

Global Youth Program on Environmental Sustainability

ECOLITY 2012

Cultivating
Green
Leadership

Meeting with Business Environment Council
14 December 2011



Agenda

1. To introduce AIESEC
2. To present ECOLITY 2012
3. To discuss the possible engagement of Business Environment Council in ECOLITY 2012

AIESEC Background

Initiated in 1948, AIESEC has been developing the world's youth for over 60 years. By giving our members a set of tools and intense experiences to personally and professionally grow, we are able to see immense changes in their inward thinking, as well as their day-to-day outlook. Utilizing their acquired skills and knowledge from their time in AIESEC, our organization has enjoyed proven results from our alumni's impact around the world. Scattered across private sectors, nonprofit organizations, and governmental institutions, past AIESEC members continue to make a difference in their communities. Fundamentally, we offer our members three types of opportunities:



Leadership opportunities:

Leading teams of anywhere from three to 100+ individuals in sales, finance, information technology, marketing, talent management, etc.

International Traineeships:

AIESEC Partners with 4000+ organizations to provide professional exchange opportunities, such as working for a fortune 500 in London, or a non-profit in Africa.



Global Learning Environment:

Annually, AIESEC holds more than 350 conferences on leadership development or global issues, with over 110 countries in participation.

Notable AIESEC Alumni

Peter Wuffli
Former CEO UBS
Director Credit Suisse
AIESEC Switzerland



Aleksander Kwasniewski
Former President of Poland
AIESEC Poland

Israel B. Skosana
Director Kapila Investment
Holdings, South Africa
AIESEC South Africa



Helmut Kohl
Former German Chancellor
AIESEC Germany

Fercy Binnwik
Former CEO ABB
AIESEC Sweden



Cavaco Silva
President of Portugal
AIESEC Portugal

Gunter Pauli
President & Founder of
ZERI
AIESEC Belgium



Junichiro Koizumi
Former Prime Minister of Japan
AIESEC Japan

John Neill
CEO Unipart
AIESEC England



Cesar Gaviria
Former President Colombia
AIESEC Colombia

Koosum Kalayan
General Manager of Shell
AIESEC South Africa



Martti Ahtisaari
Former President of Finland
Nobel Peace Prize Winner 2008
AIESEC Finland

Dr. Robert Metcalfe
Co-Founder 3Com
AIESEC United States



Bill Clinton
Former President of the
United States
AIESEC United States



Envisions “Cultivating Green Leadership”

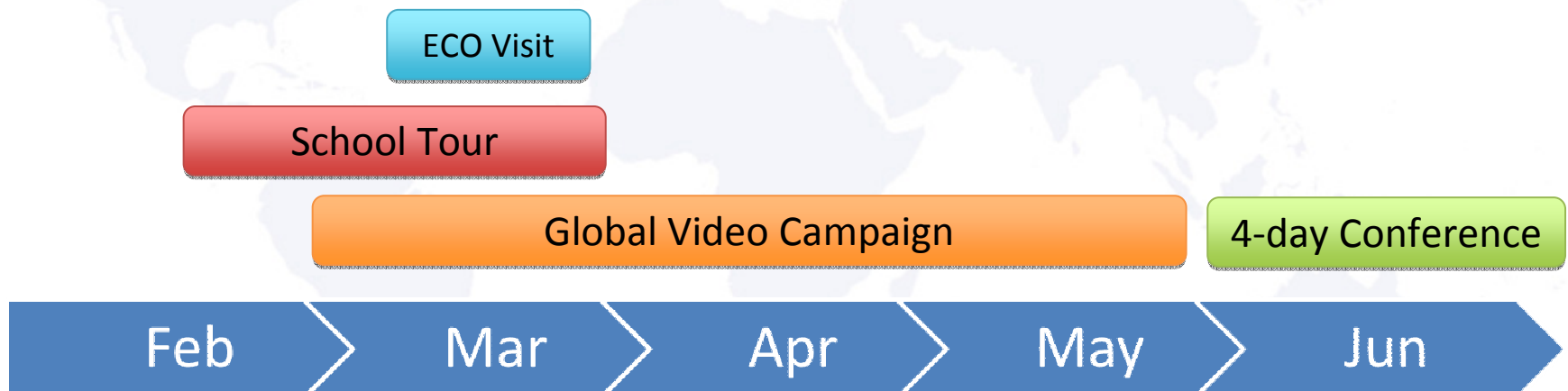
○ Involving youth globally who will

- gain insights;
- be determined to contribute to more sustainable world



ECOLITY 2012

- Timeline



ECOLITY 2012

School Tour

Period:

February to March, 2012

Objective:

To raise students' interest and awareness on environmental sustainability issues and motivate them to explore more by participating in our program

Approach:

Interactive workshops and mass presentations will be delivered to discuss topics like global environmental issues, green initiatives and possible actions that we can take now.

Participant Profiles:

More than 500 students from 8 - 10 local secondary schools

A horizontal process flow diagram consisting of four chevron-shaped boxes pointing to the right. The first box is red and contains the text 'School Tour'. The subsequent three boxes are grey and contain the text 'ECO Visit', 'Global Video Campaign', and 'International Conference' respectively.

School Tour

ECO Visit

Global Video
Campaign

International
Conference

ECOLITY 2012

ECO Visit

Period:

March, 2012

Objective:

To provide the face of the nation a chance to reflect upon men's detrimental habits and its relation to mother nature

Approach:

A couple of one-day visits for youths to experience the nature, with guided tours by eco-specialists

Participant Profiles:

A total of 100 local and overseas students

School Tour

ECO Visit

Global Video
Campaign

International
Conference

ECOLITY 2012

Global Video Campaign

Period:

March to May, 2012

Objective:

To make students realize the paramount conundrum we are facing now and to exchange ideas and views

Approach:

A 3-month ongoing video competition to congregate videos from all over the world showing the state-of-play of the global environmental situation, and exchanging good case practices

Participant Profiles:

A total of 20-30 individuals or groups of overseas and local students

School Tour

ECO Visit

Global Video
Campaign

International
Conference

ECOLITY 2012

International Conference *(with Awareness Campaign Challenge)*

Date:

21st – 24th June, 2012

Objective:

Be a platform for youths to gain new insights and share sentiments on sustainability

Approach:

The conference consists of 4 modules that discuss the issues from an individuals' point of view to a global prospect. With the newly gained insights, delegates are encouraged to take the lead in achieving a sustainable tomorrow.

Delegate Profiles:

A total of 160 young individuals who share common interest in environmental sustainability, including local secondary school , overseas and local university

School Tour

ECO Visit

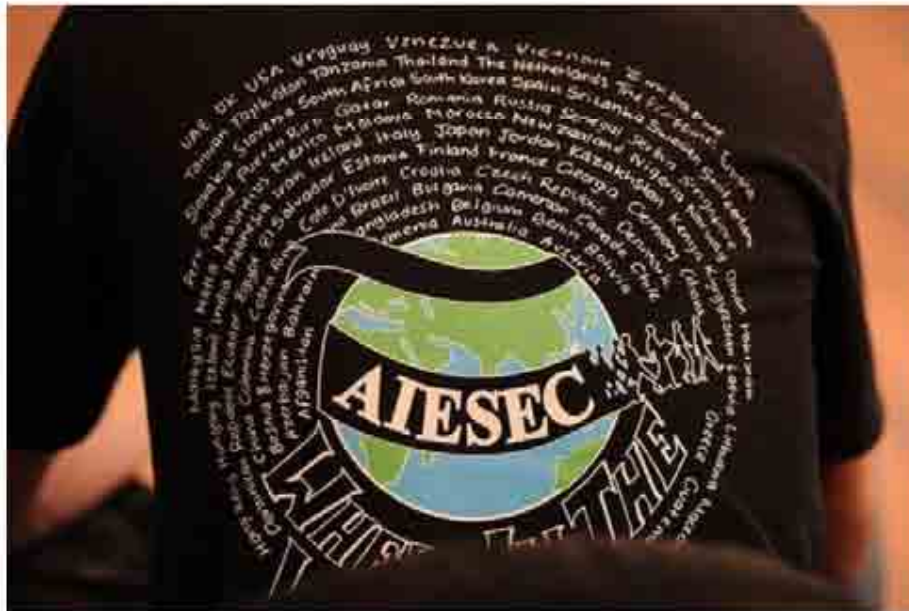
Global Video
Campaign

International
Conference

Logic Flow of the Conference

Day 1—Individuals

This opening module will start off the conference by revealing the severity of global environmental situation. Delegates will be guided to cogitate on the relation between public awareness and current environment predicament. Sessions will also be delivered to address the importance of having a sustainable lifestyle.



Day 1—Individuals

- Motivation Sharing
- Personal Attachment

Day 2—Business & Policies

- Corporate Responsibility
- Environment Policies

Day 3—Sustainable World

- Good Case Practices
- Exchange Experience

Day 4—Implementation

- Competition
- Public Showcase



Logic Flow of the Conference

Day 2—Business & Policies

The second module aims to draw in an external perspective from experienced entrepreneurs of affiliated fields in Hong Kong. Delegates will know more about working models of real businesses and innovations that are driving advancements in the realm of sustainability.

In addition, delegates will also be guided to ponder on the role of government policies in achieving a more sustainable society.



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Day 4—Implementation

- Competition
- Public Showcase

Logic Flow of the Conference

Day 3—Sustainable World

Module 3 aims to provide delegates with a panoramic view of the issues through inviting representatives of different backgrounds to discourse on sustainable projects and initiatives from around the world. AIESEC exchange returnees will also share their own experience of environmental issue-based internship in foreign countries.



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Day 3—Sustainable World

- Good Case Practices
- Exchange Experience

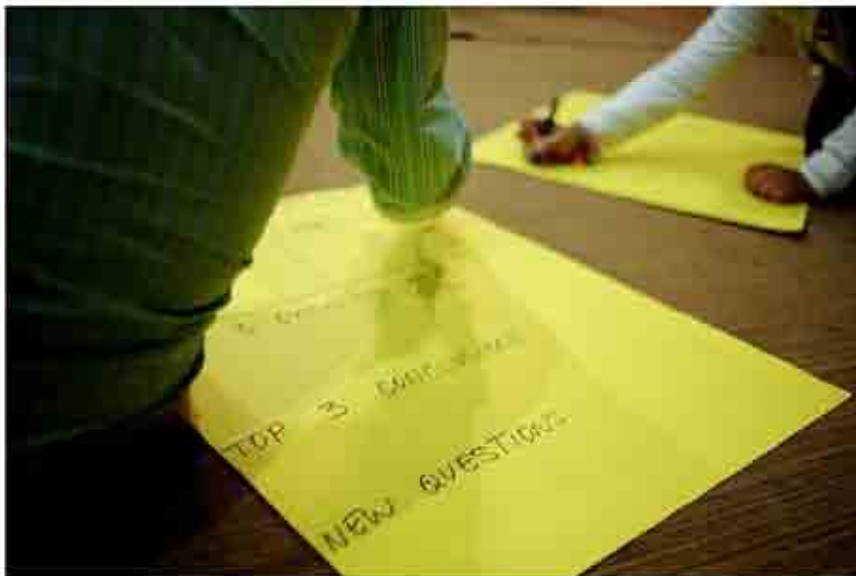
Day 4—Implementation

- Competition
- Public Showcase

Logic Flow of the Conference

Day 4—Implementation

Module 4 is a campaign challenge for delegates to utilize their newly gained knowledge to construct a plan with the purpose of raising public awareness on the issue. Through putting theories into real practices, young individuals are emboldened to take lead in pursuing a greener future. The winning team will have a chance to execute their plan with the support of our program.



Day 1—Individuals

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- Personal Attachment

Day 2—Business & Policies

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Day 4—Implementation

- Competition
- Public Showcase