

The SDG Accord

The University and College Sector's Collective Response to the Global Goals

nsc



SDG Accord Case Study

Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

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Summary:

Scotiabank Entrepreneur in the Making (EITM) Program is a funding and mentorship opportunity open to NSCC students and recent alumni who are looking to start or expand their business venture. The program focuses on underrepresented groups and is available at all 14 NSCC campuses. This program focuses on SDG 8 - Decent Work and Economic Growth.

EITM participants were all provided a grant of up to \$3,000 for business related costs removing the financial barrier to starting their business. All participants were invited to participate in learning activities to further equip and empower them in the development of their business idea. Participants were matched with a business advisor to help in all areas of their business and were provided tools and resources and community introductions to support their goals. Recognizing that every participant is unique, the support provided through mentorship was tailored and focused on their unique needs and readiness.

For many participants of EITM, this was their first exposure to entrepreneurship, and without the EITM program might not have had equitable access to funding resources or a community of support to help them build a strong foundation to navigate business startup. This program empowered them with resources, skills, knowledge and the confidence to take their business idea to the next level and try.

"Traditional lending has not always been easily attainable to first-time business owners, particularly those in underrepresented communities, but we are making strides," said Nicola Ray Smith, Scotiabank's Senior Vice President, Atlantic Region. "Through our continued support of the Entrepreneur-in-the-Making Program, we are committed to empowering the next generation of entrepreneurs to better access the financial knowledge and funding they need to help accelerate their progress."

Outline the 3 key benefits of integrating this theme:

- 1. Safe and meaningful experience to explore entrepreneurship as a viable career path***
- 2. Reduced barriers to entrepreneurship by providing access to funding***
- 3. Empowered students and alumni with the confidence to try through a network of community support through mentors, advisors, peers and introductions to community organizations.***

Outline the barriers or challenges encountered in integrating this theme and how you overcame these:

- 1. Managing expectations as every participant was unique in their readiness, capacity, and motivation was sometimes a challenge. This was overcome by treating every participant as unique and by allowing the flexibility to go at their own pace.***
- 2. The purpose of EITM is to create the space for students and alumni to flex their entrepreneurial muscles and explore their business idea further. This may result in them deciding to not pursue their business idea. This could be a challenge if program success was***

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tied to specific metrics focused on startup outcomes. This challenge was overcome by ensuring the outcomes measured are aligned with meaningful learning and experience outcomes, and not a number of businesses started.

Please outline your conclusions and recommendations to others (Max 200 words):

NSCC's mission of building Nova Scotia's economy and quality of life through education and innovation is foundational to the Scotiabank Entrepreneur in the Making Program as it was designed to support students and recent alumni to explore entrepreneurship as a viable career pathway.

An important part of our work at NSCC is our role in the economic development of our communities across the province. We offer resources, one-on-one business counselling, mentorship, and work-integrated learning to foster an entrepreneurial mindset in students across all NSCC programs. Our entrepreneurship office is continually looking to further our contributions to the UN Sustainable Development Goals.

The Scotiabank Entrepreneur in the Making is a community collaboration providing meaningful impact. The program empowers students and alumni to explore their unique potential and see the possibilities through entrepreneurship. Through the creation of their own business and every milestone achieved and celebrated, an ETIM participant is realizing the possibilities.