

10:30 Uhr bis 11:00 Uhr

# WIRTSCHAFTEN ZUM WOHL DER MENSCHEN

## Der Blick der jungen Generation

Vortragende

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Doktorandenkolleg „Ethik und gute Unternehmensführung“

Einführung und Moderation

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A photograph of four young people (two men and two women) standing on a rooftop, looking out at a city skyline at sunset. The scene is bathed in warm, golden light. The people are seen from behind, leaning on a white railing. The city skyline in the background is silhouetted against the bright sky.

## THE BRIEF

**THROUGH YOUNG PEOPLE'S EYES,  
WHICH CONFLICTS ARE CENTRAL  
TO RESPONSIBLE BUSINESS?**

Photo: [Devin Avery](#)

# OUR APPROACH



## PHASE 1

### DESK REVIEW

15+ reports and studies about young people's worries and challenges - covering Africa and Western countries.

3 major traits of young people

## PHASE 2

### QUALITATIVE RESEARCH

Interviews and a focus group with 20+ young professionals across Africa and Western countries.

3 shifts expected by companies

## PHASE 3

### CONFLICT ANALYSIS

Solutions to address the challenges identified in phases 1 and 2 including trade-offs and secondary effects.

9 perceived conflicts to tackle



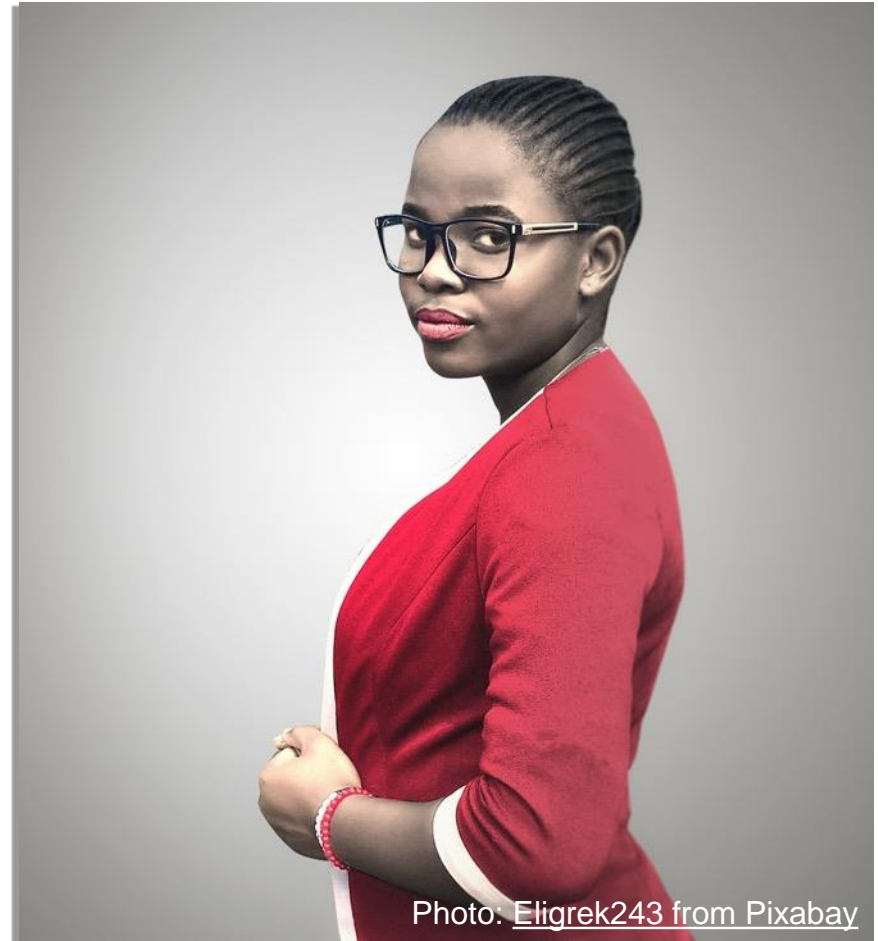
PHASE 1 & 2

# TRAITS OF YOUNG PEOPLE

Photo: [Siora Photography](#)

*Young people have always perplexed their elders. Today's youngsters are no different; indeed, they are baffling. They are woke, broke, and complicated. Businesses should take note...*

*The Economist, 2023*





75% of young employees say **efforts by businesses** to tackle environmental and societal challenges do not go far enough.

*Net Positive Employee Barometer, 2023*

## WOKE

Aware of and attentive to social and environmental facts and issues.

Generation Z are more likely than Millennials to prefer that others use **gender-neutral pronouns** to refer to them.

*Pew Research Centre, 2021*

**Climate change** is a growing threat to the well-being of young people in Africa.

*African Climate Policy Centre, 2020*

**Financial insecurity** is a major challenge for millennials - worsened by borrowing rates and student loans.

*Financial Literacy Center, 2021*

Youth **unemployment** in Africa is at 30% for young people aged 15-24 years old.

*Bureau international du travail, 2020*

## BROKE

**Financially unstable and with a gloomy outlook about the future in economic terms.**

A quarter of young people doubt they will be able to **afford to retire** and less than half believe they would ever own a home.

*McKinsey, 2022*



**Mental health** disorders are one of the leading causes of illness among young people.

*World Health Organization, 2021*

Nearly 50% of 14-29-year-olds say they suffer from **stress**.

*Der Spiegel, Jugend in Deutschland, 2023*

**COMPLICATED**

With many diverse, conflicting expectations, and fragilities.

A cross-temporal meta-analysis (1989 - 2016) revealed that levels of **perfectionism** have linearly increased for young people.

*Psychological Bulletin, 2019*





PHASE 1 & 2

# THE SHIFTS FOR COMPANIES

Photo: [Jeremias Radny](#)

# THE SHIFTS



2010

2023

Redundancy &  
Remuneration

Work/life  
Balance

## Redefinition of Work

*The meaning and ways-of-working of what an ideal job is have changed completely over the years.*

2010

2023

Transparency

Activism

## Corporate Political Responsibility

*Having a clear stand, a voice, and acting in the current turbulent political climate.*

2010

2023

Environmental  
protection

Stewardship

## Planet Well-Being

*Putting our planet's longevity at the centre of business decision-making.*

A hand is shown holding a Rubik's cube against a vibrant red background. The cube is partially solved, with some colors like yellow, red, and blue visible. The lighting is dramatic, highlighting the hand and the cube. In the background, a blurred crest or logo is visible on the left side.

PHASE 3

# THE 9 CONFLICTS TO TACKLE

Photo: [Marko Blazevic](#)



## Redefinition of Work

## Corporate Political Responsibility

## Planet Well-Being

**WOKE**

### Purpose vs Consumerism

How can companies prioritize values but be financially sound?

### Inclusion vs Cancel Culture

Where is the line between diversity & inclusion and exclusions & cancel culture?

### Green vs Convenient

How can companies deliver on sustainability and meet high customer benefits (e.g. quality, performance, price)?

**BROKE**

### AI vs Employment

How can companies use AI to work efficiently but keep creating jobs and employment?

### Equal Opportunities vs Geopolitics

How can companies give equal opportunities worldwide when geopolitics is so fragmented?

### Expectations vs Ability

How can companies adopt long term circular/regenerative business models while generating short term profit?

**COMPLICATED**

### Remote vs Team work

How can companies compensate/control/lead/motivate a remote team?

### Relaxed vs Engaged

How can companies be politically active when employees are stress-averse?

### Transformation vs Pressure

How can firms transform without putting too much pressure on the workforce?



Photo: WZGE 2022 Inauguration

**THANK  
YOU**