

Global Goals JAM



CENTENNIAL
COLLEGE

CANADA WINTER 2025 | MARCH 7-9



WEEKEND DESIGN JAM
& SDG CHALLENGE



REPORT



CENTRE OF INNOVATION &
ENTREPRENEURSHIP
The Centennial Advantage™

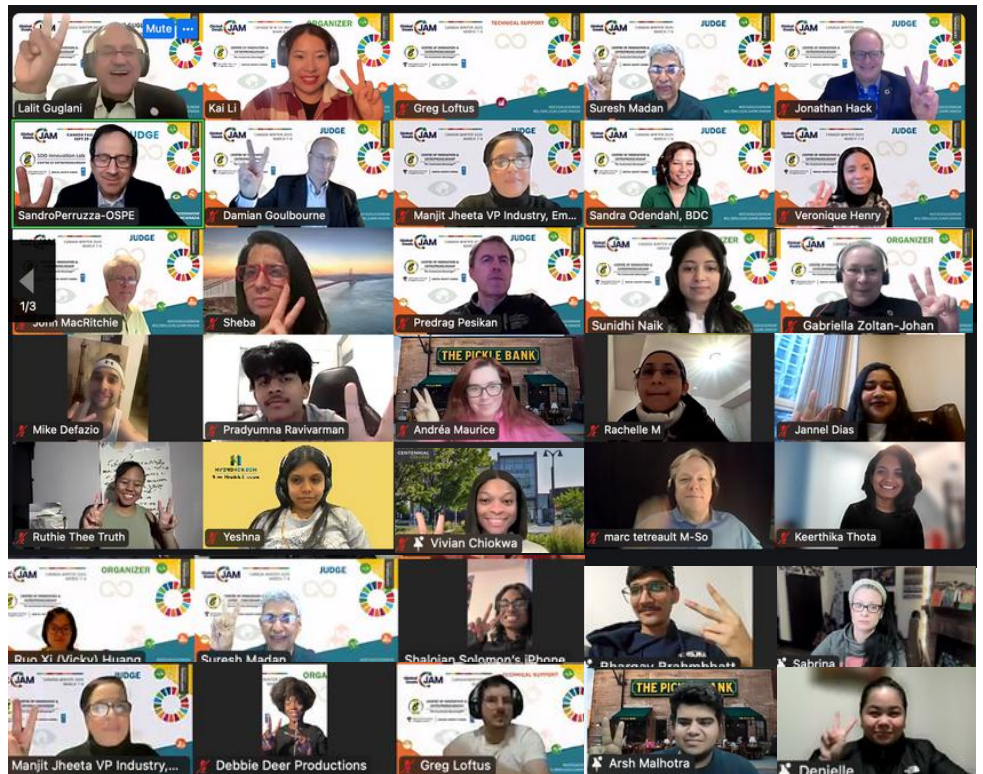


Amsterdam University
of Applied Sciences

DIGITAL SOCIETY SCHOOL



Our students excel and shine at the COIE-Centennial Innovates Global Goals Jam Canada Winter 2025



**THANK YOU TO ALL OUR PRESENTERS,
JUDGES, MENTORS AND JAMMERS &
CONGRATS TO OUR WINNERS!**





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Introduction

A purposeful, fun and actionable facilitated experiential learning program for changemaking and leadership skills aligning with our Academic Plan and generously supported by Diane Blake



The Global Goals Jam Canada Winter 2025, organized by the **SDG Innovation Lab, Centre of Innovation and Entrepreneurship (COIE), ARIES** and in collaboration with Canadian partners, UNDP, and Digital Society School Amsterdam, showcased a sophisticated and multi-stage program that exemplified best-in-class methodologies.

This unique program made a substantial contribution to advancing the **Sustainable Development Goals (SDGs)**, while simultaneously nurturing future-oriented skills among its participants. It achieved this by immersing them in a collaborative, problem-solving environment, facilitated by experts and guided by Mentors at every stage.





This year, we received nearly 180 registrations from **Canada**, the **USA**, **Romania**, and **Ghana**, among others. The majority of participants came from universities and colleges across Ontario, such as the **University of Waterloo**, **York University**, **University of Toronto**, **HEC Montreal**, **George Brown College**, and **Humber Polytechnic**. The final cohort of 16 teams included 16 current students from Centennial College, representing various schools: 5 from SETAS, 4 from TBS, 4 from SCHS and 3 from SHTCA. Additionally, 4 Centennial alumni and 1 recent Centennial graduate were part of the groups. The 16 vibrant Global Goals Jam Finalist teams who all started from scratch on Friday with an idea to build a better world, and by Sunday, were able to conceptualize, develop, and present well-conceived solutions to a distinguished panel of Judges. Centennial students demonstrated remarkable leadership and active participation in all three winning teams.

180
Registrations

16
Teams



Finalists
SETAS - 5
TBS - 4
SCHS - 4
SHTCA - 3



The Global Goals Jam Canada Fall 2025 left students deeply inspired, with many describing it as a transformative and eye-opening experience that blended creativity, collaboration, and real-world impact.

Participants praised the event for fostering personal growth and societal engagement, particularly through its focus on tackling global challenges. Mentorship emerged as a cornerstone, acclaiming them for their accessibility and guidance, which helped students refine their ideas and presentations. The structured use of tools like Miro for visual and virtual collaboration and the organized sessions of a well managed **program** were highlighted as strengths, enabling teams to ideate efficiently despite the event's intensity.





Students valued the hands-on learning environment, where they gained practical skills in **areas such as hydroponics, carbon tax rebates, and design thinking**—many noting it was the “best learning experience of the year.” First-time attendees found the high-energy brainstorming both challenging and exhilarating, while repeat participants emphasized how the Jam reignited their commitment to sustainability and innovation. The emphasis on teamwork and diversity fostered a sense of unity, with many appreciating the opportunity to collaborate with like-minded peers and engage in purpose-driven problem-solving.

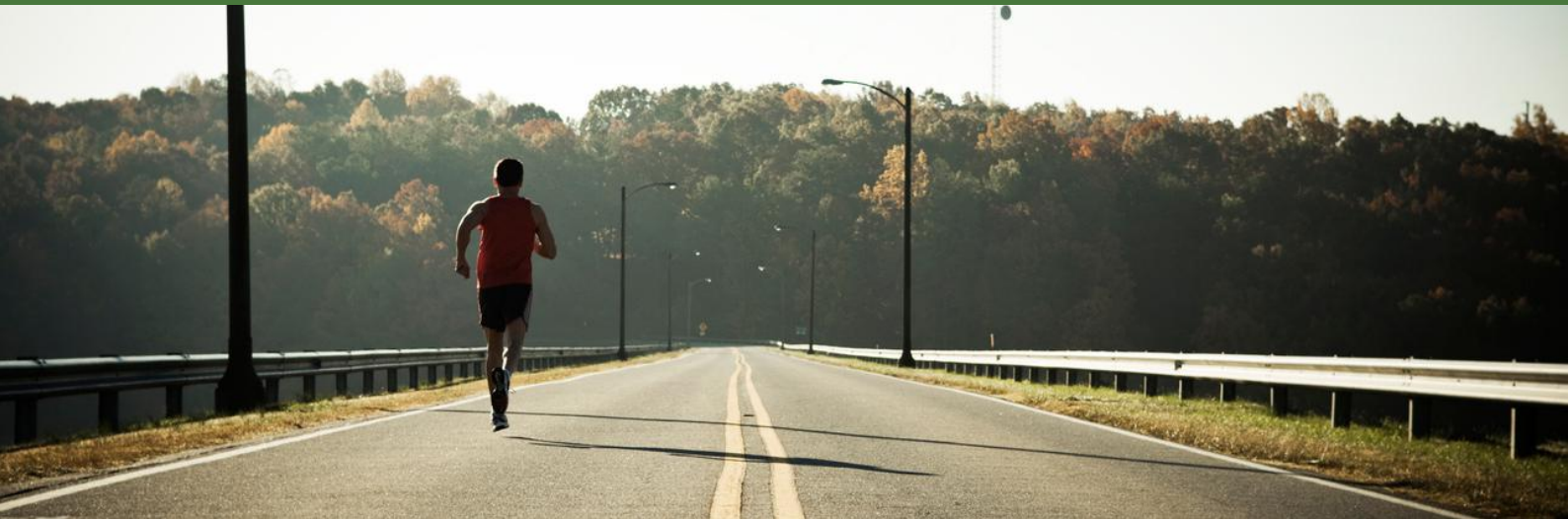


Overall, the Jam was celebrated as a “transformational journey” that left a lasting impact on participants combining rigorous skill development with heartfelt inspiration. Participants departed with not only new knowledge but also a renewed enthusiasm for driving change, calling it a “boiler room of passion-driven ideas” that showcased the power of collective action. The event’s blend of structure, mentorship, and creative freedom solidified its reputation as a catalyst for both personal and societal advancement.



Overview

Participant Journey



Throughout this intensive event, ten teams embarked on a **transformative journey**, commencing from scratch on a Friday, and remarkably, within **just 2 1/2 days** by Sunday, were able to conceptualize, develop, and present well-conceived solutions to a distinguished panel of **Judges**. This remarkable progress was facilitated by the application of cutting-edge methodologies that included flipped classroom techniques, experiential learning, team-based collaboration, and iterative experimentation using industry-leading approaches such as Design Thinking, Lean, and Agile—all deeply rooted in sustainability principles. These methodologies were diligently supported by a rich repository of in-house experts, external thought leaders, **mentors**, and industry leaders, all synergistically harnessing curated open resources to drive innovative and creative solutions to significant, real-world problems.





Methodology

Alongside **Design Thinking** (inspired by Stanford/Ideo), the **Lean LaunchPad methodology** – pioneered by institutions like Stanford University, Columbia Business School, and UC Berkeley – played a pivotal role in helping participants craft repeatable and scalable business models for their innovative solutions. It's noteworthy that the Lean LaunchPad methodology is taught in over 200 universities worldwide and forms the foundation of the U.S. National Science Foundation Innovation Corps program, setting the standard for commercializing scientific breakthroughs in the United States.

This comprehensive and thoughtfully designed event represented a convergence of talent, innovation, and cutting-edge methodologies. It fostered experiential and agile learning within a team environment where participants were not just learners but also active contributors to peer learning. In summary, the Global Goals Jam Canada Winter event represented a sophisticated and transformative experience that exemplified the best practices in contemporary education and problem-solving.





Challenges

This unique programming, built around the United Nations Sustainable Development Goals (UN SDGs) presented **specific and contemporary challenges** for participants to tackle, aligning with the SDGs :

Canada faces increasing food insecurity and housing challenges, exacerbated by inflation, economic instability, supply shortages, and social inequalities.

Check out our **detailed report** on the Challenges below.

Challenge # 1

Solutions for Food Insecurity in Ontario



Challenge # 2

Solutions for the Housing Crisis in Ontario





Our Speakers

The Global Goals Jam Canada plenary was inaugurated by **Jonathan Hack and Lalit Guglani**, featuring a special message from **Marco van Hout, co-founder of the Global Goals Jams**, and inspiration from 4 illustrious **keynote speakers**:



DAVID OSWALD

Founder & President, DE Design + Environment Inc & Associate Faculty, Royal Roads University



SANDRA ODENDAHL

Senior VP and Head, Sustainability and Diversity, BDC



BRUCE TAYLOR

President and Founder, Enviro-Stewards Inc.



DAVID IP YAM

Associate Vice-President
Dean of Students,
Centennial College

This distinguished lineup set the tone for a weekend that would ultimately redefine the participants' approach to tackling global challenges.

The speakers engaged the 71 plenary attendees in a holistic view of sustainability, providing engineering, sustainable finance, ESG legislation, creative media, and agricultural, economic, and governance perspectives to eager participants.



Our Judges

Our distinguished **Panel of Judges** included many eminent innovation, educational and business leaders, including senior leaders from our College and experts from other universities, colleges, associations and companies with backgrounds in research, innovation, healthcare, finance, and policy, bringing diverse perspectives to evaluate projects on impact and feasibility.

In addition to a strong student response that included participation from various colleges also featured faculty leadership and expertise from the various schools in the College.



Glen Lowrey

Associate Vice President, Applied Research, Hyflex Learning and Academic Partnership



Jonathan Hack

Dean, ARIES, Centennial College



Manjit Jheeta

Vice President, Industry Employment and Community Relations, Centennial College



Valerie Fox

Chief Innovation Consultant, The Pivotal Point



Damian Goulbourne

Dean, SHTCA, Centennial College



Suresh Madan

President & CEO, MyHealth Centre



John MacRitchie

AVP, Zone Learning & Strategic Initiatives



Paulo Santos

Acting Dean for School of Transportation



Véronique Henry

Dean, SCHS, Centennial College



Predrag Pesikan

Acting Dean, SETAS, Centennial College



Sandra Odendahl

Senior VP and Head of Sustainability and Diversity, BDC



Sandro Perruzza

CEO, Ontario Society of Professional Engineers



Vikram Khurana

Chair, Toronto Business Development Centre





Our Mentors

32 executive **Mentors** from post-secondary institutes, government, corporations and community groups (including Toronto Metropolitan University, George Brown College, Business Development Bank of Canada and the Ontario Society of Professional Engineers) came and provided guidance and mentorship to the teams on themes, business ideas, pitches, developing virtual prototypes, and integrating advice and feedback throughout the design journey.



Jennifer Andrews



Joyce Lee



Nicole Jansen



Jason Stevens



Shereen Al-Jarrah



Sonila Bousquet



Duncan So



Marisol Fornoni



Ali Nasserri



Neal Lilliott



David Nicholas Oswald



Bruce Taylor



Barry Martin



Tracey Robertson



Jin Li



Wilson Lapointe



Ron Tsang



Fazle Naqvi



Shreya Chopra



Vishal Vinod Kumar



Our Mentors



Patricia Quintero



Baijul Shukla



Nilay Goyal



Trina Ghauri, PhD



Rachel Larabee



Naina Kansal



Dorothy Ward



Beatriz Zanatelli



Michael Bertuzzi



Zaineb Al-Faesly



Yama Muktaber



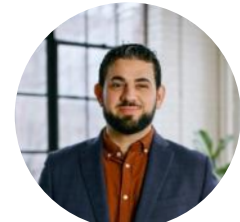
Jim Duan



Henry Soo



Farhan Zia



Daniel Francavilla



Lucrezia Spagnolo



Laura Marin

At the end of the Global Goals Jam, three teams were awarded prizes totaling \$4,500 based on evaluation by the panel of esteemed **Judges**.



Our Winning Teams

SSV Housing – Overall Winner



Team Members:

- **Team Lead:** Vivan Chinokwa (The Business School)
- Shalokan Solomon (School of Hospitality, Tourism and Culinary Arts)

Project overview:

SSV Housing aims to create a transparent and accessible rental information system to prevent scams, unfair pricing, and discrimination for students, young professionals, low-income families, and newcomers. The platform offers verified rental listings, real-time pricing insights, bias-free applications, tenant rights education, and AI-powered housing matchmaking.

The business model is based on free access for renters with optional premium services while landlords pay a listing fee. The implementation strategy includes beta testing, partnerships with universities and NGOs, expansion to new cities, and AI-driven fraud detection.

The project envisions reducing rental scams, increasing successful applications, onboarding 100+ housing partners, and advocating for fair housing policies. Through smart housing analytics and strategic growth, SSV Housing aims to create a fair, secure, and data-driven rental ecosystem.



FeedFair – 2nd Place



Teammates:

- **Team Lead:** Andrea Maurice (School of Hospitality, Tourism and Culinary Arts)
- Arsh Malhotra (Centennial Recent Graduate)

Project overview:

FeedFair's Pickle Bank is a community-driven initiative addressing food insecurity and waste in Toronto. It repurposes surplus food into nutritious meals and offers a pay-it-forward system, allowing underprivileged individuals to access food with dignity.

The project integrates food repurposing, community gardens, and educational programs, as well as sustainable agricultural and cooking skills training. A subscription service discreetly provides food boxes to those in need, ensuring equitable distribution.

Revenue is generated through storefront sales, subscriptions, sponsorships, fundraising events, and grants. Volunteers play a crucial role in meal preparation and community engagement.

By reducing food waste, fostering self-sufficiency, and promoting sustainability, The Pickle Bank aims to create a stigma-free, inclusive food access model while strengthening community collaboration and environmental stewardship.



Recivilizing Living – 3rd Place



Teammates:

- **Team Lead:** Sabrina Johnson-Felgas (Humber Polytechnic)
- Bhargav Brahmhatt (The Business School)
- Danielle Marie Suarez (School of Hospitality, Tourism and Culinary Arts)

Project overview:

Re-Civilizing Living provides emergency and affordable housing for women facing domestic violence in the GTA, where cases have risen 75% since 2019. Using green, energy-efficient housing it reduces energy consumption by 50%.

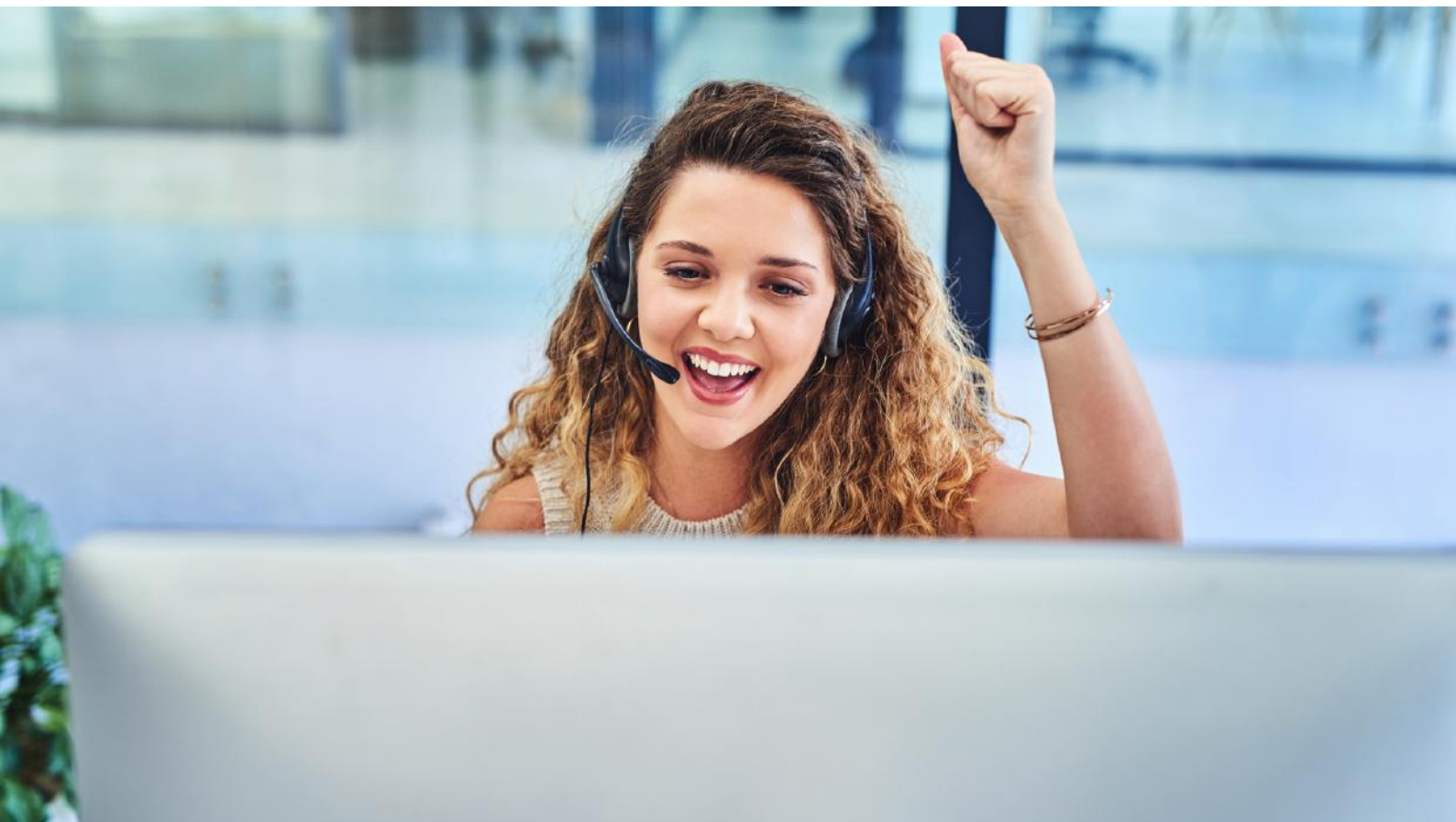
A hybrid non-profit/for-profit model secures funding through grants, partnerships, and real estate collaborations. The goal: 500 eco-housing units and rent-to-own programs.

By working with police, shelters, and social workers, the initiative removes barriers, offering hope, home, and healing to vulnerable women.



For many students, it was their first exposure to such a high-energy and intense brainstorming and innovation. They found the experience educational and exciting. The program not only taught important skills but also fostered a sense of unity among diverse individuals, emphasizing the power of collaboration and diversity. Many students commended positively on the mentorship, interactive breakout sessions, and the opportunity to meet like-minded and creative peers. Students highlighted the importance of learning by doing and gaining practical insights into entrepreneurship and innovation.

Overall, the student experience was described as fulfilling, intense, and educational. It left a **lasting impact on participants** and fueled their enthusiasm for future events and opportunities.





Quotes from the Participants

Event Impact & Inspiration

- “The Global Goals Jam is an incredible opportunity to collaborate, innovate, and contribute to real-world solutions for a sustainable future. Each edition brings new insights, connections, and inspiration to drive meaningful change.”
- “At the Global Goals Jam Winter 2025, we didn’t just create models –we designed hope. By tackling food insecurity, we built bridges to a future where no one goes to bed hungry.”
- “This is such a transformational journey. A boiler room of passion-driven ideas for a cause that is then transformed into conceptual real-world application.”

Learning & Skill Development

- “My knowledge of food security has expanded further from the three days. I knew so little about hydroponics and carbon tax rebates at the beginning, but now I’m equipped with actionable insights.”
- “Global Goals Jam is the Jam to be at! Best learning experience of the year so far!!!!”
- “Sometimes the most life-changing lessons come from the most unexpected teachers.”



Quotes from the Participants

Mentorship & Collaboration

- “The mentors, like Debbie and Duncan, made a world of difference. Their guidance reshaped how I approached the problem and presentation.”
- “The organization was on point—captivating presentations by experts, raw entrepreneurial journeys, and mentors who were approachable, accessible, and invaluable.”
- “One of the best events for interprofessional collaboration and networking in Canada. The hard work and effort were always appreciated.”

Personal Growth

- “The Jam has opened up my mind to greater possibilities. The interaction with mentors and peers transformed my perspective.”
- “This is my third time attending the Global Goals Jam. Every year, it reignites my commitment to creating sustainable solutions.”
- “Everything is beneficial. Such an amazing experience that will last a lifetime!”



Quotes from the Participants

Event Structure & Community



- “I loved how the weekend focused on real-world challenges. The process of ideating, collaborating, and presenting felt purposeful and impactful.”
- “The presentations on the final day were inspiring. Seeing diverse teams tackle complex issues like food insecurity showed the power of collective action.”

