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Preface

This report presents a synopsis of the main findings of the national study on "Youth Engaged in Sustainability" (YES), which was conducted in 2015 by the Faculty of Hospitality, Tourism Management & International Business (FHTMS) at the University of Aruba, in collaboration with the Aruba Management Institute for Sustainable Tourism and Development.

Based on the responses of 2100 youth (between the ages of 15 and 30), the study yields important insights on the (changing) values and behaviors of youth across a series of fields in the contemporary Aruban-Caribbean society, covering health & well-being, community & society, education & work, and media & technology.

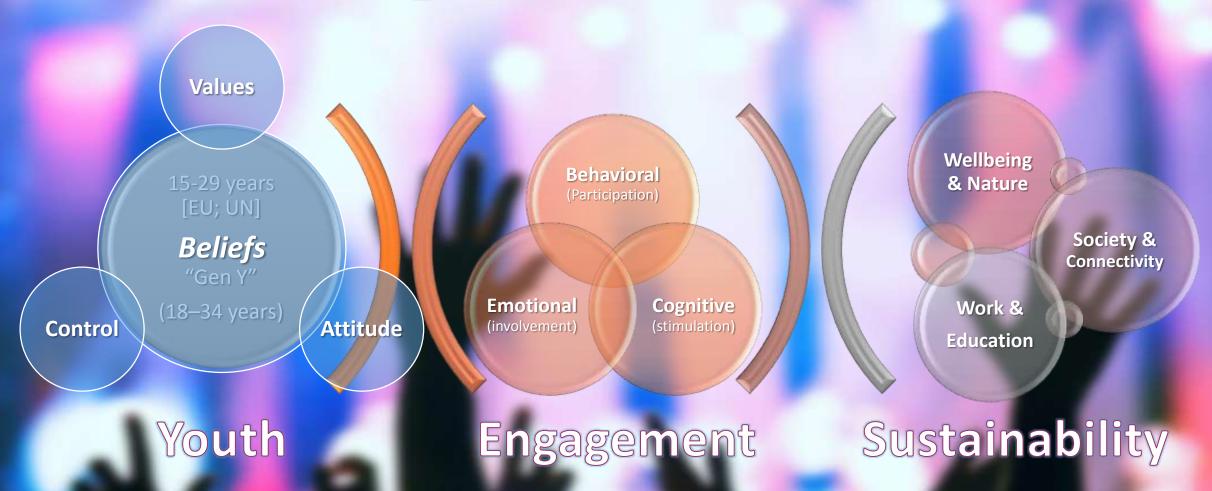
More importantly, the study identifies a significant shift and transformation in generational values, emphasizing creativity, ambition, social responsibility and pleasure, with a clear and present entrepreneurial spirit driving youth engagement in sustainability. To engage this new generation of innovation towards a sustainable future, institutions and organizations in both private, public and civic sectors will require deep transformation from within.

We would like to thank the youth of Aruba for their engagement in this study, and for sharing their visions and voices with the Aruban community. Thank you to the Aruba Management Institute for Sustainable Tourism and Development for supporting this study. A special thanks to the FHTMS Juniors who made this study a reality.

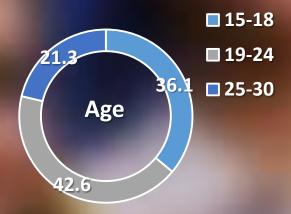
Today's youth is tomorrow's sustainability; in this generation we forward!

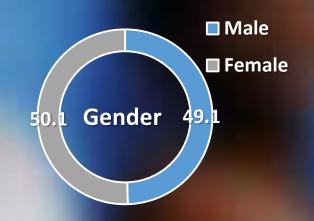
Prof. Dr. Ryan R. Peterson PhD, Aruba, May 2015

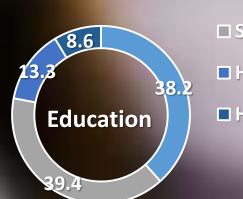
framing beliefs & behaviors

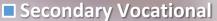


youth participation in national study





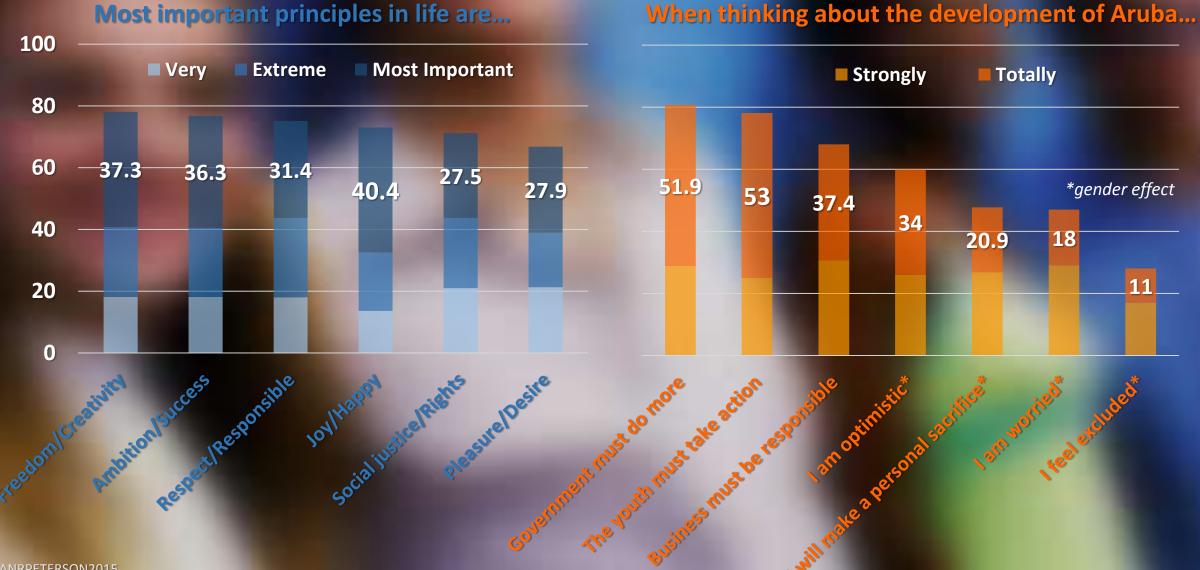




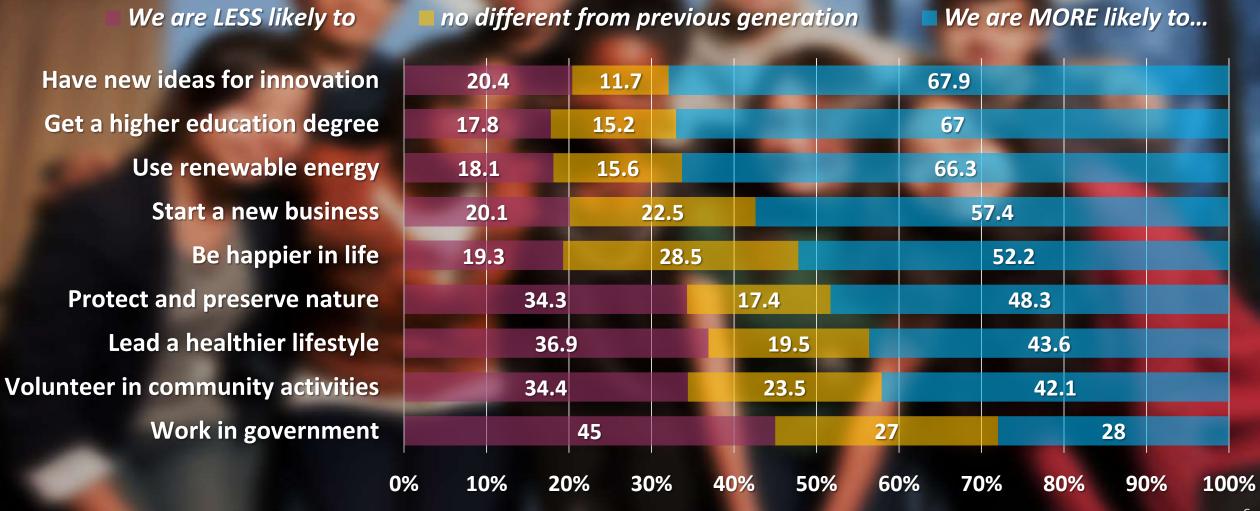
- Secondary General
- Higher Vocational
- Higher Academic



values & futures



innovation generation

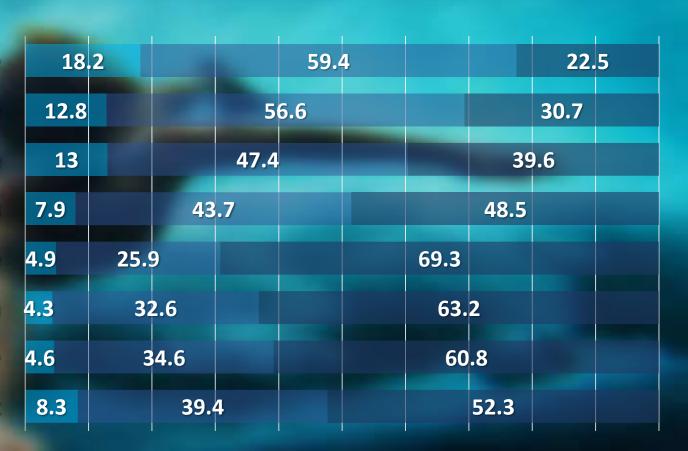


wellbeing & health



nature & environment

I would be proud to pay for conserving nature I will not buy products from companies that pollute I always try to save energy at home I want to try new energy technologies **Government should do more to conserve nature Environmental responsibility is part of education** I want my generation to do more to protect nature The quality of nature is important for development



0%

60%

70%

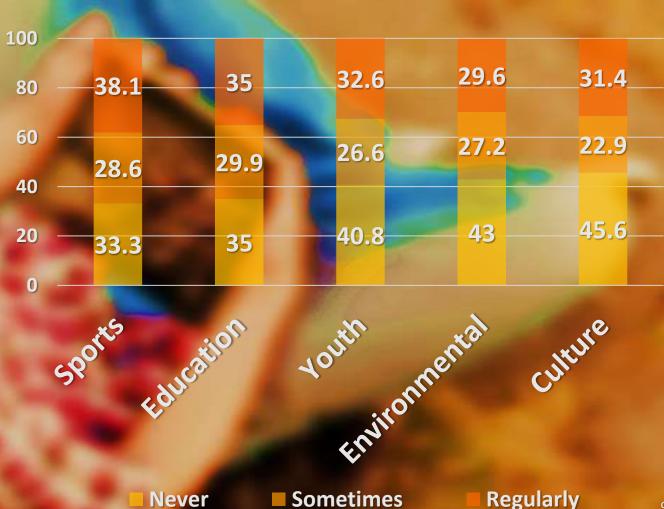
50%

40%

80%

community & service engagement

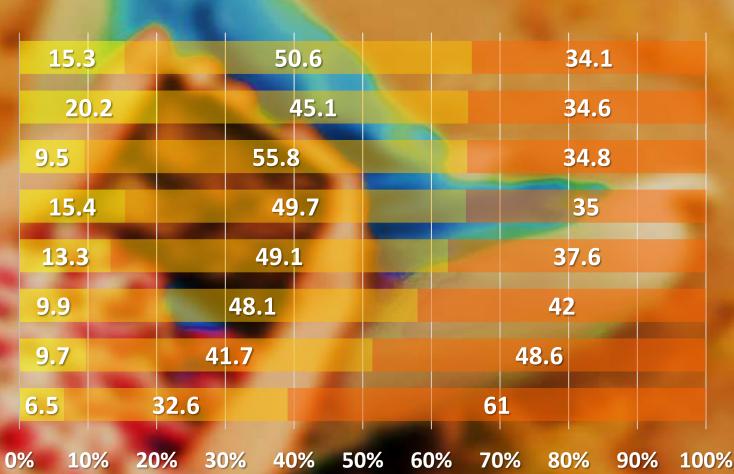




experiences in civic engagement

Strongly disagree

I have learned a lot from volunteering I love practicing arts and creative activities Helping the community enriches my life I believe Aruba has a strong artistic culture I enjoy community volunteering **Volunteering should be part of education** Arts education is important for development We need to organize more youth culture events

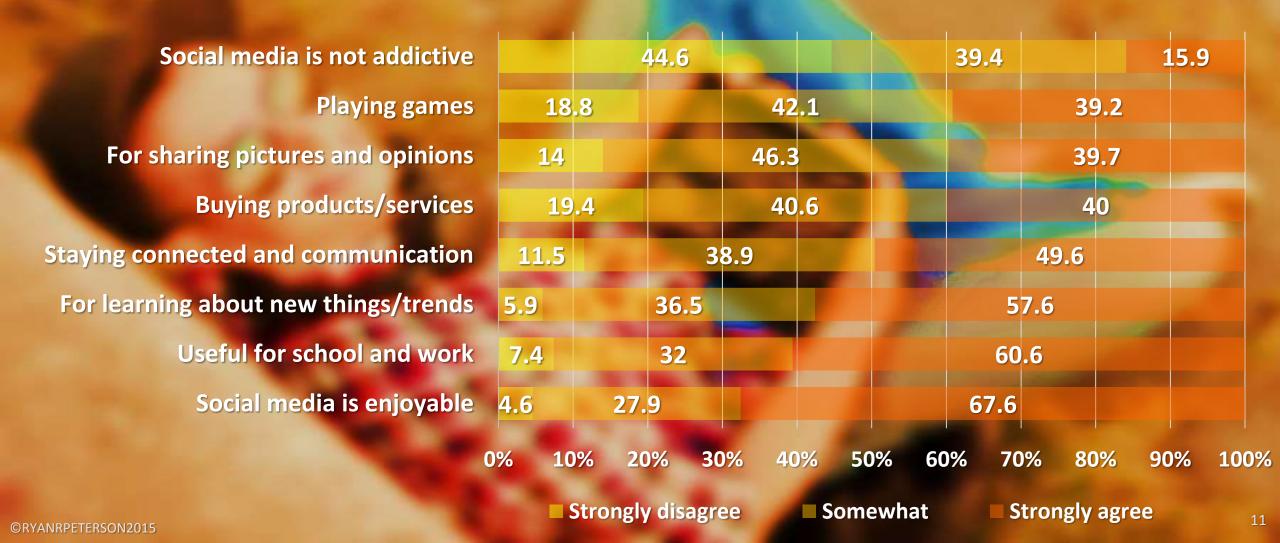


Somewhat

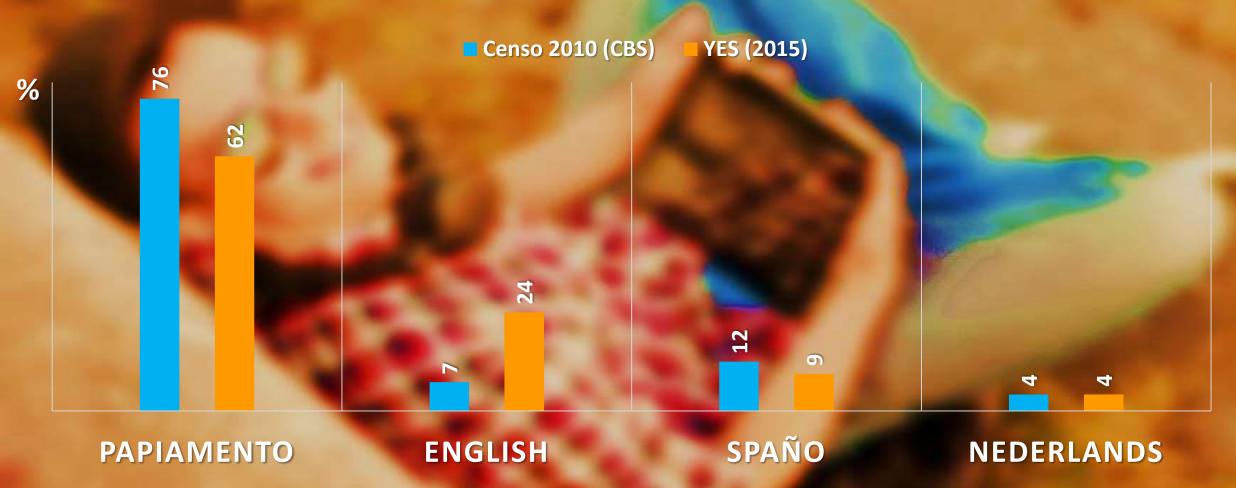
Strongly agree

10

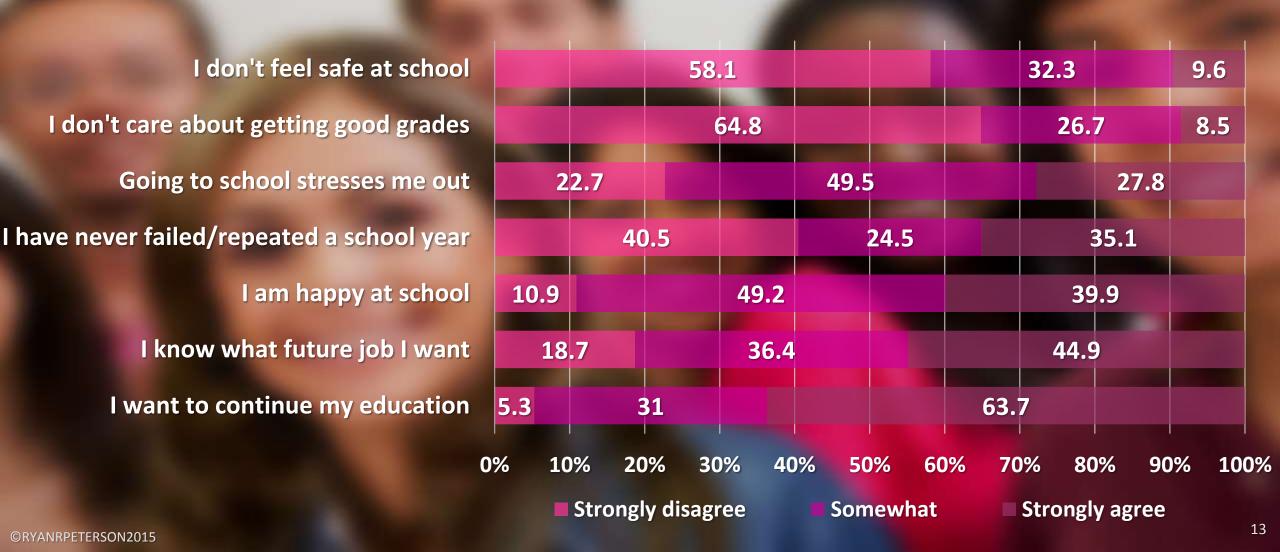
social media



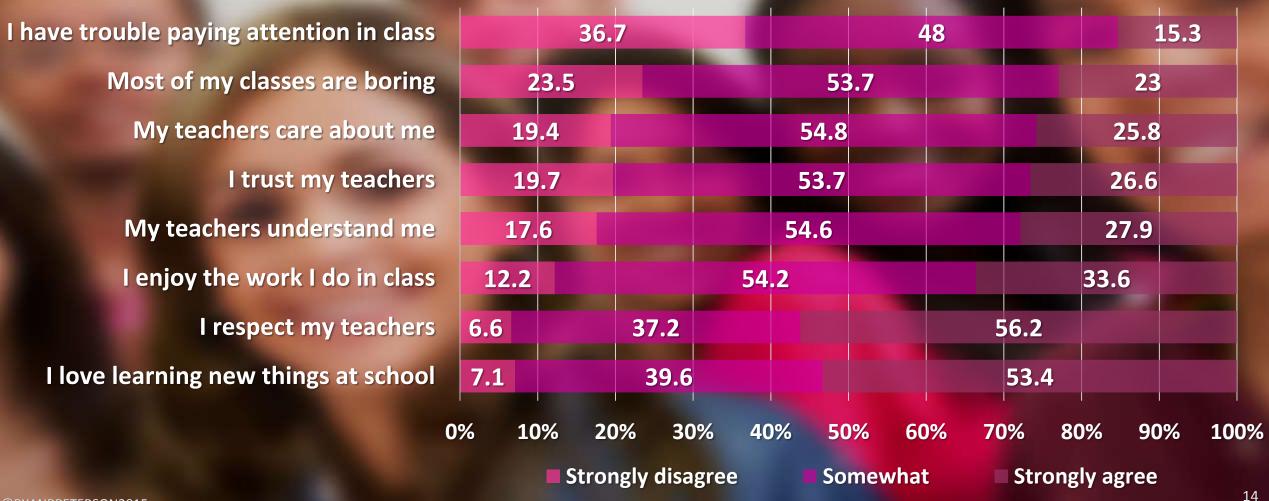
socio-linguistic shifts my favorite language is...



education & school



learning & teachers



professional engagement crossing the workplace chasm

Very Satisfied

Very Important

What matters most to me is...



100

competence & commitment

How engaging is your work...

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I will look for a new job within a year 25.2 43.7 31.1 My job is creative and meaningful 16.2 51.3 32.6 I feel a strong sense of belonging to my work 14.1 52.1 33.8 I have opportunities at work to learn and grow 16.4 44.6 39 My development is encouraged at work 39.6 9.4 51 10.9 My opinions count at work 47.8 41.3 I have the opportunity to do what I do best 7.3 49.4 43.3 I keep my knowledge up to date 6.4 43.9 49.7 40% 80% 0% 20% 60%

Strongly disagree

Somewhat

100%

16

■ Strongly agree

conclusion—generational shift

value shifts

active mobilization

creative intelligence

productive pleasures conscious

connect

create

contribute

Youth

Engagement

Sustainability



For further information, please contact: ryan.peterson@ua.aw