



TRANSFORMATIVE STORIES

Entrepreneurs who revolutionized
their businesses through
sustainability.



Global Compact
Network Colombia

PRME Principles for Responsible
Management Education
CHAPTER **LATIN AMERICA & CARIBBEAN**



Universidad
Externado
de Colombia

VIGILADA MINEDUCACIÓN

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**Have you run out of ideas to
innovate in your business?**

**Get inspired and discover a new
way to bet on the Sustainable
Development Goals (SDGs)**

This guide includes important Innovations around the world, which will help you see business in a different light.

Prologue

"Every global and social issue of our day is a business opportunity in disguise." – Peter F. Drucker

In 2002 Dr. David Cooperrider launched an action research project called the World Inquiry into Business as an Agent of World Benefit at the Weatherhead School of Management. The World Inquiry sought to discover and share stories of business innovations that were solving social and environmental challenges while continuing to create value for the business itself. Fast forward to 2015, and the World Inquiry was relaunched as AIM2Flourish – the world's first higher education program supporting the UN Global Goals and promoting business's role in helping to achieve them. As we inch closer to celebrating the 10-year anniversary of AIM2Flourish in June 2025, we are astounded by the more than 5,000 stories of business innovations already published, by the more than 25,000 students registered on the site, and the more than 200 professors that have used AIM2Flourish and encouraged their students to help document these stories.

The book you hold in your hands (or are viewing on your mobile device) contains summaries of many amazing stories published on the AIM2Flourish website. Each AIM2Flourish story is written by a student or group of students enrolled in courses about business innovation, sustainability, ethics, or entrepreneurship (among other things) at their university. The program gets students out of the classroom to interview business leaders and social entrepreneurs to learn directly from them how they can create and sustain innovations for good at their organizations. In this book, you will be honoured to read short summaries of 91 innovations supporting each target of the Global Goals. If you are under the impression that the UN Global Goals were designed for governments and non-profits to achieve, this book (and every story on the AIM2Flourish website) will show you the power of business to contribute to solving the world's most pressing challenges.

Thanks to Gustavo A. Yepes López, Estefanía Acevedo and José Luis Camarena in this book you will learn more about Yummus Foods and how their model of sourcing directly from farmers is contributing to increased income and less poverty; Lucky Iron Fish which is solving iron deficiencies through their simple, innovative device that can be put directly into a pot of water; Kytabu, an ed-tech company that makes textbooks easier to access via their app; Bolsa Rosa which connects women with remote job opportunities in order to increase employment among mothers; Doolin Hotel which prioritizes sustainable solutions and reducing their carbon footprint; Carto uses data collection to make substantial impacts to climate action; Distrito Chocolate is using the creation of chocolate bars to create peace; and so many more. Each of these stories was discovered by students and is now shared for you according to the UN Global Goals targets they are meeting.

This book provides a fun and inspirational look at a serious topic – showcasing innovations that are changing the world for the better. I hope that if you've been inclined to read this book, it inspires you to find your own way to contribute, whether through your own behaviors and choices or your own entrepreneurial innovation. I encourage you to learn from and share these stories. After all, it's up to us to create the world we all want.

Megan Buchter
Fowler Center for Business as an Agent of World Benefit
Weatherhead School of Management
Case Western Reserve University
Cleveland, Ohio, USA
2025

Introduction

Neither a revolution nor a reform can ultimately change a society. Instead, you need to tell a powerful new story, one so persuasive that it sweeps away old myths and becomes the story of choice... a story so inclusive that it brings together all the fragments of our past and our present into a coherent whole, one that even sheds some light on the future so that we can take the next step... To change a society, you must tell an alternative story.

Ivan Illich (1926-2002)

During the time we were writing these lines, we were moved by daily news, first of Russia's invasion of Ukraine and then of the war between Israel and Hamas. The two wars have their own histories of tension and long-standing conflict. However, even in conflict zones, stories have emerged that inspire us.

For example, let's look at this story of two friends, one of them is a kibbutznik from Sasa (Jewish) and the other is an Arab Muslim from Ma'alot Tarshiha who teamed up to set up an ice cream shop together in 2013 to make delicious ice cream and unite their two communities, Arab and Jewish. They opened their first store in Western Galilee, hiring people from both communities and the region with various ethnic backgrounds and religious orientations, in an area without ice cream and in a country where most see the other side as an enemy.

The name of the ice cream parlor is Buza – a modification of the word bouza (ice cream) in Arabic. Today, with five stores, Buza receives visitors from various groups, including foreigners, police officers, soldiers, Muslims, Jews, Christians, etc. And they all get along.

On these pages, you will find stories of companies like Buza that have a greater purpose and have implemented innovations to achieve the Sustainable Development Goals (SDGs). These student-written stories are creating a new narrative – an alternate story – that sheds light on the future.

For us, the magic of the SDGs is that it makes us turn our sights toward an alternative, inclusive, and coherent narrative in the face of the significant challenges of humanity and the ecosystem. It invites us to act accordingly, to materialize it in stories of concrete innovations. And when we find ourselves in front of people who share their stories of innovation, adaptation, and regeneration, we are amazed. It encourages us to see what we have not seen before. They inspire us to say: "I see myself there. I want to do something like that. I want to be part of the change."

We invite you to browse this guide by pausing to read each review that catches your eye and encourage you to follow the link to the whole story. For your personal and/or collective reflection, we recommend three moments and approaches:

- Inspire - What moves me about this inspiring story? What do I connect with? How does it make me feel?
- Converse - What are my own experiences about companies that I admire? What are some of their actions that I admire?
- Visualize - What is all this asking of me? What would I like to contribute?



We must not forget that our individual and collective actions can have a positive impact. Everything we do is part of a story about our beliefs and values.

The world is listening. Join us in creating an alternative history that wants to emerge. Let us commence.



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The 17 Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are not global goals or goals to be achieved, but they are also opportunities and a source of inspiration. This guide is created thanks to young entrepreneurs and small businesses that, only with their creativity, ingenuity and strength, revolutionize the way of thinking and doing business.



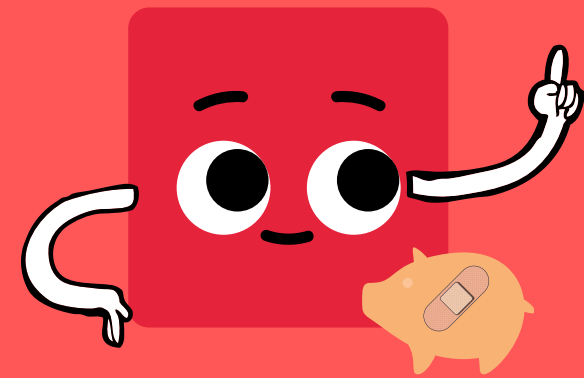
THE GLOBAL GOALS



**“Don't be part
of the crowd,
be part of the
solution”**




Chapter 1



The time has come to put aside limitations and explore the capabilities of a world where innovation and development become the fundamental tools to transform the lives of the most vulnerable people. Next, you will be part of the path of many entrepreneurs who changed their mindset to thrive with innovative solutions in a world full of challenges.

1 NO
POVERTY





1.1 By 2030, eradicate extreme poverty for all people worldwide, currently measured by a per person income of less than \$1.25 per day.

Yummus Foods, a Guatemalan chickpea company with the idea of "changing the world, one snack at a time," Yummus F. realizes that by sourcing directly from small-scale local farmers, they could gradually improve people's quality of life and increase their incomes, thanks to this idea, farmers can obtain "up to 3 times more net income compared to corn (a traditional Guatemalan crop)." With this solution, they were able to provide stable, fair and equitable opportunities for local workers and a better quality of life.

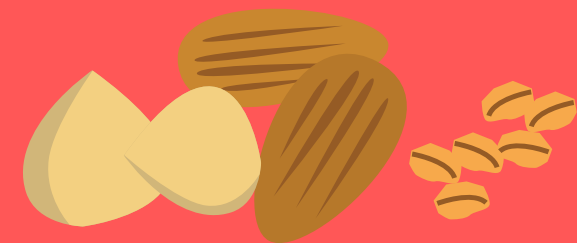
Interested in this story? Continue to be inspired here: <https://aim2flourish.com/innovations/hope-in-garbanzos-economic-and-agricultural-opportunities-in-guatemalan-chickpea-production>

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

Do you like cashews? This may interest you:

Unfortunately, in Indonesia, there are two challenging situations: the poor quality of the soil and the lack of employment, which makes it impossible to generate income and opportunities for communities dedicated to agriculture. One of the most important fruits is cashews in Bali, with almost 80% sent abroad for processing and generating additional expenses. However, one company had a great idea for solving these problems. The East Bali Cashews (EBC) social enterprise achieved what other companies have not. EBC has increased the income of its communities through the production, purchase, and processing of cashews while providing employment opportunities for women, making it an inclusive and prosperous company.

Read the whole story here:: <https://aim2flourish.com/innovations/from-a-humble-village-a-globally-responsible-company-was-born>





DO YOU WANT YOUR COMPANY TO REDUCE THE HIGH LEVELS OF POVERTY IN YOUR COMMUNITY? LEARN HOW TO "REVIVE REGIONAL COMMUNITIES" LIKE COPAG DID

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

CV Green Health Agriculture in Java, Bali, has quite an innovative business model, where they have decided not to own land to grow their rice but instead to make landowners and farmers their partners with a profit-sharing plan. This organization has provided seeds, organic fertilizer, and technical supervision to its members, all considered initial working capital. By doing that, CV Green Health Agriculture cuts distribution costs, ensuring that the price for its end consumers is much lower than that of its competitors. What did you think of this great innovation? Could you implement it in your business? Read the full story here: <https://aim2flourish.com/innovations/appreciate-high-quality-and-uniqueness-of-indonesian-coffee>

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030, achieve substantial coverage of the poor and the vulnerable.

COPAG is a "cooperative" business model in Morocco that has implemented a circular model. This company easily provides agricultural raw materials, machines and tools to farmers who supply COPAG in large quantities. In this sense, the company did not choose to get new suppliers or change location, but on the contrary, provided all the resources so the farmers can continue to work with their crops, take care of their cows and improve their farming practices. Have you identified yourself? Check out the full case here: <https://aim2flourish.com/innovations/a-durable-business-model>



Chapter 2



As businesspeople, searching for a positive impact seems easy, but that first step is often the most difficult. This guide could become a seed that inspires many and drives change towards responsible food production and sustainable supply chains.

Together we can cultivate a sustainable future.

2 ZERO HUNGER



2.1 By 2030, end hunger and ensure access for all people, particularly the poor and people in vulnerable situations, including infants, to healthy, nutritious, and sufficient food throughout the year

Alcagüete is an innovative company that arose from the friendship of three young Colombians. Thanks to this incredible synergy, they created a 1-and-1 model, and since 2014, they have pursued their purpose of guaranteeing child health. These great friends have delivered more than 800,000 food portions to children at risk of malnutrition in different regions of the country, but this is not all. Their venture works like this: Alcagüete delivers highly nutritious food to disadvantaged children. Dare to create, and don't stay behind. If you have a similar idea, we will help you exploit it! Follow this story here: <https://aim2flourish.com/innovations/the-gain-of-sharing>



Sanggar ASI in Indonesia is a company that did not run out of options to contribute to the world. It is no secret to anyone that the millions of women who have given birth and are beginning their first steps as mothers in vulnerable communities do not have an easy job, especially when it comes to breastfeeding. Sanggar had a motivator that prompted them to start their journey, helping first-time mothers with limited resources to access a health service or a breastfeeding counselor, where diseases due to incorrect milk expression for their children are avoided. This story will definitely change the way we think when creating a company. Remember that we can always think of a solution to needs that are invisible to some: <https://aim2flourish.com/innovations/promoting-breastfeeding-and-strengthening-communities>

2.2 By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.

Have you heard about the Lucky Iron Fish?



LUCKY IRON FISH

Maybe this is one of your favorite innovations because it is for many people who suffer from malnutrition, iron deficiency and anemia!

Lucky Iron Fish is an innovation that, in addition to benefiting people's health, works to radically reduce malnutrition and low iron levels in people. The creator of this important product is Dr. Gavin Armstrong, who, after several studies, explained that "adding the iron fish in a pot of boiling water, it will provide 6mg to 8mg of iron, that is, more than 50% of the daily requirement," says its founder. In addition to its properties, this product is reusable, effective, and does not generate side effects. Each unit can last more than 5 years. Learn more about the Iron Fish here: <https://aim2flourish.com/innovations/an-ironclad-solution>

2.3 By 2030, double agricultural productivity and incomes of small-scale food producers.

The Hydroball is a device created in Spain by Fs Agrotecnology. Through its tool, this innovative company analyzes the characteristics of the soil, such as the composition of the field and the amount of water available for plants, among other topics, which greatly helps avoid water waste or soil degradation. This device can help to:

- Verify soil structure and water salinity.
- Reduce irrigation waste.
- This tool is highly effective and affordable, so even farmers with fewer resources can easily access the device.

Learn more about this story here:
<https://aim2flourish.com/innovations/accuracy-and-efficiency-are-the-future-3>



2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change.

AeroFarms, a groundbreaking story from New Jersey, proposes a unique growing method that produces high-quality vegetables year-round from fog, reduces water consumption, creates no waste, and delivers higher levels of produce. All these discoveries were possible thanks to aeroponics pioneer Professor Ed Hardwood from Cornell University, who also has a community farm program to end hunger through these vertical crops. What do you think of this process, which consists of growing plants with fog? If you are interested in this story, keep reading: <https://aim2flourish.com/innovations/an-agricultural-revolution>



2.5 By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources

Do you want to take your farm to another level? We'll tell you how Nedspice achieved it.

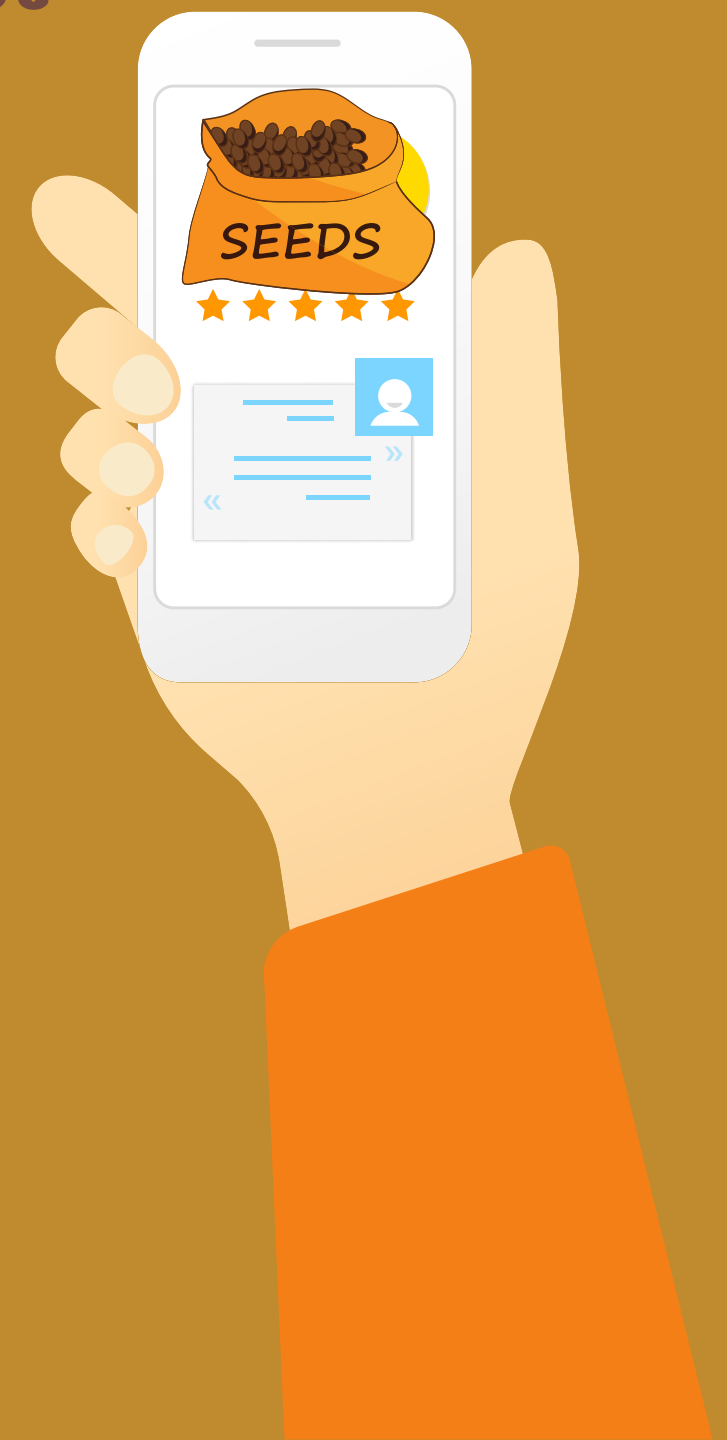
Nedspice is a company that makes its farmers part of the solution. This innovative company processes herbs, spices, and dehydrated vegetables. For its innovation, this organization is concerned about the improper use of pesticides and fertilizers, which, as we all know, are pretty aggressive for the environment. For this reason, Nedspice assures us that "beyond generating income, it wants to take its farm to another level." How did they do it?

1. They worked with each of their farmers to develop their skills in seed management, detecting the ones with the best quality and characteristics.
2. They learned about the need to incorporate sustainable agricultural practices, management and conservation of biodiversity, and appropriate waste management and management techniques.
3. Finally, they launched a mobile application that tracks seeds to verify the conditions in which their crops are.

Among the tools in the app, there is one for identifying current weather conditions and taking timely measures.

Would you like to take your farm to another level? We invite you to follow the story here:

<https://aim2flourish.com/innovations/a-seed-for-every-need>



Chapter 3



A fundamental pillar for business is well-being, as healthy lifestyles, mental, physical, and emotional health, and access to quality health services have become a priority. In this chapter, you will be impressed with the business ideas that changed the realities of many people who refused to solve problems.

3 GOOD HEALTH AND WELL-BEING



3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

Maatritva is an app created in India that aims to "not only reduce the number of preventable deaths but also improve the experience of motherhood and enable safe childbirth." How does Maatritva work? In addition to providing the opportunity for many mothers to detect and follow up on their pregnancies, especially those at high risk, the application assigns each woman a QR Code to map their health status and the stage of pregnancy in which they are currently. Thanks to this, they manage to avoid any early disease that may affect the mother and the baby. Maatriva is an app that revolutionized the healthcare world. Learn more about Maatrivtva: <https://aim2flourish.com/innovations/protecting-motherhood>



Combining technology with the contribution to the SDGs is one of the best options for entrepreneurship. Following its need to achieve a change in the public sanitation system, India called for innovation and development of the ERAM Group, seeking solutions that eradicate health issues after contamination by open defecation, creating an infrastructure without waste. After several signals about community health challenges, ERAM created a public electronic toilet with significant features that improve the environment and simplify the bathroom's maintenance. We share with you some benefits:

1. Fully automated and uncrewed operations
2. Easy to install and access (entry can be by a coin or an access switch for toilets in schools)
3. Energy-saving, environmentally friendly and sustainable
4. Open 24/7

Now that you know about this innovation don't miss out on knowing its entire story:

<https://aim2flourish.com/innovations/flushing-away-indias-sanitation-problems>

3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.

Milestones In Home Care is a company that will inspire the health industry, as it has focused on solving a need in patients who do not require hospitalization. This New York-based crucial innovation contributes to pediatric home health throughout the day. How does it work? Milestones cares for chronic patients and helps them take care of themselves at home outside the hospital environment, ensuring endless benefits for children, such as education, well-being, and quality of life. "By leaving that environment, it allows children to change their quality of life and also to change the traditional form of medical care," says Denise Giovanello, founder of the initiative. Denise, the creator of this scalable and very positive business model for society, has a fascinating story to share with you. We invite you to learn about it here: <https://aim2flourish.com/innovations/a-new-life-for-chronically-ill-children>



3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

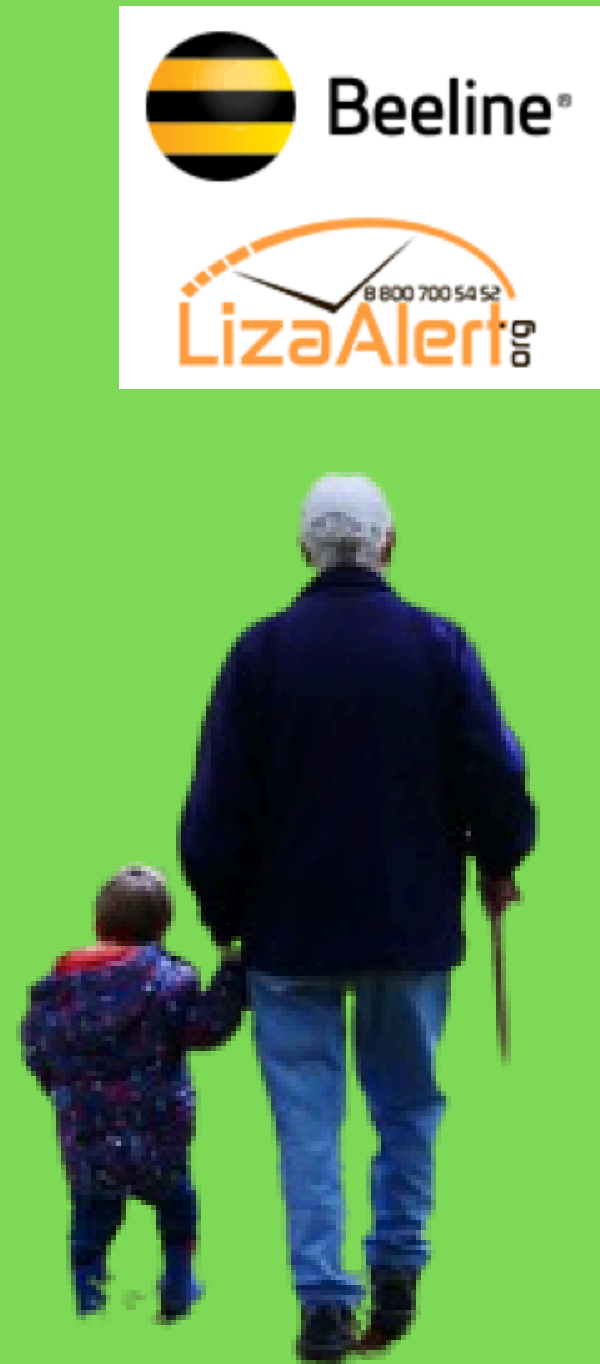


The Colombian company you will meet below will inspire you if you want to combine technology and health. Fabrilab provides health solutions based on "3D printing technologies", designing and manufacturing low-cost prostheses, using its own products and services, generating improvements in health and well-being for the most vulnerable populations. Fabrilab works on projects such as burn masks, leg prostheses, myoelectric prostheses, exoskeletons, and bioprinting. This company might inspire you in your next innovation. Check out their story here: <https://aim2flourish.com/innovations/3d-printing-technologies-enabling-dreams>

3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents.

VimpelCom is ready to rescue lost people. This innovation operates thanks to technology and communication. It arises from the large number of incidents in Russia where thousands of people, including children, go missing. In general, it isn't easy to find a person promptly, according to the case. For this reason, for VimpelCom, finding a living and healthy person through an immediate response is crucial. This platform allows for monitoring authorized and unauthorized areas to find people. This system also works with the Ministry of Emergency Situations and the police. Learn more about its story:

<https://aim2flourish.com/innovations/rescuers-finding-missing-people-with-ai-technologies>



3.8 Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Umana is a service that is part of the solution to an indisputable problem, healthcare access. The innovative service that Umana proposes for many Argentines is reasonably affordable and does not require intermediaries. In addition, it is an excellent benefit for people, thanks to the fact that there is only a relationship between the doctor and the patient, generating a mutual benefit, since the medical staff receives their payment immediately after the consultation, No lengthy processes, and appointment cancellations. Additionally, this service is relatively safe and fair for the patients. Do you want to know a little more about this inspiring story? Click here:

<https://aim2flourish.com/innovations/democratizing-access-to-health>

UMANA



3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

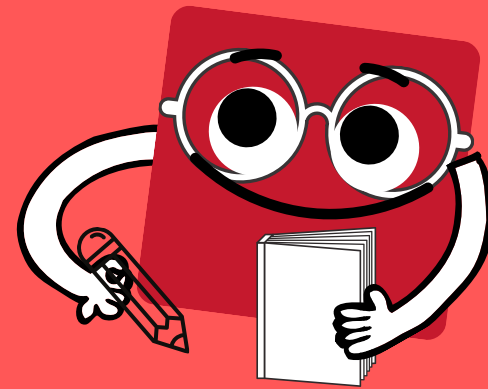
TIREGOD SAS is a Colombian company that bets on the recovery of tires. Its innovation lies in producing rubber forms from recycled tires to close the tire's life cycle. Most of its products become raw materials used in different fields of the regional and national industry.

What inspired these entrepreneurs was their concern about inadequate disposal conditions, which directly affect the health of citizens and act as a source of pest spread, among other environmental problems. Do you want to dig deeper into TIREGOD? We leave you with his story for inspiration:

<https://aim2flourish.com/innovations/tiregod-sas-for-a-better-world>



Chapter 4



After prioritizing people's well-being and health, it is time for the future to shine through the minds of our children and young ones, investing in achieving their full potential and providing innovative, disruptive, and accessible tools. Have you thought about how to enhance education through your business or entrepreneurship? Here are some ideas to inspire you.

4 QUALITY EDUCATION



4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes.

This is the story of an entrepreneur in Medellín, Colombia. His name is José Manuel Lopera, who discovered his passion for programming software from a very young age and who, over the years, created Aulas Amigas' [Friendly Classrooms] TOMi7 project. With his entrepreneurship, he provided educational solutions through software and hardware to teachers where schools did not have access to information and communication technologies. Now, they can have easy access without the need to connect to a WiFi network.

Do you want to contribute to education in your country? Get inspired by the story of TOMi7: <https://aim2flourish.com/innovations/tomi7-the-best-technological-tool-for-teachers>



4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.

Imagine creating a tool that contributes to the education of the children of your company's employees. Hipocampus is a social enterprise that focuses on providing a solution to Mexican citizens so that they not only obtain quality education but also provide care for children. This innovation is focused on selling companies in any sector a model of care and education at a very affordable price. This successful innovation has some exciting features:

- Montessori approach: seeks that the teacher is not only in charge of the educational work but rather guides since this approach prepares the environment so that children are in a position to learn
- Constructivist model: focuses on the child maintaining an active exploration of individual knowledge through experience so that they can build and shape their own thinking.

Now that you know Hipocampus, would you like to implement a methodology like this for your employees? <https://aim2flourish.com/innovations/hipocampus-centros-de-aprendizaje>



HOW MANY TIMES DID YOU LIMIT
YOURSELF FROM ENRICHING YOUR
KNOWLEDGE BECAUSE YOU COULD NOT
ACQUIRE A TEXTBOOK?

4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.



Kytabu is an innovation created in Kenya that provides greater access to education by renting textbooks, which are pre-installed in their mobile application without the need for an internet connection. Kytabu, in addition to contributing to SDG 4, is an incredible innovation that helps many children with economic limitations and contributes to overcoming inequality in society and fighting poverty in Kenya. Learn more about this Kytabu innovation:

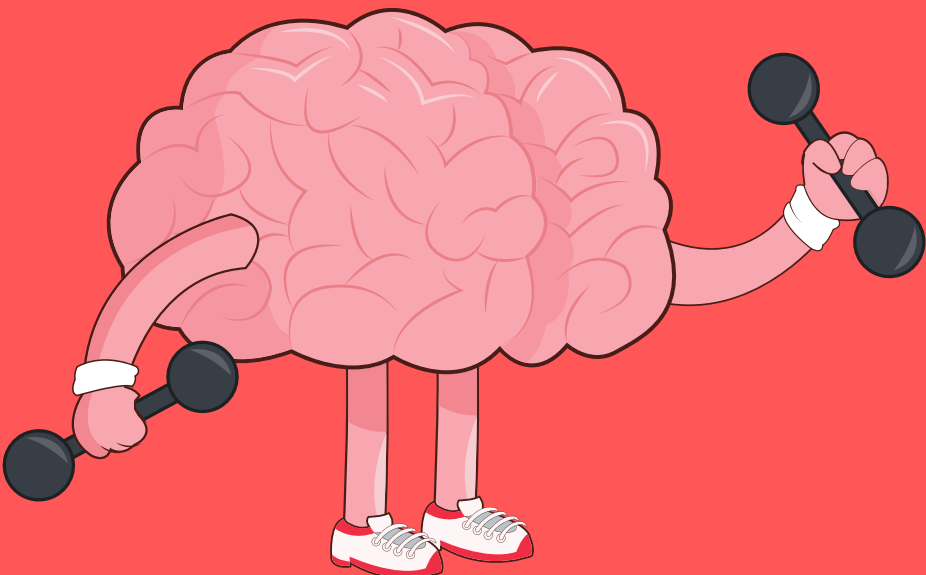
<https://aim2flourish.com/innovations/making-quality-education-accessible-to-everyone>

4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

In order to include a greater number of women in the digital industry, a laboratory in Lima - Peru, better known as Laboratoria seeks to provide women with a great opportunity. Firstly, they seek to reinforce their soft skills and, secondly, strengthen their technical capacities so that they are sufficiently prepared. This is all done through a 6-month Bootcamp, where they help them obtain a position as junior programmers so that they can quickly join the labor market. This innovation allows them to develop professionally, motivates them, and teaches them the value they have as women. It's definitely an empowering company! Learn more about this story here: <https://aim2flourish.com/innovations/programando-para-el-futuro>

4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Orange Neurosciences is a company in Kingston, Canada, that develops a cognitive therapy called ReadON.ai to improve the lives of struggling readers. This great innovation creates measurable academic, employment, and mental health impacts. Moreover, as mentioned in the story, it is quite "beneficial for vulnerable students with diagnosed or undiagnosed learning disabilities such as dyslexia, ADHD or autism spectrum disorders and association of stress, anxiety, depression, and suicidal tendencies." Everyone has the opportunity to learn regardless of any condition. If you liked this story, find out more here:<https://aim2flourish.com/innovations/education-for-all-all-for-education>

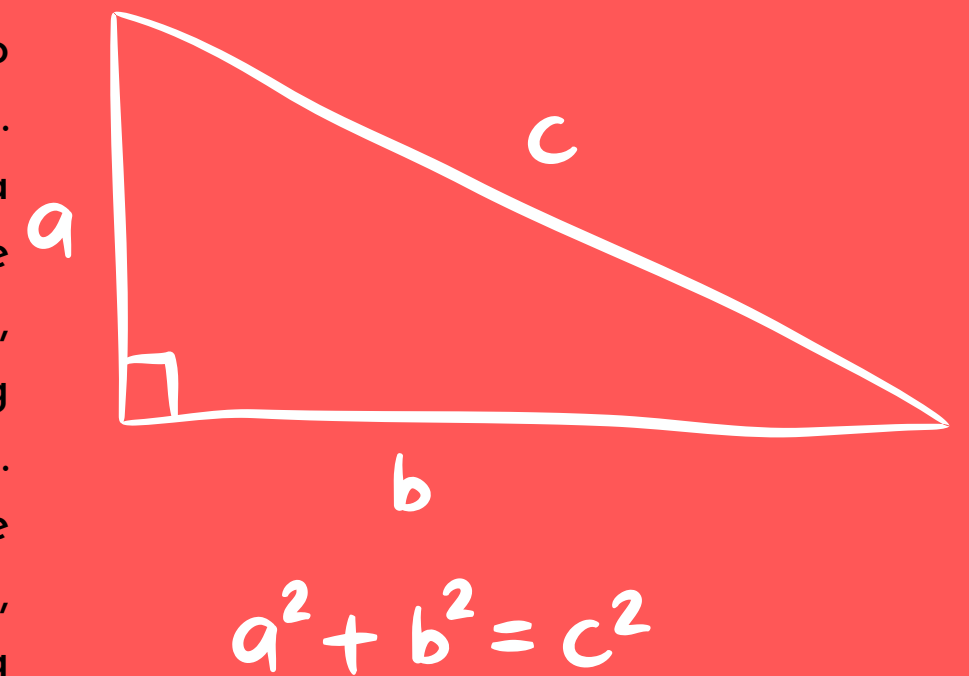


4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.

Klinik Pendidikan MIPA is an educational institution that decided to change all the schemes when it comes to providing access to education. MIPA delivers education with a flexible school fee called "the sincere payment method," allowing each student to bring an envelope with money to class. Of course, each student can use up some of the collected money, while the rest covers operating expenses, including teachers' salaries.

Students have easy access to education while strengthening the attitude and motivation of children, youth, and adults, as well as encouraging people with high incomes to contribute to people who want a better future in Indonesia.

<https://aim2flourish.com/innovations/the-uniqueness-of-business-in-keropak-seikhlasnya>



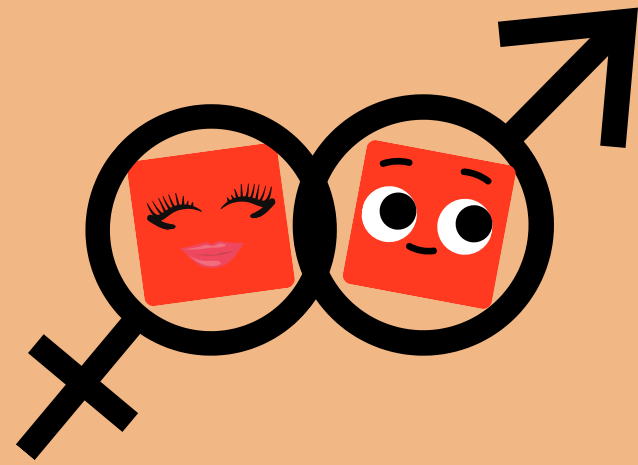
4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Have you ever heard of the inclusive coach?

Since 2019 in Montreal, Canada, Clarity emerged as a novel initiative that offers coaching services, self-management skills, emotional support, interpersonal problem-solving, and training for people who experience mental confusion and emotional turmoil, among other issues. Clarity provides its most vulnerable and affordable customers with a variety of discounts. This initiative gives access not only to young people but also to those with disabilities and Indigenous women who do not have access to a paid and high-quality coaching service. If you studied to be a coach or would like to impact your company, get inspired by Hitzel Trejo, CEO of Clarity. Access the following link: <https://aim2flourish.com/innovations/empowered-people-empower-people>



Chapter 5



Providing equal opportunities has become a priority and even a competitive advantage for many organizations. It is believed that this can only be implemented for some organizations or that embedding it in traditional business is impossible. In this chapter, you'll explore stories of companies that broke paradigms by creating spaces where there is no room for barriers of gender, race, or social status.

5 GENDER EQUALITY

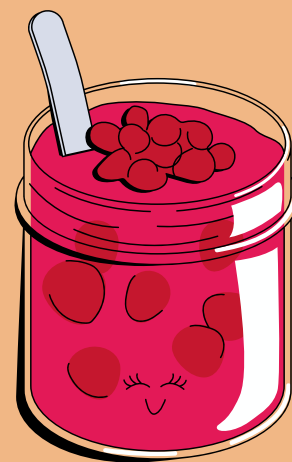


5.1 End all forms of discrimination against all women and girls everywhere.

La Chocoanita in Colombia empowers women from indigenous communities living in circumstances of inequality, violence, and vulnerability by selling handmade crafts and costume jewelry. Learn more about this empowering innovation here: <https://aim2flourish.com/innovations/una-tienda-hecha-a-mano-y-con-el-coraz%C3%B3n-desde-el-choc%C3%B3-culture-and-tradition-woven-by-hand-from-choc%C3%B3>

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

"We build from the pain of our life experiences. We work for the common good. Our purpose is to be a bridge to a less unequal and violent community," Inés – leader at MOA.



Mujeres de Oro en Acción [Gold Women in Action] is a company dedicated to working with, supporting, and empowering Argentine women who have suffered violence, abuse, or have been discriminated against in various situations. This remarkable innovation focuses on providing them the opportunity to obtain formal employment through the sale and marketing of jams and organic dressings they make themselves. Do you want to know more about this story? Click here: <https://aim2flourish.com/innovations/gold-women-in-action-moa>

5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

Taboo is a company that aims to sell organic cotton pads and tampons and allocate 100% of its profits in partnership with One Girl. This donation of sanitary products to women with economic limitations helps to end the stigma they have about menstruation through education and understanding that it is a biologically normal process and that it should not be a complex or challenging stage for any woman in the world. Learn more about Taboo: <https://aim2flourish.com/innovations/empowering-women-and-ending-period-stigma>

5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.

You'll love this story! Bolsa Rosa in Mexico is an innovation that offers direct access to flexible work schemes so that professional women/mothers looking for a flexible job can now reconcile their professional and personal lives. We invite you to immerse yourself in this beautiful story: <https://aim2flourish.com/innovations/empowering-women-and-reducing-the-gender-gap-in-the-workforce>

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

ProMujer offers a financial inclusion model in Bolivia, serving vulnerable women without access to traditional banking systems. This innovation has managed to provide microcredits to develop their own businesses, empowering and encouraging them to start their working life. Additionally, ProMujer provides them with training and mentoring so that they can obtain the necessary tools to develop their entrepreneurship. This is a story of inspiration that does not end here, Pro Mujer is already in 5 countries in Latin America, and we invite you to continue getting to know its founders, Lynne Patterson and Carmen Velasco: <https://aim2flourish.com/innovations/mujeres-agentes-de-cambio-en-latinoam%C3%A9rica>

5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.

1DOC3 is a platform created in 2013 in Colombia. It allows people to ask about health issues for free and even anonymously and get an answer from a doctor instantly or between 60 and 90 minutes, as described by its creators. This incredible innovation proves that we can continue advancing universal healthcare access. Continue reading the story here: <https://aim2flourish.com/innovations/health-answers-in-a-click-respuestas-de-salud-con-un-clic>



Chapter 6



How can we contribute to the well-being of people and the planet? Sometimes, ideas seem limited when creating sustainable management, especially with one of the most valuable resources, water. In this chapter, you will learn about new perspectives of entrepreneurs who began to implement efficient practices on water use and the promotion of environmental awareness. This was no easy task, so we invite you to explore the solutions that helped the most vulnerable access drinking water and sanitation.

6 CLEAN WATER AND SANITATION





6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

AeroNero is an innovation that wanted to contribute to one of the most important resources to which not everyone has access: water. AeroNero converts the humidity of the atmosphere into drinking water through a machine they developed. In addition, this excellent innovation incorporates a technology that purifies the air through photocatalysis, which reduces bacteria and viruses that can affect health. AeroNero's mission is to provide drinking, sustainable, and clean water in places with limited or scarce water. If you found this story inspiring, to learn more, click here: <https://aim2flourish.com/innovations/giving-birth-to-water>

6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

Many of us already know Agualogic; we even have this incredible product in our homes and businesses. Agualogic provides pure and safe water to the entire population, regardless of location. As part of its concern to mitigate the environmental impact caused by the emissions generated by charcoal and firewood when having to boil water, Agualogic has managed to carry out water filters in rural and jungle areas in remote regions of Colombia. This is an innovation that is part of the solution! Do you want to know how it works? <https://aim2flourish.com/innovations/agualogic-agua-para-todos-agualogic-water-for-everyone>



6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

Dawn always wanted to innovate to avoid water pollution. This American brand, now owned by Procter & Gamble, shares the same purpose to protect wildlife from disasters caused by oil pollution through its dishwashing liquid product. This product is formulated with environmentally friendly raw materials and does not put endangered species at risk. Do you also want to be part of this challenge? Learn more here:

<https://aim2flourish.com/innovations/dish-soap-for-the-wildlife-1>



6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

Perhaps you have already heard about Ahorra Max; you must know this story if you have not. Ahorra Max, is an innovative product that seeks to make efficient use of water resources through a formula that avoids wasting water in the toilet, as they reduce a good amount of water, thanks to its minimum number of water discharges in the bathroom. "Each bottle contains 500 cubic centimeters and can be used 360 times, which means that 360 times they will avoid redness," say the entrepreneurs. Do you want to know more about Ahorra Max? Here we tell you more about its history:

<https://aim2flourish.com/innovations/saving-drinking-water-in-the-bathroom>



6.6 By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.

Have you heard about dry toilets yet? In Lima, Peru, they created a StartUp of waterless toilets called X-Runner. This particular company joined the most innovative organizations in terms of access to water, especially for those informal properties that generate inadequate sanitation and that, over time, leave in their wake diseases, foul odors, and concentration of pests, among other problems that delimit well-being and quality of life.

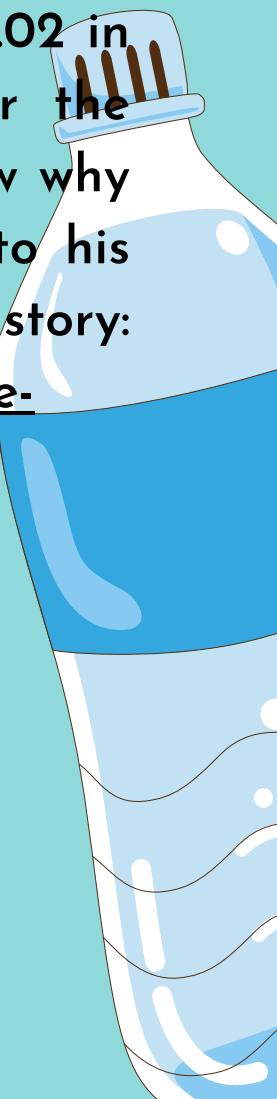
The toilets work by separating waste, considerably reducing the foul smell and spread of insects. As if that were not enough, X-Runner collects waste weekly, recycling it to make high-quality compost, maximizing the soil's productive potential and enhancing its fertility. Find out more here: <https://aim2flourish.com/innovations/sanitation-in-lima>

Another story? here it goes...

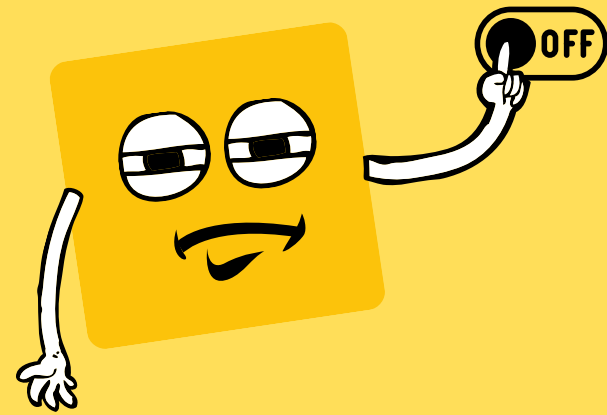
"La botella de héroe"

Cupanion's "Fill It Forward", an initiative in Canada, has been one of the best ideas of founder Matt Wittek since he wanted to move on from paper cups to reusable containers for drinking water. He spent an entire year developing a convenient and practical reusable bottle that people could use. On the other hand, Matt has solved not only environmental problems but also social ones through reusable containers; since he works with an application that can be downloaded on its label, "each scan gives a cup of clean water' and is equivalent to a minimum donation of \$0.02 in bottles of Cupanion. So, the more you reuse, the greater the impact it will have," its founder assures. Do you want to know why Matt, its founder, went from frustration to success thanks to his innovation? Keep reading his story:

<https://aim2flourish.com/innovations/cupanion-the-water-bottle-that-keeps-on-giving>

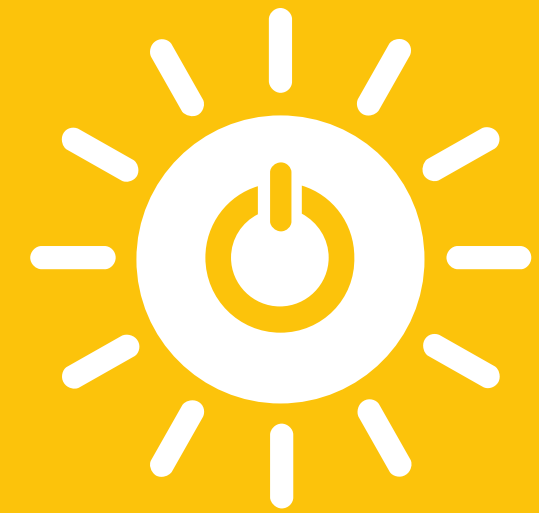


Chapter 7



The transition to renewable and sustainable energies has become the protagonist of most entrepreneurs who seek to concentrate on a future with affordable and non-polluting energy. You will discover below how many entrepreneurs from different countries invested in knowledge, production, and energy transformation in their organizations, consciously leading a future where clean energies are contemplated but also respond to ambitious goals to combat climate change.

7 AFFORDABLE AND CLEAN ENERGY



7.1 By 2030, ensure universal access to affordable, reliable and modern energy services.

E-Dina's Waterlight is a Colombian innovation that aims to generate renewable and clean energy for up to 45 days with just half a liter of salt water. This innovative product provides an immediate solution for supplying electricity while also working as a power bank for communities with low resources and limited access to electricity. It is clear that an idea can become a solution that positively impacts a community as a whole.



Continue reading the story here:
<https://aim2flourish.com/innovations/45-days-of-light-with-half-a-liter-of-water>

7.2 By 2030, increase substantially the share of renewable energy in the global energy mix.

Huevos Kikes is a company dedicated to the poultry sector, which within its production process, focuses on a solution to counteract animal waste, and pollution by the proliferation of flies, among other environmental problems, through the transformation of chicken manure into energy. The story mentions, "The process of transformation and mixing that results in biomass releases gases that produce the greenhouse effect, and other substances such as ammonia; both in low quantities are harmful to human beings," said the businessmen. Do you want to know more about this innovation? Click here:

<https://aim2flourish.com/innovations/una-empresa-verde-que-transforma-estiercol-en-energ%C3%ADa-a-green-company-that-transforms-chicken-manure-into-energy>

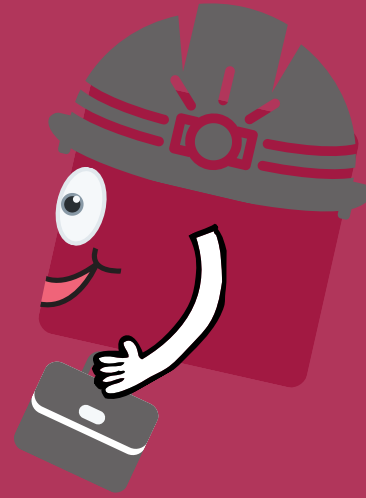


7.3 By 2030, double the global rate of improvement in energy efficiency.



Building an energy network for the base economies of the pyramid. Rural Spark has started "a clean energy revolution in rural areas of India and Africa." It is an enterprise that not only wants to contribute to the world but also seeks to contribute to society by empowering people to become producers and marketers of solar energy. This innovation provides a basic power kit consisting of a solar panel, a battery pack, and a router. This kit is handy as it is multipurpose and allows you to operate electronic devices, phones, mobiles, and tablets. This is an ideal solution for remote villages with limited access in India. Is this a necessity in your community? Learn how these entrepreneurs were inspired here: <https://aim2flourish.com/innovations/sparking-entrepreneurship-through-clean-and-affordable-energy>.

Chapter 8



Without having a business idea in mind, many entrepreneurs launched themselves into entrepreneurship with purpose. They even inspired themselves by promoting development, decent work, and economic growth. They managed to identify that this would be the motivating engine for creating decent jobs, fair and equitable labor practices, and investment in employee training and development.

8 DECENT WORK AND ECONOMIC GROWTH



8.1 Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries.

Since 2015, GO-Jek has detected an important need in Indonesia to improve mobility in the transport industry, which is quite limited and requires infrastructure improvements. For this reason, GO-Jek is here to stay and now provides disadvantaged communities with rideshare services in an affordable, efficient, and easy-to-use way.



Go-Jek provides economic growth through the work it offers to communities and focuses on vocational training, job protection, and improving social welfare. Want to know more about GO-Jek: <https://aim2flourish.com/innovations/indonesias-super-app-bettering-lives-of-2-million-partners>

8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

ZENIT Ingeniería, is a Colombian company that bet to generating employment in the construction sector. According to the experience of this company, "...the human resource usually has a fairly high turnover indicator", which is why the need arises to generate decent employment and, above all, to conserve human resources, hiring its employees directly, taking responsibility for timely payments, contribution to the social security system, taxes, and other social benefits, prioritizing above all the lower strata 1, 2 or 3. If you identified with this company and are looking to improve labor retention levels, follow their story here: <https://aim2flourish.com/innovations/empleo-formal-en-la-construccion-formal-employment-in-the-construction-sector>

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

For three years now, the founders of the company TPAGA have identified a problem with access to payment and money transfer platforms. Since that moment, TPAGA was founded mainly as an alternative to the taxi services sector. Now, TPAGA is a free mobile wallet used by several people such as housewives, taxi drivers, stylists, farmers, merchants, or entrepreneurs "...in TPAGA you will financial and economic empowerment without having to belong to a bank". Would you like to know this virtual wallet? We share her story here: <https://aim2flourish.com/innovations/inclusion-of-unbanked-people-of-latam>

8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead.

"Investing for a reason beyond money."

Common Interests is a company that focuses primarily on raising awareness of the need to live a sustainable life with lower carbon emissions along with clean and affordable energy. It has particular interests, such as generating a direct impact through investment in companies motivated to include responsible practices with the environment and society, such as renewable technologies, clean and sustainable production, and manufacturing processes. Robert Goellner, its founder, and his partners, are driven to foster greater social awareness so that smaller companies can work alongside them. Follow their story: <https://aim2flourish.com/innovations/investing-for-a-reason-beyond-money>

*"When we work together, our interests become common,"
Mr. Goellner.*

8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

Frutos del Parque is a Colombian company that provides opportunities to young people with intellectual disabilities to achieve their goals of solidarity and inclusion. According to its founders these youngsters are highly motivated to learn, meet, make, and sell an experience through 100% natural dehydrated fruit. By doing this, they earn an income while generating a social-environmental impact.

They acquire an income while generating a social-environmental impact. You can follow this captivating story at <https://aim2flourish.com/innovations/disfruta-tu-fruta-enjoy-your-fruit>



Another story? Here it goes...

Pixza is located in Mexico City and is a social empowerment platform disguised as a pizzeria. As a social empowerment platform, Pixza works daily to achieve the socioeconomically productive reintegration of young adults with a profile of social abandonment through a formal job offer and a multidimensional empowerment program. If you want to empower and embark on a path towards social initiatives in your company, follow their full story here: <https://aim2flourish.com/innovations/pizzeria-making-social-change-one-slice-at-a-time>



8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training

Again, from Argentina, Arbusta, an innovation currently positioned in Colombia, has an organizational process called CELULA, which aims to exploit the potential of human talent in the young population that "is not attractive to the market." Its main objective is to be able to help people who, due to various economic, educational, social, and even cultural situations, are excluded and discriminated against and have fewer opportunities.

Would you like to know about the history of Arbusta? Enter his story and be part of his inspiration:

<https://aim2flourish.com/innovations/la-potencia-del-talento-no-mirado-the-power-of-unseen-talent>



8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

Tony's Choclonely is a Dutch innovation with a clear objective "to eradicate slavery in the cocoa industry." It is no secret to anyone that this industry negatively impacts the people who work in cocoa production. For this reason, Tony's Choclonely is the company that has changed this thinking and includes in its mission "Tony's five rules of the game for slave-free cocoa": Traceable beans, a higher price, strong farmers, long-term stability, improved productivity, and less reliance on cocoa. If you have a business idea that is the same or similar, get inspired by the rest of its story:

<https://aim2flourish.com/innovations/tonys-choclonely-cocoa-lectively-abolishing-slavery>



8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Interno is the first restaurant located within a prison in Colombia that gives women a second chance. This innovative initiative has impacted the jailed population by changing the image of inmates by providing job opportunities and enhancing their skills and abilities so that they are valued by society. Link to the complete story: <https://aim2flourish.com/innovations/second-chances>

**DO YOU BELIEVE IN
SECOND CHANCES?**

8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Escappy Travel, is a responsible tourism company that classifies, profiles, and guides its customers to make them more careful with the destinations they select to travel. This company, led by its CEO Miguel Páez "contributes to the inclusive growth that drives the progress of different regions and communities," Miguel's purpose is also to be able to take his clients to places that adapt to their tastes and conditions as long as they value and take care of each of the locations they visit, gradually managing to protect and restore each of the ecosystems, reducing their pollution. Continue with this great story:

<https://aim2flourish.com/innovations/responsible-tourism-turismo-responsable>



Chapter 9



And if your thing is to adopt new disruptive technologies and develop sustainable infrastructures that contribute to the progress of society, this chapter contains stories of entrepreneurs who are transforming industries by creating new business opportunities, improving the environment and people's quality of life.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.

Hotel Doolin, located on the west coast of Ireland, has a particular personality. As stated in its story, this hotel has a corporate purpose where they prioritize sustainable practices focused on reducing the carbon footprint and use of waste, among other key issues that make it unique.



Their most crucial innovation lies in redesigning processes and services since they recognize the importance of caring for water and energy. One of those processes that have made a difference is the creation of an eco-barn and outdoor recreation for their guests. Doolin has an environmental policy that emphasizes people, profits, and the planet by reducing, reusing, and recycling in any way possible. They have also minimized the use of vehicles and continue to implement green initiatives. Do you have a hotel, or would you like to visit a hotel with sustainable initiatives? Keep reading this fascinating story here: <https://aim2flourish.com/innovations/hotel-doolin-changing-the-hotel-industry-for-the-better>

9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries

Wazte is a pro-environment virtual platform created by CEMEX that has changed how waste is recovered from other industries, and it is carried out by implementing a circular economy model. Wazte connects with large waste generators to reuse the waste in their concrete and cement production processes. Additionally, it has generated a positive impact in hiring people specialized in software development and promoting new professional opportunities for their colleagues to acquire new digital skills and abilities. If you connected with this story, continue to discover its innovation: <https://aim2flourish.com/innovations/mexican-digital-platform-to-schedule-waste-collection>



9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.

Credit Bank of Moscow (MKB) has been one of Russia's most successful examples of green banking. This bank is one of the most advanced in terms of sustainable development. This bank supports those projects with ecological and social interests and encourages them to show not only their tangible results at the corporate and financial level but also their non-financial performance.

As Elena Finashina, head of the sustainable development department, points out: "Our policy implies the need to evaluate all incoming projects in terms of social and environmental criteria. It means that, first of all, we check whether the projects we are going to finance comply with the social and environmental legislation of the Russian Federation and, in addition, with the requirements that the EBRD and the IFC meet."

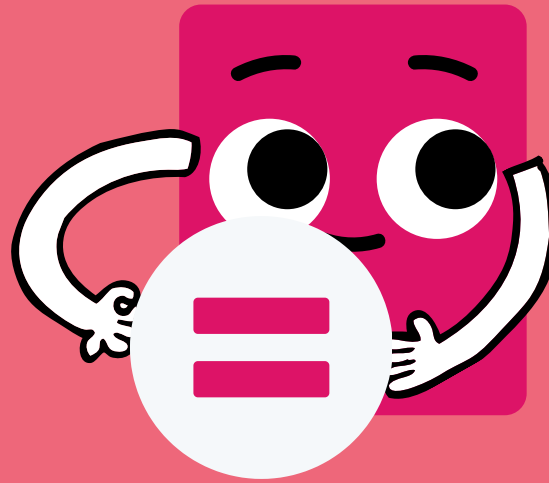
What do you think of this bank that constantly seeks to promote the good deeds of other companies? If you want to know more about this story, click here: <https://aim2flourish.com/innovations/a-pioneer-esg-driven-bank-in-russia>

9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.

The First Mile business innovation turns plastic bottles into clothing fabrics, supporting underdeveloped economies by avoiding waste that can reach landfills. How did this innovation come about? Rosenberger, its founder, traveled to Haiti to help after the earthquake that occurred in 2010. He realized that after the catastrophe, there was a lot of garbage, and there were not many jobs for those left unprotected, so he wanted to help both people and the environment. Now this company has expanded over time to Taiwan and Honduras, and they even have consolidated alliances with relevant brands such as Puma, Reebok, and Ralph Lauren. If you connected with this story, we invite you to read it in full here: <https://aim2flourish.com/innovations/from-plastic-to-fashion>

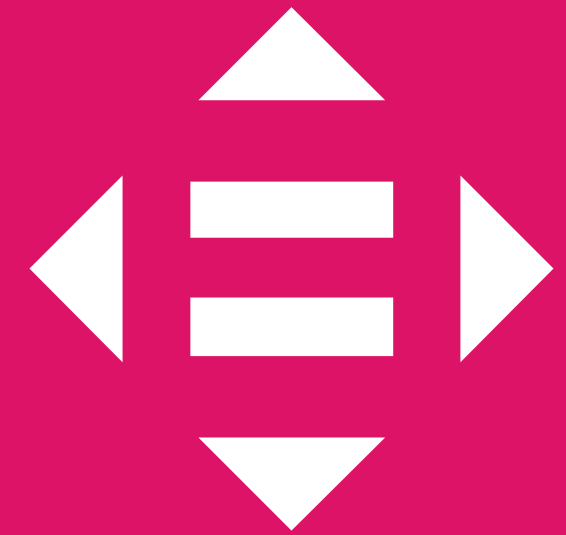


Chapter 10



Do you know of any businesses whose goal is to combat discrimination? In this chapter, we will take off the blindfold on limitations and find some examples of entrepreneurs who bet on reducing inequalities, promoting inclusion, and access to educational and labor opportunities. We will also be able to closely review why this was a motivator for starting a business.

10 REDUCED INEQUALITIES



10.1 By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

Peri Ferry in India is one of the companies that make a difference, as it seeks to change the reality of many people who are excluded by society. Peri Ferry emerged as an innovation that contributes to the transgender community since, in India, this group of people have little choice but to engage in begging or sex work. The published case states that most members who want to emerge professionally and obtain formal employment are usually paid relatively low salaries or exploited for fear of losing their financial stability.



For this reason, Peri Ferry acts as a coach for the transgender community, providing services to strengthen their skills at a professional level, such as communication and professional profiling. This not only motivates transgender people but also transforms the workforce, and, in the end, it is much more inclusive and stable, adapting strong, sustainable corporate policies and infrastructures where any type of discrimination is eliminated. Would you like to know more about this story? Find out more here: <https://aim2flourish.com/innovations/social-inclusion-and-financial-independence-the-transgender-community-in-india>

10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Matt.Manda2 is a Colombian venture that motivates people with disabilities to obtain a decent job and ensures that their disability is not a limitation. How did Matt.Manda2 do it? According to the case, "Through the courier service with towing devices that adapt to their wheelchairs and allow them to make their trips." Obviously, the disabled population is the most affected when it comes to applying for a job offer for various reasons, and especially for some, mobility is a problem that limits them. Thanks to Matt Manda2, they have found an opportunity to change this reality and become part of the workforce. Continue with this incredible story: <https://aim2flourish.com/innovations/ability-for-disability-capacidad-a-la-discapacidad>

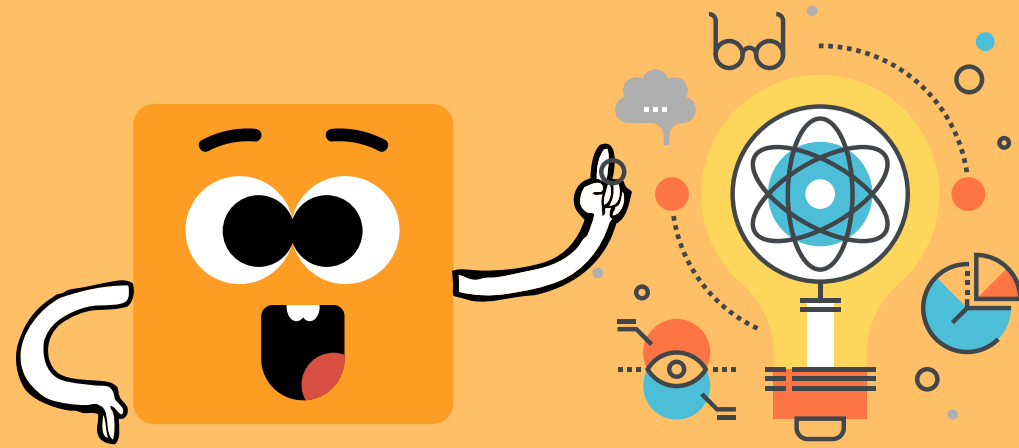


10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

Hogaru is a company that works with people who support families in household chores. Hogaru seeks to radically improve domestic work in Colombia to provide better conditions since almost 90% of cleaning professionals do it informally, without labor benefits and economic stability, they assure in their story. To achieve this goal, Hogaru directly hires these professionals and assumes the responsibility of finding clients to work full-time all week, providing a fixed salary with dignified treatment and fair pay. At the same time, it offers customers a complete cleaning service by the hour or by the day with trained, qualified professionals with a sense of belonging. Did you already know Hogaru? Connect with their story here: <https://aim2flourish.com/innovations/hogaru-the-company-that-says-notoinformality-in-colombia>



Chapter 11



The construction of sustainable cities and communities has been a challenge that has changed the traditional business logic. In this chapter, you will find different innovations associated with the manufacture of efficient products with their raw materials, applications that optimize waste collection, and sustainable tourism, among others.

Dare to become an agent of change.

11 SUSTAINABLE CITIES AND COMMUNITIES



11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

Have you imagined having a home where you no longer have to pay high prices for energy consumption?

This is already a reality in Ontario, where the company Terra View Homes shares its story about being the first to develop affordable and environmentally friendly housing. Terra View Homes creates completely Net-Zero communities. This system incorporates solar panels on the houses' roofs with a sufficient size to produce the equivalent of 100% of annual energy consumption needs. Now, consumption does not generate additional costs, and, in fact, it eliminates the accumulation of yearly charges. The houses are affordable, and the best thing is that they are sustainable, renewable, and environmentally friendly. Would you live in a house like this? The full story is shared here: <https://aim2flourish.com/innovations/constructing-a-greener-future>

11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Marco Petitto, Florian Blanchet, and Sébastien Guillon have created a tool that provides accurate information for people with reduced mobility, those who must be transported in wheelchairs, cars, or older people with little mobility. These 3 colleagues in entrepreneurship have detected the need for these people to use an application beyond a GPS.

Thanks to this need, Andyamo emerged as an important innovation that generates inclusive and innovative routes. How does it work? Andyamo offers users an intelligent route that will enable them to indicate the paths and sidewalks to follow. In addition, it informs users about the best accessibility to an establishment, the founders claim.

Do you want to know where this innovation comes from? it is a shocking and very inspiring story; learn about it here: <https://aim2flourish.com/innovations/a-gps-for-people-with-reduced-mobility>

11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

Ecopostes offers products that care for and protect the planet; its primary focus lies in producing poles from recycled household plastics. As a competitive advantage over other poles, it avoids using cement and toxic or highly polluting elements. Ecopostes protect against fires, do not splinter, and, the best part is that they do not deteriorate the planet. Learn more about Ecopostes here: <https://aim2flourish.com/innovations/posting-dreams>

11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

There can be no better instructor than an Indigenous community that lives in constant contact with nature and seeks to protect the world's cultural and natural heritage.

Native is precisely that change towards sustainable tourism in Malaysia. This tourism company offers unique experiences through contact with rainforests, waterfalls, and villages. In addition, users who access its services can interact with local indigenous peoples. These adventures, according to native experts, are a source that disseminates knowledge and understanding about responsible consumption and practices and about how important and valuable cultural heritage is. If you like to protect your country's cultural heritage, follow this inspiring story here: <https://aim2flourish.com/innovations/navigating-nature-with-natives>

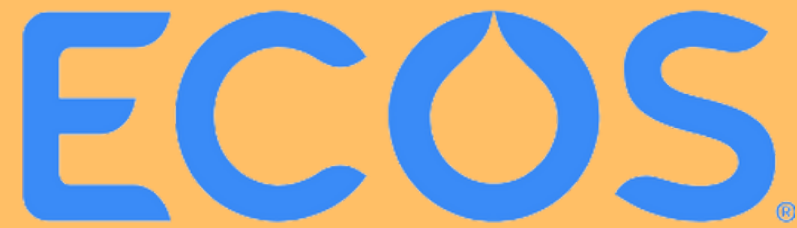
11.5 By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations.

Poreblock is an innovation in Indonesia that worked hard to find a solution for the rainy season in the largest cities. Its entrepreneurs realized that most of the streets were built with a material that made it impossible to absorb rainwater, generating pollution and economic losses.



Poreblock then implements a permeable porous pavement block that filters water 100 times faster than ordinary pavers to prevent the high potential for flooding, specifically in urban areas. If you think this solution could work in your city, we share its story with you to connect with its founders: <https://aim2flourish.com/innovations/pore-block-flood-resistant-paving-block-innovation-2>

11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management



I invite you to learn about a "Trifecta" innovation.

This innovation came about when Van Vlahakis founded his own company and worked as a cleaning product chemist. Inspired by his work, Van Vlahakis realizes the negative impact of cleaning products on the environment and their harmful effects on people's health. In the search to solve these problems, ECOS prioritized its mission in all product development practices. "to innovate in products that were safe for the planet, people and pets," said Vlahakis.

Vlanhakis named his innovation "trifecta," which integrates three factors for the planet: carbon neutrality, water neutrality, and TRUE Platinum Zero Waste certification. "...with ECOS we seek to ensure traceability throughout the supply chain to track the practices of all its activities." Do you want to know more about ECOS? Click here: <https://aim2flourish.com/innovations/green-products-for-a-greener-environment>

11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.



Forge Development Partners is a real estate and housing business model that brings together the concept of sustainability through its greatest passion: design. With their innovation, they reduce costs, attract external capital, and have a notoriously positive social impact, where their primary purpose, according to their history, is "to contribute to access to safe, inclusive, and sustainable spaces through innovative solutions with high environmental and social standards." If you managed to connect with this story, learn a little more here: <https://aim2flourish.com/innovations/the-pioneering-sustainable-housing-model>

Chapter 12



Behind each product is a story to tell; it is nothing more than the responsibility of those who produce and consume goods or services. In this chapter, you will learn how several organizations in many countries have worked to raise consumer awareness through best practices and build more efficient management.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

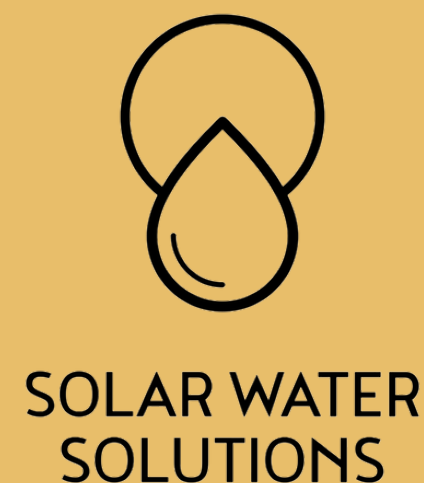
What if garbage trucks also helped the planet?

Wasteout is a tool in Russia that is aimed at both garbage truck drivers and users. This mobile application focuses on controlling the level of waste inside the containers, "optimizing waste disposal through the incorporation of a sustainable management or integrated system", assures the company.

This innovation is quite helpful and efficient since it manages to track in real-time and in a timely fashion information on the amount of existing garbage, resulting in the reduction of costs as well because unnecessary trips are not required that over time can cause a greater number of GHG emissions due to extra fuel consumption. Additionally, the spread of foul odors and mosquitoes due to overfilling garbage containers was reduced, among other benefits. Learn more about this story and get inspired so that your city can also get this tool: <https://aim2flourish.com/innovations/three-enthusiasts-changing-the-waste-industry-in-russia>



12.2 By 2030, achieve the sustainable management and efficient use of natural resources.



Solar Water Solutions (SWS) created a water purification system in Finland, which people can easily access. This is one of the most necessary innovations to achieve efficient and sustainable management of this essential natural resource. As told in their story, this patented system works thanks to the renewable energy generated by solar panels, which is without emissions and allows access to drinking water from seawater. It is safe and affordable in remote locations. In fact, SWS also contributes to these underprivileged populations by generating employment for women since they train women to maintain this equipment. Learn more about this wonderful innovation: <https://aim2flourish.com/innovations/water-purification-with-solar-energy>



12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

The innovative cosmetics company Green Andina gives another opportunity to fruit waste from the juice industries and fruit pulping companies (residual biomass in the circular economy) by turning it into premium material for industrial cosmetics. This incredible company creates a series of cosmetic products in the form of extracts, reducing food loss or food remnants from production chains. Would you like to combine cosmetics with circular economy techniques? Click here: <https://aim2flourish.com/innovations/reusable-fruit-waste-products>

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

And... we continue to solve pollution problems, this time Plate.co arrives with a great story from Colombia. As a solution to the waste problem and its long-term degradation due to its long life cycle, the company Plate.co emerges an idea that flourishes thanks to its innovation of biodegradable "disposable" plates. Each of these plates is made with leaves of raw material of the "herbaceous species *Musa paradisiaca*" (banana and/or banana production plants), and can be used to serve both solid and liquid food, regardless of the temperature of the food and, according to their creators, these products can be stored for months without degrading or changing their properties.

Would you like this innovation to be part of your organization? Meet the entrepreneurs of Plate.co here: <https://aim2flourish.com/innovations/platos-biodbioegradables-hechos-de-hojas-de-%C3%A1rbol-disposable-biodegradable-tableware-made-from-leaves>



12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

Since 2014 REVA in Cali, Colombia, has begun an important innovation, the Waste Revaluation. What is it about? REVA has contributed to implementing integrated waste management processes and industrial takeback systems for the companies it works with, thus avoiding negative environmental impacts. Its business model, which is based on the circular economy, promotes and generates awareness as part of its strategy by creating educational content for many businesses interested in the climate crisis. Get to know them a little more closely here: <https://aim2flourish.com/innovations/economia-circular-en-colombia-reciclamos-aprovechamos-y-revalorizamos-circular-economy-in-colombia-we-recycle-use-and-revalue>



12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.



Sofia Castillo, founder of Ecohilandes, states in her story: "At Ecohilandes, we had to adapt a traditional textile company that spun 100% cotton to be able to use recyclable materials." Ecohilandes is a company that wants to contribute to the 2030 agenda. How do they do it? Its primary product, the fabrics, with each fiber 100% recyclable, takes care of water resources and reduces public health problems by avoiding crowds in landfills. As if that were not enough, this company has generated more than 300 jobs promoting educational development for the community. Ecohilandes maintains a firm commitment to adopting sustainable practices that can be an example for many other companies that emerge in the textile industry. Connect with this story here: <https://aim2flourish.com/innovations/from-trash-to-your-home>

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Avocado Green Mattress is a mattress company with an environmental virtual platform offering organic and chemical-free mattresses. As we know, most of the mattresses we find on the market have polluting materials that are harmful to health, not to mention the countless effects generated by waste at the end of its useful life. Avocado also works to educate consumers about the responsible practices that the organization has in place by guaranteeing solid transparency about its production processes.

Avocado also pledges to "use its platform to encourage other companies, organizations, and politicians to be responsible for the environment and society."

Do you want to know more about these mattresses?

<https://aim2flourish.com/innovations/more-than-just-a-mattress>



Chapter 13



We are halfway through and still have stories for you to connect with. Many of these stories have been recognized worldwide thanks to their entrepreneurs turning a real threat into an opportunity for innovation. The fight against climate change has allowed many organizations to create tools and change how they make their products. Some examples you will find are ECOBRASA, a business that managed to change the way of making charcoal and innovated by incorporating organic raw materials, free of chemicals and additives, or CARTO, a platform that allows you to identify customers who seek to conserve biodiversity. Increase the chances of taking your business to another level.

13 CLIMATE ACTION



13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.

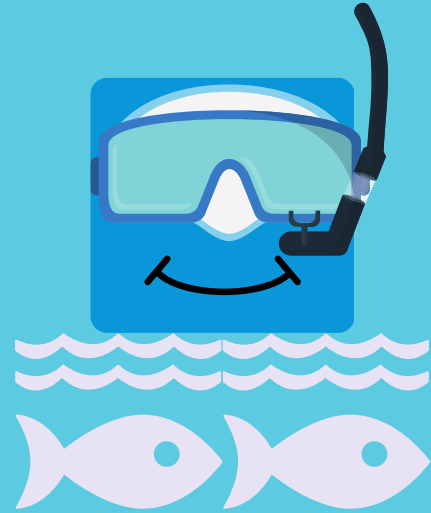
ECOBRAZA is a Mexican innovation that found a new sustainable way to make campfires. This was done from walnut shells. This vegetable production allows it to be free of chemicals and additives since, as we know, the food we prepare from logs usually adheres to carbon particles and chemicals that, in the end, directly affect our lungs and pollute the environment. If that weren't enough, ECOBRASA generates a minimum of ash that can be used as fertilizer in its production process. How about this product? Impossible not to be inspired by this story, learn more here: <https://aim2flourish.com/innovations/a-sustainable-way-to-barbecue>



13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

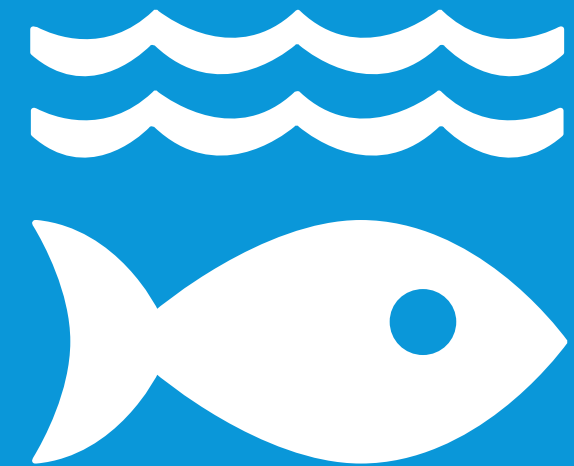
CARTO's innovation is one of the most creative and technological ways to improve the world. This company manages to collect data through a platform that allows both customers and companies interested in their contribution to sustainable development, including the regions where there is greater potential to conserve biodiversity and which require help for endangered or endangered species and human threats. The idea with this application is to make data transparently visible and public so that they can help conserve the species and increase their sustainability efforts as soon as possible. <https://aim2flourish.com/innovations/using-data-to-change-the-world>

Chapter 14



Marine ecosystems have become the Achilles' heel for several company owners, who began to work for the protection and promotion of sustainable practices and for the fight against marine pollution. This is the case of the CEO of Acelflex in Colombia, who innovated in the way of making bags, as they created an entirely vegetable, compostable packaging that dissolves in water. This is a faithful commitment to protect one of the lungs of the planet, our oceans.

14 LIFE BELOW WATER



14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



Giovanny Pérez, manager of Acelflex, bets on innovation, implementing technology and human capital to produce 100% ecological packaging. The concern of this businessman to counteract the ravages of plastic pollution was the trigger for creating his ecological brand NatPacking, an utterly plant-based packaging that has the main characteristics of "cassava starch fibers, palm oil, and natural extracts." These bags do not affect marine ecosystems like others; on the contrary, they are soluble in contact with hot water, are non-toxic, and serve as fertilizer. Did you like this innovation? Would you be interested in knowing more about them? Link: <https://aim2flourish.com/innovations/natpacking-waterproof-and-biodegradable-packages>

14.3 Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels.

To directly contribute to SDG #14, the company Dizolve found a way to avoid pollution in the water. This organization has created a compact and soluble biodegradable strip that can replace standard liquid detergent, preventing single-use plastic containers that affect marine and coastal ecosystems. <https://aim2flourish.com/innovations/saving-the-planet-one-wash-at-a-time>



14.4 By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics.

Wok is a renowned restaurant in Colombia that focuses on generating a positive impact. According to the story, the activities with the most significant impact that Wok has developed are the supply of local vegetables as part of its support to farmers and the implementation of its careful fishing process, which is characterized by being artisanal and responsible, that is, that all wild fish served is fished ensuring that it is free of destructive or excessive fishing practices. Did you already know this WOK strategy? Learn more about his story here: <https://aim2flourish.com/innovations/changing-lives-through-a-sustainable-value-proposition>



14.5 By 2020, conserve at least 10 percent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.

All Good is a company aware of the conservation of coastal and marine areas and, above all, very committed to protecting marine reefs by producing sunscreens safe for the entire underwater ecosystem. This organization highlights that they have products with plastic-free packaging and also offer lotions with this product, deodorants, body sprays, and hand sanitizers that do not include chemicals that are aggressive to reef pores. Learn more about their products here: <https://aim2flourish.com/innovations/sustainable-herbs>



14.7 By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

SmartFish is an innovation that has changed the course of the traditional and damaging cycle of overfishing in fisheries. This critical innovation that seeks to contribute to SDG #14 adopts a sustainable holistic model integrating fishermen and their community to fish and process correctly, increasing economic benefits and protecting marine resources commonly threatened by the aquaculture industry. Did you already know about responsible fishing? Get inspired and connect here: <https://aim2flourish.com/innovations/smartfish-sustainable-fishing>



Chapter 15



We're nearing the end of our exploration of innovations inspired by the 2030 Agenda. The time has come to get involved in stories where there seem to be no opportunities or easy solutions. This is the turn of Tom Denbow, an entrepreneur who is passionate about taking care of the planet's resources, who has been carried away by his spirit to recover and restore terrestrial ecosystems. This chapter has different stories that will lead you to develop different business models that achieve harmony between environmental conservation and social inclusion.

15 LIFE ON LAND



15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

BAUER Resources, is a German group specializing in environmental remediation, mainly in wastewater treatment, groundwater, and soil decontamination. This innovative company has received several awards for being a project with a high potential in reconstructing ecosystems. The company has a treatment plant called Nimr, which can purify the water from adhered oil. According to its founders, "when these processes are carried out, they are usually not optimal enough, and there are accumulated oil particles in the water". For this reason, by identifying this particular need, this company creates a product that is not only a purifying element but also uses water for agricultural processes and other processes that may require this indispensable resource. Did you like this innovation? Continue her story here: <https://aim2flourish.com/innovations/green-oasis-in-the-desert>

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

"If you have a strong purpose in life, you don't have to be pressured. Your passion will get you there." — Tom Denbow.

Tom is passionate about protecting the planet's resources and promoting sustainable management. He is always very curious about working on issues such as biodiversity and ecological restoration through abandoned golf courses, as he relates to his case. Each project he initiated has found new species that were absent, established new habitats, and transformed them little by little. The Biohabitats, as he named his company, is a business model where the obtained income allows them to create shared value in their communities while recovering and restoring terrestrial ecosystems. Do you want to follow her story? Click here: <https://aim2flourish.com/innovations/dragonflies-on-the-golf-course>



15.3 By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world

EasyForest is an innovation that seeks to combat climate change through microforests. This is done using a Japanese method called Miyawaki, as they relate it to their case. This company focuses on fertilizing the soil with natural materials, planting self-sustaining trees that attract native animals, cleaning the air, and reducing noise. If you want to know more about this great project, click here: <https://aim2flourish.com/innovations/afforestation-made-easy>.



15.4 By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

Pollumesh is a company located in Monterrey, according to the story, one of the most polluted cities in Latin America. Its innovation lies in eliminating visual pollution through billboards. These fences are not conventional since they have a system of clean technologies that protect and help the environment. How do they work? Through its materials that neutralize air pollutants, improving the quality of life of its inhabitants. Learn more here about this incredible innovation: <https://aim2flourish.com/innovations/the-first-billboard-that-eats-pollution>

15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

Bean & Company Seed Processors focuses on practicing regenerative agriculture innovation techniques to protect soil health and consequently generate the progressive growth of microbes and insects that produce a healthy and sustainable biological ecosystem. Most livestock practices are pretty aggressive for the soil and habitats. Commonly, these practices are promoted by large companies. For this reason, Bean & Company cares about future generations that will need multiple resources by preserving soils and adopting significant measures to reduce soil degradation. Learn more about this story here: <https://aim2flourish.com/innovations/a-regenerative-generation>

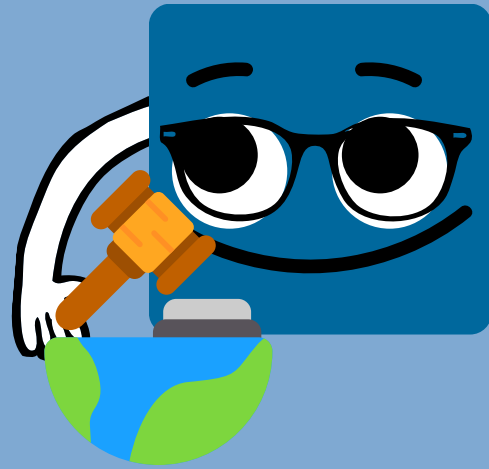


15.8 By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species.

San Francisco de Asís Veterinary Clinic in Mexico aims to promote low-cost sterilization campaigns to combat overpopulation and encourage the control of stray animals in the city of Xalapa, generating benefits for both the community and the animals. Would you implement it in your country? More here: <https://aim2flourish.com/innovations/education-the-key-to-animal-control-in-mexico>



Chapter 16



Many businesspeople have achieved unimaginable companies inspired by a more just and equitable world with the purpose of resolving conflicts, injustices, and inequalities. This inspiration has enabled many entrepreneurs from various corners of the world to exploit all their ingenuity and build bridges of peace, equity, and justice. Later, you will learn about the case of Adam Ziv, founder of Buza Ice Cream, who built a system to keep his workforce engaged through a diverse environment.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



16.1 Significantly reduce all forms of violence and related death rates everywhere.

Distrito Chocolate in Colombia arose from the motivation of the leaders of the cocoa-producing organizations in western Boyacá to “achieve peace in their region through a licit activity that would replace coca cultivation and the exploitation of emeralds.” Did you already know about Distrito Chocolate? Connect here with the story: <https://aim2flourish.com/innovations/distrito-chocolate>

16.4 By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime.

The Guerilla Trek is one of the companies that managed to transcend and return hope and stability in life to the places most affected by the war in Nepal. This innovation, proposed by an American tourist, works through the construction of a hiking trail to promote tourism and improve the lifestyle of the local inhabitants. Doing this creates and encourages entrepreneurial opportunities for people who are part of the community while taking care of their physical health, claims his founder. <https://aim2flourish.com/innovations/war2peace-converting-maoists-guerilla-trail-into-trekking-route>



16.9 By 2030, provide legal identity for all, including birth registration.

"Anyone has the opportunity to work, no questions asked" — Roshi Bernie Glassman (Founder)

Greystone Bakery created an open hiring model, welcoming new staff regardless of their personal history - many are ex-convicts and immigrants who cannot find employment because of their backgrounds. As if that weren't enough, Greystone trains them and provides them with the necessary resources to perform their jobs. This model could inspire a lot of business, connect with this story here: <https://aim2flourish.com/innovations/greyston-bakery-a-recipe-for-revitalizing-communities>



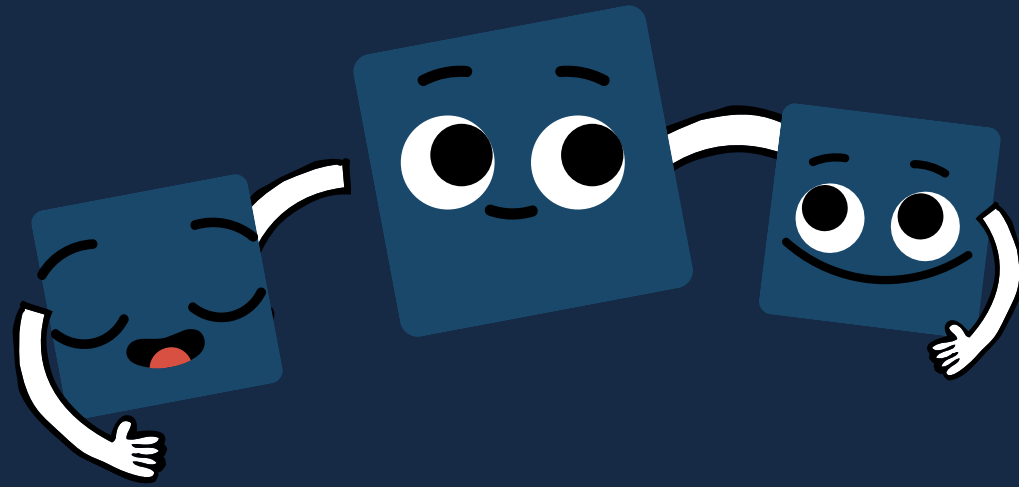
16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Bringing people together through a love of ice cream - Adam Ziv, (Founder)

Buza Ice Cream is an ice cream parlor in the Galilee area that hired people from the region with a variety of ethnic roots and religious orientations in a country where most are seen as enemies in order to reduce cultural divisions and strengthen the ability to unite through the love of ice cream. Buza receives visits from various groups, including "foreigners, police, soldiers, Muslims, Jews, Christians, etc., all of whom have strengthened their relationships thanks to the committed work motivation." Get inspired by the history of Buza Ice Cream: <https://aim2flourish.com/innovations/buza-ice-cream-living-their-mission>



Chapter 17



We have reached the end of our guide, and we hope it is not the last. We know that you will be ready to start a new stage in your company's innovation. No Sustainable Development Goal can be put into action on its own; success lies in collaboration as a driver of change, creating alliances and collaborative work between governments, companies, civil organizations, and society. This chapter can give you a light to become an agent of change by contributing innovative ideas, sharing knowledge and of course inspiring you through many more stories.

17 PARTNERSHIPS FOR THE GOALS



17.7 Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed.



Just Us!, a Coffee Roasters Cooperative, is a worker-owned cooperative and one of the first worker-owned organizations to receive fair trade certification. This company has become a success story in Nova Scotia for its comprehensive approach to sustainability, and it has managed to make a profit thanks to its recognition of its social and economic impact. In addition, this company according to its founders "offers a partner program designed to help small businesses trying to enter the market."

Just Us! is going in the right direction; know more about its story here: <https://aim2flourish.com/innovations/striving-for-justice>

17.8 Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology.

SOLARVER is a Mexico-based company offering better solutions to reduce energy consumption through solar panels. This initiative aims to change traditional energy use in homes and businesses. SOLARVER is the change many have been waiting for, especially because of its extensive benefits to households and companies, such as periodically reducing their costs and including clean energy by taking advantage of the sun as the primary energy input. You too can make a difference and contribute to the 2030 agenda: <https://aim2flourish.com/innovations/the-sun-is-the-future>

17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

NIBI is a Colombian initiative that aims to positively impact sustainability, innovation, and technology to work on two important fronts. On the one hand, it allows the integration of companies, foundations, and non-profit organizations; on the other, it encourages and invites the participation of companies that work for social causes and consumption of products that have incorporated environmental and social issues into their strategy. Know how Nibi achieved this innovation: <https://aim2flourish.com/innovations/plataforma-en-red-consumo-social-y-ambientalmente-responsable-network-platform-social-and-environmentally-responsible-consumption>



17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Unboxed is an innovation that aims to implement novel strategies to increase a positive impact on society and the world. This consulting firm is certified as a B corporation and focuses on strengthening ties to connect ideas, actors, and high-impact projects". By being interested in education, these projects generate learning and knowledge experiences for each of its users to implement social entrepreneurship projects. What did you think of this innovation? Follow his story here: <https://aim2flourish.com/innovations/connecting-the-world>



TIME

FOR

ACTION

Sustainable Value Creation Tool – Track 5

The sustainable value creation and transformation tool seeks to provide an alternative for entrepreneurs, students, and leaders to innovate in their organizations, products, services, and/or processes and, at the same time, to provide a solution to the environmental and social challenges that the world faces.

For organizations to innovate and respond to social and environmental challenges, contributing significantly to the global goals planned by the United Nations, it is important to see the different perspectives of organizations, represented in the following Venn diagram:



Figure 3. CPEC model. Source: Own elaboration

A. Value proposition

When the organization is only limited to integrating organizational capabilities and interests to solve some need or expectation of one or more of its stakeholders, it consequently has a value proposition, a necessary practice for business.

B. Philanthropy:

In cases where the company commits its capabilities and interests to solve a social problem voluntarily and generally unrelated to the business, these actions are constituted as philanthropy or social commitment.

C. Common Purposes

When the needs and expectations of the stakeholders coincide with the social problem, the common purposes of the population are configured, and although the company's capabilities are not aligned with these purposes, it can constitute an opportunity for the company.

D. Sustainable Value Creation

Finally, if we combine these institutional capacities and interests with the needs and expectations of stakeholders and social problems, the company can have the creation of sustainable value as a result.

Now, to achieve this synergy between the different components (A, B, C and D), it is necessary to conduct the following steps, so that in addition to achieving vigorous growth that contributes to the most important challenges of the planet and society, the company can also innovate in its processes, products, and services.

6.3.1.Tool Track 5:

Track 5 is a tool that allows the identification of viable alternatives as input to propose innovative solutions in the process of creating sustainable value, which is composed of 5 stations that facilitate this process. Each station is constituted as a stage or component necessary to successfully complete this journey of sustainable value construction, which begins with the identification of the challenges to which the company can contribute, going through the exploration of creative and inspiring ideas and situations, which facilitate the classification of viable solution alternatives which can be prioritized through objective and relevant criteria in terms of sustainability and which, at the end of the journey, will allow the expected result to be achieved.

Next, we invite you to start the tour for each of the 5 stations of the Track 5 tool:

Station 1: Opportunity Identification (THE CHALLENGE)

According to the model presented above, because it is necessary to achieve the confluence between social problems and the expectations of stakeholders, a set of elements can be used to identify the most significant challenges that our civilization faces, such as statistical data, local or international reports, identification of expectations of stakeholders, etc.

However, a suitable mechanism for identifying these problems, which are already validated by a significant number of countries (193), is the United Nations Sustainable Development Goals, which is why the use of 17 SDGs and their targets is suggested to take this first step to identify the opportunities where an organization has the possibility of contributing to some of the most significant challenges facing humanity.

In order to identify which of the SDG target(s) the organization has an opportunity or interest in contributing, in the format below, you and your team will be able to mark with an X the goals that you consider most relevant and timely. It is recommended to select at least 5 goals to have greater possibilities to explore new opportunities.

SUSTAINABLE DEVELOPMENT GOALS SELECTION TOOL

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
	1.1	By 2030, eradicate extreme poverty for all people worldwide, currently measured by a per person income of less than \$1.25 per day.	
	1.2	By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.	
	1.3	Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030, achieve substantial coverage of the poor and the vulnerable.	
	1.4	By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>2</div> <div></div>	2.1	2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.	
	2.2	By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.	
	2.3	By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.	
	2.4	By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.	
	2.5	By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed.	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>3</div> <div></div>	3.1	By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.	
	3.2	By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.	
	3.4	By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.	
	3.6	By 2020, halve the number of global deaths and injuries from road traffic accidents.	
	3.8	Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.	
	3.9	By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>4</div> 	4.1	By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and Goal-4 effective learning outcomes	
	4.2	By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education	
	4.3	By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	
	4.4	By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship	
	4.5	By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations	
	4.6	By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>5</div> 	4.7	By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.	
	5.1	End all forms of discrimination against all women and girls everywhere	
	5.2	Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation	
	5.3	Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation	
	5.4	Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate	
	5.5	Ensure women's full and effective participation and equal opportunities for leadership at all levels of decisionmaking in political, economic and public life	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>6</div> <div></div>	5.6	Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences	
	6.1	By 2030, achieve universal and equitable access to safe and affordable drinking water for all	
	6.2	By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations	
	6.3	By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally	
	6.4	By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	
	6.6	By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>7</div> <div></div>	7.1	By 2030, ensure universal access to affordable, reliable and modern energy services	
	7.2	By 2030, increase substantially the share of renewable energy in the global energy mix	
	7.3	By 2030, double the global rate of improvement in energy efficiency	
<div>8</div> <div></div>	8.1	Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries	
	8.2	Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors	
	8.3	Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
	8.4	Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead	
	8.5	By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value	
	8.6	By 2020, substantially reduce the proportion of youth not in employment, education or training	
	8.7	Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms	
	8.8	Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment	
	8.9	By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>9</div> <div></div>	9.1	Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	
	9.2	Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	
	9.3	Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets	
	9.4	By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities	
<div>10</div> <div></div>	10.1	By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average	
	10.2	By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>11</div> <div></div>	10.4	Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality	
	11.1	By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums	
	11.2	By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons	
	11.3	By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries	
	11.4	Strengthen efforts to protect and safeguard the world’s cultural and natural heritage	
	11.5	By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>12</div> 	11.6	By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management	
	11.7	By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities	
	12.1	Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries	
	12.2	By 2030, achieve the sustainable management and efficient use of natural resources	
	12.3	By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses	
	12.4	By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>13</div> 	12.5	By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	
	12.6	Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	
	12.8	By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	
	13.1	Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries	
	13.3	Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
	14.1	By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution	
	14.3	Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels	
	14.4	By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics	
	14.5	By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information	
	14.7	By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism	
	15.1	By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
<div>15</div> 	15.2	By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally	
	15.3	By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world	
	15.4	By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development	
	15.5	Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species	
	15.8	By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species	
	16.1	Significantly reduce all forms of violence and related death rates everywhere	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
	16.4	By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime	
	16.9	By 2030, provide legal identity for all, including birth registration	
	16.10	Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements	
	17.7	Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed	
	17.8	Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology	

SDG GOAL	TARGET	GOALS ASSOCIATED WITH COMPANIES	SELECT
	17.16	Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries	
	17.17	Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	

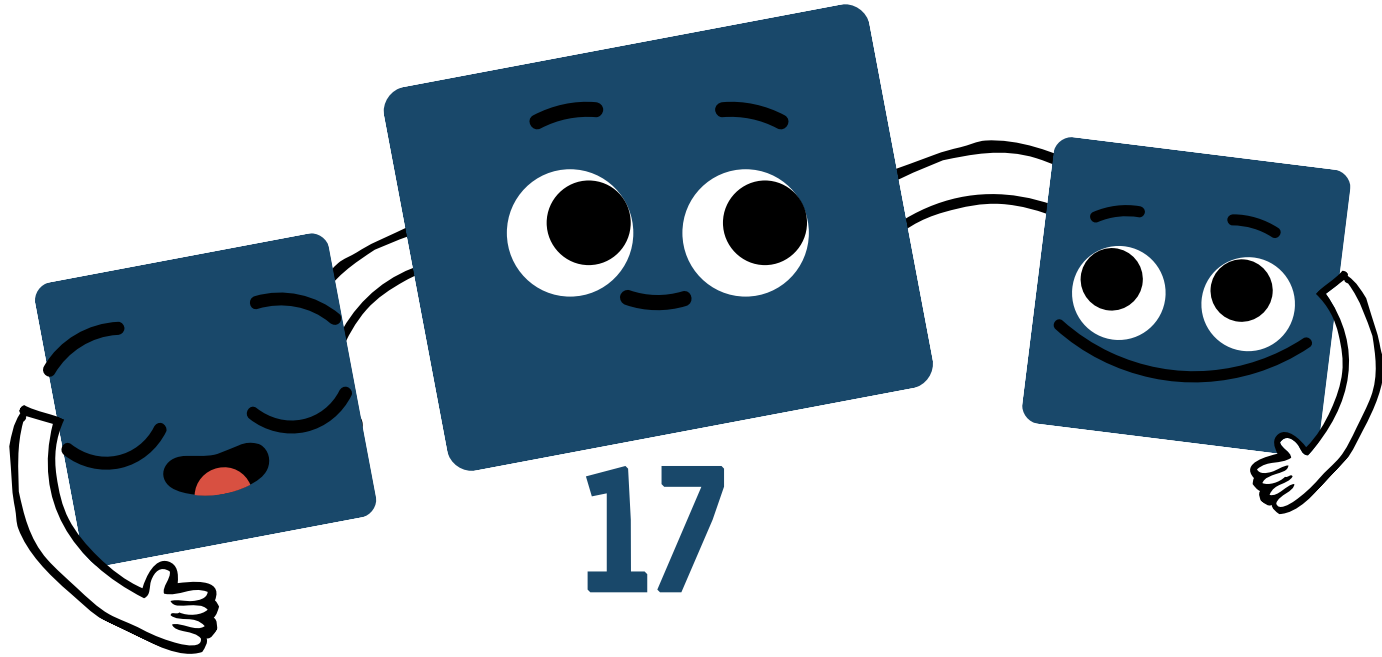


Table 1: SDG format and targets. Source: Authors' elaboration based on the United Nations Sustainable Development Goals (Naciones Unidas, 2023c) <https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>

Station 2: Idea Proposal (INSPIRATION)

Once the opportunities in the previous step have been identified, we proceed to the generation of ideas, an eminently creative activity, which can be supported not only by the natural ability of the members of the organization to propose ideas but also by the opening of the minds of the members of the idea-generating team, through the reading of books and inspiring cases that allows them to see possibilities where before there was only uncertainty, such as <https://www.elanet-se.org/>, <https://believe.earth/es/>, or www.AIM2Flourish.com, where they can find thousands of cases and inspiring stories.

In addition to inspiration, in this creative process, some techniques have proven to be very effective, among which brainstorming, mind maps, the list of attributes to understand problems, and the SCAMPER technique (substitute, combine, adapt, modify, put to another use, eliminate and reverse), among others, stand out.

It is important to emphasize that there is no bad idea or impossible. In this exercise, any proposal should be welcomed, no matter how out of the ordinary or unconventional it is. For best results, we suggest that at least 10 potential ideas be selected, which allow for varied contribution options for the organization.



No.	IDEA NAME	DESCRIPTION
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10		
n...		

Table 2: Idea Proposal Format. Source: Own elaboration.

Station 3: Solution Validation (THE ALTERNATIVES)

After defining the possible alternative ideas for contributing to sustainability, it is necessary to validate these to establish their feasibility in the organization. For this process, we consider two dimensions: external and internal.

The external refers to the level of contribution that the idea can generate to society in the context of sustainable development. The external dimension includes four elements to be evaluated:

First, the degree to which the idea helps reduce the adverse impact on the environment or fosters the decoupling of economic growth from environmental distress.

Secondly, the capacity of the idea to generate social inclusion. How will the idea allow communities, especially the most vulnerable, to be socially respected and improve their living conditions?

Third, it is analyzed whether the idea internalizes or includes in the organization's cost structure the adverse effects that the company operation generates on society or the environment, known as externalities.

Fourthly, it is evaluated whether the idea contemplates promoting the organization's products or services without including socially harmful, misleading messages or messages that encourage excessive consumption. The idea is that the company's promotional activities be valuable or beneficial to society or, at least, socially constructive.

On the other hand, the internal dimension refers to the operational and economic criteria that will allow the idea to materialize in the organization. These include 1) the technical and 2) the financial capacities of the organization to carry out the idea, and of course, the benefits that it can generate to the organization either in terms of 3) tangible benefits such as increased revenue, reduced expenses or risk reduction or 4) intangible benefits such as improvements in recognition, image or reputation.

A thorough and detailed analysis of the internal and external dimensions allows a score of 1 or 0 to be assigned to each of the ideas evaluated in the table below. It is graded with 1 when the idea meets the evaluated criteria and 0 when it does not. Then, they are added and divided by 100% to obtain the percentage result. As seen in the following example:

IDEAS		E X T E R N A L						I N T E R N A L					
		Decoupling the use of natural resources	Promoting social inclusion	Internalizing externalities	Encouraging responsible consumption	Total	%	Technical Capacity	Financial Capacity	Intangible benefits	Tangible benefits	Total	%
1	Idea A	1	1	1	1	4	100%	1	0	1	1	3	75%
2	Idea B	1	0	0	0	1	25%	1	1	1	1	4	100%
3	Idea C	1	1	0	0	2	50%	1	1	1	1	4	100%
4													
5													
6													
7													
8													
9													
10													
n..													

Table 4: Solution Validation Format. Source: Own elaboration.

Station 4: Prioritization of Solutions (THE BET)

For this fourth step, it is suggested that you use the prioritization matrix tool, which allows you to contrast two axes. The X-axis, on the one hand, helps the organization determine the viability of implementing the innovation. On the other hand, the Y-axis allows you to know the contribution to sustainable development regarding the four elements of the external dimension. According to the positions where the points of both dimensions intersect, those between 75% and 100% are the alternatives with greater viability and contribution potential to sustainable development.

Total contribution Sustainable Development	100%				
	75%				
	50%				
	25%				
		25%	50%	75%	100%
Innovation viability					

Table 5: Solutions Prioritization format.
Source: own elaboration.



Station 5: Action Plan (THE OUTCOME)

In this final stage, the action plan is designed, where the previous ideas will be molded and transformed into a tangible procedure for the organization. In this, the action plan comprises objectives, goals, indicators, resources, responsible parties, and benefits for the company.

Next, you should include the following points in your action plan:

- 1.**Action plan name:** be creative and innovative, and assign a name that connects with the goal of your prioritized idea.
- 2.**Include your prioritized idea:** After you have validated alternatives and positioned them in the prioritization matrix, incorporate your idea into the action plan format.
- 3.**Sustainable Development Goal and Target:** write down the SDG and corresponding target that inspired you at the beginning of this methodology and consider it for developing your corporate objective and goal.
- 4.**Structuring objective and goal:** in these two sections, you must structure an objective that allows you to align your initial idea with the purpose of innovation and contribution to sustainable development. We suggest the S.M.A.R.T. (specific, measurable, achievable, realistic, time-bound) framework for objectives formulation to facilitate your writing process. On the other hand, remember that the goal must be precise, allowing you to establish the result your organization wants to achieve in the short or medium term.
- 5.**Activities:** After defining the objective and goal, describe the specific activities that the organization must carry out to attain the objective. These activities might be as detailed as needed for everyone to understand and implement.
- 6.**Measurement indicator:** In order for the objective to materialize, it is crucial to create an indicator that allows for measuring the performance of the activities and contrasting them against the goals set. In addition, the indicator should make it easier to compare the level of progress between different periods.
- 7.**Allocation of resources and Areas responsible for the organization:** In these sections, you must determine the resources necessary to carry out your action plan, such as human, technological, or economic resources. In the responsible field, you should assign a person or area in the organization responsible for implementing the activities, measuring performance, and achieving the desired results.
- 8.**Benefits:** Finally, in this part of the action plan format, you will explicitly state the different contributions, advantages, and positive outcomes to which your action plan seeks to contribute.

Action plan name: _____						
Selected idea	Corporate Goals	Corporate Targets	Activities	Measurement indicator	Resources	Responsible(s)
SDG GOAL						
SDG TARGET						
Company Benefits						

Table 6: Action Plan Format.
Source: Own elaboration.

At the end of this series of stations, the foundations for a significant organizational transformation were established. As a result, a starting point for internal transformation will be obtained by defining at least one action plan. This should be considered the first step that will motivate the spirit of change, and once this action plan is structured, we will be ready to implement it and move towards the creation of sustainable value for the benefit of the organization.



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