

SUMMER 2019

# EUROPEAN YOUNG LEADERS

## BARCELONA SEMINAR

REPORT



The European Young Leaders (EYL40) programme led by Friends of Europe is a unique, inventive and multi-stakeholder programme that aims to promote a European identity by engaging the continent's most promising talents in initiatives that will shape Europe's future. The programme was initially conceived in partnership with EuropaNova.

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# IMPERATIVE CHANGE: CATCHING UP WITH THE FUTURE

The pace and multiplicity of transformations shaking our world are without precedent: from the devastating impacts of the climate crisis to the geopolitical revolution triggered by China's return to superpower status; from the pervasive presence of artificial intelligence (AI) to the surge in populist politics and the rise of millennials as the planet's most influential demographic.

Established institutions are failing to keep up with the scale and speed of these dynamics. There's a clear need for more agile structures and new forms of leadership able to shape a long-term vision and harness positive forces to influence the outcomes of these transformations.

Meeting in Barcelona, European Young Leaders (EYLS) brought their uniquely diverse social and professional experience to bear in three days of intense debate focused on ways to forge a new leadership, to accelerate responses to the climate emergency and other threats and to grasp opportunities thrown up by humanity's rush to the future.

The seminar held 12-14 September is the latest under the annual EYL40 programme launched by Friends of Europe in 2011. The aim is to bring together 40 of Europe's most-promising talents under 40 to exchange ideas, build networks and discuss the most pressing issues of our times with each other, EYL alumni from previous years and invited experts.

In Barcelona, seminar sessions covered a multitude of themes. These ranged from mobilising an understanding of Europe's history to fight rabble-rousing nationalism, to halting the 'Disneylandisation' of historic cities through sustainable tourism. The discussions also addressed the role of education in preventing gender violence and raising awareness of how language shapes our thought processes.

Young Leaders heard and saw first-hand how questions of sovereignty and identity; homelessness and inequality; creativity, entrepreneurship and innovation are playing out in Barcelona and the Catalonia region through encounters with local politicians and citizens impacted by their policies.

Barcelona was the second seminar for the 2019 class of EYLS, who come from all sectors of society, including politics, business, the arts, science, journalism and civil society.

The Young Leaders huddled to produce concrete proposals for how they can continue to work together in the search for positive outcomes. Their deliberations will also feed into recommendations that Friends of Europe will take forward in its exchanges with government and the newly constituted European Union institutions.



1. Julia Hanzl, Sculptor & 2019 EYL
2. Xavier Damman, Founder and CEO of OpenCollective, Co-founder of Storify & 2017 EYL
3. Alessandro Fusacchia, Member of Parliament and secretary of Movimenta & 2012 EYL; Concert pianist, producer - "The Nutcracker and I" & 2018 European Young Leader, ; Francesca Cavallo, Co-Author of Good Night Stories for Rebel Girls & Entrepreneur & 2019 EYL
4. Marthe Krijger, Senior Programme Manager, Friends of Europe; Regina Salanova, Coordinator, Young Mediterranean Voices, Anna Lindh Foundation
5. Ozan Yanar, Former Member of Parliament & 2017 EYL
6. Roger Montanola I Busquets, Founder and President of Twenty50 & 2019 EYL; Josep-Maria Gascon, Founder & CEO Vitaes Talent & 2013 EYL



# Taking the lead

## (They're calling us together)

Taking the lead in saving the planet may be the best way for the EU to save itself.

That was one of the clear messages from the Barcelona seminar.

“If we manage to make the five next years of the European legislature the years of sustainability – climate and environmental sustainability; human, social sustainability and inclusiveness – we will reconnect the continent,” said **Cristina Gallach**, High Commissioner for the UN’s 2030 Agenda of Spain. “This is the critical vision.”

Participants emphasised the need for politicians and the European institutions to focus on the issues of most concern for citizens. For the youth, the climate emergency has clearly topped its ‘EU to-do list’.

“The real danger for the EU is climate. The EU talks the talk on climate, but it doesn’t do as much as it tells itself it does,” said **Ryan Heath**, Senior Political Editor at POLITICO. “The EU’s been a little bit complacent on climate and that’s going to be the test that 18-25-year olds will judge it on.”



**“The EU’s been a little bit complacent on climate and that’s going to be the test that 18-25-year olds will judge it on”**

**Ryan Heath**  
Senior Political Editor at POLITICO



## “Innovation and politics go together like Trump and diplomacy, tooth-paste and orange juice”

### Edward Strasser

Co-Founder and CEO at the Austrian Innovation in Politics Institute

Heath added, however, that citizens have to take their own responsibility to ensure Europe changes in the right direction. “The EU isn’t going to save you. The EU is you.”

Gallach was part of a panel of speakers in a session entitled ‘The Age of Empowerment and the Demand of a New Type of Leadership’ where several speakers stressed the need to break down silos and establish greater connectivity between people with different views and backgrounds. Leadership in the new era has to be flexible, adaptable and – above all – it needs to display empathy and connect to citizens.

“We have to find a balance between speaking with our heart, connecting with people and having rational reasons for our decisions,” said **Inés Arrimadas García**, spokesperson of the liberal Ciudadanos party in the Spanish National Parliament, and an EYL. “We won the elections in Catalonia ... because we found a way to combine the rational with the feelings.”



Ruben van Zwieten, Dutch pastor, social entrepreneur and 2019 EYL

Several real-world examples were mentioned as representing the type of leadership that makes that essential connection with citizens. They include New Zealand's Prime Minister Jacinda Ardern, teenage climate activist Greta Thunberg and Irish politician Eamon Gilmore.

**Ruben van Zwieten**, Dutch pastor, social entrepreneur and 2019 EYL, also picked up on the need for rationality to be matched with emotional appeal. "We are now living in such a world where everything is about numbers and about statistics, but we have a lack of poetry."

Innovative leadership from responsible politicians with a positive message is clearly needed to counter the rise of populists who call into question democratic values on which the European project was founded.



Dharmendra Kanani, Director of Insights at Friends of Europe

“It feels as if, since 2014, we’ve entered crazyville,” suggested **Dharmendra Kanani**, Director of Insights at Friends of Europe. “We’ve given birth to the rise of psychopathic leaders and ... it seems like people power has been shifted in Europe and elsewhere.”

While mainstream political parties have become “fat, complacent and lazy” after decades of taking access to power for granted, populists have surged with new messages aimed at voters’ gut feelings.

“The gap between citizens and the elite is filled with right-wing extremists and their success is our weakness,” said panellist **Edward Strasser**, Co-Founder and CEO at the Austrian Innovation in Politics Institute. “The democratic spectrum has to be improved to ensure that our kids don’t live in an authoritarian environment.”

While admitting that many people feel “innovation and politics go together like Trump and diplomacy, tooth-

paste and orange juice”, Strasser was optimistic the fight back against populism is beginning to bear fruit.

“There are definitely encouraging signs at the local, regional and national level,” he said.

Still, more has to be done to reverse “this weakening of democracy that we are perceiving”, said **Ana Palacio**, former minister of foreign affairs of Spain, and former senior vice-president and general counsel of the World Bank.

She also agreed on the need to breakdown silo-based political visions that keep citizens with different views isolated from each other in an era of Fox News and Facebook.

“Silos lead to ‘identitarianism’ and exclusion. You end up not being able to communicate with and understand others,” she said. To counter that, politics has to refocus on the “citizen in all its complexity”.



Ana Palacio, former minister of foreign affairs of Spain

Samantha Keon, Documentary film maker, producer of 'Casas Sin Familias' a documentary that explores the issue of mass tourism in Barcelona and its impact on the housing crisis



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The Foundation does not act in lieu of others: since its establishment, it has played a crucial catalyser role, convening, leveraging resources and fostering a participatory and collaborative approach among key stakeholders from the civil society, the private and the public sector.

Inspired by the principle of subsidiarity, the Foundation fosters the analysis and anticipation of social needs, supports the development, testing and scaling of innovative, more effective and higher impact solutions, as well as the dissemination of successful practices.

Ranked amongst the most important philanthropic institutions in the international arena, Fondazione Cariplo has enabled the accomplishment of over 30,000 projects of non-profit organizations – operating in the fields of Arts & Culture, Environment, Scientific Research and in the Social realm – providing over €3 billion in grants since 1991.



- 1. Joss Garman, UK Director, European Climate Foundation & 2019 EYL
- 2. Sophie Nivelles-Cardinale, War Reporter and Film Maker & 2019 EYL
- 3. Clara Casert; Programme Executive at Friends of Europe
- 4. Mary Fitzgerald, Libya Analyst, Award-Winning Journalist & 2013 EYL
- 5. Grace Perez-Navarro, Deputy Director of the OECD's Centre for Tax Policy and Administration
- 6. Abdalla Kablan, Serial entrepreneur and academic & 2019 EYL; Francesca Cavallo, Co-Author of Good Night Stories for Rebel Girls & Entrepreneur & 2019 EYL; Ozan Yanar, Former Member of Parliament & 2017 EYL



# The Message

## (Guiding us forever)



**“Maybe what we should be doing is investigating how that populist message travelled so fast and moved opinion to reach so many people so quickly”**

**Alex Loizou**

Cypriot Co-Founder and CTO  
of Trouva and 019 EYL

The seminar looked ahead at how the new European Commission led by Ursula von der Leyen and the freshly elected European Parliament can best connect with citizens. **Stephan Petermann**, Dutch Architect and Co-Founder of EuroLab, a collective of European creatives, underscored the importance of better branding for the European project.

He presented a video that highlighted benefits citizens get from EU membership which costs them no more than a Netflix subscription. EU officials are too defensive in efforts to promote the project, a natural reaction given that they have been “battered for some decades”, Petermann argued. “You cannot submit to pessimism, you always have to be progressive, you cannot get away with sitting back and letting things go,” he insisted.

Ryan Heath said innovators within the European institutions need support because “they are in a massive minority”. He urged a renewal of personnel to bring in more original thinking to promote Europe.

The concepts applied in branding and design are too often lacking in politics where ideology takes priority over the search for practical solutions to citizens’ problems. “Design is completely lacking in politics ... which is crazy when you think that politicians, policymakers are designing solutions for dealing with problems that have



Alicja Geschinska; Nathalie Furrer,  
Director of Programmes and  
Operations, Friends of Europe

a huge impact on so many people,” said **Francesca Cavallo**, Italian co-author of “Good Night Stories for Rebel Girls”, Entrepreneur and 2019 EYL. “People come to problems with a lot of ideology and no concept whatsoever of how design could actually help overcome some of the biggest challenges of our time.”

However, her fellow 2019 EYL **Alex Loizou**, Cypriot Co-Founder and CTO of Trouva, contended that some politicians know only too well how to exploit design principles to craft messages that people want to hear, exploit modern distribution platforms to get them across and leverage available data to achieve their ends. “The Trump campaign, the Brexit campaign ... wasn’t that a master class in design?” Loizou asked. “Maybe what we should be doing is investigating how that populist

**“If we talk about politicians as liars, as corrupt people, then you shape a space where you attract that type of person”**

**Alicja Geschinska**  
Belgian philosopher, writer  
and 2019 EYL



Malcolm Byrne, Head of Communications at the Higher Education Authority & 2014 EYL;  
Ayman Mhanna, Executive Director Samir Kassir Foundation & MENA Young Leader

message travelled so fast and moved opinion to reach so many people so quickly ... How can we play that game but with messages that are positive?"

With Brexit an unavoidable theme, UK Member of Parliament and 2019 EYL **Luke Graham** joked that "as the only Brit here, it's probably not a good idea for me to talk about a new type of leadership". He agreed, however, on the need to use 21st century tools to overcome the disconnect between citizens and politicians and raise awareness of the role of political institutions.

"We've allowed our institutions to become so disconnected from people, that they don't understand what the institution is for," he said.

Graham suggested that politics could learn from the makers of Star Trek, the science-fiction series launched in the 1960s but repeatedly updated to keep

it relevant to new viewers. “They rebooted Star Trek in the 2000s,” he said. “We need to do the same for our institutions, so they have that 21<sup>st</sup> century appeal for other generations.”

Various speakers urged a less confrontational approach to politics and cautioned over the role of many news media outlets in seeking to promote provocative and quarrelsome discourse.

“The current business model for politics is conflict,” cautioned **Jesse Klaver**, Leader of the Groenlinks party in the Dutch Parliament and EYL. “There is something wrong with democracy because conflict is a business model for politics but also for the media ... that is not the way we can move our countries forward.”

**Alicja Geschinska**, Belgian philosopher, writer and 2019 EYL, recalled her own experience in running in this year’s EP elections. She noticed how traditional- and social-media attitudes hardened when she became a politician. “Don’t politicians also deserve kind treatment?” she asked. “If we talk about politicians as liars, as corrupt people, then you shape a space where you attract that type of person.”

Overcoming conflict is a priority for **Daniel Romero-Abreu**, expert in leader positioning, President and Founder at Thinking Heads, a network that connects and positions thought leaders. “What I try to do all the time, is to find common ground, common understanding with people, that is basically what leadership today should be based on,” he told the group.



Cristina Gallach, High  
Commissioner for the UN's 2030  
Agenda of Spain

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# Lessons of language and history

## (My guide and inspiration)



**Lera Boroditsky**, cognitive scientist at the University of California San Diego, demonstrated how languages frame their speakers' way of thinking. She provided an overview of how languages evolve from generation to generation and how politicians use language to manipulate and mobilise opinion.

Populist politicians can use metaphors on immigration to awaken images and ideas lurking in voters' thoughts. "A lot of ideas can sneak in on metaphors, because they already exist in people's minds and the metaphor just brings them out," she said. "That's a very dangerous thing when these metaphors invite us to use bad ideas that are already floating around our minds."

**"A lot of ideas can sneak in on metaphors, because they already exist in people's minds and the metaphor just brings them out"**

**Lera Boroditsky**  
Cognitive scientist at the University of California San Diego



Alexandra Dariescu, Award-winning concert pianist, producer of "The Nutcracker and I" and creative entrepreneur & 2018 EYL

For example, a politician may realise he's going too far by referring to immigrants as 'animals': when he says migrants are 'scurrying' over the border he dehumanises them in listeners' minds, creating an association with infestations of vermin.

Earlier, **Dominique Moïsi**, Co-Founder of the Institut Français des Relations Internationales (IFRI), pointed out that politicians today are misusing language more than he can remember. "I've never seen so much poor leadership and I've never seen so many untruths spoken," he said.

Attributing the rise of divisive populist forces in Europe to "anger, fear and nostalgia", Moïsi said it was fundamental for Europe to assimilate the lessons of its history and pass them on to younger generations so they can defend gains made since the Second World War.

"We've lost track of what is at stake," he argued. "We have lost track of what freedom is ... we have lost track that Europe is about peace and reconciliation ... we simply have forgotten the meaning of peace." Ryan Heath from POLITICO, made the same point in blunter language: "People aren't killing each other anymore, so people should be f\*\*king grateful."

Moïsi told the group that the world faces a revolutionary geopolitical shift as China's rise heralds the end of Western global hegemony but, he explained, the change also reflects an evolutionary trend with China replacing the Soviet Union as a rival for the United States.

Europe, Moïsi said, has to choose whether it will be at the table or on the menu, with internal divisions making the latter scenario more likely. "We Europeans

have to realise that we live in a world where we have marginalised ourselves and where it is essential to define ourselves and our place,” he concluded.

Whatever its place, participants pointed out that Europe had to ditch lingering neo-colonial attitudes toward the rest of the world. “I feel there is still a little bit of small-mindedness and racism in the way that we think about Europe, the way we want to protect the world for ourselves,” contended **Marta Krupinska**, Head of Google for Startups UK and 2019 EYL. “I want to believe that we can also think about how we can better the world for everyone and not just for ourselves.”

Jamila Aanzi paying homage to the late EYL Maria Vlachou





1. Dominique Moisi, Co-founder of the Institut français des relations internationales
2. Iés Arrimadas García, Spokesperson of Ciudadanos (Spanish liberal party) and MP and Spokesperson of the Parliamentary Group in the National Parliament & 2017 EYL
3. Luke Graham, Member of the UK Parliament & 2019 EYL
4. Ayman Mhanna, Executive Director Samir Kassir Foundation & MENA Young Leader; Lukasz Dziekonski, CEO of Montis Capital Fund& 2015/16 EYL

# Taxing times

## (I want all the world to see)

Ways in which taxation, consumerism and tourism are, and should be, reshaping our world also came under the spotlight. One panel examined how taxes can be used to reduce the growing inequality which is fuelling discontent in many countries within Europe and beyond.

“There is much less inequality in the world now between countries, poverty levels have dropped ... (but) there is much more inequality within countries,” said **Dmitri Jegorov**, Deputy-Secretary for Tax and Customs Policy, Estonian Ministry of Finance. “This is very important ... It’s up to the countries themselves to deal with the inequality within.”

The issue of cross-border tax avoidance and evasion by multinationals in the digital age loomed large. **Grace Perez-Navarro**, Deputy Director of the OECD’s Centre for Tax Policy and Administration, outlined efforts to ease an international understanding on how best to tackle the problem.

“Countries recognise that they cannot tackle this issue of cross-border tax-avoidance by themselves,” she said. “There has been a very fundamental change in the visibility of this issue and the political momentum behind it.”



**“There is much less inequality in the world now between countries, poverty levels have dropped ... (but) there is much more inequality within countries”**

**Dmitri Jegorov**  
Deputy-Secretary for Tax and  
Customs Policy, Estonian Ministry of  
Finance



**“Successful organisations in the future will have to balance social, sustainable and emotional values with economic value”**

**Anne Lise Kjaer**  
London-based futurist and keynote speaker

As the EU strives to create a digital single market, Jegorov said a common solution to taxing digital companies and digital operations is essential. “If you talk about ... 28 different systems for taxing the digital economy, it’s not going to be a digital single market, it’s going to be a digital nightmare.”

Contributors highlighted the importance of tax education, to make people aware of the social and economic value of paying their taxes – as is common in Germany and Nordic countries – rather than having a situation “where it is cool to avoid taxes”.

**Anne Lise Kjaer**, a specialist on future trends in innovation and business concepts, looked to her compatriots to state: “Danes are happy to pay taxes because they know they get something out of that.”

Kjaer was a panellist in the session looking at ‘The Future of Consumerism’. She said companies, like governments, have to tap into inclusive models that connect with people’s real needs, which are changing as notions of success evolve and consumers increasingly question what is meaningful.

“Successful organisations in the future will have to balance social, sustainable and emotional values with economic value,” Kjaer said. “If you want to get ahead as a meaningful organisation, you need to balance people and planet.”

That theme was picked up by **Abdalla Kablan**, Maltese serial entrepreneur, academic and 2019 EYL. “Changing behaviour is not enough – we have to reinvent value. We have no mechanisms to value social and cultural capital. Future companies will not think only about how much money you are spending,” he said.



As General Manager for Spain and Portugal at the electric scooter rental company Lime, **Alvaro Salvat** acknowledged, firms have to educate their consumers. At the moment, he admitted, electric scooters pollute more than buses as their lifespan is very short. He said education also focuses on non-users. “Sessions for elderly people happen often,” he said. “We have policies to ensure that users don’t take up the public space.”

Lime scooters are banned in Barcelona, but the city has plenty of other tourism-related issues that featured in the session on how to develop sustainable travel to prevent the transformation of parts of the continent into ‘theme park Europe’.

Documentary maker **Samantha Keon** showed an extract from her film *Casas Sin Familias* which looks at how the arrival of 24mn tourists every year is impacting Barcelona’s housing crisis, triggering evictions as holiday rentals replace long-term accommodation in the city.



“Everybody has to come together to discuss these challenges,” she said. “Governments, residents, these companies need to be brought into the conversation because it’s now unregulated.” She warned historic city centres risk being irreparably harmed as their resident population is forced out.

“Once we lose these gems, they are gone,” Keon argued. “I want tourists to be as angry about this as I am, I want them to be as sad.”

**Javier Gandara**, Director-General for EasyJet Spain, Portugal and the Netherlands, agreed on the need for better planning and “21st century regulation” to limit the social and environmental impacts of mass tourism, but he insisted regulation should not go too far.

“I truly believe aviation has improved lives and society overall ... aviation brings people and places closer to each other,” he said. “If you are going to limit the rights of people to fly, that is an elitist argument, because only the very rich people will be able to fly.”

However, some in the group said it was time to question the concept of unlimited low-cost flying. “The main reason we have mass tourism is that it is cheap. People don’t want to visit their own countryside but they want to visit Barcelona for the weekend. This is crazy,” argued **Tomáš Ignác Fénix**, Czech farmer, Vice-President of the European Council of Young Farmers and 2019 EYL. “Is it really necessary that everybody has the right to have cheap tourism, that everyone has the right to come overnight for a 1,000km trip for a stag party or whatever?”

Markus Freiburg, Founder and Managing Director of Financing Agency for Social Entrepreneurship (FASE) & 2017 EYL; Dharmendra Kanani, Director of Insights at Friends of Europe; Andreas Kunze, CEO and Co-Founder of KONUX & 2019 EYL





1. Stephan Petermann, Architect and co-founder of Eurolab - a collective of European creatives working on branding the European project better
2. Monika Panayotova, Former Deputy Minister for the Bulgarian Presidency of the EU Council & 2019 EYL
3. Martijn Arets, International and independent platform expert & 2013 EYL
4. Martina Vuk, Secretary of State for the Slovenian Ministry of Education, Science and Sport & 2019 EYL
5. Alessandro Fusacchia, Member of Parliament and secretary of Movimenta & 2012 EYL



- 1. Marta Krupinska, Head of Google for Startups UK & 2019 EYL
- 2. Florian Zinoecker, Head Corporate Governance and Internal Policies ESM & 2014 EYL
- 3. Laura Foraster i Lloret, Public Diplomacy Council of Catalonia (Diplocat)
- 4. Thomas Douzis, Founder and CEO of ERGON Foods & 2019 EYL
- 5. Guillem Anglada-Escudé, Professor of Astrophysics at the Queen Mary University & 2018 EYL
- 6. Tomáš Ignác Félix, Farmer and Vice President of the European Council of Young Farmers & 2019 EYL





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**The John S. Latsis Public Benefit Foundation is a non-profit organisation established in 2005 to carry on the philanthropic legacy of John Latsis.**

The Foundation plans, manages, and funds programmes across a wide range of issue areas, centered around five thematic strands:

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ARTS & CULTURE**

An additional, diversified branch of activities fall under the operation of the Neraida Floating Museum. The Museum runs a variety of events and offers free access to visitors, highlighting the maritime and entrepreneurial history of Greece, familiarising the youth with maritime professions, and promoting environmental conservation.

The Foundation implements a venture philanthropy approach to its grant-making, which means prioritizing high engagement with grantees, tailored financing, non-financial support, involvement of networks, organisational capacity-building, performance measurement and remaining responsive to ongoing social needs.

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# Home truths (Barcelona, how can I forget?)

The Young Leaders heard first-hand how pressure from tourism and gentrification is impacting homelessness and other social problems in Barcelona's El Raval neighbourhood. They were taken on a walking tour of the district guided by homeless people working for Hidden City Tours, a social start-up which aims to give tourists an alternative view of the city.

During the tour, the group was told about forced evictions, drug addiction, crime and prostitution in the neighbourhood, the inadequate official response to homelessness and violence faced by the people living on the streets.

**Lisa Grace**, Founder of Hidden City Tours, explained how the 2009 eurozone economic crisis sparked an "humanitarian crisis that caused a huge increase in the homeless problems here in the city". Initiatives like Hidden City Tours give tourists a chance to learn about urban realities and to put something back, she said. "We're talking about leaving a footprint in the positive sense, you are visiting Barcelona and you can play your role."

Wider political issues in Barcelona and the Catalonia region were also raised during the seminar. Interventions covered a range of views on issues of sovereignty, democracy and the rule of law. **Alfred Bosch i Pascual**,



**“We’re talking about leaving a footprint in the positive sense”**

**Lisa Grace**  
Founder of Hidden City Tours



‘Conseller’ for Foreign Affairs, Institutional Relations and Transparency in the Government of Catalonia talked to the group over dinner at Casa Llotja, an historic former commercial exchange building near the Barcelona waterfront.



Ringaile Trakymaite, Head of Civil Society Development & Co-operation Division at Eastern Europe Studies Centre (EESC)

He defended the holding, in 2017, of a vote on Catalonia’s independence and denounced the jailing of some of the organisers, while stressing the region’s pro-European approach. “In Catalonia, we are strongly pro-Europe, we are not Brexiteers, we are Remainers.”

Other speakers denounced the vote as anti-constitutional. “We are in front of one of the most divisive movements that we have in Europe: the independent movement in Catalonia,” contended Romero-Abreu, from Thinking Heads.

Troubles in other regions of Europe came to the fore in some of the peer-learning roundtables held on the seminar’s final morning. **Sophie Nivelles-Cardinale**,



French war reporter and filmmaker, led a discussion on relations between Turkey and the EU, while her fellow 2019 EYL **Monika Panayotova**, former Deputy Minister for the Bulgarian Presidency of the EU, hosted talks on the Western Balkans.

Max von Bismarck, Chief Business Officer & Managing Director, Deposit Solutions, 2014 European Young Leader

“The Western Balkans too have to be part of diversity. It’s important to overcome stereotypes about the region,” Panayotova said, emphasising the necessity of greater EU engagement to promote values in the region.

Other topics debated in roundtable sessions included gender violence, climate law, changing retail trends, women in leadership and the role of the arts in strengthening Europe’s sense of community. “Politicians often want to separate people, to have them fight against each other. Art unites us,” said **Julia Hanzi**, Austrian ceramic artist, sculptor and 2019 EYL.

## Where we go from here (We will meet again)



**“If you think about the future of Europe, social innovation can have a very important role”**

### **Markus Freiburg**

Founder & Managing Director of Financing Agency for Social Entrepreneurship (FASE), 2017 European Young Leader

As with all the EYL events, Barcelona produced a quest for takeaways and concrete ideas that the Young Leaders and Friends of Europe can put into action. The group split up to craft a series of policy recommendations on innovation and social entrepreneurship. “This is a new movement of people that are looking at social innovation,” explained German EYL **Markus Freiburg**, CEO and Co-Founder Financing Agency for Social Entrepreneurship (FASE) and EYL. “If you think about the future of Europe, social innovation can have a very important role.”

Ideas to emerge from the debate included:

- Launching a company looking at alternatives to plastic drinking straws, which **Alfredo Muñoz**,

Spanish Founder & CEO of ABIBOO Architecture and 2019 EYL, agreed to take forward;

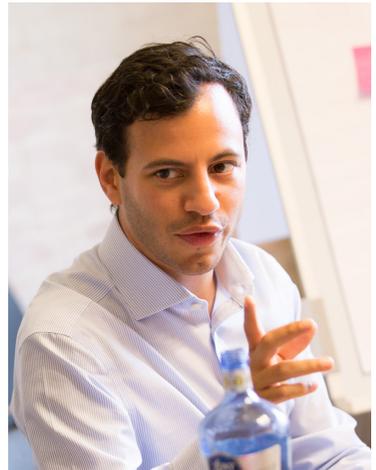
- Investigating ways to move away from the internal combustion engine, led by **Joss Garman**, UK Director of the European Climate Foundation and Croatian **Davor Tremac**, Uber's General Manager for Southeast Europe, both EYLs;
- Research into sustainability in the space industry;
- Raising awareness and improving education and branding of sustainability;
- Linking accelerators and incubators for classical start-ups and social enterprises to overcome antagonism between the profit and non-profit sectors;
- Boosting diversity by increasing awareness of gender balance and minority representation in hiring, purchasing etc.;
- Grassroots learning to improve digital literacy;
- Building a European or global network to keep abreast of changing technologies.

In the final session, the Young Leaders applauded the success of the programme which has succeeded in its aim to build what **Geert Cami**, Friends of Europe's Co-Founder and Secretary-General, called "a new kind of network" that unites "people who have one thing in common: that we will no longer accept that we live in a Europe we can't believe in anymore".

However, they recognised that it's vital to take the process further. "With a small amount of ambition, we can take it to a new level," Cami said.



Geert Cami, Friends of Europe's Co-Founder and Secretary-General



Edvard Glucksman, Impact Partnership Development Manager, University of Exeter & 2016 EYL



Nassira El Moaddem, Editor of Bondy Blog & EYL 2018

Ideas include building an enhanced media presence for the EYL through op-eds, raised social media profiles.

Muñoz spoke about leveraging the power of the EYL network to help them all in their projects, for example through a searchable data base where Young Leaders could follow the activities of others and lend their own knowledge and experience. **Nassira El Moaddem**, French journalist and 2018 EYL, urged for more connections between the programme and civil society, an idea that harkens back to open sessions that members of the public held during recent EYL seminars in Malta and Poland.

**Mary Fitzgerald**, Libya Analyst, award-winning journalist and 2013 EYL, suggested the formation of national chapters of EYL alumni who could hold public events and reach out to society in all countries. She made a start with that outreach by joining **Guillem Anglada-Escudé**, Spanish Professor of Astrophysics at the Queen Mary University and 2018 EYL to speak to students at a high school in his Catalan hometown the day after the seminar.

**Ayman Mhanna**, Executive Director of the Samir Kassir Foundation in Lebanon, called for increased exchanges beyond Europe. “These kinds of initiatives that you all are doing are really sources of hope for individual acts of resistance taking place on the other side of the Mediterranean,” concluded Mhanna, an alumnus of the Middle East and North Africa Young Leaders programme, launched by Friends of Europe in 2017.

“As of 2020, we’re going to try to find ways to activate our network,” Cami concluded. “We have a tremendous network in all sectors of society, we need to find ways to turn that collective power into actual results.”



- 1. Alvaro Salvat, General Manager, Lime Portugal & Spain
- 2. Joss Garman, UK Director, European Climate Foundation & 2019 EYL; Xavier Damman, Founder and CEO of OpenCollective, Co-founder of Storify & 2017 EYL
- 3. Jakob Haesler, Managing Director Foxdixneuf & 2013 EYL
- 4. Elena Alfaro Martinez, Global Head of Data & Open Innovation in BBVA Group & 2013 EYL
- 5. Jesse Klaver, Leader of the Dutch 'Groenlinks' Party & 2018 European Young Leader
- 6. Alfredo Munoz, Founder and CEO of ABIBOO Architecture



# About Friends of Europe

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Friends of Europe is a leading think tank that connects people, stimulates debate and triggers change to create a more inclusive, sustainable and forward-looking Europe.

## CONNECT

Friends of Europe is an independent think tank with a difference – we believe innovation is a mindset, behaviour and action. We aim to be catalysts for change and believe that real solutions come from transforming mindsets through the confrontation of ideas and the breaking down of silos between politicians, businesses and civil society.

Believing that change is achieved through inclusive policies and action, we reach out to and work with a wide network of policymakers, international organisations, civil society representatives, business leaders, academics, the media and citizens across Europe and beyond.

We have no national or party political bias and ensure that all viewpoints are represented in our activities and publications.

## DEBATE

We foster open, insightful and provocative debates to stimulate fresh ideas and creative thinking.

Our portfolio of events and reports means that Friends of Europe contributes ideas and leads the debate on a wide range of EU-related issues, including:

Climate & Energy | Health | Asia, Africa and Emerging Economies | Digital, Skills & Inequalities | Peace, Security and Defence | Migration and Integration | Citizens' Europe

Our European Young Leaders (EYL40) programme connects Europe's most promising talents, and our Board of Trustees brings together the knowledge and experience of European leaders who include Presidents, Prime Ministers, European Commissioners and Presidents of the European Parliament.

The Development Policy Forum (DPF), the Asia programme and the Europe-China Forum build bridges to foster global partnerships.

Europe's World, our policy journal, is the only pan-European publication which offers a unique insight into the views of leading policymakers and opinion-makers on European and global challenges.

Our online platform Debating Europe encourages citizen-led debates with policymakers. In less than five years, it has built up a 4.3m-strong community of citizens across Europe and over 272,000 social media followers who put their questions to high-profile decision makers.

## CHANGE

We offer Europe's citizens an opportunity to take an active transformational role in shaping their environment. We use ground-breaking online brainstorming to bring different stakeholder groups together from all over the world and constantly innovate in how we convene and shape discussions. Through our debates, conferences, working groups, reports and recommendations we provide bold and ambitious but practical solutions for a more inclusive, sustainable and forward-looking Europe.

## FRIENDS OF EUROPE IN FIGURES

5000+ senior participants and speakers

60 events

50 publications and over 200 op-eds published

a growing 4.3 million strong online community on our online discussion platform Debating Europe

1.120m unique visitors to its websites



# About the programme

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[www.EYL40.org](http://www.EYL40.org)



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The European Young Leaders (EYL40) programme led by Friends of Europe is a unique, inventive and multi-stakeholder programme that aims to promote a European identity by engaging the continent's most promising talents in initiatives that will shape Europe's future. The European Young Leaders represent a promising European leadership from all over the continent and with a wide variety of backgrounds including politics, business, civil society, academia, arts, science and the media.

From trailblazing biochemists to budding political leaders, and from dot.com entrepreneurs to NGO 'stars' who are shaping the social and environmental policies of tomorrow, the European Young Leaders are a unique community that crafts innovative responses to European challenges and positively affects the lives of future generations.

Every year, they meet during two 3-day seminars that take place in symbolic European cities, joined by decision-makers, stakeholders and key European actors, to discuss issues of common concern and develop concrete proposals and recommendations to tackle the challenges facing Europe and its citizens.

The relaxed tone and out-of-the-box nature of the European Young Leaders (EYL40) programme have brought about salient and open discussions that have facilitated the development of a strong network of committed Europeans.

This programme also turns ideas into actions. That means ongoing interactions between young leaders, alumni and outside participants to boost innovative ideas and have a bigger impact on the European stage by forwarding projects that matter to the community. The programme was initially conceived in partnership with EuropaNova, a Paris-based think-tank.

The 2017 Autumn seminar in Tallinn also increased the programme's outreach by inviting North American and Middle East and North African (MENA) Young Leaders to join the discussions for the first time. The aim is to create synergies, promote structural dialogue and foster better mutual understanding between established leaders from the three regions and develop an inter-regional, multidisciplinary network of alumni to support the leaders of tomorrow.

# Young Leaders



## JAMILA AANZI

The Netherlands · Dutch UN Women's Representative Dutch Women's Council & 2014 EYL

Jamila has positioned herself as one of the leading innovators in the fields of youth involvement and social outreach in the Netherlands. She has participated in numerous programmes aimed at encouraging cooperation between diverse backgrounds and envisioning a new social and political vision. In 2017, the Dutch Minister of Foreign Affairs, appointed Jamila as Dutch women's representative at the United Nations. As a senior international trainer for the Max van der Stoel foundation she trains political parties and politicians in Eastern Europe, the Middle-East and North-Africa. Jamila is an alumnus of several international leadership programs like the Israeli 'future European leaders' program and the US state department's 'international visitors' leadership' program.



## ELENA ALFARO MARTINEZ

Spain · Global Head of Data & Open Innovation in BBVA Group & 2013 EYL

Elena is Global Head of Data & Open Innovation in BBVA Group, where she leads the Big Data/Smart Cities Global Initiative aimed at creating new urban services based on smart data and information management. For this, she has obtained international recognition through various publications in the media. She has played an active role in the development of telecommunications in EMEA and LATAM in the business development area, and subsequently expanded her career as an expert in the field of innovation. Elena holds a degree in Economics & Business Management from the University of Madrid and a BA in Business Studies from the University of Sunderland in the UK.



## GUILLEM ANGLADA-ESCUDE

Spain · Professor of Astrophysics at the Queen Mary University & 2018 EYL

Guillem is a well-known astrophysicist and scientist, who discovered the Proxima-b exoplanet orbiting Proxima-Centauri, our closest neighbouring star. He has conducted research in several countries and has been actively engaged with space agencies, such as NASA and the European Space Agency. In 2016, Nature magazine chose him as one of the ten most prominent scientists world-wide, and the same year he was also listed by TIME Magazine as one of the 100 most influential people in the world.



### **MARTIJN ARETS**

The Netherlands · International and independent platform expert & 2013 EYL

Martijn is an international expert and thinker in the field of emergence and development of the collaborative economy: sharing economy, gig economy, crowdfunding and crowdsourcing. He spoke with over 500 representatives from platforms, government, trade unions and corporate organizations in 16 countries to explore the conditions under which platforms can contribute to a more inclusive society. As a bridge builder and independent professional outsider, he uses these insights and this network to get stakeholders together to address relevant issues in a constructive way. Martijn shares his knowledge in his blogs, books, as an advisor and keynote speaker. His background is in marketing and branding, and he has written the books "Brand Expedition, a journey visiting Europe's most inspiring brands", "Crowdfunding, beyond the hype" and "Crowdfunding for Dummies." Currently, he is writing two more books about the rise and future of the collaborative economy.



### **INÉS ARRIMADAS GARCÍA**

Spain · Spokesperson of Ciudadanos (Spanish liberal party) and MP and Spokesperson of the Parliamentary Group in the National Parliament & 2017 EYL

Inés is an MP and the Spokesperson of the Parliamentary Group of Ciudadanos in the Spanish National Parliament. She started her career in the private sector working for an industrial services company, after which in December 2012, she was elected as a Member of the Parliament of Catalonia where she sat on the Committee of Business and Employment, focusing on socio-economic issues such as the fight against unemployment and inequality. In 2015, she became the leader of the opposition in the Parliament of Catalonia and her party, Ciudadanos, was quickly consolidated as a major party in Parliament. In 2017, Inés and her party won the Catalan elections (becoming the first woman to do so in Catalonia).



### **HALA BUGAIGHIS**

Lybia · Co-founder of Jusoor & 2017 MENA Young Leader

Hala is a lawyer and co-founder of Jusoor, a non-governmental organisation committed to independent policy research and human development projects for women with focus on the economic and social empowerment. As a lawyer with 15 years of experience, Hala focuses on commercial, banking, civil and investment laws, and has a sound understanding of law practice in an international context. Through her private companies, Hala has worked as a consultant to many international companies as well as Libyan private and public entities, focusing on development and capacity building. In 2015, Hala was nominated a UN Women Champion for Women Economic Empowerment – an initiative that aims to improve women's economic standing and potential around the world.



### **MALCOLM BYRNE**

*Ireland · Head of Communications at the Higher Education Authority & 2014 EYL*

Malcolm Byrne is Head of Communications and Public Affairs with the Higher Education Authority, the statutory agency in Ireland that allocates public funding to higher education and advises government on higher education and research policy. A graduate in law and in arbitration from University College Dublin, he has worked for various lobbying and representative organisations, as well as having been the first commercial manager with myhome.ie, Ireland's most successful property website. He is a member of Wexford County Council for the centrist Fianna Fáil party and Mayor of Gorey. He has been awarded scholarships to study the Canadian and Australian higher education systems.



### **FRANCESCA CAVALLO**

*Italy · Author & Entrepreneur, Founder of Timbuktu Labs & 2019 EYL*

Francesca is a bestselling author, entrepreneur and founder of Timbuktu Labs. She is the co-creator of 'Good Night Stories for Rebel Girls', a collection of 100 tales of extraordinary women that has become a publishing sensation. As the most successful new title in the history of crowdfunding, it has sold more than 3.5mn copies and has been translated into dozens of languages. Francesca's career began in theatre, where she worked as both a manager for a theatre company and as a playwright. In 2012, she moved to California to co-found a children's media start-up called Timbuktu Labs. Since then, she has authored nine picture books that have been translated into more than 47 languages.



### **XAVIER DAMMAN**

*Belgium · Founder and CEO of OpenCollective, Co-founder of Storify & 2017 EYL*

Xavier is an engineer in computer science who is passionate about the digital renaissance. In 1999, while still at secondary school, he founded Tribal, a site that gathered student content from around Belgium for publication in a magazine that was distributed to 30,000 students nationwide. Ten years later, he co-founded Storify, a social media curation platform that enables users to create stories or timelines using content from social media such as Facebook, Instagram and Twitter. Storify is now used by top brands, organisations and publishers around the world, including CNN, the New York Times, the United Nations and the White House. More recently, he co-founded OpenCollective, another successful company that enables groups to collect and spend money transparently without having to create a new bank account.



### ALEXANDRA DARIESCU

United Kingdom · Award-winning concert pianist, producer of “The Nutcracker and I” and creative entrepreneur & 2018 EYL

Named a ‘Rising Star’ by the BBC Music Magazine, Alexandra made her debut at the Carnegie Hall in New York. An award-winning Romanian pianist, she has performed in many prestigious orchestras, such as the London Philharmonic Orchestra and the Royal Philharmonic Orchestra. As the recipient of several awards and honours, she has been listed as one of the ‘30 Pianists under 30 Destined for a Spectacular Career’ by the International Piano Magazine. In addition to her musical achievements, Alexandra received the UK’s Women of the Future Award in the Arts and Culture category, making her an ambassador and symbol of success in the classical music industry. In late 2017, the world premiere of her own production, “The Nutcracker and I, by Alexandra Dariescu”, took place in London – a ground-breaking multimedia performance created for a piano solo with dance and digital animation.



### THOMAS DOUZIS

Greece · Founder and CEO of ERGON Foods & 2019 EYL

Thomas is the Founder of ERGON, an affordable, high-quality Greek restaurant chain-come-grocery store outlet that now has locations in 13 cities worldwide. Thanks to a network of over 150 independent, local, artisanal producers who create 600 products under the unified ERGON brand, the company is able to offer the widest available range of the best that Greece produce has to offer. A role model and an inspiring entrepreneur, Thomas has set an encouraging example for Greek youths on how to thrive in the face of devastating recession.



### LUKASZ DZIEKONSKI

Poland · CEO at Montis Capital Group & 2015/16 EYL

Thomas is the Founder of ERGON, an affordable, high-quality Greek restaurant chain-come-grocery store outlet that now has locations in 13 cities worldwide. Thanks to a network of over 150 independent, local, artisanal producers who create 600 products under the unified ERGON brand, the company is able to offer the widest available range of the best that Greece produce has to offer. A role model and an inspiring entrepreneur, Thomas has set an encouraging example for Greek youths on how to thrive in the face of devastating recession.



### **NASSIRA EL MOADDEM**

France · Editor of Bondy Blog & EYL 2018

Nassira is a French journalist, currently working as an editor for Bondy Blog and one of the few female editors-in-chief of a French national media outlet. She began her career as a TV reporter and news anchor at Itele/Canal+ before joining France 2 where she worked as a reporter for the evening TV news. In 2016, she took the helm of the Bondy Blog, a news website that gives voices to the voiceless. In her work, Nassira puts the emphasis on local investigations, especially of marginalised people living on the outskirts of cities, particularly around Paris.



### **AARON FARRUGIA**

Malta · Undersecretary of State for European Affairs & Member of the Cabinet of Ministers & 2017 EYL

Aaron was elected to the Maltese Parliament in June of 2017, and appointed Parliamentary Secretary for EU Funds and Social Dialogue within the Ministry for European Affairs. Before his current position, Aaron ran the Malta Freeport, the first transshipment hub in the Mediterranean. He served as president of the Labour Youth Forum and was elected deputy mayor of Ta' Xbiex in 2005. During the international financial crisis, he was appointed to a team of economic experts set up by the Young European Socialists and was elected as Education Secretary in the Maltese Labour Party's Central Administration. Aaron also chaired the progressive think tank IDEAT, the party's political foundation. In 2014, he founded the Anton Buttigieg Foundation, which seeks to promote social awareness in Malta, focusing on education as the primary tool for economic and social development.



### **TOMÁŠ IGNÁC FÉNIX**

Czech Republic · Farmer and Vice President of the European Council of Young Farmers & 2019 EYL

Tomáš Ignác is the Vice President of the European Council of Young Farmers - the voice of Europe's next generation of farmers towards the European institutions. He also runs a 50-ha organic fruit and wine family farm in southern Moravia and cooperates with agricultural and environmental institutions as part of his farm business. The motivation to farm in this less favoured region is a holistic approach to (re-)build the countryside. Previously, Tomáš actively engaged in the NGO Antikomplex, working on German-Czech reconciliation. In addition, he led the LGBT Christian community called Logos for four years. His ambition is to advocate for a sustainable agricultural policy and a strong bond of the European nations and between rural areas and cities.



### **MARY FITZGERALD**

Ireland · Libya Analyst, Award-Winning Journalist & 2013 EYL

Mary is a journalist and analyst specialising in the Euro-Mediterranean region with a particular focus on Libya. Her work has appeared in publications including the Economist, Foreign Policy, the New Yorker, the Washington Post, the Financial Times and the Guardian. She has conducted research on Libya for the International Crisis Group (ICG), the European Council on Foreign Relations (ECFR) and the European Institute of the Mediterranean (IEMED) and regularly briefs European governments and international organisations on Libya. In her previous role as Irish Times foreign affairs correspondent, she reported from 40 countries across the Middle East, Africa, Asia and Europe.



### **MARKUS FREIBURG**

Germany · Founder and Managing Director of Financing Agency for Social Entrepreneurship (FASE) & 2017 EYL

Markus is the founder of the Financing Agency for Social Entrepreneurship (FASE), a leading financial intermediary that helps social enterprises scale their social impact by helping them raise hybrid growth capital. FASE has built an open pipeline of investment-ready social enterprises. Markus is also a member of the Expert Group on Social Entrepreneurship (GECES), a consultative multi-stakeholder group on social business that examines the progress of measures foreseen by the European Commission. He has experience of working with many social enterprises in finding appropriate financing solutions and scaling-up the impact of proven business models. Markus worked for seven years as a management consultant at McKinsey & Company, where one of his roles was providing pro-bono consulting for social entrepreneurs.



### **ALESSANDRO FUSACCHIA**

Italy · Member of Parliament and secretary of Movimenta & 2012 EYL

Alessandro Fusacchia is an Italian member of Parliament, secretary of Movimenta - a new Italian political organisation. He is currently serving in the Chamber of Deputies as a member of the permanent commission on Culture, Science and Education and he has previously served as Head of Cabinet at the Italian Ministry of Education, University and Research. He was Special Advisor to the Minister of Foreign Affairs for Economic Diplomacy and Special Advisor to the Minister of Economic Development for European Affairs, Youth and Innovation. Previously, he was an official at the Council of the European Union dealing with global economic governance. He has also worked for the Italian Prime Minister's office in Rome as part of the G8 team, as well as for the Italian Ministry of International Trade.



### **JOSS GARMAN**

United Kingdom · UK Director, European Climate Foundation & 2019 EYL

Joss is currently the UK Programme Director for the European Climate Foundation. He also sits on the board of the UK Energy Research Centre (UKERC) and the Board of GreenerUK, a coalition of NGOs campaigning to protect high environmental standards through the Brexit process. He previously served as chief advisor to the Shadow Secretary of State for Energy & Climate Change, in addition to serving as Associate Director for energy & climate change at the Institute for Public Policy Research. Among the many senior positions he occupied at Greenpeace UK, he has worked as Political Director, Head of Media, and Head of the Energy & Climate Campaign. During his time at Greenpeace, he co-founded the direct-action group, Plane Stupid, and acted as an advisor to the TUC and UNICEF.



### **JOSEP-MARIA GASCON**

Spain · Founder & CEO Vitaes Talent & 2013 EYL

Josep-Maria is the Founder and CEO of Vitaes Talent, a company that provides fact-based insights on macroeconomic data and markets to help high-level decision-makers understand how the world, the society and the economy are evolving and assess business options and risks. Josep-Maria is former Director of Strategy and Competitive Intelligence within Ministry of Business of the Government of Catalonia. Previously he was Head of Finance Excellence at the chemical giant Solvay and one of his leading lawyers. Josep-Maria won the '40 under Forty' Award, as one of the the best young lawyers in the Iberian Peninsula. He was also appointed as 'Business Ambassador' by the Government of Catalonia, for his role attracting investment to the region. Josep-Maria is the President of the "World Chemical Summit" and also a Professor of Resource Management at the GBSB Global Business School.



### **ALICJA GESCINSKA**

Poland/Belgium · Philosopher and writer & 2019 EYL

Alicja is a Belgian-Polish philosopher who has oriented her career around questions of identity and freedom. A published academic and an accomplished author, her first and most well-known title, *The Conquest of Freedom*, was shortlisted for an array of literary prizes when it was published in 2011. In addition to having held the position of Research Associate at Princeton University, Alicja has lectured at Amherst College on topics such as philosophy of freedom, Islam in Europe and European politics. Returning to Belgium in 2016, she now leads the philosophical TV programme, *Wanderlust*, on the Canvas channel and contributes regularly to both *Philosophy Magazine* and the broadcasting company, VRT. Her debut fictional novel, *A Kind of Love*, won the 'Debutprijs' in 2017.



### **EDVARD GLÜCKSMAN**

Sweden · Impact Partnership Development Manager, University of Exeter & 2015/2016 EYL

Edvard is an environmental sustainability professional working for the University of Exeter, currently serving as the business-facing manager on Tevi, an ERDF-funded programme supporting SMEs in Cornwall to grow whilst contributing to the circular economy and environmental growth. Edvard recently spent three years as a senior environmental consultant with Wardell Armstrong, specialising in the environmental and social impacts of development projects in emerging economies in line with the standards of international financial institutions. He has previously held a number of roles at the interface of science and society, having worked at the European Geosciences Union and the UK Parliamentary Office of Science and Technology. Edvard holds MSc and PhD degrees from the University of Oxford and undergraduate degrees from the University of St Andrews and McGill University.



### **LUKE GRAHAM**

United Kingdom · Member of Parliament & 2019 EYL

Luke is a MP for the Conservative Party and a recently appointed Parliamentary Private Secretary to the Cabinet Office. Before entering politics, Luke's interests lied with finance and he worked in the private sector as an accountant for over a decade. Upon returning from five years abroad in China, Thailand and the United States, he campaigned for Scotland to remain in the United Kingdom. He also notably took on the role of finance director for Stronger In, the official remain campaign during the Brexit referendum. In the House of Commons, Luke is a member of the Finance Committee and previous member of the Public Accounts Committee.



### **JAKOB HAESLER**

Germany · Co-Founder Project Alloy & 2013 EYL

Prior to founding Project Alloy, Jakob was the CEO and Co-Founder of Tynyclues SAS, a Paris-based software startup with the objective of industrialising datamining on Big Data with the help of advanced machine learning algorithms in a Cloud Computing environment. Previously he was a partner and consultant at McKinsey & Company in Germany and France where he worked on topics ranging from Banking to Public Sector Reform to Global Public Health issues, most notably the creation and distribution of child HIV treatments. Prior to McKinsey he briefly worked at the World Bank. He holds a Master's in Public Administration from Harvard's Kennedy School of Government and a Bachelor of Science from the University of St. Gallen. Jakob is also a founding partner of the "Cercle du Leadership".

**JULIA HANZL**

Austria · Sculptor & 2019 EYL

Julia is a sculptor producing a variety of independent work as well as numerous commissioned pieces. These include urn designs for Bestattung Wien (Vienna funeral service) and a life-sized graveyard angel made of bronze for a Viennese crypt. Julia regularly collaborates with artists and gallery owners, creating exhibits showing video and photographic visualisations of her sculptures as well as a glass version of her sculpture “Who killed Smiley?”. She also works with a German jewellery-maker, turning her ideas into pieces of jewellery. In 2014, she was named one of the most important figurative artists worldwide, a recognition which led two of her sculptures to be included in the art book “500 Figures in Clay” (Lark Crafts/New York).

**ABDALLA KABLAN**

Malta · Serial entrepreneur and academic & 2019 EYL

Abdalla is a serial entrepreneur and award-winning Fintech expert. He specialises in the use of artificial intelligence and machine learning in the design of complex financial systems. Throughout his career, he founded a number of start-ups and companies specialising in deep learning, professional match-making and Fintech. Furthermore, Abdalla is an Alumni of Microsoft Ventures UK and worked on projects which were featured at the World Economic Forum 2017 in Davos. He is also an academic at the University of Malta where he lectures and researches topics related to computational intelligence, financial engineering and financial data science. In addition to these roles, Abdalla advises governments on matters related to strategic development and the utilisation of technology, Fintech, and Blockchain/ DLT technologies.

**SONY KAPOOR**

United Kingdom · Managing Director of Re-Define & 2014 EYL

Sony Kapoor is an influential economist, financial sector expert and development practitioner. As Director of the international think tank Re-Define, he advises multilateral organisations, investors, central banks, European and emerging economies on economic and financial policy. He has also been a Visiting Fellow at the European Commission and the IMF, an adviser to the European Parliament and a Strategy Adviser to the Norwegian government.



### JESSE KLAVER

The Netherlands · Leader of the Dutch 'Groenlinks' Party & 2018 European Young Leader

Jesse currently serves as the green-left party leader in the Dutch Parliament, with a mandate focused on environmental and educational issues. In his time as party leader, Jesse was responsible for the party's most recent general election campaign during which he gained 10 additional parliamentary seats for the party, rising to an all-time high of 14, and making GroenLinks the fifth most important group in the House. Previously, Jesse was the spokesperson for Finance, Environment and Education and sat on a wide range of parliamentary committees. He has publically opposed tax evasion and has co-authored a memo on protecting the Dutch flora and fauna.



### MARTA KRUPINSKA

Poland / UK · Entrepreneur, Co-Founder Azimo & 2019 EYL

Marta is a London based fintech entrepreneur, co-founder of real time pay FinTech startup FreeUp and entrepreneur-in-residence at the global GovTech firm PUBLIC.io. Having experienced first-hand the kinds of challenges that arise when attempts are made to send money home, she was previously a co-founder of a global money transfer platform Azimo which raised +\$70M in funding and gained over 1 million customers. Marta also advocates for responsible leadership and diversity & inclusion.



### ANDREAS KUNZE

Germany · CEO and Co-Founder of KONUX & 2019 EYL

Andreas is the CEO and Co-Founder of KONUX, a company that combines smart sensors and analytics based on artificial intelligence (AI) with the aim of guaranteeing the punctual operation and maintenance of railway networks. While working for corporations like Siemens and BMW, Andreas came to the realisation that many industrial companies were not yet aware of the advantages accompanying the Internet of Things, nor did they know how to properly make use of their data. He managed to raise +\$50 million with leading Silicon Valley investors and just a year later, KONUX won the national mobility award 'Deutscher Mobilitätspreis' along with the German digital award 'The Spark' in 2016. That same year, Andreas was the youngest CEO to be included in the entrepreneur list by the German Capital Magazine.

**ALEX LOIZOU**

Cyprus · Co-founder and CTO of Trouva & 2019 EYL

Alex is a computer scientist turned entrepreneur who is leading the technological developments enabling independent retailers to compete against larger chains. Over the past 5 years, he has raised \$13.8 M from a range of investors, including eBay and Google. Alex is also actively involved in the UK start up ecosystem, by simultaneously building his own company and taking on the role of mentor and advisor for various events. Alex is also a member of the inaugural cohort of EntrepreneurFirst, Europe's leading pre-seed investment programme for technical founders.

**SAMMY MAHDI**

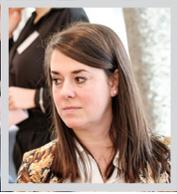
Belgium · Chairman of the Youth Wing of the Flemish CD&V Party, 2018 EYL

Sammy, the son of an Iraqi political refugee and a Belgian mother, has become the first ever Chairman from Brussels to lead the Flemish 'Jong CD&V' party. He has previously served as a parliamentary assistant and writes a regular column for the Belgian newspaper De Morgen. Passionate about issues related to integration and equality, Sammy is viewed as a bridge builder between Belgium's Muslim and non-Muslim populations.

**AYMAN MHANNA**

Lebanon · Executive Director at Samir Kassir Foundation & MENA Young Leader

Ayman Mhanna is Executive Director of the Beirut-based Samir Kassir Foundation, one of the leading press freedom NGOs in the Middle East. In this capacity, he oversees the foundation's advocacy, monitoring, research and training activities. Mhanna has previously held the position of Executive Director of the Global Forum for Media Development, focusing on monitoring violations targeting journalists and providing them with the necessary support. He has also extensively worked with issues related to election observation, electoral reform and civil society involvement. Until recently, he was a lecturer on policy development and communications at Saint Joseph University in Beirut. In 2016, he was appointed Secretary-General of the Democratic Renewal Movement, a secular, social-liberal political party in Lebanon.



### MEGHAN MILLOY

USA · Co-Founder of Republican Women for Progress & North American Young Leader

Meghan Milloy is the co-founder of Republican Women for Progress (RWFP) and was previously the Chair of Republican Women for Hillary (RWFH). She is currently a Robert Bosch Foundation Fellow where she is working in both the German public and private sectors focusing on trade issues. Before that she was the Director of Financial Services Policy at the American Action Forum (AAF), a think tank where she managed the entirety of AAF's activity in its financial services and housing finance policy portfolios. Previously she was a Presidential Management Fellow working at the Small Business Administration and later at the House Committee on Small Business. She was an intern at the National Republican Senatorial Committee and in the George W. Bush White House. She also worked in the office of Majority Leader Trent Lott and has volunteered on the campaigns of Haley Barbour, George W. Bush, John McCain, Mitt Romney and Hillary Clinton.



### ROGER MONTAÑOLA I BUSQUETS

Spain · Founder and President of Twenty50 & 2019 EYL

Roger is one of the founding fathers of Twenty50, a think tank that unites the best global talents on a multidisciplinary platform based on cooperation, exchange and thought. Connecting professionals from a wide range of backgrounds and a variety of major cities, Twenty50 maintains that its primary objective is to forge the society of the future. Focusing on technological innovation, the think tank works on a range of issues such as nanorobotics, genomics, AI and virtual reality. As a former MP in the Parliament of Catalonia and as deputy of the Convergència i Unió, Roger was one of the youngest members to join at the age of 24. In 2015, he was selected for the prestigious International Visitor Leadership Program by the US State Department.



### ALFREDO MUÑOZ

Spain · Founder and CEO, ABIBOO Architecture & 2019 EYL

Alfredo is a global architect who has designed and managed more than six million square metres across five continents. In addition to being the youngest of the most international Spanish architects named by the Spanish media, he has also been selected for the European Center & Chicago Athenaeum Museum Architecture and Design bi-annual awards programme. Under Alfredo's leadership, ABIBOO has designed projects in a wide range of scales, from large urban developments and affordable housing townships to small temporal structures. Before founding ABIBOO, Alfredo held senior roles at Toyo Ito (Pritzker Prize), and SOM (1,700+ awards). His work has been featured in media outlets such as the New York Times, Wallpaper and Domus, among others.



### **SOPHIE NIVELLE-CARDINALE**

France · War Reporter and Film Maker & 2019 EYL

Sophie is a multi-award-winning war reporter who has covered multiple conflicts and issues across the Middle East. Starting in 2011, she reported from inside Syria on the protests and the repression of the regime. Her work was awarded with Prix Bayeux-Calvados for War Correspondents in 2013, and the Prix Albert Londres in 2016, the most important journalism award in France. In June 2017, she was the first foreign journalist to film inside Raqqa with the Kurdish forces. In 2017, Sophie also reported from Central Africa on the civil war and from Zimbabwe on the end of the Mugabe era.



### **MONIKA PANAYOTOVA**

Bulgaria · Former Deputy Minister for the Bulgarian Presidency of the EU Council & 2019 EYL

Monika was Deputy Minister for the Bulgarian Presidency of the Council of the EU 2018. She previously served as a Member of the European Parliament for the European People's Party (EPP). Prior to that post, she was a Member of the Bulgarian Parliament, Chairwoman of the Committee on European Affairs and Oversight of the European Funds and a member of the Foreign Policy and Defence Committee. Before starting her political career, Monika worked for an NGO and spent time as a research fellow at the Economic Policy Institute in Sofia.



### **MARKO PAVIĆ**

Croatia · Minister for Labour and the Pension System in Croatia & 2019 EYL

Marko is the Minister for Labour and Pension Scheme in Croatia. Before entering the world of politics, Marko dedicated his time to physics and oceanography. After finishing his studies, he travelled to Antarctica to study climate change developments. Among the various high-level positions he has held over the years, Marko has worked as an Independent consultant for EU project development and has been involved in numerous organisational and educational development programmes.



### **RICCARDO SABATINI**

Italy · Scientist and Co-Founder & Chief Data Officer at Orionis Biosciences & 2019 EYL

Sammy, the son of an Iraqi political refugee and a Belgian mother, has become the first ever Chairman from Brussels to lead the Flemish 'Jong CD&V' party. He has previously served as a parliamentary assistant and writes a regular column for the Belgian newspaper De Morgen. Passionate about issues related to integration and equality, Sammy is viewed as a bridge builder between Belgium's Muslim and non-Muslim populations.



### **CEZARY TOMCZYK**

Poland · Member of Parliament & 2017 EYL

Cezary began his political career on Sieradz's city council in 2006. One year later, he was elected as a Member of the Polish Parliament at the age of 23. He sat in the Committee on National Defence and the Committee on EU Affairs in addition to chairing the Permanent Subcommittee on the Multiannual Financial Framework for 2014-2020. In 2010, he was awarded the Medal of Merit for National Defence by the Polish Minister of National Defence in recognition of his services to the development and strengthening of the defence of his country. In 2015, he was appointed as a Secretary of State and spokesperson in the government of Ewa Kopacz. After the 2015 parliamentary elections, he was nominated as shadow Deputy Minister of National Defence for the Civic Platform.



### **DAVOR TREMAC**

Croatia · General Manager for Southeast Europe at Uber & 2017 EYL

Holding a degree in Mechanical Engineering from the University of Zagreb, Davor co-founded and served as COO of Gourmeo, a web start-up dealing in premium restaurant space, which expanded across Brazil, Germany and the United Kingdom. It partnered with the best restaurants in major cities across Europe, South America and Asia. Davor then worked for a leading consultancy firm where he managed media, technology and telecom projects in Europe and South East Asia. He is now General Manager at Uber where he is responsible for developing the transportation network company across Southeast Europe. Davor is also a member of the Board of Governors of the American Chamber of Commerce in Croatia.



### **RUBEN VAN ZWIETEN**

The Netherlands · Pastor and social entrepreneur & 2019 EYL

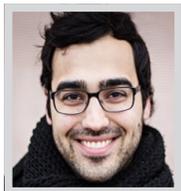
Marko is the Minister for Labour and Pension Scheme in Croatia. Before entering the world of politics, Marko dedicated his time to physics and oceanography. After finishing his studies, he travelled to Antarctica to study climate change developments. Among the various high-level positions he has held over the years, Marko has worked as an Independent consultant for EU project development and has been involved in numerous organisational and educational development programmes.



### **MARTINA VUK**

Slovenia · Secretary of State for the Slovenian Ministry of Education, Science and Sport & 2019 EYL

Martina is currently the Secretary of State for the Slovenian Ministry of Education, Science and Sport. Having long been interested in politics, she began her political career by participating in the Young Democrats Forum towards the end of secondary school. This formative experience led her to pursue and obtain elected office at both the local and national level. At the Slovenia National Assembly, Martina has actively participated in the parliamentary group responsible for the fields of work, family, social affairs, health and human rights. For the past four and a half years, under two Governments, she worked as a state secretary at the Ministry of Labour, Family, Social Affairs and Equal Opportunities. As a Council of Europe-certified human rights trainer, she has worked with various non-governmental organisations to promote human rights and gender equality.



### **OZAN YANAR**

Finland · Scientist and Co-Founder & Chief Data Officer at Orionis Biosciences & 2019 EYL

Ozan is a Finnish economist and politician. He has researched issues relating to unemployment and wage differences. He has worked at the Central Organisation of Finnish Trade Unions and in the Labour Institute for Economic Research and the Ministry of Economic Affairs and Employment. He was the Co-Chair of the Federation of Green Youth in 2015. At the age of 27, he was elected as a Green League Member of the Finnish Parliament. As an MP, he campaigns for social equality and spearheads the fight against discrimination. In 2017, he was in Forbes' 30 under 30 list.



### **FLORIAN ZINOECCKER**

Austria · Head Corporate Governance and Internal Policies ESM & 2014 EYL

Florian is Head of the corporate governance and internal policies division at the European Stability Mechanism (ESM), where he is responsible for the preparation of decisions and meetings of the Board of Governors (eurozone finance ministers), Board of Directors and Board of Auditors. He has worked in economic and financial affairs in the areas of central banking and monetary policy in various capacities including at the European Investment Bank (EIB) and the European Central Bank (ECB). He has a Master's in Public Administration from the Harvard Kennedy School of Government, as well as a Master's in Advanced European Studies from the University of Vienna.

# Speakers & Moderators

## **LERA BORODITSKY**

Cognitive Scientist at the University of California San Diego

Lera Boroditsky is an Associate Professor of Cognitive Science at UCSD and Editor-in-chief of *Frontiers in Cultural Psychology*. She previously served on the faculty at MIT and at Stanford. Boroditsky is known for her research relating to cognitive science, specifically in how language affects the way we think and interact with the world. One of her main research topics focuses on how people with different linguistic backgrounds act and behave when exposed to certain events. She was named one of 25 Visionaries changing the world by the *Utne Reader*, and is also a Searle Scholar, a McDonnell scholar, a recipient of an NSF Career award and an APA Distinguished Scientist lecturer.

## **GEERT CAMI**

Co-Founder & Secretary General at Friends of Europe

Geert co-founded Friends of Europe in 1999 and now mainly deals with its strategic development. He also focuses on the expansion and the activation of our vast network of senior political, corporate, media and societal contacts throughout the world, and coordinates the work of the Boards involved in the governance of the organisation. Since its launch, Geert also runs TownHall Europe, the Davignon Centre for New Leadership, next to the European Parliament in Brussels. Before that, Geert worked in ECHO at the European Commission, where he helped create and develop the then newly set-up Information and Communications Unit. Geert also headed the European conference organising, press relations and publishing company Forum Europe for more than ten years. At the outset of his career, Geert worked for 2 music programmes at Belgian public Radio 1, and very briefly as a teacher and TV journalist.

## **CRISTINA GALLACH**

High Commissioner of the UN's 2030 Agenda for Spain

Cristina Gallach is currently High Commissioner for the 2030 Agenda of Spain. She served as the United Nations Under-Secretary-General for Communications and Public Information. Previously, she was spokesperson and Communication Director of Javier Solana during his mandates as NATO Secretary-General and as the EU High Representative for the Common Foreign and Security. In addition to these titles, she has been responsible for Equal Opportunities and has served as head of Public Relations in the Council of Europe. A journalist by profession, she possesses extensive expertise as a correspondent in conflict zones, the former Soviet Union and the European Union.

## **JAVIER GÁNDARA**

Director General for EasyJet Spain

Javier Gándara is Country Director of EasyJet in Spain, Portugal and the Netherlands, and was appointed Chairman of the Airlines Association (ALA) in 2017. Prior to joining easyJet, Javier worked as Senior Manager for Operations for Spain and Portugal at FedEx. In 2007, he was named Operations Manager for easyJet in Spain, a title he held before his promotion to Country Director. Gándara works for the sustained growth of easyJet in Spain, which is a key market for the airline.

## **RYAN HEATH**

Senior Political Editor at POLITICO

Ryan Heath is perhaps best known for his role as political editor at POLITICO Europe, where he was responsible for steering coverage on the 2019 European elections. Prior to this role, Heath authored POLITICO's Brussels Playbook column. Having accumulated over 20 years of experience in network television and radio, Heath has contributed to a diverse range of media outlets, such as the BBC, ABC, Euronews and NBC. Possessing skills not limited to journalism, Heath has lectured on European politics at the University of Oxford, LSE, Maastricht University and Université libre de Bruxelles.

## **DMITRI JEGOROV**

Deputy-Secretary General for Tax and Customs Policy, Estonian Ministry of Finance

Dmitri Jegorov is the Deputy Secretary General for Tax and Customs Policy in the Estonian Ministry of Finance. Prior to this, he worked for the Estonian Tax and Customs Board. Jegorov's positions have included that of head of the tax department as well as Deputy Director General for all core processes ranging from customer service to criminal investigation. Furthermore, Jegorov is a member of the EU High Level Working Party on Taxes and a board member for both the International Centre for Defence and Security (ICDS) and Estonia's e-Residency programme.

## **DHARMENDRA KANANI**

Director of Insights at Friends of Europe

Prior to joining Friends of Europe, Dharmendra Kanani was Director of Policy at the European Foundation Centre (EFC). He was the England Director at the Big Lottery Fund, the largest independent funder in the UK and fourth largest in the world. Kanani has held senior positions in the public and voluntary sector and was advisor for numerous ministerial policy initiatives across the UK.

## **SAMANTHA KEON**

Documentary film maker and producer of 'Casas Sin Familias'

As Co-Director of Neon Lake Productions, Samantha Keon has worked on short and feature-length documentaries for online and television broadcast. She has also been involved in commercial projects for charities and businesses both in the UK and Spain, and films that she has co-directed have gone on to be selected and win prizes at festivals across Europe. Samantha is especially drawn to stories which preserve the richness of our cultural heritage in times of increasing globalisation and is also a passionate advocate for mental health awareness. Samantha produced and directed the documentary short Casas Sin Familias, a film which set out to explore the dilemma of locals in Barcelona as they weigh the economic necessity of tourism against the desire to preserve their way of life.

## **ANNE LISE KJAER**

Futurist specialising on future trends in innovation and business concepts

Anne Lise Kjaer is a renowned futurist and entrepreneur. She holds the honorary title of Copenhagen Goodwill Ambassador and was recently appointed as a member of the International Panel of Experts for Singapore's Urban Development Authority. Anne uses her design background to create clarity out of the trends that hold the key to the future of innovation and business concepts. In 1988 she founded Kjaer Global, a consultancy that seeks to fuel innovation culture by providing organisations with insights on future trends. Built on a holistic framework for balancing 'people, planet and purpose' with profit, Kjaer works with a wide variety of organisations, including Amazon, IKEA, the BBC and UNICEF.

## **DOMINIQUE MOÏSI**

Co-founder of the Institut français des relations internationales

Dominique Moïsi is a foreign policy analyst specialising in European affairs, the Middle East and transatlantic relations. In 2016, he was appointed Senior Counselor of the Institut Montaigne, a policy think tank based in Paris in 2000. He was founding Member of the French Institute for International Relations (IFRI), of which he served as Deputy Director and Senior Advisor. As the first recipient of the Pierre Keller Visiting Chair in Government at Harvard University, he has garnered extensive academic experience, teaching at the Hebrew University of Jerusalem, Sciences Po in Paris, the College of Europe in Warsaw (Natolin) and at King's College London. He is also a prolific writer, having authored *The Geopolitics of Emotion*, which has been translated into 26 languages. He regularly features in leading newspapers, publishing a monthly column for Project Syndicate and weekly one for Les Echos (France's leading economic newspaper). His articles have often appeared in Foreign Affairs and the Financial Times.

## **ANA PALACIO**

Former Minister of Foreign Affairs of Spain, former Senior Vice President and General Counsel of the World Bank

Ana Palacio is an international lawyer specialising in international and European Union law. From 1994 to 2002, she was a member of the European Parliament, where she chaired the Legal Affairs and Internal Market as well as the Citizens Rights, Justice and Home Affairs Committees. Ana Palacio served as Minister of Foreign Affairs of Spain (2002-2004) and was a member of the Spanish Parliament (2004-2006) where she chaired the Joint Committee of the two Houses for European Union Affairs. She has been Senior Vice-President and General Counsel of the World Bank Group and Secretary General of ICSID (2006-2008). Palacio has been a member of the Executive Committee and Senior Vice-President for International Affairs of AREVA (2008-2009) and served on the Council of State of Spain (2012-2018).

## **GRACE PEREZ-NAVARRO**

Deputy Director of the OECD's Centre for Tax Policy and Administration

Grace Perez-Navarro is Deputy Director of the OECD's Centre for Tax Policy and Administration. She plays a key role in all of the OECD's tax work including the tax challenges of digitalisation, the Base Erosion and Profit Shifting (BEPS) Project, improving international tax cooperation, tackling illicit financial flows, promoting better tax policies and engaging developing countries in OECD tax work. She has led the OECD's work on bank secrecy, e-commerce, harmful tax practices, money laundering, tax crimes, countering bribery of foreign officials, and strengthening all forms of administrative cooperation between tax authorities. Prior to joining the OECD, she held the title of Special Counsel at the IRS Office of the Associate Chief Counsel.

## **STEPHAN PETERMANN**

Architect and co-founder of Eurolab

Building on an extensive background in architecture and history, Stephan Petermann has established himself as a prominent figure in Europe's arts & culture scene. He has written for the architecture magazine VOLUME and was previously a member of the EU Reflection Group, a 'wise men' council established to stimulate thinking around the future of the European Union. Petermann's most recent artistic endeavour saw him participate in a collaborative project between the Harvard Graduate School of Design and the Chinese Academy for Fine Arts.

## **DANIEL ROMERO ABREU**

President and Founder of Thinking Heads

Daniel Romero Abreu is the President and Founder of Thinking Heads, a network that connects and positions thought leaders. Thinking Heads has an international reach with delegations in six countries and it is the first strategic consultancy to specialise in the positioning of leaders. Daniel has advised global leaders, CEOs, economists, athletes, writers and thinkers to generate social value. He has given lectures on his methodology to audiences in Spain, the United States, Germany, Saudi Arabia and Guatemala.

**ÁLVARO SALVAT**

General Manager for Spain and Portugal at electric scooter rental company Lime

Álvaro Salvat the General Manager for Portugal and Spain at Lime, a micro-mobility company offering the rental of scooters and bikes to city dwellers. Having joined the company during its European expansion phase, he played a key role in the company's market development in the south-west of the continent. Salvat has accumulated over a decade's experience working in management and conceptual development, holding senior positions at companies focusing on creative design, communications and e-commerce. His ambition is to create more liveable cities by combining a human-centred focus with operational efficiency through innovation.

**EDWARD STRASSER**

Co-Founder and CEO at the Innovation in Politics Institute

Edward Strasser heads the Innovation in Politics Institute, a programme he co-founded in a bid to identify and recognise the most ground-breaking political achievements across Europe. With an overall focus on bridge-building projects across the political spectrum, Strasser has initiated several projects, including a press agency for migrant issues. He is also a co-founder of respekt.net, an Internet-based crowdfunding platform for civil society projects. Alongside these projects, he lectures at the University of Vienna's Department of Communication. He was previously Secretary General of the Austrian Association of Public Relations Professionals and a member of the staff of the Secretary General of the Social Democratic Party in Austria.



# Agenda

DAY 1

THURSDAY 12 SEPTEMBER / MACBA

## LOCATION

The first day of proceedings will be held at the Barcelona Museum of Contemporary Art (MACBA). Located amongst some of Barcelona's oldest streets and buildings, the museum's modernist exterior offers a striking contrast to its surroundings.

## OVER LUNCH

### WELCOME BUFFET LUNCH

Welcome and introduction to the seminar

with **Laura Foraster i Lloret**, Secretary General Diplocat and **Geert Cami**, Friends of Europe's Co-Founder and Secretary General

## SCENE SETTING

### TEACHINGS FROM PAST TIMES

Putting change in perspective

For this session, **Dominique Moisi** will share his perspective on today's societal issues and the ever-accelerating pace of change. His extensive experience in European politics and world geopolitics will provide the basis for discussing the importance of today's shifts and how they compare to those from the past.

Having co-founded the Institut Français des relations internationales, Dominique is a household name thanks in part to his regularly published op-eds, essays and books.

## PLENARY

### SUNSHINE, RAIN OR FOG?

Europe's 5-year forecast succeeding the European elections

After lots of heated discussions following Brexit on the importance of the European project, it was up to the European population to voice their verdict in May of this year. These elections are not always seen as the most engaging, as the various workings of the European Union are often perceived as impenetrable and undemocratic. But one of the biggest surprises of this year's elections was the resurgence of voter interest. Turnout across the bloc surpassed 50 percent, a major jump from the 2014 election, in which just 42.6 percent of eligible voters took part.

And the European elections really do matter—over the past decades, an alliance of the centre-right and centre-left have held a comfortable majority in the Parliament, which has resulted in their assignment into key positions in the European Council and European Commission. With these elections, the voters have decided to give more seats to smaller,

more passionate parties like the Greens and a variety of populist groups. Given the declining support for centre parties throughout Europe, rising populists on both the left and right have been provided with an opportunity to advance in European politics. The feared populist wave was more of a large ripple, but populists did very well in major countries where they are in power, like Italy, Hungary and Poland, which invites reflection on a number of questions.

What can we learn from both the campaign and the outcome of the European elections? What are the biggest concerns of European citizens? What is the effect of the outcome of the European elections on the existing power balance? What will this entail for the course of the European Union going forward?

With:

**Stephan Petermann**, Architect and co-founder of Eurolab - a collective of European creatives working on branding the European project better

**Ryan Heath**, Senior Political Editor at POLITICO

Moderated by:

**Dharmendra Kanani**, Director of Insights at Friends of Europe

## PLENARY

### ‘TAXES, TAXES, TAXES – THE REST IS ALL BULLSH\*T’

The effect of tax on welfare and inequality

The above title is a quote from historian Rutger Bregman, spoken at this year’s Davos meeting in response to the global elite’s attempt to solve inequality through philanthropy. Although his language is colourful, the Dutchman does have a point: when talking about inequalities and the ever-growing gap between rich and poor, taxation is not a component that can be ignored. Economists consider, based on the statistics taken from tax havens such as Bermuda or Ireland, that 40% of multinational companies’ profits avoid taxation. EU member states and developing countries are the main victims of this method: Europe loses 20% of its corporate taxes.

Current tax regulation is not only bewildering and outdated, but it also contains lots of loopholes, making taxation un-transparent, unfair and more prone to tax evasion. Offshore Leaks, Lux Leaks, the Panama and the Bahamas Papers are some examples of scandals well-known for having exploited secretive offshore tax regimes.

The power to tax is in the hands of the member states, with the EU having only limited competence. But are current tax policies, designed at a time when the nation-state was all-powerful, still appropriate now that globalisation is rapidly eroding national borders? How can we create a transparent tax framework and make sure that everyone pays their fair share?

With:

**Grace Perez-Navarro**, Deputy Director of the OECD's Centre for Tax Policy and Administration

**Dmitri Jegorov**, Deputy-Secretary for Tax and Customs Policy, Estonian Ministry of Finance

Moderated by:

**Dharmendra Kanani**, Director of Insights at Friends of Europe

#### **EVENING PROGRAMME**

Dinner with **Quim Torra**, the President of Catalonia and **Alfred Boschi Pascual**, 'Conseller' for Foreign Affairs, Institutional Relations and Transparency of the Government of Catalonia at Casa Llotja located on the sea front in the historical centre of Barcelona, this 14th century building is a testament to Catalan medieval gothic architecture.

## DAY 2

## FRIDAY 13 SEPTEMBER / SANT PAU

## LOCATION

A UNESCO World Heritage Site, Sant Pau will be the inspirational setting for the second day. Long recognised as an architectural and artistic wonder, it was a fully functioning hospital before it underwent considerable renovation in 2009.

## CONVERSATION WITH

**EYLS IN CONVERSATION WITH LERA BORODITSKY**

A cognitive scientist at the University of California San Diego, **Lera Boroditsky** is an expert in the relationships between the mind, world and language. She's at the forefront of the Theory of Linguistics Relativity.

During this conversation, she will share her insights on the little-known importance that language holds in our everyday lives. By shaping our perspective of abstract concepts, it is clear from Lera's findings that language has a considerable bearing on our very reasoning.

## CONVERSATION WITH

**THE AGE OF EMPOWERMENT**

And the demand of a new type of leadership

We live in the age of the empowered individual. New technologies have empowered citizens not only as consumers but also as political actors. New grassroots leaders are bypassing traditional hierarchal institutions, instead using new technologies and social media to focus the interest of the public on their agendas and activities and, in doing so, have reached a huge global audience. These new leaders often challenge the current power balance and advocate for political, social and organisational change.

This new type of leader seems to be stepping into the ever-growing public trust-gap between government and citizens. As a result of citizens becoming more distrustful, political participation has declined and governments find it difficult to command the legitimacy and respect to govern effectively for the greater good. The lack of effective governance creates in turn further distrust, capturing this relation in a downward spiral. Additionally, we are being increasingly confronted with the devastating effects of climate change, demanding urgent and drastic solutions. The traditional hierarchy of the representative democracy, based on an elite of decision-makers, is thus increasingly struggling to survive in a very complex and volatile world. The era of political consent is vanishing, not only within the political arena, but also in stepping outside of traditional structures. The new incoming



generation is facing a tipping point; a new form of leadership needs to emerge in order to put the way we manage our societies and climate change back on track.

What place can we offer the empowered individual within the new power balance? What kind of leadership is needed to create the consensus and uniformity that is needed to move forward in a hyper-individualised society? Is there a need for decentralisation or a centralisation of power? How can leaders address social discord, division, distrust and loss of control?

With:

**Cristina Gallach**, High Commissioner for the UN's 2030 Agenda of Spain

**Edward Strasser**, Co-Founder and CEO at the Austrian Innovation in Politics Institute - a programme that identifies and recognises the most ground-breaking political achievements across Europe

**Ana Palacio**, Former Minister of Foreign Affairs of Spain, former Senior Vice President and General Counsel of the World Bank

**Daniel Romero-Abreu**, Expert in leader positioning, President and Founder at Thinking Heads - a network that connects and positions thought-leaders

Moderated by:

**Dharmendra Kanani**, Director of Insights at Friends of Europe

## PARALLEL SESSION I

### THE FUTURE OF CONSUMERISM

How to re-shape the consumer economy

Key shifts in economics, demographics, technology and media are completely transforming the consumer landscape, and with it, the essence of how we buy. Who the consumer is, in addition to how, where, and even why they shop, is changing rapidly. The way our stores, shopping streets and public spaces look is undergoing constant change. Mobile technology, social commerce, location-based services, big data and a flood of other technologies on the rise are influencing the consumer even more and bridging the gap between the product and the buyer.

On the other hand, consumers are increasingly aware of their negative impact on the planet and seeking to engage with ethical brands to appease their guilt and limit the harm they inflict on the environment.

A new wave of ethical start-ups is emerging, actively challenging consumer expectations of what a 'good' brand is. Larger existing brands are stepping up too.

In addition, a number of subscription-based services are changing the relationship between the product and the buyer, as the customer must pay a recurring price at regular intervals for access to a product or service such as Amazon Prime, Netflix, and Spotify, among others. The subscription model is a booming field. In recent years, this market has increased from \$57 million in sales in 2011 to \$2.6 billion in 2016.

What is needed to cope with all of these transformations? How do we make sure that the emergence of the conscious consumer does not succumb to greenwashing or disillusion? As more businesses move to a subscription-based model, should we be worried about data privacy and unconscionable contracts that result in debts?

With:

**Álvaro Salvat**, General Manager for Spain and Portugal at electric scooter rental company Lime

**Anne Lise Kjaer**, Futurist specialising on trends in innovation and business concepts

**Martijn Arets**, International expert and thinker in the field of emergence and development of the collaborative economy and 2013 European Young Leader

Moderated by:

**Dharmendra Kanani**, Director of Insights at Friends of Europe

## PARALLEL SESSION II

### THEME PARK EUROPE

How to move from tourism floods to sustainable travel

Tourism is one of the world's fastest growing industries. As an export category, tourism currently ranks fourth globally after fuels, chemicals and automotive products. For decades, countries and cities have been trying to attract as many tourists as possible, but more and more destinations are reaching a tipping point often referred to as over-tourism.

The nature of tourism has changed from being a service industry, offering flights and hotels, into providing personal experiences like adventure, rejuvenation and fulfilment. More than 3 in 4 millennials,

for example, would choose to spend money on ‘making memories’ over something material. As cities are transformed into theme parks that cater solely to these experiences, locals have begun to protest. A number of destinations have essentially become too popular for their own good, resulting into anti-tourist protests in cities such as Barcelona, Amsterdam and Venice.

Ada Colau, who in June 2015 was decisively voted in as Barcelona's mayor, followed through on early promises to cut down on visitor numbers to the capital, something that city residents rated second only to unemployment as Barcelona's biggest problem. In 2017, the city adopted a law that pledged to limit the number of beds available in hotels and tourist apartments. With global tourist numbers estimated to increase at an even faster rate, over-tourism will become a bigger and bigger issue. As a result of a lack in regulation, governments have been powerless to deal with the overwhelming influence of global tourism platforms such as Airbnb and TripAdvisor.

How can governments, businesses and individuals take responsibility for overcrowding? How can authorities and industry join forces to manage the growth of the sector in a sustainable way?

With:

**Javier Gandara**, Director General for EasyJet Spain

**Samantha Keon**, Documentary film maker, producer of ‘Casas Sin Familias’ a documentary that explores the issue of mass tourism in Barcelona and its impact on the housing crisis

Moderated by:

**Ruben van Zwieten**, Pastor and social entrepreneur & 2019 EYL

## CO-CREATION

**B(L)OOMING EUROPEAN INNOVATION**

## Creating the optimal conditions

Becoming a champion in innovation will create value for all Europeans, generating new jobs, better products and services, while at the same time creating a more competitive European economy. How can we develop effective collaborations and strategies in order to support smart, sustainable and inclusive innovations? How can we tap into our innovative potential to tackle societal challenges? How can we create people-centered innovation, which creates a participatory, practice-based process to find sustainable new strategies for a social and green future?

This session will consist of five breakout groups, headed by European Young Leaders, that will brainstorm on how to turn Europe into a global innovation lab. What policies and programmes will Europe need for long-term prosperity and sustainability? How can we best devise a broad, cross-sectoral innovation policy? What should be done differently for the next EU Framework Programme? How can Europe's innovation help deliver a climate-neutral economy?

The objective of this session is to come up with ten clear and practical policy recommendations to create optimal conditions to further b(l)oom European innovation and (social) entrepreneurship, which would be signed by the next generation of European leaders.

Topics:

**Sustainable Financing of Social Entrepreneurship**

with **Markus Freiburg**, CEO and co-founder Financing Agency for Social Entrepreneurship (FASE)

**European Data Sharing to Further Innovation**

with **Andreas Kunze**, CEO and co-founder of KONUX

**Inclusion and Diversity in Innovation**

with **Marta Krupinska**, Head of Google for Start-ups UK

**Promoting Crosspollination and Making Europe's Innovation Green and Sustainable**

with **Alfredo Munoz**, Founder and CEO of ABIBOO Architecture & **Edvard Glücksman**, environmental sustainability professional working for the University of Exeter

**EVENING PROGRAMME**

Dinner at Casa Vicens | Gaudí — Built between 1883-1885, this house was the first to be designed by Antoni Gaudí. A young architect at the time, this first masterpiece set the precedent for the movement modernisme across Europe.

Originally commissioned by Manel Vicens i Montaner, a stock and currency broker, the house has since undergone several transformations to reach its current layout. Today, the building is a museum celebrating the work of Antoni Gaudí and other architectural wonders.

## DAY 3

## SATURDAY 14 SEPTEMBER

## LOCATION

During the first part of the programme, the peer-learning roundtables, we will be having breakfast at the conference room in the Hesperia Barcelona Presidente hotel, called the Balmes room which is located on the 2nd floor.

CONVERSATIONS OVER  
BREAKFAST**PEER-LEARNING ROUNDTABLES**

Connecting with EYs and alumni

Over breakfast, four 30-minute short conversations with European Young Leaders run in parallel on issues that matter to them, to gain expertise from this resourceful network.

Breakfast buffet and session introduction

**Friends or foes? – The state of affairs between Turkey and the EU**  
with **Sophie Nivelles-Cardinale**, War Reporter and Filmmaker

**European perspective of the Western Balkans – Should the door remain open or just ajar?**

with **Monika Panayotova**, Former Deputy Minister for Bulgarian Presidency of the EU Council

**How gender violence can be prevented through education**

with **Francesca Cavallo**, Co-Author of Good Night Stories for Rebel Girls & Entrepreneur

**A climate law: why every country should have one**

with **Jesse Klaver**, Leader of the Dutch 'Groenlinks' Party

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**Voice building for the unheard by and for a new generation – fighting political apathy and changing a consensus**

with **Nassira El Moaddem**, Editor of Bondy Blog

**The transformation of retail, online vs. offline, independents vs chains, is there a race to be won?**

with **Alex Loizou**, Co-founder and CTO of Trouva

**How the arts can help strengthen Europe's sense of community**

with **Julia Hanzl**, Ceramic artist and Sculptor

**Barcelona's manifest for more women in leadership roles**

with **Josep-Maria Gascon**, Founder & CEO Vitaes Talent

**GROUP ACTIVITY****THE INNOVATION EXCURSION**

During this part of the programme, the group will visit Barcelona's El Raval neighbourhood for a walking tour. El Raval has a seedy history, as delinquency, prostitution, and heroine deals reigned supreme during the medieval era. The government decided to 'clean-up' El Raval in the 90s and cracked down on prostitution and drug dealing to make space for new public squares.

But even today, given that the area is located just next to the popular La Ramblas street, there is a stark contrast between the rich tourists on the one hand and the much poorer locals on the other hand. In response to gentrification, tourism and cultural diversity, local citizens have started countless projects to breathe new life in the neighbourhood and create dialogue amongst the different communities.

The group will experience the neighbourhood with the help of a surprising guide from Hidden City Tours. This social start-up offers walking tours of Barcelona with one big difference: they exclusively employ guides who are homeless. Their alternative El Raval tour will take us through the daily life of a person who lives on the streets of Barcelona from where they sleep, wash, change clothes and eat to how they look for work.

We will close the tour at our venue for the afternoon, the Bellucci Studios, where the founder of Hidden City Tour, Lisa Grace, will give a short presentation followed by a Q&A about her project.

**LOCATION**

The last part of the programme will be in the Bellucci Studios, which used to be home to the prestigious Figaro Films production company.

**PLENARY****WHAT'S NEXT?**

Since 2012, the European Young Leaders programme has steadily grown into what is a rich and resourceful network. The EYLs now comprise over 250 remarkable, diverse individuals. The ideas and initiatives born during these seminars have shown that innovative thinking can lead to positive change.







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