

MÉXICO
CITY

CLEAN
ENERGY
CHALLENGE

WHAT
DESIGN
CAN DO

PHOTO: SURIEL RAMZAL / SHUTTERSTOCK.COM

MEXICO CITY 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 FIND A WAY TO TURN MEXICO CITY'S WASTE PROBLEM INTO A CLEAN ENERGY SOLUTION?

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 transformed 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, and most of this comes from households. A new garbage separation law is a step in the right direction, but it's still on a small scale.

We are calling on 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 this as a valuable resource or source of energy, rather than simply trash?

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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