

Sustainability Open Innovation Competition

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Seneca College and the University of Rosario in Bogota, Colombia, recently collaborated on a Sustainability Open Innovation Competition, a unique event that challenged students to develop solutions for real-world sustainability problems.

The competition took place from February 2nd to March 3rd, during Seneca's study week. Eleven groups of students from both institutions were formed and competed to address a client challenge provided by SENA, a Colombian public institution that offers vocational and technical education. The competition was facilitated by Panos Panagiotakopoulos, Professor of Sustainable Management at Seneca College, and Rafael Alejandro Pineros Espinosa, Professor of Management and Head of the Master in Strategic Leadership for Sustainability at the University of Rosario.

The challenge was to create an introductory guide for SENA students that provides basic concepts of sustainability for business, encourages active learning activities and soft skills development, and connects them with the job market opportunities in Canada.

The winning group, Infinity Business Consultancy, proposed a comprehensive guide consisting of multiple strategies to be employed at SENA. The goal of their guide was to equip SENA's students with the necessary knowledge and skills to succeed in the workforce by educating them on sustainability concerns in businesses and fostering the development of soft skills that promote personal and professional growth. Their solution included a digital platform that connects food producers, consumers, and educators in rural areas. The platform aims to reduce food waste, improve nutrition, and promote sustainable agriculture practices. The platform also provides interactive learning modules and gamification elements to engage the users and develop their sustainability skills.

The winning group presented their proposal to the client along with two other finalists. The client was impressed by their innovative and feasible solution and selected them as the winners. The winning group's solution has the potential to create social and environmental value for the rural communities and contribute to the United Nations Sustainable Development Goals.

tags : faculty, prme, prme-past-event, students, sustainable-seneca