



HUMAN CAPITAL × AI

The UNSDG Sustainable Business Challenge

Powered by SEL. Co – created by AI. Designing human-centered solutions for global sustainability

BESIDE

OB50F014

OB50F015



I HUMAN CRISIS + UNSDG

Left-behind children (LBC) face higher risks of mental health problems due to parental work absence.



WHO WE SERVE

Children aged 6–12, whose mother and father both work away and live with a caregiver.

WHY THIS MATTERS

Separation from parents can reduce children's emotional support and increase risks of mental health problems.

3 GOOD HEALTH AND WELL-BEING



SDG 3 - Target 3.4
Promote mental health and well-being.

EVIDENCE

A review of 111 studies (264,967 children) found higher pooled risks of **depression** (RR 1.52), **anxiety** (RR 1.85), and **suicidal thoughts** (RR 1.70) among left-behind children. Most studies were about internal migration in China.

PROBLEM PATHWAY



Harm is not inevitable. Stable caregiving and supportive relationships matter.

III BUSINESS + REVENUE

CUSTOMERS



VALUE PROPOSITION

- ✓ Practical support for children with absent parents
- ✓ Convenient school-based delivery
- ✓ Safe guided family coaching

REVENUE STREAMS

- Service fee per child (via school)
- B1 Caregiver coaching fee
- B2 Parent-child coaching fee

WHY CUSTOMERS PAY

- ✓ Improves communication
- ✓ Strengthens support at home
- ✓ Clear learning feedback



SUSTAINABILITY

- Fees cover facilitators, materials, travel, evaluation, supervision, overhead
- Convenient school-based delivery
- Safe guided family coaching

II HUMAN-CENTRED SOLUTION + SEL



BESIDE Skills Classes for LBC

An 8-week course delivered by trained facilitators at participating schools. Opens with at least ten paid family registrations and suitable staffing.



Eight-session journey

- 1 Trusted adults
- 2 Recognizing feelings
- 3 Expressing needs
- 4 Sharing everyday experiences
- 5 Handling missed calls
- 6 Listening
- 7 Repairing misunderstandings
- 8 Building a connection, support plan

Children practice through stories, drawings, role-play, and guided interactions.

Two optional family-support services

B1

Caregiver coaching



- 2–3 sessions, 45 minutes
- School or online
- Helps caregivers recognize emotional needs, listen responsively, and support children consistently.

B2

Parent-child coaching

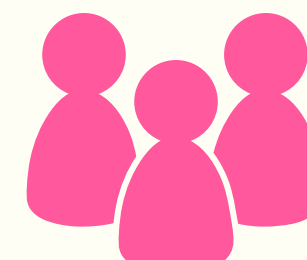


- 2 sessions, 30–40 minutes
- Online
- Guided conversations to express feelings, check understanding & agree on ways to day connected (brief preparation & suitability checks)

SEL in action (2 key competencies)

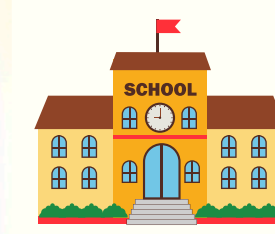


Self-Awareness
Recognize feelings and identify the needs behind them.



Relationship Skills
Express needs, listen, check understanding, and seek support.

Human mechanism



Practice at school



Support at home



Connect across distance

Protection

- Child assent and adult consent
- Confidentiality and voluntary participation
- Trained supervision and referral pathways
- Suitability and safety checks for online coaching
- No forced disclosure or routine reporting
- Coaching is not mental health treatment.

IV

AI + TEAM REFLECTION



AI CONTRIBUTION

- Evidence synthesis
- Service design
- SEL mapping
- Business-model comparison
- Operational-gap identification



AI BLIND SPOTS AND HUMAN CORRECTIONS

- | | | |
|--|---|---|
| ✗ Factory payment workarounds | ➤ | ✓ Redirected to parent-funded school classes |
| ✗ Broader target group/child format | ➤ | ✓ Kept LBC and structured skills classes |
| ✗ Vague evaluation | ➤ | ✓ Added baseline, completion rate/trials, practical check, parent communication, final monitoring |
| ✗ Parent-only coaching overlap or unsupported claims | ➤ | ✓ Placed with caregiver support; kept voluntary parent-child sessions; removed unsupported claims |

TEAM ROLES

Member 1 – research and evidence
Member 2 – business model and operations
Both – AI revise, testing, final decisions

REFLECTION

An AI-identified need does not automatically prove customer demand or service effectiveness. Both must be tested with appropriate children's tools.

*ChatGPT was used to assist with research, content development, text refinement, poster design, and illustrations. Research findings were supported by cited academic sources.

