TELENOX YOUTH SUMMIT CONCePT

Use your digital voice... be heard!

Precisions
THE MILLENNIAL GENERATION IS OUR FUTURE

- Young people of today are born into technology and naturally use technology to effect social change.

- Telenor is committed to create a digital future for all. With our current and future actions we wish to deliver on our vision to ‘empower societies’. The internet and the mobile phone are catalysts for growth and development.

- Nobel laureates often share a passion for changing their societies and the world to become a better place. Their ideas were often controversial at first and many had to fight hard to be heard.

- We wish to bring engaged young social entrepreneurs from 13 markets to Oslo during the ‘Nobel days’. These global youth leaders are invited to further develop their ideas to improve social and economic challenges through the use of mobile technology.

- We wish to listen to the youth, learn from their solutions and help make them heard to a wider audience.
MAKE NEW SOLUTIONS KNOWN TO THE WORLD

OBJECTIVE:
Learn from and be inspired by the young social entrepreneurs on solutions that will contribute to growth and progress in society through the use of mobile technology.

HOW:
• Bring together social entrepreneurs who already have a high societal engagement and are seen as persons who can create change.
• Inspire them through interaction with established change makers.
• Help them further develop their ideas.
• Make their ideas known through exposure and exhibition.
WE WELCOME YOUNG, SOCIAL ENTREPRENEURS

- Our ideal participant is a social entrepreneur who has passion and ideas that will positively impact society.
- They are catalysts for change and already have a voice in their society.
- They are between 18-25 years old and are well connected social media users.
- They communicate well in English and respectful of the Telenor values.
- As a social entrepreneur, they can be social activists, journalists, bloggers, artists, students, business people, NGOs etc. Their academic record is not the most important criteria, their passion, ideas and engagement are.
Represent Pakistan @ The Telenor Youth Summit

SELECTION PROCESS OF THE WINNERS
The youth has to provide a way forward for social change using Internet for one of the predefined categories.

- Health, Medicine & Wellbeing
- Education
- Empowerment
The youth has participate by entering their ideas on the djuice website at: http://djuice.com.pk/campaigns/telenor-youth-summit/

**HOW IT WORKS**

User visit the web portal and Signs up!

Submits Entry

Submission goes for moderation

Content goes live for public voting

Approved content is published on portal gallery

10 ideas are shortlisted based on public votes and judges panel
USE YOUR DIGITAL VOICE
be heard!

If you have an idea that clicks with positive change, then we might fly you to Oslo to represent Pakistan in the Telenor Youth Summit 2013.

11  11  38  24
DAYS  HOURS  MINUTES  SECONDS

Time’s short. Take Action!

Participate Now
SELECTION THROUGH LIVE PRESENTATIONS

• 10 shortlisted candidates will be flown in from their cities to Islamabad where they’d present the ideas to the judges panel.

• Best two will be selected and declared as winners.

• Winners will fly to Oslo, Norway to represent Pakistan.
What happens at the Youth Summit in Oslo

AT THE TELENOR YOUTH SUMMIT
WHAT HAPPENS AT THE YOUTH SUMMIT IN OSLO

- The participants will develop their own ideas and help further ideas of their peers through:
  - Collaborative group work
  - Inspiration from change leaders
  - Help from Telenor functional experts

- The solutions will be documented through videos and posters. These will be displayed and presented at the Telenor Group reception prior to the Nobel Peace Prize Concert, at the Nobel Peace Center, at the Mobile World Congress in Barcelona as well as Telenor internal communication channels and various events.

- The participants will act as an international youth panel and contribute to the Nobel Peace Center exhibition ‘Democracy and Social Media’

Develop and share ideas to solve social challenges with the use of mobile communication technology
THANKYOU