



Europe is about to lose its youth

EU Commissioner **Viviane Reding** and the CEO of the Frankfurter Zukunftsrat, **Professor Manfred Pohl**, officially launch the international youth project "My Europe"

"I am eager to learn from the young participants from all over Europe about their dreams and hopes for the future".



With this dictum, the Vice-President of the European Commission, **Viviane Reding**, gives the starting signal for the "My Europe" initiative by the Frankfurter Zukunftsrat (Future Think Tank) and Institute for Corporate Culture Affairs (ICCA). The international youth project will give a voice to young people in Europe and Commissioner Reding will be listening to them.

**Give a voice to
young people
in Europe**

The founder and CEO of the Future Think Tank, **Professor Manfred Pohl**, demands a 'Marshall Plan' for the youth in Europe. This action plan is to include interventions to reduce youth unemployment as well as to offer support to those young people who are socially or financially disadvantaged. Everybody has to be offered the same opportunities.

"Every teenager in Europe is destined to be elite. Everyone is elite in their individual way" underlines Professor Pohl. Recognizing and bringing forward every teenager's individual skills is indeed a worthwhile and sustainable goal. The Future Think Tank and ICCA therefore offer a communications forum to the youth, where they can express their ideas and suggestions for the future of Europe. Through this network, the students can exchange their views, but also find information and help for their own future. The success and uniqueness of this project lies in the fact that schools, newspapers, politicians and business people work together in all European countries.

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During the discussion at the official launch and press conference in the European Parliament, the panellists and MEPs Elmar Brok, Dr. Angelika Niebler and Dr. Klinz agreed that "My Europe" strengthens the identity and significance of Europe in a global world.

More information about "My Europe" available at: <http://my-europe.org>.