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.

University of Exeter

QS

Behavioral Change for Sustainability in the UAE (United Arab Emirates)

Sustainable Development Goals:

Summary:

The project team developed a strategic proposal and implementation plan for EN-WWF to measure the behavioral impact of its volunteer programs. The plan aims to determine whether the programs have successfully influenced participants to prioritize nature in their decision-making and adopt sustainable practices following their volunteering experience.

Students: Exeter, Duke Kunshan, LUISS, and Stellenbosch

Mentors: Exeter and AUS

Findings and conclusion:

The project team proposes 3 key tools to evaluate the behavioral impact of EN-WWF's volunteer program: a longitudinal survey to generate an environmental behavior score, a behavior tracker app feature, and observational checklists.

These methods will help identify areas of success and opportunities for improvement, ensuring measurable progress toward sustainability goals.

This data-driven approach equips EN-WWF to refine its initiatives and inspire lasting environmental stewardship among volunteers.

Mapping Emerging Climate Tech Solutions (Mexico)

MERCY CORPS

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Sustainable Development Goals Challenge Program

Sustainable Development Goals:

Summary:

The project team researched emerging technology solutions across Africa, Latin America, and Southeast Asia, evaluating their scalability, impact potential, and funding needs within Mercy Corps Ventures's (MCV's) Future Resilient Thesis. The goal was to identify high-impact innovations that drive resilience and sustainable development in these regions

Findings and conclusion:

The project team recommended that MCV expand its database to include startups from underrepresented countries and sectors, providing deeper insights into underserved regions.

The Maya Campos chatbot should transition from an internal prototype to a fully operational external tool, enhancing engagement and improving access to MCV's resources.

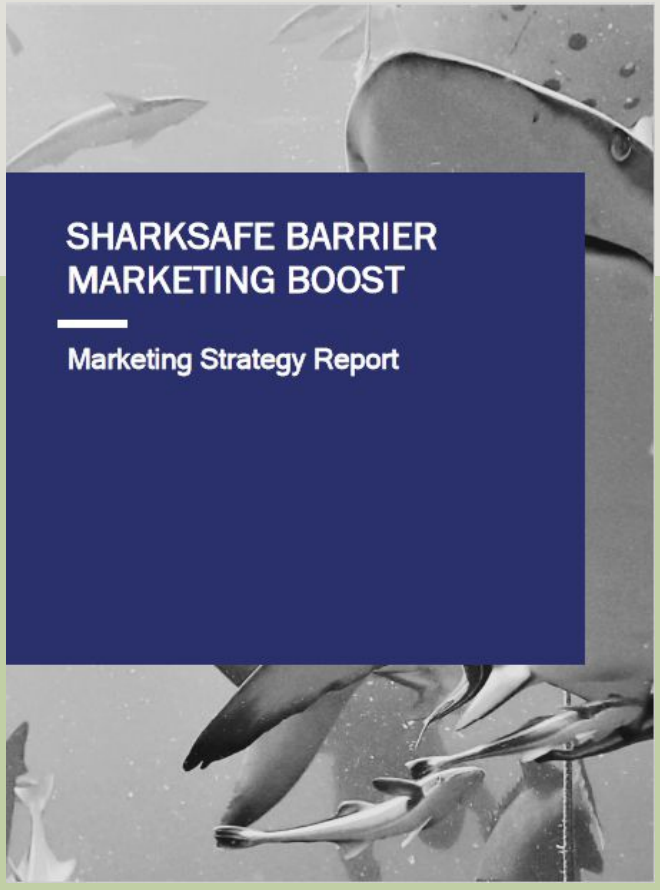
MCV can leverage market trends to guide investments in region-specific opportunities, such as mobile fintech in Africa, hybrid models in Latin America, and influencer marketing in Southeast Asia.

Finally, MCV can promote cross-regional innovation by piloting solutions in one region and adapting them for others, like precision agriculture in Africa, to boost scalability and impact.

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

Mentors: ASU and Stellenbosch

Sharksafe Barrier Marketing Boost (South Africa)



Sustainable Development Goals:

Students: Exeter, AUS, Duke Kunshan and LUISS

Mentors: Exeter

Summary:

The project team developed a ready-to-implement marketing strategy for SharkSafe Barrier, which offers the only scientifically tested, eco-friendly, shark-specific barrier that protects surfers, swimmers, and large sharks while preserving marine biodiversity. This ultimately increases the likelihood of securing sales within the next six months.

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 team recommended strategies to support Arctic Elegance, a Stockholm-based sustainable fashion brand that creates luxury pieces from fish skin leather, in addressing key challenges. These included establishing a strong brand identity that aligns with the company's storytelling, developing effective digital marketing strategies, and proposing scalable systems to ensure sustainable growth.

Students: Exeter, LUISS, Stellenbosch and Tec DM

Mentors: Exeter and LUISS

Findings and conclusion:

The project team suggested that the companu leverage its uniqueness, sustainability, and high-end appeal while overcoming challenges such as competition and cultural differences.

The company's innovative approach places it at the intersection of sustainability and luxury fashion. By emphasizing its unique value proposition - blending sustainability, exclusivity, and storytelling - the company can establish a strong global presence. Success will depend on scaling production effectively, managing supply chain complexities, and remaining competitive in the rapidly evolving sustainable fashion market. With strategic planning and thoughtful execution, the company has the potential to not only thrive but also lead the movement toward responsible luxury fashion.

Bees & Trees Story Book and App (Uganda)

Summary:

The project team enhanced the Bees and Trees children's book, making it more interactive, visually engaging, and easy to understand, helping school-aged children grasp the connection between nature, livelihoods, and climate.

Also, they developed an app to map trees and beehives, fostering transparency and accountability in tree planting and beekeeping initiatives.

Sustainable Development Goals:

Students: Exeter, AUS, Stellenbosch and TEC DM

Mentors: Satbayev and Stellenbosch

Findings and conclusion:

The project team enhanced the book that effectively conveys the vital role of nature in relation to people and the climate by:

a) Educates younger generations with an engaging story on environmental knowledge and the climate disaster cycle.

b) Focuses on three interconnected SDGs, showing how they align with the company's mission and goals.

c) Features fun, interactive activities that promote teamwork, problem-solving, and personal responsibility for protecting nature. b) Connects the message to real-world actions, inspiring creativity and a sense of responsibility, making the book exciting and accessible.

The project team also developed an App for mapping trees and beehives.

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.

Findings and conclusion:

The project team proposed a strategic framework to tackle food insecurity in ASEAN, beginning with Myanmar as a pilot.

This framework integrates innovative technologies, policy recommendations, and evidence-based strategies to create sustainable and equitable food systems. It is guided by three key principles: sustainability (leveraging precision agriculture and biotechnology to boost production while minimizing environmental impact), inclusivity (ensuring smallholder farmers and vulnerable communities benefit from advancements), and regional collaboration (promoting cooperation among ASEAN nations to share expertise and resources).

Students: Exeter, Auckland and LUISS

Mentors: Auckland

Envirogauge: Advanced Tool for Sustainability Assessment in Engineering Projects (United Kingdom)

Sustainable Development Goals:

Summary:

The project team developed and enhanced 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 and Tec DM

Mentors: LUISS and Tec DM

Findings and conclusion:

The project team recommended developing sustainability indicators using methodologies that assess performance at global, regional, and local levels while considering cultural contexts. They advised integrating spatial, social, environmental, and political criteria into sustainability models to generate more actionable insights. These enhanced indicators can help design targeted policies that improve quality of life through sustainable development. Additionally, the team suggested exploring the Advanced Sustainability Assessment Tool (ASAT) to further enhance existing sustainability measurement tools.

AI Integration for the Poverty Stoplight (Paraguay)

Sustainable Development Goals:

Summary:

The project team developed 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 and Tec DM

Mentors: Exeter and Stellenbosch

Findings and conclusion:

The project team recommended conducting a cost-benefit analysis to evaluate the financial feasibility of development and deployment, prioritizing offline functionalities for areas with limited internet access, and collaborating with educational institutions to close the digital skills gap and build a pipeline of AI professionals. Also, the team suggested establishing clear data governance and ethical guidelines to ensure privacy and security, as well as developing a comprehensive monitoring and evaluation framework to track the program's impact on poverty reduction and inform ongoing improvements.

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