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Newsletter Contact:
Kaja A. Otto
Program Director,
SIFE Europe

kotto@sife.org
+49- 173- 80 77 909

SIFE ALBANIA AND BRITISH COUNCIL OFFERS FREE TRAINING WITH THE PROGRAM “YOUNG CREATIVE ENTREPRENEURS”

Are you a third or fourth year University student studying in Albania? Do you have an entrepreneurial spirit to develop? Are you willing to network and teach entrepreneurship to your community?

The British Council Albania is targeting young entrepreneurs who either have finished or are about to finish undergraduate business studies. The objective is to create a business advisors/consultancy group of young graduated students who will provide their consultancy service to the small and medium enterprises sector in Albania for the development of the sector.



British Council Albania in collaboration with SIFE Albania will select 30-35 students from 10 Universities. More than half will be from the Universities operating in Tirana and the rest from other university cities. During a 3-day practical training program the participants will be provided with practical skills on the foundation, operation and development of enterprises.

Training sessions will be organized in two groups of about 15 students and will take place respectively on March 9-11 and March 16-18, 2007. Selection criteria will be: CV, Academic Records, Ambition and Career Plan. Successful participants will be awarded with certificates jointly signed by British Council and SIFE Albania. SIFE Europe wishes you good luck!

For more information and online application please visit: www.sifealbania.org



SIFE @ THE WWW - MYSPACE PAGE AND YOUTUBE CHANNEL!

SIFE is excited to announce the launch of the official SIFE MySpace page and YouTube Channel! These two initiatives are meant to further the connections made through SIFE - so log on and start connecting with other SIFE members and sharing today!



Visit www.myspace.com/sifeconnections and become a friend of SIFE. And don't forget to join our group at www.groups.myspace.com/sifeconnections - share information and stories, post comments and topics, and connect to SIFE students and alumni around the world. If you're not a member of MySpace, you can sign up for free by visiting www.myspace.com.



Join us @sifeconnections!

And also be sure to subscribe to the SIFE Channel on YouTube!



Visit www.youtube.com/sifeconnections and click on subscribe to see SIFE videos. Make sure you check out all of our favorite videos - submitted by SIFE teams all over the world and click on the bulletin to see how you can share your team's videos through the SIFE Channel.



If you're not a member of YouTube, sign up for free at www.youtube.com.

At YouTube! You are also able to watch the presentations of the Finalists from the SWC 2006 in Paris!

Check these two sites often - we'll be announcing upcoming events and contests!

SUPPORT STAFF IN THE UKRAINE

SIFE Europe is happy to introduce to you another member of the European SIFE staff.



Dmytro Volodin with Bruce Nasby (left)

Dmytro Volodin started his involvement with SIFE already in 2001 as the SIFE Team Capitan at the Chernivtsi National University. After graduating he stayed with the organization as Faculty Advisor. His knowledge and expertise in SIFE lead to the next step; right now Dmytro is serving as Program Manager of SIFE Ukraine.

Besides his engagement with SIFE Dmytro is a lecturer in the Economic Theory Department of the Faculty of Finance and Accounting at the Chernivtsi National University and the Chernivtsi Trade-Economic Institute, Ukraine and working for his Ph.D. thesis "Theoretical aspects of intellectual capital managing". SIFE Europe truly appreciates to have Dmytro on board!

For more information please have a look at: www.sife.org/ukraine

A VISIT TO RUSSIA— A PERSONAL REPORT FROM KLAUS STEINGASS, BALL PACKAGING EUROPE

We always hear about the worldwide SIFE network, not just between teams, also between the business people. This story from Klaus Steingass, Vice President HR, Ball Packaging Europe shows an untypical, but inspiring way to use the SIFE network as well.



Klaus Steingass (right) with students from SIFE in Samara

“Together with a colleague from Poland I planned to travel to Samara in order to visit the aluminium plant of Alcoa. As this was my first visit to Russia, I planned to arrive a day ahead to get to know the city and get a better impression of the people and the way they live in Samara. Getting to know people without speaking their language and not knowing anyone to introduce you to the local culture is always a bit complicated. Also, it is quite a challenge to get to know someone in such a short period of time. This is how I came across the SIFE network. By visiting the SIFE Russia website I found out that there is a SIFE team at the Agricultural University in Samara. SIFE Germany helped me to get in touch with the team by contacting SIFE Russia.

We arranged to meet one of the students in the hotel lobby in the first morning of our journey. I was so excited to find out whether everything would work out well, since we were facing some language barriers and everything was arranged at such a short notice (one day before departure!). At 10 o'clock in the lobby we did not just meet one but even 3 students from the SIFE team – what a nice surprise! Two of them were fluent in English, so communication was easy. We set off to discover the city and we realized fairly quickly that we would have been lost without our guides: local traffic would have made it impossible for us to just cross the streets! We got to know the city by tram, had very interesting conversations with the students who were able to answer all our questions concerning people and culture, we invited the students for a typical lunch and finished the day in a shopping mall.

To show our guides our appreciation we bought each of them a gift from a perfumery. When it was time to say goodbye, I was happy to find out, not only I had enjoyed the day! Tanya, one of the SIFE students, said: „This was probably one of the most interesting days of my life.“

For more information on SIFE in Russia please visit: www.sife-russia.ru and www.sife.ru

Do you also have a SIFE Story you would like to share? Please do not hesitate to submit it to Kaja Otto at kotto@sife.org!



Impressions from Samara: City Center and the River Wolga



SIFE ALUMNI STORIES

This month we would like to share with you the experience of Lauren Armstrong who was a SIFE student in the UK in 2003 and 2004.

Lauren was a founding member of the SIFE Team at the University of Nottingham in 2003. She also led the team to the National Competition as Team President in 2004. After finishing her degree in Geography Laura now is working as Assistant Brand Manager Original Source at PZ Cussons UK.

What was your favourite part of your SIFE experience?

Working in the Nottingham University SIFE team gave me a real enjoyment. Not only this but I gained valuable experience of project management, marketing, managing a budget and seeing a project through to its execution. I also had an integral role to play in projects that really made a difference to the community.

The actual competition was a fantastic opportunity to improve my presentation skills and increase my confidence in public speaking, especially to important people in the business world.

In what ways has your SIFE experience helped you in your personal and professional development?

As a result of participating in the competition, I got my job working for PZ Cussons, the company who make Imperial Leather shower gel, Original Source, Carex and Charles Worthington haircare. I'm a graduate trainee and at the moment I'm working as an Assistant Brand Manager for Original Source, you know the really minty shower gel??? and I'm involved in everything marketing entails - I'm responsible for our website, I'm involved in deciding on the advertising for the new year and lots of market research which is really interesting and enlightening. In a few months I'll be moving department so I've got the opportunity here to see all aspects of the business which I've always wanted to do. Without the SIFE competition I wouldn't be where I am now, nor have the valuable experience to brag about at interviews!



Laura Armstrong at the

Do you want to register as SIFE Alumni?

Please contact your Country Coordinator and register at http://www.sife.org/portal/new_user.asp?ID=Portal

Are you planning to conduct a project outside of your country—another SIFE country or a Non-SIFE country—or in cooperation with a SIFE Team from another country?

Remember you must hand in your GORT! For more details please visit: www.sife.org/gort



GLOBAL SIFE PHOTO CONTEST

„HELP US TO TELL THE WORLD HOW YOU`RE CHANGING LIVES“

SIFE WHQ is excited to announce a new photo contest for SIFE teams. We hope this contest will help us better tell the story of how SIFE students are positively affecting so many lives around the world and how, in the process, these students also discover the true power of their potential to lead, inspire and make a difference.

Every enrolled SIFE team is eligible to participate in this contest. Each team can submit only one entry—each entry must focus on only one project. SIFE teams can submit their entries at www.sife.org/sifephoto. Entries consist of two parts: 1. Completed case study form and 2. Three – Five digital photographs. The Entries can be submitted any time between **March 5th to July 1st, 2007**. All entries will be evaluated by the SIFE WHQ marketing staff and communication partners/agencies.

Ten **finalists** will be chosen from the entries submitted. Each finalist team will receive a **\$500 USD cash award**. In addition, the finalist teams' project stories and photos will be featured prominently in **SIFE WHQ media outreach efforts and marketing materials**, such as a new SIFE website, the SIFE MySpace page and other online activities, a new **story book** and a special photography exhibit at SIFE World Cup 2007.



Please note that this photo contest is NOT in any way connected to the SIFE competition. By participating in this contest, teams grant SIFE WHQ all rights and permission to use and reproduce their case study content and photographs. Entries can be submitted for any projects that have taken place at sometime during this academic year or that will at least be started before the entry deadline. It is ok to submit photos that have already been taken, as long as they were taken of projects that meet the criteria above. While the project must have been completed by the SIFE team, the photographs do NOT have to have been taken by a student member of the team.

This is a contest about how well SIFE teams can **tell the story** of how they're changing lives. Begin by selecting a project that you believe achieved a meaningful difference in the lives of others as well as the SIFE students that participated in the project. Remember that just as important as the project you choose will be the quality of the photographs submitted and thoroughness of the case study application. Following are some helpful tips and suggestions to consider as you prepare your application:

- Provide a clear, easy to understand objective – this will help explain the importance of the project.
- Be sure to provide a thorough, narrative style description of the project.
- Both quantitative and qualitative results are important. When telling a story, the qualitative can be just as important and helps bring the focus to a personal level. Think of including personal stories, testimonials or quotes from the people involved.



- Approach your photography from a documentary style perspective.
- Try to take pictures that are at least **5 megapixels** in size and NOT taken in black and white or with a mobile phone.
- For more photography tips, we suggest visiting the following website – check out the top ten tips section. http://www.kodak.com/eknec/PageQuerier.jhtml?pq-path=39&pq-locale=en_US

SIFE Europe wishes all of you good luck!

For more information and to apply please visit: www.sife.org/home/photo_contest.asp

TIP OF THE MONTH

If properly used, a Business Advisory Board can serve as a tremendous asset to your SIFE team. This group can provide mentorship and guidance for your team, advice on projects, an introduction of your team to other leaders in the community, access to needed resources, and is a good source to critique your presentation before the actual competition.

For identifying potential Business Advisory Board members, consider looking at the following groups for candidates:

- SIFE team alumni are a good foundation for your Business Advisory Board.
- SIFE companies with a presence in your community.
- Leading business, educational and civic organizations in your community.
- Businesses that would have an interest in and be able to provide guidance for a specific project.
- Members of the mass media.

There is no perfect formula for working with your Business Advisory Board. Most teams don't create a formal organization with regular meetings, but rather choose to work with the members of their Business Advisory Board individually on specific projects. However, at the very least, we suggest you meet with your entire board at least twice a year; once at the beginning of the year to review planned projects and to introduce them to new team members, and sometime in the spring to practice your competition presentation.

For more information, tips and rules please refer to the **Global Training Manual at page 42**.

The Global Training Manual can be downloaded at: http://www.sife.org/global/global_team_resources.asp

