



PRESS RELEASE



6 young people out of 10 view climate change as an opportunity

- **Scenario 2015¹**: a study conducted in 12 countries² surveying 6,000 young people between the ages of 18 and 29 carried out by Nomadeis³, a sustainable development consulting firm in conjunction with AXA and Nielsen, with further support from Mazars and Saint-Gobain.
- Almost all those surveyed (**94%**) agreed that there has been noticeable **environmental degradation** over the past 20 years.
- A large majority of respondents (**84%**) are still convinced that **combining economic development with environmental protection** is possible.
- A large majority (**85%**) also believes that **job markets will change** due to climate change but almost half of the respondents (**46%**) felt that their education has not **sufficiently prepared** them for these changes.
- A majority of the young people we polled (**83%**) believes that the changes will lead to the **creation of new jobs** rather than the elimination of existing positions (**59%**).

Paris, Friday, December 4, 2015: Conducted on the initiative of the sustainable development consulting firm, Nomadeis, in conjunction with AXA and Nielsen, and with additional support being provided by Mazars and Saint-Gobain, The Scenario 2015 project offered 6,000 young people, between the ages of 18 and 29, in 12 countries (G7 & BRICS: South Africa, Germany, Brazil, Canada, China, U.S.A., France, India, Italy, Japan, U.K., Russia) a chance to voice their opinion. Objectives: better understand how they perceive the connection between climate and the job market; but above all, to outline their expectations regarding those who are molding the world today, which they will inherit tomorrow.

¹ <http://www.nomadeis.com/fr/references/etudes-de-cas/climat-et-emploi-nomadeis-lance-le-projet-scenario-2015-en-prevision-de-la-conference-paris-climat/> - Twitter: #Scenario2015

² South Africa, Germany, Brazil, Canada, China, U.S.A., France, India, Italy, Japan, U.K. and Russia.

³ www.nomadeis.com

According to public opinion, climate change is often a synonym for risk (extreme weather phenomena, food shortages, conflicts, etc.). However, an ecological transition could also form the basis of tomorrow's jobs and could transform the education system and professions of the future.

According to the United Nations, world unemployment has risen nearly 20% over the past 5 years. People aged 15 to 30, which comprise one-quarter of the world's population today (1.8 billion people) are disproportionately affected. The International Labor Organization estimates that one-third of these people has neither gainful employment nor is enrolled in school or receives any training. This organization estimates that 600 million jobs need to be created globally to meet the demand of the one billion additional job seekers expected by 2025.

This is a major challenge facing the international community. New sustainable development objectives, which were adopted on September 25, 2015 by the U.N. Member States, provides for a global youth employment initiative to be developed and implemented by 2020. Already, all over the world, many actors (companies, public authorities, associations) are mobilizing in order to identify the action points upon which to focus and the synergies that need to be enhanced.

The results of the Scenario 2015 survey are unequivocal and should be considered a call to action to any actors concerned enough to take future generations into account...

- **DECISION-MAKERS:** The youth surveyed was almost unanimous (94%) in considering that there has been noticeable **environmental degradation** over the past 20 years. They believe that further protection of natural resources and the environment are the **primary challenges of tomorrow's society**, on equal footing while reducing poverty. A large majority of respondents (84%) are still convinced that **combining economic development with environmental protection** is possible...
- **EDUCATORS:** Climate change tends to be seen by young people more as an **opportunity** (60%) rather than a threat (40%) for social and economic development. A large majority of respondents (85%) also believes that **job markets will change** due to climate change but almost half of the respondents (46%) felt that their education has not **sufficiently prepared** them for these changes...
- **EMPLOYERS:** Of the young people we polled, most (83%) believe that the changes will lead to the **creation of jobs** rather than the elimination of existing positions (59%). 44% of those surveyed stated that the possibility of acting against climate change was one of **the guiding factors in their choice of professional orientation** and future employers...
- **SCIENTISTS AND SOCIETY:** To meet the challenges posed by climate change, young people tend to **primarily trust scientists and experts (84%), NGOs (77%) and municipalities and regions (63%)**. One of the greatest challenges that politicians must overcome during COP21 is strengthening the trust of the young people. If mobilizing civil society is necessary, it will not be sufficient in and of itself and governments will have to perform their part in the fight against climate change. The Scenario 2015 partners strongly encourage the participants of the Paris Climate Conference to make it a resounding success.

Climate upheavals are a major opportunity to take concrete measures against youth unemployment in France, Europe and all over the world. Persons aged 18-29 have clearly expressed their expectations, going against the pessimism that can sometimes be heard in public opinion.

Scenario 2015 follows ScenaRio 2012, the first global survey focusing on youth and sustainable development, which was also spearheaded by Nomadéis at the occasion of the United Nations “Rio+20” Conference in Brazil back in 2012. Objective: create, as of 2016, a global observatory of future generations to fuel the debates but also inspire concrete local action in order to move toward sustainable prosperity.

“The Scenario 2015 survey shows the significant expectations of those aged 18-29, convinced that climate change can be transformed into an opportunity to massively engage society in the fight against youth unemployment all over the world. As Paris is playing host to COP21 and the President of France has made youth a strategic priority during his term, France, the country of the positive economy, has a historic opportunity to build an international leadership platform premised on the needs of future generations.”

Cédric BAECHER, Nicolas DUTREIX, co-founders and Managing Partners, Nomadéis, co-founders of Scenario 2015.

“The debate on climate change is no longer about whether, it’s about when. The “Scenario 2015” survey proves that climate risk can become, in the eyes of many young people who are also the leaders of tomorrow, a real opportunity. As an insurer, I have personally witnessed many times our societies’ capacity for resilience. This gives me hope that we will learn from the errors of the past and set ourselves on a path towards a more sustainable future, resulting in a comprehensive, fair and ambitious agreement this December during the COP21”.

Henri de Castries, Chairman and CEO of AXA.

“Youth unemployment is a social and economic issue – especially in Europe – to which we are particularly sensitive (acting, for example, through the Alliance for Youth with some of our clients). For COP21, I could not be more pleased with the willingness shown by young people who see climate change as an opportunity to create numerous new jobs – and above all, jobs that give meaning to their choice of profession, saving the planet. Each one of us should encourage them in their initiative to perpetuate green growth!”

Laurent ZELLER, CEO, Nielsen France.

Scenario 2015 was prepared through a partnership-like approach and a group dynamic in-line with the “Solutions’ Agenda,” which aims at mobilizing non-state actors in the fight against climate change. Scenario 2015 has garnered the support of the President of the French Economic, Social and Environmental Council (CESE), the United Nations’ Global Compact, the United Nations’ program for human settlements (UN-Habitat), the French Committee of the International Chamber of Commerce (ICC France) and the Association “Jeunesse et Entreprises” (AJE).

Labeled a COP21 project upon the decision of the Ministry of Ecology, Sustainable Development and Energy, Scenario 2015 will be a centerpiece at various points during the Conference.

The primary results will be unveiled at a UNFCCC event on December 4, 2015 by Henri de Castries, the CEO of AXA. Events have also been scheduled for December 8 (at 2 and 4pm and the Grand Palais in the Comité 21 / Club France reserved space, then at 5:15pm in Le Bourget at the Espaces Générations Climat, room 8) and on December 11 (at 2:30pm in Le Bourget, EU Pavilion).



ABOUT THE SURVEY METHODOLOGY

The global Scenario 2015 survey entitled “Youth, Climate, Jobs,” was conducted on-line by Nielsen between October 7th and 14th, 2015 and took a sample from 6,000 participants between the ages of 18-29, from G7 countries (Germany, Canada, U.S.A., France, Italy, Japan, U.K.) and the BRICS countries (Brazil, Russia, India, China, South Africa).

The analysis of the results was performed by Nomadéis in close collaboration with AXA and Nielsen.

The sample of 500 interviews per country includes age and gender quotas for each country based on Internet profiles. The margin of error has been set at ± 1.29 %. The findings of the Nomadéis - AXA - Nielsen survey rely solely on the behavior described by persons having an Internet connection. The Internet penetration rate varies from country to country. The minimum threshold of a 60% penetration rate or 10 million Internet users was required in order to include the results obtained from any country taking part in the survey.

Even though the on-line methodology used in the survey covered a large amount of people globally, it provides only one perspective of Internet user behavior and not that of the population as a whole. In developing countries where Internet penetration is still growing, the persons taking part in the survey may be more well-off than the general public of that country. Furthermore, the responses in the survey are based on statements and not observed behavior.

ABOUT NOMADEIS

Founded in Paris in 2002 by two ESSEC graduates after touring the world for a year to study water supply and urban poverty, Nomadéis is a French pioneer in sustainable development advice and consulting. Since its creation, the firm has performed over 400 missions in France and 50 other countries, on behalf of companies, regional authorities, public institutions and actors in the social economy. It has significant expertise in the development of green economy (water, energy, construction, mobility, ecological engineering), sustainable cities and territories (local governance, urban services, smart cities), social and environmental responsibility for companies (performance, innovation, partnerships), new economic models (collaborative, circular and positive economy). A permanent member of a the international reflection group on positive economy, chaired by Jacques Attali, Nomadéis co-authored the report delivered to the President of France in September 2013 and is a committed partner of the Positive Economy Forum. For more information about Nomadéis, please visit www.nomadeis.com and the twitter account @NOMADEIS.

Contact: Cedric.Baecher@nomadeis.com (+33 6 19 97 64 60)

ABOUT AXA

A global leader in insurance and asset management, the AXA Group has over 103 million clients, individuals and corporate, which it advises with respect to their insurance, retirement, savings, estate and succession needs. AXA has 161,000 men and women working in 59 countries to protect, assist and innovate. Our mission is to assist our individual clients to live worry free and to help our corporate and professional clients to be able to conduct business more freely. AXA is confident about its vision for the future and continually develops new initiatives in new geographic areas by making connections with new partners the world over. AXA protects both people and goods over the long-term. As such, it is our responsibility to employ all of our expertise, resources and skills to strengthen society, make it safer and more sustainable. Our influence extends to products and services that we offer and the way we support our communities and take care of the environment. As a responsible citizen company, AXA will strive to play a positive role in society over the long haul through our active corporate responsibility policy.

Contact: JeanBaptiste.Mounier@axa.com (+33 1 40 75 46 68)

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit www.nielsen.com.

Contact: Sebastien.Monard@nielsen.com (+33 6 85 32 94 61)

ABOUT MAZARS

Mazars is an integrated, independent international organization specializing in auditing, accounting, tax and legal services. The Mazars group counts 15,000 professionals in its ranks and serves its clients –large international groups, small to medium size companies, investors and public entities – in 73 countries. At Mazars, we believe that the best strategies are those borne out of collective intelligence. We believe that it is our duty to defend the independence of operational and financial models that are premised upon transparency and trust, which encourages stability and is the starting point for sustainable growth.

Contact: bastien.rousseau@ketchumpleon.fr (+33 1 56 02 35 05)

ABOUT SAINT-GOBAIN

In 2015, Saint-Gobain celebrates its 350th anniversary, 350 reasons to believe in the future. With our experience and capacity to continually innovate, Saint-Gobain, the global leader in residential construction, designs, produces and distributes construction materials and high quality materials by bring its innovative to solutions to solve the challenges posed by growth, energy and environmental protection. With annual sales of 38.3 billion euros in 2014⁴, Saint-Gobain is present in 66 countries and boasts over 170,000 employees. For more information about Saint-Gobain, please visit www.saint-gobain.com and follow the Twitter handle @saintgobain or on our mobile application “Saint-Gobain Shareholder.”

Contact: Susanne.Trabitzsch@saint-gobain.com (+33 1 47 62 43 25)

⁴ Restated excluding Verallia.