



Youth speak

POWERED BY AIESEC

Global Report 2016



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HOW CAN WE ENGAGE MILLENNIALS TO TAKE ACTION?





Ana Saldarriaga,
Global President
AIESEC International

At the same time, in 2015, over one million migrants and refugees crossed into Europe, causing a so called “refugee crisis”, as Europe struggled to deal with the increasing ingress. We witnessed continuous rise of terrorism, as proven by “The 2015 Global Terrorism Index”, which shows that “the total number of deaths from terrorism in 2014 reached 32,685, constituting an 80 per cent increase from 18,111 the previous year. This is the highest level ever recorded.”¹

In the above-mentioned context of our time, I believe AIESEC’s mission and vision of peace and fulfillment of humankind’s potential have never been more important. I am a proud leader of the organization that believes peace and fulfillment of humankind’s potential can be achieved by developing globally competitive, culturally aware and sensitive young leaders. That is why we relentlessly work on engaging and developing every single young person in the world; and why we partner with numerous business, civil society, government and media leaders to ensure collaboration and investment in young people becoming key players today and top leaders of tomorrow, who can utilize the enormous potential to build a better world.

There are currently around 1.8 billion young people aged 18-25 on this planet according to “The State of World Population 2014” report; comprising the largest youth generation in history. Some PwC and Deloitte studies state that those young people aka Millennials,

will comprise 75% of the workforce by 2030; they will in 15 years be the leaders, managers and CEOs who will decide how this world will be shaped.

The YouthSpeak Survey 2016 campaign tagline The Way the World Will Be Shaped by 2030 Depends On Us, therefore represents not only the tagline itself, but the idea and purpose behind the creation of the Survey this year. Youth is and will be the present and the future of building a better world and impacting it positively. In AIESEC we understand it is our and everyone’s responsibility to ensure we enable young people to develop leadership skills and mindset, enabling them to become – leaders of today, so that one day they can be the best possible versions of themselves and true leaders of tomorrow.

In order to achieve that, we have to understand what they are passionate about; what drives them in life; where and how they gather information; which leaders are an inspiration to them; what their values are and many other things - all in the hope to answer one key question, the question of the YouthSpeak Survey 2016: How to Engage Millennials to Take Action? The world doesn’t change with our voice but with our actions. However, a collective youth voice can shape actions of thousands of people across the world. So let’s ensure that the action of making your opinion be heard, can unleash a global youth movement.

The year 2015 was unique in many aspects. The world has witnessed events and occurrences happening for the first time in history.

For the first time ever, 193 world leaders unanimously adopted the new global agenda for sustainable development in September 2015, in New York. In December 2015 in Paris, 195 world leaders adopted the first ever global, universal and legally binding climate change agreement. The Secretary-General announced the first World Humanitarian Summit would be held in early 2016 in Istanbul, Turkey.

⁶“The 2015 Global Terrorism Index.” The Institute for Economics and Peace (IEP). IEP USA. Nov. 2015. <http://economicsandpeace.org>

Sources:

1. “The 2015 Global Terrorism Index.” The Institute for Economics and Peace (IEP). IEP USA. Nov. 2015. <http://economicsandpeace.org>

2. “The Power of 1.8 billion.” The State of World Population 2014. United Nations Population Fund (UNFPA). 2014.

THE WORLD IN 2030 & THE POWER OF YOUTH





Introduction to the AIESEC Youth Speak Report (2016)

by the UN Secretary-General's Envoy on Youth, Mr. Ahmad Alhendawi

Last September, 193 world leaders gathered to adopt an ambitious plan to end poverty, fight inequality, and tackle climate change: the 2030 Agenda for Sustainable Development.

The 2030 Agenda is unique for many reasons: it integrates social, environmental and economic spheres; it applies to all countries, rich and poor; and it was created by people everywhere, for people everywhere. The 2030 Agenda includes 17 Goals to achieve by 2030. The Sustainable Development Goals (SDGs) were set not just by policymakers and politicians but by everyday people from all around the world, and especially young people. Youth were at the heart of the Post-2015 Process which determined the SDGs, with more than 5 million young people in 194 countries voting on their priorities via the MY World 2015 campaign.

Not only were young people instrumental in setting the 2030 Agenda for Sustainable Development, they

are vital to its implementation. Today's generation of youth is the largest in history and close to 50% of the world's population is under 25 years old. We cannot hope to realize these Goals without galvanizing and working with half of the planet's population.

As the UN Secretary-General's Envoy on Youth, my office works with various UN agencies, civil society, member states and the private sector towards enhancing, empowering and strengthening the position of young people inside and outside of the UN System. We strive to empower a generation which knows about the Goals, cares about their success and is actively working towards their realization. We know that in order to work with young people and accurately represent them, it is essential to understand their priorities.

Last year, my office was proud to co-host the 2015 AIESEC Youth Action Summit at the UN, where we welcomed the decision by AIESEC to align its 2020 Strategy with the Sustainable Development Goals. The YouthSpeak survey is a testament to that commitment and an important tool for decision makers working on the SDG realization, by providing a channel for young people to have their thoughts and opinions heard.

This year's findings are especially pertinent as we begin the implementation phase of the SDGs, which have pledged to leave no one behind. According to the YouthSpeak Survey findings, only 45.5% of the 160,227 respondents know what the Sustainable

Development Goals are, meaning that too many youth still have never heard of them. Awareness of the Goals is a necessary first step towards engagement, and so we will amplify our outreach efforts to reach the broadest audience possible. We will do this through new initiatives and a proactive approach in engaging young people in the areas and channels they are already using, such as Facebook, Google, and television (the top three channels used by respondents, to stay informed on a daily basis, according to the survey's findings).

It is encouraging that the majority of respondents are optimistic about the future. When asked: "Do you think that your society will be a better or worse state in 15 years from now (by 2030)?" 68.4% of respondents said yes, but still a sobering 31.6% said no. Moreover, this generation believes that the government (35.9%) and youth-led organizations (20.8%) are the top two stakeholders that have the biggest ability to influence society. Since youth have the largest potential to positively impact the world over the next 15 years, we must ensure that young people have the tools and resources to make the world a better place.

Youth are ready to take the lead. We should take seriously the findings of this report and commit ourselves to working to mobilize and empower young people to take action on the SDGs to achieve our goals for people, planet, and prosperity by 2030.

A large crowd of young people, likely at a conference or festival, is shown with their arms raised in excitement. The image is overlaid with a semi-transparent teal filter. Several circular icons are scattered across the scene, including a lightbulb, gears, a rocket, a wrench and pencil, and a speech bubble. The text 'MILLENNIALS ARE NOT THE BEST KEPT SECRET ANYMORE' is centered in white, bold, uppercase letters.

**MILLENNIALS ARE NOT THE
BEST KEPT SECRET ANYMORE**



Dmitriy Dubovik,
Global Vice-President and YouthSpeak
Research Leader, AIESEC International.

YouthSpeak Survey powered by AIESEC, is a global insight survey created by youth for youth, designed to understand what young people care about and how they would like to be engaged. Launched on October 9th 2015, with the key question How To Engage Millennials To Take Action, the survey features 160,227 responses from youth globally and aims to collect 1 million responses by the end of 2016.

In an attempt to understand what young people care about and how they would like to be engaged towards issues that matter to them, the Survey features questions such as: Do you believe that the world will be in a better or worse state by 2030; which issue are you most passionate about; if you could be paid for anything, what would you do?

With lack of humanity being the biggest fear youth have for the world, it is crucial to understand whom young people consider to be their role models and how they perceive leadership. According to YouthSpeak Survey, characteristics young people value the most in their leaders are empathy, care, courage, vision, passion, responsibility, confidence and determination. These answers reveal the shift towards a more human aspect of leadership, as well as the focus on the feelings and well being of individuals. In addition, the most trusted information sources for Millennials are their academic leaders, parents and friends, while senior managers and public figures rank the lowest spots. Such allocation correlates with the main motives young people have in life: family, purpose in life and love take the top 3 spots, while power and authority, social status and recognition end up in the bottom of the list. Data which helps us understand Millennials differs a lot from their parents and elder generations, who lead them and teach them.

YouthSpeak survey, a part of the Youth4GlobalGoals campaign that aims to mobilize as many young people as possible to contribute to the Sustainable Development Goals, also gives us food for thought on how to do it the best way possible. In total 55% of Millennials still don't know about the "plan for humanity" adopted by 193

United Nations' member states. Moreover, only 38% of young people know about the sustainability policy of their country/territory. Both facts demonstrate a huge gap in the level of awareness and understanding, and pose an important question: What should be our first step to engaging this generation?


The majority of respondents (30%) prefer experiential learning experiences such as volunteering, exchange, workshops and study tours as activities to learn from and grow both professionally and personally. Knowing that and the fact that top issues they care about are quality education (16,8%), no poverty (11,5%) and good health (10,1%) we conclude that it is imperative for all the sectors of the society to work together in ensuring that there are enough opportunities for youth to engage in contributing to these issues.

For anyone who is looking to engage Millennials in a successful way, AIESEC advises to dive deeper into the data and understand what youth is passionate about, what drives them, whom they trust, what they would like to contribute to and how they would like to be engaged.

We hope that you enjoy the report we compiled based on the data from YouthSpeak Survey 2016.



KNIT!
Desire utt
PLANN

A group of diverse students is gathered in a classroom, looking at a laptop screen. A large, semi-transparent circular graphic is overlaid on the right side of the image. Inside this circle, the text 'The Unspoken Truth' is displayed in a blue, sans-serif font. The word 'The Unspoken' is in a smaller, regular weight, while 'Truth' is significantly larger and in a bold, italicized weight. The background of the entire image is a blue-tinted photograph of the students.

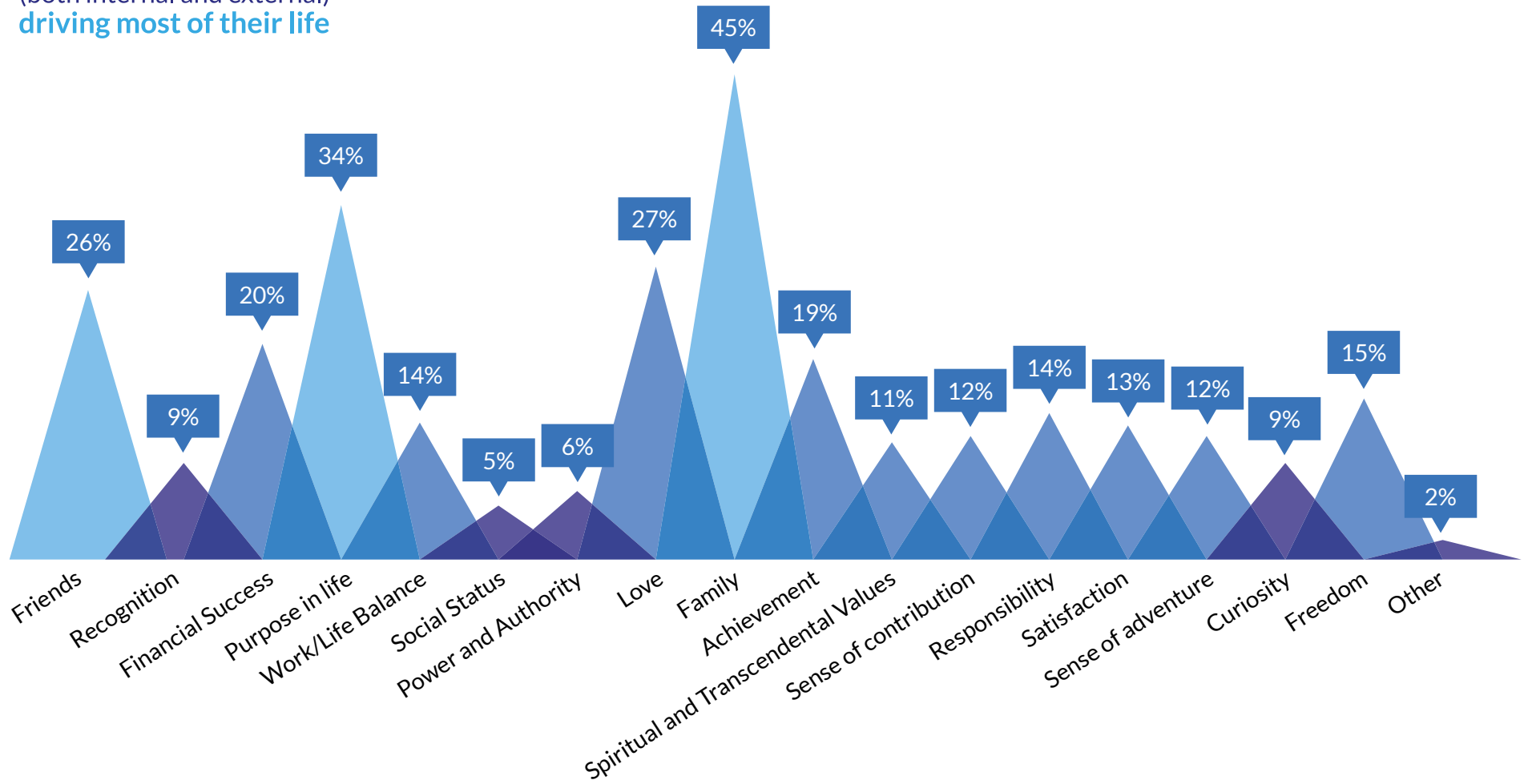
The Unspoken
Truth

Motivated Millennials - powered by *purpose*.

If you think about millennials, you most likely also think about purpose. The drive to always be a part of something bigger than themselves is a thriving character trait of this generation. A sense of self awareness and strategic passion is exuded by these twenty-somethings, that is inescapable not only for those around them but millennials themselves. In past decades, the value of your life was centered around how much money you made and what type of business ladder you could climb. Millennials are concerned with something more. Millennials still strive to excel in their workplaces, but only if they feel connected to work towards a defined purpose and see their roles working towards that end goal. Millennials want to make sure they are doing their part- they are powered by purpose. They are willing to forfeit fat checks for a visible role they play in the world around them. They will stop at nothing, and be stopped by nothing, in order to work towards advancing and growing

Motives

(both internal and external)
driving most of their life



What
would they do
if they were
paid
for doing anything
they want



Travel



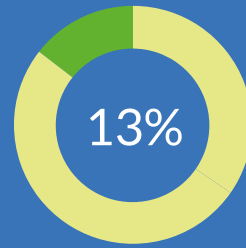
Help



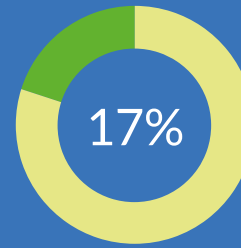
Teach



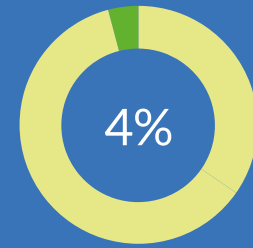
Build



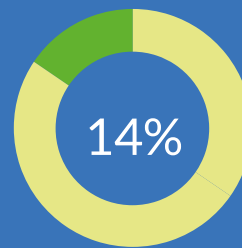
Meaningful work



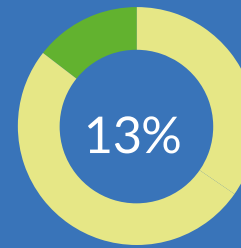
Global opportunities



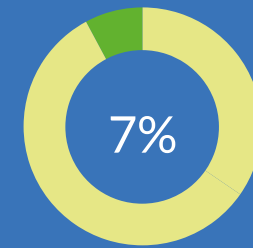
Alignment with area of study



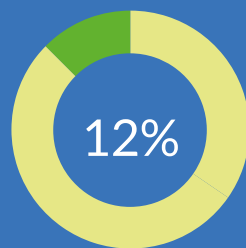
Training opportunities



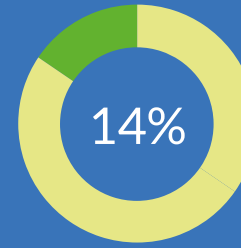
Work-life balance



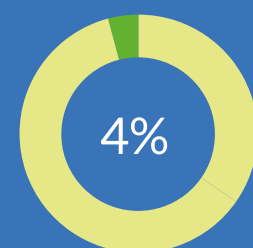
Salary / Compensation



Challenging work



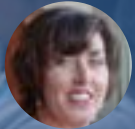
Constant learning



Employer with a strong brand

Most important things for them in the **first 5 years** after graduation

THE KEY MOTIVATIONS OF TODAY'S YOUTH



By Catherine Clothier,
Barrett Values Centre.
April 2016



**“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”
– George Orwell**

There is a new battle looming, one not fought with bombs over foreign lands but with Smartphones over YouTube. Move over, Generation X! Surrender, Baby Boomers! Millennials are coming to infiltrate your offices with the objective of taking over the working world as we know it. Or are they?

Journalists, academics and professionals everywhere muse over how we can bridge the gap between younger and older employees as they now come face to face to compete under the gentle buzz of florescent lighting. And with record numbers of Baby Boomers making their way out of the workforce and towards retirement, organizations around the world are concerned with how to attract and retain the Millennial generation. Much time, effort, and typeface is being devoted to making assumptions about this generation of people in terms of who they are and what they want.

SO WHO, EXACTLY, ARE THEY?

Millennials or Generation Y are those born roughly between 1982 and 2000. Studies from PwC and

Deloitte show that by 2020 millennials will form 50% of the global workforce and 75% by 2025. They are the first generation to be reared with what can only be described as wall-to-wall technology. From their earliest age, they have been bombarded with media and electronics such as cable TV, cell phones and personal computers. Being computer savvy may come from “nurture,” but it is second nature to them. From sheer exposure, this generation also has had more global perspective than their more senior members of the population. They can chat with friends around the world via the internet and research just about anything with the click of a mouse. They have also grown up with around the clock sensationalism in the news, and a growing concern over our natural resources.

As it seems with every emerging generation, Millennials have gained a reputation for a number of attributes acquired solely because of the time period they were born. Right or wrong, these perceptions are often the basis organizations, supervisors and co-workers use in their approach to people of this age group. Much of the research used to generate these assumptions has been based on observations, some polling and a lot of conjecture.

But what if we stripped away all of the preconceived notions about the Millennial generation and asked

them what values they hold personally? What would these values tell us about who they are?

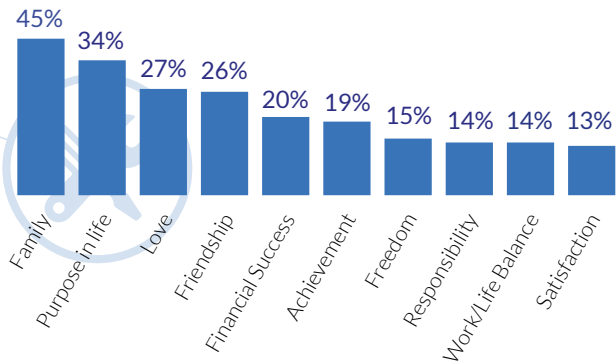
UNDERSTANDING OUR MOTIVATIONS

Richard Barrett built on the work of Abraham Maslow and shows that human beings operate across seven levels of consciousness and our motivations, what is important to us, can be linked to one of these levels. He also shows in his book Evolutionary Coaching that throughout our lives we are on a journey of development and that our motivations can change as we progress.

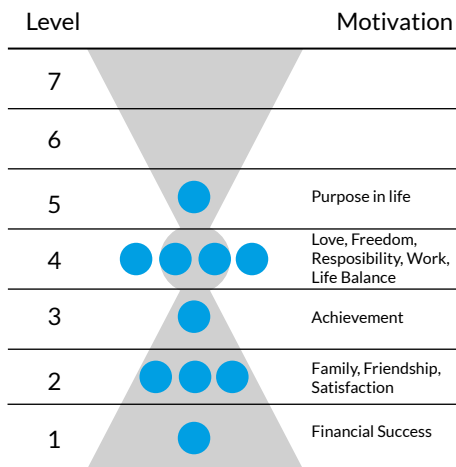
Level of consciousness	Motivation	Stages of development (usal age range)	What we need from the cultures in which we are
7	SERVICE TO HUMANITY Satisfying your need for selfless service	Serving (late 50s to early 70s)	Opportunities to serve others or care for the well-being of Earth's life support systems.
6	COLLABORATION WITH OTHERS Satisfying your need to make a difference	Integrating (late 40s to early 60s)	Opportunities to leverage your actions by aligning with owners who share the same values and purpose.
5	DEVELOPMENT OF INTERNAL COMMUNITY Satisfying your need to find meaning and purpose	Self-Actualising (late 30s to early 50s)	Opportunities to learn and grow personally by aligning your work with your values and purpose.
4	CONTINUOUS RENEWAL Satisfying your need for freedom and autonomy	Individuating (late 20s to early 40s)	Opportunities for adventure and challenges that allow you to explore and hone your gifts and talents.
3	PRIDE IN PERFORMANCE Satisfying your need to feel good about yourself	Differentiating (late 8 to early 30s)	Opportunities to grow professionally with feedback and coaching from people you respect
2	RELATIONSHIP Satisfying your need for love and belonging	Conforming (2-8 years)	Opportunities to live/work in congenial atmosphere where people respect and care about each other.
1	FINANCIAL STABILITY & SAFETY Satisfying your security and physiological needs	Surviving (birth to 2 years)	Opportunities to earn income or receive benefits that are sufficient to take care of your needs.

THE RESULTS

Looking at the global data the top 10 motivators, identified by the percentage of participants choosing these words, are shown below:



Plotting these on the Barrett Model show where most energy is focused across the seven levels, which area is most important to Millennials and where their next area for growth may be:



Millennials (or more accurately, the 150,000+ millennials who responded to this survey) most appreciate their relationships, feeling content and building strong connections with others. They currently place most attention on finding a sense

of independence and accountability to make the most of life. As they continue to grow and develop, this group is now starting to seek greater fulfillment, by trying to understand what their contribution is and how they can fully live this in their day to day lives. In previous generations, it seemed that starting to think about one's purpose occurred later in life, but this data from Millennials indicates that they are starting on this journey a decade earlier than their predecessors.

A SENSE OF PURPOSE

In 'What My Soul Told Me' Richard Barrett states:



"The 'gift' is your soul's purpose. It represents what you are passionate about in your life- what you want to develop in yourself that makes a positive difference to the world around you."

According to Daniel Pink, author of Drive: The Surprising Truth about What Motivates Us, there are three key factors above all others that lie at the heart of engagement- autonomy, mastery and purpose. In respect of purpose it was found that the most deeply motivated people hitch their desires to a cause larger than themselves. Researchers at the University of Rochester tracked the post-college success of students who had "extrinsic motivation"- to become wealthy or achieve fame (profit goals), and "intrinsic motivation"- to help others improve their lives, to learn and to grow (purpose goals). They found that those who had purpose goals, and were attaining them, reported higher levels of satisfaction and subjective well-being than they did when they were at college. Those with profit goals, and were attaining them, reported levels of satisfaction, self-esteem and positive affect lower or at the same level as when they

were at college. Although they were reaching their goals, they did not feel any happier. On the contrary, they showed increases in anxiety, depression and other negative indicators.

This is an important message for employers to understand. To engage Millennials, as well as helping them feel a bond with others they work with and empowering them to develop and grow, this expanding section of the workforce also expects to find a sense of meaning from the work they do. Traditionally employers have looked at using pay and rewards to motivate their people, and while being able to meet one's basic needs remains important, this new generation are not necessarily looking for the stability that comes with a 'job for life'. Instead they realise that feeling 'engaged' in their work is far more important and they are willing to move jobs to find what they are looking for. A Forbes Leadership article in August 2012 cited a study by Net Impact which found that 88% of workers considered "positive culture" important or essential to their dream job, and 86% said the same for work they found "interesting". Consequently, Millennials will readily move jobs to help them reach these objectives if they are missing in their current roles. To start to think more about what is important to you and where you are on your own journey you can go on-line and take a [Personal Values Assessment](#). Your own individual results will be sent to you via email, with some suggested exercises to help you explore who you are and what values you hold that are driving your decision making.

Do you think that your society will be in a better or a worse state in 15 years from now (by 2030)?



When you think about the future of the world, what is your biggest fear?

LACK OF HUMANITY



CORRUPTION



LACK OF RESOURCES



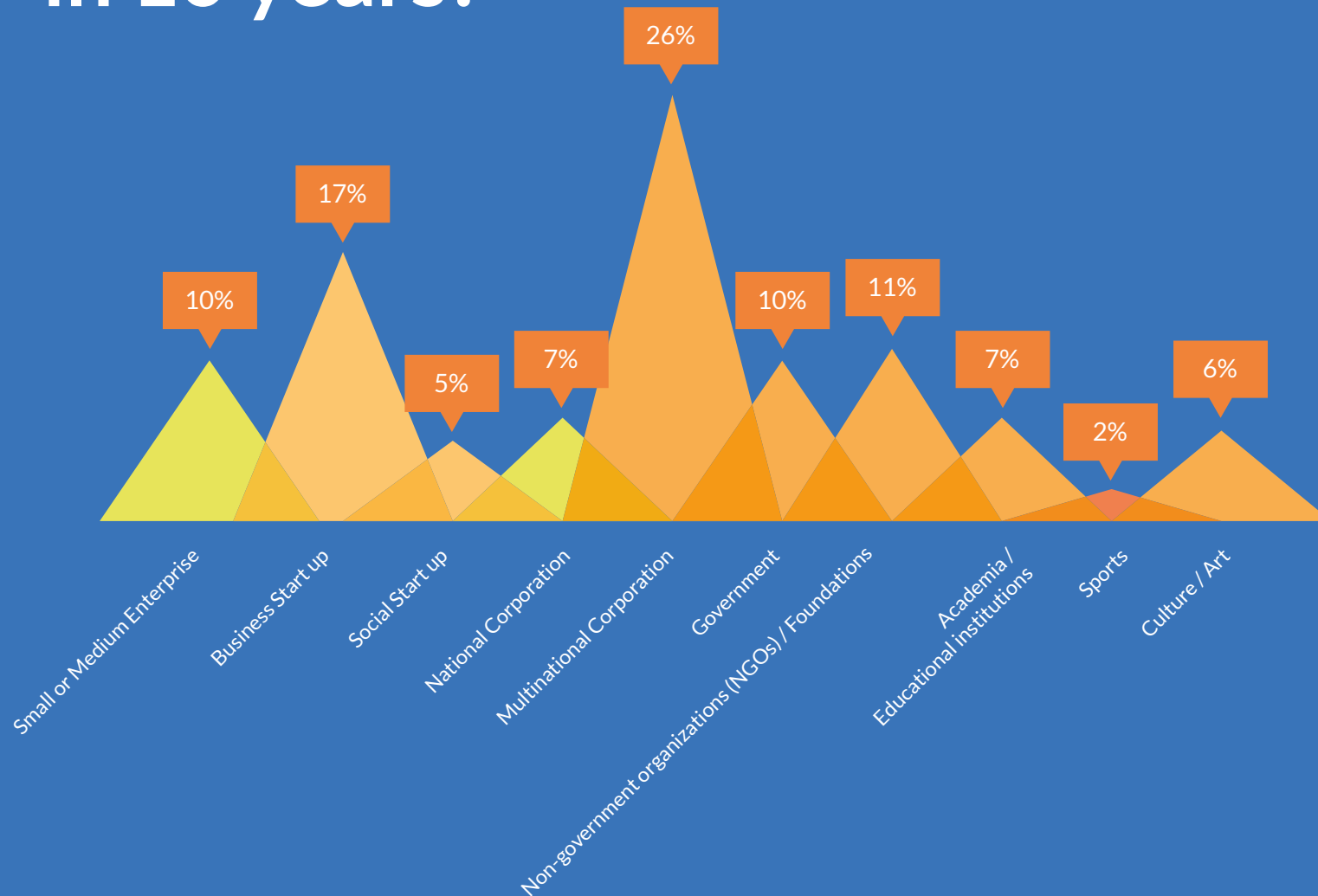
GLOBAL WARMING



WAR



Where do you see yourself working in 10 years?



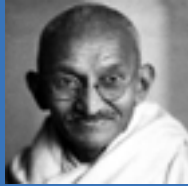
Trying to manage millennials? Give up and *lead them* instead

This generation is the first that we see the death of management in its traditional sense. The role of a manager is growing obsolete as workers of this generation are growing less and less responsive to this manner of hierarchy. Assigning tasks and turning your eyes until the deadlines are met does not fly with millennials. Whereas people used to be able to be managed in the workplace, millennials demand to be lead by their superiors. Millennials crave being taught how to lead a purposeful life and connect to the world around them through the guidance of their leaders. Self awareness, empowering others, being solution-oriented and living life as a world citizen are what leadership development millennials want to see from those leading them. It won't work to send out a report and demand strict deadlines without explanation anymore, millennials want to know why they're doing what they're doing and how it contributes to a bigger picture. The best way for them to do the things you want them to do is to have those things working towards a purpose millennials can get behind, and then leading them in how to approach that work. Give up already, they will not be managed. You need to lead them if you want them to move. And once they are lead effectively, they will not merely move, but soar.

Name one person
who you consider as a
great leader



Nelson
Mandela



Mahatma
Gandhi



Barak Obama



Steve Jobs



Martin
Luther King



Angela
Merkel



Vladimir
Putin



Determination



Confidence

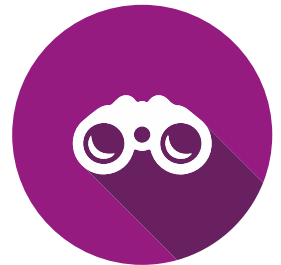


Empathy



Responsibility

Characteristic that makes
**that person a
great leader**



Vision



Care



Passion



Courage

LEADERSHIP IN THE EYES OF MILLENNIALS



Agnès Husserr,
Global Human Capital Leader
PwC International Limited

Change is certainly the name of the game in today's business environment. What's important now is our ability to recognize it, work with it and capitalize on it. The driving forces of change mean that leaders are now facing both the beauty and burden of one of the most exciting times of transition for the business world.

What does this mean for leadership?

[The 17 Sustainable Development Goals](#), which were launched last year at the United Nations, represent many future positive disruption opportunities. These goals ask us to change the way businesses, governments and society work, by identifying key impact areas, such as climate change, sustainability, geopolitical uncertainty, energy, infrastructure, economic growth and poverty.

For businesses to react to these changes, they need to ensure their talent processes are not only fit for now, they are future proof. The pace of change in the business environment has brought with it some new and some familiar leadership characteristics. Agility, authenticity, inclusiveness and transparency, for example, are now essential attributes for any leader. Even more important, is the need for a healthy pipeline of future leaders who share these skills and have the ability and opportunity to develop them.

With last year's global adoption of the 2030 Agenda for Sustainable Development, came the realization that our millennial population will be at the forefront

of achieving this exciting and impactful global change. That's why this year's YouthSpeak survey is such an interesting barometer of views on the characteristics of a good leader.

What YouthSpeak 2016 tells us about our future leaders

The results of YouthSpeak 2016 show that many of the characteristics millennials identify in leaders are the same characteristics any organization would look for in a leader today, particularly given the transformative change the business world is experiencing.

The respondents identified education as a key global priority. This demonstrates that millennials already possess a global mindset, as they are not only thinking of themselves and their careers, they are considering future opportunities for others to progress. With the current pace of change, learning agility is becoming increasingly important, and this result indicates that millennials look for leaders who will focus on developing their teams.

10 years from now, the majority of respondents see themselves working at a multinational company. This is partially about developing an international outlook that exposes people to new skillsets and increases cultural dexterity. However, it's also about global mobility and opportunities for learning and development while working overseas. Here, YouthSpeak echoes the results of PwC's [2013 NextGen global generational study](#). Global experience helps develop a greater understanding of the global business landscape. In today's digital economy, where it feels there are fewer boundaries, having an international outlook is increasingly important.

At PwC, we've continued to enhance and develop our global mobility programme to offer both short and long term assignments to our people. We're not

alone in this focus with 89% of organisations planning to increase their numbers of international mobile workers in the coming two years ([Modern mobility: Moving women with purpose, 2016](#)).

Our people strategy consciously supports development, through international assignments and experience working on secondments to other organisations. This not only means our workforce is more flexible and ready to cater to on the ground requirements in new or emerging markets, it also helps our people develop a global mindset, whether they are on assignment or at their home location learning from their colleagues abroad. The skills a global mindset bring are a critical part of our development and growth strategy.

This year's YouthSpeak survey highlighted confidence and passion as key leadership characteristics for millennials. Interestingly, these characteristics were displayed by the respondents themselves in the survey, with youth led organisations voted second only to government in their strength of influence on society. This is a positive indicator of **millennials awareness of their collective power**, the importance of teamwork and confidence in what they can achieve in society.

With family and purpose in life, the top two motivators of millennials in this year's survey, we know that **tomorrow's leaders want balance and meaning in their lives**. They want a strong link between who they are and what they do. Businesses across the world are beginning to understand that they need a clear, meaningful **purpose** and mandate for the decade ahead if they are to attract and retain the talent that will become their future leaders.

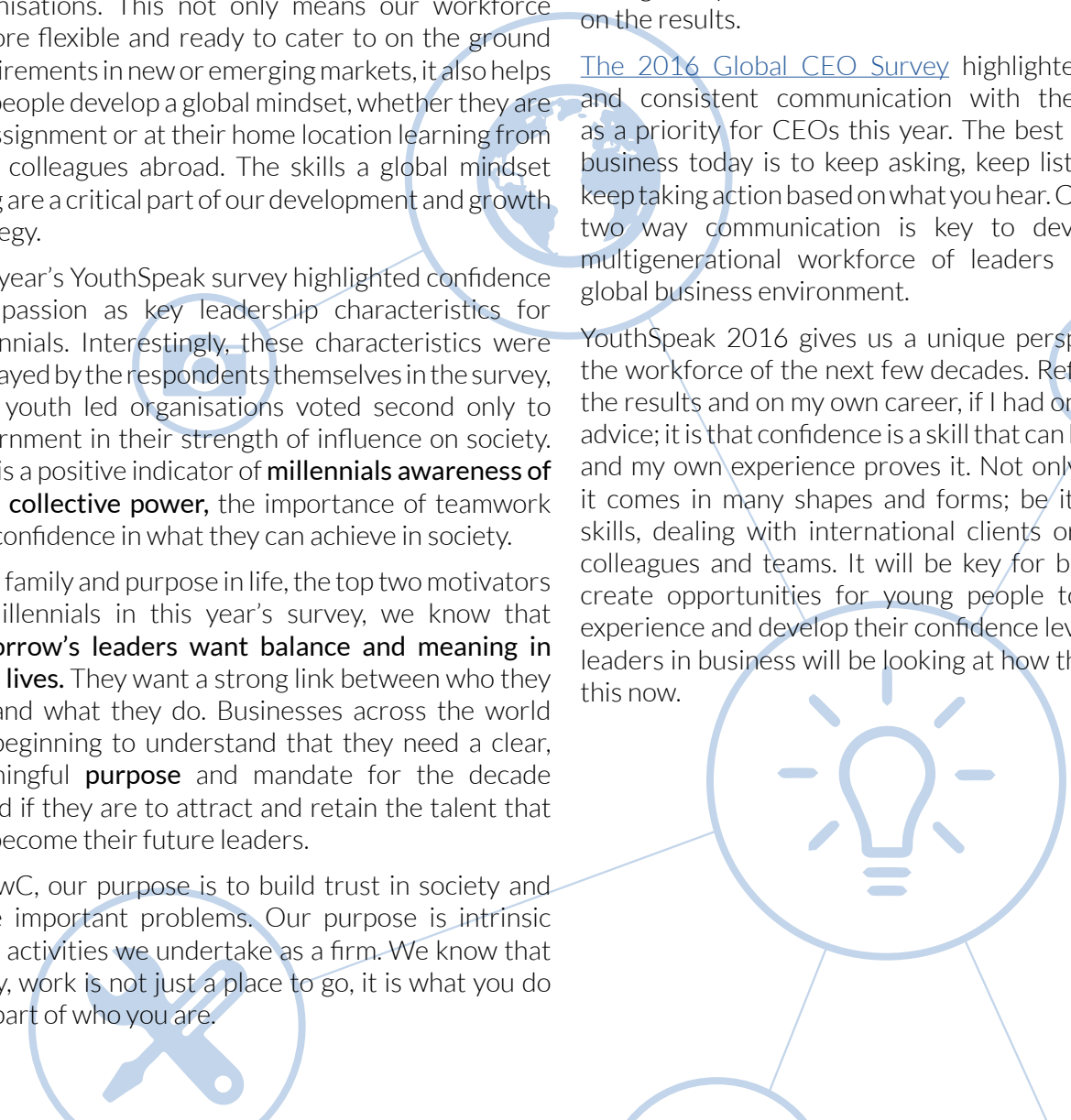
At PwC, our purpose is to build trust in society and solve important problems. Our purpose is intrinsic to all activities we undertake as a firm. We know that today, work is not just a place to go, it is what you do and part of who you are.

Keep asking...

A big priority for us is talking to our people. In addition to encouraging open two way communication within teams, we ask our people annually what it's like to work with PwC and request suggestions on how we can improve their experience. More important than asking the questions however, is that we take action on the results.

[The 2016 Global CEO Survey](#) highlighted reliable and consistent communication with their people as a priority for CEOs this year. The best advice for business today is to keep asking, keep listening and keep taking action based on what you hear. Continuous two way communication is key to developing a multigenerational workforce of leaders in today's global business environment.

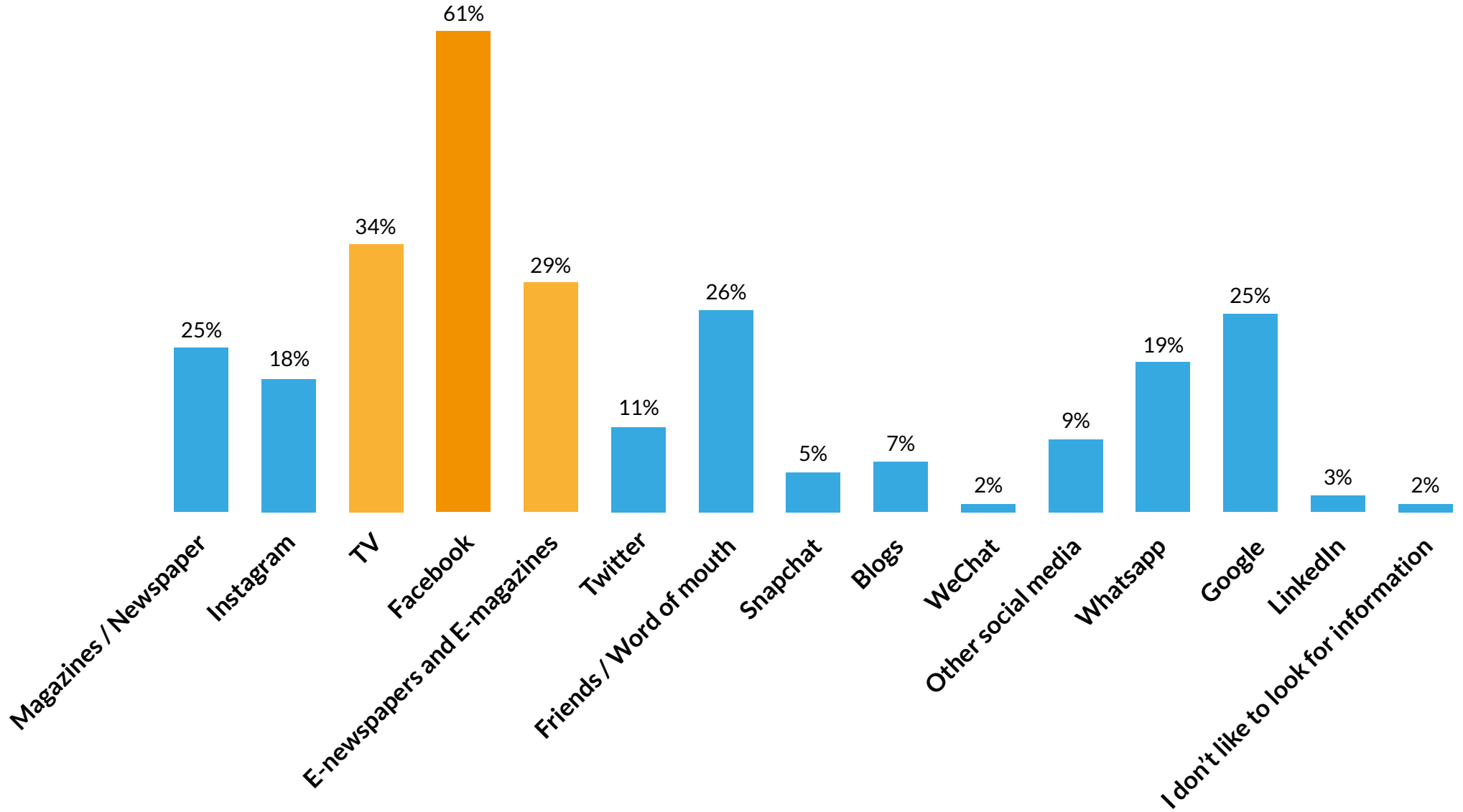
YouthSpeak 2016 gives us a unique perspective on the workforce of the next few decades. Reflecting on the results and on my own career, if I had one piece of advice; it is that confidence is a skill that can be learned and my own experience proves it. Not only that, but it comes in many shapes and forms; be it technical skills, dealing with international clients or inspiring colleagues and teams. It will be key for business to create opportunities for young people to get this experience and develop their confidence levels. Smart leaders in business will be looking at how they can do this now.



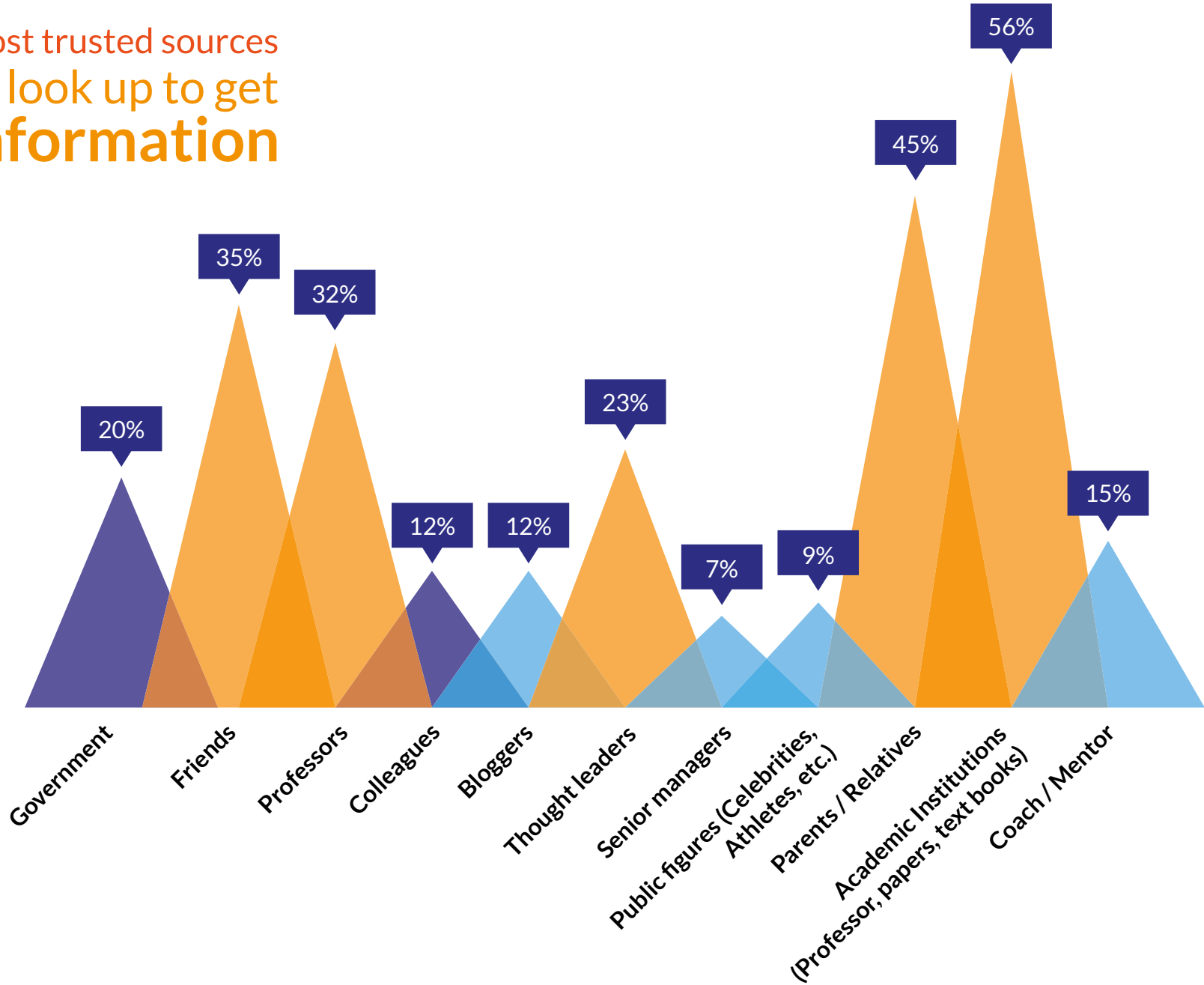
Engaging digital natives: *why? how? what?*

Information and communication technologies have changed our lives. Not only they provided us with new tools, but they are also changing many core concepts and values in society. Generation Y, also known as millennials or digital natives, are the first generation to grow up with this new technology. They think and process information in a totally different way than previous generation: they are “native speakers” of the digital language. This is a radical change, such that there is a big discontinuity between their generation and previous ones. Learn more about the way companies, governments and educational institutions are changing its processes to speak to and engage the generation of digital natives.

Channels they use the most to be informed on a day-to-day basis



Most trusted sources
to look up to get
information



The statements which they relate to the most



35%

I live on my smartphone and I find it convenient

20%

I live on my smartphone and I find it harmful

39%

I'm not dependent on my smartphone

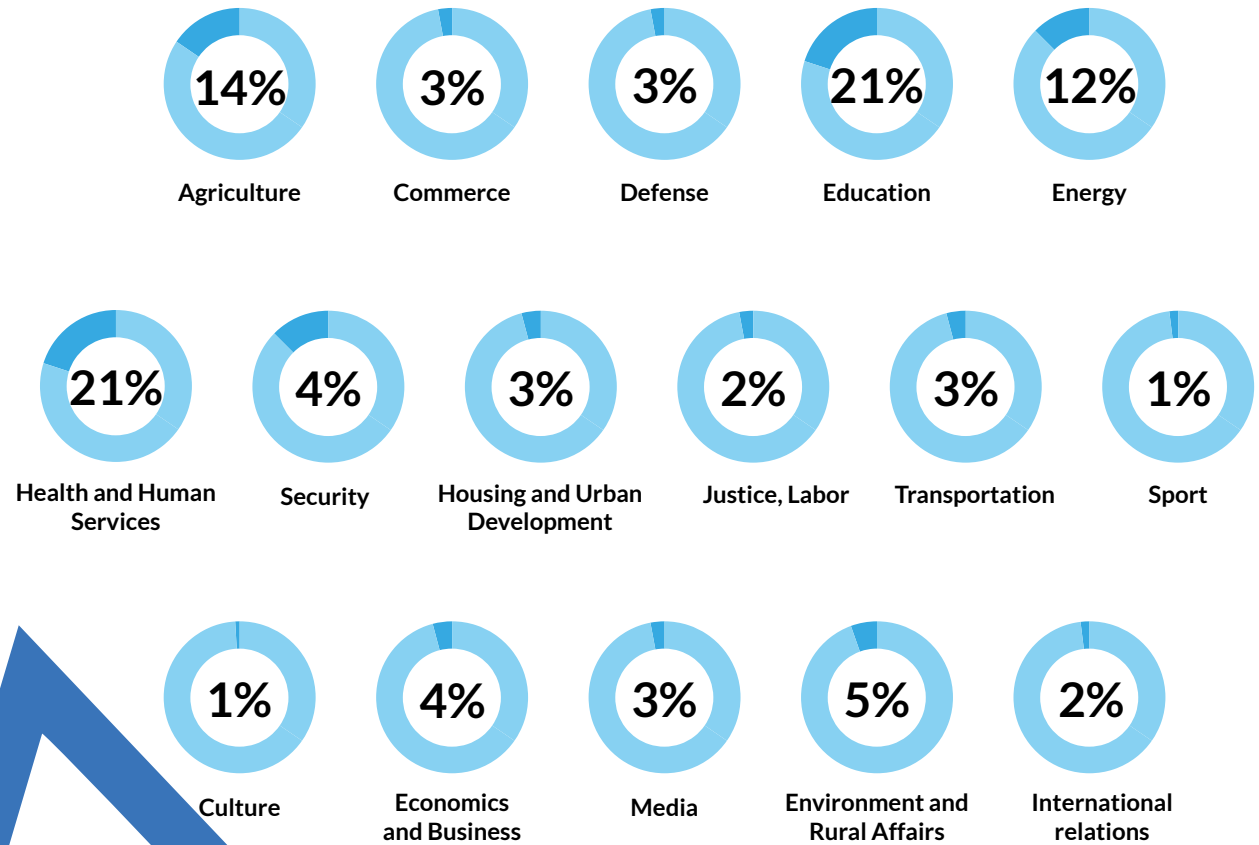
5%

I don't have a smartphone

1%

I don't have a mobile

Where do you see the need of technology the most?



ENGAGING MILLENNIALS: WHY? HOW? WHAT?





Marija Milanovic
Global AIESEC Coordinator,
Nokia

Imagine a world where education is not luxury, not defined by your place of birth and where every child has the possibility to receive primary education. Picture a world where we save lives in natural disasters by providing up-to-date information to rural areas or regions at risk. Imagine if we could give people more time and provide better services with the help of Internet of Things. At [Nokia](#), we work toward making these ideas a reality.

The role and importance of technology in today's fast and ever-changing environment is massive. With the explosion of newly connected devices, the world is hungry for different and innovative ways of connecting and communicating. We have witnessed, throughout the years, how technology has developed and influenced standards of living across the globe by making things easier, better and different. It has boosted industries, become vital for most businesses, and is now one of the most crucial elements for delivering growth. At Nokia, our vision is to be a leader in creating technology designed for people – dependable and meaningful technology that will influence people's lives.

The digital-native generation

Millennials, unlike previous generations do not define technology as “new” because they do not remember a time without it. They are the generation that grew up in the interconnected world, with easy and instant access to information at the touch of a button. The generation that was raised with broadband, smartphones, laptops and social media as the norm. They grasp the potential of the internet in a fundamentally different way than past generations, and

for them the world has always been shaped and reshaped by technology. When asked, “Which of the following statements relates to you the most”, 35% of young people answered that they “...live on their smartphones and find it convenient”. The way they use technology and their affinity towards the digital world influences how they think, work and communicate. Although many of these socially conscious, ambitious and young professionals are already shaping the global economy, their most important contribution will only be visible once they reach leadership roles in organizations, governments or public institutions.

According to the preliminary results of AIESEC's global Youth Speak Survey, respondents said that in the first 5 years after graduation, the most important things to them are global and training opportunities, constant learning and work-life balance, followed by meaningful and challenging work. This insight shows us that the capacity to attract and retain young talent does not depend on the compensation package, but rather on our ability to create a sense of belonging to an organization and space for personal and professional development.

At Nokia, we believe that innovation has no borders and no defined place in the organization chart; it comes from everyone and everywhere. That is a mindset that millennials fit in with perfectly. We are shaping Nokia's business environment by giving young people the opportunity to challenge themselves in the center of innovation, working side by side with some of the brightest minds in the industry while delivering projects that have an impact on billions of lives.

Let's look into future demographics. According to multiple studies, by the year 2020 millennials will be 50% of the workforce, and by 2030 70% of the workforce. The culture of the 21st century workplace will be defined by career aspirations, attitudes about work and knowledge of new technologies. However, today's reality is that organizations are struggling to attract and retain Millennials. The lack of information and deeper understanding about what this generation wants and aspires to is currently the biggest challenge facing employers.

Technology as a learning tool

The findings of the first YouthSpeak Survey edition tell us that Millennials see education as the burning issue in their countries. This comes at a time when, for the first time in human history, the majority of the world's population is not only literate but able to actively participate in conversations. Different studies show that technology has changed the way we communicate, socialize, play, connect and learn. A study from Oklahoma State University suggested that 75% of students agree that using technology enhances their learning experience. The true power of technology in education is highlighted by the fact that 54% of students said they are more willing to participate and be involved in a class that uses technology as a learning tool. In response to statistics on social needs, in 2012 Nokia's mobile-based education platform was implemented in 10 Kenyan schools to enhance learning of sciences with the focus on mathematics. In 2013, with the goal of exploring how mobile devices can contribute to literacy and education, we have supported UNESCO's Mobile Learning Week initiative.

The question remains: What next? Or more precisely a series of questions: How will business and society engage millennials to take action? How will Millennials reach out? What channels and forums will ensure minds meet? How will we ensure inclusivity? With universities and parents being the most trusted source of information we have to be sure that our ideas and plans are clear for them as well. If we want to tackle the education problem using technology we also need to address the computer literacy problem with the older generations. There is no ready one-size-fits-all solution to this. And yet, the answer is deceptively simple, albeit immeasurably difficult to realize. The starting point is the foundation of any functioning society or business – understand your audiences and their needs. Then engage openly with them. This goes back to Nokia's role in creating technology designed for people, to help achieve something meaningful, to positively influence people's lives.

The World for Global Goals, *One for All*

The emphasis on environmental, social, and economic sustainability has skyrocketed in the last generation. Businesses, governments, and citizens around the world are adopting more responsible and sustainable policies and practices at this very moment— and youth are no exception. Almost half of YouthSpeak participants are aware of and understand the SDGs, crediting both AIESEC and their universities for their awareness. As the inheritors of today's decisions and policies, it is crucial to not only ensure that all youth are exposed to the SDGs, but to nurture their drive and initiative to act on them. The future is bright when the leaders of tomorrow are focused not only on changing the world – but also, on sustaining it.

Do you know what the **Sustainable** Development Goals (SDGs) are
(Also referred to as the Global Goals)

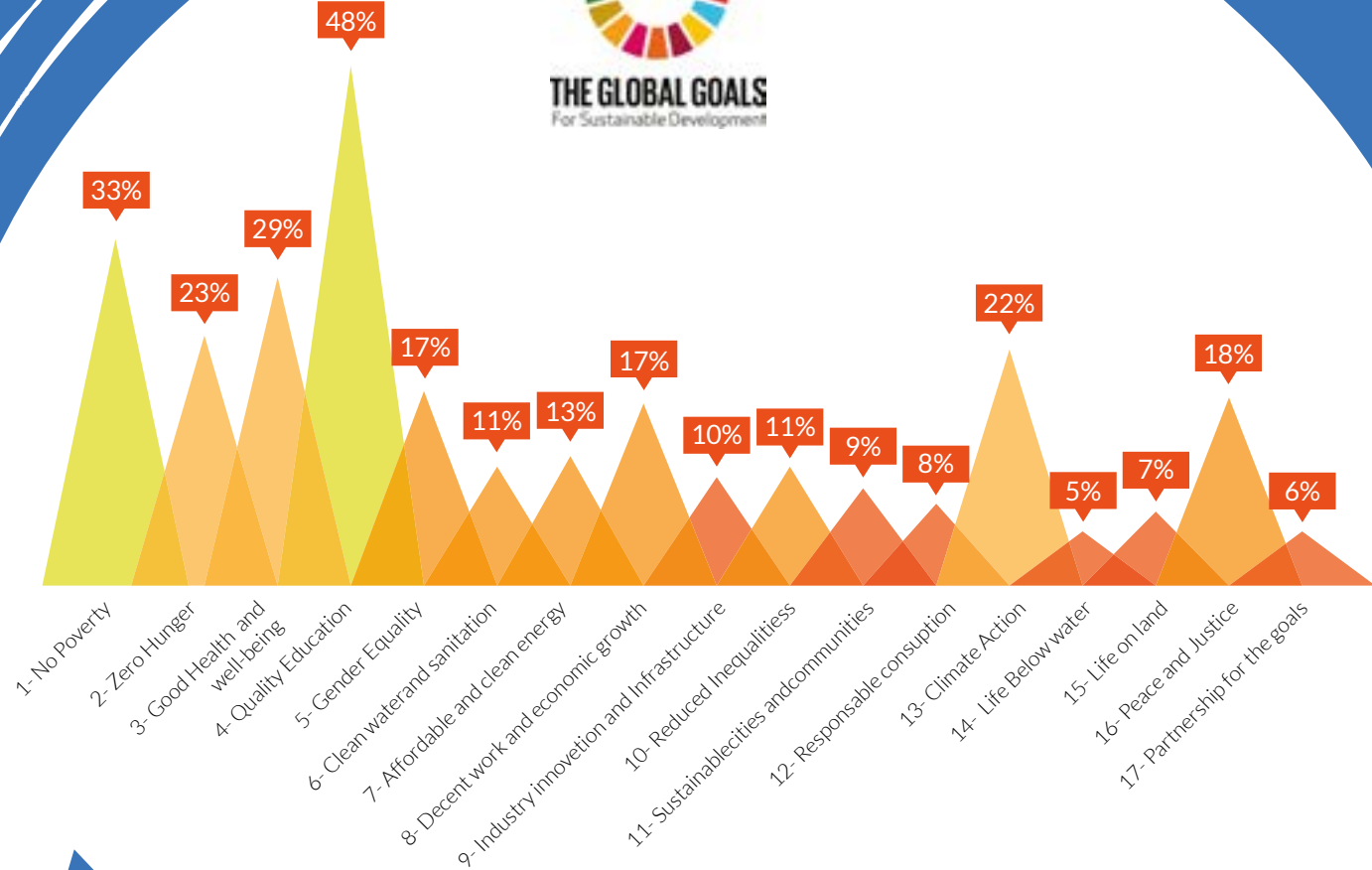
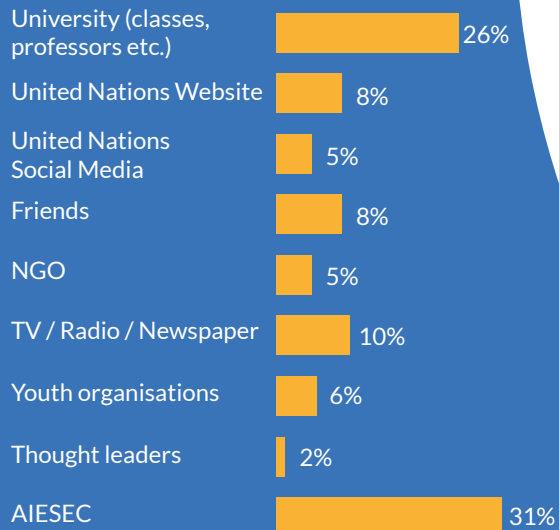


45%



55%

How do you know about the **Sustainable** Development Goals (SDGs)



Choose top **3** Sustainable Development Goals that you will act upon

SUSTAINABLE DEVELOPMENT GOALS, A GLOBAL BUSINESS PLAN



By Sergio Fernandez de Cordova,
Co-Founder & Chairman,
PVB LIC Foundation.



In 2015, the era of the Millennial Development Goals (MDGs) came to an end. While the eight aspirational goals set forth sixteen years ago brought tremendous, impactful changes throughout the world, we must now set our sights forward to 2030 and come together to build a world that is both sustainable and equitable. In 2016 the United Nations introduced the Sustainable Development Goals (SDGs). With nine more goals than the MDGs, the SDGs aim high. Some may protest they are too utopian, but with the active participation of national governments, corporations, NGOs, and individuals, the SDGs can and must be achieved.

Corporate social responsibility cannot be relegated to random acts of charity; instead it should ingrain the SDGs within a corporation's core business model ensuring the company's future success and the sustainability of the resources and people they depend upon. Companies like Microsoft have led the way. Imparting the importance of shared value on

internal stakeholders, they have brought education initiatives to the developing world as a way of opening new growth markets. The media, particularly social media, will be an indispensable tool in organizing the masses around concentrated efforts to achieve each of the seventeen SDGs by 2030. Angry Birds harnessed the power of social media with the hashtag #ANGRYBIRDSHAPPYPLANET, mobilizing individuals across the globe to take action to reduce climate change, and raising awareness of the SDGs. UN Secretary General Ban Ki-moon leads the way in actualizing the power of national governments, assembling world leaders to take on the SDGs, and motivating them to create powerful international consensus, as with the Paris Climate Change Agreement. All the tools are within reach. With the cooperation and coordination of efforts across all sectors, the Sustainable Development Goals will be a reality by 2030.

Engaging Youth through Media

As leaders in all sectors continue to strategize the most effective ways to implement the SDGs, there is one group whose power and importance cannot be ignored—global youth. In order to find out how to engage the world's youth in working toward the 2030 SDGs, AIESEC developed the YouthSpeak survey. This survey serves to understand current awareness among youth about the SDGs, and then, what drives them, where they see the world in 2030, what qualities they want in their leaders, and where they turn for information. The survey found that of the 160 292 young people surveyed worldwide, nearly half are already aware of the SDGs. The rest of the survey aimed to determine how to reach the remainder of the youth who are yet aware of the SDGs, and more importantly, how they can be empowered to take meaningful action. One compelling result from the survey is that the same regions that placed the greatest faith in the power of

youth-based organizations to influence society, are the same regions that had the greatest awareness of the SDGs—Africa, Central and Eastern Europe, and the Middle East. This is a testament to the power of organizations like AIESEC, to raise awareness of the SDGs, and to organize young people around them. The report also finds that global youth are driven by family more than any other factor, and then, by the desire to find a meaningful purpose in life. The SDGs they are most passionate about are Education, Poverty, and Health. Their main sources for staying informed day-to-day are Facebook, Google, and TV. Knowing where youth turn for information, it is clear that the media will be an incredibly powerful player in reaching them about the SDGs, and providing them with the tools and resources to turn the SDGs from goals to realities.

A few media leaders have exceeded in setting precedent for using media for social impact, and are transforming the traditional role of the media: raising awareness, building momentum, and inspiring action. Phil Griffin, president of MSNBC, is one of these leaders. By partnering with Global Citizen for Global Citizen Festival, MSNBC and Global Citizen were able to reach millions of people in 2015 to raise awareness and drive action by individuals and world leaders on the goals of ending extreme poverty and ensuring quality education, among other global goals. Of the tens of thousands of people who attended the festival in person, each completed action journeys. For example, attendees tweet world leaders to take action to provide clean water to all people in the world, ensuring that beyond awareness being raised, leaders are held accountable. Over half of the young people who completed the YouthSpeak survey claimed that they “live” on their smartphones. With that in mind, MSNBC and Global Citizen effectively capitalized on a method of engaging them which required little more effort than the habits they already practice. Another media powerhouse leading the way in reaching youth

through technology and social media is Mashable. With 45 million visitors a month and 25 million followers on social media, Mashable has recognized its place as a platform for promoting social change—utilizing digital storytelling to spread awareness and promote activism. This activism has ranged from building momentum for an important petition, to amplifying the voice of a fundraising campaign, to providing young people with tips for becoming successful social good entrepreneurs. As Mashable, MSNBC, and many other media leaders have demonstrated, in 2016 media has more reach than ever before, and by continuing to use and expand upon this power for social good, they can bring the youth and the rest of the global community together for a better world in 2030.

PUBLIC Foundation and Media for Social Impact

PUBLIC Foundation, an innovative nonprofit media organization, believes that media is the new currency to strategically pair media space with key nonprofits at all levels to increase issue awareness and help nonprofits amplify their message. To further strengthen the utility of media for social good, PUBLIC, in association with the United Nations office for Partnerships, puts on an event called Media for Social Impact Summit. The Media for Social Impact Summit unites leaders in media, advertising, and creative agencies with high level UN representatives and communications experts to highlight the media’s power to drive social change, and strategize campaigns around the SDGs and other important global issues. By building and strengthening partnerships and collaboration across all sectors, PUBLIC empowers the brightest minds and most powerful players in media to come together to affect the greatest social progress.

A Call to Action

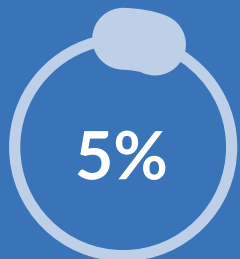
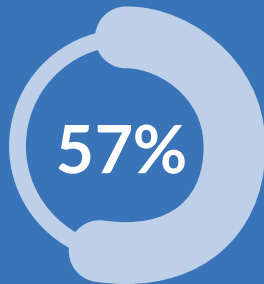
Equipped with the insights gained from the findings of the YouthSpeak survey, now is the time for people across all sectors to utilize every tool available to them to spread the word about the SDGs. We must strive to reach the remainder of youth that are unaware about the SDGs, and mobilize everyone around them for maximum impact. Media leaders must use their position to amplify the message of the SDGs, and share the ways that people at all levels can contribute. Corporate leaders must incorporate the missions of the SDGs into their business models, and use their brand power to spread the message of the cause. Government leaders must take accountability for following through to accomplish the goals, and inspire youth to take up careers in government, as this is the sector which they believe to have the most power to create change, and yet only ten percent of youth surveyed aspire to careers in government service. Nonprofit leaders must continue to foster strong partnerships and engagement across sectors. Lastly, all individuals as leaders in their own rights must engage in any and all ways they can. We can all contribute to the SDGs by raising awareness for them, holding our respective governments accountable for working towards them, seeking career and volunteer opportunities to advance them, and taking large and small steps throughout our daily lives to contribute. It is up to everyone as a global community, One for All, to make all 17 sustainable development goals a reality by the year 2030.



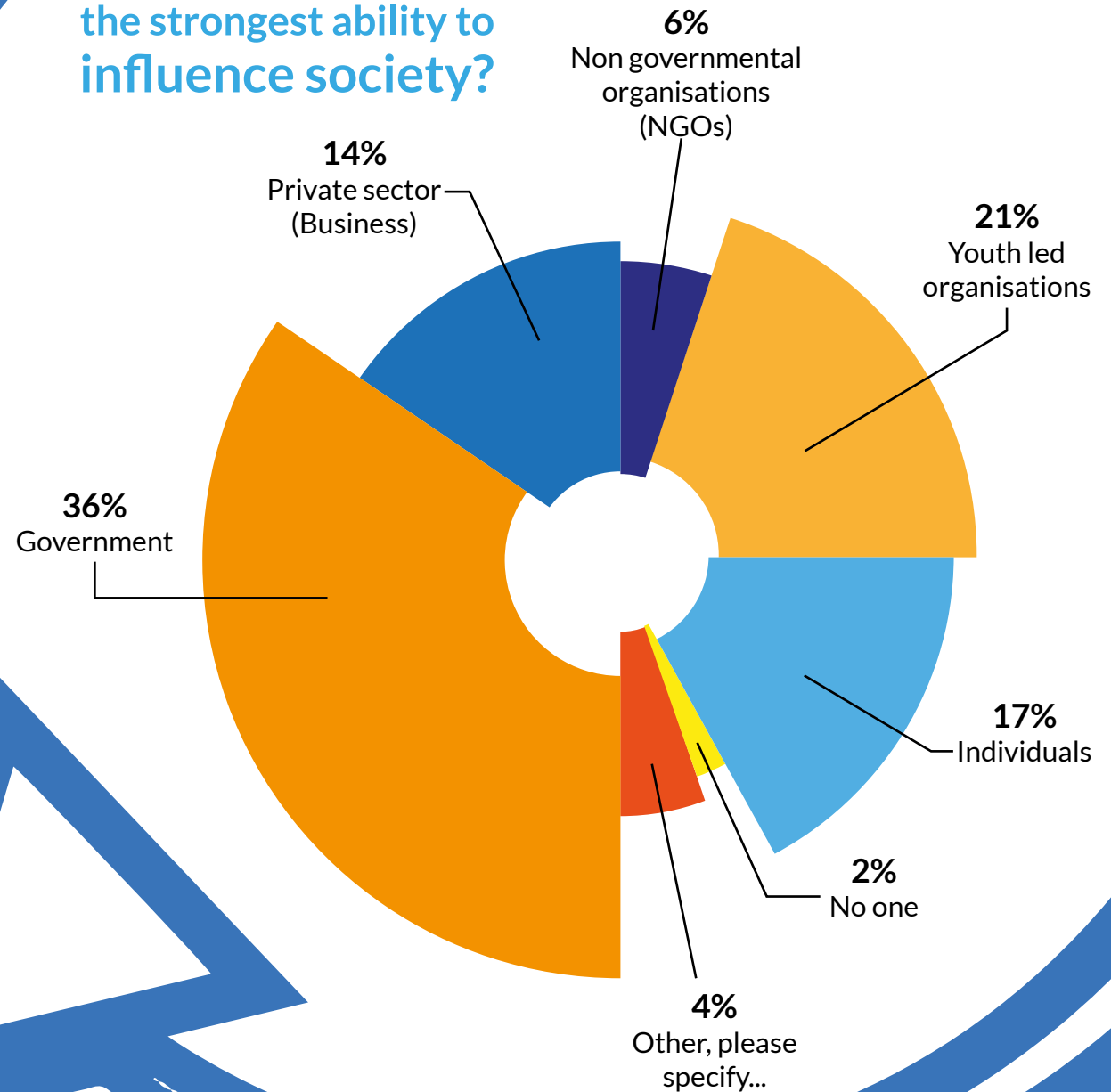
Sustainable Youth: why should they care?

There are more young people between ages 10 and 24 today than at any other time in human history, and about 9 out of 10 of these people live in less developed countries. The Future We Want outcome document of Rio+20 UN Conference on Sustainable Development referred to young people as “custodians of the future”, with critical roles to play in helping achieve the goal of creating a sustainable future for themselves and future generations. The current generation of young people will mature in the next 15-year period covered by the SDGs, and they are the ones who will experience the impact of the success or failure of the Global Goals. In this section, we will talk about the importance of involving young people in the global agenda, as well as giving them the necessary tools to do it.

Are you familiar with the Sustainability policy of your country / territory?



Who do you think has the strongest ability to influence society?



SUSTAINABLE YOUTH: WHY SHOULD THEY CARE?





By Léon Wijnands,
Global Head of Sustainability,
ING Bank Human Capital Leader.

Interesting question. Or is it a provoking statement?

Well, it's **their** future so they'd better care. But perhaps that's the easy way out.

There are many definitions of sustainability. The "Our Common Future" report is credited with creating the term "sustainable development", and its definition is the most frequently quoted:



"Sustainable development is [the type of] development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

This definition dates from 1987, which is more than a generation ago. Today's youth wasn't even born when this report was issued. And in the meantime the time horizon mentioned has shortened dramatically. Nowadays it isn't only about not compromising the ability of future generations to meet their needs, but also of current generations. If we look at challenges like resource scarcity and climate change, the generation that will face the first consequences has already been born. On the other hand, the last generation that can really put a hold on global warming is also already living on the planet.

So there is a sense of urgency for increased awareness. And does that lead to different, more conscious behavior?

The way I see it, people tend to behave differently as citizens than they do as consumers. As citizens, we recognize the issues around sustainability, and we call upon governments and businesses to do something about it. But as consumers, we don't have the same drive for change.

We are hardly prepared to pay a green premium when it comes to our purchasing, nor do we want to reduce our comfort levels, such as by accepting a limitation in range when switching to an electric car. Forget about really changing consumption patterns, like abstaining from air travel and choosing a local holiday destination, or putting less meat on your personal menu.

This dichotomy also exists among youth. Youth see themselves as the second-biggest drivers of change, after governments, according to the AIESEC YouthSpeak survey. But 64 percent of youth either don't know or don't care about sustainability policy in their country or region.

Changing behavior is difficult—for human beings, but also for governments and businesses.

And in order to change behavior, a positive inclusive approach works better than a negative exclusion approach, as supported by many studies and experiments in behavioral science.

That's part of how we approach it at ING. To start with, we have strict environmental and social risk policies that our corporate clients must comply with (negative exclusion approach). But we're also working to help companies transition in becoming more sustainable (positive inclusion approach). I firmly believe that engagement and dialogue is a much stronger instrument to drive change than walking away from the table.

When it comes to helping change the behavior of companies and consumers, we look at where we as a

bank can contribute most. And obviously, as a bank, that has to do with finance. We finance companies to help them in their transition in becoming more sustainable, and we finance sustainable projects and deals (like renewable energy and companies switching to circular economy business models). We also have a role to play among consumers, as finance and financial decision making remains challenging. Here too we focus on changing behavior, through our range of initiatives to help consumers be better at money and make them more financially resilient.

That's my point: in order to drive real change and sustainable progress for society, it's ultimately not about awareness or about statements but about how changing behavior can lead to concrete actions.

Research confirms increased awareness around sustainability issues among millennials. And it goes beyond awareness: millennials also indicate they are more conscious when it comes to consumption and purchasing. So the new generation (which already prefers using products over possessing them) is really going to make the difference.

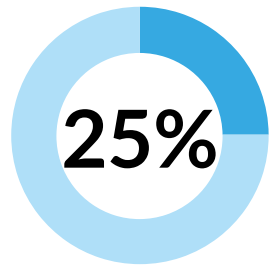
Then the question we're asking shouldn't be "Why should they care?", but "What will they do?"



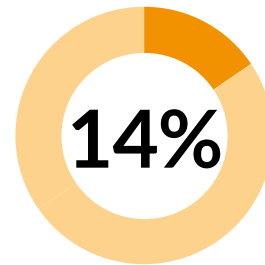
Making minds, not careers - the true *purpose of education*

As employment markets get more competitive and oversaturated with degrees and diplomas, higher-education becomes the only logical step. YouthSpeak participants see university as a means to a career, and as a source of knowledge – but is this what education should be? Have universities and colleges been industrialised to produce workers and followers instead of thinkers and leaders. A debatable issue, but one that sheds light on the need for balance. Higher-education should not only arm students and youth with an arsenal of skills and knowledge, but to lead them on a journey of higher thought and critical thinking. Leaders who can learn, and then question what they learn is fundamental in progressing human and technological advancement – but it all begins with the minds of youth, and how we mould them.

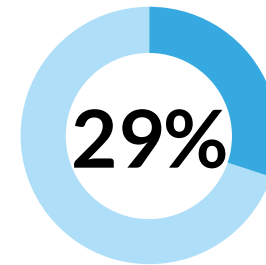
What do you see as the biggest benefit of studying in university/college?



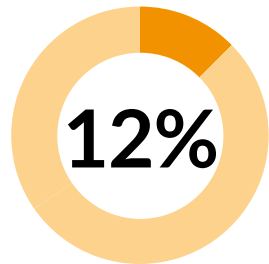
Acquiring useful knowledge



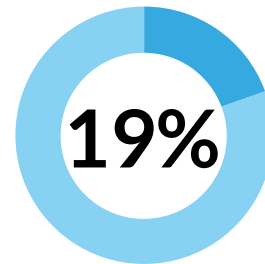
Getting a diploma for a higher status in the society



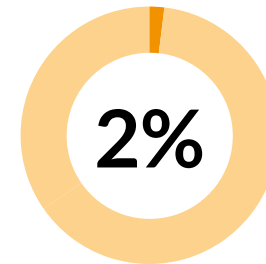
Acquiring skills to prepare for career



Building a network of friends and contacts



Becoming self aware on what I want to do next



I don't see any benefits

EDUCATION: THE PURSUIT OF PURPOSE

Hester





By John Trew,
Regional Youth Employment Specialist,
Plan International in Asia



By Iris Caluag,
Youth Employment Solutions (YES) Associate
Plan International in Asia

An educated generation for a better world

At least half of the world's population is currently between the ages of 15 and 24 years old. United Nations (UN) estimates peg the youth population at 1.8 billion globally, with at least 50 percent residing in the Asia Pacific region.

Young people are the future of any economy, not only as consumers and clients but also as workers. Studies from PwC and Deloitte show that by 2020 Millennials will comprise 50 percent of the global workforce, and 75 percent by 2025. They are beginning to shape trends from policies to corporate strategies. Some companies have already begun to adopt more flexible work structures, inculcate sustainability measures in their process chains and take more corporate social responsibilities to attract young people to their offices. Even in civic participation, the world stands to benefit from engaging young people whose desire to make a difference trigger grassroots initiatives that target issues of advocacies of their choosing. The UN recently identified young people as partners in the

implementation of the 17 Global Goals, testifying to the potential contribution of the 1.8 billion young people across the globe.

The true purpose of education: making minds, not careers

One of the greatest challenges that the world faces today is the dilemma of young people finding it difficult to get a job. Young people are starting to find that skills being taught in the classroom do not necessarily reflect the skills employers are looking for and thus guarantee employment. Even if young people manage to find work, it does not guarantee a career or upward mobility. However, education is still the greatest single investment to ensuring a clear way out of poverty.

Educational evolution must keep pace with the changing nature of work and the emerging skill sets required for successful employment. Education must be viewed not simply as a finite time in a person's life but a continuum that is nurtured and cultivated over a lifetime. Such a paradigm shift enables young people to apply for a broad range of jobs that yield greater pay and chances for upward mobility, gain promotions, change careers, and obtain skills that boost their performance over a lifetime.

That would perhaps explain why youth respondents of the AIESEC Youth Speak survey were most passionate about attaining Quality Education compared to the other Sustainable Development Goals.

Lifelong learning and the Internet has changed the way people learn, and methods need to accelerate their adaptability to stay relevant. Continuous adaptation of curricula with emphasis on acquiring practical experience, mentoring/coaching opportunities, and group work are necessary to keep young people involved in their learning process.

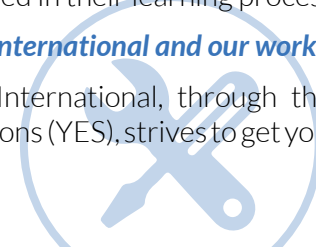
Plan International and our work with young people

Plan International, through the Youth Employment Solutions (YES), strives to get young people into decent

jobs. It focuses on Technical Vocational Education and Training (TVET), life skills and work readiness. In Asia, YES prioritizes quality programming to increase the scale and quality of employment programs; learning and accountability to validate organizational results; advocacy and mobilization to foster enabling environments for youth employment; and ICT for vocational training (ICT4V) which applies ICT4V solutions to better tackle youth exclusion and connect marginalized youth to the market.

Call to Action

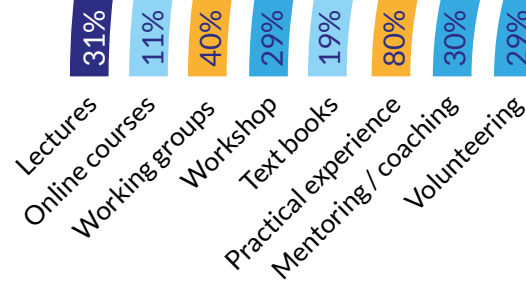
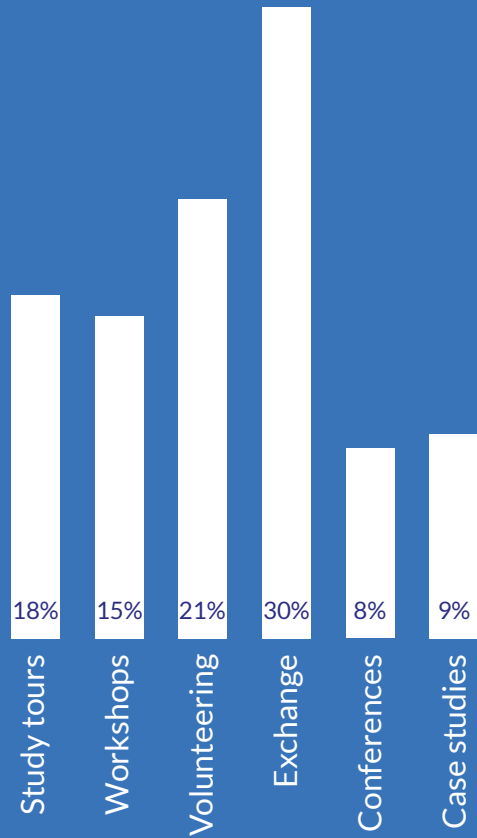
The changing global landscape and Plan International's own experiences call for new ways of tackling economic and social scourges. Plan is committed to bringing lasting change to the global youth employment crisis through the programs we implement, the partnerships we develop and the advocacy we undertake. Young people are the greatest natural resource for sustainable economic and social growth, if given the right opportunities. Opportunities for decent work are critical to individual, family, community and national development. Helping young people realize their dreams of decent work strengthens their own potential to lift themselves out of poverty and be their own agents of change.





The power of experiential learning: Tell me and I forget, teach me and I may remember, *involve me and I learn.*

One of the most highly contested issues regarding higher education is the method in which it is taught. Lectures, readings, and exams are traditionally used to teach theoretical topics and subjects; many have claimed this to be ineffective, forcing students to memorise rigorous amounts of information just to forget it the following year. However, it appears students are looking outside of the classroom for an education as well, through experiential learning – learning through hands-on experience. YouthSpeak participants have stated they believe the best practical learning experiences are from exchanges, volunteering, and workshops. Over half of the participants have already begun pursuing experiential learning through volunteering. This reality sets the stonework for a shift in education and learning, creating the need to involve and engage students through practical teaching methods.

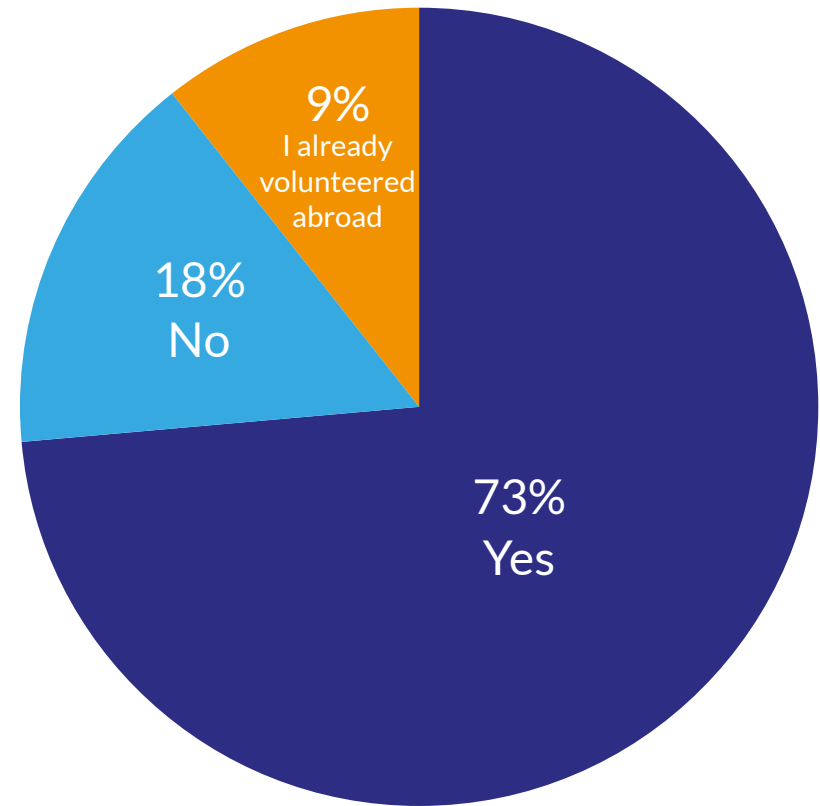


Which 3 methods of learning do you think **are the most useful?**

Which one of these practical learning experiences would you like to have in order to grow personally and professionally?

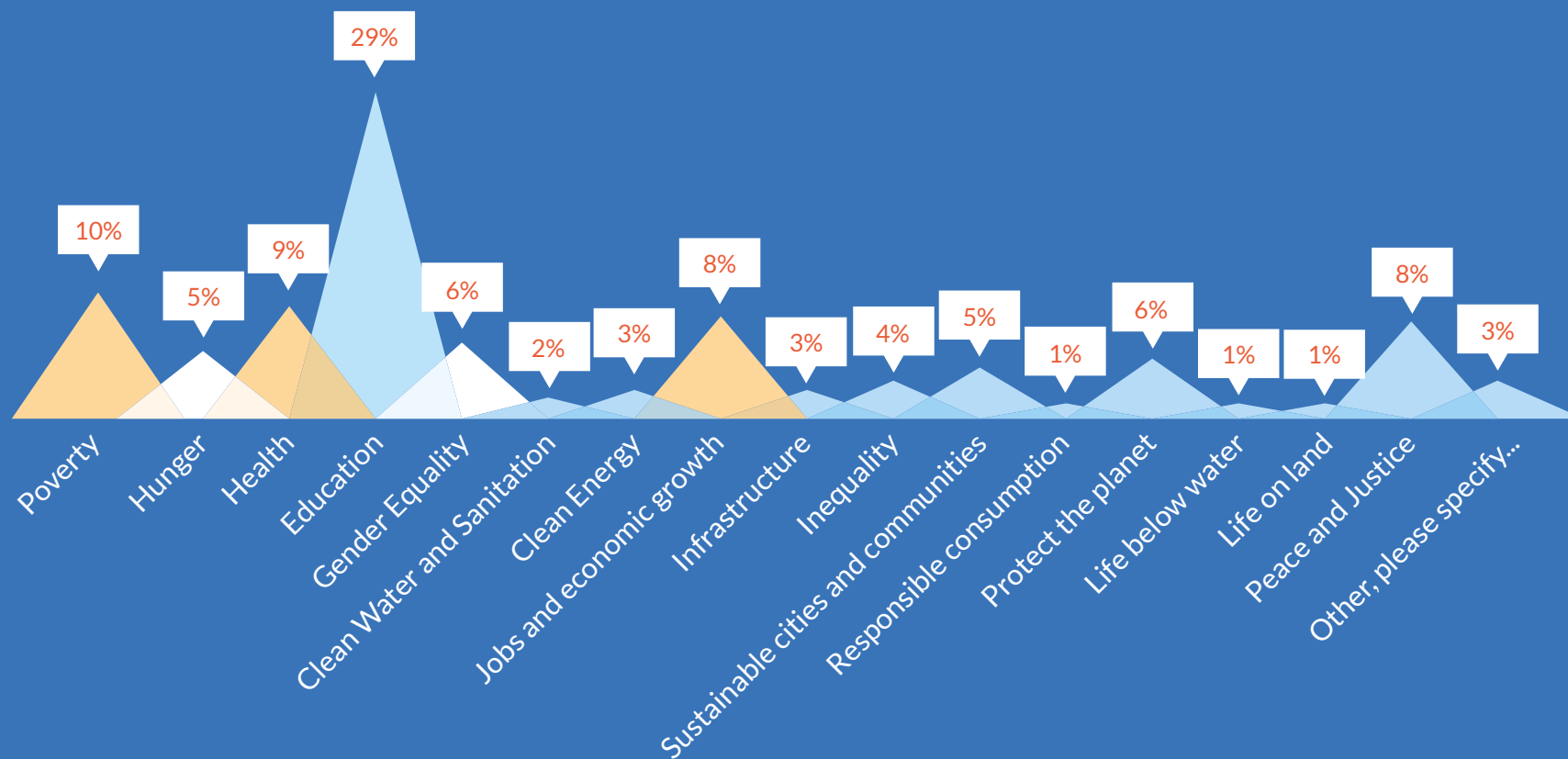


Are you a
volunteer?

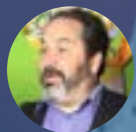


Would you
volunteer abroad?

Which issue would you be interested in tackling through volunteering abroad?



THE POWER OF EXPONENTIAL LEARNING



By Douglas Ragan,
Chief, Youth Unit,
UN Habitat

UN HABITAT
FOR A BETTER URBAN FUTURE

Surveys of youth globally have consistently shown that education is the number one issue for young people. The MyWorld survey of almost 10 million people globally done by the UN leading up to the passing of the SDGs, found that 66% of all youth surveyed identified education as their number one SDG issue. This finding is borne out through the YouthSpeak survey. One of the top three areas that youth would like to undertake if paid is education. Global opportunities and constant learning were as well key survey findings for youth when asked what they'd do in the first 5 years after graduating.

What youth are keen as shown by the survey is not passive education – reading books and studying – but going out into the world and experiencing and learning about the issues that face youth globally through volunteer experiences. UN-Habitat – the UN agency which I work for and for which I run the youth programme – strongly supports experiential education as a way in which youth can learn as well as make a difference.

The number one area that youth wanted to address in volunteer work was – again – education. We at UN-Habitat have always found that youth are driven to effect positive change through education – a fact which is borne out in what we have found through our Urban Youth Fund. To date, the Fund has supported over 300 youth-led groups to undertake community based projects ranging from engaging youth in governance to improving water and sanitation in slums. The cornerstone of many of these projects is the education of their fellow youth and community.

Another finding of the survey which resonates with UN-Habitat is the strong focus on youth leadership – or what we call “youth-led development”. This survey found that second to government, youth believed that youth-led organizations had the greatest ability to influence society. UN-Habitat is a strong supporter of youth-led agencies; we say that youth are our agencies “coin of development”, meaning they are the drivers of development at all levels. The focus of AIESEC on youth-led agencies bodes well for the success of this

campaign and the engagement more broadly of youth in implementing the SDGs.

One of the youth-led groups UN-Habitat has worked with is the Mathare Environmental Conservation Youth Group (M.E.C.Y.G), based in the Mathare slums of Nairobi. MECYG has worked to improve the health of slums dwellers through creating healthy physical spaces through garbage collection, recycling, and creating urban spaces for youth for sports and recreation. The example of their work, undertaken in challenging economic and social circumstances, should be an inspiration to others globally that they can make a difference.

As we advance the Youth for SDGs campaign, and for [the] UN-Habitat [to] move closer to Habitat III, we need to move forward from surveys to action. We now know what youth want to do, we need to find out how we take those aspirations and make them into reality. UN-Habitat will work diligently with AIESEC, Asian Development Bank and Public Foundation to make these goals a sustainable reality.



Volunteering: A backbone to giving back and building a better world

Every day is another step closer to eradicating global poverty, inequalities, and unsustainable practices. Billions of dollars are spent every year on the war against social issues, but the key to winning doesn't cost a cent: volunteering. When more and more people stand up to help, fewer and fewer people have the need to receive it. Over half of YouthSpeak participants are already part of the solution, working together to give back. This nurtures a sense of purpose and a hunger for problem-solving. Through volunteering, the needs for monetary and personal gain are stripped away, while promoting the goodwill of helping others, and giving back to communities locally, and globally. As youth walk away with volunteering experiences, they walk into the workforce with more than just the goal of building a career. They walk in with the goal of building a better world.

ACTIVE CITIZENSHIP: THE BACKBONE TO BUILDING A BETTER WORLD



By Arrey Obenson,
Secretary General,
JCI (Junior Chamber International)



Today, the world sits at a crossroad, and it is young people who are at the center. These are the individuals who hold the power to drive the world toward progress, peace and prosperity—the alternative to poverty and conflict.

They will be our future prime ministers and mayors, our future teachers and parents, our future innovators and fortune-500 CEOs. They will be the successors of a world that has complex challenges—challenges that have evolved over centuries. We will depend on these young people to put society on a path toward peace. Therefore it is our responsibility to equip them with the right tools, knowledge and experiences to lead the world in a better direction. So how do we encourage youth to bring change while facing tough challenges?

First we must ask ourselves, who are the young people of today? What needs drive them? What obstacles hinder them? These are questions that we ask ourselves everyday within JCI, as our Mission is to provide development opportunities that empower young people to create positive change. However, for us to understand young people in the 21st century and how to empower and activate them to take grassroots action, we must first understand their fears, needs, dreams and motivations. With partners like AIESEC and platforms like the YouthSpeak Survey, a global youth insight survey run by youth for youth to determine their hopes and

challenges, we are able to capture the significant drivers of young people today.

Today, young people have access to the world's history at their fingertips. They have studied, read about and even witnessed humanity's greatest concerns ranging from war to corruption to terrorism. It seems as though all that is ever in the news is stories of terror attacks, injustice, inequality and violence. Therefore it should come as no surprise that young people's biggest fears about the future of the world consist of global warming, corruption, war and a lack of humanity (YouthSpeak Survey). For some it is easy to accept this unfortunate "fate" of the world, while others view such problems as opportunities for change.

Over JCI's 100-year history, the organization has evolved into a unique organization that attracts, develops and empowers a unique kind of individual — the active citizen. Distinct from today's volunteer, active citizens are individuals invested in the future of their community. They actively work to develop the skills and knowledge needed to make informed decisions and take action to create sustainable impact. These diverse individuals are united by their common courage to see the world not for what it is but for what it could be. While all people including today's youth have fears, young people are more determined to have a positive outlook on their future

and that of the world. Sixty-eight percent of young people believe that our society will be in a better state in 2030 (YouthSpeak Survey). However according to the same survey, only 56% of young people worldwide volunteer, giving their time, resources and energy to a particular cause. While we and many other nonprofit organizations want this number to be at 100%, we at JCI recognize that young people are looking for opportunities outside of just volunteering. These individuals desire to take concrete action that creates direct impact within their community and the world.

While 68% of young people believe our society can be better in the next 15 years, every JCI member encompasses the belief that not only will their community be in a better state by 2030, but that they have the roadmap and the tools to build that future. Designed to address all types of community challenges, JCI members are guided by the JCI Active Citizen Framework, which provides a methodology for conducting impactful projects that provide sustainable solutions to community needs.

The process begins with a community needs analysis where stakeholders from all sectors of society are engaged to identify, understand and take ownership of the community challenges. By uniting with community stakeholders from all sectors—business, government and civil society—projects are

drafted to produce sustainable solutions to the core needs and their root causes. Together, stakeholders can mobilize resources, rally support and leverage the community's strengths by combining knowledge. Throughout this process, progress is monitored and the overall impact achieved is evaluated.

This framework has inspired young active citizens to take control of their future and address their greatest fears and challenges. When asked which issues were most important to tackle through volunteering abroad, young people answered: peace, justice, and strong institutions, good health and well-being, and most importantly quality education. JCI members around the world relate to these challenges and run thousands of projects each year to address them.

JCI Germany members aimed to provide quality education in their country after discovering that 58,000 young adults drop out of school each year resulting in high youth unemployment. After conducting a nationwide survey and interviewing a variety of high-level stakeholders, they determined the root cause was an inadequate education that does not sufficiently prepare young people to enter the workforce. To address this need, JCI Germany, along with partners from across the country, formulated the project 1000 Chances to support disadvantaged youth by giving them another chance for education, economic empowerment and job security. Nearly 100 JCI Local Organizations in communities across the country collaborated to provide mentorship programs, exchanges with entrepreneurs, internships and vocational education. Since 2012, over 5000 chances have been given to underprivileged youth, economically empowering them for a brighter future. Proving to be a best practice for creating sustainable impact, the project has been replicated by several other JCI National Organizations across Europe.

However, while the JCI Active Citizen Framework provides a practice for young people to exercise their power and address the fears they have for the future of their community, they still need confidence, inspiration and empowerment in order to take action.

If you look at some of the biggest challenges facing the world within the last century—from two world wars, to the independence of nation states around the world, to today's need for peace in the face of terrorism—these moments can best be understood by examining the situation of youth. What were the greatest needs facing humanity at the time? How did young people respond?

When nations were preparing for war in the 1940's, the JCI Movement mobilized young people to take action for peace and soon expanded internationally. As nations gained freedom and independence following the world wars, JCI members recognized the need to ensure all citizens benefited from newfound opportunities. Members worldwide advocated for equality for children, disabled citizens and women. When terror attacks worldwide increased by 35% from 2013 to 2015, JCI mobilized young people worldwide to launch the Peace is Possible campaign in their communities (NBC News). This campaign aims to raise awareness, advocate, take action and commit to an everlasting world peace. Since the organization's founding in 1915, JCI has been in the forefront of responding to the generational needs of youth.

Today's generation of young people is set to inherit chronic social, economic and political challenges that businesses, governments and civic organizations will be unable to solve without engaging youth. Along with collaborating with all sectors of society, young people need the skills, knowledge and confidence in order to devise solutions to these problems. Through the YouthSpeak survey young people have demonstrated their understanding of the barriers to their empowerment and the opportunities needed to overcome them. When asked what three methods of learning are the most effective, the majority of young people selected practical experiences—workshops and mentoring followed. In an age where young people visit YouTube to gather skills through tutorials, it makes sense that this generation thrives through a learning-by-doing approach.

Each day nearly 175,000 JCI members work toward learning and developing skills in areas such as project management, communication, leadership and team building. By working to implement the JCI Active Citizen Framework in their communities, these young people create sustainable impact and develop themselves as active citizens and future global leaders. In addition to taking grassroots action, JCI members connect themselves with other motivated young people around the world, and immerse themselves in the diverse cultures, ideas and outlooks to develop a global perspective to sustainable positive change.

Sixty-one percent of young people said that Facebook is one of the most used sources to stay informed on a day-to-day basis (YouthSpeak Survey). Frequenting such platforms allows one to easily surround themselves with individuals who carry the same ideals. Through providing an online

network and sense of community, JCI members are able to connect and share best practices, stories of inspiration or words of encouragement with like-minded individuals across the world. This online exposure empowers young people with the knowledge and capacity to create solutions to their community's greatest challenges, further develop their skills and create a vision for a brighter world.

It is the young people's vision for a better world that truly sets this generation apart from those that have come before them. They do not see themselves only as citizens of a community or country, but as global citizens, where their actions and decisions impact the lives of young people everywhere. It is their goal to leave this planet better than how they found it. They desire to be a part of something larger than oneself. A desire which requires a global perspective, constant learning, leadership opportunity and creating meaning in life through traveling, helping people, teaching and building. When asked if they could be paid for anything, young people chose teaching, traveling, building and helping as their top choices, which demonstrates their commitment to leave this world better than they found it.

JCI provides a platform for young people to achieve their goals by empowering them to discover, articulate and act on their fears, dreams, needs and motivations. This is what the JCI Mission is truly about. Through community involvement, cultural exchange and global experiences, JCI empowers young people to explore their passions, interests and purpose. JCI connects active citizens with a common purpose to preserve the world and its humanity.

Over the course of the last century, the JCI Movement has connected young people whose countries were at war and individuals who possess conflicting beliefs. And despite these differences, and what some define as barriers, JCI continues to empower young active citizens in recognizing that by acknowledging and embracing humanity's differences we will unite the world in everlasting peace.

Just as the future is built one decision at a time, so is the power to create positive change. We now put the decision in your hands, the hands of young people, the hands of our future leaders.





Living
Diversity

YOUTHSPEAK: UNLOCKING ASIA PACIFIC

ADB



Chris Morris,
Head of Asia Development Bank's
NGO and Civil society department.

“People with passion can change the world,”
-Steve Jobs


“Be the change you want to see in the world,”
-Gandhi

INTRODUCTION

Young people under the age of 30, comprise approximately half (47.4%) of the world's population as well as that of Asia and the Pacific. As a significant majority, youth and specifically, the “youth vote” will become increasingly important in elections, especially in determining electoral outcomes.¹

The UNDP – Youth and Democratic Citizenship in

East and Southeast Asia study revealed the core contributions that young people have to make in the region. The study stated that: *“Young people across the region represent a reservoir of change for better governance, more creative solutions to public policy challenges, and innovative approaches to decision making.”*

 *“Their opportunities for communicating, acting and influencing are unprecedented. The challenges they face are unprecedented, too, from climate change to unemployment to multiple forms of inequalities and exclusion, in particular for youth belonging to vulnerable or marginalized groups.”²*

UN ESCAP Switched On: Youth at the Heart of Sustainable Development in Asia and the Pacific examines the 2030 Agenda from the perspective of

Youth “Explicit reference is made to the importance of attending to the needs, and rights, of youth in the 2030 Agenda for Sustainable Development, alongside the centrality of engaging youth in implementation of the transformative agenda. The associated 17 SDGs encompass a host of issues affecting youth across the region: poverty, health and well-being, education, labour market participation, protection and management of the natural environment, and peace and security. In Asia and the Pacific, as globally, the engagement and actions of youth, in all their diversity, will be critical to the achievement of the SDGs. Accordingly, understanding, engaging and investing in youth are critical to a peaceful and prosperous future for the region's people and the planet.”³

ADB INSIGHTS

Asian Development Bank (ADB) is proud to support

¹UNDP-Youth and Democratic Citizenship in East and Southeast Asia: Exploring political attitudes of East and Southeast Asia Youths through the Asian Barometer Survey

²UNDP Youth Strategy 2014-2017

³Regional Coordination Mechanism – United Nations Development Group Asia-Pacific Thematic Working Group on Youth, co-chaired by ESCAP and ILO <http://www.unescap.org/sites/default/files/Switched%20On.pdf>

the brightest, strongest, most idealistic, and most technologically-advanced generation of young people in humankind's history through YouthSpeak.

A testament to youth's creativity and immense capacity, YouthSpeak amplifies youth's voices and captures their aspirations by innovatively harnessing tools such as social media, campaigning, and community engagement. Through YouthSpeak, young people (who are often misunderstood and go unacknowledged in many development and policy discussions) are more effectively able to influence institutions like ADB. ADB's support to YouthSpeak aims to build the capacity of AIESEC and its members to increase their impact and more meaningfully contribute to the development of Asia and the Pacific. Our partnership with AIESEC and young people is crucial in supporting ADB's vision of an Asia and Pacific free from poverty. The most youthful and dynamic region in the world, Asia and the Pacific is home to the largest number of young people, with 754 million⁴. In some of these countries, the percentage of young people under age 24 can exceed 50% of the population⁵. Asia's youth bulge presents an enormous partnering opportunity for ADB to fulfill its mission to help its developing member countries end poverty and improve the quality of life of their people.

This year's YouthSpeak results continue to highlight young people's aspirations and challenges in education and employment. A huge challenge in the region, recent estimates by the World Economic Forum identifies that more than 36 million young people are unemployed, while 300 million are underemployed in Asia and the Pacific. The UN estimate some 85 million young people are living in extreme poverty. Youth who are unemployed account for nearly half of all unemployed people in the region. Left unassisted, 24% of Asian youth who do find work are likely to

be trapped for the rest of their lives in low paying jobs in vulnerable conditions. I call on AIESEC and its members to work closely with ADB in providing solutions to the region's youth employment problem. YouthSpeak has also identified young people's priorities based on the Sustainable Development Goals (SDGs). ADB recognizes that the current generation of young people will mature during the period covered by the SDGs. Together with other founding partners, ADB and AIESEC launched the Youth for Global Goals (Y4GG) initiative, an activation platform for a collaborative effort between the youth and development stakeholders to create positive impact on the ground around the SDGs. ADB is proud to host the Y4GG team in our Manila headquarters in the Philippines.

In the years to come, ADB will continue partnering to harness the region's greatest assets – its youth – in driving inclusive growth, social development, environmental sustainability, and technological innovation for Asia and the Pacific. ADB applauds

AIESEC's leadership in mobilizing young people across Asia and the Pacific to take action to contribute to the SDG's.

CONCLUSION

The young people of today have the heart, the motivation, the capacity and creativity to make a difference in their society and in the world. Driven by strong family values, trust in government and academia with information in their fingertips, technology and social media, across Asia and the Pacific youth can be and should be called upon to lead the implementation of the SDGs. After all, today and tomorrow belong to them and what they do today will shape 2030.

300 million are underemployed in Asia and the Pacific.

The UN estimate some 85 million young people are living in extreme poverty.

The World Economic Forum identifies that more than 36 million young people are unemployed

⁴United Nations. 2011. Youth Demographics Worldwide. Department of Economic and Social Affairs, Population Division. Geneva.

⁵The republic of the Marshall Island's population under 18 years old is 50% while the Philippines, Cambodia and below 24 years old population exceeds that of 50%. Indonesia and Vietnam is slightly under 50%, according to Index Mundi.



YOUTHSPEAK: YOUTH INCLUSION IN EUROPE

YouthSpeak:

Youth inclusion and work-based learning



Barbara Rambousek,

Associate Director and Lead Inclusion Economist for Economic Inclusion, Department for Economics, Policy and Governance.

The paradox of high youth unemployment despite large numbers of unfilled jobs

While high youth unemployment is a global phenomenon, young people's access to economic opportunities and school-to-work transition is especially challenging in the southern and eastern Mediterranean, Turkey and the Western Balkans regions, where the European Bank for Reconstruction and Development (EBRD) invests. In these regions, unemployment levels for 15-24 year-olds of 50 percent and above are among the highest in the world. At the same time, up to one-third of young people, particularly young women, are not engaged in education, employment or training (NEET). The problem is especially acute for young people from households with low incomes or low levels of parental education.

Paradoxically, high unemployment rates often co-exist with a widespread shortage of skilled workers for available entry-level jobs, suggesting a skills mismatch: a misalignment between the composition of labour demand and supply. This creates operational challenges for companies, such as high recruitment and training costs and lower productivity. As technology advances rapidly, the workforce must match this accelerating pace of progress.

The recent AIESEC YouthSpeak Survey confirmed that access to quality education is a key concern for young people today, with academic institutions remaining their most trusted source of knowledge. However, the survey also suggests that only as few as 13 per cent of youth feel that the private sector has an important role to play to shape their futures. This highlights the need for employers to engage more pro-actively with young people, schools and universities to provide better career advice, raise awareness about opportunities for learning whilst earning through apprenticeships, and provide information about careers across a wide range of sectors.

Bridging the Skills Gap: the EBRD's private sector-led approach to youth inclusion

With 9 out of 10 jobs created by the private sector, it constitutes the backbone of a flourishing economy, driving growth and prosperity. The EBRD, therefore, has an important role to play in connecting its private sector clients with schools and education authorities to improve the quality of local training provision and facilitate routes into productive jobs for young men and women. The Bank's inclusion approach thereby supports young people to gain the right skills that are required by employers and – at the same time – supports companies to reduce staff turnover, improve productivity and foster innovation.

In order to identify the countries with the largest skills mis-match and related youth inclusion challenges, the EBRD has developed inclusion gap analyses that seek to measure the discrepancies in economic

opportunities that are open young people entering the labour market (15-24 year-olds) compared to older cohorts. These gaps relate to labour market flexibility (since labour market rigidity particularly harms new entrants), youth unemployment and NEET rates, and the length and quality of education and levels of financial inclusion (that is, the use of bank accounts, debit cards and business finance).

Based on these inclusion gap assessments, the EBRD then designs projects that aim to remove some of the systemic hurdles facing young men and women, such as poor progression routes from training into employment, in partnership with the private sector. This includes investments in labour-intensive sectors such as manufacturing, retail and property, where the Bank supports its clients to provide high-quality work-based training opportunities that lead to direct routes into jobs for young people. Projects with inclusion impact of this type now constitute up to a fifth of the Bank's investments in the Southern and Eastern Mediterranean and Turkey.

According to the AIESEC YouthSpeak survey, young people across the EBRD's countries of operation believe that the 'world will be a better place in the future'. The EBRD is working in close cooperation with its clients, public sector and CSO partners to harness this optimism in support of sustainable and inclusive growth and social cohesion across its region.

YOUTHSPEAK: AFRICAN VOICE



Dr. Akinwumi A. Adesina
President African Development Bank Group



Youth are Africa's greatest asset. However, of the 420 million youth aged 15 to 35 in Africa today, the majority are unemployed, discouraged, or only vulnerably employed. We need to change this.

It is a pivotal moment in history which requires young women and men to be actively engaged in entrepreneurship, policy making and civil society movements.

The YouthSpeak movement and survey come with a call to action. It is important to capture the opinions of youth, but also to equip them with the knowledge to become their own agents for the change they want to see happen in their communities and countries.

Each nation faces their own demographic challenges. Developed countries and some emerging nations will have to deal with aging societies. In addition to the impact that aging populations have on social security and healthcare systems, this will have an effect on innovation. Africa is not only blessed with an abundance of natural resources, but also 'human capital' – the youth!

We shall spare no efforts in securing that this demographic dividend is realized through opportunities in education, training, jobs and a business environment conducive to entrepreneurial activities of the youth!

I also want to take this opportunity to provide the reader with some insights on the African Development Bank's (AfDB) work, specifically our youth oriented projects and programs on the continent.

The overarching objective of the AfDB is to spur sustainable and inclusive economic development, green growth and social progress on the African continent, thereby contributing to poverty reduction.

We achieve this by mobilizing and allocating resources for investment and by providing policy advice and technical assistance to support development efforts.

Since its establishment in 1964, the African Development Bank Group has both, led bold initiatives to improve the quality of life of Africans and continually adapted to the mandates of the time.

A central and pressing task of our time, globally but particularly in Africa, is to provide an enabling environment for youth employment and entrepreneurship. The rationale is obvious. Each year the continent lacks around 8 million jobs for youth.

Moreover, the African population is expected to double to 2.4 billion men, women and children until 2050. Almost 1 billion under-18 year olds will then be living on the continent. Following the youth definition of the African Union (15-35), the majority of the African population will be youth.

Since we started our operations, we provided more than \$112 billion to our African member countries in the form of loans and grants for their development.

AfDB projects and programs were and are geared towards progress in agriculture, infrastructure (energy, transport, ICT, and water and sanitation), the financial sector and the social sector (education, health and social protection) among others.

Our Ten-Year Strategy 2013–2022 lays out how we work for the African people throughout the time frame.

Last year alone we increased our support by more than 25%, providing finance for 240 operations worth \$8.8 billion.

Investments in Human Capital Development made up 11.3% of our portfolio, with particular emphasis placed on skills development, employability and technological innovation.

We have a clear focus on women's economic empowerment and attach great importance to making sure that gender equality and young women's substantive participation in decision making are promoted through the operations we finance and through the support we extend to our African member countries.

Since 2013, our Special Envoy on Gender facilitates

a continuous step up of actions to mainstreaming gender. In our operations departments we have gender specialists who ascertain that our projects equip and enable women, fight gender subordination and promote gender equality.

We also encourage entrepreneurship of young women because we know that increasing the productivity of women is a key element in achieving inclusive growth.

This is why we specifically pay attention to training of and microcredit for women. For example, building on the African Women in Business Initiative (AWIB) launched in 2004, we recently commenced the Affirmative Finance Action for Women (AFAWA) Initiative to leverage \$3 billion specifically for women in Africa.

Achieving sustainable, inclusive and green economic development is complex and challenging, particularly with reference to the fact that more than half of the world's fragile states are in Africa.

And we know that a lack of economic opportunities, persistently high unemployment and underemployment, for youth often two to three times as high than for those above 35 years, are key sources of both, fragility and irregular migration.

As a response to the above, we refocused our commitment to what we call the 'High-Fives':

- Light up and power Africa;
- Feed Africa;
- Integrate Africa;
- Industrialize Africa; and
- Improve the quality of life for the people of Africa.

This takes into account the lessons learned over the last decades, namely that development progress can best be achieved through areas of special emphasis while pursuing a holistic approach.

For example, prerequisites for jobs for youth in the ICT sector are that the young employees and

entrepreneurs are healthy and well qualified, that sufficient, reliable and affordable power exists for the designing phase and the service delivery as well as the manufacturing of the latest gadgets, and that markets are accessible for sourcing and sales.

We are in the process of launching a Jobs for Youth in Africa Strategy which will exactly leverage these experiences and scale projects that work throughout our African member countries.

This will also require an enhanced, smarter cooperation between governments, the private sector, international organizations, civil society and other stakeholders.

We think the attention that YouthSpeak has brought to the voices of young people is commendable and AIESEC's initiatives to engage and equip youth go in the right direction. These certainly have a positive impact on the directly involved and reached youth.

A few examples from the YouthSpeak survey that I want to highlight and that make me optimistic:

- 67% believe their societies will be in a better state in 15 years. This is because of YOUTH.
- 'Purpose in Life' comes in second, after family, as key motivating factor. Every child and young adult shall be able to lead the life they personally find fulfillment in. We reflect this 'quality of life' or happiness in the African Development Bank's High-Fives, our institutional priorities.
- 22% see themselves working in start-ups (business and social). Combining entrepreneurial courage and drive with social responsibility is the kind of combination that will lead to a bright and prosperous future.
- 68% volunteer. Excellent. Keep up the good work. For the 32%: you have a task.

•45% know what the SDGs are. The others should google or baidu the acronym – inform yourself!

•Practical Experience sticks out as THE most useful learning method. We agree. The African Development Bank supports this through finance provided for Technical and Vocational Education and Training (TVET) initiatives.

In the survey, Education is ranked top in terms of work and volunteering focus. Rightly so. Industries change and so do jobs.

It is the mastering of learning techniques ('how we build on our current knowledge to learn something new'), that enables us to be productive in changing work and business environments.

Much more needs to be done. Governments and the private sector need to step up their efforts to allow all young men and women to reach their full potential.

Most importantly though, YOUTH have to be in the driver's seat to create the living environments they feel best suited for their future.

As premier development finance institution in Africa, the African Development Bank actively promotes this through close cooperation with and support for youth organizations such as AIESEC.

This momentum has to be kept alive and moved forward by the youth, for the youth.

What we know: Change will not come easily. It will not happen overnight. It will not come by itself. It will require persistence, commitment, leadership and engagement of all stakeholders. It will only be possible when Youth speak up and act.

As I told you, the African Development Bank stands ready to support this. And we aim for ramping up our initiatives in the following years to improve the quality of life of the African people, youth in particular

YOUTHSPEAK: ENGAGING AMERICAS



The role of youth in the region of Latin America
There are more than 1.8 billion youth in the world today, the largest group in history. In Latin America and the Caribbean (LAC) there are around 156 million young people aged 15 to 29¹. Between the ages of 15 and 24 years, it can reach up to 108 million.

Nowadays, two of the main concerns at the global and regional level that young people face are related to education and employment. In 2012, close to 37% of young people (15-29) in LAC were attending an educational centre (including primary, secondary, post-secondary, technical training or university)². This means that 49.9 million young people were engaged in educational processes, but the reality in the region also shows that a significant part is not accessing education and that early drop-out is still a challenge. In 2015, just over 56 million (aged 15-24 years) were in the workforce – holding a job or seeking one

actively. Among these youth, 13% are unemployed, three times the rate of adults. It is estimated that over 7 million young people fail to find a job – a number that is equivalent to 40% of total unemployment in the region. In Latin America and the Caribbean, there are also more than 20 million young people who are not in education, employment or training³.

Youth are disproportionately affected by extreme poverty, unemployment, social exclusion, lack of access to decision-making and to education. At the same time, it is clear that youth have unique skills and perspectives and are increasingly acting as agents of change in society. In different regions, including Latin America, young people have harnessed the power of social networks and media to provide energy, creative ideas, and determination to drive reform, calling for institutions to be more responsive not only to their needs, but also to national or global concerns,

including the 2030 Agenda.

There are two main challenges for the region: the need to respond to the demands of young people and ensuring their voice is heard and rights guaranteed; and secondly, the importance of considering young people as full-fledged actors of development and engaging them actively.⁴

How can we engage youth in Latin America to take action?

The preliminary findings of AIESEC's YouthSpeak Survey can help complete the picture of youth in Latin America by giving insights on what motivates young people in the region and, consequently, how to engage them in the 2030 agenda. Of the 160,292 young people that participated in the survey, 25,974 were from Latin America (around 16%)⁵.

When asked "What are the three things (both internal

¹2011, Economic Commission for Latin America and the Caribbean (ECLAC): <http://www.un.org/esa/socdev/documents/youth/fact-sheets/youth-regional-eclac.pdf>

²2016, ECLAC: "Juventud: realidad y retos para un desarrollo con igualdad": <http://www.cepal.org/es/publicaciones/38978-juventud-realidades-retos-un-desarrollo-igualdad>

³2015, International Labour Organization (ILO): http://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_362985/lang-en/index.htm

⁴2016, ECLAC

and external) that drive you the most in life?”, family, purpose in life and love are clearly identified as the main driving forces. And when asked “What is the most important to you in the five years after graduation?”, global opportunities, constant learning and training opportunities are highlighted. When asked “Which issue would you be interested in tackling directly through volunteerism abroad?”, the respondents identified the [Sustainable Development Goals \(SDGs\)](#) on quality education (no. 4), good health and well-being (no. 3) and climate change (no. 13) as their priorities. These results underline the value that young people give to learning opportunities, and their links to family and community.

First step in engaging young people with the 2030 agenda is to ensure they are aware of the global agenda and of local and national development plans (the survey states that 52% are not aware of the sustainability policy of their country/territory). The survey also shows that 58% of those interviewed in Latin America are unaware of what the SDGs are. Based on the survey, it is fair to presume that social media tools have a key role in disseminating and promoting awareness and action regarding the SDGs (in Latin America, Facebook is mentioned by 70% of respondents as one of the main channels to keep informed on a day-to-day basis). Academic references are also identified as one of the most trusted sources for young people to get information. Additionally, in Latin America, universities are one of the main providers of volunteerism experiences, providing a link between students and civil society organizations, and creating opportunities for young people to engage positively in their academic community and beyond. Nevertheless, if [we are] willing to encourage all youth in Latin America to take action, a special effort should

be made to include and reach out to young people that are non-urban, non-digital and not engaged in educational activities.

Youth and UNV

The United Nations Volunteers (UNV) programme contributes to peace and development through volunteerism worldwide. UNV works with partners to integrate qualified, highly motivated and well-supported UN Volunteers into development programming and promote the value and global recognition of volunteerism.

Recognizing the enormous potential of young people to contribute positively to their societies, UN Secretary-General Ban Ki-Moon, in his Five-Year Action Agenda (2012-2016), announced a specific measure to “create a UN youth volunteers programme under the umbrella of the UN Volunteers.” In response, UNV launched a Youth Volunteering Strategy (2014-2017) and a special Trust Fund to further engage in global advocacy and partnerships for youth volunteerism, and to strengthen the capacity of nationally and regionally-owned youth volunteer schemes. To help operationalize the youth strategy, a new flagship programme was launched in 2014 within the [2014-2017 UNV Strategic Framework](#). Additionally, within the framework of the Inter-Agency Network on Youth Development, UNV chairs a sub-working group on Inclusive Youth Volunteerism. UN agencies and youth organizations, including AIESEC International, are part of this global effort.

As stated in Resolution [A/RES/70/129](#) on “Integrating volunteering into peace and development: the plan of action for the next decade and beyond” adopted in December 2015 by the General Assembly: “youth volunteerism not only engages that large segment of the population in positive activities that contribute

to peace and development, but also bolsters the personal growth and employability of young people.” Youth volunteerism is a tool for the inclusion of young people. It is key to ensuring the outreach of policies and programmes as it promotes peer-to-peer approaches, engagement in campaigns and with communities, creates the conditions for innovation (including the use of new technologies), and fosters creativity.

The main findings of the YouthSpeak survey in Latin America show that young people want to participate and contribute to the achievement of the SDGs. Volunteerism is a unique tool to assure that their voice is heard and that they also have an active role in development and peace.

YouthAct: Call to Action

The preliminary findings of the survey indicate that 68% of respondents in Latin America are volunteers. It also points to the need to join efforts to raise awareness of the SDGs and to be more inclusive, “leaving no one behind”. It is also important that all development actors have an active and coordinated approach towards the development of volunteerism schemes, to allow young people to have a say in decision-making at local, national and global levels, as well as a role in the implementation, monitoring, and evaluation of the policies that affect them.

The achievement of the SDGs depends also on the active engagement of the generation of ‘millennials’. Local and national governments, international organizations, universities, the private sector and volunteer organizations need to foster a global partnership by bringing their efforts, added value and expertise together to create the conditions for young people to participate. From the UNV side, we remain available to support the creation of the conditions required for inclusive youth volunteerism towards the

⁴Close to 50 youth development organizations were actively engaged in the elaboration of the UNV Youth Volunteering Strategy.

THE RISE OF YOUTH FOR GLOBAL GOALS





Niels Caszo,
President AIESEC International 2016-17

There are more young people in the world than ever before, creating an unprecedented potential for economic and social progress. There are about 1.8 billion young people between the ages of 10 and 24 – the largest youth population ever. Many of them are concentrated in developing countries. In fact, in the world's 48 least developed countries, children or adolescents make up a majority of the population. - From the office of the Secretary-General's Envoy on Youth

These statistics can't be ignored. The one thing that I've always wondered is that if there are so many of us, then why aren't we being heard? And what actions can we be taking to make our home - Planet Earth, a better place for all?

Too many of these young people see their potential hindered by extreme poverty, discrimination or lack of information. But with proper investment in their education and opportunities, these young people's ideas, ideals, and innovations could transform the future.

In September 2015, 193 world leaders of the members states of the UN came together to adopt the Sustainable Development Goals that include ending extreme poverty, inequality and injustice, and battling climate change for a better world for everyone, everywhere. What a great time to live in! And while the MDGs formation and implementation had its fair share of questions, we've still managed to get 43 million more kids go to school; new HIV infections are

down by 40 percent; over 2 billion more people get clean drinking water; and extreme poverty has been reduced by half since 2000. If that's not progress, I don't know what is.

Over the last few weeks, I found myself in conversations about politics, the wrongdoings of our presidents and governments, lack of infrastructure in our communities and access to education, which left me quite frustrated. What's the point of talking about something you aren't willing to take action about? We can spend time discussing issues, but in the end, it comes down to this-

What are you willing to do about it?

AIESEC's vision of Peace and Fulfillment of Humankind's Potential and the SDGs go hand in hand. And while achieving the Goals may not mean achieving our vision, it sure does take us closer to it. But like I mentioned earlier, the goals won't achieve itself. Someone's got to stop just talking about them and take action. And this is how we're doing it.

President AIESEC International 2016-17



Federico Restrepo Sierra,
Youth for Global Goals Director

As the world's largest youth-led organization, we heard the calling from the SDGs to align ourselves and be part of a better world we all want. For that, AIESEC, together with Asian Development Bank, UN-Habitat, PVBLIC Foundation and Plan International, created Youth for Global Goals. This global alliance aims to mobilize young people to achieve the Sustainable Development Goals.

The Future We Want outcome document of Rio+20 UN Conference on Sustainable Development referred to young people as “custodians of the future” – highlighting youth as important stakeholders with critical roles to play in helping achieve the goal of creating sustainable future for themselves and future generations. Over the past decade, there has been a growing recognition of youth's participation in economic, social and political processes. Governments, international agencies, civil society, and private sector organizations have realized that young people are powerful agents of change whom, if supported and empowered can help drive the achievement of the SDGs.

We believe young people should no longer be seen as a target or beneficiary, but as a component, a way to make the world a better place. The time has come for young people to take our present and future in

our hands and start acting upon this; the moment has come for all the organizations on the planet to come together and mobilize everyone to achieve that future we all want.

“No one is left behind...” is the pillar that will keep us all together. This is the idea that should always drive our actions. We; young people, corporations, CSOs, governments, need to make sure that everyone is part of this, that everyone is contributing to a better world.

As AIESEC, we will continue to cooperate with every organization that is interested in activating young people to achieve the SDGs.

As a young person, I will wake up every day to make sure no one is left behind.

Join the movement!

ABOUT US



About AIESEC:

AIESEC, the world's largest youth-led organisation is looking to gather youth opinion to be able to shape its operations based on it, and also to be able to represent youth among decision-makers, experts, business and thought leaders.

For more information visit: www.aiesec.org



About YouthSpeak:

YouthSpeak Survey, run by AIESEC, is a global insight survey created by youth for youth. It is designed to understand what young people care about and how they would like to participate in the implementation of the Sustainable Development Goals and issues that matter to them. It is not just another survey, but a movement aimed to create awareness and generate actions

OUR SUPPORTERS

POWERED BY:



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trendence

OUR PREMIUM PARTNERS AND SUPPORTERS



REPORT WRITERS



Ahmad Alhendawi,
the UN Secretary-General's Envoy on Youth

Mr. Ahmad Alhendawi of Jordan is the first United Nations Secretary-General's Envoy on Youth. He assumed office in February 2013. A strong youth expert and advocate at the national, regional and international levels, Alhendawi has been described by the UN Secretary-General as "the youngest senior official at the United Nations." Alhendawi previously worked as the Youth Policy Advisor in the League of Arab States in Cairo. Prior to this, he served as a Team Leader for the National Youth Policy Project in Iraq, a Youth Programme Associate at the Iraq office of the UN Population Fund (UNFPA), and as the Emergency Programme Officer at the non-governmental organization Save the Children.



Catherine Clothier,
Director of Operations,
Barrett Values Centre

Catherine joined Barrett Values Centre in 2006. Catherine is the Operations Director and is responsible for the operations, processing and development of the Cultural Transformation Tools suite of assessment instruments. Catherine lives just north of Manchester, England. She is a keen supporter of Liverpool FC and enjoys the outdoors, particularly hiking and skiing.



Dmitriy Dubovik,
Global Vice-President and YouthSpeak
Research Leader, AIESEC International.

Digital native and marketing leader with a proven track record in producing game-changing results within global matrix organizations, Fortune 500 clients, the United Nations, and educational institutions through B2C and B2B marketing activities. Today Dmitriy is a Chief Digital Officer at AIESEC, the largest youth-led organization in the world, working every day with young people from 126 countries and territories, unleashing the power of youth. With over 100,000 responses in AIESEC's recent "Global YouthSpeak Initiative", he is building a story of the Youth and helping decision makers from all over the world to listen and get to know this generation.



John Trew,
Regional Youth Employment
Specialist,
Plan International in Asia

John Trew has approximately 20 years of experience working in the field of labor and employment, specifically for marginalized populations. Currently, he serves as the Regional Youth Employment Specialist for Plan International in Asia and oversees Plan's youth employment initiatives, specifically on technical and vocational education and training (TVET) initiatives across Asia.



Ana Saldarriaga,
Global President 15-16,
AIESEC International

Elected by 125 member countries and territories, Ana is the first Colombian and first Latin American woman to become CEO and Global President of AIESEC, the largest youth-led movement with more than 70,000 members and established since 1948. She has spoken in numerous distinguished events at the United Nations ECOSOC Forum, Global Youth Assembly, International Peace Day and HRTech. She has trained over 40,000 participants ranged from student leaders to CEOs from Fortune 500 companies on leadership and organizational change in over 40 different countries.



Iris Caluag,
Youth Employment Solutions (YES)
Associate
Plan International in Asia

Iris Caluag currently sits as the Youth Employment Solutions (YES) Associate in Plan International in Asia. As the YES Associate, she ensures the day-to-day management of Plan's youth employment initiatives and projects. Previously, she has worked with youth organizations to develop and raise support for projects that promote greater employability for young people in Asia.



Niels Caszo,
President AIESEC International
2016-16

Niels thinks of himself as an 'Average Guy' who works towards the bigger picture every single day. Being average has its perks. It reduces expectation while pushing you to become extraordinary. It pushes you to explore yourself a little more. Niels truly believes that 'Average is the New Exceptional'. Hailing from Mumbai, India, Niels Maurice Caszo is a graduate in Bachelor of Arts from Mumbai University, and an alumnus of AIESEC in India and AIESEC in the United States. On 14th February, 2016, Niels was elected as the Global President of AIESEC for the term 2016-17 at Global Leaders Summit in Marrakech, Morocco.



Sergio Fernández de Córdova
Co-Founder & Chairman,
PVBLIC Foundation

Sergio Fernández de Córdova is an internationally recognized entrepreneur, investor and philanthropist working at the intersection of media and leveraging public-private partnerships for social impact. In 2011, he co-founded Infrastructure Media Group Holdings (IMGH), a holding company focused on global infrastructure, energy, commodities and public-private partnerships; and Innovators Fund, a collaborative-based seeding platform investing in global disruptive civic-focused technology ventures. In 2012 he co-founded, as Chairman, PVBLIC Foundation, which focuses on repurposing and donating millions of dollars' worth of unused media space to non-profits each year.



Léon Wijnands,
Global Head of Sustainability,
ING Bank

Léon Wijnands, Global Head of Sustainability, ING Bank Léon has more than 25 years of experience in banking, particularly in the field of sales and marketing. Over the years he was responsible for the 21 branches in the "District Amsterdam" and has led many marketing initiatives as well as change programmes. As Head of the Customer Intelligence department he was responsible for the migration of client data when ING Bank and Postbank merged and the design and implementation of a new data warehouse with an infrastructure for advanced analytics. Léon Wijnands holds a master degree in business economics, business administration and in financial economics. He joined ING in 1990.



Douglas Ragan,
Chief, Youth Unit,
UN Habitat

Douglas Ragan has worked in youth development with NGOs, local and national governments and the United Nations for the past 25 years. Currently he is the Unit Leader for Youth and Livelihoods for UN-Habitat, managing UN-Habitat's Global portfolio on youth development in over 75 developing countries. The programmes focus on urban youth development, including youth employment, governance and participation Doug has authored and co-authored a number of research and policy publications on urban youth issues faced by marginalised young people in Africa, Asia, the Middle East and Latin America. Doug holds a Bachelor's Degree in Latin American Studies, a Master's Degree in Management for the Voluntary Sector.



Arrey Obenson,
Secretary General,
JCI (Junior Chamber International)

Arrey Obenson serves as JCI Secretary General and comes to this position after serving as a JCI World Headquarters team member since February 2002. He has occupied various positions including Director for Africa and the Middle East, Executive Director for Growth and Development and Deputy Secretary General. As JCI Secretary General, Obenson is the chief administrative officer leading the implementation of the organization's overall strategy and supervises a team in accomplishing the mission of the organization across the world. Obenson also works in collaboration with like-minded organizations including JCI partners, such as the United Nations and its Agencies, the International Chamber of Commerce, other non-governmental organizations and multinational corporations



Barbara Rambousek,
Associate Director and Lead Inclusion
Economist for Economic Inclusion.

Barbara Rambousek is the EBRD's Lead Economist and Associate Director for Economic Inclusion. She developed and leads the Bank's approach to economic inclusion and equality of opportunity, specifically in relation to access to employment, services, skills, and corporate standards and practices for youth, women and disadvantaged communities. Barbara brings 15 years of senior management experience, having directed large scale development and refugee programmes across 20 countries in Europe, the Middle East and Asia. Most recently, as Head of Regeneration and Corporate Strategy for the London Development Agency, she led major urban regeneration programmes and the formulation of London's 20 year Economic Development Strategy. Barbara holds an MBA (Cass Business School, London) and MScs (London School of Economics and the University of Vienna).



Federico Restrepo Sierra,
Youth for Global Goals Director

Federico Restrepo has worked in partnerships for development, youth leadership and project generation for the last 7 years at national and global level. Currently, he is the global head of Youth for Global Goals campaign in AIESEC International, that aims to mobilise young people to achieve the Sustainable Development Goals. Federico holds a bachelor's degree in Marketing and a Masters's degree in Sales and Marketing Management



Chris Morris,
Head of Asian Development Bank's
NGO and Civil society department.

Chris oversees the planning, implementation, and monitoring of ADB's overall engagement with civil society organizations (CSO). His responsibilities include managing NGOC's work plan and leading NGOC's external and internal relations and CSO cooperation initiatives. He leads ADB's Youth Initiative, which empowers and mobilizes into ADB operations young people of Asia and the Pacific. Before joining NGOC, Chris was Senior Water Resources Specialist, responsible for processing and administration of water projects in ADB's South East Asia Regional Department. His private sector career prior to joining ADB in 2005 took him to West Africa, Middle East and Asia where he became Vice President within the water division of the global engineering firm Black and Veatch where he was responsible for delivering water supply, sanitation, and water resources infrastructure projects with public and private sector clients in Indonesia. Chris, a British citizen, holds a MSc degree in irrigation engineering from the University of Southampton, UK and a BSc in Civil Engineering from the University of Birmingham, UK.



Agnès Hussherr,
Global Human Capital Leader
PwC International Limited
[@ahussherr](#)

Agnès joined PwC France almost 26 years ago and specialised in financial services. She quickly became an Assurance partner in Banking & Capital Markets and has held several leadership roles since, including; PwC France Transformation Leader and Assurance Human Capital Leader for PwC France. Prior to becoming the Global Human Capital Leader, Agnès was the PwC Global Diversity Leader and a member of the Global Human Capital Leadership team.

Agnès is passionate about collaboration and teamwork and believes in coaching and mentoring others so they can recognise the value they bring to the table. Giving back to the community is also important to Agnès and she is a longstanding member of PwC's Global Corporate Responsibility Board and serves on the Global Board of Junior Achievement Worldwide.



Marija Milanovic
Global AIESEC Coordinator,
Nokia

Marija is young professional passionate about connecting values of organizations and building opportunities for young people. As an AIESEC member she build her experience in project management, employer branding and sales for 4 years during her studies. She took a leadership role as Head of Business Development in the national office, based in Belgrade. For the past year Marija has been living in Belgium and working as the Partnership Coordinator in the global recruitment organization of Nokia, focused on attracting and recruiting young professionals and managing Nokia's global partnership with AIESEC.





Youth
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Global Report 2016

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Learn more about how we can help you understand, engage and connect with Millennials:

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