EMPOWER AT ONE YOUNG WORLD SUMMIT

Shell Empower Stage

LOCATION
World Forum, The Hague, The Netherlands

SERVICES
Creative Concept, Live Communications, Logistics

TARGET AUDIENCE
Global young leaders

PROJECT
Creative social concept

CHALLENGE
Showcase Shell as a supporter of the global community of young leaders. Create global social impact through the Shell scholarship for 20 brilliant delegates.

Create a micro community with the 20 delegates, to represent Shell at the One Young World Summit. Strive to create a social impact in the world through the voices of these young leaders, who want to make a strong impact in the world.

SOLUTION

EDUCATE & EMPOWER through the Shell Scholarship. An internal and external campaign was shared to attract 20 young talents. Each had to pitch their social projects and ideas for a better future, including flexible solar panels, computer programming lessons for newcomers or inclusive recruitment platforms.

The “Away Day” was the next step – training and coaching the talents to enable them to accelerate their individual impact on society and its future. Thus, Shell contributed to shaping a micro community of young social influencers, which also included a buddy system, pairing each internal and external delegate.

During the One Young World Summit, Shell hosted the Empower stage. The basic premise was to empower all attendees to increase their learning. And the speech of Shell’s CEO during the summit emphasised Shell’s commitment to empower and educate, as well as support the young leaders.

RESULTS

10% MENTIONS ON OYW SOCIAL CHANNELS
2.5 M DIGITAL ENGAGEMENTS
9.5 RATING OF THE SHELL SCHOLARSHIP PROGRAMME

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