



- USES:**
- 1) Foot protection.
 - 2) Motivational tool.
 - 3) To hike the mountainous trails of Tibet as part of ecotourism vacations started by the villagers of Jiaju. To move their community out of poverty without losing their unique way of life, villagers worked with a SIFE team to make environmentally friendly upgrades to hostels and develop cultural activities that would attract more visitors. The resulting increase in tourism dollars was felt across the community, helping to pull 52 families out of poverty. Seizing an opportunity, improving a community, preserving a culture and securing the future.

This is the positive power of business.

A head for business. A heart for the world. SM **SIFE**

SIFE is an international non-profit organization that brings together the top leaders of today and tomorrow to create a better world through the positive power of business. This project is just one example of how SIFE participants are using business to improve the quality of life and standard of living for people in need.