



Zoomers in Working Life

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Assignment

VASEK is a regional business and development company owned by the municipalities in the Vaasa region. We serve the companies in the region by offering them free business services, both when starting and running a business. Regional development and marketing of the region are also our objectives. To ensure the vitality of our region, we also work on developing the labor market and promoting the availability of skilled workforce.

The working-age population in Finland has been aging for a long time, and in the coming years, the retirement of the large age cohorts will accelerate. By 2030, it is estimated that 58% of the workforce will consist of Generation Z, or Zoomers, who were born between the mid-1990s and the early 2010s. Zoomers typically value ethical and sustainable work with good development opportunities. They seek orientation and support at work, question truths, and want to influence matters and express themselves. As a generation that shuns hierarchy, they prefer to be partners rather than subordinates. The workplace atmosphere, flexibility in work and leisure time, and the use of social media are important to them

Zoomers are swiping not only on screens but also in the workplace, while companies are looking for long-term and committed contributors. *How can we support companies in the face of evolving demands?*

Assignment

Let's step into the shoes of business leaders for a moment. Imagine you're responsible for a company with 50 employees. Your task is to create guidelines for attracting and retaining Generation Z employees. You'll choose the industry yourselves and consider economic realities in your solution. The guidelines should cover the following areas:

1. Values and Ethics

How can a company communicate its values and ethics?
What sustainable practices can a company implement?

2. Development Opportunities

How to offer opportunities for professional growth and development?
What training and mentoring programs can a company offer?

3. Influence Opportunities and Equality

What inclusive practices can a company implement?
How can an employer promote diversity and equality in the workplace?
How to ensure an interactive work environment where different opinions are considered?

4. Marketing and Communication

Where does your company communicate?
What should be considered in communication to reach Generation Z?

Assignment and Evaluation Criteria

Implementation Method:

You can use an oral presentation, slides, a prototype, or a video. Choose a creative and informal method that best showcases your ideas and solutions. Pay attention to the clarity and pedagogical quality of the instructions. You have 5 minutes for the presentation.

Evaluation Criteria:

Innovativeness and Creativity

Feasibility

Impact

Clarity and Consistency