



IMPACT ACHIEVED

One Young World
Impact Report 2020
Business Edition



The first year of the 2020s has highlighted **the world is in urgent need of strong, positive leadership**. The deadline for the Sustainable Development Goals is under a decade away, a pandemic has swept across the globe, systemic racism was laid bare yet again, and the climate emergency becomes more urgent year on year.

One Young World believes that the vacuum of leadership must be filled by young people. The Community is evidence that this leadership already exists. However, discrimination can make young people feel patronised, neglected, and even marginalised in their countries, communities, and workplaces. This makes the Community a vital resource, whereby **young people are supported, and help each other to succeed**.

Despite proven value, **underfunding remains a fundamental obstacle for young people**. According to the United Network of Young Peacebuilders, half youth-led organisations are operating on under \$5,000 per year. One Young World helps to address this lack of financial capital with various funding opportunities. In 2020, it provided more than \$1.1 million to organisations and projects run by leaders under 30, at **an average grant size of \$20,000**.

One Young World had to adapt rapidly to continue its support for young leaders in light of the pandemic. New series of education videos were launched to provide engaging content to **inform a generation of social changemakers**. The One Young World Academy offered world-class lectures to inform the Community how to make a difference. The Covid Young Leaders Fund financed young leaders tackling the pandemic directly and effectively.



In the private sector, **One Young World works hand-in-hand with more than 190 Partners** to tackle social challenges by co-creating opportunities for young leaders inside and outside the organisations. One Young World has also collaborated with national and international governmental institutions **to identify young leaders around the world, and provide a platform for their leadership.**

One Young World is proud to assist a network of young leaders who are heading their own organisations and initiatives that are generating an **average of \$16 social value for every \$1 invested.** This is significantly higher than average charities in North America and Europe which return an average of \$2 for every dollar donated, as reported by Charity Intelligence in Canada.

In this network, One Young World connects activists and elected officials who have **driven through legislation** to address gender-based violence, failures in education, and land conservation. It has also supported young entrepreneurs who have **designed innovative sustainability solutions**, and young professionals who have **embedded social purpose at the core of multinational corporations.**

Covid-19 has isolated people, but tackling humanity's challenges requires collaboration on a global scale. **This makes One Young World, as the global forum for young leaders, more important than ever.** In July 2021, the One Young World Munich Summit will gather a new delegation of over 1,800 people to strengthen the Community and create a new cohort of positive, purpose-driven young leaders.



There is no more space for “business as usual”, we have to work towards a common sustainable world.

- Fernanda Teixeira Saturni, Syngenta

BUSINESS FOR SOCIAL GOOD

Fundamental to the mission of One Young World is the belief that if the SDGs are to be achieved, businesses need to be brought to the table. Over the past decade, the organisation has gathered an engaged and purpose-driven network of partner organisations to support the urgent pursuit of the Sustainable Development Goals.

One Young World partners with 190+ global organisations, from leading businesses, NGOs, and universities who send their talent to the annual Summits as Delegates. At the end of the Summit, Delegates become One Young World Ambassadors.

Ambassadors return to their employers with the means and motivation to generate social impact in their workplaces and communities. Some look inwards, transforming their work environment to be more inclusive and sustainable. Others look to develop innovative solutions with their organisation to impact the wider community. Others still have grown, with the support of their organisation, to be the established sustainability leaders involved in generating purpose-driven impact for their respective organisations.

NEXT

Zurich Insurance



In 2019, twelve Zurich Insurance employees founded NEXT with the encouragement of the company's senior management and inspiration from the One Young World 2019 Summit in London. The initiative's goal is to promote intergenerational dialogue, and future-proof Zurich with regards to its role as a service provider, employer and corporate citizen.

The team has launched 7 different country hubs with the support of 14 Ambassadors. Each core member is afforded 10% of their time to run the programme's various social impact initiatives. To maintain a fresh team with new ideas and impetus, members rotate after one to two years. This group of intrapreneurs have run a wide array of initiatives in 2020.

The flagship event was the NEXT Virtual Summit 2020. The team virtually convened changemakers, entrepreneurs, and experts to share insights and inspiration around the role generations can play in solving major challenges such as climate change, sustainable development, social innovation, mental health and wellbeing. There were over 500 people in live attendance, and a further 400 who have accessed the recordings. The recordings are available on the NEXT YouTube channel.

Additionally, and as part of its commitment to support social innovation, NEXT distributed \$100,000 to its scholars running impactful social enterprises. NEXT is also sharing its expertise outside the company through its role as a founding member and co-chair of One Young World's NextGen Working Group.

In 2020 they launched the first cohort of its innovative NEXTChange programme, a cross-generational mentorship scheme developing 19 pairs of leaders. These are two initiatives which will further embed sustainability and increase the dialogue between generations in the business. In 2021, the team aims to open new hubs in new countries in addition to the current ones.

300

Employees engaged regularly with hub activity

1,500

Workplace by Facebook group members

\$100K

Invested in Scholar's projects

GREEN TEAM

MARTHA GRIESE GERMANY

The Green Team was an initiative in Janssen founded by the management board to try and help the company transition to a more environmentally friendly position. After attending the One Young World Summit in London in 2019, Martha became determined to tackle the climate emergency and joined the project team consisting of more than 50 employees, who contribute and implement their ideas for a sustainable future.

The Green Team worked according to sub-streams, addressing travel to and from the offices, food in the workplace, waste management, the campus, printing, and domestic and international travel. The members of the Green Team are highly engaged with the task of improving the green credentials of their office.

Martha works primarily on the first stream, helping to mitigate the environmental impact of over 1,000 employees commuting to a non-urban office in Neuss. This includes a service through which employees can lease bikes through the company, to encourage green travel. Already, 300 employees have explored this scheme with 160 applications for the bikes. There are now also twice daily shuttles to and from the train station, to encourage public transport once employees return to the campus.

The Green Team is making significant inroads into the carbon footprint of the office in Neuss. Healthier food is being served, including eco-friendly milk alternatives, and 7% more vegetarian food is being consumed officewide. The green campus is being developed with 3,000 new plants, and plastic waste is being reduced by 700 bags daily.

In 2021, the team structure is changing to be less divided into separate substreams, helping members to better collaborate on their work. On transport, they will be launching a car-sharing app, and try to increase the availability of bikes in different locations. The team is also looking into increasing recycling capabilities, reducing emissions of company cars, and introducing many more schemes to help transform the office into a more environmentally friendly workplace.

1,500

Employees' environmental impact mitigated

300

People engaged in bike scheme

Johnson & Johnson



It has been a life-changing experience to meet like-minded people from around the globe at the One Young World Summit and to experience their energy and willingness to help and act. Their passion for making a positive impact infected me, so that I was eager to dedicate myself to the climate crisis. I am so grateful, that J&J is a company that is aware of its responsibility towards the environment and enables its employees to implement their ideas to drive positive change both within the company and beyond."

- Martha Griese - EMEA Traffic Acquisition Manager,
Janssen Pharmaceutical Companies of Johnson &
Johnson





1,500

People reached by Generation B events

700

Employees and **75** Ambassadors driving the movement

Generation B

Bühler



Generation B was established in 2017 as a grassroots movement within Bühler, by 6 Delegates after attending the 2016 Summit in Ottawa. It was founded with the purpose of bringing employees together to create the company that they, and other colleagues, want to work for.

Generation B wants Bühler to be an attractive and diverse workplace, with a culture of trust, and engaged and motivated employees. The movement enables colleagues to take ownership of global problems (such as climate change), through initiatives established by Generation B Ambassadors to create long-term change. Ultimately, this movement aims to shape the future of Bühler.

Throughout 2020, Generation B reached over 1'600 people at their events. One of the flagship events in 2020, was the Virtual Climate week organised as an opportunity to discuss climate change while the pandemic took the majority of people's attention, and to ensure one emergency was not ignored during another. There were over 500 participants from 34 countries, and from 76 different organisations.

It also continues to run long-term projects such as Women in STEM, the SWAP Program (see with another perspective), and being a sounding board to the company leadership. The impacts include 700 connections made in 2020 with the 'Women in STEM' initiative, where Generation B Ambassadors encourage women of all ages (in particular school children) to pursue STEM careers. From the SWAP reverse mentoring programme, Generation B connects all 5 generations that currently work in the company, to encourage diverse thinking and exchange. Generation B also provides feedback to the leadership of Bühler on key topics and supports the company to deploy the long-term strategy.

As a grassroots movement, Generation B has 700 members. The events and long-term change initiatives are driven by 75 Ambassadors across 25 locations around the world. At the heart of this team, is an outstanding selection of One Young World Ambassadors helping to drive change in the company and society at large.

One Young World was the original catalyst to start the Generation B movement and continues to be a source of inspiration. Some selected contributions from Ambassadors:

- Jessica Jones led Generation B in Switzerland from Nov 2019 – Feb 2021
- Katharina Hilker part of the Women in STEM movement
- Yasemin Sharityar co-led the flagship event of 2020 the Climate week
- Sorana Ionita leads Generation B Austria

Green Team Standardisation

GE



A group of 8 GE employees were sparked into action by a simple question, asking how they can take the lessons from the One Young World Summit and make an impact in their own company. Instead of duplicating efforts, they wanted to amplify and accelerate the work already being done by other passionate employees.

In September 2019, GE Renewable Energy announced its plan to become 100% carbon neutral by the end of 2020. Inspired by this ambitious commitment, a group of passionate volunteers created the Green Team Network to support and further GE's sustainability goals. Various grassroots Green Teams had sprung up in the different offices, many using different methodologies and structures. The team of Ambassadors identified a need for standardised work and structure within the teams.

The group's aim was to standardise the Green Teams' structures and replicate them widely. The first stage was to interview over 15 of the different groups. From this, they have produced multiple 'how to' documents. They even interviewed McKinsey's Green Teams' through a contact they met at One Young World and incorporated the learnings in their own company.

These documents are being used to ensure that the green transformation in GE can be replicated and scaled, in all the businesses in GE, but also they have been shared externally to exchange best practice with similar groups of employees in other organisations.

The Green Teams are also working to drive culture change and support the various initiatives which are tackling the climate crisis. Crucially, the teams are offering an essential connection between GE's goals as an organisation, and the individual employees who are crucial to achieving them.

“ Our delegation left One Young World with a strong intention to bring something back to GE. The Green Team model is such a transferable concept, we saw a great opportunity in collecting best-practices to cross-pollinate among existing teams and new ones as well. Our conference experience amplified the urgency to enact a cultural shift around sustainability, and we believe these grassroots Green Teams can play a pivotal role in driving sustainable practices from the ground up!”

- Ben Turnbull, Senior Data Operations Engineer, GE Aviation

“ This One Young World crew is amazing! They came to us early on and presented their concept of how to help us scale our Network. They were extremely responsive, helpful, and collaborative and the guides they created were lightyears above and beyond what I expected! The work they've done in building the guides has been crucial in allowing the Network to scale efficiently. Beyond that, their personal involvement with the Green Teams has been amazing, where I've gotten to know several of them quite well... they are absolute legends! One Young World rocks, especially this crew!”

- Ben Hart - Leader of the Global Green Team Network

Workability Initiative

Eleanor Eisenstadt & Katrina Budesha, UK
Roche



In October 2019, Eleanor and Katrina learnt about the inspiring work that is being carried out by One Young World Counsellor, Caroline Casey. Caroline challenged business leaders to raise their game in terms of disability inclusion by launching The Valuable 500. Eleanor and Katrina have since led Roche's commitment to place disability inclusion at the heart of its corporate agenda by signing up to the movement.



50

Workability
Champions

300

On-demand views
of sessions

Following through with this commitment, Eleanor and Katrina launched Roche Pharma UK's first disability inclusion initiative, Workability. Before the initiative was launched, they started by having conversations with thought leaders in their new One Young World network and identified that education and increased awareness would be key to Workability's success.

To spread the initiative more effectively and maximise its reach, they have formed a network of over 50 Workability Champions driving disability inclusion. Champions can sign up to receive and share news on accessibility, inclusion, and Workability updates. This has included colleagues with disabilities sharing their experiences in company-wide virtual 'Workability@Welwyn Sessions'. These sessions have gained over 300 on-demand views, with even more colleagues dialling-in live to ask questions and learn how to become better Allies. Workability Champions have joined as mentors, supporting adults with neuro diversities in the local community. Others will lead shadow days around their relevant business areas when colleagues are back in the office. Each Workability Champion is raising awareness within their business area and many are part of working groups shaping inclusion and accessibility at Roche.

Katrina and Eleanor were also determined for the initiative to have an external focus to help reduce the disability employment gap. In 2021 Roche Pharma UK will deliver its first Workability Academy, in partnership with Exceptional Individuals. The Academy will take a small group of neurodiverse adults looking for employment and support them in understanding and shaping their talents, building tailored CVs, and developing their employment skills, amongst other themes. As Caroline Casey says 'corporations can be the tipping point for change when it comes to unlocking the social and economic value of people living with disabilities.' These two young leaders are driving Roche Pharma UK's commitment to change.

“The One Young World Summit itself has been a stand-out moment in my career. Over four days I was immersed in conversations with future leaders, who are all paving the way for a more sustainable world and I have come away from the conference with access to a network of over 12,000 One Young World Ambassadors and a new-found ambition to drive sustainability at every step of my career.”

- Eleanor Eisenstadt, Roche

“One Young World made me more confident in implementing Workability at Roche and the people I met at the conference also supported in refining the initiative further. The conference was an experience I'll never forget and I hope in the coming years many more young leaders get to experience the same great thing!”

- Katrina Budesha, Roche



The Tomato Project

Emrah Mazi, Frederick Puttemans, Laura Prestel, Matej Uher, Merten Witte - DSM



At the One Young World's Summit in 2018, a selection of DSM employees and scholars took part in a session to identify global challenges and solutions, during which they struck up a conversation with a scholar from Zambia who made them aware of the widespread Vitamin A deficiency in her country. They also discussed the huge level of tomato waste, caused by the seasonal overproduction in the country. These two issues, combined to form the germ of an idea.

This idea became "The Tomato Project", a collaboration between 5 DSM One Young World Ambassadors and 6 other colleagues. The company encouraged them to take this purpose-led journey, and so they began the process of exploring the wider issue of malnutrition and the solution in more depth. Over two years of proactive engagement, they built a network of partner organisations including Sight and Life, a humanitarian nutrition think tank, who connected them with Nurevas, a nutritional innovation company based in Ghana.

Together with Nurevas, who are already well established in the market, the team joined forces to develop a nutritious tomato sauce enriched with minerals and vitamins to tackle SDG 2 & 3. For many African countries, tomato sauce is a staple food. DSM has expertise in food fortification to make food more nutritious, and tomatoes are often difficult to fortify due to high acidity levels. Therefore, the team decided to investigate the correct balance of the nutrient mix and the correct recipe of the tomato sauce. At the end of 2020, the tomato team finalised the recipe for the tomato sauce and received DSM's internal approval of the nutrient mix for food application in Africa.

The outcome of their tireless efforts over the past two years is an affordable tomato sauce for the African market, which has been fortified with major vitamins and minerals to tackle malnutrition and help strengthen the immune system. The fortified tomato sauce contains essential micronutrients such as Vitamin A, E, D, B1, B2, B6, B12 as well as important minerals like zinc and iron to help optimize immune function and keep people healthy.

With the innovation stage complete, next comes the distribution of the product and the health impact it will have. In 2021, the product launch will take place in Ghana, with a plan to scale up distribution across the continent once it has received local certifications and approvals. In summary, the core recipe for success was to combine DSM's science expertise with local innovators in Africa.

5 Ambassadors collaborated on the project

15%

And **7.5%** daily intake of vitamins and minerals



Less for Live

Nuriye Budakoglu, Turkey
Barry Callebaut



Nuriye has worked with Barry Callebaut in Turkey for three years, during which time she attended the One Young World 2019 London Summit. The event piqued Nuriye's interests. As a food engineer, she had long been concerned with waste and the environment, but Nuriye was also aware that in Turkey there was a lack of awareness about sustainability generally. Returning to her company, she planned to address this.

Nuriye founded the Less for Live project, a sustainability movement in the Turkey offices of Barry Callebaut. The initiative is sponsored by the General Manager in Turkey, with advisory from management, and help from an additional seven volunteers in the organisation. This has the purpose of making the office, factory, Barry Callebaut's employees, and employees' families more environmentally friendly responsible for their own carbon footprint.

In March 2020, the team began to monitor the factory and office waste at Barry Callebaut Turkey to create an initial snapshot of its environmental impact. With this information, they reached out to colleagues in a lunch meeting, with contribution from the region's One Young World Coordinating Ambassador, Dehydys Pimental.

This launched the movement with initial changes including shifting to an environmentally-conscious search engine, supporting a seedling foundation, and starting a Green Talk platform through which employees could discuss environmental issues and solutions. They also employed an engineer to consult and give training on sustainable waste management. Additionally, they have run monthly environmental challenges, through which they crowdsource solutions from employees. Despite the impact of the pandemic, the impact never hesitated as the project moved online seamlessly.

The team has already managed to improve sustainable operations in the office and change the personal actions of 85 different employees' households. This is just a start. Returning to work more regularly in the office in 2021, the programme will expand, new projects will be launched, and it will look to spread beyond Turkey.

“One Young World is a unique platform which was truly a life-changing experience for me. It has inspired and made me more conscious about the world. This platform has not only the most diverse group but also different stories from all over the world. In some corners of the planet, people are making positive changes and inspiring people in their community.”

- Nuriye Budakoglu, Barry Callebaut

STEP UP: TOTVA

DHRITIMAN MALLICK INDIA

Step-Up is Deloitte India's largest professional skills-based volunteering programme centred on providing skills-based volunteering experiences that allow its practitioners to apply and develop their professional and leadership skills to create positive social impact in areas of personal passion. Dhritiman has been working with Toybank as a Step-Up project lead since late 2019.

Toybank is an Indian charity that works with 50,000+ children and 2,000+ teachers to propagate play-enabled learning. They develop programmes and initiatives focussed on the behavioural and mental growth of at-risk children in their most impressionable years of life through "Play-based Learning".

Through the Step-Up initiative, Dhritiman worked with the Toybank team to develop a five-year strategic roadmap designing the donor targeting, digital outreach and data interpretation/operations processes for the organisation. He led the project with support from a group of colleagues and conducted visioning workshops with the organisation to identify their leadership priorities and align their vision.

The engagement focussed on three major areas. The first was to develop the donor outreach and digital marketing strategy. The second was to help Toybank interpret and present the impact data it collects. The third was to derive insights from their data and create an operations strategy to transform Toybank into a standardised process-driven organisation.

Dhritiman leveraged his own expertise in Deloitte's strategy consulting to help the non-profit standardise its processes, scale up operations, and secure sustainable funding streams. This will in turn help Toybank develop more beneficial and long-term support of at-risk children, their families and the teachers responsible for their education.

“ I came away from One Young World with a completely different perspective. This perspective changed my career path, leading me into a sustainability-focused role and to take a more active role in my community.”

Deloitte.





Project First Nations

Rory Duffy
UK / Australia

The rates of teenage pregnancies and sexually-transmitted diseases in Aboriginal young people in Australia are significantly higher than those non-Indigenous youth. Following his attendance at the One Young World Summit in 2018, Rory Duffy launched Project First Nations with the support of Reckitt to help address this issue.

First Nations aims to improve sexual health outcomes amongst young Aboriginal people in Australia. To tackle this problem, First Nations is attempting to reduce rates of infection through education, testing and social mobility support.

The innovative youth-led pilot study will be driven by young Aboriginal people who are working professionally as trained health workers and community educators at the centre of Aboriginal youth STI control programmes and community-based health promotion.

This means the programme will be 100% managed, implemented and tracked by Aboriginal people themselves. Upon conclusion, there will be a full and thorough evaluation of the effectiveness of this programme so that best practices can be shared beyond New South Wales and help improve Aboriginal sexual health outcomes across Australia. With further funding agreed from Reckitt, First Nations will launch in 2021.



People vs Pandemics

Priya Achaibar
USA

Priya has worked with GE Healthcare since 2015, graduating from their Digital Technology Leadership and Corporate Audit Staff programmes, and currently managing AI-driven research projects implementing healthcare innovations with leading clinical organisations. As an engaged employee, Priya is an active participant in GGeneration Impact, GE's unofficial employee network connecting young employees with social impact initiatives.

Due to this commitment to driving social impact, Priya set up the People vs Pandemics initiative alongside a group of 7 volunteers, in March 2020. The website contains easy-to-navigate resource pages to support people who are unemployed, in need of mental health support, or vulnerable to food insecurity during the Covid-19 pandemic. It is a simple, fast way to find local support in these challenging times. The resources are focused on Covid-19 and the consequences and directed users to [blacklivesmatters.org](https://www.blacklivesmatters.org) to provide important information during the height of the BLM movement in 2020.

The team also put together the Take Action! Challenge, with curated actions to take every week supporting a different part of the community. People found ways they can make an impact and volunteer from home, as they have a lower barrier to entry than they previously believed. The campaign aimed to inspire people to support their community and share the initiative through the challenge concept.

This is indicative of the innovative projects being led by Priya, and other employees within the company and the GGeneration Impact network. A particular focus of Priya and the others now is to develop a process of impact monitoring and reporting which will help them to fine-tune and develop the initiatives they are running.



Attending One Young World in 2019 completely shifted my mindset and perception on what is possible in driving change. Hearing stories of other Delegates, and how they acted when they saw problems in their community is what inspired me to start People vs Pandemics when the pandemic began."





56,000

Trees from more than
60 species

2

Coffee farms in
Colombia supported

The Good Growth Plan

Fernanda Saturni, Brazil / Colombia
Syngenta



“With my participation in the One Young World Summit, this shocking and moving experience, I changed the way I look at my career and the importance of my role inside Syngenta. I understood the potential we all have – as human beings - to change other people’s lives. I also realised the power that a company, like Syngenta, can have on making the world better.”

- Fernanda Saturni, Syngenta

Fernanda is a biologist with a deep concern for sustainability. In the academic field, she studied the impact of landscape and native vegetation on bee’s communities and the provision of pollination service for crops. In her corporate career, she worked for Syngenta as a Sustainability Coordinator in Brazil for two years and recently she took on the role of Sustainable & Responsible Business Lead for the Andean region.

As part of the Sustainable & Responsible business team in Syngenta, Fernanda coordinates the local projects of the company’s Good Growth Plan. This is a worldwide, companywide movement started in 2013. Syngenta works with its partners to help farmers improve their livelihoods and address urgent challenges like climate change, soil erosion and biodiversity loss.

Fernanda joined the initiative in 2018 and has worked on projects such as Nucoffee Sustentia, a project run in partnership with UTZ so that coffee smallholders can earn certification for high standards of cultivation, working conditions and care for people and the environment. Another was Tomatec, a project to disseminate good agricultural practices and integrated pest management to small tomato growers to reduce their residue and increase their income.

In 2020, Fernanda led two projects as part of the Good Growth Plan. The first was Ecoaguas, a project working with Colombian farmers to restore riparian forest and conserve watersheds. It supports sugarcane and banana producers in highland and lowland areas. Between September 2019 and October 2020, they have planted over 56,000 trees from more than 60 species in 3 Colombian states.

Fernanda also coordinates Operation Pollinator, creating essential habitat for pollinators in field margins on commercial farms. In addition to the benefit to the environment, it improves crop yields and secures sustainable farming. As part of the project operational in 48 countries, Fernanda has helped implement these practices on two coffee farms in Colombia.



1,000

Unemployed individuals provided with emergency groceries

Johnson & Johnson

Global Community Impact Coordinator

Lezeth Garcia, Philippines
Johnson & Johnson

Lezeth has worked with Johnson & Johnson since 2016, hired as an Employee Relations Specialist before expanding to an additional role of coordinating the company's Corporate Social Responsibility initiatives in Manila, alongside work on Employee Engagement.

In this role, Lezeth has coordinated a host of social impact initiatives, with the primary aim of driving employee participation in volunteering which rose from 89% to 116% in her first year in the role. She is also responsible for shaping the global strategy and developing partnerships and diversity and inclusion for GenNOW, a dynamic Employee Resource Group that allows employees to not only bring 'Our Credo' to life but also to grow the next generation of Johnson & Johnson leaders as they chart their career trajectory.

In 2020, Lezeth led an initiative to tackle the pandemic. One particular project was in reaction to a rapid outbreak of the virus in Batangas which followed an eruption of the Taal Volcano in January. These two events crippled communities in the province.

Lezeth's project has supported communities with hygiene education and resources to educate and empower them to stop the spread. They have also donated PPE, hygiene kits, and other vital resources to support frontline healthcare workers in the locality. From March onwards, the focus shifted from healthcare workers to supporting communities struggling during lockdowns. Open bus drivers who lost their jobs have been supported with monthly groceries by Johnson & Johnson's NGO partners. In total, they assisted 1,000 people.

Lezeth continues to innovate in her role to generate social impact in the company. They are formulating programmes and virtual activities to help tackle mental wellbeing issues for employees. In 2021, this will take the shape of a mental health awareness campaign in Manila. It will tackle the stigma of what remains a sensitive issue, but also extend beyond the company to contribute to passing mental health law.

“ I was truly inspired by all the stories shared by the other One Young World Ambassadors, as well as the impact that they are making. This inspired me to see Corporate Social Responsibility initiatives in a different light, that it is a 'blueprint to achieve a better and more sustainable future for all', and that in all action that we do, as an individual or as a company, no matter how big or small, help in achieving the Sustainable Development Goals.”

- Lezeth Garcia, Johnson & Johnson

Corporate Social Responsibility Week

Eva Herzog, Christin Seidel, and Silja Steinert
Germany



“After the conference, when our delegates gathered again, the fire of our motivation to make a change was lit within minutes.

- Eva Herzog, Deutsche Bahn

Inspired by the 2018 Summit in The Hague, Christin and Eva developed the idea of a Corporate Social Responsibility (CSR) week within the company – a project that did not exist at this point in time. As the largest railway operator in Europe, Deutsche Bahn carries a huge responsibility for society. The goal of the CSR week is to transfer this responsibility directly to social and sustainable initiatives across Germany.

Within eight weeks, a concept was born: one employee in each region of the country was acquired, who was then appointed to coordinate social and sustainable initiatives in the respective region. On each day of a chosen week in autumn, employees in different offices could then organise initiatives. #DBhandson (in German #DBpacktan) is by now the biggest CSR week within Deutsche Bahn, taking place once a year. The first step for Eva and Christin was to convince stakeholders like the leadership team and the Works Council. All employees were offered to dedicate one working day during the CSR week to support one of the organised sustainable and social impact initiatives. As enthusiasm and support among the employees involved was so great, even members of the management board joined the CSR week.

Supported initiatives vary in their scope, from virtual projects such as identifying wheelchair accessible locations via an app, engaging with patients at a child's hospice to physical projects like cleaning rivers and assisting in homeless shelters, only to name a few. The first CSR-week in 2019 was supported by 350 participants, volunteering in 18 projects in 8 different cities. One year later, the movement managed to increase participation to 400 employees, supporting 28 different projects across 12 cities. The fact that even during a pandemic the level of support for pursuing the CSR week was so tremendous left all project members and supporters filled with pride and conviction to carry on, no matter how uncertain times may be.

#DBhandson has created a community that has a strong social awareness within Deutsche Bahn. Plans for 2021 are to focus even more strongly on virtual activities as well as expanding the CSR week within the company. One example of a planned initiative is to repurpose a VIP customer phone line to provide remote support for elderly people isolated in quarantine. Additionally, Eva and Christin's colleague and fellow Ambassador, Silja, is currently implementing a consultation process to ensure that people with disabilities who applied for roles at Deutsche Bahn are connected to suitable employment opportunities, inspired by Caroline Casey's speech at the One Young World Summit.

Deloitte Spanish Latin America

Social Covid Response

Natalia Jiménez Esguerra
Colombia



“My aim was to provide One Young World Ambassadors with Deloitte’s expertise and knowledge on how to face the COVID-19 challenges. Thanks to Maria Villela, Latin America Managing Ambassador and Lucero Muñoz, Colombia Coordinating Ambassador, I was able to make this project happen.”

- Natalia Jiménez Esguerra, Deloitte

Natalia coordinates corporate responsibility and sustainability initiatives on behalf of Deloitte’s Spanish Latin America firm. In addition to this responsibility, Natalia leads the Social Impact Committee for the London School of Economics alumni association in Colombia, through which she is launching a programme to mentor 23 NGOs and social enterprises in 2021.

As part of Deloitte Spanish Latin America’s Social COVID-19 Response, Natalia developed a series of nine webinars titled “Impactando para Impactar”. The firm was offering free webinars to clients and potential clients on a diverse range of topics, which led Natalia to design a series to support One Young World Ambassadors.

Natalia and her Deloitte colleagues collaborated with One Young World Ambassadors in Latin America to identify topics of most interest to young leaders in the region. Topics included:

- Coping with the financial impact of COVID-19 on businesses
- Changing the way of working and cyber defence | COVID-19: Cyber-attacks at the remote office
- The organisation in times of disruption: Impacts for the future of work
- Scenario planning-How to prepare for new business scenarios?
- Managing the business cash cycle during and after the pandemic
- Financial literacy - Personal finance in times of crisis
- How to find a job in times of COVID-19
- Leadership and resilient organisations: 5 new realities organisations are facing

The first series of webinars had over 17 Deloitte professionals volunteer and reached 60 One Young World Ambassadors across the region of 16 countries. It leveraged the skills and knowledge of Deloitte’s professionals to support young grassroots leaders in the region, enabling them to find solutions to the challenges of the pandemic and continue to support the region in achieving the SDGs.



40K

Vulnerable individuals supported in local communities

Corona Donation Initiative

Tanja Mehes & Isabel Menendez
Mexico



Tanja and Isabel work at Audi in Mexico, and as young socially-conscious colleagues in the company attended One Young World Summits in 2018 and 2019 respectively. In 2020 amidst the Covid-19 pandemic, they played instrumental roles in coordinating Audi Mexico's community support initiatives, and the impactful use of 200,000 EUR committed by Audi HQ.

€200,000

Donated to fund community initiatives

“ Being part of the One Young World community has sensibilised and made us more conscious of the huge impact people like us can have with the support of companies like Audi México in the surrounding communities.”

- Tanja Mehes & Isabel Menendez, Audi

Isabel, whilst on furlough, wanted to use her time to contribute productively to the local communities. She worked on two programmes. The first was a medical resource donation to healthcare centres lead by the medical department in Audi México. They donated to 4 smaller health clinics in the region where the Audi plant is located and which tend not to receive the same level of support as bigger state hospitals

The third part of the programme was a bus transport initiative, through which the company which normally brings staff to the Audi offices, was repurposed to offer specially dedicated 24-hour bus travel to frontline health workers to get to main hospitals, between June and November. This has continued even once the regular service resumed as employees were back in the office, as Audi has increased the provision of buses.



3,750

Employees
registered to
offset personal
carbon emissions

Employee Offsetting

Nick Lawson
UK



“ I came away from One Young World with a completely different perspective. This perspective changed my career path, leading me into a sustainability-focused role and to take a more active role in my community.”

- Nick Lawson, bp

Nick works as an Advocacy Advisor at bp, where he has worked since 2013. However, it was in the Hague in 2018, as part of the company's delegation at the One Young World Summit, that the idea of his offsetting initiative originated.

Kate Robertson, One Young World's co-founder, called on the organisation's Delegates and partners to help mitigate the Summit's environmental impact by offsetting their travel to the event. This led Nick, in collaboration with fellow Ambassador and bp employee Luca Schmadalla, to launch a new initiative, marrying bp's carbon offsetting business with their employee benefits programme.

101,003

Tonnes of CO2 offset in 2020

Through 2020, they launched pilots in the UK, US and Germany with over 3,750 employees signing up to offset their personal carbon emissions. Better yet, bp supported the initiative by covering 50% of employee costs, as well as offsetting corporate aviation travel. The total carbon emissions offset in 2020 was 101,003 tonnes, achieved by supporting a range of carbon reduction and avoidance projects. These range from clean cookstoves in Mexico to forestry protection in Zambia, and biogas in China.

What started as an idea in the Hague, turned into a job as Nick was chosen to lead a new programme driving employee engagement in sustainability. Nick and Luca plan to develop the offer further, expanding the offer to bp employees globally and with a focus on how to reduce emissions.



GABRIELLA NAPIER

US 

Staff Technical Product Manager - GE



Gabriella has a long history with General Electric, beginning as a student intern at GE Aviation and GE Healthcare, before joining GE Healthcare as part of the Operations Management Leadership programme in 2014. A seminal moment in Gabriella's growth as a leader in GE, was being part of the company's delegation at One Young World 2016 in Ottawa. Gabriella was already a socially-conscious employee, but had no particular focus in her activity. She was introduced to the Sustainable Development Goals, which helped to give her a framework for her future work.

Mental health was a significant focus at the 2016 Summit, and it highlighted a disconnect in GE for Gabriella. Despite the substantial resources available to employees, she felt that there was still little engagement on the issue. She communicated with her peers to start conversations and make people aware of available support, although this did not develop into a formal initiative, it helped her gain experience in creating movements within GE. Having tested the waters, Gabriella was looped into a project with Assist International through the GE Foundation, the philanthropic organisation of GE. This experience set the stage for Gabriella and past One Young World Delegates from the Summit to found GGeneration Impact.

Though not officially affiliated with the company, this network is motivated by individual corporate social responsibility, and driven by GE employees. What began as the three of them, has grown under Gabriella's guidance to a core team of five people, which will grow further in the coming year. GGeneration impact provides

pro-bono skills on projects impacting the UN's Global Goals for Sustainable Development. The GGeneration Impact core operational team source projects and resources teams of roughly five people per project, and this past year has supported 15 non-profits, NGOs, and social enterprises. Whilst primarily based in the USA, they have significant participation in India, Brazil, and parts of Europe.

It is Gabriella's role in the team to identify the projects for support. One of the largest impacts this year has also been working with Catie's Closet, an organisation

that keeps lower income kids in school by providing clothing and toiletries in schools for children without these basic essentials. The project teams Generation Impact has created has helped Catie's Closet to develop their website and an app to facilitate donations, secure a sustainable supply chain, and expand their marketing plan.

GGeneration Impact continues to grow in popularity, and Gabriella and her team aim to continue to increase their capacity to connect motivated employees

with social impact projects. For Gabriella, GGeneration Impact continues to offer management experience and personal development opportunities. It has also given her greater access to new colleagues and parts of the business, and individuals and organisations outside GE.

Gabriella continues to set an example for other young leaders, showing that they can develop their own leadership in their business by providing invaluable support to social impact initiatives internally and externally.



One Young World has significantly shaped and guided how I can make a sustainable social impact, opening my eyes on how I can use skills I already have to contribute to the UN's Global Goals for Sustainable Development. From the small changes in my life One Young World has influenced- making sure I listen to a global news source every morning, to the large changes One Young World has taken me through- a 5 year journey to building GGeneration Impact I'm grateful for the opportunity to have attended One Young World as it has brought me to meet and interact with so many talented individuals while working towards a common purpose."



HAMZAH SARWAR

UK 

Global Purpose Director at Dettol - Reckitt



Hamzah has worked with Reckitt for six years, joining the company with a background in marketing in a role working for the Vanish brand. By 2018, he was working as Global Consumer Insight Lead on a newly launched anti-pollution brand SiTi.

The Hague Summit in 2018 was a turning point for Hamzah. It coincided with the birth of his second child, and this concoction of inspiration was instrumental to Hamzah's development as a leader. It was the moment he committed to create a better future for his family and for society at large. It also encouraged him to use business and his role more directly to achieve the SDGs.

Reckitt gave Hamzah the space to develop two significant social impact projects. The first, Project Premie, aimed to reduce the rate of premature births in Indonesia, a project close to his heart due to personal experience and his role working on infant nutrition. In partnership with Epiphany, Hamzah ran a social innovation sprint to identify and solve the root causes. In Jakarta, the team collaborated with local businesses and DSM, a fellow One Young World Partner, on a pilot programme.

Hamzah was also instrumental in establishing Reckitt's Purpose Council, an internal initiative set up by seven One Young World Ambassadors to institutionalise purpose and embed it in the company.

One of their core programmes is the 12-month reverse mentorship scheme which has had participation from the CEO and COO, amongst other senior members in the business. The group has grown to include 100 people working across 22 countries, and is no longer exclusively populated by One Young World Ambassadors.

In May 2020, Hamzah proposed and was promoted to a brand-new position of Global Purpose Director of

Dettol, with the mission to embed purpose at the heart of all decisions regarding brand strategy. The role aligns with Reckitt's Purpose and Fight to protect, heal, and nurture in the relentless pursuit of a cleaner and healthier world. Hamzah targets sanitation as an enabler to improve global health. Examples of his work include a collaboration with the local team in Saudi Arabia to drive behavioural change in the pilgrimage during the pandemic. Additionally, he has led a

programme with the Reckitt team in India improving hygiene and sanitation education in schools, which has reached over 13 million children.

Hamzah will continue to shape and expand this new role in Reckitt. He is currently focused on developing a Global Impact Programme, launching high impact WASH initiatives designed to create behaviour change across the globe, and changing long-term habits in decision-making to include purpose as a fundamental consideration.



One Young World was a catalyst for a personal and professional transformation at Reckitt which culminated in my new purpose role being created. It gave me the kick I needed to take action and create the world I want my children to grow up in"



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DR SIOBHAN GARDINER

UK 

Climate Change & Environment Lead - Deloitte

Deloitte.

Siobhan has long had a sustainability focus in her personal, academic, and professional life. She grew up in a mixed-race household, a farmer's daughter and a strong advocate for diversity in STEM fields. From this foundation, Siobhan pursued a PhD on sustainable smallholder livelihoods and protecting ecosystems in Northern Madagascar, on completion of which she joined One Young World's longstanding partner Unilever.

Siobhan became R&D manager for future flavours, and due to her sustainability background, became involved in driving the adoption of technologies and sustainable agricultural practices in sub-Saharan Africa. Due to her leadership in this area, Siobhan was selected to be part of the Unilever delegation at One Young World The Hague 2018.

Returning from The Hague, Siobhan participated in mentorship programmes, volunteered for One Young World-led SDG hackathons, and continued to attend One Young World community events. This sat alongside her day-to-day role as Senior Manager in Unilever's Global Sustainable Technology programme. In recognition of her excellence in the field of sustainable development, Siobhan was selected for a

Woman of the Future Award by the Chief Executive of the Queen's Commonwealth Trust.

In January 2020, Siobhan began a new role leading the new Climate Change & Environment Studio at Deloitte (another long-standing partner of One Young World). Within Deloitte Ventures, Siobhan creates cross-

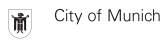
industry tech collaborations between research bodies, start-ups, and large corporates to tackle global sustainability challenges. A snapshot of these initiatives include AI in smart agriculture, remote sensing to monitor endangered habitats, and tracking blue carbon sequestration by protecting whale populations. This all sits within Deloitte's global climate strategy to commit to achieving net-zero emissions by 2030 through driving responsible climate choices within the organisation and beyond.

Siobhan continues to develop her leadership credentials as a visiting lecturer on Food Systems at Cranfield University and mentor for the Conception X Deep-tech PhD Accelerator, and is the perfect example of how young leaders can use their passion and expertise to create global impact for a better world within multinational corporations.



Meeting with other Ambassadors from all over the world was the most fulfilling and valuable part of the experience as these are amazing young leaders – some of whom have overcome immense opposition in order to drive sustainable change in their communities."

2020 Delegate Partners (20+ Delegates)



2020 Delegate Partners (1-19)

accelerator
100+

ABInBev



ALLEN & OVERY

Asahi



Bloomberg

BRUNSWICK



CLIFFORD
CHANCE



DIOR



HOLCIM



McKinsey
& Company



nationalgrid





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