



XII UBC General Conference "Investing in young people. Combating youth unemployment and marginalization - from words into action", Mariehamn, Åland, 1-4 October 2013

Anna Sorainen to moderate the Plenary Session on 2 October 2013



Anna Sorainen is an entrepreneur, who has worked for over twenty years in the fields of media, communications and marketing. Her company Ground Communications focuses on management and communications consulting with feet firmly also in the soil of corporate responsibility issues. Anna's background is in journalism, which makes her a true believer of facts and figures – and thus science. Anna consults young entrepreneurs and startups. She is also partner in a Finnish startup-company Verso Globe Ltd.

The UBC General Conference in Mariehamn will focus on difficult situation regarding the high level of youth unemployment in the Baltic Sea Region. The youth representatives, as well as the cities, will both prepare their plan of action to combat youth unemployment and marginalization. The guiding principle in all proceedings is "*combating youth unemployment and marginalization - from words into action*".

The bi-annual General Conference is the highest organ and central event of the UBC, the main organisation and representative of the local authorities in the BSR.

More information and registration to the conference at:

www.mariehamn.ax/ubc/
www.ubc.net