

PRESS RELEASE



75% of young people from the Arabic World¹ are convinced that there are economic opportunities with climate change

Scenario 2016: third edition of the global survey on young people and sustainable development

This year, with COP22 taking place in Marrakesh, the survey was conducted in **12 countries² across North Africa and the Middle East** (as well as France: survey follow-up) with over **4,600 young people** aged 18 to 29.

The Scenario 2016 initiative was launched by the sustainable development consultancy Nomadéis³, in partnership with AXA and YouGov, with further support from Mazars and ARENE Ile de France.

Marrakesh, Wednesday November 16, 2016: Launched by the sustainable development consultancy Nomadéis, in partnership with AXA and YouGov, with support from Mazars and ARENE Ile de France, the Scenario 2016 project invited over 4,600 young people aged 18 to 29 in 12 North African and Middle Eastern countries (Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates), as well as France, to voice their opinions. The aim is to better understand how they perceive the connection between the climate and the job market, and above all to better identify their expectations regarding the stakeholders who are shaping today's world, which they will inherit tomorrow.

¹ Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates

² ibid

³ www.nomadeis.com

Young people, unanimously aware of the urgency of climate change

- **94%** of young people have seen a deterioration in the environment over the past 20 years
- **80%** of young people believe that their countries are vulnerable faced with human pressure on the environment
- Only **6%** of young people are climate sceptics.

But one core belief: the possibility for “green growth”

- **65%** of young people view climate change as an economic and social opportunity
- **74%** of young people believe that their country’s commitment to green growth would make it possible to improve their country’s economic situation and job market
- **47%** of young people would prefer to work in a city that leads the field for environmental protection.

With significant impacts on the job market and training

- **79%** of young people expect today’s job market to be transformed as a result of climate change
- **49%** of young people do not feel that their training has prepared them sufficiently to meet this challenge
- **54%** of young people stated that the possibility to take action against climate change is one of the criteria for their career development goals.

The Scenario 2016 survey’s findings represent a call for action for all the stakeholders involved in the Paris Agreement’s implementation...

- **DECISION MAKERS:** The young people surveyed unanimously (**94%**) reported that they have seen a **deterioration in the environment** over the past 20 years. **45%** of young people believe that **their country is not sufficiently prepared** faced with climate risks, while **80%** believe that their country is **vulnerable to anthropic pressure**. However, most young people (**75%**) across North Africa and the Middle East believe that this will open up real opportunities for their country’s economic development.
- **EDUCATORS:** The vast majority of the people surveyed (**79%**) expect **today’s job market to be transformed** as a result of climate change, but nearly one in two young people (**49%**) do not feel that their training has **prepared them sufficiently** to meet this challenge.
- **EMPLOYERS:** When asked about what impact they expect to see on an individual level in their working lives, **61%** of the young people surveyed stated that the fight against climate change would make it possible to create new jobs in their sectors. **54%** of participants declared that the **fight against climate change is one of the criteria guiding their career goals and their selection of future employers**.
- **SCIENTISTS AND CIVIL SOCIETY:** To meet the challenges posed by climate change, young people tend to primarily trust scientists and experts (**89%**). **58%** of them feel concerned by COP22 and **7%** stated that they feel personally engaged and involved.

- While **71%** of young people in France believe that **their training has not prepared them sufficiently** for the environmental challenges involved with climate change, they are nevertheless still **optimistic about climate change's positive impact on the job market**: **69%** expect the fight against climate change to create new jobs, while only **54%** expect to see job losses (-4 points from 2015). This optimism is particularly strong among young people in the Paris Region: **75%** believe that environmental challenges could make it possible to create jobs.

Background elements

The 22nd United Nations Climate Change Conference (COP22), which opened in Marrakesh (Morocco) on November 7, 2016, aims to define the conditions for **rolling out** the Paris Agreement. This agreement, which has already been ratified by 110 of the 192 countries that signed the text adopted in Le Bourget, France, reached the threshold⁴ required for it to officially come into force on November 4, 2016.

Behind the enthusiasm raised by this new agreement coming into force, there are major transformations that will need to be rolled out by the generation who are starting out in their working lives today: **18 to 29 year olds**, which the Scenario surveys have regularly called on to voice their opinions since 2012.

Scenario 2016, the third edition of this survey, focused on inviting thousands of young people from 12 North African and Middle Eastern countries, which are particularly exposed to the impacts of climate change and key players in global energy geopolitics, to share their views.

The Scenario partners plan to carry out this initiative again for COP23, which will be held in Asia in 2017.

Distribution

The main findings will be unveiled during the **COP22** event in Marrakesh on **November 16, 2016, from 2 pm** (Zone Verte – Pavillon Comité 21 – Espace Territoires).

With its open project approach, this survey's results can be freely used as long as their source is indicated: Scenario 2016 survey – Nomadéis, AXA, YouGov.

⁴ 55 countries representing at least 55% of global greenhouse gas emissions
Nomadéis / AXA / YouGov / Mazars / ARENE Ile de France – press release
#Scenario2016

ABOUT THE SURVEY METHODOLOGY

The survey was conducted with the YouGov Pure Research Online Panel. In total, 4,104 people living in the GCC region (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates), North Africa (Algeria, Egypt, Tunisia and Morocco), Jordan and Lebanon, aged 18 to 29, took part in an online survey from October 25 to 31, 2016. Alongside this, 525 young people in France were surveyed online on October 12 and 13, 2016.

The sample for each country consisted exclusively of men and women aged 18 to 29. The margin of error was set at $\pm 1.53\%$ ($\pm 1.9\%$ for the French sample). The survey's findings are based exclusively on statements made by people with an internet connection. The internet penetration rate varies depending on the country. While the online methodology used for the survey made it possible to cover a wide population, it can only report on the behavior of people who use the internet, and not the overall population. In the developing countries where internet penetration levels are still progressing, the people who took part in the survey are likely to have a higher than average standard of living for the country concerned. In addition, the answers to the questions are based on statements and not observed behavior.

The results were analyzed by Nomadéis, in close collaboration with YouGov.

ABOUT NOMADEIS

Founded in Paris in 2002 by two ESSEC graduates after touring the world for a year to study water supply and urban poverty, Nomadéis is a French pioneer for sustainable development advice and consulting. Since being set up, the firm has carried out over 500 missions in France and 50 other countries, on behalf of businesses, regional authorities, public institutions and social economy stakeholders. It has significant expertise in the development of green economy sectors (water, energy, construction, mobility, ecological engineering), sustainable cities and territories (local governance, urban services, smart cities), corporate social responsibility for organizations (performance, innovation, partnerships), and new economic models (collaborative, circular and positive economy). A member of the international positive economy think-tank, chaired by Jacques Attali, Nomadéis co-authored the report delivered to the French President in September 2013 and is a committed partner of the Positive Economy Forum. For more information about Nomadéis, visit www.nomadeis.com or follow us on Twitter @NOMADEIS.

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ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees in 64 countries supporting and advising 103 million clients – individuals as well as businesses – by responding to their insurance, personal protection, savings, retirement and financial planning needs. In 2015, revenues amounted to Euro 99.0 billion and underlying earnings to Euro 5.6 billion.

As one of the world's largest corporations, AXA has a role as an international corporate citizen; and as a company whose business is to protect people over the long term, AXA has a responsibility to help build a more sustainable society.

We therefore have a responsibility to harness our skills, resources and expertise to help build a stronger, safer, more sustainable society. Our influence ranges from the products and services we offer to the way in which we support our communities and take care of the environment, including the fight against climate change.

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ABOUT YOUNGOV

YouGov is a market research firm founded in 2000 in London, with operations in around 30 countries, including France since 2011. A pioneer for online research, YouGov operates on a panel of over 5 million panelists worldwide, including over 155,000 in France – spread across all ages, socio-economic groups and other demographic types. YouGov offers a very wide range of services, from Omnibus research (results within 48h) to ad hoc research (campaign pre-test and post-test, U&A, brand perception tracker, segmentation, etc.), satisfaction surveys and qualitative research. YouGov covers all the continents and can survey consumers in over 30 countries. In just a few years, YouGov has become a global leader for market research and data in all areas. We use exclusive data through our panel, representing all ages and population segments, enabling us to provide immediate and accurate market views.

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ABOUT MAZARS

Mazars is an international, integrated and independent organisation, specialising in audit, accountancy, tax, legal and advisory services. The Mazars Group draws on the expertise of 17,000 professionals to assist major international groups, SMEs, private investors and public bodies throughout the 77 countries that make up its integrated partnership. At Mazars, we believe the best strategies are driven by collective intelligence. We see it as our responsibility to independently advocate financial and operating models that promote stability, quality, transparency, confidence and sustainable growth.

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ABOUT ARENE ILE DE FRANCE

ARENE Île-de-France, the regional agency for the environment and new energies, supports the Paris Region's municipalities and socioeconomic stakeholders to define and implement climate energy projects. ARENE's goals include supporting the energy transition and economic development, promoting a pleasant, sustainable, energy-efficient living environment, with low greenhouse gas emissions, supporting municipalities' climate plans, and developing renewable energies and the corresponding sectors. Alongside municipalities, ARENE has been engaged for a number of years in international solidarity projects, focusing in particular on vernacular building, biosourced materials and more generally co-development.

To find out how to take action, visit its website www.arenidf.org or follow it on Twitter **@ARENEIDF**