



MaGiC 2009 JOINMAGIC!

About MaGiC

MaGiC, Made GREEN in China, is an open initiative designed to challenge the traditional mindsets locked into the label, "Made in China." MaGiC's mission is to inspire youth in developing a China that is green and healthy for themselves and future generations.

Greenovate developed the idea for MaGiC in response to the following needs:

- a shared vision of greener China among consumers and business
- a deeper understanding of environment
- the spread of sustainable business practices in China

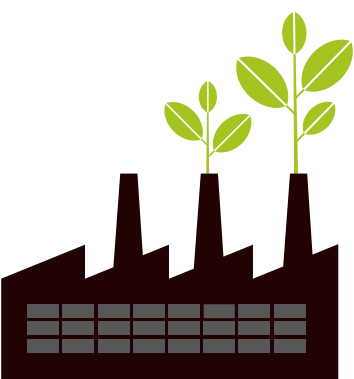
MaGiC offers a unique opportunity for business to explore evolving responsible consumerism, contribute their expertise, and show their commitment to sustainability. For youth, MaGiC provides an opportunity to learn about sustainability through hands-on experiences.

In 2009, with the help of MaGiC partners, we finalized 3 major projects:

- MaGiC Tour
- MaGiC Survey
- MaGiC Design Competition

The initiative was launched on September 27th in Shanghai at the flagship store of eno, one of MaGiC's partners.

We welcome new partners and sponsors to join us in 2010!



MaGiC Tour – Oct 16th to Present

For the last two months, the Greenovate team has been visiting universities in China on our **MaGiC Tour**, arranging lecture dates with the help of AIESEC. We have dedicated time and resources to professionally develop and teach interactive 2-hour lectures, introducing sustainability concepts and inspiring students with ideas for green careers in the future. The goals of MaGiC Tour are to demonstrate the possibility for sustainability as an opportunity, give students an active role in building a sustainable future, inspire unlimited possibilities of REUSE concepts, and bring a spark of adventure to the classrooms through the Plastiki Expedition.



MaGiC Tour lectures cover:

1. An introduction to sustainability
2. A vision of the future we want to live in
3. The Power of One
4. What we buy affects the world
5. What green design looks like and how it can influence demand

Universities visited so far:

1. AIESEC Regional Conference – Oct 16th, Hangzhou
2. Raffles University – Oct 19th, Shanghai
3. AIESEC Regional Conference – Oct 23rd, Shanghai
4. Jiao Tong University – Nov 5th, Shanghai
5. Shanghai Institute of Visual Arts – Nov 10th, Shanghai
6. South China University of Technology – Nov 16th, Guangzhou
7. South China Normal University – Nov 17th, Guangzhou

Total Number of Students reached: 700

We are excited to continue our tour through 2010, reaching out to students from across the country!

JOINMAGIC!

MaGiC Design Competition – Oct 1st to Dec 15th

We have run our pilot green design competition, challenging Chinese university students to use waste as a resource to create new products. We worked with frog design to develop the guidelines of the competition, encouraging students to think about the entire life cycle of their products. After receiving a variety of product proposals, frog design and Super Nature will help us choose the top 5 entrants to be invited next summer to join **MaGiC Experience!**



MaGiC Survey: “Do you believe in Greenism?” – Oct 1st to Nov 30th

We collaborated with Enovate to run a professional survey of university students around China (72% of whom live outside Shanghai) on the importance of nature, “greenism,” and eco-friendly products on their quality of life. Preliminary results have indicated a strong preference for relaxation, comfort, and clean environment over night clubs and city life, as well as a demand for “green brands” to prove their “greenism” with green products, not just marketing. The complete results will be available in January!

JOINMAGIC!

Plans for 2010:

In 2010, we will continue our 2009 activities, bringing our **MaGiC Tour** to China's top universities and spreading MaGiC on all major **Chinese social media**, as well as adding:

MaGiC Experience

The top 5 entrants of our design competition will be invited next summer to join "**MaGiC Experience**" and spend a month working with famous designers and other bright green minds, all expenses covered.

MaGiC Capital

A micro-financing platform to help students with micro loans and grants should they choose to continue their sustainability education or start their own sustainable business.

MaGiC Partners

 frog design

 supernature



 enoVate.



 SIFE

 AIESEC

Thank you for your support! For more information, visit www.joinmagic.org

About Greenovate

We are a social enterprise established in 2007 that develops ideas for a sustainable future, focusing our projects on environmental awareness and sustainable development for businesses and communities in China. Our network provides access to a global team of sustainability experts who are committed to accelerating the world's transition to a more sustainable and prosperous future. Our team in China is characterized by its can-do attitude, creative approaches and forward thinking. In addition to MaGiC, we are also the founders of a non-profit called GECKO, an environmental awareness initiative for Chinese high schools students.

JOINMAGIC!