

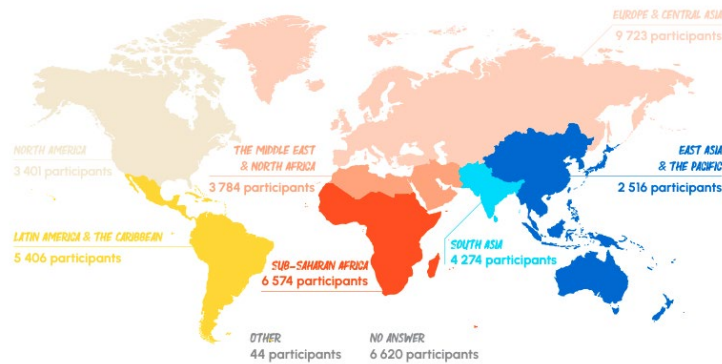
# Greatest wish of young people worldwide? Peace!

- *According to Youth Talks, the largest global youth consultation ever conducted, young people worldwide aspire to a peaceful future while aware of global realities.*
- *EADA Business School is one of the seven founding partners of this initiative that analyses the concerns of youth.*

**Barcelona, 18<sup>th</sup> October 2023.** [The Higher Education for Good Foundation](#) unveils the results of [Youth Talks](#) initiative, the largest global youth consultation ever conducted. Engaging **over 45,000 young individuals aged 15-29 from 212 countries and territories**, it seeks to empower youth with a global voice and link them to decision-makers for positive societal influence. Using cutting-edge artificial intelligence, **this consultation analyzed and synthesized nearly 1 million uncensored contributions to highlight the concerns, hopes, and values of young people worldwide.**

## Key findings:

- Peace is the top priority worldwide, followed by environmental concerns, particularly in regions like Africa and South America.
- Youth emphasize values and virtues in education, urging educators to transform teaching methods. Traditional core disciplines still matter, but the urgency lies elsewhere for young people, with the exception of China.
- Young people across the globe, especially in Europe, recognize the climate emergency, but this concern is less prominent in Sub-Saharan Africa, the Middle East, and North Africa.
- A divide exists between Western youth and their counterparts in the rest of the world on material concerns, unfulfilled dreams, and financial worries.
- Young people are ready for sacrifices, but disparities exist in how much and what they're willing to give up.



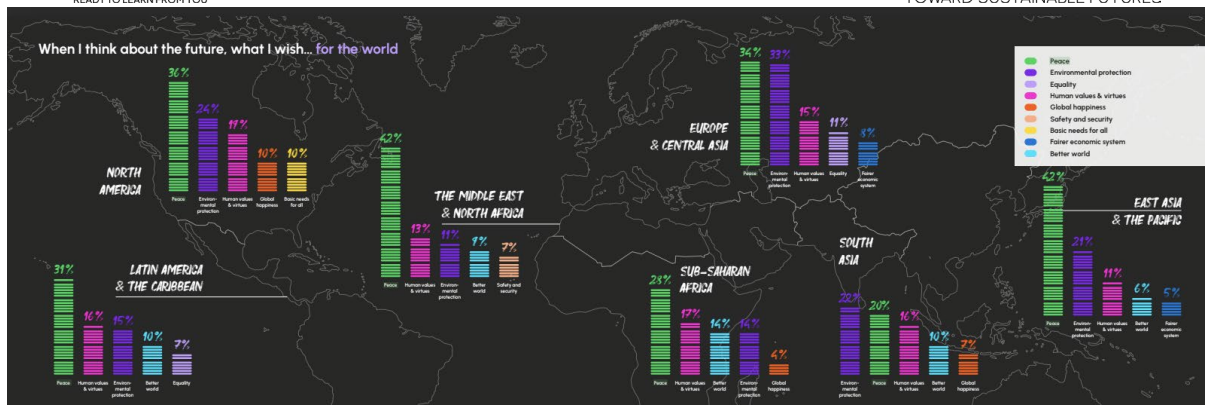
The Youth Talks consultation reveals a fascinating array of opinions and aspirations among young people, challenging preconceived notions about youth. Youth Talks strives to provide a global voice for the young and connect them with decision-makers for positive societal change, through partnerships with over 50 organizations worldwide, such as the UN-supported Principles for Responsible Management Education (PRME), as well as top universities, world youth organisations, and political institutions. The new Youth Talks Ambassadors Network includes 2,300 young people from every region of the world who actively support and promote the project in their communities.

*"Young people's voices must be heard authentically and without any filters. By asking open-ended questions, we enable them to express themselves without limitations or pressure to conform to predetermined themes. The Youth Talks consultation embraces this approach, allowing young individuals to communicate their thoughts freely, uncovering fresh insights and showcasing the vast diversity of opinions within societies. Youth Talks serves as a groundbreaking global dialogue that connects the aspirations of young people with tangible societal transformation"* explains Marine Hadengue, PhD and Director of Youth Talks.

In this sense, Jordi Díaz, Dean of [EADA Business School](#), founding partner of this global initiative, considers that *"Youth Talks is a gift for all of us who want to make education the best tool to achieve a better and more sustainable world."*

### **The voice of the world's youth: an overriding desire for peace**

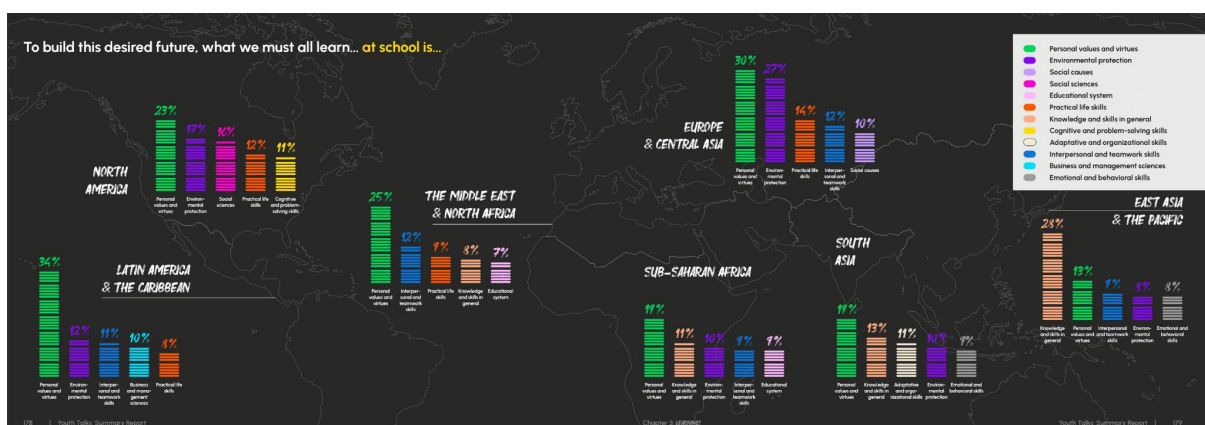
Young people's top wish globally is world peace (32%), surpassing environmental concerns. They strongly desire peace while fearing war and conflict, creating a paradox. Although optimistic about a peaceful future, they're aware of global realities, potentially facing a dilemma in achieving peace amidst potential conflicts. Peace is viewed as an essential aspect of well-being they wouldn't relinquish.



They are unanimous on the urgent need to relearn how to live together and to build a society based on shared values, in a context where individualism and isolation often get the better of our humanity.

### Redefining education: young people's quest for a values-centric education

Youth Talks highlights young people's emphasis on understanding, debating, and prioritizing values in education. They urge educators to transform teaching methods for harmonious living and interaction. Traditional disciplines still matter, but youth prioritize personal values (45%) and practical life skills, except in China. This demands rethinking schools to address 21st-century challenges and younger generations' aspirations while maintaining academic relevance.



### Europe leads environmental concern

When imagining the future, nearly a third of young people express deep concerns about environmental problems. Although it remains a constant concern, it varies in importance depending on the region. Europe stands out for paying particular attention to the environment (33 %) and expressing their desire to live on a healthy planet, free from the dual scourge of climate change and pollution. **This concern is less prevalent in Sub-Saharan Africa, the Middle East, and North Africa, where it is mentioned in only 15% of contributions.** These insights highlight the gravity of young people's concerns and their maturity in confronting an uncertain future.



### **The West vs. the rest of the world**

Youth Talks found a clear and significant divide on some key issues between young people in the West and their counterparts in the rest of the world. **Western youth appear more anchored in material concerns, those elsewhere seem driven by fears of unfulfilled dreams and unmet aspirations.** Their financial situation is the primary worry of young people in the West: around 1/3 of Western participants mentioned it as their priority, compared with only 1/10 of the participants elsewhere in the world. **Western young people also seem less prepared to give up material comforts to enable broader social progress: 25% of them mentioned it as something they were not willing to abandon, compared with under 5% of participants elsewhere.** Young people outside the West worry more about having to give up on their ambitions, their identity, or their family and loved ones.

### **Sacrifices for societal progress: how much is too much?**

Youth show readiness to sacrifice lifestyles and possessions for a sustainable, fairer future. However, they refuse to compromise personal relationships, ambitions, and well-being. This highlights the difficult balance between present needs and sustainable futures.

Youth Talks also reveals disparities in what they're prepared to relinquish. **In Europe, 40% are willing to curtail material consumption, while 28% resist such sacrifices.** These tensions within our society are important and cannot be ignored by decision-makers.

Global and regional results of the Youth Talks consultation are available on the Youth Talks website: <https://youth-talks.org/results/>



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**About Youth Talks**

Youth Talks, an initiative of the Higher Education for Good Foundation based in Switzerland, is the largest open consultation of youth globally, with over 45,000 participants aged between 15-29, spanning 212 countries and territories. This consultation, undertaken between October 2022 and May 2023, reached over 57 million young people and culminated in the sharing of almost 1,000,000 contributions (any response to a question, open or closed). Youth Talks aspires to be an important conduit between what young people want and actionable societal change. Harnessing state-of-the-art Artificial intelligence, it distills vast amounts of shared content into digestible insights. Youth Talks boasts partnerships with over 50 organizations worldwide.

**About Youth Talks partners**

To promote its initiative further, Youth Talks conveyed a large network of partners interested in applying the results of this consultation as they develop their strategies for the years and decades ahead. These partners include many leading universities and colleges, international, political, business, and governmental institutions.

**Founding members:** • SKEMA Business School (Brazil, China, France, South Africa, US) • Agence Universitaire de la Francophonie -AUF (worldwide) • Audencia (France) • Concordia University (Canada) • **EADA Business School (Spain)** • ESCP (France) • TBS Education (France)

**Other partners:** <https://youth-talks.org/en/our-partners/>

**About the Higher Education for Good Foundation**

The Higher Education for Good Foundation (HE4G) is a not-for-profit organization, created to help support educational institutions transform their curricula to meet the needs of the mid-21st century, not least by equipping young people to lead and participate in solving the pressing global challenges of this age. HE4G's role will be to help its partners better understand what young people want, thanks to the results of Youth Talks, its first initiative, and to think through how to integrate this demand with their in-house expertise in education to design curriculums that bring the best of established and innovative knowledge and approaches to education.

By working closely with its partners, HE4G expects to learn valuable lessons about how to modernize curricula. This knowledge will be gathered in a curriculum redesign hub housed at the foundation that will be a core part of a broader initiative to drive change in higher education well beyond the initial network of partners.

<https://www.higheredforgood.org/>

Higher Education for Good's page