

Think Big factsheet

Vision

To equip young people with the skills and confidence to thrive in our digital world, so opening a door to a better future for them and for everyone. Start small, think big.

Objective

Creating better future opportunities for young people through entrepreneurial, employability and digital skills.

Mission

To stimulate growth in Europe by investing in youth and digital innovation that sits at the heart of our business transformation.

Countries

We currently operate in six countries across Europe:

Spain	thinkbigjovenes.com
UK	o2thinkbig.co.uk
Germany	think-big.org
Czech Republic	o2thinkbig.cz
Ireland	o2thinkbig.ie
Slovakia	o2thinkbig.sk

Think Big in Numbers

Youth numbers (as of December 2013)

In total across Europe:

Projects funded	8,931
Young people participated	100,039
Young people trained/supported	10,316
Telefonica mentors involved	1,050

Schools numbers (as of December 2013)

In total across Europe:

Participants	5,702
Schools involved	132

Awards

- European CSR Award Scheme: Large Company Category
- Chambers Ireland – CSR Awards
- Politikaward 2012
- Forum Darcu: Czech Donors Forum Award
- Endorsed by Clinton Global Initiative

What

Think Big programmes back young people, young ideas and young businesses with one ultimate goal: a more entrepreneurial and prosperous Europe.

Why

Almost a quarter of young people in Europe are unemployed. So it's no wonder almost 70% of them are worried about their future. Our programmes offer a practical & certifiable set of technical, business and design skills that open up a world of new possibilities to young people for them to succeed in today's economy.

Who

Think Big exists in six European countries. 120 youth partners across the continent help us give young people the training, support and skills they need to turn their ideas into actions. With heavy involvement from the [Telefonica Foundation](#), we also mobilise Telefonica's workforce into creating positive change.

How

Investing in the ideas and digital literacy of tens of thousands of young people, we've already put over 8000 young people through the Think Big School. A school like no other - this is a place to learn work and digital skills with sessions including communication, ideation, and presentation.

And, we've given young people the nudge to turn more than 8,500 of their ideas into social projects. It's a great way to learn entrepreneurial skills and build confidence in a supported environment.

Partners

International: Mozilla, JAYE, The Lisbon Council, One Young World, Clinton Global Initiative, Power of Youth
Local: Deutsche Kinder-und Jugendstiftung, YAEZ, National Youth Agency, UK Youth, NROS, Nadacia Ekopolis, Fundacion Tomillo, Headstrong, Bauer Media
For youth partners, [click here](#).

Think Big Programmes overview

Think Big Youth

Europe's youth crisis was the catalyst behind the [Think Big Youth programme](#), which gives young people, aged between 13-25, a chance to turn their own ideas into successful social projects. With a combination of financial support and mentoring, Telefónica provides the perfect training ground to practice the principles of entrepreneurship from an early age.

Working with a network of leading youth NGO partners, by 2015 we will have backed over **15,000** social projects, with up to **250,000** young people participating in the programme.

Think Big Schools

Incorporated into the Think Big Youth programme in the summer of 2012, the focus of [Think Big School](#) is to encourage the adoption of digital skills among young people of school going age. Thousands of teenagers have already participated in events across Europe, and by 2015 we hope to have impacted **50,000** through this programme.

Now in partnership with Mozilla we will be taking this mission even further, opening up the world of digital literacy with a set of online tools. Think Big will make the building blocks of the web open to all young people, inspiring thousands more young innovators and creators.

Related initiatives

Wayra

[Click here for more](#)

Wayra is Telefónica's startup accelerator programme, created to find and nurture the best technological ideas and talent.

Talentum

[Click here for more](#)

Talentum is Telefonica's new approach to hiring and inspiring the brightest students and graduates across Europe.

Campus Party

[Click here for more](#)

In conjunction with Futura, Telefónica champions innovation and skills by hosting one of the world's biggest digital tech festivals.

GoThinkBig

[Click here for more](#)

Go Think Big is a unique collaboration with [Bauer Media](#), in the form of a one-stop-shop website that helps young people in the UK get a foot on the career ladder. The site offers work experience opportunities, skills, jobs, ideas & inspiration and expert advice & support. In less than 3 months the site has surpassed all expectation with over **75,000** unique users and over **620,000** unique page views.

[ThinkBig.eu](#) | [Think Big Campaign Page](#) | ThinkBigEurope@Telefonica.com