



THE YOUTH-BUSINESS PRE-NUP

How young people can work with businesses to take on the Sustainable Development Goals (SDGs)

It's widely known that radical change is needed if we are to live within planetary limits. In the UK this means cutting resource use to one third of current levels and our carbon footprint by 80%. To achieve this, the way in which young people and businesses in the UK live and work will need to be radically different.

Many businesses are recognising the importance of their role in the SDGs, while research points to the young people of Generation Z as the most climate-concerned generation ever.

Generation Z will make up 40% of global consumers by 2020 and represent the workforce of the future.

Now is the time for young people and businesses to collaboratively ensure a sustainable and prosperous future.

What will determine success is how young people and businesses come together, which is why the Global Action Plan Youth Panel met with 50 businesses to establish the ground rules for this collaboration.

The Youth Panel turned their findings into a pre-nup – a series of commitments, which form the key to a long-lasting and successful working relationship between businesses and young people.

The pre-nup is a tool which businesses can use to audit their readiness to engage with a younger audience; the workforce and consumers of the future.

It sets out what Generation Z asks of business executives and what they offer in return.

Alternatively, the pre-nup can be a spring board for dialogue and debate within businesses.

“This Pre-nup from our aspiring sustainability leaders comes at just the right time. It’s never been more important for business to understand and engage with their future workforce and customers.”

Anita Longley MICRS, Chair Institute of CR and Sustainability

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BUSINESSES WILL...



BE HONEST

We will be honest about mistakes and failures. Our leaders will own failures and explain how they have been or will be corrected. We will share what we have learned about making improvements to reach environment and ethical standards. There will be no greenwashing or cherry-picking the good while ignoring the bad.



LISTEN AND ACT

We will openly engage with and seek input from young people before taking action, to ensure we stay relevant to the 'soon to be' largest global generation and their expectations. Company boards will embrace age diversity and invite young people to make regular contributions to executive decision making.



HAVE SUBSTANCE

We will not publish any 'values' lists or glossy but unevidenced statements about our ambitions for being good corporate citizens. We will only present values that we can back-up with multiple real-life examples.



WORK TOGETHER

We will share our mission and empower young employees and customers to contribute the skills necessary to help us achieve our purpose.

YOUNG PEOPLE WILL...



UNDERSTAND

We will recognise that change is complex and takes time, and that we have a role to play in making it happen. We will work with businesses to tackle the SDGs and find innovative business solutions.



THINK LONG TERM

We will take opportunities for growth and development, and recognise that progression is not just about promotion. We will take a longer-term view and not frequently change jobs, as if collecting names for a CV.



MAXIMISE OPPORTUNITIES

We will use the opportunities to be vociferous, honest and open with our colleagues and employers.



BE CONSCIOUS CONSUMERS

We will support businesses with a social and environmental conscience, even at an extra cost.

Where next? A sustainable future.

- GAP is here to facilitate collaborative youth-business action on securing a sustainable and prosperous future.
- To learn more on how you can engage with young people through GAP and our Youth Panel get in touch with Charlotte Zamboni at charlotte.zamboni@globalactionplan.org.uk