



Press release

Munich to host One Young World Summit 2020

(October 9, 2018) The One Young World Summit will take place in Munich, probably from October 14-17, 2020. After being hosted in Bogotá (2017), The Hague (2018) and London (2019), the international congress will next convene in the Bavarian capital. “Innovation” has emerged as the key theme of the Munich congress, where pride of place will be given to the opportunities and risks associated with digitalisation, its impact on the economy and society, social innovations and innovations in the field of sustainability.

Around 1,800 young leaders from 196 countries are expected to attend. Here in Munich, they will discuss the economic, social and ecological challenges – and hence the leadership and management issues – of the future. Guidance and support will be provided by influential advisors or “counsellors” representing politics, the economy, environmental organisations, civic engagement, sports, culture and the entertainment industry.

The initial idea behind Munich's application to host the Summit came from the business community. Successful, innovative enterprises with a global reach make Munich an excellent calling card for Bavaria and Germany.

In the face of global competition for talent, Munich's local government expects hosting the Summit to bring the city's profile more sharply into

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focus as a forward-thinking, innovative business hub with an enviable quality of life. The congress will also give resident companies the chance to raise the visibility of their innovations, values and potential. Delegates and counsellors alike will go away with positive impressions and will thus become ambassadors and multipliers for Munich. Before, during and after the event, the congress will draw global media attention to the Bavarian capital.

The part played by local government – Conditions for the hosting of the Summit

As with major sporting events, a series of commitments and the provision of certain services must be guaranteed before the congress can be staged. These include the planning and funding of the opening and closing ceremonies, bearing the cost of evening meals for the delegates, arranging transportation, powerful communication networks and affordable hotel rates, and sending additional delegates to the Summits in London 2019 and in Munich. Other commitments include ensuring uncomplicated immigration arrangements from the 196 countries that will participate, guaranteeing security for the delegates, counsellors and participants, and guaranteeing freedom of expression.

The host city is also expected to make a financial contribution. On March 21, 2018, a plenary session of the City Council therefore promised to provide EUR 200,000. The remainder of the budget must be funded via partnerships with the corporate community. The overall budget is currently estimated at between EUR 3.6 million and EUR 3.8 million, a large share of which has already been secured based on financial and non-cash



commitments. Feedback from a number of companies is still outstanding. The City of Munich has put together a variety of packages to sponsor the hosting of the event and has so far approached about 75 companies. The partners who will support local government in staging the One Young World Summit 2020 in Munich are BMW AG, Siemens AG, ProSiebenSat1 Media SE, Telefónica Deutschland Holding AG, Bayerische Staatskanzlei (the Bavarian State Chancellery), Deloitte GmbH, TDK Electronics AG, FC Bayern München AG, Flughafen München GmbH, Munich Re, Deutsche Lufthansa AG, Süddeutscher Verlag GmbH, Serviceplan GmbH & Co. KG, Vereinigung der bayerischen Wirtschaft (the Bavarian Industry Association), Motel One GmbH, ARRI AG, KPMG AG, DB Regio AG, and McKinsey & Company, Inc.

In the summer of 2019, Munich is to officially sign a Memorandum of Understanding with One Young World.

The opening event will take place in the Olympiahalle, while the congress itself will be held either in the Olympiahalle or at the ICM - International Congress Center München.

A joint Advisory Council set up by the City of Munich and One Young World will oversee the content and organisation of all preparatory measures.

Representatives of the partners, local government, the business community, the academic community and Munich's civic society will all participate in the Advisory Council.

Further partners are very welcome to sign up and are needed to ensure that Munich can indeed host the congress.



About One Young World (OYW)

The One Young World Summit is the annual highlight in the calendar of the One Young World network. Over the years, it has won numerous awards. Year after year, the number of applicants is many times higher than the number of places actually available to delegates. For the Summit in Bogotá, around 25,000 young people from around the globe applied for the just under 1,500 places. More than 130 companies sent future managers as delegates to the Summit.

What makes this four-day congress so special is that young managers from international corporations meet young leaders from emerging and developing countries and can thus explore economic, social and political issues from new angles. Subjects such as leadership culture, corporate social responsibility, sustainability, education, human rights and other topical economic and socio-political issues are presented – on the basis of graphic examples – by young delegates with the support of the counsellors. Representatives of those companies that send delegates showcase their activities and visions in relation to the topics addressed by the congress and discuss them with the other delegates. Past counsellors have included Nobel prize-winner Muhammad Yunus, musician and activist Sir Bob Geldof, Canadian Prime Minister Justin Trudeau, actress Emma Watson and former Irish President and UN High Commissioner for Human Rights Mary Robinson. Recently deceased Nobel prize-winner and former UN General Secretary Kofi Annan likewise supported the network and the global Summit meetings with his inspiration and his visions.

For each Summit, current delegates and former delegates (referred to as “ambassadors”) are asked what they see as the most pressing issues.

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The global One Young World forum was founded in 2009 by Kate Robertson and David Jones with the aim of identifying, bringing together and supporting young, influential leaders from around the world. Both founders have decades of experience in global communication and marketing and, by consequence, in approaching and working with young people and their talents.

Since One Young World's inception in 2009, a network of 9,000 ambassadors has been established. Everyone who attends a Summit becomes an ambassador and is part of the network. One Young World stays in touch with the ambassadors between Summits too, organising platforms and events as well as initiating, supporting and accompanying the ambassadors' projects worldwide.

One Young World claims that 17.5 million people have benefited from projects launched by OYW ambassadors since the network was founded. In 2017 alone, the figure was 2.9 million people. OYW projects focus on improving living conditions – in particular medical care and environmental conditions. Other focal areas include education projects, access to civil rights and the improvement of human rights. One Young World is a non-governmental organisation that works closely together with leading institutions and companies.



Statements

Josef Schmid, Deputy Mayor of Munich and head of the Department of Labor and Economic Development: “I am pleased that the One Young World Summit is coming to Munich. This congress brings different worlds and contrasting views together in a unique way. Munich stands for a high level of vigorous civic engagement, for new initiatives to mitigate climate change and promote sustainable development, and for a potent economy, high technology and the technologies of tomorrow. The Summit gives Munich the opportunity to show itself as an innovative, modern, liveable city to an international audience.”

Kate Robertson, Co-Founder of One Young World: “We are thrilled to announce Munich as the Host City for One Young World 2020. This is a place closely associated with innovation that has made its name with its forward-thinking approach to business, technology and education. One Young World's mission is to create the next generation of more effective and responsible leadership: Munich is an ideal hub of innovative excellence to inspire young leaders to take on the world's challenges and make a significant impact. Munich is the perfect location for our eleventh One Young World Summit, which will put young leaders who are actively creating positive change, alongside politicians, CEOs and other prominent global luminaries.”