

## ONE YOUNG WORLD LAUNCHES FUND TO PROVIDE EARLY FINANCING TO GROWING SOCIAL BUSINESSES AT 2012 SUMMIT

*1,300 Delegates From 182 Countries Stand Side-by-Side With Fatima Bhutto, Pete Cashmore, Jack Dorsey, Sir Bob Geldof, Jamie Oliver, Joss Stone, Muhammad Yunus*

PITTSBURGH, Oct. 19, 2012 – Among the first-day highlights of the One Young World Summit was the announcement of the One Young World Social Business Accelerator. This new initiative will provide financing to growing social businesses, as well as access to the network of One Young World Ambassadors, to assist their development and expansion into new global markets.

Three social enterprises were selected as beneficiaries of the Accelerator, and each will receive a €20,000 low-interest loan. Villageboom, one of those selected, creates employment opportunities for rural villages in developing countries, and is introducing a microbusiness model based on a solar light to replace kerosene lamps, which local people are encouraged to adopt.

In addition, Accelerator grants, ranging from €500 to €2,000 were given to a number of One Young World returning Ambassadors. The first round of grants will fund efforts to help homeless people, an urban farming initiative, a youth sports skills program, water-conserving toilets and recycling initiatives.

“Many of the problems that you see are actually very simple – and if you can find one simple way how to make it happen, you can change the world,” said Muhammad Yunus, founder of Grameen Bank and Nobel Peace Prize Laureate. He noted, “We have so much potential and creativity here today to find these solutions. If we all worked together, the world’s problems would disappear.”

Other Day 1 highlights included:

- **Pete Cashmore, founder and CEO of Mashable, and journalist and activist, Fatima Bhutto**, discussed the role of education and the importance of working to increase literacy levels around the world. The delegates challenged each other to get out in their own communities and take action. One delegate, Sujit Lalwani, India, said, “It’s great to be alive as a human being, but it’s great to die as doing.”
- **Jamie Oliver, chef and founder of the Food Revolution**, led a panel discussion about the global obesity and malnutrition epidemic. Oliver reinforced the importance of working within school systems to increase education about healthy eating and cooking. He challenged the One Young World delegates to surprise him by coming up with plans to further their own local food revolutions.

- **Jack Dorsey, creator of Twitter and Square, Bob Geldof, KBE and Ken Roth, executive director of Human Rights Watch**, participated in the Transparency and Integrity Plenary Session. Dorsey stressed the urgent need for transparency in business and in politics, adding that Twitter and Square were both built entirely on the foundation of transparency.
- **Paul Polman, Global CEO of Unilever**, one of the world's largest consumer goods companies, discussed the importance of corporate social responsibility. He said that, "big does not mean bad," challenging delegates to help think of a better way for business to do business. "We want to drive positive social change," he said. "And youth doesn't always get the seat at the table that they deserve."
- **Singer and songwriter Joss Stone** – who began her career at the age of 14 – also spoke to the delegates about motivation and inspiration, drawing from her own experience. "As today's young people, we must make sure the fire is burning as brightly as we can," she said. "If you aren't heard the first time, speak a little louder – refuse to be ignored."

More information about the Summit is available at [www.OneYoungWorldPittsburgh.com](http://www.OneYoungWorldPittsburgh.com) and [www.OneYoungWorld.com](http://www.OneYoungWorld.com).

High-res video clips of Jamie Oliver and Jack Dorsey are available by request.

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**For further information, or to request a high-resolution image, please contact:**

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### **About One Young World**

One Young World is a charity that stages an annual Summit, gathering together the brightest young people from around the world. At the 2012 Summit young leaders from 182 countries will share their vision, views and ideas to create practical and achievable commitments for positive change.

Unlike any other event, One Young World Summit gives delegates the kind of media platform afforded ordinarily only to those who lead countries and corporations. Delegates speak alongside global figures who this year include former U.S. President Bill Clinton, Bob Geldof KBE, Professor Muhammad Yunus, Kofi Annan, Jamie Oliver, Pete Cashmore and Fatima Bhutto many others.

The seven areas of focus for the 2012 Summit are:



- Education
- Global Business
- Health
- Human Rights
- Leadership & Governance
- Sustainable Development
- Transparency & Integrity

Following the Summit, One Young World Ambassadors will deliver positive outcomes in these areas in their countries and communities and, using the lasting connections One Young World enables them to maintain, on a global scale.

Founded by David Jones, Global CEO of Havas, and Kate Robertson, UK Group Chairman, Havas Worldwide, the annual One Young World Summit is a unique event that offers international decision makers powerful insight into where our world may be heading.

One Young World Summit 2012 is taking place in Pittsburgh, USA, from 18-22 October.

For more information about One Young World please visit: [www.oneyoungworld.com](http://www.oneyoungworld.com).