

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

<p>Societal challenge</p>	<p>Societal challenge 7: Secure societies, protected freedoms</p> <p>In a secure and inclusive society, citizens are protected from criminal activities such as terrorism, human trafficking, drugs, cyber-attacks and counterfeit goods, but also natural and man-made disasters. European countries aim for functional and effective institutions and regulations to protect citizens against security threats and make them feel equally secure anywhere in the EU. This need for security must be mitigated with the protection of civil liberties.</p>
<p>UN Sustainable Development Goals that fit into the societal challenge</p>	<p>SDG 05 – Gender Equality SDG 11 – Sustainable Cities and Communities SDG 16 – Peace, Justice, and Strong Institutions</p>

Ideas

Human lives can be affected or threatened by various factors, and European states must develop and implement efficient and consistent policies for protecting their citizens. One way to maximize the effect of security policies is to raise awareness among citizens of the dangers of individual and systemic corruption as a major source of personal, national and international insecurity.

This can be accomplished by:

- fighting the phenomenon of “fake news” with fair information campaigns in mass media, schools, and universities;
- involving young people in social campaigns by making them interested in social action and developing project-based activities;
- including young people as full members of society by engaging them in activities that involve taking responsibility through hands-on tasks; and
- inviting entrepreneurs to talk to students about different types of corruption with a focus on political, economic and individual corruption. They could present concrete ways in which corruption affects the individual who wants to start a company (i.e., bureaucracy, bribery, lack of transparency, of information and appropriate guidelines, and inconsistency of regulations).

Reducing all forms of violence, trafficking, and corruption is a crucial issue in all societies. It takes strong, effective institutions to achieve these goals, but institutions are only as stable and strong as the population that supports them. Therefore, transparency, fairness, and consistency in implementing regulations are vital to avoid social conflicts and build fair, inclusive, and secure societies.

Urban communities are some ways more vulnerable to disasters, since in compact communities many people can suffer loss of life and property from a single localised event. Beside catastrophic situations such as floods, fires, or landslides, there are also long-term, less visible (but no less critical) challenges like air pollution, lack of water supply, nuclear radiations, etc. On the other hand, the level of education in urban communities is higher and courses can be developed to engage younger generations in a deeper understanding of these challenges and find solutions to deal with them. They can be trained to recognise risks and learn how to minimize them in any enterprise they undertake in their lives. Awareness of the importance of each individual’s role in the community can be fostered from an early age and tackle some of these issues.

In addition, cities, with their centralized services such as power supply, public transportation, and infrastructure, have a high exposure to cyber-attacks which could put whole populations in danger. These can affect the sustainability of urban communities and must be mitigated against.

Another major threat to freedom and security is gender inequality. Nowhere in the world has the problem been solved entirely, and domestic violence, the gender pay gap, and other manifestations of structural sexism are still present in every society. Active measures are required to enforce and maintain equal treatment for all, and awareness campaigns

addressed to the younger generations involving them in creating solutions for example would contribute to more secure societies.

Case studies

Tensor

https://cordis.europa.eu/project/rcn/203292_en.html

Monitoring and analysing online content for terrorist activity recognition.

SPARKS

https://cordis.europa.eu/project/rcn/186047_en.html

Ensuring the cybersecurity and resilience of smart grids.

SAGE

https://cordis.europa.eu/project/rcn/203535_en.html

Systemic Action for Gender Equality.

EPREsso

https://cordis.europa.eu/project/rcn/202690_en.html

Attempting a new strategic vision to approach natural risk reduction.

Questions

1. How do cyber-attacks threaten us?
2. What can we do to mitigate the risk of terrorist actions?
3. How can we help people affected by disasters?
4. How can we minimize the effect of long-term risks (such as air pollution, lack of water supply, nuclear radiations, etc.) through education?
5. How to fight state corruption?
6. How to fight gender-based discrimination?
7. How does corruption affect all of us?