



Brand Ambassadors Programme

Who are our Brand Ambassadors?

A brand ambassador is someone who is invested in our brand, initiatives, services or products through a formal relationship. Ambassadors are professionals or other individuals who participate in the reputation, promotion, positioning and development of the institute. They are motivated to contribute to the main goals of the institute beyond financial gains. They are encouraged to represent our brand through their walks of life and to have a sense of belonging within our network.

Objectives of our Ambassadors Programme

This programme was launched to recognize the loyalty of our ambassadors and the value they bring to the Institute. The programme helps standardize the way the institute works with individual partnerships.

Ambassador Responsibilities

- To familiarize with the brand's mission, vision, goals, services and products to represent the brand's personality;
- To generate content for the brand such as photos and videos, sometimes even without being asked to;
- To create website and social media content in order to drive brand awareness and attract new viewers, followers and customers;
- To contribute with unique observations and sharp insights into specific market, societal, economic and environmental challenges. Ambassadors support the Institute by collecting, comparing and evaluating early signals of change – including emerging trends, technologies, values, products, concepts, companies, services and ideas. This helps us to identify what is happening now and what could emerge tomorrow. These insights are shared among all the members of the institute's network.
- To brainstorm ideas and participate in workshops;
- To track customers' preferences;
- To represent the institute at events;
- To spread the institute's messages;
- To increase the brand's social media presence for example on Instagram and Youtube;
- To maintain a positive image of the brand at all times.

Ambassador Benefits

To compensate our ambassadors, and to achieve the best results in the partnerships we establish, we use a combination of non-monetary and freebies incentives such as:

- Gift cards;
- Entertainment tickets;
- Promotional items from partners;
- Participation in our learning & development programmes;
- Participation in exclusive events that we organize;
- Participation in research projects;
- Recognition prizes;
- Access to our resources.

Ambassador Requirements

- Personal characteristics needed to be a successful brand ambassador include being loyal, friendly, approachable, outgoing and authentic;
- For the accomplishment of certain tasks, ambassadors should meet certain professional requirements and demonstrate the hard and soft skills needed to succeed in the field;
- Our ambassadors don't need to have legions of followers; instead, they can have smaller audiences that they regularly engage with. They can influence their audience and bring attention to the company. Even if they are just reaching their family and friends, we are hopefully building a community of enthusiasts and thus create positive social impacts.
- To show engagement and interest in the brand;

Ambassador Work Environment

Ambassadors can interact with each other through an open innovation platform made available by one of our partners - Consideration.io. This is a social aspect which should not be undervalued.

As part of the partnership with our brand ambassadors, the content they create will be kept and may be used again by the institute and company as we see fit, such as posting it on our own social media pages and our website.

How to become an Ambassador

Our programme is an invite-only ambassador program to ensure that we only work with people who are legitimately dedicated to our company and actually understand what our brand is all about.

What makes our Brand Ambassador Programme Special?

- We give ambassadors control over how they promote our company not only to inspire creativity, but also to give them a sense of ownership and investment in the company;
- We share the rewards of group performance;
- We offer opportunities for young people to scale-up their skills and thus increase their chances to be recruited.