



The Global Community for
Young Leaders

2022

Impact Report

Sustainability Edition



1.21M

tCO₂ emissions mitigated by
Ambassador-led projects featured
in our Impact Reports since 2018

Introduction

Welcome to One Young World

This section includes a message from our Founders, Kate Robertson and David Jones, and provides a theoretical framework for One Young World's mission through our Theory of Change. The total impact generated by One Young World and our Community in 2022 is also summarised.





Last year, thousands of One Young World Ambassadors drove real, tangible impact in their communities, cities and countries, continuing their important work leading positive change around the world.

We took the One Young World Summit to Manchester, UK, with 1,845 Delegates attending in person. The Summit was accompanied by four Hives in New York, Johannesburg, São Paulo, and Okayama that ran parallel to the main event and engaged more cities around the world than ever before. Summit content was streamed live on our digital platform for 2,162 people, and was available for a further month after the event. Over 160 Counsellors, including Sir Bob Geldof, Mary Robinson, the Duke and Duchess of Sussex and 23 CEOs and Partner Executives, attended in person. More than 90 additional Counsellors, including Professor Muhammad Yunus, Michelle Yeoh, Terry Crews and Ban Ki-moon, contributed digitally.

Our post-Summit programme, the Action Accelerator, went global for the first time in 2022 following the success of the European pilot in 2021. Over 400 Ambassadors have listened to, and learned from, recognised experts in both entrepreneurial and intrapreneurial spaces, increasing their skills and ability to turn their inspiration from the Summit into action.

Our Lead2030 programme continued to grow in 2022, with 12 Partners giving 17 groundbreaking young leaders a total of \$875,000 to scale their work across almost all of the UN Sustainable Development Goals. The winners also received customised, project-specific mentorship from industry-leading professionals as part of the programme.

In partnership with the Brandtech Group, we launched the Rebuilding Communities Fund, through which four extraordinary Ambassadors received \$25,000 each. The grant recipients were announced at the Festival of Creativity, Cannes, France, and the prize money has enabled them to continue creating social impact in conflict-affected locations like Afghanistan and Ukraine, and amongst underprivileged communities in North and Latin America.

One Young World continued elevating our Ambassadors' profiles at international events like COP27 and the Our Ocean Conference in Palau. At COP27, we ran four panels highlighting the unique and vital role that young leaders must play in tackling the climate crisis.

The One Young World Ambassadors featured in this Impact Report have made an outstanding impact already, and will continue to do so as the scope and scale of their initiatives expand. The projects featured in this report alone have directly impacted 5.77 million people and generate, on average, \$16 of social return for every \$1 invested into their work. Since 2018, Ambassadors featured in our Impact Reports have been responsible for mitigating 1.21 million tonnes of carbon emissions. They are leading the positive change their generation must be responsible for, and in this report you can read some of their remarkable stories.

Across 190+ countries, One Young World Ambassadors are creating a fair and sustainable future for all. We would like to thank everyone - our amazing staff, our Partners and every organisation engaged in this mission - who played their part in 2022 by inspiring our young leaders, building their skills, funding and elevating their work.

David Jones
Co-Founder

Kate Robertson
Co-Founder

Luis Felipe Henao Murcia

Luis was **inspired** by the Summit to create new connections and accelerate his work.

**Dora Palfi**

Dora received mentorship and funding through Lead2030 to **build** her leadership skills and increase the capacity of her SDG solution.

**Claude Sodokin**

Claude used the platform provided by One Young World to **elevate** the reach of his initiative.



One Young World **identifies and connects** young leaders from every country through our Partner organisations and scholarship programmes.

These young leaders join our Community as Ambassadors. One Young World contributes to their development by:

Inspiring them to increase their social impact. This includes:

- Interactions with world leaders and experts. An example of these are the mentor sessions at the Summit.
- Exposure to new information and perspectives that give them new ideas. This includes our plenary challenges.
- Examples set by peers to normalise the impact being driven by young leaders, and make it seem more achievable.

Building their skills and capacity. This includes:

- Funding mechanisms and external opportunities like the Lead2030 programme.
- Events, programmes, and workshops that develop their skills.
- A network of peers and like-minded leaders who support them and their work. We organise Community Events throughout the year.

Elevating their profiles locally and globally. This includes:

- Platforms to speak about their ideas and initiatives, which allows them to promote their own work. We routinely send Ambassadors to external events.
- Features on our channels, and our Partners', amplifying their message and increasing their reach.

Applying this theory, we help create a generation of **young leaders with integrity**, who have the ability and resources to drive positive change.

41.56 million

people directly impacted by Ambassador-led projects featured in our Impact Reports since 2010

5.77 million

people directly impacted by Ambassador-led projects featured in the full report

8,500

people, across six continents, attended **70** events

\$975,000

distributed to young leaders working toward the SDGs in 2022

1:16

Social return on investment of Ambassador-led projects featured in the full Impact Report 2022*

\$1.3 billion

social value generated by Ambassador-led projects featured in the full report*

1.21 million

tCO₂ emissions mitigated by Ambassador-led projects featured in our Impact Reports since 2018*

*for methodology, please see page 80

One Young World Summit Belfast, 2023

One Young World is proud to be a part of the official celebrations for the 25th anniversary of the signing of the Good Friday Agreement, which brought peace to Northern Ireland. The Belfast Summit will bring together 2,000+ Delegates, Counsellors, Ambassadors, and Partners to explore five key plenary challenges suggested by our Community: peace and reconciliation, climate emergency, food crisis, education, and mental health. The Summit will be accessible online for digital Delegates, and will be an exceptional opportunity for young leaders to interact and engage with experts and each other.

One Young World Academy

The One Young World Academy, powered by Pearson, will help young leaders tackle some of the biggest challenges facing our world through a new online learning experience and world-renowned subject matter experts. Learners will be supported online by trained project mentors, offering guidance and feedback on coursework.

The One Young World Academy experience will empower learners to embed practices and frameworks and build their knowledge, practical skills and approaches. This will help them make informed decisions and take responsible actions for tackling climate change, peacebuilding and conflict prevention, and diversity and inclusion.

Lead2030

The next edition of the world's largest fund for impactful young leaders working towards the Sustainable Development Goals will take place in 2023, with more grants and mentorship from our world-leading Partner companies on offer.

... and so much more

2023 in the One Young World ecosystem will be crammed full of events, opportunities, and programmes, all of which are designed to inspire our Ambassadors into further action, elevate their profiles and help them build a fair, sustainable future for all.



One Young World Summit

Manchester 2022

This section will summarise the One Young World Summit 2022, our 12th Summit to date, and how it successfully advanced our mission to inspire, build, and elevate young leaders from every country and sector.



Young leaders change makers world-class experts in the heart of Manchester.



4.39 average rating of
Delegates' Summit experience

The One Young World Summit 2022 saw Delegates and Counsellors hosted in the heart of Manchester, UK, with more joining from around the world virtually through our online Summit platform.

The iconic One Young World Opening Ceremony took place at Bridgewater Hall, featuring an array of local talent and internationally celebrated personalities, and was livestreamed globally to increase the event's reach and inspire new audiences. The Summit itself took place at Manchester Central Convention Centre.

Four Hives also took place parallel to the Summit, in New York, Johannesburg, São Paulo, and Okayama, allowing people who could not travel to Manchester to participate in the Summit in person.



It really touched me to see how much One Young World is ready to invest in young leaders to ensure a better progressive future. I enjoyed the action-packed sessions, which left me inspired and encouraged me to do more and be more for the world."

- 2022 Delegate

2,162 Delegates
participated

1,845 In-person **317** Digital

5,082,200
people reached by Summit-
related social media content

One Young World's Summit brings together young leaders for four **life-changing** days of **networking** and **knowledge-sharing** where they are counselled by some of the **world's most high-profile** and **accomplished leaders**.



“The Delegate Speakers were incredible and so inspiring. Meeting so many young bright minds and knowing they are all determined to work for a better future gives me hope.”
- 2022 Delegate

2022 Plenary Challenges

Conflict Prevention
How can we prevent conflicts?

Health
How can we ensure health equity for all?

Gender Equality
How can we accelerate action to achieve gender equality?

Oceans
How can we safeguard and restore the world's oceans?

Ethical Leadership
How can we be and develop ethical leaders - more responsible and effective than previous generations?

250 Counsellors and guest speakers
160 In-person
90 Digital

66 Summit workshops
48 In-person **18** Digital

21 Mentor sessions
18 In-person **3** Digital

The wealth of diverse content was not limited to the Presentation Stage. Our three Interactive Stages were sponsored by Audi, Reckitt, and IKEA. Highlights included a session on *The Power of Indigenous Storytelling*, led by a group of outstanding young indigenous leaders; and *Human Trafficking and Modern Slavery: Unravelling the Numbers*, which brought together survivors of modern slavery from our Community, to discuss how we can act to end slavery.

Summit workshops are designed to provide practical skills-building opportunities. For example, Enterprise for Peace Scholars took part in a workshop organised by the Dutch Ministry of Foreign Affairs to examine the principles of feminist leadership and intersectionality.

Mentor sessions are intimate conversations with high-profile One Young World Counsellors, designed to build Delegates' skills. In total, 140+ Delegates were invited to attend a mentor session, including eight Delegates who attended a roundtable discussion with the Duke and Duchess of Sussex.

Summit speaking opportunities are an effective way for young people to elevate their status as sector-leaders. Our Delegate speakers offered key insights into their work relating to the Summit's plenary topics. In addition, 17 returning Ambassadors spoke about their work, and their significant leadership development since their first experience with One Young World. Our Action Sessions gave Delegates the chance to directly discuss their work and ideas with their peers and discuss the possibilities for collaboration.

Sustainability at the Manchester Summit 2022

One Young World went to great lengths to ensure that the Manchester Summit 2022 was as sustainable and environmentally friendly as possible. Steps taken to ensure this included:

- Ensuring that no products or stands in the Community Garden were single-use.
- All venues and events that hosted in-person Summit content or evening activities were within walking distance of each other.
- Cars used to transport One Young World Counsellors to and from the Summit were hybrid.
- Our Partner, IKEA, donated all furniture provided for the Summit to charity upon the event's completion.
- One Young World worked closely with our Partners to offset the carbon emissions from the Summit.



“I thought this Summit was so empowering and really showed the global needs at hand. I felt it helped me see what I can do for the world as a leader and inspired me to do better. It also helped me to connect with like minded people to make a greater impact.”

- 2022 Delegate

Our Programmes

Inspire, build, elevate

This section will highlight the impact of our Lead2030 programme for our global Community. It provides a snapshot of the varied events, opportunities, and collaborations accessed by our Ambassadors and organised with the support of our Partners.

Eco-Soap Bank

Eco-Soap Bank received mentorship and funding through our Lead2030 programme.



Formed by One Young World and powered by some of the world's leading businesses, Lead2030 finds, funds and accelerates solutions to the UN Sustainable Development Goals created by founders under 30.

This year, 17 prize winners from 12 countries received a combined total of \$875,000.

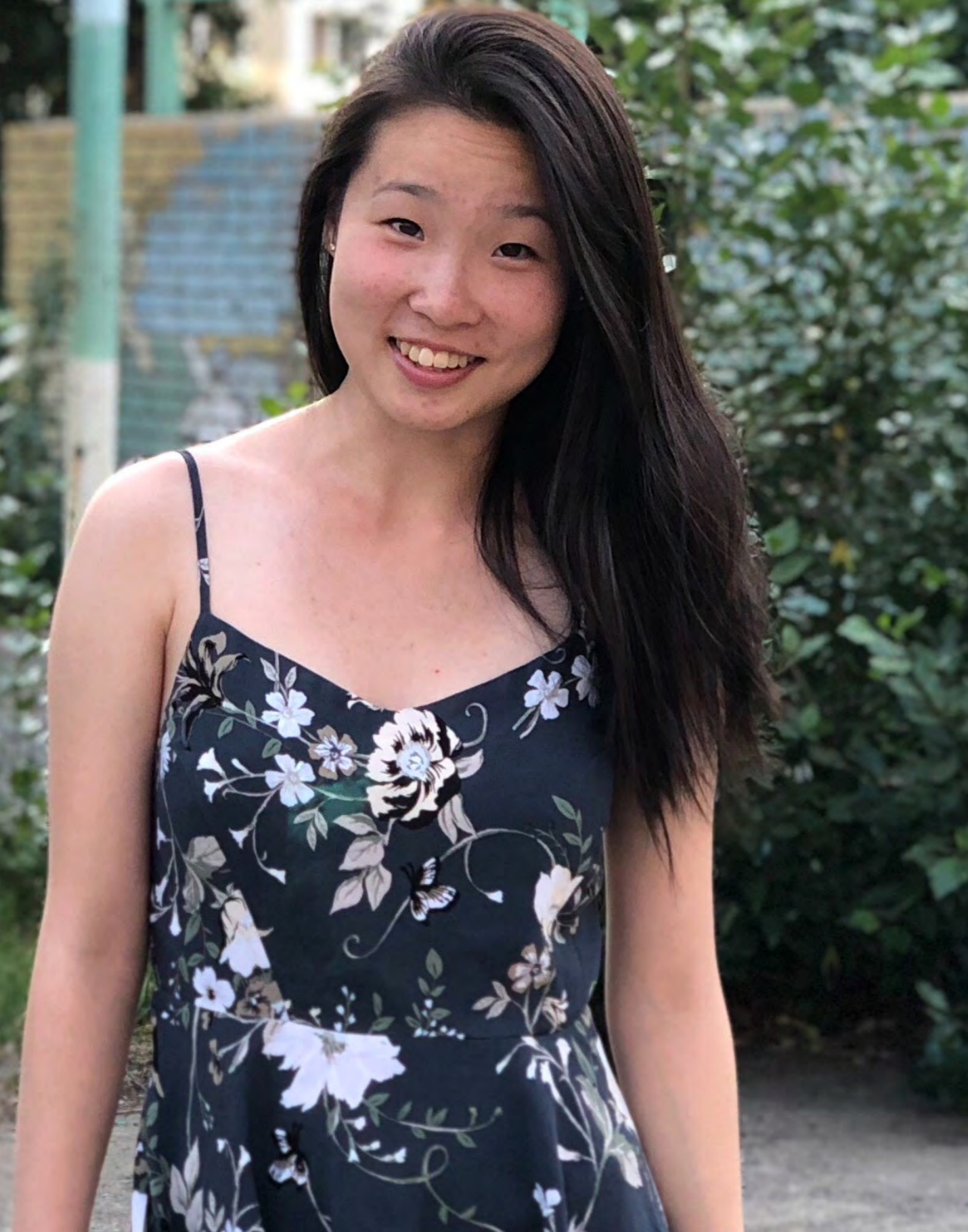
Since launching in 2019, Lead2030 has provided

\$2,075,000

to **40** young leaders in **21** countries



“ I think the biggest thing from Lead2030 has been just the visibility for our organisation; our projects and our mission. I think it’s also built a lot of credibility for our organisation and for establishing new partnerships. I think last year was the most number of collaborations that we had with other organisations.”



Breathe Mongolia - Clean Air Coalition
Enkhuun Byambadorj - Mongolia 🇲🇶
SDG 3: sponsored by AstraZeneca



Breathe Mongolia – Clean Air Coalition is a non-profit organisation working to end Mongolia’s air pollution crisis. Co-founded by Enkhuun, it carries out its mission by arming people with the resources to protect themselves and their families against air pollution, building a community of allies to foster cooperation against air pollution, and holding decision-makers accountable through pollution monitoring. Breathe Mongolia hopes to prompt behavioural changes and policy improvements to tackle the air pollution crisis in the country.

Lead2030 allowed Enkhuun to expand her team significantly, with four new staff members. This has resulted in greater capacity for Breathe Mongolia to carry out its operations, and the organisation used the funding provided by AstraZeneca to kickstart its Let’s Take Action! project. Through this project, Breathe Mongolia works closely with 28 families to reduce their dependence on coal burning. Breathe Mongolia also supports and subsidises the families by installing air pollution sensors within households, while 67 children from areas most vulnerable to air pollution exposure have received neurodevelopmental assessments. The organisation operates a bilingual digital platform with educational material and actionable points to help people avoid the negative effects of air pollution as much as possible. Since inception, the platform has had more than 34,000 unique users.

Using the funding provided by Lead2030, Breathe Mongolia has been able to turn each of these action points into workshops for school children, impacting over 500 young people who are trained on air pollution science. Breathe Mongolia fostered seven new collaborations with organisations working in environmental health and climate change as a result of its participation in Lead2030.

500+

young people received workshop training on air pollution science

Leaderships Skills: Before and After Lead2030*

- “Capacity to Act”**
How well equipped were they to turn their vision into reality?
- “Strength of Vision”**
How clearly informed was their plan to generate impact with their initiative?
- “Clarity of Communication”**
How transparent/effective was the dialogue between them and their stakeholders?



*Ratings provided by Enkhuun’s mentors from AstraZeneca



“Our partnership and Lead2030 award with Reckitt has been the most important, defining, punctuating moment of our organisational history. This award has legitimised our organisation. Having \$50,000 to spend towards purchasing equipment is completely out of reach for most small charities, and that’s what we did.”



Eco-Soap Bank
Samir Lakhani - USA
SDG 6: sponsored by Reckitt



Eco-Soap Bank is a non-profit founded by Samir Lakhani that employs economically-disadvantaged women to recycle leftover soap from factories. This recycled soap is then distributed to children and refugees, to whom Eco-Soap Bank also provides hygiene education. Eco-Soap Bank leverages waste materials and creates new bars of soap to address the critical need for hygiene in the fight against preventable disease.

Samir utilised the \$50,000 funding available through Lead2030 to purchase five recycling machines that went to each of Eco-Soap Bank’s five soap factories across the world. The organisation employs 160 women and builds economic infrastructure that empowers local communities. The \$50,000 Eco-Soap Bank received through Lead2030 has resulted in a threefold increase in its recycling capacity output. The organisation reached 1.6 million people, mostly children, through its soap and hygiene education in 2022 alone, while Eco-Soap Bank’s total reach since its founding stands at 8 million people. The primary recipients in 2022 were Rohingya refugees in Bangladesh and Ukrainian refugees in Poland, and more recently, the organisation has worked to support earthquake survivors in Syria and Turkey.

Eco-Soap Bank typically distributes its soap through schools accompanied by hygiene education provided by its partner organisations. In refugee settings, the soap is distributed through Eco-Soap Bank’s INGO partners to reach the most vulnerable people. In addition to the material benefits of the programme, Lead2030 provided Samir with the opportunity to familiarise himself with the vocabulary and requirements of partnering with large corporates, and how to frame value propositions to create sustainable partnerships.

10.5M

bars of soap recycled and redistributed across the globe

Leaderships Skills: Before and After Lead2030*

“Capacity to Act”

How well equipped were they to turn their vision into reality?



“Strength of Vision”

How clearly informed was their plan to generate impact with their initiative?



“Efficacy of Decision-Making”

How well aligned was their decision-making with their vision?



*Ratings provided by Samir’s mentors from Reckitt

The following Lead2030 challenge winners are at an early stage of their respective programmes and a social impact analysis of their work will be completed at a later date.



AstraZeneca



Takachar

Vidyut Mohan - India

SDG 3: sponsored by AstraZeneca

Many crops produce residues that cannot be used as mulch or animal feed. These residues can often impede the growth of the next crop, and unfortunately the fastest and cheapest way to address residue removal is simply by setting it on fire in the field. However, the burning of residues has contributed to air pollution that affects the respiratory health not only of the local farming communities, but also of nearby urban areas such as Delhi.

Takachar is developing small-scale, low-cost, portable systems that can latch onto the back of tractors and pick-up trucks to deploy to remote, hard-to-access communities. This system can locally convert biomass residues into higher-value products such as fertiliser blends, biofuels, or chemicals without any external energy input. This is expected to support closed-loop, self-sufficient rural communities, create additional livelihood opportunities in underserved regions, reduce air pollution and carbon footprint associated with open-air biomass burning, and ultimately improve public health outcomes. Through AstraZeneca, Takachar have been piloting with smallholder farmers, demonstrating the ability for the output fertiliser product to improve their yields and income.



accelerator 100+ powered by ABInBev



Zafree Papers

Bethelhem Dejene - Ethiopia

SDG5: sponsored by 100+ Accelerator powered by AB InBev

Zafree Papers is an Ethiopian company that manufactures paper and paper products using 100% tree-free pulp and agro-waste. Founded in 2017, and working across Ethiopia and Zambia, Zafree Papers is introducing a clean-tech paper solution using unbleached paper pulp from crop residue. From this solution, they can create eco-friendly, carbon-neutral, and 100% recyclable and non-toxic paper. Zafree Papers is a pioneer in the Ethiopian agro-waste market and intends to pursue a pan-African business model. This would enable them to continue establishing strong and reliable relationships with local suppliers and buyers, as well as maintaining existing relationships, rather than relying on raw materials and investments from overseas.

Using agricultural waste from raw materials and employing modern technology, qualified human resources, efficient management systems, and accredited production processes, Zafree has established itself as an undeniable competitor in the Ethiopian agro-waste market.



Reeddi

Olugbenga Olubanjo - Nigeria

SDG 7: sponsored by bp

Reeddi is an award winning cleantech startup based in Nigeria, leveraging its technology to provide clean, reliable, and affordable electricity to individuals, households and businesses operating in energy deprived regions of Nigeria. Currently serving over 2,000 households and businesses a month in Nigeria, Reeddi provides sustainable clean energy at an affordable price. Their energy systems reduce the energy expenses of users by 30%, with a Reeddi Capsule able to displace more than 160 kg of CO₂, and 6 kg of toxic pollutants daily from existing fuel-based systems generally adopted in their target communities.

Striving to bridge the accessibility gap with limitless and sustainable innovation for quality livelihood, Reeddi's customer-centric, locally structured business model enables it to provide easy access to electricity to Africans and the world at an affordable rental or purchase fee.

bp's support is helping Reeddi scale its local operations and optimise Reeddi's internal design and manufacturing process.



HOLCIM



OOYOO

Ralph Nicolai Nasara - Philippines

SDG 11: sponsored by Holcim

OOYOO is a leading clean air technology company, based in Japan, that provides ultra-low emission and cost-effective energy. Utilising carbon capture technology based on advanced membranes, OOOO purifies gases such as oxygen and carbon dioxide as well as natural gases. Although purifying gases comes at a cost to industries, failing to do so comes at a lethal cost to the environment.

To distinguish itself in a competitive market, OOOO has developed technologies that can be downsized, creating a portable feature of its product that other conventional technologies in the market cannot. Furthermore, OOOO's commitment to continuously innovate filter materials technology assists in the company's mission to ensure that their technology will be at the heart of every future device that generates clean energy and clean air.



Deloitte.



Greenfluidics

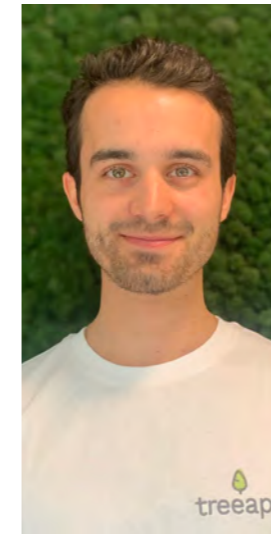
Adán Ramirez Sánchez - Mexico 🇲🇪

SDG 13: sponsored by **Deloitte**

Greenfluidics is a Mexican biotechnology startup founded in 2018 with a vision of a world with green and sustainable cities, where buildings are more energy efficient and provide the well-being and health that people deserve. Greenfluidics' innovative technology, the intelligent solar biopanel, is a multi-purpose system that generates energy while cleaning the air.

These biopanel are based on the use of microalgae, providing functional and sustainable aesthetics that help clean the air like trees, combining nature and technology in the same system, through a triangular geometry that provides energy efficiency, design and intelligent environmental monitoring that helps to revalue the area.

Greenfluidics has achieved several alliances and recognitions in the UK, Germany, Switzerland and the Middle East, as well as from relevant institutions such as the GGGI, UN, G20, and MIT, in order to accelerate the development of their technology and transform the buildings of the most populated cities into lungs.



CREDIT SUISSE



Treeapp

Godefroy Harito - France 🇫🇷

SDG 15: sponsored by **Credit Suisse**

Treeapp is a global tree planting organisation. The Treeapp mobile app enables anyone to plant a tree for free everyday, in less than a minute. Treeapp offers the possibility for consumers in the UK and Ireland to plant trees all over the world, empowering all to make a change that benefits the planet on a daily basis. Via the app, users can watch an advert featuring one of Treeapp's 300+ sustainable brand partners, who fund the users' tree to be planted everyday, and then sell the advertised products directly on Treeapp's sustainable marketplace.

Treeapp also works with businesses to offset their carbon footprint and plant trees across the world, from South America to the islands of Indonesia.

To date, Treeapp has planted 1 million+ trees in less than two years since launch, and expects to soon reach 100,000 Treeapp users. Treeapp is a certified B Corp - proving their business has a strong ESG impact.



NOVARTIS



Clearbot

Sidhant Gupta - India 🇮🇳

SDG 14: sponsored by **Novartis**

ClearBot is a Hong Kong-based company developing technologies that are assisting in building the future of ocean mobility and resolving environmental challenges. Creating AI-powered electric boats, ClearBot is pioneering efficient and sustainable alternatives to automated marine services, replacing manually operated diesel boats with all-electric, zero-emission, self-driving boats. Through this technology, ClearBot monitors the marine environment and conducts water quality testing and maritime surveillance.

As well as this, ClearBot boats automate surface waste collection, aquatic weed and foam removal, marine patrolling, shallow water dredging, and bathymetric surveys and can move up to 200 kg of cargo autonomously at the press of a button. As waste is being collected, cameras onboard collect and process data using an AI model, tracking the sources of trash every step of the way. As a result, Clearbot can maintain 100% trackability and showcase on a global stage how innovation can solve social issues.

2022 Lead2030 Challenge Partners

One Young World would like to thank the following Partners:



One Young World Ambassadors play an **integral role in combatting** climate change and creating a more **sustainable future for all.**

COP27

We recognise the role young people are playing in solving this challenge, and we are committed to furthering the representation of young leaders at international events like COP27.

One Young World Ambassadors took part in the following sessions:

- *Points and Mobilising the Next Generation* with the Prime Minister of the Bahamas.
- *Indigenous Knowledge and the Climate Crisis: Reshaping Climate Narratives.*
- COP27 Blue Zone: this Zone hosted critical negotiations, and observer delegations. Our Ambassadors contributed to decision-making and collaborating efforts.
- Children and Youth Pavilion: our Ambassador, Saad Uakkas, co-led the first-ever COP event to amplify the voices of young people and drive action on global climate policies.
- The Extreme Hangout: a climate action platform giving young people an outlet to drive environmental action. Over 20 Ambassadors participated, featuring five stand-out panel discussions.
- Finding international agreement on climate change: our Ambassador Alejandro Daly, based in Colombia, spoke alongside Paul Polman, Business Leader, Campaigner, Co-Author of "Net Positive", and Chair of the Global Advisory Board of One Young World.
- The National Grid's key panel discussion, *Why is Net Zero so Important?*, featured our Ambassador Jason Salgado, a social entrepreneur and climate leader from Belize.



Our extensive COP27-focused social media campaign reached 2.1 million people, with over 472,000 engagements. One Young World Ambassadors like María Alejandra Téllez Correa, Anna Stanley-Radière, and Hellen Nzinga were also interviewed by international media organisations.

BIG GROUP DISCUSSION

What are the solutions needed to reimagine leadership for a fair, green future?

Think:

- Perspective – How can you tangibly ensure those who do not speak for themselves are included and actively listened to?
- Perception – How can we change paradigms so that women and young people are equally active leaders and decision-makers?
- Space – How can we create space for young people to be heard?



30

Ambassadors participated in COP27 programming

4

panel sessions hosted by One Young World across four days of COP27

Adrian Leitoro

Adrian Leitoro participated in panels at COP27 as a One Young World Ambassador.



Anthropy

Anthropy was a three day event held at The Eden Project in Cornwall, UK, where both young and senior leaders from all sectors shared their concerns, thinking, creativity and inspiration to envision a brighter future. One Young World organised two panel sessions during the event:

Driving Action: Preparing UK Young Leaders for Generating Global Social Impact: Three One Young World Ambassadors from both corporate and other backgrounds and One Young World Co-Founder, Kate Robertson, discussed what can be done to cultivate ethical leadership amongst young people, cross-sectoral cooperation, and advice from these outstanding Ambassadors to others.

Environmental, social, and corporate governance (ESG)-led growth: Building a thriving stakeholder economy: All three of our participating Ambassadors had extensive experience driving change for better sustainability in the financial services industry.

Our Ocean Conference

In 2022, the Republic of Palau hosted the seventh Our Ocean Conference, marking the first time this forum was hosted by a Small Island Developing State. The conference focused on the unique perspectives and approaches of island nations and drew from Palau’s own traditions to cover six key areas of action.

With a new focus on integrating young people into its mission, the conference’s organisers partnered with One Young World to find young leaders working in ocean-related topics and industries to ensure that young voices were suitably represented.

In total, 18 young leaders from across the world were selected to attend the event on One Young World’s recommendation, from 490 applications.

The IUCN Leaders Forum

The IUCN Leaders Forum is an annual event gathering leaders and changemakers from around the world to catalyse action for impactful change in nature conservation and sustainability. The 2022 iteration was held in the Republic of Korea and covered emerging issues around climate change, biodiversity, and the role of policy and partnerships.

The event was a useful platform for young leaders to promote their work and foster collaboration between themselves and actors in both public and private sectors. In total, 10 young leaders, including our Ambassadors, were selected to attend through a competitive application process organised by One Young World. More than 3,500 young leaders applied for this opportunity.

Your Community

Creating a fair, sustainable world for all

This section examines the effective leadership, innovative solutions, and vast impact from within our Community, by highlighting sustainability stories from across industries and issues.



Nuha Siddiqui

Nuha is CEO and Co-Founder of erthos, a company looking to build better materials to help towards a plastic pollution free planet.

These statistics, aggregated from the data compiled from Ambassador-led project case studies in this report, demonstrate a sample of the impact generated by our Community in alignment with the UN Global Goals agenda. Please see full Impact Report 2022 for all Achieving the SDGs statistics.

1,631,044

people accessed clean water and hygiene resources

28,000

tCO₂ mitigated through clean energy transitions

\$1.17M

investment secured to create sustainable industries

200,798

people supported to live in sustainable communities

41,369

kilogrammes of waste prevented or upcycled

53,008

people mobilised to take climate action

\$55,405

invested in marine conservation initiatives

21,016

hectares of land restored or protected

\$2.3M

secured from private sector partnerships for sustainability initiatives

Lumen Energy Solutions

Jinsu Chang - Honduras/South Korea  

Jinsu co-founded Lumen Energy Solutions to help companies implement the sustainability and energy wastage reduction measures needed to reduce their carbon footprint without the high transition costs of traditional approaches. His team works with industrial clients in 16 fields and have begun expanding into the commercial sector, helping companies determine the sources of energy waste and the steps they can take to alleviate their carbon burden.

7 AFFORDABLE AND CLEAN ENERGY



“

The greatest value of One Young World has been the ability to see other young leaders around the world with their own initiatives, their efforts, energy, and passion. I think I've become a more well-rounded leader.”



\$1:16

Social return on investment

28,000

tCO₂ mitigated through consultancy measures

25

companies helped to reduce their carbon footprint

Supplying Clean Energy and Water



Climate change, outdated infrastructure, and economic mismanagement pose significant challenges to ensuring that people have access to clean water and energy, which are the fundamental building blocks of all human development. Our Ambassadors are working on the frontlines to provide alternative sources of clean energy and water, as well as helping communities and businesses succeed in their clean energy transitions.

1,640,644

people provided with clean energy, water, and sanitation resources

9,600

people provided with access to clean energy

10.5M+

soap bars distributed to underprivileged communities

Human and Hope Association

Thai San - Cambodia 

Thai San co-founded the Human and Hope Association (HHA) to empower local communities through education, vocational training, and community development. HHA has helped 34 families successfully transition out of poverty, 35 children graduate from preschool, and has assisted over 600 young people with language courses. The organisation also works on sustainable tourism in the Siem Reap province of Cambodia.

11 SUSTAINABLE CITIES AND COMMUNITIES



“

I really loved how One Young World organised the Summit and I learned from the speakers. I was a recipient of One Young World's 2020 COVID Young Leaders Fund, which helped me make an important contribution to preventing the spread of COVID-19 in my community as well as creating economic opportunities for them.”



\$1:12

Social return on investment

30,000

people provided with face masks and soap

1,167

home and food gardens built

Providing Sustainable Living and Production



Human societies are producing an unsustainable amount of waste, much of which is polluting our environment. The development of a circular economy is indispensable, and we must organise our cities, communities, production, and lives in a way that reduces and reuses material waste. Our Ambassadors are implementing vital changes in their communities to ensure that a more sustainable model of life is emerging.

244,336

people benefitted from sustainable living and consumption practices

200,798

people supported to live in sustainable communities

17,860

products and food gardens developed sustainably

Pipe Q-ida

Luis Felipe Henao Murcia - Colombia 🇨🇴

Luis Felipe has been an active environmental activist since 2008, with Pipe Q-ida emerging as a digital project within CoBosques to communicate with local communities about conservation issues. In the process, Luis Felipe and his team have engaged in reforestation and conservation efforts in the Chiribiquete National Park, as well as educated young children in these issues to give them the skills to become environmental activists in their own right.



“

One Young World came at a time in my life that I did not expect, but I needed that injection of motivation and it helped me see different perspectives and create connections that persist to today.”



\$1:36

Social return on investment

50,021

trees planted in 600 hectares

2,800

families mobilised for protection and conservation

Protecting the Environment



The environment is of the utmost importance to human success, but as the effects of climate change continue to devastate communities around the world, the situation has become increasingly critical. Our Ambassadors are working in every area of the climate crisis, from protecting biodiversity, to providing disaster relief, reforestation, tackling marine pollution, educating and awareness raising, and reducing carbon emissions.

53,008

people mobilised to take climate action

\$55,405

invested in marine conservation initiatives

83,000

trees planted to combat deforestation

Our Ambassadors are quickly **becoming leading voices for sustainability**, driving positive action in **governments** and many of **the world's largest companies**.



“ Building a regenerative future is a massive challenge. One Young World gives you a community of like-minded, stubborn optimists, leaders that share common values. With them by your side nothing seems impossible.”



CAROLINA GARCÍA ARBELÁEZ



 Colombia

Carolina’s studies in international environmental law coincided with the failure of the Kyoto Protocol and the need for a new global agreement on climate change. She pivoted to a career in journalism before connecting with the World Wildlife Fund for Nature (WWF) while covering the Colombian government’s recognition of the Fluvial Star of Inírida as a protected Ramsar site.

Carolina translated into Spanish ‘Corporation 2020’, a book by former WWF President Pavan Sukhdev, arguing for corporate engagement in tackling the climate crisis. This, along with her experience as a WWF delegate to the Paris Agreement, convinced her of the importance of the private sector in driving change.

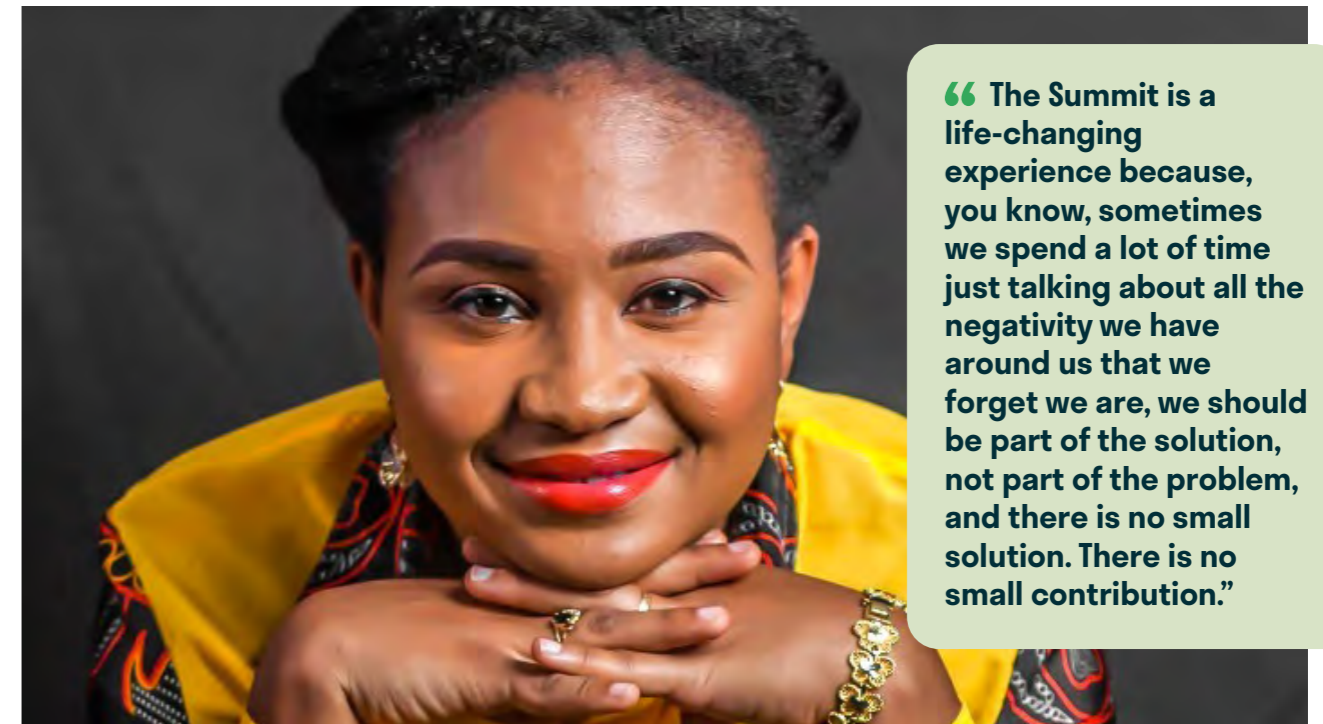
In 2017, she joined AB InBev as Sustainability Lead at Bavaria, its Colombian subsidiary. She attended the One Young World Summit Bogotá, 2017, and immediately found a community

of young leaders who inspired her to continue driving positive change through her career and within her organisation. Carolina was instrumental in launching a new programme with the retail team, helping women retailers through access to financial services, education, and entrepreneurship training. It has since become one of Bavaria’s largest social programmes.

Later, as Regional Sustainability Manager, Carolina led the development of Bavaria’s sustainable water projects in the Colombian Páramos. These wetlands account for 70% of Colombia’s drinking water and are at risk. Carolina worked with the local Water Fund to implement context-specific measures to help maintain the Páramos, such as reforestation and regenerative agriculture practices amongst local farming communities. In collaboration with the marketing team, Carolina helped launch Zalva, a new water brand, with

most of the profits going towards helping save the Páramos. Carolina replicated this success in Mexico, Peru, and El Salvador with context-specific variations to create the greatest possible social and environmental impact and she helped bring international funding to increase the scale of the projects.

In her latest role as Global Sustainability and Innovation Director, Carolina works primarily on the 100+ Accelerator programme, a unique partnership between AB InBev, Coca-Cola, Colgate-Palmolive, and Unilever, to fund and support sustainable innovation initiatives in supply chains. The 100+ Accelerator has worked with 116 startups across the world and has implemented pilots in over 30 countries, with one pilot even integrating into Carolina’s work in the Colombian Páramos and another into her water work in Mexico.



“ The Summit is a life-changing experience because, you know, sometimes we spend a lot of time just talking about all the negativity we have around us that we forget we are, we should be part of the solution, not part of the problem, and there is no small solution. There is no small contribution.”

GHISLAINE ADA



 Cameroon

Ghislaine pursued a career in the agricultural sector because she wanted to have the greatest impact possible. In her previous role in Barry Callebaut as a Continuous Improvement Lead, she led projects across multiple countries related to energy savings and producing high-quality chocolate with minimal waste.

Ghislaine’s experience at the One Young World Summit Bogotá, 2017, reaffirmed her commitment to sustainability. She found the event deeply inspiring and took that energy to help her transition into a new role at Barry Callebaut. At the Summit, Ghislaine learned important lessons on community development which she has integrated into her role as Country Sustainability Manager. Ghislaine is now in charge of leading Barry Callebaut’s whole sustainability agenda in Côte d’Ivoire, the world’s largest cocoa producing country.

The strategy she has developed

focuses on three main pillars. The first is to secure the prosperity of farmers through initiatives aimed at greater income diversification while ensuring that their farms continue to produce good quality cocoa. The second pillar relates to community development, which involves guaranteeing the human rights of communities involved in cocoa production and assessing the community risk level related to hazards, such as child labour or a lack of women’s empowerment. Ghislaine’s team put in place context-specific remedial actions to address a problem once it has been diagnosed.

The final pillar of Ghislaine’s work is environmental, and is to ensure that cocoa production is sustainable and does not come at the expense of Côte d’Ivoire’s natural habitats. To tackle this problem, Ghislaine’s team has developed a productivity package to discourage deforestation in the country. This involves selecting

top-quality inputs and subsidising farmers. Ghislaine’s strategy also emphasises the use of non-chemical fertilisers and pruning, which can increase yields. Despite traditionally having a low adoption rate, farmers that take up this new practice through the Labour Group Project are likely to continue the practice past the first year and potentially increase their yields by as much as 40%.

These three pillars are guided by Ghislaine’s overarching objective of nurturing self-driven communities in the cocoa-producing regions of West Africa. Her sustainability strategy directly impacts the lives of 200,000 farmers in Côte d’Ivoire, their families and the wider communities around them.

Social Enterprises founded by our Ambassadors are at **the cutting edge of entrepreneurial spaces**, creating innovative businesses to **drive sustainable social impact**.

Wubetu Shimelash

Founder of Simien Eco Trek, a social enterprise bringing sustainable tourism to Ethiopia.





erthos

Nuha Siddiqui - Canada 🇨🇦

Following her passion for sustainability and cleaner oceans, Nuha co-founded erthos in 2016 as a research project with her coursemate, Kritika. Two years later, after working on different prototypes that offered plant-based and non-toxic alternatives to plastic packaging, they decided to incorporate erthos as a green technology company and join accelerators in Canada.

erthos is a company looking to build better materials to help towards a plastic pollution free planet. After spending some time with plastic manufacturers, Nuha and her colleagues developed a clearer picture on how to present solutions that would realistically solve industry challenges to creating truly environmentally beneficial products. This unique approach aims to benefit both existing plastic and consumer industries and works by integrating natural alternatives into existing supply chains to create a circular economy. The erthos team's products reduce CO₂ emissions by 70%, energy consumption in the manufacturing process by 50%, and use 98% less water than traditional plastic manufacturing.

Their products are compostable but also compatible with current plastic technology, and have so far:

- **Removed over 700 kg of CO₂eq GHG emissions from the atmosphere**
- **Diverted 3,500 kg of plastic**
- **Conserved over 3,400 litres of water**
- **Reduced 1,750 Kwh of energy consumption**

As erthos grows, Nuha hopes to continue scaling her work within the plastics industry and create a demand for zero-waste packaging globally. The team has already raised over \$8M dollars, built an exciting pipeline of customers, and is scaling their operations in North America and APAC. By 2025, erthos' solution has the potential to save seven million kilograms of plastic from the planet, and at commercial scale can achieve a 70% reduction in carbon emissions when compared to traditional plastics.

“

Most often, I am seen as the youngest founder, or the youngest CEO in my industry, and it makes me the obvious outcast in those situations. At the Summit, it felt really incredible to just be around a network of young leaders who were just so inspirational in their own fields, and for the first time it made me feel like our perspective as young leaders could actually be our collective superpower.”



Our Ambassadors are **creating social impact** from within some of the **world's largest companies**, **driving sustainable change** in and across industries.

64% Ambassadors created **new social impact** that addresses a specific challenge at their company within **6** months of joining One Young World*

* data based on survey responses from March 2023 of 154 Ambassadors

Mishcon de Reya

Greener Litigation Project

Jenny Hindley - UK 

“

The Summit was an eye-opener to other sectors and the role that law can play in driving positive change. But it is one piece of the puzzle and there are lots of other pieces. It was really insightful to see some of the very practical ways that other Ambassadors are addressing the same challenge.”

Jenny is an Associate at Mishcon de Reya in the commercial litigation team, and she also works closely with Mishcon Purpose, the firm's ESG wing. She has spearheaded the Greener Litigation Project since it began, and partly as a result of her passion for sustainability in the legal profession she was invited to attend the One Young World Summit in Manchester, 2022.

Jenny found the Summit deeply inspiring, and noted that the Delegates shared clear common aims while nonetheless approaching issues in markedly different ways. The range, both of approach and scale, of the One Young World Community re-emphasised for her the role of community building in tackling sustainability challenges.

The Greener Litigation Project brings together industry-leading law firms, barristers' chambers and other legal professionals to actively commit to reducing the environmental impact of a traditionally paper-based industry, focusing on the practice of litigation. The initiative was founded at the height of the COVID-19 pandemic after Jenny and her team recognised that lockdown measures had had an unintended positive effect on sustainable practices in the legal industry. At the heart of the Project is the Greener Litigation Pledge, which provides a way of embedding these effects into the practices of the legal sector. It is a commitment to adopt a set of practical changes that will make the day-to-day practice of litigation more sustainable by reducing its carbon footprint.

The Pledge has seen an explosion of interest since it was first launched, with over 100 organisations signing up, including some of the UK's biggest law firms. In 2022, Greener Litigation also launched the Associate Member Pledge for corporates, brands and other organisations who participate in litigation but are not litigation businesses, and who are committed to achieving Net Zero, with Vodafone as the founding member.

Mishcon de Reya, through Jenny and her colleague Olivia Wybraniec, is the Secretariat of the Greener Litigation Steering Committee. Through her work with the Greener Litigation Project, Jenny has managed to bring a framework for sustainability to the forefront of legal industry's litigation practices.

The Pledge itself is standardised for all signatories and includes steps to reduce the environmental impact of litigation disputes, such as emphasising the reduced carbon footprint of electronic communication compared to paper. The framework also aims to reduce the travel footprint of litigation cases by using technology to discourage the current industry standard practice of flying individuals to the UK to give evidence. Whilst the Pledge is an entry-level commitment designed to facilitate gradual changes in legal practice, Jenny and her colleagues are keen to expand the Greener Litigation Project further by advocating that the legal system itself adopt procedural changes to further its commitment to sustainability.

“

From the Summit, I managed to collaborate with a few guys from Brazil, from different companies. I met a few colleagues from Google in the States. It gave me this understanding that I'm not the only person with an interest in sustainability and social innovation, and there is actually more out there. I've been invited to speak on several platforms because of me being a One Young World Ambassador.”



TRANSFORM

Clayton Chaparadza - Zimbabwe 🇿🇼

Clayton has been involved in TRANSFORM, a joint initiative between Unilever, the UK Government's Foreign, Commonwealth and Development Office and EY, since 2019, on top of his day-to-day role as a Customer Development Operations Manager for Unilever South-East Africa. Within TRANSFORM, Clayton led sanitation projects in Madagascar and Rwanda.

Clayton attended the One Young World Summit in Munich, 2021, during which he had the opportunity to discuss creating social impact with his peers from Coca Cola and Google. These conversations centred on the issues of plastic waste and pollution and were instrumental to his future work with TRANSFORM. As a direct result, he pivoted his attention from the sanitation space to focusing on plastic pollution. Clayton now leads TRANSFORM's support for two enterprises operating in the waste management space in Kenya.

The first enterprise, Taka Taka Ni Mali, identifies and connects stakeholders in the waste management ecosystem. Through TRANSFORM, Clayton provides training, and helps waste collectors turn their operations into sustainable businesses by professionalising their systems. These collectors are also organised into Community Based Organisations to increase their bargaining power and aggregate and sell their waste in larger volumes to recyclers. With Clayton's support, Taka Taka Ni Mali has developed a mobile application that automates the waste collection process from household to the recycler.

Some of the waste collectors Clayton has worked with have managed to scale their business significantly and become waste aggregators themselves. In total, TRANSFORM helps Taka Taka Ni Mali support over 1,600 waste collectors in Kenya through grant funding, market access, business training, sales and marketing support, and financial analytics. The initiative recently hosted the Crown Prince of Norway to raise awareness of waste management.

The second social enterprise Clayton works with, Taka Taka Solutions, is the only end-to-end waste management company in Kenya. They collect mixed waste from households which they sort and separate at their buyback centres. Since Clayton began working with them, Taka Taka Solutions has launched two new buyback centres, supported over 800 waste pickers with social benefits and capacity-building, improved their processing ability, and grown production volume of flexible plastic pellets to 150 tonnes a month.

Taka Taka Solutions is recycling flexible plastics, despite the additional complexities of recycling this form of waste, and expanding into refugee communities in Kenya to provide entrepreneurial opportunities there.

Leading Environmental Sustainability

Steph Barnes, Katie Cadge, Owen White - UK 🇬🇧



“

“I was blown away by my first One Young World Summit experience at Manchester last year. The most impactful part for me was being surrounded by so many young leaders, all with diverse experiences but united by their drive to create change for the better. It was inspiring to hear first-hand how Ambassadors are delivering meaningful innovation across the SDGs, industries, and the globe - just the motivation we needed as a team to push our ambitions for 2023 and beyond!”

Pfizer One Young World Ambassadors continued to make an impact in the Sustainability Steering Committee in 2022, increasing the calibre and scale of the work under its three pillars of internal activation, governance, and external engagement. The initiative also welcomed two new Ambassadors into its ranks, Katie and Owen, following the Manchester 2022 Summit.

Following the success of its carbon footprint measurement reporting and the start of their employee engagement strategy in 2021, the team expanded the reach and impact of these efforts throughout 2022. They organised the One Pfizer, One Planet webinar for their colleagues, inviting Will Day, Fellow of the University of Cambridge Institute for Sustainability Leadership (CISL), to speak about the climate crisis. Steph connected with Will Day through a One Young World event in London. Off the back of that webinar, the team expanded the Today Do This workshop series from two pilots in 2021 to an additional five events in 2022.

The committee also developed a compulsory One Pfizer, One Planet e-learning module following the success of the aforementioned webinar. The module provided information on the climate crisis, and also Pfizer's Net Zero by 2040 goal and subgoals. They have successfully grown the 'UK Sustainability Team' Champions group, doubling its



membership and setting the foundations for future activation for sustainability causes within Pfizer. The committee plans to enable the implementation of sustainability initiatives from the Champions group that align with Pfizer's overarching sustainability strategy.

Pfizer UK hosts an annual National Conference for around 700 employees, and for the first time ever, included Net Zero on the event agenda, led by the Sustainability Steering Committee. Peter Collins, Director of Global Health and Social Impact at Pfizer, gave a speech demystifying Net Zero for Pfizer and the broader healthcare system. Steph then spoke about five actions that her Pfizer colleagues can take to positively impact sustainability within the company.

The steering committee has expanded their educational engagement to senior leadership, building two bespoke workshops, one for commercial leaders and the other for Pfizer UK's medical directors. The team continues to quantify the company's carbon footprint annually, in line with government regulations. Katie was selected as one of four UN SDG Young Innovators, a programme that involved equipping participants with the tools to create change and prioritising solutions to sustainability challenges. This has led to Pfizer UK joining the Sustainable Medicines Partnership as a Founding Collaborator.

In 2023 the team is seeking to apply a sustainability lens to some of Pfizer's core business activities in the UK to really integrate the knowledge built up with colleagues over the last two years with their everyday business responsibilities.



“

I was very inspired by the Summit. I learned a lot, and on the sustainability front, you realise that sometimes, maybe you have to change your thinking a bit to account for things that you never really thought about. I think the Summit consolidated what I was thinking on the importance of collaborating.”

Barley Straw Pack

Farida Bensadoun - Belgium 🇧🇪

Sustainability has been at the core of Farida's work as a Global Packaging Innovation Engineer at AB InBev for many years. She has led projects to reduce AB InBev's packaging material impact, making it recyclable as well as lighter. The Straw Pack project began in 2018 as a way of moving away from trees as a source of packaging material by using barley or wheat straw as alternative raw material.

Farida found that the One Young World Summit in Manchester, 2022, helped her consolidate her thinking on the necessity of cross-industry collaboration. Observing what's happening elsewhere to draw lessons and inspiration from a broader range of sources was of great value. Farida also supported AB InBev's 100+ Accelerator team in its work at the Summit.

The Straw Pack project uses alternative fibre materials to reduce AB InBev's packaging dependence on trees. To ensure the project has as low a carbon footprint as possible, Farida's team uses local materials. The novel pulping process for the straw developed by Sustainable Fiber Technologies (SFT) was used in combination with recycled fibres. The use of straw in packaging means that farmers in markets where the pack

exists could potentially create an additional revenue stream, and might not engage in environmentally harmful practices like burning the straw.

The Straw Pack was piloted, with 10,000 units, on World Recycling Day 2021 in Colombia and Argentina to establish if the packaging fits AB InBev's specifications, maintains its integrity and meets safety standards, in line with the company's ESG strategy. The team followed this initial trial with a pilot in Canada and France to understand consumer desirability in different markets.

Farida works closely with AB InBev's Procurement team, Shane Henderson and David Kramer, to tap into the company's supply chains to find appropriate materials for the Straw Pack project. She also works closely with fibre specialist, Facundo Beltramino, to ensure that new packaging does not result in reduced quality. As project lead, Farida is heavily involved in conversations within AB InBev on both the commercial and research aspects of the initiative. This technology won Packaging Europe's 2022 Sustainability Award and Best in Class – Package Innovation Sustainable Design and two awards of distinction at the PAC Awards 2023.

NextGen Sustainability Council

Deepti Upreti - India 🇮🇳

Martina Lösger - Germany 🇩🇪

“

After One Young World, what has changed for me is my leadership. I've now the possibility to lead a team of more than 20 people. We are working on several topics to do small steps in improving our sustainability footprint within AkzoNobel. To work with a team of enthusiastic colleagues around the world gives me a lot of energy and helps me in my personal development.”

Martina (Global Segment and Key Account Manager ACE & CV) is the acting Chair of the NextGen Sustainability Council at AkzoNobel. Deepti (Project Manager), currently part of this Council, is the representative of India. As part of this role, she leads one of the Council's active projects. By building partnerships with other companies, particularly suppliers and customers of AkzoNobel, the team wants to help them set up their own NextGen Sustainability initiatives.

Deepti and Martina were inspired by the One Young World Summits in London, 2019, and Manchester, 2022, respectively, and brought the motivation and learnings from these Summits back to AkzoNobel.

The NextGen Sustainability Council was founded by One Young World Ambassador Bob Dirks in 2020. It's a network of enthusiastic sustainability Ambassadors within AkzoNobel that facilitates knowledge and idea sharing. Members of the network proactively give their input and share concerns and ideas with AkzoNobel's Global Sustainability Council. The Sustainability Council advises and updates the company's Executive Committee on new developments, performance, and the integration of sustainability into their management processes.

The NextGen Sustainability Council offers members the opportunity to actively participate in sustainability projects, in alignment with AkzoNobel's key sustainability ambitions that are focused on climate change, circularity, and health and well-being. This has resulted in stronger internal engagement in sustainability initiatives, as well as made grassroots knowledge available to senior leadership. The NextGen Sustainability



Council's 2022 projects touched upon topics such as circular economy, sustainability education, employee communications, and capability building, as well as building partnerships with other companies. The Council helps AkzoNobel's sustainability team run initiatives and ensure that the company is reaching its sustainability goals while maintaining a degree of independence from the formal sustainability structures of the organisation. It also helps to make AkzoNobel's sustainability messaging tangible to Deepti and Martina's colleagues.

After supporting AkzoNobel's external collaborative sustainability challenge where external partners were invited to work with the company in an effort to collectively reduce carbon footprint and tackle climate change - the NextGen Sustainability Council team realised that the structure of their initiative could be replicated across AkzoNobel's suppliers and customers. Deepti has since led efforts to connect with other companies to build partnerships by using her platform from the Summit to pursue this objective. Deepti is also leading CSR initiatives in AkzoNobel's GBS India office and says that her biggest learning from the Summit was that "You are never too young to lead and never too old to learn."

As Chair of the Council, Martina regularly engages with senior leadership at AkzoNobel to discuss the company's sustainability strategy. This access has helped to guarantee that more junior voices within the organisation are considered when focusing on sustainability. The Council currently has 22 active members from across the world and different business units, with new Ambassadors joining every year to help keep the Council's ideas and messaging fresh.

“

We couldn't attend the Munich Summit in person because of the pandemic so we joined online. But we stayed on the platform all day listening to the content. It was very, very nice, and it gave us a lot of ideas and a vision of what people are doing, which made us think about our space here. So it was very inspirational.”

BMW GROUP

Upcycle Element Project

Livia Barbosa-Angelo, Lais Passoni, Mayara Zetola - Brazil 🇧🇷

The Upcycle Element project was started by One Young World Ambassadors Livia, Lais, and Mayara in 2020 to develop a circular economy initiative using by-products and waste from BMW's factory in southern Brazil. Livia, Lais, and Mayara each had an interest in sustainability before the project launched, but wanted to develop an initiative that would simultaneously tackle problems of waste management and community development.

The project works by first segregating the waste from the BMW plant and donating recyclable materials to local seamstresses from underprivileged communities in the area. These seamstresses are usually local women who do not have formal employment. The seamstresses then produce usable products from the waste materials, such as bags, which are then sold back to BMW employees. All the profits go directly to the seamstresses, and the materials are donated to them for free.

Although the project was active before they attended the One Young World Summit in Munich, 2021, Livia, Lais, and Mayara took inspiration from it to find new ways of keeping Upcycle Element alive. They have since managed to structure the project in such a way that it is self-sustainable, and this was the biggest learning they took from the Summit. The team uses internal marketing campaigns to boost the initiative's visibility within BMW, particularly, but not exclusively, during certain holidays like Valentine's Day, Mother's Day, and Father's Day. By doing this they have successfully maintained an internal market for the local seamstresses they work with.

The initiative received strong support from BMW's central office in Brazil and allowed the seamstresses to use the BMW logo on their products. The team has also helped these seamstresses ensure their products were high-quality by introducing new processes to them. Some BMW departments have used these products as employee gifts, buying from the seamstresses instead of through other suppliers. So far, since 2020, the seamstresses have managed to produce and sell 6,693 products, which is equal to 919 kilograms of reused material. The Upcycle Element Project has so far worked directly with 23 seamstresses. Livia, Lais, and Mayara hope that the initiative will continue to scale its impact by upcycling more waste material and contributing to the financial empowerment of local women.



Social Impact Analysis

Measuring Ambassador action

Our Community is working towards the SDGs in every country. The Ambassador-led projects and initiatives analysed qualitatively and quantitatively in this section are representative of the tangible change our Community is creating.

Peepul

Peepul is an education-focused non-profit that works with government to transform education systems in India.



\$1:16

For every **\$1** of value invested, One Young World Ambassadors deliver **\$16** of social value, based on a social return on investment analysis of **42** Ambassador-led initiatives addressing the **17** SDGs

5.77 million

people directly impacted by Ambassador-led projects featured in the full report

\$1.3 billion

social value generated by Ambassador-led projects featured in the full report

Social Return on Investment

One Young World has analysed 42 Ambassador-led projects as a sample to represent the social impact of the wider Ambassador Community.

Chosen projects are active across eight geographic regions (Europe, Asia, MENA, Africa, North America, the Caribbean, Latin America and Oceania) and work to tackle all 17 Sustainable Development Goals.

An aggregate of the 16 social return on investment (SROI) ratios is used to provide an estimate of the average SROI for Ambassador-led projects as of 2022.

Understanding SROI

An SROI ratio estimates the social value generated by a project in relation to its investment.

SROI is a framework to measure and account for the social, economic or environmental value created by a project.

A ratio of 1:16 indicates that an investment of \$1 delivers the equivalent of \$16 of positive social impact on people's lives.

The SROI ratio is produced by a quantitative analysis of each case study according to a selected scope.

The methodology uses stakeholder information for the inputs and outputs of a project, for which proxy valuations are applied to approximate the direct social costs and benefits of the project.

The inputs are a calculation of the investment required to operate the initiative.

The outputs summarise the direct consequences of the project for its stakeholders.

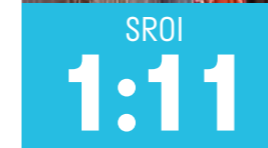
In the analysis, financial proxies are used to assign inputs and outputs with monetary value and are calculated in the references to each case study.

Financial values are converted from the source currency using Purchasing Power Parity (PPP): <https://data.worldbank.org/indicator/PA.NUS.PPP>.

The outcome is a cumulation of the outputs based on the collected data and proxy valuations.

For a detailed description of a project and its full scope refer to the written case study which accompanies each quantitative analysis.

See page 80 for full details on the methodology.



Total Inputs
\$143,985.00

Total Outcome
\$1,648,187.38

Aquality Bethany Lueers - USA



Bethany was inspired to create Aquality on her travels around the world, during which she noticed the extent of the global water crisis and the difficulty of accessing safe water, particularly in underserved communities. As of 2020, two billion people do not have access to safely managed water services, with up to 1.2 billion of those lacking even a basic level of service [1].

Bethany attended the One Young World Summit in London, 2019, during which she listened to a keynote speaker discuss the water crisis. Bethany credits this as the moment in which she decided to create a practical, tangible product that would help address the issue. The Summit inspired her to take the leap from idea to action and she began working on Aquality.

Aquality acts as a sustainable donation stream for key partners working to provide clean water in East Africa. The initiative donates its profits from water bottle sales to partners operating on the ground in Africa, facilitating the building of clean water sources by covering material and labour costs. The water bottles are made of double-walled stainless steel and are reusable. They also come with a QR code that allows buyers to keep track of the project their purchase is supporting. Aquality has sold 1,182 bottles to 212 customers, and provided 600 people in local communities in East Africa with safe access to clean water and sanitation training. The water sources Aquality has so far facilitated the construction of are expected to provide clean water to local communities for upwards of 20 years.

“ During my time at the Summit, I appreciated the magnitude of diversity, not only culturally but of ideas and approaches towards solving the SDGs. It helped me realise the interconnectedness and scope of all the SDGs, and it inspired me to do what I’m passionate about.”

Scope of Analysis: 2021-2022

Input Calculations	Output Calculations
500 hours cumulative x \$7.97 average hourly minimum wage (a)= \$3,985	212 buyers x 0.65 tonnes of carbon saved per person (b) x \$190 social cost of carbon (c) = \$26,182
\$40,000 initial investment	1,044 beneficiaries x 511 hours spent collecting water (d) x \$1.87 hourly minimum wage in Kenya (e)= \$997,615.08
\$100,000 marketing partnership	8.7 cholera outbreaks prevented x \$71,769 total cost incurred from investigating and controlling a cholera outbreak (f) = \$624,390.30

References:
 1. <https://www.un.org/sustainabledevelopment/water-and-sanitation/>
 a. 1,256.7 USD average minimum wage x 12 months / 52 weeks / 36.4 hours average work week (<https://ilostat.ilo.org/data/country-profiles/>) = \$7.97
 b. 156 plastic bottles consumed annually (<https://www.earthday.org/fact-sheet-single-use-plastics/>) x 5 years average length of steel bottles x 828 grams of carbon per bottle ([https://muse.union.edu/mth-063-01-s22/2022/05/08/single-use-plastic-bottles-per-week/#:~:text=The%20total%20carbon%20footprint%20of,plastic%20waste%20in%20the%20world.\)](https://muse.union.edu/mth-063-01-s22/2022/05/08/single-use-plastic-bottles-per-week/#:~:text=The%20total%20carbon%20footprint%20of,plastic%20waste%20in%20the%20world.)) = 645.84 KG of carbon saved per person over a 5 year period
 c. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
 d. 0.7 hours average water collection time per day (<https://www.tandfonline.com/doi/ref/10.1080/00020184.2020.1781594?scroll=top>) x 730 days since project launched = 511 hours of labour saved
 e. 16,033.1 Ksh x 12 months / 52 weeks / 45.2 hours average work week in Kenya (<https://ilostat.ilo.org/data/country-profiles/>)= 81.86 Ksh converts to \$1.87 PPP
 f. 1,044 people prevented from cholera outbreaks / 120 cholera cases ([https://www.ijidonline.com/article/S1201-9712\(16\)31555-7/fulltext](https://www.ijidonline.com/article/S1201-9712(16)31555-7/fulltext)) = 8.7 cholera outbreaks prevented



Lumen Energy Solutions

Jinsu Chang - Honduras/South Korea  

Jinsu co-founded Lumen Energy Solutions in 2019 to tackle the challenges faced by companies looking to implement sustainability measures without negatively impacting business. At the time of Lumen Energy Solutions' founding, only 45.96% of total final energy consumption in Honduras was from renewable sources [1], a fall of 6.4% from the previous year [2]. Lumen Energy Solutions has developed a scientific approach to lower traditionally high costs of the transition to renewable energies in the country.

Jinsu attended the One Young World Summit in Munich, 2021. The Summit inspired him to lead more sustainably and introduce a more comprehensive approach towards a broader range of Sustainable Development Goals, including gender equality and decent work and economic growth, within Lumen Energy Solutions. Despite being a small company, Jinsu has incorporated an obligation to create impactful and sustainable change both within and through his organisation.

Lumen Energy Solutions, a data-driven and IoT focused energy efficiency company, helps its clients reduce energy cost and waste in their day-to-day business operations. The initiative's approach is based on analysing specific processes within client organisations to determine sources of energy wastage. In doing so, Lumen Energy Solutions successfully facilitates the implementation of sustainable business practices within companies that lack the economic capacity to otherwise complete an energy transition. Jinsu and his team work with industrial clients in 16 different fields, and have begun expanding into the commercial sector. Their work incurs a significantly lower cost for their clients than alternative energy saving programmes by focusing on behavioural and operational shifts to reduce energy waste. Through these measures, they have been able to save approximately 28,000 metric tonnes of carbon emissions, the equivalent of 6,000 cars per year.

“ The greatest value of One Young World has been the ability to see other young leaders around the world with their own initiatives, their efforts, energy, and passion. I think I've become a more well-rounded leader.”

SROI
1:16

Total Inputs

\$339,715.00

Total Outcome

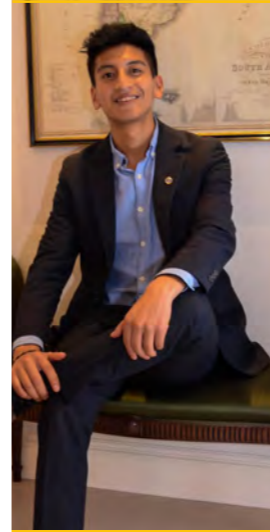
\$5,320,000.00

Scope of Analysis: 2018-2022

Input Calculations	Output Calculations
9 employees x \$36,635 total estimated wage per person over project length (a) = \$329,715 \$10,000 seed funding	28,000 tCO ₂ mitigated through consulting measures x \$190 social cost of carbon (b) = \$5,320,000

References:

- <https://data.worldbank.org/indicator/EG.FEC.RNEW.ZS?locations=HN>
 - https://www.irena.org/-/media/Files/IRENA/Agency/Statistics/Statistical_Profiles/Central%20America%20and%20the%20Caribbean/Honduras_Central%20America%20and%20the%20Caribbean_RE_SP.pdf
- a. 8,296.3 HNL average monthly wage (<https://ilostat.ilo.org/data/country-profiles/>) x 48 months project length = 398,222.40 HNL total wage per person converts to \$36,635 PPP
 b. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)



Fotolampara - Eviuz

German Albeiro Mueses Rodriguez - Colombia 

Germán co-founded Eviuz in 2018 with Carlos Patiño and Jaqueline Rosero, and the company was born out of innovative projects from different university campuses in Pasto, Colombia. Its landmark initiative is the Fotolampara, which was developed to provide light to homes in vulnerable and hard to reach communities in the country. Colombia has 1,710 rural areas where more than 128,500 people only have access to electricity for four to twelve hours a day [1]. Eviuz created a technology that uses photosynthetic activity and other vital processes in plants to obtain clean, sustainable, and sufficient power to address the challenges of energy access in Latin America and the Caribbean. Germán is a recipient of the Government of Colombia's Premio Nacional al Talento Joven Award, through which he attended One Young World.

Germán attended the One Young World Summit in London, 2019. He credits this experience with introducing him to other One Young World Ambassadors and corporate partners engaged in the issue of clean, accessible energy and climate change. Through these connections, Germán has been able to redirect the focus of Eviuz and raise awareness of Latin America's unique climate and the challenges it faces. Access to the One Young World Community has allowed Germán to develop his leadership skills.

Eviuz's main product, the Fotolampara, is a flower pot with zinc and copper sheets that can be placed in a house to generate clean electricity. In rural areas, where houses are often covered with vegetation, this technology is more accessible than alternatives and saves households and users \$30 of electricity costs monthly. As of 2023, Eviuz has installed 300 Fotolamparas. Each flower pot generates 120 kilowatts of electricity annually, impacting around 1,200 people. In 2022, in partnership with the Trackingmovil consortium, Eviuz created IO MIDO. This project integrates hardware and wireless software that is capable of wireless monitoring of any type of environmental parameter.

“ Going to the Summit was a really positive experience for myself and for the development of my company. I was able to engage with global stakeholders in the fight against climate change, it has been a great alliance between continents. It opened my mind to how to lead in the future, and gave me information on leadership development that you don't find anywhere else. It has also opened up funding opportunities for us.”

SROI
1:8

Total Inputs

\$686,580.48

Total Outcome

\$5,476,245.00

Scope of Analysis: 2018-2022

Input Calculations	Output Calculations
20 interns x \$2,219.18 estimated minimum wage per semester (a) = \$44,383.6 17 employees x \$33,658.64 estimated per person wage between launch and 2021 (b) = \$572,196.88 \$70,000 funding	1,200 people reached with clean energy x \$4,550 value of energy access (c) = \$5,460,000 85.5 tCO ₂ prevented (d) x \$190 social cost of carbon (e) = \$16,245

References:

- <https://www.eltiempo.com/colombia/otras-ciudades/los-lugares-que-aun-viven-sin-energia-electrica-en-colombia-325892>
- a. 1,000,000 COP monthly minimum wage in Colombia (<https://www.reuters.com/world/americas/colombia-hike-minimum-monthly-wage-by-16-2022-12-15/>) x 3 month semester = \$3,000,000 COP converts to \$2,219.18 PPP
 b. 1,263,928.9 COP average monthly wage (<https://ilostat.ilo.org/data/country-profiles/>) x 36 months from project launch until salaries paid = 45,501,440.4 COP converts to \$33,658.65 PPP
 c. \$91,000,000 cost of electricity access in rural areas (<https://www.iadb.org/en/improvinglives/meet-colombian-town-just-got-electricity-first-time>) / 20,000 people impacted = \$4,550
 d. 180,000 estimated kWh provided since project launch x 475 gCO₂/kWh (<https://www.iea.org/reports/global-energy-co2-status-report-2019/emissions/>) / 1,000,000 grams in a tonne = 85.5 tCO₂
 e. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)



Simien Eco Trek

Wubetu Shimelash - Ethiopia 🇪🇹

Wubetu co-founded Simien Eco Trek in 2017, as a social enterprise that offers tour services in Ethiopia while empowering local communities. The tour company creates personalised itineraries and organises tour services across Ethiopia, developing local employment opportunities and supporting a more sustainable form of tourism in the country. In addition to Simien Eco Trek, Wubetu is a filmmaker, creating meaningful content to document his generation, challenge the status quo, and give a voice to those who have been historically underrepresented in the media.

Wubetu attended the One Young World Summit in The Hague, 2018, and was a Delegate Speaker at the Summit in London 2019. Since becoming an Ambassador, he has collaborated with One Young World, globally and regionally in Africa by participating in several panel discussions, including the #TogetherApart Series.

Through the work of Simien Eco Trek, Wubetu has impacted more than 12,400 people in Ethiopia. He has directly created jobs for 600 people thanks to his sustainable tourism initiative. In partnership with Watts of Love, Wubetu has implemented one of his landmark projects, Light and Hope for Ethiopia, through which 8,400 people in remote parts of the Simien Mountains have gained access to 1,200 solar lights. These solar lights are sustainable energy sources that do not require kerosene. He has worked to reduce stigmatisation of menstrual health in Ethiopia via national campaigns, while creating jobs in the production of reusable menstrual pads and distributing pads in remote villages. In total, more than 2,000 women have been impacted. Simien Eco Trek has also provided financial literacy and social entrepreneurship training to 1,400 people.

“ I feel lucky to be part of this Community, and still I’m in touch with a lot of people. There’s not any other organisation that I would rather be part of than One Young World, I feel proud. For me, One Young World has created what they say they wanted to create, which is connecting global leaders that are changing the world in different aspects.”

SROI
1:9

Total Inputs

\$500,200.00

Total Outcome

\$4,501,876.00

Scope of Analysis: 2017-2022

Input Calculations	Output Calculations
1,740,000 estimated hours contributed to the project x \$0.23 estimated hourly wage in Ethiopia (a) = \$400,200	2,000 supported with menstrual health x \$33.63 average cost of sanitary products (b) = \$67,260
\$100,000 investment	2,000 women supported with menstrual health x \$160.15 average estimated productivity loss from menstrual stigma (c) = \$320,300
	8,400 people provided with solar light x \$18 price of electricity in Ethiopia (d) x 5 years since project launch = \$756,000
	8,400 people received solar power x \$330.49 prevented economic loss from blackouts (e) = \$2,776,116
	1,400 people received entrepreneurial training x \$130 value of entrepreneurship training (f) = \$182,000
	1,740,000 estimated hours contributed to the project x \$0.23 estimated hourly wage in Ethiopia (a) = \$400,200

References:

- a. 420 ETB x 12 months / 52 weeks / 29.8 hours average work week (https://ilostat.ilo.org/data/country-profiles/?) = 3.25 ETB converts to \$0.23 PPP
- b. \$22,420 annual cost of sanitary pads for 1,000 girls / 1,000 girls / 365 days x 547.5 days sanitary pads last (https://cdep.sipa.columbia.edu/sites/default/files/cdep/WP87Tolonen3.pdf) = \$33.63
- c. 420 ETB monthly minimum wage (https://ilostat.ilo.org/data/country-profiles/?) / 31 days x 2.5 days (https://www.speakupfrica.org/program/no-taboo-periods/) x 67 months since project launch = 2,269.35 ETB converts to \$160.15 PPP.
- d. \$0.09 price of electricity per kWh (https://www.esi-africa.com/industry-sectors/energy-efficiency/research-electricity-tariff-rises-in-ethiopia-how-households-cope/) x 200 kWh per year average energy usage (https://media.rff.org/documents/EfD-DP-15-07.pdf) = \$18
- e. 4,683 ETB economic cost of energy blackouts converts to \$330.49 PPP (https://www.sciencedirect.com/science/article/pii/S014098832030092X)
- f. \$26,000,000 fund to train entrepreneurs (https://www.bbc.co.uk/news/business-25336447) / 200,000 entrepreneurs trained = \$130



Mada Agribiz

Tsiry Randrianelo - Madagascar 🇲🇵

Tsiry created Mada Agribiz, in 2019, as a social business with the aim of providing a sustainable solution for waste management as well as promoting business and economic opportunities for the vulnerable population in Madagascar. The agricultural and agro-processing sectors of Madagascar support 75% of its population, and the poverty rate is also at 75% [1]. Tsiry’s project targets farmers, selling them earthworms, compost and fertilisers, as well as providing technical assistance. In addition, they generate local jobs by contracting non-employed young people to act as partners in their communities and produce earthworm fertilisers for sale.

Tsiry attended the One Young World Summit in Munich, 2021. The most valuable aspect of interacting with fellow Ambassadors was the connections made during the Summit, especially those that are in Madagascar that have joined his Move Up Madagascar initiative as volunteers. Following the Summit, he organised a series of webinars on different topics.

Mada Agribiz’s impact comes in different forms. In urban areas, they encourage households to limit their waste and limit the amount of waste discarded into rivers. Their waste management and collection activities are done in partnership with the municipality of Antananarivo, and Mada Agribiz uses that waste to produce fertilisers. For those interested in urban agriculture and for farmers, they provide biological fertilisers at an accessible price. These types of fertilisers can increase yields by 200%. Mada Agribiz has sold more than 20 tonnes of fertilisers to around 1,045 clients, with 60% located in rural areas.

SROI
1:10

Total Inputs

\$35,000.00

Total Outcome

\$332,916.71

“ Being able to participate in the One Young World Summit in Munich, 2021, was a testimony of the power of young people for me.”

Scope of Analysis: 2019-2022

Input Calculations	Output Calculations
\$35,000 funding	1,045 client-partners x \$307.74 average additional revenue from using vermicompost (a) = \$321,588.30
	59.6232 tonnes of CO ₂ saved (b) x \$190 social cost of carbon (c) = \$11,328.41

References:

- 1. https://blogs.worldbank.org/africacar/mobilizing-private-sector-boost-madagascars-development-agenda#:~:text=The%20agriculture%20and%20agro%2Dprocessing,%2C%20lychees%2C%20and%20livestock%20products.
- a. 2,690 kilograms average yield per hectare (https://ipad.fas.usda.gov/cropexplorer/pecad_stories.aspx?regionid=safrika&ftype=prodbriefs) x 26% increase in commercial yield (https://link.springer.com/article/10.1007/s13593-019-0579-x) x \$0.44 minimum price for rice per kilo (https://www.selinawamucii.com/insights/prices/madagascar/rice/#:~:text=Madagascar%20rice) = \$307.74 additional revenue per farmer
- b. 65 kg of methane produced from 1 tonne of food waste (https://www.biocycle.net/connection-climate-calculations/) x 50 tonnes of food waste x 24% reduction in methane from vermicomposting (https://www.sciencedirect.com/science/article/abs/pii/S0959652616312069) x 84 kg methane’s CO₂ (https://www.euronews.com/green/2021/06/30/the-world-is-chasing-methane) equivalent - 9% average carbon emissions from vermicomposting = 59,623.2 kg of CO₂ saved
- c. \$190 social cost of carbon (https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa)



BIOVATEC

Karime Guillen Libien - Mexico 🇲🇪



SROI
1:10

Total Inputs

\$207,084.96

Total Outcome

\$1,985,271.00

Karime is the CEO and co-founder of BIOVATEC, a biotech company focused on providing sustainable solutions to environmental problems. Their first project, NoPlastic, led to the creation of a biomaterial made entirely out of organic and nopal plant waste, designed to replace plastic in industries like disposable single-use, furniture and automotive. In addition to providing a sustainable solution, Karime and her co-founders also aim to create new economic opportunities for nopal farmers.

Karime attended the One Young World Summit in Munich, 2021, and Manchester, 2022, respectively. During her first Summit, she developed a relationship with her sponsor, the Audi Environmental Foundation, and won their 2022 Hackathon on Sustainable Mobility and Circular Economy being the only woman from the Americas. Karime credits being a One Young World Ambassador as part of the reason that she has been named as an ambassador for Global Shapers, YOUNGO, Winner of the State Youth Award 2021 and Youth Full of Life Award 2022.

BIOVATEC's second project is called LOMTECH and consists of treating organic waste with a biotechnology process to create soil-enriching products for farmers and household orchards. The team aims to reduce the issues of soil loss, shortages in the production of food crops and food waste. As part of their work through LOMTECH, the organisation has provided services to a sanitary landfill in the state of Mexico, with 16,800 kilograms of organic waste already having been transformed. In alliance with her other organisation, Socials for Science, they offer courses on how to treat organic waste and use sustainable technologies. BIOVATEC has also been active in both national and international climate and circular economy spaces, reaching over 30,000 people. In 2023, the organisation will be providing courses in schools on replicating their LOMTECH processes at home, in addition to starting with the sale of its KAMAPA brand, which are personal wellness products for daily use made from organic fruit and floral waste.

“ Since the Munich Summit, there has been a lot of impact in my life, I created connections with other Latino Ambassadors, met people who can support my project and my working relationship with Audi has grown to include possible collaboration in the future, as well as strengthening personal skills becoming an international speaker and activist in my country.”

Scope of Analysis: 2019-2022

Input Calculations	Output Calculations
28,187.5 hours contributed to the project since launch x \$2.07 hourly minimum wage (a) = \$58,348.13	21.6 tonnes increased yields from regenerative practices x 80 farmers x \$67.50 average subsidised value of yield (e) = \$116,640
\$719.49 average monthly wage (b) x 144 months since project launch = \$103,606.56	31,590 attendees x 0.31 tCO ₂ reduction from campaigns and discussions (f) x \$190 social cost of carbon (g) = \$1,860,651
\$40,322.58 (c) + \$4,807.69 (d) = \$45,130 total funding	42 tCO ₂ mitigated (h) x \$190 social cost of carbon (g) = \$7,980

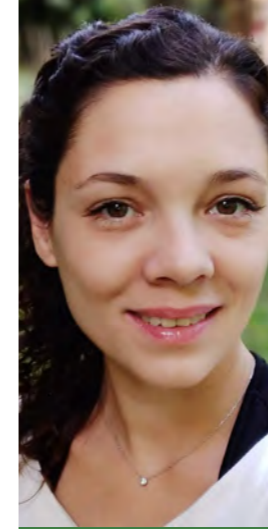
References:

- a. 172.87 MXN daily minimum wage (<https://www.gob.mx/conasami/articulos/incremento-a-los-salarios-minimos-para-2023?idiom=es>) / 8 hours average work day length ([https://www.weforum.org/agenda/2018/01/the-countries-where-people-work-the-longest-hours/#:~:text=New%20data%20from%20the%20Organization,around%2043%20hours%20per%20week\)=21.61](https://www.weforum.org/agenda/2018/01/the-countries-where-people-work-the-longest-hours/#:~:text=New%20data%20from%20the%20Organization,around%2043%20hours%20per%20week)=21.61)) MXN converts to \$2.07 PPP hourly minimum wage
- b. 7,482.7 MXN average monthly wage (<https://ilostat.ilo.org/data/country-profiles/>) converts to \$719.49 PPP
- c. 50,000 CAD converts to \$40,322.58 PPP
- d. 50,000 MXN converts to \$4,807.69 PPP
- e. 8.5 tonnes per hectare regenerative yields (<https://news.mongabay.com/2022/08/regenerative-agriculture-in-mexico-boosts-yields-while-restoring-nature/>) - 2.5 tonnes regular yield x 3.6 hectares average farm size in Mexico (<https://www.wilsoncenter.org/article/corn-mexico-and-us>) = 21.6 tonnes increased yield from regenerative practices
- f. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 day course x 40 year working life = 0.31 tCO₂ reduction from awareness campaigns and discussions
- g. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- h. 16,800 kg organic waste upcycled x 2.5 kg of CO₂ emitted from food waste (<https://www.newfoodmagazine.com/article/153960/food-waste-climate/#:~:text=Putting%20it%20into%20perspective,more%20potent%20than%20CO2.>) = 42,000 kg of CO₂ prevented



Sustentabilidad Sin Fronteras

Nasha A.C. Cuvelier - Argentina 🇲🇪



SROI
1:2

Total Inputs

\$389,599.28

Total Outcome

\$947,893.85

Nasha co-founded Sustentabilidad Sin Fronteras (SSF), after meeting her co-founder Mariano at the Youth Congress in Paris for COP21. SSF is a transdisciplinary group of professionals working together to raise awareness of climate change, by taking action in mitigation and adaptation measures. They do so through education, with courses, webinars and events in Argentina and online to reach young people across Latin America.

Nasha attended the One Young World Summit at The Hague, 2018, where she met One Young World Counsellor Christiana Figueres. Through discussions with fellow Ambassadors working on climate change and environmental issues, Nasha developed new ideas centred on establishing better practices to be implemented in Argentina. During their participation in COP26 and COP27, Nasha and her colleagues had the opportunity to speak to international media organisations and bring attention to their work, while also participating in One Young World's sessions at those events.

SSF has so far organised over 15 courses, both in-person and online, directly impacting 1,500 people. It also hosted three events for more than 500 young people in each throughout 2022. The initiative publishes an annual report containing a multisectoral analysis of the present climate situation and outlook both nationally and internationally. SSF has partnered with the government of Vicente Lopez, a municipality in the outskirts of Buenos Aires, to first measure the possible impact of climate change, their greenhouse gas emissions and their vulnerability risks, and then create an adaptation plan to mitigate climate threats. The group is now working on a project to structure the future climate actions and budget of the government.

“ I was inspired by the young leaders there and the discussions around better practices for environmental activism. I got the opportunity to meet one of the leaders that I admire the most, Christiana Figueres, at the Summit. And after chatting, we filmed a video together for my country that I still have. During COP26, I got the opportunity to participate in events organised by One Young World in partnership with other organisations such as the Cambridge Institute for Sustainability Leadership and Mishcon de Reya.”

Scope of Analysis: 2021-2022

Input Calculations	Output Calculations
10,764 hours worked x \$9.07 hourly minimum wage (a) = \$97,629.48	1,500 attended courses and webinars x 0.36827 tCO ₂ lifetime reduction from awareness campaigns (b) x \$190 social cost of carbon (c) = \$104,956.95
10,140 hours worked x \$9.07 hourly minimum wage (a) = \$91,969.80	1,500 participants at youth events x 1.10482 tCO ₂ lifetime reduction from awareness campaigns (d) x \$190 social cost of carbon (c) = \$314,873.70
\$200,000 funding	269,420 residents of Vicente Lopez (e) x \$1.96 per capita GDP lost from non-adaptation (f) = \$528,063.20

References:

- a. 57,900 ARS monthly minimum wage x 12 months / 52 weeks / 34.5 average weekly hours actually worked per person (<https://ilostat.ilo.org/data/country-profiles/>) = 387.3 ARS converts to \$9.07 PPP
- b. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 day course x 47 year working life ([https://www.telesurenglish.net/news/Argentina-Passes-Law-That-Eases-Access-To-Retirement-20230301-0009.html#:~:text=The%20minimum%20retirement%20age%20for,to%20be%20able%20to%20retire\)=0.36827](https://www.telesurenglish.net/news/Argentina-Passes-Law-That-Eases-Access-To-Retirement-20230301-0009.html#:~:text=The%20minimum%20retirement%20age%20for,to%20be%20able%20to%20retire)=0.36827)) tCO₂ lifetime reduction from awareness campaigns
- c. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- d. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (b) / 365 day course x 3 day course length x 47 year working life (b) = 1.10482 tCO₂ lifetime reduction from awareness campaigns
- e. Population of Vicente Lopez (<https://www.municipalidad-argentina.com.ar/municipalidad-vicente-lopez.html>)
- f. 49,867 ARS GDP per capita of Vicente Lopez x 67.3% local manufacturing, trade, and transport services GDP (<http://observatorioconurbano.ungs.edu.ar/pdf/Ficha-Vicente-Lopez.pdf>) x 0.25% output lost to heatwaves (<https://onebillionresilient.org/hot-cities-chilled-economies-buenos-aires>) = 83.9 ARS converts to \$1.96 PPP



Ecolotrip

Claude Sodokin - Togo/France

Claude is the founder and CEO of Ecolotrip, an organisation aiming to empower young people in Africa and globally in the fight against climate change. It does this by promoting networking, capacity-building, and green entrepreneurship. After experiencing firsthand the limitations of English language climate discourse for non-English speakers, Claude decided to create an organisation that would help young people from francophone Africa engage in discussions on their own terms. The project has raised awareness about climate change and its consequences in local communities, and developed its eco-citizens programme, through which young climate activists share best practices on community organising and climate action.

Claude attended the One Young World Summit in Munich, 2021. He has since become an active member of the One Young World Community in francophone Africa, regularly sharing his events and funding opportunities with like minded Ambassadors. Claude also attended the ChangeNow Summit in Paris as part of the Ambassador delegation sent by One Young World.

Ecolotrip's most significant project is the Week-Eco, a summit organised for young climate activists and green entrepreneurs from francophone countries. The annual event has hosted 500 young people aged between 18 to 35 across four editions since 2017, as well as planted 100 trees during its last iteration. Through the Ecolotrip platform and other events beyond Week-Eco, the organisation has reached over 6,000 people and created 1,000 ecocitizens. Ecolotrip has also hosted clean-up events, removing 50 kg of plastic waste, and sent a delegation to COP27. This delegation was composed of 15 young people to ensure that young voices were represented in the global climate conversation.

“ Last year, One Young World shared the call for our Eco-Week event after I mentioned that I needed help sharing it. And we had some fellow Ambassadors apply to attend. It was a nice full circle moment for me, I got inspired by the people in the Community and how they lead their organisations.”



Total Inputs

\$214,510.40

Total Outcome

\$2,614,791.18

Scope of Analysis: 2017-2022

Input Calculations	Output Calculations
7,680 estimated hours contributed to project x \$2.23 average hourly wage (a) = \$17,126.40	500 people attended climate event x 1.2537 tCO ₂ mitigated per attendee (d) x \$190 social cost of carbon (e) = \$119,101.50
83,200 estimated hours contributed by volunteers x \$0.87 estimate hourly wage (b) = \$72,384	1,000 ecocitizens developed into climate leaders x \$2,138 value of leadership (f) = \$2,138,000
\$125,000 funding (c)	2.17724 tCO ₂ absorbed (g) x \$190 social cost of carbon (e) = \$413.68
	6,000 people reached through side-events and platform x 0.3134 tCO ₂ prevented from climate education (h) x \$190 social cost of carbon (e) = \$357,276

References:

- a. 89,279.3 XOF average monthly wage (<https://ilostat.ilo.org/data/country-profiles/>) x 12 months / 52 weeks / 40 hours average work week (<https://www.lloydsbanktrade.com/en/market-potential/togo/work-conditions>) = 515.07 XOF converts to \$2.23 PPP
- b. 35,000 XOF x 12 months (<https://ilostat.ilo.org/data/country-profiles/>) / 52 weeks / 40 hours average work week = 201.92 XOF converts to \$0.87 PPP
- c. €90,000 funding converts to \$125,000 PPP
- d. 2.86 tCO₂ mitigated from climate education (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 days x 4 day event x 40 years = 1.2537 tCO₂ mitigated per attendee
- e. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- f. \$2,138 value of leadership (<https://trainingindustry.com/magazine/jul-aug-2019/was-it-worth-it-measuring-the-impact-and-roi-of-leadership-training/>)
- g. 21.7724 KG carbon absorbed by 100 trees planted (<https://www.usda.gov/media/blog/2015/03/17/power-one-tree-very-air-we-breathe#:~:text=According%20to%20the%20Arbor%20Day,and%20release%20oxygen%20in%20exchange.>) = 2,177.24 KG of CO₂ prevented
- h. 2.86 tCO₂ mitigated from climate education / 365 days x 40 years = 0.3134 tCO₂ mitigated per attendee (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>)



Oceanmar Project

Nathalie Aue - Venezuela

Nathalie was inspired by her experience as a diver and her familiarity with the challenges of ocean conservation to co-found the Oceanmar Project in 2020. The project was first online, launching as an Instagram account through which the Oceanmar team shared information on ocean conservation. Noticing a demand for ocean education, Nathalie and her co-founder, Mariana, began offering online courses during the COVID-19 pandemic lockdowns, before launching their work in-person. In addition, the team has also worked on sustainable tourism projects.

Nathalie attended the One Young World Summit in Munich, 2021, and she participated as a digital workshop facilitator at the Summit in Manchester, 2022, on the topic of Sustainable Blue Tourism. As a One Young World Ambassador, Nathalie was part of the Global Youth Inquiry, an initiative between One Young World, Mishcon de Reya and the Democracy and Culture Foundation, that took evidence of 23 One Young World leaders working in the climate space globally.

The Oceanmar Project has communities in Spain, Germany, South Africa and Mexico that support their work and activities. They organise educational events with local communities, hold online courses and have participated in conferences in various universities throughout Latin America. Thanks to their educational initiatives, they have reached over 1,800 students on topics ranging from ocean literacy and marine biodiversity to zero waste living. They have carried out over 20 beach and underwater clean-ups in Spain and Mexico, removing 100 kg of trash. In South Africa, they worked with townships on education and recycling to make sustainable eco-bricks. By the end of 2023, Nathalie and her co-founder aim to create an ocean conservation and educational centre.



Total Inputs

\$60,937.57

Total Outcome

\$156,087.74

“ During the Summit, I realised that there are a lot of people working to make the world better, and it inspired me to dream bigger, to not stay small with my ambitions. After the Summit, I did some leadership courses with One Young World that helped me develop my communication and leadership skills to be more effective.”

Scope of Analysis: 2020-2022

Input Calculations	Output Calculations
960 hours contributed since launch x \$2.08 hourly minimum wage (a) = \$1,996.80	1,523 students attended x 0.31342 tCO ₂ lifetime reduction from attending (c) x \$190 social cost of carbon (d) = \$90,694.35
3,600 hours contributed to the project x \$2.08 hourly minimum wage in Mexico (a) = \$7,488	240 students attending x 1.25 tCO ₂ lifetime reduction from attending (e) x \$190 social cost of carbon (d) = \$57,000
2 employees x 32 months x \$719.49 average monthly salary (b) = \$46,047.36	63 students attending x 0.62685 tCO ₂ lifetime reduction from attending (f) x \$190 social cost of carbon (d) = \$7,503.39
\$5,405.41 funding	100 kg removed from the ocean x \$8.90 value of removing a kilogramme of litter from the ocean (g) = \$890

References:

- a. 172.87 MXN daily minimum wage (<https://www.gob.mx/conasami/articulos/incremento-a-los-salarios-minimos-para-2023?idiom=es>) / 8 hours average work day length (<https://mexicodailypost.com/2022/08/09/will-a-four-day-work-week-in-mexico-become-a-reality/>) = 21.61 MXN converts to \$2.08 PPP
- b. 7,482.7 MXN average monthly wage (<https://ilostat.ilo.org/data/country-profiles/>) converts to \$719.49 PPP
- c. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 day course x 40 years = 0.31342 tCO₂ lifetime reduction from course
- d. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- e. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 day course x 4 days course length x 40 years = 1.25 tCO₂ lifetime reduction from course
- f. 2.86 tCO₂ annual reduction in carbon emissions from climate education and awareness (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) / 365 day course x 2 days course length x 40 years = 0.62685 tCO₂ lifetime reduction from course
- g. \$8,900 cost of removing a tonne of litter from the ocean (<https://www.nature.com/articles/s41598-020-71444-6>)



Nature and People as One

Adrian Leitoro - Kenya 🇰🇪

Adrian grew up in protected areas in Kenya and co-founded Nature and People as One (NAPO) to develop and facilitate a more inclusive approach to area-based conservation efforts that respects and meaningfully engages with local communities. Adrian works extensively with the indigenous Rendille and Samburu to implement conservation and restoration projects, with a focus on enhancing ecosystem restoration, human-wildlife coexistence and strengthening nature-based livelihoods.

Adrian attended the One Young World Summit in Munich, 2021, and was a recipient of One Young World's 2020 COVID Young Leaders Fund in 2021. At the Summit, he met fellow Ambassador Bryce Mawhinney, who provided him with project support and helped him establish a partnership with the Katie Adamson Conservation Fund for the Herder Conservation Initiative. This programme employs four herders who carry out conservation monitoring and have reported over 500 sightings of endangered wildlife species, contributing to their continued protection. In addition, Adrian was named as one of the five Restoration Stewards for the Global Landscapes Forum in 2022 and nominated as an IUCN changemaker by One Young World, for which he was selected to share his work at the IUCN leadership Forum in Jeju, South Korea.

NAPO has five ongoing projects. The Mt. Marsabit Tree Nursery produced and distributed 1,500 tree seedlings in 2021 and a further 8,000 in 2022. Its pilot project, Ramat, has assisted the regeneration of 40 acres of land in isolated communities in the Ndoto Mountains. NAPO has also trained 120 community members in beekeeping through its Bee Works Africa programme, and distributed over 200 beehives to community members in Marsabit. Additionally, to enhance local governance, NaPO has facilitated discussions between 270 indigenous community members to co-create rangeland management solutions in northern Kenya.

“During one of the workshops at the Summit I met fellow Ambassador Bryce, who has collaborated with me on conservation projects and connected me to the foundation that has supported my work on the Herder Network. That was a huge outcome of the Summit for me and NAPO.”

SROI
1:11

Total Inputs

\$93,000.00

Total Outcome

\$986,261.53

Scope of Analysis: 2020-2022

Input Calculations	Output Calculations
\$93,000 funding	174.179 tCO ₂ prevented (a) x \$190 social cost of carbon (b) = \$33,094.01
	40 acres restored x \$30.30 value of degraded land per acre (c) = \$1,212
	270 people participating in community land governance x \$600 value of institutional land rights recognition (d) = \$162,000
	120 people trained in beekeeping x \$1,872.15 average annual income from beekeeping in Kenya (e) x 2.5 year average lifespan of a hive (f) = \$561,645
	4 herders employed x \$57,077.63 value of documenting Kenyan wildlife per individual personnel (g) = \$228,310.52

References:

- a. 21.7724 KG carbon absorbed (<https://www.usda.gov/media/blog/2015/03/17/power-one-tree-very-air-we-breathe#:~:text=According%20to%20the%20Arbor%20Day,and%20release%20oxygen%20in%20exchange>) x 8,000 seedlings planted = 174,179.2 KG of CO₂ prevented
- b. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- c. \$1,300,000,000 cost of land degradation in Kenya (https://link.springer.com/chapter/10.1007/978-3-319-19168-3_16) / 143,000,000 acres (<https://www.standardmedia.co.ke/opinion/article/2001437341/how-our-huge-land-resource-can-enrich-kenyas-12m-households>) x 30% of land severely degraded (https://link.springer.com/chapter/10.1007/978-3-319-19168-3_16#:~:text=Our%20results%20indicate%20that%20land,subject%20to%20severe%20land%20degradation) = \$30.30 value of degraded land per acre
- d. \$600 cost of institutional land recognition (<https://www.sciencedirect.com/science/article/pii/S0306919214000438>)
- e. 82,000 Ksh annual income from beekeeping converts to \$1,872.15 PPP (<https://www.frontiersin.org/articles/10.3389/fams.2018.00006/full>)
- f. 2-3 year lifespan of queen bees (<https://www.thoughtco.com/how-long-does-a-queen-bee-live-1967993>)
- g. 250,000,000 Ksh cost of Kenya's wildlife census (<https://www.theguardian.com/environment/2021/jun/29/wildebeest-bustards-and-bongos-kenya-begins-first-national-census-of-wildlife-aoe>) / 100 personnel involved (<https://kws.go.ke/content/national-wildlife-census-2021-report>) = 2,500,000 Ksh converts to \$57,077.63



Pipe Q-ida

Luis Felipe Henao Murcia - Colombia 🇨🇴

Luis Felipe has been working as an environmental advocate in southern Colombia since 2008. Starting with a community radio programme in school, he later founded a television channel called Telecalamar to discuss environmental issues affecting the Chiribiquete National Park in Colombia. Despite being a protected area, between September 2021 and February 2022, over 2,000 hectares of the park were deforested [1]. In 2016, Pipe Q-ida emerged as a digital project within CoBosques that uses social media channels to communicate with local communities about conservation and environmental issues.

Luis Felipe attended the One Young World Summit in London, 2019, during which he was able to connect with other environmental activists in Latin America and the United States, which gave him new ideas and approaches to fight for climate justice. He has since received support from One Young World Ambassadors to develop his project's website and has made joint calls to action with Ambassadors in the fight against climate change.

As a parallel project to Pipe Q-ida, Luis Felipe and the Cobosques team have set up seven schools in Colombia called the Guardians of Chiribiquete. Each course lasts three months, with nine sessions in total, and teaches an average of 20 children environmental education and the skills to become environmental activists in their own right. At the end of each school, 1,200 trees are planted, and through their work since 2016 the organisation has planted over 50,000 trees in 600 hectares. In addition, they have partnered up with 2,800 families in local communities to protect and conserve 21,000 hectares of the Chiribiquete National Park.

SROI
1:36

Total Inputs

\$1,409,520.00

Total Outcome

\$51,111,233.00

“One Young World came at a time in my life that I did not expect, but I needed that injection of motivation and it helped me see different perspectives and create connections that persist to today.”

Scope of Analysis: 2016-2020

Input Calculations	Output Calculations
46,800 hours contributed since launch x \$4.10 minimum wage per hour (a) = \$191,880	1,089.8 tCO ₂ prevented (c) x \$190 social cost of carbon (d) = \$207,062
109,200 hours contributed since launch x \$5.17 average hourly wage (b) = \$564,564	2,800 families impacted x \$12,427.4 average rural income protected by project (e) = \$34,796,720
126,360 hours contributed since project launch x \$4.10 minimum wage per hour (a) = \$518,076	533.4 total hectares saved (f) x 1,750 trees per hectare (h) x \$0.40 economic value of each tree saved (i) = \$373,380
\$135,000 cumulative funding	48,490.9 tonnes of carbon saved (j) x \$190 social cost of carbon (d) = \$9,213,271
	300 students trained in climate activism x 114.4 tCO ₂ lifetime reduction (k) x \$190 social cost of carbon (d) = \$6,520,800

References:

- 1. <https://www.reuters.com/world/americas/colombia-national-park-saw-significant-deforestation-over-last-six-months-2022-03-14/>
- a. 1,000,000 COP monthly minimum wage in Colombia x 12 months / 52 weeks / 41.7 average work week (<https://www.reuters.com/world/americas/colombia-hike-minimum-monthly-wage-by-16-2022-12-15/>) = 5,534 COP converts to \$4.10 PPP
- b. 1,263,928.9 COP average monthly wage x 12 months / 52 weeks / 41.7 average work week (<https://ilostat.ilo.org/data/country-profiles/>) = \$6,994.63 COP converts to \$5.17 PPP
- c. 21.7724 KG carbon absorbed by 50,021 trees planted (<https://www.usda.gov/media/blog/2015/03/17/power-one-tree-very-air-we-breathe#:~:text=According%20to%20the%20Arbor%20Day,and%20release%20oxygen%20in%20exchange>) = 1,089,077.22 KG of CO₂ prevented
- d. \$190 social cost of carbon (<https://www.vox.com/future-perfect/23449849/social-cost-carbon-value-statistical-life-epa>)
- e. 1,000,000 COP monthly minimum wage in Colombia (a) x 20% rural income dependent on forest x 84 months project length (<https://www.fao.org/redd/news/detail/es/c/1437590/>) = 16,800,000 COP converts to \$12,427.41
- f. 381,000 hectares lost over 20 years / 20 years x 0.4% protected (<https://www.globalforestwatch.org/dashboards/country/>) x 7 years since project launched = 533.4 hectares saved
- g. 1,000,000 tonnes of carbon sequestered / 11,000 hectares of forest (<https://www.conservation.org/press-releases/2022/06/23/t>) x 533.4 hectares saved = 48,490.9 tonnes of carbon saved
- h. 1,750 trees per hectare (<https://nhsforest.org/how-many-trees-can-be-planted-hectare/>)
- i. \$0.40 value of a tree (<https://ojo-publico.com/921/how-timber-trafficking-operates-colombia#:~:text=Experts%20have%20compared%20the%20estimated,for%20the%20country's%20drug%20trade>)
- j. 1,000,000 tonnes of carbon sequestered / 11,000 hectares of forest (<https://www.conservation.org/press-releases/2022/06/23/conservation-international-reports-high-demand-for-blue-carbon-credits-from-cispat%3A1-colombia-mangrove-project>) x 533.4 hectares saved (f) = 48,490.9 tonnes of carbon saved
- k. 2.86 tCO₂ reduction from climate education per year (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0206266>) x 40 years = 114.4 tCO₂ lifetime reduction

The Annual Impact Report is produced utilising the social return on investment (SROI) methodology inspired by Social Value UK and devised in discussion with PwC.

One Young World's social return on investment methodology uses monetary values to calculate the positive social, environmental and economic impact generated by a sample of Ambassador-led projects. The conclusion of the analysis quantifies the social value of the chosen initiative, not the financial value. A ratio of 1:16 indicates that an investment of \$1 delivers the equivalent of \$16 of positive social impact on people's lives.

Data Collection

Data collection and analysis has been undertaken internally by One Young World. The Ambassadors in charge of the initiatives were the primary source of data, imparted through a range of methods including interviews, surveys and tailored questionnaires. Where possible, information has been verified through external references and third-party sources.

Project Selection

Ambassador projects were selected to feature in the One Young World 2022 Annual Impact Report to represent the global diversity of the Ambassador Community. The selection is also designed to include projects striving to achieve each of the 17 UN Sustainable Development Goals. Some projects are excluded in the data collection phase due to insufficient data or because the SROI methodology does not apply to the nature of the project.

Project Scopes

The scope of the SROI calculations for each initiative has been determined on a case by case basis and can be found below each project report. The total activities for each project have been considered from inception until the data collection date unless otherwise specified.

The scope of the total carbon mitigation calculation starts in 2018. This is due to One Young World's incomplete data collection relating to carbon mitigation and prevention from Ambassador projects prior to this date.

Excluding complexity

Some projects address multiple issues and have a range of outcomes, not all of which can be captured using the SROI framework. Due to time and resource constraints, judgements have been made on each project regarding how to value the outcomes and which parts of the project to exclude due to insufficient valuation data.

Aggregate statistics

The overall SROI average of 1:16 has been calculated by averaging all SROI ratios from all 42 projects. The total number of 5.77 million people impacted has been calculated by adding all those directly impacted by the Ambassador led initiatives included in the report together. The number of people impacted by Lead2030 challenge winners is included, but is limited in scope to the duration of the Lead2030 programme.

Inputs and Outcomes Valuation, and Social Value

To represent the value of inputs and outcomes, financial proxies are used. In some instances, valuing inputs is simple – investing money is a clear stakeholder input. However, where money is received as a donation it is less clear. If there is a specific finance raising activity from the project stakeholders, their time is the input; the money donated becomes an outcome. Donations received without any specific money-raising activity would otherwise be considered an input. These decisions have been made with discretion throughout the process.

Only the direct impact of each project has been considered when undertaking impact analysis. This means only groups or individuals that have experienced substantive change have been considered the beneficiaries of each initiative. Indirect benefits have been excluded for clarity of analysis. Social media impact numbers have been excluded from calculations.

The use of financial proxies to represent the value of Ambassador project inputs and outputs allows us to aggregate the total social value generated by such projects. This social value is calculated by combining the outcomes, in financial terms through the international dollar, of each individual project featured in the Impact Report. The total social value generated by Ambassador projects in this report therefore represents their combined direct impact as a monetary amount for ease of comparison and accessibility.

Currency

The international dollar, or Purchasing Power Parity (PPP), was used as the main currency for calculating the SROI of each and all projects. This means that each currency was converted into 2022 Purchasing Power Parity values, based on the US dollar, using data compiled by the World Bank. Purchasing Power Parity measures the real value of a particular currency at a given time by demonstrating how much can be purchased with the same amount of money in different countries. Purchasing Power Parity controls for inflation and price fluctuations between currencies. Comparing Purchasing Power Parity values from a particular point in time improves consistency and comparability of the values reported from projects based in different countries.

Key Learnings

There are many areas for growth and learning that One Young World has encountered in the process of compiling this report. Certain limitations are unavoidable, but One Young World constantly strives to improve the validity and reliability of its SROI methodology.

Data collection poses difficulties as One Young World Ambassadors have limited availability and so scheduling interviews across time zones is not always possible. To address this challenge, One Young World developed a data collection survey to allow for information to be provided without a call when necessary.

Analysing an initiative using social return on investment requires detailed information, which can be sensitive. Therefore, during the data collection stage, One Young World communicates clearly how the information will be presented to the subject and provides the analysis to the subject pre-publication to ensure nothing inaccurate or confidential has been included.

After data collection, the main hurdle is to accurately ascertain the precise value of each particular outcome for each project. This can be difficult, especially when a particular issue is under-researched, or when an initiative seeks to address a range of complex and seemingly intangible problems with one programme. Using available resources, One Young World values outcomes through critical judgement and precedent, based on the aim of the project in question. Inputs are typically valued in the data collection stage, but where this information is not available, thorough research is used to approximate these values. This stage is under a constant process of refinement and improvement.

One Young World plans to further improve the quality and quantity of its research and data sources. One Young World compiles a growing library of data sources used to determine proxy variables to ensure consistency and robustness. A guidance document for impact analysis data collection has been developed as a basis to maximise consistency of analysis across all projects. The global spread of the Ambassador Community requires outcome valuations specific to a particular country or region to be found, but where appropriate or necessary, nonspecific valuations are used instead.

Many One Young World Ambassadors are answerable to boards of directors and due process – this means that in several cases they were not able to share their inputs and outputs. Unfortunately, this means that several impactful projects have been omitted from the analysis. One Young World is in the process of reviewing how to best analyse these projects which create real impact but are not suited to the social return on investment methodology.

Overall, One Young World Ambassadors are utilising the power of the Community network to maximise their impact in every country and every sector and One Young World is constantly seeking new and improved ways to better monitor this. However, it is important to clarify that despite due diligence from the impact analysts, One Young World is unable to guarantee that the information provided by Ambassadors is entirely accurate as of time of publication.

Governance

Behind the scenes

This section demonstrates that our organisation is committed to leadership with integrity, and is constantly aiming to improve its own credentials to work towards a fair, sustainable future for all.



Hon. Crystal Asige

Senator representing people with disabilities in Kenya, at the Summit in Manchester, 2022.



Sustainability

Led by the Sustainability Taskforce launched in 2020, One Young World has developed programmes and policies to guarantee the organisation improves its own sustainability and continues to set an example for the industry and society at large.

One Young World's Sustainability Taskforce has designed, implemented, and monitored the organisation's Sustainability Policy, founded on 5 pillars:

1. Reduced Inequalities

One Young World endeavours to ensure its Summit is accessible to all. It is committed to maximising the diversity and inclusiveness of Delegates, Speakers and Partners.

2. Good Health and Well-being

One Young World will collaborate with its global community of Delegates, Ambassadors and Partners, to work towards a sustainable future for society, to address social and environmental issues, and enhance the quality of life worldwide.

3. Sustainable Cities and Communities

One Young World is built on respecting and embracing diverse cultures and values and will contribute to the development of the local regions in which it operates. With its global reach, each Summit has a unique opportunity to leave a lasting legacy.

4. Integrity and Transparency

One Young World understands the impact of its business activities on the environment and society and will work with suppliers and partners to promote socially responsible procurement.

5. Environment

One Young World will strive for the creation of environmental value through the Summit. It will address environmental challenges through its business activities and will expand current environmental initiatives based on collaboration with stakeholders.

In 2020, One Young World's event management system and Summit processes were independently assessed by the British Standards Institute (BSI), the UK's National Standards Body. As a result, One Young World was awarded ISO 20121:2012 certification, an international standard governing sustainable event management created by the International Standards Organisation (ISO). For the past three years, the taskforce has continued to expand the scope and efficiency of its sustainability processes.

Diversity, Equity, and Inclusion

One Young World's Diversity, Equality, and Inclusion committee is working extensively to ensure that our values are reflected in our company culture. Their planned activities include organising a blood drive for people with sickle cell disease, and events such as Black History Month, Chinese New Year, and Ramadan.

HeForShe

In 2021, One Young World Co-Founders David Jones and Kate Robertson became HeForShe Champions, committing to a five-year alliance to accelerate progress towards gender equality.

“

What we are seeing today is the polarisation between the sexes and that is why HeForShe is so important, because polarisation is stasis.”

- Kate Robertson
Co-Founder, One Young World

One Young World pledges to make a mandatory requirement for suppliers, when tendering for services, to demonstrate the diversity and specifically the gender balance of the teams they propose to deliver services, so that One Young World can use their buying power to promote gender equality.

Accessibility Advisory Group

In 2019, One Young World formed an Accessibility Advisory Group. The aim of the initiative is to improve Delegates' experiences at the organisation's events, paying particular attention to access requirements at One Young World Summits.

One Young World enlisted the expertise of Ambassadors who attended previous Summits to help realise the commitment made to improve accessibility. They formed a panel, drawing from their professional and personal experiences to help steer and inform the process.

The team was essential in ensuring that the event in Manchester was the most accessible One Young World Summit to date.

Kartik Sawhney - India 🇮🇳

Annabelle Xerri - Malta 🇲🇹

Devika Malik - India 🇮🇳

Sarah Musau - Kenya 🇰🇪

Liz Jessop - UK 🇬🇧

Fadeia Hossian - UK 🇬🇧

Jack Milne - Australia 🇦🇺

Kayla Kelly - USA 🇺🇸

Anthony Ford-Shubrook - UK 🇬🇧

Our full report features
Clayton Chaparadza

Clayton was a participant of the 2022 Action Accelerator intrapreneurship stream, and registered for the programme to increase his capacity to generate sustainable social impact with waste collectors in Kenya.



Sustainability and Environmental Management

One Young World is committed to building a fair sustainable future for all by reducing its impact on the local environments in which it operates, and the global environment as a whole. We take our duty of care and responsibility to our planet seriously.

We seek to pursue this International Standard Certificate in order to further our organisational objectives on sustainable development principles. In pursuit of our business goals, we will focus specifically on our headline activity, the annual One Young World Summit, taking place in Belfast in 2023.

Our Summit will cover the following key topics: Peace and Reconciliation, Climate Emergency, Food Crisis, Education and Mental Health. Delivering on the United Nations' Sustainable Development Goals, actions arising from the Summit will result in a significant impact.

One Young World complies with all Laws and Regulations concerning the environment as stipulated by our host city and relevant host venues. We inform all our suppliers and contractors of our Sustainability Policy at the outset and monitor their performance to ensure that the goods and services they provide are in line with our objectives.

Year on year, we will continue to improve our activities, learn from our shortcomings and strive to ensure we are setting a standard for the rest of our industry. We also commit to actively raising awareness and encouraging our delegates and partners to work with us to help us achieve our sustainability goals.

The task group assigned to this project has been provided with the information and training necessary to fulfill the requirements of this policy.

It is my responsibility as One Young World's co-founder and CEO to ensure that this policy is implemented.

Kate Robertson
Co-Founder

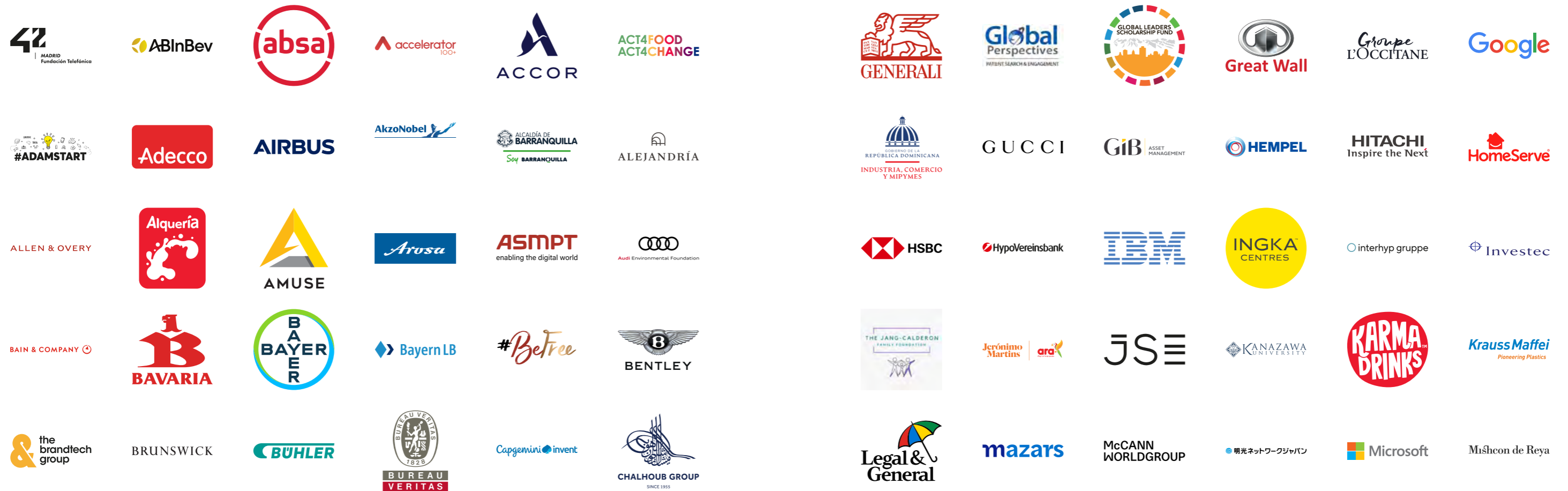
2022 Ribbon Partners



2022 Delegate Partners (continued)



2022 Delegate Partners



Co-Founders

Kate Robertson - Co-Founder and CEO

David Jones - Co-Founder and Chair of the Board of Trustees; Founder and CEO, The BrandTech Group

Trustees

Jonathan Mitchell - Former CEO, Arjowiggins

Elio Leoni Sceti - Co-Founder and Chief Crafter of thecraftory.io

Global Advisory Board

Chaired by Paul Polman, One Young World's Global Advisory Board supports the development of One Young World, as the forum for young leaders from every country in the world, into a globally recognised body ensuring that its Ambassadors have a positive impact on the most influential organisations worldwide.

Mónica de Greiff - Former President of the Chamber of Commerce of Bogotá; Former Colombian Ambassador to Kenya

Michelle Yeoh - Academy Award Winning Actress and Philanthropist

Paul Polman - Business Leader, Campaigner, Co-Author of "Net Positive"

Feike Sijbesma - Honorary Chairman Royal DSM (Former CEO); Chairman Supervisory Board Royal Philips

Strive Masiyiwa - Founder and Executive Chairman, Econet Wireless and Econet Media

Suphachai Chearavanont - CEO, C.P. Group; Chairman, True Corp

Per Heggnes - CEO, IKEA Foundation

Lord Michael Hastings - Member of the House of Lords of the UK; Chairman of SOAS

Luis Javier Castro - Founder and CEO of Mesoamerica Investments

Michael Møller - President of the Diplomatic Forum of the Geneva Science and Diplomacy Anticipator Foundation; Principal Advisor at Macro Advisory Partners

Jessica Gladstone - Partner, Clifford Chance

2022 One Young World Team

Alex Bellotti - Managing Director, Global Partnerships

Ella Robertson McKay - Managing Director, International

Chris Day - Chief Financial Officer

**Arlette Moyi | Alexandra Otubanjo | Amy Waters | Anaïs Née | Angélica Huffstot | Anna Gällstad
Anna Taylor | Anupama Roy Choudhury | Carmen Jiménez Martínez | Cathy Evans | Cathy Watts
Dan Maunder | David Gereda | Evelina Karasjova | Farhana Ibrahim | Fiona Regan | Ishita Seth
Jamie Curtis | Jeanne Delport | Josh Savary | Julien Ferrère | Jonathan Ajibesin | Kamal Virk | Karen Lacey
Keith Bremner | Lauryn Cloughley | Lam Joar | Liam Fairweather | Lucy Taylor | Lucy Walton | Maria Peruyero
Martha Reynolds | Matthew Belshaw | Matthew Craig | Megan Downey | Millie Hodgkinson | Mitchell Cohen
Nick Davis | Numa Montjean | Piyush Pankaj | Sabira Ali | Safoora Biglari | Serina Larsen
Sevreanne Alexander | Sezar Alkassab | Shadon Badiyan | Shirin Zaid | Silvia Fuentes Piccolo
Simon Rodgers | Stefan Kovacevic | Théoni Fernandez | Tobenna Nwosu | Treasa Cadogan | William Kan
Will Tye | Yu-Chun Tseng**

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Content by **Kamal Virk** - Impact Analyst

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Data Collection by **Valeria Couttolenc González** - Impact Research Fellow

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One Young World | www.oneyoungworld.com
Registered charity number: 1147298



5.77M

people directly impacted
by Ambassador-led
projects featured in the
full 2022 Impact Report



\$975,000

distributed to young
leaders working toward
the SDGs in 2022