

PRESS RELEASE

Jonáš Čumrik to Research Generation Z at the Solvo Think Tank

Prague, March 31, 2025

The Solvo Institute is pleased to announce that Jonáš Čumrik, an expert on the younger generation, has joined its Advisory Board. With this appointment, Solvo strengthens its expert team—including Professor Miroslav Bárta, Kateřina Havrlant, Tomáš Spurný, and Marek Prchal—and brings in a much-needed younger perspective on today's societal challenges. *"We want to mix our generation with the younger one, and Jonáš's expertise is exactly what our team has been missing,"* says Ivana Tykač, founder of Solvo.

"In my work, I often see institutions trying to convince young people of something, sell them something, or hire them—and they keep failing. When that happens, they tend to blame the youth, saying they're the problem. Joining Solvo gives me hope that we can offer a clear recipe not only for how to create the right conditions for employing the younger generation, but also for many other questions posed by people who unfairly label young people as 'snowflakes'," adds Jonáš Čumrik.

"What worries me the most is how young women and men are drifting apart in terms of their views—and how they struggle to communicate. A lot of young men want women to stay at home and take care of them, and they hold anti-female attitudes. Young women, on the other hand, want to study and explore the world. If this continues, we won't see any new children being born, because boys and girls simply won't meet," says Michaela Marksová, director of the think tank. *"That's exactly why it's important to have Generation Z represented in our think tank,"* she adds in welcoming the new member.

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