DESIGN FOR A BETTER WORLD
What Design Can Do (WDCD) believes in the power of design and creativity and their ability to effect social change. Today’s major societal issues require new perspectives and innovative solutions. WDCD is an international platform that promotes this role that design can play. WDCD seeks to mobilise the international creative community to bring about social change through conferences, challenges and publications. In doing so, it addresses all creative disciplines, ranging from graphic and industrial design to urban, digital and service design.

EVENTS, CHALLENGES, COMMUNITY
WCDC was founded in 2011 by a group of designers who wanted to elevate the meaning their field beyond the realm of pure aesthetics. Design is more than just a beautiful vase or a new chair.

The platform now organises annual conferences in Amsterdam, São Paulo and Mexico City, as well as international design challenges that ask designers from all over the world to come up with new ideas on how to receive refugees or adapt to the consequences of climate change. All activities are supported by a communication programme consisting of a website, blog, social media and printed publications.

PARTNERS
What Design Can Do works closely with social partners such as IKEA Foundation, Autodesk Foundation, UNHCR and UNFCCC on various topics. In 2018, WDCD launched a closed challenge together with the Public Prosecution Service and the Ministry of Justice and Security focusing on sexual exploitation of minors: No Minor Thing.

WWW.WHATDESIGNCANDO.COM
NO MINOR THING

THE WHAT DESIGN CAN DO CHALLENGE TO COMBAT SEXUAL EXPLOITATION OF CHILDREN

IN PARTNERSHIP WITH
How can designers help combat sexual exploitation of children? This is the question that the What Design Can Do design platform asked together with the Public Prosecution Service and the Ministry of Justice & Security in an international, closed design challenge.

In ‘No Minor Thing: The What Design Can Do Challenge to Combat Sexual Exploitation of Children’, selected design teams were invited to come up with new ideas for tackling this issue.

Sexual exploitation of children is common, but it generally remains under the radar, out of sight. It is estimated that only one in nine girls who have been sexually exploited are known to police and the justice department. There are even fewer records for the exploitation of boys, which makes it even more difficult to estimate the actual number of victims.

Based on extensive research conducted by the STBY design research agency, five different briefings were drawn up for the designers to pick from. In October, the designers submitted the 17 proposals that our shown in this exhibition. The challenge does not have one or two winners, but is a joint effort realised by committed designers.

The challenge partners will do their utmost to realise the most promising projects.
FIVE QUESTIONS FOR DESIGNERS

How can designers make a real difference in situations that are as difficult and complex as the sexual exploitation of children, when they are also largely invisible?

In collaboration with its partner STBY, a design research studio based in Amsterdam and London, WDCD developed a sound process to help designers on their way.

Design research, a type of research that takes the skills and opportunities of designers into account, is a key part of this process. Based on desk research, expert interviews and workshops with designers and stakeholders, this research yields questions that can point designers in the direction of potentially meaningful interventions. This is how the briefings came about, focusing both on preventing future and ceasing ongoing situations of sexual exploitation.

New Perspectives
Designers cannot provide the end-all solution for such complicated societal issues on their own, but their creativity, empathy and desire to make the world a more beautiful, better place does let them bring about positive changes and shed a whole new light on both the question and the solution.
A

HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?

In many families, relationships and sexuality never come up for discussion, even though it is very important that these matters are discussed to make children and young persons resilient. How can we open up this topic for discussion?

• How can we ensure that parents and guardians educate children about relationships and sexuality at a very early stage?
• How can we make information about healthy sexual behaviour both accessible and appealing?
• How can we make it easier to discuss sexuality?

B

HOW CAN WE ENHANCE THE PROTECTION OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY THWART THOSE SEEKING TO EXPLOIT THEM?

Many underage victims of exploitation come under the sway of the perpetrators by means of blackmail. The openness of the Internet is one of the factors that contribute to these problems. We have to find new ways to block the perpetrators of sexual exploitation.

• How can individuality, freedom and privacy offer protection, rather than forming a threat?
• How can we prevent sexual exploitation on the Internet?
• How can we prevent someone from falling victim to blackmail through sexting?
• How can we thwart online market places that offer sex with minors?
How can we help professionals to detect even the subleiest signs of exploitation and take action?

There are a great many indicators of sexual exploitation, but all too often, professionals are not sufficiently aware of these signs. What can we do about this?
• Which organisations can be made more alert?
• How can we better recognise signs of sexual exploitation?
• How can we make it easier to take the step from identifying a sign to taking action?

How can we help victims and their social environment to report sexual exploitation earlier?

Fear, shame and unwittingness can ensure that victims and their social environment do not report sexual exploitation. As such, there is every reason to make the process of reporting sexual exploitation more accessible and less scary.
• How can we make reporting sexual exploitation easier and more accessible?
• How can we make reporting less confrontational and frightening for victims?
• How can we make better use of small openings in the isolation of victims?

How can we confront those directly involved in sexual exploitation with the consequences they may face?

Many people are unaware that sexual exploitation is a form of human trafficking and what the consequences may be. How can we make the severity and consequences of sexual exploitation clearer for everyone involved?
• How can we raise awareness of the existence of sexual exploitation of minors?
• How can we point out the consequences of sexual exploitation to people who pay for sex with minors?
• How can we make it easier for people who pay for sex with minors to report sexual exploitation?
PRIVATE PARTS

BRIEFING A
‘A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: DESIGN FOR HUMANITY
COUNTRY: THE NETHERLANDS
WEBSITE: DESIGNFORHUMANITY.NL

INSTAGRAM SERIES IN WHICH TEENAGERS ARE GIVEN A NEW PRIVATE PUZZLE – A MYSTERY ON THE TOPIC OF SEXUALITY – TO SOLVE

If children are more aware of what and does not constitute normal sexual and relational behaviour, this reduces the risk that they will fall victim to exploitation. Private puzzles is an Instagram series that encourages followers to think about the role that intimacy and sexuality play in their lives. The series is intended for teenagers between the ages of 10 and 14 and ties sexual education to children’s online experiences. The series is centered around a group of friends and focuses on the life of one of the characters each week. Every week, followers are asked to solve a new mystery about sexuality.
PENIS DIALOGUES

BRIEFING A
‘A HOW PARENTS AND CARERS TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: CIRCUS ENGELBREGT
COUNTRY: THE NETHERLANDS
WEBSITE: CIRCUSENGELBREGT.NL

A MOVEMENT TO GET MEN TALKING ABOUT HEALTHY SEXUALITY

The Penis Dialogues project addresses one of the root causes of the problem by encouraging men to talk to each other about sexuality, as this is an area in which they seem to lag behind. In the long run, this can lead to broader acceptance of norms with regard to setting limits, recognising signs of exploitation and thwarting people who pay for sex. Men are given the opportunity to engage in dialogue about these topics at meetings and a specially developed digital platform. In order to get men to attend these events, Penis Dialogues will be introducing a specialty beer called Mannenpraat (Guy talk) to serve as an original conversation starter. The packaging of a ‘sexpack’ of these beers is full of rules, one-liners and other ways to start a good conversation. The beer brand can be used at festivals, football club canteens and public meetings to spark dialogue.
**YOUTH OR DARE**

**BRIEFING A**

‘A how parents and carers teach every child that it is in charge of its own body?’

**BY:** DESIGN FOR HUMANITY

**COUNTRY:** THE NETHERLANDS

**WEBSITE:** DESIGNFORHUMANITY.NL

**A WEEKLY BATHROOM CALENDAR TO HELP FAMILIES HAVE AN ASYNCHRONOUS DISCUSSION ABOUT RELATIONSHIPS, LOVE, OUR BODIES AND SEX**

YOUTH OR DARE is a weekly calendar that helps families to communicate about sexuality. Educating children about relationships and sexuality at an early age is an important part of preventing sexual exploitation in their later lives. However, such topics are often discussed very little in families. This bathroom calendar gives family members to have an asynchronous discussion about various themes associated with relationships, love, our bodies, sex, boundaries, power, etc. The contents of the calendar guide the conversation with lighthearted, funny and friendly information, whilst gradually teaching children that they are in charge of their own bodies.
COMPASS GAME

BRIEFING A
‘A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: NONSTOP COLLECTIVE
COUNTRY: THE NETHERLANDS
WEBSITE: NONSTOPCOLLECTIVE.COM

SOCIAL ADVENTURE GAME TEACHES YOUNG IMMIGRANTS THE RULES OF SOCIETY TO MAKE THEM LESS VULNERABLE

Foreign young persons who reside in the Netherlands either legally or illegally are an astounding 14 times more likely to fall victim to sexual exploitation. A smart way has to be found to increase resilience among this vulnerable group of people. The ‘Compass’ social adventure game familiarises young people with the key rules of society in a fun and efficient way. The game lets these young people face dilemmas so that they can learn what ‘normal behaviour’ is in a positive, playful way and what they can say yes or no to. Ultimately, this will hopefully reduce their chance of falling victim to exploitation.
To satisfy their curiosity about everything that has to do with sex, children (of ages 8 and up) are often quick to turn to the Internet. Online, however, they can encounter explicit pornographic websites or serious forums that are not in line with how they experience the world. That is why the Sapp’g platform invites them to communicate about sex in a way they can understand and enjoy, with fantasy and humour playing an important role. Through funny games, pictures and quizzes, the app also provides more serious information and links to reliable websites such as Sense, Kindertelefoon and De Dokter Corrie Show. This is a playful way of teaching children what is and is not right in sexual relationships and where they can go if they ever need help.
EVERY-BODY

BRIEFING A
‘A HOW CAN WE TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: MANON VAN HOECKEL & NICKY LieBREGTS
COUNTRY: THE NETHERLANDS
WEBSITE: MANONVANHOECKEL.COM & NCKY.NL

MINI MAGAZINE IN TAMPON BOXES AND DIGITAL PLATFORM EDUCATING GIRLS ABOUT MENSTRUATION AND SEXUALITY

As a teenage girl, your body starts to change, you get your first period and begin to develop sexually. How does your body work, what is sexuality and how can you learn that your body is yours? ‘Every-body’ is both a service that helps you with practical matters related to your menstruation and a platform for young women to discuss issues and questions concerning their bodies and sexuality, whilst informing them about reliable support organisations. It is an app (featuring a period calendar and a forum), as well as an offline mini magazine distributed with tampons and sanitary towels. The information in this magazine can help girls set their boundaries, making them less likely to fall victim to exploitation.
SAFE SEXTING

‘HOW CAN WE ENHANCE THE PROTECTION OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY THWART THOSE SEEKING TO EXPLOIT THEM?’

BY: DAWN
COUNTRY: THE NETHERLANDS
WEBSITE: DAWN.NL

A CAMPAIGN TO CREATE AWARENESS AMONG YOUNG PEOPLE THAT SEXTING, LIKE REAL SEX, SHOULD BE DONE SAFELY

Nowadays, young people come into contact with sex earlier than ever before, but are having it at a later age. Sexting has become a waystation for physical sex, but like sex, it has its risks. We have safe sex offline, but now it’s time to do the same in an online environment. That is why Dawn is launching #SAFESEXTING. This awareness campaign features contemporary language and today’s influencers to teach young people that they should also be safe when having ‘online’ sex and should never go viral for the wrong reasons! After all, a risqué photo can be a starting point for sexual exploitation. Setting (moral) boundaries to stop young people from posting compromising images can reduce the risk of them falling victim to blackmail.
EXPOSED — SHOOW

BRIEFING B
‘HOW CAN WE ENHANCE THE PROTECTION OF YOUNG PEOPLE ONLINE AND SYSTEMATICALLY THWART THOSE SEEKING TO EXPLOIT THEM?’

BY: FABRIQUE
COUNTRY: THE NETHERLANDS
WEBSITE: FABRIQUE.NL

AN APP EXTENSION THAT DETECTS NUDE PHOTOS AND SUPERIMPOSES A FILTER OR WATERMARK TO THWART BLACKMAIL

Young people and young adults are often unaware of the consequences of sharing suggestive photos. Perpetrators can use these images to blackmail potential victims and introduce them into a situation of sexual exploitation. SHOOW can detect nudity in photos, ask users to think twice about sending it and add a digital watermark to the photo. In the event that the photos are then shared, either voluntarily or involuntarily, the (in)visible watermark will come into effect. As a result, young people are less likely to fall victim to blackmail and sexual exploitation, whilst also stopping the Internet from unintentionally filling up with nude photos. In the future, the developers of SHOOW will focus on technical challenges and legal options.
SEE ME NOW

A PLATFORM WITH PERSONAL STORIES THAT CAN HELP PROFESSIONALS IDENTIFY SIGNS OF SEXUAL EXPLOITATION AND TO TAKE ACTION IF NECESSARY

Many professionals think that sexual exploitation of minors does not occur in their immediate surroundings. However, victims do come in contact with various professionals, including GPs and teachers, while they are being exploited. Only when these professionals realise that they may actually have victims of exploitation around them will they be able to recognise the signs and take action. Personal stories are an effective tool to break through prejudices and create awareness. See Me Now confronts professionals with these stories and gives them the opportunity to take action: professionals can go to this platform to find a list of signs, to ask questions in an automated chat or to be redirected to a care coordinator or the CoMensha centre of expertise.

SEEING ME NOW

BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: KUMMER & HERRMAN
COUNTRY: THE NETHERLANDS
WEBSITE: KUMMER-HERRMAN.NL
NO PLACE FOR SEX TRAFFICKING

BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: WHAT THE STUDIO
COUNTRY: THE NETHERLANDS
WEBSITE: WHAT-THE.STUDIO

CERTIFICATION SYSTEM FOR THE HOSPITALITY INDUSTRY BASED ON TRAINING ON RECOGNISING SEXUAL EXPLOITATION

Many service companies often unwittingly facilitate sexual exploitation. If staff members are trained to recognise such situations, they can play a crucial role in stopping sexual exploitation. No Place for Sex Trafficking is a certification scheme that distinguishes hospitality businesses that take an active approach towards combatting sexual exploitation. Through the online platform, employees of hotels, bars and restaurants, as well as taxi drivers, can follow interactive training sessions to learn how to recognise sexual exploitation. Once their staff members have completed the course, employers will receive a certificate and educational material to create awareness among their customers, including people who may be paying for illegal sex.
THE SHOCKING TRUTH

BRIEFING D
‘HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?’

BY: NONSTOP COLLECTIVE
COUNTRY: THE NETHERLANDS
WEBSITE: NONSTOPCOLLECTIVE.COM

A SHOCKING CAMPAIGN LEADS TO A SMART WEBSITE THAT HELPS PEOPLE OVERCOME OBSTACLES AND REPORT SEXUAL EXPLOITATION

This shocking campaign and the smart website linked to it create awareness and improve the reporting process. This combination will ultimately lead to more reports, fewer perpetrators and, hopefully, fewer victims of sexual exploitation. The campaign for the fictional website scholierensekswerk.nl (student sex work) first lures people to the reporting platform, which is carefully attuned to the needs of the visitor by means of smart service design. The content of the website teaches visitors how they can recognise signs of sexual exploitation and gives them a wide range of options to submit a report. By removing obstacles, this campaign and website seek to increase the number of reports made and perpetrators caught and to reduce the number of victims.
PULSE

BRIEFING D
‘HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?’

BY: WAARMAKERS STUDIO
COUNTRY: THE NETHERLANDS
WEBSITE: WAARMAKERS.NL

AN ANONYMOUS CHECKUP SYSTEM LETS CLASSMATES KEEP AN EYE ON EACH OTHER AND RAISE THE ALARM IF NECESSARY

Young people who fall victim to sexual exploitation can be very reluctant to seek help or even to admit that they need help in the first place. This means that it is very difficult for professionals to reach victims, all the more because human traffickers attempt to bring their victims into increasingly isolated positions. That is why spotting signs at an early stage is absolutely crucial, which is something that the unique perspective of classmates can help with. Pulse is a check-up system for 12 to 17-year-olds that helps classmates to spot early signs of sexual exploitation and to take action. The app provides advice on how children can act if they are worried about one of their classmates.
**Fake For Real**

**FAKE FOR REAL**

**BRIEFING E**

‘HOW CAN WE CONFRONT THOSE DIRECTLY INVOLVED IN SEXUAL EXPLOITATION WITH THE CONSEQUENCES THEY MAY FACE?’

**BY: FABRIQUE**

COUNTRY: THE NETHERLANDS

WEBSITE: FABRIQUE.NL

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**IMPROVED FAKE ADVERT SYSTEM TO WARN AND OFFER HELP TO PEOPLE WHO WILL POTENTIALLY PAY FOR SEX WITH MINORS**

On the Internet, it is very easy for men looking for sex to meet minors. Driven by both lust and shame, they often choose to turn a blind eye to anything illegal. By forcing these people to face the facts, it will become increasingly difficult for them to ignore exploitation. Fake For Real is an improved system of automatically generated fake online adverts for sex with a minor. With this initiative, Fake For Real is hoping to link up with the work done by Watch Nederland. If you click on one of these adverts, you will be redirected to a website with a warning and links to support organisations such as Stop It Now.
FOUR TEAMS, ONE DESIGN SPRINT

A separate track, running parallel to this challenge, was organised in Great Britain to open up another angle of looking at the issue. In the United Kingdom, WDCD worked with the Royal College of Art (RCA), the Design Thinkers Academy and the British Ministry of Justice (MoJ) to set up this challenge.

MULTIDISCIPLINARY TEAMS
RCA students spent three days working in multidisciplinary teams to develop new proposals to combat sexual exploitation of children in a so-called ‘Design Sprint’. In addition to the students, the teams were made up of experienced designers from various agencies, NGOs and the Ministry of Justice, as well as justice officials. The Design Sprint was organised and facilitated by senior designers from the Design Thinkers Academy London, research design studio STBY and the Ministry of Justice. The participants were introduced to government and NGO experts, who provided the teams with background information.

VIAble CONCEPTS
After completing the Design Sprint, the Master’s students continued to develop the projects resulting from the sprint as part of their study programmes. Throughout the process, they were given the opportunity to turn to the Ministry of Justice (MoJ) and the other partners for help. The students were challenged to develop the concepts so that they could test their viability, as well as the assumptions on which government policy in this area is based.
GAME ON

USING VIDEO GAMES TO TALK TO TEENAGE BOYS ABOUT SEX AND WELLNESS

BRIEFING A ‘HOW PARENTS AND CARERS TEACH EVERY CHILD THAT IT IS IN CHARGE OF ITS OWN BODY?’

BY: TEAM GAME ON
COUNTRY: GREAT BRITAIN

GAME VAN ACTS AS MOBILE YOUTH CENTRE AND HELPS MONITOR YOUNG PEOPLE’S BELIEFS & OPINIONS ABOUT SEXUALITY

Game On is a spin on a youth centre, aimed specifically at boys. This is a ‘stealth health’ intervention that combines guidance and support provided by youth workers with a game van that forms part of a wider network. Representatives from law enforcement, healthcare and education in a given community meet to share insights and to decide where the van should go. The information from the van is then used to draw up preventative interventions. The ultimate goal of this approach is to nip the development of toxic concepts of masculinity in the bud.
EYES AND EARS

BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: TEAM EYES AND EARS
COUNTRY: GREAT BRITAIN

DIGITAL SERVICE AND CAMPAIGN TO ENCOURAGE MORE PEOPLE, MAINLY WORKERS IN THE NIGHT-TIME ECONOMY, TO REPORT SIGNS OF SEXUAL EXPLOITATION

Eyes and Ears is a digital service that makes it easier for people working at night in particular to report minor signs of sexual exploitation of minors and other crimes. It shifts the focus to mapping local intelligence and creating valuable feedback for its users. The service is supplemented with an awareness campaign and workshops that teaches people how to recognise even the sublest signs of sexual exploitation. The goal is to create empowerment and willingness in society to combat sexual exploitation.
NOT ON MY WATCH

BRIEFING C
‘HOW CAN WE HELP PROFESSIONALS TO DETECT EVEN THE SUBLEST SIGNS OF EXPLOITATION AND TAKE ACTION?’

BY: TEAM NOT ON MY WATCH
COUNTRY: GREAT BRITAIN
WEBSITE: KARENROZENBAUM.COM

NOT ON MY WATCH is a digital service that lets users identify and report even the subtlest signs of sexual exploitation of minors. The service is not aimed specifically at healthcare professionals, but at passive spectators in the community, such as shopkeepers. They are often particularly involved in their business and safety in their area. They know the local community and see things that may worry them, such as minors hanging around with an adult or buying suspicious items.
When you see something worrying online...

1. You can fly your kite at the footage...
2. Enabling a secure screen-shot to be taken of the content
3. An option to add information about what you’ve seen appears
4. You decide where you want to send this information
5. You’re asked whether you’d like to be contacted or not

Your kite is then flown to your chosen destination safely and anonymously.

BLUE KITE

BRIEFING D
‘HOW CAN WE HELP VICTIMS AND THEIR SOCIAL ENVIRONMENT TO REPORT SEXUAL EXPLOITATION EARLIER?’

BY: TEAM BLUE KITE
COUNTRY: GREAT BRITAIN

ONLINE COMMUNITY CREATED BY YOUNG PEOPLE FOR YOUR PEOPLE TO RECORD AND REPORT ‘LIVE’, ONE-OFF CONTENT POINTING TO SEXUAL EXPLOITATION

Blue Kite is a digital platform that provides young people with a safe, anonymous platform to speak up against sexual exploitation of their peers. The Blue Kite is a community developed by young people for young people to record and report inappropriate online content that points at exploitation. The platform is looking to collaborate with existing social media platforms and technologies, such as Project Arachnid, to combat worrying online content. The app was developed especially to record ‘live’ and one-off content (Snapchat).