

# Compassion Nation Report

Supporting UK's next generation  
driving positive change, empowered  
by compassion and enabled by  
technology



#JoinUsNotA



## Introduction

From climate change to Black Lives Matter and the ongoing impacts of COVID-19, 2020 has put a spotlight on how important compassion is when it comes to understanding one another and building a better future; for ourselves, for one another and for the planet.

It's also very clear that the generation of people that are just leaving school or starting out on their career journeys face many challenges on the road to finding opportunities – opportunities that match their values and passion to have a positive impact on the world.

Not a School was launched as an alternative educational experience that empowers the innovators and leaders of tomorrow to achieve their full potential and pioneer positive social change. At Samsung, a genuine understanding of the needs, wants and feelings of others as well as the desire to work together to problem solve is at the heart of everything that we do. We know all too well that innovation without compassion is meaningless.



**Jessie Soohyun Park,**  
Head of Corporate Social Responsibility  
at Samsung Electronics UK

# SAMSUNG

For the second year of the programme, we ran a nationwide research survey – the Compassion Nation Report – to take the pulse of 18-25 year olds across the UK, asking exactly how they feel about the issues that matter most and how they can be addressed.

Young people told us technology can be an incredible tool for creating change. Whether it's giving a voice to those who would ordinarily be unheard, enabling us to learn and develop a deeper sense of compassion, or to create future-fit solutions to end social injustices. Technology is key to creating new opportunities and experiences. In short, it can and should help build a more inclusive, fair and sustainable society for everyone.

By taking Not a School online this year, we hope to remove some of the physical barriers to access by allowing everyone – regardless of background or ability – the chance to create, collaborate and hone the practical skills needed to build a brilliant future, both for themselves and their communities.

Despite the uncertainty 2020 has brought, there is a very clear beacon of hope that is reflected by both the report results and the proactive ways in which young people are tackling challenges; this next generation of game-changers is hungrier than ever to make a positive impact. It is our responsibility to create the opportunities that enable them.



## Key Themes

### Sustainability and financial insecurity are the primary challenges for young people today



**73% of Gen Z see their future career opportunities/employability prospects as one of the biggest challenges they currently face and 89% see this as the biggest generational challenge**

**88%** report that sustainability is the greatest challenges they face

**86%** think that mental health/wellbeing is one of the most significant issues

**83%** state that tackling racial inequality is an ongoing pressing issue

**70%** consider digital rights - such as protection from online bullying/doxing, to be a challenge

**66-68%** say the same for disability, gender inequality and LGBTQA+ rights



**Despite being a generation that is proactive on how they demonstrate their compassion on key issues, 68% currently feel the chance to make a positive impact on the world is a challenge**

**20%** feel that finding opportunities to create change in the world is harder than before



**57% feel that being able to access the same education/training opportunities as before the pandemic is a challenge**

**50%** also report they are struggling to find opportunities to be creative/innovative



## Compassion

Current events have been a catalyst for this generation, and compassion means action



90% of Gen Z like to think they often demonstrate compassion for others

Two-thirds say they think they are more compassionate than their parents were at the same age (66%)



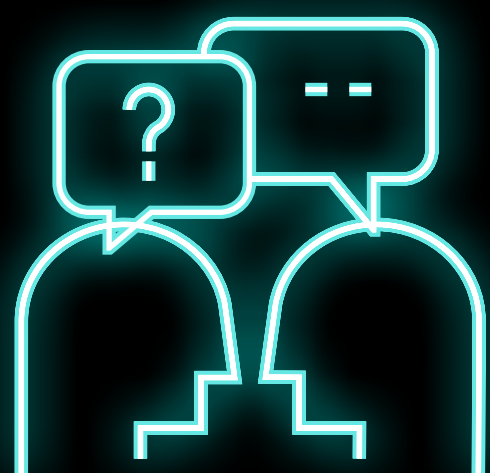
When it comes to demonstrating compassion, 72% have educated themselves on educating themselves on social injustices and inequalities

71% have either signed petitions or written to MPs

58% have volunteered time to help neighbours, friends and family

63% have donated money to charities or mutual aid funds

12% have created an innovative idea to help solve a social or environmental issue



91% of Gen Z say that miscommunication is a major barrier when it comes to overcoming social inequalities

95% feel that communication is important for promoting diversity and inclusion

71% of Gen Z say that there is sometimes a disconnect between the words they use and the way they are interpreted by those older than them



Keeping an open mind is the most important step to be taken when respecting others' difference online (81%)

79% say educating yourself is also a valuable method for celebrating diversity and creating a more harmonious online space

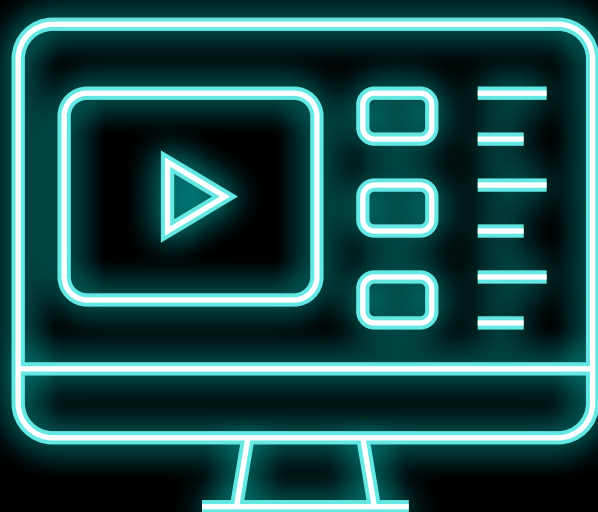
## Technology

## For Gen Z tech presents the opportunity to help end social injustice



More than 90% of Gen Z say tech can help solve key issues for their generation, including sustainability and jobs security and the economy, the two biggest generational challenges highlighted by those asked:

- Sustainability [97%](#)
- Gender inequality [94%](#)
- Mental health/wellbeing [96%](#)
- LGBTQA+ rights [93%](#)
- Racial inequality [96%](#)
- Jobs and the economy [90%](#)
- Disability rights [95%](#)



Tech is seen as an invaluable tool for raising awareness around societal challenges, with 83% saying that this is especially true for racial inequality and mental health/wellbeing

[80%](#) of Gen z report that they are more aware of racial inequality as an issue than they were in 2019

[45%](#) have deliberately sought out more information on the topic and [35%](#) saying that social media has made them more aware

[81%](#) believe tech can also be effective in helping raise awareness around sustainability

[70%](#) say that tech is helpful for raising awareness of digital rights such as online bullying



Six in ten believe that tech can be used to create innovative solutions that will help with challenges such as:

- The economy [60%](#)
- Sustainability [59%](#)
- Digital rights [48%](#)
- Disability rights [45%](#)
- Mental health/wellbeing [45%](#)



## Education

Education is everything when it comes to creating a better world for all, but the traditional paths are being challenged



93% Gen Z believe that education is important for challenging inequalities, and that it's possible to learn to be more compassionate

68% don't think that school gave them the tools to succeed in life

57% say that even being able to access the same education/training opportunities as before the pandemic is a challenge for them personally



94% say technology is allowing more people to access education that they wouldn't have been able to access before



Despite an almost 50/50 split on the prospects of online-only education, the most popular tools for learning more about social justice issues are all enabled by technology:

- Documentaries [67%](#)
- Social media [61%](#)
- Online journalism [51%](#)

Podcasts are considered almost as important a tool for social justice education as non-fiction books and academic texts, with [38%](#) and [36%](#) citing these resources they use

In terms of other non-digital resources, [45%](#) of Gen Z would turn to friends and family and [32%](#) would look to teachers/tutors/professors when educating themselves on social justice issues

## Not a School



Co-created with inspiring young people for young people, Not a School is a free educational experience, in partnership with FutureLearn, open to 18-25-year olds from all backgrounds and abilities.

Through money-can't-buy access to unorthodox mentors, activists, entrepreneurs and leaders, participants can join sessions that explore the most pressing issues young people face today and how technology can help solve them.

Taking a fresh approach to education that applies the 4 C's (Creativity, Communication, Collaboration and Critical Thinking), Not a School enables young people to become game-changers of the future by offering the skills, support and technology know-how to pioneer a better world.

**To find out more, visit:**

**[www.samsung.com/uk/notaschool](http://www.samsung.com/uk/notaschool)**