

Global Goals Jam



Scenario

**Can we change the world in just a few days?
Maybe not: we can, however, learn from actions
and ideas aimed at solving local problems; we
can share them, put them in the system and
transfer a method that, conceived on a small
scale, can be applied to complex problems.**

The origins of Global Goals Jam

Scenario

Born in 2017, the Global Goals Jam is an international event promoted by the **Digital Society School of Amsterdam** in collaboration with the **United Nations Sustainable Development Scenario**.

Not only a workshop but a complete experience based on the reflection around the **17 Global Goals**, that during 2019 focused particularly on SDG 6 (Clean water and Sanitation) and SDG 13 (Climate Action). Global Goal Jam is the sharing of talents, experiences and skills that are transversal to the **areas of design, creativity, technology, social innovation** and, more generally, **culture** and **research** aimed at nurturing a plethora of **ideas, awareness, stimuli, methods** and **approaches**, with a view **to a real circular exchange**.

One City: Milan, a point of reference for Italy: IED

Scenario

Since **2018 the Istituto Europeo di Design** has chosen to organise the Global Goals Jam (the only event in Italy) in Milan, one of the most strongly multicultural cities that stands out for innovation and experimentation.



IED's first edition of MGGJ in 2018 was dedicated to **transculturality**; that of 2019 to a **cross disciplinary** approach between the different spheres of creativity.

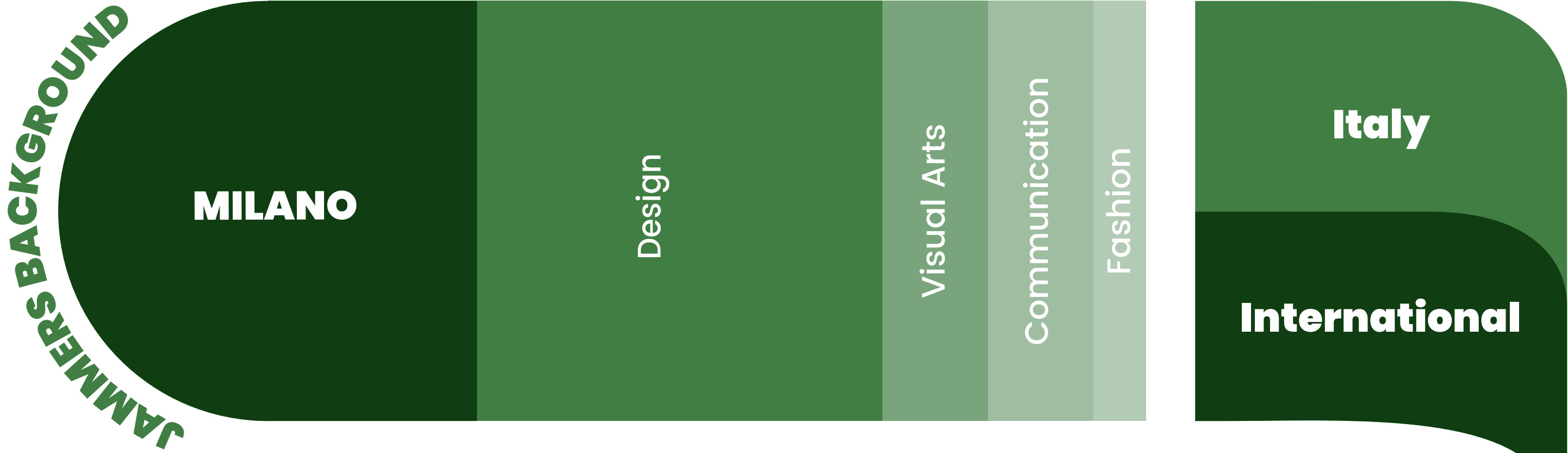
2020 will be focused on crossing the **threshold of creative boundaries** towards **knowledge centres** into a relationship of mutual exchange and enrichment.



Scenario

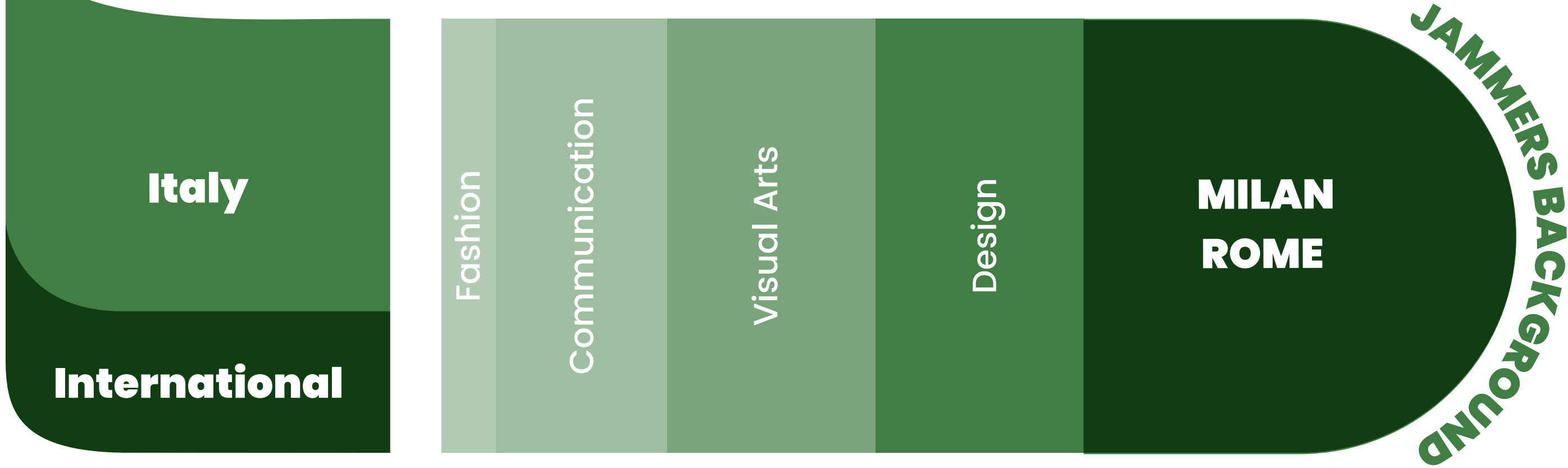
2018

 **IED**
via Bezzecca 5



2019

 **CASCINA CUCCAGNA**





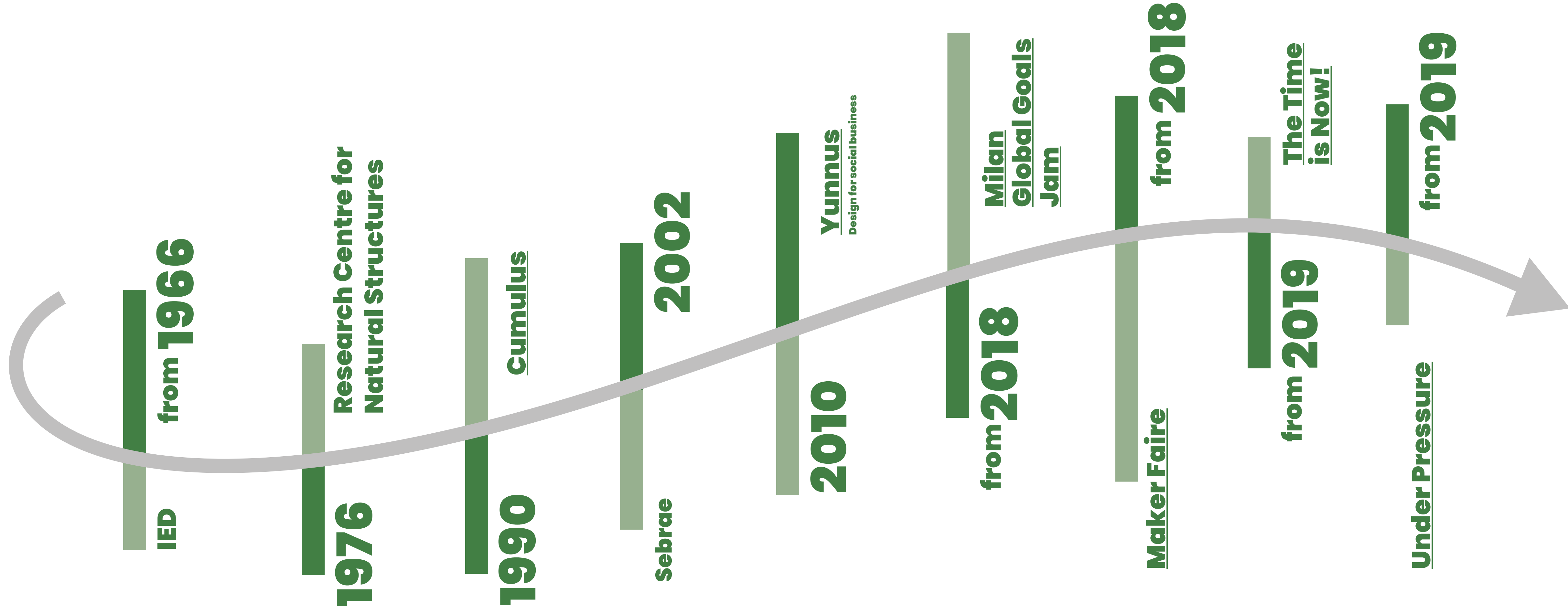
2020

JAMMERS BACKGROUND

MULTI-DISCIPLINARY
CREATIVITY
AND INNOVATION

IED and sustainability

Scenario



Trajectories

When you state something, you focus on yourself. It is like being in your comfort zone without the need to seek more. However, when you ask questions, you keep reopening a discussion and create a debate where every query and every answer are part of this process.

MGGJ 2019

19 – 22 September

[Trajectories](#)

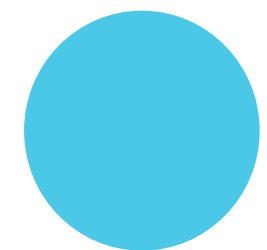
How black is black Friday?

It was the "challenge" which characterised IED's 2019 Milan Global Goals Jam: capable of combining different points of view, from the **technological one** to that of **design** and **fashion**, from that linked **to expectations about oneself**, to the other and what is desirable to **do together**. A question that derives from having analysed, recoded and ordered **100 questions about the future of our planet** formulated by IED students within the parallel project called **Under Pressure**.

Black Friday – the celebration par excellence of compulsive purchasing just or almost for the sake of doing it at what is considered a good price – should generate a series of questions: what are the costs, in environmental terms, of production, packaging, and transportation of all these superfluous goods?

What can I do and what can you do to avoid this waste?

What can we do together?

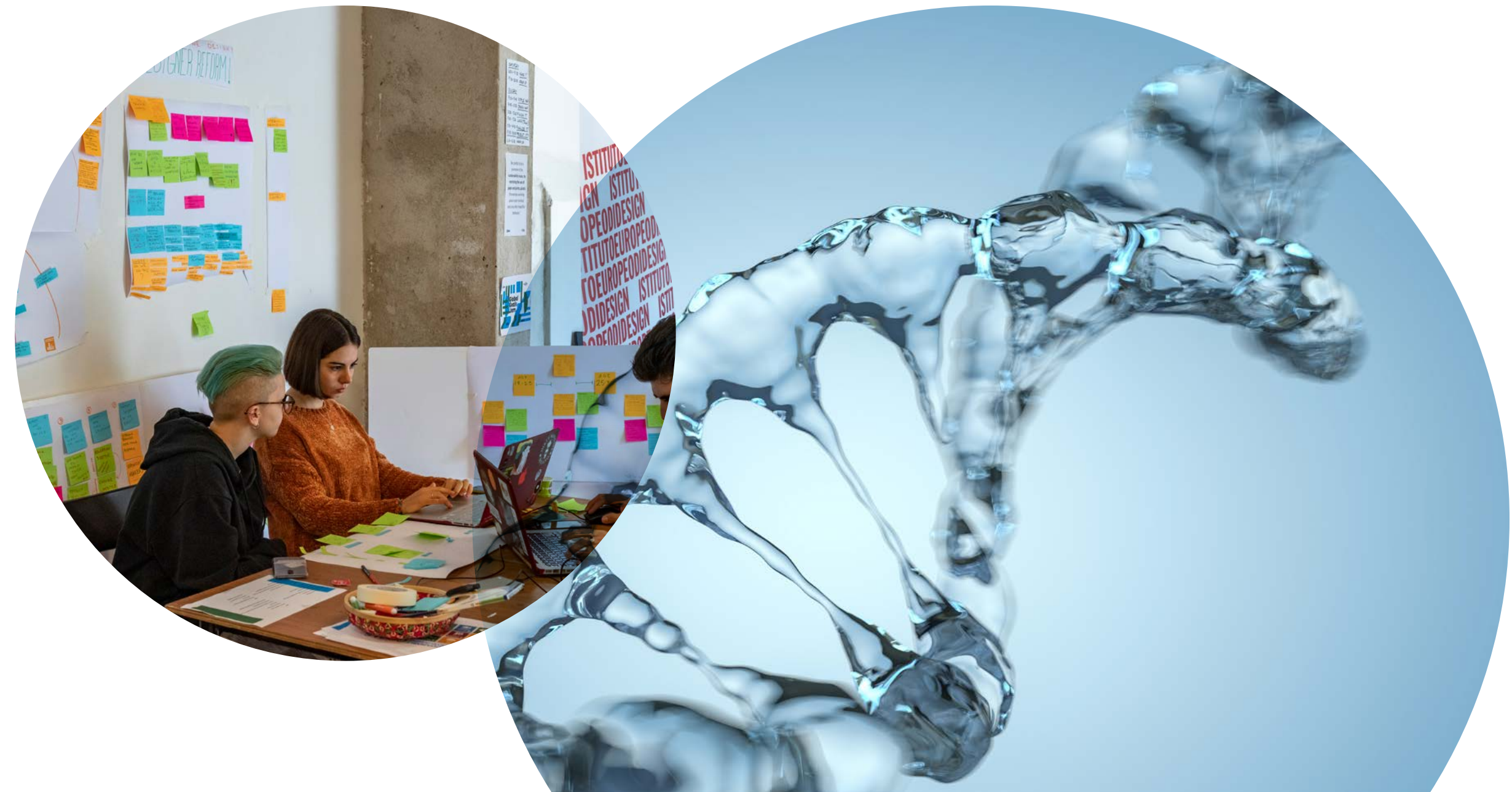


Horizons

Black Friday: from United States, where it was born in the eighties, to Europe in the new Millennium!

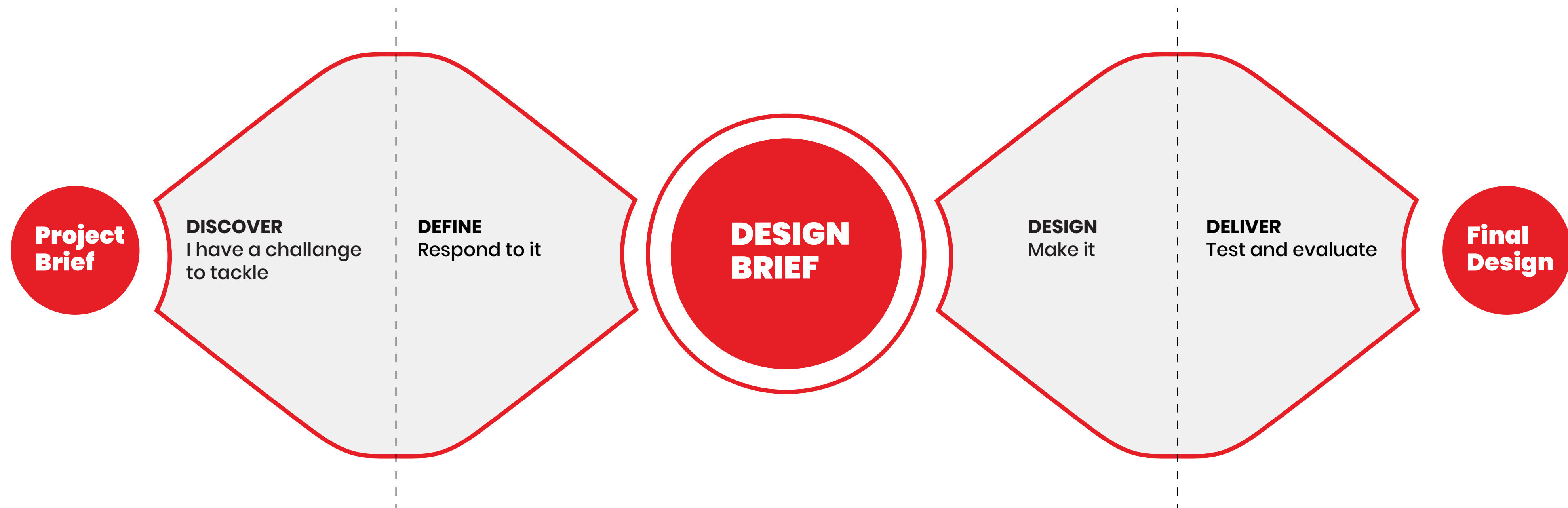
A phenomenon that brings with it a huge and unnecessary demand for products that is linked to the need to exploit more raw materials, more resources such as water (to name one), to pollute more and to use toxic substances such as heavy metals and dyes.

Design thinking, especially in its sense of potentially infinite circularity and in the context of SDGs, in cohesion with **philosophical** thinking, **poetry** and, more generally, with the **different thought processes and strategies**, can help producers and consumers to **write a new narrative of consumption**. It can push us to assert our right to repair whatever is broken, it can provide us with the weapons to be deployed against planned obsolescence. It is easy to underestimate the impact that every single gesture of ours can have on the global environment. Similarly, it is easy to overestimate the objectives of sustainable development: they are too many, too large, too urgent. It is possible, however, to break-down these quantities and to ground them into daily life.



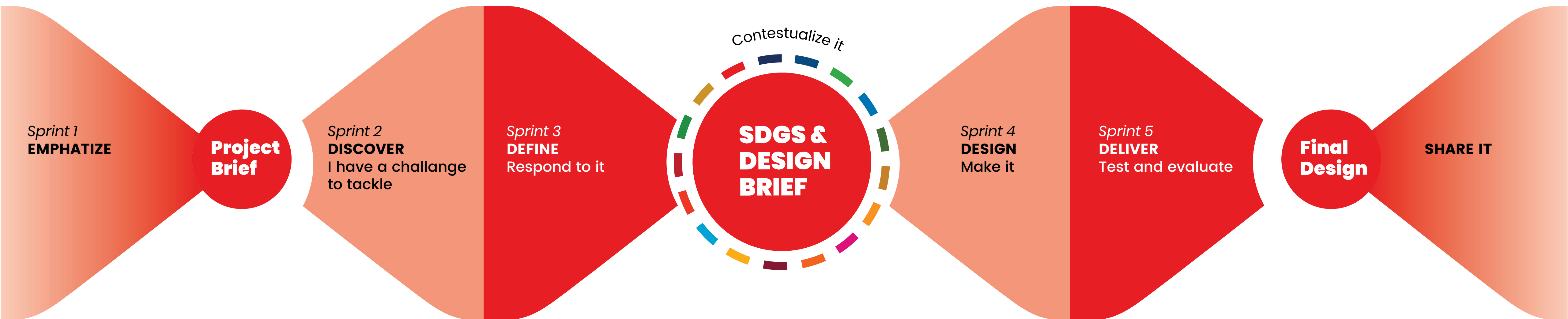
Design Thinking

Horizons



Design Thinking for SDGs

Horizons



Global Goals Jam has set in motion a process necessary to stimulate possible **short and medium-term solutions**, capable of generating **long-term value** for **local communities** and through systemisation, for the **entire planet**.



Milan Global Goals Jam focuses particularly on the process as well as on the final design solution: it is the experience in its complexity that develops a new awareness, a greater competence in the topics covered and the acquisition of a method, so that the participants become true promoters and actuators of change.

Global Goals Jam breathes the specificity of the places and cultures in which it finds a home: IED, in Milan, has chosen a space that seems to belong to the past, the natural habitat of a **complete and complex experience**. A rural outpost in the city centre: a dimension where the environment strongly attracts those to admire.



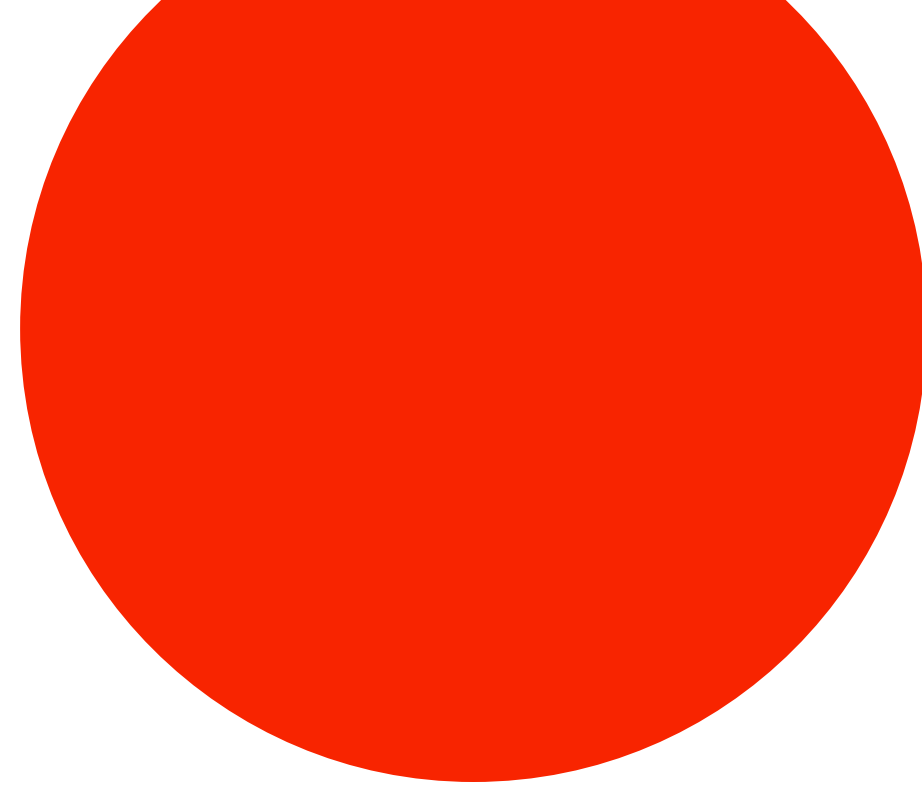
How Black is Black Friday

2020

**a Social
Overeating**



From the immense purchase of goods, implicit in Black Friday, **IED** will focus on a wider and more transversal type of consumerism in the next edition of the Milan Global Goals Jam, where the **physical product** will be joined by the more **symbolic - virtual, spiritual, experiential...** The unprecedented times we are living in requires, in particular, a reflection on the space and time dedicated to **nourishing the body, soul and mind**. When we are prevented from the "outside", and time, dilating, stops being a luxury, the choice of content perhaps determines our identity even more, based on the quality, quantity and modality of what we consume. The theme of sustainable development also acquires specific connotations, bringing new ways of tackling the 17 Global Goals on which Jam is working on and their increasingly close correlations and interdependencies. For this reason, the Milanese 2020 edition will also focus on **SDG 5**, or on achieving gender equality, as well as on **SDGs 3** (Good Health and Well-Being), **13** (Climate Action) and **social overeating**.





for more information, please
contact: centroricerche@ied.it