## Contents

To Max	7
Acknowledgements	9
Foreword – Mathijs Euwema	13
Introduction – Steve Woodman	15
Chapter 1	
Paying it Forward: an Ancient Practice Given a Fresh Meaning	19
Chapter 2	
The Past, Present, Future and the Living	37
Chapter 3	
Generations Leading up to Gen Alpha, Beta	59
Chapter 4	
Trapped in 'The Now'?	79
Chapter 5	
What Future for Gen Z, Alpha, Beta?	95
Chapter 6	
'Glocal' Processes Underlying the Mindset of 'Paying it Forward'	115
Post Scriptum	
The Views of Young People	135
Endnotes	145