

Bulletin

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Young people – what they want, what they think
Plus: Results from the international youth survey

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Contributors to this issue

1 Andreas Wellnitz

Renowned photo editor and magazine consultant (ZEITMagazin, DU, NZZ) contacted young talent around the world for Bulletin. What does their generation look like through the lens? Regarding the result, Wellnitz says: "I was touched by the gravity of the images." *Page 2*

2 Michael Spence

The American economist received the 2001 Nobel Prize in Economics for his work on the labor market. He teaches at New York University's Stern School of Business. He contributed an article addressing why a more equal distribution of income and services is necessary today. *Page 33*

3 Georg Heitz

When the journalist and book author was named sports coordinator of FC Basel in 2009, Xherdan Shaqiri had just made his first appearances with the professional team. In an exclusive to Bulletin, he tells of the onset of the hype surrounding the most glamorous Swiss football player and of the genesis of his transfer to FC Bayern Munich. *Page 62*

4 Beatrice Schlag

This renowned journalist (Stern, Süddeutsches Magazin, Das Magazin and many others) writes for the Swiss weekly magazine Die Weltwoche from Zurich and Los Angeles. In her meeting with Fernando Cuccaro, who was still a minor when his son was born, she was surprised by his earnestness: "Most 18-year-olds are self-absorbed. He is concerned about raising children and family life." *Page 74*

Young people!

Socrates already knew it 2,500 years ago – the youth of today has bad manners and lacks respect for authority: "Young people argue with their parents, cross their legs, and chat when they should be working." This frequently quoted saying of the Greek philosopher was first uttered – in 1966. The mayor of Amsterdam, Gijs van Hall, came up with the purported quote for a speech following a demonstration.

This is only one of many falsehoods put forth by adults on the subject of young people. In researching the etymology of the word "youth," German historian Lutz Roth found it cross-referenced in the imperial archives with: "see criminal." Research painted quite a different picture in 2012: Young people – across cultures – perform well in the workplace, hold traditional values such as friendship, honesty, and loyalty in high regard, and despite the global economic crisis, are optimistic about the future. These are some of the main results of the Credit Suisse Youth Barometer gathered in Brazil, the US and Switzerland. This unique survey gets close to the life of young people and depicts a wide variety of different areas of life and value systems. Whoever is interested in what makes young people in these countries tick will find the most important answers here.

On the occasion of the Youth Barometer, we are dedicating the entire Bulletin to the topic of young people. This issue of Bulletin features a new design, new contents and new authors. In the future, we will strive to present discussions on economically and socio-politically relevant topics. And we want to provide ample room for contemporary photography. Taking the lead are young photographers from various cultures – from Denmark to Chechnya and from Switzerland to Iran. We asked them for their most impressive images of their contemporaries.

We hope the new Bulletin provides you with exciting insights – and enjoyment.

Your editorial team

Young people photographing young people

We know the adult perspective well enough. But how do young people see themselves? Here, Bulletin presents an exclusive collection of images created by talented young photographers from 11 different countries, ages 16 to 24. The photographic self-portrait of this generation is characterized by its focus on real life. The images are serious, natural, romantic rather than staged or cynical. And they reflect one of the most significant findings of the 2012 Credit Suisse Youth Barometer: The return to the private sphere and the importance of friends and family.

Selected by Andreas Wellnitz, assisted by Maria Leutner



Cover picture:

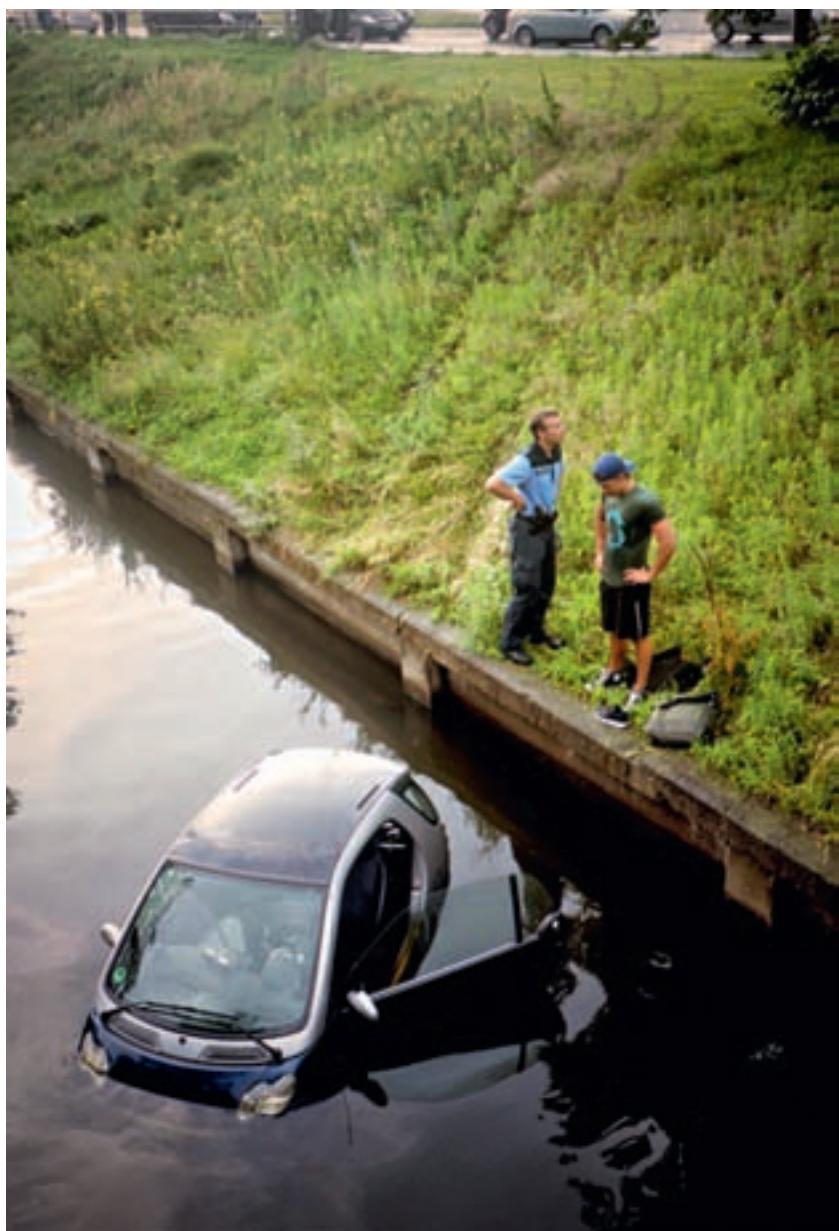
**OSCAR LEBECK, 19,
GERMANY**

"David and Jella were looking for a taxi after a long Tuesday evening of jazz and blues at Yorck-schlösschen, a bar that has been around since 1895. The traffic rushed by. Quietly, without using my flash, I captured what was happening."

OLIVIA BEE, 18, US
"I shot this photo on the Hawthorne waterfront in Portland, Oregon. She is an angel."

**OSCAR LEBECK, 19,
GERMANY**

"I was on my way home when I heard the sirens from the fire trucks. A few firemen were standing on the old wooden bridge with baffled expressions. The young man had been driving at a normal speed, and the wet rails of the tram spelled his doom. Resigned, he looks on with a policeman as a crane lifts his Smart car out of the water."





**ELKIE VANSTIPHOUT, 24,
BELGIUM**

"This photo of my friend Charlotte was taken when we were on holiday in the south of France. While we were returning from a photo shoot she stubbed her toe and started screaming. I think I managed to capture an expression of pain that we can all relate to!"



MARGARET DUROW,
22, US

"This photo was taken on October 2, 2007, exactly one year after George asked me to be his girlfriend. We have been best friends and lovers for almost 6 years, with many extreme ups and downs during that time."



NINA HARTMANN, 22,
US

"This untitled photo is part of an ongoing series dealing with issues of co-dependency, anxieties and general otherness."

*VALENTINA SUTER, 22,
SWITZERLAND*

"This picture was taken on a reporting assignment. Places like fencing clubs fascinate me, because the people are set among absurd-looking accessories and spaces. With photography, I have a way to record my own idea of the situation."



EMAN MOHAMMED,

24, GAZA

"The picture was part of a long-term project called 'What lies beneath the rubble' that I worked on during the aftermath of Gaza's war. The description of bittersweet would be the perfect match for the photo."



*DMYTRIJ WULFFIUS,
23, UKRAINE*

"A photo from my series 'Subtropics.' I found myself in the subtropical kingdom of kitsch in a friend's rented apartment."



*ROMAIN MADER, 24,
SWITZERLAND*

"Here, I am posing with the hostesses at the Geneva Motor Show. The series is called: 'Moi avec des filles' ('Me with the girls')."



HELEN KORPAK, 23,
FINLAND

"A posed snapshot of my friend Maria in London. The surroundings were full of other people, but I managed to compose this picture so that none of them are visible, pretending that the whole park was empty."



*DIANA MARKOSIAN, 23,
RUSSIA*

"In today's Chechnya, to be a woman is to have few rights. The president of the war-torn republic has personally stated that women are the property of their husbands with their main role being to bear children. Those who challenge the current social norms – whether by religion, music taste, style of dress or aspiration – are often punished. The young girl in this image considers herself 'emo.' She is influenced by the Western emo subculture, which has become a target of violence in the eyes of Chechen authorities."



ALEX WEIN, 23, US
“Northern California residents take pride in the local organic food that they eat. Going to the beach to barbecue is a fun way to celebrate life with fresh food and good beer. I am always searching for the uncanny in reality, and the mannerisms of creative people often inspire me to think about the world differently.”



KIANA HAYERI, 24, IRAN

“Your Veil is a Battleground – Phase Two’ explores different forms that young Iranian women choose to wear the veil. Young women use the veil to empower themselves and make a statement. One may argue that the makeup, itself, is a form of veil as well.”



ASBJØRN SAND, 24,
DENMARK

“This picture was taken during the renovation of the local skate park. My childhood friend Johan Grønlund was testing one of the brand-new obstacles. His wheel got stuck in some soft asphalt, and he fell head first about two meters down. Here he is at the emergency room, where he is a regular. For instance, he went there the day before because he was hit by a car. But usually he goes there about once a week due to skateboard injuries.”

Shannon

PAM

MM

DEAD
BEET

TAMU

A close-up photograph of a cactus segment, likely an Opuntia, showing its green, segmented body with small spines. Two distinct white spray-painted markings are visible: a stylized drawing of a dog's head and neck on the upper right segment, and the letters 'ROM' on the lower right segment. The cactus is set against a dark, textured background.

DIMITRI KARAKOSTAS,

24, CANADA

"I compulsively take photos of tags. Always. This photograph was taken on a long walk through Barcelona. I was really excited about the idea of tagging plants – it seems a bit more aggressive, almost. Plus, 'dead dogs' sounds perfect."



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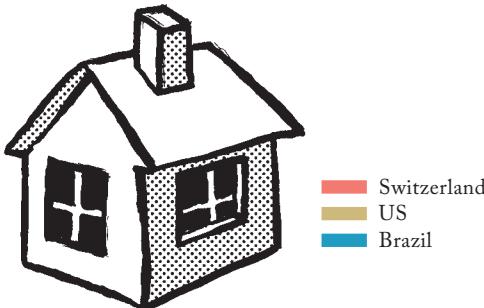
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SWICA

Bulletin: Young people



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For unemployed young people in Spain and Portugal, Latin America may be a brave new world.

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Dreaming of a home of their own

Illustrated by Andreas Gefe.

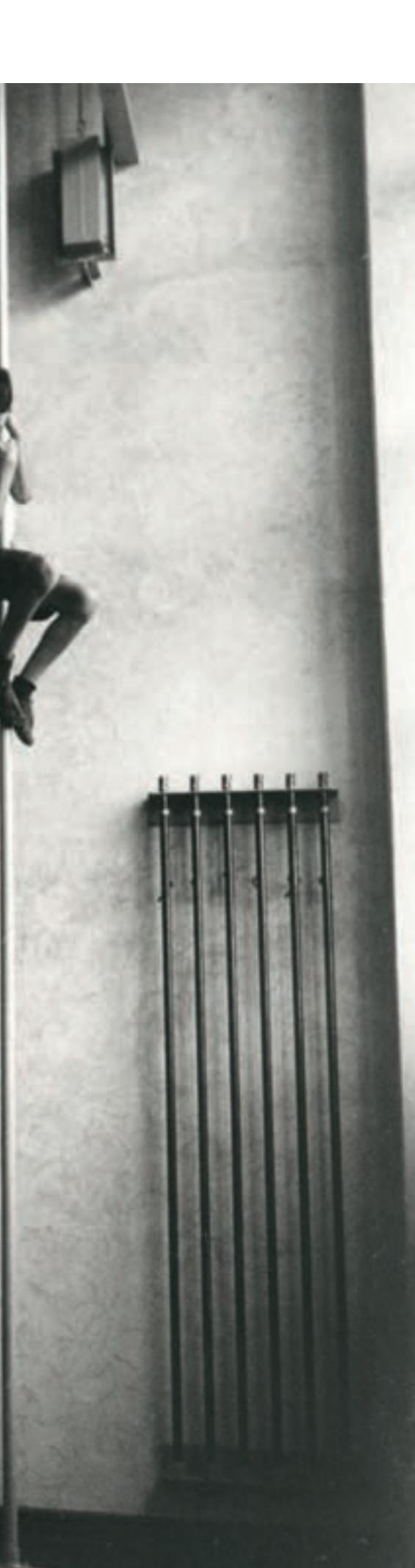


— Working —



Climbing to their dreams: Physical education class in Switzerland, circa 1940.

Photo: Keystone/Fotostiftung Schweiz/Hans Staub



Anyone can make it

Switzerland is a country of almost unbounded opportunity, a place where young people actually achieve what was once considered the essence of the American dream – having a better life than their parents. Apprenticeships and the dual system of education have enabled advancement as never before, particularly for Swiss children of immigrants.

By Markus Schneider

Once upon a time, all parents dreamed that their children would be more successful than they themselves were. The “Golden Sixties” saw those dreams come true in particularly wonderful ways. In 1973, after the oil crisis briefly interrupted things, everything hummed along smoothly again. But today? Can those born in the ’90s still achieve more than their parents could?

All signs suggest they can. Young people in Switzerland may not be as ambitious as their counterparts in China, but they are not nearly as pessimistic about their culture as many a well-padded Swiss adult. The majority of them are content to seek self-realization quietly without bragging about it. They aren’t just chasing their dream jobs – they’re closing in on them.

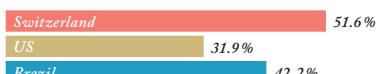
Of those Swiss aged 25 and under who have completed an apprenticeship, roughly 52 percent say that the job they have now is the same as their dream job. And when they seek further education after they complete their apprenticeship, this “dream index” rises to an amazing 57 percent, the new Credit Suisse Youth Barometer shows.

The findings are unmatched by any other nation in the world. Elsewhere, the dream of young people under the age of 25 is much simpler: to find a job, any job. In France and Italy, every third person in this age bracket is registered as unemployed; in Spain and Portugal, this is true of every second (see article on page 30).

2012 Credit Suisse Youth Barometer

Career satisfaction

Swiss young people are more satisfied with their jobs than Americans and Brazilians.



“How accurately does the following statement apply to you: The current job is the same as my dream job?”

These figures strike us as haunting, depressing, devoid of hope.

For many, there is only one way out: emigration, particularly to Switzerland. That’s where the jobs are – maybe even the dream jobs. And the best is yet to come. Multicultural Switzerland beckons with prospects that even the US can no longer offer, at least not in this form: a chance for children to have a better life than their parents.

This isn’t just patriotic window-dressing. In a large-scale study spanning multiple countries, the OECD holds up Switzerland’s long-term integration progress as a success story. “The Swiss-born children of migrants are better educated and occupationally better positioned than their parents,” the study maintains. “They are socially mobile, innovative, and do better in school than those from native Swiss families.”

Children of Spanish migrants do best of all. Even if they come from a home with an extremely low level of education, six out of ten young people in Switzerland achieve a significantly higher level, a study by the University of Basel shows. Such findings come as a pleasant surprise. “Switzerland offers an excellent start for the children of immigrants,” says Basel researcher Philipp Bauer, today a member of the Swiss business federation economiesuisse, summarizing the situation.

One striking detail: Young people from Swiss families at the lowest end of the educational spectrum bypass their parents less often than Spanish immigrants.

Education, occupation, prosperity: Those at the bottom of the ladder do not have to remain there. With luck and motivation, they can work their way up. The demographic term for this is “social mobility.”

The Avenir Suisse think tank refers to Switzerland as a melting pot. No, not every office drone will become a millionaire. Still, suggests Avenir Suisse, “The particularly well-developed system of vocational education and training in Swit-

zerland makes it easy for migrants from less educated populations in particular to enter the job market and, at the same time, works well to integrate them socially.”

Several local heroes offer notable examples: DJ Bobo, born in Kölliken in the canton of Aargau, was a baker by training who worked weekends as a disc jockey at neighborhood parties. Three students from an academic high school in Stäfa had part-time jobs in a computer store and watched

“The employment rates of the native-born children of immigrants are even higher than for the children of natives in Switzerland.”

OECD study

their customers lay out good money for bad equipment. Instead of heading off to college, the trio opened Digitec, an online store that Migros assesses to be worth millions of Swiss francs today. Fashion entrepreneur Trudie Götz (of Trois Pommes fame) was the youngest of six children from a modest background and began her career on the sales floor of the department store Globus. Even successful advertising executive Danielle Lanz did an apprenticeship as a graphic designer.

From apprentice to bank director

Markus and Daniel Freitag were studying at the Zurich School of Design when a friend who worked as a bike courier asked them to make him a practical bag. Standing on the Hardbrücke overpass in the middle of Zurich, the Freitag brothers realized that the tarpaulins used on trucks would be the ideal material for this. Today, the bags they sewed are on exhibit at New York’s Museum of Modern Art, and their new factory just opened in Zurich. The Freitag family

enterprise now has 130 employees on its payroll. Even some of the country's top earners, at times disparaged as "fat cats," started small as apprentices: Oswald Grübel at Deutsche Bank and Marcel Ospel at the Swiss Bank Corporation.

We shouldn't turn up our noses at such careers. They show how fluid Switzerland has become as a society. Fifteen years ago, a Kurdish kitchen boy named Erdogan Gökduman, who had fled Turkey and come to Switzerland, opened his first snack bar on Zurich's Langstrasse. This became New Point, a kebab chain with 11 stores, 15 million francs in revenue and 150 employees.

"Societies in which the children of the poorer classes can advance more easily are much more tolerant of inequities," says the world's foremost researcher on socio-economic mobility, Robert M. Solow.

The end of the American Dream

In this world, where is upward movement most possible? Where is it less possible? Which societies are more fluid than others? Several international comparisons have been made, and their findings are always the same. At the very top are Sweden, Denmark and the Netherlands, with their well-developed welfare states. And at the bottom, ironically, is the US, once the font of hope for all emigrants and those seeking a fresh start.

"The main reason for this is our ineffective educational system," said arch-liberal Milton Friedman in the last interview he gave before he died. "A quarter of American kids don't finish high school! In the current world, with the skills needed, those drop-outs are condemned to being members of the underclass."

"We are no longer the land of opportunity that we once were," writes Nobel laureate in economics Joseph Stiglitz in his recently published book about the US, "The Price of Inequality." "Increasingly, the American dream is a myth."



Freitag brothers

Bags made from used tarpaulins got them into the Museum of Modern Art.



DJ Bobo

From a baker's apprenticeship to the top of the charts.



Digitec

Trading a college degree for an online business.



New Point

Kurdish kitchen boy becomes kebab king.

TROIS COMMES



Trudie Götz

Former salesperson builds fashion empire.

Rudolf Strahm grew up in Emmental, completed an apprenticeship as a lab technician, then attended the engineering school in Burgdorf, graduating in chemistry. It was not until after he had worked in the chemical industry for two years that he saw the inside of a university. He became an economist, a national councilor (for the Social Democratic Party of Switzerland) and a federal consumer watchdog, and is today considered one of the country's most influential commentators. "Most politicians and opinion leaders are academics who have absolutely no idea what vocational training means," he writes.

The first paycheck

As a representative of this scholarly elite, Philipp Sarasin, professor of history at the University of Zurich, is one target of Strahm's criticism. "Switzerland educates too few academics," according to Sarasin. His diagnosis: a disregard for education. Because, he says, the admission requirements for academic high school are so high, that if children fail the entrance examination, more often than not it is the parents who get upset – particularly if they themselves graduated from an academic high school.

The young people, by contrast, take the failure in stride and keep cool, because they have already figured out that practical experience can't hurt – quite the opposite. On its own, academic high school would not be worth much; it means years of college – with an uncertain outcome. "A university degree is hardly worth anything today," asserts former University of Basel economics professor Silvio Borner.

On the other hand, there is the conventional vocational apprenticeship – the first step to a young person's first paycheck. What happens after it is key: To get the biggest salary differential with the smallest amount of effort, a young person can take the master craftsman's examination after the apprenticeship, or even better, get a ▶

diploma from a vocational school and then study at a university of applied sciences. In today's Switzerland, this sort of educational career yields the best returns, as Stefan C. Wolter, education economist at the University of Berne, has demonstrated again and again. Handily packaged as an advertising slogan, as the Fachhochschule für Technik in Rapperswil (HSR) did: "They come knocking at your door if you study at HSR."

Still, the basis for choosing between educational institutions shouldn't be the salary at some point in the future. A university of applied sciences like HSR in Rapperswil is probably not "better" than

the federal technical universities in Zurich and Lausanne. To remain competitive globally in the future, Switzerland needs both kinds of education; the theorists and practitioners, the tinkerers in their garages and the top researchers in their labs. There are many paths to the same goal. But not all paths are open to everyone.

Highly educated Germans arrive

The usual express train to success begins at a Swiss Gymnasium or academic high school. The vast majority of young people are not admitted. The difference national origin makes in this respect is striking. Less than 4 percent of children of Alba-

nian, Turkish and Portuguese descent are admitted, 9 percent of children with Spanish origin and more than 10 percent of those from Greece – a pitiful proportion. Among children of Swiss origin, the figure remains at 30 percent. Even that is scant, when compared to the numbers of young people of US or German immigrant backgrounds. They account for a total of 56 percent of those who make it to a Swiss Gymnasium.

Why? Are Germans really that much smarter than Swiss? Of course not. But the great majority of Germans who emigrate to Switzerland are very well educated. And the better educated the par-

Successful thanks to apprenticeship

Danielle Lanz: "I wanted to learn from the best"



Ms. Lanz, why were you set on doing an apprenticeship in advertising?

I believed I could learn more from creative people who came up with really good campaigns

than from people who simply lectured about them. An apprenticeship is the right way to learn that. At school, you mostly get teachers who have no practical points of reference.

How did you go about applying for an apprenticeship?

I wanted to learn from the best creative people in the country – and at that time they worked at Aebi & Partner. The only problem was that the agency had never trained an apprentice before. So without further ado, I created my first ad campaign: a campaign for myself. I designed posters that I had hung right in front of the agency's headquarters. The campaign – which incidentally cost me all the allowance I'd saved – impressed Aebi & Partner so much that they went out of their

way to create an apprenticeship position for me. I am still grateful to them for it today.

What did you learn as an apprentice that you can apply to life?

To question things that appear indisputable. I still like to do that. And that even what appears to be impossible is possible, if you pursue it passionately.

Were you ever in a situation where you regretted not having a university degree?

No. But that probably has something to do with the fact that advertising is a business where titles count less than the creative work you've done. A doctorate is not going to help you much when you're sitting in front of a blank piece of paper and need ideas.

And abroad, where Swiss apprenticeships are less well-known?

Switzerland is a special case when it comes to training apprentices. In other countries, people are aware of the special nature of Swiss apprenticeships, and they are valued there because they are so applicable to practical working conditions. I know various former apprentices from Switzerland who

had no problem finding a job abroad after their apprenticeships and went on to start careers there.

How do you select apprentices yourself?

We do what Aebi & Partner did back then. Someone really has to surprise and impress us. If someone is interested in a creative profession, the talent and passion should already be obvious from the application. A sample letter or routine e-mail will not spark any interest.

What career path would you advise a creative young person to take?

There is only one piece of advice I would give a young person: Find your own way and apply yourself. If you have talent and passion for something, it's worthwhile fighting for it. If I had been too easily guided by others' opinions, I would never have arrived at the point in my career where I am now.

Danielle Lanz is co-owner of the Ruf Lanz advertising agency in Zurich. After her apprenticeship as a graphic designer, she worked as an art director for several large agencies. At 30 she became Switzerland's youngest "Advertiser of the Year."

INTRODUCTION TO THE WORKING WORLD

232,100 young men and women in Switzerland are currently working in apprenticeships. Every year, about 80,000 young people complete their basic vocational training. Careers in business are very popular – in 2010, 11,970 young people began a commercial apprenticeship (source: Swiss Federal Statistical Office, 2010).

ents, the more easily their children learn in school. Zurich educational researcher Urs Moser once recorded the number of books in the households of parents shelf by shelf, centimeter by centimeter (inch by inch). It quickly became clear that the length of the rows of books served as a “rather reliable” indicator for the school performance of elementary school students.

“A university degree is hardly worth anything today.”

Silvio Borner, former economist at the University of Basel

The end product of this process gathers in the lecture halls of Switzerland’s 10 universities and two technical universities. There, the children of academics become new academics. In those circles, the saying is that they clone themselves.

In figures, the situation is this: There is a 60 percent likelihood that a Swiss university student today has a father or a mother with a diploma from an academic high school. In a good 40 percent of cases, the father or the mother has a university degree, or possibly even both parents do.

It is this statistical correlation in particular that causes many of the privileged beings who belong to this group much embarrassment. Even if they are successful, they only get as far as their parents. And yet, these parents still find fault with them. “When academics gather at social events, it is entirely common for one of them to remark that their own son’s major is nothing special, ‘only’ sociology or ethnology,” recounts Martin Schmeiser, sociologist at the University of Berne.

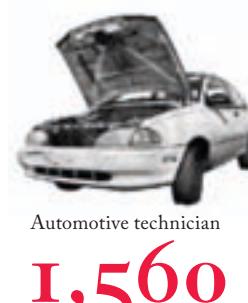
A chance to advance

Seen from this particular vantage point, the offspring of the “lower” classes almost

have it easier. They don’t need to fear falling from great heights; they can seize the opportunity to scale them. This opportunity functions perfectly: in the Switzerland of today, social advancement works better than ever.

When the Swiss government first established legislation for the vocational school diploma in 1980, it triggered a true education boom that took shape everywhere that was not the ivory tower. Today, every fifth apprentice passes the vocational diploma examination, opening the way to a university of applied sciences. A completely different audience collects in those lecture halls. Socially, the students at such universities are much more diverse, comprising a noticeably high number of immigrants’ children and a gratifyingly high proportion of Swiss from lower, less educated classes.

It goes without saying that the average young Swiss will have a considerably harder road to travel than the sons of private bankers or daughters of chemical industrialists. It is equally obvious that the only easy “class upgrade” is the one available from the Swiss railway system, which allows you to sit anywhere on the train for a modest surcharge. And that modern Switzerland is still not the land of boundless opportunity, no one will dispute. But we have absolutely no reason to complain. All that is required is that we do something – and many children know that better than most parents do. ■



Markus Schneider is an economist, winner of the Georg von Holtzbrinck award for business journalism, and published author (Weissbuch 2004, Idée Suisse, Klassenwechsel, Grimassenherz). He has worked with publications including Die Weltwoche and the news magazine Facts, and today writes for Schweizer Familie.

The fairer sex, the stronger sex (of tomorrow)

A photograph of a woman with short dark hair and glasses, wearing a black blazer over a white shirt. She is standing behind a light-colored wooden desk in an office. On the desk, there is a small computer monitor, some papers, and a glass of water. The background shows large windows looking out onto a city street with buildings and traffic.

The future of the working world is female. A self-confident, well-educated generation of young women wants it all: children, career and freedom. A dilemma that is currently prompting intense debate.

By Bettina Weber and Gina Folly (photos)



They want a successful career. And they want children. And they want their partner to share the burden of childcare. They would never dream of being a housewife. The world is at their feet; they want to take it by storm, and nothing can hold them back. They want it all. And why not?

With refreshing confidence, young Swiss women assume that they have a right to it all – equal standing with their male colleagues is a matter of fact. They turn up their noses at the term feminism, picturing humorless, dowdy figures in shapeless clothes and comfortable shoes who view men as the enemy.

Young women have no more enemies. Although they are aware they haven't fully achieved equal opportunity, they still assume that nothing can hold them back if they just show enough dedication and will. Or, to put it more succinctly: The way they plan their lives is no different from their male peers. This is especially true when it comes to their view of a career as one of life's most worthwhile goals: 59 percent of men find it important, and 51 percent of women.

Better educated

The data gathered for the Credit Suisse Youth Barometer confirms what has been observed for some time in the western world: Today's young women are clearly the daughters of emancipation, as 53 percent find the idea of a full-time occupation as housewife and mother to be quite old-fashioned. This new confidence is reflected in the willingness to get a good education. In 2011, 57.6 percent of high school graduates in Switzerland were women, the share of women attending universities of applied sciences was 55.3 percent and even 62.1 percent of those receiving university diplomas. It's easy to predict: The future of the working world is female.

And, as shown by data from the US, this future has already begun. Time magazine reported last year that young women under 30 earn more than the men in their peer group in 147 of America's 150 largest cities, by an average of 8 percent. James Chung, who spent a year analyzing data from the US Census Bureau, attri-

butes this pay divide favoring women to their better education. And he goes on to say that "These women haven't just caught up with the men," Chung goes on to say. "They're clocking them."

Share prices boosted by women?

It's a simple point, and a critical one: Women earn more as long as they are unmarried and childless. Once they have children, their career loses momentum and the pay divide swings the other way. Women in the US are no different from those in Europe: they are routed onto the "mommy track." And this is precisely what those confident young women tend to underestimate. The playing field is level only as long as there are no children and even being married proves to be disadvantageous for their career (marriage has the opposite effect when it comes to men). Companies assume that a married woman

"Women haven't just caught up with the men. They're clocking them."

James Chung

will have children and consequently only work part time or resign. It doesn't make sense for the company to invest in continuing training in such cases, so longer-term career planning in terms of a management position is difficult.

Likewise, the share of women at the executive level in Switzerland is small (around 5 percent, in the boardroom 11 percent), and the mothers among them can almost be counted on one hand: Magdalena Martullo-Blocher (EMS Chemie), Jasmin Steiblin (ABB), Antoinette Hunziker-Ebneter (BKW), Elisabeth Schirmer-Mosset (Kantonalbank Baselland), Fiona Frick (Unigestion) and, as of fall 2012, Susanne Ruoff (Post). The paradox is that women in these top positions are apparently doing a good job. Over the past six months, share prices of companies with at least one woman on the board of directors performed better than those of other companies. This is the conclusion

reached by a current global study conducted by Credit Suisse Research Institute.

Equality or airbrushing?

The extent to which motherhood proves to be a significant career handicap, and one underestimated by young women, is demonstrated in an article that made waves this summer after appearing in the US magazine The Atlantic. In the article entitled "Why women still can't have it all," author Anne-Marie Slaughter laments that structures in the working world still put women at a significant disadvantage; anybody who has or wants an interesting job can forget about flexible working hours. She maintains that the often repeated phrase "you can have it all" was just airbrushing reality, as it was simply impossible given the current structure of the US economy and society.

The author isn't just anybody. She is what we like to refer to as a career woman or, to put it more boldly, a superwoman. In other words, a woman with a successful career – and a mother, as well. A woman who herself has achieved much: a professor at Princeton, the first woman appointed dean of Woodrow Wilson School of Public and International Affairs and the first woman to hold the position of Director of Policy Planning for the US State Department under Hillary Clinton. And she admits frankly that she reduced her professional commitments for the sake of her sons.

The article garnered over a million clicks, setting off a fierce debate even outside the US. Those who believe motherhood and career don't mix felt validated in their view that mothers would be better off staying home, while feminists were appalled and felt that the article betrayed

2012 Credit Suisse Youth Barometer

Women at a disadvantage

Young people in Switzerland find that women are at a disadvantage in professional life. Young women in particular hold this opinion.



"Are women at a disadvantage in the professional world?"

women. Author Naomi Wolf penned the reply “Why Women Still Can’t Ask the Right Questions,” pointing out that the discussion was the wrong one to be having, and that it skirted the issue, because Slaughter made the assumption that family should be seen as a women’s issue, thus doing her fellow women a disservice.

Wolf is right, of course. But the reality is as Slaughter describes: Despite emancipation, mothers still feel greater responsibility to their family than fathers, even when both parents work. Or, as in the case of Slaughter, when the man takes on the task of childcare. The image of what a good mother should be sticks stubbornly in people’s minds. Even with the women themselves.

Part-time work holds back promotions

Journalists Nicole Althaus and Michèle Binswanger examined the dilemma that Slaughter describes months earlier in their insightful book, “Macho Mamas.” Without sentimentality, they dissect the circumstances underlying the fact that as soon as a woman becomes a mother, little remains of her independence and her career. They candidly show how hard mothers are brought back to earth when they are forced to realize how superiors automatically write off a working mother’s career. And they show how the typically female part-time positions are a guaranteed way of stopping professional advancement in its tracks.

Althaus and Binswanger therefore warn against overestimating equality. Neither society nor its structures have changed as rapidly as young women like to think they have: The question of whether children and a career are compatible remains just as relevant for them as it once was for their mothers. In Switzerland, only 15 percent of mothers work full time (while it is the norm in the Scandinavian countries); the proportion of working women is a high 73.6 percent, although this figure shrinks to 40 percent if the part-time positions are converted to equivalent full-time jobs. This shows that family is still viewed as the responsibility of the woman, even by the women themselves. Althaus and Binswanger argue that anyone hoping ▶

How women can further their career

Sandberg: “Keep your foot on the gas pedal”



and the woman does three times the amount of childcare the man does. The causes are really complicated, and I don’t think general male laziness is one of them. But I do believe that we put more pressure on our boys to succeed than we do on our girls. It’s the hardest job in the world to work inside the home, and we have to share this work if we’re going to even things out and let women stay in the workforce. Studies show that households with equal earning and equal responsibility also have half the divorce rate. And they know each other more in the biblical sense as well.

3. Don’t leave before you leave

Women who start to think of having a child begin to unconsciously lean back. They don’t look for a promotion, they don’t take on new projects. And once they have a child at home, it is hard to leave that kid at home. That job needs to be challenging and rewarding. That can’t happen if the mother stopped looking for new opportunities before the child was born. Women should keep their foot on the gas pedal until the very day they need to leave to take a break for a child! And only then should they make decisions about the future, not years in advance.

In my generation, there will not be 50 percent of [women] at the top of any industry. We’re not going to change the numbers at the top. But I’m hopeful that future generations can make a difference. I have a two-year-old daughter who I want to have the choice to not just succeed, but to be liked for her accomplishments.”

Excerpts from Sandberg’s speech at the TED Conference on December 21, 2010, in California on the topic: “Why we have too few women leaders.”

1. Sit at the table

Women systematically underestimate their own abilities. 57 percent of men entering the workforce are negotiating their first salary, and only seven percent of women. And most importantly, men attribute their success to themselves. Women attribute it to other external factors. If you ask men why they did a good job, they’ll say: I’m awesome! Women will say that someone helped them, they got lucky, they worked really hard. This matters a lot because no one gets to the corner office by sitting on the side, not at the table. No one gets the promotion if they don’t think they deserve their success. I wish I could just tell all the young women, “Believe in yourself and negotiate for yourself. Own your own success.” But it’s not that simple. Because what the data shows, above all else, is that success and likability are positively correlated for men and negatively correlated for women. We all know this to be true.

2. Parts and profits

Women have made more progress in the workforce than we have in the home. The data shows this very clearly. If a woman and a man work full-time and have a child, the woman does twice the amount of housework the man does,

Sheryl Sandberg, 43, has been COO of Facebook since 2008, and prior to that, was vice president of global online sales at Google. Sandberg comes from Miami, studied at Harvard, and is married with two children.



Daughters of emancipation: 53 percent of young women in Switzerland consider a full-time occupation as housewife and mother to be old-fashioned.

to hold onto an exciting job under these circumstances falls by the wayside. And they therefore appeal to all mothers not to automatically lower their job expectations just because they have children. After all, there is no rule stating that a man's career is more important than a woman's.

In her book "The Conflict: How Modern Motherhood Undermines the Status of Women," French philosopher Elisabeth Badinter reaches a similar conclusion. Women, she writes, should never lose sight of their career goals, because children will eventually leave home – and then the mothers will find themselves facing a working world that has left them

behind. Badinter criticizes the fact that when it comes to their professional advancement, women, in contrast to men, still tend to focus too much on the short term: From the outset men accept that they will have to take care of themselves all their lives, and that in order to hold a challenging job, they must be willing to put in the work. Women, on the other hand, often plan only as far as the birth of their children – and then "we'll see." A fatal phrase.

In other words, fatherhood does not represent a way out for men, at least not one that society considers an acceptable retreat from the pressure and competitiveness of the workplace. But that is

what it is for women. Indeed, motherhood can offer a temporary opportunity for escape. When things are not going very well or a promotion falls through, motherhood represents an accepted alternative for women to scale back their professional commitments.

Lack of fighting spirit

Bascha Mika, former editor-in-chief of the German daily *Tageszeitung*, speaks bluntly about cowardice and lack of ambition. In her book "Die Feigheit der Frauen" (The Cowardice of Women), Mika writes that men are by no means the only ones responsible for the shockingly low proportion of female managers, but that women

simply lack the courage to draw up an independent plan of their lives. And she criticizes how little fighting spirit women display and how quickly they are prepared to betray their former ideals. Mika refers frankly to the “path of least resistance.” Women should not just complain that they were disadvantaged, but they should also be prepared to do something for the progress of their own gender – and to do that it’s necessary to grit one’s teeth in the professional world from time to time, and not just thankfully take the motherhood “exit” at the first hurdle.

It is precisely this attitude that drew criticism from Alice Schwarzer, who caused a scandal in 2008 when she referred to those women dubbed “alpha girls” by the magazine *Der Spiegel* as “health spa feminists.” She accused them

Women lack the courage to draw up an independent plan of their lives, according to a former editor-in-chief of the German daily *Tageszeitung*.

of taking it all too easy by laughing off feminism as old fashioned, taking advantage of a network built by others, and failing to recognize that there was still much to be done. Simply benefiting from the achievements of others does not represent emancipated behavior, but just the opposite, Schwarzer maintains. When we automatically expect our partner to help out inside the house and with raising the children, while assuming that he will also be the main breadwinner, this is no more than watered-down emancipation. It becomes clear, she says, how women have internalized these traditional gender roles – and they do not even notice that they are the ones most harmed by them.

Even if couples do share career and childcare, nothing can be done to change the perception that the mother is the one primarily responsible for her children’s

well-being if she is by default the first one to be contacted when a child is hurt at preschool or daycare, and if she is willing to drop everything every time. Remarkably, the ideal of a mother constantly making sacrifices seems to be related to a low birthrate. The figures in Germany, Italy and Japan, for example, are a source of major concern, and the political establishment is slowly realizing that this could be related to an antiquated view of women, one that directly influences the existing structures.

At the same time, it is noteworthy that in countries where daycare facilities and full-day schools are readily available – such as in France or in Scandinavia – the number of children and that of mothers with full-time employment are high. No one talks of “bad mothers” there, and people have also realized that it is a waste of money to pay for a good education for women only to force them back into the traditional role of mother. In other words, they have realized – and this is key – that children in these countries are not a matter for women, but for society.

A need for more flexible working hours

Karin Schwiter, who studied how 24- to 26-year-olds see their future as part of her dissertation when she was a research associate at the University of Basel’s Gender Studies Center, sees a clear connection, in particular with regard to Germany – and her results match those of the Credit Suisse Youth Barometer. In an interview with the daily newspaper *Tages-Anzeiger* on the occasion of her study’s presentation, Schwiter stated: “The German system doesn’t work, because it is trying to prop up the old provider system. Rather than investing in childcare, it provides mothers with a long period of paid leave and gives fathers two additional months of vacation. But it has not worked consistently toward a new model. While men continue to work, get promotions and receive raises, women lose touch with their careers. We know how difficult it is to successfully reenter the workplace, and we are also well aware of the negative effect such an absence has on the career. And obviously, German women just don’t want to be in that situation.”

Advanced nations and employers, the Scandinavians foremost, have taken this to heart: Children have parents and not just mothers. If more and more young men and women want to live in equality, the state needs to do more for the families. For example, if no stigma were attached to part-

A country aiming to secure its pension system and its own survival has to offer families the best opportunities there are.

time work for men, and if job sharing were not shot down from the outset as “unworkable.”

A country aiming to secure its pension system and even its own survival, has to offer families the best opportunities there are. It cannot penalize women for the fact that only they are able to have children. As long as this is the case, economies will either lose well-educated women and the tax receipts along with them – or women will refuse to bear children. Neither option offers much of a future. ■

Bettina Weber is the society editor of the Swiss daily newspaper “*Tages-Anzeiger*.”

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Continent of hope

Youth unemployment in Europe is reaching epidemic proportions.

Young people in Spain and Portugal are especially hard hit.
More and more of them are emigrating as a result. The irony is that
their future lies in the colonies of the past.

By Sandro Benini

ANA LÓPEZ COULD DO NOTHING BUT stand back and watch helplessly as her life fell apart. It was 2008, and a gigantic real estate bubble in Spain had just burst in the wake of the global financial and economic crisis. The government was forced to save the banks from collapsing, and plunged into its own turmoil, taking an entire generation with it.

Ana López, 36 at the time, lost her job at the information bureau in the autonomous community of Andalusia. “At first I thought the crisis would pass just like other economic downturns before it. I had

some savings and received 980 euros a month in unemployment benefits.” A communications specialist with a university degree, López initially kept her head above water with temporary assignments, helped out with the layout of a new magazine, and did some odd jobs for an advertising agency. The further the crisis progressed, however, the fewer jobs became available and the less they paid. “Initially I refused to accept an intern’s wage of 4 euros an hour. But at some point I applied for a handful of jobs in competition with people who were willing to work for 1.50 euros.” Every bill

in the mailbox became a problem. The uncertainty as to whether or not the money would last until the end of the month filled her days with dread. She was angry at first, and then increasingly depressed.

When the unemployment fund terminated her benefits after 11 months, Ana López had to move back in with her parents. Life came to a standstill, the future yawned before her like an abyss, the beauty of her home city of Seville and the sea could no longer vie with the omnipresent sense of despondency. “In February 2011, I decided to leave Spain. I was afraid ►



+52 %

FOREIGNERS IN BRAZIL

The number of foreigners living in Brazil increased more than 52 percent in 2011 alone. Portuguese make up the largest group with just under 330,000 immigrants. However, the number of Spaniards has also increased by over 25 percent since 2008.

4 %

GROWTH

National economies in Latin America grew an average of 6.2 percent in 2010 and 4.5 percent in 2011. Despite the worldwide financial and economic crisis, economists are forecasting growth of just under 4 percent for 2012 as well.

30 %

POVERTY

In its latest studies, the UN Economic Commission for Latin America and the Caribbean found that poverty in the region sank to its lowest rate in two decades last year. Approximately 30 percent of Latin Americans are still affected, however. Over the past 10 years, the percentage of the population living in absolute poverty (on less than 1 US dollar a day) has been more or less halved in many countries such as in Brazil (from 13 percent to 7 percent), Peru (from 24 percent to 10 percent) and Venezuela (from 22 percent to 10 percent).



INFLATION

Inflation is under control in nearly all Latin American countries, and other macroeconomic indices such as the budget deficit and indebtedness are extremely solid as well. The vast majority of the countries could easily satisfy the European Union's Maastricht criteria.

>500,000

EMIGRANTS FROM SPAIN

In 2011, the number of emigrants rose nearly 37 percent to more than half a million, the first time in a decade that more people emigrated from the country than immigrated to it.



-1,8%

GROWTH

The International Monetary Fund forecast a recession for Spain both for the current year (-1.8 percent GDP growth) as well as for 2013. The economy shrank in both 2010 (-0.1 percent) and 2009 (-3.7 percent) followed by a brief recovery in 2011 (+0.7 percent).

53%

YOUTH UNEMPLOYMENT

At 53 percent, youth unemployment has reached historic levels in Spain. The unemployment rate among the population as a whole is 25 percent. The business newspaper "Financial Times Deutschland" recently proclaimed: "Spain breaks world record in unemployment."

-32%

REAL ESTATE MARKET

According to Tinsa, a real estate valuation company, real estate in Spain has lost nearly a third of its value since August 2007. Prices fell 11.6 percent between August 2011 and August 2012 alone – and they don't appear to have bottomed out yet either.

that if I didn't, I would throw the rest of my life away. In desperation, several of my friends made the pilgrimage to Santiago de Compostela. As an atheist, that was not an option for me."

The exodus of academics

Ana López was not alone in her decision. The unemployment rate in Spain is nearly 25 percent, and youth unemployment there is the highest in Europe at 53 percent. For many, especially the young and well-educated, emigrating is the only solution. In 2011, the number of emigrants rose nearly 37 percent to more than half a million, marking the first time in a decade that more people had emigrated from the country than immigrated to it. One in every five emigrants is a Spanish citizen; the rest are foreigners returning to their homelands under the pressure of the crisis. All in all, just fewer than 2 million Spanish citizens currently live abroad, 6.7 percent more than a year ago. That figure has risen 22 percent since 2008. The majority of them are university graduates.

The statistics on the "brain drain" affecting the Iberian country are dramatic and are likely to continue rising sharply. According to a survey, 46 percent of Spanish students and university graduates were willing to leave their country five years ago; today that figure is 98 percent. Engineers, architects, IT specialists, bankers and medical professionals have especially good chances of landing a job in a foreign country.

The majority of them emigrated to other EU countries, but the second most popular destination is Latin America, where 11,000 Spaniards have settled in the past year alone. Not long ago, hundreds of thousands of Latin Americans dreamed of a better life in Spain. Today it is the other way around. Not since the Spanish Civil War (1936 to 1939) have so many Spaniards crossed the Atlantic with no intention of returning.

The low percentage of foreigners in Latin America and the lack of highly trained workers mean that immigration laws are lenient compared with those in Europe. Argentina has the largest community of expatriate Spaniards, the third largest is in Venezuela. However, there is a skewing effect not reflected in the statistics. Because it is relatively easy for non-Spaniards with Iberian grandparents to get a Spanish passport, many of those emigrating to Latin America have dual citizenship. They previously immigrated to Spain and are now returning to their home countries in the wake of the crisis.

10 job interviews

Ana López searched online to determine which Latin American countries offered the best opportunities for her. According to her research, the answer was Chile and Brazil. She decided on Chile, where she arrived in February 2012 without really knowing what to expect. "Still, it was nice to be able to speak my own language with the customs officers after landing." López truly felt that her decision had been the right one when, on her first trip through the capital city of Santiago de Chile, she saw something she hadn't seen in Spain for many years: restaurants, businesses and construction sites with signs advertising job vacancies for desperately needed workers.

Ana López had managed to hang onto 1,800 euros in savings from the troubles in Spain and initially took a hotel

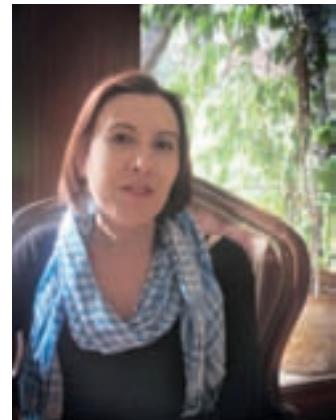
room. She contacted other Spaniards via Facebook, and what they told her was once again encouraging: nearly all of them were brimming with optimism, and nearly all had managed to succeed in the new country and in a new life. Ana López had 10 job interviews in the first month alone.

Today she works for a trade association foundation that refers contacts between Chilean and Spanish companies and advises Europeans on investment. She says she is happy, even though her monthly gross salary of 1,500 euros is less than what she earned prior to the crisis in Spain and even though she has made the same discovery as all of her fellow Spaniards – that Chile is considerably more expensive than she expected. She has not yet experienced any rejection from the native Chileans in response to the wave of immigrants. On the contrary, they are very accepting. "Chilean companies are proud of being able to hire a Spaniard with a university degree. It adds prestige."

Brazil as a driver of growth

Ismael Garrido, a 32-year old IT engineer, was also amazed at the welcoming attitude in Mexico. He emigrated three years ago after he lost his job in Spain and went for months without even a single job interview. Almost immediately, Garrido, who is married to a Mexican, found work as a computer technician in the industrial metropolis of Monterrey in northern Mexico. He is troubled by the Mexican salary level, which is low even by Latin American standards.

Garrido earns the equivalent of 900 Swiss francs a month. He also had to get used to the fact that it takes longer for decisions to be made in a Mexican business and to the pace of working and even of speaking, which is slower than in Spain. Working hours are longer – from nine in the morning to seven at night. Nevertheless, Garrido says, "Spain's economy will only continue its downward spiral in the next



Ana López, 40, is happy in Chile although the cost of living is higher than she expected. The communications specialist had the feeling she was throwing her life away in Spain. "I can afford my own apartment here. And go out to eat with friends again. A new life."

few years, maybe even over the next several decades. I may have a low salary in Mexico, but at least I have the feeling that my future is in my own hands. What I make of it depends on me."

Latin America's emerging markets are less successful economically than India or China. However, the stable macroeconomic indicators, controlled inflation almost everywhere and the higher prices for oil, precious metals and agricultural products on the world market have set in motion dynamics that would have been unthinkable in the 1980s and 1990s. During the past eight years, Argentina's economy enjoyed average growth of 9 percent while Peru's expanded 7 percent; Colombia and Chile each grew 6 percent in the past year. The driver of this region is ►

2012 Credit Suisse Youth Barometer

Youth unemployment

Despite comparatively good employment conditions, 32 percent consider youth unemployment as one of the five most important problems in Switzerland.



"What are the biggest problems in Switzerland?"

Brazil, where companies in the fields of energy, mining, finance and IT are desperately seeking highly qualified workers. According to a study by the business magazine "Exame," 80 percent of the 335 companies surveyed have positions to be filled, and 57 percent of the companies state they are having great difficulties doing so. The number of foreigners living in Brazil has increased by more than 52 percent in the past year alone. For linguistic reasons, Brazil is especially attractive for Portuguese willing to relocate internationally, and at just under 330,000, the Portuguese represent the largest immigrant group there. However, the number of Spaniards in the largest Latin American country has grown by over 25 percent since 2008.



Ismael Garrido, 32, had no trouble finding a job as a computer technician in the Mexican industrial city of Monterrey. He did need some time to adjust to the slower pace of working and speaking in Mexico, however. "Personally I have never seen any sign of the Mexican drug war."

In contrast to countries such as Mexico, Brazilian salaries are actually higher than those in Europe in many sectors. Virginia Manzanares, a 32-year old hotel manager, has worked for a hotel chain in the Brazilian city of Salvador da Bahía since May 2011 and now earns 30 percent more than she did before emigrating. Raúl Maraña, an entrepreneur now living in São Paulo, is generating 80 percent annual growth in revenue with computer games, while his business in Spain literally dried up within 18 months.

Cultural differences

Are there negative aspects to report about Latin America? Virginia Manzanares cites the high crime rate, but says that it is possible to protect oneself by taking the usual precautions. Other negatives include the suboptimal infrastructure, bumpy roads and inadequate garbage collection service. "I was sitting at the hairdresser once when suddenly a rat peeked around the mirror," she says.

Raúl Maraña complains of the cumbersome bureaucracy necessary to do things like rent an apartment or open a bank account. "The landlords wanted proof that I have an account at a bank," she recounts. "But the employees at the bank didn't want to open an account in my name until I could prove where I lived by presenting a valid lease." Raúl Maraña solved this apparently hopeless situation in classic Latin American style: by slipping the bank employee the equivalent of 200 francs under the table. The warmth of the Brazilian population stands in direct contrast to the dourness of the immigration authorities, he adds. However, neither Manzanares nor Maraña have any doubts about staying in Brazil. Silvia Salgado, a 33-year-old business economist, is currently looking for a job in Bogotá, and is irritated by the unreliability of the Latinos, by their habit of making promises they don't keep, and by their tendency not



Silvia Salgado, 33, isn't considering returning, even though she hasn't yet found a job in Colombia and is sometimes irritated by the Latin Americans. "I refuse to give up hope," she says. "There is a sense of new beginnings in Bogotá. In Spain it feels like the world is coming to an end."

to communicate a rejection openly but to simply no longer answer calls and e-mails. Of all those interviewed, she is the only one whose expectations have not yet been met. But even she adds, "I would rather be unemployed in Colombia than in Spain. At least I have hope of finding something here eventually." ■

Sandro Benini is the Latin American correspondent for the *Tages-Anzeiger* daily newspaper. He lives in Mexico.

Unemployment as a global challenge

Essay by Michael Spence

Over the past three decades, hundreds of millions of new workers have entered the global economy. They arrived with various levels of education and skill, and over time have generally gained in terms of value added and income. These massive structural changes led to tremendous growth in the size of the global economy, while at the same time presenting three major challenges. The first challenge is to generate enough jobs to accommodate the inflow of new entrants into the labor market. Clearly a wide range of advanced and developing countries is failing to do so. Youth unemployment is high and rising. The second challenge is to match skills and capabilities to the supply of jobs – an adjustment that takes time. Globalization and major labor-saving technologies have thrown labor markets in many countries into disequilibrium. The third challenge concerns distributional effects. As the tradable share of the global economy (goods and services that can be produced in one country and consumed in another) expands, competition for economic activity and jobs broadens. This lowers the price of labor and narrows the range of employment opportunities within all globally integrated economies.

Most advanced countries have experienced limited middle-income growth. For two decades prior to the 2008 crisis, employment levels were maintained – and downward pressure on incomes mitigated – by creating jobs in non-tradable sectors. In some cases, this took the form of rapid growth in government; in others, a pattern of excessive, debt-fueled consumption underpinned a large shift in employment to services and construction. Indeed, government and health care accounted for almost 40 percent of net employment growth in the US between 1990 and 2008.

That pattern came to a sudden stop in the financial crisis of 2008. Private-sector leverage declined and public-sector leverage reached – and exceeded – sustainable limits, with Greece being only the most extreme example. Since then, particularly in the advanced countries, growth has been faltering and the employment engines have largely shut down.

Part of the answer lies in the long, lingering impact of financial crises and deleveraging, well documented by Carmen Reinhart and Kenneth Rogoff in their book “This Time Is Different.” At the same time, the financial imbalances and distortions

that precede a crisis delay appropriate and necessary responses to technological and global market forces in the real economy as well.

What does it mean that structural adjustment is falling further and further behind the global forces that are causing pressure for structural change? Above all, it means that expectations are broadly inconsistent with reality, and need to adjust, in some cases downward. But distributional effects need to be taken seriously and addressed. The burden of weak or non-existent recoveries should not be borne by the unemployed,

We must find non-destructive ways to moderate the pace of globalization.

including the young. In the interest of social cohesion, market outcomes need to be modified to create a more even distribution of incomes and benefits.

The imperative of structural adjustment also implies that individuals, governments and other institutions (especially schools) need to focus on increasing the speed of adjustment to meet rapidly shifting market conditions. This means not only matching skills to jobs, but also expanding the range of jobs to match skills. Finally, global economic-management institutions need to address whether the pace of globalization, and its implied structural change, is faster than the capacity of individuals, economies and societies to adjust can withstand. If so, the next challenge will be to find non-destructive ways to moderate the pace in order to bring capacity to adjust and the need for adjustment into closer alignment.

None of this will be easy. We do not have well developed frameworks for understanding structural change. Nevertheless, the unemployed and underemployed, especially younger people, expect their leaders and institutions to try.



Michael Spence, 68, a Nobel laureate in economics, is Professor of Economics at New York University's Stern School of Business. His latest book is titled “The Next Convergence – The Future of Economic Growth in a Multispeed World.” © Project Syndicate, 2011.



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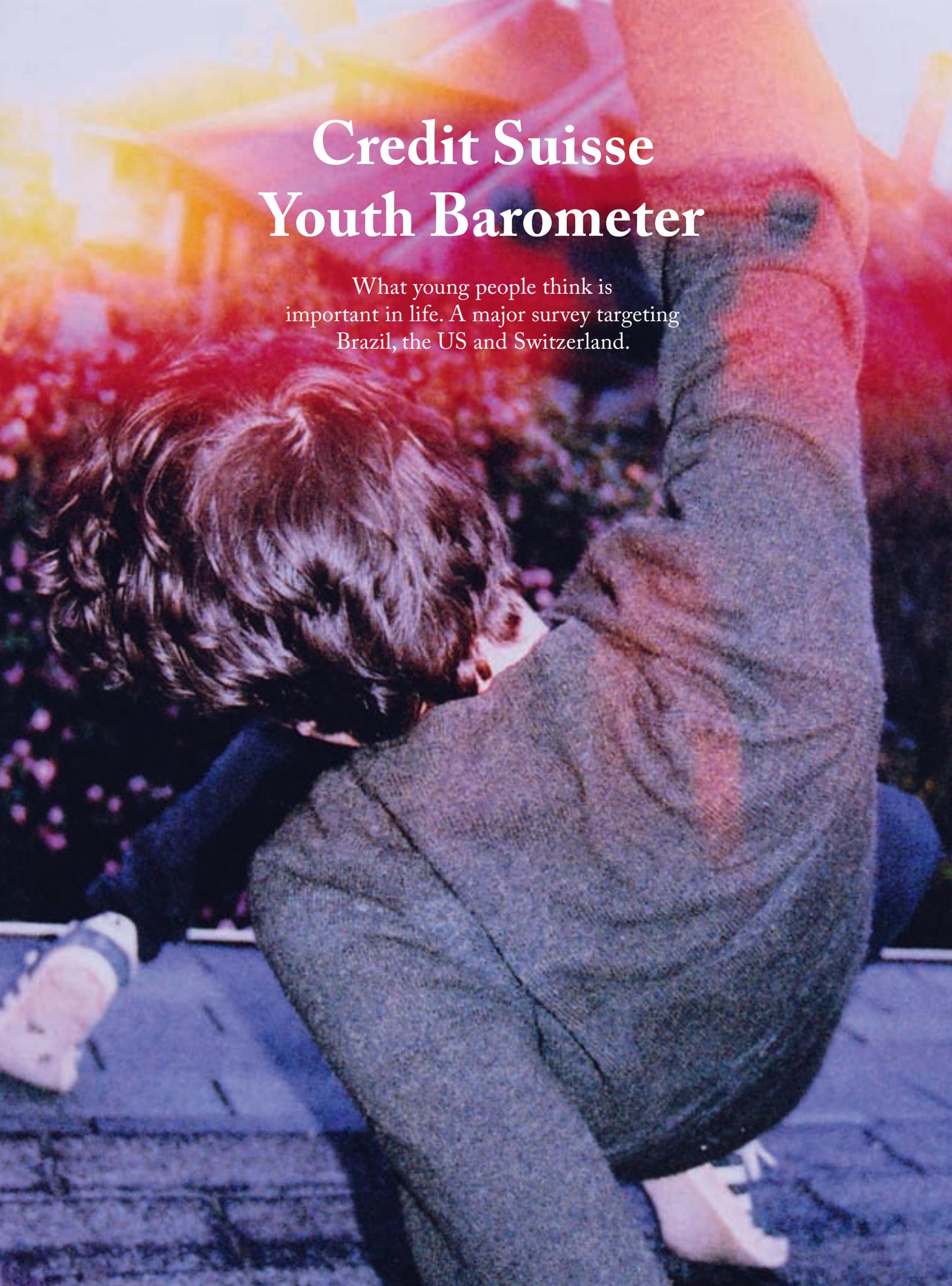
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Credit Suisse Youth Barometer

What young people think is
important in life. A major survey targeting
Brazil, the US and Switzerland.



- 1.

Goals in life and values

Young people are optimistic about their future.

- 2.

Work and finances

Young Swiss are most satisfied with their work; young Americans are deepest in debt.

- 3.

Politics and society

Confidence in the political system is low in Brazil and high in Switzerland.

- 4.

Leisure activities and media

Using smartphones and meeting friends are major pastimes.

What young people think

Three countries with different cultures, one target group, fascinating insights: The Credit Suisse Youth Barometer gives us a unique look into the life goals and values of young people in Switzerland, the US and Brazil.

How do they view their future? What are really the important things in life for them? Do they have confidence in their countries' governments? What do they like to spend money on? What do they see as the biggest problems? These are just a few of the questions that the research firm gfs.bern is once again asking three groups, each with about 1,000 young people, this year on behalf of Credit Suisse.

One striking insight common across cultures, whether in Brazil, the US or Switzerland, is that in the face of the biggest economic crisis in generations, young people aged 16 to 25 are optimistic and ready to work. They want their own house or apartment, and yearn to be able to pursue their dreams and explore their talents. They want to work at something that fulfills them. Friends and family are very important to them. Honesty and loyalty are crucial values.

These findings contradict the latest media reports of a supposed "generation without qualities," a generation that has opportunities no other has had, yet does not know what to do with them. "No plan, no nerve, no bite,"

was a sample headline from the German daily Die Welt.

In Switzerland, of all places, just the opposite is true. In place of a tentative, indecisive Generation Maybe primarily interested in the pursuit of pleasure, one could almost speak here of a hands-on generation with a clear idea of where it is going. A career comes in at the very top of their hierarchy of values – and ultimately represents a means for self-actualization. What they desire most is a balance between leisure time and work.

We summarize the most important and interesting results for you here. If you would like to know more about today's young people, you can find the full study with all questions and answers about the Credit Suisse Youth Barometer at:

www.credit-suisse.com/youthbarometer

The survey

Roughly 1,000 young people ranging between 16 and 25 years of age in Switzerland, the US and Brazil were surveyed for the 2012 Credit Suisse Youth Barometer. The research firm gfs.bern conducted the primarily online survey between March and April 2012. The Credit Suisse Youth Barometer has been conducted every year since 2010.

Photo left

DIMITRI KARAKOSTAS,
24, CANADA

"I took the picture in Glasgow in April. In a city where it is often cloudy, pink stands out. And pink hair against a pink wall – I just couldn't pass it up."

Photo, previous page

OLIVIA BEE, 18, US

"My boyfriend Liam is break dancing on his roof. That was in my sophomore year in high school, back when we were crazy fools – it was great."

1. Goals in life and values

The findings are a surprise, coming as they do during the greatest economic crisis in many generations: Young people from all three countries have an overwhelmingly positive view of their own future. Those in Brazil are the most optimistic.

While the young respondents in Switzerland and the US put realizing their dreams, having their own house, and maintaining a good work-life balance first, their counterparts in the emerging country of Brazil think more about getting a university education and a career.

The young Swiss surveyed have a blueprint for life that is just slightly more post-materialistic than in Brazil or the US – having a lot of money is comparatively less important. Still, they would like to have an exciting career. Ultimately, friends on whom they can rely are most important to these young people. Values like honesty and loyalty rank high on their scale of values.

What is unusual about these young Swiss is that only a clear minority has the feeling that society and the economy rely on them. Their peers in the US, and especially in Brazil, feel significantly more welcome. This suggests an inner distance that should give pause to Swiss politicians and business leaders.

On another interesting note, the young people in both Switzerland and Brazil turn primarily to their parents when things are not going well either financially or at work. More than half of the young Brazilians surveyed trust in their government to protect them, while not even one-fourth of the Swiss respondents do.

Figure 1.01

Brazilians most optimistic

“In your opinion, what is the outlook for your own future? At the present time, do you see the future bleakly, optimistically or mixed?”

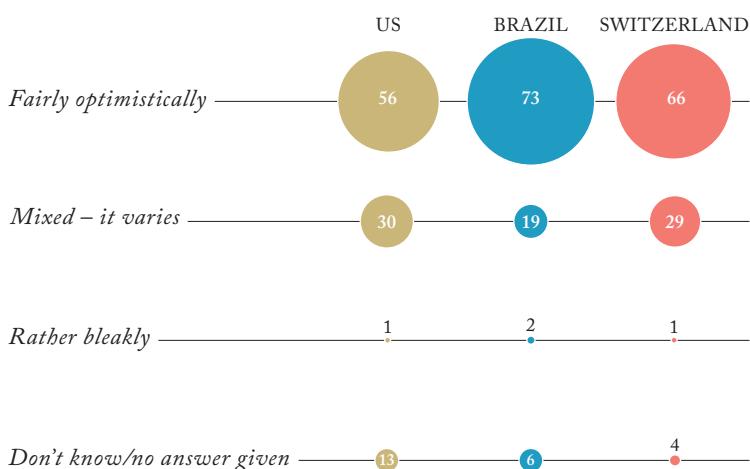
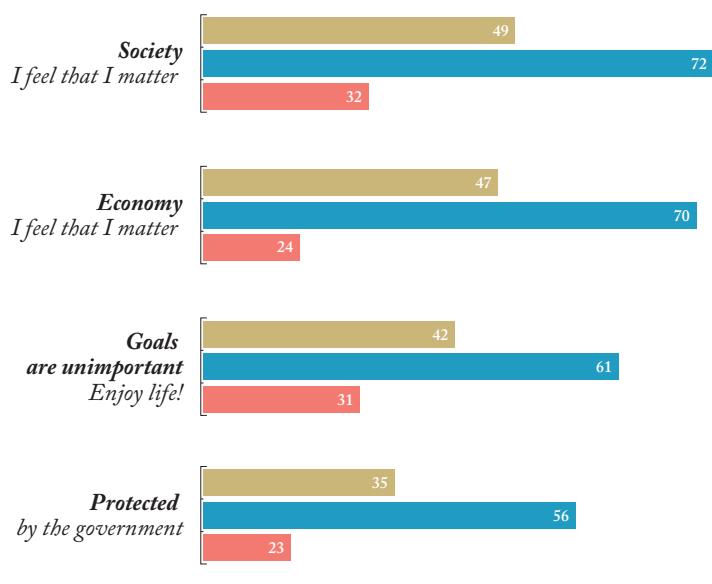


Figure 1.02

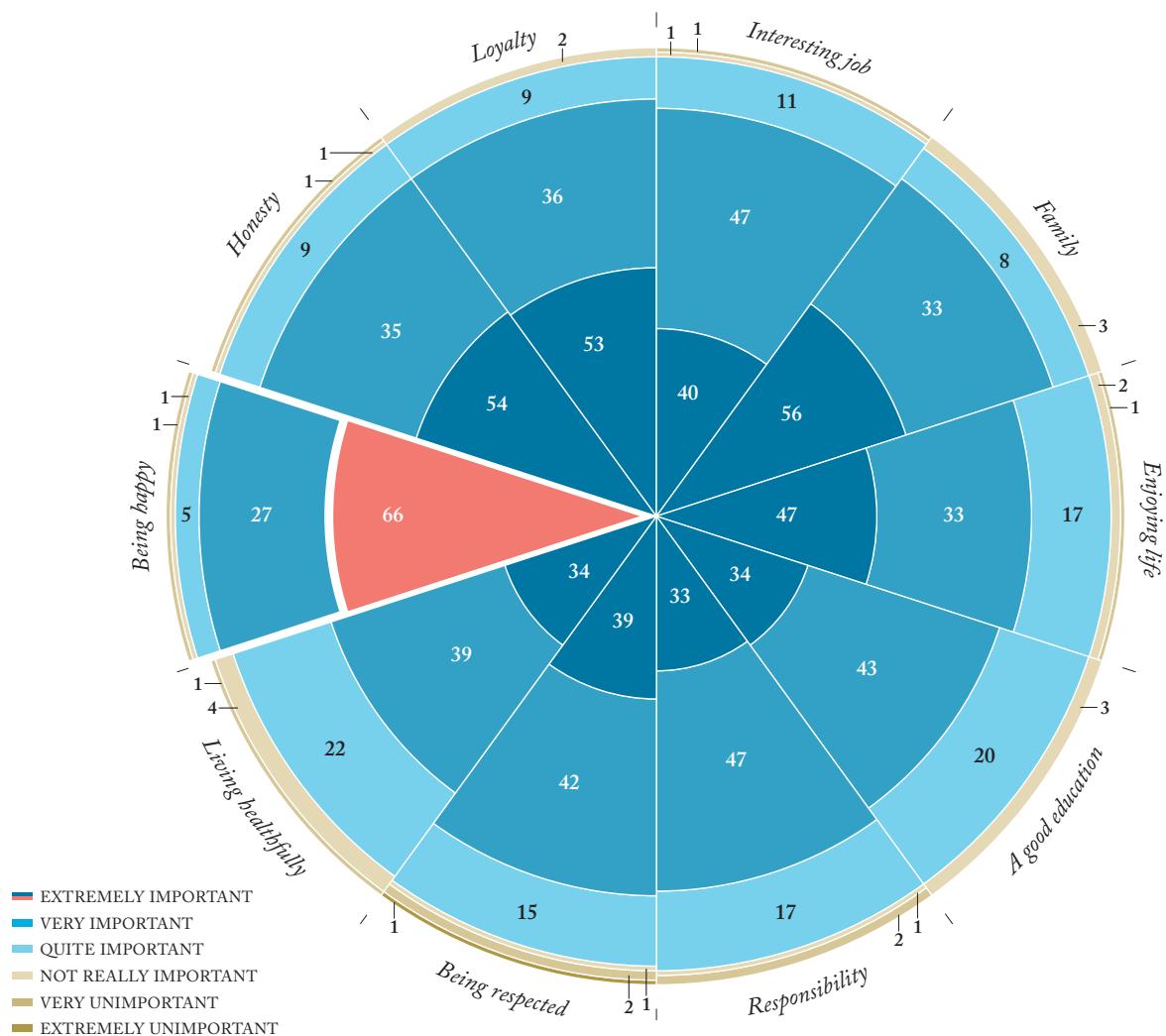
Swiss feel unneeded

“When you think of your life's plans, how strongly do the following statements reflect your plans for the future?”

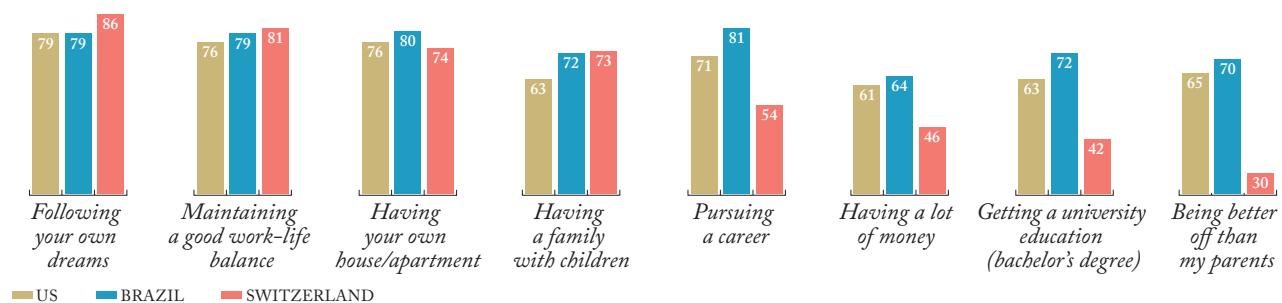


*Figure 1.03***Friends, family and honesty are the most important things in life**

"We all have our own attitudes that shape our life and behavior. When you think about what you are striving for in life, how important are the following things to you personally?"

*Figure 1.04***Realizing dreams is more important than earning a lot of money**

"When you think of your life's goals, which of the following do you definitely want, which ones do you definitely want to avoid, and which ones do you expect to decide on spontaneously depending on the turns your life takes?"



2. Work and finances

When it comes to their work situation, the young Swiss respondents are exceptionally content. An absolute majority say their current job is what they've dreamed of. In contrast, not even one-third of the young Americans surveyed see their job in that light.

Young Swiss can generally do more in the world of work than their peers in Brazil and the US. That most likely has something to do with the dual system of education, which integrates young Swiss into the working world earlier on. Anyone who is doing or has done an apprenticeship knows other young people who are doing one too. This puts young people in Switzer-

land in contact with the working world at a relatively early age.

The importance of a university degree is also given a different weight. Only every third respondent in the Swiss survey sees a degree program as the best basis for a career. Respondents from Brazil (85 percent) and from the US (76 percent) have an entirely different view of this.

Property and wealth are a priority in all three countries. Having one's own house or apartment is an important aspiration – and even the main one in Switzerland. In all three of the countries, more than 70 percent of respondents say they save on a consistent

basis. Credit card use is also widespread among young people.

The differences in financial obligations, on the other hand, are striking, and represent the greatest point of divergence in the entire survey. The Swiss respondents incur almost no debts, and those they do have are to their family or friends. By contrast, living on credit is common for those surveyed in the US and, to a slightly lesser extent, Brazil.

Figure 2.01

Swiss young people more often have their dream job

"How well do the following statements apply to you? Respond by entering a number from 0 percent to 100 percent."

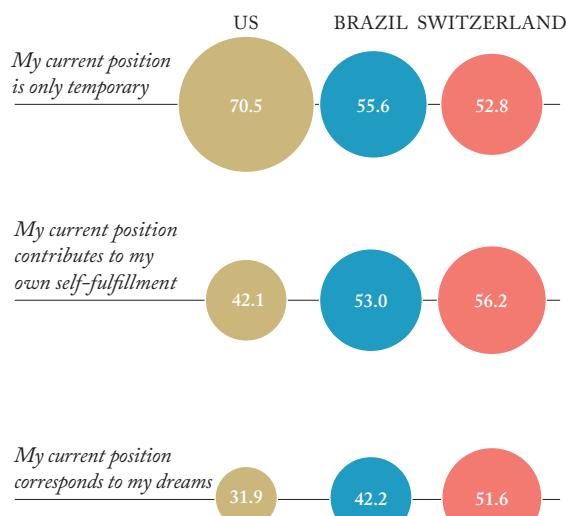


Figure 2.02

Americans are deepest in debt

"Do you personally have any of the following liabilities?"

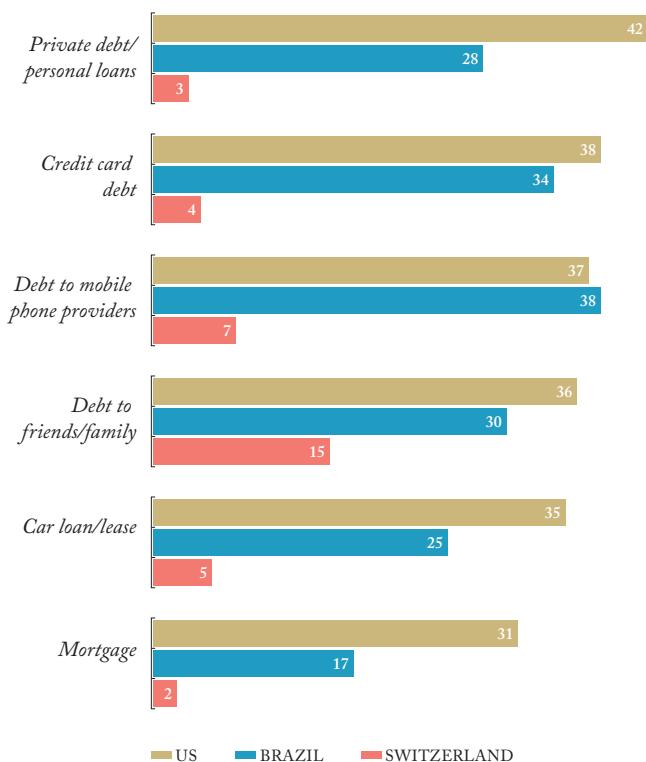
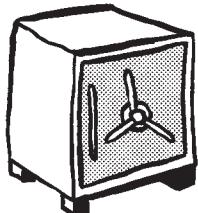


Figure 2.03

What would you do with 10,000 Swiss francs?

Question: "If you were given a gift of 10,000 Swiss francs/US dollars/real, what would you do with the money?"



Savings account

- Switzerland: 2,490 Swiss francs
- US: 3,142 US dollars
- Brazil: 3,148 real



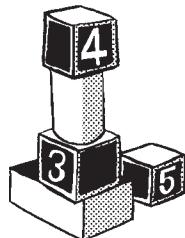
Go on vacation

- Switzerland: 1,540 Swiss francs
- US: 499 US dollars
- Brazil: 629 real



Save for a house

- Switzerland: 816 Swiss francs
- US: 1,245 US dollars
- Brazil: 1,275 real



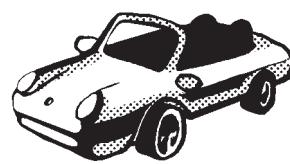
Spend on my family

- Switzerland: 709 Swiss francs
- US: 828 US dollars
- Brazil: 628 real



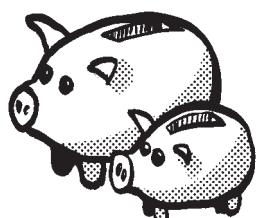
Clothes/jewelry

- Switzerland: 662 Swiss francs
- US: 448 US dollars
- Brazil: 453 real



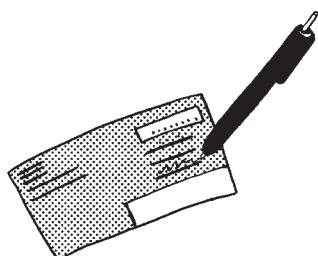
Buy a car

- Switzerland: 620 Swiss francs
- US: 916 US dollars
- Brazil: 586 real



Saving for family

- Switzerland: 587 Swiss francs
- US: 782 US dollars
- Brazil: 673 real



Charitable donations

- Switzerland: 392 Swiss francs
- US: 451 US dollars
- Brazil: 506 real



Buying presents

- Switzerland: 313 Swiss francs
- US: 242 US dollars
- Brazil: 322 real

One Swiss franc is equal to approximately 1.05 US dollars and about 2.20 Brazilian real

3. Politics and society

Awareness of issues reflects the public debates taking place in each of the three countries. As in prior years, young Swiss name issues involving foreigners and integration as the country's top problem. The question of how refugees and asylum-seekers should be treated has also gained in importance, with 58 percent seeing the relationship between young Swiss and foreigners as "somewhat tense."

In spite of this, about three-quarters of the young people share the attitude that Switzerland benefits from foreign workers. Those who believe the government should do more to integrate foreigners (55 percent) and extend citizenship rights to Swiss-born children with foreign backgrounds together form a slight majority (55 percent).

Unemployment causes less worry than it did in previous years, as do the state of the environment and energy issues. The future of old age pension (AHV) and of social institutions is still one of the most pressing issues. It is striking that concerns about economic development in general are still on the rise and rank among the 10 most critical problems for the first time this year.

In contrast, the issue of (youth) unemployment ranks as one of the most significant problems for young people from the US and Brazil. However, the issue of corruption causes more concern than any other for the Brazilian respondents.

Some of the five most important problems are not even mentioned in Switzerland, such as hunger (27 percent) and urban violence (25 percent). In the US, fuel prices, fear of terrorism and health issues rank alongside unemployment as the top problems.

Politically, 34 percent of the young Swiss classify themselves as on the political right. This figure is five

percentage points higher than two years ago, yielding a hefty increase of 17 percent. The left camp has lost some of its attractiveness; 29 percent of young people count themselves as belonging to it (2010: 31 percent). The center is represented with 11 percent, a bit more than in 2010 (8 percent).

Generally, only a minority of the young people in all three countries are politically active. In the US, 48 percent are very involved or somewhat involved politically; in Brazil 44 percent; and in Switzerland a mere 29 percent. Taking part in political demonstrations is clearly "out" for young Swiss – and is equal to smoking as a source of ridicule, for example.

While politics seems less popular, the confidence young Swiss have in their government has grown steadily over the past two years. Only 30 percent think that the government often fails in crucial decisions. In the US, more than half think so (51 percent), and the figure in Brazil is even higher at 57 percent.

The comparatively good grade earned by the Swiss government may have something to do with Switzerland's economic conditions, which remain healthy despite the euro crisis. A very clear majority also believes that Switzerland enjoys a very good (27 percent) or somewhat good (65 percent) reputation abroad.

34%
of young Swiss are
very heavily involved
in social issues.

50%
of young Brazilians
see corruption as
the most pressing
problem.

82%
of young Americans
believe their political
system needs a
complete overhaul.

Figure 3.01

Young Swiss worry more about the economic crisis

"In the list below you'll see several topics that have been discussed and written about a great deal recently. Read through the entire list and choose five points that you personally feel are the greatest problems in your country." (Year-on-year change in parentheses)

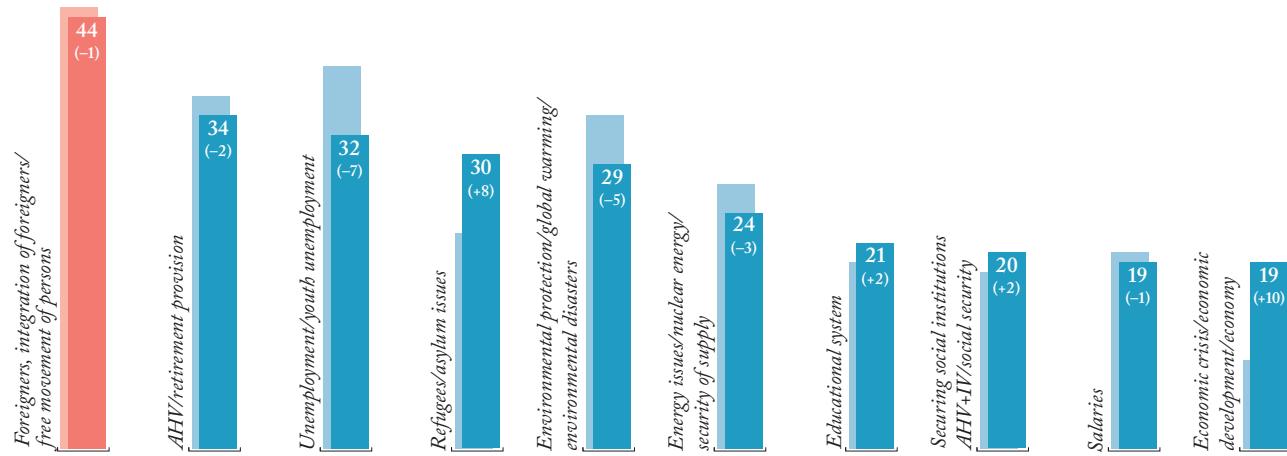


Figure 3.02

Young Brazilians have little faith in government

"Do you feel that the politics of the government and administration fail when it comes to important issues? Is this frequently true, rarely or never?"

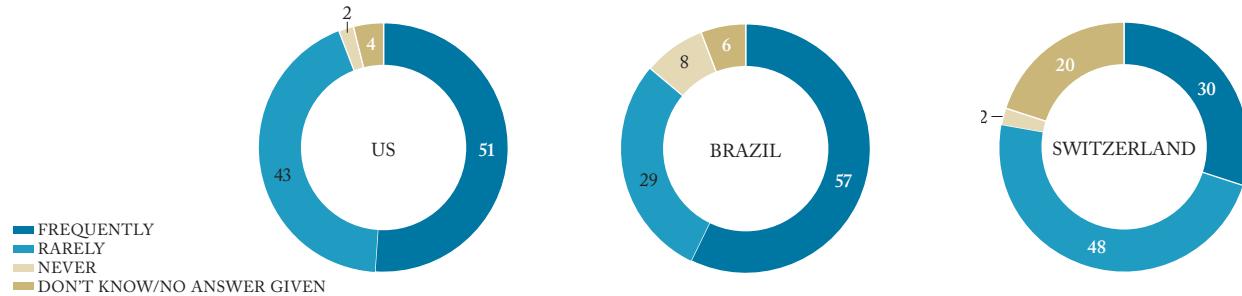
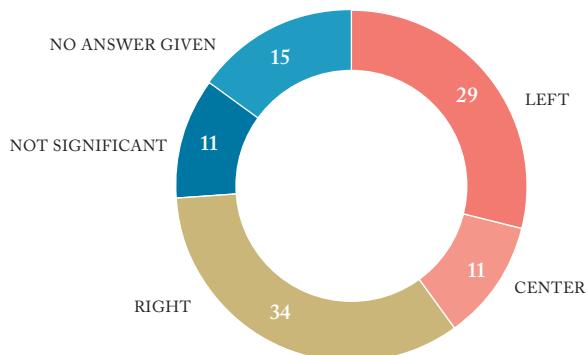


Figure 3.03

Young Swiss lean to the right

"Left, center and right are three terms used frequently to characterize political views. Can you tell me where you yourself stand on a scale in which '0' stands for left, '5' for center, and '10' for right?"



4. Leisure activities and media

There is one clear trend common to the young people from all three countries. They are increasingly using the Internet and smartphones like iPhones, Blackberries or Androids. Ninety percent of the young Swiss have Facebook profiles, 85 percent of the Brazilians and 75 percent of the Americans. On an interesting note, in the US, the proportion of Facebook users has seen a sharp drop. This suggests that its attractiveness is waning.

Today's means of communication do not lead to isolation, as is so widely feared. For young people, they primarily represent a way of sharing with friends. In Switzerland, text messaging, mobile phones and social networks are now the most important tools for staying in touch with friends. Meanwhile, the good old landline has almost reached the end of its useful life. Meeting friends and getting to know new people are just as important as smartphones for young Swiss.

The way information is gathered in the three countries shows another interesting difference. In the US and in Brazil, television and new media dominate. Interestingly, more than half of the American respondents rely on news apps on their smartphones. On the other hand, the young Swiss get most of their information from the free tabloid newspapers. Radio also continues to be an important channel for disseminating information.

Figure 4.01

Friends get in touch by SMS

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

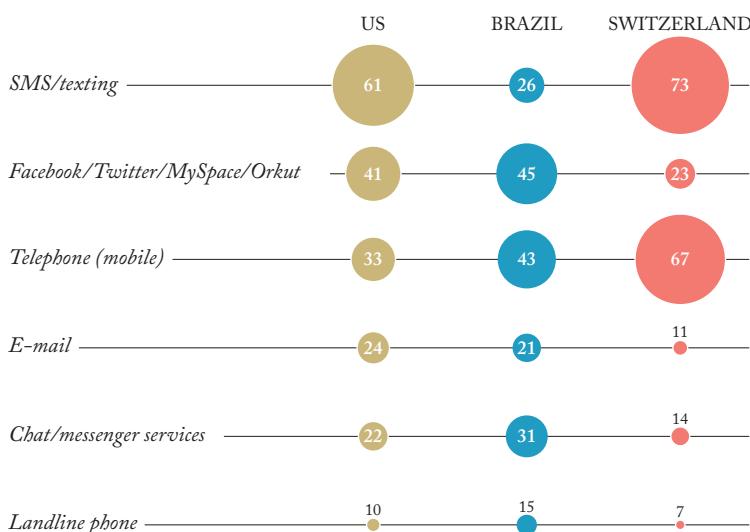


Figure 4.02

Smartphones are in, electric cars are out

"We have listed some very different activities/attitudes. State whether these are 'in' or 'out' in your personal life and what your opinion of them is" (Swiss responses)

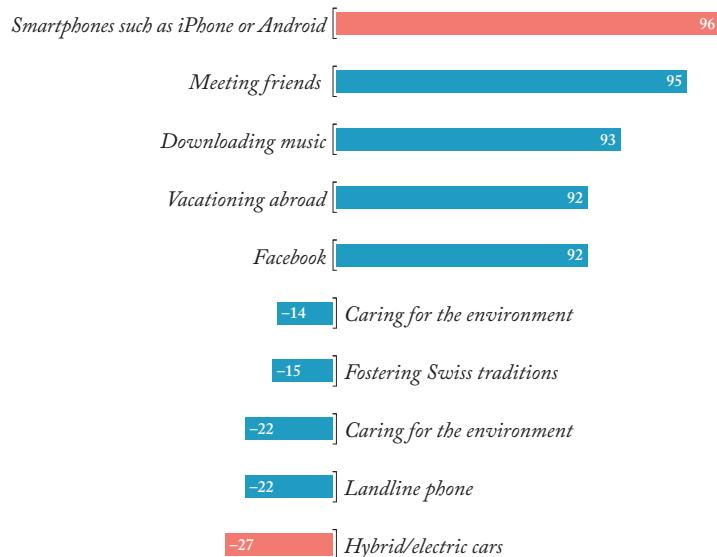
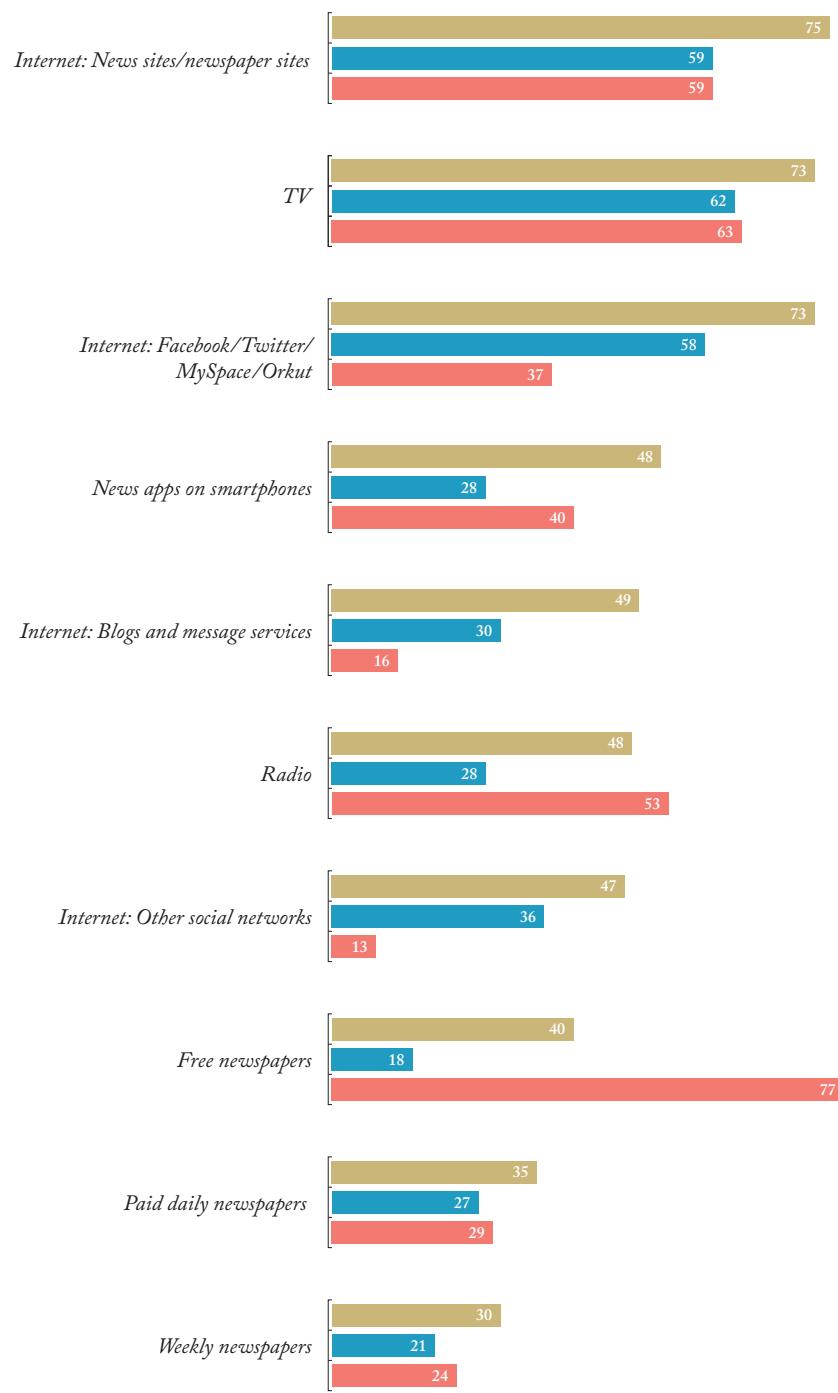


Figure 4.03

Free tabloids are the main source of information for young Swiss people

"How do you keep informed about daily events?"



94%
of young Swiss
are aware that infor-
mation posted on
Facebook could fall
into the wrong hands.

39%
of young Americans
play more than
two hours of com-
puter games every
day.

41%
of young Brazilians
donate part of
their money to
charitable causes.

Brazil could be a model state

Political scientist Lukas Golder on the ambitious and close-knit youth of Brazil, the increasing importance of religion in the US and the career-oriented pragmatism of young Swiss.

By Daniel Ammann

You surveyed young people not only in Switzerland but also those in the US and Brazil for the Youth Barometer. How do these three countries differ in terms of values?

Brazil, Switzerland and the US reflect three basically different national patterns. In Protestant Europe, which includes Switzerland, the values of rationalism and the natural sciences have driven modernization. Religion, on the other hand, has taken a back seat. The economic boom following the 1950s also triggered a change in values. Since then, there has been more emphasis on self-actualization, while security purely for the sake of survival has become less important.

Even in Anglo-Saxon countries, the value of self-realization in the sense of the "American Dream" is particularly common, but religion – for example, the phenomenon of independent churches – plays a greater role than in Protestant Europe.

Finally, Latin American nations like Brazil are seeing extreme social dynamism, suggesting changing values. Traditionally, religious values have played a bigger role in these nations, with security and survival taking priority over self-realization.

Did the survey confirm these different values?

Overall, yes. In Brazil, traditional values are omnipresent and religion is considered important. The views of young people, however, are shaped by opportunities for social mobility, and



Lukas Golder is on the board of directors at the research firm gfs. bern, which conducts the Youth Barometer survey every year for Credit Suisse. As a political scientist and media scholar, Golder focuses on analyses of communications, campaigns and media effectiveness.

self-realization is becoming extraordinarily significant. Sensuality and body culture play a huge role. However, these young people also show the greatest readiness to take responsibility in the emerging nation, where much is changing. Young people in the US, on the other hand, are much more attuned to the economic downturn. They want to safeguard their property and their national invulnerability, and put greater emphasis on security. If anything, religion is taking on an even more central role in the US. That is an interesting trend – if young people preserve their values, Brazil and the US will be trading places.

And in Switzerland?

In Switzerland, traditional ideas carry more weight than ever before. The EU is losing some of its influence. A certain insouciance goes hand-in-hand with a sense of a threat from beyond its borders. Non-economic goals are often especially important here, and young people are pragmatic when it comes to careers. For one thing, a high level of satisfaction lessens the desire to take more responsibility for society.

What was the biggest surprise for you in the study's findings?

Despite the wish for greater self-actualization in Brazil, young people show considerably more solidarity with others than their counterparts in the US and Switzerland. I would have expected pushiness from such an ambitious society. But the desire for solidarity predominates. In Switzerland and the US, defending one's own privileges now takes priority.

What are the biggest differences between the countries?

Young people in the US still pursue the American Dream of rising from office drone to millionaire, but the crisis has shaken their confidence and frustrates them at times. Almost the opposite is true of Brazil. Young Brazilians also believe in the chance that they will rise to become a millionaire – but they want to live the dream with others, while still enjoying life. In Switzerland, everything is much more concrete. Instead of

dreaming, Swiss young people roll up their sleeves and make their dreams of career success a reality, all the while finding ways to achieve other goals as well.

With all of these differences, does the survey yield conclusions about globalized youth?

Yes, there are parallels in certain ideas. In all countries, traditional values about social interaction are of crucial importance to young people. Current trends take shape through communication and social networks such as Facebook, which are truly all-purpose:

The economic crisis has shaken young Americans' confidence and frustrates them.

They allow young people to stay in touch, share, find tips for leisure activities and gather information of all kinds.

You often hear that social networks draw young people into politics. What do you think?

The connection between spontaneous political action organized through social networks and real political engagement is weak, if it exists at all. Particularly in Switzerland, there is little willingness to join together in support of political or social causes. Young people here are comparatively well off, and obviously there is little call for change.

The Youth Barometer gives the impression that particularly Brazilians, but also Americans, are economically "hungrier" than Swiss. Is that accurate?

It is a fact that economic awareness as

an index of various attitudes toward the economy is higher in the US and Brazil than in Switzerland. Young people in those two countries are struggling to gain a foothold in their economies. In Switzerland, this is simpler. The economy is, quite simply, normal and part of everyday life. Maintaining a work-life balance is a high priority. The Swiss economy also succeeds in downplaying the fact that young people are a crucial part of it. That is not exactly a motivating factor.

What impact do young people have on the economic and social future of their countries?

If Brazil continues to grow and succeeds in combating corruption effectively, a social market economy of a new kind could develop and overcome poverty. A new model state could emerge in the wake of the World Cup and the 2016 Olympic Games.

In the US, much depends on the economy. If the country loses ground on the international playing field, its young people will lack prospects in the long run. That increases the risk of social unrest.

Switzerland depends heavily on international events, but conversely is better off than its neighbors. If new challenges present themselves, it will be difficult to adapt and reform quickly, and young Swiss will lack prospects, too.

What is the single most important thing shaping the values of young people?

Researchers believe that the innermost circle of friends serves as the main factor shaping the values of young people. While it is true that friends are important to the young people in all three countries, I think economic conditions also contribute

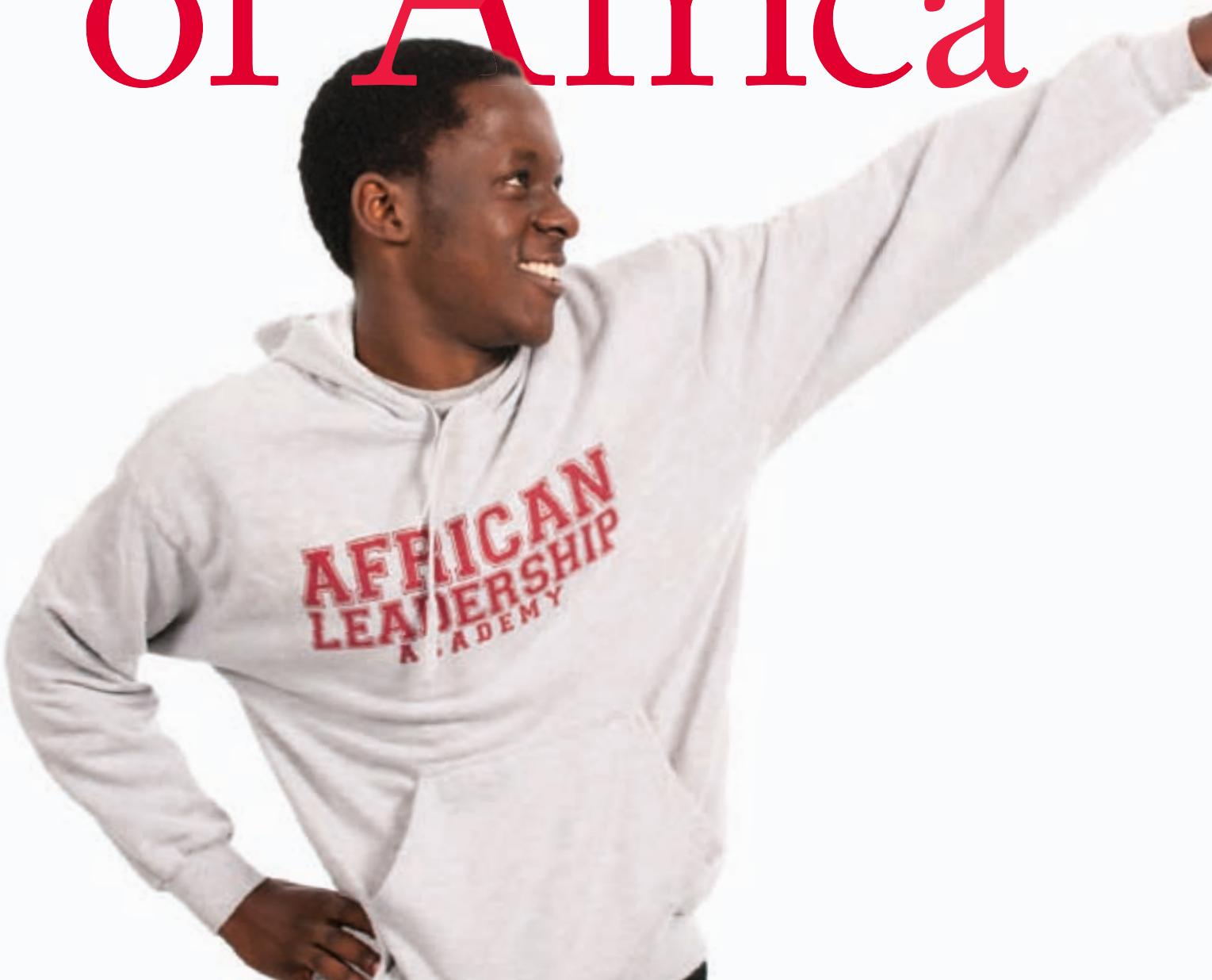
to this. Economic factors significantly affect the way values change from generation to generation. This speaks in favor of incorporating economic considerations into education and debate about education.

The innermost circle of friends is the main factor shaping the values of young people.

This is the third time you have conducted the surveys for the Youth Barometer. Can you already identify trends?

Some trends in values and other long-term indicators will not be visible for several years. What we can say, however, is that communication media is showing the most dynamism. Smartphones are currently showing a drastic rise and social networks are extremely important to young people. What is interesting is that the means of communication are setting more trends than their content is. One could almost sum it up by saying that a new Facebook release sets more trends these days than political shifts do. ■

We are the future of Africa



In Africa, a lack of responsible leadership in many countries directly contributes to slow economic growth and persistent poverty.

FOR THAT REASON, THE AFRICAN Leadership Academy is looking to train a new generation of leaders, ranging from political and business leaders to innovators of social enterprise. But, there is also some surprisingly positive news coming out of Africa. Six out of the world's ten fastest-growing economies since the year 2000 can be found in Africa. These are truly rays of light.

However, the underlying causes of the underdevelopment of this continent remain largely unresolved. According to the International Monetary Fund, the proportion of people living in absolute poverty has declined only slightly south of the Sahara, to 51 percent.

In fact, the world has known for quite a long time why this is: Back in 1998, two experts from the World Bank, David Dollar and Lant Pritchett, published a pioneering study that showed how investment and aid donations simply disappear without achieving anything in poorly governed states. In well-governed states, by contrast, the population can reap the benefits of economic growth. By "well-governed," Dollar and Pritchett mean governments that uphold the rule of law and respect private property, pursue an open market economic policy, have low levels of corruption, and possess an efficient administration generally.

And these are precisely the phenomena that are still lacking in a large part of Africa. "In the absence of stable institutions, a bad leader can completely destroy society," observes Fred Swaniker. Even more important is the second part of his observation: "But a good leader can have a fantastic influence on a society."

Swaniker, 35, hails from Ghana and studied business administration in the US before going on to work as a management consultant for McKinsey in Nigeria. But he gave up his well-paid job in order to dedicate himself to an ambitious goal: To establish a new generation of African political and business leaders, trained on responsible leadership and entrepreneurship that will

ultimately contribute to freeing the continent from poverty and corruption, and creating jobs. "We need good leaders for Africa," he says. "And such individuals are not born, they are created." With the financial support of major companies such as Cisco Systems, Coca Cola Africa, MasterCard, and Credit Suisse, Swaniker has headed up the African Leadership Academy (ALA) in Johannesburg, South Africa since 2008: The academy houses 200 students on its residential campus, and takes them through the Cambridge "A-levels." The lucky few are chosen from thousands of applications from the 54 countries that make up Africa. These are all highly-talented girls and boys – teenagers between 15 and 18 to be precise.

In addition to mathematics and languages, the timetable focuses on subjects such as leadership skills, entrepreneurship, and a uniquely designed course on African studies, specifically geared toward understanding issues that face the continent. Almost 80% of ALA students are on a form of scholarship, but all students receive admission to the academy on an important condition: after completing their university education, ALA graduates commit to return to Africa and work there for at least 10 years – or repay the tuition. This is an attempt by the African Leadership Academy to counter the serious problem of "brain drain:" Every year, thousands of well-trained Africans leave their continent in search of a better life and better-paid work.

"Africa can only cut itself free from poverty if we become entrepreneurs," says Swaniker: "Development aid cannot help us in the long run – only we can do that." The students of this pioneering institution are beacons of hope for this continent. We asked eight of them about their dreams and ideas. Who knows, perhaps there is a future president or two in their midst? ■ Daniel Ammann

2012 Credit Suisse Youth Barometer

Social involvement is widespread

Brazil's young people show the greatest willingness to accept responsibility for society.



"I want to accept responsibility for society and the environment."



Why do some African countries continue to lag behind?

In general, the main reasons are corruption, inefficiency, lack of leadership, inadequate educational systems and unfortunately also dependence on foreign institutions influencing the economy in our countries.

How can more jobs be created in Africa?

It is necessary to have a good education, ethical entrepreneurs and equal opportunity for all. A good education frees people from ignorance and shows them how to think and work independently. In addition, we need entrepreneurs who will give these well-educated people a chance. Ethical entrepreneurs will create the jobs to reduce Africa's dependence on foreign companies. Equal opportunity will provide the same chances for everyone once they have a good education and have acquired entrepreneurial skills.

**“I dream of an Africa
that is not robbed
by its own people, but one
that makes people strong.”**

Biggie Tangane
Botswana

Takalani Malivha
South Africa



What is the most important thing you learned at the African Leadership Academy?
The most important thing is that you should express your opinion freely, because that opens doors, even where you least expect it. It opens up countless opportunities and gives you incredible new perspectives. I was never afraid to state my opinion and to listen carefully to other people or groups.

What are three important changes that Africa needs?
A concept of freedom, more understanding of how important education is. Exemplary, strategic and passionate leaders.

What needs to happen for new jobs to be created in Africa?
Brave individuals. There are so many opportunities waiting to be used. Few people take these chances, and then greed prevents them from achieving anything in their society. A new attitude is necessary. We have to rely on our own strengths and be creative, use existing resources, and make things happen that are considered impossible in Africa.

“The source of all African problems is the poor education of the people. And the inability to tap natural resources on their own.”



Tebello Qhotsokoane
Lesotho

Cornelius Muhamba
Zimbabwe

What makes a good leader?
A good leader has to have a vision and the courage to pursue this objective. Only people with an understanding of their own path, who know how to reach a goal and who bring along the right values, can lead others. The following equation expresses it best:
Good leader = goal orientation + ethics + sincerity.

Why does Africa lag behind economically?

This is one result of the poor leaders in power and the bad decisions that they and their predecessors have made. The dependence on foreign countries also plays a major role.



What needs to happen for more jobs to be created in Africa?

We have to reorient our education system and place a greater focus on entrepreneurial thinking. Every graduating class should be a pool of entrepreneurial talent, able to recognize the potential in their surroundings and to take advantage of opportunities.



“If I were in power, I would encourage the media to be involved in the arts, to promote them, and to recognize that there is money to be earned in the arts.”

Alexia Paradzai
Zimbabwe

Anna Hope Tshibwabwa
Democratic Republic of Congo

What is the most important thing you learned at the African Leadership Academy?

Three things are particularly important to me: courage, initiative and networking. Courage—because we are the future leaders of Africa, and we will be expected to bring about changes that cannot be achieved overnight. There will be problems, and some people will be against us. Courage is needed to persevere and to address mistakes if we believe that something was not done correctly. Courage is needed to stand up for what we think is right.

Initiative is important, too. Things will not always go as expected, especially in Africa, and when that happens, we will have to come up with other innovative solutions to our problems.



Networking is important because, as future African leaders, we will need to work together to solve Africa's problems. That will only work when we know one another and have access to the experience of other Africans.

Tafadzwa Matika
Zimbabwe

Why does the African continent lag behind economically?

Mainly because of its debt and because the industrial sector is underdeveloped. After gaining independence, most African countries took on massive amounts of debt to generate economic growth. This debt had direct positive effects, but paying it off would soon prove detrimental for the young economies.



Over the long term, these loans brought more unfavorable effects than favorable ones. And because our industrial sector is underdeveloped, we have to export raw materials worth less than the finished goods that we import. Therefore, our national economies lag behind because they are caught in a cycle of poverty; we have to spend more than we take in.

What is your dream for Africa?
I would like to see a healthy continent with high-quality and affordable health care for all.

“When she wakes up
in the morning, every African
woman should be able
to make her own decisions.”



Why does the African continent still lag behind economically?

Africa urgently needs financial independence. Our continent is like a dog on a leash held by the West. We are still looking to blame others. We like to cast ourselves as the victim, and we mourn for what we lost under slavery or during the colonial period. Our leaders should finally invest in our local skills. The paternalistic mindset of the West toward Africa shows a certain ignorance that we desperately need to overcome.

Africans must appreciate the value of the resources at our disposal. It is grotesque that we have all these natural resources beneath our feet and export them for next to nothing, only to be unable to afford the finished product. Africans must be able to enjoy the fruits of their labor. My greatest wish is that Africa will truly achieve freedom.

**Boikanyo
Gosiaame Tefu
South Africa**



Leandra, Laura, Annina
and Samira (left to right)
in the ocean off Málaga.



Life's a beach

Swiss teenagers love to vacation abroad.

Four teenage girls from Winterthur tell about their first trip without their parents, how they love Spain and how you can survive on 10 euros a day.

by Simon Brunner and Maurice Haas (photos)

We come back. You've just spent 10 days in Málaga – the first trip the four of you have taken together. How was it?

LEANDRA: Fantastic. We could just lie on the beach and be lazy. Mom wasn't there to crack the whip and say, "Come on, time to do something productive!"

LAURA: We were responsible for taking care of things and had to decide things on our own, like whether we still had water and where we should go shopping. And sometimes we got lost, since we couldn't just follow dad's lead.

SAMIRA: But we could choose where we wanted to eat, and when!

ANNINA: And we didn't have to account for everything that we were doing.

Was there anything about a family vacation that you missed?

LEANDRA: Having our parents foot the bill, of course.

ANNINA: And maybe the background information about the area that we got from our parents without asking.

How did this trip come about?

SAMIRA: We've been talking for years about going away together when we were 18.

ANNINA: We started planning last summer.

SAMIRA: Our friend Ale was supposed to come with us, but her parents weren't so thrilled with the idea.

And why did you decide on Málaga?

LAURA: We wanted to have a good time but we were interested in culture, too. And of course the beach. But we didn't want to go to a place where it's all about getting drunk.

ANNINA: And we didn't want too many tourists.

2012 Credit Suisse Youth Barometer

Vacations are most important to the Swiss. Vacations have a higher priority for young people in Switzerland than for their Brazilian or US counterparts.

CHF 1,540

CHF 499

CHF 629

"If you were given a gift of 10,000 Swiss francs, what would you do with the money?"

LEANDRA: I googled "cheap apartment Spain beach" – and found this apartment in Málaga. So we looked at some pictures of the city and immediately liked it.

SAMIRA: Benidorm was also in the running, but we decided against it – too many young Brits who were just there to party. We considered Tenerife, too, but the flights were too expensive.

Did you use a travel agency?

ANNINA: Why? We searched for flights on the Internet and saw that the prices were going up every day. So we went ahead and booked.

LEANDRA: That was all we arranged. Samira was supposed to bring a guidebook, but she forgot. Too bad, I would have liked to take a look at it to find out more about the fortress in Málaga.

How did you plan the financial side of the trip?

ANNINA: We budgeted 40 euros per day – which was too much. We didn't spend more than 10.

SAMIRA: For breakfast, lunch and dinner – and we had enough left over for shampoo and sunscreen.

ANNINA: Awesome, isn't it? My father said, "Didn't you eat?" – Hey, all we did was eat!

LEANDRA: Sometimes we'd do a big shopping run, and as the cart filled up we'd think, "This is going to be expensive..."

ANNINA: 15 euros! The most we ever spent was 30. We really did a great job handling our money.

SAMIRA: We used the money we saved on essentials to shop for other things.

What did you eat?

LAURA: We had breakfast in the apartment. Cereal...

LEANDRA: ... sometimes even fruit. It was a pretty balanced diet.

ANNINA: ... at least there was fruit on the table.

SAMIRA: I love jamón. I wish I could have brought a whole ham hock home with me.

How much did your vacation add up to?

ANNINA: Not quite 1,000 Swiss francs each – 320 for the apartment, 120 for food, 300 for the flight, and 240 for other kinds of shopping.

And who paid for it all?

LAURA: I have to get a job now, because my parents lent me the money.

SAMIRA: I still have to pay back part of it – we haven't figured out how much yet.

LEANDRA: My parents paid for everything ...

... because they were so happy that they could finally go on vacation together, just the two of them?

LEANDRA: Maybe that's part of it. They went on a bicycling trip along the Baltic Sea. Nobody could have talked me into doing that.

Were your parents okay with letting you go?

ALL: Yes, absolutely.

LAURA: I have an older sister who paved the way for me.

ANNINA: We had been talking about this trip for a really long time. It didn't come as a surprise.

LEANDRA: I never said, "Mom and dad, can I go on vacation?" – I said, "Hey, mom and dad, we're going on a trip by ourselves!"

ANNINA: Hmm. For me it was more like, "Is it okay if we go?"

Were there any conditions? Anything that you weren't allowed to do?

LEANDRA: "Don't do anything stupid" – that's what they always say. Nothing other than that.

Your parents grew up in the swinging '70s and '80s. Any chance they were wilder than you are?

LAURA: I'm sure my father was, but not my mother.

SAMIRA: My father had long hair that he blow-dried so that it looked like a perm. And he had a mustache!

LEANDRA: I think my parents may have smoked pot. It was the hippie era, after all.

Is marijuana out, as far as you're concerned?

LEANDRA: There's one guy in our class who uses it.

SAMIRA: We're past that stage. It's the 14- and 15-year-olds who do it.

How about other drugs?

LAURA: I've never seen anyone using drugs. ▶



Four friends (left to right)

SAMIRA, 17, is planning a language stay in the US after she graduates from high school. After that she wants to go to Spain, which is where her family is from. ANNINA, 17, wants to go straight to university. During her studies she might spend a semester abroad. LAURA, 18, wants to start medical school right away rather than taking a year off, since it takes such a long time to earn a medical degree – travel will have to wait until she spends a semester abroad. LEANDRA, 18, wants to travel after she graduates.



“When you’re away from your parents, you don’t have to account for everything that you’re doing” – Annina



“Homesick? Not at all!” – Laura



“My father was wilder than we are” – Laura (far right)



"I took nine pairs of shoes with me, and bought another two" – Annina

LEANDRA: Fruity alcoholic drinks are really popular.

Do your parents think you're too well-behaved?

ANNINA: Not well-behaved, exactly, but they can trust us. We're levelheaded.

LEANDRA: They know that we go out. They'd be disappointed if we were in bed by nine o'clock.

What did your boyfriends have to say about your trip to Málaga?

LEANDRA: I'm the only one who has a boyfriend. He didn't say anything.

Didn't he want to go along?

LEANDRA: That was never even discussed. It was a girls' trip.

LAURA: And he goes away with his friends, too.

Wasn't he worried about you?

LEANDRA: A little bit. More than my parents.

Getting back to Spain – did the apartment live up to what was online?

SAMIRA: Definitely. It was a one-room apartment on the 12th floor. One wall was all windows.

ANNINA: You could see the beach and the castle, which was lit up at night. It was gorgeous.

SAMIRA: I had to share a bed with Annina. During the night, she always turns on her side in this weird way that makes her look like a croissant.

LAURA: And – very important: There were lots of mirrors in the apartment!

Did you fight at all?

LEANDRA: Yes, we're all pretty strong-willed. None of us is willing to let the others make all the decisions.

LAURA: We fought about silly things, like going out or the washing machine.

ANNINA: I wouldn't call it fighting, it was more that we'd sometimes bitch at each other.

What was your day like?

LAURA: We got up at about 10:30. We usually set the alarm for earlier, but just

couldn't get out of bed.

ANNINA: I normally get up earlier than the others, but we were totally exhausted from school...

LEANDRA: Right before our vacation was the most stressful time of our lives – we had an unbelievable number of tests. Three weeks before we left I thought I'd collapse. Thinking about Málaga was the only thing that kept me going.

ANNINA: ...and after breakfast we'd head to the beach. For the whole day.

How can you spend the whole day at the beach?

SAMIRA: We watch people.

ANNINA: People watching is so much fun.

LEANDRA: And we'd play cards.

LAURA: Samira and Leandra can spend hours in the water, letting the waves wash over them, like a couple of beached whales.

How about reading?

SAMIRA: I pulled out a book maybe two or three times – for a total of 30 minutes.

LAURA: We had to read so much for school. This was our time to relax.

How about nightlife?

ANNINA: Of course! We went out a couple of times.

LEANDRA: There were some guys passing out discount flyers downtown. You could get a drink and a shot for just 3 euros!

LAURA: We never had to pay to get in. And the fact that two of us were only 17 wasn't a problem.

ANNINA: But the clubs didn't have dancing. They were more like bars. We were home by three o'clock.

You didn't meet any guys?

SAMIRA: No.

LAURA: They were either too old or otherwise not an option. We saw more good-looking men at the airport when we were flying back...

ANNINA: ...than in all of Málaga!

Were you disappointed?

ANNINA: Well, of course it would have been fun. But it wasn't a big deal. After all, we had each other.

LEANDRA: It was nice that we weren't always getting hit on.

Were you ever afraid?

LAURA: No. Why not?

ANNINA: We felt really safe, in the apartment, too.

LAURA: We avoided dark alleys.

LEANDRA: I think guys bother me more often in Winterthur.

Before our trip we were worried about whether there would be an Internet connection in the apartment.

ANNINA: Luckily there was, 10 euros for ten days.

LEANDRA: All of us have smartphones, so we could always look things up ...

... and post pictures on Facebook?

ANNINA: I'm not on Facebook.

LEANDRA: I can't remember when I posted something last.

SAMIRA: I don't even have a profile picture.

LAURA: I uploaded two pictures during the whole time.

SAMIRA: We used Facebook more when it was new. It's really embarrassing to remember all the things we used to post! Today it's annoying.

So you used the Internet just to get information for your trip?

SAMIRA: No. The WhatsApp messaging service is important. Everybody has it.

ANNINA: We have a group of 10 people. Two of them were vacationing in Thailand. We all send photos and messages back and forth.

LEANDRA: If you don't check your phone for five minutes, you'll have 50 new messages.

Why is it better than Facebook?

ANNINA: It's private – not everybody can see what you write.

LAURA: And there's not that stupid competition for "likes."

ANNINA: It's for chatting. You can always reach people.

Did you have to send regular updates to your families?

ALLE: No.

LEANDRA: My mother called me on the

phone when I had a fever for two days. Other than that, I sent a message occasionally.

ANNINA: My father sent me pictures from his vacation, and I sent him some pictures of our chaos.

Did you send postcards?

ALLE: We forgot! We wanted to send a few.

ANNINA: I wanted to write to my grandma and my sister.

Did you pack the right things?

ANNINA: Maybe a little too much.

LAURA: I was glad that Annina came with us – when she's along you don't need to pack clothes. She has the best things, and she doesn't mind lending them out.

LEANDRA: Unfortunately her feet are too small, so we can't borrow her shoes.

ANNINA: I took nine pairs with me, and bought another two. But everything fit into my small suitcase. I'm good at packing.

Speaking of shopping – what kinds of things did you buy?

ANNINA: Shoes, dresses, underwear ...

LEANDRA: ... handbags, jewelry. Everything.

How do you go about shopping?

ANNINA: First we pick out some things, then we all find fitting rooms. We show each other the things we try on, and everyone gives her opinion.

LEANDRA: Unfortunately they won't let two people share a fitting room anymore, even if it's huge. I have no idea why.

How long does it take you to get ready to go out in the evening?

ANNINA: When we're all together it can take up to three hours. First we trade off until everyone has found something to wear. Then we do our makeup. And then we change clothes again.

LEANDRA: Then we do our hair. Then come the shoes.

ANNINA: Shoes!

Nobody gets bored? I couldn't stand it.

ALL: No!

SAMIRA: It's stressful, hard work!

LAURA: It never works out perfectly – somebody is always missing something.

ANNINA: In Spain, luckily, we had all the time in the world.

What do your parents say when you get all glammed up?

LAURA: My father says: "Your skirt's too short!"

LEANDRA: ... my dad has a problem with the color of my nail polish.

LAURA: Mine too. But he'd never say I couldn't wear it.

ANNINA: But we don't go out in such revealing clothes at home. Short dresses and high heels like this, I'd never wear them in Winterthur.

Why not?

ANNINA: I'd be afraid to wear this out on the street. It's just not done.

LAURA: It wouldn't be appropriate.

ANNINA: It's the norm in Spain. Everybody dresses like this. And it's warmer there.

LEANDRA: I think it looks great. But I'm not trying to pick anyone up. In Switzerland people would immediately assume, "Oh, she's trying to pick up a man, wearing slutty clothes like that."

Were you homesick?

LAURA: Not at all.

LEANDRA: Maybe for a little while, when I was sick. It would have been nice to have my mother take care of me.

According to the Credit Suisse Worry Barometer, young people in Switzerland like to vacation in other countries. Do you prefer traveling abroad to staying in Switzerland?

ALL: Yes!

LEANDRA: I especially like to head south. It's warm there, and I love the ocean.

ANNINA: If you can drive home in two hours, you're not really away.

LAURA: It feels different when people speak another language and the food is different.

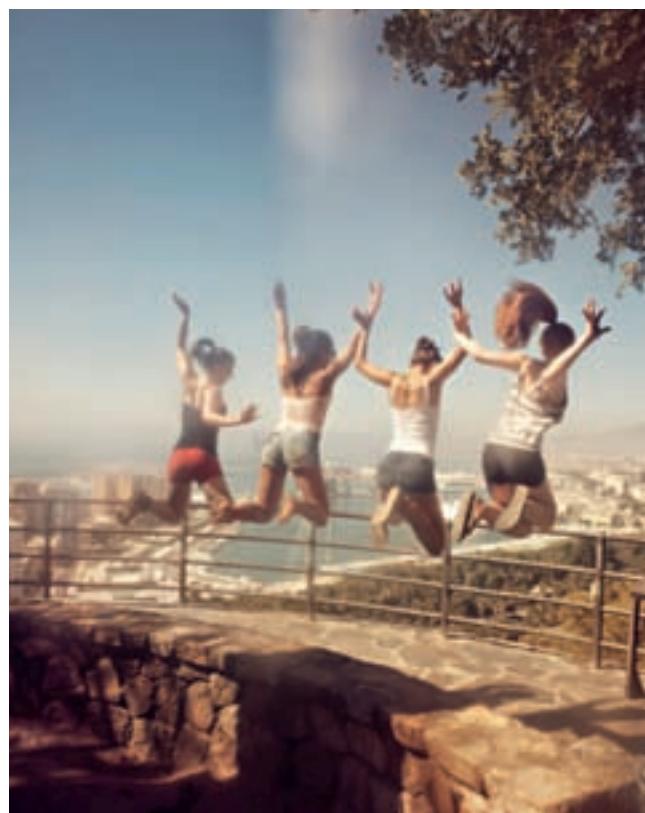
And what would be your dream destination?

LAURA: Thailand or Africa.

SAMIRA: The Seychelles.

LEANDRA: South America or the US. Anywhere but Australia. That's where they have all of the world's poisonous creatures.

ANNINA: New York, Brazil. Everywhere! ■





"He never takes criticism personally:" Xherdan Shaqiri.

Xherdan Shaqiri. At the age of 20, he is already Swiss football's great hope. FC Basel's sports director describes Shaqiri's rise to the top.

By Georg Heitz

HE GAVE ME AN ELBOW TO THE RIBS at the end of August 2009. We were hustling through the tunnel at St. Jakob Park, a sports stadium in Basel, on the way to a photo shoot. A monitor showed the results of the UEFA Champions League group phase. Xherdan Shaqiri nudged me as FC Zürich was drawn. "There," he said. "That's where we need to be."

As a reminder, Shaqiri was not yet 18 at the time and had played just few minutes in the Super League, and FC Basel 1893 at that point was in no position to seek higher laurels. That spring, the club had dismissed longtime coach Christian

Gross and brought in the deceptively easy-going Thorsten Fink, but the season had yet to live up to expectations.

So the situation was anything but clear as Xherdan Shaqiri made his ascent into the pros. The youth development staff had recommended sending him to the first team's preseason camp in Engadine, in southwestern Switzerland. I stayed on in Basel, because we still had to deal with a few transfers during that high-turnover summer. Fink called me on the second day of camp and reported that the best player in his squad was this young hopeful – "the little stinker," as he had affectionately dubbed his protégé.

The "Shaqiri circus" begins

A couple of weeks later, Fink told attendees of the club's technical committee meeting that he couldn't keep Shaqiri out of the starting lineup. After a few matches, a new crowd favorite was born, and the Swiss news weekly *Blick* featured pictures of a reporter with a tape measure around the youngster's powerful thigh. The hype around Xherdan took off.

The team's established players watched the "Shaqiri circus" somewhat warily, and Fink was fairly critical of the eager rookie, too. Quick to rebuke him for tactical errors, he put him on the scales weekly because he thought Shaqi-

ri was carrying too much weight. His intent was not to provoke Xherdan, but almost instinctively to dampen the growing euphoria.

In addition to outstanding football skills, though, the player displayed a quality that still sets him apart: composure. He never took criticism personally, never let it disrupt his play – on the contrary, he would nod when the coach turned to him, jog onto the pitch, and simply play even better than before.

The strategy pursued by Bernhard Heusler, FC Basel's vice president at the time, was clear: Heusler wanted to sign Shaqiri to a new contract by his 18th birthday on October 10 – one that reflected the player's achievements but also would guarantee the club a sizeable transfer fee if he were to leave FCB. In the fall of 2009, nobody at the club had any doubt that Shaqiri would make the jump to the next level.

Discussions in the Shaqiri household

We weren't able to get the contract signed by that deadline, since the Shaqiri family wanted some time to think it over. The discussions were quite open – one day Xherdan asked me to join him at home for a talk. I drove to Augst, outside Basel, in October, where I found the family home – now almost legendary – to be ▶

Xherdan Shaqiri, 20, made his debut with FC Basel in the Super League at just 17 years-old. At 18, he not only earned his first cap with the Swiss national team but also competed in the World Cup in South Africa. He made an impressive contribution to the under-21 European Championship runner-up title the following year. In recognition of his superb achievements, the small and extremely powerful winger (1.69 m, 72 kilos) was voted 2010 Credit Suisse Youngster of the Year. He was crowned both Credit Suisse Player of the Year and Swiss National Player of the Year in 2011 and again in 2012. In 2012, he transferred from FC Basel to FC Bayern Munich.

actually quite charming, albeit without central heating. It was a large gathering, and Xherdan himself served the coffee. But after a few hours, I left empty-handed. Finally, on a Saturday in December, after long consideration and with his customary composure, Shaqiri signed. His new salary was significantly higher and his family was the first to benefit – they soon found a new place to live.

Meanwhile, the headlines grew larger, the nicknames more inventive: “Power Cube,” “Mountain Maradona,” “Ninja Turtle.” He was called up to the Swiss national team and agents began to show increasing interest in the whirlwind. It was even said that one German agent had camped overnight on the Shaqiri doorstep. True or not, it’s a good story...

Inquiries mount

Requests began to pile up in unprecedented numbers on the desk of the spokesperson of FC Basel, Josef Zindel. Could Shaqiri read from his favorite book at a library opening in Berne? Could he please inaugurate this or that athletic field? Would he auction off his jersey for a good cause? – There was almost nothing he wasn’t asked to do.

Remarkably, Xherdan did not crack under the mounting demands. Quite the opposite: The larger the stage, the stronger he grew. One impressive example was the Super League final in Berne in May 2010. Shaqiri – not for the first time – played left back, replacing Behrang Safari. What made the task particularly daunting was that the FCB rookie faced Seydou Doumbia, the best player that season. Xherdan battled like a wily veteran, and the FCB won the match 2–0 to secure the double (the Swiss Cup and the Swiss Football League). A few months later, Shaqiri

and his teammates were playing where they belonged, in his opinion: in the UEFA Champions League.

As the young star’s career skyrocketed, other clubs inevitably coveted his talents. Both Shaqiri and FC Basel began to receive inquiries – nothing yet to tempt either the player or the club, but the trend in this respect was visibly rising.

Shaqiri’s popularity had continued to grow. His Kosovar roots made him a role model for other children of immi-

resentative from a Russian team had spent three days in vain at the Rhine bend, the Bavarians found a willing ear, especially since the German record title-holders were willing to wait till the end of the season, ensuring that Xherdan could play out one of the most successful seasons in the history of FC Basel. The negotiations were professional and swift. Xherdan’s determination to hold out for the right opportunity had paid off.

The Swiss national team player’s final months in Switzerland once more showed what mattered most: the joy of playing football. Although he had already secured his future by signing with FC Bayern, Shaqiri was one of the crucial factors on the road to the 2012 championship. Right up to his last electrifying performance at St. Jakob Park, he gave his all for his team. He captivated spectators with his feints and intuitive play until receiving his final standing ovation from the home crowd at the “Joggeli.”

Now he is where he thought he belonged all along: at the top tier of European football. He will experience setbacks with the Bayern side; the pressure will ratchet up once again. But he will face it with the same composure that has made him what he is today the consummate standard-bearer for Swiss football. ■

Sometimes his impatient teammates had to drag him away from the fans.

grants and – along with his distinctive build and sheer joy in his profession – an idol for football fans even far from Basel. Throngs waited by the team bus outside any stadium – the Pontaise in Lausanne, the Comunale in Bellinzona, the Tourbillon in Sion.

Shaqiri responded to as many requests as possible, sometimes lingering with fans until finally dragged away by an impatient teammate. He never seemed to let it go to his head, no doubt because at home he was just one of the family, under his father Isen’s watchful eye.

The summer transfer window in 2011 got quite tricky for us. Along with one club in Portugal, Atlético Madrid expressed interest in Shaqiri, the first truly prestigious club to do so, and the enticements of the Primera División did give him pause for thought. Naturally, we wanted to keep our player, especially since the offer from Spain came nowhere near what we thought his transfer was worth. When we discussed the situation, Xherdan once again kept a cool head. Neither annoyed nor offended, he used it as motivation to play even harder in order to entice an even better offer.

Waiting pays off: a call from Hoeneß

That offer arrived at the end of January 2012, when Bayern Munich’s Uli Hoeneß called Bernhard Heusler. While the rep-

2012 Credit Suisse Youth Barometer

Life Goals

Young people consider following their dreams an essential goal – especially in Switzerland.



“What life goals do you consider essential?”

Georg Heitz, 43, began working at FC Basel in 2009 as sports coordinator. In 2012, he became sports director and a member of the club’s board. Trained as a sports journalist, he wrote for the Basler Zeitung and for Blick magazine. He published a biography of Swiss footballers Murat and Hakan Yakin in 2004.

First Name	Last Name	Country	-	Winifrida	Muya	TAN	2365	-	Ruth	Chibamba	ZAM	2539	-	Mwanaisha	Amanzi	TAN	2713	-	Lawrence	Gore	ZIM	2884	-	Tatu	Makenga	TAN	3050	-
Furaha	Chanzu	TAN	2193	-	Moyo	Andile	ZIM	2366	-	Farida	Makela	ZAM	2714	-	Rachael	Masanga	ZIM	2885	-	Simela	Sandra	ZIM	3051	-				
Bonani	Dube	ZIM	2194	-	Manyando	Makumba	ZAM	2367	-	Memory	Kunda	ZAM	2715	-	Fanista	Mungylene	TAN	2886	-	Mucezi	Zamiye	ZAM	3052	-				
Probus	Jubilee	ZIM	2195	-	Hilary	Mufanda	ZAM	2368	-	Destiny	Kundesa	ZAM	2716	-	Edu	Katina	ZAM	2887	-	Obita	Mutenda	TAN	3053	-				
Jubilee	Garikai	ZIM	2196	-	Liceli	Mufanda	ZAM	2369	-	Maria	Kalinga	TAN	2717	-	Martha	Musiyinani	ZIM	2888	-	Sikkululele	Moya	ZIM	3054	-				
Advey	Ngaya	TAN	2197	-	Faraja	Konzi	TAN	2370	-	Casta	Chikokesi	ZIM	2718	-	Rabecca	Mutambo	ZAM	2889	-	Lusinde	Kumalba	ZAM	3055	-				
Kasomo	Chama	ZAM	2198	-	Naomi	Mumba	ZAM	2371	-	Moshi	Kayiwanga	TAN	2719	-	Charity	Mwembwa	ZAM	2890	-	Tatenda	Moyo	ZIM	3056	-				
Margaret	Kangwa	ZAM	2199	-	Saphire	Sankwe	ZAM	2372	-	Zenabou	Mahamah	GHA	2720	-	Sepiso	Musiyebu	ZAM	2891	-	Prudence	Chishone	ZAM	3057	-				
Fath	Zulu	ZAM	2200	-	Loren	Matadi	ZAM	2373	-	Natalie	ZIM	2721	-	Idris	Katumbi	ZAM	2892	-	Otito	Kulubu	ZAM	3058	-					
Deophilast	Chiluba	ZAM	2201	-	Chiti	Mwamba	ZAM	2374	-	Emmelineh	Chisenga	ZAM	2722	-	Sibongeniko	Ncube	ZIM	2893	-	Marian	Mukosa	ZAM	3059	-				
Nalukui	Litaka	ZAM	2202	-	Blantina	Mbalase	TAN	2375	-	Stitumbeni	Nalica	ZAM	2723	-	Adjiga	Issahaku	GHA	2894	-	Veronica	Chisauka	ZIM	3060	-				
Mohammed	Hamidu	GHA	2203	-	Namatata	Sitwala	ZAM	2376	-	Martha	Lyambao	ZAM	2724	-	Mary	Kisawike	TAN	2895	-	Nyambe	Nawa	ZAM	3061	-				
Naomi	Mwila	ZAM	2204	-	Duach	Mozau	GHA	2377	-	Pascalia	Mwaba	ZAM	2725	-	Tatu	Sanga	TAN	2896	-	Mpande	Chameya	ZAM	3062	-				
Patrice	Ngando	ZAM	2205	-	Pollie	Mwanda	ZAM	2378	-	Bonita	Mwanda	ZAM	2726	-	Sioma	Chisanga	ZAM	2897	-	Phiona	Mwanda	ZAM	3063	-				
Florence	Mwansa	ZAM	2206	-	Rebecca	Mhimbwa	ZAM	2379	-	Change	Nancy	ZIM	2727	-	Ireen	Mwansa	ZAM	2898	-	Kajatu	Mugala	ZIM	3064	-				
Mildred	Machokolo	ZIM	2207	-	Eunice	Marako	ZIM	2380	-	Margret	Gunika	ZIM	2728	-	Mwanga	Imbwu	ZAM	2899	-	Tumaini	Chase	TAN	3065	-				
Restuta	Njelkela	TAN	2208	-	Mable	Mukombi	ZAM	2381	-	Tumusa	Namatama	ZAM	2729	-	Glady	Mulenga	ZAM	2900	-	Ruth	Kondo	ZIM	3066	-				
Mubita	ZAM	2209	-	Lucy	Namwinga	ZAM	2382	-	Alieeta	Tshuma	ZIM	2730	-	Astridah	Idrisu	GHA	2901	-	Harmonyn	Shirchenha	ZAM	3067	-					
Josephine	Chikanya	ZAM	2210	-	Bless	Mabuku	ZAM	2383	-	Mary	Tshuma	ZIM	2731	-	Shirley	Shoro	ZAM	2902	-	Estar	Chewa	ZAM	3068	-				
Nemakando	Kapokola	ZAM	2211	-	Chita	Namukonde	ZAM	2384	-	Sibanda	Acience	ZIM	2732	-	Aless	Phiri	ZAM	2903	-	Perfect	Nyathi	ZIM	3069	-				
Evan	Tete	ZIM	2212	-	Major	Namukonde	ZAM	2385	-	Ruth	Mwila	ZAM	2733	-	Sibonikongo	Mpfu	ZIM	2904	-	Monica	Namukwala	ZAM	3070	-				
Rafia	Sulemana	GHA	2213	-	Rosene	Musambra	ZAM	2386	-	Matau	Winnet	ZIM	2734	-	Mumba	Jubilee	ZAM	2905	-	Hellen	Nagabo	ZAM	3071	-				
Gillian	Chanda	ZAM	2214	-	Prudence	Chibesa	ZAM	2387	-	Helle	Mwila	ZAM	2735	-	Patience	Nyandoro	ZIM	2906	-	Musonda	Miles	ZAM	3072	-				
Isabela	Ngongo	TAN	2275	-	Ndumibayo	Ncube	ZIM	2447	-	Sela	Kiyegu	TAN	2621	-	Hyveen	Chanda	ZAM	2795	-	Memory	Chanda	ZAM	3092	-				
Nevisy	Lihaya	TAN	2276	-	Ncube	Patricia	ZIM	2448	-	Sikujua	Kalozi	TAN	2622	-	Sophia	Machona	ZAM	2796	-	Agnes	Ngando	ZAM	3093	-				
Umbra	Kaputungu	ZAM	2277	-	Fozia	Mwela	GHA	2449	-	Ziena	Ngebla	TAN	2623	-	Harriet	Chibula	ZAM	2797	-	Monica	Hanchabila	ZAM	3075	-				
Sara	Yuma	ZAM	2278	-	Mwela	Manyando	ZAM	2450	-	Thelma	Mupunga	ZIM	2624	-	Patricia	Mutale	ZAM	2798	-	Violet	Nkayi	ZAM	3076	-				
Tamari	Chuma	ZIM	2279	-	Nancy	Lengwe	ZAM	2451	-	Maggie	Mulenga	ZAM	2625	-	Grace	Mulenga	ZAM	2799	-	Monedela	Habila	ZAM	3077	-				
Orla	Chimuso	ZAM	2280	-	Mercy	Mulenga	ZAM	2452	-	Christina	Nchinda	TAN	2626	-	Patricia	Mwanga	ZAM	2800	-	Dorothy	Mhepo	ZIM	3078	-				
Doreen	Chikumba	ZAM	2281	-	Charity	Chihando	ZIM	2453	-	Safia	Sulernga	GHA	2628	-	Juliet	Charu	ZAM	2801	-	Christobel	Mwendo	ZAM	3079	-				
Wesega	Zhou	ZAM	2282	-	Chitayu	Namakade	ZAM	2454	-	Joseph	Shylet	ZIM	2629	-	Rosemary	Butale	ZAM	2802	-	Harriett	Nagago	ZAM	3080	-				
Pozeni	Mpalanzi	TAN	2283	-	Mitchell	Matsikidi	ZIM	2455	-	Tshuma	Simenkosi	ZIM	2630	-	Gladys	Kabata	ZAM	2803	-	Juliet	Harmonyn	ZAM	3081	-				
Tinago	Jane	ZIM	2284	-	Amelia	Nondi	ZAM	2456	-	Ivy	Biwia	GHA	2631	-	Rude	Kabata	ZAM	2804	-	Beatrice	Chibulushi	ZAM	3082	-				
Napinda	Ngando	ZAM	2285	-	Stephanie	Nzimba	ZAM	2457	-	Kulwa	Entate	ZAM	2632	-	Stronda	Kitoko	ZAM	2805	-	Chandu	Chisanga	ZAM	3083	-				
Sharon	Ngando	ZAM	2286	-	Sister	Skufule	Mebelo	2458	-	Chikonga	Bundambido	ZAM	2633	-	Josephine	Mulenga	ZAM	2806	-	Agnes	Ngando	ZAM	3084	-				
Vwangani	Nyimbiri	ZAM	2287	-	Moleen	Murambiza	ZIM	2459	-	Vester	Matsihya	ZIM	2634	-	Beth	Ngwele	ZAM	2807	-	Agnes	Ngando	ZAM	3085	-				
Mumuni	Maria	GHA	2288	-	Namkande	Maimbolwa	ZAM	2460	-	Grace	Yebwa	ZAM	2635	-	Malvina	Chibanya	ZAM	2808	-	Devota	Mwendwa	TAN	3086	-				
Magreeve	Mweiba	ZAM	2289	-	Margaret	Musanta	ZAM	2461	-	Namakade	Kufanga	ZAM	2636	-	Patricia	Yebwa	ZAM	2809	-	Monica	Mlambwa	ZIM	3095	-				
Beauty	Wendy	ZAM	2290	-	Sister	Ngwadi	ZAM	2462	-	Naomi	Yebwa	ZAM	2637	-	Grace	Yebwa	ZAM	2810	-	Chido	Kunguma	ZIM	3096	-				
Phenny	Nalungwe	ZAM	2291	-	Samuel	Musemo	ZAM	2463	-	Mary	Ujaliyi	ZAM	2638	-	Juliet	Yebwa	ZAM	2811	-	Patricia	Wendwa	ZAM	3097	-				
Naomi	Namwinga	ZAM	2292	-	Chitulya	Kibinda	ZAM	2464	-	Mayani	Chanda	ZAM	2639	-	Agnes	Chitulya	ZAM	2812	-	Elisabeth	Wendwa	ZAM	3098	-				
Bridget	Kasasa	ZAM	2293	-	Veronica	Kiyeyeu	TAN	2465	-	Doris	Chanda	ZAM	2640	-	Mahamud	Kabata	ZAM	2813	-	Elizabeth	Wendwa	ZAM	3099	-				
Limbo	Kasibeli	ZAM	2294	-	Rutendo	Gomo	ZIM	2466	-	Mathilde	Kipendo	ZIM	2641	-	Norah	Kipendo	ZAM	2814	-	Juliet	Wendwa	ZAM	3100	-				
Frida	Ngando	ZAM	2295	-	Allie	Kipendo	ZAM	2467	-	Clare	Kipendo	ZAM	2642	-	Patricia	Kipendo	ZAM	2815	-	Agnes	Wendwa	ZAM	3101	-				
Fungi	Mbilangi	ZAM	2296	-	Zuhura	Chibela	ZAM	2468	-	Carl	Machokolo	ZAM	2643	-	Josephine	Mulenga	ZAM	2816	-	Monica	Wendwa	ZAM	3102	-				
Noris	Chungu	ZAM	2297	-	Prudence	Wendwa	ZAM	2469	-	Laure	Regina	GHA	2644	-	Bitan	Ngando	ZAM	2817	-	Monica	Wendwa	ZAM	3103	-				
Catherine	Divia	ZAM	2298	-	Brilliant	Moyo	ZIM	2470	-	Mapula	Nakulai	ZAM	2645	-	Hijrina	Ngando	ZAM	2818	-	Devota	Mwendwa	TAN	3104	-				
Freddy	Chionde	ZAM	2299	-	Goretti	Kasigau	ZAM	2471	-	Linda	Ngonye	ZIM	2646	-	Patricia	Yebwa	ZAM	2819	-	Monica	Mlambwa	ZIM	3095	-				
Imaga	Chionde	ZAM	2300	-	Sister	Ngwadi	ZAM	2472	-	Sophia	Ngwadi	ZAM	2647	-	Grace	Yebwa	ZAM	2820	-	Chido	Kunguma	ZIM	3096	-				
Brendah	Wendwa	ZAM	2301	-	Charity	Mutanga	ZAM	2473	-	James	Tamari	ZAM	2648	-	Patricia	Yebwa	ZAM	2821	-	Patricia	Wendwa	ZAM	3097	-				
Sikumbeleti	Mulubukw	ZAM	2312	-	Elizabeth	Sikanyika	ZAM	2474	-	Clara	Kaufano	ZAM	2649	-	Shirley	Chikanya	ZAM	2822	-	Elizabeth	Wendwa	ZAM	3098	-				
Cindy	Chabwa	ZAM	2313	-	Nigella	Sylvia	ZAM	2475	-	Patience	Kalengwa	ZAM	2650	-	Purity	Chitulya	ZAM	2823	-	Esther	Wendwa	ZAM	3099	-				
Navonne	Chabwa	ZAM	2314	-	Agness	Namwala	ZAM	2476	-	Petter	Tan	ZAM	2651	-	Elaine	Chitulya	ZAM	2824	-	Monica	Wendwa	ZAM	3100	-				
Hilma	Meagama	ZAM	2315	-	Stephanie	Nzimba	ZAM	2477	-	Annet	Nzimba	ZAM	2652	-	Freddie	Chitulya	ZAM	2825	-	Monica	Wendwa	ZAM	3101	-				
Memory	Mutsakanji	ZAM	2316	-	Sandra	Mutambwa	ZAM	2478	-	Umaritini	Ngambwa	ZAM	2653	-	Leanne	Ngambwa	ZAM	2826	-	Monica	Wendwa	ZAM	3102	-				
Sibongile	Mushukhi	ZIM	2327	-	Chiwisa	Sibote	ZAM	2490	-	Loveliness	Mukubwa	ZAM	2654	-	Bitan	Ngambwa	ZAM	2827	-	Monica	Wendwa	ZAM	3103	-				
Waaby	Mwanya	ZAM	2328	-	Anny	Kampambwa	ZAM	2491	-	Shangoa	Ngembwa	TAN	2655	-	Grace	Yebwa	ZAM	2828	-	Monica	Wendwa	ZAM	3104	-				
Nombezile	Modtu	ZAM	2329	-	Joyce	Mugambwa	ZAM	2492	-	Monica	Ngambwa	ZAM	2656	-	Monica	Ngambwa	ZAM	2829	-	Monica	Wendwa	ZAM	3105	-				
Mercy	Ngando	ZAM	2330	-	Minette	Ngwadi	ZAM	2493	-	Ruth	Ngwadi	ZAM	2657	-	Grace	Yebwa	ZAM	2830	-	Monica	Wendwa	ZAM	3106	-				
Mwila	Chinga	ZAM	2331	-	Gladys	Bwala	ZAM	2494	-	Mayumbele	Mwambange	ZAM	2658	-	Grace	Yebwa	ZAM											



So tired

More than half of Swiss teenagers
are sleep-deprived. They can't help it.

By Mathias Plüss

A week in the life of a typical 18-year-old student looks something like this: She goes to bed at about midnight and sleeps until about 6:30, getting six to seven hours of sleep a night, significantly less than the recommended nine hours. By Friday, she is completely sleep-deprived. But she still stays out late on weekend nights. By sleeping in long enough on weekend mornings, she manages to make up for the lost hours.

"On non-school days, more than half of teenagers are still in bed at 1:00 p.m.," says Christian Cajochen, a biologist at the University of Basel, whose research team conducted a representative survey on sleep in Switzerland last year. "Teenagers not only sleep longer on Saturdays and Sundays, they push back both when they go to bed and when they wake up by several hours." This causes a significant disruption in their sleeping and waking patterns, not unlike a long plane flight, which is why this phenomenon is also referred to as "social jet lag."

But teenagers recover quickly. Sleeping in twice a week is enough to get them back on track – at least until Monday morning, when school or work resumes. For many of them, Sunday afternoon is probably the only time when they are truly well rested. This correlates with the findings of the 2012 Credit Suisse Youth Barometer: A full 56 percent of teenagers feel tired most of the time. Other studies have yielded similar results, and teachers at high schools and vocational schools readily confirm that their students are chronically tired and listless.

"Go to bed earlier!" just doesn't cut it

When students are constantly on the brink of exhaustion, their performance suffers, as do their grades. But simply telling them to go to bed earlier doesn't work, because teenagers are just doing what their bodies are wired to do. They function according to an internal clock that simply cannot be altered. Even if they go to bed earlier, they are just not able to fall asleep.

With the onset of puberty, our natural sleep/wake rhythm shifts rapidly to the later hours, an average of 20 minutes per year. After about five years, we reach the top of the curve, and then the time we fall asleep starts to shift back, but only by five minutes per year. By the time we are

about 60 years old, we have finally returned to the schedule of a 10-year-old.

The reason for these changes is unknown. But trying to resist them is futile, since they are essentially biologically programmed. We also see this shifting biorhythm in cultures with less of a sense of individual freedom. Although the time that adolescents go to bed is quite natural, the time that they wake up is decidedly not. "In the evening, our sleep is regulated by our internal clock; in the morning, it is regulated by the alarm clock," explains Till Roenneberg, a biologist at the University of Munich. For teenagers, a class that starts at 8:00 in the morning actually starts in the middle of their subjective night.

**Scientists agree
that adults should
get around
8 1/4 hours of sleep
a night.**

Better grades in the afternoon

The simplest solution would be to have the school day start later. Experts like Christian Cajochen have been pushing for this for a long time, but they have gotten nowhere. "In Switzerland, classes often start as early as 7:30," he says. "That is just too early. A good compromise would be 8:30, but not before 8:00 in any case." So far, though, Liestal Gymnasium is the only school that has succeeded in shifting its start time from 8:00 to 8:30 – and that only on Mondays.

Cajochen's research has yielded some persuasive arguments. "At one point in for-

2012 Credit Suisse Youth Barometer

Sleeplessness on the rise

56 percent of Swiss teenagers complain about being tired. That is 10 percent more than in 2011.



"Is the following statement accurate?
I am tired most of the time."

mer Yugoslavia, they didn't have enough school buildings, so they established morning and afternoon schools in some parts of the country," he explains. "The afternoon students had much better grades, because they were able to sleep in."

But small changes can also make a big difference. At a school in the US, they shifted the start time from 8:00 to 8:30, which immediately had a positive effect on the students' grades. Perhaps even more significant, though, was that the percentage of unhappy and depressed students fell from 65 percent to 45 percent.

In many European countries, schools don't start until 9:00, but in the German-speaking countries the resistance to a later start time is powerful. The typical argument is that kids can't leave for school at 9:00 if the parents already have to be at work at 7:30 or 8:00.

The simplest solution would be to have the work day start a little later, too. But this is a cornerstone of our society that probably isn't going to budge any time soon. The early-to-bed-early-to-rise maxim that stems from agrarian societies is still deeply rooted in our culture. And indeed, getting up early does make sense when you really do have to make hay while the sun shines. But for French and mathematics, a clear, well-rested mind would be more advantageous. A little bit more sleep could do the working world some good, too.

"In my opinion, there is an ideal average amount of sleep for adults, and it is approximately eight hours," Christian Cajochen says, summing up the current state of scientific research. Each lost minute results in a reduction in performance over the long term. Experiments with reaction time have shown that our performance drops off drastically after only a few nights of seven hours of sleep. If we only get six hours, the deprivation accumulates – after two weeks we have the same reaction times as someone who is legally drunk. The worrisome part is that the test subjects felt tired, but mistakenly believed that their performance was not impaired.

In Switzerland, sleep habits are still "relatively good," says Cajochen. According to his survey, the average Swiss person goes to bed at 23:15 and sleeps for 7 ½ hours. In other countries, sleep deprivation is becoming a serious risk. In the US, the median amount of sleep for adults decreased by one hour from 1960 to 1990

(from 8 ½ hours to 7 ½ hours) and has since fallen well below seven hours.

The economic consequences of sleep deprivation are considerable. Sleep-deprived doctors and nurses, for example, make twice as many errors as their well-rested colleagues. Around 20 percent of all serious traffic accidents and half of all industrial accidents can be attributed to sleep deprivation. In the US, the costs of sleep deprivation (missed work, accidents, loss of productivity) added up to an estimated 150 billion US dollars in 2001. Moreover, there is increasing data that shows that sleep deprivation contributes to obesity. Tired people's hormones are markedly out of balance, with insulin levels that are similar to those of diabetics, and this makes them want to eat more. It is no coincidence that a correlation was found in the US between the average amount of sleep people get and the number of people who are obese.

More social acceptance for sleep

"Just like the rich cultural traditions that we have developed over the centuries surrounding food, we need to establish cultural traditions for sleep," suggests Christian Cajochen. "The more in sync we are with our own biological clock, the better we feel and the more efficiently we work. When we get caught up in the vicious cycle of social jet lag, we pay the price, even if we don't want to admit it."

But what can we do, if we won't be able to adjust our work or school schedule any time in the foreseeable future? Perhaps introducing the tradition of a mid-day nap or siesta is the answer. A 20-minute power nap can be amazingly refreshing, and can also reduce the risk of heart attack. But unfortunately naps still have a bad reputation in our country. In Japan, though, it is actually socially acceptable. They even have a word for sleeping on the job: *inemuri*—"sleeping while present." Here in the West, we still don't understand that taking a little nap at the office is not a sign of weakness. On the contrary, it demonstrates a desire to succeed. ■

Mathias Plüss is a physicist and freelance science writer. He has received many awards for his work, including the Axel Springer Prize, the ALSTOM Journalism Award and the Prix Media from the Swiss Academy of Natural Sciences.

Smartphone



fever

What do young people love the most? 100-plus grams (4-plus ounces) of technology behind a glass screen, according to the Credit Suisse Youth Barometer. How smartphones have fundamentally changed us – in only five years.

By Steffan Heuer

TURNING OFF YOUR MOBILE PHONE IS as difficult as pulling the plug on a ventilator. That may sound like an exaggeration, but anyone who has misplaced a mobile phone, dropped it into the water, or found himself or herself in one of the last dead spots in the world knows the resulting feeling of powerlessness. Your boss e-mails you, ordering you to make changes to the presentation you're working on, "ASAP!!!" – Missed it! What's the name of the book by that former World Bank economist? – Can't google it! Deadlines? Addresses? Phone numbers? – Nobody has those memorized nowadays. Social life? – Gone! Shorten your wait time? – How? Navigation? – Forget it!

Until five years ago, the human race managed to live and work just fine without an invisible umbilical cord tying us to the Internet. But the iPhone, unveiled in June 2007 by late Apple founder Steve Jobs, has undoubtedly changed the world by popularizing the smartphone and turning a whole array of industries and business models inside out. That means the Internet, consumer electronics and telecommunications providers, software development and industrial design, computer games and the publishing industry, and even academia. But these pocket computers have also made indelible changes in people's hearts and minds – creating everything from the expectation that you can know or look up anything at any time, to a pathological addiction to maintaining a relationship with a device, while ignoring your fellow humans.

Apple did not invent the smartphone. Remember Nokia's clunky Com-

municator series flip phones from the late 1990s? But did anybody have one besides Arnold Schwarzenegger's Terminator? In contrast, Apple had sold about 250 million iPhones as of mid-2012, creating a whole new market.

Since 2007, Apple has launched a new iPhone about every 300 days. The iPhone 5 is coming to market with the usual fireworks. "I feel the need to be the best," declared Apple CEO Tim Cook after presenting the new phone. Despite all the low-priced imitators, experts have calculated that more units are sold of each iPhone iteration than of all the previous versions combined. If this holds true with the latest version, Apple will sell about 250 million new phones.

The prototypical smartphone

Google, originator of the most widespread mobile operating system, Android, was not the only company to copy Apple's ideas immediately. A simple touch-screen user interface gives users a blank page to customize and configure their own personal wireless experience, providing the very definition of a smartphone.

The crushing blow Samsung suffered in late August in its patent suit with Apple has made it clear that simply copying the iPhone is no longer an option for the competition. The good news for consumers is that smartphones will be more varied, although they will likely get more expensive as well.

Of course, Apple also benefits from the ruling in the patent case, cementing its market position. The company has created a complete, carefully-controlled ecosystem around the iPhone and its iOS operating system; it encompasses iPods, iPads, and now desktop and laptop computers, with televisions soon joining the fold. Apple keeps the competition, from Asus and HTC to Samsung, on their toes, while driving traditional mobile phone manufacturers like Nokia to the fringes.

The iOS ecosystem gives life to the App Store, which now has more than 650,000 apps. These apps change the phone into anything the programmers and engineers can dream up, from high-resolution game consoles and expense account-

ing systems to a blood pressure monitor and remote control for a home heating and alarm systems.

Smartphones are no longer just gadgets for teens and twentysomethings. Although both groups confessed in the Credit Suisse Youth Barometer that their smartphones were more important to them than anything else – even "meeting friends," "Facebook," or "vacationing abroad." Even doctors, pilots and soldiers use special apps to help them in their work.

"Appifying" the world

Apple customers have already downloaded more than 30 billion apps, and the company ensures a constantly fresh supply by giving the developers 70 percent of the proceeds – to the tune of more than five billion US dollars so far. All

Number of downloads from the App Store: more than 30 billion

mobile device providers – from Amazon to Microsoft – are now following this "crowdsourcing" model of innovation, leading experts to talk about the "appification" of the world.

These figures for apps do not even include the billions of songs, TV shows, movies and books that are downloaded or streamed. The smartphone is fundamentally changing consumer behavior. Viewers no longer have to wait to watch their shows according to the schedule decreed from on high; they can now watch when and where they want.

Smartphones allow us to curate our own collections of information and entertainment – a trend that has gained ▶

2012 Credit Suisse Youth Barometer

Smartphones are in

Swiss young people feel that their smartphones are more important than "meeting friends" and "downloading music."



"Are these things 'in' for you and your friends?"

momentum since the launch of the iPad in 2010. Networking, shopping and entertainment are even more engaging on a tablet. Market researcher IDC estimates that 222 million tablets will be sold annually by 2016 – from Apple's iPad and Samsung's Galaxy to Amazon's Kindle Fire.

Are smartphones changing their users?

Along with the more trivial purposes it serves – socializing and gossip – the iPhone phenomenon has also turned



By 2016 there will be more smartphones than people

the working world inside out, leaving the trusty old BlackBerry in the dust thanks to the iPhone's versatility. BYOD or "bring your own device," is the keyword. Employees bring their own smartphones or tablets from home and want to use them to access enterprise data, even when they are away from their desks and well outside of working hours. "This is a fascinating trend, which not only boosts morale within a company, but also raises security issues," says Crawford Del Prete, executive vice president for worldwide research at IDC. "Employees feel more productive, because they are using the latest tools and are more flexible."

According to Del Prete's surveys, the proportion of people who use their own smartphones for work has skyrocketed from one-third in 2010 to more than one-half in 2012.

IT expert Del Prete says there is no going back now, thanks to the iPhone: "The days when the IT director could instruct clients or employees to use a specific device are over." This is all the more true now that the young people flooding the labor market have been used to navigating through documents or pictures with a finger swipe since childhood. Thousands and thousands of iPads in schools are only strengthening this trend. Steve Jobs fundamentally changed how we interact with computers in no time at all.

The big question is, how is this triumphal march of the endlessly customiz-

able touchscreen changing users? Technology is not a one-way street where people simply come up with new functions. The device also shapes user behavior and can even become addictive. You could fill a small library at this point with all of the books and studies written about the topic, including "iDisorder" and "Sleeping with Your Smartphone."

Neurologists and psychologists have proven that obsessive iPhone users suffer from "phantom vibrations" even when they are not receiving alerts. People who constantly read their e-mail or update their status on social networks are activating the same regions of the brain that light up on an MRI during sex or when taking drugs.

Sherry Turkle is a researcher at the Massachusetts Institute of Technology (MIT) who has been studying the interplay of technology and society for more than three decades. She recently published a book called "Alone Together." "We are so busy communicating that we often don't have time to talk to one another about what really matters," she concludes. The phone and its apps fool you into thinking you have your life better under control." The opposite is the case, according to Turkle: "The world throws more information at you than you could ever process – it's a race you can't win. You really have to tune out in order to be creative or finish a task."

A carpet of data for the future

That is easier said than done, as shown by Leslie Perlow, a professor at the Harvard Business School, in her experiments. She

Only 50 of 1,600 executives turn off their smartphones when they are on vacation



interviewed 1,600 executives and found out that only one in 50 turned off their smartphones while on vacation. Sooner or later, people who can be online and available all the time will indeed be online all the time. With a small team

from Boston Consulting Group, Perlow tested how difficult it was to hit the off button. All the study's participants were asked to turn their phones off after 6:00 p.m. one evening per week – which was hard for them at first.

Only the certainty that everyone was doing it – as with a 12-step group trying to shake an addiction – helped these knowledge workers make the leap over the smartphone abyss. "We established surprisingly quickly that the participants were more engaged in what they were doing, were better able to set priorities, and talked to each other more," said Perlow, who has since expanded her experiment to a thousand consulting teams in 14 counties.

Everyone deals with smartphones differently, and it's important not to confuse using a smartphone with an addiction to the apps installed on it. Cutting the cord, so to speak, is much easier in your own home, as described by psychologist Larry Rosen in his book "iDisorder," for example by banning mobile devices from the dinner table and talking with your family instead.

Researchers are in no way unanimous on the use of pocket-sized computers, which some consider detrimental to intellectual achievement. A smartphone full of sensors is ideally suited to democratizing the work of researchers – either when it comes to personal use by the subjects (for example, a patient, athlete or environmental watchdog), or as a member of a loosely organized team comprising millions of researchers and investigators.

Big data – a collection of data sets so large and complex that they become difficult to enter, process and present in real time – will in large part be influenced by the data fed into the network every second by smartphones. Google, for example, calculates its traffic-jam forecasts based on the travel speed of all Android phones in transit in their owner's pockets or bags – without the need for any public authority to install expensive sensors in the asphalt.

Urban environment researchers like MIT's Carlo Ratti rely on mobile devices that citizens use to measure their cities. "Smartphones and sensors are turning every city into a giant computer where any-

one can see the data, thereby improving the quality of life," said Ratti, who heads MIT's Senseable City Lab. Following experiments around the world – from Brazil and Denmark to Singapore – he envisions

Ninety-four percent of respondents think that their Facebook data is not secure



a thick carpet of data woven by autonomous sensors and the smartphones of dedicated citizens, benefiting everyone through better traffic routing, a more flexible infrastructure and a lower environmental impact.

And what about protecting privacy? The various social networks long ago per-

suaded at least younger users to entrust their most personal secrets to the web. They consider it harmless to disclose their current location, despite the fact that 94 percent of Swiss young people surveyed for the Youth Barometer are aware that their Facebook data could land in the wrong hands.

The always-on world exists only in our pockets at this point; just under one billion of the world's approximately six billion mobile phones are smartphones. Ten percent of all Internet traffic is already wireless, which is ten times more than three years ago – and growing. Soon, wide swaths of the planet will be covered with an electronic central nervous system for which pocket-sized computers are key hubs. Smartphones will feed data measured in passing, such as air quality and body temperature, into

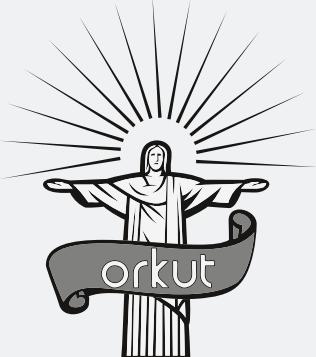
the global database that serves our families and schools as well as city planners and epidemiologists. This literally round-the-clock "self-aware" world is closer than you would think: The networking experts at Cisco Systems are predicting that there will be more mobile devices than people in the world by 2016. ■

Steffan Heuer is a US-based correspondent for German business magazine brand eins in San Francisco, where he follows economic and technological innovations. His reports and analyses also appear in the MIT Technology Review Deutschland and The Economist.

Social networks in Brazil

500 online friends!

Brazilians have more online friends than anyone, even though only 40 percent of the population has access to the Internet. Facebook and Google's Orkut are in a neck-and-neck race.



For Internet companies, especially social media like Twitter, Facebook and LinkedIn, Brazil is heaven on Earth. According to the latest surveys, close to 100 percent of Brazilian Internet users belong to a social network, and for 60 percent of them, social networks are the primary reason to go online. No other country in the world has a greater percentage of Twitter users, and Facebook is growing faster in Brazil than anywhere else.

And the untapped potential is dizzying, because the percentage of Internet users in the country is still a compara-

tively modest 40 percent – half of that in the US. In the Worry Barometer, Brazil's youth topped those in the US and Switzerland in contacting friends via social networks.

There are several reasons for Brazil's social media mania. The cliché of the open, outgoing, always flirtatious Brazilian contains a big kernel of truth. Social network users in Brazil have an average of 481 friends – the most of any country. Bringing up the rear is Japan with an average of 29.

In addition, over the last 10 years millions of people have joined the middle class in Brazil, Latin America's most important national economy. The members of this new, self-confident social group have a need to present themselves and communicate with their peers. The Internet and social networks are seen as a grassroots opportunity to infiltrate the Brazilian media landscape, which is dominated by a few major companies.

An epic battle is raging between Facebook and the similar Orkut network.

Operated by Google and named for its Turkish developer, Orkut Büyükköken, the network is unique to Brazil. Founded in 2004, it was the uncontested market leader for years until Facebook sharpened the competition when its user base and visitor figures exploded. Over the last three years, the number of users on Facebook increased sixfold, putting Brazil in second place behind the US for the number of Facebook profiles. In December 2011, Facebook took the lead against Orkut for the first time, with 36 million monthly users to 34 million.

English teacher Lisandra Coelho, 33, says that although she still has an Orkut account, she only uses her Facebook one. The same applies to her friends and pupils. "Because almost everyone used to use Orkut, Facebook had the advantage of novelty in Brazil," she said, indicating that Facebook has an international focus in contrast to Orkut, and the level of the posts is significantly higher.

Sandro Benini

Young love

Teenagers value friends, honesty, loyalty and a happy family life. Fernando Cuccaro, a contestant in the Mister Romandie pageant, had all of that – at only 15 years old. The exceptional story of a young father.

By Beatrice Schlag and Cédric Widmer (photo)



Fernando Cuccaro, 18, with family: "We knew that we were taking a risk. But the idea that Emma could become pregnant was wonderful too."

LAST SPRING, FERNANDO CUCCARO entered the Mister Suisse Romande 2012 pageant. No one asked him whether he was a father. The men's pageant had no equivalent for the rule that excludes young women with children from competing. The good-looking teenager with the gentle eyes and perfect manners from French-speaking Switzerland, or Romandie, was accepted as a contestant.

Fernando is the kind of man who wants to do everything right. He bursts with pride over his son Raúl. Sometimes he gets choked up when Raúl toddles over,

gleefully calling him "papa." But he is all too familiar with how people respond when someone who looks 17 at most says that he has a two-year-old son. They clam up. No one knows how to react.

As we had arranged, Emma, Fernando and little Raúl are waiting at the train station in Châtel-Saint-Denis in the Swiss canton of Fribourg. From a distance, they look like a storybook family: two exceptionally attractive adults and a boisterous two-year-old in his stroller, tugging impatiently at his seat belt. Only when you get closer is it apparent how incredibly

young the parents are. They are both visibly self-conscious, and their smiles are a bit strained. Fernando never expected that his experience as an underage father would attract more attention than his looks as a pageant contestant. Previously, only the local gossips showed any interest in the fact that he was a young father.

Abortion not an option

The son of an Italian mother and a Portuguese father, Fernando was still in high school when Emma, who had just started an apprenticeship as a hairdresser, became

pregnant. Fernando explains how happy he is that they now are finally over 18 and therefore legal adults. After all, they had to tackle entry into adulthood long before their peers. Since little Raúl was born two and a half years ago, they have not had time or money for drinks, clubs or dancing the night away.

When their parents learned about the pregnancy, they were shocked. "My parents said I was too young and too immature to have a child," says Emma. "But I just didn't listen. An abortion was never an option for me." Fernando's parents were against the pregnancy as well. But they had no chance against Emma's determination to keep the baby.

A missed birth

The pregnancy wasn't really a mistake, says Fernando: "We knew that we were taking a risk. But the idea that Emma could become pregnant was also somehow wonderful. We absolutely wanted to become parents. Just not so soon."

He was happy that Emma wanted to keep the child. But he was also scared. How was he supposed to provide for the family? "I didn't know how I would manage to finish school with a baby. And I wanted my son to be able to one day say that his dad is an engineer or some other cool thing."

Emma and Fernando saw each other nearly every day throughout Emma's pregnancy, even though they both lived with their parents: he in Bulle, she 20 minutes away in Châtel-Saint-Denis. But when Emma had cravings, Fernando was there to bring her sweets or a Big Mac from Bulle, since Châtel-Saint-Denis doesn't have a McDonald's.

On April 26, 2010, they were celebrating Fernando's 16th birthday in a restaurant when Emma suddenly began experiencing severe pain. She was in her seventh month of pregnancy and didn't think she could be in labor yet. He immediately brought her home to her parents

and hurriedly googled the signs of labor. The Internet said the time had come. The staff at the hospital disagreed, however. The young couple was sent away, after being told it was too early for the baby to arrive.

Fernando accompanied Emma home, but he accidentally left his mobile phone at her house in all the excitement. When he returned the next day, no one was home. He waited there for hours before finally making the trip back to Bulle, beside himself with fear. When he got home, his mother told him that the hospital in Fribourg had called and Emma had given birth to a baby boy. "I started crying," said

decided to keep the child. Another is that her boyfriend was young. When teenagers become pregnant, the fathers are usually older. Sometimes 19, sometimes 30.

Day-to-day life for the pair is stressful. Fernando dropped out of school a few months after Raúl's birth. "I wasn't thinking straight anymore." He attempted to earn his diploma at a private school. "Unfortunately I failed the final exam and then tried to look for work. It was all too much: Raúl, exams, responsibility." Since then he has been working at an insurance agency in Bulle. Emma works as a salesperson in Morges. She quit her apprenticeship before giving birth.

They are both frustrated that they can only see each other on the weekends. Fernando believes they will soon be able to afford an apartment together. Emma is hesitant, although they are now engaged. She can't save, she says. Fernando smiles at her indulgently. "She is a bit spoiled, but I love her just the way she is," he says. "My parents never had much money – it is easier for me to do without things."

They are both thrilled by the fact that they will have a teenage son when they are 30. "We'll still be young then and the coolest parents around," says Emma. Fernando is not afraid of the future either. "I will have a lot more experience then. It's the present I'm worried about."

The upcoming Mister Romandie pageant in December will bring a welcome change of scenery. When he entered the contest, Fernando didn't want to call attention to the fact that he was a father. He didn't bring up his son until a subsequent meeting with the organizers. The rules were immediately revised to exclude participants with children in the next competition. Fernando can still compete this year and has good chances of winning the pageant on December 31 – after all, what other candidate became a father so early and never once shirked his responsibility? ■

Sometimes Fernando gets choked up when Raúl toddles over, gleefully calling him "papa."

Fernando. "I had wanted to be there no matter what. And in the end she had to do it all alone." The baby in the incubator in Fribourg was so tiny that neither one of them could believe he had survived.

A good shot at Mister Romandie

Emma and Fernando agreed that they would continue to live with their parents for the time being. They didn't have enough money to live on their own.

When asked if he feels like he has missed out on his youth because of Raúl's birth, Fernando shakes his head vehemently. "I've had an incredible amount of fun in my life," he says. "I don't feel like I am missing out on anything." Sometimes, however, he feels awkward because his friends treat him differently, he says. "Suddenly they see me only as a father. I have the feeling I'm not part of the gang anymore. They no longer talk with me about the things we used to talk about. They never ask about the baby."

Emma's experience is similar. She no longer goes out with her old girlfriends and says she doesn't miss it either. Not because she feels like an outsider, however. "There was a girl here who had a baby at age 12," she says. Both say that nearly everyone from their class in school was sexually active, so they weren't an exception. One difference was that Emma became pregnant and

2012 Credit Suisse Youth Barometer

Friends, honesty, loyalty, family

Traditional values are important to young people in Switzerland.

Friends	98%
Honesty	98%
Loyalty	98%
Family life	97%

"How important are the following things to you?"

Beatrice Schlag is an editor and columnist for Die Weltwoche who writes from Zurich and Los Angeles.



"Passionate outrage causes people to awaken from their lethargy and take action." Stéphane Hessel, 94

Vive la Révolution !

In the Internet age, it is difficult to get young people to listen to your political concerns – especially when you are 94 years old and attempting to do it in print. Stéphane Hessel has succeeded in doing just that with the publication of two essays: “Time for Outrage!” and “Get Involved!” are striking a chord with an entire generation.

By Mandana Razavi and Christian Grund (photo)

Stéphane Hessel, after an extraordinarily eventful life guided by the values of the French resistance, you have written two essays calling on young people to resist. Why?

Passionate outrage – the driving force behind the resistance – awakens people from their lethargy, gives them strength and encourages them to take action. I have experienced this personally often enough. In my case, profound abhorrence of National Socialism triggered my political involvement. Hitler, Stalin and Franco are dead; but today we face other threats. As an elderly veteran of the

resistance movement, I call upon the younger generation to take up our intellectual and moral cause, and defend the values of the resistance.

The results of the Credit Suisse Youth Barometer have shown yet again that young people tend to be apolitical. More than anything else, they are looking for a modest amount of happiness. Individual well-being is their declared aim in life.

So we should try to understand the reasons why, shouldn’t we? After all, it is only natural for young people, in particu-

lar, to focus on their own personal happiness. And to mobilize young people, you need to show that you take them seriously, that their opinion counts.

How can that be done?

We have to convince them to take their place in society today, rather than at some far-off point in the future. If we can convince them that we are counting on them, we can hope that they will tap into their immense power. Ultimately, the strength of youth is the capacity to demonstrate solidarity; belonging to a ➤

group is extremely important during that period of one's life. These were the reasons that led me to write these two pamphlets and call on young people around the world to rise up and let their voices be heard. However, they need our support to meet the challenges that lie ahead.

When you were young, the world was in the iron grip of totalitarianism and war. What cause is there for outrage in today's industrialized world?

It is true that the reasons why we should join together to offer resistance are no longer quite as obvious. But they do exist. Greed, for example, has knocked the entire economic system askew. Even democratic countries such as Greece, Spain and Italy find themselves deep in debt. Unemployment, especially among young people, is a huge problem. The gap between rich and poor has never been this wide, and not just in Africa and South America. Just think of the banlieues of Paris or the suburbs of London where violent confrontations are becoming more and more common. What's more, there is cause for great concern about the planet itself. We are depleting natural resources as if there were no tomorrow.

To what extent is the agenda of the resistance still relevant today?

Much has changed since that era, but not the values that we fought for: Our emphatic rejection of social inequality and of a single-minded focus on profits, as well as our affirmation of democracy, social security, and freedom of speech and the press, are as relevant as ever.

You emphasize the importance of values. The Youth Barometer indicates that young people in religious countries such as Brazil are more tolerant and attach greater importance to the common good than their counterparts in Switzerland, who tend to be agnostic. As an avowed atheist, how do you respond?

I am not religious myself, but I know that religions have always encouraged people to take an interest in others. The underlying messages of the major religions are fundamentally positive and affirm values such as love of one's neighbor. So the results from Brazil do not come as a surprise. Unfortunately, the original messages contained in religious texts are often willfully misinterpreted and misused as a means of

with popular outrage, especially on the part of young people. From Tahrir Square to the Acropolis and all the way to Wall Street in New York, people are expressing their frustration over the economic crisis and demonstrating that they have lost trust in governments. The changes of regime in Tunisia, Egypt, Libya and Yemen are examples of how outrage can result in concrete action. We shouldn't deceive ourselves: Loss of trust and resistance to the prevailing order are also becoming evident in democratic countries such as Greece and Spain, and even in the United States.

The outrage is there, now we need solutions. Where do you see possibilities for action?

It is becoming increasingly difficult to solve our problems on a national level. Governments will have to work together more closely. We are, in a way, moving toward global citizenship. Turning back to the economy, however, I think it is vital for the financial industry to reflect on the reasons for the crisis and to draw the appropriate conclusions. I am not a banker, but I see great promise in the approach proposed by Claude Alphan-déry, who actively supports a social and solidarity-based economy aimed at reducing the gap between rich and poor. With respect to the environment, it is imperative that the business world, policy-makers, and NGOs work together to find ways to stop the reckless exploitation of our planet.

What can individuals do?

Individuals must become actively involved – and I urge young people, in particular, to do so. Like Sartre, I am convinced that true humanity begins with a sense of responsibility. In concrete terms, that means becoming involved in politics, supporting parties that attach the necessary priority to these issues and voting. We all bear responsibility. We cannot afford to be indifferent and passive. It is equally unacceptable, however, to commit violent acts of terrorism in order to bring about change.

You were a firsthand witness to the worst that human society is capable of. You saw, and ex-

Governments will have to work together more closely. We are moving toward global citizenship.

retaining power. This is why we need something that goes beyond religion – a kind of universal humanism that may, of course, also contain religious elements. Something akin to the Universal Declaration of Human Rights, which I helped to draft. The first article comes very close to what I am getting at: "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood."

The goal of a just world – as you envision it – appears to be rather utopian, given the many global conflicts that exist today.

We have a long path before us, that is correct. But the Arab Spring, too, began

2012 Credit Suisse Youth Barometer

Involved Americans

Young people in the US and Brazil consider "being politically active" to be a more important goal in life than do young people in Switzerland.



"What are your goals in life?"

STEPHANE HESSEL

Witness to a century

1917

CHILDHOOD

Stéphane Hessel is born in Berlin in 1917 as the son of Jewish author Franz Hessel and journalist Helen Grund. His family moves to France when he is seven years old.

1941

THE RESISTANCE

At age 24, Hessel joins the French resistance led by General de Gaulle.

2010/11

"TIME FOR OUTRAGE!"

Stéphane Hessel now lives with his second wife in Paris. His two essays "Time for Outrage!" and "Get Involved!" have been translated into 30 languages. Millions of copies have been sold since their publication in 2010 and 2011.

1944

BUCHENWALD

As a member of the armed resistance, he is arrested by the Gestapo in 1944, deported to the Buchenwald concentration camp and sentenced to death. He manages to escape under dramatic circumstances.

FROM 1950

DIPLOMACY

Stéphane Hessel holds a number of diplomatic posts. He spends two years in Vietnam, is appointed ambassador by French President Mitterrand, co-founded the Association France-Algérie, advises the president of Burkina Faso, and actively supports the goal of a united Europe.

1948

HUMAN RIGHTS

After the war, Hessel is involved in drafting the Universal Declaration of Human Rights in his capacity as a diplomat for the UN.



perienced, great suffering. I am amazed that you can look to the future with such optimism. My mother is really the one to thank for that. She taught me that you have to be happy yourself before you can make others happy. I survived many things: World War II, a concentration camp, and other challenges - often because of sheer luck. Whenever I meet young people like you, I tell them that they should be optimistic about their future and their plans for their lives.

Don't you think that you may be underestimating the problems we face today just a little? Of course we are facing great challenges - I am old, but I am not naive. The reason for my optimism and sense of happiness lies in the fact that I have faced seemingly hopeless situations and problems in my life that were ultimately resolved. Decolonization, for example, and the defeat of totalitarianism. While I was forced to make the acquaintance of several Gestapo officers, I also had the privilege of meet-

ing truly inspiring people such as Man Ray, Marcel Duchamp and Hannah Arendt. So I am convinced that our current problems can be solved as well. Our hearts and minds offer the courage and intelligence to solve problems that may now seem intolerable. Believe me! ■

Contest

Bulletin is raffling off one signed copy of "Time for Outrage!" and two signed copies of "Get Involved!". For more details, see www.credit-suisse.com/bulletin.

Dreaming of a home of their own

According to the Youth Barometer, one of the primary goals young people have in life is a house of their own – a hope held by 76 percent of the Swiss and American respondents and 80 percent of the Brazilians.



ANDREAS GEFE “I wanted my illustration to capture the ambivalent relationship between dream and reality. I understand the wish for a little house of one's own, but it also brings consequences that are not all positive, like the commute, the isolation, etc. I tried to express that in the colors and composition of my pictures.” *Andreas Gefe is known for his work in “Die Weltwoche,” “NZZ Folio” and “NZZ am Sonntag”*. His graphic novels have been published by Edition Moderne.



Teach For All is a global network of national organizations working to expand educational opportunity in their countries. The organizations recruit promising future leaders to teach for two years in high-need schools and to work throughout their lives as leaders in the classroom, in education more broadly, and across all sectors to address the root causes of educational need.

A young girl with dark hair, wearing a white t-shirt with 'Park' printed on it, is sitting at a desk in a classroom. She is smiling and has her right hand raised in the air, likely answering a question. Other students and classroom elements are visible in the background.

Challenges to a quality education
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