



Institute for Corporate Social Innovation



# Collective Impact for the Global Goals - Newark Project and Case Competition

When: April 23, 2019, 10 AM – 5 PM

Where: 1 Washington Park, 6<sup>th</sup> Floor, Newark, N.J.

RBS Students are eligible to earn 100 Suitable Points for participation

**Cash Prizes:**

\$1000 First Prize

Two \$500 Second Prizes

**Schedule:**

10 AM- 12 Noon: Team Preparation (all)

12-1 PM Lunch (all)

1-4:30 PM: Team Presentations (prescheduled in 20 minute slots)

4:30-5 PM: Judges meet.

Networking break for teams.

5-5:15: Awards announced

Contact: Professor Jeana Wirtenberg  
jwirtenberg@business.rutgers.edu

## The Whole World Wins



### Team 1 Urban Agriculture Business Model

Design and develop an **urban agriculture business model** with a comprehensive network including multiple suppliers and distribution channels.

[www.sasglocal.com](http://www.sasglocal.com)

People's Garden @ 86 Garside St  
Garden of Hope @ 7 Fairmount Ave  
Rachel Emas - Faculty  
[Rachel.emas@rutgers.edu](mailto:Rachel.emas@rutgers.edu)  
Tobias Fox - Leader  
[tobiasfox1@gmail.com](mailto:tobiasfox1@gmail.com)

### Team 2 Don't Miss a Day boxed Food

The *Don't Miss a Day* Box Food Drive challenges the Rutgers University- Newark Community to pack three non-perishable meals in a shoe box-size box for K-5 School children to easily carry home, ensuring at least one day without hunger.

Leon Fraser – Faculty  
[lfraser@business.rutgers.edu](mailto:lfraser@business.rutgers.edu)  
Lt. Jamie Hendrix - Leader  
[Jamie.Hendrix@rutgers.edu](mailto:Jamie.Hendrix@rutgers.edu)

### Team 3 Community Gardens as Learning Laboratories

Interdisciplinary curriculum for community garden situated in a park next to a Charter School with grades 3 and 4.

Xenia Morin - Faculty  
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Lorraine Gibbons- Leader  
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Contact: Amina Hylton  
[hyltona@ci.newark.cnj.us](mailto:hyltona@ci.newark.cnj.us)



### Team 4 Opportunity Project at Newark Beth Israel Medical Center

Opportunity Project is a unique program created by and for adults with brain injuries who are seeking the "next step" in their journey of recovery. Project participants will assist on Monday mornings preparing, planting and maintaining outdoor sub-irrigation planter boxes as well as with indoor hydroponic gardening. Additionally, students will assist in the Wellness Center with nutrition classes,  
Kevin Lyons - Faculty  
[klyons@rutgers.edu](mailto:klyons@rutgers.edu)  
Lorraine Gibbons - Leader  
[Lorraine.gibbons@rwbjhb.org](mailto:Lorraine.gibbons@rwbjhb.org)

### Team 5 Farmers Market Distribution Plan

Create better logistics for small growers and urban consumers to move local food.

Rachel Emas- Faculty  
[rachel.emas@rutgers.edu](mailto:rachel.emas@rutgers.edu)  
Emilio Panasci - Leader  
[epanasci@gmail.com](mailto:epanasci@gmail.com)

### Team 6 Newark Science and Sustainability Projects: Renewable Energy

To identify vacant lots to move to renewable energy, and possibly mitigate local energy costs.

Email [info@sasglocal.com](mailto:info@sasglocal.com)  
Visit [www.sasglocal.com](http://www.sasglocal.com)  
Rachel Emas - Faculty  
[Rachel.emas@rutgers.edu](mailto:Rachel.emas@rutgers.edu)  
Mike Kornitas - Faculty  
[michael.kornitas@rutgers.edu](mailto:michael.kornitas@rutgers.edu)  
Tobias Fox - Leader  
[tobiasfox1@gmail.com](mailto:tobiasfox1@gmail.com)



recovery. Project participants will need assistance in identifying vacant lots, securing permits, and

### Team 7 Humanities Action Lab Initiative on Climate and Environmental Justice

In October, the Humanities Action Lab will launch a traveling exhibition, digital platform and programming on climate and environmental justice to mobilize the public towards action.

Can Uslay - Faculty  
[can.uslay@business.rutgers.edu](mailto:can.uslay@business.rutgers.edu)  
Aleia Brown - Leader  
[abl791@scarletmail.rutgers.edu](mailto:abl791@scarletmail.rutgers.edu)

### Team 8 Sustainable Jersey as a Model for Local Action

SJ is a network of 448 municipalities+1,116 schools aiming/achieving certification in levels of sustainability that recognize their implementation of social, economic & environmental best practices.

Help City of Newark apply for SJ actions/points supported by *your* project  
Melanie McDermott, [mcdermom@tcnj.edu](mailto:mcdermom@tcnj.edu)  
Contact Nathaly Agosto Filión,  
[agostofilionn@ci.newark.nj.us](mailto:agostofilionn@ci.newark.nj.us) to coordinate with Newark Green Team & municipal application

### Team 9 NJ Sustainable Business Registry

Door to door canvassing of strategically-targeted Newark businesses to encourage them to sign up for NJ Sustainable Business Registry; and consider upgrades to facility through Direct Install program.

Jill Lipoti - Faculty  
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Helaine Barr - Leader  
[helaine.barr.dep.nj.gov](mailto:helaine.barr.dep.nj.gov)  
Tony O'Donnell - Leader  
[AODonnell@trcsolutions.com](mailto:AODonnell@trcsolutions.com)  
Rob Cherella: [rcherella@willdan.com](mailto:rcherella@willdan.com)



### **Team 10 Clean Potable Water in Newark**

Assist in providing access to potable water free from lead to the residents of Newark.

<https://www.ecofiltro.com/>

Mukesh Patel - Faculty

[mmpesq@gmail.com](mailto:mmpesq@gmail.com)

Govi Rao - Leader

[govi@carbongroup.global](mailto:govi@carbongroup.global)

### **Team 11 Improving Math Skills in Newark**

Incorporation of a tutoring cloud platform to accelerate personalized education for students (K-12) in Newark through teachers and peers in Public Sector: Akbar Cook, Newark Schools  
Private Sector: Hello Thinkster.

Angela Oberg – Faculty

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Ratan Agarwal - Leader

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Shayne Veramellay - Leader

[shayne@carbongroup.global](mailto:shayne@carbongroup.global)

### **Team 12 Engaging the Next Generation in Manufacturing Careers**

BuildU: Enhancing manufacturing capacity across Newark.

Sharon Hellman - Faculty

[shellman@business.rutgers.edu](mailto:shellman@business.rutgers.edu)

Dunbar Birnie - Faculty

[dunbar.birnie@gmail.com](mailto:dunbar.birnie@gmail.com)

Jackie Luciano - Leader

[jackie@zago.com](mailto:jackie@zago.com)



### **Team 13 United Fashion Arts Council: Waste to Fashion**

Develop a business plan to bridge the worlds of waste/upcycling with fashion & art, sustainable fashion and social investments. Focusing on gender equality & responsible consumption and production.

Loubna Erraji - Faculty

[erraji@business.rutgers.edu](mailto:erraji@business.rutgers.edu)

Tiah Knox – Leader

United Fashion

[Officalufac@gmail.com](mailto:Officalufac@gmail.com)

### **Team 14 Frelinghuysen Ave Corridor Master Plan, Newark NJ**

Modify existing development plan for better business/growth opportunities.

Magda Comeau - Support

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Barbara Faga - Leader

[bfaga@jb.rutgers.edu](mailto:bfaga@jb.rutgers.edu)



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