



We at LiftOff and the [Caribbean Canadian Association of Waterloo Region](#) are truly honoured to be an anchor tenant in the groundbreaking facility that is the [SDG Idea Factory](#). LiftOff is a FedDev-funded Black Entrepreneurship Program here in Waterloo Region / Wellington County, that helps local Black entrepreneurs to achieve their dreams as they build and scale their businesses. The concept of community is all important to us, and that is but one of the things that draws us to the [SDG Idea Factory](#).

We all know that the world is facing immense challenges, from climate change to poverty, food insecurity, inequality, and the need for quality education and healthcare. These challenges demand collaborative solutions and innovative approaches. And that is precisely what we see here. The [United Nations Sustainable Development Goals](#) have come to be recognized as a powerful set of guiding principles that serve the imagination in the quest to find solutions for societal challenges. Through this lens, The [SDG Idea Factory](#) will serve as a local and regional hub for creativity, bringing together brilliant minds, passionate changemakers, and diverse perspectives. By immersing ourselves in this vibrant ecosystem, we tap into a vast network of expertise and inspiration, propelling us towards actionable solutions for a better world.

When we first heard of the plans for what would become the [SDG Idea Factory](#), we knew that we had to be a part of it. We are thrilled to see how it has been developing, the synergies and collaborations between the resident organizations, and the potential for addressing the existential challenges that affect our communities. We salute the vision of the [City of Kitchener](#) and [Waterloo Region Small Business Centre](#) in making this a reality.

- Dr. Trevor Charles, Executive Director