

Business Edition

one  
YOUNG  
WORLD

2024/25

# Impact Report







# Dear Partners,

One Young World Ambassadors created substantial social impact and continued to set global standards for active, committed leadership throughout 2024 and beyond. Our emphasis is on their work and on the action they take to improve the world, proving that great leadership for the greater good can come from young leaders.

The Ambassadors featured in the full Impact Report have impacted 8.15 million people so far, and generate, on average, \$16 of social return for every \$1 invested in their work. It is important to note that they represent only a small but mighty example of our 18,700+ strong Community of leaders. Added to those featured in all our reports since 2010, this representative sample of Ambassadors has impacted 58.57 million people, and we know that the thousands of Ambassadors not featured impact countless more.

Hosted by the city of Montréal/Tiohtià:ke, we acknowledge that our annual Summit took place within the traditional unceded lands of the Kanien'kehá:ka peoples, part of the Haudenosaunee Confederacy. To celebrate the exceptional leadership shown by Indigenous leaders around the world, we ran our inaugural Indigenous Youth Day. We were personally inspired by attending the event along with Indigenous Delegates, Counsellors, and attendees from 30+ countries. Our appreciation and respect go to the 11 young leaders in our Indigenous Council who collaborated with our team to organise the event.

The Summit's content focused on five plenary challenges selected by our global Community, with speeches by young leaders delivering solutions to those challenges. Speeches and discussions also explored ongoing global conflicts and challenges, with contributions from world leaders including Her Majesty Queen Rania of Jordan, Former Prime Minister Justin Trudeau, Sir Bob Geldof, Nobel Peace Laureates Maria Ressa and Tawakkol Karman, planetary guardians David Suzuki and Johan Rockström, and activists Jane Goodall and Cher.

Although our Summit was the cornerstone of 2024, the journey for the new Ambassadors began six-months earlier with the Global Leadership Programme. This series of online seminars prepared Delegates to maximise the impact of their experience, and was built upon after the Summit by the Action Accelerator, a six-month course designed to turn their ideas into action.

Funding the work of young leaders remains a priority for us. Last year, our Lead2030 programme, with support from our corporate partners, distributed \$300,000 in cash to seven young leaders, along with tailored mentorship from industry experts. However, it is not just funding. We have run various programmes and 112+ events, with the support of our Global Volunteer Team, to inspire, develop, and build the capacity of 5,400+ young leaders.

In 2024, the One Young World Academy continued to deliver unique access to experts in various fields in partnership with the Gates Foundation. Participants learned from world-leading experts such as Laura Chinchilla, Former President of Costa Rica, David McNair, the Executive Director at ONE.org, and Joanne Driels, Adviser to the Managing Director in Global Policy and Advocacy at the Gates Foundation.

However, despite the tireless efforts and ground-breaking impact of our Ambassadors, our mission to empower young leaders grows more and more urgent. New conflicts emerge, uncertainty grows, and the consequences of global crises are all around us. In the face of this difficulty, our Community is growing stronger, delivers impact in the present, and offers hope for the future.

The work of One Young World Ambassadors has genuine real-world impact and we could not continue to identify, connect, and support them driving positive change without our staff, our partners, and everyone who shares our vision of tackling the world's biggest challenges head-on. Our heartfelt gratitude to everyone in this thriving, inspiring Community.

**David Jones**  
Co-Founder

**Kate Robertson**  
Co-Founder



# Our Values

The Global Leadership Charter is our framework for responsible, effective leadership.


We affirm that great leadership has many effective cultural models and is not confined to any single tradition or belief system.

Drawing on deep-rooted wisdom from across the world, this Charter stands as a testament to our belief that humanity shares values that resonate across cultures, transcend political barriers, and drive our desire to build a fair and sustainable world for the benefit of all.


One Young World Staff, our global Community, and our supporters strive towards embodying these principles in their leadership.

We acknowledge that we might, at times, all fall short of these principles. However, we are fully committed to rising to the high standards set by our Charter, and we will always encourage those we work with to do the same.

## Global Leadership Charter

**Ubuntu**  
you are a person by other people

We are all interconnected, and we all belong. Your wellbeing is connected to my wellbeing, and our actions affect the wellbeing of our communities. That is why we act with kindness, inclusivity, and collaboration, as encapsulated by the Southern African philosophy Ubuntu.

**Satya**  
be truthful in your actions and your words


We believe integrity means aligning our words, thoughts, and actions. The Hindu principle Satya grounds us in truthfulness and authenticity, and reminds us to be mindful of the many different truths held by others. Through our transparency and sincerity we build trust.

**Fortitude**  
be confident in your ability

We have the conviction and courage to be bold, make tough decisions, and face up to criticism. A virtue of Christian theology, Fortitude reminds us we are strong enough to keep going, do the right thing, and get things done, no matter how many obstacles are in our way.

**Kuleana**  
be responsible for your actions

We are stewards of our land, community, and future generations. Taking the Hawaiian concept of Kuleana to our hearts, we take our responsibility seriously by making informed, compassionate decisions, being respectful, and finding strength in our Community.

**Ihsan**  
always strive for excellence

Meaning goodness and excellence, the Islamic principle of Ihsan encourages us to elevate our actions, seeking the very best and most beautiful way of doing things. We are willing to go the extra mile, pay attention to details, and persevere until we master our skills.

**Qian**  
lead with humility

The Chinese and Taoist precept, Qian, keeps us grounded. Encouraging us to maintain a modest, balanced, and realistic self-view by rising above our ego and embracing simplicity. We are committed to leadership free from arrogance, excessive self-importance, or greed.

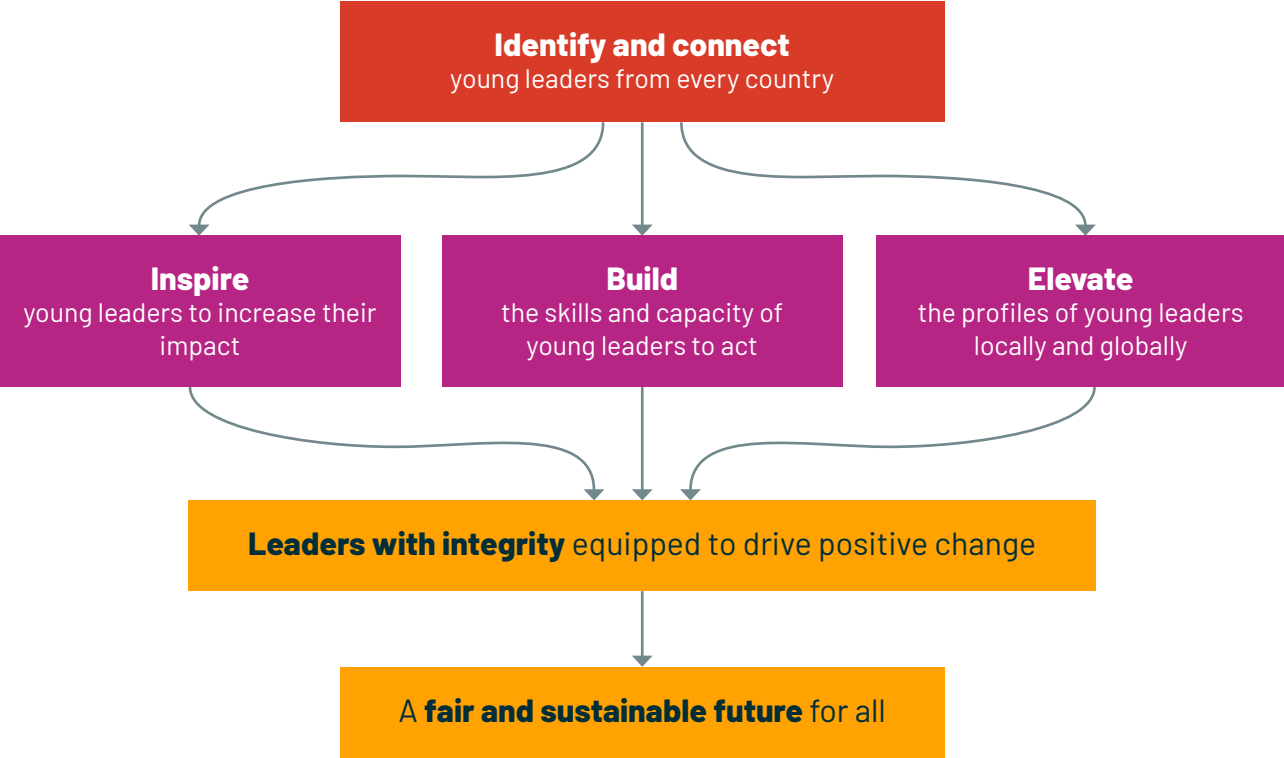
**The Seventh Generation Principle**  
act for the long term

We look beyond immediate and short-term gain to consider the long-term impact our actions might have on the environment, society, and culture. Drawing on wisdom from Native American, and many Indigenous cultures, we aim to keep seven future generations in mind.

# Theory of Change

One Young World **identifies and connects** young leaders from every country, joining our Community via our partner organisations and scholarship programmes. We develop and support them as young leaders by:

- Inspiring** them to increase their social impact through interactions and knowledge-sharing with our Counsellors, and exposing them to new insights and information that can better inform their work and scale their impact.
- Building** their skills and capacity through our funding mechanisms and programmes such as the Action Accelerator and the One Young World Academy. We curate and run wide-ranging events, workshops, and opportunities tailored to their different needs.
- Elevating** them by providing a platform they can use to promote their work, experiences, and ideas to a global audience. They can reach new people at One Young World events, prestigious global conferences, and via our social media channels.



As demonstrated by the case studies in the full Impact Report, the outcome of this process is a network of connected, inspired, supported, and championed **young leaders who are creating tangible impact and lasting change** for their communities and the wider world.

# 2024/25 Impact

People directly impacted by Ambassador-led initiatives:

**8,149,487**

by projects featured in the full 2024/25 Impact Report\*

**58.57 million**

by projects featured in our full Impact Reports since 2010\*

Tonnes of CO<sub>2</sub> emissions mitigated by Ambassador-led initiatives:

**1,310,512**

by projects featured in the full 2024/25 Impact Report\*

**3.83 million**

by projects featured in our full Impact Reports since 2018\*

Social value generated by Ambassador-led initiatives:

**\$747,305,118**

by projects featured in the full 2024/25 Impact Report\*

Social return on investment of Ambassador-led initiatives:

**\$1:16**

by projects featured in the full 2024/25 Impact Report\*

For almost 10 years, we have used and refined a social return on investment (SROI) methodology that quantifies the impact of our Ambassadors.

Our reporting has consistently demonstrated that young leaders are creating huge social value for their communities and people globally.

In 2024, \$1:16 is an average ratio for the projects featured in the full Impact Report, and demonstrates that Ambassadors create social value at an exponential rate of return.

\*for methodology, please refer to the full 2024/25 Impact Report



# Proven Return on Investment

## Corporate Ambassador Retention

### Corporate Ambassadors Drive Real Business Impact

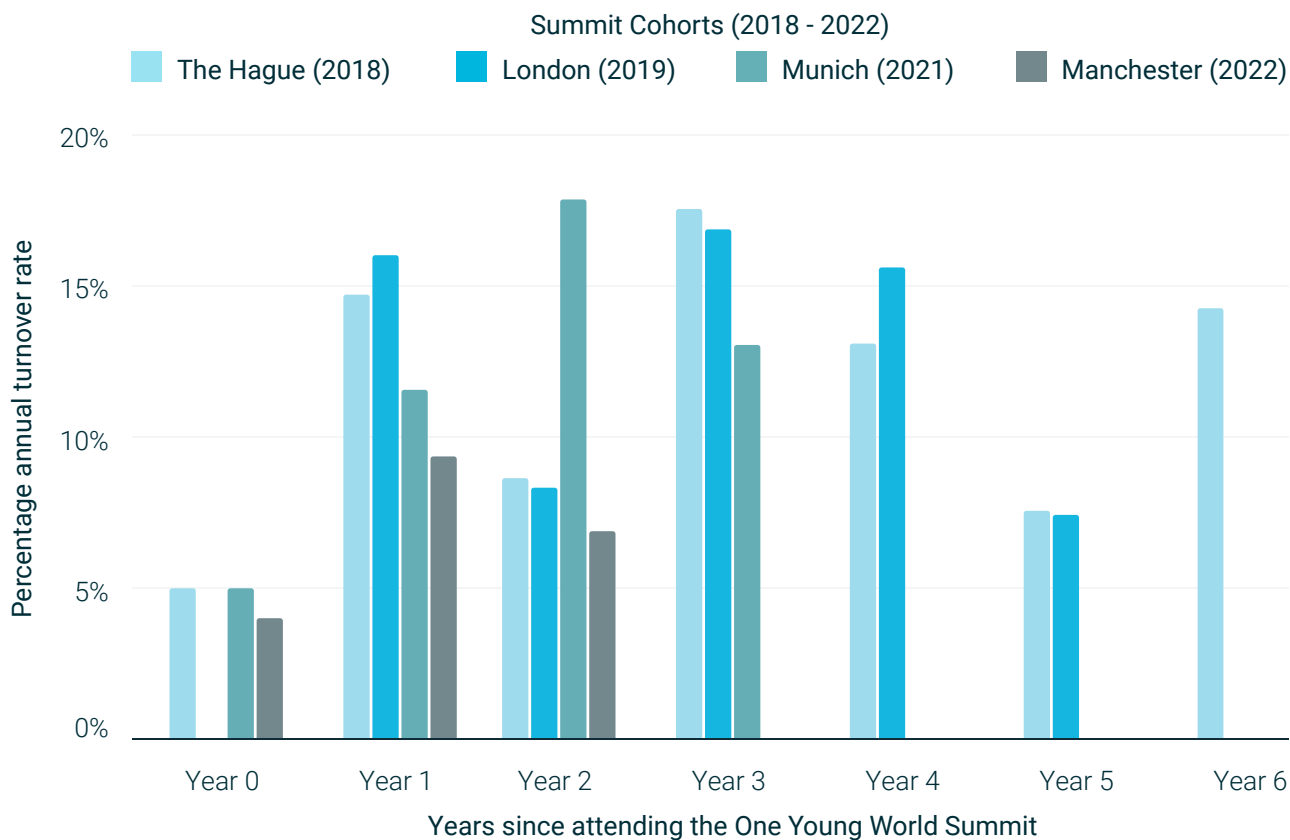
One Young World analysed over **400 Corporate Ambassadors** from the 2018 - 2022 Summits, using LinkedIn data to track retention and career progression.

The sample includes Ambassadors from four key markets: the **US, UK, Germany, and Switzerland**, with turnover benchmarks drawn from official national statistics.

Results show **measurably higher retention, faster promotions, and stronger leadership outcomes** than industry averages.

Even using **conservative, pre-pandemic baselines that favour non-Ambassadors**, the data proves a clear return on investment: lower attrition, reduced talent loss, and accelerated development of high-potential employees.

Average Turnover: One Young World Corporate Ambassadors vs Other Corporate Employees



On average, young employees in OECD countries left their companies in their fourth year between 2018 and 2022.

In comparison, One Young World Corporate Ambassadors stay at their companies for an additional **3.5 years** after attending a Summit, for a total tenure of **7.5 years** on average.

### Corporate Ambassador Turnover Rate:

# 10.5%

on average - less than half of the **26%** industry rate

### Corporate Ambassador Retention Rate:

# 90%

of Ambassadors who were in junior-level roles at the time of attending a Summit remain with their company

### Corporate Ambassadors reaching management level or higher:

# 86%

after attending a Summit

### Corporate Ambassadors reaching director roles:

# 32%

after attending a Summit



# 2025/26 Preview

## One Young World Summit Munich, 2025

One Young World will return to the innovative city of Munich to host our 14th Summit from 3 - 6 November 2025.

The city will play host to over 2,000 Delegates, Counsellors, and Partners attending the Summit to examine our five plenary challenges for 2025:

- **The Circular Economy and the Climate Crisis:** How can we accelerate the shift to circular systems to tackle the Climate Crisis?
- **Anti-Hate:** What actions are needed to tackle hate in society?
- **Responsible Tech:** How can we use AI and other new technologies responsibly?
- **Education:** How can we spread and accelerate access to education for all?
- **Peace and Security:** How can young leaders drive global cooperation for a safer world?

In 2021, Munich hosted the Summit during the COVID-19 pandemic with an ambitious and successful hybrid format. This innovation allowed our mission to continue through the pandemic without endangering the community of young leaders who attended.

The 2025 Summit in Munich will build on this legacy, and allow all Delegates to experience the full grandeur of one of Europe's great cities.



## One Young World Summit Cape Town, 2026

We are excited to announce Cape Town as the host city for our 2026 Summit, following a launch event hosted by the city's Mayor, Geordin Hill-Lewis.

The 2026 Summit will connect the world's young leaders with prominent South African leaders and One Young World Counsellors such as Tendai Mtawarira, Francois Pienaar, Thuli Madonsela, Shudufhadzo Musida, and Ashraf Garda.

## Hauwa Ojeifo Scholarship

Our Ambassador, Hauwa Ojeifo, received funding from Melinda French Gates in recognition of her exceptional leadership supporting the mental wellbeing of women and girls.

We are proud that in 2025, Hauwa will fund a brand new programme and scholarship in collaboration with One Young World, to develop 16 young leaders every year and impact 10,000,000 women positively by 2030.

For more information about our 2024 scholarships, go to page 20.

## One Young World Academy: Global Health

The One Young World Academy is a globally recognised e-learning platform designed to empower young leaders to make an impact.

In partnership with the Gates Foundation, we are launching a special series focused on critical global health issues, following on from the success of our 2024 series exploring Official Development Assistance.

For more information on our Academy, go to page 47.

## The NewNow

The NewNow is a One Young World programme supported by Virgin Unite, empowering the boldest emerging young leaders to shift the paradigm for how leaders worldwide drive change through systems-thinking and collective action.

The annual programme will support 10 young leaders from the global south to accelerate their skills and capacity to lead systematic change.

For more information on the programme, read the full 2024/25 Impact Report.

## Indigenous Strategy

Our Indigenous Strategy launched in 2023, but the work with our Indigenous Council and our inaugural Indigenous Youth Day was not a one-off.

This is a long-term commitment, in recognition of which we reviewed our Indigenous Strategy, and will be expanding the size and remit of our Indigenous Council.

For more information on the Council's work in 2024, read the full 2024/25 Impact Report.



# Summits

a life-changing experience





# Montréal/Tiohtià:ke 2024

## Review

We are proud to have brought our Summit to Montréal/Tiohtià:ke in 2024, to address some of the most pressing issues of our age.

1,952

Delegates from over 190 countries

241

speakers at the 2024 Summit

4.64/5

average Delegate rating of the 2024 Summit\*

### Stage Sessions

The main agenda was hosted at the Palais des Congrès de Montréal. The content on the Presentation Stage focused on five Plenary Challenges: Indigenous Voices, the Climate and Ecological Crisis, Artificial Intelligence, Health Equality, and Peace.

Counsellors, Delegates, and Ambassadors also spoke on the three interactive stages, sponsored by IKEA, Reckitt, and the City of Montréal with the Québec Provincial Government.

These sessions covered a broad range of topics, including panels on combating hate and intolerance, exploring resilience and resistance with women from Afghanistan, and advancing the future of disability advocacy.



### Opening Ceremony

The Opening Ceremony, sponsored by Deloitte and BMO Canada, was held in the iconic Bell Centre. It featured keynote speeches from Margaret Atwood, David Suzuki, and Sir Bob Geldof.

4.54/5

average Delegate rating of the Opening Ceremony\*



### Summit Workshops

The Summit included 63 workshops that provided Delegates with actionable skills and insights to deliver their social impact, led by a selection of expert host organisations including the Z Zurich Foundation, University of Bath, and the Yunus Centre.

"The workshop I attended provided a deep dive into the fintech ecosystem, offering practical steps on how to turn a concept into a viable startup... It was a mind-opening experience that equipped me with practical skills I can apply to future projects." - 2024 Delegate



"The sessions on climate action, social entrepreneurship, and global equity were particularly impactful. I left the Summit feeling inspired and motivated to implement the new ideas and collaborations fostered at the event." - 2024 Delegate



94.1%

of Delegates reported that the Summit assisted their professional development\*

91.4%

of Delegates reported that the Summit improved their capacity for leadership\*

63

workshops hosted by partner organisations

\* Results from a survey of 329 Delegates who attended the 2024 Summit





### Additional Agenda

Delegates attended regional networking sessions led by the volunteer teams responsible for post-Summit engagement in their respective region.

Delegates had the chance to attend any of the **31** unique Action Sessions centred around key social impact areas, discussing solutions and developing ideas for collaborative action with their peers.

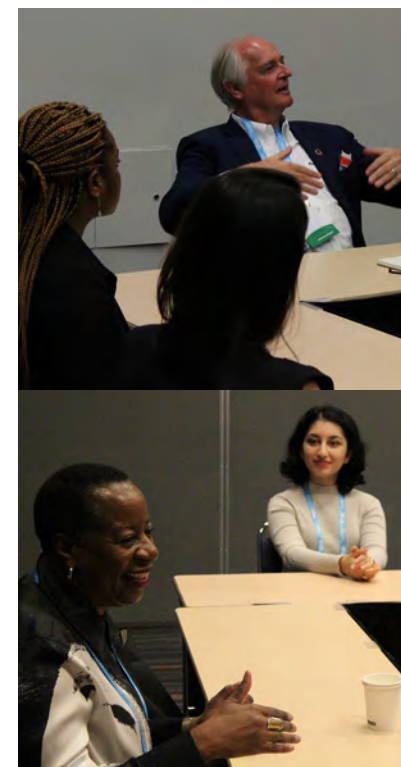
"I loved attending the Action Sessions as it was the best way to network with individuals... it allowed you to meet people of similar interests and work, therefore was a great way for future collaboration." - 2024 Delegate

# 4.5/5

average Delegate rating of Action Sessions\*

# 96.9%

of Delegates reported that the Summit gave them a platform to discuss their work with potential collaborators and/or like-minded people\*



### Mentor Sessions

We arranged **34** exclusive Mentor Sessions, convening intimate groups of exceptional Delegates to meet with our Counsellors, in a closed-door setting, to discuss a topic of shared expertise and exchange solutions.

# 201

Delegates attended an exclusive Counsellor-led Mentor Session

# 4.79/5

average Delegate rating of Mentor Sessions\*

### Global Leadership Programme

Our programme of seven pre-Summit online events introduced Delegates to the seven pillars of One Young World's Leadership Charter.

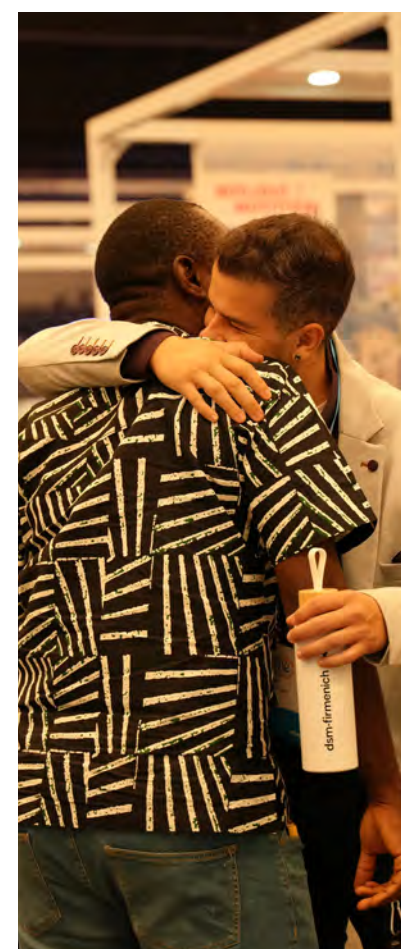
The programme gave Delegates a framework for responsible, ethical leadership, insight into the Summit's Plenary Challenges, and general guidance to maximise the impact of their Summit experience.

# 1,350

attendees of Global Leadership Programme

# 4.33/5

average Delegate rating of the Global Leadership Programme\*



### Community Square

The Community Square was host to exhibition stands to connect attendees with industry-leading organisations, learning what they are and can do to tackle the world's biggest challenges.

In the Square, we collaborated with Braindate on a networking lounge to facilitate one-to-one and small group discussions between Delegates.

# 3,027

unique connections made between Delegates at the Braindate Lounge

# 98.5%

of Delegates made promising connections with other Delegates\*

\* Results from a survey of 329 Delegates who attended the 2024 Summit



Indigenous Youth Day

The 2024 Summit was launched on 17 October with One Young World’s inaugural Indigenous Youth Day.

We acknowledge that we gathered within the traditional unceded lands of the Abenaki peoples, part of the Wabanaki Confederacy.

We also acknowledge the neighbouring territories of the Kanien’kehá:ka peoples, part of the Haudenosaunee Confederacy. We honour and thank the traditional custodians of this land and strive to work for the success of future generations.

60

Indigenous Communities represented by 100 attendees from 30 countries

“The energy, wisdom, and strength I witnessed during Indigenous Youth Day filled me with a deep sense of pride in my heritage, and it made me feel even more connected to the global Indigenous community.” - 2024 Delegate

This event was developed in collaboration with One Young World’s Indigenous Council and delved into the unique role that Indigenous peoples worldwide must play in global leadership.

The agenda included sessions exploring Environmental Stewardship and Climate Change, Culture and Language, Embedding Indigenous Perspectives within Institutions, Transforming Trauma into Healing, and much more.



“The pre-Summit Indigenous Youth Day was an eye-opening experience. I appreciated the opportunity to learn about the rich cultural heritage and the unique challenges faced by Indigenous communities. The sessions were informative and thought-provoking, and the interactions with Indigenous youth leaders were particularly impactful. It was a day of learning, sharing, and building bridges of understanding and respect.” - 2024 Delegate

The day began with a traditional welcome and opening remarks from representatives of local Indigenous Community, a keynote from Grand Chief Cody Diabo, and featured ceremonial expression through live performances.

Speakers included Regional Chief Joanna Bernard, Matcha Phorn-In, Hana-Rawhiti Maipi-Clarke MP, and Senator Michèle Audette.

“It was a space where Indigenous voices were not just heard but truly celebrated. Being surrounded by fellow Indigenous youth, all united in our shared mission to preserve our cultures, protect our lands, and uplift our communities, was an incredibly empowering experience.” - 2024 Delegate

4.53/5

average attendee rating of Indigenous Youth Day\*



\* Results from a survey of 24 Delegates who attended the 2024 Indigenous Youth Day



Scholarships

Our scholarships provide a fully-funded pathway for young leaders with proven track records of delivering social impact to attend our annual Summit.

These opportunities are developed jointly with our partners in the private, public, and third sectors.

Scholars are integral to One Young World's mission. They often work on the frontlines of vital issues in their respective communities, creating social change where it is needed most.

Our annual Leading Scholarship is designed to identify and support outstanding young leaders from countries that are often under-represented at global forums and decision-making spaces.

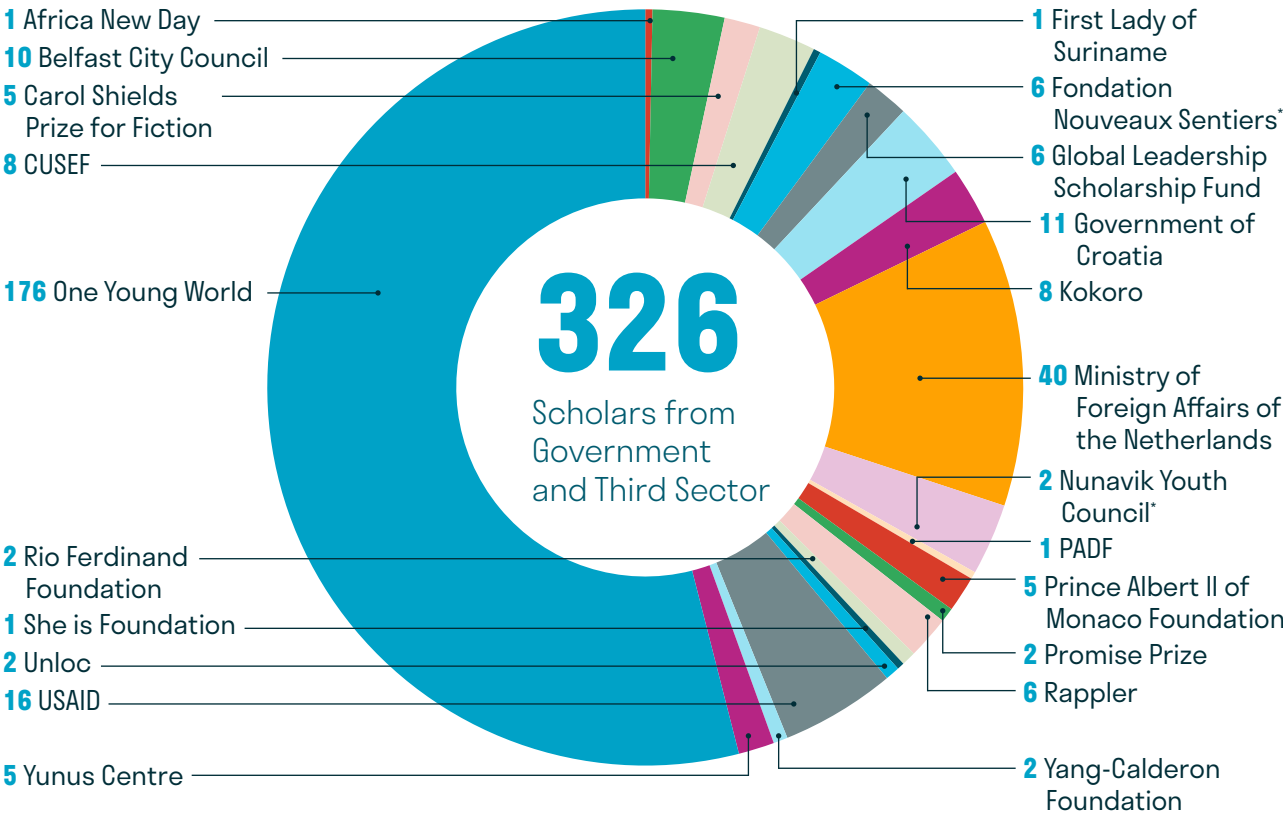
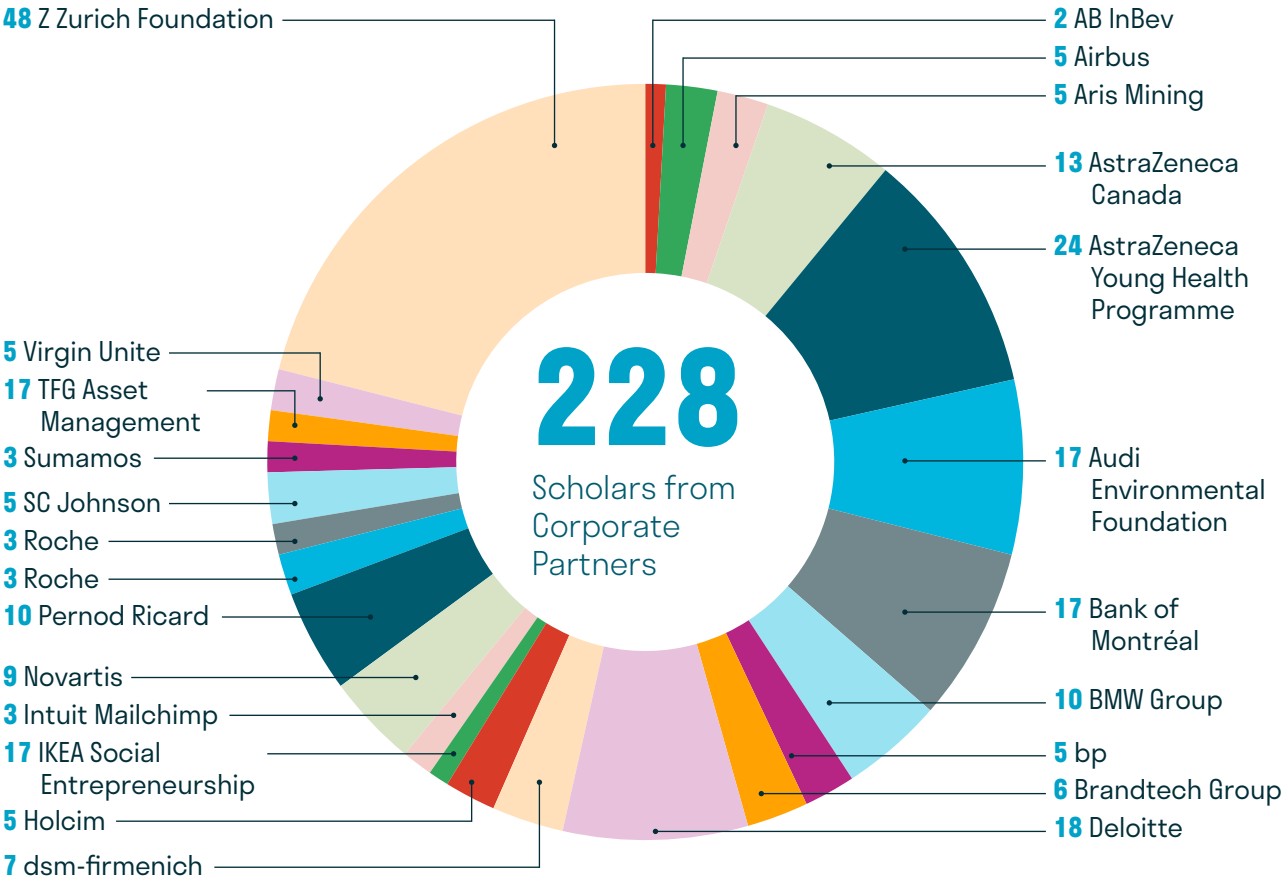


554

Scholars representing 180 countries supported by 47 One Young World Partners

74,847

scholarship applications received to attend Montréal/Tiohtià:ke Summit



\* Supported by Les Offices Jeunesse Internationaux du Québec



# Belfast 2023

Legacy

80%

of Ambassadors created new social impact within six months of attending the 2023 Summit<sup>1</sup>

40%

significantly developed their social impact initiative<sup>2</sup>

38%

became more socially responsible personally<sup>2</sup>

37%

started a new social impact initiative<sup>2</sup>

19%

started a new job or changed role to create more social impact<sup>2</sup>



The key drivers of impact are One Young World Ambassadors, who within only six months put their ideas and inspiration from the Summit into action.

Notably, Ambassadors who participated in additional One Young World programmes and activities after the Summit are even more likely to lead impact than those who did not, with **83%** creating new social impact within six months.

In a survey of 150 Ambassadors conducted six months after their attendance of the Belfast Summit, we asked respondents to rank their agreement to five statements aligned with our Theory of Change, between 0 (strongly disagree), 50 (neither agree nor disagree), and 100 (strongly agree).

Results show that the vast majority of Ambassadors felt more motivated, more equipped, and more respected as leaders after attending the Belfast Summit.

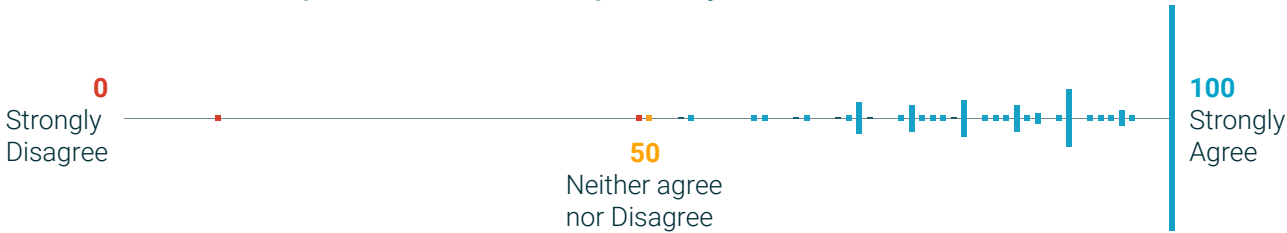
## Belfast 2023 inspired young leaders to increase their impact

97%

of Ambassadors have more drive to make a difference



“Being an Ambassador has improved my drive to make a difference.”



Ambassadors conclusively reported that the 2023 Summit inspired them to increase their impact, with an average agreement of **88.2/100** and only **two** surveyed Ambassadors disagreeing with the statement.

1. Results from a survey of 150 Delegates who attended the 2023 Summit  
2. Based on feedback from Ambassadors who created new social impact (80% of Ambassadors who attended the 2023 Summit)



Belfast 2023 equipped young leaders with better skills and capacity to act

97%

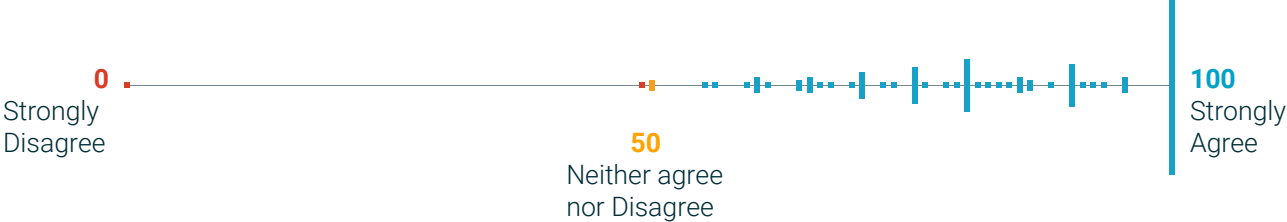
of Ambassadors improved their understanding of how to make a difference

93%

of Ambassadors have greater capacity to generate impact

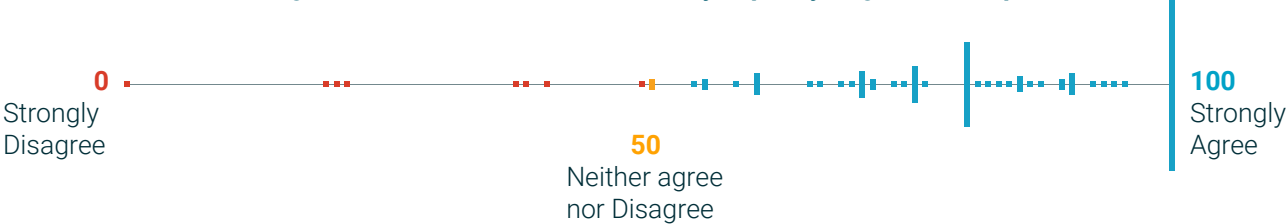


“Being an Ambassador has improved my understanding of how to generate impact”



The 2023 Summit successfully improved attendees’ understanding of how to create impact, with strong agreement averaging **84/100** by Ambassadors, and **34%** providing the highest possible ranking of agreement.

“Being an Ambassador has increased my capacity to generate impact”



The 2023 Summit increased the capacity of the attendees to create impact, enabling them to put their inspiration and understanding into action. On average, Delegates agreed with a strong ranking of **81.5/100**, and **33%** marked their agreement level as **100/100**.

Belfast 2023 elevated the profile and status of young leaders

92%

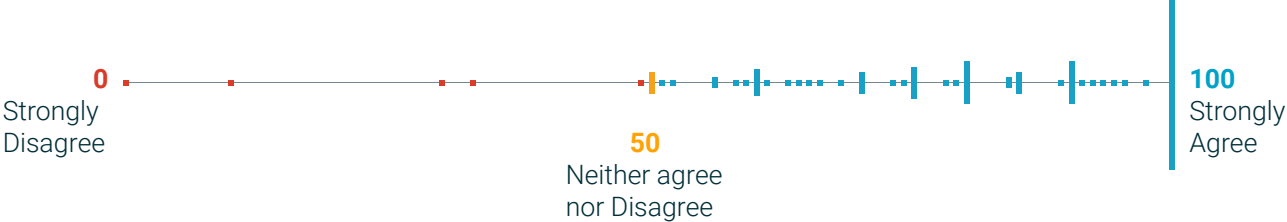
of Ambassadors feel their leadership has been given greater legitimacy

87%

of Ambassadors have a better platform to promote their impact

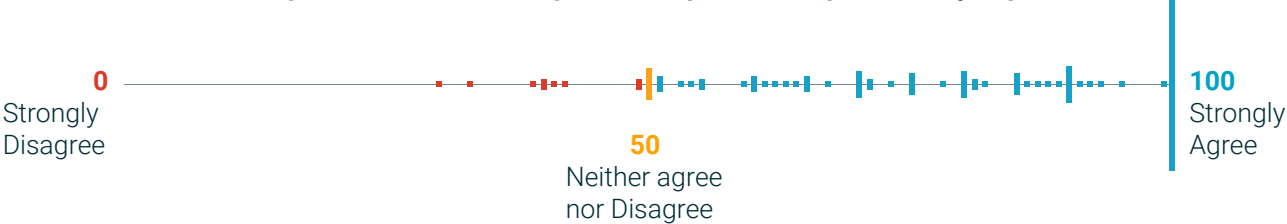


“Being an Ambassador has added legitimacy to my leadership”



After only six months, Ambassadors registered that perception of their leadership had changed since attending the 2023 Summit. On average, the strength of agreement was **80.8/100** that the young leaders acquired more legitimacy from their attendance and association with One Young World.

“Being an Ambassador has given me a platform to promote my impact”



The Summit offered a place for Delegates to promote their work, as have our online channels and network, which they can leverage as Ambassadors indefinitely. This is supported by an average agreement rating of **79.5/100**, with only mild disagreement (>30) from the 7% who disagreed.



## Belfast Legacy Event

Six months after our Belfast Summit, we were hosted at the Parliament Buildings in the Stormont Estate to continue the momentum of our impact in this vibrant city of changemakers.

The session was sponsored by Matthew O'Toole, Member of the Legislative Assembly of Northern Ireland, and organised by Stephen McCrystall, One Young World Legacy Ambassador for Belfast.

We had the immense pleasure of hosting the First Minister, Michelle O'Neill, and Deputy First Minister of Northern Ireland, Emma Little-Pengelly, who spoke about the positive impact One Young World has had on Belfast.

Spotlight speeches were given by Ambassadors Motaz Amer and Faith Drummond, who spoke about their Summit experiences and the impact they have made since.

Additionally, our Counsellor and Former British and Irish Lions Rugby Player, Hugo MacNeill, called on our Ambassadors to continue creating positive change.

## Seed2030

In 2024, we supported the first edition of Seed2030. The programme was designed and led by Unloc to support young people in Northern Ireland to test out an idea or develop a social action project.

**£10,000** was distributed between 10 young leaders in Northern Ireland. Each participant received a £1,000 microgrant and participated in a two-day immersive Leadership Development Bootcamp run by Unloc, helping them to progress their project, campaign, or venture.

Grantees were connected with relevant, expert mentors to support them for six months during the launch of their projects, supplementing the ongoing, regular support from Unloc staff.

Seed2030 was shaped and championed by local young people from Northern Ireland, Aimee Clint from the Education Authority, Nicole Parkinson-Kelly, a previous member of the Northern Ireland Youth Forum, and Stephen McCrystall, One Young World's Belfast Legacy Ambassador.

This expert local knowledge, combined with the expertise of Unloc staff to develop young changemakers, has created a project that will have an enormous impact in Northern Ireland, both on the young people themselves and their local communities.



### Ambassador Spotlight

#### Liam Harte

##### Rephobia

Living with OCD shaped Liam's passion for mental wellbeing and inspired the creation of Rephobia, a therapist-led VR platform helping people overcome phobias through immersive exposure therapy. While traditional treatment is often expensive or inaccessible, Rephobia offers an evidence-based, affordable, and scalable alternative designed for real clinical impact.

"Seed2030 offered more than just early-stage funding – it fast-tracked Rephobia's mission to make clinically-supported phobia therapy radically more accessible through immersive VR. The mentorship and leadership training helped us sharpen our vision and bring a once-impossible idea closer to reality."



### Ambassador Spotlight

#### Lauren Hill

##### Compassion Threads

Lauren founded Compassion Threads, a sustainable, luxury clothing brand created with animals and the planet in mind. The enterprise donates 50% of profits to animal charities, and ensures all of the clothing is made in sustainable, and cruelty-free ways. Any inks, materials, printing, and dyeing processes are 100% vegan.

## The Lyra McKee Award for Bravery

At the Belfast Summit, we established the Lyra McKee Award for Bravery in honour of the courageous Northern Irish journalist whose life was tragically cut short in 2019 while reporting on violent conflict.

The award celebrates journalists who are leading voices for truth, justice, and free speech, even in hostile environments, unstable settings, or under threat of retaliation.

In 2024, Palestinian journalist Plestia Alaqad became the second recipient of the award, in recognition of her fearless coverage of the ongoing crisis in Gaza. To learn more about her work and our other Journalists of the Year, go to page 42.



# Manchester 2022

## Outcomes

The 2022 Summit in Manchester continues to drive and shape the leadership of the 1,845 Ambassadors who attended two years later.



89.9%

of Ambassadors who attended the Manchester Summit have created new social impact within two years of joining One Young World<sup>1</sup>

42.7%

have created a new social impact initiative<sup>2</sup>

22.8%

have started a new job/role in social impact<sup>2</sup>

19%

have significantly developed the social impact initiative they lead<sup>2</sup>

4.57/5

average rating of Community activities attended by Ambassadors from the 2022 Summit<sup>1</sup>

93%

of Ambassadors who participated in additional One Young World programmes since the 2022 Summit have created new social impact<sup>1</sup>

86%

of Ambassadors have remained connected with other Ambassadors from the 2022 Summit<sup>1</sup>

81%

of Ambassadors continue to be guided by the lessons they learned at the 2022 Summit in their social impact work<sup>1</sup>

1. Results from a survey of 123 Ambassadors who attended the 2022 Summit, collected in October - November 2024  
2. Based on feedback from Ambassadors who created new social impact (89.9% of Ambassadors who attended the 2022 Summit)



# Programmes

inspire, build, elevate





# Lead2030

Lead2030 is our flagship funding mechanism for young leaders tackling issues across the UN Sustainable Development Goals.

The 2024 edition mobilised **\$300,000** to support seven changemakers providing solutions to the world's biggest challenges.

Challenge Winners were awarded **\$50,000** to accelerate their initiative, and participated in a personalised six-month mentorship programme with the industry-leading company which sponsored their challenge.

**\$2.9 million**

delivered by programme since inception in 2018

**57**

young leaders have been supported representing **26** countries

**16**

world-leading organisations have provided funding and mentorship



## 2024 Challenge Winners: Project Previews

The following Challenge Winners are in the early stage of Lead2030, so their features do not include the final impact of their participation in the programme.



SDG 4: Quality Education and SDG 13: Climate Action  
**How do we prepare 100 million futures for a world of opportunity?**

**Deloitte.**



### Tribe Network

**Alfred Burgesson**

Canada / Ghana  

Alfred is the Founder and CEO of Tribe Network, a community of racialised people pursuing entrepreneurship and innovation. Tribe Network partners with industry, community organisations, governments, educators, researchers, and organisations who share the mission of applying innovative solutions to the task of improving the wellbeing of Black, Indigenous and People of Colour.

It has created impact via various programmes, such as the Black Start-Up Project, funded by the Atlantic Canada Opportunities Agency, **supporting 500+ Black entrepreneurs to start, build, and accelerate their businesses.** Tribe Ventures is a new equity investment fund launched to address the systemic barriers faced by racialized communities in accessing capital.

The fund is raising \$20M to make equity investments in founders in Atlantic Canada and beyond. The Tribe Start Small Grant Program funded by Emera, has **provided 82 racialised entrepreneurs across Atlantic Canada access to \$200,000 of grant funding**, mentorship, coaching, and networking opportunities.

Lead2030 is supporting Alfred to expand their operations and impact, creating more opportunities for his community of racialised people.



### Farmer Lifeline Technologies

**Esther Kimani**

Kenya 

As the founder and CEO of FarmerLifeline Technologies, Esther is a pioneering figure in Africa's agricultural robotics. Farmer Lifeline is an agricultural technology company dedicated to supporting small-scale farmers through advanced AI technology.

The organisation has developed a proprietary solar-powered device that uses AI and machine learning-enabled cameras to detect crop pests and diseases at an early stage. These devices then send timely notifications to farmers with the precise solutions they should use, allowing them to increase their farm yields and reduce crop losses.

Farmer Lifeline not only enhances climate resilience for small-scale farmers but also enables farmers to better adapt to and mitigate the effects of climate change. With **over 5,000 farmers using the technology monthly**, it is creating impact across four counties in Kenya. The funding and mentorship in Lead2030 is contributing to the launch and scaling of their revolutionary FarmSnap Image Analyzer, a technology that enables any farmer to seamlessly capture and receive accurate analysis on the crop pests and pathogens in their farm. They also receive recommendations for fertilisers to apply, drought-resistant seeds to plant, and carbon-negative farm chemicals. This is helping Esther achieve her aim of **impacting 250,000 farmers by 2027.**





SDG 6: Clean Water and Sanitation

**How do we achieve universal access to clean water, sanitation, and hygiene by 2030?**



### Solar Water Project

**Hamza Farrukh**

UK / Pakistan  

The Solar Water Project, also known as Bondh-E-Shams, is a pioneering initiative dedicated to addressing the global water crisis by providing sustainable, solar-powered water filtration solutions.

It was founded by Hamza Farrukh, who after surviving typhoid he contracted from unsafe drinking water on his 7th birthday, he pledged to make a difference. Implementing innovative technology, the Solar Water Project has developed the OASIS Box, **a portable, solar-powered water filtration system that removes 99.9999% of bacterial and arsenic contamination.**

To date, the project has **successfully implemented its solutions in 175 villages** across six countries, **positively impacting over 175,000 people.** The Solar Water Project not only ensures access to clean water but also promotes environmental sustainability by using renewable energy sources and beginning to leverage climate finance markets.

Lead2030 is directly supporting a project in Nowshera, Pakistan, which aims to address the critical issue of groundwater contamination that resulted from the 2022 floods in the country, covering the purchase, installation, and maintenance of OASIS Boxes, workshops, and data monitoring.



### Cycleau

**Noemi Florea**

USA 

Cycleau is a compact water treatment system that can be retrofitted under sinks, showers, and laundry units to turn greywater into drinking water. Cycleau is led by Noemi, an internationally recognised youth climate innovator who founded LÆRO, an independent design studio developing product-service systems in response to challenges highlighted by the global sustainable development goals.

Cycleau processes greywater using four stages of filtration, disinfection, and heat recovery to treat **over 200 contaminants.** When installed in buildings, Cycleau can **reduce building water footprints by up to 80%** while **reducing the energy footprint of building water utilities by 34%.**

Its patent-pending technology utilises a four-stage wastewater treatment system involving sediment filtration, membrane filtration, UV irradiation, and drain water heat recovery within a compact enclosure measuring one foot by one foot by two feet.

Lead2030 is contributing to Cycleau installing pilot units and conducting water quality testing that will verify the system's capacity to treat greywater into drinking water over a six-month usage period.

## 2023/24 Challenge Winners: Impact Case Studies

The following Challenge Winners have participated in all core elements of Lead2030, so their features include the full impact from their participation in the programme.



SDG 7: Affordable and Clean Energy

**How can we ensure access to energy for all?**



## Mahlaseli Energy

**Matsepiso Majoro**

Lesotho 

Matsepiso is the Co-Founder and Managing Director of Mahlaseli Energy, a social enterprise that provides off-grid solar energy and water supply solutions to Lesotho's rural communities. Traditionally, solar energy solutions have a high upfront cost that can be prohibitive to low-income communities, keeping them from electricity access. Through the Mahlaseli Energy pay-as-you-go model, these communities can pay an upfront fee for electrification and water supply system installation and then monitor their energy and water usage on a monthly basis.

Prior to winning the Lead2030 Challenge, Mahlaseli Energy only provided off-grid electrification and water supply assistance to households, but hoped to expand into public services. Nonetheless, she faced challenges accessing clean energy financing that would enable her to expand Mahlaseli Energy's scope and reach other areas of the country.

After winning the Lead2030 Award and partnering with her Challenge Sponsor, ČEZ Group, Mahlaseli Energy began partnering with schools and health systems to provide electrification support. This was made possible after ČEZ Group connected Matsepiso and her team with the Czech Development Agency.

"In the past 12 months of the programme, we were able to do the electrification of rural schools. We are currently doing an electrification of a rural health center project. We have attained this project through the mentorship of ČEZ Group. Through Lead2030 we were able to tap into the education and health sectors."

The pilot programme created by this partnership, called the Health Centre Electrification Project, serves a community of 10,000 people. Additionally, the funding she received from the Lead2030 Challenge allowed Mahlaseli Energy to open an additional branch in a high-need area of Lesotho.

In the future, Matsepiso wants to continue Mahlaseli Energy's expansion, eventually reaching all ten districts of the country and additional countries in Southern Africa. She also hopes the organisation will expand into additional renewable energy technologies and continue its growth in the public sector.

# 11,230

people provided access to electricity

# 250.49

tCO<sub>2</sub> mitigated







SDG 3: Good Health and Wellbeing  
**How can we solve health  
 and environmental equity?**



## Health Horizons International Foundation

**Eliezer Lappots-Abreu**

Dominican Republic

Eliezer is the President and Executive Director of Health Horizons International Foundation (HHI), a non-profit organisation founded in 2009 with a mission to strengthen primary health care in the Dominican Republic.

The Foundation has a long-running track record of success in providing healthcare interventions, since its inception impacting almost 1.8 million people through its various combined programmes, many delivered in collaboration with the country's Ministry of Public Health. HHI has consistently been at the forefront of efforts in the Dominican Republic to deliver education, prevention, and integral management of non-communicable diseases like diabetes and hypertension using a comprehensive approach.

Due to this track record of impact, Eliezer and the team were selected as Lead2030 Challenge Winners by AstraZeneca, and Eliezer was invited to participate in its Young Health Programme (YHP). The programme enabled Eliezer and HHI to invest in new public health interventions, by expanding Movimiento Mujeres, a programme focused on women's health.

"Participating in the Young Health Programme and One Young World has been a deeply transformative experience, both personally and professionally, and my time in Belfast in 2023 and Montréal in 2024 played pivotal roles in shaping who I am today."

Movimiento Mujeres has trained 12 young women to become community healthcare workers (CHW), with 30 additional women currently enrolled in training. In addition to normalising conversations around sexual health and mental wellbeing, these CHWs provide their community with health information, support vaccination campaigns, and connect families to healthcare.

Through Movimiento Mujeres and via support from the YHP, 19,210 people have been reached with health services or resources. The programme has significantly improved access to reproductive healthcare in target communities, who have received high-quality, comprehensive health education. In addition, the 12 women who are now CHW, benefited personally from leadership training as part of the programme.

Eliezer remains committed to expanding additional programmes of HHI, such as Sano y Feliz, which provides youth with knowledge about nutrition, mental health, and chronic disease prevention.



Go to page 103 for the project's full SROI analysis.



SDG 3: Good Health and Wellbeing  
**How can we solve health  
 and environmental equity?**



## India Clean Air Network

**Ajay Mittal**

India

Ajay is the Co-Founder of the India Clean Air Network (ICAN), an initiative under the Environment Conservation Society (ECS) that is working to address climate change and related social inequities. It does this by supporting initiatives for resilient cities, clean air, and clean energy access in rural communities. ICAN's pilot project on effective waste management was carried out at the local level, and an advocacy campaign culminated in a government clean air action plan for cities that consistently fail to meet national air quality targets.

As a winner of the Lead2030 Challenge and participant in AstraZeneca's Young Health Programme (YHP), Ajay set out to build a comprehensive programme to address the intersectional air pollution and health challenges faced by vulnerable communities through community engagement and youth mobilisation. With support from AstraZeneca, ICAN has improved the waste disposal practices of communities in the Kolkata Metropolitan Area. This has been a chronic challenge for the district, where the vast Dhapa landfill has caused frequent fires and a significant deterioration of air quality. Ajay's approach concentrated on waste, mobility, and city cleanliness, which following his previous work at ECS he realised needed radical reform.

"Lead2030 allowed us to be more ambitious with the project and the interventions that we have been doing. It created the opportunity for us to create more impact, work with larger communities, and work more deeply with municipalities."

ICAN's programmes specifically target schools and colleges, and vulnerable young people from low-income households or residing in urban slums. They provide beneficiaries with the knowledge and skills they need to address waste management and pollution challenges in their localities. ECS has secured important governmental support by signing a Memorandum of Understanding (MoU) with the Barrackpore Municipality, part of the Greater Kolkata Region, to increase the waste segregation and general waste management practices of the district.

With support via the YHP and funding from the Lead2030 prize, ICAN has trained 500 households in effective waste management practices and provided them with household waste collection services that enable them to put that training into practice. ICAN has also trained over 100 young people on waste segregation, composting, social mapping, and field-data collection via five-day workshops with on-ground immersion. Finally, ICAN has arranged events and festivals, promoting messages on sustainability, waste segregation, and eco-friendly lifestyles to reach an additional 5,000 people.



Go to page 104 for the project's full SROI analysis.





SDG 6: Clean Water and Sanitation

**How do we achieve universal access to clean water, sanitation, and hygiene by 2030?**



## PowWater

Ellie Hartpence

USA

Ellie is the Co-Founder of PowWater, a social enterprise that provides clean water delivery in Nairobi, Kenya. Despite infrastructure progress, over 70% of constituents in Nairobi do not have reliable access to piped water. A significant challenge faced is a lack of access to water pipes, which are often nonexistent or old and working improperly, increasing risk of waterborne disease. PowWater seeks to provide communities with safe, reliable water access by delivering quality water via truck and providing technological resources to monitor water levels and tank quality.

Before she was selected as a Lead2030 winner, PowWater had launched in Nairobi but sought to deepen their brand awareness and direct customer engagement through marketing strategies. Her partnership with Reckitt enabled the enterprise to develop a digital identity and target their external communications.

"We have a lot of advisors. We've never had a mentorship that's as fruitful as this one. It's truly on another level. Reckitt doesn't view this mentorship as a box checker. They're genuinely trying to go really deep with impact partnerships and with seeing their relationships deepen over time."

After refining PowWater's approach to storytelling, Ellie has had increased success growing her business, expanding her customer base with both businesses and households, and bringing in external stakeholders including new grant funders.

Since beginning the partnership with Reckitt, PowWater has experienced a tenfold increase in revenue, allowing the organisation to continue its expansion into additional areas of the Nairobi metropole. In 2024 alone, the enterprise moved 276 million litres of water, conducted 28,000 deliveries, and had 700 new customers.

Looking ahead, Ellie wants to continue working with Reckitt to overhaul the water distribution model and make PowWater the biggest water distributor in the world. While the enterprise will remain focused on Nairobi for the immediate future, Ellie foresees an expansion into additional markets in East Africa and Latin America.

# 276 million

litres of water transported

# 28,000

deliveries made



SDG 6: Clean Water and Sanitation

**How do we achieve universal access to clean water, sanitation, and hygiene by 2030?**



## Tayaba

Nida Sheikh

Pakistan

Nida is the CEO of Tayaba, a social enterprise tackling water scarcity in rural Pakistan, a country projected to face absolute water scarcity by 2030. As the fifth most climate-vulnerable nation in the world, Pakistan's rural communities are at the frontline of this crisis, with women and children bearing the greatest burden. In these regions, women, often referred to as "water laborers," are forced to walk miles carrying heavy clay pots to fetch water, which is frequently unsafe. This already dire situation worsens during climate disasters such as flash floods and droughts, which either destroy or dry up water infrastructure.

Prior to her selection as a Lead2030 winner, Tayaba was a non-profit operating on donations. The primary offering of the organisation was the H2O Wheel, a device designed to make water collection easier that can hold 40 litres of water and cut travel time in half. While Nida sought to transform the organisation into a social enterprise, she faced difficulty making Tayaba financially sustainable. She also wanted to diversify the products that Tayaba offered.

Nida's Challenge Sponsor, Reckitt, supported Nida by co-developing a financially sustainable business model. The organisation has since transitioned to selling products in urban areas that raise revenue for Tayaba's water access projects in rural communities. Additionally, Reckitt supported Nida in the development of projects and piloted a new high-tech innovation, H2O Air, which transforms air into pure water.

"We evolved from offering a single low tech product to building a holistic portfolio of water solutions. Today we are implementing high tech innovations like solar powered water pumps and air-to-water devices. We're moving from simple rollers to smart systems. This transformation has given us not just reach but also resilience, and it was the contribution of Lead2030 and Reckitt's continuous support and mentorship since 2023 that helped us pivot to a financially sustainable social enterprise."

Since winning Lead2030, the prize money from Reckitt has enabled Tayaba to donate H2O Wheels to 520 households, equivalent to over 4,000 people, and install a solar-powered water facility in Rajanpur, one of Pakistan's poorest and most climate-vulnerable regions. As a result of this, the beneficiaries Tayaba surveyed have had a 40% decrease in waterborne diseases and reported a 100% increase in income.

Recently, Tayaba has entered into a scaling phase partnership with Reckitt that will result in 30 H2O Air devices being installed in hospitals and schools in the city of Lahore. Nida also benefits from the wider entrepreneur ecosystem that Reckitt is building together with partners like Yunus Social Innovation. Having delivered 500 million liters of water, Tayaba is working to achieve the next milestone: lifting 25 million people out of water scarcity by 2030.

# 520

households provided water collection device

# 40%

decrease in waterborne diseases experienced by beneficiaries

# 100%

increase in the income of beneficiaries







## SDG 6: Clean Water and Sanitation

### How do we achieve universal access to clean water, sanitation, and hygiene by 2030?



## Openversum

**Laura Stocco**

Switzerland

Laura is the Co-Founder of Openversum, a social enterprise working at the intersection of engineering and community empowerment. To address a lack of safe and affordable drinking water, impacting 4.4 billion people worldwide, the company combines an innovative filtration membrane system with microfranchising. Openversum chose to launch in Colombia, where 27% of households lack access to a clean water supply and countless others do not have water access due to unaffordability. This inequality is more pronounced in rural areas that also have limited electricity access, making electricity-reliant water filtration systems impossible to implement.

The Openversum Filter relies on a gravity-powered filter utilising membrane and carbon media, requiring no electricity to operate. Further, Openversum's microfranchising solution teaches individuals in the local communities Openversum serves to assemble, sell, and maintain the state-of-the-art drinking water filters. This empowers people, primarily women, to become water entrepreneurs.

Before winning the Lead2030 Challenge, Laura wanted to refine Openversum's partnership strategy and digital presence. Nevertheless, she faced limited capacity, a challenge familiar to many start-ups.

"The whole Lead2030 programme helped us to not only get more visibility and credibility, but to start conversations with potential partners and sponsors, run more field events, and make donations in schools. We've grown so much."

After receiving mentorship from Reckitt, Laura had the opportunity to expand the Openversum team and redesign Openversum's digital presence, including its mobile application. The Lead2030 prize funds also enabled Openversum to donate water filtration devices to schools, medical centres, and other public services and community meeting places. In total, 46 water filtration systems were donated providing 2,085 people with clean water access. The visibility of these donations served to bring Openversum's water entrepreneur base additional customers.

Additionally, the enterprise's e-learning platform, used by female entrepreneurs to upskill, was upgraded. Now, 50 Openversum entrepreneurs receive access to videos on an online support platform where they learn to not only create but sustain their business, manage their resources, and ultimately achieve long-term financial security for themselves, their families, and their communities.

Within five years, Laura envisions Openversum reaching five million people with clean water. She also hopes to expand the offerings of Openversum, leveraging innovative engineering to create additional products and microfinancing solutions.



# 2,085

people provided access to clean water

# 46

water filtration systems donated



# Leadership Awards

Our annual Leadership Awards recognise exceptional contributions made by young leaders in the fields of politics, entrepreneurship, journalism, and advocacy.

Winners were selected by expert judging panels and presented with their awards at the 2024 Summit in Montréal/Tiohtià:ke.

We are grateful to TFG Assessment Management and Intuit Mailchimp for sponsoring the Entrepreneur of the Year and Campaigner of the Year respectively.



## Journalist of the Year

*Selected by: Ilia Calderón, Anchor, Host and Correspondent; Lyse Doucet, BBC's Chief International Correspondent; Nima Elbagir, CNN's Chief International Investigative Correspondent*

### César Dezfuli

Spain 🇪🇸

César is a journalist and documentary photographer whose work focuses on migration, human rights, and international affairs.

### Shaneel Lal

Fiji / New Zealand 🇫🇯 🇳🇿

Shaneel is a queer rights activist of Indian and native Fijian descent, and was the leader of the successful movement to ban gay and gender conversion therapy in New Zealand.

### Plestia Alaqa

Palestine 🇵🇸

Plestia is a Palestinian journalist who became a leading figure documenting the humanitarian consequences of Israel's invasion of Gaza to her online audience of over four million.

## Politician of the Year

*Selected by Hasina Safi, Former Minister of Women's Affairs for Afghanistan; Kumi Naidoo, Former Secretary General of Amnesty International; Laura Chinchilla, Former President of Costa Rica.*

### Elena Sofia Motta Kolleff

Guatemala 🇬🇹

Elena made history in Guatemala as the youngest woman ever elected to Congress at 22, and is fighting to build a better country for the working class, women, and youth by advocating for a government that works for all, for gender equality, and an end to corruption.

### Hana-Rawhiti Maipi-Clarke

New Zealand 🇳🇿

Hana-Rawhiti is the youngest MP in New Zealand since 1853, representing the only Indigenous party in the country, and has created resources to educate young Māori by decolonising the educational system with traditional Māori knowledge and practices.

### Kamal Khera

Canada 🇨🇦

Kamal became one of Canada's youngest female MPs when she was elected for Brampton West, and has used her 10 years in office to advocate for a prospering middle class, safer communities, equitable healthcare, and empowering youth.

### Ryvan Alshebl

Germany 🇩🇪

Ryvan became Europe's first refugee mayor when he was elected in January 2023 after fleeing the war in Syria in 2015. His goal as Mayor of Ostelsheim is to achieve a climate-neutral community and a healthy social climate.

## Campaigner of the Year, presented by Intuit Mailchimp

*Selected by an expert judging panel chaired by Dee Dunne, Senior Director of Global Lifecycle Marketing & Operations at Intuit Mailchimp.*

### Chanel Contos

Australia 🇦🇺

Chanel is the Founder of Teach Us Consent, a grassroots campaign that exposed the prevalence of sexual violence in students, and advocated for consent education to prevent this.

### Elena Michael

UK 🇬🇧

Elena is the Co-Founder and Director of #NotYourPorn, a survivor-led movement combating image-based sexual abuse affecting non-consenting adults, sex workers, and under-18s.

### Vanessa Mbonu

USA 🇺🇸

Vanessa serves as the NAACP's Vice President of Marketing, and has been instrumental in communicating the organisation's federal advocacy and policy initiatives through digital campaigns, media relations, and integrated marketing.



## Entrepreneur of the Year, supported by TFG Asset Management

*Selected by an expert judging panel chaired by Stephen Prince, CEO of TFG Asset Management.*

### Charlot Magayi

Kenya 🇰🇪

Charlot is the Founder of Mukuru Clean Stoves, and has manufactured and distributed over 400,000 life saving cookstoves, impacting the lives of 2,000,000 Kenyans living in poverty.

### Kate Kallot

France 🇫🇷

Kate is the Founder and CEO of Amini, an African startup building the data infrastructure for Africa and the Global South to regenerate natural capital at scale.

### Trisha Prabhu

USA 🇺🇸

Trisha is an inventor and the Founder and CEO of ReThink™, a patented technology that stops cyberbullying before the damage is done.





**pg. 35** features  
**Matsepiso Majoro**

Matsepiso completed the 2024 Action Accelerator programme to develop her renewable energy company, Mahlaseli Energy. The programme helped her to develop the business model and pitch deck to attract support for her company, which provides off-grid solar and water solutions for rural households in Lesotho.

# Action Accelerator

The Action Accelerator is a programme designed to take Ambassador's post-Summit ideas from inspiration to impact.

The 2024 programme consisted of six core modules to support Ambassadors in their effort to launch or scale sustainability initiatives.

Each module featured a core online workshop, a follow up action session, and complimentary offline resources.

## 100%

participants improved their skills to create social impact\*

## 100%

participants were provided with a platform to share with and learn from their peers\*

## 96%

participants were helped to build their ideas for social impact\*

### Modules

1. Research the Problem
2. Build Your Vision
3. Create your Action Plan
4. Personal Branding and Advocacy
5. Storytelling and Pitching
6. Understand Your Impact

### Action Sessions

These seminars gave space to Ambassadors to share their learnings with their peers, and follow up on the main action points from the related workshops and personal workbook.



### Ambassador Spotlight

#### Jaime Brown

Sign Language Interpreter

New Zealand 

Jaime started an interactive, self-paced Deaf Culture and Sign Languages training programme at her workplace, Concentrix. The programme is now available to all Concentrix staff worldwide and translated in over 10 languages. This training is an effort to create more inclusive workplaces and societies for the over 70 million Deaf and hard of hearing people worldwide.

Through the Action Accelerator Programme, she got the tools and knowledge to launch the program across all global offices. She was also inspired to set up her own charity and host training programmes outside of Concentrix.

"Through the Action Accelerator, I got the tools and knowledge to launch our program amongst all of my company's 270,000 staff worldwide. I was also inspired to set up my own charity and host training programmes outside of my organisation."

### Practice Pitches

This competition was the final stage of the programme that gave the Ambassadors the opportunity to demonstrate their learnings from the programme in an online live pitch to a panel of expert judges, who provided constructive feedback.



### Ambassador Spotlight

#### Anthony Carbrera

crenado.la

Ecuador 

Anthony is the Founder of crenado.la, an organisation aimed at transforming the personalised fashion industry in Ecuador and eventually throughout Latin America. The platform allows users to easily design and customise clothing and accessories, combining modern e-commerce technology with the craftsmanship of local embroidery and sublimation artisans.

Through the Action Accelerator Programme, Anthony received mentorship, resources, and a platform to refine their business model and better understand their target market. Thus, creando.la evolved from a concept to a viable business.

"Through the Action Accelerator, I received mentorship, resources, and a platform to refine our business model and better understand our target market. Thus, we evolved from a concept to a viable business."

\* Feedback from survey of 24 participants in the 2024 Action Accelerator





**pg. 99** features  
**Nilza Costa Baptista**

Nilza completed the One Young World Academy on Official Development Assistance in 2024. She is the Founder of Angola Hunger Relief, on a mission to reduce hunger by fundraising and working with a communitarian kitchen to distribute over 110,000 meals to the young and elderly in Huambo.

# One Young World Academy

One Young World Academy are online learning courses grounded in real-life experience, and designed with the interests and professional goals of young leaders in mind to help young leaders maximise their impact in various fields.

Students learn from world-renowned subject matter experts and gain the tools they need to increase their impact in the areas that matter to them.

## 2024 One Young World Academy: Official Development Assistance

### Gates Foundation

One Young World Academy Series 2024, an initiative by the Gates Foundation and One Young World, was the first globally recognised e-learning platform offering content on development challenges led by some of the world's foremost leaders and experts for young global leaders.

It consisted of four sessions featuring high-level representatives who addressed crucial topics related to overseas aid.

"The Academy was a turning point for me. It cleared the noise in my head around aid, challenged my assumptions and deepened my understanding of aid and the power of storytelling. It gave me more confidence to continue to pursue social justice" - Nilza Costa Baptista (left)

The sessions were designed to emphasise the importance of Official Development Assistance (ODA) in the international landscape and the challenges of ODA cuts.

Sessions explored how the debt situation in Africa has impacted the development and growth of the continent and encouraged action through participant deliverables by asking them to address how ODA has helped bridge the gap between the Global North and South.

Participants gained real-life practical project experience and developed a range of skills and knowledge about ODA topics, and received insights from experts in the field, including other young leaders who have expertise and vast experience across different fields.

They also had the chance to be part of an exclusive Media Master Class and have the chance to speak at media outlets about their leadership and contribution to the development of global challenges.

### Modules

1. What is ODA
2. Navigating Today's Global Landscape: Challenges and Opportunities in International Development
3. Understanding ODA: The Backbone of Global Development Funding
4. Rebranding the Official Development Assistance concept

# 56.5%

of participants completed all four modules

"Through the ODA Academy Series, I have gained a profound understanding of how Official Development Assistance can transform lives when rooted in community-driven solutions." - Babatunde Adewumi, One Young World Ambassador and Academy Media Champion

# 1,038

registrations from Europe, Asia, Africa and America

"In my time advocating for refugees, I have never come so close to talking about international aid like I did with One Young World's Official Development Assistance Course." - Mamuch Bey, Academy Media Champion

## 2025 One Young World Academy: Global Health

In our ongoing partnership with the Gates Foundation, we launched a special series focused on critical global health issues at the start of 2025.

This series explores how innovation, advocacy, and partnerships are essential to advancing global health outcomes.

The programme is developing 1,746 young leaders in Niger, Senegal, Democratic Republic of the Congo, Burkina Faso, and Côte d'Ivoire.



# Community Events

## 5,400+

People attended **112**  
Community Events in **30+**  
countries between January  
2024 - March 2025

From small get-togethers to large multi-day agendas, our annual calendar of events build on the foundations of the Summit to inspire, build the skills of, and elevate young leaders.

They bring together new and old cohorts of One Young World Ambassadors to foster collaboration and generate new ideas across our 18,700+ Community.

The events are delivered with support of our volunteer team of Managing and Coordinating Ambassadors, with frequent involvement from our Partner network.

"You should make the most of One Young World and try to get engaged with all the events that they are doing and meet the most people you can. It's amazing to see, after the years, how the people are advancing their projects." - Anna Torres Colom, 2021 Ambassador

## Semana de Pueblos Indígenas 2024

 Digital Event

To commemorate the International Day of Indigenous Peoples, our regional team in South America dedicated a week to celebrating and learning about Indigenous cultures.

With a series of online events and workshops, Semana de Pueblos Indígenas connected the public with our Ambassador Community making a positive impact in their communities.

The events offered a unique opportunity to reconnect with the region's Indigenous roots, understand the current priorities of Indigenous communities, and explore solutions for over 230 digital attendees.

## One Young World Paris Accelerator

 Paris 

Part of a Post-Summit series in 2024, One Young World collaborated with L'Oréal to host an event for 2024 Delegates to turn their ideas into impact.

Opened with a keynote speech from One Young World's Co-Founder, Kate Robertson, and followed by a panel of exceptional One Young World Ambassadors, the event was centred around a collaborative action-focused workshop.

Attendees were invited to develop learnings they attained during the One Young World Summit Montréal, 2024, into real projects and initiatives that they could use to generate transformative social impact.

## Standard Bank Intergenerational Masterclass

 Johannesburg 

One Young World Southern Africa hosted our in-person and online meetup for the region in April 2024, in partnership with Standard Bank.



The Masterclass is driven by the region's most pressing challenges, and takes into account the concerns and solutions of the young leaders themselves.

The agenda addressed the "year of democracy", and delved into topics from youth unemployment to mental health.

This Masterclass empowered 58 young participants with knowledge and strategies to tackle youth unemployment challenges, and understand the significance of the 2024 elections in driving socio-economic change in the region.



## YHP Costa Rica Congress

 San José 

One Young World teamed up with AstraZeneca for an impact-filled day at the Young Health Programme's Costa Rica Congress.

It was a dynamic day of workshops, panels, and keynotes uniting over 100 young health leaders, AstraZeneca professionals, and non-communicable disease experts to explore youth-led advocacy in improving health accessibility.

Attendees were joined by former President Laura Chinchilla, and heard from CEO of Alexion, Marc Dunoyer. This was boosted with powerful speeches and contributions from five exceptional One Young World Ambassadors and Young Health Programme fellows.



## One Young World ASEAN Leadership Forum

 Kuala Lumpur 

The Forum, an annual gathering of youth changemakers from the region, took place in Kuala Lumpur on 22 June.

It is designed to inspire action amongst young people, with an agenda featuring 16 exceptional changemakers, each transforming their communities in the topics of climate and ecological crisis, artificial intelligence, health, and diversity, equity, and inclusion.

With the support of Maybank, the event's primary sponsor, the hybrid event brought together over 350 young people, with 200 attending in-person and 150 virtually, from all ASEAN countries.



# Community

creating a fair, sustainable future for all





# Achieving the SDGs

We have aggregated data from all the Ambassadors featured in the full Impact Report to demonstrate how young leaders are addressing the 17 Sustainable Development Goals (SDGs). The SDGs are a framework of interconnected goals adopted by the United Nations to define the most pressing global challenges.

The following statistics are a representation of our Community's impact, from a sample of One Young World Ambassadors around the world. They are supported by stories and case studies that typify the leadership of our Ambassadors aligned with the SDGs.




403,717

vulnerable people received emergency provisions and essential resources

1


NO POVERTY



One to Watch

Dimitri Zogg

Cosaic

Switzerland 

Dimitri is Co-Founder and CTO of Cosaic (formerly Cultivated Biosciences), a Swiss startup creating dairy-free products using fermentation. Dimitri and the team have worked to perfect an animal-free alternative to dairy products, by transforming oleaginous yeast into cream using their proprietary biomass fermentation and extraction technologies. Cosaic is committed to building resilient food systems that meet consumer demand, and minimise the environmental cost of the industry.

Founded in 2021 in Zurich, Cosaic is transitioning from the research and development stage to the market entry phase with bold plans to introduce its cream to the US market in 2026, and to the European market in 2027, pending regulatory approval.




9,606,293

meals provided to people experiencing food insecurity

2

ZERO HUNGER



Community News

Project Oscar launches in Nigeria

Project Oscar, a charity aimed at improving the diagnosis and treatment of neonatal jaundice, is training 300 health workers in Lagos.

The first year goal is to reach 10,000 mothers, screen 9,000 children, and introduce new protocols to try and prevent babies with jaundice from developing cerebral palsy.

The project is named after disability advocate and Ambassador Oscar Anderson, who has cerebral palsy as a result of untreated jaundice.



616,693

people provided with access to healthcare and medical products

3

GOOD HEALTH AND WELL-BEING

1,385,467

people provided with access to education and training



4

QUALITY EDUCATION





### Hauwa Ojeifo receives \$20,000,000 to tackle gender inequality

In 2024, Hauwa was selected by Melinda French Gates as one of 12 leaders who received \$20 million in funding to support charitable organisations that are doing impactful work to improve women's health and wellbeing. This recognised her exceptional leadership starting a mental health revolution in Nigeria. After being diagnosed with bipolar and PTSD, she founded She Writes Woman, an award-winning movement destigmatising mental health by empowering people with lived experiences of mental health challenges to share their stories.

Hauwa is deeply committed to guaranteeing that charitable organisations which are focused on advancing women's rights are well funded and strongly supported, to overcome increasing and re-emerging challenges. In early 2025, Hauwa and One Young World came together to launch the Hauwa Ojeifo Scholarship, a brand new programme empowering 16 exceptional women every year with a comprehensive development curriculum, full participation in the One Young World Summit, and the opportunity for funding. The scholarship will help these leaders to impact **10,000,000** women positively by 2030.



# 123,414

women and girls equipped to fight against gender inequality



# 248,113

people gained access to new clean and affordable water sources



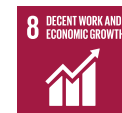
# 557,478

tCO<sub>2</sub> saved by renewable energy solutions



# 184,994

people upskilled for the world of work and entrepreneurship



# 2,190,000

users accessed innovative sustainability software to address industry-wide challenges



# 1,524,413

people from marginalised communities empowered to tackle systemic inequalities



#### Ambassador Spotlight

**Sagufta Janif**  
Outsource Fiji  
Fiji 



Vanity Fair's young leader for SDG 8 in the 2023 Global Goals List, Sagufta is a pioneering leader in the Pacific driving job opportunities.

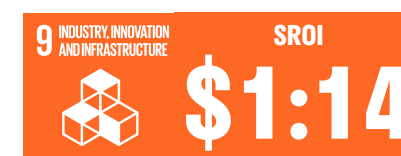
Despite leaving her role as Executive Director of Outsource Fiji, she has created substantial impact through programmes which develop and upskill the Fijian workforce.

For full project analysis, read the full 2024/25 Impact Report.



#### Ambassador Spotlight

**Salih Mahmod**  
Mosul Space  
Iraq 



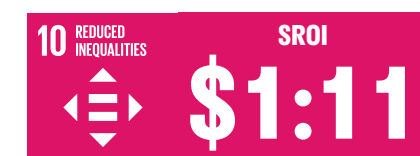
Salih founded Mosul Space, a makerspace that has held online and in-person tech and business workshops, helped launch countless start-ups, and contributed to humanitarian efforts by repairing damaged medical devices during ISIS occupation.

For full project analysis, read the full 2024/25 Impact Report.



#### Ambassador Spotlight

**Thalita Gelenske**  
Blend Edu  
Brazil 



Thalita is the Founder of Blend Edu, an organisation that aims to build an inclusive culture and help put diversity in action in companies by providing educational and training services.

Blend Edu's Diversidade has impacted 1,000,000 people from 150 organisations. Launched in 2024, Representia, Thalita's first B2C product, has over 38,000 users, 36,000 of which joined the platform in 2024.

For full project analysis, read the full 2024/25 Impact Report.





39,442

people engaged in solutions to protect the environment and culture of cities and communities



899,873

tonnes of waste prevented or upcycled



**Max Han**

**Youths United for Earth**

Malaysia 🇲🇾

Max founded Youths United for Earth (YUFE) to mobilise young Malaysians to create digital climate advocacy campaigns. The organisation does this by providing young people with mentorship opportunities from advisers in the environmental sector, sharing green campaigns on social media, and connecting people in its network through film and book clubs.

YUFE has reached over 50,000 people with advocacy campaigns encouraging sustainability. The organisation has also connected 200 mentors with 300 mentees through the Sustainability Mentorship Programme.

Its advocacy efforts have led to successful lobbying for the first ever Malaysian Climate Change Youth Advisory Board. Next, Max is drafting Southeast Asia's first Environmental Rights Declaration under the Association of Southeast Asian Nations with UN bodies, diplomats, and marginalised communities.



753,034

tCO<sub>2</sub> mitigated by climate action







### Prince of Wales stops by the Nancy Iraba's Seaweed Cafe

In a meeting arranged with the Earthshot Prize, One Young World Coordinating Ambassador, and self-professed "Seaweed Queen" met with His Royal Highness the Prince of Wales during Earthshot Week. Nancy founded Healthy Seaweed Co. to provide female seaweed farmers with a reliable marketplace for their produce.

To Learn more, read the full 2024/25 Impact Report.



**48,275**

m<sup>2</sup> of seaweed cultivated to sequester carbon and provide sustainable food sources



**2,650,250**

people educated to protect their environment



### Zahra Joya receives Magnitsky Award for outstanding journalism

Zahra was awarded by the Magnitsky Justice Campaign as Outstanding Journalist in recognition of her commitment to reporting on women's issues in Afghanistan, especially in light of the Taliban takeover.

She is the Founder of Rukhshana Media, a women-led news organisation covering women's issues in Afghanistan. Zahra was honoured not only for her huge personal achievements, but to shine a spotlight on the ongoing struggle for women's rights and press freedom in Afghanistan.

**Eddy Balina**  
Non-Violence Project Uganda  
Uganda 🇺🇬

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS **SROI**  
**\$1:70**

The Non-Violence Project Uganda works across Uganda's schools and communities to prevent and eliminate school-related violence. Founded in 2011, Eddy's flagship initiative, the Schools for Peace programme, trains teachers and school administrators in violence prevention and management. Devices to record and track violence are installed in schools as well as Peace Boxes that enable students to anonymously report violence.

To date, the Non-Violence Project Uganda has trained 25,200 students in 285 schools in peaceful conflict resolution, resulting in a 62% reduction in violence. 2,840 teachers have been trained to sustain this progress.

For full project analysis, read the full 2024/25 Impact Report.



**557,368**

people trained and educated to advocate effectively for peace



**\$141,650,000**

mobilised by Ambassadors from private/public sector partners for sustainability solutions





# Business for Social Good

L'ORÉAL®

Erwan Noel  
L'Oréal Citizen  
France 



Erwan is the International Director of the **L'Oréal Citizen** programme to mobilise a network of volunteers at L'Oréal.

Since 2010, the initiative has enabled employees to dedicate one workday a year, called L'Oréal Citizen Day, to volunteer at a non-profit organisation. The initiative also allows employees to contribute to charitable causes through several additional means such as Payroll Giving, Hackathons for good, crowdfunding campaigns, and mentorship.

After attending the Summit in 2014, Erwan changed positions at L'Oréal to work more closely on the company's sustainability aims. Particularly touched by Delegate Speakers that he heard discussing migration, disability, and sustainability, he found ways to implement social impact in both his personal and professional life.

Through L'Oréal Citizen, 97,000 hours of volunteering have been carried by 2,400 employees at 775 non-profit organisations. Additionally, 2.3 million euros have been donated to partnered non-profit organisations globally through the Payroll Giving programme.

€2.3 million

have been donated to partnered non-profit organisations

97,000

hours volunteered

"Everything changed after One Young World. It was a wake up call to better understand the leader I wanted to be in the world. After the Summit my goal was to embody my values and social and environmental concerns in my daily work life at L'Oréal as much as possible."

In addition to France, the Payroll Giving programme has been adopted by four additional companies including the United States, United Kingdom, Ireland, and Japan.

To continue connecting L'Oréal employees to local communities and helping them upskill their knowledge about social and environmental issues, he hosts regular lunch and learn presentations about L'Oréal Citizen Day.

In addition to his work with L'Oréal Citizen, Erwan also encourages peers at other organisations to implement volunteering days.

"We have a really strong impact on local communities and the common good, but we also have a really strong impact on the mindsets of our colleagues and subsidiaries. It's a way to create a sense of belonging by connecting to our inner generosity."



dsm-firmenich

Brenda Silva Magalhães  
Health for Indigenous Communities  
Brazil 



**Health for Indigenous Communities** is a 100-day project to provide nutritional support to children in Terena Aldeia Bananal.

dsm-firmenich's "100-day project" initiative challenges dsm-firmenich Ambassadors who attended the Summit in Montréal to work on a social impact project and deliver a proof of concept in 100 business days.

Inspired by the speech of an Indigenous Delegate Speaker, Brenda chose to spearhead a 100-day project to provide micronutrient support to Terena Aldeia Bananal, an Indigenous community in Brazil, through school meals.

"At the Summit, I saw an Indigenous leader talk about her community and the change she was promoting. I was very touched and contacted her during the event to learn more about her culture. We exchanged contacts and then I got an opportunity to connect on an internal project to help her community."

On Yanomami land, the largest Indigenous reserve in Brazil, 52.2% of children under 5 years old are undernourished.

Malnutrition, particularly in early childhood, leads to a series of adverse health outcomes including an increased risk of disease in adulthood.

Launching in April, the Health for Indigenous Communities initiative will provide 120 Indigenous children, aged 5 to 7 years old and attending public school, a full cycle of nutritional supplementation.

This supplementation is tasteless and will be added to their main school meal. The children participating in this pilot project will have health assessments before and after the programme, measuring the health benefits of the team's micronutrient solution.

120

Indigenous children received supplementation to combat malnutrition

In addition to the Health for Indigenous Communities initiative, Brenda is involved in dsm-firmenich's sustainable circular packaging initiative, which recycled and reduced the carbon output of packaging.

She is also a member of a company Employee Resource Group supporting belonging and inclusion.

"One Young World changed my worldview. Now I pay even more attention to sustainability and I try to influence my environment and the people on my team."





### Erin Chua

Enterprise Scope 3 Carbon Accounting  
& Value Chain Decarbonization Program  
Singapore 🇸🇬



## Erin developed the **Enterprise Scope 3 Carbon Accounting and Value Chain Decarbonization Program** to track and manage indirect carbon emissions along Dole's supply chain.

Her solution utilises advanced technology, including an AI-powered carbon management platform, to calculate, monitor, and control Dole's carbon footprint. This initiative is fundamental for Dole to reach its goal of at least 67% coverage of its Scope 3 emissions in the near-term and Net Zero target by 2030.

The Greenhouse Gas Protocol (GHG Protocol), which provides the most widely recognised accounting standards for greenhouse gas accounting, categorises GHG emissions into three 'scopes': Scope 1 (direct emissions), Scope 2 (indirect emissions from purchased energy), and Scope 3 (all other indirect emissions across the value chain). While Dole has been calculating its Scope 1 and Scope 2 emissions manually since 2019, significant uncertainties remain around measuring its Scope 3 emissions due to limited data availability and the complexity of tracking emissions across numerous external activities and suppliers, many of which are outside the company's direct control.

"I've always been passionate about sustainability, but now I am particularly focused on Scope 3 emissions and the changes I want to drive in the food and agriculture industry. I plan to leverage my understanding of our internal resources and capabilities to implement the initiatives I envision."

Reducing Scope 3 emissions is crucial to decarbonisation and emission reduction. Ultimately, lowering Scope 3 emissions helps companies achieve Net Zero, meaning they no longer add to the greenhouse gas in the environment. Scope 3 emission reduction can also create benefits for companies, such as increased supply chain resilience, reduced financial risks, and additional transparency for environmental reporting.

At the 2022 Summit, Erin learned more about managing global projects and found motivation to work with a variety of stakeholders to drive change in the food and agriculture industry.

Erin is continuing her food and agriculture sustainability efforts at Archer Daniels Midland. She is proud to have improved Scope 3 measurement at Dole by improving data accuracy, examining the correlations of emissions with crop yields and financial performance. The work she completed during her time at the company will continue to be used to improve their land management and climate change resilience initiatives.

"My goal is not to achieve perfect execution but to start the process and inspire my colleagues to continue and enhance this initiative for the greater good. I hope I have convinced many of my colleagues that reducing carbon emissions can improve business efficiency, help us reach net zero, and ultimately contribute to creating a more livable world."



### Anna Torres Colom

Henka  
Spain 🇪🇸



## As part of her role with Zurich Insurance, Anna contributed to the launch of **henka**, an adolescent health programme focused on emotional wellbeing.

The project was made possible with the expertise of Sant Joan de Déu Hospital and the support of the Z Zurich Foundation.

The initiative aims to increase the mental resilience of young people, aged 12 to 25, and improve their relationships within their schools, families, and society. Through henka, schools participate in a programme that trains teachers to promote prevention and education on adolescent mental wellbeing. Concurrently, families receive mental health training through webinars and workshops.

"What we are going to do with this project is to transform young people so that they are strong and capable of dealing with frustration, stress, and pressure."

In Spain, where youth unemployment is 26.4%, significantly higher than the European average, youth are at an increased risk of anxiety, mood disorders, and alcohol misuse.

# 250,000

adolescents trained in mental health and wellbeing

Poor mental health was particularly pronounced after COVID-19, which increased the isolation of adolescents that were not in school. Learning effective coping mechanisms reduces the risk of mental health challenges and substance abuse.

Initially, Anna attended the Summit as a member of Zurich Next, a global employee resource group of Zurich Insurance.

The network was founded in 2019 by a group of young employees who wanted to shape the company's intergenerational presence and continues to be led by engaged employees who drive local and global initiatives such as Zurich Insurance's participation in the Summit.

Some examples of the group's additional offerings include a mentoring programme, career talks with senior leaders, community lunches, external collaborations, and charitable actions.

henka impacted nearly 250,000 people. In four years, it is projected to reach 575,000 people. In addition to impact on individual lives, Anna hopes that henka will bring about a shift in perspective regarding the importance of mental wellbeing in Spanish society.

"If you go to the Summit, take advantage of all the opportunities and networking. Don't miss anything and try to meet all the people that you can. You can have new ideas that you can implement in business."



**Florian März, Vittorio Guerrero Mercado, and Kilian Kaiser**

**Micromobility**

Germany 

In developing countries, many people travel on foot, making access to education and employment time-consuming. This can also make it difficult to transport food and water. While bicycles could alleviate many of these troubles, limited financial means make it difficult for a myriad of people to access the capital necessary for bicycle purchase.

With research suggesting that bicycle access can alleviate poverty up to 35%, the Ambassador-led team sought to increase options for mobility in developing economies by improving access to capital. In 2018, they began Micromobility, which financed 130 bicycles in Zambia. Currently, the project finances approximately 100 bicycles per year.

“One Young World has been an outstanding experience to share and discuss our ideas with an international community. It was an exceptional platform to present and elevate our social business”

**Florian, Vittorio, and Kilian championed **Micromobility**, a microcredit programme providing people in developing countries with the financial means to buy bicycles.**







## Mackenzie is a member of AstraZeneca Canada's **Sustainability Council**, made up of 21 employees who are deeply committed to embedding sustainability.

Mackenzie is a member of AstraZeneca Canada's inaugural Sustainability Council which was founded on the company's commitment to make a positive impact for people, society, and the planet by addressing major health and environmental challenges.

The Council is made up of 21 employees who are deeply committed to embedding sustainability across AstraZeneca's business to drive change in the areas of climate and nature action, health equity, and health system resilience.

Mackenzie is a Medical Evidence Lead in AstraZeneca Canada's Scientific Affairs department, researching national and regional inequities in respiratory care across Canada. This involves epidemiologic research to identify regions with the poorest access to care and clinical outcomes.

Her work also involves partnerships with clinicians, hospitals, and medical centres to identify the root causes of poor health outcomes and to identify solutions for improved patient care.

With a background in public health and experience researching strategies to prevent disease and improve care for populations most affected by COVID-19, Mackenzie has seen firsthand that health system resilience – ensuring care is delivered to the right patient at the right time – is essential for strengthening health systems.

She recognises that investing in resilient health systems not only improves patient outcomes but also supports long-term business success.

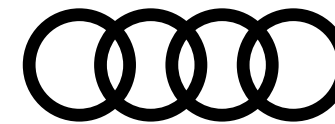
"If we don't have a sustainable healthcare system, we don't have a sustainable business."

In 2024, Mackenzie worked with AstraZeneca's Sustainability Council to develop a local sustainability strategy to lower carbon emissions, improve equity in clinical trials, amplify sustainability efforts across the organisation, and invest in local and global community initiatives.

To date, she has helped AstraZeneca Canada evaluate access to clinical trials, measure access to medicines among underserved populations, and measure the environmental footprint of healthcare activities in Canada.

This research will serve as an important baseline to improve equitable access to medicines and clinical trials, and reduce the environmental footprint of healthcare activities in Canada.

"It was impactful for us to come together, to hear these stories, and then say what are we going to do? We all sit in a place of power within our organisation. We are all representing this council and we have one chance to get this right. What are we going to do?"



## Marcela's leadership of the **Mulheres Audi** programme is radically promoting female empowerment inside and outside the automotive industry.

She has created social impact in multiple streams, via her role with Audi, working with the Audi Foundation, and volunteering with NGOs. Marcela is the Vice-Coordinator of Audi Women (Mulheres Audi), the aforementioned programme run by Audi Brazil.

"Try always to integrate social impact into your business area. This way you will always be capable of doing amazing things within your day-to-day."

It was founded in 2021 when a group of female employees began discussing the challenges and opportunities of amplifying women's voices. This led her to joining the One Young World Community in 2023, returning from Belfast with new ideas, insights, and contacts.

Having led the internal communications for the group up to 2023, she took on a new role as Vice-Coordinator, primarily responsible for the executive and creative focus of the group.

Audi Women leads several initiatives on maternity, female leadership, and women in mechanics, with volunteers from all areas of the organisation.

The programme also has organised discussion panels, calls to action, and best practices for increasing female representation and supporting the professional growth of women in the company.

It has led and continued to drive forward the progressive and inclusive internal culture within Audi. At the end of 2024, Audi Women held its first Women in Automotive Summit for 130 people.

The event featured three panels on gender equity, female leadership, and diversity and inclusion. The aim was to give women knowledge and independence, break down stereotypes, and make them feel comfortable in contact with vehicles.

**130**

people attended the first Women in Automotive Summit by Audi Women

Marcela is also an active volunteer and member of the Ambassador Community in Brazil. She has dedicated her time to volunteering for Litro de Luz, an NGO led by One Young World Ambassador and Audi Environmental Foundation Scholar Laís Higashi.

Marcela has also supported Educar, leading classes for university students in communications and PR.





## Juleah has spearheaded the **Abuse Is Not Love** programme to address and prevent intimate partner violence.

In 2019, Juleah joined L'Oréal, proceeding to become Global Head of Brand Corporate Engagement for YSL by 2023, and taking a leadership role in their Abuse Is Not Love Programme. This is a wide-ranging programme launched in 2020 to prevent intimate partner violence, leveraging non-profit partnership.

It educates via awareness training, implements policies to support survivors of domestic abuse, and offers financial support to domestic abuse strategies. To date, the programme has trained over 1.3 million people and offered support in over 25 countries.

Juleah was selected as Delegate to attend the Summit in 2022 in recognition of her leadership at L'Oréal and beyond. As a long-running social impact and sustainability advocate, being surrounded by fellow changemakers was energising. Her collaborations with fellow One Young World Ambassadors continue to push her endeavours.

**1.3 million**

people offered support in **25+** countries

**2.3 million**

people reached across **27** countries

"One Young World reminds us that we are never too young to make a difference, never too small a voice to carry a movement, and never too ambitious to lead in the fight for change."

In her leadership role with the Abuse Not Love programme, Juleah has gained external and internal recognition for spearheading and releasing a film titled *Don't Call it Love*.

As part of her role, Juleah is also a high-profile public speaker and the official spokesperson for the programme, which has reached international audiences of over 23 million people across 27 countries.

In September 2024, Juleah was invited by President Biden to meet him as part of the 30 year anniversary of the Violence Against Women Act, and has been asked twice to speak to Parliament about the need to fund programmes and projects designed for the real needs of women on the ground.

Juleah has also piloted three pieces of research in Harvard Business Review and other publications, exploring topics related to the LGBTQ+ community and male allyship.

Juleah has also launched a sustainability non-profit, teaches at leading universities in Europe, and is currently writing her first book on feminism.



## Julián Padilla has worked within Reckitt for a decade as a leading example for how corporate leadership can fuel transformative community development.

Julián discovered his passion for community-led social impact in 2015 when he was working as an intern for Reckitt in Colombia. During his time there, he became involved in delivering human and labour rights training to Venezuelan migrants living in vulnerable communities. What began as a two-person workshop evolved into a thriving pro bono legal programme, engaging hundreds of community members and the broader legal team.

In 2017, Julián's leadership earned him a place at the One Young World Summit Bogotá as a Reckitt Scholar. At the time, he was working as a legal coordinator for Andean Market, creating protected areas for children in Colombia, Peru, and Venezuela. Whilst at the Summit, Julián presented his work to Reckitt's CEO and was awarded a \$50,000 grant to scale the initiative and move it towards self-sufficiency.

After the Summit, Julián's career continued to ascend. He held key legal roles across Latin America, including Associate Legal Director for Mexico and Central America, and later Legal Director for Eastern Europe.

"The Summit was a defining moment in my life. It opened my eyes to the power of business as a force for good and gave me the tools to scale ideas into impact. At just 22, I found myself presenting to Reckitt's CEO and receiving a grant to bring a community project to life—an experience that felt almost surreal."

During his time in Mexico, he was inspired by his upbringing in Colombia to lead a social justice employee resource group focused on increasing access to employment for Indigenous communities, people with disabilities, and non-English speakers.

Julián also contributed to water security efforts in Mexico, partnering with Agua Capital and mentoring Eco Group, a Colombian-led social enterprise that promotes clean water access, the recipient of Reckitt's Lead2030 award.

His involvement helped expand the initiative across Latin America, including the successful implementation of the Agua Segura project in Mexico.

Now at Reckitt's global headquarters, Julián contributes to shaping the company's approach to sustainability, advocating initiatives ranging from water stewardship and sustainable packaging to responsible innovation. As the youngest and only Latino member of the CEO's leadership board, he views his position as a meaningful responsibility and an opportunity to drive positive change.

Julián envisions a future where sustainability is embedded in every aspect of business. With aspirations to one day become General Counsel, he remains committed to leveraging his corporate journey to drive inclusive growth and environmental stewardship, proving that business can be a force for good when led with purpose and heart.



# Governance

behind the scenes





# Sustainability and DEI



## Sustainability at the Summit

Sustainability is a top priority at One Young World and is a core part of our operations. We are committed to playing our part in delivering on the Paris Agreement as rapidly as possible and uphold our ISO20121 Sustainable Events certification.

Here are some of the steps that were taken this year

- The Palais des Congrès was within walking distance of the majority of other Summit venues and hotels around Montréal.
- Where car journeys were unavoidable, hybrid/electric vehicles and public transport were recommended.
- Badges and lanyards were made from paper and sustainable cotton.
- In the main exhibition, the stands were manufactured from re-usable materials. All furniture and structures were rented and re-used. All carpet was also re-usable.
- All bins at the Palais des Congrès were multi-purpose and took recycling, which was then processed and sorted by the venue.
- All catering was locally sourced and provided in recyclable / biodegradable containers with wooden cutlery. Where any food was surplus, this was donated to local food banks.
- Reusable drink bottles were supplied by Pernod Ricard to use at water and refreshment refill stations. Delegates were recommended to bring their own drink bottles and hot beverage cups.
- The One Young World merchandise store clothing is zero waste, made from certified organic cotton and printed in a renewable energy-powered factory.
- All the Summit venues had sustainability policies which met our strict requirements. All our suppliers were asked to sign the One Young World Sustainability pledge and if this is not met would be removed from the site.
- Delegates were given the opportunity to email the dedicated sustainability inbox if they spot anything they would like to change or have any ideas to make the Summit even more Sustainable.

For the past three years, our Sustainability Taskforce has continued to expand the scope and efficiency of our sustainability processes across the following areas: **reducing inequalities, good health and wellbeing, sustainable cities and communities, integrity and transparency, and environment.** They have worked to ensure that our Summits are as sustainable and inclusive as possible.



## Accessibility at the Summit

In order to make the Summit as accessible as possible, One Young World implemented the following procedures at the Montréal/Tiohtià:ke Summit.

Here are some of the steps that were taken this year

- All One Young World venues and stages in Montréal were fully accessible.
- International Sign took place at the Opening Ceremony and on the Presentation stage.
- Closed caption text was available on the Presentation stage and Interactive Stages.
- Height adjustable lecterns on the Presentation stage.
- A Quiet room, male and female prayer rooms, and a family feeding room were available at the Palais des Congrès.
- A Buddy scheme was provided where requested.
- Personalised accessible transport schedules were provided where requested.



## Diversity, Equity, and Inclusion

Diversity, equity, and inclusion are essential to One Young World, and our team is uniquely well-placed to learn from our global Community of young leaders.

Our Diversity, Equity, and Inclusion Committee is an employee resource group, drawn from all of our internal teams, embedding these values into our company culture.

Our Co-Founders, Kate Robertson and David Jones, have worked as HeforShe Champions since 2021, committing to a five-year alliance to accelerate progress towards gender equality.

We strive to ensure that our Summits and programming are as inclusive and accessible as possible.



# Our Organisation

## One Young World 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

## Board of Trustees of the UK Charity

**David Jones (Chair)** - Co-Founder and Chair of the Board of Trustees; Founder and CEO, The BrandTech Group  
**Jonathan Mitchell** - Former CEO, Arjowiggins  
**Elio Leoni Sceti** - Co-Founder and Chief Crafter of The Craftory  
**Lord Michael Hastings** - Member of the House of Lords of the UK; Chairman, SOAS  
**Sarah Anderson** - Director of Client Services, at Live and Breathe

## Global Advisory Board

**Paul Polman (Chair)** - Activist, Co-Author of 'Net Positive', Chair of the One Young World Global Advisory Board  
**Luis Javier Castro** - Founder and CEO, Mesoamerica Investments  
**Suphachai Chearavanont** - CEO, C.P. Group; Chairman, True Corp  
**Mónica de Greiff** - Former President of the Chamber of Commerce of Bogotá; Former Colombian Ambassador to Kenya  
**Jessica Gladstone** - Partner, Clifford Chance  
**Lord Michael Hastings** - Member of the House of Lords of the UK; Chairman, SOAS  
**Per Heggenes** - Former CEO, IKEA Foundation  
**Strive Masiyiwa** - Founder and Executive Chairman, Econet Wireless and Econet Media  
**Vimbai Masiyiwa** - CEO and Creative Director, Batoka Hospitality  
**Michael Møller** - Former Under-Secretary-General of the United Nations  
**Feike Sijbesma** - Former CEO Royal DSM, Chair Royal Philips, Co-Chair Global Climate Adaptation Centers  
**Michelle Yeoh** - Academy Award Winning Actress and Philanthropist

## One Young World’s International Entities

**David Jones** - Co-Founder, One Young World and CEO, The BrandTech Group; Chair of UK and USA Boards  
**Kimihito Okubo** - Founder and Chairperson of One Young World Japan; Chair of Japan National Board  
**Stefan Scheiber** - CEO of Bühler Group; Chair of Switzerland National Board

## Executive Committee

**Kate Robertson** - Co-Founder and CEO, One Young World  
**David Jones** - Co-Founder and Chair of the Board of Trustees, One Young World; Founder and CEO, The BrandTech Group  
**Ella Robertson McKay** - Managing Director, One Young World  
**Chris Day** - Chief Financial Officer, One Young World  
**Anupama Roy Choudhury** - Finance Director, One Young World  
**Allie Barot** - Head of People and Culture, One Young World  
**Megan Downey** - Summit Director, One Young World  
**Stefan Kovacevic** - Partnerships Director, One Young World

## One Young World Team

Community: **Dan Maunder, Emily Muller, Ammy Abraham, Claudia Martins Camisuli, Daniel Nwaeze, Kamal Virk, Valeria Couttolenc González**  
Development: **David Gereda, Alejandra Téllez Correa, Ola Fadipe, Sharon Lugun, Silvia Fuentes Piccolo, Tatiana Lehat**  
Digital: **Anaïs Née, William Kan, Robbie Scambler, Jon Pontet**  
Digital Communications: **Sezar Alkassab, Ana Berdeja Suárez, Liv Walker, Ishita Seth, Isla Russell, Piyush Pankaj, Shirin Zaid, Aastha Tiwari**  
HR and Finance: **Chris Day, Anupama Roy Choudhury, Allie Barot, Anna Taylor, Simon Rodgers**  
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# One Young World Partners

## 2024 Ribbon Partners



## 2024 Civil Society Partners



## 2024 Corporate Partners





2024 Corporate Partners (continued)















2024 Government Partners





2024 University Partners



2024 Host City Partners















## 2024 Community Partners

