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CRITICAL REFLECTIONS ON INNOVATIVE FLOURISHING BUSINESSES IN THE CONTEXT OF THE UN SUSTAINABLE DEVELOPMENT GOALS

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A cross-cultural perspective

RUBEN BURGA; ISABEL RODRIGUEZ-TEJEDO; AND AMELIA NAIM INDRAJAYA

Contents

Preface

The World Inquiry into Business as an Agent of World Benefit was started in 2002. It was a research project that used the phrase "business as an agent of world benefit" not as a statement, but as a question – where could examples of business as a force for poverty eradication, business as a force for world peace, business as a force for well-being, be found? This worldwide action-research initiative used Appreciative Inquiry to learn more about the positive role that business could have in society. From 2002-2015, stories were collected about business innovations in sustainability, social entrepreneurship, and full-spectrum flourishing. In 2015 the World Inquiry project became the globally-used AIM2Flourish program; now used by over 165 professors at universities spanning the world.

AIM2Flourish is a unique program that asks students to seek out businesses that are meeting one or more of the United Nations Global Goals for Sustainable Development and interview the business leaders or entrepreneurs associated with the innovations. The stories of these companies and innovations live on AIM2Flourish.com because it is our belief that the sharing of ideas and innovation through success stories will promote conversations, connections, new thinking, and learning that will lead the world toward a healthier and more peaceful future. As of May 2022, there are more than 4,000 published stories on the AIM2Flourish platform.

What sets AIM2Flourish apart is the combination of learning about the UN Global Goals, using them as a framework for viewing business innovations, going beyond internet research to conducting interviews, using Appreciative Inquiry as an interview technique to identify inspiration and strengths, and having the chance to publish and share the story. This unique combination of ideas and experiences has offered countless students a perspective-shifting opportunity to view business in a new light and set their own career paths in the direction of world benefit.

Now, with the collaborative online international learning (COIL) experiential activity conducted in Winter 2022, we can see the AIM2Flourish program taken to a new level by having cross-cultural student groups read and analyze the published stories in the context of each Global Goal. The heart of the AIM2Flourish assignment is the Appreciative Inquiry interview; getting students out of the classroom to speak with business leaders and social entrepreneurs. The heart of the COIL activity is the critical thinking interaction with students from around the world. At the Fowler Center for Business as an Agent of World Benefit, the home of AIM2Flourish, we believe in the power of conversations worth having and stories that connect us all. COIL is a new paradigm of AIM2Flourish conversations, one where students get the chance to learn through peer-to-peer conversations and critical reflection; sharing their diversity of thought and experience with students around the world.

It has been an honor to watch Critical Reflections on Innovative Flourishing Businesses in the Context of the UN Sustainable Development Goals come to fruition. It is a powerful example of the dedication of our youth today to making the world a healthy, peaceful place for everyone.

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Introduction

In mid-2021, we met virtually as faculty and instructors in our respective business departments of our university institutions and started discussing how to expose our students to a sustainability mindset, to sustainable innovations in practice, and to each other in a cross-cultural environment. This was the start of planning for our collaborative online international learning (COIL) experiential activity for our Spring 2022 semester students.

Our main goals were:

1. Learn about the potential of businesses to move the UN Sustainable Development Goals forward.
2. Provide students with experience working in a distributed multicultural team.
3. Promote lasting change and allow students to leave a legacy.

We developed a 5-week experiential activity where over 120 students from three institutions from three continents were asked to meet in their teams of 5-6 students every week using a synchronous communication tool (we used Zoom) and analyze in the context of the UN Sustainable Development Goals (SDGs), innovative flourishing stories from all over the world. These stories were the result of student interviews with flourishing businesses that were reported and recorded using the AIM2Flourish platform (an initiative of the Fowler Center for Business as an Agent of World Benefit at the Weatherhead School of Management at Case Western Reserve University and is supported by the Principles for Responsible Management (PRME) UN Global Compact Initiative). Out of the thousands of stories, the 122 students (distributed in 23 teams) examined 572 stories of sustainable and flourishing innovations encompassing all 17 SDGs.

Students in this COIL experience had the following learning objectives:

- learn about the SDGs,
- explore examples of intersections between businesses and SDGs,
- draw conclusions based on real business examples,
- reflect about the role of businesses in a complex world using the lens of SDGs, and
- critically reflect on differences and similarities with a cross-cultural perspective

Over 5 weeks, the student teams reflected on sustainability, explored their sustainability mindset using a Sustainability Mindset Indicator (SMI)[1], and analysed 20-30 stories per group. They were then asked to report on the SDG that was assigned to them, review the common elements among the stories, critically examine them, and then provide a group reflection of this activity. We gave general instructions but allowed the students the freedom to apply their own skills to generate the content. At a final meeting, we asked them for comments; of which we show a few examples below:

Student comments:

- It has been a very useful activity. At first glimpse, I didn't expect it will be as interesting and entertaining as it has been. We've actually work a lot too, but there have been very grateful efforts to make. My bests parts have been our Zoom meetings, without a doubt.
- I think that the best parts were getting to meet new students across the globe and being open to learning about different cultures. Learning about the companies was very cool too and it made me realise the numerous amount of ways that business can be used for social good as opposed to for-profit

The results of this COIL activity form this book, divided into sections for each of the 5 P's (people, prosperity, planet, peace, and partnerships) and the SDGs belonging to each of those P's. We each wrote an introduction to the different sections but the individual chapters belong to the students – it is their voice and it gives all of us hope that across a cross-cultural platform they have gained a greater understanding and appreciation for sustainability and carry hope and promise into the future.

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Ruben Burga, PhD – University of Guelph, Canada

[1]The Sustainability Mindset Indicator (SMI) is a survey instrument co-developed by Drs. Beate Klingenberg and Isabel Rimanoczy, Ed.D., convenor of the PRME Working Group on the Sustainability Mindset. It is a survey instrument meant to help promote reflection from a framework of ecological, systemic, spiritual, and emotional intelligence dimension (for more details visit https://smindicator.com/).

Acknowledgements

PEOPLE AND THE UN SDGS

People

"We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment." (United Nations A/RES/70/1, 2015, p. 3)

"People" is maybe one of the oldest concerns in development, and it includes some of the goals that may be most recognized by the public when they think about development. Order is not a signal of importance, but it doesńt escape anyonés understanding that Goals one, two, three, four and five hold an important significance for sustainable progress.

Achieving a world without extreme poverty (SDG1), without hunger (SDG2), where everyone has access to health (SDG3) and education (SDG4), irrespective of their gender (SDG5) has been a long-standing goal for citizens, governments and international institutions. At its core, these SDGs represent a modern retelling of traditional development efforts that started with an early focus on what is less meaningful but easier to track (monetary measures of poverty), but have moved on to more sophisticated metrics that better incorporate how people live their lives.

We cannot hope to meaningfully transform our societies while other fellow human beings, near and far, lack the necessities to live a decent life. It may be tempting to leave it up to NGOs, charity or the state to take care of those left behind, but the SDGs remind us that we all have a role to play, including companies of all sizes.

And, in turn, we all have a responsibility in redefining the role of businesses in our world. The SDGs need to be incorporated in how businesspersons see the world and their obligation to society. They need to feel called to action. One of the essays in this section puts it in a beautiful way, talking about sixteen firms "that were more than just a business", helping the world achieve SDG2.

AIM2Flourish presents us with cases of hope, engagement and responsibility. Some of the stories you will read about start with a person, in a moment, deciding to make a change. And that´s really it. Each of us, in our personal and professional lives, realizing that we are part of a larger community that stretches over oceans and drylands. That shift in mindset will move us to demand responsibility for businesses, so they too do their part.

The reflections in this section give us cause for celebration. Young business students from three continents have analyzed companies that look beyond shareholders to see all the stakeholders involved in their operations and, with their actions, help make the world a better place for the people who live in it. I hope yoúll find the first five chapters of the book inspiring. Enjoy!

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SDG 1: Beyond The Road to No Poverty: A Critical Reflection Approach

PEDRO GUTIERREZ FERNANDEZ; INMACULADA MIRALLES ATENCIA; NAUFAL RAFI; MUHAMMAD RIJALUL FIKRI; AND ANONYMOUS

I. Short Introduction

During the three months of February, March and April students from Spain, Indonesia and Canada have been working together in an activity called AIM2Flourish, whose aim is to make students gain knowledge and critical reflection on innovative flourishing businesses in the context of UN Sustainable Development Goals.

AIM2Flourish is an initiative of the Fowler Center for Businesses as an Agent of World Benefit at the Weatherhead School of Management. The main objective of the activity is "to steer future business leaders towards achieving the UN Sustainable Development Goals and a flourish world for all" , as stated in the official website.

The Sustainable Development Goals are part of a global agenda that contribute to the development of societies.

Thanks to them, businesses have the opportunity to develop and implement solutions and technologies from their activity that allow them to achieve the most important challenges in the world related to sustainability.

The activity has taken place remotely. We, the students, were divided into different groups, with which we have met weekly via zoom. The first meeting consisted of getting to know each other and presenting ourselves. It has been quite impressive to get to know people from so far just via zoom. At the beginning, it seemed a bit strange, but at the end, we managed the situation and got on well with each other. In the next sessions, we discussed the role of businesses in a sustainable world and the importance of the Sustainable Development Goals for the world. We also learnt about the specific SDGs our team was assigned to, as well as each company's innovations and impact. This cross-cultural activity has made us analyze from different perspectives, different features of each company. Due to the cultural variety within the group, each of us has valued different aspects of solving social problems, which has given us a broader approach to understanding each business.

In order to get updated of the different assignments we had, we have used a shared platform called Google Classroom. We also created a WhatsApp group to keep in contact with each other every week. What is more, in the last session, we shared with each other our social network profiles to still keep in contact! We are now aware of how enriching this experience has been for all of us.

Every group was assigned a Sustainable Development Goal and with it, a list of companies that are committed to achieve different Sustainable Development Objectives thanks to the innovations they implement. All the companies we have analyzed have a common factor. Apart from the fact that they are all for-profit companies, they are all based

on innovations that meet one or more of the UN Sustainable Development Goals. Moreover, all these innovations are embedded in the company and so, they can be easily replicable or scalable.

Despite their similarities in this way, each of the businesses operates in a different sector, which enriched our idea of positive business. Moreover, this fact has provided us with hope in the sense that developing positive innovations is not just something particular of a specific sector, but that it can be done from any perspective. To name a few, some sectors in which our companies operate are the construction sector, the hospitality sector, entertainment, manufacturing or education.

Our SDG was the first one, which aims to end poverty in all its forms everywhere. As the official website of the United Nations says, "more than 700 million people, or 10% of the world's population, still live in extreme poverty today, struggling to meet the most basic needs such as health, education and access to water and sanitation, to name a few. The majority of people living on less than $1.90 a day live in sub-Saharan Africa. Globally, 2 poverty rates in rural areas are 17.2%; more than triple the same rates for urban areas" . Thus, the importance of this goal is reflected.

Fighting against poverty is the base of all the goals set in the agenda. At the end of the day, we all want to achieve a sustainable planet, where inequalities are reduced to the maximum extent possible. A sustainable planet allows people to satisfy their present needs without compromising the capacity of future generations. If we want to live in a sustainable world, we need to commit to social progress, economic growth and environmental equilibrium. In this way, fighting against poverty is crucial. Reducing poverty in the world means providing people with opportunities for their future in terms of health, education, human rights, protection or security.

Businesses play a crucial role in society. They are the main value contributors to a country and to the world. For this reason it is essential that they develop a compromise to improve society. We live in a complex and frenetic world, where many times we lose track of the actual important things. Sustainability is one of these things that we usually take for granted. At the end of the day, the SDGs are universal values that all of us should follow and be committed to comply with.

II. Description and comparison of the innovations

Today's firms have changed their model to adapt to the current times surrounding them. At a time when short-termism is being displaced by long-term sustainability, the most innovative firms are seeking this balance between profit and sustainable responsibility. This is the case of the companies that we are analyzing in this paper. As we can see, they are companies located all over the world, companies that are distant from each other but united by the same objectives. These are the objectives of tackling key problems in society from the point of view of the contemporary firm, a key player in the current global context.

Gojek is a company that creates on-demand smartphone apps and offers services such as transportation, food delivery, digital payment, shopping and entertainment. This company connects customers with courier delivery and two-wheeled ride-hailing businesses. Their mission statement is: "Gojek is dedicated to creating and scaling up positive socio-economic impact on the ecosystem of users, driver-partners, business and micro-small-medium enterprise partners, as well as service providers". We can link the company to the stakeholder theory as its strategy is based in creating a benefit for its immediate stakeholders and operates in their interest. This way the firm enhances the quality of life of citizens by tackling poverty and creating quality jobs.

Kytabu was founded in 2012 with an Android application that enabled teachers and students to rent curriculum textbooks using mobile money. The digital textbooks were preloaded onto a server then books were divided into chapters, and those chapters divided into topics. The fractured content was linked to individual animations and audio files that reduce the dependence of learners on teachers. The ubiquitous mobile money revolution in Kenya created the opportunity for content distribution that gave the low-income communities in the country that could not access quality learning resources an opportunity to do so. This can be linked to the agency theory as the individual is the one that has the power and the resources to develop its full potential, without being limited by other agents.

Grosche International is a family owned and operated business from Canada. They believe in making a difference through products that promote a healthy lifestyle. Their company brings the finest glass teapots, infuser tea mugs and coffee cups. Grosche products are sold to gourmet retailers, tea stores, bars, coffee shops and yoga studios. The most interesting thing about the company is that it is able to operate using only renewable energy and combates diseases

in developing countries thanks to its innovative filters, furthermore they are also involved in many socially responsible projects such as planting trees. This can be linked to the institutional theory, as the company shows its resilience by creating a social structure that serves different needs of society and establishes authoritarian guidelines for social behavior.

As we can see, all these companies have a mission beyond earning a profit. Their founders created them as a way to solve a problem in society. For instance, the aim of Hotel con Corazón is to reduce poverty by reducing school dropout rates in the communities in which they are active in Latin America. Casa para Ensamblar is another example that co tributes to the solution of social and environmental problems. The main problem in Mexican society is the lack of housing for poor people. Thanks to this company, low-income people in Mexico are able to have access to decent housing by reducing the total construction cost to 60%. This innovation not only positively affected the cost, but also the environment. The founder developed a modular-profile housing part using a material called CPM, which has a high quality and low maintenance cost and is eco-friendly.

Another illustration of a company that wants to contribute to society is Brand solutions, whose activity is based on the production of eco-friendly items, thus reducing plastic waste. It works with three specific problems to which they wanted to give a solution; the first, the irrational use of plastic bags in the country, the second, the deforestation and the third one, the excessive use of plastic. As we see, all these three companies are related to SDG1, to fight poverty. Each company contributes to the reduction of poverty from its perspective but also tackling many other problems such as SDG13 and 7 in the case of Grosche, SDG8 in the case of Gojek or SDG11 in Casa para Ensamblar. Thanks to them, we realize the different perspectives from which we can help.

Overall, we think we can find many similarities in the different examples. We might think they are NGOs but in reality most of them are companies, so they are able to make a profit while helping the society in which they operate; creating very positive impacts, outcomes and sinergies. This is the case of Keys2Progress, an insurance company that recycles vehicles, makes conferences and gives some cars to war veterans that may be at high risk of poverty. This way it tackles the poverty problem (SDG1) but also other social issues such as climate change.

In fact all of our enterprises are related with SDG1, for example CAUSEGAR is a social enterprise that makes clothes in Asia but treats its workers according to "human" standards, not exploding them. This same thing happens at Hogaru, a Colombian company that fights for the rights of women and their inclusion in the legal working system. This is a technological company that ensures that cleaning women in that country get contracts and work legally with social security. Even more traditional firms such as CEMEX, which is a building sector company (which are supposed to be non-environmental friendly and non-caring for poor people) is taking a social initiative to use their materials to build houses for poor people. So we can appreciate a common pattern: these firms are able to make money, provide a good service and also create a positive impact in society, tackling key issues such as poverty, environment, health or reduced inequalities.

III. Critical reflection essay (max 1500 words)

The story that we were assigned to analyze was based on an interview session held by some students from various universities in order to have a better understanding of many practitioners and experts as the founder or leader of a certain flourishing business.

The methodology that we used was qualitative research, in which data was acquired in an sporadic manner in order to develop a thorough knowledge of how the framework was formed. The significance of reflective writing as a development tool for

business students is widely known, and significant research has supported its utility in building leadership and communication abilities (Cathro et al, 2017). Gilbert and Sliep's critical reflexivity framework on Dialogical Space, Values and Identity, Agency and Responsibility, Performance, and Power is a related theory that may be utilized to examine this story. When employing the reflexivity frameworks, the data is collected through a community survey, which is then analyzed to create a report. Those reports were carried out in order to perform a listening and learning process in order to establish the feeling heard, which can affect developing trust through genuine action.

Thus, the author's foundation on how precisely we are examining the virtue underlying the story. What we have already learned from the debate is that the business was established in order to share prosperity with others. The

Sustainable Development Goals number one, which is no poverty, are frequent subjects that were founded in those stories that led to the creation of specific projects and businesses in order to lessen the problem of poverty.

The story demonstrated how to help people who cannot be served as citizens to be productive in creating something, children who do not have easy access to education to learn, and veterans, poor, disabled, or immigrants who have lost hope to be able to contribute to society and have the ability to dream the future.

It is truly shifting on the method of doing business in this renowned capitalist way (Gilpin, 2018) when most conglomerates were ruling the world with power called money to generate more profit, while neglecting the people and earth. Thus, individuals were only concerned with how to be the first in their money, oblivious to the fact that the environment was deteriorating day by day, and that the population was unable to live appropriately.

In terms of the discussion process, the author came up with the notion after reading and comprehending all components of the stories in AIM2Flourish in order to develop a sense of what had already occurred. Thus, feelings create a fresh viewpoint on how we should think and suggest new business ideas, which are then encouraged by spirit to be implemented in the real world to have a greater impact on larger areas or a water wave. It is inline to how Borton's framework (1970) was built by describing three forms of questions "what, so what, and now what" series, a continuous integrated law that came out of attempts to systematize intuition.

The process is based on how the three human anatomy were operated, such as Brain, the place to generate ideas in order to make human think about how a specific problem can be solved and create a better impact with mutualism benefit; Hearth, the place to experience the dream where human can feel and get sympathy and empathy through specific story; and Hand, the place to execute specific action by applying in real situation to create a new story that may respect the others. The concept was related through the context of lifelong learning, which incorporates all three domains of learning cognitive (brain), emotional (heart), and psychomotor (hands), as well as numerous learning styles, techniques, methods, and processes (Gazibara, 2013).

Specifically, the notion of the story that the author analyzes is on how those entrepreneurs were able to develop the firm that not only benefited them personally but also helped others to escape poverty and achieve that affluence. To every part of society that appears to be overlooked by the government, including persons who have not received their rights well. In general, the idea was simple and imitable, but the execution and impact were incredible, and the continued progress was able to differentiate it from other business models. After acquiring a sense of how the business was run, the notion may be developed by others by studying, replicating, and modifying those ideas to create a new business model to expand into other areas.

IV. Our work as a distributed team: lessons learned

The development of the era continues to develop in industry 4.0 where various problems in the world must be solved and find the best solution in an effort to become a world that lives in peace. One of the drivers is change, namely with knowledge and awareness that is honed in high education universities.

A new breakthrough by collaborating with IPMI University with University Navarra (Spain), University Guelph (Canada) in changing suitable thinking with the theme "Innovative Flourishing Business in the context of the UN SDG" how this international class program is divided into various groups and discusses companies that have an impact on social matters and how do we see the opportunity to create a company with the problems that exist in the environment around us, so that a good business is not only thinking about profit but thinking about the good impact it will have on the surrounding environment.

The international class started with all students and professors joining and dividing the group with directions on how important a sustainable mindset is to run this program, at the beginning of the group formation we introduced ourselves to each other and got to know each other more deeply and after that we created a group to make it easier to communicate with others. good regarding this class international program,the most important thing we do is arrange how the next meeting for the group discusses the questions that have been prepared and discussed well by the group, because there is a time difference between Indonesia and Spain.

One aspect of carrying out the discussion well is holding a commitment that we divide the time to discuss the SDGs and each of our members holds the trust and commitment so that it goes well, we discuss what we want to discuss

before recording the video so that we have a quality chat. and each has a purpose, each offering an opinion, good direction, and advice if something isn't right.

Different cultures make it difficult for us to combine thoughts and opinions, but by respecting one another, it becomes much more comfortable. There are also different perspectives between students from Asian countries and students from European countries, which is a challenge that should be met with success.the way we deal with our different perspectives is not to prioritize emotional, flexibility and empathy thats mean we understand each other that the solution that will emerge is with our creative thinking with a flexible mindset which considers alternative ways of thinking that are liberating and creative, and empathy is one of the The key solution is to understand the situation or understand the concept from a different point of view, it's proven that we don't have problems with differences of opinion or communicating in groups.

Experience in an international class where having a group whose members from various opinions makes it an extraordinary experience, but after what we have missed there is an evaluation that must be improved, namely when the discussion is running we use the language of each country to explain friends who do not understand or explain in more detail, but this is not a big problem but simply needs to be fixed. Furthermore, we attempt to have each team member have a clear job desk and collect from each job desk in a timely manner based on the weekly report collection time and the busyness of each team member. Each participant who has his or her own activity contributes to one of the assessments that we must remain constant and focused on completing each assignment until this program is correctly completed.

Includes challenges and evaluations in discussions about the SDGs with groups whose members are from various countries, this made an extraordinary experience for us where we were able to establish our relationship with the fact that we had exchanged contacts on Whatsapp, Instagram, and linkedin is proof that our group maintains a good relationship and is very welcome one of us wants to visit the country of one of our group's members.

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The Story of How One Company is Making the World a Better Place One Textile at a Time	http://aim2flourish.com/innovations/the-story-of-how-one-company-is-making-the-world-a-better-place-one-textile-at-a-time	Sustainable Threads
A Super App Connecting Drivers and Communities	http://aim2flourish.com/innovations/a-super-app-connecting-drivers-and-communities	GoJek
War2Peace: Converting Maoists' Guerilla Trail into Trekking Route	http://aim2flourish.com/innovations/war2peace-converting-maoists-guerilla-trail-into-trekking-route	The Guerilla Trek
Hogaru, the Company thatsays #NoToInformality inColombia	http://aim2flourish.com/innovations/hogaru-the-company-that-says-notoinformality-in-colombia	Hogaru
Una Tienda Hecha a Mano y con el CorazÃ³n Desde el ChocÃ³/Culture and Tradition Woven by Hand from ChocÃ³	http://aim2flourish.com/innovations/una-tienda-hecha-a-mano-y-con-el-corazÃ³n-desde-el-chocÃ³-culture-and-tradition-woven-by-hand-from-chocÃ³	LA CHOCOANITA TIENDA SAS
Committed to the Environment and Society	http://aim2flourish.com/innovations/committed-to-the-environment-and-society	Brand Solutions
Programando para el Futuro	http://aim2flourish.com/innovations/programando-para-el-futuro	Laboratoria
Pizzeria Making Social Change One Slice at a Time	http://aim2flourish.com/innovations/pizzeria-making-social-change-one-slice-at-a-time	Pixza
Making Quality Education Accessible to Everyone	http://aim2flourish.com/innovations/making-quality-education-accessible-to-everyone	Kytabu
The Road to Clean Water	http://aim2flourish.com/innovations/the-road-to-clean-water	Groshce International
Food as a Catalyst for Community Change	http://aim2flourish.com/innovations/food-as-a-catalyst-for-community-change	Prep Table
Impact Hotel for the Socially Conscious Traveler	http://aim2flourish.com/innovations/impact-hotel-for-the-socially-conscious-traveler	Hotel con CorazÃ³n

Innovation	URL	Company
Sustainable Housing for All	http://aim2flourish.com/innovations/sustainable-housing-for-all	Casa para Ensamblar
Construyendo Contigo	http://aim2flourish.com/innovations/construyendo-contigo	CEMEX
CAUSEGEAR: Freedomt hrough Fashion	http://aim2flourish.com/innovations/causegear-freedom-through-fashion	CAUSEGEAR
The First Circular Economy Eyewear from Flint	http://aim2flourish.com/innovations/the-first-circular-economy-eyewear-from-flint	Genusee
Keys2Progress	http://aim2flourish.com/innovations/keys2progress	Progressive Insurance
Serving as a Growth Partner for SMEs	http://aim2flourish.com/innovations/serving-as-a-growth-partner-for-smes	IBK Co-up Financing

SDG 2: Hungry to make an Impact: Insightful stories of how businesses can drive the way towards Zero hunger

FERNANDO LIMA; CAROLIN E. SCHAAFF; SHIRTI FARIDA; AND AMAYA VIZMANOS

I. The starting point

In the up-coming years, humankind is facing a huge challenge: the 17 Sustainable Development Goals (SDG). They represent the most ambitious "to-do list" ever seen to attain long term development, calling for collective efforts towards designing an inclusive, sustainable and resilient future for both people and planet. At this point, it is clear that economic growth, social inclusion and environmental protection are all essential for the well-being of societies. One of these goals is zero hunger (SDG 2). By 2030, among other targets, malnutrition and all forms of hunger are intended to be eradicated, thanks to the promotion of sustainable agriculture, farmers' support and equal access to technology and land.

SDG 2 aims to end hunger, achieve food security and improved nutrition and promote sustainable agriculture. According to the UN's Department of Economic and Social Affairs, the global pandemic is exacerbating world hunger. Worldwide, 70 to 161 million people are likely to have experienced hunger as a result of the COVID-19 crisis in 2020. Moreover, 2.37 billion people are without food or unable to eat a healthy balanced diet on a regular basis (Goal 2 | Department of Economic and Social Affairs, 2020).

The origin of this goal dates back to the year 2000. In September, at the United Nations Headquarters in New York, the world leaders came together to adopt the Millennium Declaration. They committed their nations to a new global partnership aimed at reducing extreme poverty. For this, they set out a series of time-bound targets, with a deadline of 2015, known as the Millennium Development Goals (United Nations Millennium Development Goals, 2000). From 2015 onward, these goals transformed into the Sustainable Development Goals, included in the 2030 Agenda. As the UN explains, "the food and agriculture sector offers key resolutions for development, and it is central for hunger and poverty eradication".

Why is it important to eradicate hunger and what is the importance of nutrition? Pak Sudarno, in Indonesia, explained his challenge: physical work requires a certain amount of energy in the form of calories. Since he couldn't work, he couldn't earn enough money to eat. At the same time, since he couldn't eat enough, he couldn't work properly (Banerjee, 2013). This is known as a nutrition-based poverty trap.

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty explains that "the basic idea of a nutrition-based poverty trap is that there exists a critical level of nutrition, above or below which dynamic forces push people either further down into poverty and hunger or further up into better-paying jobs and higher-calorie diets". According to the author, "these virtuous or vicious cycles can also last over generations: early childhood under-nutrition can have long-term effects on adult success" (Banerjee, 2013). And it is not only the quantity of food, but also the quality.

With the aim of facing hunger, understood as a multilateral phenomenon, the UN has set 8 targets and 13 indicators for the SDG 2. Targets define specific goals, while indicators refer to the metrics "by which the world aims to track whether these targets are achieved" (Goal 2: Zero Hunger, 2021).

These eight targets, that can be considered as "sub-goals", are (1) universal access to nutritious food, (2) end of all forms of malnutrition, (3) duplication of agricultural productivity and incomes of small-scale food producers, (4) insurance of sustainable food production systems, (5) maintenance of the genetic diversity of seeds and other species, (6) invest in rural infrastructure, agricultural research, technology and gene banks, (7) prevent agricultural trade restrictions, market distortions and export subsidies and (8) ensure stable food commodity markets and timely access to information. To tackle the progress, each target is linked to useful indicators such as the prevalence of undernourishment or food insecurity, childhood stunting, etc (view Exhibit 1).

Exhibit 1. Targets and indicators for SDG 2 – "End hunger, achieve food security and improved nutrition and promote sustainable agriculture"

Targets		Indicators
T-2.1	**Universal access to safe and nutritious food** By 2030, end hunger and ensure universal access to nutritious and sufficient food	2.1.1 Prevalence of undernourishment 2.1.2 Prevalence of food insecurity
T-2.2	**End all forms of malnutrition** By 2030, end all forms of malnutrition including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age	2.2.1 Prevalence of childhood stunting 2.2.2 Prevalence of childhood malnutrition (wasting or overweight)
T-2.3	**Double the productivity and incomes of small-scale food producers** By 2030, double the agricultural productivity and incomes of small-scale food producers	2.3.1 Production per labour unit 2.3.2 Income of small-scale food producers
T-2.4	**Sustainable food production systems and implement resilient agricultural practices** By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production	2.4.1 Sustainable food production
T-5	**Maintain the genetic diversity in food production** By 2020, maintain the genetic diversity of seeds, cultivated plants, farmed and domesticated animals	2.5.1 Genetic resources in conservation facilities 2.5.2 Local breeds at risk of extinction
T-2.A	**Invest in rural infrastructure, agricultural research, technology and gene bank** Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular at least developed countries	2.A.1 Agricultural orientation index 2.A.2 Official flows to agriculture
T-2.B	**Prevent agricultural trade restrictions, marker distortions and export subsidies** Correct and prevent trade restrictions and distortions in world agricultural markets, including through the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round	2.B.1 Agricultural export subsidies
T-2.C	**Ensure stable food commodity markets and timely access to information** Adopt measures to ensure the proper functioning of food commodity markets and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility	2.C.1 Food price anomalies

Sources: SDG Tracker and globalreporting.org

Having understood the importance of this goal, it is crucial to call to action all the agents that intervene in the economy. According to recent research, "the organizational perspective is key in supporting SDG implementation and boosting the transformative capacity that underpins the 2030 Agenda" (Soberón et al., 2020). The 2030 Agenda aspires to be universal, so the action towards it should be universal too, involving participative processes and a coordinated effort

from public organizations, private companies, NGOs, communities and households. In the words of Helle Thorning-Schmidt, CEO at Save the Children International, "the 2030 food and hunger targets can be reached, but only if governments, civil society and the private sector work together to drive proven solutions, and create accountability for results".

Particularly, this reflection focuses on the role of businesses as an agent of change, acting as changemakers for common good. AIM2Flourish, a pioneer platform, is a higher-education curriculum that incorporates the UN SDGs and links them to inspiring stories, showing the power of "Business as an Agent of World Benefit". As stated in their website, its mission is to "connect students with business innovators using Appreciative Inquiry to celebrate business innovations aligned with the UN Global Goals" (About AIM2Flourish, 2019). With the purpose of discovering how the SDG 2 is being tackled, we selected a series of business innovations aimed at generating systemic change to end hunger, achieve food security and improved nutrition and promote sustainable agriculture.

II. Uncovering the actions behind the stories: a descriptive and comparative approach

For the purpose of this report, sixteen different business innovations were analyzed and then compared. They all had one common element and narrative: the advancement of SDG 2. Although it is true that the business innovations addressed more than one of the UN's 2030 Sustainable Development Goals, the research conducted only focuses on the second one, as narrowing it down would serve the comparability purpose better.

The starting point of the research was the following question: "What does it mean for a business to be flourishing?" Even though many different answers came about, a consensus centered around a flourishing business being an enterprise where the business has been around for a long time and will continue to do so in the future. The innovations compared fall under the "flourishing" category because they solve real problems that will be around for many years to come, affecting people, planet, profit, peace and partnerships (the "5 Ps").

Their value proposition is fair, but the success of these companies will largely depend on whether their business models are socially, environmentally and economically sustainable over the long-run. In addition, it should be noted that some of the firms analyzed are juxtaposed to companies in the oil & gas industry, an industry that cannot be considered to be flourishing because its success and profitability, based on non renewable resources, have an expiration date.

The array of innovations proposed was as varied as it could be. The criteria used to decide which companies made it to the AIM2Flourish list were not clearly stated, but it is true that all of the firms presented were more than just businesses. From sustainable farming to increasing access to nutritious foods, the innovations tackled one or several problems and made a business out of solving it/them. What is most interesting, however, is that the problems being tackled are incredibly big. The common theme, as stated before, was that all of them attempted to advance the Sustainable Development Goal 2. Many believe that this SDG is simply about decreasing hunger through increasing accessibility to food. Nevertheless, this is just one part of it. As discussed in a previous section of this report, SDG 2 also covers increased food security, improved nutrition, and promoting sustainable agriculture. Some of the most interesting companies focused on the areas of sustainable agriculture, food nutrition, waste prevention, and food security -categories that were used to classify all the firms-. This classification is aligned with the United Nations' definition of SDG 2. Moreover, they address "the interconnected relationships between a business and its customers, suppliers, employees, investors, communities and others who have a stake in the organization" (Stakeholder Theory, 2018). This is linked with the Stakeholder theory, which argues that the mission of a firm is to "create value for all the stakeholders involved, not not just shareholders".

Most of the innovations analyzed fell under at least two different categories from the list previously provided. For instance, Solar Foods is a company that developed a way of producing a protein called "solein" with only CO_2, H_2O, and renewable energy. Upon creation, the protein eats up carbon and hydrogen from the air without creating additional greenhouse gasses. This protein is easy to make, in the sense that the inputs for its production are readily available in any region of the planet. Hence, the innovation is related to food security since it increases the ease with which people have access to protein. Moreover, as protein is a vital part of human nutrition, the category food nutrition is involved too.

Like most of the other companies, SolarFoods tackled a problem that is present everywhere on the planet, which means that, if marketed correctly, the business could last for decades to come. From a duration standpoint, SolarFoods

could be considered to be a flourishing business (a later section of the report goes more in depth into the financial aspect of what it means for a business to be flourishing). The impact of this innovation is evident: increased access to protein despite location can be a game changer for both developed and developing nations (and this is related to many of the targets involved in SDG 2: 2.1. universal access to nutritious food, 2.2. end of all forms of malnutrition and 2.4. insurance of sustainable food production systems). A value proposition like this one, if implemented to a significant degree, could cause an impactful market distortion in the price for protein. Indeed, the price would decrease due to a positive supply shock, and consumers would have both an alternative to protein as well as a decrease in the price of their food. From a consumer stance, this can only be viewed as a positive outcome.

Exhibit 2. Innovation Classification and Weight Percentage

Innovation Area	Weight (%)
Waste Prevention	30.7
Sustainable Agriculture	46.15
Foot Nutrition	15.38
Food Security	30.7

The table in Exhibit 2 provides a view of what the companies analyzed covered. The table was based on the 13 business innovations that were considered to be the most relevant. Originally, our sample contained 20 stories, but for the purpose of this report, 7 of those 20 innovations were excluded due to reasons such as closure or failure of the business, lack of comparability, or because of a lack of a business model behind the innovation. The table does not add up to 100% because there were some innovations that fell under more than one area. The largest category was sustainable agriculture, with companies such as a food dehydration company, named KinoSol; sandless aeroponic plant growing company, AeroFarms; eco-landscaping project making company, WaterFarmers; sandless hydroponic plant growing company, Letcetera; and gardening sharing company, Alfrea. A common and interesting newness among them is the use of hydroponics to yield plants without the need of soil. The impact of this innovation goes in the same line as the one discussed by SolarFoods, which is breaking geographical barriers. One of the main inhibitors of food access or nutrition is geography: if a country does not have access to quality soil to grow a certain type of food, then it will have to import that food from a different region.

The geographical aspect is something that many of the companies attempted to tackle. It does not matter whether it is waste prevention, sustainable agriculture, food nutrition, or food security: at least one innovation in each category focused on making a product or service that would expand the accessibility despite location. As discussed, under the food nutrition label, SolarFoods aims to increase accessibility to a protein by creating it through an easily replicable process. In sustainable agriculture, AeroFarms developed a way of leveraging aeroponics to grow plants without the use of soil. Infinited Fiber Company, a company that was labeled under the waste prevention category, developed a carbon neutral fiber regeneration technology that turns textile such as cardboard and agricultural waste into a cotton-like textile. Though a category for food security was included, all of the innovations are either directly or indirectly supporting access to food. Moreover, an increase in availability to food by breaking geographical barriers is the whole point of food security, so it can be argued that this is another theme that the innovations in the sample have in common.

III. On the way to making a nourishing impact: a critical reflection

While reading the stories and discussing them, it became clear that many people are involved in the success of the SDGs and, particularly, achieving zero hunger by 2030. The companies analyzed are oriented to many of the targets included in SDG 2: (1) universal access to nutritious food, (2) end of all forms of malnutrition, (3) duplication of agricultural productivity and incomes of small-scale food producers, (4) insurance of sustainable food production systems and (5) maintenance of the genetic diversity of seeds and other species. However, when taking a closer look at some of the innovations and products, we realized that there are underlying issues that dilute the benefit of the companies.

For instance, the company KinoSol provides farmers with dehydrators which allow them to dehydrate excess harvest.

Thereby, food waste is combated and farmers are provided with a secure and nutritious source of food. Nevertheless, we questioned aspects like cost, financing and material. Farmers in developing countries are often very poor and have no savings. They often lack access to financing and a pricey dehydrator would be perceived as a luxury good which many farmers are unable to procure. In KinoSol's online store a dehydrator can be bought for $140, which is a lot of money in the developing countries where the product is aimed to be implemented. In summary, while the idea targets food shortage and nutrition, it seems to have some practical flaws.

On the other hand, there are companies which have understood and given importance to the issue of financing and saving for low-income households. The organization Bancalimentos, based in rural areas of Colombia, provides communities with financial services in return for certain types of trash. Bancalimentos made the valid point that many people feel ashamed when going on a treasure hunt in the trash. Therefore, they designed places of trash exchange that convey the image of a bank. In the developing world and especially Sub-Saharan Africa many people dig through the trash in order to find food or other valuables that they can exchange. Providing these people with the same opportunities that Bancalimentos is providing communities with in Columbia could facilitate an increase in living standards for many people and especially a more stable source of food.

When discussing hydroponics, we discovered that several households already use this process. In Indonesia, for example, many families already grow their own fruits and vegetables in water. Letcetera is one of the companies using hydroponics on a large scale in India and has created a snowball effect in the country's agritech sector. Although hydroponics is a known technique that has been used for over a decade already, Letcetera was considered an innovative business, since this is the first company that has brought hydroponics to India. Additionally, the organization wants to launch small home models. However, given that Indonesian households (and others all over the world) already use this mechanism on their own, we wonder if companies like Letcetera are only profit driven instead of really tackling the problem of hunger: what is the added value of selling a product that can easily be assembled by a household?

Despite the question whether innovations are being profit-driven or not, another link between these stories can be underlined. Nearly two thirds of the innovations were developed or invented in the developed world, while only one-third were born in developing countries. Moreover, half of the innovations from developed countries are based in the United States. This is in an imbalance with the regions most affected by hunger. The majority of the world's undernourished people – 381 million – are still found in Asia closely followed by (Sub-Saharan) Africa (The State of Food Security and Nutrition in the World, 2020). However, only one company, Letcetera, is based in Asia (India). The other organizations from the developing world were located in South America. Thus, we wonder if "white saviorism" is at play (Kipling, 1889). While the developed world undoubtedly has the means and the time to search for solutions and innovations, it is unsolved whether these countries truly know and deeply understand what the suffering regions need in order to achieve zero hunger and food security.

The developed world is further in their development and is arguably responsible for a large amount of the world's imbalance. While indulged with more favorable climatic conditions which massively impact and benefit agriculture and food production, they import exotic foods from around the world. In return the developed world ships their waste to the African continent and often exploits farmers impacting food security more than all else. Although the developed world realizes the harm they are causing and the conditions under which many are suffering, little in regards to working conditions seems to change. The stories and examples in question instead paint a picture in which the developed world tries to help by selling products and services in order to combat hunger. Doubtlessly, they are a step closer in the right direction, but shouldn't we involve the recipients in the process? They probably have interesting insights, ideas and innovations. Encouraging the developing regions to be less reliant on innovations of the developed world could be a good way of creating a more sustainable systemic change, that lasts in the long term. This is related to SDG 17, which aims to foster partnerships. In the process, it is important to meet on equal grounds where every party can contribute and is not dependent on one or several other partners (who may have clear economic advantages).

As part of our analysis, a previous section of this report touched on what it meant for a business to be flourishing, excluding the financial dimension. However, this economic perspective is relevant, since no innovation can survive without a proper source of funding or a sustainable business model (see Exhibit 3). Regarding the stories, five had Venture Capital backing from some of the most renowned financial institutions in the world. One of the companies

in the sample, AeroFarms, was going to be acquired by a Special Purpose Acquisition Company, or blank check listed company, that valued the firm at $1.2 billion. However, the deal was scrapped due to the uncertainties caused by the current pandemic. AeroFarms focuses on harvesting fresh products without the use of soil. Moreover, this industry had an estimated value of $1.4 trillion in 2019, and with a compound annual growth rate of 7%, it is expected to grow to $1.8 trillion by 2023 (Aerofarms Investor Presentation, 2021). This shows the potential size of the market that these innovations are involved in. In addition, VC funding or being a potential acquisition target may serve as a proxy to argue that many of the business models analyzed are financially viable and, therefore, sustainable. This aligns with the proposed definition of a flourishing business: a business that solves a problem that will be around for some time, while being financially sound.

Exhibit 3. Financial analysis of flourishing businesses.

Company	Funding	Revenue (2021)
AeroFarms	In October 2021, AeroFarms was going to public and be listed in the NASDAQ through a SPAC. At the time, the deal was expected to raise $357mn in proceeds for the business, valuing it at 1.2bn	$4 million
Infinited Fiber Company	**€44.6mn as of July 2021.** The last was a €30mn Series-B funding round led by H&M CO-LAB	$1.03 million
Solar Foods	**$42mn as of April 2021.** The last was a €10mn debt financing round by the Finnish Climate fund	1.3 million
Apeel Sciences	**$640.1mn as of August 2021.** The last was a $250mn series E-funding round led by Temasek Holdings, Singapore;s sovereign wealth fund. This last funding round would value Apeel at $2 billion	$92.1 million
Olio	**$53.1mn as of September 2021.** The last was a $43mn series-B funding round led by YNV Global	n/a

Source: Crunchbase

The example of the fresh produce industry serves to demonstrate that the businesses from the sample are in markets that will experience increasing growth over the upcoming years. It is not unreasonable to say that the same kind of growth might be observed in other companies from the funding sample. Olio is an app that connects individuals with others that have leftovers reducing food waste. Food consumption, and thus production, will only increase in the following decades, as population grows. Therefore, Olio is bound to succeed if correctly managed and marketed.

Apeel Sciences aims to reduce fruit and vegetable waste by implementing an edible, plant-derived compound that increases food's shelf-life. This is another great example of potential success, given that retailers all around the world will be lining up to buy products that have Apeel's stamp due to their durability. Moreover, the company stands for decreased costs since inventory will have to be replenished less frequently, consequently increasing the profit margin.

Thirdly, SolarFood's potential for growth is pretty much limitless. As long as they can prove that their proteins are as good as any other. The ease with which solein is produced will not only become a viable substitute for current protein sources, but also a main source of protein in countries where it is rare. Finally, for Infinited Fiber Company the growing demand for eco-friendly and vegan fashion will only accelerate the top line growth. Moreover, though most of the

business innovations are set to grow, an efficient and disciplined approach to capital allocation must be implemented in order for the businesses to truly "flourish."

Exhibit 4. AeroFarms revenue growth projections
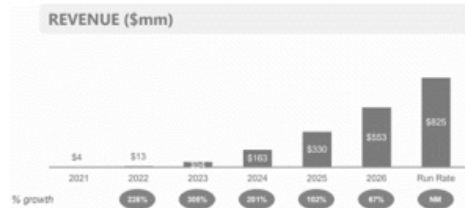
Source: AeroFarms Investor Presentation. Analysis conducted by JP Morgan Securities.

Even though companies such as AeroFarms are being valued at 300x revenue, the projected growth of the industry acts as a catalyst for the assumptions under which the revenue projections are based on.

Overall, it can be said that there is still a lot to be done in order to achieve zero hunger. Many have taken it upon themselves to lead the way and provide new innovations. It is clear that the world's past and current behavior is unsustainable. Nevertheless, innovations need to be questioned and investigated to make sure that each one actually helps us move towards our common goal. Not everything that looks good on the surface is actually helping the people in need. When reflecting on our own contribution to zero hunger, we find it difficult to act. We all want to continue with recycling efforts and preventing food waste. Living in countries where hunger is mainly experienced when forgetting or ignoring to eat due to stress or a heavy schedule, we are unsure how to further contribute in a sustainable and impactful way. It is true that these stories have not only increased our awareness of this huge challenge, but also of the sensitivity that comes with it.

Nevertheless, we know that all help is needed and, therefore, we want to encourage everyone (including ourselves) to keep searching for solutions and ways in which we might help achieve zero hunger by 2030. We do not have much time left.

IV. Cross-cultural learning: key insights

Throughout this "How can Business Innovations Helps the SDGs: A Cross-Cultural Team" project, we are not just solitary learning about the Business Innovations and the SDGs themselves. Moreover, we have been able to learn how to work together with people that come from different countries: Indonesia, Germany, El Salvador and Spain. We encountered some obstacles along the path, but we resolved them and were able to get interesting insights and principles that will guide our future decisions. The most important aspect of the project was to enjoy our work and keep our spirits high for each of our weekly meetings.

As we all know, each person's point of view is different depending on his background, where he lives and how he has grown up. When it comes to a cross-cultural project, every differentiation in perspective on how we saw the problems that we discuss, made the discussion more interesting and insightful. New information technologies and tools have allowed us to contact in an easy and intuitive way, even though we were working remotely. Without them, we would have been unable to know, connect at all or know and track what is going on in the world. It should be noted that, when focusing on SDGs, we discovered that they pose general and almost universal general challenges that affect with a worldwide reach, an aspect that facilitates their understanding despite coming from different cultures and mentalities. In this sense, everyone was able to contribute by adding different stories and insights that enabled us to look at the problems and innovations from different approaches. Moreover, we must confess that our group mates were amazing: by listening to them, we felt that we wanted to improve ourselves and give our best. The perspectives delivered by each of us were very interesting and insightful.

Although our Universities are based in Spain and Indonesia and our group members include both international and exchange students, we never experienced cultural misunderstandings. Instead, we valued the enriching views and conversations we had about the issues at hand. Since our group members were unequally distributed among the universities, we were exposed to the risk of making some groupmates feel excluded by discussing important aspects in person on campus. Thankfully, we were able to avoid this potential risk by taking care of the communication inside the group. The time-zone differences were our main problem when it came to our weekly meetings: coordinating the time

of all our group members has been the toughest part, as many of us have other obligations and extracurricular activities. Fortunately, we were always able to find a gap in our schedule so that all the members were able to participate in the discussion.

The process of analyzing business models that orient their efforts to combat the problem of hunger has made us think about what hunger really is. Have we ever experienced real hunger? The answer… is no. The truth is that we are blessed to live in countries where we can find and purchase food easily and rather cheaply, thanks to our families and their purchasing power. This is exactly the problem that people struggle with in developing regions: food is not as abundant, and it is more expensive in relative terms. This project made us realize how lucky we are and how grateful we should be. In addition, we comprehended the multidimensionality of hunger, as a complex phenomenon. When talking about hunger, there are many aspects to consider. Hunger is not always about someone who cannot provide or buy the food, it's also about what food or nutrition they provide within their body (for instance, the quality of the nutrients). This is why the solution is not to provide people with a portion of free or cheap food: the educational aspect should be taken into account too, in order to raise awareness about the importance of nutrients and a balanced diet.

During this five-week project, with the periodic meetings and deliverables, we were surprised about our organized and well-structured process right from the start. Of course, we had some problems, as some of our groupmates did not attend the meetings nor contribute to the assignments. But aside from that, we all had a high level of commitment to the project. Each meeting always started with a quick catch-up as an icebreaker, followed by a checking of our agenda for the day. That made our time together very productive and efficient, yet we still had the chance to exchange and discuss our ideas and stories.

In conclusion, we are all happy that we were able to participate in this unique project. We were able to make new friends from around the world and open our horizons and understand important problems that the world is currently facing, while making a very deep analysis into the roots of SDG 2.

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SDG 3: Team 22 Flourishes: Process through learning about SDG and innovative works

LOLA MARTINEZ PORTERO; PABLO CANADA BAQUE; VALENTINA LUGO ARIAS; WILLIE BHASKARA; ANONYMOUS; AND ANDREA MARQUES

I) Short Introduction

Our constantly growing world, formed with communities that have personal issues and personal goals, a union of minds and agreement upon common objectives was made. Every state individually planned and put in action their goal ideas for change and to better the lifestyle and future of society, this has driven a new idea of creating goals that are not only processed and applied by single societies but create global sustainability goals which will allow the achievement of similar objectives and results and project a better present and future for humanity and the world. These sets of objectives are intended to end issues like poverty, make sure that our environment is protected from more harmful activities, like deforestation, pollution, plastic waste, and also intended to better the quality of life like the healthcare systems, and technologies to cure terminal diseases.

Back in 2008 the original SDG goals were referred to as "The Millennium Development Goals", these goals were concerned with goals of reducing child mortality, improving maternal health, and fighting off diseases like HIV/AIDS, as well as other goals. In the year of 2016 these goals expired which led for the United Nations to fastly start planning new goals which would not only continue to support the previous MDG but at the same time allow the creation of new goals to improve or better the lives of our communities and our planet Earth. Every goal is being achieved differently, but one of the goals highlighted in this essay is the Goal No. 3 Ensure Healthy lives and promote well-being for all at all ages.[1] The importance of human health has been taken into consideration for many years, and every day there are many other diseases and obstacles that appear threatening the health of individuals.

The SDG goal No. 3 also partially supports other of the goals listed, in the sense that with poor health will present an obstacle towards children preventing them from obtaining education, the economy will seem affected since women and men are not obtaining economic opportunities due to the low health conditions. The achievement of sustainable development goals depends heavily on how poverty is affected. If we have less and less opportunities for individuals due to low health systems, poverty will keep on increasing. The UNDP.org announced that at least 400 million people have no basic healthcare, and 40 Percent lack social protection. Over 7 Million people die every year from exposure to fine particles in polluted air.[2]

Also, COVID-19 pandemic in 2020 poses a major threat to SDG 3's goal of ensuring everyone's health and well-being. As the pandemic expanded over the world, nearly 70 countries imposed a total ban on different health services, including child vaccination, family planning, cancer screening, and so on. In 2020, hundreds of thousands of children under the age of five are predicted to die. The epidemic has also resulted in overpopulation and overcrowding of health services, and many individuals are terrified of becoming infected if they visit these facilities

Apart from the facts that are discussed and announced every year by the UN and other organisations, health systems and the lack of health care in many countries is still under development, emerging diseases like the COVID-19, had also been a presented challenge for many and adaptation to operations and management of business, and communities during the amidst of the pandemic was not easy as many individual could not afford good health care system, face masks, and other sanitising equipment. Good health and well being of the individuals in the world has also become an opportunity for organisations to pursue for the improving of their economical situation but maintaining a sustainable environment and helping the 2030 agenda be achieved fasted and decrease the uneven levels of inequalities, increase the health priorities, and portray the importance of this goal. This essay intends to reflect on the importance of the SDG Goal No. 3 Ensure Healthy lives and promote well-being for all at all ages, and reflect on how the experience of understanding growing businesses have taken the goals into their product/service's values.

It is critical to have solid planning and stronger teamwork when implementing SDG 3 in order to achieve better health.

Providing the assistance that communities and civil society need to be meaningfully engaged allows them to contribute their lived experience, perspectives, and skills to knowledge creation, policy-making, and health interventions that are rights-based, accountable, and ensure no one is left behind. Furthermore, research breakthroughs are essential for enhancing the quality and efficiency of health products and services, while sustainable and equitable access guarantees that healthcare interventions are available to those who need them the most.

Finally, the number of children who die has been greatly reduced in the last 15 years. This demonstrates that practically any disease may be defeated. But besides this, to support the progress of SDG 3 it wastes a massive amount of money and resources addressing illnesses that are surprisingly simple to avoid. Everyone is encouraged to maintain a healthy lifestyle, take preventative measures, and obtain modern, efficient healthcare under the new worldwide goal for excellent health. Also, achieve universal health coverage, which includes financial risk protection, access to high-quality essential health-care services, and safe, effective, high-quality, and cheap essential medicines and vaccines for everyone.

II) Description and comparison of the innovations

As we explained before, the primary SDG involved in all of these stories is SDG 3. However, if we accounted for all the SDGs that were addressed in total, it is safe to say that almost all of them were addressed at some point. All of these stories are different but some of them have something in common. There are many ways to see how the different stories are connected. One way is by looking at the type of innovation involved in each of the stories.

Firstly, we have technological innovations. Stories such as "Strap Technologies", "TippyTalk", "Protecting Motherhood", "Digitization of Healthcare", and "GoJek". All these stories have one thing in common, they used technology, digital technology this is, to help certain communities reach the third SDG. For example Strap Technologies is a business that has created a chest harness to help visually impaired move through the world, thus replacing the need for the white cane. Created by Diego, a 18 year old Mexican entrepreneur. Or, TippyTalk which is an app that was developed in Ireland by a father whose daughter was challenged with a verbal disability, this inspired him to create an app that allows her to communicate more easily with people and feel more connected. With these digital innovations, we can clearly see that People and Prosperity are the two of the five Ps positively impacted.

Secondly, we have the scientific innovations, which are the most common ones in our stories. These stories tell the tale of innovators that used their scientific knowledge to better their communities (or even the whole world). These stories are; "It's all in the peel", "Biomitech", "Juwi", "Watergen", "Agua de vida", "Fricaeco", "Kinosol", "Liquid I.V.", "Aerofarms", "Suncayr", "Waterfarmers", and "LuminAID". These innovations either, used scientific advances to better the quality of the food, to better the quality of the air, or to address health issues safer. For example, Biomitech is a business that by using algae, they have purified the air in cities and provided pollution-free spaces. The way they have done this is by creating a tree with algae tanks that perform photosynthesis and thus, purify the air. In this case Planet and Prosperity are the two Ps positively impacted.

Lastly, we have the social innovations. These innovations are the ones where technology or scientific knowledge were not necessary, but rather a deep understanding of what people need, and a caring spirit. These stories are; "Prep Table", "Shred.co", "Manos Libres", "TABOO", "NeedsList", and "Keys2Progress". In these innovations, human connection is key, and making sure that people feel cared for and part of the group are pillars for the companies. For example, Prep Table is a social enterprise that gives work and volunteering experiences, to people in difficult housing situations. They provide interactive cooking lessons that allow these people to feel part of a community. And, Shred.co is a skating community that was created to help young skate enthusiasts get involved in a community that promotes important initiatives and mental health and has been monetized through skate lessons, classes, in-school assemblies, and more. In this case, People and Partnerships are the two Ps positively impacted.

What is also interesting is to see how the people in the stories got their inspiration. Some of the them were inspired by events that happened in their lives. For example, the creator of Strap Technologies, decided to work on the idea when, as a child, he saw a blind person that could not enter the supermarket and he realized that not everyone was as lucky as he was. On a similar note, Mr. Shah, the creator of Sthetho Health Systems, saw that the healthcare system in India was very inefficient and thus, decided to take matters into his own hands and began digitalizing the system. However, some of the innovators got their inspiration by chance. This is the case for Pritesh Agrawal , Abhishek Verma and Garima

Dosar, founders of Maatritva. When attending a camp organized by Tata Consulting, they were faced with the challenge of coming up with an idea that would help people and, while brainstorming, the idea came up.

Also, some of this companies are completely different size-wise. On one hand, Strap Technologies, is looking to provide their product to around 600 thousand people. On the other hand, Prep Table, helps around 60 people. Shred.Co only has between 11 and 50 employees but its impact is unmeasurable as new kids receive help even in indirect ways. It is important to note that even if some of the companies are smaller and have a smaller reach, they are still key to reach the SDGs.

III) Critical reflection essay

The AIM2Flourish stories allowed us, as a group, to gain insight into different ways that businesses are making a difference and working towards the Sustainable Development Goals. We each read a few stories and proceeded to discuss them as a group, this allowed us to gain insight into a larger number of businesses and stories. The companies we were reading about all supported and were well aligned with SDG 3 which is in support of good health and well-being. During the sharing session, we shared our understanding of what the companies had done to support this SDG goal, and what type of innovative ideas had brought them to become so well known. All of the stories we shared were concerned about the community's well being as they intended to better voice their concerns and provide solutions to their biggest issues. The stories and our discussion gave us a lot to think about and allowed us to see and discuss new ways of doing business with a goal other than maximizing profits, many of these organizations started with a core goal of making a positive impact which is what often allowed them to grow and the profits followed. Many of these organizations were well aligned with at least one of the Sustainable Development Goals and have contributed significantly to a purpose other than making as much money as possible.

Taking into account our initial sustainability mindset of these enterprises, we wanted to reaffirm ourselves. However, we went through a post-test sustainability mindset question that really had us disconcerted and it was how it was possible that even if there were so many organizations doing good to support, why the process to success was still so little. We all agreed that it takes time and that after all, it is supposed to be long term objectives for these enterprises and their countries. However, these movements are creating a big image or example for other companies in other parts of the world. As long as we are aware and we can encourage ourselves to apply these goals into our daily lives too, we can be part of the movement and maybe be able to progress faster. So reaffirming ourselves, even if the impact was not still so noticed, all the enterprises were going through a process and having a great initial footprint for society, which is already a lot.

The stories about these organizations made us feel good to know that there are companies who are trying to make a positive impact through their operations and goals as there are often organizations who do the opposite through their actions. We felt very hopeful about the fact that there were so many companies that made such positive commitments within their businesses and how their ideas were turned into realities through their organizations. Maatriva, making sure that pregnant women and their children are provided with appropriate care providing themselves with health information such as phase, medicines needed to be taken or next appointments with the doctor to keep up with the adequate evolution of the child. Liquid IV, helping people to rehydrate their body as well as helping them to have a good sleep through ingredients compromised with the environment prioritizing health for everyone. AeroFarms, collaborating for a new method to produce high-quality greens by using less water, having a less harmful environmental impact and going for the correct nourriture and health for the local community. Empowering women and ending the period stigma, making women have access to hygiene products and education on menstrual health avoiding infections or problems related with misinformation. Strap technologies, helping people with visual disabilities to socially include them and make them fit into the population by helping them be economically active. It's all in the peel, helping reduce food waste by spraying this product into fruits and vegetables extending their lifetime. Prep table, offering volunteering experiences in order to help people in difficult housing situations through cooking lessons to make them feel part of the community. Biotech, trying to purify the air for the well-being of the community in order to have free-polluted areas. Shred.co, with the initiative of promoting mental health through making skate youngsters being involved in lessons. TippyTalk, an app to help people with verbal disabilities communicate more easily with people and feel more connected. Juwi, trying to make wind and solar energy-efficient and realistic for citizens. Watergen USA, creating clean

drinking water and its access globally through collecting and filtering the water that already exists in the air. Agua de Vida, producing "eco filters" to help the community gain access to clean water more efficiently and cheaper, generate employment and boost the economy. Fricaeco America, which creates an affordable and sustainable solar hybrid heating system with a small to the non-ecological footprint. Kinosol, battling hunger and waste mainly in African countries, also dehydrating leftovers from harvest and keeping the nutrients and vitamins, which reduces waste. Manos Libres, helping inmates have a second chance in life providing a better context. WaterFarmers, providing a space for urban agriculture, improving food security by reducing our dependence on grocery stores or the agriculture industry and improving the availability of good healthy foods, showing people how to grow their own food. Go-Jek, an app connecting drivers and communities, providing facilities to drivers who lived in poverty and suffered from not having access to an education, their families' welfare and the community's comfort. LuminAids Story, a solar-powered inflatable light that folds and it can float which can be used in many places to provide communities with a reliable and clean source of energy. Sun safety simplified, a patch changing colours at the exposure of UV sunlight, meant to inform you of how much sunblock you need which reduces the chances of getting skin cancer. Needlist, a technology platform that allows local non-profits to post their exact needs. Keys2progress, giving support to military men and women who may be facing hardships in life from difficult personal and family health needs to excessive rent burdens, unemployment, and even homelessness.

These stories we read often started as heartwarming stories about individuals who were influenced to make an impact and were able to transform their ideas into real businesses that made a real impact in the world, from mental health to sustainability projects. The stories were very inspiring. Hopefully this inspiration can influence us to be more thoughtful in our future endeavours or careers and take into account what these businesses have been able to accomplish while adhering to SDG goals. We see how even if they are all companies with different specific goals, they are still looking to ensure SDG3 the well-being of our society.

These stories also gave us a lot to think about and learn from. At first we were unsure how many companies were out there making impactful in a successful manner, and to see these companies pursuing their success while adhering to the social development goals that they identify with. We were initially sceptical of the impact and effectiveness of the Sustainable Development Goals as we did not believe that there was adequate efforts and initiatives by businesses to pursue them. It was therefore reassuring that there are so many emerging businesses who are successfully adopting and using them to make positive social change through their operations and actions. We all learned that the best way to help is by creating a company that generates jobs and that is founded for providing basic sustainability, not charity work. Furthermore, it was inspiring to see that there are companies out there making this impact rather than the many companies we often see causing harm and having a negative impact on society in their business. We hope that we can see more of these companies emerge in the future and continue to work towards these goals and make positive social change.

We gained a lot of knowledge from these stories and the accomplishments that they described, specifically about running a business in alignment with Sustainable Development Goals and the challenges that come with doing so. This knowledge will hopefully allow us to have an enhanced perspective in our futures in the endeavours that we pursue so that we can also hopefully make social impact and perhaps even promote and align with some Sustainable Development Goal. We hope that these types of businesses continue to emerge and also that we see more widespread adoption and education of the Sustainable Development Goals due to the benefits that they can have and the positive change that we have seen through these stories.

IV) Our work as a distributed team: lessons learned

Working in a group is always a challenge, at least for some. Now imagine working remotely with people you have never met before, in different time zones and even with different languages, that was the biggest challenge we had faced for almost two months to develop this assignment. Regardless, the team dynamic we managed to endure made it possible that we always discussed the work in hand as well as get to know each other personally and about our different context and culture a little better.

The way we managed to set a good working organization and environment to avoid losing our own time was by following this type of structure:

- First we decided to create a WhatsApp Group, a more personal type of communication so we can prepare for our zoom meetings and inform ourselves of any changes in real time, avoiding the formality and the time it takes to send and respond to an email.
- Since the first meeting and moving forward we decided to set the date of our next meeting in the previous meeting, this way we could all discuss our availability, normally we met on Thursdays around 2-3pm Spanish Time and around 7-8pm Indonesian time. If any group member could not attend we will set another date or time that worked for all members.
- Before every meeting, usually two days prior to our zoom meeting we sent the information necessary to prepare for the meeting. This was normally done via the Whatsapp Group so we could all see who was in charge of which aspect.
- Once the date of the meeting arrived we created a zoom and we all connected.
- After we were all connected, we set "the agenda" for the meeting and we started discussing the topic in hand based on the agenda and the guideline hand-out by the professors.
- Each member of the group had the opportunity to lay out what they were supposed to investigate and also give an insight of their personal opinion while presenting to the rest of the group. Once we all presented we would normally do an "informal" discussion of what we thought about the readings and the topic.
- Lastly, when we had time we would normally just end the discussion by talking about either the weather, the COVID situation in our countries or even how our university worked or any other topic that was not necessarily linked with the work in hand.

Since we managed to organize ourselves since the first gathering and we were all very committed with the assignment in hand, we could adapt to each other's schedule and maximize our time to fulfill every task. Nonetheless we faced some slight difficulties, the main difficulty was if one member of the group could not join, due to the time difference between Indonesia and Spain, it was hard to set another date where we could all be available. Also, since we all have different schedules and work loads, sometimes some members of the group had more time than others to work, discuss and meet.

Another essential factor we realized while working together was that even though we are from different countries and might have different perceptions in some topics, while discussing SDGs and related themes we seem to have the same type of ideas. We figured that perhaps the cross cultural differences can be more relatable in other topics. We found that when we discuss improving the lives of others through sustainable means, we all agreed it is always the best way. Nonetheless since our group was formed by mostly "hispanics" perhaps that also might have played a role in our position in certain topics.

V) References

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Sustainable Development Goals 3 – The Global Action Plan for Healthy Lives and Well-being for All. (2022). Retrieved 3 April 2022, from https://www.who.int/initiatives/sdg3-global-action-plan

Aim2Flourish organisations

Title	URL	Business Name
A Solution for the Plastic Waste Contamination Problem	http://aim2flourish.com/innovations/a-solution-for-the-plastic-waste-contamination-problem	Arglite
Using Data to Change the World	http://aim2flourish.com/innovations/using-data-to-change-the-world	CARTO
From Plastic to Fashion	http://aim2flourish.com/innovations/from-plastic-to-fashion	First Mile
How Artificial Oyster Beds Save Coastal Areas	http://aim2flourish.com/innovations/how-artificial-oyster-beds-save-coastal-areas	ORA Estuaries
Recyclamer: The Water Vacuum	http://aim2flourish.com/innovations/recyclamer-the-water-vacuum	Recyclamer Innovation
4ocean	http://aim2flourish.com/innovations/4ocean	4ocean
A New Meaning to Clean Eating	http://aim2flourish.com/innovations/a-new-meaning-to-clean-eating	Newport Restaurant Group
A Budding Idea: Plant-Based Cosmetics	http://aim2flourish.com/innovations/a-budding-idea-plant-based-cosmetics	Veriphy Skincare
Clean Energy from the Sea?	http://aim2flourish.com/innovations/clean-energy-from-the-sea	Catalina Sea Ranch
NATPACKING, WATERPROOF AND BIODEGRADABLE PACKAGES	http://aim2flourish.com/innovations/natpacking-waterproof-and-biodegradable-packages	Acelflex SAS
Circular Economy World Is (in) Your Oyster	http://aim2flourish.com/innovations/circular-economy-world-is-in-your-oyster	Providentiel Coquillages
A Solution to Manmade Disaster: The Rigid Pipe Boom	http://aim2flourish.com/innovations/a-solution-to-manmade-disaster-the-rigid-pipe-boom	T. Baker Smith
The Future of Pest Management	http://aim2flourish.com/innovations/the-future-of-pest-management	Bugs For Bugs
Jalas Veva Jaya Mahe	http://aim2flourish.com/innovations/jalas-veva-jaya-mahe	PT Aruna Jaya Nusantara
Tourism Goes Green, Keeping Oceans Staying Blue	http://aim2flourish.com/innovations/tourism-goes-green-keeping-oceans-staying-blue	Sea Going Green
Turning Ocean Plastic Waste into Packaging	http://aim2flourish.com/innovations/turning-ocean-plastic-into-packaging	Lush

SDG 4: Education: The Foundation for Every Nation

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Introduction

Just as our team, comprised of six students, are working towards a common goal, the twenty-six AIM2Flourish companies assigned to us, are working towards the United Nation's Sustainable Development Goal (SDG) Number Four: Quality Education. The purpose of these 17 goals are to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity (Sustainable Development Goals, 2022). Education plays a large role in creating global sustainability and our team is fortunate to be going to well-regarded schools, such as Universidad de Navarra, IPMI International Business School, and the University of Guelph. Pursuing post-secondary education puts us at an advantage over well-over half of the world's population and as a result, we should be equipped with the skills to find a job post-graduation and contribute to the world economy (OECD, 2022).

However, this is not the case for most. The lack of proper education around the globe is saddening and leads to a vicious cycle, which has been identified by many organizations who are hoping to make a change. Whether implementing education as a primary or secondary goal in their business model, these companies realize the injustices and are working towards a better tomorrow. Our team believes that education is a privilege, but that it should be a right. Therefore, this SDG is about expanding the definition of education, taking it out of a classroom setting and applying it to all skills and interests and making it accessible for everyone.

Similarly, the United Nations defines SDG Four as to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" (Goal 4, 2022). The report, "Shaping the Future We Want", begins with a quote from Irina Bokova, Director-General of UNESCO (2012) saying, "Education is the most powerful path to sustainability. Economic and technological solutions, political regulations or financial incentives are not enough. We need a fundamental change in the way we think and act" (Creech & Buckle, 2014). The report goes on to say that "Education for Sustainable Development (ESD) prepares people of all walks of life to plan for, cope with, and find solutions for issues that threaten the sustainability of our planet" (Creech & Buckle, 2014). As demonstrated in the twenty-six AIM2Flourish stories, these businesses seek out vulnerable members in their community, to provide them with an opportunity they may not have gotten otherwise. With a global goal of improving education, the steps these businesses are making towards accessibility are significant and have the power to inspire others to do the same. With education having such a broad scope, the opportunities are endless. The term "success" needs to be reframed to reflect sustainability and throughout this paper, we define this as "flourishing".

Description and comparison of the innovations

Russell M. Nelson said, "Education is the difference between wishing you could help other people and being able to help them" (Holm, 2013). This is a theme between the twenty-six AIM2Flourish company stories our group looked into; it goes to show that in a world suffering from inequality within and among countries, those who are fortunate can make a difference. Through these individual stories, we learned the impact these businesses were having on their communities by breaking down barriers and making education more accessible. While working independently of each other, these companies are working toward SDG Four, which ensures inclusivity and equitable education and lifelong learning opportunities for all (Goal 4, 2022). The key here is "lifelong learning", as many of these businesses go beyond education in a classroom and look at bringing awareness to sustainability, teaching people new skills, or simply helping them understand their bodies better.

These AIM2Flourish stories demonstrate how integrated the SDGs are, as while they are hoping to solve one issue, they are contributing to others as well. For instance, improved education (Goal Four) works to reduce gender inequalities (Goal Ten) and inequalities as a whole, and it also helps promote decent and economic growth in communities (Goal Eight). We can also see less common connections that vary based on the business innovation, such as with Veriphy. This plant-based cosmetics company targets the goals related to protecting the planet, such as clean

water and sanitation (Goal Six), life below water (Goal 14), and life on land (Goal 15). However, they satisfy the quality education goal by supporting and promoting women in STEM (See Appendix A).

Looking back at Nelson's quote, these stories stem from a person who noticed an area in their community that they could improve and took action. These actions had a ripple effect, as they created more people capable of change. While all these businesses are unique, a common element is that they help disadvantaged members of their community. There is a level of commitment of the companies or organizations to create projects regarding an improvement in education and social work. Some of these examples include integrating women in fields like programming and computer science through education courses, which is the case of Laboratoria and Veriphy, or by offering online education to children whose access to education is scarce, as is in the case of Kytabu. As well as offering quality education, these stories focused on offering education in a sustainable mindset as well. By making a profound impact on their community, they are what our group believes to be a 'Flourishing Business'. This can further be defined as an organization whose workers' values align with those of the business, that provides fair wages, and yet is able to remain successful. In this case, success is not simply measured by profit, but by using the triple bottom line or the 5Ps of Sustainable Development: People, Planet, Prosperity, Peace, and Partnership.

With a common attribute of these companies being dedicated to access to well-being and education, this falls under People. A good example of this is the Clarity Initiative, whose diverse team focuses on providing inclusive, high-quality, and financially accessible coaching for everyone, including their employees (See Appendix A). This and so many other businesses appeal to minorities, as business owners have recognized the injustices and are trying to do the right thing. Therefore, the main focus of these companies was on the People sector, as the improvement in education provided by them is focused on improving people's lives according to their unique needs. This can be clearly seen when comparing Kaspersky to Kytabu, as they approach the goal from different angles (See Appendix A). Next, Planet looks at goals six, 12, 13, 14 and 15, and of our stories, SDG 12 was the most common. We saw examples of responsible consumption and production in Veriphy, as mentioned above, but also in Textbooks for Change, a company that provides developing countries with access to affordable textbooks. "This business model of donation, reselling and recycling offers benefits to society and to the environment simultaneously" (See Appendix A). This was true for many of the businesses we looked at.

Moreover, Prosperity looks at SDGs eight to eleven, of which eight is primarily followed. In order to make a difference in these communities, a team has to be assembled. By providing decent work, there are benefits to the economy and to those employed. The social impact is covered when there is fulfilment in their role and with the social causes these organizations work on, there is a great sense of accomplishment. While very few of the stories assigned touch on SDG Four, which deals with Peace, an important aspect that brings the world together is education. This helps lessen the divide and bring awareness to what other communities are going through. Lastly, Partnership looks at the participation of all countries, all stakeholders, and all people. As we can see by the businesses all over the world embarking on these journeys, it is evident they are working towards the same goal.

Therefore, when looking for a common theory that describes these businesses, the Stakeholder Theory is fitting. "This theory advances the notion that organizations that take particularly good care of a broad group of their stakeholders (i.e., customers, suppliers, employees, communities) will function more effectively and create more value" (Harrison, 2013). A similarity between these businesses is that the owner was inspired in their life's journey and devised a plan to address what they had seen. With passion as a motivator, they built their organization in their eyes, hiring the right staff members, oftentimes those who did not have many opportunities. This creates a strong foundation as everyone in the organization has understanding and compassion for their fellow employees, suppliers, and customers. A primary example of stakeholder theory, and this is evident in so many of the stories, is East Bali Cashews. Founded in 2012, Aaron Fishman, a healthcare volunteer in East Bali saw an opportunity to create a social venture that would bring livelihood and educational opportunities to the community (See Appendix A). This created jobs both for those processing the cashews and for the farmers. The Farmer Extension Programs are the stakeholder theory in action, as they provide support for their suppliers by educating them and supplementing income during off-seasons (See Appendix A).

On the other hand, we can see differences between the stories read, as some prioritize education as their primary goal, whereas, others have it as a secondary benefit. Another difference we noted is that flourishing businesses do not

have to be sustainable in the traditional "green" way. For example, Drive on My Own enables people with disabilities to feel more connected to the world around them (See Appendix A) Getting more people on the road increases carbon emissions in the atmosphere, however, its purpose goes beyond that and tries to create sustainable cities and communities (See Appendix A).

Overall, the common elements of these stories were not about sharing all the same goals but rather working toward increasing accessibility and improving the education for the people who need it the most, in a way, solving a need in their community. As such, it is beneficial that these businesses are different. If they had all followed the same business model, there would be many social issues or social groups not being addressed. Even though these organizations range in size and scope, through these diverse business innovations, we are able to see a positive difference in our world and get us a step closer to achieving these goals by 2030.

Critical Reflection

In this section, we will uncover how our team learns, our findings and the impact on our lives. During our first meeting, we discussed our understanding of SDGs, provided examples of business in a sustainable world, and personally defined what a flourishing business is. According to our team, the SDGs are a call to action for a more sustainable development world. The goal of these SDGs are to reduce inequality, create better opportunities, and create partnerships between developing and developed countries. Of course, this also aims to make a better world and build a better future for the next generation. There are many ways to support SDG activities, one of which is having a business that has an impact on its surroundings, such as a business that focuses on Corporate Social Responsibility (CSR), which is undoubtedly necessary for the road toward a sustainable world. What needs to be considered, in our opinion, is encouragement from the government for businesses to be sustainable, but a balance needs to be found between profit and sustainability. We hope that many businesses will be successful and have the title of a "flourishing business", where the industry has financial return and is helping the communities around.

Next, we talked about what makes a business flourish? One definition given is that we need to pursue a comprehensive approach that merges passion, profit, and purpose in a harmonious manner. We were given many examples of businesses flourishing. Starting from an application created by a father after being inspired by his disabled child; a hotel business, Hotel con Corazón, was built by a husband and wife in an area in Spain aiming to generate income value and increase the area's popularity for tourists to visit and reinvesting the revenue from the hotel to schools in the area. As mentioned previously, we were tasked with expanding our knowledge on SDG Four, education.

Apart from education, we also found that social work played a role in some of the flourishing businesses we got to analyze. From this, our group realized that all the companies in the papers that we have read could relate to different theories, we looked at Institutional Theory, Agency Theory, and Stakeholder Theory. Starting with Institutional theory, which is an approach to understanding organizations and management practices as the product of social rather than economic pressures (Suddaby, 2013). At first, we found this theory to be well-suited, however, we later learned that the central assumption is that organizations improve their odds of survival by conforming to commonly held expectations of what a successful institution should be (Suddaby, 2013). This was not the case as these companies were not being performative but deeply cared about the social issue they were working towards. After that, we discussed Agency Theory, which is used to apply a contractual framework to a vast array of situations in which one party, referred to as the principal, utilizes the services of another party—referred to as the agent (Kessler, 2013). Our group again found this to be too transactional. The last theory we considered was Stakeholder Theory, it is "a view of capitalism that stresses the interconnected relationships between a business and its customers, suppliers, employees, investors, communities and others who have a stake in the organization" (About, 2018). Based on the level of care for the people within the organization and whom it served, this was a common element we found.

Through reading these inspiring stories centred around SDG Four, our group's point of view shifted from believing operating a successful business meant having to choose between "getting a lot of profit" or "having a social impact". We learned that by combining the two, one can have a flourishing business. This was exemplified in many of the AIM2Flourish stories that demonstrated that when businesses support and help create a better world for the future, people will do the same.

These stories also made our group feel that it is essential to support a business that has a good impact on the

community, as this will foster a better world today and in the future. This highlighted the importance of the SDGs and demonstrated that we too could work towards these goals. Of course, in the future, we will implement what we have learned both from the story and also from the results of discussions with each team member. Working with such a diverse team created opportunities for interesting discussions and new perspectives, which led us all to have an open mind. While we may not remember the individual stories, the UN's SDGs are ingrained in our minds. Now, we will be able to share these outstanding lessons with others, starting from the closest people such as parents, family, and friends and then going to a broader level, such as social media. This can reach many people and can even reach remote areas such as the small communities these businesses help. And there is so much more left to do.

Many things have changed after doing this assignment, as evidenced by the post-test sustainability mindset survey compared to the initial sustainability mindset survey given at the start of the semester. Previously, our eco-literacy, emotional intelligence, and other ways of thinking were in need of improvement. After engaging in discussions, reading stories from AIM2Flourish, and reflecting on our own lives, a lot has changed as now we feel we have a good understanding of the aspect of the Sustainability Mindset being assessed. This can also be seen from the graph, as it became balanced as the semester progressed.

In addition, we learned many things starting from the way we did the project, discussions between team members, and also the stories we had read and analyzed. Doing this assignment is a new experience, mainly because we are doing this task at a different time and place. Discussing and producing the same answer from six other people is usually not an easy thing, coupled with the differences in time and culture of our three countries, Indonesia, Canada, and Spain. But this difficulty was not a recurring theme in our group because we worked together well and surprisingly, we did not find much difference in the way of thinking even though we are from three different countries! Everything discussed became much more manageable and as expected we are extremely grateful to have the opportunity to work with this group.

Lessons Learned

Throughout the collaboration, as a team, we felt really comfortable with one another from the beginning despite our cultural differences and the peculiar form of interactions we had. Our first form of interaction was in the opening session of the program where we were separated into groups via Zoom.

At first, we were all hesitant to speak due to nerves and the awkwardness of meeting new people from other parts of the world through a video camera. Once the first person spoke, we all started to let go of that fear and began to interact more effortlessly with each other. During this first session, we were given a task to choose an animal that would represent the group. After much deliberation and getting to know each other, we agreed to name the wolf as our group animal. We got to this conclusion since wolves are apex predators and their pack is like a family, which is how we felt after conversing about our different cultural backgrounds and connecting with all the members of the group, a wolf pack. This sense of unity has accompanied us from beginning to end. Additionally, we exchanged phone numbers and created a WhatsApp group where we could discuss, with more ease, the weekly assignments and the organization/ division of the final reflection. Knowing we had weekly assignments we considered two modes of communication to organize the meetings and information that had to be turned in. We felt that the suggested one by the professors, emails, would not be effective enough for us to have constant feedback on our work and to schedule meetings since emails are not checked as often as WhatsApp. After the first session the WhatsApp group became a constant form of communication, it surpassed its purpose of just serving as an accessible form of communication as we started talking to one another on a more personal level.

Throughout the assignments and the online meetings we used, as previously mentioned, WhatsApp to communicate and divide our parts. For the first two meetings we kept each other informed on the topics to discuss during them, later we divided the essay during the third meeting and prepared each part individually; sort of a divide and conquer strategy since we all had multiple assignments during the weeks that followed. We found this strategy to be the most efficient for us, given the simplicity of dividing the work and later meeting to put together the final reflection and make it coherent. We also strategized the division of work and made it so the students from the same university could collaborate in their specific part of the final reflection since it would make it easier for them to work together given the time difference and scheduling problems that rose from other workloads. Furthermore, we utilized Google Docs to proofread, as a team, the final reflection once we all finished our respective parts.

We should also mention the fact that there were some difficulties involved. Most of the problems we encountered revolved around the issue of time zones and each one's personal agenda. In order to cope with this, we established all our meetings at the same time on Fridays, so group members could organize their schedules around this issue. Nonetheless, it is truly mesmerizing that we are living in a time where students from opposite sides of the globe are able to collaborate and work towards the same goal.

The overall experience of this assignment was enriching for all of us. We got to expand our knowledge of different cultures as well as teach others about our culture. Moreover, we connected with one another more than what we expected at the beginning of the assignment. As we live in a globalized society, our generation is more interconnected with one another than previous generations. We discovered that, regardless of the distance between the group members, we were all very similar in our expressions and knowledge of pop culture making it easier to relate to each group member. We found it fascinating and mind-blowing that, as a result of the pandemic and quarantine, we were all experiencing the same phenomenon and that we all were doing similar activities to cope with the stress and boredom that came with it. Once we covered all the topics due during the meetings, we stayed an additional 15-20 minutes talking to one another about their day or any other relevant information we wanted to share with the group. We made conversation with one another to strengthen the relationship of the group. The wolf pack will forever be embedded in our memories as something we are proud to be part of.

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Appendix A
AIM2Flourish Stories Addressed

Title	URL	Business Name
A Budding Idea: Plant-Based Cosmetics	http://aim2flourish.com/innovations/ a-budding-idea-plant-based-cosmetics	Veriphy Skincare
Programando para el Futuro	http://aim2flourish.com/innovations/ programando-para-el-futuro	Laboratoria
Making Quality Education Accessible to Everyone	http://aim2flourish.com/innovations/ making-quality-education-accessible-to-everyone	Kytabu
Empowered people, empower people	http://aim2flourish.com/innovations/ empowered-people-empower-people	Clarity Initiative
Developing Security Awareness Learning Journey for Everyone	http://aim2flourish.com/innovations/ developing-security-awareness-learning-journey-for-everyone	Kapersky
Helping the World Book by Book	http://aim2flourish.com/innovations/ helping-the-world-book-by-book	Textbooks for Change
From a Humble Village A Globally Responsible Company was Born	http://aim2flourish.com/innovations/ from-a-humble-village-a-globally-responsible-company-was-born	East Bali Cashews
On My Own	http://aim2flourish.com/innovations/on-my-own	Drive On My Own
Impact Hotel for the Socially Conscious Traveler	http://aim2flourish.com/innovations/ impact-hotel-for-the-socially-conscious-traveler	Hotel con Corazón

SDG 5: Empowering Women One Company At A Time: Tackling Gender Inequality Through Innovation

ANDREAS JOVAN GISALA; IRATI GOIENAGA RODRÍGUEZ; ALAYYA MERALDA HANIF; RILEY MALCOLMSON; AND NESRINE JOLY

I) INTRODUCTION

The Sustainable Development Goals (adopted by the United Nations General Assembly in September 2015) cover the years 2016 to 2030 and are formally the goals of the United Nations "Transforming our World: The 2030 Agenda for Sustainable Development", an agenda that lays out the vision, principles, and commitments for a more equitable and sustainable world for all. The SDGs' practical and political importance, as well as the challenges they provide, can only be fully grasped by first knowing what came before them. The Millennium Development Goals (MDGs) were a set of eight international development goals in force from 2000 to 2015. The UN, worldwide nonprofit organizations, and many other concerned and devoted organizations and individuals more locally have all published literature on sustainable development in general and the SDGs in particular. Because it is easy to become lost in all of the information, we have chosen our sources carefully. Most crucially, there is a widespread belief that much more inventive approaches to collect and use data, ranging from crowdsourcing to big data, are required if the processes for implementing and delivering the SDGs are to fully benefit from the data revolution. The UN, worldwide nonprofit organizations, and many other concerned and devoted organizations and individuals more locally have all published literature on sustainable development in general and the SDGs in particular. Because it is easy to become lost in all of the information, we have chosen our sources carefully. Most crucially, there is a widespread belief that much more inventive approaches to collect and use data, ranging from crowdsourcing to big data, are required if the processes for implementing and delivering the SDGs are to fully benefit from the data revolution.

II) INNOVATIONS

In order to structure our essay, we decided to focus on 5 innovations that improve gender equality.

The first one created a supply-chain by buying raw cotton from farming families in Egypt at a guaranteed price. This raw cotton is processed in the same place where the raw cotton is created. Kotn invested in the cotton farming communities by allocating some of their funds to support and develop the village. Indeed, they already have built a school in the Nile Delta.

Kotn's effort in educating the youth helps to end the cycle of child labour that ravages many African states. The first, fourth and fifth SDG are involved as Kotn is continuously working on educating and empowering the local community of farming families to a better quality of life.

All the innovations we chose are investing in poor and small communities. For example, Kotn is improving the quality of education offered to the communities in the Nile Delta where their supply chain is nested. It helps to establish equal opportunity at school by implementing a 2:1 female to male ratio at the schools that Kotn built. As an example, Ingy, a young female student was illiterate in September of 2017, but after attending the school built via Kotn's innovation, Ingy learned how to read and write in just 3 months. Nelwa's also improves the life in small communities. Here, through selling ice cream, it helps women from Tanzania to educate themselves.

It doesn't just help their employees but all the community around because the ice cream's products are from local producers. Moreover, they have recruited a group of women that are generally young single mothers unable to complete their education and provide them the needed education and training. The SDG involved are SDG 5, 8, 11 and 12. Thanks to those innovations, a lot of new jobs were created for people (especially women) who wanted to work and those guarantees gender equality as economic growth. Taboo also helps small communities such as rural Indigenous

communities in Australia who are reached through the NPY Women's Council who partner with TABOO as it sells organic cotton pads and tampons.

TABOO's outreach spans both domestically and globally with 100% of net profits going towards their mission to ensure women all over the globe have access to safe menstrual hygiene products, and the appropriate education to deal with their menstrual health.

Indeed, a lot of women around the world are not going to school because of their period and especially in poor areas where there is no menstrual hygiene, this very present and current phenomenon is called "period poverty".

The goal of both Taboo and Cup AB is to fight against this terrible issue.

Cup AB is an organization whose activities support many of the United Nations' Sustainable Development Goals as it concerns Good Health (3), Quality Education (4), Gender Equality (5) and Responsible Consumption (12).

They aspire to make the world a better place by reducing the usage of women's disposable protection. They also provide menstruation cups to women in underdeveloped nations to decrease health concerns, shame, and the chance of women missing school due to their period. The firm has eliminated waste from approximately six million disposable protections since commencing manufacture in 2015. The emissions produced by one menstrual cup are not the same as those produced by ten tampons. Furthermore, because the product is reusable for five years, the amount generated is much lower.

Sponsoring ladies with menstruation cups so they may go to school without feeling embarrassed about their lack of protection would help them acquire a better education and promote gender equality.

Bolsa Rosa is a company aimed at reducing unemployment of women thanks to several innovations including a virtual headhunting providing advice on flexible work schedules, an online job bank that allows women to find job opportunities.

In addition, through certifications programs, companies provide better working conditions as they offer consulting services and workshops to help innovate for equitable policies.

Bolsa Rosa's business model meets sustainable goals 5 (Gender Equality),8 (Decent Work and Economic Growth), and 10 (Reduced Inequalities).

Bolsa Rosa has greatly transformed the working environment in more than 5,000 companies located in some of the most important cities in Mexico and improved life dynamic and quality of working women and their families.

Additionally, Kotn, Cup AB and Nelwa's are also creating jobs and increasing economic growth. Their impact is clear as they improve equal working conditions: the girls don't miss school; the Tanzanian mothers can now have steady income to support themselves and their families while the families involved in the cotton chain have fair wages. Both Kotn and Cup AB are aiming the SDG: Responsible Consumption because they use products that do not contain any dangerous materials or harm the environment, just as Taboo which only use recycled plastic tape when packaging its products – making its delivery process entirely sustainable.

All those innovations are conscious because they solve several current problems at the same time and greatly improve gender equity as quality of life in general.

III) CRITICAL REFLECTION

At our first meeting, most of us were aware of global issues nowadays. Most of us have understood that the SDGs are important and are in the progress of being applied everywhere in this world. Some countries targeted to fulfill all the SDGs by 2030. Meanwhile, other countries targeted longer than 2030. The six of us came from different countries with different issues happening in each country; however, we have the same point of view for making this world a better place.

At our second meeting, we agreed that the SDGs were a bit too general. We felt like it was nearly impossible to achieve all the SDGs instantly and at the same time all over the world. We also acknowledge that depending on the country, there were some SDGs that didn't make much sense. For example, for a country like Niger without any sea access, the 14th SDG doesn't have much sense. We also found it difficult to visualize a country that has fulfilled completely any of the 17 SDGs. We consider the circular economy as the most responsible model for companies. Businesses have the responsibility to make positive impacts on society and the environment, but not just the responsibility but the power

to make these changes.   As consumers, we should stop buying products from companies that are apathetic about the environment.

Businesses have the power and responsibility to make positive impacts on society and the environment. We as consumers can make some changes in our behaviors to force companies to take action to improve society and the environment, but the ones that have the last word in these changes are the companies. They have the power to redirect their companies to achieve the SDGs.

According to our understanding, a flourishing business means that it must have massive impacts on people and the planet. Moreover, it should add value to itself. This doesn't mean that those companies that are flourishing do not care about generating benefits. We consider that being a flourishing business can have great benefits and also include the human and environmental factor in their policies. The common SDG among the 22 stories we read is Gender Equality. It's relevant to mention the discussion we had about if SDGs were incidental or if companies specifically create their businesses to fulfill the SDGs. Not all the members of the group had the same point of view at first, but after discussing we all agreed that in a wonderful world, SDGs should be incidental. Businesses should focus their main aim in making a better society as a responsibility not as an imposition. We were grateful that we got the opportunity to explore amazing stories of flourishing businesses that have adapted this SDG. All the stories included the value of empowering and educating women for a better future. We thought that the stories were impressive because their business purpose focused on women's rights and needs, which were different depending on the country where these businesses were being developed.

We truly admire the founders for their actions and involvement in developing the SDGs. We respect them for creating innovations and thinking about helping society. We were thrilled about the number of positive impacts these amazing founders have made on their community. Most flourishing businesses prioritized creating benefits for their community and environment; instead of being money-oriented businesses. We once discussed that most businesses are greedy, and they don't care about their communities and environments a lot. We thought it is not good for businesses to be only money-oriented; instead, they should start giving back more to their surroundings. Being money-oriented is not the characteristic of a flourishing business, so businesses should avoid this. We believe that businesses should balance giving back to their surroundings and gaining profits. If not, these businesses will have a hard time trying to survive. Maybe in the short run, they won't have any issues, but as countries start implementing new policies focused on the SDGs, in the long run, those firms who don't care about society and environment will struggle on adapting to them or will directly disappear.

Some of the innovations were new to us, and we thought that those innovations would be useful in the future if the companies grow bigger or they will expand their business globally. We felt that all the 22 AIM2Flourish stories were meaningful and impactful. We were grateful to read about businesses that are responsible and have a good impact on society. We are so used to reading bad news about companies being unethical and just profit oriented that these stories gave us some hope about the progress of the human species.   The stories were excellent, and we think that the founders were very determined in solving global issues using their ways. We understood that each business has its way to contribute to developing the SDGs, and we figured that the founders were clever to create such business models. Some of the firms we read about had similar business models such as the ones that employed the women from their communities to give them new job opportunities. but others have different business models that are equally valid. After all, these businesses apply the same SDG, but they have different ways to do it.

We enjoyed our time reading, exploring, analyzing, and discussing these stories on our own and as a whole group. Each of us had our part then everybody shared the stories that we read to everybody in the group. We had a fun time discussing and analyzing the stories together, the discussion was interactive, and we succeeded in highlighting the important points of the stories. We learned that the future is in our hands, and there shouldn't be any plans on destroying the earth further. This was an important and meaningful experience for us because we met new friends from other universities and other countries. Some of us had doubts about how we would relate with the different countries' students, but the surprise was grateful. We connected really well, and we had so much fun discussing our points of view. The time difference wasn't any problem, we succeeded to agree on a time that wasn't perfect to anyone but convenient for all of us. The flexibility and commitment of all the members of the group made the development of

the work really enjoyable. After reading all the 22 AIM2Flourish stories, we already expected that flourishing businesses nowadays should apply any of the 17 UN SDGs to survive in the long run. The stories were intriguing for us as young people to create changes in the world. Right now, we are concerned with the current global issues in our world. Thus, we want to create significant changes that will benefit everyone. We feel encouraged by the founders to create great innovations, and we appreciate their efforts in applying the SDGs to their businesses. We think governments should promote the kind of companies we read about in the AIM2Flourish project, but also implement some measures to help the existing companies to make the change and become more socially responsible.

IV) LEARNED LESSONS

Our teamwork was done as a unit, where we all participated in the decision making at the virtual meetings. At the meetings we discussed the topics and the work to do, also we distributed the work in an equitative way so that each team member did the same amount.

On the first meeting we talked a little bit of our self in order to introduce each other and generate confidence so everyone could talk to each other with normality, it was great to see how everyone end up being fluent at the conversation while at the beginning some of us seemed a little bit shy but as weeks passed, we all reach a very confidence work paced with each other. This strategy worked to us because since day one we created a WhatsApp group, in this group we discussed the convenient hours to do the meeting, due to the fact that we are students from three different time zones, in our case the best hours were between 2-3 Spain time. A great ally for us was that we all had a decent understanding of English so communication was not a problem, also all the students did a tremendous effort in joining the meetings, of course there was some of the meetings that was not possible for all to join because of justified purposes but overall the issues we all worked as a team.

One situation that we noticed was that no matter the distance between our countries and the cultural differences, we had a lot in common and a similar way to approach the problems that were appearing during the work, there are a lot of prejudices in our actual society, but us as students, we broke them all as a team getting to the conclusion that no matter what at the end of all we are humans and when we compromise to achieve a common goal it is possible to reach it while learning a lot from each other.

One other situation that arose was the impact that being in three different time zones had on our ability to meet as we had to contend with a 11-hour time difference between Ontario being in Eastern Standard Time and Indonesia, with Jakarta being 11 hours ahead, leading to some difficulties in finding meeting times that worked for everyone. In addition, Spain was right in the middle, leading us with few possible meeting times that worked for everyone. In order to address this, we attempted to meet at a similar time every week and set our meetings in advance to reduce the risk of conflicts of schedules and people not knowing when the meetings were. By communicating regularly through our WhatsApp group, we were able to update each other as conflicts arose and were able to keep up to speed when people were unable to attend meetings.

Another thing that came to light working in a multi-national team was the degree of trust that was needed in all the group members in terms of trusting that everyone will do their assigned work as though in Indonesia the day may be finished with the work due the next morning for them, but in Spain there is still plenty of time to do the assigned work, and in Canada the day is just starting, resulting in trust needed that the work will be completed on time and done to a high degree when the deadline leaves little to no time to do the work in the event one of the group members did not do their part. This level of trust in each other was a massive asset as it allowed us to delegate effectively and focus on our respective work, as opposed to worrying if things will be done correctly, or at all. This trust also allowed us to have more positive meetings as they were geared more towards discussing the work done and deciding who would do what, as opposed to needing to take time to discuss late or incomplete work and potential consequences if the work was not the level it needed to be. As a result of this it also allowed for more friendly meetings in general and a positive working environment.

One final lesson learned while working on this project was the unique background and skill set each team member brought to the table. As we are from different areas of the world and speak different languages, each of our lived experiences shaped the way we approach things, and by using this to our advantage and listening to each other's stories we were able to gain a better understanding of who our group members were and what their strengths were, we became

more cohesive team that worked according to our strengths, which positively impacted the ability to work on this project.

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Appendix

Title	URL	Business Name
Empower Women and Increase Productivity in Companies Through Flextime Jobs Opportunities	http://aim2flourish.com/innovations/empower-women-and-increase-productivity-in-companies-through-flextime-jobs-opportunities	Bolsa Rosa
A Budding Idea: Plant-Based Cosmetics	http://aim2flourish.com/innovations/a-budding-idea-plant-based-cosmetics	Veriphy Skincare
Protecting Motherhood	http://aim2flourish.com/innovations/protecting-motherhood	Maatritva
Balancing It Out	http://aim2flourish.com/innovations/balancing-it-out	Sodexo
Empowering Women and Ending Period Stigma	http://aim2flourish.com/innovations/empowering-women-and-ending-period-stigma	TABOO
Una Tienda Hecha a Mano y con el CorazÃ³n Desde el ChocÃ³ / Culture and Tradition Woven by Hand from ChocÃ³	https://aim2flourish.com/innovations/una-tienda-hecha-a-mano-y-con-el-coraz%C3%B3n-desde-el-choc%C3%B3-culture-and-tradition-woven-by-hand-from-choc%C3%B3	LA CHOCOANITA TIENDA SAS
Programando para el Futuro	http://aim2flourish.com/innovations/programando-para-el-futuro	Laboratoria
'Bee'ing Thoughtful in Consulting	http://aim2flourish.com/innovations/beeing-thoughtful-in-consulting	Humblebee LLC
CAUSEGEAR: Freedom through Fashion	http://aim2flourish.com/innovations/causegear-freedom-through-fashion	CAUSEGEAR
Good Health and Employment Opportunities for Women	http://aim2flourish.com/innovations/good-health-and-employment-opportunities-for-women	Jayaashree Industries
To the Start of a Healthy Life	http://aim2flourish.com/innovations/to-the-start-of-a-he	CareNx

Title	URL	Company
Democratizing Access to Health	http://aim2flourish.com/innovations/democratizing-access-to-health	Umana
Wheels For Women	http://aim2flourish.com/innovations/wheels-for-women	Roshni Rides
Beyond the Bean	http://aim2flourish.com/innovations/beyond-the-bean	Dean's Beans
Changing the World One Cup at a Time	http://aim2flourish.com/innovations/changing-the-world-one-cup-at-a-time	Lunette
Reduce the Use and Stop Overproduction	http://aim2flourish.com/innovations/reduce-the-use-and-stop-overproduction	Monthly Cup AB
Disrupting Feminine Hygiene, One Panty at a Time	http://aim2flourish.com/innovations/disrupting-feminine-hygiene-one-panty-at-a-time	THINX
Gelato: Nature's Guilty Pleasure	http://aim2flourish.com/innovations/gelato-natures-guilty-pleasure	Nelwa's Gelato
Sparking Entrepreneurship Through Clean and Affordable Energy	http://aim2flourish.com/innovations/sparking-entrepreneurship-through-clean-and-affordable-energy	Rural Spark
Holding the Future in Our Palms	http://aim2flourish.com/innovations/holding-the-future-in-our-palms	Green Afro-Palms
Impact Investing and Gender Lens Investing in Canada	http://aim2flourish.com/innovations/impact-investing-and-gender-lens-investing-in-canada	Marigold Capital
Teaching a Man to Fish for Cotton	http://aim2flourish.com/innovations/teaching-a-man-to-fish-for-cotton	Kotn

PART II
PROSPERITY AND THE UN SDGS

Prosperity

"We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature." (United Nations A/RES/70/1, 2015, p. 3)

One of the 5Ps of the 2030 Agenda is that of Prosperity which encompasses SDG 7, 8, 9, 10, 11 and is concerned with the various objectives towards attaining a higher standard of living. It is generally accepted and also specifically recognized by the UN's scientific division that the SDGs interact in many ways (United Nations, 2015, p. 43). One can't isolate a specific goal. Therefore the reader will note that the chapters in this section focus not only on their SDG but also mention the interaction of synergistic SDGs.

Once again students from Canada, Spain, and Indonesia were given the opportunity within their teams to review the AIM2Flourish stories that were finalists as stories most representative of flourishing innovations in specific SDGs for 2018-2021. This encompassed a total of 109 stories across SDGs 7, 8, 9, 10, 11. Within each group of SDGs, students reflected and defined their perception of the SDG that they were studying, then they summarized the most salient innovations in their group of SDGs, followed by critical reflections of what they took away from the stories and finally a group reflection of their teamwork and cross-cultural experiences.

It is interesting, as an instructor, to read the insights that the student groups developed and the process of discussions that led to arrive at a shared document. Enjoy the reflections included in the five chapters that follow.

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SDG 7: Clean Energy For A Better World

BAGAS WILDAN; KARIM AHMADIAN; MALVIN YANG; MARIA MARTIN NISTAL; AND ANONYMOUS

1. Introduction

The 2030 Agenda for Sustainable Development, adopted by all member states of the United Nations, provides a common plan for peace and prosperity for countries and the entire planet, adopting a vision that combines the present and the future (United Nations, 2020)

Agenda 2030, in particular, is based on the 17 Sustainable Development Goals (SDGs). All the 17 goals are interrelated and incorporate the global challenges we face every day, such as poverty, inequality, climate, environmental degradation, prosperity, peace and justice (United Nations, 2020). Socially, they could be seen as an urgent call to action by all citizens and their countries. They, taking a broad view, take into account the action of both developed and developing countries. Among them, the main objectives assume that the end of poverty must be accompanied by strategies aimed at improving health and education, reducing inequality and stimulating economic growth, but, of course, without forgetting climate change or the sustenance of natural resources.

Each goal has specific targets that need to be achieved before 2030. To achieve these goals, it is vital that all parts of society contribute, including governments and the private sector. Nearly halfway through to the deadline, some of the objectives are growing and strengthening rapidly. The impact of achieving the proposed objectives is measured by improving people's quality of life, eliminating poverty and curbing climate change. Those companies that join these global goals and efforts are partners in building a better world and are legitimate deserving of being rewarded and valued.

For this project, we were assigned SDG 7, "Affordable and clean energy". According to the latest 2020 SDG report, more clean energy is needed now than ever before, especially after the COVID-19 pandemic (Tracking Energy Progress, 2022). It is estimated that around 620 million people would still lack access to electricity if the world continues to move at the current rate (Tracking Energy Progress, 2022). For SDG 7 to be achieved, there must be greater political commitment, long-term energy planning, more funding, as well as adequate policies and incentives to implement the use of new technologies.

In this paper, we will further discuss and analyze some great and innovative ideas developed by flourishing businesses. All these firms with their employees have a passion to contribute and they are working hard to help achieve the SDGs by 2030.

2. Description and comparison

During this project, we have been reading several interesting stories about companies contributing toward the SDGs, and mainly towards SDG 7, "Affordable and clean energy". Goal 7 with its related targets is about ensuring that everyone has access to affordable and reliable as well as sustainable energy (United Nations, 2022). This is an extremely important goal, as 759 million people lack access to electricity and one-third of the world's population use cooking systems that are both inefficient and dangerous (United Nations, 2022).

It is not only vital to work towards providing the world's population with reliable and affordable energy, but also important that the energy is provided from sustainable sources. Sustainable energy is defined as an energy supply that fulfils current requirements without jeopardizing future generations' ability to meet their own (JHU, 2022). The most known sustainable energy sources are renewable energy sources, such as hydroelectric power as well as solar and wind power. Renewable energy is produced from existing resources that over time naturally replenish themselves (JHU, 2022). This is of great importance as their environmental impact is far smaller compared to fossil fuels which are a major source of CO_2 emissions today. Hence, it is necessary to prioritize renewable energy in order to maintain a healthy environment.

The stories read for this project provide some great examples of flourishing and innovative ideas that are implemented to address the issues related to the SDGs, including SDG 7. One thing that several of them has in common is that the innovations had a positive impact on the environment and involved cost savings whilst also contributing to society. For

instance, Juwi pioneered the use of wind and solar energy as a cost-effective source of energy. They work on different projects intending to help others replace their unsustainable energy sources (AIM2Flourish, 2022a). In a similar vein, Rural Spark's innovative idea to provide energy kits to inhabitants of rural villages has provided the villagers with a reliable and clean energy source at affordable prices (AIM2Flourish, 2022b). This is in line with the work of SunColombia, which has contributed to SDG 7 by providing more than 10 000 families and 600 schools in rural villages with clean electricity (AIM2Flourish, 2022c). With their innovation, SunColombia has been able to reach the vulnerable and supply them with electricity to improve the quality of their life.

While the examples above are more or less directly related to providing clean electricity to people and companies, other firms have provided inspiring solutions to contribute to SDG 7, just in a slightly different way. For instance, Tusti's innovation allows for a more efficient way to clean plastics at a lower cost and by consuming less energy. This innovation also reduces the amount of non-recycled plastic and chemical waste (AIM2Flourish, 2022d). Another interesting example is Catalina Sea Ranch. They work to replace non-renewable petroleum-based fuels with renewable fuels with their innovative idea to grow seaweed that is turned into biofuel. This innovation is also creating value by lowering the acid concentration and carbon dioxide in the water. Hence, the innovation does not only limit air pollution, but it also reduces water pollution.

While the discussion above only provides some examples of the stories we have read, the stories have a lot of commonalities. One similarity is all the innovative business leaders behind the projects with a vision of making the world a better place. We identified that the leaders of the companies may not have the traditional view of doing business where making the largest profits is the most important factor. Instead, they focus on how they can contribute and make a positive impact on the environment and society. While the businesses all are different and their method of contributing vary, the outcomes are easy to relate to the 5 Ps of sustainable development. All the projects have in one way or another contributed to people, planet, prosperity, peace, and partnership. Especially the three first Ps are very applicable to the stories we have read. Because of the projects, the quality of life of the people involved has been improved, the damage to the environment reduced and the solution provided at a reasonable price. In addition to this, the two latter can be related as well. Economic development is significantly correlated with peace, as studies show that a low income increases the likelihood of conflicts (Cortright, 2016). In this sense, improving the life of people and increasing their income level can be seen as an important factor to accomplish peace in the most vulnerable parts of the world. Finally, in terms of partnership, the stories show that when working together you may accomplish great things as the innovations are not a one-man show but done in collaboration with other like-minded.

In the current fight against climate change, it is critical to use clean and renewable energy to limit the damage caused to the planet. We have read multiple examples of small organizations taking SDG 7 as inspiration and turning it into something impactful. While these innovations have been successful on a small scale, it is important that they receive the recognition they deserve to be able to implement on a larger scale.

3. Critical reflection

At the beginning of the semester, we carried out an initial sustainability mindset survey using the Sustainability Mindset Indicator (SMI). The aim of the survey is to identify and map the sustainability mindset of each participant. Through the 36 questions, we were able to develop three dimensions of our mindset related to sustainability: cognitive, behavioral and affective.

Having answered the questions, each one of us received a summary indicating our own situation. We were advised not to read it until the end of the project, in order to make a critical comparison of our situation. Once we had the opportunity to read it, many of us were surprised by the result. Firstly, because of the depth of analysis achieved through a few simple questions. Secondly, and more importantly, because of the difference between the results of the first and second survey.

One conclusion we have drawn as a group is that, when answering the survey the second time, we had in mind other perspectives and experiences that we did not previously have. We believe that the stories we have read and discussions we have had, have given us the opportunity to include a sustainable point of view in many aspects of our lives. At first glance, it is easy to believe that to be "sustainable" we simply have to carry out appropriate actions for the environment, such as recycling, reducing our consumption and so on. But all these stories have shown us how sustainability goes

much further. It covers all the fields collected in the 5 Ps: people, planet, prosperity, peace and partnership, since, despite being all oriented towards the same SDG, we believe that its results are also reflected in other areas beyond this.

The project has made us reflect on many things that we used to see as distant. Specifically, SDG 7 "Affordable and clean energy" that was assigned to our group may seem difficult to obtain by an individual who probably does not have the means or resources to achieve it. For instance, when we think about "clean energy", we often think about large infrastructures with solar panels or other sources of renewable energy. However, because of the stories we read, we have opened our minds to other paths on how to achieve the same goal and understood that only you only need one creative mind is to create something impactful. For instance, SunColombia is a small company that has provided more than 10,000 families with electricity in rural areas. It offers opportunities to remote communities to have access to energy creating an impact on the quality of life and the way in which they develop their activities (Suncolombia, 2022).

Something that also caught our attention is that the majority of our companies were small companies that we had never heard of before. This point was key to realizing that any contribution, no matter the size, contributes. However, we were also frustrated to think about the low national or global recognition that these companies had had, since, as we say, none of us had heard about these companies developing such innovative solutions. It is something that must be advanced, to make people aware that, by consuming products in these types of companies, they are achieving with their contribution many things that are beyond purely monetary.

From now on, we will try to look at which companies actually contribute and which ones try to portray themselves as more sustainable than they actually are. That is, we will try to transfer the ideas that these stories have given us to our own field, promoting responsible consumption. One of the main ideas that we came up with, which can contribute to generating clean energy, for example, is the use of ways of transport that are respectful of the environment. That is, it is in our hands to choose how we commute, what type of car we want to use in the future or start promoting more urban transport. If we encourage companies that invest their effort in these kinds of initiatives, we will see that there are going to be many more flourishing histories and businesses all over the world.

The main lesson we draw is a positive vision of the future, where things can be done in many ways and there is always one in which no one is harmed. That is the one that must be chosen. It is not enough to win prizes for "best management" or "best performance" if, as a consequence, you are damaging the planet or the situation of other people. As much as companies are economic activities, they will always need people, land or stability to be able to function. Therefore, a long-term vision of reality must be adopted, and in this way be aware that a sustainable world is one that takes into account everyone.

It must be said that thanks to this assignment we have learned how to work with people from, literally, the other part of the world. We had a huge time difference that made things even harder for us to work as a team. But thanks to the technologies, we found a way to make it work, and we were reunited in weekly zoom meetings. Moreover, as a result of working with people from other countries, we found ourselves to be more organized with the way we worked because we all had to adapt to the needs of all members of the group, because we worked as a whole, not only individually.

Apart from learning how to work with people that live in different countries, we have learned the truth about what sustainability really means. Before we started this project, most of us thought about sustainability as the typical act of recycling paper, plastics, and so on. But in the end, we now think in a broader way and understand that we must go beyond that simple thought. We understood the importance of reuniting economic growth, environmental steadiness, and social advancement, guaranteeing that every person has the same opportunities and can channel a better life without putting the planet in danger.

What we take from this whole project is a very rewarding experience. Firstly, we got the opportunity to work with people with different cultural backgrounds, and secondly, we have been able to delve deeper into a topic, which at first may not seem very striking, but if you put effort and desire, you end up discovering a very interesting world. Thanks to the support of the teachers and the information provided, the project became much more enjoyable and interesting. We have learned that not everything is based on recycling, that the planet can be helped in many other aspects and that there are many companies, which do not have the recognition they deserve, that help in very peculiar ways.

If we had to answer whether we have acquired new skills and knowledge or if our previous beliefs have changed, we would have to say that we indeed have. Firstly, related to skills and knowledge, the research done throughout the

project has not only allowed us to gain new knowledge on the topic but also taught us how to collect valuable and useful information. Because of the stories we read we have a better understanding of the SDGs and how firms can work with them to be able to contribute in their own way. As we now better understand how different companies can work towards the SDGs we can start and try to give them the recognition they deserve.

4. Our work as a distributed team

This project has been a cross-cultural collaboration between three members at IPTM in Indonesia and three members at Universidad de Navarra in Spain. As a team, we have had weekly digital meetings over the course of five weeks. In addition to that, we have communicated through WhatsApp on a regular basis.

Overall, the project has been a great experience from start to end and it has been enjoyable to work with such a diverse team. We believe that by working in a diverse team the discussions have been more insightful and that they have led to a broader understanding of the topic as people came with different opinions and experiences due to their backgrounds. Additionally, it was a great experience in terms of communication as we had to work professionally in a language that we were not used to working with.

It was important for us to find a suitable strategy that would allow us to finish the project on time. The strategy that we found to work as a team and have used was to have weekly meetings where every group member attended prepared. In the meetings, we discussed topics assigned by the professors which were related to the SDGs in different ways. At the end of the meetings we always had a briefing about the upcoming week and divided any work that needed to be done until the next gathering. Between the meetings, we were all working on our individual topics and stayed in touch on WhatsApp.

Several team members expressed that they in the beginning were a bit worried that it would be difficult to find time to meet with the group because of the time difference. In the end, however, all members agreed that this had not been an issue during the project. During the first week, we found a time slot that worked for everyone and stuck to that as much as possible. We also had good communication throughout, and all participants were flexible with their schedules if we had to change the meeting time due to exams. However, we are well aware that this could have been more challenging if we had had a participant from Canada. Further, another challenge that several members expressed was related to communication as the working language was not the mother tongue of any participant. However, this was handled well, as all members showed respect and were patient with each other. Finally, it would have been great to meet and work in person, but thankfully the online experience was a positive one and we managed to build a good group dynamic from the beginning. To establish a good group dynamic we got to know each other before starting with the project and made sure to have our cameras on during the meetings whenever it was possible. Because of this, we worked very well as a group and all participants respected each other and the internal and external deadlines.

Overall, we as a group are very happy with the group dynamic, the learning experience and the outcome of the project.

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SDG 8: Achieving SDG 8 Through Flourishing Businesses

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Introduction

Economic growth should be a force for the whole society. This is why financial advancement towards creating decent and satisfying jobs without harming the environment is essential. We must protect workers' rights and forever stop modern slavery and child labour. The Sustainable Development Goals (SDGs) promote sustainable economic growth, higher levels of productivity and technological innovation. Encouraging entrepreneurship and job creation is key to this, as are effective measures to eradicate forced labour, slavery and human trafficking. With these targets in mind, the goal is to achieve full and productive work, and decent work, for all women and men by 2030.

SDG 8 considers decent work and economic growth. Its objective is to promote inclusive and sustainable economic growth, full and productive employment opportunities and decent work for all. Targets that can build on SDG 8 include: promoting policies that support productive activities, creating decent jobs, encouraging the growth of small and medium enterprises (SMEs), and promoting sustainable tourism. This goal not only proposes achieving a more fair economy, but also prioritizes the welfare of workers by seeking to provide better job opportunities and working conditions while promoting economic growth.

Sustainable development is a humane way to improve the quality of life while trying to decrease negative impacts on the ecosystem that supports life. Sustainable development has become an important issue that needs to be integrated into everyday business operations. It looks forward to an improvement in people's welfare in order to meet human needs. Sustainable development seeks to attain equitable distribution of resources and opportunities between generations, both now and in the future.

The fundamentals of social development have five goals: ending poverty, eliminating hunger, building a healthy and prosperous life, ensuring the quality of inclusive education and achieving gender equality. The basis of economic development has five objectives: ensuring the availability of water and sanitation facilities, ensuring access to energy, increasing inclusive economic growth, building strong infrastructure, reducing intra and inter-country disparities. The basis of environmental development has six objectives: provision of clean water and proper sanitation, development of sustainable cities and settlements, sustainable consumption and production, handling the impacts of climate change, ocean and land ecosystems. The foundation of the development of law and governance is to channel economic-social and environmental flows within the general framework of enforcing "Good Governance". SDG 8 targets to incorporate these objectives by providing a framework to ensure sustainable economic growth that benefits all.

Inclusive growth generates economic opportunities and ensures equitable access for all members of society to the economic opportunities created. Furthermore, it enables all members of society to participate in and benefit from economic growth and development on an equal footing from different socio-economic backgrounds. It should go hand in hand with consideration towards maintaining the balance between caring for the environment in the long term. This approach pursues high growth targets, manages resources including forests, soil and water properly to avoid environmental damage. Moreover, it maintains the availability of resources for future generations while creating economic opportunities and minimizing negative social impacts.

This report seeks to reflect on SDG8 and its impact over 29 AIM2Flourish stories on businesses that have successfully addressed and incorporated it into their operations. We will delve into the lives of specific people whose past has changed into a promising future. On the other hand, its present is strongly marked by the efforts of private companies that have implemented the SDG objectives. We will first describe and compare the different innovations, further analyzing how they relate to SDG 8, as well as any other goal. We will then critically reflect on the importance of

achieving these goals, their application to businesses and the different perspectives that have come from this cross-cultural group. Finally, we will discuss what we learned from this experience.

Description and Comparison of the Innovations

In order to prepare for this part of our written work we decided to take a closer look at each one of the companies we had been assigned, and figure out their differences and similarities. Having done this has allowed us to understand more deeply how the business size, location and industry affect the need for innovation, and how the SDǴs connect with one another (which will be discussed later on) depending on the business we are looking at.

All the stories we have read share a common factor between them: they address a social problem while making a sustainable profit-making business out of it. But these two things cannot be considered equally important. On a large scale, social problems cannot be dealt with unless they are addressed in a profitable way. Because, otherwise, you have to depend on the government providing financial aid continuously, which is unsustainable in the long-run.

The interesting thing is how each one of them impacts on their surroundings according to their own situation and capacities. Some of them are centered on their local communities like "Distrito Chocolate" in Colombia, that fights against rural lands being dominated by illegal activities such as cocaine-making. Others, on the contrary, have an impact on a larger, international scale, for example "Tradewater", a Canadian company, focuses on destroying ozone-depleting substances and selling carbon offset credits to other companies.

When we talk about innovation in companies we have to consider one important fact: innovation can be looked upon from many angles and perspectives. For example, to innovate in a certain industry you can: redesign a business model, develop a new process in any step of the production chain, create a new product, reorganize the supply chain, retarget the objective public of the industry, etc. Every initiative we have seen addresses one of these innovations in a different way, because of the particular situations in the growth opportunities each country and region faces.

All companies started by identifying a drawback in the usual business models and how they could change a specific part of the process in order to benefit all, and most importantly, their community. The developers all recognize that in order to grow sustainably and more efficiently, there were some key issues that needed to be addressed. Subsequently this concluded in them successfully tackling the Sustainable Development Goal 8: decent work and economic growth.

Most of the companies took the approach of the stakeholder theory (which argues that a firm should create value for all stakeholders, not just shareholders), by fostering relationships with people throughout the supply chain. Their success came from providing their workers and main suppliers with the tools they needed to grow in their industry. The food and its distribution sector have been the one where it has been applied the most. Most companies here focused on eliminating intermediaries and obtaining the product directly from the suppliers, helping them become independent, have more financial security and foster the growth of their individual communities. In the end, both small businesses and large enterprises tend to care about the social environments where they perform their economic activities. But is this something unconscious or deliberate? We found it to be the former, that most of these businesses set out to address a social issue that happened to be in line with this SDG.

Apart from this, our Sustainable Development Goal is focused on improving working conditions and economic growth. Therefore, the main factors firms have to consider in order to tackle this goal will be linked to labor rights, profitability and fair wage. We found that many of the companies have implemented their innovations in developing countries or incorporated initiatives in collaboration with their people where they have the opportunity to make a greater impact in stimulating economic growth. This is why many of our stories take place in regions where a small financial support or helpful management from an international business can make significant changes.

Regarding that, we have discovered that there is one factor which provides growth and development for a society in almost every thinkable aspect: increased access to transportation Helping poor regions by providing them with better transport infrastructures always results in the creation of social and economic value for that community. "Choyal Industries", "100km Foods" and "Cielo Hamacas" are all AIM2Flourish examples of how wealth can be created when people are connected.

We cannot forget one thing, people are the heart of our goal. And by this we don't refer only to the working-age population (employed and unemployed), but also to children, the elderly, or anyone excluded from the labor force. Some of the businesses we have been assigned have done improvements towards children's education. This is the case of

Orange Neurosciences, which provides tools for youngsters with special education needs. For this reason, we observed how SDG 8 embraces the person totally, including its early stages of development all the way up to adulthood.

The flourishing stories demonstrate that Goal 8 is truly congruent with others such as Reduced Inequalities and Responsible Consumption and Production goals (SDG 10 and 12). This is due to the fact that the economic growth in a country is based, among many other things, on a healthy relationship between the production capacity of the nation and the buyers that consume those products and services produced. The more efficiently resources are distributed between these two market-forces: the quicker the growth will be.

Critical Reflection

Engaging in this cross-cultural experience allowed us to be able to gain a better understanding of the importance of having different perspectives when discussing matters that affect the world as a whole. The UN Sustainable Development Goals are developed to be applied throughout the entire world, so being able to discuss them with people from different cultures, beliefs and backgrounds made for a rich and insightful experience.

Having in our group representatives of four different countries, and three continents helped us develop a more thoughtful and considerate approach to understanding the SDGs and their impact, focusing them specifically towards businesses and how they provide goal-oriented innovations towards a more sustainable business future. As business and economics majors, with the addition of some being law students as well, we were able to explore the different implications the SDGs have on business models, allowing for a more ethical approach to for-profit organizations that equates the importance of this to that of the social benefit simultaneously.

Our efforts focused on identifying and describing the impact of the eighth SDG in the concrete stories assigned, which highlight the real scope they have around the world. Once we identified the main themes, we moved on to individually draw conclusions on our unique view of the conflicts and solutions. Thanks to the multicultural nature of the group we had the rare possibility to contribute a paper that represents the standard of thinking of a university student in America, Europe and Asia. From here, a torrent of ideas developed that is intended to shed light on some of the realities of the UN's global goals, especially the one assigned to us.

In order to carry out a critical study of our experience in the process, it is necessary to discern the steps followed and the very content of the material worked on, discussed and examined. As we have pointed out, this work has involved the dedication, over several weeks, of work guided by three university professors of the respective nationalities. In the first place, it has required coordinated teamwork with students who have not had the opportunity to meet face to face. However, the new means of communication have allowed for an easy adaptation and liberty to choose the most appropriate method in which we could get in touch with each other. The time difference also posed an initial problem but was easily solved thanks to the advice of our professors to set the early morning in Canada, the early afternoon in Spain and the late afternoon in Indonesia. Secondly, the work proceeded normally: one weekly meeting per ZOOM and the rest was individual work.

Our meetings revolved around analyzing some of the price-finalist stories from AIM2Flourish and identifying any recurring themes among them. Most stories didn't comply only with one of the SDGs, but instead covered at least three, many of them in close relationship with each other. SDG 8 is closely linked to SDGs 5, 10 and 12 that aim to target specific inequalities and responsible production and consumption. This showed us how a business can target a more sustainable business model through many different ways and innovations and achieve more than they actually set out to do.

We were particularly surprised there were so many different types of businesses applying the SDGs to their business models, and how they were able to create successful and profitable businesses while at the same time maintaining their sustainable values. The businesses ranged from the food industry to investment banking which demonstrated how the SDGs can be applied throughout the entire economic spectrum; this debunked our previous misconception that these goals were targeted towards developing countries and made us think that they were more feasible to achieve than expected.

A recurrent theme that turned up during our meetings was whether or not these goals were achieved purposely from individuals seeking to fulfill an SDG or were incidental to an issue identified by the innovators. After reading most stories and studying how they came up with their respective ideas, we concluded that most of these innovations sought first to

fix or contribute to fix a particular issue they had previously identified within their own communities and specific fields, which consequently led to them successfully reaching, not only one, but various SDGs.

Another commonality we identified when studying these business innovations was how all these businesses are all privately funded and how they did not need any financial incentive or subsidies from public organizations to seek out achieving these goals. The UN pushes the SDGs framework but has little public funding in order to achieve them, which made us think how unattainable they were at the start of this project. However, after much reading we were inspired to see how the SDGs are being achieved through ordinary people trying to make a change in their communities making for a great source of inspiration for other people wishing to innovate within their own fields making for a more sustainable future.

With regard to the definition of terms, we understand decent work as any form of paid employment that produces economic development in society and has minimum labor guarantees. By the latter we mean respect for human dignity, equal pay for workers regardless of gender, fair wages and other basic labor rights. It is important to note that the UN proposal is based on the quality of work rather than quantity. By the term "decent", we can say that it seeks a legal defense of workers' rights in the perspective of economic growth, and that these measures are closely related to economic growth, since the improvement of working conditions inevitably means an improvement in the wealth of the individual, but also of society. However, a question we proposed was, is this benefit equitable and fair or does it only benefit a few?

In one of our sessions we came to the conclusion that the labor reality is not as simple as eradicating unemployment, but requires above all quality of work and, as far as possible, reducing the unemployment rate. We seek to go further: work must provide incentives for workers and enable them to be competitive in a globalized, free-market world. For this reason, we focus on the centrality of the worker's life from the beginning of their schooling to the arrival of their first job, where they must continue to grow. In other words, decent work is synonymous with education.

We were struck by the presence of the implementation of our SDG targets in developing countries. The part of the world most in need of labor reforms and where the scope for economic development is widest includes a wide variety of Sub-Saharan African, Central American and Asian countries. Hence the question we were asking about whether the distributive impact of wealth is real. A danger to development is the lack of security that exists with governments and institutions. In many of these countries, the currency itself is not exempt from fluctuations that impede stability.

On the other hand, one of our critical views was based on the idea of the post-colonial disaster of Western nations. It is now, when many of the companies involved in the labor development of countries come from developed countries. It is interesting how it is possible to see a reconciliation between these worlds.

International companies have been the main players in the development and effective implementation of the eighth SDG targets. In turn, other UN goals, especially related to responsible consumption and sustainability, have been achieved. This private initiative and the flexibility of the content of the target and that of the "target goals", according to the UN, we consider to be the key to success. Finally, while many of these AIM2Flourish businesses impact their specific locations, they are taking steps towards global transformation.

Lessons Learned

Working in cross-cultural teams has been a tremendous experience that has allowed us to have meaningful discussions on the topics of sustainability and flourishing businesses. These international teams were composed of students from Indonesia, Spain, and Canada, across several disciplines. Our group has members studying Economics, Business, and Law, specializing in a variety of programs across these subjects. This diversity in our areas of study helped provide new viewpoints and perspectives to the topics in our discussions.

Going into these international groups, the Canadian students used the Hofstede framework to get a bit of an idea of where some differences might be. By far the area with the biggest difference was in individualism between Canada and Indonesia, with Spain ranking in the middle. This was an area we were aware of throughout the group meetings, and the Canadian student was mindful to ask questions, consider the insights provided by the group, and make decisions with the group's interests and inputs. The Indonesian students were more observant but made inputs to discussions when needed. The Spanish students were able to use their understanding of both collectivistic and individualistic societies to help facilitate the discussions. The University of Navarra in Spain is an international school with students coming from

many different countries and backgrounds. The Spanish students used their experiences working with international students at their school as a guiding template for these group meetings.

Despite the differences in culture, we found we are more similar than we are different. This could be because we're all of a similar age, related areas of study, and the connectivity we have through the internet allows us to interact with other cultures more than ever before. There were some aspects of this project we found we stumbled on, but they were not related to cultural differences. These cross-cultural groups helped us see that we can find similarities to people in different parts of the world and we can make connections if we put in the effort.

Working as an international team came with some hurdles, but overall was an enriching experience. The main issue we all had to work around was the time zones. While this is a common occurrence in international business, this was a new experience for all of us to work around. Canada experienced daylight savings time in mid-March, which resulted in some confusion of meeting times for that week. By the time Spain was changing their clocks in late March, we had communicated our preferences with the new times and were able to adjust much better. We realized the impact that a change of one hour can have on our schedules and the importance of planning and communication.

One piece that we all agreed was a hurdle to overcome with the creation of this report was our individual sections. It was a challenge for each of us to find where we fit into this report, and how we can go beyond our discussions to contribute our findings. There was something about having all our meetings virtually that made it easy to forget about our weekly assignments and goals. We all found that throughout our time working together we were completing our weekly tasks the morning of our meetings. This could be because we are all in several other courses that are in person at our respective schools, and we are physically present for these classes. Regardless of the underlying reason, we were still able to come to our meetings prepared and complete our tasks on time.

We all agree that we were lucky with the international group we were assigned. We had some connectivity issues with some members, but regardless of who was in our meetings we were able to have great discussions. Whether the meetings were in the morning, afternoon, or evening, we all came away from each discussion feeling like we accomplished our goal for the day, and always had insightful discussions. This project only ran for four weeks, but with the connections we made in this time it feels like we know each other well. We filled every meeting with jokes and laughs and it made this such an enjoyable experience.

We asked ourselves if we had to do this all over again, what would we change or do differently? If we could have changed anything about this experience it would be to have more participation from some group members. With the time differences and internet issues, we had most meetings missing at least one or two group members. While we were still able to have their input for the written report, we think our weekly discussions would have benefited with these members present. We also felt that having more resources provided for readings on theories or relevant literature would have been helpful. We used the resources from AIM2Flourish and from the UN Sustainable Development Goals, but we feel additional resources could have improved our reflection on these topics.

Having the opportunity to work in international teams to discuss sustainability and flourishing businesses has been an immensely rewarding experience and wrapping up our report is bittersweet. On one hand we feel proud and accomplished with the work we've done and the progress we've made. On the other hand, having completed this project means that our group meetings are over. We would highly recommend this experience to anyone who has the opportunity. We feel we made an impact with our discussions and made connections with peers we would have never otherwise met.

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SDG 9: Collaborative Essay: Investigating our Global Priorities and Social Responsibility

JENNIFER HALIM; NICOLÁS LANCHA CABANAS; ZIGOR SALAZAR CANDELAS; MUHAMMAD ALDEN SYABILLA RIZKY; RON ELENT; AND ANONYMOUS

Introduction

Sustainability is a topic that is becoming more and more relevant in our modern time as we become increasingly aware of the impact that we are having on our environment. It is for this reason that international organizations such as the United Nations(UN), have made efforts to help reduce the number of carbon emissions and help to curtail the effects of climate change. Whether it be the Kyoto protocol in 1997 or the Paris agreement in 2016, the UN has been a key player in creating global initiatives that look to make a more sustainable world. One of the most notable of these climate change initiatives has been the sustainable development goals.

In 2015, as a part of the 2030 agenda for sustainable development, the United Nations introduced the 17 sustainable development goals, with the aim of creating a shared "blueprint for peace and prosperity for people and the planet, now and into the future" (AIM2Flourish.com, 2022). These development goals were adopted by all UN member states, regardless of income, and serve as a guide to helping reduce many of the problems that are present in the world today such as poverty, inequality and environmental degradation. The sustainable development goals, in general, all fall under the 5 p's, that being people, planet, prosperity, peace, and partnership. Each of the 17 sustainable development goals has its own targets which should be hit by the year 2030. In total there are 169 targets, with different indicators that act as a means of providing qualitative and quantitative measures of progress (AIM2Flourish.com, 2022).

For the purpose of this report, we will be focussing on one of the sustainability goals in particular. That goal is sustainability goal number 9, which aims to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation" (AIM2Flourish.com, 2022). There are 9 targets within this sustainable development goal including:

- Develop sustainable and resilient infrastructure to support economic development and human well-being
- Promote inclusive and sustainable industrialization, and raise significantly the industry's share of employment and GDP in line with national circumstances, and double its share in the least developed countries
- Increase the access of small-scale industrial and other enterprises to financial services including affordable credit and their integration into value chains and markets
- Upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes
- Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, including by encouraging innovation and increasing the number of R&D workers per one million people by x% and public and private R&D spending
- Facilitate sustainable and resilient infrastructure development in developing countries
- Support domestic technology development, research and innovation in developing countries

Throughout the course of this report, we have taken a look at several companies that were able to innovate in their fields as well as promote sustainability either as a part of the company's core mission or as a bi-product of it. The 21 stories that we looked at for this report were all based around companies that were either finalists or winners of the flourish prize, a yearly award given out by the AIM2Flourish organization that recognizes the role that businesses play in achieving the UN Global Goals for Sustainable Development (AIM2Flourish.com, 2022). When looking at all of these companies and the ways in which they were able to promote sustainability, we noticed that they all had a common overarching theme of using technology as a means of helping to solve environmental and social issues. Due to

technological innovation being a core tenant of their business, we can see how these are all companies that primarily serve to promote sustainable development goal #9, which was introduced earlier.

We believe that this sustainability goal is important because of how it aims to use technological innovation and industrialization as a means of fostering sustainability, rather than simply being used to generate profits. The stories that we have looked at and will be discussing in this report are important because they show how capitalism and sustainability don't have to be mutually exclusive. Through looking at the different stories of these award-winning entrepreneurs, we will discuss what they did similarly, what they did differently, the themes we noticed, and ultimately give our thoughts on why these stories are so influential and what they mean for the convergence of business and sustainability.

Description and Comparison of the Innovations

We found that the articles that we looked at fell under 3 main themes. Each article is categorized by the main problem that it addresses, which will be explained in detail below.

1. Technology Innovation and Education

Utilizing information technology in the fishing business, Aruna Jaya Nusantara proposes a sustainable marine ecology. Aruna facilitates fishermen in the marketing of their catch by giving fair and transparent data, allowing them to better their economic situation and pass on their knowledge of fisheries to the next generations. Indonesia is a country made up of more than 17,500 small islands. It has a lot of potential and a lot of money in the water around it. Because there hasn't been a lot of progress in the fishery business yet. Lack of money and infrastructure in Indonesia's outer islands is the main reason. On the other hand, fishery production has increased in recent years, but most Indonesian fishermen still live in poor conditions because they don't know how to trade fish and what the market wants.

It was Farid, Indra, and Utari who came up with the concept of an online fishing platform to make it easier for fishermen to find a market, transparency, and a clear pricing.When Pasarlaut.com was launched in 2015, it became the first e-commerce platform for fish and seafood. In 2016, PT Aruna Jaya Nusantara was launched. It had two websites: pasarlaut.com, which was a commercial fishery market platform, and aruna.id, which was a company profile and an integrated fisheries system platform.

Aruna is contributing to SDG 9 by creating infrastructure and developing new technology. This indicates that they are supporting the United Nations to make sure that by 2030, no one is left behind. Through using technology as a means of building infrastructure, Aruna is helping their own country develop, thus helping to reduce global inequality.

2. Equality

Empowering girls and women all across the world is one of the most critical social concerns. Roshini Rides is supporting gender equality through technology by ensuring that all women have equal access to jobs, food, and education. It is their mission to act as a bridge between women in Karachi and also the resources, opportunities, and self-determination they deserve. The company's goal is to bring more women into Pakistan's economy, which is now dominated by males, and it expects to accomplish it with the help of the government in the future. The company's goal is to increase the number of women in the workforce, while at the same time addressing the omnipresent problem of traffic congestion by offering a carpooling platform.

To increase Roshni Rides engagement, the team created a dynamic website. Their website emphasizes safety and says drivers are chosen after a "four-point thorough verification process." Roshni Rides has been able to maintain its success by carefully selecting the best drivers. According to the website, "trained drivers, together with our technologies, identify our solution as the optimum transportation choice." Employees are vital to every business, they make it run. Roshni Rides could not continue its objective without competent drivers who care about Pakistani women.

While other driving services like Uber and Careem exist in Pakistan, Roshni Rides focuses on middle-class ladies who cannot afford these services daily or lower-class people who utilize rickshaws and buses. Businesses in the region have forgotten their target demographic, making Roshni Rides unique.

The company has been able to raise funds to start a new and exciting business for women in Pakistan. They have chosen drivers who are compatible with their goal, safe, and well-trained. Their entry into a new market in Pakistan is helping them achieve their immediate and long term aims.

3. Environment

When it comes to the environmental side of things, one of the leading firms in technological innovation is Auravant. They are a Software-as-a-Service (SaaS) company that uses satellite imaging to be able to maximise the efficiency of crop yields through giving advantages such as telemetry, traceability, and automatism. This provides a huge advantage to those working within the agriculture field because it provides value through activities such as calculating the vigor, yield, harvest rates, as well as detecting the anomalies of the land and notifying the user by email.

The company was founded in 2015 when Nicolás Larrandart (Auravant CTO) together with two other partners found that there was a niche in the agriculture industry that was not being addressed. They noticed that farmers were not using data when harvesting crops which was generating high inefficiency due to there being many wasted inputs of seed, water, and herbicides. The team then took this opportunity to create a platform which combined mapping and data processing in one package.

By maximizing the efficiency of the inputs used, auravant is not only helping to create a better yield, But it is also helping to preserve useful resources such as water, as well as minimising the use of harmful inputs such as herbicides. By doing this, Auravant is able to target sustainable development goal #9 through its use of technological innovation to help protect the environment.

Ultimately, these businesses are influential in the way that they don't just think about making money, but rather they choose to focus as well on how they can have a positive impact on the environment. They do this by creating products which provide more sustainable and socially continuous solutions to what is available in the market. Through doing this, these companies are helping to mitigate the negative effects that other companies within their industry have created.

Even though these companies work to solve different issues within society, they are all similar in how they choose to utilize technology in order to achieve their mission and create positive social change. In particular, we found that one overarching strategy that existed among all of the companies that we looked at was the blue ocean strategy. The blue ocean strategy is a strategy where a company enters a market which has very little or no competition. The blue ocean strategy focuses on differentiation as a means of opening up a new market space and creating new demand (Blueoceanstrategy.com, 2022). By doing this, these companies were able to carve out a niche for themselves by focusing their product or service around solving a particular problem.

One overarching strategy that we found that all of these companies were using was the blue ocean strategy. The blue ocean strategy is a strategy where a company enters a market which has very little or no competition. Businesses such as those stated above are implementing this strategy in order to achieve their vision and goal. They came up with solutions that truly benefited people by addressing the problems that are present in their respective industries. Through doing this, these companies are contributing to creating a more sustainable world.

Critical Reflection Essay

Throughout the course of our discussions, it was interesting to see the different ways in which companies were able to address the sustainable development goals. This was an eye opening experience for us as it opened our eyes to all the different problems that exist in the world. By reading the articles, we were able to understand the importance of addressing these issues. We as well saw how companies have begun to change their worldview in order to become more sustainable with their carbon footprint. While reading real cases and the main objectives they wanted to achieve we managed to develop a new point of view. Industries are going to have a 360° change and the world must be prepared for it. Sometimes we aren't aware of the consequences that our actions can have on the world, and so we keep living as if nothing wrong could happen.

When we were discussing the different SDG's we found very interesting how a company was almost certainly addressing more than one SDG at the same time. with an average of about 5 per company. For companies, being able to touch different points of sustainability and equality allows them to be closer to the global goals every year. For us, being able to learn the new metrics and their desired impact in society made us more conscious of our actions and future goals we want to achieve with our lives.

Conciliation is the word that best describes what we learned over the course of these last few weeks. The world needs us and we are in the right place and the right moment to act and become more sustainable with how we live. After looking at these articles, we came to the consensus that what is really important in our lives is to be proud of contributing to make the world a better place. It is totally true that we need the unconditional support of the

governments and companies to lighten the process of decarbonisation, but it is also true that we can't just sit around and expect change to happen by itself, which is why we have to focus on how we can make little changes in our everyday lives. These changes can go a long way in helping to increase sustainability in the long run.

The AIM2Flourish experience was a great one, as it introduced us to several organizations that are trying to make a difference in the world. There are companies from all over the world that are working for a common goal: creating a more sustainable world. It was very interesting to see that companies from very different parts of the world can have a similar outlook on a particular SDG and have common goals and priorities set to make their goal possible.

As a group we divided up the articles so that each member had to read approximately 4 articles and we created a spreadsheet so that we could share our lessons learned from each of the articles. We believed this would be the best way to compare and contrast the companies, and the different themes that we noticed. The categories we used to compare them were: Sustainable Development Goal, their origin stories, if they prioritised the SDG or profitability, the objective of the company, and themes. Through this analysis we managed to identify that most of the companies are focused on fulfilling their SDG instead of maximizing profits. There are a variety of reasons why this could be. From improving company image to a true sense of purpose for the cause, companies have different reasons for why they might sacrifice profits. We ultimately believe that, in the long run, it will help them create more profits, along with creating a more sustainable world.

Other data we can take from the excel chart are the similarities that exist within the origin stories of the companies. Most founders come from a humble background and created the company to solve an issue that they themselves had been going through. Take, for example, the story of "TOMi7, the best technological tool for students". This idea came from a student in a low-income school in Colombia. He was inspired by a teacher to create a technological tool that would aid teachers from low income schools and help them give their lessons. There are plenty of cases similar to this scenario where a founder took it upon themself to create something that would solve the issue that they were facing.

The recurring themes in the AIM2Flourish companies were environmental protection and conservation, waste reduction, innovation in technology, and social impact. This choice in themes makes a lot of sense as they are also some of the United Nations' Global Goals for Sustainable Development and Business. It is clear that many of these stories were selected purposely to make the themes in the stories and the UN's goals overlap.

Our SDG was industry, innovation, and infrastructure and while this SDG may not resonate as much with the average person, we believe that innovations in the world's industries and infrastructures may lead to these other SDGs being further developed. In our opinion,all of these SDGs all work together in unison and as one gets better it helps the rest of the Sustainable Development goals to improve as well.

Throughout the meetings we have had the pleasure of being able to read a variety of articles or stories, and this has taught us many skills. From one hand, the ability to interact with people from different parts of the world and to carry out a relatively smooth process, even though we have totally different local time.

After having read and analyzed the articles and then having been able to comment on them, we have all learned that there are many companies that are really looking forward to prosper and to improve both the sustainability of the world and the environment. We have also learned that many family companies want to flourish and become better and better on their objectives.

During the process of analyzing the articles, we have been able to learn about different areas, such as: sustainable livestock, renewable energy or sustainable cities or communities, and what they all have in common is the sustainability of the society.

Moreover, we didn't expect everything to be so easy and so smooth, in the sense that since we all had different schedules we thought it would be very difficult to have meetings often, but we organized ourselves in such a way that everyone could meet. All this that we have learned would not have been possible if we had not been well organized, since, as we have previously announced, the group is made up of people from different countries, and a good organization is a key element to carry out this project correctly.

AIM2Flourish was a great challenge for us and allowed us to gain new insight about business innovation worldwide and also understand how they related to their SDGs. We also learned how business could bring a great impact towards humanity. We also learned important points of view by sharing our own opinion with each other in our online meet.

I learned that innovation should give a great impact towards the world, innovation is about making something valuable for the user. AIM2Flourish helps me to change the way I think and also brighten my mindset about how business should perform in the digital age. SDG'S is the principle of doing business innovation and innovation is the step to achieve it.

The articles that have been provided to us are all quite interesting, and discussing them with foreign friends has allowed me to get fresh perspectives on business and sustainability. It allows us to think about what new innovation we can make and why we should create a new innovation.

Our Work as a Distributed Team: Lessons Learned

This opportunity provided me with a great deal of information and I became more open to new points of view that I might never have thought of. Many of the articles genuinely taught us that it is not only crucial to create a profitable business, but it is also important to consider what we can do to give back to the community or to protect the environment. We should be willing to offer more than we have taken in the process of our production process.

This is a completely new experience for me; I never imagined that I would have the opportunity to collaborate with such wonderful international colleagues in the first place. We may have found it difficult to keep up with our schedule at times due to the time difference and the fact that we are really quite busy, but this was not a major issue for us. After all, this is really a fun way to learn something, I'm looking forward to another opportunity.

We found some companies that are very interesting and give very impactful benefits toward the world. It gives us new inspiration. AIM2Flourish is a great and fun way to learn about businesses and SDGs.

The purpose of working together as a group is to achieve goals with team work, which means every person must contribute to every task and also be responsible for their work. I learned a lot of things from AIM2Flourish, especially about business innovation.

Working together in a group is really interesting because for me it's a fun challenge because we are from different countries and together we still can complete our task even though sometimes the time differences between Spain and Indonesia is quite far but we still can make it and finish our task, and I don't think our group had any problem with cross cultural, were basically communicate as usual even though were from different country but we can make it even though sometimes the time differences between spanish and indonesia is quite far but we still can make it and finish our task, so it's been a really great experience for me.

When we were told that we were going to work with people from different countries I couldn't imagine that I was going to be working on the same project with people from Indonesia and Canada. At first I thought how on earth are we going to organize and meet to work on the activities, but when all members are willing to help, no matter the time zone, the work will be carried out correctly. In my opinion this methodology has been very productive and formative to the point that we ended up having a very good relationship between all of us. At the beginning of every session I tried to ask everyone how was the week, so we could familiarise between each other and obviously trying to make less formal our woking sessions. Always with the camera on, the smile on their faces and no matter the circumstances we were all very punctual to work together and willing to do a great job. Really enjoyed this experience and I totally recommend it for future generations, because no matter what others can say about internationalisation, what I can affirm is that there is no better way to learn such an interesting topic as SDG's and innovation with people all over the world. New friendships and of course new consciousness of the topic held during these weeks has made me be very passionate about the subject.

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SDG 10: A collaboration To Inhibit Inequalities, In And Through Business Innovations

FÉLIX ZAFORTEZA PONS; LUCAS POMBO LACAMBRA; LUCIANA RODRIGUEZ; SHANA LARAS PIERCY; AND BIMA PAHLEVI

Introduction

Did you know that the wealthiest 1% of people on Earth have more wealth than the rest of the population in the world combined? And the ongoing COVID-19 pandemic has increased inequality rates and it is expected to keep rising. This means that the gap between rich and poor is increasingly widening. What will this mean for those in a more vulnerable state? And how can we, as future leaders and business owners change this course?

Sustainable Development Goal 10, as posed by the United Nations, calls for reducing inequalities within and among countries in every aspect. It promotes the social, economic and political inclusion of all notwithstanding age, gender, disability, race, religion, sexual orientation, ethnicity or any economical status. Therefore, by 2030 the UN hopes to ensure equal rights for everyone by eliminating discriminatory laws and policies, controlling markets, financial institutions and fair trade in vulnerable communities to reach integral social, economic and environmental development. The targets set by the UN for SDG 10 are as follows:

Target 10.1: Reduce income inequalities

Target 10.2: Promote universal social, economic and political inclusion

Target 10.3: Ensure equal opportunities and end discrimination

Target 10.4: Adopt fiscal and social policies that promote equality

Target 10.5: Improved regulation of global financial markets and institutions

Target 10.6: Enhanced representation for developing countries in financial institutions

Target 10.7: Responsible and well-managed migration policies

Target 10.a: Special and differential treatment for developing countries

Target 10.b: Encourage development assistance and investment in the least developed countries

Target 10.c: Reduce transaction costs for migrant remittances

Inequality means the unjust distribution of wealth and resources. In today's world, a larger number of households are living in societies where income is still unequally distributed. Consequently, this income bias harms the opportunities that people have, especially when it comes to access to decent jobs or educational services. Furthermore, there are certain vulnerable groups such as migrants, people with disabilities or women, who suffer greater inequality of income and opportunities.

SDG 10 is key to achieving sustainability as it is intrinsically connected to the other goals of the UN Agenda; for instance, inequality is an obstacle to ending hunger (SDG 2), promoting equal education for all (SDG 4) and fighting to end climate change (SDG 13). For that reason, the UN considers inequality as an impediment to accomplishing world sustainability.

Sustainable development is defined as the development that satisfies the needs of the present without compromising future generations' needs. It seeks to achieve economic progress, social welfare and environmental protection.

On that account, we can not achieve sustainable development if we exclude any part of the population. Inequality means a threat to social and economical development, as it weakens many countries and promotes poverty. When it comes to education, inequality creates barriers that continue between generations; when health, it reduces life expectancy and productivity. That is why countries that have lower life expectancies and higher infant mortality rates are the ones that have higher levels of income inequality. Equitable societies usually are the healthiest ones.

Providing that we reduce inequalities in income, health-care services and education, we can achieve wealth. If there are more equals societies, poverty rates will decrease significantly and people will have the same opportunities.

In that way, companies are a critical factor in achieving this goal since they require adequate and decent workspace,

especially for unfavourable groups, redistributing equal wages to employees and implementing mechanisms for tax evasion. In that way, organizational practices would trickle down inequality, still, it could also perpetuate inequality rates by benefitting certain groups over others in promoting or rewarding.

However, progress is being made as more businesses are committing to be more equal. For instance, many companies are encouraging equality between men and women in access to employment, promotion and working conditions. Moreover, organizations are providing support to workers with different abilities by facilitating inclusion and labour integration.

Businesses have the potential to eliminate inequality. They all have the aim to respect human rights, implementing policies that ensure that. Also, it is important that governments work hand in hand with companies and that their relationship is transparent, this will positively impact human rights. In other words, if the government is honest, businesses will be honest since the government's morals will be reflected in the behaviour of business leaders.

We all flourish together when everyone is treated equally.

Innovations

The 20 innovative companies we were assigned came from different business sectors and countries, truly showing how vast the issue of inequality is, to the point where it has infiltrated every geographical and social area. Businesses, domestically and internationally, either abuse and exploit minorities, or further reinforce them by denying minorities as employees. On the other hand, it depicts the range of individuals who strive to better the world, more specifically concerning SDG 10. It is important to note that each SDG is interconnected with each other, as they affect one another, and this can be seen as all companies were targeting more than SDG 10. Half of the companies contributed to SDGs 8 and 12, which are Decent Work and Economic growth, as well as Responsible Consumption and Production, respectively. What we found truly inspiring was the fact that the majority of the innovations and companies that were developed were created because each of the individuals who created them had personal experiences with the inequality they aim to abolish. For example, Re-Deme Studios was founded by a mother of a dyslexic child who was more comfortable and worked effectively through the use of visual and kinesthetic learning. Re-Deme Studios provides resources for disabled kids to learn through the use of art and expression.

Below are 9 notable companies we were assigned which each affected a specific, different community that faces workforce inequality. We chose to focus on these because they are the most dissimilar when it comes to technicalities, yet because they aim to develop inclusion within the business realm, the message strengthened by these companies is similar. Once again, proof that regardless of differences, individuals and entities can grow a mindset and system which aims to benefit society and the fewer privileged communities.

These business innovations cater for different types of inequalities, from financial inequality to physical in the form of disabilities. Furthermore, each innovation penetrates different markets, such as technology in the form of apps, food and beverage through sustainable coffee and chocolate production, as well as construction. The companies also operate on different levels of growth, from Tony's Chocoloney which is a multinational company, to Nahui by GM which is a local company. The common solution provided by these innovations is to provide disadvantaged communities with the resources and knowledge to go beyond and break free from the cycle of inequality. This conveys the message of teaching a man to fish so they can fend for themselves, which we as a team, support and endorse.

The reason we would brand these companies as flourishing businesses is simply that they, not only positively develop themselves but, impact the lives of those in a community outside of their organisation. This allows a domino effect of good as a society will benefit from the increased amount of viable skilled workforce, thus the economy develops.

Critical Reflection

We were dealing with very diverse companies which were not only characterized for being from different parts of the world but were dedicated to disparate business types, industries and sectors. The companies' main activities were related to a very diversified framework, that is, enterprises' industries ranged from Food & Beverage to Computers Software. Notwithstanding, a very surprising fact for the group members was that even though the companies were dedicated to different industries, they all have a common objective, which is the improvement of the aspects of lives of less advantaged people, which at the end of the day can be translated into a reduction of inequalities.

The fact that such diversified companies shared the same goal – inequality reduction – is clear evidence that equality

can be achieved from distinct sectors of the economy. This raised awareness amongst our group members and has, therefore, served as a lesson for us students. Our previous belief that equality could only be fought from very specific sectors of the economy was eradicated. An interesting outcome in our discussion was that in such a globalized economy and society, equality can be achieved through very contrasting approaches which is something that could end up leading to improvement in all aspects of society and therefore provided for optimism among members. This optimism was born over the assumption that if the enterprises from most industries of the economy can fight against existing inequalities then there could be a point in time where inequalities are very little or non-existent. However, the group members were also concerned about the fact that this is not something that can happen from one day to the next, since such a change requires a lot more things than just enterprises aiming for equality, this is a societal problem that concerns many other aspects of society and not just enterprises dedicated to such goals.

Additionally, the group members realized how applying ethics – in this case, inequality reduction- to businesses leaves room for economic benefit, which was deeply surprising as we all had a previous judgment that underlined the fact that enterprises whose aim is to provide for ethics in their activities are not somewhat subject to success when it comes to economic terms and that such kind of enterprises are normally NGO's. Contrarily, we all witnessed as we kept discussing that we all thought and felt that at the time of thinking of opening a new enterprise -being an entrepreneur-, we could with no problem take into consideration the possibility of aiming to improve sustainable development goals. We all believed that allowing for equality in the creation of a business could even turn out to be an advantage.

Furthermore, three members of the group, matched in the matter that they wanted to become entrepreneurs in the future and they all three agreed that this activity had potentially moved them to action in the sense that sustainability can be a powerful tool to generate economic benefits. Not only do sustainable goals provide for economic growth as the enterprises we analyzed demonstrated but it also leads to the well-being of citizens and therefore for society in general. Companies must seek these goals to do well, they must go a step further and instead of doing good they must aim to do well.

A major lesson learned from these stories is that companies nowadays must apply a sustainable approach in the development of their activities without a doubt. These enterprises give evidence that this alludes to companies coming from any sector, industry or type. We believe that if companies could manage to place such an approach on their goals then society would unquestionably be positively influenced and the construction of a better society for future generations would begin. If enterprises apply such an approach then something similar to a chain effect could begin so that not only enterprises could fight against inequality, since we students also believe that enterprises are one of the main drivers of society and therefore they could act as "leaders" in the needed change society must go through.

Another interesting point that we spotted while making our analysis of the different social initiatives is that all the companies that we have studied are distinct in terms of industry, target and means of promoting equality. However, despite this fact, at one point in our exchange of ideas and insights, we realized what all these companies have in common. They all rely on a strong network of people. Although it seems to be an obviousness, the 10th SDG is aimed at reducing inequalities and this goal directly falls on the people. All the analyzed companies pretend to make an impact in a target community: either disabled people, young workers suffering from slavery or discriminated transgender people.

A consideration that came up in our discussion is that we currently live in a globalized world where companies can no longer allow themselves to leave their sustainability duty out of their business model equation. And most especially in the case of their role as protectors of equality worldwide. Apart from having to meet the newest regulations concerning employment equality, they are also pushed to engage in this mission because of consumers' demands. Nowadays, we the consumers want to know how the product that we are purchasing was created. We ask ourselves things like 1) Are the workers of this brand well-paid?, 2) Do they work in a good working environment?, 3) Is this company sexist?, racist?, 4) Does this company make any effort to employ staff with reduced physical or mental capacities?...and so on. Consequently, companies can't avoid implementing equality promoting practices in their business because consumers nowadays are more concerned about the origin of the product they are purchasing. And the demand for a product will fall if it is known that the enterprise is not committed to protecting equality.

One of the largest learning points from this work is that, before digging into the stories, when we thought about how companies can promote and protect equality we could only come up with HR. That is to say, we were only aware

of practices like equal salaries, a balanced amount of women and men – especially on the board of management, no discrimination of any type in recruitment and dismissals... However, after investigating the different scopes of application of equality policies in several industries we have expanded our awareness and we now know that promoting equality can be deeply integrated into the whole chain process of any company. From the usage of technology to the obtention of resources from disadvantaged small suppliers of the market, almost all the actions that a company can take on will entail a positive or negative impact on the equality of the people involved in the whole process.

Finally, and to conclude with this critical reflection on our experience, we were all very happy to see that even if we come from different cultural backgrounds we had the same values regarding this issue. We used some time in our weekly meetings to get to know each other beyond this work and we shared our respective nations' perceived levels of equality. Unfortunately, Indonesia seems to be delayed in development concerning equality and there are more discriminated communities (LGBTQ+ especially as we pointed out). Nonetheless, despite having a greater presence of this essential topic in the Spanish political dialogue, both countries should keep on striving to promote a leading regulation inequality that pushes companies to work in this direction.

Lesson Learned

We managed to adapt to the cross-cultural dynamics in our group by actively participating, sharing about each other and studying each of our mindsets. Establishing a personal connection with each other as soon as possible was very important for the long term of our essay project. The first step we took was to record a short introductory video to share with the whole class of 120+ students and watch as many as we can, paying special attention to our teammates. This made it easier for us to meet all of our group members early rather than relying on Whatsaap chat and Zoom meetings.

However, in the first meeting, our interactions were rather stiff with each other, but as time went on, we started to learn about the difference and similarities in each member's opinions. Each of our cultures held respect highly which allowed us to be understanding of others' perspectives. We learnt that we agreed on many aspects of the topics assigned to our group, though our opinions did vary. One of our first discussions about the SDGs included our understanding of this subject, how we were going to approach the final paper project as well as taking a look at the articles we were assigned.

As mentioned, SDG number 10 was allocated to our group, which aims to reduce inequality within and among countries. This SDG calls for reducing inequalities in income as well as those based on age, sex, disability, race, ethnicity, origin, religion, economic well-being and social status. Not only within a country's society but between governments, and supporting less developed countries with fewer opportunities. In doing so, we learnt a lot about how many countries' governments or companies, wanted to make rapid changes for their people, therefore, providing proper solutions for those developing countries. For example, many countries are still intolerant toward people of minorities, but from what we learned, many firms are trying to make changes. They show that as a society, not only must we accept everyone, regardless of skin colour, religion, sexual orientation, gender, disabilities, age etc, we must encourage and support them in obtaining equal opportunities.

Lastly, this paper was developed and our opinions were made tangible.

We realize that the articles read were unique, all of the companies' backgrounds that we covered had multiple commonalities. The idea was that as a society, future leaders and business owners, we must give to the community and help those in vulnerable states to develop in education and labour quality. Everyone has the right to receive equal income, and opportunities and feel financial, mentally and physically safe. to do so, we must be tolerant and integrate these ethics and morals into our businesses and businesses run the world and economy. Evidently, companies tend to prioritise efficiency along with decreasing cost at the expense of others deemed as "broken" or "defective goods". Sub-consciously people have developed this unethical practice of valuing people as assets and discriminating against them even though these are characteristics people cannot change.

Additionally, we learned a few points from this project in regards to co-operations. They are as follows:

Promote Open Communication

Give every team member a chance to voice their opinions. An open communication line is essential for greater efficiency. Otherwise, team members feel under-appreciated and dominated by either the management or the dominant players in the group.

Listen Actively

As a team, we should pause and attempt to understand why certain locations or members of the team operate differently. If you overlook the local cultures, considerations, and needs that impact each team member, it can lead to unnecessary friction.

Ask questions, listen to your team members and develop the flexibility to manage across different cultures. Listen and enquire more to learn different ways to motivate and mobilise groups with different thought processes.

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SDG 11: Builders Of The Future Generation: Analysis of the Sustainable Development Goal 11

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I) Short Introduction.

Constructing and managing is not an easy thing. Many considerations must be done in order to get the best results. Taking the example of a city, then relating it to organizing, developing cities. It does not escape that this is related to SDG 11. SDG 11 "has the meaning of the latest emanation from the thickening of layers of international normative guidelines on sustainable development and urban governance questions" (Helmut and Anél, line 2). Many positive things come from SDG 11, such as "being an analytical framework to explore how the transformative power of urbanization can be and help other SDGs" (Sfss Book series line 5). Also for the extra SDG 11, we get lessons such as looking for alternative resources to reduce or prevent bad things, such as pollution. Then, not only that, but we also get effective and suitable ways from here. And other things too. SDG 11 itself has a vital role in global sustainability, like a badminton racket is indispensable when playing badminton. The critical role taken by SDG 11 is to build and organize cities, as well as regulate population and urbanization to occur, so that later they do not experience significant losses or problems. Things like this make the environment good and not polluted, as well as global sustainability. All of this can work well if the way to implement SDG 11 can be adequately maximized.

II) Description and comparison of the innovations.

SDGs are the way to achieve a better and more sustainable future and can be implemented all over the world because they address all the issues we face, including poverty, inequality, climate change, environmental degradation, peace and justice. The main SDG that is involved in all of our companies is SDG 11. SDG 11 main goals are to make cities and human settlement inclusive, safe, resilient and sustainable. The stories of these companies are unbelievably motivating and really spreading a positive and exciting energy for our generation to encounter the future ahead.

The first companies being discussed are the one that are most impactful and also beneficial towards the environmental aspects. Sustainable businesses or green businesses are enterprises that have minimal impact or potentially a positive effect on the global or local environment, community, society, or economy. 4ocean is one of the companies that have a direct impact on saving the environment because it works on new technologies in order to make the ocean cleaner than ever before. The technologies enable the company to take trash out of the ocean 24 hour a day. In 2017, this company had recovered millions of pounds of ocean plastic and harmful trash, and has also partnered with many organizations to make a positive impact to our environment.

Another company that has a beneficial impact towards the environment is Aerofarms. This company operates in the algaculture industry, and it produces high quality greens that require less water and have a higher productivity rate.

Another company that is really into the environment is Mamut. It is a Bolivian company that helps building a safe and sustainable city by creating infrastructure from manufacturing recycled products. Nowadays, there are so many businesses that do not rely on materials that are based on recycled products, and Mamut is one of the pioneers in this section. Mamut is not only engaging in SDG 11, but it is also engaged in SDG 9 for their innovation and infrastructure, SDG 12 for being responsible in consuming what kind of material they are going to involve in creating their products Lastly, it is engaged in SDG 13 for helping the climate to be greener and not creating hazardous material.

Another company that is moving in the same industry is Pueblo Chapelco, a company which engages in real estate development that uses and manages the natural resources. This company is related to SDG 11 points that mention promoting cities and human settlement to be inclusive, safe, resilient and sustainable. One amazing point that this project mentions is that the living expenses will be very low compared to other real estate developments since the energy will be very cheap. Both, Pueblo Chapelco and Mamut, have similarities in creating a cheaper alternative for the same number of products. This is really beneficial from the financial point of view and also very efficient.

Another observation is that there are several companies that really focus on infrastructure and creating a really fun innovation for them to become a sustainable business and related to SGD 11 goals. The first company that I would like to address is PolyMolding. This company's aim is to provide an efficient and durable foundation towards infrastructure projects, and thus, creating a greener environment towards the construction industry and using sustainable and harmful free chemicals. This company also reduces the use of heavy machinery. What is really interesting is their innovation on EPS foam, which has a huge impact on the construction industry as EPS foam is rigid and durable, which makes it perfect to use under concrete, cinder blocks, etc. This innovation has created a huge impact on the industry and also the environment because it serves as insulation to prevent heat escaping from buildings and therefore it saves energy cost.

Another business that is in the same industry is Casa para Ensamblar. This company is an innovative business that contributes to the solution of social and environmental problems. It has broken the idea that the housing is expensive and can only be afforded by rich people. This company creates access to decent housing for the low-income people. The main goal of the project is to reduce 60% of the total construction cost by providing a construction technique using a revolutionary and sustainable material (CPM) with a LEGO-like method so in order to create the housing, while at the same time water, cement, or specialized tools are not needed.

The last company on this industry is Hivve technology. It emerged because of the growing education industry where there are more buildings needed in order for the university to deliver the materials. Hiive is a self-contained, low energy, modular classroom with a difference. A new school infrastructure can be very expensive, and this can impact the physical environment and also school learning environment. Hiive came in order to solve this issue by providing a "portable" or modular classroom system that allows for full control over the learning environment, providing light and comfortable setting conducive learning.

Another company that also helps the environment indirectly is OLIO. this company came from the frustration of its owner because over 1/3 food all over the world goes to waste. The creator was able to create a food sharing app, and so far, the business has one million users. It is really important to know the scale of food waste problem towards the environment, food waste is really bad and awful for the environment. It requires a land larger than China to grow food each year in which they eventually go to waste. This means that the land has been deforested, species have been driven to extinction, soil that has been degraded and this all to produce food that is going to be thrown away.

Another aspect of the social development goals is the growth of humanity and how they are treated equally. One of the points that SDG 11 mentions is providing universal access to green and public spaces, particularly for women and children, older persons and persons with disabilities. This point is related to some companies in terms of human development.

One of the companies is called On My Own. This passionate company is developed by Dr Anita to help disable people live independently and be able to drive by themselves anywhere. The company provides driving lessons for disabled people on customization, and also have a consultation in order to create their custom car. In the last year, a total of 154 families have benefited through car driving and consulting. In the future, this company plans to have a cheaper option/program for the low middle class family.

Another company that has a huge impact on the humanity aspect is Manos Libres, a company that helps former convicts to fit in again in society and have a proper job once again in their life, or in other words, giving them another chance in life to do good things.

Cirklo is also one of the companies involved in helping humanity's growth. This company creates projects, services and platforms that drive positive changes in the environment. It has developed a tool to facilitate discussion and detect hypotheses on how to increase the collection and recycling of PET plastic waste. Related to SDG 11, Cirklo works with Bonafont in mapping the value chain of garbage in Mexico and they are planning to the most leveraged spaces in which they can implement the system to generate inclusive recycling projects in Mexico.

Lastly, there are also innovations that focus on energy production to become more efficient compared to the old days. One of those companies is called Juwi, which has an amazing innovation in using renewable energy in electricity production and is hoping to use 100% renewable energy worldwide. Juwi generates around 7,5 billion KW/hour from one thousand wind turbines and around 1700 solar plants.

Another mind-blowing innovation is converting the air and turning it into a healthy drinking water. This is what the company Watergen USA does. One of its reasons of existence is the hard access to clean water that is faced by the majority of the countries in the world. The company has a technology that allows it to create clean water out of thin air. The company has helped in a lot of natural disasters across America as well as in Asia.

Another aspect from energy is also the efficiency of consumption. An example of this is the company Waterfarmers. This company transforms used shipping containers into functioning greenhouses. Their designs are customized and depend on the customer's needs. Waterfarmers have created a product that is very energy efficient and promotes sustainability, which has created a positive environmental effect. This practice also promotes local agricultural practices and has a huge impact on the ability to buy more locally produced foods.

III) Critical reflection essay.

When we started to investigate in order to do this project, although there was a rough idea of what the Sustainable Development Goals entailed, and where they came from, none of the members of the group knew much about them. There was not a true knowledge about the proposals and more specifically, no one knew about SDG 11, our goal to analyze.

At first, there was a general conviction in the group that the Sustainable Development Goals are something necessary in the world that we are living in, but they were also created to give a good external image of the United Nations. This is because nowadays, if any company does not commit to stopping global warming, or does not do something to benefit the environment, then the society does not like it. This situation is further intensified if we are talking about an international organization such as the United Nations. This idea is clear evidence that we were not well-informed and did not know much about the SDGs and its main benefits for everyone.

More concretely, our Sustainable Development Goal is number 11, which is "sustainable cities and communities." From the title, we could have a general idea of what the goal was about, but apart from that, we did not know much about it. We were not conscious about the multiple activities that could be done in order to comply with this objective. We have read so many projects that are trying to make cities safer, more sustainable, and inclusive. For example, "On my own", the project that teaches disable people to drive, so they can move with freedom around the city. Another example is "Casa para Ensamblar", a project that builds houses with sustainable materials for low-income families.

Another concept that came to mind, which is in almost all literature talking about the new cities and the future of society, is circular economy. This concept of circular economy is widely related to the SDG 11. Basically, it entails that a circular city must be self-sustainable and self-powered. This is, create an environment suitable for a sustainable community, through a sustainable city. Therefore in reality, although the concept of circular economy is very wide, we saw how the idea behind the SDG 11, what really entailed, was a push from the UN in favor of these new conceptual cities, bringing them to life.

As previously stated, we have seen how there are numerous alternatives created from the private sector that share this same aim, the aim of creating new solutions to develop sustainable cities. In some manner, this is the best response that could happen from society, that entrepreneurs and corporations look into this necessary change, not as a set of restrictive measures, but as a new overall framework. This new framework not only allows for adaptation, but as it has been proven along the dynamic, there is a huge window for innovation.

Along the process, when we shared our thoughts about the different companies pursuing this Sustainable Development Goal, the group also came up with other companies or initiatives that they knew either from their country or from other places. This was very interesting, since it shows that there really is a global trend pushing for this kind of initiatives, not only on a governmental level, but also on the societal strata of the population.

This was very revealing, since sometimes as a society we tend to think that international organizations such as the United Nations do not have real power in the world, and only serve as a debate forum, in which nothing really gets done. Obviously, it is known that this is not the case, but many members of society do not see the real impact of the UN in their lives.

Seeing how these SDGs do have an impact in reality through emerging companies is quite revealing. Not only for the mere concept of achieve the SDGs, but probably because we, as young citizens, who are "responsible" for the future, and

in which some cases are looking into entrepreneurship or companies with social impact as a possibility in their future career, see that it is possible to demand ourselves some kind of commitment with the environment and society.

The internationalization of all these companies, which acted locally, but looking towards solving a problem suffered by all societies around the world, is one of the key aspects in the project. At the end of the day, the group was composed by students from Indonesia and Spain. However, when the different companies were discussed, we found out that all of them served a purpose not only in the country where they came from, but also in our own countries. This shows us the possibilities and opportunities within this "sector".

After all the discussions we had about SDG 11 and all the stories that we read, we have observed that we can do more than we think to accomplish SDG 11. It might sound like a typical phrase, but it is actually true. We tend to think that making a city more sustainable is to recycle, or that making a more inclusive city is to do some volunteering. We would not have imagined that even creating small houses with recycled materials can achieve both, creating inclusive and sustainable cities. This has actually motivated us to think "outside the box", to see if there are any habits in our daily lives that we could modify or implement in order to accomplish SDG 11.

This analysis did also have a personal impact on the team. One of the members of the group wants to create her own company. She had never thought about taking into consideration the SDG 11 when starting her business, but now she wants to create a company that will help to achieve this goal. There are many options: build a sustainable shop that uses renewable resources to have electricity, or hire people with any disability to help develop a more inclusive city. As it has been already mentioned, there are many possibilities to achieve the SDG 11, so there are a lot of activities that the member can do in her future company.

We are conscious, and many experts also affirm, that there is still a long way to go before the United Nations can say that the Sustainable Development Goals have been successfully achieved. Moreover, our goal, the SDG 11, will be complicated to accomplish because to do this, many traditions and ways of acting that are intrinsic to society have to be changed. Nonetheless, we are also aware that "Rome was not built in a day, but bricks were placed every hour." Success is obtained if we start doing something. Likewise, we can accomplish the Sustainable Development Goal 11: step by step, every day doing a new action, or even changing one, that would help create more sustainable, safer and inclusive cities and communities so that, in the near future we have a better, more prosperous and environmentally friendly world.

IV) Our work as a distributed team: lessons learned.

Working in groups can be difficult sometimes, so having a team with members from different parts of the world, with different time zones, and from different universities can be even harder. However, all the members of the team, we believe that we have worked together well, collaborating with one another and that has turned out to be a very enriching experience for all the team members.

One member believes that this work in group was very interesting as a new experience. The fact that the focus of the group project was the Sustainable Development Goals was a good "coincidence", since the different countries and corporations of the world need to work together in international teams in order to reach and accomplish these goals. There is a need to a better understanding of the greater picture and what is really relevant.

In general, we worked well together as a team. At first, we were afraid that the cultural differences could become a problem, especially regarding individualism and the avoidance of uncertainty, as these two dimensions are the most different ones between both countries. However, we managed the situation quite well. We were lucky to find individuals that although very different in cultures, backgrounds, and beliefs were the same in work ethic, respect, morals, and team dynamics. For Lucía, "that is why we worked as a team". Our strategy was one of mutual respect, we valued each other's time, always meeting at the previously agreed time that could fit our different time zones the best, and had no issues communicating. We prioritized the participation of all team members above finishing quickly and getting on with our days. We all believe that everyone can contribute to the teamwork with their own opinions, allowing us to have different perspectives of the stories we read about and also the ways of working.

A team member says: "what I believe worked the least was also one of the things I liked the most. We would end up off topic discussing our differences, similarities and opinions on whatever we found most interesting that day." We normally do not have these opportunities in our "conventional" group work. Having the chance of knowing firsthand things from another country about our topic in SDG 11 was incredible.

Nonetheless, working in an atmosphere of different cultures has exposed to us some challenges that might happen during the process of acting upon the SDG's. Although we did not deal with any big problems in terms of cross-culturality or misunderstanding of that type, it is true that it was a challenge to understand where everyone was coming from. Even in the Spanish sector of the group we had different points of view regarding the same issue, especially due to our place of birth. This was only accentuated when we compared our ideas with our Indonesian colleagues. These differences, which at first looked like an inconvenience, ended up being a strength, since the outcomes that we had, were not only more complete but also, there had a wider focus. In every meeting the issue was tackled from different perspectives and each one of us gave their own opinion on the matter.

In terms of logistics, there was not really a problem. The team decided on a timetable early on, and proceeded to follow as planned. Every Thursday, the team got together and discussed the proposed things. After reaching a conclusion, we talked a little bit about how our week had been, and questions regarding daily life in our respective countries. This helped us connect, understand others better, not only as students who have to do an assignment together, but also, as people who are meeting outside class as friends for the first time.

Finally, for the actual writing assignment we decided to divide the different parts of the job and each to do it on our own. We believe that was the best way to do it as it would allow each person to work at their own pace. And it worked. After a few days working on our own, we met and discussed the different parts of the final essay. This was to ensure we were all on the same page and were able to help each other perfect our work. We believe that this strategy worked very well for us as we were committed to the team and to the dates we set to meet and see how the work was going, and was, at the same time, efficient and a team effort.

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AIM2Flourish Companies

Title	Business Name	URL
On My Own	Drive On My Own	http://aim2flourish.com/innovations/on-my-own
4ocean	4ocean	http://aim2flourish.com/innovations/4ocean
A Second Chance for Former Inmates	Manos Libres	http://aim2flourish.com/innovations/a-second-chance-for-former-inmates
Molding a Greener Community	PolyMolding	http://aim2flourish.com/innovations/molding-a-greener-community
Sustainable Community	Pueblo Chapelco	http://aim2flourish.com/innovations/sustainable-community
An Agricultural Revolution	AeroFarms	http://aim2flourish.com/innovations/an-agricultural-revolution
A TIREless Effort for a Brighter Future	Mamut	http://aim2flourish.com/innovations/a-tireless-effort-for-a-brighter-future
Tecnología de Microalgas Salvando Vidas	Microalgae Technology Saving Lives	Biomitech	http://aim2flourish.com/innovations/tecnologÃa-de-micoalgas-salvando-vidas-microalgae-technology-saving-lives
Innovation Consultancy in Business Transformation and Social Impact	Cirklo	http://aim2flourish.com/innovations/innovation-consultancy-in-business-transformation-and-social-impact
The Food Revolution App: Fighting Food Waste	OLIO	http://aim2flourish.com/innovations/the-food-revolution-app-fighting-food-waste
Sustainable Housing for All	Casa para Ensamblar	http://aim2flourish.com/innovations/sustainable-housing-for-all
Construyendo Contigo	CEMEX	http://aim2flourish.com/innovations/construyendo-contigo
Wind and Solar Energy as an Efficient Source of Energy	juwi	http://aim2flourish.com/innovations/wind-and-solar-energy-as-an-efficient-source-of-energy
Creating Clean Water From Air	Watergen USA	http://aim2flourish.com/innovations/creating-clean-water-from-air
Urban Agricultural Innovation	WaterFarmers	http://aim2flourish.com/innovations/urban-agricultural-innovation
Sustainable Schools	Hivve Technology	http://aim2flourish.com/innovations/sustainable-schools

PART III
THE PLANET AND THE UN SDGS

Planet

"We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations." (United Nations A/RES/70/1, 2015, p. 3)

It is obvious from the news that we see from the various media, that the planet is facing a critical situation. The Planet as one of the 5 P's of the Sustainable Development Goals encompasses goals no 6, 12, 13,14 and 15 present the challenges that our planet is facing around the world. No goal is more important than the other and they all complement each other.

SDG no 6 is about clean water and sanitation. The official wording is that we have to ensure availability and sustainable management of water and sanitation for all. The critical reflection for SDG 6 shows how businesses are combatting the problem of water and sanitation through their business model. The other P's for Planet is coming from SDG no 12. The mission statement is to ensure the sustainable consumption and production patterns. From the critical reflections we can see how companies have transformed the way they are doing theiir production system to be more responsible and efficient, and also how they produce innovative products which is environmentally friendly and solve the sustainable consumption issue.

The next part of the Planet is SDG 13. The Climate Change. The mission statement is to take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy. Nearly every day we are seeing just how connected – and fundamental – climate change is to global development. This will deliberately change the way the world economy does business. This can be shown through the critical reflection for SDG 13. The stories of winners and finalist of businesses supporting SDG no 13 will show the creative approach to combat climate change.

The other two parts of the Planet are the SDG 14 and SDG 15. Both are promoting life below water and life on land. For the SDG 14 the official wording is to "Conserve and sustainably use the oceans, seas and marine resources for sustainable development". The Goal has ten targets to be achieved by 2030. It encompasses reducing marine pollution, restoring ecosystem, reducing ocean acidification, supporting sustainable fishing, conserving coastal and marine areas, support small scale fishers, and enforce sea law. The critical reflections by the students are showing how businesses are implementing the SDG 14s target in their business model, thus doing business while solving the life below water problem.

The last part of the P's of Planet is SDG 15. It has a mission statement of protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. The nine "outcome targets" including: Conserve and restore terrestrial and freshwater ecosystem, to end deforestation, desertification, protect biodiversity, eliminate trafficking of protected species, the other three targets are the means of achieving targets which include to increase financial resources to conserve and sustainably use ecosystem and biodiversity, financing sustainable forest management and combatting poaching and trafficking.

All the Planet SDGs require massive actions. These would require a change in the way the world economy does business. The AIM2Flourish is a great platform to show how businesses are going through this transformation process. Now businesses work through solving the problem of the planets. They contain concrete plans on how to change the world, doing business by solving the real problem of the planets. We are determined to protect the planet from degradation, including through all the sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change. This is critical to make sure that we can support the needs of the

present and future generations. From the following critical reflections by the students, it can be seen that the Planet SDGs are very important, and it has been agreed upon within the international community. The company showcased in this critical reflection are showing that the global community can deeply appreciate the critical importance of saving our planet and how our future depended on transforming our approaches to responding to the climate crisis.

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SDG 6: Save Water, Save The World

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Introduction

Have you ever heard about the 17 Sustainable Development Goals or better known as SDG? Well, in case you haven't heard about it, the 17 SDGs are humanity's plan for creating a better world. In September 2015, 193 countries agreed on these 17 goals that cover all three areas of sustainable developments which are ecological, economic, and social. These 17 SDGs goals are aimed for everyone, either you are a policymaker, in the field of business, academia, even just as an individual.

So, what is the relevance of SDGs to business?

SDG 6: Clean Water and Sanitation is the SDG that was assigned to us for discussion. We, group 17, discussed some of the businesses that all share the same goal, which is SDG 6, Clean Water and Sanitation, during the second week after the International Collaboration Project meeting opened. Some of the enterprises provide a product that aids in providing clean water access to locations where there is a scarcity.

Because water makes up 90% of a human's body, it is critical for survival and the continuance of human life. Also, without clean water, ailments like diarrhea, intestinal parasites, and chronic intestine inflammation are widespread, preventing children from absorbing essential nutrients and making them more vulnerable to other health problems. Unfortunately, billions of people around the world still lack access to clean water. In 2018, 2.3 billion people live in water-stressed countries. One in every three persons does not have access to sanitation. This results in unneeded disease and death. Although significant progress has been made in terms of access to safe drinking water, these gains are being undermined by a lack of sanitation. Then, according to 2020 data, nearly 2 billion people do not have access to safe drinking water, 3.6 billion people do not have access to properly managed sanitation, and 2.3 billion people do not have access to basic hygiene. Natural wetlands fell by 35% between 1970 and 2015. It's three times the rate at which forests are being lost. Think about it. Not to mention the fact that 129 countries will not be able to manage their water resources sustainably by 2030.

The United Nations (UN) has already established eight targets and eleven indicators that must be met by 2030. The UN's primary aims and targets for the year 2030 are listed below. The first goal is to provide everyone with equal and universal access to safe and inexpensive drinking water. The second goal is to ensure that everyone has access to

sufficient and equitable sanitation and hygiene, and put an end to open defecation, with a focus on the needs of women and girls, as well as those in vulnerable situations. The third goal is to reduce the amount of untreated wastewater in the world by half and significantly increase recycling and safe reuse. The next step is to improve water quality by lowering pollution, eliminating dumping, and limiting dangerous chemical and material releases. The fifth goal is to significantly improve water efficiency in all industries. Protecting and restoring water-related ecosystems, such as mountains, forests, wetlands, rivers, aquifers, and lakes is the sixth goal. The next one is to increase international collaboration and capacity-building support for developing countries in water and sanitation-related activities and programs, such as water harvesting, desalination, water efficiency, wastewater treatment, recycling, and reuse technologies. And last but not least, is to encourage and strengthen community participation in improving water and sanitation management.

That is why one of the 17 Sustainable Development Goals is clean water and sanitation because it is critical for human survival, because like Emily Bell Tyree, the

Head of Communications from Action Against Hunger said, "when clean water is guaranteed, communities are healthier and more resilient." In this essay, we will tell you about what we learned after four weeks of meetings and discussions, about a flourishing and sustainable business that focuses on clean water and sanitation.

Description and comparison of the innovations

All of the companies that we have been working on in the project, share a story inspired on helping the environment that surrounds us, and more specifically, all of them are mainly involved with SGD n° 6: Clean Water and Sanitation. More specifically, our businesses worked on:

- "Diamond Developers" (1) is a firm that provides sustainable villas in Dubai, but with a vision where people take a really important role. That's why they also educate people in sustainability. SDGs involved are mainly n°6 (clean water and sanitation) and n°11 (sustainable cities and communities). However, there are others involved, such as n°7 (renewable energy) or n°3 (good health).

- "InnovaKit SAS" (2) works on a kit developed to wash coffee efficiently with innocuous materials, which reduces water consumption up to 90% compared to the traditional process, estimate humidity content through the mixed methodology, and mix the product in the drying stage homogeneously. Its main SDG is n°6, but n°9 (innovation and infrastructure) is also involved, in the way they are providing innovative and affordable tools and techniques to improve their coffee production, mainly on small coffee farms.

- "Solar Water Solutions" (3) offers a water purification system that is based on traditional reverse osmosis but is unique as it can produce safe drinking water from seawater in a sustainable way by using renewable energy and without emissions. The company's product is directly related to SDG n°6, but it is strongly related to n°7, too. SDG n° 8 and n°9 can be appreciated as well, and n°5 (gender equality) in certain communities such as in Kenya, where it is traditionally the women and girl's responsibility to carry the water, undertaking time-consuming and arduous water-carrying trips. With the company's system, water can be obtained easier, enabling the children to go to school and the women to engage in entrepreneurial activities. Also, it reduces the toxic gasses and carcinogens produced in comparison with other methods of heating.

- "SolFoil" (4) is a company that produces solar products for cooking, heating, and pasteurizing. Their solar heating packages are covered with a special thin layer that heats up when exposed to sunlight. This product contributes to SDGs n°2, 3, 6, 7 and 13 "Climate Action". This is because this product can be used for heating and cleaning water and food in developing countries where fire ignition or electricity is not available.

- "ORA Estuaries" (5), uses 3D printing technology to create man-made oyster beds in coastal regions. The objective is to stop erosion, filter the water, and regulate the food chain to improve life below water and on land too. The SDGs taken care of with this project are n°6, n°9, n°11, n°14 "Life below water" and n°15 "Life on land", and they are altogether a consequence of the creation of these beds that step by step improve the environment.

- "Recyclamer Innovation" (6) is a company that has created a vacuum robot which is completely innovative, as it works with solar panels and has been especially eco-designed using a natural filter that is in direct contact with water, that is totally safe for the environment. It accomplishes the SGDs n°6, n° 14 and n° 17 "Partnership for the goals", improving water sanitation mainly in Europe.

- "Cupanion" (7) has developed a project with the mission of inspiring people to reuse their goods and in this way

show more respect to the environment. Cupanion has addressed the problem of over-consumption and wastefulness and developed reusable bottles that also support water-related projects around the world with its marketing campaigns. The SDGs this company achieves are n°3, n°6, n°12 "Responsible consumption" and n° 13.

In relation to the 5 Ps of sustainable development, they are all affected by these firms. People are experiencing an increase in happiness and a cheaper access to natural resources. Planet is experiencing a clear benefit. There is a much cleaner access to natural resources, with less emissions and taking more into account renewable energies. All these businesses contribute to this aspect, each of which does it in a different way. For instance, "Solar Water Solutions" offer access to water with less emissions, and through renewable energy. Prosperity is benefited because the world advances, improves, and it follows the natural course it should. Peace is also enhanced because with these innovations people experience an increase in happiness, and because what they are looking for is to distribute resources among everyone, so this avoids conflicts to obtain them. Partnership is reflected in most of these firms because they are looking for cooperation between developed and developing countries, and for the possibility of sharing resources, such as in "InnovaKit SAS", for example.

All these companies have in common that they contribute to achieve a better and more sustainable world, in particular they are all related to SDG 6, but they differ greatly in the way they do it. For example, "Solar Water Solutions" offers access to water through renewable energy, while "InnovaKit SAS" provides a kit that helps to save up to 90% of water use in coffee production.

To achieve sustainability in such an unsustainable world, many different and complementary actions are needed; just a couple of measures are not enough.

So, having many companies contributing in different ways is encouraging and shows us that the important thing is everyone can contribute in their own way (recycling, consuming sustainable products, making donations, etc.) and the more innovative and sustainable ideas are, the better, we should not just stick to one.

In conclusion, these companies have in common the spirit and purpose (something that individuals can and should share), but they differ in the concrete means.

After studying the themes on our companies, and relating them in between, seeing their similarities and differences, we have realized we can link them by using the Stakeholder Theory, as all these businesses are interconnected and dependent on their customers, investors, … and they need to create value for all the stakeholders, not only to their shareholders. As they not only want to be profitable, but also are committed to the good of the environment and our world's future, they need the whole society to be involved in their project, understand their objectives, and collaborate with them. They are in this sense "sending the world a message".

Critical Reflection Essay

To begin with, the most relevant and the first highlight of this work is the realization of how little we were aware of the importance of sustainability in the world. We had always seen it as something distant, not so important. However, through this work we have realized how necessary sustainability is. Firstly, because without sustainability, growth would not be possible. Resources would end up disappearing, without a sustainable use of them, because what we are looking for is sustainable consumption, so that it can last into the future. Without it, we would not have environmental quality, clean and pure environments. Moreover, the less sustainable our behavior is, the more dangerous it is for our health as well. Poor environmental quality affects health (8)

However, it is far from the only thing we have noticed. To be honest, we were not very familiar with the Sustainable Development Goals. However, thanks to the work we have done, we have been able to learn about each of them, especially number 6 (clean water and sanitation). Having learned about them, we have realized the importance of these goals, how present they are in our lives, and the impulse we should give to them. These are not really distant goals that only a few companies or organizations should consider and promote, but rather goals to which we ourselves can contribute through our actions, through our way of life, and we should feel obliged to do so. If each one of us contributes a little to trying to improve the world, to trying to achieve these goals, they would be much more feasible than they may seem at first glance.

We have been able to see how they can guide the actions of so many companies, so that they can improve their impact,

strengthen their reputation, and contribute value to society. We truly believe that the pursuit of these goals will have a tremendously positive effect on the environment, on interpersonal relationships, and on the world at large.

During the course of this work, we have felt to some extent ignorant, unaware of the richness of the subject. As we mentioned earlier, we were not very aware of what we were dealing with. We now have more knowledge. This knowledge means nothing other than responsibility because we have realized how important it is. We have been a bit worried about the current situation, and it has made us think a lot about what companies are really looking for out there. However, we are also very excited about the future, and very hopeful about all the benefits this can bring.

As all the companies we analyzed contributed to SDG 6, this made us realize how important it is that clean water reaches all parts of the planet as a starting point for many other SDGs and for life in all its forms.

Hence the title of our work, water is the basis of life and, as such, is necessary for good health, to eliminate poverty, to make it possible to foster life on land and life under water (heavily polluted water makes life impossible for many fish).

Perhaps because this is the SDG, we have worked on the most in depth, it is the one we have ended up with the most sensitized, life is not possible without water, and no one should ever suffer for not having sufficient access to it. Water must be cared for and valued, because without it there is no life of any kind.

Something we have discussed and learned a lot about, and perhaps the most important thing considering that all the authors of this reflection are students of the business/economics faculty, is the role that companies play in achieving a sustainable world. We often hear debates that emphasize and argue the importance of the measures that politicians must take to eliminate climate change, achieve equality, in short, achieve the different SDGs.

However, one does not often notice the role that companies can play in achieving a more sustainable world.

Companies are the main generators of wealth in the societies in which we, the authors of this reflection, live: they produce the food we eat, the houses we live in, the technology we use every day, and so on.

But unfortunately, they also generate most of the pollution and inequality that prevails in our world.

It is clear that governments have to limit and take measures with the resources they have to combat climate change, but it is also clear that all companies in the world have more productive, purchasing and economic power than all governments in the world and innovation and progress generally also comes from them, so, knowing these companies has made us realize that it is also a major responsibility of the business ecosystem to contribute to make the world we live in a more sustainable world and that without their contribution, we will never achieve. Innovations that make it possible to use energy without polluting will come from companies, innovations that help to bring clean water to different parts of the world (and we have seen this in the examples we have studied) will come from companies.

So, studying these business models has excited us and changed the perspective we have towards the future, in the sense that they combine the purpose of generating profits for companies with the purpose of achieving a sustainable, better, and long-term world.

Therefore, to conclude this point, we would like to emphasize that we are grateful for the opportunity to do this work because it has made us eliminate a prejudice such as thinking that in order to favor sustainability we must renounce economic progress, when this is not the case. Through innovation and progress, hand in hand with the contribution of everyone (individuals, governments, and in this case companies), we will achieve a more sustainable world. It is important to promote, also in universities, that sustainability and economic progress are not incompatible, and that we do not have to sacrifice short-term ease for the long-term stability of the people we love, and of the generations to come.

So, after all this work and reflections, we ask ourselves: What actions can we take now? How could we apply all these learnings?

First of all, it's relevant to stand out, as we said before, that studying these business models has helped us realize that climate change is not just a fantasy, or a matter for others to take care of; but a reality we must take care of and that affects each one of us directly. If we want a better future, we have to take action now. We have also realized that it is possible to help climate change with an actual model of business, and that there are plenty of companies that are fully committed to climate change and are totally aware of the need to protect our planet.

For that reason, from now on, apart from applying some day-to-day knowledge we all have in order to take care of our

planet (such as recycling at home, not wasting water, etc.), that most of us already apply although we are probably more conscious about now; we can start to value some other aspects.

But we believe that this knowledge and conscience about the importance of SDGs and climate change is not only important for the planet's future, but also for our future. Some of us now, some of us in a few years, will start entering the working market, and we are each day more and more conscious of the importance of our future. We have learned that if we want to be able to have a secure future for ourselves and for the ones after us, we have to take care of our world.

We have realized that entering the working market with this in mind, is a very important aspect to take into account in the world we are living in, as businesses are now giving more and more importance to these aspects and are each day required to accomplish new and different sustainability and eco-friendly aspects and requisites, so they will positively value this knowledge and thinking aspect in an employee. We must keep in mind what we have learned about the SGDs and keep on learning on the matter in order to be valued and in order to protect our environment.

Summing up, by making the project we have come to knowledge of a lot of important aspects of sustainability in general, and more particularly on the importance of SDG nº 6 "Clean Water and Sanitation", as well as the impact that this has on politics, economy, ...at the same time as it has made us understand how it could play a really important role in our life's future, individually and as habitants of our planet.

Our work as a distributed team: lessons learned

Diversity in different points of view gives us some lessons to learn about how other people see how the world works. Before looking further into big things like saving the world, we have to unify our perspective. We learn there are many ways to save the world. One of them is by maintaining and providing clean water to all living things that depend on the sustainability of this world, we are aware of our limited resources. different points of view can also be a source. As first world and third world countries, we are aware that we have a big gap between "developed country" and "developing country".

in a group, we work well together with each other's limitations. We started awkwardly, getting too hung up on the rules and assignments. Maybe this happened in some meetings. which in the end we realized it's not about how to complete tasks and follow the rules. This is how we as young people from different parts of the world are able to exchange information and give our point of view in dealing with problems. This is how we as young people from different parts of the world can exchange information and give our point of view in dealing with problems. Among these many differences, we realize that the gap between us is not an obstacle for us to collaborate and work together in solving problems. At first, we do it by the rule and then we do it with our heart. It arises after we realize that the gap that exists between us, is something that must prevent us from collaborating and giving our thoughts to others.

We learn that the more resources we have, the more "money" we have. checks us a lot of power to do great things. At this time, we or we as a small group from Spain and Indonesia have started small steps to save the world. for "money" problems let those who are capable do their job. we get a new perspective as a person. The experiences we share can become new opinions for us as individuals who are always learning. we cannot evaluate this in a short time. we can be sure in this case we make a contribution that has an impact on others. this should be fundamental in thinking for everyone. In the end we learn about appreciating the small parts of the responsibilities that are given to us. and we realize that the more power and resources we have, the bigger the impact on the world. not quantity but quality.

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We Offer a Lifestyle	http://aim2flourish.com/innovations/we-offer-a-lifestyle
Advanced Coffee Farming	http://aim2flourish.com/innovations/advanced-coffee-farming-transparency-quality-and-social-impact-caficultura-de-avanzada-transparencia-calidad-e-impacto-social
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Recyclamer: The Water Vacuum	http://aim2flourish.com/innovations/recyclamer-the-water-vacuum
Cupanion: The Water Bottle That Keeps on Giving	http://aim2flourish.com/innovations/cupanion-the-water-bottle-that-keeps-on-giving
Why is sustainability important	https://grupohame.com/2021/05/31/por-que-es-importante-la-sostenibilidad-ambiental/#:~:text=Crecimiento%3A%20se%20requiere%20energ%C3%ADa%2C%20aire,el%20crecimiento%20y%20desarrollo%20ade...

SDG 12: Does Sustainable Consumption Exist

JOAQUIM GUBERT; PATRICIA MEDRANO; ESTHER ASTI; SULTAN ARRAFI; AND KITI KAINULAINEN

Introduction of SDG 12: Responsible Consumption and Production

The aim of SDG 12 is to ensure sustainable consumption and production. These two go hand in hand, just like supply and demand. The possible solutions to the goal are recycling, upcycling, creating intangible value, developing safe products and enforcing less harmful consumption patterns. All this in order to mitigate all the harm that consumption has caused to the environment and communities.

We all have multiple roles in life. A single person may be a parent, a daughter, a friend and a professional at the same time. SDG 12 calls for action in all of these roles that each person has. There is no escaping from the matter. In the industry, the professionals should develop more sustainable products that appeal to their customers and shift the paradigm. At home, the consumers should choose smartly when they consume food, clothes, housing and transportation, just to mention a few.

Akenji and Bengtsson (2014) argue that sustainable consumption and production should play a prominent role in the formulation and implementation of the SDGs. Furthermore, they suggest that there should be new concepts of wealth and prosperity that are less dependent on the Earth's finite resources. The higher standards of living should be in harmony with the carrying capacity of the planet. Short-term tendencies, habits and routines need to work together with long-term goals in order to take care of the planet and the planet of future generations.

However, there is a big difference between developed and developing countries that challenge successful implementation of climate measures (Akenji and Bengtsson, 2014). The first is equity among populations and equal access to ecological resources, meaning that not all of the Earth's population has the means to meet their wellbeing needs. The second one is fairness in the distribution of the burden and damages from historic and present unsustainable consumption and production. The history of establishing colonies and overconsumption by the Global North has led to a situation where the Global South suffers the consequences of the climate crisis first. The third one is the differences in the capacities to address the problems of unsustainable consumption and production.

Boström and Klintman (2019) state that in the canon of academic literature on sustainable consumption the key question is whether people are motivated and prompted to support such consumption. We cannot invest unrealistic hopes in solving climate change through consumer choice.

There are five key constraining mechanisms that prevent climate-friendly consumption (Boström and Klintman, 2019). The value-action gap means that people's actions do not match the climate-conscious attitudes they possess. Individualisation of responsibility puts a lot of pressure on end-customers and ignores the structural factors. Knowledge gap is about consumers' lack of knowledge on complex environmental issues such as climate change and the possibility to share misleading climate information. Ethical fetishism is the pattern of naively celebrating one's green identity and seemingly good deeds. Ultimately, the rebound effect happens when reduced or removed climate-harmful practices are replaced by other climate-harmful practices.

It seems that we need a major shift in the paradigm. If we can't trust the customers in making smart choices, companies implementing sustainable production patterns and decision-makers incentivising both of the latter, who can we trust? Therefore we can't help but to ask, is there such a thing as sustainable consumption?

At the end of the day, SDG 12 is "17 in 1". As SDGs are a way to define sustainability, it would be contradictory to use any other definition of it. Therefore, promoting sustainable consumption and production has to take into account all the other SDGs, making SDG 17 an enormous goal. As they say in the finance and banking industry, this goal is too big to fail.

Description and comparison of the innovations

The stories that were assigned to us were divided into a few categories which are agriculture, buildings, cars, seas, textile, food and beverage, feminine hygiene, recycling, and local sustainable economy. Firstly, from the farming industry we have Auravant. Auravant specializes in processing agricultural-related information for decision making with the

help of technologies such as satellites and softwares. The software is beginner-friendly and also free, hence many agricultural producers are able to operate it. Also whenever there are some changes in the land that were detected by the satellite, the producers can be automatically informed through email notification.

We also have another business that shares some commonalities in terms of the agriculture sector, it is OVIS XXI. OVIS XXI has a pretty innovative-yet-sustainable farm management that helps the farmer adjust the quantity of the demand and supply of forages to make sure that the flock has the best nutrient to consume. OVIS XXI also helps to maintain desertification and fight climate change, which are also one of the most impacting factors to the longevitiy of farm industries.

Dean's Beans produces coffee with the objective to not just earn profits but to also ensure the welfare of its workers. Dean's Beans has participated in improving the quality of the farmer's life comprehensively, all the way from economic perspective to supporting gender equality, health maintenance and the quality of the coffee. Dean's Beans also helps maintain environmental sustainability as they practice reforestation and organic farming.

Last example from the farming industry is Ixcacao. Just like the previous farms, Ixcacao promotes sustainable farming practices through organic farming for cacaos. Organic cacaos farming is also applied here as the plantations need years to finally become able to be harvested. Ixcacao farm also promotes physical health to their customers by not adding artificial sweetener nor any synthetical color to their products. Other similar businesses like Letcetra with their indoor hydroponics, Aguapa through their campaign about the threats of some substance to public health and the environmental damages that might occur, and Equal Exchange with their fair trade business model.

As for the food and beverages sector we have a few stories from Guayaki, Nelwa's Gelato. Guayaki produced yerba mate tea from the South American rainforest. Due to collecting their main ingredient from the rainforest, Guayaki practices regenerative agriculture. Hence it ensures the quantity of yerba mate in its natural habitat to prevent it from being endangered. Guayaki also makes sure that their product is delivered through human's natural interconnection, meaning they highly regard personal connection through the way they market their product. Guayaki business model impacts not just environmental preservation but also cultural preservation as yerba mate tea is a traditional beverage to the indigenous people in the surrounding.

Nelwa's Gelato is another inspiration for us to look through as not only they preserve local culture through ice cream but also supporting gender equality by assigning Tanzanian women to the firm's leader positions. Nelwa supplied her ice cream ingredients from the local suppliers so her business benefits the local producers too, she did this due to many ice cream shops importing their ingredients which impacted negatively to the local stakeholders. She also gave education through her workshops and training to the women in the surrounding in order for them to gain independence. Another unique business is Alcagüete as whenever they sell a product, they deliver snacks to the needed child through a well specialized foundation. Alcagüete does this in order to combat malnutrition in Colombia.

Architerra, EcoDom, Fred's Tiny Houses, and iBuild Building Construction represent sustainable construction and infrastructure. Architerra provides sustainable house-design that involves all stakeholders including the customer to the plan-making. This step breaks the stigma that designing and building sustainable housing is too costly. According to Architerra, the business model can be delivered in a modest way through this planning step. Both EcoDom and Fred's Tiny Houses have similarity in terms of providing eco-friendly constructions, what distinguishes them is the placing as EcoDom focuses on landhouses but Fred focuses on house-on-the-wheel. Though there is a similarity between iBuild and Fred's Tiny Houses, both of them produce low carbon footprint in the building of the houses with Fred's produces zero carbon emission and iBuild can reduce the bill of the building's energy by 25%.

There are many businesses with recycling services as their core business strategy. Firstly we have Cemex which recycles Refused Derived Fuels (RDF) material like paper, plastic, and textiles. Cemex turns those non recyclable materials into cement. Just like Cemex, TerraCycle also turns non recyclable materials into something usable based on the customer's demand. Lush recycled ocean plastic wastes into their products' packaging, as they also produce daily necessities like toiletries and skin care. La Escombrera co-partnered with local constructors in order to recycle the construction wastes and then resell the recycled construction wastes with a competitive price. Natuh-Ecohilandes produces raw materials from a mixture of plastic bottle waste and fabric waste from its manufacturer. Pure Waste also does the similar practice as Natuh-Ecohilandes.

Lastly, as a necessity producers we have THINX, Monthly Cup AB, and Lunette. All the previous mentioned products produce menstrual products in a different form. For example, THINX sells period-proof underwear while Monthly Cup AB and Lunette produce menstrual cups. Although the goods sold are different, both have the same objective which is to reduce the disposable menstrual waste. Another company that we read was ERAC (Enterprise Rent-A-Car) that makes car rental more accessible to a wider target market.

Sea Going Green is by far most unique compared to the rest of the businesses. Sea Going Green is pretty unique due to the core business in the consultancy sector and the main customers are the business owners in many tourist destination areas in the Netherland, Caribbean, and Southeast Asia. At the same time, Stora Enso preserves forest from harming business practices like deforestation through their campaigns.

Critical reflection essay

Sustainable Development Goals are not only the present, but also the future. SDG 12 is, as we have mentioned before "17 goals in 1", and in the core to achieving the rest of the goals. Consumption practices are led by consumer preferences and choice. Some practices follow worldwide trends and some are guided only by individual specific preferences.

Sustainable consumption has been a goal for international agents since forever. In 1992 the World Summit in Sustainable Development prioritized sustainable production and consumption and the efforts were reinforced in 20212 by UN's "Ten-Year Framework of Programs on Sustainable Consumption and Production (Vergragt et al., 2015)

Having taken into account the fact that SDG 12 has been calling for action for a long time already and industry and consumers still remain unaware and refuse to act, we highlight the importance of this goal and proudly value the enterprises and initiatives that work towards a better future regarding SDG 12.

The stories we have analyzed are varied and work on different areas of production and consumption. For a better understanding and analysis of these projects we divided them into different areas: agriculture, buildings, cars, seas, textile, food and beverage, feminine hygiene, recycling, and local sustainable economy.

Moreover, the impact of these initiatives vary from one to another, depending on the scope of their activities as well as their background and for long each project has been active. Regarding the initiatives that target the importance and improvement of recycling, as TerraCycle or EcoDom, we have come up with the idea that garbage should only be identified with that which is totally irremediable. We generate garbage on a daily basis, we deal with waste every time we eat, drink, shower, dress...

The Environmental Protection Agency (US EPA), alongside many other agencies and initiatives, publishes tips on how to reduce waste and how to make better use of it. According to the US EPA (2021), municipal waste has been increasing constantly in the past decades and how consumers should improve their consumption and recycling practices. The mentioned flourishing initiatives target consumers' awareness and behavior. Dino et al., (2020) believe that empowering sustainable consumption through recycling is one direction to get a greener economy and work towards a brighter and wealthier future, a future of fulfilled SDGs.

Plastics don't comply with being irremediable waste and they can be reused for different options and products. On the one hand, it can represent a reusable and functional resource and some of the success stories tell how plastic can be recycled, such as Terracycle creating "Zero Waste Boxes" for people to throw out waste there. These post-consumption practices have their corresponding production goals as the "Net-Zero Emission scenario" for the energy sector, pursued by the International Energy Agency (IEA). On the other hand, plastic products end up in marine water and pollute the environment, having created the so-called "Seventh continent" in the Pacific Ocean. It is not only big factories and enterprises that create these vast amounts of plastic, but the citizens that throw the packaging of cookies or a piece of gum to the street.

Throughout our conversations we have become more aware of how we can make an impact for the environment and work towards the specific targets that SDG 12 pursues. We are consumers on a daily basis, and therefore, we generate waste at the same pace as we consume. Living in the contemporary consumerist world we need to be responsible for our consumption and waste best practices. We want to engage with these local initiatives and make people more aware of the changes that need to be done.

In regard to recycling and waste, the media and news emphasize on the serious consequences of phone batteries containing lithium and cobalt in landfills. Littering and recycling are everyday choices such as throwing out a piece of

gum to the bin or the packaging of a sandwich to the plastic container in university. Sometimes we are not aware of the fact that our small actions have a big impact on the environment worldwide.

We have felt a little bit responsible for our actions regarding recycling because we know we have the means to recycle but misuse our opportunities. In fact, after reading and understanding all the initiatives, not one of us remained indifferent. You realize it is not true that there are only a few who care about the environment or neither a marginal eco-friendly activity. On the contrary: we became aware of this reality as an urgency that worries many people, both as producers and as consumers. We are the present consumers, but the future producers and we need to take action now.

Specifically, the textile sector has astonished us, not only on the waste generated by producing, but also for the process of recycling and reusing textile fibers, as Pure Waste tries to do. We live in developed nations where buying a T-shirt is as easy and sometimes as cheap as buying a soda. Social media influencers, fashion trends and brands influence and determine our preferences and our wardrobes. We could not imagine how much water was used to produce a basic T-shirt and how many are thrown out, without even being given to charity. We shared some insights on giving away clothes to charities like "Cáritas" and congratulated the positive impact these practices have. Furthermore, we want to take action in terms of reducing our clothes consumption and buy them when we actually need them, rather than when clothes are on sale or a new garment just came to the market. We do not want our future to be "on sale".

In the same way as textiles, we were greatly impacted by the great effort that many other producers, such as farmers, dedicate. There are already many companies that have invested a large part of their resources in producing in a sustainable and environmentally friendly way. We were surprised by the "Holistic Management" that the company OVIS XXI intends to implement in its rural activity, a production technique through which it is possible to double the economic profitability of the fields and, in turn, without damaging the ecosystem from the regeneration of the pasture.

We actually engaged in a dialogue with the farmers. From our point of view, as consumers, we demand a lot from farmers in terms of higher production, better quality or better food appearance, but they do not stop repeating to us how important it is to eat healthy, fresh and without added chemical components. Personally, we were very shocked by the phrase "we are what we eat" -originally pronounced by the philosopher Ludwig Feuerbach-, which was uttered by one of those companies. It was very convincing to us when it came to understanding what a responsible consumption of the food we eat on a daily basis refers to. Many times, we are not aware that the most important thing is to eat well and healthy, while being careful with the environment, since they are not two incompatible concepts at all. In fact, as AguapA does, many farmers dedicate part of these efforts in educating both his co-workers and the final consumer, in order to inform about the risks that the ingestion of foods with high additives and pesticides entails for health, as well as the damage that these chemicals represent for the ecosystem. We clearly trust that a more educated consumer base always makes more conscious and environmentally friendly decisions regarding the products they consume. In the end, we learned to empathize with these farmers, to stop looking for our personal interests, and to start valuing them for what they really achieve for our lives, something that we often overlook.

Our discussions varied from one topic to another, from one person to another and from one country to another. But despite our differences, we found some common worries and goals. And it was again remarkable, the great interrelation between goal 12 and the subsequent improvement in the other SDGs (mainly 2, 3, 4, 6, 8, 9, 10 and 14), as well as so many other positive social attitudes, such as efficiency, education and collaboration among producers and consumers. SDG 12 opens the door for varied discussions and the stories were also different from each other because each one of them focused on a different target of SDG 12, developed by the United Nations. It actually channels all companies to become businesses for social goods, and the first push should be provided by the consumer, by everyone involucrated.

Our work as a distributed team

In this part of the report we want to talk about how we have worked as a group, a multicultural group at the same time as a group that shares a culture. Human culture. Learning culture. Youth culture. We share more than what tears us apart, and we have discovered these commonalities through the discussions on the SDGs and by talking about us, our backgrounds, universities, failies, countries...

This project has set some challenges for us, but we believe that we have also achieved some successes when it comes to understanding the causes of these difficulties and getting to fruitful discussions and results.

Looking back at the experience, we conclude this report by saying we have improved in our skills to manage

groups and to be managed within a group, to better manage time and risks, to engage with different topics we did not know about before, to research, to open to different people and improve our public speaking skills and abilities to communicate and to speak in English, which was not the first language for any of us. These experiences and improvements have made it easier to work together as a team. Firstly, based on our experience of working with people from all over the world, we experienced it to be a bit challenging, not because of our backgrounds, but specially due to the fact that each of us had their own schedules and the different time zones made scheduling meetings even harder. Furthermore, and having appreciated the incredible efforts put into the project , we believe that the initiative could take a step further and organize a live session or projects so that we, and more people that do not know yet about flourishing business, can engage with the topics and initiatives. We would have loved to have a live meeting as fun and knowledgeable as the ones on zoom.

Whatsmore, we discussed a lot of our topics in our whatsapp group. We chose to create one in addition to having the weekly meetings in order to schedule them in the first place and we considered that a whatsapp group allowed us to discuss some low-threshold matters instantly. However, the responses were not instant at all times due to the two time zones that we were working from. Eventually, we correctly managed to have all the meetings and meet all the required deadlines.

Our group meetings were sometimes informal, as we were becoming more colleagues than just random people that had to meet once a week. It is too soon to consider us to be friends, but we think these kinds of projects are the first step to work towards a generation with friends and contacts all around the globe. People that share the same tastes, initiatives, curiosities... Amicia in all continents and time zones.

Despite the informality, we were very effective in our work and managed to reach our goals in every meeting. In the beginning of our discussions we never talked a lot about cultural topics but we did cover some of them in the later meetings. We evolved from the content of the discussions and what we discussed and shared with each other, reaching a fruitful result. In the last meeting, we had an eye-opening discussion regarding global issues from the different perspectives that each of us brought to the table. We found it really interesting.

Eventually, working as a group with people from Indonesia, Finland and Spain has taught us a lot of things through this process and we take a lot of knowledge home. It is through projects like A2F when we get out of our comfort zone, become aware of the richness that different people and cultures have to offer us and we wake up the curiosity to travel abroad, not only for leisure but for internships, jobs volunteering projects or even to just meet the people we got to know from this project. However, in this way we also handled some cross cultural differences in our meetings, discussion and interactions during the completion of this report.

We learned that there are multiple official languages spoken in our countries and how geographics have affected each country. For example, Indonesia has fragmented geography that makes building unity as well as transporting goods and people challenging. Additionally, Finland has been part of the Swedish and Russian regime before, and the indigenous Sami people are spread to Finland, Sweden, Norway and Russia. Furthermore, we share an experience of our home countries ruling business rules over indegenous people or minorities rights.

Overall, the most important thing is working as a group with people from different countries has taught us a lot of things. We can proudly say that we are a great team that managed to solve the issues that we faced and fulfill our goals. We laughed like we had never done before in a zoom, we connected with each other, we learned from each other, we did a wide research on Sustainable Development Goals and specially on SDG 12 and we look forward to seeing a change from us and from society right now. Would you join us?

VII) Appendix

Graph comparing the six dimensions of natural culture between Indonesia and Spain
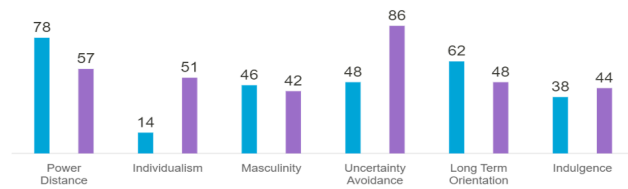
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SDG 13: Climate Action and the Environmental Revolution

RILEY MARSH; MARTA DE FRANCISCO; D BUSTAMI; AND ANONYMOUS

INTRODUCTION

The Sustainable Development Goals (SDGs) define the world we want. They apply to all nations and mean, quite simply, to ensure that no one is left behind.

The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all".

1. No Poverty
2. Zero Hunger
3. Good Health & Well Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnership for the Goals

Sustainable development binds together concern for the carrying capacity of natural systems with the social, political and economic challenges faced by humanity. Sustainability science is the study of the concepts of sustainable development and environmental science.

The SDGs are changing how we think about money, growth and profit. They see economic well-being, social inclusion and environmental sustainability as closely interconnected. The SDGs are universal and were created to "leave no one behind".

We discussed the SDG's and what we can do as businessmen/women in the future. We read about several companies and share what they do. We learned from it, and we hope we can have a company that can help others by using SDG's.

Business Ethics is the study of appropriate business policies and practices regarding potentially controversial subjects including corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities. Ethics is important when we are doing business.

This is what we discussed, how to make business align with SDG's, Understand the SDG's and link relevant targets to your business activities. After this we need to define priorities and set our goals. After that we need to Integrate, Innovate and Collaborate with other companies. And don't forget to always report and communicate.

DESCRIPTION

Since the 1800s, human activities have been the main driver of climate change, causing shifts in the temperatures

and weather patterns. The rising temperatures are making natural disasters much more frequent and severe, and this process is expected to have an irreversible impact on the availability of basic needs like freshwater, food or energy.

That is why the United Nations addresses this problem by taking urgent action to combat climate change and its effects. SDG 13, "Climate action", focuses on the integration of measures into national policies, the improvement of education, awareness-raising and institutional capacity on climate change mitigation, adaptation, impact reduction and early warnings. The goal is to reduce temperature at or below 1.5 °C above pre-industrial levels, as called for in the Paris Climate Agreement.

Climate change is mainly caused by the burning of fossil fuels, such as coal, oil and gas, which produce greenhouse emissions. The rising level of these emissions requires shifting economies towards carbon neutrality, that is why some businesses and governments are finding affordable and sustainable alternatives.

This explains why most of the innovations which try to fight climate change are related to the reduction of greenhouse emissions. CO_2 is the main greenhouse gas, but there are others like nitrous oxide or methane which also contribute to global warming. The emission of methane, for example, can be due to the decay of food. That is why the company KinoSol found a solution to reduce the emission of this gas by discovering a process to dry food so it can be consumable later. Another of the innovations, Agro Recycling Ab, also found a way to reduce greenhouse emissions by using leftover food. They take leftover bread or dough, which contains starch, and process it into bioethanol, so it can be used as fuel to replace fossil fuels.

We realized that many of these businesses found a solution in recycling, not only food but also other materials like plastic. The company South Pole also reduces GHG by collecting landfill bound plastic waste and reusing it in manufacturing plastic film and bags. Or the innovation from the firm Mamut, which manufactures construction materials from recycled products, transforming rubber from old tires into cushion floors.

We also found that many other companies focus on renewable energy, like solar and wind. Energryn company, for instance, created a hybrid water heater with the lowest ecological footprint, replacing the gas boiler and using the sun as the main source of energy. The company BAUER Resources GmbH also addresses SDG 7 (Renewable energy) by using reed plants to purify water contaminated with oil, lowering energy consumption and therefore CO_2 emissions.

The last type of firms we identified are the ones which try to solve the greenhouse effect by resorting to afforestation. The companies Proteak and Grosche manage this problem by developing forests where there is none in a profitable and sustainable way, especially in developing countries.

However, even if the innovations have different ways of addressing the problem of climate change, we noticed that most stories started in a similar way: the founders were trying to solve different problems by looking for a solution that was profitable but at the same time sustainable.

Another resemblance is that most of them also have a positive impact on society in other aspects, as they help to create jobs and promote economic growth, provide freshwater or food in developing countries, or protect and restore terrestrial ecosystems. They are not just about climate action, but also other SDGs like no poverty, good health, no hunger, clean water and sanitation, good jobs and economic growth, or life on land.

CRITICAL REFLECTION

The discussion of these innovations during our meeting's provoked many ideas, thoughts, and insights from different cultural perspectives.

During our analysis and reflection of the AIM2Flourish innovations, one of the most common elements was that every innovation and its functional framework was often quite sophisticated. By sophisticated we mean that the operation of the business and its service/product relied heavily on complex services that might be a very particular industry. During our discussion and reflection, we concluded that the main cause for this common element is likely that our assigned SDG is Climate Action. Climate change itself is a monumental conflict that in return will need to be met with revolutionary innovations. In order to meet those standards, people and companies are thinking outside the box and truly inventing new ways to save our planet. By doing this, the innovations that were created to combat climate change and ultimately fulfill the Climate Action SDG, are extremely complicated operations. An innovation that serves as a great example of this is the "Green Oasis in the desert", Bauer Resources GMBH, (Refer to Appendix). Bauer resources' innovation solved an issue of efficiency within the oil refinement industry that otherwise led to a by-product that is wasted. Already a

complex business sector, their solution using green vegetation, filters the chemicals out of the water that's used in the oil refinement process enough in order to be able to supply water for the growth of crops. Then, the contaminated water can be used as a source of green energy instead of being thrown away due to the level of chemicals. This is one example of many where the innovations involved a strong level of complex science to operate. As a group, we noticed this common theme right away when reflecting on our stories.

Another element of reflection for our group, was how climate change affects our personal lives given our geographical, cultural, and political differences, as well as how sternly our country might implement the Climate Action SDG. Starting with Indonesia, it was noted that the highest level of personal conflict due to climate change in Jakarta is the level of air pollution or "smog" as some would call it. In a population dense city with millions of people having to commute across limited infrastructure, that's a problem for many cities around the world. In Spain it isn't as big of a problem unless you're in a big city such as Barcelona, and in Canada it's never a problem unless the weather conditions are just right in the summer months in the busy metropolitan area of Toronto. The other direct conflict that was minorly noticed by our Indonesian group member in Jakarta was sea-level rise. Although it's hard to notice right away in real time, constantly hearing the effects of sea-level rise for Jakarta and the long-term problems that it poses is an issue that isn't nearly as problematic here in Canada or Spain on a personal level. Next in Spain and Canada, we discussed that the effects of climate change are hard to notice on a personal level. So instead, we reflected on how the European Union is so much farther ahead of North America and Canada in how seriously they might implement Climate Action policies...at least from the perspective of the Spanish and Indonesian students. In many parts it's a point of reflection that is true, but in a complex way. Canada's geographical expanse makes it one of the most cultural and politically diverse countries. With 10 different provinces and 3 territories, every province/territory is its own microeconomy and cultural habitat with different aspects that make them special. If you observe the lower section of British Columbia that encompasses Vancouver, their Climate Action prioritization might be higher than the rest of Canada and even many parts of the EU. Whereas if you go to Alberta in areas that surround Calgary and Edmonton, their perspective on Climate Action is likely the complete opposite and lower than almost anywhere in the EU and Canada. Both these locations are in Canada, but their people and policies are largely different. This moment of reflection for our group made us realize how consequential a person(s) might perceive climate change to be, depending on their upbringing and how geographical, cultural, and political variables might have influence their values. For our group, we all agreed that we already heavily prioritize Climate Action, almost more than many of the other SDG's. So instead of our mindset changing due to this learning experience, it more so developed, and we learned how we collaboratively share values on the same issue despite how far away we are from each other, the fact we speak a different language, or that we've never even met each other before this project. According to Hofstede Insights, they are absolute differences between our countries (Canada, Spain, Indonesia) and our culture within six dimensions. Power distance, Individualism, Masculinity, Uncertainty Avoidance, Long-term orientation, and Indulgence (Hofstede-Insights.com). Canada, Spain, and Indonesia under these six dimensions created by Hofstede, differ on a vast scale. That's what made this element of reflection so critical for us. It went beyond the innovations to make us appreciate the same level of care for issues that we hold onto despite our countries geographical, cultural, and political differences.

Another component of reflection for our group was the realization that these innovations might mark as an indicator for the start of an environmental revolution. The planet, its people, including us, are soon to be faced with growing problems due to the effects of climate change. Our assigned SDG, Climate Action aims to solve that issue. Every single one of our AIM2Flourish innovations all play a key role in combating the climate change cancer. A cancer where the more people who join the cause for climate action, the healthier it gets, and the healthier our earth gets. However, if not resolved, the cancer will grow exponentially. Our group reflected that in our lifetime, sustainable choices in our daily lives will be an existential question regarding climate action. In a study for the International Journal of Environmental Research and Public Health, Colin D. Butler says, "A well-functioning global society, motivated to do so, could easily eliminate hunger and poverty, not only today, but under all but worst-case climate change. Refugees from inundated islands, war-torn Syria or the drought-stricken Chad basin could easily be accommodated in more fertile and more elevated parts of the world. Unfortunately, humans currently do not co-operate on such a scale" (Butler, 2018).

This assignment has made us think that it is really not impossible to create a more sustainable and eco-friendly world,

since even if there are not extreme changes, everything helps. Companies today have a great responsibility in what happens in the environment and in society. Much of the pollution and exploitation of people is due to mismanagement of resources by important companies.

We have learned that there are many companies, initially unknown to us, that really, thanks to their technological innovations, have managed to be different from many other companies in their way of producing and operating. They have decided to challenge themselves not to make the mistakes that many large companies make by opting for the easiest and, according to them, least expensive methods. They invested in something they believed was not only beneficial for their business, but also for the future of the society in general. We have learned that by really changing the way you manage and produce, you can help many people by giving them decent jobs, and therefore help the country's economy.

Seeing in the reports the impact that many companies have created on so many people and the environment has made us feel hopeful. Sometimes we only hear the bad news and that everything we create we destroy, we only hear that all entrepreneurs are selfish and that leaders will never look for the common good and the future of the planet and the people that will live in it, so it makes us feel quite powerless and desperate. It is true that we have reached a point where it is increasingly difficult to repair what we have already damaged, but seeing that there are so many people with the ambition to make the world a better home encourages us not to give up, if there are people who can, why not the rest?

Our group, as we all know, come from different backgrounds and different lifestyles, as well as from different economic situations. We have managed to learn more about the mindset about other people and also discuss things that we all agree on. We all agree that in the globalized world that we live in, we have come to a point that firms, especially multinationals, are spread all over the world. Thus, this means that a change in the methods of production or their way of managing the Corporate Social (or in our case, environmental) Responsibility would affect differently all kinds of people and biospheres due to their circumstances. Therefore, we have particularly liked the innovations that especially focus on the particular needs of some stakeholders that feel more excluded but are affected by the consequences of the mismanagement of some corporate businesses.

As possible future entrepreneurs, we want to contribute to the sustainability of our future as many of these firms do, since we think that it will be much more needed due to climate change and industrialization.

LESSONS LEARNED

Throughout this cultural learning experience, our group has been introduced to many new ideas, moments of enlightenment, and insight. Now that it is over, we have realized we have learnt along the way.

Coordinating across different times zones is hard. It's hard when colleagues are 7 hours ahead, let alone across the entire globe almost an entire day ahead. As group, we coped very well at the start of this. Early mornings for the Canadian and late nights for the Indonesian were tough to coordinate with the Spaniards who had to sit through this meeting in the middle of the day when they have classes. In the end however, the moment that posed the biggest sense of confusion and honest delusion, was when the clocks were turned forward. None of knew us how deal with this minor issue, that it happened on different days, or that the Zoom meeting software did not take into account for any of the time changes.

Another lesson we learned for next time in the future, was to get better at hitting the ground running. It wasn't until the third or fourth week that we really had a grasp of the entire assignment, and really aren't entirely sure we still have a great grasp on the last day. Committing to disciplinary behaviour at least a few times a week is what helps out a lot when we're in the endgame, and that's something we learned we need to work on in the future for the next time.

Collaboratively, during our discussion in meetings we learned that we, as people who live across the globe in completely different cultural environments, weren't all that different. Our values during the meetings were the same, or interests were relatively the same, and at the end of the day, everyone will complain about bad weather and rejoice beautiful weather no matter where you are. We all had not one trait in common, but many traits in common that we shared once a week. In doing so, we learned from each other, about each other, and ultimately about how strangers from across the globe can collectively come together and find compassion.

The last thing we learned during this process was to be adaptable. Covid is everywhere, but not all at the same time nor severity. On top of that, everyone's life is going to go through ups and downs. It's the job as a group to be

adaptable, and push through those tough times to meet that end goal. We did it, and we learned from it, but perfecting our adaptability is a lesson we learned that might be one of the most important.

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APPENDIX

Title	URL	Business Name
Energryn, Hybrid Technology	http://aim2flourish.com/innovations/energryn-hybrid-technology	Fricaeco AmÃ©rica
Innovation To Preserve The Future	http://aim2flourish.com/innovations/innovation-to-preserve-the-future	KinoSol
Green Oasis in the Desert	http://aim2flourish.com/innovations/green-oasis-in-the-desert	BAUER Resources GmbH
Molding a Greener Community	http://aim2flourish.com/innovations/molding-a-greener-community	PolyMolding
Clean Energy from the Sea?	http://aim2flourish.com/innovations/clean-energy-from-the-sea	Catalina Sea Ranch
Chasing The Perfect Pellet	http://aim2flourish.com/innovations/chasing-the-perfect-pellet	Petoskey Plastics
Climate, Carbon and Energy Solutions	http://aim2flourish.com/innovations/climate-carbon-and-energy-solutions	South Pole
Turning Food Waste into a Better Future	http://aim2flourish.com/innovations/turning-food-waste-into-a-better-future	Agro Recycling Ab (LantmÃ¤nnen Agroetanol AB)
Making Food Out Of Thin Air	http://aim2flourish.com/innovations/making-food-out-of-thin-air	Solar Foods
We Make Forestry Matter	http://aim2flourish.com/innovations/we-make-forestry-matter	Proteak
A TIREless Effort for a Brighter Future	http://aim2flourish.com/innovations/a-tireless-effort-for-a-brighter-future	Mamut
The Road to Clean Water	http://aim2flourish.com/innovations/the-road-to-clean-water	Grosche International
TecnologÃa de Micoalgas Salvando Vidas | Microalgae Technology Saving Lives	http://aim2flourish.com/innovations/tecnologÃa-de-micoalgas-salvando-vidas-microalgae-technology-saving-lives	Biomitech
High Tech Recycling	http://aim2flourish.com/innovations/high-tech-recycling	TUSTI
BIOFASE: The Solution from Avocado Seed	http://aim2flourish.com/innovations/biofase-the-solution-from-avocado-seed	BIOFASE
The Food Revolution App: Fighting Food Waste	http://aim2flourish.com/innovations/the-food-revolution-app-fighting-food-waste	OLIO
Wind and Solar Energy as an Efficient Source of Energy	http://aim2flourish.com/innovations/wind-and-solar-energy-as-an-efficient-source-of-energy	juwi
Imagining a World Where All Are Inspired to Live Sustainably	http://aim2flourish.com/innovations/imagining-a-world-where-all-are-inspired-to-live-sustainably	Futerra
Digitization of Healthcare	http://aim2flourish.com/innovations/digitization-of-healthcare	Sthetho Health Systems
Meeting Humanitarian Needs	http://aim2flourish.com/innovations/meeting-humanitarian-needs	NeedsList
Giving Plastic Bottles a Second Chance	http://aim2flourish.com/innovations/giving-plastic-bottles-a-second-chance	DGrade

SDG 14: Committed Care for the Oceans: A Connection of Brain, Heart and Hands

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Committed Care for the Oceans: A Connection of Brain, Heart, and Hands

Our project focuses primarily on the United Nations (UN) Sustainable Development Goal (SDG) 14 "conserve and sustainably use the oceans, seas and marine resources". This SDG englobes very different target goals that span the different aspects of ocean and maritime care, which are considered a holistic approach to tackle the potential risks that certain hazards impose on marine ecosystems and ocean resources. This goal can be further explained by the specific and measurable set of subgoals, which consist of cleaning the oceans from pollutants and debris; protecting marine and coastal ecosystems; controlling acidification of waters; controlling fishing practices attending to the natural capabilities for sustainable yields; eliminating subsidies for illegal fishing and unsustainable practices; have at least 10% of the seas classified as conserves; benefit small Island Developing States through economic measures; improve the access of developing countries to marine resources and access of artisan fishers to resources for their sustainable practices; increase scientific knowledge and resources for generation of new technologies to improve ocean health, and further the development of international law with respect to the conservation of the oceans as set by the UNCLOS framework (United Nations). The previous targets set concrete and tangible goals which can be measurable qualitatively and, in some cases, quantitatively; hence, the adoption of the resolution to achieve these goals by the UN provides a political framework and, although actions are not directly binding to the member states as per international law, it does provide a useful reference to guide key actors when planning actions that are related to the conservation of the oceans through the different paths set by the SDG.

The oceans are certainly an extremely important aspect of planet earth; one with which life would very likely not be sustainable, at least not in the way we know it or the characteristics that are currently required to hold it. 30% of carbon emissions are filtered by the oceans, and the oceans are capturing almost 90% of the heat generated by global warming, actively acting as a contention barrier from the man-made risks that the world currently faces and showing the inherent need that life on earth has on the oceans for biological survivability. Furthermore, the livelihoods of nearly 3 billion people depend on the ocean and its resources. Almost 5% of the global GDP comes from the ocean and over 200 million people are directly employed in sea-related jobs (United Nations). The previous statistics clearly outline the necessity that the world has for the ocean not only environmentally, but also economically, shedding light on the imperative need for proper management of marine resources and oceans.

There are numerous initiatives that seek to achieve the goals which have been outlined by SDG 14, and the stories outlined in the AIM2Flourish sections regarding these goals are very varied and come from all realms of business, from different countries, and from distinct sources of inspiration. With this being said, it is relevant to note that the stories, albeit them being different, share similar themes, with similarities and actions that strive to solve some particular problem regarding the oceans and the responsible and sustainable usage of its resources. The main theme which is "care of oceans" roughly correlates to some of the specific subgoals which were previously outlined, some of which include cleaning the oceans of debris and physical waste; cleaning the oceans of chemical pollutants and toxins, reuse of certain wastes and oceanic resources which currently had no usage, and creation and preservation of marine habitats and ecosystems. Many of the initiatives contained in the stories offer potential ways to assist, directly or indirectly, in the preservation of the oceans, some of which link to methods, goals, and organisational actions which have been proposed and outlined in academic literature.

First and foremost, it is important to note that reiterated literature and meta-reviews have concluded that there is a lack of oceanic indicators to measure the progress in the specific subgoals outlined in the globally comprehensive SDG 14 (Recuero, 2018). Hence, the availability of data/literature or lack thereof can be most accurately explained by

this phenomenon. At the same time, this situation sheds light on an important aspect to be worked on which is the development of accurate indicators or systems of measure. Certain studies, such as that by Gulseven specifically used the Ocean Health Index and its indicators to measure achievements in the United Arab Emirates, yielding positive measuring results on a national level (Gulseven, 2020).

Conceptual interpretations of SDG 14 highlight the importance of setting constraints to avoid depletion of coastal areas' resources by using specific targets (14.2 and 14.5) as constraints functions with the views of future policy-making and rule-based regulations specifically due to the increase in activity in such areas, effectively setting measurable boundaries to the usage of resources obtained from the sea (Neumann et al., 2017). This article suggests a policy-based approach, and links the aforementioned targets to functional constraints, a solution specifically directed toward policymakers.

On the other hand, the authors have suggested a more hands-on approach and specifically target business initiatives that make sustainable usage of marine resources, such as many of the ones contained in the stories reviewed in this essay. For instance, Palomino (2020) suggests fish skin leather processing as a sustainable alternative to leather, which would also prevent skin decomposing which creates harmful water conditions, emphasis is also made on the sustainable farming of the fish. Other authors mention the possible effectiveness of sustainable fisheries, as a way to alleviate sustainability issues in the ocean and interconnect it with other SDGs (Diz et al, 2019). In the following sections, we will review the content of the AIM2Flourish stories and their grouping in certain themes, which we consider to add value in line with the initiatives proposed in the literature. We wrap our work by discussing our key takeaways from this project and how we have developed a sustainability mindset that encourages us to move to action.

A Look at the AIM2Flourish Stories

The AIM2Flourish stories analysed in this project show a concise trend in the impact that different innovations make, which closely and directly relate to conserving and sustainably using the ocean, seas, and marine resources, making the stories primarily related to SDG 14, Life Below Water. How each story addresses an issue that relates to life below water are different, although the core of the innovations circles the care of the oceans. In certain stories, we were able to identify other SDGs that show as a collateral effect of making a responsible usage of marine resources, which is a clear indicator of how sustainability, especially as seen through the scope of the SDGs, is closely interrelated in the different paths through which it manifests. The innovations outlined in the various stories tackle different aspects of SDG 14 and come from very different realms of business; ranging from skincare to mineral water, from biofuels to clean-up of debris and chemical waste from oceans; from biodegradable packaging to efficient recycling of certain plastic wastes. All these initiatives, although varied, targets SDG 14 which in one way or another relates toward building a sustainable relationship with the oceans and its resources.

The various approaches taken by each business seek to improve the relationship with human development and the care of the oceans by protecting marine life and ecosystems. Using the resources responsibly, cleaning, and preventing contamination from physical debris and chemical agents are some of the business initiatives that directly approach the goals of SDG 14. The importance of addressing the preservation of the oceans is imperative for all life on earth, given the vastness of resources that are essential for life to come from the ocean.

The ocean provides many of the essential resources that are needed for planet earth to sustain life, yet it is also clear that the economical component of life below water is essential for the livelihood of a very large proportion of humankind. Thus, SDG 14 aims to find an efficient compromise between the usage of the ocean's resources as a source of economic prosperity, while at the same time maintaining the ocean's natural integrity which is necessary for life on earth to be possible as we know it. Hence, the different initiatives described in this paper will show how flourishing enterprises can find a middle ground between both necessities. The themes highlight how the AIM2Flourish stories have incorporated the stakeholder theory and the 5Ps while caring for the ocean and addressing SDG targets. The final theme distinguishes between incidental innovations and conscious commitments to help care for the oceans.

Flourishing Enterprises, Stakeholder Theory, and the 5Ps

All sixteen businesses have proven to be flourishing enterprises as they address some of the key features of the 5Ps (people, planet, prosperity, peace, and partnership) in various ways while following the stakeholder theory. Traditionally, business practices were mainly guided by cost-efficiency (Ritz & Rimanoczy, 2021), to maximise financial profits, but

the stakeholder theory tells us that organisations provide more value for customers, suppliers, employees, investors, and the wider community while also keeping these stakeholders engaged with the organisation (Kessler, 2013). Each AIM2Flourish story highlights an efficient business with an excellent reputation where focus is placed on behaviour and ethics. The interconnection between business and stakeholders have grown into a strong attraction for the good and/ or services that the company provides.

Many of the stories show their commitment to ensuring prosperity and working in partnerships. CARTO, PT Aruna Jaya Nusantara, and Sea Going Green are three flourishing enterprises that offer information, allowing transparency and consciousness in decision making. These businesses influence those whose activity does have a direct impact on the marine environment, offering them the opportunity to change. The UN has considered this, recognizing that non-industrial efforts are as valuable as those that help change mindsets. First Mile is committed to the people component of the sustainable development goal as they support entrepreneurs in underdeveloped nations. Peace is targeted by a few of the businesses that encourage inclusive societies by working along with indigenous members of the community, as well as promoting women in the workforce (Aceflex SAS and Veriphy Skincare).

Each of the stories highlights a determination to protect the planet from degradation. This will be further discussed in the following section as we highlight how enterprises take care of oceans while also contributing to the achievement of SDGs targets. The final theme also helps to better explain how these businesses are truly flourishing as it highlights how many of the leaders and founders are interconnected with the world around them. These leaders have developed innovations that lead to positive contributions to the ecosystem and have made commitments to not just the environment but social aspects as well.

Care of Oceans and Addressing SDG Targets

Each story is unique and as a result, every business has developed an innovation that helps to contribute to SDG 14 through a wide spectrum of actions. Apart from addressing SDG 14, all sixteen AIM2Flourish stories also addressed at least one other SDG such as SDG 15, Life on Land, by ensuring that natural habitats are not degraded by pollution or by using technologies or activities that assist in conserving biodiversity and ecosystems. Nonetheless, in their distinctiveness, there are common elements among the stories that allow them to be grouped into categories that highlight the theme of care for oceans, proving that to achieve this goal, different measurements can be taken. Therefore, to care for oceans enterprises can: (1) develop technology that directly contributes to the reduction of marine pollution; (2) transform waste into useful products or integrate it into an industrial process; or (3) manipulate natural processes as a medium to care for oceans.

The first category is the enterprises that offer either a product or service that directly targets 14.1 by reducing marine pollution. The business innovations and activities of 4ocean, Recyclamer Innovation, and T. Baker Smith, focus on cleaning up the ocean and coastlines by removing harmful marine debris and foreign water agents and, by doing so, they repair the damage that human activities inflict on the marine ecosystem. Essentially, their approach to "caring for oceans" is to take responsibility for the damaging result of polluting activities These businesses also target SDG 6, Clean Water and Sanitation, through target 6.3 as they focus on improving water quality by removing hazardous chemicals and materials from oceans.

Another way of taking care of oceans is by giving a second life to waste known for its detrimental effects on the marine environment by either turning it into a useful product or by introducing it in a productive process. The first case is exemplified by Arqlite, First Mile, and Lush which turn plastics into useful products such as construction materials. The second case is exemplified by Newport Restaurant Group and Providentiel Coquillages, who turn wasteful materials into key elements of their manufacture, the former using recycled oil in their restaurants and the latter remineralizing water by filtering through clamshells. What characterises this approach to SDG 14 is the search for innovative outlooks on residues such that they are no longer considered a waste, but a solution to prevent its production. Their focus is to reduce any possible marine pollution through recycling residue so that it does not reach the ocean, therefore avoiding the harmful impact that it would surely have on the oceans if they were not transformed by these companies. In comparison to the category discussed before, these companies take care of oceans by preventing their damage, instead of tackling the damage that already ills them. Through sustainable actions to protect the coastal ecosystem,

the businesses are contributing to target 14.2. These businesses also address SDG12, Responsible Production and Consumption, through target 12.5 as they substantially reduce waste generation.

Bugs For Bugs, Catalina Sea Ranch, and ORA Estuaries make up the third category as they all have either a product or service which relies on natural processes. Not only do they achieve the targets of restoring ecosystems and conserving coastal and marine areas, but by doing so they also are reducing marine pollution and ocean acidification. In addition, these advances would not be possible if it wasn't for the investment in scientific and technical knowledge for ocean health, another target of SDG 14. Of the various categories, these enterprises are truly flourishing target-wise, as they cover many targets at once. The singularity of this approach is that their success doesn't depend on themselves, rather on the natural process they jump-start artificially. In other words, nature is used to heal nature.

Life Experiences Leading to Conscious Commitments to Sustainability

In the current business environment, most businesses are designed to reduce negative impacts and are not focused on contributing to a healthy world (Laszlo et al, 2014). Aceflex SAS, Arqlite, Lush, and Newport Restaurant Group, were not created with their current sustainability practices and thus their activities are more aligned with reducing their negative impacts with reactive actions. Additionally, Lush and Newport Restaurant Group were the two largest businesses with Lush having over 10,000 employees as compared to most of the other businesses which are considered small- and medium-sized enterprises (SMEs). Their sustainable activities were adopted after the creation of the business and Newport Restaurant Group has not been able to incorporate sustainability initiatives into all its locations. However, these businesses have made changes to their models that allow sustainable practices to become integrated into their activities through using plastic and other waste.

On the other hand, we see proactive business initiatives where most of the businesses were created because the founder or CEO was passionate about making a difference through sustainable business activities that solve concrete problems. This highlights the final theme of conscious choices made to contribute to a healthy world through business innovation. The other AIM2Flourish stories assigned to this research included businesses with leaders who are passionate about being actively engaged in practices that align with sustainability and achieving prosperity. Of these fourteen businesses, the founders were inspired through their education, having ideas through work or childhood experiences, or simply being exposed to environmental and social issues during a vacation trip.

After a trip to Haiti, the business idea for recycling plastic in third-world countries led to the creation of First Mile. 4ocean was created after two enthusiastic surfers were struck by garbage at Bali's shorelines, and the founder of Sea Going Green developed the environmental consulting company after reflecting on summer vacation in Croatia. For one of the founders of Providentiel Coquillages, inspiration came from his grandmother who used oyster shells to feed hens. These stories all show how life experiences create emotional connections that influence personal values which then leads to a desire to innovate and create holistic change (Laszlo et al, 2014). Reflection on everyday experiences led to the development of a sustainability mindset where these leaders became committed to creating innovations with holistic impacts.

Our Critical Reflection

Can a Flourishing Enterprise be both Profitable and Sustainable?

Analysing the sixteen AIM2Flourish stories truly pushed the members of this group to think deeper about the global business trend of addressing sustainability as a business principle. Traditionally, we were exposed to businesses that followed the Friedman doctrine of maximising profits. However, each AIM2Flourish story uses a business strategy that capitalises on not just economic objectives but social, and environmental objectives as well. These businesses all prove that it is possible to generate financial profits through sustainable practices. A few of our team members were truly impacted by this as we have more of an economics and business background where our education has exposed us to the financial commitment that needs to be made in terms of funding a business, as well as all the complex elements of organisation, management, and administration that are fundamental for a business to be profitable.

If the complexity of setting up a successful business is already challenging for traditional non-sustainable businesses, as economics majors, a few of us thought that having a sustainable business that is a flourishing enterprise, would not exactly translate into being highly profitable. This is because sustainable practices were viewed by us as more of a hopeless illusion than a reality. We often associate sustainable actions with higher costs and the core economics model

teaches us that firms want to maximise their profits by keeping their costs low. What a wonderful surprise it was to find out how wrong we were because sustainable practices do not necessarily translate to higher costs.

Sustainability and profitability were opposites in our minds until now. All the AIM2Flourish stories have proven to us that sustainable practices are not detrimental to economic performance. Many of these businesses started with a handful of employees and have grown tremendously. This shows that sustainability can be a competitive advantage to encourage profitability. Of course, these are big words, and we are not, in any way, trying to set a new theory, but we can surely confirm that we no longer believe in sustainability as a "scourge" of a business, but as a thriving force that drives these enterprises forward. Therefore, one of our key takeaways is that a business can be a flourishing enterprise by making economic profits from activities that contribute to multiple SDGs and targets.

Additionally, from the various stories we have been exposed to in this project, we realised that there is not just one textbook format to follow in order to contribute to the SDGs. When tackling a single SDG such as the common SDG 14 in the stories assigned to us, each company used a different approach. Therefore, the key element for a company to successfully contribute to a sustainable goal is to be inquisitive and open-minded. Some companies used a proactive, problem-solution approach, looking for sustainable solutions to real-life issues. Others were involved in reactive initiatives, and they took their already established business and modified it to serve the SDG.

Developing a Sustainability Mindset: Connection of Brain and Heart

Reading these stories has uniquely inspired each member as our brain and heart become connected through thoughts and feelings. Change and impact are closer than what one may think. Most students believe that there is nothing that they can do to contribute to the SDGs. But these stories have proven that the ability to provoke real change lies in the awareness of one's environment and experiences. We can all create change by simply looking for issues that currently ill our communities or by finding new ways to use previously overlooked materials because, as we previously noted, inspiration for some of the stories came from everyday experiences. The founders were practising mindfulness and so, we have gained an understanding that reflection on our experiences is fundamental as it can help us recognize opportunities to make meaningful changes that contribute to a healthy world.

However, human behaviour is shaped by our personal beliefs, values, and assumptions (Ritz & Rimanoczy, 2021). Thus, for us, or any student or person, to put all their efforts into researching, compromising, and developing, we need to feel that sustainability is personal to us. Truly believing that sustainability is something that each one can assume, that sustainability weighs on one's shoulders, is the key element that brings it all together and results in people taking action and being innovative as featured in the AIM2Flourish stories. This is why we are grateful for this project, for it has led to sustainability becoming intertwined with our core beliefs and values which will undoubtedly stay with us for the rest of our lives.

Although we owe every business this result, some of them have touched us personally. Most of the members of our group felt connected to the stories that belonged in the category mentioned above of using natural processes to help care for the oceans. After a heartfelt discussion, we concluded that the common factor that had led most of the team members to choose a favourite story is the fact that the solution to the damage inflicted on nature is found in nature itself. How humbling it is to confirm that nature is wiser, that, even if we design sophisticated machinery, the most ingenious and effective solutions are hidden in natural processes that have been present all along but, sadly, because of our own doing, we have deteriorated their presence in the environment. The nickname we have come up with to define all these initiatives that enhance natural processes to increase sustainability is "nature curing nature". We find that these solutions are the ones that feel more right to us because there is no need to ponder if these techniques are going to be damaging in the long run, since they are already part of the natural environment.

Moved to Action with our Hands

A majority of the AIM2Flourish stories included businesses that are SMEs, and reading these stories has made us realise that it is not just up to the government and large corporations to be innovative and encourage change. We initially thought that UN SDGs were something to be tackled by large organisations that have the funds to create large-scale impacts. While the government and large corporations do have an integral role to play, we can now see that it is part of everyone's responsibility to do something. Each individual's effort can have a small marginal effect, but when we all

engage in sustainable actions together in the short run, there will be a collective effort that will have a positive impact in the long run.

After analysing these stories, the members of this group have gained key skills of being more aware of how SMEs in our surroundings are aligned more with sustainable practices as compared to other larger companies that are simply now jumping on to incorporating corporate social responsibility (CSR) through activities that are not core to the business. The difference between being proactive, where leaders are making a conscious effort to integrate sustainability into core business operations, and reactive, where businesses are making new changes, is important. We are aware of how easily a CSR initiative can be cut from a business to save costs and are now more critical when assessing if a business is truly flourishing.

We all agree that sustainable actions can be incorporated into our everyday lives through simple acts of recycling, purchasing fewer products that use plastic, and supporting more sustainable businesses. As students, we tend to go for the cheapest option when we need to purchase a good or service but since developing a sustainability mindset, we are forced to take a step back and question if cost-effectiveness should be prioritised over a more sustainable option. We are now finding ourselves in an ethical dilemma when faced with going for our default option of whatever is cheapest as compared to supporting responsible consumption. We recognize that small changes in our consumption habits are a good starting point and we have been more conscious of this.

Apart from making changes to our current everyday life habits, a few of our members are also moved to take action in our futures. Those of us that see ourselves as entrepreneurs have been inspired to one day be featured in an AIM2Flourish story through either building a business with a unique innovation or making changes in an existing family business to reduce the negative impacts on the environment and society. On the other hand, some of us are not that entrepreneurial but are committed to contributing towards achieving the SDG targets through partnerships with the government and organisations, or educational platforms that can raise awareness about sustainable practices.

At the beginning of this project, we were all unsure of what the experience would be but reading about the many extraordinary innovations has proven that there are multiple ways to become involved in addressing the SDG targets. This experience has truly led to transformative learning as noted by Lessem (1998) where there has been an interplay between our thoughts on the AIM2Flourish stories, the sustainability mindset we have developed, and the changes in our behaviour that will encourage action in our future. At the end of the day, it does not matter if sustainability is being embraced by governments and multinational corporations, SMEs with innovative actions, or individuals changing their consumption habits. Small and large changes are all a good start towards achieving the UN SDGs and a healthy world for the future.

Our Team Work and Lessons Learned

Our team consisted of 6 students coming from various corners of the world with different cultural backgrounds. Despite being an international group, we easily connected as technology made it simple for us to have weekly meetings and discuss our expectations and plans for this project. Working in an international group forced us to have more consideration of the schedules of others as we had to take into account not just the various demands of each group member but also the varying time zones. However, we didn't encounter any major difficulties as time zone differences could be overcome by finding a common time that worked for all members. From what we felt, having a weekly schedule as a requirement was beneficial as it allowed us to organize meetings at a set time to commit to completing parts of the project.

Considering the meetings that we have done through these last few weeks, we can conclude that there is no significant difference between all of us despite being culturally different. We tended to agree on all the main points and themes highlighted earlier which could be due to the fact that we are all of a younger generation that shares similar views from being globally interconnected. Even when considering Hofstede's six cultural dimensions, we found that we are more similar than Hofstede's dimensions might suggest. Being engaged in cross-cultural dynamics was exciting and we got new insights from each other. Our culture represents how we perceive the world and our team's diverse perspectives provide many new ideas that encourage each other to perceive the workplace and the world in new ways.

The main difficulty which could be attributed to cultural differences is the lack of confidence in the English-speaking skills of some of the group members. However, we encouraged members to write things down that they

had difficulty saying or even speaking in a language they were well acquainted with and then have another member translate it for others. It was a unique experience for each of us to have the opportunity to collaborate with other eager university students, but we do believe that interaction might have been higher if all our meetings were not recorded. During unrecorded meetings, the members were more comfortable sharing personal details that brought cross-cultural dynamics to life. We also had more meaningful conversations during unrecorded meetings where the members tried their best to express their views despite their weak English-speaking skills.

As with all group work, there are always a few hurdles where there might not be a full commitment by some members to assigned tasks. While this can lead to disagreements, we managed to avoid these problems by having other members do a little extra work while others were busy. We worked in various subgroups for some sections and those who felt they worked better on their own tackled some of the work independently. This might not have been the best strategy because those who worked independently did not experience the same cross-cultural exposure as those who worked in subgroups. If we could do this project all over again, there is not much that we would change. Having professors who were willing to assist with any bumps along the road has immensely helped us to complete this project with a new sustainability mindset.

Appendix

Table 1: AIM2Flourish Stories

Title	URL	Business Name
4ocean	http://aim2flourish.com/innovations/4ocean	4ocean
NATPACKING, WATERPROOF AND BIODEGRADABLE PACKAGES	http://aim2flourish.com/innovations/natpacking-waterproof-and-biodegradable-packages	Acelflex SAS
A Solution for the Plastic Waste Contamination Problem	http://aim2flourish.com/innovations/a-solution-for-the-plastic-waste-contamination-problem	Arqlite
The Future of Pest Management	http://aim2flourish.com/innovations/the-future-of-pest-management	Bugs For Bugs
Using Data to Change the World	http://aim2flourish.com/innovations/using-data-to-change-the-world	CARTO
Clean Energy from the Sea?	http://aim2flourish.com/innovations/clean-energy-from-the-sea	Catalina Sea Ranch
From Plastic to Fashion	http://aim2flourish.com/innovations/from-plastic-to-fashion	First Mile
Turning Ocean Plastic Waste into Packaging	http://aim2flourish.com/innovations/turning-ocean-plastic-into-packaging	Lush
A New Meaning to Clean Eating	http://aim2flourish.com/innovations/a-new-meaning-to-clean-eating	Newport Restaurant Group
How Artificial Oyster Beds Save Coastal Areas	http://aim2flourish.com/innovations/how-artificial-oyster-beds-save-coastal-areas	ORA Estuaries
Circular Economy World Is (in) Your Oyster	http://aim2flourish.com/innovations/circular-economy-world-is-in-your-oyster	Providentiel Coquillages
Jalas Veva Jaya Mahe	http://aim2flourish.com/innovations/jalas-veva-jaya-mahe	PT Aruna Jaya Nusantara
Recyclamer: The Water Vacuum	http://aim2flourish.com/innovations/recyclamer-the-water-vacuum	Recyclamer Innovation
Tourism Goes Green, Keeping Oceans Staying Blue	http://aim2flourish.com/innovations/tourism-goes-green-keeping-oceans-staying-blue	Sea Going Green
A Solution to Manmade Disaster: The Rigid Pipe Boom	http://aim2flourish.com/innovations/a-solution-to-manmade-disaster-the-rigid-pipe-boom	T. Baker Smith
A Budding Idea: Plant-Based Cosmetics	http://aim2flourish.com/innovations/a-budding-idea-plant-based-cosmetics	Veriphy Skincare

SDG 15: 8 Years Left to Demand Change: Critical Reflexion on Innovative Flourishing Businesses in the Context of the UN Sustainable Development Goals

LAP BON JOSÉ LUI; JUAN SILVESTRE; BLANCA SAIZ DE VERA; ZAHRA ALAYDRUS; CARLOS CAKRA; AND PRAWIRA RAHMANANDA

The Sustainable Development Goals (SGDs) are an initiative adopted by the United Nations in 2015 as a world development agenda that

covers social, economic, environmental, legal and governance fields through 17 broad goals and 169 measurable achievements. They were designed to ensure that all humanity enjoys prosperity and peace by 2030, and to end poverty, hunger, disease and discrimination against women. Of course, all UN Member States must work towards achieving these goals without leaving any nation behind, but SDGs are designed in a participatory way. This means that it involves all sectors that contribute to development, like the government, Civil Society Organization (CSO), private sector, business sector, tourism sector, academia, etc.

Specifically, the 17 SDGs are: (1) No Poverty, (2) Zero Hunger, (3) Good Health and Well-being, (4) Quality Education, (5) Gender Equality, (6) Clean Water and Sanitation, (7) Affordable and Clean Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation and Infrastructure, (10) Reduced Inequality, (11) Sustainable Cities and Communities, (12) Responsible Consumption and Production, (13) Climate Action, (14) Life Below Water, (15) Life On Land, (16) Peace, Justice, and Strong Institutions, (17) Partnerships for the Goals.1

These goals are especially relevant when it comes to providing worldwide unitary guidance in order to fight the issues mentioned before, so that people can live in dignity across generations and that we can protect our planet while we develop, sustainably, as a society. However, success on achieving these objectives will mostly depend on the world's ability to adopt new governance strategies that distribute local and subnational responsibilities, as local governments are closer to the people and businesses in both urban and rural communities, and it is easier for them to influence social behaviors towards sustainable development.

We wanted to take the chance to encourage reading the paper of María Isabel Saz-Gil et al. on Corporate Social Responsibility under the Sustainable Development Goals, as it approaches a new way of addressing corporate social responsibility. In essence, it explores the possibility of participation of retired and pre-retired workers in Corporate Volunteering -a type of employee management that takes into account social responsibility and contributing directly to the community-.2 According to the theoretical model they created -which integrates both CSR and Corporate Volunteering with the focus on SDGs- the Sustainable Development Goals represent an excellent opportunity and a frame of reference for CSR strategy; and could provide substantial improvements for people's health and well-being.

Connecting these actions of the private sector with the the SDGs is precisely the goal of this essay: we will analyze the different business stories assigned to us whilst remarking connections and differences between them.

Noticeably, every company we worked on had Sustainable Development Goal 15 in common. The aim of this goal is to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably managed forests, combat desertification, and halt and reverse land degradations and halt biodiversity loss. Addressing these issues positively affects issues regarding food systems, poverty, and more. According the United Nations Development Program data "around 1.6 billion people depend on forests for their livelihood. This includes some 70 million indigenous people", and "15% of land is protected but still, there are critical areas for biodiversity that are not"3. Of course, SDG 15 is critical for these people, but it also affects those who are indirectly connected to the health of the forests and land, as it relates to various ecosystems and regions. Moreover, urbanites contribute more than anyone else to desertification and biodiversity loss, not only by expanding, but mainly through their increasing demands for consumption, which requires both converting land for industrial purposes and exploiting ecosystem in order to obtain natural resources. A great

example of a local government measure taken to restrict rapid urban sprawl is that of Winnipeg, Canada, where cities in the Province of Manitoba have come up with a partnership in order to preserve the Bois-des-esprits.

Let us focus again on the companies we were assigned. The business we thought made more impact on SDG 15 is "OrgFund: Maximizing Production of Crops with Zero Residues". Winner of the Flourish Prize 2021, they created a highly efficient biopesticide that has better and even faster results than traditional pesticides, leaving zero residue in its application in crops. Furthermore, this business scaled up its own capabilities and was able to set a 55% margin in this product, while still offering it to customers at 10x cheaper than chemical-based products that are much more harmful for the people and environment. Potentially, this company has reduced by itself the risk of crop disease in many parts of the world, also contributing towards the goal of no hunger (SDG2), innovation and infrastructure (SDG9), responsible consumption (SDG12), and climate action (SDG13).

Interestingly enough, all companies share a common aspect: they thrive from an economical and environmental standpoint. That is, they do not meet the common assumption that profit must involve some level of unsustainability. For instance, "Dragonflies on the Golf Course" applies the science of ecology to restore ecosystems, conserve habitats, and regenerate natural systems that sustain life on Earth. Additionally, businesses like "Sustainable products from the Amazonas", "Urbania Café", "Navigating Nature with Natives", "Revi-B" were based on techniques that cause a direct impact on the environment, the protection of habitats, regeneration and fertility of the soil and crops, and the protection of endangered species. Many of them clearly focused on environmental remediation while developing solutions for eliminating potential environmental hazards and improving traditional methods. Meanwhile, other stories provided a more indirect, yet equally efficient way of positively affecting the environment. For example, the activities of "Hotel Doolin" -a small hotel in Ireland which has a clear focus on reducing their carbon footprint, waste, water and energy use- and "CARTO" -an intelligence platform which seeks innovative ways to better the world and make impactful change- were not mainly environmentally based, but they still emphasized the significance of sustainability and climate action.

Innovation was present in every business story as well. One example that clearly portrays this is "BAUER Resources", a company that has been able to recover more oil from water by means of reed plants than by using conventional methods. It also contributes to the development of the environment around it, as it has built a treatment plant in the middle of the desert which works as a habitat for thousands of migratory birds.

All in all, these companies were successful in spotting a need around them and properly fulfilling it by applying the stakeholder theory -which argues that a firm should create value for all stakeholders, not just shareholders-. This pattern is clear through all the stories, as businesses were able to grow sustainably and efficiently by helping their community to improve. Most of them promoted personal connections among people from all over the community as well as the improvement of the natural environment around it. Many stories targeted SDG 11 as well: sustainable cities

and communities. These had to do with native and indigenous communities that worked for an interaction with the rest of the world, as well as preserving and keeping their traditions and local knowledge: "Native", "Tierra de Monte"... For example, the former one hosted tours to educate others on the importance of the environment and to be more sustainable in growing and harvesting food, whilst investing 40% of the revenue generated back into the indigenous communities to help build livable neighborhoods.

Stakeholder Theory
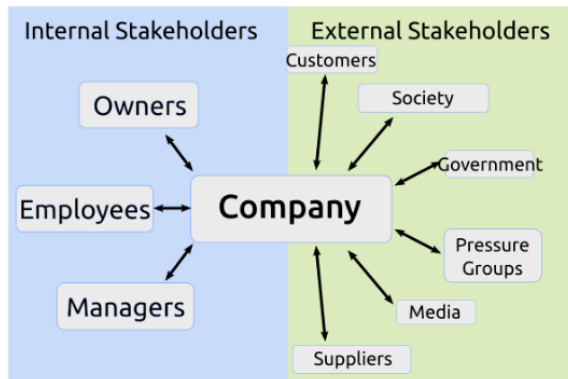
www.economicpoint.com

Nonetheless, we believe that national and subnational government organizations have a greater role in this SDG than the private sector does, as they are the ones who must provide access to green public spaces, resilience to disasters and climate change -especially in the most vulnerable neighborhoods-, and legislate in order to prevent carbon intensive growth models and emissions. They must also guarantee access to financial means for companies such as Tierra de Monte, which provides biological products that increase productivity and quality of agriculture with 0 environmental impact... accomplishing great progress on SDGs 2, 3, 11, 13 and 15 -no hunger, good health, sustainable cities and communities, climate action, and life on land, respectively-. Underfunded companies like this represent missed opportunities through which governments could indirectly participate in sustainable development.

Another aspect that caught our attention was that SDG 12 -responsible consumption and production- was present in many of the stories. After all, most of the businesses end up remodeling their consumption patterns when they balance environmental goals and profit- based objectives; and it comes back to the idea that businesses have an enormous role in and

industrial world that is sustainably developed, as they are generally larger buyers than public authorities. By influencing the development of new, greener products and services, businesses can shape our preferences and create the need for socially responsible product consumption. For instance, "Natpacking, waterproof and biodegradable packages" manufactures 100% ecological packaging that are water soluble, biodegradable and non-toxic. Advertising products like these makes both people and businesses think twice before buying/selling traditional bags made from petroleum, which take about 400 years to fully degrade... and raises awareness on the fact that these unsustainable bags exist and are very commonly used in our daily life, often normalized by how used to seeing them we are. "DGrade" takes a different approach on the same idea, by producing high quality clothing and accessories from recycled plastic water bottles that are again single-use plastics much like traditional bags.

Reading these stories definitely made us realize how relevant is the role of businesses in achieving a sustainable development as a society. There won't be any profits in a dead planet, and we have seen that firms have started to notice this and work towards reducing their toll on the environment. What's more, we learnt that some companies actively try to reverse others' damage to the planet while still making a profit, proving for once that these don't necessarily have to come with a certain level of unsustainability.

However, for already existing and polluting firms to adopt a sustainable business mindset, it is the people who must demand change. We have noticed how important is the role of initiatives such as AIM2Flourish in promoting participation of private equity in SDGs' strategies, as businesses more increasingly want public recognition of their

contribution towards change. In turn, they receive approval from consumers who value socially responsible firms that not only minimize their harm to the environment, but also make a difference in areas such as ending world hunger or poverty with the products they sell; or reduce inequalities and promote peace and justice, even if its just in the way they organize their corporations. In essence, what we are trying to say is that we have realized how, as consumers, we have felt pleasantly shocked at the actions of these firms and how different they work, and after learning about them have decided to really look for stories like these in our day-to-day purchases: it is our task as a collective to decide which businesses strive and which do not... and working on projects like these in which one sees an alternative way of doing business that benefits all, but then purchasing goods from unsustainable companies, would be a complete nonsense.

After discussing in detail the questions we answered on the sustainability mindset survey, we have noticed a great change in how we see two major areas: ecological worldview and systems perspective. The latter has mostly shifted towards considering long-term impact of decisions and strategies, rather than feelings about short-term behaviors: we have further explored our feelings and understood what it means to have a good sustainability mindset. Being more sensitive to considering long-term consequences of business actions will prove to be a great asset when discerning corporate bluffs that aim to gain popularity and revenue, from real measures that contribute to seeing change in the world. Now that we know more about what SDGs mean and what the goals of 2030 are, we are able to better comprehend environmental and societal problems and pressure companies to act on precise subjects if we ever think they need immediate attention. Before this project, we were limited to a more general demand for change without concrete requests, which often contributes to leaving businesses unaccountable for their impact on the world. Consequently, our ecological worldview has been altered as well. We are now able to connect individual decisions -of both businesses and stakeholders- to planetary challenges. Again, vaguely requesting change has been the tone for us until now, and this meant we kept environmental and social challenges separated form our personal life, as we felt we did not cause them. Collectively striving for alternative business models which cause minimal harm to the planet and contribute to the SDGs framework is society's task as a whole. Yet, we are often so challenged in our daily activities that we do not dedicate much time to reflect on how we are contributing to the solution. According to the survey, most of us tended to underestimate our own power and influence in shaping a better world and a suitable future for the next generations. Hoping someone powerful would eventually intervene, we felt despair whilst doing nothing. However, this activity has helped us realize our -smaller- role in change, and made us feel more empowered to demand it from firms.

Indeed, we think the goal of assigning this project has been -indirectly- to shape student's minds towards demanding change as a group, which comes back to the stakeholder theory. Now, businesses have to mind groups of people and institutions which do not directly participate in their stock, because bad publicity could prove fatal to them. In a more-than- ever interconnected world, in which information travels at incredible speed and distances between people seem to be reduced thanks to the possibility of communicating instantly with other parts of the world -this project is a clear proof of it-, stakeholders are more empowered than they ever have been. We have the ability of shaping corporate strategies from the outside, moderating greed and conventional production towards a sustainable alternative. This is why we believe the next step for people like us will be to further work on achieving transparency of business activities, as we are sure some practices escape the public spotlight by either taking place in which speech is limited, or in places where people simply do not care enough to make a story about them. Initiatives such as WikiRate mean a significant step closer to achieving not only corporate transparency when it comes to the impact their activity has on the planet, but also translating data provided from businesses to the people so that it is accessible and easily understood by the general public. Us students from the Universidad de Navarra were really excited to share the existence of this organization with our colleagues from IPMI, who realized people don't necessarily have to become journalists to start spreading the truth of business practices in our society. Moreover, students from IPMI reminded us that social media platforms are pivotal when it comes to massively sharing information about either flourishing businesses or those which are detrimental to the planet; but keeping an eye out for fake news has proved to be very problematic in the last decade, which could be the subject of another essay.

Despite all of this, we believe there is another side to this story. It is not only consumers who have the task of demanding alternative practices and information about the sustainability of a business' strategies; firms must now create the need for information in consumers.

We have felt moved by the stories and a little ashamed that we did not care as much for sustainable practices before. Businesses like the ones we have been working on have the power of creating this demand for information about corporate sustainable practices, and about how impactful each firm's production model is to the planet's health or towards achieving the goal of zero hunger, poverty, disease and discrimination in 2030, in a world in which humans live in prosperity and dignity. They are the ones who are more benefitted in people acknowledging their commitment to this cause, as well as interested in promoting a competitive environment in which already existing firms put up with the costs of restructuring their business models to adjust to the standards of the people. Us students doing this project are living proof of how easy it is to develop the need for businesses that are exemplary on innovation, accountability and transparency whilst immensely contributing to the role private equity has on the SDGs, whether they are huge or small firms.

In essence, we urge companies to become flourishing businesses that set an example for others to follow, and to further promote the idea that profits must not come at the expense of humanity's well-being. AIM2Flourish stories have proven that is possible to benefit both stockholders and stakeholders, and that it is our task as a society to simultaneously promote change from outside of the business sphere. We must remember that holding companies responsible for their actions and demanding change has never been this easy!

Lessons learned

Our team consisted of 6 people: 3 were from IPMI International Business School and 3 from Universidad de Navarra. We scheduled our meetings on either Tuesdays or Fridays: we matched our schedules to meet at a time that was suitable for everyone so that we could all join -usually at 2pm Spanish time- and then brainstormed our thoughts on each subject before establishing our individual responsibilities in order to to work independently on our assigned tasks.

Probably, the hardest part of this project was to actually write it separately without being physically close to each other: before this, we were used to being able to meet with our colleagues in person for group projects and discuss every little problem as it arose while we worked... but this time, we had to first try to solve these issues before texting each other for help. Nonetheless, having access to a team for support and guidance was extremely helpful: we made sure that we were ready to support and help other members of the team if they ever needed assistance through our WhatsApp group.

Even though that was the platform we mainly used on the day-to-day communications, Zoom was the one we used for more formal meetings. Also, Google Drive was especially useful when sharing documents, links and the draft of this project. Making sure everyone had the chance to share their thoughts during the meetings was one of the main factors we appreciated when working as a team, and we believe it made a huge difference when comparing to how some other teams worked. The key for this was respect and desire to learn more about the ways in which people from other countries think. As a team with people from different countries we had to consider our colleagues' different styles of working: we brainstormed, made decisions, and addressed conflicting approaches in a way that was respectful for everyone.

We also wanted to take this chance to address a misunderstanding we had for our first meeting: during this call, we discussed the subjects for an hour, answered the questions and shared each other's thoughts and ideas about them. And because it was our first meeting, we also took the time to introduce ourselves and get to know each other to avoid any form of awkwardness... However, we did not think of recording the meeting from the beginning because we believed our task was to make a clear, short presentation answering to the 3 questions of the week that were given to us in the document with timelines.

After having submitted the video through google classroom, we received a reply letter from one of the lecturers saying that our video was too short, too formal and a bit like a "roll call". Panicking, we changed our approach to the meetings and strategies and decided to record them from the beginning, and it is evident from the following videos that we got along very well from the very beginning and had work on this on the previous meeting. Moreover, though we mainly discussed the topics related to this project, we also enjoyed getting to know each other a little by talking about our daily activities, the different school systems, our workload etc.

Learning that we have the ability to adapt to changes like this was definitely the other key takeaway from this

experience. Misunderstandings and conflict can happen quite often when working remotely. Therefore, talking thoroughly through every point proved to be very useful in order to avoid these problems.

Finally, we wanted to thank the University of Guelph, the IPMI and the Universidad of Navarra for bringing this opportunity to the students of Global Political Economy. Definitely, cross-cultural dynamics are quite demanding but exciting at the same time, and each one of us got to learn more about different ways of working and communicating. The richness a variety of viewpoints coming from people from different parts of the world can add to a project like this is extraordinary: an international team can offer new perspectives that inspire one another to approach different issues in atypical ways, and we will be seeking more chances to work like this in our future jobs.

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PEACE AND THE UN SDGS

Peace

"We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development." (United Nations A/RES/70/1, 2015, p. 3)

The preamble of the 2030 agenda for sustainable development famously states "There can be no sustainable development without peace and no peace without sustainable development". Peace, justice and strong institutions are an inalienable condition for development. No progress is reliable, or secure, without strong background conditions.

And yet, the OECD's report on "States of Fragility 2020" provides us with a dim picture. Before COVID over 76% of the extremely poor lived in fragile contexts, and the most fragile contexts are at increasing risk of falling behind. As we go further into the decade of action this should be an alarming fact, one that requires coordinated effort and a renewed commitment to good governance by all actors.

When we think of SDG16 in the context of businesses, corruption often takes center-stage, but the SDG compass identifies five additional key themes: Effective, accountable and transparent governance, Compliance with laws and regulations, Public access to information, Physical and economic displacement and Inclusive decision making.

Companies need strong institutions, rule of law and peace to operate. But this is a two way street: through their actions, they can foster the same climate that helps them thrive. Much is left to do, but there are examples of positive and profitable business that can shine as an inspiration. The next section includes reflections from students who considered some such companies. These young men and women talk about being transformed by the experience, we hope you will be too.

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SDG 16: Flourishing Voices heard from Around the World

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Introduction

This paper written by a group of students from Canada, Indonesia, and Spain has grouped up various critical reflections based on the various AIM2Flourish stories we received at the start of this five-week project. These stories all focus heavily on sustainability and have specific Sustainable Development Goals (SDGs) affiliated with them. Most of our stories had a few intersecting goals but all of them had one consistently recurring goal, goal number sixteen: Peace and Justice. The reflections and conclusions we were able to make are based on these goals and the organization in the story's ability to meet and achieve these goals. The growing population and new societal challenges brought by the rapid development of technology and the consequent change in consumption habits have promoted the replacement of the Millenium Development Goals (MDGs) by the SDGs (Pederson, 2018). As a group of students from three different countries, we were able to critically reflect on the stories and view them from cross-cultural perspectives. Equality, diversity, and inclusion helped make this paper a possibility. Our three professors worked extremely hard to make this possible and we are extremely excited to share the conclusions we were able to draw. By the end of this paper, readers should be able to have a good understanding of what each AIM2Flourish story is about and the Sustainable Development Goals aligning with each story, critical reflections on each story, and lastly, the lessons we learned as a team, how we worked together and our overall experience being on a team made up of students from three different countries.

Description of key Sustainable Development Goals

The Sustainable Development Goals (adopted by the United Nations General Assembly in September 2015) cover the years 2016 to 2030 and are formally the goals of the United Nations"Transforming our World: The 2030 Agenda for Sustainable Development,'an agenda that lays out the vision, principles, and commitments for a more equitable and sustainable world for all. The SDGs' practical and political importance, as well as the challenges they provide, can only be fully grasped by first knowing what came before them. The Millennium Development Goals (MDGs) were a set of eight international development goals in force from 2000 to 2015. The UN, worldwide nonprofit organizations, and many other concerned and devoted organizations and individuals more locally have all published literature on sustainable development in general and the SDGs in particular. Because it is easy to become lost in all of the information, we have chosen our sources carefully. Most crucially, there is a widespread belief that much more inventive approaches to collecting and using data, ranging from crowdsourcing to big data, are required if the processes for implementing and delivering the SDGs are to fully benefit from the data revolution.

Sustainable Development Goal 16: Peace and Justice

As mentioned above, the Sustainable Development Goal that is recurring in each and every one of our AIM2Flourish stories is goal number sixteen: Peace and Justice. The Goal of Peace and Justice has twelve different targets that it is made up of. The first is to reduce violence everywhere in the world. The second is to reduce and protect children from abuse, negative exploitation, sex trafficking and violence. The third is to help promote the fundamentals of law to help ensure equal access to justice. The fourth is to fight against organized crime and prevent illegal firearms flows. The fifth is to find ways to reduce corruption and bribery. The sixth is to make sure institutions are accountable and transparent about what they do. The seventh is to make sure responsive, inclusive and representative decision-making is present. The eighth is to encourage and build up participation in global governance. The ninth is to provide some sort of universal legal identity for all. The tenth is to protect fundamental freedoms. The eleventh is to strengthen the national institutions to prevent violence throughout the world to help combat terrorism and crime. The last target is to implement the promotion and enforce non-discriminatory laws and policies (Sustainable Development Goals, 2022).

Sustainable Development Goal 10: Reduced Inequalities

The Sustainable Development Goal that pops up in a large chunk of our AIM2Flourish stories but isn't in every single story is goal number ten: Reduced Inequalities. Reduced Inequalities has ten key targets ironically that make up the goal. The first goal is to progressively make and sustain income growth of the lower forty percent of the global population at a rate higher than a nation's average by the year 2030. The second target is to empower and promote social, economic and political inclusion for all by the year 2030. The third is to help make sure that equal opportunity is provided to reduce the inequalities of outcome, this will be done by eliminating discriminatory laws, policies and practices. The fourth is to adopt certain policies that help progressively achieve greater equality. The fifth is to focus more on the monitoring of global financial markets and institutions. The sixth is to enhance the representation and voice of developing countries in decision-making. The seventh is to facilitate orderly, safe and regular migration and mobility of people. The eighth is to implement the principle of special and differential treatment for developing countries. The final target is to reduce to less than three percent the transaction costs of migrant remittance and to eliminate remittance corridors with costs higher than five percent all by the year 2030 (Sustainable Development Goals, 2022).

Linkage of organizational actions and our main Sustainable Development Goals

The second section of the report will give more of an in-depth analysis of each story, the goals relating to the stories and how the organization affiliates with the goal. In addition, the alignment of the SDGs with the 5P, namely, planet, people, prosperity, partnership and peace also will be reflected.

For addressing SDG4 (quality education), companies like Coffee for Peace, Textbooks for Change, BOP, Milestones in Home Care, and Tony's Chocolonely contributed a lot. For example, Coffee for Peace trains locals to supply coffees with good agricultural standards and farm in an environmentally friendly way. Besides, Textbooks for Change helps to solve the unequal distribution of educational sources by providing affordable and accessible learning material. Similarly, BOP, a technological platform that helps to connect non-governmental organizations, citizens, companies, and government agencies, requests experts in science or math to teach children from low-income families and disabled people, expanding quality education and at the same time reducing inequalities (SDG10). While the primary SDG Milestones in Home Care intends to fulfill is to ensure good health (SDG3), this company also devotes itself to providing children with 24/7 care in their own home instead of being chained in hospitals, helping children live a more engaged life. This allows their patients to attend school classes and advance to higher education institutions, conducive to the fulfillment of quality education. With regard to Tony's Chocolonely, its innovation lies in training indigenous people of the Philippines on supplying coffee with good agricultural standards. These companies aligned with the People aspect of the 5P, advancing the dignity and equality of individuals by expanding quality education.

Concerning SDG 5 (Gender Equality) and SDG10 (Reduced Inequalities), Tony's Chocolonely, Textbooks for Change, and PeriFerry has driven social changes about eliminating inequality in various aspects. We described these two goals together because of the similarities among them. SDG10 can be explained as reducing inequality in age, disability, race, sex, ethnicity, wealth, policies, and laws (The Global Goals). Besides, reducing the disparity between developing and developed countries is another aspect that we could work on to fulfill SDG10. With regard to gender equality, female workers of Tony's Chocolonely account for 80% of their employees, contributing to the empowerment of women and the attainment of economic resources by women. Concerning Textbooks for Change, in the process of sending books to universities in East Africa, they committed to making education affordable and contributing to eliminating privileged education, intending to achieve the equal distribution of educational resources. Unlike Textbook's efforts on eliminating education inequality, PeriFerry noticed how members of the transgender community were excluded from high-income occupations and were remained discriminated against in the human market. Consequently, it innovated how to train employees to increase their awareness and acceptance of transgender individuals.

After advancing quality education and reducing inequalities, companies tend to work on SDG1 (No poverty) and SDG8 (Decent work and economic growth). As proposed by Lakner, Mahler, Negre, and Prydz (2019), the reduction of inequalities makes the eradication of poverty possible. In the case of Humblebee, it helps to develop a positive and authentic relationship, forming a sense of trust, and transparent communication within a business, fulfilling SDG8. Besides, one of the most significant innovations of Periferry is the REVIVE program designed for transgender individuals, which has helped over 300 transgender individuals find well-paid jobs, such as tech support, bank workers, and designers. The implementation of Tony Chocolonely's five rules of slave-free cocoa makes beans traceable. And it

requires farmers to be strong, ensuring improved productivity and long-term stability, and increasing more than 2.5 million farmers' consuming power and their work conditions.

SDG 12 is responsible for consumption and production, including the efficient use of natural resources, reduced waste generation by recycling and reusing items, and improved public awareness of sustainable lifestyle consumption. One instance that caught our attention is Textbooks for Change. It extended the life cycle of textbooks and sent them to students in East Africa. Another successful example is Genesee, which helps solve the problem of single-use plastic waste by developing a circular eyewear supply chain in which they collect discarded water bottles and convert them into glasses firstly, after the use of products by consumers, the company will collect previous products back, and consumers could gain new glasses by using their credits gained by buying previous products. According to the statistics, 16,000 single-use plastic bottles have been upcycled by Genesee. In addition, Futerra also performed well in this aspect, he complements logical strategies with creative and compelling stories, making sustainability commonplace in consumers' worldview. These companies contributed to the appeal of our society to protect the planet by consuming sustainably, aligning with the planet of 5P.

SDG16 (Promote just, peaceful and inclusive societies) is the crux of our stories. It refers to developing accountable and transparent organizations, forming participatory and inclusive decision-making, and enforcing non-discriminatory laws(The Global Goals). In the story of Tony's Chocolonely, its innovation helps to create a peaceful community with unity, no matter whether you are the Christians or Muslims, in the context of the long-standing divide and violence due to religious differences. With the help of Futerra, many Fortune 500 companies have become more inclusive and cooperative on different aspects, such as literacy for every woman, and advancing initiatives to solve climate change. Therefore, Futerra also contributes to the fulfillment of SDG16. Umana made it possible that professionals and patients can better connect without intermediaries, encouraging fair deals and transparent information. Through organizing sensitization workshops concerning members of the transgender community, PeriFerry guides employers to increase the acceptance and awareness of the workforce, creating a more inclusive work environment for LGBTQ groups. To advance SDG16, Global Prairie upholds an anti-corruption policy to ensure employees' rights and benefits.

After categorizing companies according to their primary SDG, we also noted that most of their inspirations are accidental. The founder of Milestones in Home Care got her inspiration of providing services different from traditional health care services from her experience in caring for a young girl who was chronically ill and confined to the hospital. The manager of Textbooks for Change witnessed the hardships that African students face that there are no available and sufficient learning resources. Then his vision became a flourishing business that not only brought economic profits but also provided students with qualified textbooks. PeriFerry was founded because Neelam Jain identified the lack of policies and practices of corporate organizations toward members of the transgender community. While their inspirations are accidental, they intended to change those dilemmas, such as unequal treatment of different groups and the waste of resources. In other words, they try to change the world consciously.

These companies not only bring social and environmental benefits but also form strong forces in advancing the economy. For instance, Milestones in Home Care benefits the business in matching the needs of chronically ill patients who want to be 'normal' in daily life. Besides, it respects cultural differences and sensitivities. For instance, they provide female nurses to care for a Pakistani family, abiding by Pakistani cultural customs and making society more inclusive. Textbooks for Change shows that the book industry has become a profitable industry, and it has donated over 260,000 textbooks. Over 50,000 African students are using their books, and 530.000 books were recycled in the last few years. By sharing ownership with employees, Global Prairie presented a prospering trend of development even in the 2009-2009 economic recession.

Critical reflection

Throughout the different sessions that took place weekly working and commenting on these AIM 2 Flourish business projects, we were able to notice a change in our perspectives as we began to read and inform ourselves more in-depth about the issues regarding all the Sustainable Development Goals that sooner or later came to play, but with a more specialized focus on our assigned goal, which was number sixteen, peace and justice. The SDGs are a natural evolution of business ethics and corporate social responsibility principles. They speak to achieve shared value where businesses provide private goods, government public goods and both goods which benefit both private persons and the commons

of the world. Though firstly we did not know too much about the relevance of the SDGs for businesses, we came to understand that it provides a moral template for capitalism, no longer leaving it to the will of markets to extract all value for owners nor to the overbearing, intrusive regulation of markets by government, but to the self-regulation of individuals and firms in collaboration with governments and civil society.

We agreed that world leaders must initiate significant reform of the policies and institutions that are behind the steady depletion of our basic ecological capital, the accelerating degradation of the environment, and the growing threat to essential life-support systems. They must commence a process of basic change in the way we conduct domestic and international economic relations and in the way we make decisions in government, industry, and the home. They must begin to reshape our international institutions for an age of total interdependence.

Also, in our view, there is no doubt that changes are taking place in our soils, water, and atmosphere more quickly than ever because of the impact of human activity. Consistent increases over the past one hundred years in the level of carbon dioxide, methane, and other "greenhouse gasses" have been well documented. Deforestation and desertification reduce the Earth's natural capacity to absorb carbon dioxide and emit oxygen into the atmosphere. The impact of synthetic chemicals in depleting the protective ozone layer is no longer questioned. Population growth rates, while declining in percentage terms globally, are creating population densities that exceed the carrying capacities of many parts of the world. Approximately one-fifth of the world's population that lives in the developed world is responsible for four-fifths of annual global resource use.

Most of us had a very vague and unclear idea of what the Sustainable Development Goals were if any at all. We commented how before this activity, sustainability sounded to us like this ideal project that needs to be taken into account and that needs to be implemented in public and private agendas, but that it might not have as much relevance on the micro-level or in our everyday lives as other issues could. We saw the sustainability world as something that needs to be developed and that it has certainly grown in the last decades and even more in the last few years, but that there was not so much action that we could take to have an impact. We saw global warming, poverty, world hunger or these as very complex problems that need to be tackled by groups of experts in different disciplines that can work together on bringing in a solution equally complex and complete. Even if we were conscious, by reading the news, that we are coming closer and closer every year to reaching a point of no return, we understood this topic as so much above our heads that it would be a waste of time because we could not be of any use. While there is increasing consensus on the need for sustainable development, there is not yet a sufficient understanding of the elements that contribute to it or their interrelationships.

One of the conclusions that we made while having our discussions, is that environmental, or in general, any issue that is in direct contact with the Sustainable Development Goals, that threaten peace and security will most likely be recognized and responded to more rapidly than those that do not appear to have a strategic impact. Examples might include control over energy and scarce resources, the different crises that might affect the stability of a country, ozone depletion as health care costs mount, or migration if loss of livelihood due to deforestation or desertification results in mass movements of people, which would be in direct conflict with the long term goal of Peace and Justice, given its consequences.

If we look at the meshing of the world's economy with the Earth's ecology only in terms of our relationships with developing countries, we are missing some fundamental points: The actions we take in any part of the world affect all parts; we cannot segregate human activities from the activities of other species, nor within the artificial boundaries of nation-states; global interaction quickly and inevitably transforms local actions into global results. This understanding should serve both to caution us about activities that are detrimental and encourage us to act in ways that are increasingly beneficial to global ecology. How do we take on the responsibility of planetary management? If we accept that we are approaching, and indeed may have passed, a number of critical thresholds, we can set out some assumptions for responsible management of planetary resources.

So, we asked ourselves a question. Where do we start? The most critical need will be to activate and accelerate the entire presently available machinery for international action at all levels. This could involve making existing machinery more efficient and effective. It will be equally important that the World Bank, regional development banks, and other multilateral, as well as bilateral, development institutions, strengthen their environmental capacity and conduct

environmental impact assessments as a standard part of program and project planning. This approach reflects the need for broad, internationally recognized standards, but acknowledges that the implementation of international agreements is only as good as the actions that take place nationally, regionally and locally.

Bridges will need to be built among government, business, developmental non-governmental organizations, and environmental groups to reduce antagonism and benefit from diverse points of view. In order to promote sustainable development, we need to ensure that mandates, philosophies, values, attitudes, behaviors, goals, objectives, strategies, programs, projects, and activities encourage the functioning of systems that support development with a long-term perspective.

To participate effectively and to have a sense of ownership, all of these stakeholders must have a voice in determining approaches and making decisions. Discussion of national and regional priorities, policy options, constraints, and the terms on which external assistance may be forthcoming helps to ensure that the importance of global concerns is recognized, while national actions are taken that are appropriate to local circumstances and capacity. Local knowledge, skills, and experience can be complemented by outside financing, technology, and organizational and managerial skills. Given global interdependence, we are all stakeholders in sustainable development. It is clear that economic growth does need to be accelerated in developing countries. It is undeniable, however, that the South, namely, Africa and South America, cannot attain the current consumption levels of industrialized countries without placing unsupportable demands on the recuperative powers of the land, air, and water. At the same time, industrialized countries need to develop more efficient and ecologically sound means of production, implement effective conservation measures, and accept lower levels of consumption as the norm in the future.

Takeaways from this report

By the end of this report, as mentioned briefly in the introductory paragraph. Readers will be able to gain a greater understanding of the key Sustainable Development Goals. The goals align specifically with the majority of our AIM2Flourish stories. An overview of the key stories and themes that we were given and how they are connected to the Sustainable Development Goals. Then a critical reflection based on our group meetings and the discussion we had. Lastly, the lessons learned, talking about how we worked as a team.

Our work as a distributed team: lessons learned

One of our biggest problems during this learning is about "time". We have a big-time difference between us. From Indonesia to Spain the time difference is about 5 hours, Indonesia to Canada's time difference is about 12 hours, and Spain to Canada's time difference is about 5-6 hours. We managed this problem by doing our vote so that no one objected to the time issue in doing the international group tasks. We usually meet on Thursday at 8:30 am Canada time, 2:30 pm In Spain and 8:30 pm in Indonesia. Which is the best time for us to do the meeting and finish our group assignment. We usually do the meeting through Zoom Meeting. Sometimes some of us had bad internet connection issues, and maybe the application error. But we enjoyed all those things because maybe this is the only way we can do international group assignments. Sometimes some people can't attend the meeting, but we have to respect people who don't attend the meeting because not everyone has free time to join the meeting and maybe someone is sick and it is not possible to join the meeting but we are still a "team". Because we have an obligation to complete the international group assignment.

Another problem is our language. We use English as our primary language. We have open communications via WhatsApp. But we all think that language is not a big deal, because everyone on this team at least has a basic English language, and it can help anyone to understand the conversation, the task, the small talk, etc.

To foster our cross-cultural working to be a team with many differences we are all together should know each team member. From the first Zoom meeting, we introduced ourselves to each other, starting with names, and nicknames until hobby and at the end of the first Zoom meeting we exchanged our WhatsApp numbers and created a WhatsApp group. We adopt flexibility in scheduling and decision-making to create values and we can go a long way to understand the priorities of our team members. We also encourage our team members to vote, give suggestions and opinions, and be free to ask some questions, because we don't want our relationship to be just for this international group assignment. We all agree to stay connected with each other, for example, we follow each other's social media to stay connected. One of our important things for this international group is listening to someone speaking. It is a simple thing to do, right?

But it will have a big impact on our chemistry. These types of biases can prevent collaboration and eradicate the trust of each group member because it can lead to unnecessary friction. We build our environment for collaboration. Respect individual differences and try to understand each other to build unity in a culturally diverse team.

   Our last word for this international group assignment

• Ty Haskan, University of Guelph, Canada.

"This has been an experience I will never forget, having the opportunity to connect with other students from around the globe has been nothing short of amazing. I've built new relationships that will hopefully last a lifetime. As the next generation of youth stepping into the workforce, I want to continue fourth with a sustainable mindset so that we can do our best to achieve the Sustainable Development Goals"

• Alejandro Mata, University of Navarra, Spain.

-" I see this as a great opportunity to immerse oneself into the sustainability world that we are necessarily going to live in. As well, having the opportunity to share our views with people from all around the world can be very insightful as to hearing new ideas that might have not come across your mind otherwise."

• Qianqian Li, University of Navarra, Spain.

-" In the process of reading and reflecting on the sustainable stories, I learned that every individual could consume in a sustainable way and drive social change. While companies tend to prioritize their economic benefits, there are companies that devote themselves to solving social problems and creating a more inclusive society".

• Paula Navarro, University of Navarra, Spain.

-"Thanks to the university for giving us this enriching opportunity to work with people from other universities and above all from other countries and cultures. This type of activity not only boosts our academic learning but also our life learning. "

• Raja Afani, IPMI International Business School, Indonesia.

-"I just want to say thank you to everyone, and I'm sorry if I am making mistakes".

• Tristan Elfan Z.R, IPMI International Business School, Indonesia.

-" First of all, I want to thank all of you for everything, for your time, and effort, and I'm feeling very very grateful about this chance to do this international collaborative learning because not everyone has this chance. I'm really happy to see you guys, see you again, thank you and I hope we stay connected".

   We believe acceptance and understanding of our cultural differences are what it takes to successfully complete the international group assignment. We hope our team can create new innovative solutions and lead the world to become a better world!

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THE 17 GOALS | Sustainable Development. (n.d.). Retrieved from https://sdgs.un.org/goals

Appendix

Title	URL	Business name
Tony's Chocolonely: Cocoa-llectively Abolishing Slavery	**http://aim2flourish.com/innovations/ tonys-chocolonely-cocoa-llectively-abolishing-slavery**	**Tony's Chocolonely**
Social Inclusion and Financial Independence: The Transgender Community in India	**http://aim2flourish.com/innovations/ social-inclusion-and-financial-independence-the-transgender-community-in-india**	**PeriFerry**
How a B Corp Marketing Pioneer Does More Good	**http://aim2flourish.com/innovations/ how-a-b-corp-marketing-pioneer-does-more-good-1**	**Global Prairie**
A Marketplace of Good Deeds	**http://aim2flourish.com/innovations/a-marketplace-of-good-deeds**	**BOP**
'Bee'ing Thoughtful in Consulting	**http://aim2flourish.com/innovations/beeing-thoughtful-in-consulting**	**Humblebee LLC**
Imagining a World Where All Are Inspired to Live Sustainably	**http://aim2flourish.com/innovations/ imagining-a-world-where-all-are-inspired-to-live-sustainably**	**Futerra**
The First Circular Economy Eyewear from Flint	**http://aim2flourish.com/innovations/ the-first-circular-economy-eyewear-from-flint**	**Genusee**
Helping the World Book by Book	**http://aim2flourish.com/innovations/helping-the-world-book-by-book**	**Textbooks for Change**
Democratizing Access to Health	**http://aim2flourish.com/innovations/democratizing-access-to-health**	**Umana**
A New Life for Chronically Ill Children	**http://aim2flourish.com/innovations/a-new-life-for-chronically-ill-children**	**Milestones in Home Care**
Creating Peace Through Coffee	**http://aim2flourish.com/innovations/creating-peace-through-coffee**	**Coffee for Peace**

PARTNERSHIP AND THE UN SDGS

Partnership

"We are determined to mobilize the means required to implement this Agenda through a revitalized Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people." (United Nations A/RES/70/1, 2015, p. 4)

All the SDGs require a collaborative effort, that is why the last P is Partnership. We are determined to mobilize the means required to implement this SDGs agenda through a revitalized Global Partnership for Sustainable Development. It will be based on a spirit of strengthened global solidarity, focused on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders, and all people. Goal 17 represent the partnerships for the goals. The official wording is: "Strengthen the means of implementation and revitalize the global partnership for sustainable development". The Goal has 17 targets to be achieved by 2030, broken down into five categories: the finance, technology, capacity building, trade and systemic issues.

SDG 17 refers to the need for cross-sector and cross-country collaboration in pursuit of all the Sustainable Development Goals by the year 2030. It is a call for countries to align policies. SDG 17 is a vision for improved and more equitable trade, as well as coordinated investment initiatives to promote sustainable development across borders. It is about strengthening and streamlining cooperation between nation-states, both developed and developing, using the SDGs as a shared framework and a shared vision for defining that collaborative way forward. It seeks to promote world-wide international trade, and ensure an equitable trading system that is fair, open, and beneficial to all.

Although the SDGs were agreed upon by the member states within the United Nations, achieving the SDGs involve all entities in the international community. It is not possible to work in siloes for this universal ultimate goals. Problems are cross geographies and sectors and require a cross-countries and cross-sectors collaboration as well. The critical reflection shows how businesses are initiating innovative collaboration in the effort to solve the world's problem. The good news is that we are seeing a variety of players step up for the SDGs, from youth activists striking for climate action to cities embracing sustainable living conditions and corporations embedding sustainability into their core plans. But, as can be seen through the critical reflection, more solidarity is needed, especially when it comes to mobilizing financing and reaching the furthest behind. Governments alone is not possible to achieve the SDGs. The governments of course have the key role to play, and they need to play it better.

Dr. Ir. Amelia Naim Indrajaya

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SDG 17: Connected to action, connected with passion

KINAN FATA ROVERDI; VICTOR AKHMAD REYNO; EMMA AUGUSTE; BEATRIZ VISCARRET; ALMUDENA CASTRO; AND ELENA NAVARRO

Introduction

The Sustainable Development Goals are 17 goals created by the United Nations in consultation with other international and national actors such as governments, companies and NGOs. These are universal goals that would help fight the urgent environmental, political and economic challenges our world is facing. These sustainable development goals are based on five major cross-cutting issues, which are the following: People, Planet, Prosperity, Peace and Partnership.

Both sustainability and responsibility are today used as strategies to win right by increasing organisation legitimacy and performance. Sustainability considers two major things: The type of society we want to create ; and the models and systems that support a better world. This is possible especially with the principal SDG we are focusing on: SDG 17 Partnerships for the goals. The one is particularly important for global sustainability in a way that it is a part of the process to reach the other sustainable development goals. The collaboration and partnership between firms, organizations, governments, or any other actor is key to successful, efficient and sustainable changes in our today's world. Revitalize the global partnership for sustainable development can be fulfilled with actions on certain aspects: Finance, Technology, Capacity building, Systemic issues, Multi-stakeholder partnerships and Data, monitoring and accountability.

Thanks to their huge financial power, the support of governments appears as a necessity to reach SDG 17. We can see it with the example of the European Union. In fact, The EU supports country-led development through a range of financial support mechanisms

In 2015, in the Addis Ababa Action Agenda, all countries recognized that international public finance plays an important role in complementing countries' domestic efforts to mobilize public resources, especially in the poorest and most vulnerable countries. Official development assistance (ODA), other official flows (OOFs), private flows, such as foreign direct investment (FDI), grants by non-governmental organizations (NGOs) and officially supported export credits are some of the financial flows from the EU and its Member States to developing countries.

There has been a positive trend regarding the total volume of financial flows from the EU to developing countries over the past two decades. The OECD estimates that total public and private EU financing to developing countries amounted to EUR 131.4 billion in 2019. This is more than two times the amount the EU provided in 2004.

The world today is more interconnected than ever before, in part due to digital technology. The SDGs can only be realized with a strong commitment to global partnership and cooperation. Coordinating policies to help developing countries, particularly least—developed countries, is vital to achieving sustainable growth and development. This includes supporting these countries in managing their finances, including debt, as well as promoting investment. The EU has long been committed to global partnership by supporting developing countries through official development assistance. Over the past decade, there has been a shift in the balance of roles, from donor—recipient towards cooperation based on a more equal partnership.

The EU has been strongly involved in processes such as the Global Partnership for Effective Development Cooperation, which promotes country ownership, transparency and results, among other principles. However, to help others, the EU also has to ensure its own financial stability and make efforts to support good financial governance in its Member States. Many of the SDGs can only be reached on the basis of strong technological development, in particular in the digital sphere. Indeed, communication with everyone, at every place, at every time, is crucial in our current world of infinite growing changes, and challenges to face.

Huge challenge on its own, SDG 17 also represents a significant help to increase the development of others sustainable goals, such as, concerning our companies; decent work and economic growth (SDG 8), sustainable consumption and

production (SDG 12) and climate action (SDG 13). Indeed, partnership between companies of different industry sector and region promote sustainability and growth.

How could small or emerging companies act in a sustainable way while growing economically without any external support? To build a sustainable world, people must act from the true beginning of the project. Implementing sustainable development in so many minds and company values that they will build their business around it.

How does companies succeed in collaborating with others, what are their challenges, obstacles, strategies and progresses to make? That is what we are trying to analyze in this essay.

Description and comparison of the stories

In this project our group has had the opportunity to learn and deepen more on our specific SDG which is SDG17. This SDG could be summarized as a wrap—up one for the rest of 16 SDGs as it focuses on the mutual collaboration of all countries in order to achieve the development goals but from a more financial point of view because The Global Goals can only be met if we work together. Hence, our stories, despite focusing on different specific actions, all share a common element: implementing them in a collaborative manner seeking for international financial or economic collaboration and support.

International investments and support are needed to ensure innovative technological development, fair trade and market access, especially for developing countries. So to build a better world, we need to be supportive, empathetic, inventive, passionate, and above all, cooperative. This SDG has 19 targets, one of the examples are, mobilize resources to improve domestic revenue collection, enhance SDG capacity in developing countries, and further develop measurements of progress. One of the ways to support this is to exports by buying products from developing countries. Pay attention to the Fair—Trade label on products which helps to indicate products from local producers in developing countries. Although all of stories address these from divergent perspectives, they are converging in some aspects that we find remarkable.

Our stories are varied and address several SDGs, but they all converge in the partnership goal. If we analyze the continent where the companies are originated, we can easily realize that America leads this specific "flourishing" project with 14 stories followed by Europe which has 7 stories. Africa and Asia come last with 1 and 3 enterprise stories respectively but still are making a great impact with some projects like IBK Co-op Financing in Seoul, committed to raise funds to aid SMEs to solve their early years financial problems or Kytabu educational project in Nairobi willing to provide better education for Kenyans by making students books more accessible for them.

These numbers demonstrate two facts, On the one hand, they reflect how developed countries are committed to making a better world leading flourishing projects and pursuing to satisfy human basic needs such as the case of Needlists which helps developing countries providing them with humanitarian help wheeler there are natural disasters, which is clearly implementing the 17.3 target of our SDG. On the other hand, this also proving that developing countries are feeling increasingly moved to take action and are engaging more and more to target the UN set goals.

Among all the enterprises, it is also remarkable to point that the great majority are corporations (17) followed by partnerships (4) and b-corps (4) reflecting how shareholders are raising awareness on their real impact and responsibility wanting to commit themselves into this global project.

The **sectors** in which the enterprises operate are wide and varied. Some are non-classic consultancy companies such as **Cirklo** which helps worldwide NGOs line up with SDGs to take a step further and expand their business potential; others like **CEMEX** are fighting to achieve worlwide sustainable housing contributing to reduce the environmental harm and improving poor people housing quality; and other marketing business such as **Global Prairie** working to support committed clients willing to make the world a better place by having a positive social impact.

In addition, there are still some other companies with a more environmental mindset that impact positively both the environment and their inhabitants such as **South Pole** which employees local communities in environmental projects or **OLIO,** which reduces food waste by connecting communities and allowing them to share the food as to eliminate hunger.

Furthermore, there are some other businesses, that we find specifically interesting. Such is the case of **Clarity Initiative.** We chose the company because it covers the 5Ps of sustainable goals, in particular, people and peace. The inspiration of this company comes when its founder Hitzel, after being a victim of domestic violence, turned her past

trauma to help other people, The effects of her personal situation prompted her to start Clarity. When she was at the lowest point in her life, she tried to seek help through coaches to get out of that difficult phase because she did not have any family support since she lived in Canada, far from her family in Mexico. However, she felt that she was paying for the sessions for no reason, as the sessions she resorted to did not fully satisfy her. Clarity offers coaching an training services to make an impact because they believe every human being is here to contribute, not to be a victim. Sadly, not all people have access to pay an inclusive and high-quality coaching service, so Clarity provides their most vulnerable customers to only pay 10% of their normal fee. Young people, people with disabilities, women, Indigenous and black communities who do not have access to a high-quality paid coaching service are the main beneficiaries of Clarity.

Another company that is interesting for us is Hello Science in the 5ps of sustainable goals this company cover the people, prosperity, planet and partnerships. This innovation was established by Novozymes to foster a collaborative approach of the SDGs, with technology and knowledge freely shared to solve huge problems. Through its platform, this innovation has generated ideas to assist in the development of a clean water system in the Bangalore area. In exchange, Hello Science has provided technology and experienced business advice to six collaborators who have offered viable solutions to the water challenges. This is the innovation's immediate impact. With this initiative, places around the world have gained access to clean water systems and information on wastewater management which in the end has benefited these communities.

As all our enterprises approach the SDGs following different business models and sectors, we have made a table to generally classify what field are they positively improving:

—Financial Sector: providing financial aid or economical resources and management

—Technological Sector: providing tech services, software telecommunication.

—Food/resources companies: includes both basic needs such as water to energy or other natural resources.

—Consumption companies: from retailing and manufacturing to transportation.

—Other companies: consultants and climate change oriented companies
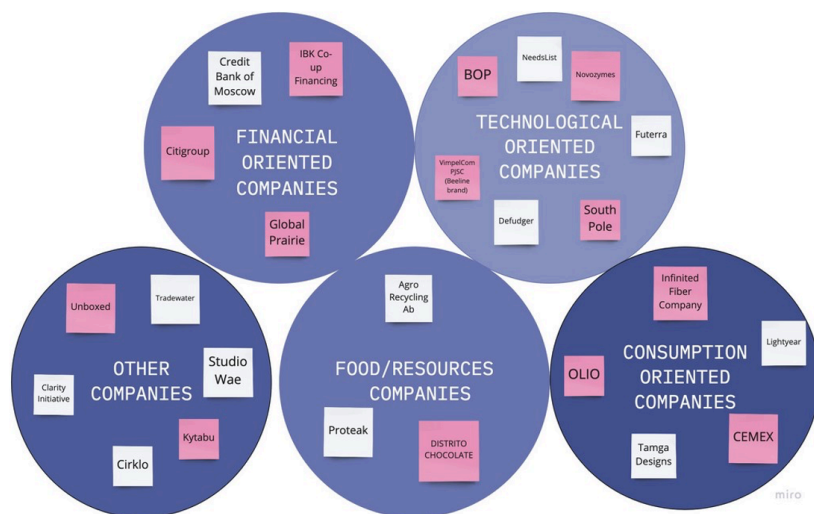
As SDG 17 is tightly connected and related to the other SDG we wanted to reflect those connections in a more visual approach doing a mind map. The vectors connect our SDG with the others being SDG 8, 9, 12 and 13 the most common in the stories. Each vector has a number assigned reflecting how many of the enterprises addresses that particular SDG. We can then conclude that, above all, decent work and economic growth, industry and innovative infrastructure, responsible consumption and production and climate action are the most repeated actions.
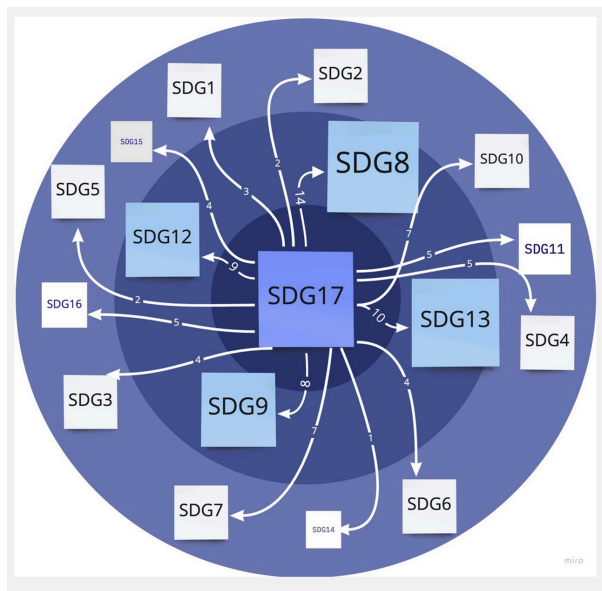
Transforming Mindsets

Collaborating with cross cultural teammates is definitely a fun challenge to have considering how different our mindsets are! This is reflected through our assessment from the Sustainable Mindset Institute on four dimensions namely: Ecology, System, Emotional Intelligence, and Spiritual Intelligence.

The assessment result was widely diverse, some peers are action driven while others are cognitive driven on certain aspects.

Nevertheless, we succeeded in finishing the engagement and learned from each other. We learned how companies can utilize their capabilities to bring impact to the society, and how we can develop a sustainable mindset as future leaders.

Companies can use their key resources to realize SDGs—driven action. Sustainable Development Goals (SDGs) is a 2030 agenda joined by all countries to improve education, banish poverty, and so forth. Companies are deeply encouraged to participate through adopting a 5Ps mindset (profit, people, planet).

Instead of realizing the traditional mindset (which company focuses on profit only), the 3Ps mindset is focusing on society contribution through strategic actions, and key stakeholders engagement.

1. We all agree on the fact that, if working with classmates with whom we do not have much relationship can already be a challenge, having to carry out a job like this, with continuous communication and face-to-face calls, with people who not, only do not know, but who live in a place that completely clashes with ours, since Asia and Europe have very different cultures, it is even much more complicated, becoming a bit scary at first.

2. In addition, for the work to go well, we felt it was necessary to avoid simple misunderstandings based on cultural differences, as well as the time difference that has forced us to devise "a time range" – as we have decided to call it to make our communication effective and understand each other as if we were talking to colleagues with whom we have been working all our lives.Thus, we have been looking for the necessary tools to facilitate ourselves all the work that we had ahead, but above all, to develop our ability to relate to people who live and get used to a completely different reality.

3. Regarding academic knowledge, we consider that it has been incredible to be able to enrich ourselves with the comments and the point of view provided by those who live in a completely different continent. The criteria of each one of the members of the group has matured from session to session and this would not have been possible if it had not been for the open—mindedness that launching such a project has given us, in addition to the tolerance and sense of admiration with which we all communicated.

It is worth mentioning that we have been lucky enough to meet nice, hard-working and committed people, who have not only helped us to fulfill our work and the established deadlines, but have also made our responsibilities stop

from being a position or indeed, a responsibility, to become a friendly time that we have shared between Asians and Europeans, where we have even grown fond of each other and between hours and hours of work, we have proposed occasional invitations, one to the other others, to see each other's faces one day.

We believe that this is the result of trying to carry out a job with great enthusiasm, thinking about how to make each other feel comfortable and being very receptive to listening, understanding and learning from so much that others have to teach us.

Critical Reflection Essay

Sustainability and SDG Landscape

As said, the SDG our group is focused into is number 17: Revitalize the global partnership for sustainable development. Although the SDGS were adopted in 2015, the recent changes in the world, such as the pandemic and the recent war in Europe between Russia and Ukraine, have made us realize the importance of cooperations between countries in order to recover from all of these events and be able to achieve sustainable development for the generations to come. As said in the meetings between the group, SDG 17 is the connection between all the others, the other sustainable targets can only be achieved if we count with strong global cooperation and partnerships. Because we live in a globalized world where information is communicated in the quickest way possible, the use of technology to achieve cooperation is essential. Although most populations can have access to the Internet, the digital divide in some developing countries persists, making communication and partnerships difficult with the population that needs it the most. For example, due to COVID-19, the UN created a portal to provide a space for the global community to share actions and guidance to ensure information about science, solidarity and solutions, where the goal was to save lives, promote local and global cooperation and advocate for support to impacted populations. As it is said, SDG 17 helps to combine other sustainable goals and is a way to make them possible in real terms.

Next Steps Action Plans

Where do you go from here?

It is time for us to take part in SDG number 17, to revitalize the global partnership for sustainable development, we can help in many ways, from something so simple as using social media as in our everyday life to making citizen petitions to our government

1. IN OUR LOCAL COMMUNITY

As citizens, we should be able to seek for problems in our local community and create a solution for it, as the AIM2Flourish companies. All ideas are good ideas. The goal should be to mobilize action in the implementation of SDGs in our everyday life.

2. WITH HELP OF THE GOVERNMENT

Create a citizen petition to the government so they take action in the implementation of SDGs in companies. On the other hand, they should encourage companies by facilitating their sustainability with reduction of taxes and other forms of financial aid.

3. IN SOCIAL MEDIA

Create a social media account for people to be more accessible to problems and ways they can help. Technology is vital for SDG 17! Partnership with influencers in social media to speak up about sustainable companies and make them visible.

Multicultural teamwork experience

"We feel more comfortable with each other"

"We feel like classmates."

"We did a "goodbye" meeting"

"We find the experience fun"

Working in collaboration with people from different countries, with sometimes different thinking and working methods, even more on such a current and important subject, is a real added value for our studies and future working life. At the beginning, it was tough. Language Seems to be our barrier. At the end; we wanna know each other, we propose to meet in person! Now it's nothing but an activity we really wanna do, we look forward to have a zoom meeting with the group! This helps us to break our prejudice. Really the experience, in the end, was made to feel like something'

natural", like a work that arises from relationships and almost friendship between people who would not have met if it had not been for this. We all agree that this experience has been positive and enriching for everyone. Nevertheless at first, it was not an easy task to append. Indeed, we worried about cultural barriers, or different working methods according to our personal habits. Then, it was a new way of learning and studying for each member of the group. We were wondering how this experience will go on and worried about the motivation of everyone. However , all the members of the group were open-minded, motivated and responsive since the beginning of the work. We rapidly felt like classmates, happy to see and talk with each other every week, to work on the project together as well as catch up on everyone's news. Depending on everyone's unexpected events, we were able to adapt our time meetings and be comprehensive to each situation. Over time, we established real relationships, had fun while working the project, and proposed to every member to meet in person if we will go to each other's country. The group work became nothing but an activity we really wanted to do, which led to an additional wrap-up meeting, allowing us to close our collaboration in a more personal way.

As it is commonly said, humans are a species of habits. We like doing what we are used to do and we feel uncomfortable when facing new challenges. However this enriching experience make us broke prejudices we could have before, get out of our comfort zone, share our opinions and reach a common point to create our report.

In the end, it does not matter where we come from and our social/cultural background, when working on a team, the most important thing is to be patient and understanding as well as our personal values. Working in this group made us realize this and we really enjoyed the experience and this way of learning by being inspired by such heartening companies.
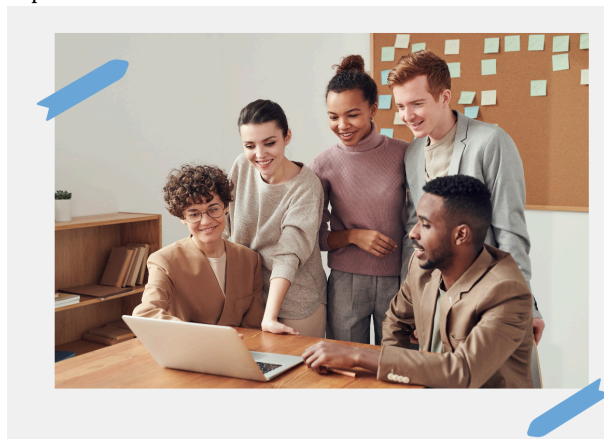
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Title	URL	Business Name
Utilizing Risk Management to Invest in Sustainability	http://aim2flourish.com/Innovatlons/utilizing-risk-management-to-invest-In-sustainabillty	Citigroup
Connecting the world	http://aim2flourish.com/innovatlona/connecting-the-world	Unboxed
Empowered people, empower people	http://aim2flourish.com/innovations/empowered-people	Clarity Initiative
A Pioneer ESG-driven bank in Russia	http://aim2flourish.com/innovationa/a-pioneer-seg-driven-bank-in-russia	Credit Bank of Moscow
Rescuers Finding Missing People with AI Technologies	http://afm2flourish.com/innovations/rescuers-findlng-mlsslng-people-with-al-technologies	VimpedCom PJSC (Beeline brand)
Collect, Control, Destroy: Fighting Against Ozone Depletion	http://aim2flourish.com/innovations/coliect-control-deatroy-fighting-alamat-ozone-depletion-1	Tradewater
Distrito Chocolate	http://aim2ftourish.com/innovations/distrito-chocolate	DISTRITO CHOCOLATE
Clean Mobility For Everyone	https:/aim2fIourish.com/lnnovations/clean-mobility-for-everyone	Lightyear
How a B corp Marketing pioneer Does More Good	https://aim2flourish.com/innovations//how-a-b-corp-marketing-pioneer-does-more-good-1	Global Prairie
The Disruptor: How a€-Studio WARA€TM Created Circular Design products from Waste	http://aim2flourish.com/lnnovations/the-disruptor-how-studio-was-created-circular—design-products-from-waste	Studio Wae
Recyclamer: The Water Vacuum	http://aim2flourish.com/Innovations/recyclamer-the-water- vacuum	Recyclamer Innovation
The Source of Truth of the Internet	http://aim2flourish.com/innovations/the-source-of-truth-of-the-internet	Defudger
Hello Science	http://aim2flourish.com/innovations/helloscience	Novosymes
Infinited Fiber	https://aim2flourish.com/innovations/infinited-fiber	Infinited Fiber Company
Climate, Carbon and Energy Solutions	https://aim2flourish.com/innovations/climate-carbon-and-energy-solutions	South Pole
Turning Food Waste into a Better Future	https://aim2flourish.com/innovations/turning-food-waste-into-a-better-future	Agro Recycling Ab (LantmAonnen Agrotenol AB)
We Make Forestry Matter	https://aim2flourish.com/innovations/we-make-forestry-matter	Proteak
A marketplace of Good Deeds	https://aim2flourish.com/innovations/a-marketplace-of-good-deeds	BOP
Making Quality Education Accessible to Everyone	https://aim2flourish.com/innovations/makin-quality-education-accessible-to-everyone	Kytabu
Innovation Consultancy in Business Transformation and Social Impact	https://aim2flourish.com/innovations/innovation-consultancy-in-business-transformation-and-social-impact	Cirklo
The Food Revolution App: Fighting Food Waste	https://aim2flourish.com/innovations/the-food-revolution-app-fighting-food-waste	OLIO
Construyendo Contigo	https://aim2flourish.com/innovations/construyendo-contigo	CEMEX
Imagining a World Where All Are Inspired to Live Sustainably	https://aim2flourish.com/innovations/imagining-a-world-where-all-are-inspired-to-live-sustainably	Futerra
TAMGA Designs: Sustainably Stunning, Ethically Made	https://aim2flourish.com/innovations/tamga-designs-sustainably-stunning-ethically-made	Tamga Designs
Meeting Humanitarian Needs	https://aim2flourish.com/innovations/meeting-humanitarian-needs	NeedsList

Conclusion

How can educators engage the younger generations in learning about sustainability? How much do students know about the current global challenges, their complexity and how they intersect ? How can educators best prepare their students for the world in which they will be working ? What knowledge should we make available to students? What mindset would be helpful? More importantly, how do we avoid overwhelming them, and rather, empower them to become shapers of the world in which they want to live?

These are some of the recurring questions that educators around the world are reflecting upon as they experiment with different pedagogical approaches. The students' essays in this book present us with compelling answers, as they describe what they have explored and discovered, and that which they have questioned and learned.

In terms of knowledge, the process led them to an in-depth exploration of the SDGs. For many seeing the SDGs as utopian, high-level goals providing little relevance in their day to day, it became time to correct their assumptions. Since they had to focus on one specific SDG, they soon discovered how difficult it is (if not impossible) to isolate one SDG from the others. How do you disconnect poverty from gender, from climate change, from peace or education? This is how they learned about systemic interconnectedness, observing, in many cases, that their SDG "included all the others."

At the same time, delving into the SDGs was a way to expand their understanding of the complexity and seriousness of our world's challenges, a process which triggers many feelings to include sadness, overwhelm, uncertainty, compassion and fear. Yet, as they worked on the SDGs in the context of enterprises that had been nominated and awarded for their performance towards those goals, the landscape quickly shifted towards inspiration, hope and possibilities. It was inspiring and empowering to read stories of entrepreneurs who, motivated by personal experiences of pain and difficulty, converted their experiences into innovative solutions for the greater good. In those stories, many students saw a mirror of what they themselves could achieve if they decided to do so.

The companies they analyzed also challenged other assumptions, for example that business and the greater good are at odds with one another. Instead, they learned about new business models in which profit can accompany services or products designed to solve real problems and make our world a better place, one initiative at a time. Students discovered that corporations "have a great role to play." The stories are real, and occur in many different geographies. It made them realize that there are even more sustainable corporations out there, still unbeknownst, deserving of promotion and buzz in social media.

To accelerate change towards a sustainable planet we need new business models, innovative solutions, but more importantly, we need a shift in our mindset. The Sustainability Mindset has been defined as a particular way of thinking and being, which becomes the foundation of behaviors for the greater good. The Sustainability Mindset Principles state 12 key aspects to develop such a mindset: Ecoliteracy; My contribution; Long-term thinking; Both-and thinking; Cyclical flow; Interconnectedness; Reflection; Creative innovation; Self-awareness; Oneness with nature; Mindfulness, and Purpose (Rimanoczy, 2021). They can be mapped through the Sustainability Mindset Indicator, a personal development tool that profiles and assesses where an individual is on their journey towards a sustainability mindset.

The students participating in this pedagogical exercise developed key aspects of a sustainability mindset, one team conversation after another. They explored their feelings, developing a more holistic ecological worldview and their attention quickly focused on themselves, to reflect on their personal contribution to the problems (Chapter SDG 13 and 15). In terms of developing a systems perspective for a sustainability mindset, some mentioned how they "shifted towards considering long-term impact of decisions and strategies" (Chapter SDG 14). The interconnections between the SDGs became obvious, as well as the impact of consumption in one part of the world upon human beings living in remote locations of another.

One of the most challenging components of our unsustainable mindset is dualistic thinking, which manifests in the beliefs that we must choose either planet or profit, and that in disagreements there is one "right" and one "wrong" position. Thus, developing both-and thinking is a powerful booster of the sustainability mindset, as our challenges require the acceptance of paradoxes, and solutions must be inclusive of multiple stakeholders. The dualistic paradigm

of profit vs. planet was challenged by multiple cases that showcase a new business model linking a profitable enterprise with service to the community or the world. Working in their diverse teams was another important factor for students to develop both-and thinking. Although many began their projects with concerns about their differences, once they connected personally and through their hearts, they discovered that they had much in common. Reading these chapters made me think that perhaps all our diversity and inclusion training should be converted into Commonality Trainings!

Additional aspects of the Sustainability Mindset were also gradually developed. Students practiced reflection and expanded their self-awareness through peer-to-peer conversations after which they said: "After engaging in discussions, reading stories from AIM2Flourish, and reflecting on our own lives, a lot has changed" (Chapter SDG 4), and "It seems that we need a major shift in the paradigm" (Chapter SDG 12). Moreover, they realized the importance of creative innovation as evidenced by: "We truly admire the founders for their actions and involvement in developing the SDGs. We respect them for creating innovations and thinking about helping society" (Chapter SDG 5), and "Climate change itself is a monumental conflict that, in return, will need to be met with revolutionary innovations" (Chapter SDG 13).

The "Being" dimensions, essential for a Sustainability Mindset, were also present. Through the stories analyzed, participants in this project realized that "a mission beyond earning a profit" is possible (Chapter SDG 2) and that business can be the place for a noble purpose which impacts the greater good (Chapter SDG 2, and 3).

When, amongst colleagues, we discuss the importance of spiritual intelligence as a foundation for sustainability actions, sometimes it sounds overly philosophical or out-of-place in a business school context. Interestingly, students in this project reflected on the importance of mindfulness as a gateway to purposeful action, as in "The founders were practicing mindfulness and so, we have gained an understanding that reflection on our experiences is fundamental, as it can help us recognize opportunities to make meaningful changes that contribute to a healthy world." The students had an exceptional opportunity to connect with their values, something generally avoided in a classroom setting, indicating: "This is why we are grateful for this project, for it has led to sustainability becoming intertwined with our core beliefs and values, which will undoubtedly stay with us" (Chapter SDG 14).

Overall, the experience of these students arrived where we dreamt we could take them – to be inspired and motivated to engage in concrete actions. "There is so much more left to do!" (Chapter SDG 3) they said, "as consumers we should stop buying from companies that are apathetic about the environment" (Chapter SDG 5). "We can all create change" – It was clearly an empowering experience. "Those of us that see ourselves as entrepreneurs have been inspired to one day be featured in an AIM2Flourish story, either through building a business with a unique innovation or making changes in an existing family business to reduce the negative impacts on the environment and society"(Chapter SDG 14).

The students in this project shared their enthusiasm and intrinsic motivation to be agents of change, "to see if there are any habits in our daily lives that we could modify or implement." "One of the members of the group wants to create her own company. She had never thought about taking into consideration the SDG 11 when starting her business, but now she wants to create a company that will help to achieve this goal" (Chapter SDG 11). "Right now, we are concerned with the current global issues in our world. Thus, we want to create significant changes that will benefit everyone. We feel encouraged by the founders to create great innovations" (Chapter SDG 5). And "the world needs us and we are in the right place and the right moment to act and become more sustainable with how we live." (Chapter SDG 9). "We have learned that if we want to be able to have a secure future for ourselves and for the ones after us, we have to take care of our world" (Chapter SDG 6).

As Professor Isabel Rodriguez Tejedo expressed in this book, it all starts with one person, in one moment, deciding to make one change. The stories recounted by students speak of many individuals, who -now, in addition – strongly feel part of an intangible team, connected by the heart.

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