

ONE YOUNG WORLD FACT SHEET

OYW Purpose

To connect and bring together the youngest, brightest and best and to ensure that their concerns, opinions and solutions are heard.

The Issues OYW Covers

Last year, for the inaugural summit, One Young World resolutions arose from the results of a YouGovStone global survey of 15,844 young adults aged 23 to 28 and were drafted in consultation with the James Martin 21st Century School at the University of Oxford. The online survey was completed in three phases and split into six main areas: media, business, environment, health, religion and politics. The resulting resolutions were debated at six plenary sessions—The Environment and Its Protection, Interfaith Dialogue, The Role of Global Business, The Changing Media, Global Health and Politics for a Positive Future—and voted on. YouGovStone has already begun the global consultation process for the 2011 summit.

2011 Summit

- Zurich, Sept. 1-4, 2011
- The OYW team has already received 5,000-plus applications for delegates.
- Social media highlights:
 - One Young World's Facebook page (facebook.com/OneYoungWorld) currently has more than 15,000 "likes," from Queen Rania of Jordan to the World Economic Forum to former and future delegates around the planet.
 - Its Twitter account (@oneyoungworld) has about 4,900 followers.
- Counselors so far include activist and Nobel Peace Prize Laureate Archbishop Desmond Tutu; Kofi Annan, president of the Global Humanitarian Forum; Bob Geldof, musician and activist; Nobel Peace Prize Laureate Muhammad Yunus of Grameen Bank; HRH Crown Prince Haakon of Norway; Wyclef Jean, musician and former candidate for president of Haiti; Mo Ibrahim, founder of Celtel; footballer Clarence Seedorf; Paul Polman, CEO of Unilever; Oscar Morales,

“What we’re here for is important and poses a great responsibility on you. I think us counselors can abdicate that responsibility. The suggestion is almost that whatever it is we’ve managed to do...there’s increasingly little we can do to influence the affairs, except to possibly pass it on, somehow, by influencing you.” —BOB GELDOLF, musician and activist, OYW counselor



founder of One Million Voices Against FARC; author Fatima Bhutto; Ken Costa, chairman of Lazard International; Flavia Pansier, executive coordinator of the United Nations Volunteers Programme; Caspar Melville, editor of *New Humanist* magazine; Alejandro Toledo, former president of Peru; plus a dozen others. Most of last year's counselors are returning this year.

- Corporate sponsors include Barclays, BT, GE, Hilton, Pepsi, Pret, Sony, Starbucks and Unilever.

2010 Inaugural Summit

- London, Feb. 8-10, 2010
- More than 800 young adults from nearly 120 countries attended.
- Social media highlights:
 - A YouTube competition for delegates
 - One blog post, seven video views and 989 photo views per minute
 - No. 4 in Twitter trending topics in the U.K.
- Counselors included Archbishop Desmond Tutu, Kofi Annan, Bob Geldof, Muhammad Yunus, U.S. Sen. John Kerry, Crown Prince Haakon, Oscar Morales, Tony Fernandes, Ken Costa, Alejandro Toledo, Santanu Das of TranSwitch, Carole Stone of YouGovStone, Richard Sambrook of BBC, Nicholas Haysom of the U.N., Harald Ludwig of Lionsgate Entertainment, Martin Davidson of the British Council, Rachel Haltom-Irwin of the White House Internship Program and Osvald Bjelland of Xyntéo.
- More than 100 global brands participated.

OYW Awards

- **PR News CSR Awards.** Honorable Mention, Human Rights Communications, Philanthropy Communications and Workplace Innovation (2011)
- **SABRE (Superior Achievement in Branding and Reputation).** Certificate of Excellence, Iron, Agency Citizenship (2011)
- **Big Apple Awards, Public Relations Society of America, New York Chapter.** Finalist, Events and Observances, One to Seven Days (2011)
- **Clinton Global Initiative.** Commitment to Action (2010)
- **Event Awards.** Best Conference (2010)
- **Interactive Media Awards.** Outstanding Achievement, Youth (2010)
- **New Media Institute Awards.** Website Awards, Standard of Excellence, Community (2010)

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