



Story behind Vision 2015

The story of AIESEC 2015 begins over 15 years ago, with the creation of AIESEC's first midterm ambition. In 1996 AIESEC developed a midterm ambition. The first incarnation of this ambition was called "Direction 96", and its purpose was to bring a long term direction to AIESEC. It wasn't until 1999 at International Congress hosted in South Africa that a midterm ambition was created that converged the thoughts of the many young people in AIESEC. The midterm ambition which was created at IC '99 was AIESEC 2005 and called for AIESEC to deliver 10,000 exchanges by the year 2005, amongst many other achievements. Unfortunately, this midterm ambition was not considered so successful as AIESEC did not manage to achieve the goal of 10,000 exchanges in 2005. AIESEC 2005, however, brought a sense of unity and common direction to the organisation; something that was missing for many years. This sense of unity and common direction was enhanced further with the creation of AIESEC 2010. AIESEC 2010 was developed at International Congress 2005 in India through a methodology called "Appreciative Inquiry". AIESEC 2010 contained measures of success as well as a planning & tracking framework that supported entities in the network to improve their operations. Today AIESEC 2010 is considered to be a very successful midterm ambition due to achievements and stories created.

Our Global Vision towards 2015

Engage and develop every young person in the world*

Our growing physical and virtual reach makes us the most credible and diverse global youth voice.

We are recognized across sectors as the first-choice partner for our ability to develop responsible and entrepreneurial leadership.

Our collaborative environment empowers every member to live a high-quality AIESEC experience, creating a cross-generational positive impact on society.

2015

*BHAG

Our mission is the first listed in BHAG http://en.wikipedia.org/wiki/Big_Hairy_Audacious_Goal global.

AIESEC 2015 Vision for Georgia

AIESEC IDENTITY 2015



AIESEC is 1st choice organization for youth development and the most relevant institution of non-formal education in Georgia.

250 Members	50 Alumni	1000 Exchange Alumni
30 Partners	25 Conferences Organized	5 Local Offices
12 Projects Realized	15 Country Partnerships	20,000 Students Network
3 Global UBS/ING Awards	5 Media Projects	3 Youth Business Ventures

Note: The numbers may be reviewed later by future generations till 2015.