

## World University of Design to Host 3rd- Edition of Global Goals Jam

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World University of Design (WUD) - India's first and only University dedicated to education in the creative domain is all set to host the India Edition of the special two-day global event focusing on Design Thinking - Global Goals Jam 3.0 (GGJ) on September 21 and 22, 2019 at its campus. This year's theme is in-line with #SDG12 - Responsible Consumption & Ethical production, with special focus on #eWaste.

The focus this year is on the growing need to tackle the issue of electronic-Waste and create solutions to reduce/ reuse/ recycle it. Ideas can be in the form of a design/ product/ communication/ technology / or ideology. Participating teams will be required to solve the problem of e-waste management, unsustainable manufacturing and consumption of electronic products that have become redundant. The ideas will be collated and filtered by the GGJ teams who will further work on them and share the videos with UNDP & UNESCO. If selected, they will be implemented globally. The other participating Universities and Institutions include Ashoka University, O.P. Jindal Global University, SRM University, IIT-Delhi, Ambedkar University of Design and Jaipuria Institute of Management.

Commenting on the initiative Dr Sanjay Gupta, Vice Chancellor, World University of Design said, "Global Goals are a universal call to action to address social challenges and shape a sustainable future for our forthcoming generations. Dedicated initiatives like the Global Goals Jam go a long way in ensuring that representatives/bright minds from local communities convene and collaborate to create short-term interventions to achieve long-term sustainable development impact."

With the objective of creating awareness around the 17 UN global goals for sustainable development and encourage people to share their vision for the future, the university has been organizing this unique design jam event for past two years with one of the goals as its theme.

Sanjay Gupta further added that "#eWaste is an alarming issue worldwide. However, if we apply principles of recycle, reduce and reuse and adopt means of sustainable consumption and production, we can successfully enhance the quality of our lives. We at World University of Design believe that it is our privilege to host such meaningful forum to create real impact for the Global Goals."

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