

Young Leaders Visitors Program - follow up meeting

Social Media to Rework the World *From ideas to impact*

Alexandria, Egypt
April 5-8, 2009

Introduction

During April 5-8, 2009 the Swedish Institute (SI) and Swedalex will host the follow up meeting '*From Ideas to Impact*' for the participants of the Swedish Institute Young Leaders Visitors Program (YLVP). The participants are 26 young opinion leaders from Egypt, Syria, Lebanon, Jordan, Palestine, and Sweden who have all participated in a three-week leadership training in social media and freedom of expression organized by the Swedish Institute in Sweden in between October 24 –November 15 2008.

The From Ideas to Impact meeting consists of three parts:

Follow up of personal development plans and group projects (SI and Hyper Island)

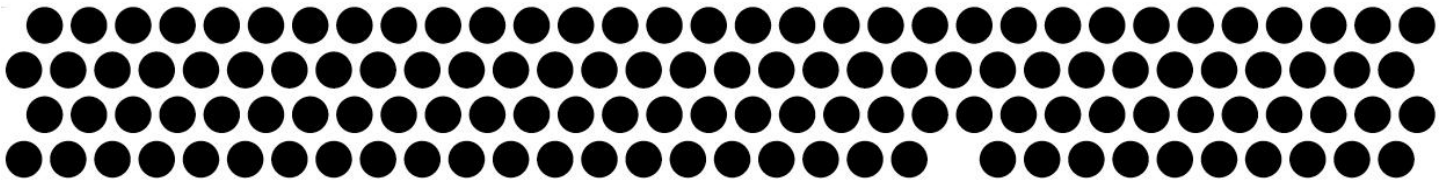
- The first part of the program is a follow up module of the three week training which the participants attended in the fall of 2008. This is facilitated by the SI and YLVP trainers from the Swedish digital media and leadership development school Hyper Island. The purpose here is to follow up *personal development plans* and *group projects* which were started in Sweden during 2008.

Social media solutions to rework the world (SI in partnership with the "Rework the world" initiative)

- The second part of the program strives to give the participants an opportunity to reflect on the sustainability challenge and a possibility to explore how their information activities can benefit from and be used to create greater awareness around the interrelations between the development of ecosystems, economy, youth and employment, rights and democracy, peace and stability, etc. A systems perspective on these issues combined is necessary to find the sustainable solutions to our most pressing challenges.

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SI Young Leaders Network Seminar

- The program includes ‘*SI Young Leaders Network Seminar*’ held at the Bibliotheca Alexandria for invited guests. A selected number of key leaders from different sectors including the civil society will be invited to this seminar.

Background

We are today facing a widening gap between what we know and what we do. Leaders in business, politics and society struggle to act decisively in a landscape of both uncertainty and interdependence. Young people are already paying the price for this as they grow up into a world of increased economic, ecological and social instability.

We need to close this gap. We need to attract people with concrete ideas to develop and inspire others around the world in the effort of change. Our focus must shift towards concrete ventures, real tasks, essential outcomes, and dynamic people worldwide must be meaningfully engaged. The next few years will need to see greater changes than ever before in history – and the sudden convergence of global problems leaves no choice but to take them on together.

Change starts with people – people with ideas, passion and drive to attract and persuade others to think and do differently. Their ideas and their stories can and do change the world.

What are the ideas and activities that will create new platforms for rethinking and reworking? How can small ventures and global policy changes remake our communities, our schools, social and human services, our sources of energy, food and water? What can young opinion leaders do to develop and connect ideas and initiatives, create interfaces between knowledge and action, help bottom up meet top down –

That can take us towards a future that is ecologically and socially sound and vigorous?

Meeting concept

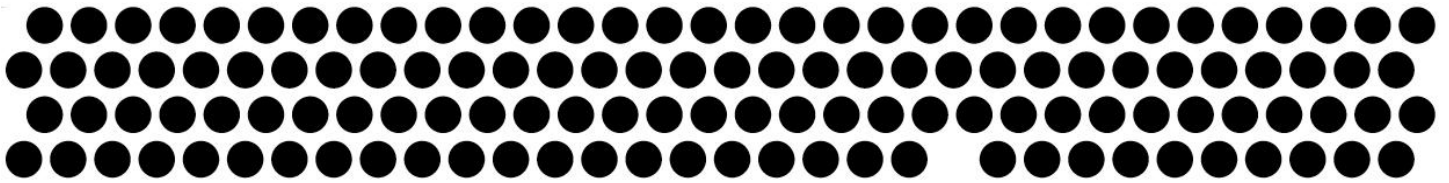
‘Social Media to Rework the World - From idea to impact’

The purpose of the meeting is threefold;

- To follow up group projects and individual development plans created by the participants during the YLVP in Sweden.

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- To provide new ideas, entrepreneurial insights and holistic approaches on future sustainability challenges.
- To provide new networks both professional and private this will strengthen the opinion leader's capacity to promote freedom of expression and social change.

The group of young opinion leaders that gathers in this meeting is already a powerful force for idea creation, influence and change in the region. Thus, this group has a great opportunity – and responsibility – to act and lead not only in one's individual interest, but in the interest of the whole.

This meeting will include substantial input on the interrelated systems challenge that we are facing, and also provide plenty of time to reflect on and discuss the implication of this on oneself and one's own activities. It will also provide inspiration for how to think in new ways to create opportunities to respond to the systems challenge – as entrepreneurial individuals and opinion makers.

This meeting will provide the input and inspiration for development of new initiatives based on the current activities and ideas within the group. Additional time should be available for this work in the course of the 3 day seminar, and the work has the potential to constitute one of several promising initiatives that will be showcased and taken further at the global Rework the World meeting in Sweden in 2010.

The ambition is that this will strengthen the individual opinion leaders, their networks and ultimately encourage ownership of the network.

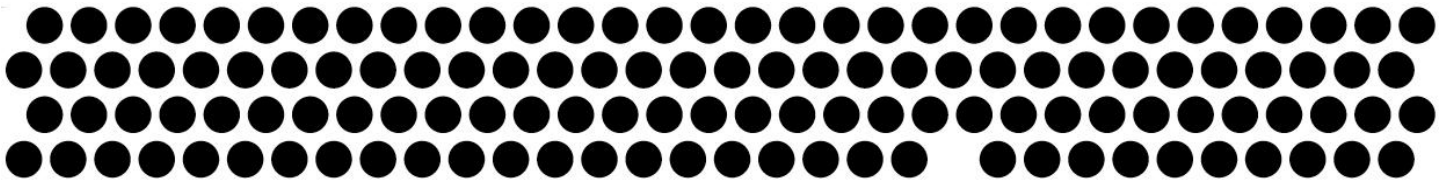
Background on the Swedish institute and YLVP

The Swedish Institute (SI) is a public agency that promotes interest in Sweden abroad. SI seeks to establish cooperation and lasting relations with other countries through active communication and cultural, educational and scientific exchanges.

The SI's operations are carried out in close cooperation with Swedish and foreign partners, as well as with Swedish embassies and consulates around the world.

The Young Leaders Visitors Program is an initiative successfully launched by the SI in 2008 at the request of the Swedish Ministry of Foreign Affairs. YLVP is an intercultural leadership program supporting the development of young leaders through a combination of personal growth and practical experience, focusing on social media as a tool for positive change.





Objectives

The main aim of YLVP is to lay a foundation for dialogue, mutual understanding and knowledge-sharing among young opinion-makers Sweden, the Middle East and North Africa. YLVP strives to strengthen participants in their capacity to promote freedom of expression and increase their prospects to drive processes for social change in their respective contexts through facilitating relationships and networks globally.

YLVP Focus Areas

YLVP integrates four focus areas:

Leadership Training: personal development and group dynamics from an intercultural perspective, encouraging creative initiatives as well as cooperation. The leadership training is carried out through lectures, workshops, reflection sessions and a variety of work assignments.

Social Media: training in innovative technologies as practical tools for shaping public opinion and building networks that promote dialogue and knowledge-sharing. The social media training is carried out through workshops, practical assignments and group projects.

Knowledge-building: theoretical and practical perspectives on democracy and human rights issues through lectures, seminars and workshops by prominent speakers actively working on these subjects.

Practical Experience: practical assignments and projects run throughout the program in combination with study visits to leading Swedish authorities, organizations and institutions that work in the spheres of culture, society, business and politics.

Background on Tällberg Foundation and Rework the World

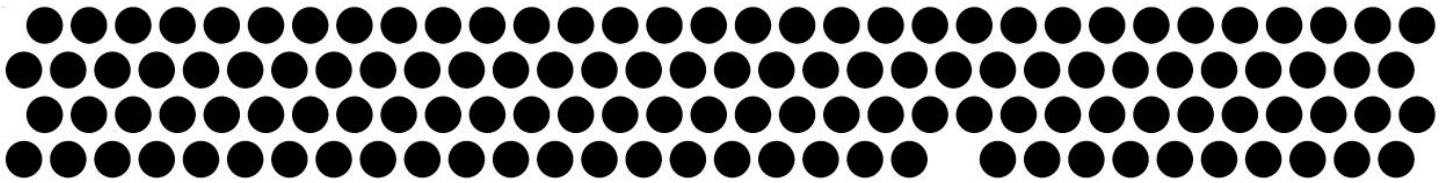
For nearly three decades, the Tällberg Foundation has been assisting leaders from various sectors in society in deepening their understanding of issues related to leadership and change. The Foundation's main activity is the Tällberg Forum. The Tällberg Forum takes place in a small village in Sweden, and gathers annually some 450 leaders from all over the world and from all sectors under the general theme: How on earth can we live together? The Forum has developed into a globally recognized arena for conversations on the major challenges facing humanity.

Rework the World is an open initiative for sustainable change, developed in partnership by Tällberg Foundation and YES Inc, with youth led YES-networks in fifty-five developing countries. The vision is by 2012 to have engaged two million young people in new meaningful opportunities through green employment opportunities or financially and



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ecologically sustainable enterprises. This will set a new standard of interaction across sectors, cultures and borders.

The effort begins now and builds to the 5th Youth Employment Summit, June 2nd-5th 2010 Dalarna, Sweden, which is an outcome oriented four day Summit where 2000 entrepreneurs, change agents and leaders will gather from across the world and across generations. The most interesting and promising initiatives of the YLVP network have the chance to be presented in this forum.

The Rework the World initiative will take us towards the future we want by:

Identifying the very best concrete ideas and ventures at various regional Rework the World meetings across the globe (including Tanzania, China, India, Chile, USA and Sweden)

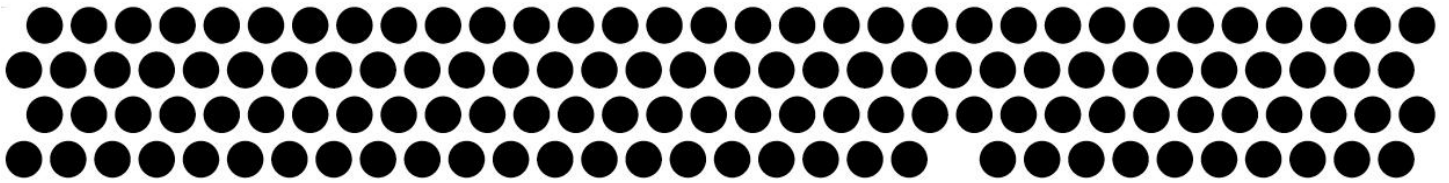
Connecting these concrete ideas with necessary resources, such as key local and regional stakeholders, potential partners and investors in order to multiply, duplicate or scale vibrant initiatives

Convincing leaders and established institutions/politicians to think differently and engage them in the dynamic change to tackle the integrated ecosystem and livelihood challenge.

Javeria Rizvi Kabani
Swedish Institute

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Social Media to Rework the World
From ideas to impact

Alexandria, Egypt

April 5-8, 2009

April 4

Day 1

Venue: The Swedish Institute in Alexandria (Swedalex)

Arrival, check in and sightseeing

20.00

Cocktail reception

Residence of Gun and Tommy Arwitz, *Director General, Swedalex*

April 5

Day 2

Venue: The Swedish Institute in Alexandria

09.00-09.30

Welcome and introduction

Tommy Arwitz, Director General Swedalex, and Javeria Rizvi Kabani,
Project manager Swedish Institute, SI

09.30-11.00

Check-in

Facilitators: Hyper Island and Mark Comerford

11.00-12.00

Future and presence of YLVP

Facilitators: Hyper Island and Mark Comerford

12.00 - 13.00

Lunch at SwedAlex

13.00-14.00

Future and presence of YLVP continued

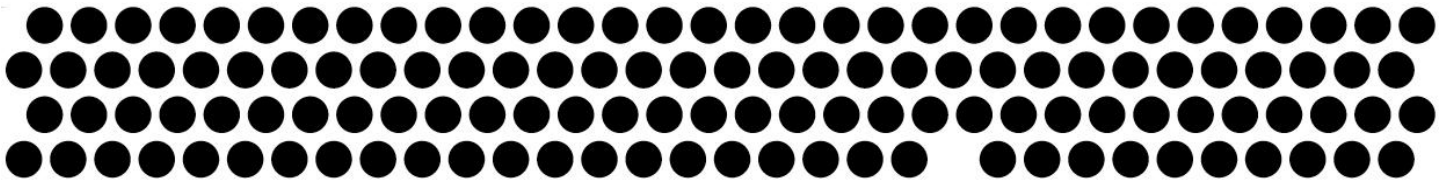
14.00-15.30

Presentation and status of group projects

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15:30 – 16:00	Coffee break
16.00-17.30	Presentation and status of group projects, continued Each group presents the status of their group project
17.30-19.00	Follow-up of personal development plans
19.00	Walk to hotel
20.00	Dinner at hotel
21.00	After dinner talk with Cecilia Udden, Middle East Correspondent, Swedish Radio, Amman

April 6

Day 3

From Idea to Impact

Creating social media solutions to rework the world

Organizers: SwedAlex, SI in partnership with Tällberg Foundation

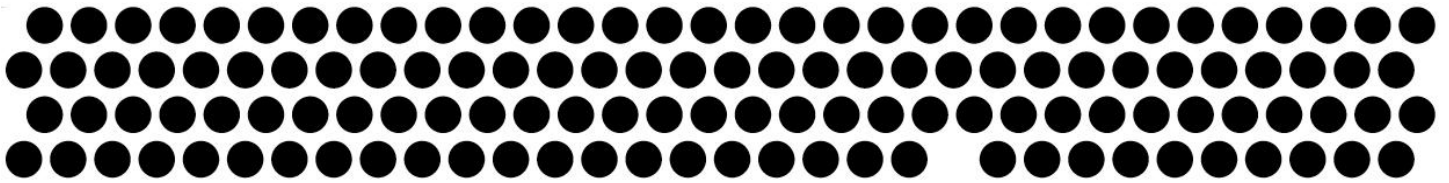
Venue: The Swedish Institute in Alexandria (Swedalex)

09.00-09.30	Opening and introduction Tommy Arwitz, Director General Swedalex, and Javeria Rizvi Kabani, Project manager Swedish Institute, SI
09.30-11.00	Hyper Island and Markmedia
11.00-13.00	How on earth can we live together? Reworking the world An overview of the systems challenge and what we need to do <i>With Carl Mossfeldt, and Caroline Sierstedt Sahlborn, Tällberg Foundation</i> Reflections in small groups
13.00-14.00	Lunch at SwedAlex
14.00-15.30	Case presentation that provide inspiration for development of entrepreneurial ideas integrating sustainability

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- A global call for climate action through grassroots, social media and board rooms, Farah Salka, 350.org
- Volontärbyrån, Amelie Silverstolpe, founder

15.30-17.30

How to go from idea to impact – group work

Reflections in groups and discussions about the information solutions that are yet in the idea or early development phase

What is Rework the World (YES 2010) in Sweden and how can YLVP participants participate?

20.00

Dinner with cultural activity at Swedalex

After dinner conversation - What do I need to do - in the interest of the whole?

A conversation on our own personal responsibility

April 7

Day 4

Venue: 4th Floating Room at the Library of Alexandria

10.00

Tour of the Library of Alexandria

11.00

Summing up conversations

Tällberg Foundation

13.00

Lunch at the Library of Alexandria

14.00-16.00

Swedish Institute Young Leaders Network Seminar

SOCIAL MEDIA TO REWORK THE WORLD

From idea to impact

Venue: Biblioteca Alexandria, floating room 4th floor

Date: April 7th 14:00-16:00

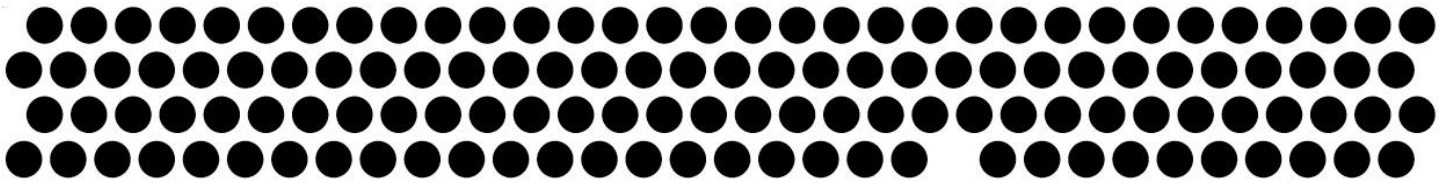
Around the world social media is increasingly being used by a new generation of opinion makers as a tool for social mobilization and social

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change. Digital and social networks are being created cross culturally and cross nationally providing new perspectives on freedom of expression.

The focus of the seminar is on the effects of digital social networks from a sustainability perspective. What is the impact of social and digital networks? How do we harness the networks for change created through social media to leveraging actual social impact.

Moderator: Cecilia Uddén, Middle East Correspondent, Swedish Radio, Amman

Panel:

Mark Comerford, YLVP trainer and lecturer, Sweden

Saseen Kawzally, freelance journalist, Lebanon

Jackson Allers, Multimedia manager, Menassat Arab News, Lebanon

Carl Mossfeldt, Director Rework the World, Tällberg Foundation, Sweden

16.00-17.00

Press conference at Swedalex

Selected participants, SI, Tällberg and Hyper Island

18.00

Cocktails and farewell at Swedalex

All participants, partners and press

April 8

Day 5

Free sightseeing, check-out and departures

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