

INNOVATE FOR IMPACT



Learning goals

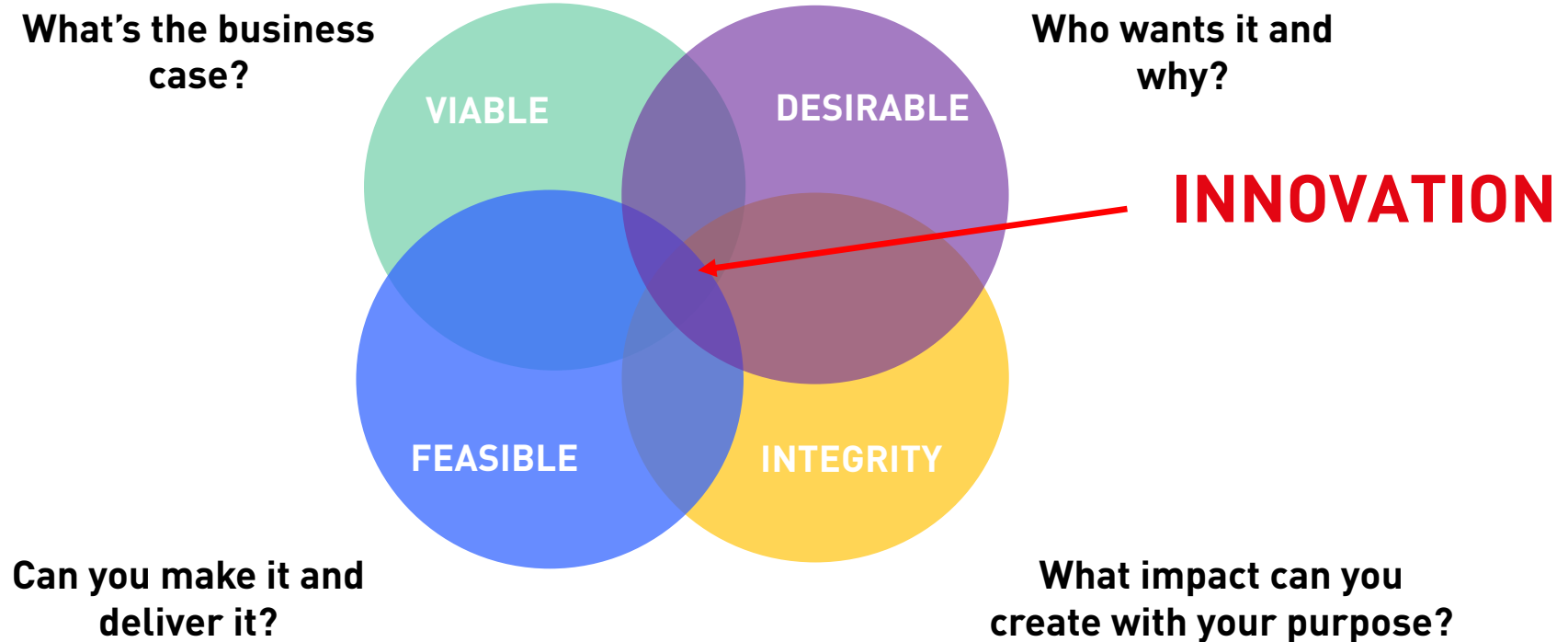
- Learn about the golden circle and the concepts of purpose and impact
- Reflect on the WHY behind your research work
- Get to know the Sustainable Development Goals (SDGs)
- Think about potential areas of impact that your research can contribute to

How purpose-driven are you?

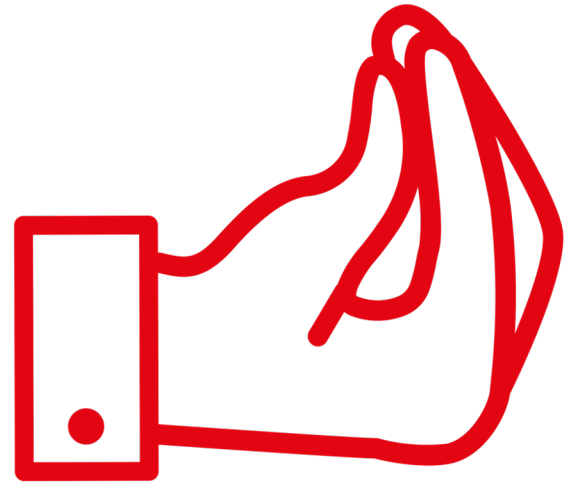
Please use the annotate function to place a mark of your choice!



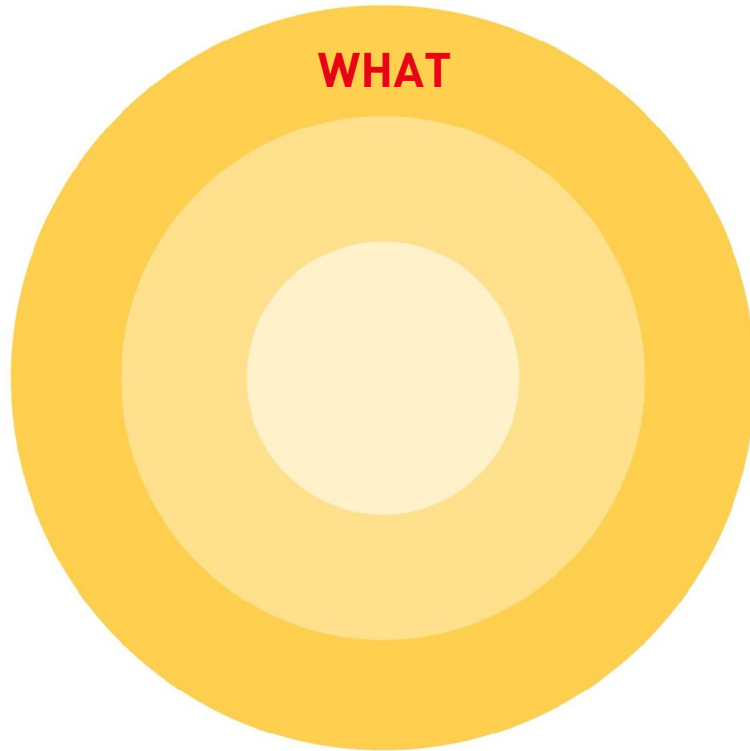
Why does innovation need purpose?



Let's talk about the WHY



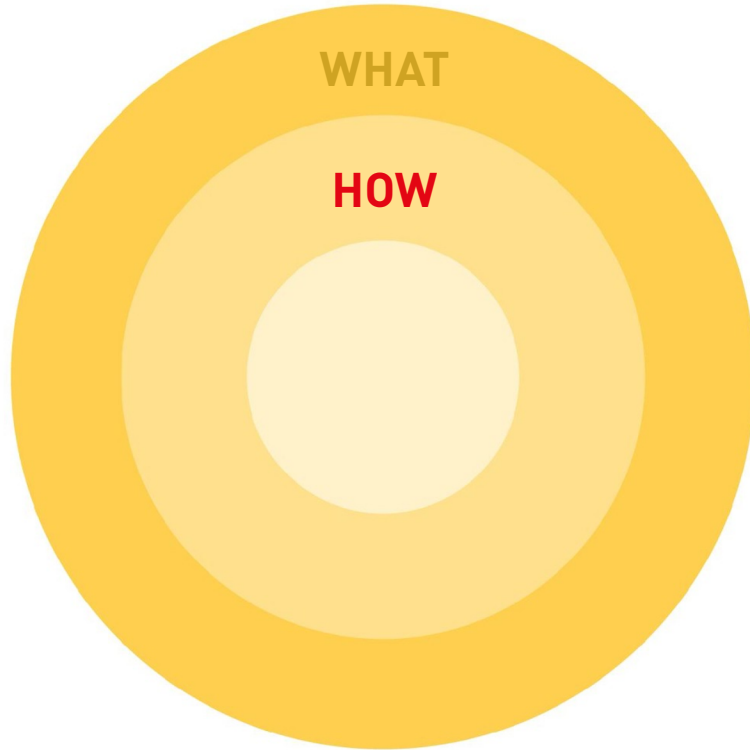
THE GOLDEN CIRCLE



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

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

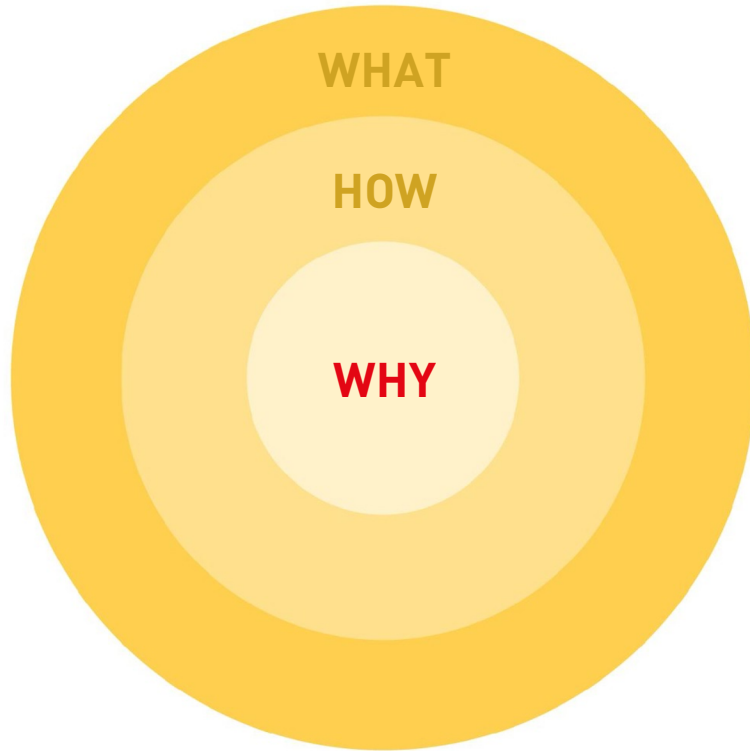
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Some individuals or organisations can say **how** they do what they do.

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

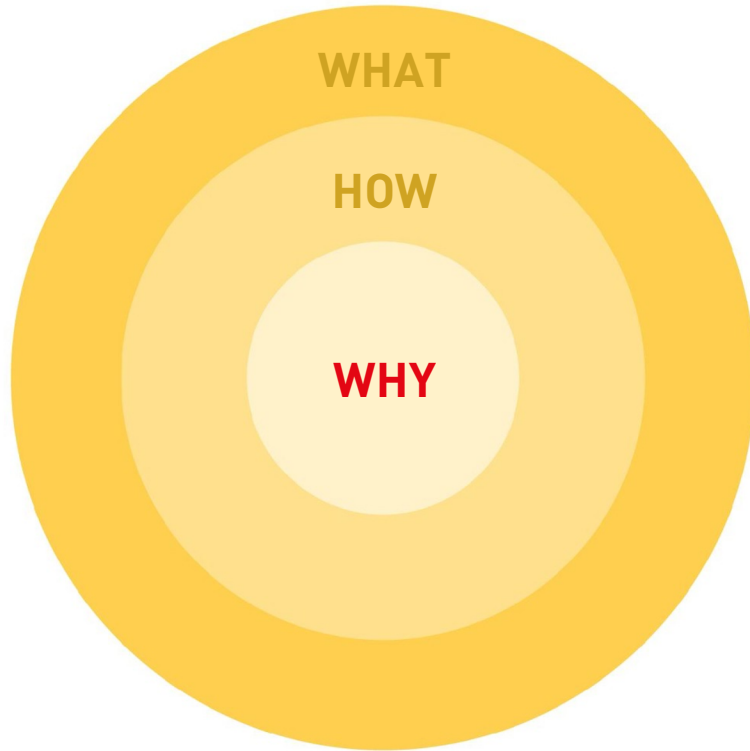
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But very few can articulate **why** they do what they do. Earning money is only the result of your actions.

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!**



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.“



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

3-STEP-EXERCISE

1

**Get familiar
with the SDGs**

2

**Match your research
with the SDGs**

3

**Joint
brainstorming**

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 - reduce and sustainably increase and social (gender) inequality of all people by 2030</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 all forms of malnutrition - increase agricultural productivity</p>	<div style="background-color: #008000; 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: - fight communicable diseases - reduce maternal health inequality - halve global road deaths</p>	<div style="background-color: #800000; 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 learners acquire necessary education - increase skills for sustainable development and decent employment</p>	<div style="background-color: #ff0000; 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 all women and girls everywhere - ensure full and effective equality in all areas of leadership, participation, and decision-making</p>	<div style="background-color: #008080; 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: - drink and affordable clean water - promote 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 - enhance access to research, technology and innovation in clean energy</p>	<div style="background-color: #800000; 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: - improve regulatory framework in macroeconomic and performance (all capabilities) and decent work with food and</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: - make infrastructure resilient - promote access to financial services and digital technologies and decent work with food and</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: - guarantee universal social, economic and financial inclusion - ensure equal opportunities and end discrimination</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 and sustainable transport systems - safe and affordable housing</p>	<div style="background-color: #808000; color: white; padding: 5px; margin-bottom: 5px;"> 12 RESPONSIBLE CONSUMPTION AND PRODUCTION </div>  <p>Ensure sustainable consumption and production patterns</p> <p>Example targets: - sustainable management and efficient use of natural resources - reduce waste generation through prevention, reduction, recycling and reuse</p>
<div style="background-color: #008000; 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 climate resilience, awareness raising and capacity building - enhance international cooperation on climate change mitigation, adaptation, disaster resilience - strengthen resilience and adaptive capacity to climate-related hazards</p>	<div style="background-color: #0080c0; 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 - protect and restore ecosystems - promote sustainable fisheries</p>	<div style="background-color: #008000; 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: - promote sustainable forest management and restore degraded forests - halt and reverse land degradation - promote biodiversity and natural habitats</p>	<div style="background-color: #0080c0; 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: - promote peaceful and inclusive societies - strengthen rule of law, justice, institutions, leadership and promote sustainable development - build effective, accountable and inclusive institutions at all levels</p>	<div style="background-color: #0080c0; 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>	

BREAK



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

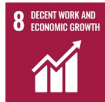
Research example

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.

Potential practical application: feeding the automative steel production system with accurate setup and values for optimum production based on scientific results from the lab

How it works ...



Solo work

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10 minutes

5 min matching of SDGs


















5 min collecting ideas

SDG Goals Exercise

A. Name and Research Topic

B 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!

C. Brainstorm some practical applications.

1

2

3

4

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.



25 minutes

8 min introduction, feedback and brainstorming for each person

Sharing

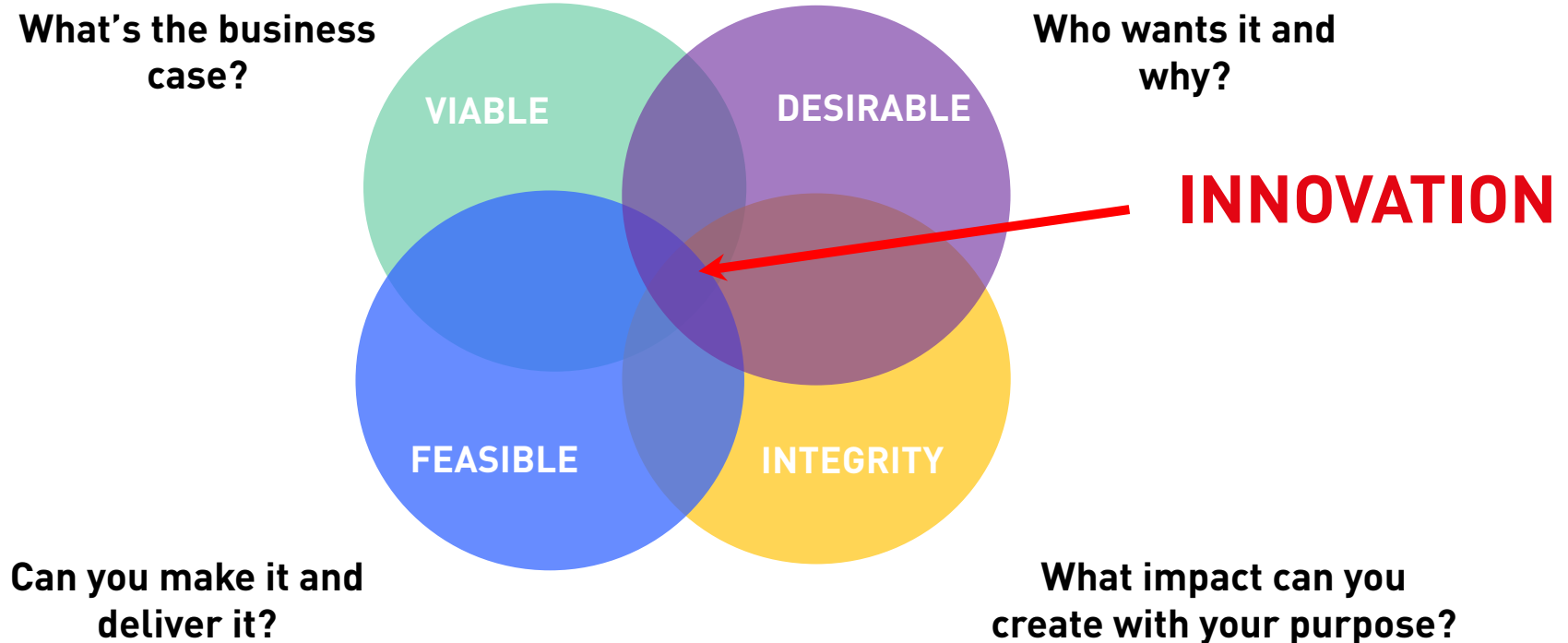


What SDGs have you identified? Which potential ideas have come up?

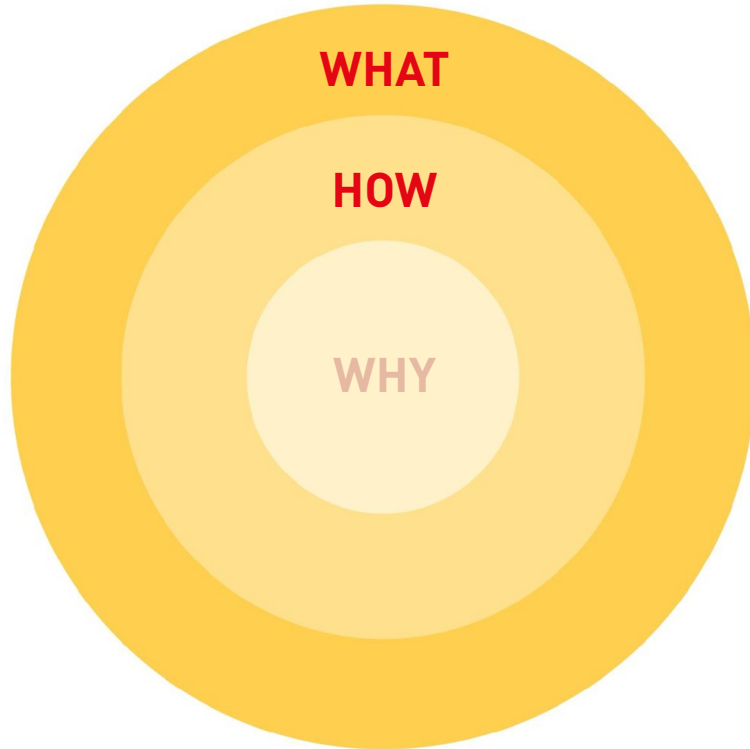
**Value creation is
also about
money**



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.

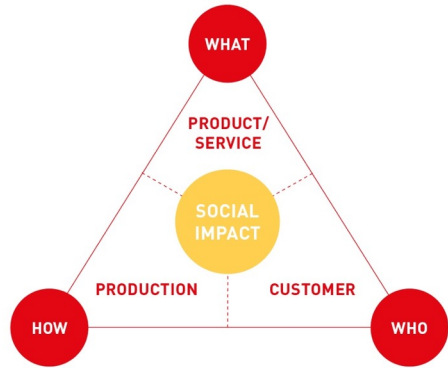
Business model of TRACELESS

,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.'

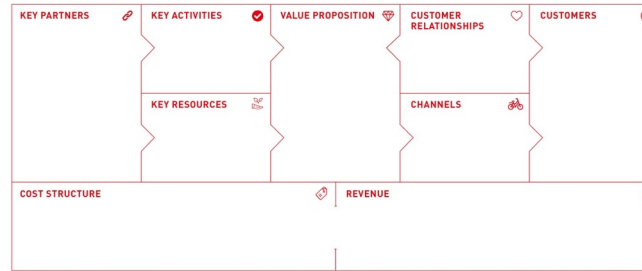
Plastic-free packaging innovation: Sock hooks, formerly made of conventional plastics, now made of traceless®



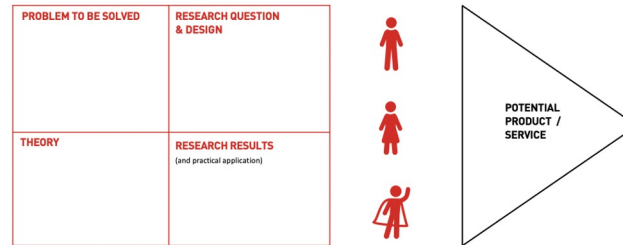
Learn more about the value of your research...



Social Entrepreneurship



Business Model Canvas



RESEARCH

USER

USE CASE

Research Canvas