



YOUTH ENGAGED IN SUSTAINABILITY

National Youth Study Aruba 2015

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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.

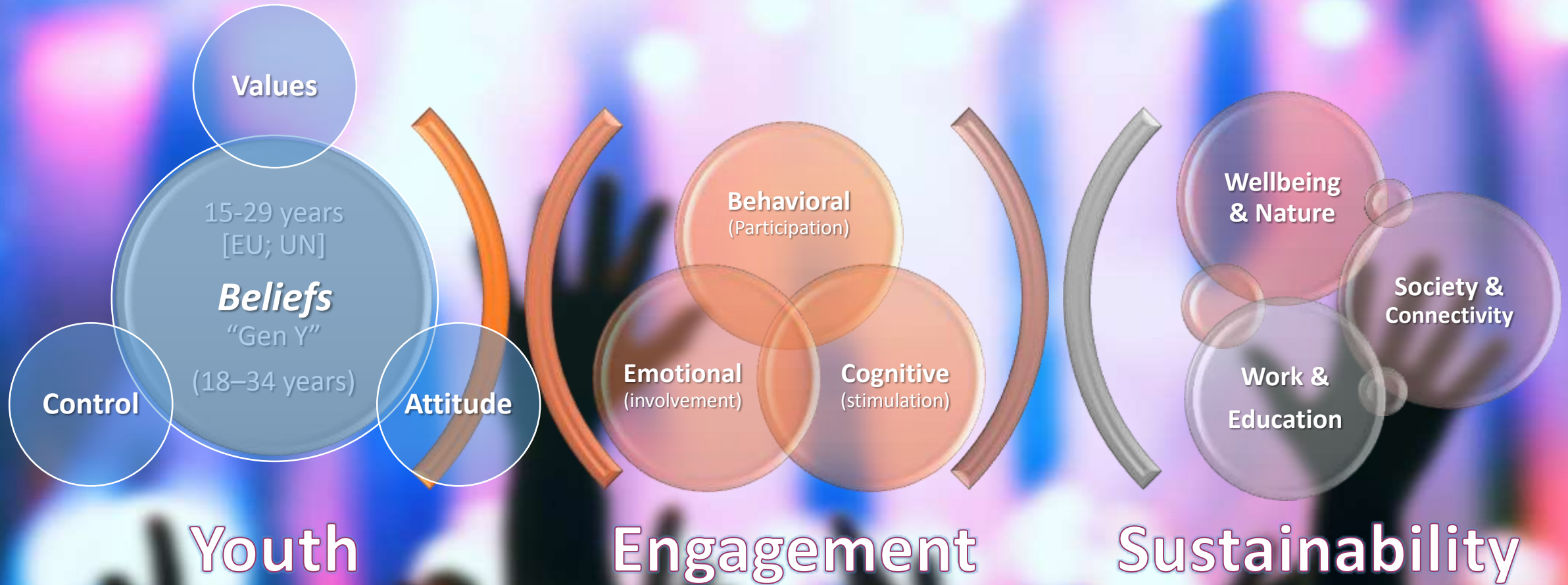
More importantly, the study identifies a significant shift and transformation in generational values, emphasizing creativity, ambition, social responsibility and pleasure, with a clear and present entrepreneurial spirit driving youth engagement in sustainability. To engage this new generation of innovation 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.

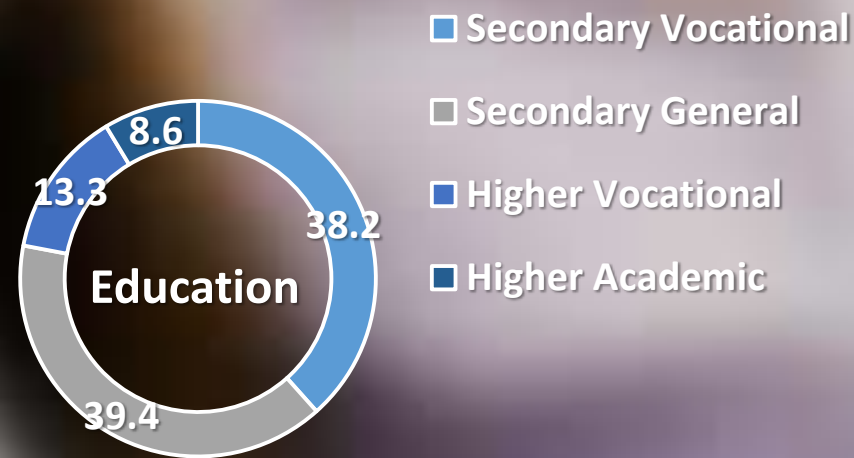
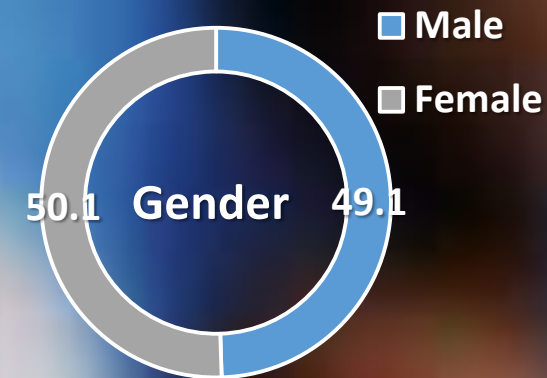
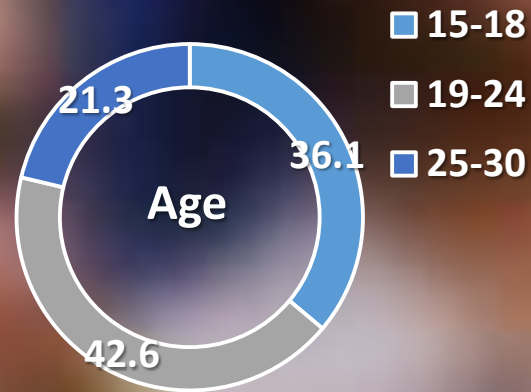
Today’s youth is tomorrow’s sustainability; in this generation we forward!

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

framing beliefs & behaviors

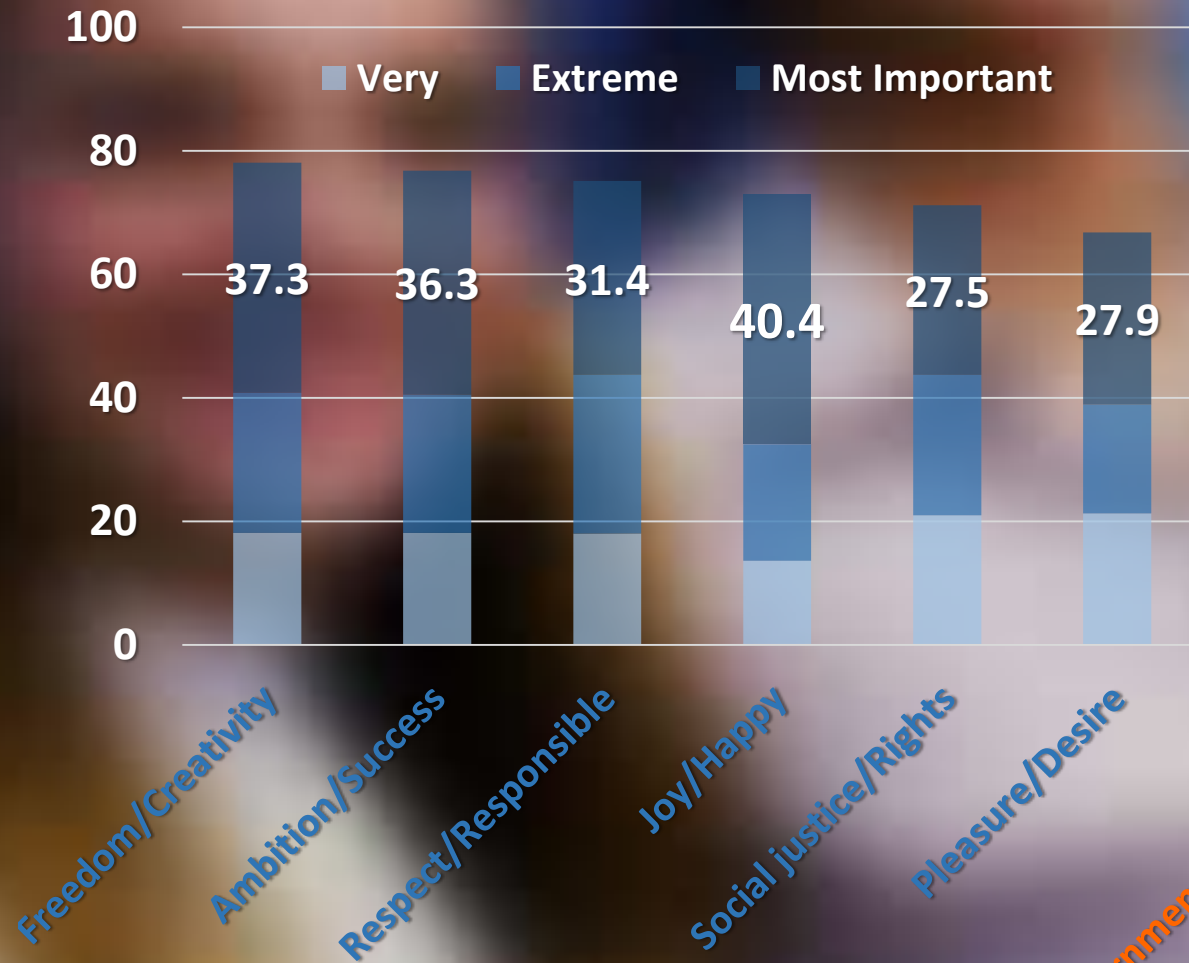


youth participation in national study

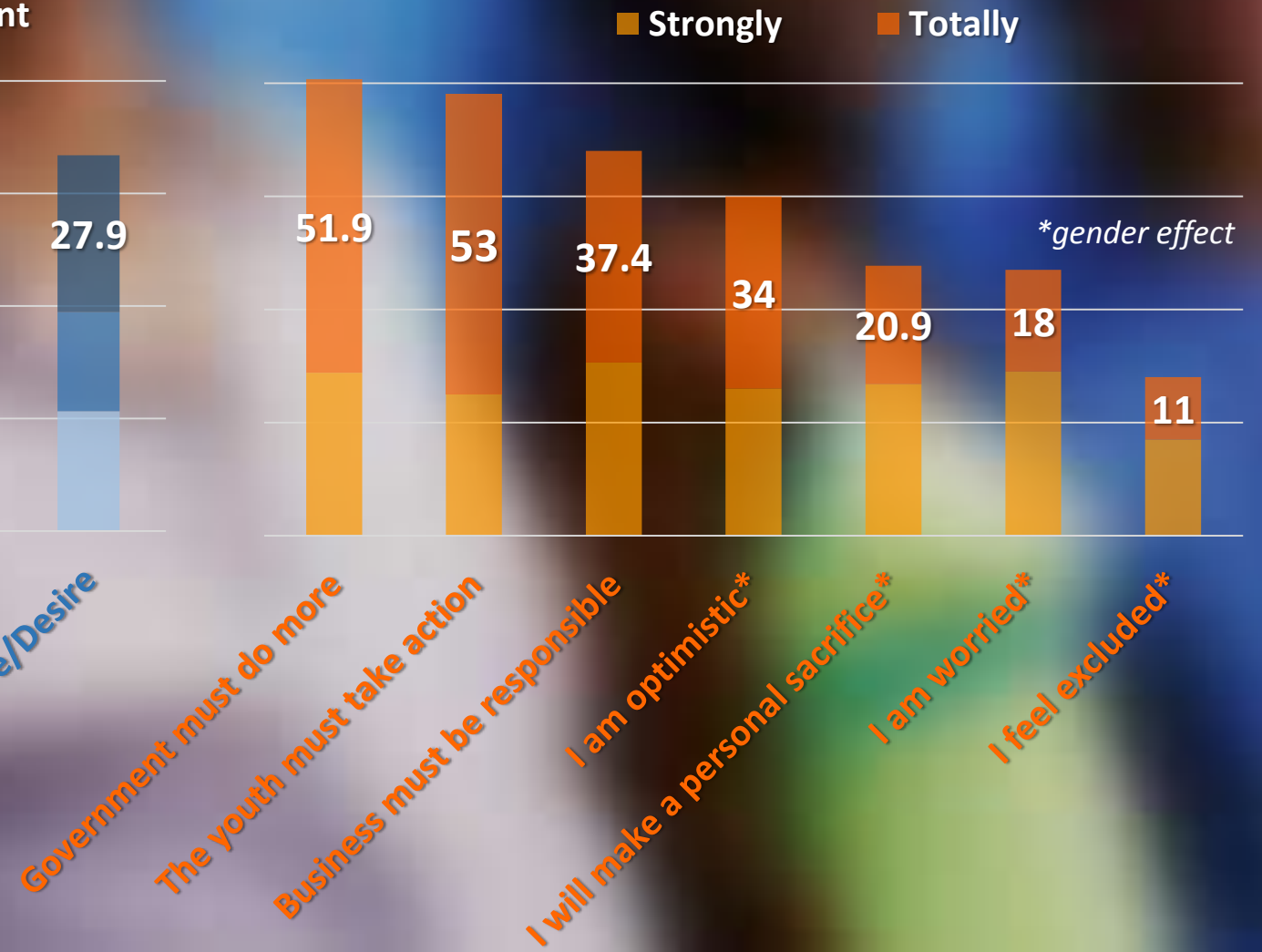


values & futures

Most important principles in life are...

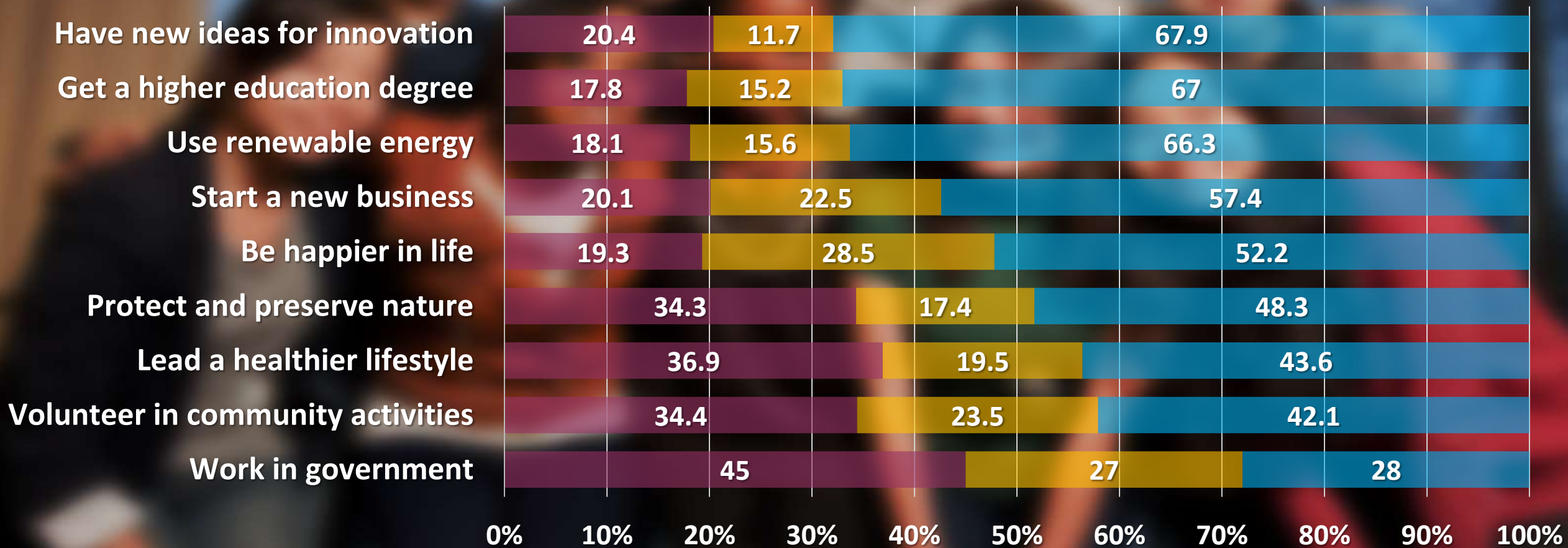


When thinking about the development of Aruba...

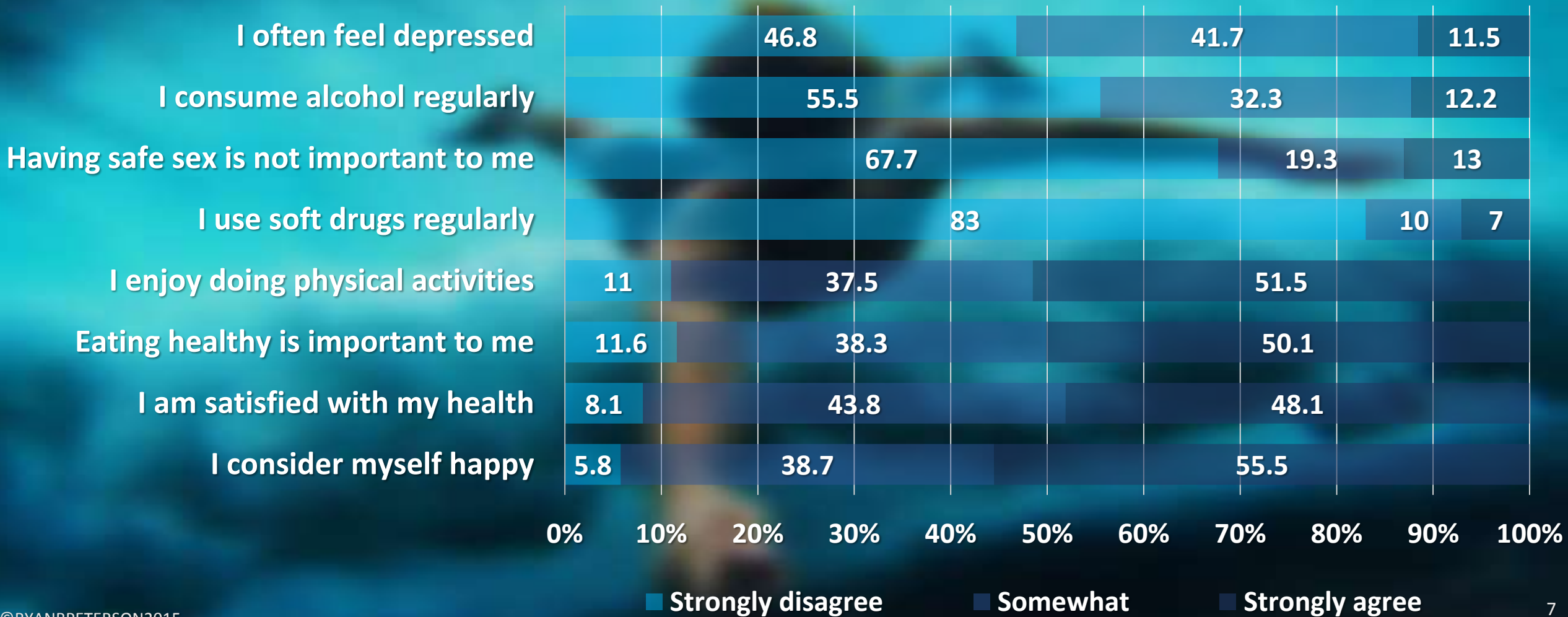


innovation generation

■ *We are LESS likely to* ■ *no different from previous generation* ■ *We are MORE likely to...*



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

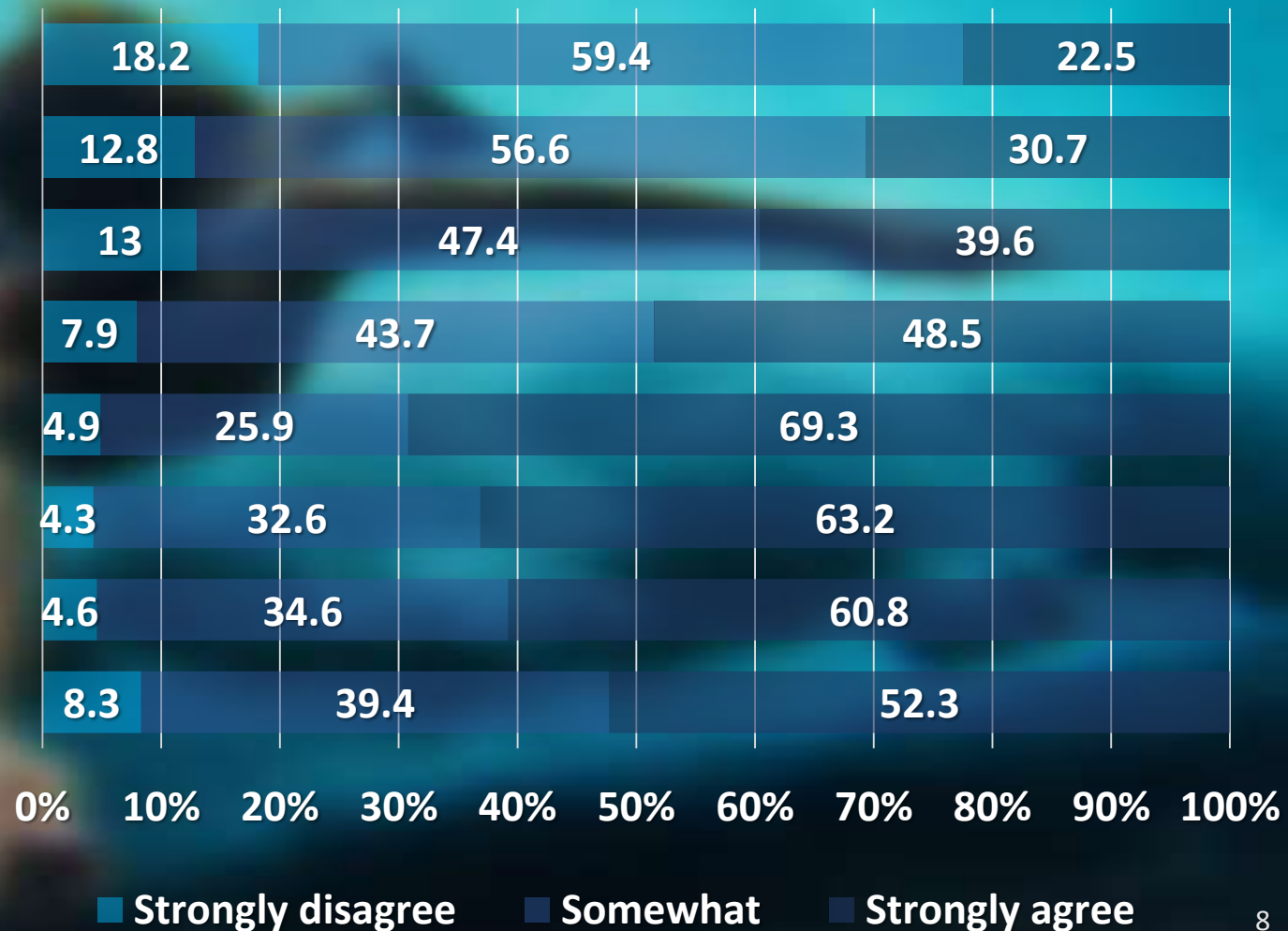
I want to try new energy technologies

Government should do more to conserve nature

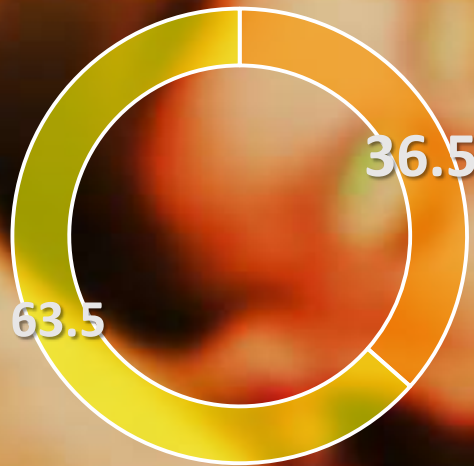
Environmental responsibility is part of education

I want my generation to do more to protect nature

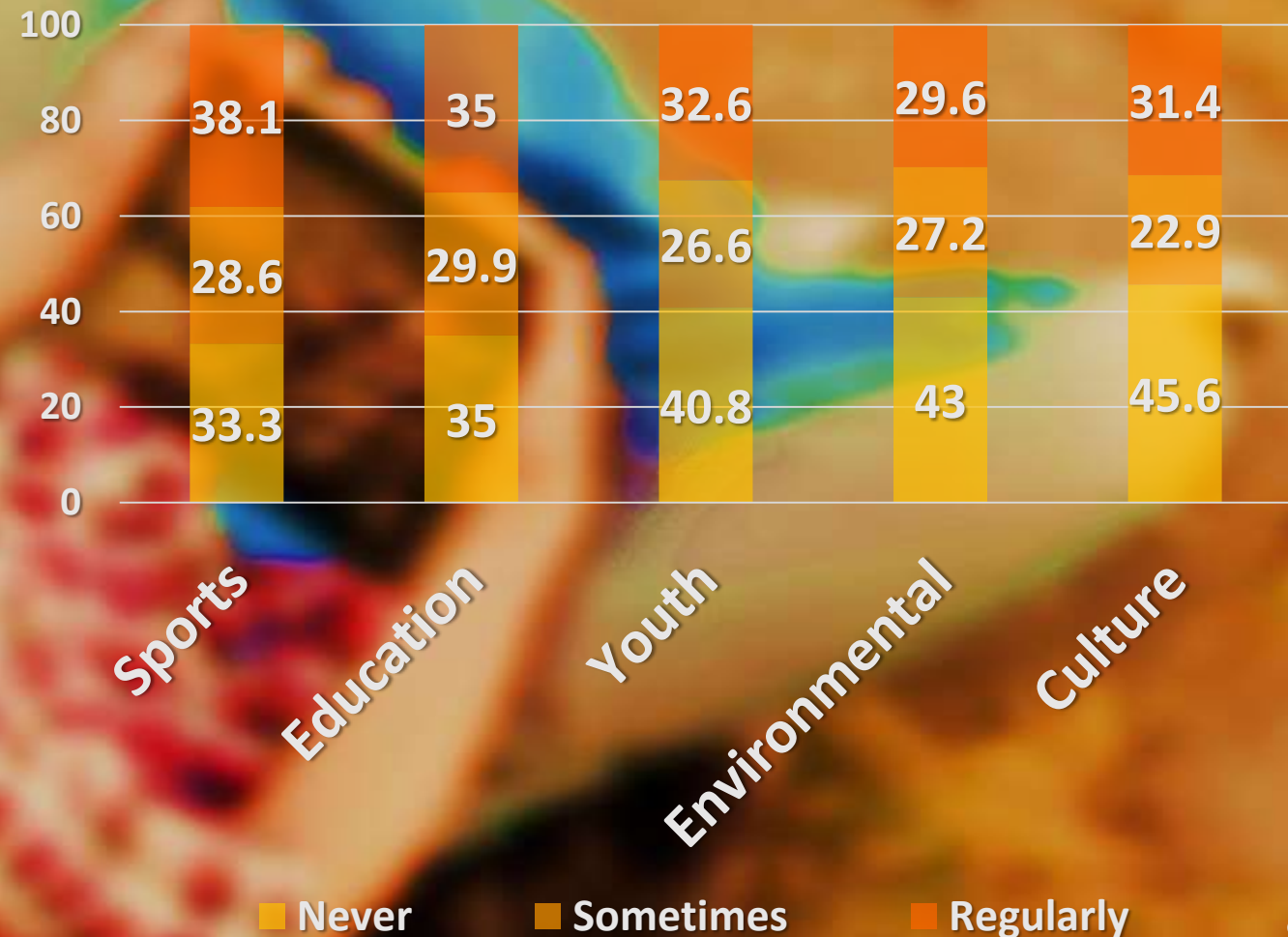
The quality of nature is important for development



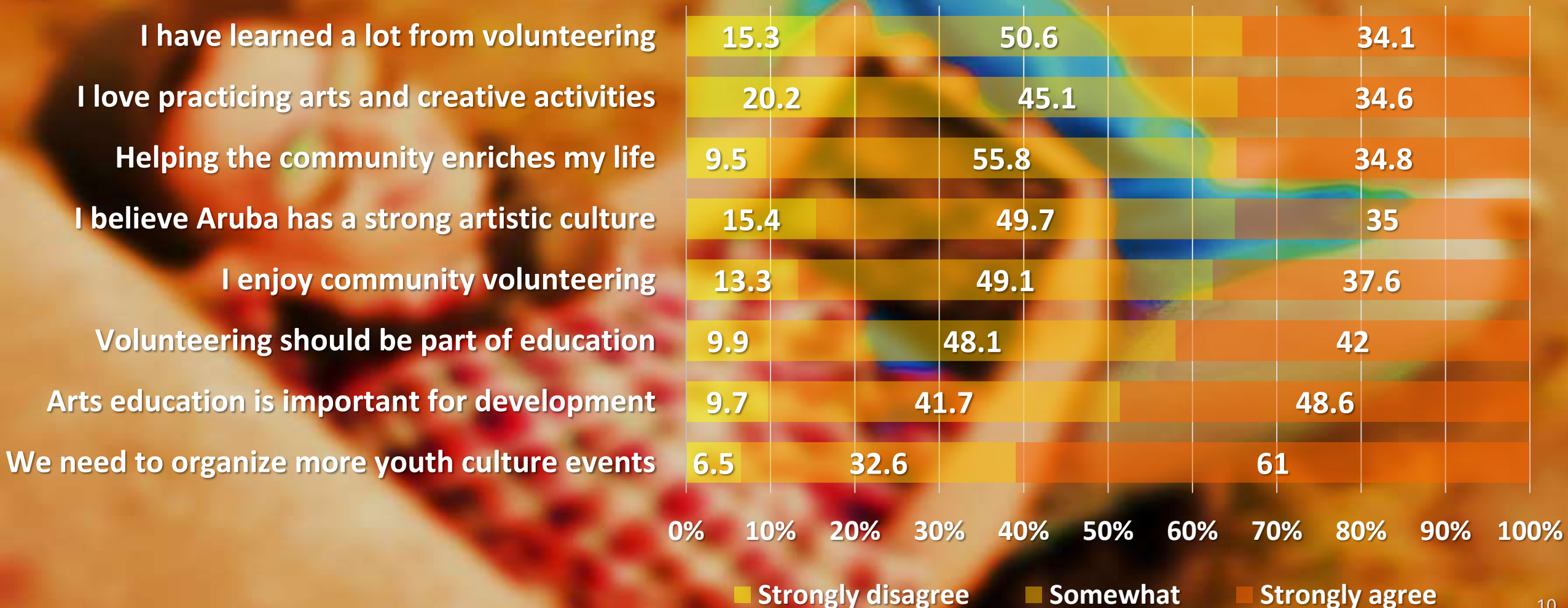
community & service engagement



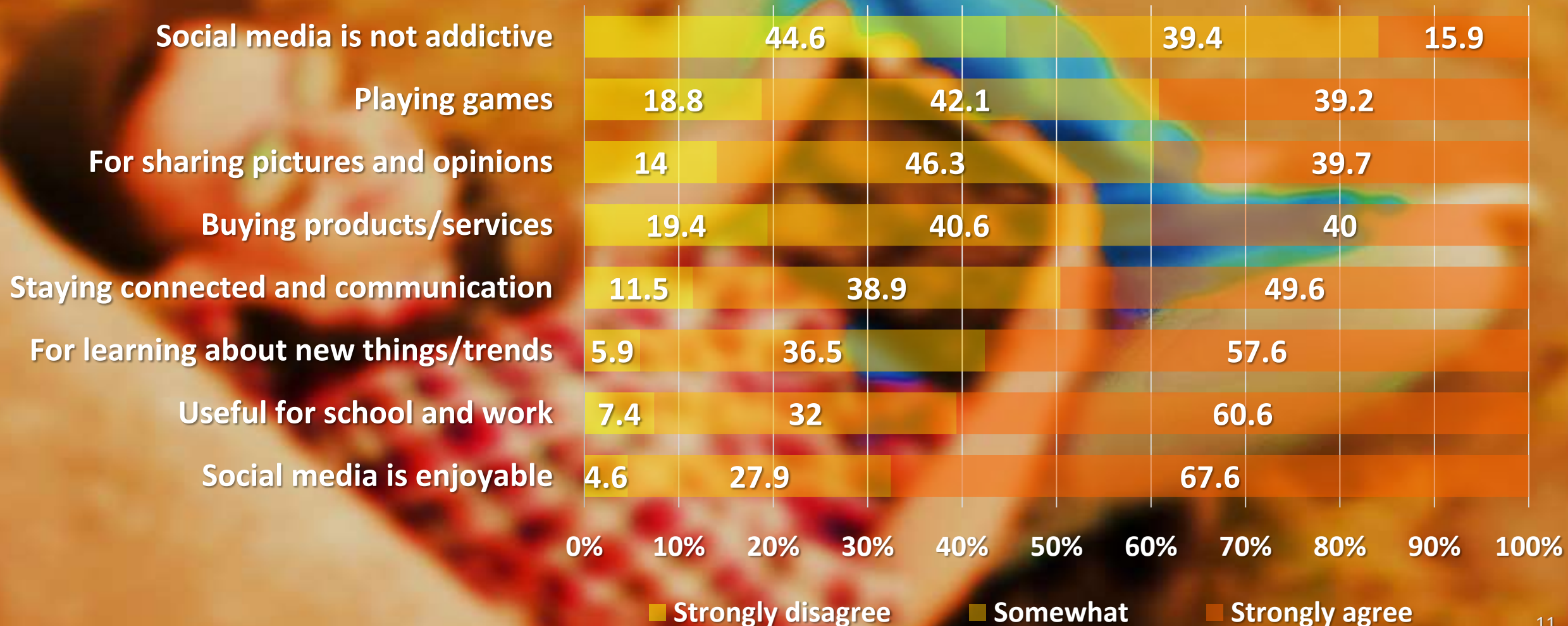
□ I am a member of a community foundation, youth organization or service club



experiences in civic engagement

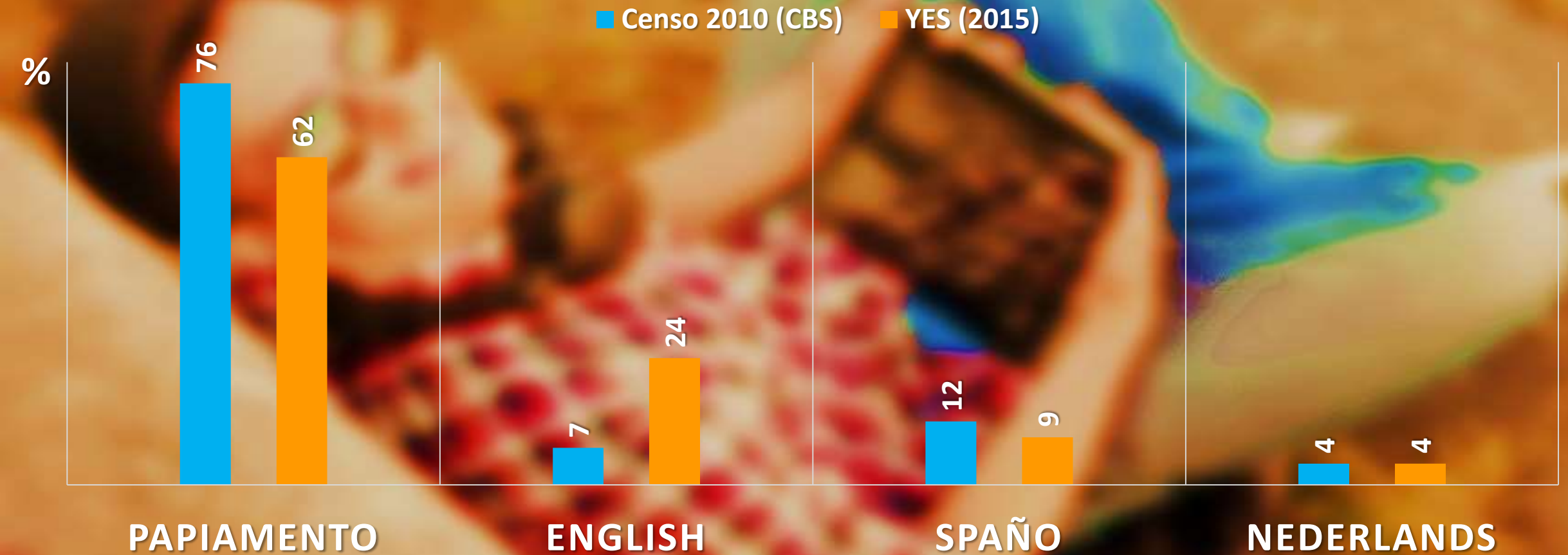


social media

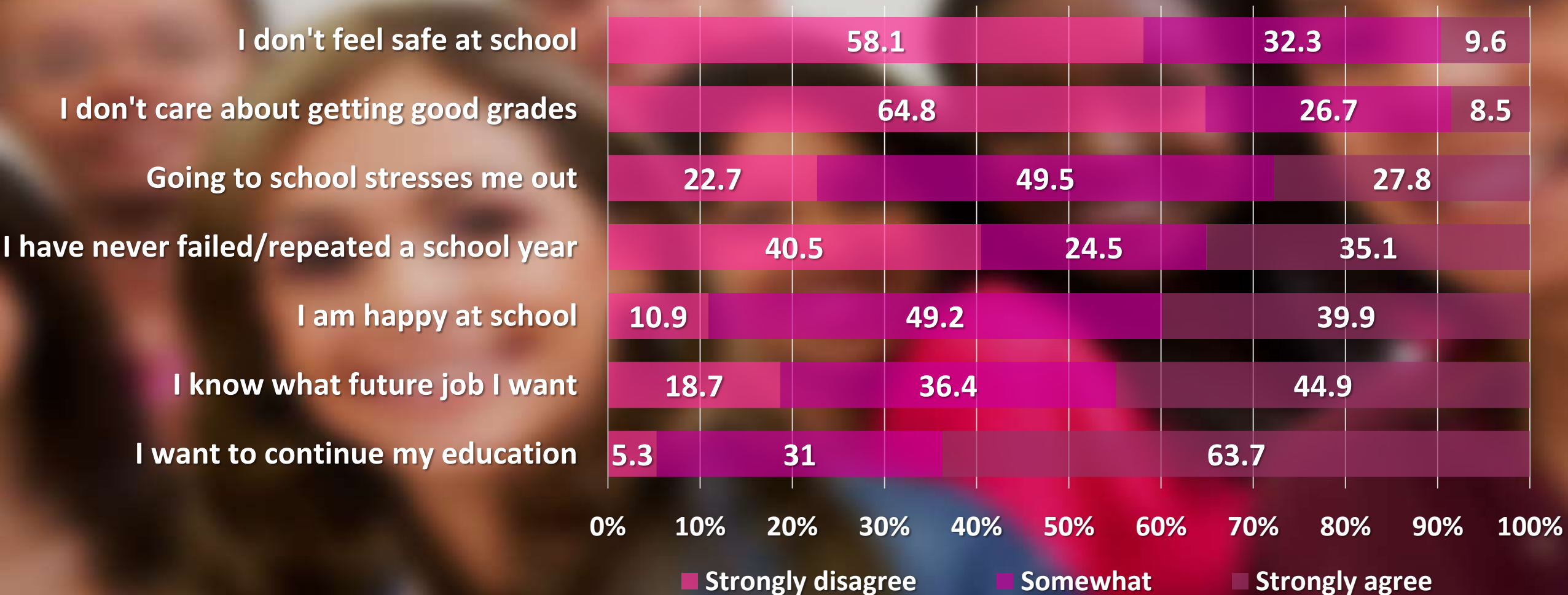


socio-linguistic shifts

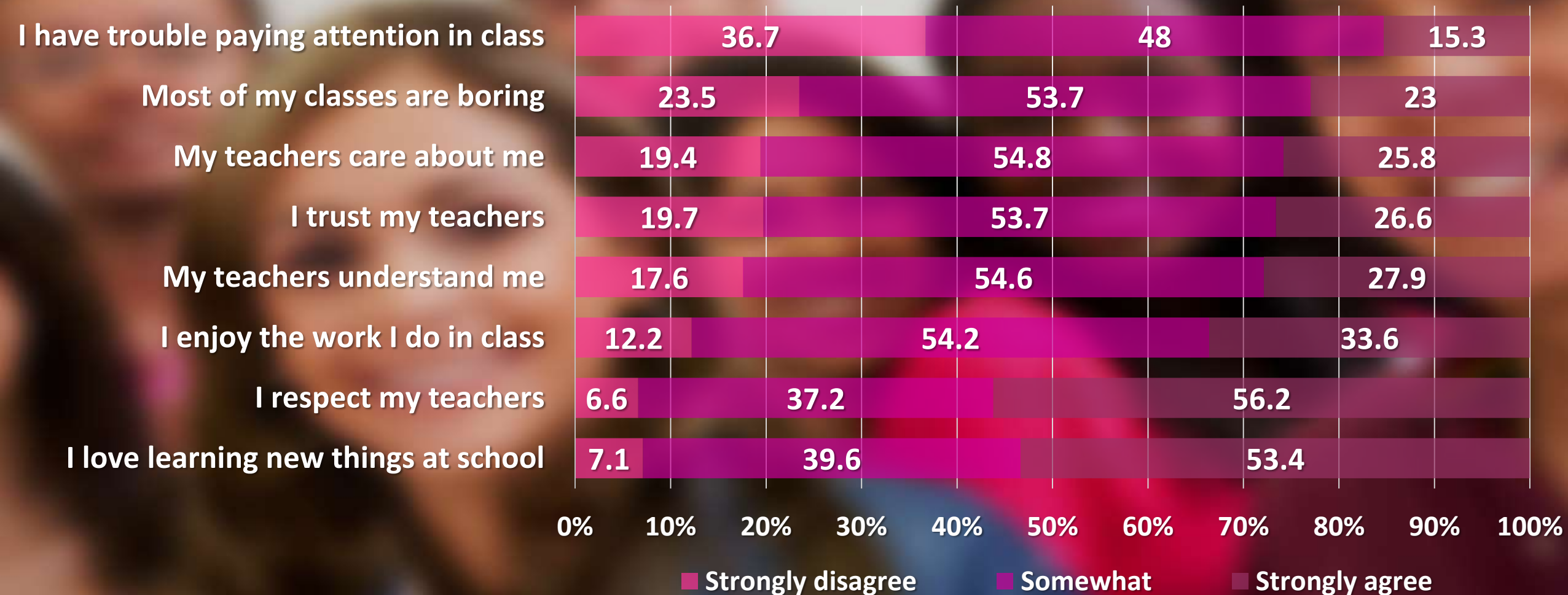
my favorite language is...



education & school



learning & teachers



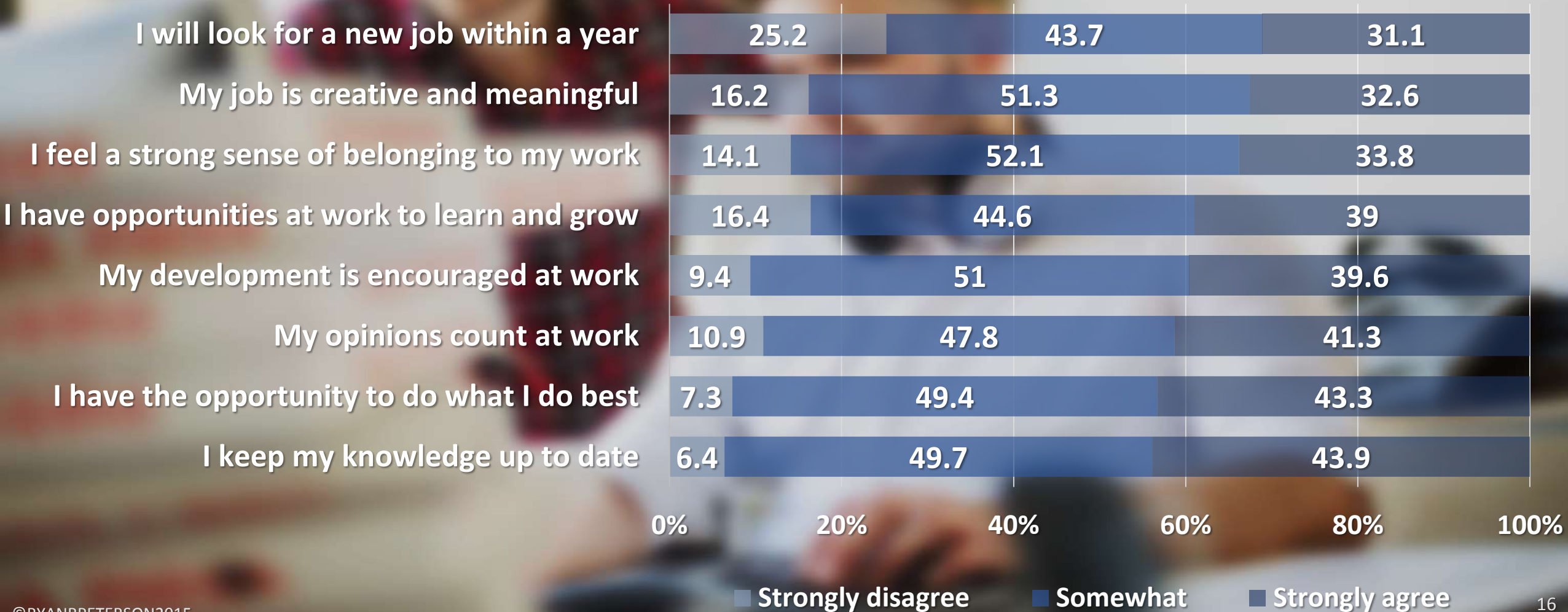
professional engagement crossing the workplace chasm

What matters most to me is...



competence & commitment

How engaging is your work...



conclusion – generational shift





thank
yOUth

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