

**WHAT
DESIGN
CAN DO**

**CLEAN
ENERGY
CHALLENGE**

**NAI
ROBI**

PHOTO: SHUTTERSTOCK.COM

NAIROBI CHALLENGES 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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CHALLENGES YOU!

CAN WE STREAMLINE NAIROBI'S FOOD DISTRIBUTION SYSTEMS AND SAVE ENERGY AT THE SAME TIME?

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 and refrigeration systems and a generally disorganised market. Momentum is growing in Nairobi to design a sustainable food system that produces nutritious, 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.

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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