SDG Innovation X-change
Geneva, 26th – 30th November 2018

“Leverage the International Geneva ecosystem to bootstrap your innovation for the United Nations Sustainable Development Goals (SDGs)”

5 topics to best leverage SDGs for your innovation / impact business
• Leveraging the United Nations system for SDG Innovation (Monday)
• Make your impact business sustainable from the start (Tuesday)
• Social entrepreneurship (Wednesday)
• Sustainable finance & trade (Thursday)
• SDG Innovation & philanthropy (Friday)

Amazing places & site visits:
• Campus Biotech / SDG Solution Space
• Palais des Nations
• CERN
• Institut Confucius
Interactions & co-creation with outstanding experts:

**David Nabarro:** Former Special adviser to the United Nations Secretary-General on the 2030 Agenda for Sustainable Development and Climate Change; Strategic Director, 4SD and Professor of Global Health, Imperial College London.

![David Nabarro](image)

Dr. David Nabarro is Professor of Global Health at the Imperial College London and supports systems leadership for sustainable development through his Switzerland based social enterprise 4SD. He secured his medical qualification in 1974 and has worked in over 50 countries – in communities and hospitals, governments, civil society, universities, and in United Nations (UN) programs. David worked for the British government in the 1990s as head of Health and Population and director for Human Development in the UK Department for International Development. From 1999 to 2017 he held leadership roles in the UN system on disease outbreaks and health issues, food insecurity and nutrition, climate change and sustainable development. In October 2018, David received the World Food Prize together with Lawrence Haddad for their leadership in raising the profile and building coalitions for action for better nutrition across the Sustainable Development Goals.

**Katherine Milligan:** Director and Head, Schwab Foundation for Social Entrepreneurship

![Katherine Milligan](image)

She received her B.A. from Dartmouth College in 1998 and her Master’s in Public Policy from the Kennedy School of Government in 2004, where she was the recipient of the Pforzheimer Scholarship for Excellence in Nonprofit Management. After working as the director of a grassroots development organization in West Africa from 1999 – 2001, Katherine went on to do strategy consulting for the Center for Global Development, PBS Frontline, the Center for a New American Dream, and the African Public Broadcasting Foundation. She authored a report on the WTO agricultural negotiations as a Sheldon Knox Research Fellow at Harvard University from 2004 – 2005, which was published by the International Institute of Economics in Case Studies in US Trade Negotiations Volume II (2006). Katherine has been with the World Economic Forum since 2005.
Maximilian Martin: Global Head of Philanthropy, Lombard Odier

Dr. Maximilian Martin is the Founder of Impact Economy. He serves as Global Head of Philanthropy at Lombard Odier. He previously served as Founding Global Head and Managing Director of UBS Philanthropy Services, Senior Consultant with McKinsey & Company, an instructor at Harvard’s Economics Department, and Fellow at the Center for Public Leadership, Harvard Kennedy School. Dr. Martin created the first global philanthropic services and impact investing department for UBS in Europe with teams in Asia, the Americas and Europe, and the UBS Philanthropy Forum. He has authored more than one hundred articles and position papers that have helped define the trajectory of market-based solutions and the impact revolution in finance, business and philanthropy.

Bathylle Missika: Head of the Networks, Partnerships and Gender Division OECD Development Centre

Bathylle Missika is Head of the Networks, Partnerships and Gender Division at the OECD Development Centre. Ms Missika oversees the Development Centre’s work on the development narrative and the contribution of its various stakeholders, ranging from the contribution of non-state actors (foundations, MNEs) to engaging citizens in support of Sustainable Development Goals. She also oversees regional dialogue and major development Fora, together with the OECD Development Centre’s work on gender equality. Ms Missika re-joined the OECD in 2012 after working in UNDP’s Conflict Bureau and the UNDP’s Democratic Governance Trust Fund.
Jonathan Normand: B Lab (Switzerland) founder & executive director

Jonathan spent 15 years in the financial and corporate world before founding the non-for-profit B Lab (Switzerland) to accelerate and engage the actors of tomorrow’s positive impact driven economy.

Joachim Monkelbaan, Sustainability Leadership Lab, and University of Geneva, Institute for Environmental Sciences

Joachim Monkelbaan is an independent advisor on sustainability governance, having worked with organizations such as UN Environment, the International Union for Conservation of Nature (IUCN), the International Centre for Trade and Sustainable Development (ICTSD), WHO, and Climate-KIC. He was a team leader for several Sustainability Impact Assessments for the European Commission (DG Trade), notable the Green Goods Initiative, the EU-Myanmar Investment Protection Agreement, and the EU-Philippines Free Trade Agreement (FTA).

Dr. Monkelbaan also lectures and does research at the University of Geneva, where he obtained a PhD in governance for sustainable development. Subsequently, he did postdoctoral research at the University of California at Los Angeles (UCLA) and at the Institute for Developing Economies (IDE) in Tokyo, Japan. His book on governance for the SDGs has been published in Springer’s ‘Sustainable Development Goals series’.

Dr. Monkelbaan is co-founder of the Sustainability Leadership Lab, a training institute and consultancy focused on behavioural change and mindshifts based on understanding complex adaptive systems and leadership development. He is also chair of the board of the Denominator Group, a non-profit start-up which uses technologies such as blockchain for sustainability applications (currently tracking vaccines supply chains in Kenya).
**Nicholas C. Niggli**: Deputy Secretary General at Republic and State of Geneva

Nicholas Niggli is the Republic & State of Geneva's Director General, Economic Development, Research & Innovation. As such, he is responsible for strengthening Geneva's economic ecosystem & to position it to benefit from the opportunities of the digital age but also the emergence of sustainable development economics. In his capacity, he works on building bridges between Geneva’s diverse clusters & its unparalleled network of multilateral governance actors; take steps to strengthen Geneva’s USP & reinforce the links between economic development & research to create conditions favouring entrepreneurship, the emergence of new sources of growth as well as innovation. Since 2012, Nicholas is also lecturing on leadership, policy-making & complex negotiation dynamics at the Graduate Institute of International & Development Studies. Since 2011, he is Guest lecturer in various other Academic Institutions across Europe.

**Elisa Pasquali**: Entrepreneur, Technology Leader, Blockchain for Social Impact Start-up Founder

Arcadia is a blockchain-based software platform that enables NGOs to offer identityless cash-transfer services to refugees. By using our platform, NGOs can empower their communities to participate in the local economy by offering peer-to-peer based financial micro-services including donation tracking, p2p fiat exchanges, p2p loans, and microinsurance, to name a few. Our platform is highly configurable so that NGOs need only offer those services they are prepared to support, adding more services gradually when needed as their expertise and community user base grows. By giving refugees access to the local economy through our platform, NGOs and aid organizations can help integrate refugees as valued contributing members into a society where they can feel welcome and embraced.
**Pearl Mao:** Executive Director, Tsinghua x-lab, Former Executive Director of MBA Programs at Tsinghua University

Pearl Mao is currently the founder and executive director of Tsinghua x-lab, who was the deputy director of MBA education center of SEM. She holds a MBA from Thunderbird School of Global Management, USA, the Bachelor degree from Wuhan University in biology. She has rich experience in field of education management.

**Participants:**

**Dr. Bin Chen,** CEO of Voice of Hand Information Technology Ltd

**Voice of Hand (VoH)** was found in 2014 to serve the Deaf community, with a great ambition to reshape the Services-for-Deaf industry in China, through technological and operational innovation. The company is now primarily focusing on providing professional sign language interpreting service and promoting Deaf culture, to develop a Deaf-Hearing integrated society. The company has built the largest video sign language interpreting platform in China, serving over 6,000 users across the country, and providing over 200 minutes interpreting service per day. VoH is developing an open collaboration network attracting world leading experts in sign language interpreting, Deaf education and Deaf services.
ZHENG Yi, Head of Office, Institute for Sustainable Development Goals, Tsinghua University (TUSDG)

About TUSDG
Housed in the School of Public Policy and Management in Tsinghua University, TUSDG aims to establish a leading platform to conduct interdisciplinary research and collaborate with global partners to address challenges in implementing UN Sustainable Development Goals (SDGs). By integrating theoretical learning and practical experience in the field, the TUSDG also strives to cultivate a new generation of talents who are dedicated to the implementation of SDGs and improvement of global governance. In addition, the TUSDG will make every effort at creating a high-end open platform in the research field of SDGs, attracting world-class experts and scholars to be involved in teaching and research activities. Finally, the institute aspires to become a leading think tank in China on SDGs related policies through cooperative partnerships with relevant government agencies.

Yang shilei, General Manager of AddLab

The addlab creative education is the first domestic Steam+Code education mode. Through exploring the teaching characteristics of young people at different ages from 5 to 18, STEAM special courses and PBL project courses are offered. With programming as the core and project-based teaching mode, innovative courses of 3D printing, additive electronics, graphical programming and open source hardware are offered. Provide cross-border innovative education services for teenagers that integrate science, technology, engineering, mathematics, humanities and arts, leadership and teamwork. Through the study of programming language, we can help students improve their logical thinking and creativity, adapt to the needs of the era of artificial intelligence, and become a global citizen with craftsmanship and international vision.
Zhao Pei, Undergraduate student

Project: Charging Piles Distribution Optimization for Electrical Vehicles and Software System Development

As a clean and efficient alternative to fuel vehicles, new energy vehicles have a huge development potential. However, because of the mismatching between charging demands and layouts of charging infrastructures, there is a big problem that utilization rate of charging station is low and charging demand has not been met in many cities, which blocks the development of new energy vehicles. According to the analysis of actual charging data, this project gives a clear description to charging demands in different times and spaces. By writing different requirements in the project, it adjusts regional disposition of quick and slow charging stations to maximize total charging satisfaction rate. In the end, it develops software platform to make the optimal scheme in a visualized and portability way.

Jacky Yehl worked in FrieslandCampina as a dairy development manager. Part of my job duty is to support poverty elevation in China and improve farmer’s lives. I also train the farmers on farm management and introduce them with new dairy technology using green energy. One of my major clients is Yili in China. In 2017, Yili established the Sustainable Development Steering Committee to promote the integration of sustainable development and business operations. and the Corporate Affairs department takes on the secretariat role and is responsible for daily coordination and mutual communication. 13 business and functional departments join the committee to work together around four major areas (industrial chain, quality and innovation, social welfare, nutrition and health). I find it very interesting and would like to learn more about the SDG in Geneva.
Chen HuiWen
I started my career as a Coordinator in the Investor Relations and Corporate Communications department at Lionsgate Entertainment, one of the top studios in Hollywood. I worked closely with the Executive Committee in my role and gradually expanded my responsibilities to include business development in the Greater China region.
After I returned home to Singapore, I made the career switch to Public Service as a Manager in the Trade Promotion Group in International Enterprise Singapore, an economic statutory board under the Ministry of Trade and Industry. In my role, I was responsible for attracting international energy and chemical trading companies to locate their regional and global trading activities in Singapore.

Marietta Avakova, University of Geneva
LingvoHelp is a project related to a mobile application enabling blind and visually impaired people to learn foreign languages through online technology with the help of bilingual volunteers tutors. The social innovation project represents a mutual help both to people with disabilities who would like to speak a foreign language and tutors willing to acquire and develop their teaching skills or improve their level in the first foreign language.
**Narayan Nathani**, master’s candidate in Development Studies at the Graduate Institute, Geneva.

EDULINK is the network-based platform aimed to create a strong tie among the development actors in the education sector to leverage the education data universe for all actors. This network-based platform that works on the principle of blockchain allows for a space for members to connect to each other, eases out the process of data filtration and consolidation and provides a peer-reviewed/validated datasets.

**Sandra Orcí** has eleven years of professional experience at the Mexican government mainly in social security and public health.

The **Hospital Performance App (HapP)** is an innovative tool that uses a global health approach to reach Sustainable Development Goals creating an integrated evaluation process of hospital performance using an App. HapP considers individual-level clinical care and empowerment of patients. It intends to facilitate communication between users and decision makers (hospital managers, local authorities and global agencies). HapP aims to provide opportune and reliable quantitative and qualitative data and analyzed strategic information to help decision-makers implement policies that address public and global health issues. Thus, HapP will provide a continuous and transparent evaluation of health results.
Philippe van Lotringen  Antoine Lavanchy Patschke

“Terre des hommes (Tdh) Lausanne wishes to give a prominent place to SDGs through the creation of a "contribution to sustainable development objectives" criteria in the evaluation process of ideas/projects intended to be technically and financially supported by the innovation unit. This criteria would be designed from a child rights perspective in order to encourage the consideration of children as real human rights holders and not just as simple beneficiaries of charity. Tdh is embedded in a network of actors at local, regional and global level that aims to increase impact by combining resources, knowledge and influence. Geneva is a formidable part of this network as the home of many international organizations, NGOs and international initiatives. New partnerships with Chinese academic and non-governmental organizations would enable Tdh to contribute, thanks to its expertise in Asia, to the implementation of the SDGs and the improvement of children's rights in South Asia.”

Jonathan Street, internship within Geneus, a pre-incubator in Life Science.

While global warming is threatening us and the agriculture, my vertical farming solution is a proof of concept for cities and emerging countries to feed its population in a sustainable manner. We are leveraging current technologies to make agriculture more efficient. Using no fossil fuels, little water and diminishing waste. Introducing a new farming method with better yield, less laborious and making the farming career more appealing. Vertical farming made in Switzerland would be the future proof for the growing population.
Natacha Reymond
Master in Innovation, Human Development and Sustainability at UniGE with a strong focus on the SDGs. Allure Sauvage works towards building a more sustainable fashion world through the use of innovative materials such as pineapple leaf-fiber - Piñatex - for their first collection. Based on the three pillars of sustainability people, planet and profits, Allure Sauvage brings the slow back with designer collections handmade by local artisans.

Alan Brooks, PhD, RN, Managing Partner
Bridges to Development is a start-up non-profit, non-governmental organization registered in Geneva and the US. We inform and assist in the scale up of promising technologies and partnerships to improve two critical bridges to sustainable development, education and health, in low and middle-income countries. In that respect I want to better understand how Bridges can support innovative ideas arising out of the collaborations between China and Geneva to go to scale. Similarly, my extensive background in development may be a resource for some in the exchange as I have been part of many public-private collaborations in the past.
**Julia Dallest**, Open Geneva association as chief operations officer

Exporting the concept of Open Geneva festival as Open Beijing, open innovation festival in China

The dream, that I share with Open Geneva association, would be to manage and coordinate this festival in other cities all over the world. Open Beijing could be the first festival abroad. With open innovation, I discovered that everything becomes possible. Sharing and learning together is the key to imagine the world of tomorrow. I’m really convinced that collective human intelligence is one of the solution to reach Sustainable Development Goals. Open Geneva festival offers a very interesting new format of collaboration. Many projects emerged from hackathons during the festival and the community of innovation actors is very dynamic. To me, this specific type of event could work, wherever people want to solve common issues.

**Fruzsina** is a Sustainable Solutions professional. She holds Masters in Environmental Engineering, and Logistics & Supply Chain Management and a Bachelor in Animal Husbandry Engineering.

Budd'yGo is an intelligent and personalised mobile app proposing alternative transportation routes for daily routine, leisure, sports and even for vacations. The app is based on real time data combined with sensors (e.g. accidents, air quality, noise), weather alerts, traffic and safety information. It is supported by AI and is set to meeting user's needs such promoting social life and preferences (e.g. CO2 emission reduction, healthy lifestyle, cost savings or time efficiency).

We target also companies to reduce their environmental impact and improve the social one by creating a better working spirit through gamifying their collaborators who commute daily.
Bodo Hoenen  
Founder of Dev4X  
Projects:
► OSI - We are building an economy for solving grand challenges. It helps innovators create "innovation bricks" that tackle specific problems, It helps entrepreneurs use those bricks, stack them together and create viable businesses, and it helps investors fund successful innovation in a positive-sum economy, where an investment in 1 is an investment in many: www.dev4x.com/osi

► Universal Learning Map - Imagine a map of all human knowledge where anything can be learnt, where paths from where you are at to where you want to be can be created dynamically, just like Google maps. Imagine this tool in the hands of millions of kids, especially those who don't have access to quality education: www.dev4x.com/moonshot-education-project/

PD Dr Beat Stoll, MPH, Médecine interne FMH  
Project to promote the development, deployment, quality use and maintenance of appropriate medical technology  
The first project realized is an innovative digital x-ray machine – GlobalDiagnostiX (GDX). This pilot program became the model on the way to develop and deploy effective, high quality and affordable medical devices, adapted to the needs of impoverished, but not exclusively, communities across the globe. For its production and diffusion, we created two Start-ups. The implementation of GDX and later on other devices goes together with a holistic approach integrating several SDG’s: 3 (health), 4 (quality training), 8 (working condition, economic growth), 9 (industrial innovation), 12 (reasonable consumption) and 17 (mobilization of global partners and stakeholders for the financial support).