

Wake Up Call

the ultimate partner for people
working with youth and sustainability

A black and white silhouette image showing a field of tall grasses and plants against a light background. On the right side, a person's eye is visible, looking towards the left.

Identity: who we are and what we do



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Our Story

Wake Up Call was born in April 2009. The enterprise is a result of two quite different life paths that met in Sweden due to the shared values and desire to act.



Sven Heijbel, 23, is a student of medicine that dropped out of his studies in 2007 when he realised the environmental issues, more than any other global processes, are affecting our lives and the world’s development more than anything. His academic analytical toolbox comes from his studies of Human Ecology at Lund University.

In the summer of 2008 he was chosen among other 18 international youths to participate in WWF’s educational program “Voyage for the Future” that took him to the Arctic. There Sven could witness the impacts of climate change on the fragile Arctic ecosystems and people with his own eyes. At the same time Sven was trained as a climate ambassador by experts in climate science, political lobbying and communication. After a period of giving presentations and engaging other youths into the climate movement during his free time, in 2009 Sven decided that it was time to continue this work as a full-time professional.

Oleg Izyumenko, 31, worked in international environmental organisations like Greenpeace and WWF in Russia. During that time Oleg came to realise that improving wellbeing of people and nature and the interrelationships between the two is going to be his life’s mission. To follow this vision he came to Sweden in 2006 to study at the International Master’s Programme in Environmental Studies and Sustainability Science (LUMES) in Lund.



Oleg’s engagement with the climate issue goes back to late 2005, when he attended the UN Conference on Climate Change in Montréal, COP11. The inspiration he received there continued during his study years in Lund, when he was involved with an on-campus environmental organisation called Hållbart Universitet. He has inspired and coached dozens young people in Russia, Sweden and Ukraine to get engaged with the climate issue and with the general work for sustainability.

www.wakeupcall.se +46 (0) 735 852 643 info@wakeupcall.se



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Vision

We want to catalyze the development of a new generation of empowered global youth that can take the lead in the transition to a socially, ecologically and economically sustainable society.

Mission

Our task is to reach into the hearts and minds of as many young people as possible and help them realize that they want to, and can, contribute to a more just, prosperous and sustainable future. Then we help them do it.

What can we offer that others can not?

An inspirational Wake-up call

Through our stories from all across the globe we can make global issues come alive and suddenly become relevant to young people.

Young perspective

We are young enough to offer a source of identification for other young people, yet experienced enough to share successful tools and strategies for creating change.

Moral Agenda

We really, truly and badly, want to solve our global challenges. Together we have spent 10 years doing voluntary work and self financed projects.

Extended Opportunities

We are always looking for synergies between new ideas and existing initiatives run by us or other actors in our global network. The young people we reach will be offered further opportunities for engagement and development.



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How do we work?

As Consultants

Together with various partners we help design, promote, and execute projects, programs and campaigns in line with our mission. Please visit the portfolio section on our website to see who we have worked with and what we have accomplished so far.

As Storytellers

We tell the story of a global society in change. We tell the story of the modern, international engagement that is attracting new, mainstream groups of people. We tell the success stories of young people all over the world stepping up to our common challenges. We do this as presenters, as guest speakers and as panelists.

As Workshop Leaders

Our workshop “Redesign the World” helps young people to start their own initiatives, based on what they are interested in doing. We introduce strategic tools throughout the process and help them with valuable hints and tips for success. Our speaking and workshop tour in 2009 gave more than 2000 young people in schools and organizations the opportunity to kick start ideas for a better world.

Who do we work for?

Non-Governmental Organizations, Educational Institutions, Companies with CRS programs, Governmental Organizations, Foundations, Newspapers and Magazines

Why are we doing this?

We do this because we want to add value to society. We do this because we want to push the boundaries of our currently failing structures and cultures. We do this because we are pretty damn good at it and because it is the greatest fun we’ve ever had.



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Why are we successful?

Innovative Leadership

We appreciate the great importance of a successful social context when helping people to perform a task. We have spent a lot of time building tools for groups of strangers to get along quickly.

Instead of talking about the scientific truth and telling people what to do, we help young people to feel that they can, and want to, be a part of a positive global change. We give them the opportunity to figure out for themselves how and with whom they wish to contribute.

Borderless Perspective

Our leadership is inspired by successful people from all over the world and our socially and geographically extensive network provides us with endless opportunities and helps us to think globally.

We have spent considerable time collecting success factors from people who have realized brilliant ideas and careers. We call the outcome “Successories” - priceless learning points for any initiative designed to improve the world.

Target group

Our target group is young people but we still want to influence other actors in society. We talk to politicians, business leaders, journalists, negotiators, agency staff, teachers, principals, mothers and fathers. This way we can be a part of the debate and simultaneously gain the experience we need to help other young people contribute too.

Attractive Communication

We sell the idea of societal involvement to young people. It is our job to make engagement exciting, sexy and relevant or else we will never win. We use various tools and learning points from psychology, sociology, and marketing in order to do it successfully.



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Contact

E-mail: info@wakeupcall.se

Phone: +46 735 852 643



Oleg Izyumenko, co-director

E-mail: oleg@wakeupcall.se

Phone: +46 762 334 692

Skype: oleg326756

Sven Heijbel, co-director

E-mail: sven@wakeupcall.se

Phone: +46 735 852 643

Skype: sven.heijbel

