Today, as 50% of world population is below age of 26, youth unemployment is reaching new peaks every month. CO2 emissions are the highest in history, while fresh water shortage is expected to hit 40% by 2030. It seems that the global challenges are getting bigger, while the generation that will have to address them is getting weaker. challengefuture (cf) is successfully providing a single solution for delivering two results: (1) solving hundreds of real problems in 214 countries while (2) providing real skills, leadership opportunities, and experiences to thousands of global youths.

challengefuture (cf) has in 2011 actively engaged more then 24,000 youth from 214 countries and 1,546 faculties/business schools who created 1,469 innovative ideas and projects, invested 210,000 volunteering hours and improved 270,000 lives. Many competitions, actions and events have been organized in the partnership with prominent partners, such as UN PRME, UNESCO, TEDx and with the wisdom and advice of cf advisory board members, including Donald Johnston, Secretary general of OECD 1996-2006, Joel Barker, futurist, dr.Lucka Kajfez Bogataj, climatologist and VP of IPCC, Edward de Bono, prominent thinker, Sandi Cesko, and many other. In last two years we have developed a network of more than 6,000 professors, educators and schools from more then 150 countries who are informed about cf activities at least on bi-annual basis.

After two very successful cycles of youth engagement through competitions, impact projects, local cf Hubs, cf Summits and The Future Book it is now time to expand challengefuture reach, activities and impact. Therefore, we are inviting new founding and strategic partners to roll up their sleeves, engage with the vision, mission and goals and take part in co-creating sustainable and prosperous Future

Ever since the meeting two years ago, when I first encountered the idea of challengefuture, I find it as a wonderful initiative that brings young people together and I hope that I can offer you some messages from my own background.

Donald J. Johnston, Canada former OECD Secretary-General

The elder people are too used to improve what is already existent and the youth can be the right people to commit themselves in finding disruptive solutions. This is the challenge of challengefuture.

Riccardo Illy, Italy Illy Group President

challengefuture was the way to discover how essential are collaboration and competition in our lives (and that competition can phenomenally turn into collaboration), and how much do people from different parts of the world have in common. What unites us all is belief that we CAN make change - and therefore, we MUST do it.

Georgy Moskvitin, Russia Grand Award Contender 2012

challengefuture for me is confidence and hope for tomorrow.

Jennifer Ali, Pakistan finalist Youth4Youth 2011/2012

challengefuture for me is about bringing youth ideas forward and having them implanted.

Nilloofar Argi, Iran winner Old Stories for New Adventures 2011/2012

challengefuture presents a great opportunity to combine theory with practice.

prof. Gael Bonnin and prof. Guergana Guincheva, France EDHEC France
Who We Are

challengefuture is a global think-DO-tank. We are engaging youth in sustainability innovation for tomorrow (THINK) while creating positive impact today (DO).

What Problems We Are Solving

Today, we are facing an emerging problem of youth population boom, growing youth unemployment with more than 1.2 billion young people to enter labour market in the next 10 years while only 300 million jobs await, and the increasing gap between education, skills and jobs. On the other side the world is facing projected 40% gap in the supply and demand of freshwater by 2030, rapid decline of natural resources and extreme effects of global warming of expected up to 5°C within this century, among many other challenges.

challengefuture is addressing both streams of challenges with an unique approach of:

- developing youth employability and ability to create new jobs while
- generating sufficient levels of action and impact for sustainable and prosperous future.

The global challenges are getting bigger, while the generation that will have to address them is getting weaker.
Rationale for challengefuture

The UN’s Millennium Development Goals give a good summary of most of the major challenges facing the world today but what we are short of the ways to actually trigger and sustain sufficient levels of action to make change happen in a timely way. challengefuture is turning talks into actions by applying the Confucius quote “tell me and I will forget, show me and I might remember, engage me and I will understand” and evolving it into “...engage me and I will understand, remember and act”.

No proven ways to trigger and sustain sufficient levels of action for change to happen in a timely way.

Secondly, challengefuture focus is on global youth, the generation that is facing growing difficulties with obtaining appropriate education, jobs, entrepreneurial and leadership experiences. It is acting as a bridge between the years of education and real professional life by providing a place for developing skills and leadership potential through real-life challenges.

Thirdly, new bridges across economical, cultural, ethnical and generational divides are needed to reach social prosperity and stability. We cannot afford that youth constructive outlet would turn into destructive one, as manifested from London riots 2011 to growing religious fanatics.

Therefore, challengefuture is applying principles of radical inclusiveness, the spirit of global nation, open innovation, embedded sustainability and entrepreneurship attitude.
What We Do

challengefuture has developed social community, youth engagement know-how and real life network of 81 CF Hubs to develop global youth aged 18-30 and create positive impact through FIVE STRATEGIC cf ACTIVITIES:

- **cf Competitions**: the matrix of global, issue specific or local competitions. Competition invites students to find practical solutions to global environmental, social and business challenges. The cf online collaboration platform serves as the home where students can get to know each other, create and form teams, choose challenges to participate, interact with mentors, and receive feedback from expert judges and community.

- **cf Commitments**: individual and mass actions upon selected topics and tips. Inspired by very successful Tips of the Week, the articles and videos that inspired youth to make real change in daily lives, we are aiming to create the hub for empowering tips, real commitments and to monitor these impacts.

- **cf Collaboration**: cf Hubs, cf Action teams, The Future Book. cf is evolving competitors engagement towards collaboration for implementation of ideas, participation in projects and for creation of measurable impact. Collaboration could be individual, team or mass engagement, globally or locally.

- **cf Conferences**: cf Summit, cfy events. Each year all activities conclude 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. Last cf Summit 2012 took place in Bled, Slovenia from 16-22 March 2012 when a group of 80 exceptional individuals under the age of 30 have explored the global agenda and shared their solutions.

- **cf Change**: cf Project of the Year, Humanitarian projects. Inspired by the results of a single Youth 4 Youth challenge where youth impacted 210,000 lives only in three months, we are starting with global support to five selected projects to help the projects to survive, evolve and scale up on global level.
These empowered young people are beginning to transform every institution of modern life.

Don Tapscott, Wikinomics

The world needs us. There is no other place. There is no other time.

Nancy J. Adler, S. Bronfman Chair in Management at McGill University

Donald Johnston, former OECD president

Deepa Prahalad, business strategist

Edward De Bono, Creator of Six Thinking Hats and Lateral Thinking

Joel A. Barker, futurist

Ziga Turk, The Minister of Education, Science, Culture and Sports, Slovenia

Sandi Cesko, Chairman Studio Moderna

---

challengefuture Partners

AIESEC

AKTIVA

BMW

CEEMAN

Coca-Cola

Danfoss

EABIS

EFMD

Emerald

Eurasia Partnership Foundation

gbsn

gsk

GlxoSmithKline

gorenje

I FEEL SLOVENIA

IEDC

Microsoft

PrME

RIKO

sandbox

Studio Moderna

TakingITGlobal

IMK

triglav

UNESCO

World Business School Council for Sustainable Business

Zavody Psilon
Remember the Achievements

---

**challengefuture 2009/10**

- Connected **14,000** challengefuture (cf) members from **964 faculties and universities** from **184 countries**. What makes the challengefuture so special is a tremendous diversity of students that creates the bold global image of challengefuture as an accessible, fair, and empowering student competition.
- Motivated **550 competing teams** from **245 schools** and **72 countries** to engage their minds and hearts via an eight-month long innovation competition.
- Attracted **70,000 unique visitors** to its online community, with more than **1,000,000 pages viewed**.
- Hosted the challengefuture Summit 2010, where, under the patronage of Dr. Danilo Turk, President of Slovenia, nearly **100 of the most promising global youth** met in Bled and connected with remarkable business leaders, passionate civil change makers and visionary politicians for in-depth dialogue, reflection, and action.
- Published a community-authored publication, The Future Book, released in September 2010, which made it into the hands of Ban Ki-Moon, Secretary-General of the United Nations, General Colin L. Powell, former U.S. Secretary of State (2001-2005), Jack Welch, former CEO of GE, and many other world leaders, thinkers, businessmen, and change makers.

---

**cf Most Innovative School and School Hall of Fame**

The National University of Singapore (NUS) won the Most Innovative School Award, as its students have demonstrated exceptional quality and innovative spirit. NUS, which has an extensive sustainability and innovation curriculum, is a leading university from Singapore, a country that recently topped the rankings of the World Competitiveness Yearbook 2010 of the IMD, Switzerland.

---

**Competition Winner**

Sandi Cesko, Studio Moderna CEO, and futurist Joel Barker announced the team Backcasters as the grand award winner of the 2009/10 challengefuture competition. Winners Chen Sin Tan and Yen Ching Liew impressed the members of the judging panel with their solution for a New Metro Interior Design. The winning proposal tackles the problem of congested metro trains and stations using the technology of the high-speed roller-shutter door often found in production factories and warehouses. The community was thrilled at the prospects of this idea revolutionizing the future of transportation.
On May 13, 2010, nearly one hundred of the most promising challengefuture youths from 33 countries came together in the beautiful town of Bled, Slovenia to celebrate the final stage of the challengefuture Global Student Innovation Competition.

In the following six days, countless keynotes, youth speakers, community dialogues and outdoor activities interlaced into a profound experience of dialogue, discovery, and connection. Miha Pogacnik, a violinist and Cultural Ambassador of Slovenia, shared life and leadership lessons through the sound of his violin. Michael Holm Johansen, President of Central and Southern Europe Business Unit, The Coca-Cola Company, offered a glimpse of sustainable innovations at Coca-Cola. Danica Purg, a world-renown educator, talked about how Peter Drucker’s ideas on art inspired the philosophy of IEDC-Bled School of Management.

Youth led the brainstorming sessions and shared insights into the future as they see it. challengefuture Best Paper Winner Sayanee Basu (Singapore) introduced the topic of open communities; youth speaker Saad Khan (Pakistan) discussed climate change and its impacts on Asia, specifically referring to already-present effects in his home country and urging everyone to take action, while another youth speaker, Ivaylo Vasilev (Bulgaria), explored the responsibility of youth and ethical entrepreneurship.

On May 18, 2010, over 250 participants from 38 countries joined the challengefuture youth to celebrate future talent, innovation, open collaboration and the commitment to sustainable future. The Summit Gala featured keynote speeches by the futurist Joel A. Barker and former OECD Secretary-General Donald J. Johnston, while two youth panels representing the challengefuture community discussed future challenges and leadership approaches.

Announcement of the winners of the 2009/2010 competition became the focal point of the Gala. The Grand Award of €20,000 was presented to the team Backcasters, while the National University of Singapore took home the challengefuture Most Innovative School Award.
challengefuture main competition topic for 2011/2012 was “Fun+Meaning2=2030”. We encouraged youth worldwide to create solutions that will be fun and meaningful at the same time, related either to education, work, or everyday life. Competitors had to go through several stages and evaluation phases. In total, the Main Competition 2011/2012 gathered 40% social innovations, 21% innovations in education and 39% business. 47% teams had members from different schools and 26.8% teams with members from different countries. The first round attracted 653 competitors, filtering to 369 in the semi-finals, 69 to the Finals, and 5 to the Grand Award Contenders Phase.

Finalist Teams

Five teams from 5 different continents reached the finals:

- **Wepati** from Venezuela
- **WeBuilt** from Nigeria
- **DIA** from India
- **Rush Hot Chilli Brains** from Russia
- **Impact** from Canada

Two teams – **WeBuilt** from Nigeria and **Rush Hot Chilly Brains** from Russia won the competition preparing projects that envisioned fun and meaning in 2030 in a unique, engaging and sustainable way.

On the gala occasion, cf also announced **The most innovative school for 2012** – it was **Faculty of Economics**, Podgorica
Timeline: 22 September – 30 November, 2011
No. of valid submissions: 124
Total submissions: 208 (Resubmitted: 84)
Page views: 19,550
Winners: Sustainable Living Lab (SL2) by Muhd Idirs Rashad (Singapore)
Agricultural land deficiency by Zeev Trembovler (Israel)
Social Security Disaster by Alexander Shee (Hong Kong)

Timeline: 12 October – 12 December, 2011
No of valid submissions: 56
Total submissions: 94 (Resubmitted: 35. Deleted: 3)
Pageviews: 11,600
Unique visitors: 7,825
Visitors from: 118 countries and territories
Referals: 328 sources
Winners: Festival of making your own Wine By Ehsan Mehdizadeh Hanjani (Iran)
BICKA - family mountain challenge by Maja Ogrin (Slovenia)
Follow the current Kurent! (The Do-It-Yourself guided trip to spiritual Ptuj)
by Halina Wojslaw (Poland)

Timeline: 29 September – 9 December, 2011
No of valid submissions: 94
Total submissions: 171 (Resubmitted: 77)
Page views: 20,700
Unique visitors: 15,180
Visitors from: 152 countries and territories
Referrals: 603 sources
No of people involved: >1000 people
No of volunteering hours: >130,000 volunteering hours spent
No of people impacted: >85,000 people
Imagine the Future, Second cf Summit 2011/2012

challengefuture

summit 2012
March 16-21, 2012 / Bled, Slovenia

Under the patronage of UNESCO
United Nations Educational, Scientific and Cultural Organization

TEDxBled
x = independently organized TED event

cf academy
Global Youth for Positive Impact

cf educators forum
Education for Smart, Sustainable and Inclusive Future

2020: Next Challenges, Next Champions

Towards Smart, Sustainable and Inclusive Future

cf business forum
cf gala
Focus of challengefuture

Jobs, Jobs, Jobs
Growth within Planetary Boundaries
Climate Resilience, and
World Beyond Extreme Poverty

Over the course of 2012 until 2017, a wide range of projects will be launched to create tangible impact in the key domains of challengefuture thinking and doing.

challengefuture Goals until 2017

Engaging at least 3,000,000 people
Developing skills and employability of 1,000,000 youth
Igniting 5,000 start ups, social ventures, global projects
Improving 15,000,000 lives

challengefuture Added Value

For each 14 EUR invested into challengefuture in the next 5 years, we plan to:

- develop skills of 2 youths
- enable financial independency of 1 youth
- improve lives of 30 people by youth efforts

All at the same time!

cf contact details

Andreja Kodrin
Founder and President
T + 386 820 505 31
E andreja@challengefuture.org
www.challengefuture.org
Challenge:Future 1. **(noun)** An empowering and barrier-free global student competition based on innovation and open collaboration for a sustainable world. Abbreviated as C:F. 2. **(verb)** A call to think and start the change today to be able to live in the time which starts immediately after the present. 3. **(verb)** The exciting process of collaborating with peers around the globe and creating feasible solutions or “out of mind ideas” for a cleaner, smarter and fairer future. C:F Advisory Board, a group of visionary thinkers supporting C:F with fresh ideas and critical questions. The Board consists of a distinguished mixture of academia, business experts, and futurists. C:F Bootcamp, the first three days of the C:F Finals created for youth to connect, build skills, and share knowledge. 

**C:F Challenges**, specific competition tasks to be completed by participants. The 2009/2010 competition offered six challenges in its first phase: the future of Communication, Transportation, Media, Health, Youth, and Prosperity. C:F Chapters, a network of distinct geographical branches of C:F that strive to actively engage and foster local talents, to promote knowledge sharing and to create local and global impact with innovative Projects. C:F Educators Board, a group of prominent education experts and mentors supporting C:F with advising on the competition, Educators Forum, C:F Chapters and selection of the Most Innovative Schools. C:F Hall of Fame, an honor awarded to the top ten most innovative schools in the C:F competition based on open innovation and open collaboration principles. C:F Judges, an international team of experts representing different fields of knowledge that offer grades and feedback to competing teams. 

C:F Member, the essential, central and fundamental element of the C:F community. C:F Mentors, faculty members from all over the world who are passionate about fostering young talent. C:F Most Innovative School, the school that exhibited the most outstanding performance in C:F competition. C:F Open Collaboration, the process by which people share knowledge and create together for mutual benefit. C:F Open Innovation, the process in which one side (e.g., a company) needs a solution to a problem and opens itself up to broader audience (e.g., students) to find the solution to their concrete problem. C:F Platform, a virtual place where C:F members can participate in communication, collaboration, open dialogue, and competition. C:F Quick Challenge, short, exciting, and provocative contests that are posted each month to encourage creativity and promote open dialogue. They are referred to simply as QC. C:F Sparks, a measure of the activity and meaningful contribution on the C:F virtual platform. C:F StormIt, parallel contest for business solution with extra prizes for participants. In 2010, StormIt was dedicated to green tourism with a topic of “Give me three days of green sLOVEnia”. C:F Summit, an annual face-to-face gathering of the most innovative youth, pioneering business, policy leaders, and other change makers. 

C:F The Future Book, a first attempt among C:F enthusiasts to publish food for thought for the future. C:F Weekly Hot Topic, a discussion on trending topics that are relevant to sustainability, referred to as WHT. C:F Win-win-win, an action that benefits an individual, a business, and the world as a whole. The most important judging criteria in the C:F competition. C:F Winners, the student teams with the highest scores reflecting the combined judges’ grades and community votes. In the 2009/2010, the Backcasters team from Singapore were the winners. C:F Youth Advisory Board, the group that consists of extraordinary youth from the C:F community, referred to as YAB. C:F Youth Think Tank, over 70 passionate and creative youths who made it to the C:F Finals and serve as the voice of C:F community.