

Commitment to Education and Awareness in Business

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The Foundation has since its beginning focused on reaching the next generation of business leaders to expose them to the concept of sustainable development. In order to do this, the Foundation has worked with AIESEC, the world's largest student organization to promote seminars and courses. Special seminars have been arranged in academic institutions both in Scandinavia and France, as well as in emerging countries like Costa Rica and Morocco.

One of the most successful educational projects of the Foundation was the Sustainable Business Challenge. This was a global initiative in collaboration with the United Nations Environment Programme and the Bellagio Forum for Sustainable Development to study sustainable development issues. As part of this initiative Professor Jan-Olaf Willums published his book called "The Sustainable Business Challenge", which has been used at business schools around the world. The book served as a basis for a virtual learning project that engaged over 13000 business students as well as environmental managers worldwide to take the Sustainable Business Challenge exam.