



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

Programme kicked off with Cycle to Recycle rally in heart of city; scores of Pune-kars join polar explorer Robert Swan to promote initiative

PUNE (6 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 at Fergusson College. A first of its kind initiative for graduate and post-graduate students, the programme was flagged off in Pune this morning through an innovative 'Cycle to Recycle' rally.

Sensitising citizens on environment conservation and responsible consumption, the cycle rally saw the participation of preeminent polar explorer Robert Swan, OBE. Robert was joined by scores of students and industry professionals including Tetra Pak South Asia Markets Managing Director Kandarp Singh. Supporting the rally were Joost Notenboom and Michiel Roodenburg, two young sustainability champions from the Netherlands who recently cycled 30,000 km from Alaska to Antarctica to raise awareness on sustainability.

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.

Kandarp Singh, 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."



TERI Associate Fellow Surpiya Singh said, “TERI is dedicated to creating innovative solutions for a sustainable future. We firmly believe that the transformation of the society is greatly dependent on the ingenuity and creativity of its youth. LEADearthSHIP is a step by TERI and Tetra Pak to co-create a society where young people can ideate and innovate without any fear and work towards the holistic development of the country.”

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

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