

connect US

# PARTNER BOOKLET

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2023/2024



# ABOUT

## INTERNATIONAL STUDENT PROJECTS

Since 2001 the International Student Projects (ISP) have joined a diverse group of students from the University of Applied Sciences and Arts Northwestern Switzerland and international institutions. The primary objective is to create a compelling platform for motivated and qualified students to explore new experiences, modern business concepts, and valuable opportunities. Each project consists of two main parts: the seminar in Switzerland and the seminar abroad. The seminars are open to all final-year students from several FHNW Schools. Providing unique insights into the focal country or region, its business environment, and its socio-economic as well as demographic challenges.

### YOUR ADVANTAGES OF BEING A PARTNER

By partnering with our ISPs, your business gains access to a rich talent pool with diverse academic backgrounds. We provide access to CVs and networking opportunities with our delegates, facilitating valuable connections. Your company logo will be featured at ISP events, reaching our extensive student community.

We invite you to participate in our job fair and speed-interview sessions to find potential fits for your organization by showcasing your company during our seminars. Align your brand with diversity, innovation, and exploration on both local and international levels by partnering with our ISPs.

We believe you are a key player in empowering our future through collaboration and allowing cross-cultural connections, by supporting our talent and fostering personal growth. Join us as a partner, and you will provide a thriving environment for both your organization and us students. The success of these projects depends on the close and supportive relationship we establish with our partners.



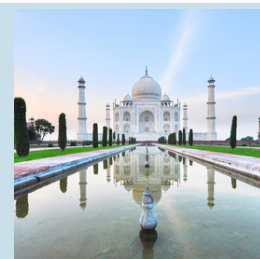
#### **Insight China - Continues in 24/25**

The original International Student Project, launched in 2001. Insight China will return in the 2024/2025 academic year to celebrate its 21st China study tour in its 24-year history. During the coming months, Insight China is not resting, but planning major improvements. The project will be back reinvigorated and once again ready to deliver an unique China learning experience.



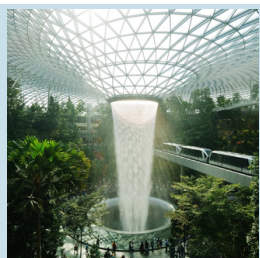
#### **Focus India - Unleashing Potential with Purpose**

The 19th edition of FOCUS INDIA continues to foster the synergy between Switzerland's business environment and India's fast-growing economy. This year, we are seeking to learn how companies can align their mission, values and goals with a broader purpose beyond mere profit making by embracing purpose-led strategies with our three E approach: Enhancing Innovation and Creativity, Enabling Digital Transformation, and Empowering different generations.



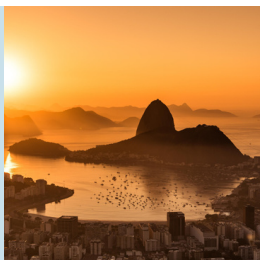
#### **explore ASEAN - Beyond Growth: Embracing Digitalization and Robotics in Circular Economy**

Welcome to the 9th edition of exploreASEAN, where we dive into the realms of Work 2.0 and Sustainable Growth. This captivating journey will unveil the transformative impact of digitalization and robotics on workplaces, alongside the crucial significance of circular practices in the economy. Through the seminar in Switzerland and our visits to Vietnam, Thailand and Singapore, we seek to deepen our understanding of innovative technologies and responsible growth, highlighting their relevance both in Switzerland and the countries we are exploring.



#### **HOLATAM - Digitalization: The Future of Health**

HOLATAM's focus for this year revolves around the theme of "Digitalization: The Future of Health". This theme encompasses various dimensions of digitalization and how it can help the health sector, including the healthcare industry, workplace safety, mental wellbeing, community health and opportunities for personal and professional growth. HOLATAM focuses on Argentina and Brazil as its key nations for 2024, emphasizing the value of holistic digital health solutions. This approach augments healthcare quality, accessibility, and efficiency through digital technology integration.



**For more information on the projects, click on the project logo.**



# MEET THE TEAM



The connectUS 2024 team consists of a project and communications team.

## PROJECT TEAM

The project team includes four project managers, to whom different tasks has been assigned such as:

- Project Coordination & Communication
- Partnership & Finance
- Seminar in Switzerland
- Seminar abroad

## COMMUNICATIONS TEAM

The communication team consists of two communication managers, to whom different tasks has been assigned:

- Social media
- Website
- Video & text production
- Graphical design

All project and communication managers are students from the University of Applied Sciences Northwestern Switzerland (FHNW). This year, we can rely on the expertise of students from different degree programs.

Together as a team, we are thrilled to continue with this years' connectUS 2024 edition.

# WHAT THE PROJECT IS ABOUT



**“HOW COLLECTIVE ACTIONS  
MAKE THE WORLD MORE  
SUSTAINABLE”**

## UNDERSTANDING OUR MISSION

Sustainability has increasingly become a significant driving force behind international student projects in recent years, and this edition of connectUS 2024 is no exception. In a world where the need to address environmental and social issues is increasingly clear, our mission becomes even more important. Our commitment to sustainability is not just talk – it is a movement that demands real and meaningful action.

We aim to assist our connectUS community in better-comprehending sustainability and taking concrete measures to make a significant difference. Through inspiring **people**, preserving the **planet**, and promoting **prosperity**, we are taking small steps that can have a big impact.

# INSPIRING PEOPLE



Real and lasting change happens when individuals and communities have the tools needed to improve their lives; Education is the fundamental driver of this transformation. Our goal involves two key aspects: gaining a deep understanding of how organizations can help their employees thrive by creating a healthy workplace and acknowledging the significance of education.

## **ORGANIZATIONS CREATING HEALTHY WORK ENVIRONMENTS**

We are interested in health-driven organizations prioritizing their employees' well-being and actively promoting initiatives and policies that cultivate a supportive and healthy work environment. ConnectUS aims to comprehend how such businesses establish inclusive environments to facilitate cross-cultural dialogue, promote knowledge-sharing, and foster mutual understanding

## **EDUCATION FOR CULTURAL EXCHANGE**

The education aspect of the project centers on the transformative potential of learning and its capacity to empower individuals and communities. ConnectUS aims to promote intercultural learning and facilitate knowledge exchange, enabling students to effectively adapt and communicate across diverse cultures.



## **PRESERVING THE PLANET**

Taking care of our environment is not just a choice, it is a necessity. ConnectUS understands the significance of environmental responsibility in shaping a future that benefits everyone. Our primary focuses are green buildings, promoting circular economy practices, and conserving biodiversity. These pillars aid in fostering a sustainable future.

### **ECO-FRIENDLY ARCHITECTURES**

Green buildings symbolize innovative architecture that prioritizes sustainable solutions in harmony with the planet. These environmentally friendly structures profoundly impact energy efficiency, sustainable materials, water conservation, and economic benefits. Our project aims to collaborate with startups and organizations in these fields, recognizing the challenges of urban pollution. These collaborations offer students an insight into strategies for achieving climate change goals.

### **FROM WASTE TO RESOURCE: THE CIRCULAR ECONOMY**

The concept of the circular economy aims to reduce waste and optimize sustainable resource utilization through the continuous circulation of products, materials, and resources. In the context of connectUS, this theme highlights examples of businesses that adhere to circular economy principles and introduces students to practical applications. This experience motivates students to work towards a more sustainable future by reconsidering how resources are utilized and waste is minimized in diverse industries.

### **FOSTERING BIODIVERSITY ON OUR PLANET**

Biodiversity includes the variety of life on Earth, such as different species of flora and fauna and the ecosystems they inhabit. ConnectUS wishes to enable students to delve into biodiversity by engaging with environmental experts and collaborating with organizations devoted to preserving the planet's rich biodiversity. Through these connections, connectUS aims to promote a greater comprehension of the significance of biodiversity and how students can effectively contribute to its preservation.

# PROMOTING PROSPERITY



In our vision, prosperity goes beyond temporary financial gain to encompass lasting, holistic well-being. Our dedicated focus on startups and green leadership paves the way for small, impactful steps toward a more sustainable future and illustrates our unwavering commitment to this vision of prosperity and sustainable growth at connectUS.

## **ENCOURAGING FUTURE INNOVATORS**

Startups are new businesses marked by innovation, entrepreneurship, and often rapid growth. In the context of connectUS, this theme includes understanding their role in the economy and learning about the challenges and opportunities they encounter. ConnectUS will provide students with insight into the startup ecosystem by connecting them with entrepreneurs, organizing visits to startup hubs, or facilitating discussions with startup founders. This allows students to gain first-hand knowledge of the world of startups and entrepreneurship.

## **EXPLORING SUSTAINABLE LEADERSHIP**

Green leadership involves individuals and organizations taking the initiative to implement environmentally sustainable practices and policies. This means striving for a greener future, reducing waste, and promoting conservation efforts. It involves responsibility and proactive action toward a healthier planet and environmentally friendly practices for their future endeavors. Through these factors, we provide a valuable educational experience for students who are interested in promoting environmentally friendly practices in their future careers.

# OUR GOAL



## SMALL STEPS - BIG IMPACT

**“HOW COLLECTIVE ACTIONS MAKE THE WORLD MORE SUSTAINABLE”**

### THE POWER OF COEXISTENCE

ConnectUS 2024 is based on a vision that exceeds boundaries - one that seeks to create a world where people, planet, and prosperity coexist in harmony. This vision understands the interconnectedness of human well-being, natural health, and economic success. It recognizes that true sustainability can only be achieved when these components work in harmony and reinforce each other. Our commitment to this model of coexistence emphasizes the fundamental understanding that progress in only one dimension is not enough. Instead, our goal is to promote a harmonious balance among these three dimensions. We envision thriving communities (people), thriving ecosystems (planet), and collective prosperity operating in perfect synergy. From this perspective, the success of one element drives the progress of the others, creating a virtuous cycle that benefits everyone. By focusing on the interdependence of these elements, we carefully build a comprehensive, enduring approach to sustainability.

### THE INFLUENCE OF ACTION

At connectUS, we recognize the impact of small actions. We understand that while we may not have the power to change the world overnight, our collective efforts can make a significant difference. Our mission as students in this project revolves around three core principles: empowering people, preserving the planet, and promoting universal prosperity. Journey toward change is founded on sustainability, recognizing that our present efforts will activate all contributors of our connectUS project in the future. As students, we invite everyone to join us in this effort to leave in small steps an impact for a more sustainable world.



# BENEFIT OF BEING A PARTNER



## ACCESS TO POTENTIAL FUTURE EMPLOYEES

You will be granted [access to the CVs](#) of all delegation members.

The delegation is our [exclusive selection](#) of highly talented and motivated students in their final academic year.

As many partners did in previous years, you may find the [perfect candidates](#) for your open positions.



## SEMINAR IN SWITZERLAND AND FINAL EVENT

You will be invited to our one-week Seminar in Switzerland.

[Integrate your organisation](#) in our seminar in Switzerland in terms of an expert speaker.

After our abroad seminar, you will be invited to our final event where the project teams [share their experiences and lessons learned](#) with you and students of the FHNW.



## PUBLICITY

Raise [awareness](#) and [attractiveness](#) of your organisation amongst FHNW students.

Benefit from the [placement of your organisation's logo](#) during all project activities. This includes on-campus activities, project newsletters, websites, and social media channels.

Profit from a [free placement of your open job vacancies](#) on the Next Career Services job list, shared among more than 10'000 students from all FHNW campuses with various degree programs.

# BENEFIT OF BEING A PARTNER



## NETWORKING EVENTS

Participate in the [Career Fair](#) during our seminar in Switzerland at the Campus Olten on the 17th of February 2023.

Partners of all international projects can present their organisation and [recruit students from various fields of study](#).

Additionally, you can [participate in the Long Night of Careers](#) at the FHNW Campus Brugg in October 2023 and use the opportunity to present your organisation and recruit students.



## SPEED INTERVIEWS

During the Career Fair Event, you have the chance to [interview a selection of all delegation members](#) according to your preferences.

Benefit from [reduced participation fees](#) at the Campus Lunchtalks, where you can additionally interview students from various fields of study.

# FINANCES

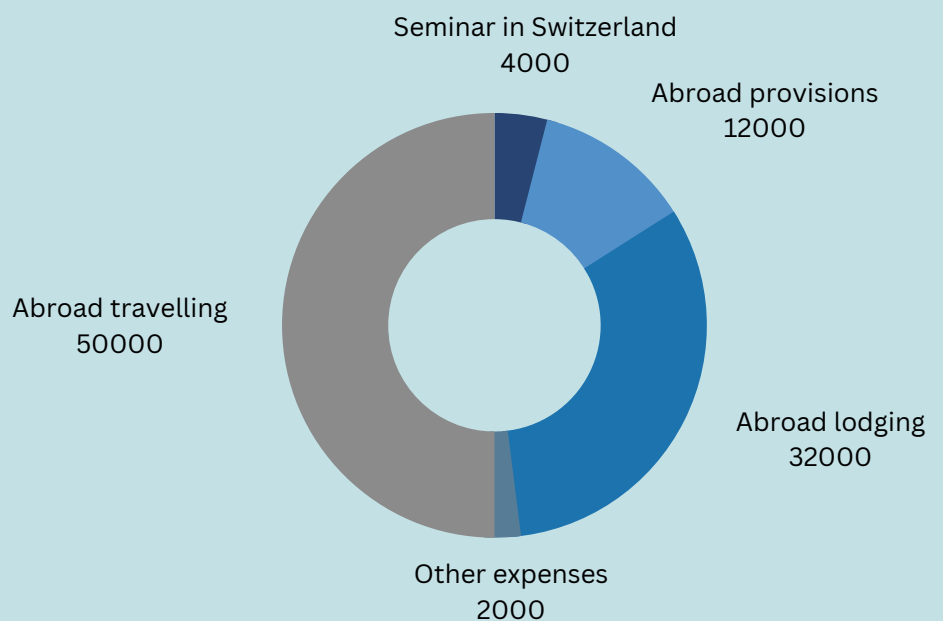
To fund our project we rely on the generosity of our partners and delegation members. Our delegation members are all required to contribute a participation fee.

This project aims to deliver a great experience to the delegation, partners and organisations involved. As estimated in the graph below, a substantial part of the total funds is utilized for the seminar abroad. The largest two cost points consist of the travel and accommodation expenses for the seminar abroad.

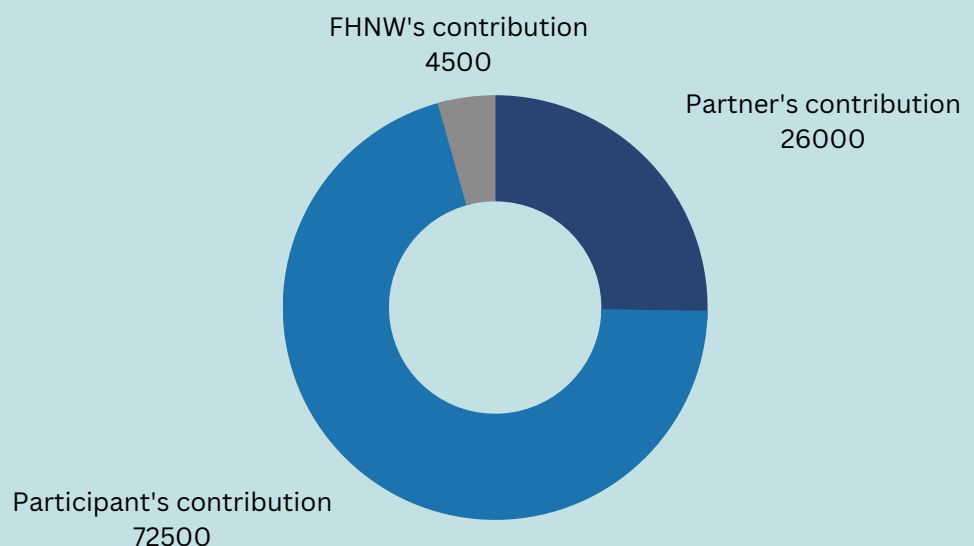
We invite you, our potential partner, to study the partnership packages on the next page and decide which package suits you the best. Your contribution will help us make this project possible and allow students to gain a unique learning experience. Since the satisfaction of our partners is our top priority, we are open to discuss and settle for tailor-made agreements.

## 100% OF YOUR CONTRIBUTION WILL GO TOWARDS SPONSORING STUDENTS

### SPENDING



### FUNDING



# JOINT SPONSORING MATRIX

	JOINT PLATINUM PARTNER	JOINT PLATINUM PARTNER (OF 2-3 ISP PROJECTS)	JOINT GOLD PARTNER	JOINT SUPPORTER
<b>INDIVIDUAL SPONSORSHIP BENEFITS</b>				
All benefits of an individual sponsorship for all partnered projects (see previous page)	All Platinum benefits	All Platinum benefits	All Gold benefits	Upon Agreement
<b>ADDITIONAL PUBLICITY</b>				
Company logo will be shown at the events of all partnered projects	✓	✓	✓	Upon Agreement
Individual page in the seminar brochures of all partnered projects	✓	✓	✓	Upon Agreement
Social media post from a chosen destination of the partnered projects including the company logo	✓	✓	✗	Upon Agreement
Detailed social media info & promotion post on the channels of the partnered projects (e.g. video including production)	✓	✗	✗	Upon Agreement
<b>SEMINAR IN SWITZERLAND</b>				
Lunch interview with interested students of the delegations during the Seminar in Switzerland	✓	✓	✓	Upon Agreement
Possibility to hold a workshop at the Seminar in Switzerland with a selected pool of the partnered project's delegations (e.g. talent scouting)	✓	✓	✗	Upon Agreement
Panel discussion at the Seminar in Switzerland with a selected pool of the partnered project's delegations	✓	✗	✗	Upon Agreement
<b>PARTNERSHIP WITH FHNW</b>				
Build up an individual partnership with FHNW career services	✓	✗	✗	Upon Agreement
Mandate a bachelor thesis in collaboration with FHNW	✓	✓	✓	Upon Agreement
<b>YOUR CONTRIBUTION (PER SPONSORED ACTIVE PROJECT)</b>	<b>CHF 5'000</b>	<b>CHF 5'000</b>	<b>CHF 4'000</b>	Upon Agreement

# SPONSORING MATRIX

connectUS

	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	SUPPORTER
<b>ACCESS TO CV'S</b>				
Access to the CV pool of:	All delegations	All delegations	One delegation	Upon Agreement
<b>JOB ADVERTISEMENT</b>				
Job advertisement on the Career Services website of FHNW and social media of connectUS during the project period	3	2	1	Upon Agreement
<b>PUBLICITY</b>				
Presence on newsletters, presentations and videos	Primary Spots	Secondary Spots	Teritary Spots	Upon Agreement
<b>WEBSITE</b>				
Your logo will be displayed on the website of connectUS	✓	✓	✓	✓
Your company will be described on the homepage of connectUS	Detailed	Medium	Medium	Upon Agreement
<b>SEMINAR IN SWITZERLAND AND CLOSING EVENT</b>				
Stand at the career fair at the Seminar in Switzerland	✓	✓	✗	Upon Agreement
Speed interview option at the career fair	All Delegations	All Delegations	Upon Agreement	Upon Agreement
Possibility to distribute promotional material at the Seminar in Switzerland	✓	✓	✗	Upon Agreement
Timeslot granted to present your company during the Seminar in Switzerland	✓	✗	✗	Upon agreement
Company logo will be shown at the Project Events	Large	Medium	Medium	Upon Agreement
Seats provided for networking purposes at the Project Events	unlimited	5	3	Upon Agreement
Special offers for joint partners upon individual agreement	Upon agreement	Upon agreement	Upon agreement	Upon agreement
<b>YOUR CONTRIBUTION</b>	<b>CHF 7'000</b>	<b>CHF 5'000</b>	<b>CHF 3'000</b>	<b>Upon Agreement</b>



# KEY DATES & EVENTS

**12.02.-16.02.2024**

## Seminar in Switzerland

A one-week seminar at FHNW in February, where the delegation, interested students (national and international) and your employees can learn and benefit from speeches about each region of the projects.



**22.03.-05.04.2024**

## Seminar Abroad

The delegation of FHNW students and university lecturers will take part in this two-week trip to visit various companies and public institutions throughout North America. This enables delegation members to exchange knowledge, expand their personal networks, and broaden their horizons.



## TO BE COMMUNICATED

### Career Fair

The Career Fair takes place during our Seminar in Switzerland in February. Partners of all international student projects have the possibility to present their company and recruit students from various fields of study.



**06.05.2024**

## Final Event

After the Seminar Abroad, you will be invited to our Final Event. All international student projects share their experiences and lessons learned with you and current students of the FHNW.

# CONTACT US



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# LET'S WORK TOGETHER

Step up become a partner and join connectUS 2024.



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