

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 6: Inclusive, innovative and reflective societies</p> <p>The goal of this societal challenge is to tackle inequality and social exclusion, as these are crucial challenges for the future of Europe. Supporting inclusive, innovative, and reflective societies through new forms of innovation will be central to sustainable European integration. This may involve addressing issues such as memories, identities, tolerance, and cultural heritage. This global societal challenge aims at fostering a greater understanding of Europe by providing solutions and supporting inclusive, innovative and reflective societies in a context of unprecedented transformations and growing global interdependencies.</p>
UN Sustainable Development Goals that fit into the societal challenge	<p>SDG 01 – No Poverty</p> <p>SDG 05 – Gender Equality</p> <p>SDG 08 – Decent Work and Economic Growth</p> <p>SDG 10 – Reduced Inequalities</p>

Ideas

Manifestations of poverty include not only a lack of monetary funds to purchase food and other material possessions, but also often correlate with limited access to education and basic services such as health, social discrimination and exclusion, and lack of participation in decision-making. Businesses that foster economic growth should be inclusive of all in order to provide sustainable jobs and promote social equality, for example by bringing new technologies to deprived populations.

A continued lack of decent work opportunities, insufficient investment, and under-consumption can lead to an erosion of the social contract which underlies democratic societies – that all must benefit from economic growth and share the progress. Sustainable growth requires societies to create the conditions that allow the working age population to have quality jobs and stimulate the economy without harming the environment. Entrepreneurial solutions need to foster inclusion and the fair redistribution of wealth to create just societies for all.

While income inequality between countries may have been reduced in the past 20 years, inequality within countries has risen sharply. There is a growing consensus that economic growth is not sufficient to reduce poverty if it is not inclusive and does not take into account the three dimensions of sustainable development: economic, social and environmental. To reduce inequality and exclusion, social enterprises may work with policymakers to address the needs of disadvantaged and marginalised populations, including women, religious and ethnic minorities, and people with disabilities.

Case studies

DeprivedHoods – Reducing Inequality and Social Exclusion

<http://www.deprivedhoods.eu/>

The objective of DEPRIVEDHOODS is to come to a better understanding of the relationship between socio-economic inequality, poverty, and locality. The project breaks new ground by studying neighbourhood sorting over the life course, neighbourhood change, and neighbourhood effects within a theoretical and analytical framework to advance our understanding of the ways in which individual outcomes interact with the neighbourhood, thus leading to more targeted and effective policy measures.

RESL.eu – Helping Early School Leavers

<https://www.uantwerpen.be/en/projects/resl-eu/about-resl-eu/>

Education and training are vital assets for the welfare of European citizens, and therefore the EU as a whole. They are important tools to promote equality, social cohesion, and active citizenship on the one hand, and the stimulation of economic growth and creation of new skills, competencies, and jobs on the other hand. Traditional education systems seem unable to adapt to new realities however, with high rates of drop outs and early school leavers in the EU. This project aims to provide insights into the mechanisms that influence pupils who decide to leave school or training early, and to write recommendations to develop innovative learning and teaching methods.

Welcome App – Integration of refugees and migrants into society

<https://www.android.com/everyone/stories/welcome>

Since the height of the refugee crisis in 2015, societies and governments have struggled to find appropriate responses to the influx of people. Politically, there has been a backlash against migrants in many countries. However, other responses and initiatives seek to help local communities and migrants make connections and further integration. “Welcome App” is a mobile platform that connects those struggling to integrate with the community that wants to help them feel at home; a virtual handshake that has created over 20,000 real connections.

Questions

1. What kind of entrepreneurial project could you develop in your university to promote social and cultural inclusiveness?
2. How might technology be used to help marginalised groups connect with local communities?
3. How could you raise awareness, or promote the benefits, of living in an inclusive and diverse society?