The Future of Work survey results presentation

The Quest for Eastern Europe competitiveness

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Hypotheses: Eastern Europe is caught between more developed West and more cost efficient East. It needs to develop its advantage in knowledge and innovation around selected industries to face the international competition.

- It is getting better
- Lower government involvement
- Cooperation across and outside the region
- I want to stay
- Branding and perception
- Knowledge based work
- Entrepreneurship and innovation

Source: A.T. Kearney
338 teams applied for The Future of Work competition from which 4 best cases were selected as finalists.

4 Finalists

1 winning team

Source: A.T. Kearney, Challenge: Future
68 cases were submitted and provided us with an interesting perspective of youth on Eastern Europe competitiveness

4 finalist cases for The Future of Work competition

- **Global medical hub**
  - Bulgaria
  - Silviya Dineva
  - Martin Taslakov
  - Todor Raykov

- **Being Small in a Global World**
  - Hungary & Netherlands
  - Gergely Balazs
  - Jasper de Vries
  - István Juhász

- **Breakthrough Innovations**
  - Ukraine
  - Tetiana Ihnatenko

- **The Organic Food**
  - Montenegro
  - Džemal Lekić
  - Danica Čelebić
  - Miloš Joksimović

Only four finalists were selected to come to Ljubljana. Winner of The Future of Work will be announced tomorrow on gala event on Bled
To further analyse the topic, we have conducted an extensive survey covering opinions of 599 youth from 87 countries.

Share of survey respondents by country:

1. Both countries have been regarded together.

Eastern Europe does not have a clear economic position and youth were indecisive about it being more like West or East

Global positioning of Eastern Europe and its countries

Do you think Eastern Europe countries have a visible economic position in the world?

- Absolutely: 26%
- Partly: 53%
- I don’t think so: 18%
- Not at all: 3%

In 2022, do you think Eastern Europe will be more like developed West or more like cost efficient East?

- West: 56%
- East: 44%

Source: A.T. Kearney, Challenge:Future survey
Youth believe, that Eastern Europe does not offer enough challenging jobs, but situation is improving and they plan to stay.

**Jobs availability and desire to work in Eastern Europe**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you think Eastern Europe has enough jobs available that would be challenging enough to today's youth?</td>
<td>Yes</td>
<td>69%</td>
</tr>
<tr>
<td>Do you think that situation in challenging jobs market is improving in Eastern Europe?</td>
<td>Yes</td>
<td>69%</td>
</tr>
<tr>
<td>Do you see yourself working in Eastern Europe 10 years from now?</td>
<td>Yes</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: A.T. Kearney, Challenge:Future survey
There are differences between industries, but in general youth believe that all industries need more support by the government.

How much support by the government do industries need to become globally competitive?

Source: A.T. Kearney, Challenge:Future survey
Majority of the interviewees selected Energy & Utilities, Tourism and Technology to be the flagships of Eastern Europe in 2022.

Which industries will be flagships of Eastern Europe in 2022?

Source: A.T. Kearney, Challenge: Future survey
Hot industries for youth to work in are Technology, Financial institutions and Tourism

In which industries would youth like to work in in 2022?

Source: A.T. Kearney, Challenge:Future survey
Multiple gaps can be identified by comparing youth perception of industries potential with readiness to work in those industries.

Flagship industries vs. industries interviewees would like to work in:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Potential (youth)</th>
<th>Readiness (interviewees)</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>9%</td>
<td>5%</td>
<td>2.0x</td>
</tr>
<tr>
<td>Tourism</td>
<td>11%</td>
<td>15%</td>
<td>1.3x</td>
</tr>
<tr>
<td>Energy &amp; Utilities</td>
<td>15%</td>
<td>7%</td>
<td>2.0x</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>3%</td>
<td>13%</td>
<td>4.3x</td>
</tr>
<tr>
<td>Media</td>
<td>2%</td>
<td>8%</td>
<td>4.0x</td>
</tr>
<tr>
<td>Government</td>
<td>2%</td>
<td>8%</td>
<td>4.0x</td>
</tr>
</tbody>
</table>

Source: A.T. Kearney, Challenge:Future survey
Majority of youth answered that they would like to work in the Research and Development function in the future.

Which function would you like to work in in the future?

Source: A.T. Kearney, Challenge:Future survey
The youth perceive Russia to have the highest potential for global competitiveness, followed by Turkey and Poland.

**TOP 10 Eastern Europe countries with highest potential for global competitiveness**

- **Russia**: 21.8%
- **Turkey**: 18.6%
- **Poland**: 13.5%
- **Czech Republic**: 9.7%
- **Slovenia**: 6.0%
- **Hungary**: 5.5%
- **Ukraine**: 4.9%
- **Croatia**: 4.1%
- **Romania**: 2.6%
- **Estonia**: 2.4%
- **Other**: 11.0%

Source: A.T. Kearney, Challenge: Future survey
In contrast the least potential is predicted for Kosovo, followed by Albania and Moldova.

**TOP 10 Eastern Europe countries with lowest potential for global competitiveness**

- Kosovo: 17.0%
- Albania: 11.5%
- Moldova: 9.7%
- BIH: 9.7%
- Belarus: 6.2%
- Macedonia: 4.7%
- Serbia: 4.5%
- Latvia: 4.5%
- Montenegro: 4.5%
- Estonia: 4.0%
- Other: 23.7%

Source: A.T. Kearney, Challenge:Future survey
Asking the youth what they would tackle in Eastern Europe if they had the power, out of 599 answers 8 came up very often

1. Lower government involvement in economy, taxes and corruption
2. Increase cooperation among Eastern Europe members and global cooperation
3. Increase transparency and communication, to build better global branding and image
4. Increase investments into education and youth
5. Increase support of entrepreneurship and start-ups
6. Improve mentality and overall attitude towards business and entrepreneurship
7. Encourage development of innovative industries with focus on “green”
8. Spreading of latest technological innovations

If you had the power to make a change in Eastern Europe, what would it be?

Source: A.T. Kearney, Challenge: Future survey
Today we are here, we are surrounded with youth innovativeness and we are the people in power. What are we going to change from today on regarding The Quest for Eastern Europe Competitiveness?