



**WHAT
DESIGN
CAN DO**

**CLEAN
ENERGY
CHALLENGE**

DELHI

PHOTO: MATYAS REHAK / SHUTTERSTOCK.COM

DELHI 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!

HOW CAN WE DECREASE POLLUTION IN DELHI WHILE THE CITY KEEPS GROWING?

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

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
- ACCELERATE**
Acceleration Programme for Winners
March – July
- MAKE IT HAPPEN**
Implementation
July onwards

LEARN MORE AT WHATDESIGNCANDO.COM/CHALLENGE



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