



# AIESEC in Kenya CSR Partnership Proposal

AIESEC Kenya C/O Dean of Students, University of  
Nairobi

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## ABOUT AIESEC

AIESEC is the **world's largest youth-run organization**. Active in over 1,700 universities across more than 110 countries and territories, our international platform enables young people to explore and develop their leadership potential for them to have a positive impact in society.

**Our History:** AIESEC was founded 1948 after the second World War as a means to create understanding among people from different nations and enable a new generation of leaders envisioning a better world. Today, after more than 60 years, we continue to enable youth to explore and develop their potential to have a positive impact in society.

**Our Values:** AIESEC's innovative development process consists of **unmatched leadership experiences, international opportunities and a global learning environment.**

- Striving for Excellence
- Activating Leadership
- Living Diversity
- Demonstrating Integrity
- Acting Sustainable
- Enjoying Participation

### AIESEC in Numbers:

- 111 Countries and territories
- 50,000 Registered members
- 10,000 Leadership Roles
- 470 Conferences Annually
- 1,700 Universities
- 10,000 Internships annually
- 4,000 Partners and Sponsors
- 800,000 Alumni
- 700 Members in Kenya
- 11 University Chapters in Kenya
- 40 Years of existence in Kenya
- 5,000 Kenyan Alumni

## About AIESEC in Kenya

AIESEC in Kenya was founded in 1970. Our alumni have gone on to accomplish great things in all sectors of society, thus supporting the fulfillment of AIESEC's mission to create positive change in society. Some examples include:

### Alumni and organization

- Linus Gitahi, CEO Nation Media Group
- Isaac Awuondo, CEO of Commercial Bank of Africa
- Peter Nduati, Founder and CEO of Resolution Health
- Frank Ileri, Managing Director of Housing Finance
- Polycarp Igathe, Managing Director HACO Industries
- Hon. Amos Wako, Attorney General

### Support/Sponsorships

- Corporate Sponsor/Media coverage
- Corporate Sponsor/Financial advisor
- Corporate Sponsor/Theme development
- Honorary Council/Alumni connect
- Corporate Sponsor/In-kind support
- Honorary Council/Government outreach

AIESEC in Kenya cooperates with many organizations to facilitate the leadership development programme and international internship opportunities. Our placements on the internship program from the global network are in the Netherlands, Tanzania, USA, Norway and Germany. In 2008/2009, 170 internship opportunities were provided through the program and in 2009/2010, 201 internships were provided.

### Our past and present supporters include:

- |                         |                                    |
|-------------------------|------------------------------------|
| PWC                     | Athi River Mining Company          |
| Resolution Health       | Ministry of Youth Affairs & Sports |
| DHL Kenya               | Resource Associates                |
| Standard Chartered Bank | Commercial Bank of Africa          |
| Housing Finance         | Pan-African Insurance              |
| GE East Africa          |                                    |

## AIESEC in Thailand

AIESEC was founded in Thailand in 1966, as a cooperation between AIESEC in Japan and Professor Dr. Puey Ungpakorn. Thailand was officially welcomed into the AIESEC network in 1968.

On 16th January 2003 AIESEC in Thailand officially registered as a Non-Profit Organization with the National Culture Mission Bureau.

Currently AIESEC in Thailand is active in four of the top Universities in Bangkok:

- **Assumption University**
- **Bangkok University**
- **Chulalongkorn University**
- **Thammasat University**

## AIESEC INTERNATIONAL CONGRESS 2011

The 63<sup>rd</sup> annual AIESEC International Congress is scheduled to be hosted in Kenya this year. It is one of the largest international youth conferences being convened. Along with this congress a parallel 4 days Alumni International Meeting is hosted, that brings together key business leaders from across the globe.

Highlights of the Congress include;

- **10 day conference** covering cross-cultural **leadership training**, interactive workshops on team **management**, **strategic planning** and **global career development** opportunities for youth.
- **600 university level youth leaders** representing 111 countries and territories
- **30+ Senior Business Leaders from 5 continents**, from the private and public sector looking for foreign direct investment opportunities in the region
- **250+ AIESEC Alumni** attending the international meeting who are current **policy makers**, **government representatives**, **business executives** and **entrepreneurs** within the global network
- Extensive **media coverage** both within Kenya and globally through both mainstream and social media networks
- 2<sup>nd</sup> AIESEC International Congress to be held in Africa after South Africa in 1999



### WHY SHOULD YOU SPONSOR THE INTERNATIONAL CONGRESS 2011 KENYA?

1. **Exposure** to an international audience that comprises of academia, key business leaders, government officials, policy shapers and makers, future leaders and an alumni network that is growing globally. Our membership base consists of more than 50,000 young people in over 1,600 universities in 107 countries and territories.
2. **Networking** opportunity with other organizations, entities and individuals in similar or related fields which could lay ground for future business opportunities. The AIESEC network manages relationships with well over 4,000 partners.
3. **Impact** the participants through your line of business or product as well as participation in any of the eight identified topics which will be discussed during the course of the congress. Our experience in delivering quality sessions stems from organizing over 470 conferences each year.
4. **Business innovations and ideas** are brought about through interacting with our diverse audience that covers an influential spectrum of business leaders and managers, policy-makers, government officials and future leaders representing 107 countries from across the world.
5. **Invest** in the future leadership of student leaders who are at the fore-front in terms of technology and issues affecting the global environment through the unique AIESEC exchange program and conference participation. AIESEC facilitates more than 10,000 exchanges and 10,000 leadership roles annually.

### CONSIDERATIONS FOR THE 63<sup>RD</sup> CONGRESS

- The world's population consists over 3 billion young people; half of that population consists of young people under the age of 25 years. The international congress hosts a similar demographic of 19-28 year old youth who are AIESEC members.
- Forums such as these provide a venue where youth leaders interact with over business and government representatives. Through discussions, we are able to influence and shape the solutions to challenges affecting our future.
- The impact of the 63<sup>rd</sup> International Congress being held in Africa will be a major milestone. The congress has only been to Africa once before in South Africa in 1999.
- The residual media effect of such an undertaking is expected to cover an extended period. Such unique events have a lingering effect on both the public and especially the media as they continue to cover some of the current and visionary issues addressed at such forums. Contributing organizations allied in such a process are always at the forefront when linked to such initiatives.



### PAST CONGRESS PARTNERS



## INTERNATIONAL CONGRESS 2011 KENYA CSR PROGRAM

In the 63 year history of the AIESEC International Congress, AIESEC in Kenya is the second African country to host this event. We are working to show our relevance in Africa as a leader in social responsibility and sustainability. In our everyday activities and as we organize the congress, we are focusing on delivering positive impact to:

1. The community we operate in,
2. The environment
3. The people we work with.



In our community, we are giving University students an opportunity to share their views, opinions and solutions on global issues (8 selected topics) through a series of seminars known as Social Conversations. Currently we have done three sessions with over 300 students since January.



Our environment strategy is to ensure that we mitigate the negative environmental effects of hosting the congress in Kenya by engaging the delegates in a tree planting initiative known as the Eco-Extreme Challenge. Our goal is to plant 10000 tree seedlings in Nairobi National Park before the end of the congress.



Our people include the congress committee members, youth leaders and alumni, all consisting of youth leaders, key business executives, government representatives and partner company representatives. We envision a positive working culture in order to ensure performance, innovation and agility as we host a successful congress.

We invite you to partner with AIESEC in Kenya as we move towards greater social responsibility and sustainability before, during and after the congress.

- I. **CSR Partner:** As a CSR Partner, you will be a **sponsor of International Congress 2011**. This means that you make it possible for AIESEC Kenya to meet our budgeted expenses for our CSR initiatives by **providing a financial sponsorship of 6,000€**. In return AIESEC will give you the opportunity to **showcase your products, services, and investment and career opportunities to the attending business executives** from around the world. Your company will also have the opportunity to show a video advertising your company which will be aired during the Alumni Meeting (250 alumni and business leaders) and Kenyan Night (600 youth leaders).
- II. **Associate CSR Partner:** As an Associate CSR Partner, you will be a **support sponsor of International Congress 2011**. This means that you make it possible for AIESEC Kenya to meet our budgeted expenses for our CSR by **providing a financial sponsorship of 3,000€**.

## AIESEC INTERNATIONAL CONGRESS 2011 CSR PARTNERSHIP PACKAGES

| OFFER AND BENEFIT                                                                                                                                                                                                                        | CATEGORIES                          |                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|
| Branding                                                                                                                                                                                                                                 | CSR Partner                         | Associate CSR Partner               |
| Presence on conference material to include welcome packages for delegates, name on Website (hyperlink to organization), signage at both International Congress 2011 and Alumni meeting                                                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|                                                                                                                                                                                                                                          |                                     |                                     |
| AIESEC Kenya's social media campaign (the campaign includes company name featured on Facebook with 2,000 + followers Twitter and Linked in as a CSR partner for the congress) which runs from July to September                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Mention of the CSR sponsors during the Business Forum session in the Alumni Meeting and in one media mention in Kenya                                                                                                                    | <input checked="" type="checkbox"/> |                                     |
| Participation                                                                                                                                                                                                                            |                                     |                                     |
| Opportunity to show a 2 minute video of your company at the Alumni Meeting (250 alumni and business leaders) and Kenyan Night (600 youth leaders)                                                                                        | <input checked="" type="checkbox"/> |                                     |
| Company stand /booth during the Alumni Meeting for you to present your company to key business leaders and AIESEC alumni                                                                                                                 | <input checked="" type="checkbox"/> |                                     |
| Opportunity to send two company representatives to the Alumni International Meeting as delegates at a reduced alumni rate (20% less than corporate rates) so that you are exposed to investment and business opportunities in the region | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Networking                                                                                                                                                                                                                               |                                     |                                     |
| Opportunity to attend opening ceremony, global youth forum, partners fair, business fair, partner's dinner*, Kenyan night and official dinner* networking events. NB: *dinner costs are charged as per advertised rate                   | 4 invitations                       | 2 invitations                       |
| Distribution of organization's paraphernalia through delegate packages to all participants including alumni, business leaders and invited guests                                                                                         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|                                                                                                                                                                                                                                          | <b>Euros</b>                        |                                     |
| Total Investment                                                                                                                                                                                                                         | <b>6,000</b>                        | <b>3,000</b>                        |