

September 2018



### MEG-student team presenting as finalist at the United Nations in New York

A team of MSc Environmental Governance (MEG) students advanced to the Global Final of the Hult-Prize and are invited to present their start-up Noor Medical at the United Nations headquarters in New York City on September 15th 2018.

The team, led by Laila Berning (Germany), Andrew Bonneau (USA), Federico Castillejo (Colombia) and Saji Zaghera (Palestine), competed from the 22nd of August to the 1st of September against 42 other teams at the world-renowned Hult Business Accelerator at the Ashridge Castle, outside of London in the United Kingdom. The experience pitted Noor Medical against teams from such prestigious universities as the University of Oxford, Duke University, the University of Pennsylvania, University College London and UNC Chapel Hill. Noor Medical ranked first during the final pitch event and advanced to present their startup with five others teams at the United Nations competing for the final 1 million USD prize in seed capital.

The Hult Prize, a partnership between the Hult International Business School, the United Nations Foundation, and the Clinton Global Initiative, was established in 2010 and has become the world's largest and most prestigious start-up event in the field of social impact centered entrepreneurship. The Hult Prize challenge 2018 is to "harness the power of energy to transform the lives of 10 million people by 2025", with solutions concurrently tasked with impacting the United Nations Sustainable Development Goals.

The 42 university teams for the Hult Business Accelerator were selected in regional and national events from over 150.000 global applicants. The successful journey of the Noor Medical team began on the 17th of March at the Hult Prize Regionals in Tunis when they already won first place against 33 international student teams from prestigious international universities and business schools with their startup (see earlier press release: <https://www.unr.uni-freiburg.de/de/NewsandEvents/megstudentengewinnenhultprizeregionals>).

Noor Medical is a new venture dedicated to developing market-based ecosystems of care for safe surgery. Noor Medical's Hybriclave™ technology fits well within the competitions focus on innovative energy solutions. It can utilize solar thermal, thermal and electricity energy inputs to provide critical medical instrument sterilization for rural and off-grid medical clinics. With guidance from experts from around the world who have participated as mentors to Hult Prize finalist teams in London this summer, Noor Medical has developed a business model designed for impact at scale.

Noor Medical is partnered with Riders for Health, a world leader in medical supply delivery to rural locations, and Aesculap, a division of BBraun, one of the largest surgical instrument manufacturers in the world. Furthermore, they partner with the Schumpeter Center for Entrepreneurship and Innovation and Ensign College of Public Health in Kpong, Ghana for continuing research into innovative market-based healthcare solutions.

Noor Medical received generous financial support from "Neue Universitätsstiftung" and "Maria-Ladenburger Stiftung" for carrying out field trials in Africa, as well as from the Chair of Environmental Governance to carry out market research. Furthermore, Noor Medical is supported during their field trials by the Institute for Infection Prevention and Hospital Epidemiology.

The M.Sc. Environmental Governance (MEG) at the University of Freiburg is dedicated to train on academic grounds "sustainability designers" (leaders with innovative ideas about environmental governance arrangements beyond the traditional functional, structural and territorial boundaries) and "sustainability facilitators" (leaders who embrace and understand these ideas, and are capable of finding ways to implement them in organisations, enterprises and administrations in a context-sensitive manner) - for any development, at any scale from local to global, and in any context worldwide. At its establishment in 2005 MEG was one of the first academic programs globally of its kind. Currently more than 390 MEG graduates from more than 90 different countries work with international and national organizations and administrations (e.g. IUCN, World Bank, GIZ, national ministries, NGOs), multinational companies and SMEs committed to sustainability as a central strategic advantage (e.g., industry, utilities, banks, consultancies) as well as science and research centers – if they do not found start-ups.

Further information:

- Hult-Prize: <http://www.hultprize.org/>
- Noor Medical: [www.noor-med.com](http://www.noor-med.com) and on Twitter: [twitter.com/noor\\_medical](https://twitter.com/noor_medical)
- Master of Environmental Governance programme: [www.meg.uni-freiburg.de](http://www.meg.uni-freiburg.de)

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