Davos Lab:
Youth Recovery Plan

Contents

Preface

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Prior to the COVID-19 pandemic, an intergenerational crisis was already under way. Past generations created a socio-economic system that disproportionately rewards the happy few, underfunds social security and infrastructure, and puts the liveability of the planet at risk for future generations.

I grew up in what is now known as the golden age of capitalism, and the same prosperity that enabled global progress and democracy after the Second World War is now creating the inequality, social discord and climate change we see today — along with a widening generational wealth gap and youth debt burden, too. Young people are right to be deeply concerned and angry about this, seeing it as a betrayal of their future.

For Millennials, the 2008 financial crisis and the Great Recession resulted in significant unemployment, huge student debt and a lack of meaningful jobs. Now, for Generation Z, COVID-19 is another aeon-shaping event. From school shutdowns and social distancing to worsening unemployment and mass protests, young people today are coming of age in the midst of dramatic socio-economic turmoil.

With every passing year, the issues facing the next generation seem to get worse, not better. The assumption of my generation – that children will enjoy a better standard of living than their parents did – is no longer a given. But we can't let this realization stifle us. The year 2021 is the time to start thinking and acting long-term again and to make intergenerational parity the norm.

The idea that we need to rebuild differently after COVID-19 is widely shared. The window for action is open, but we need to move swiftly. We need a society, economy and international community designed to care for all people, especially young people, who are the most important and most affected stakeholders when talking about our global future. They are also the people who have the most innovative ideas and energy to build a better society for tomorrow. Young people are best placed to lead this transformation.

The Davos Lab initiative

This is why I launched the Davos Lab initiative last year, a multistakeholder approach that seeks to better understand the changing views and expectations of the next generation on society, government and business.

I asked the question, "What enduring changes do young people foresee after the pandemic and what would Millennials and Generation Z do differently if they were in charge?" As members of this next generation mature and become future leaders, consumers, workers and voters, my generation and beyond – the Silent Generation, Baby Boomers and Generation X – must hear and act upon their insights to survive and thrive.

The Davos Lab is an initiative of the World Economic Forum Global Shapers Community, a network I created to ensure that the next generation – people between the ages of 20 and 30 – would be empowered to help shape our common future. Global Shapers inform each other about the local and global challenges they see and support one another to address them. They are active in more than 450 cities in 150 countries around the world – from Atlanta to Accra to Zurich and Zagreb.

Working together, Global Shapers organized Davos Lab dialogues in 146 cities on the 10 key issues they identified as being most pressing to their collective future. The dialogues reached an audience of more than 2 million people and generated 40 policy recommendations to end intergenerational injustice and build a better society for tomorrow. It is fitting that this important work coincides with the Community's 10th anniversary.

I invite all stakeholders to read the Shapers' ideas, which are poised to become the next normal. After you do, I hope that you, too, conclude that transparency, accountability, trust and a focus on stakeholder capitalism will be key to meeting this generation's ambitions and expectations. Only by working together, across divides, can we build the more resilient, inclusive and sustainable society and economy we need in the post-COVID-19 world.

Executive summary

What enduring changes do young people between the ages of 20 and 30 foresee after the COVID-19 pandemic, and what would Millennials and Generation Z do differently if they were in charge? This question was posed at the launch of the Davos Lab initiative in January 2021 during the World Economic Forum Davos Agenda Week. To answer this question, the Davos Lab conducted surveys and dialogues on 10 key issues, referred to as the 10 pillars in this report, that are most likely to shape the life and outcomes of a child born during the pandemic.

One result of the pandemic is a far more organized generation of young voters, consumers and investors who are rallying behind urgent climate, fiscal and social justice. Without a doubt, this generation poses an existential risk to institutions that seek to simply revert to business as usual. However, it also represents a massive opportunity for governments and businesses in search of a progressive mandate.

In just three months, the Global Shapers Community organized virtual dialogues and surveys around the world. These local dialogues spanned the gamut from exclusive dialogues with undocumented migrants to public forums involving heads of states and public figures. This report is based on 344 dialogues held in 146 cities and on approximately 19,000 responses to the Davos Lab Survey conducted in 187 countries. The total reach of this work amounts to over 2.3 million people. Through these dialogues and the survey, young people shared their views, ideas and fears, which are summarized in this report as a set of actionable insights and recommendations for key decision-makers.

Regarding jobs, almost **half of the young people surveyed said they feel inadequately skilled**, and close to a quarter responded they would risk falling into debt if faced with an unexpected medical expense. Labour market fragility, compounded by an almost bankrupt social security system, is pushing more young people to rally behind a global wealth tax to help finance more resilient safety nets and to manage the alarming surge in wealth inequality.

On the climate front, young people stated they would like to **halt all new coal, oil and gas exploration and development immediately** to limit global warming to 1.5°C, a level beyond which devastating climate impacts could spiral out of control. They **call on financial institutions to avoid bankrolling or underwriting companies that seek to start new fossil fuel exploration** and development, and on firms to actively replace corporate board directors who are unwilling to wind down fossil fuels or transition to cleaner energy sources.

TABLE 1 | **Davos Lab Survey**

Number of survey responses	**19,079**
Number of countries where the survey was conducted	187
Number of dialogues	**344**
Number of cities where the dialogues took place	146
Number of countries where the dialogues took place	66
Total reach of the dialogues	**2,315,513**

As for technology, young people are championing an open internet, particularly for close to half of the global population who lack access to the web and for those contending with internet blackouts. A $2 trillion digital access plan is recommended to service this gap, as is a plan to decrease data costs and to sanction states that resort to internet shutdowns. Moreover, the surge in exponential technologies in the Global North also presents concerns related to misuse, such as a state deploying surveillance technology to curtail youth activism.

Unsurprisingly, the Davos Lab Survey shows that physical safety ranks as the greatest safety concern among young people, a potential function of the increased use of surveillance technology and militarized policing against activists and people of colour.

All in all, young people believe that each of the fractures that have come to bear are manifestations of an underlying political problem. Concerns such as **corruption, austerity and stale political leadership have become priorities** for young people if they are to keep faith in the political system, as **more young people hold faith in governance by a system of artificial intelligence than by a fellow human being**. To curtail the problem, young people are calling on philanthropic donors to direct greater investments to programmes that help young progressive voices join government and become policy-makers. At the same time, measures to minimize the spread of misinformation – both online and through traditional media – are presented as effective remedies against stale political leadership, and in essence call for regulated social media to combat fake news and extremist views.

The effects of misinformation this past year were particularly evident, indicating greater distrust in institutions. To be better prepared against future shocks, young people are embracing the power of community-driven health solutions to rebuild trust in health systems, and are calling on G7 nations and international organizations to safeguard vaccine equity at the onset of future health crises. Moreover, the mental health crisis, spurred by waves of lockdowns, represents an existential and silent epidemic that requires massive investment to prevent and tackle the stigma associated with it. Young people are worried about another wave of mental health problems as workers are being asked to return to their workplaces.

To mount the response required to usher in this new world, the Davos Lab also held dialogues on what a matured form of youth activism could look like. Drawing on the pitfalls of well-intended youth movements borne out of the 2008 financial crisis (e.g. Occupy, Arab Spring), the Davos Lab asked participants to devise principles to guide young people as they advocate for a more inclusive post-COVID period. The culmination of these dialogues is presented in the Millennial Manifesto.

Millennial Manifesto

Young people devised principles for a matured form of activism to guide action towards a more inclusive future.

The Davos Lab Millennial Manifesto is the world's first attempt at redefining the parameters and efficacy of youth activism in a post-COVID world marked by greater examples of systemic inequalities.

As uprooting systemic problems are particularly difficult for young people wrestling with challenges related to experience and credibility, this Millennial Manifesto provides timeless principles to sharpen their activism into their later years.

1. We will create space for intergenerational dialogue.
We will listen and learn from one another – past, present and future. We will respect the global context and that all parts of the world co-exist. We will share learnings to avoid replication. We will test, iterate and improve our approach to become better leaders and ancestors.

2. We will ask big questions to advance bold solutions.
We will take time to learn why structures are the way they are and to know our communities' histories, before we take action. We will recognize that co-creation begins with consultation to understand systems. We will make decision-making information accessible to be truly inclusive.

3. We will pursue systems change and collective action.
We will build bridges within and across communities to strengthen the structures that work and dismantle those that don't. We will set ambitious goals and move from talk to action. We will focus on local changes that can lead to global transformations and celebrate our progress.

4. We will make space for diverse lived experiences.
We will build authentic relationships with communities most impacted by inequities and injustices. We will acknowledge why we care about issues and who we are in relation to them. We will join forces, share power and make decisions in open and transparent ways.

5. We will embrace uncomfortable conversations.
We will surrender our privilege and give everyone a seat at the table. We will engage to listen, understand and co-create solutions. We will create brave spaces for ideas to be heard, questioned and challenged. We will recognize the complex intersectionality of social change.

6. We will care for ourselves, others and our ecosystem.
We will be kind and considerate. We will practise self- and community-care. We will safeguard mental health and well-being. We will find balance between patience and impatience. We will be authentic, vulnerable and radically inclusive. We will protect our planet and common future.

2 | Youth Recovery Plan

Young people have 40 calls to action to transform society, government and business.

Young people's calls to action to transform society, government and business

Young people are demonstrating conscious consumerism and calling on others to do so too. Youth want:

1. Policy-makers to incentivize sustainable consumption and penalize production that's not
2. Corporate accountability and executive compensation following specific ESG targets
3. Investors to work with consumer groups to transform the way big business operates
4. All stakeholders to take urgent action to safeguard nature and future food production.

Young people have an ambitious plan to connect half the world's unconnected by 2025. Youth want:

5. A US$ 2 trillion Digital Access Plan to increase global internet connectivity to over 80%
6. Telecoms to provide affordable data priced at no more than 2% of monthly GNI per capita
7. Sanctions against institutions that resort to internet blackouts to supress citizen freedoms
8. Activists to share connectivity indicators to put digital inequity higher on the global agenda.

Young people are tired of misinformation and won't tolerate dangerous online views. Youth want:

9. Tech companies to be transparent about misinformation and its spread on their platforms
10. Governments to implement policies to protect individual citizens against harmful content
11. Media entities to appoint trusted flaggers and experts to identify misleading information
12. Capacity-building programmes and education to help citizens better identify fake news.

Young people are fearful about the future of democracy and see politics worsening. Youth want:

13. Philanthropic donors to support young progressive voices into government
14. Strengthened laws against media monopolies to protect democratic freedoms
15. A Global Convention for Cybersecurity to uphold the integrity of political systems
16. Capacity-building and incubation programmes to ignite ambitious policy-making.

Young people are calling for a global wealth tax and more resilient social safety nets. Youth want:

17. A global wealth tax on assets worth more than US$ 50 million to fight growing inequality
18. Tax credits for companies and investors who spend revenue on reskilling employees
19. Universities to end the exorbitant tuition fees that stifle social mobility
20. Universities to reformed curricula for job acquisition in today's labour market.

Young people are speaking up about mental health and ending the stigma associated with it. Youth want:

21. Governments to guarantee universal access to mental health services
22. Investors to support mental health awareness campaigns to reduce stigma
23. University curricula to tackle the mental health crisis growing on campuses
24. Media entities to shape positive perceptions and attitudes about mental health.

Young people will do whatever it takes to limit global warming to 1.5°C. Youth want:

25. Governments to invest in communities most at risk from climate change
26. Financial institutions to stop bankrolling companies initiating fossil fuel exploration
27. Companies to significantly reduce the GHG emissions of their operations and supply chains to help keep global heating within 1.5°C
28. All stakeholders to ensure accountability for urgent green recovery plans.

Young people are calling for transparency and a focus on stakeholder capitalism. Youth want:

29. Governments to implement fit-for-purpose policies and regulations on big tech
30. Universities to ensure ESG literacy is integrated into business and tech curriculums
31. Companies to integrate technology ethics into the design of their products and services
32. Incubators to provide ESG upskilling to early-stage founders to deliver long-term value.

Young people are promoting equitable access to healthcare worldwide. Youth want:

33. World leaders to safeguard equitable access to COVID-19 tests, treatments and vaccines
34. Governments to prioritize the immediate needs of healthcare workers and their families
35. Companies to drive digitalization in healthcare services to improve patient care
36. Increased support for community health workers to rebuild public trust in health systems.

Young people demand an end to militarized policing against activists and people of colour. Youth want:

37. Governments to end qualified immunity in law enforcement for police officers
38. Increased action against gun violence, including bans on homemade firearms
39. All stakeholders to take a stand to end domestic sexual and physical violence
40. Criminal justice training reform to protect the safety of vulnerable communities.

The year 2021 can be a turning point. We need everyone to act – individuals, communities, businesses, politicians and world leaders. Only then can we create the sustainable, equitable and inclusive future that we want.

Pillar 1 | Conscious consumerism
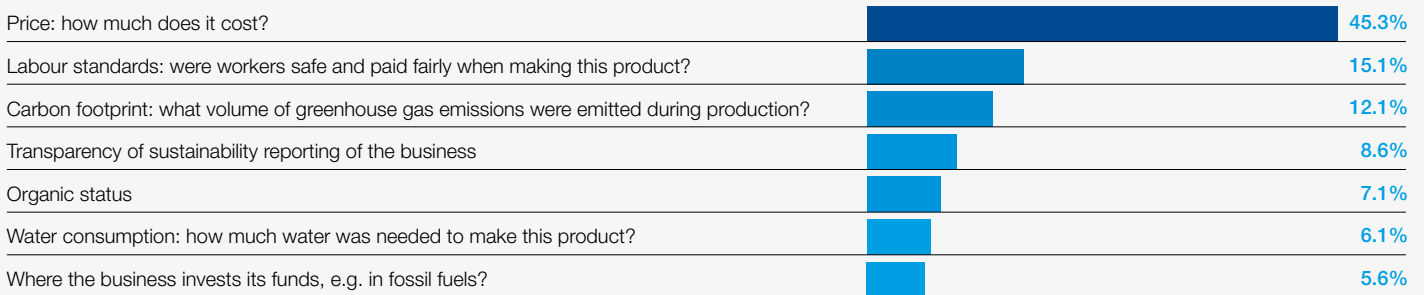
Introduction

Current global rates of consumption require the resources of approximately 1.6 earths.[1] Current population growth and lifestyle changes require a transformation to ensure resources are conserved and protected for future generations. People must use fewer resources to fuel growth and consumption, and for longer periods of time.

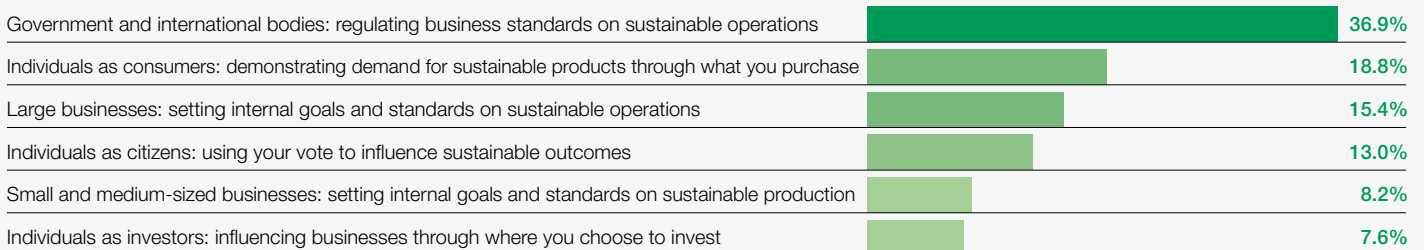As the world embraces stakeholder capitalism,[2] conscious consumerism has never been more important (see Figure 1 for survey results). Consumers mobilizing their collective power – as citizens, investors, clients and customers – will affect how companies pursue long-term value creation and will force them to account for the needs of all stakeholders and society at large.

FIGURE 1 | Conscious consumerism

Which of the following is most important to you when selecting a product or service to purchase? (rank in order of importance)

Price: how much does it cost?	45.3%
Labour standards: were workers safe and paid fairly when making this product?	15.1%
Carbon footprint: what volume of greenhouse gas emissions were emitted during production?	12.1%
Transparency of sustainability reporting of the business	8.6%
Organic status	7.1%
Water consumption: how much water was needed to make this product?	6.1%
Where the business invests its funds, e.g. in fossil fuels?	5.6%

Which stakeholders are most important to take action on increasing the availability of sustainable products? (rank in order of importance)

Government and international bodies: regulating business standards on sustainable operations	36.9%
Individuals as consumers: demonstrating demand for sustainable products through what you purchase	18.8%
Large businesses: setting internal goals and standards on sustainable operations	15.4%
Individuals as citizens: using your vote to influence sustainable outcomes	13.0%
Small and medium-sized businesses: setting internal goals and standards on sustainable production	8.2%
Individuals as investors: influencing businesses through where you choose to invest	7.6%

What factors influence which businesses you chose to work for or with? (rank in order of importance)

Pay: what is the salary and benefits package?	27.7%
Values: does the business' values align with my personal values?	27.1%
Career growth: is there opportunity to learn and take on more responsibility over time?	19.3%
Location: how far do I have to travel to get to work?	14.3%
Sustainability: does the business prioritize sustainable operations?	11.6%
Work/life balance: what is the expected working hours/days each week?	0.1%

Source: Davos Lab Survey results

The landscape: Survey and dialogue insights

In just three months, 50 conscious consumerism dialogues were held in 25 countries. In Guatemala City, a dialogue took place as part of the UN Food Systems Summit called "Improving our Food by turning the Tortilla around... (and us too)". Key insights from conscious consumerism dialogues include:

– **"Philosophers and academics must help create a vision" (Melbourne, Australia)**. Philosophers, such as Michael Sandel, are important in framing the moral case for re-evaluating society's social contract and for building a fairer society that meets all needs and maximizes resources for future generations.

– **"Incorporating a first-nations perspective in decision-making and creating solutions" (Gold Coast, Australia)**. Policy-makers must engage the wisdom of indigenous and local knowledge when designing and implementing solutions for ecosystems.

The landscape: The imperative

The consumption of raw materials has more than tripled over the last 40 years.[3] At this rate, people risk exhausting the planet's life support systems that provide fresh water, nutritious food and clean air – elements critical to health and quality of life. The rate of change from business is too slow, however, resulting in the need for top-down help from governments and the increasing power of social movements and organized citizenry.

The landscape: The opportunity

While Sustainable Development Goal 12 advocates decoupling economic growth from impacts associated with production and consumption,[4] the focus has mostly been on individual action. Given the public's reliance on cheap affordable consumption, the consideration of individual consumption behaviours alone is not enough. Consumers must re-engage with the political process and take part in organized consumer action, especially as investor groups. Governments and corporations must step up to minimize the effects of their operations and projects. They can, for example, include criteria in tenders that ensure reduced impacts on the environment.

> ❝ Policy-makers must engage the wisdom of indigenous and local knowledge when designing and implementing solutions for ecosystems.

Call to action: Recommendations

Recommendation 1 | Policy-makers | Advances in consumer protection

Overall, policy-makers should focus on encouraging sustainable consumption and penalizing unsustainable production practices. Further, governments, think tanks and international bodies need to work on advancing consumer protections, starting with greenwashing, which can make consumers sceptical of products marketed as "green" and can cast consumer doubt on truly sustainable products. The gap in regulatory oversight of fraudulent sustainability claims for consumer product needs must be closed. As stated in a Luxembourg City dialogue: "It would be unfair and naïve to put all the burden on consumers having to educate themselves in order to avoid greenwashing."

Recommendation 2 | Procurement departments | Advances in consumer choice

The growth of conscious consumerism provides an opportunity for governments and businesses to reinvent supply chains. Improving corporate accountability for sustainability by tying executive compensation to meeting ESG goals, specifically through the use of green procurement policies,[5] is an important way that procurement can exploit purchasing power to go beyond enforced regulations and impart meaningful change.

Recommendation 3 | Citizens | Advances in consumer activism

Individuals, in their roles as citizens, investors or consumers, must lean into the power of social movements and organized citizenry. Investors must work with consumer groups to focus on creating long-term value by influencing change in big business. This might involve replicating efforts like those of Engine No. 1, an activist investor group which won three of ExxonMobil's board seats in 2021, leading to a 6% rise in the company's share price on the day of the announcement.

Recommendation 4 | Global public | Big idea: Protection of the future of food security

The world is fed unsustainably and necessitates a fairer food and land-use system. Approximately 95% of all food is produced via soil.[6] Helping governments to protect soil health through a compelling business case, including the standards to enforce and technologies to adopt, can help ensure long-term food security.

Pillar 2 | Digital access

Introduction

When cities shut down due to the COVID-19 pandemic, internet usage surged, with schools and workplaces relying heavily on virtual interactions. This shift, however, exposed longstanding digital divides. Two-thirds of the world's school-age children do not have an internet connection in their homes, while over one-third of US workers delegated to work from home lack the internet connection to do so, leading to lost earning potential.[7]

Currently, 3.5 billion people live without internet access and are thereby unable to work and learn online.[8] This leaves communities and institutions far less resilient to future shocks and limits the transformative promises of the Fourth Industrial Revolution. In fact, only one-third of global survey respondents believed their country would achieve universal digital access within the next 10 years.

Reducing the digital divide by half over the next five years will require a $2.1 trillion investment, according to research conducted by Boston Consulting Group (BCG).[9] This calls for commitment from governments and collaboration from all stakeholders. To this end, the World Economic Forum launched the EDISON Alliance, a global movement to foster affordable and accessible digital opportunities for all by 2025.

The landscape: Survey and dialogue insights

Global dialogues, such as with the Turkish Deputy Minister of Industry and Technology and the Vice-President of Siemens, Turkey, indicated a strong belief in the capability of individuals to acclimatize to increased digital access. Neither age nor level of education represent ultimate impediments to having digital access, and with time, all people become accustomed to it. Further, the importance of ensuring that no one is left behind in this technology transformation was reinforced consistently in the 58 dialogues conducted. Figure 2 provides responses on three key aspects of digital access.

The landscape: The imperative

The digital divide results in increased inequalities, as those without adequate access are deprived of critical information that would allow for learning, emergency updates and increased employment opportunities. The inequalities created by a lack of access is the foundation for 89% of those surveyed who believe digital access ought to be a fundamental human right.

FIGURE 2 | Digital access

Should digital access be a basic human right?

Yes	88.9%
No	11.1%

Is universal digital access achievable, in your country, within the next 10 years?

Maybe	39.2%
Yes	34.95%
No	25.85%

Which stakeholders are the most important partners to improving digital access? (rank from most to least important)

Government	27.2%
Telecommunication businesses	18.9%
Electronics manufacturers (e.g. tables, phones, etc.)	15.8%
Parents	13.5%
Schools	13.3%
Civil society	11.4%

Source: Davos Lab Survey results

At its core, the digital divide undermines the upward mobility of those on the very margins of society. As the global economy becomes increasingly digitalized, the risks of a digital caste system[10] that robs the have-nots of the right to simply navigate society could become the new norm.

The landscape: The opportunity

Digital connectivity is a powerful tool that facilitates education, freedom of expression, government and corporate accountability, livelihoods and personal protection. Government action and digital access are inextricably linked. Improved digital access offers a wealth of opportunity for nation states across increased productivity and GDP growth. This is mirrored by the perception of those surveyed that government is the most important stakeholder because it formulates and implements policy, creating an enabling environment that allows more investment towards the goal of realizing universal digital access.

In 2020, BCG summarized the opportunity of increased connectivity: "Today's connectivity levels have saved from 150 million to 300 million jobs, safeguarding $8 trillion in global GDP – around twice the size of Germany's economy in 2019. In the US, current connectivity levels have enabled online retailing to grow by 15% to 30%, food deliveries to rise by 90%, and online grocery shopping§ to skyrocket by 140% during the [COVID-19] crisis – none of which would have been possible in 2000. Those sectors alone have contributed $4 trillion to global GDP so far, in addition to providing an indirect boost to adjacent businesses."[11]

Call to action: Recommendations

Recommendation 1 | Affordability of data
Telecommunication companies should provide affordable data packages priced at no more than 2% of monthly gross national income per capita, while governments overhaul taxes on

data for low-income communities. Moreover, telecommunication companies are encouraged to offer free access to public service websites that provide critical health and learning information. This will require collaboration from all stakeholders, led by governments who must create conducive and enabling environments for this to thrive.

Recommendation 2 | A 50% reduction in the digital divide by 2025
To realize the economic potential of greater connectivity, public-private coalitions are encouraged to raise $2.1 trillion dollars to help increase connectivity to over 80% by 2025. This could include infrastructure sharing to reduce installation costs, thus connecting more unconnected people. Current connectivity levels have saved the world $8 trillion[12] and could spur further growth opportunities. Regarding local and national governments, any allocation and financing of capital-intensive infrastructure will only be realized with policies that push governments to prioritize digital access, as goodwill cannot be relied upon.

Recommendation 3 | Uninterrupted internet for all
Sanctions should be enforced against institutions and nations that resort to internet blackouts and deprive communities of fundamental rights and freedoms. Civil society organizations must put continuous pressure on such governments and expose them to the rest of the world.

Recommendation 4 | Global public | Big idea: The power of organized groups
Organized groups can collect and share indicators of connectivity around the globe and convene important discourse on the digital divide in their cities. They can then mobilize efforts to address inequities and discrepancies by encouraging the engagement of, for example, the G7, World Bank and International Monetary Fund to support and finance infrastructure initiatives that will truly make a difference.

Pillar 3 | **Digital literacy**

Introduction

Digital landscapes have the potential to connect and empower individuals around the world. Without adequate digital literacy, however, the rise of misinformation and political polarization provides a platform for exploiting the vulnerable and radicalizing the marginalized. Digital spaces are largely governed by a small number of global corporations with more users than any single nation's population. With the growing role of social media platforms and digital infrastructure providers, the international community faces unprecedented challenges in governing these spaces. The political and economic uncertainty brought by the global pandemic has amplified the fragility of the most basic human-made systems, especially online spaces, and reminded all of the need to change them.

Steps must be taken to prevent abuse and harm while maintaining the freedom to openly exchange ideas. In doing so, two objectives can be achieved: 1) to narrow generational and socio-economic gaps by improving access and digital skills; and 2) to ensure that broadening access to online spaces is not used to infringe on human rights and dignity.

The landscape: Survey and dialogue insights

Dialogues across the world highlighted the need to adopt a multifaceted code of conduct to protect vulnerable consumers' digital identities in this technological era. Regulatory authorities, government and the private sector were highlighted as key actors responsible for raising accountability standards, neutralizing fake news, and honing the ability of digital consumers to discern fact from fiction online.

The landscape: The imperative

With the ongoing COVID-19 crisis and the disintegration of trust in systems of global governance, factors such as transparency, integrity and accountability demand attention. Coupled with an exacerbation of political partisanship and the creation of digital echo chambers, a reconsideration of online content moderation is needed to tackle misinformation, which was identified by 38% of global survey respondents as the main disadvantage of using social media (Figure 3).

The landscape: The opportunity

While mass communication platforms have elevated the voices of many, they have also facilitated the spread of targeted misinformation and content intended to polarize and create spaces where hate and division are rife. Malicious groups and individuals have tapped into popular discontent to advance their own interests and economic agendas rather than the interests of citizens. Implementing safeguards, such as enhanced data protection legislation and accessible communication channels for sharing concerns, are important steps towards reducing the effects and spread of harmful and polarizing content.
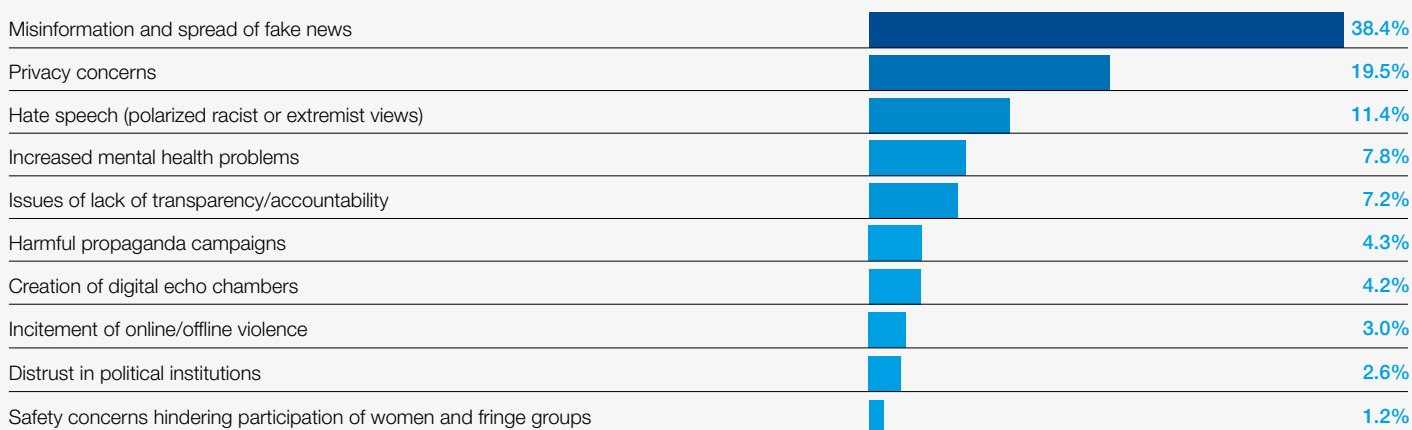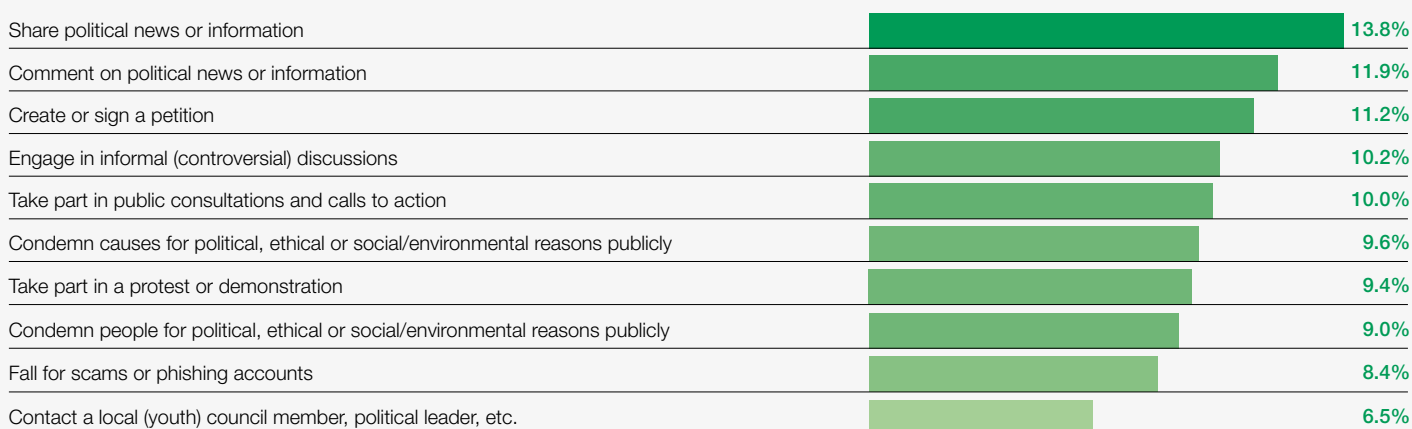
> ❝ While mass communication platforms have elevated the voices of many, they have also facilitated the spread of targeted misinformation and content intended to polarize and create spaces where hate and division are rife.

FIGURE 3 | Digital access

What are the biggest downsides to social media, either for regulators or for users in your country/region?

Misinformation and spread of fake news	38.4%
Privacy concerns	19.5%
Hate speech (polarized racist or extremist views)	11.4%
Increased mental health problems	7.8%
Issues of lack of transparency/accountability	7.2%
Harmful propaganda campaigns	4.3%
Creation of digital echo chambers	4.2%
Incitement of online/offline violence	3.0%
Distrust in political institutions	2.6%
Safety concerns hindering participation of women and fringe groups	1.2%

Do you verify the authenticity of posts or influential accounts on social media before doing any of the following? (Select all that apply)

Share political news or information	13.8%
Comment on political news or information	11.9%
Create or sign a petition	11.2%
Engage in informal (controversial) discussions	10.2%
Take part in public consultations and calls to action	10.0%
Condemn causes for political, ethical or social/environmental reasons publicly	9.6%
Take part in a protest or demonstration	9.4%
Condemn people for political, ethical or social/environmental reasons publicly	9.0%
Fall for scams or phishing accounts	8.4%
Contact a local (youth) council member, political leader, etc.	6.5%

Pick the top options that should be implemented through digital governance (i.e. rules around the curation of content) to help people communicate and collaborate effectively? (Pick 3 and rank them)

Equip people with critical thinking skills to help them detect fake news, online scams, etc.	26.0%
Increase equitable access to digital tools	17.3%
Establish accessible communication channels (chatbots, live chat features, etc.) for people to share their concern	15.7%
Enhance data protection and privacy rules and legislation	12.7%
Invest in online learning platforms	9.7%
Equip targeted (low skilled, out of school, etc.) population groups with basic digital skills	6.9%
Increase surveillance of data on public platforms	6.3%
Fund training programmes for teachers and educators to learn digital skills	5.3%

Source: Davos Lab Survey results

Call to action: Recommendations

Recommendation 1 | Tech companies | Facilitation of transparency and capability building

Tech companies can be more transparent about misinformation and its spread on their online platforms. Further, they can be more inclusive of stakeholders, including users and governments, in developing and designing underlying technologies, such as algorithms for content moderation, end-user policies and community guidelines. Tech companies can also play a role in coordinating these efforts among themselves through multistakeholder bodies, such as the Global Internet Forum to Counter Terrorism. By engaging with governments and civil society organizations, tech companies can fund and contribute to formal and informal education efforts to increase the capacity of users to better distinguish fact from fiction.

Recommendation 2 | Governments and intergovernmental bodies | Protection of the individual

Governments and intergovernmental bodies can develop policies to protect individual citizens against harmful content by setting standards and holding companies accountable for the spread of misinformation on their platforms. The European Commission has proposed a Digital Services Act, which includes measures to counter illegal goods, services and content online. Large online platforms will need to take measures to protect their users from such content. Governments can also play a role in applying pressure and supporting other governments in developing policies and actions to prevent the spread of misinformation. For example, Christchurch Call, which unites more than 60 governments and service providers, seeks to prevent the spread of extremist content online.

Recommendation 3 | Citizens | Advocacy and capability building

Civil society organizations can advocate for better policies, transparency and accountability among tech companies and governments. Civil society can also provide capacity-building programmes, educating communities, policy-makers and citizens in identifying harmful information online. Civil society organizations with substantial subject matter expertise can serve as trusted flaggers, collaborating with tech companies to identify misinformation and polarizing and/or illegal online content. By organizing communities of users, these organizations are well-positioned to apply social pressure to change the behaviour of companies and governments regarding the spread of targeted misinformation online.

Recommendation 4 | Global public | Big idea: Independent online resources

Partnerships with tech companies and media agencies can help to map existing resources and toolkits and advance digital literacy within local communities, with the intent of strengthening individuals' capacity to discern fact from fiction online.

Pillar 4 | # Future of politics

Introduction

Decades of globalization and post-2008 austerity measures have reduced faith in the public sector. Future generations will count on the efforts of an underfunded and thinly stretched civil society sector to achieve social change. This does not suggest, however, that young people discount the impact of government. On the contrary, the COVID-19 pandemic has shown the extent to which government action and government-funded institutions, such as hospitals, education institutions and social security systems, are essential.

Despite this awareness, government suffers from growing distrust as well as from rising concern about its vulnerability to moral and technological corruption. Research from the IE Center for the Governance of Change suggests that the public is more confident in AI systems[13] to pass laws and decide on allocating taxpayer funding, indicating citizen's concerns about politicians' personal judgements. Moreover, the pandemic has also raised concerns about the expansion of executive orders and whether this may lay the ground for greater forms of autocracy. The future of politics is made more complex by the growing use of cyberspace

"to subvert democratic elections, encourage the proliferation of violence and challenge the sovereignty and values of democratic states".[14]

To tackle growing mistrust and cyberspace risk, young and diverse voices must be included in the political sphere and proactive steps should be taken to protect the future integrity of politics.
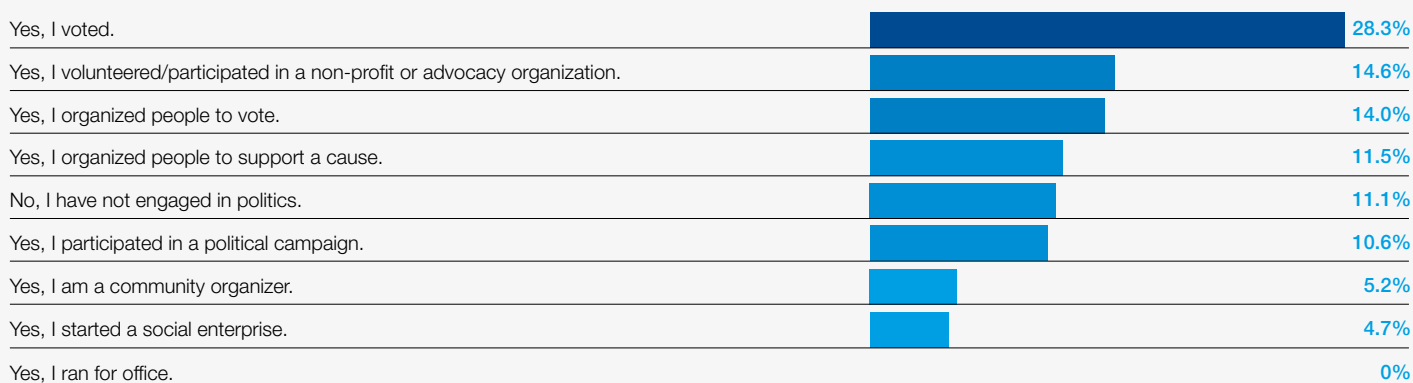
The landscape: Survey and dialogue insights

Young people appear to be disillusioned by political systems; only just over a quarter of those surveyed engaged in voting (Figure 4), while others were more confident in the power of political advocacy (outside government) than in direct political interventions. While youth represent the largest block of the world's population, less than 6% of young dialogue participants have run for office. A major reason could be disconnection and distrust, as aptly captured by the Bilbao Hub: "Institutions are set in an actual frame that puts them far from their middle-class citizens'/voters' understanding and participative capacity." Similarly, running for office requires financing election campaigns; a dialogue in the Karachi Hub observed: "... coming into politics needs a lot of finance, which makes it even harder for middle-class youth to opt for this path".

> While youth represent the largest block of the world's population, less than 6% of young dialogue participants have run for office. A major reason could be disconnection and distrust.
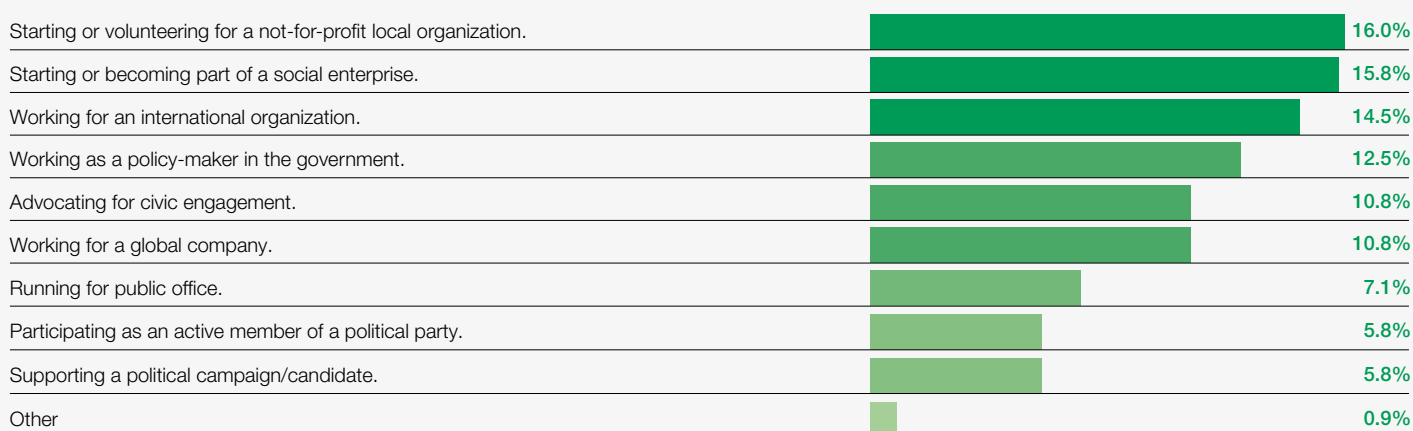
FIGURE 4 | Future of politics

Have you tried to engage in politics? If yes, how? (Select all that apply)

Yes, I voted.	28.3%
Yes, I volunteered/participated in a non-profit or advocacy organization.	14.6%
Yes, I organized people to vote.	14.0%
Yes, I organized people to support a cause.	11.5%
No, I have not engaged in politics.	11.1%
Yes, I participated in a political campaign.	10.6%
Yes, I am a community organizer.	5.2%
Yes, I started a social enterprise.	4.7%
Yes, I ran for office.	0%

If you could choose, where would you engage for impact? (Select all that apply)

Starting or volunteering for a not-for-profit local organization.	16.0%
Starting or becoming part of a social enterprise.	15.8%
Working for an international organization.	14.5%
Working as a policy-maker in the government.	12.5%
Advocating for civic engagement.	10.8%
Working for a global company.	10.8%
Running for public office.	7.1%
Participating as an active member of a political party.	5.8%
Supporting a political campaign/candidate.	5.8%
Other	0.9%

What would you describe as some of the core competencies for a political leader of the future? (Pick 3 and rank them)

Demonstrates responsible and sustainable leadership.	42.8%
Represents and/or embraces diversity and inclusion.	23.3%
Embraces innovation and brings a new vision.	11.7%
Has academic qualifications.	7.9%
Understands the challenges of the Fourth Industrial Revolution.	7.2%
Has experience in spheres outside from politics.	5.7%
Has a spiritual/religious background.	1.4%

Source: Davos Lab Survey results

Similarly, those wanting to make an impact typically look past their own local or national political systems to better functioning international systems that tend to mirror their values of equity and global citizenship. Avenues towards impact, such as social entrepreneurship, rank favourably, although less so than volunteering for a traditional non-profit organization. This trend in favour of traditional civil society involvement may reflect the political nature of social inequalities that have resurfaced during the pandemic, which market-based interventions alone are ill-equipped to remedy.

Most survey respondents agreed that an ideal politician prioritizes sustainability and cherishes diversity and inclusivity, whereas politicians' academic qualifications and their religious or spiritual views are ranked lowest in terms of desirable traits. As a dialogue in the Johannesburg Hub noted: "... the future politician should have empathy, and with the right intentions for society".

From a nationwide initiative in Australia to a radio-broadcasted event in Ecuador, young people organized a diverse range of dialogues to discuss what the future of politics should look like. Throughout the world, five consistent topics

were raised: the need for upskilling future public servants; the call for new demographic profiles and diversity among politicians; the demand for change in the political system; an interest in innovation and technology as a tool to solve societal problems; and a focus on youth representation.

The landscape: The imperative

As a result of privatization, austerity, corruption and globalization, the 2021 Edelman Trust Barometer unsurprisingly points to a widening distrust in government, with close to 50% of respondents holding unfavourable views.[15] Moreover, the use of executive orders in response to the pandemic could set a precedent, leading to potentially violent clashes between autocracy and resistance.[16] The need for diverse and responsive leadership is further illustrated by the cost of populist leadership, which can lead to a 15% drop in GDP over 15 years.[17]

The landscape: The opportunity

Responding to the current jobs, climate and inequality crises requires a strong and vibrant public sector. By continuing to reduce corruption at the same pace as the past 20 years, the world could gain an additional 1.5% in GDP,[18] while measures to attract political outsiders, such as scientists, teachers and young people, could mend the deficit of talent and ideas in government. The public sector also has the budget and reach to deliver wide-scale reforms. For example, the US city of Chicago, with a $6.6 billion budget, also has the capacity to enact laws in favour of improved housing, education and health outcomes for vulnerable groups.

Call to action: Recommendations

Recommendation 1 | Philanthropists | Providing capital for political diversity
The traditional approach of channelling philanthropic capital into quick-fix charitable endeavours risks overlooking the inherently political and deeply rooted nature of social ills. While the business and social sectors dedicate funds to training and upskilling, few resources are available to build the policy skills of young people and political outsiders as a way of meaningfully resolving the root causes of homogenized or corrupt political infrastructure. Young people encourage the contribution of further philanthropic capital to identify and train more diverse voices to pursue social justice endeavours in the most powerful institution for social change: government.

Recommendation 2 | Government and policy-makers | Public policy for media diversity
Public broadcasters around the world are facing increased scrutiny and pressure from populist leaders who seek to subvert their influence. Research, however, tends to demonstrate that countries with strong public service broadcasters typically show lower levels of extremism[19] and correlate with healthier forms of democracy.[20] Young people encourage further funding for public broadcasters while also strengthening laws against media monopolies.

Recommendation 3 | Government and policy-makers | Geneva Convention for Cybersecurity
Internationally, cyberwarfare, aimed at undermining critical infrastructure, such as power grids, hospitals or water treatment facilities, poses an unprecedented risk to the integrity of political systems. Malicious cyberattacks at the hand of nation states could bring emergency health facilities to a halt, shut down banks and prevent access to information. The introduction of a Geneva Convention to protect companies that host the technology and means of communication required for everyday life is strongly recommended; this would also support a robust and stable political landscape by protecting the companies from potential cyberattacks.

Recommendation 4 | Global public | Big idea: Diversification of the future of politics

The public could create communities and toolkits to support those who are either planning to or actively running for office. Such endeavours would increase awareness of local opportunities for political leadership and support diverse representation in policy-making. This can be done through the design of training and incubation programmes to ignite and support ambitions towards policy-making and running for office at the local, regional or national level.

Pillar 5 | Inclusive jobs

Introduction

The turn of the decade has given rise to the worst jobs crisis since the Great Depression. Nearly half of the global workforce is at risk of losing their livelihoods,[21] with the most acutely affected being the working poor, youth, women and minorities.

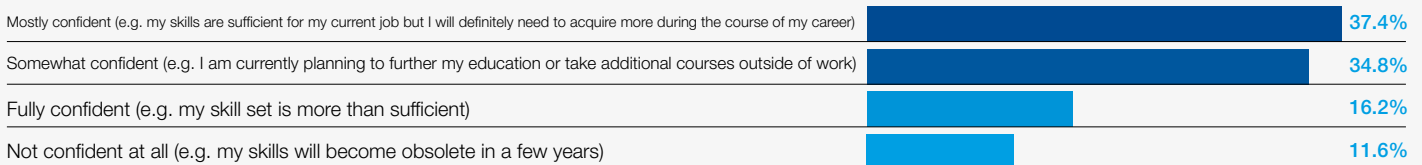While the number of COVID-19 cases gradually decline, the pandemic leaves behind a labour market defined by three characteristics: the mismatch between skills and work; the resurgence of workers' power; and the need to mend social safety nets, particularly for the care, informal and gig economies.

The landscape: Survey and dialogue insights

The global dialogues determined three key priorities: equality of labour rights for vulnerable groups, such as youth, women, minorities, precarious and informal workers, through policies and unions; stronger social

FIGURE 5 | Inclusive jobs

How confident are you that your current skills are sufficient to guarantee you a dignified job for the next 5-10 years?
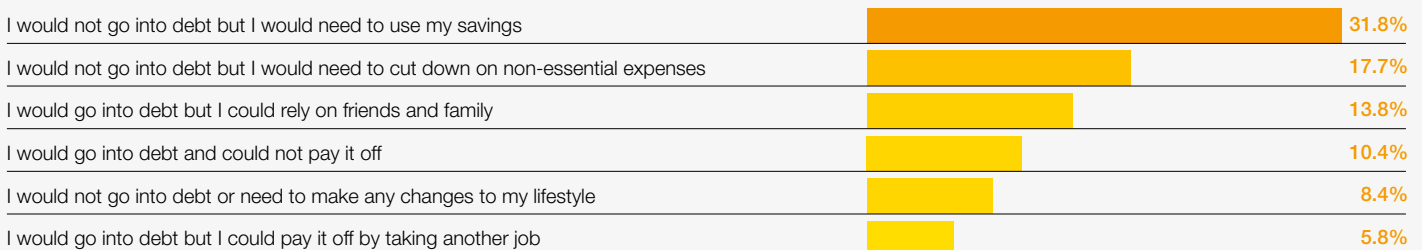
Mostly confident (e.g. my skills are sufficient for my current job but I will definitely need to acquire more during the course of my career)	37.4%
Somewhat confident (e.g. I am currently planning to further my education or take additional courses outside of work)	34.8%
Fully confident (e.g. my skill set is more than sufficient)	16.2%
Not confident at all (e.g. my skills will become obsolete in a few years)	11.6%

Rank the following aspects you look at when searching for a job in order of importance (from most important to least important)

Pay	23.1%
Job advancement	18.3%
Societal impact	15.4%
Organizational culture and people (e.g. colleagues, managers)	11.5%
Job security	10.7%
Flexible hours and remote work options	7.5%
Employer reputation	7.2%
Benefits (e.g. healthcare, retirement, gym membership, training opportunities, etc.)	6.3%

If you had to pay for unexpected medical bills amounting to a month of your income, what would you do?
(Pick the option most relevant to your current situation)

I would not go into debt but I would need to use my savings	31.8%
I would not go into debt but I would need to cut down on non-essential expenses	17.7%
I would go into debt but I could rely on friends and family	13.8%
I would go into debt and could not pay it off	10.4%
I would not go into debt or need to make any changes to my lifestyle	8.4%
I would go into debt but I could pay it off by taking another job	5.8%

Source: Davos Lab Survey results

nets to support labour markets severely affected by COVID-19; and the need for employers to take responsibility in upskilling and reskilling workers while also protecting against the rising rate of burnout in the workplace. Inclusivity in jobs was explored and revealed that nearly 27% of the survey respondents consider societal impact or organizational culture when searching for work (Figure 5).

The landscape: The imperative

The future of work must be designed with inclusion in mind for the benefit of communities and economies. The labour market is largely shaped by a workforce that is unwilling to revert to old norms. Take, for example, the United States, which added 559,000 jobs in May 2021[22] yet found even fewer job applicants. Moreover, up to 40% of US employees are thinking of quitting their jobs post-COVID in a wave some have called "the Great Resignation".[23] Employers thus must rethink the job paradigm, as 59% of survey respondents did not identify pay or job advancement as their top priority when searching for a job, but rather prioritized factors such as societal impact, culture, job security and flexibility.

In the face of such growing instability, the perpetuation of a non-inclusive workforce will continue to hinder economic growth. This manifests in damage to individual sentiment, with 46% of those surveyed reporting that they felt either "not confident at all" or only "somewhat confident" that their current skills would guarantee them a dignified job in the next 5-10 years. The economic consequences of this instability and lack of inclusion extends to problems such as race-based exclusion. In the United States, for instance, racism inflicted upon Black entrepreneurs and workers is estimated to have cost the US economy $16 trillion[24] since the turn of the century.

A secondary cost of non-inclusive jobs stems from the long-term effects of automation. In fact, communities with increased exposure to automation risk tend to demonstrate poorer physical and mental health outcomes. It has been estimated that a 10% increase in the risk of job losses related to automation could lead to an increase of over $260 million in health costs[25] on a per-county basis.

The landscape: The opportunity

Improved inclusion in the global workforce will deliver outsized economic and social opportunities. Estimates of gross domestic product (GDP) indicate a global gain of $12 trillion in 2025 if all countries match the progress in gender parity of the fastest-improving country in their respective regions.[26]

In its *Future of Jobs Report 2020*, the World Economic Forum estimated a surplus in jobs due to automation, hence the opportunity for strategically deployed upskilling efforts.[27] In addition, tackling the cost of an unequal labour market could present the single largest increases in GDP. The United States is estimated to gain an additional $5 trillion in five years[28] just from addressing anti-Black racism, let alone the manyfold potential gains from empowering all women to join the workforce.

Furthermore, social safety nets present a substantial opportunity. The Shapers' global Davos Lab Survey found that, when faced with a medical bill, roughly one in five respondents would go into debt and would be unable to repay their debt without multiple jobs or a support network. This strengthens the argument for the development of stronger social safety nets.

The consolidation in worker power in the post-COVID labour market also presents an opportunity for employers to rethink incentives concerning debt-relief, childcare provisions and learning opportunities to attract top-tier talent in a very competitive job market.

Call to action: Recommendations

Recommendation 1 | Government departments | Social safety financing
Leveraging multinational systems to apply a global wealth tax of at least 1% on assets valued at over $50 million (or the equivalent) could help finance resilient social security and pension systems. Such systems will provide renewed support for gig, informal and care workers, and lay austerity measures to rest. Additional taxation on the productive gains borne by the introduction of automation is also encouraged, particularly in high-employment sectors such as retail and manufacturing.

Recommendation 2 | Government departments | Upskilling incentives

Tax credits can be provided to an investor or company that is willing to spend on reskilling or upskilling in a sector that is in demand, while also providing employees with the capacity to pursue upskilling efforts.

Recommendation 3 | Education institutions | A higher education revamp

While today's youth are the most educated compared to the past, they are also debt-ridden and suffer from unemployment. To alleviate this trend, higher education institutions are required to flip the switch by repurposing curricula with the express function of job acquisition in a rapidly decarbonizing world. Moreover, they are also encouraged to stop charging exorbitant tuition fees that stifle social mobility.

Recommendation 4 | Global public | Big idea: Online resources

An aggregator that maps the future skills needs of cities, and pairs them with (up)skilling/reskilling initiatives, can help citizens of all ages, genders, and socio-economic backgrounds be better prepared for the future of work.

Pillar 6 | Mental health

Introduction

The COVID-19 pandemic triggered a wave of global panic that transformed social and economic realities and called into question how lives will evolve in the near future. It sparked widespread personal suffering,[29] professional angst and mental health problems, with 93% of countries reporting a disruption in critical mental health services.[30] The importance of proper attention to mental health has never been more palpable, as many cope with uncertainty, loss, grief and isolation. Methods of embracing empathy, countering loneliness and eliminating the stigma of mental health must be found as mental health support systems are reimagined.

The landscape: Survey and dialogue insights

As many as 98% of those surveyed consider access to mental health as a human right (Figure 6). Despite this, many still lack access; in fact, respondents cited financial reasons, lack of knowledge or interruptions to services due to COVID-19 as key barriers. This represents a huge challenge as most consider turning to a mental health professional to tackle their mental health concerns as the first option.
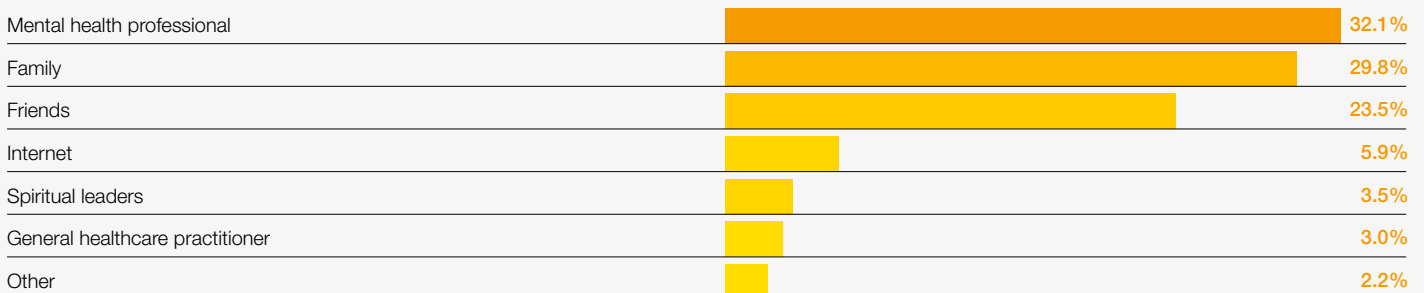
FIGURE 6 | Mental health

Do you think mental health is a human right?

Yes	98.3%
No	1.7%

What prevented you from reaching out to a mental health professional at a time when you needed help? (Select all that apply)

The feeling that this is something I could deal with on my own	24.6%
Financial barriers (cost) associated with mental health services	22.8%
Lack of awareness about mental health services available to me	13.6%
Fear of being judged by others for seeking help	10.3%
Lack of awareness about mental health problems and disorders	10.3%
Disruption in services due to COVID	8.2%
Lack of access to remote services (e-counselling, video conferencing)	6.4%
Unable to consult a family member or friend when I needed help	3.8%

If you needed mental health support, who or where would you turn to first?

Mental health professional	32.1%
Family	29.8%
Friends	23.5%
Internet	5.9%
Spiritual leaders	3.5%
General healthcare practitioner	3.0%
Other	2.2%

Source: Davos Lab Survey results

Dialogue participants in Khobar stated that their definition of mental health includes balance, healing, boundaries, self-love, and synergy of mind, body and soul, in addition to wellness, clarity, stability and caring for one's emotional well-being. Abu Dhabi participants spoke of the need to be able to pursue the healthy activity of talking freely about mental health in accordance with one's education level and cultural norms.

The landscape: The imperative

Subjective suffering produced by the fast pace of social and economic systems damages not only a person's health, but also their relationships as well as societies and economies.[31] The inaction of governments could still cost lives and trillions of dollars of losses to economies.[32] The alarming degeneration of mental health due to modern pressures has been accelerated by the COVID-19 pandemic.[33]

The landscape: The opportunity

The COVID-19 crisis represents an opportunity to destigmatize problems related to mental health and emphasize them in global dialogues. Attending to the mental health of citizens and focusing on addressing the root causes of mental illnesses will bring about happier and more prosperous societies, which leads to increased collective satisfaction, productivity and economic growth. For example, improving the relationships between workers and in the workplace, mixed with remote work, could reduce stress and burnout by 60% and increase performance.[34] Working together with the educational system could reduce children's future mental health problems, such as loneliness, and contribute to creating a society without stigma.[35]

Call to action: Recommendations

Recommendation 1 | Governments | Universal mental healthcare

Governments should work on laws and regulatory frameworks that guarantee universal access to mental health services and destigmatize people with mental illness. People with subjective sufferings and mental health problems should have the right to be cared for in a hospital or another therapeutic setting, receive the help that least limits their rights and freedoms, be accompanied by family members and loved ones during treatment, and be able to decide on their own treatments since their sufferings are not seen as irreversible situations.

Recommendation 2 | Private actors | Destigmatization and support

Private actors can advocate and drive action through their human resources areas on reducing stigma against mental health via data-driven campaigns highlighting the worsening reality of mental health problems. Offering mental health coverage as part of insurance schemes and offering on-site/peer-to-peer counselling to employees are likely to increase uptake of services, contribute to timely diagnoses and, ultimately, contribute to a company's organizational success. Additionally, telemedicine services platforms can help in post-COVID recovery by identifying individual mental health needs and providing efficient on-demand services.

Recommendation 3 | Educational institutions | Educational units to work on mental health

Educational systems should create educational units to work on issues related to mental health at all levels. Creating spaces to speak freely about mental health to demolish stigmas is important, as is work training to educate future mental health professionals.

Recommendation 4 | Mass media and social media | Accurate and accessible information
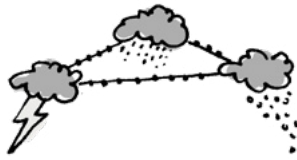
Mass media, social media and social organizations need to develop frameworks on how to communicate with audiences to advocate for a more empathic way of talking about mental health. Working on the theme throughout the year is recommended, but especially on World Mental Health Day, with clear messages that provide people with accurate information.

Recommendation 5 | Global public | Big idea: Advocacy and dialogue

Creating spaces for dialogue and debate on topics related to mental health and the drivers of mental problems can be achieved by working together with schools and universities. The aim is to destigmatize and break down the historical, cultural and symbolic assumptions that perpetuate stigmatization. The focus should primarily be on low-income populations that have great difficulty gaining access to mental health services due to financial and cultural barriers.

To further amplify awareness, global campaigns around pivotal events, such as World Mental Health Day, can drive greater knowledge about, and attention paid to, mental health.

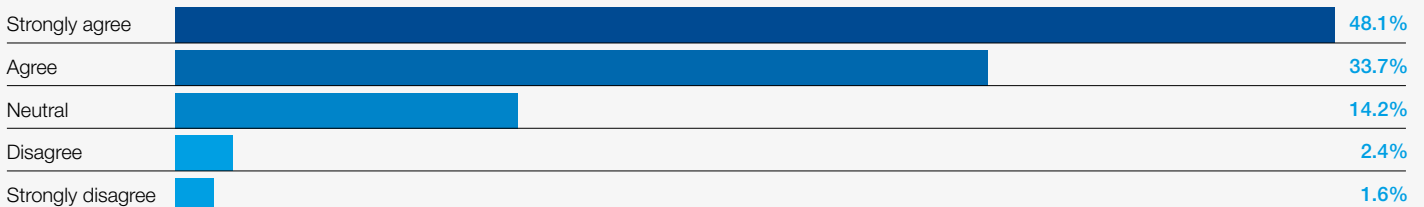Pillar 7 | # Net zero

66 GHG emissions fell roughly 7% in 2020 due to the COVID-19 pandemic shock and emergency lockdowns. The challenge is to achieve similar scales of annual emissions reductions throughout this decade.

Introduction

Scientists and governments have committed to keeping global heating to 1.5°C, beyond which devastating effects to the climate could spiral out of control. To reach this goal, annual global greenhouse gas (GHG) emissions must decrease by about half by 2030, or by 7.6% annually.[36]

To put this goal into perspective, GHG emissions fell roughly 7% in 2020 due to the COVID-19 pandemic shock and emergency lockdowns. The challenge is to achieve similar scales of annual emissions reductions throughout this decade, while also protecting and improving livelihoods. Individual actions are not enough; systemic change is needed. An emergency, whole-society transition is the only way forward.
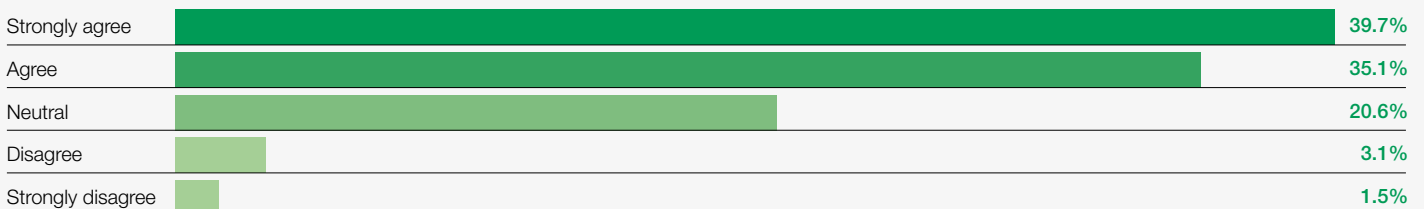
Governments must lead the way with an extraordinary and unprecedented transition through a just and green economic recovery. This sentiment was echoed by 82% of individuals surveyed, who stated their desire for climate action to be a goal of the economic recovery from COVID-19 (Figure 7). Moreover, 75% were willing to vote for or support politicians who are committed to climate action. In the climate emergency transformation, generating energy sustainably across transport, buildings and industry (representing over two-thirds of emissions) and food (over 15%) must be targeted.
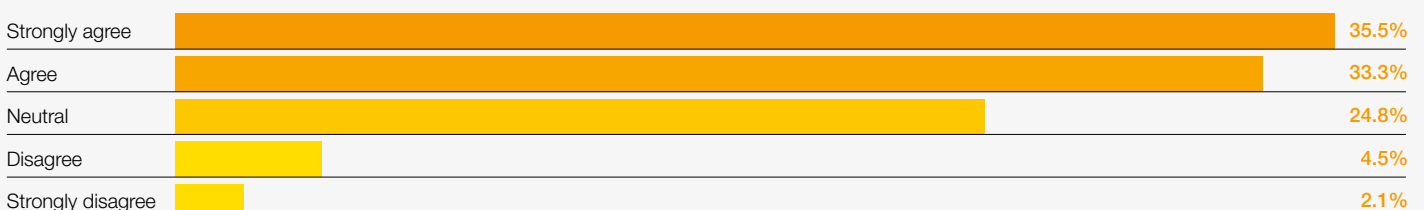
FIGURE 7 | **Net zero**

Do you agree or disagree with the following statement: "my government should make accelerating climate action a key goal of the economic recovery"?

Strongly agree	48.1%
Agree	33.7%
Neutral	14.2%
Disagree	2.4%
Strongly disagree	1.6%

How strongly do you agree/disagree with the following sentence: "I will vote for or support political leaders who commit to take bold, immediate and ambitious action to address the climate crisis"?

Strongly agree	39.7%
Agree	35.1%
Neutral	20.6%
Disagree	3.1%
Strongly disagree	1.5%

How strongly do you agree/disagree that banks should stop supporting fossil fuel expansion through lending and financial services?

Strongly agree	35.5%
Agree	33.3%
Neutral	24.8%
Disagree	4.5%
Strongly disagree	2.1%

Source: Davos Lab Survey results

The landscape: Survey and dialogue insights

Globally, 36 dialogues took place across 32 cities, exploring a wide range of climate-related topics. A strong theme was the need for green infrastructure to unlock widespread decarbonization, particularly in rapidly developing megacities. For example, dialogues in Tunis (Tunisia) and Hong Kong SAR recommended timely public transit investments to avoid over-reliance on cars. Those in Nagpur (India) called attention to sustainable development, including afforestation; dialogues in Guadalajara (Mexico) suggested holding companies accountable for the climate crisis through laws, and participants in Hamburg (Germany) emphasized emissions cuts over offsets. Middle school students in Yellowknife (Canada) voiced alarm that "time is running out for the planet" and urged focus on electric mobility, food sustainability and honouring indigenous lands.

The landscape: The imperative

Communities already suffer from the climate crisis, including wildfires, hurricanes, floods, droughts and more, with countries that contributed the least to this crisis usually hit hardest. Taxpayers, governments and businesses pay hundreds of billions of dollars in damages annually.

Unless immediate and drastic cuts to emissions are made, warming will be "locked in" and the earth's interconnected systems will be tipped past the breaking point. Entire ecosystems, such as coral reefs, will collapse; ice shelves will melt and increase sea-level rise; and feedback loops, such as wildfires, will fuel further warming. At some point, civilization will no longer be able to adapt. For example, the

devastation of coral reefs would be catastrophic for a billion people and a quarter of the planet's marine life.

The landscape: The opportunity

Every year of action (or inaction) and every fraction of a degree of warming matters. A rapid shift away from fossil fuel-based economies would confer enormous benefits, from extreme weather impacts avoided and cleaner air and water, to millions of new jobs, the reduced risk of conflict and displacement, and healthier ecosystems.

Mobilizing society to centre economies and politics on rapid climate action is an existential imperative. These changes require the full weight of government leadership. In addition, all stakeholders in society must act to make the transition a reality – from social movements generating political pressure to ambitious business leadership, and from research and development enabling the new green economy to financial institutions withdrawing their support of fossil fuel expansion.

Call to action: Recommendations

Recommendation 1 | Government | Policy to support climate solutions

Governments, particularly those among the higher-income countries of the G7 and G20, can:

– Urgently structure the economic recovery, through investments and policies, to enable a rapid shift away from fossil fuels and towards renewable energy: This entails immediately investing in long-lived or enabling technology

– resilient grids, energy efficiency standards for buildings, mass public transit, and deployment of demonstration projects for early-stage energy technologies. Further critical investments must be made in energy efficiency, ecosystem restoration, sustainable agricultural practices, and accelerating innovation to alleviate the climate crisis while also creating jobs.

– Invest in communities: They are most at risk from the climate crisis globally, and provide adequate support for adaptation, loss and damage.

– Enforce a decline in fossil fuel production: Such a decline should align with a science-based and iterative carbon budget for a minimum 66% chance of keeping warming to 1.5°C. This includes halting all new coal, oil, and gas exploration and development immediately, as per the recently released International Energy Agency (IEA) 1.5°C scenario, as well as supporting lower-income countries to deliver a fast transition away from fossil fuels while improving energy access.

– Enact effective regulation to curb climate misinformation and anti-climate lobbying: Both have been used to thwart climate action for decades.

Recommendation 2 | Financial institutions | Proactive advances in climate solutions
Financial institutions, banks, multilateral development banks, state-owned enterprises, institutional investors and insurers can:

– Implement a rapid shift in debt and private (primary market) investments from fossil fuels to climate- and people-positive projects across energy, transport, industry, agriculture and beyond. Project Drawdown offers a comprehensive list of such projects.

– Decline to finance, underwrite or ensure companies seeking to: a) build new fossil fuel infrastructure (e.g. coal- or gas-fired power plants, oil refineries, pipelines); or b) commence new coal, oil, and gas exploration and development.

– Take responsibility as asset owners by: a) publicly divesting from fossil fuels; and b) replacing directors of corporate boards unwilling to transition from or wind down use of fossil fuels.

Recommendation 3 | Business leaders | Revaluation and integration

Life-cycle analyses should be performed on all critical business activities, including supply chains, subsidiaries, product design, production and end-of-life management, to comprehensively identify, disclose and rapidly decrease absolute emissions in line with a 1.5°C-compatible pathway.

Recommendation 4 | Global public | Big idea: Advocacy

As members of the public, young people will use their access to key stakeholders to ensure accountability for an urgent green recovery that can protect them and future generations.

Questions to ask will include: "Have you halted all new fossil fuel development as the recent IEA scenario notes are required to keep warming to 1.5°C? What proportion of your lending, underwriting and insuring is in fossil fuels or deforestation? What proportion of your debt and private market investments are in fossil fuels or deforestation? Do your current rates of emissions cuts respect the 1.5°C carbon budget and, if not, why? What do you need to accelerate change? How can we help?"
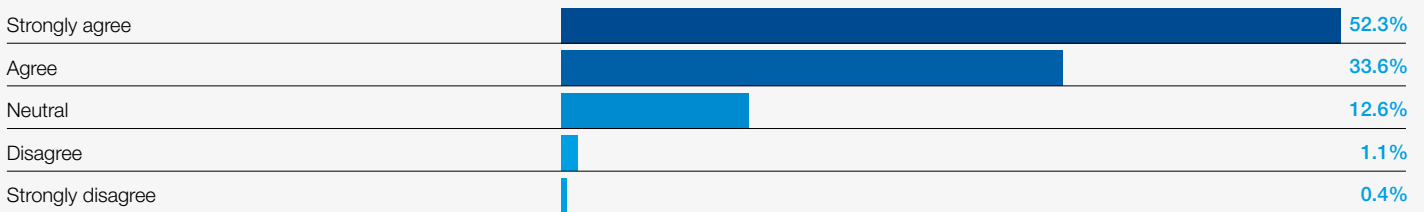
Pillar 8 | Next generation ESG

Introduction

The ethics of technology use must be placed at the forefront of corporate environmental, social and governance (ESG) considerations. This is critical so that the next generation of high-growth start-ups, and innovative products launched b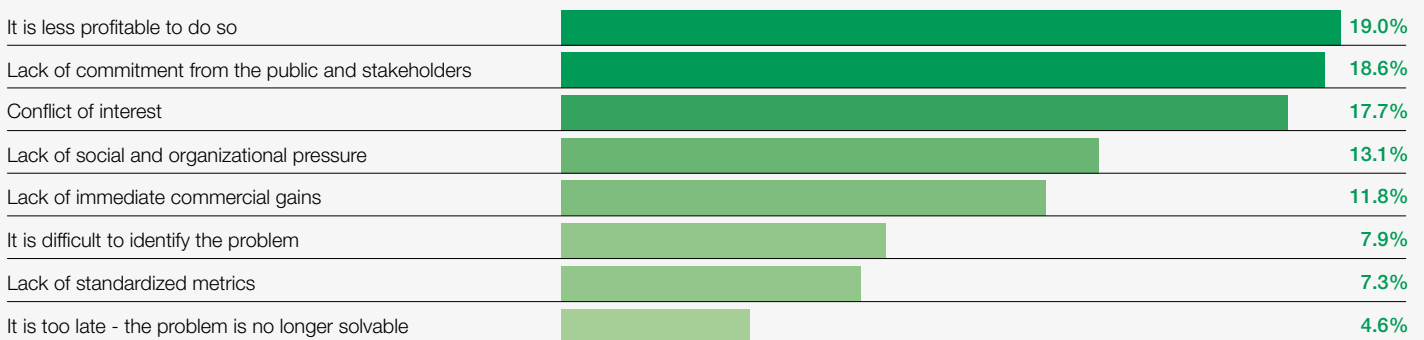y big tech incumbents, will support the realization of a more just, equitable and sustainable world. The multi-use capabilities of critical technologies, such as artificial intelligence (AI), mean that establishing effective governance frameworks and implementing true stakeholder capitalism to mitigate the ethical risk of misuse are more important than ever. Including transparency, privacy and inclusivity among the indicators businesses use to monitor the
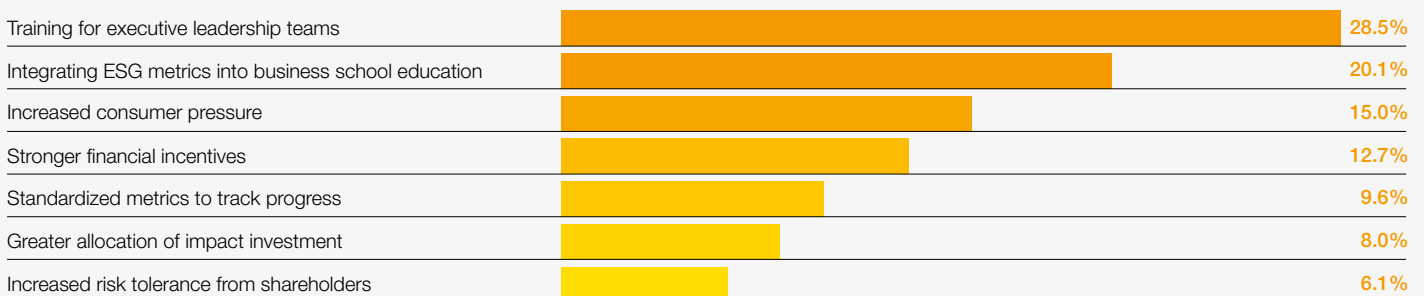
FIGURE 8 | **Next generation ESG**

What do you think of this statement? "All private-sector organizations should be held accountable for their environmental, social, governance and technology standards of ethics."

Strongly agree	52.3%
Agree	33.6%
Neutral	12.6%
Disagree	1.1%
Strongly disagree	0.4%

What are the key barriers that stand in the way of implementing next generation impact and ethics (responsible business practices)?

It is less profitable to do so	19.0%
Lack of commitment from the public and stakeholders	18.6%
Conflict of interest	17.7%
Lack of social and organizational pressure	13.1%
Lack of immediate commercial gains	11.8%
It is difficult to identify the problem	7.9%
Lack of standardized metrics	7.3%
It is too late - the problem is no longer solvable	4.6%

What do you think would improve the integration of social impact and ethics considerations into the design, development and reporting of private organizations?

Training for executive leadership teams	28.5%
Integrating ESG metrics into business school education	20.1%
Increased consumer pressure	15.0%
Stronger financial incentives	12.7%
Standardized metrics to track progress	9.6%
Greater allocation of impact investment	8.0%
Increased risk tolerance from shareholders	6.1%

Source: Davos Lab Survey results

alignment of their products and services [37] with ESG standards will provide essential guardrails (Figure 8). (See the climate-related recommendations for ESG investors under Pillar 7.)

The landscape: Survey and dialogue insights

Insights from global dialogues indicated that the narrative of ethical considerations and commercial gains being at odds must be overcome. Inclusive governance will also provide essential support to the design and implementation of responsible business practices.

The landscape: The imperative

The risk of algorithms being used to intrusively leverage individuals' behaviour for commercial purposes, or to make significant, life-altering decisions in a discriminatory way due to biased input data, is well documented. Government and business leaders need to work together to establish a shared understanding of what "good" looks like, to clarify rules of the road, and to determine how to achieve success through "safety by design". Any organization that allows itself, through intention or negligence, to betray the community's expectations may face financial consequences, regulatory backlash, loss of consumer preference or reduced employee loyalty.

The landscape: The opportunity

Purpose- and values-aligned organizations often yield higher returns and attract more competitive talent.[38] This opportunity is reinforced by the growing expectation from those surveyed, with

86% of them stating that they either "agree" or "strongly agree" that organizations should be held accountable for their ESG standards.

Moreover, the most responsible companies are less likely to bear externalities of climate change and widening inequality, and tend to receive increased investments. Perhaps this explains why a 2020 US Forum for Sustainable and Responsible Investment report found that ESG-related investments by US companies soared by 42% to $17 trillion in just two years.[39]

Companies that embrace technology ethics through inclusive and transparent operations can differentiate themselves from competitors, attracting users and revenue away from products and services that consumers do not consider as alternatives. This could spark healthy competition and a positive race to the top.

Call to action: Recommendations

Recommendation 1 | Government | Fit-for-purpose policy and leadership

Governments should urgently try to design and implement fit-for-purpose policies and regulations that guide organizations' use of critical technologies, such as those proposed recently by the European Commission in AI.[40] These rules should be developed through comprehensive community consultation so that technology ethics reflect the values of society. Governments could nominate issue champions by creating government leadership roles charged with advocating for and enforcing the rules of the road. For example,

❝ Purpose- and values-aligned organizations often yield higher returns and attract more competitive talent.

Australia has a dedicated eSafety Commissioner who recently released a suite of resources to guide "safety by design"[41] for emerging technologies. Governments can also offer incentives related to funding, taxation and market opportunities to companies that implement ESG standards, thereby encouraging proactive action to prioritize ESG criteria and increasing the profitability of doing so, in response to the leading concern identified as a barrier to progress on ESG considerations.

Recommendation 2 | Higher education institutions | Encouraging a new mindset

As universities develop the next generation of leaders, they should ensure that ESG literacy and an understanding of ethics are central to their teaching on business, leadership and technology. In doing so, higher education institutions should also work to break down the unhelpful binary concept of "social impact" entities and "for-profit" entities being mutually exclusive. Greater exploration of hybrid organizations – for purpose and profit – will help lead to a more sustainable, hybrid model of business. Those providing rankings of educational institutions and guiding information for individuals to select their institution of choice, such as the *Financial Times* and *The Economist*, should also make this a central consideration in how they present such options.

Recommendation 3 | Start-up ecosystem | Early embedding of ethics

New companies should integrate technology ethics into the design of their products and services. Despite the need to grow and expand, those leading in cutting-edge areas must embed ethics, sustainability and social responsibility considerations early on in product and service development. Accelerators, incubators, early-stage advisers and investors alike should lead in advancing a new generation of businesses that prioritize ethics, transparency and inclusive governance principles. In fact, ethical companies tend to outperform their competitors.[42]

Recommendation 4 | Global public | Big idea: A global view with localized solutions

Compiling global best practices and effective regulations from government and industry leaders would be valuable. They can be pooled into a robust knowledge base and disseminated to incubators, accelerators and private equity firms. Dissemination will occur through localized partnerships providing upskilling for early-stage founders to embed next-generation ESG practices into their design and development, especially as executive leadership training is a leading enabler of improved ESG considerations.

Pillar 9 | Public health

Introduction

As COVID-19 continues to ravage the world, more than 190 million people have been infected[43] and countless lives have been lost. The lack of preparedness and the gaps in social protection systems have resulted in widening inequalities, with disproportionate socio-economic impacts on historically disadvantaged populations. The inability of existing healthcare delivery infrastructure to provide equitable services around the world has prompted governments to make a commitment to mass procurement and administration of vaccines and the achievement of universal health coverage within their countries' contexts. These steps need to include robust, transparent and sustainable schemes to coordinate resources and healthcare service delivery systems.
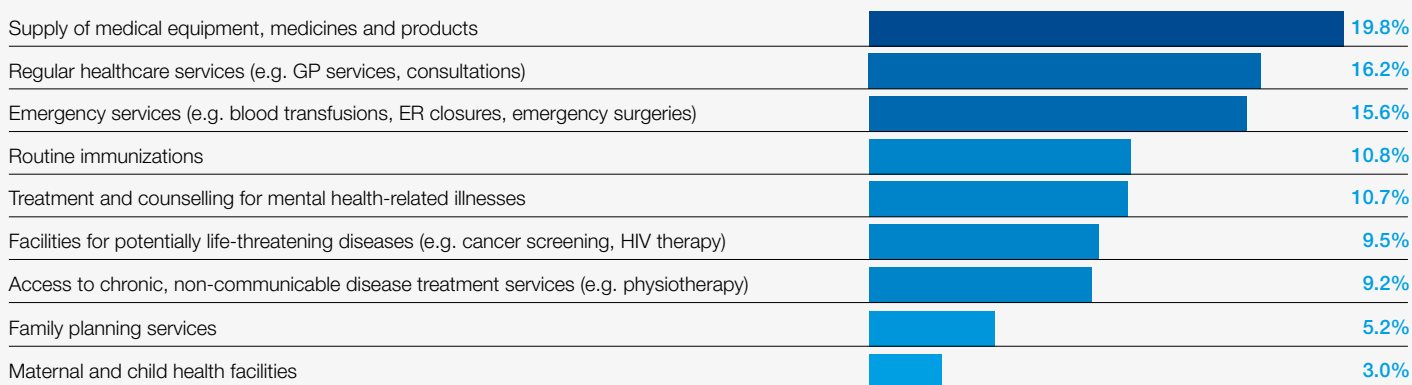
The landscape: Survey and dialogue insights

The global dialogues indicated rising public support for adequate, fair and ethical healthcare as part of a call for a new social contract able to address the deficits in and disruptions to the health system made evident during the COVID-19 pandemic (Figure 9).
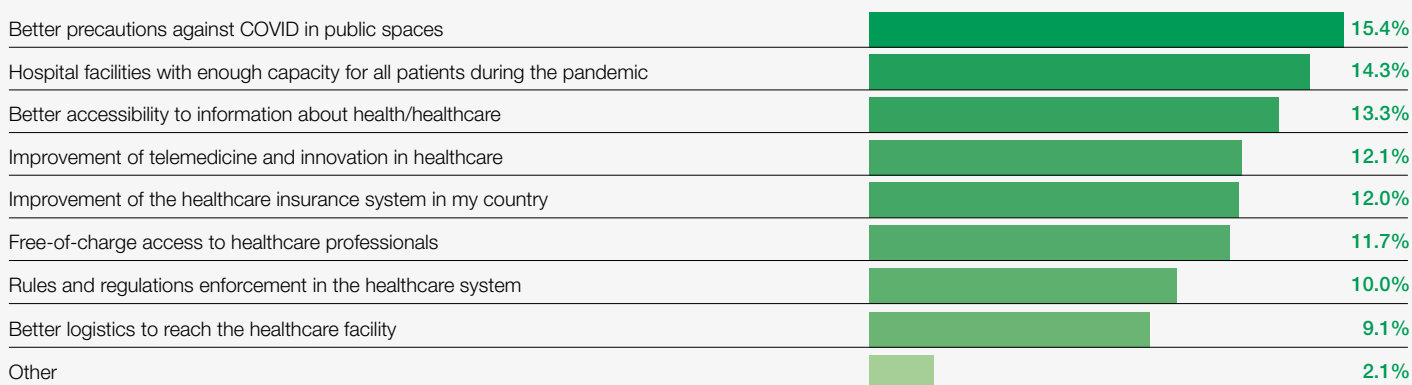
Dialogue participants also highlighted the need to address the unintended economic, social and secondary health consequences of COVID-19 through global partnerships that encourage interdisciplinary alliances. The intention would be to change the mindset of "cure" to one of "care", thus recognizing the need to transition from "curing sickness" to "preventing sickness".
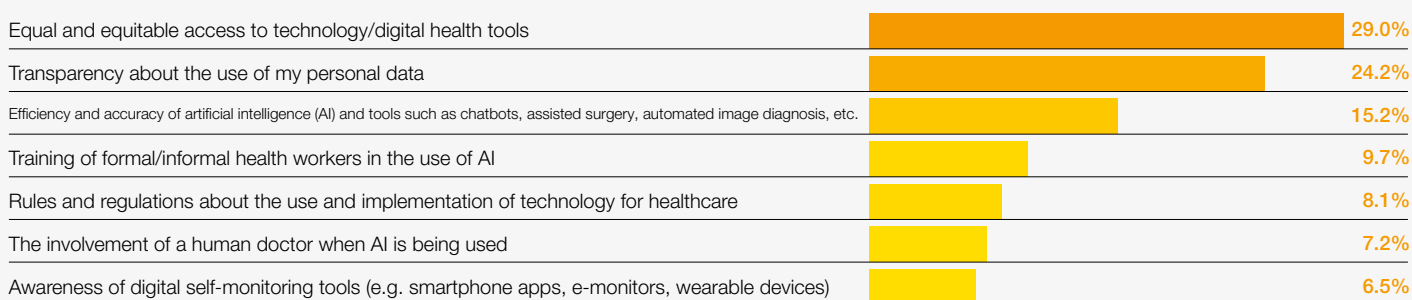
FIGURE 9 | Public health

In your country, which of the following healthcare services faced the most disruptions, due to COVID-19?
(Rank your top three preferences)

Supply of medical equipment, medicines and products	**19.8%**
Regular healthcare services (e.g. GP services, consultations)	**16.2%**
Emergency services (e.g. blood transfusions, ER closures, emergency surgeries)	**15.6%**
Routine immunizations	**10.8%**
Treatment and counselling for mental health-related illnesses	**10.7%**
Facilities for potentially life-threatening diseases (e.g. cancer screening, HIV therapy)	**9.5%**
Access to chronic, non-communicable disease treatment services (e.g. physiotherapy)	**9.2%**
Family planning services	**5.2%**
Maternal and child health facilities	**3.0%**

In the past year, what healthcare or health facility would have helped you or someone you know in your community to improve health or cure disease? (Select all that apply)

Better precautions against COVID in public spaces	**15.4%**
Hospital facilities with enough capacity for all patients during the pandemic	**14.3%**
Better accessibility to information about health/healthcare	**13.3%**
Improvement of telemedicine and innovation in healthcare	**12.1%**
Improvement of the healthcare insurance system in my country	**12.0%**
Free-of-charge access to healthcare professionals	**11.7%**
Rules and regulations enforcement in the healthcare system	**10.0%**
Better logistics to reach the healthcare facility	**9.1%**
Other	**2.1%**

The pandemic has demonstrated the potential for telemedicine through the rapid adoption of online and telephone medical care. If your country were to invest in digital tools to provide better services and improve health outcomes, which of the following would be a priority for you? (Select all that apply)

Equal and equitable access to technology/digital health tools	**29.0%**
Transparency about the use of my personal data	**24.2%**
Efficiency and accuracy of artificial intelligence (AI) and tools such as chatbots, assisted surgery, automated image diagnosis, etc.	**15.2%**
Training of formal/informal health workers in the use of AI	**9.7%**
Rules and regulations about the use and implementation of technology for healthcare	**8.1%**
The involvement of a human doctor when AI is being used	**7.2%**
Awareness of digital self-monitoring tools (e.g. smartphone apps, e-monitors, wearable devices)	**6.5%**

Source: Davos Lab Survey results

❝ **Global economic losses due to COVID-19 will amount to approximately $28 trillion by 2025.**

The landscape: The imperative

Global economic losses due to COVID-19 will amount to approximately $28 trillion[44] by 2025. With cracks in the social fabric magnified and structural inequities exacerbated, the world can no longer afford delays in providing universal health coverage or equivalent systems that offer accessible healthcare for all. Without a radical rethinking of global healthcare systems, far-reaching socio-economic impacts will persist.

The landscape: The opportunity

Global health recovery presents an opportunity for nations to establish decentralized health systems with services rooted in communities. With structural and systemic inequities on the rise and the disproportionate reversal of development gains,[45] it is important to (re)build global health systems with a keen eye to public trust.[46] Countries with weak public health systems and delivery infrastructure should prioritize investments in digital health and

institutionalize frontline health workers,[47] with the intention of improving access, quality and cost of healthcare. Coupled with a rapid assessment of community needs, such efforts will help nations build equitable health systems that are resilient to future threats.[48]

Call to action: Recommendations

Recommendation 1 | WHO and specialized UN agencies | Global support and shared tools

The World Health Organization (WHO) and its regional offices are well-positioned to provide tools for increased efficiency and greater support to individual countries in the fight against COVID-19. Allocating resources, especially vaccines, must be done equitably and in a non-autarchic way. In addition, mobilizing community health workers[49] and trusted community religious and cultural leaders[50] is necessary to combat vaccine hesitancy. Such partnerships with interdisciplinary allies could leverage the power of targeted peer-to-peer information-sharing campaigns[51] that allow to assess community priorities and build back institutional trust.

Recommendation 2 | Governments | Coordinated digital responses

To build public trust in existing systems, governments need to centre policy developments on immediate public needs and increased transparency. This depends on various actions: a realistic but rapid assessment of those needs; coordinated digital responses[52] from public- and private-sector stakeholders; regulated technology-based solutions to increase delivery and uptake of preventive healthcare services; and increased transparency and social accountability to present health as a truly public good. With the global rollout of COVID-19 vaccinations, governments[53] must hold stakeholders accountable for their actions to combat hesitancy against preventative actions, for example by proactively releasing information about vaccines, their procurement and delivery.
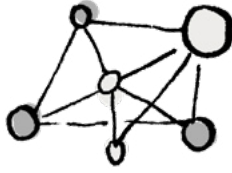
Recommendation 3 | Private-sector organizations | Community-driven solutions

Businesses and private-sector organizations have a critical role in the call for equitable provision of quality healthcare services. In recognizing that people are at the centre of any business operation, businesses need to integrate practices that promote human welfare and well-being into organizational operations for employees, consumers and the ecosystem beyond the workplace. Using market-driven solutions to forge partnerships with communities can create shared value in addressing emerging problems like vaccine hesitancy. Finally, organizations driving the digital transformation of healthcare[54] must use this opportunity to improve the quality of care while putting patients, not profits, first.

Recommendation 4 | Global public | Big idea: Advocacy for increased trust in health infrastructure

The public represents a global voice that can advocate for transformative shifts with the power of an international constituency. They can co-design projects with mentorship from public health leaders and community health workers to rebuild public trust in key aspects of public health, including vaccine uptake and resilience of public health systems, while also relieving the burden on community health workers and existing service delivery groups. The public can also co-design projects and community outreach campaigns with mentorship from public health leaders and influential voices in their communities to rebuild trust in public health systems. With vaccine hesitancy[55] growing, such efforts will also relieve the burden on community health workers and service delivery infrastructure in rapidly combating COVID-19.

Pillar 10 | Public safety

Introduction

Despite societal advances, basic public safety continues to be a significant problem for women, members of the LGBTQI+ community and people of colour. Scrutiny has mounted over the last year regarding militarized policing and the unacceptable results of racial profiling. Militarized policing, as measured by the use of heavy-handed policing tactics, is commonly deployed in largely Black and Brown communities and fails to protect officers as well. From Latin America to Africa, states have also deployed militarized policing to coerce groups of largely young protesters into submission and to stall further hopes of inclusive governance. The surge in surveillance technology to help enforce quarantine orders has sparked concern over their potential use (or, rather, misuse) against civil liberties following the COVID-19 pandemic.

At the same time, the pandemic has also drawn attention to the lack of personal safety among women and LGBTQI+ populations, with surges in gender-based violence and increased risk of stigmatization and harm faced by LGBTQI+ youth through lockdown measures that force them into hostile family homes and shelters.
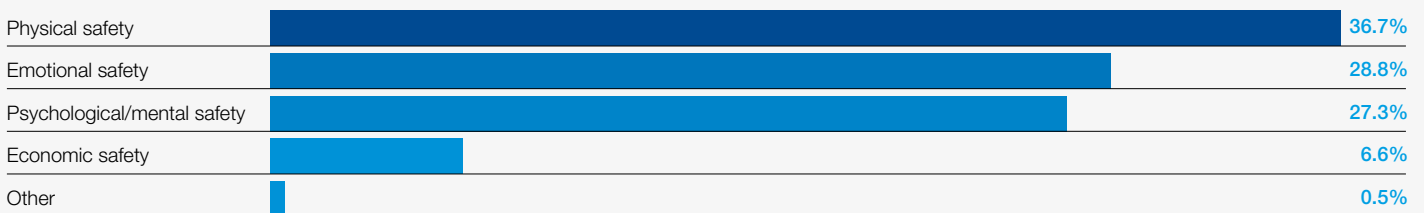
The landscape: Survey and dialogue insights

Global dialogues indicated key areas of concern within the topic of public safety (Figure 10). One is the rising prevalence of police brutality and the insufficient training for police regarding a "life course" approach, characterized by engaging people and analysing their behaviour within structural, social and cultural contexts. Another pertains to the implications of gender vulnerability, specifically as it applies to women and LGBTQI+ people who do not feel safe in public spaces. Lastly, political vulnerability was raised as a concern, with focus on abuses of power by state institutions.
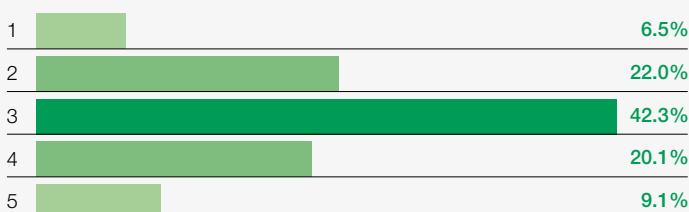
The landscape: The imperative

Militarized policing, the misuse of surveillance technologies and unsafe public spaces pose an existential risk to civil liberties and impose a significant cost on taxpayers. The cost is even more pronounced for implicated communities that lose out on funds which could otherwise be repurposed for better education, housing and mental health services. Heavy-handed policing also tends to contribute to pre-existing tensions and/or
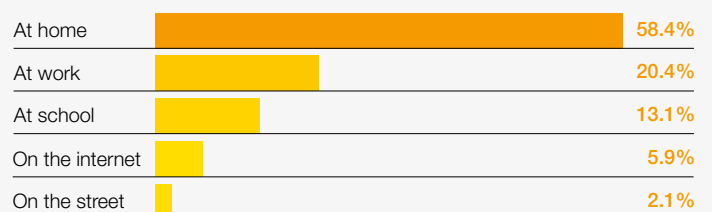
FIGURE 10 | **Public safety**

Which area of safety causes you the most concern?

Physical safety	36.7%
Emotional safety	28.8%
Psychological/mental safety	27.3%
Economic safety	6.6%
Other	0.5%

With 1 being least safe and 5 being most safe, how safe do you generally feel in public spaces?

1	6.5%
2	22.0%
3	42.3%
4	20.1%
5	9.1%

Which spaces do you feel the safest in?
(Rank from highest to lowest)

At home	58.4%
At work	20.4%
At school	13.1%
On the internet	5.9%
On the street	2.1%

Source: Davos Lab Survey results

resentment drawn on racial, class or ethnic lines. Moreover, the lack of public safety risks creating societies where full participation is exclusively reserved for individuals born into the right zip codes, gender, race and/or sexual orientation.

The landscape: The opportunity

Gender-based violence cost the global economy about $1.5 trillion in 2016,[56] or roughly the GDP of Canada. It limits women's economic potential; women in Delhi, India,[57] for example, have opted for lower-grade education institutions over leading ones, purely based on public safety concerns.

Public safety also presents strong opportunities for cities. Memphis, in the US state of Tennessee, spends close to 40% of the municipal budget on policing,[58] but ranks lowest on educational outcomes,[59] and the state ranks the highest for mental illness and depression[60] across the United States. This example, replicated across other regions, presents a clear case for the repurposing of taxpayer funds for increased social services and more humane policing.

The deployment of militarized policing against peaceful protesters also imposes an opportunity cost. Such tactics are correlated with forms of antidemocratic governance, with full democracies less likely to do so than authoritarian regimes.[61] This contrasts with the potential of inclusive grassroots multistakeholder policies compared to the hampering of such gains and movements by heavy-handed and state-sanctioned policing, as well as the abusive use of surveillance technologies.

Call to action: Recommendations

Recommendation 1 | Government and policy-makers | Ending qualified immunity for police officers
As public servants, police officers are mandated to serve and protect in the public interest; this includes ending militarized policing and the abusive use of surveillance technology against activists and peaceful protesters. If this is not followed, individual officers must face some consequences. "Qualified immunity" makes this nearly impossible, however, by shielding officers from legal sanctions. In the US

state of Texas, 99% of police officers responsible for killing a member of the public between 2013 and 2019 have not been charged with a crime.[62] Ending qualified immunity would lead to police forces placing even greater emphasis on training, recruiting and de-escalating violence. Moreover, it would afford justice to overpoliced communities that bear the brunt of police brutality.

Recommendation 2 | Government and policy-makers | Outlawing ghost guns
Firearms are the weapon of choice for killing spouses and are the main means of violence in countries such as El Salvador and Brazil that have organized crime squads.[63] Through police raids, law enforcement is discovering a proliferation of "ghost guns", or unmarked and ready-to-assemble weapons that can be purchased as untraceable kits. To help curb their proliferation, countries must regulate such kits as firearms to curb the illicit manufacture and sale of unmarked weapons.

Recommendation 3 | UN Women and Education Departments | Ending domestic forms of sexual and physical violence

Gender-based violence is a significant problem in family homes, with almost one-third of women[64] experiencing such violence from intimate partners and family members. In addition, violence against members of the LGBTQI+ community is rife and typically takes place in public spaces. While preventative laws exist in much of the world, domestic violence is, on a cultural level, often considered a private matter, which prevents women from getting help and legal recourse. To help prevent this, further campaigning efforts are required to help shift public attitudes, and to provide safety for women and members of the LGBTQI+ community to disclose such abuses and better prepare law enforcement to develop protocols for arrests and legal sanctions.

Recommendation 4 | Global public | Big idea: Coalitions and advocacy
City-wide coalitions could be convened to determine the training, responses and restructuring required to attain policing equity and to avoid heavy-handed policing that compromises the safety of both officers and vulnerable communities.

③ Methodology

Scope

The Davos Lab Survey aimed to discern a local to global view on the state of the following 10 pillars. This will allow stakeholders from the public, private or civil society sectors to effectively leverage the pillars to capture opportunities for advancing and for tackling barriers to solutions.

Each pillar posed three questions that collectively sought to gauge respondents' sentiment on issues relevant to each.

1. Conscious consumerism
2. Digital access
3. Digital literacy
4. Future of politics
5. Inclusive jobs
6. Mental health
7. Net zero
8. Next generation ESG
9. Public health
10. Public safety

1. Methodology: Overview

The research for this report was conducted in three phases:

1. A total of 19,079 survey responses were collected in 187 countries.

2. A literature scan was conducted for the 10 pillars of the Davos Lab, which constitute the focus of the report.

3. Global Shapers Hubs organized 344 dialogues on topics related to the 10 pillars. The dialogues varied in size and scope, ranging from a traditional townhall event to live online sessions, and reaching a cumulative offline and online audience of 2,315,513.

Key findings from the survey and dialogues, as well as conclusions from the literature scan, are included in this report.

2. Data collection

Three forms of data were sourced:

Survey

Available in eight languages, the survey was deployed in 187 countries between February and May 2021. Global Shapers Hub members, along with Survey Affiliates (with the support of U-Report, UNICEF's youth engagement platform), distributed the survey among their communities and networks. The survey adopted an online format, but Survey Affiliates also distributed offline surveys in some cities to increase accessibility. Representatives of offline respondents subsequently entered submissions gathered via this means in the survey platform.

Upon completing the survey's demographic segment, respondents could select which pillar(s) they wanted to respond to. This minimized the risk of survey satisficing and thus increased the reliability of the data collected. A target age range was not specified to encourage intergenerational allyship; the population sample reflected the sentiment of all those who were aware of the survey and inclined to respond.

Literature scan

The scan identified relevant research previously undertaken on topics related to the 10 pillars, which provided a comprehensive – although not exhaustive – synopsis of current research on methods to advance each pillar's aims in a global setting.

Dialogue

In addition to the survey, Global Shapers Hubs organized 344 dialogues with their local communities on a pillar of their choice. A facilitator asked attendees questions during each dialogue, with open discussion helping to ascertain community sentiment on core issues in a local context. Facilitators were then encouraged to share the key outcomes in the form of ideas, concerns and optimism shared by participants.

3. Data processing

Exclusions

Survey data were cleaned by excluding responses that failed to complete the consent note. This brought total responses down from 19,079 to 18,808. Further, responses from the dialogues that made unfounded claims or failed to be comprehensive and balanced were omitted from the analysis.

Separation of data sets

Each data set aimed to ask the same questions. Discrepancies in translation and survey structure, however, resulted in some questions imparting different meanings across several data sets (for example, questions that compelled a respondent to select three options in one data set and only one option in another). Various measures were taken to overcome these discrepancies, such as by excluding answers to questions that, due to structural limitations, fell substantively outside the original survey design.

Inclusions

While prompts encouraged participants to complete all the questions, the forced-response toggle was not activated for every question. Consequently, each pillar was treated as a discrete survey in its own right; the data set was evaluated according to responses per pillar rather than the number of questions answered by a given respondent. No biases arose from this approach as there were no dependencies between survey questions: a non-response to one question had no bearing on the validity of other responses.

4. Data analysis

The data for each survey question were analysed by Tableau software.

For questions where the results are grouped by the sum of the responses given to each answer option presented to the respondents, percentages refer to respondents who chose that answer as their first preference. Readers are welcome to consult the Global Shapers Davos Lab Taskforce's dashboard where they can visualize myriad graph permutations for each question and customize each graph's demographic parameters to suit their curiosity.

Those interested in obtaining a copy of this data set are invited to send an email to **davoslab@ globalshapers.org**.

The Global Shapers Davos Lab Taskforce analysed the dialogues. This process involved identifying consistent themes and subsequently selecting excerpts pertinent to those themes. Excerpts were weighed against other submissions with divergent viewpoints to provide a holistic overview of the salient topics.

5. Summary statistics

The final analyses presented in this report drew on a sample of 18,808 responses, of which 1,291 were submitted by participants from the Global Shapers Community. The summary statistics of this population sample are illustrated below.

Demographics
A total of 19,079 individuals responded from 187 countries and territories around the world. The final analyses presented in this report are based on the answers to 18,808 surveys.

Number of respondents per country with the highest participation
The overrepresentation of Australian and Brazilian responses, in proportion to global population distribution, is noted. This distribution skew is attributable to Global Shapers in Australia and Brazil facilitating country-specific campaigns. Collectively, Australia and Brazil constituted 40% of the total sample size. Nevertheless, the survey translated into a relatively balanced representation of how countries experienced COVID-19. Brazil suffered a proportionally high mortality rate and large-scale economic shocks, while Australia remained relatively unscathed. In addition, pre-existing political, social and economic distinctions between Australia and Brazil also provide diversity in respondent perspective and context.

FIGURE 11 | Summary statistics

Sample composition: From a total sample of 18,808 participants

1	Australia	6,462
2	Brazil	1,111
3	Benin	472
4	Afghanistan	381
5	Mauritania	380
6	Algeria	354
7	Kenya	301
8	Mexico	242
9	India	237
10	Nigeria	234

Gender distribution

Male	8,992	47.25%
Female	7,509	39.46%
Prefer not to say*	2,351	12.35%
Non-binary	88	0.46%
Not listed	58	0.30%
Non-gendered	34	0.18%

*blanks and rather not answer

Location

Did not answer	10,022	52.66%
Urban	6,933	36.43%
Peri-urban/regional**	1,274	6.69%
Rural	716	3.76%
Prefer not to say	78	0.41%
Refugee camp	9	0.05%

** "outskirts"

Education/employment

Did not answer	10,022	52.66%
Employed full-time	3,186	16.74%
Full-time student	2,427	12.75%
Employed part-time	1,674	8.80%
Unemployed and looking for work	1,030	5.41%
Self-employed (freelancer)	385	2.02%
Unemployed but not looking for work	303	1.62%

Contributors

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Realize Hub

U-Report UNICEF

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