

CARLSBERG FOUNDATION

# UNLEASH TALENTS & INNOVATION

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Chairman of the Carlsberg Foundation and Carlsberg Group

VL Døgnet, 5 June 2019



@besenbacher2012  
@carlsbergfondet

# 21<sup>ST</sup> CENTURY GRAND CHALLENGES





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# THE UN sustainable development goals

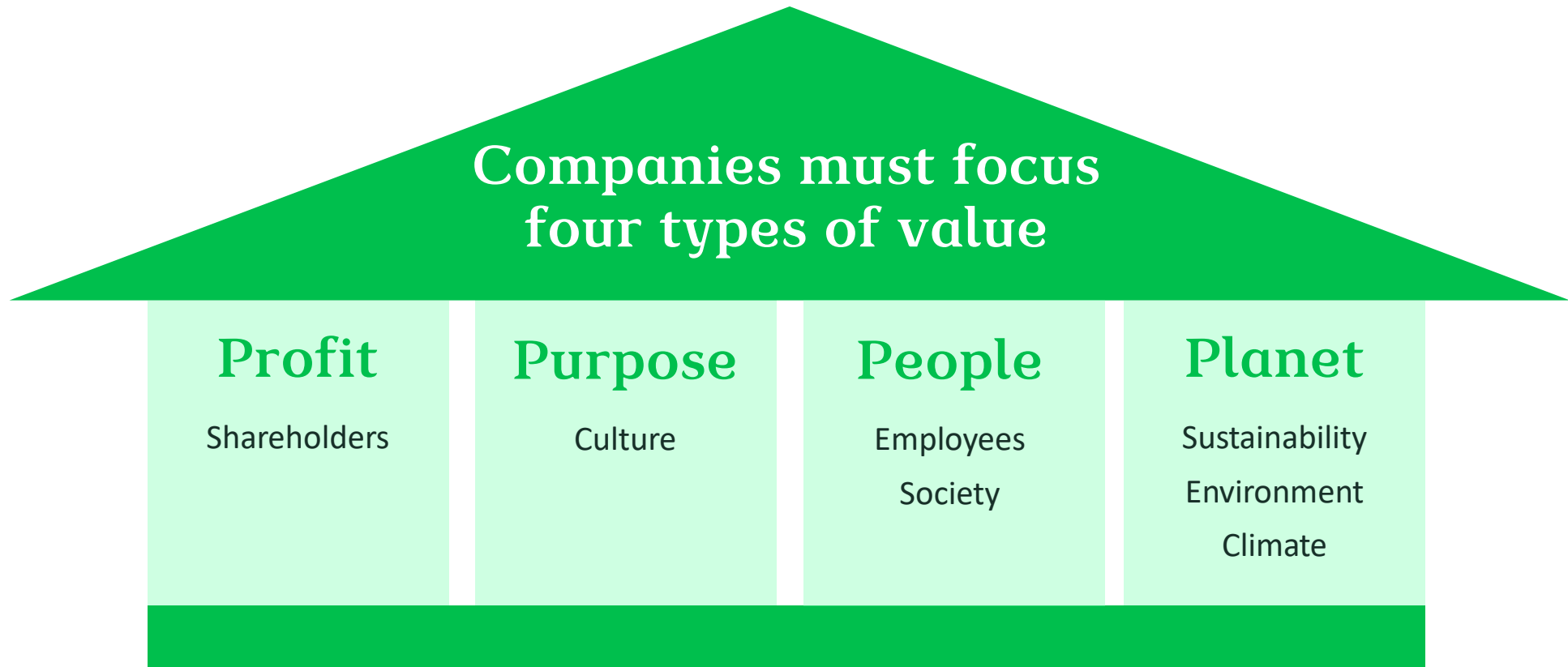


# The 17 sdgs: New Innovative solutions



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# THE FOUR P'S - PEOPLE, PEOPLE, PEOPLE



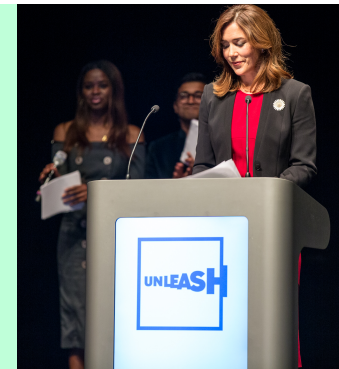
# UNLEASH: SHENZHEN 2019

## Vision

Creating the world's leading lab and platform for innovative, implementable and scalable solutions to the SDGs

## Mission

Accelerate disruptive ideas by engaging top talents in problem-solving and co-creation activities



Water



Education and  
ICT



Energy



Urban  
sustainability



Food



Sustainable  
consumption and  
production

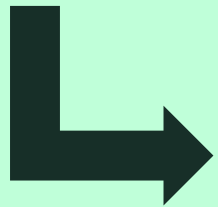


Health





What is the  
impact?



**2,800 solutions**  
will be developed at  
UNLEASH leading up to  
2030.

**1,000 top talents**  
per year from across  
the world will be  
mobilized and get new  
tools for innovation.

**400+ partner  
ecosystem**  
consisting of private,  
public and civil society  
organizations engaged.

IN 2017, THE UNLEASH MOVEMENT  
STARTED IN DENMARK

# FROM PURPOSE TO MEANINGFUL ACTION

**UNLEASH is a way for businesses to do exactly that!**

**Approx. 30 pct.** of millennials / Gen Z say that business has the most responsibility for preparing workers for industry 4.0

**As employers, leaders have responsibility:**

- Help young people prepare for the future by providing **training and tools** that enable them to succeed
- **Serve as agents for positive change and take visible and vocal stances**

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# TWO OUTSTANDING UNLEASH TALENTS



Egle Gintautaite –  
Public Affairs Manager, Carlsberg Group



Andreas Gjede –  
Co-Founder & Director, Student & Innovation House