

One Young World

November 2019

Key themes and takeaways



What is One Young World?

A non-profit organization

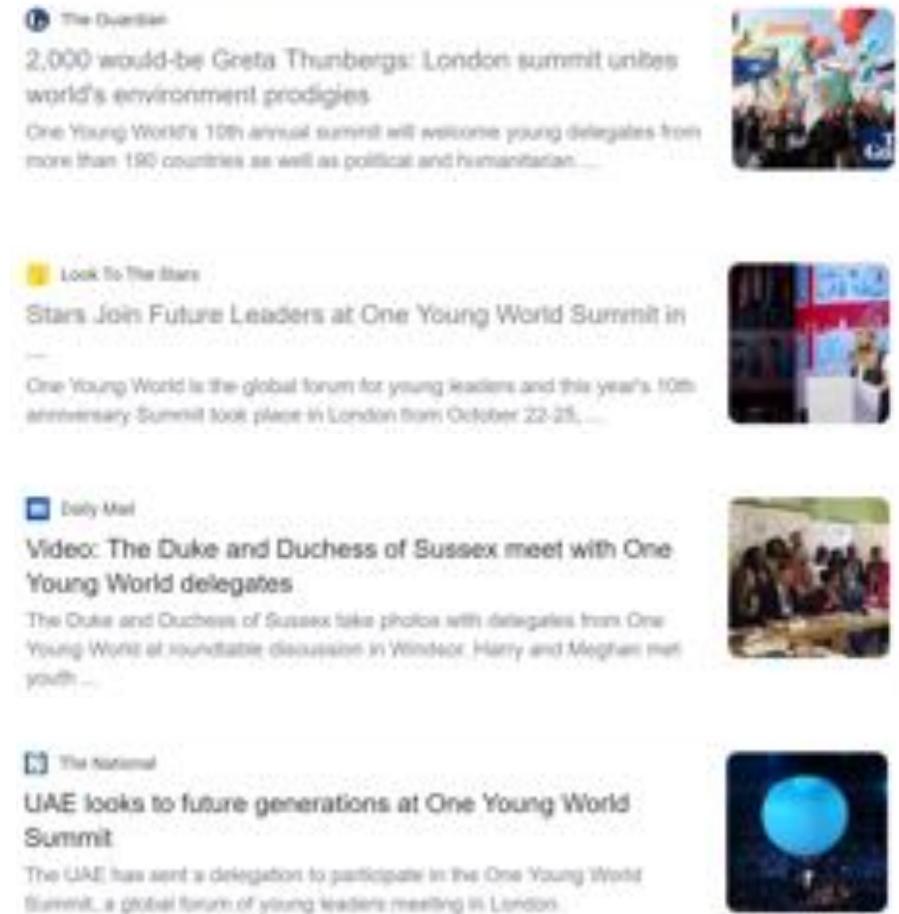
One Young World believes at the heart of every global threat is a failure of leadership. This new generation is the most informed, most educated, most connected generation in human history. One Young World identifies, promotes and connects the world's most impactful young leaders to create a better world, with more responsible, more effective leadership.

A summit convening young world leaders

The annual One Young World Summit convenes the brightest young talent from every country and sector, working to accelerate social impact. 2,000 delegates of 50,000 applicants are selected from 190+ countries to be counselled by influential political, business and humanitarian leaders such as Richard Branson, Meghan Markle and Ellie Goulding. Through a global competition, Wavemaker selected six delegates to attend the 2019 summit.

In 2019 One Young World celebrated its 10th anniversary by holding the summit in London, the summit's first ever host city. Next year's summit will be held in Munich.

Source: One Young World



What are the United Nations' 17 sustainable development goals?

During the 70th session of the United Nations General Assembly in September 2015, the Heads of State and Government, senior United Nations officials and civilian representatives adopted 17 Sustainable Development Goals (SDGs). These 17 goals form a program of sustainable, global and ambitious development.

Throughout each annual One Young World Summit, young leaders, politicians, business executives and non-profits convene to discuss the most pressing issues as part of the 17 SDGs. This year 5 topics were chosen to be addressed in Plenary Sessions, which are led by delegated and Counsellors, such as J.K. Rowling, Dr. Jane Goodall and Professor Muhammad Yunus.





Source: "Making Brands Matter for the Generations to Come" by Stephanie Bakkum and Antonis Kocheilas

A brand's future relies on corporate social responsibility

Nick Vale, Wavemaker's Global Head of Creative Strategy, believes there are parts of the industry that have lost sight of being consumer-centric. Without consumers' needs at the core of strategy, how will a company succeed? According to Ogilvy's Antonis Kocheilas and Stephanie Bakkum, the answer relies on brands harnessing the power corporate social responsibility has on their organization and the world in which it lives.

With the rise of today's conscious consumer and tomorrow's affordable and attainable conscious consumer, brands must incorporate CSR into their ethos to remain relevant for generations to come. One way to do this is to align CSR initiatives to the [United Nation's 17 SDGs](#). Companies such as L'Oréal, Chanel and Johnson & Johnson are doing this by sending delegates to the One Young World Summit.

By doing so, they are equipping the next generation of leaders with the tools to build sustainable and responsible businesses – and inherently understand what are today and tomorrow's consumer demands.

This "Don't Miss" edition will offer a snapshot of One Young World, from the key challenges our world faces to how delegates discussed tackling them to spotlights on which leaders are doing something about it.

“

If you asked your partner if your relationship was sustainable, and they said “yes” – would that be good enough? What if you asked your consumers today if your brand was sustainable – would “yes” be good enough?”

”Making Brands Matter for the Generations To Come”

OYW2019 Key themes

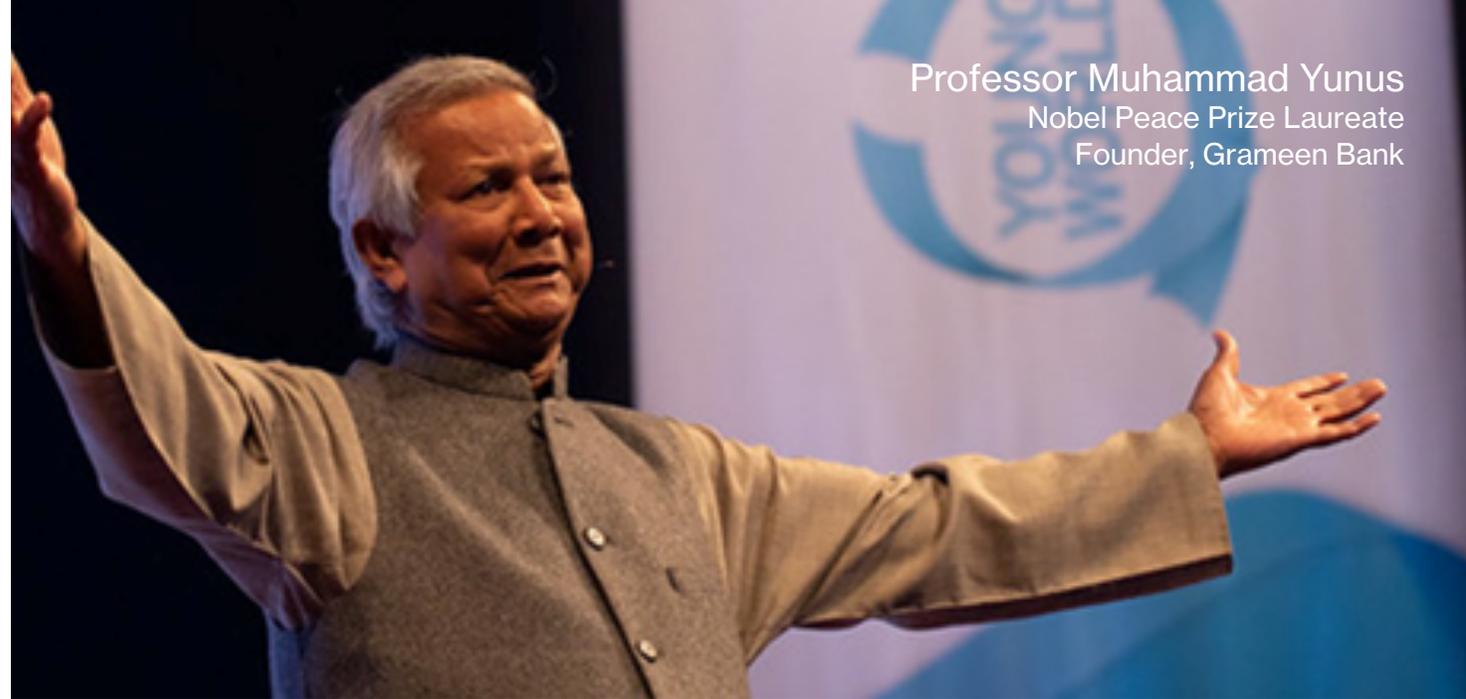
The following pages highlight three pressing global issues that headlined the One Young World Summit's agenda:

- 01 Human rights:**
How is digital media empowering activists?
- 02 Media freedom:**
How can we protect the truth?
- 03 Planetary health:**
How is climate change endangering our health?





The distance between impossible
& possible is getting closer and closer
and closer.”



Professor Muhammad Yunus
Nobel Peace Prize Laureate
Founder, Grameen Bank



J.K. Rowling
Author,
Founder of Lumos



If we took the same funding we’re
pouring into institutions and put it
towards community services and
to strengthen support for families,
we could change the world.”

“

Kindness, caring & empathy
are emissions free.”



Ellie Goulding
Singer & Songwriter,
UN Environment
Goodwill Ambassador

Jane Goodall
UN Messenger of Peace,
Founder of Jane Goodall Institute



“

The resilience of nature is a reason for
hope. If given the chance, it can recover
itself. We just have to give it that chance.”

01

Human rights: how is digital media empowering activists?



Source: One Young World

The rise of social media has seen a surge in hate speech and intolerance. The FBI reported a 17% rise in hate crimes in the United States in 2017, the third consecutive year of increase. A prevalent examples is the negative media narrative surrounding Muslim refugees in the US. When the Muslim Ban Executive Order was signed, there had been a **94% increase in reported hate crimes against Muslims since 2014**.

Digital media enabling two-way conversations has entered the political sphere. The rise of accessibility to social media globally and in developing economies has become a technology of empowerment and a tool for activism. Platforms like Facebook, Twitter and Instagram are enabling advocates to broadcast their stories and struggles themselves because traditional media outlets are not covering their stories and struggles.

Many One Young World Ambassadors' lives are endangered by their efforts in confronting powerful figures, governments and hate groups through digital media outlets. Ambassadors are leveraging Instagram to launch campaigns to combat the stigmatized refugees, video on YouTube and Twitter to shed the truth of what is happening in their communities.

How can young leaders influence policy-making and uphold democracy through social media?



01

Young leaders making a difference:

Isra Chaker,
Civil Rights Activist & Social Media Influencer

Isra is a civil rights activist fighting for the rights of refugees and ending U.S. policy around the travel ban and family separation. A true force to be reckoned with, she uses her social media platform with over +200k followers to dispel the misperceptions and lies of refugees in the media.

When the President told Muslim refugees to “go back to where [they] come from,” she rallied other Muslim refugees and went to Trump’s childhood home. There, they made a film where these refugees told their harrowing journeys of seeking safety and safe haven in the US, their American dreams.



Social media has enabled [Muslim refugees] to tell our truth directly without relying on traditional media outlets. It has also enabled us to protest and create unique ways to protect the truth.

If you experience injustice document it, share it and never let it be forgotten.”

01

Young leaders making a difference:

Dalia Yousif,
Activist and Founder of Ask Me



Dalia is an example of how fearlessness, bravery and clever use of social media can permanently influence society. When a military dictatorship used bullets to combat peaceful protests she led, she used words to lead a revolution powered by news. During one such protest, 900+ Sudanese were badly injured, 100+ were shot dead and dozens were handcuffed and thrown into the Nile River, but that did not silence the movement.

To stop broadcast of the massacre, the government shut down the internet. Instead Dalia turned to SMS text messaging to continue spreading the word about peaceful demonstrations and the truth of what they were enduring. Then, during a peaceful protest led by Dalia in June 2019, the Sudanese Military Dictator was overthrown and today the first Civilian Prime Minister is in power.



Our use of social media was critical to our success. It helped us to broadcast the reality of the regime, but it was in our ability to alternate between different media forms to make our protest successful and enable us to continue telling the truth.”

02

Media freedom: how can we protect the truth?



The news is in crisis. While the Internet has provided the digital native generation with unprecedented opportunities for communication, it has also unleashed a tsunami of fake news and propaganda.

The Reuters Institute's Digital News Report of 2018, found that, globally, **54% of people agree or strongly agree that they are concerned about what is real and fake on the Internet.** This figure rises in specific markets to 85% in Brazil, 69% in Spain and 64% in the US. **Fewer than a quarter (23%) of respondents globally said they trusted the news they found on social media.**

The press is also literally under attack with **94 media workers dying in targeted killings, bomb attacks and crossfire during 2018,** according to the International Federation of Journalists.

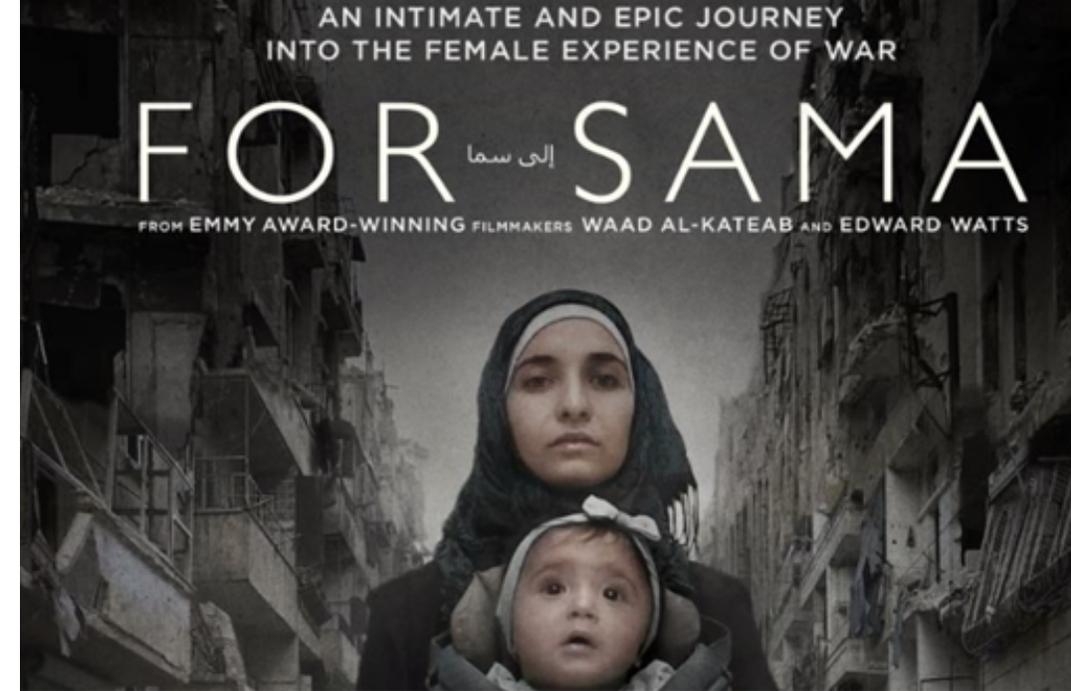
One Young World's Ambassador projects are fighting back for freedom of speech. Noorjahan Akbar's Free Women Writers scheme in Afghanistan provides a platform for 130 contributors and over 100,000 monthly readers. Saeed Atcha's Xplode magazine project has given media skills to 2,500 schoolchildren aged 10-11 and supported 90 children in creating their own magazines. Nyus Alfred created the Sporte Avis platform for young sports journalists in the Eastern Caribbean.

How can young leaders create new models for online news that we can trust?

02

Young leaders making a difference:

Waad Al-Kateab,
Citizen Journalist & Civil Rights Activist



Waad Al-Kateab became a citizen journalist in 2011, after protests broke out across Syria against the Assad regime. In January 2016 she began documenting the horrors of Aleppo for Channel 4 News in a series of films titled “Inside Aleppo”.

Waad eventually had to leave Syria in search of safety and refuge for her daughter and husband. Using videos she recorded over the course of years, she created For Sama, a documentary exposing the tragic realities of the female experience of war by sharing her own harrowing tale. Recently For Sama won ‘Best Documentary’ at Cannes.



The world was watching our suffering silently. We left Aleppo and I thought to myself I will never, ever work in media again. I have thousands of questions in my mind: What’s the point of journalism if it didn’t change our suffering? Where’s the humanity around the world? How can we protect the truth for the next generation? But the fears of losing our story as I lost my city made me make for Sama.”



02

Young leaders making a difference:

Geum Hyok Kim,
Media Freedom Advocate

Geum Hyok, an advocate for freedom of speech, defected from North Korea when he was a university student. It began when he got his hands on foreign media – a drama film from South Korea. The government found out, however, coming from an elite family they were able to bribe his way out of trouble.

When Geum began researching and found out about the concentration camps in his own country, the government found out and he escaped before it was too late. Since gaining his freedom, Geum Hyok has worked with the U.S. government to shed light on the reality of life in North Korea and advocates for the right to freely consume and create media.



It has been six years since I sat in that empty apartment on my first day as a free South Korean citizen. There was a moment while I sat there where I began to question everything. Did I make the wrong choice? What did I do to my family? Will I really be okay on my own now? But then I reminded myself – I came here with a purpose: to learn about democracy and to help my people get their freedom.”

03

Planetary health: how is climate change endangering our health?



Air pollution is killing 7 million a year and harming billions more. Nine out of ten of the world's children are breathing toxic air, the World Health Organization revealed last October. Urbanization is exacerbating the problem. **Unesco predicts that by 2030 5 billion people (61% of the world's population) will live in cities.** This migration is being increased by climate change, which is having a profound impact on human health from direct effects caused by floods, droughts, and heatwaves through to indirect effects such as bad harvests and poor water quality.

Among the One Young World community, **76% believe this generation will leave the planet in a better state than it is currently.** At One Young World we heard projects tackle air pollution in Africa through the use of smokeless briquettes for cooking, to maintaining clean and sustainable water supplies in rural Peru. Schemes **have educated 1,674,953,868 on environmental sustainability and impacted 1,342,595 people** in getting access to physical and mental health services.

Can young leaders find new ways to protect people from illness by first curing our stricken planet?



03

Young leaders making a difference:

Manoly Sisavanh,
Environmental Conservation Activist

Manoly has a background in natural resource management from Cornell University and has been integrating the “One Health” approach in conservation and wildlife health surveillance work which has demonstrated clear relationship between animal hosted viruses, climate change and its eventual impacts on human health.

With her background in international relations and natural resources, she believes that climate justice is a concept that integrates human rights, gender and development in tackling climate change. That is why she empowers people in local communities to be stewards protecting their environments, which has combatted the loss of biodiversity and, as a result, has decreased the rise of infectious diseases.



Human beings, animals and plants are all interlinked. If one collapses, the entire ecosystem gets infected. We must treat the planet holistically if we want to improve our health.... We must stop acting as if we exist independently from the world. We rely on it. You are not above nature, you are a part of it.”

03

Young leaders making a difference: Mark Sultan Gersava, Climate change activist



Mark is the founder of Bambuhay, a social enterprise addressing deforestation, plastic pollution and the effects of climate change and poverty.

After a near-death experience rooted in the consequences of climate change, Mark was inspired to launch a social venture that partners with rural farmers living below the poverty line to tackle environmental degradation using bamboo. Why bamboo? Because it is a major renewable source as the fastest growing plant, helps prevent soil erosion and captures more carbon dioxide than other plant. Through his efforts he has reforested 542 hectares of land and sold 400,000 bamboo straws in replacement of single use plastic in the past four years.



I nearly lost my life to climate change, but that experience led me to discover bamboo, the plant of hope. Our environment is in peril but I believe the solution to this crisis are there in nature.”

#OYW2019

Thank you!

More information:

Derek Dewosky

Global Growth Project Manager

Derek.Dewosky@wmglobal.com

