

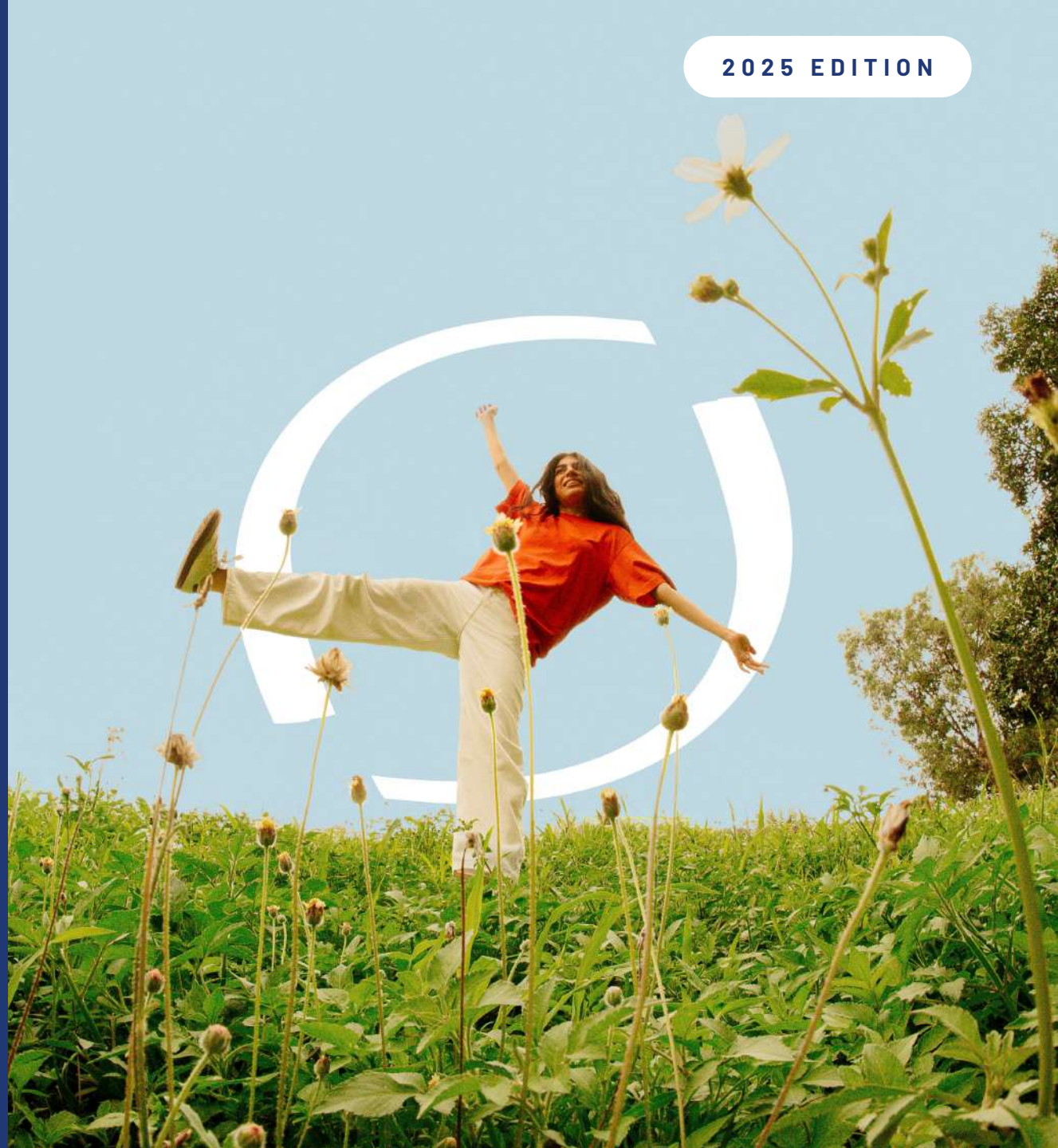
GEN Z VERSION

# Observatory on Young People and Sustainability

Research from Angelini Industries,  
conducted by CSA and Quorum/YouTrend



2025 EDITION



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**Angelini Industries** is a multinational industrial group that was founded in Ancona in 1919 by Francesco Angelini. Today, it is a strong, well-structured company that employs approximately 5,600 people and operates in 21 countries worldwide, with revenues of €1.6 billion. Angelini Industries operates in the Health, Industrial Technology, and Consumer Goods sectors.

Led by the Angelini family for over 100 years, the industrial group is characterized by an investment strategy focused on growth, a governance model that combines the long-term vision of family businesses with the practices of listed companies, in-depth knowledge of markets and business sectors, and a commitment to promoting sustainable growth for people, communities, ecosystems, and the planet.





# Introduction

1.1 *Methodological note*

1.2 *Angelini Industries and sustainability*





# A generation of sustainability natives

The Youth and Sustainability Observatory is an initiative promoted by **Angelini Industries**, carried out by Quorum/YouTrend and CSA Research, with the aim of monitoring the evolution of Generation Z's expectations, behaviors, and attitudes in relation to constantly changing environmental, social, and geopolitical issues over time.

Launched in 2024 with the aim of **listening to young people** under 30 and engaging with their needs, it also aims to **monitor the evolution of their expectations**, behaviors, and outlook on the future of young adults in relation to sustainability issues—from the environment to society. Their responses, compared with a sample of the general population, provide a picture of their opinions and expectations and how they differ from those of the older population.

The second edition, launched in 2025, made it possible to assess any discrepancies between the positions identified in 2024 and to explore the relationship between sustainability and well-being in a holistic concept of “One Health.” The Observatory's 2025 data paints a clear picture of Generation Z: they are informed and aware individuals. Their **integrated approach to sustainability** is reflected in their daily choices and **responsible, thoughtful consumption**. This sends a strong signal to companies, because young people are not only today's new consumers, but will also play an increasingly decisive role in the future.

For organizations, this means rethinking their employer branding strategies: to **attract and retain new talent**, companies must consistently demonstrate their commitment to sustainability by adopting concrete policies focused on people's well-being.

Generation Z, anyone under 30, is a generation of “sustainability natives” and represents the new or future citizens, workers, and consumers. It is therefore increasingly important to listen carefully to their perceptions and observe their behaviors, which have and will increasingly have a major impact on the future of businesses.

**Isabella Falautano**

Group Chief Sustainability Officer,  
Angelini Industries



# Methodological note

This research was conducted through interviews with a **Panel** and on **Social Media**, according to the following parameters:

## Panel

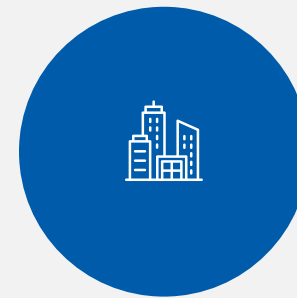
- 6 ethnographic monographs (in-depth interviews combined with a weekly diary), offering a dual-perspective lens;
- 600 C.A.W.I. interviews\* conducted with a representative sample of young people under 30, compared with 1,500 interviews carried out via Telepanel—a panel of 4,000 individuals personally recruited to represent the Italian population.

## Social Media

- C.A.W.I.\* interviews from social networks with a representative sample of the Italian population under 30 (Generation Z) registered on the social networks Instagram, Facebook, and TikTok.

\* Computer Assisted Web Interview, an online interview style done by a user on a computer or device.

The research explored three dimensions – **Macro, Meso, Micro** – to observe the phenomenon from three perspectives:



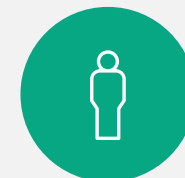
### Macro

To look at the general context of society



### Meso

To investigate groups and social networks



### Micro

To focus on the individual

Caring for the future

# Sustainability according to Angelini Industries

At Angelini Industries, we believe that sustainability cannot be separated from people, particularly for younger generations. Generation Z, which includes **young people under 30, represents the key to change for us**: they are the consumers of the future as well as talents who are already joining our companies today (accounting for 26% of hires in 2024).

Their role is decisive because they bring new values and expectations. They are not only looking for financial

gratification, but also personal fulfillment, involvement, clear prospects for growth, and, above all, a balance between their private and professional lives.

This commitment is embodied by Angelini Industries' **sustainability strategy** and the 2024–2026 ESG Plan, both of which are grounded in our Purpose: **Unwavering Care** — caring for people and families in everyday life.





# Highlights of the 2025 edition

- 2.1 *Macro dimension: the perception of sustainability as a guiding framework for behavior*
- 2.2 *Meso dimension: local sustainability, communities, and its impact*
- 2.3 *Micro dimension: sustainability as a component of individual wellbeing*

## MACRO DIMENSION



## When ethics become a guiding framework for behavior

For Gen Z, sustainability is a very important issue, associated with a wide variety of meanings, and represents a guiding principle that influences daily choices and consumption habits.

This cultural transformation reflects the spread of a shared perspective, according to which individual actions contribute significantly to the well-being of society and the environment.

→ [Learn more](#)

## MESO DIMENSION



## Sustainability and the future: the driving force of new generations

Gen Z is the generation destined to drive social change and have a strong influence on consumption patterns in the coming years.

Understanding their expectations, priorities, and sense of responsibility towards the future is essential for designing effective strategies that are suited to a constantly evolving scenario.

→ [Learn more](#)

## MICRO DIMENSION



## Young people and One Health: putting health at the center

For individuals under 30, the environmental, social, and geopolitical transformations taking place globally make it increasingly clear how closely humans' well-being is linked to that of the planet and the communities in which we live.

→ [Learn more](#)



## MACRO DIMENSION

# The perception of sustainability as a guiding framework for behavior



Gen Z associates sustainability with a broad range of issues, from reducing environmental impact (60%) to developing renewable energy (51%) and addressing food and water waste (48%).



The environment continues to be the most important dimension.

→ [Explore the results in the chart below](#)



For 38%, environmental sustainability is linked to models of circular economy.



The majority (55%) believes that sustainability will radically change the way we live, but the number of discouraged individuals is growing.

→ [Explore the results in the chart below](#)

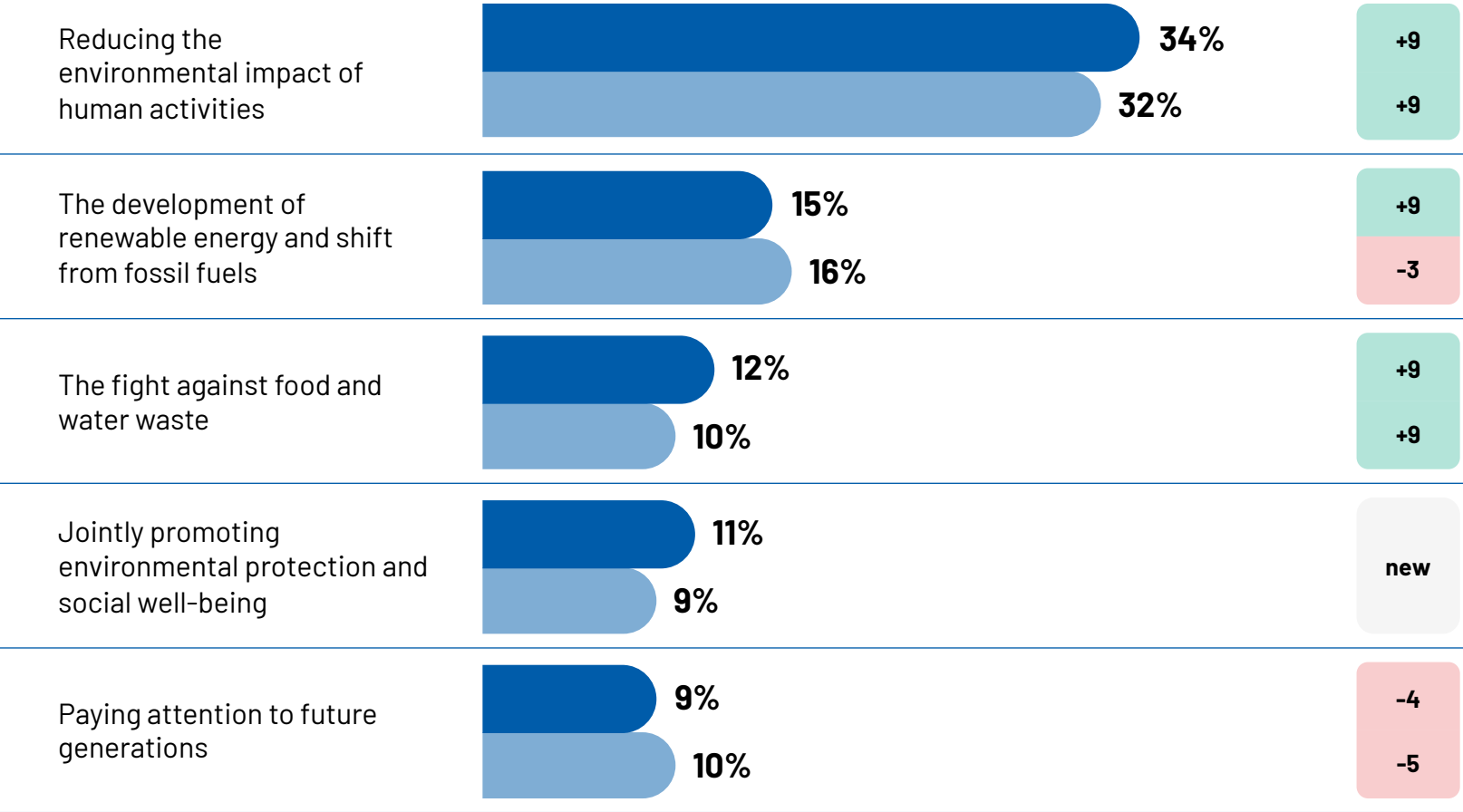
MACRO DIMENSION

The environment continues to be the most important dimension

PANEL

Which of the following is the most important definition of sustainability for you?

2024



GENERAL POPULATION

GEN Z



MACRO DIMENSION

**Most Gen Z individuals interviewed believe that sustainability will radically change the way we live, but the number of discouraged individuals is growing**

PANEL

**In the future, sustainability goals...**

...will become increasingly prevalent and bring about a radical change in our way of life.

...will fail to be achieved due to the irreversible degradation of the planet.

Gen Z  
**2025**

**55%**

**45%**

## MACRO DIMENSION

# The perception of sustainability as guiding framework for behavior



Gen Z habits range from neo-frugality and activism to carefully sorting waste (55%), reducing water consumption (38%), and giving up cars in favor of public transport and bicycles (25%).

-> [Explore the results in the chart below](#)



In 2025, fewer people are buying organic products (34%), compared to 2024 (38%), but there is a growing decrease in consumption.



Gen Z is ready to put aside beloved brands and spend more on sustainable products.



Gen Z is more inclined to boycott products compared to the general population.

-> [Explore the results in the chart below](#)



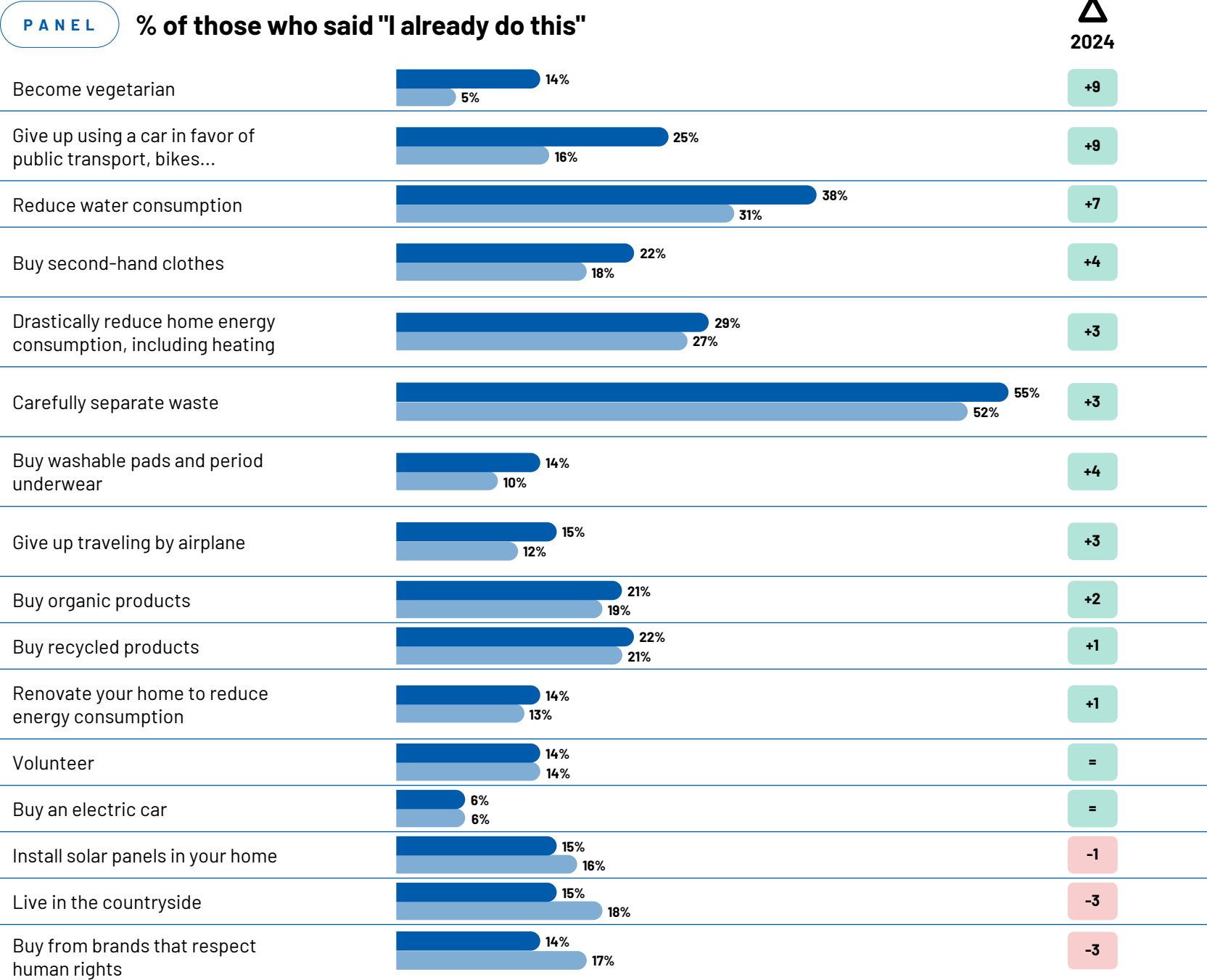
MACRO DIMENSION

# Gen Z: from neo-frugality to activism...

This is a list of behaviors that some Italians have already adopted. Have you already adopted some of these habits? If not, would you be willing to adopt them if they were suggested to you?

GEN Z • 2025

GEN Z • 2024

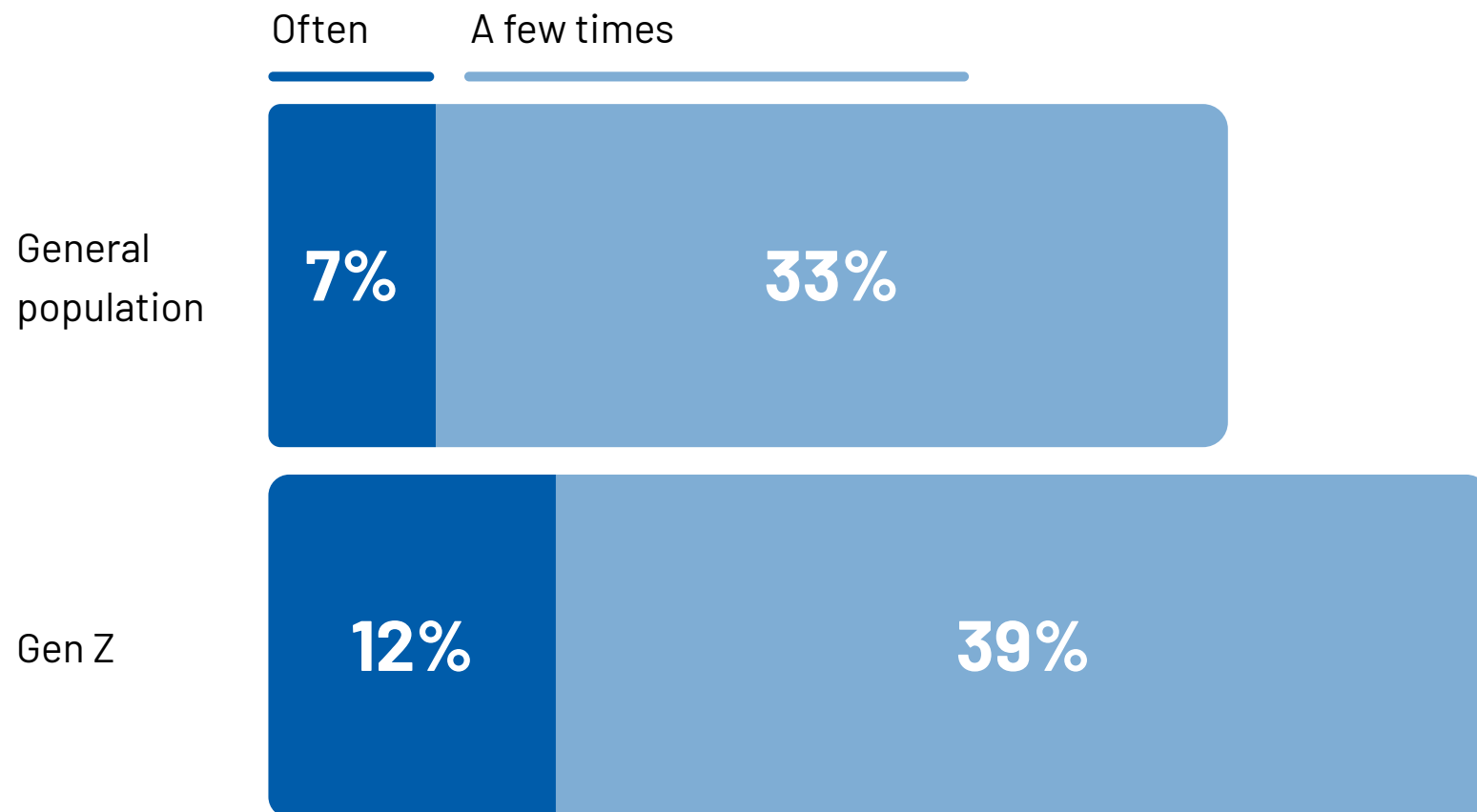


MACRO DIMENSION

# Gen Z is more inclined to boycott products

PANEL

Have you ever boycotted a brand or product because you considered the company's actions to be socially unjust or dangerous?





MESO DIMENSION

# Local sustainability, communities and its impact



A sense of belonging to Italy and to Europe is growing compared to 2024.

→ [Explore the results in the chart below](#)



When people are in difficulty, they seek emotional support from their loved ones, family, and friends.



Community is considered second only to the state in terms of contributing to the improvement of social welfare.

→ [Explore the results in the chart below](#)

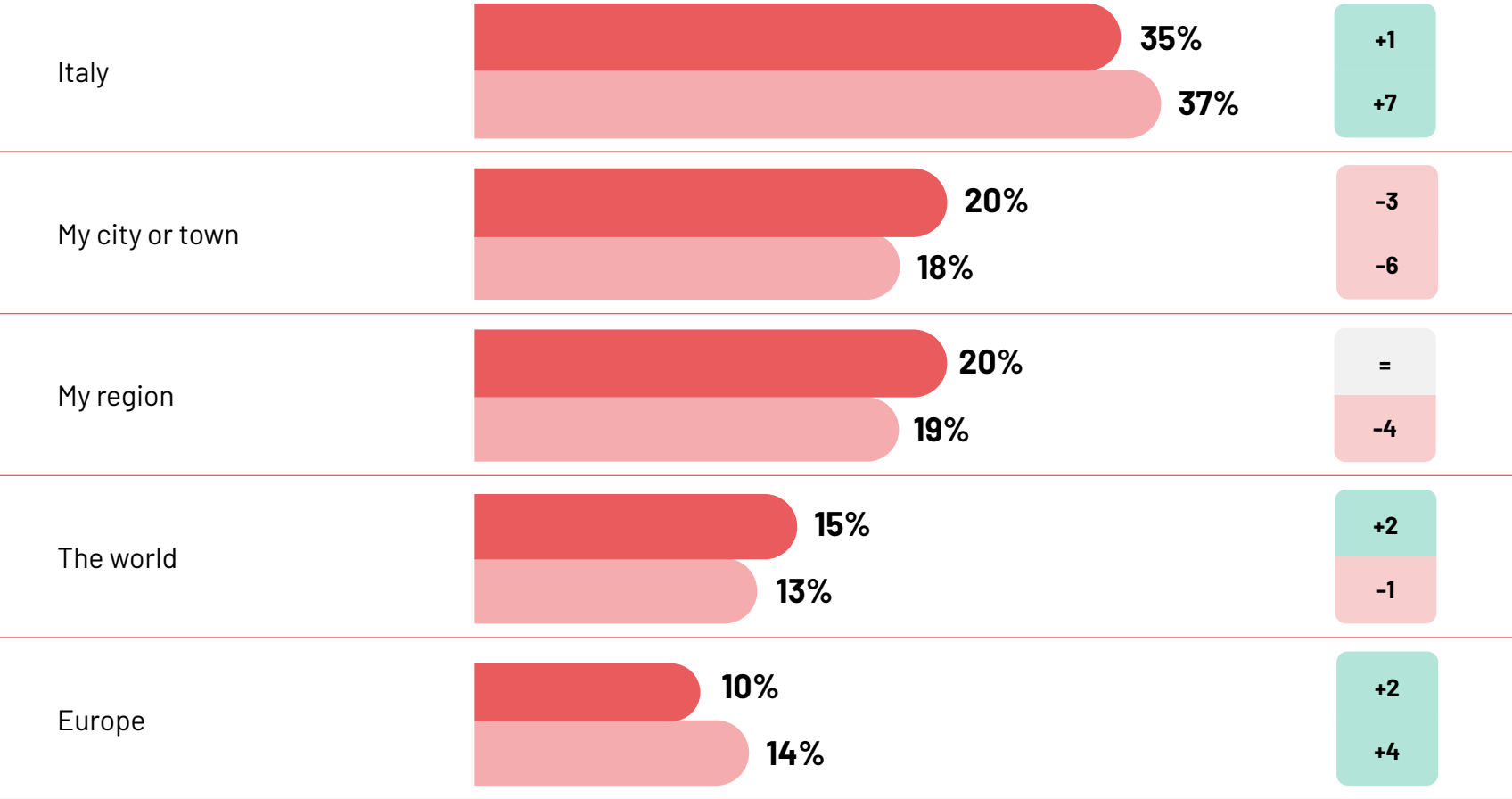
MESO DIMENSION

A sense of belonging to Italy and to Europe is growing

PANEL

Which of the following geographical areas do you personally feel closest to, i.e., do you feel you belong to?

2024



GENERAL POPULATION

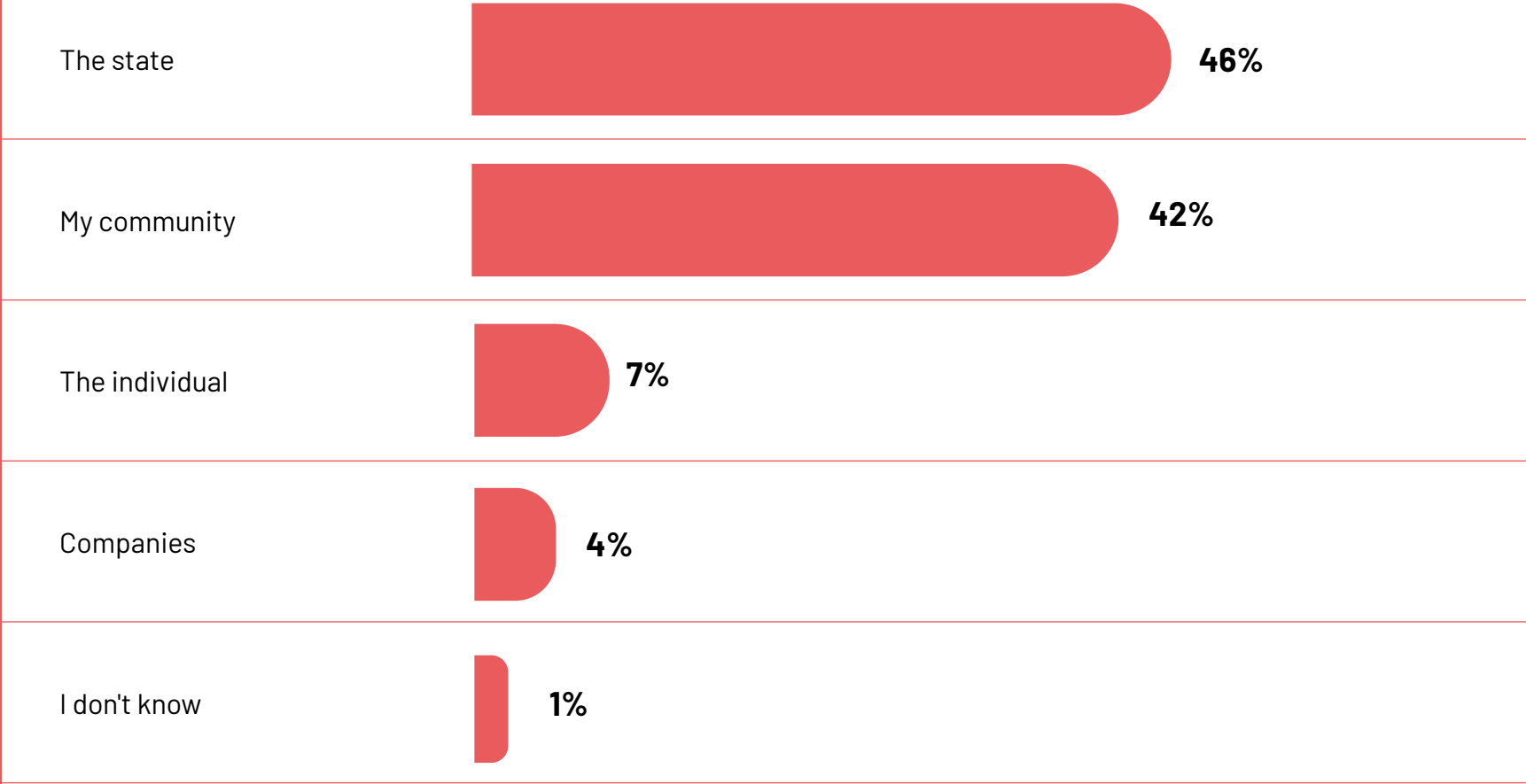
GEN Z

MESO DIMENSION

Community second only to state in terms of contributing to the improvement of social welfare

SOCIAL-GEN Z

For each aspect, indicate which of the following actors can most significantly contribute to achieving the objective?



SOCIAL WELFARE OF MY COMMUNITY



## MICRO DIMENSION

# Sustainability as a component of individual well- being



The environmental crisis as perceived by Gen Z (91%) and the general population (86%) has an impact on everyone's health.



The mental health of Gen Z is more precarious than that of the general population.

→ [Explore the results in the chart below](#)



For Gen Z, individuals are responsible for their own physical health (54%), followed by the state (31%).



For Gen Z, the state and community can do more to protect mental health.

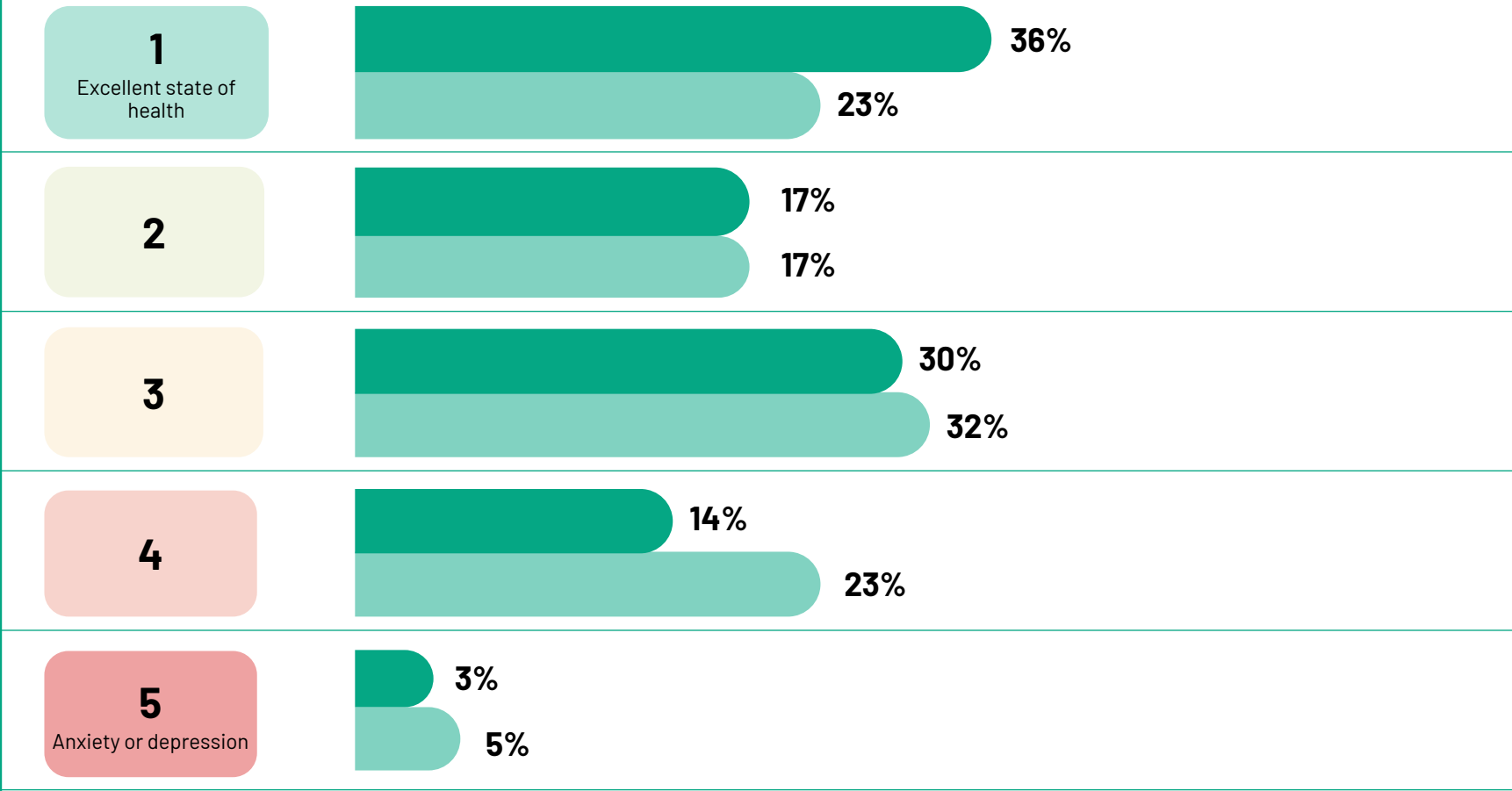
→ [Explore the results in the chart below](#)

MICRO DIMENSION

The mental health of Gen Z is more precarious than that of the general population

PANEL

Considering your current situation, how would you rate your mental health on a scale of 1 to 5?



GENERAL POPULATION

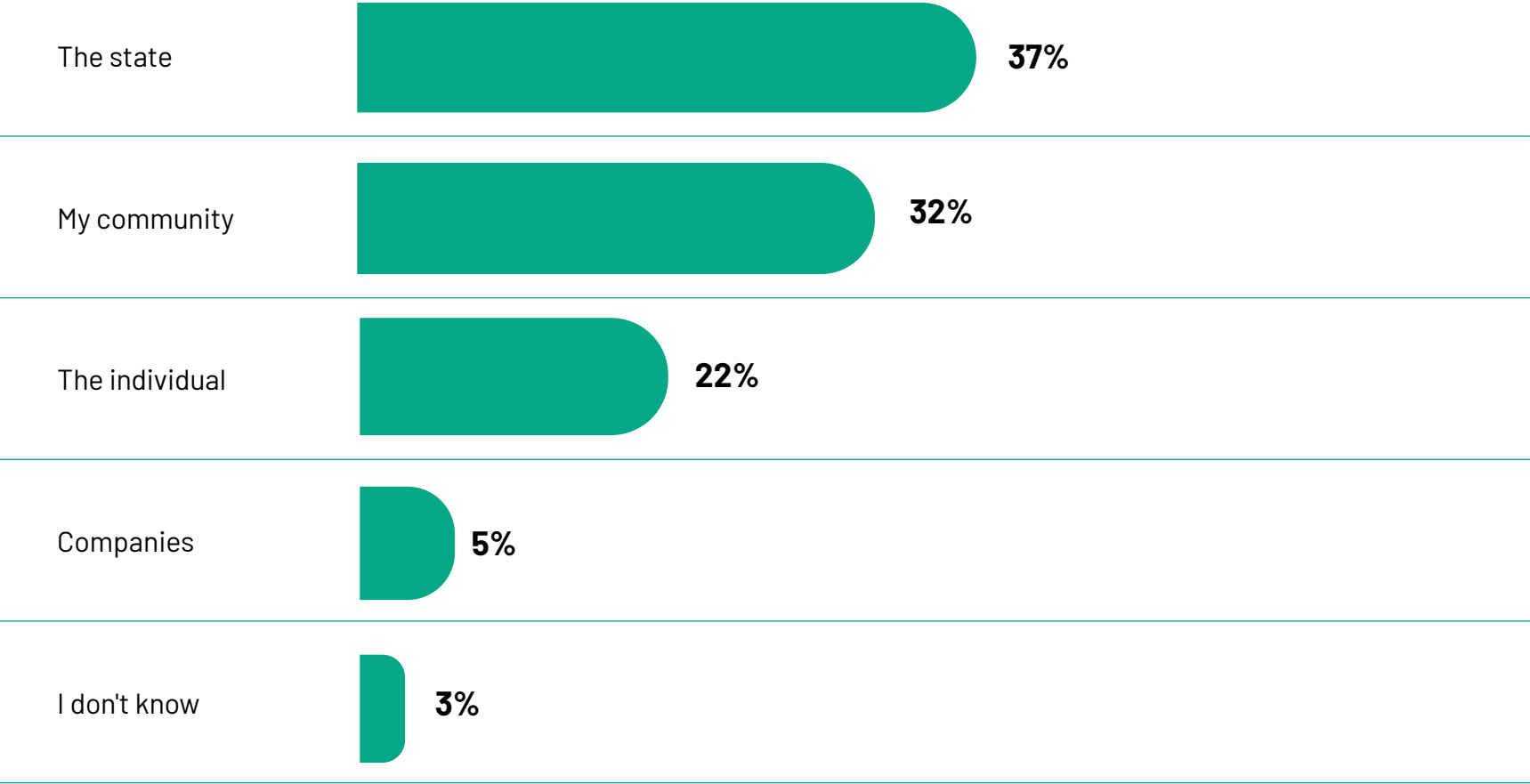
GEN Z

MICRO DIMENSION

The state and community can do more to protect mental health

SOCIAL-GEN Z

For each aspect, indicate which of the following actors can most significantly contribute to achieving the objective?





# One Health: An integrated vision for a sustainable future

# The importance of mental and physical health

One Health is an integrated approach that recognizes the interconnectedness between human health, social well-being, animal health, and ecosystems, promoting multidisciplinary collaboration to address global challenges such as the climate crisis, to protect the planet's balance, and to contribute to sustainable development.



Three out of four young people have never heard of the concept of One Health.



However, more than one in every two young people can correctly define the meaning of One Health.



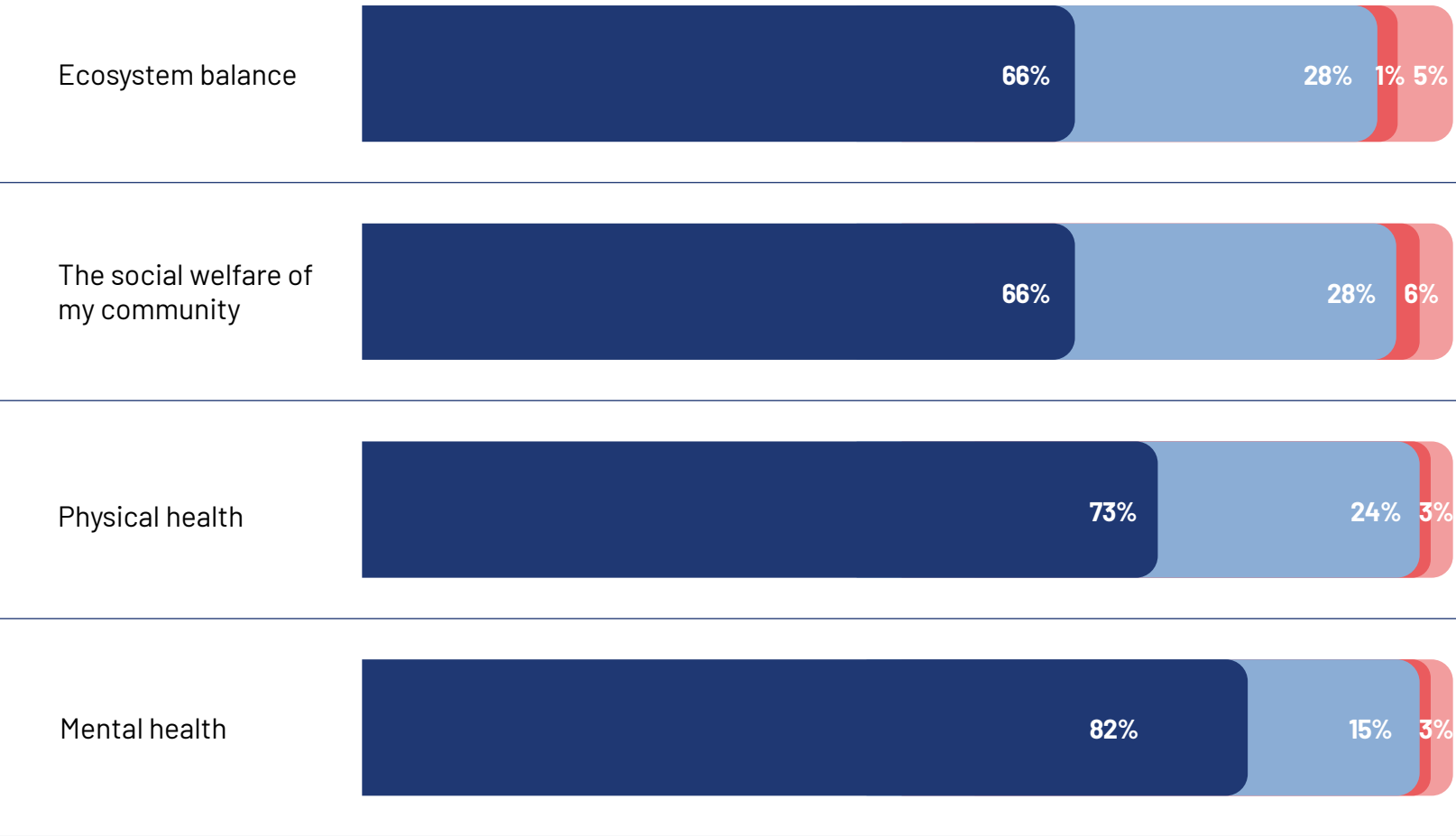
In the One Health approach, personal aspects of health, both mental and physical, are considered the most important.

→ [Explore the results in the chart below](#)

The most important level is that of personal health, both mental and physical.

SOCIAL-GEN Z

How important do you personally consider the One Health approach in achieving these aspects?



VERY      SOMEWHAT      I DON'T KNOW      LITTLE OR NONE



# The future of sustainability





# A generation that adopts sustainable behaviors every day

While making personal choices oriented toward sustainability, compared to 2024 there is a growing expectation that companies, politicians, and major nations will take on a more decisive role in the ecological transition.



More than 40% of Gen Z believe that their daily behavior has a significant impact on sustainability and will be decisive in the future.

→ [Explore the results in the chart below](#)



Gen Z said that the state, in first position, and companies, in second, are the actors that can most significantly contribute to ecosystem balance.



Compared to the 2024 survey, Gen Z representatives have higher expectations of companies, politicians, and powerful nations to support sustainability.

→ [Explore the results in the chart below](#)

# Daily sustainable behaviors

PANEL

How much of a difference do you think your daily behavior makes on sustainability?

General population

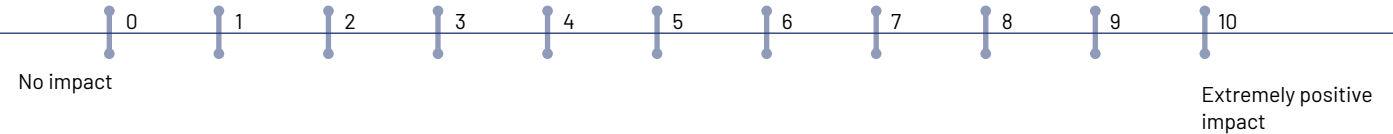
2025

6.8

Gen Z

2025

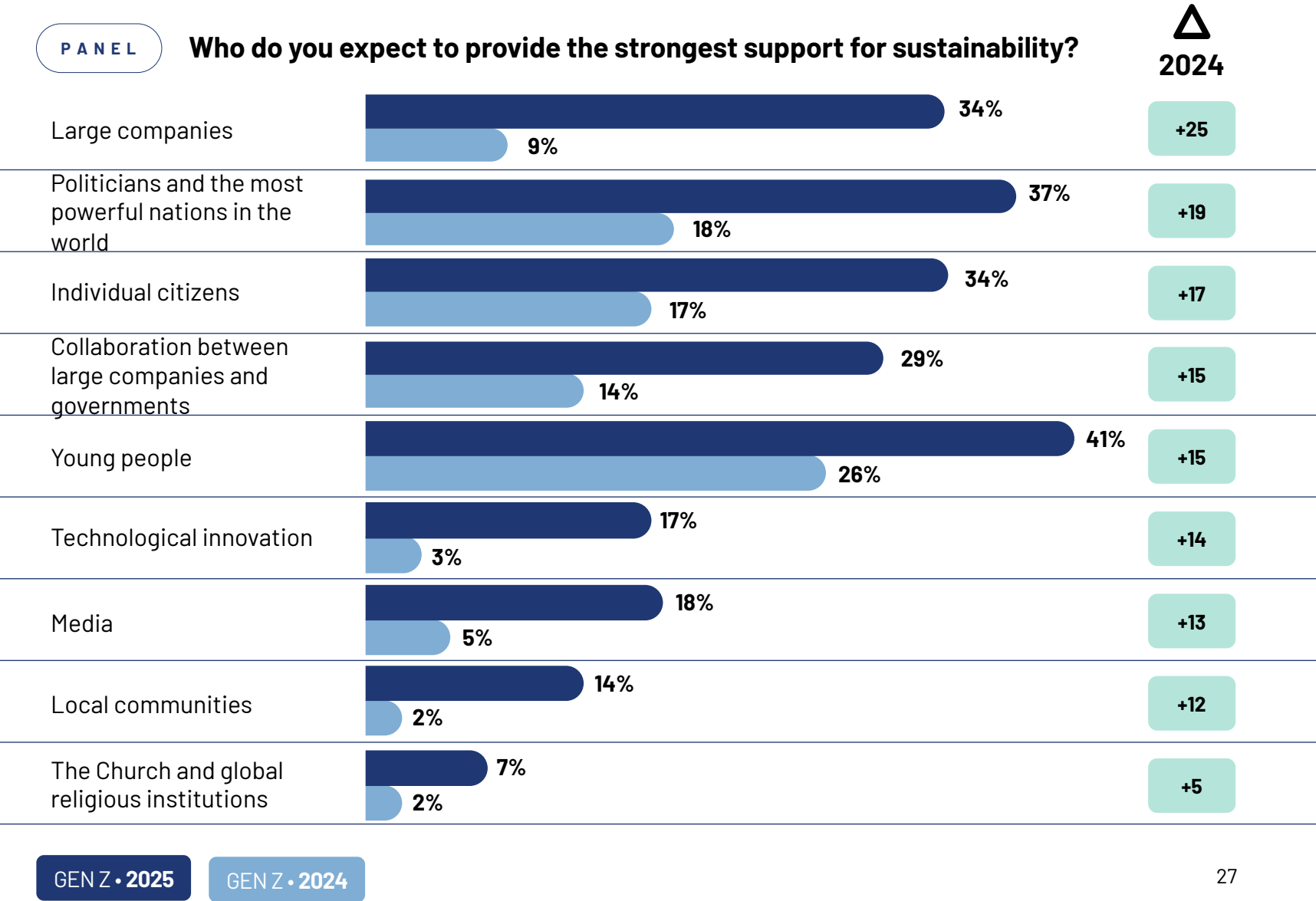
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40% OF GEN Z GAVE A VOTE BETWEEN 8 AND 10 FOR 2025



Expectations of companies are rising, especially among young people





GEN Z VERSION

# Observatory on Young People and Sustainability

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