



An On-going Discovery Learning

This book is a result of a cross-cultural teamwork of students from eight different universities around the world. Namely, IPMI International Business School, Jakarta, Indonesia, University of Guelph, Canada, University of Navarra, Spain, Dominican University, USA, Kenyatta University, Kenya, and University of Mpumalanga, South Africa.

The students work in teams in discovering the flourishing businesses published through www.aim2flourish.com This platform is a showcase of business around the world, supporting at least one of the Sustainable Development Goals of the United Nations, in a profitable way.

Students learn cross-culturally while discovering the most pressing issue of the environment in a sustainable mindset manner. They learned that businesses can be the Agent for A Better World. The critical reflection made in the cross-cultural team is now in the form of this book. Through this new sustainable mindset we hope that we can have a sustainable and flourishing world.



978-1-7782569-2-9

Collaborative Online International Learning

Collaborative Online International Learning: A Cross-Cultural Critical Reflections



Ruben Burga, Anjali Chaudhry, Yang Hoong, Romina Hosseingholizadeh, Amelia Naim Indrajaya, Ferdinand Niyimbanira, Mary Ragui, Isabel Rodriguez-Tejedo

**COLLABORATIVE
ONLINE
INTERNATIONAL
LEARNING (COIL) 2023:
A GLOBAL PERSPECTIVE
OF BUSINESS
INNOVATIONS AND THE
UN SUSTAINABLE
DEVELOPMENT GOALS**

AMELIA NAIM INDRAJAYA; ANJALI
CHAUDHRY; FERDINAND
NIYIMBANIRA; ISABEL
RODRIGUEZ-TEJEDO; MARY RAGUI;
ROMINA HOSSEINGHOLIZADEH;
RUBEN BURGA; AND YANG HOONG

Ruben Burga
Guelph



Collaborative Online International Learning (COIL) 2023: A global perspective of business innovations and the UN Sustainable Development Goals
Copyright © 2024 by Ruben Burga is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License, except where otherwise noted.

All of the chapters are licensed under CC BY-NC (Attribution NonCommercial).

Chapters are copyright to the individual chapter authors unless otherwise noted.

CONTENTS

Preface	xxi
Introduction	1
Acknowledgements	4

Part I. People and the UN SDGs

1. SDG 1 No Poverty - Ecobana	13
Anonymous; Jonah Ogunsanya; Rafaela Novais de Almeida; Daniel Nennig; and Winny Odhiambo	
2. SDG 2 Zero Hunger - Pesquera Diamantes	21
Juliana Mira Vélez; Valeria Isabel Tola; Lucas Fisher; Carlyn Laan; and Anonymous	

3. SDG 2 Zero Hunger - City Shamba 30
Luis Alvarez-Cascos López; Santiago Gómez; Marcelina Unold; Shelby Mayberry; Mureti Gregory; and Anonymous
4. SDG 2 Zero Hunger - Bravo Restaurants 37
Jacob Early; Sam Riddell; Daniel Fasolo; Citlaly Flores Dorantes; and Samuel Cheloti
5. SDG 3 Good Health and Well-being - Grupo Apex 47
Irene García Lasa; Julia Zulema Sanz Mendoza; Ethan Iavell; Lyle MacNeil; and Collins Kiprop
6. SDG 3 Good Health and Well-Being - Modgarden 61
Alejandro José Vanderlinde Juárez; Carlos Alberta Ibañez Saldarreaga; Sarina Mongia; Cristian Henriquez; Omphile Makoe; and Awethu Magobongo
7. SDG 4 Quality Education - Kinobi 73
Brady Scruton; Alejandra Fernández Pellón; Sofía Riera Sicilia; Michael Divo Yuniarto; Mixandro Zagazig; and Anonymous

8. SDG 4 Quality Education - Blink learning 83
Zahwa Zamroni; Florenci Akailupa; María de las Mercedes Licona Zabalza; Rosa de la Torre Magán; Katie Lawson; and Oscar Bates
9. SDG 5 Gender Equality - Thrive 94
Erin McNeney; Abdullah Khan; Juan Suárez Valdés; and Ángel Luis Ortuño del Fraile
10. SDG 5 Gender Equality - Resource Becoming 103
Emily Doan; Calum Watson; Derek Bagatourian; Rocco Chiarito; Mike Ochieng Owino; and Zillah Mosinya Anyona
11. SDG 5 Gender Equality - Croke Fairchild Duarte Beres 113
Pranay Bajracharya; Robert Baggetta; Sebastian Alvarez; Samantha Ortiz; Justine Nicolao; and Anonymous

Part II. Prosperity and the UN SDGs

12. SDG 7 Affordable and Clean Energy - 125
Great Rift Valley Lodge
Andrea Bordera Matarredona; Lucía de Urquijo Barrera; Kyle Laquerre; Ethan Burnett; and Evans Aera
13. SDG 7 Affordable and Clean Energy - 135
Solarpack
María Arbide Navajas; Iñigo Zarauz Nebreda; Ambika Vijayakumar; Lochlann Dogterom; Blessing Bwire; and Moses Njuguna
14. SDG 7 Affordable and Clean Energy - 146
Nordex
Amanda Gaide; Rosalie Henry; Belén Acosta Bamonde; Ming Xiao Xia; Edmund Matthew Widjaja; and Anonymous
15. SDG 7 Affordable and Clean Energy - 153
Energy SolarTech
Hope Pridmore; Jaime Bofill Cermeño; Joaquín Lluch Alzaga; Virginia Kassenger; Daffa Pradipta; and Anonymous

16. SDG 7 Affordable and Clean Energy - 161
Worley
Keagan Vanderpool; Lauryn Forsyth;
Micaela Espinoza; Carolina Marin; Tumelo
Olga Moatshe; and Adelaide Zinzi
Mnguni
17. SDG 7 Affordable and Clean Energy - 172
Alener Solar
Kaitlyn Clare; Kameron Ghassemkhani;
Caridad Candau; María Fidalgo Lobo;
Nkosikhona Nsingwane; and Gift
Mabunda
18. SDG 7 Affordable and Clean Energy - 185
Guelph Solar
Kevin Wang; James Goodfellow; Juan
Carlos Gurpegui Montes; Ignacio López;
Hloniphile Mahlangu; and Anonymous
19. SDG 7 Affordable and Clean Energy - 198
Siemens Gamesa
Adriana Oficialdegui; Sara Aznar; Lucia
Ardévo; Andre Bennett; John Mazzola;
and Lwandiswa Mkhize

20. SDG 8 Decent work and Economic Growth - Finda 208
Gaetano Vernal Rabines; Anitha Shrishankar; Aldo Cervantes; Jason Canelo; David Ochieng Ouma; and Lizie Felisha
21. SDG 9 Industry, Innovation, and Infrastructure - Gunn & Pegelow 219
Nathan Baggs; Nicolas Gagnon; Patrick Crampton; Areli Camargo; and Wambui Muchoki
22. SDG 9 Industry, Innovation and Infrastructure - Volotea 229
Jacob Uridil; Morgan Davies; Marta Casaño Rodríguez; Helena Núñez Rotta; Haikal Rahman; and Anonymous
23. SDG 9 Industry, Innovation and Infrastructure - Erro y Eugui 234
Alessandro Bertola; Jayden Grignon; Álvaro Gil Glaria; Isabel Gimeno Gil; Mustajab Gunawan; and Anonymous

24. SDG 9 Industry, Innovation and Infrastructure - Kesho CA 243
Callum Fidler; Vicki Xi Wen Liu; Javier Juan Cruzado Espuch; Thabo Nkosi; and Nhlantila Simelane
25. SDG 10 Reduced Inequalities - CDW 254
Alina Baranava; Alex Vergiris; Jocelyn Ramirez; and Matt Skorupa
26. SDG 11 Sustainable Cities and Communities - Igernan Limited 263
Alex Tiensovan; Ariel Lunshof; Cristina Alli Rincón; Lucía Mota Largo; Tsumbedzo Madzivhandila; and Anonymous
27. SDG 11 Sustainable Cities and Communities - Bromo Mineral Resources 272
Olivia Farfaras; Gabriela Fontan; Manuela Iñiguez; Verrisa Salsabilla; and Cornelia Natasha

Part III. The Planet and the UN SDGs

28. SDG 6 Clean Water and Sanitation - 289
Almotech
Silvia Halcón Urra; María Isabel Navarro Alaez; Santiago Villat Lievano Perdomo; Gabrielle Shields; Mercy Wanja; and Kelvin Mbeleti
29. SDG 6 Clean Water and Sanitation - 300
Acciona
Nathan Lefebvre-Watkowski; Elliot Park; Francisco de Borja Azpiroz del Cuvillo; Guillermo Bayo Etayo; Brian Thompson; and Daffa Harits Nugroho
30. SDG 6 Clean Water and Sanitation - 314
CACH
Edna Gahungu; Eric Johnson; Endiah Taylor; Aline Lamadrid; and Anonymous
31. SDG 6 Clean Water and Sanitation - Pani 324
Energy
Vanessa Bronson; Bruno Pablo Morini Recarey; Miguel Andrés Tavarone Matamoros; Wellcome Malinda; and Anonymous

32. SDG 12 Responsible Consumption and Production - Vazva 337
Mauricio Canedo Fernandez; Marcel Barlow; Serah Ngugi; and Anonymous
33. SDG 12 Responsible Consumption and Production - Evolve 347
Marco Alejandro Muriago Pérez-Lizano; Miguel Simón Ciprés; Page Manning; Kaia Martin; and Anonymous
34. SDG 12 Responsible Consumption and Production - ScanBiotek 359
Stefanie Doris Elsner Asper; Micaela Concepción Pons Nevárez; Pavdeep Bhangu; Evan McLaughlin; and Likoye Marion
35. SDG 12 Responsible Consumption and Production - America Auto Repair 370
Matt Brown; Claire Camilleri; Yael Ibarrola; and Itzel Vidal
36. SDG 12 Responsible Production and Climate Action - McCain Foods 377
Miriam Guler; Liza Shakhlevich; Adam Teichman; and Anonymous

37. SDG 12 Responsible Consumption and Production - La Pastora- Quinto 385
Samet Kardesler; Natalia López Plana;
Daniela Picazo Martínez; Gerraldy
Marcelino Mustakim; Mikhael Goa Dede;
and Anonymous
38. SDG 12 Responsible Consumption and Production - Del's Pastry 395
Roan Orbaum-Wise; Jessica Jacques;
Santiago Uranga Gayol; Gabriel Uribazo
Antón; Chairil Chandra; and Andi Bibby
Pradipta
39. SDG 12 Responsible Consumption and Production - Eurogroup 406
Alex Hurd; Jorge Augusto Elias Melo
Vega; Ricardo Domingo Elias Melo Vega;
Masechaba Mofokeng; Lesego Chiloane;
and Anonymous
40. SDG 12 Responsible Consumption and Production - Chivite 414
Catherine Wisniewski; Gracie Curry;
Amukelani Idah Ngobeni; Tsholofelo
Tumane; and Anonymous

41. SDG 12 Responsible Consumption and Production - PackSize 419
Freddy Cutts; Ben Kristo; María Echaury Cuesta; Helena Muñoz Maciá; Jesse Nunez; and Malia Giles
42. SDG 13 Climate Action - PlusAmbiente 431
Tomás Andrés Cabrera Alarcón; Nicolás Ibor Larrañaga; Walker Stoddart; Ty McFadden; and Anonymous
43. SDG 13 Climate Action - Open Farm 442
Michael Zhang; Cale Greenwood; Vianney Duarte; and Anonymous
44. SDG 13 Climate Action - Schaeffler 452
Jack Baldanza; Raven Broda; Pablo Babiano Undiano Undiano; Jorge Moreno Motilva; and Anonymous
45. SDG 13 Climate Action - Global Thermostat 470
Heather Tyner; Owen Quevillon; Ignacio Arotzarena Yudego; Ferran Casanova Calvet; and Ghaitza Ainaya

46. SDG 14 Life Below Water - Goslyn 482
Nipul Manikku-Wadumesthri; Myriam
Giráldez Beloqui; Núria Gubert I Ros;
Ntere Francisca Matekane; Fezile Msibi;
and Anonymous
47. SDG 15 Life On Land - Cosmocel 493
Marta Alfonso Martín; Cristina Pérez
Paloma; Ben Naylor; Aidan Nault; Fiona
Kyalo; and Moses Mulyungi Kitonga
48. SDG 15 Life on Land - Sawo Kecil 502
Kiran Kaur; Jason Ajobena; Marcos Val
Hernández; Valeria Vier Sevillano; Sukma
Annastalia; and Omike Arma
49. SDG 15 Life on Land - The Body Shop 516
Laura Bellantone; Matthew
Myszykowski; Xabier Sanz Ruiz; Kiki
Josua; Risky Mukatar; and Anonymous

Part IV. Peace and the UN SDGs

50. SDG 16 Peace, Justice, and Strong Institutions - COIL Instructors 529
- Romina Hosseingholizadeh; Ruben Burga; Isabel Rodriguez-Tejedo; Yang Hoong; Ferdinand Niyimbanira; Amelia Naim Indrajaya; Mary Ragui; and Anjali Chaudhry

Part V. Partnership and the UN SDGs

51. SDG 17 Partnerships for the Goals - Crowe LLP 549
- Amelia McLarty; Alexandra Emery; Mateo Perez; Ivan De Leon; and Anonymous
- Conclusion 559

PREFACE

This Open Educational Resource (OER) book collects the reflections and displays business innovations revolving around the 17 UN Sustainable Development Goals. It is a collection that is only made possible because students in 6 institutes of higher education across 4 continents (North America, Europe, Africa, and Southeast Asia) met over six weeks, interviewed local businesses, and discovered their mutual passions about sustainability by meeting virtually and synchronously with each other.

Welcome to an inspiring journey of innovation and global impact.

This book showcases the unique Collaborative Online International Learning (COIL) experience, where international students and local businesses collaborate to foster innovations that resonate with the United Nations Sustainable Development Goals (SDGs). Engaging in real-world projects, these students bridge academic theory with practical application, enhancing cross-cultural communication and teamwork.

From an instructional perspective, the key objectives of this initiative are threefold.

1) To transform learning into an engaging, experiential process. By intertwining theoretical knowledge with real-world practices, the program cultivates not just academic understanding but also managerial skills and life-savvy insights. This is learning designed not merely to inform but to inspire, equipping students with the competencies needed for long, fruitful careers.

2) To foster empathy and a deep understanding of cultural nuances through the experience of working in multicultural teams.

Finally, 3) To cultivate an approach that demonstrates that the students don't just learn about sustainability and cross-

cultural management theoretically; they live it, creating a body of work that stands as a testament to their efforts and learning.

This six-week venture unites students from diverse locales, spanning six countries across four continents, in a vibrant online environment via Google Classroom. Their primary task involved conducting appreciative inquiry interviews with businesses, uncovering sustainable innovative practices. The insights gathered were transformed into engaging narratives for the AIM2Flourish platform, supplemented by critical reflections and informative posters. These posters were then featured in a pioneering virtual Metaverse exhibition, promoting a culture of mutual appreciation and interactive learning. This program melds academic inquiry with real-world practice, equipping students with essential skills in cross-cultural collaboration and digital engagement, crucial in the evolving socio-technical landscape.

This book is structured to guide you through various perspectives of the SDGs, organized into distinct sections, each focusing on one of the goals, progressing systematically from 1 to 17. The chapters, predominantly student-authored, offer more than academic insights. They are a testament to cross-cultural understanding, a deeper grasp of sustainability, and a collective vision for a sustainable future.

Yang Hoong, Instructor, University of Guelph, Canada

This book is organized into 5 parts each describing student reflections and stories revolving around the 5P framework of People, Prosperity, Planet, Peace, and Partnership (adapted from the January 2015 address to the UN by Secretary-General H.E. Mr. Ban Ki-moon). The SDGs are listed below. They were categorized as follows: People (SDGs 1, 2, 3, 4, 5), Prosperity (SDGs 7, 8, 9, 10, 11), Planet (SDGs 6, 12, 13, 14, 15), Peace (SDG 16), and Partnership (SDG 17).

SDG 2



UN
Sustainable
Development
Goals

ACKNOWLEDGEMENTS

We acknowledge the support of Megan Buchter, Director of AIM2Flourish, Fowler Center for Business as an Agent of World Benefit, Weatherhead School of Management, Case Western University, USA in providing one of the key experiential AIM2Flourish activities used in this COIL experience.

We acknowledge the support of the funds provided by the University of Guelph Teaching Leadership Fellowship to support the coaching and logistics of the Collaborative Online International Learning experience for the Fall 2023 semester. We also acknowledge the support of the University of Guelph Library Support services in hosting this Open Educational Resource.

We are also very thankful for the support of Romina Hosseingholizadeh, PhD student at the University of Guelph for her help in coaching this COIL cohort.

We gratefully acknowledge the support of each of the institutions of higher education who participated in this Collaborative Online International Learning experience and the instructors who participated with their students: Instructors/Professors Anjali Chaudhry (Dominican University), Amelia Naim Indrajaya (IPMI International

Business School), Mary Ragui (Kenyatta University), Yang Hoong (University of Guelph), Ferdinand Niyimbanira (University of Mpumalanga), Isabel Rodriguez-Tejedo (Universidad de Navarra).



Clockwise from top left: Dominican University, IPMI International Business School, Kenyatta University, University of Guelph, University of Mpumalanga, Universidad de Navarra.

6 | ACKNOWLEDGEMENTS

I am as always thankful for the support of the whole team that is mentioned on this page and for the privilege of working with such caring and passionate colleagues.

Ruben Burga, Coach of the COIL Fall 2023 activity;
University of Guelph, Canada.

PART I

PEOPLE AND THE UN SDGS



SDG 1

Goal 1

End poverty in all its forms everywhere

<https://sdgs.un.org/goals/goal1>



SDG 2

Goal 2

End hunger, achieve food security and improved nutrition and promote sustainable agriculture

<https://sdgs.un.org/goals/goal2>



SDG 3

Goal 3

Ensure healthy lives and promote well-being for all at all ages

<https://sdgs.un.org/goals/goal3>



SDG 4

Goal 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

<https://sdgs.un.org/goals/goal4>



SDG 5

Goal 5

Achieve gender equality and empower all women and girls

<https://sdgs.un.org/goals/goal5>

1.

SDG 1 NO POVERTY - ECOBANA

Anonymous; Jonah Ogunsanya; Rafaela
Novais de Almeida; Daniel Nennig; and
Winnie Odhiambo

BUSINESS INNOVATION FOR SOCIAL GOOD

Bananique Bloom: Trailblazing Journey to Sustainable Feminine Hygiene

Rafaela Novas de Almeida, Ethan Anderson, Daniel Nemig, James Otieno, Winni Ochiango, Jonah Ogunwusi





ECOBANA



Award-winning social enterprise that aims to provide sustainable solutions to the world's most pressing problems. They have a range of products that are eco-friendly, cost-effective, and better for the environment. Their raw materials are sustainable, compostable, and biodegradable. They also work towards educating communities with the proper, needful education to solve the problem of period poverty.

INNOVATION

Provides biodegradable sanitary pads using banana fiber. The company will look for the challenge of green and organic economy to create sustainable, compostable, and biodegradable pads that are free from harsh chemicals and artificial fragrances.



SDGs

IMPACTS

SOCIETY → Provides employment to over 1000 people

ENVIRONMENTAL → Reduced CO2 Emissions by 50%

BUSINESS → Increase Revenue by 30%



Stimulates the raw material from rural communities, providing them with source of income and supporting economic development.



Products are free from harsh chemicals and artificial fragrances, making them safe for use and better for the environment.



Dedicated a percentage of its proceeds to supporting rural communities on innovation programs.



Helps girls and women stay in school or work environments, promoting gender equality.



Products are sustainably, compostable and biodegradable making them better for the environment.

AWARDS

- Volunteer of the year Awards (VOTYA)- 2022
- Best Innovation of the Year For Sustainable Development- 2022
- Top Position Clean Tech Innovation- 2022
- Hub Prize- 2022



INSTRUCTORS:

Kulab Sirpa, Yang Hong, Chaoxue, Minxia
Huang@uoguelph.ca

SDG 15 – Ecobana

Group Reflection

Aim2Flourish has delivered an engaging experience by expanding its effect beyond academic borders, allowing us to investigate and critically reflect on Ecobana, a Kenyan firm dedicated to the manufacturing of sustainable sanitary pads. The company's linkage with global well-being through innovation has provided lasting insights, notably in combating period poverty and environmental degradation. Ecobana was chosen because of its proactive response to social concerns, making it a great subject for learning about the intersections of sustainability, business, and societal effects.

The journey from awareness activities to the production of biodegradable sanitary pads made from banana fibres demonstrates Ecobana's dedication to sustainability. This creative idea not only solves period poverty, but it also takes into account environmental sustainability and local resource availability. The usage of banana fibres demonstrates a strategic approach to bringing about meaningful change from the ground up, emphasizing the need to solve societal concerns in novel and sustainable ways.

Ecobana distinguishes itself by adhering to the triple bottom line, which takes economic, social, and environmental considerations into account. Reduced plastic waste and greenhouse gas emissions help to achieve environmental sustainability goals. Simultaneously, the improved hygienic practises of persons and the introduction of job chances in

banana agriculture improve social and economic well-being. The aim of the firm for a circular economy and expansion into other African nations demonstrates a scalable method to make a substantial and beneficial influence on numerous fronts.

Ecobana's business approach not only improves the environment but also has significant economic implications. The interview with the founder, Keylie Ogola, emphasizes the passion and determination behind the idea, emphasizing the need to adopt organic and natural options. Long-term economic resilience and stability as a result of sustainable business practices demonstrate a full commitment to responsible business. The company's immediate and long-term environmental and social advantages, such as decreased carbon footprint and female empowerment, add to its positive community effect.

Exploring the Ecobana story has helped us better grasp the complex interplay between business and sustainability. This critical assessment emphasizes the importance of future corporate leaders adopting environmental and social responsibility into their practices. While Ecobana presents a paradigm for creating wealth beyond shareholders, it raises concerns about the adaptability and usefulness of such innovations in a variety of cultural contexts. Future studies should look at the possible barriers and obstacles to internationalizing sustainable concepts, as well as the efficacy of such solutions in economically developed countries.

Finally, the Ecobana case study demonstrates how creative,

sustainable solutions may solve urgent social concerns. It inspires firms to pursue a triple-bottom-line strategy that promotes economic development, social well-being, and environmental sustainability. The lessons acquired from Ecobana will surely affect our approach to producing value that transcends beyond financial profits, leaving a lasting impact on the planet we live in as we begin on our future commercial undertakings.

Individual Reflections

Rafaela's Perspective: Joining this virtual team made me quite pleased and eager at first. We chose an incredible firm for our activities, and communication was easy at first. Things changed as the week progressed and deadlines approached. Communication grew more difficult, and understanding each other became a challenge. Dealing with diverse cultures created extra problems, necessitating greater awareness and adaptability. Figuring out time zones was tough, needing us to be flexible and plan carefully. Although we started well in managing these challenges, the last week showed some problems. Some team members didn't finish their tasks, so others had to work extra. This imbalance caused strain on how the team worked together and tested our ability to handle challenges. Looking back, this experience showed me the importance of effective communication, especially in virtual teams with varied cultures. It also taught me the value of having a good strategy in place to minimize difficulties and

guarantee that everyone contributes equitably. Even though it was difficult, being a member of this team taught me how to adapt and deal with the ups and downs of working together online.

Daniel's Perspective: When I first heard about this coil project, I did not know what to expect. I was excited to see who I would be working with from other countries, but I did not expect to be able to connect with them so well. From the start, it felt like our team got along well. We fought through some challenges in finding time to meet because of extracurricular activities, but we made sure to get all of our assignments done on time. Originally, we were going to use my selected company, but James offered up another company that was too good of an opportunity to pass up. Ecobana is a very sought-after company in Africa and is making a real impact on women across the country. I am very thankful that I was able to work with the team that I was selected too, and I am certain that this experience will help me in the future. Problem-solving and finishing assignments while multiple of us are living on opposite sides of the planet shows how much work we need to put in to be successful. Even though this was a very positive experience, there are some things I think we could have done better as a group. First off, we could have met earlier in the week. We usually were meeting towards the end of the week which sometimes led to unneeded stress. Another thing that I say we could have done differently would be more in learning spaces when we would meet. I understand that all of us are

literally on different timelines and have different lives, but it felt like sometimes we were not as locked into the meetings as we should have been. Overall though, I believe we did work well as a group and I firmly believe in Ecobana as a company and our story as a group.

Jonah's Perspective: This coil group experience was a really cool and eye-opening experience for me. To be able to collaborate with people I otherwise may not ever see in countries I have not ever visited was truly an interesting experience. An important lesson I learned was to understand that your option/choice may not always be the strongest option. For example, me and Danny proposed to use his father's company for our project, but our peer James had a much more intricate company in Ecobana that turned out to be a better company to use for the assignment. From a timing standpoint, I do believe we could have been a bit more disciplined with the scheduling of our meetings, but we still managed to have very productive meetings. This issue happened primarily because many of our group members had exterior commitments that they had to attend to during the week, along with time zone differences. I also appreciated how we were able to split up the work and give everyone a fair role in our group, along with everyone having a voice and being able to share their thoughts during our discussions and video calls.


Winnie's Perspective: Joining the coil project was like opening a door to a worldwide classroom. Interacting with fellow students from different places, I learned that teamwork


and managing time are super important skills in the real world. A major lesson I took away was about being on time. Making sure we finished our work before deadlines showed me how important it is to stick to the schedule. This understanding is not only about projects, it is a life skill. The Coil project also taught me that teamwork is a real strength. Working with people who had different ideas and backgrounds made our project better. This experience made me understand the strong connection between successful projects and working together. It was such a nice experience. This journey was not only a school thing, it changed how I see the world and how I work with others. It taught me practical life skills that will stick with me in whatever I do next.

2.


SDG 2 ZERO HUNGER - PESQUERA DIAMANTES

Juliana Mira Vélez; Valeria Isabel Tola;
Lucas Fisher; Carlyn Laan; and Anonymous

Business Innovations For Global Good 



FISHING FOR DIAMONDS

Pesquera Diamante 

Over **700** children overcame anemia because of Pesquera Diamante

"Excellence to lead the future"
Strive to satisfy the needs of the world by producing fresh and frozen products along with fish flour and oil

Malnutrition is common in Peru and Pesquera Diamante strives to improve this. They provide high quality foods like blue fish, mackerel and bonito

365
Days a Year
7
Days a Week
SAME
Price

UNIVERSITY of GUELPH
LUCAS FISHER
CARLYN LAAN
PROF: YANG HOONG

Universidad de Navarra
ISABEL VALERIA TOLA,
JULIANA MIRA VELEZ
PROF: ISABEL RODRIGUEZ

KENYATTA UNIVERSITY
ROBIN KHAEMBA
VIVAN KIHANYA
PROF: MARY RAGUI

SDG 2- Pesquera Diamantes

Group Reflection

As a group we were very impressed with the quantity and quality of projects aimed right now towards helping and giving back. As we all began the research and company identification we encountered a happy surprise, fortunately, we had plenty of choices and this is an amazing result as a lot of companies are working towards reaching the SDGs in 2030 and it is starting to be more widespread in practice, not just theory.

Aim2flourish we believe is a great experience and way to integrate ourselves in the globalized world we live in. To start facing real work situations like cross-cultural teams and managing cultural differences. This is also a great way to increase your communication skills and get out of your comfort zone. It is not everyday you come in contact with people from around the world over zoom doing the same project. It was a really neat experience to try and navigate working together with students from all over the world. You basically don't have a choice but learn to work with others even if that isn't something you are used to because in order to complete the project, communication is key in this situation. The in-class preparation to confront this was very helpful, the tips some of the teachers like Isabel gave us were key to understanding how to manage attitudes, reactions, inclusivity and make sure everyone was comfortable. Thankfully we had a very open minded group, all of the participants were willing to work together, adapt to situations and we never really had

an issue because of misinterpretation or cultural differences. For us the difficulties were based on time coordination but it wasn't the end of the world either. At first we decided quickly on a set time for meetings, this was easy but then with all the time changes it became a little tricky. We were able to sort it out but it did make some members miss a meeting and thankfully Lucas and Carlyn sacrificed and were willing to wake up before their classes at 10 so the rest of us could fit it in our schedules. Not only that, but everybody communicated very well throughout, telling the group when they would be missing a meeting or why they missed a meeting. This would mean someone in the group would just have to fill in the people who missed the meeting to make sure they would complete their task of the week.

For the work distribution it was also quite easy, we think here is where most of our personalities showed off. Each week we analyzed the assignments as a team and talked about the best action plan to follow. We made sure in every meeting everyone had a chance to speak and voice their opinions. As for the deliveries Valeria was in charge of turning things in in Google Classroom, we decided that one person for this role was best in order to avoid confusion. Then the interview as it was in Spanish the 2 native speakers had it, but we made sure to come up with the questions together beforehand and if anyone had any other doubts we thankfully had the chance to recontract our interviewee and then everyone else was responsible for reading the transcript. Then the poster asked

who felt comfortable doing this and those 2-3 people were in charge, also feedback was constant so everyone was involved somehow and the same dynamic with the story. As well, we continued to communicate through our app, Whats App, where we could ask any questions we had or put reminders in for when things are due or assignments that need to be submitted/completed.

The experience we got as a team by investigating and interviewing Pesquera Diamante, made us realize that there are many companies in the world doing amazing things for the planet and the society. Sadly, not many of them are recognized by their good actions. Tambos Pesqueros is an amazing project that was created with the intention of lowering the high rates of anemia in Peru. When we first heard about this project, we didn't realize the gravity of this problem. According to "El Peruano", the prevalence of anemia "in children between 6 and 35 months is 40.9%, a figure that is equivalent to approximately 700,000 infants." This critical situation brought a lot of sadness to the group. However, when we heard that this initiative cured 700 kids during the first years, we were extremely happy and excited to share it with the rest of the world. Being able to create a story about it makes it more real and gives people an idea of what is going on in the real world. It sums everything up nicely and gives an idea of what the company has done in the past, today and in the future for the community.

Individual Reflections

Valeria: In my opinion, the AIM2flourish activity is an amazing project that equips all the participants with valuable skills that are going to be useful during their professional life. During the assignment, my group didn't encounter many inconveniences, but there were some minimal problems that we needed to overcome. For example, coordinating a meeting time that could accommodate everyone was a challenge. We are all university students with full schedules. Furthermore, the time difference between countries did not make this task easier. Despite this inconvenience, we collectively decided on a day and time that everyone could attend the weekly meetings. Moreover, in class, my professor, Isabel, provided lessons on cultural differences. She explained to us that working with students from other cultures may be hard if you don't learn to understand their cultures and their behavior. She helped us learn and develop the necessary skills to face all the situations that could arise during the assignment. Her advice enabled us to work harmoniously and to learn from one another. I am thankful for the opportunity. Working with people from around the world and learning about the incredible innovations created by Pesquera Diamante is truly amazing. Additionally, the AIM2flourish assignment not only enriched my understanding of sustainable business practices but also helped me develop essential skills that are going to contribute to my future professional career.

Carlyn: Personally I think this project went pretty well. Our first meeting we decided on meeting every Wednesday at 9am (Canadian time). We sent a google meet link every week and typically everybody joined the meeting. We got a recording and screenshot of our group members each week as well. Every meeting we went over our tasks for the week and divided them up into the evening. Language was never really a challenge I found as everyone could speak english. We also continued to communicate in our Whatsapp group chat. We all communicated throughout our meetings and shared ideas which I think really helped getting our assignments done. I think most of us did a fair amount of work and we worked together pretty well. $\frac{4}{5}$ group members continued to show up each week and if they couldn't make it they would let us know through the app we were communicating with. Overall, this project wasn't as challenging as I expected it to be just because of communication reasons as it is sometimes hard to contact someone that isn't in the same country or if there is a language barrier but it went pretty well.

Juliana: From my point of view, the project worked out amazingly! Working with most of my other teammates was a total pleasure, we handled quite well I believe the work distribution. Also as a team troubleshooted as best as possible the small issues we had with scheduling and only had 1 mishap that was super easy to overcome. Even though my experience is positive, starting is a bit hard, as it is unknown territory for all of us. None of us had ever done a project of this style and

it does imply a good amount of communication and patience. I also think it's a rewarding experience, as not only you learn from the business you research and how they contribute but you also get insights into how other cultures work, how to treat others within their culture's standards but not outside of your own personal comfort. And I believe nowadays those are crucial skills to gain. I think Aim2Flourish is a project that will truly prepare you for a globalized work environment and I had fun doing the work and learning about Pesquera Diamante, more specifically Tambos Pesqueros that was the section/project of this business we focused on.

Lucas: I really enjoyed this project. I was a little bit unsure about working in groups internationally, especially communicating with group members in different time zones. Very quickly we were able to develop a good system to get work done and I think the project went very smoothly. It was very interesting learning about the different companies people chose and the issues they were passionate about. Unfortunately, because of the language barrier, I wasn't able to be a part of the interview with our chosen company, but it was really great to learn more about the work that they did. Overall, the Aim2Flourish project was a great opportunity to meet fellow students around the world and work towards a common goal.

Vivian: The project was successful well done. Thanks to the effort of me, my team and my mentors. The project has taught me so much especially as a student not only to the skills

expertise but also understand different business backgrounds, their innovation ,their aspiration and their benefits as well. The project has also sharpened my ideas in regards to business. I was able to network and interact with international students which I thought would be difficult but it was so easy to connect to achieve the common goal. Although some days there was a poor network during meetings, it was a great opportunity to connect with the other international students. Thank you so much for giving me this chance to participate in this project.

3.

SDG 2 ZERO HUNGER - CITY SHAMBA

Luis Alvarez-Cascos López; Santiago
Gómez; Marcelina Unold; Shelby Mayberry;
Mureti Gregory; and Anonymous

CITY SHAMBA
Grow your own

Towards Nourished and Sustainable Cities

Group 12 Members
Leo Alvarez-Casero
Mireia Al Guadi
Marcel Dwyer
Santiago Gomez
Shelby Mayberry
Maren Gregory

Professors' Names: Dr. Mary Jagari, Dr. Rakesh Barga, Dr. Isabel Rodriguez, Remona Ghossein and Ying Hoong

CITY SHAMBA INNOVATION

Started in 2019 with 3 people, and currently, with 8 employees.

It is a food security initiative that is presenting urban areas as part of the solution to hunger and malnutrition by modeling urban agriculture resources and information centers. Individuals visit the company and learn processes on how to produce their own sustainable food.

The innovation is all about promoting urban food system transformation to design and implement a localized food system.

Resource center has different technologies, namely: hydroponic farming, aquaponic farming, vertical gardening designs rabbit farming, snail farming, and black soldier fly.

SUSTAINABLE GOALS

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
11 SUSTAINABLE CITIES AND COMMUNITIES
17 PARTNERSHIPS FOR THE GOALS

King Charles III of England and other senior government officials at City Shamba resource center

Vertical hydroponic gardens. Popular in urban areas with minimal

CITY SHAMBA
Grow your own

SDG 2 – City Shamba

Individual Reflections

Marcelina: The Aim2Flourish experience has been enriching. It is incredible how we brought together individuals from all over the world and learned about various innovations. Each group member brought an exciting idea to the table, and overall, I strengthened my understanding of the UN Global Goals. My favorite part was learning about the CEO behind the hydroponics innovation. His motivation for getting involved in this innovation was very moving, and it was inspiring to see how this individual found success despite many hardships.

Over these past few weeks, I have experienced much academic growth. Working with individuals from other time zones with different environments and customs was so refreshing. It was so interesting to explore everyone's point of view and work together as a team to produce a poster and a formal report. As a group, we have been very successful and are proud of the content and quality of the assignments submitted. Our journey in the form of the Aim2Flourish story will be an intriguing read. As a future business owner, I will be able to reflect on this experience positively and perhaps use one of the UN Global Goals as a foundation for my mission statement.

Luis: Participating in a joint project about City Shamba innovation was a transformative experience that allowed me

to develop diverse strengths and skills. Working closely with people from Canada and Africa has enriched my human understanding and deepened my different perspectives and ways of working. Taking Zoom meetings improved my communication skills and my ability to adapt to a virtual workspace. Cross-cultural cooperation brought issues such as errors due to time zones and cultural differences. Nevertheless, such challenges were also opportunities for growing as a team. This is because overcoming them requires improved organizational and interpersonal skills.

This experience has enhanced my ability to navigate and excel in an increasingly global work environment. City Shamba continues to inspire the company's drive for innovation.

The company's commitment to sustainable agriculture and related solutions at the margin broadened my perspective on environmental issues and innovative practices. Learning about hydroponics and sustainable farming methods deepened my understanding of how businesses can positively contribute to the planet. Finally, this collaboration provided a platform for professional development and a deeper understanding of global work and innovation. Lessons learned will undoubtedly inform future efforts emphasizing the value of diversity, adaptability, and sustainable practices in the world of work.

Santiago: Participating in a collaborative initiative centered around City Shamba innovation was genuinely transformative, giving me opportunities to learn more about international teamwork and flexibility skills. Working with

individuals from Canada and Africa enriched my understanding of human dynamics and expanded my worldview. The Zoom calls forced me to get flexible according to other nationalities. Overcoming challenges arising from cross-cultural collaboration was essential and played a substantial role in team and individual growth. The company's mission towards sustainable agriculture broadened my awareness of environmental issues and introduced me to modern practices working on environmental issues. Hydroponics and sustainable farming deepened my understanding of how engineering and farming can be combined to better the environment. City Shamba is committed to innovative solutions and has taught me a lot about how a company must be flexible to solve environmental issues. I will always remember the connections I have made in this experience.

Shelby: Participating in the City Shamba project has been an experience that has helped me develop many valuable skills I will take with me moving forward in my education and future workplaces. Working with other students from Spain and Kenya has helped me improve my communication and adaptability skills. Working in a virtual environment, through Zoom calls and a group chat, and not seeing each other made it even more important to keep on top of our work and respond in the chat. Learning about a company from Kenya and the practices and initiatives they are taking to help the environment and their community was very inspiring. I have

learned more about the UN goals and their importance for businesses to consider when navigating their initiatives and future projects. The most complex part of this project was managing six people's school schedules and three different time zones to make time for us to all meet and discuss the assignment's progress. It was also tricky when interviewing as not all of us were able to be present, and the audio for the interview was hard to hear because of background noises, but with the transcript, all questions were easily understood, and we were able to move forward with the poster and story aspects of the project. It was also hard to get a hold of some of our group members since we could only communicate with them online. So, if they were not answering our texts, we had no real idea if they were doing their part of the work or not. Trusting our group to keep up their end of the workload was important.

Gregory: The collaborative initiative was fascinating and provided an avenue to gain cross-cultural skills integral to my development and growth. From the start, the activities were accomplished through delegation, with each member tasked with accomplishing a specific deliverable. I gained sufficient insights through the interview with the CEO of City Shamba, as I got to comprehend the motivation behind the development of the company and the actual impacts it had on the residents of Nairobi. I marveled at the transformative technology of hydroponics, which is largely unknown to the locals. However, those who have embraced the innovation have testified to its effectiveness in addressing hunger and

nutrition. The story was inspiring and encouraging as I seek to develop a future initiative to benefit the local and international population while aiming to achieve the SDGs. In fulfilling the subsequent deliverables, the team was focused on achieving the best, with every member participating in creating the poster and completing the story. This illustrated everyone's willingness to help each other, resulting in achievements beyond expectations while cementing the impacts of synergy. Despite the difficulties we experienced while scheduling the weekly meetings, we could pull through with everyone sacrificing their busy schedule to ensure the task was delivered successfully. What an experience!

4.

SDG 2 ZERO HUNGER - BRAVO RESTAURANTS

Jacob Early; Sam Riddell; Daniel Fasolo;
Citlaly Flores Dorantes; and Samuel Cheloti

BUSINESS INNOVATION FOR GLOBAL GOOD
19

Team Members: Jacqueline Chelima, Samuel Cheloki, Jacob Early, Daniel Fasole, Chtaly Flores, Sam Riddell
Professors: Ruben Burga, Anjali Chaudhry, and Romina Hosseingholizadeh, Mary Ragul







Serving Food & Preserving the Planet.

Business Name: Bravo Restaurants Inc.
Business Information: BravoRestaurants.com
bravorestaurants.com
Business location (Country, state, city): Chicago, IL, USA
Year Founded: 1992

Business Overview

Bravo Restaurants Inc. manages the operation of several restaurant concepts in the Chicago area which are *The Original Dine's East of Chicago* (Dine's East specializes in deep dish Chicago style pizza), *Eduerdes Enoteca* (Italian wine bar), *Ed Heberic's* (a classic diner experience with a side of sass), and *Gotham Bagels*.

Innovation

Restaurants under the umbrella of Bravo Restaurants Inc. offer customers the opportunity to order and eat their meals on site. However, most sites offer take-out and food delivery services. Becoming aware of the excess use of disposable plastics for carry-out and deliveries, the corporate leaders at Bravo directed that all of their restaurants eliminate the use of all plastic and replace them with compostable items. This was just one of the first steps of many as they work towards sustainability.



2 ZERO HUNGER
Donates a portion of total restaurant sales to charitable organizations.



5 GENDER EQUALITY
Creates a culture within employee community at Bravo that values efforts to protect the planet.



6 CLEAN WATER AND SANITATION
Member of *Alliance For The Great Lakes*—protects the natural waters of the Great Lakes.



8 DECENT WORK AND ECONOMIC GROWTH
-Advancement efforts in modernity and technology.
-Improves customer satisfaction.
-Potential expansion of business to enrich economic growth.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Reduces food waste.
Donates a portion of proceeds and employee volunteers at food pantry organization to reduce hunger.



SDG 2 – Bravo Restaurants

Group reflection

What is social good? It is what benefits the most significant number of people in the most extensive possible way (Investopedia). Investopedia explains that capitalism-based social good should not exist only to provide maximum potential returns for shareholders but also to serve the common good. One way to do this is to partner with the government or other agents to solve social problems and inspire their employees to help society (i.e., clean air, water, healthcare, etc.). Overall, every business should be driven by social good to ensure that it serves the common good. Bravo Restaurants was aware of their consequences and did everything to ensure they were helping the earth become a better place.

Our story business, Bravo Restaurants, became aware of a need to assess how they conducted their business. There were consequences that affected the environment. They became aware of such issues related to the overuse of water in brewing their beer and going overboard with the use of plastics, Styrofoam, and other non-biodegradable items.

According to the interview, Dan Murphy explained that the corporate leaders were surprised at the high water bills connected to their new brewery at one of their Gino's East restaurants. We could see that Bravo's initial motivation was probably related to cost and not the environmental impact. They realized that water was a precious commodity only after

seeing how much water the beer brewing activity increased their usage. This sparked awareness of other things that Bravo might change, including the overuse of plastics and other non-biodegradable items. The next big step for them was eliminating such items from their restaurants.

With each revelation from Dan Murphy, the team grew to appreciate the effort this small family-run restaurant corporation was making for the social good. Their efforts did not stop with plastics, but also included increased recycling efforts combined with an objective to help the communities where their restaurants are located.

We had been learning an overview of sustainability in the business world during several of our business courses in college. This project focused on the specific reasons for a particular business to include awareness and attention to supporting sustainability. COIL has reinforced our learning about sustainability and how every business has the potential to include such a goal to promote a common good.

This project involved analyzing a connection through a concept called Triple Bottom Line. According to Sustainable Review, TBL is a framework that considers not only the financial performance of a business but also how the business impacts the environment. Triple Bottom Line is concerned with three elements— people, planet, and profits. The program Aim2Flourish was introduced to us through this project. None of us had heard of this website, so we were more than surprised at the number of stories of businesses worldwide that

take these three elements and connect them to measuring the true success of their sustainable businesses.

Although we were aware of the increasing popularity of environmentally friendly companies, our interaction with sustainability was limited to choosing to recycle at home, not use plastic bags, or use glass containers instead of plastic ones to help the environment. We also learned about the various technological businesses that help promote a healthy environment on Earth. We had no idea of how huge the concept of sustainability issues was and has taken over the consciousness of business leaders throughout the world. The project really opened our eyes.

Researching and reporting on Bravo Restaurants' sustainability efforts has educated us as to the responsibility each of us should take concerning doing our part to care for our environment. It is not enough to just "let the other guy do it." We hope that in the future, as business leaders, we will choose to use this vital tool to ensure our businesses are not only profitable, but benefit society and the environment.

In addition, exploring Bravo's story has made it clear to the team that we need to be aware of our ability to work for a cleaner environment just as Bravo partnered with the Alliance For The Great Lakes to protect available water sources. As future business leaders, we should choose methods of limiting our consumption levels to avoid wasting our resources. We also recognize the effort Bravo made to recycle waste to also conserve the environment.

Taking business courses in college introduced us to the concept of sustainability. Through participating in the COIL Project, we have learned to take sustainability beyond one's own nation and see how it should also be an element in businesses throughout the world. One nation working on sustainability goals will have an impact. However, taking the practice worldwide would have an even greater impact on the environment. This particular project focused on the specific reasons one business became aware of the impact of how their business affected the environment. They then turned their attention to taking necessary actions that support sustainability.

In addition, we learned of opportunities that exist to also help businesses connect with other organizations in society. This effort opens doors to new avenues of awareness in relation to setting sustainability goals.

The information we learned through our college coursework on sustainability was a good resource for our team. The information was used to develop appropriate and targeted questions during the interview with our business representative.

Our appointed team leader had to exhibit exceptional organization, communication, and coordination abilities. We, as a team, required the leader's efforts to set up regular meeting schedules that worked with each team member's personal calendar.

In addition, the team was kept on track by the leader's

ability to organize tasks and keep to the required project schedule by communicating meeting agendas. In turn, this helped each team member keep track of meeting dates, times, and agenda items. This advanced planning also gave the team members time to ask follow-up questions prior to the virtual meeting. The group leader also had to manage the assignment's requirements to send reminders prior to submitting copies of meetings (videos), screenshots, and a full transcript of the interview meeting to professors.

Overall, because the project was well-organized, the team was kept on schedule. Everyone was allowed to participate to the extent that they were willing. Some members performed more than others.

Because this was a cross-cultural experience, it demonstrated that all students have a lot in common around the world. Unfortunately, working on a world team project has the same issues as working on a team project within your own local university. We encountered the same issues...trying to coordinate schedules (only this time it involved different time zones), getting all team members to not only attend the weekly meetings, but also have individuals go outside of their "comfort zone" to speak up at meetings. Just like within local college team projects, communication is key. There was also some confusion regarding additional requirements on the Aim2Flourish website that were not addressed on the outline that had been provided by coordinators.

There was a lot of positive energy on our team. However,

there is always room for improvement. Yes, working on a world team does have the same issues as a regular team project. There were times when there was a lack of communication from teammates to the group regarding certain people's inability to attend the scheduled meetings. This was despite the fact that they agreed in previous emails that the date and time would fit with their schedule.

Once the schedule was confirmed to all members by the team leader and the Zoom link had been provided, some teammates did not show up and did not communicate any conflict prior to the meeting. Overall, even with this obstacle, we treated each other with respect and all interaction was polite. The team is proud that by working together, we were able to move forward and still meet our goal.

Individual Reflections

Daniel: My cross cultural experience in this activity gave me the opportunity to meet good people that I would not otherwise have met. It opened my eyes to how students can always find common ground when given a challenge or goal that must be accomplished. Working as a team and knowing that others have your back in such an activity as this, relieves the stress of having to do all the work by yourself. We all knew the objective and were able to understand each other because we were all able to speak English.

Being team leader, I found two areas in this cross cultural

dynamic to be challenging. One was scheduling meetings. Our team not only had to figure out scheduling a meeting on Zoom around multiple college course schedules, but also take into consideration the nine hour difference for Kenya. This was an issue that kept communication difficult as often the Americans and Canadians were awake, but Kenya was ready for bed or asleep or vice versa. In addition, we were also thrown a curve ball in November when the United States changed their clocks for daylight savings. The second challenge that added difficulty to communicating and participating in virtual meetings was the different levels of familiarity in using programs.

Samuel: The cross cultural dynamic was lesser challenging considering me as a student in Kenya and my team colleagues as the different time zones would favour us as well as inconvenience as on other particular days. Most often, our zoom schedule meetings were actually after our classes as for Jackline and I therefore we did get time. We had no communication challenge, luckily enough all of us could converse in English. Have gained much and more so established good relationships with my teammates, expounded on my research capabilities and enrich in more.

Sam: The cross cultural dynamics did not become apparent immediately when we met as a group though I eventually understood there would be some challenges our group would face. The most apparent issue we faced was to do with time zones/ time changes and its impact on our ability to properly

schedule meetings and have consistent attendance. The language barrier (or lack thereof) was not as much of an issue than I first thought it would be and we were able to effectively communicate when working together. It is hard to build a team assembled from people who will never meet in person and have cultural differences and expect them to work together in an effective and organized manner in such a short period of time especially with infrequent contact. We had some confusion over communication methods and debate about which was best and ended up agreeing to communicate by email and zoom calls which slowed down some communication between meetings due to the nature of email and the infrequency in which they are checked by some. Overall, our team chemistry has grown and we were able to adapt as a group.

5.

SDG 3 GOOD HEALTH AND WELL-BEING - GRUPO APEX

Irene García Lasa; Julia Zulema Sanz
Mendoza; Ethan lavell; Lyle MacNeil; and
Collins Kiprop

BUSINESS INNOVATIONS FOR GLOBAL GOOD

RESPONSIBLE SNACKING - GRUPO APEX





Grupo Apex - Apertivos y Extrusados S.A. is a company whose main is placed in **Jayante** who has been dedicated for more than **40 years** (since 1970) to the production and merchandising of high-quality chips and snacks. They also have centers in **Valencia, León, Madrid, Gernika, Aragón, Bayona, Portugal, Andorra.**

- private corporation
- food industry
- 1300 employees


<https://www.grupopexa.es>


<https://www.facebook.com/indiaGrupoApex/>


<https://www.instagram.com/indiaingrupoapex/>

INNOVATION

Grupo Apex's goal is to sell **nutritious** snacks while being committed to making them as **healthy** as possible by **eliminating** trans fats, sodium, preservatives and allergens while also **reducing** the amount of saturated fat and sodium in their products.

When producing their goods, Grupo Apex is committed to making their production more sustainable while reducing its **carbon** waste as possible, fulfilling the **UN's SDG** of responsible consumption and production.

Grupo Apex is also committed to the **UN's** social work and economic growth **SDG**, notably **gender equality** in their facilities with women occupying **33.02%** of positions.



3 GOOD HEALTH AND WELL-BEING



8 PROMOTE SUSTAINED ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

INSPIRATION

As they would say: "There are some accidents in your life. Do that you have not happened as sustainable to your life as they do than because they are a risk in your DNA. It is a way of acting." It is a company instead that creates sustainable activity while registered in the company's DNA. It is their own expertise, its knowledge and that of the same firm, what they wanted was to improve and have a more positive impact on the environment.

The stakeholder has more value score for the customer, more the value chain from distribution to production, but they do analyze their impact in different areas.

EDITH LA VILLA, IRIS SANCHEZ LABA, JULIA ZARZAR SANCHEZ, CELIA SERRANO ESTEBAN

-GRUPO 4-

IMPACT

FOR THE BUSINESS

- Remarkable business growth: 30% increase in turnover, surpassing €5 million sales.
- Portfolio expansion: 16 over 12 brands (due to strategic acquisitions, expanding scope of business).
- Global of production leading to increased visibility, collaborations and partnerships.

FOR THE ENVIRONMENT

- Waste reduction: Achieving 100% recyclability containers and using only reusable plastics.
- Resource efficiency: Emphasis on sustainable waste management and a significant reduction in non-recyclable plastics (18%).
- Sustainable energy usage: Prioritizing local suppliers (10% from Spain) reduces carbon emissions.

FOR SOCIETY

- Gender equality (24.90% women in positions) and emphasis on local suppliers, retaining employment and fostering community vitality.
- Supporting businesses in local areas: providing support to larger cities, promoting community development, and allowing individuals to stay in their birthplace.

Professors: Yong-Hoang Moon, Isabel Rodríguez and Mery Rojas

SDG 3 – Grupo Apex

Group Reflection

Our group interviewed and researched Grupo Apex, a company based in Spain that has been producing and selling

high-quality chips and snacks for over 40 years. Grupo Apex strives to sell high-quality products while continuously improving the nutritional value of their products by reducing the amount of saturated fat and sodium and removing ingredients like flavour enhancers, ensuring healthy lives. Grupo Apex is committed to making the production of its products more sustainable while improving the economies of the local areas where they receive their supply chain. They are committed to the UN SDGs of ensuring healthy lives and promoting well-being for all at all ages, promoting inclusive and sustainable economic growth, employment and decent work for all while ensuring sustainable consumption and production patterns.

Grupo Apex saw in their daily lives the issues of sustainability, and they committed themselves to combat many of the problems like sustainability, health and employee wellness. Actions like reducing garbage, promoting gender equality, reducing waste and increasing their health and safety training Grupo Apex promotes positive corporate social responsibility actions while increasing contentment with key stakeholders like their employees, supply chain members and customers. Through listening to the Grupo Apex story, we concluded that Grupo Apex implemented corporate social responsibility due to sustainability with the value that sustainable actions bring in the present and future. In today's world, businesses face high scrutiny with their sustainability, which Grupo Apex actively responds to with their constant actions and

broadcasting of their sustainable actions while making sure that individuals in their supply chain also follow their sustainable practices. Working on Aim2Flourish allowed us to gain interviewing and international teamwork skills while becoming educated on real-life examples of corporate social development and learning about Grupo Apex and its role in the UN SDGs.

The story about Grupo Apex, they were able to find a healthy way to create delicious snacks for their consumers. They are also committed to all of their non-recyclable plastics to be able to use one hundred percent recyclable products. Another part of the Grupo Apex story is that they are committed to promoting gender equality in their workforce. Having a company that is committed to sustainability is such a positive factor for brands. Especially when for a snack brand it is a product that is consumed, and then thrown in the garbage immediately. Grupo Apex was able to see this issue and decide that they did not want to be a part of the issue, they wanted to be a part of the solution on this problem. As a consumer this is an innovation that would really resonate, because it is important for large firms to take part in being responsible for the way that their products are dealt with in a smart and sustainable manner. Grupo Apex is not just worried about the packaging that they sell to their consumers, they are concerned about staying sustainable in their internal business, and the way that their factories run. Having a company that is this concerned with sustainability is a huge positive, and gains

them a lot more customers, because of how they are conducting their business. They are also committed to increasing their health and safety training, and reducing their absence rate to 5.7% by 2025. (Grupo Apex, 2023) As a worker this would be a huge positive to be at the firm. Employees will be more likely to stay long term if the firm is committed to their safety and increasing their safety training. It does not seem like much but the impact that this will have on their employees is massive in the way that their workers feel everyday, and they will in turn put more effort into their jobs if they feel like they are being valued at the company.

When asked about their story, Grupo Apex talked about how they often saw unsustainable actions in their daily lives and were driven to action because they wanted to create a positive impact on the environment, and we were able to connect that academically to the five driving forces of corporate responsibility sustainability where due to the heightened awareness of climate change, firms will integrate sustainable practices to appeal to key stakeholders. (Chandler, 2020) In class, we also learned the reasons why firms care about sustainability, with one of the reasons being natural capital, where there is a finite amount of resources in the world, and the cost of those resources may not be accurately priced to reflect their scarcity. (Chandler, 2020) Natural capital allows firms to prepare for the heightened costs of these finite resources while identifying any inefficiencies, which is exactly what they said to us in their story, acknowledging one of the

main reasons they started focusing on the UN's SDGs was because they saw inefficiencies in their supply chain while also saying that incorporating SDGs helps with their costs by throwing away fewer potatoes creating more profit for the company. On Zadek's model, we said that Grupo Apex is civil as they promote their sustainable practices industry-wide and through every aspect of their company while being institutionalised where sustainable practices are known and expected by their customers and supply chain. (Chandler, 2020) One of the surprises of their story was how much Grupo Apex emphasises their supply chain, as in university, we often see businesses in the supply chain as external stakeholders with whom companies just have a business relationship, while Grupo Apex's story emphasises how close they work with them and how they often involve them in their UN SDGs and goals. Through listening to Grupo Apex's story, we recognized how important working with their supply chain is to completing their sustainability goals.

Examining the AIM2FLOURISH story has really had an impact on our future acts and ways of thinking. First of all, it has really transformed our thinking of business and the metrics around running a business to a much more methodical one. In the interviewing section, we have learnt how to ask the questions in a way that builds up to the intended purpose of the said interview. We have also learnt how to draft interview questions in a coherent manner, which does not bring rigidity to the interview, but creates a flow and makes it interesting.

This has created a road map that will guide us in the near future when we will be starting our own businesses or even actualizing the ideas we have in mind. The sustainable development goals have also been a key learning point for us. We have been able to understand them deeply and how businesses contribute to their attainment. Many business owners don't really know that they are solving one or more of the SDG's but are doing so indirectly. Stories like AIM2FLOURISH help to bring the businesses to light, encourage them to continue doing good and also inspire other businesses to emulate them. Exploring the story has taught us to act prepared and have a lot of information at hand. Working as a team is always good as each member brings unique value to the table and also different ways of solving problems. Conflict or rather disagreements are also healthy as they help us understand one's point of view and future ways of handling them and using the conflicts positively. Leadership has also been groomed in the course of writing the story as different members play a significant role in the assigning of tasks to each member, influencing members to be prompt in delivering the assigned tasks and also encouraging team members to air their views, feelings and complaints. This concept applies to assigning tasks to employees or subordinates in a corporate environment which we hope to join on completing school.

Having to work on this project has taught us all many things, the exchange of cultures and approaches has been essential. By applying what we learned in class about work

dynamics according to culture, we understood the diversity of perspectives which allowed us to weave a unique range of proposals and new ideas. We understood the importance of flexibility and adaptability.

Additionally, this experience taught us the importance of effective communication in diverse teams. The courses provided a solid framework for understanding and anticipating cultural differences in the work environment. Therefore, recognizing and valuing different perspectives, communicating more effectively, and solving conflicts constructively.

By integrating these lessons, we found that our collaboration was enriched, as the varied ways of addressing project challenges gave us a more complete view, aligned with the SDG's. Lessons on group behaviour and intercultural dynamics allowed us to approach possible conflicts with empathy and understanding, thus improving our cooperation.

Through theory, we learned about the importance of communication, conflict management, and creating inclusive environments. This knowledge strengthened our ability to better understand intercultural dynamics. The work has been attempted to be divided as equitably as possible. In the first meeting, we collectively decided on the company we were going to interview (Apex Group – Spain) and completed Appendix 2 at that moment among the five of us. Since the company was Spanish, the interview was conducted through students from the University of Navarra, who contacted

Mireia to schedule the meeting. The interview was recorded (with the interviewee's approval), and as it was in Spanish, the students were also responsible for transcribing and translating it. As for the online story in Appendix 3, it was divided equally.

Overall, everything has worked well. We haven't encountered major issues in any of the deliveries. As a team, we have understood each other well, and everyone has fulfilled their part. There is one participant who has not attended any meetings and left the WhatsApp group shortly after the project started. However, the rest of us have managed to carry the project forward. The only thing that may have been a bit challenging at times is scheduling the meeting day. Nevertheless, we have been able to compromise or find a convenient time for everyone.

Individual Reflections

Collins: COIL Fall 2023 has been an awesome and life changing experience for me. I have been introduced to different cultures, working with students from different parts of the world, learning new things and solving problems together. Moreover, I have gained knowledge on a variety of things including the metrics involved in interviewing a business, critically analysing it and being able to come up with a story based on the findings. During this period, I have also been able to manage my time very effectively as I juggled between schoolwork and the assignments given in the

program. There have also been challenges especially in the scheduling of the meeting times due to the different time zones but we overcame this and managed to pursue the project to completion. The program has also enhanced my creativity as I have been exposed to different ways of thinking which has also broadened my perspective of business and collaboration. I am very honoured and thankful to have gotten this chance and also looking forward to working on such projects in the future.

Ethan: Overall, I greatly enjoyed my time working on the Aim2Flourish project with my group members. Working with people around the world gave me a perspective on how people from different countries approach their work while learning what it is like to bring all these perspectives together as a group. We decided to pick a company called Grupo Apex, and it was interesting to learn about a company based in Spain and what they value while comparing and contrasting it to the companies in Canada. When working with international group members, it was clear that one of the major challenges was going to be time zones where there was up to an 8-hour difference, and challenges arose trying to communicate on various aspects of the assignment when it was so hard to find a time where everyone was active. To try to circumvent this, we would vote on the day when we would meet at the same approximate time, and while some of us had to make sacrifices due to the time we would meet, through weekly meetings we were able to organise the rest of the week so that timezone differences would be a small problem. We had our meetings

early in the week while trying to finish our work early in the week, so if we faced any problems related to our work, we could sort it out before the deadline, and any communication difficulties would be minimal. As we were meeting with people from different universities, we made sure as a group that we included everyone in our discussions, prompting people to share their ideas on the assignment and thus making sure we had a variety of perspectives. Communication was key while working with my international group, and I think everyone did a great job in communicating their opinions while being respectful and encouraging of other people's opinions, which is why we were able to succeed. I learned the benefits and challenges of working in an international group, and through working on the Aim2Flourish assignment, I was able to learn a lot from my group members.

Lyle MacNeil, Overall I really enjoyed working on the Aim2Flourish assignment. It was a new experience for me. I have never had to work with so many different people from different cultures. Having chosen a company from Spain it was interesting to learn about how companies from a different country that I had never heard about conduct their business. There were some issues with communication just based on the time differences. It was difficult to find a time where everyone was able to do work at the same time. However we were able to come up with a solution for this issue. We would send a poll into our WhatsApp group chat to decide on the day when we would have our meetings, then we would decide on a time

that was able to work for everyone in the group. Everyone in the group did their part effectively, and on time when we had work to be completed for the assignment. So, overall there were challenges with working with an international group, however it just took communication to be able to solve these issues, and after we did the group was able to conduct our work pretty easily together.

Julia Zulema Sanz, This activity has been quite interesting in the sense that I've been able to learn how students of my age work in other countries on different continents. Each person has their way of doing things, but there are still commonalities. We've managed to understand each other and make good use of our time. It was sometimes challenging to communicate through the WhatsApp group, as everyone responded at very different hours, but by being serious and committed, everything worked out well. At the beginning, we were all a bit shy, but over time, we've become more open. I am pleased with the outcome and the group work. I feel that, in terms of my future professional development, this activity has helped me feel more confident working with people from different parts of the world. With education and respect, many projects can be successfully carried out. In conclusion, despite cultural differences and the challenges of communication and time zones, I believe we all have a foundation that allows us to work together seamlessly.

Irene García, Thanks to this work, I have learned wonderful things. I have learned so much about environmental impacts

and the SDGs. I thought I knew a lot about the subject, but with this project I realized that I didn't. I didn't know there were so many different ways to create an impact on society nor did I know in depth what each SDG encompasses. Not only have I learned about sustainability, but I have also done it regarding experience. I am enormously grateful to have been able to work with my team and have learned so much. This experience has been a true catalyst for my personal and professional growth. Working in a multicultural team on a project has broadened my perspective, strengthening my ability to collaborate with diversity of thoughts and cultures. It has taught me to appreciate differences, communicate with empathy, and embrace flexibility in problem-solving. This experience has transformed me, giving me a more open and adaptable mentality, qualities that I will value and apply in every step of my career.

Conclusion:

We would like to thank Grupo Apex for allowing us to interview them for the Aim2Flourish project, and we are excited to see their UN SDGs be developed for a more sustainable and equal world. We would also like to thank Aim2Flourish for setting up these assignments, as we got to meet people from across the world and learn from them, which was a new experience for many of us. Learning and hearing the story about an international company committed to sustainable development while working with group members,

all with their own unique perspectives, was enjoyable while also being educational, and although there were some challenges, we were able to learn from these challenges for the future.

6.

SDG 3 GOOD HEALTH AND WELL-BEING - MODGARDEN

Alejandro José Vanderlinde Juárez; Carlos
Alberta Ibañez Saldarreaga; Sarina Mongia;
Cristian Henriquez; Omphile Makoe; and
Awethu Magobongo

BUSINESS INNOVATIONS FOR GLOBAL GOOD



Modgarden is revolutionizing food production by empowering urban dwellers through vertical organic farming in soil, a mission driven by the threat of centralized control and the impending food crisis. With their patented modular growing appliance and a century-old soil blend, they offer a sustainable alternative to the prevalent soil-less systems.

Modgarden aims to make a significant impact in a market where over 99% relies on less sustainable methods, targeting a substantial market including US Gardening Households and the Global Greens market.


THE INNOVATION



tinyFarm is modgarden's award-winning business innovation. It is a smart indoor farm that makes it easy for anyone to grow organic food at home with no moving parts involved! The product promotes biological nutrition that is healthier than chemical-based foods in grocery stores. Customers can grow up to 32 servings of fresh greens a month at half the cost of groceries. You are able to modularly expand the farm like LEGO for larger families. The solutions fit into a circular food economy for cities and modgarden also have AI-powered apps that balance environmental variability to ensure consistent yield.



"I am here to serve humanity"- Aamar Khwaja

TINY FARM



<https://www.threads.net/@modgarden>

SDGs THEY SUPPORT

 <p>2 Zero Hunger</p> <p><small>The generation of secure food systems and improved nutrition and food security for all people are essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>	 <p>3 Good Health and Well-being</p> <p><small>Ensuring a healthy life and promoting well-being for all people are essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>	 <p>9 Industry, Innovation and Infrastructure</p> <p><small>Building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation are essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>
 <p>11 Sustainable Cities and Communities</p> <p><small>Developing sustainable and resilient cities and communities is essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>	 <p>13 Climate Action</p> <p><small>Climate action is essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>	 <p>15 Life on Land</p> <p><small>Protecting, restoring and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification, and halting and reversing land degradation are essential to achieving sustainable development. This includes addressing the growing number of people who are undernourished, the increasing number of people who are obese, and the increasing number of people who are malnourished.</small></p>



UNIVERSITY OF PUPMALANGA



Universidad de Navarra



UNIVERSITY OF GUELPH



**Ruben Burga
Yang Hoong
Romina Hosseingholizadeh
Prof Ferdinand Niyimbanira**

Group 54
Sarina Mongia, Cristian Henriquez, Carlos Alberto Ibanez Saldarriaga, Alejandro Jose Vanderlinde Juarez, Awethu Maobongo, Omphile Makoe



SDG 3 – Modgarden

Group Reflection

Our team's journey in the realms of group management and sustainability yielded invaluable insights. In navigating group management, we placed a premium on effective communication, collaboration, and conflict resolution. Recognizing the significance of understanding each team member's strengths and weaknesses, we strategically allocated tasks to maximize efficiency. The adaptability of our leadership styles emerged as a cornerstone for fostering a productive and harmonious work environment. Simultaneously, our sustainability focus underscored the incorporation of environmentally friendly practices into our projects and operations. This encompassed a comprehensive understanding and implementation of sustainable sourcing, waste reduction strategies, and the consideration of the social and economic impact of our endeavors. Moreover, we embraced the crucial link between healthy food consumption and overall well-being, acknowledging that nutritional choices could impact productivity and contribute to the risk of diseases. This holistic approach reflects our steadfast commitment to both the well-being of our team and the integration of sustainable practices into our work.

The impact of our class learnings on our group activity was both significant and serendipitous. Many team members had the opportunity to attend the class on the same day as our scheduled meetings, creating a seamless connection between

theoretical learning and its practical application to our project. This synchronized approach allowed us to manage ourselves in a composed manner, leveraging the knowledge gained from the class to enrich our discussions and decision-making processes. Delving into the class content deepened our understanding of Sustainable Development Goals (SDGs), enabling us to recognize and distinguish the various ways in which companies incorporate these goals into their practices. This heightened awareness not only enhanced the depth of our project work but also fostered a shared commitment to aligning our efforts with sustainable and socially responsible principles. The integration of class learnings served as a guiding light, steering our project towards a more conscientious and impactful trajectory.

The allocation of work within our team was a thoughtful process that considered individual strengths and needs. While the distribution of tasks was often based on our respective strengths, decisions were made through collective discussion and agreement. This collaborative approach ensured that the workload was not only distributed efficiently but also aligned with each team member's capabilities. In instances where volunteers emerged, their willingness and confidence in handling specific tasks played a pivotal role in determining the assignment. Overall, our approach to task delegation involved a balance between recognizing expertise and fostering a sense of collective responsibility.

Our team excelled in effective communication and

adaptability, serving as the linchpin for collaborative efforts. These qualities facilitated a seamless flow of information and allowed us to readily adjust to changing circumstances, ensuring a dynamic and responsive work environment. However, challenges arose with occasional timing conflicts, presenting hurdles in our coordination efforts. Despite this, our steadfast commitment to open communication allowed us to address and mitigate these issues, underscoring the importance of continuous improvements in schedule management for more seamless collaboration. Regular meetings, held at least once a week, proved instrumental in maintaining productivity and meeting deadlines. This reflective and adaptive approach empowered us to navigate challenges successfully and leverage our strengths for collective achievement.

Individual Reflections

Omphile: Working together with other people for any project can be a challenging task. Not to mention if those individuals are from different parts of the world than the one you are in. In such a case, one is exposed and challenged with not only having to find a balance between different characters, but different cultures as well. Fortunately, upon the course of our research on ModGarden's sustainable business practices, I worked well with my group members and respect was the order of every meeting and interaction.

One of the weekly tasks that we were assigned with in the AIM2Flourish project, was to have online meetings with our group members from Canada and Spain. Although this was always a task that I would look forward to, especially because it was a way for me, as a South African student, to learn more about my group members overseas; my limited technological knowledge restricted me in being a proactive group member. I would always struggle to set-up meeting links and would always have to ask another group member to do the honours. This, for me, was quite an agonizing experience as I felt as though my contribution to our meetings was not entirely enough. However, that only invigorated me to go on the internet and find out how to do it. I can proudly say that I have set up at least two meeting links during the course of this project.

What made the AIM2Flourish experience a little bit more challenging than I had anticipated, was having to divide my time between the project and studying for exams; as well making sure to consider and adjust to the different time zones that my group members and I are in. Because of this, we would meet more than once a week, from time to time. Not only did this hinder my academic progress, but it would also not allow enough time for rest.

With all the individual challenges that I faced during the project; I cannot take away the immense gratitude of being afforded this once- in- a- lifetime opportunity. Not only has it developed my character, but as a business student and a

prospective owner and CEO of a food franchise, it has also expanded my perspective on what a sustainable environment truly looks like, and what it requires from us in the present.

Carlos: Working on the AIM2Flourish project, exploring the endeavors of ModGarden, has been an illuminating experience. ModGarden's commitment to integrating sustainability into its core operations stood out as a beacon of inspiration. The project allowed us to delve into the intricate details of how a business, beyond mere profitability, can be a force for social and environmental good.

ModGarden's story is a testament to the transformative potential of businesses. The AIM2Flourish project allowed us to unravel the layers of ModGarden's initiatives, showcasing how it goes beyond conventional business models. The company's focus on creating accessible, sustainable food systems and empowering communities aligns seamlessly with the ideals of the Sustainable Development Goals (SDGs).

As a team, we were struck by ModGarden's dedication to fostering positive change. From their modular gardening systems to their educational outreach programs, every aspect of the business reflects a genuine desire to contribute to a more sustainable and equitable world. The AIM2Flourish project became a canvas to paint not just the external success of ModGarden but also the internal ethos that drives their impactful contributions.

In conclusion, the AIM2Flourish project, through the lens of ModGarden, has been a journey of enlightenment and

appreciation. It has deepened our understanding of the potential businesses hold to shape a better world, leaving an indelible mark on our perspective and reinforcing the idea that businesses, when grounded in purpose and sustainability, can truly flourish.

Alejandro: This Aim2Flourish project was an experience that I grew a personal liking to. It turned out to be a fruitful piece of collaborative work in which I could expand my knowledge and thoughts with my teammates from around the world and also get to know them.

I found the process of this project to be fun and different, because this is not something that I'm used to doing even though I'm capable of so I prioritized being present in the group for any type of situation. Thankfully we were able to communicate very well, my teammates were also very respectful and gave a lot of effort to present the best work possible and only had minor issues.

What I did like the most was having the opportunity to contact a company such as Modgarden and navigate into everything about it. I would say the best part about this project was to be able to interview a person from the selected company and in our case we spoke with the founder who through the interview let us know the background story of how the idea and the innovation of his company came to be, the purpose behind the product and the thought process of future events along with some experiences that truly left a mark on him to continue pursuing his goal. I can say that I connected to some

of the things he said on a personal level and have put it into thought to apply it for my future.

Awethu: Engaging on this collaborative project of Coil with students from other universities in the world has proven to be intellectually stimulating, in taking us out of comfort zone and face the real world. Our success lies in the effective management of online meetings. Clear communication has been the keystone of our communication. The clear communication made it easier for each and every team member to be aligned with the collective vision and the way forward of what we are doing.

Doing icebreakers before the meeting to make everyone feel comfortable, by asking questions that are beyond academic pursuits that helped us to understand each other. In the midst of this collaborative journey, clarifying roles and responsibilities ensured equitable contributions. Of which I've learned new thing from my teammates I was expecting conflicts and arguments as teamwork does so, but all of us we were matured enough addressing things on a professional level.

As we tread the path of this international collaboration, we found ourselves not only achieving project milestones but also gaining profound insight of different global perspectives. This Coil project stands as a testament or testimony to the power of effective communication and cultural understanding. Prior I was worried about language barrier and different accents but all of those things were like water under the bridge. I'm very

privileged for being part of this wonderful journey, being in a group of committed individuals.

Sarina: Navigating the complexities of our project journey, our group demonstrated resilience and effective teamwork in the face of various challenges and dynamics. Time changes emerged as a formidable obstacle, disrupting our carefully planned meetings and work schedules. Dealing with different time zones required us to be flexible and find innovative solutions to maintain productivity. Additionally, language barriers introduced a layer of communication challenges, prompting us to employ diverse communication tools and strategies to ensure that information was effectively shared among team members. The unexpected occurrence of family emergencies further tested our adaptability and unity as a group.

In response to these challenges, our approach centered on open communication and a shared commitment to the project's success. We established a culture of transparency, where team members felt comfortable expressing their constraints and concerns. This open dialogue proved instrumental in addressing time constraints, as we collectively brainstormed alternative meeting times and communication methods to accommodate everyone. Language barriers were overcome through a combination of translation tools, patience, and a shared willingness to understand one another.

Moreover, when family emergencies arose, our group rallied together to offer support and redistribute tasks to

accommodate those facing personal challenges. We recognized the importance of not only acknowledging individual circumstances but actively working to ensure that no team member felt overwhelmed or isolated. Timely communication became our linchpin, allowing us to navigate through the challenges seamlessly.

In the end, our group's ability to handle these challenges was a testament to our strong communication and mutual respect. By openly addressing and adapting to the dynamics at play, we not only completed our project successfully but also forged a resilient and collaborative team that can overcome any obstacle.

Cristian: Participating in the Aim2Flourish project provided a great experience, particularly in the collaborative effort with students from South Africa and Spain. This global interaction broadened my perspective on sustainability, revealing it as a universal concern that requires collective action. Our team, through this project, gained insights into effective group management, emphasizing open communication and leveraging each team member's strengths.

Throughout this collaborative journey, our team recognized the interconnectedness of our efforts in achieving sustainability goals. The class learnings on Sustainable Development Goals (SDGs) played a crucial role, guiding our project with a heightened awareness of its broader implications. This knowledge became a compass, steering us

towards a more conscientious and impactful trajectory, aligned with global objectives.

In distributing tasks within our team, we prioritized a collaborative approach, considering individual strengths and fostering collective decision-making. Despite some challenges, such as timing conflicts, our commitment to open communication allowed us to address and overcome these issues, reinforcing the importance of adaptability in group dynamics.

Summing up, the Aim2Flourish project has been a journey of growth, learning, and global collaboration. It highlighted the power of innovative solutions like TinyFarm in addressing universal challenges and underscored the significance of cross-cultural teamwork in advancing sustainability goals. Our collaborative effort showcased that sustainable development is a shared responsibility that transcends borders, emphasizing the potential for positive change when diverse perspectives unite toward a common goal.

7.

SDG 4 QUALITY EDUCATION - KINOBI

Brady Scruton; Alejandra Fernández Pellón;
Sofía Riera Sicilia; Michael Divo Yuniarto;
Mixandro Zagazig; and Anonymous

BUSINESS INNOVATIONS FOR GLOBAL GOOD

"ONE-STOP SHOP FOR COMPREHENSIVE STUDENT ACHIEVEMENT"

KINOBI


- Operating head company
- HQ in Forest City, Singapore
- More than 14-15 employees
- 100% sustainable
- <https://www.kinobi.com.sg/about-us/>

MISSION

- Prepare students to be job-ready
- Empower students to lead




VISION

- Be recognized as the highest education institution amongst their operations
- Institute students learning and growth




GROUP 31

Bridip Senthil
Suresh Nagesh
Rafiqul Karim
Mubashir Anwar
Michael Dier
Trankate
Adigundro vanthanas vathana

INSPIRATION & INNOVATION



"Kinobi has built itself off the name 'Ideology, or we are as members like the character 'Obi-wan'."

The company also has a feature called Kinobi Scholarship where Kinobi connects students with real life educational opportunities, all in alignment with UN SDG goals.

The company offers a CV builder and also a job portal also where the university can help students to prepare for their careers. The company offers to help students get down to a job within the 24-2500 weeks.


THE IMPACT

Before Kinobi:
(Data from 2019)

60% of students had completed a graduate obtaining their degrees

1.8% of those industries with graduate certificate and bachelor degrees

13.7% of students have specific good employment



After Kinobi:

Students who have used Kinobi's services not only secure immediate employment but also have the potential for long-term career growth.

SOCIETY & ENVIRONMENT


- Engage individual contributions and involvement of community
- Increase positive impact/visibility
- Work on an open source model
- Provide the platform with the purpose to support students and create an open and accessible job
- Increase the number of students who are employed

BUSINESS

- Increase revenues
- Higher customer satisfaction
- Growth and diversity in their client base
- Increase in productivity
- Employee skills, ability and retention in their firm
- Stronger and long term relationships with customers
- Opened up new educational innovation opportunities

MIZFOUTH

MORE INFO



Professors Dr. Ir. Amelia Mein Indrajaya, Isabel Rodriguez and Yang Houng

Group Reflection

For the past couple of weeks, we (Group 31) have been working on COIL projects. Each of our universities, the University of Guelph, IPMI International Business School, and Universidad de Navarra, assigned this project to us. We were tasked to make a project covering a company that fits UN SDGs global goals and make a story and a poster about a for-profit company that fits at least one UN SDGs global goal. We needed to have an interview with the company about their innovation and how their innovation positively impacts the people around them. We have This project in total that took 7 weeks to do. As a group, we have been working tirelessly to finish each assignment given to us each week. Our dynamic has been flawless, with each of us finishing the work that we have been assigned to perform.

Kinobi is a SaaS firm that focuses on ETEC, and their career management platform revolves around the UN SDGs (Joshua, 2023). The company especially meets SDG 8, “Decent Work and Economic Growth,” by boosting student job access through the use of a robust CV builder and employment site. Additionally, SDG 4, “Quality Education,” is supported via the “Kinobi Scholarship ” function, which offers links to exchange programmes and scholarships. This dual approach reflects Kinobi’s goal of giving students the tools to pursue occupations that solve global concerns and have an impact, in addition to advancing more general educational objectives

(Singapore Management University. Entrepreneurial lessons,2021).

We admire Kinobi for their noteworthy contribution to the UN Sustainable Development Goals (SDGs), particularly for pushing SDG 8—decent job and economic growth—and SDG 4—high-quality education. The incorporation of a scholarship function, CV builder, and career management platform by the organization displays a well-rounded approach and a commitment to tackling global employment and educational challenges.

Analyzing and understanding the industry that Kinobi pursues business in has allowed us to deeply understand the great work that the firm has done in its space. Education is one of the most important aspects of an individual's life, and Kinobi has depicted the greatness that can come out of when people work together to achieve a common goal. We realized that the skill development traits that Kinobi offers students, allows them to achieve greater success in the workforce, and in turn, profit society immensely. Job opportunities are filled by the students that are provided with these incredible skills, therefore the unemployment rate in the countries Kinobi does business in becomes lower. We believe everyone can learn new skills, and you know how the saying goes, “Knowledge is power”.

The Aim2Flourish story made us more knowledgeable and conscious about the impacts on society and environment that a business can create for the better of the civilization. Also,

we are now more conscious at the time of decision making, in which we will try to integrate sustainability and social responsibility into our own business situation strategies as well as having values that promote the well-being of the business and the wider community. The project showed us how to collaborate and work together for a sustainable and socially responsive business, which we will use once we become part of a company and incorporate this in our own future circumstances, depending on our values. Moreover, we may be influenced in our approach to business challenges, leading us to seek solutions that not only contribute to their financial success but also have a positive impact on society.

Working on this project with people from different countries has brought to the group several cross-cultural experiences. Culture shapes how people perceive the world, interact with each other, and make decisions, so when working with people from other different cultures we have learnt how to work all together as a team and how to make decisions regarding the assignments we had to do. Knowing about each other cultures (cross-cultural knowledge) has taught us to avoid misunderstandings caused by miscommunication, build trust as a team and understand the differences on the decision-making and problem-solving approaches each culture has. We also learned how to properly communicate between each other and how to express our ideas as well as sharing our opinions, always with respect.

The team's cross-cultural experience produced illuminating

findings that enhanced the ideas taught in our classes. Our study has demonstrated how crucial cultural intelligence is for handling divergent opinions and encouraging fruitful collaboration. Our intercultural communication training helped students become more understanding and flexible with different communication styles, which decreased the likelihood of miscommunication. The team's education in appreciating and respecting different traditions also highlighted the significance of cultural sensitivity, a topic that frequently comes up in our curriculum. The practical implementation of leadership and teamwork ideas in cross-cultural situations brought attention to the intricacy of global collaboration and underscored the significance of adaptability and receptiveness. In the end, the experience emphasized the practical application of the theoretical knowledge acquired and validated the need for a thorough approach to cross-cultural partnerships.

In our courses, we've all learned that corporate social responsibility, or CSR, is essential in the running of a business. It can be the backbone of a firm's whole entire business plan, and in our scenario, Kinobi strives off of the use of CSR. The firm's business plan is to educate students to ensure they are ready for the working world, and one could realize how impactful the firm is regarding this ideology. Our connected understanding of CSR has greater supplemented our team work, as we were all on the same page for many parts of the assignment.

First, we talked and discussed what the delivery was about so that everybody could understand what was about. Then, since we chose Michael's business, he and Mixandro did the interview because they knew the person being interviewed and it was easier for them to contact her. We mostly divided the tasks by ease and quantity. We had a very open communication through the Whatsapp group to check everything was going correctly and to ask concerns or challenges about the task. We had a shared document to help maintain transparency and allow the group's members to stay informed about everybody's progress. Also, our group faced some difficulties, but we were able to adapt and be flexible to those changes by redistributing tasks and helping each other. Moreover, some of us reviewed the work and provided feedback to improve it. It was great working on this group because there was good communication and organization, mutual respect and a shared understanding of the project goals that ended in success.

During our group work, we found things that worked for our group and those that did not. At first, we planned to have group communication on Instagram, but sending files and communicating was too much of a hassle. In the end, we ended up using WhatsApp to communicate. Our first idea to meet at the same time as when we first had the introduction proved very convenient for all team members. It is not too late and not too early for all of us. To make it more convenient for all of us, we decided to use Google Docs to submit any writing and to merge all of our work into one document. This idea

was very well executed, making our work process much more efficient.

Individual Reflections

Divo: It has been exciting during the weeks we have worked together on this project. This experience was the first time I had this kind of project where I had to do it with someone from a different country. Most of our work is divided relatively among every team member, so we are all included. There have been some challenges regarding the assignment, mainly regarding different time zones that caused delayed responses on our WhatsApp group. To mitigate this, we encourage each other to finish our work as soon as possible so we'll have enough time to cross-check everything before assignment submission. As for success, I would say that we're one of the most productive groups for COIL assignments. All the work we submit is generally received well, and we can submit the assignments way before the due date. Despite different time zones, we still work efficiently and communicate well.

Sofia: It was great working with them on this project together. It was a different experience compared to the ones that I had had, but it was fun. We had some challenges, like time-zone, but we were able to manage it and work through it, it wasn't a big challenge for us. We had a really good coordination, we divided the work and everybody tried to do their part on time and as soon as possible. Also,

communication was very important to get to this, without it, we couldn't have achieved success and have the project done on time. We were very productive during our zoom meetings, which was awesome, however, punctuality wasn't the strength of some members of the group. It was great working with this team and meeting new people from other countries and cultures from other parts of the world.

Mixandro: After taking part in COIL program, I gained a lot of experience, benefits and tips, such as managing companies both domestically and abroad with different cultures, we can take examples of culture management from various continents. Some good examples can be inspiration for me, if that one day I work and having a challenges, I can manage a company properly by taking positive examples and ignoring the negative ones, also being able to help our company with our knowledge. By caring about the environment, community and remaining sustained for long-term sustainable competitive advantage. Also we can share our opinion with students from various countries in this COIL program. By understanding the character and etiquette of students from various countries.

Brady: As a member of this group, I felt welcomed and appreciated by my fellow team members from across the globe. This assignment taught me so many important things about sustainability and other practices. As many of our team members also know, the time zone differences did pose a bit of a challenge for us, but ultimately we pulled through and

everything worked out. Everyone spoke great English, so conversating was not really an issue, which was great.

Alejandra: When we were told in class we had to do an assignment working in groups with people from different countries, I was pretty excited. This has been an amazing experience from which I have learned plenty of things. We all worked together nicely and handled all the activities on time, trying to do them as soon as possible. We faced some challenges like the different time-zones, specially when we wanted to meet on zoom but we managed to work through it. Communication was not a problem at all because we all tried our best to understand and express ourselves and we all spoke good English. It was great to work with them and a fantastic opportunity to get to know people from different countries around the globe.

8.

SDG 4 QUALITY EDUCATION - BLINK LEARNING

Zahwa Zamroni; Florenci Akailupa; María de las Mercedes Licona Zabalza; Rosa de la Torre Magán; Katie Lawson; and Oscar Bates



Universidad
de Navarra



ipmi
INSTITUTO
PROMOCION
INTEGRAL



UNIVERSITY
of GUELPH

BUSINESS INNOVATIONS FOR A GLOBAL GOOD

AN INNOVATIVE DIGITAL PLATFORM PURSUING BETTER EDUCATION WORLDWIDE





WHAT IS IT?

Blinklearning is a pioneering platform dedicated to enhancing education through digitalization. Its platform allows entities to digitize and editorial contents and let teachers create their own digital content. It provides interactive tools for students to learn better.

BASIC INFORMATION

- Founded in 2009 by Gonzalo Garrido and Jose Marquez-Canas
- Mission: Improve education
- It operates in 60 countries and more than 11,000 schools
- 3.5 million active users






WHY IS IT INNOVATIVE?



Blinklearning transforms the traditional way of learning with paper books to the digitalization of them. The objective is spreading good education worldwide. Also, the platform uses a data system to provide teachers tools to assign students' work or activities.

UN GOALS

- Accessibility to books without internet connection
- Access to professors from all around the world
- Interactive tools



4 QUALITY EDUCATION



15 LIFE ON LAND

- Reduction of deforestation
- Prevents ecosystems damage
- Helps to use natural resources more sustainably



17 PARTNERSHIPS FOR GOALS

- It is accessible from 160 countries
- It works with editorials and schools from all over the world
- Help countries to improve education

GROUP'S

OSCAR BATES
KATE LAWSON
HORA DE LA TORRE
MERCEDES LICONA
FLORENCE ARALLISA
ZAHARA ZAMBONI

PROFESSORS

AMELIA NAIM INDIRAUNYA
ISABEL RODRIGUEZ TELLEDO
RUBEN RAMIRO

SDG 4 – Blink learning

Group Reflection

We were amazed to learn from BlinkLearning. Through an interview we conducted, the founder, Gonzalo Baranda, explained to us lots of interesting details and information such as how the innovation came to be or what his future plans with the company are. In this age of digital advancement, BlinkLearning strives to improve the quality of education all across the world. We believe this endeavour holds significance as this program also aligns with the UN goals, specially the three UN Goals we stressed: the 4th, 15th and 17th. Furthermore, BlinkLearning is offered to a wide range of students from elementary to college, aiding all students no matter their level of study. In fact, mostly all these students make up the 3.5 million active users Blinklearning currently has.

We chose BlinkLearning for AIM2Flourish due to its remarkable innovation and the positive impact it has on society and the environment. While we recognise numerous other stories with equally marvelous ideas, we dont view this as a competition to determine superiority. Instead, we perceive it as an opportunity for all the people that can benefit from the products as they achieve a higher quality of education since we feel that education can really change lives and the world.

In fact education is a crucial element for the development of a country and more in particular it affects each person that receives the education. As it has been mentioned, we really

think that education can change the life of a person. However the access to education for everyone in the world is a huge problem even though everybody has the human right to receive it. In fact 1 of every 5 children worldwide, do not go to school nor receive education. Hence, to start fighting this urgency Blinklearning's main objective is increasing the quality of the education given and also expands to countries where education quality might lack.

Moreover, in a world struggling with paper waste concerns, BlinkLearning contributes to Earth's preservation by minimizing paper waste globally. We commend the company for promoting sustainability, not only for the environment, but for the benefit of the public as well. The platform motivates us to incorporate the Sustainable Development Goals into our current and future endeavours.

However, we don't really have knowledge related to the impact that the energy consumed when using the digitized textbook has, as maybe it is less than the impact that deforestation has. Regarding the 17th UN goal, it could be a good idea to have knowledge of objective data, that isn't only related to the number of editorials Blinklearning works with.

The company in the majority of cases meets our assumptions of what the business does. Nonetheless, we highlight our amazement with the internal organization of the company as they perform many activities such as getting in contact with editorials, with schools or even digitizing books that are in paper format, that in the background require a

perfect and efficient communication between employees and directors. We see this internal structure as an exemplary organization we can apply in the future companies we, as future potential business people, will create.

During this project, we became even more conscious of the importance of education and that taking care of the environment is essential and urgent for the world. These definitely are also important points we will apply in our future businesses. However, we did not only learn things we will apply in the future from the company. We also gained many communicative and leadership enriching skills from interacting with our international team that we were assigned to create this Aim2Flourish story.

Each of our members treated one another with respect and everyone's ideas and suggestions were heard and appreciated, making this a very positive team to be a part of. We met online via zoom each week to break up the work between each of our teammates. We generally splitted the work and divided it into three 'sub teams' where two members of each different university worked together on a section. This way of breaking up work was easy and efficient, especially as the 'sub teams' consisted of teammates in the same time zones; as this time difference was our main challenge during this project. Since we have team members in Canada, Spain and Indonesia, it was quite difficult to find a time where everyone was free to meet. Despite this, each member of the group was excellent at communicating throughout the process of writing our story,

making writing the story a seamless experience. We managed to overcome the hurdle of time differences and were able to successfully meet each week to discuss and analyze our progress and decide how to split up the work.

Moreover, what we had learned in our course helped us to engage and motivate our team. We utilized some skills we learnt such as leadership, teamwork, and most importantly, communication. In addition, the background knowledge aided our work tremendously, as we were able to apply theories and concepts with ease. Being taught in our classes what both good and bad corporate social responsibility looks like, we were confident in our selection of Blinklearning to write our story about, as this is a company which helps society through its innovation.

In conclusion, this experience allowed each of us an insight into a new culture and way of life. We got to know how businesses operate in an international context through our initial meeting where we each shared our story ideas. For example, Katie, Oscar, Zahwa and Florenci, who are our teammates not native from Spain, had the chance to work with a Spanish multinational company. Definitely thanks to this COIL activity we all learnt various techniques and unique innovations which have broadened our own minds and ideas and will thoroughly help us when we move from university into the workplace. We are really grateful for this unique opportunity we had that made us grow as students, humans and future professionals.

Individual Reflections

Katie: Being a part of this international group has been an educational and enlightening experience. I have really enjoyed getting to know each of the team members and learning more about their different cultures and ways of business operations. Being on exchange from Scotland to Canada, I feel I have even gained a better understanding of Canadian businesses and different innovations through the initial research part of this project. I think this project has been a great experience, and has broadened my understanding and knowledge of conducting a business. The course I study at home is international business with marketing, and so I am grateful for this experience to have learnt more about international organisations. I hope that the knowledge I have gained will help me throughout the remainder of my university career and I will take the knowledge and skills I have learnt from this experience with me when I enter the workplace.

Oscar: I have found the AIM2Flourish project with the international group to be an interesting and truly transformative experience. By taking a look at each of our initial companies, I really gained a deep insight into how firms can implement a variety of different methods into improving its sustainability model, matching the sustainable development goals and leaving a positive impact on the planet. Working in groups with students from around the world also

allowed us to take on the project using different perspectives. Although it had its difficulty with finding a time that suited everyone for weekly calls due to varying time zones, the different opinions definitely made it worthwhile and beneficial to the project and the ultimate goal. We carefully considered each of our six companies and decided on which would be best suited for an AIM2Flourish story. We collectively decided on BlinkLearning which is a wonderful company and is doing so much to help the planet by moving education to a digital format rather than on paper. On a final note, I can say that I learned so much through this project and team and will ensure to take the knowledge I have gained from it forward in life.

Florenzi: My impression during the Aim2flourish Coil was that I was very happy to be able to study with friends from Canada and Spain. We collaborated well with each other so that we were able to complete the Aim2flourish task. We were all involved in working on this task, even though we had different times, we were able to carry out the same tasks. given by the Lecturer. We were all involved positively, and when working on this assignment we had a very good impression where we could give each other positive input and provide positive energy. Effective Collaboration where this collaboration is positive so that it produces good values, ideas -creative ideas and innovative solutions. In this Group Assignment, all Group Members are actively involved according to their respective duties in completing this Assignment. Fair distribution of tasks so that all group

members do not feel burdened but can complete each part of the work so that the task is completed on time.

Zahwa: I was very anxious when I heard about this COIL, not because I hate meeting new people, it's because I'm not good at talking especially strangers, I was very nervous at that time. Luckily, the people that I met are very kind and understanding. They like to ask about my opinion and also very informative. I think this COIL is a door for me to have a new experience meeting with people around the world. It makes me understand that the time differences could be very tiring, but it also makes me to not be an egoist person. We didn't get to share about culture differences, hobbies and anything outside the COIL topic, which is understandable since we are very busy with college life, etc. But, if there's an opportunity, I really like to know more about them. I know I have to say this in person but, I want to thank the lecturers and students who worked hard for this project. You guys are amazing!

Maria de las Mercedes: First of all I'm very grateful for this opportunity that my course's teacher Isabel Rodriguez gave me. It was a unique and one of the most enriching activities I have had during my second year as a University of Navarra business student. I strongly think that this activity that at first worried me, ended up as one academic experience that definitely contributed to my human and academic growth. When I first heard of this activity I got a little bit anxious since I did not know how an international team with five other

students from all over the world would be able to coordinate on doing this project successfully. However, it completely surprised me how it ended up working so well. Thankfully I think me and my university partner were assigned a great group where mostly all teammates were very engaged in doing this activity the best way possible as I was wishing too. As a result of this we were all very punctual on doing our parts of the work, we were very respectful to each other, we even overcame the time zone big differences that seemed to be a great challenge and as a result we ended up doing a great Aim2Flourish story about Blinklearning. I really liked this activity and all the leadership and communicative skills it gave me by breaking through the cultural and language barriers.

Rosa: When this project was started I was really afraid. Everything was new and seemed to be really difficult, but as the weeks passed, the vision I had of the project became better. Having the opportunity to work with an international and virtual team has helped me to understand other cultures. At the beginning of the project I wasn't as convinced as I am now about all the positive impact a team could have with completely different perspectives. In the past I thought that huge differences in perspectives could only cause trouble. However I had experienced that this idea was completely false. The cultural differences was something that I definitely noticed, nonetheless this is one of the factors that made the activity challenging at the same time as enrichment. During the project I learned to prepare meetings before actually having

them. This showed me how efficient we could be in virtual reunions, since we would focus on what we actually had to talk about, instead of wasting time searching for what we had to do. Also, regarding this virtual meeting point, it also helped me develop and improve my skills with technology. Moreover, I think the most challenging part of the work was the different time zones. As this obligates us to plan meetings with anticipation, wait for other teammates to communicate with them, etc. In other words the flexibility we would have with all being from the same country was reduced. Notwithstanding, this challenge was definitely overcome and, on the contrary, it ended up as a fantastic result. Finally, I really want to thank Isabel Rodriguez, my teacher, for giving me this opportunity. Participating in the Aim2Flourish activity is an experience that I will never forget and from which I have learned, not only about theoretical information, but also about real life.

9.

SDG 5 GENDER EQUALITY - THRIVE

Erin McNeney; Abdullah Khan; Juan Suárez
Valdés; and Ángel Luis Ortuño del Fraile

Business Innovations for Global Good





THRIVE

REGENERATIVE
SKINCARE



PLANTS PROTECTING PEOPLE & PLANET



Thrive Natural Care is a regenerative business that uses plant-based ingredients in Central America, more specifically Costa Rica. The company stands for innovating regenerative skin care by combining human health and planet health into one.

What is the Innovation?

Thrive's innovation is a regenerative business model which encompasses using plant-based ingredients native to Costa Rica that have medicinal properties for skincare, employing women coop leaders, regenerative farming practices, while following a land healing structure.

Impact on business and Society?

- **The business:** Products are truly made naturally for a healthy, natural, and affordable skin care products, having a growing consumer brand to follow their ethically produced goods.
- **Society:** Provided local farmers with an alternative source of income by promoting diverse agricultural practices and better-than-fair-trade wages.

Environmental and Business benefits?

- Thrive's regenerative is helping to restore soil health and biodiversity. Helps support the growth of their skincare ingredients and contributes to the larger ecological stability of the regions they operate in.
- Strengthens the brand's commitment and usage to environmental responsibility. This unique selling point helps them stand out amongst competitors, enhancing customer loyalty and potentially leading to market growth.

SDG Goals?

- 5 Gender Equality
- 12 Responsible Consumption & Production
- 13 Climate Action







Team #15: Abdulrah Khan, Erin McMoney, Juan Suarez, Angel Ortuno
Instructors: Yang Hoang, Rubin Burga, Romina Ghollizadeh, Isabel Rodriguez Tejada

SDG 5 – Gender Equality

Group Reflection

The AIM2Flourish story we have chosen is based on a natural skincare regenerative business called Thrive Natural Care. The story displays the innovative and environmentally friendly approach of utilizing Costa Rican plants and earthly materials to create the natural skincare products. The business was modeled by the CEO Alex McIntosh who initially worked as a local conservationist, desired for a more beneficial business that deems in protecting and preserving the planet as well as the people. It connects the local farmers who open up their practices and transform the environment to be able to enhance natural skin care for people using it.

After a generous interview with the Director of Regenerative Operations, Gustavo Rojas we came to realize the more positive effects of how Thrive achieves their success and fulfills its statements. Having women coops and associates, standing by environmentally friendly produced products, and giving back to the community are ways that Gustavo expressed his passion and enjoyment in working with the company. One quote the team found very endearing that encapsulates Thrives innovation is “... and that’s one point of innovation that we are having in this company, by producing, healing the land.” It not just is a strategy the business uses as a model, it’s a promising mission that Thrive gains to achieve. Regenerating people’s skincare, the planet, and local farming communities.

The analysis of Thrive Natural Care’s practices aligns with

our academic understanding, particularly in relation to sustainability, and its relation to this SDG.

Thrive's emphasis on sustainability through the use of natural ingredients and ethical sourcing underscores the importance of sustainable practices in business. Thrive's commitment to a triple bottom line (social, environmental and financial impact) reflects a holistic approach that aligns with sustainable business strategies taught in academia.

While the company's ethical practices emphasize the importance of corporate accountability, the challenges of market penetration and brand recognition highlight the complexity of establishing a sustainability-focused business in competitive markets. This challenges the notion that sustainability alone guarantees market success and highlights the need for strategic positioning and robust market strategies.

Thrive Natural Care's emphasis on sustainability, ethical sourcing and community impact is in line with expectations of the evolving role of business in society. It reflects the growing demand for socially and environmentally responsible practices and demonstrates how companies can balance profitability with positive social and environmental impact.

To finalize, there has existed some kind of surprise left in the journey for all of us, at first we did not know how important things like SDG's, public view and a message to give was for companies, and our's had all of this really clear.

We have changed our mind about sustainability and have ended more like business leaders.

This story has been very influential in raising awareness of the environmental impact of conventional skincare products. It has been a very educational project, the story has brought awareness to the damaging effects of certain ingredients, packaging waste and unsustainable production practices that are commonly found in the industry. With Thrive making use of plant-based ingredients native to Costa Rica that have medicinal properties for skincare they have prioritized eco-friendly sourcing. Through creating such a positive impact it is motivational to demand similar practices from other brands and to no longer fall into the trap of purchasing from skincare brands who are not as socially responsible. This story has been a catalyst for change, it has made us conscious of old ways of purchasing non ethical skincare products and influenced us to change those buying behaviors. From a businessperson perspective in the future, we understand the importance of incorporating the Sustainable Development Goals into a business and see the effects that this can have on communities and the planet. Thrive Natural Care has been truly inspiring, and we completely resonate with the brand's values and mission, taking this on board in our future decisions.

At the end of this chapter of our work together, we are overwhelmed with a sense of gratitude and fulfillment. Working with you has been an incredibly rewarding experience. Our collaboration has been a tapestry woven with dedication, innovation and resilience.

The emotions we feel (joy and sense of camaraderie) reflect

the countless memorable moments we have created together. Our collective efforts were the cornerstone of our success. The challenges we faced became opportunities for growth and learning that have made us a more united and resilient team.

The recognition of our achievements fills us with an incredible warmth. Every hurdle we have overcome, every idea we have nurtured and every milestone we have achieved are testaments to our unity and unwavering commitment.

In the midst of our different perspectives and abilities, we discovered harmony. In this harmony, our creativity blossomed and propelled us to greatness.

We are deeply grateful for the privilege of being part of this extraordinary team. Let this experience guide and illuminate our path for future journeys, knowing that together we can achieve unlimited things.

Thank you all for your dedication, passion and for making this trip an unforgettable experience.

Individual Reflections

Abdullah Khan: It was definitely an enjoyable experience doing this project. When I applied for the course I did not know that I would be participating in a full international COIL group. Hesitant at first I started to realize the true essence of the project and definitely enjoyed my time doing the following project milestones. From short meeting minutes with my teammates to committing to an interview with a gentlemen of a company located in South America. As fun

experiences come, there are some challenges. The initial number of team members was six (6), after the first group meeting with the whole COIL groups that Ruben and Romina conducted, we were to compromise with four. Two from Guelph, and the other from Spain. It was definitely challenging making up time meetups with the Spanish students as they are across the globe and have a pretty large time gap. Communication could have been improved, although we made it work and definitely was worth it in the end.

Juan: I am truly pleased with the outcome achieved in the Aim2flourish project. Initially, I was nervous since I had never worked on such a large project before, especially one involving foreign collaborators. As mentioned earlier, it combined two significant aspects, but the result has been excellent. I have learned a great deal about the importance of the SDGs and how to effectively engage with individuals from vastly different cultures. Dealing with them has already been a beautiful experience that I will carry with me. Additionally, I believe we have put in double the effort because two team members were unable to join, and we had to drive this project forward with just four of us. I can only express gratitude to the University of Navarra for offering us this wonderful opportunity.

Ángel Luis : For my personal experience, I want to make first some individual mentions then go with my personal experience. Firstly, thanks to all universities involved and the teachers who have worked so hard to make such a varied

combination of geographic and cultural different people, also to my teammates, especially Abdullah for his selected company who has been such a success.

At first I just thought that it was a common project in which the foreign people had just to do their part to work and end the relationship, so that commitment to know each other and work together surprised me much.

As previously said, we were forced to do a 6 person task with just 4, and as Abdullah mentioned, it is a huge time gap. It was quite a challenge to combine our schedules with Guelph's students as with university and part time jobs, the only available hour for us was like 1 AM, but it is certain and fair to say that our friends from the other continent made grand efforts to make it realistic and were comprehensive and patient. In a nutshell, I'm just so pleased to say that it is well finished and so thankful with my group.

Erin: I have thoroughly enjoyed completing this Aim2flourish project and feel pleased with the outcome of our work. As an exchange student from Scotland who is studying in Guelph for the semester it has been a privilege to work with a group of people from all over the world. At first I also was skeptical, with time zone differences and possible language barriers the project seemed to be challenging. However, despite only being a group of four members we tackled any challenges faced and have completed it to a high standard. I have gained knowledge of the sheer importance of the Sustainable Development Goals as well as how to effectively communicate

with an international team. I believe this project has set me up and been very eye opening to a world of work where I will no doubt be engaged with more international team members, and so I am very thankful for this opportunity.

10.

SDG 5 GENDER EQUALITY - RESOURCE BECOMING

Emily Doan; Calum Watson; Derek
Bagatourian; Rocco Chiarito; Mike Ochieng
Owino; and Zillah Mosinya Anyona

Business Innovations for Global Good

RESOURCE BECOMING

Elevating Women in the Mining Sector

Global Goals:

- 4. Quality Education**
 - educate the importance of equality in mining
- 5. Gender Equality**
 - promote equality
- 8. Good Jobs & Economic Growth**
 - provide more jobs for women

What we do within the Mining Sector:

- Promote equality
- Educate
- Research
- Partnerships
- Change the face of mining.

19%
OF WOMEN MAKE UP
THE WORKFORCE IN
MINING.

Ruben Burga ————— Romina Gholizadeh

University of Guelph	Dominican University	Kenyatta University
Emily Doan	Derek Bagatourian	Mike Owino
Calum Watson	Rocco Chiarlito	Zillah Anyona
Prof. Yang Hoang	Prof. Anjali Chaudhry	Prof. Mary Ragul

SDG 5 – Resource Becoming

Group Reflection

Group 24 has learned many things from this experience that we will be able to take on with us in future years. We have

learned many new concepts, new skills such as how to work as a team, and how to delegate tasks, and lastly what worked for our group and what did not.

From this cross-cultural experience, we have learned many concepts that are related to what we have learned in our class. In class we have learned about all of the United Nations Sustainable Development Goals. From learning this in class, we have now been able to apply it to our company, and what SDGs our company achieved. Our company Resource Becoming, has an innovation that elevates women in the mining sector. The different SDGs we have been able to apply to our company have been Quality Education, Gender Equality, Decent Work and Economic Growth, and Reduced Gender Inequalities. Resource Becoming provides quality education about gender equality specifically in the mining sector, which goes into my next point of how they apply gender equality. They elevate women in the mining sector, so they support gender equality and reduce gender inequalities. Lastly they provide decent work and economic growth, because their goal is to get more women in the mining sector. They are providing more jobs for people (and women), which is raising the GDP.

The learnings in our courses helped us when knowing just about how companies are ran. This helped us to understand how companies can evolve and show their innovations. Also learning about the Sustainable Development goals helps us really understand what a company is trying to do with their

business. Our business Resource Becoming really leaned into SDG's 4, 5, and 8. Knowing these goals and what they mean and stand for helped us understand the business and what it was doing for the environment and community.

In our group, the process of task delegation was a collaborative effort that contributed to our overall efficiency of our Aim to Flourish experience. Right from the start, we engaged in communication in our whats App group chat, as well as during our meetings to identify each team member's strengths, and preferences. This allowed us to allocate tasks in a way that maximized individual contributions and fostered a sense of shared responsibility. We ensured that everyone had a clear understanding of their role and the expectations associated with it. During our weekly meetings is when we would address most of our task delegations as well as any challenges or adjustments needed along the way. This collaborative approach allowed our group to perform to our very best ability.

We think a lot of things worked really well within our group and overall things went really smoothly. The thing we think took the most getting used to would have been managing the time zones each of us were living in. For some of us we were almost 7 hours ahead than the rest which made it a challenge communicating sometimes as there was almost always a long wait time between responses. To deal with this we made sure to plan what we were going to do early in the week which allowed us to adapt and make any changes needed without any

problems. On the other hand we think a lot of things worked really well within our group. To start, we think we were able to distribute the workload very well. It did not feel like only one person was doing more or less than their fair share of the workload and this allowed us to quickly and efficiently finish our tasks. Another thing which worked well within our group was our participation and involvement. Everyone came to our weekly meetings and were always contributing to the conversation and to the plan. Finally, another aspect in which we think our group was very successful was managing our time. We were never rushed by the deadline and often finished the week's tasks a couple days before they were due. This was great as it reduced all of our stress and ensured we were submitting our best possible work.

Individual Reflections

Emily: After participating in Aim to Flourish for the past few months, I have learned many different new skill sets. Some new skill sets I have learned are time management, teamwork, and leadership skills. Working in a team with students from all over the world definitely comes with its challenges. A challenge that I had to manage was time management. Our group members were from Kenya, Chicago, and Guelph so we had different time zones to work with. We have had to learn how to find an ideal meeting time for everyone, as well as being able to get all of our work done for Aim to Flourish. Although I have

worked with various teams, this project has helped enhance my teamwork skills. Due to having so many deadlines and meetings we had to coordinate and figure out who was to submit what. With that being said it was also a team project where usually we would all have to contribute a piece to the project before it was finally submitted. Lastly, the new skill set that I have also enhanced in is leadership. Due to everyone being new to each other, it could be difficult to communicate and delegate tasks to. I feel as if I had taken on parts of that leadership role in keeping the meetings moving and delegating some tasks. Overall I think that the Aim to Flourish project is a great way to meet new people and gain new skills.

Calum: I absolutely loved this Aim2Flourish assignment, I think it gave a really good view into how businesses run their teams and I think it helped me gain a lot of experience and develop some new skills. To start, I think this assignment really helped me to develop my planning and management skills. While planning our meetings and deadlines we had to work around three separate team zones as well as each of our unique schedules. This was a challenge near the beginning of this assignment as it was difficult to find a time that would work for everyone. However we were eventually able to find a time that worked for everyone and luckily we were able to use this for the rest of the project. This assignment has helped me to develop my communication skills. Many of our tasks often heavily relied on our communication with each other as well as our communication with people outside our group. Because

our group chose to use my company I had to plan and organise the interview which took several weeks and had many setbacks. This process involved constant communication however in the end I was able to find a great company who were happy to help us. I think our group worked really well together even with the cross cultural dynamics and I don't think they had a huge impact on our final product. As I said before it was a challenge to find a time that would actually work for all of us however once we did it was fairly simple and worked well for everyone.

Mike: As a student pursuing a Bachelor's in Economics and Statistics, my journey with AIM2Flourish opened new horizons of understanding and ignited a profound shift in my perception of business and its potential for positive global impact.

Collaborating with students from Guelph and Chicago was an eye-opening experience. Together, we embarked on a mission driven by the United Nations' Sustainable Development Goals, exploring how businesses could be a force for good. The diversity within our group amplified our perspectives, emphasizing the multitude of approaches towards sustainable business practices.

The AIM2Flourish assignment structure, particularly the Appreciative Inquiry approach and the in-person interviews with business leaders, proved transformative. It wasn't just about crafting stories; it was about discovering the intricate balance between profitability and sustainability within various enterprises. The real-world insights gained during these

interactions expanded my comprehension of responsible business practices.

Delving into the Global Goals revealed their depth and diversity. Each goal presented a unique avenue for companies to contribute positively to society. Our collaboration allowed us to tackle specific goals, emphasizing the connection between business innovation and societal advancement.

Personally, this experience reshaped my perception of business objectives. Previously focused on striving for success within a competitive landscape, I now see the profound importance of businesses striving to be the best for the world. AIM2Flourish instilled in me a belief in the potential for business leaders to drive meaningful change, inspiring me to aspire to be a positive force within the business space.

Derek: I think that there are many things that can be learned from this Aim2Flourish assignment. Some of the things that I personally learned are how to be better with time management as well as working with people from different cultures. Having to work with many different time zones and schedules really helps develop time management as well as communication skills. Almost all of what we did relied heavily on our ability to communicate. With meetings every week we needed to communicate about what everyones job was and what they needed to get done for our team to be successful. Knowing about other cultures is something that I believe is super important when doing work with people, not from your own culture. With the company that we chose being a Canadian

company, it was important to know as much as possible about their culture that I could help understand the company and their values and goals. Overall I believe that this assignment helped with many things that we will see in our business careers. Things like working with people we never thought we would work with and learning how to communicate with people from all around the world. It was a great experience that taught many lessons.

Rocco: I thoroughly enjoyed participating in this Aim2Flourish Project as it was fun, engaging, and beneficial. This experience not only broadened my understanding of sustainable organisational operations but also helped me strengthen my personal and professional skills. This project weighed heavily on our time management and communication skills because my group is from many different areas of the world including Illinois, Canada, Kenya and Guelph. Being from many different parts of the world brought different challenges that I haven't encountered yet, our group is from three different time zones, so communication was key to making sure we all were able to participate and work together towards finding meeting times that worked with everyone's schedule. Other challenges we had to overcome were figuring out a way to section off the work evenly but still have all input and opinions incorporated in the final product. We decided that we would all talk about the assignment briefly before breaking it up into sections would be most efficient and effective. Overall Working on this project was a real eye opener

to sustainable business practices and how to be effective while working with a team.

Individual Reflections

Pranay: My overall experience was great. COIL was a great experience as I got to meet people from all around the world and connect with them. It was amazing to see people in different parts of the world working on the same course and common goal. I've learned a lot about people and optimizing communication. I also learned a lot from the law firm we interviewed about what it takes to be successful and it was great to hear their perspective on managing hundreds of people efficiently.

One of the key things that stuck out to me in the interview was the common experience they all had of having to sacrifice time with their families and leisure time to ensure their goals of running a successful law firm. This was inspiring to hear as almost all successful people and businesses had a period in their lives where they were dedicated to their craft and all the sacrifices they had made, were worthwhile when they reached their goal. This showed me the importance of working hard and realizing that nothing worthwhile comes without sacrifice. Having initiatives like this is important to recognize when businesses are working towards a greater ideal like gender equality and reducing inequalities, in the case of Croke Fairchild Duarte & Beres. This experience also helped me enhance my planning and organization skills as we were all in 3 different timezones and finding the best time to meet was a hurdle we had to jump over. Hearing about the perspectives

and day-to-day lives of people around the world elevates your knowledge of the world and helps appreciate other people and their cultures.

Sebastian: My overall experience was a great one. There were many aspects that came to this assignment/project besides the actual assignment itself. I am very grateful for the opportunity to have worked with such an open and communicative group. I can definitely say that I learned so much coming out of this project, about the societal environment in Canada and Kenya, being from the United States. Not to mention I learned so much from Management principles.

Like all things in life nothing is perfect, there were some challenges that came up like trying to stay according to schedule and actually schedule a meeting with all the partners at the law firm. Fortunately, We were able to solve any negative encounter simply by sending a couple of WhatsApp messages. I wasn't too sure how I was going to do on the project going into the COIL assignment because I prefer to do projects by myself, but after our first meeting I was definitely satisfied with my group and reassured. Thank you to all the professors that organized

the COIL assignments, this was an amazing experience and I am eternally grateful to have been part of it.

Robert: People are a great commodity to have and I think this project and COIL itself has elevated that belief. Humans need more interaction with each other because we have strength in numbers. There are parts of us that want to stay

inside and do nothing but also parts of us that want to go out and explore, network, meet, and talk with new people that may or may not have something important or interesting to say. The way different students operate and speak in Kenya, and Chicago (my group) has altered my perception that people aren't inherently the same, everybody moves and talks a different way and is influenced heavily by their environment, which was an interesting thing to see.

The firm we interviewed was great, they had a lot to say and gave fantastic answers. It was interesting to see the hesitancy on the questions of "work-life" balance because we all know that stuff barely exists in the actual working environment. Everything is strict and organized and in order to be in a position like them you need that competence.

Samantha: My overall first time COIL experience went great. I am honored to have been able to experience this form of learning for the first time. It was pleasant to be able to connect and share ideas amongst people from different places of the world. I've also learned how to communicate effectively across different time zones which was a rocky start but once we got over that hurdle it went smoothly. It was interesting to see the different kinds of businesses my group members brought for their initial ideas since we not only come from different places of the world we also have different course needs so it was a clear indication of what is important where they come from. It also taught me that everyone communicates differently not only literally but also with gestures and the

speed of their words.

Spending the last five weeks working collaboratively with these students taught me that when we unite and work together we can work to achieve our goals and outcomes in better ways. CFDB (the firm that we interviewed) was amazing. They were all well spoken and were able to further explain their answers beyond what we thought we meant. All in all I enjoyed my time with this project and my group and I can see myself reaching out to these peers in the future.

Justine: My experience of participating in the Collaborative Online International Learning (COIL) project with students from different continents enhanced my intercultural competence, communication skills, and academic knowledge. I communicated with my group members through email, Zoom, and Google Meet. The project was significant because it exposed me to different perspectives and cultures, and challenged me to work in a diverse and virtual team. I learned a lot from my group members, who shared their insights, experiences, and resources on the topic. I faced some challenges, such as time differences, and technical issues, but I overcame them by being respectful, flexible, and proactive.

The project helped me develop my intercultural competence, communication skills, and academic knowledge. I learned how to appreciate and respect different cultures, how to communicate effectively and collaboratively in a virtual environment, and how to conduct a review on the UN sustainable development goals to be making sure I'm making

the world a better place. I will use these skills and knowledge in my future studies, work, and personal life, as they are essential for living and working in a globalized world.

The COIL project was a valuable and rewarding experience that enhanced my intercultural competence, communication skills, and academic knowledge. I enjoyed working with my group members from different continents and learned a lot from them. I think COIL is a great way to internationalize the curriculum and prepare students for the global world.

PART II

PROSPERITY AND THE UN SDGS

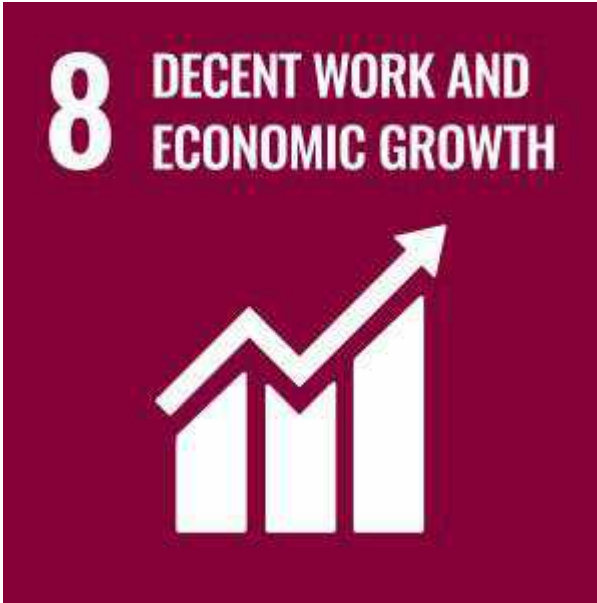


SDG 7

Goal 7

Ensure access to affordable, reliable, sustainable and modern energy for all

<https://sdgs.un.org/goals/goal7>



SDG 8

Goal 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

<https://sdgs.un.org/goals/goal8>



SDG 9

Goal 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

<https://sdgs.un.org/goals/goal9>



Goal 10

Reduce inequality within and among countries

<https://sdgs.un.org/goals/goal10>

SDG 11



Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable

<https://sdgs.un.org/goals/goal11>

12.

SDG 7 AFFORDABLE AND CLEAN ENERGY - GREAT RIFT VALLEY LODGE

Andrea Bordera Matarredona; Lucía de
Urquijo Barrera; Kyle Laquerre; Ethan
Burnett; and Evans Aera

Universidad de Navarra

UNIVERSITY OF GUELPH

KENYATTA UNIVERSITY

AFRICAN SUN, SUSTAINABLE FUTURE

BUSINESS INNOVATIONS FOR GLOBAL GOOD

GRVL
GREAT RIFT VALLEY LODGE

HOTEL AND GOLF RESORT

FOUNDED IN 2000

NAIVASHA, KENYA

314 EMPLOYEES

FULLY SOLAR POWER-BASED IN 5 YEARS FROM SOLAR PANELS

BIOGAS INTEGRATION FROM WASTE RECYCLING

SDG TARGETS 7.2 7.3 7.4 7.5

SOCIAL IMPACT

SPREADING ECO-FRIENDLY AWARENESS

HAPPY & HEALTHY COMMUNITY

BUSINESS IMPACT

ENVIRONMENTAL IMPACT

CLEAN ENERGY

CO₂ EMISSIONS

50% COST REDUCTION

SDG 7 – Great Rift Valley Lodge

Group reflection

Our journey into the world of sustainable business practices began with the creation of an AIM2Flourish story centered on the Great Rift Valley Lodge & Golf Resort in Naivasha, Kenya. This essay encapsulates our collective reflections, exploring the “what, so what, and now what” aspects of the experience, delving into the connections between the story, our academic knowledge, and the potential impact on our future actions.

In crafting our AIM2Flourish story, we focused on the innovative steps taken by the Great Rift Valley Lodge, particularly in aligning with SDG 7 – Affordable and Clean Energy. Through solar panels, biogas, elimination of plastic bottles, and source-based recycling, the hotel exemplified a holistic approach to environmental responsibility. Our engagement with Yonathan, the financial manager, illuminated the motivations and economic implications behind these choices. It was not merely a cost-driven decision; there was a genuine commitment to improving the environment. The journey into the AIM2Flourish project brought forth a blend of emotions – from admiration for the hotel’s initiatives to a realization of the economic challenges associated with sustainable practices. The initial investment in solar panels and biogas came with a hefty price tag, but it was heartening to learn about the long-term benefits and the hotel’s dedication to a sustainable future.

The AIM2Flourish project acted as a bridge between

classroom teachings and real-world applications of sustainable business practices. The story resonated with concepts from our university courses, acting as a practical extension of our academic learnings. In particular, the topics that we were already familiar with were those related to sustainability, the triple bottom line, corporate social responsibility (CSR), and return on investment (ROI). Thanks to this project, those concepts explored in our previous sustainability and business courses came alive as we witnessed a real-world application of these principles. The AIM2Flourish initiative demonstrated that sustainable practices are not just theoretical ideals but also tangible strategies that businesses can adopt, even in challenging economic climates. The hotel's emphasis on renewable energy and environmental stewardship reaffirmed the importance of businesses going beyond profit-driven motives. Surprisingly, the story challenged some of our preconceived notions. The economic challenges faced by the hotel highlighted the uphill battle businesses endure to transition to sustainable practices. It was a reality check – a reminder that the path to sustainability is not always smooth, but the long-term benefits are worth the initial struggles.

Our collective engagement with the AIM2Flourish project strengthened our team dynamics. Each team member brought a unique perspective, and through collaborative discussions, we navigated through the intricacies of the story. While we encountered challenges, such as coordinating tasks across different time zones, the project reinforced the value of

effective communication and mutual support within a team. For example, we made use of World Time Buddy, a website that helps manage different time zones. This was an irreplaceable tool that we constantly used to schedule our meetings, especially during Daylight Savings since it created some confusion. In addition, we opted to use WhatsApp to regularly communicate via text through a group chat we created, and then held the weekly meetings through Google Meet. We first considered zoom, but that did not work for us as it was not as easy for everyone to access it. Through communication, however, we quickly resorted to Google Meet as the alternative, where the rest of our meetings were held seamlessly. When it came to getting the work done, we considered that in order to be as efficient as possible, the best way was to divide each other into groups. Specifically, Evans was in charge of organizing the interview, whereas Andrea and Lucia were the leaders on the story, and lastly, Ethan and Kyle created the Canva poster. To face all these challenges, we found some really useful websites that helped us overcome several problems. First of all, the great Rift Valley Lodge's website was a great help in order to get some information to prepare for the interview and to get a basic foundation on the hotel's business structure. Secondly, to increase our knowledge about the SDGs and thus prepare more specific interview questions, the United Nations' website provided us with a great amount of information about each Sustainable Development Goal and their targets and indicators. Undoubtedly, the Aim2Flourish

website was essential because it helped inspire us when writing the story and it gave us key examples of what we needed to focus on and recreate. Moreover, Canva was a very important tool when it came to crafting the poster, we thought that it gave us all the ability to work at the same time and make our own contributions, forming a more personal poster.

In conclusion, our AIM2Flourish journey with the Great Rift Valley Lodge was more than just the task of documenting a business story. It became an exploration of the intricate relationship between business and social good, as well as an opportunity for self-growth among all our team members. The hotel's commitment to affordable and clean energy showcased the potential for businesses to be catalysts for positive change. This experience leaves a permanent mark on our understanding of business and sustainability, influencing the way we envision our roles as future business leaders. As we move forward, the AIM2Flourish project stands as a testament to the transformative power of businesses when they embrace the principles of sustainability and social responsibility. The journey has equipped us with a deeper appreciation for the complexities of sustainable practices and the imperative for businesses to be agents of positive change in the world, as well as a network of team members with whom we will maintain long-lasting friendships.

Individual Reflections

Andrea: I think this project was overall very holistic, meaning

there were various key aspects to it that made it different from any other project I have ever been a part of. For example, I had never worked on such an international collaboration before. I am truly grateful that I had this experience as it helped me grow not only as a student but also as a team member and as a person. To be honest, we faced a few hardships along the way, such as setting a date for the interview that worked for everyone, getting past the time differences, and battling everyone's different opinions and points of view. However, the key lesson I can take away from these obstacles is the importance of open communication among the group and the need to make sacrifices sometimes. Our WhatsApp group helped us with this, as well as our weekly catch-ups through Google Meet where we could vocally express our concerns and comments along the whole process. I also wanted to mention how much I enjoyed the interview with Yonathan, the hotel's financial manager. He was incredibly kind and supportive, and I could not have imagined a better candidate for an interview. In general, I learned a lot about sustainability from this project and how it is applied to a real-life business. While I felt I had most of the initiative and leadership when it came to doing the work, I recognize that every member was a key part of the project's success.

Lucía: This project has been overall amazing. We have faced many difficulties as a team when setting a date for the interview, and due to the different time-zones, we had to overcome many obstacles along the way to hand all of the

deliverables on time. However, every hard moment has been totally worth it. This work has made us aware of our current environmental situation. All the research that we have made so as to make our story, has made us look into each and every SDG. This way, we have learned about which sustainable goals are expected to be reached in the near future and what we could do to contribute. Having the chance to meet totally different people living so far away, sharing our thoughts, our cultures, and working all together in order to make the best work possible while learning about the Great Rift Valley Lodge, as well as getting to know the financial manager, Yonathan, has been a really nurturing experience. This activity has not only made us expand our knowledge, but it has also helped us make new friends.

Kyle: Overall, the experience throughout the global AIM2FLOURISH was super successful. What made it stand out was the opportunity to collaborate with individuals from diverse cultures and backgrounds. This proved incredibly enlightening, as it allowed me to gain insights into people's lives worldwide, knowledge that would have remained undiscovered without participating in AIM2FLOURISH. The uniqueness of this activity became apparent in the varied suggestions put forth by each group member. The cultural differences in approaching problems and situations challenged my preconceptions, as I had assumed certain ideas. The course material played a pivotal role in enriching our group dynamics, especially in understanding the corporate social responsibility

(CSR) lens and innovation's potential impact on future CSR. Our group functioned seamlessly by utilizing the WhatsApp group chat as a central platform for communication and collaboration. This streamlined our work and discussions efficiently. However, one notable challenge was navigating the complexities of time differences and finding a suitable time frame to address all the group's needs. Despite these challenges, the overall experience is something I hold dear, and I am genuinely excited that I had the opportunity to be a part of it.

Ethan: This experience has been wonderful all together. Being able to work together with people from all over the international community on a common goal that we all support has been an accomplished experience that's hard to draw comparisons to. Although we faced challenges, being able to overcome each and every one of them through our teamwork just added to the level of accomplishment I felt upon our completion. Not only was this a success on a personal level for me, but also academically. I feel like my work with Evans, Lucia, Kyle and Andrea helped further my understanding of CSR and how it not only applies locally to me, but on a much grander scale. Through our interview and story we conducted on the Great Rift Lodge, I was able to see first hand an example of CSR being applied in a country across the world from me. Being able to experience that helped put into perspective the importance of CSR in the international

community, and gave me a new found passion for ensuring proper CSR is conducted around me.

Evans: It has been a great honour being part of the global AIM2FLOURISH community. The UN sustainable development goals are for sure ones to be well considered going into the future. They highly contribute towards a peaceful and a beautiful world to live in. I have really learnt a lot by being part of this program. My group members; Ethan, Lucia, Kyle and Andrea have been a family for the past few weeks. They have enlightened me in a lot, i.e matters of technology, investment and CSR. They have for sure been a wonderful team. Luckily all of us are proficient in English so communication was much easier. The time zone posed a great challenge to us sometimes but we handled it well. We had to sacrifice sleep in order to take part in all the group discussions. I am now well convinced that the world can be saved little by little by each individual's efforts. Great Rift Valley Lodge is a perfect example of organisations ready to make our planet sustainable to live in. For my team members, I want to say thank you for the commitment and I would really love to work together with you guys to make the globe a beautiful home that we all dream of.

13.

SDG 7 AFFORDABLE AND CLEAN ENERGY - SOLARPACK

María Arbide Navajas; Iñigo Zarauz
Nebreda; Ambika Vijayakumar; Lochlann
Dogterom; Blessing Bwire; and Moses
Njuguna

www.solarpack.es



SOLARPACK

A bright and sustainable future

01

Innovation

02

Impact

03

Inspiration



1. What, how, and who?

- Focal point of the entire business
- Exponential growth for the last 18 years
- **Main goal:** accelerate the transition towards clean energy affordable for all

2. Impact

ON SOCIETY:

- Society is more inclined to choose a company that markets itself to improve the environmental state of our world

ON BUSINESS:

- Taking a corporate social responsibility



757,582_{TCO}
EMISSIONS AVOIDED
IN 2022



3. Inspiration

- Created mostly to solve problems in society, including lack of energy and job creation
- Due to environmental challenges that affect northern Spain

(air house pollution and greenhouse gas emissions)

Short / Long term effects

- They have achieved the **largest ESG management rating in 2022**
- They operate 51 renewable projects saving

7 AFFORDABLE AND CLEAN ENERGY



SDG 7 – Solarpack

Group Reflection

As solarpack started from a group of people from Getxo (Basque Country, Spain) in order to obtain solar energy, as an innovative and new project, our story also starts with a group of people joined with the aim to make the most of our project.

We first started selecting the business Solarpack, in which our selected interviewee Álvaro Zarauz works. Solarpack was founded in 2005, and their main goal was to achieve affordable and clean energy for everyone (Solarpack, 2017). We felt as this was the perfect company for our project as it integrated development, construction, innovation and most importantly it also works with people all over the world, having growing markets all over Europe, Asia and North America (Solarpack, 2017). As us, being a group of 6 people from different countries, we also liked that it worked cross culturally, and Álvaro could give us information about this aspect which is crucial.

When we talked with our interviewee, we realized that working in such an interesting company and being able to provide energy to others in an innovative, affordable and clean way was so much more than just “creating solar panels” (Solarpack, 2017). We want to point out that working cross culturally is no easy job to do, but he encouraged us to do it, because the benefits it provides are much more than the

inconveniences. Relating the interview, we also came across that all we learn in our business courses such as, economic growth, accounting standards, cross-cultural communication and so on, are indispensable to work successfully in a company. We even identified some gaps in our knowledge regarding the solar panels system which is much more complex than we first thought. Álvaro explained that the process to select the zone, decide whether it is profitable or not, install the panels, and then to get profit from it, is a lot more extensive than we thought.

We also understood the importance of solar panels or any other ways of renewable energies as scarce resources, as they are getting even scarcer (Solarpack, 2017). So after having the story, we concluded that we all need to work on making small changes in our daily habits in order to pollute the least as possible, recycle and not waste resources.

We all thought that this experience and getting to interview someone who works in such an amazing business has been unbelievable. We all see each of us working in such businesses, mainly because the purpose is to help society and the world, making the least harm to the environment as possible and making the most out of the natural resources.

Regarding the questions of what we learnt in practice after having obtained knowledge in our previous courses about cross- cultural experience, we came to the conclusion that it is quite difficult to agree, to set a time to meet that suits all, miscommunication problems. However, we were all capable of

putting in extra effort and working outside of typical hours due to different time zones, and have been able to manage this project in an adequate manner. Although everything was well planned, there were certain weeks that some colleagues had a tough schedule due to exams, projects and so on, meaning they could not collaborate as much that week. Nonetheless, when this would happen that certain colleague would put in more effort the following week when someone else wasn't able to. It was not always 100% effort from all, but the key was to maintain it balanced, and we have for sure achieved that successfully.

As mentioned before, other circumstances that affected our workflow were the time zone differences and the 1 hour time change that took place during the semester. This disrupted when our meetings would take place due to miscommunication between the group. However, we were capable of fixing this issue.

In regards to the distribution of tasks and assignments, we did the following. We first would do the zoom meeting so that everyone had a clear idea of what their task was for the week. In the case of the story each pair was assigned a part and we all corrected it after. On the other hand, the poster was done by the members who had creative ideas and we all proposed any changes to improve it. Overall, we managed to have a due time for each assignment so that we had enough time to correct it.

Finally, what benefited most for our progression of the assignment and as a group was the decision to make the zoom

meetings in the first days of the week, consequently having enough time to even meet again to solve any doubts or change any assigned part if someone was more keen on. In addition to this, the selection of our company was based around the accessibility to information that we would have. As Álvaro (our interviewee) is the brother of Iñigo Zarauz, this meant he was capable of getting the interview with ease, and also could gain more information or access to new developments about the company if this was needed.

Overall, this group project has been an extremely enjoyable and smooth process, where all the work, collaboration and contribution has paid off to a cohesive and impactful end result.

Individual Reflections

Iñigo: In regards to my personal involvement in the AIM2Flourish project, I can mostly say that it has been a very good and interesting experience. This journey that I have been given the opportunity to be involved in, has had its ups and downs as it should be. First of all, the opportunity to be able to work with other university students and be able to collaborate with them in order to spread useful information about companies that want to make the world a better place, has been a very pleasant experience. Through this project, I have made new colleagues from different countries and cities, which has also made me more interested in their culture. On the other hand, although it is a very interesting experience, it was

also difficult to manage all of the varying time schedules and time zone differences. Since every single student had a different time schedule, we were never able to join a zoom call all of us together except certain times. This time zone difference also made it difficult for contacting each other and being able to do certain tasks on time. However, aside from this slight inconvenience this project was a very pleasant and useful experience.

Moses: As a member of this project team, the experiential activity was both challenging and rewarding. At first on my part it was so challenging that I didn't even know what the project was all about but thanks to my colleagues who helped me understand everything. Navigating cross-cultural dynamics required open-mindedness, active listening, and cultural sensitivity. Communication presented challenges due to virtual interactions, but regular check-ins and utilizing various communication channels helped address this. Communicating across different time zones posed challenges such as delayed responses, and difficulty in real-time collaboration. Coordinating meetings became tricky, and asynchronous communication became slowed to the exchange of information. Collaborating with students abroad on an SDG project offered me diverse perspectives, fostering a richer pool of ideas. It promoted cultural exchange, enhancing global awareness and understanding. The collaboration leveraged a variety of skill sets and expertise, contributing to a more comprehensive approach to problem-solving. Additionally, it

provided an opportunity to share best practices and innovative solutions, creating a more robust and impactful project outcome. Managing multiple time zones required flexibility, and scheduling became crucial to ensure everyone's participation. Overall, adapting to these dynamics strengthened our teamwork and contributed to the project's success. Above all, the organizers were the best.

Lochlann: In this project I was a member of group six that chose Solarpack as our company. Our group consisted of 2 members from Canada, 2 members from Spain, and 2 members from Kenya. Overall this whole experience has been really fun and interesting, it has many perks but also limitations. Working with people from different countries wasn't all that different to the people I interact with on the daily. Our group was filled with nice welcoming and helpful people who I really enjoyed working with. We were all understanding and accommodating and each member had their fair share of great ideas and input. Our cultural differences didn't play a big part in our communication. Working with nice people doesn't make you think about their culture, but more just who they are as a person. There was one limitation within the assignment that made it difficult, time zones. The difference of time zones was 6 and 8 hours. That means mid day for me was either dinner or night time for my group members. Having such a big difference in time zones made scheduling meetings everyone could attend pretty hard because we all had school or work that we had to account for.

In the end we always found a time we could attend a meeting together and made it work, we each took turns alternating who would have the butt end of the meeting time. Whether it was really early for Ambika and I in Canada or much later for Moses, Blessing, Ingo and Maria in Kenya or Spain respectively. Overall I think this assignment was a huge success, definitely a unique experience I won't easily forget. For all the people in my MCS class that switched to DE really missed out.

Blessing: I was a member of team 6 in this project. I totally loved the experience despite its perks. I really enjoyed that I got wonderful teammates who were very collaborative when it came down to getting the work done. It made the whole experience a lot easier since they are all pretty reliable. Working with students from different universities was such a beautiful experience because we always had different opinions and yet we'd consider all of them and still come to an agreement. The different time zones, however, proved to be quite a hustle, hence it was quite difficult for all of us to find suitable time to meet without interrupting our school work or personal schedules. Luckily we found a way to make it work whether it meant it would be very late for some of us and very early for others.

Overall, I think the diverse perspectives and the different ideas all contributed to this project being a great success.

Maria: Personally, I have really enjoyed the experience of being able to work with foreign country students. As of all, is probably what I would be doing in a few years as soon as

I graduate. I mean, as economics or business students, we are mostly gonna work with people all over the world and I strongly believe this is good practice for our future selves. Nevertheless, meeting times due to different time zones has been more difficult than I thought, as Canadians were waking up, we were having lunch and Kenyans were probably at class. Difficulties apart, we have all put in a lot of effort and tried to contact each other at the times we all could, trying to make it easy for everyone. We chose Solarpack for the business we had to work on, as Iñigo's brother works there and we had plenty of information. I personally have really enjoyed learning about this business as I find it inspiring and fascinating. Overall, it has been an enjoyable experience from which I have learned a lot. I strongly believe this is going to prepare us for our future jobs in which we will certainly work with people which we have not met in person before.

Ambika: Working in such a diverse group has been both enjoyable and a significant personal development for me. With 2 members from Canada (myself being one of them), 2 from Spain, and 2 from Kenya, we were able to allow all different perspectives to intersect, which sparked creativity and enriched my personal understanding of various subjects. Through our meetings each week, and working and brainstorming collectively allowed for the exploration of ideas that would have been difficult to consider on my own. This form of collaboration led to more developed knowledge and subsequently winning one of the best posters, which is the well

rounded outcome we were looking to achieve. The system that we had developed in terms of the distribution of tasks, was very efficient. On our weekly meets we were able to discuss who was working on what. Our whatsapp groupchat served as a platform for us to communicate otherwise, and touch base when needed. I believe that the diversity of our group enabled us to capitalize on individual strengths as each member brought a unique set of skills to the table improving the overall quality of the project. I feel that all of our teammates had supported each other and helped each other out when there was confusion, or other commitments. As group work can at times be nerveracking, this group has honestly been the most pleasant group I have worked alongside, and I am lucky to be able to say this experience has extended well beyond the completion of the project.

14.

SDG 7 AFFORDABLE AND CLEAN ENERGY - NORDEX

Amanda Gaide; Rosalie Henry; Belén
Acosta Bamonde; Ming Xiao Xia; Edmund
Matthew Widjaja; and Anonymous

BUSINESS INNOVATIONS FOR GLOBAL GOODS



SDG

The company focuses on 4 SDGs, by providing affordable clean energy (SDG 7), and increasing the use of responsible production and consumption in communities (SDG 11 & 12). The company is reducing consumers carbon footprints which directly plays a positive role in climate action (SDG 13).

ABOUT NORDEX...



Nordex is an original equipment manufacturer (OEM) company that is dedicated to manufacturing and supplying wind turbine systems with efficient and competitive technology that allow the production of economical long-term energy from wind energy, in any geographical and climatic conditions.



11 SUSTAINABLE CITIES AND COMMUNITIES



7 AFFORDABLE AND CLEAN ENERGY



13 CLIMATE ACTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

INSPIRATION

The profit-driven company excelling in sustainable energy, focus on efficient and cost-saving methods in their product development. Their core mission is to lead the clean energy sector by prioritizing sustainable production methods. Their workforce is drawn to their vision of contributing to a greener future, consistently innovating to advance wind energy technologies.

SOCIAL IMPACT

The use of renewable energy fuels economic growth, creating jobs and drawing investments while improving public health through cleaner air. Embracing sustainability not only meets current energy demands but secures a greener and more resilient future for society.



BUSINESS IMPACT

The growing market demand for sustainable solutions allows the commitment to sustainability to work as an advantage in a world increasingly valuing environmentally conscious practices, allowing a sustainable long-term.



INNOVATION

Nordex innovation lies in developing every four or five-months new powerful machines with better technology regularly investing in new tools and frequently upgrading the factory system with two or three new models each year which are more efficient, taller, and powerful.

ENVIRONMENTAL IMPACT

Nordex, a renewable energy, produces hundreds of Megawatts through eco-friendly methods sparing resources from the destruction to solar and hydroelectric plants. By relying on renewable energy systems rather than fossil fuels, this significantly reduces pollution and promotes sustainability, ensuring a cleaner, greener future.



PROFESSOR NAMES

Ramón Ghoizteñe
Babea Irujo
Yong Hwang
Aurilia Nacua
Indrajaya
María Isabel Rodríguez Tejedo



Universidad de Navarra



UNIVERSITY OF GUELPH



ipmi

TEAM 36

Amanda Ginko
Ezequiel Henry
Belén Acevedo
Ming Xao An
Edmond Matthew
Jennifer Paez Ellis

SDG 7 – Nordex

Group Reflection

From this interview, we learned about the profound impact of wind energy and Nordex's journey from a local company to a global force. Their focus on sustainability and purpose-driven work stands out, shaping technology advancements and a global strategy. Nordex's commitment to reducing carbon footprints, using renewable resources, and exploring innovative solutions reflects a dedication beyond profit. Their approach to wind energy's adaptability, integration of hydrogen, and comprehensive maintenance illustrates a long-term commitment to reliability and efficiency. This conversation highlights Nordex's pivotal role in advancing renewable energy and emphasizes the crucial shift toward sustainable practices in the sector.

In our project we conducted an in depth interview of our chosen company Nordex. Prior to the interview, each group member was responsible for coming up with two questions we wanted to ask the company. Our interview questions were constructed to understand how the company started and the role they played in the SDG goals. One of our team members went on to interview the founders in Spanish and went on to translate the interview script for the rest of our team. To begin working on the story and the poster, we divided the tasks in order to effectively collaborate. Three of our team members focused on creating the report while the other three who were interested in the creative process focused on the poster. Each

team worked separately and collaboratively to get their parts done. Ultimately, through our weekly group meetings we were able to navigate through the different time zones which highlighted the effectiveness of international team work in this modern era.

Fortunately we were able to accomplish all of our work with minimal challenges. The AIM2Flourish story and the poster were made simply with the division of topics and speciality. During our zoom meetings, we united as one even if we all have different schedules, different time zones, and different continents. The only time something didn't work was the one time we could not meet during our usual time. When this occurred, we tried our best to give alternatives to ensure we could still have a weekly meeting with everyone present. When making decisions for the poster, we were faced with decisions that we disagreed on. When this occurred, we used the voting method to agree on a decision. This was something that worked really well for us. In between meetings, everyone got their part of the work done for deadlines. In general, everything worked well in our group as we focus on what we all focus on and do things on time.

Individual Reflections

Amanda: I thought that our cross-cultural-related course learnings were crucial in helping us be successful in this assignment. What our professors had previously taught us on

“Understanding Intercultural Management” was applicable, and helped us navigate the project with an open perspective, which maintained professionalism and understanding. We observed the Hofstede Model, (Hofstede, G., 2011), which can be used to highlight cultural differences concerning various factors. What I thought was particularly interesting was examining the Power Distance Index (PDI) variations in different cultures. Our interviewee was from Spain, and held a very affluent position in their company, but was so open with us and willing to aid us and showed us respect. This felt a bit foreign to me, being from Canada, where there is a higher PDI and I would not expect that kind of close relationship between a student and a large company executive. We learned so much from our interviewee and this helped show me how Canada could benefit from having a lower PDI. I experienced that this could encourage a more collaborative, transparent and respectful society, as company executives would seem less untouchable, and more keen on serving the public. I also found that the firm we investigated had a Long-Term Normative Orientation (LTO). They were very forward-thinking, and their virtues were rooted in making improvements for their customers, firm, and society for the future. This was demonstrated through their constant improvements in product design, and regular meetings to brainstorm sustainable practices. This is also unique to the culture of the company, as this has been a trend in Europe for companies to become more future careful and disciplined

in their sustainable actions. It was refreshing to see this sort of perspective in contrast to the disposable Short-term Normative Orientation present in North America, where efforts are concentrated on making a profit rather than focusing on how over-consumerism may affect future generations. As we can see through Nordex's success, this LTO mentality is beneficial to the firm and should be more adopted in North America. *Rosalie*: Being a member of this team during this experiential activity was an enjoyable experience. Participating as a virtual team was simple as each week we were able to meet at the same time that the introductory meeting occurred. As each member was committed to going to each meeting, we were able to accomplish a lot through virtual face to face communication. In between meetings, we had a group chat that was also beneficial.

Edmund: Our team has been solid enough in terms of the online meeting schedule. We usually refer to our first coil meeting time. Although there are times where we change things and some members are unable to turn on their cameras or unable to come, we still communicate well with each other by giving out the topics they should do.

Belen: Being part of this group was an amazing experience as each one of us were fully engaged in the project. It was nice working with people from around the world as we learned from each other. I think that one of the things that I liked the most was being able to interview the employee from Nordex. As a group, we met the week before the interview to carefully

prepare the questions we wanted to ask him, therefore, the day of the interview we were 100% prepared to have a nice talk. It was a nice experience to hear what a Nordex employee has to say from the perspective of an insider and not as a customer perspective. Finally, I think the only small challenge we presented was translating the interview to English as it was long and we needed to be careful that during the translation we didn't misunderstand any comment the interviewer said.

Ming: Engaging in this global collaboration was a fascinating venture, brimming with diverse perspectives and occasional language nuances. Working with teammates from varied cultural backgrounds enriched our project discussions, although at times, comprehension gaps emerged. Balancing multiple viewpoints within tasks often required negotiation, yet our team's willingness to embrace differing ideas fostered a robust collaborative environment. While not without its challenges, managing various communication styles proved a learning curve, eventually leading to clearer interactions. Through it all, I thoroughly enjoyed this international experience, appreciating the opportunity to immerse myself in such a dynamic and culturally diverse setting.

15.

SDG 7 AFFORDABLE AND CLEAN ENERGY - ENERGY SOLARTECH

Hope Pridmore; Jaime Bofill Cermeño;
Joaquín Lluch Alzaga; Virginia Kassenger;
Daffa Pradipta; and Anonymous

7 AFFORDABLE AND CLEAN ENERGY

13 CLIMATE ACTION

THE GLOBAL GOALS
UNIVERSITY OF GUELPH

Team 6.1
Jafine & Sofia, Carmelo, Joaquin, Luich, Alzaga, Tony, Platon, Esther, Ines, Priscilla, Virginia, Karla, Gerardo, Caiza, Priscilla

ipmi

The transition to renewable energy; increasing the share of renewable energy within the global energy mix.

Contributing to the reduction of greenhouse gas emissions; a major driver of climate change.

Energy Solar Tech: A company producing high-quality, renewable energy solar panels. Offering an affordable and efficient way of producing energy.

Business innovations for global good
Creating Green Energy
Through Energy Solar Tech

Pioneering the renewable energy sector through solar energy

Energy Solar Tech offers an energy outsourcing model allowing the transition to renewable energy and self-consumption without any associated risks. A unique approach, making renewable energy accessible and affordable for businesses of all sizes.

Renewable Energy Boomed in 2020
The global renewable energy capacity, and the investment in it, grew.

Year	Renewable Energy Capacity (GW)	Investment in Renewable Energy (USD Billion)
2010	100	100
2011	110	110
2012	120	120
2013	130	130
2014	140	140
2015	150	150
2016	160	160
2017	170	170
2018	180	180
2019	190	190
2020	200	200

2020 Global Generation of RENEWABLE ENERGY

Source	Percentage
Solar	30%
Wind	25%
Hydro	20%
Geothermal	10%
Bioenergy	15%

2 AFFORDABLE ENERGY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

Energy Solar Tech donates 5% of total annual profits to projects in under developed countries

Over 40% of employees are women, encouraging further equality

Energy Solar Tech continues to innovate their technology and improve their product.

Through <https://energysolartech.com> Profectors: Yang Hoong, Ruben Burgos, Romina Hasseingholzstein

Group Reflection

Energy Solar Tech, a company started by Alberto Hernandez Poza set out on a mission to make sustainable solar energy more accessible to companies within Spain. The company provides solar panels and outsources energy for companies in order to not only save them money but also help save the environment from the use of fossil fuels. They connect company's solar panels across the country to the grid while taking on all the risks associated with such work themselves.

The founder of Energy Solar Tech Alberto Hernandez Poza has a large background in both technology and telecommunications. He describes how his company is driven by the possibility of innovating, revolutionizing, and reshaping the energy sector. Their innovative approach to creating renewable energy has made a significant impact for both the people in Spain and the environment. Allowing businesses to transition to using cleaner solar energy has allowed them to improve savings as well as reduce their carbon footprint. The use of fossil fuels has a large detriment to the environment and are a main contributor to global warming and climate change as a whole. Seeing a company take such a large step towards providing clean energy solutions inspires us to want to do more to help the environment. People always think that the actions of just one person have a minuscule effect on the world as a whole. Alberto and his company prove that the actions of just a small group of people can have a large impact

on the world around them. In Alberto's case his impact is providing clean energy solutions, but for us it could be as simple as adopting cleaner habits such as recycling more often or carpooling places we need to go. Even simply providing awareness to environmental issues or companies like Energy Solar Tech that are making a positive impact in the world is enough to make people around the world like us proud to be making strides towards living more sustainable lives.

Reflecting on the lessons learned, we foresee a transformative influence on our future attitudes and actions. As aspiring business professionals, the Energy Solar Tech story has reshaped our understanding of corporate roles in society. It has sparked a realisation that profitability need not come at the expense of the environment or social well-being.

We envision incorporating sustainable practices and innovative business models in our future endeavours. The concept of an energy outsourcing model, as demonstrated by Energy Solar Tech, has ignited our imagination about the potential for transformative business approaches. We are now more cognizant of the importance of aligning business strategies with global sustainability goals. This experience has ignited a passion for exploring and promoting sustainable business practices. The realisation that businesses can actively contribute to solving global challenges has left a lasting impression on our professional aspirations. We are now more open to embracing and championing innovative approaches

that prioritise social and environmental impacts alongside financial gains.

Our journey has served as a foundation for understanding the intricate connections between business and social good. Concepts such as the triple bottom line, corporate social responsibility, and sustainable development were not just theoretical constructs but tangible frameworks exemplified by Energy Solar Tech. The story reinforced the significance of integrating these concepts into business strategies for long-term success and societal impact.

The knowledge gained in sustainability courses provided us with a lens to critically analyze Energy Solar Tech's practices. We recognized the inherent linkages between the company's initiatives and sustainability principles. This experience served as a bridge between theory and practical application, enriching our understanding of how businesses can contribute to a more sustainable and equitable world.

The company's work is clearly in line with the Sustainable Development Goals (SDGs) of the United Nations, especially SDG 13 (climate action) and SDG 7 (affordable and clean energy). Energy Solar Tech directly contributes to lowering greenhouse gas emissions and raising the proportion of renewable energy in the world's energy mix by easing the switch to renewable energy. Also, we can take Energy Solar Tech's CEO, Alberto Hernández Poza's story, where he got inspired to establish the company from a totally different background, but he believes in himself and wants to take

action to change the world, even from a small start and steps. Because those small actions will eventually develop into something bigger than we can expect.

Energy Solar Tech's solutions provide organisations rapid cost savings and lower carbon footprints, demonstrating actual benefits in the short term. The company's long-term impact highlights the long-lasting benefits of its efforts and helps to create a more robust and sustainable energy future. Energy Solar Tech's leadership position in the renewable energy industry opens up new markets and investment options, which is beneficial to the company's bottom line. A varied customer is drawn in by the distinctive business strategy, which boosts sales and creates jobs in addition to improving the working atmosphere. Beyond its financial success, the company has a positive social and environmental impact that includes lower carbon emissions, increased energy independence, the creation of jobs, and better access to electricity in rural areas.

Energy Solar Tech and their practices also align with the three pillars of sustainability; social, economic, and environmental concerns. Looking at the economic factor Energy Solar Tech aids companies around Spain cut costs on their energy bills by connecting them and their solar panels to the grid. This means less energy from the grid is being consumed by companies effectively lowering their costs of consumption. This is also great news in terms of the environmental factor. When Energy Solar Tech helps transition more companies to solar energy

they are benefiting the environment one firm at a time. More and more companies using solar energy means that day by day Spain's Carbon footprint is declining. Finally looking at the social pillar of sustainability, Energy Solar Tech makes sure to give back to the world that they operate in. They contribute 5% of annual profits to financing energy development technology in underdeveloped areas in Africa and Central and Latin America. This is not only socially responsible but also allows for economic development in these areas, supporting both the social and economic pillar of sustainability. This shows that even a company started just three years can have such a great impact and change the world for the better.

As a group we can agree that the Aim2Flourish project was definitely a unique experience. As business students we are all used to discussing sustainable initiatives and innovations, as well as corporate social responsibility. Being able to discuss these topics and then actually put them in practice with students from around the world offered a tremendous experiential learning opportunity. We not only were afforded the opportunity to learn more about the corporate world and how to be socially responsible, but also were kind of forced into learning about other cultures and how to effectively communicate with people from around the world. While daunting at first, collaborating with each other while living on opposite sides of the world proved to be a pleasant experience.

There were definitely some challenges that we faced when working with each other on our assignments. For starters the


time difference across Canada, Spain, and Indonesia made it difficult to coordinate times we could meet to work together. To combat this some group members had to make sacrifices such as rescheduling plans, postponing events, getting up earlier, and staying up later than usual in order to meet. While meeting was difficult at times it gave us perspective into what it would be like working internationally in the real world. We were all able to contribute in a positive way and assess perspectives of others that we may not have considered without completing this project. We are positive that we all gained practical life skills and are grateful we were able to work together on such a cohesive, friendly, and like minded team.

16.

SDG 7 AFFORDABLE AND CLEAN ENERGY - WORLEY

Keagan Vanderpool; Lauryn Forsyth;
Micaela Espinoza; Carolina Marin; Tumelo
Olga Moatshe; and Adelaide Zinzi Mnguni

Professors Fernando Nijerikana, Yang Huiyong, Isabel Rodriguez-España and Robert Burgoyne



Team number: 53

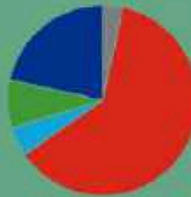
Business Innovations for global good


"A Greener Future"

What's the innovation?

- Worley's focus is on moving forward with sustainable projects such as green hydrogen, blue hydrogen, and sustainable aviation fuels. Worley has worked with numerous companies in the industry of green and blue hydrogen projects to reduce the negative effects that resources such as oil and gas impose on the environment.


- Green hydrogen and grey hydrogen are part of the energy projects. Hydrogen can be obtained from water by electrolysis using a device called an electrolyser, or it can be obtained from natural gas by splitting it into hydrogen and carbon dioxide. In order to remove impurities from hydrogen extracted from water and natural gas, it is refined.
- Hydrogen is then supplied to various sectors. Worley serves as a consultant for these sectors via hydrogen fuel. The steel production process in this process uses water, reducing the carbon footprint that is responsible for climate change, as well as use of it as a fuel in aviation and vehicles. Additionally, it can be converted into green electricity via gas turbine, reducing greenhouse gas emissions.






- Worley is scaling innovation that is environmentally sustainable, starting with clean hydrogen & green and sustainable hydrogen fuels with zero drilling tools.
- Water works as well, so zero hydrogen and sustainable energy projects. It can help produce renewable energy, which supports the world's food, health and other critical industries.
- The company has also undertaken projects including producing sustainable chemicals from waste water jobs and successful climate change solutions.
- Worley also provides solutions with 100% green hydrogen solutions. The goal is to achieve carbon zero with innovative energy through energy transition.


Team members:
 Mirabel Espinosa
 Luayn Forsyth
 Keegan Henderson
 Adelaide Zini Maguire
 Caroline Maria
 Tamiya Dijo Mastaba




By improving the existing water to convert it in fuel and leading to sustainable economic development we will improve the environment that is necessary for ensuring public health.



By generating affordable and clean energy, they can contribute significantly to a reduction in global poverty, increasing employment opportunities and the road for affordable goods.



By transitioning from traditional energy markets to sustainable energy markets, promoting innovation in the industry through research in energy projects like wind, solar, and fuel storage.



Actively taking climate change through long-term, low-carbon emissions reduction initiatives (SDG). This focus on green hydrogen and sustainable energy will help meet the goals of the Paris Agreement and other climate change goals.

<https://www.worley.com/our-thinking/compensating-water-energy-renewable-energy-transition>

SDG 7 – Worley

Group Reflection

In our shared experience of evaluating the dynamic business landscape, our group's journey has been enlightened by virtual communications and collaborations with students from cross-cultural backgrounds. We have actively sought opportunities to engage in cross-cultural initiatives through the COIL project. Creating safe learning spaces for everyone and utilizing global perspectives to address climate change challenges. This experience of working virtually with one another has not only broadened our horizons, but the COIL project has also provided a unique platform for exchanging invaluable learning skills. Furthermore this critical reflection will dig deep into what we learned through this experience, how we have related it to our courses and how we can apply our course learning through this teamwork. How the work was conducted, and he can identify what worked and what did not. This COIL project gave us all an intersection of skills that have been proven instrumental in crafting strategies that address the pressing CSR issues faced by businesses and encapsulate a nuanced understanding of the diverse needs and aspirations of Companies worldwide.

The COIL project required our commitment, engagement and contribution as a team. Through all these aspects we managed to have a plan that aided us in dividing responsibilities amongst ourselves throughout the whole project. This contributed to us delivering our deliverables on

time moreover, by using our competencies as a team we managed to deliver a good poster and a story. Despite all our individual efforts as a team, barriers were encountered as we progressed through this project. The time difference was one of the barriers that affected our weekly schedules. We were planning time slots that would accommodate all of us but unfortunately the planning did not go as expected as some of the members were unable to pitch to the meetings due to valid reasons which some were beyond our control as team members.

Our group met twice a week to discuss the various tasks and ensure every individual was on track with their contribution to the assignment. For each task we split the work into six suitable sections so that everyone made equal efforts towards every part of the assignment. When it came to the final stage of the Aim2Flourish project we then established two sub-teams, consisting of three members each. One team focused on writing the story and the other focused on creating and developing the poster. Finally, during the last meeting for this stage we discussed our finished story and poster to give every team member an opportunity to express their views and suggest any changes.

The utilization of course concepts in teamwork is essential to improving cooperation and attaining successful results. Through the integration of knowledge and skills obtained from our courses, we were capable of utilizing pertinent ideas and techniques into the company we chose for Collaboration

Online International Learning experience. This facilitates a more strategic approach to team dynamics, leading to improved communication, problem-solving, and decision-making. Applying what we've learned in class to cooperation also enables us to take use of the different viewpoints and skills that exist within the group, which fosters innovation and creativity. All things considered, applying the concepts learned in the course to collaboration gives us the ability to function as a cohesive unit and achieve success in our joint projects. We now have a stronger awareness of numerous methods, approaches, and best practices for collaborating effectively and productively thanks to the knowledge we acquired from the classes. This made it possible for us to approach assignments with a more strategic and knowledgeable perspective, which enhanced our capacity to solve problems and conquer obstacles. Ultimately, we were able to maximize our team's performance and more successfully accomplish our goals by utilizing the knowledge we had learned in our classes.

First and foremost, the team's communication abilities and cultural awareness were greatly improved in this journey. Interacting with colleagues from various backgrounds offered a means of managing varied communication etiquette and cultural subtleties, promoting efficient cooperation within an international setting. Second, the team's understanding of the complex opportunities and difficulties related to sustainable business practices globally increased as a result of investigating sustainability from a variety of cultural viewpoints. The team's

comprehension of the subject matter was enhanced by this exposure, which also gave them a global perspective that is necessary for tackling complicated, linked situations. In the area of creative problem-solving, a third important lesson became apparent. The group learned the value of applying a variety of cultural perspectives to tackle problems creatively, which in turn increased the pool of feasible answers. This encounter changed our perspective and helped us see diversity as a spark for creativity. Finally, cross-cultural cooperation emphasized how crucial flexibility is. The crew showed resilience and adaptability in the face of logistical obstacles as they skillfully handled time zone differences and unanticipated problems. This event fostered an inclusive and cooperative work atmosphere by reiterating the need of cultural sensitivity and respect.

The team gained a wealth of skills from cross-cultural cooperation in addition to a deeper grasp of sustainable development and its worldwide ramifications. In an increasingly globalized and linked world, these abilities—which include creative problem-solving, effective communication, adaptability, and cultural sensitivity—are essential for any future undertakings. Our group leaves this experience with a thorough awareness of sustainable business practices as well as a set of skills necessary to make a positive influence on the world in our future careers.

The COIL project has been a journey that enriched our understanding of the dynamic business landscape through

virtual cross-cultural peers. This experience expanded our horizons. However, some challenges were found such as time zone differences, impacting our weekly schedules and meeting attendance. Despite these difficulties, our weekly meetings and structured task division enabled progress and successful completion of the project stages. Integrating course concepts within our teamwork throughout enhancing cooperation, problem-solving, and decision-making. This integration empowered us to apply diverse viewpoints, fostering innovation and strengthening our ability to treat complex challenges. In the end, this collaborative effort has equipped us with indispensable skills, a deeper comprehension of sustainability, and a readiness to make a positive impact in our future.

Individual Reflections

Lauryn: I have really enjoyed the opportunity to take part in the Aim2Flourish project. I was part of the story writing team where I carried out research on Worley and combined this with elements of the interview to develop each section. Through this project I have learnt more about the importance of communication and how vital it is for successful collaboration. In the context of course material, I have developed my knowledge on the three dimensions of sustainable development and how this can be integrated into a real life context. The element that challenged my thinking most was discovering which parts of the innovation related to what

specific goal, as Worley's efforts influenced an excessive number of issues through a multi-faceted approach. Overall the most satisfying part of the project was seeing everyone's contributions come together effectively to create the final poster and story, after we had overcome the biggest challenge of effective communication.

Tumelo: The COIL project was an outstanding project to be involved in, since it was my first time getting to be in this project. At first I was skeptical and nervous but that faded away as the project progressed. I got to have a clear insight about the SDG's during the course of this project. During the 5th week I was part of the team that was writing the story, I got to do a thorough research of the company so that it can be incorporated in the story. This project enhanced my patience because we found ourselves in cross-cultural dynamics and different time zones. The project taught me about the vitality of good communication on how it aids in expressing ideas, creativity and building relationships amongst individuals. I got to encounter certain challenges especially when we were writing the story, since I had no idea on how we were supposed to structure the story to be good, however that did not stop us as a group from delivering good outputs.

Adelaide: The COIL experience I believe it's a great initiative. At first I became part of the project without any knowledge on what it is about but through the help of professors I managed to get an idea. The first meeting I had with my teammates, it was brief. As time went our interactions

improved. I made sure that I always conducted most of the meetings we had avoiding the consuming of time while everyone is shy to start speaking. I got to learn more about SDGs. From my team I learned more about the power of networking, computer skills and allowing for positive criticism. As I was part of the team that dealt with the poster, I believed what made us do great work was being positive, constructive and cooperative. The different time zones were a challenge but we were able to juggle from them and survived. As the word TEAM means that Together Everyone Achieves More.

Micaela: The cross-cultural partnership project significantly enriched my academic career by fostering a diverse range of perspectives. It improved my communication skills and cultural awareness, fostering a productive collaborative environment with my team, helping each other into every part of the project. The project's focus on sustainable business exposed the complexity of global issues and encouraged creative problem-solving. The experience highlighted the importance of flexibility, resilience, and adaptability in a global setting. It also highlighted the significance of cultural sensitivity and respect in creating an inclusive and collaborative work atmosphere. The project not only deepened my understanding of sustainable business but also provided a diverse skill set for navigating the complexities of our interconnected world and contributing to positive global impact.

Keagan: Being a part of this virtual team throughout this project was very challenging. We had to make compromises when it came to specific responsibilities throughout the project, as the time zones and being a part of a virtual team were unique and challenging. It gave me much respect for the people in our business corporations and industries today who use platforms like Zoom to communicate with other countries, managers, and locations because getting everyone in the same time zone is very tricky. We did our best to get to know each other. However, we still lacked that in person element and there was anxiety felt by most of us socially. I enjoyed working with people from cross cultures and understanding how they think and their perspectives on contemporary business issues in our society. Additionally, I acquired varied skills that will help me navigate the complex complexities of our interconnected world and contribute to positive global change as a result of the project.

Carolina: Engaging in the COIL project virtually with people from diverse corners of the world was an exceptional and immensely enriching experience. The opportunity to collaborate across continents and cultures provided a profound insight into global perspectives on contemporary issues. However, the challenge lay in the complexities of different time zones, making meetings and collaboration a formidable task. Despite this challenge, the experience was invaluable as it fostered adaptability, resilience, and effective communication across borders. Above all, in my opinion the

task was part of a challenge, a huge opportunity and definitely a journey of constant teamwork and learning experience.

17.

SDG 7 AFFORDABLE AND CLEAN ENERGY - ALENER SOLAR

Kaitlyn Clare; Kameron Ghassemkhani;
Caridad Candau; María Fidalgo Lobo;
Nkosikhona Nsingwane; and Gift Mabunda

AIM2Flourish
SUSTAINABLE DEVELOPMENT OF BUSINESS FOR TOMORROW

Business innovations for global good

ALENER SOLAR
CREATING SUSTAINABLE ENERGY

- Founded on 1 January 2006
- Based in Seville, Andalucía
- Their main activity is the generation of electrical and thermal energy from renewable energy sources

The innovation
Alener has been committed to the photovoltaic sector since 2007, with its first solar park in Azuquebarquivir. Subsequently it has developed more than 200MW in Spain, Portugal and the US.

Impact on the environment

- Reduced Greenhouse Gas Emissions
- Air and Water Pollution Reduction
- Silent Operations
- Energy Independence

Impact on the society

- Job Creation
- Social Equity

SDGs addressed by Alener Solar

- 7 Affordable and clean energy
- 8 Decent work and economic growth
- 13 Climate action

8 ECONOMIC GROWTH **13 CLIMATE ACTION** **7 AFFORDABLE AND CLEAN ENERGY**

Group 55

Logos of partner institutions: Universidad de Navarra, University of Seville, and University of Huelva.

Faculty members: Carmen García & María Pinedo (Professor Rogquez), Energy Centre & Power Generation (Professor Hwang), and Faculty of Engineering & Architecture (Professor Hernández).

SDG 7 – Alener Solar

Group Reflection

The company that our team has chosen is ALENER. Based in Seville, Spain, ALENER is an innovative engineering consultancy whose main focus is sustainability. They do this by engaging in diverse engineering projects. While their headquarters are rooted in Seville, their impact resonates globally, aiming to instill a widespread adoption of sustainability as a way of life. Regarding the STG's, the

projects that they carry out mainly address SDG number 7 (affordable and clean energy) and SDG number 13 (climate action).

Their commitment to sustainability materializes through projects such as the installation of LED lighting, boasting a staggering 70% reduction in pollution compared to conventional lighting methods. One of the LED lighting projects that ALENER showed this off the most was the Grotto of Wonders. Overcoming the challenges of depth and environmental factors to successfully integrate LED lighting showcases the good engineering work of the company. The other projects they take on include energy efficiency, generation, green hydrogen, engineering, and sustainable mobility. However, the project that most stands out to us due to its outstanding innovation is the hydrogen plant in Seville's port. With a budget of 26.4 million, the plant employs a 10 MW electrolyser and a 10 MW photovoltaic system, aiming to produce renewable hydrogen. This renewable source is positioned to replace environmentally harmful fossil fuels like natural gas, offering a sustainable, pollution-free alternative with diverse applications across homes and public transportation.

We learned many things taking on this interesting assignment together and working with ALENER which we are excited to share our reflection on.

Setting up the interview with the CEO of ALENER proved to be a challenging yet ultimately rewarding process. The

initial request for an interview was met with enthusiasm. However, due to the company's hectic schedule tied to a major project, the interview had to be rescheduled multiple times over a span of two to three weeks. While the delays tested our patience, they also offered insights into the dynamic and demanding nature of the renewable energy sector. Finally, securing the interview after the persistent efforts reflected both the CEO's professionalism and the company's dedication to ongoing projects. The interview went down smoothly, and the CEO was very kind providing some really interesting information about the company which was very useful for our project.

This experience significantly enhanced our understanding of the intricate workings within the renewable energy sector. While the process of coordinating the interview posed some challenges, the valuable insights gained rendered the effort worthwhile. Overall, the engagement offered a unique and informative perspective on the operational dynamics of ALENER and the broader renewable energy industry. We were surprised with how easy AIM2Flourish was to navigate for our assignment, the site provides a great template for creating a story and the steps were straightforward. It was easy for us to divide up each question in the story template to create our story and put everything together. Even looking for different inspiration while creating your story is simple as it was quite easy to browse other stories and even filter based on things such as location.

The only issues we had with AIM2Flourish were small and can be easy fixes on their end. The main thing we did not like about using AIM2Flourish was the time limit when creating a story. Because of this we preferred typing out our answers not on the website but on other software, we did not want to worry about having to save our progress and restarting the session every so often. Another small nitpick we had was how it was difficult to work ahead on the story. If you wanted to go to the next page to work on a different part of the story all boxes needed to be filled to go to the next page. Although, there is a simple workaround of just filling the blank box with a single character to skip to the next page it would be more convenient to flip between pages without having to do so. The pros of working on AIM2Flourish definitely outweighed the cons for us and we appreciate the education it provided and the convenience it provided us to publish our story.

Overall, our group worked extremely well together, we did however face some challenges along the way during this group project. One challenge we faced was getting into contact with the company we interviewed ALENER, they started answering right away initially but when it came time to actually doing the interview it took us more time as noted previously than we may have liked. This is because ALENER was working on a big project at the time our interview was supposed to be conducted. This challenge shows that sometimes it is hard to engage other companies in a project that may not be as important to said company as it is to the

interviewers, but once we had the interview our group worked hard to make sure to submit the next step on time. Another challenge we face as a group was meeting times, within the time zones. Our group struggled with finding appropriate times to meet within everyone's schedule, as well as working around different time zones. As a group we tried to accommodate everyone's schedule as well as meet at an appropriate time for everyone, however sometimes we would have miscommunications and cancellations at the last minute leading us to a few reschedules throughout the process. With this in mind though all 6 of us maintained attendance every week and still made it work. At first, when receiving a new assignment, it was hard dividing up the work but the more we got to know each other and work together the better we got at dividing work loads efficiently. Overall, our group overcame challenges well and did not let it affect our work.

We have learned a lot in terms of green energy and sustainability. For how small ALENER is a company compared to many other giants the knowledge and experience they hold in the field is invaluable, and we were grateful to learn from them. We also learned how challenging working on a project internationally can be especially as we are working with different languages, culture, educational practices, and time zones as well. Furthermore, our group was happy with the cooperation we had as each member was valuable with a unique set of skills to help bring to this assignment. We

look forward to translating the skills we learned from this assignment to future assignments and job opportunities.

ALENER is an exceptional company and makes a great difference in changing the world around us. With that in mind, no company is perfect, and we believe that ALENER can be even greater after learning about them throughout the past couple weeks. Firstly, social media presence, it may seem like a small recommendation, but it can be great for ALENER's growth. When going through ALENER's website they have no social media links or hints of any social media presence. Although, they do post their innovations and projects on their website having these posted on social media platforms as well would be significantly better. This can help people who have never heard of ALENER find them easier, grow their public relations as their projects do great things for our planet, help develop their brand, create better marketing and outreach at little to no cost, and even make future networking easier. The other important recommendation we had for ALENER is upscaling employees, this change would be more difficult as it is quite an operational change but would be great for the future of ALENER. Since they're a smaller business (between the range of 1-9 employees) doing such large innovations it is easy for them to have their hands full when trying to work on anything else. We saw this as an example when trying to get an interview from ALENER as they had difficulty creating time to take us on. We believe if ALENER had a larger workforce it would be easier for them to take on multiple projects while still

being able to create time for simple tasks and they can work on larger more innovative projects that trump any of their past projects.

We believe if ALENER implements these two recommendations we gave them it can greatly help them in their future. Social media is a standard in today's age and with the many important projects that ALENER does they would benefit more than the average company by taking advantage of it. It must also be difficult for ALENER to constantly be innovating while taking on new projects with such a small staff, increasing the workforce would make ALENER's time more open and increase their production. With all this in mind, ALENER is an exceptional company, we look forward to seeing how they better our planet in the future.

Individual Reflections

Caridad: Working on this project has honestly been an unexpectedly interesting and quite enriching experience. It has not been easy at times, especially with the complications that working from different time zones brought and managing to get the interview. However I think we did an amazing job sorting through all of these problems while getting the work done and I couldn't be more thankful for my team. I never thought I would have the opportunity to work on a project online with people from different countries while being at university, and honestly I wasn't really looking forward to this project because even if the prospect of doing a cross-cultural

project excited me, I wasn't very interested in the content of the project. However, I was very wrong, because this project has proved to be very inspiring and a really challenging and worthwhile experience that has helped me learn a lot while getting to know new people.

Kaitlyn: This group project I feel had its challenges as well as was a rewarding project to take part in. I thoroughly enjoyed getting to talk with my group members. I believe that through this group project we were able to engage with individuals from around the world which is a great opportunity. This project was harder to manage just as everyone had very different schedules as well as we were all in different time zones. However, our group was very communicative and able to find times to meet that works for all of us. Another part of this project I enjoyed was learning about everyone's companies from around the world and how they operate. I believe as a group we dealt with cross culture dynamics well as our interview was conducted in Spanish and the group members who conducted the interview did a great job on translating the content for the rest of the group. Overall I believe that this group project was a success, and a great learning opportunity.

Kameron: This project has been like no other that I have experienced throughout my time in school. Cooperating with other university students from different countries provided me with a unique and interesting challenge that I was excited to take on. Not only is there time zone differences but even things such as culture, learning style, and other skills were all

interesting to learn from with my team. Before getting assigned my group I was a bit nervous as I have definitely experienced bad groups locally and could not imagine how much more stressful it could be if I had a bad group with a majority of the students being abroad. I was also concerned that there may be a language barrier or difficulty for some group members understanding tasks that need to be completed. Lastly, I was concerned of the difficulties of dealing with 3 different time zones.

Upon meeting my group the first week all the worries I had were quickly removed and I instantly felt comfortable with the people I worked with. All students showed up our first week which gave me great relief and communication was really easy making figuring out scheduling ideal.

Although we did have some challenges throughout the project such as delays with interview, rescheduling meetings, and figuring out how to divide the work. We always pushed forward and found a solution, everyone in the group was willing to contribute and we never had any bad disputes. I am grateful for the work my team/new friends have put in and I wish them great luck in their future endeavours.

Maria: Personally, I thought that this experience was a very enriching one. I had never before worked a university project, or any project whatsoever, online with people from all around the world and doing this assignment proved that it was possible. After all, it's a skill that is necessary to master for my future job. I'm certain that, in the future, I will have to do

projects with this cross-cultural dynamic.

To be honest, I had low expectations of how the project was going to go in terms of workload division, due to bad experiences doing assignments in teams. I thought that the added challenge of doing cross-culturally and online was going to make it even harder, since we don't see each other face to face and it's easier to "ghost the team" when it comes to getting the work done. Nevertheless, I was extremely surprised at how we were all conscious that the work needed to be done and that we all needed to participate to get the project on track and do the deliveries on time. I believe that each team member was an actual asset in the project and that we all made a really good team and were professional. In this aspect, it made the experience pleasant.

When it comes to the communication challenges and dealing with multiple time zones it's true that it wasn't an easy task. Being a busy university student and working a part-time job I already have a hard time coordinating my schedule with my friends in order to see them, so I found it even harder to coordinate my schedule with my teammates from different countries and different time zones. But in the end we each adapted our schedules and week by week we made the meetings possible. An added challenge came the 29th of October. My Spanish classmate and I encountered the change in time in our schedule. Now we had an hour less (our 3:00 that 29th of October was now our 2:00). This was tricky because we now had to replan our weekly meetings but in the end we were able

to do it. This was something that when I started doing the project I didn't have in mind that it would happen but I was surprised that it was not a tricky challenge to overcome after all.

All in all, it was an interesting and enriching experience in which I benefited from in a lot of ways and was able to prepare myself for my future work challenges.

Gift: I got to meet with new people who are from different ethnicities, and from the other part of the world and get acquainted with them. Working on this project with them was very educational and get to do the COIL project/research has taught me a lesson that I don't believe I could have learned in the traditional classroom. It required exposing myself to a new situation filled with new people and new experiences. I am so grateful for the opportunity I had. Being part of COIL was one of the most formative experiences, and I know I will carry the lessons I learned and the experience I gained with me for the rest of my life. At first, I was hesitant thinking it is going to be difficult to do this work with people from overseas, but I got inspired also made friends while learning from everyone in my group.

Nkosikhona: Participating in this online project was a very transformative experience for me. Holding the virtual meetings across different time zones was a big challenge that emphasized the importance of effective communication and flexibility. It emphasized the necessity of accommodating diverse schedules, fostering a sense of teamwork, and

understanding. I believe that we did a great job as a team towards making this assignment a success. Engaging students from different countries provided me with an opportunity to know more about the different approaches to addressing the sustainable development goals. I think that the tasks that I was given in the group sharpened my research skills and the whole program enabled me to interact with professionals who are making a positive impact in the world. By creating the poster we were able to summarize all of our collective efforts and findings. I am honored for being able to get this opportunity and I learned a lot of things from the project and my team members.

18.

SDG 7 AFFORDABLE AND CLEAN ENERGY - GUELPH SOLAR

Kevin Wang; James Goodfellow; Juan
Carlos Gurpegui Montes; Ignacio López;
Hloniphile Mahlangu; and Anonymous

OUR FUTURE IS SOLAR

GUELPH SOLAR
Put the sun to work for you!

Students: Kevin Wang, James Goddellow, Juan Carlos Gurpegui Monte, Ionacio López-Merendo, Taumbedzo Tshilabetsi Mahlangu, Hloniphile Mahlangu Tshilabetsi
Professors: Isabel Rodríguez-Toledo, Amelia Naim Indrajaya, Ruben Burda, Anjali Chaudhry, Mary Regui, Ferdinand Nyimbanira, Yang Hong

Environmental Impact: reduction in carbon emissions, promotion of energy independence, and sustainable community development.

Business Benefits: Demonstrated durability and growth, high customer satisfaction, and innovative leadership in solar technology.

5 GENDER EQUALITY 	7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	11 SUSTAINABLE CITIES AND COMMUNITIES
------------------------------	--	--	--

SDG 7 – Guelph Solar

Group Reflection

Guelph Solar, founded by Steve Dyck, envisions powering homes and businesses with sustainable solar energy to create a low-carbon economy. We could see the evolution of the business, as it started as Guelph Solar hot water, focusing on solar water heating. However, with advancements in solar technology and the decreasing cost of solar panels, they transitioned to solar electric systems. Guelph Solar prioritizes community impact, emphasizing climate solutions, reducing emissions, and fostering energy independence, this is something that caught our attention as a group and showed us that the company we chose actually cares about the wellness of their people.

The interview with Steve delves into Guelph Solar's corporate social responsibility and development. Steve emphasized the company's commitment to sustainability, local engagement, and gender equity within its workforce, which surprised us with the information that 2 high positions in the company were led by women. It's already stated in the interview the Guelph Solar's role in supporting the local economy, providing affordable and clean energy, and contributing to sustainable cities and communities. The company's success lies in its durability, adaptability to regulatory changes, and a focus on smaller, community-driven projects.

Guelph Solar actively engages with local communities and

partners with nonprofits, contributing to solar projects in arenas, collaborating with First Nations groups, and supporting initiatives like the Hunger Project, which allowed us to understand better their mission not only as a profit company but also as a caring entity within the environment and its community. Their impact metrics include energy generation, safety measures, and economic contributions. As part of a SWOT analysis, Guelph Solar's strengths include longevity, innovation, and competitive pricing, while weaknesses lie in vulnerability to regulatory changes.

Opportunities for Guelph Solar include expanding to new locations and continuing to innovate. The company's commitment to local initiatives, such as making homes energy self-sufficient for Habitat for Humanity, reflects its dedication to community welfare. Guelph Solar's vision aligns with UN sustainability goals, particularly in affordable and clean energy, decent work, sustainable cities, and communities; allowing us to understand better the future of the company and making clear that they are not going to stop with the innovation and their environmental mission, which is actually pretty impressive and gave us hope to believe that nowadays exists companies like this, companies with moral and values and actually thoughtful about the environmental consequences of their actions, and made us to believe that we could be part of it in the future.

Guelph's Solar gender equality policies help us further understand an easily misinterpretable concept such as gender

equality. Commonly viewed as a mindless intent of making women and men the same, this is not the case for Guelph Solar's commitment to gender awareness; consisting in the company's devotion to variety and faith in the power of different viewpoints consequent from the beneficial variance in perception between men and women.

In recent years, we've increasingly witnessed the perils of relying on fossil fuels for energy. Geopolitical tensions have notably impacted both the final cost of energy for consumers and, more crucially, its accessibility. This underscores the significance of SDG 7 (Ensuring access to affordable, reliable, sustainable, and modern energy for everyone). While to our knowledge should governmental institutions primarily carry the responsibility for transforming the energy infrastructure, Guelph's Energy's innovative solar solutions have underscored how businesses wield considerable influence in significantly reducing dependence on non-renewable energy sources within local communities. Their contributions play a pivotal role in gradually steering the local economy toward decarbonization.

At first, it seemed improbable that a company prioritizing community and SDG 8 (Promoting sustained, inclusive, and sustainable economic growth, along with full and productive employment) could align with economic expansion and a strong market presence in the face of competition. However, as the company's narrative unfolded through analysis and development, this initial notion has been debunked by tangible outcomes. For instance, the company's expansion into

areas like Burlington and its consideration of places like Waterloo for future growth, alongside its consistent revenue growth targeting a 25% year-on-year increase, reflect the growing adoption of solar energy and the company's firm footing in the market. Moreover, their notable profit-sharing approach and establishment of a workplace valuing employee well-being and financial involvement not only reject the traditional, unsustainable models of minimum wage with high turnover and rigid hierarchies but also yield superior results in terms of heightened employee satisfaction and loyalty. This has led to reduced turnover and the nurturing of a skilled workforce deeply committed to the company's mission.

In essence, innovation, a distinct selling proposition setting the company apart in the market, and a sustainable employment model stand as the cornerstones of Guelph Solar's success. Examining Guelph Solar has reinforced our belief in the significant role a business can play in its community. This case shows that ethical businesses can be profitable and impactful. Guelph Solar's consistent growth, at 25% annually, illustrates the success of combining ethical practices with strong growth strategies. This experience has shaped our understanding of the balance needed between ethical commitments and business expansion. It's an insight I'll carry into our future business endeavors, aiming for both ethical integrity and commercial success.

As the guidelines of the AIM2Flourish assessment states that we had to find a business that is for profit and it is helping

to achieve one or more of the 17 UN Global Goals, we found Guelph Solar. Guelph solar's products and services contribute to sustainable development by harnessing the power of the sun to generate clean, renewable energy. Guelph Solar is a business that it's social responsibilities therefore we analysed the SDGs that it is currently addressing. The idea behind Guelph Solar is to save energy and to combat climate change, and the mission is to make solar energy accessible and affordable for everyone. These first two are SDGs number 7 and 13.

Furthermore Guelph Solar's business model and operational strategies are designed to promote SDG 8 (decent work and economic growth) and SDG 11 (sustainable cities and communities). We understood that the business is committed to providing a sustainable solution to climate and energy, it compels with the legislation of the government related to employees and keeping the environment clean and friendly.

In completing the AIM2Flourish assignment, our team learned valuable lessons that complemented what we were taught in our Enactus and Corporate Social Responsibility courses the students from Canada and Spain contributed forth, what they learned in which gave us an easy approach to the assignment. At the same time, collaborating with what we have learned in our Enactus course, the AIM2Flourish assignment provided us with a practical opportunity to apply the concepts and principles we learned in these courses to real-world situations. The assignment reinforced the importance

of stakeholder engagement and understanding their needs and perspectives. In both Enactus and CSR courses, we learn about the significance of considering the interests of various stakeholders, such as employees, customers, communities, and the environment. Through the AIM2Flourish assignment, we had to identify and interview Guelph solar Business Owner, who operates a business that supports the United Nations Sustainable development goals. This process helped us gain a deeper understanding of the challenges and opportunities faced by the Business owners in general.

In Enactus and CSR courses, we learn about the triple bottom line approach, which emphasizes the importance of considering social, environmental, and economic factors in business decision-making (Miller, 2020). The AIM2Flourish assignment required us to identify and analyse a business or organization that demonstrated a commitment to sustainability and social impact. This allowed us to see firsthand how businesses can create value not only for their shareholders but also for society and the planet. Both Enactus and CSR courses complement one another about the importance of effectively communicating the social and environmental impact of businesses. We wrote what we think is a compelling story about the Guelph Solar organization, highlighting its positive impact on society. Overall, the AIM2Flourish collaborative assignment provided us with a practical application of the concepts and principles we learned

in our Enactus and CSR courses which in the process the team intellectually benefited from one another.

The way our group conducted our work for our Aim2Flourish assignment was to meet every week on Tuesday at 3pm, Eastern standard time. During this meeting we would go through our tasks for the week at hand, and make sure that all of the group members knew what the instructions were asking of them. We then would take time to split the work as evenly as possible, by assigning certain portions of the assignment to each group member. We set a deadline each week for the day that we wanted to have the tasks completed, which helped our group stay on schedule. Doing all of these things really did work for our group. Although the methods we used were quite basic. Sometimes simple is the best way to go about completing tasks. The only struggle that our group came across was setting up a meeting time for the first meet. Remembering time changes was a struggle at the beginning, but it turned into a second nature in the following meets.

Individual Reflection

Kevin: This project was a valuable experience, thanks to the diverse perspectives from different educational backgrounds. The mix of Spanish analytical strategies and South African community focus enriched our approach. The contrast between the Canadian focus on project execution and the South African emphasis on interpersonal relationships was enlightening. I appreciated the team's flexibility in meeting

times, especially their commitment to convene at night, post-dinner, to accommodate different time zones. This adaptability and dedication enhanced our collaboration and will influence how I approach future global team projects.

James: Working with people from all around the world has been an amazing trip full of memorable experiences and fresh perspectives. What was especially interesting to observe were the various cultural perspectives on organizing projects and teamwork. In group projects in Canada, particularly Guelph, we usually place an emphasis on efficiency, giving priority to quick starts and fast completions. This approach is very different from what I experienced with South African teammates who valued relationships and took the time to get to know each team member. Developing personal links among the team was not a common practice in my past group experiences at Guelph, so this approach—which emphasizes interpersonal relationships—was unexpected to me. Communication breakdowns and the difficulties of adjusting to many time zones made scheduling meetings difficult. These issues came to our attention during our first meeting when two members were unable to attend. But we immediately learnt from this and started having weekly meetings at the exact same time, which really improved our productivity and coordination. Overall, this project was fascinating and entertaining, rather than just a work to be finished. Working with a group as diverse as this one opened my eyes to new ideas and ways to collaborate. Seeing how our approach to the

Guelph Solar project was affected by our cultural backgrounds was quite fascinating. My awareness of international cooperation has increased as a result of this experience, which has also highlighted how crucial cultural awareness and adaptation are in cooperative settings. I am excited to use the valuable knowledge and abilities I have gained from it in my next group projects.

Hloniphile: The past five weeks have been quite a nice journey full of dynamics. Having a chance to collaborate and work with students from Canada and Spain was both educational and fun. At first the adjustment of time zones and having to work around everybody's schedule was a bit challenging but we got that fixed quickly. What amazed me is the approach that the students from other countries had when it came to completing the assignment. Everytime when we get onto a meeting my teammates would go straight into the contents of the assignment which was a bit strange and uncomfortable. As South Africans we have what we call UBUNTU which means that we value greetings, compassion, sharing and humanness-so creating relationships is important to us. Overall I appreciate our diversity, different perspectives, and cultures. Having an open mind to this situation was helpful and I wish we had more time together since I got to learn a lot from my teammates. I loved that all my mates had positive energy and great team spirit.

Doing this assignment has shown me the importance of

discipline, consistency and efficiency, which I look forward to utilizing in my upcoming group projects.

Ignacio: Throughout the five weeks that we have been developing this project, we have all experienced the hardships and struggles that commonly occur in a cross-cultural workplace including cultural differences, variances in the dynamics when approaching an issue or even just simple cultural shocks such as timezones & coordination. But surprisingly enough, these differences are what have essentially contributed to the development of a more open-minded, therefore rich, mindset when tackling each submission.

I would have never had the opportunity to understand the South African 'Ubuntu' if it wasn't for Hloniphile and Tsumbedzo participants in this Aim2Flourish activity, ubuntu consisting on the importance of human touch and care for other, that is sometimes lacking in group activities and corporate offices. Furthermore Juan Carlos and I were shocked by the efficiency of the goal-oriented 'modus operandi' of both Kevin and James from Canada, their ability to clarify and transmit objectives was indeed a key aspect of the activity.

Overall I have learned that the diversity in perspective and approach is a powerful tool that should not be undervalued when working together.

Juan: While doing this project I have reached a level of cross-cultural workplace awareness that I didn't have before, during the development of it I learned how to manage the different time zones to do the meetings at the time that everyone could

make it, obviously it wasn't at first try. At the meetings we noticed the different ways of having the work done by the different countries, James was the first one to say that himself and Kevin as Canadians were more efficient and straightforward to do the work itself, but the South African teammates Tsumbedzo and Hloniphile gave importance to connect all as a group and bond. In my experience this kind of project is more susceptible to a very inactive scenario for a group member, this was not the case, everyone stepped up and put on the work which taught me a lot about cross-cultural experiences. A keypoint in the development of this project was that we added value to each other. For example, I remember being with the group doing a brainstorm for the interview questions and it was amazing how the 3 countries gave very different ideas and complemented well with the others. The way we organize ourselves in all the different tasks and the meetings is truly a knowledge I will use in my future as a professional.

19.

SDG 7 AFFORDABLE AND CLEAN ENERGY - SIEMENS GAMESA

Adriana Oficialdegui; Sara Aznar; Lucia
Ardévo; Andre Bennett; John Mazzola; and
Lwandiswa Mkhize

Siemens Gamesa

GLOBAL RENEWABLE ENERGY COMPANY
 CREATED IN 2017 AFTER THE MERGER OF
 GAMESA CORPORATION TECNOLOGÍAS, S.A.
 AND SIEMENS WIND HOLDING, S.L. THE FIRM
 MANUFACTURES AND SUPPLIES WIND
 TURBINES AND DEVELOPS, INSTALLS AND
 OPERATES WIND FARMS.

INNOVATION)




CONNECTIONS WITH THE SDG'S)

5 GENDER EQUALITY

- MANAGING DIVERSE WORKFORCE
- EMPLOYEES REPRESENT A VARIETY OF CULTURES, ETHNICITIES, BELIEFS AND LANGUAGES

8 DECENT WORK AND ECONOMIC GROWTH

- WINDMILL TECHNOLOGY CONTRIBUTES TO GROWTH, FULL PRODUCTIVE EMPLOYMENT, EQUAL OPPORTUNITIES AND ECONOMIC DEVELOPMENT (FROM ENERGY LEASE)

PROTECTING THE ENVIRONMENT)

- FIGHT AGAINST CLIMATE CHANGE, REDUCE EMISSIONS WITH TURBINES AND SERVICES IN ORDER TO AVOID CLIMATE SCENARIO

7 AFFORDABLE AND CLEAN ENERGY

- ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE & MODERN ENERGY
- LEADING COMPANY IN RENEWABLE ENERGY SECTOR
- OFFER AND AFFORDABLE WIND POWER (LEADING SUPPLIER OF WIND POWER SOLUTIONS TO CUSTOMERS ALL AROUND THE WORLD)

13 CLIMATE ACTION

- TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE
- BECOME CLIMATE + IN ALL OPERATIONS BY 2030
- NEED FOR RESILIENT TO CONTRIBUTE TO ORGANIZATIONS THE ECONOMY
- GAMESA → IMPROVE ENERGY EFFICIENCY + REDUCE CO2 EMISSIONS

16 PEACEFUL AND JUST SOCIETIES

- PEACEFUL + JUST SOCIETIES → SUSTAINABLE DEVELOPMENT
- UN GLOBAL COMPACT & REQUIREMENTS + ALL RELEVANT REGULATIONS IN SUPPLY CHAIN
- COLLABORATIONS THROUGH INTERNAL ORGANIZATIONS + INSTITUTIONS

SDG 7 – Siemens Gamesa

Group Reflection

Our team decided to conduct an interview with Siemens Gamesa, a distinguished leader in the field of renewable energies. Our engagement with the company's representatives, highlighted a few things, such as Siemens Gamesa's unwavering commitment to fostering a sustainable future. The company prides itself in delivering innovative and ecologically conscious solutions that address the escalating global energy demands. Siemens Gamesa's mission extends beyond mere financial success or business expansion; it is deeply rooted in securing a better, healthier environment for future generations, this commitment is evident in their strategic approach to the market and business operations, emphasizing environmental responsibility and sustainability to mitigate contributions to climate change and ecological harm. As our meeting continued, we picked up on how the company also prides itself on the well-being of its workforce, partners, and the communities in which its projects are situated. This was heartwarming to learn that mental health and employees' well-being are very important and big corporations tend to overlook that aspect and just focus on meeting their goals. This company is also very innovative and progressive as it is consistently finding more ways to improve its technology and find better ways to conduct its business as we live in a world that is forever evolving and improving and its goal is to have 100% recyclable turbines by 2040.

Many of us have done Business management and in this module, we are taught about the importance of sustainability and ways in which business can stay sustainable and relevant as the world grows and evolves. The triple bottom line is as follows,

- Social – social sustainability focuses on human health, education, and environmental justice.
- Economic/financial – This includes job creation, profitability, and decent accounting of ecosystem services for optimal cost-benefit analyses.
- Environmental sustainability – This pillar focuses on the well-being of the environment, such as water and air quality, and the reduction of environmental stressors, such as greenhouse gas emissions and carbon footprints.

Siemens Gamesa has executed this very well and it was amazing to see all the things in our textbook come to life and to hear that all we learn about business management is applied in real life. This company most prides itself on being sustainable and evolving in a way that won't harm the environment and will make sure to keep them profitable and relevant for many generations to come and continue being the market leader. Furthermore, the company also brought into reality the importance of marketing and having clients and potential clients know all about your business and what service they provide. It is very important to be easily accessible as a business, make sure the image of the business is at its optimal (Public relations), and always find ways to tap into new

markets and convince potential clients that they need the service/goods you are providing, which wasn't so difficult for Siemens as the world is moving to renewable energy in pursue to vomit one of the biggest challenges to mankind, the first being how scars fossil fuels have become and secondly, global warming.

This experience has taught us as a group that as much as it is important to have your visions and missions when starting a business and laying a solid foundation and network. It is important to position yourself in the right places and amongst people who are in your line of work who could benefit from the services/goods you are offering as much as you will benefit from what they have to offer. In addition, it is crucial that your potential clients know very well about what you have to offer, and that your business is easily accessible. In as much as profit and growth are the goal, a business must always ensure that they comply with the SDGs, and will stand the test of time, in terms of evolving. Furthermore, this experience has shown us as a group the challenges that may be faced with working with people from international platforms, challenges such as communication barriers due to time zones as we all live in different parts of the world. Going into business in the future, this will be a challenge we already have faced before and we will have to come up with solutions that may work for every member and help the business run smoothly whilst reaping the benefits, such as attracting a wider audience for

your business from different parts of the world and expanding the businesses horizons and growth.

Overall, this experience was a growing experience for every individual in the group, it had our minds stimulated and we learned a lot and had ourselves in spaces where we continuously wanted to learn and explore the depth of businesses and ourselves as aspiring individuals who want to make an ever-lasting impact in the business world and the economy of the world. From interviewing our company to having conversations amongst ourselves as a group, we learned a lot and got to experience our theory work being put into practice. We also got a chance to challenge ourselves as individuals within a group of people from different parts of the world and we also got a chance to enjoy our views on businesses and adjust the unrealistic views we had on business such as starting a business is not as simple as writing a business plan and a SWOTs analysis, it takes a lot of work and dedication and there is no time one can set on when their business will be huge (Siemens Gamesa was founded in 1976 and has been in business for over 40 years)and success in the market. With that being said, this experience reinstalled a lot of hope and excitement in our group and more knowledge that has made us eager to go into the business world and make a difference.

Individual Reflections

John: I enjoyed this COIL experience, but I think there are

some things that could be much better. For example, the meetings with group members are very inconvenient for a student. I understand having to do this in the real world for a job but that it is much easier when you do not have classes and other extracurricular activities to worry about. So instead, it would be beneficial to have groups with more similar. time zones so the meeting process is smoother.

That is my only complaint about the project, and I thought it was a remarkably interesting experience. It really helped me work on my group management skills. It was also interesting to see how other students from around the world work on a group project like this. Other than that, this is a project that I really enjoyed and something I think that belongs on my resume because of all the skill, patience, and leadership skill needed to complete an international project of this size.

Andre: I had a great time participating during this COIL experience. Something I was particularly fond of was the chance to interact and work with international students. Personally, I am the person who is naturally drawn to new challenges, and this was a great opportunity to embrace a challenge. Yes, it was great working with students from around the world; however as mentioned before, there were challenges as well. Specifically, it was challenging communicating with one another. There were so many barriers that kept us from having smooth communication, particularly the time zone conflicts. It seems as if as soon as one person was ready to work, a set of group members would be asleep for the night, which

was extremely detrimental to the entire process. However, when we were able to communicate effectively, things went great, and we were able to get a lot of good work done. Overall, I genuinely enjoyed my time with my group members and really valued the experiences and lessons learned along the way.

Lwandiswa: Having to be part of the COIL 2023 project has been such a lovely, growing experience. I enjoyed how I got exposed to a company I had no knowledge of and got to learn how they did business which expanded my knowledge. I also had a first-time experience of working with international students of which was very exciting, I got a chance to pick at their brands and experience how people from different walks of life view certain topics and how they view the world. I really enjoyed this experience. I wish it had taken place at a time that was not so critical as most of us were in the midst of exams. The main problem faced was the different time zones, it was a bit of a challenge to communicate because of this another tricky part was that we only had one form of communication, which was online, and if participants weren't responding there was no other way to get a hold of them until they showed up again. Apart from that, I would really love to part take in this experience again.

Adriana: I really enjoyed participating in COIL 2023. It was my first time working with international students and I have learned a lot from this experience. The part of the enterprise was not a big challenge for me since Siemens Gamesa is a Spanish company that I already knew, however, I learned a lot

about it that I did not know about. The project offered me an insight on the different innovations and SDG's that the company carry out. Moreover, I also learned from the other group members the different ways they used to solve the different assignments. I would say that the most difficult thing was adjusting to the different time zones. It was hard to find the perfect time for everybody, but we managed to do it. To conclude, for me, COIL 2023 was an enriching experience that I would repeat if I could.

Sara: I found it very interesting to have participated in the COIL 2023 project. It has taught me what it is like to work with people from different parts of the world and how to deal with the problems that come with it. Moreover, it was very interesting and an achievement to have been able to interview in person one of the people who works in the large company Siemens Gamesa, which I already knew. I also learned a lot of information about this enterprise, and I found the innovations they are carrying out very interesting, for example the Recyclable Blade. However, as I aforementioned, we faced some problems. The main problem was the time difference, as the change of time affected some meetings we had to talk via zoom. In addition, having had the interview in Spanish, my native language, the information had to be translated. In conclusion, despite the problems, I really enjoyed participating in this project and I would do it again.

Lucia: Participating in the COIL23 project has been a unique experience. I really enjoyed this opportunity. It was

very interesting and exciting as it was my first time working with international students from all over the world. It has taught me that one must work hard to achieve a goal, in this case to submit the project as good as we all could working together as a team. One had to organize themselves and communicate with all the team members because we had different time zones.

Despite this drawback, we were able to set a day and time that suited all members of the group. This made our work much easier, and we were able to work in an organized way every week. It is true that we have had some misunderstandings with the distribution of the tasks, but I consider this to be normal, as we live in different parts of the world and communication is not that easy. On the other hand, it helped me to see how the other students from other universities managed to organize themselves and do their tasks. Although the company we chose, Gamesa, was a Spanish company, I had had no knowledge and by doing the project I learned a lot of interesting information and expanded my knowledge. Moreover, it gave me an insight of all the innovations and SDG's they are carrying out to reduce climate change.

To conclude, apart from the drawbacks it was an amazing experience I would love to repeat once again.

20.

SDG 8 DECENT WORK AND ECONOMIC GROWTH - FINDA

Gaetano Vernal Rabines; Anitha
Shrishankar; Aldo Cervantes; Jason Canelo;
David Ochieng Ouma; and Lizie Felisha



Group 21

FINDA

Ruben Bunge, Rosina Gholizadeh
Aldo E. Cerrantes, Jason Canela, Anitha SriSankar, Gaziann Vernal Rahines, David Ochieng Ouma, Uzir Felisha

THE INNOVATION

Finda helps bridge trusted businesses to be accessible to consumers into a unified enterprise

A mobile app to locate trusted and competent products/services





**FOUNDER
CEO OF FINDA**



AMOS ONYONKA
Founded: 2020
Location: Kisumu, Kenya

INSPIRATION

THE PANDEMIC

Local businesses had limited quantities of goods/services

Finda & local businesses advertise availability and accessibility of products to consumer



SDG GOALS

1

Connects User to apply skills in ethical businesses

8

Highlights businesses with fair employment opportunities in local communities. Maintain appropriate working conditions.



9

Investment in technology, eco-friendly practices. Responsible resource management

13

Low Carbon Footprint Businesses. User access to environmentally responsible products/services

IMPACT

- Encourages registered businesses to align their mission and values with SDGs
- Connects local organization with youth in Western part of Africa to strengthen work crisis
- Associate businesses that prioritize a low-carbon economy

BUSINESS BENEFIT

- Transformed local business in Kisumu
- Improve business efficiency and trust
- Greatly boosted Finda's earnings
- Economic expansion and job opportunities

Finda: Finding What You Need, When You Need It

SDG 8 – Finda

Group Reflection

In an era where connectivity intertwines with commerce, the emergence of Finda business running a mobile app has revolutionized accessibility to goods and services. This platform not only bridges the gap between businesses and consumers but also holds the potential to redefine the landscape of social good. Through the lens of innovation and ease of access, this critical reflection aims to dissect the profound role of the mobile app-driven Finda business in fostering societal well-being. With a focus on their pivotal role in connecting businesses and customers for social good, this exploration leads to the nuanced impact, ethical considerations, and transformative potential of this platform in shaping a more inclusive and impactful marketplace. Finda businesses contribute to poverty alleviation by creating employment opportunities and facilitating economic growth, especially for marginalized communities. Finda's technological innovations contribute to sustainable infrastructure, and support for small-scale entrepreneurs or artisans showcase how their efforts align with the role of businesses for social good. Additionally, their environmental policies, such as reducing carbon footprints, promoting eco-friendly practices, or supporting sustainable supply chains, highlight their role in addressing SDG 13.

Working within a cross-cultural team is an enlightening journey that offers invaluable lessons, transcending borders

and embracing diversity. During the entire period of the project, we have learned a lot. We all come from different backgrounds, and every member of my team contributes a distinct note. We all learned to embrace the diverse perspectives each one of us had which helped greatly in nurturing innovation, sparking creativity, and yielding solutions to challenges we faced. Learning to appreciate and integrate these viewpoints formed the cornerstone of our group's success. Additionally, we learned that effective communication resonates at the heart of cross-cultural collaboration. By addressing nuances in language, we were able to heighten sensitivity and cultivate much clearer, and more inclusive communication channels, which sharpened our adaptability and flexibility skills. We were able to embrace flexibility within our work styles, allowing our team to pivot seamlessly between differing approaches, and accommodating varied timelines, and methods of doing tasks.

Having learned about the development goals in a unit offered in school, we were able to implement both the knowledge and the skills we acquired during the whole process of the project. We were able to use the skill of writing a report and come up with a draft of a story from the information we gathered during the interview process. We based our schedule on the timeline for that week an assignment was due. From here, we decided on an appropriate date and time that allowed everyone to attend the meeting and divide the work equally 3 days before the Sunday deadline. Everyone will then make

sure they get an equal share of the work and finish it within the timeline agreed upon by the group and check in with our partners. We were able to meet up weekly and conduct the interview online as the instructions were with a low non-attendance rate. We were able to foster a spirit of teamwork, where we consulted our peers and our professors who were beneficial to us in this project. Additionally, we selected a suitable time that favored most of the members, where we had a WhatsApp open chat in case of any clarification on anything one could easily get inquiries at any time they wanted. We were not able to do a five-minute recording of our meetings as the WhatsApp platform would not allow it. To adapt to this situation, we opted to write a weekly report of the meetings instead. Even though we captured our meeting in written form, we lost a lot of critical conversation that members would forget and could not recall, and with the lack of not having a video, we could not reflect on the video what we said.

Individual Reflections

Lizie: I, Lizie Felisha, am really happy and thankful for the opportunity to have participated in this exciting and life-changing project. My journey over the past six weeks has been nothing short of incredible. Through dedication, collaboration, and unwavering passion, we have not only achieved success but have also made a meaningful impact. Working with my team members on a project that uplifts the ethos of “business for good” has been the greatest joy of all

time. During the six weeks, I have witnessed how a simple idea, nurtured with purpose, can blossom into a catalyst for positive transformation in society. I want to say this project, the organizers of the project, our professors, my team members, and our school's administration support will not go in vain. The project has helped me to look at company goals and objectives in a completely different way than I ever thought. Through research and consultations with my peers, I have learned a lot. I know for sure that the success of this project will be a testament to what we can achieve when we channel our passion into purposeful action.

David: I, David Ochieng, think that being part of a virtual team working on an SDG project focused on 'Business for Good' has been both enlightening and motivating. I've been personally impressed by the collaborative spirit within our team. The diversity of perspectives stemming from our international backgrounds has enriched our discussions and decision-making processes. From my standpoint, I've seen how our business acumen and innovation can be harnessed to create sustainable solutions. Our emphasis on profit-with-purpose aligns seamlessly with the project's goals, and the virtual collaboration tools have facilitated efficient communication despite the physical distance. It's inspiring to see how our collective efforts can make a meaningful impact, and I believe the inclusive approach we've taken will contribute significantly to the project's success. The platform also facilitated cross-cultural understanding, and it's evident

that our shared commitment to the SDGs transcends borders. Not forgetting, it has showcased the potential for international cooperation in achieving shared goals. I am optimistic that our efforts will contribute meaningfully to the larger global agenda of creating a sustainable and inclusive future. I look forward to seeing the concrete impact our project will have on communities

Aldo: I, Aldo E. Cervantes, think that this project itself was innovative and inspirational in the context of how we in the business world will move forward from now on. Not a lot of institutions discuss the importance of SDG goals and the current work many companies are doing. Many are focusing on the future, rather than the present, and by allowing us to work through a cross-cultural project, we collaborated with individuals as passionate as we are. I had the privilege to work with such an amazing team that not only supported me through the process of creating our story but also allowed me to gain experience in working with international individuals. I learned how to manage my time, recognize cultural differences, and communicate effectively to not only be heard but to incorporate others as well. Our generation is and should be the catalyst for a positive impact on our world, and it's time we recognize our contribution and the work we will conduct to incorporate others and support our communities. I will recognize that even though my team was amazing, we did have our faults for not responding to one another, and a lot of information got delayed to communicated across all team

members, thus confusion in our chats. This was resolved to a certain extent when we slowly established and recognized the role we played and how much we really would contribute to this project in the end, which left me satisfied because I felt I took on a role that incorporated me in all channels of information to be distributed.

Jason: I, Jason Canelo, am very grateful to have been given the privilege of participating in such an exciting and crucial experience. An aspect I love about COIL is its orientation towards the future. Companies are being increasingly pressured to pursue sustainability goals, with many companies pledging their commitment to achieving them. Simultaneously, with the rise of social media and increased internet access, globalization has become progressively present, with no signs of a slowdown. As such, I find it wonderful that the COIL experience allowed my peers and me to engage in problems and activities that we will encounter in our future careers. In other words, I am grateful that COIL gave me a taste of the direction the business world is going in.

With globalization comes new difficulties to grow. In our group, I experienced difficulty working around the time difference between the U.S. and Kenya. For instance, it was initially challenging to establish meeting times that coincided with all of our schedules. Furthermore, when communicating via group chat, there were somewhat several hour gaps in between messages, as one party was likely asleep or in class when the other was not. However, throughout the experience,

my fantastic team and I got better accustomed to working around this, and I truly felt like I improved at working with others in different time zones. On another note, I am very appreciative of how respectful and understanding my team was. Despite us being from different cultures, I felt like I could comfortably communicate and relate to them. All in all, I strongly feel the COIL experience has helped me grow in my journey to becoming a responsible and globally-minded business leader. Despite difficulties in coordination, I learned to better manage my time and coordinate with others. Whatever difficulties we faced, my team and I found ways to succeed.

Anitha: I, Anitha Shrishankar, think that this project has been extremely fulfilling and innovative. Instead of taking classes and notes that talk about the SDG's goals and the way countries plan on implementing it, we got firsthand experience with a specific country and company that is making a positive and impactful change. In this project, our group was able to study the company and understand its purpose, while also studying its impact on the SDG's. Working in a group setting with different people that are in different countries exposed me to cultural differences and increased my global awareness. Furthermore, I was able to develop my communication skills and quality of work by being more detail-oriented. In our group, there were several strengths including good teamwork, being detail-oriented, and providing good work. There were also several weaknesses which included poor communication

and the division of the work in the group. However, those problems were also solved as several team members took the initiative in providing feedback and incorporating their share of work and/or ideas. This group project demonstrated a lot of the problems that this world faces and how tackling several problems is not as efficient as tackling one problem and putting all our efforts into solving it. Therefore, I believe this group project was an amazing opportunity to not only study and demonstrate our knowledge but also to get a firsthand real experience in seeing a positive change that a company is making while increasing our global awareness.

Gaetano: As for me, Gaetano Vernal, our joint effort with international students was a big step towards changing the face of business. We tackled current issues and projected the changing demands of the next business environment by exploring the complexities of the Sustainable Development Goals (SDGs). Engaging in a project that exceeds traditional conversations and actively supports the revolutionary initiatives carried out by different businesses is an exciting development. Our initiative was especially insightful in its cross-cultural aspect as it gave driven people from different backgrounds a chance to come together to support a shared objective. Working with my amazing team was a delight, which expanded my viewpoint and improved my abilities. The experience strengthened my ability to manage my time better and to recognize cultural views. It became clear that good communication was essential for promoting a collaborative

atmosphere where all voices are heard and allowing for individual expression. Recognizing our place in the world and our contributions to its advancement is crucial as we, the younger generation, work to be agents of good change. Our dedication is rooted in acknowledging the difference we can make and accepting our obligation to assist communities everywhere. Even though my team was extremely solid, we must own our weaknesses. Sometimes, a lack of communication caused team members to become confused and delayed. Nevertheless, by progressively defining distinct responsibilities and appreciating each team member's contributions to the project, we resolved these problems.

21.

SDG 9 INDUSTRY, INNOVATION, AND INFRASTRUCTURE - GUNN & PEGELOW

Nathan Baggs; Nicolas Gagnon; Patrick
Crampton; Areli Camargo; and Wambui
Muchoki

 <h1>Heating Homes with Carbon-Free Solutions</h1> <p>Business Innovations for Global Good</p> <h2>Gunn & Pegelow BTU</h2>		
<h3>Innovation</h3>  <p>Partners with heat pipe manufacturers that can withstand frigid winters without external heating sources</p>	 <h3>About Gunn & Pegelow</h3> <ul style="list-style-type: none"> • Founded in 1954 • Based in the United States • Representing HVAC (Heating, Ventilation, Air Conditioning) Manufacturers 	
<h3>Impact</h3>  <ul style="list-style-type: none"> • Eliminates the burning of fossil fuels • Increases building efficiency and power consumption • Integrates sustainable solutions into long-term multi-family housing 	<h3>Inspiration</h3>  <p>G&P always strives for excellence in sustainability</p> <p>President met the partner company at a convention and instantly recognized their product's value</p>	
<h3>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</h3> 	<h3>11 SUSTAINABLE CITIES AND COMMUNITIES</h3> 	<h3>Group 17</h3>  <p>Nathan Baggs Areli Camargo Patrick Crampton Nicolas Gagnon Wambui Muchoki</p>

SDG 9 – Gunn & Pegelow

Group Reflection

Our COIL activity was met with large success on our end. Through the content learned individually in our classes on

Corporate Social Responsibility (CSR), we learned concepts such as SDG strategy in short and long terms, integrating management and business practices with CSR objectives, intercultural management, and stakeholder responsibility. Through this activity, we were able to put these concepts to the test and apply our knowledge to a real-life case, where we interviewed a business on how they apply sustainability and social responsibility to their everyday business practices. Through the completion of this exercise, we were able to find out how businesses can integrate their CSR goals with important business practices, so that we can do it too in the future should we become leaders in our respective fields.

Before we broke off and met with our international teams we were assigned readings and attended a few lectures on globalization and cross-cultural analysis and framework. To start with, we did an in-class activity in which we used GLOBE Project's 2004 study, in which they analyzed every country's values and practices of a variety of categories. Some examples of these categories include uncertainty avoidance, assertiveness, and performance orientation. Essentially, the point of the study was to quantify key cross-cultural team dynamics in order to better understand other countries in comparison to your own in order to facilitate better teamwork. Our in-class activity involved us comparing these quantified categories of the countries that were in our COIL group. While this wasn't something used as a tool for communicating with team members from different countries, this helped

massively in bridging the culture gap that separated us and the other members of the group by raising awareness prior to initial meetings. We were able to better understand differences in how we acted and what we do when it comes to the differences in our cultures.

In order to prepare for working as a team, we spent a week discussing how to be effective team members. We identified the group dynamic categories known as forming, storming, norming, performing, and adjourning. Once we had a firm grasp of these categories we were able to implement the ideas into our weekly meetings. In the first few meetings, before learning about those group dynamics, all group members were nice and we gave our opinions but only to a certain extent. If two people agreed on something the rest of us went along with the decision. It was good in the sense that we were able to quickly make decisions; however, we later learned that always agreeing could be detrimental to a group. After learning about the categories we were able to identify that we were in the Forming stage. Group members began expressing more opinions and ideas. Others would challenge those ideas by asking questions and giving their own opinions. This helped us move to Performing. By this stage everyone had a solid idea of what we were supposed to do and what our final product was going to be.

During the COIL activity, work was conducted with collaboration and timeliness in mind. Prior to our first meeting, we created a WhatsApp message group used to

facilitate the majority of our work, while also using it to plan when and how meetings would be done. Each week, typically on Fridays or Saturdays in the morning for Eastern Standard and Central Standard time and in the evening for East African Time, meetings were held as a way to not just conduct work, but also to reflect on work completed. We were typically expected by each other to complete work prior to the meetings held, which was either discussed and planned out through the WhatsApp group or outlined by the project itself. When joining and conducting the meetings themselves, our goal was to focus on what's next: what is required by everybody to meet our deliverables for the week, and how can we split off work in the most effective way that best utilizes everybody's skill sets? On occasion, it was less necessary for work to be completed as a group, which meant we were quick to split off and complete it individually. For example, the interview for our chosen company, Gunn and Pegelow, was conducted by Patrick, who chose the company and was able to easily reach out and have the meeting completed. This was done by Patrick alone, but our meeting beforehand was used to plan out potential interview questions that we would need to ask. Alongside this, certain tasks were taken on by individual team members each time in order to make things easier as a fluid process. For example, Nathan was the one each week to create and hold the zoom meetings, and would typically also be the one to submit the recording and take a screenshot of the meeting as it was being held. Overall, our combined efforts of

planning and delegating lead to a much simpler completion of assignments in a weekly manner.

Throughout the COIL activity, we saw a few benefits from the way our work was completed. We were able to effectively share information via combining messaging on WhatsApp with Zoom video meetings. We talked with everyone, asked feedback, and gave frequent updates on how we were doing with our deliverables. We were able to prevent misunderstandings and redundant work by explaining each person's specific role and responsibilities. We were all able to focus on specific duties when shorter meetings were held before breaking off to work individually. This allowed us to be more effective and successful with our solo tasks. We were in a position to stay up-to-date on our progress and status while working on these deliverables thanks to notifications and updates. We were able to spot possible issues promptly and stop major setbacks. Finally, including all team members in how decisions were made resulted in an easy and efficient successful project. When considering the detriments and what didn't work for our group, the submission of our daily meetings and other activities created difficulties in conducting regular meetings. The scheduling of meetings was the communication difficulty that we faced most often on a weekly basis, as it was not easy to find times where everybody was individually available to meet in our busy schedules. Scheduling meetings was more difficult than normal, not only because of pre-occupied lectures and work shifts, but also due

to time zone differences. Occasionally, meetings had to be held in the evening for those in America and Canada, but this would translate to incredibly early mornings for those of us in Kenya. Finding windows to facilitate meetings was difficult with these time zones in mind, and hosting these meetings during sub-optimal hours occasionally affected our focus when completing the required work.

Individual Reflections

Wambui: Participating in the virtual team project was interactive, challenging and also rewarding at the end of it. Personally as a team member of group seventeen, I initially felt a mix of excitement about collaborating with individuals from diverse cultural backgrounds. The cross cultural dynamics presented an opportunity to embrace varied perspectives world wide. Communication was very effective. No challenge for that as we had a platform where we had prior communication about meeting arrangements and how to handle the weekly tasks. The clear and concise communication encouraged me to articulate ideas more thoughtfully and bring forth innovative solutions. Navigating different time zones was a challenge but I ended up adapting and sacrificing personal time for the collective benefit. While the time zones initially posed an obstacle to me, it ultimately strengthened my resilience and patience staying till late at night to attend the

meetings. The team project has been a valuable learning experience and a good interaction collaborating across borders.

Nicholas: As part of the Aim2Flourish project, I found it easy to change because the platform stopped any miscommunications or problems. While coordinating across time zones was hard, it also presented a flexible as well as creative opportunity. Even though it wasn't an easy road, our persistence and commitment enabled us to succeed as a remote team. Being able to interact with people from different cultural backgrounds has expanded my perspective and solidified my interpersonal abilities. Being a member of this group and helping with overseas cooperation was an amazing opportunity.

Patrick: All in all, I felt pretty good about the assignment as a whole. There weren't that many challenges regarding cross-cultural dynamics because four-fifths of our team was either from The United States or Canada. We did, however, run into a few minor inconveniences when trying to include our teammate who is from Kenya. It wasn't too bad, however. She only missed one meeting which was unavoidable and she also did a fantastic job shaping her schedule around the rest of the group considering she was 8-9 hours ahead. I feel the hardest part of the whole project was being a virtual team. Most school projects are done by students that all go to the same university and can just meet on campus anytime. Obviously, everyone has their own lives outside of university so it is very hard to schedule a project that's meant to be done outside of class into

each and everyone else's lives. That being said, I feel as though everyone on the team did a respectable job tying this project in with everything we have going on as students.

Arel: I really enjoyed working on this collaborative project. Going into it I wasn't sure what to expect. Once we were introduced to our team members, I felt more confident with the project. Everyone in the group has been super communicative and flexible with the times they are able to meet. Everyone was also really good at meeting deadlines. The dedication given surprised me. I thought that because we are all from different parts of the world and we don't really know each other, there would be a struggle to get things done. It is very easy in situations like these to not respond or put in any effort, but my team put in the effort and we got an amazing story out of it. This whole experience has been a delight, and I am glad to have gotten the chance to be a part of it.

Nathan: Throughout our experiences in the Aim2Flourish project, I found a lot of hurdles were crossed in the difficulties created by the project's format. Initially, there were a lot of challenges that we found in handling the multiple time zones. Finding time to facilitate weekly meetings was a challenge with our partners as there was a 1 and 8 hour difference of time between students, but opening up communication and being open to all possible meeting times was both crucial and beneficial in creating possibilities for us to work together. With the group work, I found that there were not as many difficulties or communication challenges regarding cross-

cultural dynamics; the group work was not only finished effectively, but we were able to collaborate efficiently on any major matters that needed to be attended to. Overall, I found that the combination of the ease of cross-cultural communication along with the combined use of both Zoom and WhatsApp made for an easy and effective way to work in the group project.

22.

SDG 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE - VOLOTEA

Jacob Uridil; Morgan Davies; Marta Casaño
Rodríguez; Helena Núñez Rotta; Haikal
Rahman; and Anonymous



SDG 9 – Volotea

Group Reflection

With the goal of filling in the gaps in the aviation network, Volotea launched in 2011 and targeted its service to mid-sized European cities that were not given enough attention by traditional carriers. This concept, however, aimed to reimagine air travel with a strong commitment to sustainability, going beyond simple connectivity. Inspired by the fact that a large portion of Europeans resided in mid-sized cities, Volotea's executives positioned the airline to service these underserved areas with low-cost, direct flights. This creative method, embodied in the Voloterra project, shows a strong dedication to ethical consumption, production, and climate action in addition to being an economic plan. The founders of Volotea said why they were starting the company: "We wanted to create a new airline capable of covering a gap in the air network not covered by traditional players or other low-cost airlines." This tactical realization resulted from careful investigation that showed a significant fraction of European inhabitants lived in medium-sized cities, hence generating an unfulfilled demand for effective air transportation. The success of Volotea can be ascribed to its well-defined objective of offering direct flights between mid-sized towns in Europe with an emphasis on sustainability. The Voloterra initiative's four pillars—the business model, emission reduction, green transition, and carbon offsetting—highlight concrete steps that may be taken to create a more sustainable future.

The first pillar of Volotea's business strategy highlights the airline's resolve to reduce its carbon footprint by using direct flights and avoiding routes that trains might cover in less than four hours. This calculated approach ensures efficiency and lessens the impact on the environment by reducing needless air travel. With a 40% decrease already accomplished, Volotea aims to reduce emissions per passenger kilometer by 50% by 2030, as evidenced by the emission reduction pillar. With more than fifty programs in place to reduce fuel usage, the airline is a prime example of its commitment to ongoing development. Sustainable Aviation Fuels, which are introduced under the green transition pillar, reduce fuel emissions by 80% when compared to conventional jet fuel. By 2025, the last pillar—carbon offsetting—assesses 25% of global CO₂ emissions. At the heart of Volotea's business is an innovative approach to operations, which is especially apparent in their short-haul flight plan. Volotea minimizes the impact on the environment and travel time by substituting short flights for long train trips. By consuming less fuel, operating aircraft on shorter routes increases profitability. It also establishes Volotea as a leader in the expanding short-haul flight sector and attracts new customers. This creative strategy is not only beneficial to Volotea's company but also a big step in the direction of environmental preservation. Volotea encourages passengers to prefer air travel over longer, more environmentally taxing train travels by offering speedy, affordable flight options. Reduced fuel use overall and lower carbon dioxide emissions are the

immediate results of this change in consumer behavior. Beyond its immediate business activities, Volotea is dedicated to sustainability, fostering more eco-friendly travel and reducing the negative effects of transportation on the environment. Volotea stands out as a business that has achieved major progress toward accomplishing a number of goals in the framework of the UN's global goals. Their efforts to connect European towns in an environmentally friendly way clearly highlight the importance of sustainable cities and communities. Volotea's innovative approach to short-haul flights and sustainable aviation fuels demonstrates their devotion to industry, innovation, and infrastructure. The airline's emphasis on ethical production and consumption is in line with international initiatives to support sustainable business practices, and its aggressive emission reduction goals demonstrate their commitment to climate action.

In summary, Volotea has established a precedent for the aviation sector with its creative approach to sustainable air travel, embodied in the Voloterra program. In addition to providing financial advantages, the company's incorporation of sustainability into its core operations promotes more eco-friendly and effective modes of transportation. Volotea's success story demonstrates that corporate innovation can benefit the environment and society as a whole when it is motivated by a commitment to sustainability rather than just being about profit.

23.

SDG 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE - ERRO Y EUGUI

Alessandro Bertola; Jayden Grignon; Álvaro
Gil Glaria; Isabel Gimeno Gil; Mustajab
Gunawan; and Anonymous

Business innovation for global good

TEAM NUMBER: 43

- ALVARO OLL PLATA
- ISABEL GIMENO OLL
- ALESSANDRO WERTOLE
- JAYDIP SINGH
- MUSTAJAB KARDHANI GUNAWAN
- PASKA ADEGA PUTRA

OUR INSTRUCTORS:

- MELIA NAIM
- YANC HARDC
- MARIA ISABEL RODRIGUEZ

ERRO Y EUGUI

- Operates in Pamplona, Spain.
- Expanded to various construction areas, including housing development, industrial projects, maintenance, and rehabilitation.
- Active during a period of economic expansion and industrial development in Pamplona.
- Known for its firm values and commitment to quality construction.

COMPANY INNOVATION

- **Carbon Footprint Reduction:** Embracing eco-friendly construction and industrialization to reduce carbon footprint.
- **Carbon Offset:** Committed to compensating for CO2 emissions, demonstrating environmental responsibility.
- **Green Building:** Incorporating nature-friendly features in projects to promote biodiversity and urban greening.

SOCIAL IMPACT

- Main focus of the company is passive housing, because passive housing gains zero emission for making buildings to attain energy efficiencies, comfortability and affordability and also reducing carbon footprint for a better environment. It is related to SDG that are mentioned above.

SDG 9 – Erro y Eugui

Group Reflection

The story we developed focused around our company Erro y Eugui and their work towards the construction of passive houses in their local community of Pamplona. This innovation primarily targeted SDG #9 Industry, Innovation and infrastructure. Before beginning many of us did not know what passive houses were. Passive houses are energy efficient designs that look towards sustainability for the future. Erro y Eugui achieves this by constructing the homes out of wood.

As a group we felt the option to support a sustainable initiative around infrastructure was common ground for us culturally. Although our group hails from 3 different countries the ability to relate to efficient energy consuming houses gave us an understanding for the others values. We quickly found each group member has a passion for making a better tomorrow. Using housing as a conduit we found a drive for each individual to sustainably benefit society.

Each member's unique strength and perspective contributed to the richness of our project within our collaborative framework. Similarly to Erro y Eugui, we discovered a shared passion for making positive impact on society as we delved into the complexities of passive house construction and its alignment with Sustainable Development Goal #9.

When doing this project, we have learned that with respect and desire to work we are all capable of reaching a satisfying

conclusion. We have also had the opportunity to interact with and learn from each other's teaching methodologies. This will allow us to apply new cultural, linguistic, academic and social horizons. When it came to distributing the work, there has been no problem. We met every Friday at the same time of the international introduction zoom meeting. We thought this would be the easiest because we were all able to attend the original meeting. We made our own zoom calls to talk about what the week's task was, what conclusions we had drawn from the previous week and we divided ourselves into pairs to do it.

What was sometimes a problem was communication. The biggest difficulty for us was communication outside of our usual group meeting time because of time zones. But in general, we have all gotten along very well when it came to working since we all showed interest in making the project the best possible.

Despite the challenges of different time zones, We demonstrated exceptional flexibility and dedication. We recognized the value of effective communication and established a regular Friday zoom meeting. This regular meeting time became a cornerstone of our collaboration, providing a structured platform for us to discuss weekly assignments, share conclusions from previous discussion, and assign responsibilities to pairs.

We not only solidified our commitment to the project by overcoming the challenges of time zones and communication,

but we also laid the groundwork for trust and respect. This foundation proved invaluable in resolving any issues that arose, cultivating a collaborative spirit that propelled us toward our common goal. We learned as a team that with our open communication, mutual respect, and a shared vision, we could navigate challenges and create meaningful, long term solutions. Our collective commitment to this project not only strengthened our bonds, but also demonstrated the potential of international collaboration in addressing global challenges.

Individual Reflections

Alessandro: As a member of an international team for the first time, one of the first things I noticed was the difficulty in time zones. With Canadians, Indonesians and Spanish members comprising the group the time zones apart were roughly 8 hours. This meant while some members were waking up, the others were just starting their evening, and the last set heading to bed. This made communications with all members at once a strict 1-2 hour window. Despite this pain point I still feel I was able to provide quality work to my group and communicate with a high degree of cultural respect. One contribution I feel was particularly helpful was in providing thought provoking and relevant interview questions for our company Erro y Eugui. These interview questions went on to help us construct a more SDG aware approach in our project. Going into potential future international projects I now feel more

confident in interacting with those across the globe. Specifically, I found carrying out the human virtue of empathy allowed me to better connect with and understand my group members. Empathy shows us that even if our cultures are different we are all still human.

Isabel: I am Isabel Gimeno, a second year student at the University of Navarra and during these months I have had the opportunity to work with two students from Canada and two from Indonesia. First of all, it has been an unforgettable experience and I would like to thank them and comment on the things I have learned. One of the things I have learned, which I think is the most important, is that despite the cultural difference between countries, there has not been any problem because with respect and willingness to work everything goes well and we are able to understand each other perfectly. I would also like to say that I felt very comfortable working with them because we were always all in the flames and I feel that we all worked in equal measure. I have to say that the only problem we have had is the time difference because it made communication difficult. Sometimes it was a hassle to have a conversation, especially on days close to delivery, as everyone worked according to their own time zone. But in spite of that we all made an effort and reached an agreement.

Finally I would like to thank my colleagues and the universities for giving us the opportunity to learn and enjoy this experience.

Jayden: Hello my name is Jayden from the University of

Guelph and this project with aim2flourish has been an experience I will never forget as I was able to work with people all around the world and gain different perspectives of people who attend university and like minded people. Like everyone else I would say that the time zone was quite difficult to get around as some people are waking up in the morning during the time that others are about to go to sleep. Another thing was probably setting hard deadlines as a group as most things were laid back it was tricky to get a hold of members as for the time zoning. Besides that everything ran smoothly and learned a great deal about what sustainability really is and how it can be relevant to businesses like construction. Zoom calls were a great way of communication to have our team meetings and to set those team meetings up we used the platform Instagram to almost stay in touch with our group members throughout the week to ask each other questions and answer any confusion that would come up while conducting our research.

Overall this project was a great new experience to me and would recommend any business student to take this class.

Alvaro: Hi I am Alvaro Gil Glaria and this is my personal reflection about the project. To begin with I would like to thank the organization of this exciting project for the possibility that they have given us to be able to work with partners from other countries. This experience has given us many good moments as well as stressful moments, however we have been able to go through them. The main issue I have found working with group mates from other countries is the

time zone. Without doubt it has been the biggest problem I have encountered when it comes to organizing meetings and answering messages. This leads to a communication problem because the doubts of each of the members of the group could not be solved and it delayed the work a lot. While this may have slowed down the work, the great collaboration of everyone in the group and the motivation we had to do a good project, has covered up other possible problems such as cultural differences. Before starting the project, I had a feeling of uncertainty because I didn't know what kind of problems I was going to face and how we were going to work and if I was going to feel familiar or not. Now, I can say that any feeling of uncertainty that I had before starting, was eliminated from the first meeting we had, thanks to the trust that each one of us placed in our partners.

So, I can conclude that the cultural differences and the way of working has not been a problem for me, on the contrary it has helped me to improve my way of working and collaborating.

Mustajab: Hi, I'm Mustajab Gunawan from IPMI International Business School and i want to share my experience for the whole aim2flourish project. As a team member, I enjoyed the experiential activity as a team member. Managing cross-cultural dynamics and time zones were difficult, but our structured communication and commitment facilitated a successful virtual collaboration. Personally, I struggled with fluency and shyness in English, and late night meetings were difficult. Despite this, the team's dedication and

my commitment to the project won out, resulting in a positive and memorable experience. Overall, this experience has taught me a lot about navigating different points of view, overcoming language barriers, and dealing with time zone differences. Positive outcome and effective collaboration in addressing complex issues. Participating in the experiential activity was a rewarding journey that exposed me to the challenges of managing cross-cultural dynamics and navigating time zones. Despite the challenges, our commitment to structured communication was critical to the success of our virtual collaboration. It was difficult for me to deal with my English fluency and shyness during late night meetings. However the team's unwavering dedication and my wavering commitment resulted in a successful and memorable outcome. This experience significantly improved my ability to deal with diverse viewpoints, overcome language barriers, and efficiently address complex issues through collaborative efforts.

24.

SDG 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE - KESHO CA

Callum Fidler; Vicki Xi Wen Liu; Javier Juan
Cruzado Espuch; Thabo Nkosi; and
Nhlantila Simelane

UNIVERSITY OF MPUMALANGA

Universidad de Navarra

UNIVERSITY of GUELPH

ACCOUNTING SYSTEM-CLOUD BASE

Kesho's innovation is to digitize their operations through the use of softwares such as SimplePay, Xero and Office365.

Authors

Nhlanhla Simelane
Thabo Nkosi
Callum Fidler
Vicki Liu
Javier Cruzado Espuch

PROFESORS

Dr.Maria Rodriguez Tejedo
Prof.Ferdinand Nyimbanira
Prof. Yang Hoong
Prof. Ruben Burga
Prof. Romina-Hosseingholizadeh

TEAM NO. GROUP 65

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

17 PARTNERSHIPS FOR THE GOALS

13 CLIMATE ACTION

Kesho
Chartered Accountants (SA)
Accounting, Advisory, Audit, Info systems

SDG 9 – Kesho CA

Group Reflection

Kesho is a cloud-based accounting company established in South Africa. Through innovation and development, Kesho is digitizing its operations and undergoing a revolutionary shift. Established in 2010 with the aim of providing individualized services for the community, the organization has led the way in transforming financial services within its domain. The primary motivation behind digitization was the goal of offering clients committed and effective services in a world of rapidly advancing technology. When investigating about the company we were very surprised about how the company was doing and how they could develop technology in a non-technological environment with not too many resources. We are all very motivated, Kesho help us to increase our knowledge in different areas of the business world, such us: cross cultural learning, development on new technologies in companies and much more.

Some salient point from the interview that we want to comment is one extraordinary comment that Thandeka Moshesh, Kesho Manager and Business Advisor said to us. “Our sense of purpose comes from working together with people and partnering with companies to help them grow. The innovation of becoming cloud-based has made that very possible in ways we had not thought of before.” We think that this phrase that the interview said is the perfect description of a role model company. When we hear this reflection about

the purpose of the company, we all were very happy, because in that moment we all know that we have choose the right company.

Also, through the assignment, we learn how to be culturally sensitive in our business dealings. The cross cultural encounter with Kesko strengthened the ideas of the practical application. It is imperative to comprehend and honor the cultural subtleties inherent in a business setting in order to make well-informed decisions and cultivate a positive rapport. We were able to clearly connect Kesko's tale with sustainability, the triple bottom line, and accountability by placing it inside the context of our academic knowledge. The triple bottom line is subject to Kesko's digitization revolution, which takes into account the environmental, social, and economic aspects. The narrative strengthened our comprehension of how companies may act as catalysts for positive change, tackling societal issues and promoting sustainable growth. When investigating about the company we were very surprised about how the company was doing and how they could develop technology in a non technological environment with not too much resources.

This investigation reveals the relationship between company choices and societal effects, refuting the notion that social responsibility and capitalism are mutually contradictory. Kesko demonstrates environmental sustainability and social consciousness, which encourages us to reevaluate the place of corporations in society. The way the company story questions our preconceptions of the traditional role of accounting firms

caught us off guard. It highlighted how dynamic business is and prompted us to reconsider and challenge our preconceived beliefs. This tale serves as a reminder that companies may be effective instruments that actively address societal needs in addition to their bottom line. We were very surprised about how the company works and how they help the community with highly quality services to different business. It is important to remain that most of the clients of Kesho aren't big companies, so that help us to understand that there is an important market gap there and an important future development in that area.

We are all very motivated, Kesho help us to increase our knowledge in different areas of the business world, such us: cross-cultural learning, development on new technologies in companies and much more. When we consider the story, we notice a shift in our understanding of the place of business in society. We envision ourselves as a group incorporating these into our thoughts and future actions. We think that this help us making us more conscious of how technology could be used in a business setting to drive positive social change.

We see a link between this exercise and our future roles as business professionals in certain years. Our understanding of the opportunities and responsibilities associated with managing businesses has been shaped by this investigation. Drawing inspiration from Kesho's transformative journey, we anticipate a commitment to innovation, sustainability, and inclusivity in our future endeavors. Our group recognized the

importance of outgoing communication in maintaining a cohesive workflow by virtual meetings. These meetings were scheduled to discuss progress, share insights and collectively brainstorm key relaxions. These meeting allowed us to real time collaboration, fostering a sense of collaboration, fostering a sense of connection teamwork.

In order to maintain a centralized responsibility, we used collaborative document sharing platforms. This facilitated collaboration and allowed us to review and comment on shared documents outside of scheduled meetings. Despite the effectiveness of virtual meetings, time zone differences occasionally presented difficulties for our team. In order to address this, we modified the meeting schedule by adding brief shifts that allowed everyone to attend.

In conclusion, our analysis of Kesho's story has been enlightening. It prompted a reevaluation of our perpetrations of business and its potential for social goods. Kesho's story serves as a model for integration of innovation and sustainability, challenges traditional business. As we move forward, we are inspired to be prepared for positive change, recognizing that business can be force for social good while remaining economically viable. This exploration has not only broadened our academic understanding but has also sparked a collective commitment to shaping a future where businesses actively contribute to building a sustainable and inclusive world.

Individual Reflections

Javier: Being a member of this virtual team demonstrated the complexities of cross-cultural collaboration and was a rewarding experience. Our conversations became more insightful and richer as a result of the diversity of perspectives brought about by the cross-cultural dynamics. But proactive coordination is needed to manage communication across time zones. We were extremely fortunate to find the gaps in the week for the meetings because it didn't cause us to be sluggish in our group work. I also need to mention that I appreciated the team's cooperation in adjusting the time zones to suit each member of the group and to further my knowledge as a student. One intriguing aspect of collaborating with individuals from diverse cultural backgrounds is witnessing the smooth integration of our academic knowledge into our teamwork, which serves as a strong basis for our analysis. To address any misunderstandings in our ideas, I believe that these cross-cultural dynamics navigation required cultural sensitivity and open communication. However, it should be noted that not all team members—including myself—speak English fluently, so occasionally I would struggle to express my opinions.

Thabo: Being in this group was a great experience. We looked at a company called Kesho in South Africa that uses technology for accounting. It taught me that even in places without a lot of technology, businesses can use innovation

to do good things. Kesho changed how I see traditional accounting firms and showed me how the business world is always changing. We also connected what we learned in class about sustainability and social responsibility to Kesho's story, proving that businesses can make a positive impact on society while still making money.

We had some challenges with virtual meetings and different time zones, but we used online tools to talk and work together. Looking ahead, what I learned from this collaboration will probably influence how I approach my future job in business. I'm inspired by Kesho's focus on innovation and helping society. This experience made me believe that businesses can be a force for good. I will conclude by saying, being part of this group wasn't just a school task; it was a journey of learning and connecting. It showed me that even working online, we can achieve meaningful things together. Learning about Kesho made me want to be part of creating a world where businesses actively contribute to making it better for everyone.

Nhlantila: Firstly, I would like to give my appreciation to our great Professor. It would not be possible to achieve COIL mission, I want to say these whole heartedly, COIL has made it possible for us to interact globally with our peers who are doing the same studies to try and come up with solutions that our local and international brothers and sisters face daily. Having to learn about 25 Sustainable development Goal, that are a pandemic to our daily live as to people such as Poverty being crucial to our daily lives for survival as human beings.

This opportunity has enhanced us to improve our network global, as to work as a team in different dimensions, working as a team it has helped us to improve our weaknesses and strengths. Being able to work under pressure as we had to prevail in our studies while staying up to-date with assignments. Improve time management for effective outcomes as we had to schedule our meetings. It has been a magnificent experience to work with my group members as they express professionalism and work ethics. Lastly, I would like to encourage COIL to do more of these opportunities where young people meet from different dimensions to discuss affairs of our world and ensuring sustainable world for future generations and better world. It was indeed a splendid experience to be part of COIL exploring Kesho's innovation of accounting cloud. It really, inspired myself and having to learn more on the interview with the Manager and their daily positive impact towards surrounding community and strengthening South Africa institutions and law by ensuring business financial statements are Faithful represented and Relevant in compliance with IFRS ,GAAP AND IAS standards.

Vicki: This entire opportunity was a great delight for me to try something new. Facing the occasional challenges of having a language barrier or our different time zones being our struggles during the period of our project. However, being paired in a group with great team members helped make this entire project an ease to do. With great communication and

coordination, it was easy to adjust to difficult problems of conflicting schedules between 5 of us. Being an exchange student in Canada, I am experiencing many new opportunities, and this project was one of them. Doing group work in university is nothing new but doing it with people internationally is something else. I think COIL and Aim2Flourish are great organisations to get a real view of the business world, where we can speak directly to company employees and see where responsibilities lie from ours to other groups' companies. It ties in everything we learn during our classes and allows us to incorporate these teachings into our project. Coming from 3 different universities also helps as well, as it furthers the academic knowledge being brought to our group to help us with coming up with more ideas and opinions.


Callum: This Aim2Flourish project has been beneficial for me in several ways. Firstly, this project has put me in contact with fellow ambitious business students and future leaders from around the world. In this way it has helped me expand my network which could result in more opportunities in the future. Through this project I've gained experience in managing projects internationally. I enjoyed learning about life in South Africa and Spain from my colleagues. Going into the project I thought it would be a challenge to obtain an interview and to meet weekly as a group. However, I was relieved to find that our South African colleagues had steadfastly prepared an interview. Also, despite our differing

time zones and schedules, we were able to meet every week as a team without much difficulty. The project has also been beneficial for me to learn about the challenges people face globally and how business can be used for social good. For example, Kesho Accounting helped me see the positive impact business can have in reducing poverty, especially in developing economies. Before the project I had taken for granted the power of cloud technology because it's so common in Canada. Now after this project I can see how increasing the accessibility of cloud technology can be a big step forward in reducing poverty.

25.



SDG 10 REDUCED INEQUALITIES - CDW

Alina Baranava; Alex Vergiris; Jocelyn
Ramirez; and Matt Skorupa



THE TECH GURUS BUSINESS INNOVATIONS FOR GLOBAL GOOD


CDW makes technology work so people can do great things. They are a technology solutions and service provider, partnering with the largest hardware and software manufacturers to bring technology to educational, business, and government sectors.


Mary Ragul, Anjali Chaudhry,
Ruben Burga, Yong Hoang

Gender Equality & Reducing Inequalities in Tech


- Partnering with Compudopt to bring refurbished technology to communities without access
- Provides education on technology and how to use it to K-12 and university students. Working with Junior Achievement USA.
- Making the technology industry reflective of the world we live in by working with Girls in Tech and Girls Who Code




4 QUALITY EDUCATION




10 REDUCED INEQUALITIES



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Working Towards Digital Equality

- Support quality education through teaching digital literacy
- Focus on creating a diverse workforce by encouraging female education
- Contribute to sustained, inclusive economic growth and decent work through skill building
- Support building resilient infrastructure through fostering innovation
- Bridging the digital divide and reducing inequalities by providing opportunities for all

Group 20
Aina Baranava, Alex Vergins, Jocelyn Ramirez,
Matt Skrupa, Ruth Ndegwa, Robert Mutinda

Group Reflection

Our group interviewed Brandon Ruffin who works at CDW. Our group created certain questions that we wanted answered to get a firm background about the company. We wanted to ask Brandon what CDW is and what is his role in the company. We wanted to know what CDW is exactly and what it was created for. We also wanted to get to know Brandon personally, as well as his background, his point of view on the business, and his place in the company. Another question we had was about some recent innovations that the company created and has it impacted or solved one of its sustainability goals. We as a group wanted to dig deep into what innovation the company has been recently working on and how it has impacted their main goals they have. We wanted to know a little bit about a certain innovation that they have and if it follows the purpose of the company they have built. The question was about CDW's purpose in helping the customer achieve their goals and providing them with technological advice and products. Then we asked how the idea of the innovation came about for the company and what impact it has made on the business itself. We wanted to know what this innovation did for the company and how it has positively impacted the company. We as the group wanted to dig deeper into this specific innovation, so we asked another question about the short, and long-term effects it had on the business and society. Lastly, we asked Brandon about his daily job like what his favorite and worst parts of the

job, and what his daily routine looks like. These questions were asked during the interview process which helped us as a group get a deeper understanding of the business we are working with, as well as the Brandon Ruffin.

After the interview we as a group found it very impactful toward our work for this project. We found many things that were either impressive, surprising, or very interesting. It was very interesting when Brandon first talked about his background with CDW and how he got there. CDW was originally a computer discount warehouse in the 1980s to a technology solutions and services provider. Now CDW goes beyond selling computers; they provide full-scale technology solutions, including configuring and setting up computers for customers. We also found that CDW is partnering with major tech companies like Dell, HP, and Cisco to provide solutions and services. We were very impressed that CDW operates globally with coworkers in the US, Canada, the UK, Australia, South Africa, India, etc. CDW sells to a diverse range of customers, including K-12 education, higher education, government entities (both state and federal), businesses of all sizes, and healthcare institutions. We found that CDW addresses various SDGs, including good health and well-being, quality education, gender equality, decent work and economic growth, and reduced inequalities. It was very interesting when Brandon talked about CDW collaborating with Ecotone Analytics to create an evidence-based framework and data-driven logic model to determine specific issues related to digital

equity that CDW would support. He also talked about the three main areas of focus in CDW's digital equity model are providing access to technology, supporting education, and building the workforce, with a focus on making the tech industry more reflective of diversity. It was also very interesting, and impressive when Brandon talked about specific innovations that the company created and how it has impacted the company or even the society. How it's related to the company's purpose, CDW you'll hear them say their mantra which we make technology work so that people can do great things. In conclusion, we found some great information from this interview that to us as a group was either impressive, surprising, or interesting.

As a group, we identified few gaps in our current knowledge. From our understanding of the interview, CDW has made an initiative and have been very intentional on making sure that the devices sector has been handled whereby they have made provision and donations for those without access of the devices. Also on digital literacy, it's clearly seen that they have really worked to impact on digital literacy to enhance digital equity in the technology space by working with organizations such as Girls who Code and Girls in Tech. The only gap identified is on the sector of internet access. What happens to the less privileged who are given donations? How do they access their internet services? Does CDW provide for them? Also on the provision of grants. How do they go about giving endowment or rather what qualifies different

communities and countries to getting the endowment and does it differ depending on the magnitude of the situation?

There was one area of the story that we were taken back by the fact that CDW has initiatives on providing technology literacy. Those donated to, in case of illiteracy when it comes to the technology sector, CDW makes sure they have taught them and how to operate on it. The fact that they had faced a language barrier while working with Laurie Children's Hospital and they quickly maneuvered and curbed the problem by providing the hospital's team under new digital equity program, iPads to their interpretive services team so that they could use the program to translate as they could be right at the bedside with the iPads that CDW provided.

It was inspirational to hear all the business practices that CDW is involved in. Speaking to Brandon helped us understand their expertise in technology domains. Our initial expectations before conducting the interview were low in comparison to how CDW handles their initiatives. They contribute to the economy and emphasize the usefulness of knowledge and specifically digital concepts that can help foster a growing community. CDW understands that businesses have varying needs. They provide scalable solutions that can be a challenge. However, they work through this by adapting to the changing demands of a business.

We learned that to be a sustainable and thriving business you must be able to adapt to the economy. The business model that CDW must have helps implement these changes that allows

flexibility in adjusting their technology infrastructure as needed. Especially when working and providing services to big technology companies like Dell and Hp the point is to keep up with the latest technology.

Exploring the AIM2Flourish story gave all of us some things to think about, especially regarding what different businesses do to give back to their community. With CDW, we got to see how they would continuously give back to their local communities as they would try to work towards some of the global goals. With the CDW story in mind, this AIM2Flourish experience will affect the way we think in the future towards businesses. Mainly, on top of what a business provides as a service or product, what else they provide for their communities, and how they look to give back. While interviewing, Brandon mentioned how many consumers look to do business with a company that wants to do more than just make money and this is something that will change the way we look at different brands. The exercise allowed for us to see some insight behind the scenes of many decisions that go on with a business when it comes to the extra work they put in and it will certainly be a factor in evaluating companies whether that is as a customer or even a potential business partner. CDW inspired us by showing how they're able to take their connections with technology partners and use this to provide people with access and education to technology. We feel that in the future we will act to try to incorporate even the smallest steps to work toward a Sustainable Development Goal.

Speaking from the perspective of all management courses our group can agree that by setting up weekly meetings and by creating a group chat it helped supplement team dynamics and performances in several ways. Such as leading and communicating between one another. Whether that is being a producer in providing a helpful hand when a task was unaccomplished or creating connections between one another in finding similar topics to speak on. We were also able to often reflect on what drives a business to implement CSR into their framework and how certain activities can support the demands of stakeholders. This was especially helpful when we were brainstorming interview questions and creating the Aim2Flourish story.

Working with a team of five individuals in all parts of the world came with its challenges, however, we found many ways to organize our group. Each week, after conducting our meeting we would broadly discuss the assignment at hand and the vision in which we would like to go. From there, we would create a shared document where everyone was responsible for a particular section and allow ourselves a few days to complete assigned tasks. We would meet again if necessary to review and combine our work before submission, however, for smaller assignments one of us would volunteer to combine the work and submit it. We found this was the most efficient way for us to work together especially with the various time zones. Something we found very beneficial was to brainstorm after

our interview and talking about key takeaways. This really helped with making our analysis feel more cohesive.

26.

SDG 11 SUSTAINABLE CITIES AND COMMUNITIES - IGERNAN LIMITED

Alex Tiensovan; Ariel Lunshof; Cristina Alli
Rincón; Lucía Mota Largo; Tsumbedzo
Madzivhandila; and Anonymous

Group Reflection

As a group, we all really enjoyed the experience working as an international group. It is not every day you get to interact and work together with people from around the world, and this project was an enjoyable time, even if we faced difficulties along the way. The story itself was really interesting to learn about. The idea that buildings could be made more sustainably is a very interesting concept that we were not overly familiar with, and thus made it both challenging but also fun to discover the different ways builders can make use of the space. The green walls and geothermal tubing being the main two innovations were both really intriguing. The space itself was very vibrant and reflected the ideas stated during the interview that the location is enjoyable to work within, due to all the plants around the hallways, and well taken care of green walls. Especially compared to other office buildings located in big downtown cities, the place felt like it had life, and for the Guelph members, was a very enjoyable location to tour. The geothermal piping was a very unique method to heating and cooling the building, which the team has heard about but not seen in use before. As stated during the interview, they have many pipes at just over 60 total, that can use the ground to either keep cool air or hot air inside for when one is required. They also pipe throughout every office in the building, allowing specific temperature control to be met for all tenants, as well as assisting the building stay efficient, by moving air that

is hot from rooms heated by the sun, into rooms that are not hit by sunlight. The capabilities we have in the modern day are truly fascinating and beyond what we expected, and it was very enjoyable to learn more about. We as a group also discussed how we all were impressed by the building, and the design of it. Especially due to the nature of having an international group, while a building is the same concept no matter where you are in the world, they may be made differently depending on where you live. Thus it was a fun time discussing the building and features after the tour to the members who do not live in Canada due to the differences in design. It is also worth saying, even the Guelph members were impressed upon entering at first due to the completely different approach the building was made in compared to the average office building in Toronto.

A big take away from finishing this story, especially thanks to the person we got to interview, is how to start acting sustainably today? They put a lot of emphasis during the interview discussing, as they put it “how to reduce energy at source” and how “sustainability is about what we can do today”, rather than what we can do in the future. They ended up reinforcing the idea that sustainability is something we as individuals have to work towards as best we can now, due to these statements and the general way they talked throughout the tour. Sustainability needs to be a priority for an individual first and foremost and put emphasis on it to help other groups or people recognize the importance and follow through. Previously to the group it appeared that most buildings in

downtown cities were not built sustainably due to the nature of what a building is, but in reality we learned that buildings have a lot of potential within them, and it is just on the creators to put time and care into ensuring the place actually is sustainable. The learnings through our courses helped us better have an idea of how important sustainability was and how sustainability can be beneficial to the company. For example, the Guelph team members being in a course about Corporate Social Responsibility (CSR) have heard a lot about the importance and potential benefits of good CSR practices. Thus we can understand that a company like Igerman Limited has benefits from their sustainability practices and good CSR, such as tenants who respond to sustainability being a core part of their own business. This is in comparison to other buildings in Toronto that do not have sustainability built into the plans and may find a more lack-luster or basic response from members of the community.

Work was generally conducted based on who seemed well fit for a job or who had time to finish a task. We would have our weekly meetings where we would discuss what was due for the week, and we would try our best to spread work out between group members and see who was available time wise to finish the task. It was hard to figure out who would do certain parts of the workload due to technical errors and the sort, but also due to exams or projects in other classes. In the end though we pulled through as a team completing what was required as fast as we could! The biggest thing that helped

was the weekly meetings, as even though we communicated through messaging, talking live with each other was always more efficient and clear. Having these meetings also allowed everyone to share their thoughts better and schedule activities and ensure nothing was being skipped, such as what was due for the week. As for things that did not work, the biggest issues were how it was hard to find time to or even message at times, due to the nature of different time zones, and the time zones changing, as well as the splitting parts of the assignment up. Take for example the Appendix 3 document and the interview, both are easier to be done for the members that communicated with the person we interviewed, rather than the members who were living elsewhere in the world. While we still split the work up as best we could, potentially communicating as a group to the person we were going to interview may have been a better approach to have been able to better involve everyone and spread the workload between the team.

Individual Reflections

Alex: Personally, I really enjoyed my time working in this international group project. There were some difficulties with scheduling meetings and getting everyone together, especially with the time changes that occurred on the Guelph and Navarra side. In the end we tried to get as many people as we could every week and share the work between those who had time and felt comfortable doing specific tasks which worked out well. Interacting with everyone was fun, and learning

about each other's cultures and learning environments were fun side conversations. I will also comment that we had some slight communication issues, but nothing major and we resolved all of them as they came up, such as when a member could not understand what someone else had said. As a whole, while extra challenging at times, this international group work was very exciting and a very refreshing experience and I would love to try something similar again at some point.

Ariel: While it was difficult, this project gave us all a great learning experience in managing meetings across different time zones. This is such a unique project, and especially after COVID, it is so important to work on group communication and organizational skills, and this project was the perfect opportunity to do so. As well, our project benefited from all our different experiences and perspectives. It was also nice to chat about things not related to the project and hear what it's like to be a student in Mpumalanga and Navarra. Everyone was extremely nice and understanding. I think we had a great team. I would like to shout out Alex specifically, as he was so amazing at organizing the meetings and ensuring we had everything we needed to submit each week!

Cristina: As a team member, I found this project as a challenging and rewarding experience. The cross-cultural dynamic demanded open-mindedness, and it was interesting how we acknowledged diverse perspectives. People were very nice and friendly. The only hurdle we found was the difference between the time zones, however we managed to meet all the

weeks or at least most of the members. The collective spirit of the team, characterized by friendliness and mutual respect, was instrumental in overcoming hurdles. Notwithstanding the challenges, the team demonstrated impressive flexibility in scheduling regular meetings, ensuring effective communication. The diverse linguistic landscape brought out a mosaic of ideas that significantly enriched our project. Remarkably, the team fostered a cohesive and supportive atmosphere. The shared commitment to project goals mitigated potential cultural misunderstandings, underscoring the team's resilience and adaptability. I have improved a lot of skills and gained knowledge, which will help me in my future professional and personal life.

Lucía: Engaging in an international group project was a transformative experience that broadened my perspectives, challenged my communication skills, and deepened my understanding of cultural diversity. As a member of a diverse team composed of individuals from different countries, backgrounds, and academic disciplines, I found the project to be both rewarding and challenging. One of the most significant aspects of this international collaboration was the exposure to diverse working styles and cultural nuances. While this diversity brought richness to our discussions and ideas, it also required a heightened level of communication and understanding. Adapting to different time zones, working hours, and expectations required a high degree of flexibility and a proactive approach to time management. However,

these challenges served as catalysts for our team's growth as we collectively learned to navigate and appreciate our differences. The lessons and skills acquired will undoubtedly contribute to my personal and professional growth, shaping my approach to future collaborations and interactions.

27.

SDG 11 SUSTAINABLE CITIES AND COMMUNITIES - BROMO MINERAL RESOURCES

Olivia Farfaras; Gabriela Fontan; Manuela
Iñiguez; Verrisa Salsabilla; and Cornelia
Natasha

**BUSINESS INNOVATIONS
FOR GLOBAL GOOD**

GRUPO 33

Carmela Noronha Walsander, Verónica Salsabilla, David Ferrares, Jonaki
Orlandi, Mariana Iñiguez and Gabriela Fontan

Universidad de Navarra UNIVERSITY OF GUELPH ipmi

BROMO MINERAL RESOURCES

**INNOVATIVE PROGRAM :
WASTE TO GOLD**

9 KG PLASTIC BOTTLE WASTES = 0.01 GRAMS OF GOLD

BROMO RESOURCES

Instagram: @wastetogold_id
Website: <https://bromoresources.co.id/>

WHERE?

JAKARTA, INDONESIA.

WHEN AND WHAT?

- Established in 2019
- Owns and operates works for the construction of facilities at the mine site

HOW IT HELPS SDG'S

THE PROCESS

CHECK OUT THE VIDEO OF THE PROCESS!

SDG 11 – Bromo Mineral Resources

Group Reflection

This experience has afforded us the opportunity to learn many valuable lessons. As a team composed of individuals from diverse countries, the project has allowed us to forge a special bond with people from different cultures and corners of the world. Aligned with the teachings from our coursework, we have been able to enrich our understanding of various cultures and their approaches to work and task execution.

The project has facilitated the development of heightened cultural awareness and sensitivity. Collaborating with members from Canada, Indonesia, and Spain has provided us with diverse perspectives on communication styles, viewpoints, and work methodologies. It is noteworthy that the project has enhanced our ability to collaborate effectively across time zones, languages, and cultural contexts. We have come to recognize the paramount importance of clear and effective communication to adapt to different working styles.

Additionally, we have had to accommodate other individuals and their schedules, showcasing that each team member has made a concerted effort to ensure the success of our meetings and adapt to one another's academic timetables to guarantee fruitful collaboration.

Due to the unique contributions of all group members, bringing forth distinct ideas to the project, we have been enriched socially, culturally, and environmentally. Ultimately, the project has enabled us to practically apply sustainable

principles to real-world challenges, developing sustainable solutions based on the concepts learned in our coursework. The intercultural collaboration has not only contributed to the project's success but has also fostered enduring connections among us. We aspire to maintain this connection beyond the scope of the course.

The learning in the courses we took, especially in courses related to 'Business', certainly supplemented and helped our teamwork in our COIL project. We were greatly helped in organizing our collaboration because, from the beginning of our learning, we were introduced directly by our professors to what 'flourishing business' is, the meaning of the 17 types of UN Sustainable Development Goals that we will apply in the selection of companies, and the innovation of a sustainable business that has a good impact on society. This made it easier for us to identify potential companies to interview and supplement our collaboration in the process of determining a for-profit company with innovations that match some of the UN Sustainable Goals, which we have chosen as the topic of our AIM2Flourish story.

From the beginning, the coordination and communication within our group has been great. We established a fixed day each week for our meetings, and all participants have attended each one. Collaboration has been smooth, with each member contributing significantly to our project. To organize responsibilities, specific roles were assigned to each team member. Verissa and Cornelia took on the task of conducting

the interview, as the company is located in Indonesia, which was more convenient. On the other hand, Olivia handled the story, drawing from the previous interview. Given her proficiency in English, it was considered the most suitable option. Finally, Manuela and Gabriela focused on creating the poster, aiming for a visually appealing and concise design. They included a QR code leading to the company's production process and highlighted the most relevant Sustainable Development Goals (SDGs).

Following the assignment of tasks, we agreed on a delivery date one day before the one set in Classroom. This choice allowed each member to review the work of others, facilitating the possibility of suggesting changes, if necessary, or obtaining the team's approval. I believe that all group members have contributed equitably. Each has brought distinctive aspects, but all have demonstrated a consistent level of motivation and commitment to the project. The effective organization of tasks and project management have been noteworthy, allowing us to maintain a consistent order and stay informed about all requirements and deadlines. By the WhatsApp group, we were constantly in contact updating the work we had done or the deadline for certain tasks. We used it also to remind each other's the date to sign in at the AIM2FLOURISH homepage or when the time was rescheduled in certain places, to point out the new meeting time.

In our recent project, we implemented a clear communication strategy in our COIL group. One of the

standout elements was our commitment to fostering a culture of open communication and collaboration. We have a schedule to meet once a week on the same day and time, making it easier for us to plan tasks ahead of time. This made it possible for us to coordinate our activities, set clear targets, and quickly resolve any issues. In our opinion, having a plan and good communication is the key to a successful group. However, one member of our group left us along the way; perhaps it was our own fault for never reaching out to him as he never participated in meetings or responded to messages in the WhatsApp group. To minimize possible problems that may occur, we also encouraged mutual support and accountability. We feel a sense of accountability was developed in our group by clearly defining expectations and keeping each other updated on each other's progress. In addition, ensuring that everyone received support and direction when they encountered difficulties prevented anyone from feeling overburdened or abandoned.

Individual Reflections

Verrisa: I am Verrisa Salsabilla, a student from IPMI International Business School. The COIL project was my first experience in participating in a college project with international students. At first, I was quite worried about the activity, especially since I have never interacted directly or virtually with international students, but I am very grateful to have partners, Cornelia, Gabriela, Manuela, and Olivia who

are very active, very helpful, and responsible in carrying out the tasks that we have shared. When working on the COIL project, I was oriented by the guidance and direction that my lecturers had given me and realized that without the guidance of the lecturers, the project results would not be satisfactory. From the COIL Project, I gained invaluable experience in the importance of teamwork amidst time differences and cultural differences. I gained knowledge of the importance of implementing UN Sustainable Development Goals innovations in a company to create a good impact on society, but unfortunately, not all companies apply the UN SDG concept in their companies. Furthermore, this COIL Project opened up opportunities for me to be able to interact and establish good relationships with international students, as well as expand my network through the COIL Project.

Cornelia: I am Cornelia Natasha. As a student of IPMI International Business School cohort 2023, I must say that this collaborative online international learning experience focused on the SDG has been an amazing experience. It was fulfilling and challenging to work virtually in international project teams. Effective communication and flexibility were essential when working across time zones. Nonetheless, it was fun to see how different skill sets and cultural viewpoints came together to work on the project. It was also good to have dependable group members. I've heard from a lot of people that they struggle to collaborate with their group, but fortunately my group was very responsible and amiable. I learn more about

new enterprises that we were unaware of and get the chance to have practical knowledge, which makes learning about our SDGs more engaging and effortless. The work of our team's research, brainstorming, and group activities served as an evidence to the effectiveness of digital cooperation.

Olivia: My name is Olivia Farfaras, a student from the University of Guelph. I am very happy to have been a participant of the COIL 2023 project. This project provided me with the opportunity to collaborate with like-minded students from around the world. Although time-zone differences make this project more difficult to coordinate than a traditional group project, I had attentive groupmates who actively communicated through our WhatsApp group chat. Each team member had a positive attitude and demonstrated many effective qualities such as being open minded, supportive, and committed. Given the fast-paced nature of this project, it could have been more challenging but was made easy because of my team members. Choosing which company to write our AIM2Flourish story on during the initial stage of the project exposed me to innovations and ideas that I would not have learnt about without it. I gained a better understanding of global business practices and broadened my perspective on sustainable initiatives. The COIL 2023 project has not only enriched my academic experience but also fostered lasting connections with diverse individuals.

Gabriela: I am Gabriela Fontán from the University of Navarra. I would describe this project as different and

innovative compared to the usual activities we undertake at university. It represents a great opportunity to gain experience in collaborating with individuals from different countries and benefiting from their knowledge or learning from different cultures and ways of working. I consider myself fortunate to have had team members who were highly committed, motivated, and significantly dedicated to the work. Coordinating a specific schedule for meetings posed a challenge, given the time zone differences that required each of us to participate at different times but as a team, we managed to deal with it. Although we all played leadership roles in the project, each member contributed in a unique way. Initially, we faced some communication difficulties during meetings, but over time, we managed to overcome them. The progression observed from the first to the last meeting provides me with the opportunity to reflect and acknowledge that, to some extent, we have acquired new skills in this aspect as well. This project has also helped me increase my knowledge about the SDGs and how to implement them in a company. Working on “Bromo resources” was interesting because it’s innovative and different from what we normally encounter in our daily routines.

Manuela: I am Manuela Iñiguez, working on this project has been a truly enlightening experience. Collaborating with individuals from Canada and Indonesia has not only broaden my perspective, but it has also deepened my understanding of the different dynamics of working. One of the most significant

aspects of this project was the cultural diversity within the team, interacting with team members from different corners of the world was great! This cultural exchange enriched our discussions and points of view, foresting an environment of creativity, innovation, and commitment. Working across different time zones was a challenge, however every team member was aware of this and made an effort to meet up every week. This experience has indeed highlighted the importance of clear communication channels, adaptability, and mutual respect in a globalized academic landscape. All the team members worked excellently, and in an equal way, we were all ready to help if something was needed and enthusiastic to learn from other team members. All in all, this has been a great experience and a great opportunity to successfully work with people from different parts of the world.

PART III

THE PLANET AND THE UN SDGS



SDG 6

Goal 6

Ensure availability and sustainable management of water and sanitation for all

<https://sdgs.un.org/goals/goal6>



Goal 12

Ensure sustainable consumption and production patterns

<https://sdgs.un.org/goals/goal12>



SDG 13

Goal 13

Take urgent action to combat climate change and its impacts

<https://sdgs.un.org/goals/goal13>



Goal 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

<https://sdgs.un.org/goals/goal14>



SDG 15

Goal 15

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

<https://sdgs.un.org/goals/goal15>

28.

SDG 6 CLEAN WATER AND SANITATION - ALMOTECH

Silvia Halcón Urra; María Isabel Navarro
Alaez; Santiago Villat Lievano Perdomo;
Gabrielle Shields; Mercy Wanja; and Kelvin
Mbeleti

"BUSINESS INNOVATIONS FOR GLOBAL GOOD"
 TEAM 7: Isabel Navarro Altes, Silvia Hilecan Mira, Carolina Zbindi, Santiago Ramirez, Henry Wanja, Kelvin Mbatia

UNIVERSITY OF QUEBEC
 KENYATTA UNIVERSITY
 almotech
 Universidad de Navarra

ECO-BUBBLES: OIL'S SOAPY REVOLUTION!

2018 - 2023


Almotech is a technology-based start-up with high growth potential. They want to develop new technology to recover used oil at source in different areas such as households or clean points.

December 2023
 Machine mapping

Yenxa from a waste product obtains a basic necessity such as washing machine detergent. For every liter of oil, 3 liters of top-quality detergent are obtained.



Yenxa's detergent is free of phosphates, sulphates and parabens. It works with biodegradable capsules. It prevents 100% of water pollution for every liter of oil poured down the sink. It also encourage buyers a conscious and responsible consumption of this good.




Different impacts

- Impact for the business: future economic profit as it is a unique innovation.
- Impact for the environment: less water pollution and future eco-system improvement.
- Impact for the society: cost saving in laundry detergent by reusing oil.



95% of people pour cooking oil down their sink contaminating water and biodiversity.

Want to know more about Yenxa?
 Scan the following QR



AIM2Flourish
 almotech | January 12 | 8:00am - 10:00am

Instructors: Ruben Burgas, Romina Hecsoingholizadeh, Yang Hoang, Isabel Rodriguez Tejedo, Mary Ragui

SDG 6 – Almotech

Group Reflection

Firstly, conducting an interview with the CEO of Almotech Enterprises was an incredibly insightful experience. Delving into the company's vision and strategies, we gained valuable insights into the dynamic world of business leadership. A notable highlight was the emphasis placed on the pivotal role of the environment within enterprises, in this case its product Yenxa. It was created with an environmental purpose since it wanted to avoid the pollution produced by the oil, reusing it and converting it into laundry soap. We felt that was the best option as it suited everything we were looking for.

Almotech's CEO underscored the significance of fostering a positive and inclusive workplace culture, acknowledging its profound impact on employee satisfaction and overall productivity. Furthermore, the interview shed light on the perpetual need for innovation in today's market landscape. The CEO emphasized that continuous innovation serves as a key factor in maintaining a competitive edge, illustrating the enterprise's commitment to staying ahead in an ever-evolving business environment. This engagement underscored the interplay between a nurturing workplace atmosphere and the relentless pursuit of innovation, painting Almotech success. Therefore, it fulfills the triple bottom line: social, environmental, and financial performance, in a successful way. We felt that it was a really interesting company since it also

presented values that we really liked, such as perseverance, hard working, good treatment and open mentality.

Taking into account the cross-cultural experiences, the advantages of such a global venture were evident from the outset. Engaging with colleagues from different corners of the world introduced a mosaic of perspectives into our discussions. The fusion of ideas and approaches injected a creative energy into our work, fostering innovation and different types of ideas. The different ways of working have let us learn different tips and also learn how to deal with the difficulties that can appear in the organization due to different time zones and language(english for most of us was our second language, although with a little bit of effort we could understand ourselves correctly). The main issues we learnt thanks to the cultural differences were: extreme organization, knowing how to listen to different ideas with an open mind and knowing how to incorporate them in an innovative way.

In our weekly meetings we would assign and discuss tasks to each group member. This was a bit difficult because we did not keep a consistent meeting time and most times there would be two members who did not attend and participate in the meetings. This made it difficult for everyone because although we would assign each member a task they would not always complete it. This caused the other group members to have more work to do. At first the meetings were later in the week not leaving us a lot of time to finish each of our parts, however, we learned from errors and then we started organizing the

video calls better taking into account each time zone and we completed the tasks on time and in a good way.

During the video calls we divided the assignment of each week and we tried to do it in pairs, with the one that wasnt of our same country for knowing us better and learning more about different cultural thinkings (for example: one from canada, another from spain and other of kenya did the poster).

Beyond the immediate project tasks, we consider the international collaboration opened doors to a broader professional network. Interacting with individuals from Canada, Spain and Kenya not only enriched our understanding of diverse business practices but also broadened our horizons, offering insights into global market dynamics that in the future can serve us. This is because before choosing the Spanish enterprise, we considered different ones from other countries and we observed their way of working and their values. It was a great experience knowing about them.

Furthermore, the project discussions naturally gravitated towards environmental and social responsibility. The contemporary enterprise is no longer confined to profit margins; it must also consider its impact on the environment and society. Our team's dialogue incorporated the principles of Sustainable Development Goals (SDGs), reinforcing the idea that modern enterprises need to be conscientious stewards of both the environment and society. Companies like Almotech are not just adapting to change; they are proactively driving it, recognizing that a harmonious balance between profit-making

and sustainable practices is not only responsible but also essential for continued success in an ever-evolving global marketplace. This dialogue reinforced the notion that the integration of environmental considerations into business strategies is not just a trend but a fundamental shift towards a more responsible and resilient future for enterprises worldwide. We knew that environmental issues were present in companies, but we didn't realize that was considered so important nor that so many details had to be taken into account when launching a product or service, it was amazing knowing how they started and how and how they completed all the stages until reaching their dream product.

To sum up, our experience in the international project was like a colorful mix of difficulties and triumphs. Beyond the complexities of dealing with different time zones and communication challenges, there was a wealth of varied viewpoints and a shared global mindset that characterized our teamwork. This adventure not only highlighted the benefits of working together across borders but also emphasized the crucial need for businesses to take on social and environmental responsibilities in our interconnected world.

Individual Reflections

Gabrielle: I really enjoyed the AIM 2 Flourish project, it was a great experience to work with students from different countries. The most difficult part of the project was ensuring

that everyone could make the meeting that was held once a week. It was a bit of a struggle because of the three different time zones, everyone having different school schedules, extracurriculars and part time jobs. Unfortunately when we would meet each week usually two or more group members would not attend or participate in the discussion. As well when completing the assignments two group members did not contribute to the story or the poster. In the weekly meetings we would discuss what each person was expected to do. I and my other group members always contributed and were able to complete the assignments on time. I did not think it was hard to communicate with my group members even though English was their second language, they each spoke it well and it was easy to understand them.

Silvia: Working on a project with folks from Canada and Kenya was cool but sometimes tricky. We had video calls every week, and it was interesting hearing different ideas from people around the world. It felt like we were all in it together, learning from each other and making things better.

But, figuring out when to have our calls was a bit of a puzzle. Canada and Kenya have different time zones, so we had to be flexible. Sometimes, the internet didn't cooperate, making it a bit tough to talk smoothly. In addition, there were lots of video calls where we weren't all connected and when it came to making the posters and the story there were participants who did not work as much as others.

On the work side, we learned that being flexible and open

to new ideas is super important. It's not just about making money; businesses need to be okay with changing things up to do well. We also talked a lot about being responsible to the planet and the people. It's not just a trend; it's about making sure our work doesn't hurt the environment and helps everyone, following those Sustainable Development Goals (SDGs).

In the end, working together internationally was like a mix of challenges and good moments. It made us see things from different angles and made us think about how our work affects the world around us.

Kelvin: Working on the project with my colleagues helped me gain a lot from them since they made me start seeing things from a different perspective. The project promoted the essence of teamwork among all the members of the group as everyone pulled out together until we were able to tackle the project at hand efficiently. The project also helped us meet and share extra-curricular ideas with students from different races and countries thus gaining a lot from each and everyone of them.

However, there were a few challenges we came up with in the process of doing the project. The different time zones among the different countries somehow made it difficult for some of us to attend the scheduled meetings due to some impromptu commitments. Nevertheless, everyone tried his/her best to make sure he/she had contributed to the group project.

Lastly, working with students from abroad made me feel

happy to be a part of a bigger opportunity and given a chance to understand other people better. I can say I really enjoyed it.

Mercy: Working on this project has really helped me to gain more knowledge on things that I didn't know about and to think creatively. Also it has taught me that working together as a team is really such a nice experience since you get to learn things from different perspectives. Of course there are challenges like difference in time zone, language barriers and so on which has also made me interact with different individuals. It has taught me the importance of teamwork and helping each other.

The project itself has also helped me to be able to make good negotiation skills and give me courage since I get to interact with officials, helps improve my negotiation skills and helps me to sharpen my official speech since business language is a really important aspect to grasp. This project has also helped to sharpen my thinking capacity corporate wise since It had removed me from my comfort zone making me to work and push harder and be wiser to be able to deal with challenges, obstacles and to sharpen my thinking in so many aspects.

Santiago: Despite the language barriers, time zone differences and communication Team 7 demonstrated an excellent work ethic. Silvia, Isabel, and Gabi communicated in a timely manner and executed every work properly. I believe that my other teammates from Kenya could have contributed more but nevertheless they joined most meetings and were with us in spirit. The experience that I gained from meeting

with international colleagues is something that I am grateful for. The interview for our selected company gave me insight on the innovations and sustainable changes that the world needs today. Learning about the different companies other groups found also showed me that different industries are willing to make a more sustainable future for our society. The most important aspect that will stay with me is the use of connections and clear communication. Businesses rely on trust to deliver products and services that create impact and development throughout the world. A society that is connected and relies on communication is a world that can work together to bring innovative products and services to keep our planet safe.

Isabel: I really enjoyed this activity. It was amazing getting in touch with other people around the world and sharing the experience of creating a company's history and a visual poster about it. I learned a lot, on the one hand, about the company itself, its innovations, its critical ideas, its thoughts, their way of creating a sustainable company from scratch and getting it to a lot of people. I loved the fact of being a company clearly related with the SDG's, I did not paid them a lot of attention, did not find them an essential part of my future company (if it is to what I finally dedicate in the future), however, this project has shown me its importance, the necessity of an enterprise to be related to some of the SDG goals because of their high influence on their achievements.

On the other hand, I really enjoyed working with people from

abroad. In my opinion, it is always beneficial for everyone to share and to be open to do activities with people who have other cultural traditions, characters and ways of working in groups. Being always respectful and inclusive was necessary but I think that we did it very well. I learned little but important things for myself such as that being in silence for a moment was not necessarily uncomfortable but it's great having a bit of time for thinking and for getting ideas from everyone for the poster, story or any other problem that came our way.

Finally an important thing that I thanked, I was amazed with and that I wanted to emphasize, was their trust on Silvia and I when we did not have the interview done yet. We told them if they wanted to change the company in case the CEO did not answer us (although we were pretty sure we would do it), we were risking our project, however, their attitude was glad and warm. They trust in us and were disposed to make an extra effort on doing the story and the poster in less days than expected because of doing the interview late. Was a detail on his part not to have received any criticism, bad face or complaint. A kind gesture that made me feel supported and made me realize of the great team we were being.

29.

SDG 6 CLEAN WATER AND SANITATION - ACCIONA

Nathan Lefebvre-Watkowski; Elliot Park;
Francisco de Borja Azpiroz del Cuvillo;
Guillermo Bayo Etayo; Brian Thompson;
and Daffa Harits Nugroho



BUSINESS INNOVATION FOR GLOBAL GOOD



ACCIONA'S DEDICATION TO DEVELOPING AND IMPLEMENTING SUSTAINABLE SOLUTIONS

acciona's corporate strategy is centered on creating value through innovation, with a focus on energy, water, and mobility. energy innovation, which is the only company of the ACCIONA group, is a key pillar in our business strategy, with a focus on providing innovative and sustainable solutions.

INNOVATION

Acciona is unique in that it has a 100% renewable energy portfolio. While other electric companies may still rely on fossil fuels or nuclear energy, Acciona is committed to sustainable development. They cover all aspects, from project development to construction, operation, and maintenance in various fields, including energy, infrastructure, and the water cycle.

Acciona first focused on hydroelectric and wind power in Spain. Acciona possesses a 100% renewable energy portfolio that has now expanded globally to promote sustainable energy generation, infrastructure, water desalination as well as comprehensive water cycle management.

Aligning with Goal 6 for clean water and sanitation; Goal 7 for affordable and clean energy; Goal 9 on industry, innovation and infrastructure; Goal 11 for sustainable cities and communities; and Goal 13 for climate action. Acciona's aim through its innovation is to reduce greenhouse gas emissions and promote sustainability in all areas of operation.

PROJECTS



Acciona seeks to fight injustice through providing access with less infrastructure to sustainable energy and providing the public with knowledge on sustainable energy practices. In countries with lower development and available infrastructure, Acciona's solutions are especially effective and important for these countries.

Acciona has been operating in countries like Algeria, Kenya, South Africa, Egypt, Oman, India, and more. They provide desalination, water purification, wind farms, and solar power plants, with the goal of providing sustainable energy and reducing greenhouse gas emissions.

THE STATISTICS



Year	Production (TWh)
2020	~100
2021	~150
2022	~350







34

Guillermo Díaz-Neves	University of Navarra	José Rodríguez
Diego Domínguez	IFMA International Business School	Dr. V. Andrés Pérez
Karen Salazar	University of Cádiz	Ving Young






Group Reflection

Our article on Acciona is a comprehensive look into their sustainability innovation involving their 100% renewable energy portfolio through an analysis of their innovative solar thermal and hydro energy plants. Interview with industrial engineer Luis Javier Etavo, Hydraulic Operation Manager at Acciona allowed us to gain the necessary knowledge on Accionia's energy portfolio to write upon their innovative successes. Through this interview we discovered the inception of Accionia, the sustainable innovations that align with 5 of the SDG's and finally the social, environmental, and business impacts these innovations have had in the world.

While we were aware of sustainable renewable energy, we did not know that the outlets of this energy could have the ability to serve as multi use facilities. It was impressive to see how Acciona could use their platform of renewable energy and take important sustainability issues such as habitat displacement and energy production and combine them. Through this discovery, as a group we now know that in terms of business development we know that you don't have to sacrifice sustainability for profit within business and that if you have strong innovative solution planning you can have both sustainability and profit. Acciona's salmon elevator is an example of Acciona's ability to create these multi use energy production facilities. The dam on the Nansa River developed by Acciona serves as both a energy production source through

hydro energy generation and a habitable area for salmon. Due to the rise in urban development and natural resource extraction there has been a loss of many prime salmon spawning habitats. The destruction of rivers and streams due to logging activities and hydropower dams block the salmon's migratory path (Baker, 2022). Overall, this project by Acciona aimed to combat this rising issue and therefore, showed us Acciona's initiative for social good.

We were most surprised by the sheer number of solutions that Acciona has in place for sustainable energy around the world. We knew that Acciona was an international company, but before we conducted the interview, we were unsure how viable their solutions were in less developed nations. Through the interview we found that they actually emphasize their work in these developing nations. This surprised our group as a whole and is another reason why we think that Acciona is a pioneer in the energy industry. In addition to Acciona's ability for social good they also utilize many concepts found in CSR strategy in order to add to their businesses success. They assist in the development of energy infrastructure in more developing nations, guiding these nations to use renewable energy. An example of this can be seen through how they implanted photovoltaic panels for a village in Peru to give the village a sustainable energy plantation.

This in turn, demonstrates Acciona's philanthropic approach to business. Acciona's use of philanthropy is an example of differentiation within strategic CSR. By acting

philanthropically and focusing on social good compared to other energy companies, it encourages stakeholders to invest in their cause (Chandler, 2020). Another way Acciona differentiates themselves from other companies is by investing their resources on sustainable innovation and through their 100% renewable energy portfolio. From a business standpoint what Acciona is doing could positively contribute to their branding. By focusing on philanthropic projects and coming up with creative, multifaceted solutions to the modern issue that is energy production. Acciona creates an image of a company that is charitable and smart, which greatly contributes to their success with various stakeholders, such as the government and its people.

In terms of thinking for the future, our group had a lot to take away from this experience. We now understand that large international companies not only have the capability to combine business with sustainability but be extremely successful. When thinking of topics for future business-related courses or careers, we will have the knowledge of sustainable practices and have the sustainable development goals as a guideline to complete this objective. As potential businesspersons, this experience gave us a more comprehensive understanding of SDG's and in the future, we could apply them to our future businesses or companies we work for. When reflecting back at how we conducted work on this case study as a group, the cross-cultural work environment contributed greatly to our success within the creation of the

Aim2Flourish article. This was through the practical application of concepts found in CSR (corporate social responsibility). By using our knowledge on sustainability within businesses and what it means for stakeholders, we were able to apply CSR thinking into how we should have conducted the interview and created the article.

When comparing our group's workflow and concepts present in intercultural management it seems our group chose to practice an individualism framework for our workflow. This type of workflow is when there is a preference for a flexible network of communication and work, where there is an emphasis on tasks over forming relationships (Hong, 2023). This is through low context communication, where much of the communication in question is direct and specific. Our group tended to mainly communicate in the context of the Aim2Flourish submission and about deadlines and tasks. This is likely attributed to the fact that most of the participants in the group come from western societies, where individualism frameworks tend to be more prevalent. This is further proven by the Hofstede country comparison tool, where it was found that the individualism metric is much greater for Canada and Spain (~55 points) compared to Indonesia. Since four out of our six group members come from Canada and Spain, this results in a more individualism dominated workflow.

In terms of the distribution of work we separated into 3 teams for final submission. One team conducted the interview, one team created the poster and one team focused on the

article. Our critical reflection was done in collaboration with everyone in the group. Most of our work was done on a collaborative google docs file, allowing us to work together in real time, and edit and critique each other's work. Our group was effective in creating clear deadlines for tasks that needed to be done, such as when to conduct the interview and collecting resources and creating material in conjunction with our final submission (poster and article content). Our group however often struggled with communication and setting clear expectations for our weekly meetings. There were occasions where, due to the time zone differences, communication was not efficiently and effectively conducted which resulted in a bit of struggle near the deadline of the case study. Overall, it can be said that working within an international-cross cultural setting allows us to get practical experience for future business ventures where there may be international relations involved and prepares us adequately for that.

Individual Reflections

Elliot: As a member of this team, I can confidently say that this experience has been beneficial in the aspect that is a practical example of how working internationally can be for my future career. It was interesting to see how people of different cultures and backgrounds interact in an academic, group work setting. This project required a combination of proactive communication and flexibility. It was important that during meetings we were patient with each other and properly

accommodated each other, because as students we lead busy lives not only in an academic context, but also outside of academia. We tried to set clear guidelines and goals in order to meet our project deadlines and goals. Since there was up to a 12-hour time difference between members in our group some of us needed to accommodate each other and find times where everybody could meet. For me personally, the most difficult part of this project was waking up early to make up for the time differences that were present among our group members. At the end of the day, in order for this project to be successful it was imperative that everyone communicates clearly and time efficiently in order to get tasks done on time. When effectively communicating the workflow in our group was constant and efficient. We made sure to schedule weekly meetings through Whatsapp and communicated our thoughts and critiques of each other's work through this medium. In our weekly meetings we made sure to address key issues within our submission and comment on what we should do as a group when moving forward through the stages of the project. However, occasionally there would be times where some tasks we did not communicate effectively, which can be attributed to the difference in time zones. Oftentimes when someone had a question on something someone else did, that person may have not responded due to it being potentially very late in the night when they asked, or they had other commitments that made it hard to respond to that person's request. Overall, we

worked it out as a group and eventually completed the project, where I can confidently say we were successful.

Guillermo: Participating in an international sustainability initiative has been an incredibly enriching experience, blending the joys of cross-cultural collaboration with the practical challenges of coordinating efforts across different time zones and countries. The most gratifying aspect has been the exposure to diverse cultural perspectives within the team. Working alongside individuals from various corners of the globe has deepened my understanding of sustainability issues. Our discussions have been a melting pot of ideas, drawing on practices and approaches from different cultural contexts. This cross-cultural exchange has not only broadened my outlook on sustainability but has also emphasized the significance of cultural diversity in crafting comprehensive and effective solutions. Collaborating with people from different cultures has also sparked creativity in our problem-solving approaches. Each team member brings a unique set of insights influenced by their cultural background, fostering an environment where innovative solutions can flourish. I believe that this collaborative creativity will serve as a valuable asset in my future endeavors, allowing me to approach sustainability challenges with a more adaptable mindset. Nevertheless, the logistical aspects of working across time zones presented notable challenges. Coordinating schedules and ensuring effective communication required flexibility and understanding from all team members. The need to find

suitable meeting times that accommodated everyone's time constraints demanded creative scheduling solutions. While navigating these challenges, I gained practical experience in adaptability and honed my communication skills, recognizing their essential role in successful international collaborations.

Nathan: Through the AIM2Flourish assignment, I felt the activity was not only beneficial but also unique when compared to other assignments I have done in my academic career. The criteria and requirements for the activity provided insight into various international perspectives of both my group mates but also the proposed businesses and analyzed. Through our virtual teams, the activity allowed me to work with people situated in international locations, something that I had not had the opportunity to do beforehand. The cross-cultural dynamics that it fostered provided me with new perspectives and an understanding of other academic backgrounds. Importantly, working internationally with fellow students highlighted the importance of sustainability and how although there may be differences that could be said about where everyone is located, it emphasized there is a common goal of promoting and working towards sustainability. Communication through the assignment required patience and planning as handling three different time zones has a lot of challenges. Through our WhatsApp group, we were able to communicate to set up weekly Zoom meetings that went smoothly where we addressed key details or completion dates regarding tasks that were upcoming. With

the time zones, there were difficulties when communicating in the chat depending on when the messages were sent, as members were at different stages of their day or even sleeping. However, we worked together to navigate the challenges and were able to sort out any issues we had. Mostly, the group effectively communicated and planned to get the tasks completed successfully. Overall, I am pleased with how our group was able to navigate the challenges of the time zones, and I am happy with how we completed the assignment. I really enjoyed hearing everyone's perspectives and ideas and working together to formulate a final product.

Harits: It is very fun and challenging to work with international students from other countries (Canada and Spain) and see what other countries' style of work is, how they manage their time, how they communicate with each other, and how they work on their assignments. At first, I thought it would be very hard to communicate, as language becomes a barrier and culture is really different, but everyone gets along quite nicely and polite as we first meet each other via Zoom. In the second meeting, we introduce ourselves and explain the assignment we made before our Zoom meetings, which is to identify a company that meets the requirements of becoming a sustainable company that supports the UNSDGs. It is fascinating to see what other countries have in terms of innovation and companies with unique products and services that work toward sustainability and creating a flourishing business. Aim2Flourish has opened my eyes to ideas and

innovation. To work and contribute to society to create a better world through innovation and service for the greater good. With the help of our professors and colleagues, we have been able to shed light on what a good flourishing business is, and with the help of Zoom meetings and WhatsApp groups, we can work seamlessly and effectively to let everybody get on board and share the work they have been assigned to. I am also lucky to have competent teammates, as they allow the process to go very smoothly and always finish on time. Even though we work at different times and it's a bit tricky to communicate as sometimes when they send messages, we were already asleep, and vice versa. Overall, it was a good experience to work with them. I think the way we managed the assignment as a team has been excellent; we have shared each assignment equally, and no one has a problem with it. Overall, I think it is a good experience to have and a valuable experience. It is a wonderful experience of working with everybody, hearing their thoughts, and ways of thinking. I am very pleased with our performance, and I hope we can get to know each other better in the future and work with one another.

Borja: As a member of this team, I found it enlightening and interesting. I believe that this experience was useful for having a unique opportunity to navigate cross-cultural dynamics. I didn't have really big problems with the time zone differences because I am a student from the university of Navarra, so I think that my teammates from Indonesia and Canada did a really good job organizing among themselves for having a

specific hour for the meetings when they have a 12 hours' time difference.

Handling cross-cultural dynamics required sensitivity, openness, and a willingness to understand diverse perspectives. It was a learning curve, but it encouraged greater empathy and appreciation for different cultural nuances within our team. Embracing these differences fostered a richer exchange of ideas and creativity, ultimately enhancing our collective output.

This experience was also really useful for developing my skills of teamwork. I believe that all the members of the team were really helpful and that we all were really useful for each other. When someone had questions they would be able to ask in the chat that we made. Moreover we make a really good distribution of the assignments and we were all the time making different tasks for improving the final result.

Overall, this experience was challenging at the same time that it was incredible, I was able to meet really good people who were all the time able to help and it was really interesting to investigate for the assignments that we had.

Brian: By being a part of this international assignment, I can definitely say that it was a first for me, but I had such a great time with my colleagues. Working with international students from all over the world, with a variety of backgrounds, excites and motivates me. In the beginning, I was worried about how the communication was going to be as we would have to plan around 3 different time zones, but in the end it turned out all well as we communicated frequently in order to avoid mishaps.

Interacting with people from other cultures helps me to contribute to a global learning community while also broadening my perspective listening to what others had to say and the innovations they brought up in their respective countries. A vibrant and rich learning atmosphere is produced by the sharing of ideas, investigating many points of view, and respecting cultural diversity. I think it was a unique and very critical task to bring all these universities together to do a good cause which was promoting sustainability, because the world needs to be more aware on how we can make the world a better place for the future. Encouraging student collaboration and cross-cultural understanding brings me great satisfaction, as we share knowledge and work together to create a more peaceful and linked world, every interaction becomes a chance for mutual growth. I'm very pleased that our group worked very cohesively in order to complete the assigned tasks on time and overall finish with a complete product.

30.

SDG 6 CLEAN WATER AND SANITATION - CACH

Edna Gahungu; Eric Johnson; Endiah Taylor;
Aline Lamadrid; and Anonymous



SDG 6 – CACH

Group Reflection

After completing our project on Cach, S.A, we were able to investigate how our company was able to formulate the plans

for clean water in Nicaragua and execute them effectively, as well as sustainably. Throughout our research when exploring innovations that bring good to society, we found that only a very small percentage of the water on earth is potable. This astonishing fact is even more baffling when we put it into context that over 70% of the Earth is made up of water, Water, which is such a necessary element for human existence, a need that is not accessible to 55.52% of Nicaragua (Macrotrends). While current climate goals are mostly emphasized on reducing pollution, and emissions, as well as treating other current issues, we believe there is not enough awareness of the lack of accessibility to water that many countries around the world struggle with. CACH, S.A. has addressed this issue and has provided the world with more glimmering hope that such an imperative element for human survival is equitably accessible across Nicaragua.

Throughout our reflection, we will explain how we were able to successfully work together as a group in order to create a presentation highlighting the sustainability and global actions Cach, S.A is currently doing in Nicaragua. The extensive information that was gained during in class lectures as well as information posted online gave us a strong understanding of the ways in which businesses can be more sustainable. After learning about the 17 Sustainable goals, and how businesses around the world tackle each of the goals in different ways, it was very interesting seeing how a business is achieving these goals in a more in depth way. By being able to

analyze a company and get to the roots of their plans and how they expect to achieve them.

We as a team have learned a lot about sustainability throughout the entirety of this project. The cross-country aspect of this project gave us insight on how sustainability in one country may differ from the next. As we look at the company we chose, who is building access to clean water supply for individuals who do not have it, it puts it into perspective of the difference that some businesses are making compared to others.

Accountability is another big topic from our course content, as a lot of times companies will only participate in CSR and sustainability to appear good in public relations. As we have seen first hand with lots of companies in Canada and the USA. On the other hand Cach, S.A is holding themselves and the community accountable by giving members of the community the tools and information necessary to make sure that this clean water does not end up tainted. This is a very important step as action without accountability leads to disaster.

Coming from very diverse backgrounds our members of our group had a decent amount of prior knowledge that did not come from the classroom. The previous knowledge we had about consumers wanting to choose businesses that are sustainable, gave us a good idea on why Cach, S.A was able to be very successful. 77% of consumers are more willing to buy products from a company with a CSR pledge. (Forbes,

2020) The impact of our CACH, S.A on the community and surrounding individuals was so great that they continue to grow and get more clients everyday. It has proven to us that this background knowledge that we had on consumers wanting to support businesses that are working towards bettering the world and creating a sustainable future is true.

When completing a project with students across the world, there are a lot of unforeseen challenges, some of those include planning and time management. One thing that worked very well for us was the ability to work on our group assignment at different times. As we were able to have the freedom to work on the projects given to us on our own time, we eliminated the need for some students to stay up super late or wake up at odd times in order to make things work. Another thing that worked for us was having one of the group members translate the interview into english . At first this was a challenge, as the company that was chosen did not speak english. We were able to overcome this by doing the interview in Spanish, and then translating to English, and then deciphering the information and creating a story. Our entire group was open to exploring new ideas and researching further into the sustainability actions that companies are taking all across the world. By having such a strong group and an incredible company to interview, we found a lot of things ended up working out as we were all willing to put in the work.

To conclude our reflection, we would like to emphasize the importance that the company we chose (Cach, S.A) has on

the communities in which it creates access to clean water. We believe that the information that we learned in class as well as the previous knowledge that we have gained from real world experiences, helped us immensely as we worked through this project. Seeing first hand that a company that is very sustainable and is using its business for the better good of society can succeed on a high level. This proved to us that all companies around the world are capable of doing so. Working alongside members of our group from different countries showed us the challenges and rewards that come along with this project. The issue of sustainability is one that all companies should be looking to fix. There is only one world, and we believe that the saying “business as a force for good”, is one that should take precedence over things such as maximum profit for shareholders.

Individual Reflections

Aline: In this digitalized world we have become even more connected, and the things that once seemed impossible are now possible through the magic of technology and collaboration. I have personally grown and learned a little more from this experience when dealing with unforeseen instances, managing diverse teams, and inspiring autonomy and creativity. As a team we all try our best to collaborate, it is easy to do so when we see each other constantly and are aware of what we need to get done, the key to this is communication. Being in communication of what has happened, and what will

happen allows us as a team to be in tune with our mission and what deficits we may be able to cover. And of course, listening plays a major role in this communication. One must be able to truly listen to a team and ensure that we all have a clear understanding of what is being said. I am truly thankful that I have team members who have supported each other, offered solutions, and are quick to stay on top of our major goals. I truly hope that this experience can be translated on a larger scale so that the people who need to be inspired by innovation and positive entrepreneurship can hear these stories and serve as a reminder that we can make positive change. Climate change is a global issue, it is something that affects everyone, and so, everyone must collaborate to create a positive change and bring hope to future generations to create good.

Eric: As this project is wrapping up, the things that I have learned will be valuable to me in my future academic and business career. Sustainability is a very global issue and the ways in which each country and city tackles it are very different. The company that we chose holds them to a very high standard when it comes to their sustainable goals and holding their team accountable for the work they do. They not only give clean water to companies, but they also give them the knowledge to maintain this water supply and teach the individuals how to ensure the water is sustainable. Being from multiple different countries was a tough task to manage, as we had to find times that worked for each of us with different time zones, as well as conduct an interview in a different language.

These barriers were tough to overcome, but our group worked diligently to achieve our end result. By working in this setting it has better prepared me for the future, where I will be in meetings with clients or co workers across the world and give me a better understanding on how to conduct international business. The story also showed me what all businesses should be doing to re-enforce sustainability. When a company puts their resources to good use, it can achieve amazing sustainable solutions to complex problems. All businesses should be held to the highest standard when it comes to sustainability as global warming and climate change are a massive issue that needs to be tackled by everyone, no matter the country.

Edna: Embarking on this cross-cultural project has been a transformative journey, teaching me valuable lessons in adaptability, effective communication, and the boundless possibilities that technology and collaboration bring to our interconnected world. At first I was nervous to see how this project would go, as you are with all new experiences, working with a diverse team spread across the globe. However, I was pleasantly surprised by the seamless connection we established from the first meetings. This experience not only pushed me out of my comfort zone but was also an enriching experience providing us with multifaceted learning. It emphasized the importance of sustainable business practices, showcasing the collective power we possess to effect positive change for the future. Throughout this experience, I witnessed personal growth, recognizing the significance of infusing passion into

our work and most importantly saw the crucial role of communication in achieving shared goals. I am beyond grateful for my teammates who offered support, proposed innovative solutions, and remained committed to our objectives. As we navigate the complexities of climate change, the project really demonstrated the necessity for collaboration, instilling hope and inspiration for a future where individuals and businesses collectively contribute to a more sustainable world.

Endiab: This project really inspired and motivated me to focus more on sustainability related to different businesses around the world. Sustainability plays an important role in our daily lives which makes it even more important to have a sustainable business. Businesses and people who care about our planet help protect the biodiversity of our planet. I absolutely loved the company that we chose, CACH. S.A. I was very inspired by how this organization helps provide sanitation services for different people who don't have clean water. This made me realize that even though one person can't change the world, each person can help make an impact. When we have everyone make an impact, that will collectively help change the world. In our group, there were people from different countries and we all had different perspectives. Having a diverse group really helped us form many ideas and it was very easy for all of us to express what we thought. This has impacted me to research more about international business. I am interested in traveling around the world and meeting

different people to discuss sustainability within businesses. I really hope that I am able to do this project again in the future.

31.

SDG 6 CLEAN WATER AND SANITATION - PANI ENERGY

Vanessa Bronson; Bruno Pablo Morini
Recarey; Miguel Andrés Tavarone
Matamoros; Wellcome Malinda; and
Anonymous



www.PaniGlobal.com

PANI ENERGY

"Optimize water. Optimize sustainability."



MISSION

Pani Energy strives for a world where clean water is accessible and affordable to all using digital technologies integrated using their AI cloud, "PaniZed."

INNOVATION

- Aggregate Plant Data**
Using Pani's AI Tool "PaniZed" they collect real-time data to sensor results, & operator logs.
- Recommendations**
Pani processes data through advanced clouds to deliver actionable insights to plant operators.
- Optimize Performance**
Using recommendations plant operators can adjust their set points to prevent downfalls and improve performance.

Sustainable Development Goal Targets



6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION

VISION

ZERO emissions
ZERO inefficiencies
ZERO risk
ZERO access gap

'Water ZERO'

GLOBAL IMPACTS

 <p>Reduce 510 Megatons of Carbon emissions by 2032</p>	 <p>36.5 million litres of water saved per year</p>	 <p>Over \$100,000 in savings annually</p>
--	--	---

When applied in a standard plant a 2.0% increase in recovery could equate to 6.5 million gallons



Authors: Charles Fulton, Vanessa Bromon, Bruno Pablo Morini Recarey, Miguel Andrés Tevarone Matamoras, Mxolisi Mkhonza, Welicoms Malinda



Our Instructors: Maria Isabel Tejedo, Ferdinand Niyimbonda, Ruben Burge, Yang Hoeng, Romina, Hosseinsoltanideh

SDG 6 – Pani Energy

Group Reflection

The AIM2Flourish story that we explored revolves around Pani, a Canadian company that specializes in developing smart water management solutions at a global level. Our client, Pani, developed an innovation that lies in its use of artificial intelligence (AI) to optimize water treatment processes, reducing energy consumption and improving overall efficiency. Internally, the innovators at Pani, are driven by a deep commitment to addressing water scarcity and environmental sustainability (Pani, 2022). Pani discusses the weight of the water sector on environmental challenges such as that 10% of global emissions are in the water sector, 52% of the global population could face water stress by 2050 and the 40% gap in water supply and demand (Pani, 2022). Considering this, their approach involves harnessing cutting-edge technology to tackle one of the world's most pressing issues, clean water access. Our client targets six of the United Nations Sustainable Development Goals; number six (Clean Water and Sanitation), number eight (Decent Work and Economic Growth), number nine (Industry, Innovation and Infrastructure), number 11 (Sustainable cities and Communities), number 12 (Responsible Consumption and Production), and number 13 (Climate Action) (United Nations, 2023). Considering this, it is clear that Pani promotes sustainability and socially responsible processes as the forefront of their company's mission. Overall, the interview

with Pani leaders shed light on their motivations, challenges faced, and the positive impact they aim to achieve while leaving room for areas of growth which we recognize in this reflection.

Furthermore, at a group reflection level we found ourselves impressed by the fusion of technology and sustainability at the core of Pani's business model. The integration of AI for more efficient water treatment aligns with our belief that technological innovation plays a pivotal role in addressing global challenges. Our interview with Lareina Kostenchuck, Pani's facilitator of customer success, touched on the impact of the digital revolution and demand for efficiency. However, we also felt a sense of reflection on how technology can be harnessed responsibly, considering potential environmental and ethical implications while recommending new approaches to spread greater awareness of their innovation.

Moreover, when connecting our clients' innovation with academic knowledge, we find several points of intersection with sustainability and corporate responsibility. Pani's focus on optimizing water treatment processes directly aligns with the concept of the triple bottom line, emphasizing social, environmental, and economic impacts (Miller, 2022). The triple bottom line theory suggests that the categories of the three P's: profit, people and the planet conceptualize their environmental responsibility (Miller, 2022). It proposes a business venture emphasizing purpose over profit. With the majority of companies focusing on their financial accounts, Pani adopted the triple bottom line approach that has allowed

them to capitalize on the growing market of sustainably-aware consumers. Evidence by the Sustainable Business Strategy group, notes a superior financial return for companies with promising ESG metrics (environmental, social and governance metrics) (Miller, 2022). Through a final reflection it is clear that the triple bottom line theory reinforces the importance of businesses adopting a proactive stance in addressing societal challenges. It challenges the conventional perception that profit-making and sustainability are mutually exclusive. Pani serves as a case study showcasing how businesses can integrate innovative solutions to contribute positively to the environment and society while remaining financially viable. With financial incentives from the Canadian government, the SDTC and NSERC, our client has developed the capacity to develop a global presence using incentives from outside sources. Considering the push for higher levels of sustainable practices within businesses, targeting sustainable processes can be further pursued with the help of financial allocations for climate change initiatives. Ultimately, highlighting the incentives for CSR-focused start-ups has allowed us to reflect on the focus for sustainably-focused organizations, which Pani has capitalized on.

Additionally, exploring Pani also showed the critical role of accountability in sustainable business practices. The company's commitment to transparency in its operations and the use of technology for real-time monitoring and reporting showcase a commitment to being held accountable for its

environmental impact. Learning from Pani, we recognize that being open about operations and impact not only fosters trust but also facilitates continuous improvement in sustainability practices. Pani details their contributions, and quantitative impacts of their innovation embodying the definition of transparency which we consider to be one of the primary indicators of genuine CSR mission.

Despite the many positive outcomes of Pani's innovation, it raised questions about the potential unintended consequences of technology-driven solutions. As we move towards an increasingly digitized world, it becomes crucial to consider the footprint of technologies like AI. Exploring this story made us more aware of the need for responsible innovation, where the benefits of technology are maximized while minimizing any negative consequences. Since the recent evolution of AI, at a personal, academic and professional level it is evident that there are anticipated negative impacts that may arise. Specifically, the aspect of human closeness, employment, and wealth inequality are three areas we wanted to highlight that may stem from the implementation of AI within water treatment facilities (Tai, 2020). With this, we recommend that Pani maintains awareness of the employee disruption that may stem from their programming. As discussed in the interview, Lareina mentioned that their system will allow for individuals to "stop writing on clipboards and losing information", and rather have it automatically processed with their AI software. Following this, we reflected that jobs could potentially be lost

due to their change (Tai, 2020). While it can reduce errors related to human fatigue, accomplishing duties faster and more accurately, it can also lack human understanding and sensitivity (Tai, 2020). We recommend that Pani works to offer their digitized solution to water treatment inefficiencies through the development of policies that will assure the AI augments human participation, rather than removing it. Additionally, while Pani's AI tool is a system that automatically runs, they should educate companies to empower workers to stay ahead in the "race with robots" (Pew, 2018). Even though aspects of a water treatment facilitator/data collector will be made simpler and more efficient, the reliance on AI should not be sufficient.

Further, while reflecting on Pani's contributions, it is clear that with their six sustainable development goal targets it is difficult to provide further recommendations. The company did not simply add sustainability practices to their business plan, rather developed their plan from these targets. With critical analysis, we discovered that a focus on community awareness and marketing can help drive their local impact. As discussed in the interview, Lareina pointed out that their outreach and marketing tactics are restrained to industry-level awareness. We recommend that the company communicate their efforts within local communities to enhance their brand's awareness and reputation (Long, 2023). In communities where water access is scarce, outreach to local programs, and governments could help raise awareness to promote financial

incentives in these regions. By doing this, it would target additional SDG targets of number fifteen (Life on Land) and SDG target ten (reduce inequalities). By actively engaging in communities, Pani would have the capacity to promote the protection, and restoration of sustainable ecosystems; more efficient water treatment solutions, less water and resources will be wasted. In a similar light, we noted that a community awareness of Pani's innovation could help reduce inequalities for water access. Additionally, it can offer a route for the encouragement of official development assistance, foreign investment to less developed countries which directly contributes to goal ten (United Nations, 2023). All in all, while reflecting on Pani's significant progress as a sustainably focused organization there are additional ways to increase their global significance.

Overall, reflecting on the AIM2Flourish story, we see potential shifts in all of our future actions and thinking. As a prospective businessperson, our client encourages us to consider sustainability as a core element of any business endeavor. Pani serves as an inspiration, demonstrating that businesses can be successful while actively contributing to environmental and social well-being. Specifically, we anticipate being more conscious of the environmental impact of technological solutions. The story has prompted us to consider how emerging technologies, such as AI, can be harnessed responsibly to address global challenges. We see a connection between this exercise and a future where we actively seek out

and support businesses that prioritize sustainability and ethical practices.

In summary, exploring the AIM2Flourish story has expanded our understanding of the intersection between business and sustainability. It challenges conventional notions and provides a real-world example of how innovative solutions can contribute to a flourishing world. To our client we recommend the adaptation of community outreach alongside a shift in AI implementation with continued human involvement. Overall, Pani has influenced our perspective on the role of businesses in society and will likely shape our future actions both as business professionals and in personal spending.

References

Long, S. (2023, June 20). The importance of Community Education and outreach for people, the planet and business. Green Business Bureau. <https://greenbusinessbureau.com/green-practices/employees/the-importance-of-community-education-and-outreach-for-people-the-planet-and-business/#:~:text=Businesses%2C%20like%20people%2C%20are%20community,purpose%2Ddriven%20and%20trustworthy%20company>

Miller, K. (2020, December 8). The triple bottom line: What it is & why it's important. Business Insights Blog. <https://online.hbs.edu/blog/post/what-is-the-triple-bottom->

line Pani: Water Optimization. Pani (2022). (n.d.). <https://www.pani.global/>

Pew Research Center. (2018, December 10). 2. solutions to address AI's anticipated negative impacts. Pew Research Center: Internet, Science & Tech.

<https://www.pewresearch.org/internet/2018/12/10/solutions-to-address-ais-anticipated-negative-impacts/>

Tai, M.-T. (2020). The impact of Artificial Intelligence on Human Society and Bioethics. *Tzu Chi Medical Journal*, 32(4), 339. https://doi.org/10.4103/tcmj.tcmj_71_20

United Nations. (2023). The 17 goals | sustainable development. United Nations. <https://sdgs.un.org/goals>

Individual Reflections

Wellcome: This Is what I learnt during the COIL programs. Firstly am glad I had group members whom were committed on our group,so we worked together from the beginning up until the end even though it was not always easy for us to reach one another.So what I understood is that working in a group is not always easy since not everyone is going to put the same effort like you do. But I am glad I had group members whom we were patient with and I learnt working in a group how it can help us solve a problem better than in an individual form. So it was my first time using some apps e.g Zoom, so I learnt how to operate it effectively. That will benefit me in future. Now I know better about some other countries before I even traveled to them. I was also introduced to google classroom

which was something I've never heard about before but right now I have a better understanding, hopefully it will help a lot and I am willing to teach some of my peers about it since it is an effective way of sharing activities. Now I know that there is a Pani energy company that is operating in the world which achieves some of the SDGS and I learnt how times are differ.

Bruno: Engaging in the Aim2Flourish initiative proved to be an enriching experience that underscored the significance of teamwork. Collaborating with peers of diverse skills, origins and perspectives facilitated a constant exchange of ideas, challenging and broadening our collective understanding. The range of abilities, from research to writing and presentation, proved essential in comprehensively addressing the challenges posed by the initiative.

Throughout the process, we encountered obstacles that demanded a blend of creativity and resilience. Close collaboration fostered an environment where everyone felt free to express their opinions and contribute innovative ideas. Moreover, we learned to efficiently manage our time and resources, optimizing our individual strengths to achieve a coherent and robust outcome. The experience not only honed our practical skills but also deepened our appreciation for businesses with positive social and environmental impact. Teamwork, in the end, emerged as a catalyst for creating more robust and meaningful solutions, underscoring the idea that collaboration is key to addressing the complex challenges facing our society.

Miguel: Overall, working with my fellow teammates has been an extraordinary experience, filled with professional growth and personal fulfillment. Despite the diversity within the team, our collaboration has been smooth and productive, the unique perspective of everyone has helped us overcome challenges along the way. Throughout the activity we have had a remarkable learning experience. It has helped us grow in terms of organization and knowledge. Even though dealing with multiple time zones was one of the challenges we faced, we managed to set a time that suited everyone from the first reunion. The commitment and collective effort shared to achieve our common goals has been of great inspiration, that not only enhanced the quality of our work, but it also has strengthened our skills. Dealing with our differences has been a key strength that has contributed to an understanding and innovative work environment. Ultimately, I feel privileged and honored to have the opportunity to work with my colleagues in this COIL experience.

Vanessa: The Aim2Flourish assignment was an academic experience I have never experienced before. Having the opportunity to interview a company that has a direct impact on the sustainability of our world was very effective in understanding the true contribution of their innovation. Considering Pani Energy is a recently new company, they have won various awards and as a small Canadian company they have expanded to a global level highlighting their contributions to global sustainability practices. Working as a

group with individuals from various parts of the world; Canada, Spain, and South Africa has helped in the personal and professional development that will likely be applied in the future. Despite language and time barriers, we managed to actively engage in the projects while encompassing differing perspectives. Overall, this assignment was interesting, insightful and beneficial to my learning and understanding of sustainability and its impact.

32.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - VAZVA

Mauricio Canedo Fernandez; Marcel
Barlow; Serah Ngugi; and Anonymous

WE DON'T TRUST WORDS, WE TRUST ACTIONS

The Re-Generation Generation

SUSTAINABILITY The planet is sending us an unquestionable message: Part of the lifestyle prevalent in our societies today has seriously jeopardized Earth's biodiversity. Our footprint is undeniable, without a doubt, it is time to rethink.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

SURFING, SKATE, ART AND PUNK ROCK

"We have grown up by the sea and the protection of our coasts and natural resources is a priority"

Born in mid-2005 in A Coruña with the aim of offering a more transgressive lifestyle through fashion with collections with high-quality fabrics and comfortable and durable garments, designed in Galicia and produced 100% in Portugal.

WAZVA.es

SUSTAINABILITY MUST BE SOCIAL, ECONOMIC AND ECOLOGICAL.

Group Reflection

Did you know that textile production contributes more to climate change than international aviation and shipping combined (Good On You, 2023)? This fact alone displays truly how great the need is for corporate social responsibility to be embedded at the core of operations in this industry. In the light of this, we found that Spanish-based apparel company Vazva, has decided to tackle this environmental issue head on by embedding these values as a central point of their business. To fight against fast fashion, Vazva chose to implement some practices that help meet some of the United Nations (UN) Sustainable Development Goals (SDGs). We found that the company primarily places emphasis on the SDG of responsible consumption and production, yet they also respect climate action, and life under water.

Upon reflecting on our team's assessment and story development of Vazva, we learned that their inclusion of SDG innovations resulted in many positive impacts for their business, society, and the environment.

Business:

- Improved brand image through differentiation
- Provides more transparency for stakeholders

Society:

- Quality work conditions for all employees
- Cleaner ecosystems locally through cleaning up the Spanish coast.

Environment:

- Reduce CO2 emissions
- Minimise water and energy usage
- Usage of more sustainable and ecological materials

In assessing the effects of their innovation on each of these key areas, will provide a clear depiction of Vazva's role in achieving social good.

Upon reflecting on our team's assessment and story development of Vazva, we learned that their inclusion of SDG innovations resulted in many positive impacts for their business, society, and the environment. In assessing the effects of their innovation on each of these key areas, will provide a clear depiction of Vazva's role in achieving social good.

Although Vazva's primary focus in implementing SDG innovations is to achieve social good, it cannot be denied that these initiatives also have a positive impact on the business's profitability. Vazva's commitment to sustainable development goals not only aligns with consumer preferences for eco-friendly and socially responsible brands but also attracts a growing market of conscious consumers. This can lead to an increase in customer loyalty and ultimately drive the company's profitability.

One of the significant benefits that Vazva's SDG innovations provide is the ability to attract and retain customers. In today's society, there is a growing demand for sustainable and ethical products and services. Consumers are becoming more conscious of the environmental and social

impact of their purchasing decisions and are actively seeking out companies that align with their values. By incorporating sustainable development goals into their business model, Vazva is able to differentiate itself from competitors and appeal to this growing market of conscious consumers. This can result in increased sales and customer loyalty, ultimately leading to improved profitability.

While it is true that implementing SDG innovations can come with additional costs, such as investing in sustainable supply chains and production processes, these expenses can be offset by the potential increase in sales and customer loyalty. Additionally, Vazva's commitment to sustainability can also lead to cost savings in the long run. For example, by reducing energy consumption or optimising waste management, the company can lower its operational costs and improve its bottom line.

However, it is important to acknowledge the challenges of implementing these sustainable practices. As mentioned in the interview with Vazva's CEO, the cost of being sustainable can be incredibly high for a business. The investment in eco-friendly materials, ethical manufacturing processes, and other initiatives can eat into the company's profits. It is a delicate balance to find the right pricing strategy that allows Vazva to cover these additional costs while remaining competitive in the market.

The whole point beyond identifying and implementing an SDG into one's benefit is for the greater good of society. Why

would you be a company and want to ruin the environment and society that you work in? It just does not make any sense. Doing so ruins your look but also ruins the area in which you work and do business. This could then ruin future growth, limiting the potential of the company. It's the equivalent to slowly digging one's grave.

Creating a cleaner environment, whether that's through beach clean-ups or using organic sustainable materials, creates a positive impact on the world in which they operate. This creates great potential for the future and makes sure that there is not a limiting factor to the brand. As well, those stakeholders who skate and surf (Vazva's "DNA activities" as discussed in our interview with the founder and CEO) don't have to deal with any ocean waste or any sort of plastic waste getting in the way of enjoying their favourite activities. This can also help with the brand and making sure that those who work for VAZVA are happy with their work and what they do, and making sure as well that the broader community sees benefits in their interaction with Vazva. Overall, it's a very good win-win situation for the company as they are doing their share to stay clean and sustainable, with not only helping themselves but also the whole environment in which they live and local communities with which the company interacts closely.

One aspect that makes all of Vazva's propositions and actions possible and valuable, is ultimately their commitment to keeping their core operations environmentally friendly and sustainable over time. Throughout this project, and the

interview in particular, we learned that Vazva has an unrelenting commitment at keeping supply chain CO2 emissions low by choosing to manufacture in Portugal and by choosing Fair Trade natural cotton suppliers that are the closest possible to their Portugal operations as well as recycled polyester and denim to produce more affordable items. Likewise, through the interview we learned that Vazva has a powerful internal culture of zero waste where manufacturing processes have been identified which, combined with their emphasis on sustainable and ecological materials have led to amazing savings in water and energy consumption as well as great reductions in waste and emitted CO2 (as reported in their website).

Throughout our experiences in university we have taken courses about sustainability and social conscience in the business world, however, seeing all of it be implemented and succeed in practice with a company like Vazva makes the learning process much more deep and impactful. To build a better world it is important to carefully and attentively learn from the experiences of others, and to humbly implement those lessons in our local context with a mindset of constant improvement and openness to learn and change.

Individual Reflections

Marcel: As a member of this team in this experiential activity that was conducted through virtual teams, I personally felt

many moments of security yet also many times discouraged. My sense of security was established through the trust that was fostered throughout my team. We chose to connect on a personal level whenever we could in discussions to best develop our relations, and in effect strengthening our trust. When your team's effectiveness and productivity is affirmed through trust as ours was in most instances, this reduces personal stress since I knew I could count on my partners to complete their share of the work.

Communication played a key role in the development of our trust, as clear and effective communication was a primary factor in enhancing our interpersonal relationships in these meetings. Although this was a common feeling, there were also many moments where I felt very discouraged due to communication challenges. We faced a multitude of these types of problems, such as issues associated with a lack of and timely communication. Whether this may be associated with members being in different time zones or not, we continued to have issues with effective communication which resulted in our teams overall loss in efficiency. At some points, this equally resulted in our inability to organise meeting arrangements, further hurting our efficiency since these meetings were crucial for our distribution of work.

To combat this, I began texting our chat much earlier in the week, almost immediately, so that others would have more time to respond and we could appropriately adjust to scheduling constraints. In correlation with timely

communication, another significant obstacle we had to tackle that made me feel discouraged was the moments where there was a lack of communication. Throughout this assignment, we unfortunately had many instances where one or more team members did not sufficiently communicate with the team, leaving us with empty roles to fill for weekly assignments.

Beyond this, an overall lack of collaboration resulted from poor communication of members and it had the effect of minimising our opportunity to achieve our optimal performance potential. To resolve this, I began communicating with certain individuals the specific expectations that our group holds to ensure the member(s) are contributing. Ultimately, although there were many challenges that arose throughout this team activity, I overall feel very satisfied since we were able to effectively overcome all of our major constraints.

Mauricio: This project was certainly very different from anything I have had the opportunity to experience in my undergrad journey at Guelph. This unique combination of practical application and international collaboration with universities in other continents presented both a great opportunity to learn and an increased challenge in coordinating the team due to different time zones and other cultural barriers.

On the positive, this project was a fantastic way of learning about a great Spanish brand that I would've never known otherwise. My favourite aspect of the project was the interview

as it was a very intimate way of knowing about Vazva from the founder and CEO himself, and likewise, a wonderful way of learning from an experienced business leader first-hand on what are the aspects of success for running a company like Vazva as well as key challenges encountered over the years.

One aspect that I believe we needed to improve was the communication and coordination aspect of the project. Some of our group mates did not show any interest at all in the project and did not contribute nearly to the same extent as others did, which may be due to the time zones being too different or due to the fact that the project was worth a lesser grade for them in their own university courses than it was for some of us. From this experience I have learned to be more diligent and take more initiative to start communication with my group mates earlier in the week, and to always make sure to follow up and clarify what is meant to avoid any confusions.

33.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - EVOLVE

Marco Alejandro Muriago Pérez-Lizano;
Miguel Simón Ciprés; Page Manning; Kaia
Martin; and Anonymous

BUSINESS INNOVATION FOR GLOBAL GOOD

© 2019 COIL for Health, Safety, Planning, Design & Construction of Physical Spaces of Good Design, Fairness, Health, Safety, Planning, Design & Construction. All Rights Reserved. www.coil.ac.uk





evolve
BUSINESS GROUP
SINCE 2000



Efficient in their best research. They return the fastest with low impact products.

Technologies & design
Specializing in green construction and sustainable navigation.

3. Evolve projects are mostly completed through local search-central and south-west Devote.



















INNOVATION

- Focus on Goals in other countries
- Expand markets
- Utilize local resources
- Local economic growth



HELP TO SDG'S

- The use of locally sourced and climate-resilient materials aligns with SDG goals 12 and 13, promoting responsible consumption and production, as well as climate action.
- Policy's commitment to building a firm's skills is aligned with SDG goal number eight, promoting decent work and economic growth.
- Evolve Business Inc.'s focus on creating new and innovative ways to build infrastructure corresponds with SDG goal number nine, which centers on industry, innovation, and infrastructure.







COIL 11



Group Reflection

This critical reflection provides insight into the group experience of the AIM2Flourish assignment. First, we introduce Evolve Builders Group Inc. and briefly summarize the firm's operations and mission. Next, we reflect as a group on the experience of completing the AIM2Flourish assignments. We address both our key insights from the interview, as well as the important skills that we gained from completing this assignment. We also address the challenges inherent to completing an international group project.

Subsequently, all our group members provided a short reflection. This allows for unique individual experiences to be heard alongside our group's collective experience and understanding. Our group represents very diverse backgrounds: both due to our nationality, education, intersectional identities, and the programs that we are studying. Understanding all our group members' individual experiences helps to understand the cumulative group experience.

Finally, this critical reflection ends with a conclusion. This summarizes the key points mentioned throughout the paper: our experience in the assignment, our group dynamic, and our learnings from the assignment. We finish by adding recommendations to increase the already formidable level of corporate social responsibility demonstrated by our client, Evolve Builder Group Inc.

Evolve Builders Group Inc. is an Ontario-based construction company focusing on climate-friendly and environmental construction. Evolve Builders Inc. is an example of a business that truly cares about all three pillars of sustainability: social, economic, and environmental (United Nations, 2023). Through interviewing Ben Polley, we learned that sustainability was the reason Polley created the company, and is the driving force behind all operations. Evolve Builders Inc. meets multiple sustainable development goals (SDGs) including “Decent work and economic growth” (SDG # 8), “Industry, Innovation and Infrastructure” (SDG #9), “Sustainable cities and communities” (SDG #11), “Responsible Consumption and Production” (SDG #12), and “Climate Action” (SDG #13) (United Nations, 2023).

As a global group project, this process was both challenging and very rewarding. The opportunity to meet with people from three different continents is very rare. Beyond simply completing the assignment, we learned the transferable skills of cross-cultural communication, scheduling between time zones, and using a global approach to answer the questions. While organizing meetings across time zones was difficult, the logistical challenges were worth the extra knowledge gained.

One concept that stood out to our group during our interview with Ben Polley was that overall there is a lack of knowledge and passion regarding sustainability in the construction industry. Polley emphasized how he is willing and able to teach others how to run a sustainable construction

company like his, and even stated that he was comfortable teaching individuals to become his competition (B. Polley, personal communication, October 25 2023). He further explained that society as a whole would benefit from him creating competition, even if that means his company may experience a decrease in sales. Polley made it evident that there is room for this market to expand but there is a lack of businesses attempting to make that happen. Our group understood that this meant there is a lack of urgency for businesses to have a reason to delve into this industry. This could be due to a lack of policies encouraging sustainable construction; additionally, consumers continuing to purchase from unsustainable businesses teaches those businesses that it is ok to continue operating with no changes being made.

This market offers a lot of room to grow, yet businesses are refusing to take the opportunity to create a change for the greater good. Because of this, our group experienced a sense of disappointment. We are feeling this way because we recognize that change needs to be made one way or another, but if it is struggling to happen on a scale as small as the one Polley was referring to, it is hard to think of how this change can be made globally. Within a class lecture at the University of Guelph, we discussed how sustainable change can be made and whether it should be done voluntarily or made mandatory for firms to comply (Hoong, 2023). When speaking about this issue specifically in the construction industry, this same concept can be applied as we discuss if firms should be coerced

into change or have the option to do so voluntarily. After the interview, it, unfortunately, seems as though the only answer to this question is to use coercion, as firms currently have a mentor in a market with an opportunity for large growth but are refusing to take it.

With further reflection, we recognized that we, like Polley's typical customers, lack knowledge on sustainable building practices; we also wouldn't know how to move forward with purchasing from this company. For example, we lack the knowledge to know what questions to ask the company, what products to purchase, and if we are being charged an adequate amount for the products and services they are providing us. This taught us that other consumers may feel the same way and this could explain why there is not a large climate-conscious construction market. A lack of information reduces the likelihood of spending money on products or services to make changes for the greater good. Governments globally should be providing this information to society as a whole to not only encourage sustainable construction markets to expand but also to simply inform the public about changes that can be made. In doing so, people would have an understanding of what they could work towards if they are passionate about making change. Ultimately, if governments globally increased this knowledge it would reduce the factors that make consumers hesitate to purchase from firms acting ethically.

As consumers, this story will certainly impact the way we

act. We now have a deeper understanding of how consumers' purchasing decisions impact what businesses succeed in the market. After interviewing Polley and seeing how passionate his business is about acting ethically, businesses such as his are the only ones we would like to support going forward if we are financially able to do so. We would much rather see a business like Evolve Builders Group Inc. succeed than we would a typical construction company as Polleys is creating effective change for the greater good, acting selflessly and not just profit-oriented. To see improved communities, employee retention, and reduced climate change these are the businesses that we each need to be putting an effort into to support. As business people, we will take what we've learnt as a consumer and apply that to the larger financial and partnership decisions we may need to make while employed by a firm in the future.

Recommendations

Our group struggled to find recommendations, as Evolve Builders Inc. already is an incredible role model of responsible management and CSR strategy. However, one thing about Evolve Builders Group Inc. stood out to our group. Polley shared with us (B. Polley, personal communication, October 25 2023) that his company does not engage in any marketing of any sort. He further explained that this is due to the fact that the climate-conscious construction market is so niche, so if customers are looking for his products or services they will find them quickly and find the company, rather than the company

finding them (B. Polley, personal communication, October 25 2023).

With this information, our group believes that if Evolve Builders Group Inc. wanted to grow their business or the climate-conscious construction industry as a whole, Polley could implement a marketing strategy. This would increase overall consumer awareness of the industry, as well as the specific sustainable products and services Polley offers. While the company may not have the capacity to handle the increase in customers due to the marketing, Polley has explained that he is willing to train individuals on how to run a company like his own to become his competition. By marketing to increase the customer base and training new individuals to expand the market, sustainable construction as a whole in Polley's operating area may increase, ultimately, making an effective change to reduce climate change.

To conclude, our group had a net positive experience with this assignment. Although the international aspect added challenges beyond a typical group project, this experience was also very exciting and rewarding. We all learned a lot about the role of business in social good, and we are now inspired to hold this knowledge going forward in our education and careers. Evolve Builders Inc. is a business that exemplifies best practices of corporate social responsibility and takes sustainability seriously. The interview provided an experience for our group to gain first-hand knowledge and inspired us all.

Individual Reflections

Miguel: Reflecting on the interview with Ben Polley, the founder of Evolve Builders Group Inc. I am fascinated by the profound impact the company has had on both the environment and society. The commitment to sustainable and climate-conscious construction goes beyond a business strategy, it shows a passion for social responsibility and welfare in Ontario. From a learning perspective, I have gained learnings into the power of shaping a business's mission. Polley's childhood in the countryside, coupled with a tragic house fire, influenced his deep connection to nature and his interest in sustainable architecture. This underscores the importance of personal values and experiences in driving innovation and makes me reflect about how we experience changes, our mindsets, and our purposes.

In terms of my reaction to the interview, I would commend Polley's approach to business as a force for social good. His willingness to share knowledge and train others in the industry demonstrates a commitment to industry growth rather than just personal business growth. This delighted me a lot because most entrepreneurs look for their personal interests but Polley is not like others and has concerns for our planet and for social well-being. Then tackling the group work experience, I have to say this kind of project feels extremely beneficial to be able to engage with people and improve teamwork skills. They gave us a chance to work with people from around the world and it

was an awesome experience. Finally, I want to add that I enjoy working with my teammates Page, Kaia, Victor, and Marco and especially the ones from abroad. It was really nice to meet them.

Page: This group project was a great experience to connect with students internationally while expanding my knowledge of how businesses can implement sustainable initiatives within their operations. Connecting with students in different countries added an element of excitement to the assignment, increasing my motivation to complete tasks and build relationships with group members. Being a member of this virtual team was challenging at some points as we navigated setting meeting times across three different time zones, all while we each had to balance other class assignments and personal commitments. There were also a few communication difficulties throughout the semester because when we planned meetings there would often be a response delay between all members due to the time differences. This created confusion at some points as we attempted to complete assignments with upcoming deadlines.

However, while at some points challenging, the diversity within this group allowed us to perceive the project in various ways. Throughout the interview with Polley, our varying backgrounds brought forth diversified questions in response to what Polley shared with us as we each grasped his answers differently. This allowed our interview to go more into depth with each question asked and we collectively developed an

enhanced understanding of how and why Polley operates Evolve Builders Group Inc.

Kaia: This assignment was eye-opening about the role of business and social good. As an environmental governance major, I continuously learn about the negative role of corporations in the climate crisis. I am quite cynical of the impact of the for-profit sector, as profit is routinely prioritized over the environment. However, I was surprised and inspired by the interview with Ben Polley. The way that Evolve Builders Inc. operates subverts many assumptions about how businesses should run, and the role of business. For example, Polley trains people to “become his competition”, which goes against my preconceived notions about competition in the marketplace. Moreover, Polley explained that the company does not operate to maximize all possible profit. Instead, the motivations for the company are to increase awareness of sustainable construction and create strong local economies. This prioritization of their mission over extreme profits inspires me and makes me realize that the role of business for social good depends on the integrity and passion of the founders.

The COIL assignment structure itself presented challenges in terms of coordinating between different time zones. Although this could be frustrating at times, this is a very rare opportunity that I am grateful to have experienced. International collaboration skills will be an asset in my future career, as I hope to go into environmental policy. Navigating challenges

due to cross cultural communication in such a positive environment allowed me to learn in a safe and beneficial manner.

Marco: Overall, this project has been a fantastic experience. Working on this project provided me with a unique opportunity to gain insights into sustainable business practices. This experience has heightened my awareness of the importance of Sustainable Development Goals (SDGs) and how businesses play a crucial role in contributing to them. Hearing Polley discuss why he went into this industry, and discussing the other potential business interviewees who are also trying to make a difference has made me feel better about how many entrepreneurs globally are trying to implement effective change. Ultimately, this project has not only expanded my knowledge but has also underscored the significance of global collaboration and sustainable practices in the business world. Being in a group with students from multiple countries provided valuable insights into how businesses can implement sustainable practices. Despite the difficulties experienced with time differences, the diversity within our group proved to be a strength. Our varied backgrounds brought different perspectives to the project, and collaboration enhanced discussions.

34.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - SCANBIOTEK

Stefanie Doris Elsner Asper; Micaela
Concepción Pons Nevárez; Pavdeep
Bhangu; Evan McLaughlin; and Likoye
Marion

PIONEERING PROTEIN SOLUTIONS FOR TOMORROW

BUSINESS INNOVATIONS FOR GLOBAL GOOD team#14

COMPANY:



SCANBIOTEK

Year Founded: 2009
Number of employees: 66





BOLIVIA DENMARK, VENEZUELA

THE INNOVATION:


→

ABAITTOR

→

BLOOD RECOLECTION

→


IMPACT OF THE BUSSINESS:

The Innovative solution involves collecting, drying, and selling cattle blood as a valuable resource for fertilizers, feed, and food. This not only transforms an environmental problem into a profitable business but also supports Bolivian slaughterhouses in meeting environmental standards.

SUSTAINABLE DEVELOPMENT GOALS:

2

ZERO HUNGER



6

CLEAN WATER AND SANITATION



12

RESPONSIBLE CONSUMPTION AND PRODUCTION



15

LIFE ON LAND



17

PARTNERSHIPS FOR GROWTH



This Innovation reduces the environmental pollution associated with untreated blood runoff, which can contaminate water sources and harm ecosystems. By promoting efficient use of resources and reducing waste, this business directly addresses SDG 12 which is Responsible Consumption and Production. It also plays a role in SDG 15, Life on Land, and SDG 6, Clean water and Sanitation by mitigating environmental pollution and promoting the responsible management of ecosystems. Scanbiotek makes an effort to reduce food waste and ensure a more sustainable and efficient food production system. The utilization of cattle blood in the production of feed and food contributes indirectly to SDG 2, Zero Hunger, by enhancing food security.



Universidad de Navarra

STEFANIE ELSNER
MICAELA PONS
ISABEL RODRIGUEZ

UNIVERSITY of GUELPH

PAYDEEP BHANGU
EVAN McLAUGHLIN
RUBEN BURGA
ROMINA GOHLIZADEH



KENYATTA UNIVERSITY

LIKOYE MARION
SOLOMON BONANE
MARY RAGUI

Group Reflection

The Aim2Flourish journey has brought us into the realm of business innovation for sustainability, where we explored the profound impact of companies advancing the United Nations' Sustainable Development Goals (SDGs). Beyond presenting the facts in the initial Aim2Flourish submission, this reflective essay delves into the collective introspection of our team and how Scanbiotek has distinguished itself through its unwavering commitment to driving sustainability. In this critical reflection, we navigate the intersections between our academic knowledge, the cross-cultural dynamic at play, and the challenges and successes encountered during this experimental activity.

Through this submission we provided a story for Scanbiotek, a relatively new company in Bolivia, created by a strategic collaboration between the Danish company, Protена international, and a local Bolivian company, Tusequis. This company was created with the motivation of eliminating pollution in the watershed, and finally turned into a company that turns polluting cow blood into useful resources including feed, fertilisers, and food products. The narrative demonstrates how Scanbiotek's creative waste management strategy is in line with different Sustainable Development Goals (SDG) that align with Aim2Flourish's values. Our story further states that Scanbiotek's creative strategy is admirable and consistent with

the values of environmental stewardship, sustainable development, and responsible consumerism.

After examining our story, we think Scanbiotek has a creative and admirable approach to waste management. The company's program promotes social and economic advancement in the neighbourhood in addition to addressing environmental issues. This can be seen through how this company works for many of the SDGs set by the UN, and after analysing the company we got to the conclusion that this 5 goals were the ones that most align with the company's values and goals:

- SDG 2: Zero Hunger.

The company collects millions of litres of blood annually, creating with this dried and concentrated bovine plasma and dried bovine haemoglobin, with which products with high iron content are produced for human and animal consumption.

- SDG 6: Clean Water and Sanitation.

The company was mainly interested in eliminating pollution in the watershed, thus creating a cleaner environment and reducing the amount of money invested in wastewater treatment.

- SDG 9: Industry, Innovation, and Infrastructure.

This company uses many innovative solutions to face Bolivia's environmental issues, in this case, where blood is discharged into the environment causing

contamination.

- SDG 12: Responsible Consumption and Production.
Scambiotek contributes significantly to the meat industry's financial efficiency by enabling savings of 8.5 million dollars in wastewater treatment. Also, the company collects 12 million litres of blood annually, which are turned into different products.
- SDG 17: Partnership for the goal.
Our company is based on the partnership for the goal mainly because this is a company that started as a strategic collaboration between two companies from different countries searching for the same goal.

Even though Scanbiotek can be related to many of the SDGs, the primary UN goal we related to the company is, Responsible Consumption and Production, (SDG 12). This can be seen in their ability to turn what is frequently thought of as waste—cattle blood—into useful resources is an excellent illustration of how companies can support sustainable development. Scanbiotek's waste management strategy supports this objective. A crucial component of corporate social responsibility and sustainability, the story emphasises the value of responsible production and consumption. It draws attention to how companies can support several SDGs by using creative and ecologically friendly methods.

On the other hand, in this group project we not only learned how a company can have more than the goal of being

economically successful, but also to help the environment and society we live in. Prior to initiating the project, our professors gave us many classes to teach us how to communicate and work together with our project partners, mainly taking into account that we each come from different backgrounds, teaching us how to be respectful and cooperative, a skill we used later when we got to know all these new people. We learned the ups and downs of having to work with new people, who have a completely different lifestyle and culture than us. In our case we were six people who not only have a different first language but also, who have different time zones, and obligations.

During our time working together we agreed to have a weekly meeting in zoom for us to address our concerns and coordinate individual plans for the upcoming week. Of course, sometimes there were connection problems which posed a bit of a challenge in the communication between us. However, we also created a WhatsApp group chat, which was another way of communicating with each other, in a more informal way, and this let us talk with each other, daily if we had any questions or inconveniences with the project or the company. After analyzing all the ways we communicated with each other we got to the agreement that the things that worked the most for us, were zoom meetings and the WhatsApp group chat, this being cause this tools helped us to keep in contact with each other on a daily basis and it also allowed us to get together every week even though we were in different places with

different time zones. I think something that we noticed that wasn't working for us was mail, this was because many times we mixed up mails or we didn't get any answers, so that's why we mainly used those other two ways of communication.

In conclusion, this reflective essay serves as a collective introspection into the multifaceted experience of exploring Scanbiotek's sustainability story. This critical reflection has gone beyond a mere recollection of facts that goes over team members' experience, academic connections drawn, and the potential future implications of this experience. This journey has not only enriched our understanding of its sustainability in business but has also contributed to our personal and professional growth. With a candid exploration of what worked and what did not, this paper offers a comprehensive narrative that not only honours the experiences encountered but also paves the way for continuous learning and improvement.

Individual Reflections

Micaela: This project was an experience that fulfilled me mentally, opened doors for me to get to know new people. This not only showed me how many companies are working for a better world, but also how us the young people are looking for different more innovative ways to help the world we live in.

My only challenge with this project was that we were unable to meet in person, and everything was done online. The reason

for this is due to the fact that talking with each other over the internet can sometimes lead to miscommunication. In our group almost all of us, got together in zoom every week at an appointed time. However I believe that is harder getting to know and to work new people though a machine, this being why I believe that the distance and different time zones was our biggest challenge. Never the less this also helped me notice how the level of effort for a project varies greatly for each individual, for example when Evan and Pavdeep woke up 6 am for the interview with the CEO Scanbiotek.

On the other hand, the project showed me to be more patience and it helped me to see how in many ways the cultural background of a person is something very influential in the way they work. Many times, something you believe is very normal or something that you expect from someone is not what they are going to do or what they believe is correct or polite. So even though this project was indeed challenging I believe this will prepare me for the future and future jobs I might have.

Evan: I've had a great experience working with my team from the University of Navarra and Kenyatta University. Originally, I was unsure of how our story would go as I did not have any information on Scanbiotek being from the University of Guelph and living in Canada all my life. I quickly realized the great initiatives this company was offering and how hand-in-hand it was with the concept of CSR and the SDGs. Scanbiotek, is an example of an amazing innovation that

tackles environmental issues and generates revenue. Scanbiotek helps Bolivian slaughterhouses comply with environmental regulations by turning an environmental issue into a successful enterprise by gathering, drying, and recycling cow blood from slaughterhouses.

I feel like our team learned quite a lot from this project and this was for sure an experience I will not forget! Chemistry was an issue at times, but we continued to communicate through our 'WhatsApp' group chat to arrange meetings and deadlines for work every week. I have been able to develop teamwork and leadership skills throughout my past 2 years in university and I think that contributed to our success with assignments thus far. Going forward, keeping our meetings via zoom on Fridays and communicating through 'WhatsApp' has seemed to work. Although, we have to keep in mind the time zone of our fellow group members when working on tasks and sending chats.

Overall, this group project really challenged my organizational, teamwork, problem-solving, and time management skills which I feel I really improved with. Sustainable development is a common global aim, and the best approach to motivate and inspire cooperative action toward these goals, in my opinion, is to highlight the role that businesses play in advancing this cause for Aim2Flourish. It was definitely tough working with different time zones, but I believe we did the very best we could. I think the valuable skills I gained from working on this project will help me get ready

for whatever employment/school opportunities I might have in the future.

Stefanie: Right from the start, I was very enthusiastic and interested in joining this project. Initially, I found it fascinating to have the opportunity to interview companies as interesting as Scanbiotek, from which we can gain extensive insights and delve deeper into understanding the SDGs, which I consider highly important. Additionally, I was thrilled at the chance to connect with people from diverse corners of the globe and share insights about my country and its culture.

Collaborating with individuals across different countries presented challenges, as numerous complications emerged throughout the project due to communication difficulties, varying schedules, and different communication styles. Nevertheless, I believe this experience greatly contributed to enhancing my leadership and communication skills, fostering patience and a greater understanding of the diverse ways people think, work, and express themselves.

What I liked most about this assignment was discovering the Aim2flourish website and the opportunity to read some of the fascinating stories shared there. Sustainable development is a shared global goal, and I firmly believe that highlighting companies' contribution to this cause is the most effective way to inspire and encourage collaborative action towards these objectives.

Pavdeep: This experiential activity test was a great experience. I found that this activity was more rewarding than

challenging. Working with the University of Navarra and Kenyatta University added dynamic and diverse dimensions as we got to hear unique viewpoints on the project. Without our peers from the University of Navarra, we would have never learnt about the great initiatives Scanbiotek partakes in.

Despite the time difference and challenges coordinating with the two institutions, we were all mutually able to decide to focus on Scanbiotek as our company. Weekly meetings provided a platform for real-time discussions, and constant communication through text ensured that everyone was on the same page. By sharing the workload and leveraging each team member's strengths, we successfully navigated the challenges, aligning our efforts toward the common goal of completing the project. In the context of SDGs, our collaboration with Scanbiotek underscored the importance of global partnerships in achieving shared sustainable goals.

One thing I would do differently when approaching this project would be to set goals to finish certain assignments before the due date. Doing so allows a stress-free environment and allows us to show our best work. Overall, this was a great experience as I got to navigate the Aim2Flourish website and learn about different companies around the world.

35.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - AMERICA AUTO REPAIR

Matt Brown; Claire Camilleri; Yael Ibarrola;
and Itzel Vidal

BUSINESS INNOVATIONS FOR GLOBAL GOOD

America Auto Shop

Our goal is to benefit the consumer and work towards a cleaner future

**REACHING EXCELLENCE IN
PREPERATION FOR
TOMORROW**
Group 15

We strive to help our customers fix their cars such as A/C, brakes, tires, transmission, etc

We differ ourselves from others by shifting to a more efficient and environmentally friendly shop

**AMERICA AUTO REPAIR &
BODY SHOP**

Matthew Brown - UoG
Claire Camilleri - UoG
Yael Ibarrola - DoM
Itzel Vidal - DoM

Yang Hoang Anjail Chaudhry

UG

DOMINICAN UNIVERSITY
FOUNDED 1901

SDG 12 – America Auto Repair

Group Reflection

America Auto Service & Body Shop plays an influential role in the automotive industry around the Belmont- Cragin

community in Chicago. They focus on the safety and care of customers and the environment. This is all done through the effort to save money and prevent car part junking by prioritizing repairs over replacements. This is important because most car parts can take up to a century to break down in a junkyard, however repairing can not only save money but also prevent that from happening. Focusing on America auto Service and Body Shop has helped us grow an appreciation for the work that Octavio Tapia is doing every day. They have influenced their employees by practicing this strategy when they decide to leave the nest and open up their own shops. Hearing about their impact and how small shops can grow to have a greater influence through small efforts to a bigger cause is really inspiring. I hope more automotive and body shops can learn a little bit from them just as my group and I have.

Along with implementing this new found information from our interview into our own field industries. Throughout, we got a sense that changes in protocols aren't always the worst solution and that not every business has to follow certain rules. That it is okay to accept change so then it can help a business learn more about what either went wrong or right. In this case this autoshop was able to gain consumer trust/referral. Which is essential to not only a business aspect but as said above, an impact as a whole for communities that aren't able to access this type of care.

After learning and reflecting on the business values and morals of America Auto Service & Body Shop, one can

conclude that their innovative approach has positively affected the way we will act and think in our future decisions going forward. One of the main innovations of this story was the priority of repairs over replacements. As previously explained, the action of recycling over disposing helps to improve the environment as it promotes sustainability and significantly reduces excess waste. This story really brought light to the importance of recycling and how it can prolong the longevity of our earth and further promote sustainability for this company.

Oftentimes, a “new” product or good can be prioritized or looked at as better over a reused item; however, this company and story has changed the overall outlook of that stigma.

Individual Reflections

Yael: Being able to work on this project in teams was a teachable moment. While it felt new, it felt like I was relearning effective ways of communicating. It was up to all of us to contribute to the team’s goal of pushing this story to be told. Throughout getting to know my teammates, I saw how essential it is to communicate each person’s schedule. Our schedules needed to be discussed before getting to work to ensure success, which we understood well. Throughout this process, my team and I were able to hold each other accountable yet still find a way to familiarize ourselves and work around any issues. With these skills in hand, I will practice them more to interject in my fashion major.

Collaborating with the people you work with, within the industry is also essential.

Claire: Getting to work and interact with international students was a really great opportunity for myself as a student in business. Not only did it help to improve my skills regarding socialization, organization, and time management, it allowed me to meet new individuals, and gain knowledge on companies in different parts of the world. However, one drawback of the virtual distance was finding a time to meet each week with every student's busy school, work, and life schedule. The power of social media was very helpful as we were able to create a group chat to communicate throughout the weeks. I felt that my overall participation was high, especially when it came to scheduling the weekly meetings and collaborating with my team members. I am thankful for the opportunities that this project has given me however I believe that there could be similar projects for students that are a little more organized for all of the individuals involved.

Matt: I think that the idea of this project is very interesting and I have some pros and cons that I would like to share. To start, I think that group work is important and it is something that should be done in school. It is a great way for students to learn how to interact with others as some students may struggle with that. When it comes to the real world after graduating, these skills are crucial to be more successful. With that being said, I do not think that online group work is the best approach, I think face to face interaction is the best way to

get real value and the different time zones added unnecessary obstacles to work around for not getting the true value of group work. These obstacles have been somewhat difficult to handle as it is hard to find a time that works for everyone in the group. We also have had only 4/6 group members working on the project and we have been able to work around it but again it is what I believe to be a problem due to it being online. It has been a lot easier to keep track of everyone with social media (Instagram) where we do all of our discussing and where all of our meetings have been hosted. As for my part of the group work, I have participated in the weekly meeting and have been doing my part as I did the poster for our company and I have given what I hope is valuable input where needed. Overall, I think that this project is okay but there is definitely room for improvement to allow students to get more value out of the class.

Itzel: I always appreciate working in groups because it shows me new ways I can grow and be better from the experience. This group has allowed me to strengthen my teamwork and leadership skills from multiple aspects. In group work there are always obstacles and I believe that we handled them gracefully. Working in an international group was difficult; we all live separate lives which makes it difficult to find a time to agree on meeting. With the different time zones and schedules, our replies and communication wasn't very consistent. This was hard to work around but we always found a way to work around it. That obstacle was the biggest, but we also worked

around missing 2 of our group members. This “ghosting” wasn’t very fun, but we all mutually agreed to not let it hold us back and to continue with our progress. The choices put on the table for our project topic, were all great, but we ended up going with my proposal. Conducting the interview was a great learning experience because I have always been the interviewee, but never the interviewer. It was nice to switch the roles for a while, I was able to practice on my communication and questioning skills, trying to keep the conversation flowing. These were all skills and experiences that I think will help benefit me in the future. I appreciate all I have learned from this project.


36.

SDG 12 RESPONSIBLE PRODUCTION AND CLIMATE ACTION - MCCAIN FOODS

Miriam Guler; Liza Shakhlevich; Adam
Teichman; and Anonymous

BUSINESS INNOVATIONS FOR GLOBAL GOOD
TEAM: **28 THE FARMS OF THE FUTURE**

MCCAIN FOODS LTD IS THE WORLD'S LEADING PRODUCER OF FROZEN PRODUCTS, BEST KNOWN FOR ITS FROZEN POTATO PRODUCTS. FOUNDED IN CANADA IN 1957, THE COMPANY OFFERS A WIDE RANGE OF FROZEN POTATO PRODUCTS AND OTHER FROZEN FOODS WORLDWIDE. THE COMPANY IS WELL KNOWN FOR ITS DEVOTION TO QUALITY, INNOVATION AND SUSTAINABILITY.



13 CLIMATE ACTION

SDG 13&4: FARMS OF THE FUTURE IMPLEMENTS AND PROMOTES SUSTAINABLE AGRICULTURAL PRACTICES THAT REDUCE GHG EMISSIONS AS WELL AS ENHANCING THEIR RESILIENCE TO CLIMATE CHANGE. IN ADDITION, THE INNOVATION RAISES AWARENESS ABOUT THE IMPACTS OF CLIMATE CHANGE THROUGH EDUCATING STAKEHOLDERS AND FARMERS ON THE RISKS OF CLIMATE CHANGE AND THE IMPORTANCE OF ADAPTING THEIR STRATEGIES.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SDG 12: THE FARMS OF THE FUTURE PROMOTES RESPONSIBLE PRODUCTION, SUSTAINABLE CONSUMPTION PATTERNS, AND AWARENESS ON SUSTAINABLE AGRICULTURAL PRACTICES.

INNOVATION: THE FARMS OF THE FUTURE INITIATIVE
TWO MCCAIN-OPERATED RESEARCH FACILITIES THAT AIM TO ADDRESS CLIMATE ACTION CONCERNS AND EDUCATE ON RESPONSIBLE PRODUCTION

UNIVERSITY of GUELPH
PROFESSOR YAMU HOONO
ADAM TOSI (MAN), CRAIG CHRISTENSEN

KENYATTA UNIVERSITY
PROFESSOR MARY RAGUI
MUNYA EPHRAEL, SILVIA WANJIRA

DOMINICAN UNIVERSITY
PROFESSOR ANJALI CHAUDHRY
ANIRBAN GUPTA, LISA GHANILEVICI

SDG 12 – McCain Foods

Group Reflection

Through the AIM2Flourish story assignment, we learned a lot about working within a cross-cultural environment that will

heavily benefit us in the future. One of the biggest things we learned was to not only be open to new ideas but to share our own individual ideas that might be unique to each of us because of our points of view. Another big thing we learned was how difficult working in an international group can be for scheduling and completing assignments. We learned the best way to do this was to adopt an individualism style/dimension to our group work and projects. This doesn't mean every part of the assignment was done alone, but each job was split up, and we were each responsible for our own, as it could become difficult to help the group members, not from the same school. Connecting to this we learned how difficult scheduling can be in an international/cross-cultural group. Time zones can make it very difficult to schedule weekly meetings, especially adding that everyone in our group had full-time classes. This meant we would have to find a time when everyone didn't have a class and it wasn't the middle of the night for anyone in the group. With our particular innovation (Farms of the Future) being international we found it very helpful in writing the story to have a group from different parts of the world as it helped us expand our story and have ideas that are not only built upon the experiences of one nationality. This group project helped us understand the value of cross-cultural groups and how the different ideas brought forward can combine and create an interesting and in-depth story on business innovations.

Throughout the semester, we've learned a lot about environmental sustainability. It was significantly beneficial to

our group that by the time COIL began, we all had a similar base understanding about climate change, SDGs, etc. This way, when our project began we all started with a strong foundation of understanding, and it was easier to transition to the work of COIL. Specifically when it came to teamwork, learning about other cultures (such as doing the cross-cultural analysis), and learning about team effectiveness really equipped us to be successful. Learning better ways of communication, collaboration, and problem-solving was incredibly useful, especially when working with students from other backgrounds and cultures. In addition, Professor Chaudhry significantly helped us prepare for this project due to her extensive knowledge in sustainability as well as introducing us and equipping us with the En-ROADS simulation. By diving into all of the intricate details of the simulation tool, we gained a lot of valuable insights into how complex climate change is and it helped us learn how to effectively assess other businesses involved and the impact they have as well. This hands-on experience not only expanded our overall knowledge in environmental dynamics but also provided us with a solid foundation for evaluating other businesses. All in all, we were well prepared to navigate the challenges of climate change and make those informed decisions when it came to interviewing the business and having those conversations.

Throughout the last few weeks for our project, our team collectively decided to use WhatsApp as our mode of

communication due to time differences and location differences. We were very good at discussing what needed to be done for the week, clarified any confusion we may have had, and made sure that we were all on the same page. In addition, we had team meetings every week to ensure we were always communicating with one another and to make sure each group member had a voice when it came to making group decisions and separating roles. During our meetings, we talked about our progress each week, what we needed to work on, how to split it up fairly, and addressed any concerns or challenges anyone may have had. To make sure it was split up equally, we divided the workloads among the team members who were participating. Moreover, we were flexible with each other's schedules and adapted our strategy whenever it was necessary such as meeting on other days or holding last minute meetings when we were available. In situations where some team members were unable to contribute, we collectively reassigned tasks to make sure we were staying on top of our tasks and progress to ensure the success of our project.

Our project was a unique and enlightening experience. One aspect that undeniably worked exceptionally well was our strong communication. Despite being in different time zones, we managed to stay connected effectively through various communication tools, ensuring that we were always on the same page. This facilitated the exchange of ideas, updates on individual tasks, and problem-solving. Further, we exhibited a high level of efficiency, finishing our respective parts well

before the deadline. This not only reduced last-minute stress but also allowed us time for revisions and improvements. The quality of our work was another success, as we all contributed our best efforts and ensured that the final project was of high standard. However, there were a few challenges as well. Occasionally, the time zone differences made scheduling group meetings a bit tricky, requiring some flexibility from all members. Additionally, while we were strong on communication, there were moments when we could have been more proactive in addressing potential issues. Overall, the experience was positive, with our effective communication and timely completion of tasks outweighing any minor hurdles we encountered.

Individual Reflections

Adam: Reflecting on the group project, I must say it was an incredibly positive experience. Collaborating with students from different countries not only expanded my horizons but also made the project a lot more enjoyable. It was fascinating to work alongside individuals with diverse perspectives, which added richness to our discussions and approach to the task. One particularly interesting aspect of the project was conducting our interview with Hanna. The interview provided valuable insight and gave us the opportunity to learn about McCain's commitment to sustainability. Overall, this project was not only a learning experience but also a lot of fun,

highlighting the benefits of international collaboration and the importance of embracing different perspectives in our work.

Liza: I found this experience to be very out of my normal expectations in an interesting way. I definitely never expected to work with students across the world but it gave me a lot of knowledge and overall was very fun getting to know my other teammates and I would love to work with them again. In the beginning, I had no idea what to expect out of this and I was pleasantly surprised throughout the project. I would definitely do it again as well as share my knowledge with others. My favorite part was creating the poster and getting to see them all on AIM 2 Flourish was very cool. Ultimately, I am very appreciative that my professor included this project in this class and I learned a lot in all aspects.

Miriam: This group project was definitely a very positive experience, and I feel that I've learned a lot. When COIL first began, it seemed very daunting and overwhelming, however things ran really smoothly due to our group having really great communication and how the work was laid out by the professors. It was a really unique experience to be able to work with students from different countries and I believe that also elevated our work because everyone had different perspectives. Being challenged through time zones and different cultures also made this project very enlightening, and I feel like our group did a really great job at combating our busy schedules and finding ways to work together to get our work done. All in all, I've never been involved in a similar

experience so I'm grateful for what I've learned during this project and for the people in my group.

37.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - LA PASTORA- QUINTO

Samet Kardesler; Natalia López Plana;
Daniela Picazo Martínez; Gerraldy
Marcelino Mustakim; Mikhael Goa Dede;
and Anonymous

Universitas Brawijaya

Universitas Sebelas Maret

Professors: Dr. Ir. Amelia Naim Indrayana, Isabel Rodriguez Tejedo, Ruben Burga

LA PASTORA

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

GROWING GREEN:

A SUSTAINABLE JOURNEY

CO₂

Improvement of air quality

Waste Reduction

Promotion of sustainable agriculture.

SCAN HERE

Group of Habitat 45, Liris Plaza, Curug Ploso, Malang - East Java, Indonesia

SDG 12 – La Pastora- Quinto

Group Reflection

Aim2flourish learnings have exceeded academic boundaries. It has been a fulfilling experience whose rewards go from forging international relationships to becoming aware of the real duties of a business leader. These intense, yet entertaining, six weeks have not gone unnoticed, and we would like to share a piece of our minds on how the development of this group project has provided us with useful and, hopefully, long-lasting knowledge.

The company chosen is La Pastora Quinto S.L, a primary-sector Spanish company that dedicates itself to the dehydration of fodder. The aim of this assignment was to find a company that develops innovation for the global good, and since this company's recent implementations comply with the 2030 agenda and a couple of the UN SDGs, we thought La Pastora was the perfect fit. The firm's stretch link with agricultural activities has made us learn from unexplored grounds, such as how organic matter is produced and to what extent this is crucial for a sustainable planet.

Along the lines of sustainability, we have had the chance to explore a company that starts making real change from the bottom: more naturally produced animal food that ultimately translates into increased quality of animal-origin products. We have been able to witness the significant impact on the local community. Firstly, by reducing negative externalities (such as nocive carbon emissions) which contributes to a higher CSR

(Corporate Social Responsibility). Moreover, La Pastora aligns with the triple bottom line by taking into account economic, social, and environmental considerations. These led us to realize the direct relationship between the contributions made to society and the benefits reaped by the firm, such as the money saved up from not using artificial and harmful fertilizers or the introduction of the carbon rights market to actively tackle the greenhouse effect.

Having the opportunity to have a closer look at the company's activity has enabled us to reconsider the course of action in future business decisions, such as giving its deserved relevance to the incorporation of some kind of SDG. This project has reflected the importance of considering broader objectives beyond higher profits to achieve global good. From enhancing working conditions to increase employee satisfaction to reducing contaminating substances, the importance of a sustainable business practice must not be underestimated.

On the other hand, we have learned and grown from the adversities we faced when working as a team under such challenging conditions. Not only was it a difficult task to coordinate and organize the Zoom meetings, but it was also hard to open-up and share your opinions at the start. The cultural differences played a key role in this unequal participation: while there were people who felt more confident in sharing their views, others patiently waited to be asked directly.

Despite these issues, the simple yet useful dynamic of the weekly meetings was commonly known and praised by all members. After discussing the weekly assignment in the meeting, we divided and completed the work on a shared Google document. When all the individual parts were completed, they were reviewed and submitted by a couple of team members. Thankfully, we were able to complete all the parts in the given time, which avoided moments of stress and discomfort amongst the group.

We as a team also learned some important things during this experience that were also related to what we were taught in our courses. First of all, we saw how crucial it is for us to coordinate properly, be organized, and also communicate well. Overall, we can say this was a big lesson in these practical skills.

We also learned about interacting with interviews and how to analyze a company. It was interesting to apply what we learned before in a real situation. Moreover, by understanding different cultures and how they affect decisions and the way people work, we realized that cultural differences play a big role in how people make choices.

Lastly, we also learned to be considerate of each other. Not everyone has the same schedule; we live in different places and in different time zones. Of course, we also have to adapt, but at the same time, we tried to understand and support each other since working together smoothly was the most important part of the project.

In terms of learning that supplemented our work, we

identified the following the most. Firstly, of course, everything we learned about cross-cultural issues. With this project, we not only experienced them but also learned to handle them. Despite facing these obstacles, we managed to finish successfully. We also understood the roles and responsibilities of each team member and saw how important it is to work together. Applying project management principles, like good communication, planning, and meeting deadlines, was essential. Lastly, we became aware of our strengths and weaknesses, which helped us assign the tasks effectively. Overall, our learning from our courses was like a guide that made our teamwork better.

Summing everything up, it can be said that the beginning was a bit difficult for all of us, but we learned to adapt and made the best of it. What worked was using a WhatsApp group for tracking everyone's progress and for communication. It was truly beneficial. Google Docs was essential and enabled us to share and collaborate easily within the group. Online meetings (WhatsApp & Zoom) were good for our weekly discussions, and with the use of WorldtimeBuddy.com, we were able to estimate and manage the time differences across the countries.

What didn't work so well (at least in the beginning) was managing the time differences. Sometimes our progress slowed down a bit due to busy schedules, and therefore some meetings had to be postponed. Also, the fact that we didn't really know each other so well and only through online meetings.

Sometimes it was a bit awkward, but luckily not in a way that it had a negative impact on our work.

To conclude, we gained valuable insights on sustainability beyond the textbooks through our Aim2Flourish journey with La Pastora Quinto S L. It was focused on the importance of the triple bottom line while showing that the company had positive impacts on organic matter and local communities. However, the experience demonstrated some difficulties and successes of working in a multicultural team and pointed out the significance of good communication skills and the ability to adapt. Nonetheless, the team made progress despite the hurdles by taking advantage of tools such as WhatsApp and Google Docs.

Individual Reflections

Daniela: Taking part in an exclusively virtual experience has been new to me. Even though I had already participated in projects which were not completely developed presently, I had not had the chance to work at a global scale with unfamiliar students until now. When doing this new activity I inevitably faced many challenges: from the difficult coordination due to the huge time differences to the cultural differences reflected in misunderstandings, working at an international level has its difficulties. Not sharing a common language is an underestimated advantage that we are used to taking for granted.

However, despite these disadvantages, I have been able to

improve my teamwork skills as well as having closer contact to first-hand experience on how to lead and enhance a company. Being in contact with a CEO has given me a more practical view on business management. It is also worth mentioning the social conscience I have acquired after exploring more in-depth some of the SDG's and its' targets.

Mikhael: Participating in working on international projects and also learning about businesses and companies that provide benefits to many people and analyzing companies that are in accordance with SDG principles is a new experience for me even though I have not been able to contribute much but it makes me learn a lot and get to know new friends even though I have not been able to get along. Here I also learned a lot about how to handle a job even though there are some obstacles such as time differences and language barriers. Despite these obstacles, I learned a lot and was able to get to know many people, take responsibility and gain knowledge that can be useful for the future.

Gerraldy: A new and challenging experience, but also fun for me. This is my first time participating in an international scale project, and I am very proud to be able to participate in this activity. Some of the challenges I faced when participating in this activity were the time difference which was very noticeable (I even had to do meetings at my bedtime haha!!). Sometimes, due to time differences, we cannot have meetings, which hinders us in this activity. I also met my new friends from 2 different countries, and they are great people, even

though there are other obstacles, such as language barriers, it doesn't prevent us from interacting with each other, so we use English. However, despite the obstacles like time difference and language, I learned a lot from this experience.

Starting from how to analyze companies, from the companies we choose, and the companies chosen by the entire team to be interviewed, I learned a lot about the uniqueness of various companies. I also learned about 17 SDGs, which I was familiar with for the first time, and learned about how a company supports SDGs.

Natalia: This experience was new to me; I was used to working face-to-face with people I already knew. However, this project presented me with a challenge I had never faced before. This group project forced me to work with a team that had significant differences among its members.

This project inevitably led to several challenges. Firstly, we had to coordinate the significant time zone differences among team members. Moreover, given that we come from three different cultures, we had to adapt to each other's working styles and find a way for all of us to be comfortable. While some of us have a more proactive attitude and enjoy expressing our opinions, others preferred to remain silent, listen to the opinions of others, and only share their own views when they deemed it appropriate. As a result, I've had to learn to ask others for their opinions before sharing mine, as they might not express their thoughts initially, choosing instead to listen to others as a sign of respect.

Despite these challenges, this experience helped me improve my teamwork skills. Additionally, it provided me with a closer look at how a company works to address the Sustainable Development Goals (SDGs) of the 2030 agenda to improve the environment. This made me more conscious of the importance of taking care of our planet.

Samet: Working on a virtual international project was new and exciting, but also had its challenges. Dealing with time differences and diverse cultures made the coordination a bit tricky sometimes. We had to find ways to communicate and plan effectively since we also had other things to do and were not only working on the project 24/7 (university, work etc.). Despite these challenges, I really enjoyed the work. Not only generally with people from different parts of the world but also with my group. Figuring out meetings where everyone was available was tough sometimes but we still managed it.

Overall this experience taught me a lot about teamwork on a global scale and made me more aware of potential obstacles and challenges. Sometimes it might be easier to work alone, but I had fun learning how to face these tasks with this group work and would also do it again.

38.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - DEL'S PASTRY

Roan Orbaum-Wise; Jessica Jacques;
Santiago Uranga Gayol; Gabriel Uribazó
Antón; Chairil Chandra; and Andi Bibby
Pradipta

Sustainable and Innovative Pastries



TEAM 46

DEL'S PASTRY DEDICATION IN DEVELOPING AND IMPLEMENTING SUSTAINABLE SOLUTIONS

Innovation

On the plastic issue, Del's Pastry has a new strategy: they are working with a company called "The Carbon Neutral Club," which monitors Del's Pastry's carbon emissions to create core-on emission reduction goals. Del's Pastry also makes sure their packaging is 100% recycled. So the products purchased by the customer can be recycled differently when the products are packaged. They also use PET, and hot water bottles that are 100% recycled. Where the goal is to reduce carbon emissions and reduce the use of plastic waste.

Projects

Food Safety that has been embedded into their culture as the number one priority. Del's just is audited by the SQF Standard, which they believe is the most great audit.

Scale Up and production of product features. Del's product development, engineering and manufacturing team has a core of your requirements to make low challenging. Del's previous customers an edge in the market and will be looking into products earlier than any other competitor guaranteed. They have close and tight relationships with their suppliers to pressure any ingredients at best a volume.

State-of-the-art production facility. Their state-of-the-art facility is produced in a 128,000 square feet manufacturing facility with a highly automated process. This line is capable of low and high volume, as well as seasonal and traditional production runs. The facility is equipped with modern design lines, a 100 foot laser oven and quick turn-around packaging lines.

University of Del's
Dean Oliver
2023-2024

University of Del's
Dean Oliver
2023-2024

IPMI
International of Pastry
Innovation



SUSTAINABLE DEVELOPMENT GOALS



12



13



14



15

Statistics

SALES

10,000



PROFIT

10,000







SDG 12 – Del's Pastry

Group Reflection

In collaboration between Canadian, Spanish, and Indonesian students, a comprehensive study was conducted to explore the innovative sustainability measures implemented by Del's Pastry, a Toronto-based company. This cross-cultural initiative provided a unique learning experience for the students involved, fostering a rich exchange of ideas and methodologies.

Del's Pastry has emerged as a beacon of environmental responsibility in the pastry production industry, guided by a visionary approach to sustainable practices. This collaborative research delves into the company's groundbreaking strategies, emphasizing its commitment to minimizing environmental impact.

The multinational team of students engaged in a dynamic exploration of Del's Pastry's initiatives, showcasing the company's dedication to reducing plastic usage. By partnering with "The Carbon Neutral Club" and meticulously monitoring carbon emissions, the company is actively working towards setting and achieving ambitious sustainability goals. The company's commitment to reducing plastic usage, transitioning to recyclable packaging, and introducing initiatives such as cardboard pallets and lighter clamshells has resonated deeply with us. We believe that these measures not only showcase the company's dedication to environmental stewardship but also serve as a model for sustainable practices in the broader business landscape. Finally, we would like to

mention that we have found inspiration in Del's Pastry's proactive approach to sustainability, recognizing it as a commendable effort towards building a more eco-conscious and responsible future.

Here, we have some salient points regarding the story:

- The company is taking steps to reduce the environmental impact of pastry production processes and packaging materials. They have partnered with "The Carbon Neutral Club" to monitor carbon emissions and set goals for reduction. Their packaging is 100% recycled and recyclable.
- The company ensures the health and safety of employees through policies such as good manufacturing practices, sick leave, and on-site rapid testing for COVID-19. They are working towards sustainable development goals, including reducing plastic content in packaging materials by using post-consumer recycled materials.
- The company provides employment and training opportunities for marginalized communities, including hiring foreign workers and offering entry-level positions to newcomers with no Canadian experience.
- Efforts are made to reduce energy consumption through practices like minimizing changeovers, using steam for equipment sanitation, and promoting energy-saving habits like turning off lights.

The process of writing this story made us reflect a lot about course material we have learned over the semester, how it reinforced the learning, and how it challenged it. It also made us challenge assumptions we had with businesses and what they should do in the past.

Throughout the entirety of the course so far, we've learned about businesses and their CSR duties, stakeholders, which stakeholders should be prioritized, and much more. Through our story on Del's Pastry, we reflected on their CSR hierarchy and understood more of the CSR responsibilities that they must follow in order to be successful (Hoong, 2023). They are a profitable business whose goal is to expand and make more money. They follow legal responsibilities by following food safety guidelines and getting multiple audits per year to ensure safety. They have many systems in place to ensure that employees are safe, and COVID is held to a minimum. For ethical responsibilities, Del's ensures that women have the same opportunities as men in the workplace, with 50% of their employees being women.

They pay their employees competitive wages and make sure each employee is treated equally.

For their philanthropic responsibilities, they get ingredients from locally sourced companies, donate food to food shelters, and hire foreign/low opportunity workers. Also, to ensure they are helping reduce emissions, and ensure packages are properly disposed of, they use the least power they possibly

can and have packaging that ensures consumers can properly recycle them.

Del's Pastry revolves on a tight balance between the firm's self interest and the well-being of society in order to be successful in their industry. It's important that they keep this balance as it has been extremely beneficial for them thus far.

Our challenging thoughts we had based on assumptions we created in the past were that we thought firms were based more on the self interest of the company rather than a tight mix of their self interest and societies interest. We found out that having societies interest in mind is also beneficial to your self interest as economical stakeholders are very picky about what they purchase. For example, their sustainability interests have to usually align with a company's sustainability interests in order for them to even consider purchasing their product.

Overall, what we learned from this story reinforced much of our learnings from this course, and have also challenged our opinions of business practices we thought were successful before. The AIM2Flourish story of Del's Pastry showcases the impact of purpose-driven business practices and sustainability initiatives. The story highlights how a company, through its commitment to environmental responsibility, social sustainability, and innovation can positively influence its community and contribute to goals such as the UN Sustainable Development Goals.

As a business person in the future, the story of Del's Pastry serves as a reminder of the significance of holistic sustainability.

It puts a spotlight on the importance of aligning business practices with social and environmental responsibility. Our example of Del's Pastry illustrates that profitability doesn't have to come at the expense of the planet or people— it is indeed possible to create a successful business while simultaneously making a positive impact.

This exercise encourages us to visualize incorporating similar sustainable practices as well as initiatives into future business endeavors. It reinforces the concept that businesses can be agents of positive change, in terms of shaping a better world for everyone while still being profitable. In the future, taking from this story, We can see ourselves seeking ways to integrate sustainability into business operations, whether that's by prioritizing environmentally friendly packaging, fostering a culture of health and safety among employees, supporting marginalized communities through employment and training opportunities, or even establishing partnerships that promote carbon neutrality and reduce environmental impact.

Our example of Del's Pastry demonstrates that a business can be successful and socially responsible. This realization will undoubtedly shape future decisions and actions, pushing for more purpose-driven endeavors that contribute positively to society and the environment. All of us Canadian, Spanish, and Indonesian students were proud to conduct a great interview and create a story worth telling about Del's Pastry. Due to our societies cultural differences and unique opinions, we thought

this experience was worthwhile and very unique to anything we've done in our times at University. We believe that Del's Pastry gave us the information we needed to further our understanding on class material and business practices in today's society.

Individual Reflections

Roan: I think that this experiential activity was definitely very unique, and because of that – it was challenging. I felt as if there were some difficulties getting specific timing down for meetings and getting everyone on board for the same things. In the end, it did work out – but it was definitely a challenge. I feel as if we managed the cross-cultural dynamics in a positive manner, as sometimes people could not attend meetings and had to be explained the situation we were in as a result of that. I think that in the future, there could have been a more productive schedule for us which would've gotten everyone on board sooner and made everyone more efficient as a result. I think everybody brought a nice perspective to the process and had great opinions on how we would handle the projects we were doing; it was nice to see different opinions from different countries. Overall, it was a challenging but fun experience.

Santi: Navigating the complexities of coordinating with Canadian and Indonesian students on Del's Pastry's sustainability project presented its share of challenges, primarily stemming from differing time zones. Scheduling proved to be a logistical puzzle, demanding flexibility to

accommodate everyone's availability. Yet, despite these obstacles, the experience has been profoundly rewarding. The cross-cultural collaboration has brought a rich diversity of perspectives to the forefront, fostering an environment where each participant contributes unique insights. This shared learning journey has not only deepened my understanding of sustainability but has also underscored the global impact of conscientious business practices. The project serves as a testament to the potency of virtual collaboration, illustrating that a collective commitment to learning and sustainability can surmount geographical boundaries. In this shared endeavor, I have not only gained a heightened appreciation for Del's Pastry's environmental initiatives but have also connected with like-minded students from diverse corners of the world, all united in the pursuit of advancing sustainable business practices.

Jessica: This unique team project was definitely challenging. In my humble opinion, having three different time zones to work with was very unrealistic. It was difficult to arrange a meeting with a time that was convenient for everyone. Other than communication issues, there weren't any other challenges such as cross-cultural dynamics. Although a lot of work wasn't completed synchronously, everything was completed (with delays due to unforeseen circumstances). I'd say the tasks assigned were distributed with equal weights to each group member. Overall, it was an enriching experience to collaborate with others with a different educational background.

Kairul: My feelings when following aim2flourish for six weeks in group 46 were very enjoyable, because I met new friends from Canada and Spain and then I also did new things so it was a new experience and learning for me, then my friends in my group are also very kind, friendly and fun. Even though I missed the zoom several times because I fell asleep due to the time zone difference when zooming, of course, we were still able to do our jobs well. And also during zoom we also talked a little about football and our favorite football team. This will be a very pleasant experience because even though we have never met each other in person, we can build communication and cooperation to be able to do all the assignments given every week from the first week to the next week. The last one was closed with a zoom together with all the participants who took part in this activity. Which will be a very valuable experience for me.

Bibby: While I was working on this aim2flourish project I felt happy and I got a lot of things. First, I have a new experience of having friends and also working together on projects. Second, this is also my first time having a Zoom meeting at night (like 1pm) because my foreign friends have different times in each country. Oh yes and finally, I am very happy to contribute to working on this project as I was part of making my team's company poster. For this project, I really enjoyed working on this project.

Uri: Starting a project with a multicultural team from India and Canada offered a special chance to combine different

viewpoints. We experienced cross-cultural teamwork, which also offered insightful learning. Understanding and negotiating cultural differences is essential in today's globalized world, and your project with partners from Canada and India is an excellent example of successful cross-cultural cooperation. The various backgrounds probably contributed a range of perspectives and methods of working, which enhanced the project experience as a whole. Nevertheless it's important to consider the difficulties that arose during the cross-cultural cooperation. Miscommunication, differing work styles, and time zone disparities might have posed hurdles. For initiatives in the future, identifying and resolving these issues is essential since it promotes smoother teamwork and a sharper focus on objectives.

39.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - EUROGROUP

Alex Hurd; Jorge Augusto Elias Melo Vega;
Ricardo Domingo Elias Melo Vega;
Masechaba Mofokeng; Lesego Chiloane;
and Anonymous

BUSINESS INNOVATIONS FOR SOCIAL GOOD

REVOLUTIONIZING PACKAGING: SUSTAINABLE SOLUTIONS FOR TOMORROW





Team ID: Alexandra Hurró, Ricardo Elias Melio Vega, Jorge Elias Melio Vega, Lenego Chloana, Masechaba Mphokeng

<p>COMPANY</p>  <p>Specializing in the manufacturing of flexible packaging and wraps, with a core focus on providing high-quality flexographic printing capable of handling up to eight colors.</p>	<p>INNOVATION</p> <p>Eco-friendly packaging solutions</p> <ul style="list-style-type: none"> Made with eco-biodegradable and compostable materials Provide an alternative that replaces environmentally harmful traditional packaging <p>INSPIRATION</p> <ul style="list-style-type: none"> The need for a greater variety of eco-friendly packaging products Developed in response to industry challenges, market trends, and stakeholder values concerning sustainability in leading international markets
<p>EURO GROUP MISSION</p> <ul style="list-style-type: none"> Manufacture and supply quality packaging to the industrial and commercial sectors Provide customers with ongoing technical guidance and support Become a leading provider of flexible packaging 	<p>SDG</p> <div style="display: flex; flex-direction: column; gap: 10px;"> <div style="background-color: #e67e22; color: white; padding: 5px; text-align: center;"> 9 <small>INDUSTRIAL INNOVATION AND INFRASTRUCTURE</small> </div> <div style="background-color: #e67e22; color: white; padding: 5px; text-align: center;"> 12 <small>RESPONSIBLE CONSUMPTION AND PRODUCTION</small> </div> <div style="background-color: #e67e22; color: white; padding: 5px; text-align: center;"> 13 <small>CLIMATE ACTION</small> </div> </div> <ul style="list-style-type: none"> Eco-friendly packaging promotes industry innovation, sustainable practices, and infrastructure development. Manufacturing and supplying eco-friendly packaging materials Using eco-biodegradable and compostable materials to reduce greenhouse gas emissions
<p>COMPANY VALUES</p> <ul style="list-style-type: none"> Quality innovation Environmental responsibility Exceed industry standards 	<p>BENEFITS TO THE BUSINESS</p> <ul style="list-style-type: none"> Enhanced reputation New business opportunities and partnerships Reduced waste management and disposal costs in the long-term Diversify/expand consumer segment
<p>SOCIAL/ ENVIRONMENTAL IMPACT</p> <ul style="list-style-type: none"> Combats climate change by reducing greenhouse gas emissions, pollution, and waste Encourages sustainable business practices and infrastructure industry wide - promotes new industry standards Preserve terrestrial and marine ecosystems 	

Our Innovators: Ruben Burgos, Yang Heqing, Rossana Skolozafel, Amalia Rodriguez, Mariana Isabel Rodriguez, Fernando Miyamoto

SDG 12 – Eurogroup

Group Reflection

In exploring Eurogroup SAC’s story and its innovative approach to eco-friendly packaging, we found a powerful

example of how businesses can lead for social good. Our story highlighted the emergence of the utilization of recycled, eco-biodegradable, and compostable materials in the non-western packaging industry. From writing this story, we gained new insight into the emergence of sustainable business practices in less developed economies. We also expanded our knowledge of the intricacies of recycling, including the biological and chemical processes that various stakeholders explore to address global contamination. It was also really interesting to learn about plastic bag policies and their importance to society. Furthermore, we learned how companies can make huge contributions towards SDG's by doing simple but effective work that focuses on objectives other than profit maximization. It set a standard for the triple bottom line and how one can easily incorporate these changes into their business for the greater good of the world and the people. The interview emphasized their dedication to reducing plastic waste and fostering innovation within the packaging industry, resonating with our shared values of corporate social responsibility. Eurogroup SAC's commitment to sustainability isn't just philanthropy; It goes above and beyond, integrating environmental responsibility into its core operations.

This story resonates deeply with our academic understanding of sustainability. It reaffirms that businesses can wield influence beyond profit, driving positive change in society and the environment. It challenges the traditional

notion of business objectives, expanding our perspective on the significant impact companies can have on broader social and environmental issues. Contrary to many beliefs, e.g., Milton Friedman (Chandler & Werther, 2023, p.83), this story has shown new insight into how a business can manage other contributing factors than just a business being profit maximizers. When the founder spoke on how the business works, we learned that CSR can also stem from the private sector and that companies can be benevolent when it comes to doing good in the economic world. This brought us closure, made us happy, and restored humanness within us, as many companies focus on profit-maximizing and show little interest in ESG.

From the interviewer, we can learn how to manage and micro-manage a business. From this experience, we learned a new way to contribute to the environment by utilizing research and business. ECM-biodegradable and compostable products are found to be much more environmentally friendly than microplastic. Microplastics can leak/consume into marine and wildlife, in the long-term impacting humans when consumed. We, as a group, now know that when potentially starting a business how to care about ESG and use specific methods, but also as people how to care about the environment. Avoid using microplastic materials and use more biodegradable substances. This information can go a long way for people and the global world.

This exploration prompted personal reflections about our

future roles as business professionals. It reminded us that our decisions carry weight, influencing social and environmental outcomes. It inspires us to seek innovative, sustainable solutions in our future careers. Additionally, what we learned in our classes made us have a more introspective view of the ecological momentum global trends are portraying and how we're impacted heavily by these. We now consider that our knowledge regarding climate change has increased vastly as well as what businesses are doing and reacting towards it. Ultimately, this experience has bridged the gap between theory and practice, illustrating the tangible impact businesses can achieve in fostering social good and environmental stewardship, shaping our future approach to responsible business practices.

The way we conducted the story writing was challenging since we all were not used to doing a full online teamwork across the globe, however, past communication and time issues, we were able to produce and make an appealing story and poster for the AIM2Flourish activity. The most difficult part of the project was the communication given the time zones and the personal schedules we had as a group, given relatively about a 6-hour difference between certain people. This made setting group meetings difficult and responding to each other's text messages occasionally difficult due to the fact of one being busy in the morning or at midnight. Nevertheless, we managed to have improvised time fixes to be able to get into the meetings or communicate with our fellow members.

What worked for the group was being able to communicate with each other and share work. Being able to use Zoom and orchestrate meetings went a long way. Being able to use apps such as WhatsApp helped us keep in touch. Websites such as Google Docs where we can read each other's work and add-on writings at any time helped us understand project materials and were conventional for the time zone difference.

We believe the AIM2Flourish project gives us a set example of what we should all follow and have in the present and future goals. In particular, this interview has shown us a consummate level of a triple bottom line(3BL) one should follow in their company and future endeavors. The AIM2Flourish project has made us wiser by bringing insight into our future goals and even making us greater people.

Individual Reflection

Ricardo: This experience has nourished my understanding of what recycling means. Since I was a kid I always thought of recycling as putting non used materials into a large container, pressing them and some chemicals would make the materials reusable again. Now I know I was far away from what actually happens. The AIM2Flourish experience provided me with the opportunity to watch and learn from a future increasing necessity which is the sustainable recycling and packaging business. It was quite shocking to see these aspects of society coming from a country where there's not much attention given to good recycling practices as well as environmental wellbeing

and I'm personally happy to see that there are action takers in the market solving this future problem by anticipating biodegradable and recyclable products to aid with global warming and climate change.

In terms of the production and communication within the making of the story we encountered some technical difficulties as well as global time zone issues, however, we worked our way out of it and were able to produce an interesting workpiece for our story and poster. It was actually entertaining to have this project with new people, and it excited our way through the assignments. I felt that my coursework plus this experience have enriched my learning and comprehension of the actual state of climate change actors.

Alex: The AIM2Flourish assignment provided me with the opportunity to work and learn alongside students from other countries whom I would have never met if not for this project. This assessment enabled me to enhance my understanding of the United Nations Sustainable Development Goals (SDGs) and how they can be employed by businesses through their innovations. More specifically, I learned about how Eurogroup SAC employs the SDG “Responsible Consumption and Production”, “Climate Action”, and “Industry Innovation and Infrastructure” by using recycled, eco-biodegradable, and compostable materials to manufacture their packaging products. I also learned how to collaborate in a virtual team setting spanning time zones, cultural, and national boundaries. For example, arranging meetings proved to be

difficult given different team members not only had varying schedules but were in different time zones. I learned that to overcome this challenge, we held a group meeting at the same time every week to make coordinating our schedules easier and less complicated. Exchanging information and collaborating on work also proved to be a challenge. In response to this, we divided up tasks so that we could work on the project on our own time and used platforms such as Google Drive to share documents and work together simultaneously.

Masechaba: The Aim2flourish assignment taught me more about the SDGs and how companies are actually trying to implement them. This also showed that as much as a company tried to meet these SGD's we as society and individuals need to also be of assist .

The assignment teaches you more about group work and working with the different individuals from different countries, background, and society. It was a great experience, especially with the delegation of the task every Friday week .

40.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - CHIVITE

Catherine Wisniewski; Gracie Curry;
Amukelani Idah Ngobeni; Tsholofelo
Tumane; and Anonymous

Business Innovations for Global Good

COLL team 61
Catherine Wisniewski
Gracie Curry
Pablo Chivite Cort
Roberto Paraja Rodriguez
Amukelani Ngobeni
Tsholofelo Tumane

Chivite Family Estates

Chivite Family Estates was established in 1647, and has been using traditional methods for around 370 years. One of the SDGs they focus on is #12, **Responsible Consumption and Production**. Most notably by taking inventory of the entire production process from vine to bottle. They follow sustainable farming practices and limiting the harsh chemicals in bottling, as well as using vertical farming practices and maintaining the soil using natural processes like cover crops. They are on track to reduce carbon emissions by 12% in the next three years.

15 LIFE ON LAND
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
8 DECENT WORK AND ECONOMIC GROWTH

UNIVERSITY OF GUELPH
UNIVERSITY OF GUELPH
AIMQ

Supervisor: Ag. Soc. Prof. Javier Rubio de la Cueva
Coordinator: Prof. Dr. María José Domínguez
Coordinator: Prof. Dr. María José Domínguez

SDG 12 – Chivite

Group Reflection

Concluding this sustainability project focused on a notable wine company has surely been a rather enlightening

experience. Their dedication to sustainable practices, pollution reduction, and active environmental advocacy sets a commendable standard, and it makes it even more special when one takes into account that sustainability in wine was a never-thought-of *modus operandi*. The company's commitment to sustainability, evident from vineyard to product, stands out as a very rare example in the wine industry. They've not just embraced eco-conscious measures but have innovatively integrated them into their business model, showcasing a visionary approach. As a potential heir to the company name and business, it crosses my mind to follow the wise example of the current owners. Sustainability is something that is here to stay and the climate situation speaks for itself. That's why, somehow, this project has helped to plant a seed, so to say, to take into consideration and act based on the environment well-being in our future business ventures.

It has always been in our interest to interact with people from other countries and through Aim2Flourish we have been given the opportunity and privilege to do so. The company that we chose if from Spain and it is called Chivite, a winery company in favor of sustainable goals. It has been a great discovery to find out more about the sustainable methods that are implemented in this company, of which have been going on for decades now. As this is a company which will later be managed by one of our group members we as a team are delighted to find out and see the more amazing and sustainable innovations that will come out of the company. We would

say that as a team we were all active and we all took portions of work without really communicating, I suppose it was more of each of us taking on the work that they have the most strength on and another doing so, we liked how one of the members would come and back us up or help if one of us was struggling to submit the work. Also, we never had conflicts or any arguments, we believe that shows how united we are and how we were willing to understand each other's differences. Above all we were used to learning about the United Nations goals for sustainable development in class only, and it was a great and eye opening to see how they are implemented in different businesses and specifically the company that we chose. From this cross-cultural experience we learned how to effectively communicate with one another even though we are far from each other, communication skills, creativity in terms of creating the poster, we learned how to approach and conduct interviews with a well-established company and last but not least, we learned how to be united regardless of how diverse we all are.

We personally learned a lot from this experience. It was very exciting, and it was a pleasing experience to get to know this group of students from all around the world. Sometimes it was really stressful to manage all the different time zones in order to have a proper meeting, but I think we managed it flawlessly. The communication was not really a challenge because of the fact that all of us speak English good enough in order to communicate without problems. It is true that sometimes we


had to meet at strange times of the day because of the time differences in each country but as a team we managed to successfully get together most of the times. We had nearly no virtual problems, sometimes the recording didn't work or the microphones or cameras for example but nothing we weren't able to overcome. All in all, it was a great experience and we are glad and had such a great group. It was stressful sometimes because we were writing exams, but we were able to balance the work. Sometimes we also had a problem with the submission, but we were able to submit all our assignments . we have learnt a lot from all the other students, especially about the SDG, we got to get a different view about it, their knowledge and opinions added a different detail to what we initially knew.

41.

SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION - PACKSIZE

Freddy Cutts; Ben Kristo; María Echaury
Cuesta; Helena Muñoz Maciá; Jesse Nunez;
and Malia Giles


BUSINESS INNOVATION FOR GLOBAL GOOD



67

- Ben Kristo
- Freddy Curtis
- Helena Muñoz Moela
- Jesse Nunez
- Marie Echarri Cuesta
- Halia Diles

Can you box right?




Packsize

- Tackles all packaging needs, problems and issues for businesses. Creating packaging with specification to each individual product.


Implementing:

- Lower costs.
- Satisfied customers.
- Constant improvement of sustainable practices.
- Positive actions towards climate change and the environment.


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE




11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



For every 1 million Sq feet of cardboard used:

40%

Box size reduction

60%


Less void used


25


Tons of CO2 reduced globally

Impact, Innovation, and Benefits

Through innovation Packsize has adopted many beneficial SDGs. Packsize's innovation is key because their operations helps other companies adapt environmental friendly practices. Therefore, their business model allows for economic growth of Packsize to grow at the same rate as the adoption of sustainable practices of other companies around the world. Operations directly benefit climate change and sustainability through decreased waste management and consumption in communities and cities around the globe. Furthermore, creating the conditions for business good globally. Packsize can grow themselves while growing a sustainable future!







Professor Rubin Buzza
Professor Isaline Rodriguez-Tejada
Professor Anjali Chaudhry

Group Reflection

For our AIM2Flourish assignment, we chose the company Packsize. This is a packaging company that is changing the packaging industry with a business model that drives efficiency and promotes eco-friendly leadership within its industry. Packsize introduced the On Demand Packaging system, which enables Packsize to create custom-sized boxes in real time, eliminating the need for pre-made boxes. This innovation greatly reduces the excess material used in the packaging process as well as reduces the carbon emissions from transportation by utilizing the space used in shipments to maximize efficiency.

Packsize's Senior Director of Global Marketing Adam Fray reinforced that: "Since 2013, there's been over 1.3 billion pounds of CO2 removed from the environment by right size packaging" (A.Fray, Personal communication, November 1st, 2023). This displays the overwhelming difference Packsize is making on the planet. Not only is Packsize implementing these principles in their company, but by also making their packing machines available to other companies further makes a positive impact on the environment.

In the interview, Adam Fray explains: "If you purchase one of our larger machines... you will have a Packsize employee in your facility managing [the machine] for you, it's really a service that we provide" (A.Fray, Personal communication, November 1st, 2023). We believe that this innovation is

groundbreaking for the packaging industry because Packsize demonstrates that you do not need to sacrifice the efficiency of a business to support practices that take action against climate change.

In addition, Packsize goes above and beyond by offering their machines as a purchasable service, allowing other companies to take part in improving the environment whilst optimizing their supply chains. The majority of companies disregard the importance of eco-friendly goals to instead focus on maximizing profits and production. Therefore we believe that offering their business model as a service is equally as important as the creation of the machines themselves. It makes the concept of a pro-environment business model more approachable and easy to adapt. This type of innovative thinking will be the catalyst to moving the United Nations Sustainable Development Goals further and making the planet a healthier place.

The on-demand packaging system, for instance, significantly lowers carbon emissions and material waste overall, which is in line with sustainability principles. This is the fundamental concept for having a sustainable business and an environmentally friendly mindset. This helps with both the needs of the future and the current global issues. We were taken by surprise by how their on-demand packaging system, with proper sizing packaging, has contributed to the removal of over 1.3 billion pounds of CO₂ from the atmosphere. Should Packsize succeed in implementing a substantial

sustainable strategy, all businesses need to be contributing positively to the reduction of CO2 emissions and the overall mitigation of global warming.

Regarding the triple bottom line, Packsize's approach demonstrates the social, environmental, and economic factors. Packsize demonstrates an integrated business model that other companies could replicate to have a total contribution of reducing CO2 emissions through their commitment to lowering CO2 emissions and material waste, offering a service to other companies, and positively impacting the world.

Packsize's choice to rent out their machines shows how responsible they are for things bigger than just their daily business. Through the sharing of their technology and knowledge, they are assuming accountability for the packaging's overall environmental impact across industries.

Regarding our story, the difficult idea is that companies must decide between profitability and environmental responsibility. In this instance, Packsize demonstrates how a sustainable business strategy can be profitable and even increase productivity. This questions the idea that environmental efforts are only expensive or a barrier to corporate success.

In general, the story of Packsize was consistent with the main ideas of corporate responsibility, sustainability, and the triple bottom line. It also reflects doubt on assumptions regarding the balance to be put between sustainability and

profitability, supporting the idea that companies can make a big difference in addressing environmental issues.

Over the past few weeks our group as a whole has learned a lot about the impacts of a business through communicating with Packsize and writing our Aim2Flourish story. Understanding the impacts a business has on society, sustainability and its own community has opened the business world from a new perspective for us as a group.

When deciding what company our story should be based on we eventually decided on Packsize. Through the interview and individual research we developed a mass understanding on how a business that is economically profitable can provide such an impact on the globe, society and sustainability.

Through the whole project, as a group we found some very interesting innovations and ideas that we believe all of us will look for within the business world. Such as the fact that Packsize offers their machines as a purchasable tangible. This allows for supply chains around the world to develop and introduce a technology that has such a positive impact on the environment and sustainability. This expands their business operations from not just the max amount of clients and packaging they can develop through their own manufacturing but opens up the opportunity to anyone around the world.

As future persons in the business world as a group we believe whether it's developing, obtaining or brainstorming innovation and ideas such as the basic operations of Packsize or offering the machine as a service to purchase.

Within the idea and standpoint of sustainability is something we can all take into the business world with us. We believe this knowledge is beneficial to bring into the business world

as a connection to how we will act then for two main reasons. The first reason is the continuation of innovation. Innovation is key to grow any business. The second reason being aspects of sustainability.

- “Global surface temperature will continue to increase until at least the middle of the century. Unless we make sharp reductions in greenhouse gas emissions in coming decades, global warming will exceed 1.5 degrees Celsius, after which climate consequences will be even more severe.”
- “Adaptation to climate change safeguards people from higher temperatures, rising seas, fiercer storms, unpredictable rainfall and more acidic oceans. Some people are more vulnerable to these effects, such as those living in poverty.”
- “Global surface temperature has increased faster since 1970 than in any other 50- year period over at least the last 2000 years.”

Based on only 3 statistics and critical information from the United Nations. Innovation that deals with sustainability will need to be even more prominent in the business world from when our group reaches that stage of our life. Therefore, as a group we believe that as a businessperson we will see a connection to this project. Based on the idea of innovation

of all aspects of business and efforts for sustainability within business operations.

Overall, as a group we believe the project as a whole, the Aim2Flourish story, research on SDGs and sustainability and our conversations with Packsize. We will take important aspects into the business world with us. Innovation and sustainability are important factors that will influence decisions in the future as a group. Packsize's key efforts opened our eyes with how sustainability can still promote a successful and economically profitable business.

Individual Reflections

Ben: Overall, the group project was exciting and different than most projects I have experienced in my schooling career thus far. Although the project was massed with assignments and due dates each week as well as challenges within the group being virtual. The internal drive and the aspect of working with people all around the world made the project intriguing and interesting. Which overall displaced the idea of the project feeling like work. Using "WhatsApp" and "Zoom" our group was able to meet every week. In these meetings we would lay out an overall plan for the week assigning tasks to individuals or pairs. If tasks were assigned in pairs it was often two group members from the same school. This allowed for optimal efficiency on certain tasks or problems. Although time zones were a challenge, our group was able to find a meeting time we could use every week for when everyone was available and

engaged. Overall, the whole project was a success and I believe it was because of communication and planning with group members. Furthermore, being honest with each other about quality and internal group deadlines to create that standard our group wanted to succeed.

Freddy: I wasn't quite sure what to expect when I first heard of the AIM2Flourish Assignment. The idea of working on a project with peers from around the world feels like the experience of a lifetime. A difficulty our group faced was planning our meetings/interviews, due to the numerous time zones within group 67. We were able to overcome this obstacle by using WhatsApp and Zoom to communicate our plans efficiently. Group projects can sometimes be a disaster if group members are not willing to cooperate effectively. Luckily, I feel that my group were all very kind, hard-working, and easy to collaborate with, making this project a pleasant experience. In addition, during my research for the assignment, I became overwhelmed with all the amazing businesses around the globe that are making their unique efforts to make the world a better place. It has inspired me to look at Commerce from a new perspective, a perspective that has improved the health of our planet as the main focus. Specifically with Packsize, I feel that the offering of the packaging machines as a service is monumental to the success of the company.

Jesse: To start off, this group project was an amazing experience to meet new people from across the globe with different cultures and time zones. Which also made this

experience challenging in figuring out the best time to meet as a team and have a team initiative week in and week out. I really liked my group and how they all took initiative in their own ways. I felt that we clicked from the beginning through our engaging and eager personalities. We managed to have a very well structured plan when it came to our big assignments and we effectively executed each assignment. It was hard to juggle between this project and my other 5 classes and their assignments, but it was something that I looked forward to finishing strong and in time. I am very grateful to know that my group was a very well rounded group to what I have heard from other classmates and their miscommunications. Overall, this project was a nice experience for the cross cultural difference and the new people that I met.

Maria: Participating in this activity was an enriching experience, since working in a team with people across the world was completely new for me. Dealing with time zone differences was a bit of a hassle, but since we shared similar cultures, understanding each other wasn't too tough. Everyone was super nice, creating a really positive vibe, and I have learned a lot about teamwork and environmental causes, as well as from the companies all around the globe that offer all those opportunities for cooperating to a better environment while making profit. We were able to get all the work done thanks to Whatsapp and it amazes me how nowadays thanks to the internet people from all over the world can work together, this project made me realize how grateful we should be for

it. Our virtual meetings have been very interactive, everyone has been able to speak freely and has participated. Overall, this experience has given me a new and better perspective about environmental causes and teamwork.

Helena: Being part of this team experience was really cool. We had people from different places, and that brought in a lot of different ideas. Figuring out when to talk was tricky because of the time zones, but we found ways to make it work. We used tools like time zone converters and WhatsApp to talk easily. We also took turns deciding when to meet so everyone could join. It made a nice and friendly atmosphere where we could share our thoughts without any problems. Juggling school and other things I do was hard, and I didn't always get it right. But even with some challenges, working together taught us a lot. We learned about being clear about what we expect, being flexible, and supporting each other. I want to thank my team for being so helpful and making our teamwork a big part of my learning in school and for my future job. Their teamwork made our virtual meetings a great experience for me.

Malia: When I was originally told of what we were doing for this project I was very hesitant to proceed with it and I usually have negative experiences with group projects. Who knew what the language barrier may be, the dialect differences, the assertiveness, etc, was going to be like. But overall it was a great experience, as a group we were able to overall keep it serious but also light-hearted which helped us work together. We did as a group have our time zone problems though we

overcame that by WhatsApp anyway being able to communicate when we were not able to meet at that time. When having meetings, we were very efficient on what was needed to be done for that week. Hearing from other teams and their experiences with their own groups, I am blessed to be able to have a Team like Group 67. They were a great group of people who are going to be very successful and took a great understanding of working with new people.

42.

SDG 13 CLIMATE ACTION - PLUSAMBIENTE

Tomás Andrés Cabrera Alarcón; Nicolás
Ibor Larrañaga; Walker Stoddart; Ty
McFadden; and Anonymous

BUSINESS INNOVATIONS FOR GLOBAL GOOD PLUSAMBIENTE S.A EFFECTS ON THE MINING INDUSTRY



¡THERE IS NO PLANET B!



The company based their work in the integrated environmental services, which are treatment and management of waste caused by oil companies, water and debris treatment, attention to contingencies, waste transportation and environmental consulting.



INNOVATION

Currently working on the development of a polymer that aims to treat tailings generated by the mining industry that reduce the levels of heavy metals and acid leachate present in these mining waste materials. The impact will be minimizing the environmental impact in mining operations.



Plusambiente's mission to preserve the environment through the creation of responsible and innovative practices.

MEMBERS:

PROFESSORS:



SDG – PlusAmbiente

Group Reflection

When this project first came to us, it seemed overwhelming as we thought it could be monotonous and something we wouldn't learn much about. However, as time went on and we had the task of selecting a company, we realized that the most significant component of this project wasn't the size or the financial importance this company has worldwide, but rather, we selected one that has a bigger impact in the environmental care. Those people who bypass a better job in order to take on the responsibility of protecting the environment. When we discovered Plusambiente, we found what we were looking for. A community of individuals driven to make a positive impact on the entire world since 2009.

We were very intrigued with Plusambiente S.A. innovation and their continued impact on the mining industry with this new polymer. Plusambiente S.A. are working with strategic partners such as the University of Ecuador to produce polymers that will help reduce the number of heavy metals and acids that are currently present in mining waste materials. Doing this allows Plusambiente S.A. to reproduce these tailings as raw materials or ensure environmentally friendly disposal. The environmentally friendly disposal will help to reduce the contamination of water and soil in local communities affected by the mining industry. This is directly

correlated to number 11 of the SDGs sustainable cities and communities. The innovators had said during the interview how much of a problem this is in some of the local mining communities. Which made us feel that Plusambiente S.A. innovation is a testament to their deep sense of responsibility to the planet. Their motivation seems to stem from the recognition of the need for solutions to reduce mining environmental footprint. This emphasis on environmental sustainability displays the importance of aligning business goals with ecological well-being. We felt that Plusambiente S.A. did a great job innovating this polymer to counteract some of the capitalistic disregard for the environment.

We also found that the innovators stretched how the business benefits aren't as much financial as they are strategic. Their success in the environmental industry enhances their reputation which will attract more clients and partners. Therefore, this will lead to an even broader market which will affect more mines and keep growing this sustainability throughout the industry. Which we feel is the right approach instead of being money hungry they are more focused on fast expansion leading to more clients and a much more sustainable industry. This impact on both the environment and society reflects a holistic approach to corporate social responsibility, which makes Plusambiente S.A. a model for companies seeking to integrate a more sustainable set of core values.

Plusambiente, being an environmental services and

environmental sustainability company, is closely related to everything we have seen in classes about the environment and its care. The knowledge previously acquired in classes was of great help to adequately understand all the processes that the company provides, in addition to all the services that the company has available to each client, since these services are summarized very precisely to the concept “Triple bottom line”. This concept that we had learned during the course, we were finally able to see and relate to a company that uses it in its day-to-day operations. Furthermore, with this work, knowledge about pollution and the effects on climate change can be seen in a different way, not only theoretically, but also practically, which leads us to become even more aware of the concern that this It can be.

However, during the interview with the company’s shareholders and leaders, we discovered that there were certain technical terminologies that we did not understand or that differed from those to which we as students were accustomed. This contributed significantly to a stronger motivation to investigate these terms and broaden our understanding of a world as wide and fascinating as the topic of environmental care.

As we finished the story and the work, we recognized how significant firms that want to aid the environment and keep environmental sustainability as their goal may become, despite the day-to-day activities that are carried out. Plusambiente surprised us in a very positive way because, despite being a

small company with few economic resources in a non-developing country like Ecuador, it knows how to carry out such complicated and necessary jobs in a very professional manner that many of the world's largest companies do not know how to do. That is why we are convinced that selecting this company was the greatest decision and had a significant impact on the work and effort.

Throughout the process of this Aim2Flourish project, we as a group were all positively impacted and have already discussed how we are going to take this project into our future endeavors. During our reflection as a group, we discussed that anybody can make a positive impact on the world and that even the smallest bit of help still makes a huge impact. Plusambiente is not a big company, and their innovation isn't one that is going to take the world by storm, but even with that, they have made massive environmentally positive impacts in Ecuador. We as a group talked about how it isn't about how big your innovation is, it is about the fact that you want to make a change in the world and that even a small change is a positive change.

As a group, we are all going to take the knowledge from this project into our workplace in a couple of years. The biggest piece of knowledge that we are going to take is that anybody can make a positive impact in our world, you just have to have the drive to do it. We are going to take this into our businesses and try and teach people what we have learned, that something as small as planting a tree or using solar power is going to make

an impact and that if everyone does that little thing, it will eventually make a huge impact. We are also going to take with us what we learned through this project, and that is that doing nothing means that nothing will happen, but doing even the slightest to help will guarantee a positive impact.

We all want to own a business when we are older, and in our reflection as a group, we talked about implementing an environmental innovation just like Plusambiente to attempt to do our job in helping our world. This project has really changed the way we all think and we plan on taking this knowledge into our future to help create a better world.

After more than a month working on this project, we have gained a deeper understanding on the environmental sector, thanks to the members of Plusambiente. They seem to have an unwavering passion for what they do and the positive impact it has on society. Furthermore, it has taught us how to collaborate as a team despite the challenges of not being able to meet in person and having to schedule calls at moments that fit in everyone's day. Finally, this project has given us, the students, an insight into the desire of our colleges to increase student awareness through creative and globalized approaches so that we can have a better understanding on the environmental state of our planet.

Individual Reflections

Tomas: My name is Tomas Cabrera, first of all I would like to

thank my work group, who, despite being completely strangers to me, were the ones with whom we made this work turn out in the best way, adapting to the circumstances of each one and achieving a quite satisfactory work connection. During all this time they showed themselves with a positive attitude and never gave anything to talk about, they were always present at each of the meetings and above all they were always very friendly, which made this work more enjoyable. On the other hand, I feel proud that a company like Pulsambiente, originally from my native country, was a participant in this adventure from which I gained a lot of professional and work experience. Furthermore, during these weeks, I can confirm that working with people from other parts of the world is very interesting; the best of each one is shown, not only the academic part, but also the emotional and virtuous part, because there are different moments when empathy, communication, and laziness are present at the same time, and each one knows how to handle it in the best way. That is why I leave with a pleasant feeling about the work I did with my colleagues and, most importantly, with tremendous satisfaction at having met my two Canadian colleagues.

Ty: My name is Ty McFadden. I would like to thank the members of the group for making this project seem very easy. It was not easy trying to plan weekly zoom meetings with the time changes, but our group members were so flexible and dedicated that it made things so easy for us. All of the members of our group were always eager to get work done and not only

get the work done but get it done to the best of our abilities. This project has made me grateful to meet a bunch of new people and get to know them so well throughout the process. I am also very grateful to learn so much about Plusambiente, a company I would not even have heard of if not for this project. They do so much for Ecuador and it appears to be going unnoticed. I am glad we got the privilege to interview them and learn more about their company because now I can take that knowledge into the future with me. This whole experience has been amazing and unlike any project I have ever done before. Not only did I get to learn a lot about an amazing company, but I got to do so while also learning about some amazing group members. I am forever thankful for this experience and I especially want to thank my group members from Spain for being so accommodating and patient with this whole process.

Walker: My name is Walker Stoddart. Firstly, I would like to thank Ty, Tom, and Nico for being such great group members for our aim2flourish project. We were able to harness each person's skills and use them to succeed as a group. I felt that given some of the obstacles we faced such as timezones, and missing group members we did an outstanding job conforming as a team. Managing time zones was a bit challenging at times due to the six hour time difference and difference in class times and schedules. However, we managed this well by identifying when people were free at the beginning of each week. This way we wouldn't be scrambling to find

or make time on the weekends. Furthermore, we had two members of our group that didn't attend or answer a singular zoom meeting or message we sent them. Dividing tasks evenly was challenging as there was more work to delegate to each person. Communicating effectively was necessary for successful delegation of tasks. Cultural differences didn't really affect us all that much due to the likeness we shared in demographic. All four of us are boys around the age of 20 so I found our sense of humor and work ethic were very similar which made working together very fun but yet still informative. Lastly, I want to close by thanking Plusambiente S.A. for teaching us their new innovation and the impact it has on the mining industry.

Nicolas: My name is Nicolas Ibor. Before anything, I want to congratulate my Canadian friends, Ty and Walker, for being so helpful and accessible during this project. Also I would like to thank my friend Tom for being able to contact with Plusambiente company and for easing the work for everyone. I feel us four have gotten along really well from the first day and this has helped us a lot in the challenges we had to face during the flourish project. As a group we have been communicating with each other every start of the week to agree on a day to meet on that week and assign the tasks each one of us had to divide. Moreover, we had two group members who didn't show up to any meeting or answer our mails, this made each one of us work for a longer time. In addition, I want to thank Plusambiente for being so nice to us in the meeting and for

showing us how challenging it can be to keep an environmental company afloat nowadays. In conclusion, I am very happy to have worked with these guys in the last two weeks and happier to have met two more good and hard working friends.

43.

SDG 13 CLIMATE ACTION - OPEN FARM

Michael Zhang; Cale Greenwood; Vianney
Duarte; and Anonymous

REGENERATIVE FARMING, THE FUTURE OF SUSTAINABLE SOURCING

COMPANY: OPEN FARM

TEAM #26
 By Vianney Duarte, Jocelyn Barcenas, Cale Greenwood & Michael Zhang
 Prof Anjali Chaudhry, Yang Hoang, Ruben Barja, Romina Ghollizadeh

ABOUT OPEN FARM

- Based in Toronto, Ontario Canada
- 51-200 employees
- Private Corporation
- Founded in 2014
- Premium pet food industry

SDG'S

CLIMATE ACTION | SUSTAINABLE CITIES AND COMMUNITIES | LIFE ON LAND | RESPONSIBLE CONSUMPTION & PRODUCTION

The Innovation:

Open Farm's mission is converting 1 million acres of farmland to regenerative farming by 2030. Regenerative farming relies on a series of practices in animal husbandry and other farming related practices that seek to leave the land better than it was before something was planted. This can include crop cycling, natural grass management and planting more diverse products. Regenerative farming practices also lower the need for pesticides and chemicals and also leads to more sustainable land that can be used for a long time.

Inspiration:

This project came to be through its alignment with Open Farm's brand values and vision. "Open Farm's mission is to 'do some good for animals and the planet', this was the original goal of the founders and continues to be Open Farm's mission. To accomplish this, they base decisions on their wider brand values of transparency, animal welfare, providing animals nutrition and sustainability. At the beginning, the company mainly focused on transparency, animal welfare and providing premium nutrition but as the company grew, the team began to think about how the brand can have a more positive impact and how in the future they can continue to have a positive impact for animals and the planet. Through this thought process, the idea of regenerative farming which not only aligns with the sustainability pillar of the company's values but also will have a long term positive impact for the brand came to be."

Impact for the environment:

Healthy soil, increased biodiversity, better nutrition, better nutrients. See the land being used to grow more. Soil health - reduced erosion, carbon benefits (planting more trees in their pastures), farmers using fewer chemicals and fertilizers (using chicken litter), better water quality.

Impact for the business:

Establishing the brand as a leader and showing the brand's commitment through a scientific lens. Furthering the mission and having reportable metrics. By 2030 advance regenerative agriculture by 1 million acres of farm land.

Impact for society:

-More healthy soil, and mitigation against climate change. Work can contribute and be added to other regenerative work to help the planet.
 -Virtuous cycle, if you grow things better, if you have better farming practices, there will be a better impact on the supply chain. For farmers, hopefully, they will have better farms and improve their livelihood and yield and quality and have these sustainable businesses.

SDG 13 – Open Farm

Group Reflection

The reflection delves into the innovative practices of Open Farm, a sustainable pet food company and their innovation for

social good, regenerative farming. This case study, undertaken by students from the University of Guelph and Dominican University through the Aim2Flourish program, emphasizes the alignment of business actions with United Nations SDGs. Open Farm's commitment to regenerative farming serves as a prime example of stakeholder alignment, considering the interests of the company, farmers, consumers, and even global sustainability initiatives like the United Nations' Sustainable Development Goals (SDGs). The company's focus on regenerative farming aligns with consumer preferences for sustainability, fair producer compensation, low environmental impact, and improved product quality. Drawing a contrast with profit maximization, exemplified by campaigns like Marlboro's controversial marketing tactics, this reflection stresses the importance of profit optimization. Open Farm's actions prioritize societal benefits alongside financial gains, showcasing a balanced approach that resonates positively with stakeholders and society at large. The group reflection highlights the importance of stakeholder alignment and the necessity for companies aiming to create social good to pursue profit optimization. It underscores the significance of shared values and interests among stakeholders to drive meaningful innovation and positive societal impact. Additionally, individual reflections shed light on the challenges and successes of cross-cultural collaboration. The experience provided insights into communication barriers and technology malfunctions, emphasizing the necessity of optimized task

delegation and leveraging diverse skills within a team. In conclusion, this reflection advocates for businesses to prioritize profit optimization while aligning with stakeholder interests to drive social good. It expresses hope for continued innovation by companies like Open Farm and encourages similar initiatives globally. Moreover, this reflection highlights the value of cross-cultural collaborations, showcasing the benefits of diverse skill sets in achieving project goals while navigating challenges in communication and technology.

The 2030 Agenda for Sustainable Development is a shared blueprint for peace and prosperity that's been adopted by all United Nation Members (United Nations, n.d.). The agenda consists of 17 sustainable development goals that act as a call to action for all countries and serve to better the planet. Aim2Flourish is a program that seeks to promote and spread news of businesses who act in the best interest of these development goals. With the Aim2Flourish program, we students of the University of Guelph and Dominican University, interviewed Open Farm. A sustainable pet food company based out of Toronto, who's innovation is focused on promoting regenerative farming with the end goal of converting 1 million acres of farmland to become regenerative.

With this project, our group was able to take away a variety of learnings that we were able to connect with our coursework. One of those learnings is CSR actions and firm actions in general are developed by the shared interest of the stakeholders of each level, organizational, economical and societal (Hoong,

2023). Open Farm's innovation is a perfect example of this concept. The important stakeholders of Open Farm's innovation are the company, the farmers and the consumers who purchase products from the farm. From the company's point of view, their interest was to further develop Open Farm's brand and act upon its mission of "doing some good for pets and the planet". Regenerative farming is a perfect fit for their brand both value wise and mission wise. From the farmers' points of view, regenerative farming practices are more economically viable than current practices. With current farming practices, soil erosion is becoming a growing concern, and current agricultural practices are unsustainably increasing erosion rates (Montgomery, 2007). It's in the best interest of farmers to employ more sustainable alternatives like regenerative farming in order to maintain their livelihoods. For consumers, it's also in their best interest to support this innovation. In an article done by researchers on what specific concepts of sustainability that consumers value, they found that fair payment of producers, low energy use and low carbon dioxide emissions during production and shipping and humane animal treatment were some of the most important (Hanss & Böhm, 2011). The benefits of regenerative farming include all of the above and more like improved product quality. While not an influential stakeholder, this innovation also aligns with the interest of governments in the United Nations. SDGs number 12 (Responsible Consumption), 13 (Climate Action) and 15 (Life on Land) all directly align with

Open Farm's innovation. It's only through the shared interest of all stakeholders can innovation and actions of social good occur.

Another learning that our group gained from this exercise that we could connect with our course work was that companies actions should always act out of profit optimization and not profit maximization. Profit maximization is simply when a company's actions are solely for the purpose of making as much profit as possible no matter the means, while profit optimization is the act of balancing the profit gain and the social benefit that company actions can have (Hoong, 2023). To compare the two, our group looked at Malboro's "Don't be a Maybe" campaign as an example of profit maximization and Open Farm's innovation as an example of profit optimization. Malboro's campaign received a lot of public outrage due to its youth-oriented marketing content. Despite facing criticism from multiple sources, Malboro kept denying these claims and refused to apologize even when faced with evidence that tobacco use among teens is rising post campaign. This is an example of profit maximization as Malboro ignores the ethical implications of promoting harmful substances, like tobacco, to younger audiences in favor of making as much money as possible (Jarvis, 2019). We believe that profit maximization should never be the option that companies act in as it usually leads to negative consequences for society. Open Farm's innovation focusing on profit optimization is much more preferable in

our opinion. Open Farm is acting out of profit optimization because they are placing societal benefits on equal levels with profits gained with their actions. If Open Farm wanted to maximize profits, they could source cheaper ingredients from farms that don't use regenerative practices but instead they recognize the positives that their actions can have even if it leads to less profits.

Through these learnings our group came to the conclusion that businesses who want to do some social good usually have to act out of profit optimization and the interests of shareholders must align in some form. We came to this conclusion after talking with Open Farm's representative Gwen and reflection on our course materials. For Open Farm, we hope that they continue to innovate and do some good for pets and the planet. In the future, we'd like to see similar work done by companies in other countries and regions.

Individual Reflections

Michael: Besides knowledge based learnings, working in a cross cultural setting also helped me experience the intricacies of working with people around the world. While my group were all from North America and we experienced few cultural differences, we still faced some challenges and shared successes in this experience. When the project began, the first challenge was the communication troubles. My group originally had two students from Kenyatta University but due to communication troubles, unfortunately we weren't able to work with them.

This showed me the troubles of cross cultural communication through the internet. As we were unable to contact them through their email, there was nothing else we could do to reach them and if we were in a real world job, this would be a big issue. Another challenge my group encountered was the issue of technology malfunctions. My group used programs like Google docs and Canva to produce the other components of this project. When we first created a shared Google Docs account, 2 of our members were unable to access it due to their respective accounts malfunctioning. How we had to overcome this issue was by delegating tasks differently based around the issues that occurred. When we created a shared Canva account, there was the issue of incompatible emails being used as we were all from different institutions with their own email base. This showed us that cross cultural work depends on optimized task delegation. This leads to one of our successes that we experienced in this project. We all had proficiencies in different skills. 2 of us handled the story creation and writing while the other 2 created the poster. We delegated tasks this way due to the previously mentioned technical difficulties but also the difference in skills. The more creative people worked on the poster and the people who were more writing proficient composed the story. One of the benefits of cross-cultural work is that everyone has unique skills due to their own education. The members from Dominican University had a previous project where they created the poster needed for this assignment so they were more suited for working on the

poster. The members from the University of Guelph had more knowledge and concept based learnings from their courses and that helped us connect our work with course concepts.

Cale: As an individual who has previous experience working in several group settings, going into this experience I had immense confidence that we would reach cohesive success, with very few barriers. With that being said, I failed to consider certain variables such as differing time zones, conflicting schedules and the simple fact of collaborating with differing educational institutions may come with challenges and difficulties I had yet to ever experience before. Our initial burden we were tasked with overcoming was the difficulty we had in connecting with our former group members of Kenyatta University in Kenya. Although a third of our group was entirely unresponsive, the remaining four of us joined as a group excellently and pulled together the loose slack with even more emphasis on communication to account for this difficulty we shared. We realized quickly that each one of us would need to work even harder and this was precisely what we did. Another burden we had to overcome was the compatibility of emails, and determining the best, easiest and most effective way of communicating with each other. Ultimately we determined cell phones would be the best choice due to their feasibility, and quick form communication in the scenario of an urgent conflict. I am pleased to share how enjoyable of an experience this was, and I am immensely proud

of the efforts each and every one of my group members have dedicated to this opportunity.

Vianney: As someone who could shy away from group projects, this experience was one that made me believe group projects could bring me a lot to learn from and develop my communication skills. During the beginning, I was worried that there would be barriers throughout the project. Once we began to introduce ourselves, there was no response from the Kenya students. The students from UOFG Canada, and my classroom peer, were the only students responding. We decided to follow through with the project and communicate efficiently so we could all feel accomplished at the end. We also had a couple of issues along the road with the form of communication we would use, and ultimately decided on messaging through our phone numbers. During our meetings, there were also a couple of times we struggled with recording the meeting but always found a solution which reflected our teamwork and strategic skills. I learned a lot about Open Farm as well and about the purpose behind their business. I enjoyed this group project and appreciate my team for all the efforts we made together which lead to our team's success.

44.

SDG 13 CLIMATE ACTION - SCHAEFFLER

Jack Baldanza; Raven Broda; Pablo Babiano
Undiano Undiano; Jorge Moreno Motilva;
and Anonymous

AIM2Flourish
Creating Growth, & Culture, for Good

Universidad de Navarra

UNIVERSITY OF GUELPH

ipmi
INTEGRATED PROGRAM FOR IMPROVED MANAGEMENT OF INNOVATION

BUSINESS INNOVATIONS FOR GLOBAL GOOD

Members of Group #35: Raven Broda, Jack Bahamza, Jorge Moreno, Pablo Patrino, Oscar Anonino, Alhan Khalafina

Professors: Ruben Durga, Romina Hossainghobhadrachari, Yang Hoong, Anmolika Shilpi, Indrajaya Isabet Rodriguez Tejada

Sustainable Development Pioneers Motion

ABOUT SCHAEFFLER

- Automotive and Industrial Manufacturer Founded in 1946
- Headquartered in Herzogenaurach, Germany
- 170 locations worldwide
- One of the UN's 50 Sustainability & Climate Leaders

THE INNOVATION

- Strategic Climate and Sustainability Program
- Focuses on 11 of the 17 UN SDGs
- Primary Focus on Climate Action by Reducing their Carbon Footprint
- Goal is to become 100% Carbon Neutral by 2030

IMPACT ON SUSTAINABLE DEVELOPMENT

- Prioritizes Renewable Energy, Energy Efficiency & Reduced Carbon Emissions aligning with **SDGs 12 and 13**
- E-mobility & Extended Product Lifecycles align with **SDGs 9 and 11**
- Bearings contribute to development of wind turbines for clean energy, aligning with **SDG 7**

BENEFITS TO BUSINESS

- Record Sales
- Customer & Employee Retention
- Employee Engagement & Passion Toward SDG
- Fostering Meaningful Partnerships

ENVIRONMENTAL BENEFITS

- Creating Clean Energy
- Reducing their Global Carbon Footprint
- Climate Action Plan Increases Overall Environmental Impact

SCHAEFFLER



SDG 13 – Schaeffler

Group Reflection

This report reflects our exploration of Schaeffler Group's innovative sustainable development initiatives. As a global leader headquartered in Germany, Schaeffler is renowned for its expertise in rolling bearing technology and driveline solutions, operating across 170 locations worldwide. The company's commitment to excellence extends beyond its core business, as exemplified by its climate and sustainability program. In this report, we dig into Schaeffler's approach to reducing their global carbon impact, aligning operations with SDGs, and fostering a culture of corporate social responsibility. Furthermore, we identify connections between our learnings of Schaeffler's sustainable development innovation and the implications for future business leaders. We highlight the importance of corporate responsibility and the integration of the SDGs into organizational culture. Lastly, we explore the cross-cultural experience of working on the AIM2Flourish assignment, aligning our course learnings on cultural differences, teamwork, and effective communication with the insights gained during this experience.

Schaeffler Group, based in Germany, is a prominent global player in the automotive and industrial sectors, specializing in rolling bearing technology and driveline solutions. Operating in 170 locations globally, the company aims to lead in innovation and excellence in bearing and transmission solutions, driving technological progress in the automotive

and industrial sectors. Their mission is to provide top-notch products, innovative solutions, and exceptional services that exceed global customer needs.

Schaeffler's innovation is their climate and sustainability program, which aligns with 11 UN Sustainable Development Goals. Their initiative is implemented across all company locations to uniformly reduce the global carbon impact of their operations. Schaeffler acknowledges that today's mobility sector is responsible for a large part of worldwide emissions. Schaeffler is committed to corporate social responsibility and environmental stewardship, aiming to go beyond financial goals, inspired by a desire to contribute positively to the changing global landscape. They recognize the transformative power of their innovations in automotive and industrial manufacturing, and by aligning their operations with the UN's Sustainable Development Goals, they work toward bringing positive change not only to their company but to the entire industry. Their CSR initiatives are driven by a vision of pioneering motion and making a positive impact on the world. Schaeffler has a goal of using 100% renewable energy by 2024 and have already reached 73.3% in 2021, which demonstrates the impact their innovation can have in a short period of time. Another example of the impact of their innovation is their goal of reducing water withdrawal by 20% by 2030.

Something very interesting that we learned was the impact their SDG initiatives have had on employee engagement. Their sustainability efforts have created a sense of corporate

citizenship, positively impacting workplace culture, which was amazing to hear. In the long term, Schaeffler's collective commitment to SDGs positions the company to contribute even more significantly to environmental and societal improvement. We also learned that Schaeffler's commitment to their sustainable development innovation has resulted in record sales, which taught us that there is a direct link between standards compliance and business success.

It is very important to note that Schaeffler's collaboration with suppliers to maximize the use of sustainable energy sources has led to meaningful partnerships that support their goal of positive societal and environmental impacts. We learned the importance of partnering with organizations that share similar values as yours and how this can position your organization for long-term success in your sustainable development goals.

Sustainable development has been defined as “developments that meet the needs of the present without compromising the ability of the future generations to meet their own goals (Hoong, Yang. “Week 3 – UN SDG’s”).” For sustainable development to be achieved, it is crucial to harmonize three core elements: economic growth, social inclusion, and environmental protection. Another way to look at sustainable development goals are The Five P's: People, Prosperity, Peace, Partnership, and Planet. The SDGs are universal, integrated, and inclusive. So now, the focus is on the actual implementation of these goals. Through our interview and

research with Schaeffler, we had the opportunity to directly learn how the company has successfully implemented 11 of the 17 UN's SDGs. Using these resources, we decided to focus on the SDGs that we felt Schaeffler highly emphasizes within the workplace. These included climate action, responsible consumption and production, sustainable cities and communities, industry innovation and infrastructure, and affordable and clean energy. We were able to see real applications of Schaeffler's innovations and connect them to our class learnings of the SDGs. For example, Schaeffler's strategic climate and sustainability program addresses the goals of climate action and responsible production and consumptions through their use of renewable energy sources and hybridization and electrification of vehicles.

We were pleasantly surprised to learn that even very large companies, such as Schaeffler, are willing and able to take the initiative to practice these SDGs and successfully implement these practices into their business plans. This debunked our previous beliefs and helped us realize that regardless of the size or success of a business, companies should take the opportunity and responsibility to contribute to sustainable development goals. We were happy to learn from Schaeffler that not all large successful companies are just money eager machines and can demonstrate how they care for the environment and the concerns of society.

Throughout the creation of our AIM2Flourish story on Schaeffler's sustainable development innovations, we gathered

insights and knowledge that will have drastic impacts on the way we all think and act in the future. We learned the unique importance of all the different sustainable development goals and how the positive impacts adhering to even just a few of them can have on the environment, society, and business operations. As businesspeople in the future, the lessons learned regarding corporate responsibility and sustainable development will greatly impact the way we think, operate, and lead our organizations. We have come to recognize the importance of implementing sustainable development goals not only for regulatory compliance purposes but for the purpose of positively contributing to society and the environment. This acknowledgment of the SDG's is all thanks to our interview with Jennifer from Schaeffler. We learned that no matter the size of the organization or the impact that can be provided, the importance of corporate responsibility stays the same.

As future businesspeople, the creation of our story has inspired us to prioritize sustainability in our future business operations. The success of Schaeffler in integrating sustainability into its core strategy showcases that a balance between economic, ecological, and social aspects can lead to positive outcomes. Our story has influenced our future approach to goal setting and performance measurement. Setting clear, measurable targets aligned with broader sustainability objectives can drive positive change in our businesses. We have also been inspired to foster a culture of

social responsibility within our future organizations. Engaged employees who feel connected to a larger purpose may contribute not only to the success of our businesses, but also to positive societal impacts. We learned that Schaeffler's sustainability approach has led to meaningful partnerships with like-minded organizations. This has influenced our future approaches to forming partnerships, emphasizing collaboration with organizations that share similar values to ours. These future alliances can contribute to shared goals and positive impacts on society and the environment.

During our cross-cultural experience, we learned firsthand about the differences between cultures and the impact these differences have on group dynamics. From our course learnings, the power distance index helped us and allowed us to learn throughout this experience (Hoong, Yang. "Week 3 – Understanding Intercultural Management"). We got to learn first-hand, the differences in the decision-making processes, leadership dynamics, feedback and criticism responses, and task allocation between high and low PDI cultures. Being aware of the Power Distance Index taught us how to navigate cultural differences, adapt our communication styles, and foster a collaborative team environment during our cross-cultural group assignment.

We also got to experience the differences between individualism and collectivism within our group, which is another concept we were taught in our courses (Hoong, Yang. "Week 3 – Understanding Intercultural Management"). The

members of our team from individualistic cultures were more inclined to express their opinions openly and preferred direct communication. In contrast, members from a collectivistic culture avoided direct confrontation, and emphasized non-verbal communication. They were more reserved in expressing their opinions to maintain group cohesion. We also learned first-hand through this experience, the importance of a strategy. Throughout our courses, we have learned about the different aspects of a strategy and its importance (Hoong, Yang. “Week 4 – Strategy + CSR”). However, you can only learn so much before you need to experience it on your own. During this cross-cultural experience, we were able to learn the importance of the analysis, formulation, and implementation of strategies and how detrimental group work can be without it.

Experiencing the diversity of cultures firsthand was truly eye opening for all of us. It provided an opportunity to implement our course learnings and improve our cross-cultural communication and teamwork skills.

Engaging in this cross-cultural experience for our AIM2Flourish assignment has been a rich learning opportunity for our team, offering valuable insights aligned with the teachings from our courses. Our course learning provided a theoretical foundation that became practical and applicable during the course of this assignment.

Our course learnings not only equipped us with knowledge but also emphasized the importance of cultural sensitivity and

awareness. A dedicated lecture on cultural differences among team members prepared us for effective collaboration in a diverse environment. This understanding became particularly relevant as we navigated through the intricacies of working with people from different backgrounds. Additionally, the emphasis on teamwork and effective communication in our courses played a significant role in shaping our approach to this cross-cultural experience. The insights provided by our teachers on managing diverse teams and addressing potential challenges were directly applicable as we collaborated on the AIM2Flourish assignment. Our courses also instilled a proactive mindset, encouraging us to seek assistance when needed. The open communication channels with our teachers facilitated a supportive environment where challenges could be addressed, and guidance was readily available.

In summary, the cross-cultural experience of the aim2flourish assignment served as a practical application of the theoretical knowledge gained in our courses. The emphasis on cultural awareness, and effective teamwork provided a solid foundation for navigating the complexities within our group as we worked on our AIM2Flourish assignment.

During this collaborative experience, we scheduled regular weekly meetings to build a team connection. These meetings served as opportunities not only to get to know each other, but also to outline the requirements for each project segment. We then discussed how we would distribute the work amongst our group. We typically divided the workload into sections

that each group member was expected to complete. In the following meetings, we would then combine our individual contributions to construct a unified and comprehensive project.

We found that the scheduling of meetings over Microsoft Teams was the most successful platform to conduct, record and screen shot our meetings. We also created a group chat over WhatsApp to communicate over text message as it was much easier than email. This was helpful in relaying weekly meeting information to members who could not join the meetings. Over the six weeks, we found meeting in the very early mornings of the Canadian time zone to work best for all members of the group based on the drastic difference in time zones amongst our team.

Unfortunately, we ran into a lot of challenges amongst the group. The lack of attendance at every weekly meeting made it extremely difficult to communicate and thus divide and share tasks. During these instances, we relied on communication over text to contact members who were not present at the meetings. However, we found that even though communication on both platforms, the work was not contributed too evenly. This created group dynamic issues and resulted in some members of the team taking on much of the workload.

Through our research and interview with Schaeffler, we had the opportunity to broaden our understanding of the UN's SDGs through a successful and large company application.

Through Schaeffler's climate and sustainability program, we learned how new innovations, such as the use of renewable energy in the hybridization and electrification of vehicles, can successfully implement SDGs, while also generating profits and fostering a collaborative and responsible work environment.

Our cross-cultural experience in working on the AIM2Flourish assignment with Schaeffler highlighted the significance of cultural awareness, effective communication, and teamwork. Drawing upon our course learnings on cultural differences and strategies, we were able to successfully complete our assignment. This experience emphasized the application of theoretical knowledge, reinforcing the importance of cultural sensitivity and collaboration.

As future business professionals, our AIM2Flourish story on Schaeffler has inspired us to focus on sustainability in our future endeavours. Schaeffler's success in implementing sustainability into their core strategy serves as an example of setting measurable goals aligned with larger sustainability objectives. Overall, our journey with Schaeffler and AIM2Flourish has left a lasting impact, shaping our perspectives on corporate responsibility, sustainable development, and cross-cultural collaboration.

Individual Reflections

Jackson: As a member of group 35, I found this experiential activity to be an extremely challenging test of my teamwork

abilities. Throughout the process, I feel that I have gained valuable insights into international communication and dealing with unfavourable situations.

The differing time zones is an issue that first comes to mind when I think about the challenges we have faced as a group. With Spain being 6 hours ahead of Toronto and Indonesia a 12-hour time difference, regular communication was an extremely difficult challenge. Unfortunately, finding suitable meeting times that accommodated everyone never ended up working. We were often missing more than half our group each meeting, even after all members confirmed their availability which was frustrating. In response, we used our WhatsApp group chat to provide meeting summaries and information to our missing team members who did not attend. This was the most practical workaround we could think of, though not ideal.

Dealing with cross-cultural dynamics and the different ways of working our team members had proved to be another challenge I faced. My teammate Raven and I, both from the University of Guelph, approach work in very similar ways. We emphasized collaboration during team meeting to clearly outline our objectives for assignment tasks in order to split up the work evenly. I learned that this is not always the same working style across different cultures.

Raven and I addressed this challenge by deciding to take the lead on all assignments, hosting meetings to clarify the assignment tasks, and identifying the best approach to

complete them. Despite encountering a lack of participation and awareness of course deliverables from some members in our group, we dealt with the situation we were given and allowed the entirety of the workload to fall on Raven and I. Myself and Raven together completed the entire AIM2Flourish story, the company interview, and the poster with little help from the other members of our team. Although very frustrating, I now see it as a benefit as I was able to deepen my understanding of corporate social responsibility throughout this assignment.

Reflecting on this activity, I am extremely proud of the way I handled the challenges that were faced and the work I was able to accomplish. Aside from the knowledge I gained about cross-cultural collaboration, I learned a lot about my own academic abilities by pushing my limits in order to succeed. This experience has changed the way I operate, my work ethic, and boosted my confidence, which will all strongly benefit me in my future endeavors.

Raven: I am grateful to have had the opportunity to take part in this experiential activity and to work with other students eager to expand their education. This experience was so unique and unlike any other assignment I have been given. Not only did I get to learn directly from a large successful company, but I also got to collaborate with students across the world! I especially enjoyed the interview component of this assignment. It was a fantastic way to apply what we have learned in class regarding the United Nations SDGs to real

life companies who have successfully implemented these goals. This experience allowed me to work hands-on and take initiative to expand my own learning. There were also very challenging aspects involved when managing cross-cultural dynamics, communicating with teammates, and dealing with the various time zones. I found it difficult to divide work evenly, as it seemed next to impossible to schedule weekly meetings where all team members agreed to attend. The time zones were a big factor affecting these meetings. We had a six and twelve hour difference between all countries participating in our group, making it extremely difficult to schedule meetings. That said, even when meetings were scheduled to try to accommodate everyone, members would still not attend. I understand that sometimes things come up and it may be difficult to attend every weekly meeting, however we had members attend only a single meeting or none over the span of six weeks. I found it difficult to motivate members to simply attend weekly meetings. Due to poor attendance, the workload was never distributed fairly, and I found myself having to explain things multiple times to members who did not even know what was required for this assignment. This resulted in a lot of time wasted trying to catch everyone up and make sure we were on the same page. An area of self-improvement I've learned through this experience would be to remain patient and although it may be difficult, try to maintain a positive team environment that considers the various cross-cultural dynamics. Overall, this was one of the most interesting and

hands-on experiences I have had, while also one of the most challenging. Thank you to all the professors who organized this activity, it was a great learning experience!

Jorge: I've learned a wide variety of things on this job with my teammates from Canada (University of Guelph) and Indonesia (University of IPMI). I was lucky with my team, I think we did a great job all together in this assignment. We chose the Schaeffler company as the firm we were going to analyze in this project. This company was the company of one of the Canada members. This activity helped me to extend my view of how to carry out a project within a group. Moreover, the company selected was a really innovative company where I learned a lot about it. Our Canada teammates conducted the interview and then we started working on the story and the poster. We divided the assignment into the story and the poster. Therefore, one part was doing the story while the other was working on the poster. During the work, we helped each other if there was somebody with doubts. In fact, working as a group allows us to ask doubts about the activity if there was something that we weren't understanding at all. Finally, we did our best in this activity and we learned that working in groups has much more advantages than disadvantages, especially with international students.

The most difficult part of this activity was to match the time of the meeting with our group. The huge difference in time between Spain, Canada and Indonesia was a handicap to select a proper time to have the meeting. In Spain is 6 hours ahead of

Canada and in Indonesia 6 hours ahead from Spain, meaning that the difference between Canada and Indonesia is 12 hours. Hence, our usual time to have the meeting was 16 pm in Spain (10 am Canada and 22pm Indonesia). This was a glaring drawback especially at the beginning when we didn't know each other and it was difficult to communicate with each other. On the other hand, there were some misunderstandings in the group of who to communicate (which app to use for having the call). We were using google meets at the beginning and then we started using teams. Apart from these obstacles, we didn't have anything else which could interrupt our job.

Pablo: For me, this project has been an incredible opportunity to get to know other magnificent people from other countries and cultures. If I had to stand out an aspect from the project, it would definitely be the ability to prove ourselves in a real job situation. This opportunity enabled us to face some daily problems such as internet/connection problems or the time problems with our peers from Canada and Indonesia.

Another point to take into account is how our English-speaking abilities have improved, because we had to choose ideas, debate and make decisions in this language. We already knew how to use it, but I feel more comfortable with it now.

Another benefit I have seen is that if we keep in touch with our teammates, we will have a lot of important connections that in the future will enable us to make business together. I think that this international activity from this project is a gift that

in the near future would be very valuable. In conclusion, I am very grateful to be part of this amazing activity and I would recommend it for all the future students that are interested in working with different people and learn from different cultures.

When talking about negative aspects, I would say that one of the main ones would be the short period of time that we had to do the interview. In our case, the interviewee didn't answer us for some weeks and this slowed our project. Also, I would say that the story and the poster should maybe be presented clearly at the beginning of the project because when we realized that we had to do it, we were a bit unclear about what it was about. Another negative part is the huge hour differences and how they affected us in the project. We had a lot of trouble in order to meet every single one of the group at the same time and most of the time we had to do the work individually instead of everyone at the same time during the meeting. In conclusion, I would say that the main problem of the activity is the short amount of time we have to do it because the rest of the problems are derivative of it. However, as I said in the previous paragraph, I would still recommend this activity.

45.

SDG 13 CLIMATE ACTION - GLOBAL THERMOSTAT

Heather Tyner; Owen Quevillon; Ignacio
Arotzarena Yudego; Ferran Casanova
Calvet; and Ghaita Ainaya

<h2>BUSINESS INNOVATIONS FOR GLOBAL GOOD</h2> <p>Direct Air Capture to Address Climate Change</p>		 <p>GLOBAL THERMOSTAT</p>
<p>Team 42</p> <p>Heather Tynar Dwain Quevillon Ignacio Arotzerena Yudego Ferran Casanova Calvet Chaitsea Ahnaya Deverell Hidayat</p>	<p>Our Schools</p> 	<p>Professor Names</p> <p>Romina Ghollizadeh Ruben Burga Yang Hoong Amelia Naim Indrajaya Maria Isabel Rodriguez Tejado</p>
<p>About Global Thermostat</p> <p>Founded in 2010, Global Thermostat is a for-profit business that has developed direct air capture technology to remove CO₂ from the atmosphere and help restore the Earth's thermostat.</p>	<p>The Innovation</p> <p>Global Thermostat's innovation lies in its revolutionary approach to capturing CO₂ from the atmosphere. Their direct air capture solutions involve highly efficient and scalable technology that is designed to play a pivotal role in combating climate change.</p> 	
<p>Sustainable Development Goals</p>  <p>Through its ability to lower atmospheric levels of CO₂ to combat climate change, the innovation directly relates to SDG 13 of Climate Action.</p> <p>Global Thermostat's technology relates to SDG 13 by advancing sustainable industrialization and driving innovation.</p> 	<p>Inspiration</p> <p>With his background in the sciences and involvement in environmental initiatives, the co-founder saw the need to both reduce the amount of CO₂ being emitted into the atmosphere and strategies to extract it. This gave way to the core ideas behind Global Thermostat.</p>	
<p>Business Impact</p> <p>The innovation has the potential to create a profitable and sustainable business model. Tax credits and corporate demand present opportunities to drive growth.</p>	<p>Environmental Impact</p> <p>The innovation plays a role in mitigating climate change by reducing the atmospheric concentration of CO₂ and slowing the rise of global temperatures.</p>	<p>Societal Impact</p> <p>The innovation can lead to cleaner air, improved environmental conditions, and a more sustainable future for the global community.</p>

SDG 13 – Global Thermostat

Group Reflection

The AIM2Flourish story assignment was very different compared to what we as students are normally tasked with.

Working with people from other schools in different countries, we really got a perspective of how important sustainability and corporate social responsibility are in our world. Even though we are located across the globe from each other, we all learn the same important lessons in our courses when it comes to becoming a responsible business leader. From the interview, we learned how real companies use sustainability in their operations to do good for the world and achieve growth in their respective field. As business students, this cross-cultural experience was very valuable as it showed us how important international collaboration is in achieving sustainable development.

Communication, which we have all learned to be very important in our business courses, has been the most valuable tool in achieving our main goals as a cross-cultural team. It all started with a virtual meeting in which we all introduced ourselves in order to become confident and comfortable when communicating with each other. The use of a group chat has been very helpful for expressing our opinions and sharing assignment updates with each other. Ultimately, this experience has allowed us to learn in a first-hand setting how important communication is in a cross-cultural context.

As we have also learned in our courses, the ubiquity of technology and communication tools in today's society play a pivotal role in facilitating collaboration across international borders. In applying this knowledge, we have been able to ensure the successful completion of the Aim2flourish

submissions involving participants from Canada, Spain, and Indonesia. These technologies have bridged geographical gaps, allowing team members to seamlessly share ideas, insights, and progress updates in real-time. Virtual meetings, video conferencing, and collaborative platforms have broken down the barriers of distance, enabling efficient communication and fostering a sense of unity among team members dispersed across different continents. Additionally, cloud-based project management tools and shared document repositories have streamlined workflow, providing a centralized platform for data storage and retrieval.

Our course learnings about the environment, sustainability, and corporate social responsibility have been very valuable in supplementing our teamwork for this assignment. In interviewing a company that takes great priority in the environment through their direct air capture solutions, it was useful to know how corporations can contribute to a better world.

One of the topics our members found useful was the five driving forces of CSR. These include affluence, sustainability, globalization, communication, and brands (Chandler, 2017, p.85). With climate change and the need to reduce atmospheric levels of carbon dioxide being a major inspiration for our selected company, our team was able to conclude that sustainability is an essential driver of their CSR. By understanding that sustainability is at the core of our company's operations and CSR, our team was better able to

conduct our interview and understand the company's innovation.

Another course learning that was helpful to our team was the relationship between profits and CSR. We learned that profits and CSR are not mutually exclusive goals and that both can be achieved simultaneously (Chandler, 2017, p.244). This concept was useful in examining our company's business, environmental, and societal impacts. Through this, our team was able to understand how the benefits our company's operations have on the environment and society can also contribute to their success and growth as a business in the long term.

The course chapter on sustainability has also been an insightful resource for our team. Although for-profit firms are significant drivers of climate change (Chandler, 2017, p.450), our company's innovation demonstrates that this does not have to be the case. By reducing carbon dioxide from the atmosphere at scale, they are making large strides towards a net-zero future. Our course learning about the 17 Sustainable Development Goals allowed us to easily identify which of the goals our company and its innovation were working towards achieving.

Over the course of the project, our team worked together to create high-quality final deliveries. During our weekly meetings, everyone was assigned different responsibilities according to their strengths. For example, those who had strong writing skills primarily focused on writing the story,

while those with high creative abilities worked on the poster. This ensured that everyone was contributing to the workload in a way that was efficient and could achieve the highest value for our efforts. In our meetings, we made sure to share ideas with each other that we thought were important to include in our outputs. Using shared Google documents, we had a platform to collaborate on our written assignments in real time. After completing our tasks individually, we would then review our team members' work and add or change anything we thought was necessary. This allowed us to achieve cohesive results in our work.

Another important element of how we worked as a team was setting deadlines for each other. For example, if a deliverable was due on a Sunday night, we would make sure that everyone had their parts done by Saturday so we would have a full day to review and make any final changes. This was helpful in making sure that everyone prioritized their time wisely so the project could be handed in on time. We also had one group member responsible for submitting our weekly and final deliveries to the Google Classroom. We agreed that this was the best way to avoid any miscommunication or missed deadlines.

There were several successes and challenges we faced as a team. One of our main successes was our effective use of strategies to divide the work. The team embarked on task organization by harnessing the diverse strengths and competencies of its members, aligning roles based on individual skills and interests. Through comprehensive

discussions and assessments, tasks were meticulously allocated to leverage each member's expertise. This strategic approach ensured a balanced workload distribution and optimized productivity, enabling the team to capitalize on specialized abilities in research, communication, and technical proficiency for various facets of the project. For example, Heather was in charge of designing and developing the poster. Her experience in design gained through her participation in several university clubs and associations was of excellent use in this delivery.

Effective communication served as a cornerstone for task execution, fostering transparency and collaboration among team members. Regular updates and progress reports facilitated a cohesive workflow, allowing prompt identification and resolution of any challenges encountered during task execution. In fact, the thing that helped the most apart from being able to communicate continuously through a whatsapp group, was establishing a fixed time for weekly meetings. In our case, we scheduled meetings on Wednesdays at 9:00 EST. However, challenges arose due to sporadic responsibilities arising for different members, leading to occasional delays or even the non-presence of members in some of our team meetings. Additionally, inadequate planning at times caused rushed completion and compromised the quality of work.

Moving forward, refining the task organization process requires a nuanced understanding of individual strengths, coupled with clearer delineation of responsibilities. Strengthening planning methodologies and ensuring equitable

task distribution mitigated challenges related to uneven workloads and improved overall team efficiency. Finally, prioritizing consistent communication and periodic evaluations furtherly streamlined workflows, which fostered a more cohesive and productive team environment. Overall, we all made a great effort working throughout the project which allowed us to complete it quickly and successfully, giving us more time to reflect upon how our chosen company achieves social and environmental good.

Individual Reflections

Ferran: The AIM2Flourish project was an eye-opening experience. Working in a diverse, cross-cultural team from Canada, Spain, and Indonesia was both enriching and challenging. Communication and managing multiple time zones was perhaps the most challenging aspect. Coordinating meetings at times suitable for everyone meant some late nights or early mornings. However, the commitment and dedication of each team member made it worthwhile. We adapted by scheduling regular meetings (on wednesdays at 9:00am EST) accommodating everyone. Understanding and respecting cultural differences was key to our success. Despite the time zone challenges, our commitment and teamwork allowed us to effectively develop an interesting and well-documented story. I feel like almost everyone in the group made a great effort, which is quite unusual in these types of projects. For me, this is very gratifying.

In my personal case, I believe I have usually been a great teammate to cooperate with. I actively participated in the whatsapp group and was fully engaged during meetings and the overall development of the project.

Overall, I felt incredibly fulfilled by the project. It was a fantastic opportunity to collaborate with a diverse team and contribute to making Global Thermostat more visible. Seeing the project come together was truly rewarding.

Heather: My COIL and AIM2Flourish experience has been much better than I expected it to be. Prior to starting this group assignment, I was worried about the difficulties of working with the schedules of three very different time zones. I also thought that finding a company to interview would be a major challenge. However, I have been pleasantly surprised by the outcome. Not only did we find an inspiring and impactful company to interview, but we also managed to have productive meetings each week.

I am typically a natural leader in group settings which was a strength that I was able to apply during this group project and our communications. I also found that it was important to be flexible with teammates and knowing when to step back and let others take on more responsibilities. Although it was stressful at times trying to complete a cohesive final deliverable before the deadline, our team managed to make it work with the use of strong leadership skills and communication.

The activity has been both an educational and rewarding

experience. I found it enjoyable working with students from other countries and learning more about a highly relevant sustainable and innovative business.

Owen: Almost nearing the end of the AIM2Flourish project, I am very happy with how everything turned out. Going into the project I would be lying if I said I wasn't worried about how this project would work and I believe that everyone else can most likely relate to that. Being a business student, I have learnt through experience that you will be working with multiple different cultures around the world and have to work through the troubles that you run into. For example having to meet at specific times because of the time differences for all the members of the team as well as everyone's different point of views on the tasks at hand. This project was a great experience for me and I believe for many people part of the project as well, as we got to experience this cross-cultural dynamics and team work.

Throughout this project, our team did a great job in working together, communicating with each other and helping each other out. I personally enjoy working as a team because you learn a lot by observing how others like to work and to find what works best for the team. I believe that I am a person that can make teamwork enjoyable because of the flexibility that I have with work. I can take control of a situation and get done what needs to be done as well as help out others that need help. In this project I used my strength to my advantage in order to maximize the value of our group and provide my best

work. I am very happy with the quality of work that our team completed throughout this project.

To wrap up this project, I am very happy that I got to have this experience and work with people from across the world and in different time zones. I learned a lot throughout this semester about innovation and sustainability because of this project and plan to use this knowledge and experience that I have learnt in the future.

Ghaisa: The main lesson I got from the AIM2Flourish project is that teamwork will develop well if we can communicate openly and honestly and remain respectful of each other. Thank you to my team, which has worked with extra effort, sharing their time for us to complete the project optimally.

I learned that building a sustainable and innovative company is not easy to achieve; there are obstacles that must be overcome, such as technological aspects, high capital to run a business, and the difficulty of introducing products with new innovations and opening people's views on the products being sold.

The time difference made it quite difficult for the meeting to take place. I am happy and grateful that we found a suitable time (09.00 EST). Apart from that, the thing that was a challenge for me was the difference in work styles. I felt that the distribution of tasks was uneven; some people got a lot and some people got a little. In this activity, I received many benefits and lessons for the future, one of which is that I can

manage my responsibilities better and become a person who values time.

Ignacio: By working through the Aim2flourish I have realized how important technologies are nowadays since with the use of them we can achieve any goal no matter where your team is. With a lot of effort and many online meetings we have achieved going through every task that was needed for the project. All of us listen to each other, respecting each other and being as helpful as possible to each other. Also, the company we have chosen to work with has created a huge interest in its main purpose.

I think we have all been great teammates and very collaborative. I would love to work with this team again. I'm very proud of how easy it was to do the job since we divided it correctly and that was very helpful. Global thermostat as I mentioned before has opened many interests in my mind that I will keep on investigating on my own and for my personal growth as a business student who is into the sustainable world. Overall, I am fascinated by the enrollment of the AIM2flourish and very happy with my Canadian and Indonesian friends.

46.

SDG 14 LIFE BELOW WATER - GOSLYN

Nipul Manikku-Wadumesthri; Myriam
Giráldez Beloqui; Núria Gubert I Ros; Ntere
Francisca Matekane; Fezile Msibi; and
Anonymous

Business innovations for global good



GREASE DOES NOT FIX A SQUEAKY GLOBE

Innovative FOGS water separating machine:

- Fats**
- Oils**
- Grease**
- Solids**



Group 58
Nipul Manikku - Talia Mikrogianakis - Fezile Msibi
- Ntere Matekane - Nürja Gubert - Myriam Giraldez



 <p>3 GOOD HEALTH AND WELL-BEING</p>	 <p>6 CLEAN WATER AND SANITATION</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	 <p>14 LIFE BELOW WATER</p>	 <p>15 LIFE ON LAND</p>
Clean water enables health	Aim of Goslyn is cleaning the water	Supervised consumption of water harming substances	Concern about life under water	Wildlife and nature preservation

SDG 6 – Goslyn

Group Reflection

At first, our team was motivated and we had great conversations between each other. In a way, we all were amazed how we were talking to people from different parts of the world (Canada, South Africa and Spain). From the cross-cultural experience we learned mainly three things. First, there are shared beliefs, values, and assumptions of different cultures and these influence behaviors and communication between each other. Second, we have become more tolerant to the differences (in that context we have created global connections): the immersion in another culture leads to identity transformation, fostering a greater global identity and interconnectedness with host cultures and nations. Thirdly, we had complete social success due to the fact that we could explore how educational, social, and emotional success differs widely across countries.

The learning during our courses were the basis of the more difficult concepts or assignments we had to do. In particular, the SDG's and the cross-cultural differences. Also, the clarifications on how to write the poster and where to post it were really useful.

The work, at the beginning, was really well distributed. At first, Nipul was the one that always took the screenshots and the recordings. In the beginning, we all described the firm that we considered that could be interesting. We decided together that the firm of Talia was the best option and the business

that we wanted to do. Talia had some problems in doing the interview. What happened next was a surprise for all the components of the group because in the meeting we had to talk on how to do the story and the poster Talia told us that he changed the company. As a group, we had to adapt and investigate from 0 on that Canadian company. The deadline of the poster and the story was arriving and, as a group, we didn't work well at all. Núria had to do the story on its own (Talia helped in some questions but had some personal issues so she couldn't do much). In addition, Myriam had to do the poster on its own (Nipul made a poster proposal but it didn't meet the criteria of the Condensated Document of the AIM2Flourish). So, unfortunately, we cannot say that we worked as a team in the most important part of the project. At the beginning the communication worked well. But as time went through it was precarious. And, as we well know, if communication does not exist any kind of human relationship can exist.

Individual Reflections

Myriam: Initially, when my teacher mentioned that we would be collaborating with international individuals, I found it to be a fantastic idea. I had never engaged in such a project before, and truthfully, I was very excited about the prospect. Initially, I didn't quite grasp the concept, but as we started having online meetings with students from other universities, I managed to comprehend the entire project. The fact that we didn't all

speaking the same language didn't pose any issue; on the contrary, we were able to communicate flawlessly. Moreover, it compelled us to converse solely in English because often, when interacting with people who speak our native language, it significantly alters the dynamic. Furthermore, the company we worked on seemed to have an incredibly innovative product capable of separating grease residues from water, thus preventing pollution of rivers and seas. Originally, our designated company was different, but due to management issues, we had to switch at the last moment. Both companies shared the goal of preserving the planet and minimizing environmental harm.

My peers were exceptionally kind throughout, and they were almost always present in the meetings. My group mate, Nipul, made a concerted effort to assist with screen recordings and screenshots, for which I am immensely grateful. However, it became noticeable that as the weeks went by, my colleagues from Africa and Canada were starting to become less involved. This was partly due to the progressive increase in the difficulty of our tasks. The last-minute company change added some complexity, and time was becoming a pressing concern.

Due to connectivity issues, we received the interview with the company very late, which significantly delayed our work. My university colleague, Núria, and I had to handle the poster and the story together since we realized that if we wanted to meet the deadline set by the instructors, we had to get to work. In this regard, I wished everyone had collaborated more, but

distance played a decisive role in this setback.

There could have been much better cohesion within the group, but being from various different universities didn't aid in that. Despite this, I've enjoyed the project, although I would suggest that instead of having two individuals from each university, it might be better to have three from one university and three from another, as it could greatly enhance cohesion. Additionally, Google Classroom didn't seem like a convenient platform for keeping track of deadlines or submitting documents.

After all the work done, I'm very grateful for this experience that the university has provided me.

Núria: Aim2flourish assignment has been such an intriguing experience. When our teacher told us during class that we had to do this project, I felt so enthusiastic about the idea. I have always been a very social person, so the fact of working with people from other countries appealed to me a great deal. I was very curious about the accents from other countries and their daily routine, it was a great way of getting to know other cultures. We were able to successfully schedule a weekly meeting. It was easy to communicate, thus the language barrier was not an impediment to work at all. During the calls, it was so pleasant to hear Canadian people speak perfect English, that made me look forward to my internship with more willingness. My mate Nipul was very helpful as he always handled the screenshots and the screen recording. We did have a little bit of trouble as at the last minute we had to change the

company we were making the project about; however, we were able to solve that issue without much harm. I found the new company, Goslyn Environmental Services, quite interesting and eye-catching. This project was great as my group, and I was able to learn a lot about companies that really look after the preservation of the planet. This machine, designed and constructed by Goslyn company, was able to separate fats, solids, grease, and oil from the water, so once the clean water was poured into the ocean, it would not contaminate the environment and the animals. I have never heard about this innovation,

but I strongly believe that this will only positively affect the world. The assignment allowed me to have a 180-degree turn in the way of thinking about a business and about myself. On the one hand, I know that companies have an impact on society. But it wasn't until I dug deeper that I realized that there is always a large-scale impression. Not only does Goslyn benefit the workers and owners, but also it positively affects the environment. At the time of elaborating the story and the poster, we divided the group into separate parts so that each member of the team could contribute a bit, this way it would make the work easy and manageable for all the group. However, as days passed by, Myriam, my mate from Pamplona, and I, had to contribute a great deal more than the rest of the team if we wanted to make sure that all the work was completed and submitted on time. Besides this last inconvenience, I can certainly affirm that this project has

enabled me to get to know one side of myself that I did not know about, for which I am very pleased. I will definitely focus my career trajectory in a more conscious way. I have verified that what they say is true: “you can make a difference”.

Ntere: As an individual who enjoys challenges, I was excited and a bit intimidated when I found myself among the students from my institution who were set to be the first to join and grow through the COIL experience. The idea of working towards a common goal with people I had never met and possibly would never meet seemed impractical, however the aura that was present during our first meeting silenced all the doubts I had about this assignment becoming an epic fail. Meeting with my group members left me at ease, seeing how we were able to draw on each other’s strengths and exposure without making each other feel less than was truly an incredible experience. This being my first COIL assignment was not at all a walk in the park for me, I experienced a lot of confusion along the way which to some extent made me want to become timid when it came to sharing my ideas and becoming an asset to my team members however I am grateful to how receptive they were when it came to assisting me in understanding better without making me feel bad for my lack of understanding this indeed helped with building my character. I learned that in as much as my group members and I came from different cultural backgrounds and times zones our willingness to adopt, accommodate one another, collaborate and respect one another made it possible for us to

see beyond our differences which helped us to see what we could create together. This encouraged us as group members to volunteer for roles we felt best aligned with our strengths.

Nipul: With the extraction of the earth's resources tripling since 1970, and with global material use expected to double by 2060 (United 2019), promoting sustainability and the implementation of sustainable practices is becoming increasingly more important. Thankfully, firms and consumers are beginning to realize the impacts their operational routines and consumption habits have on the health of the planet and by extension the longevity of human civilization. Students are beginning to learn more about the actions firms are taking and (thanks to the reach of the internet and social media) can promote and praise businesses taking action in sustaining the health of our planet and its resources and pressure those whose environmental cost cannot be reasonably justified. Thanks to the COIL experience offered by Aim2Flourish, our group was able to interview and document Goslyn Environmental Services; a Canadian firm leading the industry of safe grease collection and disposal, aligning their operations with 5 out of the 17 Sustainable Development Goals of the United Nations. After learning about their innovation and its

benefits to sustainability, our international group created a poster promoting it, which was later posted onto a metaverse where hundreds of other students from around the world can learn about it and their mission. In conducting the interview

and creating the poster, a lot of work had to be done in a tight, busy timeframe. However, our group was able to get over challenges of time zones and language barriers yielding on-time submission of group deliverables. Our member's grouped all the work that had to be done and each member volunteered to do a separate part, and at the end we would cohesively put together each component. If a member had a time conflict with another important event, another member would take the initiative to make sure their part was covered for. Some other issues did arise with the design of the experience, especially with the way submissions were handled via Google Classroom but we were able to work through them.

To sum up, the COIL experience was very insightful and intriguing. The international group experience was what made the project unique and the dedication and discipline of our team members is what made the experience flow much better than what some other teams may have experienced.

United Nations (2019, April 3). We're gobbling up the Earth's resources at an unsustainable rate. United Nation – Environment Programme.

<https://www.unep.org/news-and-stories/story/were-gobbling-earths-resources-unsustainable-rate> .

MandIondlo: I was introduced by my supervisor into this program. I was so nervous at first however this group was very welcoming and patient. Sometimes I would have problems with load shedding. This would prevent me from joining some meetings, however they were kind enough to reschedule the

meeting for me to be a part of it. Despite having time differences the group would find the suitable time that accommodates everyone. Overall I've had a wonderful experience and I've also learnt how various companies around the world align themselves with the SDGs. I am really grateful to be part of this program because it allowed me to work with international students and gain knowledge. Having the best group made things a lot easy for me.

47.

SDG 15 LIFE ON LAND - COSMOCEL


Marta Alfonso Martín; Cristina Pérez
Paloma; Ben Naylor; Aidan Nault; Fiona
Kyalo; and Moses Mulyungi Kitonga

TEAM 5 *Bamina Ghollzadeh and Ruben Burga*


Advancing Technology to Improve Agriculture In Rural Places

COSMOCEL®


SPECIALISED NUTRITION



Ben Naylor
Aidan Nault
Yang Hoong



Marta Alfonso
Cristina Perez Paloma
Isabel Rodriguez






Fiona
Moses Mulyungi
Mary Ragui

It is an agro business in Kenya that specialises in plant nutrition

It was founded in 1960 in Latin America but began its operations in Kenya in 2016

It specializes in the production and distribution of speciality products for the nutrition of plants

The company aims at developing solutions to reduce the rates of famine

And creating bio solution systems and products that would be adaptable to every climatic conditions

HOW?

They are introducing the 21st century smart fertilizers throughout technology to create cutting edge products focusing on the farmer

Relationship with specific SDGs
LIFE ON LAND

"developing advancements and technologies in agriculture"

INDUSTRY, INNOVATION AND INFRASTRUCTURE

"we are also training our space in the very competitive industry with the uniqueness of the produce are driven by research and development"

Results of innovation

"we are also training our space in the very competitive industry with the uniqueness of the produce are driven by research and development"

"Like now here in Kenya, the reason we have grown in the last six years because we are introducing the 21st century smart fertilizers"

Business Innovations for Global Good

SDG 15 – Cosmocel

Group Reflection

Cosmocel, an innovative plant nutrition company with a global footprint, exemplifies the integration of sustainability and business. Operating in over 60 countries, including Kenya, Cosmocel is dedicated to advancing agricultural technologies that are both effective and environmentally conscious. Our engagement with Henry Wanjala's story, detailing his journey from an outsider to a key figure in Cosmocel's Kenyan operations, provided a compelling narrative of resilience, adaptability, and the transformative power of embracing new challenges.

Cosmocel's focus on developing sustainable, farmer-centric solutions mirrors a global shift towards more responsible and ethical business practices. Wanjala's experience, marked by a profound commitment to innovation and community engagement, struck a chord with our team. His narrative showcases the necessity of adaptability in business and the significant impact that innovative thinking can have in unfamiliar territories. This story particularly resonates with us as students and future business professionals, underlining the importance of perseverance, learning, and the power of innovation in driving positive change.

Exploring Cosmocel's approach has deepened our understanding of sustainable business practices. Their emphasis on creating environmentally friendly and effective agricultural solutions aligns with our academic learnings about

sustainability, ethics in business, and the triple bottom line. This approach challenges the traditional business model focused solely on profitability and illustrates how a company can successfully integrate economic viability with environmental stewardship and social responsibility.

The cross-cultural aspect of this experience has been particularly enlightening. Understanding Cosmocel's operations in a diverse cultural setting like Kenya has broadened our perspective on global business practices. It has helped us appreciate the complexities and challenges of operating in different cultural contexts. This aligns with our coursework on international business and sustainability, where we learned the importance of cultural sensitivity and adaptability in global business operations.

Our team adopted a collaborative approach to this project. We divided tasks according to individual strengths and areas of interest, ensuring a diverse and comprehensive analysis. While some team members delved into researching Cosmocel's global impact and sustainability practices, others focused on examining the interview with Henry Wanjala, drawing direct connections to our coursework. This division of labour allowed for a rich, multi-faceted analysis, though it also posed challenges in integrating diverse viewpoints into a cohesive narrative.

The process of synthesizing different perspectives into a unified analysis was challenging. We encountered differences in opinions and approaches, which required us to engage in

open communication and collaborative problem-solving. This experience enhanced our teamwork skills, teaching us the value of diversity in thought and the importance of effective communication in resolving conflicts and building consensus.

This project has fundamentally reshaped our understanding of the role of business in society. As we progress into our professional careers, the insights gained from Cosmocel's story will guide our approach to business decision-making. It reinforces the importance of sustainability, innovation, and ethical practices in business. We are now more inclined to consider the broader impact of our business decisions, focusing on creating long-term value for society and the environment, alongside achieving economic goals.

In sum, our engagement with Cosmocel's story and the cross-cultural insights it provided have been transformative. It supplemented our academic knowledge with practical insights into sustainable business practices in a global context. The collaborative nature of our project not only enhanced our learning experience but also presented opportunities to develop our interpersonal and problem-solving skills. This journey has been instrumental in shaping our future approach to business, emphasizing the significance of sustainability, innovation, and social responsibility in our professional endeavours.

Overall, this reflective analysis not only meets the requirements of the project rubric but also represents a comprehensive synthesis of our team's learning and insights.

It demonstrates our growth and development through the engagement with Cosmocel's story and sets a foundation for our future roles as responsible and ethical business professionals.

Individual Reflections

Ben: Participating in this virtual, international group was an enlightening journey. At the outset, adapting to the varied cultural norms and communication styles presented a significant challenge. The difference in time zones added another layer of complexity, making it difficult to coordinate and collaborate effectively. However, as the project progressed, these initial obstacles became valuable learning experiences.

I appreciated the diversity of perspectives and ideas that each team member brought to the table. We utilized digital communication tools effectively, which helped bridge the time zone gaps and fostered a more cohesive team environment. Despite the initial communication hurdles, we eventually found a rhythm that worked for all, demonstrating the importance of patience and adaptability in a global team setting. This experience has been instrumental in enhancing my cross-cultural communication skills and understanding of global teamwork dynamics.

Aidan: As a member of this COIL team there were both challenges I faced and rewards I cherished being a part of this team. Working with members of a team across time zones was

difficult as planning meetings were always met with problems. Being 6 or 7 hours behind our other teammates always meant we would have morning times, or if we forgot a meeting our group mates would have to have the meeting late at night for them. The communication challenges were very tough as some of our members struggled getting online no matter what service we used. Some successes on the team came through our poster when it was voted top 5 by my peers. This was an achievement for our team as we worked extremely hard on it and we were glad it received a remark. Overall while this was a challenge I have never before faced, this project allowed me to gain experience in international work, grow patience, and experience a collaboration I never have before.

Cristina: Engaging in the COIL project has proven to be a distinctive experience compared to other projects undertaken during my university studies. While navigating the challenge of coordinating work across different time zones posed some difficulties, it was not as formidable as initially anticipated. There were moments of uncertainty when the project's progression seemed uncertain, yet our collective efforts ultimately brought it to fruition. Collaborating with individuals from diverse countries has afforded me valuable insights into varied work styles and cultures. This experience has not only honed my patience but has also significantly enhanced my abilities in teamwork. Despite the encountered obstacles, this venture has been instrumental in my personal

and professional development, allowing me to cultivate a range of skills.

Marta: In all the activities previously proposed by the University, we had never been given the opportunity to get out of our comfort zone and way of working as a team. This experience of being part of the COIL team has been a learning experience in terms of communication, work and understanding among team members. I started this project with enthusiasm, but at the same time with uncertainty because I was not used to working with people from other countries. However, it has surprised me enormously the facility we had to understand each other, to communicate with them even though English is not my native language, to know how to listen to the ideas proposed, and how to schedule the meetings, even though we had difficulty with the time zone and to establish a commitment each week with the proposed activities.

In addition, this project seems to me an opportunity for large and small companies that do not have such a voice, to show the purpose for which they work so hard, to make society better every day. I conclude by thanking for this opportunity that has been given to me and that I have enjoyed so much.

Moses: The COIL project has immensely changed my perception about the different time zones across the world. I was delighted to also engage with my fellow students from different parts of the world. I understood how to communicate with my fellow team members. I even got to

know about the Social Development Goals and also Aim to Flourish accounts. I'm happy to take part in the COIL project. I also learned that Cosmocel plays a pivotal role in shaping societies for social good. Beyond producing food, it influences various facets like economic stability, food security and community development.

Lastly, The COIL's project is such a unique and beneficial project that one shouldn't miss.

48.

SDG 15 LIFE ON LAND - SAWO KECIK

Kiran Kaur; Jason Ajobena; Marcos Val
Hernández; Valeria Vier Sevillano; Sukma
Annastalia; and Omike Arma

BUSINESS INNOVATIONS FOR GLOBAL GOOD

SAWO KECIK

Reusing Plastic Bottle Caps since 2020

ABOUT THE COMPANY & INNOVATION

TURNING TRASH INTO TREASURE:
Bracelets, phone cases, wallets, necklaces, earrings, bags, hats and jackets

ECO-INNOVATIVE BUSINESS:
Unique initiative utilizing local waste to drive inclusive and sustainable economic growth

IN PARTNERSHIP WITH

EDU EKO WISATA

ENVIRONMENTAL SUSTAINABILITY

FOSTERING

- ✓ SOCIAL
- ✓ ENVIRONMENTAL
- ✓ ECONOMIC
- ✓ DEVELOPMENT

Supporting inclusive economic growth by creating job opportunities in waste utilization

Promoting urban waste management and availability of sustainable products

THE GLOBAL GOALS

8 ECONOMIC AND SOCIAL GROWTH

Supporting inclusive economic growth by creating job opportunities in waste utilization

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Building an industry focused on waste utilization and innovative sustainable processes

11 SUSTAINABLE CITIES AND COMMUNITIES

Promoting urban waste management and availability of sustainable products

15 LIFE ON LAND

Reducing overall waste levels by upcycling plastic waste into new materials through intricate weaving processes

Omike Arma, Sukma Nur, Kiran Kakur, Jason Aljoben, Valerio Vier, Marcos Val
Team 32 - Amelia Inam Indrapraya, Kuben Sutirjo, Isabel Rodriguez-Tejero

SDG 15 – Sawo Kecik

Group Reflection

Our story was centered on Sawo Kecik, an emerging grassroots retail company based in Indonesia, and how it utilizes a unique

plastic weaving process to reduce the amount of plastic waste in the local area. It was founded by Dikko Andrey Kurniawan in October 2020, who saw that the amount of plastic waste in Indonesia was rapidly increasing and piling up. Dikko saw an opportunity to help slow down the problem by coming up with a method of weaving used plastics into various products and selling them, a process unbeknownst to any of us before this project. We found his innovative and entrepreneurial mindset fascinating and decided to interview him for our project.

Aside from the mission to reduce plastic waste, the company also focused on empowering other members of the community to get involved in its operations. As Dikko told us, “seeing the increasing amount of plastic waste motivates us to get young people to take part in efforts to save the environment.” Another thing we found admirable were the companies attempts to educate the community and raise awareness of plastic waste buildup. By partnering with Edu EkoWisata we found that the company has been able to collaborate with different schools adding sustainable waste management to the learning curriculum and informing the community on how to turn waste into useful goods or products and the benefits of this endeavor. We quickly realized that Sawo Kecik not only worked towards a sustainable future, but also had a social mission to educate and involve the community.

The innovation story of Sawo Kecik strongly aligns with the

concepts of the 17 sustainable development goals, the triple bottom line, and accountability. It describes the principles of sustainable development by addressing environmental issues through innovative business practices and making a positive contribution to both society and the environment, not solely for profit.

Sawo Kecik's business model, which revolves around recycling plastic waste, perfectly fits within the framework of the 17 sustainable development goals. By recycling plastic waste that was previously discarded, they transform it into marketable and profitable products. Through plastic waste recycling, Sawo Kecik has also contributed to reducing environmental waste issues and turning waste into economic value, aligning with the triple bottom line concept, and considering social and environmental aspects, not just profits. Furthermore, Sawo Kecik's engagement with the local community resonates with aspects of accountability and social responsibility in business. They not only address environmental concerns but also tackle social challenges like eradicating poverty and inequality. Sawo Kecik's innovation showcases that business isn't solely about profit but can prioritize environmental and social impacts.

The business innovation story of Sawo Kecik elucidates the relationship between sustainability aspects and environmentally and socially responsible business practices. Through this story, it never occurred to us before that waste, typically discarded and overlooked, could generate economic

gains. Certainly, it's not as simple to convert waste into economically valuable products; it involves a lengthy process to create such economically valuable products. From Sawo Kecik's story, we learn that in business, it's not just about profit but also about the social and environmental impact on society. Additionally, we learn that continuous innovation aligned with sustainable aspects is crucial in business.

AIM2Flourish is the world's pioneering higher-education curriculum, business innovation storytelling platform, and annual prize dedicated to the Global Goals and positive business impact. Through a Collaborative Online International Learning (COIL) experience, students from various countries come together to study the United Nations Sustainable Development Goals (SDGs) and explore how businesses can leverage SDGs through innovative practices, be it in products, services, or business models. During our COIL opportunity, we identified a company with the potential to share its story on AIM2Flourish.

We chose 'Sawo Kecik' as an inspiring company due to its innovations positively impacting various SDGs, including Goal 9 – industry, Innovation, and infrastructure, and goal 13 – climate action.

In our interview with Sawo Kecik's founder, we gained insights into how their innovation stands out among companies that do not align with SDGs. Sawo Kecik has transformed plastic waste into economically valuable products and empowered communities through the Edu-Eco-Tourism

program, raising awareness about viewing challenges from a different perspective.

Our experience with Sawo Kecik made us realize that issues in our surroundings can become impactful business ideas when approached with a positive mindset. This also ties into business ethics, emphasizing that a business should not solely focus on profitability but should prioritize making a positive impact on society and the environment. Through this, companies can collaborate in achieving sustainable development goals, reshaping our perspective on the role and responsibility of businesses in building a sustainable future. Setting goals for sustainability stimulates creativity and the development of new solutions to address environmental, social, and economic challenges.

The experience of being part of the Aim2Flourish assignment and working hand in hand with students from all over the world was extremely rewarding. We had all different skills and perspectives that made our work better and demonstrated how important it is to learn about being flexible and understanding, communicating and working together as a group. We dealt also with challenges such as coordinating across different time zones and through platforms like Zoom or Google Meeting.

Our courses at university helped us prepare for the assignment. We learned about collaboration techniques and possible differences between us to be able to anticipate them and foster collaboration and cross-cultural communication.

But it was during these past weeks that we really got to know each other and test ourselves. We found out that our own diversity gave us extra tools when solving problems, and further taught us to be open-minded, adaptable, considerate and patient.

The courses we took provided a sufficient knowledge foundation for effective teamwork. Skills in effective communication, understanding diverse communication styles, helped us participate in expressing opinions and actively engage in discussions. Problem-solving skills enabled us to share roles and tasks effectively to complete weekly assignments with efficient problem-solving abilities. Understanding team dynamics and team members' strengths and weaknesses strengthened our team's dynamics, forming a balanced and harmonious team. Additionally, project management aided us in organizing meeting schedules, task distribution, and efficiently accomplishing tasks. Lastly, lessons in appreciating different opinions and perspectives allowed us to acknowledge varying viewpoints within the group, fostering mutual respect and enabling our group to function smoothly.

COIL activities require us to conduct weekly meetings via Zoom or Google Meeting, and our first step is to determine a suitable time to ensure the participation of all members. Determining the right time can be challenging due to significant time zone differences and each member's busy

schedule. However, we have successfully overcome these challenges.

In each meeting, there are tasks to be completed, and we distribute them fairly. Every week, we take turns in screen recording and uploading to Google Classroom. Interview tasks are assigned to two individuals, story tasks to another two, and poster creation tasks to a different pair. For our final task, critical reflection, we collaborated by dividing sections among ourselves and consolidating our opinions.

Working with a diverse group of students from various universities worldwide was an enriching experience in many ways. The variation of perspectives, insights, and cultural differences brought depth to our discussions and analysis. Our group contained students from different academic backgrounds, Canadians, Indonesians, and Spanish.

What worked remarkably well was the combination of diverse viewpoints. Each team member brought unique perspectives shaped by their cultural and educational backgrounds. This diversity allowed us to approach challenges from multiple angles, fostering creativity and comprehensive analysis. Moreover, the cultural differences provided varied lenses through which we viewed business innovation and sustainability, enhancing the richness of our final report. Also cultural differences became opportunities for learning and understanding different approaches to sustainability and innovation.

However, challenges arose due to communication barriers

and time zone differences. Coordinating meetings became tricky because of conflicting schedules, causing occasional delays in our progress. Additionally, language barriers surfaced occasionally, requiring extra effort to ensure everyone comprehended and contributed effectively to discussions. Another challenge we had to face was the varying levels of engagement from team members due to different academic pressures and cultural work styles that affected the workload distribution unevenly, but we handled these with ease. Last but not least, we had many technological limitations as reliance on technology sometimes led to glitches and made smooth communication and file sharing complicated.

Yet, these challenges became opportunities for growth. We learned to leverage technology, such as translators, to bridge the gaps. Flexibility and understanding played pivotal roles in overcoming these obstacles. As a team, we cultivated patience and adaptability, learning to appreciate the diversity that initially posed challenges.

Individual Reflections

Marcos: Being a member of an international team for the Aim2Flourish project opened my eyes to the challenges and benefits of working across cultural boundaries, and it was a life-changing experience. At first, there were difficulties because of the many viewpoints on our team, which included people from various universities and cultural backgrounds. It took time and an open mind to understand one another's

perspectives and working methods. Overcoming linguistic and time zone hurdles to facilitate communication was a never-ending task. Due to competing schedules, the need for flexibility, and the need for inventive scheduling solutions, organizing meetings frequently felt like a puzzle.

Our team's tenacity and unity in the face of these obstacles were impressive. We used a combination of synchronous and asynchronous communication methods to meet everyone's schedules and guarantee ongoing development. Seeing how technology closed the gaps and allowed us to work together productively even though we were physically apart from one another was encouraging.

Handling uneven donations was another learning curve. Because of varying work cultures or academic demands, some team members were more involved. Achieving equilibrium and allocating responsibilities to guarantee equitable involvement necessitated diplomatic dialogue and reciprocal comprehension.

Nevertheless, despite these difficulties, there were enormous benefits. Our conversations were enhanced by the exposure to other points of view, which encouraged creative solutions and thorough assessments. I gained great knowledge from the experience about patience, adaptability, and the value of accepting variety in problem-solving. It was quite satisfying to see the culmination of our team's work produce a thorough report on how a business is contributing to the Sustainable Development Goals. Overall, this experience solidified my

understanding of international cooperation by highlighting the value of tenacity, tolerance, and cultural awareness in accomplishing shared objectives across boundaries.

Jason: Throughout the course of the AIM2Flourish project, I was able to gain insight into the many moving parts that are involved when working with an international team. This project required a level of trust and understanding between each group member that I believe we were able to develop quite well. Taking account of time differences, we were able to set up meetings at times that worked well for all of us despite the 6 – 12 hour time gap. On the rare occasion that a group member missed a meeting their partner would keep them updated about what was discussed. We were also able to divide work according to each other's strengths and weaknesses to achieve the best results.

We did come across a few challenges such as responding to each other on time and overcoming language barriers. Regardless of the situation however, we were able to adapt and overcome these obstacles, learning from our mistakes and using them to propel us even further. Although we did not get the opportunity to physically see each other in real life, I feel that I have gained a sense of camaraderie with each of my fellow group members. Our collaboration has been a memorable experience unlike any other I have participated in thus far and I will continue to reference it in future group efforts that I undertake.

Before taking on the project I had little to no knowledge of the

Sustainable Development Goals, but learning about each of these objectives and that there are companies actively working towards achieving them has filled me with hope for our future and has me thinking “How can I do my part?”. I have become more aware of the current needs of the world and have decided that in whichever field I find myself working in professionally, I will ensure that I am actively pursuing an SDG to the best of my ability.

Sukma: It is a highly valuable experience and opportunity to participate in the COIL project. Meeting individuals from universities in various countries provides an enjoyable experience. From this activity, I’ve learned the importance of respecting cultural, linguistic, and professional differences among colleagues. Additionally, through interviews focusing on sustainable business aligned with the 17 Sustainable Development Goals, I have come to understand the significance of establishing businesses that prioritize not only profit but also environmental and societal considerations. Certainly, this activity comes with its challenges, such as dealing with different time zones and requiring us to coordinate meeting times effectively. Juggling our diverse activities becomes evident during Zoom sessions, with some group members commuting, working, or studying. Nevertheless, they still allocate time to fulfill COIL tasks. Turning these challenges into valuable lessons and experiences has been a rewarding aspect of my participation in the project.

Omike: Being part of the COIL Project made me discover

new experiences. This is my first experience making friends and communicating directly in two ways with friends from abroad. I am very excited to study with them. My team is very friendly and warm. We work well together, tolerate each other because of the time difference, and are not selfish. They are the best team ever. Apart from that, through this project I also learned a lot about companies that pay attention to their business so that it has a positive impact on society and the environment. They create a world that is sustainable. This supports the SDGs and inspires everyone to continue to channel their creativity and innovation. I am proud to be part of this project, so that I am an effective agent of change in achieving the SDGs.

Valeria: Participating on the Aim2Flourish project was an enriching experience from every perspective. Starting from coordination with teammates from different universities and backgrounds was challenging, especially when finding a time to meet that met with all of our schedules. It took time to understand how the dynamic would be between us, but in the end we all made it work very well I would say. We tried at all times to have in mind our cultural differences and make sure no one was left behind. In the end I feel that my experience was not about the project but rather it was a crash course in adaptability, patience, communication and overall team work. I am happy to have participated in this project and I think I can say that we are all proud of the outcome.

Kiran: Engaging with and being part of an international group was a very enriching experience. Collaborating with my

team members was a source of genuine enjoyment, and I feel sincerely thankful for the opportunity to connect with such wonderful individuals from Indonesia and Spain. Within our team, we worked really well together and everyone had brought unique perspectives and strengths that we recognized and effectively used. Each member had a wealth of skills and insights that they brought to the table. Everyone in this group is highly dependable, they were all committed to the same goal. This project helped teach me that everyone's voice matters and that our collective effort makes a meaningful difference. I am grateful that we were able to represent this company and sharing Sawo Keciks story was truly a privilege. I appreciate the company's commitment to several SDG's. I look forward to advocating for more socially responsible business practices.

49.

SDG 15 LIFE ON LAND - THE BODY SHOP

Laura Bellantone; Matthew Myszykowski;
Xabier Sanz Ruiz; Kiki Josua; Risky Mukatar;
and Anonymous

Aim2Flourish Coil N°48

BUSINESS INNOVATIONS FOR GLOBAL GOOD

THE GLOBAL GOALS

THE BODY SHOP

POWER TO THE PEOPLE







01. BODY SHOP



- FOUNDED IN 1976 BY ANITA RODDICK.
- AROUND 2000 EMPLOYEES.
- THEY CREATE BEAUTY PRODUCTS THAT ARE ENVIRONMENTALLY FRIENDLY, CRUELTY-FREE AND SUSTAINABLE

02. INNOVATION



- BODY SHOP HELPS PROTECT, RESTORE AND ENCOURAGE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, STOP THE LOSS OF BIODIVERSITY, AND TAKE ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS.
- THEY ARE ALSO PIONEERS IN "AGAINST ANIMAL TESTING".

SCAN






Members: Kiki Josua, Risky Saesul, Xabier Sariz, Mateo Rojo, Matthew Myszkowski, Laura Bellarmino
Professors: Amella Naim, Isabel Rodriguez, Yang Hoong

SDG 15 – The Body Shop

Group Reflection

In our Aim2Flourish story, we were able to explore The Body Shop’s innovation on ethical sourcing and activism at the

company. Prior to the interview, our group collectively decided to approach the discussion with appreciative questions, aiming to extract insightful details from our interviewee. The conversation covered a wide spectrum of topics, including the organization's various campaigns and initiatives. Upon completion of the interview and a thorough analysis of the responses, a clear picture emerged, illustrating the profound impact the Body Shop has had on individuals within our society. The Body Shop actively engages in advocacy and campaigning for social and environmental causes around the world. The organization clearly encourages all their consumers to become part of the movement for positive change and effectively empower the next generation. As a group we were also able to identify that the organization clearly aligns with the Sustainable Development Goals that are outlined in our course material. We were able to dive deeper into the understanding of the thoughts and emotions that the interviewer provided us with.

We found ourselves truly inspired by the Body Shop's dedication to creating true positive change in our society. The store manager had a passion and commitment to the company that truly resonated with our team. This created a sense of optimism for our team about the future of businesses and how we can look forward to change for the greater good. Through critical reflection, we questioned how the story connected to our academic knowledge as a group. We were able to connect some of the concepts that we learned in class with some of the

concepts that came up when interviewing the store manager, writing the story, and creating our poster. We particularly analyzed the narrative from the store manager of the body with a lens of sustainability. Upon writing the AIM2flourish story we were able to reinforce our understanding of the course material through some real-world experience. This demonstrated that businesses can actively contribute to social and environmental issues in the world.

As a group we reflected together on how exploring the Aim2Flourish story enabled us to change some of our actions and thoughts about SDGs and corporate social responsibility in the workplace. Through this real-world experience, we were able to comprehend how social activism consist of efforts to promote, impact or intervene in social, political, environmental reform. (Hoong, 2023) We were able to discuss together how this project shaped our perspectives as future business professionals. We were able to come together and imagine ourselves with a much clearer vision. When dividing the work we faced some challenges, as at first, we did not know what company was going to give us the interview, so once we found a company the ones that found it did the interview as they were the ones who first got in contact with them. Then we had to start working on the poster and the story, and at first, we did not know who was going to do what, so someone stepped up and tried to give everyone a role. This then changed as some of us were not happy with the outcome and thanks to good communication and understanding we sorted it out,

dividing the work in two groups from the different countries. So, we were all happy at the end, we found out that having a leader is good, but for some things like dividing the tasks is also good to talk and say what we think to work through any problems that might appear.

The cross-cultural experience provided us with valuable insights that complemented our coursework.

As a group we learned that sustainability is not a one-size fits all concept and that it varies across all cultures due to the diverse values and norms across cultures. This allowed us to further comprehend the importance of cultural sensitivity in sustainable business practices. We all found that the coursework laid out a foundation and the significance of corporate social responsibility. The cross-cultural experience really allowed these concepts to come to life which revealed the dynamic nature when applied in different contexts. They all understand that successful sustainability innovations require a deep understanding of local cultures, emphasizing the importance of cultural intelligence in a globalized business landscape.

As a group we recognized that task allocation, collaborative meetings, and using shared platforms was the best way to use our time effectively as a group throughout our time as a team. The division of tasks really allowed us to base individual strengths and expertise to leverage each team members skills effectively. We were able to conduct weekly virtual meetings and use open communication to ensure that everyone was on

the same page. These meetings also allowed us to brainstorm different ideas and problem solve when issues came up. As a group we recognized some aspects that did not work for our group. We recognized that we had some communication challenges. Although we had some instances where there was miscommunication due to different time zones and scheduling, we were able to come together and get our work completed.

Individual Reflections

Laura: Being a part of this team exposed me to some communication challenges, primarily stemming from the diverse time zones within our group. Overcoming the complexity of coordinating across multiple time zones was very difficult to overcome, yet we successfully navigated through this issue by establishing a clear line of communication through our online group chat. This platform became our main form of communication where we were able to address assignment concerns promptly and collaboratively resolving any issues that arose. Personally, delving into the exploration of business innovations for sustainability, particularly in diverse contexts, proved to be an enlightening experience. Recognizing the importance of fostering a collaborative environment, I realized that effective communication is crucial in navigating the intricacies of sustainability across different cultures. This overall encounter

served as a profound reinforcement of the significance of adaptability and cultural intelligence—qualities that I foresee as invaluable in future endeavors. Despite the challenges, this experience solidified my belief in the transformative power of collaboration, underscoring that diverse teams can yield innovative solutions with effective communication strategies and a shared commitment to success.

Risky: AIM2Flourish makes a significant contribution to higher education by introducing me to the concept of business as an agent of positive change in the world. Through a strengths-based interview approach (Appreciative Inquiry) and the use of SDGs as a lens for studying positive business innovation, this initiative provided a valuable learning experience for me. However, there are several critical considerations regarding AIM2Flourish. First, this initiative is currently intended as a professor-facilitated assignment as part of a higher education curriculum. This may limit access for me who wants to participate independently without direct involvement from the professor. In addition, there is a need to ensure that the story written meets the basic requirements, such as the selected company has maintained profitability for at least two years with the innovation carried out. In the context of higher education, AIM2Flourish can be an integral part of efforts to accelerate SDGs-related education at universities. However, to ensure the sustainability and effectiveness of this initiative, there needs to be strong collaboration between universities, industry, and government.

This is in line with LLDikti Region III's commitment to improving the quality of higher education in its environment so that it can inspire Indonesia. Thus, while AIM2Flourish has made a positive impact in higher education by teaching me about sustainable business, there is still room to improve accessibility, sustainability, and cross-sector collaboration to strengthen the contribution of this initiative in achieving sustainable development goals.

Xabier: This experience has been very enriching for us, not just because of the cross-cultural fact, but also for the business knowledge gaining side. We, as a group have done a great job at communicating with each other, dividing tasks and scheduling for meetings. Previous learnings of each culture's behavior and working dynamics have been an advantage for us. Moreover, the first meetings were crucial, in them we stated what international apps we were going to use to communicate between us and share our work (Google Docs, Google Meetings, WhatsApp...) Furthermore, the commitment of every member of the team has been very helpful so that we could start straight away with the work. One of the hardest challenges was to deal with the different time zones. Canada, Spain, and Indonesia have a great time zone difference and sometimes this caused a problem to meet. Once, there was a time zone change in Spain and we had a misunderstanding, we expected to meet one hour before. The cross-cultural experience has taught us to work with people we don't know personally, moreover it has developed our communication

skills and improved our confidence. This project has also provided us a wider view of how companies work, not only in terms of accountability but also in terms of the social part of the business. Sustainability happens to be a very important factor in this social part of “The Body Shop” and we have learnt a lot from it. Innovation has also been a major factor in this project, it is the creative part of the company, and “The Body Shop” is a clear example of an innovative business. In general, this project has been a great experience that with no doubt will be very helpful soon when we face international challenges.

Matthew: As a team member, the AIM2Flourish exploration was a big learning curve. Navigating virtual collaboration presented challenges with cross-cultural dynamics and time zones. Honest communication was key. There were times where we had to be very vocal on when to meet if it were 1am for someone and not the other person, but at the end whatever worked it was what we had to do. I was in charge of figuring out the impact, social and environmental benefits which really showed me a lot in regard to innovation toward the body shop. Acknowledging diverse perspectives fostered creativity, but it required patience to bridge cultural gaps. Successfully managing multiple time zones demanded flexibility and understanding. There were hurdles, yet the experience was rewarding as it pushed us to refine our communication strategies and develop a cohesive virtual team. Overall, it went well, personal growth and a strengthened

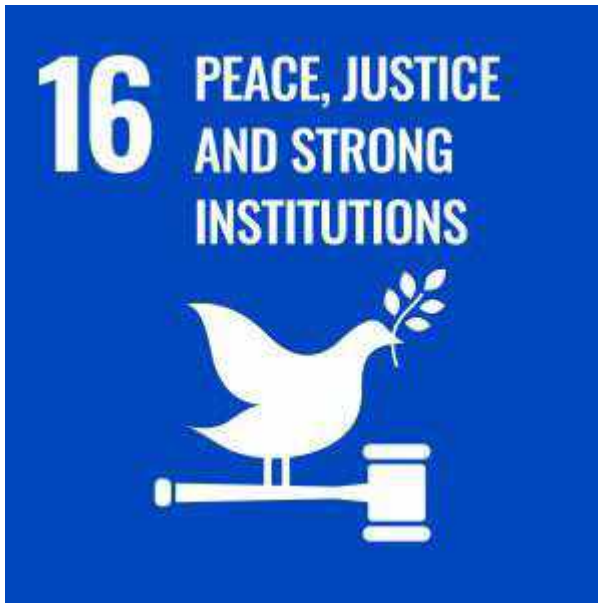
appreciation for the global aspects of teamwork in a virtual environment. Our understanding of how businesses operate has also expanded because of this initiative, both in terms of responsibility and the social aspect of the enterprise. We have gained a great deal of knowledge from this social section of “The Body Shop,” where sustainability is a crucial component. This initiative has also benefited greatly from innovation, which is the creative aspect of the organization. “The Body Shop” is a prime example of an inventive firm. Overall, this project has been a terrific learning opportunity that will undoubtedly be very beneficial when we encounter global difficulties soon.

Kiki: From joining this collaboration, we finally know that this project aims to accelerate the shift to a business mindset for good by recognizing the positive impact of today’s business leaders and changing the way future leaders are educated. We study business as an agent of global benefit through interviews with business leaders around the world, using the UN Sustainable Development Goals as a lens to study positive business innovation. Through this collaboration, our group-built trust in each other so that we completed all the work on time. We are aware of the strengths that each member of our group has, so that when carrying out a task, they can complete it with extraordinary creativity. and we also build strong relationships so that we can support collaboration and cooperation within the group to contribute to the strong growth of our group. What we failed to achieve at first was

communication. because the time zone differences in each country make it difficult for us to communicate with each other. I believe the key to success in a group is good cooperation from each member. I am very grateful to every member of my group because we were all able to complete the tasks and responsibilities given to us well without burdening each other. I hope to work with them again in the future. and for this collaboration I hope it can continue from year to year because this is what future leaders need in building their businesses.

PART IV

PEACE AND THE UN SDGS



UN SDG
16

Goal 16

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

<https://sdgs.un.org/goals/goal16>

50.

SDG 16 PEACE, JUSTICE, AND STRONG INSTITUTIONS - COIL INSTRUCTORS

Romina Hosseingholizadeh; Ruben Burga;
Isabel Rodriguez-Tejedo; Yang Hoong;
Ferdinand Niyimbanira; Amelia Naim
Indrajaya; Mary Ragui; and Anjali Chaudhry

This COIL activity promotes SDG 16. All of the reflections shown below are the instructor reflections on the COIL activity.

Individual Reflections

Romina Hosseingholizadeh – Coach, University of Guelph, Canada.

Over the course of six remarkable weeks, I had the privilege of co-coaching an activity centered around the United Nations Sustainable Development Goals (SDGs). During this transformative experience, more than 400 students from six

different countries came together to explore the intersection of SDGs and companies with innovative solutions. The most impactful aspect of this activity was witnessing the power of collaboration among students from diverse backgrounds, which directly aligns with the spirit of SDG 16.

By bringing together young minds from different countries and cultures, a vibrant and dynamic environment where ideas freely flowed was created. The collective efforts and diversity of the participating students enriched the discussions and fostered a deeper understanding of the SDGs and their practical applications in the business world, including the importance of building inclusive institutions and promoting access to justice.

The cross-cultural interactions among the students were a constant source of inspiration throughout the activity. Each student brought a unique set of experiences and perspectives shaped by their cultural heritage, educational backgrounds, and personal journeys. This diversity allowed for a rich exchange of ideas and challenged everyone involved to think beyond their own cultural frameworks, promoting inclusivity and understanding. Witnessing the synergy that emerged from this global collaboration was truly remarkable and reinforced the principles of SDG 16. It highlighted the importance of inclusive decision-making processes, the need for accountable institutions, and the value of peaceful and inclusive societies for sustainable development.

Reflecting on this experience, I am filled with gratitude and

inspiration. It reaffirmed my belief in the potential of young people to shape a better future and emphasized the importance of fostering global connections and collaboration to achieve SDG 16's objectives. Moving forward, it is imperative to empower and support youth in their pursuit of sustainable solutions, as they hold the key to creating inclusive and prosperous societies that prioritize justice and accountability.

Ruben Burga – Coach, University of Guelph, Canada.

As one of the coaches for this COIL F23 experience, I was privileged to read every weekly reflection from each team during the COIL activity. I was impressed by the passion that many teams exhibited towards their AIM2Flourish clients and how thoughtful they were about the intersection of sustainability (using the UN SDGs to anchor their thinking) and the business innovations. All of this work was done within the challenges of working in a virtual global environment where students had to adjust their schedules to meet at times that would work for most members of their team.

As a faculty and instructor in a Department of Management, I was pleased that the students used their knowledge of management and previous academic knowledge to enhance their own learnings. This COIL activity complements SDG 16 through the promotion of peace – enhancing mutual understanding and communication; and strong institutions – by reinforcing our collaboration among higher education institutions in Canada, the USA, Spain, Indonesia, South Africa, and Kenya.

Isabel Rodriguez-Tejedo – Instructor, Universidad de Navarra, Spain.

As I sit down to write this reflection, I am awed by what our students have accomplished in such a short period of time. I can only imagine being 19-20 and hearing that you'll be working hand by hand with students from other five universities from around the world to discover experiences of businesses for global good. I suspect it was a mixture of surprise and a little bit of fear. Graded teamwork can be challenging, add people from three continents to the mix and it's probably quite a tall order!

This Collaborative Online International Learning (COIL) activity facilitated an experience of experiential learning revolved around a unique combination of student exploration and collaborative learning. It aimed to foster a holistic understanding of the purpose of businesses and to encourage students to reflect upon their potential to drive positive change on a global scale.

The AIM2Flourish competition offers students an extraordinary opportunity to engage with businesspeople and explore how businesses can contribute to the UN SDGs. This experiential approach allows students to see how theoretical concepts are translated into real-world businesses and encourages students to envision themselves as future leaders committed to making a positive impact.

Doing it with international teammates multiplies its benefits, supplying them with career-relevant skills. It provides

them with a global perspective and fosters cross-cultural awareness, an essential skill in our globalized world. Students also engage in collaborative learning in a digital environment, an experience that mirrors the teamwork required in today's global business environment.

Looking back, I believe the COIL framework, paired with the AIM2Flourish assignment, holds great potential to be a transformative exercise for business students. It holds significant challenges, such as coordinating across time-zones and getting comfortable with different working ethics, but also creates great opportunities. Beyond the global perspective and interdisciplinary skills it helps develop, it can prepare our students to be future leaders who understand the power of business to drive positive change and contribute meaningfully to a sustainable and inclusive global economy.

Yang Hoong – Instructor, University of Guelph, Canada.

As an instructor reflecting on the COIL experience, I am filled with immense pride and satisfaction witnessing the remarkable growth of our students. They not only survived but thrived in an environment far removed from their comfort zones. Undertaking tasks like appreciative interviews and engaging with diverse participants showcased their adaptability and ingenuity. The resilience and methodological approach they displayed in overcoming challenges across cultures (e.g., timezones, communication barriers) were nothing short of inspirational. Their ability to respectfully

navigate these complexities speaks volumes about their potential.

This book, therefore, is more than a collection of student works; it's a beacon of inspiration. It's a call to fellow educators to be bold, to step outside the traditional classroom boundaries. Our students possess extraordinary talent and capability, and they flourish when given the opportunity to apply their learning in real-world contexts. It is my sincere hope that this book encourages future instructors to explore innovative, experiential learning methodologies, unlocking the vast potential within each student. This is not just about teaching; it's about empowering the next generation of global citizens and leaders.

Ferdinand Niyimbanira - Instructor, University of Mpumalanga

The time I am writing this short piece on SDG 16: peace, Justice and strong institutions there are turbulences all over the world. With coups in West Africa, the continued conflict in the DRC resulting in millions of people being displaced and hundreds if not thousands being killed in what some analysts call a silence genocide, the recent conflict in Ethiopia between its government and Tigrey forces, the war in the North of Mozambique, election fraud in countries like Zimbabwe; and some dictatorships in different African countries; one may think that we are nowhere near establishing strong democratic institutions or bring about peace in the continent but there is hope. A hope that requires only one thing; i.e strengthening

the role of African Union towards maintaining peace and enforcing the high regard of law and democracy.

Beyond the African continent, there is unending war between Ukraine and Russia, the ongoing Palestine and Israel war, the border conflict between China and India; and many more. These may tempt one to think that the SDG 16 remains an illusion, given the instability in terms of peace and security, starvation, pandemics and socio-economic challenges coupled with politics around the world. However, we remain hopeful that the leaders of the countries in conflict will come to their senses and remember that there is a global agenda to achieve peace and will reach a permanent cease fire and seat around a table to bring peaceful solutions to all the conflicts.

There is a hope that peace and justice will be achieved, though we remain with only six years to target year of 2030. A lot can be done in six years, it is just a matter of political will. Those in power should have the zeal and ambition to achieve SDG 16 then it's easy for citizenry to rally behind that goal. This can be done if there is a mechanism to track the successes at local level. In other words, the realization to the implementation of any SDG should be at the local level, local authorities must be given custodianship of bringing grassroots solutions. Thus, there must be a road map, and linkage in term of outcomes from the national to the lower level of planning. The road map should specifically show the role each stakeholder must play, including citizens in their individual capacity and companies or corporate at local level. Here, I

argue that as much as SDGs are the global agenda but for any development vision to be realized, there is a vehement need to include at the center the local government, in terms of their plans and incarnate and amalgamate with the bigger and broader vision.

I cannot finish without indicating how COIL contributes to the sustainable development goals by tasking young people (university students) to find businesses and interview them on how they are implementing SDGs. Surprisingly some of the businesses are not specifically aware of the SDGs. That's where COIL comes in, teaching the businesses about global goals and enabling them to realize that they are addressing those goals, but they don't know it yet. Many businesses contribute to the SDG 16 by working with different civil societies through their corporate social responsibilities. If encouraged many companies will and may redirect funds and corporate social initiatives toward SDG 16. More specifically, a peaceful world is a good environment for Business. The business owners understand very well importance of peace for their operations. Hence, an awareness campaign encouraging Businesses to invest more toward achieving peace globally will always be welcomed. Doing this campaign through COIL would be easy way. Let me end this piece by saying viva COIL, viva!

Amelia Naim Indrajaya – Instructor, IPMI International Business School, Indonesia

It has been a great experience being a part of the faculty team in the COIL program. I have been joining the COIL

program since the beginning. It is very interesting how we experiment with different approaches, and see how students react sometimes differently toward the different approaches. The first COIL was conducted during the Winter semester 2022. We had a structured meeting with a set of questions to be discussed by students coming from three different continents University of Navarra, Spain; University of Guelph, Canada and IPMI International Business School, Indonesia. They had to read a list of case studies from www.aim2flourish.com for a specific SDG goal. At the end everyone contributed to write a critical reflection. The selected critical reflections were published with an international ISBN. The students were thrilled to have the experience of discussing with friends from different continents. How happy they were, could be seen through the word cloud we had in the last final zoom sessions with all the students from three continents participating (insert word cloud from first COIL).

The second COIL was conducted Fall 2022. This time we had another campus participating from Dominican University, Chicago, Illinois, USA. In the third COIL students must develop a story of a flourishing business supporting at least one of the SDGs to be published in www.aim2flourish.com. They also have to create a poster to showcase their interview results with the business owners or key persons. We had both physical exhibitions of the posters and virtual exhibitions. The spatial.ai metaverse serves as a great solution to our virtual exhibitions need. Everyone

around the world can come and visit our exhibition room through spatial.ai. The students also have to write a critical reflections based on their group experiences going through the COIL program.

The third COIL started in Fall 2023. This time we had two more campuses joining, adding to the colorful cultural diversities of the COIL group. Mpumalanga university South Africa and Kenyatta University, Nairobi, Kenya, both were joining the COIL activities. We had more than 400 students from six campuses. This time the group is kept like before, maximum of six with three campuses each represented by two students. The meeting is still scheduled to have two big zoom meetings with everyone in the beginning and at the end of the COIL activity, while in between, each group should meet at least once in a week. The group has three deliverables, the aim2flourish submission, the poster, and the critical reflections. All the weekly meetings were requested to complete the challenge. Interesting comments were collected from the students. Some students preferred the guided discussion as seen in the first COIL, where everyone had to discuss weekly topics. Some other students felt they need to focus to the stories for Aim2flourish submission, the poster and the final critical reflections, and should not spent extra time discussing guided themes for weekly meeting. We are very blessed that Ruben Burga and team supporting the COIL came up with an excellent idea to offer two different versions of COIL in the future. One COIL will be more into the first

COIL style, discussion of guided themes based on the set of case studies from www.aim2flourish.com and a critical reflection book chapter, and the other COIL will be with the interview for a new story in aim2flourish, and the poster and the critical reflection. Indonesia's students are more interested in the discussion and building the relationship between students from different campuses around the world, so they prefer the first alternative, where students can have more open discussions and they can explore many different aspects from the guided discussion themes provided by the COIL faculty team.

In general, all the students were happy with the experience. For the Indonesian students, the culture is emphasizing more importance of the relationship orientation compared to the task orientation, so students are hoping that the future COIL will offer more humanistic guided discussions to develop cross-cultural relationship. With the breakthrough technology innovation such as the Virtual Reality, Augmented Reality and the Metaverse, we might be able to have an explorative journey together using the technology, where the members could physically be in different continent but virtually explore the world together enabled by Virtual Reality for example. IPMI had tried the Virtual Reality session before in the previous class, and it was fun. Students were able to visit different places in the world through virtual reality and had shared discussion with their team members after the experience. The sky is not even the limit for future

breakthrough technology enabled, cross-cultural classroom collaboration. We are very happy to be part of this COIL initiative, and we are looking forward to being part of the future COIL experience.

Mary Ragui – Instructor, Kenyatta University

When I had my first meeting with Prof. Ruben Burga on the Collaboration Online International Learning (COIL) project, I was quite excited and could not wait to see how it would unfold. Compilation of the teams which were to include students from four different continents and six universities increased my anxiety as I looked at time differences between them. Additionally, I was eager to see the outputs inform of posters and publication of case studies on the UN AIM2Flourish platform.

Partnership between students to achieve a common goal (COIL2023 Project) helped to realize United Nations global Sustainable Development Goal number seventeen (SDG 17) even before the project began. Faculty members collaboration, sharing knowledge and resources was also considered as fulfillment of SDG 17.

In 2017, Kenya's education curriculum changed from 8-4-4 Curriculum which had been in existence since 1985 to Competency Based Curriculum (CBC). 8-4-4 was coined from how it was applied – 8 years in primary school, 4 years in secondary school and 4 years in university, It was more teacher-centred with minimum learner engagement making it more theoretical than practical. The new curriculum from 2017,

CBC, see learners take a total of 17 years in the education system – 2 years in pre-primary school, 3 years in lower primary school, 3 years in upper primary school, 3 years on lower secondary school, 3 years in senior secondary school and 3 years college education. The curriculum is more learner-centred and its aim is to have more engaged, empowered and ethical citizens.

Integrating teaching of UN SDGs into business topics has previously involved lecturing without much involvement of students. This is theoretical and it denied students an opportunity to realise how businesses sector contribute to the SDG. Research on businesses innovations and contribution to SDG has also remained undocumented therefore best practices for more business leaders to learn from is not available.

Students in Kenya universities are still products of 8-4-4 system and therefore the COIL project pedagogy was a new concept to them. Engagement with the industry in their level helped them to appreciate SDG and learn more application of the same in businesses. Research using appreciative method of inquiry required lots of soft skills which they have gained from the same. These range from planning, organizing, communication and collaboration, critical thinking, digital literacy, time management, handling global teams with different cultures, creativity and imagination and more importantly self-efficacy.

As a faculty member, COIL project enabled me to connect

with others and gained more from sharing and learning how to handle learners in global set-up. Keeping them engaged using the new pedagogy was a challenge in the beginning as most were not prepared for the same owing to the education curriculum. Others did not own compatible gadgets (laptops or smart-phones) to use at odd hours as they normally use those provided in university libraries for their school work. This was a challenge to them since their team meetings were taking place outside working hours because of time difference. This led to some of the learners dropping from the project and therefore not starting/finishing the project with the team. However, those who engaged were committed and actively participated in the project.

I applaud the faculty members from the six universities for making this happen even in different time zones. This shows dedication towards our role as mentors to the next generations. Facilitation of the project was seamless and within the time limit. The output of colourful posters and case studies with best practices documentation was mind-blowing.

Finally, coaches – Ruben and Romina did an awesome job and if I were looking for great workers, I would not hesitate to hire them – University of Guelph should be proud of the two. I look forward to working on future projects with them and the team.

To conclude, COIL project has increased my appetite on case studies writing using appreciative method of enquiry which will help increase case studies for learners-engagement.

I will also share the knowledge with my colleagues in the university and disseminate the outputs of the project.

Anjali Chaudhry – Instructor, Dominican University, USA

As the need for understanding and incorporating sustainability in our teaching become more and more urgent, we, the educators have been challenged in many ways. Let us consider the definition as a first step. Sustainability, defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” by the United Nations Brundtland Commission (1987) highlights the abstract nature of the concept. Second, businesses as foes of sustainability have been such a common trope that until recently Google used “Don’t Be Evil,” as its official motto. So, highlighting how business can be engines for sustainability is a challenge indeed. Finally, there is the question of how to make students aware that sustainability is fundamentally a global issue and therefore, calls for collaboration across national boundaries. Considering these challenges, it is truly remarkable to me that COIL as an experiential tool is a perfect foil to counter all these issues. In its basic form, COIL introduces the concept of sustainability in a practical rather than pedantic way, helping focus on the solutions rather than problems around sustainability. But it does so much more. As I reflect on the unique value COIL brings to my students’ learning, it is about understanding how businesses engage in innovations related to sustainability across national borders, it about learning effective communication skills whether for

interviewing business leaders using appreciative inquiry approach, or engaging in cross-cultural communication with team-members, and most importantly, learning to work in virtual settings across different time-zones and diverse milieu.

I would also like to offer a reality check about the magnitude of work involved in running a COIL. The core faculty had been meeting for months prior to the launch of the assignment to create and revise the instructional document so it is to the point and yet full of pertinent details, it is thorough and yet, not too dense. Once the 6-week activity was launched, ironically, we the faculty had a parallel experience with the students who were part of this activity. Just as each week, student teams met virtually to work on identifying and then interviewing local businesses regarding their innovative practices towards sustainability, we faculty members had our own weekly meetings ensuring that we have created appropriate scaffolding that would enable students to undertake the weekly activities. Once the submissions were in, despite the incredible support provided by the University of Guelph coaches, considerable work remained as COIL teams dealt with their own unique challenges from non-communicating team members, finding mutually convenient times to meet, identifying businesses to interview, dealing with non-responsive business who initially committed, and many more on those lines.

And, yet this is such a worthwhile experience elevating my students' learning in a way that could not be achieved in any

other way. Personally, too it has been transformative experience getting to be part of this wonderful community-of-practice we created in the COIL with faculty from six higher education institutions, including, Canada, Indonesia, Kenya, Spain, and South Africa. I am truly grateful for the opportunity to be part of this experience and I look forward to continued collaboration with this academic family.

PART V

PARTNERSHIP AND THE UN SDGS



SDG 17

Goal 17

Strengthen the means of implementation and revitalize the
Global Partnership for Sustainable Development

<https://sdgs.un.org/goals/goal17>

51.

SDG 17 PARTNERSHIPS FOR THE GOALS - CROWE LLP

Amelia McLarty; Alexandra Emery; Mateo
Perez; Ivan De Leon; and Anonymous

Business Innovations for Global Good





Innovating Sustainability for Business Excellence CROWE LLP

About the Company

- Leading public accounting, consulting, and technology firm with services that include: audit, tax, advisory, and consulting.
- Network consisting of 200 independent accounting & advisory services in more than 130 countries.

SDGs:

- Sustainable technology products
- Energy efficient lighting & motion sensors
- Promote remote work
- Software solutions offers businesses to operate more efficiently
- Reducing waste and enhancing operations
- Setting the example for sustainable office infrastructure
- Contributing to the vision of sustainable cities and communities
- Robust recycling program
- Encompassing not only paper but materials like aluminum
- Dedication to diversity, equity, and inclusion
- Paves the way for partnerships and collaborations

Innovations

- Commitment to environmental responsibility is intricately woven into the fabric of their operations
- Dedication to sustainability echoes through every aspect of their endeavours, aligning seamlessly with the SDGs.







Impact for Crowe LLP

- Reduced operational costs.
- Attracted a customer base that values ethical and environmental practices, which generated revenue
- Positive work culture, boosting employee satisfaction from flexible work environment and inclusivity
- Enhanced operational efficiency

Society Impact

- Fosters a culture of diversity, equity, and inclusion
- Commitment to sustainability, includes remote work options, contributes to employee well-being.
- Waste diversion programs and commitment to environmental responsibility, contributes to creating healthier and more sustainable communities

Environmental Impact

- Embracing remote work and utilizing technology to connect with clients reduces the need for extensive commuting and travel, contributes to reduction in carbon footprint.
- Crowe's robust recycling program and waste diversion initiatives actively contributes to resource conservation.



Group 18

Amelia McLarty, Alexandra Emery, Mateo Perez, Ivan De Leon,
Josephine Akello, & Michael Wamalwa
Our Instructors: Ruban Burgu, Romina Gholizadeh, Yang Hoong,
Anjali Chandhoy, & Mary Regal



SDG 9 – Crowe LLP

Group Reflection

Our group had trouble communicating at first since we were using email, which was thought to be ineffective. We switched to platforms like WhatsApp and Snapchat to accommodate different communication preferences because we understood how important it is to have good communication controls in corporate settings (12.3 Understanding Communication, 2015). But this change brought attention to the necessity of a more simplified strategy. The tasks that were completed at the last minute showed the effects of the time deadlines. While there were also problems caused by factors like time zone differences, busy schedules, and communication obstacles, which highlighted the significance of non-financial controls (15.6 Nonfinancial Controls, 2015). Which also helped showcase leadership as the team's ability to adapt to scheduling conflicts, time zone variances, and communication failures was amazing. Amelia effectively exhibited traits of a work oriented leadership style as she took control over assignment submission, and double checked with us to make sure the assignments submitted also were up to our standards. The acceptance and adaptation of differences in languages, communication styles, and time zones are indications of authentic leadership characteristics (10.6 Contemporary Approaches to Leadership, 2015). These principles place a strong emphasis on two crucial concepts taught in leadership

courses: an appreciation of individual diversity and a commitment to inclusive communication.

We can relate the concepts of control and coordination to our shared experiences as a team and to our work on the AIM2Flourish project. Our organization deliberately selected which duties to allocate during the AIM2Flourish project based on individual skills and knowledge. This fits the notion of control, which is the capacity to plan and organize work effectively, as it is applied to Newell Rubbermaid (15.2 Case in Point: Newell Rubbermaid Leverages Cost Controls to Grow, 2015). In keeping with Newell's emphasis on controls for financial and operational difficulties, our team adopted an orderly approach by assigning roles such as completing the AIM2Flourish story, handling the poster creation, and submitting data to the AIM2Flourish website. We really demonstrated our inclusive collaboration skills during the course of this project by accommodating each other and allowing every individual the chance to contribute.

From the start we just each chose the tasks we would complete and that made the most logical sense. When it came to who was in charge of submitting everything, Amelia volunteered from the start. Amelia made sure that each week everything was submitted on time which included a screenshot of each meeting as well as a 5 minute recording and the corresponding assignment for the week. We originally choose Josphine's company except she didn't know if she would be able to get an interview so as a backup we choose Mateo's

company. This meant that they filled out Appendix 2: Identifying the Potential AIM2Flourish Interviewee due to them knowing the information about the company so it made sense. For the interview Mateo completed that part as it was his company and Ivan joined him just to have someone else in our group there. For Appendix 3: AIM2Flourish Story and Appendix 4: Poster about your AIM2Flourish Company we decided to split the tasks up. It's more efficient if we are all on the same page of who is doing what. Mateo and Ivan completed the AIM2Flourish story as they knew and understood the most about the company and what innovation would be ideal to write about. Amelia transferred all the information from the shared group doc to the AIM2Flourish website in order to complete the submission. For the poster Amelia and Ivan completed that. Amelia started the poster and made it look presentable and Ivan added any information that needed to be added. Alexandra read everything over and made sure we included everything that needed to be included for the poster. Josephine also looked over the poster. We all did our part to participate in any way we could in order to complete each task.

It was kind of a balance with things that worked and things that did not work. Although our group communication was better at the end of this experiential activity, it was not at the start. We started communication by email which was not efficient. Responses would take a long time when trying to figure out when to meet or people just would not answer at

all. When we figured out email was not working we created a Snapchat group chat with the students who were from DoM and UoG. Communicating with Josephine from KU was different as it was on Whatsapp and sometimes through emailing. For Michael communication was through email. We all did our best to have different platforms to communicate on. We can all agree though that if we were to do an experiential activity like this again it would be easier to communicate all on the same platform so everyone would be able to know what was going on and it would be more efficient.

One thing that worked was being understanding of multiple factors, which included the multiple time zones, busy schedules, and verbal communication barriers. We were able to meet once a week for at least 5 mins to discuss what needed to be done that week. Every week we were all on the same page of what needed to be done. However, with the multiple time zones and busy schedules our assignments were done last minute which didn't exactly work. We were still able to get everything completed on time but it was stressful and some group members had to pick up the slack from other group members. From the start we should have divided out the parts. We also should have made a date and time that everything needed to be done, to ensure it was fair and less stressful. With having an understanding of verbal communication barriers, as a group we all had open communication. Everyone's thoughts were heard and welcomed with no judgment. Communicating in English was easier for some group members than others and

we all understood that. As a group we did our best to figure out what they were saying by asking questions and giving them time to comprehend their thoughts and translate if needed.

Individual Reflections

Amelia: As a member of Group 18 this experiential activity was definitely a learning experience. At the start communication was a little rough as it was just done through email, but once we figured out better ways to communicate which included having different platforms to communicate, it went smoother. Handling and managing cross-cultural dynamics were not a problem for any of us, we all treated each other with respect. We had open communication and always listened to everyone's thoughts. If we didn't understand what someone was trying to explain we did our best to try to figure it out by asking them questions. Dealing with multiple time zones was one of the biggest struggles we had, including with people's schedules outside of school work. The one-hour difference between Guelph and Illinois was not so bad, it was the seven-hour difference between Guelph and Kenya. We did our best to try to schedule the meetings so everyone was able to join, however, the group members from Kenya willingly took the short end of the stick and stayed up late in order to join us. I took the majority of the lead in the group by creating the zoom link each week and sending it out. As well I made sure we had a recording and a screenshot of the meeting, so

that everything was able to be submitted on time. With my full participation the assignments were done one time.

Alexandra: Taking a part in this project with international group members posed challenges but luckily, we were able to overcome most of them. With all of us being busy University students, we found that being able to all meet at the same time was nearly impossible, in fact there was only one time we managed to do so. The different time zones also had a major impact on our group's meetings and thankfully Josephine was able to join us during very late hours. Despite these challenges, we had constant communication through Snapchat to discuss requirements and deadlines, most of us met once a week, and we submitted everything on time thanks to Amelia taking on the responsibility of doing so every week. Ivan did a great job keeping Josephine informed; unfortunately, Josephine's classmate Michael never ended up communicating, but that didn't affect Josephine's participation and effort. If I had to do this again, next time I would prioritize meeting as early on in the week as possible as we typically saved the meetings until later in the week, leaving us with a short window of time to complete the assignments. I think that my participating group members did a great job even with the time crunch, so overall my experience with this project was positive.

Ivan: Being able to work on such a project with Group 18, which consisted of other students around the world, was an incredible experience. Although communication was a bit difficult in the beginning due to the different time zones and

cultures, we made it work. I was able to facilitate communication between the US students and the Canadian students by suggesting a SnapChat group chat, while making sure Josephine was up to date as well through Whatsapp. We did our best to make sure to accommodate each other's schedules, which was difficult due to the time zone differences and the different responsibilities people had. But I feel like our team pulled through and made sure to get what was needed to be done. Amelia did a great job organizing the entire project together; she always created the zoom links, did the poster, and always knew what was going on. I feel like I did a great job communicating. I think I took the lead in the meetings to make sure we knew what we had to do, and I think I did a good job communicating outside of the meetings, making sure everyone knew their task. Mateo did a great job setting up and doing the interview, then was very helpful with the creation of the story. Although one of our members never showed up, I feel like we did an amazing job at filling in that hole and getting what we needed to get done. Everyone treated one another with respect and listened to any ideas an individual had. I loved learning about the different cultures. While managing different time zones required some flexibility, the project's success was guaranteed by our dedication and respectful manner. All things considered, it was an excellent learning opportunity that brought to light the significance of flexibility and open communication in remote teams.

Mateo: Being a part of Group 18 for this experiential

activity was a valuable learning journey. Communication was a bit challenging at the start. However, as we explored and adopted different platforms, our communication became much more efficient. We successfully navigated cross-cultural dynamics, treating each other with respect and maintaining open communication. Everyone's input was valued, and when there were misunderstandings, we actively sought clarification by asking questions and fostering understanding. One major challenge was time zones. Major respect for the students from Kenya who stayed up late to join meetings. I took on the role of finding the company to interview and was able to set the interview up.

An Instructor's Final Reflection on COIL-Business Innovation for sustainability 2023

COIL project came on the right time for me. This was my first involvement, and it was a start for many more to come. I consider it as recent way of E-learning used as one of the methods to teach which should be introduced to many countries. Regardless how hard it might be in terms of coordination, we should adapt and adopt it because the world is moving to technology application in all sectors, including education. Adaptability is one of the seven values of the University of Mpumalanga, my institution, which is about “acknowledging our everchanging knowledge contexts, institutional environments, and social situations and therefore the need to promote and foster adaptability”. My personal reflection on the entire project is about four points: firstly, COIL as pedagogical way of constructivism and connectivism theories of learning, secondary COIL's contribution to SDGs, thirdly its effectiveness and lastly its role to my global professional networking.

Fist point: during implementation, I released that COIL Project applied connectivism learning theory. The theory's underlying principles were all implemented. Under COIL connectivism theory was applied as follow:

1. Learning and knowledge were built on different and diverse opinions as the groups were formed by students from different universities, countries and continents. More importantly they were from different level of studies and doing different qualifications though related.
2. Maintaining connections was needed to make sure that facilitation of a continual learning take place: students formed WhatsApp groups, had weekly zoom meetings and had to report with evidence that they have been meeting.
3. The purpose of learning activities was accurate and up-to-date knowledge: the fact that the participants had to interview local businesses and find out how the SDGs are being implemented by the businesses is something confirming current information.
4. Decision-making was itself a learning process: participants had to decide on which company they will work with out of many from different countries. That was not an easy decision to make but eventually all groups reached a consensus.

The fact that learning is changing continuously, and knowledge is no longer about specific person, place or time COIL is the way in this era of technology.

Another learning theory which was implemented is constructivism where the students were in the center of all activities. Students were communicating with each other, they were sharing their understanding, feelings, knowledge and experience to come up with the new knowledge based on the tasks given. We, the lecturers/faculties were just the facilitators.

The students were encouraged to interact and exchange their views and experiences to construct a meaning which by the end was shared through the posters and their group and individual reflections.

Second point: COIL contributes to SDGs by tasking university students to find businesses and interview them to learn on which SDGs they are focusing on. This was achieved through informed discussions among all groups. Students were all able to share their countries' historical experiences in terms of economy, social challenges and current conditions. In addition, how COIL grouped its participants that's itself promotes SDG 17 which is partnership.

Third point: it is about the effectiveness of COIL project. It helped me to teach students about SDGs without using a textbook. Also, our students learnt how Businesses are contributing toward achieving sustainable development goals. With interactions I had with some of the participants they shared their own observations through entire projects. They indicated that some businesses are not specifically aware of SDGs and that where the project comes in, bring awareness to the businesses about the global goals and enabling them to realize that they are addressing those goals they just don't know it as yet. In addition, our students got opportunity to learn how businesses are done from different countries, they were amazed by engaging with other students from different universities and surprisingly some even learnt about different time zones. Furthermore, COIL published our students'

stories on the Aim2Flourish website to further educate other people about how innovative businesses are around the world and about SDGs. Students also received an international certificate of participation.

Last point: COIL project brought to me a large global Professional network which is made by colleagues from the following countries: Canada, Kenya, Indonesia, Spain and USA. I believe this network will grow even further to more than it is currently. This network will help me in the future collaboration beyond COIL, through research, engagement projects and as visiting Professor during sabbatical leaves.

I cannot finish writing of this reflection without providing my acknowledgement. First of all, I would like to thank Professor Ruben Burga for introducing me to this amazing learning platform. His coordination of this entire project from planning to implementation is very commendable. You could see his passion, motivation and unending guidance he provided to all of us, aren't easy to describe. In addition, I would like to thank Romina for her administrative skill and patience during the implementation of the project. How she communicated with students and colleagues. Furthermore, all colleagues who participated in the project, your inputs through meetings, guiding your students and motivating them to make sure that they meet what was expected from them is admirable. You really did amazing and excellent work. Well done. Like our Colleague Mary Ragui said at the beginning

that “we can do it, we will do it, we must do it; therefore, we have no choice”.

Ferdinand Niyimbanira – Instructor, University of Mpumalanga