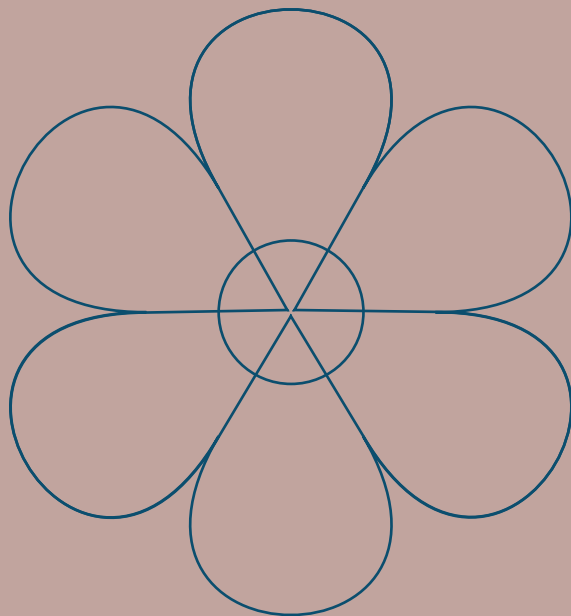
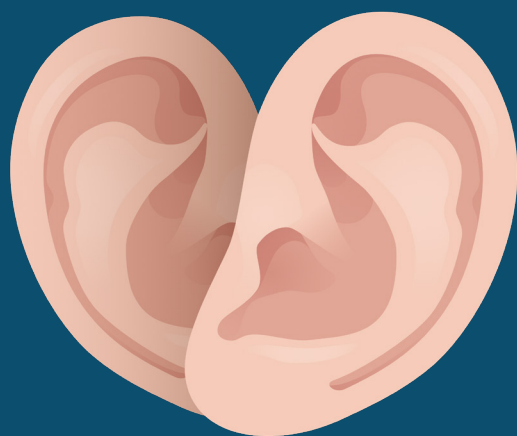


Optimism is Blooming in a World Gone Mad

Reporting on Global Challenges
& Sustainable Solutions



INDEX: Design to Improve Life® & JA



Vi lyssnar på dig
Nous vous écoutons
Nósouvimos você
Te escuchamos

كل عم ت سن ن ح ن

Vi lytter til dig
Ti ascoltiamo

Hallgatunk

我們聆聽你

We listen to you
Tukusema

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Wij Luisteren naar u
हमआपको सुनते हैं

Vi lytter til deg

Wir hören Ihnen zu
SİZİN İÇİN LÜTFEN

About

Introduction

Now is the best time to be alive - ever!

And you have every reason to be optimistic, because it keeps getting better – a lot better.

From 1990 to 2013 the number of people living in extreme poverty were cut by a third¹, while maternal mortality ratio has fallen by 37 % since 2000¹ and 71% of the global population have, by 2015, access to safe drinking water¹.

Our kids get better chances of a prosperous life as early childhood and primary education is raising steadily, leaving fewer in illiteracy². And the kids live in better homes because the proportion of global urban population living in slums is declining. Likewise, many kids can now do their homework at night, as 87% of the global population has gained access to electricity¹. Also, the learning facilities of the internet is rapidly improving and a staggering 84% of the global population by now has access to 3G internet¹.

The above calls for celebrations. And there is many more good news:

Globally, labor productivity has increased, and the unemployment rate has decreased – amounting to a healthier economy and a much more stable life for many¹.

Contrasting to popular believe, crime is declining and even gun-murders in the US is steadily falling³.

Adding thereto the scenarios for moving forward are fast improving as protection of forest and terrestrial ecosystems is on the rise, and forest loss has slowed. A total of 108 countries now have national policies and initiatives relevant to sustainable consumption and production and 93 % of the world's 250 largest companies report on sustainability, as does 75% of top 100 companies in 49 countries¹. Furthermore, Developed Country Parties continue to make progress towards the goal of the Paris Agreement and have jointly mobilizing a staggering \$100 billion annually by 2020 to address the needs of developing countries in the context of meaningful mitigation actions⁴.

So YES! It is getting better. A lot better!

But, and there is a but. Challenges are still looming in a world that more people describe as mad.

Around us irreplaceable treasures are being lost. Researchers from the Universities of Bremen and University of Innsbruck claim it's now impossible to halt the ongoing melting of polar ice caps that is poised to happen this century. As the caps is enormously important to the global eco-system that comes with grave implications in the form of raising sea levels.

At the same time 1/5 of the 350.000 different – oxygen producing and co2 consuming - species of plants are threatened by extinction due to climate change, urbanization and invasive species.

Furthermore, it seems that the essential trust between people is harmed in these years and far too many still struggles to survive wars, conflicts and abuse. Not only trust between people is lost. After WWII the international society strived to understand the learnings from the war and establish organizations and ways of living, collaborating and trading that could prevent wars and conflicts in the future. It seems that now, these same are now under fire.

This report

At times it seems that the entire world has embarked on a collective high-speed chase for better and more sustainable solutions to the increasing complex and interconnected challenges surrounding us. And as started above it works, but solutions are needed.

To many of us this chase is like fumbling in the dark, for solutions we do not know to challenges we do not grasp. This publication is an attempt to lighten the darkness by listen to people from diverse backgrounds, many different sectors and from all over the world.

The Danish non-profit organization INDEX: Design to Improve Life was built on listening to people, and since its founding in 2001 listening has been a priority to the organization. In 2016 the INDEX: team listened to 144 people globally to clarify the most imminent challenges and the very best solutions. This was documented in the report 'Visual Field Notes – Global Challenges & Solution'.

In 2018 the process was repeated through a collaboration backed by a gracious grant from The Danish Industry Foundation and conducted in collaboration between INDEX: Design to Improve Life® and the Danish design studio JA.

What you read here is the sequel to ‘Visual Field Notes – Global Challenges & Solution’, it is called:

Optimism is Blooming in a World Gone Mad. Reporting on Global Challenges and Sustainable Solutions.

The process

From August through November 2018 JA collected information from 138 persons from 27 countries on all continents and from all professional sectors. This was conducted through conversations, interviews and listening, through surveys, social media, knowledge hubs, internet resources, books and studies.

Specific calls very made to activate the knowledge of the core of INDEX:’s global network, such as the organizations team, former employees, jury, board and past finalists and winners of INDEX: Award – the world’s biggest design award.

We posed to main question: *‘What do you see as the biggest challenge facing people locally, regionally or globally right now?’* and *‘What is the best or most impressive sustainable solution you have heard of recently?’*. Secondary questions were designed for us to understand more about the source’s confidence in the future as well as their takes on the UN Sustainable Development Goals and their perspective of the future market for sustainable solutions.

The large quantity of information was then treated as data in a taxonomy allowing for scrutiny and cross reference.

The data

In a post-factual-data-science world it is important to highlight, that the data compiled is in no way scientific. For that the data is too sparse, the sources too random and the control groups non-existent.

Adding hereto the data is complex, open to interpretations and interconnected in ways that poses challenges when placed in comparable boxes.

Finally, our source’s points to challenges and solutions that are hard to compare. Some of the challenges are large scale strategic challenges with geo political implications while others are personal challenges with implications for only few persons. Likewise, the solutions identified varies from overall answers to specific and detailed solutions.

However, science is not the aim of this report. The aim is to aggregate many different people’s voices and through them understand the common challenges we are facing and understand how to best solve them.

We hope it makes sense and that you will listen.

What we found

We listened to 138 sources of whom 50% are males and are 50% females.

Our sources come from 27 different countries on 6 continents, namely Belgium, Botswana, Chile, France, Ghana, Kenya, Mexico, Netherlands, Pakistan, Palestine, Singapore, Sweden, Switzerland, Ukraine, United Arab Emirates, Brazil, Chile, China, Hungary, Norway, Taiwan, Turkey, UK, India, Australia, Hong Kong, USA and Denmark. Country-wise there is an overweight of Danes and Americans and continent-wise there is an overweight of Asia and Europe.

The 138 sources work in these 15 sectors: Arts, Architecture & Design, Consumer Goods, Education & Research, Energy, Food, Farming & Agriculture, Health And Care - Somatic & Mental, Investment, Finance, Bank & Economics, Media & Communication, Nature, Biodiversity, Climate & Soil, Nonprofit, NGO, PPP, Policy, Government, Law & Human Rights Service, Tourism & Travel, Tech & Digitalization, Transportation, Water, Supply & Energy.

Arts, Architecture & Design, Media & Communication and Education & Research are well represented while Transportation and Water, Supply & Energy is somewhat under-represented.

Challenges

Our sources identified a staggering 214 individual challenges.

They are worded in very different ways and seen from very different perspectives. Some of these challenges overlaps fully, some only partly and others not at all.

We sorted the 214 challenges into 34 groups of challenges. And we found this:

‘Emotions Disruption’ is the group of challenges our sources points to as the biggest challenge in the world right now. ‘Emotions Disruption’ gathers the many diverse challenges concerned with a general disruption of feelings resulting in a perceived growth of negative feelings such as hate, fear, apathy, lack of trust and egoism. This is the first time, that emotions in any form take a dominant role in our source’s perception of the present world. In the 2016 publication ‘Visual Field Notes – Global Challenges and Solution’, ‘*Farming & Agriculture*’ followed by ‘*Invest-*

ment’ and then ‘*Education*’ was identified as the largest challenges while emotions for the very first time received mentioning as an emerging global challenge.

This means that in only two years emotions have grown into a dominant role and that hate, fear, distrust and apathy is something the global community must address.

The second biggest challenge identified by our sources is ‘*Climate Change*’. This reflects that in the two years from 2016 to 2018 the challenge and consequences of the changing climate have become very apparent and serious not only to decision makers but to populations at large. In Denmark climate issues have risen to be among the top three political issues in the upcoming election-season.

We have named the third biggest challenge ‘*Political Erosion*’. It comprises a perceived erosion of democracies, and lack of trust in political systems and in individual politicians - of which American president Trump and Bolsonaro, the Brazilian president elect, are repeatedly mentioned.

In the 34 groups of challenges our sources pointed to, only 3 of the 17 SDG’s not mentioned, i.e. SDG 06 Clean Water & Sanitation, SDG 11 Sustainable Cities & Communities and SDG 17 Partnerships for the Goals.

But the 34 groups of challenges comprise much more than what is included in the SDG framework. Consequently 17 of the 34 groups of challenges are about challenges, which are not mentioned in the SDG’s. (*Meaning that the challenge is not mentioned in the name or the targets of the SDGs.)

A challenge not mentioned in the SDGs could be irrelevant to a large part of the world population, but it could also be a challenge which is new, and therefore not a part of the SDG framework which were launched in 2015 after several years of preparations.

The 17 groups of challenges identified by our sources and not mentioned in the SDGs are:

Computers vs. Humans – Demographic Livability, Diversity - Stereotypes created through fashion, Emotions Disruption, Ethical Dilemmas, Interlinked Systemic Issues, Investment Conventionalities, Mad World, Media & Communication Issues, Parental Concerns, Political Erosion, Post Factual World, Refugee Crises, Risk, Scientific Struggles, Segregation & Lack of Social Cohesion and Tourism Overload.

Of the 17 groups of challenges not mentioned in the SDGs 10 were identified by INDEX: already in the 2016 report while 6 are entirely new to this report. They are:

Demographic Livability. Many sources point to the challenges of population growth and the political and ethical challenges connected to initiatives limiting the growth. A specific concern is the challenge of feeding the many people. Also aging and relations spanning age-groups is of concern.

Ethical Dilemmas. Many, especially Europeans, see a growing ethical challenge for leaderships around the world, or as worded by INDEX: Board member Teddy Zebitz *'Leadership is about results and ethics. We are missing ethics and moral compasses to benefit humankind. All other issues are just technical and will be solved.'*

Mad World. For the first time our sources repeatedly use the word 'mad'. Design Anthropologist Anne Kirah says that *'Idiocracy is no longer a bad comedy film, its reality'*. There is an urgent sense that what we knew to be sane and trustworthy isn't any more.

Parental Concerns. The many concerns of parents are obviously eternal underlying reasons to fear the future. Nevertheless, we now see many sources specifically wording their concerns about the professional or sectoral future aligned with the private concern for the future of their kids.

Scientific Struggles. Connected to the challenge *'Post Factual Society'* - but also sole standing - our sources for the first time express deep concerns for a perceived erosion in the respect for and understanding of science and scientific processes.

Tourism Overload. Growing wealth and mobility globally have feed the mass tourism and with that much positive in terms of intercultural understanding. However, places as diverse as Iceland, Barcelona and Thailand are now destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that it limits the quality of life or the tourism experience has weakened unacceptably.

Solutions

To understand the many impressive sustainable solutions being created around us, we asked our sources: *'What is the best or most impressive sustainable solution you have heard of recently?'*

They responded by identifying 94 solutions.

As always, the number of solutions is greatly outnumbered by the numbers of identified challenges (214), which might relate to feelings such as fear, distrust and apathy being the number one challenge identified by our sources. Also, the need to see more challenges than solutions correspond to the identified challenge of *'Post Factual Society'* and *'Media & Communication'* under which sources points to a perceived overweight of negative stories in the news feed.

The solutions identified, varied greatly from overall conceptual thinking to concrete and tangible solutions. They varied from large scale systemic level to detailed palpate level.

To better understand the solutions, we divided the solutions in 17 groups of solutions. They are:

Biodiversity Safeguarding, Climate Answers, Education & Research Initiatives, Energy Innovation, Fashion Change, Food & Farming Novelties, Health & Care Design, Investment Sector Innovation, Legal Justice, Material Innovation, Media & Communication Renewal, Political Leadership, Sharing & Digital Frontiers, Social Innovation, Tech Leaps, Transportation Design and Waste Reduction.

Of the 17 groups of solutions 9 are mentioned in the SDGs while 8 are not mentioned.

The 9 groups of solutions that are mentioned in the SDGs are well known and established solution areas. Of these *'Education & Research'*, *'Health & Care Design'* and *'Energy'* Innovation are good examples, all areas where many good and sustainable solutions have already been created.

Groups of solutions not mentioned in SDG framework are potentially examples of solution areas that are new and possible groundbreaking. Among these the solution group *'Fashion Change'* is welcomed, as it addresses challenges in one of the world's biggest industries, with paramount influence on waste, pollution, and work conditions around the world.

Also, the solutions that falls within the group *Social Innovation* are highly relevant. The term was revitalized in the 1960'es from its origin in the late 1860 and really gained traction in the 2000'es with social innovators such as Nobel Prize laureate Muhammad Yunus, the founder of Grameen Bank.

Wikipedia tells the following about Social Innovation: '*Social innovations are new strategies, concepts, ideas and organizations that aim to meet social needs resulting from working conditions, education, community development, and health. These ideas are created with the goal of extending and strengthening civil society.* We might add that, by now, many social innovations are created to span and benefit not only civil society but also private and public sectors as well as the overall economy. An example of this, mentioned by our sources is the local and intelligent shopping revolution Algramo, empowering neighbors and neighborhoods in south America.

When ranking the groups of solutions our sources find most good sustainable solutions within *Health & Care Design*, closely followed by *Waste Reduction* and *Investment Sector Innovation*. In 2016 the highest ranked solution groups were *Farming & Agricultural Innovation*, *Community, Movements & Shared Spaces* followed by *Education & Research*.

Health & Care Design has for years been leading within innovation that benefits humans, but the fact that Waste Reduction takes second place in the ranking is remarkable.

This is potentially related to the fact that many sustainable waste reducing solutions have moved from the design and development phase - where many other sustainable solutions are placed right now - to full real-life implementation. This happens presently in many different places around the world and under water as well as on land simultaneously.

Another important feature about waste solutions is that they are close to the citizens, who for the solutions to work must participate in sorting, returning or reusing. This differs from for example *Investment Sector Innovation* and *Energy Frailty*, which *Food & Farming Novelities* which actively involves very limited parts of the population.

Finally, *Waste Reduction* shows that things take time. As an example, the Danish Return System was founded in

2000, to ensure responsible use of plastic and glass bottles alike. Now 18 years later the non-profit organization has a yearly turnover of around 300 mill. USD and all Danes are brought up to sort bottles.

The third ranking solution group is *Investment Sector Innovation*, which is noteworthy.

In 2016 *Investment Mechanisms, Collaborations & Instruments*, were identified by INDEX: as a growing global challenge and few sustainable solutions within the area was identified. Now, in 2018, not only more but also more robust solutions are identified by our sources. Examples are the US based Refugee Investment Network (RIN) which is the first impact investing and blended finance collaborative dedicated to creating long-term solutions to global forced migrants, the Akhuwat loan non-profit from Pakistan and the Danish SDG fund.

Ranking close to *Investment Sector Innovation* is *Biodiversity Safeguarding*. The sector identified in the 2016 as an important driver for sustainable solutions seems to really take off with solutions comprisiung Earth BioGenome Project - sampling and decoding the entire plant and animal species; Plant inspired robots which grow and changes used for exploring Mars. This is supported by Switzerland that as the first country in the world in 2008 started working on a 'Bill of Rights of Plants'.

Future Outlook

Even in a world gone mad the outlook can be positive.

By now, 48 % of the sources responding use the SDG's to set targets in their work and by that points to a future with focus on solving the biggest challenges around us. 30% does not use the SDG and 22% are still unsure of what they do.

Oceania and Asia are the continents using SDGs the most to set targets, while South Americans use it the least. In World Economic Forums rating of which countries are achieving the SDG fastest it is often the Nordic countries that takes the lead, while Asia is only represented on the top-twenty list by Singapore and Japan and Oceania only by Australia. Therefore, the responses from our sources could point to more efforts now being implemented in Asia and Oceania.

Males and females are equally engaged in using SDGs. 100% of the sources coming from the Water, Supply & Energy sector replies that they use the SDGs to set targets while Tech & Digitalization and Nonprofit, NGO & PPP respectively responds that 80% and 90% uses the SDGs. Surprisingly, even worrying, only 20% of sources working within Policy, Government, Law & Human Rights respond that they use the SDGs to set target in their work. Either these sources are placed somewhere in the systems where national strategies for meeting the SDG are of no importance or they place little importance in the strategies related to meeting the SDGs, which is obviously worrying.

57% of those responding expects that the market for sustainable solutions will grow in the coming decade and 15% believes that the market for sustainable products, services, systems and processes will be the only existing market. This leaves only 28% who believe that the market will stay as is or even decline. In these responds there is an important information or even warning for companies, which could be translated into: Go sustainable or die.

To sum up we asked the question 'Have your view of the future changed in the past two years?' 59% of those responding reports that their view has become more positive. Of these 63% of males are more positive and 55% of females, meaning that females are somewhat more worried about the future than their male counterparts. In terms of sectors, Policy, Government, Law & Human Rights are by far the most pessimistic with 75% who states that their view of the future has become more pessimistic in the

past two years, while 75% of respondents from *Consumer Goods* and from *Media and Communication* have become more optimistic. 50% of respondents from the US are more positive, while also 50% are more pessimistic, maybe signaling the large divide in the US, which is also mirrored in the elections.

Of the total of respondents that have become more positive (59%) the overwhelming majority points to a perceived increased amount of sustainable solutions, partnerships, discussions and strategies as the reason for their optimism – in what they at the same time might see as a world gone mad. **This means that good solutions have the power to start a positive spiral of inspiration and overrule otherwise negative expectations.**

41% of total respondents' answers that their view of the future has become more pessimistic. Almost all points to different aspects of the Trump presidency as the main cause for their changing views, with American respondents in the clear lead. **This means that, even though little real politics have been made and not many promises from the Trump campaign trail have been honored, the voice of a president is still immensely important to the listeners.**

Arnold Wasserman , Vice Chairman of INDEX: Award Jury says of the future:

'Between now and 2030-40 I see worldwide turmoil; i.e.: hardening of resistance to change by power elites at the top and under-educated masses at the bottom.

During that same period there will be cataclysmic climate events, related diseases, famines and armed conflict over critical resources like water, arable land, healthy topsoil, energy and other extractable resources.

These will create the largest migrations of climate and conflict refugees in history.

As the current power cohorts die off, generations Alpha and Beta, born after 2020, will gradually, amid pain, suffering and conflict, reengineer STEEP regimes worldwide. The 22nd Century will see stability, ecological renewal and restoration of environmental, social and economic equilibrium; i.e WORLD X.o'.

Best and worst sector

We also asked our sources: *'Which sector do you think is the biggest challenge to a sustainable future right now?' And 'which sector do you think is best at creating sustainable solutions?'*

The sector most often identified as posing the biggest challenge to a sustainable future is *Policy, Government, Law & Human Rights*, followed by *Food, Farming & Agriculture*.

Select sources explain their choice of Policy, Government, Law & Human Rights like this:

[The sector] 'is too slow to adapt to the rapid changes [...] new technology, an unexpected humanitarian crisis, or a potential new epidemic.'

'The problem is governments don't have political will.'

[...] 'the biggest challenge is that our governments - and humanity in general - is ignoring the reality of the climate crisis and won't make the changes we needed to already make decades ago.'

'We need politics and policies to change our incentives and behavior. We need to put the right incentives in place so that new technology is developed can deal with human greed and our constant need to want more.'

The sector *Food, Farming & Agriculture* is described like this:

'Ineffectively and inefficiency in terms of input, output, end results.'

[...] 'the production systems and policies and institutions that sustain global food security are increasingly insufficient. We must guarantee global food security and at the same time promote healthy ecosystems and support the sustainable management of land, water and natural resources. To be sustainable, agriculture must meet the needs of present and future generations of its products and services, while guaranteeing profitability, environmental health and social and economic equity. Because it is also important to point out that although agriculture contributes considerably to climate change, it is a victim of its effects. It is expected that temperature rises, changes in precipitation patterns and extreme weather events will significantly worsen in the future. And I think there is a

significant percentage of the world's population that will suffer from these problems if we do not do something.'

A sector, which seems to be on the rise in terms of challenging a sustainable future is *Consumer Goods*, which several sources mention, with comments like the below:

We are regularly using unfair means to produce consumer goods, as we have become a consumption-focused society.

In Western countries it is slowly dawning on people that the reigning consumerism that is promoted by our economies and the quest for constant economic growth is responsible for much of the harm, such as climate change, rising inequality etc. in the world. However, most of the world are just catching up. If these end up in the same wave of consumerism, there will be no resources left and little hope to turn things around for the planet.

The sector overuse material and is not responsible for reuse it.

The sectors most often identified as the best at creating sustainable solutions are *Water, Supply & Energy* followed by *Arts, Architecture & Design*. Of these two sectors our sources say:

[Arts, Architecture & Design] 'is not only putting human needs - large and small - in center, but also attending more and more to a future that is not only anthropocentric but recognizes that all living organisms are connected to the survival other beings. One life is partaking in maintaining the other. There is no hierarchy in value of lives. They have the methods to deal with complexity.'

Water, Supply & Energy: Sustainability is such a wide concept and it is difficult to make one answer. However, I believe that energy is the key, and thus the advances within solar and wind energy - and perhaps other energy sources - has already done some and will continue to be the key for a sustainable future.

Gender-wise females identified *Investment, Finance, Bank & Economics* and *Policy, Government, Law & Human Rights* as the most challenging sectors and *Arts, Architecture & Design* as the best sector at creating sustainable solutions, while males identified *Policy, Government, Law & Human Rights* as the worst sector and *Water, Supply & Energy* as the best sector.

Respondents from three continents – Africa, Europe and North America – agree that Policy, Government, Law & Human Rights is the worst sector, while none continents agree on what the best sector is but instead but identifies different sectors, such as: Nonprofit, NGO & PPP, Tech & Digitalization, Water, Supply & Energy, Policy, Government, Law & Human Rights // Other, Education & Research.

Within the sectors Nature, Biodiversity, Climate & Soil, Water, Supply & Energy and Agriculture, Food & Farming identifies themselves as the worst sector, while Education & Research identifies its own sector as well as Policy, Government, Law & Human Rights as the worse sectors. Water, Supply & Energy and Transportation both identifies themselves as being at the same time the worst and the best sectors. Arts, Architecture & Design identifies itself as the best sector.

Summing up it goes without saying that all setors, challenges and solutions are interconnected or in the words of Vice Chairman of INDEX: Jury, Arnold Wasserman: *‘Sustainable prosperity for 9 billion people on the resources of one planet is a massively complex socio-technical systems problem requiring intensive cross-sector design for transformative action-in-the-world’.*

Our sources

Names

Abhishek Verma · Adam von Haffner · Adrian Heok · Alejandra Amenábar · Alex Edmans · Alice Blackwood · Allan Flyvbjerg · Alvin Yip · Amy Elizabeth Lüscher · Anders M. Hvid · Anders Smith · Andreas Valentin · Aniruddha Vijay Babar · Anna Bauer Andersen · Anna Kirah · Antony Dapiran · Aparna Mehta · Arnold Wasserman · Bibi Ho · Birgit Lyngø · Birgitta Ralston Bau · Brian Kateman · Bryant LU · Camilla Bredholt · Cansu Akarsu · Caroline Warburton · Casper Schultz · Celine He · Charlotte Høeg Andersen · Chen Man · Chris Darwin · ChunFeng · Claus Olsen · Dája Kabátová · Devin Cook · Ditte Lander · DK Osseo-Asare · Dorthe Aaboe Kallestrup · Dylan Kwok · Fatuma A. Adan · Flemming Lindeløv · Florian Fuchs · Frederik Johannes Peter Hentze · Freeman Lau · Gadhadar Reddy · Graham Allison · Gunnar Näsman · Gustav Lindberg · Hamayun Butt · Heidi Lyng · Helle Grangard · Hjortur Smarason · Inge Grønvold · Jan H Christiansen T · Jana Rudnik · Jeannie Kaas Ferrara · Jessica Langbaum · John Kluge Jr. · John Koenig · Julia Rodrigues · Julian De Smedt · Julie F. Maindal · Kasper Moth · Poulsen · Kate Stohr · Kathrine Geisler Madsen · Kigge Hvid · Kim Escherich · Klaus Schwab · Kristian Lindberg · Kristoffer Levison · Lennart Haffner · Leonardo Paz Parada · Lesley Price · Lin Oliver · Lisbeth Flyvbjerg · Lise Klint · Liza Chong · Louise Ryberg · Mads Lebech · Maja Mandic · Malin P. Beckeman · Mandy Lau · Maria Søbroe · Mariano Alesandro · Mark Warriner · Max Hagl · Max Nielsen · Maysoun Odeh Gangat · Mette Hansen · Mette Laursen · Mie Hørlyck Mogensen · Morten Lund · Muhammad Amjad Saqib · Maayke Aimeé Damen · Nanna Sine Munnecke · Natalie Nystad · Nicole Winans · Nina Martin · Onica Lekuntwane · Paolo Benigno Aquino IV · Parastou Booyash · Patrikas Balsys · Paula Petkova · Paw Wöhlk · Pernille Brun Andersen · Pete Avondoglio · Philip Battin · Pia Grynderup · Raj Shekhar Suman · Rebekah Neumann · Sam Shames · Sara Flyvbjerg · Sara Thetmark · Sena Cerci · Sergii Kostin · Sergio Del Rio · Signe Flyvbjerg · Simone Søgaard Jacobsen · Sonya S. Sinha · Stefano Mancuso · Steven Barret · Stinne Klode · Sune Bjørnvig · Sunna Schrøder · Suzanne Lee · Søren Rud · Teddy Zebitz · Tim Jørgensen · Tine Wilenbrack · Tore Sætrum · Tulin Akin · Tytte Hagen Johnsen · Valdeci Ferreira · Vipul Bansal · Vittoria Casanova · Vivek Maru · Vivian Cheng · Özlem Cekic

Countries

Australia · Belgium · Botswana · Brazil · Chile · China · Denmark · France · Ghana · Hong Kong · Hungary · India · Italy · Kenya · Mexico · Netherlands · Norway · Pakistan · Palestine · Singapore · Sweden · Switzerland · Taiwan · Turkey · UK · Ukraine · United Arab Emirates · USA

Gender

50 % Females · 50 % Males

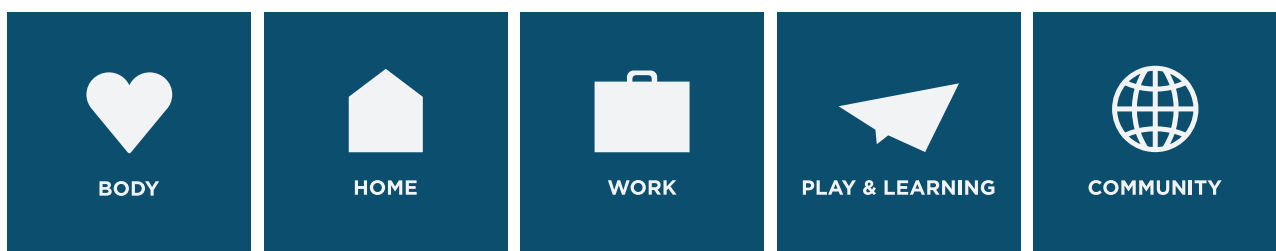
Professional sectors

01. Arts, Architecture & Design
02. Consumer Goods
03. Education & Research
04. Energy
05. Food, Farming & Agriculture
06. Health & Care - Somatic & Mental
07. Investment, Finance, Bank & Economics
08. Media & Communication
09. Nature, Biodiversity, Climate & Soil
10. Nonprofit, NGO & PPP
11. Policy, Government, Law & Human Rights
12. Service, Tourism & Travel
13. Tech & Digitalization
14. Transportation
15. Water, Supply & Energy











Sustainable Development Goals (SDG)



INDEX: Award Categories



Overview of Content










 <p>138 sources</p>	 <p>28 countries</p>	<p>50%  females</p> <p>50%  males</p>
 <p>214 challenges</p>	 <p>34 groups of challenges</p>	 <p>14 SDG covered</p>  <p>3 SDG not covered</p>
 <p>94 solutions</p>	 <p>17 groups of solutions</p>	<p>17 group of challenges <i>not</i> mentioned in SDG</p>

Groups of Challenges and Relation to Sustainable Development Goals (SDG)

Groups of Challenges




01. Climate Change →
02. Computers vs. Humans →
03. Consumerism →
04. Demographic Livability →
05. Diversity →
06. Economic Imbalance →
07. Educational Shortcomings →
08. Emotions Disruption →
09. Energy Frailty →
10. Environmental Threats →
11. Ethical Dilemmas →
12. Food & Farming Hazards →
13. Health Issues →
14. Inequality →
15. Innovation Issues →
16. Interlinked Systemic Issues →
17. Investment Conventionalities →
18. Mad World →
19. Media & Communication Issues →
20. Parental Concerns →
21. Political Erosion →
22. Pollution →
23. Post Factual World →
24. Poverty →
25. Refugee Crises →
26. Risk →
27. Rule of Law Imperfections →
28. Scientific Struggles →

SDG

01.  **SDG 13. Climate Action**
02. *Not mentioned in SDG*
03.  **SDG 12 Responsible Consumption and Production**
04. *Not mentioned in SDG*
05. *Not mentioned in SDG*
06.  **SDG 8. Decent Work and Economic Growth**
07.  **SDG 4. Quality Education**
08. *Not mentioned in SDG*
09.  **SDG 7. Affordable and Clean Energy**
10.  **SDG 14. Life Below Water // SDG 15 Life on Land**
11. *Not mentioned in SDG*
12.  **SDG 2. Zero Hunger**
13.  **SDG 3. Good Health & Well Being**
14.  **SDG 5. Gender Inequality // 10 Reduced Inequality**
15.  **SDG 9. Industry, Innovation and Infrastructure**
16. *Not mentioned in SDG*
17. *Not Mentioned in SDG*
18. *Not Mentioned in SDG*
19. *Not mentioned in SDG*
20. *Not mentioned in SDG*
21. *Not mentioned in SDG*
22.  **SDG 12. Responsible Consumption and Production**
23. *Not Mentioned in SDG*
24.  **SDG 1. No Poverty**
25. *Not mentioned in SDG*
26. *Not mentioned in SDG*
27.  **SDG 16. Peace, Justice and Strong Institutions**
28. *Not Mentioned in SDG*



Groups of Challenges

- 29. Segregation & Lack of Social Cohesion 
- 30. Tourism Overload 
- 31. Transportation Complications 
- 32. War & Terrorism 
- 33. Waste 
- 34. Work Issues 

SDG








- 29. *Not mentioned in SDG*
- 30. *Not mentioned in SDG*
- 31.  **SDG 9. Industry, Innovation and Infrastructure**
- 32.  **SDG 16. Peace, Justice and Strong Institutions**
- 33.  **SDG 12. Responsible Consumption and Production**
- 34.  **SDG 8. Decent Work and Economic Growth**

Groups of Solutions and Relation to SDG and INDEX: Award Categories












Groups of Solutions

- 01. Biodiversity Safeguarding →
- 02. Climate Answers →
- 03. Education & Research Initiatives →
- 04. Energy Innovation →
- 05. Fashion Change →
- 06. Food & Farming Novelties →
- 07. Health & Care Design →
- 08. Investement Sector Innovation →
- 09. Legal Justice →
- 10. Material Innovation →
- 11. Media & Communication Renewal →
- 12. Political Leadership →
- 13. Sharing & Digital Frontiers →
- 14. Social Innovation →
- 15. Tech Leaps →
- 16. Transportation Design →
- 17. Waste Reduction →

SDG

01.  **SDG 15. Life on Land**
02.  **SDG 13. Climate Action**
03.  **SDG 4. Quality Education**
04.  **SDG 7. Affordable and Clean Energy**
05. ***Not mentioned in SDG***
06.  **SDG 2. Zero Hunger**
07.  **SDG 03. Good health and Well-being**
08. ***Not mentioned in SDG***
09.  **SDG 16. Peace, Justice and Strong Institutions**
10.  **SDG 9. Industry, Innovation and Infrastructure**
11. ***Not mentioned in SDG***
12. ***Not mentioned in SDG***
13. ***Not mentioned in SDG***
14. ***Not mentioned in SDG***
15. ***Not mentioned in SDG***
16. ***Not mentioned in SDG***
17.  **SDG 12. Responsible Consumption and Production**

INDEX: Award Categories

-  **Community**
-  **Community**
-  **Play & Learning**
-  **Community**
-  **Body**
- Cross categories***
- Cross categories***
-  **Work**
-  **Work**
-  **Body**
- Cross categories***
- Community**
-  **Work**
- Cross categories***
-  **Work**
-  **Community**
- Cross categories***

Data – Top 5 Groups of Challenges

1. **Emotions Disruption**
2. **Climate Change**
3. **Political Erosion**
4. **Inequality**
5. **Health Issues // Enviromental Threats**

Data – Top 5 Groups of Solutions

- 1. Health & Care Design**
- 2. Waste Reduction**
- 3. Investment Sector Innovation**
- 4. Food & Farming Novelties**
- 5. Energy Innovation**

Data – Top Challenges and Solutions*

01. Continent Top Group of Challenges

Africa	Inequality
Asia	Climate Change // Inequality
Europe	Emotion disruption
North America	Emotion disruption
Oceania	Health Issues
South America	Rule of Law Imperfections // Inequality // Health Issues

02. Sector Top Group of Challenges

Arts, Architecture & Design	Emotions Disruption
Consumer Goods	Political Erosion // Waste
Education & Research	Emotions Disruption
Energy	No Significance
Food, Farming & Agriculture	Food & Farming Hazards
Health and Care - Somatic & Mental	Health Issues
Investment, Finance, Bank & Economics	Emotions Disruption
Media & Communication	Emotions Disruption
Nature, Biodiversity, Climate & Soil	No Significance
Nonprofit, NGO & PPP	Political Erosion // Inequality
Policy, Government, Law & Human Rights	Rule of Law Imperfections
Service, Tourism & Travel	Mad World // Inequality // Emotions Disruption
Tech & Digitalization	Climate Change // Emotions Disruption
Transportation	No Significance
Water, Supply & Energy	Energy Frailty

03. Gender Top Group of Challenges

Female	Climate Change
Male	Emotion Distruption

*What do you see as the biggest challenge facing people locally, regionally or globally right now?

*What is the best and most impressive solution you have heard of recently?

* % means % of respondents

Top Group of Solutions

No Significance

Investement Sector Innovation

Health & Care Design // Waste Reduction

Social Innovation // Transportation Design

No Significance

Social Innovation

Top Group of Solutions

Health & Care Design

Waste Reduction

No Significance

No Significance

Food & Farming Novelties

Health & Care Design

Waste Reduction

Media & Communication Renewal

Climate Answers // Biodiversity Safeguarding

Waste Reduction

Waste Reduction

Waste Reduction

No Significance

Transportation Design

Energy Innovation

Top Group of Solutions

Health & Care Design //

Waste Reduction

Investement Sector Innovation

**Do you think the market for sustainable solutions in the coming decade will...?

Total**

74% Grow

19% Take over all others

5% As is

1% Decline

Data – Worst and Best Sector – for a Sustainable Future*

01. Continent	Worst Sector
Africa	Policy, Government, Law & Human Rights // Consumer Goods
Asia	Water, Supply & Energy // Media & Communication// Education & research
Europe	Policy, Government, Law & Human Rights
North America	Policy, Government, Law & Human Rights
Oceania	No Significance
South America	No Significance

02. Sector	Worst Sector
Arts, Architecture & Design	Food, Farming & Agriculture // Consumer Goods
Consumer Goods	Policy, Government, Law & Human Rights
Education & Research	Policy, Government, Law and Human Rights // Education & Research
Energy	No Significance
Food, Farming & Agriculture	Food, Farming & Agriculture
Health and Care - Somatic & Mental	Health & Care - Somatic & Mental
Investment, Finance, Bank & Economics	No Significance
Media & Communication	No Significance
Nature, Biodiversity, Climate & Soil	Nature, Biodiversity, Climate & Soil
Nonprofit, NGO & PPP	Investment, Finance, Bank & Economics
Policy, Government, Law & Human Rights	No Significance
Service, Tourism & Travel	No Significance
Tech & Digitalization	No Significance
Transportation	Transportation
Water, Supply & Energy	Water, Supply & Energy

03. Gender	Worst Sector
Female	Investment, Finance, Bank & Economics // Policy, Government, Law & Human Rights
Male	Policy, Government, Law & Human Rights

*Which sector do you think is the biggest challenge (worst sector) to a sustainable future right now?

*Which sector do you think is the best at creating sustainable solutions?

Best Sector

Nonprofit, NGO & PPP

Tech & Digitalization

Water, Supply & Energy

Policy, Government, Law and Human Rights // Other

No Significance

Education & Research

Best Sector

Arts, Architecture & Design

Arts, Architecture & Design

Other

No Significance

No Significance

Water, Supply & Energy

Water, Supply & Energy

No Significance

Tech & Digitalization

Water, Supply & Energy // Health & Care - Somatic & Mental

No Significance

No Significance

Water, Supply & Energy

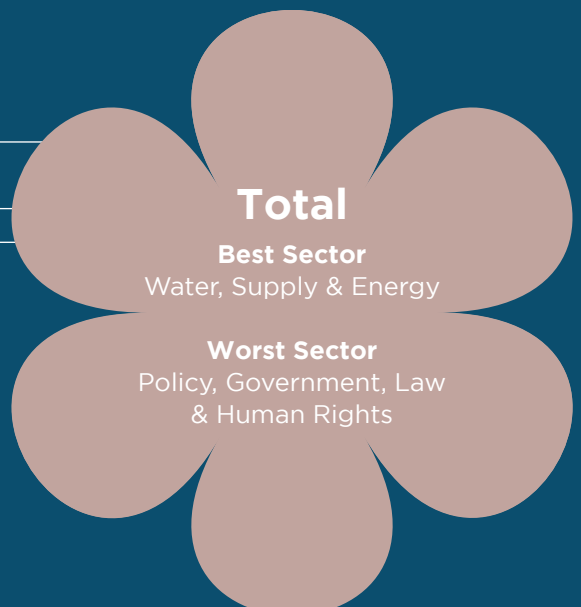
Transportation

Water, Supply & Energy

Best Sector

Arts, Architecture & Design

Water, Supply & Energy



Data – Using SDG to Set Professional Targets*

01. Continent No

Africa	50%
Asia	38%
Europe	32%
North America	56%
Oceania	0%
South America	67%

02. Sector No

Arts, Architecture & Design	56%
Consumer Goods	57%
Education & Research	14%
Energy	No Significance
Food, Farming & Agriculture	No Significance
Health and Care – Somatic & Mental	33%
Investment, Finance, Bank & Economics	No Significance
Media & Communication	67%
Nature, Biodiversity, Climate & Soil	No Significance
Nonprofit, NGO & PPP	10%
Policy, Government, Law & Human Rights	80%
Service, Tourism & Travel	No Significance
Tech & Digitalization	20%
Transportation	No Significance
Water, Supply & Energy	0%

03. Gender No

Female	36%
Male	38%

*Are you using SDG to set new target for your business?

* % means % of respondents

Yes**Do not know**

50%

0%

62%

0%

58%

10%

44%

0%

100%

0%

33%

0%

Yes**Do not know**

44%

0%

43%

0%

86%

0%

No Significance

No Significance

No Significance

No Significance

67%

0%

No Significance

No Significance

33%

0%

No Significance

No Significance

90%

0%

20%

0%

No Significance

No Significance

80%

0%

No Significance

No Significance

100%

0%

Yes**Do not know**

64%

0%

62%

0%

Total**62%**

use the SDG to set targets for their business

38%

don't use the SDG to set targets for their business

Data – Sources Views of the Future*

01. Continent More Pessimistic

Africa	No Significance
Asia	27%
Europe	39%
North America	50%
Oceania	56%
South America	33%

02. Sector More Pessimistic

Arts, Architecture & Design	44%
Consumer Goods	25%
Education & Research	37%
Energy	No Significance
Food, Farming & Agriculture	No Significance
Health and Care - Somatic & Mental	40%
Investment, Finance, Bank & Economics	33%
Media & Communication	25%
Nature, Biodiversity, Climate & Soil	0%
Nonprofit, NGO & PPP	50%
Policy, Government, Law & Human Rights	75%
Service, Tourism & Travel	50%
Tech & Digitalization	50%
Transportation	No Significance
Water, Supply & Energy	0%

03. Gender More Pessimistic

Female	45%
Male	37%

*Has your view of the future changed over the past 2 years?

* % means % of respondents

More Positive

Do not know

No Significance

No Significance

73%

0%

56%

5%

50%

0%

44%

0%

33%

33%

More Positive

Do not know

56%

0%

75%

0%

63%

0%

No Significance

No Significance

No Significance

No Significance

60%

0%

66%

0%

75%

0%

100%

0%

50%

0%

25%

0%

50%

0%

50%

0%

No Significance

No Significance

100%

0%

More Positive

Do not know

55%

0%

63%

0%

Total

59%
more positive
due to better solutions

41%
more pessimistic
due to climate and Trump

Keywords

Challenges

Climate Change · Flooding · Hurricanes, flooding, extreme temperatures · The biggest challenge facing all of humanity.

Computers vs. Humans · Mass surveillance, credit scoring systems, bio-hacking, nanotech, solutionism in the tech industry without ethical thinking · Risks are growing in prevalence and disruptive potential and targeting critical infrastructure, risking breakdown of societal systems · Technological Disruption · Technology and lack of understanding of how it will change humans and the world · People are depressed and don't see the world as is, as inputs from digital media and psychological manipulation to release dopamine is getting them hooked.

Consumerism · Negative effects on environment, resources and people.

Demographic Livability · Accommodating the elderly in a world that values youthfulness and technology · Ageing · Growing adult population · Over population · Population Growth · Population growth and demographics.

Diversity · Stereotypes created through fashion.

Economic Imbalance · The failure to rethink growth economic.

Educational Shortcomings · Lack of education · We educate people to make a living - not to make a life.

Emotions Disruption · Apathy · Distrust among people · Distrust · Empathy - Lack of understanding of each others value, and the vertical connection btw heaven and earth · Fear of getting worse and not being able to pay for it · Greed & selfishness in modern societies · Hate between people · Lack of capability gaining someone else's perspective leading to a bipolar world view · Lack of Compassion · Lack of empathy · Lack of empathy · Lack of empathy and trust · Lack of empathy for animal and planet · Lack of Empathy, people only focus on their own best · Lack of genuine feelings · Lack of love, creativity, play and fun · Lack of understanding of each others value, and the vertical connection btw heaven and earth · Lack of vocabulary for emotions · Love · Humanity's willful ignorance, indifference, apathy or denial of the existential crisis of human life on earth · Self obsession resistance to changing focus from self awareness and egoism to community based approach before it is too late to save our blue planet · Age of anger · Indifference · Fear, apathy & hopelessness · The fear that it is already too late is devastating · Lack of trust and a positive shared dream for the future · Humanity's willful ignorance, indifference, apathy or denial of the existential crisis of human life on earth.



Energy Frailty · Limited amounts of fossil fuel · Sustainable not climate harming energy solutions · Storable sustainable energies.

Environmental Threats · Disconnection of the human species from our environment · Environmental damage · Lack of understanding of the importance of plants in terms of human survival and of plant's survival needs · Humans will ruin our planet · Mass extinction of animals · Natural disasters · New health challenges associated to environmental challenges · Ocean ecosystem under great threat due to human activities · The condition of the planet Earth and the future of the next generations here · Human impact on the natural environment.

Ethical Dilemmas · Solutionism in the tech industry without ethical thinking · Leadership is about results and ethics.

Food & Farming · Food and supply security · Projected food shortages due to population growth and global warming · Hunger in developing world · Over consumption of animal agricultural products is devastating and yet our culture is obsessed with it Providing sustainable and enough food for the population · With a global population that is growing, the challenge of feeding everyone is becoming increasingly large.

Health Issues · Anti-vaxers · Access to health and doctors per inhabitant · Emergence of new disease · Environmental health and new associated health challenge · Fragile health of family and friends · Increase in people with non-communicable diseases due to an aging population globally · Quality of life · The growth in dementia related illnesses · The majority of death is due to unavailability of blood at required location at the right time · Time & Stress.

Inequality · Between genders · Gender · Gender/access to law/age/income/living conditions · General living conditions · How to handle the divides · Inclusion · Religious disparity · Wealth inequality · Wealth · Income · The economic distance between rich and less rich people.

Innovation Issues · The constant challenge of innovating.

Interlinked Systemic Issues · Challenges are interlinked and I can't figure out which one is the biggest or what is the underlying cause of all · The interconnectedness of all STEEP (Social, Technological, Environmental, Economic, Political) factors · All sectors, because sustainable prosperity for 9 billion people on the resources of one planet is a massively complex socio-technical systems, problem requiring intensive cross-sector design for transformative action-in-the-world.



Investment Conventionalities · Inability to scale good solutions · Inability for poor people to obtain financial services.

Mad World · The world is laughing at us and we are alienating ourselves – if we call for help nobody will hear · A low grade collective insanity gripping this country · Idiocracy is no longer a bad comedy film, its reality · Youth gives up on a world gone mad · The general development is outright crazy.

Media & Communication Issues · Concerning balanced news and communication.

Parental Concerns · Risk Safety and security for loved ones.

Political Erosion · A discrepancy between the population who wants to see change and people in power · Apathy in regards to political involvement from the vast majority of people that are not on the very right or very left · The challenges to liberal democracy and rising populism · Distrust in public authorities and governments · Distrust in political institutions and the fear of others · Distrust, corruption and misunderstood nationalism · Unsettling geopolitical phase, where multilateral rules-based approaches is fraying · Geopolitics and China threatening to displace US as the ruling power · Huge lack of a democratic attitude · Lack of understanding between politicians and people · Nationalism · Neoliberalism · Neoliberalism

and its effects on gender equality issues; climate; exploitation of resources and health · Populism increasing · Populism rising, driven by the negative feeling that expectations have exceeded the reality of economic and psychic security · Populism - Society changes too slowly to counter it · President Trump · World leaders and other important influencers don't react in time regarding the world's well being · Existing power structures preventing necessary changes · Outdated governmental political system.-

Pollution · Air pollution and the lack of urgency and hopelessness by the general public on subject · Plastic in our oceans · Noise in our environment - and more to come in the future.

Post Factual World · Instrumentalized Media negatively affects every and any topic · Journalists creating sensations for the sake of sensations · Knowledge contra facts · We're living in a post-truth society.

Poverty · Homeless - Widespread poverty and frequent political and legal roadblocks set up by government authorities.

Refugee Crises · Fair treatment of asylum seekers / refugees.

Risk · Overload on all parameters.



Rule of Law Imperfections · Uneven acces to protection of law · Billions of people live outside the protection of the law · Injustice · Law · Translates into less electoral and citizen participation.

Scientific Struggles · Disregard of scientific · Lack of situatedness and appreciation of others situatedness · Severe lack of knowledge and understanding of scientific methods · Too little knowledge and too much historical ignorance · We loose our ancestral knowledge.

Segregation & Lack of Social Cohesion · A world wide challenge that we (none of us) see the world as ONE WORLD! We see it from inside out and not outside in · Lack of connection between people worldwide · Lack of unity even in small countries or communities · Racism · Lack of humanitarian instinct to let go of petty conflicts and face common challenges · Society become more self serving and loosing care and love.

Tourism Overload · Coping with success in inadequately managed tourism.

Transportation Complications · Transport adding CO_2 to the atmosphere.

War & Terrorism · Conflicts · Nuclear war · Terrorism.

Waste · Lack of sustainability and consciousness in regards to material use · Waste of clothes returned to seller · Non sustainable production in almost all fields · More gold in 1 ton of electronic waste than in 1 ton of mining soil.

Work Issues · Poor people lack access to resources that would help them to run and grow a business · Ensuring decent work conditions and jobs for people suffering from somatic and mental health problems · Youth unemployment in EU.

Keywords

Solutions

Biodiversity Safeguarding

Earth BioGenome Project – Sampling and decoding the entire plant and animal species · **Rights of Plants legislation** – It's been issued in Switzerland · **Plantoids** – Plant inspired robots for exploring Mars. Work like plants, grow and set roots. Agile, resilient, low energy · **CO2 capture plant** – The carbon capture plant in Switzerland removes carbon dioxide from ambient air

Climate Answers

Advance Flood Warning Systems – Warn motorists and provide current and future weather condition information that is accurate · **Action** – Start by looking at yourself and change the things you can to make a better place for the future generations · **Global movement** – A social movement is needed to avoid climate disasters · **Slow life** – It's important to live a much more slow life and accept that things take time · **Trial about our lifestyle** – An art piece made as a trial. Peoples lifestyles were accused of 'having fully or partly consciously diverted so large amounts of greenhouse gases that it has caused and in the future will cause profound damage to human-life ecosystems that will cause significant interference with the potential of later generations for a ordinary statutory life development '.

Education & Research Initiatives

Education initiative to help kids in the 3rd world – The students teach each other. The 'teacher' gets paid a small fees which makes

them want to learn even more and teach their peers · **Educational programmes in Africa** · **The Unschool of The Disruptive Design** - A global experimental knowledge lab for creative rebels and change agents · **Science Research Funding** - More funding of Science and more politicians who believe in science is needed. Post Factual Society - a personal responsibility to check the stories you are told · **We Grow** - First school of the WeWork network. A school where maths and science is part of the curriculum, but yoga and farming is as well. It is a conscious entrepreneurial school.

Energy Innovation

Improved batteries for storage of Solar and wind energy · **LEDs for vertical farming** - More efficient, traditional greenhouses and normal lighting that generate up to 50% more light and therefore use less energy and increases yield · **Methane Bio-Gas Extraction System For a Open Flowing Sewage Drain** · **Poetic Energy** - Carbon out of the sky and back into the ground · **Solar energy** · **Solar Thermal Fuel** - Storage of solar energy for over a decade · **Flying Windturbines** - Generating much more energy with significant less production cost and easier maintenance.

Fashion Change

Fashion label based in Bali - Clothing from sustainable textiles coloured by plants taken from food waste from local restaurants · **Vigga** - New item from old clothes.



Food & Farming Novelties

A new kind of agriculture farming using 'Hydrogel' - Requires no water, no soil and doesn't rely on favourable conditions for growth

- **Jelly Fish Barge** - Seawater farming a floating module for cultivation of vegetables, able to generate freshwater through solar distillation
- **Lab meat** · **The Reducetarian Foundation** - Aims to improve human health, protect the environment, and spare farm animals from cruelty by reducing societal consumption of animal products. Done through Education, engagement and research
- **Plant-based meat substitutes** · **Tabit** - Turkey's first e-learning and e-commerce site in the agricultural area for farmers, product suppliers and companies. Aims to increase the efficiency of production with communication and information technologies and to improve the living standards of rural producers
- **The Darwin Challenge App** · **Tangible ways to contribute to the bigger cause** - People eating less meat.

Health & Care Design

Home care - Allowing the elderly to age gracefully and peacefully at home within their communities, not tethered to inhospitable hospitals

- **Letohrádek Vendula** - A non-governmental, not-for profit organization, which operates a crisis centre providing care, accommodation and workshop employment to individuals with severe handicaps. Its crafts manufacturing workshop employs people with mental, physical or combined handicaps, who engage in traditional craftwork such as weaving, candle making and

handmade paper production. The products are then sold through a wide network of merchants

- **Cross-sectorial collaboration** – A tendency e.g. in Denmark within the diabetes-area - to move from traditional structures to cross-sectorial collaboration in public-private-partnership-like constructions
- **Alzheimer’s Prevention Initiative** – Ignited a new era of Alzheimer’s research focusing on prevention
- **People to People as a new business market** – Take in resources in a process that are “just there” and not being used is a new area of sustainable potential. business market
- **Non-invasive medical equipment**
- **Project Blood Bank** – Coordinates and sinks data about blood availability in bloodbanks located at different loations all over India on a single platform
- **A wearable UV sensor** – Provide our community with a cheap sensor that they can use to monitor their day-to-day sun exposure. The problem is that too much sun exposure (UV light) causes skin cancer, whereas too little exposure leads to Vitamin D deficiency
- **Healing Art** – The rising of evidense based recognision of how art can help heal our minds and improve our health
- **FINE** – An AI-enabled mental health support tool in the family home
- **Transition from hospital to home** – A hospital in Denmark uses acute nurses to make a more gentle and more efficient transition from elderly patients coming home after a period of hospitalization. The patients get all the information they need and they also makes sure their own doctor has all the required information
- **Alzheimer’s Village** – Addresses the rising problem of older and sick people suffering from loneliness and lacking health systems. This pilot project aims



to build a humane and safe surrounding for older people suffering from dementia • **Hello Sunshine** - A media company dedicated to female authorship across all storytelling platforms. It addresses the still widely lacking gender equality and offers a beautiful tool to promote women and foster connections and understanding.

Investment Sector Innovation

Akhuwat - The largest microfinance institution in Pakistan. Akhuwat has developed a financially sustainable business model to provide zero-interest loans to the poorest segments of society. With repayment rates of almost 100% and 61 billion Pakistani rupees (around \$610 million) disbursed to date, and is a market leader • **Blockchain** - A digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly • **Crypto** - A digital currency build on Blockchain • **SDG Invest** - An investment fund solely focusing on the 17 UN goals NOT compromising the return • **Small piece of a very big puzzle** - Supports entrepreneurs that are reinventing work, aiming to drive greater hope and economic opportunity for people. • **Blockchain** - A digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly • **Sharing economy** - Something that replaces money for 'virtual credit' not necessarily Crypto will be valuable since the economical model is already unfair for many people • **The Refugee Investment Network** - Prove to the broader investment community that refugees and displaced communities are in fact highly investable and that

there's really a business and investment case here beyond just the humanitarian appeal. RIN aims to bridge the gap between the untapped entrepreneurial potential of refugees and capital markets to spur economic growth, create jobs, and increase socio-economic stability among displaced people

- **Awareness Design**
- In order to implement a Circular Economy
- **Hapinoy** - A social enterprise which empowers and enables microentrepreneurs in rural areas. It aggregates and organizes the Philippines' massive network of informal sari-sari stores into a network and community. By creating alternative distribution channels for essential products, it links isolated communities with a variety of service providers and large businesses.

Legal Justice

- **Namati** - Namati trains and deploys community legal workers who work with communities - also known as barefoot lawyers or community paralegals - to advance justice
- **FBAC** - An effective alternative to the Brazilian state-run prison system by reducing recidivism rates to 20% - 28%. This is accomplished through a 12-point proven methodology that includes the following: community participation, recoveree helping the recoveree, work, spirituality, legal assistance, healthcare, human valorisation, family, merit and volunteering
- **HODIA** - champion justice and development in the Horn of Africa through advocacy, education, peace building and sustainable livelihoods.



Material Innovation

Biocouture - Envisions future manufacturing systems inevitably consisting of biodesigned living organisms, forming engineered materials directly into finished, biodegradable products, and is focused on that goal

- **Mycellium** - The Mycelium fungus can help save the universe: cleaning polluted soil, making insecticides, treating smallpox and even flu viruses
- **Stoneware paper** - Paper made of stone. A sustainable alternative to ordinary wood paper. It has never seen the shadow of a tree, and it does not cost a drop of water to produce
- **#dialoguecoffee** - The last 8 years Özlem Cekic has invited people who sent her hate mails for coffee. She always ask if she can visit them to show trust and she always brings food. And then she don't judge the people
- **The Dictionary of Obscure Sorrows** - A dictionary by John Koenig. Words that describes feelings
- **NISAA** - A radio program used as a tool to debate taboos, challenge traditional roles assigned to women, and present women as capable and assertive actors in society, thereby reshaping power relations
- **Confirmation bias** - The tendency to only accept information that supports your personal beliefs. Force people to, 'See other viewpoints', 'Listen to experts' and 'Pause before sharing anything'
- **Visual art** - Countering stereotypes, Gender reversal
- **Raaji: An Ancient Epic** - An action adventure game set in ancient India.

Political Leadership

Grass roots political campaigns in the US.

Sharing & Digital Frontiers

Sharing – In digital platforms.

Social Innovation

Cross disciplinary creative solutions designed to make a world of prosperity · **Responsible Tourism Partnership and legislation around the world** · **Linternet** – Colombian social innovation project with a strong impact · **The way home** – A Ukrainian organization catering to Odessa’s homeless population, particularly street children. It focuses on preventing children from ending up in the streets, and helps rehabilitate those already there · **Algramo** – Vending machines help to reduce the cost of household purchases by up to 40%.

Tech Leaps

AI · **Ethereum** – Blockchain Platform · **Rodinia generation** – A complete production solution to small and medium sized fashion brands. They are able to print and cut 9 times faster than traditional production, using no water, minimal energy and non-toxic biodegradable dyes for printing.

Transportation Design

Mobility · **Plane Ion Drive Developed at MIT** – The plane, a solid state plane, has no moving parts - turbine or propeller - and flights by using positive and negative ions · **The hyperloop Trains** – Offer an environmentally friendly transportation option, but do so



in a very efficient, cheap and overall competitive manner · **Fully electric cars and bio transport.**

Waste Reduction

The Ocean Cleanup - The first feasible method to rid the world's oceans of plastic · **Removing plastic from rivers and oceans** · **Space-Craft** - Maker space involving waste scrappers and young innovators. Including app connecting scrap sellers and material buyers or innovators · **The Excess Materials Exchange** - A digital facilitated marketplace where companies can exchange any excess materials and products. The transition is speeded up to a circular economy and turn waste into wealth · **The water nozzle developed by Altered** - Added onto existing taps and reducing over 90 % of the water used · **Circular set ups in the electronics industry in EEC (WEEE)** · **Coop banning disposable plastic plates and cutlery** · **'Green turn'** - An app where you return your clothes to another customer or it goes directly back into the online shop. The customer gets 'Green cash' in return for their trouble · **Plastic ring can holders with recyclable glue for Carlsberg beers.**

