Inspiring global talent to shape the future
Seeds for the Future: 10+ years nurturing top talents

Committed to inspiring global talent to shape the future

- **2008**
  - First launched in Thailand

- **130**
  - Countries & regions

- **500+**
  - Top universities worldwide

- **120+**
  - Endorsement from heads of state and government

- **8,774**
  - had benefited from the program

- Huawei flagship CSR program dedicated to top STEM and non-STEM students worldwide
- Develop local talent, enhance knowledge transfer, promote a greater understanding and interest in the ICT sector, and encourage participation in the digital community
Over 3,000 Seeds from 103 countries participated in 2020

- 21 pre-recorded and 47 live courses are made covering topics such as science & technology, economics, humanities, and CSR etc.
- Program’s Average Graduation Rate reaches 85% and Female Participation Rate 32%.
- A total of 445 stakeholders attended Seeds events, triggering 1,403 Seeds for the Future related media reports globally.
Seeds for the Future 2021: Inspiring the next generation of leaders through technology innovation and cross cultural exchange

<table>
<thead>
<tr>
<th>Seeds for the Future Program</th>
<th>Official Website</th>
<th>iLearningX</th>
<th>Alumni Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and cultural exchange program</td>
<td>All info in one site</td>
<td>Seeds for the Future online learning platform</td>
<td>The social network of Seeds alumni</td>
</tr>
<tr>
<td>• Arouse interest in ICT sector</td>
<td>• Easy to introduce the program during the campus promotion</td>
<td>• Free access to 47 pre-recorded courses (continuously updating)</td>
<td>• International elite network</td>
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<tr>
<td>• Nurture future leaders</td>
<td>• Outstanding Seeds alumni will be presented on the website</td>
<td>• Experts address questions within 24 hours</td>
<td>• Professional and appealing content exchange</td>
</tr>
<tr>
<td>Elite Selection</td>
<td>Public Window</td>
<td>Reliable &amp; Profession</td>
<td>Consensus Building</td>
</tr>
</tbody>
</table>
What’s new in 2021?

New Topics
- China livestreaming culture,
- Exploring China social media,
- Huawei leadership approach,
- Uber model across Asian markets

8-day Program
- Enhance the learning value and give time for more interactions

“Tech4Good” Group Work
- Multi-cultural learning environment,
- Creativity and Innovation

Interactive and dynamic classroom
- Divide students into groups, animated by a dedicated facilitator,
- Group discussion, debate, round table dialogues etc. to boost interactions

Various course formats
- Huawei exhibition hall live visit,
- Live Chinese cultural sightseeing,
- Tailored pre-recorded visit and live Q&A with fast growing companies

Seed’s alumni events
- Webinars, round table dialogue, celebration etc. to strengthen the sense of belonging of the community

Bring in reliable and professional partners to support:
Curriculum's topics focus on interests and personal development

**Technology**
Entry level and advanced courses in 5G, AI, Cloud, Kunpeng System, IoT, data, Smart City, Smarthome, etc.

**Leadership & Career Development**
- Sustainability and Business Leadership,
- Strategic Leadership,
- Stories from China Silicon Valley

**Hot Topics**
- Cyber security,
- China social media,
- Aerospace Industry,
- Data for the People

**Technology Leadership & Career Development**
- Traditional and Modern China
- Hot Topics
- Live and interactive visit to the Great Wall and other sites,
- Visit and discussions with companies such as JD or DJI.
How to Participate

PAY ATTENTION: CSR EFLOW is mandatory for program application. NO EFLOW, NO PROGRAM.

Target Audience

• Outstanding undergraduates/graduates from top universities
• GPA 3.0 or above, or ranking in the top 30% in the faculty
• Have strong interest in ICT industry and China, and great enthusiasm for learning

Application Materials

• A resume (Europass type)
• A transcript, certificate that proofs academic records and active students status
• A cover letter and/or a 1-minute personal video which reflects objective to participate, interest in ICT and China, and enthusiasm for learning
• Other materials based on local expectations

Selection process

Initial screening:
• Rep office select eligible students based on their application materials working with local stakeholders

Online interview:
• Rep offices are also strongly encouraged to have formal online interviews with candidates following an initial screening of applicants.
# Agenda Design

8-day online program: 3 hours of mandatory pre-recorded courses + 12 hours of live-stream courses + “Tech4Good” Group Project + access to all elective courses resources + leadership practice from the beginning to the end

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
<th>Weekend</th>
<th>Day 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick Off: Program Intro &amp; Grouping &amp; “Tech4Good” Project Intro (20mins)</td>
<td>Morning check-in (10mins)</td>
<td>Leadership (1.5H)</td>
<td>Morning check-in (10mins)</td>
<td>Morning check-in (10mins)</td>
<td>Self-learning</td>
<td>Q&amp;A (1H)</td>
</tr>
<tr>
<td>Local Opening Ceremony (1H)</td>
<td>Self-organized Group Discussion</td>
<td>Group discussion &amp; Q&amp;A session (1H)</td>
<td>Self-organized Group Discussion</td>
<td>Peer review &amp; Q&amp;A session (1H)</td>
<td>“Tech4Good” Group Project Presentation (1H)</td>
<td>Local Closing Ceremony (1H)</td>
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- **Before the program:** Local PR invite and identify 1 student to present home country culture on Day 2
- **Day 1:** Program intro & Student grouping & “Tech4Good” group project intro
- **Day 2:** Purpose-driven leadership theories introduction and leadership exercises
- **Day 3:** Interactive webinar on certain hot topic
- **Day 4:** Huawei exhibition hall online visit & Tech talk
- **Day 5:** Student representatives introduce home country’s culture; Chinese cultural sightseeing
- **Weekend:** Self-learning
- **Day 8:** Q&A with tech instructors; “Tech4Good” group project presentation and evaluation

- **Mandatory:** 5G, AI, Cloud (entry level)
- **Elective:** 4 Discovering Huawei, 3 advanced ICT courses, 27 various topics, 8 Chinese documentaries (Continuously updating)
“Tech4Good” Group Project:
How to leverage technology to address social and/or environmental issues

Day 1: We will have 5-10 students per group and introduce “Tech4Good” guidance materials
DAY 3: Group discussion & Q&A (1 H) with mentors
Day 5: Peer review with other groups & Q&A (1H) with mentors
DAY 8: Each group will be given 5 Mins (elevator pitch) to present their work and another 5 Mins for Q&A with judges.

Judges consist of Huawei Head of Class, Huawei tech instructor/external tech lecturer & external partner.

Key Learning Outcomes

• Increase social entrepreneurship
• Understand current trends on how technology can assist with solving complex global challenges
• Build problem solving and leadership skills through team work
• Deepen personal mission and sense of social responsibility

What to expect?

• “Tech4Good” playbook and toolkit materials will be provided
• Mentor will be introduced into groups to provide necessary guidance and address project-related questions and doubts

What’s next?

• Among the best group work for each class, Global Top 10 will be shortlisted to compete in global final competition event at the end of the year.
• Special prize will be awarded for Global Top 1 project (will be confirmed later on)
Graduation

Graduation criteria

- Pass 3 mandatory courses on iLearningX: 5G, AI and Cloud (Gain 60 scores out of 100 for each)
- Attend all live-stream courses
- Participate in “Tech4Good” group project

Certificate

- Certificates of Completion & Personal Leadership Report will be awarded (electronic copy).
- Rep offices can provide students with other gifts (own discretion)
LinkedIn Alumni Community

Welcome everyone who participated in the program to join the group: students, teachers, Huawei PR, third-party partners, and feel free to post, share and comment.

Find the link in your welcome pack, or search LinkedIn for ‘Huawei Seeds for the Future’

https://www.linkedin.com/groups/6787709/

Seeds Webinar
Round table dialogue with Huawei Executives or tech guru

Expert sharing
Seeds interview
Highlight video of live courses
Program progress report

Static Posts

Seeds Diary
Online Poll
HolidayGreetings
Quick questions & answers

Celebration

Year-end celebration event
Thematic celebration

Outstanding Seeds participant would have the opportunity to participate in webinar as panellist and have conversation with tech
“Love the point about giving detailed answers. This allows you show your personality and attitudes that make you stand out!”

“What do you guys think with the prediction that AI and robotics may one day become unstable and have dominant power over humans?”

“Seeds for the Future Alumni from Chile, Gabriel Espinos, has recently been conducting research in the area of federated learning. He has chosen to specialize in machine and deep learning. What would you like to ask Gabriel? Comment your question below and let us know!

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