



YOUTHQUAKE MEETS GREEN ECONOMY

VIDEO TRANSCRIPT

Nayantara Jain:

The biggest challenge that humans need to overcome is myopia. Our whole planet, all the different species exist in a balance and this is a fragile balance.

Ninghao Lian:

People all over the world are a community with a shared future and we need to seek development together.

Isabel Rivas:

I truly believe that to make any kind of progress, we must start with education.

(NARRATION)

The idea of creating a better world has a huge appeal to young people across the globe. But in no other region are they more eager to embrace the green economy than in Asia Pacific.

Nayantara Jain:

I am Nayantara Jain. I run a not-for-profit organization called ReefWatch Marine Conservation.

Ninghao Lian:

My name is Ninghao Lian. I am planning to go to the UK to study Information Management for Business. I hope to use digital technology to run enterprises in a greener manner in the future.

Isabel Rivas:

My name is Isabel Rivas. I recently graduated from the University of Sydney with a Master's in Sustainability.

NARRATION:

Accenture's latest research shows that 77% of young people in Asia Pacific aspire to get a green job within the next 10 years, compared to 57% in Europe and 52% in the United States. But will there be enough green jobs to meet their demand? According to the research model, nearly 33 million green jobs are expected to be created in the region through 2030. Not all new green jobs will require advanced degrees. Three-quarters of new green jobs will be in construction and manufacturing. And the bulk of those jobs will be in the area of transportation, low-carbon electricity supply and distribution. Still, that's not nearly enough to turn the young generation's green vision into reality.

Nayantara Jain:

The marine space is really ignored when it comes to environmental conservation in India. And the health of our ocean ecosystems makes a huge difference to our quality of life on land. My work is to make people aware of this and to hopefully drive change.



Isabel Rivas:

Sustainability is important. Not just because it will help the environment but also because it's directly related with the social and economic impact that we generate as a society.

NARRATION:

What does this mean for companies operating in Asia Pacific? A huge opportunity to show real commitment to sustainability and attract young talent.

Ninghao Lian:

Some industries in the business world have not realized the importance of greening. I've found my calling and I believe that the coordinated development of digitalization and greening is the only way for society to move towards high-quality development.

Companies will need to double down on innovation and invest in green job training to be part of the solution and thrive in the long run.

Ninghao Lian:

我认为首先需要解决的问题是关于现在及未来的环境安全问题。I think the first question that needs to be addressed is environmental security for now and the future.

Nayantara Jain:

In the future, I hope that our oceans are thriving with marine life, and I hope to make conservation inclusive and widespread.

Isabel Rivas:

To live and thrive, I think we have to recognize the word "understanding" and embrace it. And understand that it's only one planet and it's our duty to protect it. Y hacer de este lugar un mundo mejor, and make this place a better world.