



Qaisar



# MAHMOOD

Jakten på  
svenskheten



NATUR &  
KULTUR

# Svensk?





# es it mean to be British – and does it still n

## Shazia Awan, 29

She was born and brought up in Wales and is co-founder of the Peachy Pink ladies' fashion and sports brand sold in 25 countries. She was recently named one of Management Today's '35 Under 35'. Awan is a former Conservative party parliamentary candidate.



## David Taylor, 29

He is shooting campaign manager for the Country-side Alliance. Born in Leicester, he worked in property, banking and finance, but left to pursue his passion for shooting and the countryside. A qualified deer stalker, he has his own herd of deer. He lives in Bedfordshire.



## Rowenna Davis, 27

She is a blogger and author of Tangled Up in Blue: Blue Labour and the Struggle for Labour's Soul. Born in London, she is a Labour councillor in Peckham Rye, south London, a multiracial ward affected by last summer's riots.



## Charlie Woodworth, 30

Born and bred in London, she has worked for a number of charities. She stood for the Greens as a local council candidate and says she is a professional campaigner and a feminist.



# Utblickar

## En värld i förändring

- Globalisering – hastighet och volym
- Världen krymper
  - 100 ggr billigare att resa
  - 1000 ggr billigare att kommunicera
- Migrationsströmmar skiftar snabbt
- Vi byter liv flera gånger om



# Är gemenskaper viktiga?





# Svenskheten är en lök



# Upplevelsekuben

