



March 29th, 2019

To our stakeholders:

I am pleased to confirm that AIESEC International reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment, and Anti-Corruption.

This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles and the measurements of outcomes as suggested for an organization like ours.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'mfadel', written in a cursive style.

Mohamed Fadel
Global President, AIESEC



ABOUT AIESEC AND ITS COMMITMENT TO THE GLOBAL COMPACT

AIESEC is a global youth-led organization striving to achieve peace and fulfillment of humankind's potential. The actions taken by the organization to support the Global Compact principles and to engage with the initiative are being currently delivered through the Youth for Global Goals Initiative of AIESEC.

Youth 4 Global Goals (Youth4GG) is AIESEC's strategy that aims to mobilize 1.8 Billion youth towards the implementation of the 2030 Sustainable Development Goals. We believe that youth are an integral part in achieving the SDGs, thus since March 2016 AIESEC has been implementing a varied range of actions related to the role of Youth regarding the Global Goals. We not only engage Young people with our activities, but also we develop Partnerships that allow us to have a deeper reach on society.

These actions aim to raise awareness on the different topics covered by the UN 2030 agenda, and to incentivize young people to take action on them. Our Youth For Global Goals initiative is divided into three phases:

1. **AWARENESS.** Youth are informed about the 17 SDGs. We spread awareness about SDGs and the importance of collaboration for the Goals through global campaigns.
2. **ENGAGEMENT.** Youth understand at least one target of the SDGs and know how to take action to contribute towards it. We do it through worldwide events like Youth Speak Forum, World's Largest Lesson to discuss this global issues.
3. **ACTION.** We mobilize volunteers to be part of our projects that contribute to the SDGs. Through these experiences we empower individuals and communities to work towards the implementation of SDGs in their countries, while developing themselves.

AIESEC has included the Global Goals into its organizational Roadmap with specific actions to be taken each year to contribute to the accomplishment of the Goals. In this document there will be featured some of the actions taken to support the Global Compact principles, to engage with the initiative, descriptions of the current partnerships on corporate sustainability and the outcomes of all these actions.

I. PRACTICAL ACTIONS TAKEN TO SUPPORT THE GLOBAL COMPACT

AIESEC's Youth for Global Goals seeks to engage young people with the Global Goals by aligning our current products to the 2030 Agenda, creating awareness campaigns and advocacy, and volunteering programs. The main initiatives realized by AIESEC are the following:

- A. **Youth Speak Forum.** YouthSpeak Forum powered by AIESEC is an event run by youth for youth. It is a forum where inspiration and collaboration convert into action. This event brings together both young and senior leaders to form a diverse cross-sector and multigenerational space for inspiring conversations around pressing global, national, and local issues. It is an attractive and engaging approach to making AIESEC relevant for any young person and a way to get involved with no barriers and low commitment. It's also an opportunity to create commitments and projects that organizations and stakeholders can support.



- B. **SDG Game.** Since the adoption of the New Urban Agenda in Quito, Ecuador in October 2016, UN-Habitat has collaborated with AIESEC to develop a game to spark the real action of young people in their cities that will contribute towards achievement of Sustainable Development Goals and the New Urban Agenda. With over 1.8 billion young people capable of contributing to the New Urban Agenda, we need to rely on technology as a channel for young people to participate. Hence, an online game was developed in order to educate users about the Sustainable Development Goals and the challenges that go along with achieving the targets and indicators. The final outcome of the game is to give young people a ideas on how to take immediate and practical actions while building their commitment to continue habits that enable the achievement of the SDGs. Through this game, young people have the freedom and flexibility to start working immediately and to ensure that every young person out there gets the opportunity to do so.
- C. **World's Largest Lesson.** World's Largest Lesson is an initiative created by Project Everyone and UNICEF to teach young people and children about Global Goals and encourage them to become the generation that changed the world. As AIESEC, we are committed to mobilize young people to achieve Sustainable Development Goals. To make this happen, we create awareness & understanding about the importance of each individual contribution. Realizing this initiative is part of the implementation of our Youth 4 Global Goals initiative for 2018.
- D. **AIESEC Global Projects.** During the 2018 Partnerships for the Goals Day at the AIESEC International Presidents Meeting, the 120 national offices of AIESEC alongside partner organizations such as PwC, JCI, OFID, and Project Everyone developed a set of projects under the AIESEC Global Volunteer program where international interns can volunteer in local communities to contribute to the 2030 Agenda. The working groups focused on 5 Sustainable Development Goals where the AIESEC Global Volunteer can provide the greatest impact on: SDG 3: Good Health and Well BeinG, SDG 4: Quality Education, SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, SDG 12: Responsible Consumption and Production, SDG 16: Peace, Justice, and Strong Institutions. The output of this event created a link between the activities of the AIESEC Global Volunteer projects and the measurement of impact based on the Design and Monitoring Framework developed by Asian Development Bank. This ensures the alignment of the AIESEC products with the Sustainable Development Goals. After additional research, 12 Global Projects were created. They are part of our Global Volunteer product, which is a cross-cultural volunteer experience for young people seeking to develop themselves and the world. Youth participants have the chance to work on our projects contributing to the Sustainable Development Goals spanning 6-8 weeks.
- E. **SDG Youth Indicators.** According to the Young Person's Guide: Changing the World Edition, there are at least 150 activities that youth are able execute on to impact the Sustainable Development Goals. The goal of the youth indicator matrix is to empower stakeholders to see a tangible indicator system for youth as a partner in development instead of solely as a beneficiary. It turns the SDGs and their targets into a management tool to help youth-led organizations just like AIESEC, develop implementation strategies. All SDG indicators need to be considered as an integrated package and must work in harmony with one another. The success of the SDGs has a huge reliance on data. The SDG Youth Indicators are designed to serve as a report card to measure progress towards sustainable development and to help ensure the accountability of all stakeholders for achieving the SDGs.



II. PARTNERSHIPS TO ACHIEVE THE GOALS

AIESEC partners with like-minded organizations to achieve impact. We co-create projects focusing on AIESEC and its stakeholders' missions. We define the projects' outcomes, outputs, key activities, deadlines, indicators, targets, alignment and execution of the projects and consequently we report on the co-created projects, and create campaigns and promotion. Listed below you can find examples of partnerships AIESEC has developed to contribute to the Global Goals:

- A. **Asian Development Bank.** Asian Development Bank has been working to improve people's lives since it was founded in 1966 by targeting its investments wisely in partnership with its stakeholders, ADB's mission is to help its developing member countries reduce poverty and improve the quality of life of their people through inclusive economic growth, environmentally sustainable growth, and regional integration. Since 2016, ADB has worked with AIESEC and established the first youth department in the bank through the Youth for Asia office and supported the Asia-Pacific World's Largest Lesson in Sri Lanka in April 2018.
- B. **Electrolux.** Electrolux aims to shape living for the better by reinventing taste, care and wellbeing experiences for more enjoyable and sustainable living around the world. In 2018, we celebrated our 15 years of partnership and several successes coming with this. Through the Feed the Planet initiative under the Electrolux Food Foundation, we have engaged more than 50 Global Volunteers in 3 different continents and generated an online reach of 1 million to increase awareness for responsible consumption.
- C. **Internet Society.** Internet Society is an organization working for an open, globally-connected, secure, and trustworthy Internet for everyone. Starting 2019, Internet Society will be engaging 30 Global Volunteers to improve digital literacy through the SDG 4.4 Global Project.
- D. **OPEC Fund for International Development.** The OPEC Fund for International Development (OFID) is the development finance institution established by the Member States of OPEC in 1976 as a channel of aid to the developing countries. OFID works in cooperation with developing country partners and the international donor community to stimulate economic growth and alleviate poverty in all disadvantaged regions of the world. OFID spearheaded the SDG Challenge during the 2018 Global YouthSpeak Forum, where over 500 actions for the SDGs were completed by the forum participants.
- E. **Plan International.** Founded in 1937, Plan International is a development and humanitarian organisation that advances children's rights and equality for girls. We strive for a just world, working together with children, young people, our supporters and partners. We strive for a just world that advances children's rights and equality for girls. Plan International and AIESEC partner to promote youth participation in the Sustainable Development Agenda by delivering projects around Gender Equality.
- F. **PwC.** With offices in 158 countries PwC helps organisations and individuals create the value they're looking for, by delivering quality in assurance, tax and advisory services. They aim to build trust in society and solve important problems. PwC has been partnering with AIESEC for over 45 years, which makes it the longest-standing partnership. PwC not only collaborates with us in the Global Talent program to recruit top international talents but supports us as well in CSR related initiatives. In 2018 we together generated a digital reach of more than 2 million by showcasing the contribution towards the Sustainable Development Goals our 10 by PwC supported Global Volunteers had.



- G. **UN-Habitat.**The United Nations Human Settlements Programme (UN-Habitat) is the United Nations agency for human settlements and sustainable urban development. AIESEC and UN-Habitat developed the Youth 4 Global Goals Game to educate users about the new urban agenda and the SDGs.
- H. **UN Volunteer.**The United Nations Volunteers (UNV) programme is a United Nations organization that contributes to peace and development through volunteerism worldwide. In 2018, AIESEC re-launched the Young Person's Guide: Changing the World Edition.
- I. **WWF.** The World Wide Fund for Nature (WWF) is an international non-governmental organization founded in 1961, working in the field of the wilderness preservation, and the reduction of human impact on the environment. AIESEC signed a letter of intent with WWF in August 2018 to further collaborate on engaging youth to support climate action activities.
- J. **Yidan Prize Foundation.** The world's biggest education award founded in 2016 by Charles Chen Yidan from Yidan Foundation, Yidan Prize has a mission to create a better world through education. Through a series of initiatives, the prize serves to establish a platform that allows the global community to engage in conversation around education and to play a role in education philanthropy. Yidan Prize powered the Global World's Largest Lesson run by AIESEC in Egypt in July 2018.
- K. **Microsoft.** Comes together with AIESEC, UNESCO and UN Volunteers to provide workshops on computer science and entrepreneurship to 14,000 young people. Microsoft supports the execution of the project "Youth Impact for SDGs" that mobilized 50 AIESEC interns working in 50 different training centers, together with UN Volunteers. Currently the project runs in Africa with volunteers from 28 countries.

III. OUTCOMES

The outcomes of each one of the Youth for Global Goals Phases (Awareness, Engagement and Action) have been portrayed below.

1. General Numbers

- A. **AWARENESS :** Youth are aware of the 17 SDGs and the Importance of collaboration for the Goals through global campaigns. Reach of 2017-18: 14,449,824, and over 25 million since 2016.
- B. **ENGAGEMENT:** Youth engage with at least one target of the SDGs and know how to take action to contribute towards it. We organize YouthSpeak Forum and World's Largest Lesson for it. The amount of people taught in 2017-18 is over 77,000 participants of World's Largest Lesson & Youth Speak Forum, and over 120,000 since 2016.
- C. **ACTION:** We incentivize young people to take action by participating in volunteering projects. In 2017-18 the amount of volunteers has been 36,000 in social projects through international and local volunteer programs, and over 75,000 since 2016.



2. Outcomes by Activity

A. Youth Speak Forum in 2018

Number of Entities Running the Event: 75

Number of Attendees total: 45,339

AIESEC International Activations: 4,214

Asia Pacific YouthSpeak Forum in partnership with ADB (Sri Lanka): 1,452

Global YouthSpeak Forum in partnership with Yidan Prize Foundation (Egypt): 2,762

B. World's Largest Lesson in 2018

AIESEC National Entity Activations: 43,487

Argentina - 500

Bahrain - 12,000

Colombia - 6,000

Côte d'Ivoire - 1000

Egypt - 100

Ethiopia - 850

Finland - 100

Greece - 1,690

India - 8,650

Italy - 1,200

Kyrgyzstan - 770

Malaysia - 270

Moldova - 1,700

Namibia - 45

Nepal - 500

Nicaragua - 80

Rwanda - 140

Spain - 850

Sri Lanka - 1,525

The Netherlands - 1,717

Ukraine - 3,600

United Arab Emirates - 200

C. Food Heroes Activation with Electrolux Food Foundation

Total: 1,752

AlimentAR Project (Argentina) - 285

Clean Our Plate Project (Malaysia) - 803

Feedback Project (Poland) - 480

Love Your Leftovers (US) - 184



D. Online Campaigns with Partners

1. **PwC The Series 2: October - December 2018:** 735,885 Young People reached.
2. **World Food Day: October - November 2018:** 50,631 Young People reached.
3. **Schneider Electric - April 2018:** 1,214,717 Young People reached.
4. **PwC The Series Attraction Campaign May-June 2018:** 8,081 Young People reached.
5. **Electrolux Food Foundation April 2018:** 483,213 Young People reached.
6. **World Merit - May 2018:** 450 Young People reached.
7. **UN HABITAT - Game - April 2018:** 4,888 Young People reached.

E. Top 3 SDGs our Volunteers contribute to:

1. **SDG 4: Quality Education.** +16,600 volunteers worldwide.
2. **SDG 10: Reduced Inequalities.** +3,600 volunteers worldwide.
3. **SDG 8: Decent Work and Economic Growth.** +2,900 volunteers worldwide.

F. Top entities that send volunteers abroad: Within the +120 entities compone AIESEC Brazil, Mainland of China, Turkey, India, Colombia, Egypt, Mexico, Germany, Indonesia, and Argentina are the entities that have higher number of volunteers sent abroad.

G. Top entities that receive volunteers: Within the +120 entities compone AIESEC, Brazil, Egypt, Colombia, Turkey, Peru, Indonesia, Sri Lanka, Argentina, Romania, and Poland are the entities that receive the higher number of volunteers from other entities.