FUTURE17

Sustainable Development Goals
Challenge Program

PROJECT EXAMPLES

Throughout the previous cycles of Future17 there have been a huge range of inspiring projects collaborating with various project partners from all around the world.

We present several examples below of projects that may help to inspire your own project development.

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B2C Project: Refillable (India)

Summary:

Only 30% of plastic is recycled in India. Refillable is an Eco-friendly company operating in India, which provides refill options for cleaning supplies and other house products, so that packaging can be reused.

The project team performed market research on plastic alternatives, making use of other countries as role models and exploring the optimal strategy to inform future development for the company.

Students: Cairo, Stellenbosch and Auckland

Mentors: Cairo and Auckland

Findings and conclusion:

During this challenge, the team successfully discovered a sustainable packaging material, contributing to the development of an environmentally friendly product. Additionally, this project allowed them to actively contribute towards achieving multiple Sustainable Development Goals (SDGs), particularly goals number 12 (Responsible Consumption and Production) and number 13 (Climate Action).

Green Rebel (Spain)

Summary:

For this project, a partnership was created with The Green Rebel, a regenerative agroforestry farm in Catalonia, Spain. Their aim is to fight climate change, the loss of biodiversity and topsoil, desertification and deforestation, undernourishment-related diseases, and animal abuse. With a focus on responsible production and consumption, the project aimed to contribute in the development of a Pick Your Own (PYO) farm to grow an orchard with multiple crops in agroforestry style.

Findings and conclusion:

The key goal to target for The Green Rebel is Zero Hunger and Sustainable Agriculture, SDG number 2.

Through design thinking principles, the team explored sustainability-based solutions focused on regenerative agriculture. Regenerative agriculture and Pick Your Own programs are community-focused models that require state support with policies that empower the farmer and communities to create such practices.

Through current educational schemes and social media outreach, Green Rebel are reaching out to diverse people across Spain and Europe. Developing their farm further won't just enrich the biodiversity and soil of their land, but enrich the greater community as a whole.

> To work and connect with members from different countries with different expertise is an amazing experience.
> ~ Future17 participant 2021

Students; Exeter, Stellenbosch and USP

Mentors: USP and Stellenbosch

Climate KIC (EU)

Students; CHUHK, Exeter, USP and Stellenbosch

Mentors: Exeter and Stellenbosch

Summary:

The aim of this project was to explore and design environmentally sustainable, economically viable and legally operational circular future value chain models for timber as a building and construction material in Europe. This project involved recommending how the industry's short-term profit-driven practices can be shifted to a more long-term sustainable impact-driven mindset – from a linear supply chain to a more circular one with reduced waste - and reduced impact on the environment as a result.

Findings and conclusion:

The project team summarized the background information of timber as a construction material, identified major barriers of transitioning to circular construction industry at present, and provided potential solutions to overcome the barriers in the future. The current and future value chain of timber as a construction industry were illustrated, with an aim to transition from a linear model to a circular one.

StudyInn (Kazakhstan)

Summary:

The project's primary goal was to create a platform that would provide resources and support to school teachers in Kazakstan. The aim was to help them integrate the Sustainable Development Goals (SDGs) into their school practices, thereby increasing awareness of SDG 17 among the younger generation.

StudyInn is an educational service provider catering to both private and governmental sectors in Kazakhstan. It specializes in various areas, including the publication of teacher training materials and offering international certification programs for teachers and students.

Findings and conclusion:

The team discovered a solution that involved creating a comprehensive working tool, specifically designed for easy use by teachers in Kazakhstan. This tool aimed to address the challenge of time-consuming research by filtering online resources. Employing design thinking, the team empathized with all stakeholders and developed a prototype tailored to their specific needs.

Students; Exeter, LUISS, CHUHK, Cairo

Mentors: Stellenbosch and Cairo

This process, referred to as "digital biomimicry," enhanced the team's design thinking approach, fostered greater empathy with end users, and resulted in the creation of a simple and efficient tool.

Furthermore, there is an opportunity to enhance the recruitment and preparation of school leaders to promote school improvement. This can be achieved by offering structured, regular, and meaningful professional development opportunities for teachers and school leaders. Additionally, encouraging greater participation from the school community and fostering collaboration between schools can enhance educational outcomes.

Zimin Institutes (US & Israel)

Summary:

Biotechnology and Artificial intelligence are rapidly advancing technologies with significant potential to impact healthcare and improve quality of life. The Zimin Institutes provide funding to research that implements innovation in science and medicine.

This project team selected 20 research areas with high potential and real-life impact. Its purpose was to provide recommendations to The Zimin Institutes on research objectives focused on promoting good health, well-being, equity in healthcare access, and improved outcomes for all.

Findings and conclusion:

The team conducted a comprehensive analysis and prioritization of investment areas, aiming for accountable and sustainable decision-making. The proposed solution aligns with the SDG goals, Zimin Institute's guidelines, utilizes innovative concepts backed by data, suggests areas with ROI potential, and generates tangible benefits for patients. The team recommends advertising the Institute, enhancing networking, promoting innovation initiatives, engaging with universities and governments, and expanding to new regions.

Students; LUISS, Stellenbosch, Exeter and USP

Mentors: Cairo and USP

Better Earth (US)

Summary:

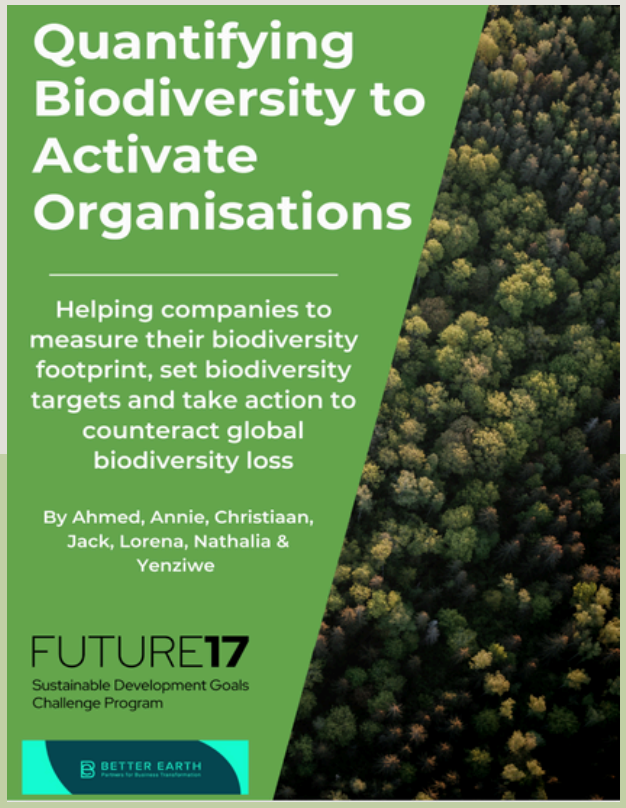
The primary objective of the project was to provide guidance to companies in setting biodiversity targets.

The project aimed to deliver scientifically-supported materials to Better Earth, enabling companies to measure their biodiversity footprint and establish targets. These resources will help companies take urgent action to address the global issue of biodiversity loss.

The outcomes of this project align with Better Earth's mission to enable companies to overcome challenges and take action to halt the loss of nature. By empowering companies, they become catalysts for sustainable change and contribute to creating a better world.

Findings and conclusion:

The team assessed the biodiversity commitments of a sample of companies to identify best practices. The analysis provided informed guidance on developing biodiversity targets and Key Performance Indicators for organizations aiming to reduce their biodiversity impact.



The findings revealed that companies had inadequate performance in addressing biodiversity, underscoring the significance of the assessments. The provided deliverables were particularly valuable to Better Earth as it equipped them with scientifically-supported resources to assist their business partners in overcoming challenges related to identifying, measuring, and quantifying their biodiversity impact.

It further enabled the establishment of SMART biodiversity targets to effectively mitigate their impact on biodiversity loss.

Students; Cairo, Stellenbosch, Exeter and USP

Mentors: Cairo and Stellenbosch

Briink (EU)

Summary:

Briink serves as an AI toolbox specifically designed for sustainability teams, providing a powerful combination of AI-driven technology and sustainable finance expertise.

Briink aims to empower the sustainability teams of tomorrow, equipping them with the necessary tools and knowledge to drive impactful change in the field of sustainability.

The objective of the partnership was to assist Briink in humanizing their taxonomy.

Students; Stellenbosch, CHUHK and Exeter

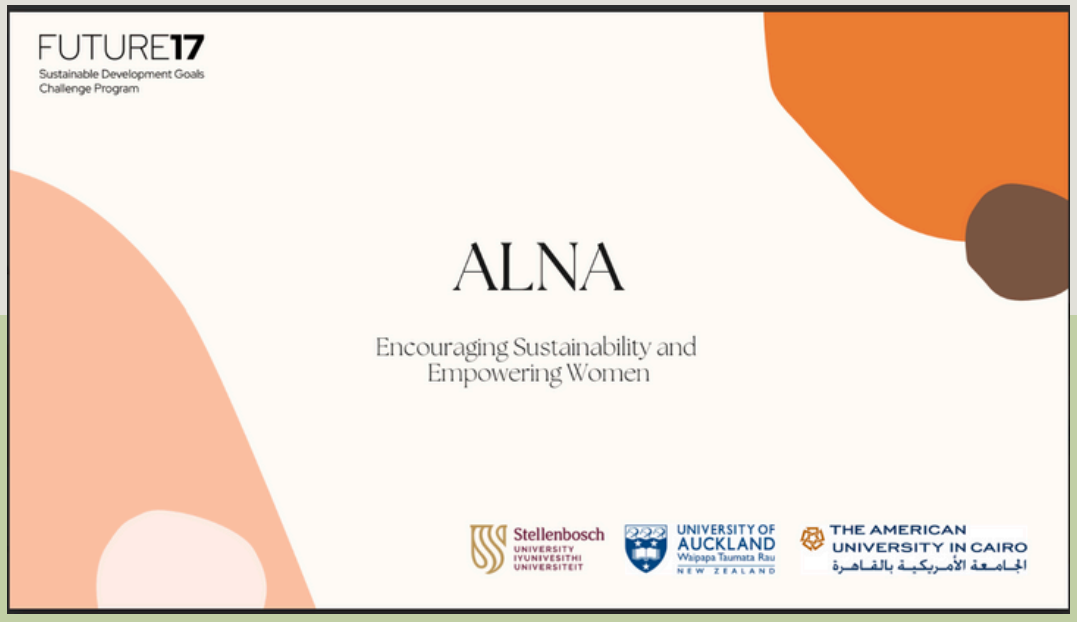
Mentors: Exeter and Cairo

Findings and conclusion:

The team successfully simplified almost 4000 clauses, resulting in increased key word phrases. This led to an improved user experience (UX) by enhancing diversity in understanding. Additionally, these efforts contributed to bettering the page authority and increasing dwell time, optimizing overall performance.

AI tools proved essential for expediting the task while ensuring concise and clear sentences. However, challenges arose due to biases and errors inherent in the tools, which were overcome and discussed in detail in the report. The main focus was on humanization, improving Briink's search engine optimization (SEO) results and user experience (UX), ultimately enhancing Google ranking and sales.

Alna (India)



Summary:

Alna is a project run by women, for rescued, vulnerable women from trafficking by empowering them in skills like tailoring, block printing, silk screen printing to create environment friendly products from residual scraps (zero wastage).

The project team were tasked with supporting Alna to grow as a well known brand with attitude that tells stories and encourages impactful change.

Students; Auckland and Cairo

Mentors: Stellenbosch

Findings and conclusion:

The team initiated the project by evaluating specific market segments such as South Asia, United Arab Emirates, and the US, with the objective of fostering sustainability awareness within each target market. They identified carbon footprint challenges prevalent in the logistics industry and devised potential strategies to establish Alna's transportation line. By thoroughly understanding the market competition, they clarified the unique selling proposition. This involved selling items that served both humanitarian and environmental purposes, offering a means of income for trafficked rescue women while reducing plastic consumption.

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