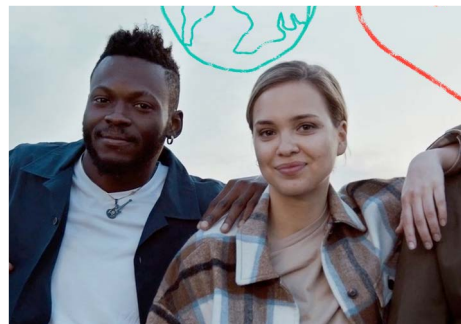
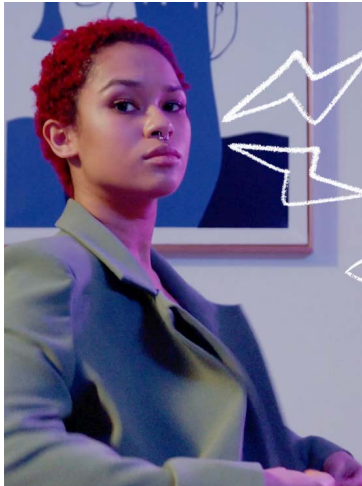


Solve for Tomorrow

REPORT

2022



SAMSUNG

FRYSHUSET

Young people on war and pandemic

When the first version of this report was to be published, a war broke out in Europe. At the same time, we are emerging from a global pandemic that has marked our lives for the past two years. To give young people an opportunity to make their voices heard in relation to current world events, here are the latest figures from a complementary survey of 2000 Nordic young people aged 16-25, showing their concerns and needs right now.



The threat of nuclear weapons worries

54%

Sweden 59%
Finland 50%
Norway 54%
Denmark 55%

War and conflict worry

47%

Sweden 70%
Finland 39%
Norway 39%
Denmark 40%

Misinformation worries

52%

Sweden 48%
Finland 53%
Norway 53%
Denmark 54%

49%

are worried that there will be war in their own country

Sweden 52%
Finland 54%
Norway 47%
Denmark 42%

32%

want to get involved in defence

Young men 41%
Young women 23%

50%

are concerned that other social issues are being de-prioritized by the war in Ukraine

Sweden 51%
Finland 49%
Norway 51%
Denmark 50%

47%

feel powerless

Sweden 57%
Finland 36%
Norway 49%
Denmark 47%

PANDEMIC

Covid-19 is no longer classified as a disease of public concern. What are young people in the Nordic countries most looking forward to now that restrictions have been eased?

Travel 50%
Meeting loved ones 37%
Going to events, games, concerts 32%

43%

are concerned about the corona pandemic

Sweden 36%
Finland 46%
Norway 45%
Denmark 45%

What do young people need to alleviate their anxiety linked to the war in Ukraine?

Go about your life as usual 68%
Get more information 66%
Discuss the current situation with others 60%
Do things that get one to think about other things 60%
Learn source criticism 58%
Donate money/supplies 51%
Prepare for an emergency 48%
Develop new ideas/projects 45%
Educate oneself/take a course 43%
Seek professional help 42%

44%

think that all Nordic countries should join NATO

Sweden 44%
Finland 37%
Norway 47%
Denmark 50%

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A word from Samsung and Fryshuset

Young people have a strong drive to create positive change in society. Whether concerning pandemics, climate and environment or mental health, young people want to get involved in shaping the future. While the will is there, it is not always so easy to know how to go about it or make your voice heard. This is the basis of Solve for Tomorrow and the collaboration between Fryshuset and Samsung Electronics Nordic. Together, we want to raise young people's voices and give them the tools to develop as individuals and thrive in a future of technology and digitization.

There is an obvious growing concern and frustration about the development of society among young people and they find it difficult to navigate in a world that is constantly and rapidly changing. This feeling knows no national boundaries but extends across the Nordic Region. To be part of the

Together, we want to raise young people's voices and give them the tools to develop as individuals and thrive in a future of technology and digitization.

solution, we have since 2018 worked to enable young people to have a stronger voice in the social debate. By providing young people with tools, knowledge and a Nordic platform for meeting and learning, we enable young people to transform concerns into action, to transform problems into innovative ideas for social development.

With the Solve for Tomorrow Report 2022 we want to highlight which issues young people find most important and engaging in Nordic society. We also want to give young people the opportunity to tell us if they feel they can make a difference, who is responsible and how they see the role of technology as a force for change. Through exciting

interviews with participants from Solve for Tomorrow 2021, experts in climate, mental health and technology, we hope to contribute knowledge and inspiration, but above all to provide clear insights and interesting perspectives on young people's views on societal development and the role of technology. With this report, we hope to contribute to creating an open and inclusive dialogue for and with young people in Norway, Sweden, Finland and Denmark.

Youth. Tech. Action.

Johan Oljeqvist, CEO, Fryshuset

Elin Wallberg, Brand and Corporate Citizenship Manager, Samsung Electronics Nordic



About Solve for Tomorrow

Samsung Solve for Tomorrow is an educational initiative that aims to empower future generations to reach their full potential and become change-makers who can create positive social change.

The aim is to increase young people's interest in STEM, innovation and sustainability in the Nordic countries and to reduce the distance to tech and show how to take a challenge, develop ideas, design prototypes and develop concrete solutions. The program is run in partnership with Hyper Island – a world-leading school of digital innovation and design-thinking.

Any young person aged 16–26 in Sweden, Denmark, Norway or

Finland has the opportunity to apply to Solve for Tomorrow free of charge. During the program, participants will have the opportunity to participate in interactive workshops, learning sessions and individual mentoring on tech, innovation and sustainability. Participants in Solve for Tomorrow will leave the experience with new cutting-edge knowledge, a diploma and access to the Hyper Islands network. The winner will receive €5000 and the runner-up €2500.

For more info: <https://www.samsung.com/se/solvefortomorrow/>

About Hyper Island

Hyper Island designs lifelong learning experiences for individuals

and organizations all over the world. Hyper Island is a school of higher education within the fields of digital communications and leadership, and a strategic partner to companies that want to transform their business or organizational culture. The company was founded in 1996 in a naval prison in Karlskrona, Sweden. Since its inception, Hyper Island has had more than 5000 graduates from around 40 countries. Today, Hyper Island is situated in New York, Singapore, São Paulo, London, Manchester, Stockholm, and Karlskrona, but also offers an extensive selection of distance and online options.

Read more on: www.hyperisland.com

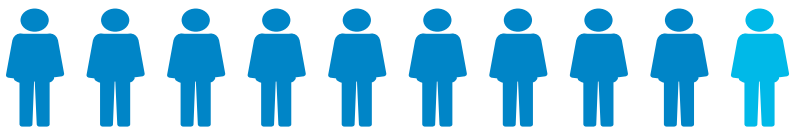
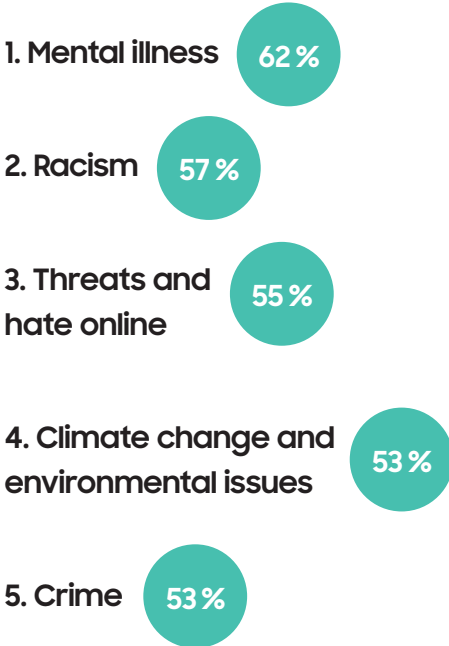


SAMSUNG

HYPER ISLAND

The perspective of Nordic youth

Young people's concerns



9 out of 10 believe that technology and digital innovation can solve major societal challenges.

52%

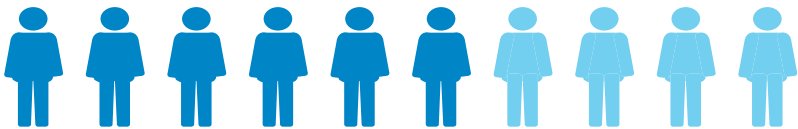
believe they have the power to influence the development of society by using available technology.

45%

believe they have the power to influence the development of society by getting involved in a political party.

63%

believe they have the opportunity to influence the development of society by voting.




6 out of 10 feel motivated to actively engage and influence society.

44%

believe they have the power to influence society by developing new technologies and services.





The survey shows that young women are generally more anxious than young men.

Summary

Poor mental health is at the top of young people's agenda

The survey shows that many young people are concerned that society is not prioritizing a range of issues. Most young people's concerns are related to mental health issues. 62% of young people in the Nordic countries say they are concerned about this development.

Concerns about racism, online threats and the climate

Racism is the second most common concern of young people in the Nordic countries. More than half (57%) are concerned about racism in society. Online threats and hate concern 55% of young people in

9 out of 10 young people in the Nordic countries believe that technology and digital innovation can help solve major societal challenges.

the Nordic Region. 53% say they are concerned that society is not prioritizing issues of climate change and environmental degradation.

Differences between countries

Sweden stands out in the survey with the most young people feeling anxious, at 6 out of 10. In contrast, Finnish young people feel the least anxiety, at a rate of 4 out of 10. In Norway and Denmark, this figure is

5 out of 10. The biggest difference among the Nordic countries is the fear that society will not prioritize crime issues. Almost 30% more Swedes (68%) than Finns (41%) say they are worried.

Youth feel strong motivation to change

While many young people experience anxiety, the survey shows that young people feel motivated to participate and influence

society. Mental health is the issue that most people are concerned about. 62% say they have motivation for change in this area. 61% say they feel motivated to actively engage and influence on issues related to gender equality and 59% on issues related to racism.

Voting: Best way to influence

The majority of young people in the Nordic countries (63%) believe that they have the opportunity to influence the development of society by voting. However, only 45% of the young people believe that it is possible to influence the development of society by getting involved in a political party.

High faith in tech

9 out of 10 young people in the Nordic Region believe that technology and digital innovation can help solve major societal challenges. In addition, the survey shows that more young people feel they have a greater opportunity to influence societal development by using technology rather than getting involved in politics. 1 in 2 young people (52%) say they have the opportunity to make an impact through technology already available. In addition, 44% believe that they have the opportunity to make an impact by developing new technologies and services.

More young women than young men are worried.

The survey shows that young women are generally more worried than young men. The biggest difference between the sexes is the fear that society does not prioritize mental health and gender issues. Mental illness worries 73% of young women, compared to 52% of young men. Among young men, 44% say they are concerned that society does not prioritise gender equality issues. Among young women, 60% say they have concerns about gender equality.



JOHANNA LINDQUIST
DIRECTOR OF BUSINESS DEVELOPMENT AT HYPER ISLAND

Johanna works at Hyper Island where she creates new program and partnerships. Here she answers some issues about education and creating social change.

Can you describe Hyper Island?

Hyper Island is an organisation that creates learning experiences for individuals and organisations that help them shape the future. We do this in the fields of design, tech and business.

Do we need to rethink how we educate young people in the future?

We definitely need to rethink how

we look at education in the future. With that said, old school education is not what we need today. We need to learn by doing, being given tools to use and influence how we behave. We also need to think about behavioral design and how to drive change. This is something young people need to learn early. This is what we are working on at Hyper Island and in the Solve for Tomorrow program. Participants don't just sit and listen, but instead they get tools, practice, fail, get back up, iterate, test and prototype, always with the problem they are trying to solve in focus. That is how we must learn in today's fast-paced society.

"By educating ourselves in different areas, we can get the tools we need to drive real change."

What are the strengths of Solve for Tomorrow?

The strength of Solve for Tomorrow is in empowering young people 16-25 in the Nordic Region to become agents of change through experiential learning. Through Solve for Tomorrow we create a safe learning environment where we support each other. We teach with a lot of different concrete tools, but most importantly we teach the participants about the importance of lifelong learning and we try to get them to understand that when they are uncomfortable, when they feel they don't know what they are doing, that's when they learn the most. That's when they're in their "stretch zone" and this is something to embrace, not fear.

In what ways can education be a tool for young people to deal with their worries?

Worrying is one of the most unproductive things you can do. At least if you don't manage to transform the anxiety and use it as a catalyst for action. By attending the Solve for Tomorrow program, or any other training focused on sustainability and how to drive positive change, hopefully the anxiety can be used as fuel to take the future into our

own hands. It is important to understand that we are not victims of what happens to us but that we can make a difference, we can change things. And by educating ourselves in different areas, we can get the tools we need to drive real change.

How important is it to involve young people in technology and digital transformation?

This is crucial because they are the future and they are also naturally more in tune with technology because they have lived with it all their lives. Tech will help solve major societal challenges in the future, there is no doubt about that. We can already see so many examples of innovative companies started by young people who have a desire to change society and are values-driven.

What's the best thing about working with young people?

When you see their confidence grow, the creativity and the light go on when they come up with something, those are the "wow" moments. Add to that all the unique, extraordinary things that the young participants have shown us during Solve for Tomorrow 2021. It's

absolutely amazing. It's outside the box, it's different and it humbles us to see that such young people can contribute so much.

"It is important to understand that we are not victims of what happens to us without being able to make a difference; we can change things."

Do you have any advice for young people who feel they want to make a positive impact in society?

Just do it! Sometimes it's easy to feel like we can't make a difference, but we can. And that just a small positive impact is better than doing nothing at all. Find out where you can make a difference. You can do whatever you want but you can't do everything, so find your space where you have your superpowers or where you want to grow and just go for it! And if you want support - apply to Solve for Tomorrow!



WORRY

Concerns about the development of society among young people are high. This report gives Nordic youth the opportunity to make their voices heard and tell us which issues they are concerned about that society is not prioritizing.

MOTIVATION

One way to deal with anxiety is to act on it, to turn it into a force for change.

Are the young people of the Nordic countries motivated to contribute to social change?

RESPONSIBILITY

Whose responsibility is it to create change and act on various societal challenges? The answer is not black and white, but Nordic youth tell us about their own responsibilities as well as those of others.

TECHNOLOGY

Young people growing up today do not know a world without technology. Technology is a natural part of their everyday lives and new technologies are developing at record speed. Here, young people share their views on the power of technology to positively impact society.

POSSIBILITY

One factor that greatly influences young people's well-being is the perceived opportunity to influence society and their own situation.

The report provides a picture of the different ways in which young people feel they have the opportunity to influence society.



"When I read about Solve for Tomorrow online, I knew right away that I could actually do something to help."



LOVISA WARG

WINNER, SOLVE FOR TOMORROW NORDICS 2021

Tell us about your winning idea

My idea is to create an app for people with autism, ADHD and/or ADD. The app will be a "safe space" where you can be yourself, chat with others, share tips and thoughts in a forum, and use a variety of tools that can make everyday life easier. These can include list functions, alarm and clock functions, ready-made "feeling cards" that you can show to your surroundings when it feels too difficult to talk, etc. The idea is that users should be able to use the app in a way that benefits them in the best possible way, because these diagnoses are really not "one size fits all".

How did you come up with your idea? What inspired you?

In February 2019, I was diagnosed with level 1 autism, which used to

be called Asperger's Syndrome. I also have friends with different neuropsychiatric disabilities. There are a lot of us who don't get the support we need. After I got my diagnosis officially on paper, I had to wait for over two years to get any support at all. I'll probably never get the support I really need either, as the worries my diagnosis causes are not noticeable enough. I have lectured about my diagnosis at school and at a health theme week, which has allowed me to gather knowledge about these diagnoses. When I read about Solve for Tomorrow online, I immediately realised that I could actually do something to help and create positive change for others in the same situation and signed up straight away.

What do you take away from your experience with SFT?

I take away an incredible amount. I can't believe that with the help of Samsung and Hyper Island, I will be able to turn my idea into reality. As if that weren't enough, I've gotten to know a lot of amazing people that I most likely wouldn't have met otherwise. I have learned a lot of important things that I will definitely use later in life. I also learned about discipline and prioritizing work and studies, because I won't hide it, it was a lot of work but it was really worth it.

Which social issue do you feel most concerned that society is not prioritizing?

There are many challenges in society that I find deeply worrying, but I would have to say fake news and disinformation.

Why do you feel anxious about it?

For us to live in a stable democratic society, it is important that we can easily distinguish between fact, opinion and fiction. With today's digital tools, it is very easy to manipulate information that can be disseminated to large audiences. If we want to try to work on and address issues related to climate, crime, gender equality, economic gaps, unemployment, physical health, schools and education, online threats and hate, integration and racism, etc., it must be based on knowledge and trust. This becomes almost impossible if fake news and misinformation become prevalent in society.

You are absolutely right, Lovisa!

What do you think society or different stakeholders in society should do to improve this?

I have often seen things spread on social media and other sites that are simply wrong. Many people may be careless in checking sources before disseminating information, but it may also be that some spread misinformation on purpose. In many cases, this can lead to the same inaccurate content being seen and heard by many people on a global level. I think it is extremely important to inform about the importance of source-checking and how to do it in the best way. That would at least reduce the risk of inadvertently spreading fake news and misinformation.

The survey shows that 7 out of 10 Nordic youth are concerned that society does not prioritise mental health issues, what do you think about that?

It is concerning. That so many people feel the same concern should indicate that it is a major problem in today's society. A natural conclusion is that society must respond to these concerns by allocating the necessary resources. In my opinion, there is room for improvement in this regard.

Do you have any advice for other young people who want to turn a problem or concern into an idea?

The most important thing is to choose something you are passionate about. Then it's a good idea to find out as much as you can about the subject you have chosen. Knowledge should be gathered, but also the experience of other

people. I also recommend signing up to some good project such as Solve For Tomorrow, where, for example, you get to know other young people who also want to turn a problem or concern into a solvable idea. You can support each other and make suggestions. Through Solve for Tomorrow, you also come into contact with people who work in these industries, whom you can really use when working

"It feels completely inconceivable that with the help of Samsung and Hyper Island, I will be able to transform my idea into reality."

on your idea. I mentioned before that it's important to choose something you're passionate about. The reason is that it will require hard work and commitment from you over a long period of time. In my opinion, it feels much easier if you have chosen something that is close to your heart.

Nordic young people are concerned about mental illness in society and feel that the issue is being given priority.

Young people's concerns

Young people in the Nordic countries are very worried about the future. To reduce young people's anxiety, we need to give them the tools to stand strong and drive change in a rapidly changing world.

Nordic youth are concerned about mental health and feel that the issue is not being given priority.

Young people in the Nordic countries think mental health is the most important issue

62% say they are concerned that society does not prioritise mental health issues. This means that the issue tops the list of what most

More than half, are concerned about racism in society.

young people are worried about in all the Nordic countries. Among Swedish youth, the statistics stand out. 70% of Swedes say they are concerned that society does not prioritise mental health issues. The corresponding figure in Denmark is 64%, while in Norway and Finland it is 60% and 55%, respectively.

Racism ranks second among the most worrying for young people in the Nordic Region

Racism is the second most common

concern of young people in the Nordic countries. More than half, 57%, are concerned about racism in society. In this question, too, most Swedes and the least number of Finns say they are concerned. 63% of Swedes say they are concerned that society does not prioritise issues related to racism. In Finland it is 45%. In Denmark, 60% and in Norway 58% say they have concerns related to racism.

Insecurity online concerns youth

Society does not prioritise issues related to online threats and hate, according to 55% of Nordic youth. Concerns about online threats and hate are considered relatively similar across the Nordic countries, but once again Finland stands out as the country where the least number of young people say they are concerned. 49% of Finns say this, 58% in both Denmark and Sweden and 55% in Norway.

The survey shows that it is mainly young women who are concerned about online threats and hate. Concerns over online threats and hate are registered by 64% of young women and 47% of young men.

Fourth place: Climate and environment

The climate comes fourth in the list of issues that most young people are concerned about: 53.4% say they

are concerned about climate change and environmental degradation. Once again, most Swedes are concerned, at 58%. In Norway 53%, in Finland 52% and in Denmark only 43% say they are concerned that society does not prioritise climate issues.

Finnish young people least worried -- Swedes the most worried

The survey shows that there is a clear difference in the levels of concern among young people in the different countries. Finnish youth are the least worried while Swedes are the most worried. Concerns about various social problems are indicated by 6 out of 10 young Swedes, compared to 4 out of 10 young Finns. In Norway and Denmark, this figure corresponds to around half of young people.

YOUNG PEOPLE'S CONCERNS IN NUMBERS

1. Mental illness 62%

2. Racism 57%

3. Threats and hate online 55%

4. Climate change and environmental issues 53%

5. Crime 53%



YOUNG PEOPLE'S CONCERNS

Young women		Young men	
Mental illness	73%	Mental illness	52%
Racism	65%	School and education	49%
Threats and hate online	64%	Unemployment	49%
Gender equality	60%	Crime	49%
Climate change and environmental issues	59%	Racism	48%

Fear of crime stands out in Sweden.

The main difference among the countries is the fear that society does not prioritise crime. Almost 30% more Swedes say they are worried about crime than Finns. As many as 68% of Swedes say they are worried about crime, while only 41% of Finns say the same. In Denmark and Norway, 51% say so. On this question, too, young women are more concerned (58%) than are young men (49%).

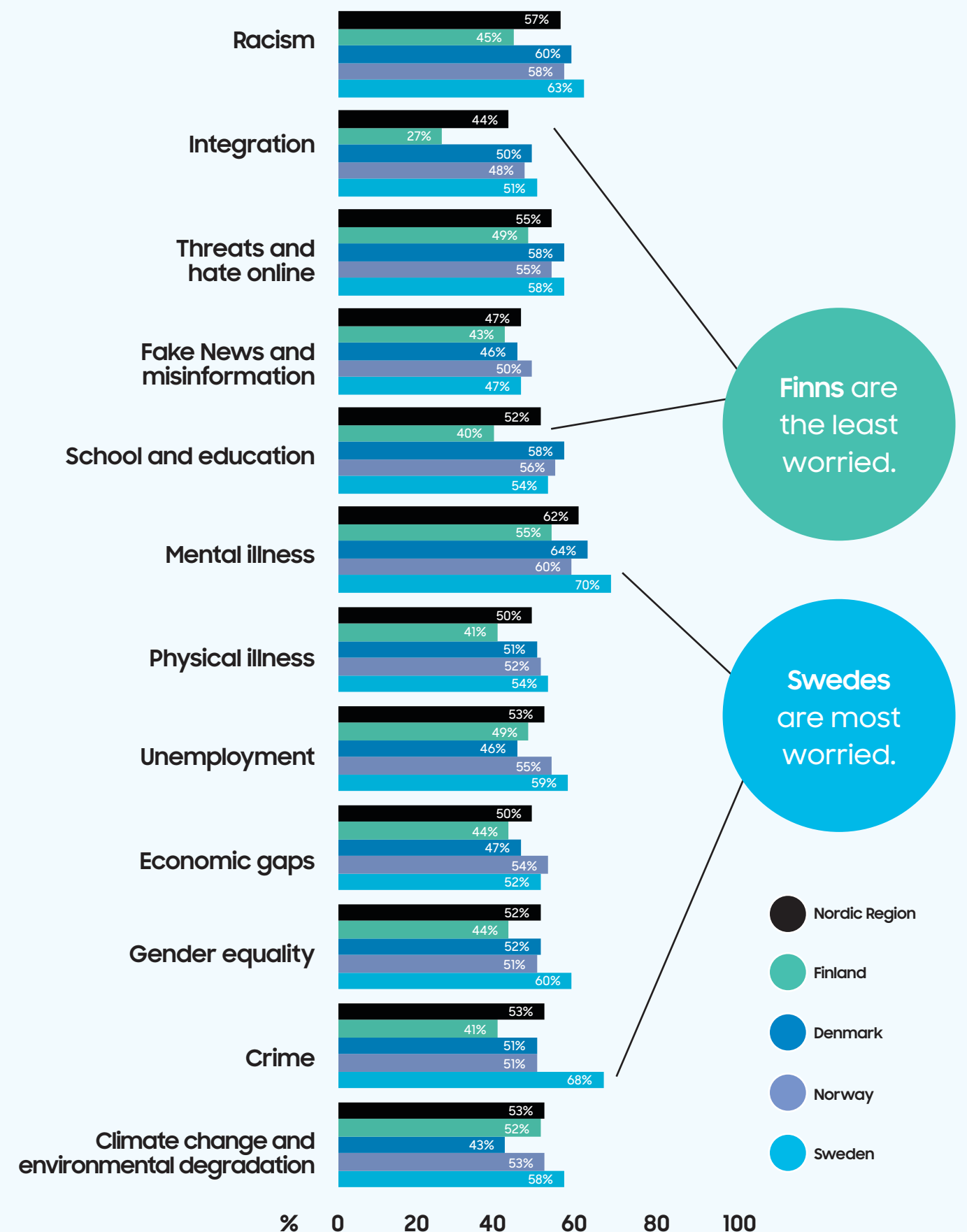
More young women than young men feel anxious

The survey shows that young women are generally more anxious than young men. The biggest difference between the sexes is the fear that society does not prioritise mental health and gender issues. 60% of young women say they have concerns about gender equality. Among young men, 44% say the same. Society's lack of priority on gender equality is the issue that worries young men the least.

When comparing young men and young women, mental illness tops the list of what most young men and young women feel anxious about. 73% of young women say they feel anxious about mental health. Among young men, 52% say the same.

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

I am concerned that society does not prioritise issues related to ...





"We have long seen that young people feel that the adult world shies away from talking about mental health issues."

SELENE CORTES

MANAGER, YOUNG PEOPLE'S MENTAL HEALTH AT MIND

If you want to know what young people think and need with regard to mental health, Selene is the one to ask. She has many years of experience of working with a focus on young people and mental health. Now let's find out what she thinks about the survey results.

You work at Mind, what kind of organisation is it?

Mind works on mental health through knowledge dissemination, advocacy and compassionate support. We work broadly on prevention and promotion to

spread knowledge about mental health and increase mental well-being. The Suicide Line is our largest support line in terms of reactive support activities, with over 80,000 support calls received last year (2021).

Mental health among young people has been a hot topic for quite some time now. How have you seen the issue has changed over time?

On the one hand, there has been a marked increase in openness about mental illness, especially among young people. That's a big difference compared to older generations. Not so long ago, most things related to mental illness were something that involved a lot of shame and had to be kept within

the family as long as possible. Furthermore, interest in mental health and illness is really starting to grow in more areas of society and we are seeing a considerable increase in media coverage of the subject. Finally, it is not news that young people's self-rated mental illness has increased rapidly over the last few years and unfortunately, we are likely to see a lot of ripples after the pandemic and now the situation in Ukraine. The generations that are young now are the first in many years to live in an era where both the future and the present are threatened. Of course, it affects how they feel and their thoughts and feelings about the future.

Mental illness tops all Nordic countries' lists of what most young people are concerned that society does not prioritize. 62% say so. What are your thoughts on that?

That we have younger generations who are much wiser than the older ones in many ways. This is a reasonable and justified concern. Mental illness is one of the biggest societal challenges of our time. Depression is predicted by WHO to be the biggest global disease burden by 2030.

But I also think there's a lot of hopefulness in this. The generations growing up now have mental illness high on the agenda. This bodes well for the future. This is of course of little help to those who are concerned now, but hopefully these figures will put pressure on the adult world in various constellations to actually start both prioritizing and acting on mental health and physical health issues.

Whose responsibility do you think it is to solve society's challenges related to mental illness?

The rather sad answer is that it is everyone's responsibility. The state has a responsibility to ensure, for

example, that there is good and accessible care for those who need it and that mental health knowledge is available and prioritized. Adults have a responsibility to create contexts where it is possible to talk about feelings and emotions, to create safe spaces where individuals can be and be seen for who they are. Adults also have a shared responsibility to see, catch and respond to any child they suspect is not well. Adults have a responsibility to learn about mental health. We have long seen that young people feel that the adult world shies away from talking about mental health issues. This leaves them largely alone with tough feelings and thoughts. Adults need to get over that fear of touch. Knowledge is the way there. But young people also have a responsibility. Their responsibility is to take in knowledge about mental health and, above all, to try to apply it to themselves. People who learn to put into words how they think and feel also become better at meeting others. They get more empathy. Mental illness has long been something no one wants to know about, but it's important that we try to understand ourselves. If we do that, we'll be better equipped to face life when it's tough.

More young women than young men are concerned that society does not prioritize mental health. What are your thoughts on that?

That I am not surprised. Young women's self-reported mental health has long been worse than young men's. What is interesting here is that young men are also over-represented in suicide statistics. Young women are generally more likely to talk to each other about their feelings and well-being than young men. These conversations reduce anxiety and make us better

and better at finding words for what we are feeling and experiencing. And this kind of conversation is very much a matter of practice.

Do you have any advice for young people who are concerned that society does not prioritize mental health?

To never stop demanding action from the adult world, to take in all the knowledge they can about mental illness in general and to try to know themselves as well as they can and learn to put words to what they feel. Knowledge is always power, and more knowledge brings a greater sense of understanding and control, which is important for all people. Finally, to dig where they stand. Talking about it, as much as they can, those who dare and have

"It is important that we try to understand ourselves. If we do that we are better equipped to take on life when it is hard."

the strength. In all kinds of contexts. It will be very valuable for their fellow sisters and brothers who are not yet able, willing or able to raise their voices. But the more people who talk about it, and the more they talk about it, the more topical the issue will become, while helping to create contexts in which the shame and stigma associated with mental illness is reduced.

Need more help?

Call Mind on 90101 or visit mind.se



Young people's motivation to change

Commitment among young people in the Nordic countries is high. While many feel anxious, many feel motivated to actually do something about the challenges and contribute to the development of society.

In general, Finns are most motivated to get actively involved. 7 out of 10 Finnish youth say they feel motivated to get involved. In the other Nordic countries, it is around 6 out of 10. The country with the lowest proportion of young people reporting that they feel motivated to get involved is Denmark. But the differences between countries are not very great.

Mental illness engages young people
Mental illness is the social issue that most young people feel concerned about, according to the survey, and

it is also the issue that most young people in the Nordic countries feel motivated to get actively involved in. Fully 62% of young people aged 16–25 in the Nordic Region feel motivated to get involved in the issue. In Sweden, as many as 68% say they feel motivated to get actively involved and have an impact on mental health, while the corresponding figure for Finnish young people is 64%. Among Norwegian youth, the figure is 60%, and among Danes 57%.

Motivation to take action on mental health issues tops the list in all countries except Finland, where most people say they feel motivated to get involved in gender equality issues, closely followed by schooling and education, and mental illness only comes in third.

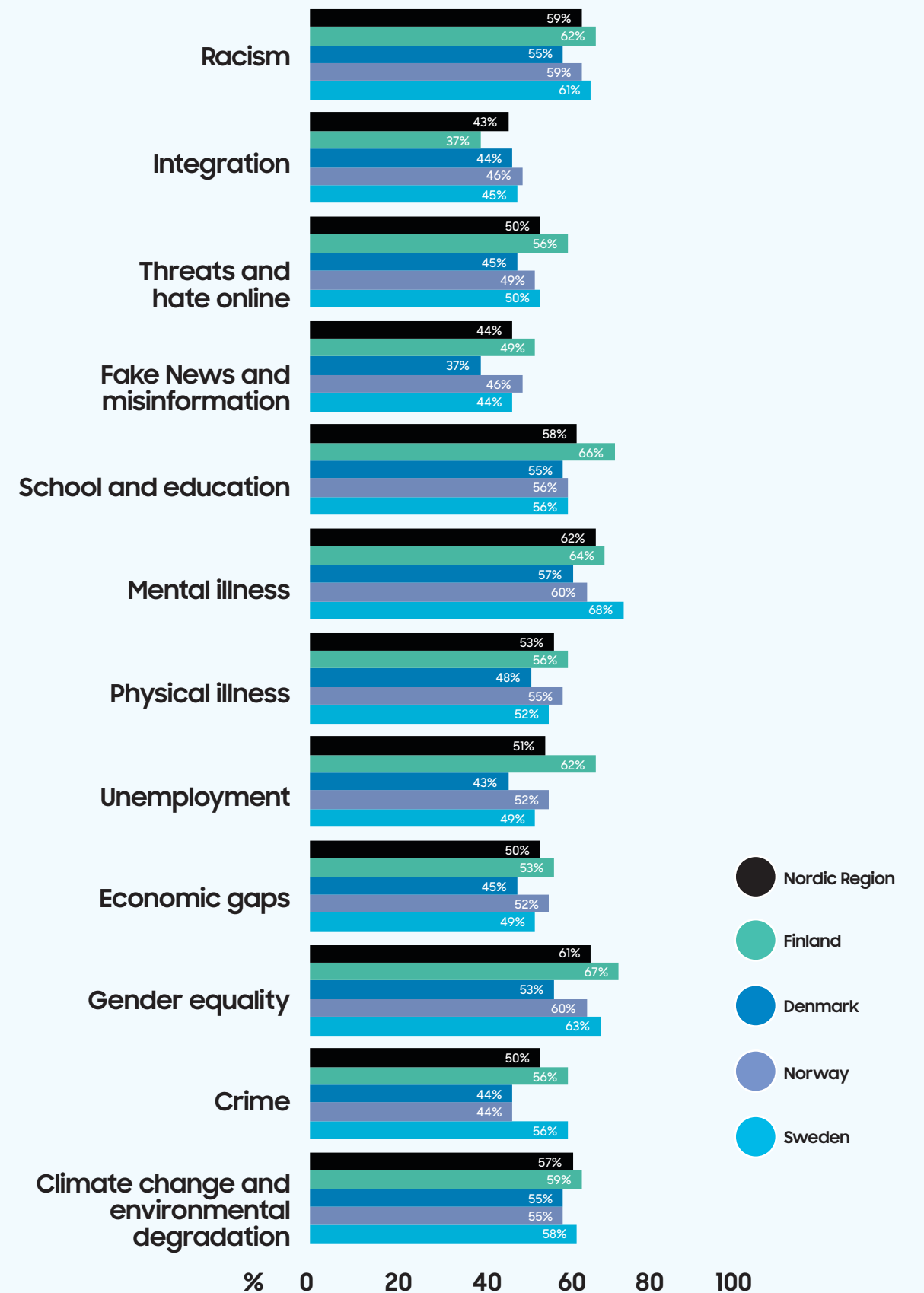
6 out of 10 young people feel motivated with regard to mental illness

Finnish youth say they want to be actively involved in gender equality issues, at a rate of 67%. In Sweden, 63% say the same and in Norway 60%. In Denmark, 53% say they feel motivated to get involved in gender equality issues, a full 14 percentage points fewer than among Finns.

The climate crisis motivates
In the Nordic countries, 53% of youth say they are concerned that society does not prioritise issues on climate change and environmental

HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

I feel motivated to get actively involved and, in this way, help to influence issues concerning ...



More young people feel motivation, as opposed to worry, with respect to the climate. Of them, 57% feel motivated to get involved in climate issues.

MOTIVATION TO GET INVOLVED

Young women		Young men	
Mental illness	72%	School and education	55%
Gender equality	70%	Mental illness	54%
Racism	67%	Unemployment	52%
Climate	62%	Physical illness	52%
School/education	62%	Climate change and environmental issues	51%
Threats and hate online	55%		

Motivation in numbers

- 1. Mental illness 62%
- 2. Gender equality 61%
- 3. Racism 59%
- 4. School and education 58%
- 5. Climate change and environmental issues 57%

degradation. But more young people (57%) say they feel motivated to get involved in climate issues. The most motivated are found in Finland, where 59% say they feel motivated to get involved. This is closely followed by Sweden with 58%. In both Norway and Denmark, 55% say they feel motivated to change.

Motivation to solve crime
Half of young people in the Nordic countries feel motivated to get involved in the fight against crime. However, only 41% of Finnish youth (the lowest figure in the Nordic countries) feel anxious believe

that society does not prioritize crime-related issues, but 56% feel motivated to be involved in change related to the issue, the same figure as among Swedish youth, but the proportion of them who feel worried about crime was significantly higher than among the Finns (68%).

In Denmark and Norway, 44% say they feel motivated to get actively involved and influence issues related to crime.

Motivation to counter racism
Young people's motivation to get involved in issues related to racism shows figures similar to those for

crime. Only 45% of Finnish youth say they feel anxious about racism (the lowest figure in the Nordic countries), but as many as 62% say they feel motivated to get involved in the issue. In Sweden, the motivation rate is 61%, in Norway 59% and in Denmark 55%. Overall, 59% of young people in the Nordic Region say they feel motivated to take action against racism.

Young women more motivated than young men
In general, young women are more motivated to get involved than young men. Mental illness is the

topic where most young women say they feel motivated to take action for change, at a rate of 72%. Among young men, mental illness comes second at 54%. Most young men say they are motivated to get involved in improving schools and education, at a rate of 55%. The corresponding figure for young women is 62%.

A portrait of Johan Kuylenstierna, a middle-aged man with grey hair and a slight smile, wearing a blue jacket. The background is a blurred outdoor setting with trees and rocks.

"Young people should feel 100% that they can contribute and that there are many different ways to contribute."

JOHAN KUYLENSTIERNA

ONE OF SWEDEN'S FOREMOST CLIMATE EXPERTS

Johan is chairman of the Climate Policy Council and he is also visiting professor and vice-chancellor for sustainable development at Stockholm University. His unique ability to make the complicated understandable and give us a positive view of the transition we are facing makes him an immensely popular lecturer and expert on TV4. Here he answers some questions about young people and the climate.

What are you passionate about?

I am passionate about increasing people's understanding and interest in the fact that the transition

we are facing is very much about positive societal development. The end result is not just about reducing our climate impact, but building robust, resilient and fundamentally better societies at the same time. I am passionate about turning the often dystopian and pessimistic view of the future into a willingness to engage and act, and in doing so to create a stronger belief in the future. All the building blocks for solutions exist today. It's up to us to drive the development forward and if we do that, there is really a lot of potential.

You've been working on climate issues for a long time. How do you perceive young people's involvement in the issue today compared to when you started?

I know that a strong environmental commitment has actually existed for quite a long time and that one

should be a little careful in assuming that today's generation is much more committed than previous generations. On the other hand, it is the climate issue that engages many young people today. Climate change is also an environmental issue that is strongly linked to societal transformation. This may mean that the engagement seen among young people today is partly different from before, as it tends to be more system-critical. Another major difference compared to the past is the mental health problems experienced by young people linked to the climate. It adds another dimension.

You are talking about young people's climate anxiety and the survey shows that 53% are worried that society does not prioritise the climate and the environment. What are your thoughts on that figure?

I'm not surprised at all. I can certainly understand that. There is definitely legitimacy in thinking that politics, business and other powerful actors have been too slow to act, because these are issues that we have known about for quite some time from a scientific perspective. At the same time, it is very complex to achieve a profound societal transformation. If pro-change is driven too quickly, there is a greater risk of backlash and we risk ending up in a situation where what needs to be done is even slower. It is important to be both tactical and pragmatic. But when you are young and committed, you see the issues very much as "here and now". And the young driving force is important in creating pressure for change.

Whose responsibility is it then to solve the climate and environmental challenges?

I am often asked where the responsibility lies and the answer is that the responsibility lies with all of us, but in different ways and with different

weight and responsibility. It's about an interaction. We are all, from individuals up to large companies and states, part of the system we call society.

9 out of 10 youth see technology and innovation as solutions to serious societal problems. How do you see the role of technology?

Technology will be extremely important but technology itself is not always the answer. Technology becomes what we humans use it for and how we develop it. However, I am optimistic in this particular context. As for the climate crisis, the problem of greenhouse gas emissions can be solved relatively quickly with the help of new technologies. What is more challenging going forward is the need for investment and what even these kinds of new technologies will require in terms of natural resources. This can lead to other types of environmental problems. Therefore, a broad systems approach must be taken when looking at the role that technologies can play in solving the challenges and how to deal with the new problems that arise. The solutions often lie in combining new technologies with increased resource efficiency and behavioral change.

How can we help young people increase their belief that they can be part of driving positive change?

By encouraging, showing that it is possible and that their commitment makes a difference. It's about showing good examples and role models for young people, but above all it's about meeting and affirming their commitment. As an adult, you should perhaps not primarily respond to young people's fears and dystopian thoughts with the same rhetoric. Instead, we have a responsibility to see and take our young people's concerns seriously,

but it is also our responsibility to turn those concerns into a positive force for change. Young people should feel 100% that they can contribute and that there are many different ways to contribute.

"It's up to us, ourselves, to drive development forward and if we do, there is really as much potential as possible."

Have you got any tips for that young person who wants to get involved but doesn't quite know how?

If you want to get involved, you should do what you enjoy. If you feel you want to demonstrate, do it! If you feel you want to go to university, do it! Don't feel that you should get involved in climate change in a way that doesn't also mean that what you are doing feels right and proper to you. Let your passion guide you!

Do you have anything else you want to say before we say thank you and say goodbye?

Young people today come out to a society and business community where almost everyone is completely on board when it comes to climate and environmental issues needing to be addressed. If you go back 10 years, for example, there was hardly a single CEO who even talked about the climate issue. There has been a big change in the whole society. Young people face a society where there is a real power and will to change and they are an important part of this. It's an exciting job market to get into, so get involved and become the leaders of the future!



Young people mainly believe that it is the responsibility of politicians to solve climate challenges.

Who is responsible?

Young people in the Nordic countries believe that it is primarily the responsibility of politicians, authorities and the media to solve many of the challenges facing society today. It is not the responsibility of a single actor but requires interaction.

Young people mainly believe that it is the responsibility of politicians, authorities and the media to solve the biggest challenges facing society today. Young people believe that politicians have the greatest responsibility to solve challenges such as climate change and environmental degradation, gender equality, economic gaps, unemployment, schools and education and integration. The responsibility of the authorities, according to Nordic Youth, is to solve the challenges of crime, physical and mental health. The media has the primary responsibility to address challenges related to fake news and misinformation, online

threats and hate, and racism.

The climate crisis & politicians' responsibility

In the Nordic Region, 59% of young people believe that it is the responsibility of politicians to solve the societal challenges of climate change and environmental degradation. As many as 66% of Finnish young people believe that it is the responsibility of politicians, while the corresponding figure is 57% in Sweden and 50% in both Norway and Denmark. At the same time, 44% believe that it is the responsibility of the authorities to solve social challenges related to the climate: 40% say it is the responsibility of companies; 36% say it is the responsibility of the media; and 33% think it is their responsibility.

Young people take responsibility for racism

Young people feel most responsible for solving challenges related to racism (34%). In Denmark, the figure is slightly lower (27%), while slightly

Young people feel the greatest personal responsibility for questions about racism.

higher in Finland (38%), Sweden (37%) and Norway (33%). At the same time, the survey shows that as many as 50% of Nordic youth think it is the media's responsibility to solve challenges related to racism, while 48% think it is the responsibility of politicians and 46% think it is the responsibility of the authorities.

Authorities responsible for mental health

41% of young people in the Nordic countries believe that it is primarily the responsibility of the authorities to solve challenges related to mental health; 36% believe the media is responsible; 33% say politicians; and 23% say companies.



More young women than young men say they feel a sense of responsibility for societal challenges.

At the same time, 28% say they have a responsibility to solve challenges related to mental illness. Most Swedish and Norwegian young people feel this responsibility, 34% and 30% respectively. In Denmark and Finland, this figure is significantly lower at 25% and 22%, respectively.

More young women than young men feel personal responsibility
More young women than young men feel responsible for solving various societal challenges.

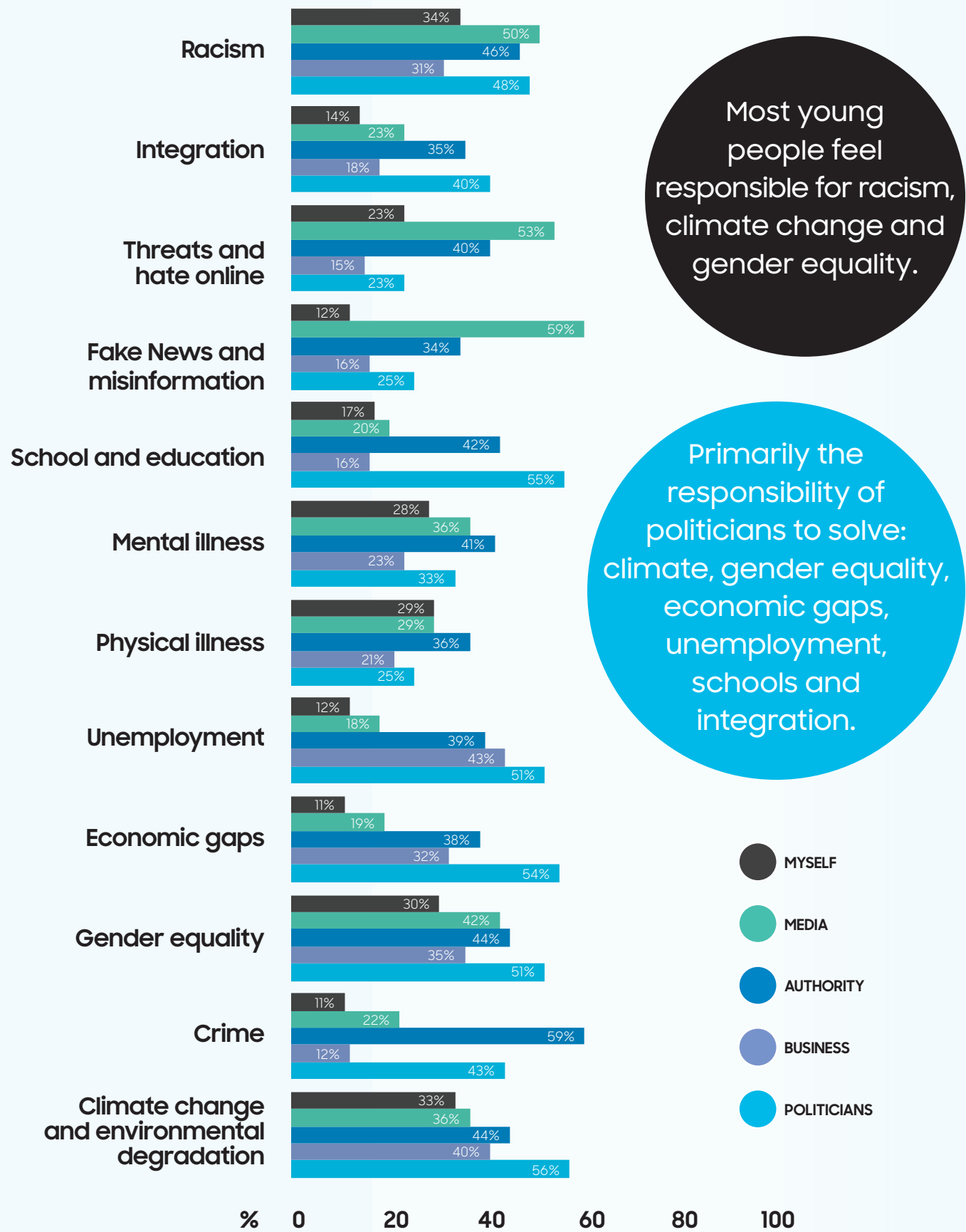
The survey question presented twelve different societal challenges, and in only four of these did more young men than young women

indicate that they feel a sense of personal responsibility. The social issues for which more young men than young women feel responsible are crime, economic gaps, unemployment and school and education. However, there are no major differences between young men and young women on these issues, with only a few percentage points more young men than young women feeling a sense of personal responsibility in relation to these issues.

Three societal challenges stand out. Significantly more young women than young men feel a sense of responsibility when it

comes to climate change and environmental degradation, gender equality and racism. Among Nordic young women, 43% say they feel a sense of responsibility to solve climate-related challenges, 20% more than Nordic young men (23%). There is also a big difference between young women and young men when it comes to taking responsibility for gender equality, with 37% of young women and only 23% of young men feeling responsible for gender equality issues. The same applies to responsibility for issues of racism, where 40% of young women say they feel responsible, compared to only 26% of young men.

Who do you think should be responsible for solving societal challenges in...



A portrait of Eliana Martinez, a young woman with long dark hair, looking off to the side with a slight smile. The background is a soft, out-of-focus green.

"If you are passionate about something and want to change, take a step forward and don't feel afraid."

ELIANA MARTINEZ

RUNNER-UP SOLVE FOR TOMORROW NORDICS 2021

Eliana Martinez was the youngest participant in the first edition of Solve for Tomorrow Nordics. She came second with her innovative idea about a digital life after death.

Eliana, CONGRATULATIONS!!! You came second in Solve for Tomorrow 2021, can you describe your idea?

My idea is to create a safe and magical closure for those people who have lost someone close to them. My idea is a virtual reality platform, a metaverse of the afterlife. All types of people, whether they are still on earth or not, should be able to

take advantage of this platform. My idea is to say a beautiful and magical goodbye to family and friends. The purpose of having this platform is for loved ones to be able to share in the deceased's life journey by being guided by the platform's personal guide, the Guiding Star. Everything from the hobbies of the deceased to favourite places, all in a virtual universe where other users can also share their experiences and thoughts if they want to in a community.

What inspired your idea?

My biggest inspiration was my grandmother, Maria. Although I never got to meet her, the amazing story of her life made me interested in

finding a way in which we can store and preserve a person's experiences and thoughts and get them to tell us about themselves, to give their future family members a glimpse of what they were like so that they are not forgotten and can carry on the dear family spirit.

What will you take away from your experience of Solve for Tomorrow Nordics?

One of the things that affected me a lot was probably the good cooperation and how kind everyone was to each other and open to new ideas and all the wise advice that everyone shared. I think it was an eye-opening experience and I couldn't be more grateful that I was chosen and got to be part of this amazing experience. I also can't stop talking about how wonderful and rewarding all the pre-readings and workshops were. I learned a lot!

The survey asks young people if they are concerned that society does not prioritise the following issues: climate, crime, gender equality, economic divides, unemployment, physical health, schools & education, fake news and misinformation, online threats and hate, integration and racism. Do you have concerns about any of this?

First of all, I would like to say that I agree that all these problems are topical and I am indeed concerned about all of them. But of the issues that make my heart sink are both mental illness and online threats and hate.

Why do you feel anxious about this? Can you describe your concerns?

As a young person myself, I know very well how many people my age do not feel very well. Most suffer from mental illness. It is very sad to hear and see their pain. I haven't always felt great myself, but with the support of loved ones and my own strength, I've always managed.

Another thing that can contribute to many young people suffering from mental illness is the online hate that exists in social media. All those people who hate online and wish you ill may not feel so good inside either and choose to take out their anger and other negative emotions online. This is not an acceptable excuse but I believe that every individual has a good heart, they may be having a hard time and deserve a chance to be heard and get the professional help they need.

Do you have thoughts and ideas on what society can do about it?

I think public sector actors are doing their job as they should but they are not getting the support they need to make a really big change in society. I think there should be bigger campaigns and they should be implemented in schools. To also perhaps have it as a lesson or a course component so that young people feel they can relate to and open themselves up more.

Do you have any advice for other young people who are worried?

My absolute advice is that if you are passionate about something and want to change, take a step forward and don't feel afraid. Because you are not alone; there are probably thousands of other people who feel the same way as you but who don't dare to speak out, either. Change the world; don't be afraid!

"You as a person are impossible to stop when you do something that you are passionate about."

If you don't have any concerns or anything you want to change in society, you can focus on working as a human being and improving your mental health. I recommend 100% that you write down your thoughts, try to get to know yourself. If that doesn't work for you, find a hobby that allows you to shut out the world and focus on just yourself. Sing, dance, cook! You as a person are unstoppable when you are doing something you are passionate about.



Young people mainly believe that they have the opportunity to influence by voting in elections.

OPPORTUNITY TO INFLUENCE

Young women		Young men	
Voting in elections	71%	Voting in elections	57%
Make conscious choices (e.g., buy organic, eat vegan)	66%	Using available technology	54%
Get involved in charities	63%	Get a higher education	53%
Get a higher education	62%	Start your own business	51%
Using my voice in social media	55%	Get involved in charities	51%

Youth people's empowerment

Young people in the Nordic countries believe that they have the opportunity to influence society in a number of ways. While there are differences between countries and genders, many feel that they can have an impact by voting, educating themselves, making informed choices and using technology.

The majority of young people in the Nordic countries (63%) believe that they have the opportunity to influence the development of society by voting. Among Finnish young

people, 68% think that they can influence society through their choices, in Sweden 66% and in Norway 63%. Only 57% of Danish youth say they have the opportunity to influence the development of society through elections. Fewer than half feel they can make a difference by joining a political party. Only 45% of young people in the Nordic countries believe that it is possible to influence the development of society by getting involved in a political party. In Norway (48%), Sweden (47%) and Finland (47%), slightly less than half say that

45% believe that they can influence through to engage in a political party.

political party commitment can contribute to change. In Denmark, the figure is even lower, at 38%. The survey shows that only 44% of Nordic young men believe that they can influence social development by getting involved in a political party. Slightly more young

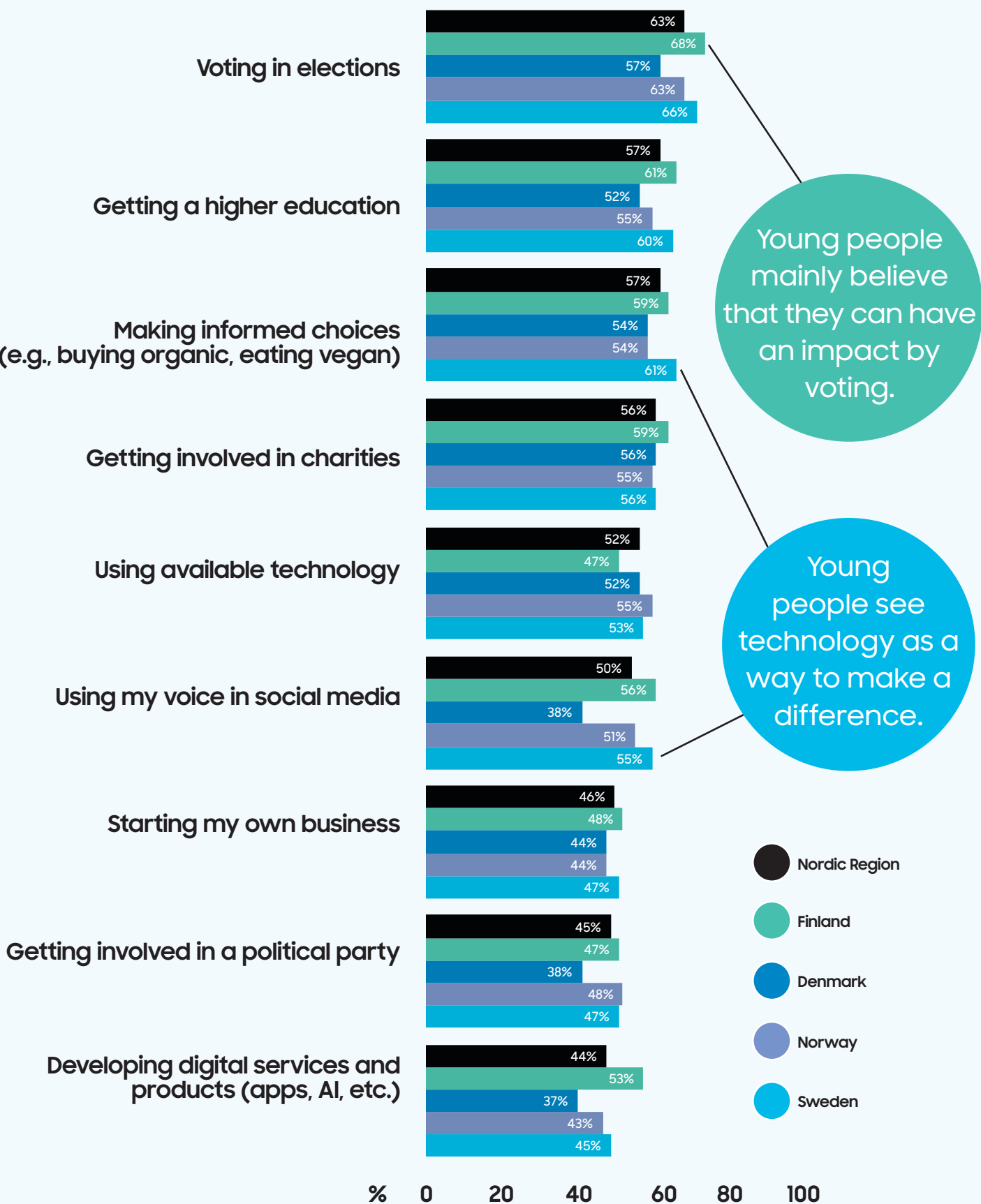
women (46%) see party-political involvement as a way of making an impact. 50% believe they can have an impact through social media. The opportunity to influence social developments through social media was considered similarly by Finland (56%), Sweden (55%) and Norway (51%). However, Denmark also stands out here, with only 38% saying they have the opportunity to make an impact by using their voice on social media.

Young women see more opportunities to make a difference. It is clear that young women feel that they have more power to influence social development in different ways. Among both young women and young men, voting is the most common way to influence the development of society, according to 71% of young women and 57% of young men. Power in conscious choices. Conscious choices, such as buying organic or eating vegan, are believed to have an impact by 66%

of young women, while only 49% of young men share that opinion. Why not start your own business? Instead, more young men believe they have the opportunity to influence the development of society by starting their own business, an opinion held by 51% of them, as compared to 42% of young women.

HOW WELL DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

I believe that I have the opportunity to influence the development of society by...



Among Nordic youth,
57%
say they can influence society
by making informed choices.



OSSI HEINÄNEN
SECRETARY GENERAL, PLAN INTERNATIONAL FINLAND

"Being active makes you feel like you're doing something and it really helps with anxiety and gives more meaning to your life."

Ossi Heinänen has devoted his working life to youth work and has been active in various civil society organisations in Finland. For the last 10 years he has been working for Plan International and young women's rights. Here we ask him about his thoughts on gender equality and technology.

Gender equality has been a central part of the debate throughout the Nordic countries for several decades. How have you seen the issue change over time?

It has changed a lot. In the late 1960s in Finland, women were not allowed to dine in restaurants on their own,

they always needed a man with them. Today it sounds crazy. So there's been a huge change since then. We have come a long way, although we still have a long way to go, even in the Nordic countries, where we rank highest in the world in terms of gender equality. Young people discuss gender equality more nowadays than in the past. Today, young people are discussing minorities and a big issue is to challenge the binary.

Young women feel more anxious but also more motivated to get involved in gender equality than young men. What do you think when you hear that?

Young women face more issues related to gender such as harassment and discrimination, so it's not

surprising that more young women than men feel anxious. Young women also have more knowledge about gender equality and are more motivated to change it. Feminism is trending right now, in a good way, and many young women can relate to influencers who are feminists and good examples for young women to follow. I think that's why young women are more interested than are young men.

What are the consequences of young men not feeling the same motivation to get involved in gender equality issues that young women do?

Plan works for young women's rights and the first question we get is "but what about the young men?" and the answer is that of course we also work with young men because you don't achieve gender equality without involving them. Guys are also trapped in gender norms so it's an issue for them, too. In many countries, for example, guys are not allowed to show their emotions and the norm is to be macho. This is a problem. If we want lasting change, young men definitely need to be involved.

Can technology be equal?

The technology can be really uneven. In the Nordic countries, we have good opportunities for everyone to use technology, but still very few young women develop technology. A survey shows that globally, only 6% of all applications for jobs in technology development are submitted by young women. 90% of all start-up funding goes to companies founded by men, resulting in products designed by men for men that solve problems for men and mostly white Western men. People, especially men, don't understand how difficult it can be when something is designed for the

sake of only half of the population. It prevents women from having the same opportunities as men.

Plan International is working with something called Equality Tech, what is that?

Equality Tech aims to raise awareness of the impact of bias in technology and the opportunities to harness the power of technology to promote gender equality. Equality Tech is defined as technology that inherently promotes gender equality, by challenging harmful norms and stereotypes and pushing its users towards more inclusive behaviour. To reverse negative trends, we believe that developers need to move beyond the assumption that technology is neutral and use the inherent biases of technology to promote inclusion and equality.

Plan International and Samsung Electronics Nordic have been collaborating in this area since 2017 by creating and scaling an Equality Tech prototype, Sheboard, a predictive text app that encourages its users to use more diverse language for women of all ages. The Sheboard experience demonstrated the power of Equality Tech products as advocacy tools to raise awareness of the impact of bias in technology, as well as to influence technology sector stakeholders.

What do you think needs to change for fewer young people to feel anxious about how society prioritises gender equality issues?

It's really important that young people feel they can have an impact on things that are important to them. We must involve and consult young people in decision-making and in virtually everything that affects their lives - including gender

issues. We must go beyond simply enabling young people to get involved. We need to make it easy for young people because they don't necessarily have the knowledge and the right skills yet. I am optimistic that we will continue to make progress on gender equality issues. In many ways we have already achieved a lot but there is still a lot to do and I am sure that young people will continue to raise their voices on this issue and that gives me hope.

"Equality Tech aims to increase awareness of the consequences of bias in technology and the potential of using technology's power to promote gender equality."

Do you have any advice for young people who want to get involved in a more equal society?

I want to encourage all young people to be very active even if they feel they are being held back by us older people. Be brave and bold. Connect with other like-minded people so that you are strong together. Taking action also helps with the anxiety many people are feeling today with Ukraine, the pandemic and climate change, among other things. Being active makes you feel like you're doing something and it really helps with anxiety and gives more meaning to your life.



9 out of 10 young people see tech as a solution.

Tech as an enabler

Almost 9 out of 10 young people believe that technology and digital innovation can help solve major societal challenges.

Faith in tech is high
One in two young people (52%) also believe that they can influence the development of society by using available technology and two in five believe that they can influence the development of society by developing digital products and services such as apps or AI.

Finns believe in tech
Finnish youth give the highest percentage response to the belief that technology and digital innovation can help solve major societal challenges. A full 87% of Finns so

indicate, closely followed by the other Nordic countries. In Norway, 86% say they believe that tech and digital innovation can provide solutions, in Denmark 85% and in Sweden 84% say the same.

One in two young people believe that they have the power to influence the development of society by using available technology. In Norway, most young people say this (55%). In Sweden, 53% say the same and in Denmark, 52%. The lowest proportion of young people answering positively is among Finnish youth, 47% of whom say they have the opportunity to influence the development of society through the use of technology, while 44% say they have the opportunity to influence

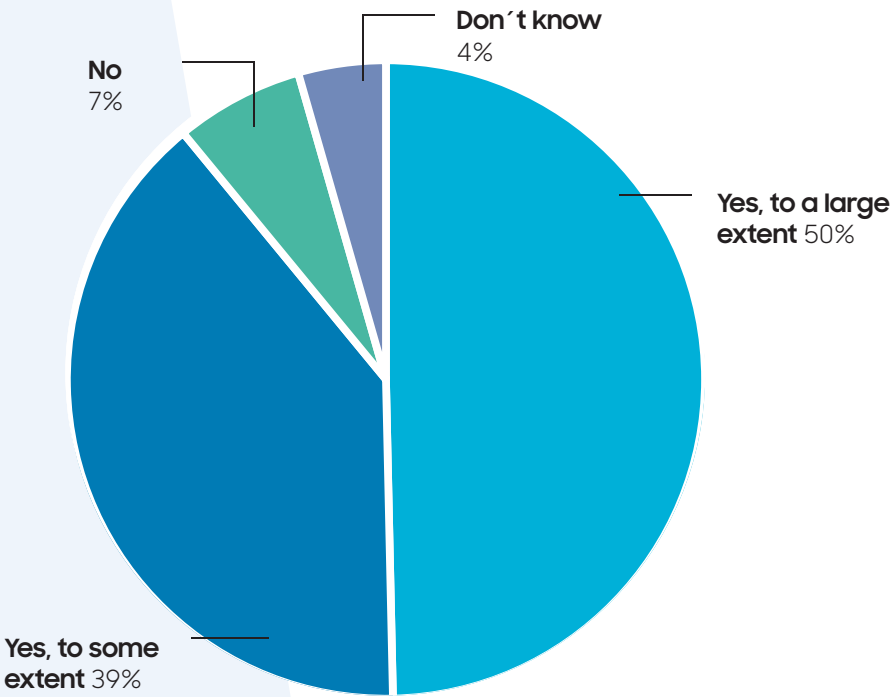
Half of young people believe that they can influence societal developments with technology.


social development by developing digital services and products. Among Finnish young people, more than half, 53%, say that developing digital services and products gives them the opportunity to influence the development of society. Among Danish youth, the lowest proportion said the same, 37%, 16 percentage points lower than among Finns. In Sweden 45% and in Norway 43% say they can

Do you believe that technology and digital innovation can help solve major societal challenges?

influence the development of society by developing digital services and products.

More young men see technology as an enabler
Among guys, 89% say they believe technology and digital innovation can help solve major societal challenges. Among young women, 6% (83%) fewer say the same. When asked if they think they have the opportunity to influence the development of society by using available technology, 54% of young men and 51% of young women say yes. Half of young men respond that they have the opportunity to influence the development of society by developing digital services and products, while 39% of young women say the same.



A portrait of Alexander Grimsen, a young man with light brown hair and blue eyes, wearing a dark suit jacket over a white shirt. He is standing in front of a glass wall with "SAMSUNG" visible on it.

"Youth engagement and learning are key to driving positive change."

ALEXANDER GRIMSEN

CORPORATE CITIZENSHIP LEAD, SAMSUNG

Alexander Grimsen works with Samsung's community engagement and social initiatives in the Nordic Region. He has a foot in the tech industry, which gives him an insight into new innovations and trends, while having a foot in civil society through Samsung's various partnerships. Here he answers questions about the power of technology as an enabler and potential means of positive social change.

How do you see Samsung's role in creating positive social change?

Samsung is one of the world's largest companies and a driving force in global technology development. Therefore, we have a unique opportunity to contribute to the positive development of society. It's in our DNA to constantly look ahead and develop "the next big thing", and in order to do that we must always start from people and their needs. For almost 10 years, Samsung has been driving social initiatives in the Nordic Region to make technology accessible and engage young people in technology development. In my view, young people's engagement and learning

is the key to driving positive change. The future generation is sitting on exactly the creativity, curiosity and ingenuity needed to develop the next technologies and innovations that can help solve challenges in gender equality, equity, health, climate and the environment.

The survey shows that 9 out of 10 young people in the Nordic countries believe that technology and digital innovation can help solve major societal challenges. What do you think about that?

It's great that young people believe in tech. At the same time, I'm not surprised. Gen Z does not know a world that is not connected, with smartphones, laptops, social media and smart services. Tech has simplified our lives in a unique way, allowing us to spend time on other things that matter to us. Young people probably see the same potential in tech to drive progress towards a more sustainable world. It could be anything from AI reducing resource waste and streamlining production chains, to making it convenient to rent clothes instead of buying them, to improving our health or even driving gender equality via the use of encouraging language online. The possibilities are endless and young people know that better than anyone!

While the majority of young people see tech as a key part of solving societal challenges, not nearly as many believe they can do it themselves. How can we increase young people's belief in their own abilities in tech?

This is a really important question. I believe we can bridge the gap between believing in tech and taking an active role in technological development through learning. That's why Samsung runs several

programs around the world that focus on education.

In the Nordic Region, we have the Solve for Tomorrow Nordic education initiative where young people aged 16-26 have the opportunity to participate in interactive workshops, learning sessions and individual mentoring on tech, innovation and sustainability. The aim is to reduce the distance to tech and show how to take on a challenge, develop ideas, design prototypes and develop concrete solutions. It was absolutely amazing to see the journey and personal development of the participants of Solve for Tomorrow 2021, and for me it confirms that we can close the gap between idea and will on the one hand and actual solution using tech and innovation on the other hand.

More young men than young women see that technology can help solve societal challenges. What do you think about that?

Just as society at large is not fully equal, tech is not equal. Inequality that exists in today's technology, services and products and we want to draw attention to that. This includes our engagement with UN Women and Generation Equality, but also through our Equality Tech initiative, which we run together with Plan International Finland. By involving young people and industry professionals in the Nordic countries, we want to highlight the problem of a lack of gender equality in the development of services and products, and thus put the issue at the heart of technology development. If we want to ensure that AI does not reinforce negative language about women online,

that voice assistants do not react to high-pitched voices, or that filters do not create a negative self-image in young women, we must constantly reflect on gender equality and involve more women of all ages in technological development. I also believe that active recruitment, training and awareness of the potential of technology are key to creating positive change.

"What is most exciting about tech is that there are no limits, so make sure you don't limit yourself."

Do you have any advice for young people who want to learn more about technology and how it can solve societal challenges but who may not see themselves taking that role?

My first tip is of course to apply to Solve for Tomorrow 2022. It's a great fun trip, where you make new friends and learn a lot of useful stuff about tech, innovation processes and sustainability. But perhaps most importantly, be curious and explore. Reflect on and experiment with how you can use tech in new ways. Use products and apps that you already have and like, and start thinking about challenges that you or others around you have, and how you could solve them. If you're interested in learning more, focus on tech-focused courses and consult adults or friends. The most exciting thing about tech is that there are no limits, so make sure you don't limit yourself..

About the survey

The Solve for Tomorrow Report 2022 was produced in a collaboration between the Fryshuset Foundation and Samsung Electronic Nordics. The aim of the report is to give young people in the Nordic countries a voice and an opportunity to describe their concerns, opportunities to influence, motivation to get involved, the possibilities of technology and who they think is responsible for various social issues.

The data collection was conducted by Dynata on behalf of Fryshuset and Samsung Electronics Nordic and is nationally representative in terms of age and gender in Sweden, Norway, Denmark and Finland. The survey was conducted via web panels from 20–27 October 2021 with 2075 respondents aged 16–25, evenly distributed across all four countries.

The report highlights differences between countries and genders. The survey gave the option to indicate another gender than male or female. However, the evidence from the survey in this category is considered too low to be presented in the report. If you have any questions related to this and want to know more, please contact us and we will be happy to respond.

The report is produced by Fryshuset in cooperation with Samsung Electronic Nordics.

Many thanks to all the young people who participated in the survey. Thanks to all those who participated in the interviews for this report.

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2075 respondents
aged 16–25 from
Denmark, Finland,
Norway and Sweden

Want to know more about the report?

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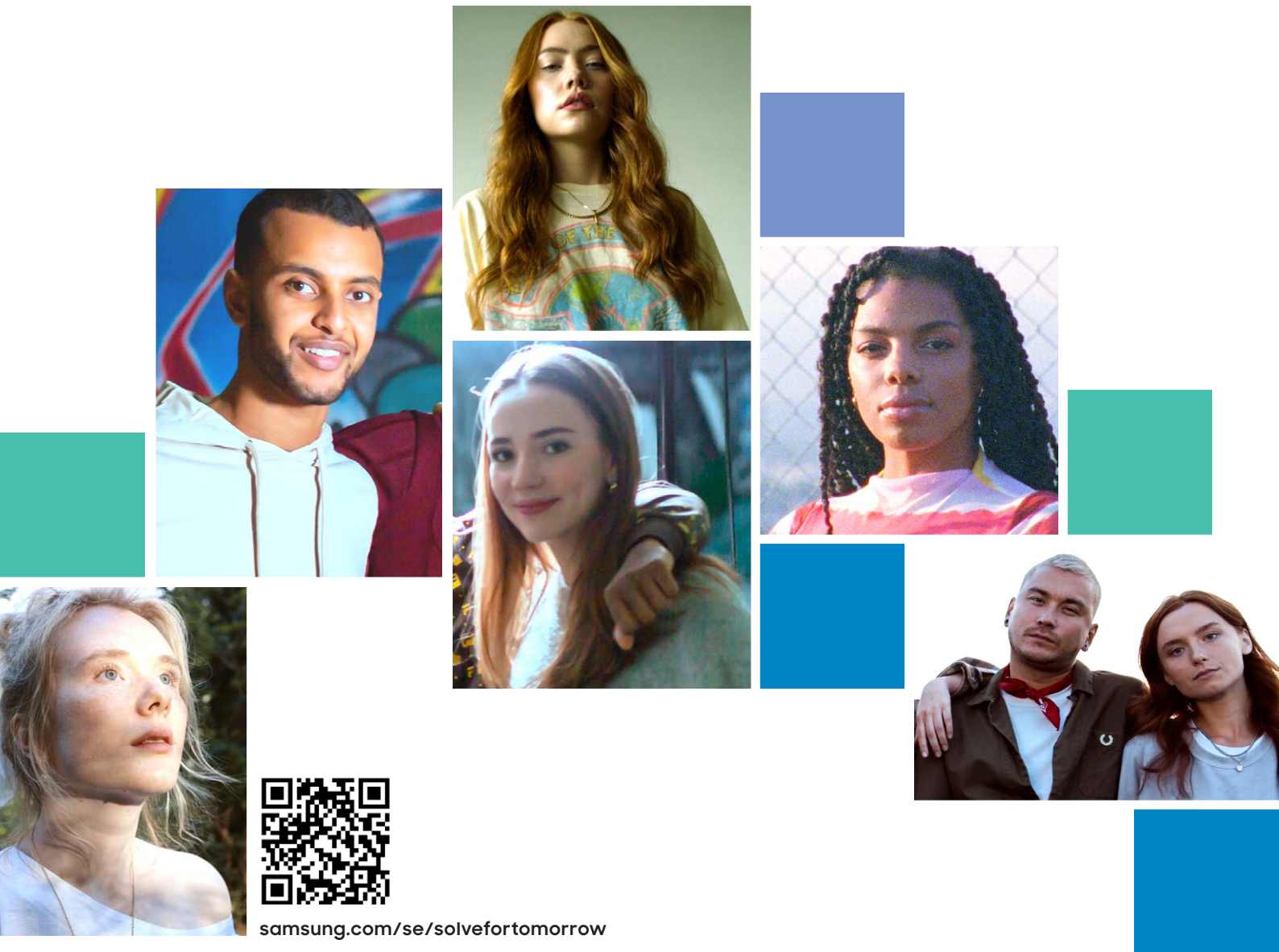
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About Fryshuset

The Fryshuset Foundation is a religiously and politically independent nonprofit organisation that is Sweden's largest association for young people. Fryshuset operates about 60 different activities in several locations around Sweden, where young people have the opportunity to pursue their passions, create and participate in youth-led activities, education and work. Fryshuset works to ensure that society takes young people's opinions and ideas seriously, based on the conviction that this contributes to a creative and solution-oriented social climate in which we dare to think in new ways and find new solutions. Fryshuset enables young people to change the world through their passions.

About Samsung Electronics Nordic

Samsung Electronics Nordic is a global leader in technology and innovation. Samsung's commitment to the local community is guided by the vision "Together for Tomorrow! Enabling People". The aim is to raise the voice of future generations and empower them to reach their full potential. To thrive and prosper in a technology-driven future, Samsung is working on interactive and inclusive education initiatives around the world to empower young people to create positive social change.



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