

ENVIRONMENT

YOUTH DESIGN CHALLENGE

4th September - 4th December 2020



ABOUT THE CHALLENGE!

- Free, national initiative from Not for Profit Young Change Agents for youth aged 10-21 to identify problems and submit their ideas!
- Top 20 ideas will be featured on the challenge website and will win a share of \$3,000 worth of rewards!

WHY ARE WE DOING IT?

- We believe that youth are natural problem solvers!
- By being clear on what problem you want to solve you can come up with some great ideas.
- You can then test these ideas to see what others think about them and take your top idea through to prototyping and submitting it to the challenge website

WHAT YOU WILL NEED!

A partner, a pen, the worksheets,
something to lean on and an open
mind! Your partner can be a family
member or friend!



WHO ARE THE JUDGES?

Stephanie Bowen, Corporate Social Responsibility, Alinta Energy

Warren Reichenburg, Senior Engagement Manager, Infosys

Yasmin Grigaliuna, CEO & Co-Founder, The World's Biggest Garage Sale

CHOOSE YOUR FOCUS AREA

Choose one of the four challenge areas:

- Reduce food waste and/or overconsumption
- Decrease greenhouse gas emissions from food production
- Encourage better use of our water resources
- Improve energy efficiency and use of renewable energy

Decide where you want to create change:

- In your home
- In your school
- In your community (e.g. community spaces, transport)

EMPATHY INTERVIEWS

- In your pairs, one person should be Person A and one Person B
- Person A is first to interview Person B
- It is important to note you are designing a solution FOR YOUR PARTNER!
- Firstly, you need to be like a researcher/investigator and find out what problems your partner has seen, heard or is talking about.
- Each person will have 5 minutes and then we swap to Person B interviewing Person A
- TOP TIP: Write down everything your partner tells you and ask follow up questions! Really listen!

PROBLEM EXPLORATION

Dive deep into the problem area you have chosen - you want to find out why the problem is happening in that context. The first activity is to ask the question, “why” and then ask “why?” again until you get to what we call the “root cause” or the bottom of the problem. For example, if you have chosen the challenge “reduce food waste” and picked “at schools” as your area you want to effect change, your conversation might go something like this:

- “Why is there food wastage at school?”
- Because kids don’t always like what’s in their lunchbox
- Why?
- Because they don’t make their own lunch.
- Why?
- Because their parents do it for them!

So what if we made it easier for students to create their own lunches? Of course, there are many reasons why there is food waste at school - you can pick lots of reasons and follow the same process to come up with a different root cause. In reality, solving problems needs to be done in multiple ways, and all together! That’s why the Global SDGs are a call to action for everyone to work on these together in lots of different ways!

CREATE A "HOW MIGHT WE?"

To turn your problem into an opportunity you can think about what causes that problem and then how you can reframe it as an opportunity to create change. For example, the Tik Tok #washyourhands problem was that the virus was spreading through hand contact. The opportunity was framed as, "How might we teach young people to wash their hands in a fun way?". Try and write up your problem as an opportunity starting with, 'How might we...?'

RAPID IDEATION

Now is the time to come up with some idea! The more the better but let's start with 5 in 5 minutes!

Try and draw a "radical solution" to the problem - not something that already exists - be creative! There are no wrong answers.
Draw it! That way your partner can visualise your ideas!

ARE YOU STUCK?

- Imagine you have one million dollars and you can do anything you want. Imagine you only had \$100? Two very different ideas!
- Imagine you had to use technology to do it. Then imagine you had no access to technology..what would you do?
- What is the most FUN idea you can come up with?
- Push yourself to come up with at least 5 different ideas.

SHARE YOUR IDEAS (VALIDATION)

- First step is to share your ideas with your partner
- Really listen to which idea THEY liked the best (not the one you liked the best!). Remember you are designing for them!
- Put an asterisk on their favourite idea
- Now, find at least two other people to share the idea with and get their feedback. You can do this by calling, messaging or emailing people you know!
- Note down all the things you learned and how you could enhance your idea based on the feedback.

FINAL PROTOTYPE

- Draw up your final prototype
- This is your opportunity to add as many details as you can
- If it's an app - maybe draw the screens that are unique to your idea (how does your idea work?)
- If it's a product - draw it and label the key features and benefits
- If it's a service maybe draw a poster or social media post

TIME TO SHARE!

- Share your idea with people in your household - try and capture your idea in less than 30 seconds!
- You should start with the PROBLEM and then provide the SOLUTION
- Eg. Margaret's problem was she needed yoga in isolation to feel less stressed but she wanted it to be social. The solution is YogaCircle - groups of 5-10 people that practice together each day with a website and chat that connects them and provides resources.

SUBMIT YOUR IDEA!

- Head to bit.ly/envirochallenge
- Sign up and under 'Challenge Project' click 'create your project page'
- Fill in the form including adding some pictures
- If you want to keep working on your idea you can also add a website or social links etc. If you want to make your project a reality don't wait - get started!
- You can log back in and edit your project at any time up until 5pm on the 2nd of December
- The top 20 ideas will be notified on the 8th of December and winners will be made public on 16th of December

WELL DONE!

