Lindsey Verhaeghe is a Canada SDG champion at Nutrien Ltd. As the Sustainability Initiatives Manager at Nutrien Ltd. Lindsey has been instrumental in integrating the Sustainable Development Goals (SDGs) into the company’s core strategy. The organization has a particular focus on zero hunger (Goal 2) as they specialize in sustainable agricultural practices and innovations.

She recently led the development and implementation of the Global Hero application — an educational game that allows individuals to interactively engage with the SDGs. The game not only raises awareness but provides users with tools to engage with the SDGs at a deeper level.

She has also been heavily involved in the Farmers 2050 and Journey 2050 programmes which use real agricultural examples to educate users about sustainable agriculture and the effects on the realization of Goal 2, zero hunger. Already these programs have engaged over 400,000 students around the world.

Lindsey’s work highlights the importance of collaboration in achieving the SDGs and fosters partnerships between key stakeholders. Through multi-stakeholder collaboration she has implemented new sustainability policies, activities and measurement programmes for Nutrien Ltd. that are helping to drive action on Goal 2 (zero hunger).

Additionally, she has worked to build the capacity of individuals to engage with the SDGs within the organization through a series of online and in-person training sessions. Many of these training sessions are multilingual, allowing users to engage with content in their local languages.

Lindsey believes that “enhancing the sustainable development goals relies on collaboration across the value chain to create positive ripple effects both locally and globally.” As such she has worked with a number of organizations including the Global Compact Network Canada and the Sustainable Development Solutions Network Canada.