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The Voices of FutURe:

**The future that Europe's millennials and zeta
Europeans are dreaming about**

Ana Polanco, Vicepresident Europe Government & Public Affairs, Merck
15th May, Chancellery of the Prime Minister of Poland

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FutURe Program

What is FutURe?

- FutURe is a long-term **project** driven by Merck since 2022. It aims to generate **awareness** and **debate** on the topics that have an impact on the future of **young generations** (Millenials and GenZ).

Our 3 pillars of work:

A multi-level and integrated strategy to contribute to the future of the new generations:



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Health is a priority for today's youth & it is linked to external environment

What do they really think? *

- **50% think that the economic situation** is the most significant factor affecting their emotional health.
- **1 in 3** young people care about their health: they go for **regular medical check-ups** as their main self-care habit.

*Data from: [III Merck Survey "The voices of future" \(2023\)](#)

7 of 10

Use technology to measure their physical/emotional health

65%

Would like to see increased public awareness about infertility and the factors that affect it in the future

45%

Would ensure more equitable access to innovative treatments

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Delving into Emotional Health: The foundation of youth empowerment

Amplifying voices of young Europeans:*

- Young people view **physical and emotional health** as essential for human progress (60%).
- **9 out of 10** young Europeans say that **health - physical and emotional - is the most important aspect of their life.**

*Data from: [III Merck Survey "The voices of future" \(2023\)](#)

75%

Would prioritize programs to improve the physical and emotional health of employees if they were CEO

8 of 10

"Always" or "regularly" think about their emotional health

1 in 3

Say that emotional health is a regular topic in their conversations with friends/social environment

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Youth in Poland also considers health paramount & there is room for awareness*

- Physical and emotional health remain key for young Poles, mirroring trends seen among European youth

68.5%

Emotional and physical health are essential for human progress

50%

Avoid alcohol and tobacco to prioritize disease prevention

45%

Would ensure equitable access to innovative treatments if they could influence the healthcare system

Key takeaways FutURe Round table in Poland

Main challenges

- Lack of Psychological Support in Schools
- High costs of Emotional Health Care
- Educational opportunities

Recommended actions

- Enhancing education and support in schools
- Legislative and systemic changes
- Leveraging NGOs and Corporate Involvement

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A Hopeful Future for Our Youth

Understanding their concerns and priorities is key to take action to support the FutURe Millennials and GenZs dream about

Prioritizing emotional and physical health as critical aspects of their lives



Foster resilience and create environments that prioritize their well-being

Advocating for enhanced public awareness campaigns on health issues



Increased visibility and resources for health education and support

Demonstrating interest in health topics



Opportunities for youth participation in health-related decision-making

Find more information about the FutURe White Papers:

[White Paper on Emotional Health.pdf](#)

[White Paper on Innovation and Digitalization.pdf](#)

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