



# Energy that matters for Gen Z investors

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# Who is Gen Z?

## The WHY? Generation

Forbes describes them as a benchmark generation....

Change

They want change and aren't afraid to insist on it.

Why?

They are motivated *when* they know the WHY.

Do you see me?  
Do you hear me?  
Do I matter?

They respond positively or negatively to these three questions.

They have Purpose and make decisions based on common Purpose



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# Gen Z and climate

69% attest to climate anxiety \*

Record breaking climate events 2022 alone

- Monsoonal rainfall Pakistan
- Horn of Africa drought
- European wildfires and drought
- Storm Ana-Southern Africa
- Cyclone Batsirai- Madagascar and Mauritius
- Heatwave and hurricane North America



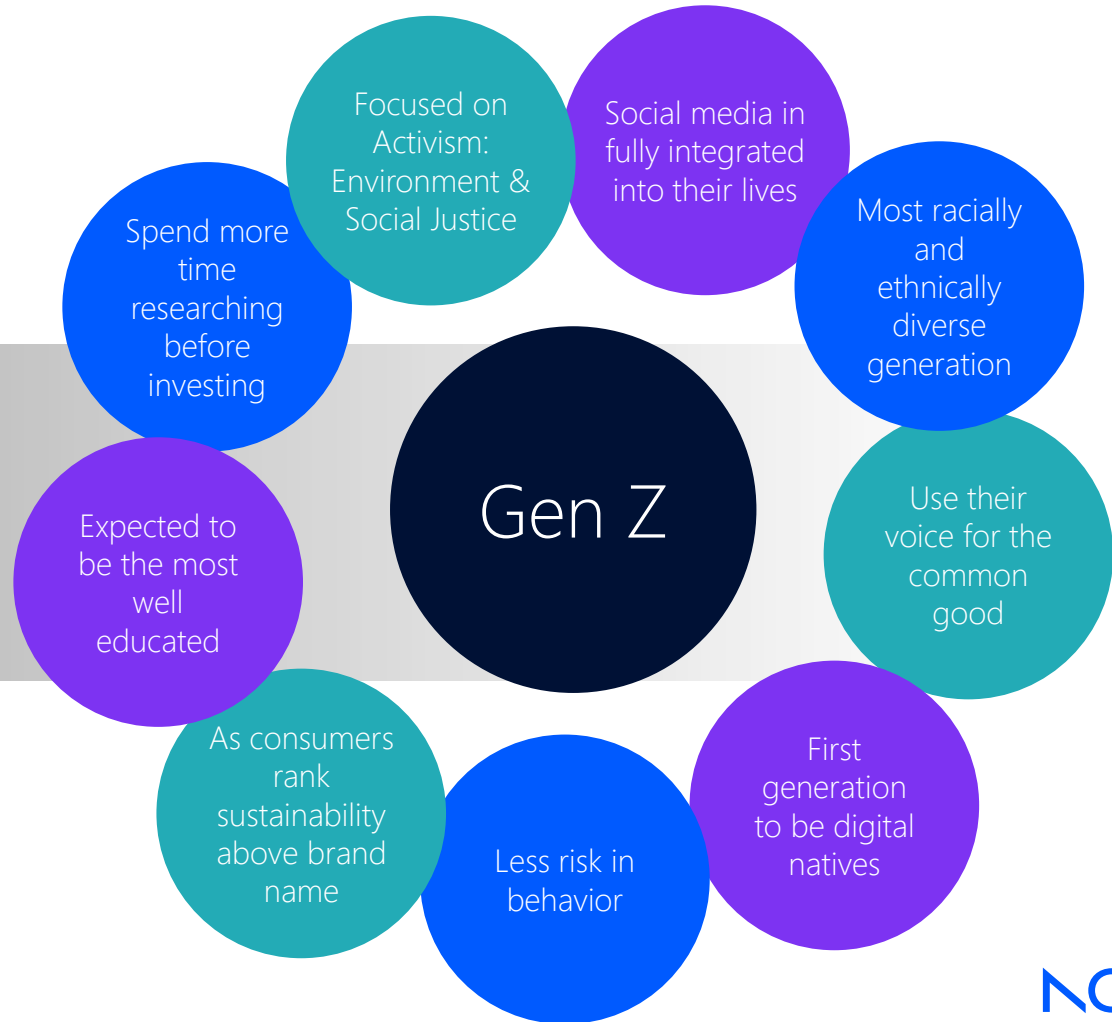
**32%**  
Have taken actions  
against climate change

*\*When seeing predictions on social media. According to  
Pew Research Center Survey 26 May 2021*

# Who are Gen Z?

## Differentiation and focus

Who they are, their attitudes, values and risk tolerance will shape how they invest



# Where do Gen Z invest?

Motley Fool 2021 Survey

78%

Technology/High-Tech  
/Emerging Tech

30%

Bond  
Investments

47%

Crypto

90%

\*believe that companies  
“have a responsibility to address  
environmental and social issues,”

\*According to a 2019 [McKinsey Research poll](#),



# Sustainability and Gen Z

40%

Factor ESG  
into investment  
decisions  
(Nasdaq)

54%

Have ESG  
investments  
(CEO World 2023)

81%

Would pay more  
for a property with  
sustainable energy  
solutions (E.ON)

# What can we do as an industry?

To successfully win Gen Z support

Engage with Gen Z consumers education, new programs, protection.

Be agile when building digital tech to reach Gen Z.

Consider Gen Z views on authority and accountability when responding.

Use regulatory sandboxes as test beds for new business models not only tech.

Build opportunities to enable local investment in energy.

Create jobs focused on flexible working.

Build new economic models promoting energy social justice.

Don't underestimate the importance of transparency in reporting.

The rise of the conscientious consumer will dictate policies, actions, and opportunities in the next era. We need to build the bridge to Gen Z as consumers and investors.



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