Youth with a Mission

Feb. 1, 2010

When older generations seek to find a cure for cancer or aim to minimise the long-term impact of climate change, uppermost in their mind is the well-being of future generations.

Instead of attempting to dictate what issues might be important to the under-25s, Euro RSCG’s global CEO, David Jones and UK group chairman, Kate Robertson, have founded One Young World, inviting them to speak for themselves.

Next week from 8-10 February, London will host an event which sees delegates born in or after 1984 (yep, 25 years old and under) from every country in the world unite to discuss weighty issues such as the environment, economy, faith, media and politics. Countries will send delegates in proportion to their population size, so look out for hefty representations from China and India.

The conversation will continue online, including discussion pages on Facebook, Twitter (#oyw) and YouTube. Discussions are slowly gathering momentum, but will hopefully explode when media coverage surrounding the event starts to pick up.

Of course, the adult world had a hand in getting things off the ground. Brands are sponsoring delegates enabling them to attend the event, while Bob Geldof is standing by to present the resolutions of the event to the G8 and G20. There are also a number of high profile Counsellors to provide attendees with guidance and inspiration, including former secretary-general of the UN, Kofi Annan, Archbishop Desmond Tutu and 2004 Democratic presidential nominee John Kerry.

David Jones comments in The Huffington Post ‘This generation of young people is unique. They have access to unprecedented amounts of information and knowledge and unparalleled power and influence in social media.’ One Young World should leverage this, as well as its high-profile links, to ensure that the debate and resolutions are worthy of such a prestigious group.

Politics can always do with a dose of energy, and the different attitudes and cultures that will unite next week should spawn opinions and resolutions that might just make the over-25s sit up and take notice.

www.oneyoungworld.com