



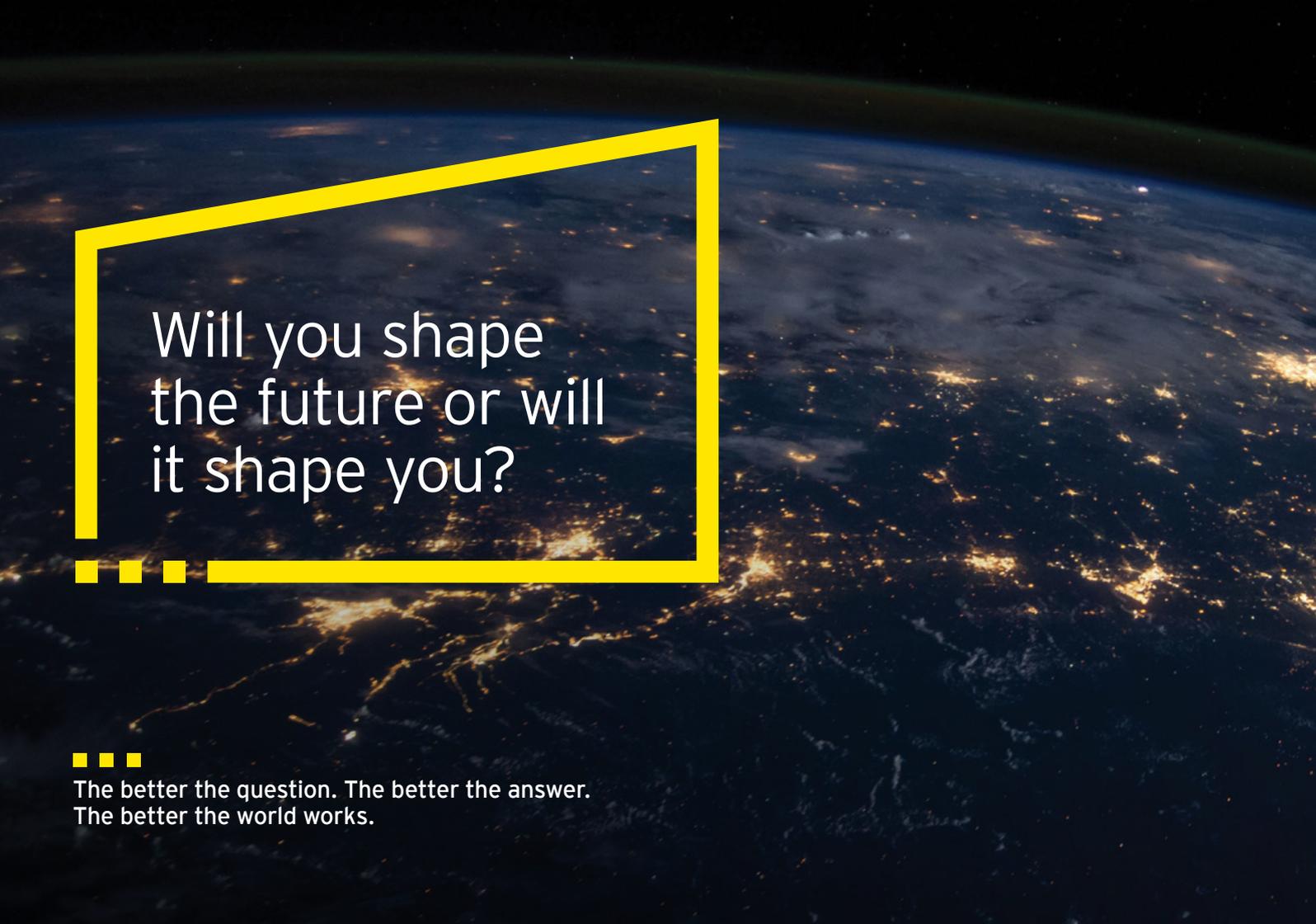
Generations rising:  
The pulse of Malta's  
future generations

Generate 2020



**EY**

Building a better  
working world



Will you shape  
the future or will  
it shape you?



The better the question. The better the answer.  
The better the world works.



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# ABOUT

The 3rd Generate Survey gathered the views of over 700 Generation-Z and Millennials in Malta between August 1st-31st 2020. The survey's purpose is to provide public and private sector leaders with deeper insights into the thinking of Malta's younger generations, their similarities and their differences. Questions were specifically tailored, and this report includes sections on the Economy and Entrepreneurship, Covid-19 Crisis, Our Society and Their Future. For the purpose of this research Gen-Z refers to ages 16-24 while Millennials ages 25-39. Replies were gathered with the assistance of LovinMalta.

# They have spoken

These days, so much is said in the press or on social media about the younger generations that we thought why not listen directly to what they have to say. The survey shines a light on their concerns and aspirations for a more inclusive, sustainable and better Malta.

The third annual Generate Survey, forms part of a wider initiative that we launched three years ago, to share insights with young Maltese students on the rapid technological and social changes taking place in the world.

The survey is usually launched in our Generate student conference with over 700 students, but like so many things this year, we had to do things a little differently. Instead we find ourselves presenting the results during Future Realised Week, along with other EY market research, which is intended to spark debates on the future of this country and our people.

The results speak for themselves.

It's encouraging to see that even as we battle the Covid-19 pandemic, the younger generations place the environment high on their agenda. Key issues such as overdevelopment dominate their thoughts and it would be unwise to not listen during this critical juncture that not only Malta finds itself in, but the entire world.

The country and the economy are still adjusting to the new realities brought about by the pandemic, but already we can see early warning signs, as fewer than would have been expected just 12 months ago actually refer to the economy as excellent or good. The hope is that a year from now the actions being taken will mitigate damage and that these results change favourably, however the truth is there are still many unknowns which need to be overcome.

It's inspiring to see that the younger respondents also see themselves as entrepreneurs. Maybe it is to be expected

that the older we get these types of dreams might fade, but Malta should be an Island where no dream is unachievable. Entrepreneurship and innovation should be nurtured, and we should shed our small island mentality as we embrace a new world order which makes us less insular and more digitally connected.

I encourage all to read through the results, analyse and discuss the implications. These young people are looking far into the future - their future - and the actions we take today will directly affect them. We simply must not let them down.



**Ronald Attard**  
Country Managing Partner,  
EY Malta



01

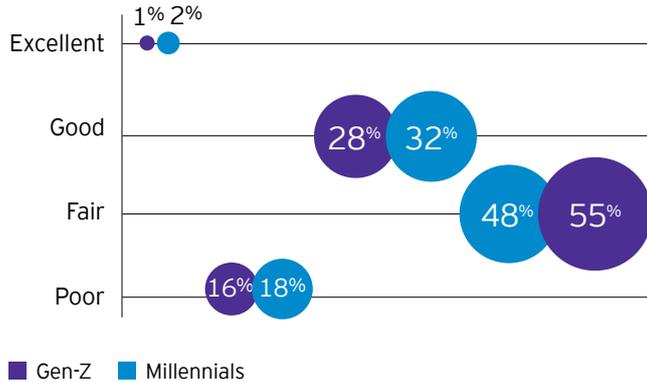
Economy and  
entrepreneurship

**61%**

**from Gen-Z would rather  
be entrepreneurs.**

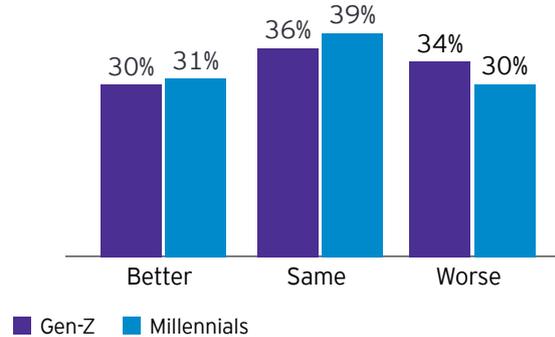
As a result of the Covid-19 pandemic, top developed economies worldwide have officially entered recessions and the future for many is far from certain. Over the last few years, Malta's booming economy has meant one of the highest GDP growth rates in the European Union (EU) and record low unemployment. However, after the start of the pandemic in March, these days are different from those of yesteryear, with national stimulus measures in place to alleviate business challenges and almost one-third of the local workforce being supported through these measures.

## Malta's economy these days



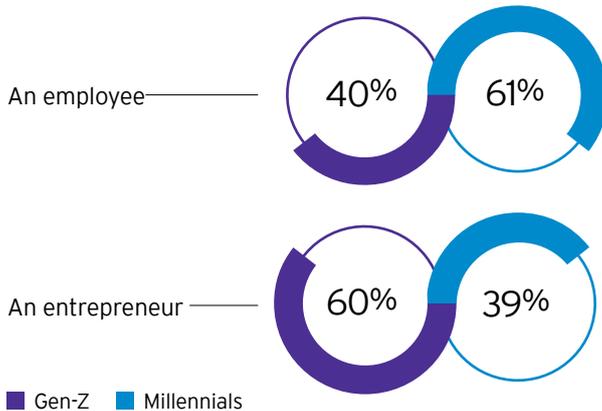
Very few young people consider the economy excellent these days, mostly opting to label it as good or fair, a combined 83% for Gen-Z and 80% for Millennials. A small but not insignificant number view the economy as poor, and it will be interesting to see how this develops in the coming months and years.

## Financial situation compared to last year



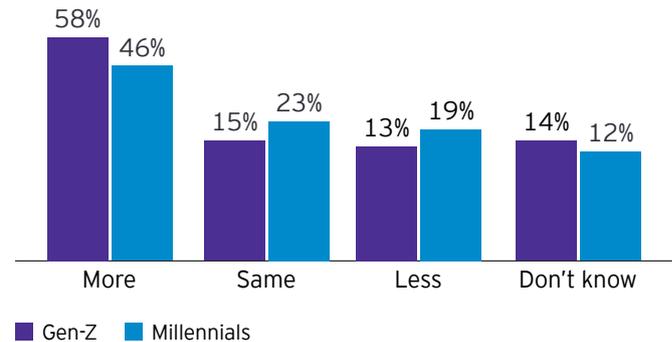
Looking at their financial situations compared to a year ago, results are similar for both Gen-Z and Millennials. Roughly one-third are in a better situation and one-third are worse off. The remainder remained the same.

### Would rather be...



Interesting to see is the stark difference when it comes to work aspirations. Millennials would rather be employees (61%), possibly since many of them are already in employment and not working for their own business, while the younger Gen-Z respondents would rather be entrepreneurs (60%).

### Believe their generation is more entrepreneurial than previous ones



Entrepreneurship is the backbone of any economy and these results should encourage the authorities and businesses. It makes sense that Gen-Z also think of themselves as more entrepreneurial than previous generations (58%), a result which is significantly lower for Millennials (46%).

02



Covid-19  
crisis

# 3.8/5.0

**As a result of Covid-19,  
the economy is seen as the  
highest cause for concern for  
Millennials.**

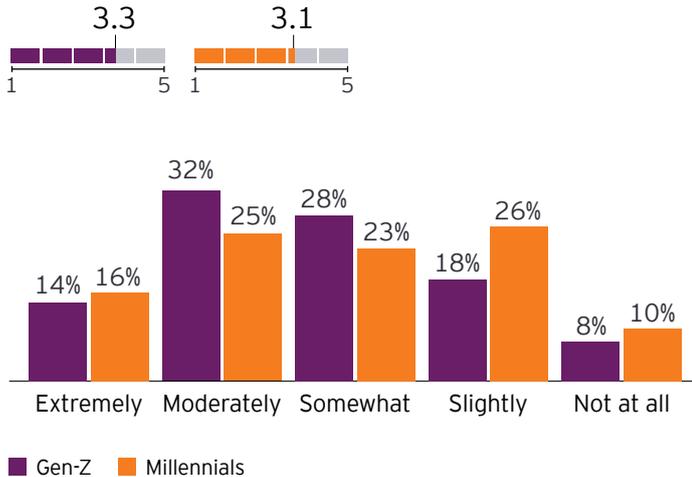
The Covid-19 pandemic has caused the closure of airports worldwide, the banning of mass events, huge amounts of business disruption and innumerable medical and health challenges for people all around the globe. From the onset in Malta, extremely brave medical front-line health-workers and essential employees worked tirelessly to protect those most vulnerable.

Businesses and schools moved towards a new reality of remote work and schooling, adjusting where possible to ensure everyone's safety but never conceding in the pursuit to carry on with key business and learning activities.

With time, perseverance and sheer human ingenuity, we might one day soon be able to put the extraordinary challenges of Covid-19 well and truly behind us. Until then, it benefits us to work together and collectively heed our healthcare professional's advice.

So, how have young people coped?

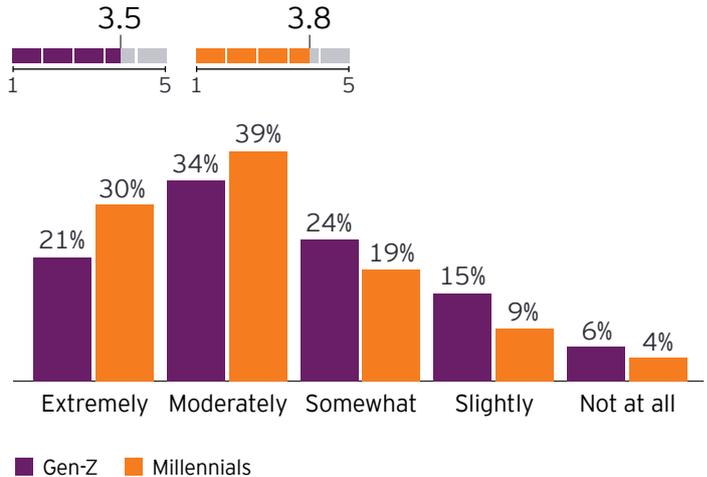
### Concerned by impact on health



Concern rating: 5 is most concerned and 1 is least concerned.

When asked how concerned they are by the impact on their health, both groups indicated being above the mid-range level of concern but it is interesting that Gen-Z (3.3 out of a potential total score of 5.0) are slightly more concerned than their older Millennial counterparts (3.1).

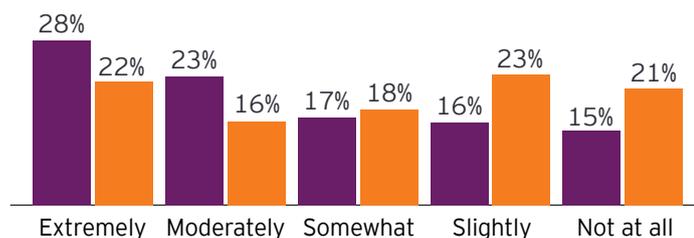
### Concerned by impact on the economy



Concern rating: 5 is most concerned and 1 is least concerned.

The economy is seen as more of a concern for Millennials, obtaining a 3.8 concern rating, making it the most concerning impact across the three categories. While being less concerned than Millennials, the economy is also the top concern across the three impact categories for Gen-Z, scoring a 3.5.

## Concerned by impact on employment or potential employment

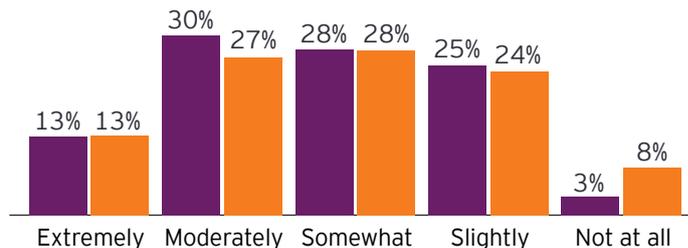


■ Gen-Z ■ Millennials

Concern rating: 5 is most concerned and 1 is least concerned.

Gen-Z (3.3) are slightly more concerned by the impact Covid-19 will have on their employment compared to Millennials (3.0). This could be due the fact that many Gen-Z respondents are students who may be seeking employment now or in the short-term, and as things stands their future is looking increasingly unsure. Millennials in employment or otherwise are also expressing quite a high level of concern.

## Level of success in addressing public healthcare crisis



■ Gen-Z ■ Millennials

Success rating: 5 is very successful and 1 is not successful.

Finally, when it comes to the authorities' level of success in handling the health care crisis, both categories saw a majority sway towards the positive or neutral replies earning a success rating of 2.9 for Millennials and 2.8 for Gen-Z.



03

Our  
society

**86%**

**of Millennials  
believe that Malta's  
environment is getting  
worse.**

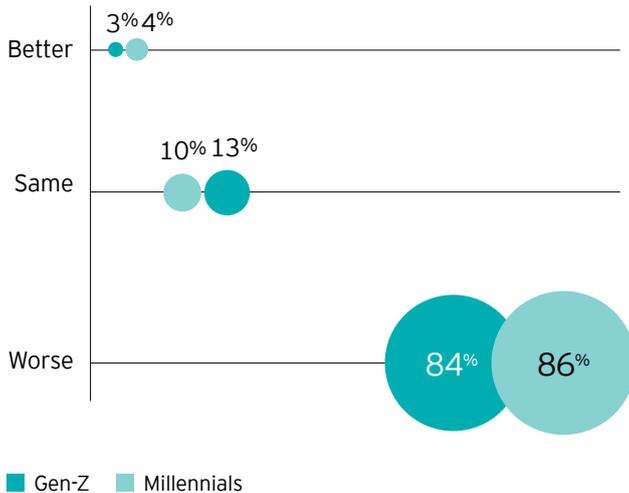
The Maltese have an extremely proud history and heritage. Dating back hundreds of years, which saw its forefathers fighting off the greatest challenges and threats, eventually achieving independence, joining the EU, the Eurozone and largely weathering the economic recession of 2008. As George Bernard Shaw famously said: "Progress is impossible without change, and those who cannot change their minds cannot change anything."

In 2020, difficulties remain and being a small European Island on the periphery of the EU has its drawbacks. However, Malta certainly has an awful lot of positive attributes also. Without a doubt the warm climate, idyllic seas, social fabric and geographical position make Malta a great place to live, explore and find happiness in. When it comes to work, Malta boasts several highly specialised sectors, most notably financial services, ICT, iGaming, aviation, pharmaceuticals and manufacturing.

But are we taking it all for granted?

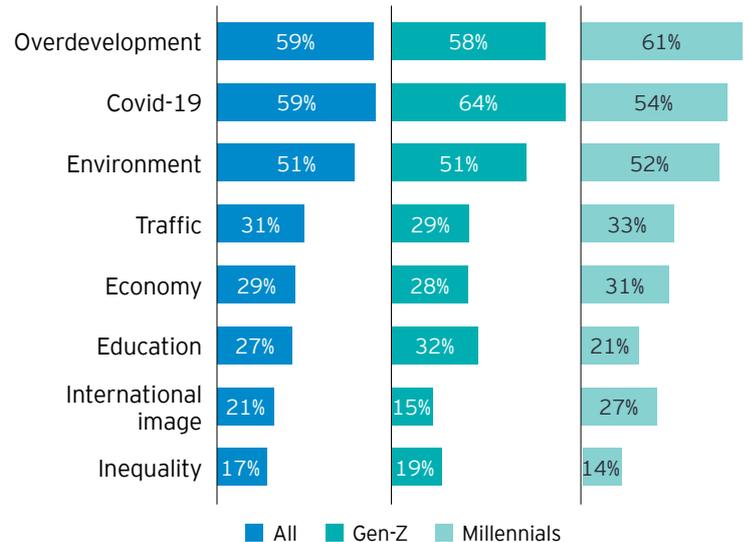
Covid-19 has dealt a huge blow to the tourism sector, Malta's biggest industry, as well as several other sectors, while recent political developments have shone a light on institutional shortcomings. Still, young people won't give up so easily.

## Malta's environment is getting...



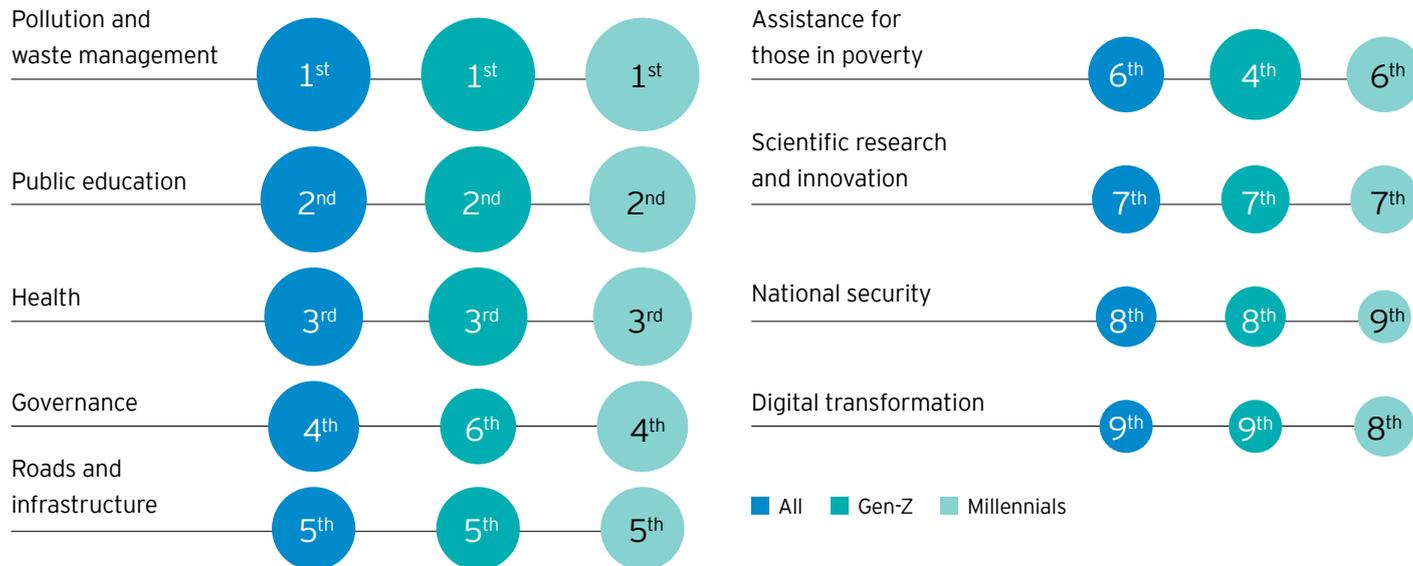
Both Gen-Z (84%) and Millennials (86%) agree that Malta's environment is getting worse. An extremely high result which is further compounded by the fact that even during Covid-19, overdevelopment is seen as the joint biggest challenge across both generations.

## Malta's biggest challenges



The environment is considered the third biggest challenge, followed by traffic and the economy. Differences start to emerge between the generations in two categories: education, which is seen as a greater challenge for Gen-Z (32%) than Millennials (21%); and international image which is viewed as a greater challenge for Millennials (27%) than Gen-Z (15%).

## Government's investment priorities



What should the Government be focusing its investment efforts on? The top three is similar for both. In first place and building on their previous replies, pollution and waste reduction, followed by public education and then health.

04

Their  
future

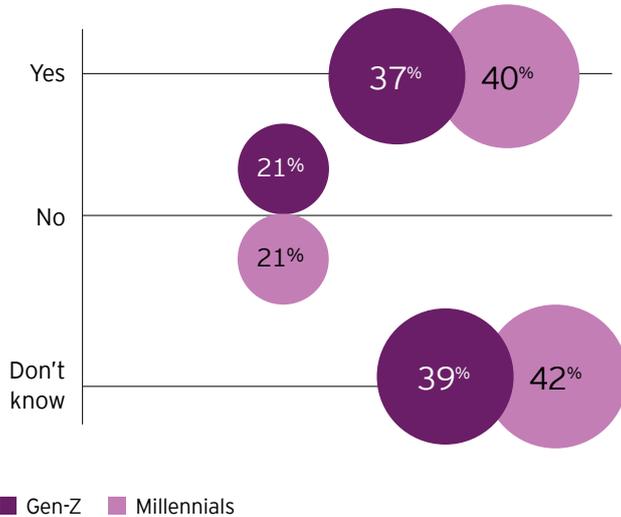


**37%**

**of Gen-z are hopeful  
that they will be living  
better than today in  
5 years' time.**

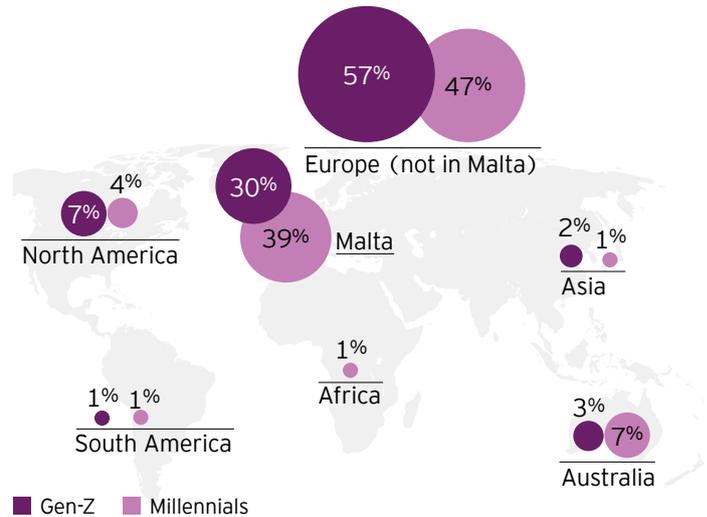
A better question we've been asking ourselves at EY is: how can we reframe the future during the uncertainty of today? Even as we deal with the immediate impact of Covid-19, whole nations, companies and societies should be thinking about how to move forward in a post-pandemic world. Leaders today are rightly focused on the huge challenges posed by the crisis, first and foremost is ensuring that the current economic model can sustain the livelihoods of thousands of people while at the same time ensuring they are as safe as possible. However, Malta needs to try and look beyond the immediate issues caused by the pandemic and start reframing the future. This is the time to pause, reflect and assess what our collective future success will be built upon.

## Living better than today in 5 years' time



Similar responses were provided by both generations when asked if they think they will be living better than today in 5 years' time. Many respondents are hopeful that they will be living better (37% of Gen-Z and 40% of Millennials) while another large number were mostly uncertain (42% of Gen-Z and 39% of Millennials). Those that believe they will be worse off amounts to one-fourth of the total population and a figure which is of concern.

## Would rather live and work in...



Another concerning figure is that young people in Malta would rather live and work in other European countries. Those that want to live and work in Malta is greater for Millennials (39%) than for Gen-Z (30%), most probably as a result of having acquired property, family ties and already being within employment on the Island.

So what are their thoughts for a better future? Comments provide us with deeper insights:

**1 Sustainability** seems to be the keyword. The environment and its protection are high on their agenda. Comments indicate that while the economy has been the main pillar of focus, attention should now start shifting to achieving the right balance with other pillars such as the environment and social issues. They would like to see overdevelopment tackled and a greener Malta. Often, technology is mentioned as a solution, tackling air pollution by using electric vehicles or increasing our use of renewable energy and accelerating the movement towards carbon-neutral energy to combat climate change. The rural areas, countryside and seaside must also be conserved for future generations. Once these are lost it is nearly impossible to restore them to their former glory.

**2 Health and well-being** are linked to how we care for our environment and in the middle of a pandemic, many would like to see it brought to the fore. Besides pollution, some refer to the need to take care of people's mental health, possibly through work-life balance measures. Others believe more education is needed on the food we eat and more specifically the way in which we farm. The Covid-19 virus has demonstrated how important a healthy diet and fitness routine can be to combat disease.

**3 Education** can serve many purposes. It is seen as the way to empower people to take control of their own destiny by being able to find employment, purpose and earn their livelihood. Education is also frequently mentioned as a means to improve the way we interact with each other. Educating people to critically think for themselves while simultaneously listening and accepting different ideas. Educating people to understand the difference between right and wrong and to uphold values which benefit all of society.

**4 Governance** is frequently mentioned. Accountability and transparency are needed across government, business and society. They are asking for the political and business classes to listen their concerns and act while there is still time to do so.

**5 Infrastructure and construction** must find the right balance to better our citizens quality of life. While many are calling for improved roads, others would like to see pedestrian areas prioritised and less reliance on cars. Covid-19 has proven how a shift to remote work is possible, which leads to less cars on the road and less infrastructure pressures. Future city planning should no longer place the car's journey time as the sole focus but more importantly how the human element is interweaved in this process.

# Demographics

704

Total respondents



Males

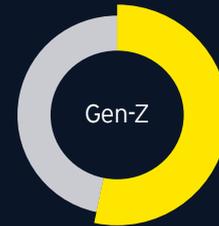


Females

## Age by group

26%

20-24

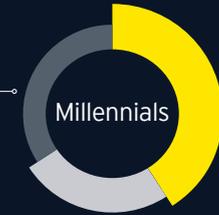


30%

16-19

15%

25-28



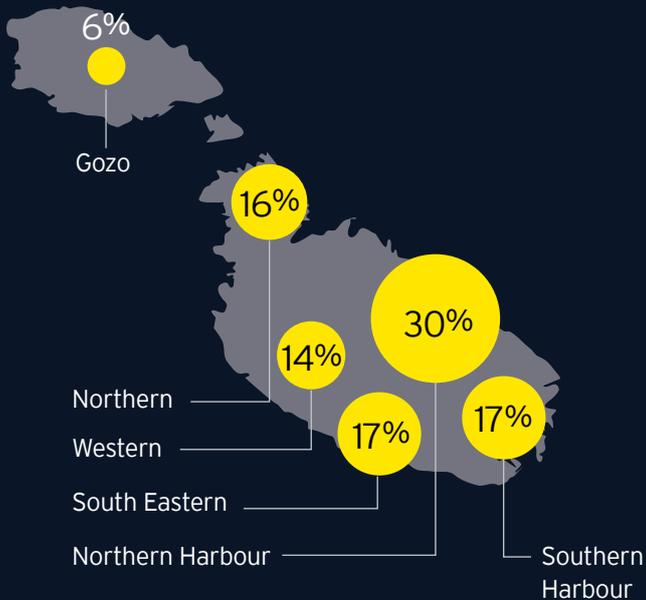
18%

33-39

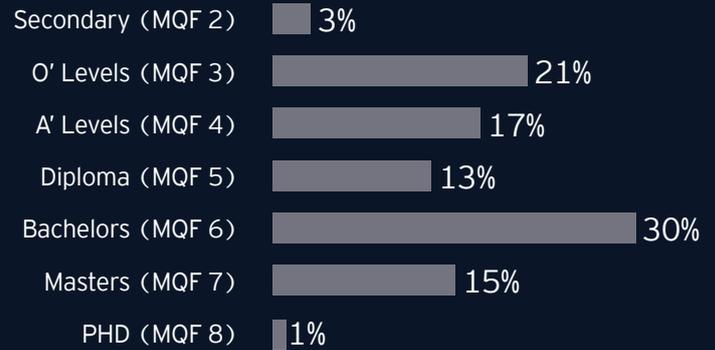
11%

29-32

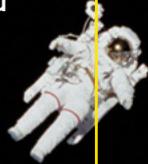
## Region



## Education



- ▶ Be a perpetual learner
- ▶ Read to build breadth in your field
- ▶ Read outside your field to improve your ability to imagine translational innovations
- ▶ Write or keep a journal
- ▶ Find your inner storyteller
- ▶ Practice your listening skills
- ▶ Ask questions
- ▶ Ask better questions



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### Year 1

#### 3 months

- ▶ Full-time lessons and studying
- ▶ Completion of Applied Knowledge exams (F1-F3)
- ▶ Get paid while you study

#### 9 months

- ▶ Organised lectures and work experience - 40/60 split
- ▶ Completion of Applied Skills exams (F4-F9)
- ▶ Get paid while you study and work

### Year 2

#### 1 year

- ▶ 80% work
- ▶ 20% lectures
- ▶ Completion of Strategic Professionals
- ▶ Get paid while you study and work

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- ▶ Data & Analytics
- ▶ Digital Transformation & Innovation
- ▶ Technology Solution Delivery

# Anatomy of the innovative mindset

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