

AUTOMOTIVE

Audi, Bentley boost sustainable approaches at One Young World Summit 2023

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Hosted in Belfast, Ireland from Oct. 2 to Oct. 5, representatives from Audi and Bentley join experts in the interest of accelerating social impact. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi and British automaker Bentley are attending a forward-looking event focused, in large part, on the environment.

The One Young World Summit occurs annually, this year inviting more than 2,000 young people to discuss the world's most urgent challenges with global leaders. Hosted in Belfast, Ireland from Oct. 2 to Oct. 5, representatives from Audi and Bentley join business, politics, culture and humanitarian experts, each presenting projects and ideas that aim to accelerate social impact.

"We believe in technology," said Xavier Ros, member of the board of management for human resources at [Audi AG](#), in a statement.

"However, we are not concerned with mere higher, faster, further' technology," Mr. Ros said. "Instead, we value targeted solutions that make a valuable contribution to society and the future.

"The mood and fundamental attitude of the One Young World Summit are characteristic of the young generation's understanding of leadership."

Green machines

Engaging with the youth and encouraging audiences of all ages to support, the luxury vehicle brands are shining a light on concrete solutions and creative innovations.

The conference is focused on a variety of topics that specifically relate to food shortages, peace, education, mental health and the climate crisis. A handful of employees from Audi, Bentley, and the Audi Environmental Foundation external scholars comprise the current international delegation round.

Audi's Mr. Ros recently delivered the event's keynote speech, opening the program by urging the young attendees and talents to pursue green ideas and embrace sustainable business models.

How can employees at big companies create change?

We can show how to develop a positive vision of the future together.

We can show how to involve and empower employees and partners.

We can show how to move impactful solutions forward with innovations.

Words of pic.twitter.com/N06zcWuA9E

One Young World (@OneYoungWorld) [October 3, 2023](#)

The work of the Audi Environmental Foundation is also receiving attention.

With the support of the organization, Rodrigo Eidy Uemura, CEO of Litro de Luz Brasil and scholar for the German organization, is bringing reliable electricity to remote regions of his country through community LED streetlights, equipped with solar panels, as presented at One Young World Summit 2023.

Families are also given solar-powered flashlights, to allow children who live in homes without access to the infrastructure to get schoolwork done even when the sun goes down.

Mr. Uemura began collaborating with The Audi Environmental Foundation on efforts a year ago, initially implementing the infrastructure in three Amazonian villages.

Now, over 600 people along the famed river are reported to have benefitted thanks to Audi and its accomplished scholar.



Audi is working with its scholar to bring light to communities in some of the most remote places on earth. Image credit: Audi

"The goal of our foundation's scholarships is to contribute to a better and fairer future by enabling young people to get involved," said Rdiger Recknagel, director of the Audi Environmental Foundation, in a statement.

"Ideally, this will also result in new project partnerships with us."

Bentley has also been making strides to increase climate-friendly development, forming the Bentley Environmental Foundation in June 2023 ([see story](#)).