

# Help students link business outcomes to the SDG's using an experiential business project

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# The Many Hats I Wear



- Doctoral Student @ University of Liverpool
- Senior Researcher @ Northeastern University
- Senior Research Fellow @ Practera
- Project Lead - MENA Region Digital Pedagogies for Inclusive Teaching @ Carey Institute for Global Good
- Experiential Learning Design Instructor @ The Institute for Experiential Learning

Ultimately... a passionate educator focused on Experiential Learning for GOOD.

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# The Back Story

It all started here...



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# The students...

**Andrea Pitt**

Bachelor of Commerce (Economics)

**Alice Lang**

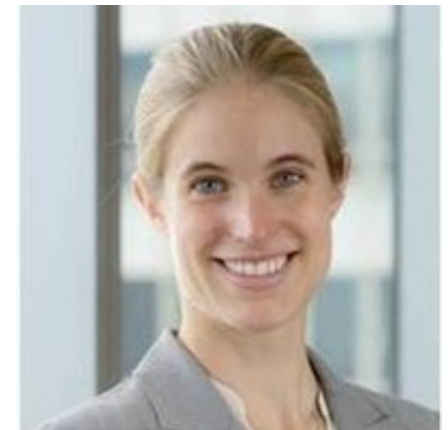
Bachelor of Engineering

**Ahilan St George**

Bachelor of Law

**James Vatiliotis**

Bachelor of Commerce & Bachelor of Engineering



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# And now...

## Andrea Pitt

Entrepreneur & Former VP of Trading @ Goldman Sachs

## Alice Lang

Head of Future Business Strategy & Operations AGL

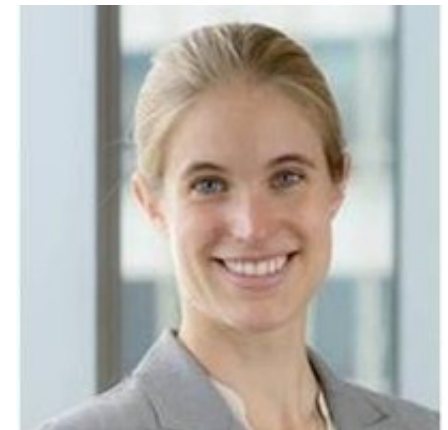
## Ahilan St George

Former Lawyer & Cofounder of Vitality Club

(Senior Engagement & Health)

## James Vatiliotis

Product Leader @ Zeller & Former Digital Currency Manager  
@Travelex



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# Why help link business outcomes to SDG's?



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1. It makes it MORE than charity and philanthropy
2. Transforms businesses from the inside out



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How do you do it?



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## As an instructor

- Use sustainability based theory in your curriculum
- Create business projects that build sustainability in

## As a student (DYI)

- Choose to use sustainability based theory and approaches into your assessments
- Choose businesses that have a sustainability focus to intern or co-op with



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# Example Sustainability Business Projects



## Business Strategy Analysis

*Evaluate a business decision based on the economic, environmental and social impact in 10 years*



## SDG #12 Value Chain Analysis

*Analyze the value chain of a product from raw materials to end user and recommend cost effective sustainable solutions*



## SDG # 17 Sustainable Communities

*Recommend a community partnership that will impact an SDG metric in a low resource economy*



## Corporate Social Responsibility

*Evaluate a companies CSR portfolio and recommend an additional project that will make the portfolio more sustainable*



## SDG # 10 HRM Evaluation

*Evaluate a companies diversity as a representation of the communities they work and the people their products and services serve.*



## SDG # 4 Future Talent Development

*Recommend a community education initiative that will develop a long term talent pipeline*



## SDG #9 Product Innovation

*Evaluate a product value chain and develop an R&D strategy that lowers the environmental impact of the product over its lifetime*



## SDG # 6, 7, 8 Emerging Economies

*Develop a business strategy that is economically viable and leads to increased access to essential resources in a low resource economy*



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# Examples in the REAL WORLD



## Social Innovation Lab

Student's work in teams to research an SDG and use the Lean Launchpad process to develop an innovative solution to solve a problem.

### **Learning Outcomes & Skills**

Innovation

Sustainable Development Goals

Collaboration

Critical thinking



## SHARED VALUE Micro Project

Student's work in teams to recommend a business solution that aligns with the principles of SHARED VALUE

### **Learning Outcomes & Skills**

Shared Value

Sustainable Development Goals

Business Strategy

Problem Solving

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# A how to guide... in a nutshell



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# STEP 1: What are your learning outcomes?



Create innovative solutions to business challenges using innovation methods



Design a desirable, feasible and viable business model for the implementation of an innovation



Integrate business skills, knowledge and experiences of a diverse team to solve complex business challenges



Reflect on self and peers team-working skills and implement strategies to improve individual skills and overall team performance



Exercise self-reflection, responsibility and accountability in relation to own learning, teamwork and professional practice.

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## STEP 2: Add an SDG Context (a few ideas...)



Innovation has to make a contribution to the SDG #4 metrics in a low resource economy



Innovation has to lower the carbon footprint of the product 10% over the next 5 years

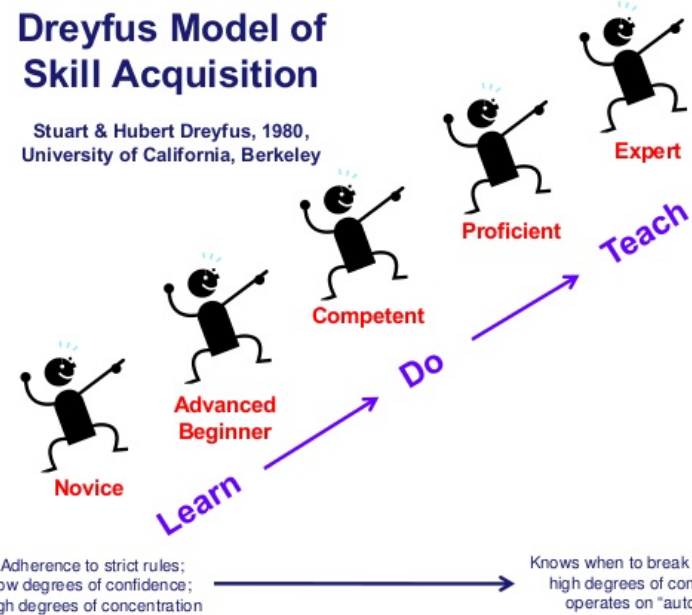


Innovation has to take an existing product/competitive advantage and apply it to address one of the SDG's

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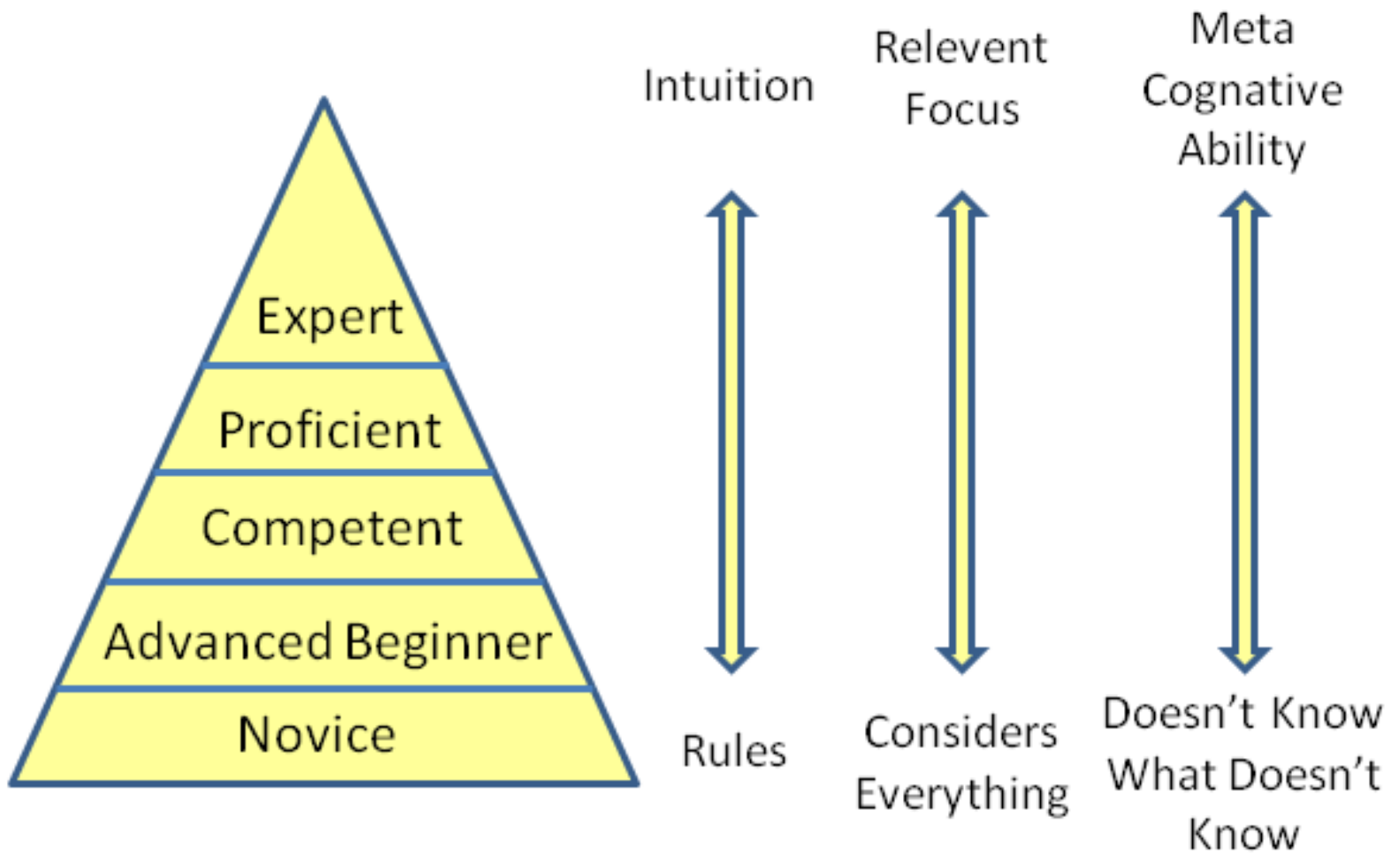
# STEP 3: Consider your students (design 101)



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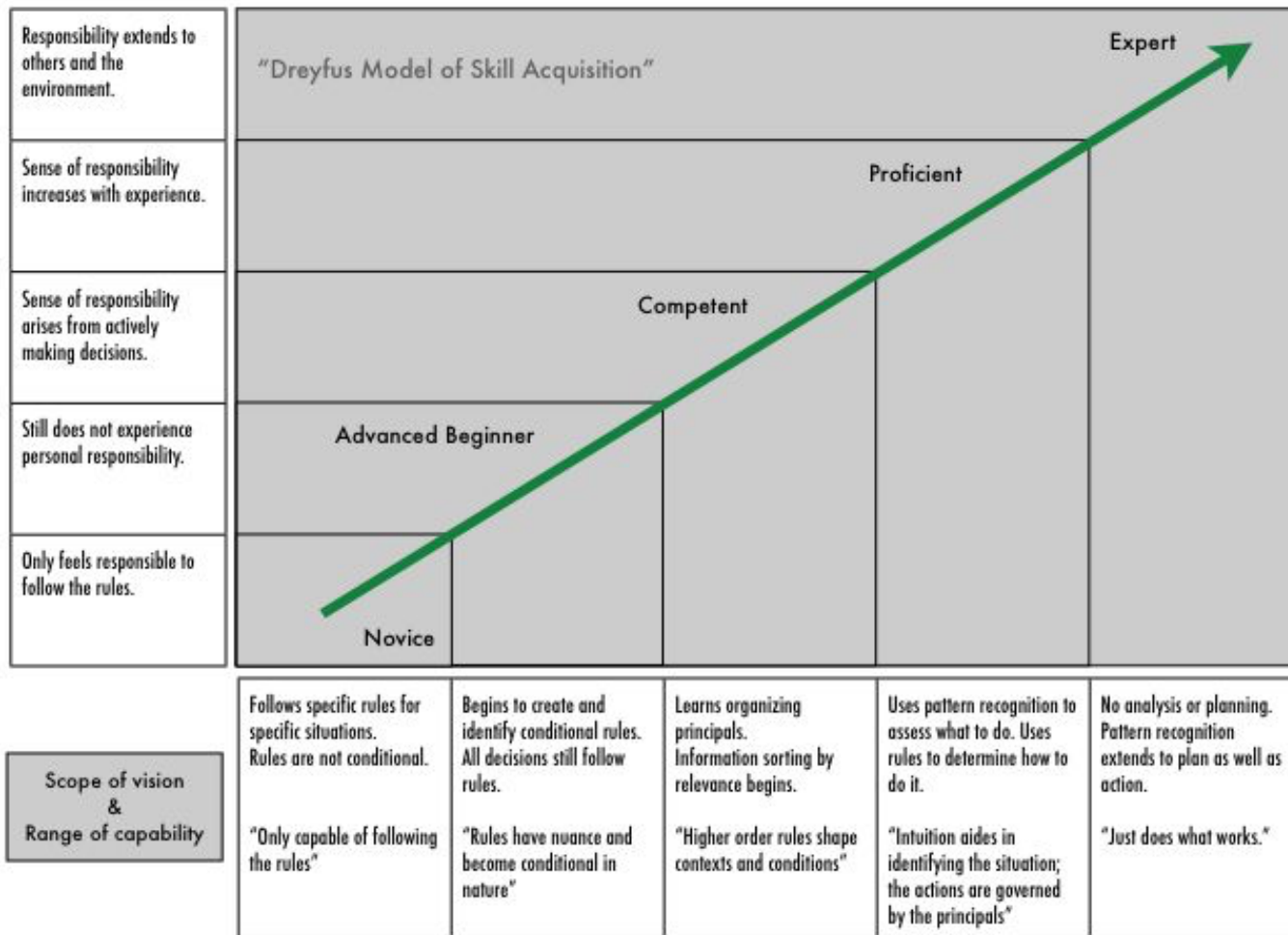
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# Making it practical...

1. Consider the complexity of the context (one product vs. a whole company)
2. Degree of flexibility (own idea vs. pick from a list)
3. SDG Choice (Instructor Choice vs. Student Choice)



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# Questions?



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