
STATUS Powerful mega trends
   Intensifying sustainability challenges

NEEDED BOLD Action, BREAKTHROUGH innovations,
   NEW mindset, SUSTAINABILITY EMBEDDED leadership

PROBLEM How to raise global awareness?
   How to inspire curiosity?
   How to engage global youth in collaboration?
Global Youth Think Tank

challengefuture is a global youth think tank creating a community of talent and ideas for the world that works for all.

Competition
At the heart of the think tank's efforts is the challengefuture global youth competition - the leading worldwide web-based contest built on the principles of radical inclusiveness and open innovation. The main competition is complemented with a range of quick challenges - focused and daring contest run in partnership with pioneering organizations around the globe.

Summit
The competition concludes with a face-to-face challengefuture Summit, a life-changing event connecting the most innovative youth, pioneering businesses, policy leaders and other change makers in dialogue, reflection, and action.

the Future Book
The thinking, creation, and dialogue then continue on the pages of the Future Book, an annual community-authored collection of provocative expert ideas and intuitive youth foresight.
OUR MISSION & VISION

--- where --- challenge future 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 thousands of ideas and solutions each year through competition, 200 local chapters and a think tank of 1000 new leaders challenging the global vision of the future via 100 new projects that will make significant impact on business, society, technology and education.

--- why --- challenge future 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.
**ChallengeFuture Approach**

- Truly Global collaboration
- Positive impact on sustainable world economic growth
- Stimulate equal opportunity of all students for their personal and professional development
- Youth engagement in Challenge:Future development and organization
- Impact on education curriculum and promotion of open collaboration in education
- Multi-partners growth approach

Challenge:Future has the basis to be a wonderful win-win-win for the world...

**John P. Kotter,**
Harvard Business School
challengefuture Results

challengefuture 24.9.2009 – 14.4.2011:

- 17,721 youth registered from 206 countries and territories
- 1,214 schools and faculties
- 74 mentors
- 252 judges
- 1,560,592 page views
- 227,013 visits from 185 countries and territories
227,044 visits came from 185 countries/territories
How we work?

World Challenges of Today

Business
Technology
Society
Human / Education

Creativity

Knowledge Sharing
Collaboration
Open Dialogue
Open Innovation

Incubation

New Mindset
Talent
Solutions Innovations

Impact on the Future

Business 2030
Technology 2030
Society 2030
Human / Education

Towards a fair and global prosperity
challengefuture Innovation Cycle

- Attracting and Motivating
- Identifying and Structuring Balanced Challenge
- Idea Generating
- Pre-Selecting
- Developing
- Selecting
- Developing & Advancing
- Public Recognition

- ChallengeFuture Open Youth Competition
- First Round
- Semi-Finals
- Finals
- ChallengeFuture Summit
- The Future Book

- Hotbed of Ideas

- Community Contribution
- Partner Search
- Business Viability & Realization

- Ideation
- Incubation
- Amplification
- Implementation
## Competition 2011/2012 (from 2.3.2011-14.4.2011)

<table>
<thead>
<tr>
<th><strong>Global Reach</strong></th>
<th><strong>Youth</strong></th>
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<tbody>
<tr>
<td>402.548 page views</td>
<td>660 competitors</td>
</tr>
<tr>
<td>From 154 count./territ.</td>
<td>340 teams</td>
</tr>
<tr>
<td>Avg. time on page 09:04</td>
<td>22,1 average age</td>
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<td></td>
<td>277 schools</td>
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<tr>
<th><strong>Diversification</strong></th>
<th><strong>Innovation</strong></th>
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<tr>
<td>47% teams with members from different schools</td>
<td>40% social innovations</td>
</tr>
<tr>
<td>26,8% teams with members from different countries</td>
<td>21% innovations in education</td>
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<td></td>
<td>39% business and technology</td>
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</tbody>
</table>
Bringing other topic to youth

Storm it
**UNCORRUPTED WORLD**
Identify and fight corruption with your ideas!
**Award:** Trip to Brussels & free participation at the PRME Summit

+ one-on-one meetings!

This is you! :-)

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**SPECIAL MISSION**

**LAKE BAikal**

**PROTECT AND PRESERVE**

new Quick Challenge starting April, 19

together with

Baikal International Business School

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**UNCERTAIN FUTURE**

**cf SURVEY on UNCERTAIN FUTURE**

Complete this short & simple survey. ▶

By the way, it’s worth 100 sparks!
C:F structure

CHAPeTERS
Discover a C:F Chapter near you

ACTION TEAMS
Join one of the teams

ADVISORY BOARD
Meet the members

EDUCATORS BOARD
Meet the members

ALUMNI
Meet the members

Damla Aktan, Turkey
Jude Roxas, Philippines
Adamma Umeofia, Nigeria
Global Reach – Local Actions

1) Youth Agenda on CF Summit 2010
2) 19 chapters since Nov 2010
3) 4 Chapters in incorporation
4) 1st Annual Chapter Meeting in Izmir, Turkey August 21st – 25th 2011
C:F ACTION Team – gaining experiences

Global Reach – Virtual Actions

1) Voice of C:F Youth in community and competition

2) Virtual teams with time-bound projects from over 9 countries

3) Community-generated articles created by members all over the world
It would be great to see that technologies didn’t destroy the planet but that they will be able to protect it for next generations.

SANDI CESKO,
CEO Studio Moderna

Is it really worth the time and investment to think about the future? After decades of research and scholarship, the answer I have found is a resounding “Yes!”

JOEL BARKER
Futurist and Author
It’s ironic that the corporate world can deliver a can of Coca-Cola more efficiently and sustainably to more parts of the world than we can deliver a cup of drinkable water.

What we need is a new mindset and new competencies – a commitment to sustainable development backed by solid innovation skills.

JOHN CROCKETT,
Social Entrepreneur

DANICA PURG,
Founder & President of IEDC Bled School of Management

John Crockett
US Embassy, Azerbaijan

Vladimir Vulin
Podgorica, Montenegro

Danica Purg
IEDC Bled, Slovenia

Nasir Afghan
IBA, Pakistan

Mary Pierce
Fanshawe, Canada
**OUR ALUMNI**

Discussion panel to the future development and actions of Challenge: Future competition.

<table>
<thead>
<tr>
<th>Aik Heng Yap, Singapore</th>
<th>Saad Khan, Pakistan</th>
<th>Jana Toskovic, Montenegro</th>
<th>Jake Jones, United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siddharth Rajkonwar, India</td>
<td>Natalia Efimova, Russia</td>
<td>Ana Hederih, Slovenia</td>
<td>Johanny Arilexis Perez Sierra, Dominican Republic</td>
</tr>
<tr>
<td>Sayanee Basu, Singapore</td>
<td>Kayode Nubi, Turkey</td>
<td>Dan Croitoru, Romania</td>
<td>Adonis Voukelatos, Greece</td>
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We are all the more delighted to partner with Challenge:Future competition as this initiative fits perfectly with our ethos of supporting management education around the world and publishing innovative, rigorous and relevant research that encourages sustainability and global responsible leadership.

JOHN PETERS,
Emerald Chief Executive
GALA 2010
THE FACES OF CHALLENGE: FUTURE

Connecting is...