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DAVID GILLINGHAM AWARD

#MOVINGMINDS

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International Sustainability Project

Empowering future marketers for a greener tomorrow

WHAT IS IT?

- Annually recurring service-learning initiative
- 150+ Belgian & international (>25 countries) marketing students
- Solve real sustainability challenges
- Apply marketing skills to impactful projects
- Partner with NGOs, energy providers & City of Leuven
- Support Leuven's Climate Contract and Leuven 2030 agenda

THEMES WE TACKLE

Urban Greening

Renewable Energy

Water Conservation

OUR IMPACT

- Best ideas implemented by Leuven2030 stakeholders
- Students become changemakers, not just learners
- Leuven becomes a living lab for sustainable innovation

WHY IT STANDS OUT

- Intercultural collaboration in action
- Sustainability meets creativity through marketing
- Real impact beyond the classroom
- Empowering young minds to act locally, think globally

LEUVEN 2030

leuven

How it works?

WEEK 1

Discovery Insights

CL!MATE FRESK

SUSTAINABLE DEVELOPMENT GOALS

OUR WORLD

green nudging

WEEK 2

BRIEFING & DESK RESEARCH

FIELD RESEARCH

EMPATHY MAP & PERSONA

MOOD BOARD CITY

MARKETING CAMPAIGNS & COMMUNICATION STRATEGIES