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Impact Bots Emphasized As Key To Helping Government and Businesses Achieve SDG Goals

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Ottawa, ON June 16, 2022 – Today Giovanna Mingarelli, founder of M&C Consulting and chief executive officer of MC3 US Inc., joined Canadian business and government leaders to discuss how impact technologies like MC3's impact bots are powering the environmental social government (ESG) workplace revolution which will help business build back better post covid-19 through the lens of the 17 Sustainable Development Goals (SDGs).

Ms. Mingarelli's webinar, *Business Contributions towards Building Back Better*, explored the importance of ethical technologies and illustrated impact bots as a means for businesses to effectively achieve the United Nations' (SDGs) that include greener, more inclusive economies and stronger, more resilient workplaces and communities. The session included the following speakers:

- Elisha Ram, Associate Assistant Deputy Minister, Employment and Social Development Canada (ESDC)
- Pauline Martin, Industry Manager, Government and Healthcare - Canadian Public Sector, Microsoft
- Melissa Barbosa, Country Sustainability Manager, IKEA Canada
- Olivier Bullion, Director, Employment and Social Development Canada (ESDC)
- Anu Bidani, Founder and CEO, STEM MINDS Corp

During her webinar, Ms. Mingarelli emphasized that the private sector has a significant role to play in achieving the 2030 Agenda, and many Canadian businesses are beginning to identify themselves as essential providers of sustainable solutions.

"MC3 is a trailblazing innovative bot platform that builds ethical software-as-a-service bots for ESG workplace initiatives, and offers Gen Z and Gen Y public servants, employees, consumers and businesses the opportunity to take action and quantify ESG impacts in the workplace. Impact bots are critical for governments and businesses that want to contribute to a cleaner, healthier planet and provide sustainable solutions," says Ms. Mingarelli.

The webinar was hosted by the Government of Canada's Sustainable Development Goals Unit at Employment and Social Development Canada. The event was held as part of Employment and Social Development Canada's SDG Action Networking Series.

The United Nations' SDGs were adopted in 2015, and aims to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

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Media contact:
Giovanna Mingarelli
Founder, M&C Consulting Inc.
giovanna@mingarelliandcompany.com