

A Word from the Chairman

The new academic year is now in full swing and this should provide ample opportunity for SIFE students to continue with existing projects or to set up new ones. The recent World Cup event in New York provided ample opportunity to be inspired to work for SIFE. Of course, great satisfaction could be gained from doing the projects and seeing the results they have on people who are less well off. But also, it was confirmed by many business leaders in New York that they were convinced that there was no better way to spend your time as a university student than spending it on SIFE projects. And many also reconfirmed that, when looking to fill a management vacancy in their business, they would certainly have a bias to choose someone who had been successful with SIFE. So there are many reasons why I am very optimistic about the growth of SIFE in The Netherlands as there are so many attractions related to investing your efforts in SIFE.

The Netherlands is now regarded as an important country for SIFE global. Not only are the projects by our students highly valued, only recently we were asked to sit on two important bodies on which key member countries are represented to help shape the future of SIFE. This is quite an honour and it reflects the hard work and quality of the Dutch SIFE students and our country co-ordinators and I take this opportunity to thank you all for the commitment that you have shown in the recent past. I look forward to even greater results in the near future and especially at the national competition next year.

Robert Jacobson

Chairman SIFE The Netherlands

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**DO YOU HAVE A STORY?
SUBMIT IT TO:**
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SIFE World Cup 2007

The SIFE World Cup 2007 was hosted by New York, attended by 2300 participants from nearly 50 countries

The seventh SIFE World Cup was held in New York, which is probably the most cosmopolitan city in the world. Around 2300 people, mainly university students, had come together from 47 countries, representing 1700 universities. Apart from the SIFE students, the event was attended by a wide-range of representatives from the business community and academic leaders from the universities. The World Cup was held from 10th of October until the 12th, during which the national champion of each country presented their work, their results and the impact they had had on their communities and those around them. For three days lots of people were together to share their experiences, excitement and passion for the work they do back home for SIFE.

The SIFE World Cup started with a cultural fair, where the teams presented their own cultures and traditions. It was a life enriching event, as so many people, so many different cultures came together with one thing uniting them all, *SIFE*. Some countries chose to show their traditional dances, others their places of interest and many the food typical for their country. Everyone went around the stalls to taste and experience each others cultures.

During the opening ceremony, after all the countries had presented themselves, the teams were divided into eight different leagues, from which the best two teams would progress to the semi-finals. The SIFE team of The Netherlands (i.e. the Christelijke Hogeschool Noord-Nederland) took part in league four together with China, Belarus, Guatemala, Canada and Nigeria. From league four, it was Nigeria and Canada that came out on top while the team from China received the SIFE spirit award.

The semi-finals were held in four leagues, from which only the best would go on to compete in the final round of competition. This resulted in the following four finalists: Albania, Canada, Nigeria and the United States. It was a fierce competition, the teams were very strong and the impact they had had in their communities was impressive. However, only one could win and this year it was the United States, with Canada being the runner up.

SIFE World Cup 2008 will be held in the financial heart of Asia, Singapore. Again, passionate students, idealistic university advisors and business leaders that invest in future leaders will come together to compete, learn from each other, share experience and enjoy themselves. New year, new country, new opportunity for you to win.



At the Cultural Fair, the Kazach team



FIRST SIFE TRAINING DAY OF THIS YEAR at UNILEVER

The first SIFE training day of the new academic year is just behind us. One of main supporting companies of SIFE, Unilever, hosted the event in Rotterdam. The students were given the opportunity to get to know each other and gain new knowledge.

The day started with the arrival of the students from all over the country, representing ten out of the twelve SIFE teams currently involved in SIFE programme in the Netherlands. The chairman and great supporter of SIFE, Robert Jacobson from Unilever, opened the day by reflecting on the SIFE World Cup and the lessons we should learn from it. Afterwards the students watched the new SIFE video which shows some major projects implemented by SIFE teams worldwide. The agenda was introduced and the students were ready to start the day.

It was a long day, where workshops on four different subjects were run by professionals. Workshops in the morning programme were on "What is SIFE and SIFE criteria", and on "Principals of a foundation" given by SIFE notary Victor Meijers. After the lunch break, during which the students could spend some time amongst themselves to exchange thoughts and ideas, we continued the day with a workshop on "general management" by professional project manager Mike Riegel from Concept of Realisation.

The students had expressed their desire to get to know more about marketing and social entrepreneurship. Therefore, we had the brand manager of Adez from Unilever, Jochanan Senf, talking about "marketing and media exposure", where he involved the SIFE students to discuss the marketing strategy for SIFE. Paul Iske, from ABN Amro, showed some interesting aspects of "social entrepreneurship" to the students. In addition, board members Johan van Zeelt (from Samskip) and Carina Iannelli (from Making things happen) were present at the day to share their thoughts with the students.

The day was then continued with presentations by the SIFE teams who had attended either the European Symposium, the World cup or the HSBC Financial Literacy Forum. The students shared their experience with their peers, gave their impressions and some useful tips. There is already excitement among the teams about which team is going to go to Singapore in 2008.

Better Future, a company coaching Future Leaders and new partner organisation of SIFE, had come to present their programme and invite the SIFE students to join it. More information on the application procedure and conditions can be found on the website.

It was a special day not only because of the training day, but also because it was the first time SIFE Netherlands had invited its alumni students to get together. This year SIFE Netherlands will set up an alumni network to be able to keep in touch with those students that graduate. We hope that the students will continue to be involved with SIFE and help SIFE Netherlands with its growing activities so that



Opening of the Day



Social Entrepreneurship



SIFE Alumni

HSBC Financial Literacy Forum Held in New York

Hundreds of students travelled to The States to take part in the second international HSBC Financial Literacy Forum on the 9th of October 2007 in New York. The event is invitation-only for approximately 100 university students from around 27 countries, which represent more than 425 universities from the 2007 HSBC Financial Literacy Programme. At the Forum, Dame Mary Richardson, Chief Executive of the HSBC Global Education Trust gave a special presentation on the essence of education and preparation of future leaders.

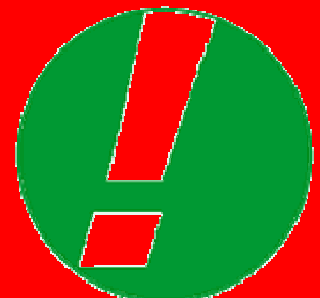
The Forum was a two day event, where the students were involved in round table discussions on their projects, economic issues and other aspects of Financial Literacy. Furthermore, the students were given the opportunity to explore the city, by visiting the Empire State building, the headquarters of United Nations or just go shopping. From the Netherlands there were five universities which had received the grant and three were invited to attend the Forum. These were the Universiteit van Utrecht, Universiteit van Amsterdam and Erasmus University from Rotterdam.



SIFE is pleased to announce the availability of HSBC Financial Literacy Grant Program. The application deadline is the 30th of November. Make sure you have your project description ready and filled out! Send it out on time!

For more details please visit: <http://www.sife.org/hsbcliteracyprogramme>

If you have any further questions you can contact me at l.planjyan@sife.nl



THE FIRST SIFE “STEDENBIJEENKOMST” TO BE HELD ON 30 NOVEMBER

To be able to discuss some issues in detail and to co-operate more efficiently SIFE team leaders will come together on the 30th of November in Rotterdam at Unilever

The first “stedenbijeekomst” of this year will be held on the 30th of November at Unilever, in Rotterdam. We are expecting every team leader and one further team member to be present to discuss some issues more in detail. The event starts at 13.00 in the afternoon and will be finished at around 17.00. Afterwards there will be drinks to share afterthoughts. The venue for the event is Unilever (Weena 455, 3013 AL Rotterdam).

Since it is important to discuss issues that you consider essential for your operations, we would like to ask you to email us subjects which we can be included in the programme. Furthermore, we would like you to bring anything you would like to share with your colleagues, as well problems as best practices. We are looking forward to welcoming you and your thoughts on the 30th of November.

THE WORLD IN YOUR HANDS!

Visit www.facebook.com and become a friend of SIFE. And don't forget to join our group sifeconnections – share information and stories, post comments and topics, and connect to SIFE students and alumni around the world. Many SIFEers already joined since it creation in May! If you're not a member of facebook, you can sign up for free by visiting www.facebook.com.

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.

ACTION POINTS:

- ⇒ Send in the names of the participants for the “stedenbijeekomst”
- ⇒ Stedenbijeekomst 30th of November, at Unilever Weena 455, 3013 AL, Rotterdam
- ⇒ Deadline HSBC Financial Literacy Grant 30th of November!
- ⇒ REGISTER at www.sife.org

SHARE YOUR STORY WITH OTHER SIFE STUDENTS

We are happy to introduce you the first newsletter of SIFE Netherlands. The newsletter will form as another medium for communicate within SIFE Netherlands and outside.

Furthermore, we aim to make it a way for the teams to communicate with their peers to share on going projects, problems, ideas and successes. Therefore, we encourage you to send in any story you would like to share with us. We are looking forward to read all your stories.