

## Press release

29 September 2011

We are all world citizens. WorldCitizens are ambassadors of the Think Big campaign

**MUNICH/Germany. Think Big, the joint youth programme of Telefónica Germany and the German Children and Youth Foundation is coming to the boil: its dedicated campaign is about to kick off with the aim of turning young people's ideas into something great. The entire project revolves around a youth initiative that originated in Berlin Kreuzberg: WorldCitizen. As the name suggests, it focuses on the idea of world citizens, of tolerance and dialogue between cultures. Three 20-year-olds prevailed against more than thirty competitors in a preliminary selection process and were thus chosen as Think Big ambassadors. This campaign is Telefónica Germany's first social campaign and one of its kind in Germany.**

The WorldCitizen project fosters dialogue between religious communities, ethnic groups and people from different social classes. A national campaign is about to kick off that draws attention to the messages of the youth initiative.

Project initiator Salah Said explains how WorldCitizen has come about: "People asked me time and time again: Where do you actually come from? That made me realise that I was being reduced to my appearance and my parents' origin. I was born in Trier, but I've been living in Berlin for more than ten years. But people aren't usually satisfied with this response. Instead, I'm faced with prejudice."

Baran Keskin is also too familiar with such or similar situations: "Many people go through the same thing. We appear to be well integrated, but we still don't really belong. That is why I decided to join the WorldCitizen project."

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Hans Storck, the third member of the core team, on his commitment: "As a citizen of Kreuzberg, intercultural exchange has always been a major part of my life. I hope to be able to intensify that through WorldCitizen. After all, we're all world citizens."

Peter Rampling, Managing Director of Marketing at Telefónica Germany, explains: "When talking about young people, terms such as 'irresponsible' and 'pleasure junkies' keep cropping up. But WorldCitizen proves the opposite. With this campaign, we – in a joint effort with WorldCitizen – want to show what young people can achieve if they're only given the chance. Combining such commitment with a consumer brand like O<sub>2</sub> is a new market approach in Germany. The aim of the campaign is to motivate as many young people as possible to launch their own project and join Think Big: to turn young ideas into something great."

Different WorldCitizen posters will shortly adorn Berlin's inner city, and supporters are demonstrating their shared identity by wearing WorldCitizen wristbands. In addition, a national campaign under the O<sub>2</sub> brand will also be launched in the form of online specials, a print ad, flyers in the O<sub>2</sub> Shops and other customer communication tools, both in print and online. A further core element is an interactive online game which is distributed on Facebook. It draws attention to the fact that we are all world citizens by detecting similarities and explaining the WorldCitizen idea to players in a light-hearted way.

The activities are a result of a joint effort of the founders of WorldCitizen and the communication experts at Telefónica Germany, VCCP Berlin and Interone.

**Think Big** is a social programme sponsored by Telefónica Europe that supports young people in the markets where the company is active through its O<sub>2</sub> product brand. Think Big started in Germany in 2010 in partnership with the German Children and Youth Foundation (GCYF) and with the support of Federal Minister of Families Kristina Schröder and rapper Kool Savas. Under the motto "Our neighbourhood. Our idea.", Think Big 2011 supports the involvement of young people in their local environment. It was developed in collaboration with the Fundación Telefónica and builds on the latter's globally recognised expertise in social and cultural issues. Many Telefónica employees have already taken part in

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the trust's Proniño programme, which supports schooling and training for more than 163,000 children in South America.

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