

Global survey report

# Increasing knowledge and activating Millennials for making poverty history

New strategies for building on vitality in developing countries and overcoming pessimism in the West for realizing the Global Goals

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**GLOCALITIES**



“It always seems impossible until it’s done.”

**-Nelson Mandela**

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## About Glocalities

The world is constantly changing. Technologies that grow exponentially and new media mean a continuously faster distribution of knowledge, experiences and ideas across the globe. The challenges for the international development community are greater than ever. It is crucial to have the best understanding possible of current and future developments. A necessary condition for success in a time of rapid change is a refined understanding of trends, cultures and population segments.

For the third worldwide Glocalities study, 61,213 respondents were surveyed online in 26 countries. 31,786 respondents participated in the second phase of the survey that was held a few days after people completed the first phase. The survey was conducted in 17 languages in January and February 2018 in the following countries: Australia, Belgium, Brazil, Canada, China, Colombia, France, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Netherlands, Poland, Romania, Russia, Spain, South Africa, South Korea, Sweden, Turkey, United Kingdom, United States and Vietnam. All of those countries, except Colombia, Hungary and Vietnam, were also included in the previous study in 2016. The countries covered in this study represent 63% of the world population and 83% of the world economy.

In the Glocalities survey, we incorporated several research instruments that provide a deeper understanding of people such as values statements, archetypes and values cards. These instruments make it possible to obtain a 360-view of groups of people and gain knowledge of what resonates with them. The Global Goals for Sustainable Development must be achieved in a time of increasing glocalization challenges and opportunities.

Glocalities is part of Motivaction International. With unique cross-cultural knowledge of what drives people around the world, Glocalities offers social intelligence and a fact-based navigation system.

In September 2015 world leaders agreed on an ambitious set of 17 Sustainable Development Goals. These Global Goals should be met by 2030. SDG nr. 1 aims to eradicate poverty. In 2005 the late Nelson Mandela famously stated in a speech for the Global Campaign to Make Poverty History: *"Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings... Sometimes it falls upon a generation to be great. You can be that great generation... Of course the task will not be easy. But not to do this would be a crime against humanity, against which I ask all humanity now to rise up."* This [speech](#) was held the day before he urged the G7 finance ministers in London to act with vision and courage.

In September 2018 3 years will have passed since the Global Goals were launched. The SDG agenda has the explicit aim to create momentum, raise awareness and support and reach a new global audience through traditional and online media to help achieve the set goals for 2030. This is not an easy task, as Mandela said.

The latest Glocalities survey in 26 countries shows that people internationally are still very pessimistic about the likelihood for global poverty to be eradicated by 2030. Only 15% (up 1% since 2016) say this is rather likely to very likely. The vast majority (84% in these 26 countries) does not know that extreme poverty has decreased in the last 20 years. The amount of people who say they have a fair to good knowledge of the SDGs has risen only slightly from 8% in 2016 to 10% in 2018.

Based on the survey we conclude that the world (still) is mostly uninformed and very pessimistic about ending poverty. The current mood of pessimism and slow rate of improvement makes it very unlikely for the Global Goals campaign to succeed in creating the public momentum needed for achieving its mission. More advanced, refined and targeted communication strategies are needed to accelerate the Global Goals campaign and take it to the next level in order to boost public engagement at a global scale.

The Glocalities survey shows that a few positive trends are visible, especially in upcoming economies in South East Asia (e.g. India and China), where people are increasingly aware of progress made and more positive about the future at a local and global level. Advanced economies stagnate, are hugely unaware of the progress made and far less optimistic about the future. For the Global Goals campaign to create momentum and perspective worldwide, the SDGs need to be made urgent and locally relevant for the general public. If not, there is a danger that the ambitious Sustainable Development Goals will be mainly a project for UN related government, business and NGO elites that fails in its ambition to include and activate the world at large.



For advanced economies, the study recommends a combination of two strategies and target audiences. The first target audience is the cosmopolitan values segment of Creatives, who are idealists and have increasingly turned inwards due to rising populism in the West. Even these people are still unaware about the global progress made. Due to their idealism and willingness to contribute, they are a prominent and crucial target audience to inform and activate. The Creatives are also fact-oriented, so spreading knowledge about progress made, increasing local relevance and informing them about what they can do to participate and contribute at an international but also local level are important topics to focus on in SDGs campaigns.

The second segment to target in order to align better with in advanced economies are the Socializers. They are worried about too much focus on the developing world while they feel politicians neglect their own needs and do not take their perspective into account. It is of vital importance for the SDGs campaign to succeed in raising awareness and support that governments in advanced economies invest in solving problems and challenges that these people face at a local level and in their own country. The SDGs offer a useful framework for this but increasingly have to be made locally relevant and offer hope and perspective at a local level in order to be inclusive and get alienated audiences in the West on board.

If people do not see light at the end of the tunnel and progress in their own lives, the capacity to broaden the horizon to other parts of the world is severely limited. The current lack of positivity and knowledge about progress are a major threat for the Global Goals campaign to succeed in its ambition of creating momentum, support and awareness among the world population at large.

In upcoming economies the cultural landscape and challenges are very different. The values segment of Creatives is much smaller and the Socializers segment is almost non-existent. Here, the entrepreneurial Achievers and locally oriented Conservatives are large and important audiences to focus on for creating momentum. The Achievers combine pride of their country with an international orientation and are driving progress. They often employ leadership positions and care for sustainability. The Conservatives are older on average and locally oriented. In India, China and Vietnam people are more aware of progress made and people from upcoming economies in general are more positive about their own future. However, progress and upward mobility need to be more inclusive to get the Conservatives on board (trickle down effect).



People who are aware of past progress in extreme poverty eradication are much more optimistic about the future when compared to people who are not aware of past progress. People in advanced economies who know that poverty has decreased share the same positive energy with their counterparts in upcoming economies, although this group is clearly smaller in advanced economies (11%) compared to upcoming economies (21%). This group of people can prove crucial in reenergizing the SDGs campaign. They consider themselves global citizens. They believe that their actions can make a big difference in the fight against global poverty. They are much more willing than others to take action, for example to volunteer, donate money to an organization supporting the cause in question, but also discuss the topic with other people. This is a group of people with a can-do mentality, who can play an vital and energizing role in the SDGs campaign.

So who can make the difference and take the lead in becoming the great generation Mandela called for? And how should this be facilitated by visionary and courageous government, NGO and business leaders? In 2030, the first Millennials (born in 1980) will turn 50 and the world will be largely run by them. Millennials already have somewhat better (and increasing) knowledge of the SDGs and more often than older generations are of the opinion that they can make the difference. They are also a bit more knowledgeable about the reduction of poverty in the last decades. But still, the vast majority of Millennials have no clue about the progress made and do not know the SDGs very well at all. In the light of the call of the late Nelson Mandela to be that great generation that puts an end to poverty, the still low level of knowledge and involvement of Millennials in the SDGs campaign is a threat and a missed opportunity for leaders to tap into. The survey results show that, in order to take the Global Goals campaign to the next level, Millennials globally need to be far better informed and engaged.

The great generation that takes on the task set by Mandela cannot be satisfied with the very slow and uneven rate of improvement that the survey shows. New and more refined strategies must be developed and implemented to drive the Global Goals campaign beyond the development bubble in order to raise awareness and support and reach new global audiences for achieving the goals. This survey shows the importance of tapping into cultural and lifestyle differences between promising Millennial activists in developing economies and advanced economies. In the last chapter the survey provides insights and input for building (online) strategies for harnessing Millennials as SDG activists and ambassadors. They can become the great generation Mandela was aiming for, as the world is already half way the race in eradicating extreme poverty. But in order to accelerate and win the race towards realizing the SDGs by 2030, far more people should start running along and become enthusiast supporters in taking on the task set by Mandela.





On the occasion of the first anniversary of the SDGs in September 2016, Glocalities presented its [first insights](#) into people's perceptions and attitudes regarding poverty and the SDGs around the world. That report revealed the enormous gap between the actual progress made in the fight against extreme poverty and the lack of awareness of this progress.

*The fact is: extreme poverty globally has been halved since 2000<sup>1</sup>.*

The Glocalities 2016 report "Towards 2030 without poverty" showed that **only 1% of the world population was aware of this enormous progress**. Only 13% was aware that extreme poverty had decreased at all, while 69% of people mistakenly thought that extreme global poverty had increased.

New York Times columnist Nicholas Kristoff summarized these findings as "the best news you don't know"<sup>2</sup>. According to Bill Gates, this survey "wasn't just testing knowledge, it was testing optimism – and the world didn't score so well"<sup>3</sup>.

The great difference between people's perceptions and reality indicates major challenges in efficiently communicating progress and generating momentum for a higher and more effective level of participation and involvement of the general public. Finding and effectively addressing the reasons behind prevalent pessimism is more crucial than ever.

That is why, two years after the original study, we went back into the field to see whether attitudes regarding progress in extreme poverty eradication have changed. For the Glocalities study, we interviewed 61,213 people in 26 countries online. The questions on the SDGs and extreme poverty were included in the second phase of the project, in which 31,786 re-contacted people from the first phase of the survey completed a follow-up questionnaire<sup>4</sup>.

In this new report and study we dig deeper and go several steps further to better understand the social and psychological factors that help explain peoples attitudes towards the Global Goals and eradicating poverty.

The findings of this report show how perceptions on the SDGs are shaped by the larger story of our time: the great catch-up by developing economies in the East versus relative stagnation in the West. The progress made in eradicating extreme poverty can serve as a powerful reminder to be optimistic about human ability to bring about positive change, but at the same time needs to be understood from the perspective of people from a diversity of countries in various stages of development.

The report offers recent survey data on values, attitudes and opinions and concrete recommendations on how communications about SDGs can be improved in order to activate target audiences that can make the difference.

<sup>1</sup> United Nations Economic and Social Council, Progress towards the Sustainable Development Goals, Report of the Secretary-General, May 2017, <https://unstats.un.org/sdgs/files/report/2017/secretary-general-sdg-report-2017--EN.pdf>

<sup>2</sup> Nicolas Kristoff, The Best news you don't know, New York Times, 22-09-2016, <https://www.nytimes.com/2016/09/22/opinion/the-best-news-you-dont-know.html>

<sup>3</sup> Annual letter 2017, Bill & Melinda Gates Foundations, February 2017, <https://www.gatesnotes.com/2017-Annual-Letter>

<sup>4</sup> 23 of the 26 countries in the 2018 study were also included in the 2016 study. For consistency purposes, when we compare the findings of 2018 with those of 2016 on a global level, we refer to the same 23 countries.

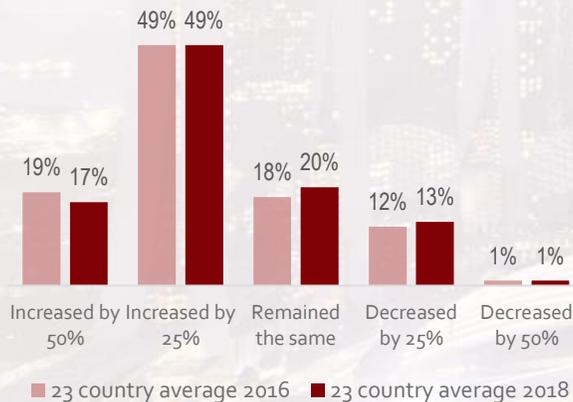
## The best story people still don't know

We included the same knowledge question we used two years ago to measure how many people know about the worldwide progress in eradicating extreme poverty. In two years time very little has changed in peoples perception. 14% believe (correctly) that extreme poverty among the world population has decreased (up 1% since 2016), 66% believe (incorrectly) that it has increased.

Still, only 1% in these same 23 countries actually know the right answer: that extreme poverty has decreased by 50% in the past 20 years (similar to 2016). Below we see the situation in 2018 (23-country average, based on same countries as measured in 2016).

**Figure 1: Knowledge about extreme poverty reduction**

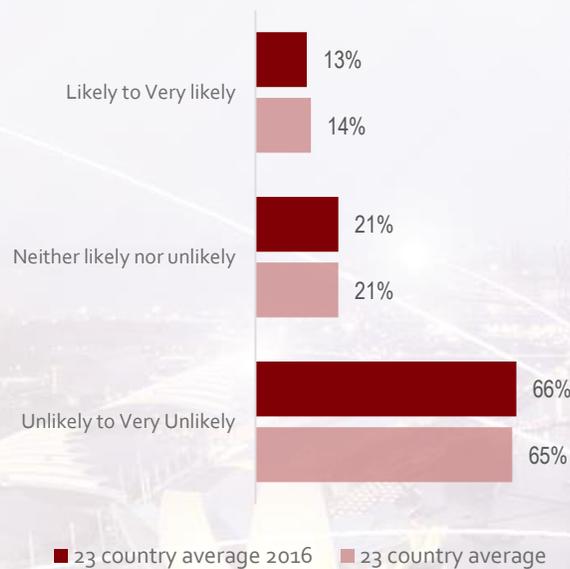
*In the last 20 years, the proportion of the world population living in extreme poverty has:*



Similar to the 2016 survey, we also asked about peoples expectations about ending global poverty in the future. Once again, the overwhelming majority still do not believe that global poverty can be ended by 2030. The overall numbers have hardly changed since our previous study 2 years ago.

**Figure 2: Perceived likelihood on ending poverty**

*How likely or unlikely do you think it is that global poverty can be ended by 2030?*



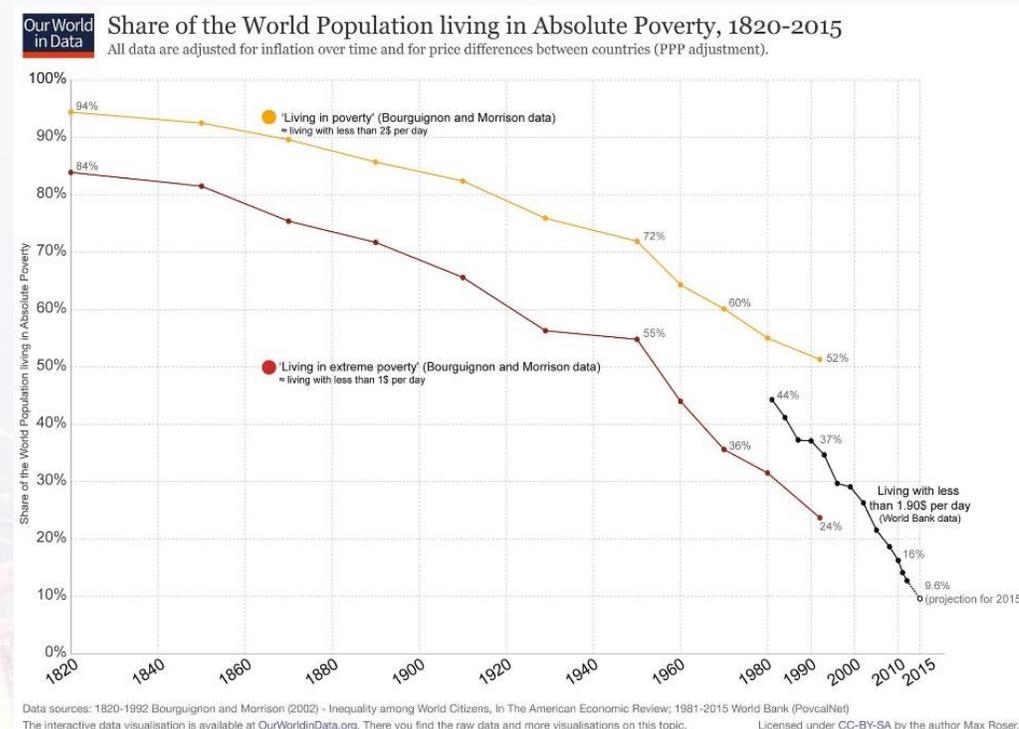
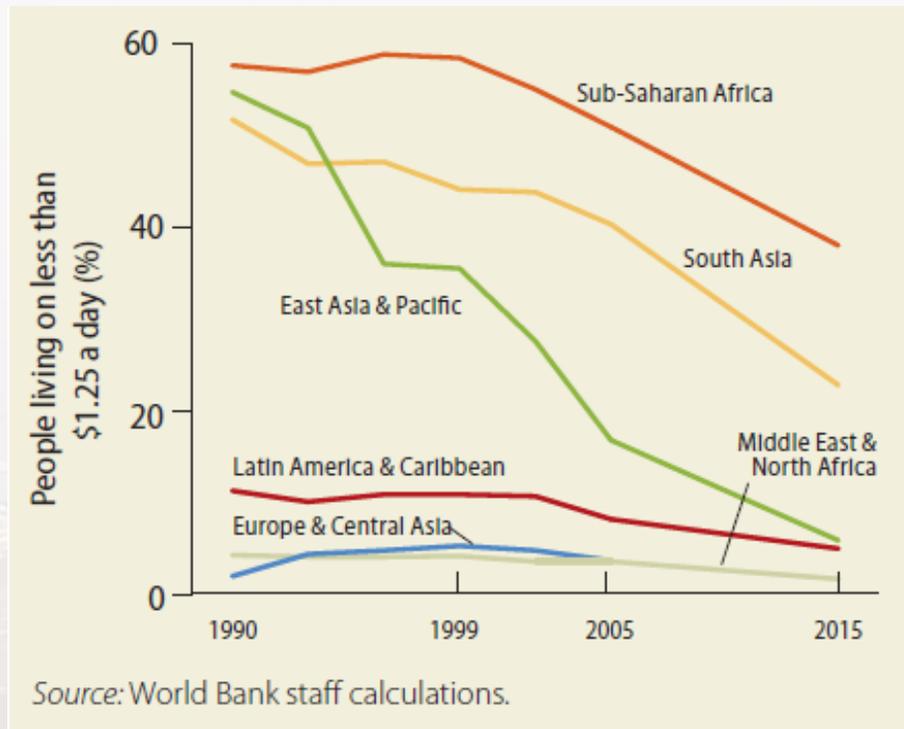
However, the results are not similar in all countries in the world, as we will see on the next page.



Measuring the eradication of extreme poverty worldwide is subject to barriers, as reliable data is not readily available. The World Bank has compiled a database based on data from more than 140 locations worldwide. More information on the various sources of data can be found on the website of the World Bank (<http://data.worldbank.org/about/sources-of-data-and-info-about-mdgs>). The MDG Track Initiative ([www.mdgtrack.org](http://www.mdgtrack.org)) also offers an interactive overview of the progress regarding the eradication of extreme poverty.

The graphs below<sup>5,6</sup> show that extreme poverty eradication (living on less than US\$ 1.25 per day) has been the greatest in East Asia, followed by South Asia. Sub-Saharan Africa has also made progress, but extreme poverty is still prevalent in the region. The results point to the fact that regional factors remain highly influential for the success (or not) of anti-poverty initiatives.

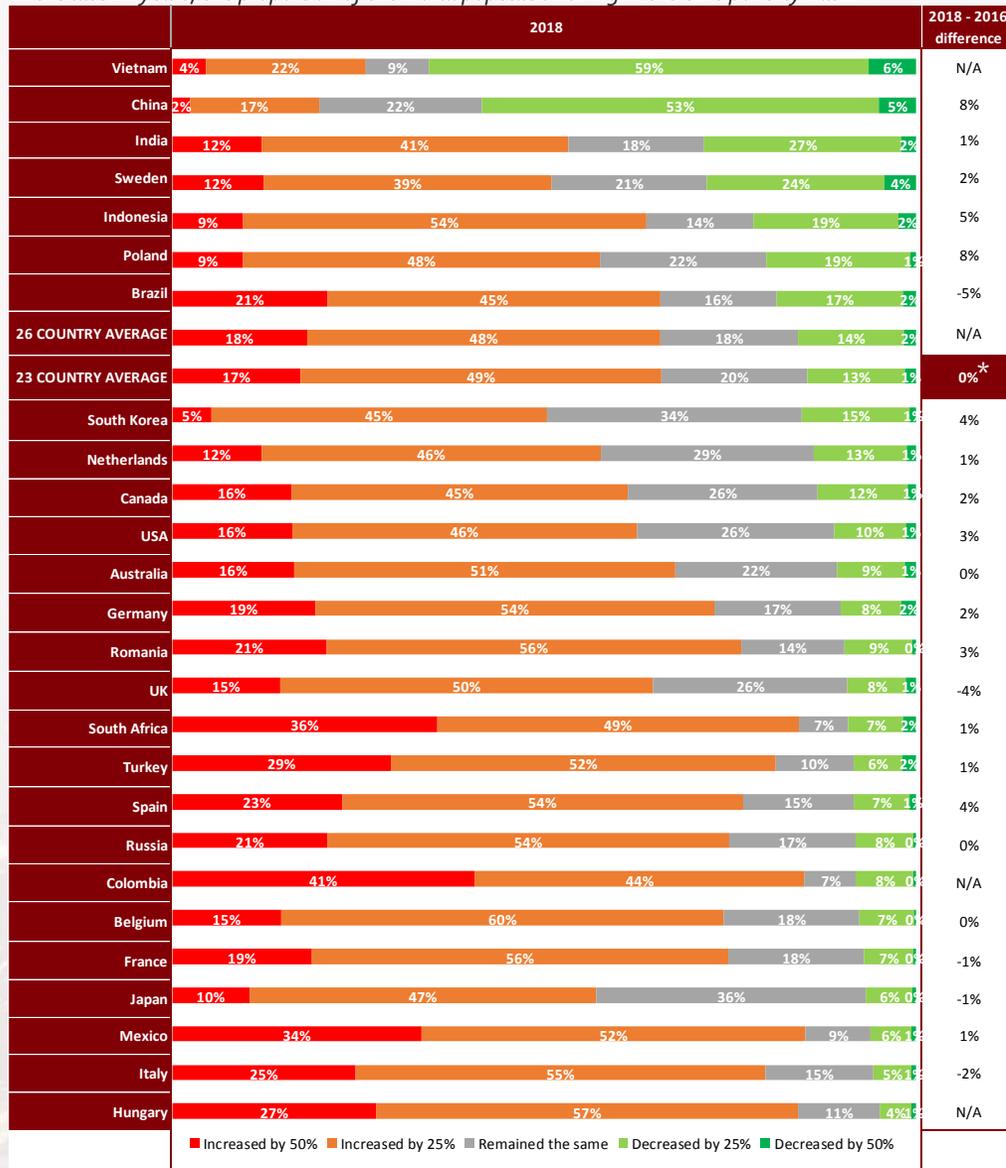
The United Nations Development program estimates that 250,000 people get out of extreme poverty every single day: See the figures, movie clip and read about some of these people at the UNDP website: [http://www.undp.org/content/undp/en/home/ourwork/ourstories/poverty-isn\\_t-permanent.html](http://www.undp.org/content/undp/en/home/ourwork/ourstories/poverty-isn_t-permanent.html). Or read the book Factfulness: <https://www.gapminder.org/factfulness-book/>



<sup>5</sup> World Bank (2010) The Millennium development Goals and the road to 2015: building on progress and responding to crisis  
<sup>6</sup> <https://ourworldindata.org/wp-content/uploads/2013/05/World-Poverty-Since-1820.png>

# Differences in knowledge about extreme poverty eradication

**Figure 3: Tracking knowledge about poverty reduction per country**  
*In the last 20 years, the proportion of the world population living in extreme poverty has...*



## Upcoming economies in Asia witness impact of extreme poverty reduction

On average, the knowledge about the level of actual poverty reduction in the world is very low and the great majority is unaware of the huge progress made. When looking at the figures per country, two facts stand out. Firstly, in most advanced economies there is a very low level of knowledge about poverty eradication in the world (see next page for an explanation of developing and advanced economies). Knowledge about poverty reduction in the world is especially high in Asian countries where rapid transformation or high economic growth are taking place, such as Vietnam, China, India and Indonesia. There are also some upcoming economies where knowledge on poverty reduction in the world stays behind, notably Mexico, Colombia and South Africa, all three countries which experienced very slow economic growth in recent years. Sweden is the notable exception among advanced economies in this study; in this country, knowledge about poverty reduction is rather high. This can very well be explained by the strong influence of the late Hans Rosling from the Swedish GapMinder Foundation and his leading role in communicating facts about the enormous progress made by humankind over time <sup>7</sup>.

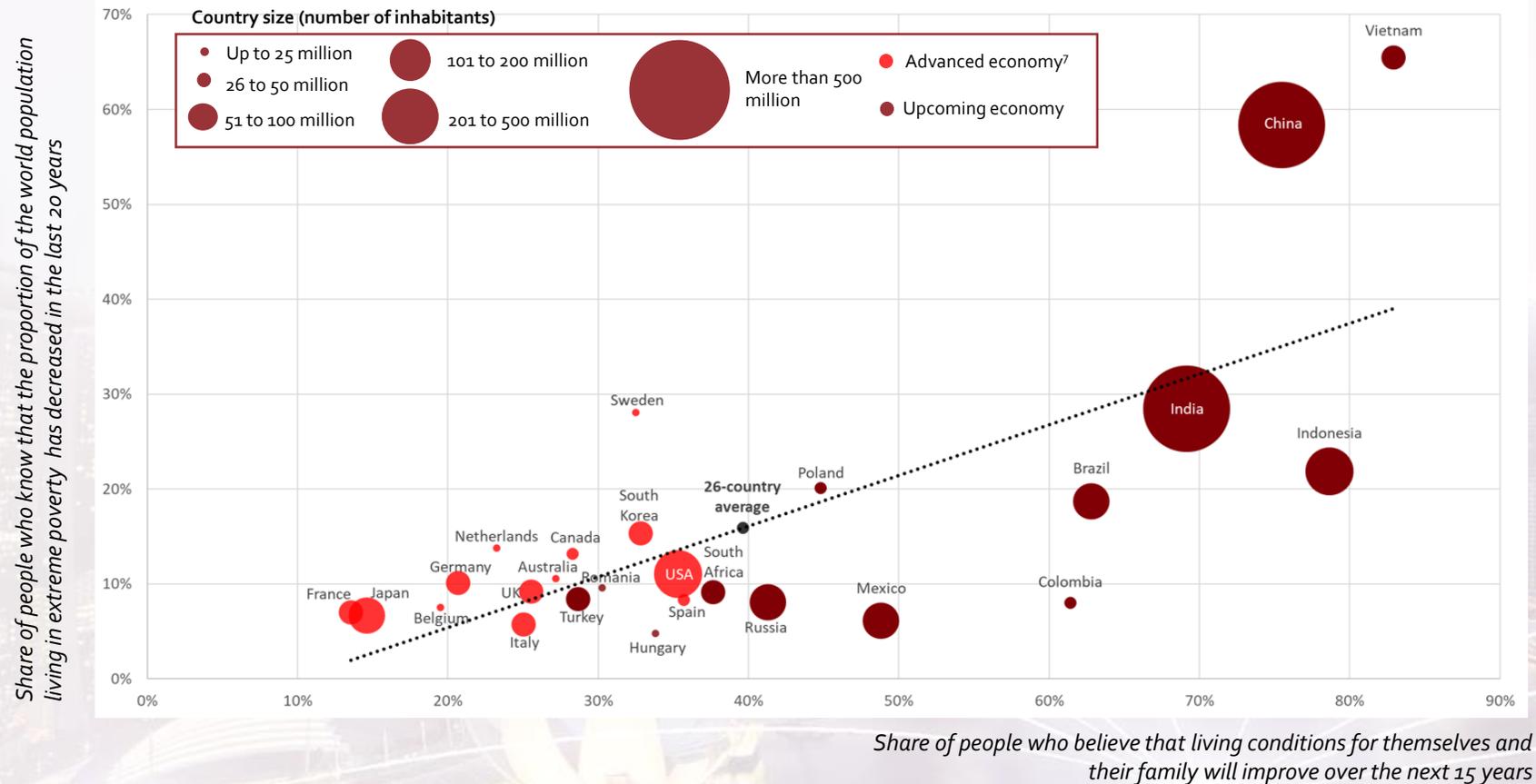
Secondly, there are only a few countries where knowledge about extreme poverty reduction has improved since our first survey in 2016. The biggest improvements can be seen among countries that were already more aware of the progress made: China, Indonesia and Poland. In Spain and South Korea knowledge also improved. Brazil and the UK are the only countries where knowledge about extreme poverty reduction is less than two years ago. This likely can be explained by the more overall pessimistic mood in these countries having to do with their internal affairs (Brexit in the UK, ongoing mass protests and high level corruption charges in Brazil).

\*The comparison between 2016 and 2018 is based on the people who correctly know that poverty has decreased in the same 23 countries in which both fieldwork waves took place (thus excluding Austria, Colombia, Hungary and Vietnam).

<sup>7</sup> Factfulness (2018). Ten Reasons We're Wrong About the World - and Why Things Are Better Than You Think. Hans Rosling, Ola Rosling and Anna Rosling Rönnlund

Figure 4 shows that respondents from countries with a higher level of knowledge about the success of extreme poverty eradication worldwide are also considerably more positive about their own future living conditions. These countries are predominantly upcoming economies where rapid transformations or high economic growth have taken place. On the other end we find the advanced economies<sup>8</sup>, where people have far less knowledge about extreme poverty eradication worldwide and also have much lower expectations about their own living conditions in the future. This tends to keep people pessimistic for a lot, as we will see on the next slides.

**Figure 4: People in upcoming economies have seen poverty decrease and expect further improving living conditions for themselves. People in advanced economies do not. The relation between knowledge about extreme poverty eradication worldwide and expected personal living conditions in the future on a country level**



<sup>8</sup> The definition of 'advanced' and 'upcoming' economies is based on the country grouping used in IMF reports. Advanced economies include the countries of the Eurozone, USA, Canada, Australia, Japan and South Korea. Upcoming economies include the remaining countries in the Glocalities database (see red dots in the figure). For more information, see <https://www.imf.org/en/Publications/WEO/Issues/2018/01/11/world-economic-outlook-update-january-2018>

The previous analyses show that communications on extreme poverty eradication worldwide gets so much easier when people see and feel the impact in their own lives, communities and countries. If people don't feel it, they don't believe it. This prevents the vast majority from believing that a better future is possible for humankind.

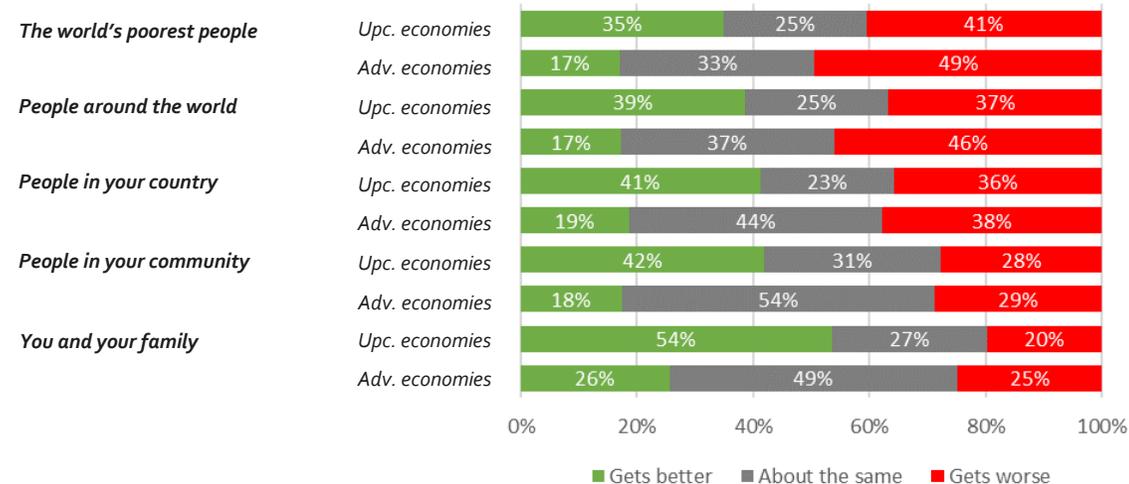
Respondents from upcoming economies are much more positive in general than people in advanced economies on all 10 indicators for future expectations that we included in the 2018 survey. They see and expect positive changes happening. Especially when we ask the respondents about the expected future living conditions of "you and your family", the contrast between the optimism of people in upcoming compared to people in advanced economies stands out. The spring 2017 global attitudes report from PEW<sup>9</sup> already reported that people in developing nations are much more positive about the future financial prospects of children growing up compared to their parents current than in advanced economies. This Glocalities survey reveals that that the contrast between optimism in developing nations and a more pessimistic outlook in advanced economies is a much greater phenomenon that is not limited to financial prospects, but also extends to people's future expectations on topics such as the quality of education, the health of people in poor countries and national and global progress.

It is not that most people in the West more often feel living conditions will get worse, it is the large number of people who believe it will stagnate that stands out. There is a clear lack of optimism in advanced economies. Another interesting conclusion can be drawn with regard to optimism about living conditions: the further away we move from one's own situation and the larger the scope of reference is (e.g. "people around the world"), the more negative people are in their future expectations. This again shows the vast importance of communicating progress made on a personal and small scale level with examples about local impact, if the objective is to win people over and engage them with the SDGs.

When zooming in on specific topics, the optimism in upcoming economies again is in contrast to more stagnation and pessimism in advanced economies. On nearly all topics on average people in upcoming economies believe more often in change for the better than change for the worse. The only exception is on the topic of international security and peace, about which more people are pessimistic than optimistic regardless of region (even though people in upcoming economies are relatively more positive). In advanced economies the pessimists outnumber the optimists on all topics (especially also on international peace and stability). The only topic in upcoming economies which has more optimists than pessimists is gender equality for women and girls in the world's poorest countries. This topic is closely related to the emancipated western worldview. People in advanced economies are most likely to believe that progress can happen, while they are more pessimistic about progress in the health of people living in the world's poorest countries (also a field in which huge progress has been made).

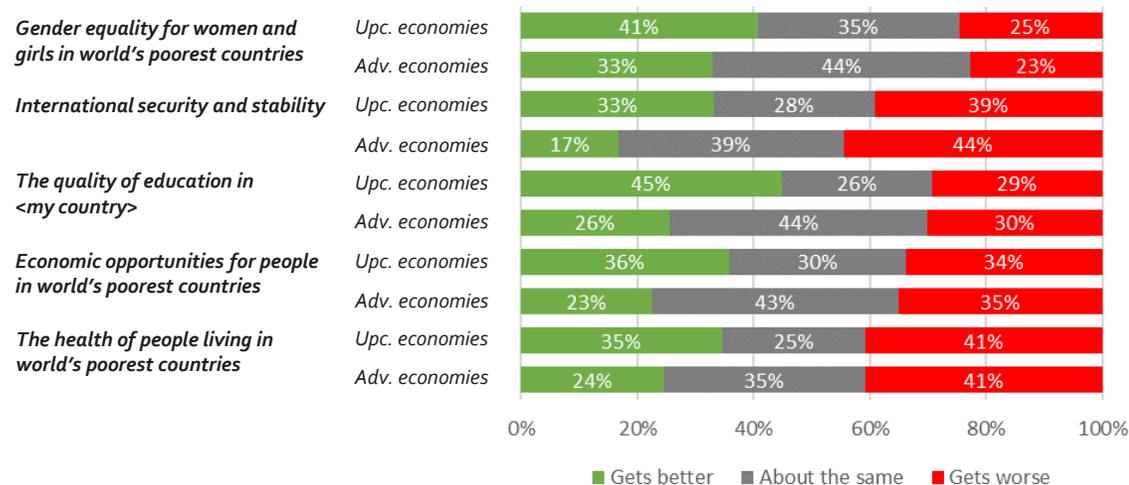
**Figure 5: Optimism about living conditions**

Over the next 15 years, do you think living conditions for the following people will get better or worse...



**Figure 6: Optimism on thematic policy areas**

Over the next 15 years, do you think the following will get better or worse?



<sup>9</sup> <http://www.pewglobal.org/2017/06/05/global-publics-more-upbeat-about-the-economy/>  
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The previous data illustrate a rather gloomy picture in advanced economies, especially when compared to upcoming economies. This is, however, not the case for the entire population. In both world regions there is a well-informed group of people who know that poverty in the last 20 years has decreased. The following table focuses on this group of people worldwide (16% belong to this knowledgeable group) and in advanced (group size is 11%) and upcoming (group size is 21%) economies respectively. We look at the data to test the following:

- Does knowledge of past progress actually translate to future optimism?
- Does region still play a role when we focus on the most well-informed group of people?

	Percentage of people in each region who believe that the aspects on this list will get <u>better</u> in the next 15 years								
	Worldwide			Advanced economies			Upcoming economies		
	People who <u>know</u> that poverty has decreased (n = 4,891)	People who <u>do not know</u> that poverty has decreased (n = 26,894)	Difference	People who <u>know</u> that poverty has decreased (n = 2,132)	People who <u>do not know</u> that poverty has decreased (n = 16,204)	Difference	People who <u>know</u> that poverty has decreased (n = 2,759)	People who <u>do not know</u> that poverty has decreased (n = 10,690)	Difference
Living conditions for people around the world	69%	20%	49%	52%	13%	39%	78%	28%	50%
Living conditions for the world's poorest people	68%	18%	50%	55%	12%	43%	75%	24%	51%
The economic opportunities for people living in the world's poorest countries	67%	22%	45%	57%	18%	39%	73%	26%	47%
International security and stability	49%	20%	29%	30%	15%	15%	59%	26%	33%
Gender equality for women and girls in the world's poorest countries	68%	31%	37%	63%	29%	34%	71%	33%	38%

Looking at the data, we see that people who are aware of past progress in extreme poverty eradication are much more optimistic about the future when we compare them to people who are not aware of past progress. In absolute sense, the well-informed group in upcoming economies is somewhat more optimistic than their counterparts in advanced economies, reflecting regional trends. However, when we look at the difference in optimism between the well-informed group and the rest within each region, we notice very similar patterns (as shown in the "Difference" columns). Therefore, people in advanced economies who know that poverty has decreased share the same positive energy with their counterparts in upcoming economies, although this group is clearly smaller in advanced economies (11%) compared to upcoming economies (21%). This group of people can prove crucial in reenergizing the SDGs campaign in advanced economies. But who are they and how can they be activated?

Once again, we looked at the rich Glocalities database to get to know this group better. The people who know that poverty has decreased are far more likely to be Millennials. They are also somewhat more often male and clearly more educated. They are relatively more interested in politics and believe that many problems will be solved in the future through technology. This group of Millennial leaders is more connected to the world and they are more likely to consider themselves global citizens.

The people who know extreme poverty rates have decreased in the last 2 decades are interested in other cultures and are outward looking. It is a group of people who do not adopt a fatalistic attitude; rather, they believe in empowerment. They are much more optimistic about the future and often believe that their actions can make a big difference in helping to end global poverty. When we ask them about which actions would have the most impact on ending poverty, more often than others mention:

- Ensure that women have equal rights and opportunities
- Find peaceful resolution to conflicts

This in turn finds its expression in the SDGs that they consider relatively more important; quality education and gender equality clearly stand out. In their eyes, these are key factors for eradicating poverty by bringing on structural social change.

Interestingly, they are less likely to believe that other countries have a responsibility to contribute to alleviating poverty in their own country. This indicates that they support the view that change should come from within. They themselves are much more willing than average to take action in support of the issues they worry about. They are often willing to donate money to an organization supporting the cause in question, but also discuss the topic with other people and even volunteer. This is a group of people with a can-do mentality, who can play an vital and energizing role in the SDGs campaign.

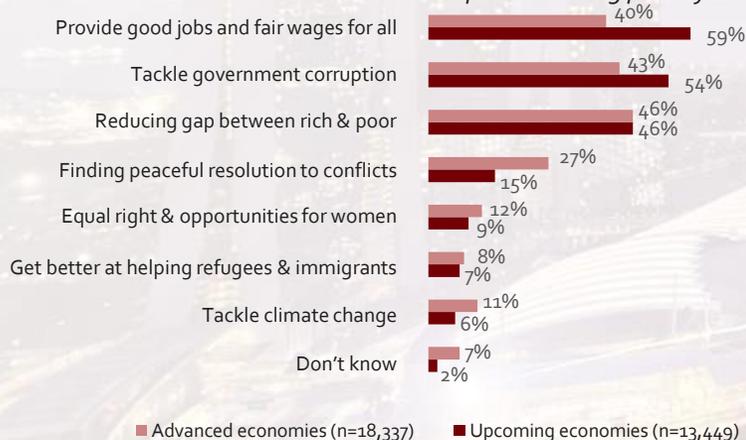
## Good jobs & fighting corruption priorities to reduce poverty

The different perspectives of people in upcoming versus advanced economies are also reflected in the issues they worry about. People in advanced economies are more concerned than people from upcoming economies about outside threats: immigration, terrorism and climate change. They also have greater concerns about the protection of the social welfare state: social welfare and elderly care. People in upcoming economies worry more about uneven developments in their own country: (political/governmental) corruption and (access to) education.

These different policy priorities are also reflected in the kinds of actions that people think have the biggest impact on ending poverty. In developing economies the solution is primarily seen in better jobs, fair wages and battle against corruption. Respondents from advanced economies more often stress peaceful conflict resolution as important for ending poverty.

**Figure 7: Policy priorities to reduce poverty**

Which actions would have the most impact on ending poverty?

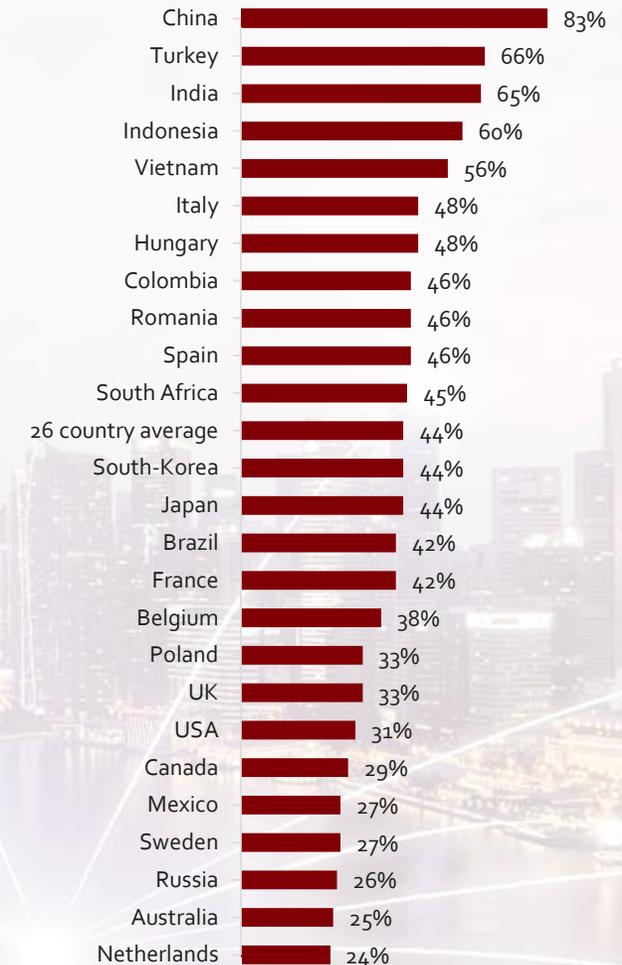


## People in upcoming economies often say that other countries have a responsibility for alleviating poverty in their own country

We also asked respondents if they think that other countries have a responsibility to contribute in alleviating poverty in the country of the respondent. In upcoming economies such as China, Turkey, India, Indonesia and Vietnam the majority says that other countries have a responsibility to alleviating poverty in these countries. The high score of Italy on this statement might be related to the current refugee situation in Italy and its government's view that other EU countries should support Italy in dealing with the refugee flow. From the upcoming economies, Russia is notable in its low score, which might be due to the general more sceptic attitude towards foreign aid and NGOs. Also Mexico scores low on this question, which to some extent might be related to the more difficult relation with the US under the Trump administration.

**Figure 8: Responsibility of other countries to help solve poverty in their own country.**

Share of people who say that other countries have a responsibility to contribute to alleviating poverty in <country of the respondent>



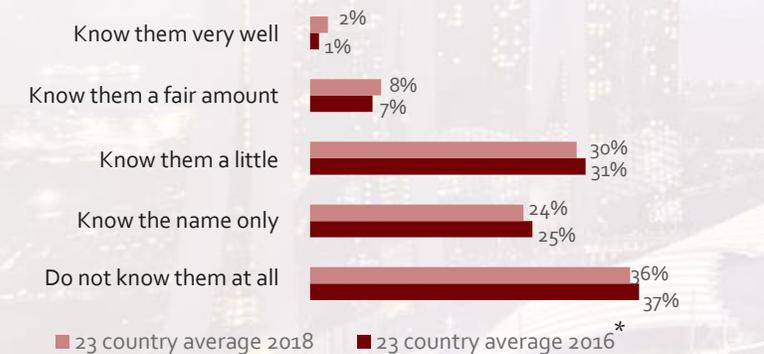
## SDGs awareness hardly improved in two years

The pivotal goal to put an end to poverty is embedded in the larger framework of the UN Sustainable Development agenda which was launched in 2015. This agenda consists of 17 global goals to protect the planet and ensure prosperity for all. The SDGs agenda has the explicit aim to create momentum, raise awareness and support and reach a new global audience through traditional and online media to help achieve the set goals for 2030<sup>10</sup>. Governments, the private sector, civil society and the public at large are called upon to do their part in contributing to the SDGs. In order to make the SDGs relevant to a more local level the goals are translated to national frameworks and reporting mechanism on the progress achieved.

This hugely ambitious plan and mass mobilization requires awareness of the SDGs at a minimum. The following numbers (figure 9) show that knowledge about the SDGs since our last survey in 2016 has hardly improved: 11% reports a fair to good knowledge about the SDGs, 54% has some knowledge (a little or in name only) and 36% doesn't know the SDGs at all.

**Figure 9 : Public knowledge about the SDGs**

How much would you say you know about The Sustainable Development Goals, also called the Global Goals for Sustainable Development?



\*Even though we included 26 countries in 2018, we only refer to 23 countries when we compare the 2018 results with the results in 2016 (thus excluding Austria, Colombia, Hungary and Vietnam where we only have 1 data point available).

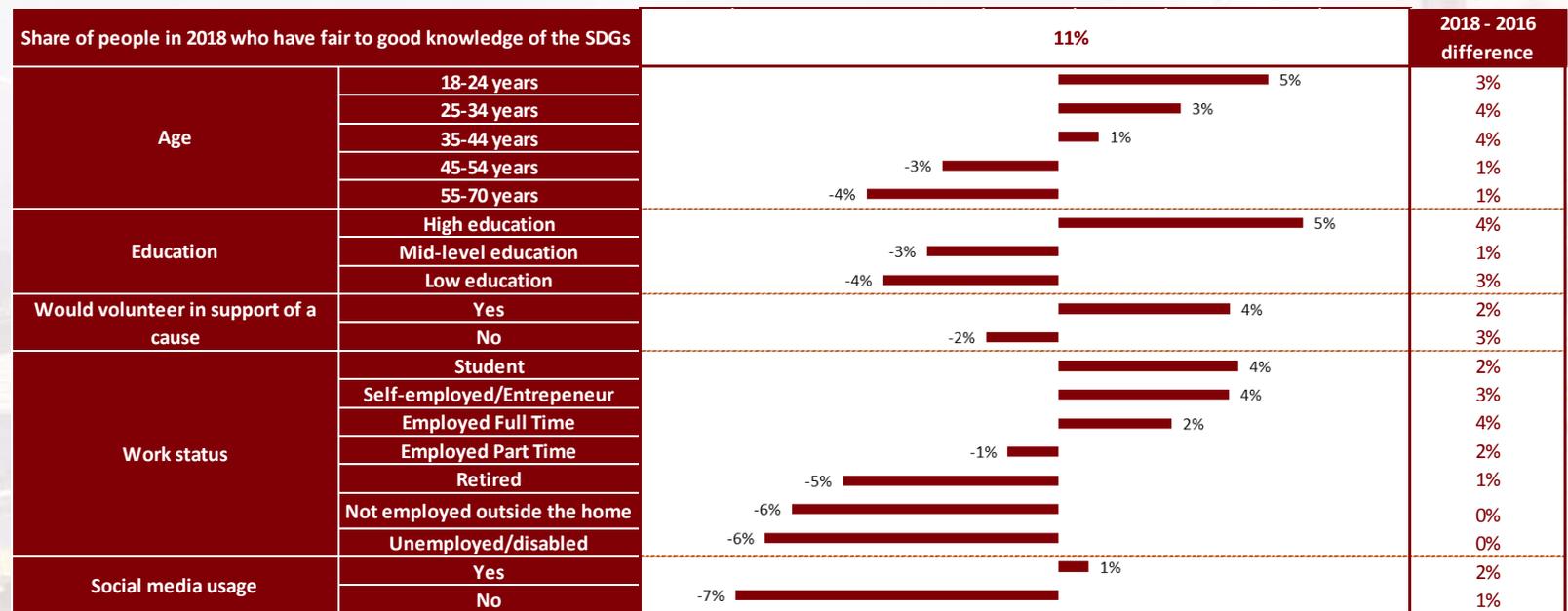
## Millennials & higher educated most knowledgeable about SDGs and show progress in awareness

Another way to look at the SDG knowledge is which groups in society are most knowledgeable about SDGs (figure 10). We have looked at sociodemographic backgrounds to identify the most knowledgeable groups in society who say they have fair to good knowledge of the SDGs. These groups are potential ambassadors who can be mobilized to raise further awareness on the SDGs among broader audiences.

When we look at age, it is clear that young people are the most knowledgeable about the SDGs. 16% of the global youth between 18-24 years old reports fair to good knowledge on the SDGs, while among 55-70 year olds this number is 7%. Also education level is an important factor in SDGs knowledge. 16% of the higher educated report fair to good knowledge on the SDGs. Also (would be) volunteers, working people, students and people who are active and connected on social media have a higher likelihood to have fair to good knowledge on the SDGs. It is interesting to see that increases in knowledge since our previous survey in 2016 are concentrated among people who are 18-44 years old and among students, entrepreneurs and people who work full time. These people are generally more connected and open to new perspectives, partly due to their life phases and role in society.

Further integrating the SDGs into the curriculum at schools is likely to bring about positive change among youth. Further aligning the SDGs with the business community is also a strategy that is likely to pay off. Getting people on board who are older than 45 and who are less often participating in work or are less connected via social media is much harder to do. Informing and engaging these people, their local communities and making the SDGs relevant on a local level are even more important than for others who are already better informed.

**Figure 10: Knowledge on SDGs by demography**



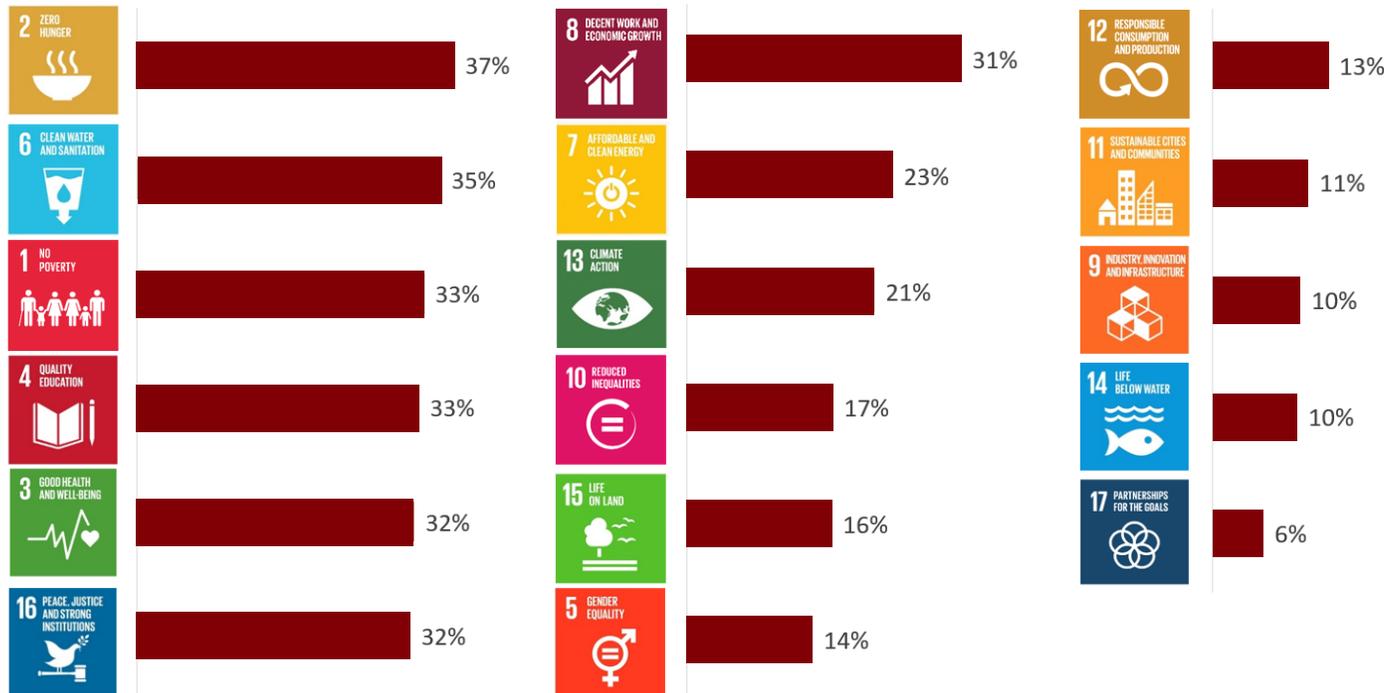
<sup>10</sup> [https://www.un.org/pga/71/wp-content/uploads/sites/40/2016/11/2\\_SDG-IMPLEMENTATION\\_external.pdf](https://www.un.org/pga/71/wp-content/uploads/sites/40/2016/11/2_SDG-IMPLEMENTATION_external.pdf)

Respondents to the survey were asked to select the four SDGs that they find most important for improving the quality of life for people around the world (see figure 13). The SDGs with the highest perceived priority are related to people's basic needs: zero hunger, clean water and sanitation and no poverty. Also quality of education, good health and well-being, peace and justice and decent work and economic growth score very high (above 30%) as SDG priorities. This indicates that these are seen as important structural factors for improving the wellbeing of people. Aspects on which people do not directly depend for their survival are positioned lower in the ranking.

Compared to 2016 when a similar question was asked it is interesting to notice that much stayed the same, but there are some differences. Quality education, decent work and economic growth and good health and well-being have risen somewhat and climate action has lost some of its priority compared to two years ago.

**Figure 12: Priorities in SDGs**

*Which do you think are most important for improving the quality of life for people around the world?*



Previously we saw that different groups have different worldviews, which translates to distinct priorities. We take a similar look at various groups of people and their views on the SDGs.

Millennials slightly more often stress quality education and gender equality, whereas older people more often consider zero hunger, good health and wellbeing and clean water and sanitation important SDGs.

Men are slightly more likely to mention aspects relating to economic and technological development (affordable and clean energy; industry, innovation and infrastructure), whereas women relatively often mention good health and wellbeing, gender equality and decent work and economic growth as important SDGs.

Looking at education level, we see that highly educated people quality education as a rather important SDG for improving people's lives. Highly educated people clearly see the benefits of education in their own lives. Less educated people focus more on fulfilling primary needs, thus they focus on no poverty and zero hunger.

Overall, we see that the priorities that people set with regard to the SDGs are to some extent related to prevalent conditions. A characteristic case is women, who, given the still prevalent gender inequality in many countries, plea for more gender equality. They do not only focus on the ideological aspect of it – men being equal to women – but complement this with better health and well-being and also better working conditions for all (SDG8: decent work and economic growth). This is yet another reminder that we are still far from resolving gender inequality, even things are moving.

## “Third world” frame still prevalent in the West, but also climate change and gender equality

On the previous page we looked at the priorities that different kinds of people set for the SDGs by ranking of perceived importance for improving the quality of life of people around the world. Given the differences in SDGs knowledge between upcoming and advanced economies, it is also interesting to look at the relative difference between these two groupings of countries.

Most distinct SDGs priorities for improving the quality of life around the world (relatively more often mentioned) in advanced economies are related to the primary needs of people: zero hunger and clean water and nutrition. This is consistent with the way Western development aid has been communicated for decades to save people in the “third world” from starvation and build water wells for development.

In recent years this dominant frame has been shifting and new priorities have been added to the agenda. This is reflected by the relative higher priority people in advanced economies give to climate action and gender equality.

## SDGs in upcoming economies reflect public demands in phase of industrial revolution

It is interesting to see how a different paradigm arises when analyzing the relatively higher priorities given by people in upcoming economies. These priorities are related to structural changes that they are witnessing in their own countries. They give relatively higher priority to industry, innovation and infrastructure, decent work and economic growth, education and sustainable cities and communities.

These priorities reflect the economic and social demands of people in the process of an industrial revolution (and the need for sustainable urbanization as a consequence of this). This insight offers a more refined starting point for strategizing SDGs campaigns and aligning messaging in these campaigns with the general feeling of progress and pride in developing countries, in order to harness more public impact and support. For example, tapping into the ambition to create world-class sustainable cities offers multiple opportunities for boosting progress. But this only tells part of the story.

Figure 13: Distinctively more important SDGs in advanced VS upcoming economies

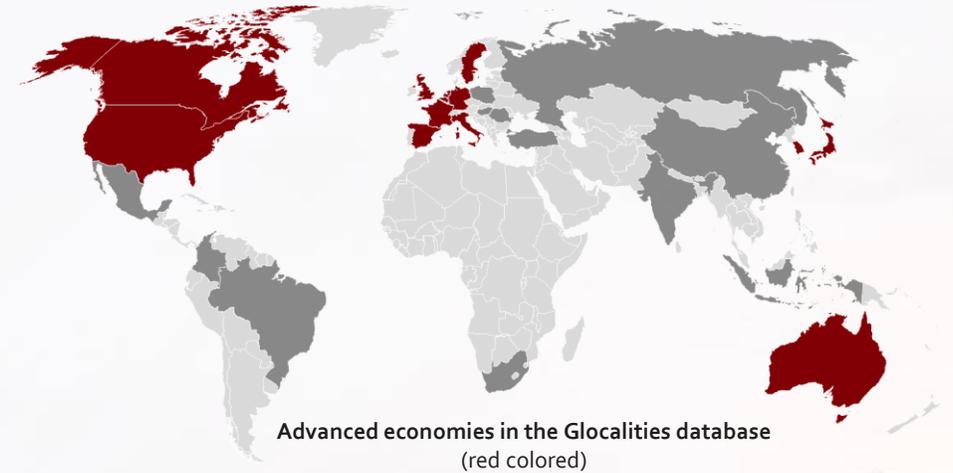
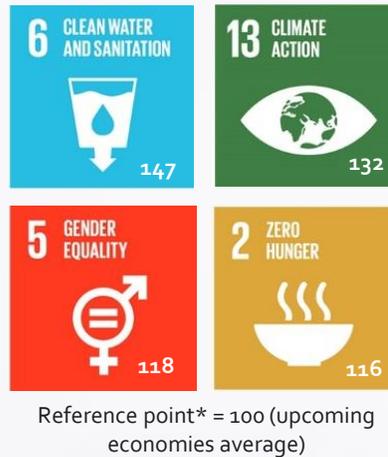


Figure 14: Distinctively more important SDGs in upcoming VS advanced economies



\* The reference point each time is the other group of countries. To determine the index score, we divide the percentage of the group in question with the percentage of the reference group. We then multiply it by 100. Index scores above 110 or below 90 are significant enough to determine that the two groups differ substantially in a given aspect.

The first two chapters showed the differences in the perceptions on poverty and SDGs between advanced and upcoming economies. We described how this is related to the different experiences in witnessing progress and expectations about living conditions in the future. In this chapter we take a more broad look at the sociological and cultural context in which perceptions about the SDGs take shape. To be able to take a helicopter view, we started with an analysis of a selection of the multitude of values statements from the Glocalities survey.

## Advanced economies: Progressive values and future pessimism

The analysis shows how future pessimism ('the future holds nothing for me') on average is one of the most differentiating statements in our survey when comparing people from upcoming versus advanced economies. This comparatively higher score on pessimism in advanced economies is in line with the future expectations described earlier on page 10. People from advanced nations are also more consumption oriented, while people in upcoming economies are more oriented towards saving money for later. Advanced economies are also more hedonistic (life should be joyful) and more progressive in gender roles, while less patriarchal and less religious.

## Upcoming economies: Conservative values and upward mobility

People in upcoming economies are distinctively more work and status oriented. Work is a much more central element in their life, as is the ambition to progress to a higher income class. This is combined with embracing much more socially conservative values. Many societies in upcoming economies are deeply patriarchal (the father as the head of the household) and religion and family are much more central in life.

Overall, the different story and context in upcoming and advanced economies reflects a deeper societal feeling of progress versus (relative) decline. The societal progress in upcoming economies is reflected and rooted in a high work ethos and positivism about the future. Advanced economies are progressive in values, but pessimism about the future is relatively high. There is a lack of optimism and the drive to achieve and progress to a higher income class has faded.

On the next page we will see how the differences are reflected in the constitution of societal segments within advanced and developing countries.

**Figure 15: Differentiating values statements between advanced & upcoming economies**  
Based on standardized scores\* on agreement to values statements\*\* (Z-scores)



\*Figure 15: distinguishing values per region as determined by standard scores. By calculating standard scores, following reputable academic researchers in the field of cross-cultural values research such as Schwartz and Hofstede, we overcome the issue of culturally-specific answering bias (people from some countries tend to agree/disagree with Likert statements more often regardless of the content). In this way, we identify truly distinguishing values that characterize respondents from advanced and upcoming economies respectively. After we calculate the standard score of each country group, we subtract it from the worldwide average to obtain the standard score difference. That difference is shown in the graph and it is expressed in standard deviations.

\*\*A full description of the items shown in the graph is available in the appendix. Take "national pride", for example, describes how proud people are of the flag of their country. In the graph we see that people in upcoming economies are relatively more proud than average compared to people in advanced economies.

Figure 16: Glocalities segmentation model with examples of appealing personalities per segment



**Socializers**  
 Entertainment  
 Financial security  
 Family  
 Traditional values

**Creatives**  
 Art & Culture  
 Cosmopolitan  
 Open mind  
 Self expression  
 Social Commitment

## Cultural dynamics in advanced versus upcoming economies

The differences between upcoming and advanced economies cannot be purely ascribed to differences in economic prospect or stage of development. The analyses on the previous page already showed that they are also a reflection of differences in culture and values orientation that are deeply embedded in society. These cultural dynamics are very important to take into account when strategizing the next phase of the SDGs communications campaign.

To further sketch and understand the cultural landscape in upcoming versus advanced economies, we use the Glocalities values segmentation model<sup>12</sup>. Based on 50 survey questions about outlook on life, people are assigned to a values cluster which best fits their answering pattern (using latent class cluster analysis). The relative size of these values segments provides a lot of information about the cultural characteristics of any given group. Insights from the segmentation can be used to build more refined strategies and communications. When using this model to compare people from upcoming versus advanced economies, we can draw a number of conclusions.

## Creatives and Socializers (lower/middle class) dominant in advanced economies

In advanced economies Creatives (28%) and Socializers (26%) are the largest values segments. These segments reflect the individualistic culture in the West and the cultural importance of freedom and independence. Both values segments are partly the result of the silent values revolution in the West since the 1960s. Creatives' values are rooted in the protest generation who were formed during that era. It is the dominant values orientation, especially among the higher educated social-liberal class. Creatives are open-minded idealists, who have a cosmopolitan worldview and value personal development and culture. Socializers' values are formed by another aspect following the 1960s cultural transformation, which is that of the rise of the mass consumer society. Socializers are structure seekers who enjoy entertainment, freedom and family values. This values orientation is dominant among the lower and middle educated people in Western societies. The current political turmoil in the West can be partly explained as a cultural backlash of locally rooted Socializers against the more cosmopolitan oriented Creatives. Socializers represent an anxious lower and middle class in the West. Anxieties about migration, terrorism and crime and mistrust in government and international institutions run especially high among the values segment of Socializers. Creatives are distinctively less concerned about these issues and have higher institutional trust. They are distinctively more concerned about the environment/climate change, discrimination, freedom of expression and education.

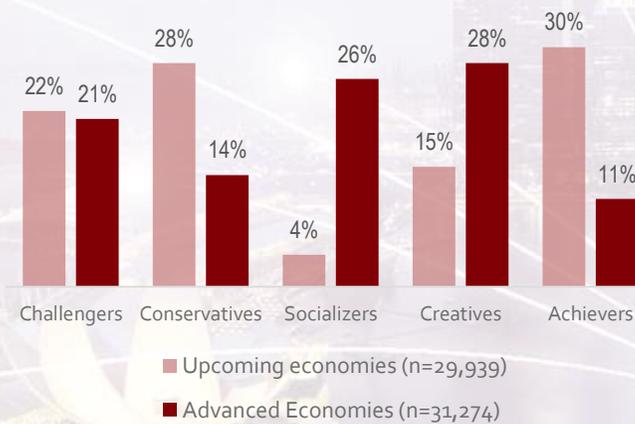


Figure 17: Size of Glocalities values segments in advanced VS upcoming economies

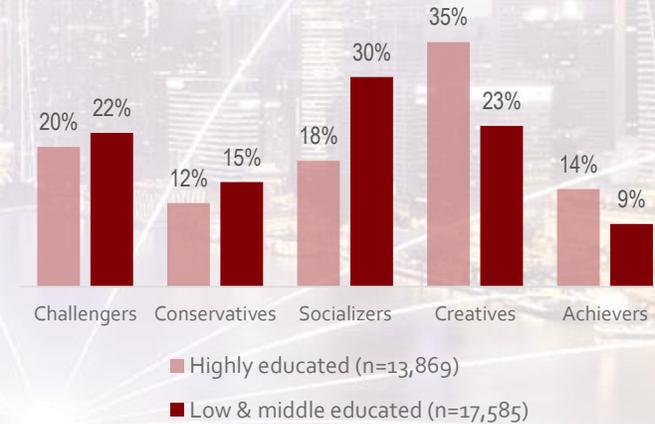


Figure 18: Size of Glocalities values segments among high vs low/middle educated in advanced economies

<sup>12</sup>See appendix for an explanation of the Glocalities model



## Achievers and Conservatives (lower/middle class) dominant in upcoming economies

In upcoming economies the cultural dynamics and structures are very different. The largest values segments in these countries are the Achievers and the Conservatives, while all other segments are considerably smaller (especially Socializers are almost non-existent). This is a reflection of the more culturally conservative and community oriented disposition of people in (most) upcoming economies. Achiever values are especially dominant among the higher educated, while Conservative (and Achiever) values are dominant among the lower and middle educated. The Achievers represent a rising upper and middle class in developing economies. Achievers are entrepreneurial networkers who are ambitious, value status and community. They are socially conservative and proud nationalists, but combine this with an open-minded attitude towards other cultures and people. They dare to take risks (although they aim for financial stability) and are networkers, but also demand respect for (their) authority and value etiquette. Similar to Creatives in the advanced economies (but unlike Creatives in upcoming economies) they are distinctively worried about the environment/climate change and are concerned about the damage people cause to the planet. The Achievers also show a higher concern about terrorism.

Conservatives are the dominant values segment among the lower and middle educated. Like the Achievers, they are socially conservative and family oriented. Unlike the Achievers, they are reluctant about change, less risk-taking and are less preoccupied with status and career. They are much less open to other cultures and other ways of living. Their most distinctive concern is about decency and values. Conservatives adhere to local traditions and are the least open to internationalization.

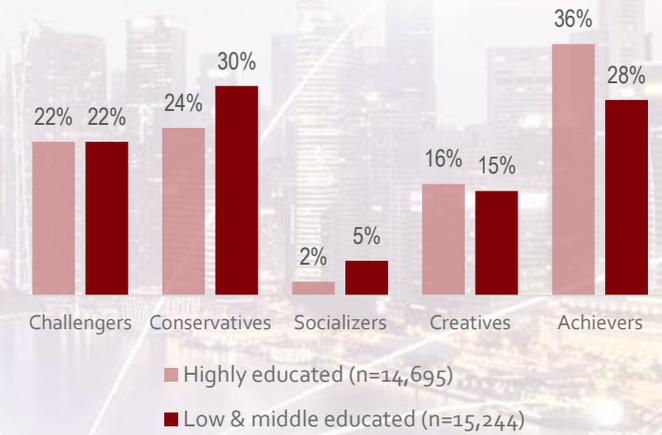


Figure 19: Size of Glocalities values segments in high vs low/middle educated in upcoming economies

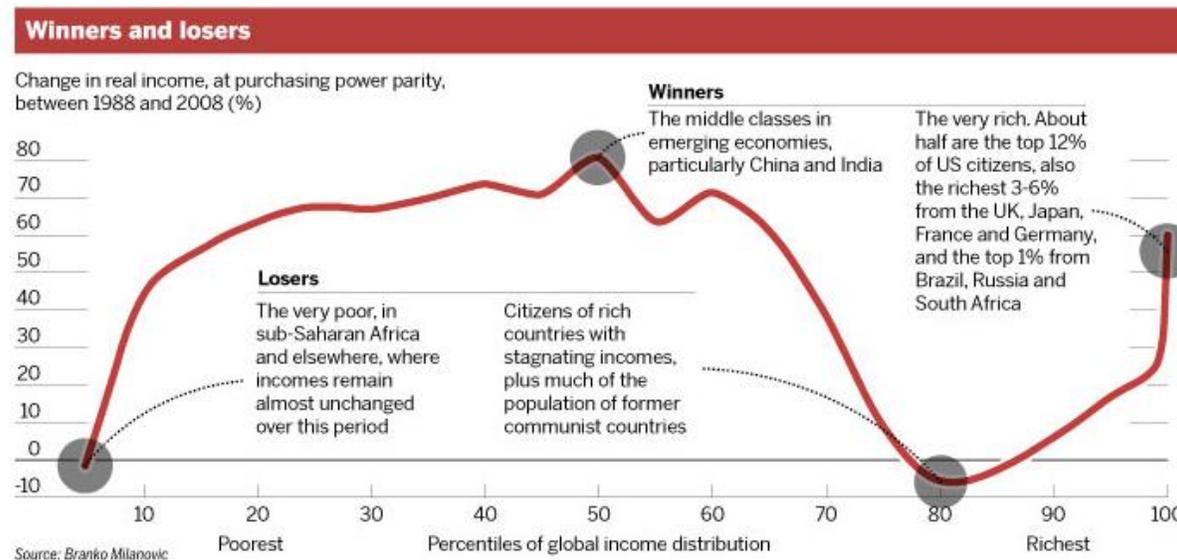
## The ambitious SDGs story resonates with can-do aspirations in upcoming economies

The SDGs campaign has the ambition to create momentum, raise awareness and support and reach a new global audience through traditional and online media to help achieve the set goals for 2030. How do you connect in national and local SDG campaigns with the very different cultural dynamics in upcoming versus advanced economies? A good starting point is the famous elephant curve of economist Branko Milanovic. This graph shows how middle classes in upcoming economies and upper income classes in advanced economies are the economic winners of the current global economy, while incomes among the lower and middle classes in advanced economies are largely stagnating. The values and attitudes of most of these very divergent groups are reflected in our survey, however the world's poorest and lower income classes in upcoming economies are largely absent in our study due to the online methodology.

In the Glocalities study we also included a list of aspirations for the next 5 years. The typical SDGs priorities in upcoming economies that we have described on page 16 (decent work and economic growth, quality education, sustainable cities and communities) reflect the aspirations of middle and upper classes to progress to a higher income class, achieve material wellbeing, a better future for their children and the ability to help their parents lead a more comfortable life (figure 21). Especially the entrepreneurial and can-do Achiever mentality among the higher educated forms a great basis to further accelerate the positive spirit and can-do story at the core of the SDGs.

The potential success story of the SDGs in upcoming economies essentially boils down to regaining optimism for a better future for people and their families and the psychology of moving beyond pessimism and stagnation. For this it is highly urgent to make the SDGs locally relevant and work towards progress at the local level. The promise of development through collective action resonates strongly with both the cultural dynamics in upcoming economies and the evidence of progress people witness all around them. The latter is lacking in advanced economies. In both advanced and developing countries, SDGs awareness and mobilization campaigns should be built on local and country-specific stories, realistic ambitions and proven opportunities for securing a better future.

**Figure 20: The elephant curve of global inequality and growth<sup>12</sup>**



**Figure 21: Higher scoring aspirations of people in upcoming vs advanced economies**

For which 7 aspects would you like your life to change in a positive way over the next 5 years? Top differentiating aspirations out of list of 27 answer categories.

	Upcoming economies (index based on world average)	World average
Have a good career	169	15%
Have lots of possessions	137	7%
Help my parents have a comfortable life	126	25%
More personal development	120	19%
Help my children progress	112	33%
Income / salary	108	47%

Green is significant overrepresentation

<sup>12</sup> <https://www.economist.com/finance-and-economics/2016/09/17/shooting-an-elephant>

**Figure 22: Higher scoring aspirations of Creatives and Socializers in advanced economies**

For which 7 aspects would you like your life to change in a positive way over the next 5 years? Top differentiating aspirations out of list of 27 answer categories.

	Socializers (index based on average advanced economies)	Creatives (index based on average advanced economies)	Average advanced economies
Feel safe	121	80	42%
Help my children progress	120	79	30%
Have a good family life	117	81	42%
Be happy with life	115	98	54%
Be healthy	109	99	73%
Be independent	96	118	23%
Do useful things for others	86	122	24%
Experience new things	77	139	24%
More personal development	71	134	15%
Lead an active and exciting life	69	122	20%

*Green is significant overrepresentation*  
*Red is significant underrepresentation*

## Realigning SDGs with Creatives and Socializers in advanced economies

We earlier described the relatively higher knowledge of the progress made in eradicating extreme poverty among respondents from South and East Asia who experience development and have a positive outlook on the future. For example, in India and China the development agenda is a priority and rather common language. This is an indication that the ambitious SDG campaign already takes on better among people from these developing countries compared to the advanced economies, which are in a different stage of development and have their own challenges.

Our data also show how the SDGs story about the 'promise of a better future' is out of tune with the popular mood in advanced economies. The communications problem on the SDGs, especially among the middle classes in advanced economies, goes much further than a lack of knowledge. The problem is deeper: the SDGs story about optimism about a better future is too disconnected from (many) people's own experience (stagnating growth) and future pessimism. Apart from this, our survey indicates that the general public in advanced countries is not effectively being addressed as an important stakeholder and communications target group for the SDGs. How to turn this negative mood around and realign SDGs communications in advanced economies in a more constructive way?

Given the very different aspirations of the two main values segments in Western society, we suggest a twofold approach:

1. The easiest group to align with in SDGs communications is the Creatives segment (dominant among higher educated in advanced economies). Their mindset is cosmopolitan, open minded and idealistic. It is this dominant values group in Western societies where support for development aid and NGOs is the highest. They trust science and international institutions and yet they often don't know about the past successes in eradicating extreme poverty. As a result, they do not believe that ending poverty is possible soon. SDGs communications and activations can be better aligned with their aspirations of openness, human development and idealism (doing useful things for others). The powerful message of hope that got President Obama elected back in 2008 with the slogan "yes, we can" resonated strongly among Creatives, not only in the US but also throughout the world. With the mood having turned sour in the West and Creatives' values under siege by a cultural backlash, they themselves seem to have turned inwards and became insecure. To better connect with their values and aspirations, the SDGs should be communicated more effectively as a project of hope that human progress is possible, that despite difficulties and setbacks it is worth to keep on fighting for a better future. The way the GapMinder foundation translates scientific facts about human progress into accessible and easy to digest movie clips and publications is a good way to inform Creatives, but more initiatives are needed to engage them.
2. While connecting in SDGs communications with the mindset of Creatives is a necessary and crucial first step, the ambition of the SDGs should be made far more relevant for society at large in order to counter pessimism. The communications approach for Creatives will not work for many other segments in society and might even be counterproductive if it is not accompanied by strategies aiming for people from middle and lower classes. Socializers tend to take a zero-sum approach to international affairs: they are more likely to think that progress abroad (poverty reduction) comes at the expense of working families here (taking away of jobs). In order to make SDGs relevant for Socializers, they need to be boldly translated into their local situation and be better tuned to their aspirations. High-scoring aspirations of Socializers are having a good family life, being healthy, feeling safe and helping their children progress. In order to make the SDGs relevant for Socializers, the fight against poverty should be made locally relevant and the narrative should not be too focused on succeeding to help people in China and India out of poverty, but also about supporting poor families in the Socializers' local communities. For Socializers, fighting poverty should not be too much about vaccination programs in Africa, but also about the Socializers' own social protection (such as healthcare). Communications should not be much about climate change, but also about ensuring decent jobs in Socializers' own towns (e.g. to make the energy transition happen). These are badly needed elements to build a story of hope around SDGs which resonate with the aspirations of Socializers in advanced economies. If this pessimistic segment in advanced economies is neglected in the SDGs campaign and the SDGs are not made locally relevant, there will be increasing tensions and the SDGs will become mainly a project for UN elites and developing economies.

## Millennials believe their actions can make a difference

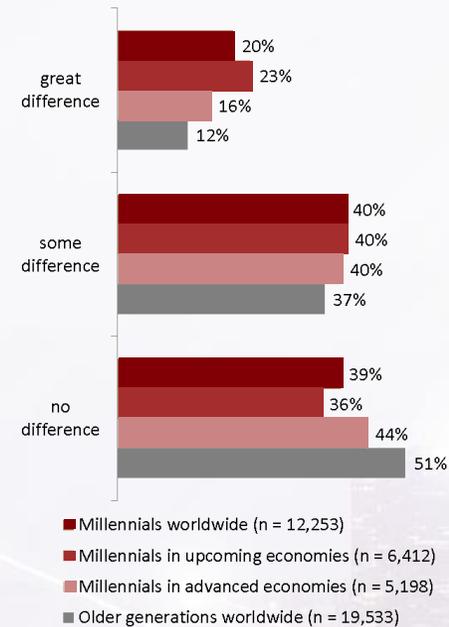
Chapter 3 shows values-based differences between upcoming and advanced economies that contextualize diverging attitudes, opinions and priorities towards SDGs and optimism. There is a world to win when influential people from upcoming economies (with a predominantly Achiever mindset) and advanced economies (with a predominantly Creative mindset) learn to understand each other, collaborate and bring in their unique competences and perspectives for solving local and global problems.

But there are more key learnings from the Glocalities data. As we concluded in the end of chapter 2, there is also a significant age gap regarding knowledge of the SDGs, with young people being much better informed than the older generations. This can partly be explained by their schooling and higher level of online connectivity and global interest. Also, knowledge of the success of poverty reduction is greater among Millennials than among older people, although the large majority of Millennials still is unaware of the huge progress made. This offers new challenges and opportunities. In this chapter we explore these findings further and look at the potential to turn influential Millennials into SDGs ambassadors to help accelerate change toward achieving the goals set for 2030.

Figure 23 reveals that not only are Millennials more knowledgeable about the SDGs in general, but they are also more optimistic than older generations about the difference that their individual actions can make in helping to end poverty. This is especially true for Millennials in upcoming economies, but also for Millennials in advanced economies. The optimism of Millennials in advanced economies is especially worth mentioning given the fact that approximately 8 out of 10 Millennials live in the developing world.

**Figure 23: Optimism that individual actions can make a difference in ending global poverty**

How much of a difference do you think that your individual actions can make in helping to end global poverty?

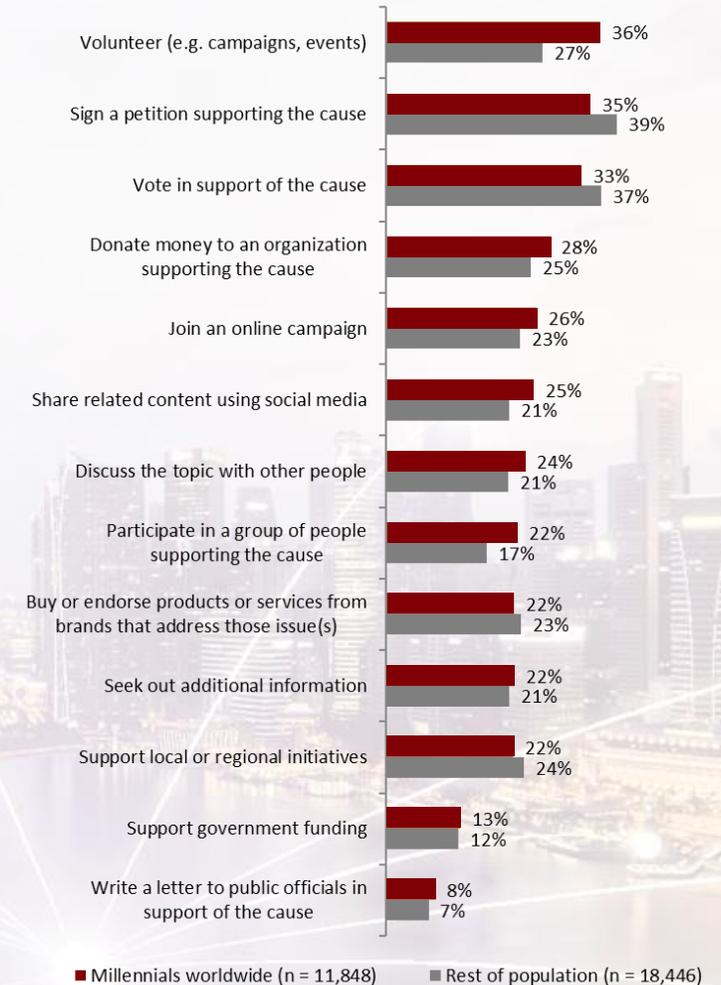


## Millennials more willing to volunteer, donate money & engage in online activism

Despite the stereotype that millennials are less socially involved than previous generations, they are more willing to take action for charity goals than older generations. It does, however, matter how you activate them. They are more willing to volunteer, join a group of people for a cause, discuss topics with other people, donate money and be involved online (in online campaigns, sharing content). However, signing petitions and voting are actions that are more prevalent among older people.

**Figure 24: Actions for charity causes millennials are willing to take**

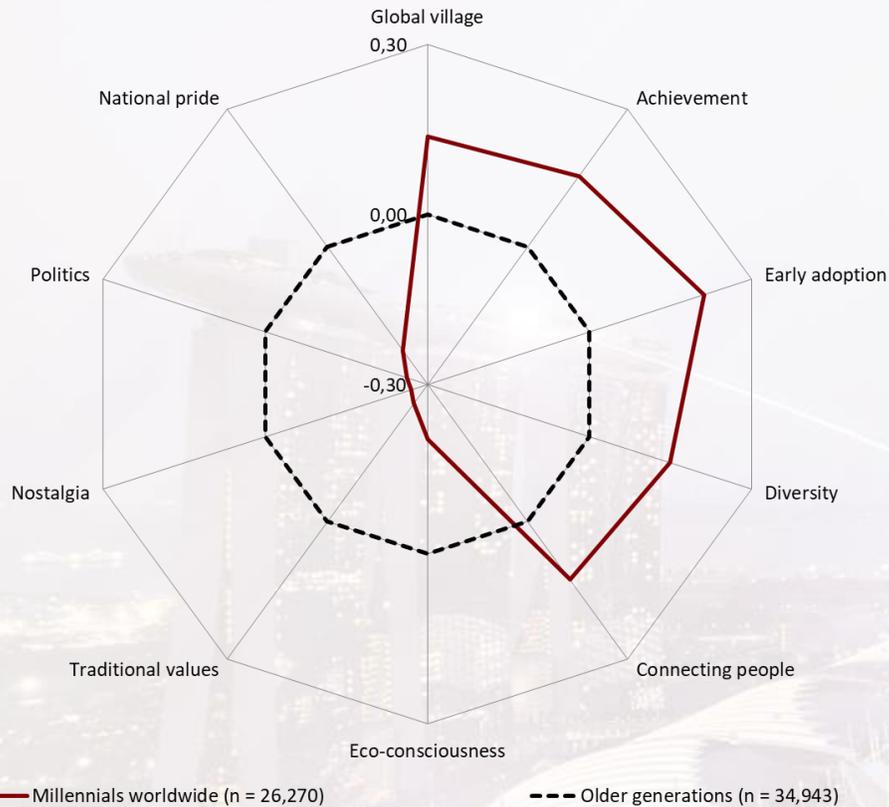
What action in support of the issues you feel most concerned about, would you be most willing to take?



## Millennials are distinctively more cosmopolitan than older generations

As we saw earlier, Millennials believe in the potential of their actions and are willing to get involved personally in charitable causes. What does this then tell us about their overall outlook on life? We used the Glocalities values indicators once again to dig deeper and to identify distinguishing aspects:

**Figure 25: Typical trends among Millennials worldwide when compared to older generations**



Millennials globally more often feel world citizens than older generations. They are more open to embrace things and ideas from different cultures and set higher goals which they strive to achieve. They are often socially active and connect to people from different networks. They embrace new ideas and products, but eco-consciousness is not necessarily a priority for Millennials at large. They are more interested in actions and less interested in endless discussions and stagnant bureaucracy. They believe more in their own power to achieve things. This explains their below-average interest in politics. Millennials are future oriented and do not get stuck in the past. All things taken together, Millennials have a very promising mindset that, if harnessed in the right way, has the potential to energize the SDGs campaign. But in order to align better with Millennials and activate them to participate in achieving the SDGs, more refined strategies, new approaches and frameworks are needed.

Nonetheless, we have to be realistic and precise. Obviously, not all Millennials are the same. There is a huge diversity within Millennials, just like among the rest of the population. So let us now have a look at different types of Millennials to find the most promising groups among them. The Glocalities values segmentation once again allows us to zoom in on Millennials to identify potential SDGs ambassadors.



## Creatives' and Achievers' values stand out among Millennials

The previously described values of Millennials globally reveal a spirit of optimism and enthusiasm, a desire to make a difference and willingness to truly become engaged. The figures below show the distribution of the Glocalities values segments among Millennials globally and in advanced and upcoming economies respectively. Worldwide, Challengers and Achievers stand out, but Creatives are also large. In upcoming economies, Achievers clearly dominate among Millennials, but in advanced economies Creatives remain the largest segment, even though Achievers score above average there as well. There are a few important aspects related to the SDGs campaign and ambitions that make these segments positively stand out from the rest of Millennials. First, both segments embrace diversity, being open to things and ideas from different cultures. This allows them to look beyond the limits of their immediate environment and identify challenges that affect humanity as a whole. Furthermore, both Creatives and Achievers are willing to contribute to social improvement, for example via their work. They are both future-oriented and more often employ leadership positions. They are less likely than other segments to embrace nostalgic feelings about the past and support the view that changes in society often result in improvements. Furthermore, both segments more often than average believe that their individual actions can make a difference in helping to end global poverty. Lastly, both segments have an above-average education, indicating their willingness to equip themselves with new skills and knowledge. These characteristics altogether make them highly suitable and receptive to becoming involved with the SDGs campaign. For this to happen, country specific and local strategies have to be developed and implemented.



Figure 26: Values segments among Millennials worldwide

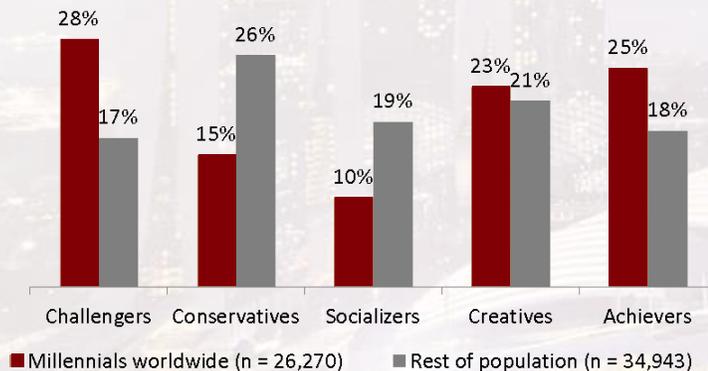


Figure 27: Values segments among Millennials in advanced economies

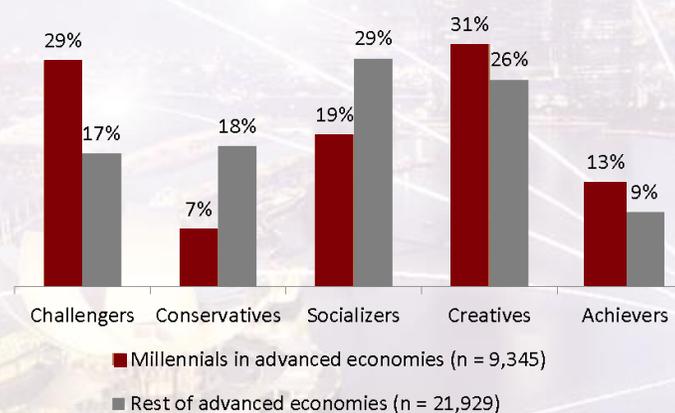
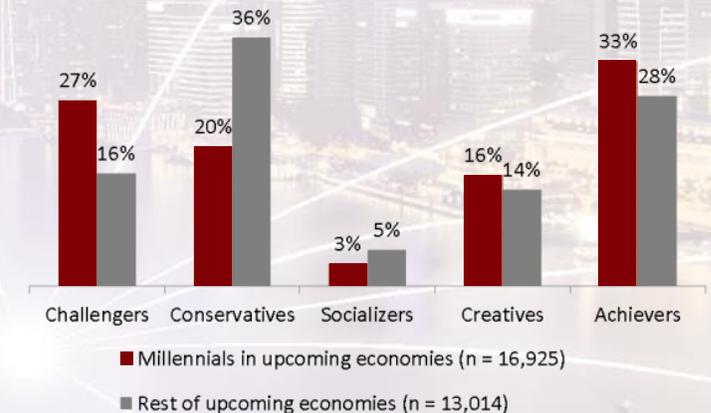


Figure 28: Values segments among Millennials in upcoming economies



## Addressing relevant priorities to engage Creative and Achiever Millennials

Overall, the study shows that Millennials consider gender equality, sustainable cities and communities, industry, innovation and infrastructure, and especially quality education relatively more important SDGs than older generations. However, not all Millennials think the same way. In this section we will describe some insights to build upon for engaging the two most influential segments among Millennials: Creatives and Achievers. These two segments share common ideals about socioeconomic progress, but this does not mean that they have the same priorities. This becomes clear when we look at the SDGs that each of these segments finds relatively appealing. Creative Millennials overall have priorities that relate to social dynamics and equal opportunities, which reflects their idealistic and egalitarian nature. They also consider climate action more important.

Achiever Millennials' priorities, however, have a more pragmatic character. Being career oriented and performance driven themselves, they consider education a vital SDG for improving lives worldwide. Since they often come from upcoming economies, they are also more likely than average to point to decent work, economic growth, industry and infrastructure as prerequisites for improving the lives of the people around the world. All these priorities point to providing the necessary structural conditions for each person to thrive based on his/her abilities and hard work.

Millennials in advanced economies want their voices to be heard. According to the Glocalities data they are certainly open for a change in how development traditionally is framed: it is no longer predominantly about the symptoms (poverty and hunger), but about creating the conditions that will allow everyone to thrive: reducing inequalities, promoting better education and putting sustainability above growth rates.

Millennials in upcoming economies depart from a similar basis (better education and inclusive development) but also see the need for structural changes in their country: promoting transparent governance while creating the infrastructure needed to facilitate economic development.

Figure 29: SDGs priorities among Millennial Creatives and Achievers worldwide



## Worrying about global issues: a tale of two realities

When asked which political topics they worry about, both Creatives and Achievers mention the following as most urgent in absolute sense:

- Corruption
- Unemployment
- Education

However, this only tells part of the story. When we look at issues that are *relatively* more important among each segment, we notice that Creatives tend to name discrimination, environment/climate change, and freedom of expression relatively more often. Achievers, however, tend to focus relatively more on issues such as corruption, education and unemployment.

Looking at these issues more in depth, we realize that the issues that are relatively important among Creative Millennials tend to have a more idealistic (discrimination, freedom of expression) or Western-centric (climate change) character. Achievers' priorities, however, have a more pragmatic and structural character, because they have to do with improving governance (addressing corruption and unemployment) and personal capabilities (improving personal education) to help realize their countries' potential.

Now that we know what Creative and Achiever Millennials like and consider important, it is time to find out the best way to communicate, step into their shoes using fine-tuned storylines in order to align and resonate with them.



## Looking through the eyes of Millennial Creatives and Achievers

Knowing Millennials' values and priorities is only part of the input needed for creating communication strategies for winning them over as ambassadors for the SDGs campaign. Crucial strategic questions remain unanswered. How to approach these people? What tone of voice to use? What should the stories be about? What are their interests? Where can they be best approached? In order to answer these questions, we have used various Glocalities instruments as well as contextual information available. We will focus on Millennial Creatives and Achievers, because these are the most promising segments for harnessing SDGs ambassadors and boosting optimism for the SDGs campaign across the board. But who are Millennial Creatives and Achievers? To understand them better, we looked at topics they are particularly moved by and also what attracts their attention in their daily lives.

Creatives attribute great importance to inner exploration and reflection. They are, for example, interested in yoga and meditation and recognize the importance of turning inwards for finding a balanced and meaningful life. Achievers, on the other hand, tend to live their lives at a much faster pace. They work long hours and, when they decide to take a break, often engage in activities involving intense exercise. Consequently, they are interested in sports, notably football/soccer, and are also keen on attending sports events. Achievers are also true networkers and remain alert for new opportunities. They attend networking events (e.g. of the business community) but also parties and music festivals. Creatives like to socialize as well, but they would rather go to a music festival than a purely businesslike networking event. Another way that Creatives like to come in contact with other people is through travelling and city trips. This allows them to get to know new cultures through immersion and interaction.

Both values segments are active on social media and also try to stay up to date with what happens in the world. Achievers are by nature more interested in news about innovation, finance and business, whereas Creatives are much more into the arts as well as sustainability. Therefore, Achievers tend to find an icon such as Jack Ma appealing; he is the personification of entrepreneurialism in their eyes. Creatives pay greater attention to people from the arts and showbiz; think for example of actress Emma Watson. But Creatives also realize that what happens in the business world also affects the course of things in the world. Therefore, they do not reject business icons by default, but do tend to favor people who like to think out of the box and revolutionize the world in a sustainable way; think, for example, of Elon Musk and the electric car revolution and long term space exploration that he is promoting.



## Archetypes for crafting compelling engagement and activation stories on eradicating poverty

"All the most powerful ideas in history go back to archetypes", according to the famous psychiatrist Carl Jung's explanation in his book 'The Structure of the Psyche'. Archetypes literally are original models that people can identify with in making sense of the world around them (think about people, behaviors or personalities rooted in our collective memory). Archetypes form the basis of the storylines in movies or books (for example, think about the hero, the rebel, the explorer). In developing more enhanced SDGs campaigning, archetypes are all about finding the soul of the SDGs ambitions and then expressing it in ways that tap into universal feelings and instincts among leading Millennials from the Creative and Achiever values segments. In the Glocalities survey, we incorporated the 12 main archetypes for crafting messaging and improving storytelling.

Based on each of the 2 Millennial target audiences we now describe 2 archetypes and promising lines of thinking and communicating. Creative Millennials relatively often favor the archetypes of the Rebel and the Creator (see figure). For neither of these segments the Sage (who is all about communicating based on facts and knowledge) stands out. So talking about facts and numbers communicating progress alone won't work for Millennials. Stories have to be crafted based on a broader understanding of the human experience.

Creatives Millennials are relatively more keen on the archetypes of the Rebel and the Creator (see figure).

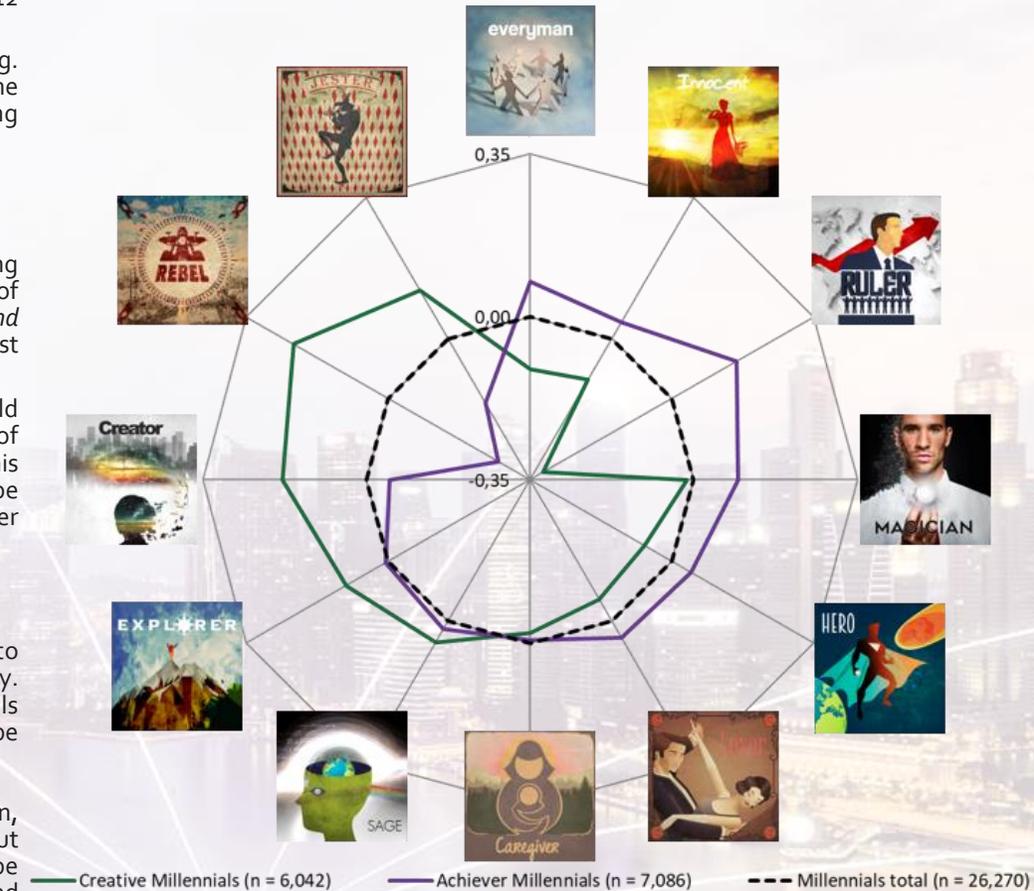
- The Rebel wants to overturn what isn't working, to disrupt. No rules can stop him/her. He/she however worries about becoming powerless. A core desire of the Rebel is to break free and be independent. This resonates with the life story and fight for freedom of the late Nelson Mandela (2005): *"In this new century, millions of people in the world's poorest countries remain imprisoned, enslaved and in chains. They are trapped in the prison of poverty. It is time to set them free."* Mandela spent 27 years in jail for standing up against apartheid and discrimination.
- The Creator is a visionary individual and wants to create things with enduring value. Creators love the process of dismantling old structures, pioneering and fostering innovation and beauty instead. However, he fears not being authentic and losing the power of imagination. The Creator narrative can be seen as the driving force behind Obama's "Yes we Can" campaign. The statement that this generation can be that great generation that puts an end to poverty is compelling for people who resonate with this archetype because of its visionary nature and because it unlocks so much human potential everywhere that can be employed for creating a better future for all.

Achiever Millennials are relatively more keen on the archetypes of the Ruler and the Magician (see figure).

- The Ruler craves control and power. The Ruler is a born leader and enjoys to exercise his power. The Ruler knows that if you want to avoid chaos you have to be in control and you have to seize control. The reward will be a prosperous, successful family or community. The accompanying Ruler narrative around poverty eradication is that the community can share and participate in the ambitious goals set and can take pride in the progress made. It is an act of honor to contribute to this process. World-class sustainable cities can be developed and the latest technologies are harnessed to create a remarkable future for the nation and for the world.
- The Magician is influential, charismatic and clever, a visionary who does not believe in limitations. Magicians set things in motion, making dreams come true. Change is at the core of what the Magician stands for. The accompanying Magician narrative is about innovation, personal power and the belief that there are already solutions available for eradicating poverty that just have to be implemented by people who dare to be innovative and take action. The Magician is positive, does not believe in limitations and believes that the dream of a world without poverty can become reality if people harness the power of change and transformation.

The data driven ideas and input for strategic storytelling and messaging described above are meant for inspiration for the Global Goals community to further develop, test and employ.

Figure 30: Relatively appealing archetypes among Millennial Creatives and Achievers



We will conclude this report with an inspirational group of Millennials that translate Achiever and Creative values into concrete action. This is the group of Millennials who worry about poverty/development aid and who are the most willing of all to take multiple actions in support of the charity issues that they worry about. They encompass around 6% of the total Millennial population. We call this group the potential Millennial anti-poverty activists (that can be further encouraged and facilitated by the Global Goals Campaign).

Millennial anti-poverty activists are fundamentally driven by doing useful things for others. They do so not only for the sake of helping, but because they want to experience their own life more consciously. They are less interested in material gains and simply having fun (even though they have varied interests in the entertainment domain, as we show below).

This group of Millennials is very active online, but uses online media less often for pure entertainment and more often to network and stay up to date about the latest developments while on the go. It is then no surprise that they are avid users of Twitter and LinkedIn. But they are also interested in arts and culture and are also keen on reading, especially fiction.

In the Glocalities database, we have included a list of daily interests as well, which offer tangible examples of areas that can act as 'fields' to approach Millennial activists and engage them in the SDGs campaign. These are a few typical areas of interest: film (especially animation and science fiction films), music (music festivals and concerts, theater), gaming (action games, strategy games, sports games), food (organic food), sports competitions (soccer, basketball, swimming), travel (adventure travel, eco-tourism). These can be useful platforms for finding and activating Millennial anti-poverty activists (online and offline), accompanied by engaging messaging and relevant storylines.

Once the connection is established, Millennial anti-poverty activists get especially motivated by being challenged to get things done. They do not think they know it all. Like most people, they have their own role models and are receptive to advice from them. We end this report with a few personalities from the various countries that were included in the Glocalities survey, who could function as ambassadors of the SDGs campaign to set more Millennials in motion on the topic of ending poverty, starting from the frontrunner group of Millennial anti-poverty activists. This is only the beginning. Data shows that there is ample potential for professionalization and taking the SDGs campaign to the next level, fueled by bottom up insights and learnings from people all across the world.

## Typically appealing personalities among Millennial anti-poverty activists.



Anitta  
(Brazilian singer)



Yannick Noah  
(French former tennis player)



Lilly Singh  
(Canadian YouTuber)



Gad Elmaleh  
(Canadian stand-up comedian)



Anja Rubik  
(Polish model, activist, philanthropist, and businesswoman)



Cristiano Ronaldo  
(Football player from Portugal)



Marco Borsato  
(Dutch singer)

## Glocalities survey components



The survey was conducted in the following countries: Australia, Belgium, Brazil, Canada, China, Colombia, France, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Netherlands, Poland, Romania, Russia, Spain, South Africa, South Korea, Sweden, Turkey, United Kingdom, United States and Vietnam

The third wave of Glocalities fieldwork was conducted in two phases in January and February 2018. Below the figure with the survey components all 26 countries surveyed are listed. In the first phase of the study, 61,213 respondents participated. In this phase the questions that we use for building our models and instruments were incorporated. The questions about the SDGs were posed during the second phase of the project, in which 31,786 re-contacted people from the first phase completed a follow-up questionnaire. The study was conducted through the online research panels of SSI and Lightspeed GMI, two agencies that are specialized in international fieldwork. On average, the 26 countries that were surveyed have an internet penetration of 71%. In 5 out of 26 countries the internet penetration is lower than 55%: South Africa, China, Vietnam, India and Indonesia. Due to the online methodology lower educated people from upcoming economies (who are less likely to have access to the internet and to be member of an online research panel) are largely absent in the study.

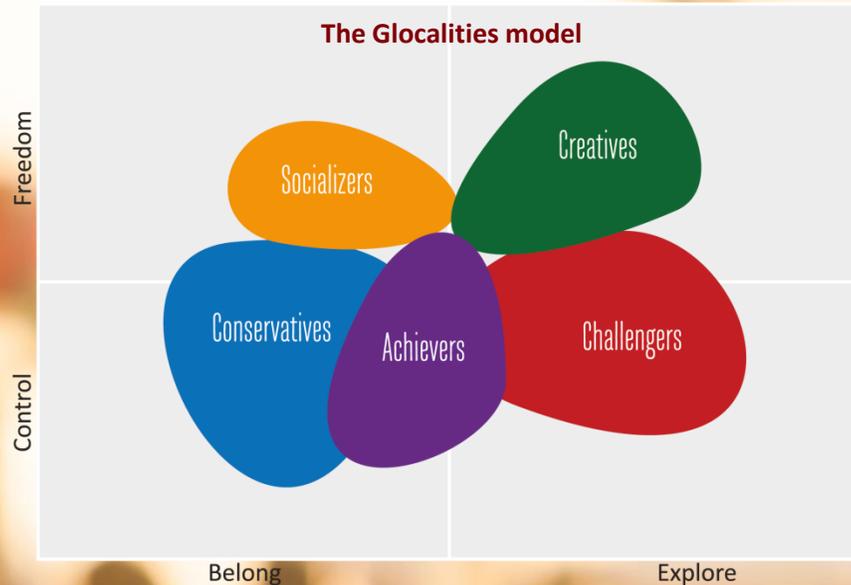
Quotas were set beforehand and the datasets were weighted according to national census data. Each country has an equal weight in the total dataset when conducting international analyses. The survey samples of 24 out of the 26 countries were weighted to be representative for the populations of 18 to 70 years with respect to age, gender, region and education<sup>13</sup>. With respect to age, gender and region, we weighted the Indian and Indonesian samples according to the distribution of the total population of 18 to 70 years old. This was not possible regarding education due to the very low overall internet penetration in these countries, so for this variable the Indian, Indonesian and Vietnamese samples were weighted to the online population only.

The questionnaire was conducted in 17 languages and was translated from the English source questionnaire by professional translators. The translated texts were then back-translated by other professional translators. Subsequently, researchers from Glocalities compared these back-translations with the English source questionnaire and improved the translations where necessary.

Score standardization has been applied in all values-based item analyses for two reasons. First, because values are always relative to one another and standardization is recommended by academics in the field of intercultural values research, such as Geert Hofstede and Shalom Schwartz. Second, because of the necessity to correct for culturally-specific response styles in international surveys, as people from specific countries tend to agree/disagree more often with statements in general. For variables where score standardization was not possible, we critically examined whether differences could be present due to culturally specific response styles and refined our interpretation when needed. Besides standardizing statement scores to address culturally-specific answering bias, we have used index scores to identify distinguishing items. Index scores are calculated by dividing the percentage of a given group (e.g. Millennials) with the percentage of a reference group (e.g. people from older generations). We then multiply this by 100 to obtain the index score.

Finally, we also looked at data from different perspectives to identify whether underlying aspects are behind people's views. For example, we compared higher educated people from developing and advanced economies with respect to many variables to see if we still found similar differences between developing and advanced economies. This proved to be the case. We also did this for lower educated people and still found the differences in optimism between upcoming and advanced economies reflected.

<sup>13</sup> In Brazil, China, Mexico, Romania, South Africa South Korea and Turkey the educational quota with respect to the low and middle educated were combined, due to the very low online presence of less educated people in general and in online research panels in these countries. In Vietnam the oldest 2 age categories were taken together due to the very low online presence of older people in general and in online research panels.



## Overview of used trends in this report

Trend	Short explanation
Achievement	Setting challenging goals and being performance-driven.
Connecting people	Introducing people with different backgrounds to each other.
Diversity	Embracing items and products from a variety of cultures.
Early adoption	Yearning for being the first to buy new products.
Eco-consciousness	Trying to live in an eco-conscious way.
Gender role flexibility	Challenging traditional gender stereotypes and roles.
Global village	Having a cosmopolitan and international outlook on the world.
Hedonism	Considering fun and enjoyment as highly valuable in life.
Income mobility	Wanting to increase his/her income.
National pride	Feeling proud of one's country identity.
Nostalgia	Believing that life in the past was easier to manage
Patriarchal	Believing that the father should lead the household.
Pessimism	Feeling a lack of perspective and being pessimistic about the future.
Politics	Having an interest in politics.
Spending over saving	Wanting to spend now rather than save for later.
Spirituality	Considering spirituality an important part of one's life.
Traditional values	Calling for more emphasis on traditional values.
Work is life	Considering work his/her life.

The Glocalities model lies on the premise that people's behavior and opinions are shaped by value orientations that are deeply embedded within persons and society. Where behaviors and opinions tend to be capricious and change over time, value orientations tend to be more stable during people's lives.

For the Glocalities segmentation, Motivaction uses an elaborate list of 50 values statements that is applicable around the globe. Based on more than 15 years of experience with values-based segmentation in the Netherlands and working together with cross-cultural values researchers, we selected a list of key items to be integrated in the first wave of Glocalities in 2013/14. Based on previous international research and a workshop with experts, we then developed a detailed hypothetical global segmentation model in 2013, which was tested and established in 2014 based on the data of the first wave of fieldwork. We employed latent class analysis to construct the model, which resulted in 5 values segments.

The 5 Glocalities segments share similar values, are present around the globe and differentiate optimally from each other. During the construction process we profiled the values segments based on all other information available in the survey (e.g. sociodemographics, lifestyles, appealing personalities, trends, music styles etc.). The segmentation proved to be well differentiating, valid and robust. The segments were mapped geographically around the globe and movie clips expressing their values and lifestyles visually were created.

The Glocalities model consists of two fundamental axes which are based on factor analysis of the values statements used. The axes are highly explanatory for values differences between population segments:

- The horizontal axis shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration and change-oriented. This is the psychological dimension of the model, which does not differentiate strongly between cultures.

- The vertical dimension shows whether people are more focused on control and obedience or whether they are more oriented towards the freedom to make individual choices. This dimension, which we call the sociological dimension, differs between cultures more strongly than the psychological dimension.

Based on the second wave of fieldwork, on which this report is based, the Glocalities segmentation was tested once more and proven to be consistent and stable. In the model five values segments are distinguished:

- **Challengers:** competitive careerists, fascinated by money, taking risks and adventure.
- **Conservatives:** family-oriented people who value traditions, etiquette and an organized life.
- **Socializers:** sociability seekers who love entertainment, freedom and family values.
- **Creatives:** open-minded idealists who adhere to self-development and culture.
- **Achievers:** entrepreneurial networkers who focus on family and community life.

For more information and profiles of the Glocalities values segments, see [www.glocalities.com](http://www.glocalities.com)



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