

<p><b>THINK AND FEEL?</b></p> <ul style="list-style-type: none"> <li>- Colleen feels very passionate about this.</li> <li>- Colleen thinks that to establish change the community must discover what it cares about. The project design would be a step towards this.</li> <li>- Colleen thinks we need a widespread societal transformation.</li> <li>- They believe a monitoring system that aligns our local SDG values will attract mission related investors and donors.</li> <li>- Monitoring system will demonstrate the collective community impact and relevance of change.</li> <li>- They feel the monitoring system should galvanize action (volunteerism)</li> </ul>	<p><b>SAY AND DO?</b></p> <ul style="list-style-type: none"> <li>- Colleen is a director and engages in nonprofit and voluntary Sector Studies Network</li> <li>- Scott is a Data for Good Lead</li> <li>- Scott thinks that Regina needs a local monitoring system (SDGs)</li> <li>- Scott says he doesn't really like the one Winnipeg has, but at least they have one, which is far better than not having one.</li> <li>- Colleen says many of the UN SDG goals are interdependent.</li> <li>- Scott asks, how can you convey the idea in only 10 seconds.</li> </ul>
<p><b>Colleen &amp; Scott</b></p>	
<p><b>HEAR?</b></p> <ul style="list-style-type: none"> <li>- Being part of Data for Good, Scott hears others desire to empower the worlds social change makers.</li> <li>- Colleen hears that general users don't like to dig deep to find things on websites.</li> <li>- Scott hears that informative websites with dashboards are better received, they are easy to read and user friendly</li> </ul>	<p><b>SEE?</b></p> <ul style="list-style-type: none"> <li>- Scott sees that our Neighbour Winnipeg already has an SDG monitoring system.</li> <li>- Colleen sees that the 2030 date is nearing with respect to the deliverables envisioned for SDGs.</li> <li>- Scott sees that most online consumers have a shortened attention span.</li> </ul>
<p><b>PAIN</b></p> <ul style="list-style-type: none"> <li>- A prominent pain is that Regina doesn't have a system to monitor our sustainable efforts collectively.</li> <li>- Scott's pain with myPeg: homepage doesn't give any info.</li> <li>- Must research and collect data to add to monitoring system</li> </ul>	<p><b>GAIN</b></p> <ul style="list-style-type: none"> <li>- A sense of progress and consolidate community leadership.</li> <li>- Quantify our efforts and actively see change!</li> <li>- Attract future investors and cause business to expand with focus on sustainable development.</li> <li>- Help set and achieve local SDG targets.</li> </ul>