

Going **BEYOND** Awards

THE CHIPITA FUTURE LEADERS LEARNING SERIES: DEVELOPING A GROWTH MINDSET FOR THE DIGITAL ERA

The Chipita Learning Series: Developing a Growth Mindset for the Digital Era, is a learning and self-development program, offered and sponsored by Chipita corporation (a Greek multinational company with operations in 11 countries; recently merged with Mondelez) , to undergraduate students, in order to offer them the opportunity to develop a set of skills and competencies that will assist them to successfully navigate their learning path and prepare for careers in the era of disruption.

The Program is designed and orchestrated by Alba Executive Development department and aspires to empower participants with:

- learning agility that ignites them to be open to learning and able to utilize, their learning experience in the future-self
- leadership skills for the era of disruption
- disruption-related methodologies, mind frameworks and mindtools
- a cutting-edge understanding of the future of work-a collaborative and network learning mindset that opens opportunities for growth and success
- a global learning mindset, demonstrated by international case studies, global trends and practices on key issues and challenges



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The program is addressed to less privileged undergraduate students of Greek Public regional Universities (in the areas of Macedonia and Thrace – Northern Greece) with limited access to extracurricular multidisciplinary learning opportunities, across scientific disciplines and areas of study, (humanities, law, classical studies, business, engineering and science).

As a result, students have the opportunity to share and exchange knowledge, to co-learn, and to explore interdisciplinary learning. In this collaborative and interdisciplinary context, Alba reached out to an international educational institution (Perrotis College at the American Farm School), and a public university, the Democritus University of Thrace, in order to co-develop several dimensions of the learning initiative.

The initiative, delivered in three intakes, unfolds around the following themes.

- Exploring soft skills and values for the new era
- Well-being, health coaching and sustainable living
- Discovering the Future of Work
- Tracing Management in the era of Disruption
- Thinking like a Designer: Design Thinking
- Addressing Change, Leading Innovation and Value Innovation
- Embracing positivity: Building resilience and finding our strengths and virtues

The first intake took place in Fall 2019 in Thessaloniki and was addressed to University students in Northern Greece. The program was hosted by Perrotis College, the American Farm School. During the program, students had the opportunity to visit the unique campus of the American Farm School, which reflects the School's teaching philosophy, 'Learning by Doing', and its commitment to sustainable living and to the diffusion of a sustainable mindset. Students also acquainted themselves with Perrotis College initiatives on Sustainability and Innovation for Sustainability.

The second intake took place virtually (due to CoVID 19 restrictions) in Winter 2020 and was addressed to undergraduate students of Democritus University of Thrace, the first regional multicampus University in Greece, geographically dispersed throughout Thrace. The program included a virtual team-building board game that offered the students the context to e-connect through virtual teams and to actively engage in collaborative learning. The third intake will take place in Winter /Spring 2021-2022.

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PROGRAM IMPACT AND SUCCESS

The program has been delivered twice in the last two years and has attracted more than 150 students, from three Greek regional public Universities. Additionally, the students had the opportunity to become part of a learning network and to enrich their academic CV. Participants shared their enthusiastic feedback and reflections, through evaluation forms and reflective testimonials along the following

- "This program offered me knowledge that I could have never received in University!"
- "This was a very interesting and practical course that gave us knowledge not only for our future careers but also for our life."
- "The program blended diverse themes and addressed different aspects and challenges!"
- "It allowed me to explore myself and to grow. It also gave me hope for the Digital Era and made me believe that I can survive and succeed, against my hesitations and fears."
- "This great program made me see some things from a different perspective. It gave me great food for thought and I hope that it will help me in the future. It is very important that it was offered pro bono and that it gave students from different background the opportunity to get this experience."
- "The Program exceeded my expectations. The instructors and the organizing teams were great and the hospitality of the American Farm School was excellent."
- "This was a magnificent journey with a quick glance in the Future."
- "This unique experience gave us the opportunity to build social bonds, to learn new things and to think in different ways."

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PROGRAM IMPACT AND SUCCESS

- "I hope that in the future, the knowledge I gained will reciprocate your efforts to broaden the horizons of young people."
- "This program made me understand that life is not limited to particular activities and that success has multiple dimensions."

*All courses were received high evaluations from the students (higher than 4,3/5)

This program - organized for the first time in the Greek educational community - generated impact in multiple dimensions and towards multiple directions:

Creation of ecosystems between public and non public, non for profit universities:

The collaboration that was initiated by Alba, promoted co-creation and trust and pioneered a new context in the rapport between state and non state institutions, aiming at the co-generation of value for the student community

Creation of learning communities between students across cities, functions & areas of study:

The design of this cutting - edge program, followed the principles of inclusion, connectivity and learner diversity and contributed to the creation of a learning network between students of diverse socioeconomic background and different areas of study (STEM, Management, Economics, Law, Humanities)

Democratization of knowledge and access to diverse sources of knowledge

The free access for students, gave learners the opportunity and the choice to broaden their horizons and encouraged them to become part of a value chain that advocates learning as a source of sustainability, prosperity and growth.

Holistic and interdisciplinary approach to knowledge:

Both the content and the context of this initiative, blended different themes, approaches and sources of knowledge, through the collaboration of three different institutions.

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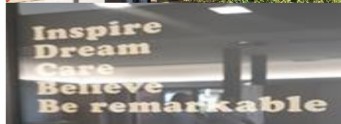
SDG IMPACT

- GOAL 4:** Quality Education
- Goal 9:** Industry, Innovation and Infrastructure
- Goal 12:** Responsible consumption and production
- Goal 16:** Peace, justice and strong institutions
- Goal 17:** Partnership for the goals



LOOKING FORWARD

The Chipita Program concludes in 2022. Alba, in collaboration the with other two educational institutions (Perrotis School-American Farm School, Democritus University of Thrace) plan to offer program refreshers (as per the feedback received by participants) in order to sustain and renew the learning bonds between the students and boost their intellectual curiosity and learning agility.



the chipita future leaders learning series:
developing a growth mindset for the digital era



AMERICAN FARM SCHOOL
Thessaloniki · Greece



reminiscence

- //: a remembered experience
- //: an account of a memorable experience
- //: the act of recollecting a past experience or event



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LOOKING FORWARD

Furthermore, Alba has been engaging in discussions with the above mentioned educational institutions, corporate sponsors and public benefit foundations, in order to further develop the initiative, to extend the offering to new groups of students across areas of studies and to build a culture of excellence that will result in scholarships for graduate studies at Perrotis College – AFS (in Agricultural Studies and Sustainability) and / or at Alba Graduate Business School, ACG (Management Studies), offered to participants of the Program as well as company engagement programs that will allow graduates to launch their careers.

The future of the initiative aspires to capitalize the close bonds that Alba has with the industry, the business community and the international education community in order to provide the young university students, the “Leaders of Tomorrow”, with shared skills and values that will empower them to become part of a learning value chain that will generate value for the students, the country and the global community.

www.alba.acg.edu/executive-development/for-organisations/alba-csr-learning-series/