



## **TERI, Tetra Pak launch LEADearthSHIP programme to develop youth leaders who promote sustainable development**

**Programme kicked off by youth icon Purab Kohli and polar explorer Robert Swan**

**DELHI (7 August 2013):** The Energy and Resources Institute (TERI) and Tetra Pak India today announced the launch of LEADearthSHIP – a youth programme on leadership and business sustainability in Delhi. A first of its kind initiative for graduate and post-graduate students, the programme was launched by actor and youth icon Purab Kohli and preeminent polar explorer Robert Swan, OBE.

**At the launch ceremony, Swan** said, “I am proud to be associated with LEADearthSHIP as this is a positive step towards India’s development. Having visited India several times through my association with Project SEARCH, the TERI-Tetra Pak awareness initiative on waste management for school students, I am certain that the country’s future will be shaped by the youth. LEADearthSHIP is an opportunity to empower the youth to fashion a tomorrow based on ideas oriented and committed to making lives better.” Swan is also the ambassador for TERI and Tetra Pak’s educational and sustainability initiatives.

**TERI Executive Director Dr Ligia Noronha** said, “The importance of engaging the youth in nation building that is sustainable and inclusive cannot be underscored more. LEADearthSHIP is providing just the platform needed to enable this to happen. We are sure that it will capture the imagination of students in Delhi and Pune.”

**Tetra Pak South Asia Markets Communications and Environment Director Jaideep Gokhale** said, “Tetra Pak’s approach to business is governed by our motto, ‘Protects What’s Good’. This doesn’t just relate to the contents of a Tetra Pak package, but is also the philosophy that governs our sustainable approach to business. For this reason, it is important that the youth develop competencies that integrate sustainability in thought and practice in the careers they choose. I am proud to build on our partnership with TERI and launch LEADearthSHIP, which I am certain will give students a platform to understand how sustainability can and is integrated into businesses.”

Designed for undergraduate and post-graduate students from recognised universities and institutions of higher learning, LEADearthSHIP will be launched in Pune and Delhi NCR in its pilot year. The programme aims to be a springboard for future youth leaders who will craft tomorrow’s India. Aiming to impact more than 30,000 students and other members of society, LEADearthSHIP has a multidisciplinary outlook and is conceptualised to engender critical thinking on key sustainability challenges.



The programme offers opportunities to young people to gain first-hand experience of cutting edge sustainable practices by industry leaders and learn about the triple bottom line – people, planet, profit – through its interventions like LEADearth Fellowship and Future Leaders Café. The most exciting feature of the programme is the LEADearth Video contest, where a student will have an opportunity to accompany Robert Swan on his two-week long International Antarctic Expedition in March 2014.

For more interesting details, please join the LEADearthSHIP Facebook page: <https://www.facebook.com/pages/LEADearthSHIP/437294639702254>

#### **ABOUT TERI**

The Energy and Resources Institute (TERI) is a not-for-profit institution engaged in research and awareness generation activities on energy, climate change, biotechnology, biodiversity and education. The Educating Youth for Sustainable Development (EYSD) Division at TERI is mandated to carry out intensive work in the field of Education for Sustainable Development (ESD) across India as well as internationally. It has been working relentlessly on educating young people on environmental issues in relation to the existing social structure, cultural norms, economic realities and global trends of present times.

#### **ABOUT TETRA PAK**

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With more than 23,000 employees based in over 85 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD," reflects our vision to make food safe and available, everywhere. More information about Tetra Pak is available at [www.tetrapak.com/in](http://www.tetrapak.com/in)

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