

KEYS TO UNDERSTAND

GENERATION Z



They are committed

Their motivations are not materialistic. They are more interested in **making the environment a better place**.

They are heavy social network users

They collaborate in social and political projects through them and they are **their signs of identity**.

They innovate in a different way

Thinking out of the box is natural to them, and they do this by mixing knowledge.

They are digital natives

The Internet has been part of their lives **since the very first day** and they don't know how to live without being connected.



They are turning formal education on its head

They are more interested in **vocational training**, particularly in technology.

They have clear goals

They are worried about finding jobs and **opportunities for growth** that fit their personalities.

They are less prejudiced

They see **diversity** as an inherent and enriching facet of society.

Source: Atrevia.