



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

العالمي
Global

OUTCOMES FROM YOUTH MAJLIS

Powered By Youth

15 ◆ **19**
January



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01. EXECUTIVE SUMMARY

Misk Foundation's Youth Majlis at Davos 2024 offered attendees a wealth of insight into matters important to global youth. In alignment with this year's overarching theme, "The Big Now," each session focused on topics concerning "Youth-Led Positive Social Impact". The Foundation sought to provide a platform for constructive dialogue and meaningful participation across age boundaries, recognizing the centrality of youth voices, ideas, and actions in shaping both the present and the future.

The Foundation united experts, decision-makers, and key thought leaders from around the globe to further develop and expand on the theme. Fifty-one speakers from over 22 countries shared their wisdom across 16 impactful sessions.

The speakers covered a diversity of topics exploring contemporary opportunities around the NOW tenants, such as Innovation, Global Citizenship, and Generative AI.

The speakers shared insights about the importance of youth engagement and education. They highlighted the need to build change from the grassroots level and the importance of open, honest communication across boundaries. A recurring theme among the sessions was that change and engagement start with transparency in leadership and a willingness to listen to youth voices.

To further expand upon the Davos experience, Misk Foundation engaged in research with 500 business leaders and 18,000 youth respondents across 20 countries. This survey examined the drivers that propel youth from intention to action in the social sphere, paying attention to mindset, skillset, and enablers. A selection of these findings were brought to life for Davos attendees at Misk Foundation's pavilion through further interactive digital activations.

This year Misk Foundation welcomed over 4,700 in-person visitors, including numerous VIP guests. A further 360,900 people interacted with the Youth Majlis social media presence.



#PoweredByYouth
DAVOS 2024



3
ACTIVATIONS



51
SPEAKERS



22
NATIONALITIES



4,700+
VISITORS



02. INTRODUCTION

How can leaders maximize their influence to unlock opportunities for a ready global youth? This is the question that Misk Foundation set out to answer at Davos 2024. In a rapidly changing future, youth voices have a critical role to play. Are we listening?

To help foster a climate of discussion and innovation, Misk Foundation opened a dialogue between today's thought leaders and the youth whose voices need amplification. This was done through a pre-event research survey, where 500 leaders and 18,000 youth were asked questions to see where their opinions diverged.

These insights were displayed as part of the digital activations within the Youth Majlis pavilion. They were also used to foster further conversation during our new networking and invite-only Morning Majlis initiatives. The Youth Majlis experience was further shared via social media, reaching over 360,900 people.

Our expert-led panels, however, remained the core of the Youth Majlis experience. Majlis is a term used throughout the Arab world for a hospitable, welcoming space where kindness and compassion can speak freely. Our 51 deeply appreciated guest speakers brought this concept to life throughout their 16 sessions.

Each session covered ideas central to the theme of "Youth-Led Positive Social Impact." This included issues surrounding rising technologies such as generative AI, and wider concepts of innovation and global citizenship. The speakers explored the shift to urbanization among youth, the critical role of positive mental health, and the need for current leadership to better engage with youth voices.

The sessions were also shaped by conversations with youth at the Misk Global Forum, and integrated sub-themes from broader World Economic Forum discussions.

The sessions sought to catalyze both visionary thinking and immediate action by addressing global challenges via key trends such as digital innovation, education transformation, and entrepreneurship. You can enjoy the speakers' rich insights and on-the-ground experiences in more detail through the session takeaways below.

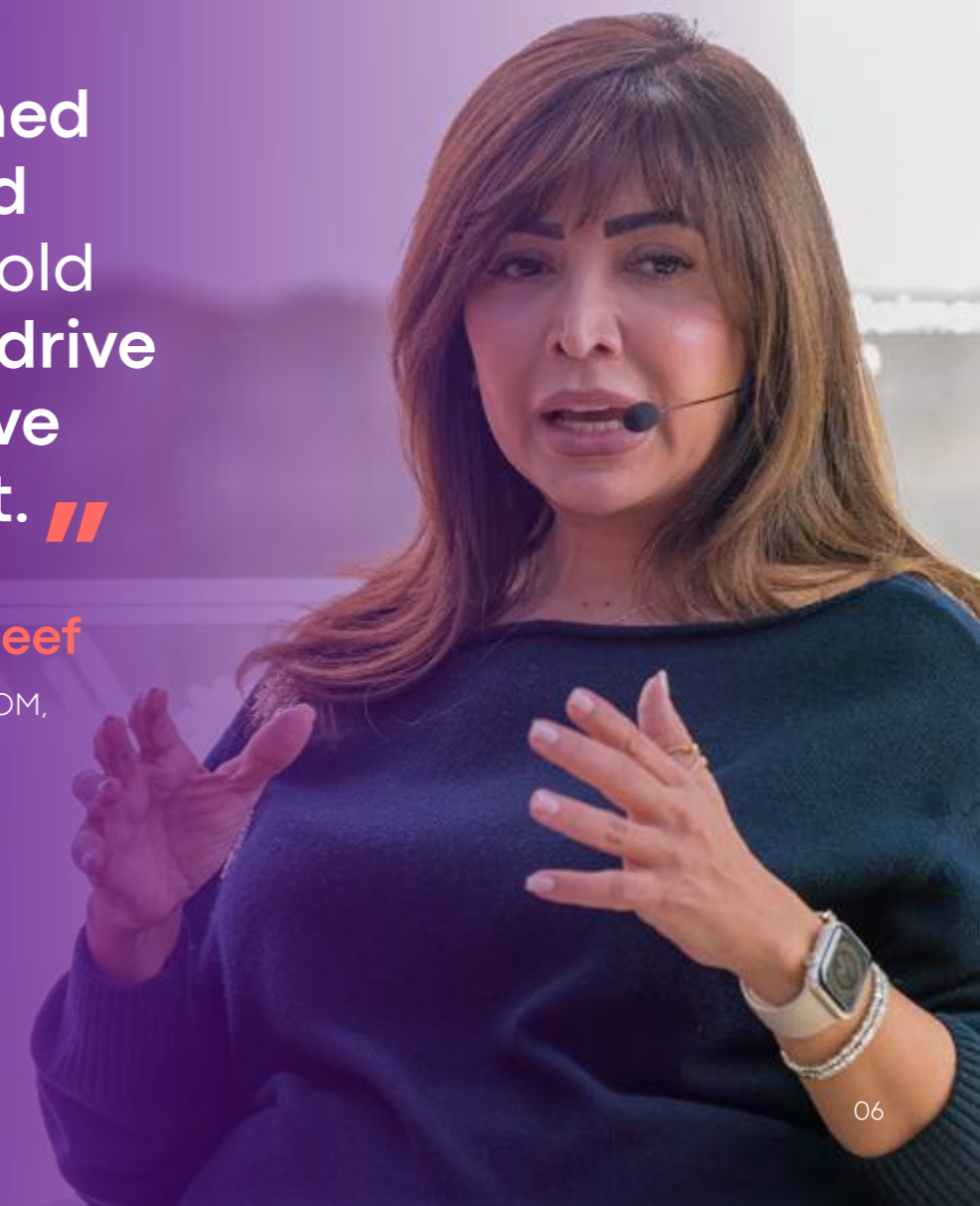
Misk Foundation remains committed to empowering and amplifying our most valuable resource – the young minds of the future. Through experiences such as those at Davos this year, we hope to foster a positive, productive, and united youth voice. One empowered by the guiding lights of older generations, but driven by youth themselves.



“ Youth, armed with trust and innovation, hold the power to drive transformative social impact. ”

Dr. Manar Al Moneef

Chief Investment Officer, NEOM, Saudi Arabia



03.

MORNING MAJLIS ROUNDTABLES: Direct engagement with youth and thought leaders




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Forum



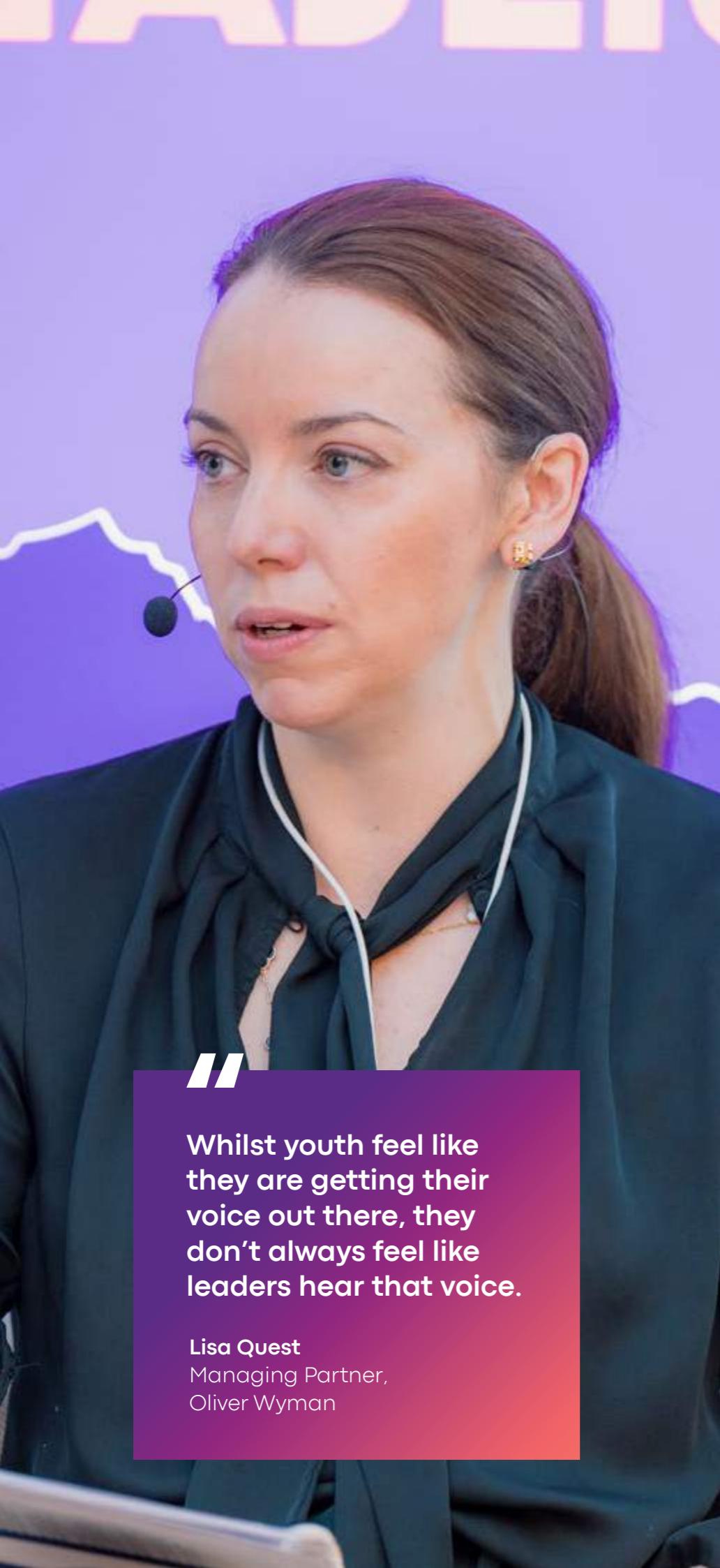
At Davos 2024, Misk Foundation ran a new program side-by-side with the intensive expert-led sessions, called the Morning Majlis.

These spirited invite-only sessions united impact-driving thought leaders, from business people to academics and, of course, youth themselves. Their mission? To dive deeper into the data we collated from our research and expand it into tangible experiences and actionable thoughts for the future of youth.

Over the three Morning Majlis, participants explored these critical themes:

-  **Understanding the Voices Beyond the Noise:**
How to raise awareness of distortions in how youth opinion appears online, as well as misinformation in digital spaces.
-  **Amplifying Youth Digital Influence to Connect with Leaders Effectively:**
How technology can identify and bridge gaps between youth voices and leadership actions.
-  **Co-creating Social Impact Born from Digital Engagement:**
How to define guiding principles and the way forward for leaders to enable youth-driven social impact through digital engagement.





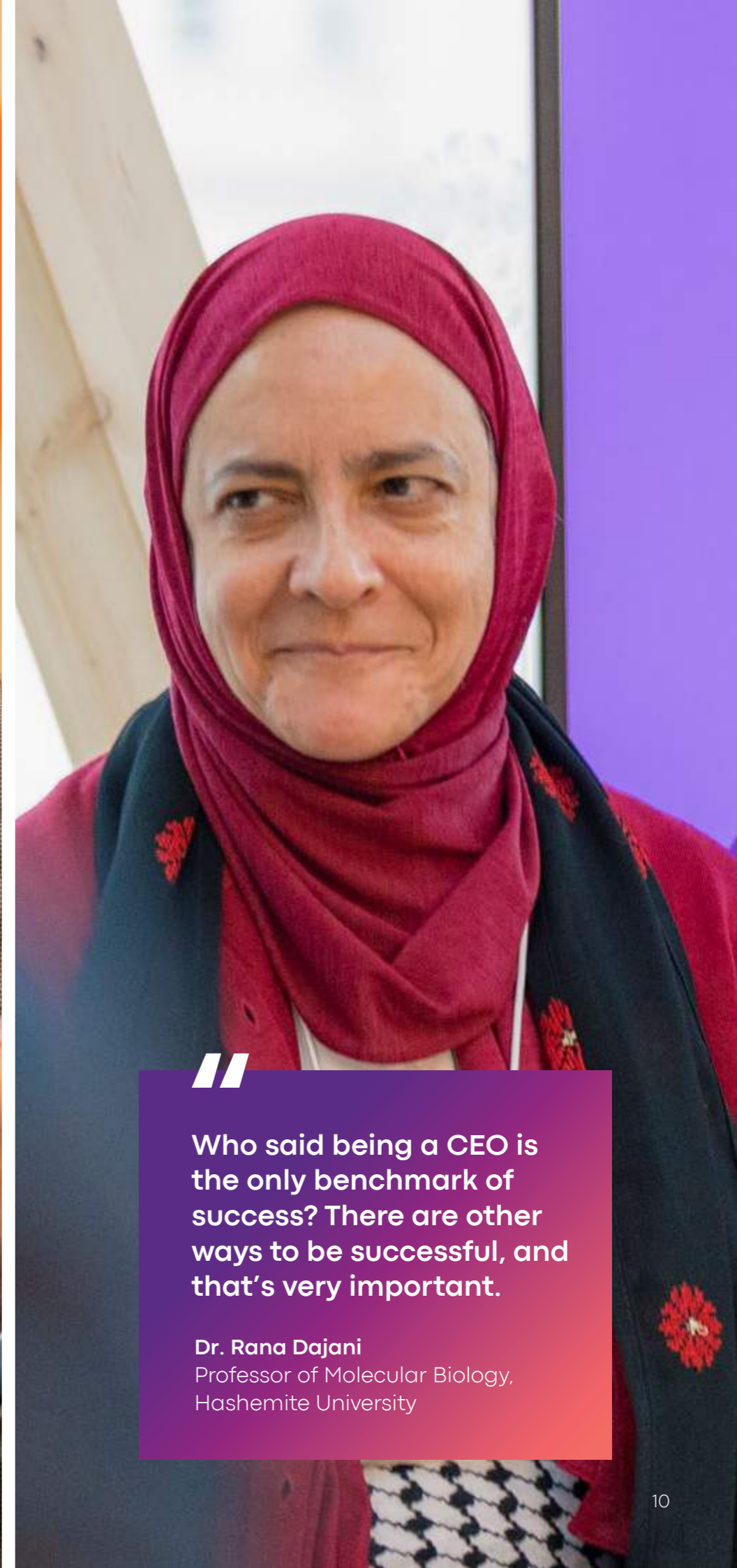
Whilst youth feel like they are getting their voice out there, they don't always feel like leaders hear that voice.

Lisa Quest
Managing Partner,
Oliver Wyman



We see a huge amount of disempowerment among young people. But also how easy it is to give them that sense of power.

Nik Kafka
CEO and Founder,
Teach a Man to Fish



Who said being a CEO is the only benchmark of success? There are other ways to be successful, and that's very important.

Dr. Rana Dajani
Professor of Molecular Biology,
Hashemite University

04.

MEET THE LEADER

Misk Foundation is deeply grateful to the leaders who helped to extend the message of the Youth Majlis this year with their unique insights and life experiences. Below, we share some key moments, thoughts, and influences that have built their resilience and helped to shape their role as leading decision-makers today.



H.R.H. Princess Reema Bint Bandar Al Saud

Kingdom of Saudi Arabia's
Ambassador to the United States



Making the right decisions in our lives and in our leadership depends on many factors. Key among them is our lifestyle and the community of people we are surrounded by, including both those we deal with in our nations, as well as our extended communities from the global level downward. There is a deep and pressing need for empathy and a sense of connection among youth and their leadership.

To better foster this empathy, meaningful engagement between these decision-makers and youth is critical. As is the development of emotional intelligence and resilience. The world is larger than just us. If we cannot balance our emotions in a conversation, if we cannot sit and hear each other, we miss the opportunity to find collaborative solutions. We need to be able to disagree in kind and productive ways.

Youth mentorship and positive role models for them to follow are a cornerstone of creating this much-needed change. Without a sense of hope and opportunity, youth will find themselves in a dark place. Decision-makers have to do better and showcase the best options to them. They should also be open to hearing youth worries and concerns. Through this positive leadership, young people will have a chance to do better and build a stronger future.



Misk Foundation's goal and purpose is to **empower the youth to excel** and **amplify their voice** on the global stage. Their presence in Davos ensures that they are heard **where the world's decision-makers convene.**



H.R.H. Prince Mohammed K. A. Al Faisal

Chairman, STC Group,
Saudi Arabia



Modern leadership is not a one-size-fits-all category with fixed answers we can learn by rote. Instead, youth should work hard to put in place the building blocks needed to develop strong leadership within themselves. These skills include being open to learning from observing those around us. Sometimes, positive leadership styles will show us what to do. At other times, we may observe how not to handle ourselves or how to lead.

A skill set should be thought of as a box of tools. We need those tools to do a good job. However, the tools will not work by themselves. Some leadership lessons can be learned, but a great leader is also shaped by their self-awareness: knowing our goals, strengths, and weaknesses, and learning to keep our egos in check.

In the Kingdom, the quality – both educational standards and work ethic – of today's students is immensely high. However, so is the competition for jobs and opportunities. There is a tendency among youth and elders to view success in one life stage, such as at university, as guaranteeing later success.



Self-awareness is key in leadership. Knowing your strengths and weaknesses and keeping your ego in check are essential components.

In reality, we face a constantly changing world with no guarantees. We need to embrace that change and ensure we are ever-evolving to meet its challenges.

Smart leadership means embracing the death of our egos. We need to understand what parts of our future we built from our own skills and actions, and what came from good timing and luck. Developing this perspective is the first step to becoming a good leader. Instead of focusing only on our own legacy, we should let our actions establish that legacy for us. We should do no harm and work to be our best. The future is unpredictable – it is our resilience that will be key to shaping it.

Dylan Taylor

Chairman and CEO, Voyager Space,
United States



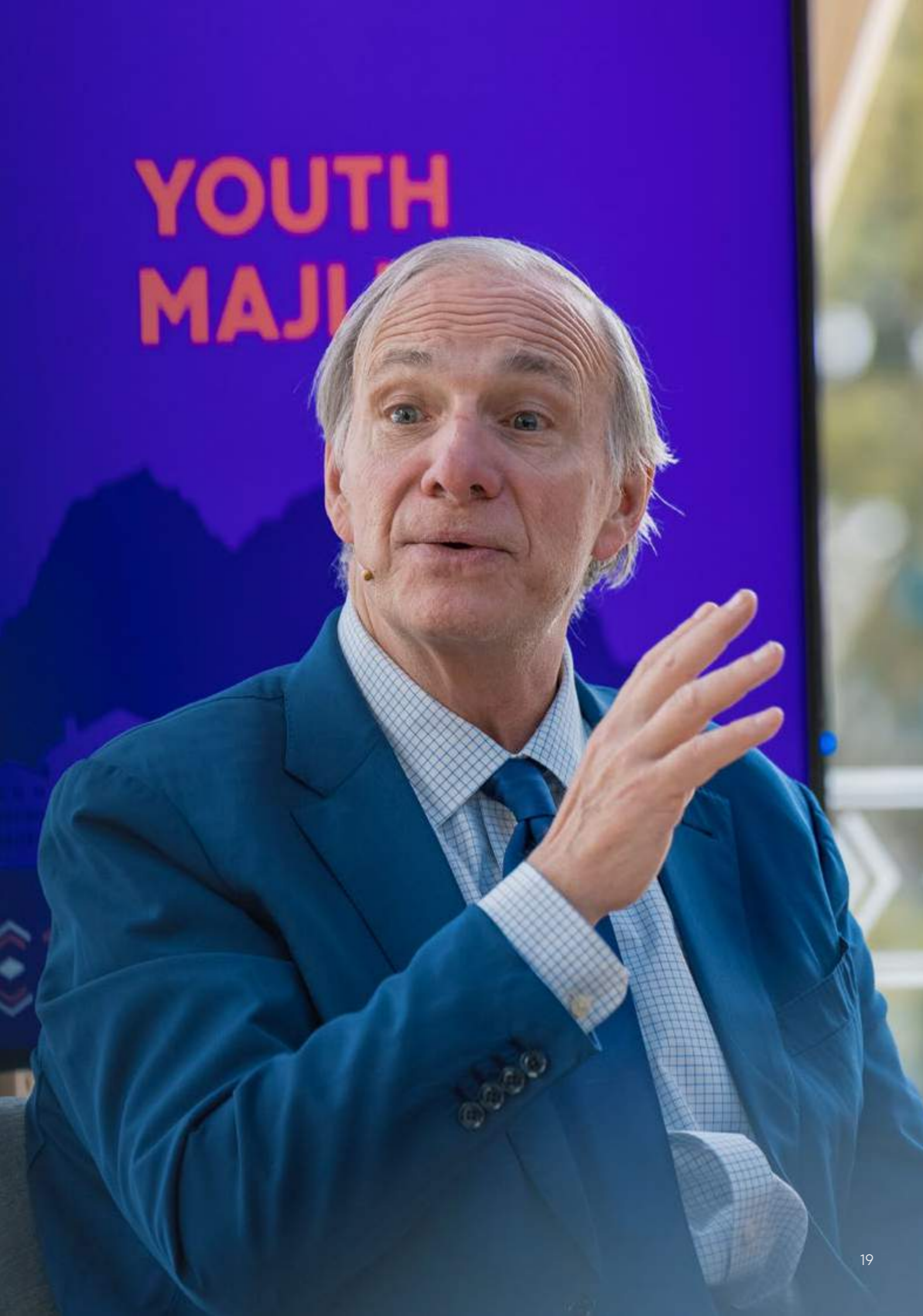
Leaders are often created by their childhood experiences, which help to shape both their fears and their potential for success. Youth brings an advantage, in that young people feel a deep passion for their ideas that can wane as they age. Innovation requires new ideas and ways of doing things, as well as a sense of perspective about our achievements. We should remember that we are stronger when we stand together.

One of the most understated potentials in space exploration is how it can be a catalyst for transformation. On Earth, we squabble easily among ourselves about our petty differences. Yet, in space, we must come together as international citizens. Many space agencies, including the Saudi Space Agency, are active in the concept of next-generation space, and this is wonderful to see. Removing our perceived cultural barriers in transformative ways will be a key part of unlocking the value space research holds for the future of humanity. This reduction in perceived barriers is one of the core tenets behind initiatives such as Space for Humanity.

Returning to life on Earth, however, we can use these same lessons. Leaders are often called risk-takers, especially entrepreneurs. In reality, entrepreneurs are good at assessing risk and making smart, calculated decisions. Youth can use this same attitude to lean into their future and have a real voice in shaping it. There will be risk and failure in any new venture they try. It is time to escape a scarcity mindset and make room for that brighter future to grow. We need to rebuild trust and cooperation in a fractured world. It is time to think big and act now.



Business leaders have an obligation to **invest in local communities**, training, and education, ensuring that **their actions serve as an inspiring model of good practice**.



Ray Dalio

Founder and CIO Mentor,
Bridgewater Associates,
United States



Success is something that we have to define for ourselves. It should not be about mere metrics such as money or prestige. Instead, knowing our nature and what is truly important to us is critical. Nor should we expect our core values to remain static – they will grow and change as we do.

In short, we have to deal well with reality, accept it, and actively pursue what we want from life. We should see mistakes as a learning opportunity, not a flaw. We should also be ever-conscious of what drives our decisions and the criteria we use to make them. Are they sound criteria? Are we making smart decisions for the right reasons? This reflection and growth are key to our success.

Life can be difficult for many people, and there will always be problems to address and solve. To be a true leader, this should include addressing our weaknesses and how they impact our goals and actions. We should see this introspection as a puzzle to solve for our betterment, not an excuse for inaction. Leaders need to build this internal resilience from within themselves, as something that empowers and encourages them instead of holding them back.



The most important facet of life is to **have meaningful work**, which is the **passion that drives you**, and **meaningful relationships**, which extend **beyond your professional life**.

Centering our passions in this personal development is also important. Our passions should be leveraged in our work, and sustained by nurturing and actively pursuing our desires. We should not be afraid to move on from what is not right for us. Instead, we should let passion be our motivator and humility our guide. We cannot form a real legacy without something to give back, after all. If we learn to see things through the eyes of others and strive for mutual understanding, we can let our successes flourish in their own way.

Jean Todt

United Nations Secretary General's
Special Envoy for Road Safety
and International Peace Institute
Directors Board's Chair



Many of the lessons learned as a successful rally driver and leader in the racing industry translate perfectly to the wider world. In particular, the lesson that we are stronger as a team. Being ambitious should mean having that ambition not just for ourselves, but for our fellow people and our surroundings. After all, the best driver can achieve wonderful results through their talent, but if the best driver does not also have the best car to support them, their success will still be limited.

To be successful, we need to be strong competitors, but also hard workers and team players. Leaders must be a great example to those they lead, and be able to motivate people to embrace that same ambition within themselves. Positive doubt means questioning our abilities and decisions in a constructive manner with the goal of improving the situation. There is value in framing this as believing in ourselves as leaders, but not becoming egocentric about it. When well used, positive doubt helps us to shape our progress and to avoid complacency. Leaders should not take anything for granted. Instead, we should focus on how we can keep our teams safe and comfortable. In short, how we can foster collective success, not only personal success.



The youth should understand the value of life and **maintain a sense of integrity.** We have the responsibility of giving back to others if **we have been granted success.**

Advances in technology are exciting, and the key to the future of humanity. Collective human ingenuity, however, is powering this changing landscape and that should also be respected. Youth should have integrity and respect others as they journey towards leadership roles. In turn, older generations can help to mold the behavior of young people by appealing to their sense of responsibility and passing on needed skills and knowledge. Together, we can help shape a legacy that will last for centuries to come. We are stronger together.





Before you expect things from others, expect things from yourself. **Do what you say** to establish trust. **Consistency is key;** erratic leadership is not appreciated.

Caspar Herzberg

CEO, AVEVA,
United Kingdom

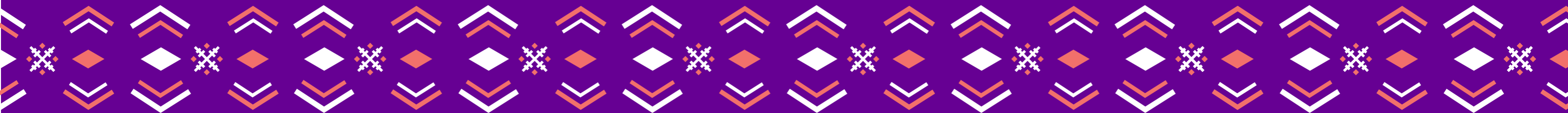


There is great value in learning appreciation for a multicultural environment and cultural interchange. This appreciation fosters a grassroots understanding of how it feels to be different, but it also teaches us the value of treating people equally, regardless of our backgrounds. When we embrace these ideas, they help to shape our appreciation of how things work, and how to let those lessons infuse our journey through life and leadership.

As leaders, we must learn to build trust and share our power as needed. We have to understand our teams and learn how to bring out the best in them. We also have to accept our collective mistakes and grow from them instead of seeking to “pass the buck” and finding someone to blame and punish. Before we can expect the best from others, we must learn to create the best within ourselves. Then we can foster it within others. Patience, used productively and balanced by hard truths, is a critical leadership virtue. Today, young adults have a more significant role in decision-making than ever before. They aren’t just followers; they possess valuable insights of their own. Empowering them to make smart leadership decisions leads to prosperity for our countries, economies, and society as a whole.

04.

KEY SESSION TAKEAWAYS





Young people are willing not just to learn how to use the technology, but to use it for things that matter.

Justine Cassell
Dean's Professor,
Carnegie Mellon & Inria,
Paris, United States

Empowering Global Youth: Navigating the AI Frontier

Almost half (47%) of youth surveyed told us that they see AI as a key driver of their future. This critical session scrutinized the nascent AI technology in depth. We asked key questions, such as how youth can stay safe and secure in this evolving space while still building their skills for the future.

The session opened with a discussion of how youth will need AI as a tool to shape their working future. As they were born "digital natives", their voices are essential to these discussions.

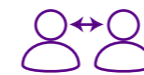
However, we still face much broader challenges in increasing their access to these technologies in underserved areas.

Regulation is seen as a key point in the AI debate by older users. Our panel pointed out that early education can fill the same role. Youth fear AI less than older users do. The panel highlighted that "adult" fear drives many AI conversations instead of youthful curiosity. Flipping that narrative and encouraging curiosity and peer learning is the key to a brighter technological future.



Young people must be involved in the global AI conversation

Even among youth, there is still little in-depth understanding of AI technology. Reducing this knowledge gap is crucial for an inclusive future. Young people are digital natives born into this technology, and they have much to contribute to this discussion. We cannot shape the future without their input.



Peer-to-peer learning cannot be underestimated

Young people learn from their peers differently from how they learn from parents and elders. AI need not be an antithesis to social bonds as is feared. There is a need to support technologies that allow them to work together in collaborative groups.



New challenges need a new approach

There is a great need to future-proof youth skills by nurturing curiosity and creativity. It is more important to "learn how to learn" than to simply master specific skills. We must not confine ourselves to the past, and youth hold the key to this forward-thinking approach.



Lack of access to technology is a hindrance

In developing nations, marginalized communities may not have access to even basic technology, let alone cutting-edge AI. Additionally, the legal and social frameworks around new technologies lag behind developments. This leaves a massive issue to address, beginning with greater awareness and empowerment so youth can dream of a better future.



Education is key

Fearful teachers cannot train eager young minds. Instead of focusing only on regulation, education should also examine how technology uplifts and empowers. Youth must be taught how to learn, not simply how to repeat facts. Formal education should not limit life-long learning.

The AI conversation should be shaped by curiosity, creativity, and learning 'how to learn', instead of focusing on specific skills and fear of developments.



We are spending trillions of dollars every year educating children in the curriculums of the past. We should be teaching them the curriculum of the future.

Hadi Partovi
CEO, Code.org,
United States

Fostering Youth Voices from Intention to Impact

45% of the surveyed youth indicated that they see themselves as agents of social change. Measuring that impact, however, is still complex. How can we better shape this environment? How do we empower youth to work alongside their experienced peers to craft their future? Misk Foundation united educators to discuss how to better foster the voices of youth.

A key focus of the session was the lack of innovation in current education systems. Most are structured for a past that is no longer relevant. From using technology smartly to moving away from artificial

learning boundaries, developing the future through youth is critical. Tangible outcomes are often hidden behind rote learning today. To help foster youth voices, we need to include them in educational discussions and rethink our approach to education. A student-centric system is needed, and this requires youth engagement and for elders to truly listen to youth.

It is time to switch from a focus on passing exams to instead fostering skills, passion, creativity, and ingenuity, both within the classroom and by encouraging learning opportunities outside of it.



The importance of mentors

While youth have critically important voices in this matter, they need guidance to transform their passions into real futures. A mentor who wants them to grow, not a teacher imposing artificial constructs, can make all the difference.



Learning is not confined to classrooms

Students learn where they have opportunities to practice their skills. Offering real-world opportunities to refine and build on received education is a key part of better learning outcomes.



Future learning, today

Education systems have not kept pace with global developments. Students still learn from curriculums set decades ago – decades in which the world has seen major social and technological shifts. More effort to change education at a grassroots level is needed, so it brings to life the modern world and its collaborative nature instead of focusing on arbitrary benchmarks.



Youth-driven interest

Understanding where youth are interested and focused, and bringing that to the forefront of training, is critical. Modern education is very “top down,” while a “bottom up” approach offers more value. Education should be a co-creation experience.



Local and global united

Youth live in a world where global boundaries have fallen. It is important to include a focus on education over borders, not merely addressing local matters. Education should be a holistic entity, not something tied to a classroom and its outcomes.

To grow youth voices, we need to include them **meaningfully in educational discussions. The focus should be on **student-centric education** that develops critical thinking and skills, not rigid, dated, test passing that does not foster real-world applications.**



“**Transparency is the key to trust, even in coaching and mentorship. If we are not transparent as leaders, it’s hard to expect the reverse to happen.**”

Anne-Laure Malauzat
Partner, Bain & Company,
United Arab Emirates

Give and Take: Bridging the Trust Gap

One of Misk Foundation’s key survey findings was that 90% of leaders believe they are trusted by youth in their organizations. Yet only 29% of youth responders trust those leaders to lower barriers and make change. Promisingly, 96% of leaders think that their organizations can make a positive impact on youth efforts to lead change. Now that trust gap must be bridged, and a proactive environment of inquiry created to solve human challenges. The development of talent must also be a focus.

Some of the panel shared personal stories of the mentors that have helped shape them, noting that we are molded by, and in turn, mold the team around us. While much educational messaging is around IQ and academic performance, EQ is just as important to develop. Leadership and mentorship are critical factors. This means that today’s leaders can help build tomorrow’s. This can only happen, however, when leaders are willing to listen and learn as well, not just teach.



Transparency matters

The objective of leadership is to listen and foster development, not to lecture. Being vulnerable and open about leadership journeys, and responsive to team feedback, is the way to engage and invest youth in their work.



Purpose and meaning

Finding purpose and meaning in what they do is increasingly important to younger generations. Money matters, of course, but it is not their driving factor. Creating that meaning and authenticity is the key to investing youth in business missions.



Leadership is transient

Often leadership is seen as an end goal. In reality, any leadership will be transient, and the underlying organization must survive these inevitable changes. Today’s leadership should be accountable for building that future leadership as well as meeting their current goals.



The importance of active engagement

The information that leaders receive is highly curated by its nature. Structures should therefore be in place to gather raw, real sentiment from younger workers and diverse teams, not merely the “corporate picture,” or leadership will lose touch with their grassroots reality.



Steering the future

Skills that once lasted a working lifetime are now quickly outdated. Channeling the energy and passion of youth through active listening and smart implementation of findings helps to keep organizations agile, responsive, and future-forward.

Authentic, open, and transparent engagement that is willing to also listen, not just be heard, is critical to bridging the trust gap between youth and leadership.



You can work hard and have agency (in) changing your life. I think it is a very powerful thing. Through the work you do in social entrepreneurship, you can bring peace to people.

Shani Senbetta
 Founder and Chief Executive Officer,
 Kidame Mart, Ethiopia

The Dynamics of Partnerships for Social Impact

In a world where only 16% of youth feel they are receiving support for sustainable change, how can this be overcome?

Much starts with understanding the changing world and the needs of the young entrepreneurs trying to make a difference. How can they be connected to the resources and networks they need to thrive?

From there, it is then a matter of reaching out to youth to foster and build their entrepreneurial spirit.

Ensuring that youth are empowered with a deeper understanding of business fundamentals is another key to this conversation. Helping youth build their entrepreneurial spirit into sustainable initiatives is vital, and this is where the real value of strategic partnerships lies.



Unlocking potential

The entrepreneurial journey can't begin until youth understand their immense potential and how they can uniquely change the world. Fostering that inner confidence is especially important in underdeveloped areas and for disenfranchised demographics. They need encouragement and support to see their potential.



Investment, not aid

The role of leaders is to encourage investment and self-sufficiency. To have faith in youth ideas, but a realistic view of the market to help develop them. Funding and opportunities matter, and so does being able to sell and differentiate an idea in crowded markets.



Social impact

Progress is often viewed as synonymous with catering to specific benchmarks – employing X women, for example. However, true social impact lies in driving tangible change, not simply meeting metrics. The conversation around social impact needs to be more holistic.



Lowering access barriers

New technologies offer fantastic scope to democratize infrastructure and access. The lower we can keep the barriers of entry to entrepreneurial spaces, the better. Young creators should be encouraged to take advantage of technology confidently.



Now and in the future

A key focus for young entrepreneurs should be the sustainability of their ideas. They should not only address a need but be able to plan a sustainable business model while doing so. Without investment and scalability, the true sustainability of youth ideas cannot exist.

Growing youth accountability and responsive, adaptive strategies that lead to true social impact is one of the greatest ways current leaders can help to build social entrepreneurship. Access to mentors, strong partnerships, and access to funding must be developed to take the young entrepreneur from dreams to sustainable reality.



In the process of fostering livable cities, the role of the youth is absolutely fundamental.

Mauricio Rodas
Former Mayor of Quito, Ecuador, and Visiting Scholar, University of Pennsylvania, Ecuador

Urban Pulse: Empowering Youth Impact in Tomorrow's Cities

Today, 60% of the world's youth live in the global south. Here, there is increasing urbanization and mass youth movement into cities. How people live – and the climate solutions chosen – will be shaped by their voices. So the impacts of youth on urbanization, as well as climate change strategies, must be focus areas for the future.

It is an area close to Misk Foundation's heart, with the development of the Mohammed bin Salman City in tandem with His Royal Highness the Crown Prince's private foundation. The city's vision, in development since 2019, is of a real estate-led ecosystem for the youth of the Kingdom to foster global citizenship and the expansion of Saudi youth's impact on the world. Here, many good lessons for the urban future are being shaped.



Rapid urbanization and youth participation

Where cities develop quickly, unique issues surrounding land management arise, from infrastructure issues to a lack of green spaces. Collaborative youth voices can do much to find solutions to these issues when educated and empowered to do so.



Recognizing that work matters

Yet shaping the cities of the future must go beyond talk to incentivization and inspiration. Building youth trust starts by extending trust to them, and seeing the youth as more than mere collaborators, but also solution providers.



Technological partnerships

In addition to holistic partnerships such as those we've described, technology has a key role to play in future urban developments. From widening access to governmental representatives to helping to develop future-forward solutions to climate challenges, technology is a vital tool.



Strategic partnerships at the core

Creating liveable cities is not the job of only one demographic, however. Strong public-private collaboration, boosted by education and social programs, is a necessity. There is a need for youth and civic engagement, and mentors to develop both.



Intersectional and complex problems

City planning raises unique, intersectional, and inevitably complex problems. The focus should be on who benefits most, and the impact on the ground to people and communities holistically. It is time to think beyond singular challenges to how they shape the entire urban landscape.

Youth are critical participants in shaping the cities of the future. From innovative solutions to urban problems that affect them to shaping the future of leadership, they have much to offer. They must be active participants in the planning of the cities of the future they will inherit.



We have to help young people see a bigger picture of themselves, and help them understand what their personal responsibility is.

Margery Kraus
 Founder and Executive Chairman,
 APCO Worldwide,
 United States

Online Communities: Nurturing Truth in Youth Narratives

The online world has become a significant source of support for modern youth, second only to their familial networks. With social media now an ingrained part of our social landscape, there is a need to address issues that have arisen with it, such as misinformation. Additionally, there is a need to develop robust support systems for young people to develop their media literacy skills.

Today's world offers unprecedented access to information, but also disinformation. The internet isn't responsible for birthing "fake news", but it has significantly accelerated its spread. Algorithms are indifferent to the truth, focusing only on what gains popularity or sells instead. With 70% of the Saudi Arabian population now under 30, the Kingdom has immense potential to help address and solve these issues.



Holistic solutions are essential

Access to poor information and deliberate fake news is a complex issue that cannot be solved by one party alone. Full engagement from parents, educators, and the wider community is needed, to work together on fostering critical thinking and engagement among younger people.



Harnessing technology for good

Technology is just a tool that is sometimes misused by the human behind it, it is not the root cause of this fake news culture. It is important to evaluate and harness positive technology to help youth and their elders develop the critical thinking skills needed to properly evaluate the information they receive.



Change at the core

Social media technologies are not inherently evil, however, they do not always serve human-focused purposes. They must look at their metrics, engagement, and bottom lines, and are not incentivized to consider human welfare. Regulators likewise take time to respond to technology shifts and have campaign pressures that do not always align with bettering humanity. So it is on youth, especially, to find proactive, human-focused solutions.



Personal responsibility

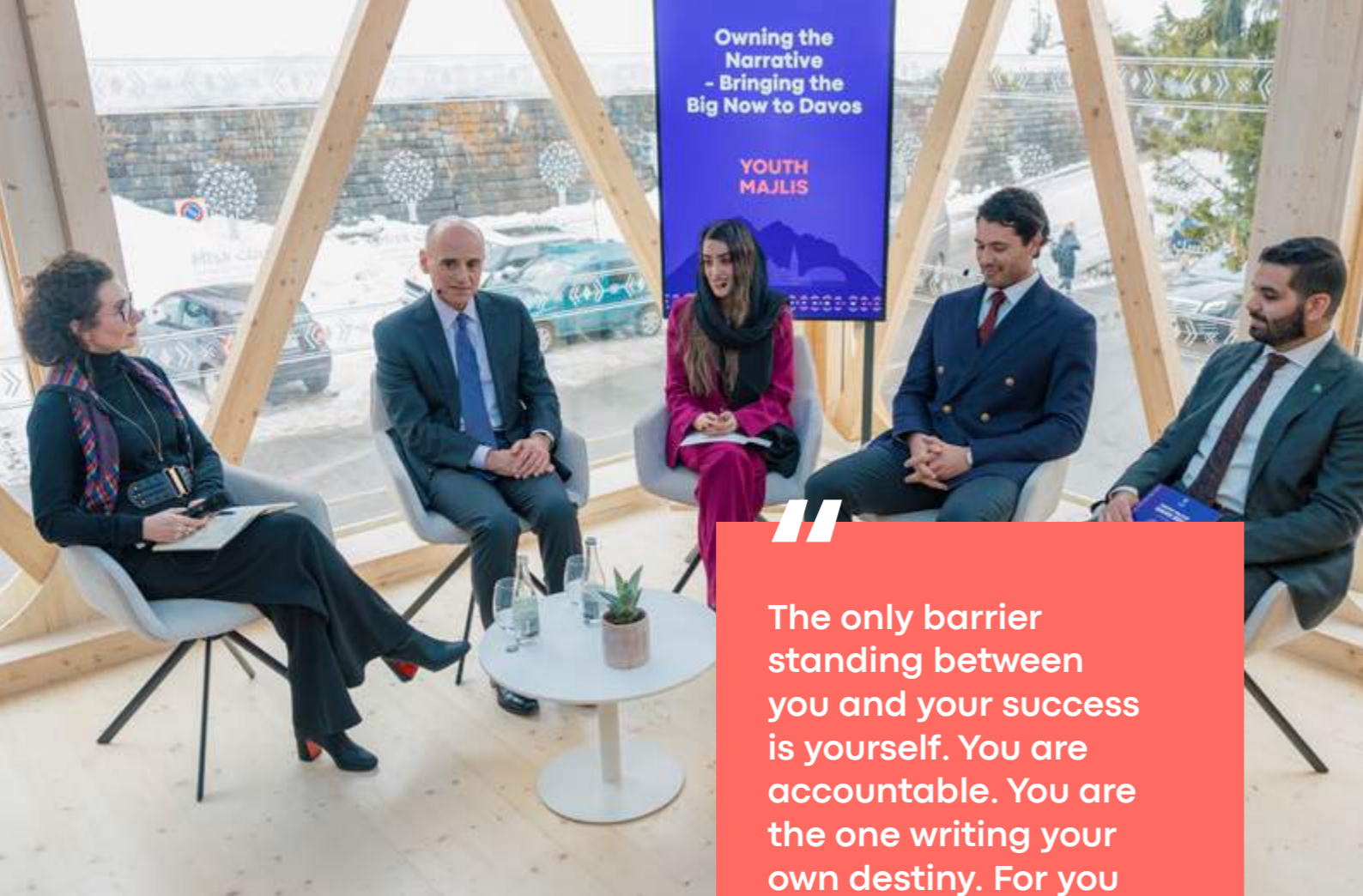
Fostering a sense of personal responsibility, along with teaching youth how to identify reality from convincing fakes, helps to empower young people to think critically. Unless people understand how to evaluate the information they access, they cannot escape the lure of echo chambers and "feel good" false facts. Countries such as Finland, which have invested in critical-thinking-based education from the kindergarten level upward, have seen immense success.



Workforce skills

Corporates have a significant role to play in media literacy development, too. After all, youth are their future workforce, and critical thinking is an important skill in the modern workplace. Workplaces setting standards of employment and embracing community involvement are valuable tools.

Curiosity and fostering critical thinking are critical weapons in the fight against fake news. Youth are perfectly positioned to help drive and foster the needed changes.



The only barrier standing between you and your success is yourself. You are accountable. You are the one writing your own destiny. For you to have that, you need to think big and act now.

Saleem Alsharari
 Assistant Vice President and Saudi Youth 20 Head Delegate to G20-2023, Public Investment Fund (PIF), Saudi Arabia

Owning the Narrative: Bringing the Big Now to Davos

Despite the global challenges created by the pandemic, Saudi Arabia remains on the cutting edge of innovation. As a country powered by a young, educated population, there has been a massive shift to dreaming big and fostering the entrepreneurial spirit needed to create those dreams.

Vision 2030 hopes to unleash that potential, empowering youth and women and opening the Kingdom for investment. While vision and leadership have helped create this important growth stage, it is driven by the energy, optimism, and hard work of our youth.



Sustainability

Sustainability is a growing focus for Saudi Arabia. Not merely preserving and restoring what already exists, but also growing a robust and resilient future. Saudi Arabia is proud to be a major presence in developing the core technologies that move us from reactive to proactive approaches to global issues.



Reversing the "brain drain"

For many nations, the brain drain, where youth leave to pursue better opportunities in other countries, is a real threat to their development. Saudi Arabia has managed to reverse this through communication, and caring about the future of youth. By understanding the hopes, dreams, and ambitions of youth, and actively working to grow them, we can help them realize their power and potential, and encourage them to foster further growth in their home nations.



Collaboration at the core

Innovation is driven by collaboration across generations, borders, and research fields. With confidence in collaborative systems, so much more is possible than when working alone.



Youth-led movements

With a majorly young population in Saudi Arabia, many of the innovative solutions and focuses of Vision 2030 are directly led by young people, perfectly showcasing the power that educated, supported youth have for change and growth.



Local solutions to global problems

Another key focus for the Kingdom has been developing internal competitiveness in fields such as science, engineering, and medicine. Not only for the benefit of Saudi Arabia itself, but also to take these solutions into globalized spaces that serve all of humanity.

Collaboration, communication, and creating the right support through strong leadership have been instrumental in positioning Saudi Arabia at the forefront of development. These are lessons that can be used on a global scale to create a better future.



Workplace Wellness: Rejuvenating Mental "WELL-TH"

Over 25% of global youth report challenges with their mental health. 85% of them are already actively employed. 80% of these youth indicate they will seek new workplace environments if they believe it will be a supportive space. How can organizations leverage youth-inspired strategies to address this rising issue in the workplace?

What do young people want out of a workplace? I think young people want trust, agency, and inclusivity. Right now, the question is, how do we get there?

Prabhu Kunwar Singh
As. Vice President, Haqdarshak, and Outgoing Curator, Global Shapers Gurugram Hub, India

There is a pervasive myth that supporting mental health in the workplace negatively impacts productivity. However, the research on mental health in the workplace shows this is very wrong. It is the workplaces that invest in their people that thrive and see the highest productivity levels.



No magic bullet

There is no singular solution to mental health issues. Mental health is highly specific to each individual. What matters in the workplace is identifying specific needs, and seeing to it that they are met. Building self-awareness and a collective understanding of the importance of mental health, thus ensuring young workers know how to ask for the support they need, is essential.



The importance of trust

For youth, trust in their workplace culture and having clear agency in the work they do are important, as is workplace inclusivity of diverse talents. People cannot work their best when they feel uncertain, unsafe, and unappreciated. It isn't enough to only teach and talk. Active demonstration of those values, especially from leadership, is needed. Managerial compassion and support once again build the needed trust.



Breaking stigma

When self-awareness and vulnerability are fostered from management levels down, it helps to combat the mental health stigmas that still exist in wider society today. Many feel they have to manage these issues alone or be judged for them. People are more than a diagnosis or a job, and this needs to be communicated within the workplace in a manner that is culturally informed and does not further perpetuate stigma.



Starting from the top

Without C-suite and managerial engagement that models healthy mental habits, a positive, welcoming, and supportive workplace cannot be created. This can be further fostered by integrating mental health-boosting solutions into the workplace, from the design of the office and ergonomic workstations to actively promoting mental wellness through meditation seminars and awareness. These are objectively easy solutions to implement, but with tangible workplace benefits.



Technology- an enabler, not a replacement

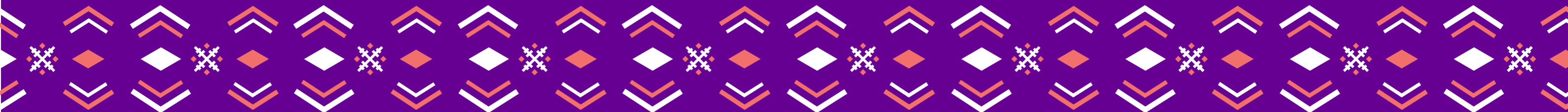
Technology, such as the Metaverse and Virtual Reality, has immense power to aid this mental health movement in the workplace. However, it is again a tool to be used smartly and with human-focused, human-centric guidance. A toxic workplace environment cannot be cured by simply creating access to therapy or tools. They are simply one component of the solution toolbox.

A mentally healthy future needs active participation from the entire community, including workplaces and youth. Top-down communication, vulnerability, and self-awareness, partnered with technology, are all tools to use in this battle. Considering diverse needs and looking at culturally-informed solutions are two more important factors.

06.

ADVICE FROM THE LEADERS OF TODAY TO THE LEADERS OF TOMORROW

Today's thought leaders were once yesterday's youth. Times change, but the deep insight they can offer does not. It simply adapts itself to the challenges of the future. Misk Foundation is deeply appreciative of our 51 confirmed speakers for the insights and personal journeys they shared with us. Together, their invaluable advice will help the leaders of tomorrow shape their path to a future that is their ideal Big Now.





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Evolving into leadership roles starts with playing to win. And when you reach that number one position, your mindset will start to change, and you start to play to not lose your gains and growth.

Noor Sweid
Founder and Managing Partner, Global Ventures,
United Arab Emirates



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Older people can teach younger people to be patient. Not everything happens in six months or a year. You don't need to burn yourself out. You need to go through learning experiences to prepare for more responsibilities.

Marco Arcelli
Chief Executive Officer, ACWA Power,
Saudi Arabia



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Meeting with young talent is one of the most important things (we can do). We can learn a lot from them and we can get new perspectives. It's very exciting.

Toshimoto Mitomo
Executive Deputy President and CSO,
Corporate Executive Officer, Sony Group Corporation,
Japan



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I have had incredible mentors, and the doors they opened (for me) have been many. I was given the chance to learn from my errors and become, hopefully, one of the agents of change (myself).

Hazem Ben-Gacem
Co-CEO, Investcorp,
Bahrain



Transparency is the key to trust, in leadership and even in coaching and mentorship. If we are not transparent as leaders, it's hard to expect the reverse to happen.

Anne-Laure Malauzat
Partner, Bain & Company,
United Arab Emirates



The youth that I have dealt with are the most remarkable examples of leaders of the future. They give me optimism for what will come.

Sandy Climan
CEO, Entertainment Media Ventures, Inc.
United States



A career itself, or society itself, should be changed so that youth can take the initiative to create their own futures.

Teruo Fujii
President, University of Tokyo,
Japan



Unless we're willing to have leaders who share part of themselves without us penalizing them for doing so, we're not going to get to the level of commitment and that level of discussion that we need to engage with young people.

Immed Bin Salman
Foundation

Vlad Gheorghiu
Co-Founder & CEO, Kyan Health,
Switzerland



Experiential opportunities are very important for students to learn from. Learning does not have to be confined to the classroom. In fact, students learn more if they have opportunities to practice their skills.

Prof. Tan Eng Chye
President, National University of Singapore,
Singapore

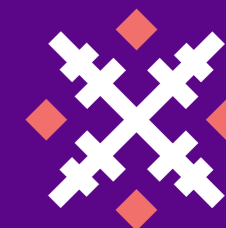






07. SAUDI FUTURE FOR YOUTH: NETWORKING LUNCH

“Saudi Future for Youth” was an intimate, invitation-only gathering that convened some of the Kingdom’s visionary leaders and the bright young minds of global youth. Together, they discussed the promising opportunities and bold initiatives shaping Saudi Arabia’s progress. Participants exchanged insights, shared their stories, and inspired a generation ready to embrace a world of possibilities.



08. CONCLUSION



As we draw the curtain on Misk Foundation's time in Davos this year, one thing is more apparent than ever. Without listening to and fostering youth voices, we cannot shape the future they will inherit.

Our rich and diverse selection of speakers highlighted again and again the importance of trust and evolution from the top down. We cannot expect youth to trust and interact with us if we are not willing to listen and learn from them in turn. Building that trust and open dialogue is essential.

The role of education and empowerment was another key message. We have a responsibility to help foster the structures that will assist youth in building the skill sets they need for their future. As several of our Majlis aptly demonstrated, these aren't mere technical skills, although technical skills are of great importance. Critical thinking is essential in a world where the boundaries between fake news and reality have blurred. So-called soft skills that promote wellness, strong communication, and the embracing of diversity are of equal importance. Education and improvement should be a life-long endeavor fostered by the environments around us.

For youth, the days of developing one skill set for work and life are over. Instead, we look to technology not as a replacement for the human voice, but as the tools that will help us amplify it. The digital natives who grew up with that technology have much to teach older generations – in particular, to turn away from fear and our attempts to hyper-regulate and confine technology. Instead, we should foster grassroots education that re-empowers humans in the face of these technological shifts.

Youth cannot stop their life-long learning and evolution. Again, self-improvement and education are critical tools in this evolution, as are transparent, and sometimes vulnerable, communication and leadership. Youth can help us shape new proactive policies – from personal wellness to climate change – instead of older, reactive attitudes. When we center youth voices in policymaking, we leverage fresh perspectives and we can better understand the changing global landscape and its challenges.

The Big Now is here. Today's leaders have immense potential to help shape and curate the talent of the future. When youth voices are valued and integrated into current decision-making, the whole world benefits. From innovation and global citizenship to emerging technology such as Generative AI, we are shaping the future hand-in-hand with the generation that will inherit it.

Nowhere is this more obvious than in the Kingdom of Saudi Arabia, where the cities of the future are being designed by, and for, youth. From Misk Foundation's own Mohammed bin Salman City to the pioneering developments at Neom, we see fertile hotbeds of innovation and transformation emerging. Paired with the Vision 2030 program, we already have a living example of how visionary leadership, open engagement, and embracing a young population can rejuvenate and empower us all. Now we need to promote those values in the global landscape.

#PoweredByYouth
DAVOS 2024