



# SAIL FOR THE FUTURE 2021 - SCOTLAND

## WHY

### SAIL FOR THE FUTURE?

Together with companies, we accelerate the transition to a sustainable economy. By linking a movement of driven young people to experts and the business community, we kickstart change. Many companies want to become sustainable, but think this is difficult or expensive. And many individuals want to contribute, but don't know how. We bring these two together. Together we will work on the business case of the sustainable economy. We unlock the innovative potential of a large group of people to collectively contribute to a better planet.

### THE CLIMATE SUMMIT?

The climate summit is organized by the UN to allow world leaders to discuss global climate policy. At the same time, we will sail across the ambitions from Dutch companies and translate this to action in our innovation station, showing politicians that there is support for a transition to a sustainable economy. In this way, the government and market reinforce each other. Sailing there may not be as fast as other modes of transport, but it does bring another value: the experience of the journey itself.

### JOIN US ON THIS JOURNEY?

1. **A vision and concrete approach for sustainability within your company** Use the innovative capacity and the unique combination of passionate young leaders, scientists, and other experts to make the strategy of your company or product future-proof. Together we take
2. concrete steps to accelerate the sustainable transition.  
**Allow young people to make a difference** Participating in Sail for the Future is an attractive opportunity for young employees to be meaningful through their work and to have an impact.
3. Thanks to Sail for the Future, the participating employees become ambassadors of sustainable change and take this energy with them into the rest of the organization.  
**All hands on deck** Take the lead!

# WHAT

## IS THE SAIL FOR THE FUTURE FOUNDATION?

Sail for the Future consists of a group of students and young professionals, affiliated with various universities and companies, who believe that a rapid transition to a sustainable economy is possible and essential for a clean and better future. We do not want to protest, but to contribute constructively to enable real change. That is why we organise (sailing) innovation programs to accelerate the transition at established Dutch companies and generate new sustainability ambassadors.

At the COP26, we will co-host a plenary program where the vision of young leaders on climate action will be addressed and discussed in a panel of experts from the public and private sector.

Parallel to the event, an innovation center will be hosted in the Netherlands, where experts meet up with young minds to directly tackle the concrete strategic sustainability issues.

## DOES THE COP26 STATION LOOK LIKE?

The COP26 station will be the 'control centre' of the session where several speakers will share experiences about the strength of youth empowerment in the climate debate. In addition, visions on increasing the NDC ambitions will be shared with world leaders. A plenary session on youth empowerment in the climate debate will be hosted in the Beneluz-EIB Pavilion on the **4th of November 12.15 (CET) by Sail for the Future, We Are Tomorrow Global Partnership and the Dutch UN Youth Representatives on Sustainable Development.** This plenary session will be supported by a panel of experts from the public and private sector. The session there will have interaction moments with the worldwide innovation centres where we see the strength of youth empowerment in action. The session concludes with the results of the session which represent the commitments from businesses and governments towards youth empowerment and climate action.

Glasgow  
4 November 2021; 12.15 (CET)



**SAIL FOR  
THE FUTURE**



STRATEGIEMAKERS



# WHAT

## DOES THE INNOVATION STATION LOOK LIKE?

Digitally linked to the COP26 Station, physical innovation centers will be hosted in Amsterdam, where business representatives meet up with ambitious young minds to directly take the lessons learned from the plenary session in Glasgow, and translate the NBCC Joint statement from ambition to action. During the half day innovation program, we will work on a challenge formulated by the company partners in the context of the Sustainable Development Goals and youth participation. Teams consist of 2-3 young professionals from the participating companies mixed with 'Young Thinkers'. In addition, the program will be facilitated by professionals and experts will determine if the participating companies are 'Youth Proof'.

We believe that the contribution of young people who want to commit to a better world is something not to be underestimated. The participants take the experience and inspiration they gain here, back to the workplace, where they become ambassadors of change. At this moment, we are looking for partnerships, such that we can organize the innovation center hosted in the headquarter of PwC in Amsterdam. In consultation, it would also be possible to bring in sustainability challenges from your organization, where a brainstorm with the participants will result in fresh and creative input. We would be delighted if you and/or your team members could come aboard and join our innovation center as a partner!

**Kickstart change in our innovation station and expand your horizons with the Sail for the Future Foundation.**

**AMSTERDAM**

**4 NOVEMBER 2021 | 9:00-13:30 (CET)**

### INNOVATION PACKAGE

Fully arranged seat at innovation program.

€1000,-



### THE OFFER

To finance the sailing trip and innovation centers, we offer an innovation package:

The Innovation package includes the innovation program and professional supervision of the teams. In collaboration with an 'Innovation Guru' from the Erasmus Centre for Entrepreneurship and facilitators from consultancy firms, Design Thinking tools will be applied to create sustainability breakthroughs. Lunch is provided as well.

Aside from this offer, in consultation there are opportunities for physical or digital outreach during the trip, think of banners, social media posts, etc.