



**CREATING  
THE FUTURE  
TOGETHER**



# CREATING THE FUTURE TOGETHER

The world-change we are experiencing creates a drastic lack of stability and loss of aim among the youngest, concerning the way they make their life choices both personally and professionally speaking. This lack of orientation is due to the poor knowledge of the job market logistics and not being aware of the most appealing trades, requested professions and the type of competences on which we must really invest to be truly considered.

It certainly is in this purpose that the Millennials Ambassadors Forum comes to life, in the terms of MAF: a sort of think tank, where the Ambassadors have a mentorship responsibility towards the up-coming generations, offering them their privileged point of view over the main trends that will characterize the future, thanks to their successful life experiences.

Inspired by the Sustainable Development Goals. SDGs. Aiming at creating a truly Sustainable Future, these 17 goals were presented by UN in the month of September 2015, providing Humanity with a totally new agenda, signed by government heads across the world, in which indeed we find a clear plan guaranteeing the whole world and its inhabitants a fair lifestyle once and for all.

The soon-coming 2030 is the year the UN picked to finally reach such goals, when the Millennials (born between 1980 – 2000) will be the adults of the moment with the world's future in their hands and able to directly influence it. Directly in these hands we pass the wheel, taking full responsibility for this courageous and ambitious act, which must then include the effort of every single body among us. It is for these reasons that today we do claim your attention and ask you to make this effort by creating the conditions for you to help the Young Generations to shape their world in order to live a better life. **Our tomorrow has to be focused on a new, bright purpose: shape a new generation of better adults, experiencing more freedom and with a better awareness of who they are and who they want to become. All this makes us the Ambassadors of the up-coming generations - the Millennials Ambassadors.**



- 01 NO POVERTY
- 02 ZERO HUNGER
- 03 GOOD HEALTH AND WELL-BEING
- 04 QUALITY EDUCATION
- 05 GENDER EQUALITY
- 06 CLEAN WATER AND SANITATION
- 07 AFFORDABLE AND CLEAN ENERGY

## 08 DECENT WORK AND ECONOMIC GROWTH

- 09 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

## MILLENNIALS AMBASSADORS

A platform of Top managers, influencers and institutional representatives, from the economic and cultural world, united by a common sense of **social responsibility** and desire of effectively contributing to **the new generations future** by offering their valuable vision of the main trends that will characterize the national and international scenarios (focusing on the market and professions), doing so from their privileged point of view, based on personal and successful experience.

## SCENARIO

The young boys and girls of Generation Y and Z are more educated than their parents and grandparents. They are more international, used to travelling, better English speakers as well as at ease with tech devices. Furthermore, they adapt more easily to the digital evolution of the economy, dictated by the **Fourth Industrial Revolution**.

Yet, their relationship with the market and professional evolution isn't easy. This is especially true for the **Millennials** who opened up to the professional market during a major crisis and were the first to feel the effects of a radical change of that system that guaranteed wealth, stability and security to the previous generations.

This epochal transition caused among the youngest ones a strong feeling of loss and insecurity, that reflects on their professional and personal life. A disorientation caused by **the lack of knowledge of the market's dynamics**: which are the leading industries, the most popular professions and the key skills required to really be competitive.

Hence the idea of reuniting some of the national and international most influential main characters at all levels, to become **Mentors** to the new generations and provide them, through the **storytelling**, with the information, techniques and instruments essentials to thoroughly understand the professional world and teach them how to better face it.

## MAIN GOALS

The focus of the experience is based on the creation of a **“social responsibility plan for the up-coming generations”**, including both national and international scenarios, in order for the most known stakeholders to influence and guide the whole young generation's future, including the professional, cultural and social aspect, with their thoughts and actions.

These influencers come not only from the political world but they are also chosen among entrepreneurs, managers, educators, media, institutional and company- related context. They all take part in the initiative as a group of «willing» companies, with great sense of social responsibility, willing to open their doors towards the youngest, to introduce them their companies and help them to find their bearings in an almost unknown world.

## OUTPUT

### A MILLENNIALS ENGAGEMENT HUB

The Creation of a **“Think Platform”** based on new generations and up-coming trends led by the Millennials Ambassadors.  
An ecosystem made up of all the stakeholders that are in contact with the youth world: companies, institutions, entrepreneurs, start-ups, innovation networks

### ANNUAL MILLENNIALS AMBASSADORS REPORT

A document of the vision and program on the Millennials' future, resulting from collection, analysis and “clear synthesis”, including quantity data coming from the most credited national and international sources and valuable experiences of the Millennials Ambassadors, as well as the most eminent worldwide influencers.

### YOUNG GENERATIONS' MEETINGS

Meet-up & Events focused on young generations. Debates where the Ambassadors together with important stakeholders and influencers will present the evolving scenario of the future share with the young generations their experience and vision through practical advises on how to successfully succeed. Therefore the Ambassadors give useful coordinates to successfully build a future, fulfilled with satisfactions and success, career-wise and much more.

## THE ADDED VALUE FOR THE YOUNG GENERATIONS

### THE AMBASSADOR'S GIVING

#### POINT OF VIEW

The Ambassador has a privileged point of view on the evolution of business and the future of work by which new generations can be guided and led facing their future

#### ATTENDING

The Ambassador actively take part in the events where young people are involved, challenging themselves by sharing values and ideas about the future of society

#### CHALLENGE

The Ambassador challenges young people to solve a social problem working together over a topic strictly connected within their organizational context

## THE ADDED VALUE FOR THE COMPANIES

#### CORPORATE SOCIAL RESPONSIBILITY

Solid commitment to an innovative project on career guidance to share and "give back" ones expertise to the new generations

#### INSTITUTIONAL REPUTATION

Active company brand involvement for national and institutional visibility

#### MEDIA COVERAGE

Presence on the main national media throughout the project, creating an opportunity to increase the reach of the company values and vision

#### FACE-TO-FACE & CONTEST

CEO, or other Top Manager, participation in the "Face to Face-moment" to interact with the young participants and answer their questions regarding the Sustainable Development Goals

CEO

#### EMPLOYER BRANDING

Convey the employer value proposition through an interactive experience and the involvement of thousands of young candidates through the events

#### EDUCATION

An opportunity for the HR team to experience Generational Diversity with Millennials and Gen Zers for professional and personal enrichment in line with the values of social responsibility

HR



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