



The Global Community for  
Young Leaders

# 2021 Impact Report

Business Edition

# 35.8 million

people directly impacted by Ambassador projects featured in Annual Impact Reports since 2010

# 5.4 million

people directly impacted by Ambassador projects featured in the 2021 Annual Impact Report

# 812,000

tCO<sub>2</sub> emissions mitigated by Ambassador projects featured in the 2021 Annual Impact Report

# 3K

people educated as part of the Pandemic Preparedness Academy Series

**Six hundred and fifty thousand dollars** distributed to young leaders working towards the SDGs in 2021

# 82

Community events attended by **eleven thousand** people

# \$558 million

social value generated by Ambassador projects featured in the 2021 Annual Impact Report

# 1:16

Social Return on Investment of Ambassador projects featured in the 2021 Annual Impact Report

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Our mission is to create a world where **leaders with integrity** are empowered to **build a fair, sustainable future for all.**

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## Leadership Data

**65%** Ambassadors created new social impact within **6** months of joining the **One Young World Community\***

*\* data based on survey responses of 187 Ambassadors from January 2022*

This proportion is higher when looking in isolation at Ambassadors who have participated in post-Summit programmes, of whom **79%** have generated new social impact, and they record universally higher average agreement rankings for leadership ranking statements.

New social impact is categorised as the action of being more socially responsible, creating significant developments to an existing social impact initiative, starting a new initiative, or starting a new job or role.

**56%** became more socially responsible<sup>+</sup>

**50%** significantly developed their work<sup>+</sup>

**27%** started a new social impact initiative<sup>+</sup>

**12%** started a new job in sustainability<sup>+</sup>

*+ of Ambassadors generating new social impact*

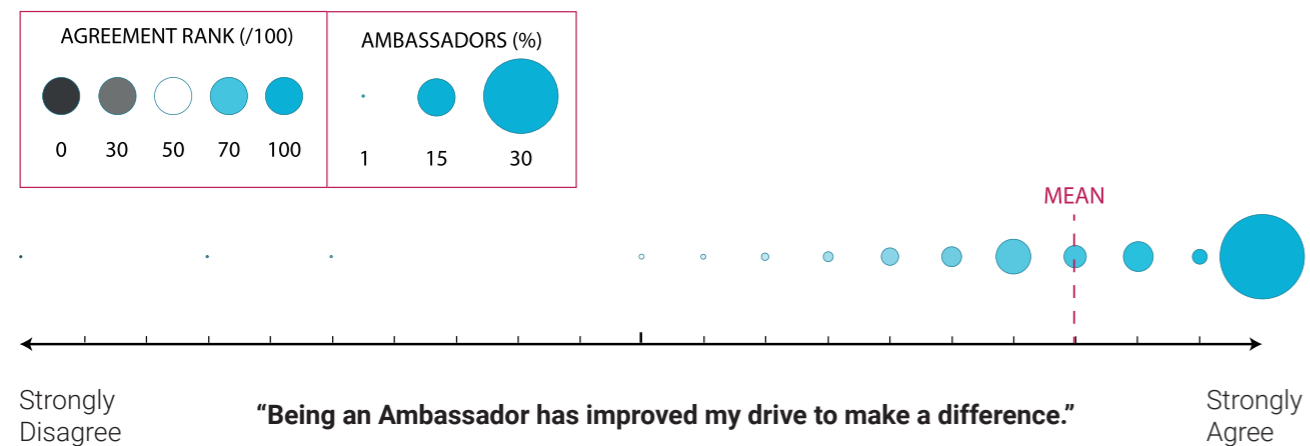
One Young World has also witnessed a significant increase in the inspiration, capacity, and profile of young leaders who joined the Community in Munich.

In a survey of recently-joined Ambassadors, participants ranked their agreement to five statements aligned with the Theory of Change, between 0 (strongly disagree), 50 (neither), and 100 (strongly agree).

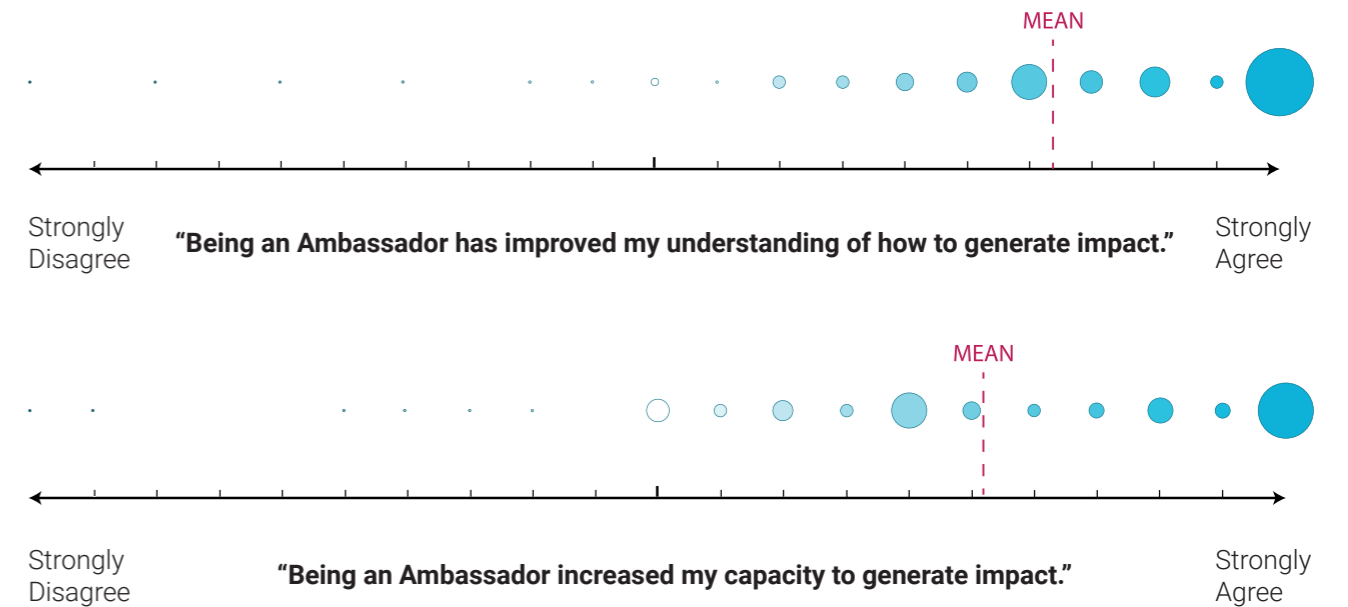
The results indicate that One Young World has **provided impactful leadership development for the overwhelming majority of individuals** involved in its programmes in a short period of time. This helps achieve its mission to create a **more motivated, better equipped, and better respected generation** of young leaders.

*\*data based on survey responses of 187 Ambassadors from January 2022*

A fundamental aspect of becoming an effective and transformative leader is being inspired and motivated to pursue your vision. The extent to which Ambassadors feel this has been achieved is almost unanimous, with **97%** agreeing with the statement that it has *“increased their drive to make a difference”*.



This vision is not enough on its own, and for leaders to manifest their mission and generate tangible and substantial impact they must also possess the means to generate change. Both a skillset and resources are required for leaders to drive action, and especially when it comes to the former, respondents strongly believe that being an Ambassador has achieved this, shown by an average agreement ranking of **82**.



The final core leadership value enhanced by being a part of One Young World’s global Community is an elevated profile on the local and global stage. This is achieved through legitimacy by association to a global organisation, and the platforms that are provided by a variety of promotional opportunities. For both of these factors, the most common agreement ranking was **100**, the maximum level of agreement available.





# Leadership Stories

Ambassadors are growing into influential leaders for social good in some of the world's largest companies.

 **Ana Henriques** - Brazil / USA

Global Vice President, Non-Alcoholic Beverages  
Anheuser-Busch InBev

**ABInBev**



Ana began her career in marketing with a general understanding of 'sustainability' but the concept seemed

abstract to her work life. Quickly rising through the ranks at PepsiCo, she was invited to attend the One Young World Summit in 2013. The event in Johannesburg transformed this 'abstract concept' into something practical and actionable.

The sessions with global icons such as Kofi Anan and Professor Yunus and her personal interactions with young people driving impact provided the mindset shift Ana needed. She returned to her company inspired and motivated to use her skills and platform for social impact.

Back at PepsiCo, the team that attended the Summit was entrusted with an initiative to develop inclusivity and invest in the brain power of the company's diverse talent. This allowed her to extend the One Young World experience as she continued to collaborate with diverse leaders across the organisation. But Ana wanted more and she decided to broaden her horizons by pursuing an international experience, working in a variety of roles over the next 6 years, including placements in China between 2016 and 2019. Her desire to embed the SDGs within all her projects, even in her day to day, remained throughout.

In 2019, a new chapter and a new opportunity for social impact emerged in the form of a Global Vice President position at AB InBev. She was soon

selected to lead the company's global non-alcoholic beverage business, developing talent, and focusing marketing and campaigns around sustainability aligned with the organisation's purpose. The position gave Ana the scope to manifest the spirit of One Young World.

Ana leads a global leadership programme for women in her team, helping tackle gender equality. The programme supports and empowers women to take on leadership roles, and collaborates with men in senior positions to support this process as allies. Further, in alignment with SDG 5, Ana is proud of the investment

that two key brands in her portfolio have made towards gender equality in Brazil and Colombia, particularly focused in the sports' world. This has included the creation and sponsorship of the first all-female e-sports team with Pony Malta in Colombia.

As a board member of the AB InBev Foundation, Ana worked to support funding for an accelerator initiative focused on underrepresented entrepreneurs who don't have access to investment and network support. This process guarantees access to the resources required to turn an idea into an enterprise, which is otherwise only accessible by those with a more privileged background and network.

“  
**The One Young World experience was an awakening – the realisation that I did have a platform to enable progress and personally impact change.**



— **Jessica Novia** - Indonesia

Global Brand Manager (Sunsilk)  
Unilever



Jessica's first foray into social impact in the workplace was the Green Office initiative she started in Unilever's

Singapore office. Noticing the waste produced at mealtimes, she decided to intervene. Jessica convened her colleagues to run an environmental awareness event to educate employees to reduce single-use packaging consumption. She also established a partnership with local restaurants frequented by employees to secure a discount for customers who brought their own reusable cutlery and containers.

Soon after moving back to Indonesia, Jessica was selected as part of the delegation to attend the One Young World 2018 The Hague Summit. At a pre-Summit event in Jakarta, she met Bimo and Innandya, fellow environmental enthusiasts working at Johnson & Johnson and BP respectively. She shared her model for a green office with the two Ambassadors, which would form the start of a productive cross-company collaboration.

The event itself was a source of inspiration and pride, as she listened to then Unilever CEO Paul Polman promote corporate sustainability. It reinforced Jessica's belief that corporate leadership has significant potential for social impact, and multinational corporations have a substantial role in the development of a more sustainable world.

Back in her day job at Unilever as a Brand Manager, Jessica was invited to speak at

a company-wide town hall meeting. Her profile after One Young World had been elevated, and Jessica presented the Green Office concept which she had rolled out in the Indonesia office. This included the installation of jet hand-dryers to reduce paper consumption, and the removal of single-use plastics at office cafes, in the canteen and meeting rooms.

In January 2020, Jessica was promoted as a Global Brand Manager and this role has allowed her to explore solutions on top of packaging. She is looking to develop a beauty product that generates revenue that is invested directly into environmental protection and restoration, to encourage the preservation of the resources that are used within the products themselves.

In addition to her role at Unilever, Jessica built on her friendships and shared interests with

Bimo and Innandya to found CarbonEthics, an organisation that aims to decarbonize the world through climate education, carbon calculation, and blue carbon ecosystem conservation. They also invest in the local communities directly impacted by coastal erosion to ensure climate justice for those most impacted. To date, the three Ambassadors have sequestered 4,000+ tonnes of CO<sub>2</sub> and are supported by 100+ active youth volunteers.

“  
**One Young World Summit has been a focal point of my sustainability leadership journey. I'm looking forward to actively shaping a brighter future of humankind and nature through my current and future role.**



— **Karla Parajeles** - Costa Rica

Supervisor  
Western Union



As a young Western Union employee, Karla developed an interest in diversity and inclusion after speaking to a

colleague who had recently attended a global gathering of young leaders in Bogotá. Her colleague had been inspired to bring sustainability issues back to the company and turn this concern into concrete action. Together, Karla and Bárbara González worked to promote young leaders within the company and launched the first DEI Committee.

Recognised for her leadership potential, Karla was selected to attend the 2018 edition of the international event attended by her colleague, the One Young World Summit in the Hague. This experience accelerated her ideas and her drive to make an impact in her job. One particular taxi journey with a fellow Western Union Delegate, David Salazar, after attending a dinner where the two young leaders had interacted with refugees from Turkey, was the inspiration for launching a new project that could address the refugee crisis in Nicaragua at the time.

After the Summit, Karla took on leadership of the DEI committee which had inspired the creation of 10 new committees in WU offices around the world since the group formed in Costa Rica. The team have expertise across various topics from gender identity to mental wellbeing. Karla has expertise in the latter and has driven initiatives with the team to educate managers on identifying and supporting

employees suffering from mental health issues, and runs workshops to improve awareness and understanding of mental wellbeing in the office. The growth of these projects and other campaigns on the matter has led to the transition into an independent wellness committee that has created a certification for managers to guarantee leadership in the company are equipped to deal with mental wellbeing matters.

Inspired by the aforementioned conversation with David, Karla launched a programme to assist the integration of refugees in Costa Rica. Taking a lesson from the Summit, she opened a dialogue with people from refugee and immigrant backgrounds to ensure the initiative was designed according to their needs. It explores how Western Union can be more inclusive of refugees in the hiring process, adjusting

communications and requests so as not to discourage or discriminate against them. The team runs job fairs, volunteer days for employees to support refugee-run initiatives, and open days for refugee-run enterprises to sell their products or services to staff.

Karla continues to drive forward new sustainability initiatives in the company, with a new Advocates Programme in development. This will help to create a community of allies in the company, who advocate for DEI and support the work of the committee from outside the core team.

“  
**One Young World allowed me to elevate my corporate profile and advance my career development by giving me the unimaginable opportunity to join my passion for humanitarian causes with the development of leadership skills. I have now grown from an individual contributor to a people manager and still invest time on the causes I respect.**



 **Kofi Gyamfi** - Ghana

Regional Strategic Sourcing Planner  
Unilever



As a student engineer, Kofi engaged with Unilever through a business competition, before becoming a brand ambassador at the University of Ghana and completing a supply chain internship in 2015. He joined the Human Resource division after his graduation as an Employer Brand Specialist, and later as a Talent Advisor. After a nearly three-year stint in Human Resources, Kofi decided to pivot to Supply Chain where he has developed into a young leader in sustainability leading the company's ambitious efforts towards circularity in plastic packaging in the West Africa Region.

In his previous position, he had become aware of the opportunity to participate in One Young World through applications he oversaw by local colleagues. In his new role, Kofi felt empowered to apply and was one of 40 employees globally selected to attend the 2019 Summit in London. The event electrified Kofi, and the people he met inspired him with a real sense of urgency. The Summit expanded his internal network at Unilever, but also connected him with an invaluable group of peers outside the company. He felt inspired to represent and lead not only his company but his country, Ghana.

Kofi channelled this energy into accelerating Unilever's goals to make all of its plastic reusable, recyclable, or compostable by 2025 and collect more plastic than it sells. To further this, they co-created a corporate advocacy platform that builds partnerships with other companies in the industry to tackle the issue in Ghana and Nigeria. He identified plastic aggregators and invested

resources in waste collection partners to recover plastics from the environment. Within two years, in Nigeria alone, Kofi's actions led to the recovery of 2,000 tonnes of plastics working with collection partners like WeCyclers.

After dedicating his time to this role, Kofi had learned a lot and exhausted a lot of opportunities for new impact. This motivated his move to a new role, as Regional Strategy Sourcing Planner. Kofi wanted a greater understanding of the supply chain to build his capacity to lead a sustainable supply chain in the future.

“  
**One Young World heightened my awareness of the urgent need for climate action and my responsibility to lead in whatever capacity I can to create change.**

Alongside his work at Unilever, Kofi is an active leader at the Design Thinking Ghana Hub, assisting students in starting their entrepreneurial journeys by incorporating the human perspective at every step of the way. He helps them structure their approach to problem-solving leading to innovative sustainable ventures.



## 🇬🇧 **Rishi Dorai** - UK

ESG Director Strategy & Sustainability  
bp



For seven years, Rishi worked as a geologist in bp's exploration businesses on projects across Europe, Africa

and the Middle East. Encouraged by the role of large corporations in driving innovative solutions, Rishi was keen to explore the new challenges within bp, while in search of his own purpose. It was the perfect time for his introduction to One Young World.

bp provided Rishi with the opportunity to attend the 2017 Bogotá Summit. The inspiration from this global forum of leaders has since helped Rishi find his own purpose and shaped many aspects of his life and career. It reinvigorated his belief in the role of global organisations in driving positive impact and serving as amplifiers for social change. Since that first Summit, Rishi has returned each year, further honing how sustainability can align with his work.

Testament to bp's support of its One Young World Ambassadors at an executive level, Rishi's association with the programme opened doors in the company. With fellow Ambassador Kate Arbuthnot, Rishi was invited to participate in bp's carbon strategy workshops. Together, they provided the perspectives of an emerging generation of young leaders in a room of industry veterans. The experience built Rishi's confidence in his own voice and helped him form relationships with highly influential leaders at the forefront of the energy transition.

This experience led to Rishi being seconded into bp's group strategy team in the summer of 2019. There he was tasked with developing a global portfolio model of bp's Scope 1, 2, and 3 carbon emissions, the latter incorporating emissions associated with the use of energy products by its customers. Paired with solutions for emissions reductions, this was presented to bp executives, and ultimately landed Rishi a permanent role in the team. As part of Bernard Looney's

transition into his role as bp's new CEO in late 2019, Rishi was invited to join a special project team tasked with developing the company's route to net zero along with a strategy to turn this ambition into action. It was a ground-breaking move – bp was the first in its sector to announce a net zero ambition and lean into the energy transition at this scale.

It was this spirit of leveraging a company as an amplifier for positive impact that enabled Rishi to find himself in a role which not only changed the course of his company, but trailblazed a path for industry-wide impact, with many of bp's peers since following suit.

Rishi was appointed to the role of ESG Director in Strategy & Sustainability, where he continues to play an active role in bp's sustainability journey. Alongside this, Rishi was announced as One Young World's Coordinating Ambassador for the UK & Ireland, where he keeps Ambassadors engaged and connected, providing a springboard from which to progress their own impact journeys.

“**My One Young World experiences inspired a stubborn determination that I needed to find a way to connect my purpose with that of what I do at work. Moreover, it helped me realise that – with the resources, reach and support of a global organisation behind you – you really do have the power to change the world.**”



## 🇨🇭 **Sabrina Wuersch** - Switzerland

Product Manager Milling Solutions  
Bühler Group



Starting out as a young female, polymechanic in Bühler, sustainability has been a concern and a passion for Sabrina. It

started out at an individual level, being aware of global inequality due in large part to her Brazilian heritage. However, it was while watching a One Young World highlight video in 2015 as the Bühler Group considered sending a delegation to the Summit that her interest was piqued.

Due to her proactivity and engagement as an apprentice, Sabrina and 5 other employees were chosen to attend the Ottawa Summit in 2016. The CTO & CHRO instructed them to “be inspired” and bring back their ideas and energy to drive the company forward, but she could not envisage how. Delegate speakers such as Micronesian climate activist Yolanda Joab opened her eyes to the inequality of these global challenges, and speeches from global leaders such as Professor Yunus showed Sabrina how change was possible.

Rather than focus upon one initiative, the team decided to try and create a movement in the company. This led to her forming Generation B, a grassroots movement that could drive employee engagement, spread sustainability awareness and action, and give young employees a voice that was heard and listened to by senior management. Inspired by sessions she attended at the Summit, Sabrina & the team launched a series of workshops to educate and train

staff for sustainability internally.

She implemented the buddy system to make sure new employees were integrated socially and professionally into the 10,000+ person company. Another core programme of Generation B was the Experience Sharing Series, running mentorship sessions that connected employees to top international managers who shared advice and recommendations to help the team navigate the company and implement their ideas effectively.

“**One Young World was a true eye-opener to me. Back then ‘sustainability’ was a buzzword but I had no clue about the negative impacts around the world if they were not considered and lived in my life. It really made me think about how I can make change happen and was a driver into choosing a career where I can have impact on the whole world.**”

To prevent these events and programmes from being dependent on the same individuals, and to encourage fresh ideas and innovations for the movement, Sabrina has passed on her role in the group but continues to support their activities. Instead, outside her current role as a Product Manager, she co-founded the initiative Kickstart with her HR D&I counterpart and fellow Ambassador, Corinne

Schneider, and co-leads the group's initiative inspiring young women to develop a career in STEM. The group of passionate colleagues around the world, platform and promote the stories of successful women in tech to present role models to young women starting out their careers.

Within her own role and as a product manager, Sabrina is also constantly working to minimise the negative impact, predominantly stemming from waste, and maximise sustainable innovations within her processes.





# Business For Social Good

Ambassadors are leveraging big businesses to make industry-changing impact for a more sustainable future.



## CAMEX Purpose Team

 Julián Padilla - Colombia



Julián, a Reckitt employee for over 7 years, recently moved to Mexico to take on a new role as Legal Associate Director for Mexico and Central America. In doing so he left behind a legacy of impact in Colombia, typified by the Sustainability School.

This project continues to educate employees about the UN SDGs and how their actions can improve sustainability outcomes both at work and in the community.

The Purpose team led several programmes to guarantee that purpose is at the heart of decisions at Reckitt.

**In 2021, Reckitt donated more than 400 tonnes of relief products to people in need during the pandemic across Mexico and Central America markets.**

Julián brought his expertise to this new branch to lead a Purpose Team for the Mexico and Central America region.

Julián collaborates with 11 other employees to ensure sustainability is at the forefront of decision making in the region.

He learned lessons from his work in Colombia and transported the Sustainability College model.

This has covered a variety of important topics from the fundamentals of the Sustainable Development Goals, to how employees can take that information home and generate their own impact.

**The monthly programme has increased from 10 participants to around 220 and continues to grow.**

Julián has overseen various projects including a donation programme run in partnership with the World Food Bank.

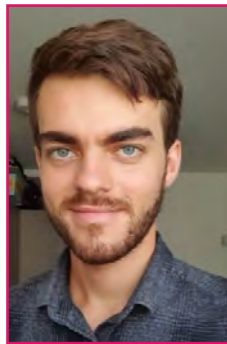
Through this products written off by the company for primarily superficial reasons, such as miss-packaging, are donated to certified NGOs.

This has expanded to also involve volunteering programmes in the communities where these NGOs operate, to provide hygiene workshops for the recipients to use Reckitt products effectively to tackle sanitation issues.

Additionally, in his legal capacity, Julián is working with the Atizapan Factory to install solar panels across the factory to scale up clean, renewable energy use in the supply chain.

Julián also supports Reckitt's Lead2030 mentorship for EkogroupH2O+. He believes in the importance of partnerships and how together we can accelerate the impact in our communities.

See page 34 for more details on this partnership.



## AI Fairness Initiative

🇬🇧 Finn Janson - UK

🇪🇸 Marta Batlle - Spain



Clinical trial populations have historically failed to represent certain demographics, in particular minority ethnicities, who are disproportionately impacted by a particular medical condition under research.

In the USA, only 2% of clinical trial populations are black, despite Multiple Sclerosis having a 47% higher risk for this demographic than for white patients.

As data scientists at Roche, Finn and Marta are using artificial intelligence to improve patient outcomes.

**They are working to understand and correct bias in datasets used for medical research, by generating synthetic data that is representative of underrepresented populations.**

Having shared this solution with senior management, Finn and Marta were selected to represent Roche at the One Young World Summit in Munich.

After attending, they were inspired to formalise the AI Fairness initiative and established a squad to build a tool that identifies and corrects bias in medical datasets.

*"One Young World has inspired me to be bold and ambitious. The Summit and my fellow Ambassadors taught me how passion, expressed through dialogue, can be an impetus for powerful change."*

The tool analyses and provides "bias metrics" for each patient population.

It will also provide a solution for this bias, using methods such as the aforementioned synthetic data solution.

This AI Fairness tool will help scientists to provide fair research outputs, improving patient outcomes across all populations.

They are partnering with another group in Roche to apply their tool to the prediction of adverse events in clinical trials based on patients' data.

**This research will allow scientists to understand better how predictions for adverse events vary for different demographics, improving the predictive model for the benefit of underrepresented populations.**

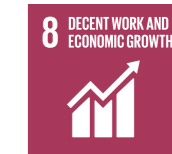
Finn and Marta are also working with a community in the company responsible for defining a best practice framework for using AI models.

By integrating their initiative into this framework and giving guidance on the problem and how to solve it, Finn and Marta aim to make the AI Fairness solution standard practice within the research community at Roche.



## Young Advisory Board

🇸🇮 Luka Ilić - Slovenia



Luka has sought to create more efficient channels of communication between senior executives and junior employees to influence leadership development and drive positive change in his company.

*"One Young World inspired me to take action and create change that impacts the company and broader environment. It has provided a platform to meet like-minded individuals who are creating a better tomorrow."*

Novartis recognised Luka's potential by sending him to the 2019 London Summit.

The stories recounted by highly successful fellow delegates inspired Luka to not just listen but lead, motivating him to take his own action.

Returning to Novartis, Luka held open discussions with senior leaders and explored leveraging the idea of creating broader impact through the ambition of like-minded colleagues and senior executives.

The company encouraged Luka to launch a pilot version of a Young Advisory Board (YAB) with a global executive, comprised of fellow Ambassadors, and a Country President, connecting ambitious young minds who seek change and improvement.

The aim of the group is to create a safe, non-competitive environment, fostering collaboration between young professionals and senior executives to exchange ideas that have a significant impact on the business and culture of the company or broader environment.

The YAB also serves as a sounding board for management decisions.

**The current generation of YAB meets monthly with the Country CEO, exchanging ideas and challenges, and collaborating on solutions.**

This serves both as leadership development for young employees, and as an invaluable resource for senior leaders.

After each year-long cycle, 10 new employees aged between 25-35 replace the Board members, whilst two incumbents take on leadership roles for the new group.

Each new generation sets out its unique values and goals at the beginning of its cycle.

**The group has managed to launch initiatives affecting 6,000 employees in Slovenia with a focus on leadership development, sustainability, employee health and corporate change.**

As the Board becomes a more embedded part of company decision-making, the Young Advisory Board sets its sights on further improvements in the workplace and even sets an example for other companies in Slovenia to follow.

Already, the initiative has been recognised nationally with the Golden Practice Award for innovative and efficient human resource practice.





## PowerUp

🇺🇸 **Jacob Hamar** - USA

🇩🇪 **Sabrina Kolbeck** - Germany

In BMW there is a regular internal accelerator programme, whereby employees participate in a 12-week course to identify new initiatives and solutions for a set topic.

Once a year, this topic is “business for purpose”, and this was the beginning of Jacob and Sabrina’s sustainability collaboration which also led to their participation in the One Young World Summit.

At the Summit, the Ambassadors were given much-needed encouragement that they were on the right path.

**They exchanged knowledge with like-minded delegates on potential obstacles, gave a presentation at a BMW workshop on circular economy and participated in a workshop on battery second-life hosted by Audi that reiterated the potential for sustainable innovation in the automotive industry.**

The two young employees come from different backgrounds within BMW, Sabrina working in financial planning, and Jacob an engineer and doctoral candidate.

**A team of volunteers within BMW, including engineers and project managers by trade, takes high-voltage batteries that are usually removed from prototypes and recycled, and repurposes them to provide energy access to under-resourced schools in low-income communities.**



*“One Young World is a powerful community of change-makers. Each person we met at the Munich conference made it clear that we are the change, we have to be the change.”*

As a pair, they created and lead the PowerUp battery recycling initiative in BMW.

Jacob’s initial idea for a sustainability solution was in the area of desalination, however, upon noticing the waste of highly valuable battery systems during the car development process he adapted his thinking to see how this could be leveraged to tackle the global energy crisis.

With their shared expertise, Sabrina and Jacob were perfectly placed to develop this idea.

*“One Young World and their participants provide powerful insights and gave us ideas and hands-on solutions on how to scale our project.”*

PowerUp creates a powerful energy storage block out of six high-voltage batteries.

These store solar power from the photovoltaic system on the roof and supply the school with 42 kWh per day of clean electricity.

Not only does this address the issue of power outages and clean energy, but it supports education development due to vast energy savings made by the schools that can be redirected into resources for teaching.

The pilot programme in a school in Rosslyn, South Africa is already under construction.

The PowerUp team hopes to expand using access from the MINI brand to new schools in need, to exponentially increase the initiative’s social impact.



## S.T.A.R. Program

🇮🇹 **Lara Tulipano** - Italy



**Working as a data scientist at Google, Lara and her colleague were concerned by the stereotypes, prejudices, and lack of female role models, that create obstacles to young women and girls in pursuing education and a career in STEM.**

Bringing together a group of volunteers in the organisation, with a shared passion for STEM subjects, she created the S.T.A.R. Program.

S.T.A.R. is an acronym for stereotype breaking, tech training, advisory, and role modelling.

Lara was invited to the London Summit by her Manager in the Italian branch of the company, as a result of her achievement in this role but also due to her success in starting the S.T.A.R. Program.

**Already interested in the issue of the gender gap, she was inspired to involve more colleagues in the S.T.A.R. Program and expand its impact to help open opportunities for girls and young women in the area.**

The S.T.A.R. Program is a workshop created and organised by volunteers for teenagers between 14 and 18 years old, to convey the importance of this subject and to encourage them to pursue this avenue of education.

Lara and the team visit schools with workshops and a gamified approach to education. For younger participants, they developed simple coding exercises to give them the foundation for future education.

**During the pandemic, they shifted to a digital format to continue the education remotely.**

*“One Young World has been an experience that motivated me not only to do better but be better. A good message from One Young World was we cannot do everything, but we can do something. So I decided to focus more on this project, to strengthen the collaboration with my group, involve other colleagues and give this project a new wave of energy.”*

**This allowed them to reach new people in 2021, with over 800 students, increasing their access to educational programmes through a new pipeline of running an event every month.**

Lara and the team have also built a parallel Train the Trainer format, to enable their colleagues and external educators to help to spread the content and its message.

The impact is measured through a pre and post programme survey that gauges how the sessions have affected students’ interest and understanding in STEM, and how the programme met students’ expectations. In the two schools where this has been conducted, there has been overwhelming approval of the programme.

## BMW GROUP



## The Sustainable Flight Challenge

Robin Spierings - The Netherlands



In KLM, there is a bottom-up initiative called 'Bold Moves' where a diverse group of bright minds came together in KLM to breed innovative new projects to push for change in the organisation.

The Sustainable Flight Challenge was one of the successful ideas that resulted from this initiative and is being pushed forward by the company, to create much-needed sustainable development.

*"One Young World was a transformative event for me. By the end, I felt empowered, understood the power of raising your voice, building coalitions and realised that in order to make a difference in the world you don't have to work for the UN or an NGO."*

Having attended the 2019 summit in London and pondering the big questions of how to make an impact after returning from maternity leave, Robin noticed a vacancy in KLM's sustainability team.

She had been inspired by the event to drive transformative change within large companies, and the chance to lead the Sustainable Flight Challenge posed the perfect opportunity.

**The project aims to open-source sustainability innovations that will transform the entire aviation industry.**

These innovations will be brought to life through a challenge where all participating airlines are operating their "most sustainable flight" and leaving a better planet behind.

Despite originating within KLM and being led by Robin, the competition is being run by SkyTeam, an airline alliance.

To date, 17 airlines have committed, despite some not previously having sustainability teams. The pre-condition for participation is that all innovations will be open source.

This is the beginning of a coalition of companies that Robin hopes will continue to grow after the Sustainable Flight takes place at the beginning of May.

**Flights will be judged on 14 different categories, ranging from lowest CO<sub>2</sub> emission to biggest reduction, to lowest food footprint and many more.**

The jury responsible for the decision will include a One Young World Ambassador to ensure youth voices are represented.

Having been launched in October 2021, there is already significant momentum with many suppliers looking to assist and collaborate with airlines to maximise the sustainability improvements.

This challenge is the beginning of a long journey towards more sustainable aviation and hopes to build pressure for further developments in regulation and legislation to unlock the potential for sustainability in the industry, as well as educating, sharing strategies and tactics, and finding smart solutions to unsolved problems through collaboration.

*"One Young World influenced how we designed the challenge itself. Basic principles such as raising awareness, incentivising all forms of collaboration, and acknowledging that we cannot do this alone. This challenge has no individual winners, we are working together to make the planet win!"*



## Leading Environmental Sustainability

**Roos Bruggink** - The Netherlands

**Steph Barnes** - UK



Environmental sustainability has been elevated to a business priority at Pfizer UK, a change that wouldn't have happened without the energy of One Young World Ambassadors. The newest Ambassadors, Roos and Steph, are part of Pfizer's Sustainability Steering Committee and have worked directly with the UK Country Manager and the UK's Head of Corporate Social Responsibility to transform Pfizer UK's approach to sustainability. They both attended the 2021 Munich Summit virtually. Together, they co-lead the Sustainability Steering Committee to innovate sustainable solutions through three main avenues: internal activation, governance, and external engagement.



*"One Young World gave us the opportunity to partner with some incredible organisations that are making real change in the world to empower UK colleagues to make more sustainable choices and take action within their sphere of influence. One Young World has personally given me the inspiration, motivation, and actions to hone my intrapreneur skills to generate positive change."*

The core of the governance-related work, and origin of the initiative, is carbon footprint measurement reporting and validation. One key success to this workstream has been a business commitment, verified by the Science-Based Target Initiative (SBTi), to the "Business Ambition for 1.5°C". From humble origins, the team now reports to the Pfizer UK Board twice a year, presenting its findings alongside financial updates.

A large part of the internal strategy has been around fostering employee awareness and engagement. Roos and Steph built a partnership with Today Do This after attending their workshop at the 2021 Munich Summit.

### In November and December 2021, they ran 4 workshops as a pilot, engaging and educating 48 of their UK colleagues.

Today Do This is an organisation that allows employees to think about their passions in the environmental space and to identify what is in their sphere of influence. Participants leave the 2-hour workshop with specific, measurable actions to make a positive difference and make more sustainable choices. A second partnership born of the Munich Summit was a self-facilitated Climate Interactive workshop. This helped their colleagues envision the current world state and the interventions required to keep global temperatures below 1.5-degrees. Externally, the Committee is responsible for representing and communicating sustainability at Pfizer UK to wider audiences and stakeholders.

In 2022, the team is expanding its scope to inform, inspire, and engage - both internally and externally - through a mass communications programme and an expansion of existing initiatives. This includes expansion of the Today Do This workshops, and the introduction of sustainability literacy for all UK Pfizer employees.

*"Sustainability at Pfizer UK could never have had the energy, spark and pizzazz behind it without our attendance at the One Young World Summit. We were able to build connections with amazing people and organisations, even partnering with some to bring their work and purpose into Pfizer UK. Our involvement with One Young World has massively added gravitas to everything we do to make Pfizer more sustainable and has enabled us to continually learn and be inspired to make change."*



## Refugee Outreach Programme

**Yusra Abdelmoneim** - UK

**Deborah Owen** - UK



Yusra and Deborah were both dedicated to assisting with the refugee crisis before they attended the Summit. Yusra used PwC's "One Firm One Day" scheme to provide time and assistance to the Refugee Council, whilst Deborah grew up supporting "Refugees at Home".

At the Summit in the Hague, Yusra connected with a fellow Ambassador who runs a refugee support centre in the Netherlands and seeing her work motivated Yusra to scale up the initiative and leverage the capacity of PwC.

**Together they have developed the Refugee Outreach Programme, partnering with the Refugee Council and the CodeYourFuture team to help refugees integrate into the UK labour market successfully.**

*"One Young World has inspired me to take action to support Refugees at PwC by promoting refugee awareness and to recognise that everyone can help. It's opened up my eyes to the role that private organisations can have in driving employability and equipping refugees with the skills to reach their maximum potential and to continue to serve our communities"*

Support ranges from CV writing to skills-based trainings, and basic introductions to the UK market.

Employees who volunteer for the programme also receive training to improve the support they are able to provide the refugees.

There was also a campaign during International Refugee Week, which included a documentary screening and a panel discussion.

In the pandemic, the programme has been continued virtually, and to date, 463 people have attended 12 awareness sessions.

*"One Young World has empowered me to go further in our work with supporting refugees at PwC, and critically analyse the project, to ensure that we are supporting those who need it most. It has given me the inspiration and drive to change the status quo and challenge leaders on their actions"*

**Off the back of a session, one director was inspired to employ people of a refugee background, which has already led to the hiring of two full-time employees.**

Of these participants, some of the PwC employees have gone on to use this knowledge as volunteers, to support the Refugee Outreach Programme.

Each programme lasts between 4 and 5 weeks, whereby there is a skill-session run in partnership with the clients from a refugee background.

**Following the PwC-led sessions, partner organisations have recap sessions with the participants to ensure that the information has been received correctly, and 163 refugee "clients" have benefited from this programme helping them to integrate into the labour market.**





## Tfy-consult

- + Pascal Jenny - Switzerland
- + Sayuri Berini - Switzerland



Numbering approximately 600,000, small and medium-sized businesses form the valuable backbone of the Swiss economy.

SME owners are aware of the importance of the topic of sustainability, in terms of gaining trust and enhancing the company's reputation.

However, concrete implementations in this area are often not at the top of the agenda, especially because reliable partners with understandable, uncomplicated, and effective solutions are missing.



*"The inspiration for more sustainability already led to ideas in the direction of tfy-consult. At the same time, the Summit was an inspiration for more "meaningful work" at the origin of there-for-you.com."*

Arosa Tourism, long-time One Young World Partner, and its President, Pascal Jenny, have worked to solve this challenge with tfy-consult.

As an Arosa Tourism employee, Sayuri Berini was the first participant from Arosa at the One Young World Summit 2019 in London.

### The inspiration for more sustainability (initially in tourism and the leisure industry) was core to the direction of tfy-consult.

At the same time, the Summit was also an inspiration for more "meaningful work" which was present at the origin of there-for-you.com.

The initiative, tfy-consult (there-for-you.com) provides SMEs with a digital "SME sustainability check-up". The "check-up" helps to link the topic of sustainability with the corporate strategy and to take the first steps in the right direction by means of a few, but targeted recommendations.

Each SME makes an initial commitment when booking the check-up, and half of the costs are donated to the there-for-you.com platform, with which the company supports effective projects in the areas of climate protection, animal welfare, children's aid, and humanitarian aid.

**Through this enterprise, the organisation has been able to fund over 30 projects tackling issues related to climate change, animal welfare, child protection, and humanitarian crises, with more than €500,000.**



## Pacific Village

🇳🇿 Saia Mataele - New Zealand



Pacific and Maori unemployment rates sit significantly above national averages as sad indictments of the systemic discrimination that continues to plague New Zealand society. Whilst graduating from the University of Auckland, Saia set out to redress the balance and alongside his career as a digital consultant at PwC, he has worked tirelessly on a variety of initiatives to promote greater equality.

Saia has worked to drive progress in his own workplace at PwC New Zealand. He is co-lead of the Pacific Village alongside other Pacific leaders including Simoli Aati and Leo Foliaki, and under their leadership the number of Pacific members has grown from 10 in 2018 to 50+ in 2022 (and counting).

The group advocates and shapes the way PwC approaches and engages with talent and representation in an inclusive manner, and builds relationships with non-Pacific allies.

**Their work has encouraged the company to invest in people enabled solutions, with a particular focus on increasing the representation of Pacific staff at PwC, and building trust with Pacific communities.**

Saia also chairs a charity - Moana Trust - focused on upskilling Maori and Pacific people to bridge the digital divide, including teaching children how to code.

Upon joining the workforce, the realisation of Maori and Pacific under-representation was even more apparent to Saia.

This drove him to inspire the community in their respective careers and connect them to opportunities in sectors where they are under-represented, for their own development.

The first "Navigators of Success" event that Saia led was a careers fair attended by over 8 organisations, for Maori and Pacific students at the University of Auckland.

This led to more major events throughout the years, attended by an average of 100 attendees each time.

*"One Young World provided the opportunity to expand my horizon in regards to leadership style, scalability of impact, innovation in action, leading with purpose and the importance of backing yourself! To date, the lessons from my One Young World experience continue to shape and influence my approach to leadership and delivering impact."*

**In addition, Saia used his relationship with PwC and other companies such as Microsoft, EY, Warren & Mahoney, and Vend, to offer in person tech experiences including tours of their offices for over 200 Maori and Pacific students.**

On the other side of the equation, he provided consultancy and guidance to prospective employees on talent recruitment from these marginalised demographics.



## 2021 Ribbon Partners



## 2021 Delegate Partners (continued)



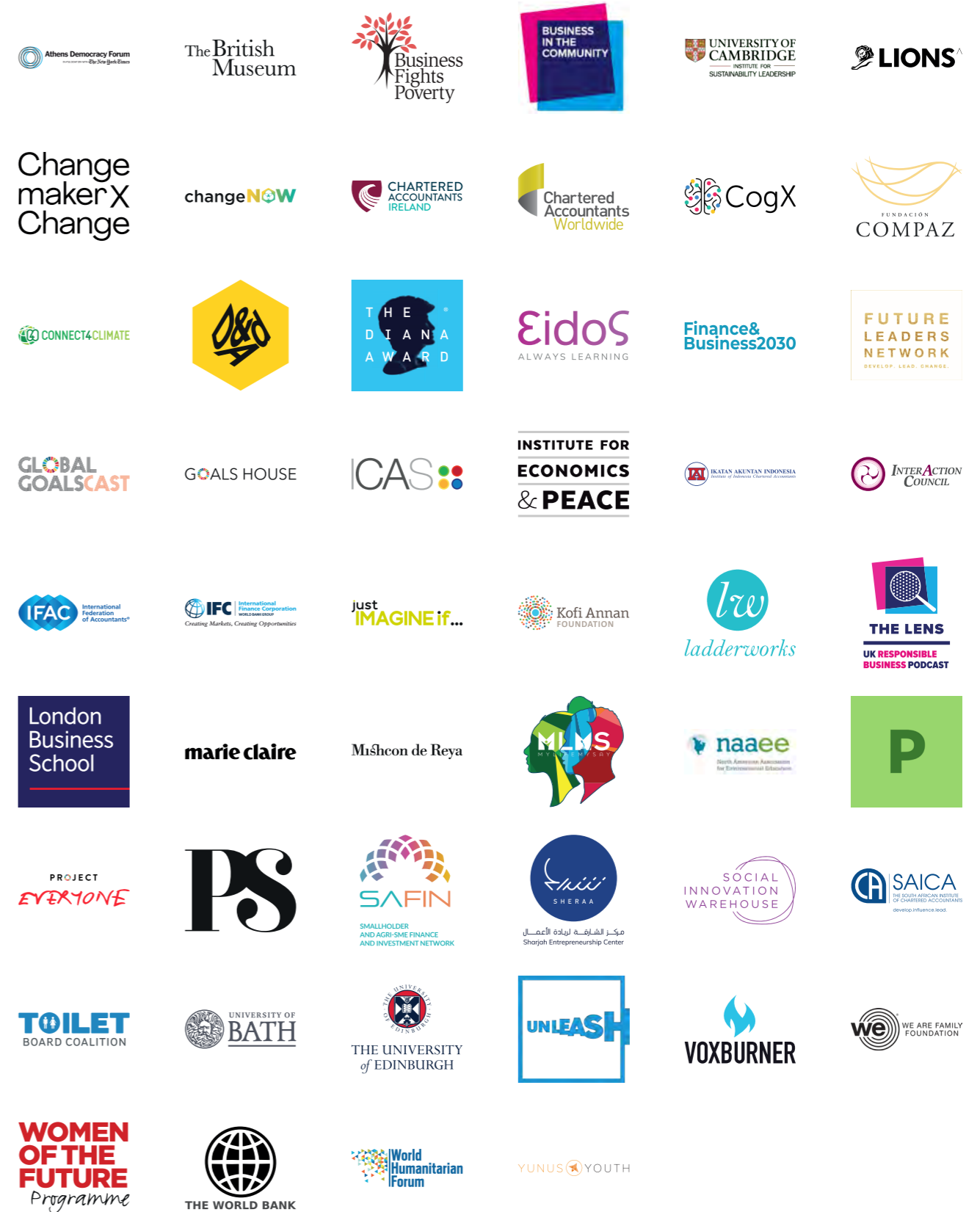
## 2021 Delegate Partners



## 2021 Delegate Partners (continued)



## 2021 Community Partners



## 2021 Munich City Partners







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