



Who does LiveWIRE help?

- LiveWIRE provides free support to young people to enable them to explore the option of starting their own businesses (varies but normally within the 16-30 year age range).
- Business ideas can be in any sector (But must be legal!).
- Qualifications, employment status or background are not important.

Internet: www.shell-livewire.com



All Programmes follow two main themes:

- **Outreach and Enquiry Service**
Raising awareness and providing information about starting a business as a viable career choice.
- **Business Start Up Awards**
Celebratory events to recognise and promote young people who have started their own business.


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LiveWIRE is currently operating in Abu Dhabi, Australia, Argentina, Brazil, Brunei, Chile, Egypt, Guam, Hong Kong, Hungary, Indonesia, Iran, Ireland, Mauritius, The Netherlands, Nigeria, Oman, Pakistan, Romania, Singapore, South Africa, Sri Lanka and the United Kingdom.



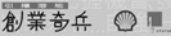




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Some examples of LiveWIRE programmes globally


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Why LiveWIRE?

- Long History – since 1982
- Healthy economy
- Put something back
- Shell started as a small company
- It works

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Partnerships

- What is a LiveWIRE partnership?

No typical marriage
 win/win/win/win
 Common objectives
 MOU
 Evaluate, Review and Evolve

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Example Partnerships

- **Intilaqah Abu Dhabi** – Shell Abu Dhabi, Abu Dhabi Chamber of Commerce and Industry, Higher Collages of Technology, Ernst & Young, National Bank of Abu Dhabi.
- **Desafio Joven** – Shell International, Shell Argentina, ACDE (Association of Christian Business People), Municipal Governments.
- **Tameer** – Shell Pakistan, Shell International, SMEDA, University of Karachi IBA.

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Benefits

- **To young people**
Attractive, targeted, high quality, relevant programmes - peer group networking.
- **To Shell and Partners**
PR, media opportunities, government relationships, supplier/customer involvement, branding awareness, interaction with future customers.

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