

# Appendix A

## Criteria assessment banks

The Eerlijke Geldwijzer evaluates banks based on the following themes:

- Animal welfare: Policies regarding animal rights and welfare.
- Taxes: Transparency and responsibility in tax policies.
- Gender equality: Policies promoting equality between men and women.
- Climate change: Efforts to combat climate change.
- Human rights: Respecting and promoting human rights.
- Nature: Protection of biodiversity and ecosystems.
- Weapons: Investments in or exclusion of the arms industry.

These themes are assessed at both the policy level and in terms of practical implementation.

The Good Shopping Guide evaluates banks on their ethical impact on people, animals, and the environment, using criteria such as:

- Environmental report: Availability and quality of environmental reporting.
- Environmental destruction: Involvement in environmentally destructive activities.
- Carbon disclosure & reduction targets: Transparency and targets for CO<sub>2</sub> reduction.
- Irresponsible lending: Financing of controversial or harmful industries.
- Political donations: Donations to political parties or campaigns.
- Responsible investment Policy: Policies for ethical and responsible investments.
- Mutual status: The bank's structure and ownership model.
- Other criticisms: Other ethical issues and controversies.

## Decrease in physical branches in the Netherlands



(Binks, 2024)

## Amount of physical stores of various banks in 2024

Bank	# phsyical stores
ASN	0
SNS	200
Rabobank	136
ABN Amro	27
ING	57
Triodos	0
Bunq	0
Atom	0
Monzo	0
Revolut	0
Regiobank	404

In 2025, significant changes are expected in the physical presence of banks. According to a recent article on Banken.nl, Volksbank (the parent company of SNS and Regiobank) plans to close nearly 300 branches as part of a reorganization.

# Appendix B

## **The history of the creditcard**

If you were a shopkeeper, you'd only trust someone you knew personally to repay a debt—a simple system in small communities. But as cities grew, it became impractical for large stores to recognize every customer. To solve this, retailers began issuing tokens to trusted customers, including coins, key-rings, and, in 1928, "charga-plates" resembling dog tags. (Harford, 2017) This was the beginning of the creditcard.

In 1950, the Diners Club card became the first widely-used charge card, inspired when founder Frank McNamara forgot his wallet during a meal. Together with partner Ralph Schneider, they launched the Diners Club card, allowing cardholders to charge meals at participating restaurants. The restaurants would then send the bill to Diners Club, which would pay the restaurant and take a small commission. Cardholders had to pay their balance in full each month. By the end of its first year, Diners Club had expanded to 40,000 members across major U.S. cities. In the 1950s then came the American Express charge card, and credit cards set up by banks.

But BankAmericard (now Visa) and Master Charge (now MasterCard) faced a challenge in the adoption of the creditcard: retailers were unwilling to accept the cards without strong consumer demand, while many customers weren't interested in signing up unless a large number of retailers accepted them.

Until Bank of America's Fresno Drop in 1958, where 60,000 unsolicited credit cards were mailed to consumers, stimulating widespread use of creditcards.

However, having easy, impersonal access to credit affects our psychology. Consumers can borrow and spend more freely, often without realizing the long-term financial risks, such as high-interest debt. Research shows that credit cards encourage people to spend more than they would with cash. This is called the credit card effect: credit cards increase spending behaviour as measured by the willingness to pay (WTP) or basket value. (Liu & Dewitte, 2021).

# Appendix D

The first session focused on the broader picture: the future. The goal of this game is to immerse participants in a creative exploration of future possibilities, helping them create their visions of the future while drawing on their personal experiences and values. Prior to the group session, participants went through the sensitizing phase. By the time the session started, participants were well-prepared but maintained an open mind. To facilitate this, a set of homework exercises were given:

- **Activity 1: Then opposite day**

Participants identify something that frustrates them today, then imagine a future where the opposite is true. They describe what that future looks and feels like. (Carey, 2024)

- **Activity 2: More of / less of**

Participants reflect on what exists in excess today that there will be less of in an ideal future, and conversely, what is lacking today that there will be more of in the future. This exercise draws inspiration from the Three Horizons framework (Sharpe et al. 2016), simplified to encourage broader thinking.

- **Activity 3: Everyday Experiences**

In their envisioned better future, participants are asked to imagine new societal elements that have emerged. These could include new roles, jobs, rituals, institutions, policies, communities, or even myths, wars, and relationships. (Carey, 2024)

These exercises lay the groundwork for the creative session, called “The future is in the air”.

**Q.1 The opposite day**

What frustrates you today?  
Think about something in your daily life that irritates or challenges you.

Now, imagine that in the future, this frustration no longer exists — or, best, the exact opposite is true. What does this opposite future look like?

How does that make you feel?

**Q.2 More of - Less of**

Think about the world as it is today.  
What is there too much of?

What is there too little of?

In an ideal future, how will there be less of this, and what will that world look like?

In this better future, what will there be more of, and how will that change things?

**Q.3 Everyday experiences**

In your better future, what new future things have been manifested?  
Pick a few of the categories on the right and imagine how they fit into daily life in your future. Draw lines and show how they interconnect.

Also show how they will develop over time using the timeline.

# Appendix E

A set of homework exercises was given before the in-depth interviews

1. **Tell me about yourself!:** This exercise serves as a warm-up, helping participants get comfortable sharing information and familiarising themselves with FigJam.

exc 1 **Tell me about yourself!**

Name: Lisa Esselink  
Age: 22  
I live in: Barchem  
I study / work / something else  
In my free time, I like to:

Add a picture of yourself!

I live with:  
broertje mam pap  
beetle Toby

Apps I use daily:  
tiktok/instagram  
whatsapp  
netflix

2. **Money diary:** First, the participant is asked to describe steps that occurred when spending or receiving money. This forms 'the layer of facts'. When that has been done, I asked to explain which of these activities they enjoyed or hated, forming a layer of valence. In the third step, the participant is asked to indicate why he or she had that feeling. Their explanations about why reveal the layer of needs and values. (Sanders & Stappers, 2012)

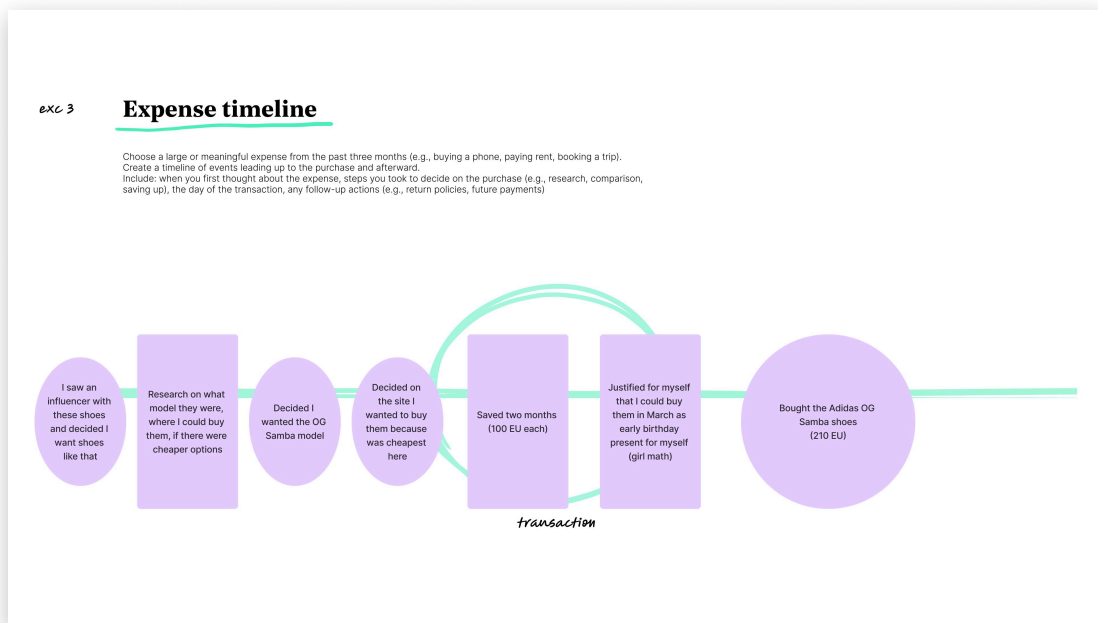
exc 2 **Money diary**

Pick a day and record all your expenses, income and any interaction with financial services. This can be banking apps, creditcard payments or in-person transactions. Write down what you spend or earned, the method you used (card, cash, app) and how you felt during the transaction

	amount	description	method	feeling
7 am				
11 am				
15 pm				
23 pm				



3. **Expense timeline:** A timeline is a common sensitising exercise. I asked the participants to choose a large or meaningful expense from the past three months (e.g., buying a phone, paying rent, booking a trip). They had to create a timeline of events leading up to the purchase and afterward and include when they first thought about the expense, steps they took to decide on the purchase (e.g., research, comparison, saving up), the day of the transaction and any follow-up actions.



4. **Cost of convenience:** A global study by Accenture shows that 58% of Gen Z from thirteen different countries are willing to pay a few extra euros for one-hour delivery. (Accenture, 2017) I wanted to have a deeper understanding of situations where Gen Z choose convenience over control or cost.

**exc 4 The cost of convenience**

Think of a recent situation where you chose convenience over control or cost (e.g., paying for a delivery instead of picking up groceries yourself, using a subscription service to avoid effort, choosing a "Buy Now, Pay Later" option).

Use the following axis chart.  
X-axis: Mark your decision based on how much extra it cost you or how it impacted your financial situation.  
Y-axis: Mark your decision based on how much convenience the choice offered you

**What decision did you make?**

I needed a new game day shirt and socks for hockey, but it was the end of the month and this was quite expensive (70 EU), so I decided to use Klarna.

**What was more convenient about the option you chose?**

I could have used money from my savings account but I chose Klarna because it is an easy option (only two clicks). And I was not sure what size shirt I needed, if I need to return the shirt, Klarna is easier because you just send it back and no money is payed.

**Were there any additional costs or downsides to that convenience? (e.g., higher fees, loss of future savings)**

I did end up sending it back, this costs no extra money.

5. **Your savings patterns:** Finally, I wanted to explore the saving behaviour through some in-depth questions about this topic. This includes information about the methods they use, specific saving goals, the feeling of control and other factors that influence saving.

exc 5

### Your saving patterns

**How often do you actively save money?**  
(e.g., weekly, monthly, occasionally, or only when there's extra income)

I try to save money every month after I receive 'my income' to have buffer later on and make the buffer increase.

**What methods do you use for saving?**  
(e.g., automatic transfers to savings account, cash-savings, investments, other financial tools)

Each month I manually transfer money to my savings account. Every month I decide the amount myself.

**Do you have any specific saving goals?** (e.g., an emergency fund, a big purchase, long-term investments, retirement) **If yes, what are they and how close are you to achieving them?**

My goal is to create a buffer for anything. I use the buffer to pay larger expenditures, like shoes, a phone, vacations or furniture.

**How much control do you feel you have over your savings?**

not much

a lot

**Are there factors that help or hinder your ability to save consistently?**

For now, I would say my income is still adding up to my loan and does not really feel like saving money. I just functions as a buffer to be able to attend and to the things I want. I think my way of living and expenditures will change a lot after I graduate and have a job with steady income. I think I will be more serious and mindful of my money. I hope I will save higher amounts of money in the future, and also save for different purposes (e.g. saving for emergency, big purchases and also investing money).



# Appendix F

Question 1: Come up with the plausible future of power

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

Question 4: Come up with the probable future of communication

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

Question 2: Come up with the preferable future of money

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

Question 5: Come up with the plausible future of technology

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

Question 3: Come up with the preferable future of community

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

Question 6: Come up with the probable future of nature

1. your cards

archetype  
A

terrain  
T

object  
O

mood  
M

2. your description

# Appendix G

Come up with a plausible future of power

**1. your cards**

A archetype	T terrain	O object	M mood
transform a rebellion	women	pil	wellbeing

**2. your description**

Vrouwen zijn baas over eigen buik.  
Nu staat abortus in het wetboek van strafrecht, dan niet meer. + mannelijke pil



**1. your cards**

grow a decade	oil	law	unease
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**2. your description**

Over een decennia zullen we zien dat er meer olieaanste is en dat de mensen die dit in bezit hebben meer macht hebben dan de wet en eigen spel bepalen. Hierdoor zijn veel mensen uneasy.



**1. your cards**

A archetype	T terrain	O object	M mood
collapse a decade	governance	law	worry

**2. your description**

In elk land is er steeds meer politieke polarisatie, wat leidt tot spanningen binnen de overheid en de volken. Doordat deze partijen zo tegenover elkaar staan worden de wetten steeds extremer, terwijl dit vaak niet leidt tot een oplossing van de grote maatschappelijke problemen van een land. Het is een spel van macht in plaats van bouwen aan een toekomst. Hier maken wij ons zorgen over.



**1. your cards**

A archetype	T terrain	O object	M mood
discipline a decade	power	weapon	optimism

**2. your description**

In one decade when a lot of things are on a tipping point, power will be something that people don't see as given, but they see it as a responsibility to take action and handle upon. It is their peaceful weapon, and they feel empowered to make responsible change. This makes me feel optimistic.



**1. your cards**

A archetype	T terrain	O object	M mood
grow a decade	journalism	device	frustration

**2. your description**

door de groei van het censuur in de maatschappij door middel van journalistiek en online nieuws zal er onrust komen tussen verschillende groepen



**1. your cards**

A archetype	T terrain	O object	M mood
collapse two generations	governance	weapon	shock

**2. your description**

In twee generaties zullen regeringen instorten doordat ze wapens die enorm veel schade kunnen veroorzaken tegen elkaar inzetten, wat schokkende gebeurtenissen tusseng zal brengen.



## The preferable future of money

**1. your cards**

A archetype	T terrain	O object	M mood
discipline a generation	climate	vehicle	shame

**2. your description**

In de toekomst zal er meer accijns komen op benzine en vliegen, waardoor dat duurder wordt en de schaamte meer op weegt tegen het geluk dat je uit vliegen etc. Vliegen wordt alleen voor de extreem rijken en zal daardoor afnemen.



**1. your cards**

A archetype	T terrain	O object	M mood
discipline two generations	equality	product	relief

**2. your description**

In twee generaties hebben mensen een gelijkler inkomens waarden er minder armoede is, en mensen ook meer dezelfde waarde aan producten hebben. Dit zorgt voor minder schame verhoudingen in hoeveel geld mensen hebben. En dit is opluchting voor veel mensen.



**1. your cards**

A archetype	T terrain	O object	M mood
discipline a generation	equality	law	contentment

**2. your description**

Er komt al steeds meer wetgeving om de grote kloof tussen arm en rijk te verkleinen. Wij denken en willen het vermogen dat dit in de komende generatie wordt voortgezet, vermogen bijvoorbeeld het bestaansniveau dat de rijke mensen nog steeds behouden. Over een generatie zullen de rijke mensen meer content zijn met het verlies van het geld om zo een meer gelijke samenleving te creëren.



**1. your cards**

A archetype	T terrain	O object	M mood
collapse generations	work	machine	longing

**2. your description**

In the next generation, our children will be jealous on how we could spend money on all our hobbies and free time. Their life is as a machine, they have to work really hard to buy a house, pay back their study debt, grow themselves in their career. In their career they earn good money but they have no space to use the money. In this future, people are longing for time to spend their money on their hobbies and enjoy free time (not materialistic). But the system is not open for this, since they can't allow themselves to stop the machine. And spending time on leisure will also lead to further collapsing the world.



**1. your cards**

A archetype	T terrain	O object	M mood
transform a few years	the economy	corporation	wellbeing

**2. your description**

een snelle verandering in de economie door de groei van bedrijven, dit bevordert het welzijn



**1. your cards**

A archetype	T terrain	O object	M mood
grow a century	travel	the moon	excitement

**2. your description**

In een eeuw tijd zullen er spannende technologische ontwikkelingen zijn doordat er veel geld geïnvesteerd zal worden in het toekomende maken van reizen naar de maan. en zal iedereen de middelen hebben om dit te doen.



## The preferable future of community

### 1. your cards

A analogous collapse a few years	T topic childhood	O object device	M mood longing
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### 2. your description

De jeugd van de toekomst is helemaal brainboud en heeft constant nieuwe orkies nodig. Ze kunnen zichzelf niet versieren zonder elektronisch apparaat. Ze ontwikkelen sociale en fysieke achterstanden. Ze krijgen heel slecht en worden heel ongelukkig door te weinig sociaal contact en aandacht. Ook krijgen ze enorme problemen.



### 1. your cards

A analogous transform ten generations	T topic home	O object tool	M mood warmth
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### 2. your description

Vandaag de dag is de samenleving erg individualistisch, terwijl dit vroeger veel meer gericht was op familiebanden en community. In de toekomst zien we deze community weer terugkomen waarbij je bijvoorbeeld in een groepje als tool wordt gebruikt voor huis, sociale activiteiten en daarmee de productie te verbeteren. Kunnen bouwen op de community biedt warmte, gezelschap en vertrouwen.



### 1. your cards

A analogous transform a few years	T topic equality	O object law	M mood happiness
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### 2. your description

een snelle verandering in de manier waarop mensen worden behandeld als het gaat om rechten en vrijheid, zo wordt iedereen rechtvaardig behandeld en daar word ik blij van



### 1. your cards

A analogous transform a few years	T topic environment	O object corporation	M mood happiness
--	---------------------------	----------------------------	------------------------

### 2. your description

In een paar jaar kunnen de mensen erachter dat ze elkaar nodig hebben door de uitbreid van natuurruimte. Ze kunnen niet hun eigen buidel blijven. Door samenwerking hebben ze elkaar en dat zorgt voor een betere omgeving en daardoor betere community en meer happiness.

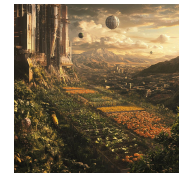


### 1. your cards

A analogous transform a million	T topic agriculture	O object gift	M mood gratitude
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### 2. your description

In 1000 jaar zal iedereen genoeg eten hebben omdat iedereen zijn eigen voedsel verbouwt en de opbrengsten met elkaar deelt waardoor iedereen slecht door een ander kan worden aangevuld.



### 1. your cards

A analogous transform ten generations	T topic identity	O object awkwardness	M mood exhaustion
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### 2. your description

This would be a future in 50 years, where everyone is very conscious about their identity and who they are. They are super supported by a community of like-minded people, but being so bound to your discovered identity is sometimes giving awkward feelings because identity change and can not be described easily in categories. But this diversity is only leading to more exhaustion within your community which is a bit awkward as well.



## The probable future of communication

### 1. your cards

A analogous grow a generation	T topic learning	O object device	M mood hope
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### 2. your description

In 30 jaar willen wij dat de wereld leert van elkaar door middel van verbinden en communiceren met elkaar via het internet, zo komt er weer hoop in de mensheid



### 1. your cards

A analogous collapse a few years	T topic journalism	O object device	M mood frustration
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### 2. your description

Door de groei van fake-nieuws in de journalistiek wat zich online verspreidt over platforms die niet dienen als nieuws website gaat het steeds verder bergafwaarts met het vertrouwen in de samenleving en nieuws en dit zorgt voor frustratie.



### 1. your cards

A analogous discipline for ten years	T topic the brain	O object book	M mood rationality
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### 2. your description

In a few years, there will be a future that everyone is convinced about the importance of good communication. Everyone's internal processes, expectations, wishes and beliefs should be communicated well, to take responsibility in decision making that is not disappointing people in the end. Therefore, communication almost becomes like a book that is explaining the brain in a rational way. This is fixed, because we can make rational decisions based on good communication.



### 1. your cards

A analogous transform a century	T topic identity	O object device	M mood alienation
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### 2. your description

In 100 jaar zal de manier van communiceren totaal transformeren omdat onze identiteit volledig digitaal zal zijn en we door gebruik van onze eigen devices nooit meer fysiek met elkaar gesprekken voeren.



A archetype	T terrain	O object	M mood
transform a decade	robots	product	sadness

in 10 jaar nemen robots en A.I. de productie over, dit zorgt voor een strenge afname in de werkgelegenheid, mensen worden dan verdrietig



A archetype	T tarnish	O object	M mood
collapse a few years	power	tool	worry

In een paar jaar zien we dat de generatie na ons technologie gebruikt als tool, maar dat dit ook veel power heeft in hun leven en werk waardoor ze weinig zelf denken en doen waardoor ze dommer worden. Hier moeten we ons zorgen over maken.



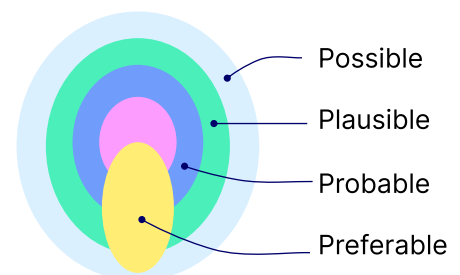
A	T	O	M
anarchist	terrain	object	mood
collapse a millennium	environment	plant	worry

als de mensheid zich niet aanpast, zal over 1000 jaar het milieu kapot zijn, hierdoor zijn er geen planten meer → daardoor geen plantetende dieren → daardoor geen jachtdieren → geen dieren. Dit heeft een extreem effect op de wereld, mensen maken hier zich om zorgen.



A archetype	T terrain	O object	M mood
collapse a decade	forests	building	dread

Natuurgebieden verdwijnen steeds meer doordat er gebouwen worden geplaatst en om die te bouwen hebben we de materialen nodig die in de natuurgebieden zijn. Dit gebeurt op een heel hoog tempo, hierdoor voelen wij ons doodruil.





# Appendix H

The goal of a pilot session is to test the game in a smaller setting to identify what works well and what might need improvement. It helps refine the structure, instructions, and flow of the game before running it with the actual participants, ensuring a smoother and more effective experience.

In the pilot session, I gave participants tasks without using the Futures Cone model. (Vores, 2017) This meant that the participants could imagine any future scenario, without being guided by categories. After envisioning futures, I asked them to place their ideas in the Futures Cone. However, during the pilot, it became clear that participants felt a bit lost without guidance. Having all of the possible futures open to them was overwhelming, as they felt they had too many options to choose from. They needed more structure to focus their ideas.

For the main sessions, I decided to provide more guidance by narrowing down the options and incorporating a specific task using the futures cone. I removed the "possible" category from the tasks, leaving only the probable, plausible and preferable futures. This approach helped participants focus on futures they find more likely or realistic, which is more relevant to my research.



I also tested whether the game should be played as a physical version (with printed cards) or a digital one (using FigJam). To compare, one participant used the physical cards, while the other used the digital format. The results showed that maintaining an overview was challenging with the physical cards, whereas the digital version allowed for easy scrolling and better overview.

The randomness of picking physical cards could lead to surprising future scenarios, but since my research aims to uncover the futures that Gen Z truly envisions, the structured and clear overview provided by the digital format aligns better with my goals.



# Appendix I

## Social context factors

### Social

#### Trend

Like-minded people find each other and stay within their circles. The group of people with the highest 20 percent of incomes is the least likely to leave their own bubble.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijkx, T. Reeskens, & I. Sieben (Eds.), *Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study*. Open Press TiU. <https://doi.org/10.26116/09eq-y488>

### Social

#### Development

Society is facing multiple crises, including the climate crisis, refugee crisis, and housing crisis.

Boelhouwer, P. (2020). The housing market in The Netherlands as a driver for social inequalities: proposals for reform. *International Journal of Housing Policy*, 20, 447 - 456. <https://doi.org/10.1080/19491247.2019.1663056>.

### Social

#### Principle

Self-expression invites community, whether it's Swifties or coffee enthusiasts.

Mintel. (2024). 2025 Global Consumer Trends. In <https://www.mintel.com/insights/consumer-research/global-consumer-trends/>.

### Social

#### State

Between the ages of 15 and 25, a generation develops its norms and values, shaped by the context in which they live.

Kågesten, A., Gibbs, S., Blum, R., Moreau, C., Chandra-Mouli, V., Herbert, A., & Amin, A. (2016). Understanding Factors that Shape Gender Attitudes in Early Adolescence Globally: A Mixed-Methods Systematic Review. *PLoS ONE*, 11. <https://doi.org/10.1371/journal.pone.0157805>.

### Social

#### Trend

The concept of "family" is shifting as more individuals choose communities that offer the same support and a sense of belonging.

VML. (2024). The Future 100: 2024. In <https://www.vml.com/insight/the-future-100-2024>.

### Social

#### State

Gen Z seeks social acceptance, often feeling pressure to spend like their friends.

### Social

#### Trend

Education level has become one of the most significant aspects of people's identity over the past twenty years.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijkx, T. Reeskens, & I. Sieben (Eds.), *Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study*. Open Press TiU. <https://doi.org/10.26116/09eq-y488>

### Social

#### State

Gen Z don't want to experience FOMO (fear of missing out) because of financial limitations.

### Social

#### State

Dutch culture ranks one of the most individualistic cultures in the world

Santos, H. C., Varnum, M. E. W., & Grossmann, I. (2017). Global increases in individualism. *Psychological Science*, 28(9), 1228-1239. <https://doi.org/10.1177/0956797617700622>

### Social

#### Principle

The desire to connect is evolving, but it's still our most fundamental human emotions and senses that bring us together

Mintel. (2024). 2025 Global Consumer Trends. In <https://www.mintel.com/insights/consumer-research/global-consumer-trends/>.

### Social

#### Development

There is a declining support for online gambling, but the number of players is increasing.

Le, L., & Le, L. (2024, May 31). Dalend draagvlak voor online gokken, maar aandeel spelers neemt toe. Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/dalend-draagvlak-voor-online-gokken-maar-aandeel-spelers-neemt-toe/>

### Social

#### Trend

Gen Z feels an increasing pressure to always be productive, resulting in guilt when they engage in passive activities like using social media.

### Social

#### Development

Diploma inflation means that more and more people are graduating with the same level of education, resulting in a decreasing value of a bachelor's or master's degree.

Tolsma, J., & Wolbers, M. H. (2016). Social origin and inequality in educational returns in the Dutch labour market. In Edward Elgar Publishing eBooks. <https://doi.org/10.4337/9781785360459.00013>



## Social context factors

### Social

#### Trend

Some Gen Z'ers are moving away from collective thinking toward prioritising personal well-being and independence.

### Social

#### Trend

Workplace expectations are growing towards flexible and adaptable work environments.

### Social

#### Trend

Collaboration and community is seen as essential to solve societal complex problems.

### Social

#### Trend

Social engagement, belonging, and community remain fundamental to human well-being.

### Social

#### Trend

Gen Z wants instant gratification, where they seek immediate fulfillment of their needs or desires, often through impulsive choices that provide instant pleasure or satisfaction.

### Social

#### Principle

There's an underlying belief or optimism that things will work out in the future, with a sense of trust that advancements will help solve problems. This is driven by the human principle of hope.

## Economic context factors

### Economic

#### Development

In the Netherlands, (October 2024) inflation remains high even though the economy isn't growing.

### Economic

#### Development

Commodification refers to the fact that key parts of society, like housing and childcare, are becoming financial assets. A home is no longer just a place to live but is increasingly viewed as an investment.

### Economic

#### Development

With the growth of e-commerce during the Covid-19 pandemic, buy-now-pay-later (BNPL) applications have expanded.

### Economic

#### Development

House prices are showing strong growth again in 2024, rising by 5.9%

### Economic

#### Development

The unemployment rate is projected to increase marginally, from 3.6% in 2023 to 4.0% in 2026. Wages will continue to rise, by 6.0% in 2024 and an average of 3.7% in 2025.

### Economic

#### Trend

Influencers break down complex economic concepts into easy-to-understand pieces of content that resonates with Gen Z.

European Economic Forecast Autumn 2024. (2024). In [https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/netherlands/economic-forecast-netherlands\\_en](https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/netherlands/economic-forecast-netherlands_en) (INSTITUTIONAL PAPER 296). European Commission. <https://doi.org/10.2765/741650>

Jenny. (2023, July 10). Blackstone als nieuwe huisbaas. SOMO. <https://www.somo.nl/nl/blackstone-als-nieuwe-huisbaas/>

Jenny. (2023b, October 3). Rode vlaggen in fintech. SOMO. <https://www.somo.nl/nl/rode-vlaggen-in-fintech/>

De Nederlandsche Bank. (2024). DNB autumn projections 2024. <https://www.dnb.nl/media/I3jeoa3/autumn-projections-december-2024-eng.pdf>

De Nederlandsche Bank. (2024). DNB autumn projections 2024. <https://www.dnb.nl/media/I3jeoa3/autumn-projections-december-2024-eng.pdf>

How TikTok is transforming financial advice. (2024). CFA Institute. <https://www.cfainstitute.org/insights/articles/how-tiktok-transforming-financial-advice>

## Economic context factors

### Economic

#### Trend

The primary motivation behind energy-efficient modifications among Dutch citizens is to achieve financial savings, while environmental benefits serve as a secondary driver for a smaller portion of the population.

Therese, & Therese. (2023b, December 29). Duurzaam doen mogelijk zonder duurzaam te denken? Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/duurzaam-doen-mogelijk-zonder-duurzaam-te-denken/>

### Economic

#### Development

In the Netherlands, (October 2024) inflation remains high even though the economy isn't growing.

European Economic Forecast Autumn 2024. (2024). In [https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/netherlands/economic-forecast-netherlands\\_en](https://economy-finance.ec.europa.eu/economic-surveillance-eu-economies/netherlands/economic-forecast-netherlands_en) (INSTITUTIONAL PAPER 296). European Commission. <https://doi.org/10.2765/741650>

### Economic

#### Trend

Six percent of Dutch people experienced discrimination in banking and/or payment services over the past two years.

Ipsos (2024, May 27). Deel Nederlanders ervaart discriminatie bij banken en betaalinstanties. Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/deel-nederlanders-ervaart-discriminatie-bij-banken-en-betaalinstanties/>

### Economic

#### Development

Commodification refers to the fact that key parts of society, like housing and childcare, are becoming financial assets. A home is no longer just a place to live but is increasingly viewed as an investment.

Jenny. (2023, July 10). Blackstone als nieuwe huisbaas. SOMO. <https://www.somo.nl/nl/blackstone-als-nieuwe-huisbaas/>

### Economic

#### Development

There's a rise of decentralised finance systems, and the ability of regulators to control them decreases.

Chen, Y., & Bellavitis, C. (2019). Blockchain Disruption and Decentralized Finance: The Rise of Decentralized Business Models. Stevens Institute of Technology - School of Business Research Paper Series. <https://doi.org/10.2139/ssrn.3483608>.

### Economic

#### Development

With the growth of e-commerce during the Covid-19 pandemic, buy-now-pay-later (BNPL) applications have expanded.

Jenny. (2023b, October 3). Rode vlaggen in fintech. SOMO. <https://www.somo.nl/nl/rode-vlaggen-in-fintech/>

### Economic

#### Trend

Market conditions are changing much faster than regulations can keep up.

Jenny. (2023, July 10). Blackstone als nieuwe huisbaas. SOMO. <https://www.somo.nl/nl/blackstone-als-nieuwe-huisbaas/>

### Economic

#### Development

House prices are showing strong growth again in 2024, rising by 5.9%

De Nederlandsche Bank. (2024). DNB autumn projections 2024. <https://www.dnb.nl/media/131jeoa3/autumn-projections-december-2024-eng.pdf>

### Economic

#### Trend

People are willing to lend money to those close to them.

### Economic

#### Development

The unemployment rate is projected to increase marginally, from 3.6% in 2023 to 4.0% in 2026. Wages will continue to rise, by 6.0% in 2024 and an average of 3.7% in 2025.

De Nederlandsche Bank. (2024). DNB autumn projections 2024. <https://www.dnb.nl/media/131jeoa3/autumn-projections-december-2024-eng.pdf>

### Economic

#### Trend

A wishlist can serve as a tool for mindful consumption, helping balance immediate desires with long-term enjoyment purchases.

### Economic

#### Trend

Influencers break down complex economic concepts into easy-to-understand pieces of content that resonates with Gen Z.

How TikTok is transforming financial advice. (2024). CFA Institute. <https://www.cfainstitute.org/insights/articles/how-tiktok-transforming-financial-advice>

## Economic context factors

### Economic

#### Development

We're moving to a cash-free society. Finland is the European leader in digital payments, The Netherlands are second.

Panetta, F. (2022). Study on the payment attitudes of consumers in the euro area (SPACE) – 2022. [https://www.ecb.europa.eu/stats/ecb\\_surveys/space/shared/pdf/ecb.spacereport202212~783ffd46e.en.pdf](https://www.ecb.europa.eu/stats/ecb_surveys/space/shared/pdf/ecb.spacereport202212~783ffd46e.en.pdf)

### Economic

#### State

Cash is issued by the state and considered public money, while digital money is issued by commercial banks, which are profit-driven businesses.

Martijn, M. (2023, January 18). Waarom het erg is dat contant geld verdwijnt. De Correspondent. <https://decorrespondent.nl/14140/waarom-het-erg-is-dat-contant-geld-verdwijnt/b1781563-c3d9-0dec-186c-41c389533125>

### Economic

#### Trend

There's a movement toward a values-based economy where actions and contributions within communities hold more significance than monetary transactions.

### Economic

#### Trend

Social media triggers a constant desire for new items, leading to a cycle of temporary satisfaction where 'wants' are more important than 'needs.'

### Economic

#### Development

Previously strong symbols of a global economic order, like the World Trade Organization (WTO), are losing influence as tensions grow between the US and China.

Oxford Analytica. (2017). Global Trends to 2035: Geo-politics and international power (By L. Schmertz; Report PE 603.263) [PDF]. European Union. <https://doi.org/10.2861/800293>

### Economic

#### Trend

Banking is embracing the "one-stop-shop" model, offering customers a full financial ecosystem with integrated services like deposits, payments, loans, and shopping.

Ayadi, R. (2019). Changing Role of Banks in the Financial System. Banking Business Models. [https://doi.org/10.1007/978-3-030-02248-8\\_2](https://doi.org/10.1007/978-3-030-02248-8_2).

### Economic

#### Trend

Open banking, driven by APIs (Application Programming Interfaces), allows third-party developers to build applications and services around the financial institution.

Premchand, A., & Choudhry, A. (2018). Open Banking & APIs for Transformation in Banking. 2018 International Conference on Communication, Computing and Internet of Things (IC3IoT), 25-29. <https://doi.org/10.1109/IC3IoT.2018.8668107>.

### Economic

#### Trend

Gen Z is not aware of banking principles, especially that banks use customers' money to make investments.

### Economic

#### Trend

Gen Z use multiple banking platforms for different needs, like Revolut for foreign currency, traditional banks for daily use, and Splitser for shared expenses.

### Economic

#### Trend

Gen Z understand how banks operate generally but lack awareness of where banks specifically invest their money.

### Economic

#### Trend

Gen Z experiences an emotional disconnect from the feeling of spending or lending while using Splitser

### Economic

#### Trend

Gen Z prefer to spend on immediate needs rather than overthink long-term savings.

## Environmental context factors

### Environmental

#### Development

The era of global warming has ended; the era of global boiling has arrived

Amnuaylojaroen, T. (2023). Perspective on the Era of Global Boiling: A Future beyond Global Warming. *Advances in Meteorology*. <https://doi.org/10.1155/2023/5580606>.

### Environmental

#### Trend

There is climate anxiety and pessimism about humanity's ability to address environmental crises effectively

### Environmental

#### Development

Climate change is directly contributing to humanitarian emergencies from heatwaves, wildfires, floods, tropical storms and hurricanes and they are increasing in scale, frequency and intensity.

Manfredi, C., & Nail, S. (2021). Climate and environmental emergency: a case for a humanities approach. *E-rea*. <https://doi.org/10.4000/erea.12174>.

### Environmental

#### Trend

There is a shift toward eco-conscious shopping, yet consumers still seek to satisfy shopping desires at a fast-fashion pace.

### Environmental

#### Development

Mirroring the 20th-century struggle for human rights, the next decade will be defined by a fight for the rights of natural ecosystems.

VML. (2024). The Future 100: 2024. In <https://www.vml.com/insight/the-future-100-2024>.

### Environmental

#### Trend

Gen Z think sustainably but often don't act on it, resisting big lifestyle changes.

### Environmental

#### Trend

Consumers are seeking products that support and elevate their lives on a functional level, more than vague corporate social responsibility claims that don't translate to solutions.

Mintel. (2024). 2025 Global Consumer Trends. In <https://www.mintel.com/insights/consumer-research/global-consumer-trends/>.

### Environmental

#### State

The SDGs provide a broader, more comprehensive way to measure a country's progress and development, moving beyond traditional economic indicators like GDP.

Menton, M., Larrea, C., Latorre, S., Martínez-Alier, J., Peck, M., Temper, L., & Walter, M. (2020). Environmental justice and the SDGs: from synergies to gaps and contradictions. *Sustainability Science*, 1-16. <https://doi.org/10.1007/s11625-020-00789-8>.

### Environmental

#### Development

ESG regulations are becoming standardized, and stakeholders are increasing pressure on companies to comply with ESG standards.

Bruno, M., & Lagasio, V. (2021). An Overview of the European Policies on ESG in the Banking Sector. *Sustainability*. <https://doi.org/10.3390/su132212641>.

### Environmental

#### Development

Sustainable finance has a key role to play in the world's transition to net zero by channelling private money into carbon-neutral projects

Kong, F. (2022). A better understanding of the role of new energy and green finance to help achieve carbon neutrality goals, with special reference to China. *Science Progress*, 105. <https://doi.org/10.1177/00368504221086361>.

### Environmental

#### Trend

Gen Z is questioning the authenticity of corporate efforts to claim "sustainable" practices.

### Environmental

#### Trend

Gen Z is aware of the need for change, they often feel that their personal efforts are insignificant without systemic, large-scale action from higher authorities or institutions.

## Technological context factors

### Technological

#### Trend

Half of the Dutch population (48%) has little or no concern about their digital security in private situations.

Wiegman, S. (2024, September 27). Helft Nederlanders maakt zich (enige) zorgen over digitale veiligheid. Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/helft-nederlanders-maakt-zich-enige-zorgen-over-digitale-veiligheid/>

### Technological

#### Trend

Despite the awareness that much content may be fake, people continue to consume it. There's a shift in how people engage with media, becoming more skeptical but still captivated by it.

### Technological

#### Trend

The use of social media and AI as key sources of information is rapidly increasing, particularly among Gen Z, shaping how they access, share, and interpret knowledge.

Valk, N., Fromme, J., (2024). What's happening online 2024. Ruigrok.

### Technological

#### Trend

Gen Z relies on technology and social media platforms for communication, information, and entertainment.

### Technological

#### Development

In 2024, the smartphone has overtaken the laptop: smartphone use for internet access has been growing for years, and it is now the most-used device for accessing the internet.

Valk, N., Fromme, J., (2024). What's happening online 2024. Ruigrok.

### Technological

#### Trend

Gen Z is becoming more aware of how technology affects their focus and social interactions, especially as they feel more distracted by notifications and screens.

### Technological

#### Trend

The average Dutch Gen Z-er consumes around 25 hours of content per week.

Valk, N., Fromme, J., (2024). What's happening online 2024. Ruigrok.

### Technological

#### Trend

For gen Z, social media and AI are the new standard for obtaining information

### Technological

#### Trend

Personal AI now interacts naturally—seeing, hearing, and speaking with us. As these digital companions learn more about us, they adapt better to our needs, making interactions feel more human.

VML. (2024). The Future 100: 2024. In <https://www.vml.com/insight/the-future-100-2024>.

### Technological

#### Trend

There's a growing difficulty in distinguishing between real and fake content, especially with the rise of manipulated images and videos.

### Technological

#### Trend

Document and biometric verification processes will grow across a wide industries.

Bibi, K., Naz, S., & Rehman, A. (2019). Biometric signature authentication using machine learning techniques: Current trends, challenges and opportunities. *Multimedia Tools and Applications*, 79, 289-340. <https://doi.org/10.1007/s11042-019-08022-0>.



## Cultural context factors

### Cultural

#### Trend

Social media enabled instant sharing of ideas, traditions and customs.

### Cultural

#### Trend

Music, movies, literature, fashion, and art are easily accessible worldwide, shaping global trends.

### Cultural

#### Principle

Unity is one of the most important principles of design. Unity is often used to create a sense of order and purpose.

### Cultural

#### Development

Globalization has led to substantial shifts in culture, politics, religion, economy, and scientific disciplines, transforming national identity.

### Cultural

#### Development

Gender fluidity is used as an opportunity to explore the concept of gender and sex before deciding on a solidified gender expression or identity.

Berghman, M., & Hekkert, P. (2017). Towards a unified model of aesthetic pleasure in design. *New Ideas in Psychology*, 47, 136-144. <https://doi.org/10.1016/J.NEWIDEAPSYCH.2017.03.004>.

Akhatova, A., Aralbay, S., & Abdrakhmanova, K. (2024). Transformation of national identity in the context of globalization. *Bulletin of the Karaganda university History. Philosophy series*. <https://doi.org/10.31489/2024hph2/219-228>.

Gosling, J. (2018). Gender Fluidity Reflected in Contemporary Society. *Jung Journal*, 12, 75 - 79. <https://doi.org/10.1080/19342039.2018.1479080>.

### Cultural

#### Trend

A brand is no longer a distinct, static entity; it's an all-encompassing universe. A world-building brand

VML. (2024). The Future 100: 2024. In <https://www.vml.com/insight/the-future-100-2024>.

### Cultural

#### Trend

Co-creative futures - brands are giving consumers creative control over their products.

VML. (2024). The Future 100: 2024. In <https://www.vml.com/insight/the-future-100-2024>.

### Cultural

#### Trend

Gen Z has found ways to monetise their creativity and interests, transforming side hustles into serious business ventures.

Licensing. (2024, October 9). How Gen Z is Redefining Financial Futures in a Turbulent Economy. Truth. <https://www.truth.ms/post/how-gen-z-is-redefining-financial-futures-in-a-turbulent-economy>

## Political context factors

### Political

#### Development

Trust in political institutions is historically low. However, compared internationally, the Netherlands is still considered a "high-trust society."

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealen>

### Political

#### Trend

Gen Z wants fair treatment and open dialogue with institutions.

### Political

#### Trend

More people are participating in demonstrations, with the number of protests in big cities doubling over the last five years. Demonstrations are also increasingly spread across the country, indicating a broader engagement in social and political issues.

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealen>

### Political

#### Development

The "toeslagenaffaire" exposed a structural governance flaw and negatively impacted public trust in the government.

Wiegman, S. (2021, August 13). Vooral Toeslagenaffaire schaadt vertrouwen in overheid. Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/vooral-toeslagenaffaire-schaadt-vertrouwen-in-overheid/>

### Political

#### Development

Polarization is getting more extreme through social media and politicians, creating the impression that people disagree more often.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijkx, T. Reeskens, & I. Sieben (Eds.), Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study. Open Press TIU. <https://doi.org/10.26116/09eq-y488>

### Political

#### Trend

Lower- and middle-educated individuals have more confidence in "kabinet Schoof" (36%) than they did in Rutte IV (24% and 27%). For higher-educated individuals, only 21% have confidence in the new cabinet, whereas 35% had confidence in Rutte IV.

Therese. (2024, July 15). Vertrouwen in overheid gestegen, met name onder lager opgeleiden. Ipsos I&O Publiek. <https://www.ipsos-publiek.nl/actueel/vertrouwen-in-overheid-gestegen-met-name-onder-lager-opgeleiden/>

### Political

#### Trend

Young generations experience uncertainty about the economy, the housing market, and the climate; therefore, they seek a leader who takes initiative. There is an increasing desire for guidance, structure, and authority.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijkx, T. Reeskens, & I. Sieben (Eds.), Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study. Open Press TIU. <https://doi.org/10.26116/09eq-y488>

### Political

#### Trend

There's frustration with financial policies targeting students, contributing to a trend of distrust toward institutions

### Political

#### Trend

Trust in facts is declining, leading to facts being questioned more often. This is partly due to the rise of fake news and technological developments.

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealen>

### Political

#### Trend

Gen Z is pushing for shared responsibility.

## Demographic context factors

### Demographic

#### Development

The demand for housing is increasing due to factors like an aging population, immigration, and the rise in single-person households.

Zhang, Y., Jin, H., Xiao, Y., & Gao, Y. (2020). What are the Effects of Demographic Structures on Housing Consumption? Evidence from 31 Provinces in China. *Mathematical Problems in Engineering*, 2020, 1-14. <https://doi.org/10.1155/2020/6974276>.

### Demographic

#### Development

There's a growing interest in cooperative housing as it can be a solution to the housing crisis, addressing both affordability and the increasing demand for communal living.

Van Bockxmeer, J. (2024, March 8). Er is een oplossing voor de wooncrisis: samen bouwen. Maar dan moeten banken wel meedoen. *De Correspondent*. <https://decorrespondent.nl/15175/er-is-ee-oplossing-voor-de-wooncrisis-samen-bouwen-maar-dan-moeten-banken-wel-meedoen/9a7dc85e-101c-01ed-3070-5cc7766372b1>

### Demographic

#### Trend

Due to the rising challenge of finding housing, many people feel unsure about their future living situations.

### Political

#### Development

Trust in political institutions is historically low. However, compared internationally, the Netherlands is still considered a "high-trust society."

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealén>

### Political

#### Trend

More people are participating in demonstrations, with the number of protests in big cities doubling over the last five years. Demonstrations are also increasingly spread across the country, indicating a broader engagement in social and political issues.

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealén>

### Political

#### Development

Polarization is getting more extreme through social media and politicians, creating the impression that people disagree more often.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijckx, T. Reeskens, & I. Sieben (Eds.), *Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study*. Open Press TiU. <https://doi.org/10.26116/09eq-y488>

### Political

#### Trend

Young generations experience uncertainty about the economy, the housing market, and the climate; therefore, they seek a leader who takes initiative. There is an increasing desire for guidance, structure, and authority.

Gielens, E., & Muis, Q. (2022). Same Old, Same Old? Value Change and Stability in the Netherlands. In R. Luijckx, T. Reeskens, & I. Sieben (Eds.), *Reflections on European Values: Honouring Loek Halman's Contribution to the European Values Study*. Open Press TiU. <https://doi.org/10.26116/09eq-y488>

### Political

#### Trend

Trust in facts is declining, leading to facts being questioned more often. This is partly due to the rise of fake news and technological developments.

Ministerie van Algemene Zaken. (2021, November 30). Opkomen voor idealen. Trends Voor Overheidscommunicatie | CommunicatieRijk. <https://www.communicatierijk.nl/vakkennis/trends-voor-overheidscommunicatie/actueel-trendoverzicht/trend-opkomen-voor-idealén>



# Appendix J

## New attitude

### New attitude of a bank in 2035

**Main insights:**

- The insights from the interviews with Gen Z reveal a significant gap in understanding what the basic principle of banking is
- Gen Z is unaware of the fact that banks actively invest their money, assuming their money simply "sits" in an account.
- Money fuels bank profits, yet the current system often fails to reflect gratitude for this essential role.
- In a future 'take & give' culture, banks should adopt a more appreciative and transparent attitude toward consumers.

**Goal:**

Trigger Gen Z to think about the basic principle of banking

**Message:**

Triodos is a bank that breaks away from the traditional, transactional approach. By focusing on giving back—to customers and the world—Triodos signals that they value purpose over profit.

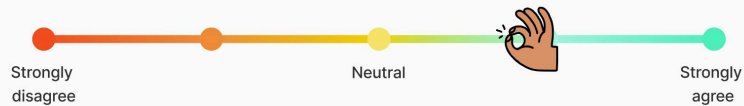
**Values of Gen Z:**

open honest real funny clarity relatable

self-expression guidance

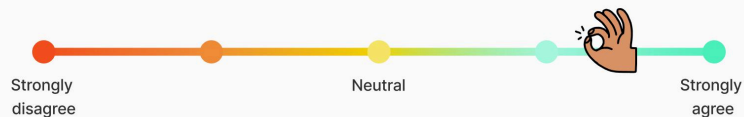
## Feasibility

An attitude that can be created with new or existing technology



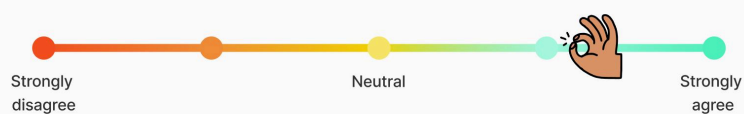
## Viability

An attitude that will be profitable



## Desirability


An attitude that people want or need




# Appendix K

Chapter	Artificial Intelligence used
1	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
2	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
3	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
4	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
5	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences ChatGPT to support me with coding themes GoodTape.io to transcribe recordings MidJourney to visualize the envisioned futures during the game
6	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
7	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences ChatGPT to support me with coming up with clusters and axes MidJourney to visualize the four future scenarios
8	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences GoodTape.io to transcribe recordings
9	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
10	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences
11	ChatGPT to rephrase sentences and check grammar ChatGPT to translate sentences

# Appendix L





## IDE Master Graduation Project

### Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

#### STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	Buitenhuis	7326	IDE master(s)	IPD <input type="checkbox"/>	Dfl <input type="checkbox"/>	SPD <input checked="" type="checkbox"/>
Initials	I.H.		2 <sup>nd</sup> non-IDE master			
Given name	Isa		Individual programme (date of approval)			
Student number	4800109		Medisign	<input type="checkbox"/>		
			HPM	<input type="checkbox"/>		

#### SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2<sup>nd</sup> mentor

Chair	Bart Bluemink	dept./section	MOD
mentor	Emma Schalkers	dept./section	MOD
2 <sup>nd</sup> mentor			
client:	Fabrique		
city:	Rotterdam	country:	The Netherlands
optional comments			

! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.

! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.

! 2<sup>nd</sup> mentor only applies when a client is involved.

#### APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Bart Bluemink

Digitaal ondertekend door Bart Bluemink  
Datum: 2024.09.11 22:42:15 +02'00'

Name

Bart Bluemink

Date

11 Sept. 2024

Signature

### CHECK ON STUDY PROGRESS

To be filled in by **SSC E&SA** (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair.  
The study progress will be checked for a 2<sup>nd</sup> time just before the green light meeting.

Master electives no. of EC accumulated in total  EC

Of which, taking conditional requirements into account, can be part of the exam programme  EC

<input checked="" type="checkbox"/>	YES	all 1 <sup>st</sup> year master courses passed
<input type="checkbox"/>	NO	missing 1 <sup>st</sup> year courses

Comments:

Sign for approval (SSC E&SA)



Rik Ledoux  
2024.09.13  
09:31:03 +02'00'

Name

Date

Signature

### APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team  
comply with regulations?

YES	<input checked="" type="checkbox"/>	Supervisory Team approved
NO	<input type="checkbox"/>	Supervisory Team not approved

Comments:

Based on study progress, students is ...

<input checked="" type="checkbox"/>	ALLOWED to start the graduation project
<input type="checkbox"/>	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Monique  
von Morgen

Digitally signed by  
Monique von Morgen  
Date: 2024.09.25  
11:32:59 +02'00'

Name

Date

Signature

## Personal Project Brief – IDE Master Graduation Project

Name student **Isa Buitenhuis**

Student number **4800109**

### PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

#### Project title

Envisioning the future role of financial services shaped by Gen Z

*Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.*

#### Introduction

*Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)*

The actual global market complexity is demanding holistic studies seeking to balance the economic, social and environmental needs in such a way that organizations contribute positively to the larger ecosystem in which they operate. Traditional markets are changing and must find the middle ground between economic growth and the exploitation of natural resources. (Schlange, 2006)

One of these traditional markets is the financial market. This sector is undergoing significant disruption due to rapid digitalization, the rise of cross-industry platformization, the integration of AI technologies, and a growing emphasis on sustainability. These changes are reshaping customer expectations and transforming value chains in banking.

As the oldest members of Generation Z enter the workforce and begin shaping their financial futures, banks are focusing on understanding this key demographic. Gen Z's financial habits differ from previous generations as they demand seamless digital services, prioritize convenience, and value sustainability in their financial interactions.

We define stakeholder as "any group or individual who can affect or is affected by the achievement of the organization's objectives." (Freeman, 1984) In the context of sustainable banking, key stakeholders include sustainable banks (such as Triodos), Generation Z customers, financial regulators, employees within the banking sector, and cross-industry platform partners. Given this definition, it is also essential to acknowledge nature as a stakeholder.

In the domain of sustainable banking, despite 60% of the world's leading banks committing to net-zero targets. It has therefore become difficult for customers to distinguish between genuinely sustainable banks and banks that claim they're sustainable. Furthermore, over 90% of individuals in the Netherlands used online or mobile banking in 2023, contributing to the rise of neobanks and fintechs. (figure 1) Neo banks, appealing to younger audiences, are aggressively entering new markets by offering industry-leading, customer-centric services and setting new benchmarks for customer satisfaction. (figure 2)

→ space available for images / figures on next page





## Personal Project Brief – IDE Master Graduation Project

### Problem Definition

*What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.  
(max 200 words)*

As Gen Z emerges as a key demographic with distinct needs and values, financial services must evolve to engage this generation effectively. This requires rethinking and reshaping their role, not just as an ethical financial institution. The goal is to explore needs, behaviour and expectations of Gen Z regarding sustainable financial services.

### Assignment

*This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:*

Create a bold vision for the future role of financial services in the Netherlands, translate the vision to actionable steps for Triodos and design a reimagined interaction that connects and engages with Gen Z.

*Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)*

I am using the double diamond approach, which involves two phases: exploring an issue in depth (divergent thinking) and then taking focused, actionable steps (convergent thinking). In the first divergent phase, I conduct a literature review, including context analysis, customer research, competition analysis, targeting, and persona development. The first convergent phase uses the VIP method to come up with a future vision. This creates a frame of reference for future product development. (van Dijk, 2011) The process then moves into a second divergent phase, where I explore how to achieve this future vision, in the context for Triodos. I will be developing strategic and tactical roadmaps. In the final convergent stage, I respond to the opportunities and (re)design a (new) service for Triodos based on these insights.

### Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief.  
The four key moment dates must be filled in below

Kick off meeting	11 sept. 2024
Mid-term evaluation	6 nov 2024
Green light meeting	20 dec 2024
Graduation ceremony	29 Jan 2025

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input type="checkbox"/>
For how many project weeks	<input type="text"/>
Number of project days per week	<input type="text"/>

Comments:

### Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.

(200 words max)

I'm excited to start this project because I loved the sustainable banking course at KTH—it really got me hooked on the impact finance can have on society. Plus, working with a leading design agency like Fabrique is a huge learning opportunity that I'm eager to dive into. This project is a perfect fit for my final master's work, balancing design and strategy, to reimagine the future of banking.

My personal ambitions for this project are to validate the vision directly with users, not just within the company, and to back up my findings with bold, out-of-the-box arguments.