



# HIGHEREYE

Empower Locally • Perform Globally

## Use Corporate Social Responsibility to better integrate Youth Socially and Economically

HigherEye Training & Consulting is a Social Responsibility firm focused on developing International Business skills for Young People; and helping organizations increase their understanding of the Youth market. Our goal is to empower Young People with the tools they need to overcome unemployment.

Why should your Organization use Social Responsibility to address Youth issues:

- ◆ Youth unemployment is 2.6 times higher than the adult rate, thus increasing risk to your business operations at home and abroad;
- ◆ Youth crime can add as much as 7% to a nation's GDP; increasing your cost to secure business operations;
- ◆ Addressing Youth issues now is an effective marketing and labour attraction strategy.



Organizations have realized the following benefits by using us to deliver Youth Focused Corporate Social Responsibility :

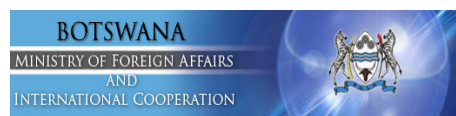
- ◆ Lower cost of managing Corporate Social Responsibility initiatives by as much as \$50,000 US;
- ◆ Improved brand image among Youth by deploying measurable projects that make real impact
- ◆ Assisting thousands of Young people in attending post secondary school and/or starting businesses
- ◆ Reducing risk profile by adhering to Global Ethical standards such as the Equator Principles.

## World Wide Clients bring value to your CSR initiatives

### SOUTH EAST ASIA



### AFRICA



### AMERICAS



# Youth Focused Corporate Social Responsibility; Consulting Services

## DEVELOPMENT OF CSR PROGRAM

### Purpose

- \* To make Corporate Social Responsibility (CSR) more relevant to Youth in areas where you do business.
- \* To address current gaps in your organizations CSR programs relating to Youth.
- \* Save money by outsourcing this development instead of hiring resources to do this in house.

### Services Offered

- \* Meetings with Community Leaders: to determine needs of Youth in markets where you do business.
- \* Partnership and Internal staffing Review: exploring which partnerships can help create new programs.
- \* Report on Corporate Social Responsibility: create customized program for Youth focused on Leadership/Business.
- \* Recommendation on Technology partners and solutions.



## YOUTH ADVISORY BOARD

### Purpose

- \* Youth Advisory Boards will organizations determine the needs and wants of the Youth.
- \* To minimize the usage of irrelevant CSR programs that do not meet the needs to Youth.
- \* To empower Youth by ensuring that they play a role in the development of new programs and initiatives.

### Services Offered

- \* Recruiting and Assembly : of Youth Advisory Board.
- \* Managing Youth Advisory Board : meetings and interactions with your organization.
- \* Gather non bias opinions: about your CSR offerings to Youth .
- \* Report on key finding of Board: to stakeholders in your organization.
- \* Run minimum of 4 Youth Advisory Board meetings: during your organizations Fiscal year.





## Why HigherEye?

### 1) Real Youth Experience

*Impact:* Youth are at the core our business. With interactions with thousands of young people; we understand youth wants, needs and trends. This translates to improved efficiency of your Social Responsibility initiatives.

### 2) Results Driven

*Impact:* Since 2002, we have helped organizations create thousands of Youth run businesses and Youth professionals in an array of fields.

### 3) Strong Partnerships

*Impact:* Partnerships with organizations in Education, Technology, Global Trade and Entertainment ensure that your organization will receive the most practical, up to date material; thus making us authentic with Youth.



## Client Feedback and Testimonials

"I wanted to say that I learned a lot today at your presentation. One of the things I learned is that I can exploit my talents to go far in the world. I learned of different ways to make good money right out of university with some hard work."

**16 Year Old Female: Ghana**

"I would definitely recommend HigherEye Training & Consulting to anyone who wants to learn more on Youth Marketing, Social Media Marketing and Corporate Social Responsibility. I look forward to working with them again in the near future."

**Kher Yin Chee, Conference Producer, UNI Strategic - Malaysia**

"HigherEye takes the time to understand what we want first, that is why all of us learn so much from their workshops. Because they listen first, then deliver training that will help us youth make a difference."

**26 year old Male; Canada**

## Let's lower Youth Unemployment NOW!

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