

THE VIEW FROM THE INDUSTRY

BRIDGING THE GAP WITH GEN Z – TURNING SCEPTICS INTO CHANGEMAKERS

BDO Global
Natural Resources
2022 Survey Findings

ABOUT BDO'S RESEARCH

Five key markets
for natural resources



Australia



Canada



Latin America



South Africa



United Kingdom

757
survey responses:



267
Natural
resources
corporates



234
School
students



256
University
students

Natural resources need to be better at highlighting the industry's changemaking potential for Gen Z



80%

of corporates believe that the natural resources industry can play a key role in the global decarbonisation process and make a big difference for the energy transition towards a green future

Natural resources is making progress on the ESG agenda, but there is more to be done



42%

of natural resources companies say the industry has made either good or significant efforts to reduce environmental impact and improve its approach to social responsibility

Harnessing the talent of today's young professionals – including digital skills – will be critical to future success for natural resources...



51%

of natural resources companies expect the size of their workforce to grow over the next six months



42%

of corporates find it difficult to attract and retain talent into the industry



Recruitment focus for natural resources:

- ▶ Engineers
- ▶ Fieldworkers
- ▶ Environmental experts
- ▶ Data analysts
- ▶ Experts in robotics and AI

...and in improving their talent recruitment and retention strategies



55%

of natural resources companies expect the size of their workforce to grow over the next six months

Top strategies for natural corporates to build a more sustainable talent pipeline:

1. Establish dedicated funding to support Gen Z into the sector
2. Refresh benefits packages and non-financial rewards
3. Develop an ecosystem of partners
4. Enhance ongoing professional development
5. Use smarter online and social media engagement strategies