

MOVING THE CITIES 2021

Figure 31 Moving the Cities 2021 logo

Source: <https://www.uas7.org/en/projects-partners/moving-cities>

AT A GLANCE

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| STUDY FIELD: | Interdisciplinary (engineering, business administration, etc.) |
| DIGITAL READINESS: | High |
| SOCIAL IMPACT EXPERIENCE: | High |
| LOCATION: | All around the world (USA, Brazil, Chile, Germany, ...) |
| TARGET GROUP: | Master students |
| PARTNER ORGANIZATION: | Sponsored by SAP |
| TEACHING METHODS (DURATION): | 1 week start up sprint (1 week) |
| WEBSITE: | LINK |

DETAILED DESCRIPTION

FREQUENCY:



Moving the Cities, which unites students, professors, industry representatives, and universities worldwide, has been reoccurring annually since 2018. In its last instance, in 2021, 145 students from 10 different universities from Brazil, Colombia, Chile, the USA, Germany, and England came together to tackle one of three SDGs (good health and well-being, quality education, and climate action).

SOCIAL IMPACT



The students were split into 20 international intercontinental groups, focusing on three SDGs 3, 4, and 13. Every group then came up with a social business idea to address their sustainable development goal, either locally for their city or region or on a bigger scale. The winning group got a small start funding while everyone was encouraged to pursue them. Thus, start-up ideas for the SDGs were developed and likely further pursued by entrepreneurial students in every participating city.

STRUCTURE



The participating students had one week in which they got to know their group, participate in various informational sessions on the different SDGs, as well as the tool they were all going to use. This was based entirely on a Mural board, available for them in a group specific Microsoft Teams team. With a ceremonial official hybrid kick-off session, the real challenge then set off. Every team got assigned their challenge, and access to their Mural boards was granted. The teams had one week to go through a complete design thinking process from empathy right up to business model development and then had to pitch their idea in front of an international jury in a semi-final per SDG. The winning groups then presented their pitch in a grand finale, closing the event.