

FUTURE17

Sustainable Development Goals
Challenge Program

PROJECT EXAMPLES



Throughout the previous cycles of Future17 there have been a huge range of inspiring projects collaborating with various project partners from all around the world.

We present several examples below of projects that may help to inspire your own project development.



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BEHAVIORAL CHANGE FOR SUSTAINABILITY IN THE UAE (UNITED ARAB EMIRATES)



Sustainable Development Goals:



Summary:

The aim of the project is to help EN-WWF assess the behavioral impact of its volunteer programs by developing a strategic proposal and implementation plan to evaluate whether participants are adopting sustainable practices and prioritizing nature in their decision-making after volunteering.

Students: Exeter, Duke Kunshan, LUISS, Stellenbosch

Mentors: Exeter, AUS

Findings and conclusion:

The project team proposed three key tools to evaluate the behavioral impact of EN-WWF's volunteer program: a longitudinal survey for environmental behavior scoring, a behavior tracker app feature, and observational checklists. These tools will help measure success, identify improvement areas, and support EN-WWF in refining its initiatives to foster long-term environmental stewardship among volunteers.

MAPPING EMERGING CLIMATE TECH SOLUTIONS (MEXICO)



FUTURE17
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Summary:

The project tackles the challenge of connecting emerging climate-tech solutions with scalable opportunities in Africa, Latin America, and Southeast Asia.

Sustainable Development Goals:



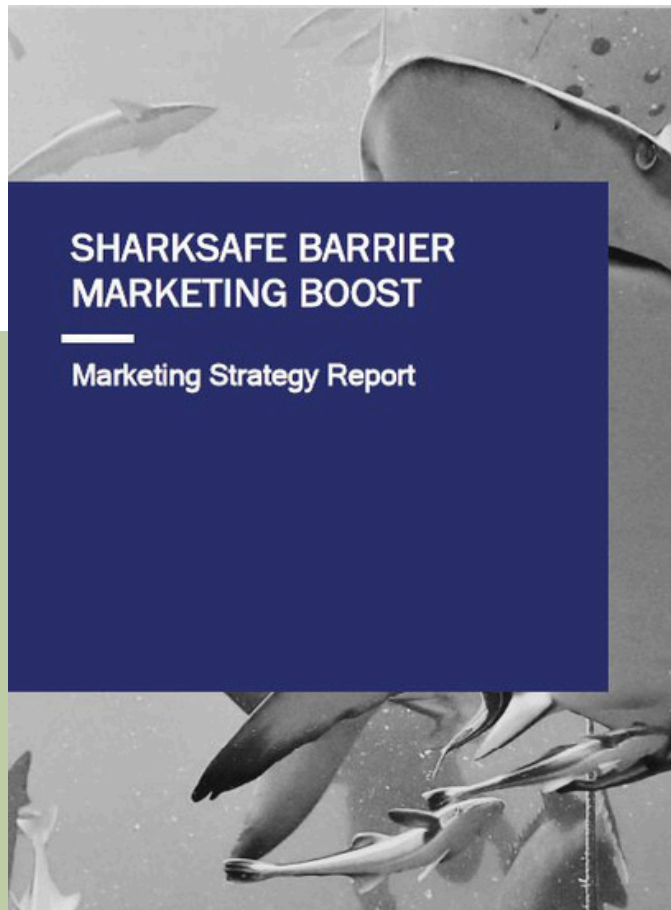
Students; Exeter, ASU, LUISS, Stellenbosch, Tec DM

Mentors: ASU, Stellenbosch

Findings and conclusion:

The project team recommended that MCV expand its database to include startups from underrepresented countries and sectors, offering better insights into underserved regions. They also suggested turning the Maya Campos chatbot into a fully functional external tool to boost engagement and access to MCV’s resources. Additionally, MCV can align investments with market trends—such as mobile fintech in Africa, hybrid models in Latin America, and influencer marketing in Southeast Asia—and promote cross-regional innovation by piloting solutions in one region and adapting them for others to enhance scalability and impact.

SHARKSAFE BARRIER MARKETING BOOST (SOUTH AFRICA)



Sustainable Development Goals:



Students: Exeter, AUS,
Duke Kunshan, LUISS

Mentors: Exeter

Summary:

The aim of the project is to increase the likelihood of sales within 6 months by developing a ready-to-implement marketing strategy for SharkSafe Barrier, an eco-friendly, scientifically tested shark protection solution that safeguards both humans and marine biodiversity.

Findings and conclusion:

The project team suggested marketing campaign packages supported by social media strategies, an SEO analysis, an ESG report, curated hashtags, recommended accounts for reposting, music suggestions, and crowdfunding ideas. These packages are well-aligned with SharkSafe Barrier's external opportunities (PESTEL) and effectively leverage the UN SDGs.

ARCTIC ELEGANCE - FROM WASTE TO FASHION (SWEDEN)



Sustainable Development Goals:



Summary:

The project aims to support Arctic Elegance, a sustainable fashion brand, by addressing key challenges through strategies that strengthen brand identity, enhance digital marketing, and develop scalable systems for sustainable growth.

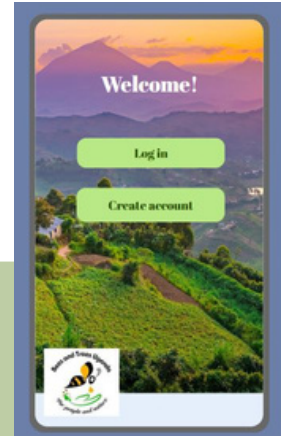
**Students: Exeter, LUISS,
Stellenbosch, Tec DM**

Mentors: Exeter, LUISS

Findings and conclusion:

The project team recommended that the company leverage its unique blend of sustainability, innovation, and luxury to build a strong global presence, while addressing challenges like competition, cultural differences, and supply chain complexities. By emphasizing its value proposition—sustainability, exclusivity, and storytelling—the company can stand out in the evolving fashion market. With effective scaling and strategic execution, it has the potential to thrive and lead in responsible luxury fashion.

BEES & TREES STORY BOOK AND APP (UGANDA)



Summary:

The project's aim is to educate school-aged children about the link between nature, livelihoods, and climate through an enhanced, interactive children's book, while promoting transparency and accountability in environmental initiatives via a tree and beehive mapping app.

Sustainable Development Goals:



Students: Exeter, AUS, Stellenbosch, TEC DM

Mentors: Satbayev, Stellenbosch

Findings and conclusion:

The project team has enhanced the book to effectively highlight the vital connection between nature, people, and climate by educating children through an engaging story, aligning with 3 interconnected SDGs, and including interactive activities that build teamwork, problem-solving, and environmental responsibility.

The book also links its message to real-world actions, inspiring creativity and accountability.

Additionally, the team developed an app to map trees and beehives, promoting transparency and engagement in environmental efforts.

SUSTAINABLE AGRI-FOOD TECHNOLOGIES FOR ASEAN NATIONS TO MEET NUTRITIONAL NEEDS BY 2050 (SINGAPORE)



Sustainable Development Goals:



Summary:

The project team identified sustainable agri-food technologies for ASEAN nations, assessed their feasibility, and developed strategies for effective implementation. This involved analyzing nutritional needs, evaluating costs and scalability, and proposing policies and collaboration frameworks to support adoption.

Students: Exeter, Auckland, LUISS

Mentors: Auckland

Findings and conclusion:

The project team has proposed a strategic framework to address food insecurity in ASEAN, starting with a pilot in Myanmar.

The framework combines innovative technologies, policy guidance, and evidence-based strategies to build sustainable and equitable food systems.

It is based on 3 core principles: sustainability through precision agriculture and biotechnology, inclusivity for smallholder farmers and vulnerable groups, and regional collaboration to share expertise and resources across ASEAN.

ENVIROGAUGE: ADVANCED TOOL FOR SUSTAINABILITY ASSESSMENT IN ENGINEERING PROJECTS (UK)



Sustainable Development Goals:



Summary:

The project aims to develop and enhance a technological tool for the British consultancy firm, Sweco, streamlining sustainability assessments across project development stages and ensuring alignment with global standards and frameworks.

Students: Exeter, ASU, Stellenbosch, Satbayev, Tec DM

Mentors: LUISS, Tec DM

Findings and conclusion:

The project team has recommended creating sustainability indicators that assess performance at global, regional, and local levels while accounting for cultural contexts.

They have also advised incorporating spatial, social, environmental, and political factors into models to generate more actionable insights for policy-making.

Additionally, they suggested exploring the Advanced Sustainability Assessment Tool (ASAT) to enhance existing measurement tools.

AI INTEGRATION FOR THE POVERTY STOPLIGHT (PARAGUAY)



Sustainable Development Goals:



Summary:

The project aims to develop a strategic roadmap for the cost-effective integration of AI into the Poverty Stoplight program, which empowers individuals and communities to identify and address poverty-related challenges. The roadmap includes technology development, data analysis, mentorship enhancement, and the implementation of an efficient deployment plan.

Students: Exeter, ASU, Stellenbosch, Tec DM

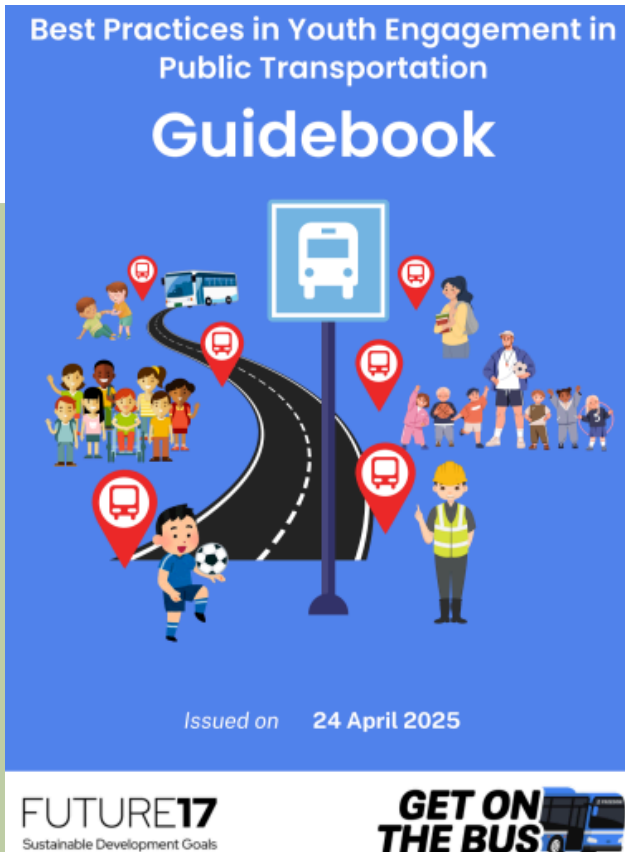
Mentors: Exeter, Stellenbosch

Findings and conclusion:

The project team has recommended a cost-benefit analysis to assess financial feasibility, prioritizing offline features for low-connectivity areas, and partnering with educational institutions to address the digital skills gap.

They also emphasized the need for clear data governance and ethical guidelines, along with a robust monitoring and evaluation framework to measure impact on poverty reduction and guide improvements.

BEST PRACTICES IN YOUTH ENGAGEMENT IN PUBLIC TRANSPORTATION (CANADA)



Sustainable Development Goals:



Summary:

The project aims to research and compile best practices in youth engagement in public transportation systems across Canada, the United States of America, and England.

Students: Exeter, ASU, CUHK, Duke Kunshan, Stellenbosch

Mentors: ASU, Stellenbosch

Findings and conclusion:

The project team has developed a guidebook that highlights best practices for youth engagement in public transportation. These practices are organized into key themes, including Finance & Incentives, Safety, Community Engagement and Youth Participation, Policy Advocacy, Accessibility & Inclusivity, Education, Transferable Youth Engagement Practices, and Technological Innovations.

The guidebook emphasizes that youth are not only primary users of transit systems, but also vital contributors to innovation and advocacy for more inclusive, sustainable, and accessible mobility solutions.

CREATING EQUITABLE OPPORTUNITIES THROUGH SUSTAINABLE TOURISM FOR MARGINALIZED BLACK TOURISM BUSINESSES (US)



CREATING EQUITABLE OPPORTUNITIES THROUGH SUSTAINABLE TOURISM FOR MARGINALIZED BLACK TOURISM BUSINESSES.

TEAM 06 | 25.04.25



Sustainable Development Goals:



Summary:

The project aims to enhance the sustainability, scalability, and profitability of marginalized small Black tourism businesses by fostering equitable opportunities that align with SDGs #8, #10, and #17, focusing on research, data aggregation, and needs assessment.

Students: Exeter, Stellenbosch, UNEC

Mentors: Stellenbosch, UNEC

Findings and conclusion:

The project team has developed a comprehensive spreadsheet and final report to support the Cultural Heritage Economic Alliance (CHEA) in engaging tourism boards and governments worldwide.

This data enabled CHEA Global to present research on Black Tour Operators at key events, advocating for marginalized tourism businesses. The project advances CHEA Global's mission to foster sustainable growth and greater inclusion in the global tourism industry.

GREEN COMPLIANCE & ETHICAL MARKETING FRAMEWORK (UK)



Summary:

The project aims to support small businesses in understanding, implementing, and marketing sustainability practices effectively.

Sustainable Development Goals:



Findings and conclusion:

The project team has delivered 3 key outputs:

- a Sustainable Compliance Framework and Dashboard
- a Green Marketing Analysis Report
- an Ethical Marketing Guide.

These tools aim to help businesses communicate their sustainability efforts transparently and in line with emerging regulations.

Students: Exeter, AUS, CUHK, Stellenbosch, UNEC

Mentors: AUS, UNEC

MAPPING EMERGING CLIMATE TECH SOLUTIONS (MEXICO)



Mapping Emerging Climate Tech Solutions

Summary:

The project tackles the challenge of connecting emerging climate-tech solutions with scalable opportunities in Africa, Latin America, and Southeast Asia.

Sustainable Development Goals:



Students: Exeter, ASU, Stellenbosch

Mentors: ASU

Findings and conclusion:

The project team has suggested:

- **Adaptive Agriculture:** Focus on underserved regions in Africa and Asia. Invest in bundled climate-smart inputs, community-led solutions, digital agri-tools, regenerative practices, women-centered programs, and climate-risk platforms.
- **Inclusive Fintech:** Support women-focused fintech, alternative credit scoring, mobile money services, blockchain trade finance, micro-insurance, and impactful remittance solutions. Emphasize ethical data use and build shared impact metrics.
- **Climate-Smart Technologies:** Back quantum computing, energy-efficient infrastructure, carbon capture, battery storage for off-grid areas, and integrated climate-agriculture-fintech business models.

WILDFIRE NEXUS - STAKEHOLDER IDENTIFICATION AND MARKET VALIDATION (US)



Sustainable Development Goals:



Summary:

The project aims to identify and validate key stakeholders willing to invest in wildfire innovation and determine the financial viability of different offerings to create a sustainable funding and engagement model.

**Students: Exeter, ASU,
Stellenbosch**

Mentors: Exeter, UNEC

Findings and conclusion:

The project team found that many wildfire innovations stall due to unclear and inequitable support pathways.

To address this challenge, they have developed 2 AI chatbot tools grounded in research and equity-centered design:

- Wildfire Innovation Compass – Helps early-stage innovators frame their ideas and assess readiness.
- Wildfire Strategy Studio – Builds on the Compass to support deployment, funding, and collaboration.

ASSESSMENT OF THE CLIMATE FINANCING LANDSCAPE FOR INNOVATION IN EMERGING MARKETS (MEXICO)



Financing the Future of Resilience: A Joint Assessment of Climate Innovation in Emerging Markets by Mercy Corps Ventures and Future17

Sustainable Development Goals:



Summary:

The project aims to understand the current financing market landscape in the climate tech space for emerging markets and identify potential funders for the Mercy Corps Ventures Climate Venture Lab and prepare fundraising materials.

Students: Exeter, ASU, Stellenbosch, UNEC

Mentors: Exeter, ASU

Findings and conclusion:

The project team identified a major gap in non-equity funding for early-stage, infrastructure-scale pilots in regions like Sub-Saharan Africa, Southeast Asia, and Latin America. To address this, they have created Maya Campos, an AI strategist that connects funders with pilot-stage climate resilience projects.

The work highlights the value of combining equity-centered design with AI-driven tools to close funding gaps and advance inclusive climate innovation.



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