



Think Young

PRESS KIT

2022

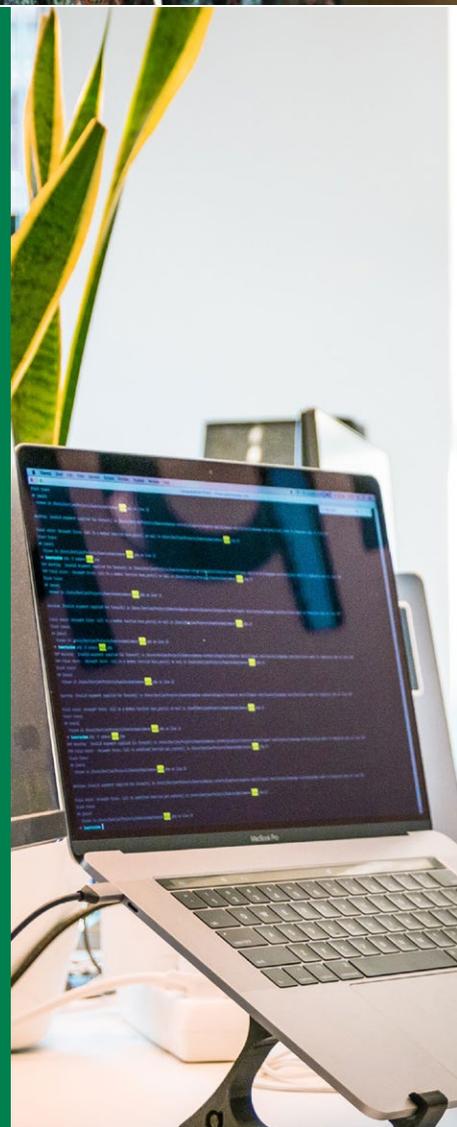


ThinkYoung

Making the world a better place for young people

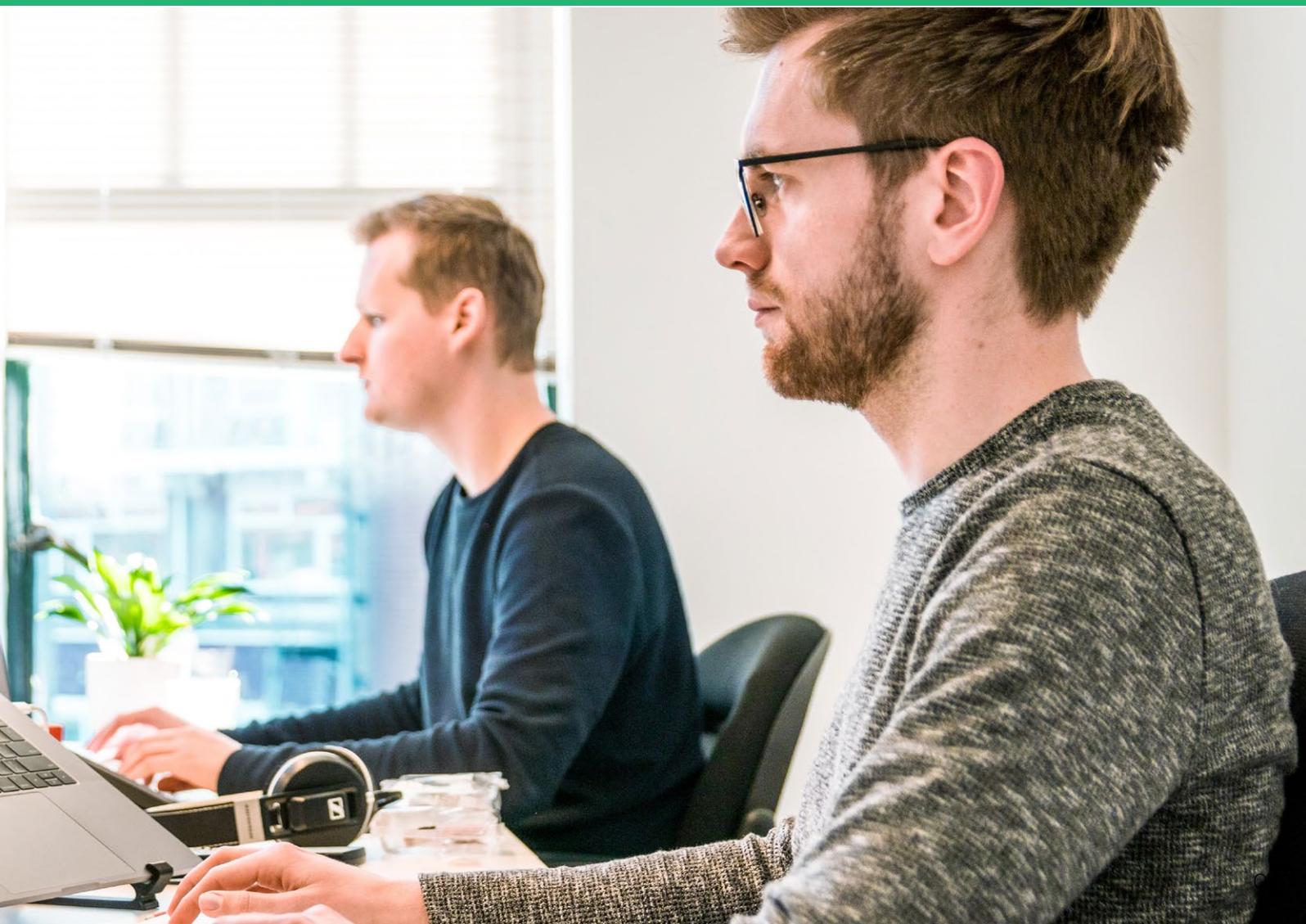
Who we are

Our story started in 2009. ThinkYoung is the first think tank focusing on young people. We are a not-for-profit organisation with the aim of making the world a better place for young people by involving them in decision-making processes and providing decision-makers with high-quality research on key issues affecting young people.



Where we are

In 2009 we opened our first office in Brussels (Belgium). Our European tradition urged us to focus on what we could do to improve the quality of life for young Europeans. After several success stories, we decided to expand. We opened our next office in Geneva, but it came to our attention that the work we had done for Europe's youth should be expanded to other areas of the world as well. Therefore, we opened our offices in Hong Kong, where we placed our Audiovisual Lab, and later, in Nairobi. Today, we have a constantly growing workforce of a diverse mix of cultures and nationalities.

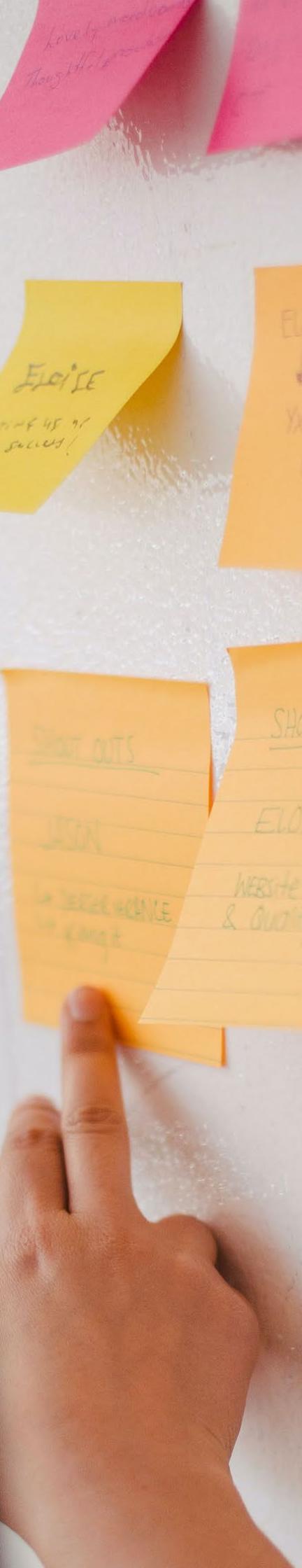


What we do

ThinkYoung conducts studies and surveys, makes documentary movies, writes policy proposals and develops educational programmes. So far, ThinkYoung projects have reached over 800,000 young people.

Based on its research on young people, ThinkYoung creates schools and workshops to empower youth with the tools to make a change. Through the Entrepreneurship Schools set up in Europe and Asia, every year 300 young people from all continents are given the opportunity to cooperate, learn first-hand experience from successful entrepreneurs, and acquire the skills to create their own company.





HOW WE WORK

RESEARCH

ThinkYoung conducts studies, surveys, focus groups and data analysis to provide decision-makers with rigorous information and insights on Gen Y, Gen Z and soon Gen α.

IMPACT PROGRAMMES

Our campaigns, schools and films have reached over 800,000 young people.

Campaigns

Our campaigns touch many different subjects, ranging from imagining new technologies or ways to communicate, to jobs and entrepreneurship.

Schools

Every year more than 500 people from all over the world participate and cooperate, to learn new skills to reach empowerment.

Films

Our films aim to convey research findings through effective storytelling, and inspire the young generation to make a change.





ThinkYoung

Making the world a better place for young people

THINKYOUNG IN 2022

There is no denying that the pandemic has impacted the lives of every single European in the last two years. With over two million people dying from coronavirus since the beginning of the pandemic, Covid-19 has greatly shaken the continent - economically, politically, culturally and socially. While it was of course imperative that governments and authorities do everything they could to protect people's health, many of the resulting measures had a disproportionate impact on young people.

So many aspects of life from education, travel, sport, social activities, employment and more were put on hold or severely disrupted. For young people, this disruption has had an outsized impact on them at a crucial moment for their personal growth and development.

A number of studies published have found that young people are experiencing a sharp increase in mental health problems. In addition, the pandemic has had a particular strain on their living conditions and their economic and social health. It pushed many of them into the dark places of unemployment, economic uncertainty and anxiety as sectors like hospitality, which employ a high proportion of young people, were hit hardest.

ThinkYoung is shining a light on young people and the policy issues that touch upon many of these areas. It is the first think tank of its kind with a focus on young people and the issues important to them. Through its activities, it is endeavouring to bring young people to the fore in the policy and decision-making processes. Whether it is digital policy, climate and environmental policy or economic policy, these are all crucial for the future of young people today. Often however, their perspective is missing from the process. ThinkYoung is driving a number of initiatives that are listening to young people and proposing solutions to the challenges they are facing.

Through its research and initiatives, it has reached over 800,000 young people so far. Examples include a research report on the role of targeted acts for youth movements; the circular economy; and the availability of technology solutions to fight climate change. It has launched coding, hosted webinars on the future of work and set up the ThinkYoung Coalition for Prevention and Vaccination which takes a proactive stance to advocate the important role of vaccination and prevention across Europe.

The European Year of Youth, which began in January of this year, provides the opportunity to lay a foundation for young people's future. It's a chance to place their voice front and centre at a pivotal and challenging time for Europe.



THE ISSUE

6 facts about Millennials

Numbers

Refers to the generation that was born between 1980-1996.

They represent 24% of the world's population. However, Millennials are not distributed equally worldwide; in Africa they represent 30% of the population while in the EU they are around 20% of the population.

Positivism

62% of Millennials worldwide believe they can make a local difference.

In the American continent, this percentage increases to 82%.

Globally, Millennials want to make a difference in their communities and will not accept the status quo.

Mobility

71% are interested in looking beyond their country's borders for the right job, and that number increases to 81% in Latin America.

In Europe, Millennials are the Erasmus generation, and more than 9 million have experienced living abroad, at least once, thanks to the programme.

Communication

8 out of 10 European Millennials have a smartphone and spend an average of 5 hours a day online according to Telefonica Global Millennial Survey. They believe technology has created several opportunities for all.

Regarding this, 87% of Millennials think technology has made language barriers easier to overcome.

Education

Millennials are the most educated generation in history. 4 out of 10 people aged 25 to 34 have completed university studies according to Eurostat.

The two crises

Millennials have experienced two great recessions. First, the global financial crisis in 2008 as they entered the labour market. Millennials suffered the most the great recession years after the crash. By 2020, the COVID-19 hit their lives again. Uncertainty is definitely on Millennials' mindset.



6 facts about Gen Z

Numbers

Refers to the generation that was born between 1997-2012. There are 2.47 billion Gen Zs in the world and they represent almost 30% of the global population. 9 in 10 Gen Zs live in emerging-market nations while European and North American countries stay older. They represent 46% of the population in Nigeria while in Germany, France, or Canada they are the 22%.

Advocating

Gen Z is a globally aware generation. 40% of them have volunteered or been part of a charity or non-profit. Together with Millennials, they are doing more than ever to change the game in areas like sustainability, equality, mental health awareness, amongst many others. According to a survey made by Deloitte, climate change is the first concern between Gen Zs.

Ethical purchasing

Gen Zs are aware of their responsibility as consumers, spending their money consciously and considering criteria such as the environmental impact of their consumerism and their health. They spend their money on quality food and invest more than previous generations in healthcare products such as skincare.

Global point of view

40% of Gen Zs see themselves as 'citizens of the world' rather than citizens of their nations, according to a Bank of America survey.

Digital Natives

While Millennials are considered digital pioneers, Gen Zs are considered the first digital natives. As born into a fully digital world, Gen Z is more connected than any other generation. They spend 4 hours and 15 minutes per day on their mobile according to the Global Web Index.

Unemployment

Gen Z has an unemployment rate of nearly double in almost every OECD country compared to their older working-age counterparts such as Baby Boomers, Gen X and Millennials.

THINKYOUNG IN NUMBERS

800,000+ Young people reached by ThinkYoung projects.

Subscribers receive our Millennews, a newsletter with insights and trends about Gen Y, Gen Z and soon Gen α, every month.

12,000+

700+ Teenagers participated in one of our Coding Summer Schools in Europe and Africa and learned the basics of computer programming thanks to our 5-days bootcamp.

Documentaries on youth produced in more than 30 different European and Asian countries at ThinkYoung Audiovisual Laboratory, where young researchers are trained in filmmaking and multimedia projects.

100+

80+ Foundations, corporations, governments, organizations and associations have supported us in our projects.

2021 - We founded the ThinkYoung Digital Coalition to address inequality, poverty, and digital access across Europe.

2020 - We launched the Manifesto of the Young Coalition for Prevention and Vaccination, which was presented at the European Parliament in front of 40+ policy makers and civil society representatives.

2019 - We launched the report on the Cashless Society with regards to European Millennial attitudes towards electronic payments and organised our very first Coding Summer School in Nairobi, Kenya!

2018 - We organized three different Coding Summer Schools and Social Entrepreneurship Schools.

2016 - Our Fail2Succeed Campaign contributed in changing Italian legislation on bankruptcy.

2015 - Actively participated at COP21 Paris Conference to bring the voice and opinion of young entrepreneurs on climate change.

2015 - Erased roaming charges across the EU.

2014 - Doubled Erasmus budget.

2013 - First EU-China young Entrepreneurs exchange program, with more than 150 European and Chinese young entrepreneurs meeting in Brussels.

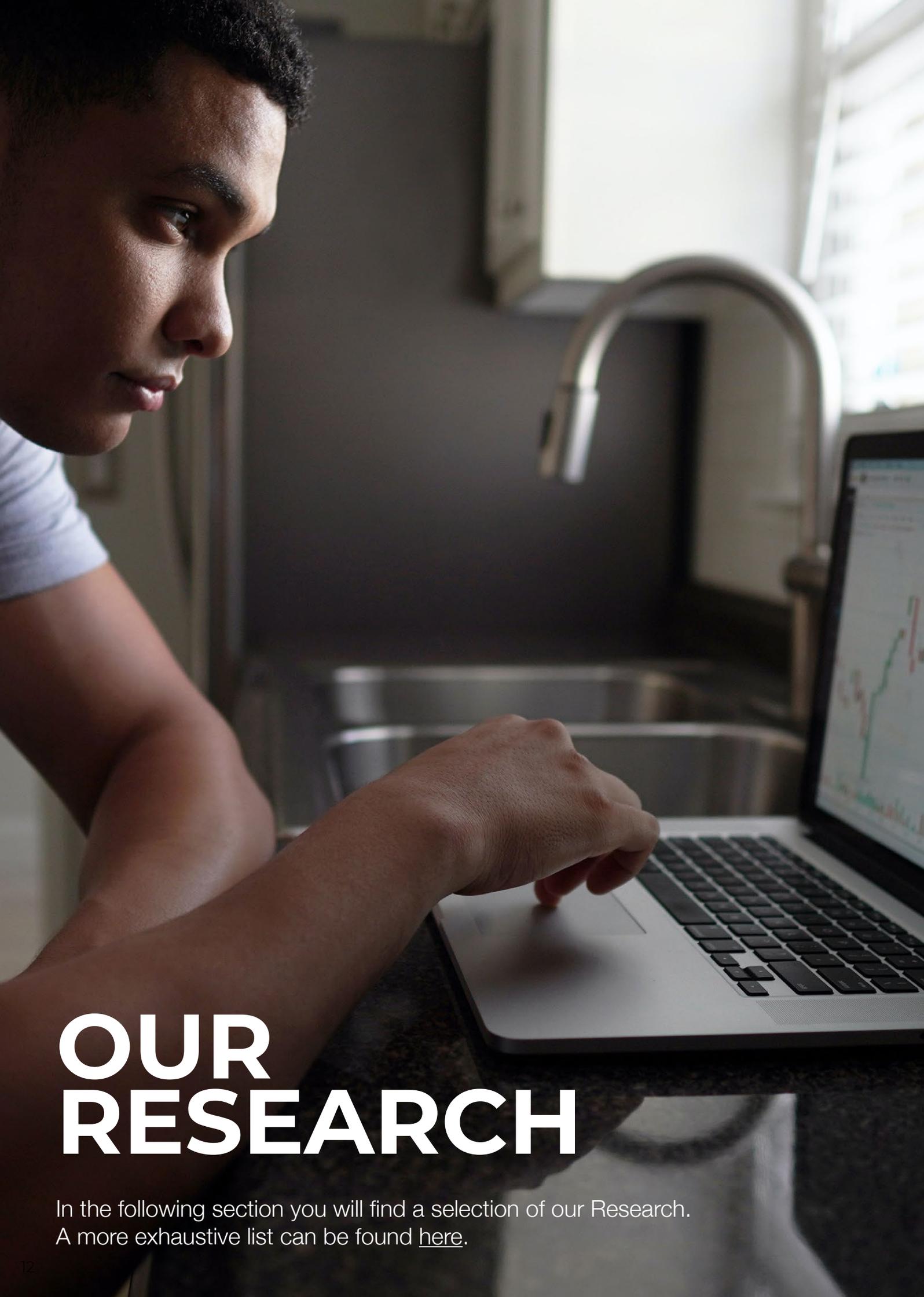
2011 - Delegation of young people from all over Europe: discussion with members of the Council of the European Union.

2008-2017 - More than 30 young people trained in documentary filmmaking, resulting in about 100 films being produced in more than 30 countries.

2011-2017 - More than 2000 young people trained in entrepreneurship.

2010 - EU Visa liberalisation for young students from Kosovo.

ACHIEVEMENTS



OUR RESEARCH

In the following section you will find a selection of our Research. A more exhaustive list can be found [here](#).



Millennial Dialogue

Challenge

In 2019, Eurosceptic and populist movements gained ground across the Union. The elections were also the first following the 'Brexit' vote for the UK to leave the EU, leaving 27 seats to fill in the European Parliament. Yet, Millennials have a record of not showing up at the polls. In 2014, just 27% of youth aged 18-24 voted for a European Member of Parliament. Some credit this voter apathy to Millennials' lack of trust in political institutions and the widespread sentiment that the EU is too far removed from people's daily lives.

Approach & Methodology

This report resulted from one of the most comprehensive research projects ever completed on European Millennials. It involved over 10'000 survey participants and 72 people engaging in focus groups across 10 EU Member States. We selected 10 countries that represent a balance of the EU's 28 Member States: from West to East, South to North. These countries jointly account to 77.85% of the EU population, excluding the UK whose citizens will not participate in the upcoming European elections. All participants were aged 18-35.

Main findings

There appears to be a split in the minds of Millennials; they strongly support the European Union as a project; but they also believe more countries are likely to leave the Union in the future:

1. *Millennials called for greater economic solidarity between EU Member States.*
2. *Millennials want to strengthen social welfare.*
3. *Since Millennials are the primary beneficiaries of the EU's Erasmus exchange programme for university students, it is predictably popular among them.*
4. *Millennials are reacting to major global issues. They want leaders to fight more aggressively on climate change and develop better solutions to the refugee crisis. They support giving the EU stronger powers to represent Europe on the world stage.*

Currently, the ThinkYoung Research Team is working on a 2nd edition of the Millennial Dialogue which will be released in 2022.



Young Coalition for Prevention and Vaccination: Online consultation on youth in the Health Sector & COVID-19

Challenge

Extended periods of 'lockdown' as a public health measure due to COVID-19 have had wide-reaching implications on a variety of social, political and economic issues. Education and employment shocks, mental health and well-being considerations, and reduced immunisation due to social distancing are some of the many current and future challenges being faced. These challenges vary between age groups, and in response to increasing calls to understand the direct impact of the pandemic on young people – this report showcases the views and experiences of youth in the health-related sector as a result of COVID-19.

Approach & Methodology

The focus of this report was to investigate and analyse the real-life experiences of youth in the health sector as a direct result of the pandemic. Through an online consultation, it presents the views and experiences on issues ranging from education and employment, to recovery packages, vaccination, and the future of Europe.

Main findings

- 1. While just over half found their situation to be largely the same (apart from being in confinement) – 23% noted their education was severely impacted, 18% had working hours cut, and 5% lost their job.*
- 2. Young people are most concerned about economic recovery, global health, and the potential for new waves of the pandemic.*
- 3. Mental health at the workplace, adapting to new modes of working, and the negative impact of uncertainty on motivation and drive are the biggest challenges for the future of work.*
- 4. 71% are either likely or very likely to get vaccinated when possible, reiterating confidence in the role of vaccination in disease prevention. Ensuring greater pandemic preparedness is also key moving forward.*
- 5. Young people in the health sector want to see a 'healthy recovery' looking to the future. Instead of a return to the old normal, a boost to public health systems with the ability to respond to crises, and a focus on social safety nets and the role of essential workers is preferred.*



Child Digital Resilience: Empowering Youth Online

Challenge

New technologies coupled with increasing levels of interconnectivity inevitably have a wide range of benefits for young people, ranging from education and learning to civic participation and self-expression. However, the characteristics making the internet a tool for creativity, learning and exploration, also come with certain levels of risk for the user. As a result, questions of how best to keep children safe when online but also free to access and use the internet in a way for both individual empowerment, and for actively seeking and benefiting from the opportunities available, are becoming increasingly important on a global policy and regulatory scale.

Approach & Methodology

The report investigates the role of digital resilience in positively impacting children's online engagement. Shedding light on how a digitally resilient young person responds to risky online content. The research involved 5,600 children and was conceived in two different phases. The first one analysed data from the Asia Pacific region: Indonesia, Australia, South

Korea, Japan, and Taiwan. The second phase focused on the Middle East Africa and Russia region: Nigeria, Kenya, Israel, South Africa, Turkey, and Russia. Measuring levels of resilience, the initiative focused on the varying types of risk encountered, the impact of awareness and self-regulation in understanding online risk, and the role of digital literacies and communication skills in improving resilience.

Main Findings

- 1. In the Asia Pacific region, young people are likely to use instrumental/technical skills, with 70% likely to modify privacy settings to avoid unwanted contacts. This percentage rises to 78% in the Middle East Africa and Russia region.*
- 2. When responding to risk, young people are also confident using digital skills. Amongst the 21% of children in the Asia Pacific region who had experienced a misuse of personal information, 66% had changed their password. In the Middle East Africa and Russia region 17% of children had experienced this risk and 58% had changed their password.*

CONTINUES IN THE NEXT PAGE

CHILD DIGITAL RESILIENCE:
EMPOWERING YOUTH ONLINE

3. *In the Asia Pacific Region, 17% had experienced cyber-bullying. Amongst the top reactions in response to this risk, 45% of all children would block and report a potential cyber-bully and 43% would delete the contact. In the Middle East Africa and Russia region, 21% of children had experienced cyber-bullying, 51% of all would block and report it and 48% would delete the contact.*



A photograph of a group of people at sunset. One person's arm is raised in the air. The scene is backlit by the sun, creating a warm, golden glow. The people are seen from behind, and their hair and clothing are illuminated by the low sun.

OUR IMPACT PROGRAMMES

In the following section you will find a selection of our Impact programmes. A more exhaustive list can be found [here](#).



YC4PV: Young Coalition for Prevention and Vaccination

Challenge

Vaccine hesitancy is worryingly present across Europe. With the spotlight globally on health-related issues, we believe the young generation can now drive the change to ensure vaccination becomes a social norm. Young people are leading and influencing conversations which play a role in shaping health behaviours and decisions.

Activity

1. *In 2017: ThinkYoung conducted research on European Youth Vaccine Perception to investigate awareness level of vaccination: we found that only 65% of the young people interviewed considered the benefits of vaccination to outweigh the risks.*

2. *In 2019: we built the YC4PV composed of 35 young healthcare professionals from over 20 EU countries. The main objective is to advocate the important role of vaccination and prevention at the EU and national level.*

3. *In January 2020: the YC4PV created a Manifesto capturing 10 recommendations for actions in the field of immunisation. It was launched at the European Parliament in the presence of over 40 policymakers and healthcare-related organisations.*

Our network of Members, +15 high-level Ambassadors (including members of the European Commission and European Parliament) and extensive Young Professionals Campaign actively spread the message and raise awareness through onsite, offline and online events and social media across their 20 EU countries.

We have also hosted several webinars and educational events on the value of prevention and vaccination, dispelling misinformation, healthcare sustainability, digitalisation and AI in healthcare and the all-important COVID-19 response to educate the public and spark policy debates on these crucial issues.



Coding Summer School

Challenge

When we conducted our 2014 Skills Mismatch research, we identified the need for STEM skills and to engage with younger populations, especially girls, to inspire them. Female students and graduates report significantly lower levels of coding ability than their male counterparts. In no other STEM subject is the gender gap larger than in the ICT sector. In 2016, youth unemployment was at a record high, but there were 1 million vacant jobs in the European IT industry due to lack of skills, creating a declining competitiveness within the European market.

Policy makers in Europe were, and still are, facing the challenge of providing the young generation with the tools to become future-proof and prosper in knowledge-based societies. Knowledge-based societies, on the other hand, require individuals to act upon their knowledge to produce new things, to know when and how to learn as well as how to learn with others. Currently, education systems across the EU are falling short in responding to this challenge.

That is why ThinkYoung and Boeing decided to take action starting the first edition of the Coding Summer School in 2016.

Activity

We developed a methodology based on our previous experience with the Entrepreneurship School and engaged with coding practitioners. Providing young people with practical skills, knowledge of coding and applications of the skills gained through engagement with robots, drones and more ICT products.

In our Coding Summer School, students of all backgrounds are taught the basics of computer programming by prominent coding experts.

1. Since 2016, we have carried out 11 editions of the Coding Summer School, 7 in Brussels, 3 in Nairobi and 1 at Boeing headquarters in Amsterdam.
2. More than 700 teenagers, over 60% girls, have experienced coding in a stimulating and inclusive learning context.

THE TEAM



**Marilena
Toumazou**

Project Manager



**Delila
Kidanu**

Director of
ThinkYoung Africa



**Michelle
Barrientos**

Communication
Assistant



**Marta
Ramos**

External Relations
and HR Officer



**Alberto
Gerosa**

Film Director
at THY LAB



**Mario
Bobbio**

Senior Designer



**Charles
Howard**

Research Manager



**Guillermo
Tosca**

Research Manager



**Andrea
Gerosa**

Chief Thinker,
Founder

OUR PARTNERS

ThinkYoung is an independent non-partisan, non-political and non-profit organisation which operates under Belgian law. Our partners support us on project-based agreements and their support strictly relates to project implementation. Below you will find a list of our latest supporters. More partners can be found [here](#).

Foundations



Corporations



OUR PARTNERS

Governments



Organisations and Associations



MEDIA COVERAGE

Press

Below you will find excerpts from some of our latest press appearances. A more exhaustive list can be found [here](#). You can access each article by clicking on the link below.

”L’appello di Fondazione Veronesi, Favo, IncontraDonna, CittadinanzAttiva, ThinkYoung e Consiglio Nazionale Giovani per fare in modo che il nostro paese diventi il primo in Europa ad eliminare i tumori da papillomavirus.”

LA LIBRE

“Il «Manifesto per l’Eliminazione dei Tumori HPV-Correlati» realizzato da Fondazione Umberto Veronesi, Federazione Italiana delle Associazioni di Volontariato in Oncologia (Favo), IncontraDonna, CittadinanzAttiva, ThinkYoung e Consiglio Nazionale dei Giovani.”

CORRIERE DELLA SERA

“This was echoed by Andrea Gerosa, Founder of ThinkYoung. ‘Young people are key actors in the public debate about vaccines, with their family, their children, their friends, and more recently on social media,’ he said.”

VACCINES TODAY

“Moving back to youth as change agents, ThinkYoung, the think tank focused on youth, recently conducted a consultation with young people in the health sector actively involved in tackling vaccine hesitancy.”

DECENT JOBS FOR YOUTH

“We’ve had two 24-hour Thinkathons in four different cities in Europe and Canada, where around 200 on-site participants worked together to help shape our society! Young people from Brussels and Montreal produced policy recommendations, videos and a social media campaign all about citizenship.”

NCS

“In 2019, long before SARS-CoV2 turned the world upside down, a group of 30 young professionals from across Europe came together to speak out in favour of immunisation. Together, they formed the Young Coalition for Prevention and Vaccination (YC4PV), coordinated by the ThinkYoung think tank.”

VACCINES TODAY

MEDIA COVERAGE

Audiovisual

Below you will find some of our latest appearances in audiovisual media. You can access the full video by clicking on the link below.



The Week in 7 Questions with Andrea Gerosa and Anna Nalyvayko

MARTENS CENTRE



What can the EU do for young people?
with Andrea Gerosa

DEBATING EUROPE



Le 18h: Coding Summer School 2021

BX1

CONTACT US

*Think*Young

Media Inquiries: media@thinkyoung.eu

Find us on Social Media

Twitter: @ThinkYoungNGO

LinkedIn: @ThinkYoung

Facebook: @thinkyoung

Instagram: @thinkyoung.ngo

TikTok: @think.young

Brussels

Place Luxembourg 6
1050 - Brussels
Belgium

info@thinkyoung.eu

Geneva

Rue des Noirettes 20
1227 - Geneva
Switzerland

geneva@thinkyoung.eu

Hong Kong

Yu Chau Street 135
Hong Kong SAR
China

asia@thinkyoung.eu

Nairobi

7/F, Pine Tree Plaza
Kaburu Drive
Nairobi, Kenya

africa@thinkyoung.eu



Think Young

THANK YOU