Impact Management University
How the Best Nordic City for Studying can be leveraged to transform Trondheim into a Center for Sustainability

Lars Føleide
Impact Entrepreneurship

Planet
Environmental Performance

People
Social Performance

Profit
Economic Performance

Sustainability

Triple Bottom Line
THE 5 P’S OF SUSTAINABLE DEVELOPMENT

PROSPERITY

PEOPLE

PARTNERSHIP

PLANET

PEACE

SUSTAINABLE DEVELOPMENT
Sustainable Development

People
End poverty and hunger in all forms and ensure dignity and equality

Planet
Protect our planet’s natural resources and climate for future generations

Prosperity
Ensure prosperous and fulfilling lives in harmony with nature

Partnership
Implement the agenda through a solid global partnership

Peace
Foster peaceful, just and inclusive societies
Self-Realization!

- Self-actualization: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
- Esteem: self-esteem, confidence, achievement, respect of others, respect by others
- Love/belonging: friendship, family, sexual intimacy
- Safety: security of: body, employment, resources, morality, the family, health, property
- Physiological: breathing, food, water, sex, sleep, homeostasis, excretion
Hvilken entreprenørtype er du?
Intuitiv - Hodet i skyene

Introvert

Mechanic

Creator

Star

Lord

Supporter

Accumulator

Trader

Deal Maker

Ekstrovert

INNOVATION

MULTIPLY

TIMING

MAGNIFY

Sansende - Bena på bakken
BI: Beneficial Intelligence

IQ + EQ + SQ = BQ

Boost your child’s 3Q!
SUCCESS = IQ + EQ + SQ
The 7 Habits of Highly Effective People

- Be Proactive
- Put First Things First
- Begin with the End in Mind
- Think Win-Win
- Synergize
- Public Victory
- Sharpen the Saw
Longevity

SWEET SPOT!

1. FOOD
2. EXERCISE
3. CHALLENGES
4. CHANGING ENVIRONMENTS
5. LOVE
Singularity University
Preparation Humanity for Accelerating Technological Change
Innovative solutions to achieve the Sustainable Development Goals

Welcome to Socratic Project

BRING FORWARD NEW CHALLENGES TO ACHIEVE THE MILLENNIUM GOALS

Social Creative Intelligence Platform

LEARN MORE
The aim of the Social ITovation event is to bridge people from different backgrounds and explore how IT can help deliver social innovations that can have a global impact. The event will feature social entrepreneurs, non-governmental organizations, companies that are working towards social innovation, academics, students, and social groups facing challenges. NTNU organizes this seminar connected to the EU-project «SOCRATIC» in Horizon 2020. The main goal of the project is to provide citizens and organizations a collaborative space where they can identify innovative solutions to achieve the Sustainable Development Goals set by the UN.

The keynote speakers
Yolanda Rueda Fernandez
Social entrepreneur. Founder and current President of the Cibervoluntarios Foundation, organization chosen by Google.org as one of the 50 organizations that are changing the world.

Kenth Engø-Monsen
Senior Data Scientist and leading Telenor Research's 'Big Data for Social Good'- initiative, and the social network analysis (SNA) collaboration with Harvard University.

Chair:
Letizia Jaccheri, Professor and Head of Department of Computer and Information Science, NTNU

Program Committee:
Patrick Mikalef, Post.doc., Department of Computer and Information Science, NTNU
Monica Divitini, Professor, Department of Computer and Information Science, NTNU
Jacqueline Floc, Senior Scientist, SINTEF
Secretary: Tore R. Jørgensen

JOIN US!: May 3, 2016, 1730 – 2200
Auditorium R7, Realfagbygget, Gløshaugen, NTNU.
https://socialitovation.hoopla.no/sales/4081451825/

Program
17:30-18:30 Informal gathering with a small meal and something to drink.
Registration.
18:30-19:00 Welcome. Letizia Jaccheri, Professor, Head of Department of Computer and Information Science, NTNU
LARM-Quartet at Kulturskolen; Anna Kolby Sonstad and Ragna Rian (violin), Mirian Schröder (viola) and Live Smidt (cello) is performing "Claude Debussy String Quartet in G minor, Op. 10 Second Movement".
Two social entrepreneurs tell their short story.
- ISFIT. Kristine Bjørnæs, President
- Water gift. Lars Fjøeide
19:00-19:30 "Cybervolunteers: The Power of Connected Citizen to Improve the World."
Yolanda Rueda Fernandez; CEO Cibervoluntarios Foundation
1930-20:00 Social Challenges: Past, Present and the Dream (5 minutes pitches)
1. INN Network for Refugees in Trondheim. Adria Scharmen and Jehad Antonio,
2. Bringing People back to Society. Kristine B. Fredriksen, Hel Ved, Trønderenergi
3. Citizens’ Involvement in urban planning. Steffen Wellinger, NTNU Live Studio
4. Activity and Care for Persons with Dementia. Heidi Wang, Noen as
5. A Tool to Improve Behavior. Mads Simonsen, Ducky AS
20:00-20:30 "Big Data for Social Good: Fighting dengue fever and helping cyclone refugees."
Kenth Engø-Monsen, Senior Data Scientist, Telenor
20:30-21:00 Ways forward. Questions and debate.
"SOCRATIC." Jacqueline Floc, Senior Scientist, SINTEF
"Experts in Team." Ilia Pappas, Post.doc., Department of Computer and Information Science, NTNU
"Ferd Social Entrepreneurs." Christian B. Ramm, Finance Manager, Ferd
21:00-22:00 Gathering for enhanced social innovation. Drinks and snacks.
## Health and welfare ➔ Welfare technology

<table>
<thead>
<tr>
<th>Biotechnology and nanomedicine</th>
<th>Environmental health</th>
<th>Global health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and welfare services</td>
<td>Health economics</td>
<td>Health facilities</td>
</tr>
<tr>
<td>Healthcare innovation</td>
<td>Medical technology</td>
<td>Welfare technology</td>
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<tr>
<td>Workers health</td>
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## EXPERTISE

<table>
<thead>
<tr>
<th>Design</th>
<th>Social Inclusion Technology</th>
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<tbody>
<tr>
<td>Design and innovation</td>
<td>Welfare Technology</td>
</tr>
<tr>
<td>Innovation in the Health Sector</td>
<td>Work Physiology</td>
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<tr>
<td>SmartWear</td>
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[Image of two people standing on a rocky shore with a map showing various health and welfare topics.]
Social Inclusion Technology

Contact person
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Explore research areas:
- Welfare technology
- Safety and security
- Healthcare innovation
- Health and welfare services
- Workers health
**Telco Trends for 2016 by Telenor Research**

**Customers Will ‘Co-create’ Services**
Customers are increasingly digital savvy, demanding and empowered. This puts demands on companies to deliver superior digital customer experiences, and be more aligned with the customer’s changing behaviour than ever before.

**More IoT Services with LPWA**
Future Internet of Things (IoT) devices need low cost and low power consuming networks. Low Power Wide Area networks enable a future smart society with many new and exciting IoT services and platforms.

**Softwareization**
Networks as software rather than hardware will take off as technologies such as Network Function Virtualization (NFV) and Software Defined Networking (SDN) will enable new ways of designing and operating networks.

**Deep Learning**
As they get more deeply integrated into digital services and devices, machines will understand more digital content. We will experience this through new services, better digital assistants, search results and suggestions, and more relevant ads.

**Data for Social Good**
Telecom big data will be used more in 2016 to tangibly help society – for the purpose of social good.

**Leveling Out the Playing Field**
In 2016 governments and regulatory authorities will have to deal with an intensifying debate on how to adjust the traditional legal frameworks to the new competitive digital environment and a growing sharing economy.
Smart University y su integración con los proyectos actuales de la UA
Thank you!