

Save the Species Design Challenge



The Tech
FOR GLOBAL GOOD

Today's schedule

10:00 - 10:30	Introduction
10:30 - 11:30	Brainstorm and develop initial solution - with Break
11:30 - 12:00	Listen and Help Feedback
12:00 - 12:30	Lunch
12:30 - 1:45	Work time
1:45 - 2:05	Prepare presentations
2:05 - 2:40	Gallery walk presentations (15min - 15min)
2:40 - 3:00	Group closing - comment cards



The Tech for Global Good is an initiative that highlights five innovators in environmental sustainability. It aims to inspire the next generation of innovators ready to tackle the toughest challenges facing our planet.



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At your table:

- Think of one word to describe something that comes to mind when you think about protecting species or the environment?



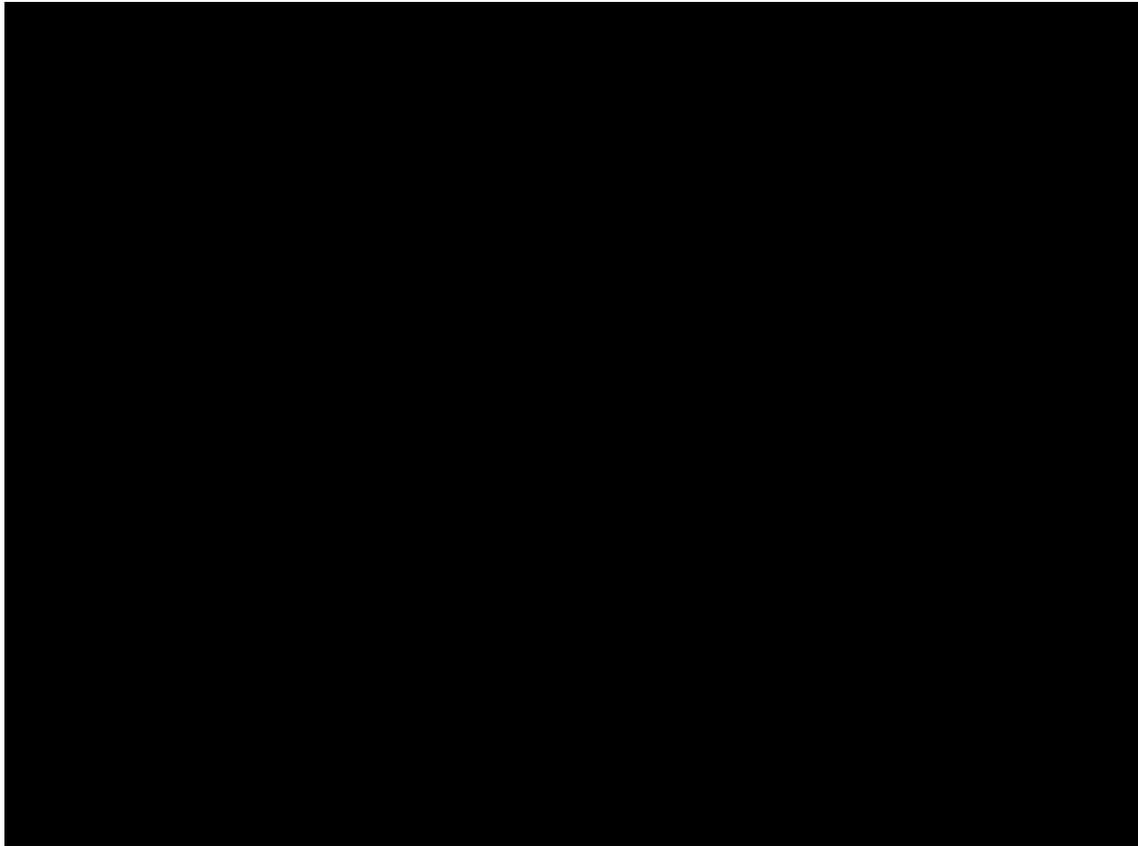
Sustainability and natural environments



Reflecting on the wolf video

- What did you see?
- Was there anything new in the video to you?
- What is the role of an animal species in the environment?

Problem video





Design challenge

You and your team run an animal conservation foundation based out of [your local city] that develops innovative technology and policy plans to help save endangered and threatened animals. Your team will use your skills as communicators, researchers, collaborators and creative problem-solvers to partner with governments and communities to create more sustainable environments for animals and humans.



Planning for Four Species

Each team has been given a location and an animal to protect. Your team will do a deep dive in exploring how to protect this animal in this space using technology and developing policies. The four combinations are:

- Orangutans, Sebangau National Park
- Great white sharks, Pacific Ocean off of North America
- Red knots, Delaware Bay
- Black rhinos, Moremi National Park



By the end of today, you and your team will:

- Create a project
 - Business plan
 - Advertising campaign
 - Infographic
 - Slideshow
 - Demo of a potential device
- Project and presentation should:
 - Describe a focused problem
 - Explain a solution to this problem
 - Show how your solution will impact one person (each booklet provides options)

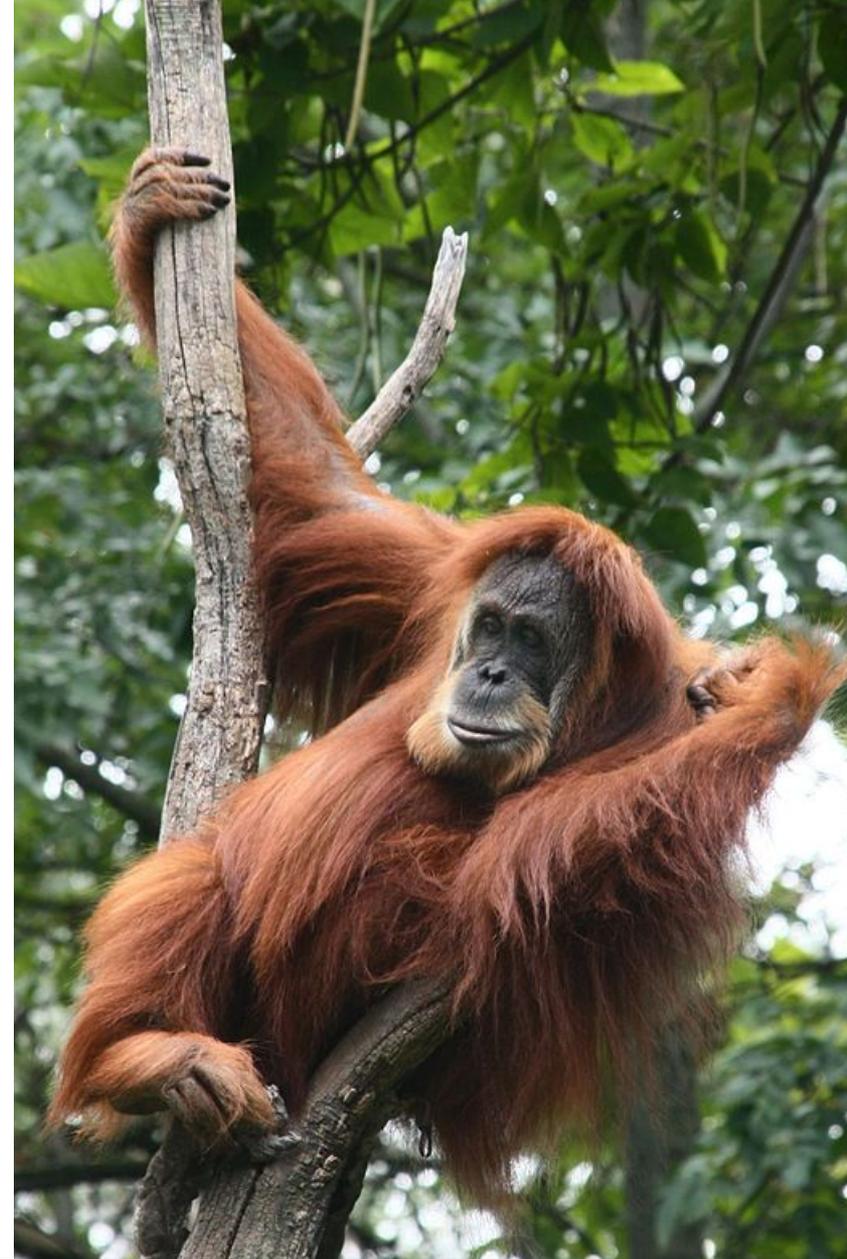


Photo by Greg Hume



Jigsaw

- Divide your team in two.
- Half the team will read half of the background information and the second half will read the remainder.
- When everyone is ready, the teams reconvene to:
 - Discuss what was important to you in the reading.
 - Determine what questions you have after reading.





Brainstorming

Tools:

- Sticky notes
 - One idea per note
- Whiteboards
- Your creative brain!

Goals:

- Think of wild ideas.
- Go for quantity, don't worry about quality.
- Be creative!



Work time

- Research.
- Develop ideas.
- First iteration is due at **11:30 a.m.**



“Listen and help” feedback

STEP 1

- Team A presents their design solution. *(3 min.)*
 - Team B cannot speak.
 - Team B can take notes.
- Team B writes questions. *(1 min.)*
 - Quiet minute for thinking.
- Team B asks clarifying questions. *(2 min.)*
 - Team A can answer.
 - Team A can take notes.
- Team B provides feedback. *(2 min.)*
 - Team A should take notes.

STEP 2

- Team B presents their design solution. *(3 min)*
 - Team A cannot speak.
 - Team A can take notes.
- Team A writes questions. *(1 min.)*
 - Quiet minute of thinking.
- Team A asks clarifying questions. *(2 min.)*
 - Team B can answer.
 - Team B can take notes.
- Team A provides feedback. *(2 min.)*
 - Team B should take notes.





Break

Design a presentation

Create a presentation that meets the following criteria:

- Describes a focused problem specific to your team's location and animal.
- Describes your solution
- Tells an impact story for one person.

Presentation Suggestions:

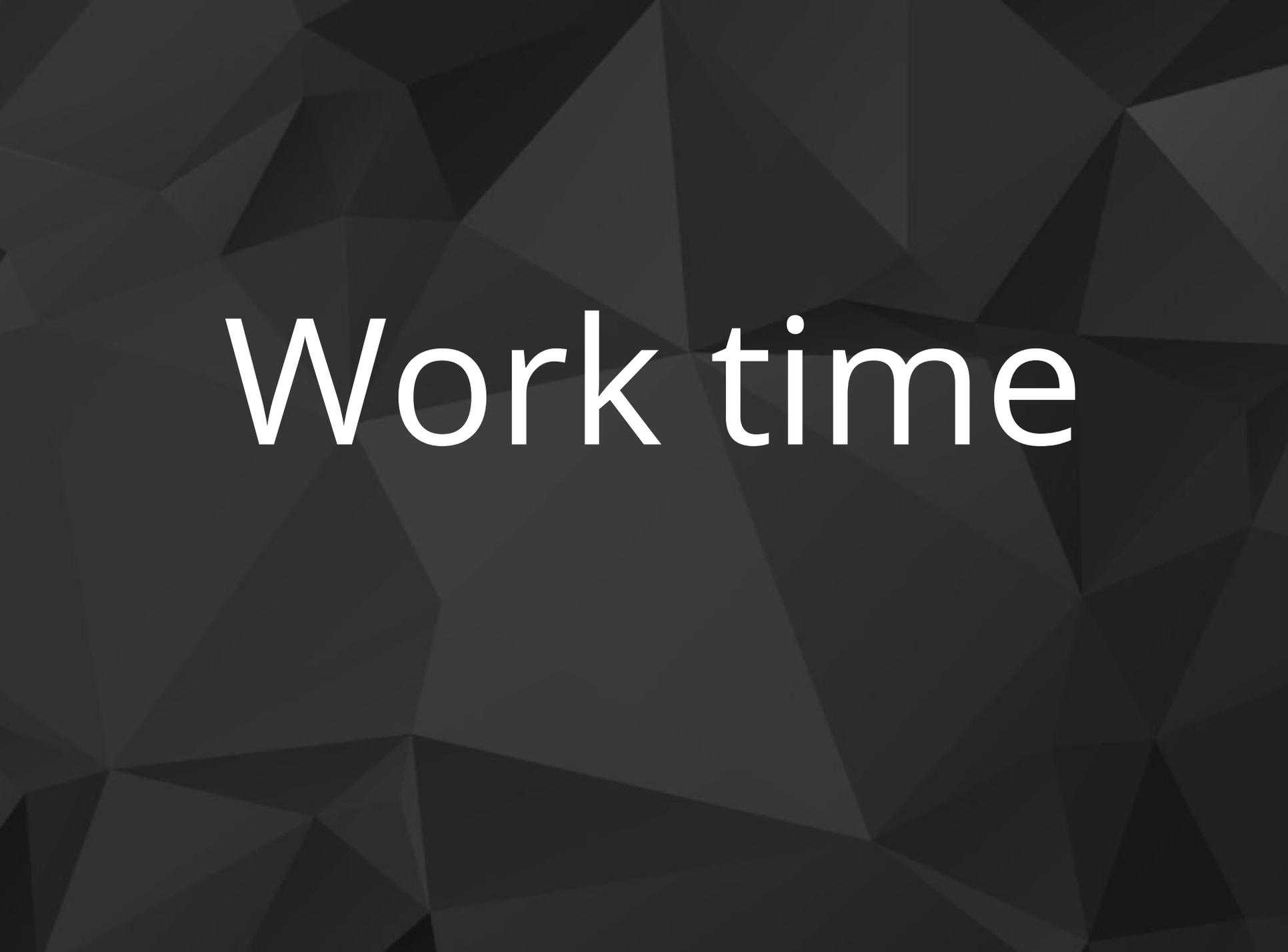
- Poster
- Infographic
- Slideshow
- Business plan
- Advertising campaign

Any of the projects can include the demo of a potential device.



Solution and impact





Work time

Looking at presentations

- You will have 15 minutes to look at half the projects.
- Listen to presentations and examine their posters.
- Ask a question or two.
- Tell teams what you like about their ideas.
- Think about how these solutions could help you iterate your own solution.



Presentations

Individual reflections

- What part of the process did you like most?
- What would you change?
- How did this make you think about how you can impact the world?



Thank you!