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PRESS RELEASE

Nokia and GIZ launch 'Create to Inspire' programme in Kolkata

An out-of-the-box programme for youth in Kolkata to create campaigns using creative arts on the judicious consumption and management of water, energy, transport and E-waste.

Kolkata, December 9, 2013: Nokia India and GIZ have partnered to launch the **Create to Inspire** programme in Kolkata today, an initiative that will provide a platform to young people to use their creative arts to build innovative environmental campaigns to initiate exciting conversations on the meaning of responsible consumption and create a new social context in the city, in turn encouraging people to adopt more 'green' habits. Additionally, the programme also aims to conserve the arts, culture and rich heritage of Kolkata.

Under the programme, Nokia-GIZ, will offer a fellowship initiative for the youth of Kolkata in the age group of 18 to 25 years. 50 young people shall be selected and mentored by renowned artists from various creative fields. Thereafter, the selected fellows will work under the guidance of specialist mentors on inspiring people to take environmental action through music, dance, theatre, film, photography, vocal projects and public art installations.

The mentors for the fellowship include renowned creative icons of the city, viz., **Sujoy Prosad Chatterjee (for theatre), Sudarshan Chakravorty (for dance), Mir Afsar Ali (for Vocal Project), Swarup Dutta (for Photography), Neel Adhikari (for Music) and Iftekhar Ahsan (for Public Art Installation).**

The **Create to Inspire Fellowship** will open for entries Kolkata on December 15, 2013. This first of its kind initiative in the 'City of Joy' will be implemented in partnership with Arts Forward Ideas and Events Pvt. Ltd. six months.

The programme will also have a school initiative focusing on teachers and students. Titled the **Create to Inspire School Initiative**, it will engage with students and teachers on environmental solutions and via them with society at large. Run by Nokia and GIZ in partnership with PATH Welfare Society, a Kolkata based NGO, it will reach out to over 200 schools over a period of two years.

Speaking on the occasion, **Mr. Kislay Kumar, Director (East), Nokia India**, said "Over the years, Nokia has been committed towards sustainable consumption of resources and 'Create to Inspire' is another step taken towards the same commitment. Our planet's future depends on how we consume today as well as tomorrow. We believe for the creation of a sustainable future, it is essential to inspire people especially the youth today to make sustainable choices in all spheres of their lives. We need to create a new social context that can encourage people to discuss, define and practice sustainable living.

Selection Process of Kolkata Create to Inspire Fellowship Programme 2013-2014

- Starting 15th December 2013 to 15th January 2014, students between the age group of 18 to 25 years can apply for the fellowship through an online process
- Applications will then be screened and 50 youth will be selected on basis of their experience, artist ability, character traits, etc.
- Post the screening and selection process, the selected fellows will be grouped in teams based on the creative art and/or medium of their choice



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He further added, “Kolkata is the cultural capital of India and has long been known for its arts, culture and heritage. With all the creative inspiration the programme aims to bring among the youth, we are looking forward to some great talent from this culturally rich city.”

Speaking about the partnership with Nokia, **Dr. Dieter Mutz, Director, GIZ-IGEP** said: “GIZ is pleased to partner in this endeavour to promote youth as responsible citizens. We truly believe in the importance of engaging youth on the issue of sustainable consumption as they are the changing agents of the world. We are looking forward to harness collective wisdom of the city’s youth as they make an effort to stimulate social change required to maintain Kolkata’s image as ‘City of Joy’.”

For further information, please visit www.nokia.com/in-en/createtoinspire & www.createtoinspire.co.in

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About Nokia

Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia’s technological and design innovations have made its brand one of the most recognized in the world. For more information, visit <http://www.nokia.com/about-nokia>

About GIZ India

As a federal enterprise, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. GIZ is also engaged in international education work around the globe. GIZ currently operates in more than 130 countries worldwide. To address India's priority of sustainable and inclusive growth, GIZ's joint efforts with the partners in India currently focus on areas like: Energy, Sustainable Urban and Industrial Development, Natural Resource Management, Private Sector Development, Social Protection, Financial Systems Development and HIV/AIDS – Blood Safety.

About Nokia – GIZ partnership

The development partnership between NOKIA and GIZ is part of the develoPPP.de programme that GIZ is implementing on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). Through the partnership, the two organizations aspire to enhance sustainable consumption in the city of Kolkata and Ahmedabad and also address the issue of safe E-waste management via engagements with schools, youth and the informal sector working on E-waste.

