

Some optimism from Davos as BraveNewTalent.com launches the hunt for leaders of tomorrow

Submitted by: 3:nine Communications

Thursday, 29 January 2009

Kofi Annan, President of the Global Humanitarian Forum and Martin Frick today launched Mr. Annan's movement for climate justice from Davos, Switzerland. The launch was supported by David Jones and Kate Robertson, Founders of One Young World, a global initiative to bring together 1,500 young leaders born between 1984 and 1987 to address the biggest challenges facing the planet.

One Young World (www.OneYoungWorld.com) will be supporting the Climate Justice Movement by channelling the voices of the next generation. It has partnered with BraveNewTalent.com to lead its global social media search and manage the registration of interested individuals.

Lucian Tarnowski, CEO of BraveNewTalent.com commented: "Using our Web 2.0 graduate recruitment platform, we are already building a groundswell of supporters for this important initiative. Our growing community of students and graduates across the world are actively reaching out into their own networks to engage with and recruit potential delegates." In addition to the activity on BraveNewTalent.com, the company will be conducting marketing campaigns across relevant social networks, blogs and online communities throughout the world to ensure that each and every voice can be heard.

The One Young World initiative was founded by David Jones, Global CEO of Euro RSCG and the HAVAS Group, and Kate Robertson, UK Chairman of Euro RSCG, who commented: "BraveNewTalent.com's position as our social media recruitment partner gives One Young World a mass global outreach to 192 countries that would have been inconceivable just a few years ago and ensures we can make good use of its existing community of thousands of potential delegates. Social media enables participation and dialogue independent of location, status or background - which is exactly what One Young World is looking to create."

One Young World is inviting 1,500 leaders of tomorrow from every country in the world and a range of backgrounds to come together to attend the Inaugural Summit in London on 8th to 10th February 2010 and help create a global resource of leadership and ideas. Delegates to the Inaugural Summit will discuss the biggest challenges the world faces and propose new ways forward. For the first time, future leaders will have the chance to shape the new rules of engagement.

One Young World will hold one Global Summit every year. Each event will consist of Plenary Sessions that will debate a key issue of particular concern to the world's young people. The key issues that will be debated at the Inaugural Summit in London in February 2010 are:

- The environment and its protection
- Developing political leadership for a positive future
- Global business and its role in shaping society through the economy
- Interfaith dialogue on world religion and spirituality

- The media: its changing identity and power
- Global health challenges

Each debate, together with all questions will be published and broadcast on the website. The resolutions that result from debating these issues will be announced at the closing ceremony.

As the leaders of today, the One Young World Counsellors will play a vital role in providing direction, inspiration and leadership at future summits. Each Plenary Session will be chaired and guided by Counsellors selected for their leadership of, and interest in, the area under debate. Counsellors that have thus far confirmed their support of One Young World are:

- Kofi Annan - President, Global Humanitarian Forum
- Archbishop Desmond Tutu - Activist / Nobel Peace Prize Laureate
- Bob Geldof - Musician and Activist
- Professor Nick Haysom - United Nations Director of Political Affairs
- Carole Stone - Managing Director, YouGovStone
- Elio Leoni Sceti - Chief Executive, EMI Music

For further information: www.OneYoungWorld.com / www.BraveNewTalent.com/oyw

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Notes to editors:

About BraveNewTalent.com

BraveNewTalent.com (www.BraveNewTalent.com) is the revolution in graduate recruitment. The platform enables talented individuals to connect to future employers and increase their visibility in the job market.

The site is like a social network but instead of connecting to friends prospective talent simply connect to their future desired employers thereby allowing employers to develop their Talent Radar™ and reach potential employees at a much earlier stage. With BraveNewTalent.com employers will be able to leverage talent pools and social media to 1. develop their employer brand, 2. network and 3. recruit leading graduates.

The business was set up in 2008 with the backing of an illustrious advisory board and some of Britain's top entrepreneurs. Currently with offices in the UK and India, BraveNewTalent.com has already gained the support of the UK Government (UKTI) which views it as 'A Technology Company of Exceptional

Potential’.

For more information on Lucian Tarnowski see www.LucianTarnowski.com

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