



PRESS RELEASE

ONE YOUNG WORLD DRAWS WORLD LEADERS TO YOUTH LEADERSHIP SUMMIT

Desmond Tutu and Bob Geldof Among Counselors Advising Young Delegates

London - Jan. 14, 2010

With One Young World's Inaugural Summit fast approaching on Feb. 8, global leaders Archbishop **Desmond Tutu**, Sir **Bob Geldof**, Nobel Laureate **Muhammad Yunus** and former President of Peru **Alejandro Toledo**, among others, are busy preparing for one of their most challenging but momentous tasks: guiding the young global leaders of tomorrow as they gather as a formal body to better the world.

Founded by **David Jones**, global CEO of Havas Worldwide, and **Kate Robertson**, Euro RSCG UK Group Chairman, *One Young World* is the first youth leadership summit to bring together leaders age 25 and under from the world's 192 countries. The mandate of the several hundred delegates is to begin their tenure as world leaders by confronting today's challenges as a united international group.

"The world is getting younger while the issues facing us grow more critical each day," says co-founder Jones. *"But the power of social media to find young voices and gather innovative ideas means that—for the first time—world youth can play an important role in shaping the future of their world."*

After an official welcome by London Mayor **Boris Johnson** on Feb. 8 at the Opening Ceremony, *One Young World* delegates will kick off the summit with a session called "**The Environment and Its Protection**", guided by *One Young World* counselors Kofi Annan and Sir Bob Geldof. Each of six sessions will feature addresses from six delegates, a vote by attending delegates on its particular draft resolution, then an announcement of the voting results. All *One Young World* sessions will be streamed online and available through real-time updates at www.oneyoungworld.com.

Nobel Peace Prize Laureate Muhammad Yunus will speak on social enterprise, followed by an address by HRH Crown Prince Haakon of Norway on global dignity. Subsequent sessions include "**Interfaith Dialogue**", led by **Martin Davidson**, CEO of the British Council, and "**The Role of Global Business**," led by *One Young World* Counselors **Harald Ludwig**, co-chairman

of Lionsgate Entertainment, and **Elio Leoni-Sceti**, global CEO of EMI Music. John Replogle (president and CEO of Burt's Bees) and **Oscar Morales** (founder of the social media-based activist movement One Million Voices Against FARC), also number among the global leaders who will address the summit on topics of international importance.

In addition to preparation by today's global leaders for One Young World, the delegates are also readying themselves for the summit, which many of them see as a critical first opportunity to address the global issues that affect their local communities. Vietnam delegate **Vo Thi Luu** says, *"By means of the One Young World summit, and along with the support of Archbishop Desmond Tutu and Bob Geldof as counselors, we are creating a general global platform to bring leaders of our generation together to raise our voice."*

"Political leadership is a very important thing," says Ethiopian Delegate **Lina Imranan**. *"It has the power to save many lives, build schools and bring about economic and social development. But the involvement of the youth in this is imperative."*

About One Young World

One Young World (www.oneyoungworld.com), nicknamed Young Davos by some media outlets, is the world's first global youth leadership summit. Bringing together several hundred delegates age 25 and under from the world's 192 countries, One Young World combines the social power of the Internet with the energy and ideas of global youth to address the most challenging issues of today. Founded by David Jones, global CEO of Havas Worldwide, and Kate Robertson, Euro RSCG UK group chairman, One Young World focuses on plenary sessions at which delegates are guided by a group of international luminaries including Kofi Annan, Archbishop Desmond Tutu and Bob Geldof. The inaugural London summit on Feb. 8-10, 2010, will be open to the entire globe and people of all ages through online streaming and real-time updates.

About Havas Worldwide

Havas Worldwide is the main business unit of Havas (Euronext Paris: HAV.PA) and is one of the world's largest global advertising and communications services groups. Havas Worldwide incorporates the Euro RSCG Worldwide network as well as agencies with strong local identities including Arnold in the US, the UK and Italy; H and W&Cie in France, and Palm+Havas in Canada. The Network offers a broad range of communications services, including traditional advertising, interactive marketing, direct marketing, corporate communications, sales promotion, design, sports marketing, and public relations. Havas employs approximately 14,700 people. Further information about Havas is available on the company's website: www.havas.com.

U.S. Contact:

Marian Salzman
646-361-1837
marian.salzman@eurorscg.com

U.K. Contact:

Eric Edge
+44 207 257 6048
eric.edge@eurorscg.com