

Impact Innovation



AN INITIATIVE OF



FALLING
WALLS
FOUNDATION

SPONSORED BY THE



THIS PROGRAMME IS SUPPORTED BY:



SARTORIUS



Young Entrepreneurs in Science



- opens up new career perspectives for young researchers
- part of the Falling Walls Foundation
- enabled by Federal Ministry of Education and Research



www.youngentrepreneursinscience.com

Learning goals

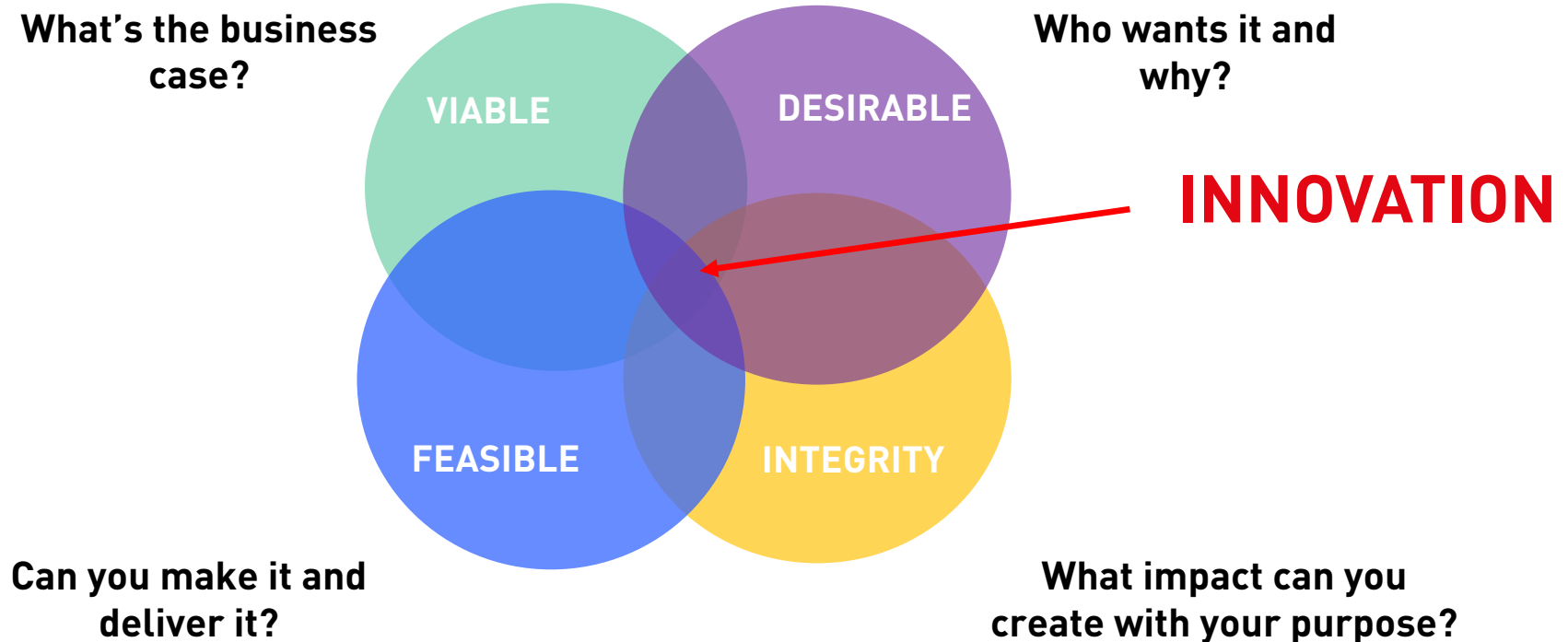
- Learn about the golden circle and the concepts of purpose and impact
- Reflect on the WHY behind your research work
- Get to know the Sustainable Development Goals (SDGs)
- Think about potential areas of impact that your research can contribute to

How purpose-driven are you?

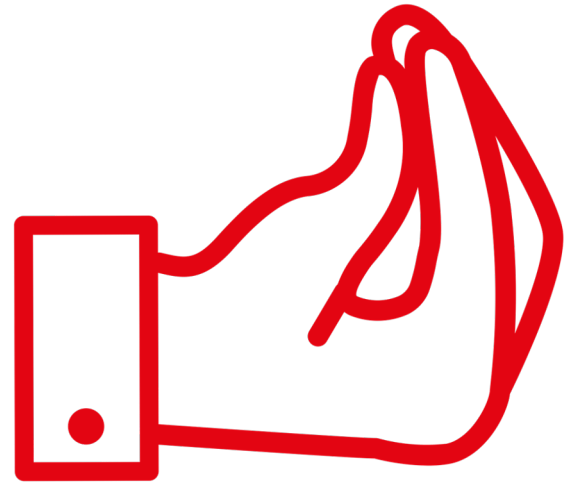
Please use the annotate function to place a mark of your choice!



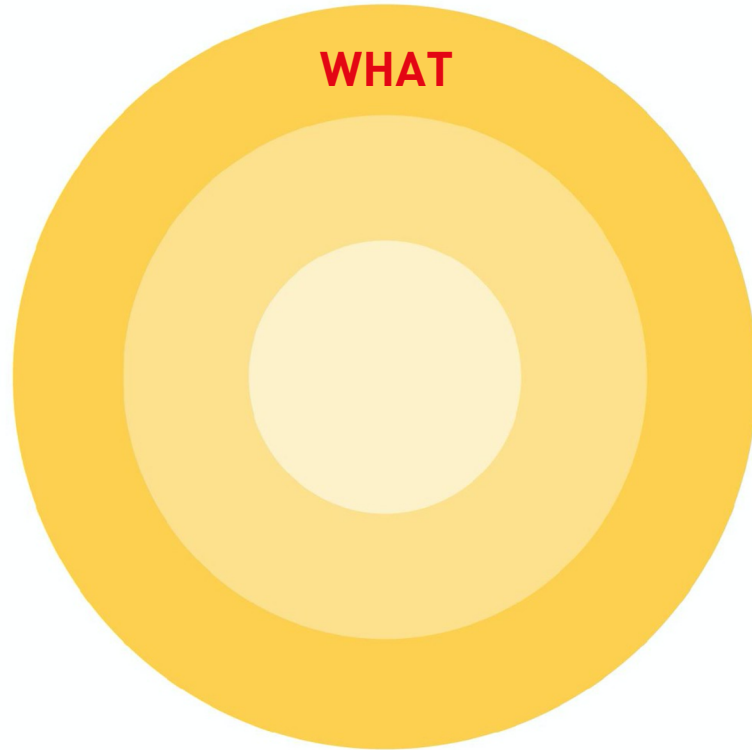
Why does innovation need purpose?



Let's talk about the WHY



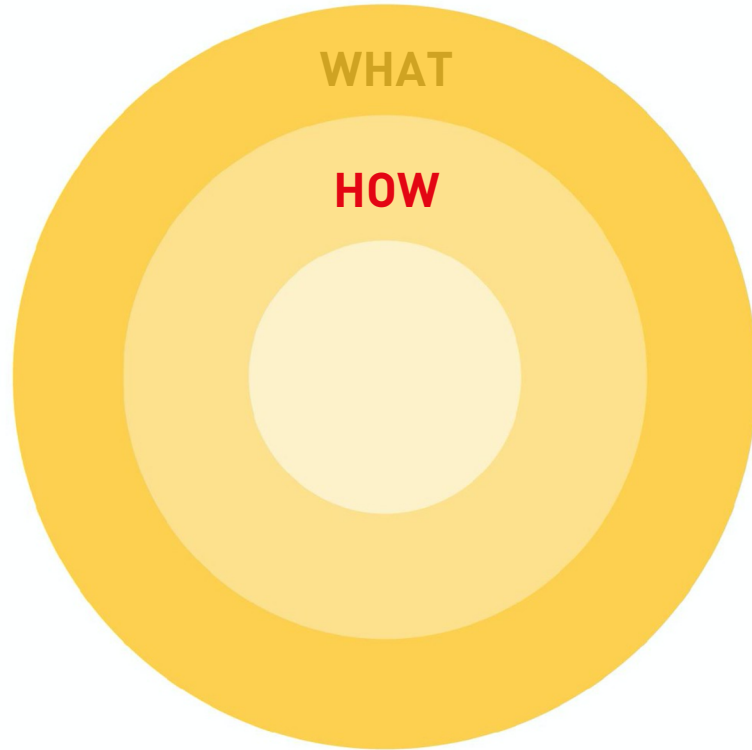
THE GOLDEN CIRCLE



Every individual or organisation knows **what** they do.

“**What**” describes e.g. your research topic or products and services companies offer.

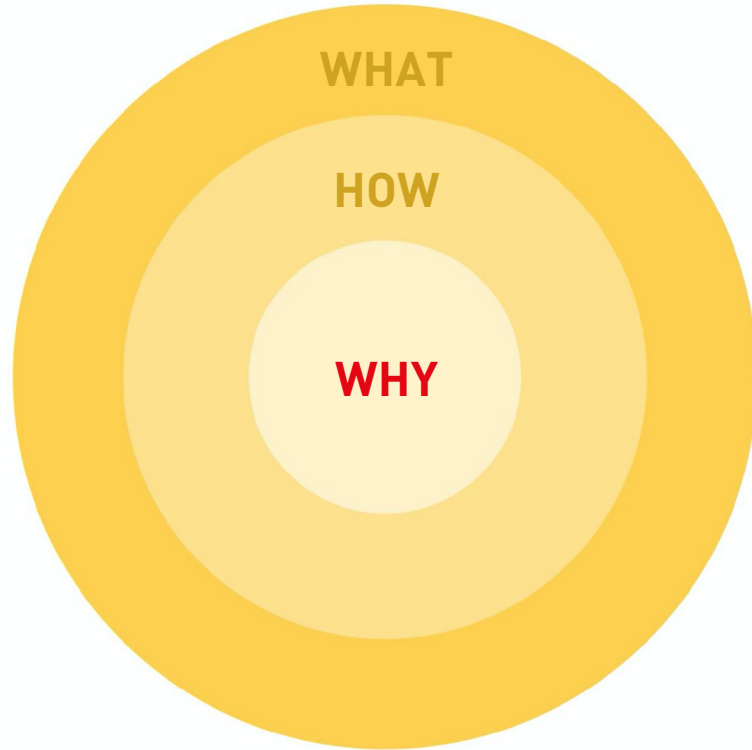
THE GOLDEN CIRCLE



Some individuals or organisations can say **how** they do what they do.

This might be their USP (unique selling proposition). The “**How**” makes e.g. products and services special and sets them apart from competition.

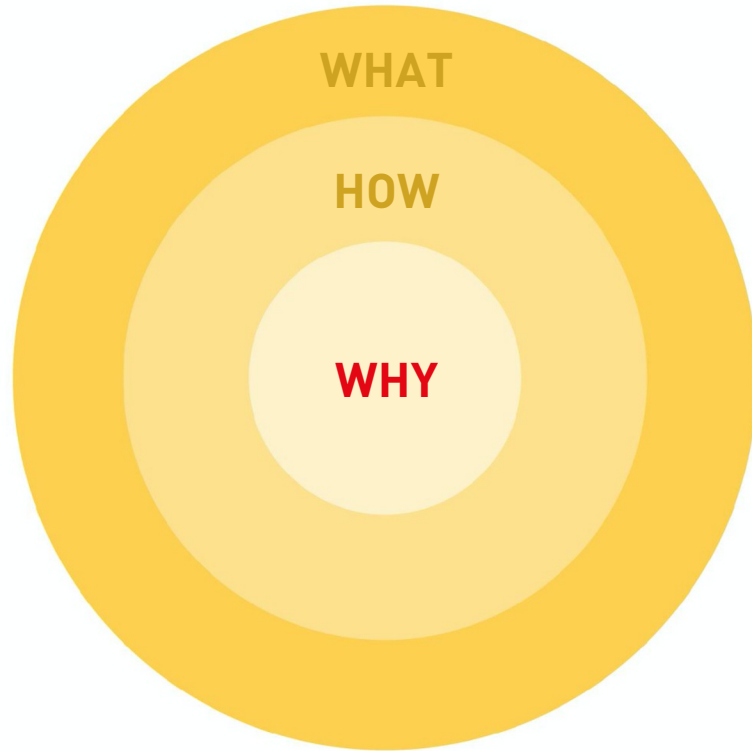
THE GOLDEN CIRCLE



But very few can articulate **why** they do what they do. Earning money is only the result of your actions.

Your **why** should give an answer to your purpose, cause and beliefs. **Why** do you get out of bed in the morning?

THE GOLDEN CIRCLE



Begin with **why!**



Dr. Anna Lamp at Falling Walls Science Summit 2022

The Why of TRACELESS

Circular bioeconomy startup offering a holistically sustainable alternative to conventional plastics.

„We want to create a world free of pollution and waste.“

traceless.eu



Asmelash Teka at a YES seminar

The Why of LESAN.AI

Building translation APIs for under-represented languages, starting with Ethiopian

„We want to make sure that everyone has equal access to information to help them understand the world.“

lesan.ai

Check out our interview at: bit.ly/yeslesanai

Think about the
WHY of your
research...



How it works ...



Solo work

Stay in main room and mute yourself.

Grab a pen and paper.



Reflect on the WHY of your research:

Take a moment and make notes to following questions:

1. What was your motivation to do research in your field?
2. Why do you get out of bed every day to work on your research topic(s)?

Write down 2-3 sentences.



7 minutes

Sharing



Share your WHY behind your research!

From purpose to impact



Sharing



What do you associate with impact?

Positive Impact



Positive impact is defined by products and services that are created with the purpose of solving societal problems.

Scholarly Community Encyclopedia

THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



**LEAVE
NO ONE
BEHIND**

Overview of the SDGs



The impact of TRACELESS



- Prevents plastic pollution
 - Avoids harmful chemicals
 - Combats climate change
 - Eco-friendly end-of-life
-
- Saves fossil energy
 - Protects land & water resources

traceless.eu/impact

STEP 1: Get familiar with the SDGs



**LEAVE
NO ONE
BEHIND**

How it works ...



Solo work

Stay in main room and mute yourself.

Google Templates with SDGs



Get to know the SDGs:

Take a couple of minutes to get familiar with the different SDGs.

Read through the descriptions.



5 minutes

OVERVIEW OF SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS OVERVIEW



<div style="background-color: #c00000; color: white; padding: 5px; margin-bottom: 5px;">1 NO POVERTY</div>  <p>End poverty in all its forms everywhere</p> <p>Example targets: -eradicate extreme poverty, measured on global poverty lines -reduce social inequality</p>	<div style="background-color: #ffc000; color: white; padding: 5px; margin-bottom: 5px;">2 ZERO HUNGER</div>  <p>End hunger, achieve food security and improved nutrition, and promote sustainable agriculture</p> <p>Example targets: -end hunger and ensure access to affordable, nutritious food, nationally and through international trade and partnerships -double agricultural productivity and incomes of small-scale food producers</p>	<div style="background-color: #28a745; color: white; padding: 5px; margin-bottom: 5px;">3 GOOD HEALTH AND WELL-BEING</div>  <p>Ensure healthy lives and promote well-being for all at all ages</p> <p>Example targets: -reduce global road deaths -reduce global road deaths -reduce global road deaths -reduce global road deaths</p>	<div style="background-color: #c00000; color: white; padding: 5px; margin-bottom: 5px;">4 QUALITY EDUCATION</div>  <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>Example targets: -ensure all girls and boys complete primary, secondary and tertiary education -increase skills-related employment, decent work and livelihoods</p>	<div style="background-color: #c00000; color: white; padding: 5px; margin-bottom: 5px;">5 GENDER EQUALITY</div>  <p>Achieve gender equality and empower all women and girls</p> <p>Example targets: -end all forms of discrimination against women and girls everywhere -ensure full and effective equality of opportunity for all women and girls, in education, employment, entrepreneurship, leadership and pay -adopt and strengthen legal frameworks and policies to promote gender equality and empower women and girls</p>	<div style="background-color: #17a2b8; color: white; padding: 5px; margin-bottom: 5px;">6 CLEAN WATER AND SANITATION</div>  <p>Ensure availability and sustainable management of water and sanitation for all</p> <p>Example targets: -achieve universal and equitable access to safe and sustainable drinking water for all -achieve universal and equitable access to sanitation and hygiene</p>
<div style="background-color: #ffc000; color: white; padding: 5px; margin-bottom: 5px;">7 AFFORDABLE AND CLEAN ENERGY</div>  <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p> <p>Example targets: -increase global percentage of renewable energy -increase access to research, technology and innovation in clean energy</p>	<div style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">8 DECENT WORK AND ECONOMIC GROWTH</div>  <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>Example targets: -sustain global average annual economic growth of at least 7% -achieve global average annual economic growth of at least 7% -achieve global average annual economic growth of at least 7%</p>	<div style="background-color: #ff8c00; color: white; padding: 5px; margin-bottom: 5px;">9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div>  <p>Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation</p> <p>Example targets: -develop quality infrastructure and promote its sustainable use -increase research and innovation -enhance scientific cooperation and innovation capacity</p>	<div style="background-color: #800080; color: white; padding: 5px; margin-bottom: 5px;">10 REDUCED INEQUALITIES</div>  <p>Reduce income inequality within and among countries</p> <p>Example targets: -achieve sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all -increase global ODA flows to at least \$350 billion annually by 2030 -enhance global financial institutions and promote inclusive and sustainable financial systems</p>	<div style="background-color: #ffc000; color: white; padding: 5px; margin-bottom: 5px;">11 SUSTAINABLE CITIES AND COMMUNITIES</div>  <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p> <p>Example targets: -enhance urban and sustainable transport systems -provide access to safe and affordable housing</p>	<div style="background-color: #800040; color: white; padding: 5px; margin-bottom: 5px;">12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div>  <p>Ensure sustainable consumption and production patterns</p> <p>Example targets: -achieve sustainable management and efficient use of natural resources -reduce global per capita consumption of primary materials by at least 10% by 2025 -achieve sustainable management and efficient use of natural resources</p>
<div style="background-color: #28a745; color: white; padding: 5px; margin-bottom: 5px;">13 CLIMATE ACTION</div>  <p>Take urgent action to combat climate change and its impacts by regulating emissions and promoting development in renewable energy</p> <p>Example targets: -strengthen resilience and adaptive capacity to climate-related hazards</p>	<div style="background-color: #17a2b8; color: white; padding: 5px; margin-bottom: 5px;">14 LIFE BELOW WATER</div>  <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>Example targets: -reduce marine pollution -sustainably manage and protect marine ecosystems -conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	<div style="background-color: #28a745; color: white; padding: 5px; margin-bottom: 5px;">15 LIFE ON LAND</div>  <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>Example targets: -maintain and enhance global biodiversity -maintain and enhance global biodiversity -maintain and enhance global biodiversity</p>	<div style="background-color: #007bff; color: white; padding: 5px; margin-bottom: 5px;">16 PEACE, JUSTICE AND STRONG INSTITUTIONS</div>  <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>Example targets: -prevent armed conflict and promote peaceful resolution of disputes -promote and protect human rights -strengthen the rule of law -promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	<div style="background-color: #000000; color: white; padding: 5px; margin-bottom: 5px;">17 PARTNERSHIPS FOR THE GOALS</div>  <p>Strengthen the means of implementation and revitalize the global partnership for sustainable development</p> <p>Example targets: -mobilize additional financial resources for development countries from multiple sources -enhance policy coherence for sustainable development</p>	

STEP 2: Solo work



How it works ...



Solo work

Stay in main room and mute yourself.

Claim one of the Google templates and mark it with your name and research topic



Reflect on the impact of your research:

1. In which fields do you see potential practical applications of your research? Move those goals to the right field.

2. What could be those potential practical applications? Write down 1-3 ideas in the respective field.



10 minutes

5 min matching of SDGs

5 min collecting ideas

Research example

Topic from our alumnus Hossam Shafy:

Developing Prediction models of process interruption in Steel Production



4 Quality education: support research work, reduce the gap between university study and work at the industry



8 Economic growth: higher production rate reached, less interruptions in the production



13 Climate action: help to reduce the CO2 emissions per produced ton of steel, energy saving.

How it works ...



Solo work

Stay in main room and mute yourself.

Claim one of the Google templates and mark it with your name and research topic



Reflect on the impact of your research:

1. In which fields do you see potential practical applications of your research? Move those goals to the right field.

2. What could be those potential practical applications? Write down 1-3 ideas in the respective field.



10 minutes

5 min matching of SDGs

5 min collecting ideas


















SDG Goals Exercise

Name & Research Topic



A. Consider your own project. By dragging and dropping, select up to 4 SDG goals that your project might seek to achieve. Add a short description!

B. Brainstorm some practical applications.

		<div data-bbox="498 317 645 463">1</div>	
			<div data-bbox="498 492 645 637">2</div>
			
			<div data-bbox="498 841 645 987">4</div>
			
			
			
			
			

STEP 3: Joint brainstorming & feedback



How it works ...



Teamwork

Digital Breakout Rooms

Work with your Google template to add ideas and goals.



Joint brainstorming

One after another:

1. Introduce your research topic, your identified SDGs and your ideas of application to the other person.
2. The other person, give feedback, and together brainstorm additional ideas and SDGs that could fit.



20 minutes

7 min introduction, feedback and brainstorming for each person

Sharing

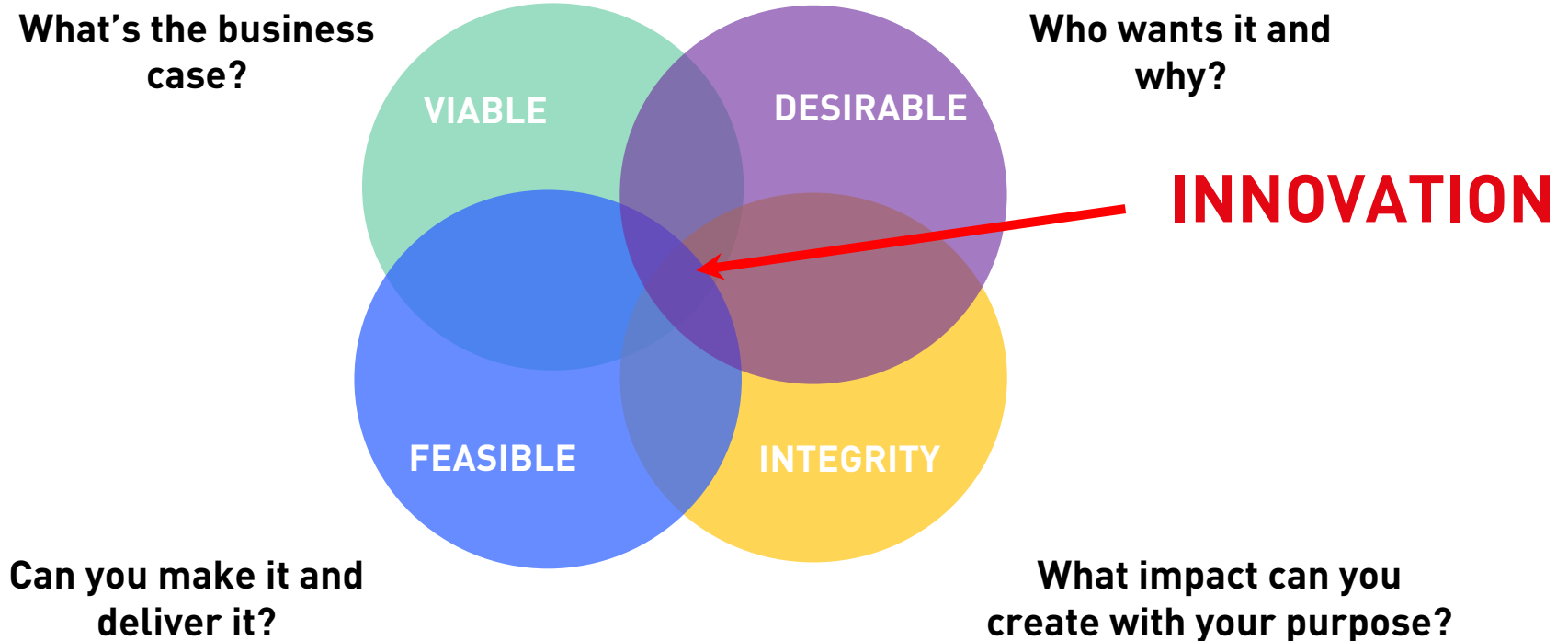


What SDGs have you identified? Which potential ideas have come up?

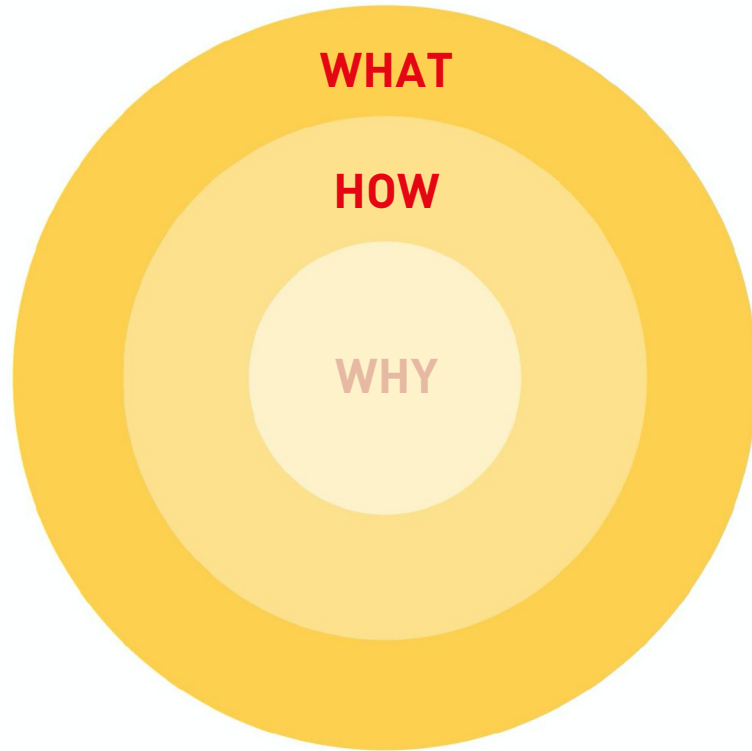
**Value creation is
also about
money**



The sweet spot of innovation



THE GOLDEN CIRCLE



“**What**” describes e.g. your research topic or products and services companies offer.

The ‘**How**’ might be the USP (unique selling proposition). The “**How**” makes their products and services special and sets them apart from their competition.

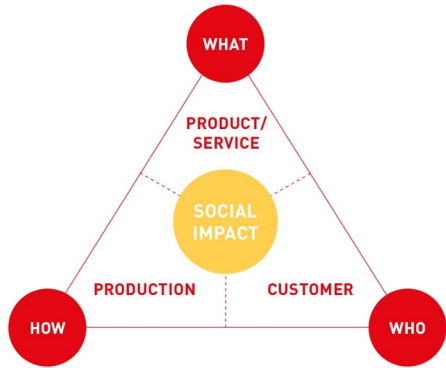
Business model of TRACELESS

,With traceless materials, we are bringing a novel biomaterial to the market. We sell traceless as a drop-in solution to conversion, plastic coating and packaging industries.'

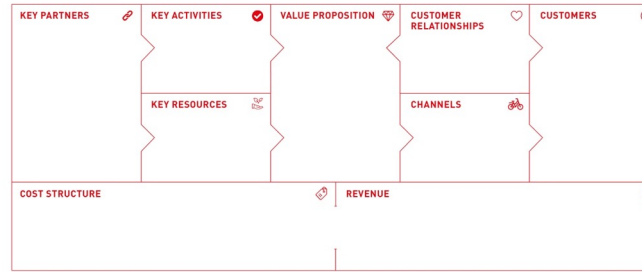
Plastic-free packaging innovation: Sock hooks, formerly made of conventional plastics, now made of traceless®



Learn more about the value of your research...



Social Entrepreneurship



Business Model Canvas



RESEARCH

USER

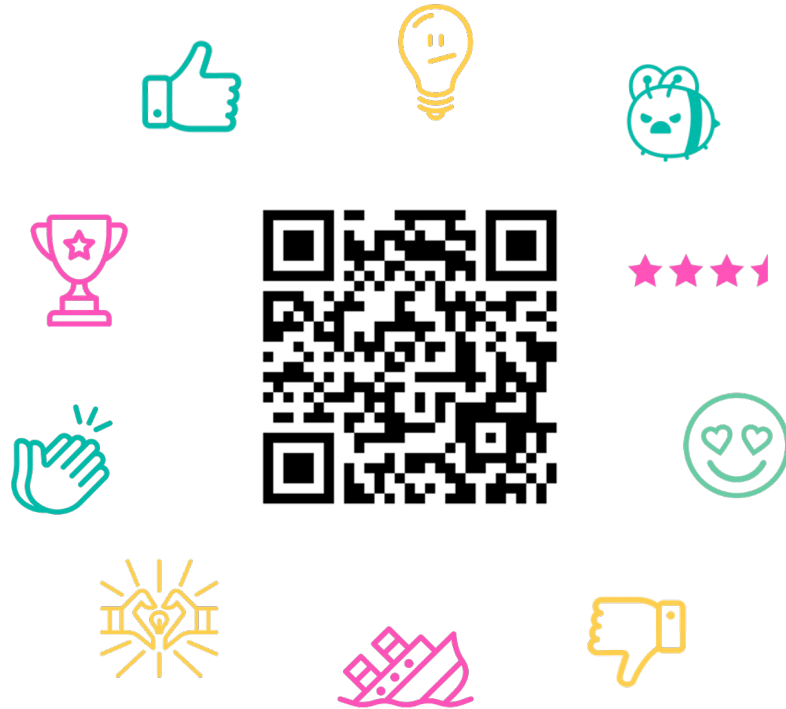
USE CASE

Research Canvas

FEEDBACK



Time for feedback!



Stay connected with the YES community

- Join our [LinkedIn group](#)
- Take part in our [community calls](#)
- Tell your peers and spread the word [via social media](#)
- Write [a testimonial](#) about us



Write to us at youngentrepreneurs@falling-walls.com if you want to contribute to the community, or share feedback and updates about your entrepreneurial journey!