



World Economic Forum and Young Global Leaders launch local hub of Global Shapers Community in Amsterdam, The Netherlands

- 50% of the world's population is under the age of 27, but the youth voice has been largely absent from global decision-making platforms.
- The Global Shapers Community is a worldwide network of the World Economic Forum of young people who are committed to deal with the world's most pressing challenges, improve the state the world, and shape the future.
- A local hub has been founded in Amsterdam, The Netherlands, consisting of 19 young Dutch people between 20-30 years from all sectors of society, who are exceptional in their potential and recognized for their achievements and drive to make a contribution to our society.

Amsterdam, The Netherlands, 25 October 2011 – The World Economic Forum and its Young Global Leaders today announced the creation of a Local Hub of 'Global Shapers' in Amsterdam, The Netherlands. Launched at the Rijksmuseum, the World Economic Forum, through its Young Global Leaders, honored 19 young Dutch people from all sectors of society as Global Shapers 2011 for their achievements and fervent engagement within the Dutch community. In collaboration with the Young Global Leaders and under the mentorship of Feike Sijbesma (CEO Royal DSM), the Dutch Hub will form part of the international network of the Global Shapers Community of the World Economic Forum and help youth develop their leadership potential to serve society.

Aged between 20 and 30, the Dutch Global Shapers are a diverse group of extraordinary men and women from business, government, civil society, science, art and sport, who share a passion and energy for building a more sustainable, peaceful and inclusive world. They are socially committed individuals who are all recognized for having initiated innovative projects and/or organizations that contribute to serving society at large, and are deeply engaged within their (local) communities. Examples of Dutch Global Shapers include: Hanna Verboom (getitdone.org), Aart van Veller (Wij zijn Koel), Erik Staijen (Blue4Green), and Lyda den Hartog (Ministry of Economic Affairs, Agriculture and Innovation). *For the complete list of all 19 Dutch Global Shapers and the Dutch Young Global Leaders see attachment.*

"With 50% of the world's population under the age of 27, the majority of whom live in urban areas, a new global dynamic is emerging," said Klaus Schwab, Founder and Executive Chairman of the World Economic Forum. "We are becoming increasingly aware that solutions to our global challenges must purposefully engage youth at all levels – locally, regionally, nationally and globally. This generation has the passion, dynamism and entrepreneurial spirit to shape the future."

Feike Sijbesma, CEO Royal DSM, who offered to mentor and support this new community said: "The ideas and new ways of working of the next generation can be crucial input to the current global leaders for addressing today's world issues. We offer to this next generation to contribute in shaping their own future world. The first meeting confirmed that the energy, thoughts and experience of this young group can trigger new directions".

The Dutch Global Shapers will form part of a global network of local hubs based on major cities around the world. Each local hub is designed to provide opportunities to develop and contribute to initiatives which focus on future-oriented challenges that its own community is uniquely positioned to address, and to interact and collaborate with other hubs across borders on global projects to gain insight and impact the global dimension.

"It is significant that the millennial generation consider themselves as active agents of change rather than passive bystanders." said David Aikman, Head of the Global Shapers community, "In a recent Euro RSCG study, 92% agree that the world must change; 84% consider it their duty to drive this change; and almost 82% believe they have the

power to make it happen. In large part, this generation is increasingly self-empowered and given access to information and technology, which has catalyzed tremendous opportunities for interaction and collaboration.”

Global shapers are chosen by their local city hubs through a rigorous nomination and selection process run in collaboration with the World Economic Forum’s Young Global Leaders. Today more than 75 city hubs have been established to date, including New York, London, Mexico City, Johannesburg, New Delhi, Ulaanbaatar and more. In The Netherlands the Global Shapers Community has been developed in collaboration with the Dutch Young Global Leaders.

###

ABOUT WORLD ECONOMIC FORUM

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas. The World Economic Forum has successfully established a history of engaging young leaders to positively and proactively impact the global agenda. In addition to its existing community of Young Global Leaders, who are in their mid to late 30s, the Forum has established a special community of young people in their 20s. This new community – the Global Shapers Community –provides youth with a global platform to shape the future – integrating the personal, community and global dimension. www.weforum.org

ABOUT THE FORUM OF YOUNG GLOBAL LEADERS

Established in 2004 by Professor Klaus Schwab, The Forum of Young Global Leaders is a unique, multi-stakeholder community of the world’s most extraordinary young leaders who dedicate a part of their time to jointly address global challenges and who are committed to devote part of their knowledge and energy to collectively work towards a better future. Together, the Young Global Leaders work to discover innovative solutions to today’s most pressing problems through various initiatives and work streams, as well as catalyzing the next generation of leaders. www.younggloballeaders.org

Dutch Young Global Leaders are: Katrin Ley (adidas Group), H.R.M Jaime de Bourbon Parma (Special Envoy Ministry of Foreign Affairs Netherlands), Karien van Gennip (ING Group and former secretary of state Ministry of Economic Affairs), Coen van Oostrom (Founder and Ceo OVG Real Estate), Lucas Simons (Founder and Ceo NewForesight & SCOPE*insight*, former director Utz Certified), Dennis Karpes (NagaFoundation and former founder of Dance4Life), Ronald de Jong (Philips).

ABOUT THE GLOBAL SHAPERS COMMUNITY

Established in 2011 by Professor Klaus Schwab and executed by the Young Global Leaders, the Global Shapers Community is a network of hubs founded and led by young people who are exceptional in their potential, their achievements and their drive to make a contribution to their communities. Global Shapers undertake activities that generate a positive impact by increasing each individual Shaper’s ability to improve the state of their community and by providing opportunities for Shapers to have local and global impact. The Global Shapers Community is energized by the many interactions generated inside each hub, between hubs and on a global level. <http://www.weforum.org/community/global-shapers>

For more information, contact:

Adidas Group

Randy Soewarno

T: +31 (0) 54 703 414

E: randy.soewarno@reebok.com

NewForesight

Marrit Rooda

T: +31 (0)30 234 8294

E: marrit.rooda@newforesight.nl

ATTACHMENT

NETHERLANDS GLOBAL SHAPERS

Name	Organization
Aart van Veller	Cool endeavor, Wij zijn koel
Adrian Wadse de Groot Ruiz	Radboud University Nijmegen
Anna Hirsch	University of Groningen
Annemarie Peijnenborgh	Philips
Elke Geraerts	Erasmus University Rotterdam
Erik Staijen	Blue4Green
George Yianni	Philips Lighting
Hanna Verboom	Get it done.org
Hilde van Duijn	Royal Haskoning
Jasper Hoerman	Essent
Lyda den Hartog	Ministry of Economic Affairs, Agriculture and Innovation
Michel Scholte	Noen
Stefan Braam	Pluriomics BV
Stephanie Jochems	The Boston Consulting Group
Thekla Teunis	McKinsey & Company
Thomas Vaassen	The Hub Amsterdam, Realize!, Blik-Opener
Tim Rutten	DSM
Tim van Emmerik	Delft University of Technology
Willemijn Aerds	Bits of Freedom

NETHERLANDS YOUNG GLOBAL LEADERS

Name	Organization
Katrin Ley	adidas Group
Jaime de Bourbon Parme	Ministry of Foreign Affairs Netherlands
Karien van Gennip	ING Group
Coen van Oostrom	OVG Real Estate
Lucas Simons	New Foresight and SCOPEinsight
Dennis Karpes	NagaFoundation
Ronald de Jong	Philips