

EADA Business School presents the results for Spain from the largest youth consultation in the world

Young people in Spain are worried about their immediate future

- ***The climate crisis is the main challenge that needs to be addressed for 63% of young Europeans while this figure drops to 35% for young people in Spain.***
- ***EADA Business School is one of the seven founding members of this initiative that aims to analyse the future concerns and worries of young people.***

Barcelona, 20th November 2023. Young people in Spain are more worried about personal and social aspects relating to their immediate future and stability rather than global issues such as climate change. This is one of the main conclusions of the [Youth Talks](#) report relating to the concerns of Spanish young people. The report, which was presented today in Barcelona, is the largest youth consultation carried out on a global scale with 45,000 participants from 212 countries between the ages of 15 and 29 years old. The survey aims to empower young people, reflect their concerns and give them a voice to generate a positive impact in decision-making. The latest AI technology was used to analyse and synthesize almost a million uncensored responses that highlight the concerns, hopes and values of young people worldwide.

Jordi Díaz, Dean of [EADA Business School](#), one of the founding members of this global initiative considers that ***“Youth Talks is a gift for all those who wish to make education the key to achieving a better and more sustainable world”***. Dr Julia Wolny, Director of Impact of the Sustainability Hub at EADA Business School, led the Youth Talks Spain report and believes that, ***“the education system has to adapt to today’s reality and be prepared to improve the future on a local and global scale. These uncensored opinions of young people today are vital to understanding their hopes and concerns”***.

The study data reveal how young people in Spain have different priorities for some of the most relevant issues. According to Ramon Noguera, Academic Director at EADA Business School, ***“the results indicate that young people in Spain are more worried about immediate issues such as the economic situation in Spain and its impact on their career prospects rather than global concerns including climate change and world geopolitics”***.

Results (consult full report for data and graphs)

The survey asked participants to respond to a selection of open-ended questions **(in bold)** regarding the future:

- **What I wish for myself**

Spanish young people wish for personal happiness (29%) slightly less than their European counterparts (33%). This is followed by their wish for stability in their lives (22%) which was significantly higher in Spain than for young people in Western Europe and elsewhere (6%). The main concerns of young adults in Spain are based on “having a tranquil life, economic stability and their own home.”

- **What I wish for the world**

Young people all over the world want an end to global conflicts and peace with slight variations of 27% in Spain compared to 34% worldwide. Environmental protection is also high on the list for 44% of Europeans but drops to 19% for respondents in Spain.

- **What worries me most about my personal situation**

Young people in Spain are mostly worried about their personal and general economic situation (23%): “economic uncertainty, lack of money, not being able to afford a home and live the way they want”. This figure is significantly higher for young people in Spain than for Western Europeans (15%) who are mostly concerned about their career and professional development (20%). This issue is ranked in second position for young people in Spain (also 20%) and refers to the “difficulty in finding a job, or finding the job they want”. In Spain, the fear of loneliness is double that of their peers in Europe and elsewhere (10%).

- **What worries me most about the world**

Climate change is a greater concern for 63% of young Europeans compared to 35% of Spanish young people. More than 1 in 5 young Spanish people (22%) are worried about economic issues such as poverty, inequality and recession, followed by war and conflict (19%), although this figure is slightly higher in Western Europe (24%).

- **The collective issues we need to address to build a better future**

As in the previous question, the climate crisis is the main issue to be addressed for 69% of young Europeans whereas this figure drops to 39% for Spanish respondents.

- **What I am willing to give up**

The results indicate that young people in Spain are willing to give up mass consumption of some material goods (20%) including superfluous consumption, driving a car, fashion and clothes, meat, luxuries, plastic, and technology followed by a comfortable lifestyle and leisure activities (22%). However, this figure is much higher in Western Europe where 61% would give up material goods and 44% lifestyle activities.

- **What I am not willing to give up**

Young people in Spain are not willing to give up on wellbeing (happiness, basic rights and healthcare) (26%) and family, friends and loved ones (22%), while their Western European counterparts are less willing to give up material consumption (30%) and lifestyle comforts (31%). The latter two categories are much lower in Spain, with only 11% indicating they would be willing to give up material consumption such as home comforts, and only 8% would give up their lifestyle activities, such as travel, hobbies and sports.

- **What we need to learn in education to build a better future**

39% of young adults in Spain believe that we must all learn personal values and virtues such as respect at school and this figure is similar for their European counterparts (38%). Social causes including human rights and equality (15%) are considered higher priorities for education in Spain compared to the rest of Europe (8%). However, education on environmental protection is considered less of a priority in Spain (12%) in comparison to Western Europe (32%).

- **What we need to learn in life to build a better future**

Young people in Spain believe that we should learn personal values and virtues in life such as respect, solidarity and empathy (52%), although this figure rises to 63% in Western Europe.

Social causes are also higher on the agenda for young people in Spain (8%) compared with elsewhere in the world, with equality, diversity and human rights being identified as important aspects of education.

Despite having a strong social conscience, the results indicate that Spanish young people are less environmentally aware compared to their European counterparts. Dr Julia Wolny concludes that ***“we hope that the results of this report will lead to decisive action by the different stakeholders working in this direction to achieve a more sustainable and equitable future.”***

EADA Business School Barcelona was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. In addition to appearing in the international rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA, which recognises the quality of MBA programmes.

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