

youth edition

15.10.2022



loyal future insights

# the youth edition



jump  
your  
business  
into the  
future



# about

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## loyal future insights

Understanding the ecosystem and the drivers of change are key to providing insightful and transformative advice.

We're listening to the businesses of the future so that we understand the prospective dynamics of business, policy and behavior. The advisor of the future is also to be disclosed in the future insights. Every month, loyal ecosystem team members will explore the unknown with the collaboration of ten future-driven minds.

## loyal ecosystem

Loyal is an ecosystem of advisory services directed to future led organizations that seek transformational change to adapt and thrive into the 21st century.

A go to one-stop-shop for fast-paced organizations to softland or expand in Europe.

# youth

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As a living organism, we are sure that the diversity of perspectives is of the utmost importance for shared development. Therefore, we have created <youth> a special edition created and led by young minds listening to young future thinkers.

The focus of <youth> will go around the guiding question:

*| Bridging the Gap:  
Youth, Policy, and the  
Path to Innovative  
Solutions*

We will be uncovering how young start-up leaders, youth organizations and young activists all over the world - are identifying innovative solutions for policy issues in their communities.

<youth> loyal insights edition is an exclusive report co-created after 10 interviews with the young future thinkers

# content

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**1** What is the future of business?

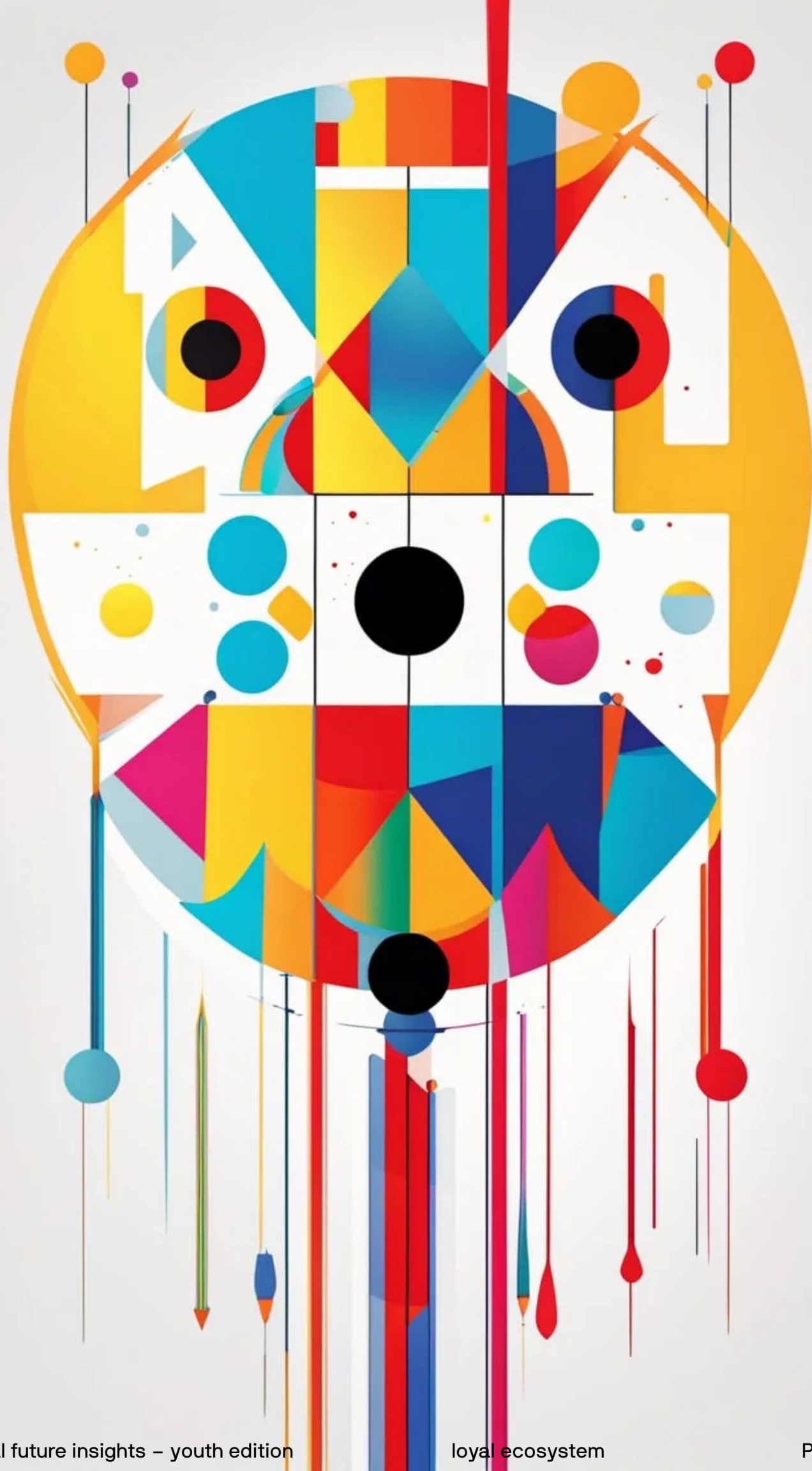
**2** What is the future of policy?

**3** What is the future of behavior?

**4** Who is the consultant of the future?

what  
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# Triad of Success

Modern businesses must achieve a balance between profitability, societal impact, and long-term sustainability. Without the simultaneous consideration of financial viability and sustainability, a business may become unsustainable and burdensome. In fact, 98% of sustainability business initiatives fail - and the first cause is the absence of a robust business case.

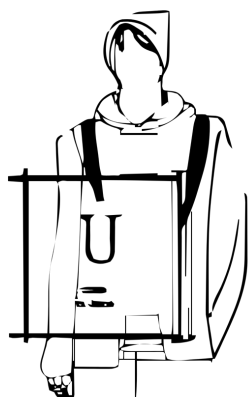
A successful example of a sustainable brand, who is also able to achieve growth is Seventh Generation, the leading eco-friendly supply seller in the U.S. With purposeful leadership, strong sustainability benchmarks and an effective communications strategy, the company, before being acquired by Unilever in 2016, has an estimated revenue of 200 million dollars.



# Charting a New Era

Education needs to evolve in response to the expectations and characteristics of millennials and Generation Z. Educational programs and institutions should become outcome-focused and less tied to traditional employability measures.

As an example, according to a survey conducted by ECMC Group and VICE Media, 74% of polled high school students say they think an education that focuses on developing hard skills - computer science, nursing etc, makes sense. This suggests a changing approach to education that prioritizes practical skills and knowledge relevant to the changing demands of the workforce and society.



# Marketing appealing to Emotions

In modern marketing, a profound shift has occurred - one that centers on evoking emotions. Marketing now taps personal data to forge strong connections between consumers and brands. From the conventional value-based model, a shift to emotion-based marketing carries significant impact.



Consumers, especially millennials and Gen Z, seek emotional resonance aligned with their values. In fact, about 77% of Gen Z consumers preferred ads that showed real-life situations over highly curated photos. Power dynamics changes. Businesses of today craft deep experiences resonating with clients. Mastery of emotion-based strategies becomes pivotal in establishing lasting brand significance.

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# Youth Involvement

It's time to address age-based inequalities and bring young people to the decision-making table. Many young people are disproving the idea that experience is required to contribute to governance. Opportunities are luckily on the rise, for example in New Zealand where 6,000 children and young people contributed to the Child and Youth Wellbeing Strategy.



Such opportunities must scale up, including initiatives such as youth councils or company youth advisory boards. They should be internalized in organizations for generations to come. We need to bring down the average age of public servants, MPs, and advisors. OECD is leading the way with its Recommendation on Creating Better Opportunities for Young People and its Youthwise youth advisory board, examples for governments and businesses to follow.

## Medium Term Planning

One of the issues in policy-making is the lack of medium-term planning (MTP); that is, there is an excessive amount of short-term and long-term planning (LTP). With MTP, policymakers should weigh out possible outcomes and difficulties confronted in their LT plans and adjust their short-term plans (STP). In policy, STP refers to actions that can make a difference in 12 months, and LTP, to changes in 10 years.

This is particularly affecting our ability to tackle the climate crisis effectively. UNESCO has a prime example of a MT policy plan that has a span of 7 years. In UNESCO's Medium-Term Strategy from 2022 to 2029, challenges that are often predicted in STP are included. As a result, policymaking will be more versatile and better at predicting future trends.



# Lack of Representation

Lack of representation of minority groups and the youth is a reality in policy-making. In the future we must give voice to all these underrepresented groups. OECD established ten guiding principles for inclusive policy making, an example to follow.



According to the Center for Data Innovation, the median age for US policymakers in the 2020s is over 55. Youth participation in policy-concerning issues, like climate change, can encourage younger people to engage in policy. The UK Parliament notes that 46% of people from 18y to 26y are “very concerned” about the environment. The future of Policy-making is, therefore, younger and more inclusive.

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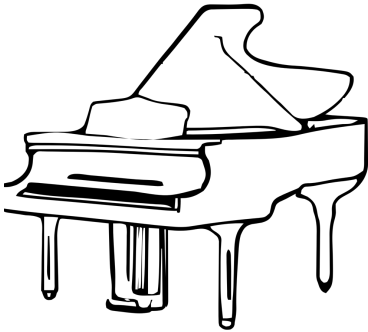






# Piano Staircase

In Stockholm's OdenPlan station, the elevator is almost never used. That is because the stairs are a game that the inner child of passengers cannot easily forget : a musical piano stairway. 66% subway riders took the stairs to listen to the melody.



Just like the playfulness of this nudge pushed Swedes to limit the electricity consumption of the elevator, while getting their steps in, anyone's behavior can be influenced when targeting the child within. 'The Make It Fun' campaign, by Volkswagen, seeks to prove that, with a series of social experiments. Would you think that double the trash is collected, when the bin produces a nice sound? Well, another Volkswagen experience tells us so.

# Conscious Consumerism

Making consumer decisions that align with one's consciousness and beliefs is the trademark of GenZs. Buying becomes an act charged with ethical and political meaning: how am I impacting the society around me? How am I affecting the planet? Is there a better option for me to consume? The effects of this movement are in front of our eyes: in 2019, 90% of S&P 500 companies published sustainability/responsibility reports, versus 20% in 2013.

However, since sustainable products' demand is still comparatively low, prices remain high. Moreover, there is a substantial time investment involved in researching the best option, that might make conscious consumerism inaccessible for large pockets of population.



# The Long-Term Effect

To address the greatest issues that society is facing - among which conflict and climate change we need a paradigm shift. The perspective of consumer decision making should switch from the short-term gains to the long-term perspective.



Just like in business, long-term thinking brings to a company an increase in average revenue and earnings growth of 47% and 36%, the human species can only survive if we eliminate the discount rate that attaches future people less value than those in the present. William MacAskill's "What we owe to the Future" offers an interesting perspective into the ethical dimension of weak long termism.

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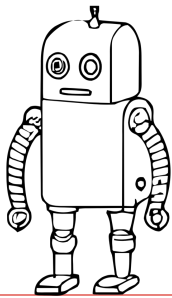
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# Artificial Intelligence

The consultant of the future will be compliant with artificial intelligence and learn to work with it. It is argued that artificial intelligence will overpower consultants, but this will only occur if consultants do not learn how to use AI to maximize their contribution to businesses.



Artificial Intelligence disrupts present-day consulting due to the time and costs of people as opposed to machines. Just recently, UBS Wealth Management partnered with Amazon and asked Alexa certain financial and economic questions for their clients. Just like in this example, consulting firms are advised to use previously employed resources, such as strategic partnerships, to level up their technological skills and use them to their advantage.

## Multi-sectorial approach

Consultants should be an added value to a business. However, currently most of them are argued to be narrow-minded due to excess specialization in one area. In fact, 42% of top firms' hires are from a business or economics background. Consulting companies should employ people from as diverse backgrounds as possible to use their perspective in problem solving.

As a result, the consultant of the future will have an unmatched connection to diverse industries to better understand businesses' needs.



# lyl.fi youth edition future thinkers







**Benjie Allen Aquino | Human Rights & SOGIESC Advocate**

Benjie Allen Aquino is a youth activist and human rights defender from the Philippines. He served as a member of the EU Youth Sounding Board for International Partnerships and was recently named Kofi Annan Changemaker for his work defending young human rights in the Philippines.

*“When the World is watching Human rights tend to be more respected. The role of the Activist is to make the world pay attention”.*

**Elizabeth C. Nwarueze | International Law**

*“Globalization has been identified as the most effective way to secure world peace and cooperation”.*

I work in the intersection between International Law and Global Policy, in areas of implementation, diplomacy and treaty interpretation. Ocean Affairs and the International Law of the Sea are current matters of focus.



**Deona Julary | Youth Foresight**

Deona Julary is a junior at Hinsdale Central High School in Illinois, USA. She has interned at Teach The Future and SDG Align, working on foresight and technology-oriented projects. She is an active competitor, coach, and evaluator for the Future Problem Solving Program International. She was a UNICEF Foresight Fellow.

*“The Future of Technology is associated with the way it impact.”*

**Federica Ballardini | Migration & Integration**

*“A person from one country may not fully understand the complexities involved in another region.”*

Federica studies Politics & Middle Eastern studies at SciencesPo Paris and Geography at National Taiwan University. She's been active in multiple projects in the space of migration & integration, especially at the Franco-Italian border.



**Fisayo Oyewale | Agriculturist and Futurist**

Fisayo Oyewale is a Nigerian agriculturist and futurist working at the intersection of food systems, technology and youths with multilateral organisations. She is a fellow and member of the NGFP network, a UNICEF Youth Foresight Fellow and a SOIF alumnus.

*“Shift from knowledge-based system - to a capacity centric system. None is asking for your knowledge - people are asked for capacities”*



### Ijun Kim | Peacebuilding Foresight & Policy Making

Ijun Kim is working to apply foresight to policymaking to better address issues of sustainable development and peacebuilding. Her past work experience spans from not-for-profit organizations to private enterprises, which taught her the value of cross-sector collaboration and the significance of policies in promoting sustainable development.

“Peace is a complicated affair when we no longer think of it as something to be achieved but instead continuously fostered and maintained.”

### Léna Rigoulay | Cibersecurity Policy

“With AI we will see more human focused jobs. people will need to give a lot more added value.”

Léna is a cybersecurity policy expert. She has worked for leading tech companies as well as for the French government on different issues of regulation. She is a graduate of SciencesPo's Master in Public Affairs.



### Ricardo Guzman | Sustainable Development Engineer

Ricardo Guzman is a sustainable development engineer. He is a Fulbright fellow and an EDD Young Development Leader by the European Commission. He is the director of Sustenta Honduras, an organization working on climate adaptation and capacity building. He was a UNICEF foresight Fellow.

“ Society has failed to represent youth, children, women, and indigenous groups.”

### Utkarsh Amitabh | Entrepreneurship and Business

“Education is getting unbundled from employability and needs to adapt itself to meet the demand of millennials and Gen Z.”

Utkarsh Amitabh is the Chief Executive Officer of Network Capital and the Chief Marketing Officer of 5ire.org, a blockchain unicorn valued at \$1.5 Billion. He is a writer at Harvard Business Review, Chevening Fellow at University of Oxford and a World Economic Forum Global Shaper who represented the community at the Annual Meeting in Davos. .



### Vukan Jokic | International Relations

OECD Policy Analyst supporting fair market conditions for competitiveness in South East Europe. OECD Delegate to the Y20 (G20 Youth) Forum under the Indian Presidency .Graduate of the Int MA in South European Studies.

“The ageism and infantilization of the youth needs to be eradicated.”





Virginia Barchiesi

Co-Lead

Youth Advocate and Youth Diplomacy



Chiamaka Nwarueze

Co-Lead

Energy and Sustainability



Catarina Vita

Head of Insights

Entrepreneurship and Research



Lenora D'Souza

Head of Communications

Legal and Marketing



Deepanshu Gupta

Head of Planning



Julia Marcjasz

Head of Interviews

Political Science

