

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

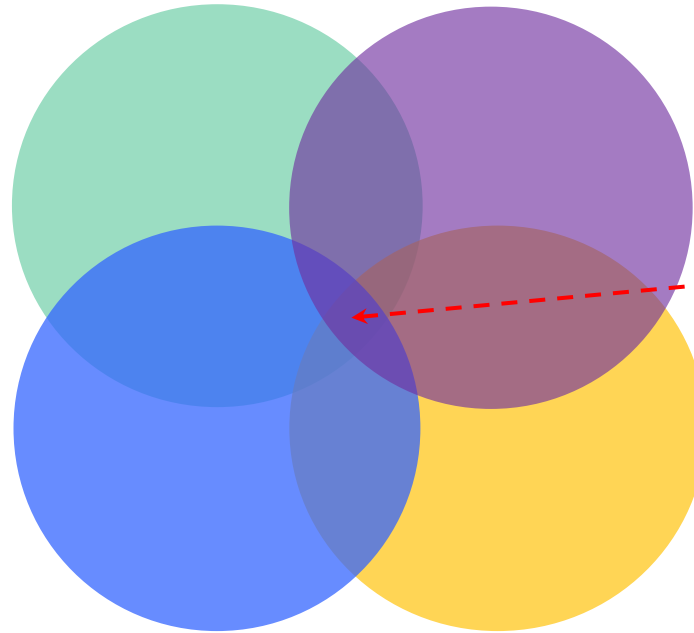
Why does innovation need purpose?

What's the
business case?

Who wants it
and why?

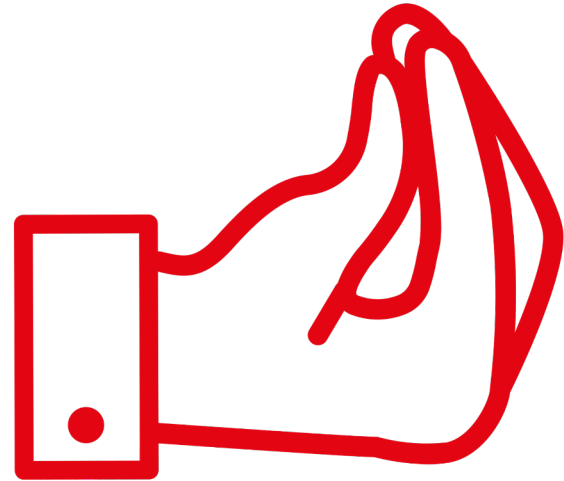
Can you make it
and deliver it?

What impact can you
create with your purpose?

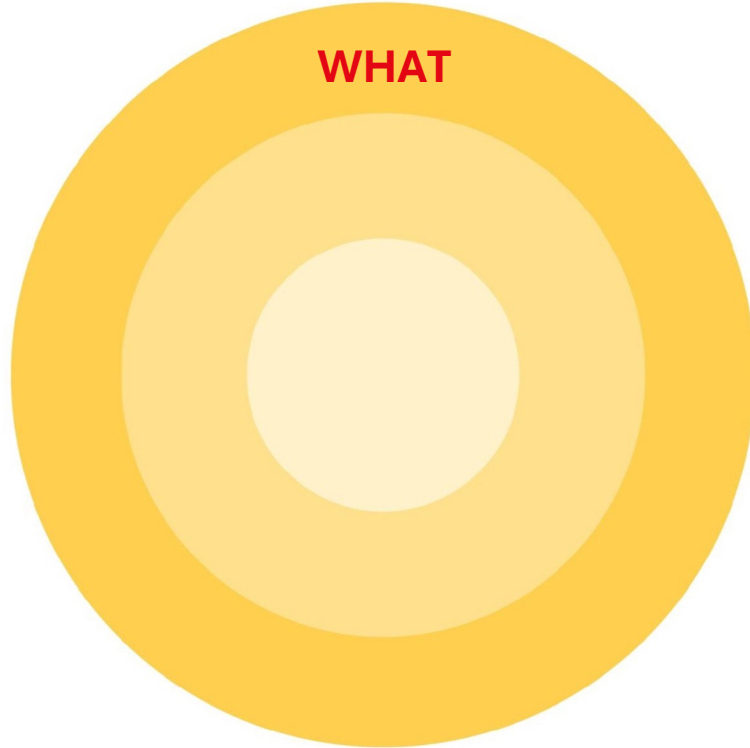


INNOVATION

Let's talk about the WHY



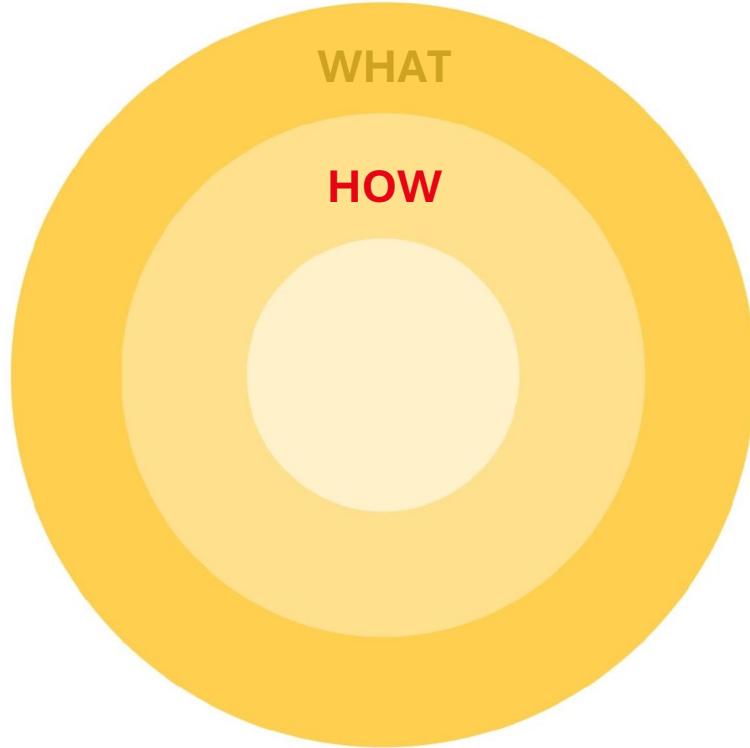
THE GOLDEN CIRCLE



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

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

THE GOLDEN CIRCLE

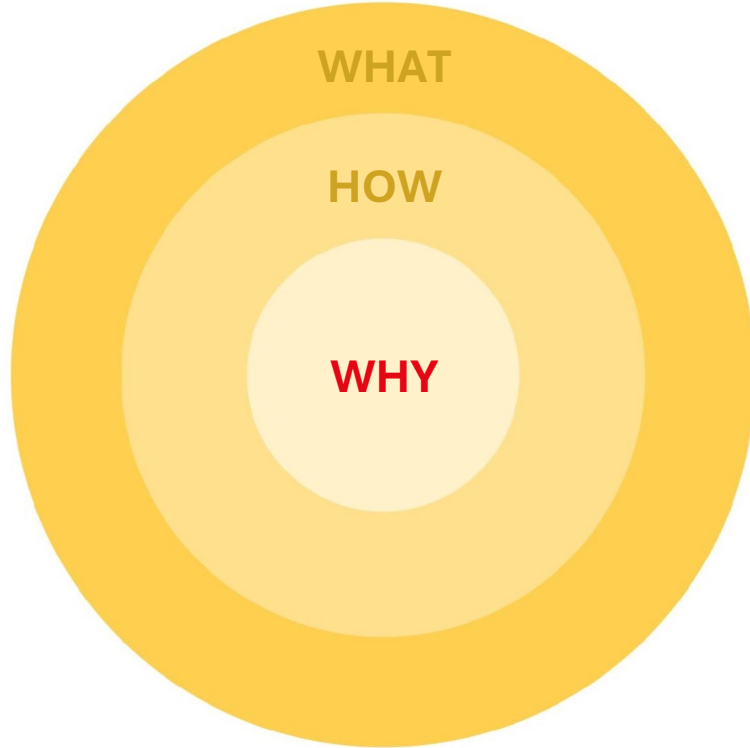


Some individuals or organisations can say **how** they do what they do.

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

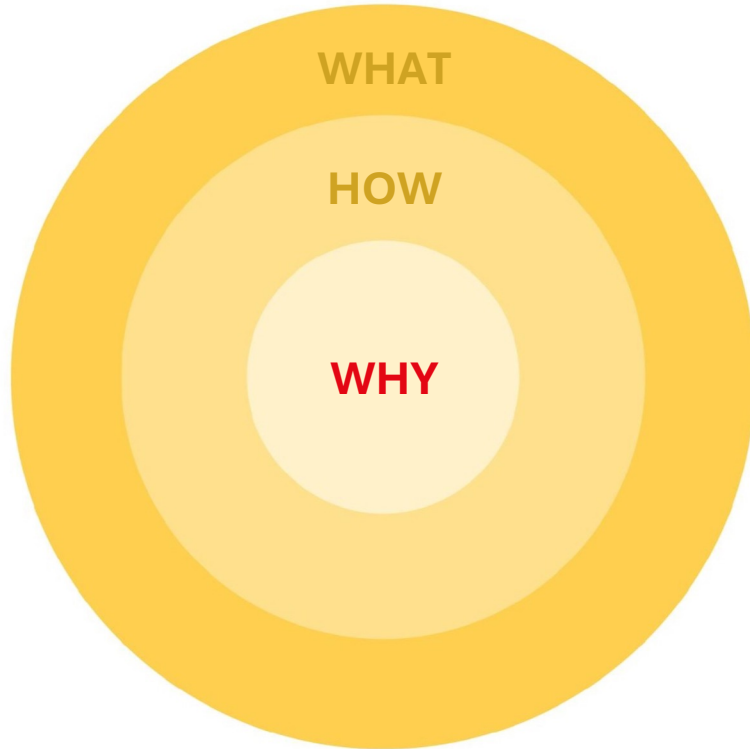


But very few can articulate **why** they do what they do.

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.”**

Check out our interview at: bit.ly/yeslesanai
lesan.ai

**Think about the
WHY of your
research...**



How it works ...



Solo work



**Reflect on the WHY of
your research**



10 min

**Take a moment and make notes
to following questions:**

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

Sharing...



Share your WHY behind your research!

**From purpose
to impact**



Sharing...



What do you associate with impact?

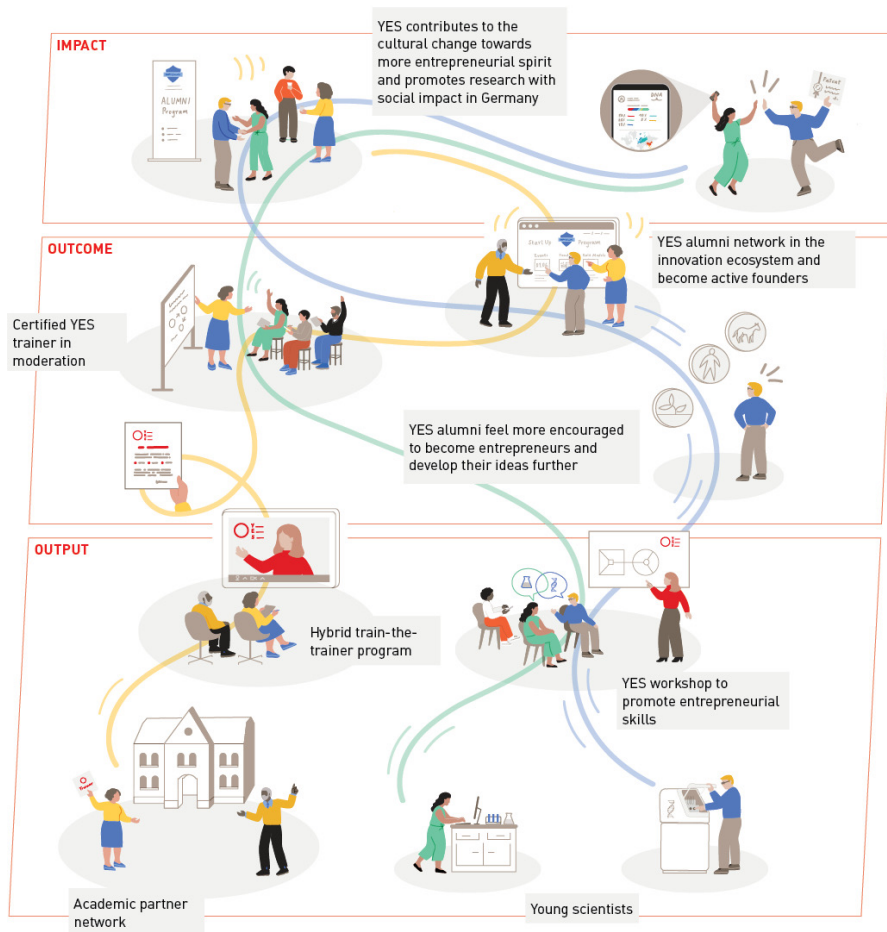
Positive Impact



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

Scholarly Community Encyclopedia

Our impact logic



THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

 YOUNG
ENTREPRENEURS
IN SCIENCE



**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

Develop solution
with the SDGs

3

Joint
brainstorming

STEP 1:

Get familiar with the SDGs



**LEAVE
NO ONE
BEHIND**

How it works ...



Solowork



**Get familiar with the
SDGs**



10 min

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

Read through the descriptions.

OVERVIEW OF SDG

SOLO WORK; INNOVATE FOR IMPACT

SUSTAINABLE DEVELOPMENT GOALS OVERVIEW

YOUNG
ENTREPRENEURS
IN SCIENCE

Take a couple of minutes
to get familiar with the
different SDG. Read
through the descriptions.
10 min

General description
Example target

1 NO POVERTY

End poverty in all its
forms everywhere
Reduction of all
poverty by half

2 ZERO HUNGER

End hunger, achieve
food security and
improved nutrition, and
promote sustainable
agriculture
Ending all forms of mal-
nutrition

3 GOOD HEALTH AND WELL-BEING

Ensure healthy lives
and promote well-being
for all at all ages
Fight communicable dis-
eases, achieve universal
health coverage

4 QUALITY EDUCATION

Ensure inclusive and
equitable quality edu-
cation and promote
lifelong learning oppor-
tunities for all
Free primary and second-
ary education

5 GENDER EQUALITY

Achieve gender equality
and empower all women
and girls
End all forms of discrimi-
nation against all
women and girls ever-
ywhere

6 CLEAN WATER AND SANITATION

Ensure availability and
sustainable
management of water
and sanitation for all
Safe and affordable drink-
ing water

7 AFFORDABLE AND CLEAN ENERGY

Ensure access to affor-
dable, reliable, sus-
tainable and modern
energy for all
Increase global per-
centage of renewable
energy

8 DECENT WORK AND ECONOMIC GROWTH

Promote sustained,
inclusive and sustainable
economic growth, full &
productive employment
and decent work for all
Improve resource effi-
ciency in consumption

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infras-
tructure, promote in-
clusive and sustainable
industrialization, and
foster innovation
Upgrade technological
capabilities of industry

10 REDUCED INEQUALITIES

Reduce income inequa-
lity within and among
countries
Promote universal
social, economic and
political inclusion

11 SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human
settlements inclusive,
safe, resilient, and sus-
tainable
Affordable and sustaina-
ble transport systems

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable
consumption and pro-
duction patterns
Sustainable manage-
ment and efficient use of
natural resources

13 CLIMATE ACTION

Take urgent action to combat
climate change and its im-
pacts by regulating emissi-
ons and promoting develop-
ments in renewable energy

14 LIFE BELOW WATER

Conserve and sustainably use
the oceans, seas and marine
resources for sustainable
development
Reduce marine pollution
Protect and restore eco-
systems

15 LIFE ON LAND

Protect, restore and promote
sustainable use of terrestri-
al ecosystems, sustainably
manage forests, combat
desertification, and halt and
reverse land degradation
and halt biodiversity loss

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclu-
sive societies for sustainable
development, provide access
to justice for all and build
effective, accountable and
inclusive institutions at all
levels

17 PARTNERSHIPS FOR THE GOALS

Strengthen the means of
implementation and revitali-
ze the global partnership for
sustainable development
Enhance policy coherence for
sustainable development

NEXT UP ...

YOUNG ENTREPRENEURS IN SCIENCE

INTRODUCTION AND PERSONALITY COMPETENCES

Logos of partner organizations: Wellcome Foundation, European Commission, Wellcome Trust, etc.



**It's coffee
o'clock!**



STEP 2: Solo work



How it works ...



Solowork



**Consider your own
research**



10 min

- Select up to 4 SDGs that your research might contribute to. Note them on the template.
- What could be practical applications? Write down 1-3 ideas in the respective field.

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 automotive steel production system with accurate setup and values for optimum production based on scientific results from the lab

How it works ...



Solowork



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SDG Goals Exercise

SOLO WORK; INNOVATE FOR IMPACT

SUSTAINABLE DEVELOPMENT GOALS EXERCISE



Consider your own project. By dragging and dropping, select up to 4 SDG goals that your project might seek to achieve.

10 min

Step 1

Select up to 4 SDG goals that your project might seek to achieve. Add a short description!

5 min

Step 2

Brainstorm some practical applications. Write down 1-3 ideas.

5 min

NAME AND RESEARCH TOPIC:



SELECT 4 SDG!

1

2

3

4

PRACTICAL APPLICATIONS

STEP 3: Joint brainstorming & feedback



How it works ...



Teamwork



Joint brainstorming



30 min

- Introduce your research topic, your identified SDGs and your ideas of application to the other persons.
- The other persons give feedback. Brainstorm together additional ideas and SDGs that could fit.

Helpful questions

- Do the chosen SDGs fit the research topic/use cases?
- Are there other SDGs that could be a good fit?
Which ones?
- Which (other) ideas for practical applications do you have
when looking at each SDG?

Sharing...



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

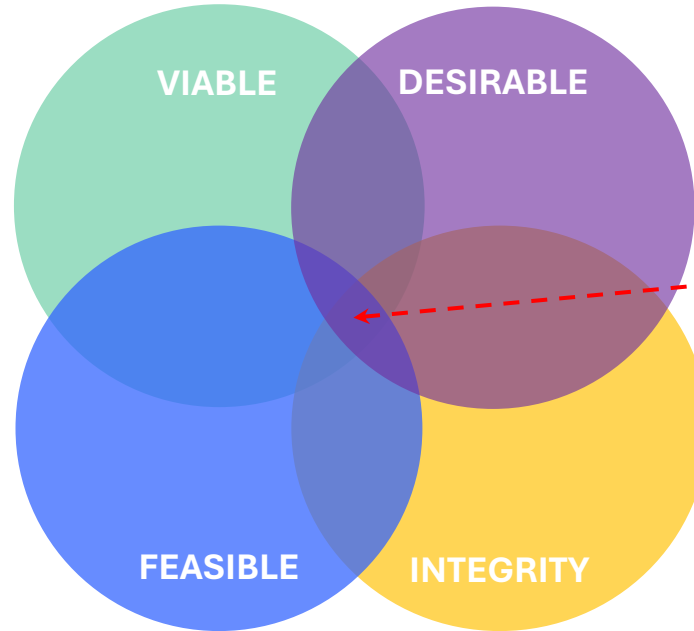
**Value creation is
also about money**



The sweet spot of innovation

What's the
business case?

Who wants it
and why?

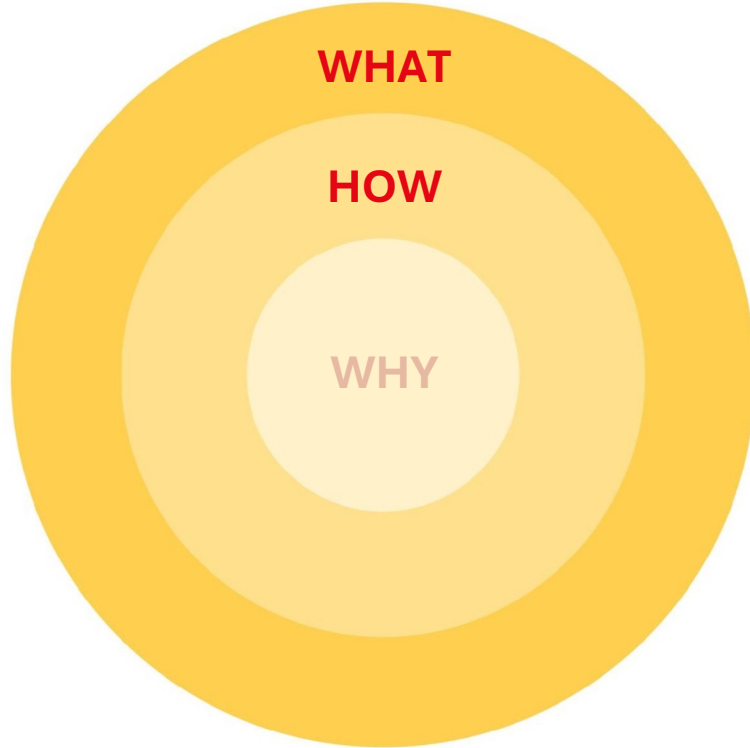


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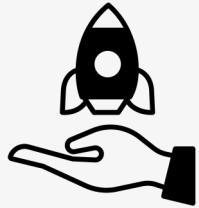
Business model of TRACELESS

**“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 Canvas