

# *Who is Generation E?*

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