



Global
Goals



Jam
2021

Info booklet

Design 2030 now!

What?

The Global Goals Jam is a 2 day event to engage makers and designers to contribute to the Sustainable Development Goals by creating short-term interventions with long-term impact.

More than an event, it is a network of cities and organisations that are excited to engage their local communities to create real impact for the Global Goals.



Why?



The challenges before us are so complex that no single discipline, mindset, or expertise will be able to solve them. To address social challenges globally, we need to collaborate and learn from local ideas and solutions that are being developed across the globe.

To collaborate, we need to engage in a way that goes beyond talking, towards making and creating, in a space for people from all backgrounds who bring in their local knowledge, ensuring a bottom-up, grassroots approach.



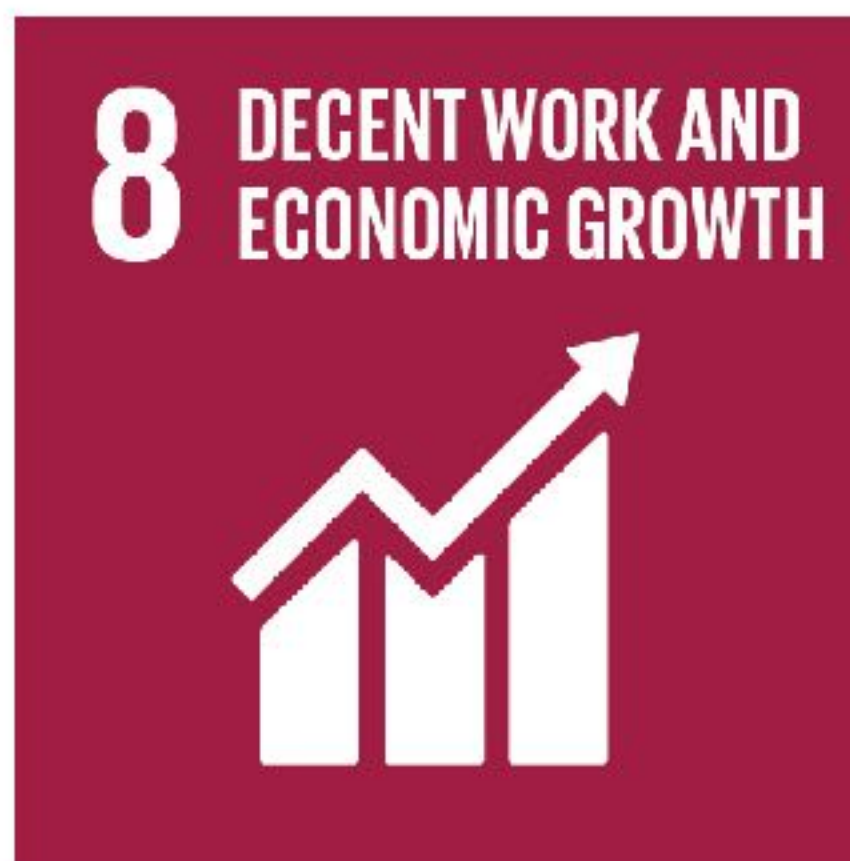
Vital insights from the design process are not documented, shared, found and re-used, and therefore **go to waste**.

We desperately need a new, more sustainable mindset to reach the Sustainable Development Goals by 2030.

Everything we create must have a positive ripple effect around the world. And we have to dare to do it together: governments, educators and businesses.



We need a common language



With UNDP

In 2016, United Nations Development Programme approached Digital Society School to create a collaboration that connected the design community with the Sustainable Development Goals.

Using our expertise in Design Methods and international collaboration, we designed a process that empowers people to create direct impact for the global goals, solving local challenges relevant to their own context.





Design 2030

In the Jam, participants use a tailored toolkit to help them translate big goals into local challenges - to design for sustainable impact. Starting with the Global Goals, the toolkit provides teams with a common language to ensure shared process and documentation.



Design Across Cultures

The Global Goals Jam is part of [Design Across Cultures](#), a global innovation chain where multidisciplinary multicultural design teams collaborate to tackle similar local challenges all over the world. Teams work in-between different cities, using the force of cultural differences and similarities as a design strategy.



5 years

7000+ people

2000+ jams

Global themes

Local challenges



Within Design Across Cultures, we work on global themes that are relevant in the world today, and that adhere to one or more of the UN Sustainable Development Goals. (For more info see globalgoalsjam.org/organisers)

The local organiser translates one or more of these global themes to a local challenge that is relevant to the local community.

For these challenges, we recommend to work with industry partners: local companies or organisations that are already working on the topic. Working with industry partners makes sure you bridge different contexts - and we need multiple stakeholders to design for sustainability and its wicked problems.

This can be for entrepreneurs, NGOs, corporates, governments or education: the bigger mix the better!



Climate justice

How might we shift from discourse on greenhouse gases and melting ice caps into a civil rights movement with the people and communities most vulnerable to climate impacts at its heart? ([un.org](https://www.un.org))

How might we minimize the effects of climate change for vulnerable communities? How do we make sure sustainability is not exclusive?



Beyond human-centered design

How might we design as nature? How will design processes and ideas change when we take a nature-centered perspective?

What if nature and non-human actors are our first and main focus in our design activities?



Regenerative cities

How might we create a more healthy and sustainable relationship towards nature? How do we close the loops of our urban systems and communities?

How might we design our cities as ecological systems, so that they not only become sustainable but actively contribute to a thriving planet?



Host a jam



As a local organiser your main tasks are to:

- Facilitate a 2 day local jam with a space that can host 15 - 50 participants (or more of course!)
- Provide a dedicated contact person for this project who checks email and Slack from May to September
- Organise your own budget neutral event, but feel free to involve partners and sponsors, or ask a small fee from participants
- Create your local chapter on globalgoalsjam.org and provide content about your event on a dedicated website or social media channels
- Use the Global Goals Jam's branding and frameworks to document your process and results
- Be connected to the Internet to be in touch with other design teams in other major cities during the Jam
- Share results under creative commons license

Interested? Sign-up via the website and get access to the full Global Goals Jamkit!



Become a partner



To reach the Sustainable Development Goals by 2030, we have to work together: governments, educators and businesses.

Why engage?

As a member of the Global Goals Jam community, you will become part of a global network of change makers. The Jam is an excellent opportunity to show your company's engagement with the Sustainable Development Goals and to connect your brand or company to an internationally renowned partner as UNDP. Additionally, you will put your organisation in the spotlight of a group of young, creative, socially engaged and environmentally conscious professionals that will put their heads, hands and hearts into a challenge you might not have time or resources for to tackle. Or maybe you just want a fresh perspective by engaged, innovative change makers!



Local or global



Local partnerships

Do you work within one of the global themes? Provide us with a local challenge! Let's shape a local challenge that one of the teams will work on. You can of course also participate in the Jam itself, learn from the methodology we use and provide valuable feedback to the team.

This could be:

- Location and/or sustainable catering
- Media and promotional partner
- Material (for designing, making, tinkering)
- In kind: provide your time, talent, expertise, in the form of participation, a coach, in an expert panel, or an inspirational talk. You can also create large impact by helping teams develop their ideas further, and offer follow-up opportunities such as incubating or accelerating the created ideas after the Jam!

Contact your local host via the local chapter on globalgoalsjam.org to see how you can be involved!

Global partnerships

Do you like to think on a global scale? There are many opportunities as well.
See what we can do for you at globalgoalsjam.org/partnership



Join us!



www.globalgoalsjam.org

