

Spotlight Series: 2023 SDG Multimedia Contest Reflections from Yossaria Yoon-Vickerman

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Yossaria Yoon-Vickerman is a student in the Sustainable Business Management program. In this blog entry, she describes her desire to participate and her experience in the 2023 FIME SDG Multimedia Contest.

Hello, everyone!

I'm excited to share with you my journey in the SDG Multimedia Contest where I won 3rd place for my poster creation. I have always been interested in the Sustainable Development Goals (SDGs) and how they can help us create a better world for everyone. I think the SDGs are a great framework to address the most pressing challenges we face today, such as poverty, inequality, climate change, etc.

I am studying in the Sustainable Business Management program, and I decided to enter this contest because I wanted to practice my design skills by creating a poster that would convey a powerful message about one of the SDGs. I enjoy designing posters because they allow me to express my ideas visually and creatively.

I was inspired by the story of Ganga Makers, a social enterprise in Kenya that transforms plastic waste into durable and affordable building materials. Ganga Makers was founded by Nanyiti Mathu, a young engineer and entrepreneur who won the UN Environment Programme's Young Champion of the Earth award in 2020. Ganga Makers collects plastic waste from factories and individuals and mixes it with sand to create bricks that are stronger than concrete. The company not only helps to reduce plastic pollution, but also creates jobs and income opportunities for local communities and provides low-cost housing solutions for people in need. (Business Insider)



(Business)

If you are thinking of participating in the SDG Multimedia Contest, I would highly recommend it. It's a great opportunity to learn more about the SDGs and how they are being applied in different contexts and sectors. It's also a great opportunity to showcase your talents and skills, and to connect with other students who share your passion and vision.

My advice for future students is to take the opportunity to look into things that interest you and learn more about what is going on in the world. There are so many inspiring stories and initiatives that are making a difference in achieving the SDGs.

Yossaria Yoon-Vickerman

Sustainable Business Management



SDG Multimedia Contest Entry



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