



Generation Stand Up, Start Up

The Prince's Trust Group Report
on the Future of Work



Prince's Trust



HSBC

**#Gen
StandUp
StartUp**

Meet Generation Stand Up, Start Up.

We surveyed young people around the world on their attitudes towards the future of work.

Our findings show young people as agents of change ready to **stand up** for their future, and that of our planet.

We have uncovered a new generation of budding entrepreneurs, ready to **start up** and build their own ventures.

Contents

FOREWORD	
HIS ROYAL HIGHNESS THE PRINCE OF WALES	5
THE PRINCE'S TRUST GROUP: ABOUT US	6
EXECUTIVE SUMMARY: GENERATION 'STAND UP, START UP'	8
TOP LINE DATA	10
BACKGROUND AND METHODOLOGY	12
CHAPTER 1	14
The crisis facing young people and the future of work	
CHAPTER 2	18
The views of young people on the future of work	
CHAPTER 3	31
Best practice in empowering young people to build their own future	
CHAPTER 4	34
Next steps	
REFERENCES	36





Foreword – His Royal Highness The Prince of Wales President & Founder, The Prince's Trust Group

As President and Founder of The Prince's Trust, I am delighted to introduce this international report, supported by H.S.B.C., which showcases young people's attitudes towards the future of work.



This has been a year like no other. For young people in particular, the fallout from this pandemic has disrupted their lives and livelihoods with hundreds of millions out of work and school. Future prospects are on the line.

Despite this, findings from across four continents, including Canada, Ghana, India, Jordan, Kenya, Pakistan, the U.K. and the U.S.A., show a heartening dedication from young people to become agents of change in creating a greener, more sustainable future for our world. Young people have indicated their belief that their generation can solve some of our world's biggest challenges and I very much hope my Prince's Trust Group of charities can find ways to assist as many of them as possible to achieve their ambitions. The Trust now works in eighteen countries around the world, and I have seen first-hand the amazing commitment of those young people to succeed – quite often against the odds.

But young people cannot achieve this ambition alone, and the research has highlighted that greater partnership between governments, employers and civil society is needed now more than ever.

For young people, the research has showcased three clear areas of focus. For their future careers, young people want to work within emerging industries including the green and digital sectors. However, they lack clarity on the necessary skills and opportunities to access this type of employment. In their education, they have called for more emphasis on learning the skills that prepare them for the world of work, now and in the future, such as digital literacy, self-confidence and teamwork.

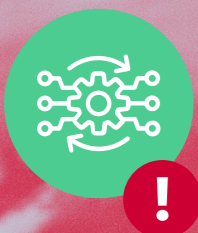
Despite the many setbacks they have faced, the research uncovered a new generation of entrepreneurs. The pandemic has provided the opportunity for young people, whether through necessity or creativity, to develop their own business ideas. Indeed, when asked, this was the form of employment in which young people would most like to work.

Every young person deserves the chance to succeed. I truly believe this as much now as I did over four decades ago when I founded The Prince's Trust. We can all play our part in ensuring that the diminished prospects of young people, due to the pandemic, are not being felt for years to come.

Through this report, we are launching a campaign to help support Generation 'Stand up, Start up'. We are calling for partnership and collaboration to meet these ambitions and create more decent, sustainable jobs. We want to give more young people the opportunity to develop the skills suitable for the world of work. We want to nurture talent and give support to this emerging generation of entrepreneurs.

For the future of our world, it is vital that we put young people at the heart of this recovery.

**His Royal Highness The Prince of Wales
President & Founder, The Prince's Trust Group**



The Prince's Trust Group: About us

The Prince's Trust Group is a global network of charities founded by His Royal Highness The Prince of Wales. Our mission is to transform lives and build sustainable communities worldwide, with a particular focus on supporting young people into education, employment and enterprise.

Our network includes The Prince's Trust in the UK, which was founded in 1976. Over the past 45 years, we have supported over one million young people in the UK to change their lives for the better.

Building on our deep foundations in the UK, we established Prince's Trust International in 2015 to work with partners to support young people across the Commonwealth and beyond. Since then, we have also established Prince's Trust Australia, Prince's Trust Aotearoa New Zealand, Prince's Trust Canada and most recently Prince's Trust USA.

Together, we are now responding to the global challenge of youth unemployment – exacerbated by the **global coronavirus pandemic** – by expanding our work in an increasing number of countries across the globe.

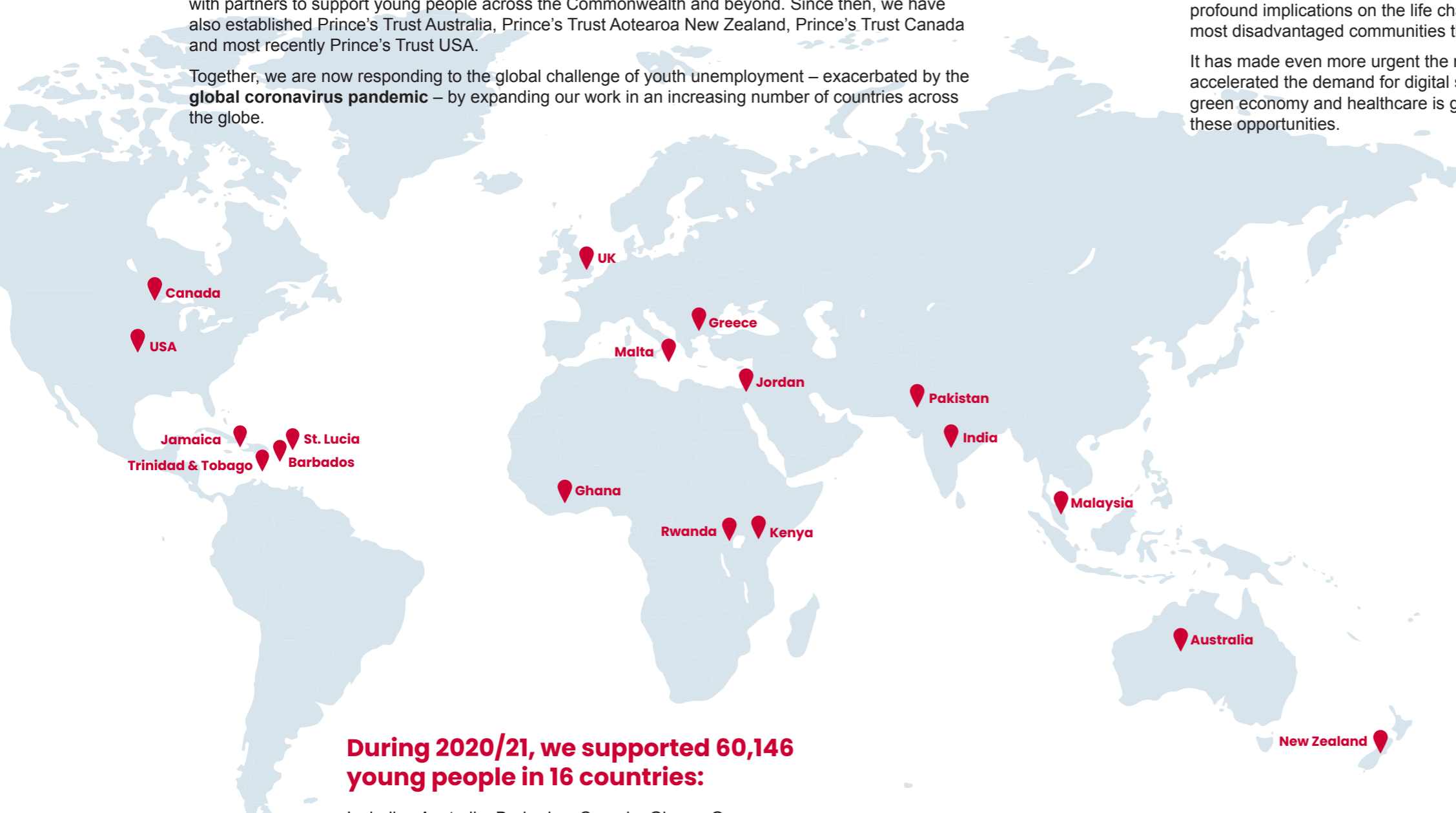
We help young people to develop their confidence and life skills to access education and training, and to move into employment and self-employment. We also support military veterans in Australia and Canada, helping them to start up their own business after leaving the armed forces.

Our programmes are delivered either directly by The Prince's Trust or through our highly valued delivery partners. Together, we give young people a lifeline into education, employment and enterprise. We are committed to continue supporting young people through and beyond this crisis, by equipping them with the skills that are most needed for the jobs of tomorrow.

Our mission is more relevant now than ever before. The **global coronavirus pandemic** is having profound implications on the life chances of a whole generation of young people and will affect the most disadvantaged communities the most.

It has made even more urgent the need to help young people prepare for the future world of work and accelerated the demand for digital skills. Meanwhile, the growth of employment opportunities in the green economy and healthcare is gathering pace. We are determined to support young people into these opportunities.

Our mission is more relevant now than ever before. The global coronavirus pandemic is having profound implications on the life chances of a whole generation of young people and will affect the most disadvantaged communities the most.



During 2020/21, we supported 60,146 young people in 16 countries:

Including Australia, Barbados, Canada, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Pakistan, Rwanda, Trinidad & Tobago and the UK – and we started our work in St Lucia and the USA.

Executive Summary: Generation 'Stand Up, Start Up'

The Prince's Trust Group¹ was founded on the vision that every young person should have the chance to succeed.

During 2020/21, together with our partners we supported 60,146 young people in 18² countries across the Commonwealth and beyond.

This report is supported by HSBC, the Global Founding Corporate Partner of The Prince's Trust Group.

Our aim in undertaking this research is:

1. to inform our own programmatic work with, and for, young people, and
2. to inform a wider group of stakeholders – including policymakers, employers and like-minded charities – of young people's attitudes to the future of work.

This report seeks to amplify the voices of young people as the world adapts to Covid-19 and economies respond to the shock of the last 18 months.

The pandemic has had a seismic impact on young people.

Around 1.5 billion children had their education interrupted of which 800 million were still not back in school in May 2021. Globally, more than one in six young people lost work due to the pandemic with women worst affected. This exacerbated existing trends which meant that even prior to the outbreak of Covid-19, 470 million new jobs were needed for young people by 2030 to absorb new entrants to the labour market.

From crisis comes opportunity.

New technologies, globalisation and automation are disrupting labour markets. Yet new sectors – particularly driven by advances in digital technology and the response to climate change – are emerging while changing demographics are leading to job vacancies in care, teaching and other service sectors.

Listening to young people is critical to understanding the right response.

We commissioned international research to understand young people's attitudes across eight countries: Canada, Ghana, India, Jordan, Kenya, Pakistan, the UK and USA. Through quantitative opinion polls and qualitative focus groups conducted by YouGov and Ipsos MORI respectively, we sought to understand:

1. What was the impact of the global pandemic on young people's lives and livelihoods?
2. What are young people's hopes and aspirations for their future careers?
3. What support do they need from governments, employers and civil society to realise their ambitions?

Three key areas jumped out: sustainability, future skills and entrepreneurship.

Young people want to work in emerging green and digital industries.

They want to be agents of sustainable change. While income remains their primary motivation for work, ethical concerns are increasingly determining their choices. But there is a significant knowledge gap relating to how they access these opportunities.

Young people want to develop life skills that will prepare them for the world of work.

Top of the list are life skills such as self-confidence, teamwork and communications. Basic schooling and digital literacy are also seen as essential. From employers, they want to understand how these skills will help them develop pathways for career progression.

There is an emerging shift in the attitudes of young people towards entrepreneurship.

Our research showed that one in five young people now work for themselves; many used the changes forced by Covid-19 to develop a 'side hustle'. Entrepreneurship is seen as a route to both financial wealth and the flexibility needed to manage caring responsibilities. Young people said that they would most like to work for themselves.

Charities around the world, including The Prince's Trust Group and its partners, are helping young people to realise their ambitions.

Our employability programmes prepare young people for the formal sector through a mixture of life skills and technical skills, including financial and digital literacy. Our enterprise programmes prepare young people for self-employment, freelance work and creating their own businesses. Many of these programmes focus on specific opportunities in the digital and green sectors.

But more can be done.

We must support young people to stand up in taking ownership of their future. We must foster their desires to build their own futures as the next generation of entrepreneurs.

At The Prince's Trust Group, we reiterate our commitment to support young people around the world to meet their ambitions through opportunity, job creation and skill development.

1. Sustainability: We will work with business to create entry level jobs in the green and digital sectors, with focused educational opportunities.
2. Future Skills: We are calling for partners and investment in future skills programmes to prepare young people for the workplace.
3. Entrepreneurship: We will support this new generation of entrepreneurs with further training and targeted investment.

Together, let's stop this pandemic from defining the prospects of a generation.

Over the coming months, The Prince's Trust Group will be working with employers and like-minded charities to enhance our support for young people and ensure their voices are heard as the world adapts to Covid-19.

Meet Generation 'Stand Up, Start Up'. Join our commitments and partner with us now.

Visit www.princetrustglobal.org/standupstartup to find out more.

¹ The Prince's Trust Group includes the work of The Prince's Trust in the UK, Prince's Trust International, Prince's Trust Australia, Prince's Trust Aotearoa New Zealand, Prince's Trust Canada and Prince's Trust USA.
² Delivery to young people took place in Australia, Barbados, Canada, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Pakistan, Rwanda, Trinidad & Tobago and the UK. We started work in St Lucia and the USA too.

Top line data

RESEARCH METHODS

6,073 young people (18-35) surveyed across Canada, Ghana, India, Pakistan, UK and USA.

10 focus groups with young people (16-30) across India, Jordan, Kenya, UK and USA.



Of those surveyed,
57% were in employment
25% in education
13% not in either.

IMPACT OF COVID-19

47% said the pandemic had negatively affected their current work, education or training.

47% said the pandemic had negatively affected their mental health.

Young people felt that their economic prospects had been disproportionately affected by Covid-19.

STAND UP



74% were interested in working in the green economy and 71% in the digital economy.

Income remains the central purpose of work but 84% would consider the ethics of a company or sector in considering a job.

“ Our world’s not going away. We don’t have a plan B.

Participant, 24-30, US



UP-SKILL

Young people’s top demand of government is ensuring that schools teach the skills that are relevant to the world of work.



The most important skills for the future of work are life skills such as self-confidence, teamwork and reliability.

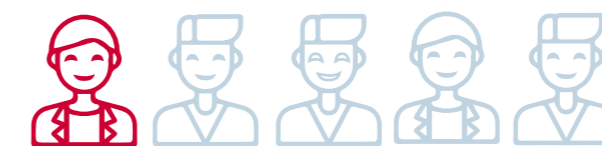
“ Sometimes you find whatever we are taught in school...is very different from whatever you come to do when you start working.

Participant, 16-22, Kenya



START UP

A fifth of young people work for themselves.



Young people would most like to work for themselves (41%) ahead of jobs in government, business or the charity sector.

“ The coronavirus pandemic made me concentrate full-time with my boutique. I used to have it for a long time, but it was on and off because I was employed, but when [Covid-19] came the employment contract ended so I had to focus.

Participant, 16-22, Kenya



Background and Methodology

HSBC

This report is supported by HSBC. As our Global Founding Corporate Partner, HSBC is enabling the Prince's Trust Group to support 14,000 young people in Australia, Canada, India, Malaysia, Malta and the UK over the three years to March 2023.

HSBC's purpose is opening up a world of opportunity; connecting people to opportunities and helping to build a more inclusive society. Together, we are determined to help more young people gain the skills and experience they need for the future of work.

YouGov

On behalf of The Prince's Trust Group, YouGov conducted a six-country study on the future of work for young people, exploring topics such as their perceptions on their future career trajectory and their aspirations for their own work.

This survey was conducted using an online interview administered to members of the YouGov panel and partner providers. The participants were selected at random from the base sample and invited to join the survey through a generic survey link. Across the six countries, YouGov collected responses from 6,073 individuals aged between 18-34 year olds - Canada (1,002), Great Britain (1,011), Ghana (1,003), India (1,024), Pakistan (1,020) and the USA (1,013). The survey was fielded between the 13th and 24th April 2021. YouGov produced the data so that it could be analysed from an individual country and combined perspective.

Ipsos MORI

Ipsos MORI carried out qualitative research with young people in India, Jordan, Kenya, the UK and the USA. Ipsos MORI carried out two focus groups in each country between 7th-14th June 2021, reaching 47 participants in total.

The focus groups consisted of a younger age group (aged 16-22) and an older group (23-30). In the USA, the groups were aged 18-23 and 24-30. The groups reached a mix of men and women, participants from across wealth and income spectrums, and participants from urban and rural settings. The groups also included up to three participants per country from PTI programming. Ipsos MORI led on the design of the topic guide and sampling strategy, translation of materials, coordination of fieldwork which was carried out by local Ipsos teams, analysis and reporting. For more information, please contact Jessica.Bruce@ipsos.com or Ilya.Cereso@ipsos.com.



Chapter 1: The crisis facing young people and the future of work

Introduction

The aim of this report is to ensure that young people are heard as governments, businesses and civil society adapt to Covid-19, and economies respond to the shock of the pandemic.

Despite being the least vulnerable to the health impact of Covid-19, young people put their lives and livelihoods on hold, so that their families and communities could stay safe. This has exacerbated the existing crises in education and unemployment facing young people around the world.

This chapter will outline the challenges facing young people, due to the pandemic and existing trends, before outlining some of the more positive opportunities presented by the future of work.

Chapter 2 outlines the findings of both quantitative and qualitative research to examine the views of young people, in eight countries across four continents, on how their employment has been affected by the pandemic, their hopes and aspirations for the future, and the support they need from governments, employers and civil society.

Chapter 3 demonstrates how charities around the world, including those in The Prince's Trust Group, are helping young people realise their full potential.

Chapter 4 concludes with a series of next steps to ensure that young people's voices are heard as the world seeks to tackle the global crises in youth education and unemployment.

A global crisis in youth education

Around 1.5 billion children and young people had their education interrupted by the pandemic.¹

According to the United Nations Children's Fund (UNICEF), 800 million children worldwide were still not fully back in school by May 2021.² Millions are expected never to return to the classroom – girls are disproportionately vulnerable, as are young people with little or no access to remote learning. Without the opportunity of an education, some are increasingly at risk of being forced into marriage or child labour.³

Circumstances were already dire. Before the pandemic, 250 million children (around one in seven) were not enrolled in school.⁴ UNICEF estimate that "617 million children and adolescents around the world are unable to reach minimum proficiency levels in reading and mathematics, even though two-thirds of them are in school".⁵ Prior to Covid-19, almost half the world's children were "learning poor", this total has grown by a further 10 per cent due to the pandemic.⁶ The World Bank estimates that "approximately \$10 trillion of lifecycle earnings" could be lost without an effective policy response not to mention the impact on mental health, wellbeing and aspirations.⁷

A global crisis in youth unemployment

One in six young people lost work due to the pandemic while a fifth were already out of work, education or training before it began.

In most countries, youth unemployment grew more rapidly than broader trends. This was partly because of the disproportionate impact of Covid-19 on the retail, hospitality and tourism sectors, which employ many young people.⁸

In June 2021, the International Labour Organization (ILO) pointed to the highest rate of global unemployment in nearly a decade.⁹ They highlighted that employment losses have been even greater for young people who already faced labour market disadvantages before the crisis.¹⁰ Young women have been hit worst of all as they are more likely to work in the hardest-hit industries such as hospitality.

As with education, Covid-19 exposed existing labour market challenges facing young people. In 2015, the United Nations Development Programme (UNDP) estimated that 470 million new jobs will be needed by 2030 to absorb new entrants to the labour market.¹¹

A recent report by the World Economic Forum found that almost half (46 per cent) of the young people surveyed said they felt inadequately skilled for the world of work.¹² More than ever, young people need targeted investment and support from employers to protect their generation from permanent economic scarring.



Around the world, young people face worrying employment prospects:

Jordan

In **Jordan**, the youth unemployment rate reached 48 per cent by the end of 2020 (*Jordan Labour Watch, May 2021*).

Malaysia

In **Malaysia**, the youth unemployment rate is three times that of the total adult population (*Institute for Democracy and Economic Affairs, April 2021*).

India

In **India**, almost one in five of young people in their 20s lost their job during the first lockdown (*YouGov-Mint-CPR Millennial Survey, Oct-Nov 2020*). Youth unemployment was 23 per cent in 2019 and closer to 30 per cent by the end of 2020 (*ILO, Aug 2020*).

Pakistan

In **Pakistan**, youth unemployment doubled from 9 per cent in 2019 to 18 per cent in 2020 (*ILO, Aug 2020*).

Kenya

In **Kenya**, almost 25 per cent of young people in their 20s were not in education, employment or training (NEET) in the second half of 2020 (*Kenya National Bureau of Statistics, Dec 2020*).

Caribbean

Across the **Caribbean**, one in four young people were unemployed in the third quarter of 2020 (*ILO, Dec 2020*); and in Jamaica, the youth unemployment rate peaked at 30 per cent during 2020 (*Statistical Institute of Jamaica*).

The European Union

The European Union youth unemployment rate peaked at 18 per cent in late 2020 (*Eurostat, Mar 2021*).

Canada

In **Canada**, youth unemployment doubled between February and April 2020 – to 24 per cent (*Statistics Canada, September 2020*).

UK

In the **UK**, two-thirds of the 700,000 job losses during 2020/21 have been among young people aged under 25 (*ONS, Mar 2021*).

USA

In the **USA**, youth unemployment surged from 10 per cent in March 2020 to 26.9 per cent in April 2020 (*Youth.gov, last updated June 2021*).

The future of work

With an uncertain future ahead, young people must contend with an unstable labour market undergoing significant changes, notably due to new technologies, globalisation and automation.

The development of the informal economy and 'gig economy' continues to attract young people, although flexibility and convenience can bring instability.

More positively, new sectors – particularly driven by advances in digital technology and the response to climate change – are emerging while changing demographics are leading to job vacancies in care, teaching and some service sectors.

The UN has estimated that the size of the digital economy ranges from "4.5 to 15.5 per cent of world GDP".¹³ Not all jobs will become digitised, but almost all sectors will change. New technologies will create entirely new jobs, as well as transforming those which remain. While most employees are expected to demonstrate analytical, creative and social skills, employees in many sectors need a minimum of basic digital literacy. Proficiency in advanced digital skills will become vital for most workers, not just those in technology-intensive sectors.

The ILO defines 'green jobs' as "decent jobs that contribute to preserve or restore the environment, be they in traditional sectors such as manufacturing and construction, or in new, emerging green sectors such as renewable energy and energy efficiency".¹⁴ The World Economic Forum has calculated that tackling the climate crisis "could create 400 million jobs and £8 trillion in business value each year by 2030, while the current rate of destruction threatens over half of global GDP."¹⁵

Across energy, transport, manufacturing and agriculture, new low-carbon technologies are producing new job opportunities. For example, engineers to install solar panels which can bring power to rural settings for the first time, mechanics to repair e-bikes which are growing in popularity around the world, and entrepreneurs recycling or upcycling waste to create new products and services. As UN Special Envoy for Climate Action and Finance, Mark Carney, has argued, "new climate policies are creating the greatest commercial opportunity of our time."¹⁶ Young people therefore have a major opportunity to become agents of change in the battle to tackle climate change.

Prior to Covid-19, the ILO estimated that over 2 billion people would need to receive care in 2030.¹⁷ Which is larger than the combined Gross Domestic Product (GDP) of all the world's countries aside from the United States and China. The C7 (the voice of civil society within the G7 Group of governments) asked leaders at this year's summit to "commit to investing 2 per cent of GDP in care industries in G7 countries, and support countries around the world to pursue similar investments."¹⁸ If the world's care needs are to be met, tens or even hundreds of millions of jobs will be created.

Conclusion

Young people clearly face a troubling economic environment.

Demographic trends and unprecedented disruption to labour markets have collided with a once-in-a-century pandemic. Job opportunities are abundant including in the growing digital, green and care sectors.

But how do young people feel about their futures? What are their hopes and aspirations? What support do they need from governments, employers and civil society? The next chapter examines these questions through surveys and focus groups about the future of work with young people.

Chapter 2: The views of young people on the future of work

In Spring 2021, The Prince's Trust Group commissioned quantitative and qualitative research to find out young people's attitudes to the future of work in the context of a global pandemic.

Both sought to reveal the impact of Covid-19 on young people's economic prospects, their hopes and aims for the future, and the support they need from governments and businesses to realise these aspirations.

The summary of findings below complements YouGov's data tables from their surveys and Ipsos MORI's report summarising the focus groups – both of which are available online. The text below refers to both quantitative and qualitative research. Percentages are provided where relevant and judged useful to the reader; findings from focus groups refer to 'participants'.

The responses of the young people focused on three key issues: sustainability, future skills and entrepreneurship.

Research methods



Firstly, YouGov surveyed over 1,000 young people aged 18-35 in each of Canada, Ghana, India, Pakistan, UK and USA – a total of 6,073 young people.

Secondly, Ipsos conducted focus groups of young people in India, Jordan, Kenya, UK and USA. In each country, participants were divided between those aged 16-22 and 23-30 (except in USA, where these were 18-23 and 24-30). In India, following recommendations from Ipsos' country office, these focus groups were also separated by gender. Focus group participants were mostly selected by Ipsos, although some were recruited by Prince's Trust International (PTI) with support from The Prince's Trust in the UK and PTI's delivery partners. Quotes have been used to express participants' voices. While some have been condensed for length and clarity, their meanings are unchanged. Quotes are attributed by age group and country.

The focus groups afforded an opportunity to scrutinise the findings from the surveys, prompting discussions on topics ranging from job satisfaction to the green economy.

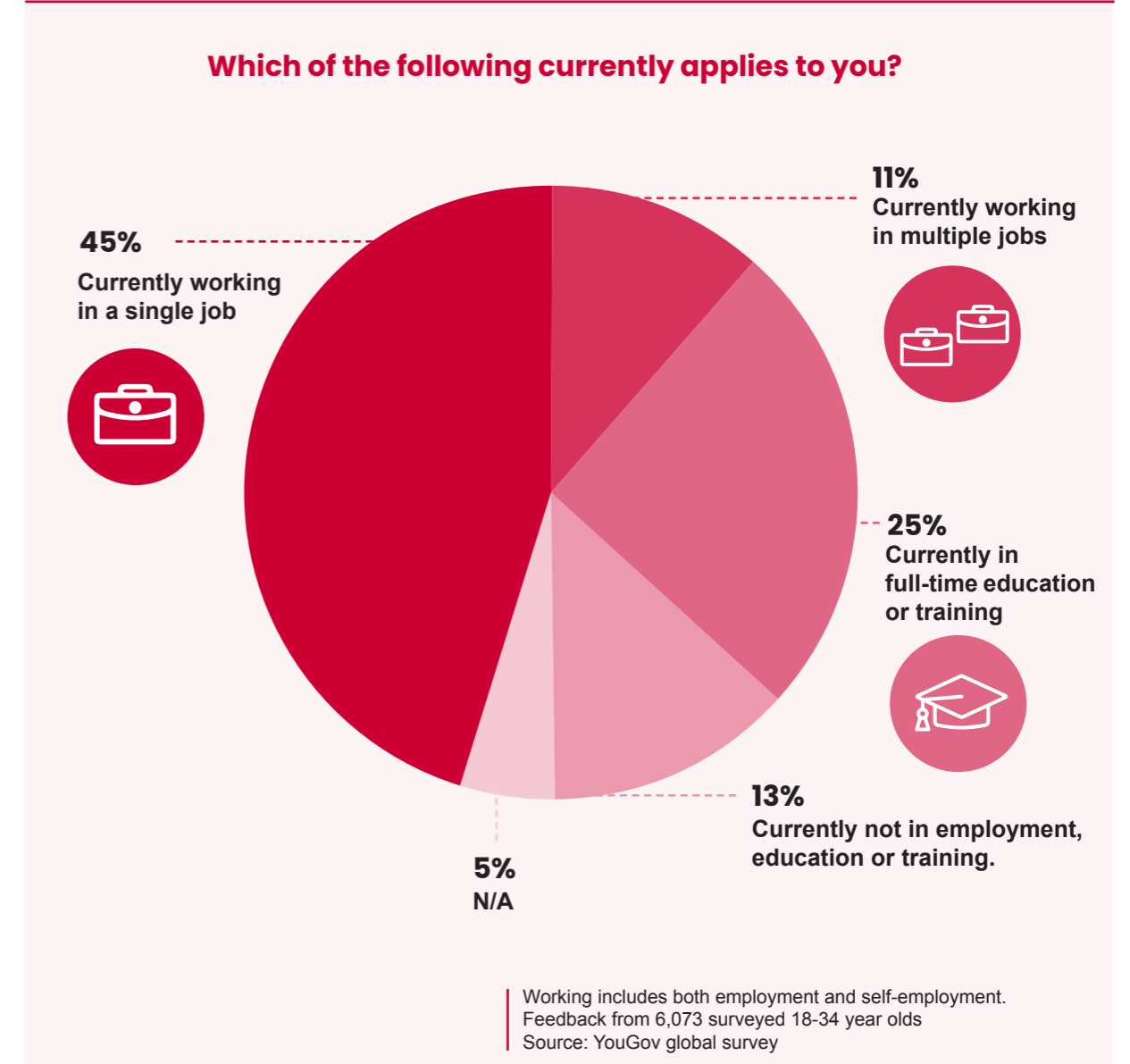




Introducing the young people

When they took part in the surveys, almost half (45 per cent) of respondents were working in a single job, 11 per cent working multiple jobs and a quarter (26 per cent) were in full-time education or training. 13 per cent of respondents were not in employment, education or training.

Chart 1: Background of young people who took part in our quantitative survey (Source: YouGov, 2021)



Overall, two-thirds of working young people had a formal job with a contract, which was highest in the UK (92 per cent) and lowest in the USA (54 per cent). Women were more likely to work with a formal contract than men (by 70 to 62 per cent).



Impact of Covid-19

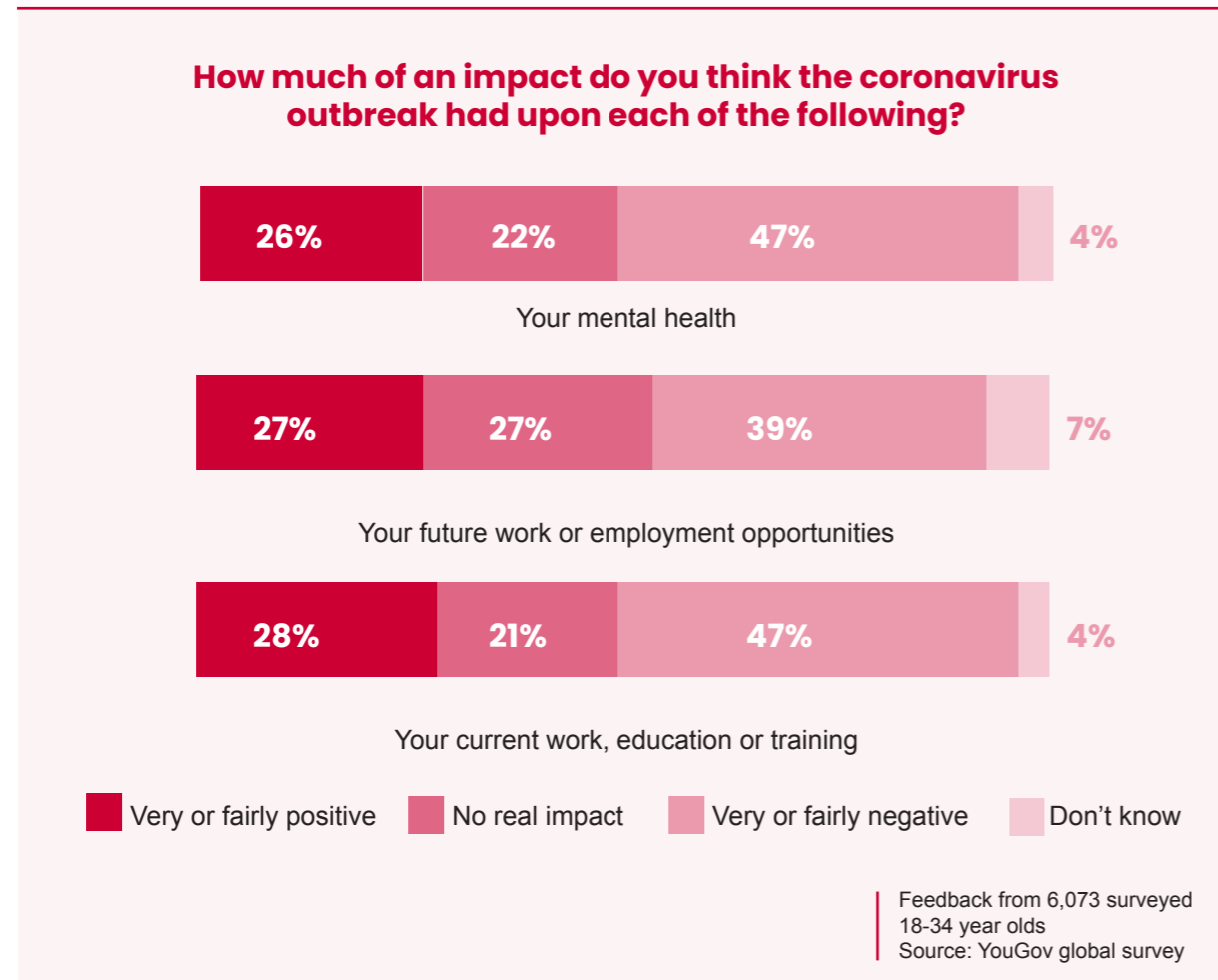
Participants eloquently described the personal and professional difficulties caused by the pandemic.

Notably, an overwhelming number of young people testified to the pandemic's negative impact on their current work, education or training (28 per cent positive to 47 per cent negative), their future work or employment opportunities (27 per cent positive to 39 per cent negative) and their mental health (26 per cent positive to 47 per cent negative). On every single metric, women reported a more negative impact than men, most notably regarding mental health.

"For the younger generation, [coronavirus] affected their health, their goals and ambitions. We really suffered, many of us felt depressed, we did not know what was coming next. I think it took a lot from us... our energy, our skills, our power."

Participant, 16-22, Jordan

Chart 2: Impact of Covid-19 on young people (Source: YouGov, 2021)



While the pandemic is accepted to have affected everybody, young people in the surveys felt that the damage to employment opportunities had been greatest for the under-35s, mentioning fewer vacancies and salary cuts. Interestingly, participants in Kenya felt that older generations were worse affected regarding employment, particularly since job losses were even more impactful for those with dependants.

Participants reported one silver lining, in that the pandemic had provided time for personal development through new hobbies, courses and qualifications. We heard that working remotely had restored some work-life balance and that young people had valued being able to spend more time with family. For many, the challenges of the pandemic served to remind young people of their resilience and to appreciate the importance of friends and family.

In the focus groups, young people felt that their economic prospects had been disproportionately affected by Covid-19. This was corroborated by some of the survey findings, for example showing that young people felt their employment opportunities had been worst affected (41 per cent). When asked about the impact on physical (31 per cent) and mental (38 per cent) health, they believed that all age groups had been equally affected. Participants in all countries were clear that online education had been unsatisfactory.

"When you sit in class and study then you tend to understand more."

Participant, 23-30, India

"I did not understand things online, I only understand face-to-face [education]."

Participant, 16-22, Jordan



The future of work: sustainability

Asked about the future of work, young people were extremely positive about the prospect of working in the green (74 per cent) and digital (71 per cent) economies.



74% Green Economies



71% Digital Economies

Green jobs

The research found genuine enthusiasm about 'green' work and that participants who were interested in the sector tended to have a greater awareness of green jobs. Indeed, the surveys recorded that young people felt that the green economy was the likeliest sector to have a positive impact on the community and wider world. That said, knowledge about the nature, availability and reliability of green jobs was still limited among participants.

"Our world's not going away. We don't have a plan B."

Participant, 24-30, US

There was also some awareness amongst participants that green jobs were relevant to a whole range of industries, that the sector itself was still growing and that green jobs could cater to young people's aspirations regarding income, ethics and other benefits. However, young people were sensitive to the notion of 'greenwashing' where companies make artificial gestures towards environmentalism.

Digital jobs

Young people were extremely clear about the merits of working in the digital economy, although men significantly more so than women (by 76 to 65 per cent) and similarly on the need to invest in digital infrastructure (22 to 13 per cent). Participants perceived the sector to be profitable, growing and sustainable while offering benefits such as exciting and innovative work. Some also felt the sector would offer flexible hours and funding for training and apprenticeships. Young people were united (85 per cent) in thinking that digital literacy is important to future professional advancement. While enthusiasm for the digital economy was particularly notable in the survey results for Ghana, India and Pakistan, participants in every country (except USA) were concerned that they lacked the necessary education and skills to work in the sector.

"The whole world now is being directed towards technology, internet, digital commerce."

Participant, 23-30, Jordan

Purpose of work

Regarding the purpose of work, income remains the central priority. Participants described the level and reliability of income as vital to meeting their basic needs – which have been sharpened by the pandemic. In the surveys, young men and women declared largely similar rates of job satisfaction, although women were markedly less satisfied than men regarding their opportunities for promotion and ability to participate in management decisions.

"I think I should have a reliable income if I am going to live a good life. Basically, money runs the world, and everything around here is just money. If there is no income it is going to be very hard to survive."

Participant, 23-30, Kenya

"The most important for me is income and how reliable it is."

Participant, 16-22, Kenya

Professional careers such as law and medicine were seen as likeliest to provide a steady and reliable income and thought to be likeliest to bring respect from family, peers and wider society. In terms of providing opportunities for young people, retail, hospitality and tourism ranked highest along with information technology and digital technology. Young people felt that the most fulfilling work was in teaching and education, and health and social care.

In addition to income, ethics were also seen as extremely important when making job decisions with young women, in particular, concerned about a company's ethics, impact and suitability. Similarly, the positive impact of the green economy, health and social care, and agriculture is felt more positively by women than men.

Participants associated ethical companies with better working conditions throughout the supply chain, more interesting and rewarding work, and the opportunity to improve people's lives. However, several young people considered ethical work to be less lucrative and therefore less desirable.

"I'd rather be paid less and enjoy my job, than get more and absolutely hate going to work and be disrespected in the workplace."

Participant, 16-22, UK

Participants in Kenya, UK and USA did discuss other employment priorities such as fulfilling work, progression and training opportunities and a good work-life balance.



Future prospects

More broadly, young people were optimistic about their futures although this was somewhat muted in the UK.

Young people overwhelmingly believe that they will have better careers than their parents, most significantly in Ghana (97 per cent), India (82 per cent) and Pakistan (77 per cent).

Participants also recognised their advantages compared to their parents regarding education, breadth of career opportunities and the availability of information – most notably in India, where participants discussed the personal and professional advancements for women throughout contemporary society.

Respondents from India, Pakistan and particularly Ghana (89 per cent) felt there was a significant likelihood of taking a job in another country. By contrast, respondents in Canada, the UK and USA thought that work opportunities for young people were greater in their country than elsewhere.

Young people were confident (78 per cent) that their generation could create solutions to some of society and the world's biggest problems, and that their generation could lead economic growth (71 per cent).

Speaking more broadly, participants in the focus groups reflected on an increasingly competitive job market and the rising cost of living by noting that they may have to work harder than their parents to become similarly successful.

“Employers expect a lot more now because they know that so many people want the jobs and that people can come in and take over quite easily... It’s an expectation that you don’t leave on the dot when you finish and that you work through lunch if you’re busy. So, I think we have to put a lot more in to be at the same level.”

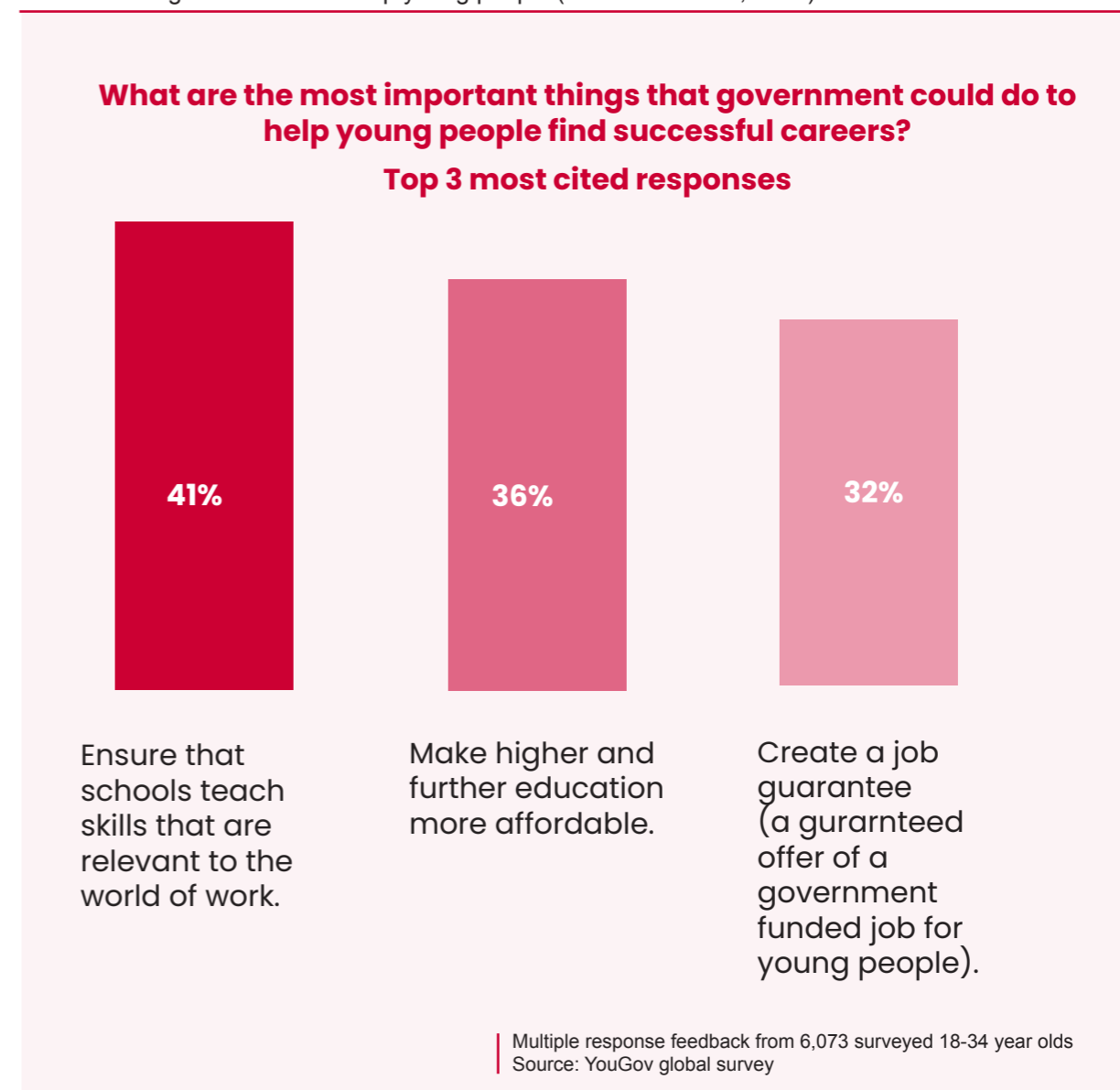
Participant, 23-30, UK

Despite having seemed less optimistic about the future than counterparts in other countries, several young people in the USA and some older participants in Jordan wanted to address the concept of success itself. Some participants felt they were less likely to be traditionally successful due to their focus on wider happiness. Other participants understood the concept of success differently, arguing that they would be more successful than their parents if this was defined as including happiness, kindness, open mindedness and understanding.

Future skills for future jobs

When asked what governments could do to help young people to build successful careers, the three most popular responses were for schools to teach professionally relevant skills (41 per cent), make higher and further education more affordable (36 per cent) and create a job guarantee (32 per cent).

Chart 3: How government can help young people (Source: YouGov, 2021)



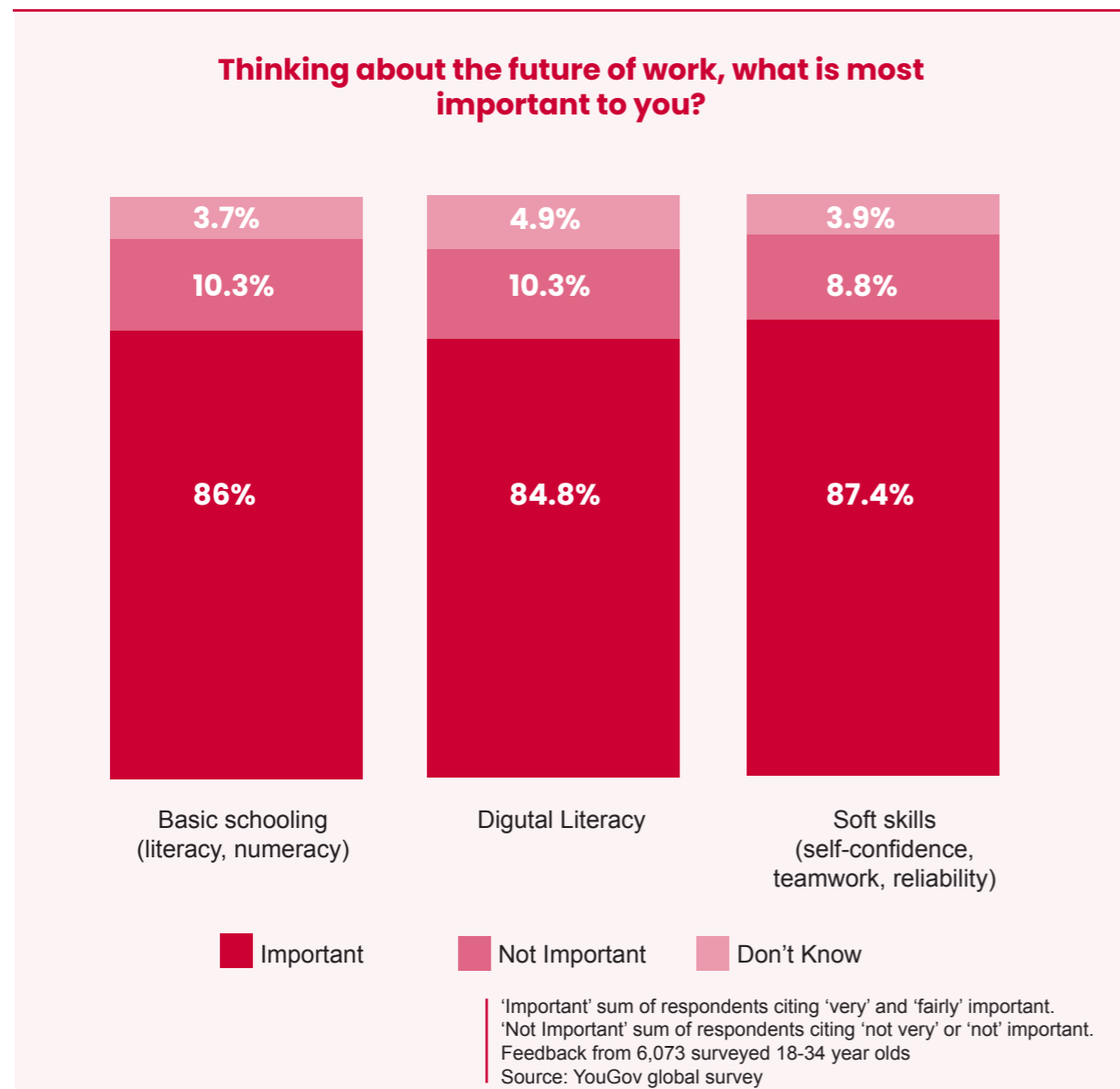
In the focus groups, young people expressed a desire for schools to help with broad life skills such as self-confidence, communications and people skills – all key pillars of the work of The Prince's Trust Group.

“Sometimes you find whatever we are taught in school... is very different from whatever you come to do when you start working.”

Participant, 16-22, Kenya

When selecting the three most important skills for the future of work, young people chose life skills including self confidence, teamwork and reliability (87 per cent), basic schooling (86 per cent) and digital literacy (85 per cent).

Chart 4: the most important skills for young people (Source: YouGov, 2021)



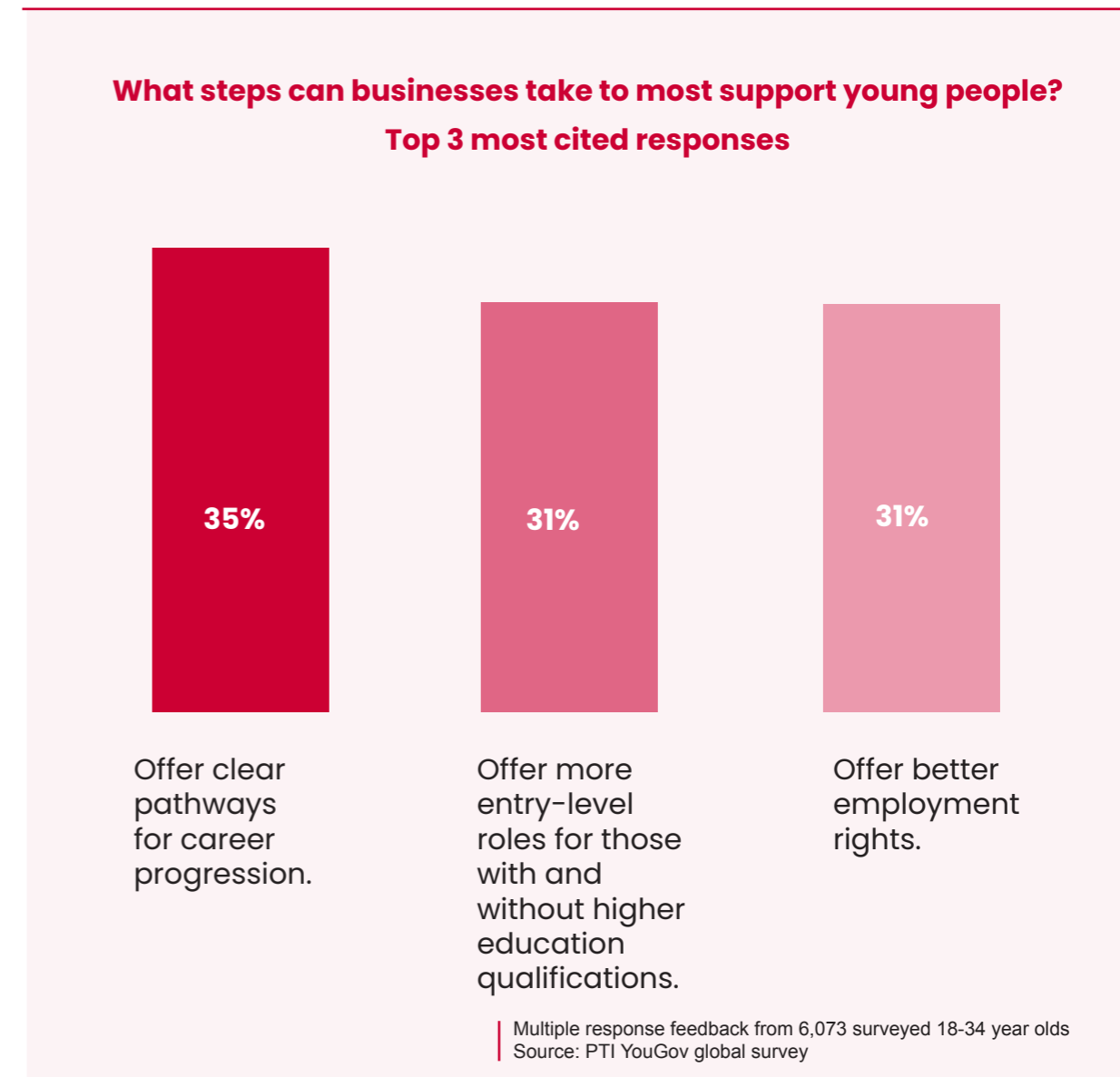
Generally, unemployed participants in the focus groups wanted to increase their sector-specific experience and qualifications, also mentioning the enduring importance of personal connections. Employed participants spoke more about the need for employer-led, practical skills training or for employer funded professional development.

Participants expressed their desire for governments to improve access to employment by offering more government jobs (India and USA), funding for employers to offer training packages (UK), affordable higher education (UK, USA and Jordan), accessible loans for young people to open a business (Kenya), schemes to access experience, skills and connections (Kenya), and more state-sponsored internships (USA).

Young people agreed (by 55 per cent to 29 per cent) that governments should actively intervene in the economy, working with businesses and individuals to create jobs and growth. Governments were also seen as desirable employers: with government jobs considered decent and reliable, notably by participants in India, Jordan and Kenya; and by women overall in the surveys.

In relation to support from businesses, young people wanted clearer pathways to progression (35 per cent), more entry-level roles for those with and without qualifications (31 per cent) and better employment rights (31 per cent).

Chart 5: How businesses can help young people (Source: YouGov, 2021)



Young people believe (65 per cent) that a university education leads to better job opportunities, most strongly in Ghana, India and Pakistan. Participants in Jordan echoed this point when recommending that young people go to university straight away to give them an advantage when looking for work. In Kenya, participants stressed the importance of following passions rather than giving in to parental pressure. Despite an extremely difficult year for students, a narrow majority (51 per cent to 35 per cent) of young people still believe that university degrees are worth the financial cost.

While both are helpful, young people felt that it is easier to find a job for those with work experience (66 per cent) than those with university qualifications (52 per cent).

However, when considering how to advise someone that might leave school in a few years, young people are more likely to recommend going into further or higher education before seeking a career (particularly in India and Pakistan) over going directly into employment (favoured by Ghanaians), taking an apprenticeship or pursuing other work-related training.

Similarly, young people were convinced that university degrees do lead to better job opportunities and incomes in the long term (by 65 per cent to 23 per cent).

Entrepreneurship

The research recognised the growing trend towards entrepreneurship. Of those surveyed, 16 per cent secure their primary income working for themselves. Of those working two jobs, a plurality (28 per cent) have a secondary job working for themselves. In total, a fifth of young people work for themselves.

Participants in Kenya and the USA mentioned that pandemic-related lockdowns had allowed them to work on their 'side hustles' which included starting businesses selling clothes or phone accessories, learning to code, trying journalism and consultancy, or setting up cooking channels on social media.

The shift towards a more entrepreneurial, self-starting mindset may have been accelerated by the pandemic, marrying necessity and creativity. Indeed, focus group participants in India, Jordan and Kenya were also interested in starting their own businesses but lacked start-up capital. In the survey, 29 per cent of young people wanted government to provide start-up grants and loans to entrepreneurs.

A plurality of young people (41 per cent) said they would rather work for themselves than in any other type of job. Starting a business was ranked joint-highest (39 per cent) in providing flexibility and support for those with children or caring responsibilities, especially with women. Nearly two-fifths (38 per cent) said setting up their own business is "most likely to bring financial wealth" and 34 per cent said setting up their own business provides the "most opportunities for people like you". Finally, 40 per cent say setting up their own business

"The coronavirus pandemic made me concentrate full-time with my boutique. I used to have it for a long time, but it was on and off because I was employed, but when [Covid-19] came the employment contract ended so I had to focus."

Participant, 16 22, Kenya

Conclusion

The responses of the young people focused on three key areas: sustainability, future skills and entrepreneurship.

Young people want to stand up for what they believe in through their work and be agents of change in creating a sustainable future. They want to build their skills so they can secure the jobs of the future. And a growing number want to be the entrepreneurs of tomorrow and start up their own business. This is Generation Stand Up, Start Up.

Sustainability: Despite the impact of Covid-19, young people are optimistic about the future of work and interested in the green and digital sectors. As they build their lives and livelihoods, income is their key consideration, but employers' ethics are increasingly important as young people stand up for their beliefs in the workplace.

Future skills: To achieve their ambitions, young people say they need support developing future skills for the future of work. These include life skills such as self-confidence, teamwork and reliability along with basic schooling and digital literacy. University still has an important role to play for many.

Entrepreneurship: There is a growing trend among young people towards entrepreneurship. As a necessity, the pandemic forced many to develop a 'side hustle' or to start up their own business. Many see this as their primary route to financial wealth and to greater work-life flexibility.

Young people are clear about the support they need from governments and businesses to realise their ambitions. The next chapter examines the role that civil society, including The Prince's Trust Group, is already doing to support young people into meaningful employment and entrepreneurship.

Chapter 3: Best practice in empowering young people to build their own future

Young people want to work in emerging green and digital industries but there is a significant knowledge gap in how they access these opportunities.

They are asking for life skills that will prepare them for the world of work. The pandemic has accelerated a shift in attitudes among young people towards entrepreneurship.

Governments, businesses and charities around the world are helping young people realise their employment and entrepreneurship ambitions. Across 18 countries, The Prince's Trust Group works with partners to support young people into education, employment and enterprise.

The case studies in this chapter, including partners of The Prince's Trust Group, outline:

1. Employability programmes which equip young people with a mixture of life skills and technical skills including digital skills.
2. Enterprise programmes which prepare young people for self-employment, freelance work and creating their own businesses.

Many of these programmes are focused on specific opportunities in the digital and green sectors.

As governments consider how best to support young people into meaningful employment and employers update their own recruitment, retention and progression practices in light of the pandemic, there is a significant opportunity for partnership with charities focused on these areas including The Prince's Trust Group.



Project Learning Tree Canada

Project Learning Tree Canada (PLT Canada) supports young people across Canada in developing their career pathway in the green jobs sector. Focusing on the forest and conservation sectors, PLT Canada encourages young people to explore the possibility of working in the green sector through work experiences, mentorship, resources, networking opportunities and webinars. Young people can apply for six-months' mentoring support through PLT Canada's Green Mentor programme.

To date, PLT Canada has placed young people in more than 3,700 forest and conservation based work experiences. PLT Canada has successfully placed over 580 Indigenous youth, from over 80 Indigenous communities into green jobs, enabling young people to remain working and living in their community.

Vibe Check

Barbados and Ghana

Vibe Check is a new, digital tool from Prince's Trust International which supports young people with their soft-skills development and personal wellbeing. Designed with young people and local partners, and delivered through WhatsApp, users receive daily tips, exercises and information to help boost self confidence, manage relationships and face up to challenges.

Harambee Youth Employment Accelerator

South Africa and Rwanda

Harambee devises practical solutions to help young people overcome barriers to employment. Harambee's data-free multi-channel jobs platform, SA Youth Mobi, comprises a mobi-site and an inbound, toll-free call centre, through which young people can access work opportunities and support customised for their profiles. Harambee has created over 500,000 pathways with a network of 1.4 million youth and has been active in South Africa since 2011 and Rwanda since 2018.

Prince's Trust International has partnered with Harambee in Rwanda to deliver work-seeker support and an entrepreneurial awakening programme.

The Prince's Trust in the UK

The Prince's Trust works with young people aged 11-30 to develop the skills to live, learn and earn. Through its eight core programmes focused on education, employability and enterprise, and other targeted initiatives, the Trust works closely with delivery partners and employers to help young people secure a job.

Programmes such as 'Get into' and 'Get Started' have a strong sectoral focus, often in areas with growing opportunities such as health care and IT support. To date, more than one million young people, many from more disadvantaged and underserved communities, have been assisted across the UK.

Quest Alliance

India

Quest Alliance is a non-profit trust working across India to transform education for young people and to prepare them for leaving school. Programmes have a strong gender and STEM focus, also seeking to promote digital skills amongst students and educators.

The MyQuest programme, which develops digital literacy and soft skills in addition to providing career advice, has already been used by 300,000 people across 22 states.

Project Lehar

India

Project Lehar, a joint effort between the Aga Khan Foundation and Prince's Trust International, aims to empower girls and young women through training in life, vocational and enterprise skills and through giving them an insight into the world of self-employment. This holistic approach, focused on enhancing critical skills such as self-confidence, communication and problem solving, layered with additional interventions such as providing scholastic support, digital skills and vocational training is already demonstrating positive results.

SOLS 24/7

Malaysia and Indonesia

SOLS 24/7 is a not-for-profit organisation empowering the poorest 40 per cent of the population with free education, personal development and employment support covering communication and teamwork, English language training, and digital skills.

SOLS 24/7 recently launched its two-year Solar Academy apprenticeship, helping young people move into jobs in the green economy through targeted skills training, internships and mentoring. Prince's Trust International partners with SOLS 24/7 on a separate education programme.

Shujaaz Inc

Kenya and Tanzania

Shujaaz Inc connects 7.5m young East Africans with the information, skills and opportunities they need to take control of their future. Their flagship multi-media youth platform 'Shujaaz' sparks norm-changing conversations around topics including relationships, mental wellbeing and entrepreneurship. With support from Prince's Trust International, Shujaaz Inc launched 'Hustla MBA' in Kenya in 2019, a multi-platform peer-to-peer training programme, designed to support young entrepreneurs through training and networking.

Future Anything

Australia

Through in-school programmes, Future Anything builds entrepreneurial mindsets by giving young people practical enterprise experience, developing core skills and work-readiness. They work with schools to tailor content, so that programmes integrate seamlessly with mainstream curriculum delivery through a range of age appropriate content across several key subject areas. Educators can access real-time support and curriculum materials, resources and assessment tools are provided through an online platform.

Future Anything features as part of Prince's Trust Australia's Achieve Fest, a two-day online immersion programme for young people, educators and carers about careers education and enterprise skills.

GirlBoss

New Zealand

GirlBoss encourages women to build up their Science, Technology, Engineering and Mathematic skills, and develop proficiency in leadership and enterprise. GirlBoss delivers a range of workshops, corporate internships, leadership courses and an annual awards ceremony. Participants benefit from opportunities to apply the skills they learn to real-life business problems, whilst interacting with and being coached by female role models.

Offering free membership, GirlBoss has built a peer network of over 13,500 young people, aged 13-18, since 2015.



Chapter 4: Next Steps

This report has sought to amplify the voices of young people as the world adapts to Covid-19 and economies respond to the shock of the last 18 months.

We have learned about young people's attitudes to the future of work, their desire to work in emerging green and digital industries, the need to develop practical life skills and their growing interest in entrepreneurship.

In considering these findings, it is vital that we support young people to stand up in taking ownership of their future. We must help them build their own futures as the next generation of entrepreneurs, employers and employees.

Three conclusions stand out.

1. Young people should be front and centre of discussions about their future.

Throughout our research, young people have been clear about what they need for their professional lives. It is vital that young people are involved meaningfully in discussions about their futures.

2. Governments and employers have a critical role to play in supporting young people.

Young people want to be taught more professionally useful skills that range from digital literacy to life skills such as self-confidence and teamwork. They believe governments should provide or continue to provide job guarantees, financial support with higher and further education, and start-up loans and grants for young entrepreneurs. Employers should be prepared to invest in young people - offering clear pathways for career progression, better wages and more entry-level jobs for those with or without qualifications.

3. Charities have a vital role to play in supporting young people.

Today, civil society already does an extraordinary amount of good for young people but there is always room for improvement. By listening to young people directly, charities can ensure that these initiatives are always driven by young people's actual needs. Programmes providing life skills and support from entrepreneurship can and should be scaled up. Greater support and clearer pathways into growing employment sectors such as digital, green and care should also be provided.

The role of The Prince's Trust Group of charities

Across 18 countries, The Prince's Trust Group supports young people into education, employment and enterprise, working with local partners to implement community-led initiatives.

We reiterate our commitment to support young people around the world to meet their ambitions through opportunity, job creation and skills development.

1.Sustainability:

Working with business to create entry level jobs in the green and digital sectors.

2.Future Skills:

Calling for partners and investment in future skills programmes to prepare young people for the workplace.

3.Entrepreneurship:

Supporting this new generation of entrepreneurs with further training and targeted investment.

Together, let's stop this pandemic from defining the prospects of a generation. Over the coming months, The Prince's Trust Group will be working with employers and like-minded charities to enhance our support for young people and ensure their voices are heard as the world adapts to Covid-19.

Visit www.princestrustglobal.org/standupstartup to find out more.

References

- 1 UN (2021) Speakers Highlight Critical Role of World's 1.8 Billion Young People in Achieving Sustainable Development, as Economic and Social Council Youth Forum Opens. ECOSOC/7033. 7 April 2021. <https://www.un.org/press/en/2021/ecosoc7033.doc.htm>
- 2 Guardian (2021) 'I miss school': 800m children still not fully back in classes. 5 April 2021. <https://www.theguardian.com/global-development/2021/apr/05/schools-800-million-children-education-disrupted>
- 3 Ibid
- 4 Karboul (2020) COVID-19 put 1.6 billion children out of school. Here's how to upgrade education post-pandemic. <https://www.weforum.org/agenda/2020/12/covid19-education-innovation-outcomes/>
- 5 UNICEF (2021) Education. <https://www.unicef.org/education>
- 6 Karboul, A. (2020) COVID-19 put 1.6 billion children out of school. Here's how to upgrade education post-pandemic. <https://www.weforum.org/agenda/2020/12/covid19-education-innovation-outcomes/>
- 7 World Bank (2020) Simulating the Potential Impacts of the COVID-19 School Closures on Schooling and Learning Outcomes: A set of Global Estimates <https://www.worldbank.org/en/topic/education/publication/simulating-potential-impacts-of-covid-19-school-closures-learning-outcomes-a-set-of-global-estimates>
- 8 Bloomberg (2020) More Than One in Six Young People Stopped Working Since Virus. 27 May 2020. <https://www.bloomberg.com/news/articles/2020-05-27/pandemic-is-hitting-younger-workers-hardest-ilo-says>
- 9 ILO (2021) Slow jobs recovery and increased inequality risk long-term COVID-19 scarring. 2 June 2021. https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_794834/lang--en/index.htm
- 10 Ibid.
- 11 UNDP (undated) Sustainable Development Goals: Goal 8: Decent Work and Economic Growth https://www1.undp.org/content/seoul_policy_center/en/home/sustainable-development-goals/goal-8-decent-work-and-economic-growth.html
- 12 World Economic Forum (2021), Davos Lab: Youth Recovery Plan, Insight Report, August 2021' http://www3.weforum.org/docs/WEF_Davos_Lab_Youth_Recovery_Plan_2021.pdf
- 13 United Nations Conference on Trade and Development (2019) Digital Economy Report 2019: Value Creation And Capture: Implications For Developing Countries https://unctad.org/system/files/official-document/der2019_overview_en.pdf
- 14 ILO (2016) What is a green job? http://www.ilo.int/global/topics/green-jobs/news/WCMS_220248/lang--en/index.htm
- 15 World Economic Forum (2020), 'The Future and Nature of Business' http://www3.weforum.org/docs/WEF_The_Future_Of_Nature_And_Business_2020.pdf
- 16 Carney, M. (2020) Keynote speech at the Green Horizon Summit: Private Finance Priorities for COP 26 <https://custom.cvent.com/8644FD66069649369747A352DBAB07C3/files/c27f5fcbc83447dcb47036c241791a1a.pdf>
- 17 ILO (2018) Care work and care jobs for the future of decent work https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_633166.pdf
- 18 Bond (2021) C7 Communiqué 2021: Civil society's recommendations to the G7 https://www.bond.org.uk/sites/default/files/c7_communique-_recommendations.pdf



Prince's Trust

**#Gen
StandUp
StartUp**