

One Young World co-founders
Kate Robertson and David Jones
and “counsellor” Bob Geldof

TOMORROW'S WORLD, TODAY

Who are the people who will shape the world we live in—the future heads of government, the CEOs, the bosses of NGOs, the big thinkers and game-changers? Chances are they're right under your nose, in your office, your lecture theatre, your family. One Young World is the premier global forum for young people of leadership calibre. In the following pages, seven of the organisation's shining stars introduce themselves

Kids these days, eh? When they're not busy harnessing their online networking skills to implement rapid-action relief schemes to help victims of natural disasters, or persuading the Secretary General of the United Nations to rethink the Millennium Development Goals, they're setting off to walk to the North Pole in order to raise awareness of climate change. Well, those are just some of the stories of a handful of participants in the first One Young World summit, hosted in London last year. And there are, quite literally, thousands more like them—every delegate has a story.

That is the great beauty of One Young World. It attracts people like this—opinionated, argumentative, passionate 16-to-29-year-olds who care about the world and are convinced they can change it for the better—and gives them a platform to discuss and debate what they take to be the most pressing issues facing society today.

The not-for-profit organisation is the brainchild of David Jones, global CEO of Havas, and Kate Robertson, UK group chairman of the global advertising agency, Euro RSCG. After canvassing interest through schools and universities all round the world, the first One Young World summit attracted a staggering 823 delegates from no fewer than 112 countries.

Over the course of four days the delegates thrashed out six key resolutions on matters including poverty, climate change, the media, interfaith dialogue, health and the role of global business and political systems. They also rubbed shoulders with some of the pre-eminent figures on the international humanitarian scene. Bob Geldof, Desmond Tutu and Muhammad Yunus, among others, lent their time and support to the cause. With that kind of profile it's no wonder the summit was nicknamed the “Young Davos” by CNBC and splashed all over the world's media.

With the first summit a runaway success, any resting on laurels was never going to be an option. Robertson and Jones have been busy canvassing sponsorship for the next crop of delegates among prospective corporate sponsors. But the real impetus comes from the One Young Worlders themselves. Interest in the organisation has snowballed beyond all expectation and the target of recruiting 1,600 delegates for the 2011 summit, to be hosted in Zurich in September, has already been exceeded: 5,000 had signed up by April.

Really, what *is* it with these kids?

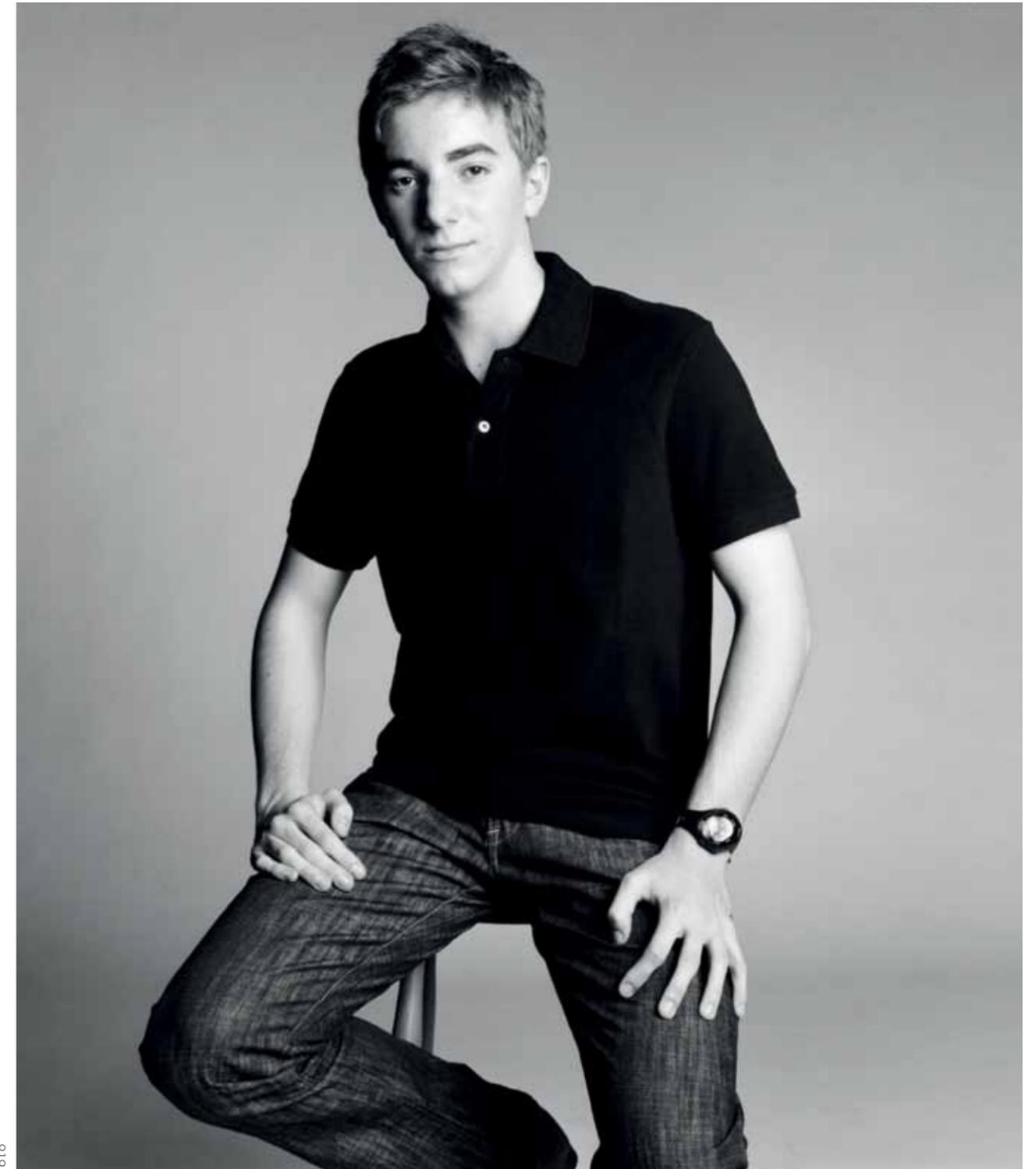
For more information, visit www.oneyoungworld.com



CATHERINE PETER, AJARAT MOYOSORE BADA AND BOGDAN GOGULAN

AGE 26,25,29. **PROVENANCE** South Africa, Nigeria, Estonia. **BIG IDEA** Interfaith dialogue, the “Missing Millennium Development Goal”. At the first One Young World conference, Catherine, Ajarat and Bogdan joined forces to evaluate the UN’s Millennium Development Goals, concluding that a key to their achievement would be the implementation of a further goal, interfaith dialogue and tolerance—a view they presented to UN Secretary General Ban Ki Moon. **WHAT NEXT?** Catherine: “In addition to making the ‘Missing Millennium Development Goal’ a reality alongside Ajarat and Bogdan, I am committed to changing the world’s idea of Africa, and will be looking at ways to work with global and social media to do this.” Ajarat: “When I’m not doing advocacy work, my focus is on nutrition, sanitation and access to healthcare. My career aspirations include working as a medical officer in the developing world, designing and implementing sustainable public healthcare systems that focus on disease prevention.” Bogdan: “Right now, 100 percent of my time is dedicated to GlobeRecord, an online music venture for local artists that I set up shortly after the summit.”

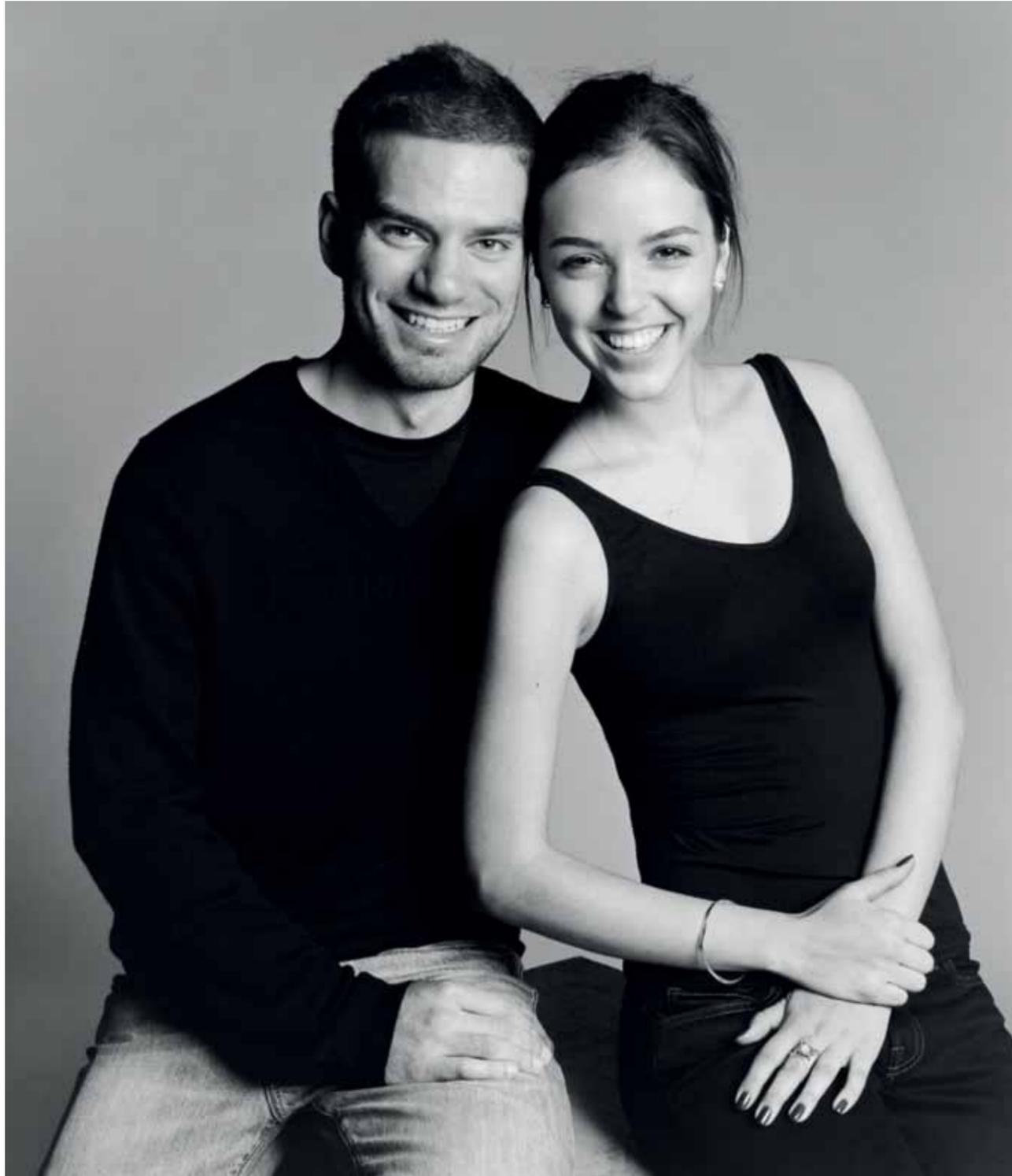
HAIR BY GIANNI SCUMACI AT GIANNISUMACI.COM USING JOICO DESIGN COLLECTION; MAKEUP BY DELE OLO



PARKER LIAUTAUD

AGE 16. **PROVENANCE** USA. **BIG IDEA** In his second year at Eton, Parker was bitten by the polar-exploration bug, which in turn prompted him to think about climate change and threatened ecosystems. In 2009 he embarked on a mission to inspire, inform and engage young people in a dialogue on urgent environmental issues facing the polar regions, highlighting his concerns through an organisation called The Last Degree (www.parkerliautaud.com)—and by setting out to become the youngest person in history to ski to the North Pole. He didn’t make it first time round, so he set off again in April 2011. **WHAT NEXT?** “After this year’s expedition, I will hopefully have the scientific data I gather on the way analysed and published and ready to present at the One Young World summit in September. I’ll hopefully also be able to show how climate change has affected the Arctic in videos and photographs. I’d like to return to the Arctic once again in 2012, possibly to do an expedition to the real-time location of the North Magnetic Pole from the Canadian coast—something that has never been done before. I would again be collecting scientific data on this expedition.”

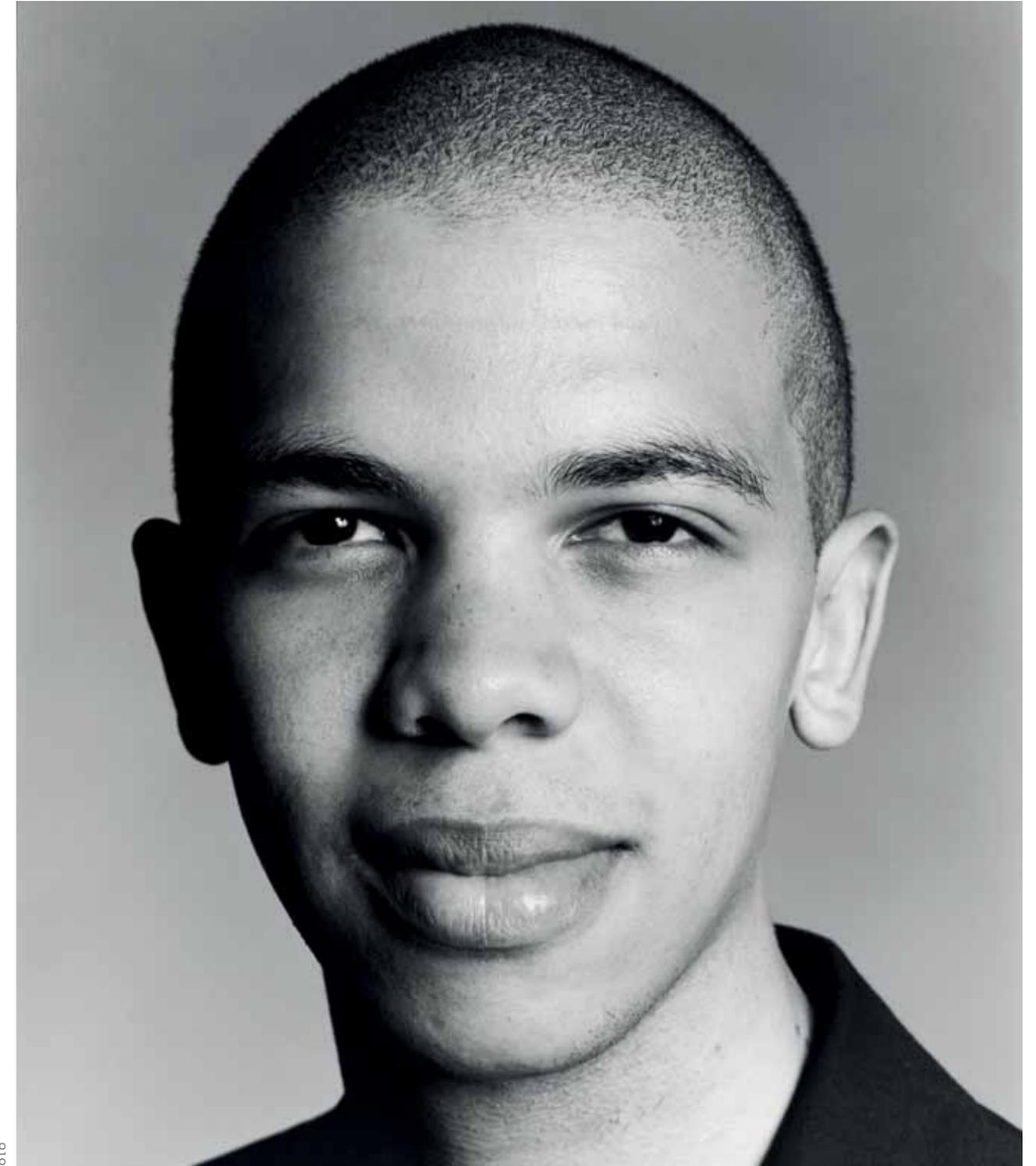
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ELLIOTT VERREAULT AND ERIN SCHRODE

AGE 22, 19. **PROVENANCE** Canada, USA. **BIG IDEA** Both have developed ideas about humanitarianism (Elliott) and the environment and education (Erin) that they presented at the first One Young World Summit. Elliott was instrumental in setting up www.ItsOneHumanity.org, a forum where “humanitarians” can connect, share ideas and act for the better of humanity as a whole. Erin’s two main projects are Teens Turning Green, a student-led environmental movement, and The Schoolbag, a charity that began after the earthquake in Haiti, which provides essential school supplies to young people in need. It has since been taken up in other countries around the world. **WHAT NEXT?** Elliott: “To grow ItsOneHumanity with the proper funding that will enable it to develop to its full potential—starting by transforming the so far virtual organisation into a physical one.” Erin: “Bringing to the table experience in the non-profit sector, grassroots activism and youth empowerment, I feel the need to drive home the importance of education and personal responsibility as the building blocks for collaborative—and ultimately massive—global change.”

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SIZWE MPOFU-WALSH

AGE 22. **PROVENANCE** South Africa. **BIG IDEA** In 2010, while in the second year of his degree in Politics, Philosophy and Economics at the University of Cape Town, Sizwe found time not only to attend One Young World’s London summit but also to organise the Inaugural African Student Leaders’ Summit, bringing together student leaders from no fewer than 11 African countries and 23 different institutions to discuss issues of common concern to the African continent. The summit was addressed by eminent Africans, including former South African president Thabo Mbeki. A follow-up is due to take place in Johannesburg later this year, and partnerships with three other South African universities have already been secured for the hosting of the next seven summits. **WHAT NEXT?** “I would like to be at the forefront of establishing South Africa as a strong partner in the cooperation between the world’s largest emerging economies. I also hope to contribute to the growth of South Africa’s economy, the equitable distribution of wealth in South African society and to continue the legacy of visionary leadership for which South Africa’s great leaders are renowned.”

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A passion for Africa and the world at his feet

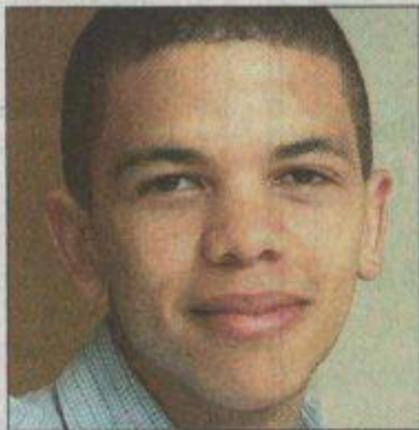
Xolani Koyana

HE LOVES hip hop music, is passionate about African and youth development and has been chosen as a future prospect in world leadership.

UCT student Sizwe Mpofu-Walsh, 22, established an organisation that enrolls South African youth on leadership programmes.

For this and other achievements he has been chosen as one of seven young leaders in the world by One Young World, a global forum for young people of leadership calibre.

The other young leaders are from the US, Canada, Nigeria and Estonia. Another South African, Catherine Peter from Joburg, has also been selected



CALIBRE: Sizwe Mpofu-Walsh

for having leadership qualities.

Mpofu-Walsh is in his third year studying politics, philosophy and economics.

Last year he was elected the president of the student representative council (SRC).

Mpofu-Walsh co-founded a youth leadership training company called Grow2lead with friends four years ago.

He was also part of the hip hop group, Entity, which was nominated for a KORA All African Music Award in 2005.

While in the second year of his degree, Mpofu-Walsh not only managed to attend the One Young World's London summit but also balanced being president of the SRC and organising the inaugural African Student Leaders' Summit.

The summit brought together student leaders from 11 African countries and 23 institutions to discuss problems facing the African continent. Former president Thabo Mbeki was among eminent

Africans who addressed the summit.

Grow2lead has rolled out leadership programmes to more than 6 000 young South Africans from rural and urban backgrounds.

Last year UCT awarded Mpofu-Walsh the Kerry Capstick-Dale Student Leadership Award, and he was also featured in the June issue of Vanity Fair.

Of his achievement Mpofu-Walsh said it was an honour to be featured in the magazine.

"Since then I have received a lot of mail with people praising me and congratulating. I really felt like I was representing South Africa."

He said balancing all the activities was not always smooth sailing.

"A lot of people may think that it is all perfectly balanced, but it's not," Mpofu-Walsh said. "You make a lot of mistakes, but you carry it through with love and passion. I'm lucky to have a great support system."

He also wants to be at the forefront of establishing South Africa as a strong partner in the co-operation between the world's largest emerging economies.

"I also hope to contribute to the growth of South Africa's economy, the equitable distribution of wealth in South African society, and to continue the legacy of visionary leadership for which South Africa's great leaders are renowned," Mpofu-Walsh said.

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