Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation



Misk Global FORUM 2025

OUTCOMES REPORT

بإبداع الشباب
Created by YOUth

NOVEMBER 19–20

#MGF25

www.miskglobalforum.com



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“What we aspire to do through Misk Foundation is to take initiative, encourage innovation, and, in turn, ensure sustainability and growth to achieve the higher goal of developing the human mind.”

HRH. Prince Mohammed Bin Salman Bin Abdulaziz

Founder, Chairman Of The Board

Misk Global Forum

A Legacy of Youth Empowerment

Misk Foundation Has Been Empowering Youth For 15 Years

Established by H.R.H. Prince Mohammed bin Salman bin Abdulaziz in 2011, Misk Foundation is a non-profit organization devoted to cultivating and encouraging learning and leadership in the youth for a better future in Saudi Arabia.

The foundation aims to build a knowledge-based society by designing programs and forming partnerships with local and global organizations on two main tracks: education and entrepreneurship, and culture and the creative arts. Science and technology are supporting fields.

Vision

To create a dynamic ecosystem for young Saudi talents to shape the future of Saudi Arabia and the world.

Mission

To pioneer innovative programs targeting Saudi youth and youth-centered institutions to empower future leaders, entrepreneurs, and scientists.



MGF25 Captured

Misk Global Forum is an annual international platform that brings together young leaders, policymakers, entrepreneurs, and creatives to influence ideas, partnerships, and solutions around the **future of work, leadership,** and **global impact.**

2025 marked a turning point for MGF, as it evolved from a periodic event into a **permanent platform** for **youth engagement.**









About MGF25

#CreatedByYouth,
Driving Real-World Change

The Road To MGF 2025:
Each Year's Theme Guided a Youth-Driven Agenda Aimed at Catalyzing Global Change

SINCE ITS INCEPTION IN 2016:

195,000+
Attendees Welcomed by MGF

130
Attendees Nationalities

130+
Partners

990+
Speakers Hosted by MGF

2016
Together: Shaping the Knowledge Economy
explored how young leaders can innovate within a knowledge economy driven by information and collaboration.

2017
Meeting the Challenge of Change
emphasized equipping youth with adaptive skills to navigate and capitalize on the world's rapid changes.

2018
Skills for Our Tomorrow
highlighted the need for critical future-ready skills, like creativity and critical thinking, to prepare for upcoming societal shifts.

2019
Work Reworked
examined the evolving nature of work and workplaces, preparing youth for future trends and transformations.

2020
The Ripple Effect
discussed the widespread impact of individual actions during COVID-19, focusing on youth-led, positive community change.

2022
Bridging Generations
emphasized the value of intergenerational dialogue in driving societal change and breaking down barriers.

2023
The Big Now: Think Big, Act Now
focused on how youth can think ambitiously and take immediate action to bring their visions to life, capturing the spirit and mindset of tomorrow's leaders by empowering them to embrace the potential of the present, and craft the future they want.

2024
By Youth, for Youth
celebrated the collective power of youth in action, highlighting youth collaboration as a driver of positive change.

2025
#CreatedByYouth builds on By Youth, For Youth
by repositioning young people from participants to creators and the driving force of the Forum.

Opening Remarks

From The CEO of MISK Foundation

Writing is one of humanity's greatest inventions. Through it, we returned to the past and set our course for the future. We shaped ideas, told stories, and gave meaning to the world. Writing moved from stone inscriptions to leather, to pen and paper, to a keyboard and screen. Algorithms and AI are changing the game. Behind every screen, behind every algorithm, is always a human being. Tools do not create on their own. It is the human mind that imagines, questions, and invents.

You are here today not by chance. You came here willingly to contribute to a space that celebrates creativity. You are role models, today for yourselves, tomorrow for others.

Welcome to the Misk Global Forum. Welcome to the city of dreamers. Welcome to Misk City. This forum began with a simple, but powerful, mission: to empower young people, highlight their role models, and connect them to the world. Each year, we explore a new dimension of that mission. This year, we're focused on creativity. But what does creativity mean now?

In Japan, a prize-winning novelist revealed she used AI in her writing. In the United States, a digital artwork created with AI won a major competition. Around the world, millions were moved by a song, only to later discover it was entirely AI-generated. Some saw this as the end of creativity.

At Misk, we see it differently. The tools always change, but the essence of creativity is constant and that is the human being. We're facing a new era of creativity. Humans do not compete with technology, but unites with it. This year, 30,000 young people have gathered here to listen to 300 speakers from 80 countries across 150 sessions. They came to learn from role models, and to become role models themselves.

The pen once recorded our history. New tools will help us shape our future. What connects them all is human imagination. Get ready to write the next story: one that begins here, and reaches the world. Thank you. Let the journey begin.



Dr. Badr Al Badr

CEO of Misk Foundation

MGF25 was built to connect youth, empower them, and cultivate the next generation of leaders.



Act

MGF turns inspiration into movement, an opportunity for youth's ideas to be acted on.

50% of the MGF25 program and content was co-created by Youth Leaders

08 youth-led initiatives launched by MGF25



Connect

MGF is where global youth meet the people with power forming policy, and where conversations turn into long-term connections.

18 cross-sector agreements

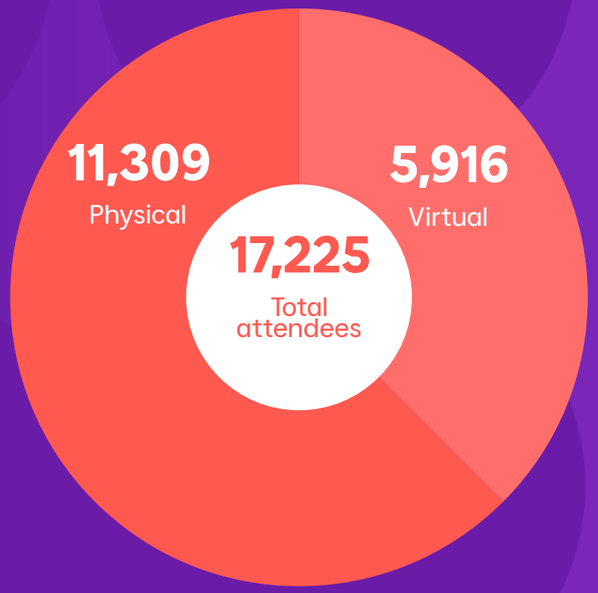


Equip

MGF empowers younger generations to develop ideas and turn them into impactful solutions through skills, tools, and real-world pathways.

55 skills-based workshops gave youth tools and avenues beyond the forum

MGF25 proved that youth-led creation fosters ownership and focuses priorities.



50+ Countries

300+ Speakers

120+ Sessions

70+ Speaker Nationalities

MGF25 Beyond Boundaries

12,978
App downloads

73.3M+
Impressions

8.6+
Livestream views

56.3M+
Views

277M+
News impressions

29M+
Reach

350
Press releases

1.7M+
Engagements

26
Media interviews

MGF25's #CreatedByYouth theme marks a clear shift:

Youth are no longer just participants, but active creators and leaders of the MGF experience.

Youth drove every element of MGF25, including speakers, the agenda, initiatives, and activations, from idea to delivery.

Creators of the Experience
Youth created the physical and visual elements that defined MGF25.



Creators of the Program
Youth co-created the forum program and content, and co-curated the speaker line-up.

Youth PROGRAM: Advisory Committee

Youth Advisory Committee co-created MGF25 program.

15 Youth leaders

08 Countries

15 youth leaders from 8 countries drove content and experience design.

Creators of the Conversation
Youth led the dialogue onstage, off-stage, and across sessions.

183 Youth Speakers

59% of all speakers were youth

83% of total attendees were youth

To maximize impact, MGF25 structured its Youth Creation and Youth Collaboration subthemes around six strategic pillars.

The pillars set the framework for how young people engaged with the world, informing every layer of the MGF25 experience.

Social Entrepreneurship

25%

of all sessions mobilizing youth to develop and scale social ventures, bringing meaningful social impact.

Sustainability

04%

of all sessions empowering youth to lead on environmental responsibility for the future.

Global Engagement

20%

of all sessions inspiring youth leadership in policy, international cooperation, and inclusive development.

Emerging Tech

18%

of all sessions equipping youth with the skills, tools, and mindset to innovate and thrive in a rapidly evolving technological landscape.

Wellness & Sports

15%

of all sessions encouraging youth to strengthen resilience and build healthy habits, taking a long-term view.

Arts & Culture

18%

of all sessions supporting creative expression and celebrating identity, weaving cultural narratives.



> The human mind is capable of incredible things. Even in the age of AI, curiosity, creativity, and emotion are what truly define intelligence.

Aaryan Shukla

"The Human Calculator", 6-time Guinness World Record Holder

Eight youth-led initiatives turned MGF25 into a year-long platform.

1 Youth PROGRAM: Advisory Committee

A global Youth Advisory Committee, selected by Misk Foundation, brought together youth leaders from around the world to co-design sessions and formulate the forum agenda.



15
Youth Leaders

08
Countries

50%
of the forum program was co-created by youth

2 Misk 20 UNDER 30

This annual global recognition platform shed light on 20 standout innovative initiatives led by creators under 30.



415+
Applications

17
Countries

20
Innovative Initiatives

15
Partners

Eight youth-led initiatives turned MGF25 into a year-long platform.

3 MGF Webinars

MGF Webinars, a year-round digital series, delivered expert insights and future-skills content directly to youth worldwide.

2,450+

Attendees

03

Webinars

4 MAJLIS X

This Saudi Majlis-inspired, youth-led dialogue produced actionable recommendations for global challenges.



202

Attendees

05

Global Majlis X Sessions

Hosted at leading institutions globally:

Misk Foundation
Penn State
Melbourne University
London Business School
University of Minnesota

Eight youth-led initiatives turned MGF25 into a year-long platform.

5 Policy CIRCLE

In partnership with EY, Policy Circle enabled youth leaders to develop evidence-based policy recommendations under the 2025 theme “Building Resilient Youth in a Changing World.”



27
Youth Participants

17
Countries





6 Youth PROJECT: CrossCulture

Co-created with the Riyadh Global Shapers Community. Youth leaders co-created practical and cultural solutions through open dialogue and immersive training with experts.

30+
Countries

20+
Regional and Global Experts

10+
Training Hours per Participant

30+
Training Hours per Participant

06
Cultural Solutions

Eight youth-led initiatives turned MGF25 into a year-long platform.

7 WASL

Initiative

Saudi youth connected with international peers throughout MGF in Riyadh, fostering relationships and cross-cultural understanding.



60+
Applications

34
Connections

8 Misk City

MOBILITY SOLUTIONS

Hackathon

In partnership with Uber, the hackathon invited young innovators to develop tech-enabled, sustainable solutions for urban mobility in Saudi Arabia.



450+
Applications

28+
Competing Teams

03
Winning Teams

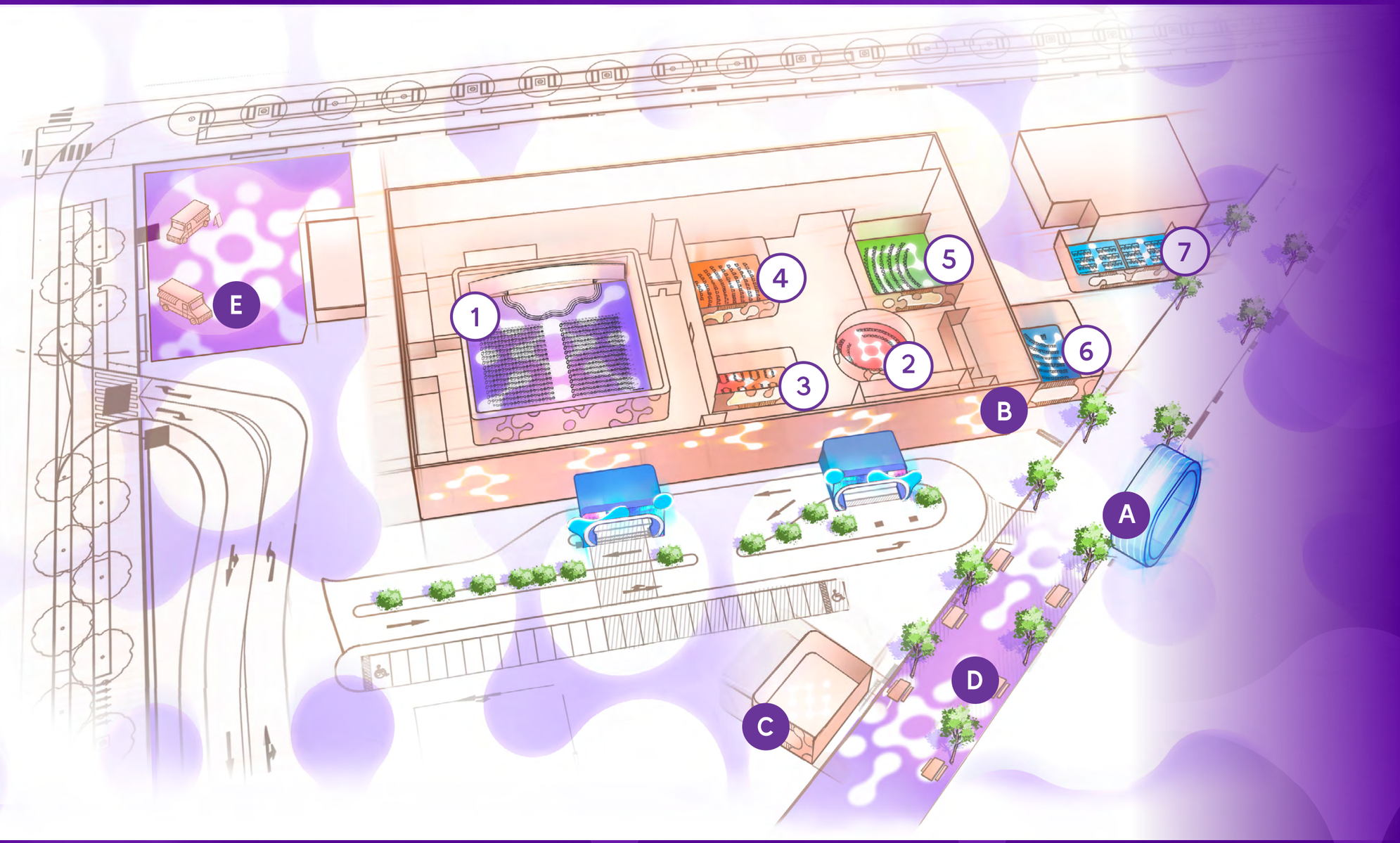
100K
Total Prize

Top 10 Solutions to Join Misk's Launchpad Program

Experiencing MGF25

Spaces in Action

MGF25 spaces created structured opportunities for young people to learn, connect, and contribute alongside mentors and peers.



1 THE STAGE

2 AL MAJLIS

3 CREATION LAB

4 COLLABORATION LAB

5 LEADERS TALK

6 IMPACT LIGHTHOUSE

7 SKILLS LABS 1&2

A ENTRANCE GATE

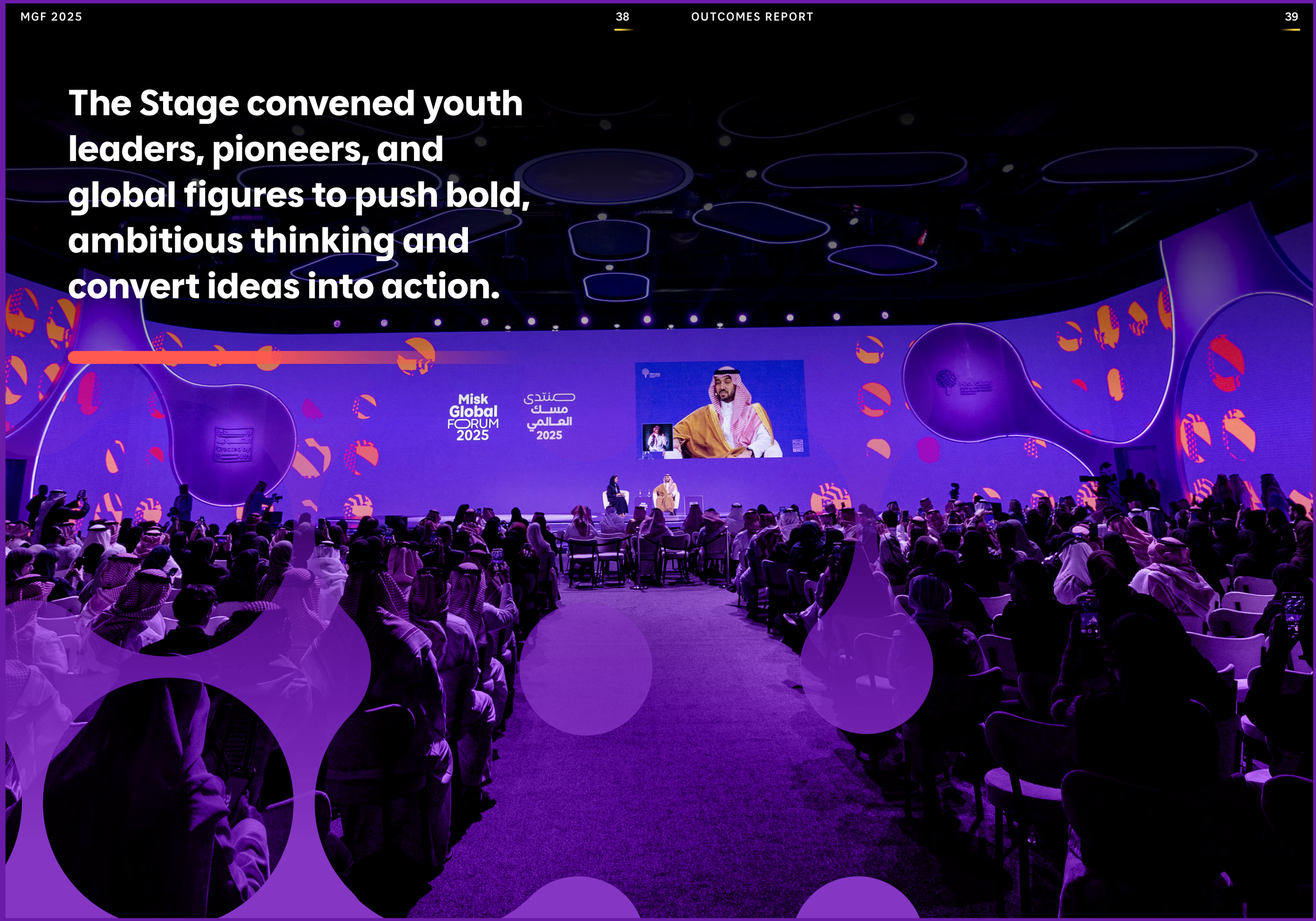
B VIP LOUNGE

C PARTNERSHIP LOUNGE

D CREATORS NETWORKING

E CREATORS ALLEY

The Stage convened youth leaders, pioneers, and global figures to push bold, ambitious thinking and convert ideas into action.



Voices That Took the Stage



Read our country's history and you'll find that the hands that built it were youth's. The same spirit that founded the nation is the spirit animating it today. The sons and daughters of the homeland are what create the greatness of any country and any society.

H.R.H. Prince AbdulAziz Bin Saad Bin AbdulAziz Al Saud
Prince of Hail Region, Kingdom of Saudi Arabia



People forget that what looks like overnight success is usually years of work. Everyone will talk about an exceptional 16-year-old player, but no one talks about the twelve years it took to get there. Footballing greatness does not happen overnight, and business is exactly the same.

Rio Ferdinand

Former Manchester United, England Legend and Media Personality



Reduce problems to undeniable facts and recombine them into new possibilities. First-principles thinking converts assumptions into raw materials and reveals solutions that seem obvious only afterward.

Chris Barton

Founder & Creator, Shazam



Authenticity compounds performance. Staying true to who you are conserves energy, builds trust, and amplifies results. Pretending to be someone else adds friction.

Everette Taylor

CEO, Kickstarter

Voices That Took the Stage



Every morning I would wake up in fear as an entrepreneur because you carry responsibility to your team, customers, and shareholders. But the one thing that keeps you grounded and keeps you running is your purpose, and that's what makes you stronger.

Mona Ataya
Founder, Bayt.com & Mumzworld



The power of youth comes from being new to life, where words like possible and impossible haven't yet drawn boundaries around their thinking.

Muhammad Siddiqui
World's Youngest Software Engineer, Microsoft, Multiple Guinness World Records



Young people should be actively engaged across governmental, private, and especially charitable institutions. With education and formative activities, they develop into complete contributors to peace.

H.R.H. Prince Turki Alfaisal AlSaud
Chairman of the Board, King Faisal Center for Research and Islamic Studies



Use unfair advantage. Language and proximity matter. A foreigner might make your neighborhood scary and different. Use your phone, look around Jeddah, Riyadh, Abha, Taif, Tabuk. What matters is the type of story and how you tell it.

Joe Hattab
YouTuber & Documentary Filmmaker



Al Majlis offered youth an intimate setting for learning and reflection, grounded in leaders' personal journeys and the questions they raised for participants themselves.



"Young people need opportunities, hope, and the faith of the older generation. Older generations should inspire youth to be curious and feel they have opportunities. Both sides have their responsibilities."

Rio Ferdinand
Former Manchester United player,
England Legend and Media Personality

Leaders Talk closed the gap between youth and global leadership, using a talkshow-style format to turn traditional panels into real conversations.



“If there is no problem, there is no thinking, and if there is no thinking, there is no creativity. The real shift happens when you stop criticising gaps and start seeing them as opportunities to act.”

Mohamed Galal
Managing Director and CEO, Extra





Space 180°'s twin labs immersed youth in the work of creation itself, where collaboration met real-world problem-solving, and ideas moved from concept to creation.



"You don't need to have extensive space training to understand and become a part of the ecosystem. Identify a problem and see how we can solve it. Everyone can become a solution provider."

Dr. Kefei Wu

Senior Manager Strategy & Product,
Space42; Schwarzman Scholar

Space 180° - Collaboration Lab

YOUTH LEAD NOW - Powered by:
World Scouting

This hands-on session gathered participants to understand collective leadership through play, dialogue, and storytelling.

Focusing on action and advocacy, participants tested tools and worked with peers to translate ideas into practical plans, ready for immediate use.





Key Messages Youth Walked Away With

- Symbolic gestures, such as inviting youth to speak or appear on panels, do not constitute meaningful inclusion. Young people seek roles where they can influence decisions and initiatives, advocating for change over providing commentary.

- While numerous youth programs build confidence and provide valuable skills, not all lead to meaningful leadership. The quality and depth of empowerment varies. Some initiatives stop at participation, short of real impact.

- Action, advocacy, and inspiration form a holistic model of youth leadership. When young people act on issues they identify, advocate with evidence and clarity, and inspire others through visible engagement, leadership becomes practical and effective.

- Young people are not only the leaders of tomorrow, but the leaders of today. Given the right platforms and opportunities, they can influence systems and policy as well as inspire the next generation now.

Space 180° - Collaboration Lab

UN-SCRIPTED FUTURES - Powered by:
United Nations Youth Office (UNYO)

This session assembled young Saudi and international change makers for open dialogue and collaborative challenges with business, philanthropy, and policy leaders.



Key Messages Youth Walked Away With

- Leadership readiness is no longer determined by age. Technology and AI have democratized access to knowledge, allowing young people to build expertise faster and challenge traditional structures of authority.

- Empowering youth requires recognizing more than age alone. Factors such as language, mobility, privilege, and representation make inclusion a matter of access and shared responsibility.

- Youth leadership is strengthened when hope is linked to systems awareness and accountability. Understanding structures and committing to mentorship and knowledge-sharing enables sustainable impact.

- Young people are already creating the future across regions. Through curiosity, self-directed learning, and action, they are building ventures, influencing narratives, and leading without waiting for permission.

Space 180° - Creation Lab



The Creation Lab is a hands-on space where young creators convert their ideas into working prototypes.

Guided by mentors, teams move quickly from defining a challenge to building and testing solutions, simultaneously refining their narrative and business model.

Participants leave with a tangible prototype and clearer direction to carry their developing momentum beyond MGF25, with selected teams receiving prototype support vouchers.

Space 180°'s Creation Lab culminated in 32 creations

Creation Highlight

Youth developed a fully integrated prototype in the form of a smart medication organizer.

Key Outcomes

- Participants learned how to build business models and investment pitches.
- Participants engaged with the Innovation Center's virtual lab to transform ideas into tangible prototypes.
- Participants learned simplified digital and physical business model templates to support the development of their own models.

SPACE 180° - Sessions were powered by

Eight Partners

Collaboration Lab

ASRAR · WORLD SCOUTING · ديوان الابتكار · rimthan · United Nations Youth Office · Cosmic Centaurs · ATÖLYE

Creation Lab

مركز الابتكار Innovation Center | منشآت monsha'at

Impact Lighthouse invited youth to work on global challenges through immersive, real-world simulations, transforming abstract agendas into lived experiences of active global citizenship.

The Simulation Session at Impact Lighthouse brought the MGF25 “Act” theme to life, giving youth the opportunity to step into real-world scenarios and experience what it means to lead as global citizens and ambassadors.

> “As you read the resolutions, what are things that don’t align with your country’s policy? What isn’t mentioned that you might want to add later on, or what needs to be changed according to your country’s opinion? We will take a decision by consensus and negotiate a compromise.”

Finn Carlson
Senior Program Manager, WFUNA



Impact Lighthouse

YOUTH CREATORS SUMMIT

Speaker:
Finn Carlson,
Senior Program Manager, WFUNA

Speaker:
Aziel-Philippos Goulandris,
Secretary-General, WFUNA

A hands-on, UN-style simulation where youth debated policy, collaborated across borders, and co-created the MGF Declaration for a sustainable future, in partnership with WFUNA.

IMPACT LIGHTHOUSE - Sessions were powered by

Three Partners

مجموعة مدارس الرياض
Riyadh Schools Group
Generations of Success أجيال النجاح

مركز علمي لاكتشاف العلوم والابتكار
ilmi Science Discovery & Innovation Center

wfuna
World Federation of United Nations Associations

Key Messages Youth Walked Away With

- Diplomacy works by temporarily setting aside personal identity to represent national interests, forcing participants to understand trade-offs and incentives beyond their own views. This role-shift builds empathy and strategic thinking, instigating appreciation for why global agreements are slow but necessary.

- Consensus is built through language. Small changes in wording can yield agreement, revealing how global outcomes are often the result of precision, compromise, and persistence, not blanket ideological wins.

- Global environmental problems expose unequal capacities and effects. While some countries contribute little to pollution, they suffer disproportionately, underlining the need for fair financing, capacity building, and differentiated responsibility embedded directly into international commitments.

- Effective multilateral action requires lifecycle thinking. Addressing microplastics demands coordinated solutions across production, use, waste management, technology transfer, monitoring, and community engagement, indicating how environmental challenges cannot be solved by single policies or isolated national efforts.

Skills Lab equipped youth with future-ready skills through hands-on, expert-led learning. Practical workshops focused on real-world application, building confidence and capability outliving the forum.

Skills Lab engaged participants with timely, future-focused topics, highlighted by the Hover & Discover session, powered by 966IHUB.

SKILLS LAB - Sessions were powered by

19 Partners

Hover & Discover

Participants learned about the world of racing drones and how they operate and maneuver at high speeds.

Guided by expert mentors, they built a foundational understanding of drone technology and piloted a DJI Avata 2 in a safe, engaging environment, compounding teamwork and creativity with hands-on innovation.

Skills Lab emerged as the highest-rated experience at MGF, earning the strongest satisfaction scores from participants.



The Roundtable Space enabled young leaders to engage directly with policymakers and influence policy discussions.

The Creators' Networking Area brought youth together with speakers and partners in a setting thoughtfully designed to encourage meaningful exchange and collaboration.

MGF25's Spaces:
Satisfaction Rates

Key Visitor Feedback
Overall Satisfaction Index

75% The Stage	90% Leaders Talk
72% Majlis	91% Impact Lighthouse
84% Collaboration Lab	86% Creation Lab
90% Skills Lab 1	100% Skills Lab 2

Overall Impact

4.07 (1.0 – 5.0) Session Effectiveness	3.94 (1.0 – 5.0) Connecting with Peers & Mentors
4.29 (1.0 – 5.0) Activation Throughout Journey	3.83 (1.0 – 5.0) Overall Knowledge Expansion
3.97 (1.0 – 5.0) Awareness Increased About Misk Foundation	

MGF activations took youth on a journey from self-discovery to understanding their impact on the world.

City of Creation

Seeing the impact you can create

City of Creation transformed Misk's ecosystem into an immersive, experience-led journey, enabling visitors to see the real-world impact of flagship initiatives and youth leadership.



MISK GPT

Understanding who you are

MISK GPT helped visitors discover their creative archetype through an engaging, AI-powered quiz, offering a personalized reflection on their strengths, plus their problem-solving and collaboration styles.

287

Visitors

77

Participants

pledged on video to apply their archetype strengths for impact.

Delving into MGF25's Sessions:

Every Conversation That Brought Momentum Across Forum Stages

A Future Created by Youth

Speaker:
Muhammad Siddiqui,
World's Youngest Software Engineer, Microsoft; Multiple Guinness World Records

Speaker:
Areej Alqarni,
Young Scientist and Author

Speaker:
Adeeb Alblooshi,
The Youngest Emirati Scientist

The programme opened with a dynamic exchange led by visionary youth. Drawing on diverse perspectives, changemakers framed the guiding question of MGF25: If youth are to shape the future, what needs to change first?

Takeaways

1. Youth creativity expands when boundaries haven't yet been learned, allowing problems to be seen as solvable and possibilities to feel open, unlimited by assumptions.
2. Progress happens only when ideas move from intention to action. Experimenting, failing, adjusting, and trying again are what convert inspiration into tangible outcomes.
3. Those who deliberately search for answers accelerate their growth. Skills, knowledge, and tools are widely accessible to anyone willing to seek, learn, and self-equip.
4. Impact grows through communication and connection. Sharing a vision clearly and engaging mentors, peers, and institutions strengthens ideas and brings them to life.
5. Transformation often begins with small, persistent steps. Quiet effort, resilience, and repeated attempts create momentum long before breakthroughs become visible.



"Transformation doesn't happen all at once; it happens in small moments of persistence, in refusing to quit."

Adeeb Alblooshi
The Youngest Emirati Scientist

Creativity Grows From Our Land

Speaker:
H.R.H. Prince AbdulAziz Bin Saad Bin AbdulAziz Al Saud,
Prince of Hail Region, Kingdom of Saudi Arabia

Moderator:
Fatma Fahad,
Journalist; Director General of Business Development, Ministry of Media

Takeaways

1. Vision alone is not enough. What distinguishes the Saudi model is the speed of implementation and the ability to translate ambition into visible results.
2. While Riyadh is a major hub, real opportunity exists across regions and villages in the Kingdom of Saudi Arabia, when local strengths, culture, and geography are understood and leveraged.
3. Regions like Hail demonstrate that nature, culture, population reach, and identity can be competitive advantages instead of limitations.
4. Innovation begins with insight. Understanding demand, context, and purpose determines whether ideas scale and endure.
5. Young people are encouraged to see their projects as serving the country first, with personal success following as a result.



> “Do not make your location a competitor or a burden. Make it a partner in your success. Nature, culture, and people are foundations. When you understand the strengths of your place and work through them intelligently, you become competitive wherever you are.”

H.R.H. Prince AbdulAziz Bin Saad Bin AbdulAziz Al Saud
Prince of Hail Region, Kingdom of Saudi Arabia

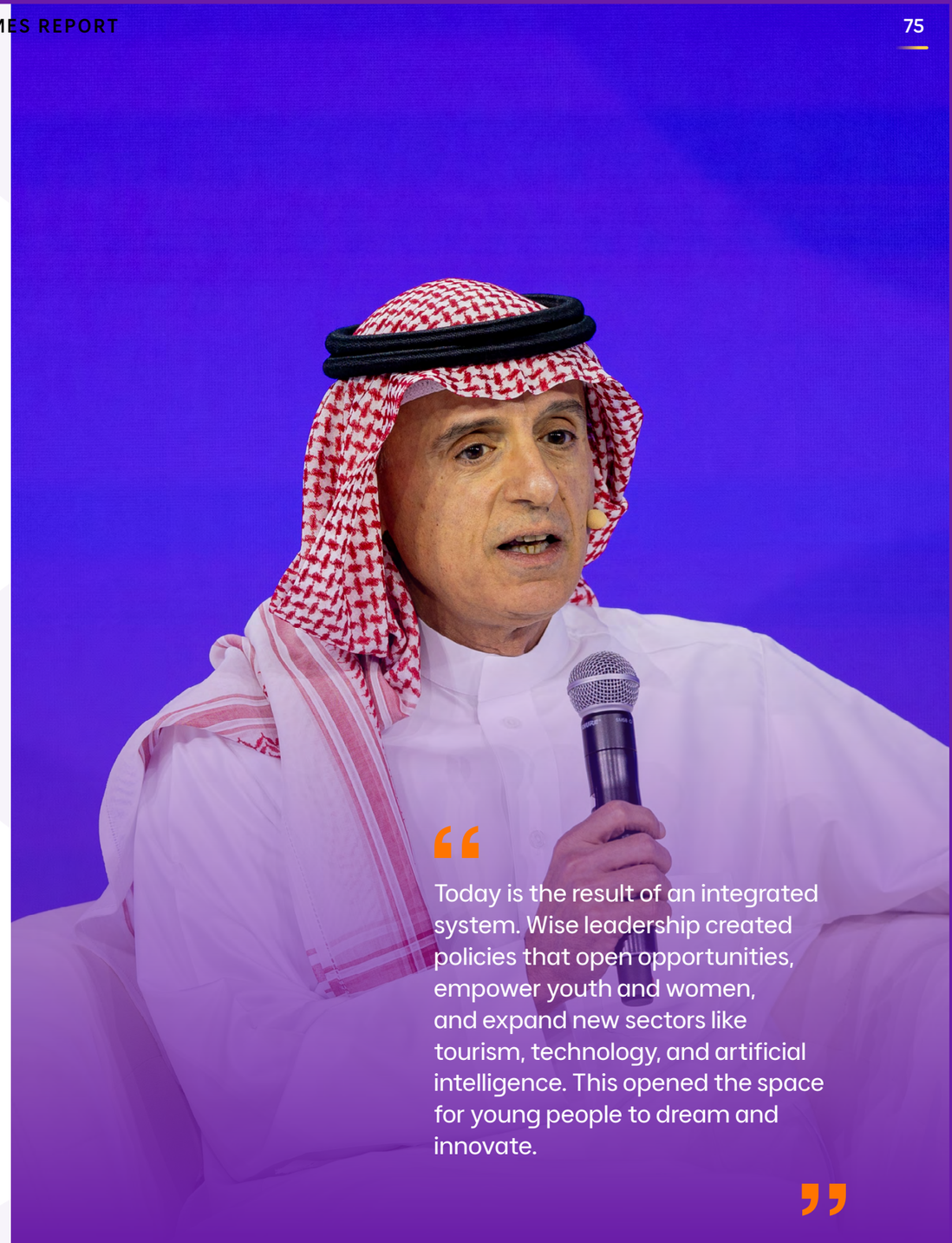
The Saudi Code

Speaker:
H.E. Adel Al-Jubeir,
Minister of State for Foreign Affairs; Member of the Council of Ministers; and Envoy for Climate Affairs, Saudi Arabia

Moderator:
Ali Algofaily,
Presenter

Takeaways

1. Saudi Arabia's internal reforms under Vision 2030 have directly improved its international standing, shifting global perception from expectation to admiration.
2. Through education, digital presence, creativity, and everyday conduct, young Saudis actively shape the Kingdom's global image, often more powerfully than formal diplomatic channels.
3. Leadership vision, enabling policies, economic diversification, and social openness function as one system, creating real space for innovation, education, ambition, talent, and values are the foundation of Saudi Arabia's competitiveness across diplomacy, economy, and society.
4. Innovation in culture, technology, and thought is positioned as a modern diplomatic force, capable of building alliances, trust, and long-term influence beyond traditional tools.



> "Today is the result of an integrated system. Wise leadership created policies that open opportunities, empower youth and women, and expand new sectors like tourism, technology, and artificial intelligence. This opened the space for young people to dream and innovate."

H.E. Adel Al-Jubeir
Minister of State for Foreign Affairs; Member of the Council of Ministers; and Envoy for Climate Affairs, Saudi Arabia

Youth Who Believe Nothing Is Impossible

Speaker:
H.R.H. Prince Abdulaziz bin Turki Al-Faisal Al-Saud,
Minister of Sport, Kingdom of Saudi Arabia

Moderator:
Fatma Fahad,
Journalist; Director General of Business Development, Ministry of Media

In this session, H.R.H. Abdulaziz bin Turki Al Faisal Al Saud presented how Saudi youth stand at the heart of the Kingdom's sporting transformation as athletes, leaders, organizers, and creators shaping a vibrant future. This session highlighted inspiring success stories, expanding opportunities, and the growing ecosystem that empowers young people to turn potential into lasting creations.

Takeaways

1. Youth are the central force behind the future of the sports sector as athletes as well as in administrative, finance, marketing, and leadership roles.
2. Vision 2030 has expanded the sports ecosystem greatly, creating new opportunities requiring youth to actively step forward to claim them.
3. Achievement in sport and beyond is framed as a result of persistence, sacrifice, and sustained effort rather than waiting for ideal conditions or immediate success.
4. Real examples of Saudi athletes demonstrate that setbacks and nontraditional paths do not limit long-term potential when commitment and discipline are maintained.
5. Youth are encouraged to remain adaptable, continuously educate themselves, and view competition as a driver for personal growth and national contribution.



"The future of sport will be built by the hands, will, and concerns of our youth. I am not only speaking about athletes, but about the entire sports ecosystem, from administration and finance to marketing. All fields of sport are open today."

H.R.H. Prince Abdulaziz bin Turki Al-Faisal Al-Saud
Minister of Sport, Kingdom of Saudi Arabia

[Ai]ccelerating The Possible

Speaker:
Aaryan Shukla,
The Human Calculator, Multiple Guinness World Records

Speaker:
Andini Makosinski,
Inventor, Host, Producer

Speaker:
Muhammad Siddiqui,
World's Youngest Software Engineer, Microsoft, Multiple Guinness World Records

Moderator:
Amandeep Bhangu,
CEO, Voice Media London

With the AI takeover looming large, have we truly reached the edge of what the human mind can handle? Or are we only just beginning to discover our full potential? In this session, prodigy Aaryan "The Human Calculator" Shukla amazed attendees with live feats of mental mathematics, setting the stage for a broader exploration of what defines intelligence in an age of algorithms. Joined by Muhammad Siddiqui and Ann Makosinski, the discussion examined where creativity, curiosity, and emotion fit as machines grow more capable. Is technology replacing human brilliance—or are tools like AI unlocking entirely new dimensions of it?

Takeaways

1. Human potential can expand when dedication meets discipline, showing that exceptional ability often emerges from consistent daily effort. Talent alone will not suffice.
2. Young people gain a unique advantage from fearless experimentation. They try, fail, adjust, and try again, often without the hesitation that slows adults, making youth a powerful period for exploration and accelerated learning.
3. Human intelligence remains distinct in empathy, creativity, intuition, and emotional understanding. These uniquely human traits form the foundation of the innovation that AI cannot replicate.
4. Coexisting with AI requires embracing tools that increase efficiency, speed, and experimentation while sharpening the soft skills that differentiate humans. Those who learn to use AI as a co-pilot will accelerate ahead.
5. Youth thrive when given platforms like Misk Global Forum that amplify their voices, connect them globally, and encourage them to turn personal skill into public impact.



"Youth need to have a constant stream of new ideas. Whether from books, podcasts, or conversations at Misk Global Forum, keeping that engine running will pay off in the long run."

Muhammad Siddiqui
World's Youngest Software Engineer, Microsoft, Multiple Guinness World Records

Play It Forward

Keynote Speaker:
Linda Alfaisal,
Podcaster and presenter; Host,
Linda & Vision 2030

Speaker:
Rio Ferdinand,
Former Manchester United,
England Legend and Media Personality

Moderator:
Khaled AlArafa,
Senior reporter, Thmanyah

From the pitch to the boardroom, England and Manchester United legend Rio Ferdinand has transformed from an elite defender into a global entrepreneur, investor, and changemaker. In this exclusive talk, he shared how reinvention, purpose, and values turn a competitive edge into lasting impact—revealing lessons from sport that inspire leadership across every field.

Takeaways

1. The forum reinforces that Saudi youth are already shaping industries, narratives, and global conversations.
2. What began as a local roadmap is presented as a transferable model for youth empowerment worldwide.
3. Consistency, trust, delegation, and emotional intelligence emerge as core leadership traits across sport and business.
4. Whether in football, media, or entrepreneurship, meaningful impact requires patience, preparation, and sustained effort.
5. The strongest platforms and businesses are those that align passion, social impact, and professional ambition.



> People forget that what looks like overnight success is usually years of work. Look at a 16-year-old player everyone talks about and everyone forgets the twelve years it took to get there. Success in football does not happen overnight. Business is the same.

Rio Ferdinand
Former Manchester United,
England Legend and Media Personality

Announcement: Challenge For Change

Speaker:
Joe Sorrell,
Managing Director for Europe, Middle East and East Asia, The Gates Foundation

Moderator:
Hajer Abdullah,
Senior TV presenter

The Misk Foundation and Gates Foundation present a special announcement celebrating the impactful first year of the 'Challenge for Change' program, highlighting the innovative solutions and introducing the inspiring winners who are driving social transformation and youth empowerment across Saudi Arabia.

Takeaways

1. Saudi Arabia is emerging as a global hub for social impact and non-profit innovation, driven by youth empowerment, technology, and international collaboration.
2. The Gates Foundation's decision to open an office in Riyadh reflects confidence in the Kingdom's momentum and its role in scaling solutions beyond the region.
3. Regional leadership has played a critical role in near-eradication of polio, positioning the Middle East as central to one of the greatest public health achievements in history.
4. Partnerships such as those with the Lives and Livelihoods Fund are expanding healthcare, sanitation, economic opportunity, and humanitarian response across dozens of countries.
5. Youth-led innovation is seen as essential to solving complex challenges, with Challenge for Change winners exemplifying a refusal to accept the status quo and a readiness to drive impact.



> "The Kingdom's leadership in youth empowerment, technology, and global cooperation is why the Gates Foundation is opening an office in Riyadh next year. We want to be closer to this energy, invest alongside you, and help scale the ideas from this region to the rest of the world."

Joe Sorrell
Managing Director for Europe, Middle East and East Asia, The Gates

Creative Culture Catalysts

Speaker:
Grigory Lavrov,
VP Marketing, Local Brands & Franchise Management in CEE & MENAT, Warner Bros. Discovery

Speaker:
Hussain Hanbazazah,
VP of Communications Operations & Corporate Citizenship, Saudi Aramco

Moderator:
Ajwa Aljoudi,
TV Presenter, MBC Group

This generation is building its own stage. From bedroom studios to billion-view screens, youth creators are redefining culture. In this dialogue, Grigory Lavrov (Warner Bros Discovery) and Hussain Hanbazazah (Aramco) unpacked how creativity became power—not inherited, but claimed. They explored how youth use art, storytelling, and tech to shape identity, challenge stereotypes, and own the narrative.

Takeaways

1. Global storytelling succeeds when it balances shared human emotions with local cultural context.
2. Culture and community reinforce each other, creating identity, belonging, and long-term relevance.
3. Empowering creators requires risk-taking, accepting that some projects will be unsuccessful.
4. Impact matters more than scale, with cultural institutions shifting from visitor numbers to societal engagement.
5. For youth, storytelling matters more than technology. Meaningful stories will find their platforms.



> “Culture and community sustain one another. Culture gives people identity and belonging, while communities keep culture alive, relevant, and meaningful across generations.”

Hussain Hanbazazah
VP of Communications Operations & Corporate Citizenship, Saudi Aramco

Drawing Upon Yourself

Speaker:
Matthew Luhn,
Director, Storytelling Consultant &
Inspirational Speaker

Matthew Luhn, celebrated artist, animator and storyteller behind global mega-hits like ‘Toy Story’ and ‘Up’, shared how creativity and storytelling go hand in hand—not just in Hollywood, but in life. With insights from more than 30 years at Pixar and ‘The Simpsons’, Matthew showed how powerful stories can motivate, connect and inspire people everywhere. Bridging the gap between creative arts and technological innovation, he offered practical tools for unlocking imagination and shaping personal stories with purpose, urging youth to become authors of their own journeys. This keynote empowered youth to embrace their creativity, make their experiences unforgettable and craft a life story with confidence that’s as remarkable as any animated adventure.

Takeaways

1. Stories make information memorable, while facts and data alone are quickly forgotten.
2. Emotion drives decision-making, with people choosing based on how something makes them feel and rationalizing afterward.
3. Great storytelling engages all five senses, with visual storytelling being the most universally understood.
4. Universal themes like love, fear, belonging, and freedom allow stories to connect across cultures, ages, and backgrounds.
5. Authenticity matters more than cleverness, and the most impactful stories come from vulnerability and real personal experience.



> “Whether it’s a Pixar film, a television episode, or a business presentation, whoever tells the best story wins. Stories make information memorable. Without heart, people disengage.”

Matthew Luhn
Director, Storytelling Consultant &
Inspirational Speaker

Creating Big Impact At Nano Scale

Speaker:
Dr. Mahaletchumy Arujanan,
Executive Director, Malaysian Biotechnology Information Centre

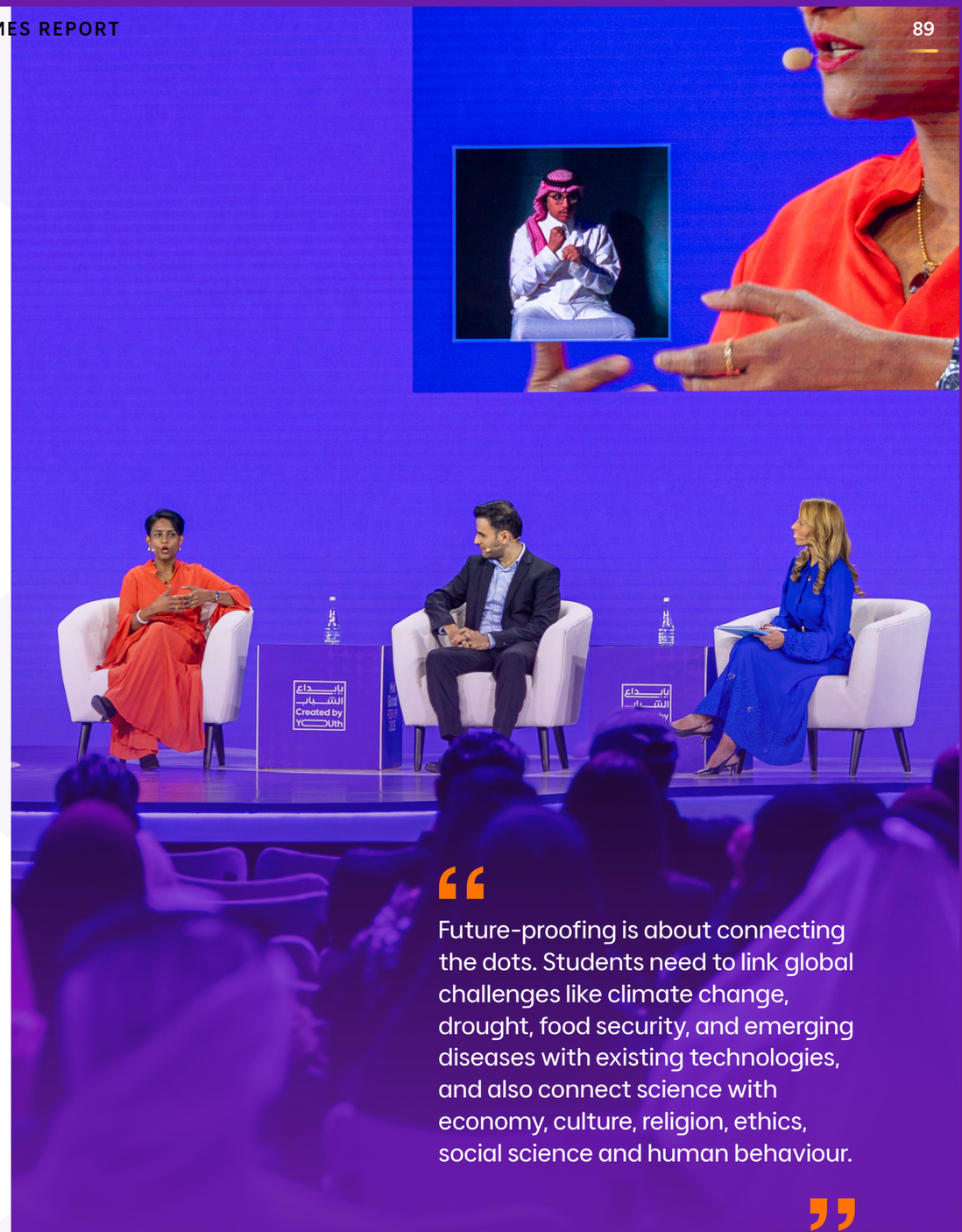
Moderator:
Amandeep Bhangu,
Presenter & Media Trainer, Voice Media London

Speaker:
Hashem Al-Ghaili,
Science Communicator & Filmmaker

What if the smallest discoveries made the biggest difference? From biotechnology and agri-science to precision healthcare, this session explored how microscopic innovation is reshaping global wellbeing. Dr. Mahaletchumy Arujanan and futurist Hashem Al-Ghaili revealed how frontier science drives breakthroughs, how young innovators can seize the moment, and why ethical innovation matters—proving small ideas can change the world.

Takeaways

1. Breakthroughs at the microscopic level, from biotechnology to precision healthcare, are driving major advances in global wellbeing. These innovations show that small, targeted discoveries can generate scalable solutions to complex challenges in health, food security, and sustainability.
2. Scientific progress creates real impact only when it moves beyond the lab. Gaps between research, policy, regulation, and public understanding continue to limit adoption, underscoring the need for clear, credible communication that enables trust and real-world implementation.
3. Future-ready innovation depends on connecting disciplines instead of working in silos. Addressing global challenges requires linking science with economics, culture, ethics, and human behavior to ensure emerging technologies are relevant, adaptable, and responsibly applied.
4. In an AI-driven information environment, critical thinking and source verification are essential skills. The ability to question content, assess authenticity, and resist misinformation is now fundamental to informed decision-making and long-term societal resilience.
5. Ethical responsibility must advance alongside technology. Science-based, adaptive regulation is needed to prevent misuse while enabling innovation, ensuring powerful tools like biotechnology and AI contribute to solving global challenges instead of creating new risks.



> “Future-proofing is about connecting the dots. Students need to link global challenges like climate change, drought, food security, and emerging diseases with existing technologies, and also connect science with economy, culture, religion, ethics, social science and human behaviour.”

Dr. Mahaletchumy Arujanan
Executive Director, Malaysian Biotechnology Information Centre

Creating Tomorrow's Creators

Speaker:
Prof. David Q Pan,
Schwarzman College, Tsinghua University

Speaker:
Ahmad Alhendawi,
Regional Director, Save the Children International

Speaker:
David Berg,
Secretary General, World Scouting

Speaker:
Sergei Guriev,
London Business School

Moderator:
Solveig Nicklos,
Founder & Managing Director, X.0 Consulting

Leadership is not about waiting for your turn to act; it's allowing your voice to make a difference right now. In this session, young changemakers got in the driving seat by learning from four global experts in youth advocacy—from academia to international cooperation—about how they did it, how youth can, too, and the one thing they wish someone had told them earlier. Because it's time to spark change, and only by influencing decisions today can you shape tomorrow's world.

Takeaways

1. Failure is a critical part of leadership development, especially when experienced in safe, reflective environments.
2. Authenticity and vulnerability build trust, particularly in high-stakes and crisis-driven leadership roles.
3. No single leader can handle today's complexity alone, making teamwork, shared vision, and collaboration essential.
4. Youth leadership is no longer optional, but a necessity driven by global demographics and credibility.
5. Effective leadership balances vision with adaptability, staying grounded in values while responding to constant change.



"The question is no longer about how young people become leaders tomorrow, but how we lead together with young people today through intergenerational collaboration."

David Berg
Secretary General,
World Scouting

Creation In Your Pocket

Speaker:
Abdullah Alsabe,
Content Creator

Speaker:
Naser Alaqeel,
CEO, DUPAMICAFFEINE

Moderator:
Ahmed Alrudayni,
Moderator and Presenter

A new generation of creators, innovators and entrepreneurs are busy proving that the tools for creation are more accessible than ever. From smartphones to open-source software, and small creative projects to global ventures, this session explored how young people are transforming everyday technology and ingenuity into engines of imagination and impact. When creativity meets a connected world, big breakthroughs can be achieved with what's already in our pocket.

Takeaways

1. AI is still at an early stage, and those who learn and experiment now will shape future industries and job markets.
2. Devices are production tools, not just entertainment tools; their value depends on how intentionally they are used.
3. Human creativity, emotional intelligence, and storytelling remain irreplaceable, even in an AI-driven content landscape.
4. Sustainable success comes from passion, consistency, and long-term commitment.
5. Small daily habits like mindful phone use or reading one page a day compound into meaningful personal and professional growth.



"AI carries logical thinking. But it lacks emotional intelligence, which constitutes 95% of human life."

Naser Alaqeel
CEO, DUPAMICAFFEINE

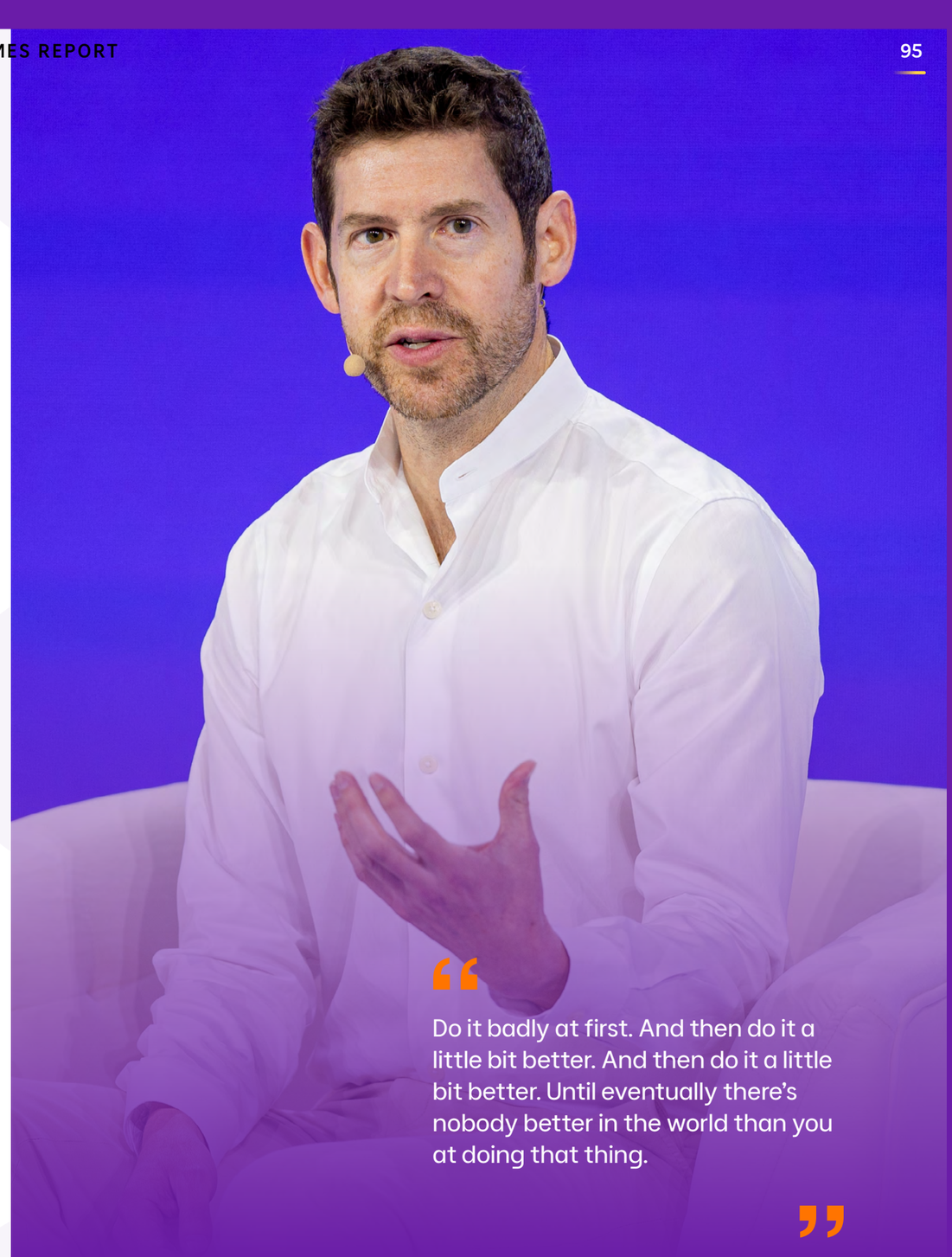
Built In Public: How Young Coders Changed The World

Speaker:
Tom Preston-Werner,
Co-founder & Former CEO, GitHub

Moderator:
Louise de Guzman Mabulo,
Founder, The Cacao Project

Takeaways

1. Open source lowers barriers to entry by removing the need for permission, allowing anyone with internet access to build, publish, and gain visibility regardless of age or background.
2. Building real projects is the fastest way to learn, even if those projects fail or receive no attention, because skill develops through repeated practice.
3. Future tech leadership will rely on project thinking over task execution, especially as AI automates more predefined work.
4. Teamwork and collaboration are essential skills for building large, impactful systems and working alongside both humans and AI agents.
5. Creativity often comes from boredom and reflection, not constant stimulation, making space for ideas to emerge through observation and exploration.



> Do it badly at first. And then do it a little bit better. And then do it a little bit better. Until eventually there's nobody better in the world than you at doing that thing.

Tom Preston-Werner,
Co-founder & Former CEO, GitHub

Sleepwalk To Success

Speaker:
Thomas Coleman,
Sleep & Recovery Strategist

Teenagers don't just like to sleep late; science shows that early school times are a mismatch for their natural rhythms and that we can actually improve test scores, reduce depression, and cut accident rates by rethinking our relationship with rest. Attendees explored the benefits of sleep as a performance tool, hearing how youth creators are hacking their hibernation, investigating what would be possible if the next generation could reimagine our world to align with biology, not an alarm clock.

Takeaways

1. Modern productivity is capped by biological misalignment. Chronic sleep deprivation, overstimulation, and sedentary routines leave people operating at full capacity, but below full potential, eroding presence, attention, emotional regulation, and sustained performance across learning, work, and relationships.
2. Sleep is an active performance multiplier. Quality sleep improves memory recall, complex problem-solving, emotional resilience, and stress regulation, with light sleep playing a critical role in psychological reset, brain cleansing, and long-term cognitive health, especially for young people.
3. High performance depends on strategic recovery. Aligning work, learning, and rest with natural circadian rhythms (through structured sleep cycles, naps, and focused work-rest intervals) reduces burnout, increases output quality, and mirrors the habits of elite performers across disciplines.
4. Stress is inevitable, but resilience is trainable. Tools such as breathwork, movement, nature exposure, and controlled stress training can rapidly downregulate fight-or-flight responses, restore cognitive capacity, and build long-term tolerance for pressure without sacrificing clarity or decision-making.
5. Learning, growth, and innovation are wired during rest, not effort alone. Sleep enables neuroplasticity, allowing failure to convert into learning, insight, and progress. Instead of casting them as luxuries, it renders rest, reflection, and self-care as foundational to creativity, adaptability, and long-term success.



> "Sleep is the ultimate act of letting go and self-care. My message to you is this: Go forward with clarity and act with purpose, and if you look after your sleep, the future is bright and the future is yours."

Thomas Coleman
Sleep & Recovery Strategist

Recreating Success

Speaker:
Dr. Mahmoud Yamany,
Sector Head of Health and Wellbeing, NEOM

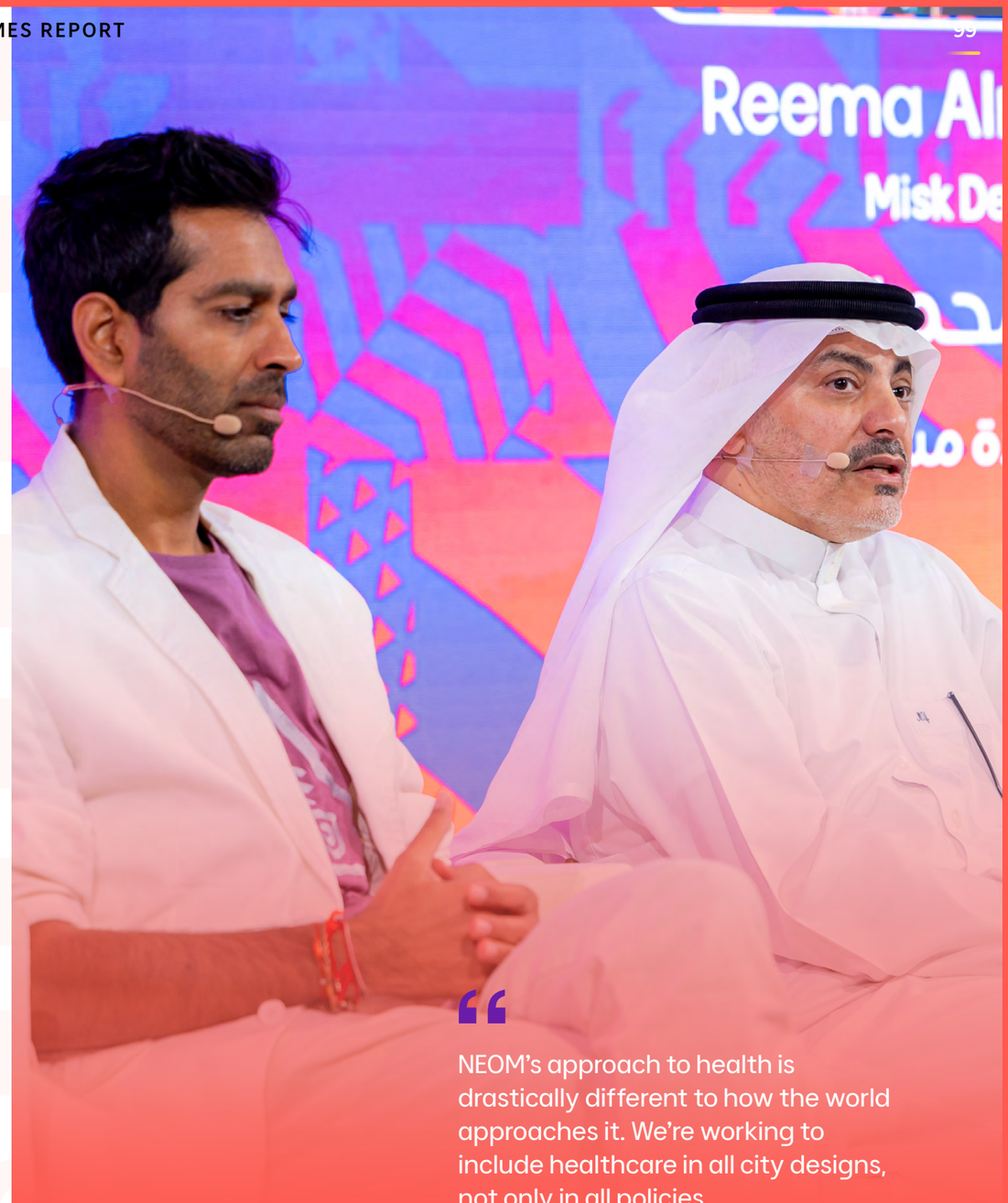
Moderator:
Reema Almehmadi,
Misk Delegate

Speaker:
Akshai Sarin,
World Record Holder, Artist, Life Coach & Serial, Entrepreneur

What does success look like in a world where growth at all costs is no longer enough? This session invited youth to explore how wellbeing, collaboration and care can drive meaningful ventures, asking how young people can lead with purpose and reframe value beyond profit. Social entrepreneur Akshai Sarin and NEOM health head Dr. Mahmoud Yamany shared lessons from their global, industry-defying journeys of impact and infrastructure, equipping the next generation with new ideas and practical frameworks to drive quality of life as the true bottom line.

Takeaways

1. NEOM is reframing healthcare around prevention, not treatment counts, by building computational avatars for residents, comparing them to disease digital twins, predicting long-horizon risk, and intervening early to add healthy and happy years.
2. Health is embedded into NEOM's design, from daylight and sleep optimization to nature access, sensors, and continuous experimentation personalized to each resident, centering individual well-being.
3. Financial sustainability is essential for mission-driven work, and leadership culture reflects the leader's inner state.
4. Meditation can be used as an operating tool, with daily practice to improve clarity, reduce reactivity, and protect decision quality, reinforcing that management and employee well-being directly affect company outcomes.



> "NEOM's approach to health is drastically different to how the world approaches it. We're working to include healthcare in all city designs, not only in all policies."

Dr. Mahmoud Yamany
Sector Head of Health and Wellbeing, NEOM

Storytelling That Sticks

Speaker:
Daniel Cronin,
The Pitch Professor; Founder, AustrianStartups

Speaker:
Layla Tamim,
Director of Ad Sales MENA, Warner Bros. Discovery

Speaker:
Kate Midttun,
Founder & CEO, Acorn Strategy; Chairperson, Middle East PR Association (MEPRA)

Moderator:
Areej Alqarni,
Young Scientist and Author

In this age of information overload, it's not always the best idea that gains traction—it's the best story. Wherever ideas are pitched or promoted, all too often the audience gets lost in the detail and is left wondering why it matters. This session brought together top-tier storytellers who weaved a conversation around the power of narrative and how young leaders can transform raw concepts into compelling threads.

Takeaways

1. Pitches persuade when they start with a strong why, the problem that truly matters to you, and then show solution, traction, next steps, and a clear ask. Facts alone do not move people; shared purpose does.
2. Stories that stick are authentic, emotional, and specific. Brands and audiences respond to truthful, relatable narratives that make people think, feel, and act, preferring them to one-size-fits-all templates or louder logos.
3. Storytelling is the foundation of influence. In uncertain contexts, the ability to make others believe in you through authentic emotion is a critical skill. Every big idea scales because one person shared a story that another chose to carry.



"Loud promotional campaigns do not always work. What really does well are stories linked to people, real, truthful stories people relate to and feel part of. Be true to yourself. Authentic emotion connects and converts."

Layla Tamim
Director of Ad Sales MENA, Warner Bros. Discovery

Seeds Of Tomorrow

Speaker:
Sky Kurtz,
Founder & CEO, Pure Harvest Smart Farms

Speaker:
Louise de Guzman Mabulo,
Founder, The Cacao Project

Speaker:
Vidyut Mohan,
CEO, Takachar

Moderator:
Sara Almeshari,
Misk Delegate, Misk Foundation

With desert climates and water scarcity ravaging multiple regions, how will the world feed itself in 2050? This timely session brought together leaders in sustainable farming, future food systems and community innovation. The discussion highlighted how youth projects are creating resilient crops, using tech for resource-smart farms, and turning agricultural waste into energy to fuel systemic change. It demonstrated how youth can future-proof the planet, from field to fuel to table.

Takeaways

1. Climate-resilient food systems start with producer economics: rebuilding after shocks works best when farmers gain profitable pathways, skills, and agency, becoming stewards and entrepreneurs, not just vulnerable suppliers, and when resilience scales through local ecosystems like agroforestry.
2. Tech can decouple food production from harsh climates, but adoption hinges on consumer trust and lived experience. Lead with taste, safety, and affordability first, then explain the precision behind it, turning “smart farming” from a concept into something people choose daily.
3. Agricultural waste is a climate and logistics problem disguised as “trash.” The breakthrough is processing residue where it sits; designing rugged, farmer-friendly tools that convert biomass into valuable products, reduce burning-driven pollution, and create new income streams without demanding unrealistic behavior change.
4. Build where the value chain is weakest; sustainable food innovation rewards focus, patience, and systems thinking. Start with a niche, validate unit economics, map networks for partners, and plan for real-world overruns in time and cost while iterating with users on the ground.



“Culinary work, farming, and entrepreneurship are all storytelling. Food is the most universal climate story, responsible for about 30% of global emissions, with a huge impact on water, air, and communities. These stories need to be highlighted.”

Louise de Guzman Mabulo
Founder, The Cacao Project

Radical Optimism

Speaker:
Dr. Khalid Al-Munif,
Motivational Speaker & Author

Moderator:
Reema Almehmadi,
Misk Delegate

In an age where negativity and uncertainty are commonplace, how can young people cultivate the resilience and maturity needed to move toward true happiness? In this session, renowned self-development trainer Dr. Khalid Al-Munif highlighted the powerful force of radical optimism in shaping the next generation. Drawing on psychological principles and touching on subjects from emotional intelligence to achieving personal balance, he presented practical tools for building habits, reframing challenges, and pursuing purpose with clarity. This talk served as a reminder that real growth comes not from avoiding life's pressures, but from transforming them into strengths.

Takeaways

1. Optimism requires action. Real optimism means working toward change while trusting that outcomes beyond your control will ultimately be good.
2. Positivity reveals itself during crisis. Your true character and mental strength show up when you're facing difficulty.
3. Success comes from learning where to invest energy and where to cut losses. Leverage what others have already figured out, and don't be too proud to withdraw from situations that aren't giving you value.
4. Mental strength means processing emotions without being imprisoned by them. It's normal to feel pain, cry, or struggle. That's being human. The problem is dwelling excessively on past mistakes or losses instead of moving forward with each new day.



> Do not accept a reality that can be improved. Any reality that can be improved, but is not, is a failure. Patience is not blind patience. The soul can be patient, but it should not be patient if change is possible.

Dr. Khalid Al-Munif
Motivational Speaker & Author

Fun[damentals]: The Business Of Play

Speaker:
Preeti Shetty,
CEO, Upshot

Speaker:
Lina Almaeena,
Chairwoman, Jeddah United Club

Speaker:
Arnold Hur
Gen.G Esports & Gaming Academy

Moderator:
Hanan Alahmari,
Soft Landing Program Lead, Ventures by Startups House

From grassroots leagues to global esports, sport innovation increasingly doesn't need big stadiums or superstar endorsements to succeed. This session brought together a bevy of best-in-class entrepreneurs and youth innovators who discussed how young people can build sticky communities, measure impact and turn passion for fitness, wellbeing and recreation into sustainable ventures. The discussion uncovered how community, inclusivity, and new technologies are reshaping sport, highlighting how to create a business that thrives on both purpose and profit.

Takeaways

1. Measuring impact doesn't require complexity or massive budgets. Start with a clear impact statement, track basic outputs, ask "so what" to identify change, and bring it to life with stories; measuring impact from the beginning is what makes you big.
2. Scale systems, not activity; build repeatable frameworks that others can deliver when you're gone, co-create with communities who will protect what they build, establish partnerships early, and develop revenue streams because profit protects purpose. 93% earned income beats grant dependency.
3. In the attention economy, success requires multiple daily attempts at engagement with short-form content, protecting your brand while taking shots, and building specific demonstrated skills through portfolios instead of relying on general knowledge or certificates alone.



"A story on its own is not credible. Data on its own is incredibly boring. Put them together, stat and story, and answer the 'so what' question. This isn't the story you want to tell. It's what your audience wants to hear."

Preeti Shetty
CEO, Upshot

A Mind-Set To Success

Speaker:
Rio Ferdinand,
Former Manchester United, England Legend and Media Personality

Moderator:
Leen Hashim,
Misk Fellow

What does it really take to win, not just on the field, but in life? England and Manchester United legend Rio Ferdinand shared how the discipline, teamwork and resilience learned through sport can shape success in any arena. From early setbacks to global triumphs, Rio reflected on how football taught him the power of preparation, leadership and staying composed under pressure. Exploring how young people can build their own winning mindset, he explained how the next generation can be one defined, not by trophies, but by character, purpose and persistence.

Takeaways

1. Lasting youth impact requires mutual responsibility: older generations must create belief, access, and opportunity, while young people stay curious and act. When both sides engage, confidence replaces fear and ambition becomes tangible social contribution, with a nationwide scale.
2. Effective leadership is earned through example, not authority. Consistent work ethic, shared standards, and visible discipline build credibility faster than commands, especially under pressure. Actions signal values, invite trust, and allow teams to follow without being coerced by leaders daily.
3. Growth demands embracing pressure, spotlight, and imperfection; progress blooms from adjusting expectations, learning publicly, and persisting through mistakes. Defining personal success early, saying no to distractions, and protecting balance helps focus energy where long-term impact compounds over time sustainably consistently.
4. Vulnerability strengthens leadership and performance. Speaking openly about struggle normalizes support, deepens trust, and improves resilience. Mental health improves when people ask, listen, and model openness. Showing strength includes empathy, help-seeking, and the courage to be seen by teams everywhere collectively.



> “Young people need opportunities, hope, and the faith of the older generation. Older generations should inspire youth to be curious, ask questions, and feel they have opportunities. Both sides have their responsibilities.”

Rio Ferdinand
Former Manchester United, England Legend and Media Personality

Art After Algorithms

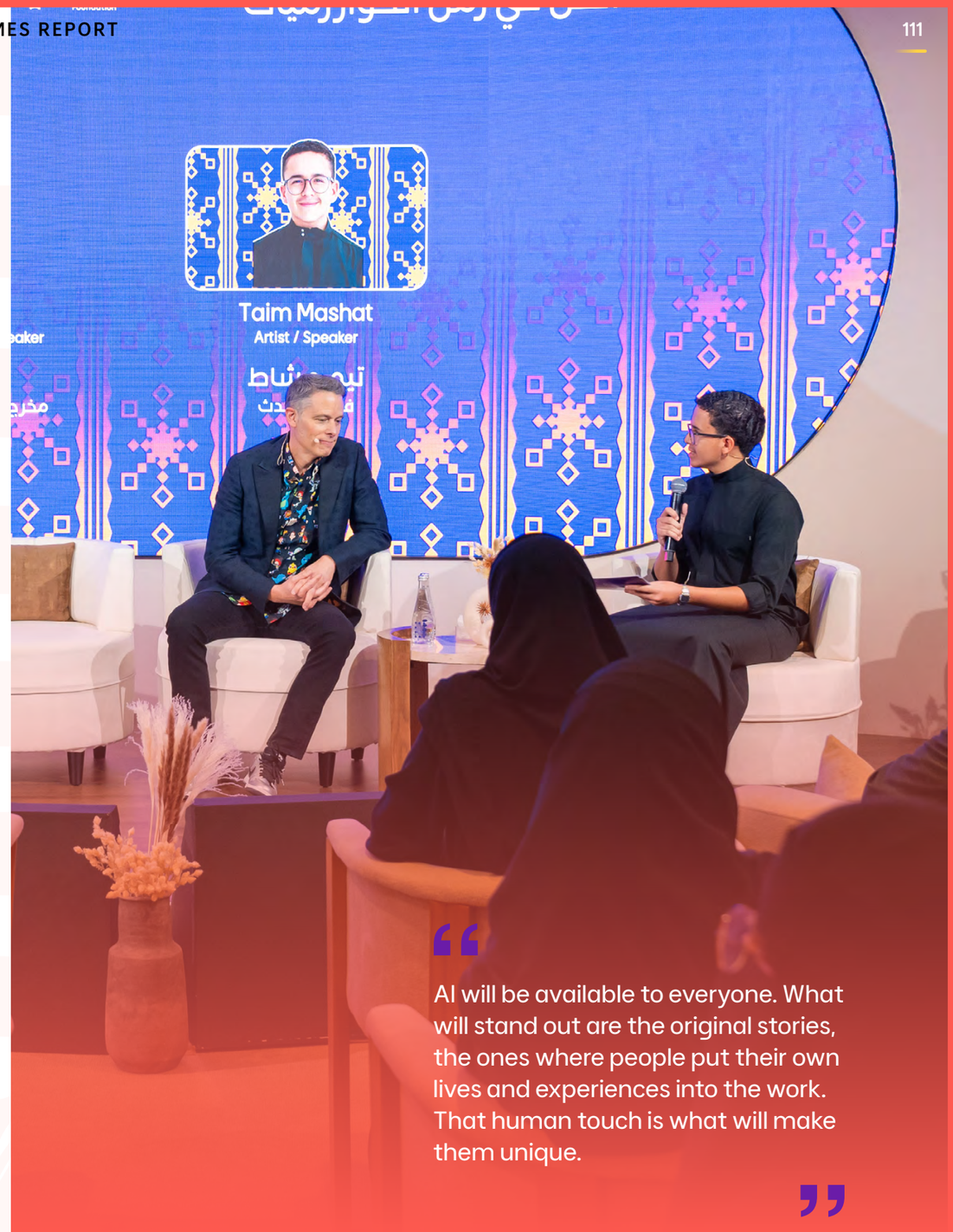
Speaker:
Matthew Luhn,
Director, Storytelling Consultant & Inspirational Speaker

Moderator:
Taim Mashat,
Young Saudi Artist/Speaker

What happens to creativity when intelligence is artificial, tools are generative and art can be automated? Far from replacing artists, AI and emerging technologies are reshaping how young people can imagine, produce and share culture. Attendees joined Matthew Luhn, celebrated artist, animator, storyteller and veteran of Pixar and “The Simpsons”, in an intimate fireside chat that investigated the changing ways we create and distribute stories, with perspectives and practical advice on how the next-generation can harness these tools and build their own cultural projects with authenticity at the heart.

Takeaways

1. Creative success is often seeded early by immersion in imaginative environments and the permission to dream. Believing creativity can become a livelihood, before knowing how, builds the confidence to persist, take risks, and sustain a lifelong practice in storytelling and artistic problem-solving.
2. Technological shifts amplify creativity when paired with strong storytelling and artistic intent. From past innovations to AI today, tools only create lasting impact when they serve narrative clarity, emotional resonance, and human perspective in lieu of merely novelty.
3. As creative tools become universally accessible, originality becomes the true differentiator. What stands out is personal voice; embedding lived experience, cultural context, and unique perspective into familiar story structures to create work that feels authentic.
4. Enduring creativity requires persistence, ethical awareness, and a willingness to risk failure. Progress comes from embracing change, resisting creative complacency, and prioritizing meaningful ideas over safe repetition, whether as individuals or institutions, while keeping human values at the center of innovation.



> “AI will be available to everyone. What will stand out are the original stories, the ones where people put their own lives and experiences into the work. That human touch is what will make them unique.”

Matthew Luhn
Director, Storytelling Consultant & Inspirational Speaker

The Business Of Creation

Speaker:
Prof. Florin Vasvari,
Executive Dean, Executive Education Middle East, London Business School

Speaker:
Salah Khashoggi,
Founder, Tamra capital

Speaker:
Fernando Vallina,
Chairman, CEO & President, ExxonMobil Saudi Arabia

Moderator:
Ahmed Akmal,
Entrepreneurs' Community Manager, Misk Foundation

This session explored how great ideas grow into thriving startups. It brought together financial experts for a deep dive on unlocking funding, mastering the art of pitching and navigating today's fast-paced investment world. They broked down real-world strategies for turning inspiration into impact—giving young entrepreneurs practical tips on raising capital, building resilience and launching ventures that can define the future.The session proved to be an eye-opener, sparking ambition and highlighting how finance fuels tomorrow's big ideas.

Takeaways

1. Founders need both the "founder's mode" mindset for passion, agility, resilience and practical business skills, including frameworks for hiring, dealing with investors, and understanding market dynamics. The number one reason companies fail is addressing a problem the market doesn't need.
2. When seeking investment, you must have skin in the game. Investors want to see that you've invested your own money, developed an MVP, gained traction, and are fully dedicated; the biggest motivator for successful founders is the fear of failure.
3. Building trust with investors and corporate partners comes through small things in the early days: being clear and professional in meetings, delivering documentation faster than promised, showing up early, and demonstrating character and values alignment. Saudi Arabia now provides ample funding and support through programs like Misk and MUNSHAAT, so the challenge is now about time allocation, continuous learning, and taking action.



"Large and small corporations are always interested in good ideas. Contrary to what we sometimes think, we don't have a monopoly on good ideas. So just reach out."

Fernando Vallina
Chairman, CEO & President, ExxonMobil Saudi Arabia

The Creative Currency

Speaker:
Mohannad Hussam,
Creative AI Director & Generative AI Strategist

Speaker:
Taim Mashat,
Young Saudi Artist

Speaker:
Laura Peh,
Founder, Cinnamon Art Publishing

Moderator:
Tala Allabban,
Misk Delegate

The creative economy is worth trillions of dollars, creating millions of jobs worldwide, with a new generation of creators proving that art, design, fashion, music and media can be powerful career paths. Attendees met some of the Middle East's shining artistic ambassadors, exploring how multi-disciplinary young masters blended tradition with technology, building communities and shaping industries with local and international relevance, unlocking opportunities that place Arab talent at the forefront of the world's fastest-growing economy.

Takeaways

1. Creative currency today means embracing AI as a creative partner rather than a competitor, looking beyond your local bubble to interact with different cultures, and prioritizing uniqueness to distinguish yourself; people are always looking for new projects and things that haven't been done before.
2. Artists should maintain the purity of their creative voice by not thinking commercially; once you start thinking commercially, the soul of your work is gone. This is where intermediaries like curators, studio managers, and galleries become essential to handle the business side while you focus on creation.
3. The biggest challenge isn't funding or resources, especially in the GCC, but rather time allocation and adaptability; survival today isn't about being the smartest or most talented, it's about being adaptable and open to new possibilities because there's an update every single day.



> "Think outside the box and look outside your bubble. Saudi Arabia is a very big country with all the resources you need. But it's also essential to interact with people of other cultures and backgrounds. When you interact with the unexpected, that's when the most creative ideas come about."

Laura Peh
Founder, Cinnamon Art Publishing

Saudi Arabia's Global Voice

Speaker:
H.E. Dr. Abdulaziz Alwasil,
Ambassador & Permanent Representative, the Kingdom of Saudi Arabia to the UN, New York

Moderator:
Mohammed Almousa,
Content Creator and TV Presenter

H.E. Dr. Abdulaziz Alwasil, the Permanent Representative of the Kingdom of Saudi Arabia to the United Nations, shared his journey from academic beginnings to international platforms, reflecting on the milestones that shaped his leadership and diplomatic vision. He emphasized that true diplomacy begins with faith in one's nation, a sense of responsibility in representing it, and the ability to create meaningful impact on the global stage.

Takeaways

1. Representing a nation is a responsibility rooted in values, balance, and trust. Diplomacy is ultimately about carrying a country's vision with discipline, restraint, and clarity in every word and action.
2. Career paths are rarely linear, especially early on. Dedication, sincerity, and mastery of one's work matter more than choosing the "right" specialization from the start, and change is often a step forward.
3. Dialogue, persuasion, and emotional control are the most reliable tools available to everyone in diplomacy. Power belongs to the state, but effectiveness depends on patience, humility, and the ability to listen under pressure.
4. Saudi diplomacy is defined by balance and independence, allowing the Kingdom to engage credibly across regions, ideologies, and crises while playing an active mediating role globally.
5. Youth play a central role in shaping the future of nations. Institutions like Misk exist to equip them with confidence, exposure, and responsibility at a formative stage of their lives.



"Most people, especially at the high school stage, do not know their path early on, so do not worry. What truly drives success is sincerity, dedication, and mastering whatever work you do."

H.E. Dr. Abdulaziz Alwasil
Ambassador & Permanent Representative, the Kingdom of Saudi Arabia to the UN, New York

Behind Every Purchase: A Story Of Leadership

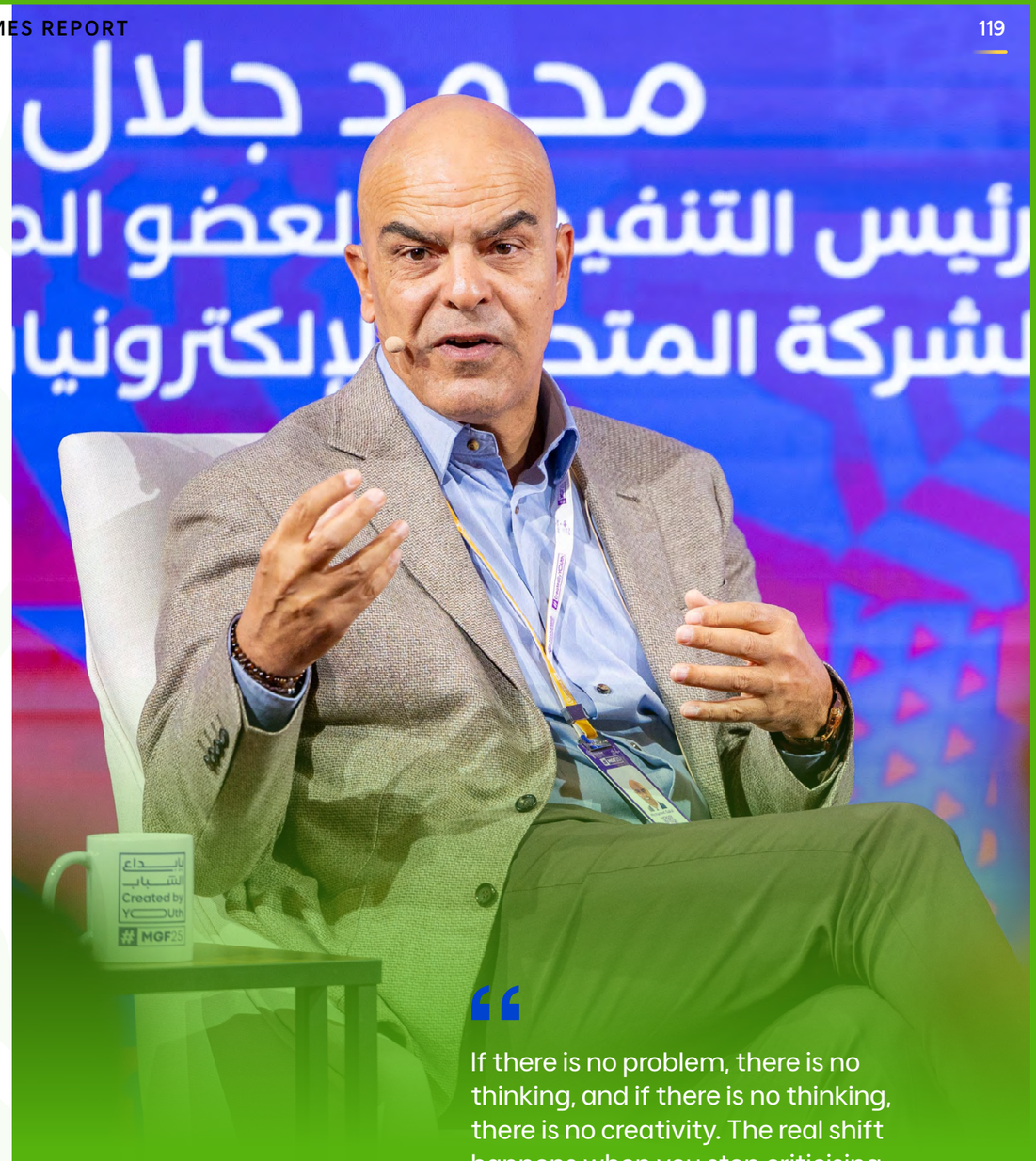
Speaker:
Mohamed Galal,
Managing Director and CEO, Extra

Moderator:
Dr. Abdullah Almusalem,
Founder, Wathbh

Mr. Mohammed Galal, CEO of Extra, reflected on his journey from numbers to leadership, sharing the mindset shifts and lessons that shaped his path, a conversation inspiring youth to embrace adaptability, foresight, and purpose as they craft their own leadership journeys.

Takeaways

1. Leadership, instead of being a shift from technical skill to authority, is a shift in mindset from reacting to problems to actively shaping direction, opportunity, and outcomes.
2. Effective leadership is learned more from process than personality. Vision, strategy, execution, and measurement form a repeatable discipline that evolves as organisations and people grow.
3. The greatest barrier to leadership is internal. Self-doubt, passivity, and fear of action often prevent capable individuals from stepping into responsibility more than any external constraint.
4. In moments of crisis, leaders are measured by calmness, values, and judgment. Panic erodes trust, while clarity, balance, and consistency preserve organisations and people.
5. Long-term success depends on values and sustainable growth. Financial results are outcomes of customer focus, integrity, and long-term investment.



> If there is no problem, there is no thinking, and if there is no thinking, there is no creativity. The real shift happens when you stop criticising gaps and start seeing them as opportunities to act.

Mohamed Galal
Managing Director and CEO, Extra

Creation That Elevates Competitiveness

Speaker:
H.E. Dr. Eiman Al-Mutairi,
Vice Minister of Commerce; CEO of National Competitiveness Center; CEO of Saudi Business Center; Ministry of Commerce

Moderator:
Omnia Zahid,
Senior Journalist, MBC Thaqafeyah

Takeaways

1. Ambition does not require certainty. Progress often begins with a decision to move forward despite fear, incomplete plans, or lack of permission, trusting that clarity emerges through action.
2. Career paths are rarely fixed or linear. Shifting specializations, redefining roles, and letting go of titles can unlock broader impact, especially when the focus remains on contribution rather than position.
3. Leadership is rooted in trust, humility, and shared purpose. It grows through relationships, attitude, and the ability to bring people together around meaningful impact.
4. National transformation accelerates with a clear vision, aligned priorities, and relentless execution. Coordinated reform, data-driven decision-making, and institutional courage can move faster than commonly assumed.
5. Youth competitiveness today depends on continuous learning, openness to technology, and the ability to turn data, platforms, and global access into tangible solutions, as opposed to waiting for predefined roles.



> “Competitiveness means you cannot wait for instructions. You have to take initiative, defend ideas, and push them forward if you want to compete globally.”

H.E. Dr. Eiman Al-Mutairi
Vice Minister of Commerce; CEO of National Competitiveness Center; CEO of Saudi Business Center; Ministry of Commerce

Creation That Shapes the Future

Speaker:
H.E. Eng. Anef bin Ahmad Abanomai,
President, Saudi Post (SPL)

Moderator:
Omnia Zahid,
Senior Journalist, MBC Thaqafeyah

Takeaways

1. Leadership begins with a mindset that sees challenges as invitations to act rather than reasons to stop. Asking “why not” reframes obstacles into opportunities and keeps progress moving forward.
2. Technology alone is not a conduit for transformation. Real impact comes from applying technology with purpose, clarity, and a focus on how it improves systems, services, and people’s lives.
3. Institutional transformation requires courage, communication, and trust. Clear vision, honest dialogue, and psychological safety reduce resistance and allow change to scale sustainably.
4. Comfort limits growth. Discomfort, curiosity, and the willingness to step into uncertainty are essential signals that learning and progress are still happening.
5. For youth, curiosity and courage matter as much as skill. Asking better questions, staying optimistic, and learning continuously are what turn opportunity into lasting impact.



> “The idea of ‘Why not?’ never came from stubbornness alone. It came from thinking about solutions instead of stopping at obstacles. When many people see a challenge and say this is the end, I always felt that was where thinking should begin.”

H.E. Eng. Anef bin Ahmad Abanomai
President, Saudi Post (SPL)

How Stories Build Culture

Speaker:
H.R.H. Princess Nourah Bint Mohammed Bin Abdullah Al Faisal
CEO, Art of Heritage

Speaker:
Dr. Eiman Elgibreen,
Artist and Art Historian

Speaker:
Sir Ian Blatchford,
CEO, The Science Museums Group

Moderator:
Albutol Alhargaan,
Senior Partnerships Manager,
Misk Heritage Museum (Asaan)

Stories are how we make meaning, how memory meets imagination, and how we connect to one another across time, place, and experience. Hosted by Asaan, this session invited participants to explore storytelling as a living force that nurtures curiosity, creativity, and empathy across disciplines. From culture and art to science and technology, the conversation illuminated how stories help us see the world and each other more deeply. Together, panelists reflected on the ways storytelling builds understanding, inspires discovery, and guides us toward a more connected future.

Takeaways

1. Storytelling endures when it centers human emotion and shared experience, allowing audiences to arrive at meaning themselves. By connecting identity, memory, and values across generations, stories become living bridges between past, present, and future, rather than fixed cultural artifacts.
2. Curation is itself a form of storytelling, where context, sequencing, and place invite reflection instead of instruction. When stories are revealed gradually and emotionally, they create deeper understanding, personal belief, and cross-cultural connection without prescribing a single interpretation.
3. Technology expands reach, but does not replace meaning; the human element remains the anchor. Digital tools are most powerful when they serve the story rather than dominate it, preserving emotional intimacy while enabling cultural exchange across borders and generations.
4. Lasting cultural impact depends on listening to youth and documenting everyday life. By giving younger generations ownership of stories and intentionally archiving lived experiences, institutions transform from static repositories into evolving, participatory narratives that future audiences can reinterpret and build upon.



“I’ve learned a great deal from the young people around me. Their stories differ from mine, making it a two-way exchange. We must listen to them and give them the opportunity to represent themselves and shape their own future.”

H.R.H. Princess Nourah Bint Mohammed Bin Abdullah Al Faisal
CEO, Art of Heritage

Youth Lead Now

What happens when youth lead not just for change, but with each other? This hands-on session invited attendees to co-create ideas for collective leadership through play, dialogue and storytelling. Through hands-on activities and storytelling, it focused on the three pillars of youth leadership: inspiration, action and advocacy. Participants tested tools, practiced with peers, and turned ideas into an actionable plan. Every voice counted, every idea mattered, and every story sparked a connected, youth-led community.

Takeaways

1. Symbolic gestures, such as inviting youth to speak or appear on panels, do not constitute meaningful inclusion. Young people seek roles where they can shape decisions, drive initiatives, and advocate for change rather than simply providing commentary.
2. Many youth programs successfully build confidence and provide valuable skills, but not all lead to meaningful leadership. The quality and depth of empowerment varies; some initiatives offer genuine influence, while others stop at participation, short of real impact.
3. Action, advocacy, and inspiration form a holistic model for youth leadership. Effective youth leadership comes from young people identifying issues and taking action, advocating for change with evidence and clarity, and inspiring others through visible engagement. This model creates practical leadership.
4. You are tomorrow's leaders, and also today's. With the right platforms and opportunities, young people can meaningfully influence systems, shape policies, and inspire the next generation now.



Turning Ideas Into Creation

The Creation Lab provided a fast, practical space where young creators turned strong ideas into working prototypes. Guided by makers and mentors, teams followed clear steps: understanding a need, framing a challenge, sketching options, building a quick model, and testing with peers. Between sprints, participants refined their story and mapped a simple business model. Attendees left with a tangible prototype, a sharper narrative, and the confidence to keep building beyond MGF25, with a prototype support voucher helping selected teams continue development.

Takeaways

1. Design thinking starts with empathy; mapping everyday journeys, identifying friction points, and recognizing needs hidden within routine behavior. Without accurately defining the user problem, any solution risks fixing the wrong issue.
2. Analyzing customers, competitors, and industry trends ensures that ideas align with real demand. Qualitative interviews and targeted surveys provide deeper insights than broad, unfocused questionnaires.
3. Structured ideation tools (including SCAMPER, KTDA analysis, and weighted prioritization) help turn research insights into concrete concepts and allow teams to compare solution options based on real user needs and market relevance.
4. Early prototypes test form and concept, while later versions validate usability, performance, and feasibility. Tools such as 3D printing, laser cutting, circuits, and digital interfaces (e.g., Figma) accelerate the development cycle.
5. Dedicated innovation centers, prototyping labs, virtual platforms, and competitions help startups accelerate development, access technical expertise, and improve scalability, thus contributing to measurable economic impact.



Creating Global Youth Representation

Speaker:
Faisal Aldossary,
Y20 Delegate

Speaker:
Hesham Almeneif,
Y20 Delegate

Speaker:
Ghadah Alhabib,
Y20 Delegate

Speaker:
Maha AlAbduljabbar,
Y20 Delegate

Moderator:
Othman Almoammar,
Y20 Chair

Youth representation is often celebrated but rarely unpacked. What does it truly mean to carry a mandate, balance listening with advocacy, and move from token seats to real influence? In this panel, youth envoys and global delegates shared candid insights from the frontlines of representation: what worked, what didn't, and what they wish they had known earlier.

Takeaways

1. Global youth representation is reserved for those consistently preparing, building knowledge, and staying curious. Impact comes from readiness, doing the work long before opportunities appear, so, when moments arise, participation is informed, credible, and trusted.
2. Effective representation extends beyond public speaking into negotiation, relationship-building, and informal influence. Delegates who understand context, research deeply, and engage in balanced dialogue bridge differences more effectively and contribute meaningfully to outcomes at global tables.
3. Exposure to diverse cultures, disciplines, and geographies sharpens perspective and purpose. Language skills, travel, and firsthand engagement dismantle misconceptions, humanize global issues, and strengthen the ability to translate local realities into shared global priorities rooted in empathy.
4. Lasting impact depends on alignment between personal mission, national vision, and collective values. Delegations that combine strong preparation, interpersonal intelligence, and cultural confidence export lived models, build soft power through authenticity, and leave long-lasting impressions.



> We must be able to sit at a roundtable, consider the issues of the world we all share, and tell people this is what we can do. It is something we find out at Y20. The world has so many commonalities. We are all humans, at the end of the day.

Hesham Almeneif
Y20 Delegate

Where Potential Meets Power

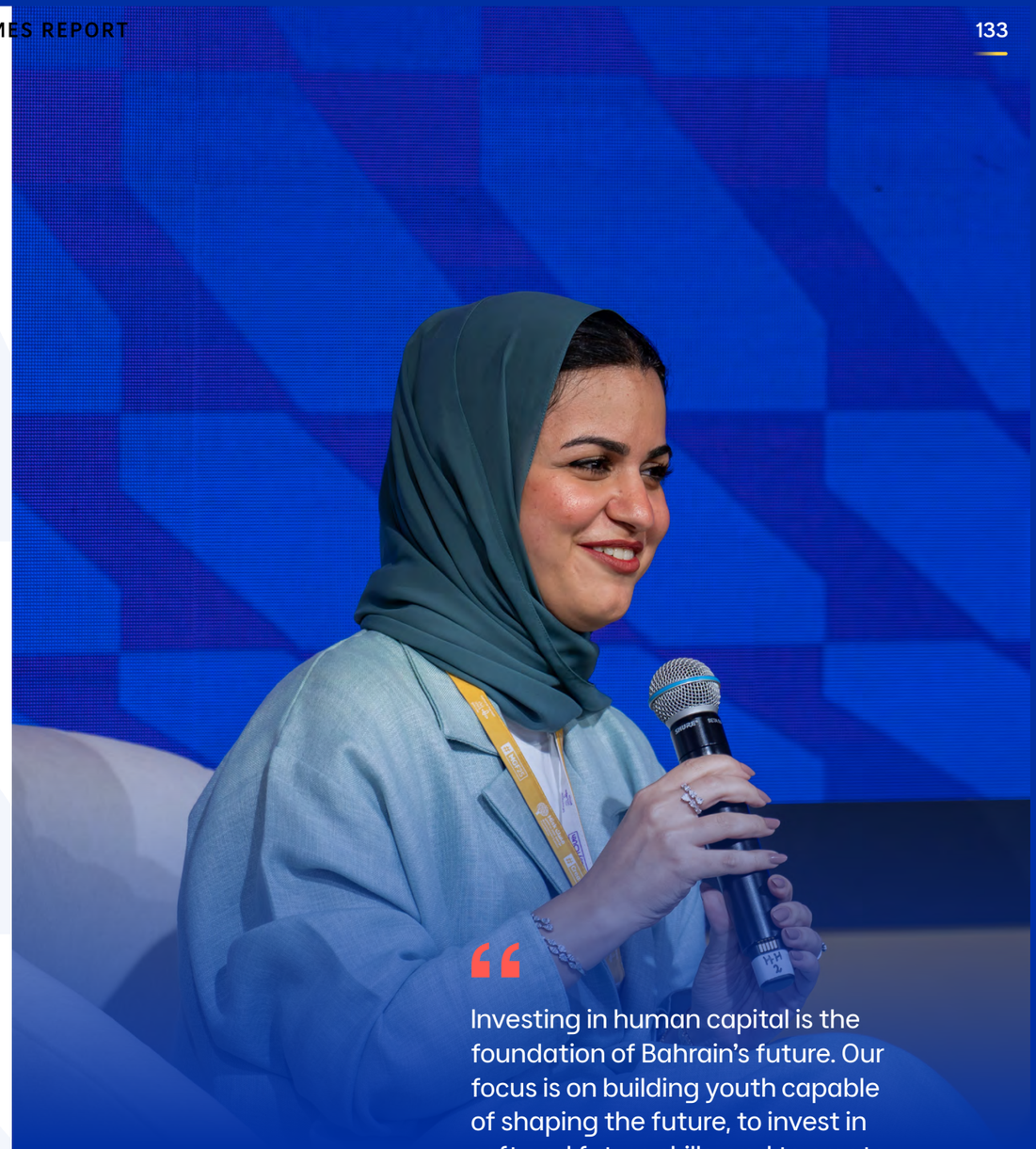
Speaker:
H.E. Rawan Najeeb Tawfeeqi,
Minister of Youth Affairs, Bahrain

Moderator:
Ghadah Alhabib,
Misk Delegate

Every young person carries potential, but it can only become power through opportunity. H.E. Rawan Najeeb Tawfeeqi, Minister of Youth Affairs in Bahrain, explored how to build systems that nurture talent, strengthen values and prepare the next generation for leadership. Through personal reflections and practical insights, she shared what she's learned about empowering others, creating spaces for innovation and ensuring that youth voices are heard in decisions that shape their future.

Takeaways

1. Youth potential turns into power when individuals step into uncertainty with courage, knowing that belief, especially early nomination and trust, creates responsibility. Rigorous, selective programs accelerate growth by pushing participants beyond comfort, embedding a duty to reinvest skills, confidence, and learning back into society.
2. Sustainable youth empowerment requires long-term national vision. Investing consistently in human capital, future and soft skills, and hands-on exposure across sectors creates an ecosystem where youth move beyond participation into competitiveness, equipped to shape economies, industries, and public life.
3. Clarity emerges through exposure. When youth engage with diverse fields in practical environments, confusion gives way to informed choice, allowing talents to surface in unexpected ways. Structured exploration helps young people discover strengths, pivot across disciplines, and align ambition with real-world opportunity.
4. Youth thrive in systems where they feel safe, trusted, heard, supported, and valued. Embedding young voices into decision-making bodies, councils, and advisory platforms transforms empowerment into leadership, ensuring policies reflect lived realities and enabling aspirations to translate into influence, responsibility, and lasting impact.



> "Investing in human capital is the foundation of Bahrain's future. Our focus is on building youth capable of shaping the future, to invest in soft and future skills, and to create an ecosystem that supports youth competitiveness locally and globally."

H.E. Rawan Najeeb Tawfeeqi
Minister of Youth Affairs, Bahrain

Pitch And Persuade

Speaker:
Steve A. Tineo,
CEO, Assertive Group

Speaker:
Daniel Cronin,
The Pitch Professor Founder,
AustrianStartups

Big ideas grab attention, but making them stick requires precision and persuasion. Pitch master Daniel Cronin and negotiation pro Steve A. Tineo led a rapid masterclass in the art of delivering an irresistible pitch, and how to navigate the tough conversations that followi in this stand-and-deliver showcase, sharpening attendees' storytelling, imparting strategic negotiation moves, and spotlighting both the art of quick impact and the skill of turning initial interest into lasting results.

Takeaways

1. Ideas only gain power when they're translated into belief. Effective pitching isn't about explaining everything; it's about earning attention, trust, and one meaningful question that opens the door to deeper conversation and mobilizes others to act on a shared vision.
2. Strong pitches respect time and cognitive load. Simplicity, a clear one-liner, and showing impact matter more than technical depth. Audiences don't need full detail upfront; they need to quickly grasp the problem, feel urgency, and see credible next steps worth exploring.
3. Execution credibility outweighs polish. Demonstrating traction, external validation, and a clear timeline signals reliability far more than complex slides. A pitch ultimately sells the ability to deliver, not just the idea itself, and should always end with a precise, intentional request.
4. Sustainable success hinges on emotional intelligence and attitude on top of sheer skill. Conflict, ego, and fear derail teams and negotiations, while self-awareness, listening, humility, and care build trust. People remember how you made them feel, which determines whether doors stay open.



> "When pitching, highlight the magnitude of the impact that you can create, so people understand that it's not just some fluffy idea. This will help them understand that your idea will leave an actual mark."

Daniel Cronin
The Pitch Professor Founder,
AustrianStartups

The Power Of Play

Speaker:
Noura Alzamil,
VP of Learning, Ithra

Speaker:
Helen Jones,
Director of Global Engagement,
Science Museum Group, UK

Speaker:
Hassun El-Zafar,
CEO, Edinburgh Science

Moderator:
Sarah Nunn,
CLO, ilmi Center

Play is serious. Science without imagination and curiosity means our greatest innovations may never have happened. Bringing play into science facilitates a fearless, supportive environment that encourages discovery through trial-and-error. Participating in play-based activities at every age has cognitive, emotional, and neurological benefits. In this session, speakers reimagined the scientist's toolkit, bringing design, technology, storytelling, and science together to spark questions, creative thinking, and reveal practical insights, turning playful ideas into real-world innovations.

Takeaways

1. Play functions as a serious engine for learning and innovation, activating curiosity, imagination, and scientific thinking across ages. When framed through narrative and hands-on exploration, playful experiences deepen understanding, spark creativity, and transform abstract concepts into memorable, emotionally resonant learning moments.
2. Impactful science engagement is built through co-creation. Designing with audiences (families, schools, and communities) turns visitors into collaborators, strengthens relevance, and creates ecosystems where learning extends beyond institutions into homes, classrooms, and everyday life.
3. Play scales when institutions blend physical spaces, digital platforms, and adaptable atmospheres. Changing how an experience feels, rather than simplifying content, allows children and adults to engage at different depths, while online extensions ensure access, continuity, and long-term learning beyond the visit.
4. Play creates lasting impact by allowing people to "become" scientists, engineers, or creators. Role-based, open-ended experiences invite experimentation, failure, and problem-solving, building confidence and identity early. Curiosity compounds into skills, aspirations, and future pathways.



"Often it is not the activity that needs to change for different audiences, it is the ambiance around it. With the right setting, people naturally engage and take the experience back into their lives."

Helen Jones
Director of Global Engagement,
Science Museum Group, UK

Youth Creators Summit

Speaker:
Finn Carlson,
Senior Program Manager, WFUNA

Speaker:
Aziel-Philippos Goulandris,
Secretary-General, WFUNA

This simulation was an opportunity to step into the role of a UN delegate, represent one's country, and take the reins of urgent talks that could change the planet's future. Attendees needed to debate, collaborate, and delineate real-world policies with other young changemakers, all while crafting the MGF Declaration: a bold youth agenda for our environmental future. Delivered in partnership with WFUNA, this hands-on experience opened the door to global diplomacy, showing how passion and teamwork (plus a bit of diplomatic hustle!) could shape real decisions toward a sustainable tomorrow.

Takeaways

1. Diplomacy works by temporarily setting aside personal identity to represent national interests, forcing participants to understand trade-offs, constraints, and incentives beyond their own views. This role-shift builds empathy, strategic thinking, and an appreciation for why global agreements are slow but necessary.
2. Consensus is built through language. Small changes in wording can yield agreement, revealing how global outcomes are often shaped by precision, compromise, and persistence rather than sweeping ideological wins.
3. Global environmental problems expose unequal impacts and capacities. While some countries contribute little to pollution, they suffer disproportionately, underscoring the need for fair financing, capacity building, and differentiated responsibility embedded directly into international commitments.
4. Effective multilateral action requires lifecycle thinking. Addressing microplastics demands coordinated solutions across production, use, waste management, technology transfer, monitoring, and community engagement, proving that environmental challenges cannot be solved by single policies or isolated national efforts.



> "As you read the resolutions, what are things that don't align with your country's policy? What isn't mentioned that you might want to add later on, or what needs to be changed according to your country's opinion? We will take a decision by consensus and negotiate a compromise."

Finn Carlson
Senior Program Manager, WFUNA

The Art Of Smart Mistakes

Speaker:
Salah Abo El Magd,
International Sales & Communication
Trainer & Consultant

Success isn't measured by perfection, but by the wisdom earned from facing mistakes rather than fearing them. In this practical and motivational session, entrepreneur and leadership coach Salah Abo El Magd explained how every youthful misstep is an opportunity for awareness and improvement. Young innovators learned powerful lessons on self-reflection, accountability and resilience, encouragement to embrace setbacks as stepping stones, and guidance to adopting a growth mindset, leaving with tools to transform failure into a foundation for long-term success.

Takeaways

1. Mistakes are made on the pathway to success, revealing blind spots, refining judgment, and keeping ego in check. Right and wrong function as a sequence; without experimentation and error, progress stalls and potential remains unrealized.
2. The fear of mistakes, fueled by perfectionism, turns capable people into spectators of their own ideas. Waiting for certainty or the "perfect moment" delays action, while those who move despite fear accept that meaningful success carries the cost of repeated, visible failure.
3. Failure is a powerful filter of relationships and values. True allies are revealed in moments of error, offering clarity about who supports growth, learning, and integrity beyond public success or shared victories.
4. Personal and collective sustainable growth requires a mindset shift from blame to learning. Leaders and institutions must create safe spaces for experimentation, encourage humility and curiosity, and normalize failing fast, knowing resilience and progress emerge through repeated attempts.



> "We're meant to make mistakes, and from mistakes we learn. The real challenge isn't success itself, but protecting your mind and spirit from the temptation of success. Don't let your own opinion comfort you."

Salah Abo El Magd
International Sales &
Communication Trainer & Consultant

The Word Wide Web

Speaker:
Mofareh Al-Shaqiqi,
TV Presenter, Rotana Khalijiya

Speaker:
Ammar Taqi,
Kuwaiti Media Figure

Moderator:
Lamia Al Ghalib,
TV Presenter, Rotana Khalijiya

In an ever-interconnected world, the media doesn't just report events, it forges relationships and shapes global cooperation. Participants joined a headline-worthy gathering of journalists, analysts and commentators to learn the what, whys and wheres of our modern media network. The panel examined how compassionate curiosity and strong storytelling can help youth transcend political divides and generate empathy across cultures, while also giving the next generation of communicators practical tools to build credibility, networks and influence.

Takeaways

1. Trust in media is built before the camera turns on: through self-honesty, emotional safety, and conversations that prioritize understanding over performance. Audiences sense credibility when content isn't engineered for virality, but shaped by integrity, care, and respect for the truth.
2. Depth still matters in an age of short-form media. Bite-sized videos work best as entry points, guiding audiences toward long-form, thoughtful content. When ideas are well-crafted and relevant, viewers are willing to invest time, attention, and sustained engagement.
3. Influential media reflects its audience rather than speaking over them. Programs earn loyalty when they resonate with real social concerns, offer clarity instead of noise, and present coherent narratives that connect local realities to broader cultural and global contexts with intention and alignment.
4. The biggest risks for emerging media professionals are chasing fast fame, trends, and financial reward at the expense of credibility. Influence comes from discipline, curiosity, and minimizing personal bias, loving the craft enough to prioritize impact, responsibility, and long-term trust over visibility.



> "I am against following trends to the detriment of my credibility. It's unprofessional and contrarian to work ethics. The media loves trends, but it must be in the right way. I'd rather have an honest interview."

Mofareh Al-Shaqiqi
TV Presenter, Rotana Khalijiya

Kickstart Yourself

Speaker:
Everette Taylor,
CEO, Kickstarter

Everette Taylor, CEO of Kickstarter and renowned entrepreneur, shared his journey from adversity to global changemaker, inspiring a new generation to harness creativity as their pathway to opportunity and purpose. Showcasing how resilience, resourcefulness and dedication can produce the brightest sparks from the darkest environments, this session provided young audiences with a roadmap for building projects that combine personal passion with community collaboration to build a more inclusive world where every voice and idea truly matters.

Takeaways

1. Authenticity compounds performance. Staying true to who you are conserves energy, builds trust, and amplifies results. Pretending to be someone else adds friction.
2. Resilience and risk-taking are decisive differentiators. Many people have ideas, but few pursue them with sustained effort.
3. In a distraction-heavy environment, deliberate focus creates outsized progress. Replace scattered pursuits with tight execution cycles and clear, measurable commitments.
4. Limitations can function as forcing mechanisms that sharpen focus, accelerate learning, and stimulate creativity, converting adverse conditions into durable advantages.



> Lots of people have ideas, but not many have the passion, fortitude, ability to take risks, and resilience to follow their dreams and launch a project or pursue them.

Everette Taylor
CEO, Kickstarter

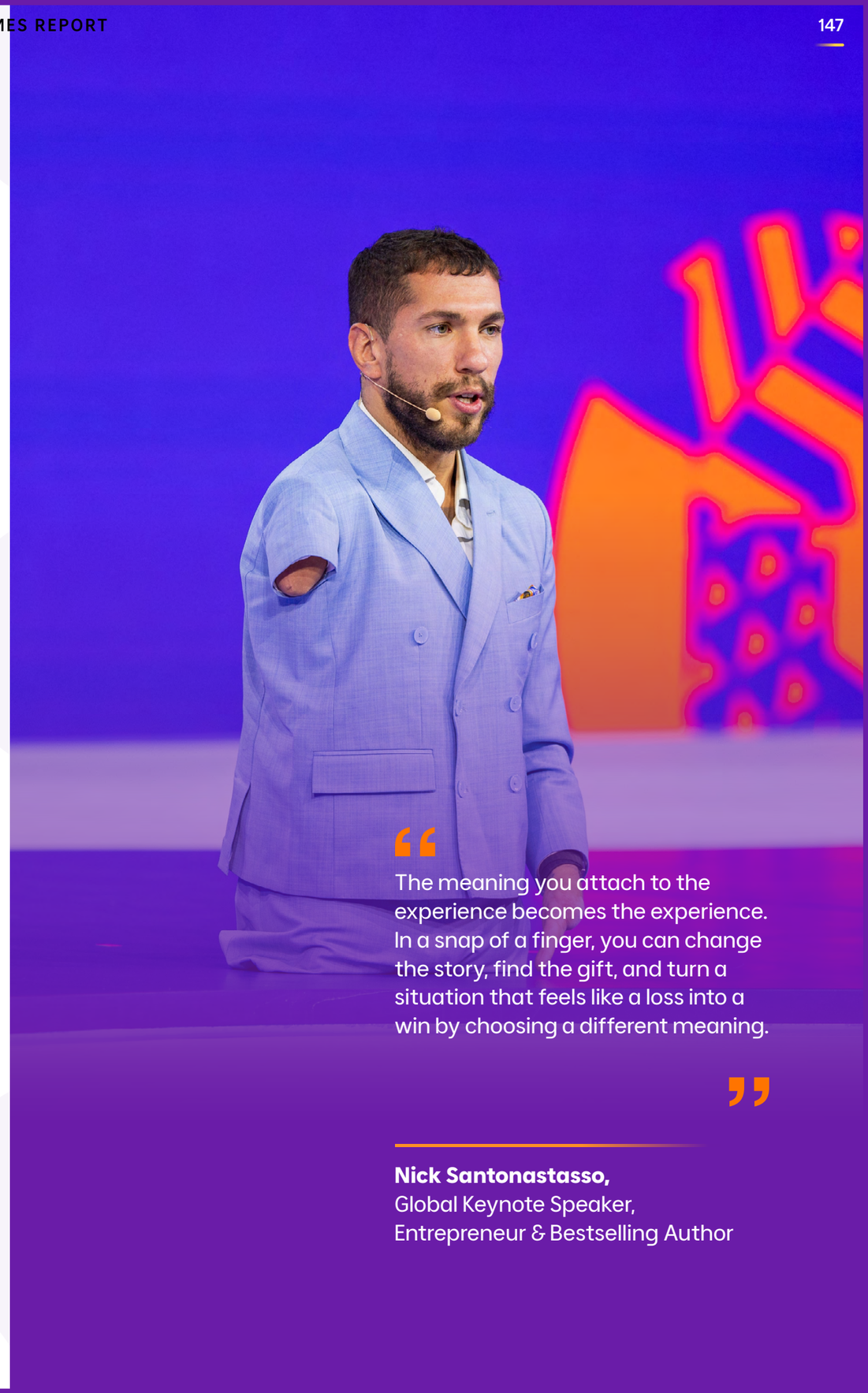
No Excuses, No Limits

Speaker:
Nick Santonastasso,
Global Keynote Speaker, Entrepreneur & Bestselling Author

You can't always choose your challenges, but you can choose your response. Born without legs and only one arm due to Hanhart Syndrome and given less than a 30% chance of survival, Nick Santonastasso has spent his life proving what's possible when excuses are replaced by action. The entrepreneur, author, and coach shared how he turned adversity into advantage, from redefining disability to mastering mindset. Blending personal stories with powerful strategy, Nick empowered young people to build resilience into their projects, dominate their goals and turn the toughest circumstances into the boldest of opportunities.

Takeaways

1. Failure is a training partner, not a verdict. When you welcome failure fast, you collect feedback faster, and momentum becomes your new baseline. Treat missteps like reps and the gym becomes your mind.
2. Focus is a filter that builds your world. Curate your attention, your feed, and your circle, and watch your state, your behavior, and your outcomes start to harmonize.
3. The same event can shrink you or shape you depending on the story you attach. Choose a frame that turns friction into data and detours into direction. That is how losses convert to wins.
4. Authenticity is performance fuel. In a copy-paste world and an age of AI, being unmistakably you is a competitive edge that compounds.



> "The meaning you attach to the experience becomes the experience. In a snap of a finger, you can change the story, find the gift, and turn a situation that feels like a loss into a win by choosing a different meaning."

Nick Santonastasso,
Global Keynote Speaker,
Entrepreneur & Bestselling Author

Creating The Impossible

Speaker:
Chris Barton,
Founder & Creator, Shazam

Chris Barton, founder of music-identification game-changer Shazam and former innovator at Google and Dropbox, invited participants to celebrate the power of thinking differently, urging youth to embrace mistakes and 'wrong turns' as essential steps toward welcoming the unexpected. Sharing how his dyslexia empowered him to perceive the world in unique ways, Chris argued that questioning assumptions is often the key to true creativity, with his 'Start from Zero' approach and disruptive ideas handing the next generation a proven platform to build towards the next big breakthrough.

Takeaways

1. Persist creatively through obstacles. Treat "impossible" as a specification instead of a certainty. When platforms, data, or tools don't exist, build them methodically. Recruit exceptional talent, protect deep work, and keep iterating until the hard part becomes invisible and repeatable at scale.
2. Design for the worst case. Engineer for noise, scale, distortion, and unreliable networks so average conditions feel effortless.
3. Reduce problems to undeniable facts and recombine them into new possibilities. First-principles thinking converts assumptions into raw materials and reveals solutions that seem obvious only afterward.



> "Momentum comes from removing friction faster than doubt can grow. Every second saved, every step deleted, every failure handled invisibly turns skepticism into belief."

Chris Barton
Founder & Creator, Shazam

The Game Of Growth

Speaker:
H.R.H. Princess Dilayel Bint Nahar Al Saud,
Sports Advisor, Royal Commission for Al-Ula

Speaker:
Arnold Hur,
CEO, Gen.G Esports & Gaming Academy

Speaker:
James Bisgrove,
CEO, Al Qadsiah

Speaker:
Danny Townsend,
CEO, SURJ Sports Investment

Moderator:
Lama AlHamawi,
Journalist & Media Professional, Arab News

Sports is more than just competition—it's an economy of careers, creators and culture. With expert advice from seasoned luminaries from the sporting, investment and cultural fields, this session explored how our youth can turn passion into opportunity, from pursuing athletic prowess to creating esports communities, from designing wellness apps to shaping fan experiences. Saudi's sports investments open doors; how can the next generation walk through them?

Takeaways

1. Sports in Saudi Arabia has evolved from pure competition to a community-centric engine for social and economic growth, driven by Vision 2030 and major events that catalyze grassroots participation.
2. Dual-mandate investment (returns plus ecosystem development) is shaping a joined-up sports infrastructure; events, facilities, coaching, and pathways must be built in lockstep to convert inspiration into participation.
3. Esports and gaming are creating new education-to-career pathways; mission-led academies, specific skills, portfolios, and data-savvy roles are key for youth to break into the industry.
4. Women's participation and leadership in sports are accelerating, opening opportunities across federations, coaching, administration, and supporting services.





> "Education tools for game design and development are ripe for innovation. As creation becomes easier with modern AI, scalable learning systems that translate passion into employable skills will define the next wave of youth opportunities in gaming."

Arnold Hur
CEO, Gen.G Esports & Gaming Academy

From Streets To Stadiums

Speaker:
Ziyad Almaayouf,
Saudi Arabia's First Ever
Professional Boxer

Moderator:
Khalid Al-Qahtani,
Sports Analyst

Most champions don't begin big; they start small, either in a local gym or on a makeshift pitch. Attendees joined top Saudi athletes and sports stars as they share their journeys from grassroots to global platforms, highlighting how passion, confidence and community support can transform everyday youth into world-class competitors. Participants heard how dedication, discipline and creativity can take the next generation from humble beginnings to inspiring others, proving opportunity and hard work can redraw any starting line.

Takeaways

1. Passion rooted in identity can evolve from hobby to profession, preserving heritage while opening new pathways for youth.
2. The "grey area" of uncertainty rewards faith, disciplined work, and isolation-as-focus, crucial in individual sports where tiny margins decide outcomes.
3. Expanding institutional support in Saudi Arabia turns ambition into infrastructure, shifting conversations from needs to goals and accelerating athlete development.
4. Family guidance and parental blessing are decisive forces for resilience, purpose, and long-term success.



> "The grey area, where success or failure is not yet proven, is the strongest place of faith. With belief, relentless work, and parents' blessings, uncertainty becomes fuel, and an individual athlete's marginal gains decide who finally raises a victorious hand."

Ziyad Almaayouf
Saudi Arabia's First Ever
Professional Boxer

Creations That Last

Speaker:
Yassir Al Hazami,
General Manager, Towaq Training & Consulting Company

Moderator:
Dr. Abdullah Alalawi,
Content Creator in Improving Quality of Life

From the first day of school, a new job or even a new relationship, what does it take to approach each new challenge in life with the right mindset to make a lasting impact? Attendees joined self-development expert Yassir Alhazami to explore the long-term possibilities of the 'Day One Way', showing young people how openness and positive positioning can bear perennial fruit, and revealing the repeatable rewards for being brave enough to commit for the long haul.

Takeaways

1. Initial attempts are predictably messy; progress is driven by repeated exposure rather than removal of fear. Comparing one's performance to others' mature performance distorts judgment and hinders persistence.
2. Early-stage effectiveness improves when work aligns with demonstrated capability and societal benefit; passion becomes a sustainable amplifier after competence and contribution are established.
3. Actions rooted in internal values and motives display superior persistence and yield higher satisfaction than choices made for trends, approval, or external pressure.
4. Plans function as hypotheses subject to real-world correction. When circumstances resist change, expectation and behavior must adapt; planning is a tool for success, but not a prerequisite.



> "People don't reach for two reasons: either for the absence of vision—why should I start, what is the goal—or for the absence of determination, to start or to finish. Success is not a ritual. Success is step by step process."

Yassir Al Hazami
General Manager, Towaq Training & Consulting Company

Creativity Rooted In Values

Speaker:
Dr. Mohamed Al-Issa,
Secretary-General, Muslim World League, President

Moderator:
Abdullah Bandar

Takeaways

1. Youth can engage globally without losing identity by building intellectual and moral immunity grounded in religious values that also underpin national values.
2. “Cultural immunity” starts with an aware family, is shaped by curricula that include interactive value formation, and is delivered by high-caliber teachers who account for most of the educational impact.
3. Practical diversity readiness: Education must train youth to operate in plural contexts like religions, ideas, cultures, laws, then equip them with the reserves to handle challenging situations without harming themselves or others.
4. AI ethics with values infusion: AI content should be infused with religious and national values and governed by international ethical frameworks reflecting shared global principles, alongside protections for identity and national security.



“It is not enough to know values. They must be lived. Every person is an ambassador of faith and nation, a mirror for both. Undisciplined reactions do nothing but satisfy provocateurs. Let wisdom frame religious emotion.”

Dr. Mohamed Al-Issa,
Secretary-General, Muslim World League, President

The Story Behind The Story

Speaker:
Joe Hattab,
YouTuber & Documentary Filmmaker

Speaker:
Baraa Alem,
Filmmaker, Writer and Actor

Moderator:
Lamia Ghaleb,
TV Presenter, Rotana Khalijiya

Creative expression can be a powerful window for young people into diverse cultures, but genuine stories will always outstrip any artificial invention. Renowned YouTuber and travel influencer Joe Hattab joined famed actor Baraa Alem for a fascinating adventure into authentic storytelling on a global scale. Drawing from cinematic escapades and inspirational getaways, our expert viewfinders uncovered how sharing real stories can foster understanding and celebrate identity, while giving the next generation the tricks and tools to tell their own.

Takeaways

1. Authentic storytelling bridges cultures and generations, transforming lived experience into shared understanding while challenging stereotypes and inviting audiences to discover unfamiliar places and perspectives with openness and empathy.
2. Creative work carries meaning and perspective; absolute neutrality is unrealistic. Owning values and intent strengthens impact, responsibility, and trust with communities who seek honesty over performative balance.
3. Depth and selectivity produce lasting resonance. Choosing fewer, stronger stories with distinctive access and emotional truth creates enduring connection that outlives trends and surface-level novelty.
4. Local knowledge is a decisive advantage. Language, proximity, and cultural fluency reveal nuances outsiders miss, enabling representations that honor identity and invite the world into genuine, context-rich narratives.



> “Don’t wait for someone to put you on the map. Publish and be discoverable. Create for love, not a fast way to fame or money. Opportunities come after you put yourself there; satisfaction matters more than quick success.”

Baraa Alem
Filmmaker, Writer and Actor

Finding Your Path To Creation

Speaker:
Dr. Khaled Ghattass,
Founder, Al Warsheh LLC

Takeaways

1. Success must be rooted in personal truth and cultural belief systems; authenticity reduces inner resistance and creates harmony and flow.
2. Tools and technology are means; define your relationship with them so they serve your values rather than unconsciously shape your behavior.
3. Break big goals into small, repeatable commitments; make daily effort the goal so momentum compounds and outcomes follow naturally.
4. Meaning and value arise from responsibility and benefit to others; expand responsibility from self to family, neighborhood, town, and country to expand personal value.



> A person's value comes from their responsibility and benefit to their environment. Avoid being self-centred. Increase value by expanding your responsibilities; start with yourself and your family, then your neighborhood, town, and country.

Dr. Khaled Ghattass
Founder, Al Warsheh LLC

Peace By Peace

Speaker:
H.R.H. Prince Turki Alfaisal AlSaud,
Chairman of the Board, King Faisal Center for Research and Islamic Studies

Takeaways

1. Young people should be actively engaged across governmental, private, and especially charitable institutions; with education and formative activities, they develop into complete contributors to peace.
2. Early education forms character and civic readiness, enabling generations to carry responsibility, serve others, and sustain a culture of giving.
3. Direct exchange, travel, and hosting millions through the holy mosques dismantle stereotypes and build mutual understanding; social media now amplifies both ignorance and opportunities to correct it.



> "Opening up is the best way for others to know us. Despite millions visiting the two holy mosques, some media outlets persist in ignorance about our role and service to humanity, grounded in faith and the Islamic principles of doing good to others."

H.R.H. Prince Turki Alfaisal AlSaud
Chairman of the Board, King Faisal Center for Research and Islamic Studies

Grounded In Greatness

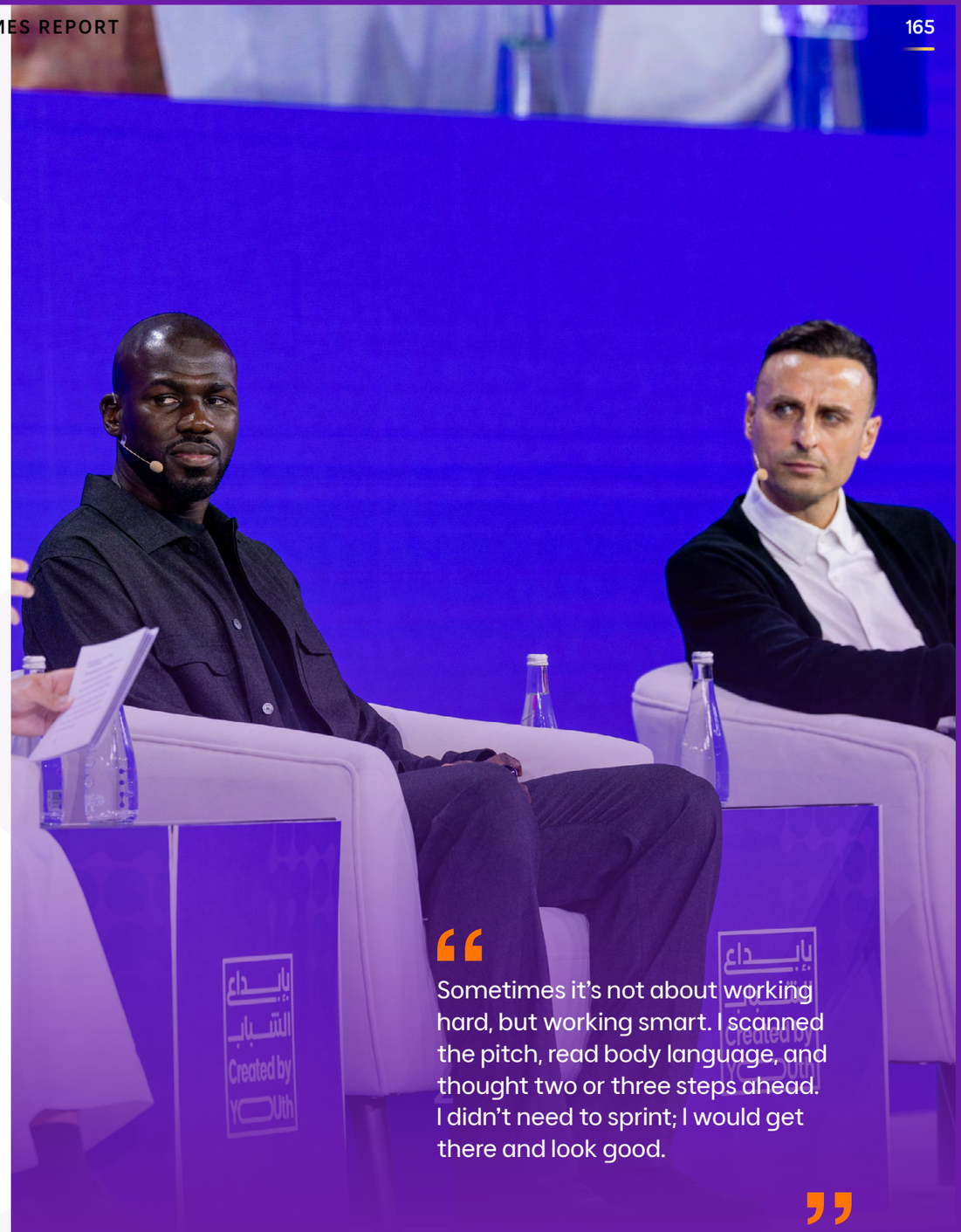
Speaker:
Kalidou Koulibaly,
Captain, Senegal National Team

Speaker:
Dimitar Berbatov,
Former Manchester United and Bulgaria National Team Forward

Moderator:
Khaled Althukair,
Founder, Saudi Speakers;
Content Creator & Entrepreneur

Takeaways

1. Staying grounded comes from family, faith, humility, and respect; values turn fame into responsibility, guiding how success is used to serve others and set an example.
2. Real adversity reframes pressure; early-life dangers and tough environments build calm under elite scrutiny, preparing athletes to handle big stages without intimidation or distraction.
3. Quiet service can grow into structured philanthropy; personal, unpublicized acts mature into foundations that fund talent, teach resilience, and support character and opportunity across communities.
4. Mastery is art plus efficiency; repetition builds touch and awareness, anticipation reduces wasted effort, and wisdom is knowing when to win beautifully and when pragmatic results must come first.



> “Sometimes it’s not about working hard, but working smart. I scanned the pitch, read body language, and thought two or three steps ahead. I didn’t need to sprint; I would get there and look good.”

Dimitar Berbatov
Former Manchester United and Bulgaria National Team Forward

Impactonomics

Speaker:
Riyadh Al-Zamil,
Founder & Chairman, Raz Holding Group

Speaker:
Mona Ataya,
Founder, Bayt.com & Mumzworld

Moderator:
Lama Alhamawi,
Journalist & Media Professional, Arab News

Who says you can't do well and do good? Visitors joined visionary entrepreneurs and investors as they showcased strategies where financial success goes hand in hand with positive change. Together, they explored how young founders can create bold ideas, measure their impact and attract the partners needed to scale, a session of inspiring case studies and practical tools that prove the next generation are already rewriting the rules and building ventures that uplift communities as well as markets.

Takeaways

1. Purpose-driven businesses succeed when purpose is embedded into the core business model instead of being added as a layer after growth.
2. Building ecosystems instead of companies is essential in emerging markets where infrastructure, talent, and systems are still developing.
3. Early-stage founders need flexibility, trust, and non-financial support such as mentorship, networks, and execution capacity more than immediate financial pressure.
4. Alignment of values between founders and investors is critical, with purpose and long-term vision outweighing short-term financial incentives.
5. Youth-led innovation in sectors like health tech, ed tech, logistics, and AI represents a major opportunity to drive both economic growth and social impact.



> "Every morning I would wake up in fear as an entrepreneur because you carry responsibility to your team, your customers, and your shareholders. But the one thing that keeps you grounded and keeps you running is your purpose, and that's what makes you stronger."

Mona Ataya
Founder, Bayt.com & Mumzworld

Creating Our Hor{ai}zons

Speaker:
Cathy Hackl,
Founder & CEO, Future Dynamics

Moderator:
Elina Idrisova,
Executive Account Director, PIF & Portfolio companies (IBM)

As we enter a world where artificial intelligence does not just understand us, but supports us, the next generation must define how to live, learn and succeed in a human-AI hybrid environment—from familial relationships to optimised productivity. Attendees joined AI expert Elina Idrisova and leading futurist/technologist Cathy Hackl as they identified the opportunities and challenges of emotion-rich human-AI dynamics. Get ready to explore how young people might utilise AI in creative endeavours, while discovering professional pathways that make the most of our technology-rich future.

Takeaways

1. AI is shifting from a technical tool to a human-centered experience that responds to emotion, context, and behavior. The real transformation lies in amplifying human creativity, learning, and well-being, signaling a cultural and generational shift, unlimited merely to faster computation or automation.
2. Future generations are native to immersive, game-based, and spatial environments where virtual and physical realities blend seamlessly. Identity, economy, and creativity are increasingly shaped in these digital worlds, making gaming, XR, and multimodal experiences foundational to how value, skills, and culture are formed.
3. The concept of “jobs” is dissolving, but meaningful work remains. AI and intelligent agents will redefine productivity around creativity, adaptability, and problem-solving, rewarding those who actively collaborate with technology rather than resist it, and reframing work as contribution rather than fixed roles.
4. Responsible adoption is critical as AI becomes embedded in daily life. Trust, data sovereignty, ethical design, and quality of personal experience will define success, while countries that prepare for converging AI and quantum technologies can position themselves as long-term global innovation leaders.



> “Embodied AI could be agents that you see physically, or robots, but the point is to give AI some kind of body, whether humanoid or not. It’ll be a big part in bringing that physical side to the world. Human-centered AI is designed to be comfortable for humans.”

Cathy Hackl
Founder & CEO, Future Dynamics

Invented By Youth

Speaker:
Srrah Algheithy,
CEO & Co-Founder, Sustainable Innovations

Speaker:
Rishab Jain,
CEO & Founder, Claisen

Speaker:
Andini Makosinski,
Inventor, Host & Producer

Moderator:
Leen Hashem,
Misk Delegate

Tech luminaries both young and established joined forces for an inspiring, future-facing conversation around invention and innovation. Expert minds from start-ups to STEM unpacked how big ideas become real creations, what our future lives could look like, and the skills, mindsets and experiences youth need to thrive in this new world. With vivid examples and practical advice, the session highlighted how classrooms, labs and communities can serve as launchpads for young problem-solvers eager to design tomorrow's solutions today.

Takeaways

1. Innovation often begins with constraints. Defining limitations early can sharpen focus and improve real-world viability.
2. Youth-led invention thrives when driven by personal experience and empathy, rather than trends, funding signals, or market hype.
3. Direct-to-consumer ideas resonate strongly with young innovators because they solve problems felt firsthand by families and communities.
4. Failure is not an obstacle in invention but a core mechanism for learning, iteration, and long-term resilience.
5. Strong collaboration and mentorship help transform individual ideas into scalable, sustainable products without silencing diverse perspectives.



> At Sustainable Innovations, we innovate inside the box. We define the constraints and success factors before we design anything, and those constraints become the space where innovation happens.

Srrah Algheithy
CEO & Co-Founder, Sustainable Innovations

A Footprint For The Future

Speaker:
Neeshad Shafi,
Manager, Offset8 Capital

Moderator:
Ahmed AlJameel,
Misk Delegate

Faced with rising pollution, climate crisis and challenges to our planet's sustainability, Neeshad Shafi co-founded the Arab Youth Climate Movement Qatar to champion grassroots action. Wanting to know what they could do to create a better world for the next generation, attendees joined the talk to explore how youth leadership, digital tools and inclusive climate advocacy are creating new pathways for those willing to take brave steps towards a cleaner future.

Takeaways

1. Effective climate action requires a deep understanding of science, policy, and national priorities. Youth impact grows when activism is grounded in evidence and translated into locally relevant action.
2. Beyond energy systems, the transition spans education, career aspirations, social behavior, and economic models. Young people are driving this shift by redefining what a meaningful contribution looks like across sectors.
3. Climate narratives often overlook regional realities. Addressing climate change effectively requires solutions rooted in local data, culture, and lived experience, particularly in regions directly tied to global energy security.
4. Not all impact happens at negotiation tables. Grassroots initiatives, nonprofits, and youth-led innovation play a parallel and essential role in awareness, behavior change, and implementation.
5. Individual behavior change, community projects, and early-stage innovation can scale rapidly when adopted collectively. Youth-led initiatives often succeed because they start small but are designed to grow.



> "What we often discuss at a high level needs to be translated to the ground. Climate action does not start and end with policy. It starts with implementation, with young people bringing their education, innovation, and ideas into their communities."

Neeshad Shafi
Manager, Offset8 Capital

Regen[ai]rating The Planet

Speaker:
Vriko Yu,
Co-founder & CEO, Archireef

Speaker:
Karen Wang,
CEO, Climind

Moderator:
Rishab Jain,
CEO & Founder, Claisen

What happens when the environment and technology can learn from each other? The next generation of sustainability leaders are designing harmony between the digital and natural worlds to help the planet help itself. In this forward-thinking session, Vriko Yu, CEO-founder of Archireef, and Karen Wang, CEO-founder of Climind, explored how 3D-printed reefs that restore marine life and impact-predicting AI are healing both ecosystems and economies, and showcased the tools, resources and mindsets for a new age of eco entrepreneur to work in partnership with the world.

Takeaways

1. Advanced tools like 3D printing and AI only create value when they are grounded in deep understanding of natural systems and real environmental needs, instead of being applied as abstract solutions.
2. Meaningful breakthroughs frequently follow years of experimentation and setbacks. Persistence and learning from failure are central to developing solutions that truly work at scale.
3. Scientific solutions alone are insufficient. Impact depends on frameworks that allow governments, financiers, and civil society to participate through regulation, reporting, and shared incentives.
4. In sustainability-focused AI, accuracy, transparency, and citation matter more than novelty. Solutions succeed when users trust outputs enough to act on them.
5. The current moment combines awareness of past mistakes with access to transformative technologies. Young people are uniquely positioned to convert this into meaningful action.



> “Climate change is an old problem, but it is a new sector, with entirely new jobs and skills emerging. AI has to be part of the solution if we want knowledge workers to move faster and deliver real impact.”

Karen Wang
CEO, Climind

Building Communities That Back You

Speaker:
Everette Taylor,
CEO, Kickstarter

Moderator:
Rateel Alshehri,
Founder, Meet & Inspire by Rateel

Kickstarter CEO Everette Taylor followed his keynote with a deeper dive into exactly how today's most successful creative projects are powered by communities, not just capital. Drawing on his experience supporting thousands of creators, he shared how young innovators can cultivate authentic followings, digging into the details of how to turn supporters into collaborators, the pitfalls and possibilities of crowdfunding, and how the next generation can best harness the collective power of youth.

Takeaways

1. Durable communities don't start with virality; they start with a founder's stamina and clarity. Passion without perseverance expires fast. The projects that become movements are led with long-horizon commitment, disciplined focus, and a business mindset that treats community as strategy.
2. Letting your audience into the process turns creation into collaboration. The advantage isn't "engagement," but intelligence: feedback reveals what people actually want, sharpens product-market fit, and builds loyalty, while creators protect vision by balancing listening with imagination.
3. Community is capital: most momentum comes from people already in your orbit, with new supporters arriving through trust and word-of-mouth. Building an audience before launching reduces risk, validates demand, and creates champions who market for you more powerfully than ads or hype.
4. In a world where failure is public, resilience becomes a creator skill. Progress depends on failing loudly, learning quickly, and staying authentic under scrutiny. Long-term scale also requires self-care, because burnout quietly dismantles even winning communities.



> "You need an audience before you launch. First, for feedback. Second, to test the product, see if it's market fit. If you can't build a community or following around your product or service before launch, the market probably isn't there."

Everette Taylor
CEO, Kickstarter

Beyond Your Limits

Speaker:
Rasha Alkhamis,
President, Saudi MMA Federation

Speaker:
Razan Alajmi,
Certified Parachute Instructor; Entrepeneur & Founder, Power Experiences

Moderator:
Salman Alkhayyat,
Misk Delegate

Sporting excellence demands a fearless mindset, whether it's out on the pitch, in freefall or leading the evolution of the institution itself. To be successful, young people need to ally talent and opportunity with the rituals and strategic resilience to stay focused when pressure peaks. Attendees heard from leading sports persons and patrons on what it really takes to operate at the edge of human potential, uncover the habits and mindset shifts that can push the next generation beyond fear and failure, and learn how psychological training can make you not just a fearless competitor but a leader in your daily life.

Takeaways

1. High-performance sports cultivate the same foundations required for leadership: mental readiness, strategic thinking, emotional control, and the ability to perform under pressure. Physical training becomes a vehicle for psychological strength.
2. Fear sharpens focus and decision-making when acknowledged and managed properly. Progress comes from understanding fear, controlling it, and acting despite it.
3. Both athletic and leadership journeys are non-linear. Recovery, reflection, and resilience matter more than avoiding loss, and long-term growth depends on how quickly and intelligently one rebounds.
4. Personal achievements become truly impactful when translated into structures, pathways, and institutions that create opportunities for others, particularly future generations.
5. Sports now open pathways into leadership, governance, technology, business, and policy. Young people are no longer limited to participation on the field; they can shape entire ecosystems around it.



> "Fear is very natural. I have done more than 600 dives, and I still feel fear sometimes. Fear doesn't disappear, but it helps you focus and make better decisions if you know how to control it."

Razan Alajmi
Certified Parachute Instructor; Entrepeneur & Founder, Power Experiences

Learning To Love Problems

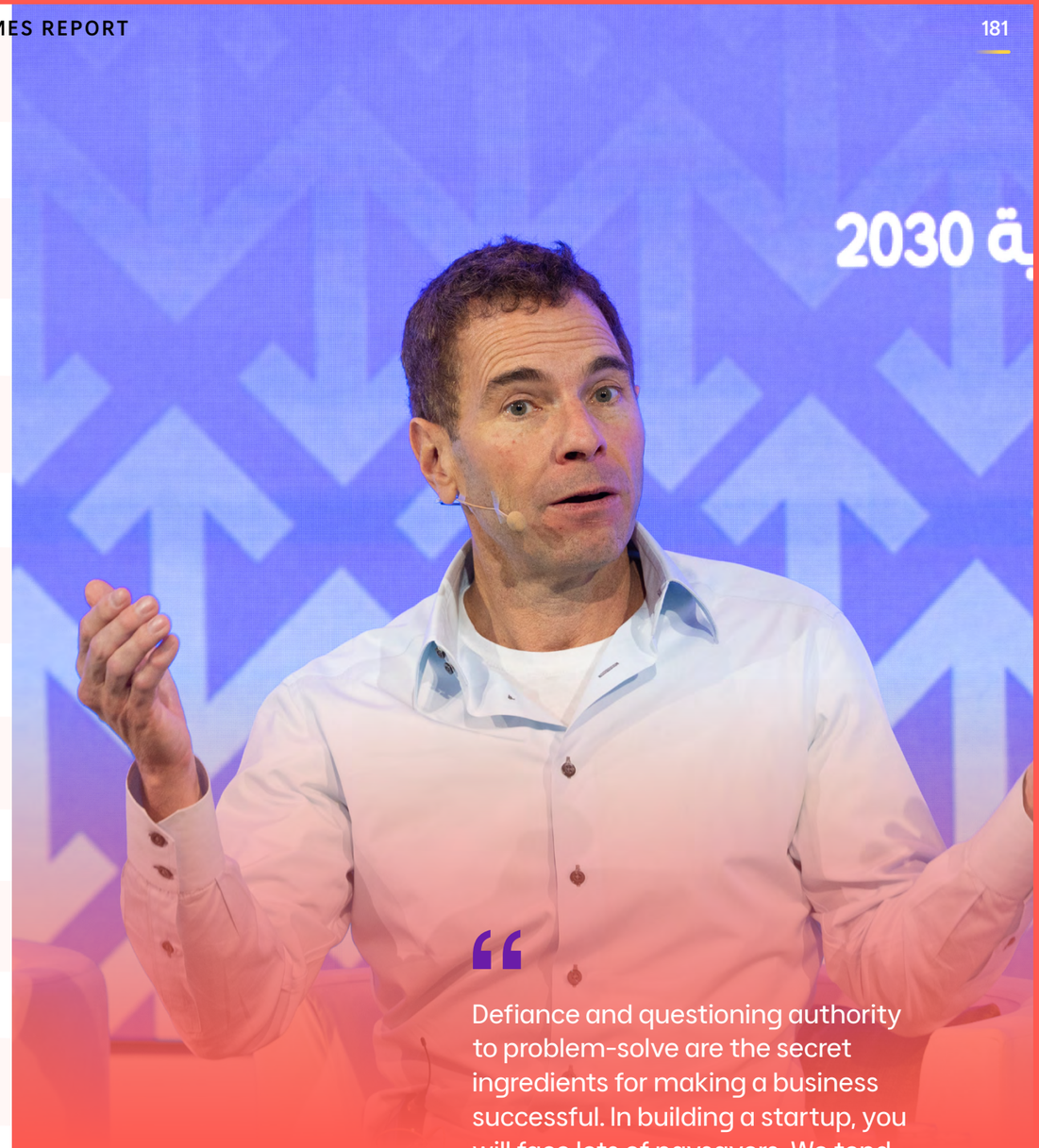
Speaker:
Chris Barton,
Founder & Creator, Shazam

Moderator:
Linda Al Faisal,
Podcaster & Presenter, Linda & Vision 2030

Breakthrough ideas often start with trying to fix everyday frustrations that the average person simply ignores. Entrepreneur and founder Chris Barton drew on his experiences at Shazam, Google, and Dropbox to give youth innovators a blueprint on how best to challenge assumptions, identify problems worth solving and then rigorously test bold solutions. Participants left with practical insight into how to turn simple observations into world-changing ventures.

Takeaways

1. Great businesses begin by obsessively noticing friction, small, repeated moments where life feels harder than it should be, and testing whether solving them creates meaningful value at scale. Frequency multiplied by impact, not flashiness, determines whether a problem is worth building around.
2. Entrepreneurship rewards constructive defiance: questioning expert consensus, challenging “that won’t work” assumptions, and persisting when authority discourages you. Progress often depends on seeing non-consensus insights early and holding conviction long enough for the world, technology, or timing to catch up.
3. Constraints and personal struggles can become entrepreneurial advantages when they force creative problem-solving. Learning to compensate, adapt, and persist builds resilience, unconventional thinking, and systems-level creativity: traits that matter more than polished execution when navigating uncertainty and inventing what doesn’t yet exist.
4. Momentum comes from disciplined derisking. Founders advance by systematically identifying risks, testing assumptions cheaply, listening closely to negative feedback, and validating demand early, while staying emotionally committed to the problem, flexible on solutions, and patient through long periods of invisibility.



> “Defiance and questioning authority to problem-solve are the secret ingredients for making a business successful. In building a startup, you will face lots of naysayers. We tend to accept what authority figures say, and dismiss our startup ideas. Be defiant.”

Chris Barton
Founder & Creator, Shazam

The Long Game

Speaker:
Yassir Alhazami,
General Manager, Towaq Training & Consulting Company

Moderator:
Khaled Althukair,
Founder, Saudi Speakers; Content Creator & Entrepreneur

In a culture that celebrates speed, instant success, and constant gratification, it's time to rediscover the power of patience. Yassir Alhazami shared how true growth, wisdom, and faith take time to build. Young people learned what it means to stay grounded when the world moves fast, the benefits of long-term thinking and delayed gratification, and why the most meaningful achievements are often the ones that grow quietly. Because not everything great goes viral.

Takeaways

1. When success is defined by speed and comparison, individuals lose balance, clarity, and internal satisfaction.
2. High pressure often comes from the "obligatory self", living according to what society or family expects rather than personal capacity and desire.
3. "Failed success" describes achievement that looks impressive externally but comes at the cost of mental health, fulfillment, or personal values.
4. People move forward when the pain of staying the same becomes greater than the pain of effort and change.
5. Strong relationships are built gradually. Rushing emotional investment leads to imbalance, while observing first allows for healthier, deeper connections.



> "When you enter a competitive world, you lose focus of what you actually want. You stop hearing your inner voice. Your only concern becomes that no one is better than you and that you are moving faster than everyone else."

Yassir Alhazami
General Manager, Towaq Training & Consulting Company

Educreation

Speaker:
H.R.H. Princess Reem bint Alwaleed Al Saud.
Chairwoman, Kingdom Education Company

Speaker:
Anas Al-Mudaifer,
CEO, Human Capability Development Program

Speaker:
Abdulaziz Al-Karidis,
Secretary General, King Abdulaziz and His Companions, Foundation for Giftedness and Creativity (Mawhiba)

Moderator:
Ahmed Alrudayni,
MC, Content Creator, Show and Podcasts Presenter

In a world full of knowledge and resources, youth development is no longer about memorizing lessons, but about empowering youth to create ideas and build solutions. With the rise of technology and artificial intelligence, learning is becoming more interactive, practical, and connected to real life. This session explored how classrooms can become spaces for creativity, competitions can inspire real solutions, and technology can act as a partner in innovation. It also highlighted how today's generation can learn by doing, innovate from ideas, and turn challenges into opportunities within an education system that sees every young person as a source of creativity and progress.

Takeaways

1. Critical thinking, problem-solving, communication, and application are now more important than memorization.
2. Empowered teachers who act as coaches and facilitators are essential to developing innovative and capable students.
3. Schools, talent institutions, universities, government programs, and the private sector must work together to discover, support, and sustain talent.
4. Values, adaptability, emotional intelligence, and lifelong learning are as important as technical skills.
5. The goal is to develop individuals who can shape new markets, industries, and opportunities for the Kingdom.



> The school should be an interactive environment, a hub for innovation, where the student is not afraid, where they can express themselves, leave their comfort zone, and build real skills through experience.

H.R.H. Princess Reem bint Alwaleed Al Saud
Chairwoman, Kingdom Education Company

Creating Future History

Speaker:
Nora Aljabr,
Trainer in Historical Equestrian Combat Arts

Moderator:
Walaa Attas,
Misk Delegate, Misk Foundation

Takeaways

1. Revisiting history is a strategic act of renewal: when roots are understood as living sources of strength, values, and identity, they become a compass for progress, which allows societies to innovate without losing continuity.
2. True horsemanship extends beyond physical skill into ethics, self-discipline, courage, and discernment. Real strength lies in knowing when to advance, retreat, or stand firm, positioning inner mastery and moral clarity as more powerful and enduring than force alone.
3. Cultural heritage becomes innovative when treated as raw material instead of a museum artifact. creators can build contemporary projects that are distinctive, confident, and globally relevant without losing their original identity by reinterpreting historical practices, aesthetics, and values,
4. Progress accelerates when technology amplifies cultural identity rather than erasing sit. Holding onto one's roots while embracing quality, craft, and modern tools produces future-facing narratives that are authentic, resilient, and psychologically empowering.



"Courage in some situations might mean retreating. It is about knowing when to withdraw, when to stand your ground, and when to advance."

Nora Aljabr
Trainer in Historical Equestrian Combat Arts

From Spark To Scale

Speaker:
Hamoud Al-Otaibi,
Executive Vice President for Legal Affairs, General Authority for Competition, Kingdom of Saudi Arabia

Moderator:
Hind AlHashem,
Misk Delegate, Misk Foundation

Some startups evolve, others explode. Participants joined dynamic business leaders from across the media, events, and food industries who are rewriting the playbook for how brands, experiences and audiences connect and scale rapidly. They learned what it takes to build teams, culture and clients at the speed of opportunity, what insights young people need to supercharge their journey, and why timing, trust and tenacity matter more for the next generation than funding.

Takeaways

1. Open competition is a growth engine: it lowers prices, improves quality, drives efficiency, and protects consumers. Markets thrive when monopolistic behavior is prevented, incentives reward innovation, and both small and large players can enter on fair, transparent terms.
2. Early-stage startups often fail by ignoring governance. Clear rules around pricing, competitor interaction, financial controls, and internal accountability protect organizations from costly violations, operational chaos, and reputational damage. This makes governance a strategic asset.
3. Scaling too quickly without focus or feasibility destroys value. Sustainable growth requires disciplined planning, commitment to core products, and smart expansion models such as franchising, partnerships, or mergers that reduce risk while preserving capital and operational resilience.
4. AI has redefined competition by shifting power from physical assets to data, networks, and efficiency. Entrepreneurs who ethically leverage data, lower costs through automation, and continuously innovate will outperform incumbents that resist change or rely on price-fixing and complacency.



> The General Authority for Competition strengthens competitiveness and prevents monopolies that can harm both businesses and consumers. Monopolies slow development and limit choice, and that's exactly where the Authority steps in. It was established in 2004 when the Kingdom joined the WTO.

Hamoud Al-Otaibi
Executive Vice President for Legal Affairs, General Authority for Competition, Kingdom of Saudi Arabia

The Untold Truth Of Leadership

Speaker:
Dr. Badr Al-Badr,
CEO of Misk Foundation

Moderator:
Mohammed Almousa,
Content Creator and TV Presenter

Takeaways

1. Leadership doubt is a natural consequence of responsibility. The real risk is allowing imagined worst-case scenarios to dominate thinking, leading to hesitation, delayed decisions, and lost momentum.
2. Emotional maturity in leadership is shown through restraint. Choosing when not to react, especially after loss or disappointment, protects teams from blame and turns setbacks into shared learning moments.
3. Pressure signals relevance. High demand, scrutiny, and expectations indicate that the work matters, and leaders who internalise pressure as purpose rather than threat build long-term resilience.
4. Leaders actively rebalance priorities across intense professional cycles, accepting temporary sacrifice in one area to honour responsibility in another.
5. Leadership success is measured by multiplication. Creating capable leaders who go on to outperform you is a more meaningful legacy than personal achievement or recognition.



> Success doesn't come with a certificate that declares you've arrived. Success is a feeling you experience in moments. When you achieve something you aspired to, whether small or large, that's success.

Dr. Badr Al-Badr
CEO of Misk Foundation

Youth And Ai: A National Power For A Prosperous Future

Speaker:
H.E. Eng. Ahmed Mohammed Alsuwaiyan,
Governor, Digital Government Authority

Moderator:
Mohammed Almousa,
Content Creator and TV Presenter

Takeaways

1. The real risk of AI is skill stagnation. History shows that technology reshapes work rather than eliminates it, and those who fail to adopt new tools are the ones most likely to be displaced.
2. AI is no longer a technical specialty. Professions across law, healthcare, education, and finance are already integrating AI tools, making the ability to ask precise questions and guide systems a core professional skill.
3. Governmental use of AI has moved beyond pilots into scaled implementation. When applied to verification, legal drafting, and service delivery, AI has already reduced costs, eliminated millions of in-person visits, and improved the experience of citizens.
4. The true winners in the AI era are not marked by ownership of technology, but by the ability to translate AI into measurable impact. Value creation determines success for individuals, companies, and governments.
5. AI represents a structural shift comparable to previous industrial revolutions, but with one critical difference: machines now participate in decision-making. This fundamentally changes productivity, efficiency, and how value is created across every sector.



> “Artificial intelligence is no longer experimental. It is already reducing costs, eliminating millions of in-person visits, and improving productivity across government and the private sector.”

H.E. Eng. Ahmed Mohammed Alsuwaiyan
Governor, Digital Government Authority

Dialogue That Brings People Closer

Speaker:
Dr. Abdullah bin Mohammed Al-Fawzan,
Vice Chairman of the Board of Trustees, Secretary-General, King Abdulaziz Center for National Dialogue

Moderator:
Dr. Abdullah Almusalem,
Host, Podcast Wathbh;
Corporate Communication Director, Mawaddah

Takeaways

1. Leadership capacity is shaped by prolonged exposure to hardship, responsibility, and environments that demand resilience, adaptability, and ethical grounding from a young age.
2. Internal defeat is often more damaging than external obstacles, as negative self-perception and self-doubt can prevent individuals from attempting growth, even when opportunities, support systems, and capability are present.
3. Meaningful leadership emerges through continuous engagement with people across social classes, professions, and life circumstances, as lived interaction develops emotional intelligence, humility, judgment, and an understanding of real societal needs.
4. Failure, rejection, and delayed success are core components of leadership development, forcing reflection, problem-solving, consultation with others, and the refinement of long-term purpose.
5. Sustainable leadership is anchored in service, ethical responsibility, faith, and relational trust, particularly toward parents, community, and vulnerable groups, with success viewed as a responsibility to give back rather than a personal entitlement.



> "You can succeed without stepping on others. Do not climb on people's backs. Stay humble. The higher a wise leader rises, the more humble they become, because arrogance destroys everything."

Dr. Abdullah bin Mohammed Al-Fawzan
Vice Chairman of the Board of Trustees, Secretary-General, King Abdulaziz Center for National Dialogue

Leading Through Transformation

Speaker:
Abdulhameed Al Muhaidib,
Chief Financial Officer, ACWA Power

Moderator:
Dr. Abdullah Almusalem,
Founder, Wathbh

In this session, Abdulhameed Al Muhaidib shared his perspective on how financial leadership can drive sustainable growth and innovation in the energy sector. The discussion explored how youth can develop the mindset and tools to lead within a rapidly transforming global economy.

Takeaways

1. Career-defining growth often comes from leaving structured, low-risk environments for roles built on potential rather than certainty, especially when the underlying vision and sectoral trajectory are clear.
2. Bold decisions are informed commitments grounded in belief in the mission, confidence in leadership judgment, and the ability to build capable teams rather than relying on individual expertise alone.
3. Remaining too long within a single function or comfort zone carries its own risk, as narrow experience reduces long-term adaptability, employability, and resilience in the face of organizational or market shocks.
4. Sustainable growth requires disciplined strategy, readiness of capital and people before opportunities arise, and systematic learning from past failures to prevent repeated structural mistakes.
5. Long-term leadership capability is shaped by openness to feedback, continuous self-development, initiative in creating opportunities rather than waiting for them, and the willingness to act while energy and motivation are still high.



> My message to youth is this: Opportunities will come that push you out of your comfort zone. You will not learn unless you leave your comfort zone.

Abdulhameed Al Muhaidib
Chief Financial Officer, ACWA Power

Impact In Action

Speaker:
H.R.H. Princess Lamia bint Majed Al Saud,
Secretary General and Member of the Board of Trustees, Alwaleed Philanthropies; CEO, Rotana Media Group

Moderator:
Mohammed Almousa,
Content Creator and TV Presenter

In an inspiring conversation with H.R.H. Princess Lamia bint Majed Al Saud, this session revisited the early moments that shaped her vision in humanitarian and media work—exploring the driving forces behind her journey and how passion can evolve into purpose, inspiring youth to turn beginnings into impact.

Takeaways

1. Hesitation at the start of a career is an indicator of high ambition, awareness, and multiple viable paths, signaling a desire for depth, meaning, and long-term impact rather than immediate status.
2. Media has shifted from a one-way system of reception to a participatory ecosystem where individuals are creators, distributors, and respondents simultaneously, fundamentally changing power, responsibility, and influence.
3. The decline of traditional media formats does not signal the end of media institutions; it's a flashpoint in the transformation from linear broadcasting toward platform-based storytelling where content quality and narrative relevance remain decisive.
4. Philanthropy is evolving from traditional aid delivery into data-driven, technology-enabled intervention, where research, innovation, and experimentation are essential to achieving scalable and measurable impact.
5. Sustainable leadership requires alignment between passion, purpose, and daily work, as responsibility without emotional commitment leads to burnout, superficial performance, and limited long-term value.



> "Hesitation does not mean weakness. When you hesitate, it means you have two strong options in front of you, and that your passion is above average. A person with a future hesitates because they want more."

H.R.H. Princess Lamia bint Majed Al Saud
Secretary General and Member of the Board of Trustees, Alwaleed Philanthropies; CEO, Rotana Media Group

Between Cultures: One Heart For Tomorrow

Speaker:
H.E. Ambassador Stephen Hitchen,
British Ambassador to the Kingdom of Saudi Arabia

Moderator:
Omnia Zahid,
Reporter, MBC Thaqafeyah

In this session, H.E. Stephen Hitchen, the British Ambassador to the Kingdom of Saudi Arabia, reflected on the experiences and values that shaped his diplomatic journey—from understanding cultures to building bridges between nations. Through his story, youth are invited to see diplomacy as more than dialogue—as a mindset of empathy, purpose, and connection that drives meaningful global impact.

Takeaways

1. Authentic connection across cultures is built by stepping into other people's lived experiences, eschewing external narratives, stereotypes, or official viewpoints.
2. Trust is often created through ordinary, human interactions and hospitality, which can redirect life paths and professional purpose more powerfully than formal ambition or planning.
3. Diplomacy is less about constant transparency and more about judgment, timing, and language that preserves dignity, allows trust to form, and keeps dialogue moving forward.
4. A diplomatic career is a life commitment rather than a job, requiring patience, resilience, genuine curiosity about others, and an acceptance of operating within large institutions and their constraints.
5. In a world shaped by social media and rapid change, meaningful understanding demands going beyond surface-level portrayals and engaging deeply with societies, languages, and people on their own terms.



> "When you speak in formal Arabic, people listen politely. When you speak in dialect, people relax. They feel that you are actually with them. Language is not just communication. It's a signal of respect and effort."

H.E. Ambassador Stephen Hitchen
British Ambassador to the Kingdom of Saudi Arabia

Un-Scripted Futures

This session brought together a vibrant mix of young changemakers from Saudi Arabia and around the world for real talk, fresh ideas, and creative collaboration. Through interactive challenges, quick-fire discussions, and guided conversations with inspiring “connectors”, leading voices from business, philanthropy, and policy, participants swapped perspectives, sparked new friendships, and explored the big issues shaping their generation. It was a session to connect, be heard, and work with global leaders and innovators to turn shared ideas into action.

Takeaways

1. The traditional link between age and authority is dissolving. Experience is no longer defined by years lived; access to knowledge is now democratized through technology and AI. Youth can learn in minutes what once took decades, shifting the power balance around who is “ready” to lead.
2. Youth empowerment requires acknowledging intersectionality. Barriers such as language, visas, passports, privilege, and representation shape who gets to participate. Real inclusion requires recognizing these layers and using privilege to open doors for others.
3. Hope must be paired with vision, systems awareness, and responsibility. Youth leadership is strengthened when individuals step back, understand the structures they operate within, and commit to giving back through knowledge-sharing and mentorship.
4. Shared responsibility is the bridge from tokenism to real action. Progress happens when leadership and accountability are institutionalized across generations, ensuring youth are active contributors in decision-making spaces.
5. A global shift shows youth are no longer waiting for permission to lead. Across regions, including Africa and the Middle East, young people are shaping narratives, building ventures, and reclaiming their role in defining the future, demonstrating agency rather than dependence on traditional leadership.
6. The modern era values curiosity and capability over titles and credentials. Knowledge is no longer confined to universities or senior positions. The rise of self-taught expertise and digital learning disrupts older hierarchies and opens pathways for broader participation.



Innovate For The Planet

Speaker:
Naif Sheshah,
Deputy Governor for Strategy and Digitalization, Space and Technology Commission

Speaker:
Dr. Kefei Wu,
Senior Manager Strategy & Product, Space42; Schwarzman Scholar

Moderator:
Meshal Al Shalan,
Misk Fellow

Space innovation today is not only about reaching the stars—it's about using AI and rocket science to sustain the planet we call home. From satellites powered by artificial intelligence that track climate change and optimize agriculture, to green propulsion and reusable rockets reducing space debris, technology is driving real environmental impact. Discover how Riyadh and global pioneers are redefining space and AI as forces for sustainability—enabling smarter energy use, cleaner technologies, and stronger climate action. This session spotlighted how youth, scientists, and innovators are using AI-powered rocket science not just to explore new worlds, but to protect our own.

Takeaways

1. AI is collapsing the barrier between raw space data and real-world insight, turning months of satellite analysis into instant, usable intelligence that can inform environmental monitoring, urban planning, disaster response, and everyday decision-making at scale.
2. Space is shifting from symbolic exploration to practical impact, where combining AI with satellite data unlocks downstream applications that directly improve lives, from traffic and agriculture to climate resilience, whilst simultaneously lowering costs and inviting private-sector and SME innovation.
3. The democratization of space data means solving planetary and community challenges no longer requires deep technical training; it requires problem literacy, responsible AI use, and the ability to translate complex signals into actionable solutions.
4. Youth-driven, problem-first thinking revealed how AI and space together can address hyper-local challenges (such as pollution, crowd management, water risk, mobility, and biodiversity), showing that the future of space innovation is collaborative, applied, and grounded in human needs.



> Space alone is very powerful, but imagine combining space with AI—that's a completely different league.

Naif Sheshah,
Deputy Governor for Strategy and Digitalization, Space and Technology Commission

Leadership Made In Saudi

What can the world learn from Saudi leadership, and how can people turn it into action today? This fast, high-energy lab turned real moments into a bold leadership principle for participants to practice and share. They sprinted in pairs to swap stories, spot the strengths that keep showing up, and craft a one-line lesson the world can learn from. Then we published people's lines to a live Saudi leadership wall and a digital takeaway. Attendees left with a named strength, a clear principle in their own words, and a simple plan to use it in school, at work, and in your community.

Takeaways

1. Leadership in the Arab world blends vision with values, showing that influence is rooted in authority, but also belief, hospitality, diversity, and leading by example, shaping how people act, aspire, and see themselves as leaders.
2. There is a clear gap in global leadership narratives: Arab leadership is underrepresented, often studied from the outside. Capturing lived experiences and stories from the region is essential to redefine leadership models and contribute original, values-driven perspectives to the world.
3. Self-perception shapes leadership impact. Confidence, presence, and the decision to step forward influence how voices are heard and roles are claimed, especially for underrepresented groups. This turns internal belief into outward authority and visible leadership.
4. Future Saudi leadership is defined by ambition without limits, curiosity, service, and care for others. The leaders who endure are those who dream boldly, work tirelessly for their people, and create inclusive environments where everyone feels welcomed and empowered.



Human Skills In A Tech Age

Speaker:
Amjad AlJinbaz,
Program Manager, Misk Foundation

Where do you fit in the AI revolution? This fast-paced interactive session challenged the myth that the future belongs only to tech jobs. Participants tested how machine learning reshapes tasks rather than replacing whole roles, examine rising demand across various key sectors, then completed a variety of challenges designed to increase employability in this brave new world. Closing with dot voting and personal commitments, this session gave participants practical actions, new confidence, and a clearer view of where their strengths lie in a human-meets-AI economy.

Takeaways

1. Human-centred professions will outlast AI. Philosophy, psychology, medicine, and science require qualities machines cannot replicate: emotional intuition, empathy, ethical reasoning, trust, and creative scientific thinking.
2. Clearly classifying tasks helps us understand AI's role in work. By categorizing tasks as ones AI can replace, assist with, or cannot perform, we gain clarity on integrating AI effectively into work.
3. Complexity determines what AI can and cannot replace. AI can efficiently handle simpler, repeatable tasks, but ones requiring deeper thinking, emotional understanding, cross-domain reasoning, and human judgment demand greater human involvement.
4. Individuals can rely on four employability strategies to remain competitive: mastering their craft, developing broad generalist capabilities, driving innovation through original thinking, and leveraging uniquely human empathy and trust-building.
5. Choose your career by looking inward instead of predicting the future. Forecasts can't guide our career choices. The most reliable approach is to understand ourselves: identify natural capabilities that bring genuine enjoyment.



Talking To Yourself

Speaker:
Dr. Abdullah Alalawi,
Content Creator in Improving Quality of Life

Ever feel the answer could be on the tip of your tongue? Attendees joined the Collab Lab to unlock fresh ideas by tapping into their greatest resource—themselves! Hosted by the original self-dialogue master, Abdullah Alawi, audience had the opportunity to bring a problem to the floor and challenge themselves to listen to their own differing perspectives. Through vocalising their internal dialogue, they themselves that rare airspace to unpack the many ideas and possibilities so easily dismissed when kept within our own minds.

Takeaways

1. Writing or speaking freely helps surface buried thoughts and regulate emotions, often delivering more clarity than formal advice. Externalizing inner dialogue assigns emotions their true weight and reveals answers people already carry but struggle to trust.
2. Being heard matters more than being advised. Non-judgmental spaces, whether in support groups, mentoring conversations, or peer dialogue, unlock insight by allowing people to articulate uncertainty aloud, turning confusion into direction through questions rather than solutions.
3. Overthinking decisions often signals a need for confirmation. Talking through choices with the right listener helps validate intuition, distinguish fear from misalignment, and clarify whether hesitation stems from external pressure, financial anxiety, or genuine lack of fit.
4. Growth requires re-evaluating relationships, careers, and identities as interests evolve. Letting go of misaligned environments, experimenting step-by-step, and making space for new circles or side paths restores energy, reinforces agency, and creates momentum without forcing abrupt or irreversible change.



Lead With The Power Of You

Speaker:
Dr. Bandar AlHejin,
Talent Development Architect

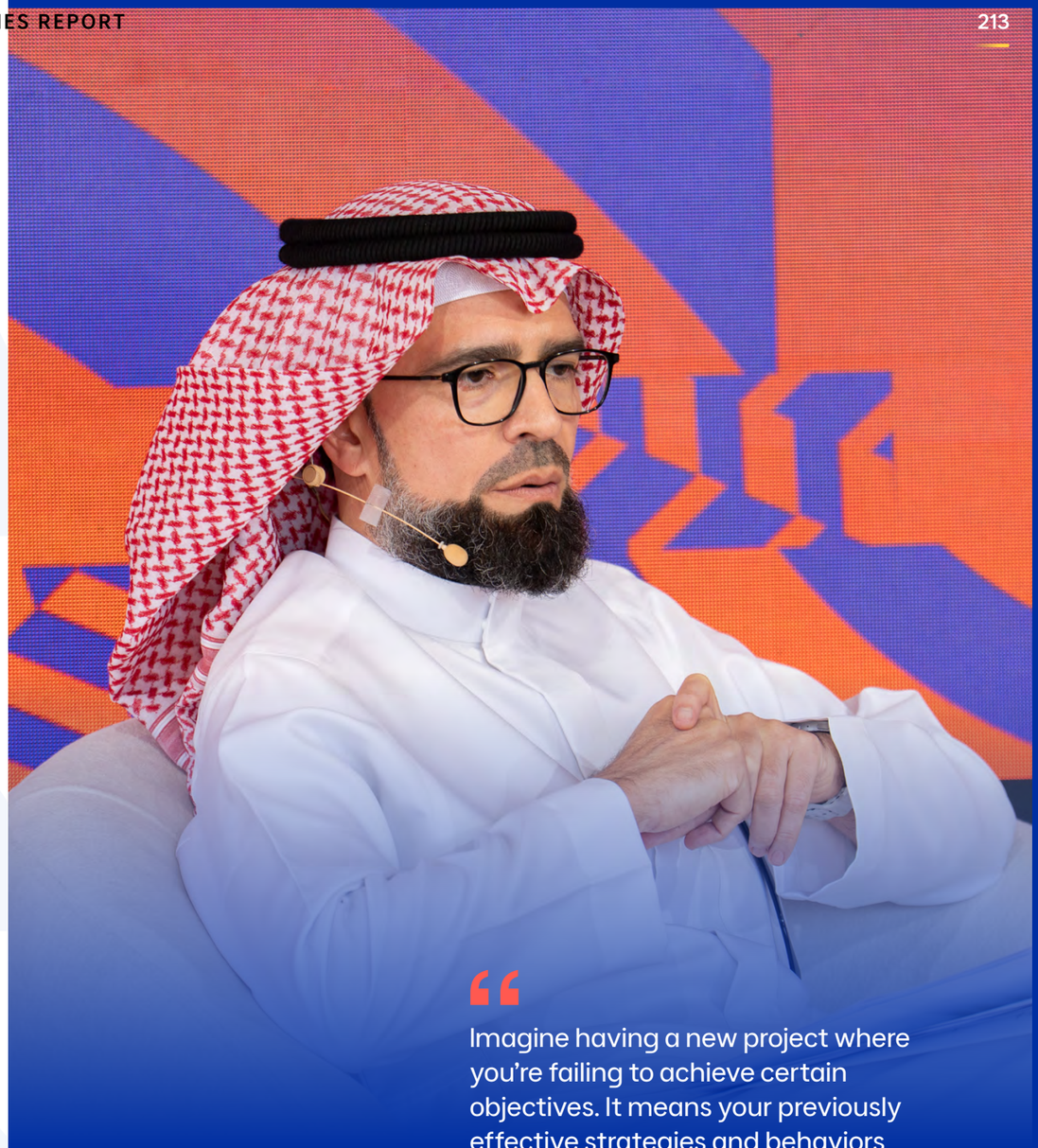
Speaker:
Mark Relf,
Managing Director, Middle East, Inspirational Group

Moderator:
Shahad Alkhalifah,
Misk Delegate

The business environment is overloaded with competing voices and opinions. Instead of adding to the noise, this session showed how emerging leaders can stand out and build genuine influence by acting and communicating authentically, from a strong foundation of their own values and purpose. Drawing on leadership coaching and real-world experience, attendees learned practical tools from experienced heads to connect personal values with professional goals. In turn, this empowered them to communicate with confidence, assess their leadership styles and emotional intelligence, and identify the valuable traits they could develop to unlock their power.

Takeaways

1. Leadership moves from management to inspiration when people emotionally connect to the mission. Simple, authentic conversations, such as asking what excites someone and listening, help individuals see their role as meaningful, increasing ownership, engagement, and commitment beyond tasks, titles, or hierarchies.
2. Authenticity is alignment with values while adapting behavior to context. Effective leaders experiment with different personas as situations evolve, accepting discomfort as growth, and understanding that what enabled early success must often change to meet new responsibilities.
3. Sustained leadership in high-pressure environments requires intentional reflection. Brief daily check-ins like focusing on learning, team engagement, and improvement anchor leaders amid rapid change, prevent burnout, and reframe challenges as opportunities to grow influence through awareness rather than constant reaction.
4. Trust and authority grow through vulnerability. Admitting mistakes, saying “I don’t know,” and holding integrity alongside organizational goals create psychological safety, strengthen credibility, and allow leaders to balance progress with values using a “yes, and” mindset.



> “Imagine having a new project where you’re failing to achieve certain objectives. It means your previously effective strategies and behaviors are no longer serving you in this new role. In other words, what got you here will not get you there.”

Dr. Bandar AlHejin
Talent Development Architect

Mentorship That Multiplies

Speaker:
Jana Yamani,
Managing Director,
Project 1932

Speaker:
Amar Abbas,
CEO, Youth Action UK

Moderator:
Yousef Algoos,
Misk Delegate

Great mentors don't just guide, they amplify. In this powerful personal-development session, attendees learned how to connect with their perfect role models in real life to build the confidence and resilience to succeed—and how to turn their own growth into a platform for others. Amar Abbas (Youth Action UK) and Jana Yamani (Project1932) offered a host of real-world stories from youth programmes and mentorship networks to explore how young people can connect, learn and lead, and how small acts of guidance can spark large-scale impact. Because every leader's legacy starts with who they lift.

Takeaways

1. Mentorship is a long-term relationship rooted in honesty, trust, and commitment, where time, consistency, and mutual respect turn guidance into real transformation rather than short-term advice.
2. The most effective mentorship multiplies impact: mentees grow into mentors, creating ripple effects across sectors and generations that strengthen capacity building, leadership pipelines, and broader economic participation.
3. Finding the right mentor starts with clarity of purpose and values, recognizing mentors already around you, and having the courage to ask, knowing that discomfort, challenge, and humility are essential to real growth.
4. Mentorship is evolving from one-to-one guidance into structured yet flexible ecosystems, combining professional, personal, and social goals, and expanding into forums that scale shared learning and collective progress.



> A mentor-mentee relationship based on transactional value is going to be full of problems. It should instead be based on aligned principles. We need to be inspired by someone and their achievements. Find a mentor who has the values you aspire to.

Amar Abbas
CEO, Youth Action UK

From Classroom To Creator

Speaker:
Leen Mrad,
Internationally Awarded Project Manager, Clad Racing

Speaker:
Khaled Khubrani,
Spokesman, Authority for the Care of People with Disabilities

Moderator:
Saeed Bannoub,
Director General, Riyadh Schools Group

Education can inspire the bold ideas, pioneering businesses, and transformative leadership of the future. This session explored the journeys of alumni who have turned classroom lessons into real-world impact, building startups, driving innovation, and shaping the very nature of their industries. Through their stories, participants discovered how curiosity, creativity, and classroom experience combine to create the next wave of changemakers—inspiring today's youth to reimagine what they can achieve tomorrow, starting right now in the classroom of today.
Powered by: Riyadh Schools Group

Takeaways

1. Play-based learning lowers fear and raises capability: when experimentation replaces punishment, students persist longer, adapt faster, and turn "hard" subjects into accessible pathways for creativity, science, and real-world problem solving.
2. Small, curiosity-driven projects can scale into national and global impact when students are encouraged to try early, iterate through mistakes, and lead collaboratively, proving that momentum often begins with a single question and sustained effort.
3. Inclusive education requires systems that adapt to students. Respectful language, accessible design, and proactive self-advocacy remove barriers early, allowing talent (including students with special needs) to participate, contribute, and progress equally.
4. Long-term success requires beliefs: family support, protected time to explore interests, and exposure beyond classrooms help young people discover direction, build confidence, and shape their own futures rather than waiting for predefined paths.



"It's wrong to keep repeating a mistake because you weren't taught another way. Why can't we find our own solutions without blaming others or waiting for their help? No one is going to spoonfeed you what you need. Learn from your mistakes."

Khaled Khubrani
Spokesman, Authority for the Care of People with Disabilities

A Glocal Venture

Speaker:
Jana Yamani,
Managing Director,
Project 1932

Speaker:
Fiza Farhan,
CEO, ORA Global
Development Advisors

Moderator:
Shomy Chowdhury,
Co-Founder,
Awareness 360

Takeaways

1. Global scale begins with deep local insight. The strongest ventures identify real community problems, design solutions within local constraints, and turn them into clear business cases. Starting small is how credibility, relevance, and long-term scalability are built.
2. Sustainable growth depends on partnerships that are mutually value-adding. When initiatives align with government agendas, private-sector incentives, and community needs, they move from passion projects to institutionalized models that attract sponsors, policymakers, and global recognition.
3. Youth-led ventures scale faster when young people are treated as experts. Building domain expertise, owning one's place at decision-making tables, and confidently translating grassroots experience into policy and strategy unlocks influence beyond borders.
4. Technology accelerates scale when paired with collaboration. Digital tools, AI, and remote work lower barriers from ideation to execution, but global impact comes from combining these tools with local knowledge, cross-border partnerships, and relentless experimentation.



> "Whenever you have a problem in business, someone out there has a solution. Find that someone and create a solution. Or there may be someone out there who has a similar problem, and you can co-create a solution."

Fiza Farhan
CEO, ORA Global
Development Advisors

The New Diplomats

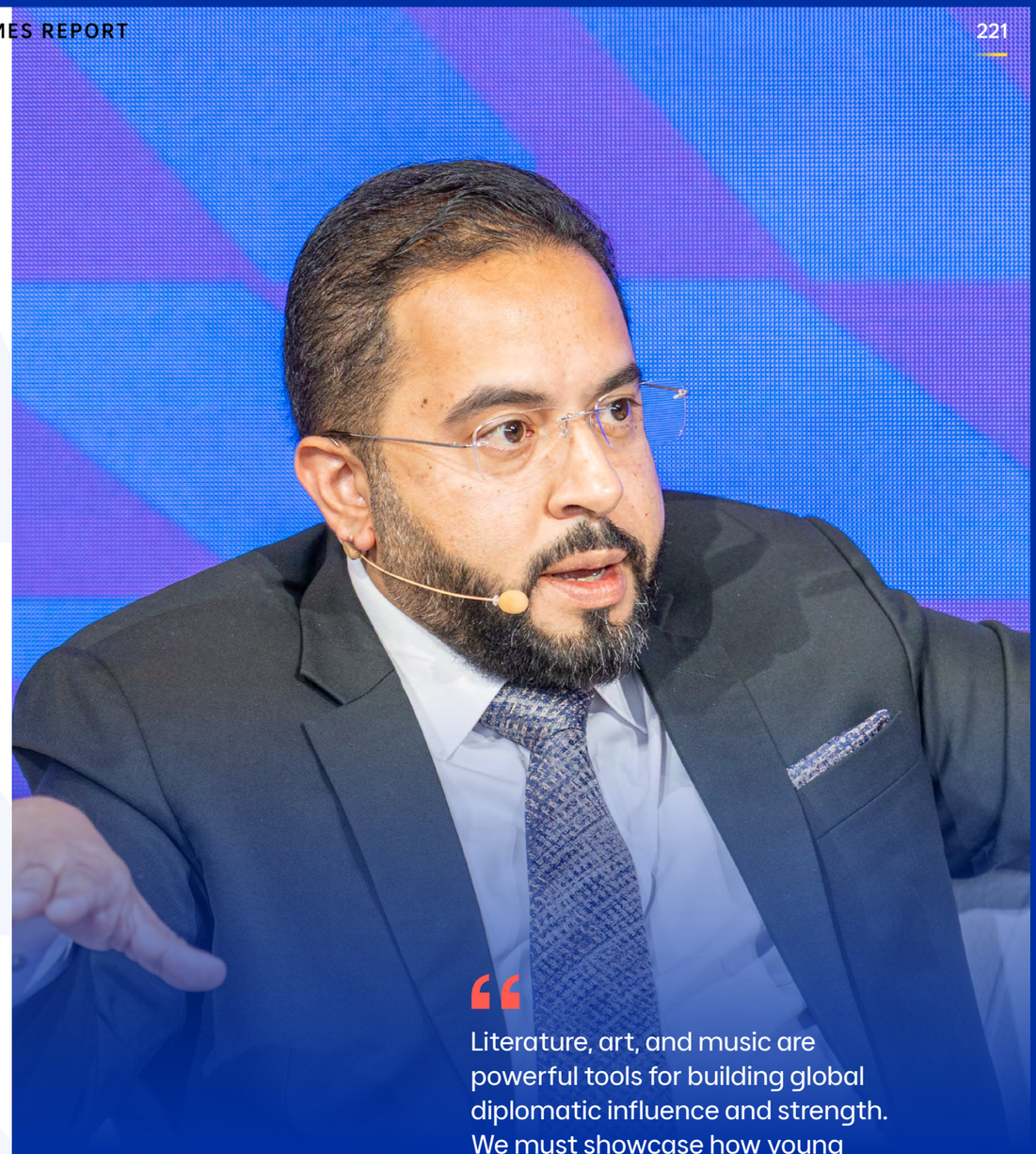
Speaker:
Ahmed Alteraifi,
Ambassador, Chief of Arab and African Affairs, Bahraini Ministry of Foreign Affairs

Moderator:
Zainab Alali,
Misk Delegate

What does next-gen diplomacy look like in an interconnected age where ideas and influence cross borders instantly? Guests joined Ahmed Al Teraifi (Bahraini Chief of Arab and African Affairs) to explore how young people can move from being passive observers of international affairs to active participants in global dialogue. Through stories from the field and lessons from the world stage, they uncovered the power of cultural intelligence, built the negotiation skills and courage to be active advocates, and learned ambassadorial strategies to create a credible voice for yourself, and your community.

Takeaways

1. Diplomacy is no longer confined to institutions; it is fundamentally human and humanitarian, rooted in reconciliation, aid, and peace-building. In a hyperconnected world, individuals, creators, and communities increasingly shape international influence through everyday actions and shared values.
2. Technology amplifies diplomatic reach, but does not supplant humanity. Algorithms, platforms, and social media accelerate message delivery, yet trust, empathy, and ethical communication remain decisive in resolving conflict and sustaining long-term international relationships.
3. Influence today depends on smart power: combining security and economic strength with culture, identity, and values. Soft power, expressed through language, art, sports, and storytelling, often travels faster and resonates more deeply than formal political mechanisms.
4. Youth influence begins with knowledge, courage, and responsibility. Accessing credible information, learning from others' experiences, and engaging openly across borders enables individuals in any field to act as ambassadors, contributing meaningfully to shared global challenges.



> "Literature, art, and music are powerful tools for building global diplomatic influence and strength. We must showcase how young people across the Arab world can shape outcomes and make a real impact without having to be official diplomats."

Ahmed Alteraifi
Ambassador, Chief of Arab and African Affairs, Bahraini Ministry of Foreign Affairs

Impact Lighthouse | Day 2

Creation At The Speed Of Thought

Speaker:
Ali Cheikhali,
Creative Strategy & Innovation Lead, Google

Speaker:
Dr. Amal Al-Abduljabbar,
General Manager, Education, Researchers and Innovation, Ministry of Culture

Speaker:
Abdullah Alrabeh,
Co-Founder, Edrak

Moderator:
Patricia Klimek,
Engagement Manager, Oliver Wyman

Welcome to the Imagination Economy—where creativity is the new cultural currency, and digital platforms let ideas become reality faster than ever. In a world now overflowing with tools and tech, anyone can launch products, media or movements. But with so much content in the mix, which skills will be most valuable? Participants watched a high-voltage panel to crack the code of next-gen creativity, exploring how AI and digital tech are transforming the way young people create, build, and connect.

Takeaways

1. Creation has been radically democratized: with AI collapsing production barriers, Gen Z is shifting from consumers to creators at unprecedented speed. What now differentiates impact has become the clarity of ideas, cultural perspective, and the ability to translate imagination into meaning.
2. The emerging Imagination Economy rewards creativity as capital. As execution becomes automated, success depends less on technical mastery and more on originality, storytelling, and knowing what to create, drawing from identity, heritage, and lived experience rather than purely from technology.
3. Saudi Arabia is positioning youth, culture, and AI as a unified growth engine. By treating heritage as an active economic asset and aligning education, regulation, and creative industries, the country is enabling young people to lead innovation while preserving and reinterpreting national identity.
4. The real competitive edge lies in ownership, persistence, and early action. Those who start experimenting now, iterating through failure, building confidence, and learning how to learn, gain compounding advantages as tools evolve, while equal access and cross-sector collaboration determine how widely this opportunity scales.



> The gap between any idea that you now have and bringing it to life has never been smaller. You can create more and more at the speed of thought. Your capital becomes your creative ideas. The more creative you are, the more successful you are.

Ali Cheikhali
Creative Strategy & Innovation Lead, Google

Youth Creators Summit

Speaker:
Aziel-Philippos Goulandris,
Secretary-General, WFUNA

Speaker:
Finn Carlson,
Senior Program Manager, WFUNA



What does it take for youth-led projects to move from local beginnings to global influence? Guests attended a powerhouse panel of social innovators and impact strategists to uncover how young leaders can spark real change. It dove into stories and strategies behind successful ventures, from community empowerment and policy advocacy to innovative partnerships that cross borders, and attendees walked away with actionable insights to scale ideas, build meaningful collaborations, and accelerate youth-led transformation from your hometown to the wider world.

Takeaways

1. The exercise is a hands-on UN simulation where students adopt assigned country roles, study briefing packets in silence, craft 30-second statements, and amend a zero-draft resolution line by line. This mirrors how consensus-based UN decisions are actually forged.
2. National interests drive divergent positions. Fishing-reliant states demand strong anti-plastic rules, while industrial powers favor gradual, sustainability-focused measures that protect economies. Agreement is difficult even on widely recognized environmental harms.
3. Negotiation mechanics are central. Delegates propose adding, deleting, replacing, or retaining edits; debate wording and placement; and surface measures such as biodegradable alternatives, taxes on single-use plastics, financing, awareness, and community empowerment, all while avoiding formal votes.
4. Frictions reveal the politics of ambition. Calls for strict phase-out timelines and transparency clash with preferences for softer language, showing governments' desire for flexibility and the difficulty of setting quantifiable, enforceable goals.
5. UN decision-making is slower and tougher than it seems. Diverse and often conflicting priorities must be reconciled under time pressure to reach a middle ground that is equitable, science-informed, and practically implementable.

MGF25 Outcomes

When Youth Create Change—
Blueprints for Impact

Social Entrepreneurship Sessions

How to be agents of impact in this world in a responsible way

1. Design for scale. Build social ventures as systems with repeatable models, clear ownership, resilient revenue, and measurable outcomes. In this way, their impact is sustainable, outliving funding cycles and initial hype.

2. Turn community needs into viable business cases. Start with deep local listening, then create solutions from the problems identified, aligning social value and partner priorities with economic incentives and policy goals.

3. Match purpose with execution discipline. Earn trust by mastering market validation, financial fundamentals, clear storytelling, and operational focus. Impact grows when mission is backed by professional delivery.

4. Build inclusion into the blueprint. Treat accessibility, gender equity, and diverse participation as design inputs from day one to unlock new markets, stronger solutions, and broader social returns.

5. Develop ecosystems. Accelerate impact by leveraging mentors, institutions, corporates, policymakers, and digital tools to create systems, markets, and behaviors collectively.



“Competitiveness means you cannot wait for instructions. You have to take initiative, defend ideas, and push them forward if you want to compete globally.”

H.E. Dr. Eiman Al-Mutairi
Vice Minister of Commerce;
CEO of National Competitiveness Center; CEO of Saudi Business Center



“The idea of ‘Why not?’ never came from stubbornness alone. It came from thinking about solutions instead of stopping at obstacles. When many people see a challenge and throw up their hands, I have always felt that is where thinking should begin.”

H.E. Eng. Anef bin Ahmad Abanomai
President, Saudi Post (SPL)

Sustainability Sessions

How to ensure sustainability is a core component of every endeavor you take on

1. Design sustainability into systems. Embed environmental goals directly into food, mobility, finance, and technology, so that the effects scale through value.

2. Build for place. Design climate solutions around local geography, culture, and resources. Context-specific innovation outperforms one-size-fits-all sustainability models.

3. Shift from ideas to deployment. Focus on building tools, infrastructure, and policies that remove friction, align incentives, and make sustainable choices economically viable at scale.

4. Pair technology with trust. Use AI and data to turn sustainability into measurable outcomes, so emissions reduction and biodiversity become accountable assets.

5. Operate across community and policy. Combine grassroots action with policy literacy to inform standards, financing, and regulations that lead to sustainable success.



“What we often discuss at a high level needs to be translated on the ground. Climate action does not start and end with policy. It starts with implementation, with young people bringing their education, innovation, and ideas into their communities.”

Neeshad Shafi
Manager, Offset8 Capital



“Climate change is an old problem, but it is a new sector, with entirely new jobs and skills emerging. AI has to be part of the solution if we want knowledge workers to move faster and deliver real impact.”

Karen Wang
CEO, Climind

Global Engagement Sessions

How to be a global citizen and seek impactful projects that solve real-world problems

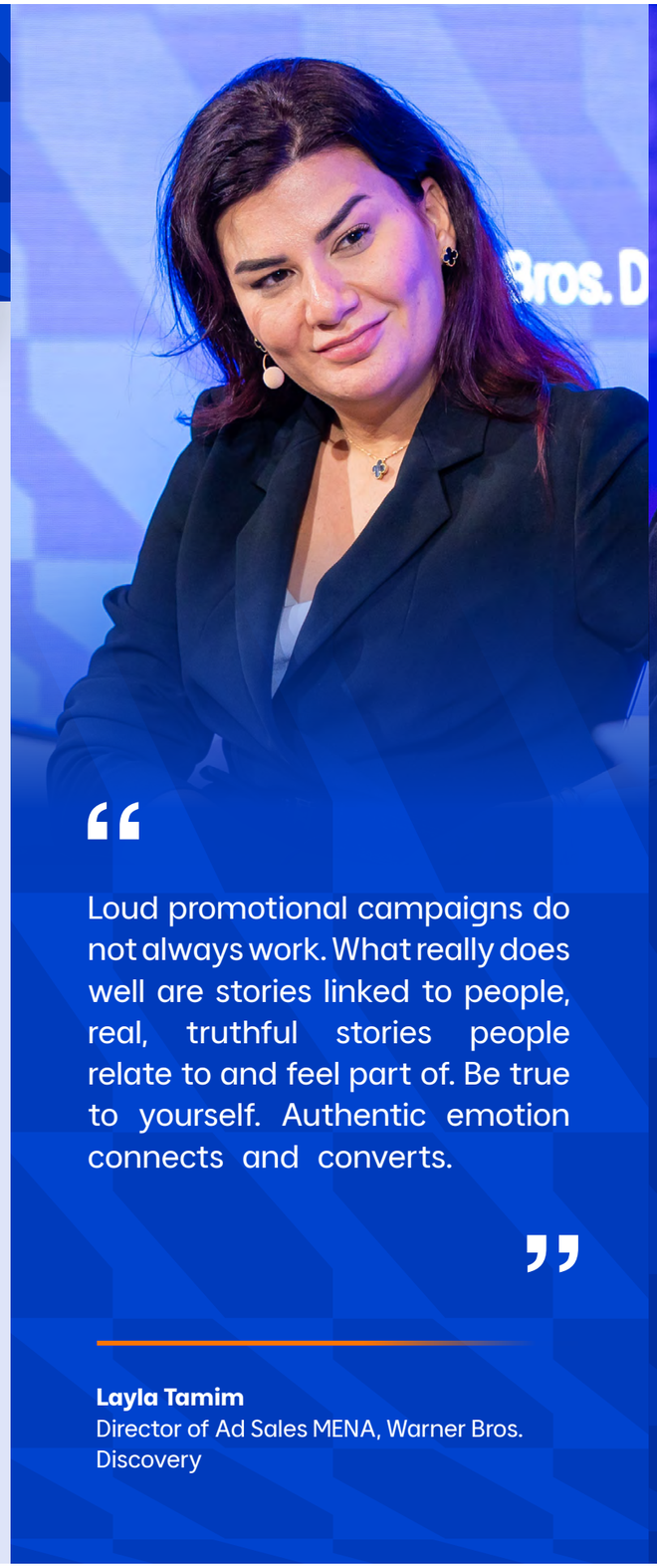
1. Move from presence to responsibility. Prepare youth to draw on lived national experience for negotiation and solutions that work across cultures and policy settings.

2. Use authenticity as leverage. Global engagement sprouting from real stories and culture build trust, alignment, and partnerships that travel without losing local identity.

3. Build communities in lieu of audiences. Design spaces for collaboration and shared purpose where youth co-create, participate, and earn influence through contribution, not through authority.

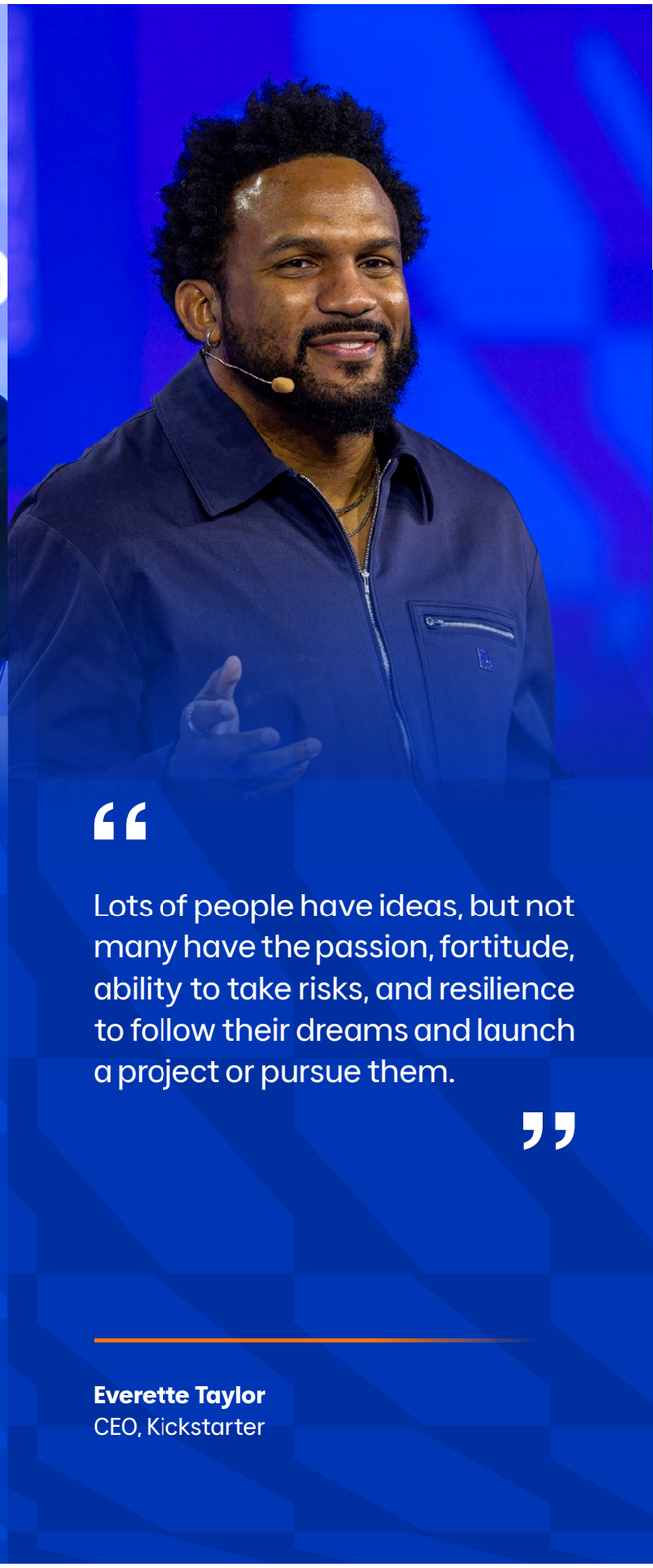
4. Create systems for influence. Use simulations, councils, and intergenerational platforms to train youth through repeated exposure to real decision-making and institutional complexity.

5. Shift from adopting to exporting policy. Equip regional youth to share tried-and-true models, leadership values, and soft-power that curate global norms.



> “Loud promotional campaigns do not always work. What really does well are stories linked to people, real, truthful stories people relate to and feel part of. Be true to yourself. Authentic emotion connects and converts.”

Layla Tamim
Director of Ad Sales MENA, Warner Bros. Discovery



> “Lots of people have ideas, but not many have the passion, fortitude, ability to take risks, and resilience to follow their dreams and launch a project or pursue them.”

Everette Taylor
CEO, Kickstarter

Emerging Tech Sessions

How technology can be a tool to find solutions and create value strategically

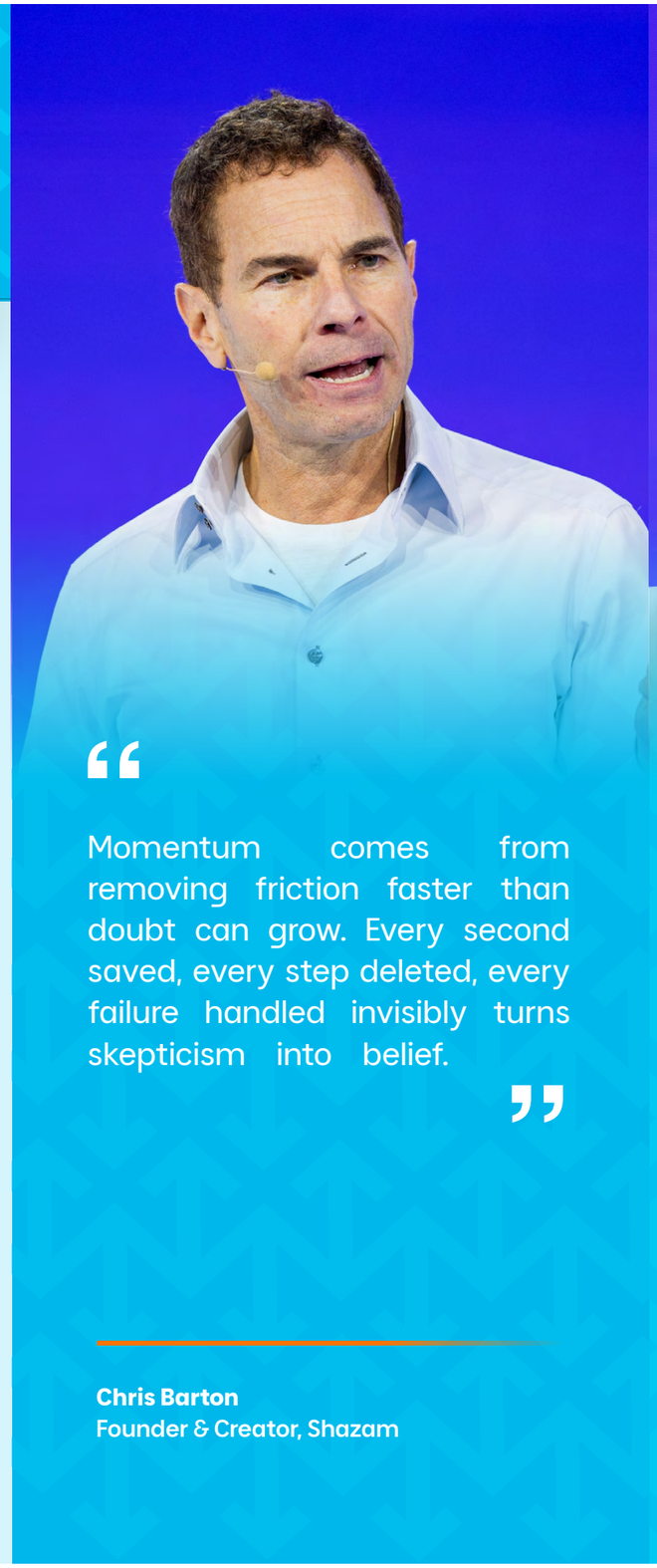
1. Design for systems. Build emerging tech by integrating data, hardware, governance, and human judgment. Value now comes from synchronizing ecosystems. Avoid chasing isolated breakthroughs.

2. Redesign workflows around AI. Use AI to augment tasks, save time, and cut costs. Sustainable advantage comes from embedding AI into daily operations.

3. Treat data as infrastructure. Invest in data governance, ethics, and sovereignty alongside innovation. Long-term tech success depends on fair access, regulation, and responsible data power.

4. Invest in human advantage. Develop the skills AI can't replace, like judgment, empathy, creativity, and cross-domain thinking. Leaders who pair technical fluency with human depth perform exceptionally.

5. Build from real problems. Anchor innovation in lived challenges. Don't rely on trends. Test early and design for real-world adoption to scale emerging tech effectively.



"Momentum comes from removing friction faster than doubt can grow. Every second saved, every step deleted, every failure handled invisibly turns skepticism into belief."

Chris Barton
Founder & Creator, Shazam



"Future-proofing is about connecting the dots. Students need to link global challenges like climate change, drought, food security, and emerging diseases with existing technologies, and also connect science with economy, culture, religion, ethics, social science, and human behaviour."

Dr. Mahaletchumy Arujanan
Executive Director, Malaysian Biotechnology Information Centre

Wellness & Sports Sessions

How to build resilience and strength to achieve sustainable success

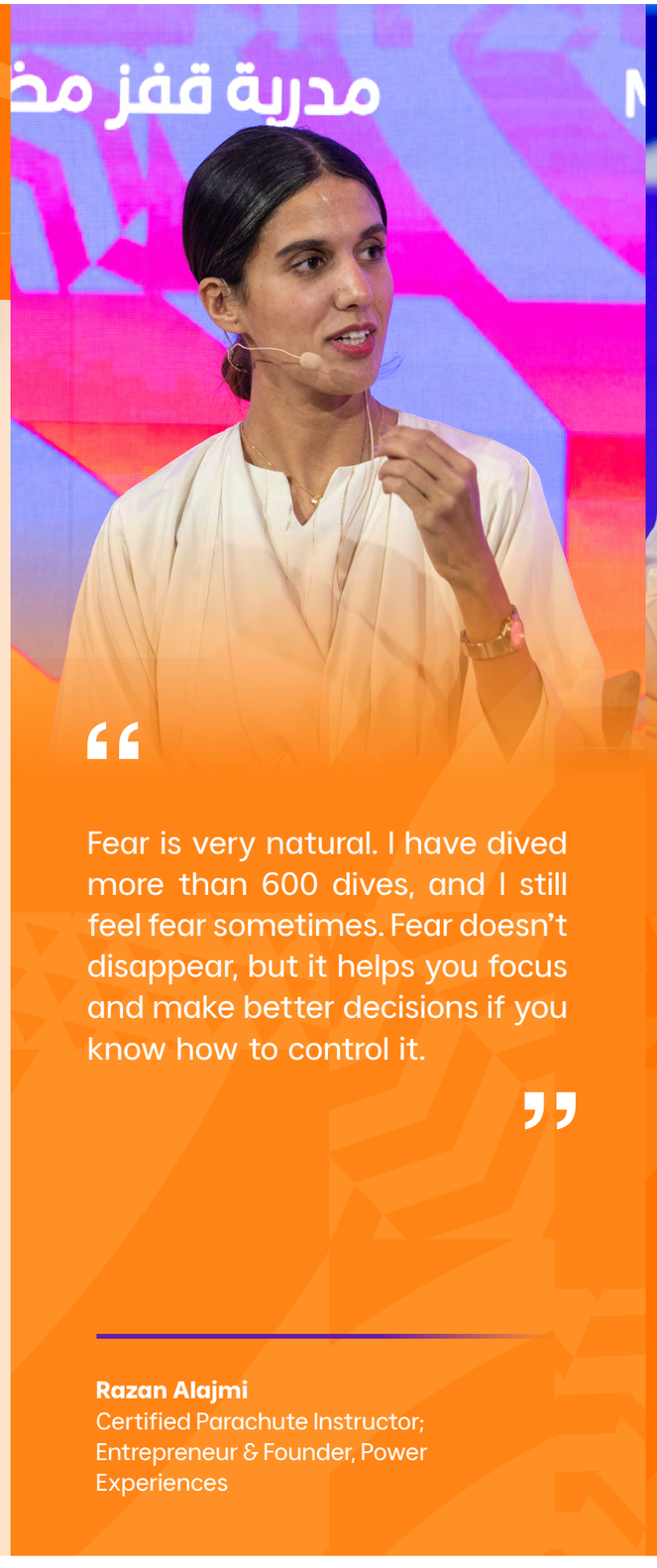
1. Train wellness like performance. Build emotional regulation and self-awareness into daily routines to extend performance, sustain focus under pressure, and maximize talent over time.

2. Reframe failure as feedback. Setbacks are opportunities to adjust strategy, not identity. Faster recovery and psychological resilience come from treating pressure as information, as opposed to opportunity for self-reproach.

3. Use prevention to avoid burnout. Prioritize sleep, focus, reflection, and emotional hygiene early. High performance lasts longer when stress is paced so it avoids becoming damaging.

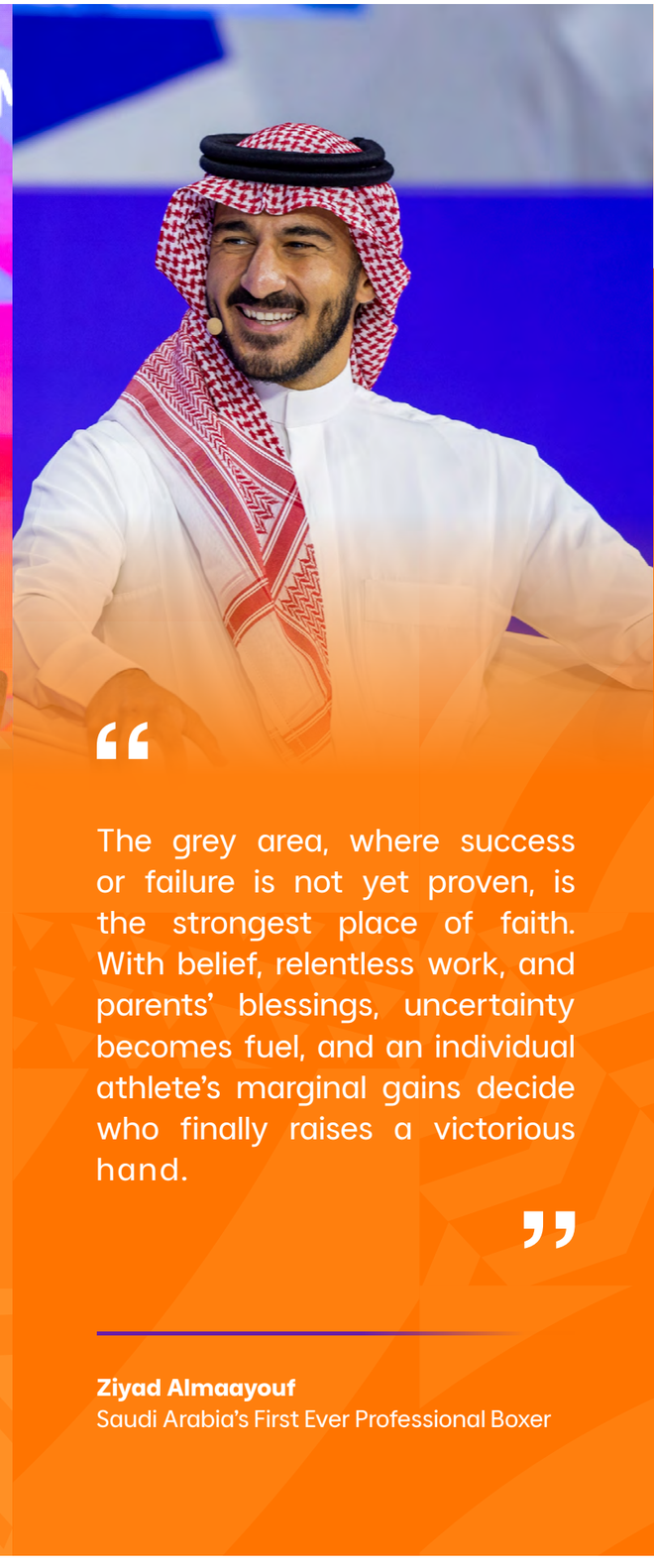
4. Invest in support systems. Use coaching and peer dialogue as mental infrastructure to regulate emotions and decisions, and sustain motivation through long performance cycles.

5. Practice adaptive strength. Build vulnerability and self-reflection into growth and recalibration. Authenticity and flexibility now define resilience in sport, leadership, and life.



“Fear is very natural. I have dived more than 600 dives, and I still feel fear sometimes. Fear doesn’t disappear, but it helps you focus and make better decisions if you know how to control it.”

Razan Alajmi
Certified Parachute Instructor; Entrepreneur & Founder, Power Experiences



“The grey area, where success or failure is not yet proven, is the strongest place of faith. With belief, relentless work, and parents’ blessings, uncertainty becomes fuel, and an individual athlete’s marginal gains decide who finally raises a victorious hand.”

Ziyad Almaayouf
Saudi Arabia’s First Ever Professional Boxer

Arts & Culture Sessions

How to employ storytelling and innovation to inspire cultural narratives and social cohesion

1. Treat arts and culture as infrastructure. Use storytelling and heritage as creative expression to strengthen identity and social cohesion to global audiences during periods of rapid change.

2. Innovate by reinterpreting instead of replacing. Activate heritage and lived experience through contemporary tools to evolve culture, all while preserving authenticity and collective memory.

3. Let technology scale creation. Use AI and digital platforms to lower barriers, but base impact on emotional truth, narrative clarity, and culture.

4. Shift institutions from preserving to enabling. Empower youth to reinterpret cultural narratives, turning heritage into a living process.

5. Build creative careers on conviction. Prioritize originality and cross-disciplinary fluency over imitation. Long-term creative value comes from being unique, not production scale.



Culture and community sustain one another. Culture gives people identity and belonging, while communities keep culture alive, relevant, and meaningful across generations.

Hussain Hanbazazah
VP of Communications Operations & Corporate Citizenship, Saudi Aramco



Think outside the box and look outside your bubble. Saudi Arabia is a very big country with all the resources you need. But it's also essential to interact with people of other cultures and backgrounds. When you interact with the unexpected, that's when the most creative ideas come about.

Laura Peh
Founder, Cinnamon Art Publishing

MGF25 Demonstrated the Impact of Being #CreatedByYouth

1 Youth engagement shifted from participation to ownership at MGF25. They designed solutions, ventures, and platforms that address real societal, economic, and technological challenges.

2 Creation was framed as a process rooted in experimentation, where iteration, learning from failure, and continuous refinement were treated as essential steps toward meaningful impact.

3 Young creators showed the ability to translate personal passion and lived experience into scalable models that combine purpose, sustainability, and measurable results.

4 Insights highlighted that youth-driven creation thrives when supported by systems that provide access to tools, mentorship, funding pathways, and institutional collaboration.

5 The forum outcomes revealed that creation extends beyond products and startups to include narratives, communities, and cultural frameworks that shape identity and collective progress.

6 Youth creation emerged as a long-term national investment, strengthening leadership pipelines, innovation capacity, and the resilience of future economic and social systems.



Event Happiness Index



Net Promoter Score (NPS)

Eighteen agreements at MGF25 positioned youth as active contributors to national and global priorities, aligned with the Sustainable Development Goals and spanning arts, science, innovation, and social development.

The agreements established a cohesive framework to strengthen youth leadership and expand global engagement

Agreements included:

- Youth leadership advanced through flagship programs, including Promising Leaders
- Global participation enabled through collaboration with the United Nations Youth Office
- Youth-driven innovation made visible through strategic media partnerships
- Arts & academia strengthened through Misk Art Institute partnerships with the MAXXI Museum in Rome, University of Jeddah, and Taibah University
- Cross-sector collaboration reinforced with education providers, research institutions, healthcare entities, schools, and cultural organizations









AGREEMENTS

مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre

جامعة جدة
University of Jeddah

التميز
Altamayyuz

جمعية العناية بمساجد الطرق

SCIENCE MUSEUM GROUP

مدينة محمد بن سلمان غير الربحية
Mohammed Bin Salman City Nonprofit

آلي

هيئة تنمية البحث والتطوير والابتكار
Research, Development & Innovation Authority

مركز علمي لاكتشاف العلوم والابتكار
ilmi Science Discovery & Innovation Center

معهد مسك للفنون
Misk Art Institute

مجموعة مدارس الرياض
Riyadh Schools Group

مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

وزارة التعليم
Ministry of Education

SNB

MAXXI

wave media

ExxonMobil

جامعة طيبة
TAIBAH UNIVERSITY

الموارد البشرية والتنمية الاجتماعية

وزارة الاستثمار
Ministry of Investment

United Nations Youth Office

The Conversation Doesn't End Here:
Thoughts For Tomorrow

1. How can youth-led ideas be protected from stalling after early momentum, to ensure that creation evolves into long-term systems instead of being limited to short-lived initiatives?

2. What new models of leadership are required when creation is decentralized, collaborative, and driven by lived experience rather than formal authority?

3. As youth increasingly design solutions across social, technological, and cultural domains, how can institutions adapt fast enough to support innovation without constraining it?

4. How will requirements for access and inclusivity, in terms of youth creation, change in the future, given the rapid evolution of technological innovation?

5. As technological tools expand, how do young creators balance speed with responsibility to ensure innovation remains human-centered and creative in an authentic way?

Beyond MGF25

The Way Forward

From Dialogue to Doing:
A Youth-Driven Call to Action

1 Empower youth to move from ideas to execution by expanding access to prototyping tools, mentorship, and early-stage funding that enable experimentation and real-world testing.

2 Embed collaboration into every stage of creation by incentivizing cross-sector, cross-discipline, and cross-border partnerships that combine local insight with global expertise.

3 Redesign education to reward experimentation and problem-solving, treating failure as a learning signal and positioning classrooms as launchpads for real-world innovation.

4 Build sustainable pathways that combine both social and commercial impact, ensuring youth-led initiatives integrate revenue models, impact measurement, and governance structures from the early stages of a project.

5 Center inclusion and accessibility in all youth-driven initiatives, ensuring that technology, culture, entrepreneurship, and wellbeing solutions are designed for diverse abilities, backgrounds, and communities.

6 Strengthen trust between youth and institutions by opening decision-making spaces, co-creating policy frameworks, and recognizing youth as contributors and experts.

7 Commit to long-term ecosystems, eschewing one-off interventions, to transform temporary momentum into sustainable networks that support continuous creation, learning, and collaboration.

Celebrating Our Community

Audience Testimonials

I had an incredible time at this year's Misk Global Forum. From low-code innovation to inspiring leadership, I'm leaving with momentum, clarity, and a renewed drive to build what's next.

Being part of Misk Global Forum 2025 is truly inspiring. You meet incredible people and see real opportunities for youth. Right now, with Vision 2030, everything is developing, changing, and opening doors for us. The vision has already given us what we need. Now it's our responsibility to turn these opportunities into real success.

For me, Misk Global Forum is never "just another forum." Every time I attend, I feel like I'm starting a new chapter in my life. A moment to reset, challenge myself, and realign my goals with the person and leader I want to become.

I am from Lebanon, and I have attended so many events in the middle east and around the world and I can say that the Misk Global Forum is by far one of the most organized and meaningful and impactful events I have ever attended. The event combined both impressive events planning and organization as well as very meaningful impact. I also loved that it also had an international aspect where international guests and speakers participated which reflected the international standards in Saudi Arabia and showed how the Kingdom is actually a center for international events and calibers. Keep up the great work and can't wait to celebrate another Misk Global Forum and more success in our beloved Saudi Arabia.

I'm proud to be part of a brilliant cohort of 19 other young leaders selected by Misk Global as part of the 20 Under 30 initiative, all driving meaningful change across sectors and regions. I'm excited for what we will collectively build, and for deepening ZNotes' impact here in the region.

We began this journey knowing that the future is not something we wait for, but something we create. These past two days have brought this vision to life through you.

This year, more than 10,000 people joined us, with two million livestream views. That means we have passionate youth eager to be on such platforms. Youth leaders, creators, partners, volunteers, and facilitators all came together to share ideas, questions, and challenges.

We launched eight initiatives designed to empower youth, create opportunities, and drive long-term impact. We collaborated across continents, sectors, and mindsets. This forum is built on innovation.

At MGF25, ICS reaffirmed something deeply Saudi. From Misk City in the heart of Riyadh, we sent a clear message: youth-led transformation is not just happening elsewhere. It is happening here.

Building the future will not be easy. We will stumble, but we will iterate and keep moving forward. Keep asking questions. Keep collaborating. We leave MGF25 with a mindset of owning the problem, then creating the solution.

Thank you to our partners, facilitators, delegates, and volunteers. To all youth, you are the soul of everything we set out to do.



To all youth, you are the soul of everything we set out here to do.

Mashael Al-Zoghaibi

Global Engagement Executive Director, Misk Foundation

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مدارس مسك Misk Schools
مدينة محمد بن سلمان غير الربحية Mohammed Bin Salman City Nonprofit
manga PRODUCTIONS
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Global Shapers Community Riyadh
Global Shapers Community NEOM
Uber
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SAC Stewardship Asia Centre by Temasek Trust
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