



SOUTH BY SOUTHWEST® (SXSW) LONDON ANNOUNCES MULTI-YEAR PARTNERSHIP WITH THE DIANA AWARD

- *Leading youth empowerment charity joins SXSW London to spotlight youth-led innovation rooted in the humanitarian work of Diana, Princess of Wales.*

May 13, 2026 | London, United Kingdom – SXSW London announces a partnership with The Diana Award, the international charity established in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. The partnership, launched through an initial two-year programme, marks a significant addition to the 2026 festival programme as SXSW London continues to establish itself as a global platform for business, technology, culture and social impact.

Anchored in “Society Rewired,” - one of six core festival themes for 2026 addressing the impact of the rapid societal shifts currently taking place - the partnership champions young people whose ideas, leadership and action are reshaping the future.

Dr Tessy Ojo CBE, CEO of The Diana Award and award recipients, will join a high-level panel discussion during the festival on, “What Happens When Young People Stop Asking for Permission to Lead? The collaboration is part of The Diana Award’s Inspire Series, a programme of initiatives designed to create meaningful opportunities for young people. The Inspire Series brings together unique experiences and skill-building courses - giving young people the chance to discover what inspires them.

Together, SXSW London and The Diana Award will create new opportunities to elevate and inspire young people through a charitable donation by SXSW London as well as a group of donated festival passes that will be distributed by The Diana Award to young people. The partnership is rooted in the legacy of Diana, Princess of Wales - whose humanitarian leadership helped reshape society - and SXSW London’s inclusive global platform which convenes the sharpest minds across business, politics, science, and the arts. Today, the young people recognised by the Diana Award continue this legacy by rewiring society through courage, innovation and community action.

Patrick Moore, SXSW London Board Member states, *“We are delighted to welcome The Diana Award as a charity partner to SXSW London. This partnership reflects our ambition to convene the leaders and organizations shaping critical advances in society and to translate those conversations into real global impact. By engaging with The Diana Award, we are looking beyond established thought leaders to find the decision-makers of tomorrow.”*

Dr Tessy Ojo CBE, CEO of The Diana Award, said:

“The Diana Award is proud to place the voices of young people at the heart of this event, empowering them to lead conversations on the defining and pressing issues of our time. We are grateful to Forster, Jones & Associates for making this partnership with SXSW London possible. As the only charity in memory of Diana, Princess of Wales and her belief in the power of young people to change the world, we champion the compassion, determination and agency of young people to drive meaningful social change. These young people are not simply responding to the world they inherit but actively reshaping it and through this making a lasting positive impact.”

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About SXSW London

The SXSW London Advisory Council is chaired by Eva Omaghomi CVO, Founder of Forster Jones & Associates.

SXSW London is the European edition of South by Southwest®, founded in 1987 in Austin, Texas. Building on nearly four decades of convening global creative communities, SXSW London brings together leaders and emerging voices across technology, film and television, music, business, policy and the arts. SXSW London 2026 will take place from 1–6 June across Shoreditch.

Powered by the dynamism of Shoreditch and spanning venues across East London, SXSW London is designed as a city-wide festival that reflects the capital’s role as a global hub for innovation, culture and commerce. Through conferences, showcases, screenings, exhibitions and networking, the event creates a platform where ideas are tested, challenged and translated into real-world solutions. SXSW London exists to connect global perspectives with London’s unique regulatory, cultural and commercial influence. Learn more at www.sxswlondon.com.

About The Diana Award

The Diana Award benefits from the support of HRH The Prince of Wales and Prince Harry, The Duke of Sussex and was founded as a lasting legacy to their mother, Diana, Princess of Wales’ belief that young people have the power to change the world. The charity fosters, develops and inspires positive change in the lives of young people through four key programmes which include; a mentoring programme for young people at risk, a youth-led anti-bullying ambassadors campaign, an inspiration series of initiatives designed to create meaningful opportunities for young people and a prestigious award which publicly recognises young changemakers – the Diana Award. Learn more at www.diana-award.org.uk.

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