

ABOUT THE ORGANIZERS

TNC: The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends. Our vision is a world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives. (www.nature.org)

Suffolk CICL: The Center for Innovation and Change Leadership (CICL) is a hub that supports people and organizations to embrace change across four key areas-- technological and digital change, global business change, environmental and climate change, and people and social change. We strive to be a "think-and-do" tank that fosters interdisciplinary research, educational initiatives, and community engagement. We view innovation, collaboration, and leadership as driving forces for positive change in the business and public world. (<https://www.suffolk.edu/business/centers-institutes>)

Suffolk MBA: Suffolk's comprehensive MBA program uniquely balances business expertise and immersive learning by teaching you how to strategically take on business challenges, drive innovative solutions, and integrate your functional skills into entrepreneurial enterprises. (<https://www.suffolk.edu/business/degrees-programs/m-ba>)

THE PROBLEM



People's perception, attitude, and action vary significantly when it comes to climate change.

Sometimes perceptions don't translate into real activities.

Individual actions (e.g., flying less, biking to work) can feel inconsequential compared to the changes that government and business must make to mitigate and adapt to climate change.



THE CHALLENGE



Design an application that:

- Shifts people's perception of how climate change affects them where they live
- Delivers an understanding of how individual actions create collective change
- Generates climate action

BONUS: Design a component that matches volunteers with climate action opportunities

OUR SPONSORS



On behalf of everyone at Suffolk University, we would like to express our sincere gratitude to our sponsors. We really appreciate your support!

NATURE+ HACKATHON

Challenge: "Climate + Me"

Presented by:

The Nature Conservancy (TNC)
Suffolk University Center for Innovation and Change Leadership
Suffolk University MBA Program

Join as a guest
Contact: sucicl@suffolk.edu

DATE

February 28, 2020
Starting at 9am

LOCATION

Suffolk University
Sargent Hall
Blue Lounge (5th FL)

NETWORKING RECEPTION

4:20 PM



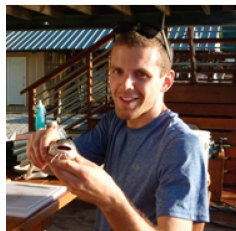
MEET THE SPEAKERS



Jennifer Chin

Director of Conservation Innovation,
The Nature Conservancy
(Jennifer.chin@tnc.org)

Jennifer Chin started her career at Google, where she worked in operations and co-founded GoogleServe. She has studied the intersection of ecology, community-based conservation, and business on projects in China, Tanzania, and North Carolina, including a number of years with African People & Wildlife. Prior to joining The Nature Conservancy in New York, Jen was the Head of Product and Chief Operating Officer for a financial technology start-up in NYC, where she managed the development of a new artificial intelligence product in the financial sector from concept to release. In her current role as the Director of Conservation Innovation, Jen works to catalyze and integrate innovation across the organization. She received an MEM/MBA from Duke University, and a BSJ in Journalism and English from Northwestern University.



Mike McCann, Ph.D.

Urban Marine Ecologist, The Nature Conservancy
(michael.mccann@tnc.org)
Mike is passionate about using

science to solve complex environmental problems. Harbor cities are his passion, but he's fascinated by all types of social-ecological systems. Raised in the Hudson Valley of New York, Mike completed his B.S. in Environmental Science at the University of Notre Dame, then returned to the East Coast to pursue his Ph.D. in Ecology & Evolution at Stony Brook University. In 2015, Mike joined the Department of Marine & Coastal Sciences at Rutgers University as a Postdoctoral Research Associate. Mike joined The Nature Conservancy in 2016 and as a member of the New York State Cities and Climate Adaptation teams, he contributes to the goal of creating healthy cities and coastlines that can thrive in a changing climate. Mike has published several peer-reviewed scientific articles and is the author of the Restoring Oysters to Urban Waters report.



Ben Little

is a business leader focused on product development, most recently as the Head of Venture Strategy for Siemens digital health incubator in Silicon Valley.

He teaches in the graduate business and design programs at MassArt and Northeastern. His past roles have included agency and industry perspectives with companies like Bank of America, Sanofi, Nestle, and Google. Ben studied business at Oxford University and ethnomusicology at the College of William & Mary.



Darryl James

Sr. Strategist
Continuum

Darryl's thinking is drawn from a broad background of analysis and storytelling. After 10 years as a photojournalist for national newspapers, magazines and wire services, he brought his education in psychology and anthropology to bear on design problems. Since then, he's worked on everything from healthcare services to wearable cameras, car design to telematics, and mobile operating systems to connected speakers.

His favorite projects have revolved around emerging technologies - molding new capacities to the scaffold of a user's context, worldview, and latent needs - that are applied to problems of public good.

In pursuit of this space, Darryl has headed up a number of health and well-being efforts that range in scale from specifically improving the patient experience of a hospital's emergency room to broadly designing an entire healthcare ecosystem in Latin America intended to expand access to care and information for millions of citizens.



Jeff Freedman

Managing Partner, Small Army
(jeff.freedman@finnpartners.com)

Jeff Freedman is the founder and CEO of Small Army, one of the top marketing and advertising agencies in Boston and, as of Feb 2019, part of FINN Partners, one of the largest independent global integrated marketing firms in the US. Jeff is also the CEO and founder of Small Army for a Cause, the nonprofit organization behind the national Be Bold, Be Bald! cancer fundraiser. A blogger and author of The Moral of the Story: A Storyteller's Guide to Helping Brands Build Relationships With People, Jeff is a regular speaker and panelist on the topics of marketing, storytelling, social responsibility and business leadership. Jeff lives in Newton, MA, with his wife and two children.



Patricia Hogan, Ph.D.

Director and Chairperson, Center for Urban Ecology & Sustainability (CUES) at Suffolk University.

Dr. Patricia Hogan has developed popular courses on infrastructure, green business, and green buildings for both Suffolk CAS and SBS. She works with a number of external organizations and serves on the advisory board for the environmental engineering program at Brown University.

She worked as an environmental process engineer and later as a chemical health and safety consultant prior to joining Suffolk. She holds a BS in chemical engineering and an MS in environmental engineering from the University of Massachusetts, Amherst; an MA in chemistry from Bridgewater State College; a PhD in chemistry from Brown University; and is also certified as a USGBC LEED AP BD+C.