

IDEAS Global Sustainability Summit:

Developing a New Generation of Global Sustainability Leaders

Summary

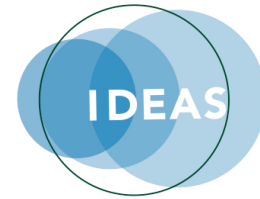
In October of 2010, IDEAS will host a conference at Stanford University, bringing together student leaders in the sustainability and environmental movement from around the globe. We are planning to select 20 students from the international community, and 10 students from the United States to take part in this unique opportunity. The goal is not to recreate conferences of the past, but to establish a new norm of student collaboration and leadership in the “green” movement through intensive workshop and seminar based events.

Description

The focus of the conference is two-fold: 1) to provide the tools, skills, and information to these select student leaders in order to further their ability to be changemakers on their campuses and in their communities; 2) to develop strong relationships between these leaders so that they may exchange ideas, support each other's projects, and build an intimate network of leading students interested in implementing a sustainable international development agenda.

Through exposure to high-profile leaders, organizations, companies, and projects, we hope to further inspire these leaders to expand their perspectives and to network with potential partners. With a strong emphasis on workshops and seminars lead by experienced and proven changemakers from around the world, we hope to employ our delegates with a strong set of skills to take back and pass to others in their campuses, organizations, and communities. Furthermore, in inviting members from diverse backgrounds, from academics to the private sector to government, we embrace that the solution to the problems we face must involve an interdisciplinary approach and with participation from all sectors.

Finally, through retreat programs and an ongoing project that the delegates will work on throughout the conference, we hope to build life-long relationships that not only illustrate the power of collaboration among leaders, but also create a sense of community and a network that they can continue to utilize as they continue on their missions in various parts of the world.



Strategy

Goal 1: Capacity Building -- to provide the tools, skills, and information to these select student leaders in order to further their ability to be changemakers on their campuses and in their communities.

Through a series of workshops, seminars, and speaker events, we hope to provide the participants with a tangible set of skills that they can take back to their communities.

Workshops/Seminars: We are currently working to put together a wide variety of workshops and seminars throughout the week. These will tentatively include the following subjects:

- Being a self-starter/entrepreneur
- Making a business plan
- Team Building
- Company that implemented a sustainability effort/campaign
- Stanford Sustainability Department | Incentivizing Change in Sustainability
- Basics of Web Collaboration
- Students for a Sustainable Stanford | Conceptualization and operations
- Marketing
- Grant writing
- Private Donors/Corporate Sponsorships
- General non-profit fundraising
- Resource use (SPOON, Stanford Dining)

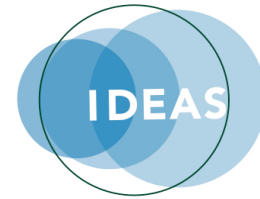
We also hope to have panels from people in the following sectors:

- Venture Capitalists
- Policy Makers
- Entrepreneurs
- Academics
- Non-profit/Social-E Executives
- Corporate Executives
- Student leaders

We hope to pull from the vast resources of Stanford professors, staff, and students to help run and lead many of these workshops, as well as local companies and notable individuals.

Goal 2: Community Building -- to develop strong relationships between these leaders so that they may exchange ideas, support each other's projects, and build an intimate network of leading students interested in implementing a sustainable international development agenda.

Our hope is to create a strong bond between the participants themselves so that they may continue to work with each other once they leave this conference. To build such bonds, we will also be holding group workshops that are tailored



towards working through common problems these leaders encounter in their communities, social events at which the participants can get to know each other as well as invite other Stanford students and professors interested in sustainability issues, international development, or simply interested in the participants and their countries. Our goal will be to set-up the infrastructure--email groups, chat forums, Facebook pages--to facilitate communication and collaboration for the years to come.

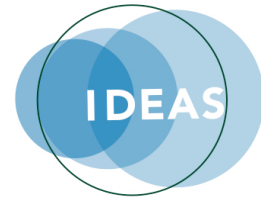
Beneficiaries

We believe that the strong interaction between the high caliber of the participants of the conference and the rest of the Stanford community--from Stanford environmental focused groups to general Stanford students to professors and also members of the international community that will benefit from the knowledge gained from the Stanford experience and this conference--will be mutually beneficial in multiple ways.

Partnerships

We have already joined the newly formed Green Alliance for Innovative Action (GAIA) and are cosponsoring FutureFest that is bringing Steven Chu and Van Jones this Spring. We are meeting with the Chair of GAIA this week to see how we can help our conference collaborate effectively with FutureFest. Additionally, we will reach out to SSS and other student groups such as the Green Living Council, to help lead workshops focusing on activities that they have expertise in, as well as come to our social events so that these international students can interact with Stanford environmental leaders. Furthermore, once our applicants have been selected, we will reach out to Stanford ethnic/cultural communities that these participants affiliate with, so that they can also make long lasting personal relationships. Also, after briefly speaking with Buzz Thompson, we are hoping to continue to use the Woods Institute for help in connecting us with potential speakers and with organizational assistance.

Furthermore, we are hoping to actively engage corporate and private sponsors to help donate finances as well as provide other perks including company site visits (for instance, a visit to the Google Campus) as well as an invitation to lead certain workshops. A partial list of organizations we are contacting include the Alliance for Climate Protection, Clinton Foundation, Department of Energy, HP, Google, Khosla Ventures, McKinsey & Co., Goldman Sachs, Kliener Perkins, Lightspeed Ventures, Founders Fund, Yahoo!, Microsoft, Ford, GM, Toyota, Honda, GE, Shell, BP, Chevron, WallMart, Oracle, AT&T, Hewlett Foundation, Skoll Foundation, Virgin Unite, SUNEdison, Sketch Foundation, and many others.



Budget:

We have a multi-pronged approach to financing this event. As mentioned above, we are reaching out to many private and corporate donors to help finance the conference. Tentatively, our budget is the following:

- Lodging: 30 students x 60 x 7 nights = \$12,600
- Food (Stanford Dining Sponsorship): 30 students x 50 x 7 nights = \$10,500
- Local transportation: 30 students x 100 = \$3,000
- Logistics, Room rental, Equipment = \$5,000

Total = \$31,100*

**Currently we are planning to have participants fund their own travel, but we are hoping to provide subsidies for those who need financial assistance through our private/corporate sponsors.*

Please feel free to contact any of us at the email addresses provided on the cover page. We have more minute details ready to be shared on all aspects of this proposal, and would be happy to present them if necessary.