

# Concept Note

## *Future Shares*



### Call To Action:

*“My dear great-great-granddaughter, by the time you open this letter, you will have your answer. You will know whether we succeeded or failed in our fight for your future.”*

- António Guterres



## Introduction

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Youth are suffering the most from the consequences of Sustainable Development Goals (SDGs) inaction.<sup>1</sup> Notwithstanding climate change, war, and disease, the percentage of youth not in employment, education, or training (NEET) in 2022 increased to 23.3 per cent. This growth is a rise of 1.5 percentage points from 2021 and a level not seen in at least 15 years, meaning that nearly 1 in 4 young people are not able to actively participate in the world economy.<sup>2</sup>

Contributing to this generational disconnect is the lack of representation at the decision-making levels not only for governments, which has been well-documented – 14.2% are below age 40 despite making up more than half of the world’s population – but for the private sector as well. While evidence supports that younger directors on S&P 500 boards show positive effect on companies’ performance, the median board age is 63 years as of 2020, the most recent measurement available.

Understanding these challenges deeper than any other generation, today’s young people are more eager than ever to use their talents to make a positive impact and as a result, look to hold businesses accountable to do their part.<sup>3</sup> While respondents from the Deloitte 2023 Gen Z and Millennial Survey acknowledge that their employers have made some progress, the majority remain unimpressed with businesses’ societal impact overall.<sup>4</sup>

Over half of Gen Zs (55%) and millennials (54%) say they research a brand’s environmental impact and policies before accepting a job from them. One in six Gen Zs (17%) and millennials (16%) say they have already changed job or sector due to climate concerns, with a further 25% of Gen Zs and 23% of millennials saying they plan to do this in the future.

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<sup>1</sup> <https://inkstickmedia.com/the-us-needs-to-get-on-track-with-global-goals/>

<sup>2</sup> <https://unstats.un.org/sdgs/report/2023/Goal-08/>

<sup>3</sup> <https://www.forbes.com/sites/deloitte/2021/07/22/for-millennials-and-gen-zs-social-issues-are-top-of-mind-heres-how-organizations-can-drive-meaningful-change/?sh=6212729450c6>

<sup>4</sup> <https://www.deloitte.com/global/en/issues/work/content/genzmillennialsurvey.html>

## ***Future Shares: Youth on Boards***

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To get ahead of the ever-evolving landscape of youth concerns, meet triple bottom line goals, and address the problem at its root cause, companies need to include youth at the decision-making level. While governments have implemented various legislation and programs more inclusive of the youth voice at decision-making levels, as noted by the United Nations (UN) “Be Seen Be Heard” campaign,<sup>5</sup> most businesses lag in comparison.

Rising to the occasion, however, is The Body Shop who made headlines for setting the precedent with the establishment of their Youth Collective – where 50% of the company’s advisory board is made up of young people all under age 30.<sup>6</sup> In a separate case, the alternative asset management company and Global Futurist Initiative ally ImpactVest is moving in a similar direction with plans to establish its ImpactVest Giving Next Gen Advisory Council.

Therefore, to fill the gap for growing this movement at scale, *Future Shares* was founded to achieve youth equity in business decision-making in alignment with business goals and the UN SDGs.

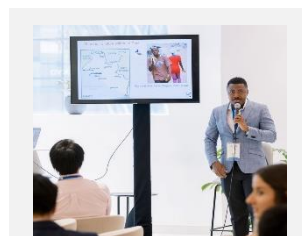
## **Objectives & Outcomes**

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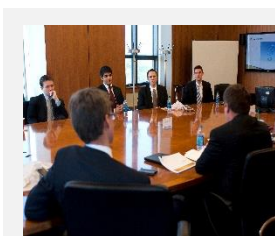
### **Objectives**

*Future Shares* aims to act as both an advocacy campaign and service provider program to help brands achieve sustainable growth and impact while addressing the growing concerns and needs of youth. By incorporating youth interests at the leadership level, a dialogue can open a path towards closing the generational divide.

Working closely with clients and partners, *Future Shares* objectives are the following:



Help companies reach their triple bottom line goals by fostering systemic youth inclusion in the workplace;



Elevate the youth voice through facilitating intergenerational discourse in corporate governance settings;



Support businesses in the transition process of integrating youth in high-level strategy and decision-making;



Make tangible progress towards achieving the UN SDGs through closer private sector engagement.

### **Anticipated Outcomes**

The anticipated outcome is a powerful collaboration connecting generations, translated into shared action towards impact for people and planet. Businesses will be equipped to anticipate and respond to the future for achieving long-term sustainability. Youth will be elevated in decision-making capacities while

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<sup>5</sup> <https://beseenbeheardcampaign.com/>

<sup>6</sup> <https://fortune.com/2023/07/05/the-body-shop-gen-z-board-youth-collective/>

augmenting their professional development with real-world experience. Aligned impact goals will be closer to reach.

Indicators of success will be measured by effects on company performance, youth well-being, and private sector engagement with the SDGs. The social return on investment will be a key metric in determining overall success and navigating future directions. This measurement can be compared to existing benchmarks as the youth-focused international non-governmental organization One Young World reported in 2022 that there is a 1:16 social return on investment of their youth ambassador-led projects. As a result of this evidence-driven solution, structural changes will begin to take shape in the service of society for creating a more sustainable and prosperous future.

### Additional Details


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#### Services

*Future Shares* aims to customize its services to each company’s culture with the option to package solutions. As a full-scale plan is being developed to provide more detail, the summary of services can be seen below.


Consulting

Examples of solutions driven by a human-centered lens will include, among others, crafting youth roles, reforming corporate governance policies, and refreshing corporate strategies.




Insights

To be at the frontier of this movement is to develop valuable tools and make the latest evidence-based discoveries to support clients and continuously improve for all stakeholders.




Recruitment

Integrated in young talent and social responsibility communities, *Future Shares* is ready to recruit next generation leaders who are equally prepared and eager to serve on boards.



Training

Resources and training will always be available to prepare and equip all clients, whether a board of directors or a youth leader, to reach aligned goals.



#### Future Directions at Scale

Recognizing what is at stake and the level of urgency there is for this program’s objectives to be met, it is critical to scale *Future Shares* as a way to provide security for stakeholders. This will be achieved through three distinct sources: consulting service productization, subscriptions for access to the talent/community platform, and the retailing of cause-themed activity boxes.

While the first two sources are commonly seen for programs such as *Future shares*, an example of using activity boxes is to provide hands-on learning for a pharmaceutical company corporate board and youth council to collaborate on as part of a team-building workshop. Its secondary purpose is to also teach the full group about the importance of universal access to clean water because this company relies on consumers drinking water with the company’s products in order for the medicines to take full effect.