



510 million people are in the Euro 28 (21 more European countries are not a part of this group)

85 million of them are between 12 and 26 years old

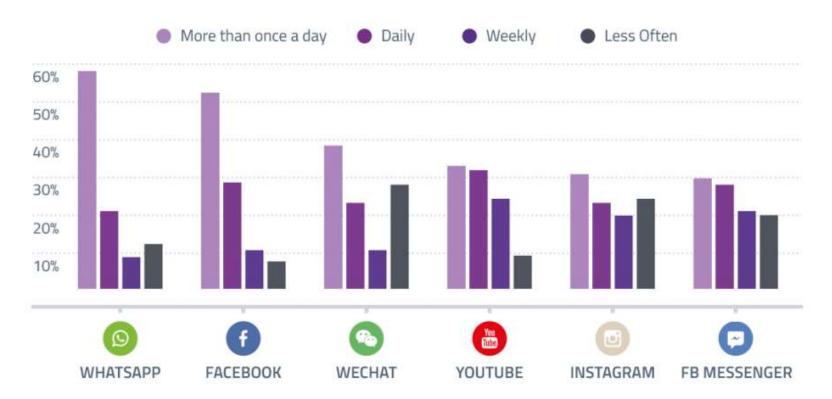
Three common cries:

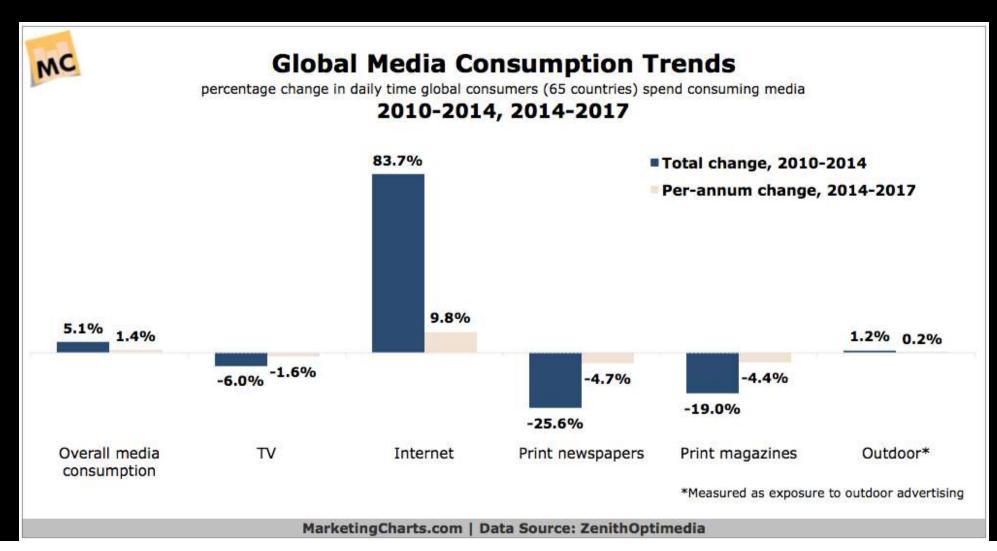
1. I'm connected – and fragmented

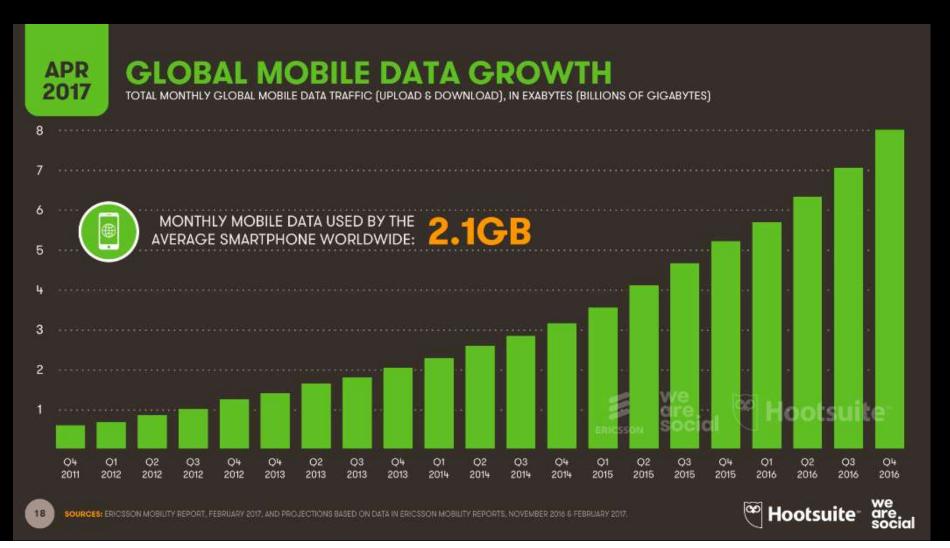


FREQUENCY OF USAGE

% of users who use each service on the following basis



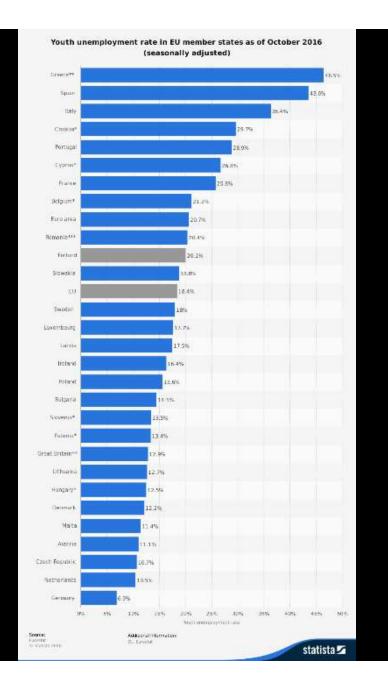




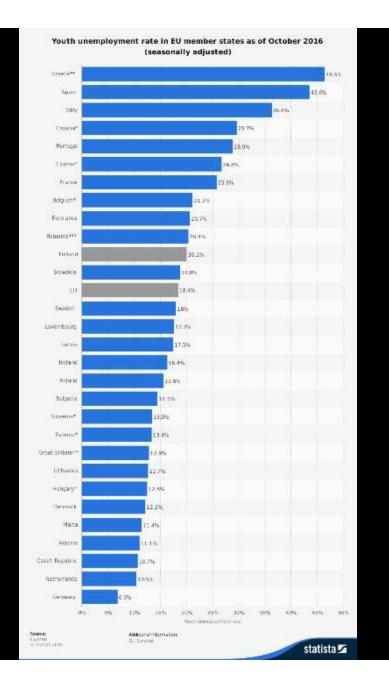
Three common cries:

- 1. I'm connected and fragmented
- 2. Where is my future?

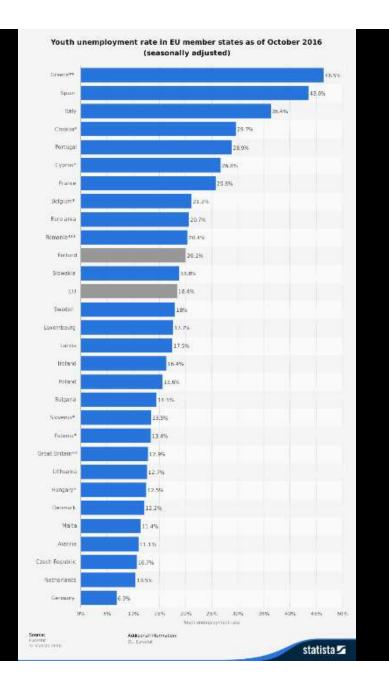




Of the 15 countries with the highest youth unemployment rates in the world, eight are located in southern Europe.



Spain, Italy, Greece, Portugal, and Croatia have all reached youth unemployment rates of close to 50 percent or more in recent years.

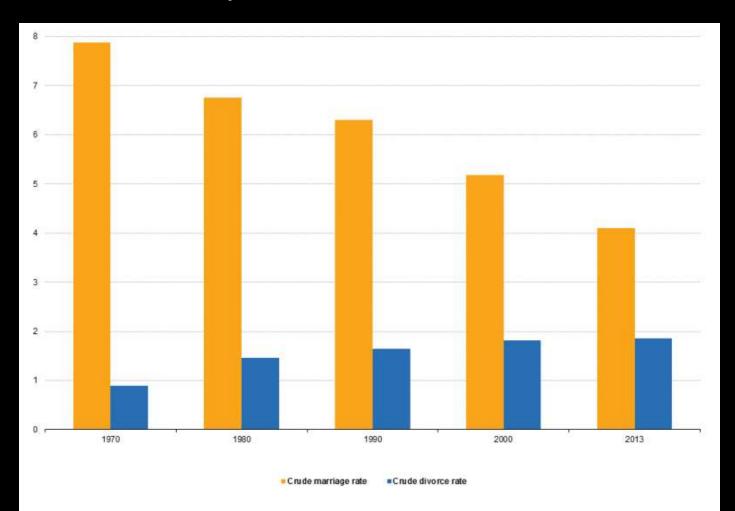


Of the top 14 countries with the highest rates of pessimism in the world, seven are located in southern Europe.

Three common cries:

- 1. I'm connected and fragmented
- 2. Where is my future?
- 3. What happened to my family?





Note: change in time interval on the x-axis. Excluding French overseas departments for 1970 to 1990. Source: Eurostat (online data codes: demo_nind and demo_ndivind)

The proportion of live births outside marriage in the EU-28 in 2014 was 42 %

Of the world's 10 most divorced nations, 8 are in Europe:

- 1. Belgium 71%
- 2. Portugal 68%
- 3. Hungary 67%
- 4. Czech Republic 66%
- 5. Spain 61%
- 6. Luxembourg 60%
- 7. Estonia 58%
- 8. Cuba 56%
- 9. France 55%

10. USA – 53%

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One BIG opportunity:

90% of those who trust Christ do so before their 21^{st} birthday





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Four persistent requests:

- 1. Improve me
- 2. Be yourself
- 3. Keep it simple
- 4. I want a cause

In 2016 around 580,000 respondents in 35 countries were asked the question: Would you actively participate in large-scale uprising against the generation in power if it happened in the next days or months?





Five keys to reaching this generation: 1. Get your "B's" in order

Behave – Believe – Belong



Belong – Believe – Behave





Five keys to reaching this generation:

- 1. Get your "B's" in order
- 2. Use the Highways

Use the highways...

- English
 Schools
 Nusic
 - Sports - Media













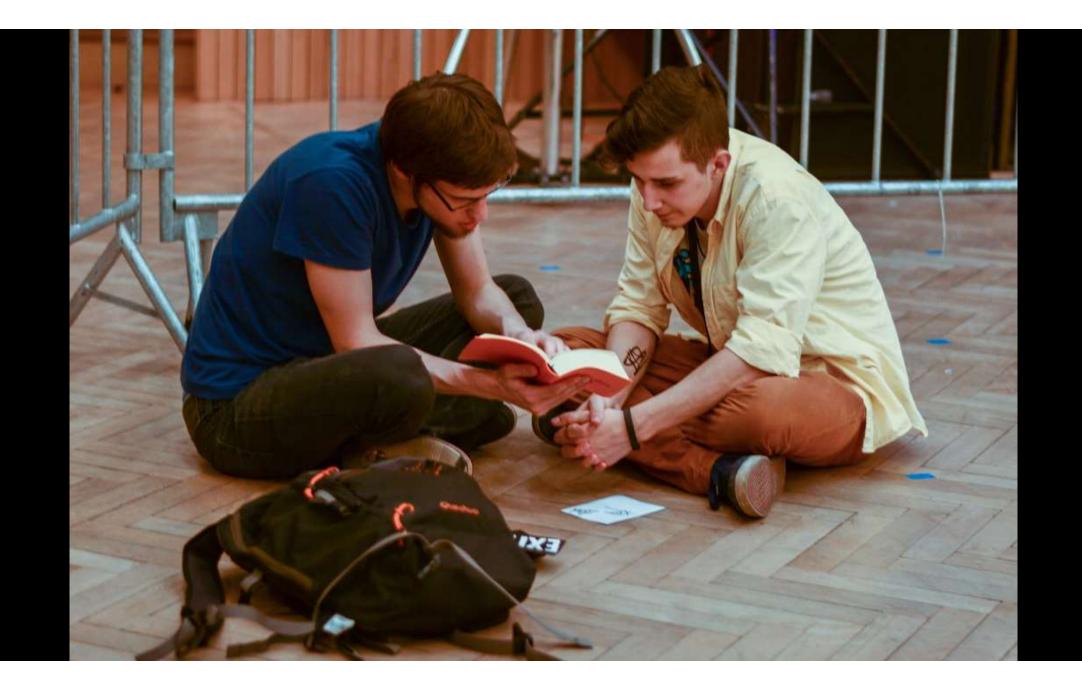














Use the highways...

- 1. English
- 2. Schools
- **3.** Music













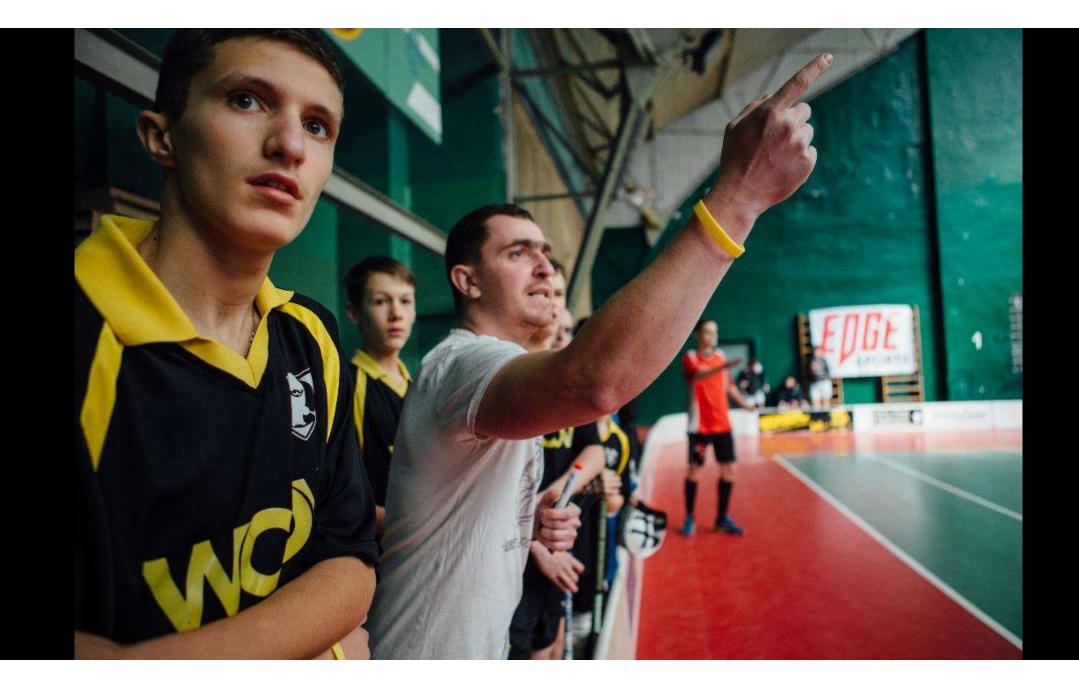










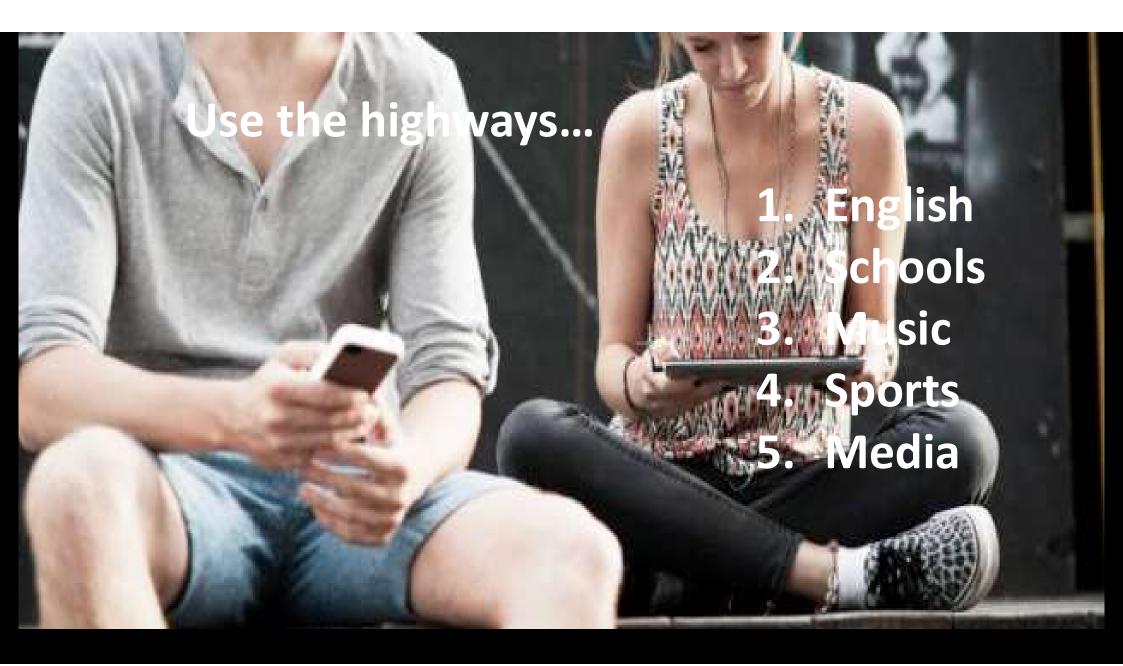














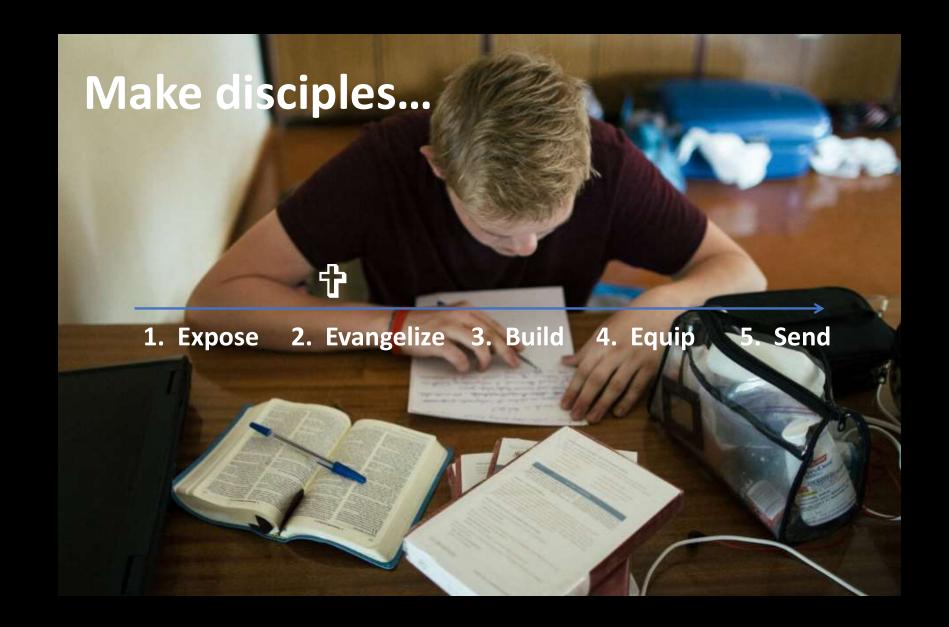
- 1. Get your "B's" in order
- 2. Use the Highways
- 3. Equip the church



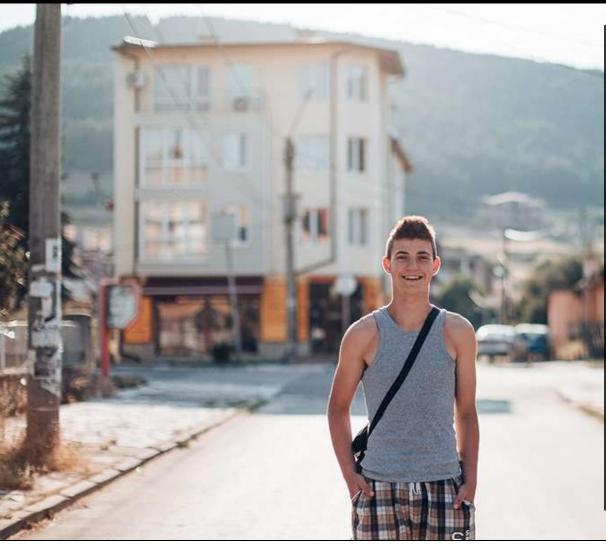


- 1. Get your "B's" in order
- 2. Use the Highways
- 3. Equip the church
- 4. Make disciples









- 1. Get your "B's" in order
- 2. Use the Highways
- 3. Equip the church
- 4. Make disciples
- 5. Don't be afraid of the gospel



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