

# The ARCTIC

RACE 4  GOOD<sup>®</sup>

Have you ever wanted to make a **real difference** to **real people**, with **real problems** and make a **real impact**?

The Arctic Race4Good focuses on **climate change** and its affect on the lives of people living on the **roof of the world**, whose world is melting.

**Will you join us and help the indigenous people to adapt?**







## Race4Good®

When you take part in a Race4Good you share your most precious gifts; your time, talent, innovation and intelligence, to improve the lives of others.

What you won't yet know, is just how much you will personally gain.

Linda Cruse is the Founder of the Race4Good, world-class programmes which develop the leaders of tomorrow while solving critical issues faced today.

**What is the Race4Good?** It is a leadership and entrepreneurship programme. It is a competition. One that is fun, fast, educational and highly competitive. It provides excitement, meaning and purpose by setting practical challenges, that give young people the chance to solve real-life problems, and leave a legacy.

**Why sign up?** Young people want to make a meaningful difference, and we facilitate this by giving them real problems to solve. When students finish the Race4Good and see the positive impact they have made we hear one thing, please give me another family to uplift.

**Who takes part?** Students aged between 11 and 25. Can you imagine coming up with an idea that significantly improves a vulnerable family's life, or economically uplifts a whole village at age 14 years? It's an unforgettable and empowering experience.

**What are students competing for?** To do good. To use their education to change the lives of people living in exceptionally challenging, unpredictable, situations, and leave a lasting, personal legacy.

**What about Covid-19. Did our work stop?** No, in fact, our impact increased, because our programmes went online, and our local teams were still able to implement the winning solutions.

**"We feel energized and excited!"**

Student

**"Truly a great learning experience."** Educator

**"Your heart wants to explode when you see that with thought, education, collaboration and teamwork, you can actually change the world."** Business Mentor

**"We won't solve the world's biggest challenges with money alone. We need to harness the intelligence and innovation of the brightest brains."** Linda Cruse

Photo above courtesy Anders Oskal.

**REAL PEOPLE REAL PROBLEMS REAL IMPACT**





# HAVE YOU EVER WANTED TO **EXPERIENCE THE ARCTIC?**

DO YOU WANT TO BE  
**TRANSPORTED TO THE ROOF  
OF THE WORLD, TO FEEL THE  
ICE CRACK BENEATH YOUR FEET,  
WONDER AT THE ENORMITY OF  
ICEBERGS AND THE POWER OF THE  
POLAR BEAR? WHILE GETTING TO  
KNOW AND HELP THE PEOPLE  
THAT LIVE THERE?**

## **Arctic Race4Good®**

In 2022, Linda will bring over 22 years of global frontline work, connections and insight, into one high-impact, ground-breaking, inaugural programme: the Arctic Race4Good®,

**This unique leadership and entrepreneurship programme will show the devastating impact of climate change on indigenous people living across the Arctic Circle.**

Race4Good® participants, young people, from every continent will learn what it's like to live in the most extreme, remote, glacial part of the world.

Students will have the opportunity to connect with their peers, local families, teachers, doctors, as well as elders, reindeer herders, fishermen and hunters. They will meet indigenous people from across the Arctic who will come together – both online and in person – to share their rich culture. These connections will help them to understand how people living in these extreme conditions survive.



**COMPETE** IN OUR SIX-WEEK ONLINE  
CHALLENGE TO **WIN** THE ULTIMATE PRIZE:



**A REAL**

**ARCTIC**

**EXPERIENCE!**

Please [click here](#) on how to qualify and apply.



## Why the Arctic?

Because climate change is critical. It is said that we must act within the next ten years. Adaption and innovation is the only way forward. To that end, we are challenging the best and brightest student minds globally to use their education and intelligence to compete to help solve real problems and help vulnerable families living in this most remote part of the world.



## The Facts

The latest research tells us the Arctic is warming four times faster than the rest of the world,<sup>1</sup> so we know time is running out. But the science and data can make the problem hard to relate to. We believe it's time to connect on a **human level**. And this is exactly what Race4Good does. We know students care deeply about climate change and want to make a difference, and we will show them how.



## The Plan

To bring together the brightest young brains from across the world and connect them to the people and the issues they face. As students start to get to grips with what climate change means for people living in the Arctic, they will start to consider what they can do about it.

**The Race4Good® pledge** is that the best, most sustainable ideas, as judged by the local community, are implemented – within days.

<sup>1</sup> <https://bit.ly/3wvv5ID>



# 4 Million

The Arctic is home to almost four million people today.<sup>2</sup>

## Race4Good® Global Student Leadership Council

Having taken part in the Arctic Race4Good, you will be invited to become part of the Race4Good Global Student Leadership Council. You will make life-changing connections and become part of an uplifting network that has one common purpose: to leave a positive legacy in the world.

Our diverse, global network includes:

- **Indigenous people** from across the Arctic
- **Students** from every continent in the world
- **Mentors** who are successful entrepreneurs and businesspeople
- **Linda Cruse**, an international humanitarian, world-class leadership coach, speaker, author and founder of the Race4Good.



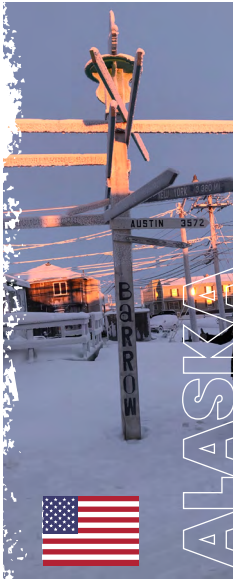
### 1. Indigenous People

Indigenous peoples have inhabited the Arctic for thousands of years. It's a harsh, extreme environment, where temperatures can reach minus 70 degrees Celsius.

Yet the people here have learned to innovate and adapt. Their deep connection with the rhythms of nature, and their understanding of the land, is ancient wisdom that has been passed down through families for centuries. They lead a life that is ecological, sustainable and self-sufficient.

These resilient indigenous communities are proud of their roots, of their culture, history and heritage, and have a strong sense of being part of something that is greater than themselves.

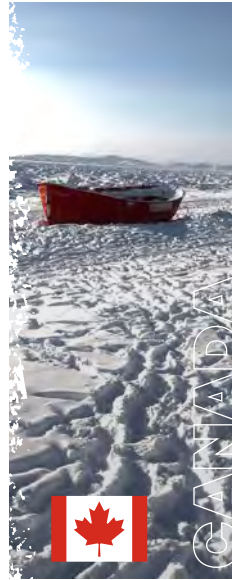
<sup>2</sup> <https://bit.ly/3yJ6qLN>



## ALASKA

The northernmost state of the US is Alaska at Point Barrow (71 degrees 23 minutes north).

Home to grizzly bears, polar bears, moose, caribou, wolves, as well as beluga whales, walruses, seals and bowhead whales, incredible mammals that can live up to 200 years old. The indigenous Inupiaq (Northern Eskimo) people, have learned to survive in this extreme environment by working together, sharing and trading.



## CANADA

The Inuit are primarily the indigenous people that inhabit the northern regions of Arctic Canada.

The traditional lifestyle of the Inuit is adapted to extreme climatic conditions; their essential skills for survival are hunting, fishing and trapping, as well as the construction of fur clothing. The Inuit diet is caribou meat and blubber from whales seals and polar bears.



## GREENLAND

The world's largest island lying in the North Atlantic Ocean. Is noted for its vast tundra and immense glaciers. Two thirds of the island lie within the Arctic Circle. The Greenland ice sheet is second only in size to Antarctica and covers over four fifths of Greenland's total land area. Here, the indigenous Inuit population hunt and fish caribou, musk oxen, whales, walrus and seals.



## SCANDANAVIA

Home to the Sámi reindeer herders, some of Europe's last indigenous people, who are having to fight for their right to their ancestral lands. Approximately 80,000 indigenous people reside in the upper reaches of Norway, Sweden, Finland.



## SVALBARD

Svalbard is a Norwegian archipelago between mainland Norway and the North Pole. One of the world's northernmost inhabited areas at 78 degrees north, it's known for its rugged, remote terrain of glaciers and frozen tundra sheltering polar bears, Svalbard reindeer and Arctic foxes. Where the Northern Lights are visible during the long dark winter, and summer brings the "midnight sun" – sunlight 24 hours a day

Svalbard is described as the "Arctic warming hotspot" the ground zero of climate change, where the surface warming and loss of winter sea ice is the largest in the entire Arctic, where the impact of climate is seen more than anywhere else on the planet.

Deep in the bowels of an icy mountain in Longyearbyen is home to the Global Seed Vault, a fail-safe seed storage facility, built to stand the test of time – and the challenge of natural or manmade disasters. .

## THE ARCTIC NORTHERN LIGHTS – THE AURORA BOREALIS

Among the most striking phenomena seen throughout the Arctic is the aurora borealis or northern lights, brilliant natural light displays that seem to swim through the polar night sky. From dazzling greens to deep purple and reds, the auroras result from solar wind hitting the Earth's upper atmosphere.



## 2. Students

Students from every continent will be competing in the Arctic Race4Good® – students from Latin America, Africa, Middle East, Asia, Europe, US and Australasia.

These are bright young people aged between 11 and 25, who want to make a difference. We show them how, through a range of fun, interactive, leadership, entrepreneurship and problem solving activities, that facilitate real, cross-cultural understanding.



## 3. Teachers & Educators

Our programmes always attract curious, energetic and inspirational educators.

**Why?** Because we share the same goals. That is to foster a sense of social responsibility in young people and help them to develop a worldview that goes beyond themselves. Developing the leaders of tomorrow while solving today's biggest problems.

Focussing on other people in different life situations helps to break down barriers, is a great antidote to today's 'selfie' culture and empowers young people to go out and make a positive contribution to the world.

## 4. Business Mentors

Throughout all our programmes, brilliant entrepreneurs and top business leaders will mentor and inspire students, as we task them with finding practical, sustainable solutions to some of the real difficulties faced, by families living in extreme parts of the world.

Young people who want to do great work in the world will sit with, discuss and learn from some great business leaders. People who have proved themselves to be entrepreneurial and innovative, and who themselves want to give back.

This element alone makes the Race4Good an extremely powerful leadership and entrepreneurship programme.





**"Linda is one of the best leadership experts on the planet."**

Paul Lirette, President GSK, Japan

**"Linda makes the impossible possible."**

Sir Richard Branson



## 5. Linda Cruse

Linda is an international humanitarian, leadership coach, speaker, author and Founder of the Race4Good®.

Having spent over two decades living out of a suitcase, with no fixed abode, Linda has captivated audiences around the world with tales of her incredible life.

Based on this extensive frontline experience, Linda has developed leadership programmes to help schools, universities and businesses, develop their top talent.

As she says, "In the 22 years I have spent doing frontline work, often in extreme and dangerous conditions, I have been humbled by the extraordinary ways that vulnerable people confront fear, face loss and find joy in the most dire of circumstances. These 'ordinary' people have taught me to expect the unexpected, to be courageous in a crisis, and to be innovative, resilient and results driven."

"So, who is better equipped to help students meet the challenges of a volatile, uncertain, complex world than a frontline humanitarian?"

### Linda is:

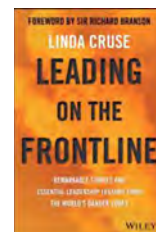
- A Senior Fellow and Entrepreneur in Residence, University of Canterbury, New Zealand
- An Associate of Ustinov College, University of Durham, UK

### She has received:

- A Lifetime Achievement Award from Redmaids' High School, UK
- A Humanitarian Award from the WIFTS foundation, USA
- Voted 12th out of 50 Women Who Are Changing The World Today - September 2021. Motivational Speakers Agency

### Linda has written:

- **'Marmalade and Machine Guns'** which tells her story of travelling through 16 countries, three continents, over 12 years with just one suitcase; in a quest to help disaster-stricken communities back on their feet.
- **'Leading on the Frontline'** which shares the leadership lessons Linda has learnt from working in some of the world's most remote, and often dangerous, places.





# Arctic Race4Good® Programmes

There are two elements to the Arctic Race4Good leadership programmes:

## 1. Arctic Race4Good online

## 2. Arctic Race4Good frontline experience

Both will connect you to a global network:

- Indigenous people living close to the North Pole from the most extreme and isolated parts of the world
- The brightest and best students from around the globe
- Successful entrepreneurs and business people, who will act as personal mentors, and advise and guide students throughout the programmes
- Linda Cruse, international humanitarian, a world-class leadership coach, international humanitarian, author, speaker and founder of the Race4Good



### ARCTIC RACE4GOOD

## Online

- **Format:** a six-week online leadership programme
- **3 Self-Study Leadership Modules (one hour each)**
  - » **Who Are You?** – issued Oct 10th
  - » **Cultural Awareness** – issued October 17th
  - » **Power Of You** – issued December 2nd
- **Certificate of Race4Good Participation**
- **Race4Good Global Student Leadership Council (GSLC):** Race4Good alumni receive an exclusive invitation to join the Race4Good GSLC
- **The Plan:** a fast-paced, problem-solving student team competition.
- **Dates:** Monday 24 October to Friday December 2nd
- **Ages:** Students between the ages of 11 - 18yrs. Either from a year group or mixed aged team.
- **The Cost:** £125 per student
- **How to Register:** visit [therace4good.com/arctic-race4good](https://therace4good.com/arctic-race4good) and click on the 'Register Today' button, select the 'Online' option for Programme.



### ARCTIC RACE4GOOD

## Frontline Experience

- **Format:** we will invite students who complete the Arctic Race4Good (online) to join us in Kautokeino, a town in the northern tip of Norway, that sits within the Arctic Circle.
- **The plan:** a week of frontline leadership, cultural immersion & meeting indigenous youth and elders from the circumpolar Arctic regions – led personally by Linda Cruse.
- **Ages:** Students between the ages of 11 and 18.
- **Dates:** Monday 30 January to Friday 3 February, 2023
- **The Cost:** £3,000 per student. Two student frontline experiences will be fully funded – [click here](#) for details
- **How to Register:** visit [therace4good.com/arctic-race4good](https://therace4good.com/arctic-race4good) and click on the 'Register Today' button, select the 'Frontline Trip' option for Programme.



# "A program that allows students to impact lives internationally."

Teacher



## 1. Arctic Race4Good® Online

Students immerse themselves in an innovative six-week programme that provides an educational insight into the lives of the indigenous people living around the North Pole – from Greenland, Alaska, Canada, Mongolia and Scandinavia.

Competing student teams are given 3 self-study leadership modules to work through, at the same time as having practical challenges to overcome – which may relate to a community, a school or a specific family. The students' best ideas – as judged by the local community – will be implemented so the students can see, first-hand, the impact of their initiatives.

When the online programme finishes, we will extend invitations to students from across the world, to take part in a unique, groundbreaking, frontline experience.

**Dates:** The six-week leadership programme will run online, globally from:

**Monday 24 October to Friday 2 December 2022**

**Participants:** Each school will submit a team with a minimum of 15 and a maximum of 25 students.

Participants will be aged from 11 to 18 – possibly forming a mixed-year-group team as part of an extra-curricular club.

We can accept a maximum of 12 teams – on a first come, first served basis.

**Price for the online programme:** £125 per student.

We require a non-refundable deposit of £1,250 GBP to be paid – the equivalent of 10 student places – two weeks after the team has signed-up to confirm the school place.





## 2. Arctic Race4Good® Frontline Experience

The Arctic Race4Good frontline experience takes learning to the next level, with a leadership and entrepreneurship experience of a lifetime.

**Where?** To expansive, windswept Arctic landscapes, where the northern lights, that have captivated people for millennia, light up the sky. An ethereal land of 'polar nights' and 'midnight sun'.

**The location: Kautokeino**, a town that sits within the Arctic Circle in Finmark, is one of the coldest places in the Nordics. A municipality with almost 3,000 inhabitants – 90% of whom are Sámi - whose main industry is reindeer herding. But this is just the start – from there we will take you to other parts of the Arctic Circle. During an action-packed, five-day programme, you will team up with students from around the world – from locations ranging from Sydney to New York, Abu Dhabi to India, Colombia to Malaysia – to share your background with indigenous peoples from across the Arctic Circle. You will forge meaningful links with indigenous people from the from the circumpolar area : the Sámi of Finland, Sweden and Norway; the Aleut, Yupik and Inuit (Iñupiat) from Alaska; the Inuit (Inuvialuit) from Canada and the Inuit (Kalaallit) from Greenland.

**Are you ready to make a difference? Are you ready for an adventure?** Imagine yourself racing across the Tundra, within the Arctic Circle, herding reindeer.

Picture yourself gathered around a campfire in a tradition Lavvu\*, while indigenous elders share their wisdom and knowledge.

Taste the most delicious local food, while hearing stories of life on the edge of the world.

Gain a unique insight into the impact of global warming on the indigenous people living in the circumpolar region.

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\*A temporary dwelling used by the Sámi people of northern Scandinavia.



**The experience will culminate in a prestigious, live three-hour Arctic Race4Good® – think Dragon's Den.**

Take all your Arctic learning, insights and experience and showcase your innovation and brilliant ideas as you present live to indigenous elders and top business leaders and entrepreneurs. Will yours be the winning idea that gets funded and implemented immediately?

**As part of the frontline programme, you will also:**

- Experience incredible landscapes while dog sledging, icefishing, lassoing, reindeer-racing, antler carving and igloo building
- Enjoy unforgettable evenings of music and storytelling around a campfire
- Absorb centuries-worth of indigenous wisdom
- See firsthand the immense creativity and skill of the artisans who make traditional Sámi handicrafts at the Duodji cooperative
- Experience a cookery demonstration in the state-of-the-art, 'Boazzu Arctic Indigenous Peoples' Innovation FoodLab', which has been specifically designed and built so it can be transported into the snow-covered, wind-swept tundra
- Be actively involved in a dynamic exchange of ideas with the Secretary General of the World Association of Reindeer Herders to help you understand the issues the herders face
- Compete in a fun, fact-finding quiz with students at the local Sámi school
- Take part in a live 'International Youth Leadership Council' debate

*The entire experience is led in person by Linda Cruse, international humanitarian and world-class leadership coach.*





## Dates

**Students aged 11 to 18:** The five-day experience of a lifetime will run from Monday 30th January to Friday 3rd February, 2023.



## Accommodation

**Students aged 11 to 18:** You'll be based at the Villmark Centeret in Kautokeino.



## Price for the five days

£3,000 per student. Two fully funded places are available.

### The price includes:

- Pick and return from Alta Airport to Kautokeino
- Private transportation (by car and by snowmobiles)
- Accommodation in a basic reindeer herder's cabin or in a traditional Sámi lavvu tent
- Bed linens and a warm sleeping bag
- Traditional Sámi food (breakfast, lunch, dinner)
- Warm outdoor clothing (overalls, boots, hat, and mittens)
- Hosts and guides 24/7
- All the activities mentioned in the itinerary

### The price excludes:

- International flight
- Travel insurance



# RACE 4 GOOD®

[TheRace4Good.com/Arctic-Race4Good](https://TheRace4Good.com/Arctic-Race4Good)



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