

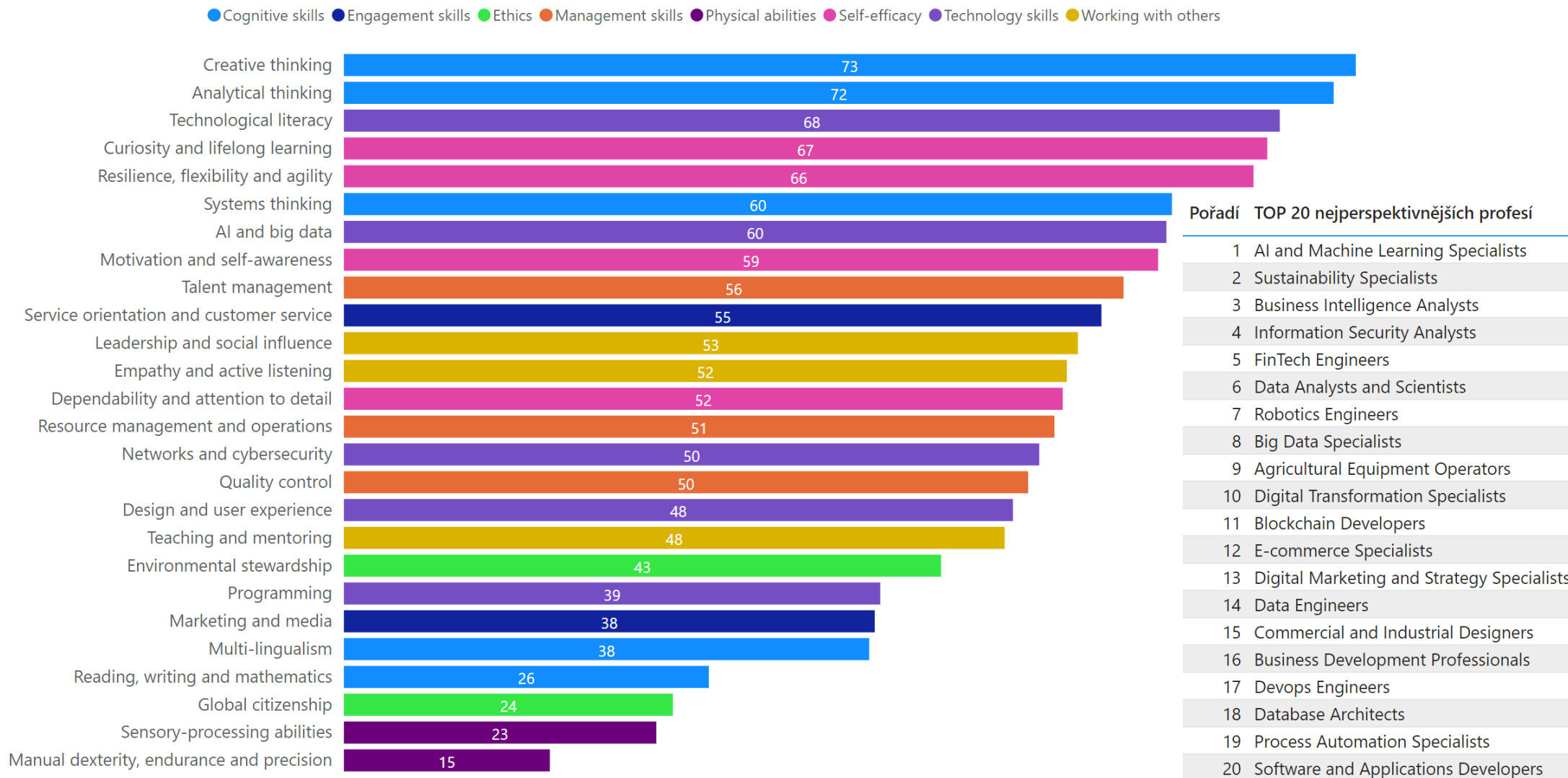
Kreativní myšlení jako pilíř ekonomiky založené na RIS3

Lukáš Trčka







Národní inovační platforma KKO | 30. 10. 2023

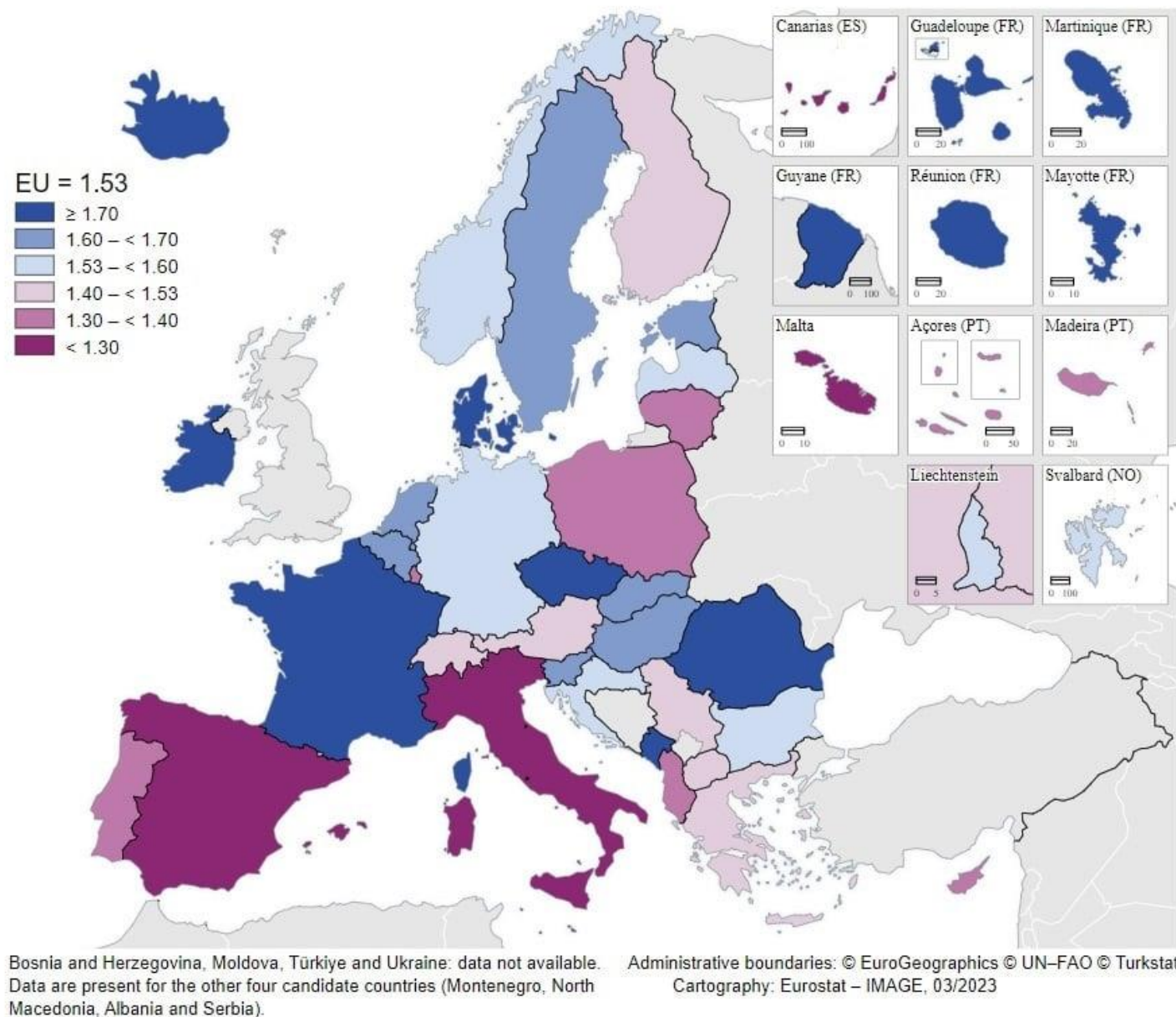
Dovednosti

Nárůst významu klíčových dovedností mezi lety 2023 - 2027 dle globálního šetření firem (%)



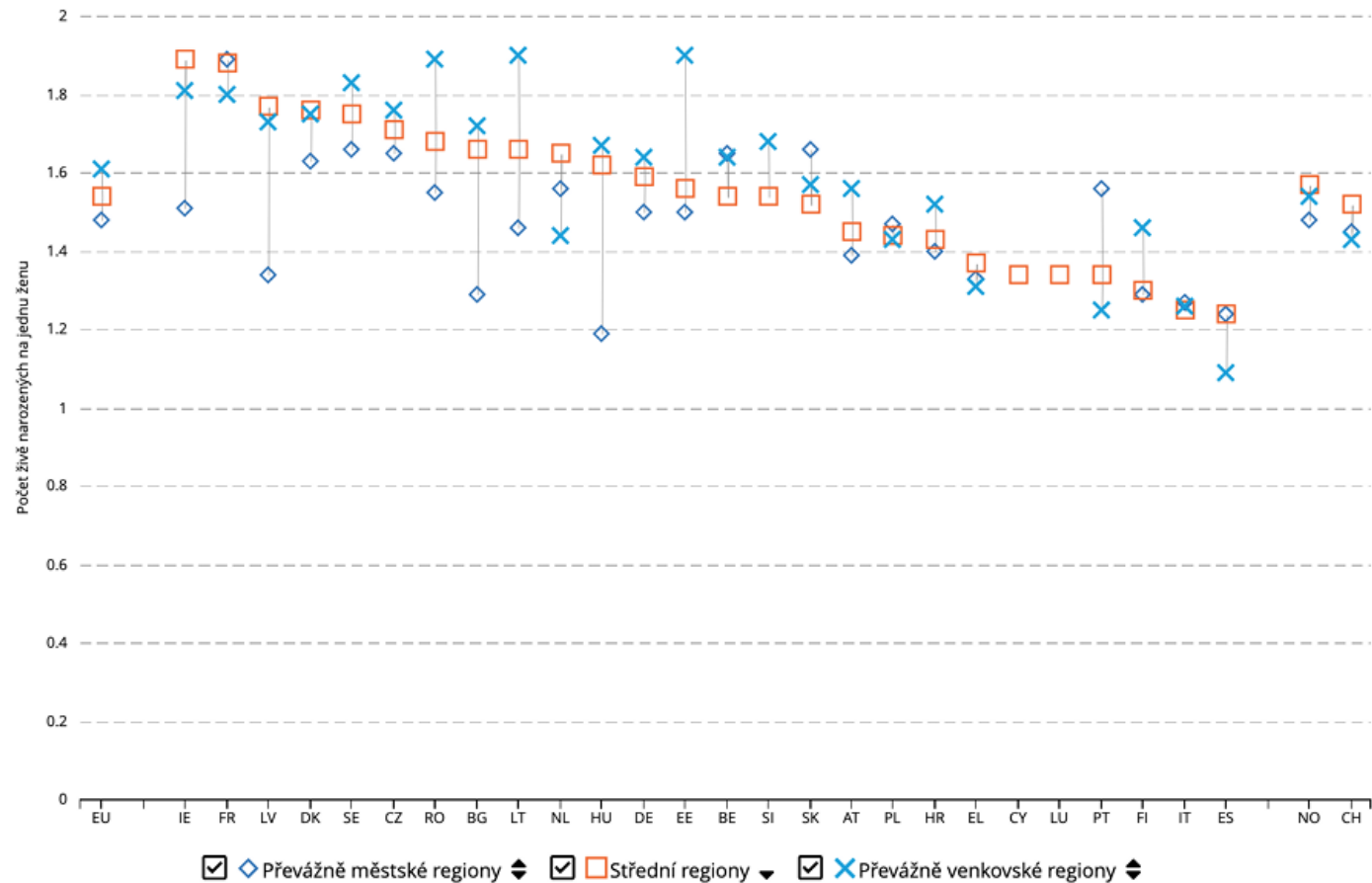
Neovlivnitelné trendy v populaci (CZ vs. EU)

-  France (1.83 live births per woman)
-  Romania (1.80)
-  Czechia (1.71)
- The lowest fertility rates were in:
 -  Malta (1.13 births per woman)
 -  Spain (1.19)
 -  Italy (1.24)



Neovlivnitelné trendy v populaci (CZ vs. EU)

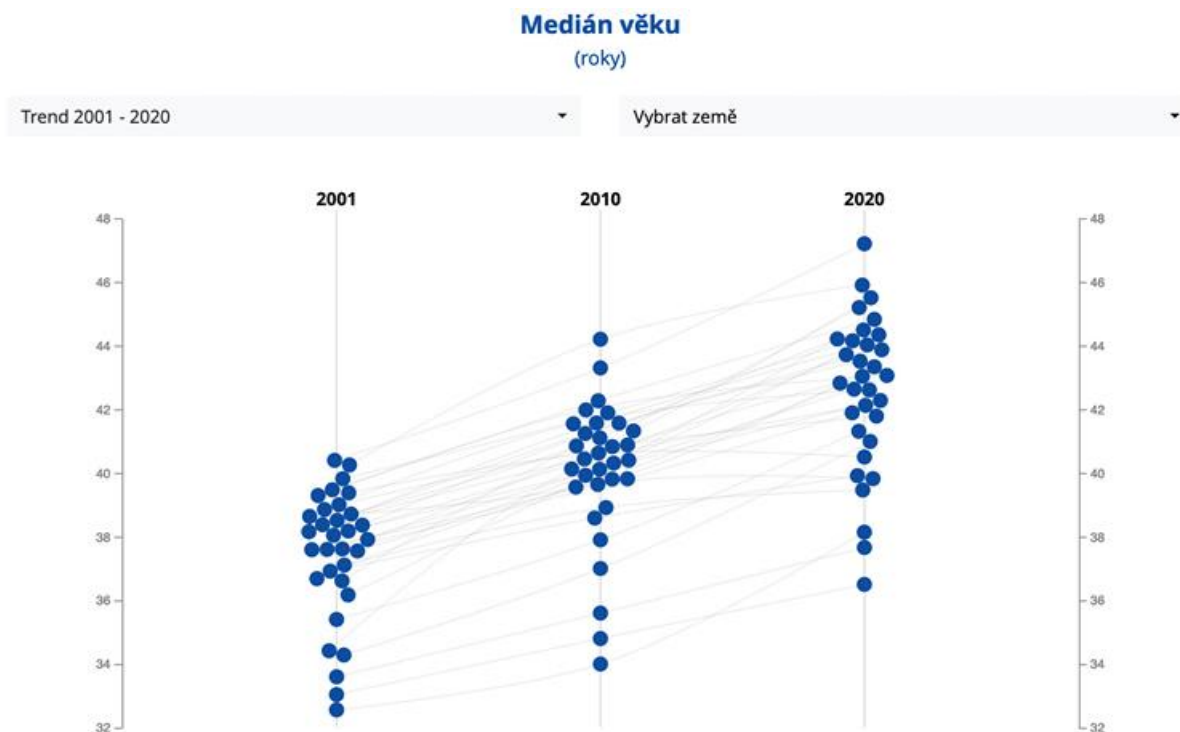
Úhrnná plodnost podle rozdělení mezi městy a venkovem, 2019
(počet živě narozených na jednu ženu)



Data jsou seřazena podle středních regionů. Malta: střední regiony nelze použít.

Source: Eurostat - výpočty na základě tabulky [demo_r_fagec3](#) and [demo_r_pjangrp3](#)

Neovlivnitelné trendy v populaci (CZ vs. EU)

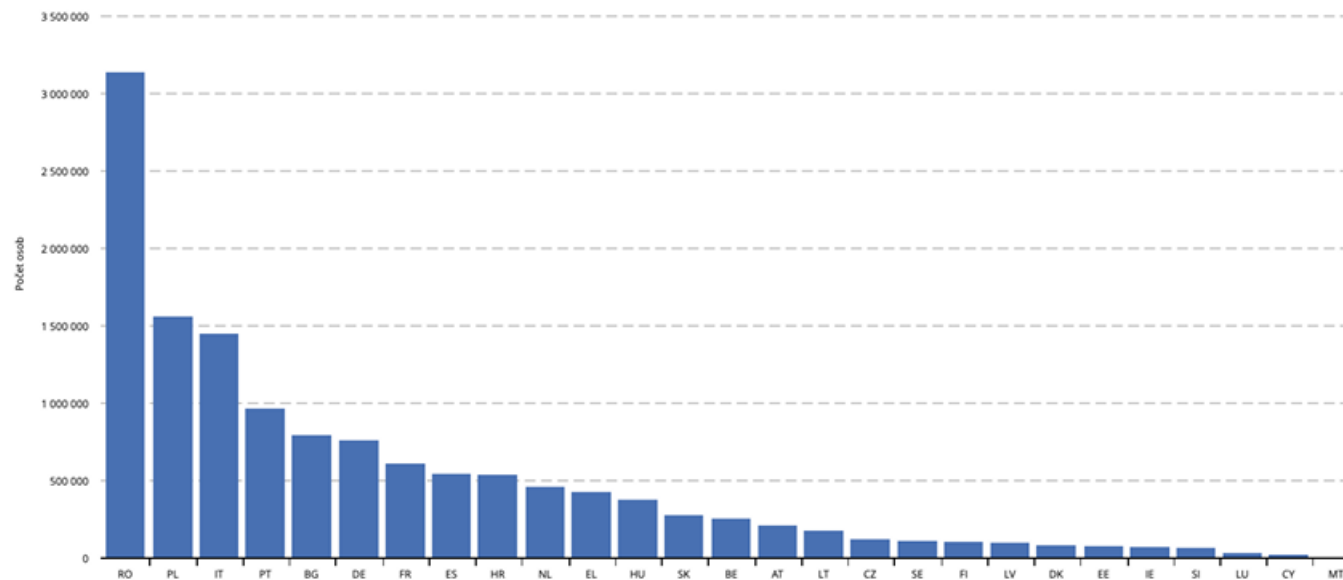


Neovlivnitelné trendy v populaci (CZ vs. EU)

Občané EU žijící v jiné zemi EU, 2020

(počet osob)

2020 ▾



Údaje nejsou k dispozici za ostatní občany EU žijící v Irsku (2016), na Maltě a Kypru (2016–2020).

Zdroj: Eurostat - [přístup k datovému souboru](#)

Trendy v generaci X a Y v Evropě

- Dobrovolná šetrnost
- Work-life balance
- Potřeba adaptace na klimatickou změnu
- Upozadění průmyslu ve struktuře HDP ve prospěch služeb a distančně vykonavatelných prací
- Migrace za lepšími životními podmínkami jinde v EU

Generace Z - trendy

GEN Z (born between 1996 - 2010)

Gen Z is set to be an essential part of the workforce in the near future. Here is some information about this young cohort and their expectations from the workplace.

Gen Z is estimated to make up **20%** of the working population by 2020.

This generation has a deep understanding of technology and its potential to transform how we work and live

53% prefer going to an office versus working from home

GEN Z & TECHNOLOGY

80% aspire to work with cutting-edge technology

91% say technology would influence job choice



DIGITAL NATIVES

52% are confident they have the technology skills employers want

77% are willing to be technology mentors to others

VALUE HUMAN CONNECTION

82% say social media can be a valuable tool

43% prefer in-person communication with co-workers

75% expect to learn from peers on the job

Source: 'The Gen Z effect' Dell Technologies

WORK PRIORITIES

SAFETY FIRST
77%

Gen Z has come of age with frequent public shootings and other public safety threats. Notable: 'Diversity' ranked last as a workplace need, perhaps due to its general acceptance.

JOB HUNT

SHOW 'EM THE MONEY
72%

Salary significantly outranked all other benefits when applying to a job and 61% chose "earning a high salary" as how they define success.

OFFICE CULTURE

HAVE SOME FUN
72%

Biggest measure of success is being happy (88%) and having a good work-life balance (72%).

DAILY GRIND

9 - 5 IS PLENTY
42%

Don't expect them to stay late at work. Many do not believe they need to work long hours to get ahead.

GEN-Z GETS TO WORK

At approximately 60 million strong, Gen Z has surpassed Millennials as the world's most populous generation. As these digital natives come of age and enter the work force, Canvas Blue has commissioned a study that investigates their employment priorities to see how they work.

COMPANY TIES

FREELANCE
53%

If the salary were the same as an office job, Gen Zers would take the freelance because of the quality of life it offers. 56% plan on holding an office job.

AMERICAN DREAM

BETTER OFF THAN PARENTS
72%

Noteworthy: this generation was virtually untouched by the Great Recession, with 76% reporting that their parents did not lose their jobs

COLLEGE EDUCATION

SO WORTH IT
59%

54% believe that college has prepared them well for the workforce and 75% plan to pursue a career in their major.

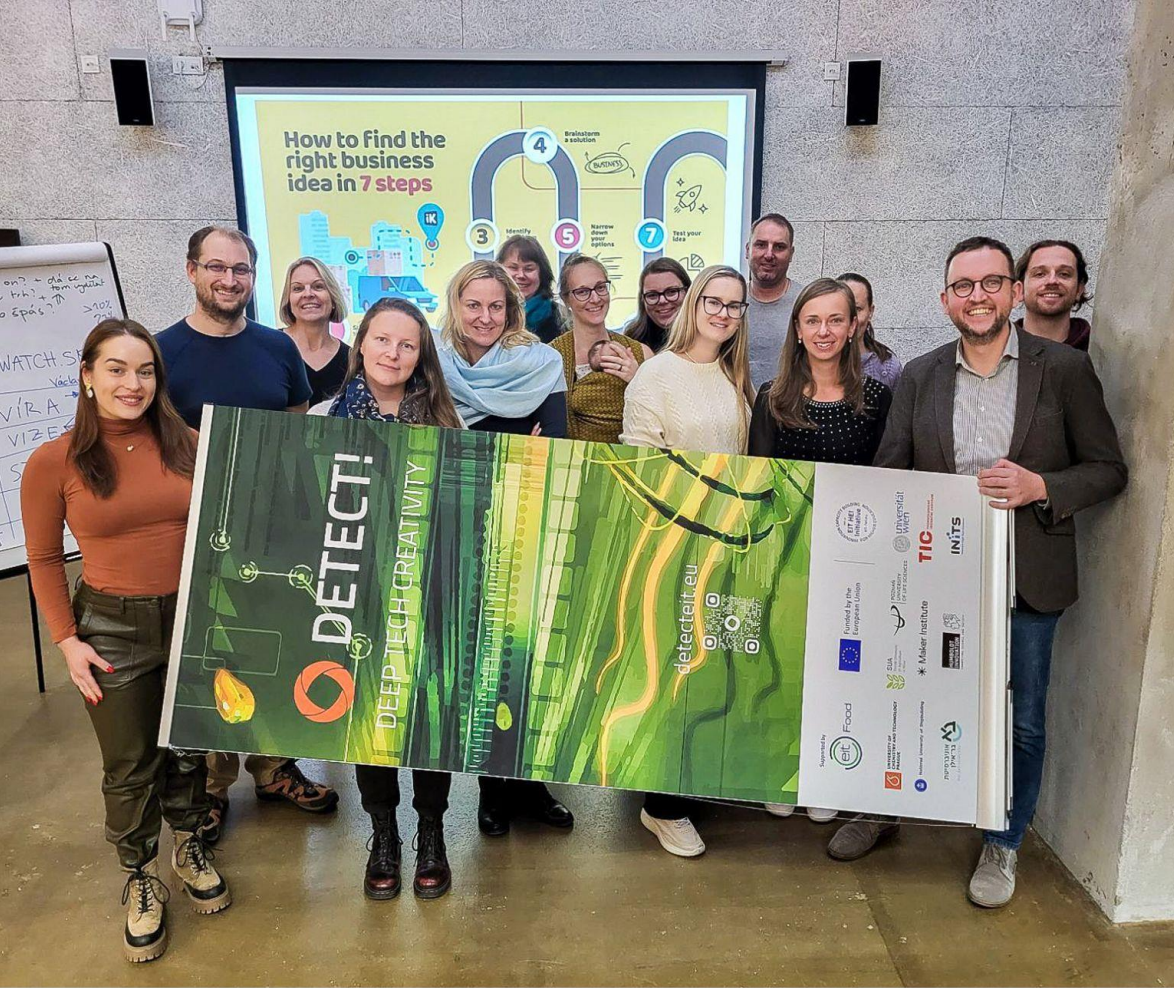
WORK/LIFE BALANCE

BEING HAPPY = SUCCESS
88%

Happiness from a good work-life balance trumps even a high salary. What's more, the biggest trait of a good boss for Gen Zers is that she or he respects their work hours.



Kreativita a exaktní vědy



Moderovaná diskuze:

**DOVEDNOSTI LIDÍ &
SPECIALIZACE ÚZEMÍ**



**Děkuji
za Vaši
pozornost.**