

## Think Big: Good ideas? Don't wait. Get started.

### Definition: what is Think Big?

Think Big is a programme run by Fundación Telefónica and the German Children and Youth Foundation (GCYF) together with O<sub>2</sub>, which gives 14 to 25-year-olds the chance to put their social project ideas into practice and make them big by using digital media. To do so, they are supported with specialist coaching and financial means. The ideas range from an online-platform for young soccer players, to private lessons for young refugees, to videofilms about racism and apps which help organize everyday school life. The young people document the results of all project phases on the shared programme website, so that the ideas can inspire as many other young people as possible. The aim of Think Big is to encourage young people to use their own initiative and give them new perspectives on life and careers.

### Background

A third of all young people in Europe fail on the threshold of adult life, when taking their final school exams, completing training or embarking upon a professional career. Think Big boosts the self-confidence and contributes to the positive public image of young people. Think Big started in 2010 and is the largest corporate responsibility scheme in the history of Telefónica in Germany. Think Big is a long-term programme and is being supported by the Fundación Telefónica in all European countries in which Telefónica is a market player.

### Facts and figures on Think Big

<p><b>Objective</b></p>	<ul style="list-style-type: none"> <li>• Think Big aims to help young people             <ul style="list-style-type: none"> <li>○ to become <b>socially engaged</b>,</li> <li>○ to use their <b>own initiative and strengths</b> and thus</li> <li>○ to develop <b>new perspectives on life and careers</b></li> </ul> </li> <li>• The long-term objective is to reach <b>50,000 young people</b> through Think Big by 2015.</li> </ul>
<p><b>Digital communication as centrepiece</b></p>	<ul style="list-style-type: none"> <li>• The <a href="http://www.think-big.org">www.think-big.org</a> website is an <b>application platform and an interaction and collaboration tool</b></li> <li>• <b>Workshops</b> offer young people a profound qualification in using new media</li> <li>• Think Big supports young people to <b>take advantage of the opportunities the digitalisation offers</b></li> </ul>
<p><b>Partners</b></p>	<ul style="list-style-type: none"> <li>• Fundación Telefónica</li> <li>• Telefónica in Germany</li> <li>• German Children and Youth Foundation (GCYF)</li> <li>• Betterplace, UPJ, iq consult, Ashoka Youth Initiative</li> <li>• 34 local project partners (e.g. youth clubs or youth</li> </ul>

	media centres)
<b>Prominent supporters</b>	<ul style="list-style-type: none"> <li>• <b>German rapper Kool Savas</b> has been an ambassador of the programme since 2010. In 2010 he was awarded the Hip Hop.de Award for the best social and political engagement in recognition of his commitment.</li> </ul>
<b>Participants</b>	<ul style="list-style-type: none"> <li>• <b>Participation is open to</b> any young person aged between 14 and 25 who have registered an idea at <a href="http://www.think-big.org">www.think-big.org</a></li> </ul>
<b>Programme contents</b>	<ul style="list-style-type: none"> <li>• <b>Think Big projects</b> receive 400 euros of funding and <b>pedagogical and specialist support</b> for the project's implementation,</li> <li>• <b>further training modules</b>, particularly in the area of digital media</li> <li>• <b>Peer-Scout programm</b>: experienced Think Big participants are trained to coach other young people and to become ambassadors of Think Big</li> <li>• <b>1,000 Euro projects</b>: selected projects are being supported with 1,000 Euro and coached by Peer Scouts as well as Telefónica employees</li> <li>• <b>Project fairs</b>: Young people can share their ideas and get further qualification</li> <li>• <b>Think Big Pro</b>: young people get a workplace for six months in the social impact lab in Berlin and are supported with coaching, workshops, mentoring and a financial aid of 5,000 Euro</li> </ul>
<b>Support criteria</b>	<ul style="list-style-type: none"> <li>• <b>The following projects are offered support:</b> <ul style="list-style-type: none"> <li>○ projects that remain in the hands of young people from beginning to end,</li> <li>○ that are non-profit in nature,</li> <li>○ that link in with young people's everyday lives</li> <li>○ and that reach as many other young people as possible</li> </ul> </li> <li>• <b>The following projects are not offered support:</b> <ul style="list-style-type: none"> <li>○ everyday school events such as graduation balls or class trips</li> <li>○ events of a profit-making nature</li> <li>○ projects that seek to convert others to a particular religion or political party</li> </ul> </li> </ul>
<b>How it works</b>	<ul style="list-style-type: none"> <li>• Interested young people can <b>upload their ideas and projects to the website <a href="http://www.think-big.org">www.think-big.org</a> or apply via the Think Big Facebook-channel.</b></li> <li>• <b>A Think Big partner in the relevant region gets in touch</b> with the young people and discusses with them how the idea can become a project and</li> <li>• <b>guides and supports</b> the young people during the implementation.</li> <li>• The <b>upload of the idea and the project's documentation</b> on the platform show who is behind the project, why the subject matter is important to young people and what has become of the idea.</li> </ul>

<b>2012 results</b>	<ul style="list-style-type: none"> <li>• <b>In 2012 more than 17,000 young people</b> took part in Think Big and became socially engaged in about 800 projects. Since the start of the programme in 2010, 27,000 young people have taken part and have realized 1,300 projects</li> <li>• <b>Telefónica won the Politikaward 2012 with Think Big</b></li> </ul>
<b>Additional information</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.think-big.org">http://www.think-big.org</a></li> <li>• <a href="http://www.facebook.com/o2de.thinkbig">http://www.facebook.com/o2de.thinkbig</a></li> <li>• Press Kit: <a href="http://www.telefonica.de/presse-thinkbig">www.telefonica.de/presse-thinkbig</a></li> </ul>

### Outlook

Think Big is a long-term initiative for the support of young people. In 2013 the programme will run under the motto “Gute Ideen? Nicht warten. Starten.” (“*Good ideas? Don’t wait. Get started.*”) and should motivate even more young people to get socially engaged. Think Big aims to reach 50,000 young people by 2015.

### Quote

“Think Big shows very clearly what young people can achieve. We believe in their creative potential and their ideas. We also believe that innovative technologies can push positive change. For this reason, we as a telecommunications company help young people to take advantage of the opportunities the digitalisation offers and to realise their own project ideas. This supports their innovative thinking, personal responsibility and entrepreneurial spirit”, says René Schuster, CEO Telefónica Deutschland.

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