



WORLD BANK GROUP YOUTH SUMMIT 2015

Completion Report



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If Not Us, Then Who? Crowd-Sourcing Solutions for Climate Change

ACKNOWLEDGMENTS

The Youth Summit 2015 Organizing Committee extends its sincerest appreciation to the World Bank Group (WBG) senior management who made possible the third annual World Bank Group Youth Summit on November 16–17, 2015, in Washington, DC. The Committee is particularly grateful to Rachel Kyte, former WBG Vice President and Special Envoy for Climate Change, who championed this year’s edition and to Dr. Jim Yong Kim, the President of the WBG, who has wholeheartedly supported the Youth Summit throughout the years.

This edition would not have been possible without the support of many WBG staff members, but particularly, without the advice and financial support of John Roome, Senior Director of the Climate Change Cross-Cutting Solutions Area; Stephanie von Friedeburg, Vice President and Chief Information Officer; Gloria Grandolini, Senior Director of the Finance and Markets Global Practice; Christian Grossmann, Director of the Climate Business Department for International Finance Corporation (IFC); Anabel Gonzalez, Senior Director of the Trade and Competitiveness Global Practice; Arunma Oteh, Vice President and World Bank Treasurer; Yvonne Tsikata, Chief of Staff to the President; Jana Malinska, Global Lead of the Climate Innovation Network; Benjamin Powel, Head of Funding at Treasury and Syndications Department, IFC, the External and Corporate Affairs Global Practice, and the Leadership, Learning and Innovation Country Client Services Team.

Furthermore, the Committee extends its gratitude to our panelists, speakers, moderators, and masters of ceremony for their contribution of time, effort, and expertise in this regard. Specially, the Committee thanks Kruskaia Sierra-Escalante, Head of IFC’s Blended Climate Finance Unit within the WBG’s Climate Change Cross-Cutting Solutions Area and Head of IFC’s Blended Finance Unit, and her team, Gonzalo Gutierrez, Operations Analyst, and Irina Bushueva, Investment Analyst, for their time and effort put into the endless brainstorming sessions to make this third edition of the WBG Youth Summit a total success.

The Committee is also thankful to all the WBG country offices that supported their national competitors, either by providing logistic support or by promoting them on social media; to all those country offices that connected via video conference to the event; and to the managers and experts who contributed their knowledge to highlight why supporting youth is supporting development.

In addition, the Committee is grateful for the support of our external partners, that is, the International Council for Small Business, The Climate Reality Project, and 1776 — and for that of our contributors, that is, African Leadership Academy, Athgo International, CF-Assist, Connect4Climate, Global Poverty Project, IFC Young Professionals, IMF Young Professionals, Universia, and WBG Youth2Youth. Moreover, the Committee extends its sincerest appreciation to Les Offices Jeunesse Internationaux du Québec, the Lyceum of the Philippines University, HSBC, and Columbia University which sponsored travel and accommodation expenses of participating youth. Furthermore, the Committee expresses its gratitude to the Spanish Embassy in Washington, DC, whose interns volunteered in the organization of the event.

Finally, we applaud the global youth who followed and contributed to the WBG Youth Summit 2015. Thank you for sharing your stories and thank you for collaborating with us by spreading the word in your communities — so that youth remained engaged and participative toward global challenges. You are key stakeholders in reaching the WBG twin goals of ending poverty and boosting shared prosperity.

EXECUTIVE SUMMARY

The World Bank Group (WBG) Youth Summit is the largest annual gathering of youth worldwide at the WBG. It is managed by young WBG professionals on a voluntary basis and supported by senior management. The Youth Summit's motto ***teach, showcase, and inspire*** reflects its ultimate goal — that is, to achieve that youth, equipped with the skills, networks, and motivation gained at the Summit, impact the development of their local communities and contribute to the accomplishment of WBG's twin goals.

In its third edition, the Youth Summit focused on a problem that deeply concerns our current young generation: climate change. Knowing that youth are able to bring solutions, the WBG Youth Summit 2015 Organizing Committee decided to make a global call to crowd-source solutions for climate change on November 16–17, right before the United Nations Conference on Climate Change (COP 21) in Paris.

Under the title “Crowd-Sourcing Solutions for Climate Change,” the Committee organized a worldwide competition to crowd-source policy or business ideas on how to adapt to or mitigate climate change. Six teams were selected among the **334 competition submissions that came from 79 different countries** in just one month. Their team captains were flown in to Washington to present before a jury of WBG and external experts during the second day of the Summit.

The first day focused on building capacity and giving hands-on training to attendees through panel discussions and group sessions. Calls for action and motivational speeches from Rachel Kyte, former WBG Vice President and Special Envoy for Climate Change, and Kehkashan Basu, Youth Activist, started a day in which youth learned useful skills and were put into the shoes of decision makers.

The two days of the Youth Summit hosted more than **200 attendees from 46 different nationalities** that were preselected from a total of 1,483 youth registered over one month. Youth came from Canada, China, Germany, Nigeria, the Philippines, and South Africa to attend the Youth Summit and **12,309 others followed the event online** from Argentina, Brazil, Chile, India, Indonesia, Mexico, Saudi Arabia, and so forth. In addition, **several WBG country offices in Sub-Saharan Africa and Latin America participated** in the event via video conference. Audience at the auditorium had diverse professional backgrounds (NGOs, public and private sectors), and over half had a level of education of master's degree or higher.

The hashtag **#wbgyouthsummit** reached **1,092,266 people** and had **over 4 million impressions** over the span of two days. Via Facebook, the Youth Summit reached **2,707,260 users** and generated **58,963 website clicks** and **42,840 likes**. Youth Summit blogs on the WBG site had **over 20,000 blog posting reads** in English, Spanish, French, and Arabic, and the events page had **35,354 views**. Around the world, numerous media outlets, organizations, and universities picked up the Youth Summit announcements.

Foundations, universities, and private companies sponsored participants from overseas to attend the Youth Summit. The Committee received thousands of collaboration proposals from youth organizations, invited staff from government Youth Offices as attendees, and received entities such as the U.S. National Park Service that staffed a booth at the event. WBG directors developed interest in the competitors, and they were introduced to WBG managers to discuss their ideas further. Moreover, competitors were contacted by **venture capitalists** and **invited to speak to the United Nations Baku Forum**.

Finally, the Youth Summit overcame more inclusion barriers than ever by being the **first event at the WBG to feature American Sign Language interpreters**. The outcome? A true global, inclusive conversation of youth around the world about climate change.

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1. INTRODUCTION TO THE YOUTH SUMMIT

Youth is the largest demographic segment in the world. Half of the global population is age 25 years or younger, and this percentage increases within emerging markets and developing economies. In this context, linguistic analysis of the 2007 World Development Report *Development and the Next Generation* recognizes that youth is part of the solution to development problems. However, the word that appears the highest number of times next to the word *youth* in this report is clearly *unemployment*; however, a deeper analysis of the data shows that words such as *opportunities*, *leaders*, *participation*, *youth lenses*, *human capital*, and *voice* follow in the ranking, as shown below.

The ultimate goal of the Youth Summit is to achieve that youth,¹ equipped with the skills, networks, and motivation gained at the Summit, impact the development of their local communities and contribute to the accomplishment of WBG’s twin goals. Therefore, the Youth Summit puts effort in inviting youth from around the world to come to Washington and in livestreaming the event to reach those are unable to travel.

Mirroring one the most important annual publications of the WBG, the World Development Report, the Youth Summit changes topics every year. The topics are selected according to three main criteria: global relevance, timeliness of the topic, and the WBG agenda. The Committee then seeks the support of a sponsor and a WBG Global Practice or Cross Cutting Solution Area to partner with and jointly define the structure of the Summit.

The inaugural Youth Summit “Youth Entrepreneurship: Cultivating an Innovative Spirit to Alleviate Global Youth Unemployment” was delivered in October 2013, and in 2014, the Youth Summit covered “The Need for More Open and Responsive Governments.”² For 2015, climate change was chosen as the topic of focus and support was gathered from the Climate Change Cross-Cutting Solutions Area.

The WBG Youth Summit Organizing Committee³ is the entity responsible and accountable for the implementation of the Youth Summit. The Committee is formed by young WBG professionals that volunteer their time. Volunteers are also engaged in different parts of the process.

The Youth Summit Organizing Committee 2015 is composed of **Ines Gonzalez Del Mazo**, Chair; **Mora Farhad**, Treasurer; **Jewel McFadden**, Youth Engagement Lead; **Alejandra Bustamante**, Event Logistics Lead; **Meerim Shakirova**, Event Content Lead; **Vivian Klein**, Communications Lead; and **Victoria Flamant**, and **Arezo Kohistany**, Committee Advisors.⁴

2. YOUTH SUMMIT 2015: THE EVENT

Climate change is recognized by global leaders, scientists, development practitioners, and many citizens around the world as the greatest threat to the future of humankind and the planet. The effects of climate change, which include unprecedented heat waves, severe drought, and major floods, will most acutely impact the world’s poorest people of which a large percentage is below age 35 years. WBG studies reveal

¹ For the purposes of the Summit *youth* are defined as those up to age 35, inclusive. General attendance to the event in Washington, DC, may be restricted to youth age 18 or older by the Youth Summit Organizing Committee.

² See Annex 1 for more information about Youth Summit past year’s results.

³ As of May 2016, the “WBG Youth Summit Organizing Committee” has changed its name to the “WBG Youth Summit Steering Committee.”

⁴ See Annex 2 for more information about the Youth Summit Organizing Committee 2015.

that climate impacts will greatly threaten agriculture, a key sector in the poorest countries, and hence export earnings and national income, food security and nutrition, and finally, jobs and livelihoods.

Given the risk that climate change poses our collective wellbeing and future, and with the historic United Nations Conference on Climate Change (COP 21) taking place in December 2015, the Youth Summit Organizing Committee identified climate change as the focus of the third annual WBG Youth Summit. The presentation “If Not Us, Then Who? Crowd-Sourcing Solutions for Climate Change” was designed to engage young people in the fight against climate change and to give them an opportunity to share their ideas on how to adapt and mitigate its hazardous effects.



Youth Summit 2015 image

DAY 1: PLENARY AND GROUP SESSIONS

Starting with an address from the Youth Summit Chair, Ines Gonzalez del Mazo, the Summit opened by highlighting the importance of training global youth early in their lives. By comparing the achievement of the WBG’s twin goals to a marathon that humankind must run, Ms. Gonzalez del Mazo, illustrated that learning from failure while young is the only way to succeed while adults. As marathon runners need to learn who their best coach is, what their best shoes are, and how to breathe properly, youth needs to learn who the best people to gather support from are, what tools to use, and when to act in order to achieve development goals that have never been achieved before — and to do it faster than previous generations.



Ines Gonzalez del Mazo, Chair of the WBG Youth Summit 2015

Plenary Sessions

The Youth Summit 2015 Plenary Sessions featured world-renown climate activists and thought leaders. The first speaker, Kehkashan Basu, the Youth Ambassador for the World Future Council and Founder and President of Green Hope UAE, spoke about her efforts as a young climate activist and her experience being the youngest international delegate at Rio+20. In addition, she explained why she founded a nonprofit organization called Green Hope UAE, which engages children and youth around the world in environmental campaigns and equips them with the necessary skills to take action. Ms. Basu gave an overview of her organization’s achievements to date, among them organizing youth conferences, beach cleanups, and tree planting sessions not only in the United Arab Emirates but also in Indonesia, Kenya, and the United States. Green Hope actively works with the Dubai municipality, and in 2014, conducted in Dubai the first *COP in [My City]*, a youth-led simulation of the climate negotiations. She concluded her remarks with a call to action for all youth, stating “the time to act is now.”



“We the youth need to be involved in all aspects of agenda setting, policy making, and implementation.”

— Kehkashan Basu, WBG Youth Summit 2015

Afterward, Rachel Kyte, former WBG Vice President and Special Envoy for Climate Change, spoke about her experience on the front line of advocacy for climate action and the expectations for the Paris COP in December 2015. According to Ms. Kyte, over the past years, there has been a bottom-up attempt to put the world into course despite the political freeze. People cannot wait any longer for global consensus;

thus, some groups of countries — together with the private sector, civil society organizations, and other players — have created coalitions to move their agendas forward, she explained.

With encouraging statements such as “the global movement must include every one of you,” she emphasized that we are the *last* generation that can realistically “wrestle” with climate change, to put it under control. The agreement to cap the rise of temperature to 2 degrees will already be devastating for many cultures; therefore, youth should not accept that governments and society does not put the necessary measures to at least implement this agreement.

Ms. Kyte invited everyone to be involved, regardless of their socioeconomic position or geographical location, by mentioning the example of how a young farmer in Tunisia can help avoid low crop productivity by requesting resilient seeds. Therefore, whether working in finance, technology, energy, economics, or politics, citizens need to envision a new society — and key to this journey is to find the way to support both developed and developing countries in their quest and commitment to transition into low-carbon growth and resilience development, she concluded.



“Climate change will make this world more volatile if we don’t grapple with it, and it will make the fight against poverty more difficult unless we grapple with it. There is no better, [or] other, fight for your generation to take on.”

— Rachel Kyte, WBG Youth Summit 2015

The plenary sessions closed with a high-level panel of speakers comprised of James Close, Director of Climate Change, WBG; Ken Berlin, President and CEO, The Climate Reality Project; Laura Clise, Director of Sustainability, Plum Creek and Corporate Advisory Council Member, Net Impact; Yamide Dagnet, Senior Associate, World Resources Institute; and Kathleen Rogers, President and CEO, Earth Day Network. The panel was moderated by Neeraj Prasad, Manager of Climate Change, WBG.

The panelists spoke about what steps their organizations are taking in relation to climate change and the opportunities and challenges facing future generations. Furthermore, they explained the initiatives for young people that their organizations have developed or are developing, such as the Climate Change Angry Birds Tournament from the Earth Day Network and the Climate Speakers Network from The Climate Reality Project. Ms. Clise also surprised the audience with a rap song that called for youth to find their voice as future leaders of the global community. The main conclusions of the discussion were the importance of environmental education and the need to identify opportunities for youth engagement — so that they can push for action and accountability.

Breakout Sessions

1) Carbon Finance

“Carbon Finance” presented an overview on how the WBG helps clients and partners put a price on carbon and offered attendees hands-on training in this process. Therefore, the breakout session started with an introduction to carbon markets, a description of the WBG key initiatives on climate finance, and an analysis of the Paris COP 21 draft agreement on finance. Afterward, the participants played a mockup of the COP 21 negotiations.

Participants were very engaged and demonstrated a good understanding of global carbon finance mechanisms. Questions arose on how to apply these mechanisms at the national and subnational levels. One of the discussions’ main conclusions was the difficulty of negotiating a climate agreement between multi-stakeholders with conflicting interests — and especially when there are financial flows between developed and developing countries.

Delivered by: Isabel Hagbrink, WBG Senior Communications Officer; Nina Doetinchem, WBG Carbon Finance Specialist; and Tanguy de Bienassis, WBG Finance Analyst

2) 50 Shades of Green Bonds

“50 Shades of Green Bonds” was an interactive “Ted Talk” style event⁵ that focused on the current gap of required funds for climate change mitigation and adaptation activities. The goal was to discuss opportunities to attract private capital through innovation in environmental financing in the green credit markets.

During the session, participants acquired knowledge in green bonds and other climate-related financial products. They participated in a lively debate and exchange of opinions on how to create private sector incentives to invest in climate change activities. Participants valued highly the session because they learned the technicalities of green bonds, and discussed which projects or activities these innovative instruments could finance.

Delivered by: Flora Hui-May Chao, IFC Senior Financial Officer, and Esohe Denise Odaro, IFC Financial Officer

⁵ A Ted talk is a short, powerful talk of 18 minutes or less. This format became popular with TED, the nonprofit devoted to spread ideas and gain a deeper understanding of the world. www.ted.com



Breakout session on carbon finance and green bonds

3) Making the Connection: Climate Change and Landscapes

“Making the Connection: Climate Change and Landscapes” introduced a new, innovative WBG application that contains all available data on landscapes and climate change (<http://data.worldbank.org/apps>). This session was followed by a “foresight” game-changer experience that stimulated a world in which the temperature had risen 4 degrees.

Participants were shown how to retrieve and use application data, which covered water systems, forest coverage, land use, and other climate change-related statistics. Attendees displayed deep interest in the usefulness of the application for their research and project-related activities. Furthermore, the “foresight” game provided an opportunity for participants to see of the consequences of climate change in landscapes through new lenses; this was so since they were presented with plausible very negative scenarios and needed to jointly discuss ways to avoid them.

Delivered by: Nagaraja Rao Harshadeep, WBG Lead Environment Specialist, and Meerim Shakirova, WBG Consultant on Climate Change

4) Integrating Climate and Disaster Risk into Development

“Integrating Climate and Disaster Risk into Development” focused on why climate and disaster resiliency is essential for eliminating extreme poverty and achieving shared prosperity. The session included an inspiring presentation about what the WBG considers the three I’s of Climate Resilient Development — Instruments, Incentives, and Institutions — a strategy game that puts participants in the role of disaster risk managers. It also included a final speech by an American Red Cross representative, Aynur Kadihasanoglu, that emphasized the power of games to create community action through experimental learning.

Participants learned skills on how to integrate climate and disaster risk management into development through the use of risk mapping, models of economic losses, and screening tools among other instruments by addressing incentives and strengthening institutions. Through the strategic game, attendees also learned how to identify vulnerabilities related to natural disasters and to develop an adaptation strategy.

However, they also experienced the difficulty of making decisions in situations when (a) disasters are unpredictable and (b) there might not be consensus among stakeholders to implement the strategy.

Delivered by: Sofia Bettencourt, Lead Operations Officer, WBG; Aynur Kadihasanoglu, Senior Advisor, Urban Disaster Management, American Red Cross; Laura Bonzanigo, WBG Young Professional; Julie Rozenberg, WBG Consultant on Sustainable Development; and Borja Garcia Serna, WBG Consultant on Climate Change



Breakout sessions on landscapes and disaster risk management

Group Session: “From Apathy to Action: Leveraging Personal Stories and Social Media to Address the Climate Crisis”

Delivered by The Climate Reality Project, this group session focused on how to strengthen everyone’s voice to call for action as the urgency of the climate crisis continues to build. The session was structured in presentations, discussions, and small working groups.

Participants learned about the power they had to make their voice heard through personal storytelling and social media. Attendees from different backgrounds were asked to explain their personal story on why climate change was important for them, and at the end of the session, they realized how many others in the room shared a similar story regardless of their nationality. This experience taught them that storytelling is powerful because it establishes emotional links and connections among people — even when at first sight, it appears there are none. By combining storytelling with social media, many of the efforts that attendees have currently undertaken could be multiplied.



Masters of Ceremony

Serving as masters of ceremony on the first day of the Youth Summit were two WBG Independent Evaluation Group staff members, Ayse Boybeyi, Senior Knowledge Management Professional, and Vivek Raman, Knowledge Management Officer. Both excelled in pacing the event and engaging the youth audience.



Masters of Ceremony Ayse Boybeyi and Vivek Raman engaging with Youth Summit Audience

DAY 2: COMPETITION DAY

Competition

Using the popular American reality show "Shark Tank" as its muse, the WBG Youth Summit garnered the attention of thousands of passionate youth with "Bank Tank." This live competition was envisioned by the Committee as one of the most important tools to crowd-source solutions for climate change from youth around the world and to engage WBG directors and external experts as feedback providers. It was open to teams of up to five persons, ages 18 to 35.

Youth from around the world were encouraged to propose business or policy solutions to adapt or mitigate climate change in a specific WBG client country. The proposals, limited to no more than 3,000 words, had to include specific means of implementation, outlining exactly how the plan would be funded and put into place.



Youth Summit Audience

A total of 334 proposals were submitted from 79 countries, including Belarus, Bulgaria, Chile, Côte d'Ivoire, Ethiopia, Haiti, Japan, the Former Yugoslav Republic of Macedonia, Pakistan, Sierra Leone, Spain, Tanzania, Uzbekistan, and the Republic of Yemen. Once the application period had closed, the Committee, climate change specialists, business professionals, and a team of WBG experts narrowed down the proposals to those offered by six teams.

The six teams selected proposed the following entrepreneurial solutions:

- x **Team AQGRI+** detailed a franchise model for urban and peri-urban agriculture in India. The model featured vermicomposting (a process that uses earthworms and microorganisms to help break down organic material to create nutrient-rich soil) and aquaponics (a system that uses waste produced by fish or other aquatic animals to supply nutrients for plants grown soilless, which in turn purifies water).
 - o Team captain: Priska Prasetya (Indonesian)
 - o Team members: Team members: Bharathwaj Sridhar (Indian) and Santtu Palokangas (Finnish)
- x **Team TREE+PLY** debuted a free mobile application that is geared toward increasing global awareness and inspiring action through gamification in the Philippines. Users enter a virtual world where everything is colored red, meaning environmentally hazardous. To gradually create a healthier green world, players have to complete simple “quests” such as tweeting about climate change or signing a global warming petition.
 - o Team captain: John Adam Pascual (Filipino)
 - o Team members: Rose Jade Eugenie Delgado (Filipino) and Edward Tyrel Tan (Filipino)
- x **Team HELIOS** wants Indian farmers to get away from diesel-powered irrigation pumps, which contribute to carbon emissions and high diesel fuel costs. Instead, the team proposes to allow farmers to rent solar irrigations systems and receive incentives for efficient water use.
 - o Team captain: Michael Eschmann (Swiss)

- Team members: Mallory Baxter (Canadian), Nicholas Luter (American) and Markus Wilthaner (Austrian)
- x **Team KopaGas** targets Tanzania with a pay-as-you-go model, using electric canisters to accelerate the use of liquefied petroleum gas rather than charcoal. The team has designed a leasable canister that can monitor the amount of gas remaining inside and charge customers for only what they use, allowing low-middle income households to access clean cooking and have more control over their budget and energy consumption.
 - Team captain: Sebastian Rodriguez (Mexican)
 - Team members: Andron Mendes (Tanzanian) and Qian Wang (Chinese)
- x **Team Greenie Exchange** has built a community complementary currency in China that asks users to actively reduce their carbon footprint to earn positive rewards. Users can take actions such as joining a carpool or carbon reduction program, carpool, or recycling to earn “Green coins,” which are credited to a user’s electronic wallet and can be spent at partnered businesses, used to make donations, or invested in sustainable infrastructure projects.
 - Team captain: Paul Lam (Hong Kongese)
 - Team members: Angela Yeh (Taiwanese), Douglas Drake (British), and Jingyi Wang (Chinese)
- x **Team ECO-TECHNOLOGIES** plans to educate and distribute to Ugandans stoves that use biogas and pumice stones. Currently, most use timber fuel, like charcoal and firewood, which contributes to carbon monoxide deaths and lung disease. The new stoves are affordable, adapted for long hours of cooking needs, and can be used for both domestic and commercial use in urban and rural settings.
 - Team captain: Gloria Nakyejwe Kalyango (Ugandan)
 - Team members: Steven Bukulu (Ugandan), James Kalango Ssenabulya (Ugandan), and Joseph Ssekono and Immaculate Nalubowa (Ugandan).

Team captains were invited to present their solutions during the second day of the Youth Summit before a jury of WBG directors and external experts. Every competitor team captain had one minute to give a short introduction, seven minutes to present their team’s proposal, and five minutes to respond to jury questions and feedback.

The jury was composed of:

- x Dr. Angus Friday, Grenada’s Ambassador to the United States x Cecile Fruman, Director, Trade and Competitiveness, WBG x James Close, Director, Climate Change Group, WBG x Dr. Jeffrey R. Alves, Vice President, International Council for Small Business.

“Bank Tank” was skillfully moderated by Monika Weber-Fahr, former Chief Knowledge Officer and Senior Manager at the World Bank Group's Independent Evaluation Vice Presidency, WBG, who engaged not only with the jury but also with the attendees, the online audience, and country offices.



Moderator Monika Weber-Fahr, former WBG Chief Knowledge Officer and Senior Manager, and Youth Summit competitors

Jury comments and feedback to the competitors focused on aspects such as carefully defining the right distribution channels for the entrepreneurial solutions, looking at potential competitors and existing technology, attracting the attention of clients, and wisely reviewing the revenue streams to make the solutions sustainable in the future. The jury judged the solutions based on four criteria: clarity, originality, relevance to create a true impact, and feasibility for implementation and scaling-up.



“I think this could be enormously powerful. You are on to something. Stick with it.” — Dr. Angus Friday, Grenada’s Ambassador to the United States

“I think this meets a clear business need and environmental need.” — Cecile Fruman, Director, Trade and Competitiveness, WBG

“I really liked the way you engaged the community with a simple and effective technology.” — James Close, Director, Climate Change Group, WBG

“I only caution you to be persistent because you will hit some stumbles along the way, but it is an idea than lands very nicely to local implementation.” — Dr. Jeffrey R. Alves, Vice President, International Council for Small Business

Nevertheless, the vote of the jury was not the only one that counted. The Committee envisioned two awards: the jury award and the audience award. Therefore, an online platform was made available with the audience viewing the event in Washington — and around the world — given the possibility to vote digitally.

Competitors also commented on their approaches to angel investors and venture capitalists. Some had already received government funds or seed capital from other competitions. Others had started their conversations with venture capitalists specialized in climate change issues and green technology to benefit from their experience.

At day’s end, and after counting all votes, the winners were announced: Michael Eschmann, captain of Team Helios, won the jury vote, and Adam Pascual, captain of Team TREE+PLY, won the audience vote.

Both of the captains were offered the opportunity to attend the 2016 ICSB Academy in the New York metropolitan area on June 12–18, 2016. The ICSB Academy provides a full immersion experience in the making of a new entrepreneurial venture through a training program designed by successful entrepreneurial experts (including entrepreneurs, venture capitalists, business experts, and faculty). In June, the team captains will attend learning modules, be paired with mentors, and given the opportunity to network with another 200 entrepreneurs from around the world.

The President of the WBG, Dr. Jim Yong Kim, expressed his support to the Youth Summit by signing certificates that were distributed to the six team captains and their team members.



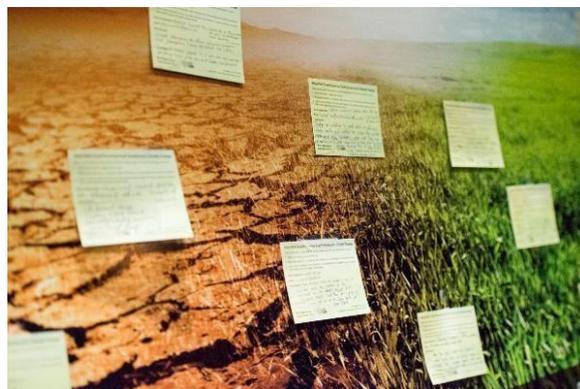
Competition winners with Dr. Jeffrey R. Alves, Vice President, International Council for Small Business and Ines Gonzalez del Mazo, Chair of WBG Youth Summit 2015

Ideas Wall

The WBG Leadership, Learning, and Innovation Vice Presidency sponsored the creation of an Ideas Wall for the Youth Summit. The wall served as a tool in which youth in the audience could write their ideas on how to inspire youth to act upon and get knowledge and training about climate change issues. In addition, youth in the audience could also share stories and examples of exceptional youth leaders around the world that are currently contributing to climate action.

Some of these ideas included:

- x Develop interactive modules and embed knowledge about climate change into the curriculum of public education school systems, globally.
- x Stimulate crowd-funding and investing in emerging innovations (for example, clean tech, renewables).
- x Empower large numbers of unemployed youth globally to engage in the climate change movement.



Ideas Wall filled with ideas from the audience

Call to Action and Closing

The day finished with a call to action from Connect4Climate and a motivational speech by Arunma Oteh, Vice President and Treasurer of the World Bank.

Connect4Climate is a global partnership program of the WBG with the support of Germany and Italy. The program goal is to communicate climate impacts and climate solutions and to encourage society to take a stand on climate change. Max Edkins, a climate change expert on the WBG Connect4Climate Team, launched a call to action during the Youth Summit by encouraging youth around the world to speak out about climate change and to integrate solutions to climate change issues into their daily work. He presented the Youth4Climate social media campaign and the upcoming Young and Future Generations Day (December 3, 2015), in which a film was screened about the youth climate movement over the years, “Inconvenient Youth.” Finally, he proposed a challenge to attendees and online viewers to send a video of themselves engaging in climate action on November 29. These videos were compiled by his team and presented at the COP in Paris.



Connect4Climate initiative: Film a #day4climate action

The World Bank’s Vice President and Treasurer Arunma Oteh closed the Youth Summit 2015 by highlighting the energy she could feel in the Summit coming from motivated young people. She was pleased to hear that youth were concerned about one of the most current pressing issues: climate change. She encouraged attendees and online viewers to think about what they learned during the Summit — and *not* to start another day in a “business as usual” mode but to shape the world in the way they believe it should be shaped. She emphasized the importance of tackling climate change regardless of the sector they work in. Finally, she encouraged attendees to maintain the network they created during the two days of the Youth Summit — because, one day, they will all be the global leaders negotiating the COP and deciding world policies.



“Do not start a new day in a *business as usual* mode, but shape it in the way you believe it should be shaped.”

— Arunma Oteh, Vice President and World Bank Treasurer, WBG

3. PARTNERS, CONTRIBUTORS, AND SPONSORS

The Youth Summit Steering Committee collaborates with strong internal and external partners to ensure the event’s technical quality and to guarantee the alignment of its results with the priorities of the WBG. Key partners may change each year since the topic of the Youth Summit changes, but contact is maintained with all of them throughout the years.

In 2015, the Committee partnered internally with the Climate Change Cross-Cutting Solution Area whose expertise and ongoing work assured the high quality of the Summit. Direct contact was established with Kruskaia Sierra-Escalante, Head of IFC’s Blended Climate Finance Unit within the WBG’s Climate Change Cross-Cutting Solutions Area and Head of IFC’s Blended Finance Unit, and her team through Rachel Kyte, former WBG Vice President and Special Envoy for Climate Change. Their inputs and recommendations shaped the agenda, and their support was crucial to gather funds and wide backing across WBG global practices and solutions areas.

Furthermore, the Committee received support and funds from other parts of the WBG — namely, the Finance and Markets and the Trade and Competitiveness global practice areas; the External and Corporate Relations, Leadership, Learning and Innovation Vice Presidency; the Climate Innovation Centers, a project of the World Bank and its global entrepreneurship program infoDev; the Information and Technology Solutions Vice Presidency; the International Financial Corporation Treasury and Syndications Vice Presidency; the World Bank Treasury; and the Office of the President. Social media presence around the world was enhanced by the World Bank’s Geneva office and country offices in China, Hong Kong, India, Indonesia, Mexico, Philippines and Uganda — which supported the event via Twitter, Facebook, and Weibo. Country offices also provided logistic support to be able to bring the competitors to Washington.

Externally, the Committee partnered with the following key organizations in the field of climate change and entrepreneurship:

- x The **International Council for Small Business** (also known as “the ICSB”), founded in 1955, is the first and largest international membership organization to promote the growth and development of small businesses worldwide.
- x **The Climate Reality Project**, founded by Nobel Laureate and former U.S. Vice President Al Gore, works to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.
- x **1776** is a global incubator and seed fund that helps engineer the success of the world’s most promising start-ups tackling important challenges in areas like education, health, energy and sustainability, and transportation and smart cities.

The International Council for Small Business provided the award for the two team captains that won the “Crowd-Sourcing Solutions for Climate Change” competition. This award entailed the opportunity to attend the 2016 ICSB Academy in the New York metropolitan area on June 12–18, 2016. Moreover, The Climate Reality Project delivered a group session, during the afternoon of the first day of the event, on leveraging personal stories and social media to address the climate crisis. Finally, 1776 delivered a private coaching session for the competitors on how to present a business idea in order to gather support and funding. In addition, 1776 assisted in the competitor preselection process.



Six Youth Summit competitors at 1776 after their coaching session with a 1776 representative and Meerim Shakirova, Youth Summit 2015 Event Content Lead

Moreover, the Committee received social media and promotion support from its contributors: African Leadership Academy, Athgo International, CF-Assist, Connect4Climate, Global Poverty Project, IFC Young Professionals, IMF Young Professionals, WBG Youth2Youth, and Universia.

Finally, Les Offices Jeunesse Internationaux du Québec, a Canadian foundation that seeks and supports international enriching opportunities for youth from the Quebec region, sponsored five youths to attend the WBG Youth Summit through a selection process that they undertook in Québec. The Youth Aide

Department of the Presidential Office of Sierra Leone also contacted the Committee to sponsor the attendance of four youths from its office. The Lyceum of the Philippines University sponsored the attendance to the Youth Summit of the two team members of Team TREE+PLY, and HSBC sponsored the attendance of one team members of Team GREENIE EXCHANGE, Jingyi Wang. Columbia University and other organizations also paid travel and accommodation expenses for students to attend the event.

4. ATTENDANCE AND VIEWERSHIP

Event participants were selected through an application process targeted at recruiting young people working around the globe on climate change initiatives in government, private sector, civil society, academia, and international development agencies, among other sectors. Registration was open for one month, closing with 1,483 individuals completing the application process and 353 invited by the Organizing Committee to attend the Youth Summit.

Initial data from registered participants taken one week before the Youth Summit shows that confirmed attendees were 53 percent male and 44 percent female. They had varying backgrounds: among the 123 youth confirmed, 46 different nationalities were represented including Bangladesh, Canada, China, Gabon, Jordan, Italy, Malaysia, Mexico, Pakistan, Spain, Sudan, and the United States, among others.

Most of the confirmed attendees lived in the United States (73 percent), mostly in Washington, DC, Maryland, and Virginia. However, other youth lived in Canada, China, Germany, Nigeria, the Philippines, and South Africa among other countries and came to Washington for the Youth Summit.

World Bank Live

World Bank Group Youth Summit 2015: Crowd-Sourcing Solutions for Climate Change

YOU CAN IMPACT CLIMATE CHANGE

Enhance your experience with augmented reality! Download the Blippar app, hover over the image below, and learn more about the 2015 Youth Summit.

Follow the event on Twitter with #WBGYouthSummit

Date: Monday, November 16, 2015 - Tuesday November 17, 2015
Time: Monday, November 16 - 9:30 a.m. - 12:30 p.m. (ET) / 14:30 - 17:30 (GMT); Tuesday, November 17 - 9:30 a.m. - 2:15 p.m. (ET) / 14:30 - 19:30 (GMT) or convert time
Location: International Finance Corporation, World Bank Group HQ & Online

The World Bank Group is hosting its third annual Youth Summit, in partnership with the International Council of Small Business, The Climate Reality Project, and 1776. This year the event will focus on young people's role in the fight against climate change.

Given the risk that climate change poses for the long-term future and with the upcoming United Nations Framework Convention on Climate Change (UNFCCC COP 21), the Youth Summit Organizing Committee, with the support from the World Bank Group Climate Change CSA, has called on young people from around the world to submit their innovative solutions on how to mainstream climate change. This two-day event will gather exceptional future and current leaders in the field of climate change to discuss the mission of the next generation. Further, the teams of the shortlisted proposals will have the opportunity to pitch their ideas in a live competition.

Related Links:

- Event Highlights: World Bank Group Youth Summit 2015: Climate Change

Regarding educational degrees, half of the youth sample had a master's degree; 37 percent, a bachelor's degree; 9 percent, a high school degree; and 4 percent, a doctorate. More than 56 percent were full-time students, while 30 percent were working professionals and only 13 percent were both students and working professionals at the same time. Of those currently working, 39 percent worked in NGOs, 23 percent in international organizations, 21 percent in the public sector, 13 percent in the private sector (including start-ups), and 4 percent in think tanks.

Conscious that travelling to Washington for the Youth Summit is a privilege, the Committee worked with the WBG External and Corporate Relations Web Team to create a World Bank Live webpage to livestream the event. This streaming allowed individuals unable to physically attend the event, to watch it and participate online via the live chat.

The Live page had **12,309 visitors** during the actual stream. The **top 10 countries** in order of online viewership were: **India, Indonesia, Argentina, Brazil, Mexico, the United States, Bolivia, Chile, Saudi Arabia, and the Philippines.**

To maximize the event experience for both online viewers and physical attendees, the Committee worked with WBG Printing and Multimedia Services to create a Blippable postcard. Smartphone users were able to scan the postcard via the Blippar app to unlock additional event content that highlighted ways to engage.

FOSTERING INCLUSION: AMERICAN SIGN LANGUAGE INTERPRETERS

The Youth Summit featured a first for the WBG. American Sign Language interpreters (from Capitol Sign Interpreters, a female-owned small business) were on hand during Competition Day (Day 2). The goal of the Committee was to reach the hearing-impaired community and to highlight that inclusion does not mean only to include people with different nationalities or income levels but also to give the same opportunities to those people with disabilities. So according to the Committee, these interpreters' contribution to the Summit is a step toward creating a more inclusive conversation on development issues.

Personal invitations to attend the Youth Summit were extended to the Maryland School for the Deaf,

World Federation of the Deaf, Maryland Governor's Office of the Deaf and Hard of Hearing, and Gallaudet University, the world's leader in liberal education and career development for deaf and hard of hearing students.



American Sign Language translator during live stream of Youth Summit with translation

WBG COUNTRY OFFICES



Youth Summit participants from the Cameroon Country Office

To make the Youth Summit experience more accessible to youth outside the Washington, DC, metropolitan area and to maintain the importance of gathering and sharing experiences among summit participants, WBG country offices were requested to host viewing parties for interested youth. **Cameroon, Ghana, Mexico, Morocco, Peru, and Uganda** were among country offices that opened their doors and tuned in for the event. During the Summit, the Committee took their questions and comments.



Youth Summit participants from the Cameroon Country Office



Youth Summit 2015 attendee chats with Estee Rivera Murdock from National Park Service

5. SUMMIT EXHIBITORS

To bring value-added conversation to the topic of climate change, the Committee invited accomplished climate change experts, organizations, and researchers to show their work to Youth

Summit attendees. Attendees and exhibitors exchanged ideas and contact information for potential future collaborations.

Youth Summit exhibitors included:

the federal government that manages all

x **U.S. National Park Service**, the agency of

U.S. national parks, many U.S. national monuments, and other conservation and historical properties.

- x **Green Impact Campaign**, a social start-up that provides cloud-based tools and training to university students to conduct free energy assessments for local, small businesses in their community.
- x **Line Poulin-Lariviere from the Université du Québec (Canada)**, whose work focuses on climate change adaptation evaluation in coastal areas.

- x **WBG Connect4Climate**, which advertised their youth and climate engagement activities such as the Day4Climate, Young and Future Generations Day, and the screening of images of wildlife and climate on the facade of St. Peter’s Basilica in the Vatican.
- x **The World Bank’s CF-Assist activities and Open Learning Campus**, including the Turn Down the Heat Massive Open Online Course (MOOC) and various climate change-related learning products through which the WBG provides free training around the world. x **The WBG’s Shock Waves Group**, presented to participants the WBG book *Shock Waves: Managing the Impacts of Climate Change on Poverty* and related policy notes.
- x **The WBG Analyst Program and Young Professionals Program**, the WBG preeminent programs preparing youth for global development leadership positions.

6. COMMUNICATIONS

The communications strategy for Youth Summit 2015 centered on bringing together young people, thought leaders, and global practitioners on the subject of youth involvement in the fight against climate change. The Committee leveraged various WBG communications channels, and worked with internal and external partners to widen global reach. To assist with event promotion, an information toolkit was created, sent to all partners, and made available to the public via the Youth Summit 2015 website.

YOUTH SUMMIT 2015 WEB PAGE

Publicity for Youth Summit 2015 was disseminated via the Events section of the WBG website (<http://www.worldbank.org/en/events/2015/08/26/youth-summit-2015>). The web page provided an overview of the event, the agenda, a link to the registration form, and details for the competition, among other information. Further, the page featured the information toolkit and a link to the Youth Summit Online Community. Users were also able to view photos and videos from previous year’s Youth Summits and the blogs written for this year’s event.

The web page had **35,354 views** from the time it was launched in early September 2015 until February 2016.

BLOG POSTS: VOICES

The Committee used the WBG’s official blog platform, “Voices,” to create a series of blogs leading up to and following the Youth Summit (<https://blogs.worldbank.org/voices/youth-summit-2015crowdsourcing-solutions-climate-change-0>). To ensure that the word about the Youth Summit reaches a diverse audience, the Committee collaborated with WBG External and Corporate Relations (ECR) to have the blog posts **translated into Spanish, French, and Arabic**. The blogs landed on the WBG’s homepage numerous times. To date, the combined viewership is over **20,000 reads**, and the entries have been shared widely across social media channels.

"Bank Tank" comes to Youth Summit 2015: Crowd-sourcing solutions for climate change

View Edit Revisions Track Translate

SUBMITTED BY JEWEL MCFADDEN ON TUE, 12/01/2015

Share Tweet in SHARE 2349 READS

À la recherche de solutions face au changement climatique : le Groupe de la Banque mondiale annonce les six finalistes du concours du prochain Sommet de la jeunesse

SOU MIS PAR JEWEL MCFADDEN LE MARDI, 10/11/2015

Share Tweeter in SHARE

سنة متسابقين يصلون إلى التصنيفات النهائية لقمة مجموعة البنك الدولي للشباب لعام 2015: استلهم الحلول النابعة من الجماهير لتغيير المناخ

11/04/2015 بتاريخ الأربعاء JEWEL MCFADDEN يتم

Share عرّف in SHARE

Cumbre de la Juventud 2015: Soluciones de colaboración masiva para enfrentar el cambio climático

ENVIADO POR JEWEL MCFADDEN EL MIÉ, 09/02/2015

Share Twittear in SHARE

Youth Summit 2015 Blogs in different languages

TWITTER AND WEIBO

The 2015 Youth Summit carried over the hashtag from the previous two years. The hashtag **#wbgyouthsummit** reached **1,092,266 viewers** and had **4,405,548 impressions** over the span of two days. The event was promoted via several WBG corporate Twitter channels in multiple languages including

#DCSpaniards @DCSpaniards · 16 Nov 2015
 Voluntarios españoles, becarios de la @SpainInTheUSA, en el #wbgyouthsummit #DCSpaniards

Laura Clise @lauraclise · 16 Nov 2015
 .@YDagnet - C'était vraiment un plaisir de vous rencontrer. Merci pour l'inspiration et votre perspicacité! #wbgyouthsummit #ActOnClimate

Connect4Climate @Connect4Climate · 16 Nov 2015
 شاهدوا الآن البيت المياتر للجلسة عن دور الشباب في محاربة #تغير المناخ مع زميلتنا من @GreenHopeUAE ow.ly/UHQBu #wbgyouthsummit

UN Youth Envoy @UNYouthEnvoy · 16 Nov 2015
 Join #Youth 4 #ClimateChange at the @WorldBank's #WBGYouthSummit. Learn more here: wrld.bg/UIIRq

French, Spanish, and Arabic.

Selected tweets about the Youth Summit 2015

WBG Country Offices also contributed to Twitter outreach, tweeting from China, India, Mexico, the Philippines and other countries. The WBG Beijing Office assisted the Committee in spreading the word about the Youth Summit on the popular Chinese social media platform Weibo. This social media promotion increased awareness of youth in those countries and boosted online viewership of the Youth Summit.



世界银行 [2015年世界银行集团青年峰会]即将于11月16日在华盛顿召开,会议的主题是青年人在应对气候变化中的作用。峰会将通过世界银行直播间全程直播,简子们要关注一下哟

40秒前 来自 微博 weibo.com

Banco Mundial México @bancomundialmx · 13 Nov 2015
Participa en la Cumbre de la Juventud #WBGYouthsummit por videoconferencia en nuestras oficinas: wrlid.bg/UCztK

IFC South Asia @IFC_SouthAsia · 4 Nov 2015
It's time to empower #youth to #TakeOn #ClimateChange! Join the #wbgyouthsummit in November! bit.ly/WBGYouthSummit...

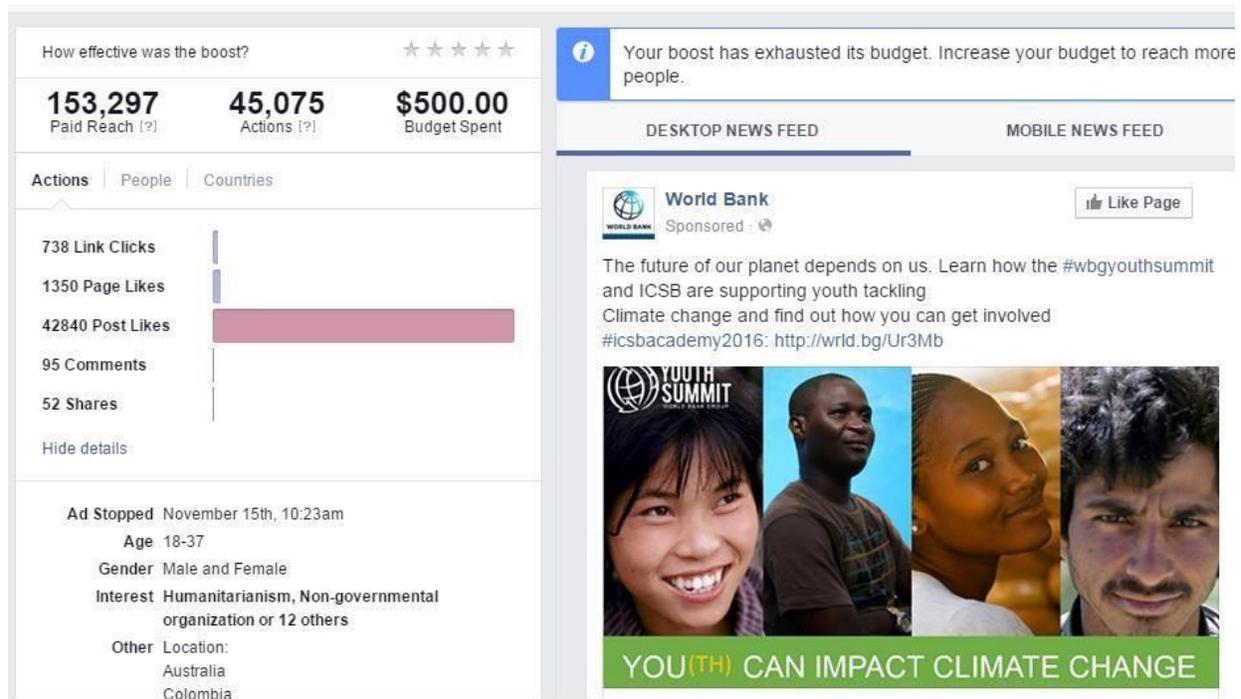
IFC EastAsiaPacific @IFC_EAP · 10 Nov 2015
How can youth have more say in the climate change decision-making process? #wbgyouthsummit #icsbacademy2016

World Bank India @WorldBankIndia · 11 Nov 2015
Join the conversation on young people's role in the fight against #ClimateChange bit.ly/WBGYouthSummit... #wbgyouthsummit

Selected Tweets and Weibo messages from WBG Country Offices about the Youth Summit 2015

FACEBOOK

For the remaining two weeks leading up to the event, the Committee ran two paid social media campaigns on the WBG corporate Facebook channel. The first campaign was targeted to boost local registrations; the boosted post **reached 153,297 people**, had **42,840 post likes**, and was **shared 52 times**.



Ad: Boosted Facebook Post

The second campaign focused on promoting online viewership of the event and linked to the WBG Live page. During the two days of the event, the ad **reached 2,553,963 Facebook users** and **generated 58,963 website clicks** to the Youth Summit landing page on WB Live.



Ad: Facebook Clicks to Website during the event

TODAY'S STORY

The Today's Story on the Youth Summit went live on November 30 and remained in the featured carousel of the WBG intranet for a week. *Connect4Climate* cross-promoted the feature story with their networks.

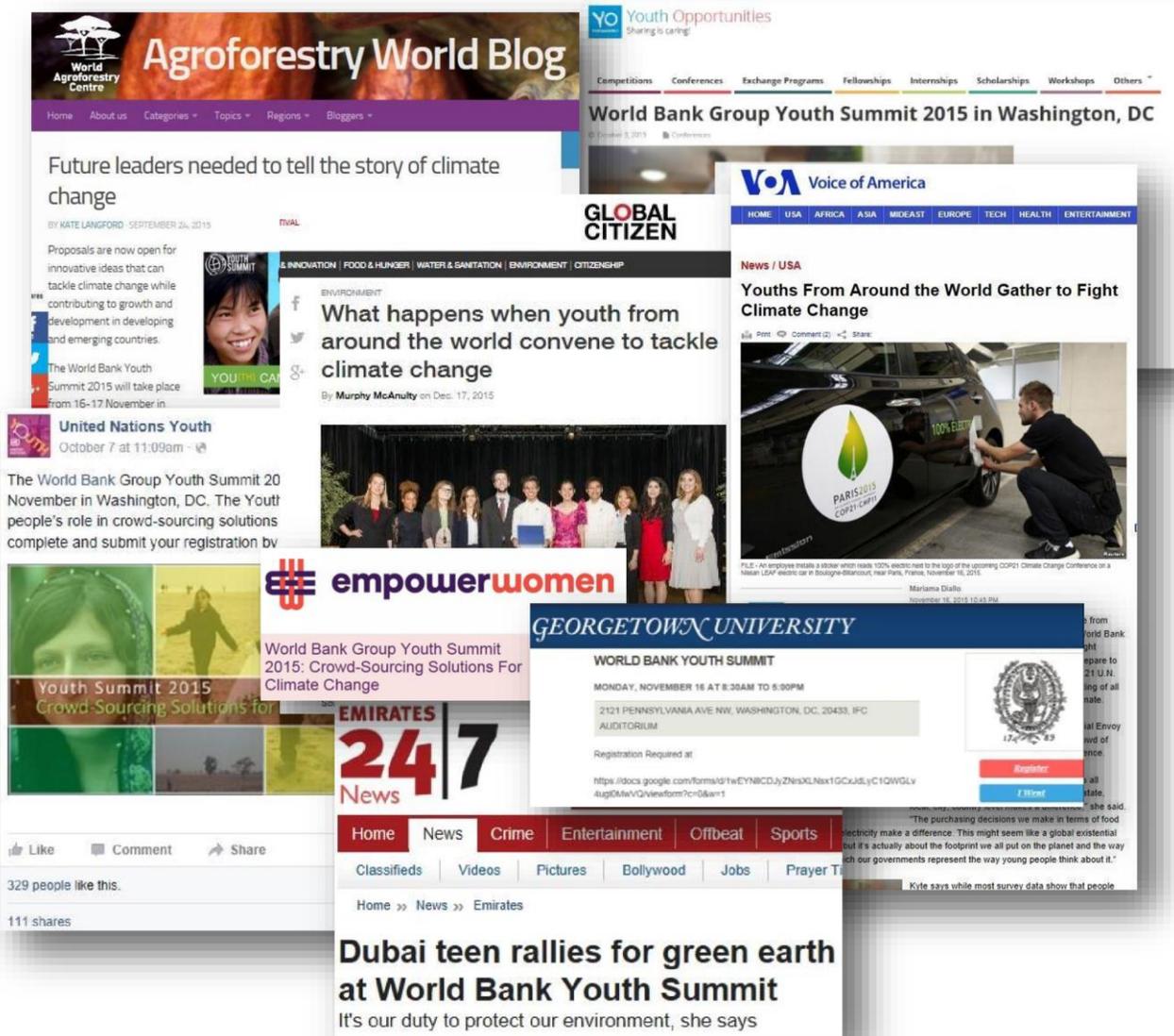
The Committee also collaborated with Global Climate Change Communications to have the Today's Story featured on the WBG Global Practices Climate Change portal.



Today Story's featured on the WBG's intranet homepage

EXTERNAL COVERAGE AND OUTREACH

The event was picked up by numerous youth outlets, organizations, and universities, including the following: Office of the UN Secretary-General's Envoy on Youth, Youth Opportunities, Young Professionals for Agricultural Development, Association of Science Technology Centers, UN Climate Change Learning Partnership, Georgetown University, Edu Active, World Agroforestry Centre, Global Citizen, EmpowerWomen.org, YouthHubAfrica.org, and Youth Economic Opportunities. In addition, the Youth Summit was featured on the Voice of America news site, Emirate 24/7 (a Dubai-based television news program) and in *LMD: The Voice of Business*, a Sri Lankan business E-magazine.



Youth Summit 2015 information featured on youth outlets and organizations and university websites

YOUTUBE VIDEO

After the event, the Committee published a video on the WBG’s official YouTube channel that highlighted the preliminary results of the Youth Summit. This video can be found at https://www.youtube.com/watch?v=S8yS5q_GjHQ.

7. YOUTH ENGAGEMENT THROUGHOUT THE YEAR

An ongoing goal of the Youth Summit Steering Committee is to create impact beyond the physical event in Washington, year round.

YOUTH SUMMIT NEWSLETTER

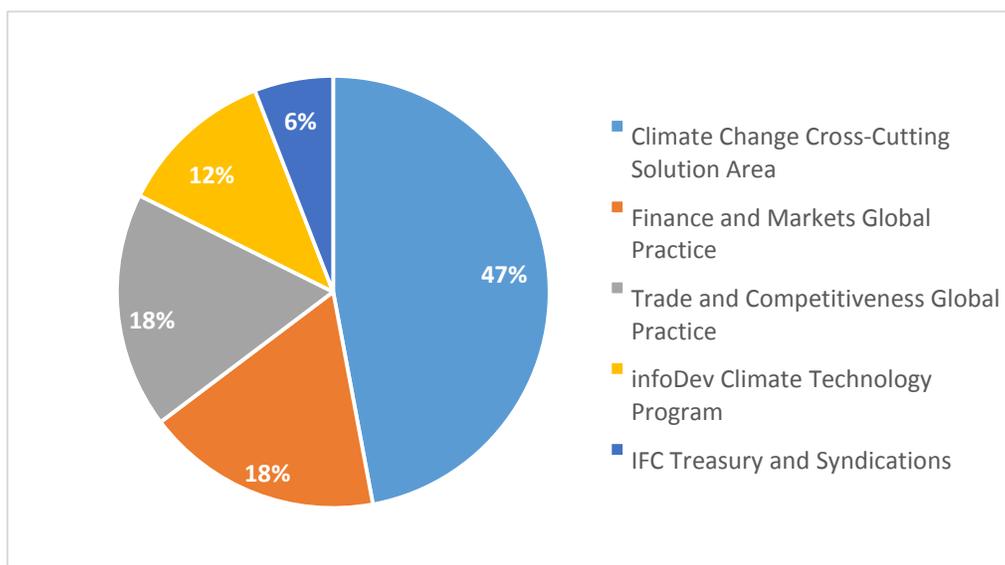
An official Youth Summit newsletter was developed to strengthen the Committee's engagement with its followers in between yearly events. The newsletter made its debut shortly after the event in November 2015 and distributed monthly, since February 2016. Along with the latest news on the Youth Summit and its partners, the monthly newsletter recognizes exceptional youth leaders who are addressing development challenges in their communities. Those interested in having their story featured in the newsletter submit a video or blog entry showcasing their work.

COLLABORATION FOR DEVELOPMENT

During the 2014 Youth Summit a Collaboration for Development (C4D) platform was created to serve as an online community for individuals working to share youth development initiatives and generate discussions about challenges youth face around the world. This platform has been maintained during 2015 until other channels can be developed for the Youth Summit. The C4D platform was used to drive discussions on the group forum, created polls, and housed the latest news stories and blog postings about the Summit.

8. FUNDING

The Youth Summit 2015 was made possible by a donation of USD 85,000 by different units of the WBG. The chart below outlines the monetary contributions.



Youth Summit 2015 Funding by WBG Area

In addition, the **Information and Technology Solutions Vice Presidency** offered an in-kind contribution in terms of live streaming, video recordings, onsite technicians, audio visual support, and computer laptops and monitors. Finally, the **Leadership, Learning and Innovation Vice Presidency** sponsored the Ideas Wall.

9. FEEDBACK AND EVALUATION

During the event, the feedback provided to the Youth Summit Steering Committee was very positive. Attendees highly valued the effort put into delivering skills and knowledge to the attendees. They also expressed their excitement to meet so many *like-minded* people with who they can maintain contact and share interests beyond the event.

Moderators, speakers, and jury members congratulated the Committee for the completion of a successful event and for the effort undertaken in highlighting very interesting youth ideas from around the world. They recommended leveraging that enthusiasm and continuing engagement with youth. WBG directors introduced to WBG staff several competitors whose ideas were related to the topic covered in their climate change proposals.



Youth Summit 2015 Feedback and Comments

Official feedback on the event was collected through an online survey, which was sent to the participants after the event. The responses showed an overall positive response, highlighting the appreciation of participants to have the opportunity to engage with a diverse youth group — youth from around the world with varying backgrounds.

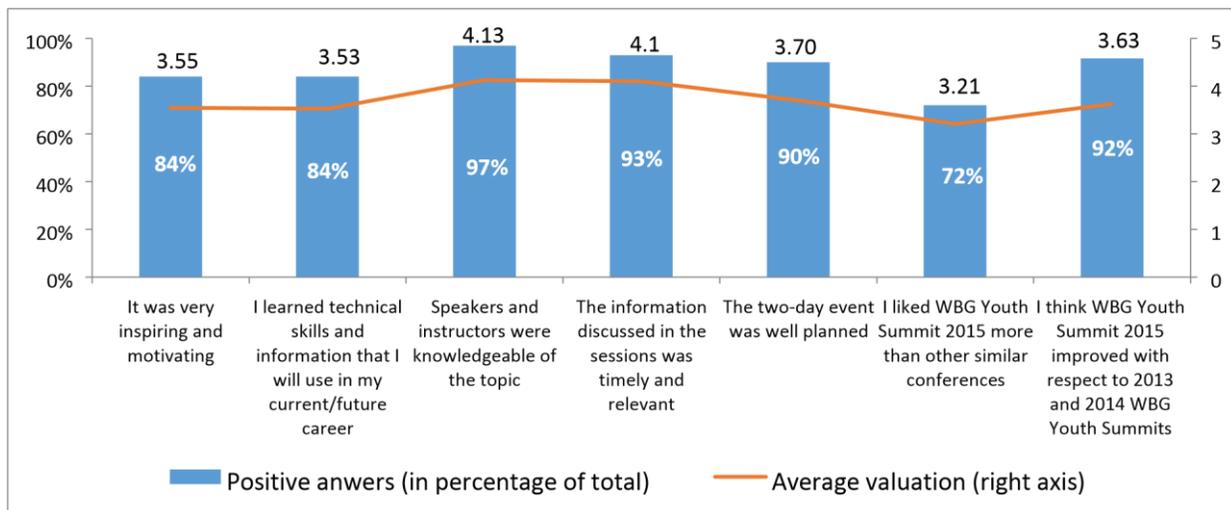
“2015 WBG Youth Summit was very inspiring. Because there was useful information and different approaches related to the world problems. The existence of different approaches in the 2015 WBG Youth Summit brought about various ideas that differed from the ones I previously had in my mind.” – Youth Summit attendee

“Thank you. The WBG Youth Summit has put me on the map. I will not stop taking [on] challenges.” – Gloria Nakyejwe Kalyango, competitor, Youth Summit 2015



WBG Youth Summit Organizing Committee with the two winners of “Bank Tank,” the Youth Summit 2015 live competition

Respondents were asked to rate from “1” to “5” (1=strongly disagree; 5=strongly agree) several areas, ranging from the overall organization to the usefulness of the skills gained during the event. The results, considering responses equal or more than “3” as positive, show a high percentage of satisfaction. More than 90 percent of the respondents considered the speakers and instructors as being “very knowledgeable,” the information discussed as “very relevant and timely,” and the overall organization as “well planned.” Moreover, **more than 80 percent** considered the event to be “very inspiring and motivating,” and expressed that they gained technical skills and information that they will use in the future. Finally, **72 percent** liked the Youth Summit 2015 better than other similar conferences, and **92 percent** considered that WBG Youth Summit as “improved” from previous editions.



Attendees responses to WBG Youth Summit post-event survey

The most popular parts of the event were the breakout sessions and the keynote speeches by Rachel Kyte, former WBG Vice President and Special Envoy for Climate Change and by Kehkashan Basu, Youth Ambassador World Future Council and Founder and President Green Hope UAE. Nevertheless, the social media discussion and participation in Twitter multiplied during the competition with insightful questions, comments, and cheers for the competitors.



Youth Summit 2015 Feedback and Comments

Registrants, whether they attended the Youth Summit or viewed online, were also asked what improvements could be taken into account for the future. Their greatest concern was that invitations for the attendance to the Youth Summit should be sent earlier, in advance, so that participants that live abroad and need visitor visas to travel to the United States can plan ahead. They also mentioned that they would have liked to attend more than one breakout session because the topics were very interesting.

The Committee learned that 14 percent of survey respondents attended Youth Summit 2014 and 80 percent expressed interested in attending again next year. These results prove the **success of the Youth Summit and the need to keep improving attendance from youth from around the world** and not necessarily those based in the Washington, DC, metropolitan area.

Overall, the goals that the Committee set up at the beginning of the preparation of the Youth Summit were fulfilled. The overarching value of the Summit is to have local impact so that youth decide to make a change in their communities and remain participative toward global challenges. Therefore, **the Committee put effort in two main activities: (1) advertising the event at the country level and in different languages and (2) sponsoring competitors from around the world to come to Washington.** With **334 competition proposals** from **79 different countries**, about **46 nationalities** represented in the audience and **12,309 online viewers** worldwide, the Committee considers that it succeeded in its efforts.

Joshua Amponsem @AmponsemJoshua · 16 Nov 2015
 I'm happy to make my voice heard at the World Bank Youth Summit Sourcing Solutions for #ClimateChange.
 #WBGYouthSummit

Hadia Sheerazi @hadiasheerazi · 17 Nov 2015
 Thank you #WBGYouthSummit for the SWAG & prizes 😊 (our team won the #DRR game & I got the 🏆) @WorldBankLive @IFC_org

Divya Sharma with Kenneth Berlin and 5 others.

8 hrs · Edited · 🌐
 Excellent Experience, unforgettable!! :)



Steve S.J. Lee liked

Isabela Barriga @Isabela_Barriga · 16 Nov 2015
 Pumped for World Bank Youth Summit! YOU(th) can impact climate change
 #wbgyouthsummit @WorldBankLive @WBG_Climate



Ghislain BAPPA S.M. @Ghisobaps · 16 Nov 2015
 @JadCameroun est fierement représenté au #wbgyouthsummit video conférence sis a ydé sur le changement climayique



ohlwadabby

Laura Clise @lauraclise · 16 Nov 2015
 Thanks to all of the youth in attendance for dropping a beat & sharing passion to #ActOnClimate! #wbgyouthsummit

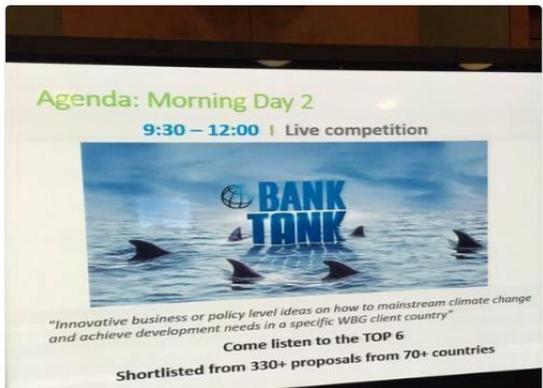


World Bank Live @WorldBankLive
 Tap Tap Snap: Awesome mini rap session by @lauraclise at the start of her presentation

Tiffany Tupper @TupperTiffany · 16 Nov 2015
 Ready for the #wbgyouthsummit business #climatechange competition tomorrow. #entrepreneurship @WorldBank

153 likes · 2w

ohlwadabby Officially going to World Bank Youth Summit in DC!! #wbgyouthsummit



10. NEXT STEPS

The Youth Summit Steering Committee has been very satisfied with the outcomes of Youth Summit 2015. Attendees, partners, speakers, and contributors congratulated the Committee and encouraged it to keep the momentum and continue the engagement with youth around the world. Therefore, the Committee has identified several steps to strengthen the Youth Summit concept, continue building the Youth Summit Community, and facilitate engagement from different corners of the world.

The idea to implement this year's "Bank Tank," the live competition, had a two-fold goal. On the one hand, the competition was a way of involving WBG directors and senior management at a deeper level than in previous editions — by giving them the opportunity to surprise themselves and give very specific feedback to youth ideas that could well develop into entrepreneurial ventures in the near future. On the other hand, it was a way to highlight that youth from across the globe are able to come up with interesting solutions — and thus, they should be considered as key stakeholders to achieve the WBG twin goals: ending extreme poverty and boosting shared prosperity.

As a follow-up to the Youth Summit, the Committee has been in contact with the six teams that featured their ideas during the competition; it will check the implementation status of their proposed solution and their achievements since the Summit. In addition, the Committee has featured their ideas to current Youth Summit partners and will continue to do so.

The Committee will continue to work together with WBG senior management to further strengthen the Youth Summit concept and involve experts. One of the most important features of the Youth Summit is that it trains youth around the world in leveraging WBG knowledge and experience; therefore, the Youth Summit will continue to partner with WBG Global Practices or Cross-cutting Solution Areas to deliver a high-quality event.

Furthermore, the Committee plans to increase its international reach through international and national partners. The Committee will put special emphasis in reaching out to Youth Ministries and Offices around the world as well as youth organizations. Therefore, for 2016, the Committee has created Regional Coordination positions held by WBG staff in country offices that will assist in global outreach. In addition, the Committee is exploring partnerships with global youth organizations, and in May 2016, the Committee signed a partnership with the International Young Leaders Assembly, a premier leadership development initiative that empowers promising young leaders to positively impact communities, nations, and the world in general. It is crucial that the Youth Summit continues to be a global event that reaches youth in local communities everywhere.

Finally, the Committee has plans to continue building up the Youth Summit Community. The Committee would like for the Youth Summit Community members to interact more often with each other and with the Committee. During the months before the Youth Summit, the Committee's e-mail account was flooded with thousands of e-mails from youth organizations around the world that explained their work and offered detailed partnership proposals. The Youth Summit sees itself as a catalyst for youth action and wants those stories to be heard to inspire youth in local communities around the world. Therefore, the

Committee has created monthly newsletters. These newsletters will include news about the Youth Summit and its partners and contributors, and it will also feature a section to showcase youth initiatives worldwide.



ANNEX 1: YOUTH SUMMIT PAST YEARS' RESULTS

The inaugural Youth Summit “Youth Entrepreneurship: Cultivating an Innovative Spirit to Alleviate Global Youth Unemployment” was delivered in October 2013. The theme of youth entrepreneurship was chosen as a means to explore the cross-cutting role youth employment and job creation can play in addressing multiple development challenges.

In 2014, the Youth Summit presented “The Need for More Open and Responsive Governments” after reviewing the results of a survey to global youth carried out using WBG and UN social media called “My World 2015 Survey.” This Summit looked into (1) exploring how youth can better contribute to the current policy discussions and (2) providing tools to equip young leaders to help foster open and responsive governments in their community.

Results of both Youth Summits, 2013 and 2014, are summarized in the table below.

*WBG Youth Summit 2013:
Youth Entrepreneurship, Cultivating
an Innovative Spirit to Alleviate
Global Youth Unemployment*

*WBG Youth Summit 2014:
The Need for More Open and
Responsive Governments*

Presenters/ Partners	40+ presenters and panelists from private sector, government, civil society, United Nations, and WBG	Partnered with WBG Governance Global Practice, UN Secretary-General’s Envoy on Youth, Plan International, Restless Development, Transparency International, and Asian Development Bank
Attendees/ Viewers	400 attendees, 11 WBG Country Offices, 200+ connected via livestream and social media	350 attendees, plus 50 from WBG country offices
Strategies	Development case competition with 500+ solutions received	Included workshops to build youth leader’s technical and soft skills (“4.1” out of “5” ratings)
Results	Transition of Youth Summit to an annual forum after receiving overwhelmingly positive feedback	#wbgyouthsummit had 3,100+ mentions and 15 million impressions over two weeks
YouTube video	https://www.youtube.com/watch?v=ajf0zXkPik	https://www.youtube.com/watch?v=PScg199aXs

ANNEX 2: YOUTH SUMMIT ORGANIZING COMMITTEE 2015

The Youth Summit Organizing Committee 2015 was elected through an application process inside the WBG during May 2015.



Youth Summit 2015 Organizing Committee

x **Chair:** Ines Gonzalez Del Mazo, Finance and Markets Global Practice x **Treasurer:** Mora Pearl

Farhad, External and Corporate Affairs Global Practice x **Youth Engagement Lead:** Jewel

McFadden, External and Corporate Affairs Global Practice x **Event Logistics Lead:** Alejandra Bustamante, Budget, Performance Review and Strategic Planning

Vice-Presidency x **Event Content Lead:** Meerim Shakirova, Climate Change Cross-Cutting Solutions Area x **Communications Lead:** Vivian Klein, External and Corporate Affairs Global Practice x **Committee Advisor:** Victoria Flamant, External and Corporate Affairs Global Practice x **Committee Advisor:** Arezo Kohistany (not pictured), Treasury and Syndications Department, IFC

ANNEX 3: AGENDA

DAY 1 - Plenary Discussion and Sessions		
IFC Lobby	8:30 - 9:30	Check-in/ Registration and Booth Visiting <i>A continental breakfast will be available</i>
IFC Auditorium	9:30 - 9:50	Introduction to the Youth Summit 2015 Welcoming Remarks by Ines Gonzalez del Mazo, Youth Summit 2015 Chair
	9:55 - 10:15	“Climate Change Calling: A task for everyone” by Rachel Kyte, Special Envoy for Climate Change, WBG <i>Master of Ceremony:</i> Ayse Boybeyi, Senior Knowledge Management Professional, Independent Evaluation Group WBG; and Vivek Raman, Knowledge Management Officer, Independent Evaluation Group WBG
IFC Auditorium	10:20 - 10:55	“And What is Stopping YOU” by Kehkashan Basu, Youth Ambassador World Future Council, Founder and President Green Hope UAE
IFC Auditorium	11:00 - 12:30	“Youth in Action on Climate Change: The Mission of the Next Generation” <ul style="list-style-type: none"> ③ Ken Berlin, President and CEO, The Climate Reality Project ③ Laura Clise, Director of Sustainability at Plum Creek, Corporate Advisory Council ③ Yamide Dagnet, Senior Associate, World Resource Institute Member, Net Impact ③ Kathleen Rogers, President and CEO, Earth Day Network ③ John Roome, Senior Director for Climate Change CCSA Moderated by Neeraj Prasad, Manager, Climate Change CCSA
IFC Lobby	12:30 - 13:30	

Lunch and Booth Visiting

13:30 - 15:00	<p>Breakout Sessions</p>
Room 4-900	<p>Breakout Session: Carbon Finance</p> <p>The session will focus on the state of carbon markets and carbon offsets as key instruments to reduce emissions. In particular, the session will discuss “The Price on Carbon” and a mock-up of COP21 UNFCCC Negotiations. Participants will play the role of negotiators from another country in a Carbon Pricing negotiation.</p>
Room 7900	<p>Breakout Session: 50 Shades of Green Bonds</p> <p>An interactive “Ted Talk” style session that will focus on the current gap of required funds for climate change mitigation and adaptation activities. The session will also discuss opportunities on how to attract private capital through innovation in environmental financing in the green credit markets.</p>
Room L-103	<p>Breakout Session: Making the Connection: Climate Change and Landscapes</p> <p>The session will focus on a new innovative World Bank Group application which contains all available data on landscapes and climate change. Participants will experience a “Foresight” game-changer to stimulate a 4-degree world with plausible scenarios and solutions for landscapes.</p>
Room L-109	<p>Breakout Session: Integrating Climate and Disaster Risk into Development</p> <p>The session will focus on climate and disaster resilient development and why it is essential for eliminating extreme poverty and achieving shared prosperity. The session will feature a hands on activity called “To Row or Not to Row” in which participant’s form teams and take on the role of disaster managers and decide between investing in taking early action for flood preparedness, or in planning and capacity building, while hoping for no floods.</p>
	<p>15:00 – 15:30</p> <p>Coffee Break and Transition to IFC Auditorium</p>

IFC Auditorium	15:30 - 17:30	<p>Group Session by The Climate Reality Project</p> <p>From Apathy to Action: Leveraging Personal Stories and Social Media to Address the Climate Crisis</p> <p>As the urgency of the climate crisis continues to build, the need for a diverse chorus of voices calling for action is more important than ever. In this session, participants will learn how to strengthen their voice through personal storytelling and leverage social media as an effective tool for inspiring change. Speakers will include young Climate Reality Leaders who make a difference in their own community every day.</p>
IFC Cafeteria	17:30 - 19:00	Networking Reception

DAY 2 – Competition Day

IFC Lobby	8:30 - 9:30	<p>Check-in/ Registration and Booth Visiting</p> <p><i>A continental breakfast will be available</i></p>
IFC Auditorium	9:30 - 10:00	<p>Opening of the Summit (Day 2)</p> <p>Introduction of Competition and Jury Members</p> <p>Establishment of Competition Order</p> <p>*Finalists will randomly select a number which will determine the order in which they pitch their proposals</p>

IFC Auditorium	10:00 - 12:00	<p>Live Competition</p> <ul style="list-style-type: none"> ③ Team AQGRI+ for India ③ Team ECO-TECHNOLOGIES for Uganda ③ Team GREENIE EXCHANGE for China ③ Team HELIOS for India ③ Team KOPAGAS for Tanzania ③ Team TREE+PLY for Philippines <p>Moderated by Monika Weber-Fahr, Senior Manager, Communications, Learning and Strategy</p> <p>Jury:</p> <ul style="list-style-type: none"> ③ Dr. Jeffrey R. Alves, Vice President, International Council for Small Business ③ James Close, Director, Climate Change Group, WBG ③ Marianne Faye, Chief Economist, Climate Change, WBG ③ Dr. Angus Friday, Grenada’s Ambassador to the US ③ Cecile Fruman, Director, Trade & Competitiveness, WBG <p>Rules:</p> <ul style="list-style-type: none"> ③ Every competitor will have 1 minute to give a short intro, 7 minutes to present their proposal and 5 minutes for Q&A and feedback from the Jury. ③ The jury and audience will vote after each pitch. The audience will be voting via an online platform using their cell phones. ③ People from the audience who are unable to vote from their cell phones, will have the opportunity to vote from a computer which will be stationed at the entrance of the auditorium.
IFC Auditorium	12:00 - 13:00	Lunch
IFC Auditorium	13:00 - 13:15	#Day4Climate Call to Action by Connect4Climate
IFC Auditorium	13:15 - 14:15	Awards and Closing Ceremony by Dr. Jeffrey R. Alves, Vice President, International Council for Small Business (ICSB), and Arunma O. Oteh, Vice President and Treasurer, World Bank