in a comfortable way would be challenging.
- Strategy: Have a regional partner which can handle the maintenance and support.

Additionally, in the European emergency shelter market, there are some competitions. We analysed competitions and this concept by SWOT analysis as below.

Company	Strength	Weakness	Opportunity	Thread
IKEA Foundation & Better Shelter	High publicity Long-term market leadership Low Cost Low time of assembling	Very simple design Outdoor solution	Available for developing countries	New aggressive competitors
Danish Refugee Council & Lifeshelter	High online presence	Relatively low publicity	Create new job opportunities	The price of material would increase
Tvilum & NOOK	High manufacturing capacity by low costs.	Low publicity	Creation of new materials in the market	New regulations around plastics and chemicals.

NOOK takes psychological effects and social integration on displaced people into consideration as shown before, that's why the concept would make itself stand out from competitors. It is also cost-effective because this concept is reusable and recyclable.

This kind of business is also beneficial for corporate publicity in the long term because helping forced migrants is one of the main topics in CSR(Corporate Social Responsibility). Since Tvilum has been a part of UN Global Compact Initiative, our concept could be used for a pilot project which contributes to this initiative and increases the attention from global audiences.

The concept would make a positive impact on users and stakeholders. Forced migrants could make more comfortable life which helps them to have less stress, less mental anxiety, and enjoy their life in a better way. So they can rebuild their daily life faster and heal their mental damages

more quickly, which means that they can move to the more stable situation such as transitional housing and permanent residence. Since forced migration is unpredictable, it's challenging for host governments and NGOs to make a sustainable migration plan quickly and handle the unexpected number of forced migrants. Since our concept is easy and quick to set up, they can cope with this kind of unpredictable situation in a quick and better way.

6. CONCLUSIONS

Forced migration is not possible to be predicted, but, since this is a symptom caused by economical, political and social changes, it is likely to happen repeatedly in the next few years. Nook is an opportunity for governments to be prepared for further crisis, avoiding the consequences of unattended emergencies. Providing a refugee camp with the characteristics of this design concept, will positively contribute, not only in the mental and emotional healing process of forced migrants, but in the integration to the society under respectful and friendly environment.

On the other hand, this proposal is an opening for Tvilum to expand their business in a different market niche, by making use of their previous knowledge and capacity. By being part of the solution, Tvilum will bring closer DESIGN to everyone and will provide a dignified life for those who are in need.

Next steps

This project could be proceeded in a way that the company would collaborate with stakeholders for providing a pilot project in Europe or suggest a proposal for NGOs which are currently working on an emergency shelter project. It generates revenue in a way that they can provide NOOK in a mass scale with reasonable materials and contributes to the improvement of the company's CSR position in the furniture industry.

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