

what

Challenge:Future is a global youth community and think tank shaping the future and challenging the present via:

- The annual web-based **Challenge:Future Global Student Innovation Competition**. Together with Partners and Sponsors, each year Challenge:Future selects a set of challenges for teams of students to think about and solve.
- The annual **Challenge:Future Summit** connecting the most innovative youth, pioneering businesses, policy leaders and other change makers in dialogue, reflection, and action. The Summit serves as the final stage of the competition featuring student presentation and judging of solutions, with the best teams and schools recognized at the Gala Awards Ceremony.
- The annual publication of **The Future Book**, an inspiring and practical collection of provocative expert ideas and intuitive youth foresight designed to inspire new visions of the future.

how challengefuture strategy

Challenge:Future has created a variety of platforms and channels to reach and engage students and young change makers on a global scale. The platforms are fully interactive and take inspiration from social networking and the open innovation movement, including:

- The Challenge:Future website with access to its **online collaboration platform**. Online, students can get to know each other, participate in dialogues and specialty projects, create and form teams, chose Challenges to solve and interact with Mentors. Solutions are posted on the platform, mostly as presentations and videos, to be evaluated by the community and graded by the judging panels.
- The Challenge:Future **network of university-based chapters** managed by the students. Launched in 2010, the chapters' main mission is to spread awareness of Challenge:Future, assure enthusiasm for its activities, and provide support for local Challenge:Future impact.
- **Open Organization principles** are applied in all structures of the Challenge:Future such as in strategy, further development, management and organization.
- The Challenge:Future **e-University**, to be launched in 2012, will be offering informal and practice-oriented education and personal development complementary to the formal educational programs.

where challengefuture vision

We envision that, by 2050, the community of Challenge:Future talent and ideas will significantly contribute to creating a world that works for all. To get there, by 2015, we see Challenge:Future as a community of 1,000,000 students and young change makers generating 7,000 ideas and solutions each year, challenging the global vision of the future via 200 local chapters.

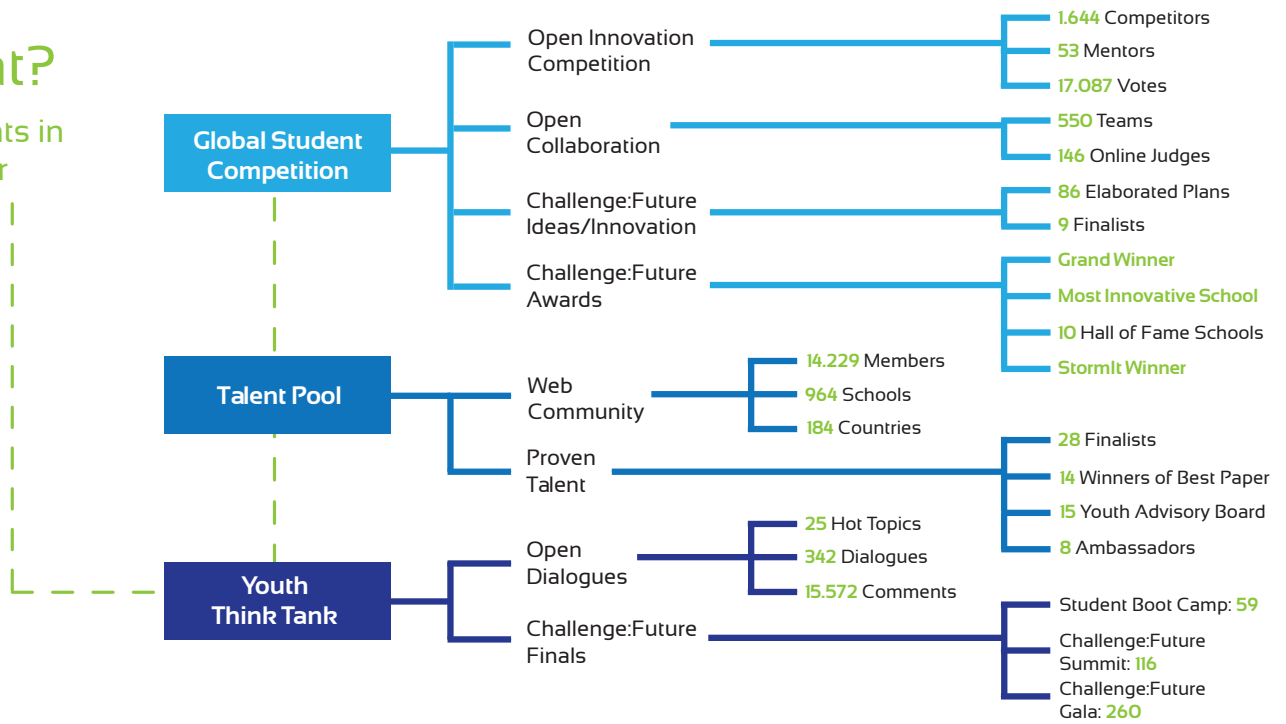
why challengefuture mission

We recognize that we can only bring a world that works for all into reality by connecting global youth to the leaders of business, government, civil society and education. The global youth of today are inheriting the problems of tomorrow and must be engaged in solving them today.

Therefore, our mission is to **actively engage the global youth** and to **accelerate ideas, talent, and leadership** needed for designing and implementing a better future for all. We exist to give young talent at all levels of society and all around the globe the possibility to gain a profound experience as they think about the future and get a chance to influence it in a positive way.

so what?

achievements in the first year



why not? ----- benefits for partners -----

Challenge:Future offers a number of unique benefits for its Partners and Sponsors, customized for the specific needs of each organization, including:

Global Brand: connect your brand to an inspired positive initiative and raise awareness of your organizational identity as a hot spot of innovation, collaboration and global sustainability and responsible leadership among:

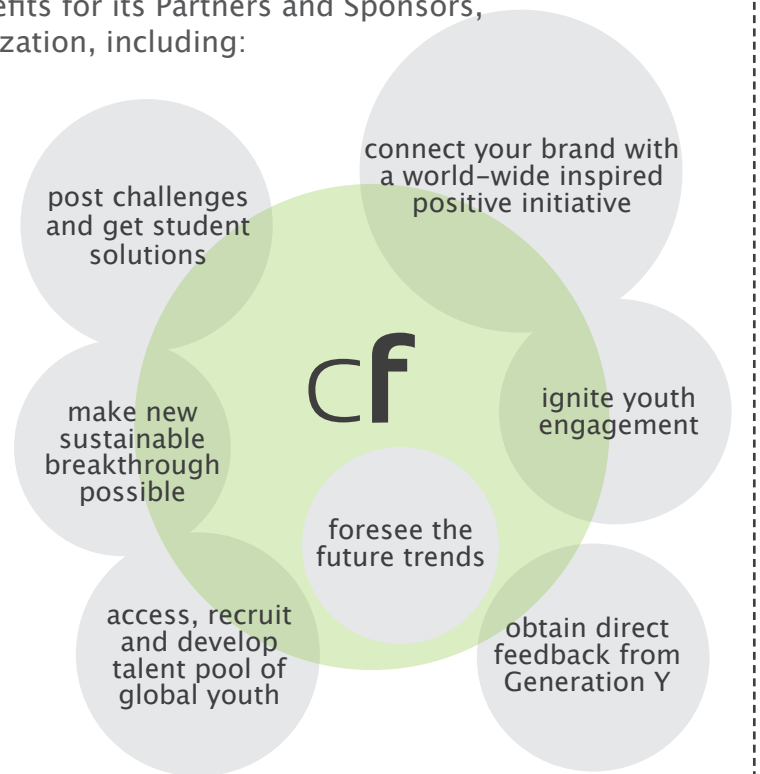
- Future Customers
- Future Markets
- Future Citizens
- Future Community Leaders

Global Talent: gain insights into the forces that will shape the future of the talent market by understanding and accessing:

- Future Employees
- Future Innovators
- Future Educators

Know How: access the future vision and develop understanding of the way youth works, thinks, buys, and behaves by observing and shaping:

- Future Trends
- Future Communities
- Future Solutions



For more information, please do not hesitate to contact:

Metka Ule Novak, VP Operation and Marketing
e: metka@challengefuture.org



Challenge: Future
Technology park - Pot za Brdom 100,
1000 Ljubljana, Slovenia
P +386 820 505 33 **F** +386 820 505 31
W www.challengefuture.org