

#1 STARTERSKIT FOR PARTICIPANTS

DEADLINE FOR SUBMISSIONS:

24 SEPTEMBER 2017



IN PARTNERSHIP WITH:

IKEA Foundation


 **AUTODESK**
FOUNDATION

JOIN THE #CLIMATEACTIONCHALLENGE
WHATDESIGNCANDO.COM/CHALLENGE

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LEGENDA

SYMBOLS USED IN THIS STARTER-KIT AND OTHER BACKGROUND PACKS



**AGRICULTURE
& CULTURE**



**CHANGING
RIVER FLOWS**



COASTAL DAMAGE



CORAL DAMAGE



**DISSAPPEARING
FOOD**



DROUGHT



FISHERIES



FLOODS



**INCREASING
TEMPERATURE**



MORTALITY



**VECTOR-BORNE
INFECTION**



**WATER-RELATED
INFECTION**



**WATER
SHORTAGE**



WILDFIRES

01. INTRODUCTION

THE CLIMATE CHALLENGE



As we are already starting to feel the consequences of climate change, it is clear that we need bold and inspiring solutions to protect ourselves from the consequences. We face our greatest challenge on the planet yet.

Yet so far, we are woefully unprepared for dealing with the rising seas, heavy rains, famine and migration that will result. The What Design Can Do Climate Action Challenge is a global design competition that calls on the creative community to come up with game-changing ideas for helping people adapt to climate

change. The challenge specifically focusses on the poorest and most vulnerable people, particularly in the Global South, who will suffer the brunt of climate change.

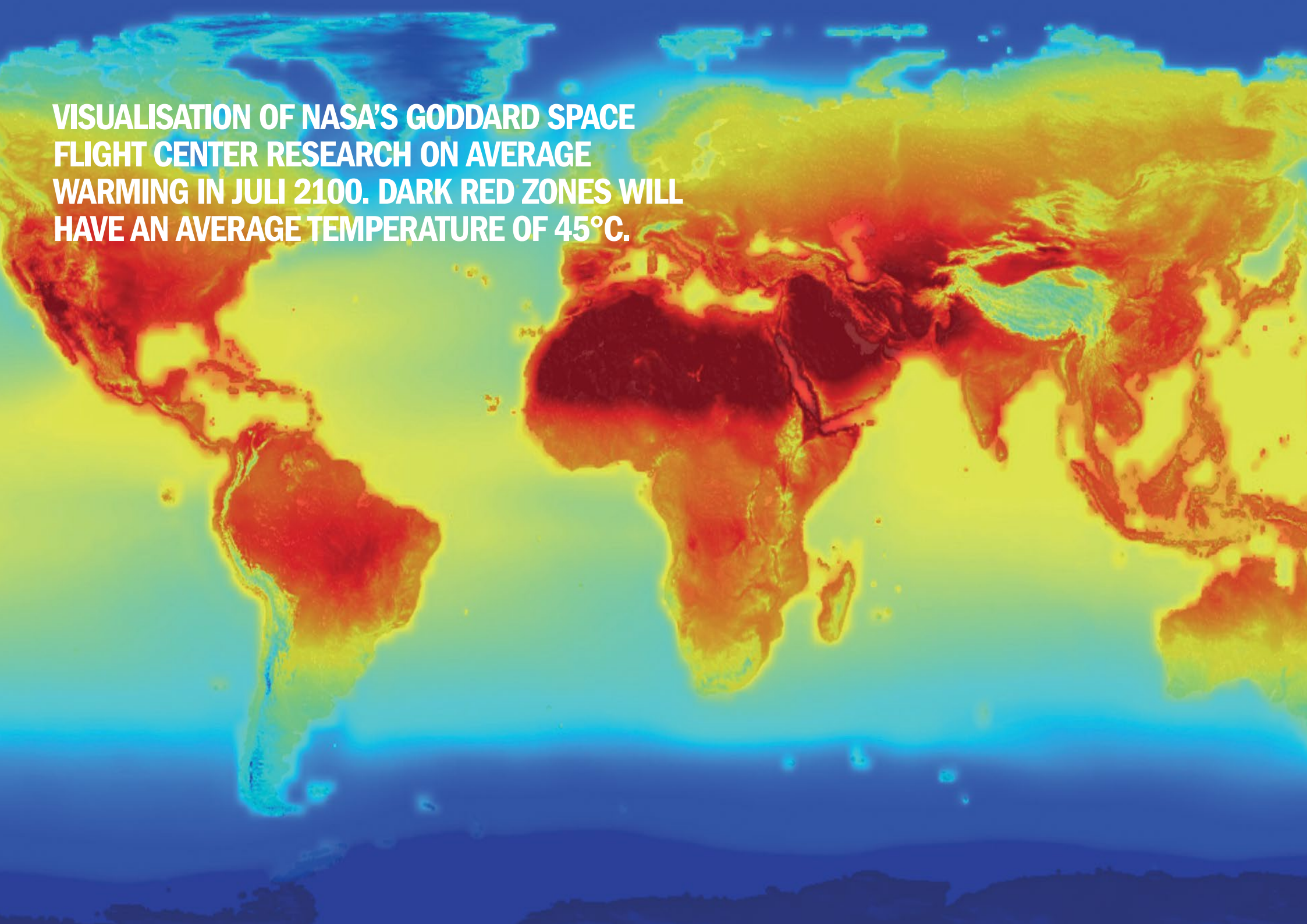
What Design Can Do (WDCD), the IKEA Foundation and Autodesk invite designers, creative thinkers and imaginative trouble-shooters from all countries and disciplines, to take part. We encourage you to collaborate with people and groups already working on climate adaptation.

The best designs are innovative, practical, scalable, affordable, and easily understood. Challenge participants have until 24 September to submit their ideas. There are separate tracks and awards for students, creative professionals and start-ups.

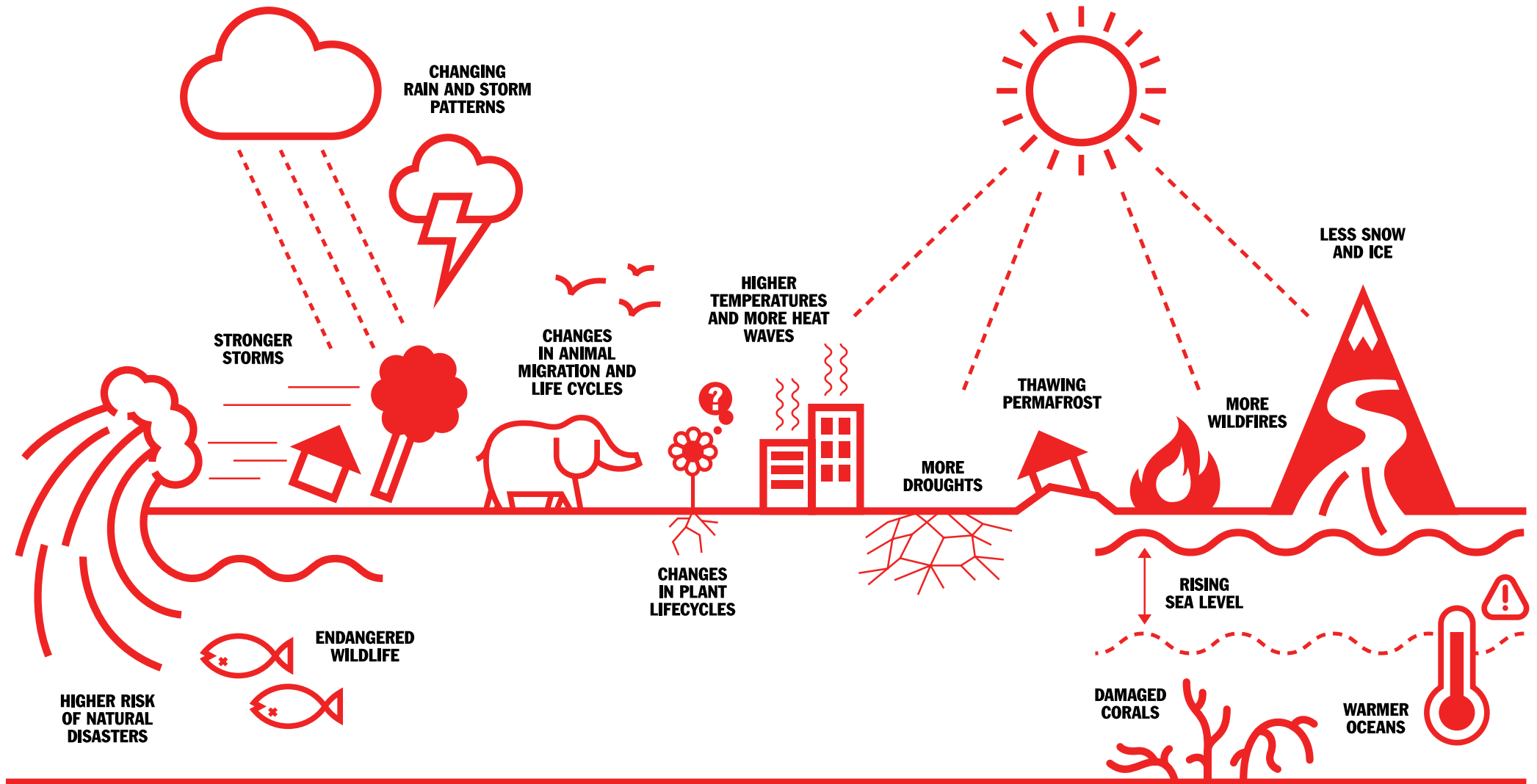
The winners, selected and valued by an international jury, share an award package worth €900.000 which includes a production budget and a tailor-made acceleration programme to learn and to make their ideas, prototypes or startups market- and investment ready.



**VISUALISATION OF NASA'S GODDARD SPACE
FLIGHT CENTER RESEARCH ON AVERAGE
WARMING IN JULI 2100. DARK RED ZONES WILL
HAVE AN AVERAGE TEMPERATURE OF 45°C.**



CLIMATE CHANGE IMPACTS



02. BACKGROUND

THE PROBLEM



Climate change is already wreaking havoc around the world, and it's happening faster, harder, and in more terrifying forms than anyone predicted. Hotter temperatures are causing droughts, heatwaves beyond the limits of human tolerance, and rising seas that will submerge many of the islands, cities and countries that we live in today.

It's not just about warming, either. While the planet on a whole is getting hotter, the climate is getting weird. We're seeing more freak weather events: more snowstorms, more tornadoes, more typhoons, more heavy rains and floods.

All of this threatens our survival on the planet. Beyond the deaths, injuries and destruction caused by natural disasters, our homes, food, health, water and energy are all at risk. Some scientists say this could be the sixth extinction of life on the planet.

Climate change is not just an environmental issue, but a global crisis. We can't afford to wait for further destructive consequences before we act.

CLIMATE CHANGE CAUSES



ADAPT TO THE NEW REALITY, WHILE TRYING TO FIX IT

“We’re entering uncharted territory... It’s up to us to look at our homes and our communities, our vulnerabilities and our exposures to risk, and to find ways to not just survive, but to thrive.”

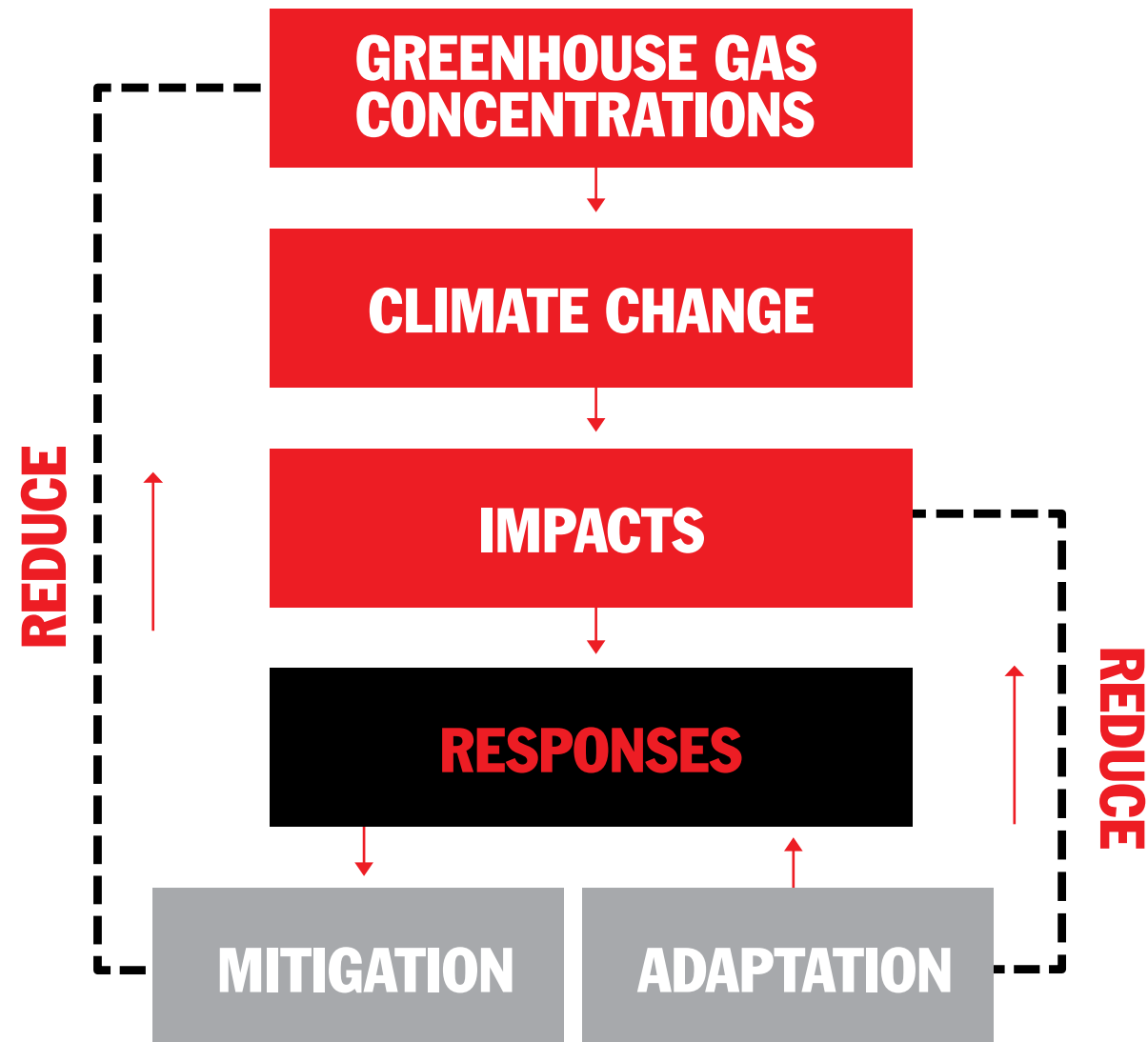
– Vicki Arroyo

So far, most climate action has focused on reducing carbon emissions, in an attempt to limit global warming. These efforts are essential, of course. But if we want to survive to see the fruits of those efforts, we need to adapt to this new and scary climate.

It goes without saying that we should be doing everything in our power to limit carbon emissions and switch to ‘clean’ renewable energy. If we don’t mitigate now, our adaptation challenge will be much greater. A world that is 4 degrees warmer is a lot more dangerous and a lot more difficult to handle than a world that is 2 degrees warmer.

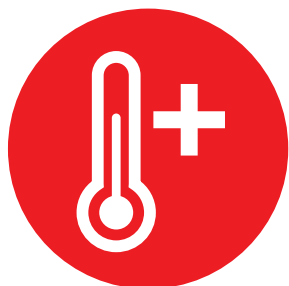
But mitigation alone won’t be enough to save us from the rising seas, the forest fires, the disease pandemics that erupt after disasters. It won’t be enough to save our houses, or guarantee that we and our families have enough water to drink tomorrow. It won’t be enough to prevent the mass migration and conflicts caused by a lack of food, water and basic resources.

It’s time to think about adaptation.



THE PARIS CLIMATE AGREEMENT: KEY POINTS

The historic pact, approved by 195 countries, will take effect from 2020



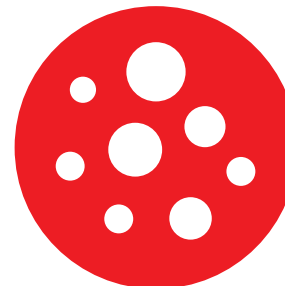
TEMPERATURES 2100

Ensure increase in global temperatures does not exceed 1.5 degrees Celsius



FINANCE 2020-2025

Rich countries must provide 100 billion dollars from 2020 as a "floor"



DIFFERENTIATION

Developed countries must continue to "take the lead" in the reduction of greenhouse gases



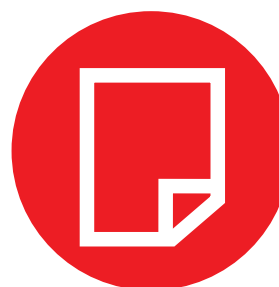
EMISSIONS OBJECTIVES 2050

Aim for greenhouse gas emissions to peak as soon as possible



BURDEN-SHARING

Developed countries must provide financial resources to help developing countries



REVIEW MECHANISM 2023

A review every 5 years
First world review: 2023



CLIMATE DAMAGE

Vulnerable countries have won recognition of the need for "averting and minimising and addressing" losses suffered due to climate change

WHAT DO WE HAVE TO ADAPT TO?

“Climate change is no longer some far-off problem; it is happening here, it is happening now.”

– Barack Obama, former President of the United States

As humans, we’re pretty good at adapting. We live in deserts, jungles, and the Arctic circle. We live by the sea, at 4,000 metres altitude, and on active earthquake faults.

But the changes in our climate pose an enormous new adaptation challenge for us.

THE CHALLENGE IS TWO-FOLD:

- We have to adapt to the more frequent and intense natural disasters, as well as weather patterns that we’ve never seen or had to cope with before. And we also have to deal with the effects: food and water shortages, homelessness, ill health, mass migration, and conflict.
- We have to adapt to a new energy reality. We depend on energy for our food and water supply, housing, clothing, medical care, and transportation – from the basics to relative luxuries such as clothes and electronics. The question of when we finally stop burning oil, gas and coal is not ‘if’ but when. So we have to change the way we get all of these things, in order to survive beyond the age of fossil fuels.

WHO HAS TO ADAPT?

“It is now us who will also pay for decades of disregarding climate change, of short-termism in flood defences and austerity cuts, of refusing to accept that nature has the power to harm us, because we have harmed it. We thought we were safe, but we were just lucky.”

– Rose George, Yorkshire, UK

Climate change is a problem for all of us, but it is hitting the poorest and most vulnerable people the hardest, and will push a projected 100 million people back into poverty by 2030. (World Bank 2015).

The poorest regions of the world – Sub-Saharan Africa and South Asia – are suffering the biggest consequences, in the form of devastating droughts, floods and disease epidemics. (World Bank 2015) But it is also affecting industrialised countries in the Global North. Record-breaking floods, storms and droughts are already battering North America and Europe. Here, again,

the poorest and most vulnerable members of society will be most affected, as they can least afford to protect themselves against climate change and its consequences.

However, wealth cannot completely save you from the weather. Money can't protect your children from air pollution. Owners of coastal property in Florida and the Pacific Islands are equally at risk. And farmers are hurt by drought whether they live in Malawi or California.

There is a silver lining to this: feeling the effects of climate change personally means people are more likely to do something about it. People in industrialised countries are responsible for climate change, as they emit the most greenhouse gases, but this hasn't yet motivated them to significantly change their behaviour. As they start to feel the heat, they are more likely to act.

QUOTES BY LEADING THINKERS

“Its adverse impacts will be most striking in the developing nations because of their geographical and climatic conditions, their high dependence on natural resources, and their limited capacity to adapt to a changing climate.”

– Poverty and Climate Change: Reducing the Vulnerability of the Poor through Adaptation

“Our degree of oil dependency is our degree of vulnerability.”

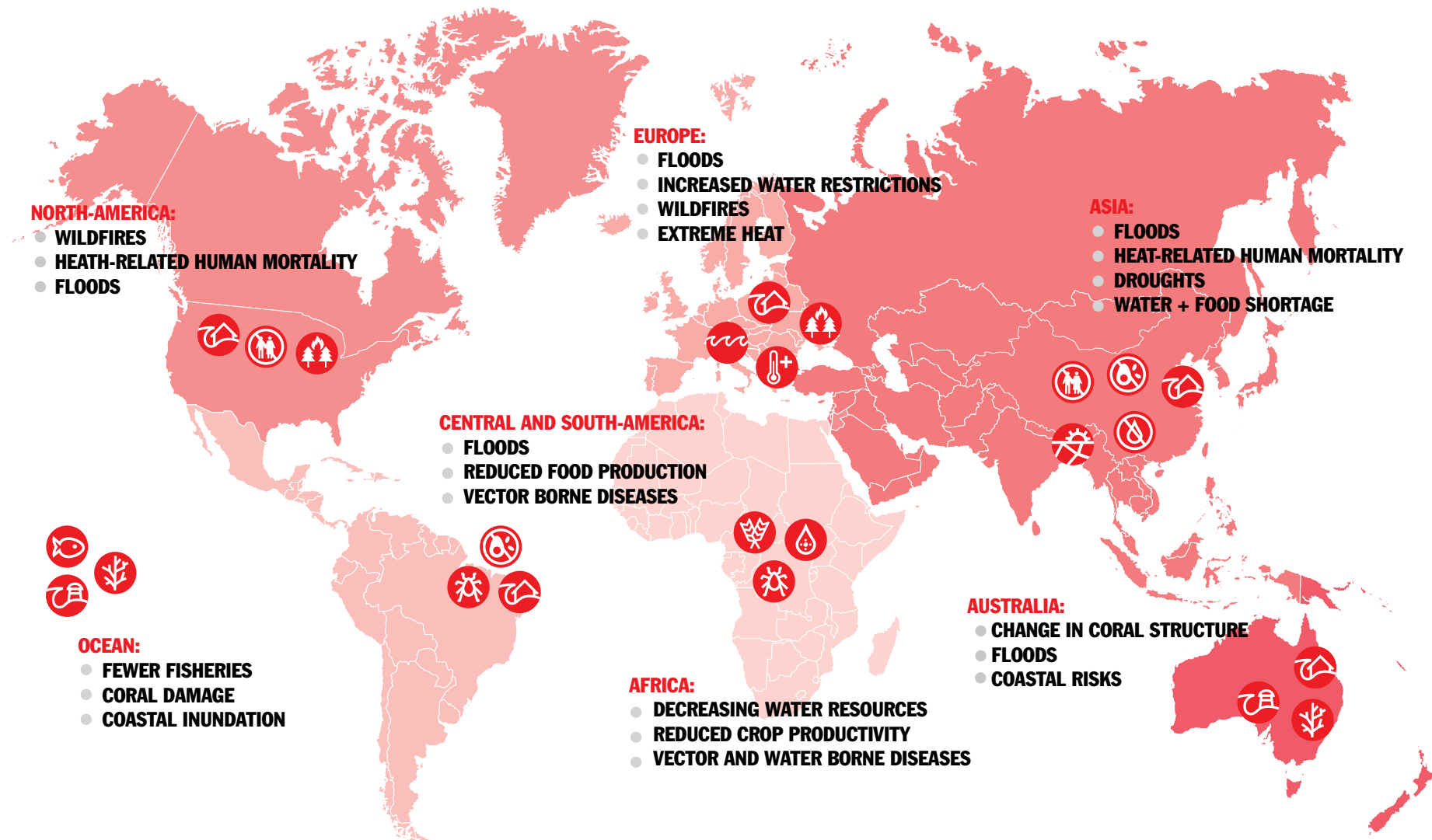
– Rob Hopkins, founder of the Transition movement, on the adaptation to a world without oil

“If we are to tackle climate change, a good place to start would be in convincing designers to be prepared to bring their strengths as creative thinkers—and makers—across the aisle to work with natural and social scientists.”

“Now we have myriad technologies to visualize and communicate our planet’s vulnerability, and we’re at a critical moment to do so. What will ultimately change minds and inspire us to take action? Will it be an app that predicts sea level rise, a jaw-dropping immersive visualization of hurricanes, a stunning graph, an interactive website, or a perfectly targeted public relations campaign? It will surely be a combination, and their effectiveness will depend on the designers’ skills and intentions.”

– Ellen McMahon, Pacific Standard

REGIONAL KEY RISKS



03. BRIEF

THE BRIEFS



**CLICK FOR THE
BRIEF GENERATOR**

This challenge offers a unique way of choosing a brief: a generator. Choose how you want to tackle a problem (with a design strategy) and then what you want to tackle, and finally where you want to do it — and hey presto, a customised brief is generated for you.

Why did we decide to offer a briefing generator? Well, with such a complex issue, we quickly realised that a handful of briefs wouldn't be enough. Firstly, we wanted to make the challenge accessible and inspiring for all kinds of designers, from advertisers to architects. That meant we had to cater for designers who work at all different levels, from communications to products, services and systems. Secondly, climate change affects everything in our life, from our water to food, energy and housing. We wanted to have these represented at every level of design. And finally, we want to encourage designers from all over the world (think global) to design for their own backyards: the places they know best. For that, we had to make the briefs universal enough that they could be applied to anywhere.

Our desk research and interviews with experts led us to identify four design strategies at four different levels: communications, products, services, and systems. This way, we hope that everyone can find something that stimulates and excites them. You don't have to be restricted to the strategy that sounds most like your discipline or day job. You should also think about collaborating with designers from other specialisations.



DESIGN STRATEGIES



1. COMMUNICATIONS

Design stories to help people imagine new ways of living amidst climate change

Designers are powerful storytellers. This communication skill is much needed to educate people and help them imagine the changes they need to make in their lives in adapting to shortages or disasters caused by climate change.



2. PRODUCTS & SPACES

Design products and environments that empower people to cope with climate change

The objects, buildings and places designers create can strengthen or provoke people to take action. People need support to deal with the changes they will experience in their supply of water, food, and energy, and the threats to their home and their health. A product or environment can empower people to become more self-sufficient or resilient against the problems that climate forces upon them.



3. SERVICES

Design services that help people to adapt to climate change together

Designers think holistically and take a human-centred approach to creating services. This is crucial for finding new ways to connect people online and offline to improve (or invent) services around water, food, energy, housing and healthcare, that help people to adapt to climate change.



4. SYSTEMS

Design system transformations that accelerate people's adaptation to climate change

Designers can play a crucial role in creating lasting change that transforms the way people live and organise society. This is needed to make the many systems most people rely on (from food, water, healthcare, housing and energy) more resilient to climate change.



TOPICS



ENERGY: 97% of our electricity generation depends on water, so water shortages make it difficult to generate electricity in conventional ways. More frequent and severe natural disasters will cause blackouts and damage energy infrastructure. Higher temperatures will put a strain on the grid. And our energy needs are still growing.



HEALTH: This is what the challenge is really all about. Extreme temperatures and more frequent natural disaster threaten our survival. Without a supply of the four essentials – water, food, housing, energy – our health will suffer.



HOUSING: Our homes are vulnerable to a changing climate. Higher temperatures, more wind, more rain, rising seas, sinking cities – we need to think about how to adapt our homes so they protect us instead of endangering us.



WATER: Climate change is all about water: either too little of it, with droughts, or too much of it, with rising sea levels, floods, intense rainfall and storms. The distribution of water on the planet is going to change, and that's why water will become the next oil.



FOOD: Climate change means that some things we're used to eating won't be available any more. Farmers have an enormous challenge to adapt their crops and livestock to the new climate. A lot of people are going to go hungry, and food will get more expensive.



REGIONS



AFRICA: Drought, reduced food supply, increases in water and insect-spread diseases, electricity black-outs due to lack of water for hydroelectric plants



ASIA: Floods, droughts, heatwaves, food shortages, rising sea level submerging settlements



NORTH AMERICA: Heatwaves, drought, lower food supply, coastal and river flooding, cyclones, energy blackouts



CENTRAL & SOUTH AMERICA: Water shortages, fall in food production, floods, landslides, insect-spread diseases



EUROPE: Flooding, heatwaves, water restrictions, wildfires, air pollution



OCEANIA: Submersion of islands by rising seas, flooding, heatwaves, bushfires



04. PROCESS

THE CHALLENGE PROCESS



The WDCD Climate Action Challenge covers a period of roughly a year: from May 2017 till May 2018. The process is divided into 6 stages: The **call for proposals which is open until 24 September**; the **selection phase** in which the shortlist is established, followed by an **improvement phase**, giving the nominees the opportunity to refine their proposal before a final round of judgement. **Nominees are announced on 21 October**, and will be exhibited at the Dutch Design Week in Eindhoven, the Netherlands. **Winners are presented on 22 November** at WDCD Live in São Paulo, Brazil.

During the **acceleration phase from November to May 2018**, the winners will receive funds and expert support to develop their ideas into viable and scalable products, services or programmes. The Challenge process is interwoven with a public programme to raise awareness, stimulate debate and get people excited about joining the climate action movement.

1

INITIATE

CALL FOR PARTICIPATION: 23 MAY – 24 SEPTEMBER 2017

The call to participation in the WDCD Climate Action Challenge will be open from 23 May until 24 September. Students, creative professionals and start-ups can submit their proposals and a pitch video through the challenge website whatdesigncando.com/challenge. Through this website participants have access to the 'briefing generator' and plenty of background information on climate change adaptation. They also can profit from the feedback of the creative community of WDCD. All submissions are visible to the public (unless indicated otherwise by the entrants).

2

NOMINATE

SELECTION OF THE NOMINEES: 25 SEPTEMBER – 20 OCTOBER 2017

A selection committee comprised of members of What Design Can Do, IKEA Foundation, Autodesk Foundation, Social Enterprise NL and various creative professionals, climate and business experts judge the entries and establish a shortlist. Proposals are judged according to the following criteria: Relevance, Impact, Feasibility, Scalability and Commitment. (see [Awards](#)) Start-ups are also judged on the stage of their development. The public is also allowed to vote and comment on the entries. The shortlist will be announced on 17 October 2017, and subsequently exhibited at the Dutch Design Week /World Design Event (21 - 28 October) which is one of the leading design events in Europe.

3

IMPROVE

REFINEMENT OF THE NOMINATED IDEAS: 21 OCTOBER – 6 NOVEMBER 2017

The nominees are given the opportunity to improve and re-enter their proposals based on the feedback of the selection committee and the challenge community. The nominated design professionals also receive a budget of €5000 each to invest in their presentation. The refined proposals must be submitted before 5 November. To supplement their applications nominees may be asked to give a pitch presentation via live video at the final round of judgment.

4

TRIUMPH

SELECTION OF THE WINNERS: 7 – 22 NOVEMBER 2017

An international jury of leading experts in design, social enterprise and climate sciences & policy will judge the refined proposals by the nominees. The jury will meet face to face for a final round of judgment on 20 November 2017. The winners from the three tracks: Students, Creative Professionals and Start-ups will be announced on 22 November during the WDCD Live Event in São Paulo, Brazil.

5

ACCELERATE

ACCELERATION PROGRAMME FOR WINNERS: NOVEMBER 2017 – MAY 2018

The winners, selected and valued by an international jury, share an award package worth €900,000 which includes a production budget and an acceleration programme aimed at making their ideas, prototypes or start-ups market- and investment ready.

The acceleration programme, which is developed in close collaboration with Social Enterprise NL, covers a period of at least five months and is tailor-made for each of the winners of the three tracks. Depending on the track, the programme includes, but is not limited to: a personal mentor, a one-week bootcamp in Amsterdam, tailor-made online coaching, access to prototyping facilities, a mid-term valuation week, pitch-training and a grand finale in which the elaborated concepts are presented. All travel and accommodation expenses are covered.

6

MAKE IT HAPPEN!

IMPLEMENTATION: FROM MAY 2018

The winning teams are connected to potential launching customers, implementation partners and investors via the extensive network of the Challenge partners: WDCD, IKEA Foundation, Autodesk Foundation and Social Enterprise NL. The acceleration programme also includes an 'after care' programme in which the teams are supported in the first stage of their implementation or go-to market efforts.

The teams are committed to report on a regular basis on the progress of their project. Highlights of this progress will be covered on the media channels of the Challenge partners.

05. CONDITIONS

WHAT ARE WE LOOKING FOR?



To put it simply: we are looking for fresh and innovative solutions to help mankind adapt to climate change. The best designs are innovative, practical, scalable, affordable, and easily understood.

The briefing generator helps you decide how to tackle the problem. Use this online tool to discover the design strategy, the topic and the location that suits you best. But you can also submit a proposal that applies to different strategies and topics at the same time.

The Climate Action Challenge is open to everyone, yet specifically aimed at designers and creative entrepreneurs. Both existing and completely new ideas and solutions may be entered.

There are three separate tracks in this challenge:

1. STUDENTS AND YOUNG PROFESSIONALS
2. CREATIVE PROFESSIONALS
3. START-UPS

GUIDING PRINCIPLES

“The thing about a crisis this big, this all-encompassing, is that it changes everything. It changes what we can do, what we can hope for, what we can demand from ourselves and our leaders. It means there is a whole lot of stuff that we have been told is inevitable that simply cannot stand. And it means that a whole lot of stuff we have been told is impossible has to start happening right away.”

– Naomi Klein, author, “This Changes Everything”

Our desk research and interviews with experts led us to identify four design strategies at four different levels: communications, products, services, and systems. This way, we hope that everyone can find something that stimulates and excites them. You don’t have to be restricted to the strategy that sounds most like your discipline or day job. You should also think about collaborating with designers from other specialisations.

THINK TRANSFORMATION, NOT QUICK FIXES

Crises create an opportunity for transformative change. However, too often they provoke a short-term, panicked reaction. Some people respond to climate change by turning up the air conditioning, grabbing a diesel generator, and putting up barbed wire to keep the migrants out.

But this reaction doesn’t solve the problem. In fact, it can make it worse, particularly if it involves burning more fossil fuels. Any adaptive solution must therefore also mitigate and be focused on the long term: by reducing greenhouse gas emissions and other climate change drivers, and by addressing problems at their root, instead of just sticking a band-aid on top.

Climate change gives us a chance to make significant and lasting change. Not just for climate change, but in every aspect of our society and lives that we would like to change for the better.

YOU DON'T HAVE TO SAVE THE PLANET, JUST CREATE BETTER WAYS OF LIVING ON IT

Saving the planet is too big a task for anyone, and 'the environment' is too abstract to excite most people. We suggest to instead focus on what people experience in their direct surroundings, and to look at the ways in which people have made and spread positive changes.

Your design idea may not save the entire planet, but it can help people to adapt to climate change. At the same time it should create better lives for people now. The promise of a better life is a bigger motivator for people than "Prepare for the worst!"

Instead of framing adaptation as a sacrifice — no more hamburgers, hot showers or holidays abroad — frame it as an opportunity. Be radically optimistic about the lifestyles, livelihoods, communities, societies and systems we could have in the future. How much more equal, loving and caring could our future be? How much more affordable, accessible and convenient? How much more enjoyable?

"On average, every household that gets involved cuts their carbon emissions by about 1.3 tonnes and saves £600. But when we asked people why they got involved, they said, 'Because I wanted to get to know my neighbours better.'"

– Rob Hopkins, founder of the Transition Movement, on the Transition Streets initiative

PEOPLE MAKE THE DIFFERENCE. KEEP IT PERSONAL!

We know that the entire planet is threatened by climate change. We know that eco-systems will be damaged and destroyed, and that animal and plant species will become extinct. But if we want to get anything done, we have to focus on people.

It's us who's got the planet into this mess, and we are also the only ones who can limit catastrophe. We're not against projects to save rivers or ice-caps — in fact, we're wholeheartedly for them — but 'the environment' is

too abstract for people to care about, or to act on. Instead, think about the human impact of climate change.

To do that, you have to focus on people! We need to tell personal stories that people can relate to and that allow them to imagine how their future will be in a different climate.

Lots of people are already making a change already. Look at how far people have already driven climate action, and join forces with them to make a difference. It's groups of people who create change, where individual effort is multiplied. Focus on the needs, desires, abilities and capacities of people. Explore their successes, struggles and efforts. Find out what matters to them, and then work with them to make a difference.

“Community participation in construction is critical for sustainability. Traditional communities have practised sustainable technologies and thought ‘small is beautiful’ before the phrase gained currency.”

– Sandeep Virmani, director of Hunnarshala Foundation on human-centred approaches.

JUDGING CRITERIA

ALL ENTRIES ARE JUDGED BY AN INTERNATIONAL PANEL OF CLIMATE, DESIGN AND BUSINESS EXPERTS ACCORDING TO THE FOLLOWING CRITERIA:

1. RELEVANCE

Your idea is relevant because you've gained insight into the lives of people affected by climate change and collaborate with people and/or organizations already working on solutions

2. IMPACT

Your idea has positive impact on people, places and systems and you propose clear metrics to measure this

3. FEASIBILITY

Your idea is feasible: technically, economically, politically, legally, socially, culturally and psychologically (choose which apply)

4. SCALABILITY

Your idea may be developed for a specific location or community but has the potential to be scaled up to benefit the many

5. EXCITEMENT

Your idea is exciting because it is new, creative and a great story to share

6. COMMITMENT

Your idea is developed by a well-balanced and highly committed team or you have assembled a group of people around you who can help develop your idea further

THE AWARDS

THERE ARE SEPARATE TRACKS AND AWARDS FOR STUDENTS, CREATIVE PROFESSIONALS AND START-UPS.

The winners, selected and valued by an international jury, share an award package worth €900.000 which includes a production budget and a tailor-made acceleration programme aimed at making the winning ideas, prototypes or startups market- and investment ready.

THE THREE TRACKS

There are separate tracks and awards for students, creative professionals and start-ups. The judging criteria apply to all entrants, yet weighed (slightly) differently per track. Also the requested information from the applicants differs per track. Here's a short summary; more details can be found on the entry form.

To learn more, see [appendix A](#)

THE ACCELERATION PROGRAMME

The WDCD Climate Change Challenge includes an acceleration programme for the winners that will help entrepreneurs, creative professionals and students to make their start-ups, prototypes and ideas market and investment ready. Expect the programme to be an intensive, inspiring, and fun process of learning and working over a period of five months. Each individual programme is tailor-made to the needs of the winners for the development of their projects. The goal is to maximize the positive impact to combat climate change.

ALL-IN LEARNING AND WORKING

During their times in Amsterdam, winners will be offered an all-in learning and working experience. They will receive group-training sessions, and pitch training, hear talks by inspirational speakers, get expert advice, visit social enterprises with climate change solutions, and work on the development of their idea, prototype or start-up. Last but not least, the participants will enjoy the fun of meeting with fellow winners from all over the world.

CONNECTION TO PARTNERS

A key component of the programme is connecting to potential launching customers, implementation partners and investors via the extensive network of the Challenge partners: WDCD, IKEA Foundation, Autodesk Foundation and Social Enterprise NL.

DIFFERENTIATION IN FOCUS

Each track will work on maximizing their positive impact with a different focus.

For details, see appendix B.

ADDITIONAL BENEFITS FROM THE PARTNERS

Autodesk Foundation offers all the winners grants to their software through a dedicated donation programme. In addition, Autodesk Foundation offers one winner (chosen by them) an all-expenses paid trip to present his/her project at Autodesk University in Las Vegas 14-16 November 2017.

Social Enterprise NL offers winning start-ups from the Netherlands and Belgium one-year free membership, including participation in the BOOST development programme for start-ups. Makerversity offers the winning teams a year-long free membership of their maker's space and community in Amsterdam or London, giving them access to all kinds of tools & machines to develop their product. More additional benefits by partners to be announced.

HOW TO ENTER?

**ALL PROPOSALS SHOULD BE ENTERED
VIA THE CHALLENGE WEBSITE
WHATDESIGNCANDO.COM/CHALLENGE**

Entrants who don't wish to share their ideas publically (for competitive reasons) can indicate so on the entry form. Their proposals will only be shared with the jury.

Entry requirements can be found there and in the appendix C

SUPPORT

For any question related to the challenge and the challenge website you can reach us via: challenge@whatdesigncando.com

06. CREDITS

CREDITS & APPENDIX



A JOINT EFFORT TO COMBAT CLIMATE CHANGE

The WDCD Climate Action Challenge is a joint initiative of design platform What Design Can Do, IKEA Foundation, and Autodesk Foundation, supported by research partner STBY and acceleration partner Social Enterprise. Together they challenge the international creative community to come up with unprecedented solutions to face climate change.

MAIN PARTNERS

IKEA Foundation



IKEA Foundation is the philanthropic arm of INGKA Foundation, the owner of the IKEA Group of companies. IKEA Foundation aims to improve opportunities for children and youth in some of the world's poorest communities by funding holistic, long-term programmes that can create substantial, lasting change. The IKEA Foundation works with strong strategic partners applying innovative approaches to achieve large-scale results in four fundamental areas of a child's life: a place to call home; a healthy start in life; a quality education; and a sustainable family income, while helping these communities fight and cope with climate change.

ikeafoundation.org, facebook.com/IKEAfoundation.



Autodesk Foundation is a private 501c3 non-profit organization of Autodesk, Inc. that supports the design and creation of innovative solutions to the world's most pressing social and environmental challenges. Autodesk Foundation support can include grant funding, software, technical training, and industry expertise to grantees in architecture, engineering, product design and manufacturing, visual effects, gaming, and related fields.

autodesk.org or [@autodeskimpact](https://twitter.com/autodeskimpact)

WHAT DESIGN CAN DO

What Design Can Do (WDCD) is a platform for the advancement of design as a tool for social change. Since its inception in 2011, WDCD has undertaken numerous activities to promote the role of designers in addressing the world's most pressing societal and environmental issues. It has done so by showcasing best practices, raising discussions, and facilitating collaboration between disciplines.

whatdesigncando.com, www.facebook.com/whatdesigncando



RESEARCH PARTNER

..STBY...

STBY ('Standby') is a design research consultancy based in London and Amsterdam. STBY's creative research projects connect organisations with the lives and experiences of their customers to bring real people into the heart of service innovation processes. STBY is the initiator and co-founder of the REACH network for global design research and is the design research partner of What Design Can Do since 2015.

stby.eu

ACCELERATION PARTNER



As a national membership body Social Enterprise NL represents, connects and supports the growing community of social enterprises in The Netherlands. Since 2012 Social Enterprise has instigated the movement of Dutch social enterprises by providing support to its members, facilitating a favourable business environment and inspiring social and entrepreneurial action. As a national membership body Social Enterprise NL represents, connects and supports the growing community of social enterprises in The Netherlands.

social-enterprise.nl, facebook.com/SocialEnterpriseNL/



APPENDIX A

STUDENTS & YOUNG PROFESSIONALS

This track is meant for individual students and student teams. Also young professionals who recently defined as (up to three years ago) graduated from university/art school can apply.

- Out of the nominated students/young professionals, one to four projects will be awarded by the international jury
- The awards consist of a design and expenses fee of €7,500 and participation in a tailor-made acceleration programme covering a period of at least five months
- The acceleration programme includes, but is not limited to: a personal mentor, five-day bootcamp in Amsterdam, tailor-made online workshops, access to prototyping facilities, pitch-training and a grand finale in which the elaborated concepts are presented
- Teams are connected to potential launching customers, implementation partners and investors via the extensive network of the Challenge partners: WDCD, IKEA Foundation, Autodesk Foundation and Social Enterprise NL

CREATIVE PROFESSIONALS

- This track is meant for professional designers/creatives, ad-hoc teams and agencies.
- Up to 15 nominated entrants will receive €5,000 each to elaborate their proposal for a final round of judgement

- Between four to seven nominees will be awarded by the international jury
- The awards consist of a design and expenses fee of €15,000 and participation in a tailor-made acceleration programme covering period of at least five months
- The acceleration programme includes, but is not limited to: a personal mentor, five-day bootcamp in Amsterdam, tailor-made online workshops, access to prototyping facilities, pitch-training and a grand finale in which the elaborated concepts are presented.
- Teams are connected to potential launching customers, implementation partners and investors via the extensive network of the Challenge partners: WDCD, IKEA Foundation, Autodesk Foundation and Social Enterprise NL

START-UPS

- This track is meant for social impact start-ups with at least a prototype and (some) market traction looking to further build, validate and scale their business and find the best international product/market fit.
- Taking in consideration all the above, the six criteria are weighed equally and one more criterion is added: stage of development: the extent to which the start-up has a finished product/service and paying customers.
- Between six to nine start-ups will be awarded by the international jury.
- The awards consist of a development and expenses fee of €15,000 and participation in an extensive tailor-made acceleration programme covering period of at least five months.



- The acceleration programmes include, but are not limited to: a personal mentor, five-day bootcamp in Amsterdam, tailor-made online workshops, access to prototyping facilities, two three-day knowledge session in Amsterdam, pitch-training and a grand finale in which the elaborated concepts are presented.
- Teams are connected to potential launching customers, implementation partners and investors via the extensive network of the Challenge partners: WDCD, IKEA Foundation, Autodesk Foundation and Social Enterprise The Netherlands

APPENDIX B

START-UPS

- Further build, validate and prove your product or service
- Develop a strategy for finance and finding starting capital
- Learn how to find a market entry, product-market fit, and launching customers
- Develop your social business model
- Strengthen key capabilities, for example financial planning or negotiation skills

DESIGNERS

- (Further) build and validate your prototype
- Find test customers
- Learn about contracting and licensing
- Develop a business case to help bring your concept to market

- Connect with entrepreneurs and relevant networks to bring your concept to market

STUDENTS

- (Further) build and validate your prototype
- Find test customers
- Develop a social business case to help bring your concept to market
- Find residency with a design firm to bring your concept to market

The acceleration programme also includes an ‘after care’ programme in which the teams are supported in the first stage of their implementation or go-to market efforts.

APPENDIX C

ENTRIES ARE REQUIRED TO INCLUDE:

- A intriguing title for your project
- A tweet length intro
- Maximum 250-word explanatory text
- One key image to represent your idea (1600x900pix)
- A maximum six additional images (JPGs) to further illustrate your concept
- A one to two-minute pitch video, introducing yourself/your team and your idea

Specific requirements for students, professionals and start-ups can be found on the entry form.



WHAT HAPPENS TO YOUR IDEAS?

- As an entrant, you retain full ownership of your idea
- Should you choose to share your proposal on the online platform, you give WDCD and its partners the right to publish your idea on all possible media channels throughout the challenge.
- Should you choose to make your proposal available exclusively to the jury, and you are amongst the nominees we will ask your permission for publication in the press.
- Should a potential implementation partner or investor express an interest in developing or supporting your idea (even if you are not among the finalists), you are free to decide how to share your intellectual property. If so desired, we can assist and advise you.

WHY ENTER?

- You are concerned about the climate crisis and want to make a positive contribution to a possible solution.
- You will be part of a global creative network and can benefit from its combined knowledge and creativity
- You will have access to the expertise, support and network of the partners of the Challenge: What Design Can Do, IKEA Foundation, Autodesk Foundation, design research agency STBY and acceleration partner Social Enterprise NL (more partners to be announced)
- You have the chance of receiving exposure for your ideas through the communication channels of all the partners involved.
- Last but not least: as a winner you are eligible for a share of the €900.000 award package

BACKGROUND PACK

Besides this Starter-Kit there is much more background information at your disposal. Immerse yourself in Climate Action research material we have brought together for you!

Please download the following PDF's.

#2. THE TOPICS KIT

#3. THE REGIONS KIT

#4. THE BRIEFINGS KIT



DEADLINE FOR SUBMISSIONS:
24 SEPTEMBER 2017



IN PARTNERSHIP WITH:

IKEA Foundation


 **AUTODESK.**
FOUNDATION

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