

2021
Q-DAY
CONFERENCE

SDG2030

SUSTAINABLE DEVELOPMENT GOALS

Quidgest



Building and Fostering a Sustainable Development Mindset at Quidgest

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Not a Strategy, but a Team Culture

The concern with sustainability, more than a strategy, is a cultural mindset. And, as Drucker taught us, “culture eats strategy for breakfast”.

Corporate culture does not impose itself top down, namely in IT, where professionals carry out their activities largely autonomously.

The challenge is to get our team to see, beyond the solutions, [the impact they have on people's lives.](#)

A Team Eager to have an Impact on the Achievement of the SDGs



The Impact, beyond the Solution

Looking beyond the solutions is more difficult when these solutions are large and complex. Millions of lines of code impose a gravity mass that can act as a black hole for developers' attention. Thus, the risk of focusing on the means (solution) rather than on the end (impact) is very high.

Apps are less complex and require lower attention, but the impact of an App is much less significant than the impact of the larger Quidgest systems.

Who

In a company that prides itself on its diversity, differences are also expected concerning the Sustainable Development mindset.

Based on their current, previous, and intended participation in sustainability initiatives and projects, we find three groups of people:

- committed,
- potential, and
- reluctant/indifferent.

Different Tactics

We encourage the **committed** group to do more by celebrating the impact they have. That's one of the purposes of Q-Day.

The **potential** group could be engaged by identifying the impactful components of the solutions they develop (you already have an impact, despite not being aware of it).

And the minority **reluctant** group may participate if introduced to relevant achievements during recruitment and onboarding (as soon as possible, contaminate them with the sustainable development mindset: [making a better world is what we do here](#)).

Celebrating

QDays like this one, QuidSparks (internal conferences), and Webinars promote celebration and significantly impact the committed group.

As, most of the time, successful and worthwhile projects involve customers and partners, we do celebrate together.

Co-innovation awards are an example.

Raising awareness

On each panel (People, Prosperity, Planet, Peace and Partnerships), we will present a sample of the solutions Quidgest made available for SDGs. The quantity and diversity of products prove we can enable your most ambitious sustainable development ideas and projects.

These presentations are in an Ignite 20-slide format, with each slide automatically advancing after 15 seconds. In some cases, this task is a difficult task to perform. But we are available to detail further what we may be unable to convey in the first pass.



Opportunities

Sustainable development purpose has a lot in common with volunteering.

Justin Davis Smith, a longtime researcher on volunteering, has found six behavioral principles that do attract more volunteers:

- **growth** (provide training and the opportunity to learn new skills);
- **impact** (allow volunteers to interact with beneficiaries to see the difference they're making);
- **voice** (think about the way you ask people to volunteer);
- **experience** (make finding, enrolling, and participating in easy and flexible programs);
- **recognition** (say thank you, share, applause, spread the word);
- and **social factors** (encourage socializing with other volunteers, staff and beneficiaries).

“It’s about constructing a worthwhile, meaningful opportunity for people where they can make a difference,” he says.

Volunteers and supporters of the project sort, sanitize and box the sandals, which are then distributed to individuals in need of footwear worldwide. Locally, Sandal Falls gives the sandals to churches, missions, soup kitchens, community centers and street outreaches. The sandals are also sent to organizations nationally to be distributed to their missions. Internationally, the sandals are sent to areas in need of shoes such as Cuba, Haiti, India, Kenya and Malaysia.

At NU, faculty and staff have taken sandals on mission trips to Malawi, Guatemala, and El Salvador. Here's an update from a team that recently returned from Nigeria! The sandals from [Sandal Falls: A BOLD Project](#) were provided to about 1800 kids who were displaced from their homes by the terrorist group Boko Haram.



<https://famvin.org/en/2017/07/27/sandal-falls-project-niagara-university-niagara-univ/>

A Meaningful and Worthwhile Opportunity

Since March 2020, several people at Quidgest volunteered to create [VIRVI](#), a Digital Twin for Health Vigilance and Control Data.

In fact, throughout the whole of the last one and a half years, Data has always been one step behind the COVID-19 reality. We see Data Scientists demanding access to Data but not contributing to collecting it, not even identifying which Data is more relevant to save more lives at each phase of the pandemic's evolution.

It took only two weeks to create this Digital Twin with Genio.

Digital Transformation is Just Beginning

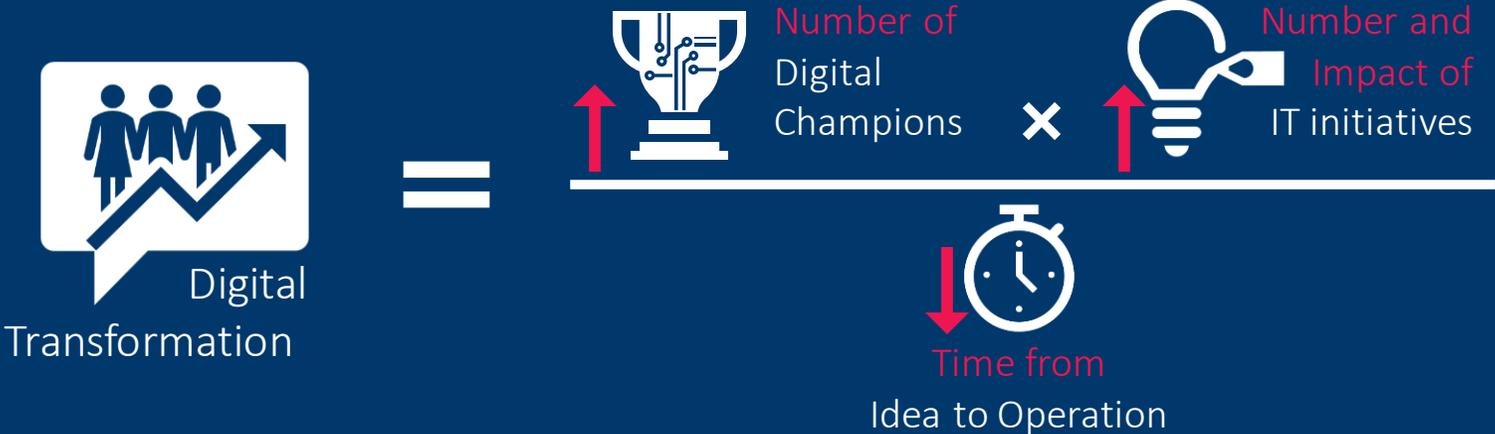
VECTORS for Digital Transformation



Digital Transformation doesn't have to be an abstract concept. Quidgest can make it a practical reality! Over the years, Quidgest has successfully transformed businesses into Digital players, in over 30 vectors, highlighted below. Contact our team to learn more about how Quidgest can help you transform your business, starting today.

[Vectors for Digital Transformation](#) is one of the most visited pages on our site and presents 30 practical ideas to redesign/rethink your organization.

Boost Digital Transformation



Genio Technology Impacts every SDG 2030



SUSTAINABLE DEVELOPMENT GOALS



Technological Leapfrog

Quidgest is not only providing solutions but the best-in-class solutions. Composable architecture, model-driven development, artificial intelligence, responsive web and cloud applications provide the technological edge required to leapfrog developing countries.

“More recently, the concept of leapfrogging is being used in the context of sustainable development for developing countries as a theory of development which may accelerate development by skipping inferior, less efficient, more expensive or more polluting technologies and industries and move directly to more advanced ones” (from Wikipedia)

Leapfrog Example

Funded by UNDP and Irish Aid, and developed by Quidgest and CESO, the Personnel Management Information System PMIS of East Timor is a reality since 2007.

However, **14 years** after the human resources management of all public servants in East Timor being a reality, Portugal still does not have a similar system of shared services, except in the Azores Region.

Summarizing

At Quidgest, we offer not only jobs but **meaningful jobs**

We insist on recruiting not only based on competencies but also based on a **sustainability mindset**

We sustain a **global competitive advantage**, both for us and our customers, through Genio

We maintain an extensive portfolio of solutions for SDGs

We **celebrate success** with our team, partners, and customers

We make people **aware of the impact** they have on the SDG 2030 Agenda

We **transfer edge technologies** (Genio Models and AI) to leapfrogging customers

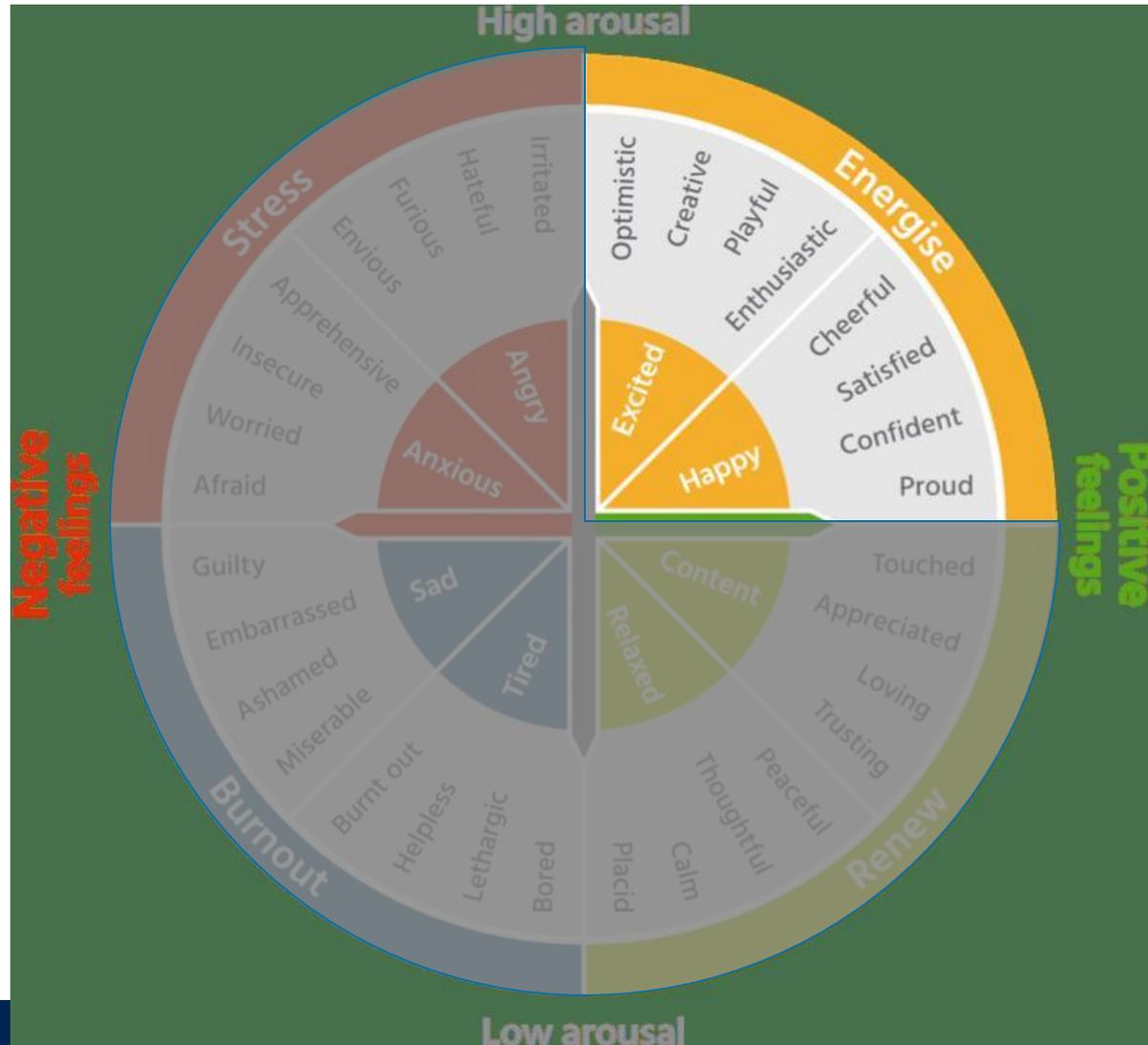
We voluntarily **adopt certification** targets, like ISO 14001

We belong to sustainable minded **communities** and business partners **networks**

Energize

Remote or on-site the goal is the same

- Optimistic
- Creative
- Playful
- Enthusiastic
- Cheerful
- Satisfied
- Confident
- Proud



It is through the impact of what we do that pride is built in our team!

A Final Story everyone at Quidgest is proud of



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Thank you!

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