



Press Release

Students from all over the world challenging the future on a global scale

Bled (Slovenia), 11 November 2009 – In cooperation with CEEMAN (Central and East European Management Development Association) and Third Millennium Knowledge sustainability laboratory, the IEDC-Bled School of Management has launched "Challenge:Future", a global student competition aimed at promoting collaboration and innovation for the world's sustainable future.

Challenge:Future (<http://www.challengefuture.org/>) is envisioned as a collaborative contest bringing together creative students, mentors, business schools, innovative organizations and ideas from around the globe. Using the power of web 2.0 technologies, Challenge: Future invites teams of students age 18 through 30 throughout the globe to post creative ideas and develop solutions based on sustainability principles for specific global and business challenges. Challenge: Future is free for all participants and is strongly promoting diversity and equal opportunities for all.

With the passionate guidance of Advisory Board, benefiting from such visionary experts as **Don Tapscott, Nancy J. Adler, Chris Laszlo, Jean-Pierre Lehmann** and **Danah Zohar**, among many others, this global student competition is supported and steered in the right direction. It also enjoys support of prominent Network Partners, such as **Eurasia Partnership Foundation, NetImpact, EABIS**, while **Emerald Group Publishing** as a Knowledge Partner not only contributed to the global visibility of the competition but is also providing access to their top management journals to all competing teams.

This year's competition theme is **The Future of Connecting**, with six subthemes: *Call Me in 2020* (the future of communication), *Move It!* (the future of transportation), *What's the Buzz?* (the future of media), *Eat that Carrot!* (the future of health), *Youth Rulz!* (the future of youth in society), *Fast Forward* (the future of prosperity).

The first two rounds of the competition take place **online** on a specially designed platform (1st round: November-January; 2nd round: January-March), and the head-to-head finals will take place in Bled in April 2010. There are many prizes as the competition progresses, with the grand award of 20,000 EUR. Since the start of Challenge:Future in September and a week to go till registration closes on **November 18**, there are **over 1,000 registered** students from more than 300 schools and **63 countries** from all over the world.

Challenge:Future offers various levels of involvement for **participating schools**, engaging both students and faculty, who can act as mentors to competing teams. It presents a new avenue for developing mentoring and teaching excellence for all faculty members and a chance to demonstrate openness to innovation and global vision for a school as a whole. **Companies** get a chance to use the power of youth-driven innovation for current and future business needs, collaborate with generation Y and get their ideas, perspectives and insights of the future, have a unique access to advisory board experts, sessions with best teams from the world working on their corporate future issues. At the same time, they can interact with their future employees, customers, partners and build their brand awareness and loyalty.

Additional information:

CEEMAN-Central and East European Management Development Association, Presernova 33, 4260 Bled, Slovenia, www.ceeman.org, Olga Veligurska, tel.: +386 4 57 92 505, e-mail: olga.veligurska@iedc.si
IEDC-Bled School of Management, Presernova 33, 4260 Bled, Slovenia, www.iedc.si, Dr. Nadya Zhexembayeva, tel.: +386 4 57 92 531, e-mail: nadya.zhexembayeva@iedc.si, Tanja Zabukovnik, tel.: +386 4 57 92 543, tanja.zabukovnik@iedc.si
TMK-Third Millennium Knowledge, Cesta na Brdo 100, 1000 Ljubljana, Slovenia, www.tmk-lab.eu, Andreja Kodrin, tel. +386 0820 505 33, ak@tmk-lab.eu