



**WHAT
DESIGN
CAN DO**

**CLEAN
ENERGY
CHALLENGE**

**SÃO
PAULO**

PHOTO: SHUTTERSTOCK.COM

SÃO PAULO 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 ENCOURAGE CLEAN AND GREEN MOBILITY IN SÃO PAULO?

Cars, busses and delivery vehicles are a major source of greenhouse gas emissions in many cities around the world. Like the inhabitants of 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 so endure commutes of up to 5 hours a day on old diesel busses.

We are looking for ideas that encourage clean and green mobility in São Paulo. We are calling on creatives to come up with innovative, radical 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 – 5 December 2018
- 2 NOMINATE**
Selection of the Nominees
5 December 2018 – 25 January 2019
- 3 IMPROVE**
Refinement of the Nominated Ideas
25 January 2019 – 10 February 2019

- 4 TRIUMPH**
Announcement of the Winners
6 March 2019
- 5 ACCELERATE**
Acceleration Programme for Winners
March – June 2019
- 6 MAKE IT HAPPEN**
Implementation
July onwards

LEARN MORE AT WHATDESIGNCANDO.COM/CHALLENGE



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