

STUDENTENERGY

# WHO WE ARE

A global non-profit that is creating a movement of young leaders committed to transitioning the world to a sustainable energy future.

# WHERE WE CAME FROM

## From an Idea to a Movement



### IDEA

Bring the world's best and brightest students together to learn about and discuss energy

### ISES 2009

Calgary, Canada - 350 students from 30 countries inspired to fuel the future of energy

### MOVEMENT BEGINS

Students stay in touch and push for a second event

### ISES 2011

Vancouver, Canada - A new group of students passionate about energy share ideas and perspectives

### MOVEMENT GROWS

The need for a formal organization and platform is apparent.

**Student Energy is born**

# THE MOVEMENT



Since incorporation in 2011, Student Energy has grown to over **40,000 student followers in 80+ countries**, runs events on 5 continents and is leading an energy literacy revolution.

# THE CHALLENGE



The global **demand for energy** has never been higher

The global energy **dialogue** has never been more **polarized**



Stepping into the middle of this polarized landscape is the **millennial generation**; the single most connected, ambitious and globally conscious generation in modern history. There is a massive opportunity to activate this generation to step outside of the partisan, siloed thinking of the past and engage in real, meaningful dialogue to tackle our global energy challenges. **This is where Student Energy steps in.**

## **Vision**

To fuel the future of energy.

## **Purpose**

To assist in transitioning the world to a sustainable energy future.

## **Mission**

To open the eyes of the world's students to all perspectives on energy.

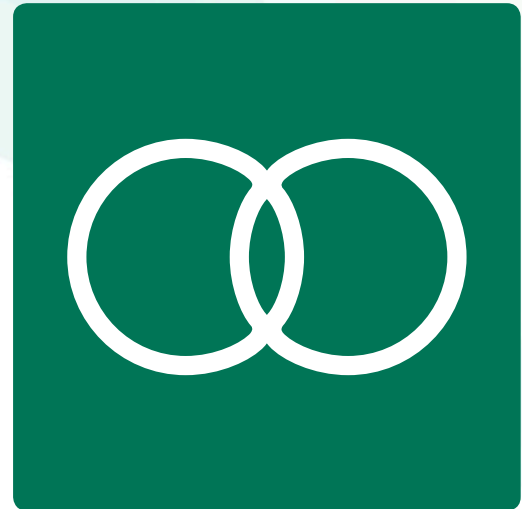
# GOALS



**Educate** students about the current issues in global energy management



**Inspire** students with the knowledge and courage to challenge the current energy system



**Unite** likeminded students motivated to lead the world to a sustainable energy future

# OUR NICHE

## A Unique Approach



**Multidisciplinary**



**Global**



**Balanced**



# OUR NICHE

## Difficult but Necessary Dialogue

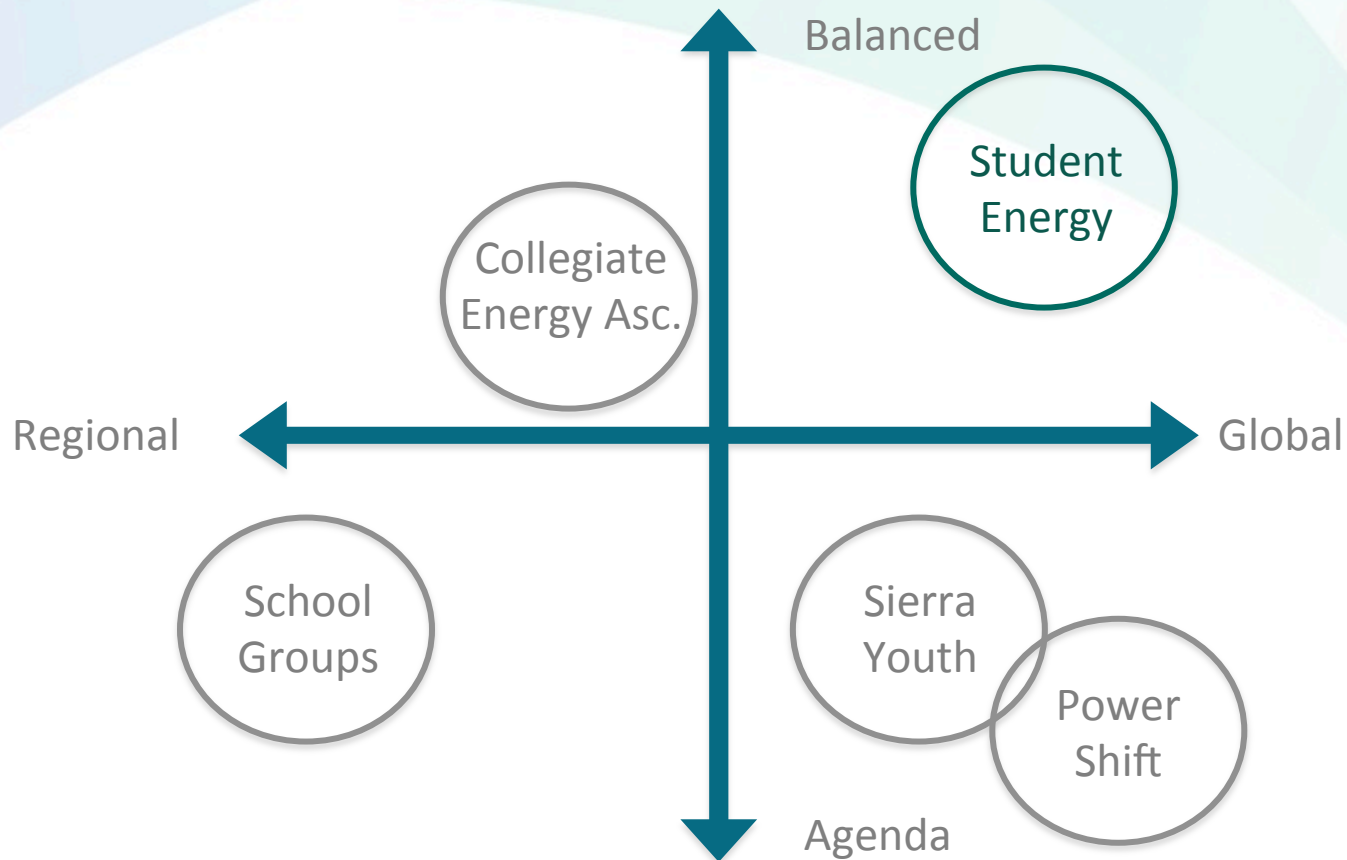
### Shell and Greenpeace Participating on Arctic Drilling Panel in Norway ISES 2013

- Multi perspective dialogue on Arctic drilling - Shell, Greenpeace and SINTEF.
- While at times contentious, this was easily the most anticipated panel at the event and allowed thousands of students to come away with brand new perspectives on arctic drilling.



# OUR NICHE

## A Comparison of Energy Related Youth Organizations



# INITIATIVES

Global Engagement

Events

Foundation Building

Energy  
Literacy Web  
Platform

Radio Show  
& Media

Membership

International  
Student  
Energy  
Summit

Regional  
Summits

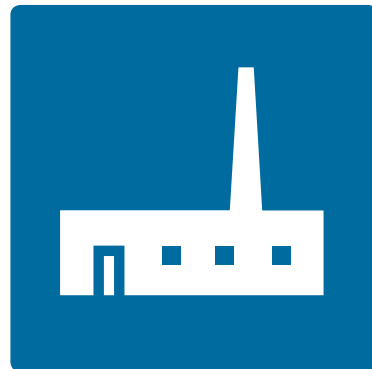
Fundraising  
and  
Governance

Research

# INTERNATIONAL STUDENT ENERGY SUMMIT (ISES)

Empowering the next generation of energy leaders

- biannual marquee event of Student Energy
- focuses on sustainable resource management
- attracts the world's best and brightest students in energy
- expert speakers; the world's current energy leaders
- the inflection point of the organization and movement



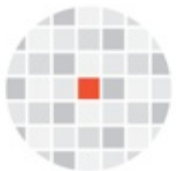
# EVENTS

The World's leading student run energy events

Odd Years (2015, 2017)

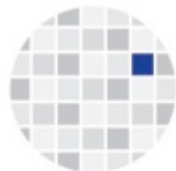


Even Years (2014, 2016)



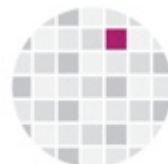
**AFRICAN**

Student Energy Summit



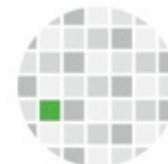
**ASIAN**

Student Energy Summit



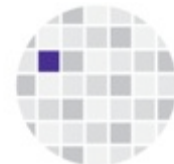
**EUROPEAN**

Student Energy Summit



**LATIN AMERICAN**

Student Energy Summit



**NORTH AMERICAN**

Student Energy Summit

# INTERNATIONAL STUDENT ENERGY SUMMIT (ISES)

## Empowering the next generation of energy leaders

Biannual marquee event of Student Energy attracts the world's best and brightest students in energy alongside expert speakers; the world's current energy leaders



# ISES

INTERNATIONAL STUDENT  
ENERGY SUMMIT

### Calgary, Canada

- 300 student
- 30 countries
- Speakers: Vicente Fox, Jeremy Rifkin and Michael Klare



# ISES2011

INTERNATIONAL STUDENT  
ENERGY SUMMIT

### Vancouver, Canada

- 400 students
- 35 countries
- Speakers Dr. Rajendra Pachauri, Peter Mansbridge, Marc Jaccard



# ISES2013

INTERNATIONAL STUDENT  
ENERGY SUMMIT

### Trondheim, Norway

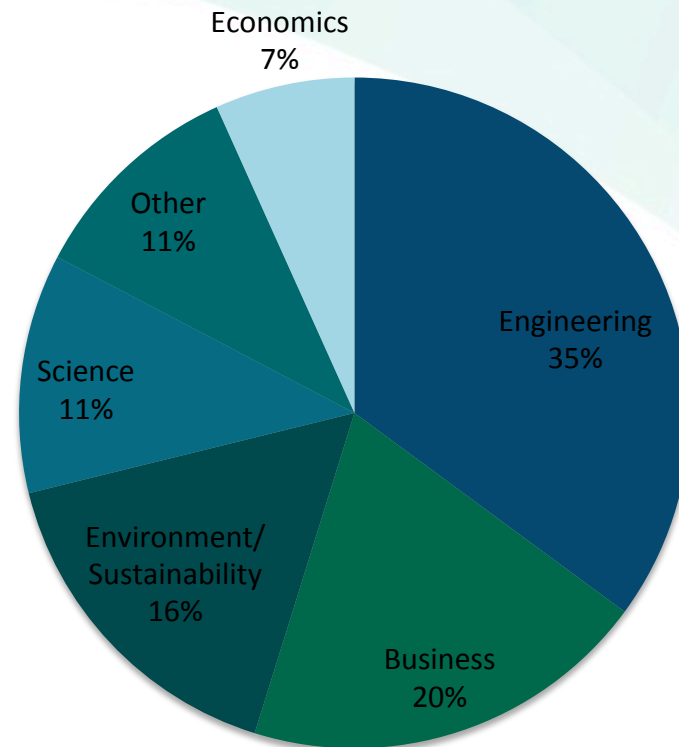
- 500 students
- 64 countries
- Speakers: Hans Blix, Connie Hedegaard, Bjorn Lomborg, Koichi Kitazawa, Patrick Sendolo

# ISES DEMOGRAPHICS

## Attendee Breakdown

- In addition to having a diverse mix of educational levels, students come from every academic discipline imaginable
- We are very careful to curate as many diverse perspectives as possible through our offline events

## ISES 2011 Student Areas of Study



# INTERNATIONAL STUDENT ENERGY SUMMIT 2015

Bali, Indonesia



# ISES 2015

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INTERNATIONAL STUDENT  
ENERGY SUMMIT

Connecting the Unconnected



# REGIONAL SUMMITS – NEW IN 2014!

## Increasing reach by narrowing focus

- Smaller, regionally focused events in the ISES off-year to allow Student Energy messages to be more accessible and reach a broader geographic audience



**REGIONAL**  
Student Energy Summits



**Aberdeen, Scotland**



**Mexico City, Mexico**



**New York City, USA**



**Cape Town, South Africa**

# STUDENTENERGY.ORG

## A Revolutionary Energy Literacy Web Platform

- concise information on all major topics in energy
- information on new developments and perspectives
- connection to a global community of EnerNerds
- set to be released in early 2015



# GLOBAL ENERGY LITERACY PLATFORM

**Vision: To provide the world's students with the first ever, highly engaging energy literacy portal.**

## Goals

- Build and connect a community of like-minded students engaged in energy issues
- Educate students on energy topics in a succinct, approachable and engaging format
- Create a dynamic platform where visitors can share and understand diverse perspectives on global energy issues
- Provide additional depth by directing students towards leading external energy content
- Drive students beyond the website to pursue their energy interests personally, academically, professionally and otherwise

# STUDENTENERGY.ORG

## A Revolutionary Energy Literacy Web Platform

- concise information on all major topics in energy
- information on new developments and perspectives
- connection to a global community of EnerNerds
- tackles key energy information issues:

### Content and Format

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- Millennial generation learns through web 2.0 Channels (short, engaging, video)
- Energy topics are often incredibly complex and ambiguous ; non-engaging
- Current educational materials dominated by white papers and heavy-text

### Biased Presentation

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- Controversial topics and complex issues often dominated by very polarized opinions
- Nowhere for students to go for a multi-perspective viewpoint
- Little curation is done of high-quality content

# RESEARCH

## Global Energy Literacy Research Project

**Project Overview :** Complete a global scan of energy literacy initiatives to understand the landscape and identify trends in the space.

### **Defining Energy Literacy**

What is energy literacy?

Are there “categories” of energy literacy?

What formats and mediums are being used to educate the public on energy?

### **Players in Energy Literacy**

Who are the practitioners of energy literacy programs?

Who are the funders of energy literacy programs?

What demographics (of the public) are being targeted for energy literacy?

### **Regional Differences**

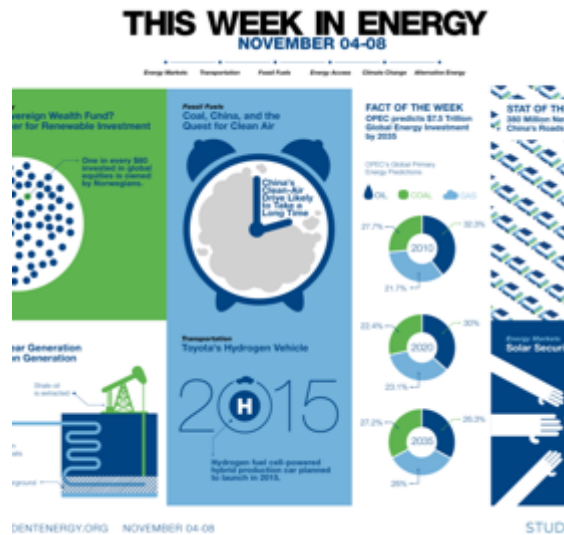
How does energy literacy differ by region?



# DIALOGUES AND CONTENT



Blog



Weekly Infographic Series



Energy Voices Radio Show

# JOIN THE MOVEMENT

Visit our website

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