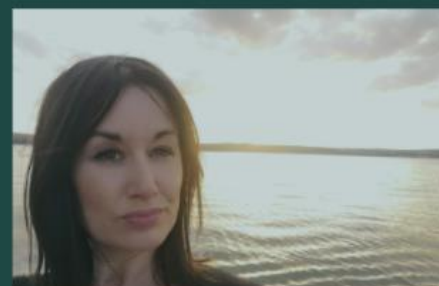




# Creating value through the SDGs

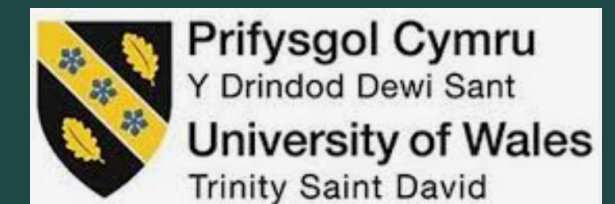
16th February 2021

## EntreCompEdu Café



Felicity Healey-Benson

felicity.healey-benson@uwtsd.ac.uk



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*Our posturings, our imagined self-importance, the delusion that we have some privileged position in the Universe, are challenged by this point of pale light.*

*Our planet is a lonely speck in the great enveloping cosmic dark.*

*In our obscurity, in all this vastness, there is no hint that help will come from elsewhere to save us from ourselves.*

Pale Blue Dot: A Vision of the Human Future in Space, Carl Sagan



- **WHY?**
- **HOW?**
- **WHAT NEXT?**

**FOSTERING SOCIAL, BUSINESS,  
INDIVIDUAL, ENVIRONMENTAL  
VALUE CREATION**

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# VALUE CREATION

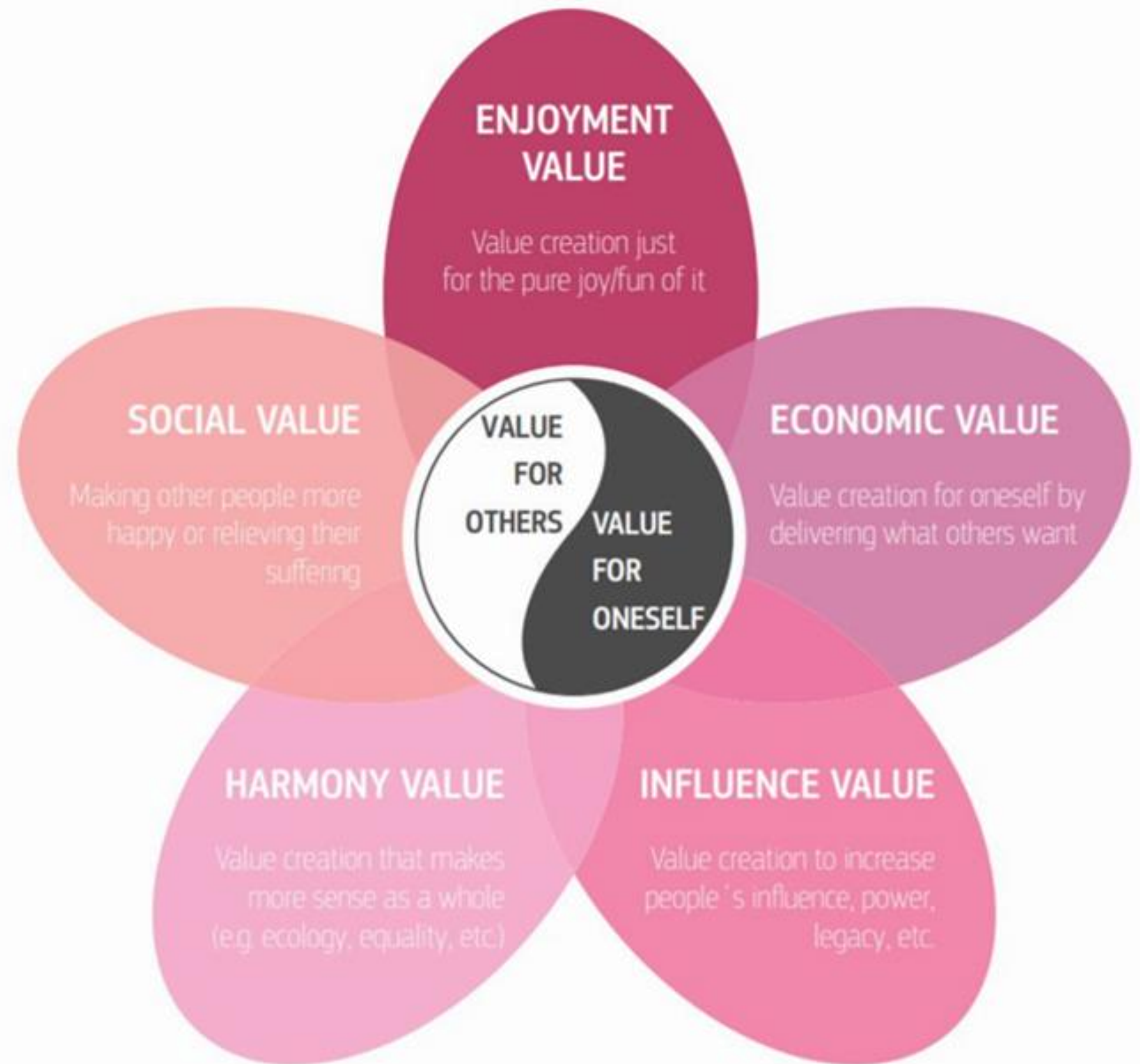


Figure 1. Framework for five different kinds of value (Locke 2018).



# CALL TO ACTION



# ENTREPRENEURIAL VALUE CREATORS UNIQUELY POISED TO SUPPORT THE SDGS



Individually  
Economically  
Socially/collectively  
Humanely or  
environmentally-  
motivated

# SUSTAINABILITY IS A VALUE CREATION OPPORTUNITY FOR BUSINESS & SOCIETY



New thinking  
New opportunities  
New paradigms  
Adaptation to changing  
realities  
Can -> competitive  
advantage



- 21C SKILLS: INCL. CREATIVITY, CRITICAL THINKING, COLLABORATION, CURIOSITY, COMMUNICATION
- ENTREPRENEURSHIP
- SYSTEMS THINKING
- INTEGRATED PROBLEM-SOLVING
- WORLD LIFE/ REAL-WORLD CONTEXT
- EXPERIENTIAL LEARNING CONTEXTS
- 21C ASSESSMENT
- REFLECTION (SELF-AWARENESS)
- OPPORTUNITY FOR APPLIED TECHNOLOGY FOR HUMAN & PLANETARY WELL-BEING

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Multi-disciplinary, Inter-disciplinary

Felicity Healey-Benson, 16 February 2021

# VUCA WORLD needs

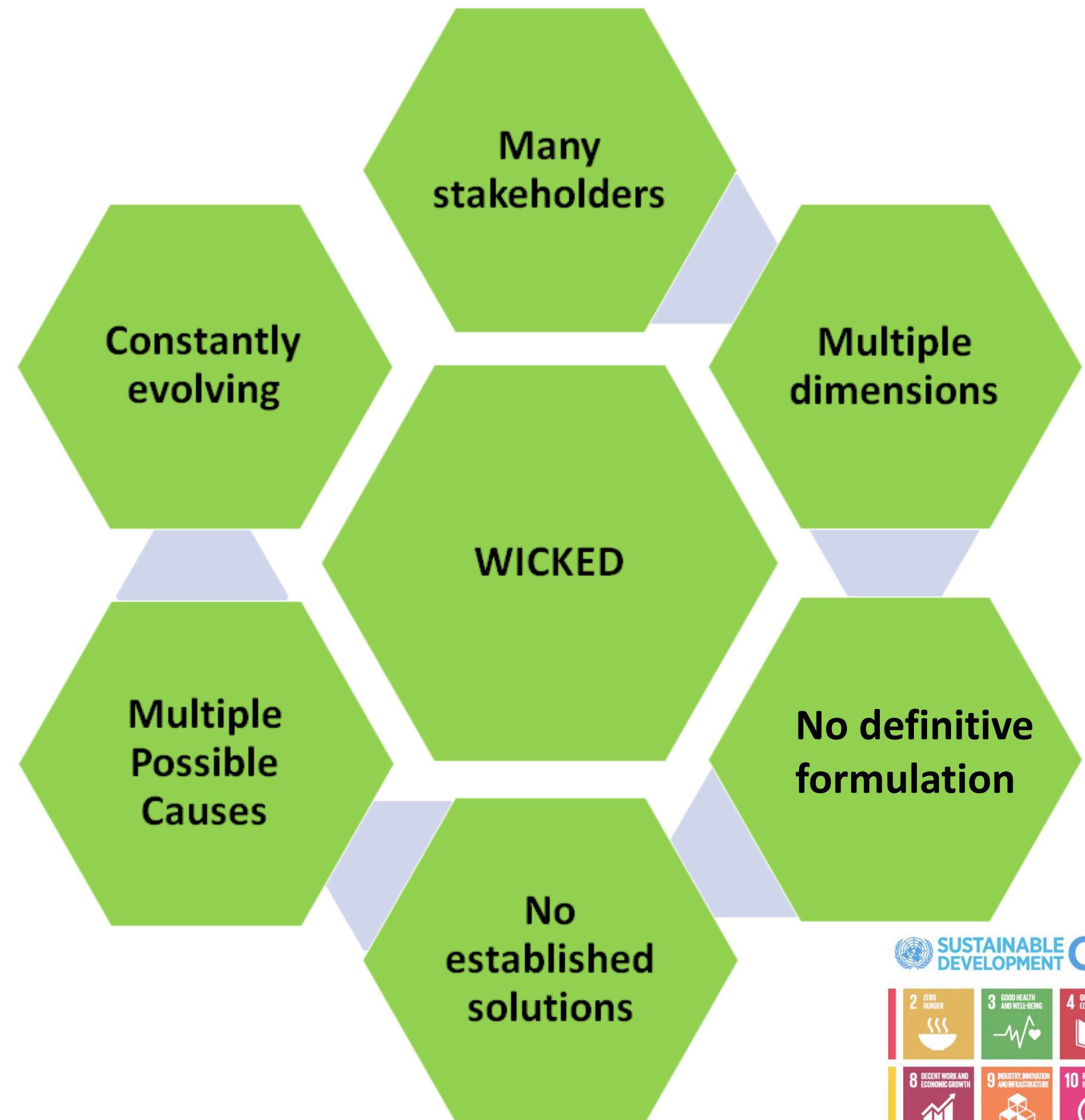


A hand-drawn diagram of the VUCA World acronym. The letters V, U, C, and A are written in red ink, each at the start of a word. The words are Volatility, Uncertainty, Complexity, and Ambiguity, written in black ink. The words are arranged in a vertical list, with each word starting with its corresponding letter in red. The background of the diagram is a white piece of paper with a dark border.

Volatility  
Uncertainty  
Complexity  
Ambiguity

# SKILL FOR WICKED PROBLEM-RESOLUTION

- Real-world context
- Multiple points of value creation
- Experiential learning for multi-stakeholder action
- Engender shared responsibility for societal issues
- Encourage practical collaborative action: cross-sector & intergenerational





# Awareness



## DEVELOPING UNDERSTANDING & COMPETENCE

- Teaching the SDGs
- Linking SDG value to institution core values
- Mapping curriculum through the SDGs
- SDG-related exchange programs b/w school/university & business
- SDGs useful framework for bringing in more complex or controversial local or national issues
- SDG entrepreneurial learner ambassadors
- SDGs to engage the community
- Use the locality as a learning environment
- To develop collaborative relationships with industry, government, communities, the private sector, & non-governmental organisations around specific SDG challenges
- Support and incubate SDG innovation through enterprise hubs
- Feedback gathering (ideas/impact)
- Reflection opportunities (self-awareness, development)
- Report, communicate & showcase contribution to the SDG value creation
- Educator SDG/value creation CPD



## Moving to Action & Impact



# THE ENTRECOMPEDU EDUCATOR

IS ABLE TO FACILITATE LEARNERS TO:

Develop 21c skills & competencies

Recognise all problems as an opportunity for new value creation

Collaborate and network with others

Challenge & change production and consumption practices

Promote sustainable production practices and processes

Empower themselves & others to affect change in the distribution of power & res

Question & disrupt underlying cultural and normative assumptions and practices

Develop initiative & self-confidence in whatever they undertake

Develop an ethical and sustainable thinking mindset

Take risk, experiment; create and innovate

Celebrate human capacity & capability





ENTRECOMPEDU  
Pioneer School

# Entrepreneurial pioneer school



Our preparations began by making template triangles to be used as stencils for our bunting. We used our measuring and cutting skills.

We used the different sized stencils to draw various triangles onto our materials.



Our finished product cost was the most purchased for £3 have had a fun and week creating our

FP2  
Recycling  
Newspaper



We can ...

- Be Ambitious, Capable Learners.
- Be Ethical, Informed Citizens.
- Be Enterprising, Creative Contributors.
- Work with Others and Learn Through Experience.
- Mobilise Resources and Persevere.
- Think Sustainably and be Creative.
- Explore things that were to be thrown away.
- Discuss how to turn them into something new.
- Experiment creatively with different resources.
- Create individual jewelled spinners to take home.
- Work together to test Loose Parts for our vision.
- Persevere with fine motor skills to tie knots and thread.
- Collaborate together and help each other.
- Create two Giant Light Catchers for our Nursery Yard.
- All agree that they are beautiful!





# MULTI-STAKEHOLDER VALUE CREATION INCL. LEARNERS



WATCH THESE SPACES:  
FOR INSPIRATION, RESOURCES &  
VALUE CREATION OPPORTUNITIES

Felicity Healey-Benson, 16 February 2021

18 June 2019: The Brookings Institution  
14 “SDG Leadership Cities”

Accra (Ghana)  
Bristol (UK)  
Ethekwini Municipality (South Africa)  
Helsinki (Finland)  
Los Angeles, New York, Orlando &  
Pittsburgh (US)  
Madrid (Spain)  
Malmo (Sweden)  
Mannheim (Germany)  
Mexico City (Mexico)  
Milan (Italy)  
Yokohama (Japan)





# EDUCATION LENS INTO BUSINESS VALUE





# OPERATIONAL VALUE CHAIN





PRIMARY

<https://www.un.org/sustainabledevelopment/student-resources/>



The DFC 4 step FEEL, IMAGINE, DO and SHARE process is broken up here into 7 sessions (45 mins)



**7-14 years** : 'template projects', resources support educators to offer collaborative, pupil-focused lessons that are each linked to at least **two core skills** and one SDG

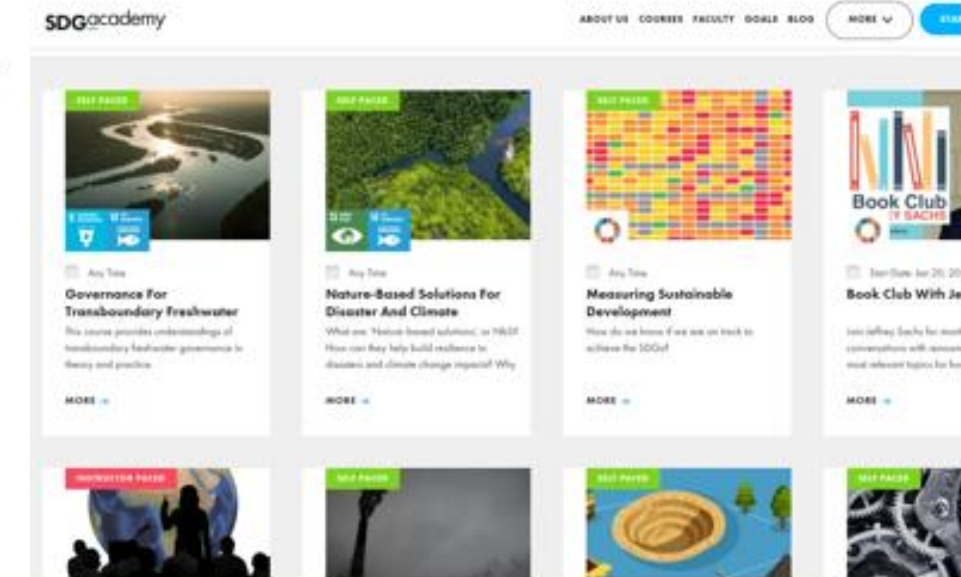




## SECONDARY & HIGHER



SDGacademy



Global Ideas learning packs

- 12-16 years (7 themes climate and biodiversity so far)
- booklet for teachers (for classroom teaching)
- workbooks for participants (for distance learning)
- games, films, articles, activities
- Available in ENG, SPANISH & GERMAN



Black Mountains College



Italiano/Italian  
Français/French  
Español/Spanish  
Nederlands/Dutch  
Cymraeg/Welsh  
Română/Romanian  
Polski/Polish  
普通话/Mandarin  
عربي/Arabic  
Gaeilge/Irish



Y Sefydliad Cytgord  
The Harmony Institute



**PRIMARY & SECONDARY & +** <https://en.unesco.org/themes/education/sdgs/material/>



<https://globalgoals.scot/resource-hub/>



**All ages & educators**

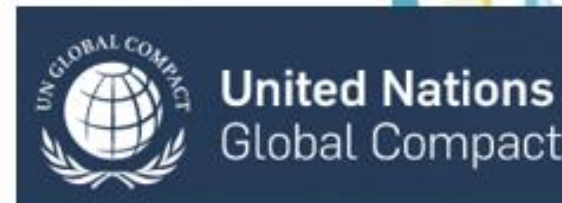






<https://sdghub.com/resources/>

Business Education



Personal Goals

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

Good Life Goals



booklet for teachers  
(for classroom  
teaching)  
workbooks (for  
distance learning)  
games, films,  
articles, activities

Global Ideas learning packs



Link to related agendas



conscious  
fashion  
campaign

Conscious Fashion Campaign



GREENPEACE





# IDEAS, OPPORTUNITIES RESOURCES & IN TO ACTION FOR EDUCATORS & LEARNERS

- Support educators to facilitate 'Harmonious Entrepreneurship'
- Equip young adults with the knowledge, competences and skills to launch a Harmonious Entrepreneurial venture
- Encourage research into 'Harmonious Entrepreneurship' and the outcomes resulting from its application
- Recognise & disseminate research findings and best practice through publication, competitions and conferences

Felicity Healey-Benson, 16 February 2021



HES 2021



## The Harmonious Entrepreneurship Society

### A holistic systems-thinking approach to entrepreneurship

Set up to promote and advance harmonious approaches to entrepreneurship to address the sustainability challenge facing our planet.



# CASE STUDIES

## SANERGY

The venture, which opened in November 2011, is the brainchild of three MIT MBA students who were required to find a solution to a problem facing 1 billion or more poor people globally.

The three agreed that in most developing countries sanitation needs addressing and that it could be done profitably by adopting a systems thinking approach

Felicity Healey-Benson, 16 February 2021



## HES 2021

The Harmonious Entrepreneurship Society	Aim	Terra Carta	Founders ▾	'Live Project' – HES MOOC		
Projects ▾	Ed. Resources	Case studies ▾	Project Advisors	Blog	SDGs	Contact

## Sanergy and the Power of Systems Thinking

### HES Case Study





# CONNECT

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- The Global Goals app
- SDGs in Action
- SDGs in your pocket
- #GlobalGoals
- Etc.





Felicity Healey-Benson • 1m

## Entrepreneurship & the SDGs (Creating value through the SDGs)

Sharing ideas/resources links on making use of the SDGs to create different types of values - to furnish a wider resource repository



<https://padlet.com/felicityhealeybenson1/hj57rq1etbmo2odb>



# WHATEVER YOUR MISSION

CATERPILLAR  
FOUNDATION  
CATERPILLAR



ENTRECOMPEDU

Growing new GREtAs..



2020 GOALKEEPERS GLOBAL GOALS AWARD WINNERS



**THE CHANGEMAKERS,  
ENTREPRENEURS AND INNOVATORS  
CHAMPIONING THE SUSTAINABLE  
DEVELOPMENT GOALS**

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**BONITA  
SHARMA**

**INNOVATOR, BELIEVER**

Bonita is the co-founder and CEO of Social Changemakers and Innovators (SOCHAI) – a youth-led non-profit organization in Nepal. Bonita founded SOCHAI to improve the nutritional health for nursing mothers and young children and to economically empower marginalised women through business opportunities. Bonita was listed by the BBC as one of the 100 most influential women in the world in 2019. She has been recognized by UNESCO as a Female Champion for educating women and girls in Nepal. She was also the winner of One Young World Lead 2030 Challenge and UNICEF Asia Pacific Youth Innovation Challenge 2016 for her idea of 'Nutribeads' bracelet – a low tech wearable nutrition education tool.

Entrepreneurially skilled & in to action



# QUESTIONS? !

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## Felicity Healey-Benson

- International Institute of Creative Entrepreneurial Development, UWTSd
- EntreCompEdu
- EmergentThinkers.com
- Harmonious Entrepreneurship Society

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[felicity.healey-benson@uwtsd.ac.uk](mailto:felicity.healey-benson@uwtsd.ac.uk)

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## EntreCompEdu Cafe Series 2021

