



WE CHALLENGE YOU!

JOIN THE #CLEANENERGYCHALLENGE

Design platform What Design Can Do & Ikea Foundation recently launched the Clean Energy Challenge in 5 cities – São Paulo, Delhi, Nairobi, Mexico City and Amsterdam. This global competition calls on designers and creative entrepreneurs to rethink how we produce, distribute and use energy in metropolitan areas.

CLEAN ENERGY FOR ALL

Burning fossil fuels is the primary cause of climate change, yet this is still our main source of energy. Most of this energy is used in our ever-expanding cities. Cities therefore offer a huge opportunity to transform the way we generate and use energy. We have worked closely with researchers, experts and designers in 5 globally influential cities – São Paulo, Delhi, Nairobi, Mexico City and Amsterdam – to craft challenges specific to these localities.



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AMSTERDAM CHALLENGES YOU!

How can we ensure that clean energy technologies and practices enrich the public space in Amsterdam?

Old cities are admired for their looks, though few historical cities were built with a post-fossil fuel future in mind. Amsterdam is saturated in fossil fuels, but most of this is out of sight – and therefore out of mind. Transitioning away from fossil fuels using today's technology means making energy infrastructure (such as solar panels and wind turbines) more visible in the metropolitan landscape, in our neighbourhoods and in our homes. Unfortunately, the perceived ugliness of renewable energy has become a barrier to its adoption.

This is why, for the city of Amsterdam, we are calling for creative spatial interventions, products, services, systems and stories that can help in the transition to clean energy.

MEXICO CITY CHALLENGES YOU!

How can we encourage people to treat waste as a resource in homes and workplaces across Mexico City?

Every year, an estimated 11.2 billion tonnes of solid waste is collected worldwide. It takes lots of energy to manufacture, transport and dispose of waste. Poor waste handling has been a notoriously tricky problem for Mexico City. While waste can be transformed into energy or turned into resources, cities around the world

are struggling to put this into action. Mexico City ranks as the second biggest producer of waste among the world's megacities, with 12,920 tonnes produced daily, most of it from households. A new garbage separation law is a step in the right direction, but it's still on a small scale.

This is why we are asking creatives to think about how design can improve household attitudes and behaviours towards recycling and reusing. How can our notion of waste be transformed so that we see it as a valuable resource or source of energy, rather than simply trash?

NAIROBI CHALLENGES YOU!

How can we make the food supply chain from farm to fork greener and fairer in Nairobi?

Food supply chains are energy intensive and mostly reliant on fossil fuels. Wasted food is wasted energy! In Nairobi, the majority of food comes from outside the city, and is imported from various regions. Food security has become a growing urban issue owing to inefficient transport networks, refrigeration systems and a generally disorganised market. Momentum is growing in Nairobi to design a sustainable food system that produces nutritious and affordable food.

We are calling on creatives and designers to build on this momentum and imagine new narratives, services, products, spaces and systems to make the journey from farm to fork greener and more equitable for all.



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DELHI CHALLENGES YOU!

How can we promote green building in Delhi?

Buildings currently contribute about one-third of all greenhouse gas emissions in the world. In Delhi, this issue is particularly urgent as the problem is growing rapidly. Households and workplaces in Delhi are guzzling energy as people try to stay cool in their heat-trapping buildings. At the same time, there is the issue of many Delhiites not even having access to electricity. In the rush to build for booming populations, energy consumption and sustainability are rarely considered.

This is why, for Delhi, we are calling on all creatives to help Delhiites adopt (and demand!) greener energy habits, products and services that draw on a rich mix of traditional practices and modern technology for their homes and workplaces.

SÃO PAULO CHALLENGES YOU!

How can we encourage green mobility in São Paulo?

Cars, busses and delivery vehicles are a major source of greenhouse gas emissions in many cities around the world. Just as in most cities, Paulistanos love their cars. And with limited public transport capacity, issues of public

safety and the comfort and status a car brings, it's hard to blame them. At the same time, many residents can only afford to live on the periphery and endure commutes of up to 5 hours a day on old diesel busses. Initiatives to extend and upgrade São Paulo's public transport and freight network are moving slowly. This is why, for São Paulo, we are calling on designers to find radical, creative solutions for more sustainable flows of people and goods through the city.

WHY JOIN THE CHALLENGE

There are separate tracks for students, creative professionals and start-ups. 25 winners, selected from 5 cities by an international jury, will have a chance to win a production budget and a tailor-made acceleration programme aimed at making the winning ideas, prototypes or start-ups market and investment ready.

- 1 INITIATE**
Call for Participation
4 September – 15 November 2018
- 2 NOMINATE**
Selection of the Nominees
15 November – 14 December
- 3 IMPROVE**
Refinement of the Nominated Ideas
15 December – 14 February 2019
- 4 TRIUMPH**
Selection of the Winners
15 February – 6 March
- 5 ACCELERATE**
Acceleration Programme for Winners
March – July
- 6 MAKE IT HAPPEN**
Implementation
July onwards

LEARN MORE AT WHATDESIGNCANDO.COM/CHALLENGE



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