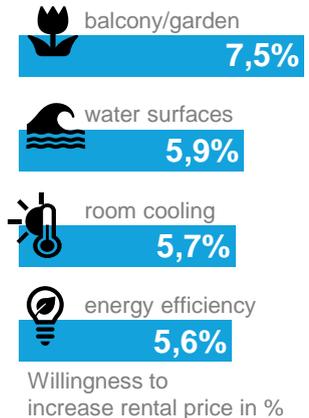


## 1 Climate protection in everyday life: Office more important than home

Climate protection is close to Generation Z's heart. Whether shopping, at work, in terms of mobility or in the home: climate-neutral living and working is a high priority (62%). Top priority is given to climate-conscious shopping (75%). This is immediately followed by the desire to work in a climate-neutral office environment (68%). Employers pay attention: The climate-neutral office has a higher weighting than the climate-neutral home (63%).

## 2 More rent for climate protection

Generation Z not only has expectations of the employer, it is also willing to make a contribution itself and pay more rent for a climate-friendly flat. Taking various criteria together, the rent is +5.2% higher than for non-climate-neutral flats. For flats with a balcony or garden, the highest difference is accepted (+7.5%). A higher rent is also accepted for proximity to water surfaces and optimal room cooling (+5.9% and +5.7%). As a limitation, it must be said that these criteria are more a matter of personal preferences than an effective contribution to climate protection. However, fourth place is already taken by the desire for a flat with increased energy efficiency. The potential surcharge is +5.6%.

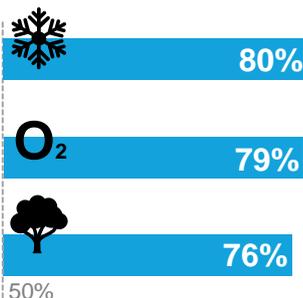
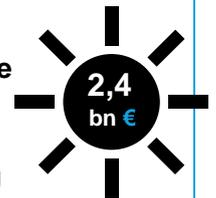


## 3 Metropolises are becoming less attractive: The future belongs to the Smart Cities

Where will people live in the future? Even before the beginning of the corona pandemic, a change in Generation Z was already noticeable. Megacities are losing their appeal. Especially in an international context, the attractiveness of metropolitan areas is up to 14% less than other locations such as medium-sized cities. And a new winner is emerging regardless of size and population, the smart city is the favorite of the youth (61%).

## 4 Heat: the future challenge at the workplace

What should the employer do? First and foremost, room air cooling (80%), since the performance of employees decreases on hot days. The Federal Environment Agency expects productivity losses of up to 12% and a loss of up to € 2.4 billion in national income in Germany due to high heat waves. It is astonishing that Generation Z representatives in Germany (82%) rate this aspect significantly higher than international students (76%), some of whom come from countries with high heat stress, such as Oman or Nigeria.



## 5 The perfect office: good air, green spaces and a bicycle

Corona sends its greetings! After room temperatures, indoor air quality is an urgent concern for Generation Z with reference to the office. Employers should monitor air quality or ensure cleanliness through filtering systems (79%). Also highly relevant are access to greened outdoor areas (76%) and the provision of climate-neutral mobility services, such as company bicycles (73%). The desire for climate-neutral food offerings is currently still moderate (61%).

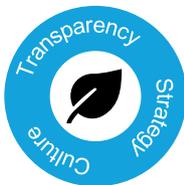
## 6 Home office: You can no longer do without it! But not without an external office either!

2,3 days

The corona pandemic has catapulted the world of work into the digital age. The home office has become part of everyday life. Accordingly, companies see opportunities to save space: there is talk of up to 30% reduction in office space. In fact, Generation Z would like an average of 2.3 home office days per week. But home offices cannot be equated 1:1 with space savings. It needs more space for interaction, creativity and social contacts in the future, because exactly these factors are missing at the workplace at home. Generation Z wants personal interaction and also expects the employer to pay for private IT equipment (76%).



## 7 Climate protection by employers: strategic, cultural and transparent



For employers, climate protection does not end with office and production space. Generation Z expects more: integration of climate protection at all levels of the company. Students demand that employers take up climate change as a strategic issue (74%). In addition, climate neutrality should be anchored in the culture, management should set a good example and switch from air travel to rail (72%). However, formulating targets is ineffective as long as progress is not measured. Generation Z is therefore pushing for CO<sub>2</sub> reporting that shows the company's carbon footprint (67%).

## 8 Climate protection: The new competitive factor in the war for talents

Climate protection as a job criteria? 40% is the consent of Generation Z to select the employer according to his climate protection contribution. This may still seem like little. But the climate movement is relatively young. The first global day of protest organised by Fridays for Future was 15 March 2019, which is perhaps a trend that could become an important competition criteria in the War for Talents. Especially since Generation Z International today gives the criterion a 10% higher weighting than its German peers.



## 9 Half the area, half the CO<sub>2</sub> emissions

The calculation is simple: buildings are responsible for a significant proportion of greenhouse gas emissions. If the space required is minimised, CO<sub>2</sub> emissions are also reduced. However, the willingness to minimise the space required is currently still moderate. In the working environment, the acceptance for area densification is 48%. In the private sector, the willingness to move to a smaller flat currently ranks at 35%.

## 10 Young people get involved: Especially Generation Z International

Generation Z expects climate protection not only from the employer or the state, but also from itself and wants to do voluntary work. However, this willingness varies from region to region. While 74% of international students are clearly in favour of voluntary work, the euphoria in Germany is much lower (58%, -16%). Similar differences can be seen in the willingness to avoid climate-damaging holidays (-14%) or to use climate-neutral means of transport (-13%). Therefore a compliment to Generation Z International: We can still learn a lot from you!

