IED

Global Goals JAM Milan

Global Goals JAM Rome

Global Goals

5TH edition

Goals

Jam

2021

IED

Want to go straight to the point?

We've mapped out a dedicated plath for focused reading.

Curious about everything?

Go page by page to discover the whole story.

GLOBAL GOALS JAM

celebrating
its sixth year
in 2021

The Global Goals Jam is a global, interdisciplinary community that involves young creatives and organizations active in their local communities, promoting actions that has a real impact on society and moves towards the achievement of the 17 goals on the 2030 Agenda for a better world.

A collaborative and cross-cultural project sponsored by the Digital Society School of Amsterdam, in partnership with the United Nations Program for development and supported by the World Design Organization.
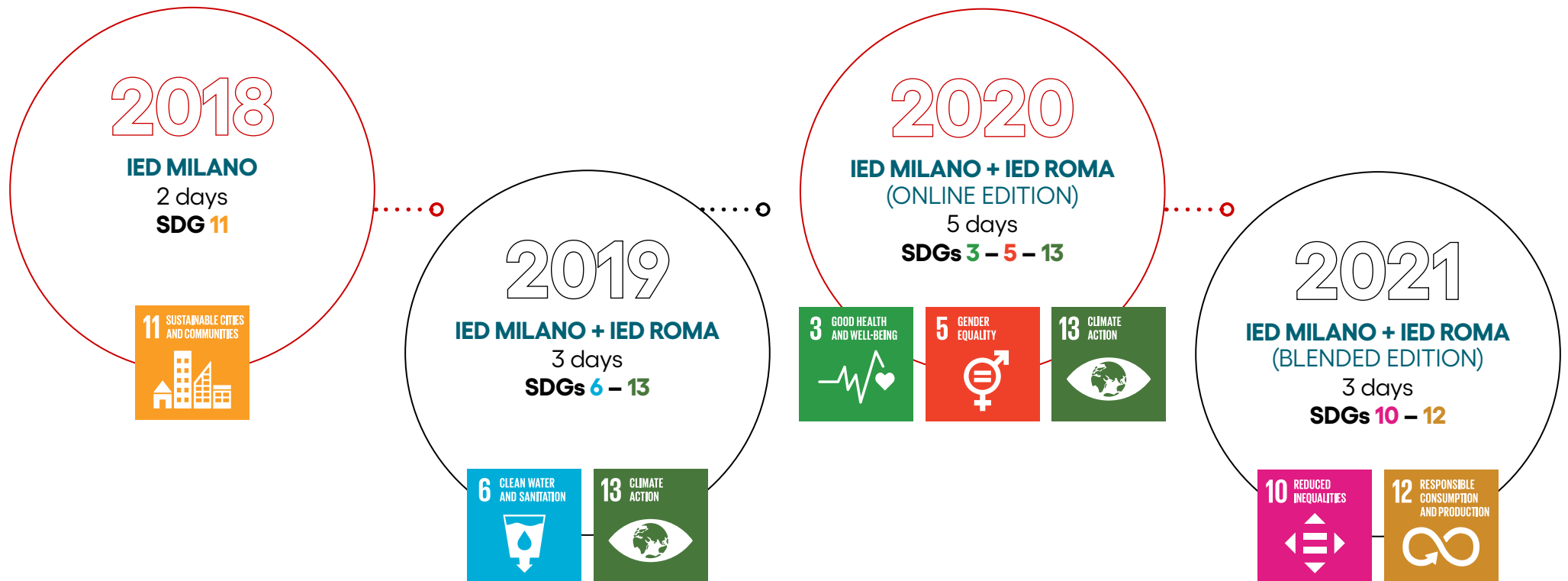
x5
years

x7000+
people

x200+
jams

x100
cities

IED

IED: LOCAL ORGANIZER

IED is the Local Organizer of the GGJ for the fourth year running. Starting from the guidelines, **IED takes its own individual approach to the JAM**: from choosing a local theme through which to explore the Sustainable Development Goals (SDGs) and their interconnections, preparing dedicated tools.

2018
IED MILANO
2 days
SDG 11

11 SUSTAINABLE CITIES AND COMMUNITIES

2019
IED MILANO + IED ROMA
3 days
SDGs 6 — 13

6 CLEAN WATER AND SANITATION

13 CLIMATE ACTION

2020
IED MILANO + IED ROMA
(ONLINE EDITION)
5 days
SDGs 3 — 5 — 13

3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

13 CLIMATE ACTION

2021
IED MILANO + IED ROMA
(BLENDED EDITION)
3 days
SDGs 10 — 12

10 REDUCED INEQUALITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
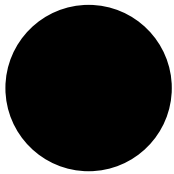
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CHAIN REACTION

The 17 SDGs are closely interconnected: a solution developed for one goal can have a positive effect on the other SDGs as well, creating a "chain reaction."

The impact assessment is implemented from the earliest stages of analysis: Jammers have several tools at their disposal to ensure that the design and the proposed solutions have a positive effect on multiple objectives.

It is crucial for IED that the identified solutions do not have a negative impact on the other SDGs: for that reason, IED has designed tools that allow it to identify and intervene on critical matters from the first steps of the design path.
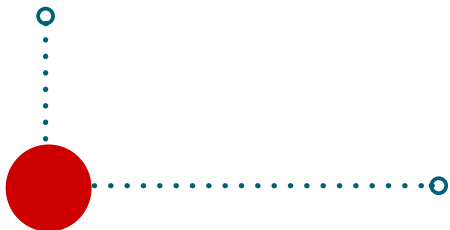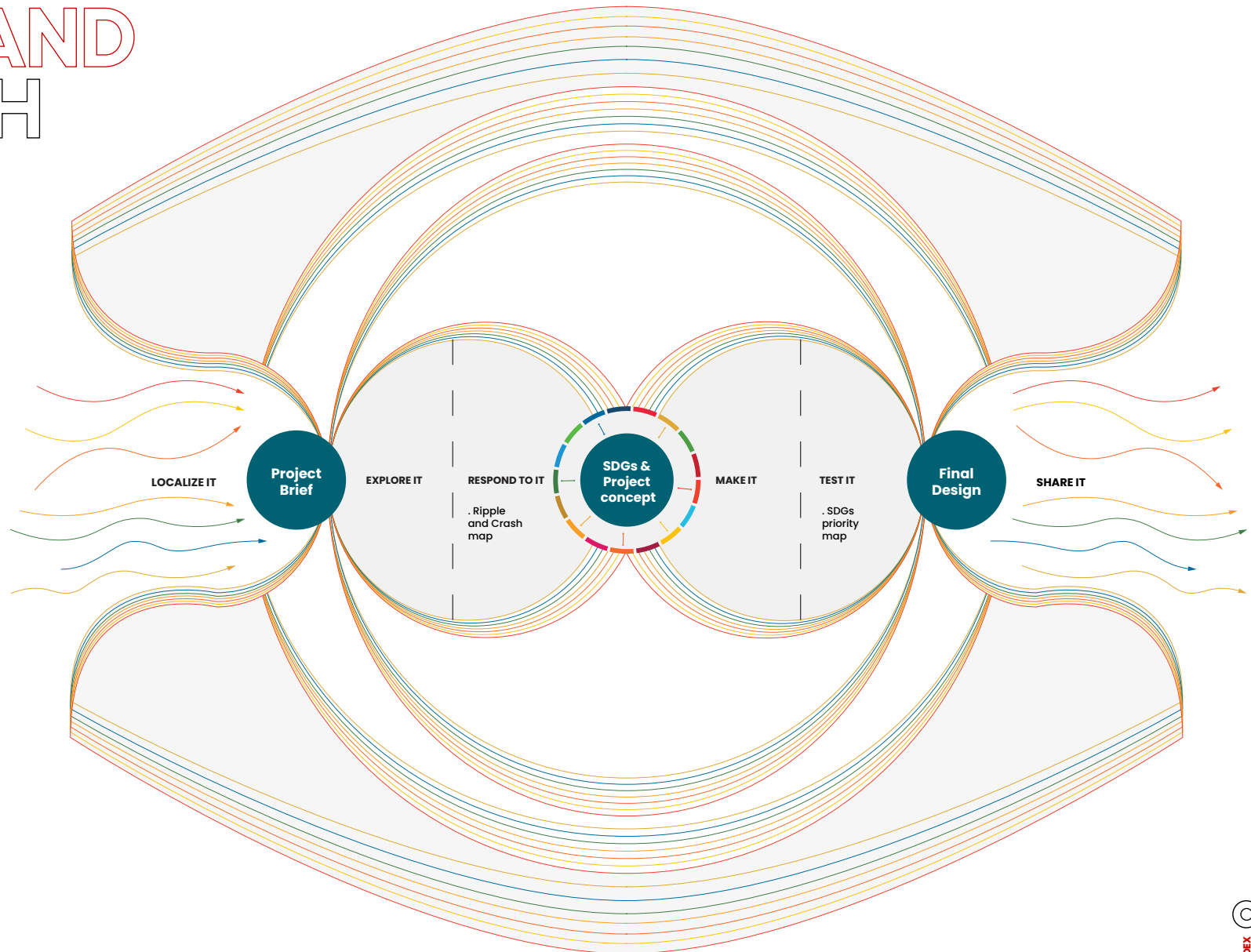
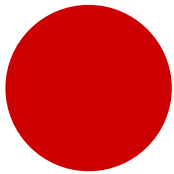| 1 POVERTY | 2 HUNGER | 3 AND WELL-BEING |
4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	THE GLOBAL GOALS For Sustainable Development

METHOD AND APPROACH

The focus of the Jam is on developing new solutions with a long-term impact.

It follows an integrated systems approach to create a design method aimed at transforming a critical element into an opportunity for growth.

IED — Straight to the point

LOCALIZE IT

Project Brief

EXPLORE IT

RESPOND TO IT

. Ripple and Crash map

SDGs & Project concept

MAKE IT

TEST IT

. SDGs priority map

Final Design

SHARE IT

PRELUDE TO THE JAM

The experienced, cross-cultural and multidisciplinary team of coaches is involved from the very beginning of the GGJ.

Beginning from the Goals and the global theme, the coaches develop the design questions that will serve as prompts for the Jammers. The coaches fully adhere to the GGJ's objectives, enabling them to more effectively support the Jammers in developing their project proposals.

Coach Team

Research and analysis for local relevance and contextualisation in design fields

Jammer Team

Analysis	Identification	Selection	Translation	Designing
of global themes and related SDGs from the Global Goals Jam	of the local theme and related SDGs	of specific targets related to the local theme and the chosen SDGs	of the specific targets into a design language, bringing it into the local reality	creative solutions and verifying the impact on the SDGs

ANALYSIS

URBAN EVOLUTION

One of the themes of the Global Goals Jam 2021 was the "regenerative city": the contemporary challenge of a metropolis with active agency, able to increase its local resource benefits and contribute to the preservation and prosperity of the planet, as well as using resources in a sustainable way with limited emissions.

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SDGs

IDENTIFICATION
A LOCAL IDENTITY

IED relates the global theme of the regenerative city to SDG 12, connected with SDGs 10 and 11 and with the strategic plans of the cities that hosted the Italian edition of the Jam: Milan and Rome. A few aspects have inspired Jammers throughout the entire journey:

MILAN
**Three-Year Strategic Plan
of the territory of the
Metropolitan City of Milan**
(PSTTM)

**Regeneration, resilience and mobility:
local-environmental sustainability.**
This plan aims to support the promotion of reuse, recycling, reconversion, and the regeneration of goods and spaces, together with a widening of the forms of sustainable mobility through the use of digital technologies, innovative ways of using goods and services, and the adoption of new behaviors, in order to create the conditions for an increasingly resilient place, increasingly able to adapt to the continuous change of conditions. [...]

Source: www.cittametropolitana.mi.it/

ROME
**Metropolitan
Strategic Plan -
Metropolitan City
of Rome** (PSM)

Asset 1 - Metropolis: Natural Capital.
Promote the natural and cultural capital for a more sustainable and environmentally-friendly metropolis. Identify and promote development policies aimed at supporting local cultural diversification as a source of innovation and reservoir of possible responses. [...]

Asset 2 - Metropolis: Relational Capital.
Recognize and value urban constellations. Promote new geographies of partnership and generate value. Promote urban policies to affect forms of social inequality. [...]

Source: static.cittametropolitanaroma.it/uploads/Relazione_allegato_decreto_def.pdf

THE GREAT LEAP: ANTICIPATING TO PREVENT

The theme of Transformative Resilience was the focus of the GGJ in Milan and in Rome.

When faced with crisis, one can react in two ways: surrender to fear, opting for conservation, or implement active resilience that pushes forward instead of returning to the pre-crisis situation. No nostalgia for the past: see the crisis as an opportunity to take a step toward the future.
For this to be feasible, it is necessary to be prepared for what might happen: predict and prevent.

THE DESIGN QUESTIONS:

UNDERSTAND, INTERPRET, TRANSLATE

The design questions are the Jammers' starting points. The questions are created by the coaches in the preliminary phase and aimed at interpreting the theme, the SDGs and their related targets (that is, the concrete goals). The Jammers, divided into teams, then respond to them, to focus the challenge and develop their project proposals. There are five pivotal stages (sprints) in the process: empathy, discovery, definition, design, and sharing. Supported by their coaches, the Jammers constantly compare notes in order to find the solution with the greatest positive impact.

How can we promote green spaces and avoid environmental gentrification?

A reflection on the theme of urban nature, or existing green spaces and boosting their value within the city.

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GREEN UNIVERSE

LEARNING FROM GREEN SPACES IN MILAN

Discover hidden spaces to learn about the world and yourself.

Straight to the point

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GREEN UNIVERSE

Beyond classrooms, walls, and hallways, there is a way to understand the University not as a container, but as a bridge between the inside and outside. There are places in the city where urban nature can take on a crucial function: to bring people together, reconnect them, and enable diverse learning processes. When we learn and teach, we need this contact: any teaching space can be or become green.

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EMPATHY MAP

JAMMERS:

Carola Bona, Irina Ciobanu, Andrea Di Tota, Federica Kozma, Gloria Orefice

CONTEXT:

Milan has limited green spaces: educational spaces, especially the universities, often lack connection to the outdoor environment.

NEEDS:

Regain contact with nature, experience nature for personal well-being and to improve concentration, increase collaboration with the local area and the community.
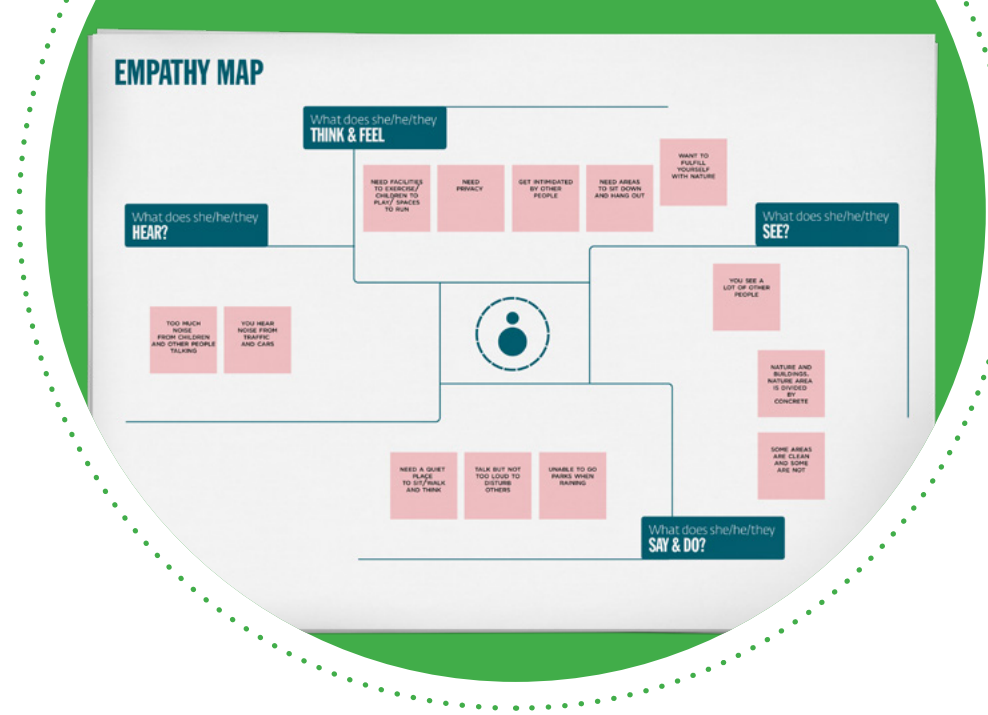
IDEA:

Create an indoor-outdoor link, bringing education outside of the university and nature into the classroom.

PROJECT:

Green UNIverse: a design aimed primarily at college students who appear, like everyone else, to be increasingly disconnected from nature. The focus is on creating a network between municipalities, universities, green spaces and students, with the common goal of offering and making use of "excellent" green spaces in the heart of Milan and in the areas surrounding the Universities. A sort of "decentralized campus" where activities can be taken beyond the walls of the Universities to enliven public spaces. The idea is that any space, outdoor or indoor, can become a green space, thanks to the collaboration of all those involved - and they can all become spaces for learning, rather than just a pretty background.

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A FREE SPACE FOR A FREE MIND

FROM BACKGROUND TO FOREGROUND

Green areas managed by citizens: taking charge of beauty

Straight to the point

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A FREE SPACE FOR A FREE MIND

After long months stuck inside between narrow walls, we now seek the outdoors. Not a backdrop, but a green stage, where we can live our lives and share who we are.

An extension of our private space, to be looked after like our own rooms, giving a slice of life back to others...

OPPORTUNITY TREE

Straight to the point

JAMMERS:

Alessandro Froio, Davide Girotti, Chiara Latini, Yue Lu

CONTEXT:

Rome is one of the greenest cities in Europe, both in terms of area and variety of green spaces, but this space often goes unused.

NEEDS:

During the pandemic, the need to find outdoor space and reconnect with nature has only increased, including in cities.

IDEA:

Make all green spaces beautiful, well-maintained, and livable
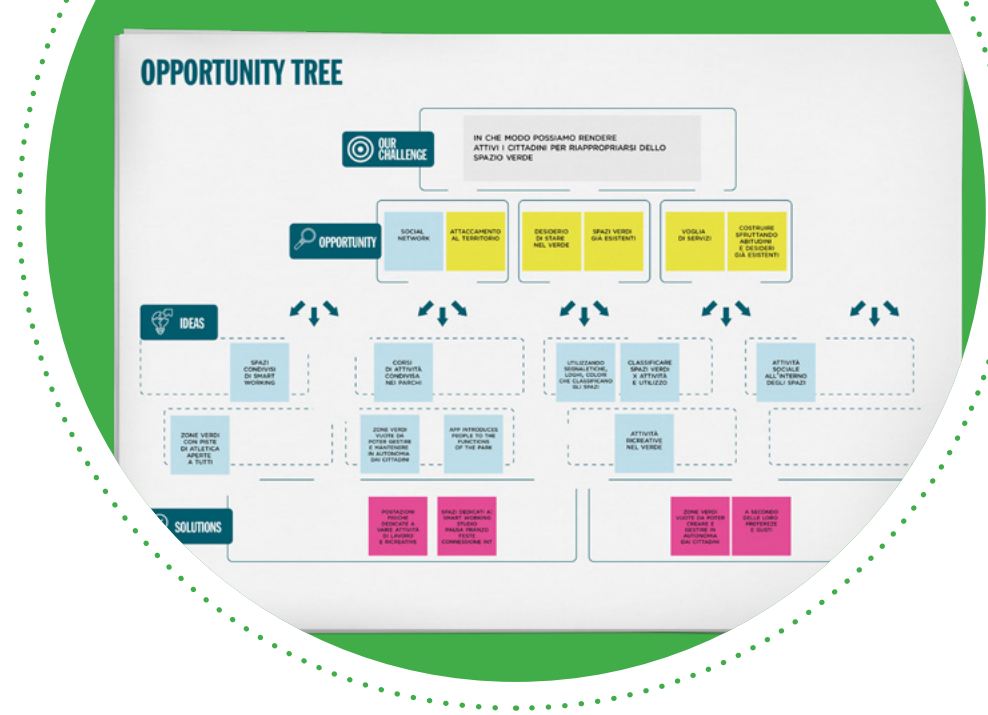
PROJECT:

A free space for your free mind wants to raise awareness among young citizens, giving them the possibility of self-managed green spaces. Parks dedicated to painting en plein air, photography sessions or group readings, sports fields, or exhibition spaces. All through an app where individuals can book their own space to take over, for as long as they need to put their passion into practice. A community rating system gives credit for various municipal services, but also restrictions on renting other spaces in the event of neglect or poor management.

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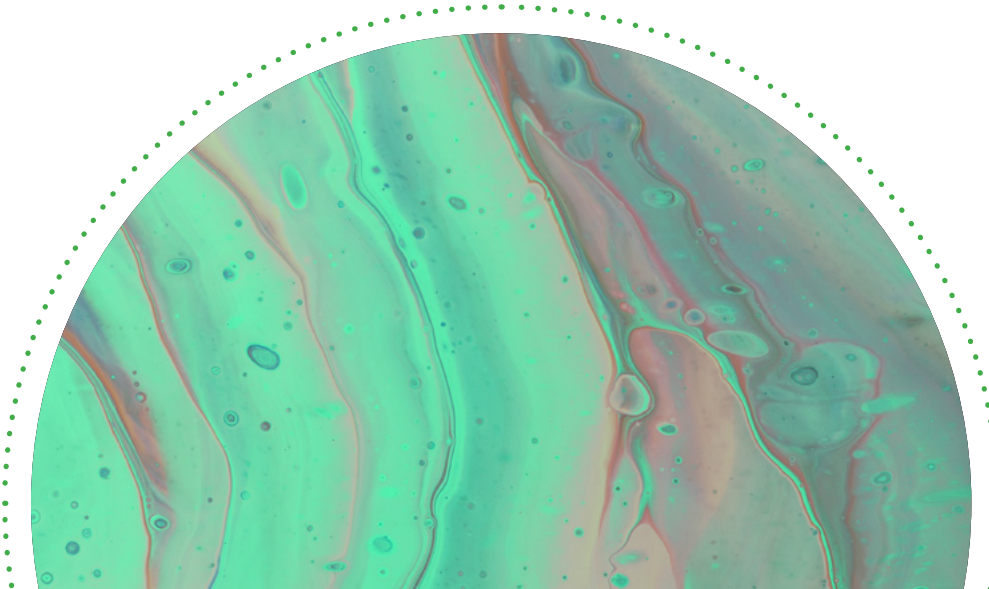
DESIGN QUESTION 2

How can we reduce electronic waste (Weee) and make our cities smarter?

A reflection on the harmful effects of increasingly widespread digitalization, from device disposal to the digital pollution caused by data traffic.
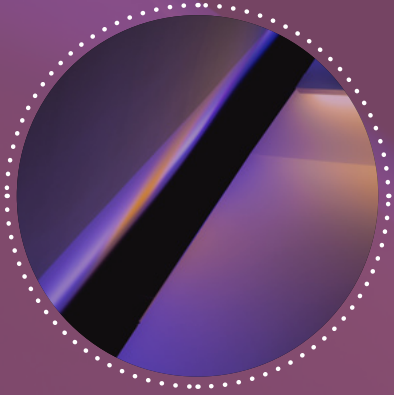
Straight to the point

BACK2REALITY4FUTURE

THE INVISIBLE DAMAGE

Limit virtual traffic that causes real pollution

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Straight to the point

BACK2REALITY4FUTURE

We have become accustomed to a parallel world. Thinking it does not cause any collateral damage, we have gorged ourselves on data, bytes and pixels... But even this alternative life creates pollution.

We cannot escape real life: reclaiming our actions is a difficult but necessary task. It's not about going backwards, but finding a balance: like tightrope walkers suspended over a sea of possibilities, looking to the future.

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Straight to the point

JAMMERS:

Matteo Arnesano, Kerui Bai, Manuel Giovanale, Alessandro Giraldi

CONTEXT:

Our hyper-digital everyday lives, where all once-real actions have an online alternative but information is lacking about their real-world effect on sustainability goals.

NEEDS:

Reclaim physical experiences, limit the use of digital technology and, by extension, the effects of digital pollution.
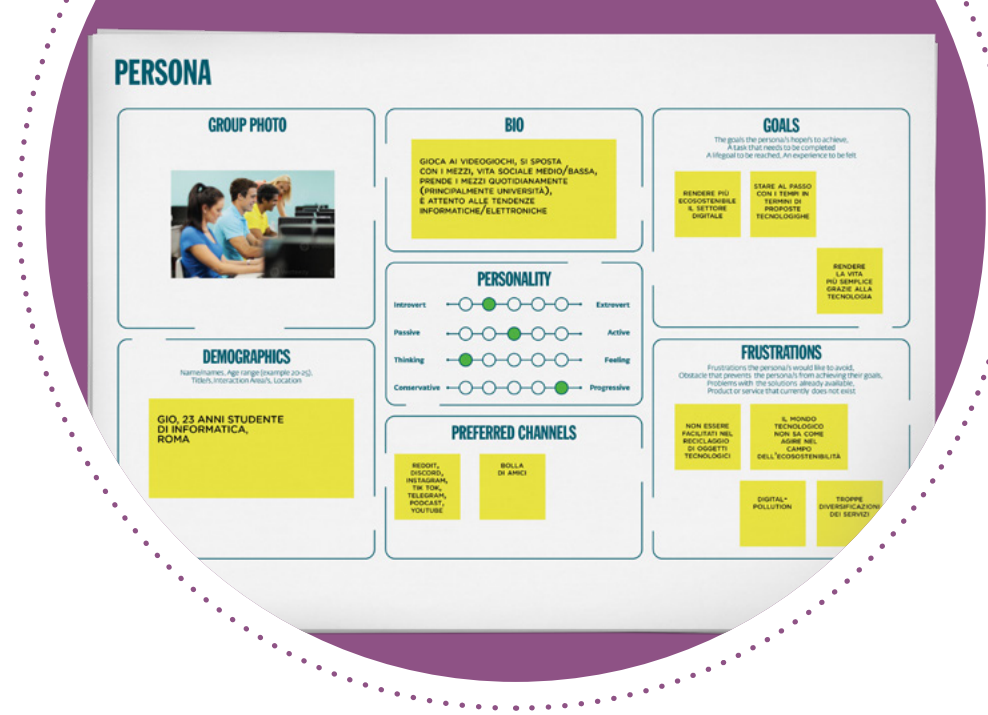
IDEA:

Raise awareness among young people and encourage them to abandon some digital alternatives in favor of the real world.

PROJECT:

Back2reality4future is an information campaign designed by a team of Roman Jammers, involving companies interested in spearheading a return, however partial, to "offline" activities by highlighting the amount of CO_2 pumped into the atmosphere by internet servers. For example, the first release, "Less Sexting, More Sex Things" involves a company that manufactures eco-friendly condoms: true, the digital realm is important to our lives, but choosing to reclaim real-world experiences is also good and healthy. The idea of involving companies in an information campaign reinforces the concept of responsibility: we all need to think about consuming in an increasingly conscious way.
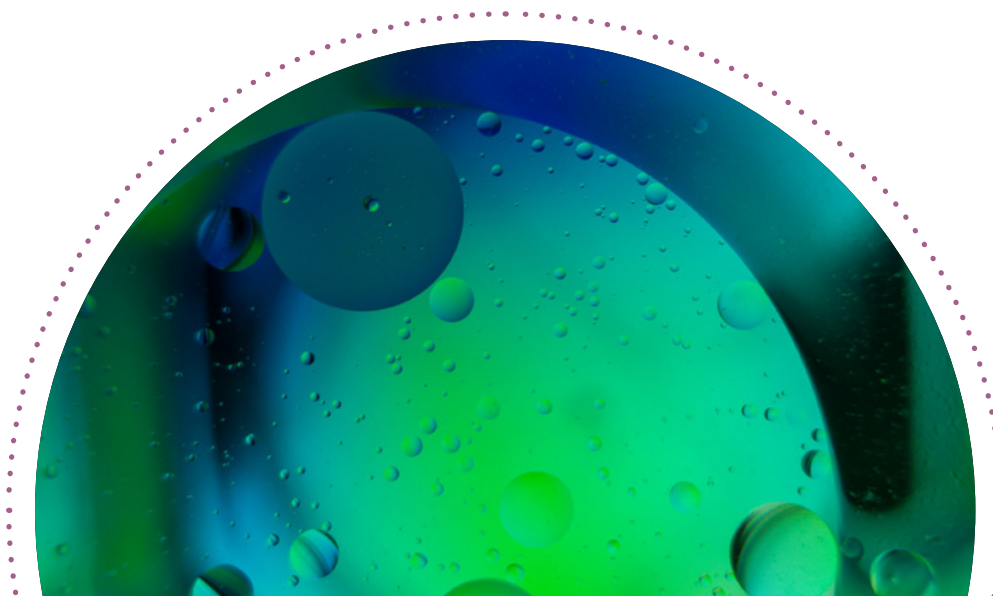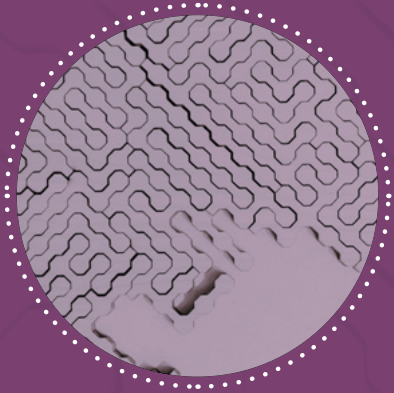
ELECTRIC AVENUE

BRAND-NEW THINGS AND OLD LEFTOVERS

A community for repairing and reimagining discarded tech

![IED logo]

Straight to the point

ELECTRIC AVENUE

"It's not worth fixing, it's cheaper to just buy a new one…" How many times have we heard ourselves repeat that line? As technology speeds ahead, outdoing itself every day and encouraging us to keep up with the latest trends, it leaves behind far too much discarded waste that is still functional.
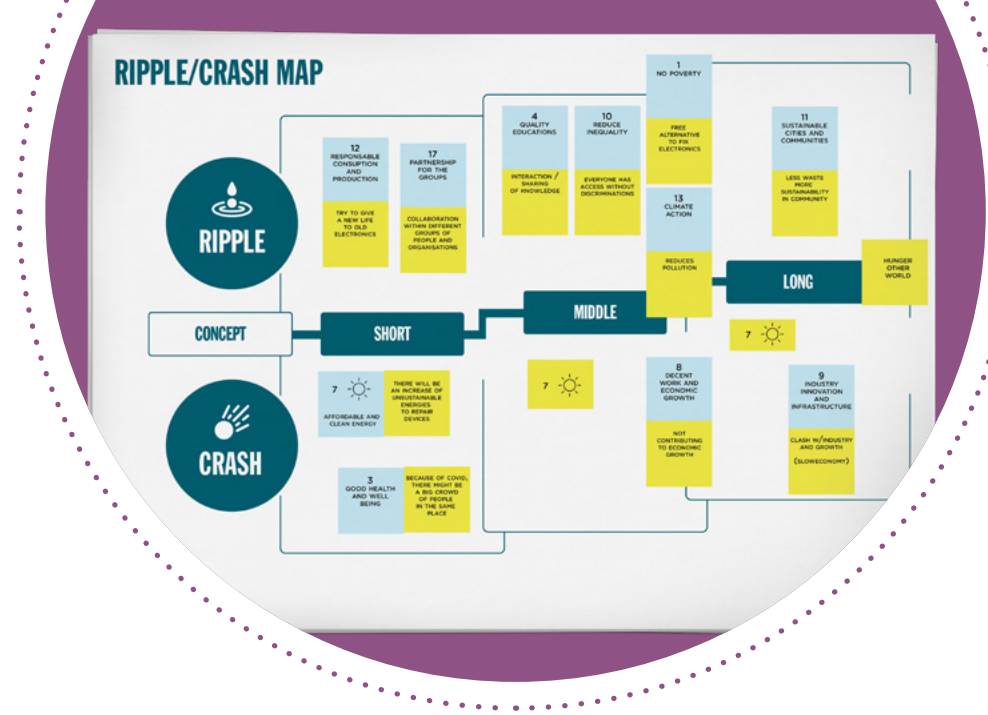
RIPPLE/CRASH MAP

JAMMERS:

Davide Demartis, Stefania Kim Gardini, Chiara Akimi Grandolfo, Nina Hermannsdottir, Valentina Laviano

CONTEXT:

A society in which knowing how to repair things no longer has any value, because new is always cheaper. And E-waste is piling up higher by the day.

NEEDS:

Drastically decrease technological waste, limit its disposal.

IDEA:

A gathering place for many kinds of expertise, a focal point for the community.

PROJECT:

Elecric Avenue, conceived by Jammers from Milan, is an urban space for repairing, reusing, and recycling. Even repurposing, in ways that need not "respect" a device's original purpose. The project is dedicated not only to electronics students who can offer their skills to repair devices and instruct people in their proper use, but also to artists who can give a new life to individual pieces. They also offer artists the opportunity to sell their own work. A local community space for sharing and recycling electronic devices, giving them a chance to be used again before the end of their functional life span. Most of all, a space for ideas.

Straight to the point

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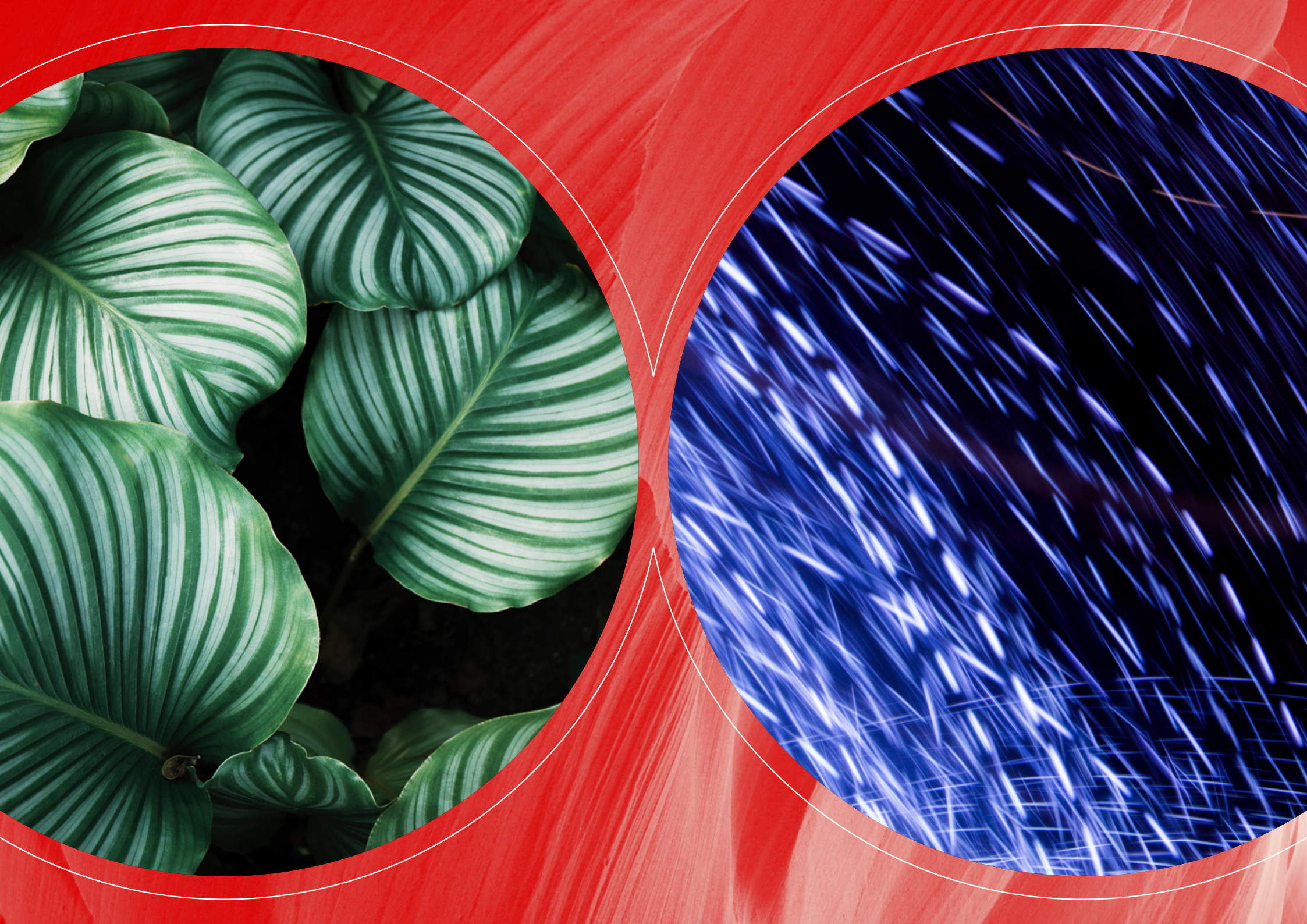
WHY TAKE PART?

X
Sharing of know-how of people from **different geographical, cultural and professional** backgrounds, interested in sustainable development.

X
Development of **creative intelligence** for the interpretation and application of key relevant questions and themes.

X
An exchange of ideas with **professional coaches** with cross-functional skills and many years of experience in the field of design for sustainable development.

X
Access to design tools useful in the **professional sphere**.

X
International touch points with other Jam locations around the world.

WHY
BE THERE?

Education and Design play an important role in achieving the sustainability goals of the 2030 Agenda. IED, with its Research Center, is active in the development and testing of different methodologies that can increasingly integrate the SDGs into multiple educational projects. To train creatives to be active participants in the transformation of the world, able to grasp complexity and have an impact on it...

![IED logo]

TAKE PART

Jammers
Gain access to an international experience and
be an active part of change!

WORK TOGETHER

Universities and Schools
Actively collaborate on a cross-cultural
and interdisciplinary research experience!

SUPPORT

Institutional partners and companies
Support the organization of the next Jam
and sponsor the initiative!

ORGANIZE

Coordinate with IED and become
Local Organizer of the next Italian edition!

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With the patronage of

Comune di Milano

ROMA SPQR

Assessorato alle Politiche del Verde, benessere degli animali e rapporti con la cittadinanza attiva nell'ambito del decoro urbano

COACH TEAM

Marika Aakesson
Global Goals Jam coach
Product Design course coordinator
at IED Istituto Europeo di Design in Rome
SDGs design thinker

→ **What's the cost for the planet
when you checkout and pay**

Giovanni Ottonello
Global Goals Jam Coach
Art Director and lecturer at IED Istituto
Europeo di Design
Envisioner

→ **Who is afraid of green?
Nature Deficit and Resilience**

Simona Maccagnani
Global Goals Jam Ambassador,
Local organizer and Project leader Global
Goals Jam Italy
Head of the Research Center at IED
Istituto Europeo di Design
System thinker, passionate learner, and
SDGs-activist

→ **Rethinking (design) systems
through beauty, sustainability
and togetherness.**

Alessandra Vasile
Global Goals Jam Coach
Lecturer at IED Istituto Europeo di Design
Freelance architect and researcher in the
field of architecture and design

Italo Marseglia
Lecturer at IED Istituto Europeo di Design.
Freelance fashion consultant.
Fashion Avenger and SDGs-activist.
Textile recycling researcher.

→ **Dealing with digital pollution**

Gabriel Weirich
Global Goals Jam lead coach
Lecturer at IED Istituto Europeo di Design
Innovation manager, design thinker,
storyteller, and trend observe

→ **Transforming Cities**

ORGANIZING TEAM

Nicoletta Rubini
Project Manager
Local operations GGJ Milan and GGJ Rome

Riccardo Budelli
IED Design Rome - faculty office
Operations assistant GGJ Rome

Silvia Ardini
Copywriter GGJ Milan and GGJ Rome

→ **What do we really need?**

→ **A space to make space!**

→ **Beyond the teacher's desk:
the natural space that teaches**

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