

# WE THE FUTURE

TODAY'S YOUTH WILL CREATE THE WORLD WE WANT TO LIVE IN

LET'S TAKE A LOOK AT



THE WORLD TODAY

## YOUTH UNEMPLOYMENT IS HIGH...

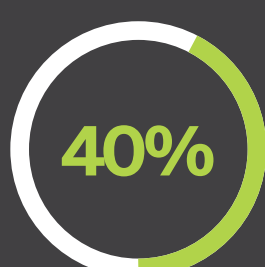
TODAY'S YOUNG PEOPLE CAME OF AGE IN A GLOBAL RECESSION AND ARE STILL FACING THE EFFECTS

**71** MILLION YOUNG PEOPLE ARE UNEMPLOYED

THE GLOBAL YOUTH UNEMPLOYMENT RATE HAS HIT **13.1 PERCENT**

## THE SKILLS GAP IS GROWING...

**BY 2020** THE GLOBAL ECONOMY COULD FACE



40% OF EMPLOYERS REPORT **DIFFICULTY** FILLING JOBS

UP TO **40 MILLION FEWER** COLLEGE-EDUCATED WORKERS THAN EMPLOYERS WILL NEED



**45 MILLION TOO FEW** WORKERS WITH SECONDARY EDUCATION IN DEVELOPING COUNTRIES



UP TO **95 MILLION MORE** LOW-SKILL WORKERS THAN EMPLOYERS WILL NEED



## AND CIVIC ENGAGEMENT IS **LOW**

**↓ 10%** IN AVERAGE GLOBAL VOTER TURNOUT OVER THE LAST 25 YEARS



43% OF 18-29 YEAR OLDS VOTE



59% OF PEOPLE OVER 18 VOTE

## BUT WE MUST NOT BE DISCOURAGED

TODAY'S YOUTH ARE POISED TO ADDRESS THESE CHALLENGES AND CREATE THE WORLD WE WANT TO LIVE IN

## THEY ARE ENTREPRENEURIAL...



MILLENNIALS ARE **1.6X MORE LIKELY** TO BE ENTREPRENEURS

MILLENNIAL ENTREPRENEURS START THEIR FIRST BUSINESS AT **27 YEARS OLD**, VERSUS **35** FOR BABY BOOMERS

MILLENNIAL ENTREPRENEURS START AN AVERAGE OF **7.7 BUSINESSES**, VERSUS **3.5** FOR BABY BOOMERS

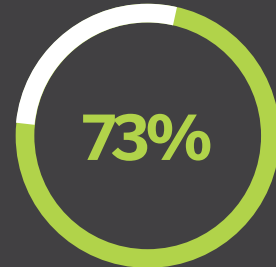
## THEY ARE DIGITAL NATIVES...

YOUNGER PEOPLE (AGES 18-34) ARE MORE LIKELY THAN OLDER PEOPLE (35+) TO CONNECT VIA THE INTERNET, SMARTPHONES, AND SOCIAL NETWORKS--AND THAT GOES FOR ADVANCED, EMERGING, AND DEVELOPING ECONOMIES

## THEY CARE ABOUT GLOBAL SOCIAL ISSUES...

TODAY'S YOUTH ARE MORE CONCERNED THAN PREVIOUS GENERATIONS WITH HUMAN RIGHTS AND ENVIRONMENTAL CAUSES

## AND THEY MAKE SURE THEIR VOICES ARE HEARD... JUST NOT IN TRADITIONAL WAYS



73% OF GLOBAL MILLENNIALS ARE WILLING TO PAY EXTRA FOR SUSTAINABLE BRANDS



THEY ENGAGE VIA PEER NETWORKS, USING **NEW TECHNOLOGY** AND SOCIAL MEDIA



THEY **INNOVATE TO SOLVE GLOBAL PROBLEMS**, AND EMBRACE E-PETITIONS, FAIR TRADE "BOYCOTTS", AND WORLDWIDE DEMONSTRATIONS



79% CONSIDER A COMPANY'S SOCIETAL AND ENVIRONMENTAL COMMITMENTS WHEN DECIDING WHERE TO WORK



THEY ARE MORE LIKELY TO VIEW ISSUES AS "**GLOCAL**"--BECAUSE THEY KNOW IT'S A SMALL WORLD AFTER ALL

## WHAT'S NEXT?

IT'S TIME TO INSPIRE YOUNG PEOPLE TO CREATE THE WORLD WE ALL WANT TO LIVE IN



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