

## The Global Exec. selected by NEOM for the facilitation of “The NEOM ERI Innovation Challenge 2020”

### A hackathon to deliver solutions for the challenges of the future

Prague, (October 2020): The Global Exec. an advocate of innovation, leadership growth and global hackathon challenges, has been selected to facilitate the ‘NEOM ERI Innovation challenge 2020’ from its international network of business and academia connections. NEOM, the 26,500 km<sup>2</sup> gigacity dubbed as the ‘accelerator of human progress’ chose The Global Exec. to deliver this unique global hackathon, inviting teams of fresh-minded high-schoolers to create innovative initiatives to combat the core challenges of building this futuristic city.

“We’re overwhelmed with passion and excitement at being selected to provide the ‘NEOM ERI Innovation Challenge 2020’ with webinars, mentors, and the eventual prize for the winning team. We’re offering up our network of top business minds to a generation of young thinkers, in order to tackle the matters that NEOM face in such an ambitious and inspiring project. The Global Exec. will supply event management as well as organizing inspirational webinars for the young entrants, that’ll equip them with the necessary skills to create forward-thinking problem-solving concepts.” – **Monika Kovacovska, Head of The Global Exec.**

“Our approach at NEOM is to create an ecosystem of people who think more deeply, analyze more critically, and are more collaborative; transcending boundaries culturally and politically. We want those values to be present in our students, teachers, and families. The Innovation Challenge is a perfect example of encouraging students to work collaboratively, in spite of the constraints of the pandemic, and we are delighted to provide this platform in conjunction with The Global Exec. for teamwork, brainstorming, and pushing students to consider how they might tackle these challenges.” – **Christopher R. Tompkins, Executive Director, ERI (Acting Sector Head and EC-12 Education)**

The speakers & themes of the webinars will be taken from the industries related to the six challenges of the hackathon taken from the UN’s Sustainable Development Goals: Energy, Water, Food, Health, Environment, and Education. Through The Global Exec.’s mother company, International Study Programs’, and its twenty years of experience in global learning, comes the ability to connect the participants with esteemed industry leaders. The Global Exec. will also be in part providing the network of participants through its global educational network.

The winning team and runners-up will be rewarded with attendance on the 10-day KSA Spring Break trip to Saudi Arabia organized by The Global Exec. and International Study Programs. With the first-placed team’s idea also being put through an incubator bootcamp to see its realization for the future implementation into NEOM’s construction.

**> The NEOM ERI Challenge 2020 will run from November 12th to November 15th, with the Grand Finale on November 16th**

## About The Global Exec.

The Global Exec works with clients to design immersive L&D Journeys and challenging Global Hackathons. With 20+ years of experience through its parent company International Study Programs, The Global Exec. develops solution-focused programs encompassing custom design, flawless delivery and constructive feedback. The company's purpose is to deliver tangible results through innovation events and leadership programs. Discover more at [www.theglobalexec.com](http://www.theglobalexec.com)

## About NEOM

An accelerator of human progress and a vision of what a New Future might look like. It is a region in northwest Saudi Arabia being built from the ground up as a living laboratory - a place where entrepreneurship will chart the course for this New Future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional liveability, creating thriving businesses, and reinventing environmental conservation.

NEOM will be the home and workplace to more than a million residents from around the world. It will include hyperconnected, cognitive towns and cities, ports and enterprise zones, research centers, sports and entertainment venues, and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate and commercialize new technologies and enterprises in ground-breaking ways. For further information visit [www.neom.com](http://www.neom.com)

