

FUTURE-PROOF

ELEVATING THE VOICE OF GEN Z TO SHAPE THE ECONOMIES OF TOMORROW

Gen Z (aged 18-26) is the largest generational cohort in history, which means their attitudes and expectations should be central to shaping the future.



THEY WILL INHERIT TODAY’S ECONOMIC RECOVERY EFFORTS

In Japan, Gen Z in are invested in politics, with **70%** willing to vote

Only **37%** can accept short-term economic limitations to enable policymakers to invest in a longer-term strategy towards more sustainable growth

THEY WOULD NEED TO SEE THE PUBLIC SECTOR ACCELERATE DIGITAL INVESTMENTS

34%

are undecided if public sector recovery investments will lead to a flourishing economy in 10 years

47% have low or no confidence
19% have high or total confidence

43%

say robust legislation and higher investment in cybersecurity is needed to protect national infrastructures and ensure private businesses meet tough standards

26%

want governments to invest in national education and vocational training to plug the skills gap and boost employment prosperity

THEY WANT GOVERNMENTS AND THE PRIVATE SECTOR TO COLLABORATE AND BUILD RESILIENT ECONOMIES FOR THE FUTURE

33%
want private and public sectors to work together and hold each other accountable to improve trust in governments

44%
also feel educators and businesses should work together to bridge the digital skills gap



FOR GEN Z, THE ROLE OF TECHNOLOGY IS CENTRAL TO ADDRESSING SOME OF THE GREATEST CHALLENGES WE FACE TODAY AND IN TIME TO COME

SUSTAINABILITY

42% believe technology is critical in the fight against the climate crisis

For Gen Z, top **3** priority areas for green investment are:

44%

Sustainable energy

32%

Enabling a circular economy

22%

More sustainable public transport

HEALTHCARE

Top **3** healthcare concerns

16%

Aging population creating a burden on health services

14%

Another global pandemic preventing access to other treatments or surgery

13%

Long waiting times for appointments and treatments

WORKPLACE

46% perceive flexible and remote working as key considerations when choosing employers

32% see learning new digital skills as essential to increasing future career options

KEY TAKEAWAYS

Smart investments today will create the resilient economies of tomorrow, and Gen Z will accept short-term sacrifices to make it happen

Gen Z recognize the value of technology in overcoming the biggest societal challenges

Gen Z want governments to accelerate investments in digital healthcare, education and sustainable/green infrastructures

Gen Z see the value of acquiring new digital skills and feel education could have better prepared them for a digital world

Employers must adopt a flexible, trusting approach to attract and retain the top Generation Z talent