

# YOUTH-LED CLIMATE ACTIVISM

CLIMATE CHANGE IS BEING MOVED FROM THE SIDELINES TO THE FOREFRONT OF DECISION-MAKING BY YOUTH.

The youth population is boldly taking a stand on global challenges, creating a sense of urgency and passionately advocating for stronger climate action. They show determination and leadership in inspiring change. They will grow to have a formal voice in decision-making, utilizing new technologies and the power of social media. The vision of a better future will empower others to demand for, and politicians and all of us to make, more conscious decisions.



## DRIVING FORCES

- ❖ Climate change
- ❖ Education of the youth
- ❖ Social media

[WWW.CLIMENEWS.COM](http://WWW.CLIMENEWS.COM)

## KEY WORDS

Climate change, youth activism, education, politics

# YOUTH-LED CLIMATE ACTIVISM



83% of Finns 

**"We need urgent action to mitigate climate change."**

The Climate Barometer 2019 results

Source: Kantar TNS / 2019

School kids globally strike for climate change. Young people organize a climate summit in Helsinki (Sources: Helsingin Sanomat, <https://www.facebook.com/events/354427611792134/>)

Ambitious climate policy finds support particularly amongst the young. They are also more willing to act themselves to mitigate climate change (Source: Climate Barometer 2019)

New fund launched to compensate carbon footprint. Hundreds of young people attend the launch event held at the university (Source: [www.compensate.com](http://www.compensate.com))

Laura Kolehmainen & her movement of young people is pushing for Finland to make climate change a priority during Finland's presidency for the EU council (Source: [www.ilmastoveivi2019.fi](http://www.ilmastoveivi2019.fi))



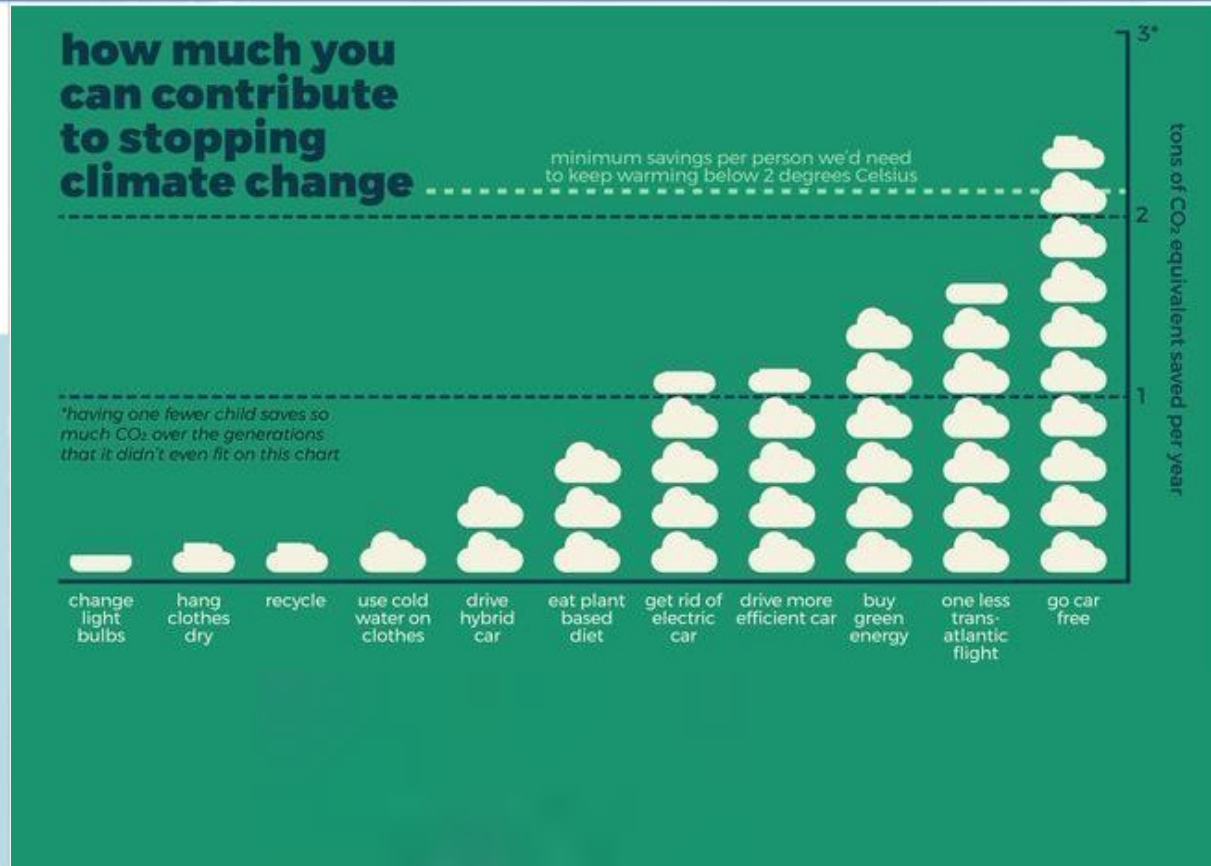
**Compensate®**



# DATA DRIVES SUSTAINABILITY

THE AVAILABILITY AND TRANSPARENCY OF INFORMATION MAKES CONSUMPTION PATTERNS MORE SUSTAINABLE.

The availability of data and the increased awareness of climate change are driving the visibility of environmental impact in goods and services. Considering the impacts of your actions will become easy and consumers are empowered to make value-based choices. The demand for providing transparency will drive a price decrease of sustainable choices, making them a more feasible option to all and thus resulting in more sustainable consumption patterns.



## DRIVING FORCES

- ❖ Data driven sustainable consumption
- ❖ Ethical consumption
- ❖ Open data
- ❖ Climate change
- ❖ Individualism

Data from Wynes & Nicholas 2017, Infographic by Sara Chodosh

## KEY WORDS

Consumerism, consumption, sustainability, ethics, data, climate change



# DATA DRIVES SUSTAINABILITY

News 15.1.2019 15:00 | updated 15.1.2019 15:44

## Report: Rise in overseas flights harms climate more than driving

International plane trips from Finland have increased, and a massive amount of emissions data is being overlooked.

**Recommend** 122 people recommend this. Sign up to see what your friends recommend.



Data providing information for consumption choices  
(Source: [www.yle.fi](http://www.yle.fi))

83% of Finns 

**"We need urgent action to mitigate climate change."**

The Climate Barometer 2019 results

Source: Kantar INS / 2019


50% of Finns: taxes on fossil fuels and on animal-based products should be raised. 47% of Finns: Ok if mitigating climate change costs me 2% of my net income. (Climate Barometer 2019)

Data is used to rank travel options according to CO<sub>2</sub> emissions.  
(Source: [www.skyscanner.fi](http://www.skyscanner.fi))

Helsinki (HEL) - Osaka (KIX)

4 matkustajaa | Turisti

◀ ke 20. maali ▶ ▶ ma 1. huhtik ▶

Tällä **ECO**  -matkalla on pienemmät CO<sub>2</sub>-päästöt kuin muilla vaihtoehdoilla.



Laskimme ympäristöystävällisimmän reitin

**lentokoneen, pysähdysmäärän sekä**

**istumapaikkojen määrän mukaan.**

[Lue lisää ECO:sta](#)

Conscious consumer app. (Source: [www.sustainable.org.nz](http://www.sustainable.org.nz))



[Click here for larger image](#)

### Sustainability Actions:

Conscious Consumers makes it easy to find sustainable businesses in the hospitality sector, learn about the positive impacts they are having and show your support for their efforts.



# SUSTAINABLE CUSTOMER EXPERIENCE SCX

## POWERSHIFT FROM FIRMS TO GLOBAL CITIZENS IN DEFINING THE OFFERING FOR SUSTAINABLE CHOICES IN CONSUMPTION

Climate change is tangible. The realization of the need for a more sustainable way of life reaches the masses, led by the youth. This causes a change in values and consumption. Consumers take the responsibility and transform into global citizens, creating pressure for governments to take action and for firms to offer sustainable end-to-end solutions and services like recycling and mending. CX becomes SCX as sustainability will be the default for any experience.



### DRIVING FORCES

- ❖ Growing emphasis on environment & survival due to climate change and pollution
- ❖ Vocal consumers force firms to offer more sustainable solutions on a local and global level
- ❖ New business models and opportunities rise through creative destruction

IMAGE CREDIT:  
MELANIE ROCHESTER

### KEY WORDS

Sustainability,  
Customer experience,  
Climate change,  
Environment, Global  
citizens, CX



# SUSTAINABLE CUSTOMER EXPERIENCE SCX



The youth in Finland organize a protest against climate change and demand actions from the government.  
(source: [Greenpeace.org / hs.fi](https://www.greenpeace.org/hs.fi))

Adidas to produce more sneakers using recycled plastic waste.  
(source: [adidas-group.com](https://www.adidas-group.com))



## CLIMATE



## CHANGE

Climate change is tangible through media in everyday lives. Extreme natural phenomena like droughts and floods.  
(source: [Nasa.gov](https://www.nasa.gov))

Zero waste store in the UK offers free recycled glass jars instead of single use plastic bags.  
(source: [NADA zero waste store](https://www.nadazero.waste.store))

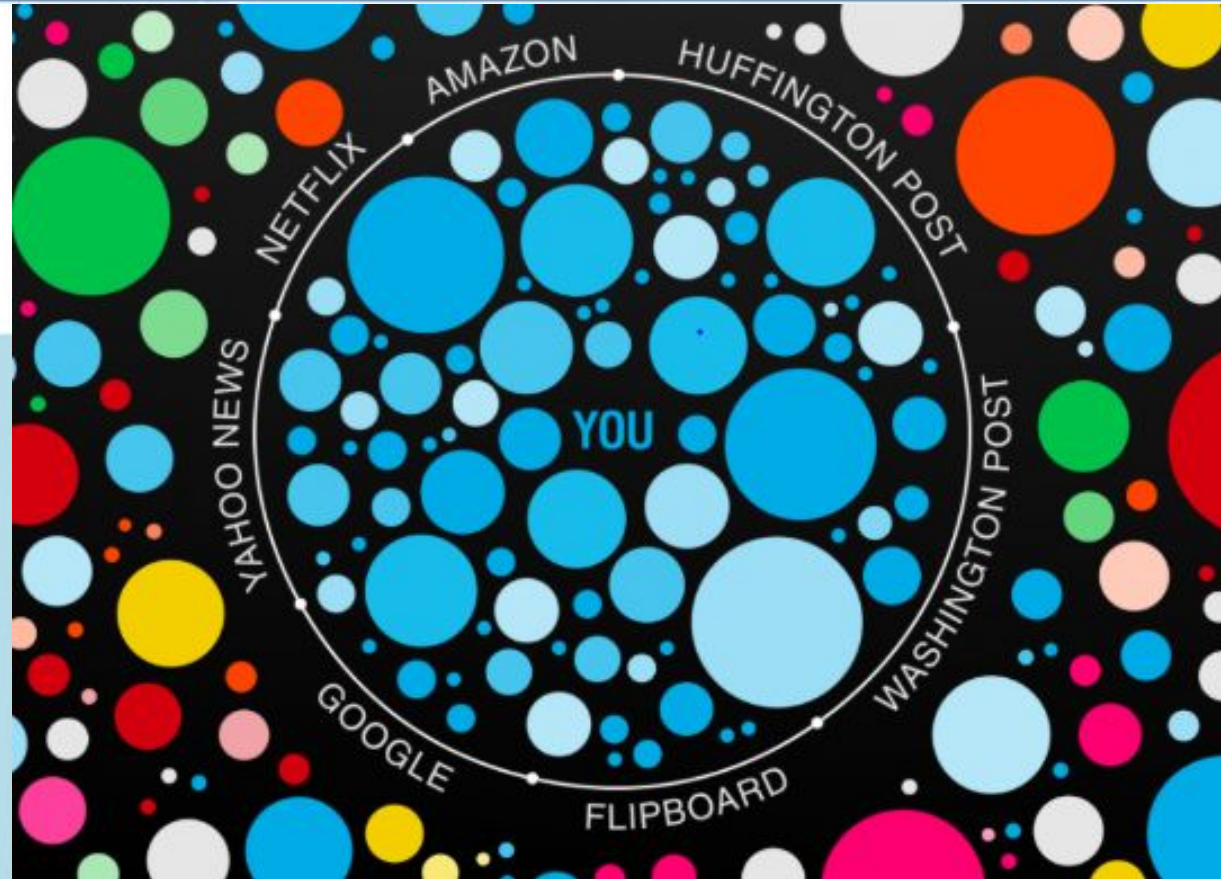




# PERSONALIZATION - BLESSING AND CURSE

## FROM MODERATE PERSONALIZATION TO HYPERPERSONALIZATION

As technology is getting more advanced and cheaper, people have effortless access to global marketplace. Individualism is on the rise and it becomes a new norm to expect highly personalized solutions. The challenge to service providers is to utilize algorithmic predictions responsibly to meet personalization demands while ensuring not to narrow people's worldview and push them to isolation.



### DRIVING FORCES

- ❖ DIGITALISATION & AI ENABLE TOOLS TO CUSTOMIZE SERVICES
- ❖ GLOBALIZATION CREATES CHOICE & MARKETPLACE
- ❖ SOCIO-ECONOMIC DEVELOPMENT LEADS THE RISE OF INDIVIDUALISM

WRITE IMAGE CREDIT

### KEY WORDS

personalization, artificial intelligence, AI, millennials, individualism, global markets, digitalization, filter bubbles



# PERSONALIZATION - BLESSING AND CURSE



McDonald's to acquire Dynamic Yield to increase personalization and improve customer experience. (source: [news.mcdonalds.com](https://news.mcdonalds.com))



A Salesforce Report: Millennials are more willing to share personal data in exchange for more personalized experience. (source: [martechtoday.com](https://martechtoday.com))

The Pinterest Style Finder scans a customer's Pinterest boards to create a list of recommended home decor items to match his taste. (source: [pinterest-style-finder.westelm.com](https://pinterest-style-finder.westelm.com))

Facebook uses user profile and previous behaviours to decide what to show, keeping stuff they think one won't engage with out of one's timeline. (source: [brandwatch.com](https://brandwatch.com))





# FROM MASS TOURISM TO IDENTITY DRIVEN

## TRAVEL

MASS TOURISM CHANGES INTO SEARCHING FOR MEANING AND EXPRESSING IDENTITY IN CONNECTION WITH OTHERS.

Social relationships in society are changing from traditional nuclear families towards more diverse identities. More varied services are created to serve these new target groups. Travelling becomes more about creating yourself than just experiencing new places. People express and search identities through travel choices, and become empowered by finding communities of like minded people while travelling.



### DRIVING FORCES

- ❖ DIVERSITY OF IDENTITIES
- ❖ EXPERIENCE ECONOMY
- ❖ SOCIAL NETWORKS SOCIETY POWERED BY TECH & DATA
- ❖ LOOKING FOR MEANING OF LIFE AND HAPPINESS

Creative Commons: G.Allorto

### KEY WORDS

Identity, experience, tailored services, social network, changes in social relationships, technology, communities.

# IDENTITY DRIVEN TOURISM



Hilton's London Bankside hotel consulted with The Vegan Society to create the world's first vegan hotel suite. Source Daily Mail.

Miss Travel. A dating app for single travelers. Source misstravel.com



The LGBTQ segment is recognized to travel more often and demonstrate higher-than-average patterns of spending. Source UNWTO, ILGA. The 2nd Global Report on LGBTQ Travel.

Travel fair in Finland for people who don't want to fly. Source Kirkko ja kaupunki -magazine.

HOW IT WORKS  
Travel Dating Explained

**JOIN**  
Sign up, create your profile and upload your photos. In just a few minutes, join one of the largest online travel dating communities.

**CONNECT**  
Explore our millions of members and connect with your ideal travel companion.

**TRAVEL**  
Plan and enjoy a luxurious getaway with your someone special.



Sveitsin Alpeilla kulkee yksi Euroopan hienimmistä junareiteistä, Bernina Express. Suuri osa reitistä on Unesccon maailmanperintökohdetta.



**Näillä vinkeillä reissaat lentämättä - maata pitkin matkustaville järjestetään ensimmäiset matkamessut**



# BAN OF TOURISM

FROM CITIES WELCOMING TOURISTS TO DESTINATIONS BANNING THEM.

Platform economy and globalization made travel accessible to many. Cities start to suffer from too much of tourism. Communities delegalize AirB&B and introduce fees for tourists. People feel hostile towards tourists destroying local way of living. Ban of accessible travel options will increase appreciation of locality and development of virtual travel.



## DRIVING FORCES

- ❖ Smart Cities & Platform economy
- ❖ Raise of Middle Class in developing countries
- ❖ Environmental consciousness
- ❖ Democratization of travel

Picabay.com

## KEY WORDS

Tourism, masstourism, hostility, cities, environmental degradation, gentrification, Airbnb.



# BAN OF TOURISM



Travellers to Spain are on high alert following attacks by an anarchist group protesting against tourism.

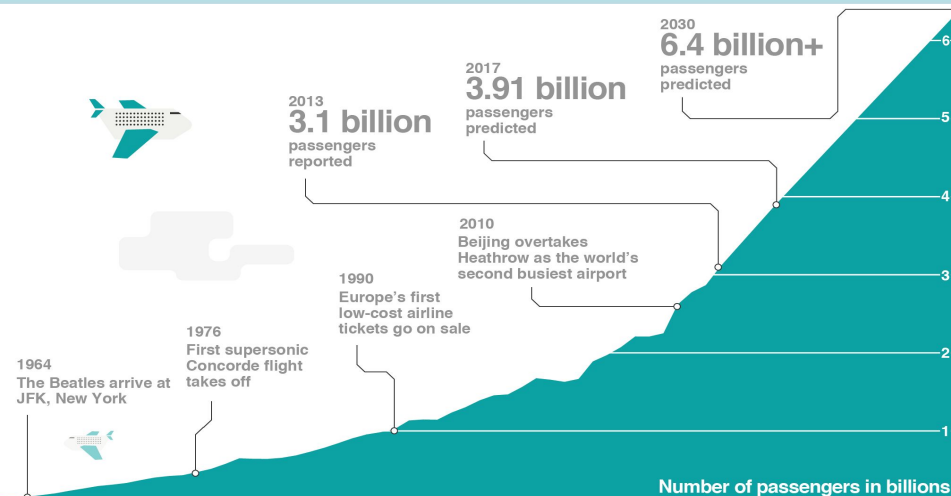
<https://www.independent.co.uk>



Venice has won approval to introduce an entry fee of up to €10 (£9; \$11.50) for short-stay tourists.

Jet travel criticised for it's polluting nature

Smart City Hospitality guidelines and tools help cities to find solutions to achieve sustainable tourism that benefits tourists, residents and the environment. <https://scithos.eu>



# UNHEALTHY NATURE

NATURE'S ROLE IS CHANGING FROM CREATING WELL-BEING INTO CREATING ANXIETY, AND WE ARE THE CAUSE FOR IT.

Nature's healing power from stress and noise has always been acknowledged. Now, with the climate change and awareness, the relationship with nature is changing. Nature no longer offers well-being, peace and quiet but acts as a representation of how we are destroying it. This is causing eco-anxiety. Instead of losing hope, this can be turned into positive action and be a real game-changer.



## DRIVING FORCES

- ❖ Climate change
- ❖ Consumption and production efficiency
- ❖ 24/7 lifestyle and awareness
- ❖ Global polarization
- ❖ Sustainability and responsibility

Picture:  
[unsplash.com/](https://unsplash.com/) Markus Spiske

## KEY WORDS

Eco-anxiety, climate change, 24/7 awareness, information overload, sustainability, consumption, need for action, food from bacteria, greening programs.



# UNHEALTHY NATURE



pixabay.com / Skeeze

Deadly heat waves and altered patterns of infectious diseases are among the impacts of climate change on health.

([www.guardian.com](http://www.guardian.com))

Protein powder can be made of bacteria that use hydrogen as their energy source which frees up land for other purposes.

([www.smithsonianmag.com](http://www.smithsonianmag.com))



pixabay.com / PublicDomainPictures



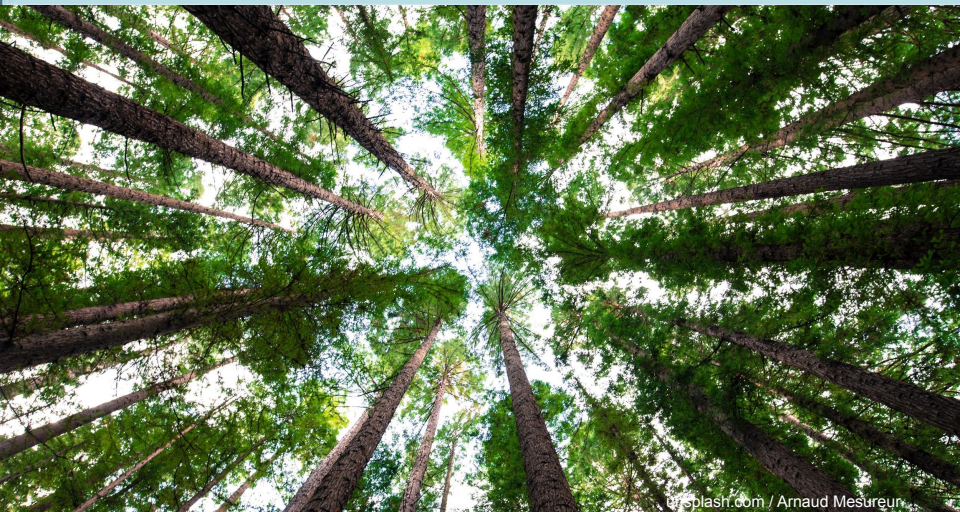
unsplash.com / Francisco Moreno

Climate change causes eco-anxiety. It can be turned into positive action and become a real game-changer.

([www.helsinki.fi](http://www.helsinki.fi))

China is leading the way in greening with programs to reduce the effects of climate change, air pollution and soil erosion.

([earthobservatory.nasa.gov](http://earthobservatory.nasa.gov))



unsplash.com / Arnaud Mesureun



# END OF PATIENTHOOD

## FROM PASSIVE PATIENTS TO ACTIVE, SELF-MONITORING & SELF-ASSESSING PERSONS.

Due to ego-centricity and higher life-expectancy, people want to predict and maximise their quality of life. Technology has enabled self-monitoring and health optimization. People are able to act before symptoms arise and stop diseases early, essentially being more productive and preventing illness. Doctors will act as health consultants who advise on enhancing our health, not on how to cure disease.



### DRIVING FORCES

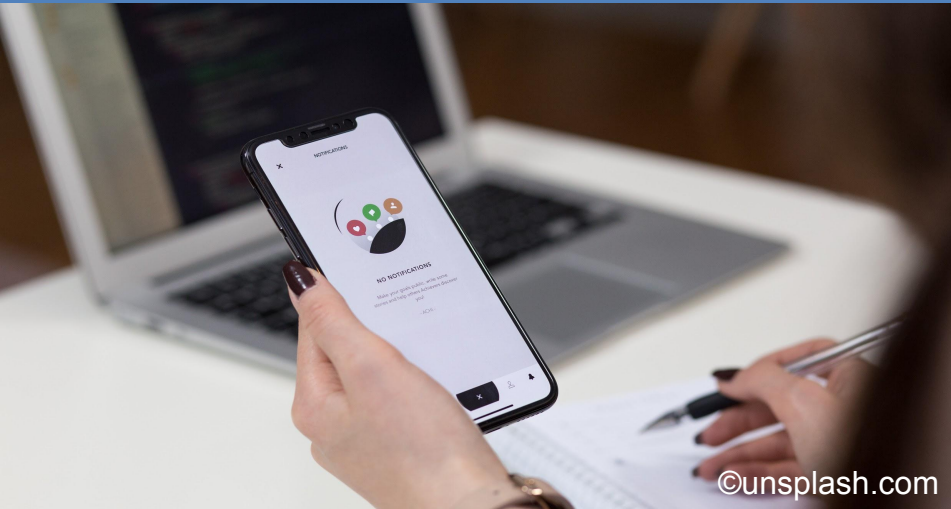
- ❖ EGO-CENTRICITY
- ❖ LIFE LONGEVITY
- ❖ DATA UTILISATION
- ❖ AFFORDABILITY OF TECHNOLOGY

Photo by Pexels

### KEY WORDS

selfmonitoring, disease/illness prevention, prevention, patienthood, selfoptimization, proactivity, future patient, health consultancy, latent disease/illness

# END OF PATIENTHOOD



©unsplash.com

The future of health and fitness will be personalization and genetic insight through DNA testing. <https://www.forbes.com> 9.2.2018

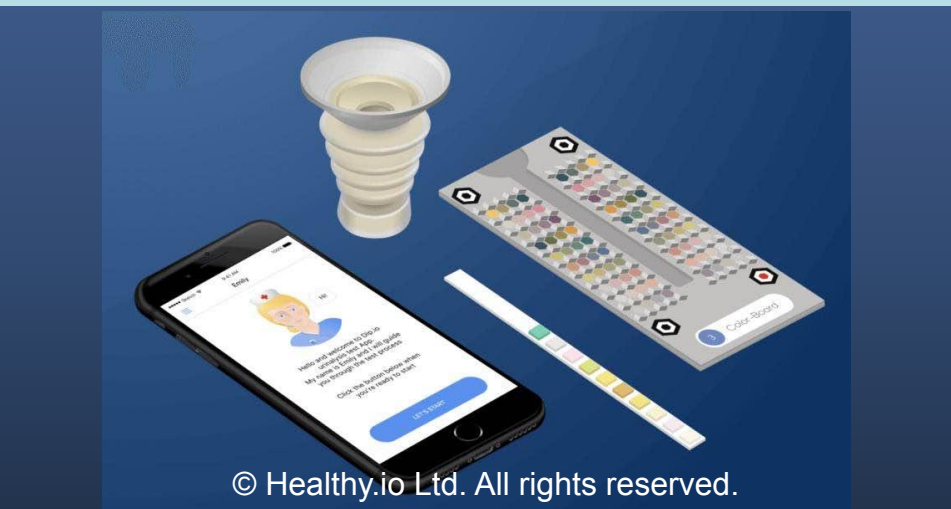
Smartphone clinical urine analysis. Home test equivalent to lab-based tests. <https://healthy.io/>



©unsplash.com

IBM Watson Health invests \$50mn in research collaborations to advance use of AI in healthcare enabling better disease prevention etc. / [www.gigabitmagazine.com](http://www.gigabitmagazine.com) 19.2.2019

Battery-free biosensor patch measures your health by drinking your sweat <https://www.digitaltrends.com>



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©Science Advances 18 Jan 2019: Vol. 5, no. 1



# RISE OF THE MARGINS

ORDINARY PEOPLE FROM OUTSIDE THE SYSTEM CHALLENGE THE TRADITIONAL POLITICAL AND ECONOMICAL POWER THROUGH NEW CHANNELS AND PLATFORMS.

New digital channels enable attention, influence and power for new groups.

Anyone from the margins with will and word can be made an influencer. Margins represent groups such as women, youth, kids, third world citizens and the poor - the unusual suspects. All of this challenges the status quo of existing power structures. Anyone as a follower has the means to raise the margins by giving them attention.



## DRIVING FORCES

- ❖ GLOBALIZATION IS MAKING THE WORLD SMALLER
- ❖ GLOBAL PHENOMENA SUCH AS CLIMATE CHANGE
- ❖ FEMINISM PROMOTES EQUAL CHANCE
- ❖ DIGITALIZATION ENABLES NEW PLATFORMS AND CHANNELS

IMAGE CREDIT: Creative Commons

## KEY WORDS

Influencers, changemakers, politics, social media, digitalization, feminism, platforms, internet, economical power

# RISE OF THE MARGINS



16-year-old swedish schoolgirl Greta Thunberg at the World Economic Forum in Davos speaking about climate change. Photo credit: AP Photo / Markus Schreiber



New era of young influencers: 20-year-old built a 900 million fortune in three years. Source: Forbes 8/2018

'Kidfluencers' are getting endorsement deals from brands on YouTube and Instagram. Source: NY Times 3/2019

The New York Times

## Online and Making Thousands, at Age 4: Meet the Kidfluencers

Brands are giving lucrative endorsement deals to young children on YouTube and Instagram, raising questions about whether their young followers should be seeing that kind of marketing.



Sudanese anti-government protester Alaa Salah is a symbol of the protest demanding the resignation of the president. Photo credit: Lana H. Haroun

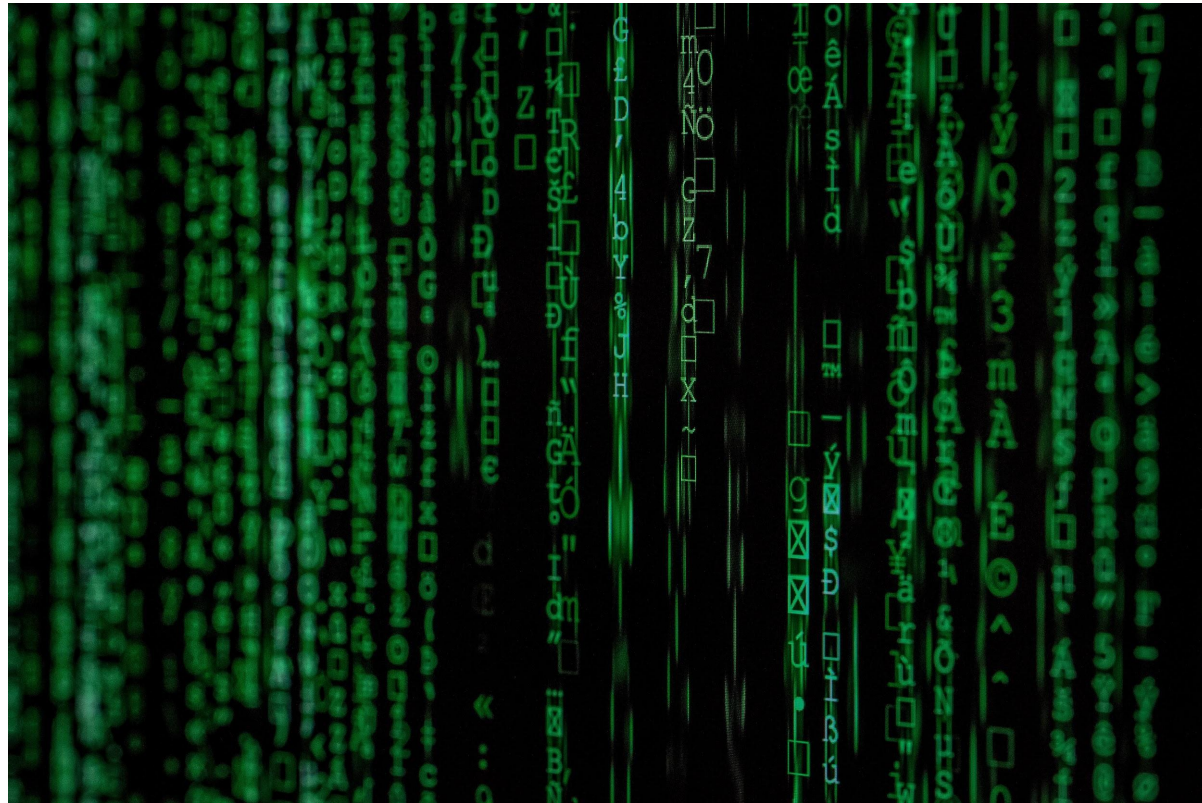


# DATA IS POWER

WE ARE MOVING FROM A DIGITAL AGE TO AN ERA WHERE PERSONAL DATA IS USED IN A DISRUPTIVE WAY. THE ONE WHO HAS ACCESS TO DATA, HAS POWER OVER US.

Integration of technology to daily life and collection of data is the new normal.

People are increasingly aware of the value of the data they produce but at the same time feel helpless and indifferent. The ownership of data has concentrated to a few platforms. Data has become valuable both economically and politically. It gives tools to influence and control - and can be sold on without your consent. The possibilities are limitless.



## DRIVING FORCES

- ❖ AI AND SHARING OF PERSONAL DATA
- ❖ INTEGRATION OF TECHNOLOGY TO DAILY LIFE
- ❖ ECONOMICAL & POLITICAL VALUE OF DATA
- ❖ LEGISLATION CAN'T KEEP UP WITH CORPORATIONS

IMAGE CREDIT: Creative Commons

## KEY WORDS

Internet, social media, influencing, data, big data, control, technology, AI,

# DATA IS POWER

China

## The complicated truth about China's social credit system

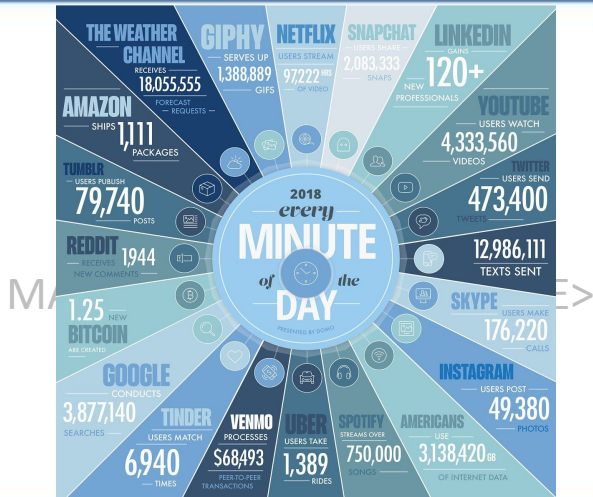
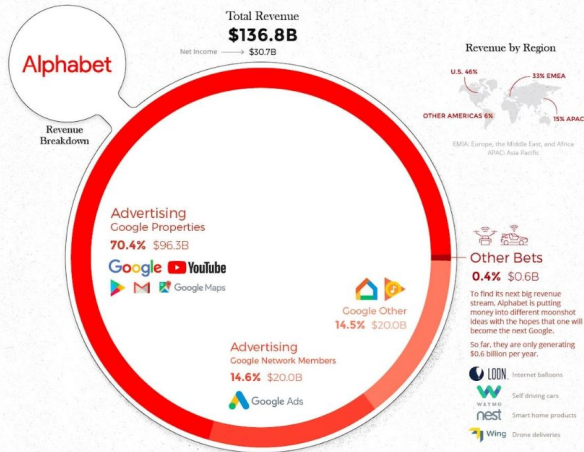
China's social credit system isn't a world first but when it's complete it will be unique. The system isn't just as simple as everyone being given a score though

China is building a social credit system that is based on the data people share and systems collect.

Source: [www.wired.com](http://www.wired.com) 1/2019

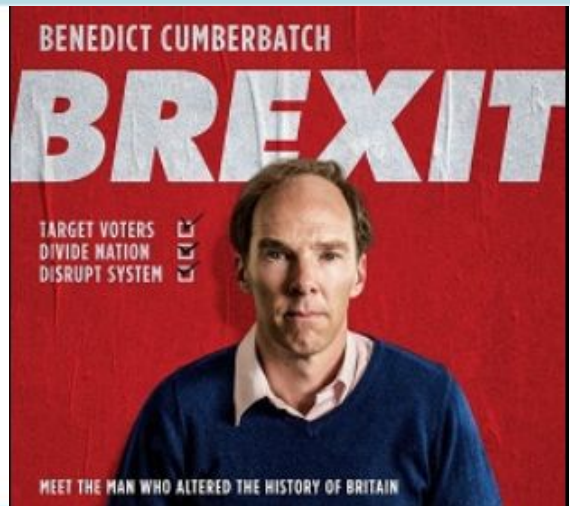
Alphabet's revenue from advertising makes up 85 % of its revenue summing up to a total of \$116,3B in 2018.

Source: [www.digg.com](http://www.digg.com)



Some 90% of the world's data has been created in the last two years. Source: [www.socialmediatoday.com](http://www.socialmediatoday.com) 6/2018

Brexit Leave-campaign used modern data science methods to influence masses of people. Source: HBO Brexit The Uncivil War





# EMPLOYEE CENTRICITY

ACTIVITIES FOR ORGANISATIONAL DEVELOPMENT ARE CHANGING FROM PROCESS CENTRIC TO PEOPLE CENTRIC.

Companies compete for the best talent globally. Reducing hierarchy, placing employees to the center and investing in employee experience pays off as people choose their employers based on how well they fulfill employees' individual preferences. People want to choose their own way of working and contract models and connect to companies that share their own values. Good experience increases motivation, well-being and productivity.



## DRIVING FORCES

DIGITALISATION / NEW TOOLS  
EXPERIENCE ECONOMY  
RISE OF INDIVIDUALITY  
RISE OF TRANSPARENCY AND  
SOCIAL RESPONSIBILITY

[https://www.google.com/url?q=https://pxhere.com/en/photo/912685&sa=D&ust=1557164018380000&usg=AFQjCNEm\\_UmeFkt2SUTIGml2h9PCUS6GmQ](https://www.google.com/url?q=https://pxhere.com/en/photo/912685&sa=D&ust=1557164018380000&usg=AFQjCNEm_UmeFkt2SUTIGml2h9PCUS6GmQ)

## KEY WORDS

Global impact, people in working age, employee engagement, recruiting

# EMPLOYEE CENTRICITY

## Poimintoja Pekkaniska Oy:n kuntobonuksista

- ▶ Ei tupakkaa: 170 e / vuosi
- ▶ Ei alkoholia: 170 e / vuosi
- ▶ Virallisen urheilukilpailun suorittaminen: 170 e / vuosi
- ▶ Toimitusjohtajan voittaminen leuanvedossa: 170 e / vuosi
- ▶ Lenkkeily tai sauvakävely (vähintään 5 km): 1 e / km
- ▶ Työmatkapyöräily (vähintään 5 km / suunta): 0,25€ / km
- ▶ Ei poissaolopäiviä töistä: 510 e / vuosi
- ▶ Tupakanpolton lopettaminen: 1000 e
- ▶ Kaikki bonukset ovat veron- ja työntekijämaksujen alaista tuloa

Pekka Niska's incentives for physical fitness development

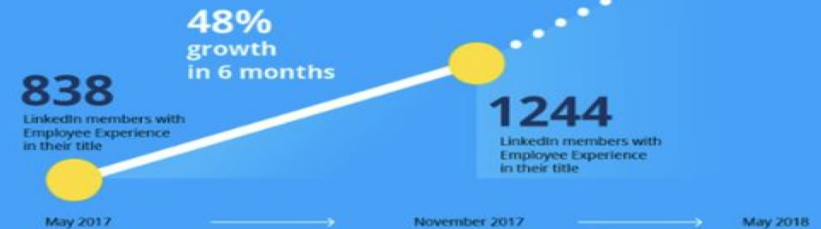
<https://www.kauppalehti.fi/uutiset/voita-pomo-leuanvedossa-nain-janneniska-maksa-a-kuntobonuksia/4aac6077-73bc-3ab8-b085-95b9659e1ef7>

Automated recruiting solutions to recruit more fitting employees faster: AllyO AI powered recruitment

<https://www.allyo.com/>



## EMPLOYEE EXPERIENCE ON THE RISE



Importance of employee experience

<https://i.pinimg.com/originals/8c/36/68/8c3668d41040060297deb40ab09d3b87.jpg>

New ways to promote self-organization and employee engagement.

Vincit offers leadership as a service as people have different needs

<https://laas.fi/en/>

Image source: <https://www.instagram.com/p/BCFFzTJpDk3/>





# SKILLS-BASED PROFESSIONAL IDENTITY

PROFESSIONAL IDENTITY IS CHANGING FROM EDUCATION- AND EXPERIENCE-BASED TO SKILL- AND VALUE-BASED IDENTITY.

Individuals' skill-based identity will become more important due to the speed of technological changes and digitalisation. Individuals must be prepared for the future and take responsibility of their own lifelong learning to stay relevant and employable. Following one's individual passions and motivators leads to a shift from profession-based to skills-based identity.



Image credits:

<https://unsplash.com/photos/P2-4kxHvCQ>

## DRIVING FORCES

AUTOMATION ERADICATES ROUTINE TASKS  
JOB CYCLES BECOME SHORTER  
JOB MARKETS BECOME MORE UNCERTAIN  
RISE OF INDIVIDUALISM AFFECTS ALSO WORK LIFE

## KEY WORDS

Professional Identity  
Lifelong learning & development  
Individual career paths  
Passions & values  
Intrinsic motivators

# SKILLS-BASED PROFESSIONAL IDENTITY

## AT&T's \$1 billion gambit: Retraining nearly half its workforce for jobs of the future

PUBLISHED TUE, MAR 13 2018 · 10:30 AM EDT | UPDATED TUE, MAR 13 2018 · 12:17 PM EDT

Susan Caminiti, special to CNBC.com

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### KEY POINTS

- AT&T initiated a massive retraining effort after discovering that nearly half of its 250,000 employees lacked the necessary skills needed to keep the company competitive.
- Ninety percent of maturing companies expect digital disruption, but only 44 percent are adequately preparing for it.
- Despite the federal government's investment in job-retraining efforts, most are deemed ineffective.

Join #SEgr  
in the race  
more susta

Life Is On | Schme  
er



Constant employee training is necessary to retain skills in-house.

<https://www.cnbc.com/2018/03/13/atts-1-billion-gambit-retraining-nearly-half-its-workforce.html>

The Singapore government grants all their adult citizens with ~\$370 to take courses in local tertiary institutions and with international MOOC providers.

<https://pixabay.com/photos/people-kid-child-ice-cream-costume-2591673/>



Today's young people may have upwards of 17 jobs across five different industries in a single generation.

<https://www.fya.org.au/wp-content/uploads/2016/11/The-New-Work-Mindset.pdf>  
Image: <https://pxhere.com/en/photo/658882>

A company NATURAL TENDENCIES™ provides training for managers and self-analysis tools for employees to identify their interests and strengths.

<https://luontaisettaipumukset.fi>  
Image: <https://commons.wikimedia.org/wiki/File:Ikigai-EN.svg>

