

WHERE YOUNG LEADERS

START LEADING

ONE YOUNG WORLD SUMMIT **2012**

PITTSBURGH, PA USA

OCTOBER 18-22

“One Young World is where diversity, will power, intelligence and passion meet in one big room, producing better citizens of the world. Citizens with a palpable sense of responsibility. This is what makes the One Young World Summit the most brilliant international gathering this planet has ever witnessed.”

**Ayah Alfawaris, Jordan,
One Young World Ambassador 2010 & 2011.**

“This is a gathering of the world’s brightest young minds that are hungry to share their ideas and solutions to affect our world positively. With One Young World, the dream of youth to lead together with business, governments and global NGOs is very possible.”

**Michael Teoh, Malaysia, One Young World Ambassador 2010 & 2011,
championed by myHarapan.**

“One Young World helped to take my ideas from dreams to realities. It made me realise the power that our generation possesses and has allowed me to expand my horizons beyond my wildest imaginings.”

Sizwe Mpofu-Walsh, South Africa, One Young World Ambassador 2010 & 2011, President, Student Representative Council, University of Cape Town.

“In a global market likely to be defined by social business over the coming decade, the Summit is an invaluable experience: immediate insight to the greatest challenges facing the world, ideas and inspiration from major figures, and an instant global network of peers who are leaders in their fields.”

**Greg Kyle-Langley,
UK, One Young World
Ambassador 2011,
championed by Coutts
& Co.**



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1200 Delegates from 171 countries board the boat on Lake Zurich at the start of One Young World 2011

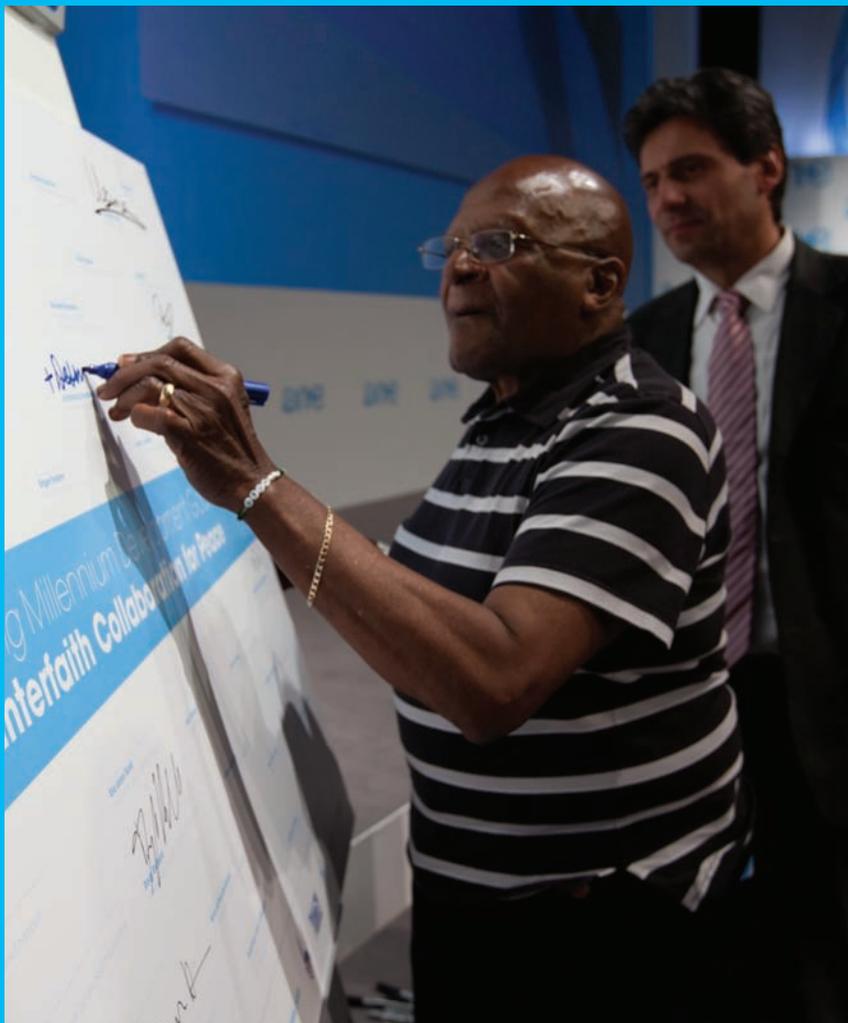


Crown Prince Haakon and Crown Princess Mette-Marit of Norway, Sir Bob Geldof and Archbishop Desmond Tutu welcome the flag bearers of 171 countries



Antony Jenkins of Barclays





Archbishop Desmond Tutu signs the Missing Millennium Development Goal calling for an end to violence in the name of religion



Zurich's youngest ever Mayor Corine Mauch at the 2011 Opening Ceremony



ABOUT ONE YOUNG WORLD

Unlike any other event, One Young World gives young leaders a platform and forum usually afforded only to those that lead our countries and corporations.

And, unlike any other global medium, One Young World facilitates their vision and ideas, delivering real solutions for real change on the world stage.

In 2010 and 2011 Delegates were guided by a line-up of Counsellors that included:

Archbishop Desmond Tutu, Bob Geldof, Kofi Annan, Professor Muhammad Yunus, HKH Prince Haakon of Norway, Jamie Oliver, Wael Ghonim and Joss Stone.

The young leaders of tomorrow debated and agreed on what they demand of the leaders of today.

No youth dominated event outside the Olympic Games brings together more countries than One Young World. It is a ground-breaking event that offers decision makers a powerful insight into where our world may be heading.

The 2012 One Young World Summit will take place in Pittsburgh from October 18-22.

CCTV's James Chau leads Delegates applauding former Ugandan child soldier, Innocent Opiwonya, who is running to become an MP in 2012



Get more for your young talent and for your organisation from One Young World than you thought possible.

For your Delegates

One Young World Ambassadors 2010 and 2011 unanimously describe the experience as 'life-changing'.

Discover a new sense of their potential and purpose in the global community.

Get to meet, speak to and impress some of the most inspirational people in the world: the One Young World Counsellors.

For your organisation

Your best young talent on a world stage.

A new appreciation of your organisation.

A rallying cry within your business.

An energetic and committed force for change for the better, from within.

Global media coverage

In 2011, One Young World was covered by 10 international broadcasters, including CNN International, CNBC and China Central Television, with coverage across 133 media outlets worldwide. More than 100 international reporters were accredited, from countries and regions including Australia, Chile, China, India, South Africa, Jordan, the United States and Europe.

"Fostering emerging talent who can deliver exceptional service to our clients is integral to our business and this is an amazing opportunity for some of our brightest rising stars around the world."

Alexandra Carr, Head of Next Generation Services, Coutts & Co

"I have a project run by a one OYW Ambassador that has delivered more savings than it cost BT to send our entire delegation last year! We have other projects underway from the Ambassadors that could save BT £3m whilst reducing our energy consumption & carbon footprint!"

David Wilson, Global HR, BT



Food activist Jamie Oliver takes his Food Revolution global

The most important Facebookers in the world: CNN's Kaj Larsen talks to Egyptian activist, Google's Wael Ghonim, and Oscar Morales, Founder of Un Millónde Voces Contra Las FARC



Who should attend One Young World?

The most talented young people you know should be Delegates to One Young World.

Whatever their future holds – leading a government, a corporation or an NGO; breaking new ground in any field from the arts to engineering, from banking to medicine, from law to volunteering – the young person you champion as a Delegate to One Young World will embark on their leadership journey as part of a remarkable global elite that really will take the world to a better place.

You may choose your Delegates from employees or colleagues, from people who've been identified by a NGO you work with, or with whom we work. One Young World can assist you with access to the thousands of talented people who apply to be Delegates via Facebook.

Ideally you should send people who are aged 25 or under, though around 20% of Delegates are over 25 but under 30. These ages are guidelines and are not rigid, and exist to help us ensure that One Young World is coherent in its mission to find and give the leaders of tomorrow a global platform.

The greatest deficit in the world is that of leadership: leadership for the good of all. The Delegates you select and champion will help to change that.

London 2010
823 Delegates
114 countries

Zurich 2011
1200 Delegates
171 countries

Pittsburgh 2012

Capacity –
1500 Delegates

Expected –
196 countries

TV anchor France's
Christine Ockrent and
the Women Up panel

Leaders of World
Faiths at the Interfaith
Dialogue



Sigi Proebstl of Siemens



How to register as a Delegate Champion and send your Delegates

Please note! We've done everything we can to make this as simple and easy as possible for you and your Delegates. If you have any questions, contact Sponsorship Directors Oliver Stacey - oliver.stacey@oneyoungworld.com - or David Alexander - david.alexander@oneyoungworld.com - and they'll help you immediately. It really helps us a lot if you're quick as we have hundreds of flights and logistical challenges bringing Delegates from all over the world.

To do now:

Step 1. Go to www.oneyoungworld.com/register/nominateandsponsor.asp

Step 2. Enter the number of Delegates you will be sending to the Summit. You may send as many as you wish but do think about your entire organisation, field of influence or prospects, and include more than one country if at all possible.

The price for each Delegate is \$5,200. This includes all airfares (regardless of origin), full access to the Summit including the Opening and Closing Ceremonies, four nights in shared hotel accommodation in the host city of Pittsburgh (should the flights that One Young World books necessitate a fifth night then that is covered too, should a Delegate require additional nights other than the latter then additional nights will be charged at \$150), all meals, transportation and evening activities in Pittsburgh during the Summit.

Delegates share accommodation or pay a single room supplement of \$400, which covers the duration of their stay.

Once flights have been booked, any changes incur a \$300 administration fee and the additional costs of the flights. These changes can be made, but cause One Young World administrative delays and logistical setbacks which make flights more expensive.

Visas and visa applications are the responsibility of the Delegate and their Delegate Champion. In the event of a late visa application being denied because of late application, there is a late visa penalty of \$100 and the Delegate fee is forfeited in full. If the visa is correctly applied for, within the time required by the US regulations, but is denied and the Delegate Champion does not wish to send a different Delegate the \$5,200 fee will be refunded after the cost of flight cancellation and \$300 administration fee have been deducted. If a different Delegate is selected and gets a visa, the cost of changing the flights will be borne by the Delegate Champion and One Young World will not charge additional administration costs.



UN Ambassador and author of “Desert Flower” former supermodel Waris Dirie with CCTV’s James Chau, UN Ambassador for AIDS



The winner of China’s version of Pop Idol, Shang Wenjie leads the One Young World Zurich children’s choir

Step 3. Select payment method.

All major credit cards are accepted.

If you select ‘Pay by Credit Card,’ you will automatically be directed to complete the transaction via the Barclaycard secure payment gateway.

You may also select the option to pay by bank transfer. The accounts payable team will issue an invoice for the due amount, including BACS transfer details. All payments must be paid on presentation of an invoice.

No flights or accommodation can be booked until payment is received in full.

Step 4. Enter your billing details.

Step 5. Include your company website URL and your Company / Organisation’s logo. You have the option of publishing a unique Delegate Champion page on the One Young World website.

Step 6. Click Submit.

Step 7. You will receive an automatic confirmation of your registration with your own log-in details.

Later on:

Step 8. Once you know the names of your Delegates, you can log in with your secure user name and password, and enter their first and last names and email addresses.

Step 9. Now your Delegates will get emails from One Young World informing them of your sponsorship.

Step 10. Your Delegates will be instructed to complete Delegate profiles for the logistics teams and the global travel partners.



Fatima Bhutto -
"Gender is no substitute
for ethics"



The "Africa Rising" team
celebrates 151 Delegates
from 49 African countries



The Plenary Sessions

At the 2010 and 2011 Summits the topics of the six Plenary Sessions were sourced from global polling and also, in 2011, from the One Young World Ambassadors themselves.

It is vital that Delegates and Ambassadors engage in the process of deciding what to discuss and which issues their Calls to Action should address, globally and regionally.

To this end, the 2010 and 2011 Ambassadors will each have a vote in putting forward and selecting issues for the Plenary Sessions in 2012. First-time Delegates will also have a role in this process.

The most important focus of the Plenary Sessions is that Delegates understand that, as young leaders, they lead, act and deliver. One Young World is not a talking shop and each Plenary Session results in a Call to Action. That Call is voted on by the entire delegation at the Summit and then, during the following year, the actions of Ambassadors with regard to these Calls are monitored, recorded and reported at the next Summit.

The main speeches in each Plenary are delivered by six Delegates – everyone has a chance to apply for these speaking roles. After these speeches, Counsellors go onto the floor and all Delegates are invited to step up and express their views. In 2012, a minimum of 90 minutes will be allocated to each of these sessions.

Sir Bob Geldof at the Opening Ceremony - "You're the pilots now guys"



Grameen Creative Lab's Hans Reitz beats the drum for Social Business



Paul Polman of Unilever

Calls to Action

The Calls to Action issued by the Delegates at the One Young World Summit 2011 were:

Global Business:

To create the One Young World list of the companies that we believe are transparent in their efforts to and effective in, delivering ethical employment and training in developing nations and take all possible steps to create awareness of the list.

Global Health:

To withdraw support from governments or political parties, and using their networks and social media networks to publicise this withdrawal, until such time as they prove their commitment to the Millennium Development Goals for health.

Interfaith Dialogue:

To approach governments and religious leaders and ask them to sign up to the Missing Millennium Development Goal and publish and publicise refusals and reasons for refusal.

Environment:

To prove to business leaders that becoming carbon neutral is good for business, and failing to see a commitment towards carbon footprint reduction by a company, to withdraw support from these businesses.

Leadership:

To challenge national governments to develop and to pass legislation to facilitate transparency and to withdraw support from governments, organisations and individuals proven to be adverse to transparency, independent scrutiny and to publicise all such instances.

Media:

To go to governments and request that they explain their media policies and publish and publicise their government's response using social media.



Footballer Clarence Seedorff with Beyond the Ball Founder, Rob Castaneda at the Sport Plenary



A standing ovation of support for the two Delegates from Libya



Delivering real change

Following the inaugural Summit in 2010, Ambassadors embarked on delivering change by creating their own projects that address the issues they care about, or by collaborating with existing initiatives.

The following is a breakdown of the results, in terms of individuals impacted directly or indirectly, delivered by Ambassadors between Summit 2010 and Summit 2011, in the categories defined by the Plenary Sessions.

Environment

One Young World Projects' Impacts
Direct – 3,910,142
Indirect – 12,185,646

Including collaboration with existing projects
Direct – 3,955,142
Indirect – 12,585,646

Global business

One Young World Projects' Impacts
Direct - 242
Indirect - 1764

Including collaboration with existing projects
Direct - 4342
Indirect – 26,513

Global Health

One Young World Projects' Impacts
Direct - 2087
Indirect – 14,136

Including collaboration with existing projects
Direct - 618,103
Indirect – 468,240

Interfaith Dialogue

One Young World Projects' Impacts
Direct – 66,745
Indirect – 333,725

Leadership

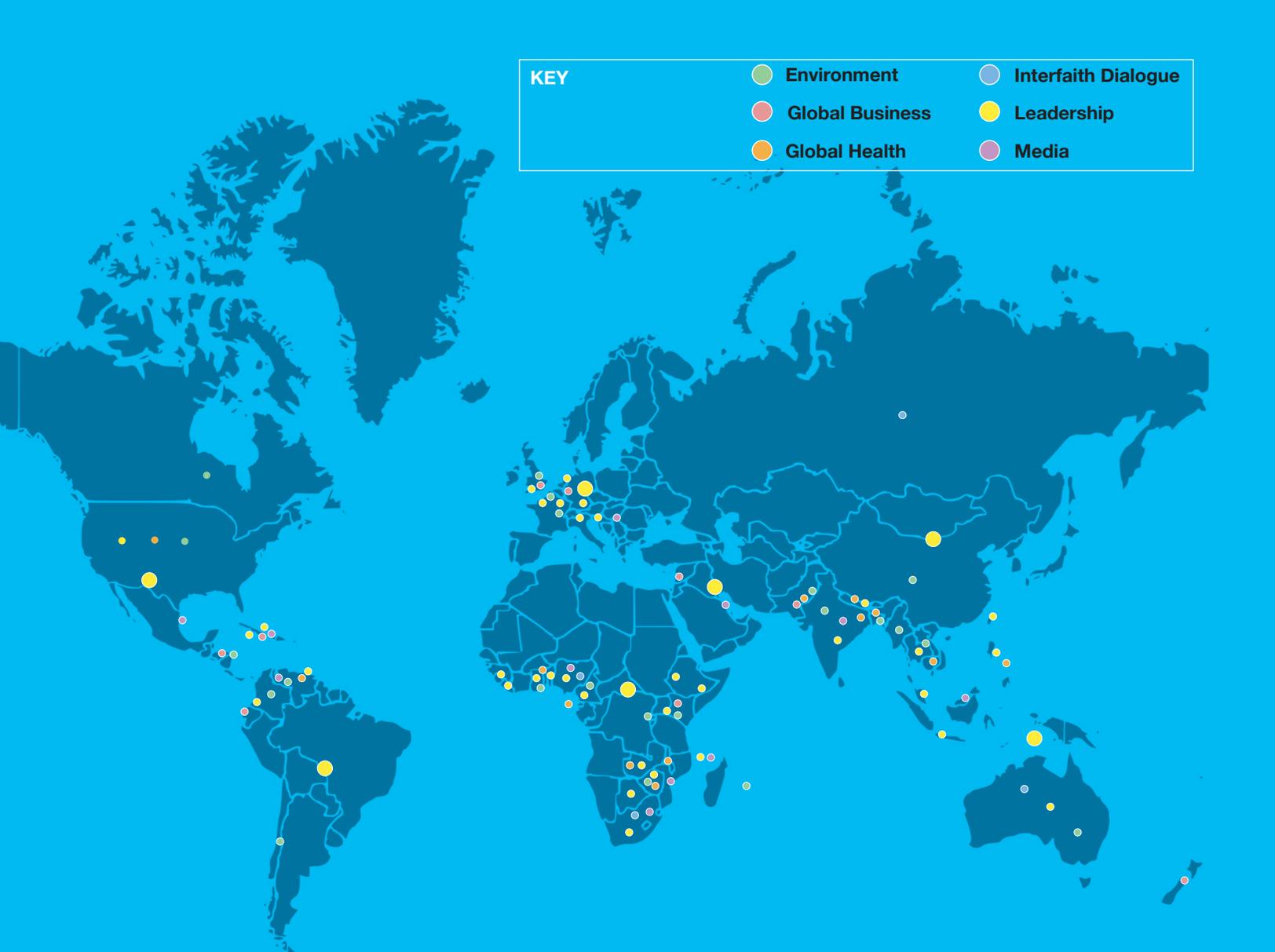
One Young World Projects' Impacts
Direct – 37,194
Indirect – 278,233

Including collaboration with existing projects
Direct - 117,272
Indirect – 744,618

Media

One Young World Projects' Impacts
Direct - 5520
Indirect – 197,000

Including collaboration with existing projects
Direct – 34,861
Indirect – 319,415



One Young World - Projects worldwide

Global Health

In the belief that all humans have the right to healthcare and nutrition, we call upon businesses, governments and civil society to work together more effectively to prioritize spreading information about and providing access to good healthcare and nutrition.

Global Business

In the belief that multinational corporations have a fundamental responsibility to behave ethically, we call upon global businesses to define and act on their role in the fight against poverty.

Media

In the belief that freedom of speech promotes a successful society, we call upon the media to use its influence and power to help protect truth and personal freedom.

Environment

In the belief that climate change will seriously affect future generations, we call upon governments to take more deliberate, legislative action to help guarantee that appropriate carbon emissions reduction targets are both agreed and met by 2020.

Interfaith Dialogue

In the belief that war must never be carried out in the name of religion, we call upon leaders and followers of all faiths to unequivocally commit to deliver peace amongst nations, races and creeds.

Leadership

In the belief that upholding human rights is essential, we call upon our political leaders to make clear their stance on humanitarian issues before we consider our support for them.

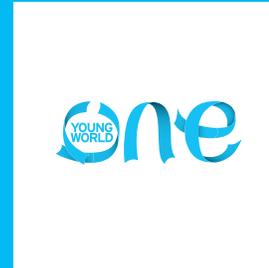
ONE YOUNG WORLD DELEGATE CHAMPIONS 2011 // Corporate Sector



Delegate Champions 2011



Archbishop Desmond Tutu greets Delegates before the Opening Ceremony



Professor Muhammad Yunus as the One Young World Social Business Fund is launched



Counsellors 2010/2011

Archbishop Emeritus Desmond Tutu

Nobel Peace Prize Laureate (Counsellor in 2010 & 2011)

Antony Jenkins

CEO Barclays Global Retail Banking (2011)

Bob Geldof KBE

Musician and activist (2010 & 2011)

Professor Muhammad Yunus

Founder Grameen Bank, Nobel Peace Prize Laureate (2010 & 2011)

Boris Becker

Tennis player (2011)

Carole Stone

Founder YouGovStone (2010 & 2011)

Christine Ockrent

French TV anchor (2011)

Clarence Seedorf

International footballer (2010 & 2011)

Doug Richard

Founder, School for Start-Ups (2011)

Elio Leoni Sceti

Co-founder and Chairman, Leoni-Sceti (2010 & 2011)

Fatima Bhutto

Author and activist (2011)

Andy Ansah

(2011)

Dr Graeme Sweeney

Chairman, Zero Emissions Platform (2010 & 2011)

Güler Sabanci

Chairman, Sabanci Holding (2011)

HKH Prince Haakon of Norway

(2010 & 2011)

HKH Princess Mette Marit of Norway

(2010 & 2011)

James Chau

Presenter China Central Television, UNAIDS Goodwill Ambassador (2011)

Jamie Oliver

Chef, restaurateur and food activist (2011)

Jean-Paul Agon

Chairman and CEO L'Oréal (2011)

Jennifer Corriero

Co-founder, Taking IT Global (2010 & 2011)

Joss Stone

Singer and songwriter (2011)

Wyclef Jean

Musician and politician (2010)

Mark Lovell

CEO A4E (2011)

Roger Federer

Tennis player (2011)

Oscar Morales

Founder, One Million Voices Against FARC (2010 & 2011)

Paul Polman

CEO Unilever (2011)

Pekka Himanen

Researcher and author (2010 & 2011)

Suleiman al-Herbish

Director-General, OPEC Fund for International Development (2011)

Tony Fernandes

Founder and CEO, Air Asia (2010)

Wael Ghonim

Google Egypt executive, 2011 Times 100 Most Influential People (2011)

Senator John Kerry

Politician (2010)

Donna Karan

(2011)

Waris Dirie

Author and activist, UN Special Ambassador (2011)

Yann Arthus-Bertrand

Photographer, reporter and ecologist (2011)



The David L. Lawrence Convention Center



Pittsburgh

The Host City tender for One Young World 2012 was won by the City of Pittsburgh with a runaway bid, supported by two former Presidents of the United States.

Propelled onto the world stage in recent years, Pittsburgh has hosted the G20 and was named by *The Economist* and *Forbes* as America's "Most Livable City" and by *National Geographic Traveler* as one of the world's top 20 places to visit in 2012.

The Host City evaluation team rated Pittsburgh first in every category.

The Cathedral of Learning



The Heinz Concert Hall

Most of all, the One Young World Founders were impressed by the commitment of the One Young World Pittsburgh Partnership, under the chairmanship of Greg Babe, President and CEO, Bayer Corporation and Sy Holzer, President and CEO, PNC Bank, representing the corporate, academic and civic leadership of the city.

The leaders of these sectors have created a world class platform for Pittsburgh - regenerating the former Steel City into a thriving city for the 21st Century with full employment, some of the best universities in the world and several Fortune 500 business HQ's.

Pittsburgh will host the most exciting One Young World Summit yet. The Opening Ceremony in the beautiful Heinz Hall for the Performing Arts will be set to music from the world-famous Pittsburgh Symphony Orchestra and the Children's Festival Chorus of Pittsburgh, creating an inspiring Flag-laying Ceremony.

After the Flag-laying Ceremony and the introduction of the Counsellors to the Delegates, the city will host the entire delegation at a Bridge Party on the Roberto Clemente Bridge with a special One Young World fireworks display. Pittsburgh is the "The City of Bridges", and boasts more bridges than Venice.

The Plenary Sessions of the Summit will be held at the David L. Lawrence Convention Center.

Breakout Sessions will be held at the University of Pittsburgh's Cathedral of Learning Nationality Rooms, and several other sites around Pittsburgh.



Founders David Jones and Kate Robertson at the Closing Ceremony



Just in case this helps

We can create special invitations unique to your company. Delegate Champions can publish these application invitations on internal intranet sites, featuring a link that only your company's employees can respond to. If you don't have time to conduct preliminary interviews with your company's global fast-trackers, this is the perfect way to discover who is really keen to engage and to attend the One Young World Summit.

One Young World will then provide you with a list of all applicants, who responded to your invitation, from which you can short-list and select the final attendees.

If you would like us to help you create this invitation and save valuable time, please call Oliver Stacey on +44 (0)20 7017 1546
oliver.stacey@oneyoungworld.com

“I am glad to have the opportunity of encouraging and supporting these future leaders who are prepared to take on the responsibility for a world which has rarely seen so many vital issues.”

**Jean-Paul Agon,
CEO & Chairman L'Oréal**

“One Young World is an inspiring forum, in which I am proud to play a part. Equally inspiring are the stories and ambitions of the One Young World Delegates – our leaders of the future.”

**Antony Jenkins, Chief Executive,
Barclays Global Retail Banking**

“The One Young World summit is a truly ground-breaking event which offers decision makers and business leaders the most powerful insight into where our world may be heading next.”

**Tony Fernandes,
Founder and
CEO, Air Asia**



CONTACT:

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