



Where the powerful ideas
of tomorrow become a reality



PRESS RELEASE

Strategic Cooperation: Trendsetters and Technology

Empower Children and Communities (EC²): Through media, content marketing, and education

Her Royal Highness The Princess of Hanover and Philip Thomas CEO of Lions Festivals will preside over 200+ delegates during a two day leadership exchange: **EC² Forum** at OECD Headquarters, Paris, France on 10 – 11 October 2013.

“We must invest in what holds our society together: confidence, trust, solidarity, and equal opportunities!”
Ángel Gurría **EC² Host and Secretary General of the OECD**

Social and economic progress requires an inclusive, diverse, and robust society. It is the ambition of **EC² Forum** Chairwoman H.R.H The Princess of Hanover, Host Ángel GURRÍA, Secretary General of OECD, Master of Ceremony Philip THOMAS, CEO of Lions Festivals, Organizer, Kimberly ADAMS, Founder of Flying Bridges, and other influential voices who have merit, experience, and commitment to turn challenges that threaten this progress into a winning opportunity for young people and the communities within which we all live.

“I join the EC² Forum because its long term programs obviously have concrete goals. Through the series of discussions and directed outcomes it will define for the field of media a series of good practices that meet the needs of society.” French Senator, Chantal Jouanno

Leaders from the worlds of politics, fashion, technology, and media gathering around the same table will join Xavier ROMATET, CEO of Conde Nast, France; Nazir AFZAL, OBE, Chief Prosecutor for the Crown, UK; Guy PARKER, Chairman of the European Advertising Standards Authority (EASA); Caroline RUSH, Executive Director of the British Fashion Council; French Senator Chantal JOUANNO; Holly SMITH, trafficking survivor; and Bruno SCHRODER, technical director at Microsoft will develop actions in media, marketing content, and education – three tools of influence - in order to nurture potential, invigorate opportunities to inspire aspirations, and keep young people safe in today’s fast paced digitized world.

“When you start to see effects you begin to work together - it is clear that all social integration of IT must have as part of its core, child and youth focused measures and considerations.” Bruno Schroder, Technical Director at Microsoft

Empowering societal cues, social norms, and educational practices cultural influencers from fashion and sport, technology and media will gather to address sexualization, gender stereotypes, and self-confidence – core social issues tied to economic and business progress.

“Understanding the interplay between creativity and responsibility will determine the profitable brands of tomorrow.” Kimberly Adams, **EC² Forum** Organizer and Founder, Flying Bridges.

These actions, to be carried out in the short and medium term, will not only develop young people’s talent and well being but provide clarity and alignment along a course already set in motion by leaders across sectors and industries (women’s empowerment, brand storytelling, fashion’s health initiative, literacy, combatting sexual exploitation etc.).

Why Now? Plenary Sessions, Governance Exchanges, In-Focus Roundtables, Interviews, Technical Working Groups will put larger issues into context in order to define practical and feasible steps forward.

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Flying Bridges is a social enterprise, headquartered in San Francisco with project offices in Boston, MA, USA; Beijing, China; and Paris, France. We help business, civil society, and government tackle critical factors that simultaneously influence social development, economic progress, and business sustainability.