



# 2044, the Coalition of Young Europeans Who Dare to Lead the Change

Result from the Moho x BCG survey

January 2021

*The results have been analysed by Occurence with support from Fondation Hippocrène*



# A field survey to put young people back at the heart of society

*«The youth are calling for profound changes in our society. They are the ones who will bear the consequences of the crisis on our world and the questionable choices made in the past decades. It is therefore up to the youth to speak up and invent tomorrow: a more balanced, more just and more humane future. This is why we launched 2044, the first youth coalition determined to take control of its future and act on the ground. »*

***Pierre-Emmanuel Saint-Esprit (28 years old) - Initiator of 2044***

*«Young people are primarily concerned about the environment, but when it comes to take action to change things, inequalities emerge first and foremost, as if the climate challenge finally seemed out of reach. Governments and businesses must step up their efforts to convince young people that they are taking action. Information is fundamental to accelerate action. »*

***Lionel Aré – Senior Associated Director at BCG***

# A field survey to put young people back at the heart of society

- ① MoHo is a **collective around the issues of ecological transition and digital inclusion** in France, Europe and the world, with the aim of mobilizing entrepreneurs, businesses, scientists, students, politicians and citizens to construct together effective and sustainable responses to these issues.
- ② The Boston Consulting Group (BCG) **assists leaders from around the world** (companies, states, NGOs, etc.). We are at their side to help them meet their greatest challenges. Founded in 1963, BCG was the pioneer in strategy consulting. Today, we help our clients in all their transformations in order to accelerate their growth, strengthen their competitive advantage and generate real impact.

MoHo

BCG

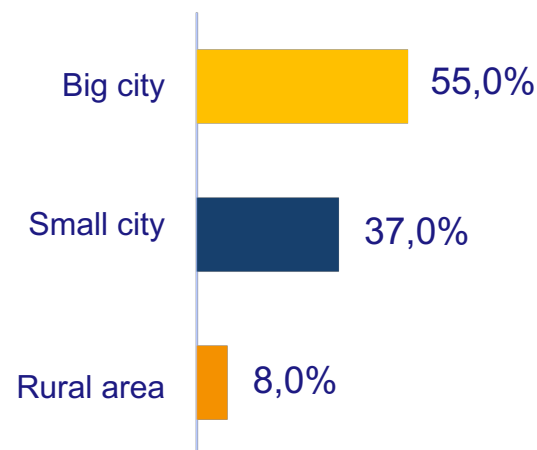


# A consultation launched with young French people to understand their main concerns and commitments.

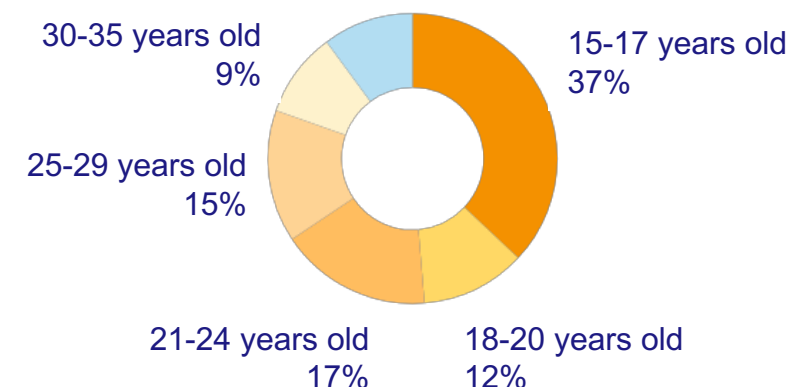
The consultation was carried out with nearly 700 French people...



... mostly living in large cities...



... and mainly under 35 years old



Methodology note:

- The consultation is intended only for voluntary respondents, in order to collect a large number of complete responses. However, it is not intended to be representative of the population surveyed (no quotas are used as is the case in surveys).
- The consultation was open between 6 June 6 and 30 September 2020. The questionnaire is made up of 8 questions administered online via about fifty associations working in various fields (including ~35% in Tech/Digital/Entrepreneurship, ~30% in Professional Integration/Equal Opportunities, ~20% in European Policy/Construction/Leadership,...) in order to interview respondents from all backgrounds.

# What they told us

01

- ✓ The **environment** emerges as the **main concern of respondents** (cited by ~60% of them), followed by **education** and the **fight against inequalities**.
- ✓ However, **inequality comes before the environment as a priority issue** to be addressed by business or public policy, especially for respondents **under the age of 25**.

02

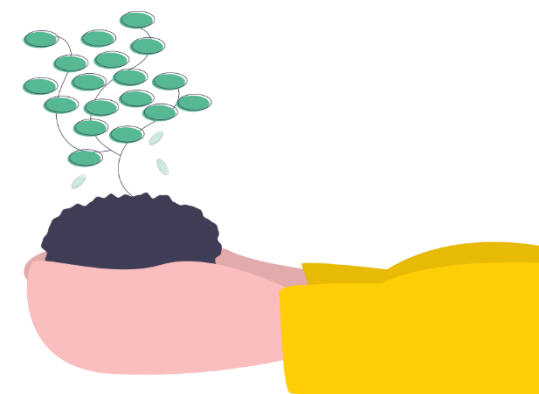
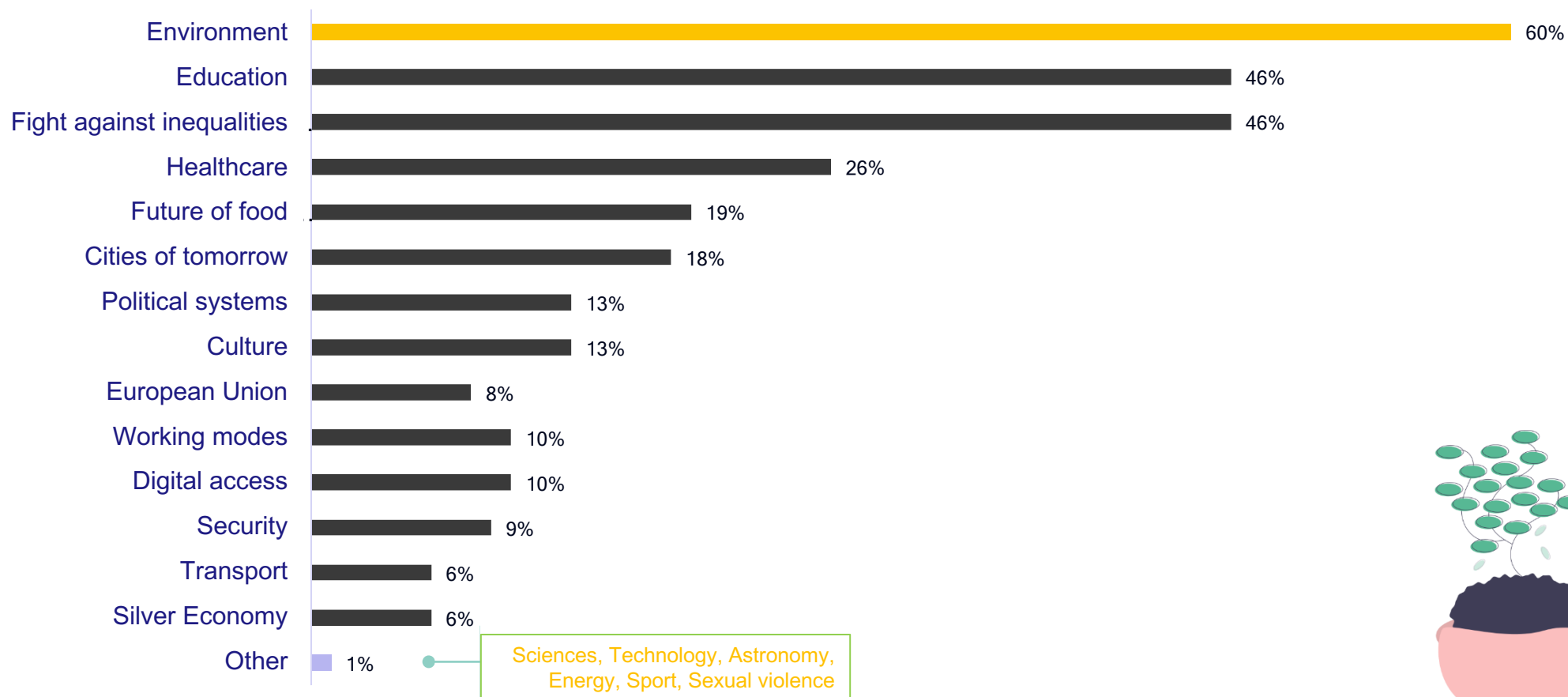
- ✓ **85% of respondents** say they are ready to **change aspects of their lifestyle** for a "fairer and more balanced" world, in particular by changing the way they **eat, travel and recycle**.
- ✓ On the other hand, **10% of respondents would need advice / information**, or a promising initiative to really change their lifestyle.

03

- ✓ **Over 70% of the respondents envisage a commitment through their professional activity**, mainly through the practice of their profession.
- ✓ **More than 50% of respondents** who wish to get involved in an entrepreneurial project have **a concrete idea of what they would like to do**.

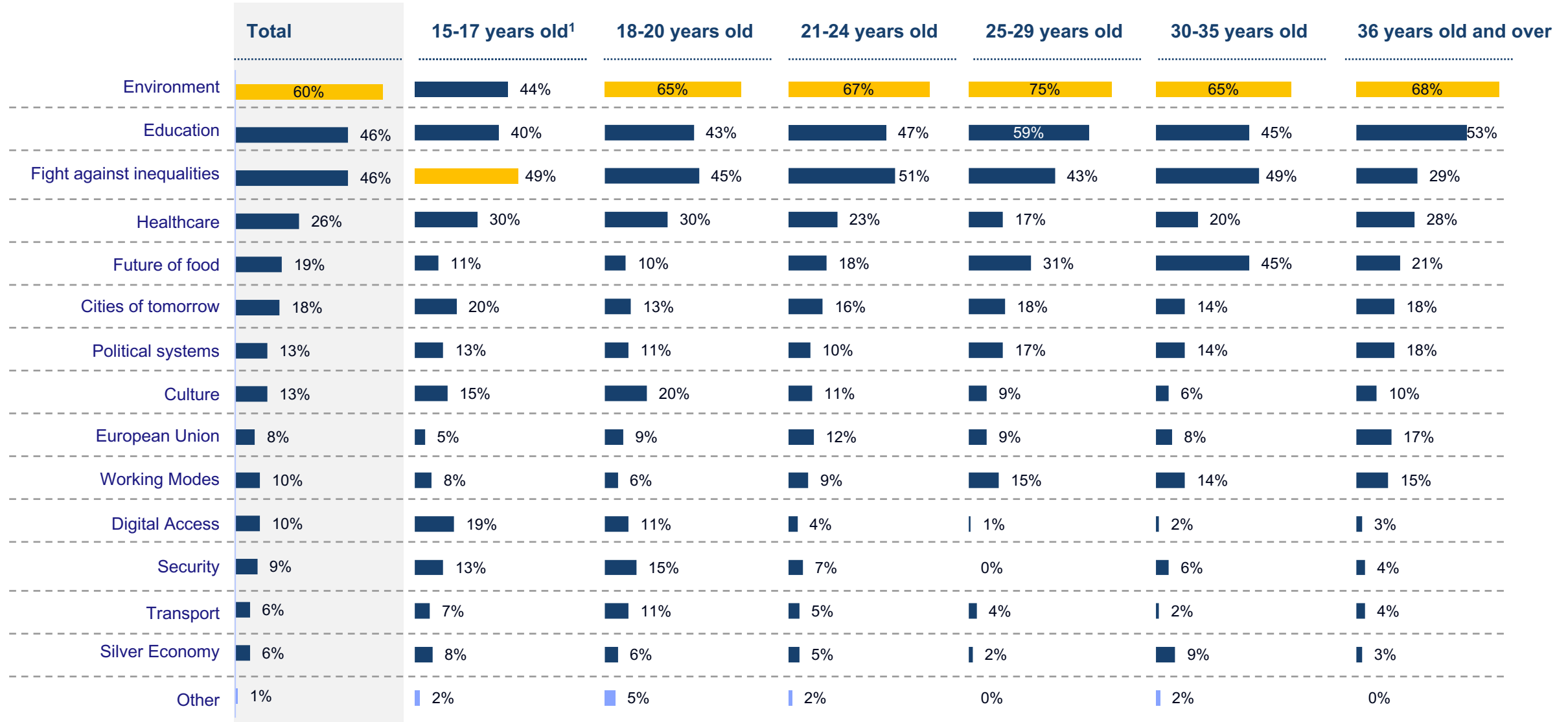
# The environment emerges as the main concern of respondents (cited by 60% of them), followed by education and the fight against inequalities.

## △ Main concerns of respondents



Question: What are the issues that concern you the most? MCQ max. 3 answers / Base: 691 respondents

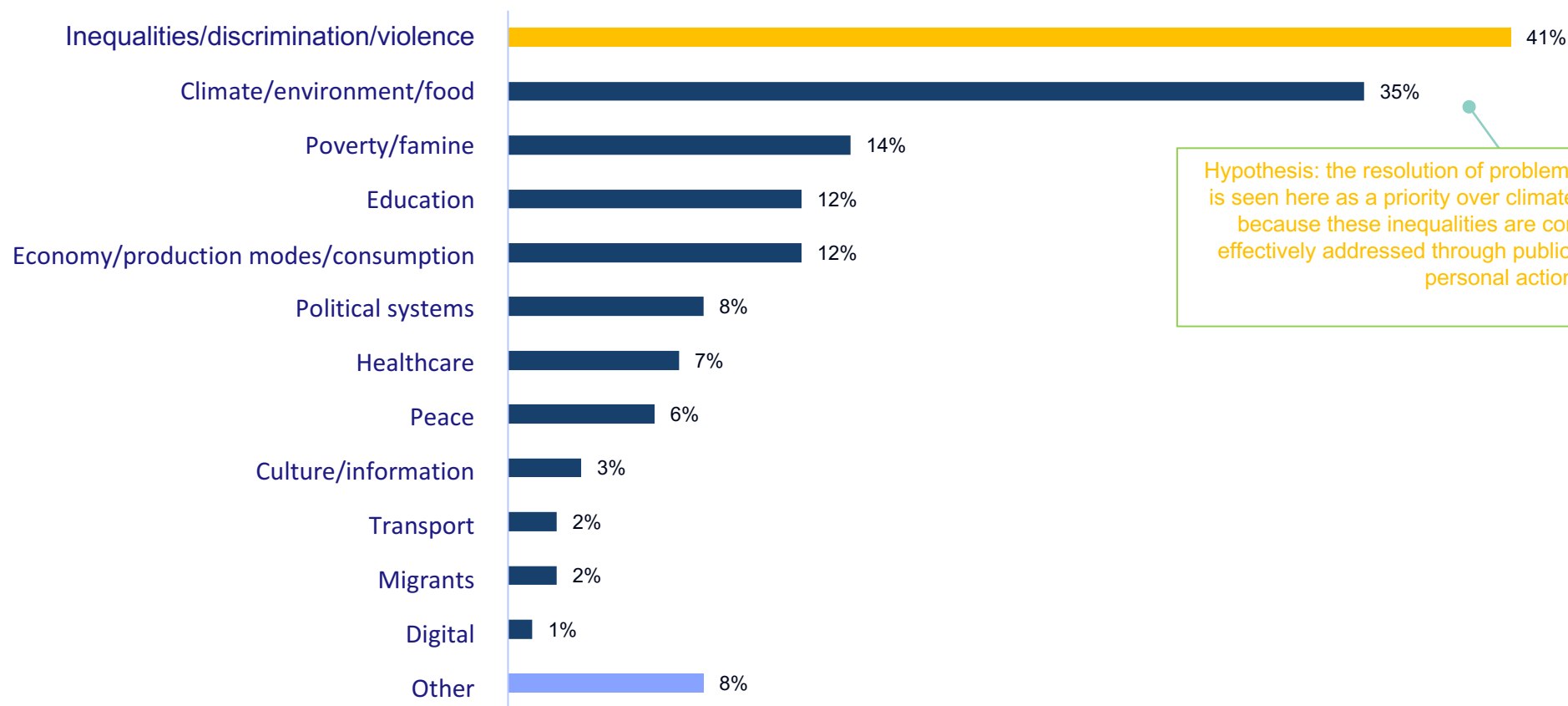
## Focus : The environment is the major concern for all age groups, except for the 15-17 year olds, for whom the fight against inequalities is a priority.



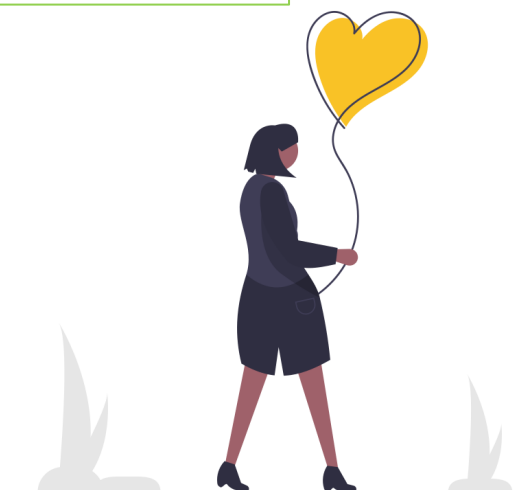
1. Including 9 respondents between 14 and 15 years of age

## However, according to the respondents, inequality comes before the environment as a problem to be solved with a company or a public policy.

Problems to be solved by with a business or public policy as identified by respondents



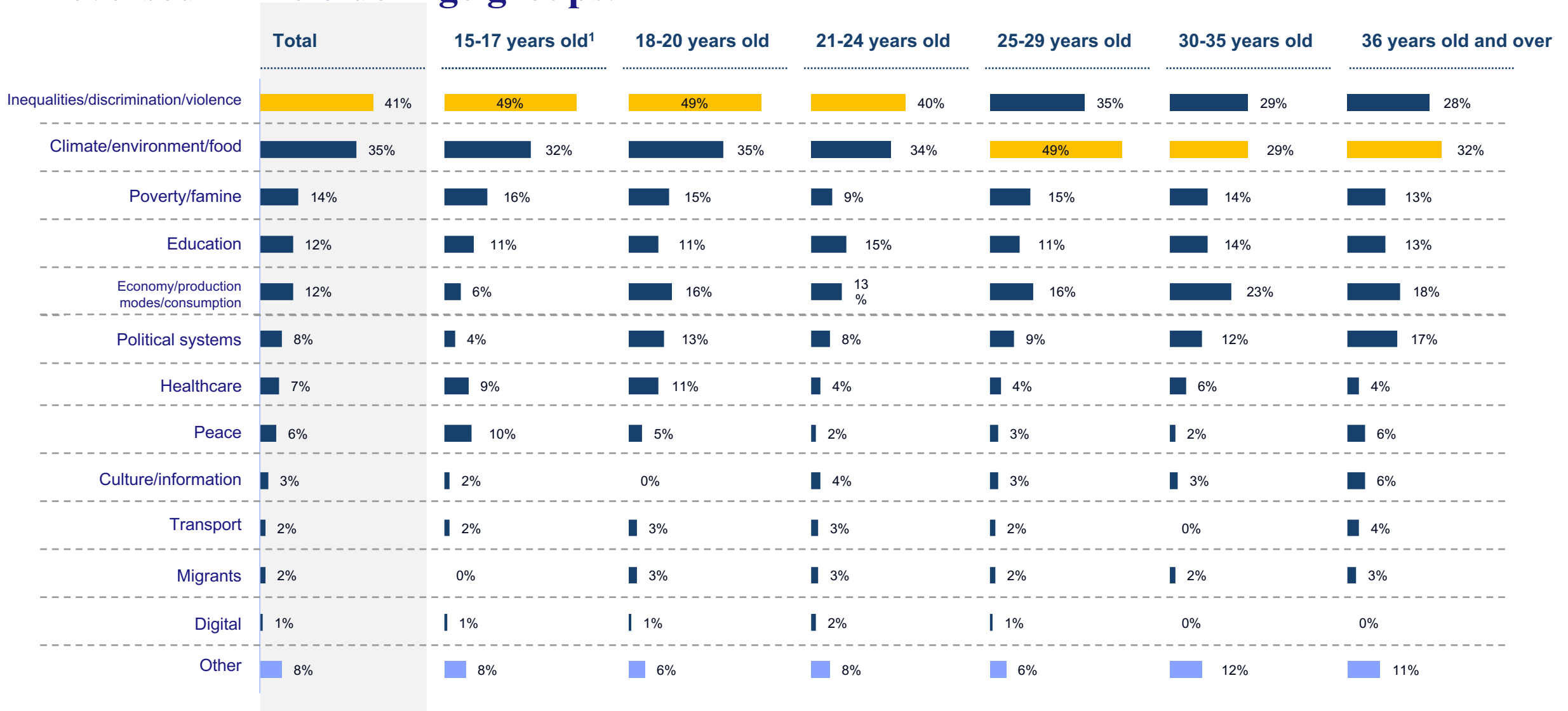
Hypothesis: the resolution of problems related to inequalities is seen here as a priority over climate/environmental issues because these inequalities are considered to be more effectively addressed through public or private rather than personal action



Question: If you had a magic wand, what problems would you want someone to solve tomorrow (with a company or public policy)? Open-ended /  
Base: 691 respondents



## Focus: For respondents under the age of 25, inequality comes first, but the trend is reversed in the older age groups.



1. Including 9 respondents between 14 and 15 years of age

# If you had a magic wand, what problems would you want someone to solve tomorrow (with a company or public policy)? 1/2

Climate/environment/food

*«Build local projects on food self-sufficiency, energy cooperatives and increase cooperation between citizens within a community (social capital). I would also like to strongly strengthen the level of adaptation of our cities with projects to mitigate the effects of climate change.»*

*«Equitable access to healthy and nutritious food for all based on real needs, in order to avoid over-consumption and waste. Access to food made on the spot at the price of junk food. The creation of workshops to decorate one's plate and create the desire to eat fruits and vegetables. The learning of gardening and plant biology at any age and from a very young age. Thus each and everyone finds his 5 senses in food, and even beyond in the garden. »*

Climate/environment/food

*«Invite more minorities to become members of the board of directors and to be part of cultural institutions. I would also like both parents to benefit from a quality, long parental leave. If there are people who choose not to have children, they should also have a leave option, but with specific objectives, such as learning a new skill »*

Inequalities/discrimination/violence

*«If this happens, there would be so much to solve in this world that is becoming more and more destroyed. But first of all racism and discrimination against blacks, indigenous people, the LGBTQ+ community, Asians etc... As well as the health care system in the world as well as in America with insurance. Solving the humanitarian crisis in Yemen especially. Honestly I could go on but there are so many things that even a magic wand could not solve. It could help, but the most important actors are ourselves »*

Inequalities/discrimination/violence

*«It would be great to work with key actors to find a way to address several gender issues, from gender inequality to sexual violence through positive sexuality education. By working with health centers, schools, parents, educators, social media, we can create a new environment and sexual socialization that explains some central misconceptions about gender, sexuality, consent, sexual desire, sexual pleasure and sexual health to help solve sexual violence, gender-based violence, sexual problems based on (wrong) social beliefs »*

Inequalities/discrimination/violence

# If you had a magic wand, what problems would you want someone to solve tomorrow (with a company or public policy)? 2/2

*"I would like all large companies to use only sustainable packaging for products and shipping. No more plastic. In their ads, they should feature a variety of ethnicities and bodies, yes, even men without abs! »*

Economy/production  
modes/consumption

*«Inequalities in access to post-baccalaureate training, regardless of the young person's socio-cultural background. I have also read that at an equivalent socio-cultural level, young people living in the countryside have less chance of accessing higher education because the cost of education for rural families is higher (student housing to be paid in addition). I think that alternative solutions should be developed for these young people: more flexible access to distance learning courses, help in financing housing or a vehicle without taking into account the household income, create housing available at attractive "overnight" costs for these students, etc.. »*

Education

*"Make producers responsible for the circularity of their products/services through a national policy, tax companies that base their business on resource extraction, integrate sustainability/circular economy into school curricula, find a way to engage citizens, because that's where the demand for change comes from."*

Economy/production  
modes/consumption

*«The priority of education is mostly accompanied by a willingness to change the education system.»*

Education

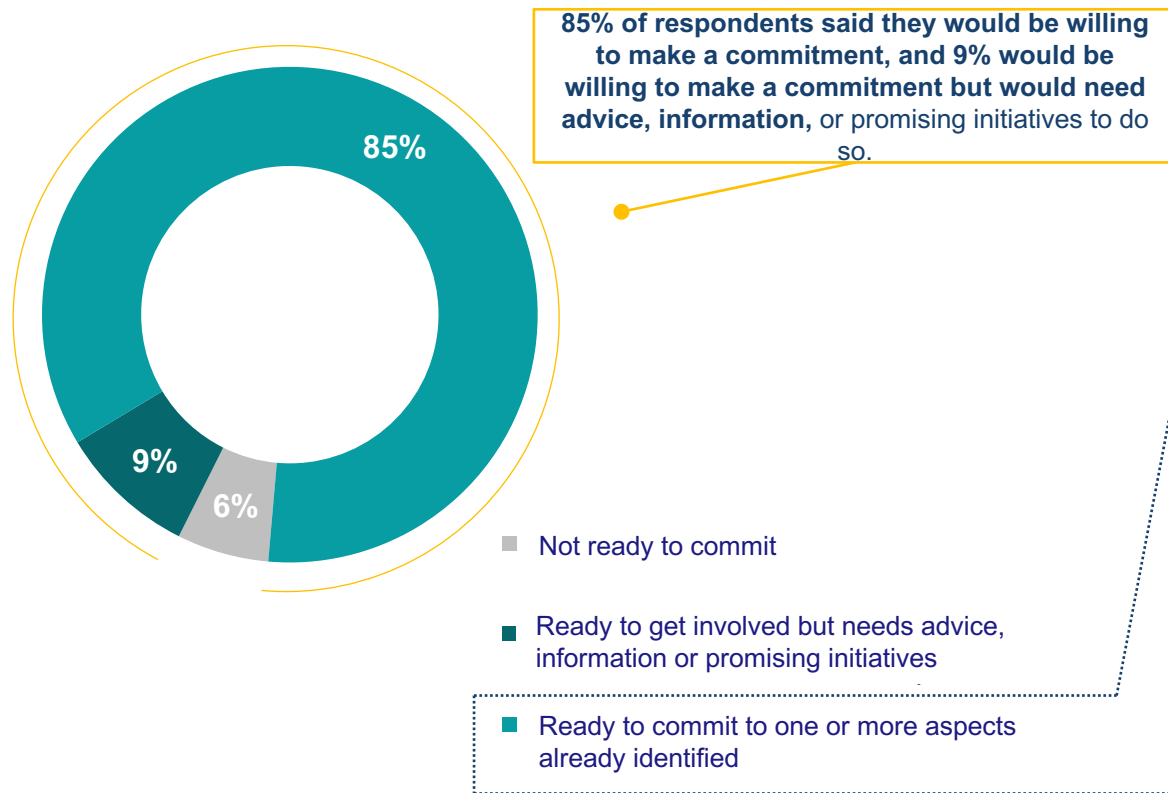
*«Changing the political system in such a way that the environment, education and any issue that is primordial in the "eyes of science" is more recognized, making it possible to give real importance in a lucid and thoughtful way.»*

Political systems

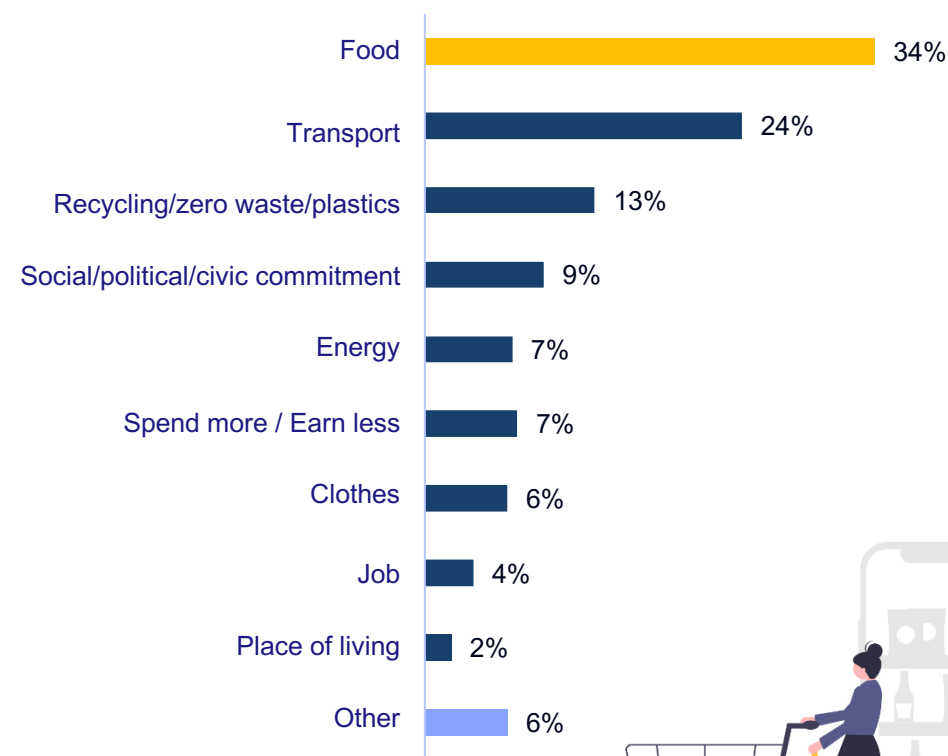
# 85% of respondents are ready to change their lifestyle "for a fairer and more balanced world" by modifying their eating, transportation and recycling habits.



Almost all respondents say they are ready to change their lifestyle for a more just and balanced world...



The main levers envisaged for changing lifestyles are Food, Transport and Recycling.



# What would you be ready to change tomorrow in your lifestyle and consumption for a more just and balanced world? 1/2

*«I would be ready to help the disadvantaged in terms of school education, but also in terms of culture, because I firmly believe that culture is an important key to success just as much as education. If I am better off than the average I would be ready to give to the poorest and pay more taxes. I want to do the maximum for a more equal world but difference is part of the world so I would not want a fair world. Since equality can only be achieved if all people start from the same starting point and have the same needs, we will never know a perfect egalitarian world but it is possible to get close to it. »*

Social/political/civic commitment

*«Radical changes in my modes of consumption (vegetarian and organic food to the max, living in collective and small housing, everyday products from the second-hand market etc.) and mobility (stopping the plane, local vacations, gentle transport on a daily basis etc.) - what about having children? »*

Consumption modes/habits

*«Individual behaviours when added together form a whole, and can, I believe, have a great impact on our society. So, personally, I try to make my contribution to ecological improvement, through simple actions that are within my reach. I have started to change my way of consuming, both energy and economic. For example, it is important to unplug the plug after use so as not to spend more than necessary. In Paris, there is also the firefly operation to turn off the LED lights in closed stores at night. »*

Consumption modes/habits

*«I would like to start demonstrating, to make my voice heard even though I am young. I talk about it to my relatives or I share in groups about discord, whatsapp etc... I go on Omegle and type racism example and discuss it with people in the chat. I would like to be less shy and stand up to people who are wrong. Be careful what I buy so that the profits go to the people who deserve it and not that they get badly paid for the hard work they do. I would also like to participate in associations or trips to help.»*

Social/political/civic commitment

# What would you be ready to change tomorrow in your lifestyle and consumption for a more just and balanced world? 2/2

*«I am already starting to eat organic, I consume less meat than before, without going to the extremes of "vegan" and other extremes.»*

Food

*«Vegetarian diet and local products (zero kilometer). »*

Food

*«To be paid less to conduct positive and virtuous activity with responsible companies - to have less responsibility and a lesser career »*

Spend more/Earn less

*«I make monthly donations to associations that are important to me, nothing huge, being a student. I give money to each homeless person I meet, as soon as they do something: music, arts of all kinds, etc... It doesn't have to be exceptional, but there has to be an effort. »*

Spend more/Earn less

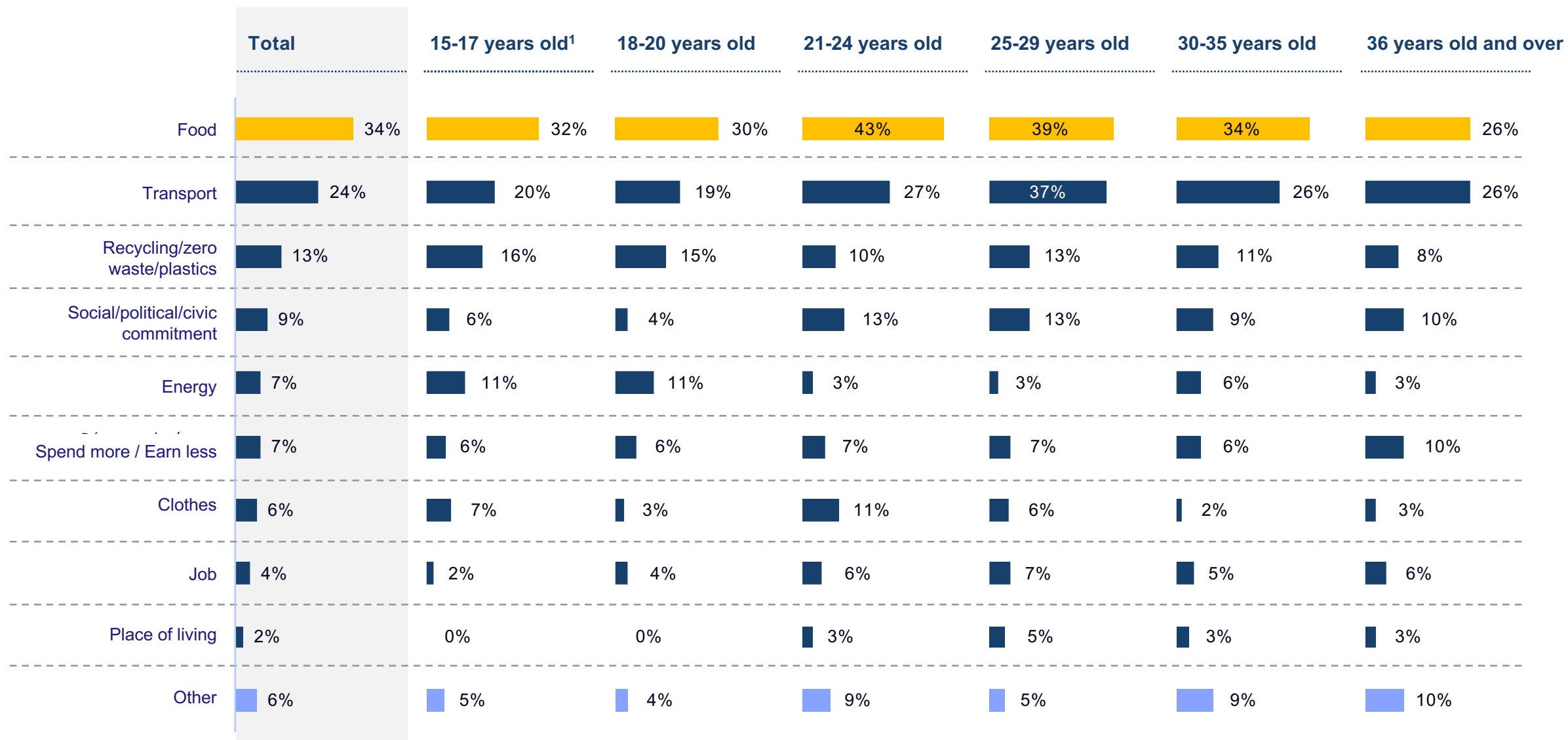
*«Every day, I try to simplify my lifestyle (local consumption, zero waste, etc.). This improves both my lifestyle and that of my city and my environment. »*

Recycling/zero waste/plastics

*«I would be ready to minimize my production of waste and greenhouse gases..»*

Recycling/zero waste/plastics

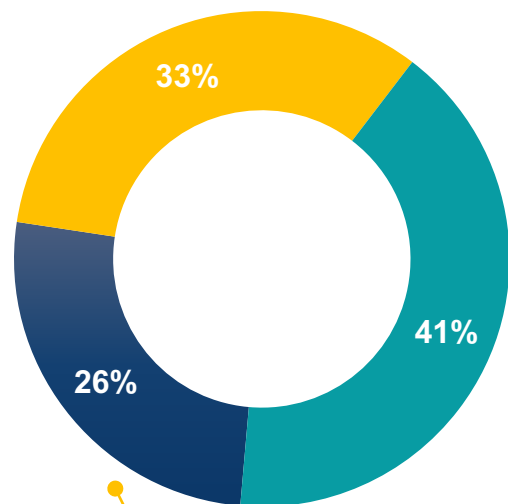
## Focus : The environment is the major concern for all age groups, except for the 15-17 year olds, for whom the fight against inequalities is a priority.



## More than 70% of the respondents envisage a commitment through their professional activity (mainly through the practice of their profession)



Over 70% of respondents are considering engagement through their professional sphere.

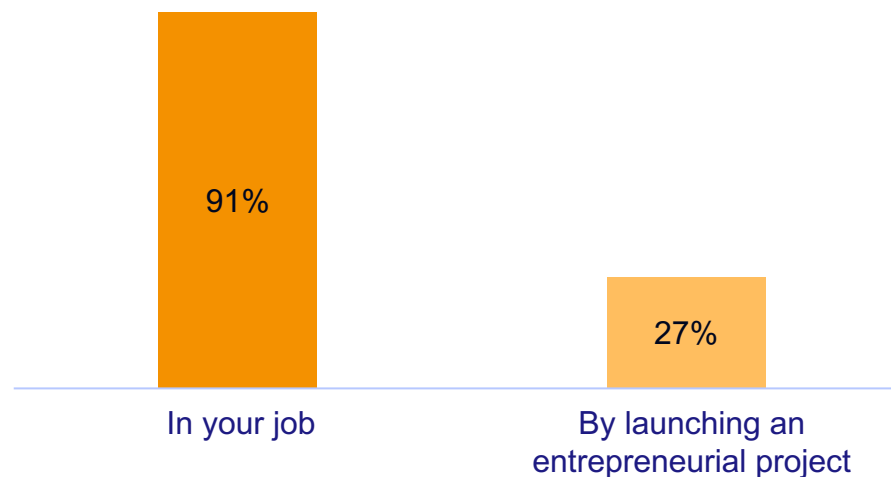


Also including the sharing of professional expertise in a personal setting (e.g., community involvement, etc.)

- In the personal sphere
- In the professional sphere
- In both



Among those considering a professional commitment, the vast majority would do so through their profession, and to a lesser extent through an entrepreneurial project.

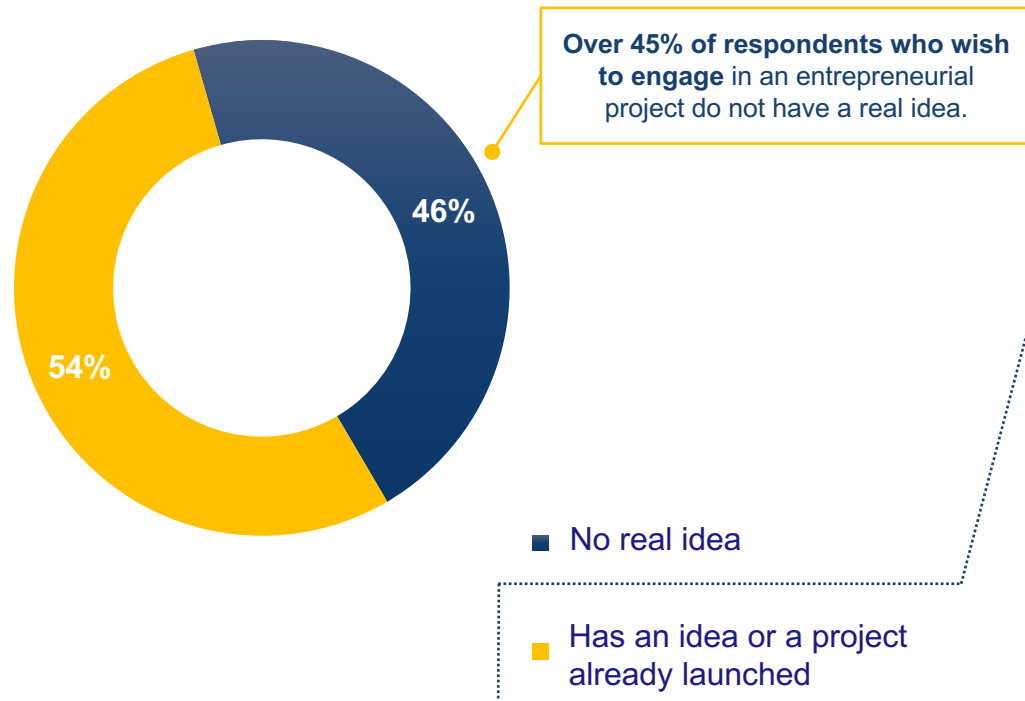




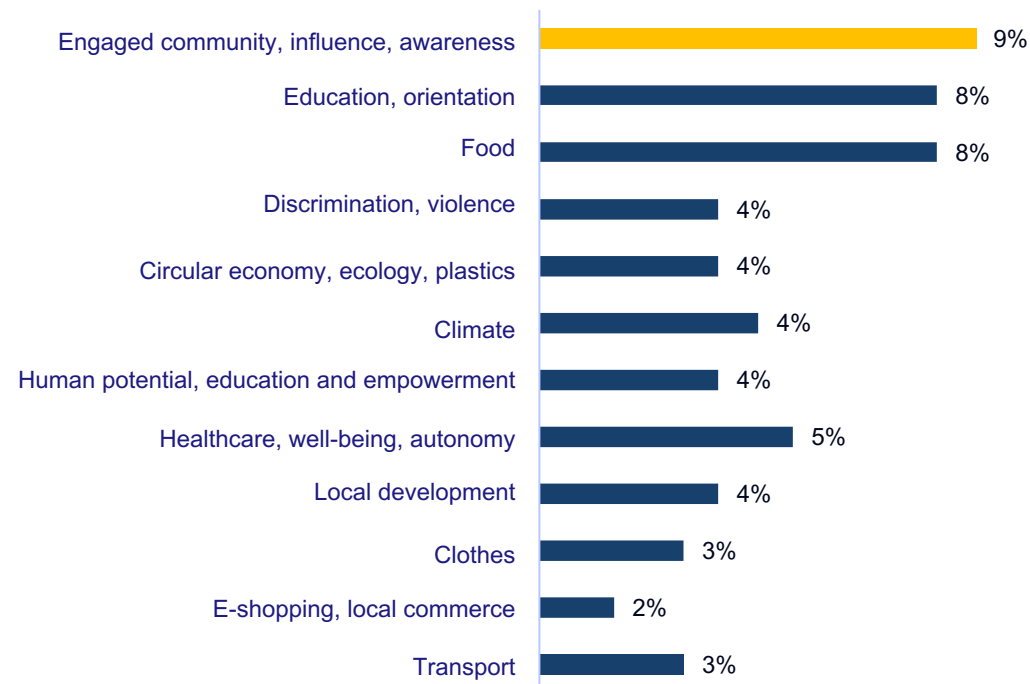
# More than 50% of respondents who wish to get involved in an entrepreneurial project have a concrete idea of what they would like to do



54% of the respondents who wish to get involved have a concrete idea or a project launched ...



Among respondents who already have an idea, the theme of engaged community and influence comes first.



# What our experts say (1)

*« While the concerns highlighted in this survey seem obvious, the more people talk about them, the better. Highlighting inequalities, concern for the environment, is a way of participating in raising awareness. There is a form of lucidity among young people, no doubt thanks to the progress of information. But it is also because youth is the first victim of the crisis, this generation denounces what it sees but also what it experiences.*

*I am very optimistic about this 2044 generation and its ability to adapt and find solutions. It is a generation with enormous resources. It's also the generation of the image, which masters the communication tools very well and I think it has incredible power. It's up to young people to take control, to take the reins of the decision-making levers as soon as possible.*

*Association involvement is a very effective way to learn, to act, to share one's concerns. Where we can still help them is in getting the right information from reliable sources. »*

***Isabelle Giordano – Journalist, Founding President of Cinéma pour tous,  
Secretary general of Fondation BNPParibas***

# What our experts say (2)

*« I find in this survey the students that I may have in front of me, young people who don't necessarily know yet what they are going to do but who have this desire to participate in the transformation of society on particular subjects, everything that is environment, inequalities. Wanting to do work that makes sense is something I hear a lot. We are moving from a world where we still believed that a technological shock would solve all the problems, to an awareness of the need for profound changes in consumption patterns.*

*For the moment, however, public action is still very much focused on innovation. In terms of changing consumption patterns, young people realize that this is not going to come alone, but they do not always know how to act so that their actions have a real impact. Access to information on this subject is key.*

*As an economist, I think that price signals can be an effective way, for example that polluting products cost more... We must also work on the acceptability of the ecological transition, and on who bears the cost between young and old, poor and rich.*

*Society and therefore the government must realize that inequalities are a real loss, and that the only efficient way forward is through quotas and positive discrimination. »*

***Isabelle Méjean – PhD in Economy from Université Paris 1, Professor at Ecole Polytechnique,  
winner in 2020 of the Best Young Economist Award***

# What our experts say (3)

*« The results of this survey at the French level reflect the tendencies of youth who are both sensitive to the problems our society faces (environment, inequality, education) and committed, ready to change their habits, practices and to act professionally and/or voluntarily in the field.*

*It would be particularly relevant to be able to compare these data with results from other countries of the European Union in order to have a more in-depth reading; beyond that, to know if these young people imagine being able to commit themselves on a European scale, working with young people from other European countries, in order to have a greater impact in the resolution of their main concerns. Knowing whether young people see the European Union as a framework for successful engagement would also be a valuable element of analysis.*

*Our experience at the Fondation Hippocrène shows us that putting into practice cooperation between Europeans is a guarantee of inventiveness and efficiency in actions, that Europe breaks down barriers, that it often provides more solutions than problems. Young people have much to gain by taking ownership of Europe as a partner in their commitment. This is the challenge of a large-scale initiative such as 2044, which is based on the concerns of young Europeans: to give young Europeans the keys to carry out their project today and to build the Europe of tomorrow. »*

***Dorothee Merville-Durand – Director of Fondation Hippocrène***

# And now?

If 2020 has been a difficult year for youth, brutally depriving them of social interactions and clear perspectives, it has also brought about **a necessary and beneficial awareness of the priority issues to be addressed** to build/reconstruct a more sustainable, healthy and shared world.

The observation that many actions, whether carried out by start-ups, associations, public authorities... are not successful simply because they do not, or badly, respond to an identified need of the target population, has prompted us to go back to the source and question young people on what they consider to be the priorities to change now so that in 2044, when they represent the active and decision-making class, they **can benefit from the positive effects of decisions made today**.

**The fight against inequality, environmental protection and education** emerged as their main concerns. Because they are the key to solving other problems and the youth have understood this.

In 2021, we will continue to bring Project 2044 to life by sharing it, by making others react on the subject, because it is important that these awareness and sensitization actions are taken up, shared, appropriate. And of course by handing it over to committed young people, because it is up to them to take charge, **to take the reins of the decision-making levers as soon as possible**.

As a collider, **MoHo will support the actions that may emerge** by bringing together the various skills and expertise needed to move quickly and efficiently towards the desired goal.

Do you have a project to meet the challenges of 2044? Don't hesitate to contact us about it!

*MoHo Team*

# More and more of us are getting involved. Here are a few ideas on how to take the plunge and find the action that suits you.

## In English

**Il faut sauver** - 100 replicable ecological solutions <http://ilfautsauver.org/>

**Make Sense** - Programs to empower everyone and many events open to everyone

**Roots & Shoots** - An international humanitarian and environmental education program for and by youth, delivered by the Jane Goodall Institute.  
<https://rootsandshoots.global/>

**Pour un réveil écologique** – Student manifesto <https://pour-un-reveil-ecologique.org/en/>

**The Climate Collage**– 42 cards to understand climate change <https://climatecollage.org/>

**L'institut des politiques publiques** - For more information on economic and social issues <https://www.ipp.eu/>

## In French only

**Tous confinés tous engagés** – A movement where everyone can find their place <https://confines-engages.fr/>

**Vivons heureux avant la fin du monde** - podcasts full of good ideas to alert, awaken and reassure about another possible world  
[https://www.arteradio.com/emission/vivons\\_heureux\\_avant\\_la\\_fin\\_du\\_monde](https://www.arteradio.com/emission/vivons_heureux_avant_la_fin_du_monde)

**Les Hauts-parleurs** - Network of committed young reporters [http://www.fablabchannel.com/category\\_video/les-haut-parleurs/](http://www.fablabchannel.com/category_video/les-haut-parleurs/)

**Alumni for the planet** - The network of French higher education graduates who commit and act for the climate and the environment  
<https://alumnifortheplanet.org/>

**Orléans zéro plastique** - A City Committed to Reducing Plastics <https://www.instagram.com/orleanszeroplastique/>

**Compass** - The Schoolab's orientation program and its Newsletter full of good information. <https://theschoolab.com/orientation-scolaire/>

**Blog de l'INSEE** – Mesurer pour comprendre

# Because the network is the strength

## Thanks to our partners

### Special Thanks

This study would not have been possible without the financial support of the **Fondation Hippocrène**.

The Fondation Hippocrène is an independent, family-run foundation recognized as a public utility which works to ensure that a true European citizenship is built day after day by the young people of Europe. It supports the realization of concrete projects carried out by or for young Europeans in all fields that allow dialogue and sharing in the service of a common European citizenship.



The data analysis was carried out by **Occurrence**

Occurrence is an independent research and consulting firm specialized in communication evaluation and effectiveness measurement.



### List of French Partners

Our main French partners, who relayed the survey to their young audiences and provided a very varied panel of respondents:

Institut de l'Engagement, Institut Open Diplomacy, Mouvement Impact France, CEMS, Pass Culture / Ministère Culture, Impact Jeunes, Les Déterminés, Latitudes, Voxe, Atelier Europe, Collectif WAO / U7, Erasmus, Pôle Diversité et Réussite Ecole Polytechnique, Jeunes des REAix, Schoolab Starter, Les Etudiants de la Tech, Le Choix de l'Ecole, ESSEC Initiatives, Ticket for change , Live for good, Article 1, Groupe SOS, Sparknews, Hello Caen, Entrepreneurs dans la ville, JEDI, Y4CN, PEPITE Normandie, Edtech France, Croix-rouge française - Accélérateur 21, Jane Goodall Institute France, Cinéma pour tous, ESN France, Makesense



2044, the Coalition of Young Europeans Who Dare to Lead the Change

More information, visit [moho.co](https://moho.co) and [2044.ai](https://2044.ai)

*Contact [sylvie@moho.co](mailto:sylvie@moho.co)*