

3rd ASEF ETHICAL YOUNG LEADERS SUMMIT LEADERSHIP

15-19 October 2018, Brussels, Belgium.
In conjunction with the 12th ASEM Summit (ASEM12)

ASEM-wide Youth Survey



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ASEM-wide Youth Survey: Perceptions on Ethical Leadership Across ASEM Youth

ABOUT ASEM

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 partners: 30 European and 21 Asian countries, the European Union and the ASEAN Secretariat. ASEM addresses Political, Economic, and Social, Cultural & Educational issues of common interest, in a spirit of mutual respect and equal partnership. For more information visit the www.ASEMInfoboard.org

ABOUT ASEFYLS

The ASEF Young Leaders Summit (ASEFYLS) is the place for Asian and European young professionals and students to meet political leaders, top-tier business representatives, prominent thinkers and doers. It is the forum for youth to voice ideas and develop a Call for Action addressed to ASEM Leaders on education and youth employment issues that matter to Asia and Europe. The ASEFYLS takes place alongside ASEM Summits or ASEM Ministers' Meetings, where Leaders, Head of States or Ministers from the 51 ASEM partner countries, the EU and the ASEAN Secretariat discuss the status and future of Asia-Europe relations.

Key characteristics of ASEFYLS:

- Personal interactions between youth and political leaders at high-level ASEM meetings
- Youth interventions at the ASEM Summit
- Spin-off activities and actions that shape possible policy directions within the Asia-Europe Meeting (ASEM) Process
- Access to an invaluable network of young leaders across Asia and Europe.

ASEM-WIDE YOUTH SURVEY

The ASEF Education Department launched an Open Call for Application for the 3rd Young Leaders Summit (ASEFYLS3) between 20 April and 20 May 2018. 13,525 youth aged between 18 and 30 from Asia and Europe applied and contributed to the online survey. Here are the highlights of the survey results: the sex ratio was 1.19 and there were 66.9% students, 18.6% professionals, and 3.6% entrepreneurs. Honest (35.5%), empowering (30.0%), and visionary (27.9%) were considered the most important traits of ethical leaders. The respondents ranked education (52.2%), family (49.0%), and culture (34.8%) as the most ethical sectors. The least ethical sectors are politics, media, and finance in which 24.2% considered politics and 13.3% considered media as least ethical. Family (41.1%), schooling (28.9%), and religion (16.1%) were perceived as the major channels of ethics and values. Improper use of authority (66.3%), bribery (44.1%), and misuse as well as manipulation of information (38.9%) were deemed as the most common unethical behaviours among leaders. The most contemporary ethical dilemmas were discrimination against ethnic minorities (42.0%), poverty/social inequality (38.5%), and fake news (36.9%).

Disclaimer:

The survey results are meant to showcase general trends and might not necessarily follow strict empirical methodologies.

Profile of survey participants

Gender

Female	54.4 %	
Male	45.6 %	
Total	100%	

Current Status

Diploma & undergraduate	51.3 %	
Professional	18.6%	
Graduate student	15.7%	
Entrepreneur	3.6%	
Others ¹	10.8%	
Total	100%	

¹ This item includes 'seeking a job' and 'other'.

Major Field of Study

Social Sciences	25.0%	
Business Studies and/or Management Science	19.6%	
Engineering and/or Technology	18.6%	
Humanities	10.9%	
Natural Sciences	8.1%	
Law	6.4%	
Communication and Information Sciences	6.0%	
Medical Sciences	5.4%	
Total	100%	

Knowledge about ASEF and ASEM

Knowledge about ASEF

Knowledge about ASEM

Yes	53.9%	████████████████████	████████████████████	44.8%	Yes
No	46.1%	██████████████████	████████████████████	55.2%	No
Total	100%	██	██	100%	Total

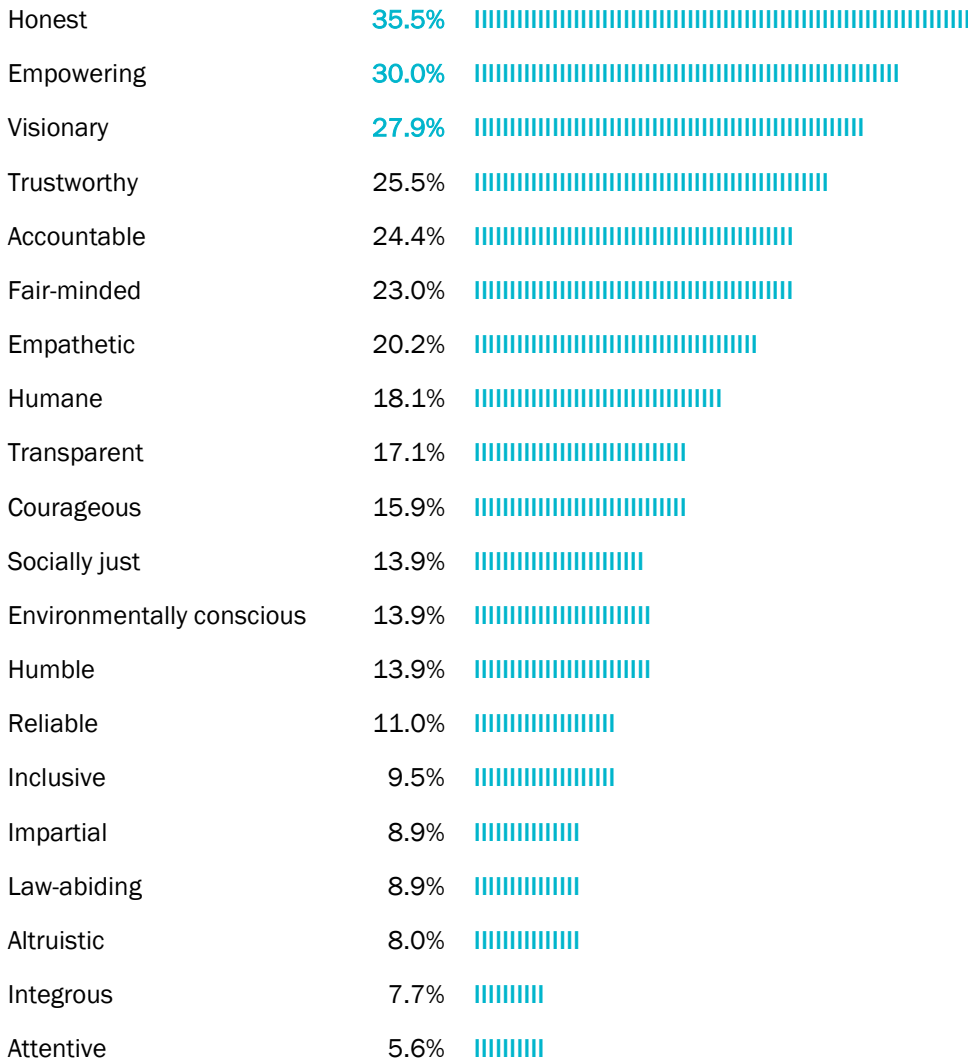
Past application to ASEF projects

Past participation in ASEF projects

Yes	13.9%	██████	█	2.8%	Yes
No	86.1%	██	██	97.2%	No
Total	100%	██	██	100%	Total

A leader is not necessarily an “ethical leader”.
What additional traits make an ethical leader? ²

Total Ranking



Asian Survey Participants

European Survey Participants

Quality	Asian Survey Participants (%)	European Survey Participants (%)
Honest	35.8%	27.6%
Empowering	30.1%	27.9%
Visionary	28.4%	18.8%
Trustworthy	25.5%	23.8%
Accountable	24.7%	18.1%
Fair-minded	22.7%	26.4%
Empathetic	19.5%	29.0%
Humane	17.7%	22.9%
Transparent	16.6%	25.7%
Courageous	16.2%	11.0%
Socially just	14.0%	10.5%
Environmentally conscious	13.5%	19.9%
Humble	13.3%	23.7%
Reliable	10.7%	17.3%
Inclusive	9.0%	15.9%
Impartial	9.0%	7.1%
Law-abiding	8.9%	10.2%
Altruistic	7.8%	11.4%
Integrous	7.5%	10.2%
Attentive	5.6%	5.7%

Male Survey Participants

Female Survey Participants

Quality	Male Percentage	Male Bar	Female Percentage	Female Bar	Quality
Honest	38.4%	██████████	32.8%	██████████	Honest
Empowering	28.8%	██████████	30.9%	██████████	Empowering
Visionary	33.1%	██████████	23.5%	██████████	Visionary
Trustworthy	24.0%	██████████	26.6%	██████████	Trustworthy
Accountable	26.8%	██████████	22.4%	██████████	Accountable
Fair-minded	20.1%	██████████	25.3%	██████████	Fair-minded
Empathetic	19.3%	██████████	20.7%	██████████	Empathetic
Humane	15.7%	██████████	20.0%	██████████	Humane
Transparent	17.4%	██████████	16.7%	██████████	Transparent
Courageous	16.0%	██████████	15.9%	██████████	Courageous
Socially just	14.0%	██████████	13.8%	██████████	Socially just
Environmentally conscious	13.3%	██████████	14.3%	██████████	Environmentally conscious
Humble	15.0%	██████████	12.9%	██████████	Humble
Reliable	10.1%	██████████	11.8%	██████████	Reliable
Inclusive	9.4%	██████████	9.4%	██████████	Inclusive
Impartial	9.1%	██████████	8.8%	██████████	Impartial
Law-abiding	10.5%	██████████	7.6%	██████████	Law-abiding
Altruistic	7.6%	██████████	8.3%	██████████	Altruistic
Integrous	7.3%	██████████	7.9%	██████████	Integrous
Attentive	5.3%	██████████	5.8%	██████████	Attentive

Asian Male Survey Participants

European Male Survey Participants

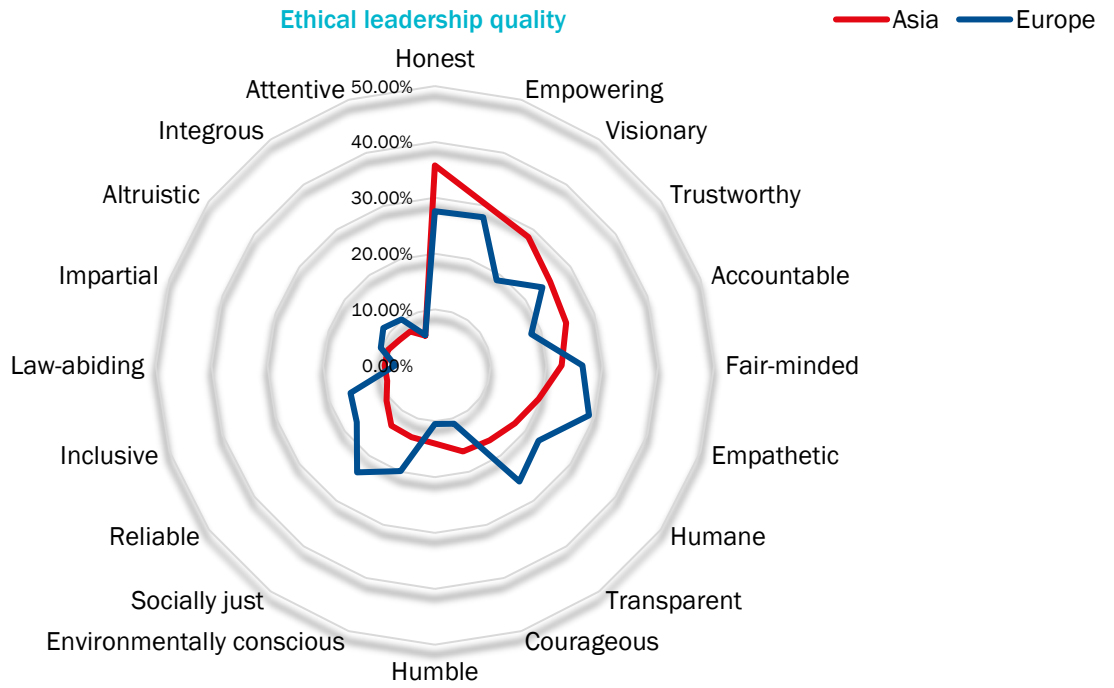
Quality	Asian Male Survey Participants (%)	European Male Survey Participants (%)
Honest	38.9%	29.6%
Empowering	28.8%	29.6%
Visionary	33.8%	18.8%
Trustworthy	24.1%	20.2%
Accountable	27.2%	18.1%
Fair-minded	20.0%	20.9%
Empathetic	18.9%	28.9%
Humane	15.5%	19.9%
Transparent	17.2%	21.7%
Courageous	16.2%	10.8%
Socially just	15.2%	11.6%
Environmentally conscious	13.2%	15.2%
Humble	13.7%	19.1%
Reliable	9.7%	17.3%
Inclusive	9.2%	14.8%
Impartial	10.7%	6.5%
Law-abiding	9.1%	9.0%
Altruistic	7.4%	13.0%
Integrous	7.2%	10.5%
Attentive	5.3%	5.1%

Asian Female Survey Participants

European Female Survey Participants

Honest	33.2%	■■■■■■■■■■	■■■■■■■■	26.4%	Honest
Empowering	31.1%	■■■■■■■■■■	■■■■■■■■	26.8%	Empowering
Trustworthy	26.6%	■■■■■■■■	■■■■■■■■	26.1%	Trustworthy
Visionary	23.8%	■■■■■■■■	■■■■■■	18.9%	Visionary
Accountable	22.6%	■■■■■■■■	■■■■■■	18.2%	Accountable
Fair-minded	25.0%	■■■■■■■■	■■■■■■■■	29.8%	Fair-minded
Empathetic	20.1%	■■■■■■■■	■■■■■■■■	29.1%	Empathetic
Humane	19.7%	■■■■■■■■	■■■■■■■■	24.8%	Humane
Transparent	15.9%	■■■■■	■■■■■■■■	28.2%	Transparent
Courageous	16.2%	■■■■■	■■■	11.1%	Courageous
Socially just	13.1%	■■■■	■■■	9.8%	Socially just
Environmentally conscious	13.7%	■■■■	■■■■■■■■	23.0%	Environmentally conscious
Humble	13.0%	■■■■	■■■■■■■■	26.6%	Humble
Reliable	11.4%	■■■	■■■■■■	17.3%	Reliable
Inclusive	8.9%	■■■	■■■■■■	16.6%	Inclusive
Impartial	7.6%	■■■	■■■	7.5%	Impartial
Law-abiding	8.7%	■■■	■■■	10.9%	Law-abiding
Altruistic	8.2%	■■■	■■■	10.5%	Altruistic
Integrous	7.8%	■■■	■■■	10.0%	Integrous
Attentive	5.8%	■■	■■	6.1%	Attentive

² Each of the respondents selected 3 answers for this question.

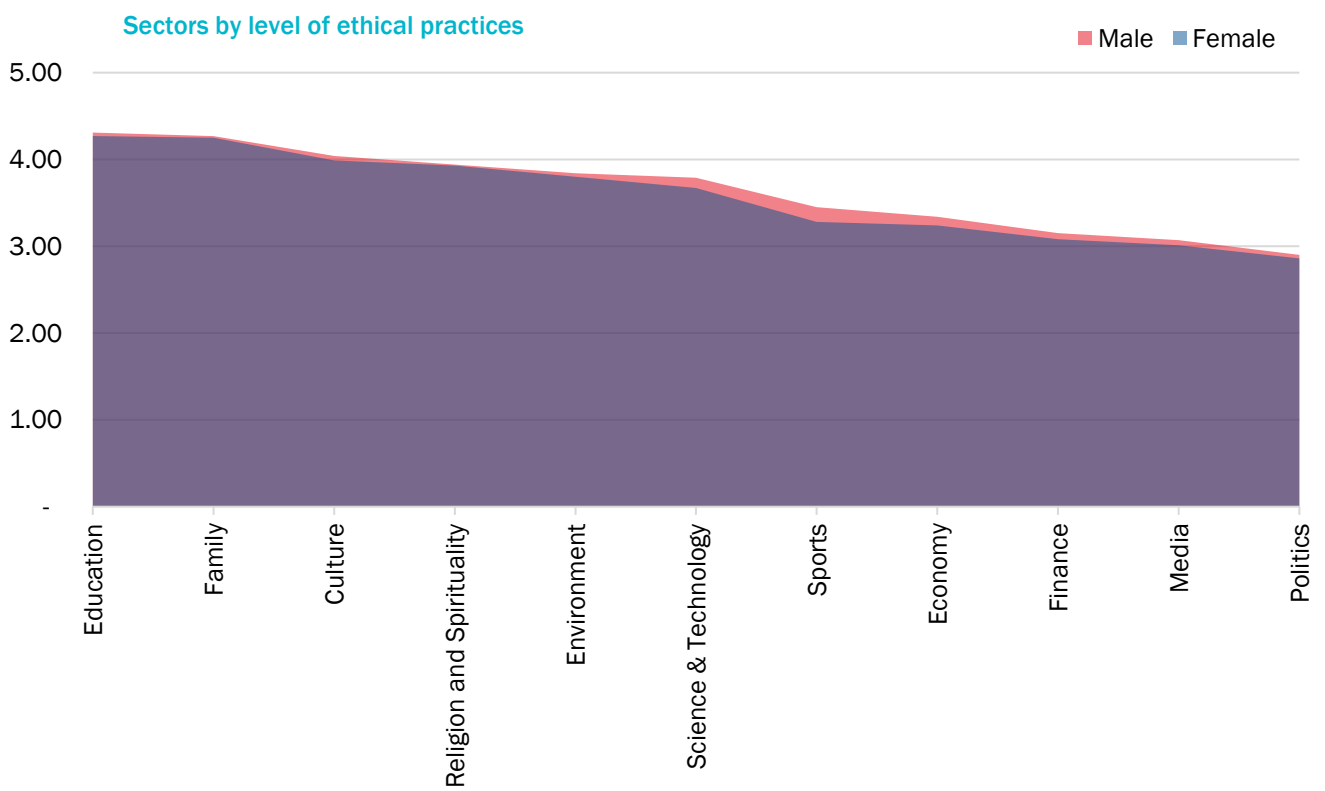
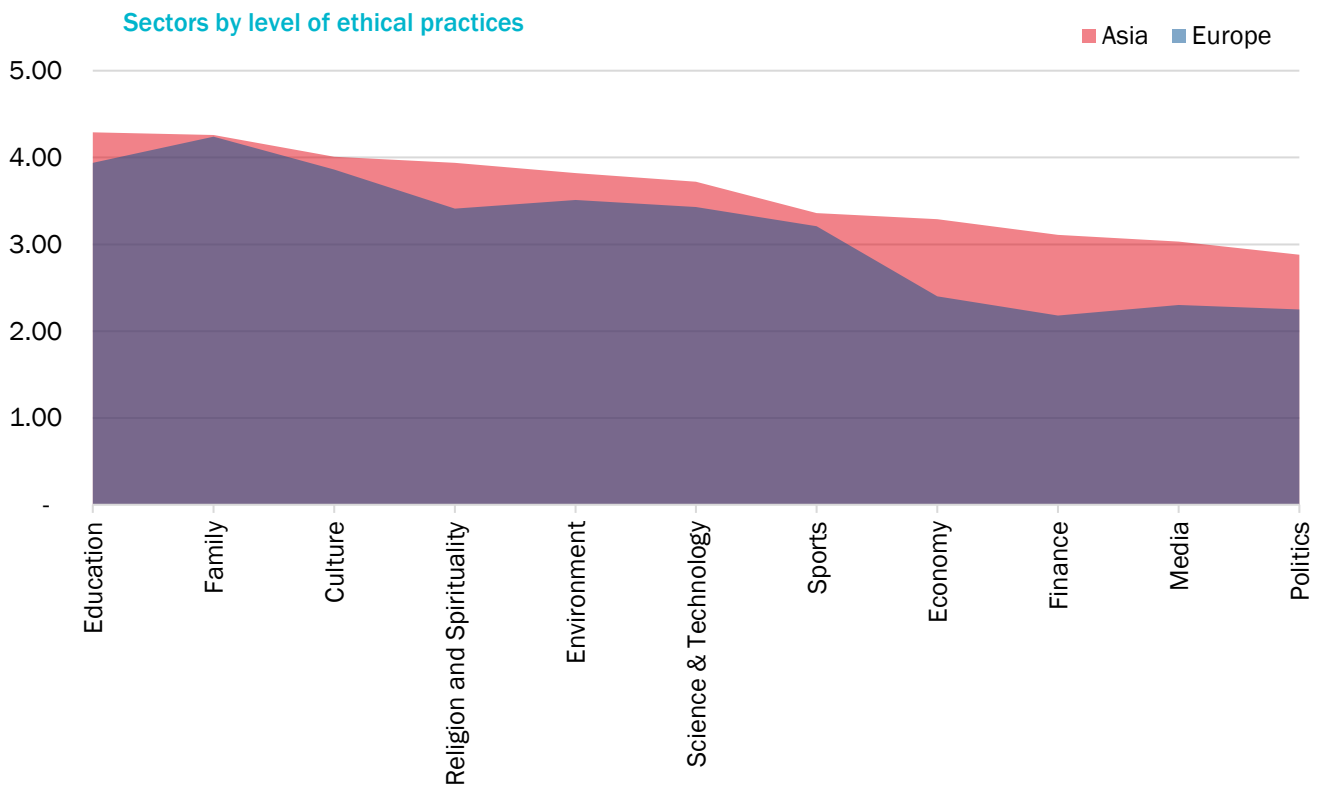


Rank the following 11 sectors according to the level of ethical practices ³

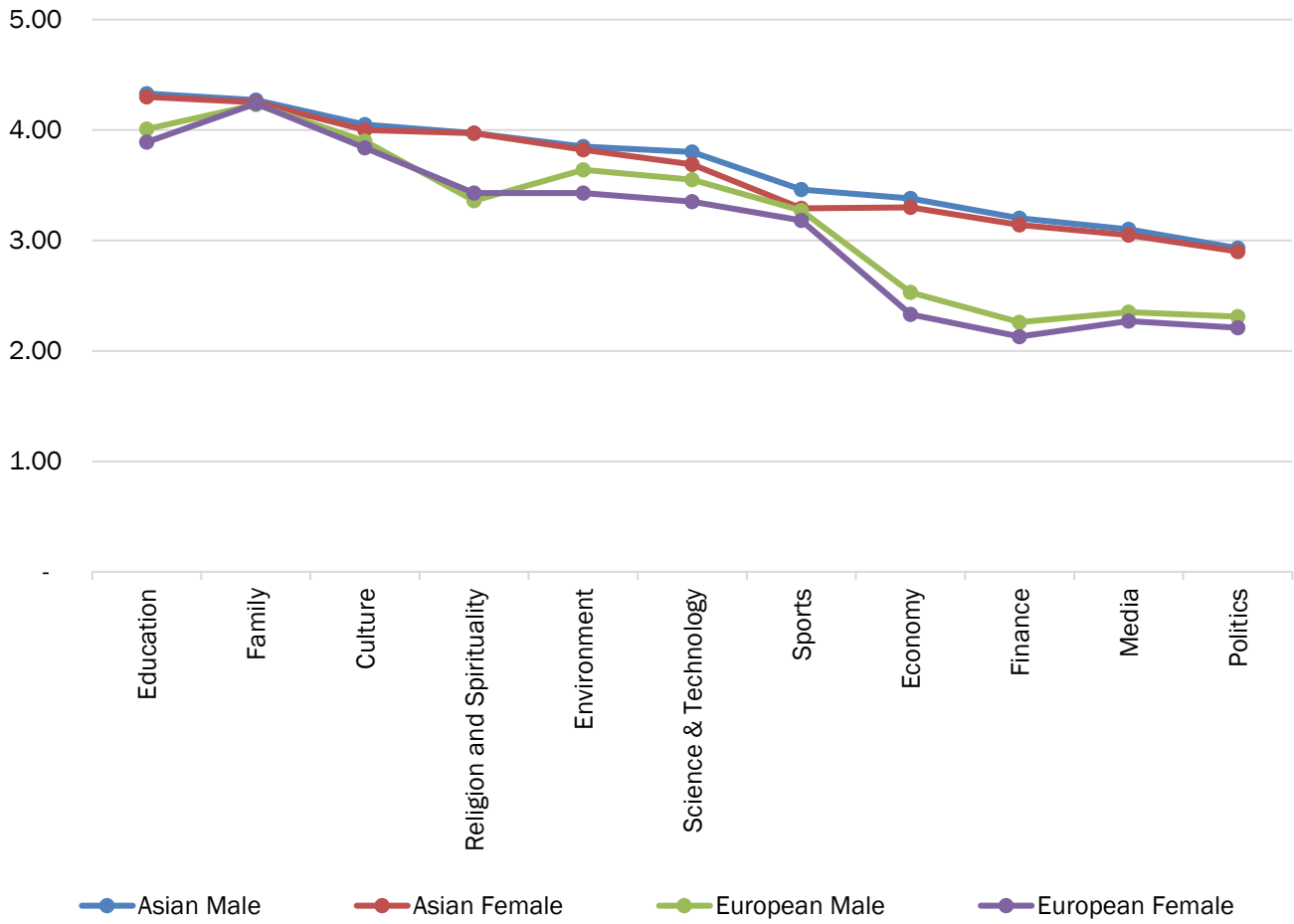
Sector	Total Ranking	Asia	Europe	Male	Female
Education	4.29	4.31	3.94	4.31	4.27
Family	4.26	4.26	4.24	4.27	4.25
Culture	4.01	4.02	3.86	4.04	3.99
Religion and Spirituality	3.94	3.97	3.41	3.94	3.93
Environment	3.82	3.84	3.51	3.84	3.80
Science & Technology	3.72	3.74	3.43	3.79	3.67
Sports	3.36	3.36	3.21	3.45	3.28
Economy	3.29	3.34	2.40	3.34	3.24
Finance	3.11	3.17	2.18	3.15	3.08
Media	3.03	3.08	2.30	3.07	3.01
Politics	2.88	2.91	2.25	2.90	2.86

Sector	Total Ranking	Asian Male	European Male	Asian Female	European Female
Education	4.29	4.33	4.01	4.30	3.89
Family	4.26	4.27	4.23	4.25	4.24
Culture	4.01	4.05	3.90	4.00	3.84
Religion and Spirituality	3.94	3.97	3.36	3.97	3.43
Environment	3.82	3.85	3.64	3.82	3.43
Science & Technology	3.72	3.80	3.55	3.69	3.35
Sports	3.36	3.46	3.27	3.29	3.18
Economy	3.29	3.38	2.53	3.30	2.33
Finance	3.11	3.20	2.26	3.14	2.13
Media	3.03	3.10	2.35	3.05	2.27
Politics	2.88	2.93	2.31	2.90	2.21

³ Each of the respondents ranked the 11 sectors into 'most ethical', 'moderately ethical', 'neutral', 'somewhat ethical', and 'least ethical' accordingly. The data later has been coded into scales from 5 to 1, respectively. As a reference, the average for all participants was 3.61 for all sectors.



Sectors by level of ethical practices



Asian Male Survey Participants

European Male Survey Participants

Family	39.1%	■■■■■■■■■■	■■■■■■■■■■	47.3%	Family
School / University	28.4%	■■■■■■■■	■■■■■■■■	27.1%	School / University
Religion	19.0%	■■■■■■■■	■■	6.5%	Religion
Workplace	7.8%	■■■	■■■	7.2%	Workplace
Peers	5.7%	■■■	■■■	7.9%	Peers
Social media	3.9%	■■	■■	4.0%	Social media
Sports	3.3%	■■	■■■	8.7%	Sports
Traditional media	1.2%	■	■	1.8%	Traditional media

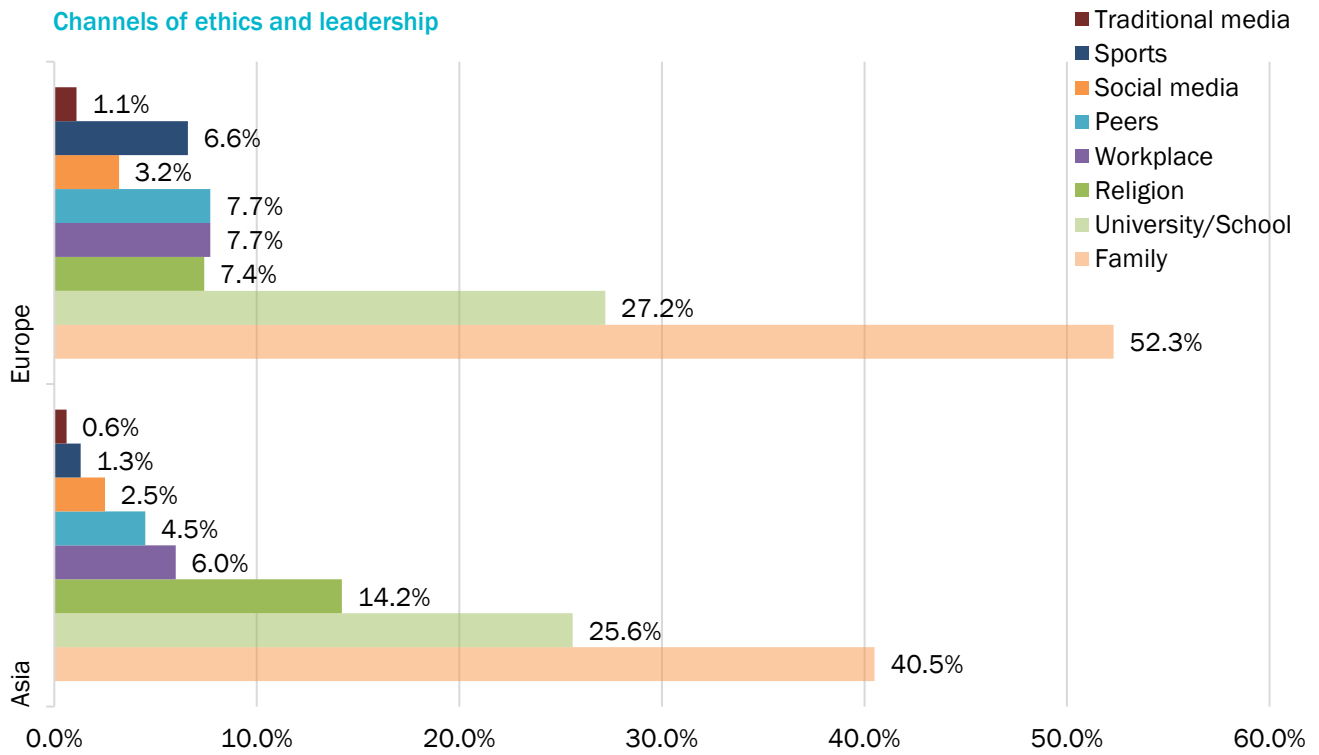
Asian Female Survey Participants

European Female Survey Participants

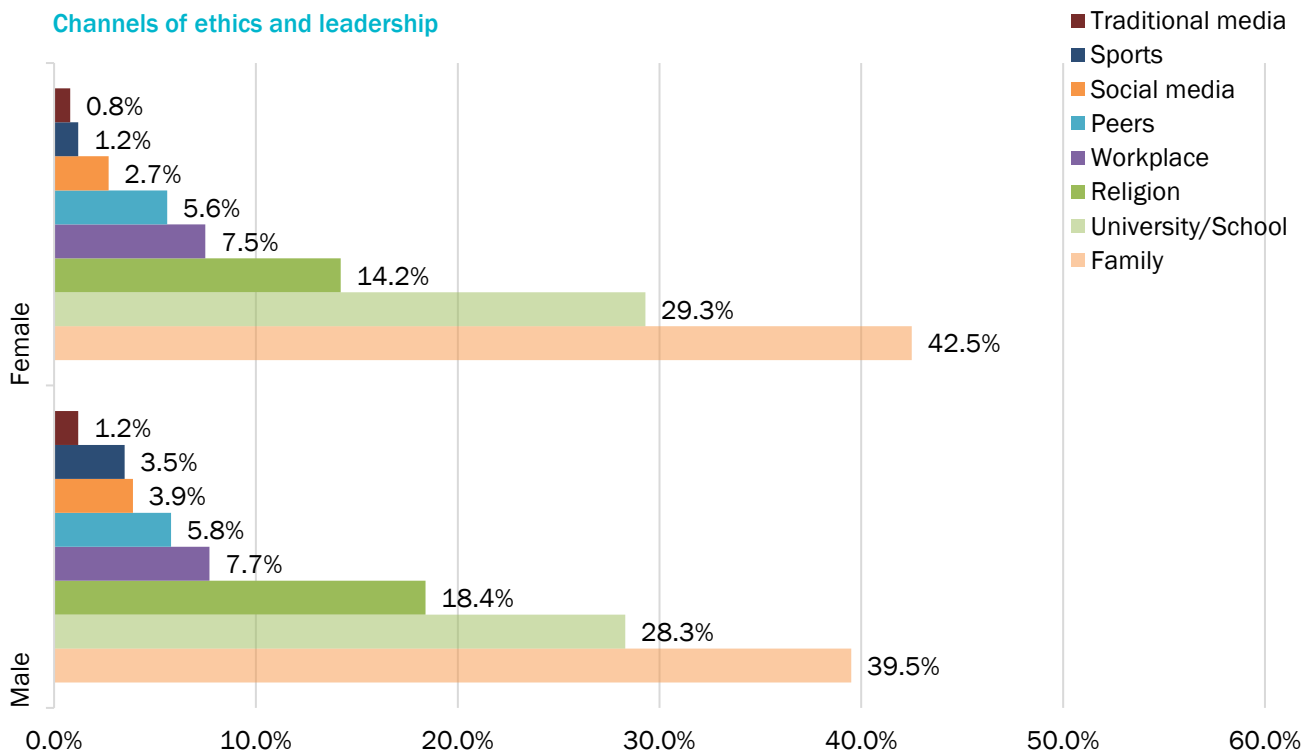
Family	41.7%	■■■■■■■■■■■	■■■■■■■■■■■	55.2%	Family
School / University	29.5%	■■■■■■■■	■■■■■■■■	27.3%	School / University
Religion	14.6%	■■■■■■■	■■■■■	8.0%	Religion
Workplace	7.5%	■■■	■■■■	8.0%	Workplace
Peers	5.4%	■■■	■■■	7.5%	Peers
Social media	2.7%	■■	■■	2.7%	Social media
Sports	1.0%	■	■■■	5.2%	Sports
Traditional media	0.8%	■	■	0.7%	Traditional media

⁴ Each of the respondents could select more than 1 answer for this question.

Channels of ethics and leadership



Channels of ethics and leadership



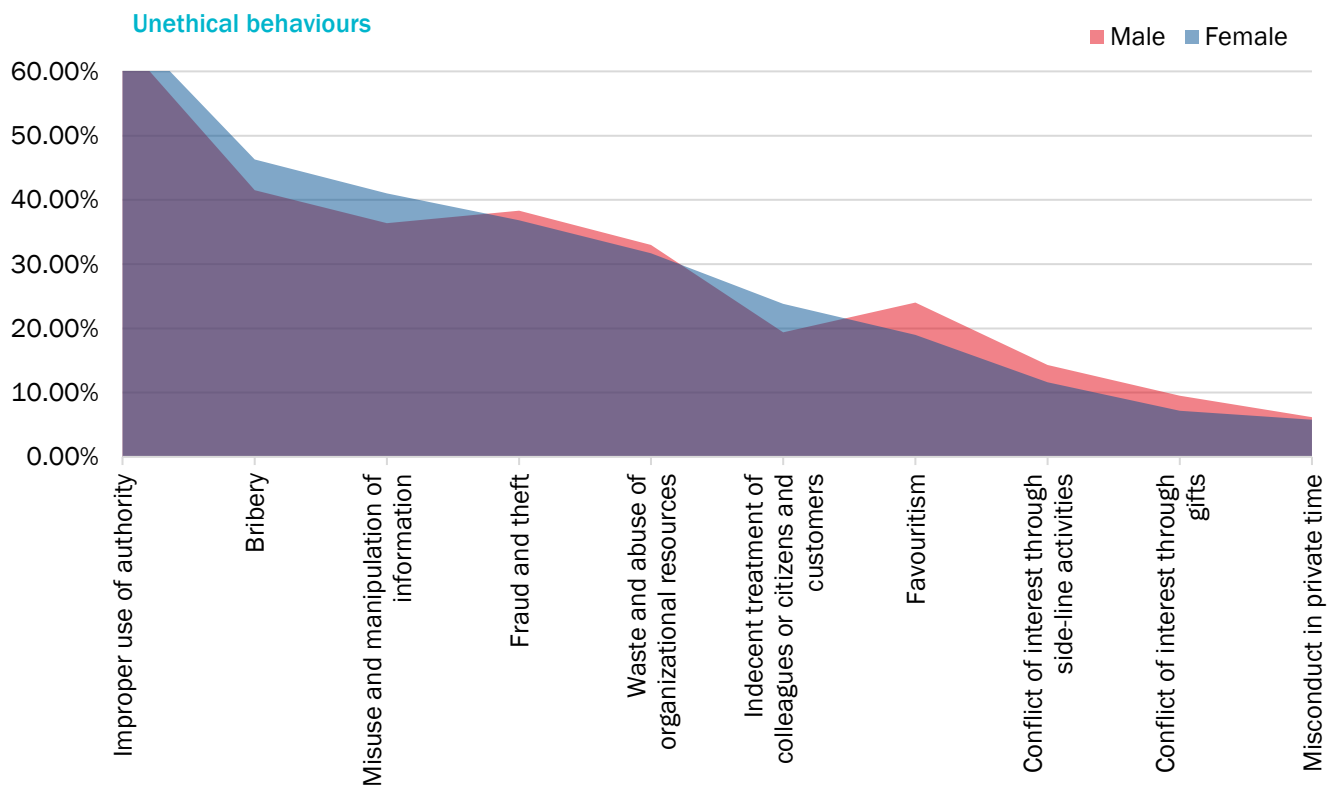
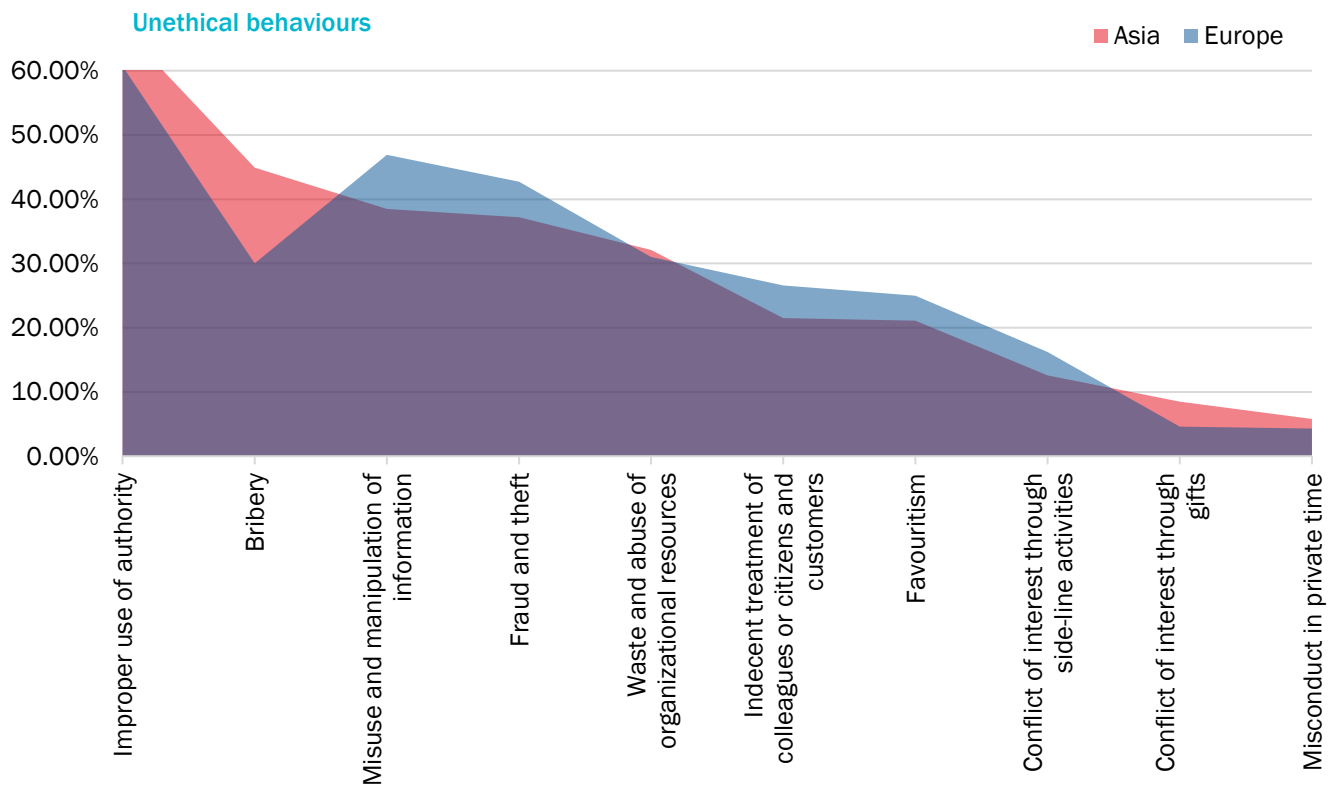
Conflict of interest through gifts	9.8%			5.3%	Conflict of interest through gifts
Misconduct in private time	6.3%			4.8%	Misconduct in private time

Asian Female Survey Participants

European Female Survey Participants

Improper use of authority	67.9%			64.1%	Improper use of authority
Bribery	47.5%			28.0%	Bribery
Misuse and manipulation of information	40.4%			50.5%	Misuse and manipulation of information
Fraud and theft	36.5%			41.8%	Fraud and theft
Waste and abuse of organizational resources	31.5%			32.0%	Waste and abuse of organizational resources
Indecent treatment of colleagues or citizens and customers	23.4%			31.1%	Indecent treatment of colleagues or citizens and customers
Favouritism	18.6%			24.8%	Favouritism
Conflict of interest through side-line activities	11.3%			15.5%	Conflict of interest through side-line activities
Conflict of interest through gifts	7.4%			4.8%	Conflict of interest through gifts
Misconduct in private time	5.7%			4.5%	Misconduct in private time

⁵ Each of the respondents selected 3 answers for this question.



What are the contemporary ethical dilemmas in society? ⁶

Total Ranking

Discrimination against ethnic minorities	42.0%	
Poverty/Social Inequality	38.5%	
Fake news	36.9%	
Environmental exploitation	32.1%	
Data and privacy	29.2%	
Gender inequality	24.1%	
Suppression of freedom of speech	20.3%	
Sexual orientation discrimination	17.6%	
Warfare	9.6%	
Animal abuse	9.6%	
Xenophobia	7.5%	
Tax evasion	5.5%	
Surveillance	3.9%	
Genetic modification	3.5%	

Asian Survey Participants

Discrimination against ethnic minorities	45.0%	
Poverty/Social Inequality	41.6%	
Fake news	39.6%	
Environmental exploitation	34.9%	
Data and privacy	31.8%	
Gender inequality	26.1%	
Suppression of freedom of speech	22.8%	
Sexual orientation discrimination	19.2%	
Warfare	10.7%	
Animal abuse	10.4%	
Xenophobia	8.0%	

European Survey Participants

	27.1%	Discrimination against ethnic minorities
	41.7%	Poverty/Social Inequality
	26.2%	Fake news
	40.0%	Environmental exploitation
	46.0%	Data and privacy
	27.1%	Gender inequality
	19.4%	Suppression of freedom of speech
	17.0%	Sexual orientation discrimination
	14.9%	Warfare
	12.1%	Animal abuse
	22.7%	Xenophobia

Tax evasion	6.2%	II	III	7.7%	Tax evasion
Surveillance	4.4%	II	III	8.6%	Surveillance
Genetic modification	4.0%	II	II	4.5%	Genetic modification

Male Survey Participants

Female Survey Participants

Discrimination against ethnic minorities	43.1%	IIIIIIIIII	IIIIIIIIII	44.8%	Discrimination against ethnic minorities
Poverty/Social Inequality	41.7%	IIIIIIIIII	IIIIIIIIII	41.6%	Poverty/Social Inequality
Fake news	40.9%	IIIIIIIIII	IIIIIIIIII	37.2%	Fake news
Environmental exploitation	34.8%	IIIIIIIIII	IIIIIIIIII	35.5%	Environmental exploitation
Data and privacy	33.1%	IIIIIIIIII	IIIIIIIIII	32.2%	Data and privacy
Gender inequality	24.5%	IIIIIIIIII	IIIIIIIIII	27.6%	Gender inequality
Suppression of freedom of speech	24.0%	IIIIIIIIII	IIIIIIIIII	21.1%	Suppression of freedom of speech
Sexual orientation discrimination	19.2%	IIIIIIIIII	IIIIIIIIII	18.8%	Sexual orientation discrimination
Warfare	10.3%	IIIIIIIIII	IIIIIIIIII	11.1%	Warfare
Animal abuse	8.8%	IIIIIIIIII	IIIIIIIIII	12.0%	Animal abuse
Xenophobia	7.9%	IIIIIIIIII	IIIIIIIIII	9.1%	Xenophobia
Tax evasion	7.2%	IIIIIIIIII	IIIIIIIIII	5.3%	Tax evasion
Surveillance	5.2%	IIIIIIIIII	IIIIIIIIII	3.9%	Surveillance
Genetic modification	4.1%	IIIIIIIIII	IIIIIIIIII	3.9%	Genetic modification

Asian Male Survey Participants

European Male Survey Participants

Discrimination against ethnic minorities	44.0%	IIIIIIIIII	IIIIIIIIII	25.3%	Discrimination against ethnic minorities
Poverty/Social Inequality	41.8%	IIIIIIIIII	IIIIIIIIII	38.6%	Poverty/Social Inequality
Fake news	41.6%	IIIIIIIIII	IIIIIIIIII	26.7%	Fake news
Environmental exploitation	34.5%	IIIIIIIIII	IIIIIIIIII	39.0%	Environmental exploitation
Data and privacy	32.4%	IIIIIIIIII	IIIIIIIIII	47.3%	Data and privacy
Gender inequality	24.8%	IIIIIIIIII	IIIIIIIIII	18.8%	Gender inequality

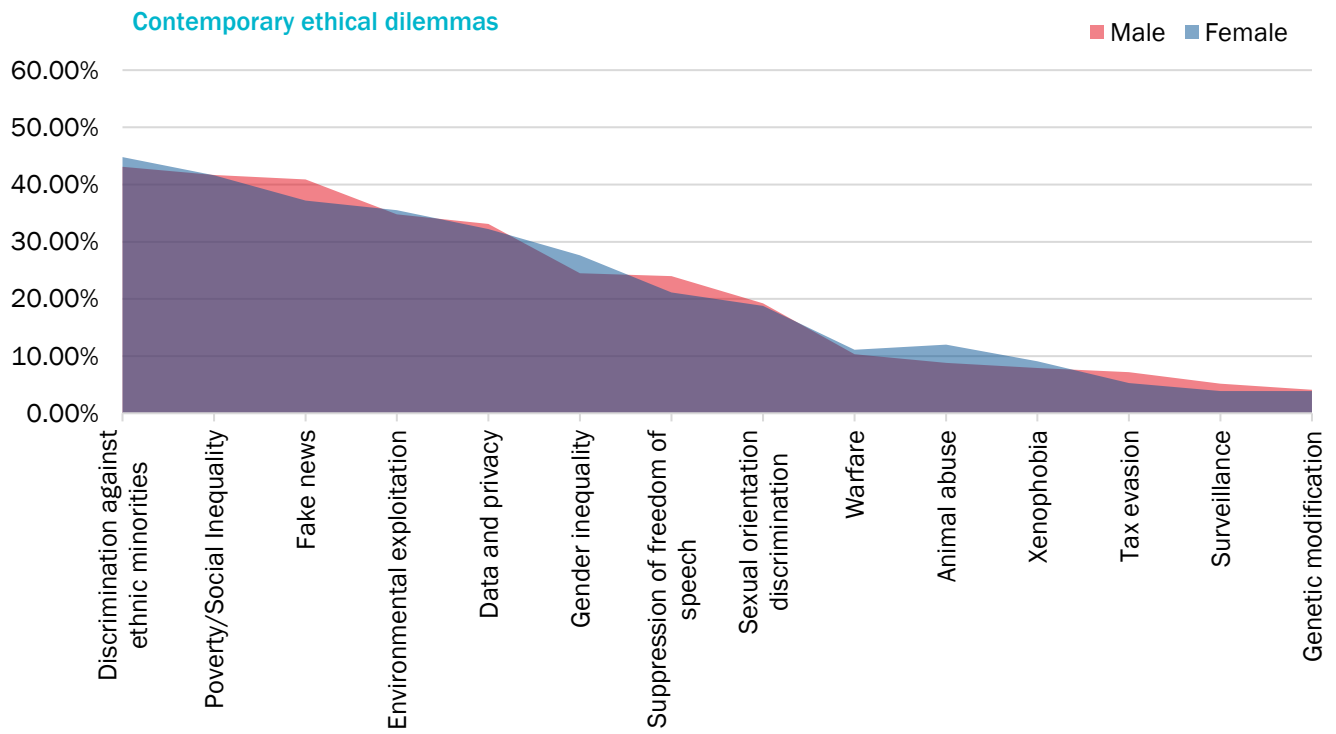
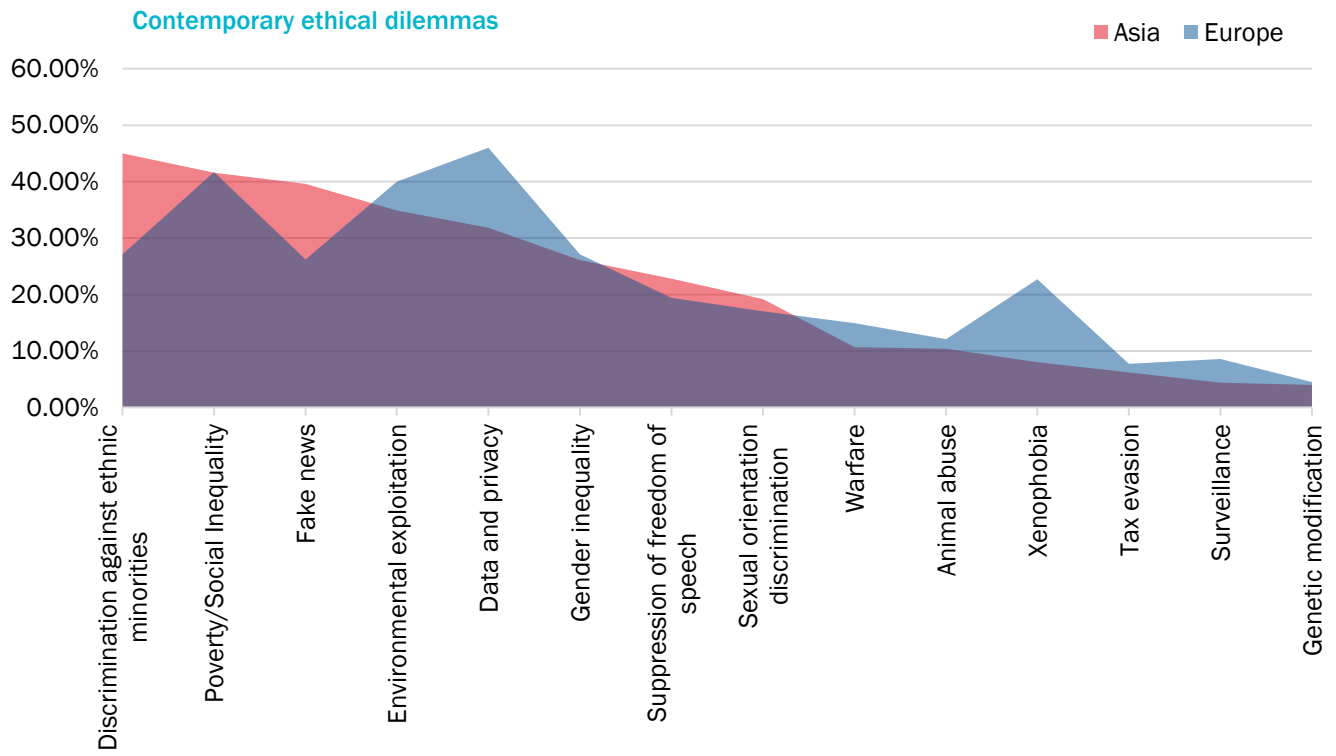
Suppression of freedom of speech	24.4%			22.4%	Suppression of freedom of speech
Sexual orientation discrimination	19.4%			17.7%	Sexual orientation discrimination
Warfare	10.6%			13.7%	Warfare
Animal abuse	8.8%			8.7%	Animal abuse
Xenophobia	7.7%			20.2%	Xenophobia
Tax evasion	7.5%			8.7%	Tax evasion
Surveillance	5.1%			13.7%	Surveillance
Genetic modification	4.1%			4.3%	Genetic modification

Asian Female Survey Participants

European Female Survey Participants

Discrimination against ethnic minorities	45.9%			28.2%	Discrimination against ethnic minorities
Poverty/Social Inequality	41.5%			43.6%	Poverty/Social Inequality
Fake news	37.9%			25.9%	Fake news
Environmental exploitation	35.2%			40.7%	Environmental exploitation
Data and privacy	31.3%			45.2%	Data and privacy
Gender inequality	27.3%			32.3%	Gender inequality
Suppression of freedom of speech	21.3%			17.5%	Suppression of freedom of speech
Sexual orientation discrimination	18.9%			16.6%	Sexual orientation discrimination
Warfare	10.9%			15.7%	Warfare
Animal abuse	11.8%			14.3%	Animal abuse
Xenophobia	8.2%			24.3%	Xenophobia
Tax evasion	5.2%			7.0%	Tax evasion
Surveillance	3.8%			5.5%	Surveillance
Genetic modification	3.8%			4.5%	Genetic modification

⁶ Each of the respondents selected 3 answers for this question.



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The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy and public health. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM). ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks, and web-portals.

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