

**Begrüßungsrede Empfang «One Young World 2011»
Donnerstag, 1. September 2011, Kongresshaus Zürich**

(Es gilt das gesprochene Wort.)

Dear councillors and delegates,
dear future leaders,
ladies and gentlemen,

Welcome to Zurich, welcome to Switzerland! I am delighted that so many young people from all over the world have made their way to Zurich to discuss what is to become of the "Global Village". I am particularly pleased that for once, the very generation that will be leading this "village" in the future – namely you, my esteemed young future leaders – are getting a chance to air your views!

We are very honoured that One Young World is being held in Switzerland this year, since this shows that we are heading in the right direction on the back of our humanitarian tradition and the typical Swiss qualities of reliability and open-mindedness. My thanks here go to the founders of One Young World, who have brought the world closer to Zurich and Zurich closer to the world by dint of their incredible sense of commitment!

When Marshall McLuhan coined the phrase "*global village*" back in the 1960s, he was chiefly referring to the increasing media networks. Some 50 years later, this scenario of a global village has become even more all-encompassing than McLuhan could ever have imagined. Global networks nowadays cover people, goods, capital flows and ideas and bring time and space ever closer together.

On the one hand, this provides us with a number of benefits, but it also means that we have to face increasing challenges, including climate change, environmental disasters (in Japan for example), financial crises and increasing migration flows. These various global challenges can no longer be taken care of single-handedly. Globalisation has turned the world to a certain extent into a community of fate. The comparison with a village is a very pertinent one in this case however. In the same way that it takes a whole village to raise a child, we

must also accept our responsibility and make sure that the way we do business and politics is in accordance with the principles of sustainability. Only by preserving the community and keeping the village intact can there be any hope of a future!

Leadership qualities in this closely networked environment are becoming increasingly more demanding. It requires us always to have the future in mind and to come to the right decisions. Or as the French journalist Emile de Girardin so aptly put it: "Gouverner, c'est prévoir !" or "To government is to anticipate". This applies both to politics and to the economy!

This was recently the case for the City of Zurich with the updating of the "Zurich Strategies for 2025". These form a long-term overall guidance principle to ensure that Zurich continues to develop as a sustainably successful city. Very much as Girardin would have intended, the city council identified five central challenges which would be of particular relevance for Zurich over the coming years. These are:

- Ensuring social cohesion
- Handling technological developments
- Dealing with limited energy, environmental and spatial resources
- The security of the city's finances and
- The appropriate further development of federal structures

I think that I can be bold enough to assert that the list of qualities of a "*global village*" would look more or less like this. I am therefore very much looking forward to today's presentations and the exchange of ideas that will take place. I am convinced that together, we can solve the challenges posed by globalisation. So many excellent ideas, initiatives and approaches already exist – we merely have to look and listen closely. I sincerely hope that this second edition of One Young World will help to spread these ideas and enable new visions to spring up – visions after all are how everything begins! What we now need to do is to transform these visions into reality!

Thank you for listening.