

LEADearthSHIP

Background

Art, architecture and culture have all sought inspiration from the long history of our past where nature and human ecology were completely at one with each other. This sustainable understanding of our ancestors was rooted in their value system which maintained a balanced give and take relationship with the earth. However, a gradual disregard for land and natural resources has unsettled the harmony and the unsustainable rate of resource consumption has led to global environmental issues.

Today, we are painfully beginning to learn that environmental resources are limited and are quite sensitive to everything that we do. All the choices that we pursue, today, will affect everything in the future. The Johannesburg Summit stressed on and strengthened the concept of sustainable development. There is an immediate need to put what we learn into action in order to allow nature to catch up with the rate at which our requirements grow. This does not mean having to stifle human development. On the contrary, it means sustaining the supply of resources so that we can, in turn, sustain human development. With more than 50% of the population of India being less than 25 years, it becomes imperative to imbibe in them the awareness of the requirements and the ideals of sustainability.

We are at a critical juncture of time when a need for a change in lifestyle choices and accommodating sustainability in the patterns of politics, trade and development, industry etc. is crucial. This necessity for equilibrium calls for approaches which are committed, ethical and effective in empowering young people to ingrain sustainability into their very thought and thus, in sustaining our common future.

LEADearthSHIP

Set against the aforementioned context, The Energy and Resources Institute (TERI) initiated 'LEADearthSHIP'- an educational programme for youth which focuses on business and sustainability and aims to be the spring board for future youth leaders in India who have their world views deeply rooted in sustainability, ethics and co-existence.

It is based on the belief that young people of the country must be engaged in ideation, innovation and action that would ensure holistic development of the nation. The project also aims at closing the gap between aspiration and action and seeks to develop young leaders who will eventually assist in a smooth transition to sustainability.

The programme began with support from Tetra Pak India Ltd. for duration of two years (2013-2015). The period of 2015-2018 of LEADearthSHIP will be supported by Genpact.

Project Objectives

1. Prepare youth for leadership roles in their institutions, communities and cities through intensive training and imparting transversal skills to be able to contribute to the sustainable growth of the nation.
2. Facilitate understanding of innovation and cutting age sustainable practices by industry leaders as well as grassroots initiatives.
3. Impart knowledge on the triple bottom line (people, planet, profit) of business and enable learning through experiential programmes and sustainability initiatives
4. Develop competencies in young people to integrate sustainability in thought and practice in any field and vocation.

Approach

LEADearthSHIP is based on the three tier process of ideation, innovation and action for holistic development. It enables students to develop and enhance the following knowledge, skills and attitudes:

Knowledge

Understanding of local environment, economic and social problems; concepts of sustainable development; understanding of the triple bottom line (people, planet and profit) of business; innovative and cutting age sustainability practices by industry leaders;

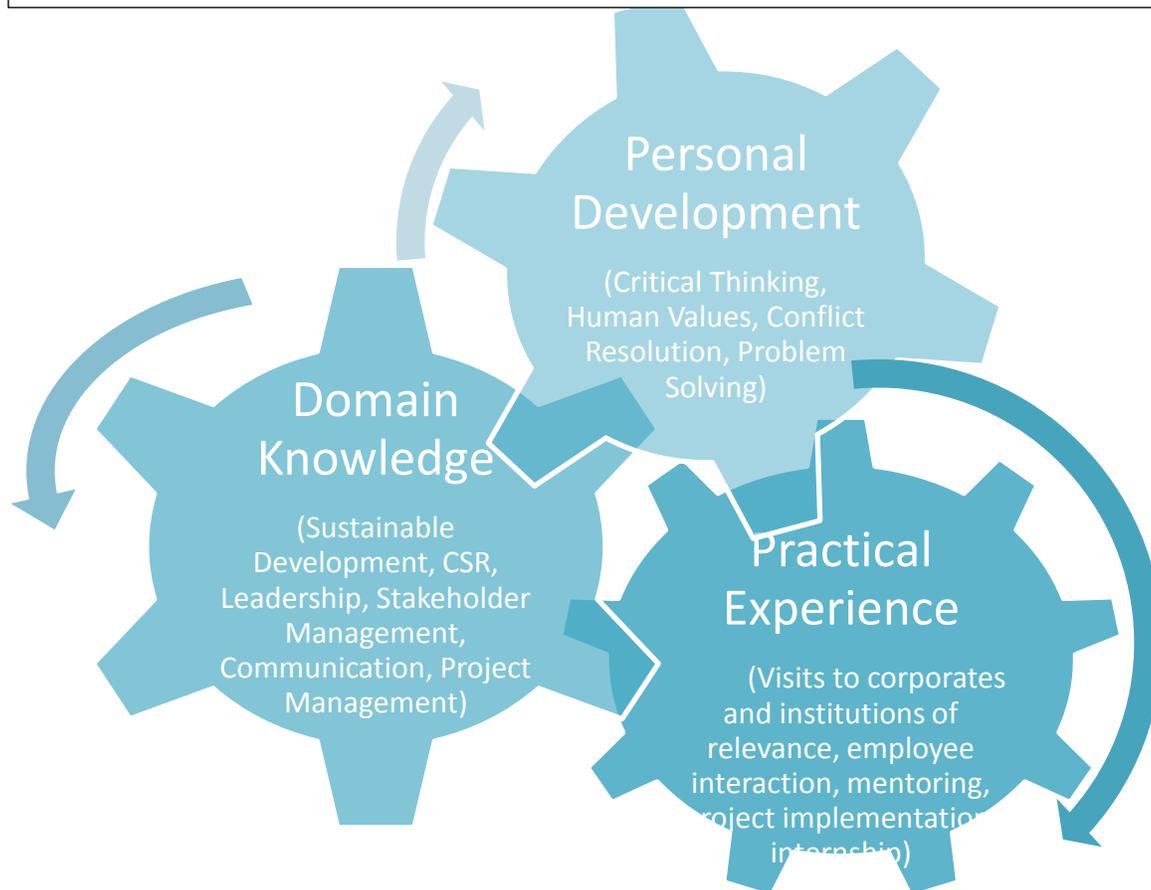
Skills

Ability to take leadership roles in communities; Ability to integrate sustainability in thought and practice in any field and vocation; Ability to undertake projects on various sustainability issues; Ability to educate, train and empower peers;

Attitudes

Appreciate and understand the relationship between sustainability, ethics and innovation; Assume responsibility for their action and assume leadership roles; Make sustainable and responsible decisions in their areas of work

Essentials of LEADearthSHIP



LEADearthSHIP will focus on strengthening the following three dimensions in a young person:

- 1) Emphasis on the 'individual' – imparting 21st century relevant skills.
- 2) Enhancing domain knowledge and competencies on leadership and sustainable development.
- 3) Exposure to real life examples of sustainability initiatives by businesses as well as civil society organizations through field visits.

Project Locations

Delhi-NCR

Pune, Maharashtra (2013-2015 only)

Project Activities

1. Consortium of colleges

A consortium of colleges from Delhi NCR and Pune (Maharashtra) was set up at the beginning of the programme in 2013. The selection of colleges was done through an application process. The colleges were evaluated on the basis of co-curricular activities undertaken at the college level, specifically sustainable development issues and the college administration's attitude towards youth programmes on sustainability. This list of colleges is revised every year based on their performance and new colleges are added to the list as per the selection criteria.

2. LEADearth Fellowship Program

The LEADearth Fellowship is the mainstay of the of the LEADearthSHIP programme. The LEADearth Fellowship provides an opportunity to the Fellows to conceptualize, implement, lead and manage a sustainability project on their own. The Fellows work in groups of 3-4 to implement the projects in their respective cities.

The fellowship program brings together intensive classroom sessions on business and sustainability by industry and civil society experts, interspersed with field visits and experiential learning, providing an opportunity to step out of the classroom into the real world and experience sustainable practices in action.

During 2013-15, **54** students have undergone this fellowship. These students were selected through a rigorous selection process from Delhi NCR and Pune. **18** projects were conceptualized and implemented by teams comprising of 3 Fellows each, during the two phases of the project. The projects received a seed funding and were carried out in Delhi NCR and Pune to make a visible change in the immediate environment. The projects were based on local social, economic and environment issues with strong focus on community participation. The duration of project implementation was 6 months. *Details of these projects are attached as Annexure 1 and 2.*

During the third phase of LEADearthSHIP (2015-16), **40** students will be selected from Delhi NCR and awarded the 'LEADearth Fellowship'. Each applicant will conceptualize a sustainability project/campaign in line with his/her skills and expertise that would directly or indirectly impact the excluded and marginalized communities. Projects implemented by these Fellows are expected to reach out to the following:

- Women/adolescent girls with low income backgrounds or low levels or no education
- Young people with physical disabilities
- Children with learning difficulties due to poor school infrastructure and low living standards
- Communities in rural or less serviced areas as well as slums in urban centers

- Youth having low social and economic status in urban areas

Structure of LEADearth Fellowship

Stage 1: Application and Selection of Fellows

- ✓ Application forms to be posted online and posted to colleges in Delhi NCR.
- ✓ 60 applicants to be shortlisted for personal interviews basis written application.
- ✓ 40 students to be selected as LEADearth Fellows through personal interviews.

Stage 2: Orientation Week

- ✓ Week long residential orientation program at a location identified by TERI.
- ✓ Top 10 projects from the pool of 40 projects to be selected for funding and implementation.
- ✓ Sessions by experts on sustainable development, leadership, CSR, conflict resolution, team work and project management.
- ✓ Classroom sessions interspersed with visits to organizations, schools, social experiments and enterprises.

Stage 3: Project Finalization and Implementation

- ✓ Fellows to finalize and implement projects in groups of 4 over a period of 6 months.
- ✓ Fellows to be provided with visiting cards and I-cards.
- ✓ Two 1-day Labs to be held to gauge the progress made by each group and to provide technical expertise on monitoring, evaluation and documentation.
- ✓ Fellows to be invited to participate in TERI's YUVA Meet 2016 and Delhi Sustainable Development Summit (DSDS) 2016.
- ✓ Mentoring and guidance by TERI at each level.

Stage 4: Project Documentation and Reporting

- ✓ Fellows to document their projects in digital and print formats as prescribed by TERI.
- ✓ Each group will be required to (a) write a report on the projects (b) make a 5 minute film (c) Reach out to 500 people through talks and presentations within their institutions.

Stage 5: Closing Workshop & Felicitation

- ✓ A 2-day closing workshop will be organized for sharing and reflection by the Fellows.
- ✓ Successful fellows will be presented with certificates and mementos upon completion of their fellowship.

3. Leadership lectures

A series of talks and workshops by renowned leaders from the field of sustainability, youth activism, business, media, sports, arts; young visionaries and motivational speakers are held as part of LEADearthSHIP. These workshops/ talks are intended to reach out to a larger audience in colleges and act as platforms to talk about sustainability issues and to actively engage 'thought leaders' from across the spectrum to interact and inspire young minds.

In the past the leadership talk has been delivered by stalwarts like Sir Robert Swan (Polar Explorer and Founder, 2041), Ankita Tiwana (Golfer), Purab Kohli (Actor), Joost Notenboom & Michiel Roodenburg (Founders, Cycle for Water), Kandarp Singh (Managing Director, Tetra Pak), HE Harald Sandberg (Ambassador of Sweden to India) and Klaus Eklund (Senior Economist, SEB).

Report on 'Finding the Stairway to a Sustainable Future through Collaboration and Innovation', a programme organized as part of Leadership lecture series under LEADearthSHIP is attached as Annexure 3

4. Labs

Labs are conducted to gauge the progress made in each project and to provide technical expertise on monitoring & evaluation and documentation.

5. LEADearth Contests

LEADearthSHIP programme have been proud to be associated with international ambassador Sir Robert Swan – polar explorer, environmentalist and founder of 2041 (an international organization). Sir Robert Swan led the first corporate expedition to Antarctica in 2003, during which 42 people from 18 nations joined Sir Robert on his 'Leadership on the Edge' program. In the first phase of the project in 2014, LEADearth Fellow Shreyak Mahajan was selected as part of the LEADearth competition to accompany Sir Robert Swan the IAE 2014.

In the second phase, the contest was restructured as **Net Work for Nature**- an online activism challenge to select seven people from across India as Youth Ambassadors. The challenge required the participants to post photographs, videos, tiny tales for six days on predefined themes on sustainability and social concerns on Google+, Twitter, Instagram and Facebook.

6. Internships

The LEADearth Fellows from the first two phases (2013-15) were provided an opportunity to intern for 6-8 weeks at an organization which is deeply entrenched in developmental, sustainability or socially relevant creative work. The basic purpose of the internships is to provide the Fellows with practical experience, enhance their skills and build upon their learning from the Fellowship. This component has been discontinued in the third phase (2015-16) in view of the short availability of time frame in between the college programmes pursued by fellows and requirements from the industry and corporates.

7. Campus Impact Challenge

College campuses will be invited to participate in this inter-college competition during 2015-16, where a group of students will be asked to identify one key (a) sustainability challenge in the their respective campuses (b) design a campaign to transform the problem into an opportunity (c) implement it over a specified period (d) evaluate and assess impact & compete for the 'Genpact Campus Impact Award'.

Structure of the Campus Impact Challenge

Level 1

Announce the competition and invite colleges through online application to participate in the 'Campus Impact Challenge'. Each college will be required to make a Campus Impact Group (CIG) comprising 25 students and a faculty member. The CIG will identify a sustainability challenge in their campus and submit a campaign idea to address it.

Level 2

Shortlisted entries will progress to the second level of the challenge, which involves the successful launch of the campaign by each CIG in their respective college campuses and its further implementation.

Level 3

The participating colleges will be asked to submit a comprehensive report on their campaign along with evidence (photographs, videos, testimonials, reference letters, etc.) to support their work. Based on the reports, 20 colleges will be shortlisted for the next level.

Level 4

A TERI or TERI-identified evaluator will visit the shortlisted colleges to assess the impact of the campaign and submit brief reports to TERI. Based on the evaluators' feedback, 10 campaigns will be selected for the day long Campus Impact Meet for their final presentation. Top 3 campaigns will be awarded the 'Genpact Campus Impact Award'.

8. Online Activities

In addition to the aforementioned components, LEADearthSHIP would go beyond the confines of text-based and a linear training process into versatile grounds of education, integrating internet and social media to channelize the potential of the youth. LEADearthSHIP already has a thriving presence on social media. A Facebook page (www.facebook.com/leadearthship) has been created and currently has 4500 followers. The page is handled by TERI and the LEADearth fellows. The page allows students to interact, ideate and network. LEADearthSHIP also has presence on Twitter, Instagram and Google+. In order to target youth in a more systematic and structured manner, a microsite will be developed devoted exclusively to the project.

Project Output for 2015-16

- ✓ 10 sustainability projects to be designed and implemented by the LEADearth Fellows.
- ✓ A leadership lecture by an inspirational speaker which will be documented.
- ✓ At least 25 Campus Impact campaigns to be implemented.
- ✓ An exclusive microsite dedicated to the project.
- ✓ A robust social media presence to be maintained on Facebook, Twitter, Google+ and Instagram.
- ✓ Information, Education and Communication (IEC) materials liked brochures and posters will be developed.

Monitoring and Evaluation

Appropriate M&E tools like questionnaires, feedback forms and discussions will be used during each activity to assess the impact of interventions. Some of the Key Performance Indicators (KPIs) that will be used in the project are:

Category	KPIs	Tool
Participation and engagement of other stakeholders	Number of students at different events. Number of applications for the LEADearth Fellowship, YUVA Meet and Campus Impact Challenge. Number of other organizations/facilitators engaged. Number of colleges/universities targeted. Number of indirect educates through fellowship projects and other project interventions. Number of Fellows trained.	Registration during events; application forms submitted for different competitions; reports submitted by LEADearth Fellows
Media and publication	Number of media impressions (print and electronic). Followers on different social media platforms (followers, mentions, likes etc.)	Number of article, Google analytics; Facebook insight etc.
Knowledge and Training	Ability to describe and discuss the basic concepts of sustainable development. Ability to design, implement and manage sustainability projects and campaigns. Ability to work in a team and collaborate. Comprehension of the work done by TERI and Sponsors. Ability to express and communicate articulately	Pre and post assessment questionnaire; testimonials; peer and self-appraisal forms.

Project Outreach

The project reached out to more than 50,000 people in the last two years directly. In 2015-16, the project aims to directly reach out to about 30,000 persons and about 200,000 indirectly, through its various interventions.

Key Innovations

Cycle to Recycle

Cycle to Recycle rallies were organized to commemorate the launch of the project in the city of Pune in 2013 and 2014. These cycle rallies were organized to increase the outreach of LEADearthSHIP and spread awareness on recycling. Participants from various walks of life – school and college students, teachers and educators, corporate employees were part of the rally.

Orientation Week (O-Week)

The Orientation Week is a week-long intensive training programme for the selected Fellows under the project. It includes classroom sessions on issues of sustainable development, leadership, CSR, conflict resolution, stereotypes, and project management; talks by business and environment leaders, leadership activities, simulation exercises, and field visits.

The E.C.G (Empathy, Creativity, Giving) Model of LEADearthSHIP

The ECG Model is a unique concept which centers around the concept of giving back to the society. This activity was undertaken during the Orientation Week wherein the Fellows work in teams to create stationery products from discarded paper and cloth materials. These products are later donated to students from an underprivileged school.

Future Leaders' Café

The Future Leaders' Café (FLC) is an 'unconference' to create a space for the youth for constructive and action oriented conversations on sustainability and social change and brings together inspiring examples from wide and seemingly disparate fields like media, technology, art, entertainment, music, business, literature and governance.

Two editions of the FLCs, on the themes- 'Rainbow Approach to Sustainability' and 'Sustainability Jukebox' were organized in Delhi and Pune respectively in 2014 and 2015. These two conferences were attended by over 400 participants from colleges and other like-minded organizations.

Challenges

- Managing different stakeholders – Each phase of LEADearthSHIP involves a yearlong engagement with selected number of fellows (30-40) from reputed institutions of higher learning from selected cities in India. Additionally, the fellows partner with multiple organizations to effectively implement their project. To understand the aspirations of the stakeholders, LEADearthSHIP team holds strategy meetings with the partner organizations, imparts stakeholder management skills to the fellows and communicates regularly via email and social media.
- Engaging and motivating a larger audience – As a leadership building program, it is essential for LEADearthSHIP to focus on lesser numbers of individuals to effectively enhance their capacity. Engaging larger audiences thus, poses itself to be challenge. In the past, LEADearthSHIP has organized a series of

leadership lectures and cafés to inspire more young people. The Campus Impact Challenge is another way to engage and reach out to a larger audience.

- Overburdened students – The university curriculum in India is demanding and requires the students to be on their toes constantly. Therefore, LEADearthSHIP activities have been designed in a flexible manner to accommodate changes. The structure of the fellowship is such that the fellows have complete freedom to design and implement their projects.
- Impact evaluation – LEADearthSHIP activities skill future leaders who work in teams to impact real-life situations around them. The assessment of the personal development of the fellows and the evaluation of their performance is difficult since it involves abstract values. To address it, a multi-point fellow appraisal system has been designed and shall be put in place this year onwards.

Sustainability of the initiative

- LEADearthSHIP has successfully completed 2 years with support from Tetra Pak India Ltd. The novelty and relevance of the project towards building leadership for sustainability in youth has attracted Genpact as the future Sponsor, who will be supporting the project for the next three years.
- LEADearthSHIP has an active engagement with the fellows. The team members meet all the fellows every 2 months and mentor them constantly. The fellows, who have completed their fellowship are constantly involved as resource persons and mentors for the new generation fellows.
- The projects run by the fellows are designed and implemented independently by the fellows who often partner with other organizations to ensure the continuity of their projects after the fellowship duration comes to an end.
- The volunteer groups have been designed in a manner that they can function on their own with minimum external support. Their efficiency shall stay unharmed even if TERI withdraws.

Future Plans

- Establish volunteer groups in institutions across the project cities to identify environmental problems at a local level and act towards finding and implementing solutions.
- Expand LEADearthSHIP by taking it to new cities like Mumbai, Hyderabad, Jaipur and Bangalore.
- Liaise with government bodies and UN agencies to ensure the continuity of the projects run by the fellows and to provide constructive inputs in policy making.
- Organize special capacity building programmes, such as digital media workshop to skill youth on optimizing the utilization of social media for sustainability initiatives.
- Organize TED talks at regular intervals to inspire young people and encourage them to think out of the box.
- Organize an AMA session with a sustainability champion to foster thought leadership.

Annexures

Annexure 1: Details of projects implemented by LEADearth Fellows 2013-14

Annexure 2: Synthesis report of projects implemented by LEADearth Fellows 2014-15

Annexure 3: Report on 'Finding the Stairway to a Sustainable Future through Collaboration and Innovation', a programme organized as part of Leadership lecture series under LEADearthSHIP