



Global Goals Jam

2020

We have mapped out a dedicated path,
for tailor-made reading.

Straight to the point?

PARTICIPATE

Are you interested in participating as a Jammer in the 2021 edition and would like to better understand how GGJ 2020 was structured and what it was like?

COLLABORATE

Would you like to involve students from your organization in the next edition of the Global Goals Jam organised by the IED?
Do you want to find out more about the structure, methodology and tools of the GGJ 2020?

SUPPORT

Would you like to support, as an Institutional or Corporate Partner, the organisation of the next GGJ and would you like an overall idea of the 2020 edition?

Curious about everything?

ORGANISE

Are you a Local Organizer in Italy and would like to coordinate with IED for the next edition? Would you like to discuss the Italian GGJ experience?
Do you want an in-depth look at the 2020 edition?

choose the path and always click
on the sections to scroll

page after page for a
complete reading.

"Someday, I hope that we will all be patriots of our planet and not just of our respective nations."

Z. Weil

The Global Goals Jam is an international event promoted by the Digital Society School of Amsterdam in collaboration with the United Nations Development Program.



A space for cross-cultural experimentation where different skills, transversal to the fields of design, creativity, technology and social innovation, also linked to territorial backgrounds, are shared in a process that stimulates a direct impact on society for the achievement of the 17 SDGs, namely the Goals of the United Nations' 2030 Agenda.

× **5 editions since 2016 – 36 countries involved – 80 cities – 2.500 Jammers**



"What does not benefit the bee
hive is no benefit to the bee."

Marco Aurelio

- × [To find out more](#)
- × [To relive the Symposium](#)

The fifth year of the GGJ was celebrated by an important event: the first international Symposium - organised by the Digital Society School together with IED - involving partners from different countries such as Japan, Somalia, India...



A structured intercultural dialogue not only between the speakers, prominent representatives of the worlds of innovation, research and sustainability, but also with all global jammers. All taking an active part in the discourse by sharing questions on three fundamental themes: the desired and pursued transition from Human Centred Design to Planet-or-Life Centred Design, aspects of health and well-being in the digital society, and social and cultural bias in creative practices. An opportunity to make new connections, share tools, discuss local solutions and take action to improve life all over the world!

"Diversity in research is like water for the pasta,
it is the liquid through which ideas are transformed
and take on an innovative dimension."

I. Capua

10, 11, 18, 19, 20 September 2020
For the third consecutive year, IED - Istituto
Europeo di Design is the Local Organizer of the GGJ
for Italy.

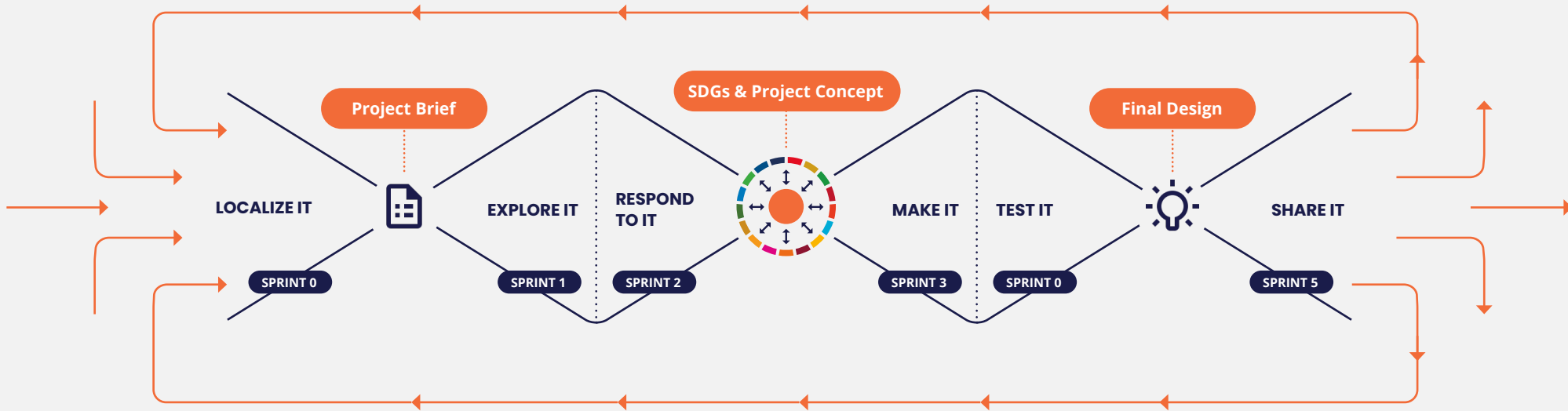
Starting with the global themes of the GGJ, the IED interprets and translates them with its own specific approach: from the setting of a contextualised theme through which to interpret the SDGs (with a bottom-up method), considered in their interconnections, to the preparation of dedicated tools.



P. Coelho

The focus of the GGJ is on the process that leads to the development of new ideas, through an integrated systemic approach: a pathway to acquire a design method aimed at transforming a critical element into a moment of growth and at generating interventions with a long-term positive impact.





The starting point is the design question, which originates from the translation of the SDGs and targets relevant to the theme. The jammers, divided into teams, then elaborate a reformulation of the initial question, circumscribing it to their own field of action. 5 pivotal stages (sprints) move the process forward: empathize, discover, define, design and deliver. Jammers, supported by coaches, discuss and validate project proposals in order to identify the solution with the greatest positive impact.

"Can the flutter of a butterfly's wings in Brazil cause a tornado in Texas?"

E. Lorenz

The 17 SDGs are closely interlinked: a solution achieved for one goal should positively reflect on other SDGs through a “ripple effect”.

In the GGJ process, impact assessment is implemented from the earliest stages of analysis: jammers have various tools to verify that the project path and the proposed solutions have an immediate impact on other goals putting into place “a virtuous circle” of mutual benefit.

For IED, it is essential to make jammers aware of the impacts (positive and negative) that their solutions have on the other SDGs: this is why critical elements are also addressed during the development of the project concept.



"The greatest obstacle to living is the "waiting state", which hangs upon tomorrow and loses today."

L. A. Seneca

The German term Zeitgeist refers to all the cultural, moral and intellectual trends that constitute the soul of an era.



Knowing how to grasp them and express them effectively, interpreting our times but also looking ahead, is the precondition for shaping projects that contribute to the evolution of the spirit and to a development that "meets the needs of the present without compromising the ability of future generations to meet their own needs" (Our Common Future Report 1987). This is also what permeates the GGJ.



SocialOverEating

Consumerism in the third millennium

patronage



Comune di
Milano



A bulimic approach that deals with the symbolic, virtual, spiritual, experiential natures of nourishment.

It involves different aspects, such as identity, boundaries, quality, health, space and time of consumption, sharing.

SDG 3

Ensure healthy lives and promote well-being for all at all ages



Target

SDG 3.3

By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases



How can we prevent superspreading without killing the party?



UKIYO

SDG 3.5

Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol



How can we change the culture of drinking and drugging in performance based situations?



SEXSPERIENCE

Concept

Ukiyo



SDGs: 3 - 4 - 8 - 9 - 12 - 16

Jammers: Alice Pietrantonio, Chiara Aikimi Grandolfo, Chiara Antonini

The context: A competitive, high-performance society full of expectations.

The needs: More and more adolescents and young people are looking for 'a drug for every situation'.

The idea: If the endorphin is a substance produced by our bodies to reduce stress, we have the 'best drug' in ourselves!

The project: Working on the power of subtraction, slowness and even boredom, UKIYO, or 'floating world' in Japanese, was born. A trip to a multi-sensory flat, where emotions similar to those caused by substances are generated without creating addictions and preserving health and well-being.

Concept

Sexsperience



SDG: 3 - 5 - 9 - 10 - 11 - 12 - 13 - 17

Jammers: Lavinia Bonvini, Eleonora Capodiferro, Francesca Marsico, Nicholas Mastrogiacomio

The context: a society in which there is no longer any talk of sexually transmitted diseases.

The needs: adolescents and young people experience their sexuality freely without knowing and caring about the consequences.

The idea: awareness-raising on prevention must be direct and in the most intimate places and moments of preparation for the 'party'.

The project: a communication path in the bathrooms of nightclubs and bars. Illuminated signs accompany the audience where everything from the interactive mirror to the toilet paper conveys a single concept: You are hot but safe is hotter!



If until recently the age at which people started using drugs was around 14, today it is around 12.

They do this because they are too anxious, to feel relief from their pain, to attract the attention of adults or to express their discomfort.



L. Romeo

Il Fatto Quotidiano — 27 January 2021

SDG 5

Achieve gender equality and empower all women and girls



Target

SDG 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.

Design Question



How can we unmask gender discrimination in everyday languages?



Concept

BECOMING

SDG 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.



How can we shatter the glass ceiling in every day situations and let women reach for the stars?



**THE FIRST
OF MY KIND**

Concept

Becoming



SDGs: 4 - 5 - 9 - 10 - 11 - 15

Jammers: Valentina Cordilani, Rebecca Fraioli, Silvia Franzoni, Ermanno Iodice, Federica Piombini

The context: Gender discrimination begins with language and the continued use of set phrases and words with non-inclusive meanings.

The needs: Children introject inequality through idioms, games, readings, examples...

The idea: The fight against discrimination involves children and adults such as educators, parents, grandparents. Awareness-raising must find an instrument that can unite.

The project: Becoming is a game that actually contains two: through the use of picture cards, a new textual and physical-theatrical storytelling is created.

Concept

The first of my kind



SDG: 5 - 10 - 13 - 17

Jammers: Giulia Crastolla, Rebecca Giangrande, Marta Rapastella, Giacomo Salerno

The context: A society overloaded with prejudices that, at different levels - family, educational, professional - makes women insecure and unaware of their potential.

The needs: Women, despite having dreams and projects, censor themselves by adapting to a model that responds to chauvinist expectations.

The idea: Support the process of self-awareness and empowerment through a network of sharing and mutual aid.

The project: A community project that supports the dreams of its members through the exchange of targeted advice. A 'life incubator' for those who want to be the 'first of their kind' at any level, based on the example of women who were the first to achieve a task and reach for the stars.



While I may be the first woman in this office,
I will not be the last.



K. Harris

First female, first African-American, first Indian-American US vice-president
Wilmington — 8 November 2020

SDG 13

Take urgent action to combat climate change and its impacts



Target

SDG 13.3

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

Design Question



What save points can we farm in our day-to-day life arena to reduce impact on climate?



Concept

BIOX

Concept

Biox



SDGS: 3 - 4 - 7 - 9 - 12

Jammers: Andrea Bronzi, Alberto Cibati, Sara Ragozzino, Davide Zago

The context: a healthy diet, for oneself and for the planet, is often out of reach for the younger generations, for reasons of money, time and nutritional knowledge.

The needs: adolescents and young people often eat unconsciously, damaging themselves and the environment, with choices dictated by affordability, speed of retrieval and mere need for sustenance.

The idea: simplifying access to healthy and respectful food, speeding up choice and making enjoyment an experience, without impacting on costs.

The project: BIOX is a new recyclable and customisable box that is easily purchased through a dedicated app. The perfect meal is an educational, sustainable and enjoyable experience, with a soundtrack included in the service.

× [To find out more](#)

Falling in
love with the
problem is the
first step for
planning the
future!



The stranglehold of multinationals on the global food system is growing: large retailers are strengthening their power and profits, while farmers, breeders and food artisans are struggling to survive.



J. Kiewik

Director of the Indian-American Slow Food Youth Network (Sfyn).

Verona Sera — 22 January 2021

"Indifference is the dead weight of history."

A. Gramsci



Pooling the **know-how** of people from different geographical, cultural and professional backgrounds who are interested in sustainable development.



Enhancement of **creative intelligence** in the translation and practical application of global themes.



Face to face with professional coaches with **transdisciplinary skills** and proven track-records in the field of design for sustainable development.



International exchange with other jammers around the world.



Access to **design tools** that can be professionally useful.

"We know what it means to take an idea through to fruition and we teach that to young creatives all over the world."

F. Morelli

Education and Design play an important role in achieving the Sustainable Development Goals of the 2030 Agenda.



IED, with its Research Centre, is active in the development and testing of different methodologies that can increasingly integrate the SDGs into both learning and real-life projects. To train creatives to be active participants in the transformation of the world, capable of grasping its complexity and influencing it...

Now you can choose to...

PARTICIPATE

Jammer

Get an international experience
and feel part of the change!

COLLABORATE

Universities and Schools

Actively participate in a
cross-cultural and interdisciplinary
research experience!

SUPPORT

Institutional and Corporate Partners

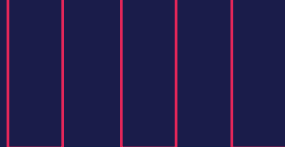
Support the organisation
of the next edition of the GGJ
and sponsor the initiative!

ORGANISE

Local Organizer

Coordinate with IED for
the next Italian edition!

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SDGs design thinker

⇒ Design for a new everyday From Human
to Planet-centered design

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System thinker, passionate learner, and SDGs-activist

⇒ Stepping up the game: SDGs,
design and education

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Global Goals Jam Coach

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Envisioner

⇒ Gender Gap Creativity is woman?

Gabriel Weirich

Global Goals Jam lead coach

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Innovation manager, design thinker, storyteller,

and trend observer

⇒ Joining Forces: SDGs and Design
Methodologies as co-working systems

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GGJ visual design tutor



