

Volkswagen first takes part in the “One Young World” sustainability summit

In 2013 for the first time Volkswagen partnered with the One Young World Summit that took place in October in Johannesburg, South Africa. In line with the motto “Where young leaders start leading”, the fourth summit of its kind brought together around 1,300 participants from around the world for an exchange with experts and leading figures on topics including sustainable development, education, the global economy, corporate responsibility, human rights and political issues.

Among the participants were 25 young talents from Volkswagen, drawn from five different countries. In one of around 50 discussion groups they talked about the Volkswagen “Think Blue.” initiative – an integrated approach to ecological sustainability – with other participants.

The overall focus of the discussion group initiated by Volkswagen and supported by Nobel Peace Prize laureate Prof. Mohammad Yunus and astronaut Ron Garan was on “Sustainable Mobility in Emerging Economies”.

At various other sessions the Volkswagen employees were able to listen to the former UN Secretary General, Kofi Annan, musician and activist Bob Geldof and multi-entrepreneur Richard Branson. They also got to hear the view of Boris Becker on the role of sport in society, as well as Jamie Oliver talking about the importance of healthy nutrition.

The summit was all about Generation Y – young people between 18 and 30 who made use of the One Young World Summit to network with highly qualified talents from other international companies, organizations and universities.

Through this dialogue on pressing challenges of our age and their solutions, the participants from Volkswagen were inspired to join together and think further ahead. Since returning to their workplaces in 19 different departments, they have continued to work on sustainable ideas under the “Think Blue.” umbrella. In this way they contribute their experiences as ambassadors of One Young World directly to the world of work at Volkswagen and as multipliers drive the topic of “Think Blue.” forward within the Company.

By sending 25 young employees to the summit, Volkswagen is seeking to engage with young people in a dialogue about “Think Blue.” In addition, together these employees help carry the initiative forward at the Company, bringing Volkswagen one step closer to its goal of being the world’s leading automaker in ecological terms by 2018.