

Global Challenge Overview

This overview will provide you with guidance on the Global Challenge options that you are interested in studying and creating a Business Model Canvas for as part of the NICE project. Below, you can see the Societal Challenge, the Sustainable Development Goals that relate to the Societal Challenge, some ideas as to how you could engage with this Global Challenge, some case studies to provide you with examples as to how others have done this work and some questions to get you thinking!

Societal Challenges: ec.europa.eu/programmes/horizon2020/en/h2020-section/societal-challenges

17 Sustainable Development Goals: www.un.org/sustainabledevelopment/sustainable-development-goals

Societal challenge	<p>Societal challenge 1: Health, wellbeing, and changing societies</p> <p>The goal of this societal challenge is to keep older people active and independent for longer; improve our ability to monitor health and to prevent, detect, treat and manage disease; and contribute to the sustainability of healthcare systems by testing and demonstrating new models and tools for diagnostic and healthcare delivery.</p>
UN Sustainable Development Goals that fit into the societal challenge	<p>SDG 01 – No Poverty</p> <p>SDG 03 – Healthy Lives and Wellbeing for All at all Ages</p> <p>SDG 06 – Clean Water and Sanitation</p>

Ideas

Poverty as a result of growing inequality is detrimental to economic growth. More than 700 million people in the world live in extreme poverty (less than \$1.90 a day) and struggle to meet the most basic needs like health, education, access to water and sustenance, and sanitation. Poverty has a direct impact on health (both public and individual), especially when it causes a lack of hygiene, sanitation, and adequate nutrition. Poverty also increases vulnerability to diseases, which can lead to mass health crises and stall economic growth.

Around 1.8 billion people globally use a source of drinking water that is contaminated, while 2.4 billion people lack access to basic sanitation devices such as toilets. More than 80% of the waste water resulting from human activities is discharged into rivers or seas without treatment, thus leading to large-scale pollution. Water purification and proper sanitation are key to achieving good health outcomes for all. Worldwide, over 2 million people die every year from diarrhoeal diseases, and poor hygiene and contaminated water are responsible for almost 90% of these deaths and mostly affect children. Without innovative solutions to improve infrastructure and water and waste management, millions of people will continue to die every year.

Ensuring healthy lives and promoting wellbeing for all is important to build prosperous and peaceful societies, yet inequalities in access to quality healthcare still exist. More than 6 million children die before their 5th birthday each year, and only half of women in developing countries have access to suitable healthcare. Epidemics like HIV/AIDS thrive where fear and discrimination limit people's ability to receive the services they need to live healthy and productive lives.

Progress means achieving universal health coverage, making essential medicines and vaccines affordable, ensuring full access for women to sexual and reproductive health services, and ending preventable deaths of children.

Businesses and social enterprises can make a difference by, for example, developing ways to provide knowledge and technology to help resolve problems such as water quality and sanitation, making essential medicines and vaccines more affordable, or providing healthcare education.

Case studies

Nima

<https://nimasensor.com/>

The world's first portable gluten tester helps to make the world of food more transparent and safer for people suffering from food allergies and sensitivities. It is part of new technologies that improve our ability to monitor health and to prevent, detect, treat and manage diseases.

EverlyWell

<https://www.everlywell.com/why-everlywell/>

This company focuses on simplifying health testing into words and charts that patients can understand. In addition to the detailed, easy to understand explanation, curated suggestions of how to move forward with your wellbeing decisions are included, as well as personalised recommendations on how to progress with lab results. EverlyWell contributes to the sustainability of healthcare systems by testing and demonstrating new models and tools for healthcare delivery.

Aravind Eye Care System

<https://www.aravind.org/>

They have developed inexpensive yet effective solutions to deliver health care and social services to the poor by providing low cost (\$50) cataract surgery. Patients who cannot afford the surgery pay nothing, and the revenue from paying patients helps pay for those who cannot. Social entrepreneurs like Aravind have emerged where governments and markets fail to meet basic health needs, whether for specialty care, primary care, or clean water and sanitation, and contribute to improving health care in developing countries.

Questions

1. How would you tackle this challenge from a preventive perspective, going into the causes of health problems, all the while generating a sustainable income?
2. As a user of a particular national health care system, do you have any ideas on how to improve its weaker aspects and start a business around them?
3. What kind of innovative solution would you propose to either increase societies' general wellbeing or focus on relieving a specific illness or disability?