

FOR IMMEDIATE RELEASE

A Global Youth Think Tank Creates The Future Book: 137 Authors, 37 Countries, A New Kind of Book

Ljubljana, Slovenia, October 1, 2010 – The Future Book, a planet-savvy, community authored book, uniting the best of Challenge:Future 2009/2010 global student competition with the visions of the youth, business leaders, community change makers, and futurists, is officially published. It will not, however, be sold anywhere in the world.

The Future Book is an inspiring, future-oriented, yet practical collection of provocative ideas and foresight. The book focuses on the key themes of Challenge:Future 2009/2010 competition – innovation, connectivity and sustainability. Essays by renowned futurists, business people and academia are intertwined with fresh, uninhabited observations and insights of youth from all over the world.

“Changing the world has always been a wish of the young generation. Today it is also our common need. The Future Book inspires and shows the way forward,” said Dr. Danilo Turk, President of the Republic of Slovenia and Patron of the Challenge:Future 2010 Summit.

The authoring of The Future Book was an unique process, engaging all 14,000 members of Challenge:Future youth community. Contributions of 137 authors from 37 countries made their way into the printed book. Created with the use of crowd-sourcing and open collaboration, The Future Book is one of the first examples of applying the latest trends of technology to one of the oldest products of human civilization.

“It is amazing how The Future Book opened the space for all generations from all over the world to think and speak about our common future,” said Matej Potokar, Senior Director, Microsoft Business Solutions, Microsoft Central & Eastern Europe. “Sharing visions and ideas among people of different ages and profiles and from diverse cultural and geographical environments is one of the most important ways to improve the quality of our life and work in the world of tomorrow.”

The book design is done to reflect the personality of future generation and to promote reader interaction. Aside from the printed copy, which is done in an ecologically intelligent way, The Future Book is also eBook alive on the Challenge:Future website (www.challengefuture.org/futurebook) and will be re-written indefinitely online by contributing thoughts and comments. Like the content, the cover design of The Future Book is not conventional. It promotes one of the mottos of Challenge:Future – “Put Your Fingerprint on the Future”.

The printed version of the book is not sold anywhere. It is given as a token of gratitude to the past year’s contributors and as an inspiration for change to those who are able and willing to make a change. Right now, The Future Book is in the hands of Ban Ki-Moon, Secretary-General of the United Nations, Dr. Danilo Turk, President of Slovenia, Jack Welch, former CEO of GE, Dr. Edward De Bono, inventor and Consultant, and many other world leaders, thinkers, business men and change-makers. The electronic version of the Future Book is available for free download.

About Challenge:Future

Launched in 2009, Challenge:Future (C:F) is a global youth community and think tank. C:F sees its mission in active engagement of global youth and acceleration of ideas, talent, and leadership

needed for designing and implementing a better future for everyone. The youth community thrives to give young talent at all levels of society and all around the globe the possibility to gain a profound experience as they think about their own future, the future of the world, and how they can influence it.

Among its many activities, each year C:F conducts a web-based global student competition catalyzing youth sustainability innovation in a specific domain of human activity selected annually as a Theme of the Year. The uniqueness of the competition is its low barrier to entry, its goal to empower youth creativity, and its multi-dimensional judging system.

The final round of C:F competition is an annual face-to-face gathering - the Challenge:Future Summit - connecting the most innovative youth, pioneering businesses, policy leaders and other change makers. C:F's global virtual platform is designed for collaboration and open dialogue to promote inclusiveness and the power of youth wisdom. Capturing all the knowledge embedded in the C:F platform, C:F is able to release an annual publication: The Future Book.

In its inaugural year, Challenge:Future connected 14,000 members from 184 countries. During the year, C:F online community has attracted nearly 70,000 unique visitors who have viewed more than 1,000,000 pages.

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