

Changemaker Survey (5 cities in 3 countries) Survey Report

Dentsu Institute / Dentsu Global Business Center

April 2023

About this report

Focusing on cities in pursuit of the ideal collaboration for a better future

Climate change, war and conflicts, and disparity are just some of the on-going factors that threaten peace and order in our society, and there is growing concern that social segregation and the division among people will further accelerate. In order to overcome the crisis we face and to build a better future together, it becomes critical for every individual to embrace these issues on a personal level and join forces to change society.

Based on the recognition of such challenges, this survey was designed with the following perspective.

1. We called people who engage in activities that may bring about change in society and in the future as “changemakers” and positioned them at the core of our analysis. We paid particular attention to the young generation, who will be living the future and will have a longer and direct involvement with the days to come.
2. We focused on cities as a familiar community unit where changemakers could actually take action with ease. International-scale events held in cities become an opportunity to globally share a new paradigm. Based on such expectations, we chose five cities as our survey area: Tokyo and Osaka from Japan, Paris from France, and Beijing and Shanghai from China.

Based on the results of the survey, this report summarized...

In Chapter I, how many changemakers there are in each city and what sort of changes come about when they actually take action. We also surveyed what kind of image people from each city have towards changemakers.

In Chapter II, we focused on the ideal social change as the theme, and we tried to identify what kind of collaboration is expected to bring about social change in the future.

In Chapter III, the theme was the role corporations are expected to fulfill, and we unraveled the expectations people have about collaborating with companies and the image they have towards businesses that are making a mark as a leader in bringing about change.

We hope that the findings and insight gained from this survey will help promote collaboration between people that go beyond generations or alignments, overcome divides, and create a better future.

Changemaker Project Team

Dentsu Institute / Dentsu Global Business Center

Outline of the Survey and Perspectives for Analysis

Chapter I Changemakers

Chapter II The Ideal Social Change

Chapter III The Role Corporations are Expected to Fulfill

APPENDIX

Outline of the Survey and Perspective for Analysis

Outline of the Survey

Cities surveyed:	Tokyo, Osaka, Paris, Beijing, Shanghai
Survey period:	Tokyo, Osaka: 19 – 22 August, 2022 Paris, Beijing, Shanghai: 25 August – 9 September, 2022
Survey method:	Internet survey
Respondents:	Male/female age 18 – 69 (including students)
Samples collected:	2,000 in each city (200 from each gender and age) Total 10,000 samples
In cooperation with:	Dentsu Macromill Insight Inc.

Survey Content

- Awareness of social issues
- Awareness of the relationship between people and society
- Participation in activities that would benefit society and the future
- Awareness of 'changemakers'
- Perceptions and expectations towards companies' sustainability efforts

Main Perspectives for Analysis

By city

Inter-city comparative analysis in Tokyo/Osaka, Paris, and Beijing/Shanghai

By generation

Age groups were categorized as follows:

- Generation Z [Age 18 – 25]
- Millennials [Age 26 – 42]
- Generation X and older [Age 43 and older]

By engagement in social activity

See Chapter I for specific definition

※ There are different views regarding the categorizations, but this survey has set the above definition for the purpose of panel classification.

Chapter I

Changemakers

*In this survey, “Changemakers” are defined as those who “engage in activities that would benefit society and the future.”

Rate of engaging in activities that would benefit society and the future

Tokyo/Osaka

19.0%

Paris

66.1%

Beijing/Shanghai

76.6%

[Base: All respondents]

Method of calculating rate of engaging in activities

Those who responded that they 'took the lead in taking action and encouraged others to join in' or they 'regularly participated or engaged in activities, and communicated information'.

- Collecting signatures on line or off
- Donating money or items (including cloud funding)
- Expressing one's will on social media, such as hash tags (#)
- Volunteer activities
- Expressing one's will by boycotting certain products
- Organizing or participating in events themed on social issues (including film festivals, parades and live concerts)
- Purchase/use of products that have low environmental burden
- Purchase/use of products that support fair trade, human rights, and protection of animals
- Belonging to a group or team that engages in social activities
- Participation in demonstrations or protests (only for respondents in Tokyo/Osaka)

Social Issues that require fundamental improvement

Social issues that require improvement differ among cities.

In Tokyo/Osaka the top issues are related to labor and economy, such as work conditions, poverty, or economic disparity. Compared to other generation groups, Generation Z (18 – 25 years old) tend to show higher interest in issues that directly influence their lifestyles, such as work conditions and child care support. On the other hand, in Paris as well as in Beijing/Shanghai, interest centered on environmental issues, such as air pollution and water shortage/pollution.

Social issues that require fundamental improvement

*Top 10 responses in each country

Tokyo/Osaka (%)		Paris (%)		Beijing/Shanghai (%)							
	All (n=4000)	Generation Z (Age 18 - 25) (n=397)		All (n=2000)	Generation Z (Age 18 - 25) (n=290)		All (n=4000)	Generation Z (Age 18 - 25) (n=456)			
1st	War/conflicts	52.7	42.8	1st	Poverty	51.9	59.7	1st	Air pollution	36.4	37.7
2nd	Work conditions	42.2	47.4	2nd	Air pollution	50.4	55.2	2nd	Water shortage/pollution	34.6	36.0
3rd	Poverty	42.0	40.3	3rd	War/conflicts	48.7	47.2	3rd	Preservation of ecosystem	32.8	34.0
4th	Economic disparity	41.8	39.0	4th	Water shortage/pollution	48.5	47.6	4th	Climate change	31.2	32.2
5th	Medical system	40.1	30.7	5th	Climate change	44.9	47.9	5th	Forest conservation	31.1	29.8
6th	Childcare support	37.1	41.6	6th	Starvation	43.1	50.0	6th	Medical system	31.0	28.9
7th	Response to climate change	35.9	23.4	7th	Medical system	42.8	39.7	7th	Marine conservation	30.1	30.0
8th	Care and support of the elderly	35.4	24.7	8th	Forest conservation	39.9	39.3	8th	War/conflicts	29.0	32.7
9th	Discrimination	35.4	37.0	9th	Marine conservation	39.8	42.1	9th	Economic disparity	27.9	32.7
10th	Air pollution	34.8	24.2	10th	Education system	39.6	43.8	10th	Protection of animals	27.7	31.1

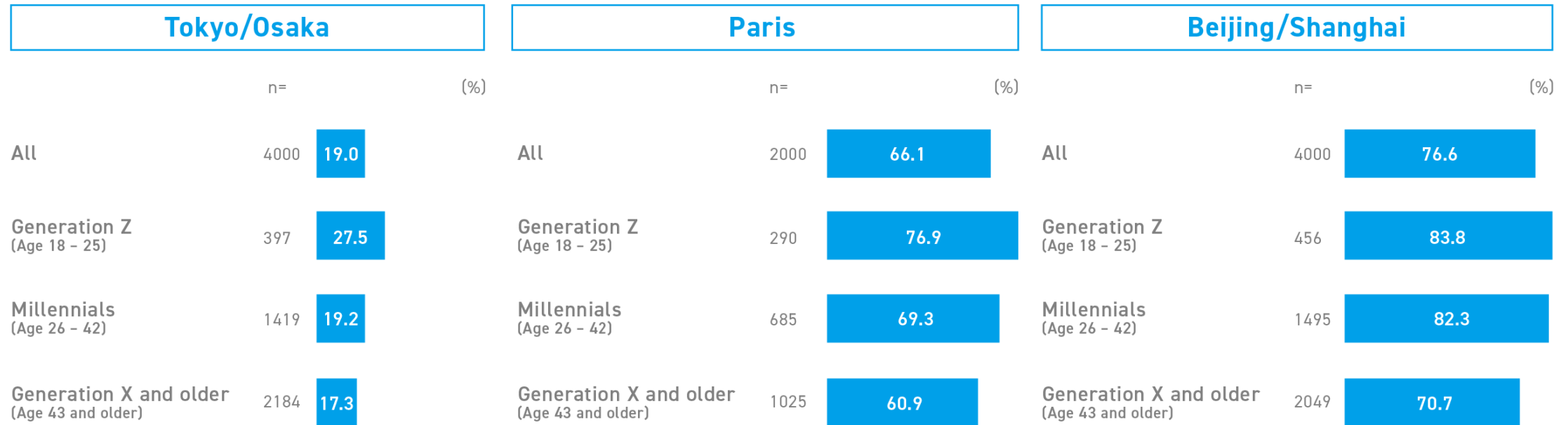
Q: Of the following social issues, choose all issues that you think require basic improvement in order to create a better society and future. (MA)

[Category] Orange: humanity & society/ Green: nature & environment

Rate of engaging in activities that would benefit society and the future

The rate of people who engage in activities that would benefit society and the future (*) were 19% in Tokyo/Osaka, 66 per cent in Paris, and 77% in Beijing/Shanghai. In Tokyo/Osaka the rate of participation in social activities is lower compared to other cities. By generation, younger people tend to score higher, with 28% among Generation Z as opposed to 17% among Generation X and older (age 43 or older). Generation Z are said to have high interest in social issues, in fact, there are many who actually take action. Other cities also share the same trend of having a higher rate of social activities involvement among Generation Z.

Rate of engaging in activities that would benefit society and the future



(*) Those who engage in activities that would benefit society and the future

Those who responded that they 'took the lead in taking action and encourage others to join in' or they 'regularly participate or engage in activities, and communicate information'.

- Collecting signatures on line or off
- Donating money or items (including cloud funding)
- Expressing one's will on social media, such as hash tags (#)
- Volunteer activities
- Expressing one's will by boycotting certain products
- Organizing or participating in events themed on social issues (including film festivals, parades and live concerts)
- Purchase/use of products that have low environmental burden
- Purchase/use of products that support fair trade, human rights, and protection of animals
- Belonging to a group or team that engages in social activities
- Participation in demonstrations or protests (only for respondents in Tokyo/Osaka)

Q: Do you engage in any activities that would benefit society and the future, such as the following? Give the closest response. (SA)

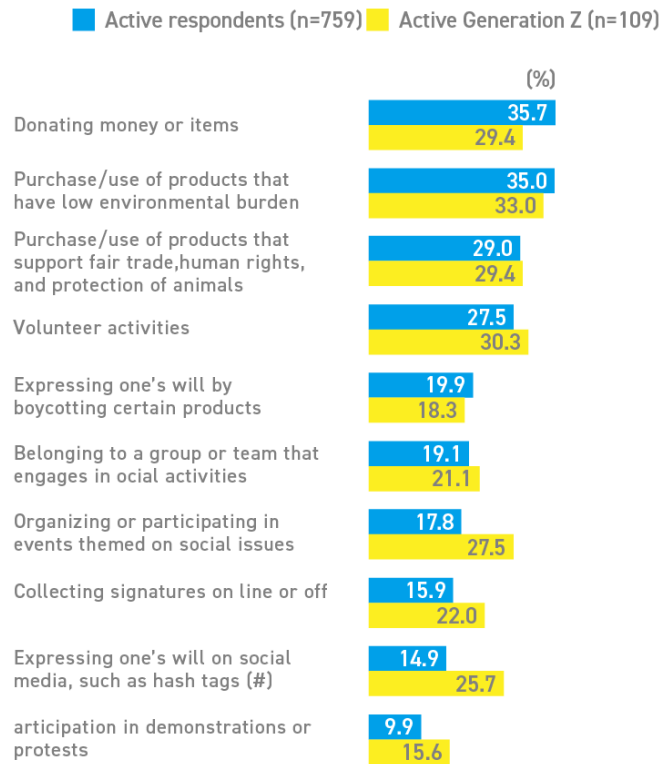
Specific activities that would benefit society and the future

In every city surveyed, the top responses were sustainability-related actions, such as purchasing or using products that have low environmental burden or products that support fair trade, human rights, and protection of animals. In Paris and Beijing/Shanghai, 'expressing one's will by boycotting certain products' was also relatively high. It suggests consumer awareness of issues when buying products. Generation Z in Tokyo/Osaka shows more people engaged in new style activities, such as 'organizing or participating in events themed on social issues'. Or 'expressing one's will on social media'.

[Base: Active respondents who engage in any activity that would benefit society and the future]

*The scores are based on how many responded to each action in which they either 'took the lead and encouraged others to join in' or 'regularly participated or engaged in, and communicated information'.

Tokyo/Osaka



Paris



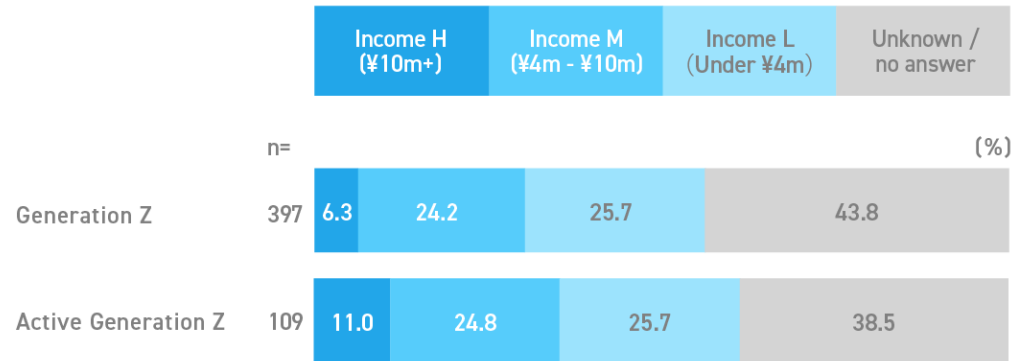
Beijing/Shanghai



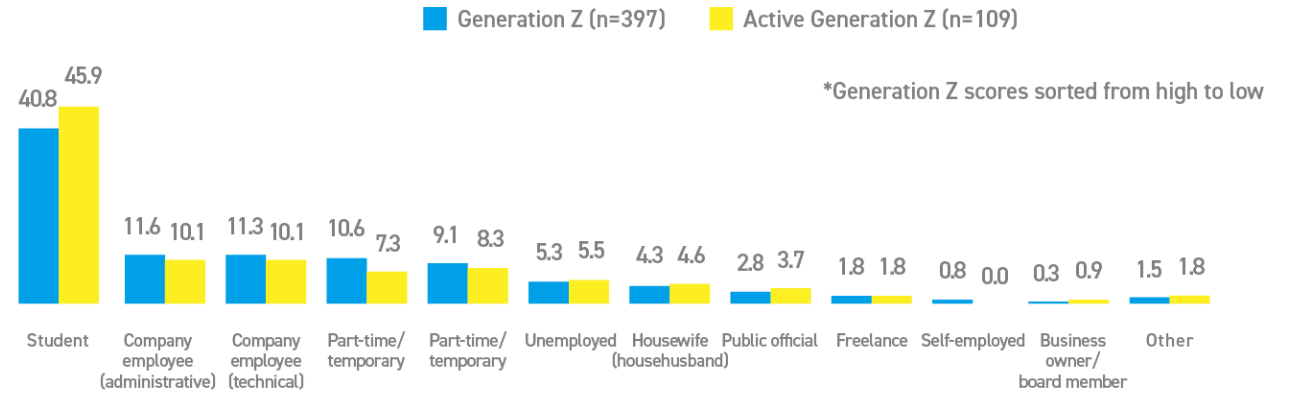
Q: Do you engage in any activities that would benefit society and the future, such as the following? Give the closest response. (SA)

Profile of Generation Z changemakers (active respondents) in Tokyo/Osaka

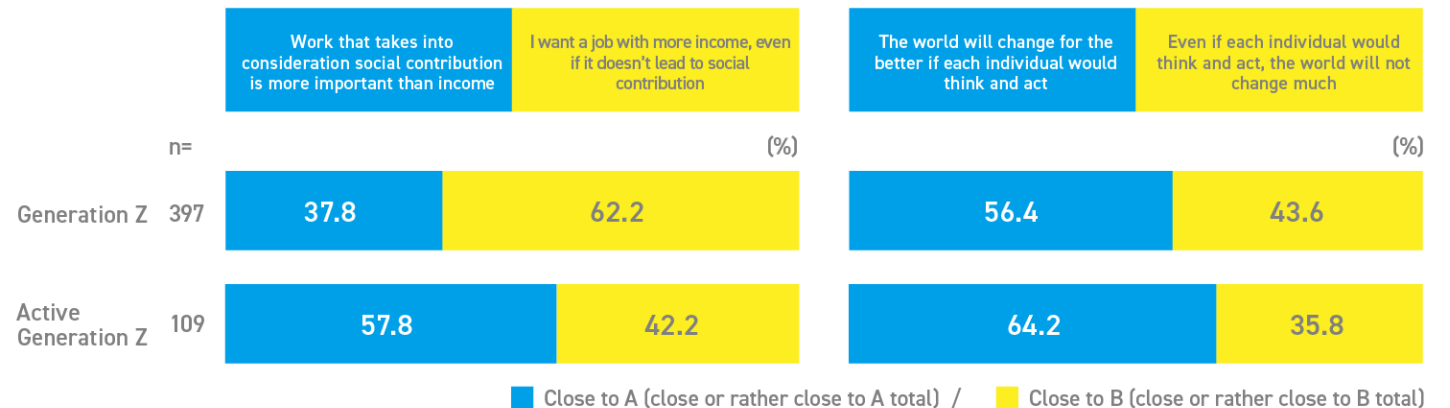
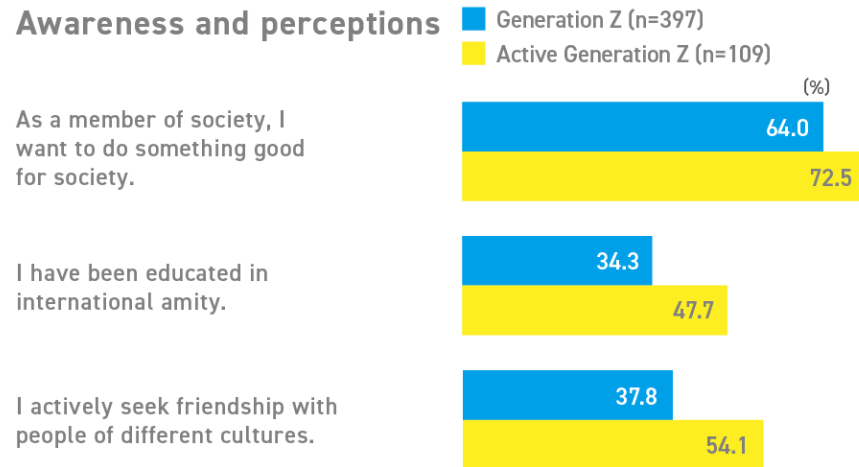
Annual household income



Occupation



Awareness and perceptions



*Values obtained by adding the responses, 'I fully agree' and 'I tend to agree'

Image of a 'changemaker'

Tokyo/Osaka

I want to be involved

Generation Z (age 18-25)

58.4%

Millennials (age 26-42)

49.0%

Generation X and older
(age 43 and older)

41.0%

【Base: Respondents in Tokyo/Osaka】

'Changemakers' are defined as those who 'engage in activities that would benefit society and the future' in this survey.

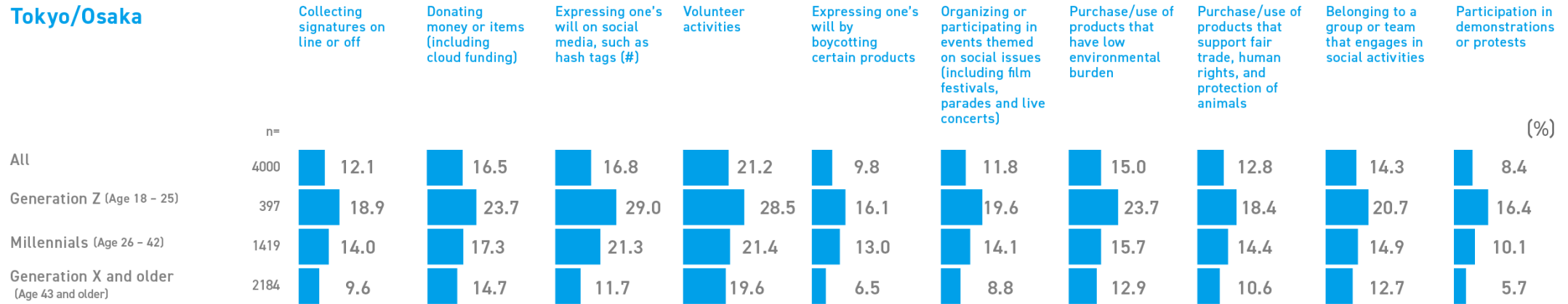
Connection with changemakers in Tokyo/Osaka

The younger generations have a higher rate of having changemakers around them.

In Tokyo/Osaka 28.5 percent of Generation Z respondents have some kind of connection with people who is engaged in volunteer activities, whereas the rate is a little below 20 percent among Generation X or older respondents. There are quite a few activities where Generation Z scored about twice as higher than the Generation X and older group, such as collecting signatures, expressing one's will through social media, express one's will by boycotting certain products, and involvement in events themed on social issues. Also, we can see that changemakers among Generation Z also expand their human relationship network wider than other generation groups in all activities.

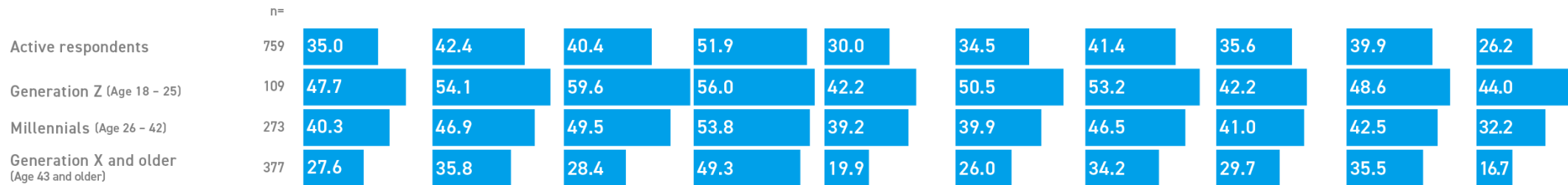
[Base: Respondents in Tokyo/Osaka]
Scores based on having one of connections with an active participant (total)

Tokyo/Osaka



Changemakers in Tokyo/Osaka

[Base: Respondents in Tokyo/Osaka engaged in any one of the activities]
Scores based on having one of connections with an active participant (total)



Q: Do you have someone around you who is engaged in activities that would benefit society and the future? Choose all corresponding responses from the following. (MA)

'I have a friend that I engage in activities with' / 'I have a close friend I am in contact with who is active (although we don't engage in activities together)' / 'I have an acquaintance I am in contact with who is active' / 'I am in contact with someone online who is active'

Image of changemakers

Respondents in all cities surveyed had a positive impression towards 'people who take action to change society and the future' (changemakers). Compared to other cities, however, in Tokyo/Osaka a psychological distance was found. The majority responded that they 'do not care to be involved' and 70% said they 'do not feel close'. This indifference towards changemakers could be affected by the low rate of people engaged in social activities.

How you feel when you hear, "people who engage in activities to change society and the future"

[Base: All respondents]



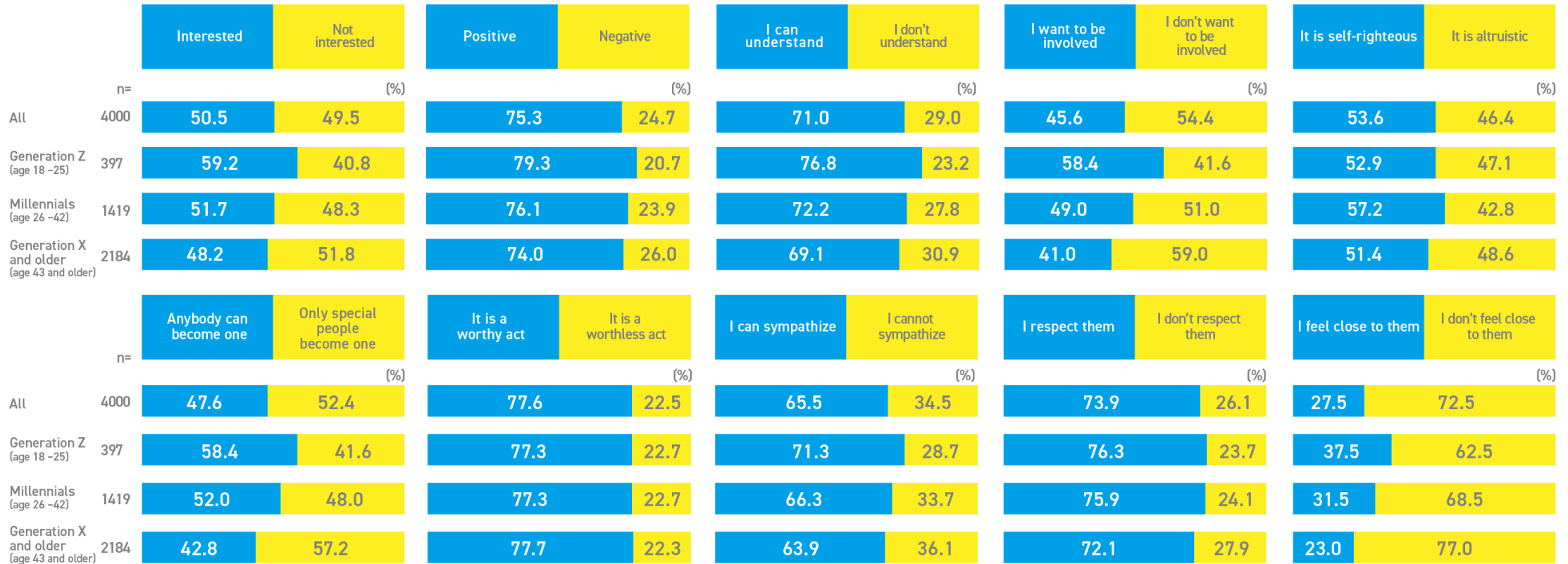
Q: How do you feel when you hear, "people who engage in activities to change society and the future" (changemakers)?
Choose either 'A' or 'B', which is closer to how you feel. (SA)

Image of changemakers in Tokyo/Osaka by generation

Generation Z in Tokyo/Osaka feels closer to changemakers than any other generation. Less than half of all generations responded, 'I want to be involved' and 'Anybody can be one', but over half of Generation Z respondents gave the same responses. Generation Z also had a higher rate of those responding, 'I feel close to them'.

Tokyo/Osaka

Close to A (close or rather close to A total) / Close to B (close or rather close to B total) By generation: How you feel when you hear, "people who engage in activities to change society and the future" [Base: All respondents]



Q: How do you feel when you hear, "people who engage in activities to change society and the future" (changemakers)?
Select either 'A' or 'B' for every statement, whichever is closer to how you feel. (SA)

Relationship between activities and happiness

Tokyo/Osaka

I felt happier

Respondents with activity experience

55.9%

I think I will feel happier

Respondents without experience

31.9%

Tokyo/Osaka

Respondents with experience (n=1757): Regarding the following activities, answer if you 'lead in taking action and encourage others to join in', 'regularly participate or engage in activities, and communicate information', or 'don't engage in any of the activities now but have experience in the past'.

Respondents without experience (n=1937): Regarding the following activities, answer if you 'never engaged in any of the activities, but want to get involved in some way in the future' or 'never engaged in any of the activities, and do not plan nor intend to in the future'.

- Collecting signatures on line or off.
- Donating money or items (including cloud funding)
- Expressing one's will on social media, such as hash tags (#)
- Volunteer activities
- Expressing one's will by boycotting certain products

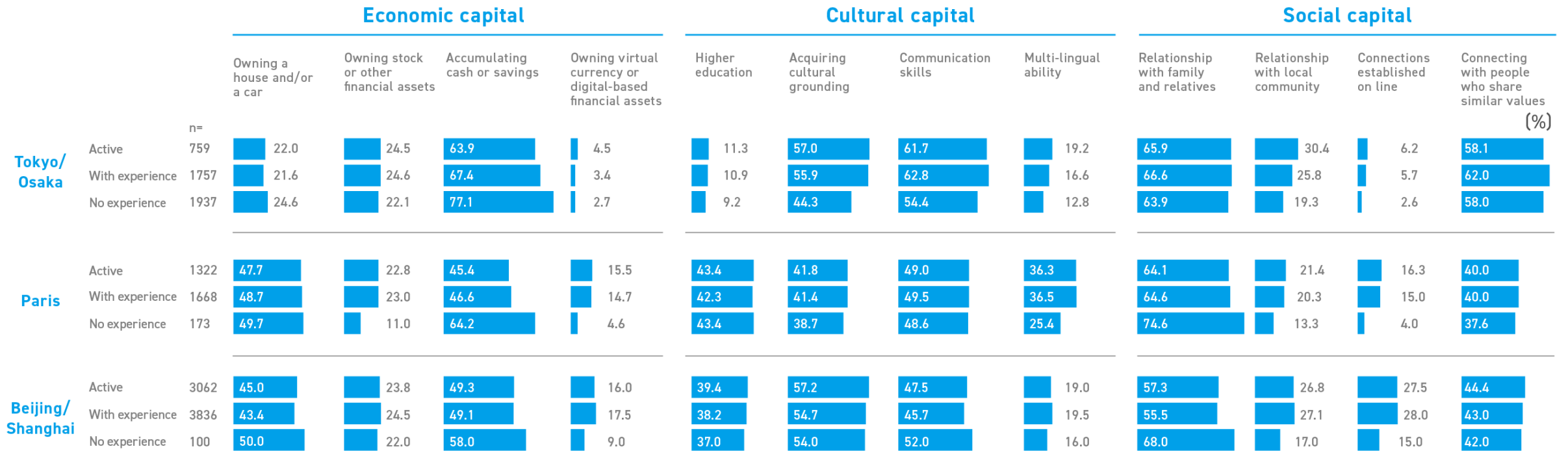
- Organizing or participating in events themed on social issues (including film festivals, parades and live concerts)
- Purchase/use of products that have low environmental burden
- Purchase/use of products that support fair trade, human rights, and protection of animals
- Belonging to a group or team that engages in social activities
- Participation in demonstrations or protests (only for respondents in Tokyo/Osaka)

What changemakers value

Changemakers tend to value cultural and social capital. Compared to those without activity experience, people who engage in activities to bring about change place less importance on increasing cash or savings, but place more importance on cultural capital, such as acquiring cultural grounding, communication skills, and multi-lingual ability. They also showed higher interest in connecting with the local community and connecting online.

By activity experience – What is most important (choose up to five)

[Base: Respondents who engage in any of the activities that benefit society and the future / Respondents who have experience in any of the activities / Respondents who have never engaged in any of the activities]



Q: Of the following choices, select up to five that are most important to you. (5MA)

Relationship between changemakers and society

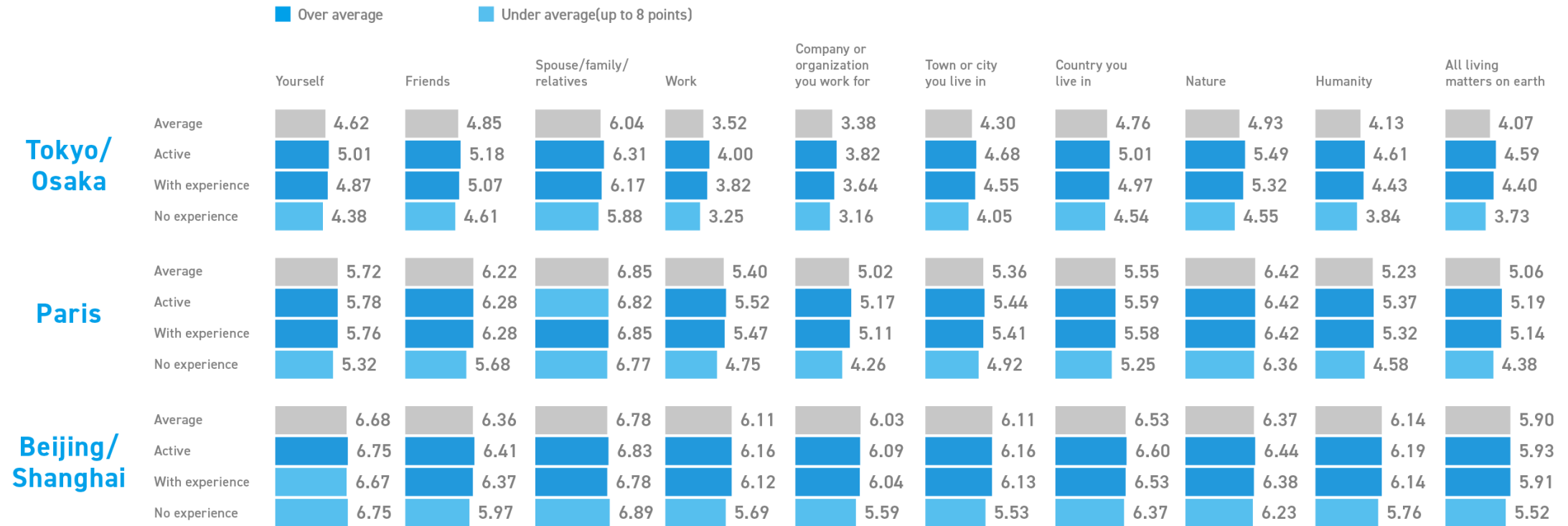
Whether we take action for society and the future seems to be related to how attached we are to the world that surrounds us.

Compared to those with no activity experience, people who engage in activities and those with activity experience(changemakers) are more attached to their work, the company or organization they work for, the town or city they live in, the country they live in, humanity, and all living matters on earth. This is a common trend shared in all the surveyed cities.

By activity experience – How much you love the target (if any)

[Base: All respondents]

*The 'n' count is omitted because the denominator differs for each item.



*Scores are weighted average values (maximum score is 8)
Average values are calculated by scoring items as shown.

Item	1 Don't apply	2 I don't like it at all	3	4	5	6	7	8	9	10 I love it very much
Points	(+0.00)	(+0.00)	(+1.00)	(+2.00)	(+3.00)	(+4.00)	(+5.00)	(+6.00)	(+7.00)	(+8.00)

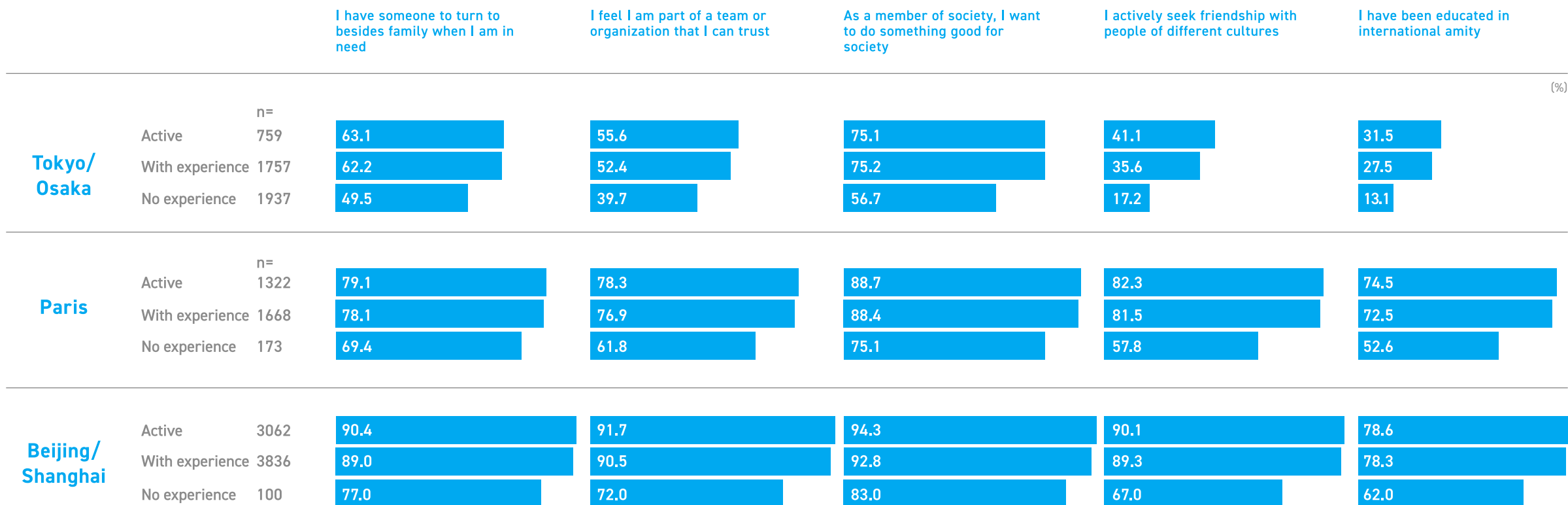
Q: How much do you love the following subjects? Give a score from (1) Don't apply to (10) I love it very much. (SA)

Relationship between society and people who engage in activities that would benefit society and the future

Changemakers feel that they too are supported by society. In each of the surveyed cities, active respondents compared to respondents without activity experience have many responses that 'have someone to turn to besides family when they are in need' or 'feel they are part of a team or organization that they can trust'. There is also a higher tendency of embracing different cultures, as seen from the responses, 'I have been educated in international amity' and 'I actively seek friendship with people of different cultures'.

By activity experience – Feelings regarding society and living

[Base: Respondents who engage in any of the activities that benefit society and the future / Respondents who have experience in any of the activities / Respondents who have never engaged in any of the activities]



Q: Regarding the following, give the answer closest to how you feel. (SA)

What was gained through the activities

People who engage in activities that would benefit society and the future have much to gain. By city, in Tokyo/Osaka the top responses were that 'it opened up a new world for me', "I think of the society more" and 'I learned from people with different backgrounds or beliefs', indicating that the activities lead to learning and growth. Meanwhile, in Paris and Beijing/Shanghai the top response was 'the activity was fun', showing that the experience itself motivated them to take action.

Active respondents: How it felt to take part in social activities

[Base: Respondens engaged in any one of the activities]
Scores are based on the sum of the responses, 'I fully agree' and 'I tend to agree'

Tokyo/Osaka (n=759)			Paris (n=1322)			Beijing/Shanghai (n=3062)		
		(%)			(%)			(%)
1st	It opened up a new world for me	75.8	1st	The activity was fun	84.7	1st	The activity was fun	92.2
2nd	I think of the society more in my daily life	70.6	2nd	I think of the society more in my daily life	82.0	2nd	I think of the society more in my daily life	92.2
2nd	I learned from people with different backgrounds or beliefs	70.6	3rd	I learned from people with different backgrounds or beliefs	81.4	3rd	I have a better understanding and sympathy for people and society	91.7
4th	I have a better understanding and sympathy for people and society	70.1	4th	I have a better understanding and sympathy for people and society	81.0	4th	I learned from people with different backgrounds or beliefs	91.5
5th	The activity was fun	65.5	5th	Being useful helped build up my confidence	80.7	5th	It made me want to do other activities that contribute to society	91.4
6th	It made me want to do other activities that contribute to society	63.4	6th	I felt connected to people I usually wouldn't meet	80.3	6th	Being useful helped build up my confidence	91.0
7th	Being useful helped build up my confidence	62.2	7th	It made me want to do other activities that contribute to society	80.3	7th	It opened up a new world for me	90.3
8th	I felt connected to people I usually wouldn't meet	61.8	8th	I felt happier	77.9	8th	I felt happier	89.9
9th	I felt happier	61.3	9th	I made more friends	74.6	9th	I felt connected to people I usually wouldn't meet	89.2
10th	I made more friends	54.8	10th	It opened up a new world for me	74.5	10th	I made more friends	88.0

Q: Give the responses that correspond to how you feel when participating in activities that would benefit society and the world, as presented in the previous question
For those without activity experience, tell us how you think you would feel if you take part in such activities.

Tokyo/Osaka What would be gained or expected from the activities

What can be gained from engaging in activities that would benefit society and the future is more than what people with no activity experience may expect. In Tokyo/Osaka there is about a 20-point difference between what the active respondents actually felt and what the people without activity experience expect. The gap was especially big for 'it was fun' and 'better understanding and sympathy for people and society'. It can be assumed that the feeling of fulfillment gained from the activities is not yet sufficiently known among people without activity experience.

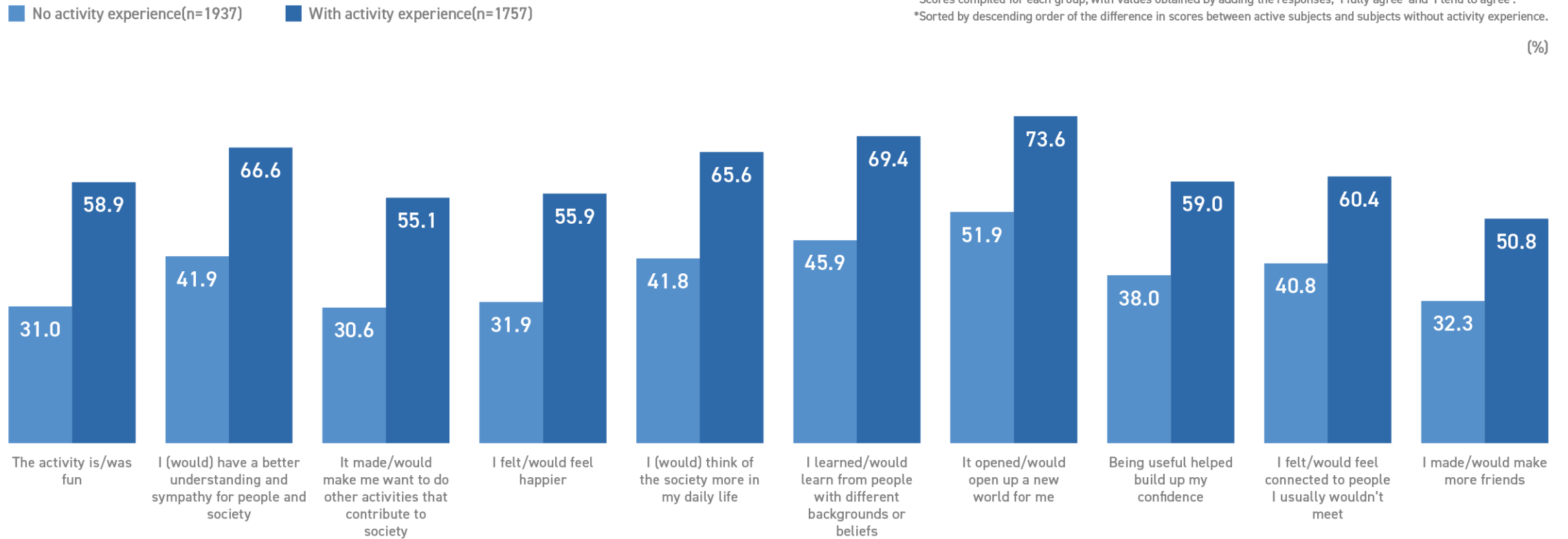
Tokyo/Osaka

Respondents with no activity experience: What do you expect you would feel if you took part in any of the activities?
Active respondents: How did it feel to take part in the activities?

[Base: Tokyo/Osaka Respondents who engage in any of the activities that benefit society and the future / Respondents who have never engaged in any of the activities]

*Scores compiled for each group, with values obtained by adding the responses, 'I fully agree' and 'I tend to agree'.

*Sorted by descending order of the difference in scores between active subjects and subjects without activity experience.



Q: Give the responses that correspond to how you feel when participating in activities that would benefit society and the world, as presented in the previous question. For those without activity experience, tell us how you think you would feel if you take part in such activities.

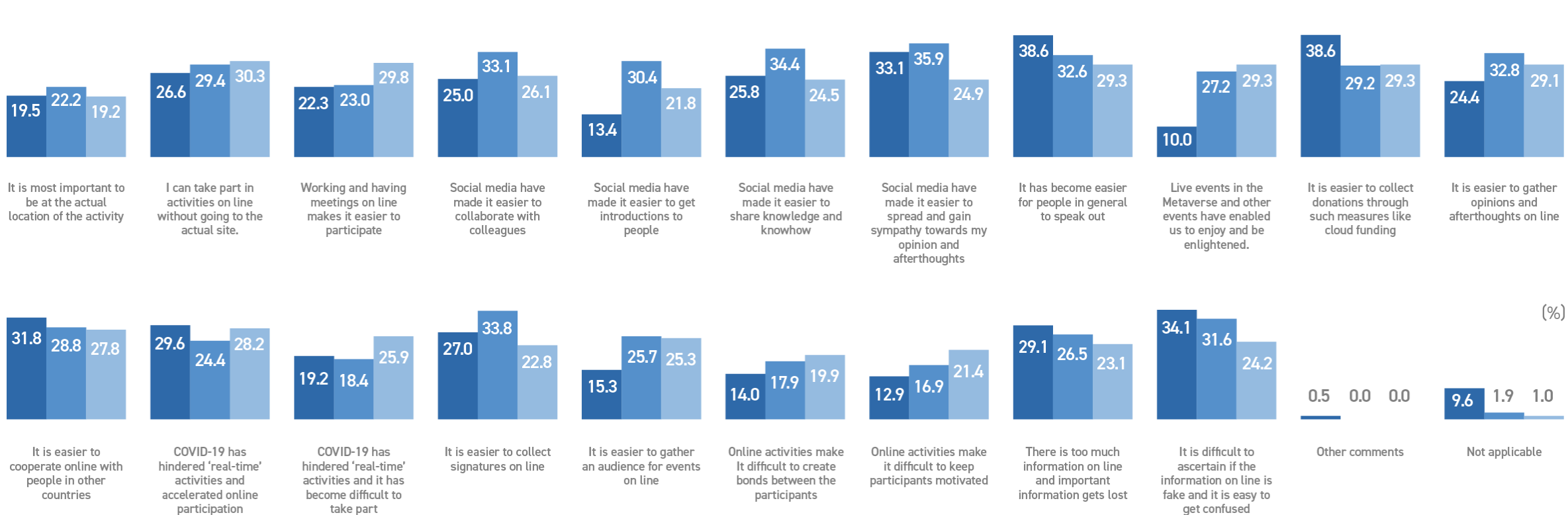
Internet promotes sympathy and solidarity

The Internet promotes sympathy and solidarity among people and helps spread the participation in activities that would benefit society and the future. In every city surveyed, respondents who engage in activities that would benefit society and the future felt that the Internet helped spread participation in activities, as seen in their responses such as 'social media helped spread and gain sympathy towards my opinion and afterthoughts' and 'cloud funding made it easier to collect donations'. In Paris and Beijing/Shanghai the score for the response, 'Live events in the Metaverse and other events have enabled us to enjoy and be enlightened', was nearly three times more than in Tokyo/Osaka.

[Base: Respondens engaged in any one of the activities]
Scores are based on the sum of the responses, 'I fully agree' and 'I tend to agree'

Internet use for activities that would benefit society and the future

■ Tokyo/Osaka (n=759) ■ Paris (n=1322) ■ Beijing/Shanghai (n=3062)



Q: Regarding Internet use in the activities you do that would benefit society and the future, choose all responses that correspond to what you think. (MA)

Chapter II

The Ideal Social Change

How social change would spread

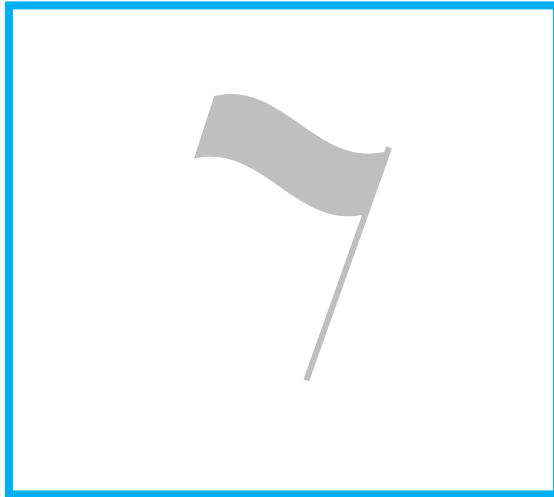
	A single leader guides the way	Many individuals connect and change spreads across society
Tokyo/Osaka	2.3%	39.1%
Paris	7.9%	37.3%
Beijing/Shanghai	13.9%	38.6%

【Base: All respondents】

Three types of social change

As a hypothesis, we considered the following three types as the way social change would spread.

A single leader guides the way



Multiple leaders sympathize with each other and change spreads across society



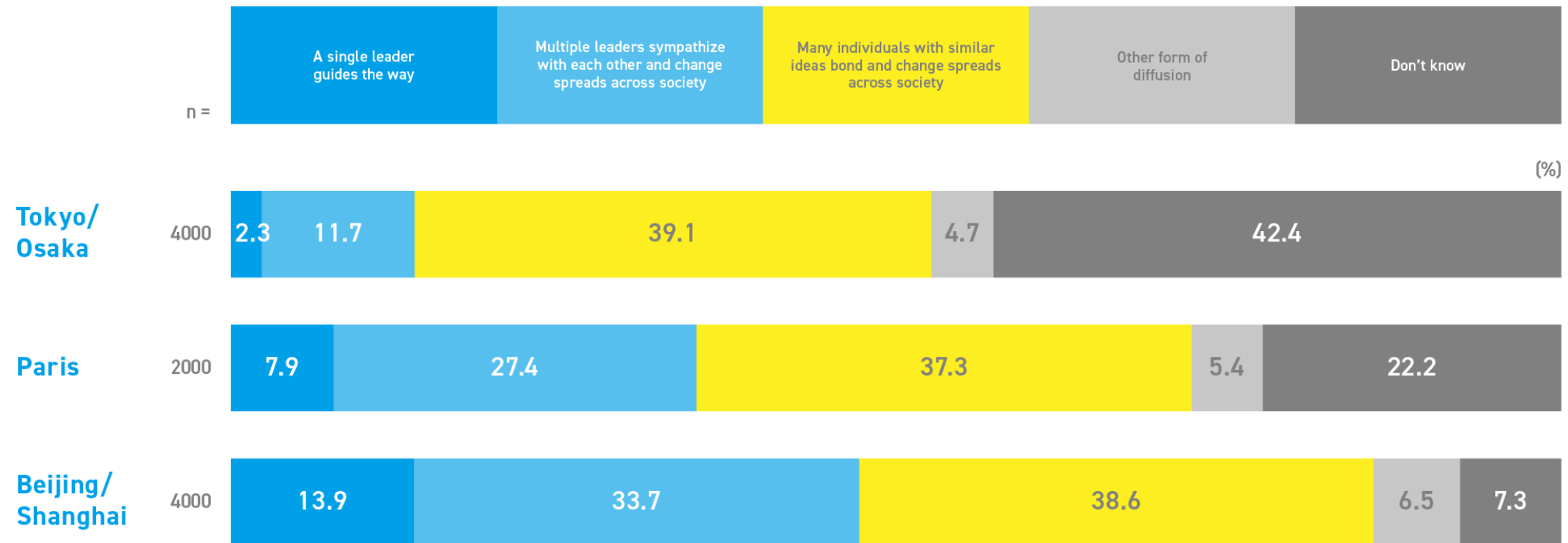
Multiple individuals with similar ideas connect with each other and change spreads across society



The form of social change in the future

We asked the respondents how they predict social change will spread in the future. In all cities surveyed, nearly 40% answered 'many individuals with similar ideas bond, and change spreads across society'. In Tokyo/Osaka the top response was 'don't know', indicating that they have some difficulty picturing the future.

[Base: All respondents]



Q: How do you think the following social movements took notice and spread widely across the international community? Use your instinct and give the closest answer. (SA)

What brings about social change

What brings about change in society? We asked the respondents to choose either 'a single leader guiding the way' or 'individuals creating a bond and spreading change'. In Tokyo/Osaka the majority favored individuals in their responses. 'Every individual consumes products based on how it would benefit society' and 'bond created among every citizen' marked over 60%. Meanwhile, in Paris and Beijing/Shanghai, many also favored a leader guiding social change movements, as seen in their responses, 'major corporations and large investors conduct business that benefit society' and 'bond created among socially influential individuals'.



Q: What is your opinion of society? Please choose either (A) or (B), whichever is closer. (SA)

Chapter III

The Role Corporations are Expected to Fulfill

Companies with a good impression <Business activities>

We asked the respondents to choose one of two responses regarding the type of company they admire.

Regarding the balance between business growth and social contribution, about 60% in Tokyo/Osaka answered 'continue to grow the business and invest in sustainability' and 'contribute to solving social issues through business', showing a unique trend of an admiration for achieving both business and social contribution.

[Base: All respondents]



■ Close to A (close or rather close to A total) ■ Close to B (close or rather close to B total)

Q: What is your opinion of companies? Please choose either (A) or (B), whichever is closer. (SA)

Companies with a good impression <Communicating information>

Regarding the communication of sustainability-related information by companies, all cities had high expectations towards 'providing general education for society' and 'communicating information that is easy for anyone to understand'.

[Base: All respondents]

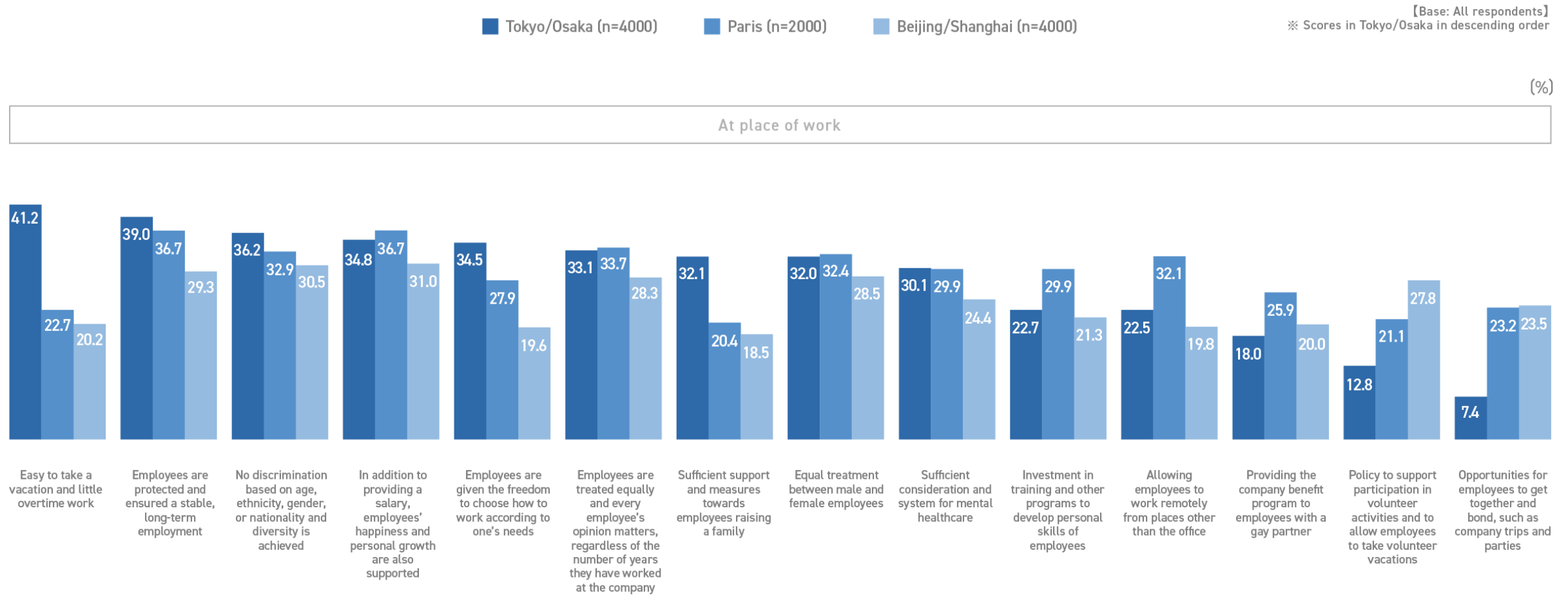


Q: What is your opinion of companies? Please choose either (A) or (B), whichever is closer. (SA)

Expectation towards corporations <At place of work>

Compared to other cities surveyed, there are exceptionally high expectations in Tokyo/Osaka for achieving work-life balance. Responses such as 'easy to take vacations and little overtime work' and 'sufficient support and measures for employees raising a family' marked 10 – 20 points more than in other cities.

Meanwhile, Paris and Beijing/Shanghai scored higher than Tokyo/Osaka in 'support and policy towards participation in volunteer activities and approval of volunteer vacations', showing high expectations towards company support for employees engaging in social activities.



Q: Give all responses that correspond to what you expect from companies in their activities that would benefit society and the future. (MA)

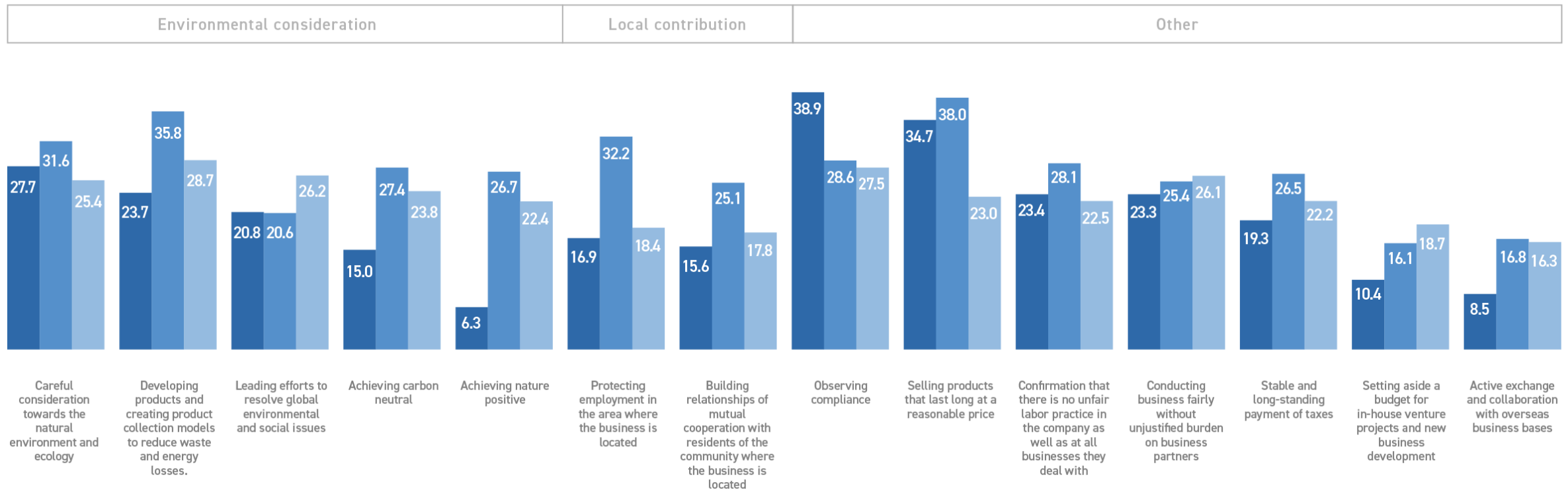
Expectations towards corporations <Environmental consideration / social contribution>

In Paris and Beijing/Shanghai expectations towards companies for environmental consideration and local contribution in their activities that would benefit society and the future were stronger than in Tokyo/Osaka.

■ Tokyo/Osaka (n=4000) ■ Paris (n=2000) ■ Beijing/Shanghai (n=4000)

[Base: All respondents]
※ Scores in Tokyo/Osaka in descending order

(%)



Q: Give all responses that correspond to what you expect from companies in their activities that would benefit society and the future. (MA)

Impression of companies that actively promote sustainability

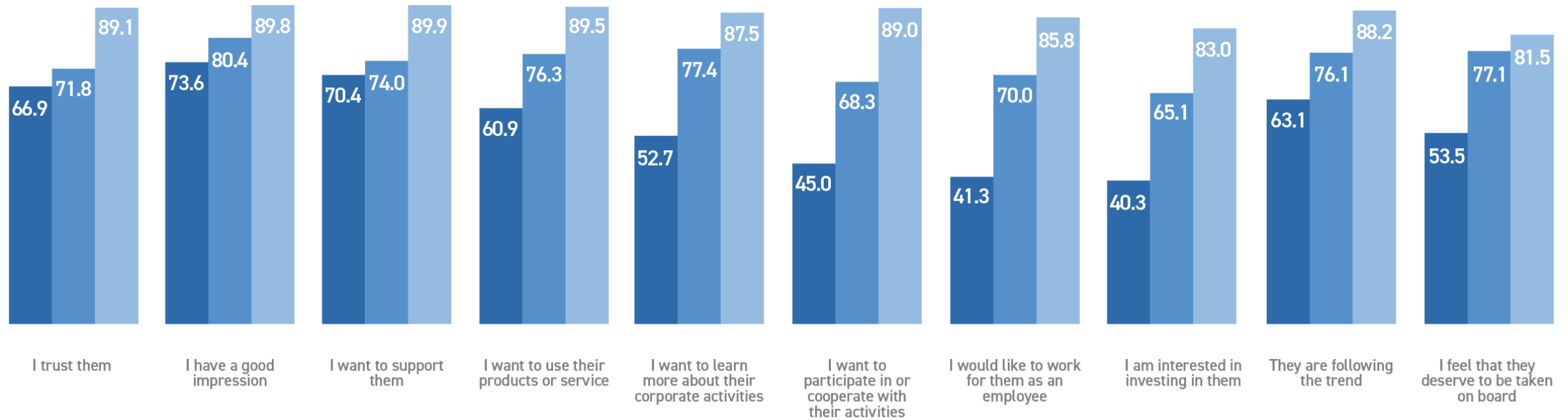
Companies that carry out sustainability-related measures are rated higher in cities other than Tokyo/Osaka. Many feel that it is 'a matter of fact'. Not only do people trust and admire such companies, many wish to actively get involved with these companies as a consumer/employee/investor.

【Base: All respondents】
*Scores are based on the sum of the responses, 'I fully agree' and 'I tend to agree'

Impression of companies that actively promote sustainability

■ Tokyo/Osaka (n=4000) ■ Paris (n=2000) ■ Beijing/Shanghai (n=4000)

(%)



Q: How do you feel about companies that are keen on activities that contribute to environmental and social sustainability? (SA)

Impression of companies that actively promote sustainability Tokyo/Osaka by generation

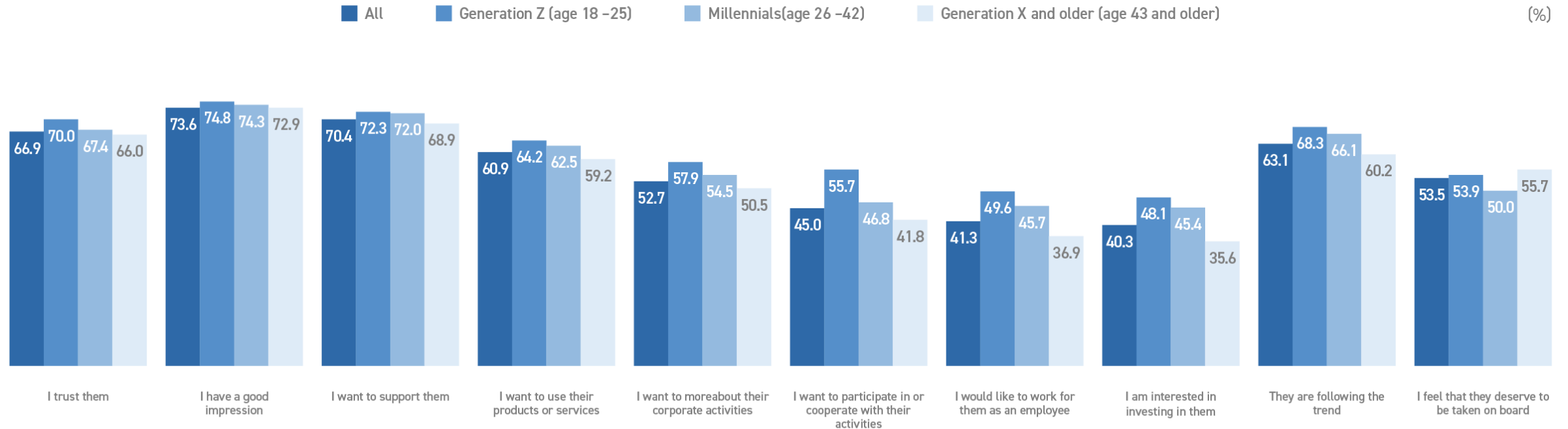
Comparing responses from different generation groups in Tokyo/Osaka, Generation Z leads in almost all the responses and showed a high rating for companies that are keen on sustainability-related activities. Compared to overall average, Generation Z marked higher scores on 'want to participate in or cooperate with their activities', 'work for such companies as an employee', and 'considering investing in such companies'. They show a positive willingness to become involved with such companies.

Tokyo/Osaka

[Base: Respondents in Tokyo/Osaka]

*Scores are based on the sum of the responses, 'I fully agree' and 'I tend to agree'

Impression of companies that actively promote sustainability, by generation



Q: How do you feel about companies that are keen on activities that contribute to environmental and social sustainability? (SA)

SUMMARY

People joining hands with corporations and governments to bring about change

The Internet increases the possible emergence of 'changemakers'

The survey results show that in Paris and Beijing/Shanghai there are over 60% of 'changemakers' who engage in activities to change society and the future, and 19% in Tokyo/Osaka, though the numbers are far less.

What we found common to all cities was that Generation Z stood out compared to other generations, even in Tokyo/Osaka where they marked close to 30%.

Exchanging information via the Internet promotes sympathy in people's minds, making it comparatively easier to take part in activities and influencing the younger generation.

Image of changemakers and the euphoria generated from the activities

In Paris and Beijing/Shanghai the majority of feedbacks for all responses were positive, such as 'I am interested', 'I have a good impression', 'I want to be involved', 'anyone can do it', 'it is a worthy act', 'I have respect', and 'I feel close to them'.

In comparison, close to half of the respondents in Tokyo/Osaka answered 'not interested', the majority said they did not 'want to get involved' or 'it is for special people only', and 70 percent felt distant. People in Tokyo/Osaka are very conscious about social issues, but their low level of involvement in activities may be why they are not very familiar with changemakers. However, even in Tokyo/Osaka, Generation Z respondents showed more familiarity with changemakers than other generation respondents.

In addition, all five cities had over 60 per cent of respondents that said they 'felt happier' through their activities that would benefit society and the future.

With the power of each individual at the core, collaboration with corporations and governments can bring about change

We presented three different patterns of how the social change movement can spread in the future, and we found that in all five cities surveyed, people's expectations were highest for the pattern, 'many individuals with the same idea connect, and change spreads across society'. We also found that people had high expectations for corporations and governments to take the leadership role.

In every city surveyed, people had high expectations for social change led by corporations and governments as well as for the power of each and every individual. In Tokyo/Osaka the younger generations had higher expectations for corporate and government leadership. Corporations and governments are expected to lead the way and present specific options toward solving issues so that many people can make choices and act with a clear intention.

Every individual will make social issues their personal challenge and their personal agenda will be to change society and the future. Corporations and governments will work together with more people and will take action together. If there will be more changemakers in the world, not only will each person feel happier, but our society and our future will surely change.

Changemaker Project Team
Dentsu Institute / Dentsu Inc. Global Business Center

APPENDIX

Characteristics by City

Characteristics of Tokyo/Osaka

People place more emphasis on economy and work style as social issues and have low involvement in environmental issues. They also expect corporations to provide employees with an environment that is comfortable to work in more than to solve social issues. Compared to other cities, there is a lower rate of people engaged in social activities, and there is a low level of solidarity with other activity participants. Their impression of 'changemakers' tends to be special people who they do not feel very close to. More than in other cities, people in Tokyo/Osaka strongly wish to bring about change in society by many individuals with the same idea connecting and spreading change across society, showing a gap between expectations and reality.

	Tokyo/Osaka	Paris	Beijing/Shanghai
Social issues that are important	Economic and labor issues	Environmental issues	Environmental issues
Expectations towards corporations	Comfortable work environment Balance between business growth and social contribution	Solving social issues	Solving social issues
Rate of 'activities that would benefit society and the future'	19.0%	66.1%	76.6%
Impression of changemakers	I want to be involved 45.6% Anyone can be one 47.6% I feel close 27.5%	I want to be involved 61.1% Anyone can be one 61.9% I feel close 60.9%	I want to be involved 74.1% Anyone can be one 59.8% I feel close 72.0%
Bearers of social change	Many individuals	Many individuals + A single leader	Many individuals + A single leader

Characteristics in Tokyo/Osaka by Generation

Characteristic of Generation Z in Tokyo/Osaka

They have a high participation rate in social activities and form a network with other activity participants. They tend to think that anyone can become a changemaker. They wish to participate in, work for, or be deeply involved with companies that engage in activities to promote sustainability.

Tokyo/Osaka

Generation Z (age 18 – 25)

Millennials (age 26 – 42)

Generation X and older (age 43 and older)

Rate of 'activities that would benefit society and the future'	27.5%	19.2%	17.3%
Relationship with people who are engaged in activities	Largest proportion among the generation groups	Between Generation Z and Generation X	Lowest proportion among the generation groups
Impression of changemakers	I want to be involved 58.4% Anyone can be one 58.4% I feel close 37.5%	I want to be involved 49.0% Anyone can be one 52.0% I feel close 31.5%	I want to be involved 41.0% Anyone can be one 42.8% I feel close 23.0%
Impression of companies that engage in activities that promote sustainability	I want to participate in or cooperate with the activity 55.7% I would like to work as an employee 49.6%	I want to participate in or cooperate with the activity 46.8% I would like to work as an employee 45.7%	I want to participate in or cooperate with the activity 41.8% I would like to work as an employee 36.9%

■ When comparing Tokyo/Osaka or Beijing/Shanghai (4,000 ss) with Paris (2,000 ss), the variability in the sample size is approximately ± 2.7 , calculated with a 95% confidence interval and using the 50% response scores that represent the maximum variability. When the variability of the two groups exceed ± 2.7 points are considered a significant difference.

■ When comparing Tokyo/Osaka and Beijing/Shanghai (each with 4,000 ss), the variability in the sample size is approximately ± 2.2 , calculated with a 95% confidence interval and using the 50% response scores that represent the maximum variability. When the variability of the two groups exceed ± 2.2 points are considered a significant difference.

■ Each proportion in the survey results were calculated based on the actual number of responses from the respondents and rounded, so the simple addition of the proportions may not always equal 100%.

Changemaker Survey Report(5 cities in 3 countries) Issued April 2023

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