

# Organizer Booklet

Organize and manage your local Jam

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**Global Goals Jam**

Design 2030 now!

[www.globalgoalsjam.org](http://www.globalgoalsjam.org)  
[www.medialabamsterdam.com](http://www.medialabamsterdam.com)



## Design 2030 now!

Aim of the GGJ

Hi! Thanks for your enthusiasm to organize a local Global Goals Jam this year! We are thrilled to work with you in this global initiative and that you joined this global initiative and network. The Global Goals Jam is a 2-day event, aiming to engage makers and designers to contribute to the Sustainable Development Goals by creating short-term interventions with long term impact.

Organizing an event with creative people to develop solutions will be challenging. That is where this booklet comes in.

It will help you organize your local event and to make sure all locations are aligned with each other.



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## What to do as an organizer



The local organizers are responsible for practical and functional solutions related to the Global Goals Jam. You will have direct contact with our team in Amsterdam and receive instructions and suggestions from us. You can contact us through Slack, and this booklet provides basic information that will guide you in creating your local jam.

As an organizer, it is your task to motivate people to take action and join the event. That means that you will analyze and adapt the sustainable challenges to your local context, get your participants involved and support their creative process.

Be there for the participants, listen objectively, ask questions to ignite creative ways of thinking, give constructive feedback and encourage them to work further.

Get your friends and colleagues from the creative industry involved in the organisation of the Jam. This way you will generate buzz and spread the word about the Jam.

# Checklists

## Before the Jam

- Activate Slack and contact the Amsterdam team.
- Involve friends, colleagues and partners to help you organize and sustain the Jam.
- Find a location.
- Recruit participants and set up a deadline for signing-up.
- Read the example challenges and create challenges based on your context.
- Check for practical things for the Jam.
- Create a Jam timeline.
- Make sure you know how to explain the Jam's methodology to the participants.
- Prepare the Icebreaker.

## During the Jam

- Greet participants and remind them to download Slack for communication between themselves and other locations.
- Present the Jam, describe the Global Goals and challenges to be tackled, and remind the participants to document their process.
- Do the Icebreaker.
- Make sure all teams have 3-5 people and that they have one coach. Let them begin the projects.
- At the end of each sprint, make sure you go around the room checking the progress of the teams.
- After the Sprint #4, get everyone together, and begin the Pitch presentations.
- Make sure all teams documented their design process.

## After the Jam

- Give the Global organizer your feedback and comments on how the Jam developed at your location. You can mention good things as well as things to improve.
- Share pictures and videos with us that you have taken during the Jam
- Stay in touch with us for the next Global Goals Jam edition, for access to the projects of the other locations, and also to keep track of the outcomes of the projects.

# Contact

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## Global Organizer:

In case you have questions or suggestions about the Jam's organization, feel free to contact our Global Organizer from Amsterdam:

**Anneke van Woerden**  
annekevanwoerden@gmail.com



## Local organizers:

If you wish to contact other Local Organizers from the other Global Goals Jams happening this year, you will find a list with their Names, E-mail and Location on our website:

[www.globalgoalsjam.org](http://www.globalgoalsjam.org)

# First Steps

## Promoting the Jam, recruiting participants and finding a location

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### Promoting the Jam

There is Global Goal Jam promotional material on our website:

[www.globalgoalsjam.org/promokit](http://www.globalgoalsjam.org/promokit)

Use the power of the crowd, feel free to create your own Jam Twitter account, Instagram, Facebook page or other social media to help spread the word of the Jam and stay in touch with other Locations. You can use social media to find participants, ask them for advice and try to attract them to the Jam event page where they can find out more.

At **/promokit** you should also find a file for a poster of the Jam. You can write your local challenges over it and pin it in places where people who might be interested in taking part in the Jam will see it.

In case you want to show the world how you earn karma-points, go ahead and share it on all your own social networks. Make sure to use these hashtags, so we can share the global experience:

**#GlobalGoalsJam**      **#Design**

**#2030Now**              **#GCJ17**

GCJ on Twitter: **@GlobalGoalsJam**

## Location

You will be responsible for finding a location to host the Jam. This place should have enough working space for the participants, tables, chairs, lights, power outlets, internet connectivity and toilets. It is also important to have drinking water, emergency kits, a camera, catering, a TV or Beamer, and materials for prototyping such as tools, paper, glue, post-its, and other materials that you may have available.

Reach out to your creative network to help you organize and assist the Jam, it is helpful to have people with design knowledge to help teams develop their projects.

The Jam should be financially self-sustainable, and we encourage you to reach out to sponsors and partners to help you find a location and set up the facilities.

## Recruiting

During the Jam, we suggest you create multidisciplinary teams with 3 to 5 participants. We encourage you to recruit participants with diverse backgrounds so that they can complement each other and enrich their experience. It is important to recruit people who have first hand experience with the challenges, since these people will bring good insights and points of view to the team,

We've found that an easy way to organize the recruitment of the participants is to create an event on Facebook and distribute Jam tickets through Eventbrite.

On the Facebook event and on Eventbrite you should set up a registration deadline for the participants, this way you will know in advance how many people to expect.

To support the Jam financially, you can charge a small amount of money from each participant, but there shouldn't be any profit. Bare in mind that if the participants have to pay, there might be fewer registrations; and, if they don't have to pay, there might be people who register and don't show up on the weekend.

### **[www.eventbrite.com](http://www.eventbrite.com)**

You can easily create an account and get an event live on Eventbrite in 3 steps on the Edit page (Event Details, Create Tickets, and Additional Account Settings).



Slack is a collaboration tool for teams. It is used during the Jam as our main communication channel. Slack helps individuals, teams, local and global organizers to communicate and share work efficiently in one single platform.

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## Registration

Slack

Slack can be accessed through its App or on a browser, download it at:

**[slack.com/downloads](https://slack.com/downloads)**

In your e-mail you should find an invitation to the Global Goals Jam slack team. In it you can keep in touch with the Jam's global community by sending Direct Messages and setting up group-chats.:

**[globalgoalsjam.slack.com](https://globalgoalsjam.slack.com)**

After you fill in your details and personalise your account you will be ready to start using the tool. In case you have more questions, you can find instructions at:

**[slack.com](https://slack.com)**

## Communicate

Slack channels

In the left column of the page you will find the following #channels (group chats), for example:

### #Amsterdam17

Local Jam channel.  
Your channel will be named after your own city, and it is the channel for general communication involving all participants in your location.

### #GlobalTeam

International channel.  
Here you will find all participants from around the globe. This channel will be used for general information and updates about the Jam.

### #Amsterdam\_GoodHealth1

Specific team channel.  
The example above is made for the team n° 1 in Amsterdam which is involved with the 'Good Health' Global Goal.

### #GlobalGoodHealth

International goal channel.  
Each goal has an own international channel, in which all participants involved in one goal can discuss ideas.



Sessionlab is a workshop planning platform, and we will use it at the Jam to give you a detailed overview of how the Jam's timeline should be developed during the weekend, you can access it at:

[goo.gl/RIHQVR](https://goo.gl/RIHQVR)

# Sustainable Development Goals and challenges

The 2017 Jam will be focused on five Global Goals. We've formulated examples of design challenges related to these goals to be tackled during the Jam. There are two ways to challenge your participants in the Jam:

**1.** Formulate local challenges that they can pick up within a team. Make sure they are locally relevant and meaningful for the participants.

**2.** Bring in an existing idea/ concept of their own that fits one of the targeted goals. This can incline that existing teams will sign up and use the jam and its structure/ methods to take their idea to the next level.



## Goal 4 Quality education

How can we make digital education accessible to places without internet access?

Considering that education is becoming more and more global, how can we make sure that local knowledge and culture heritage are not lost, and passed down to new generations?



## Goal 2 Zero hunger

How can we use circular food systems to ensure zero food waste and decrease on global hunger?

How can we design a solution that makes use of new and future sources of food to decrease global hunger?



## Goal 11 Sustainable cities and communities

How can we deal with recent local challenges that arise in communities and cities as a consequence of climate change and its impact on local environments?

How can we use the sharing economy as a way to increase sustainability in local communities?



## Goal 3 Good Health and Well-being

How can we include geographically remote locations in health and well being solutions?

How can we prepare ourselves for a future that is both digitalized as well as healthy?



## Goal 1 No poverty

How can we empower and allow population at risk to be better integrated into society and to be self sustainable?

How can we use local or digital currencies (such as blockchain technology) to reduce poverty?



### Example of a challenge creation:

Goal n° \_\_\_\_\_ Goal's Name: \_\_\_\_\_ :

How can we \_\_\_\_\_ (action) \_\_\_\_\_  
in order to achieve \_\_\_\_\_ (desired result) \_\_\_\_\_ ?

## At the Jam

On the first day of the Jam arrive at the location earlier to make sure that everything is set up and ready for the event.

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### Check

It is important that the participants feel comfortable and ready to start, you can make the Jam's environment ready beforehand by checking a few practical things such as:

- Table and chairs
- Internet connectivity
- Lights
- Power Outlets
- Toilets
- Drinking water
- Catering
- Emergency kits
- Materials for prototyping
- Photo and Video Camera
- Screen (Beamer, TV, etc.)

## **Start**

After the participants arrive and you are ready to begin, give them a brief explanation of what the Global Goals Jam is, and let them know about this year's goals and challenges to be tackled.

We suggest to use an ice breaker to help participants to form teams and getting them involved.

## **Assist**

Sometimes teams will get stuck creatively because of personality conflicts, differences in work style or because they focus on discussions and find it difficult to make decisions and move forward. As an organizer and mentor you can help the groups to overcome these situations by offering a guiding structure and timeline for the developmental phases of their project. At the end of each Sprint you should go around the room and ask the teams for a small update on their progress, after that you can give them some feedback and motivate them to go further.

## Icebreaker: Sorts and Mingle

Sorts and Mingle is an interactive icebreaker that helps people recognize common and unique interests and preferences. It was chosen as a suggestion for the start of the Jam so that people can gather common interests to work on specific goals and challenges while interacting and getting to know each other.

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### How

A moderator calls out various categories (Global Goals, personal interests, technical skills, etc.) and points to different parts of the room. Each participant who identifies themselves with a category will move towards the part of the room indicated and will engage in conversation with the other participants who also walked over there.

The goal of this icebreaker is to easily find participants with similar interests and skills.

We suggest you to form the Jam teams based on this division of interests. It is important for the teams to have at least one member who's life is affected by the issue that they are working on. The people who came to the Jam with a project idea and the team already formed are also free to work together regardless of the Icebreaker, but it is important to let them know about the importance of having a person affected by their challenge in the team.

**Part one**  
Sorts

The moderator calls out two opposite choices and everyone must move either east or west of the room (for example. “Do you have more skills on Design or Business?”) Then the moderator shouts out two more choices and everyone moves north and south of the room. Some sorts that work well include: ‘dogs vs. cats’, ‘work on Zero Hunger vs. work on No Poverty’, ‘books vs. movies’, ‘be on the stage performing vs. in the audience watching’, and so on.

**Part two**  
Mingle

The moderator shouts out a general category and the group is asked to mingle and talk around to find others that have the same answer and they clump up to form a larger group. After about thirty seconds to one minute, the moderator asks each group call out their answer. Examples of mingles: Your favourite device for education; ‘If you could have dinner with someone, who would you choose?’; ‘What country has the best health system?’; ‘If you could be anyone, who would it be?’

## Design Process

### Sprints and methods

The Design process prepared for the Global Goals Jam involves short design sprints of around 4 to 6 hours of work (depending on the project and methods used), in which the teams develop and reflect on each phase of the project. The teams are encouraged to document their process at:

### [Globalgoalsjam.org/document](https://globalgoalsjam.org/document)

The starting point of the teams is to create a better overview of the input chosen by each team. In case the participants came up with an own project idea related to this year's goals, they can explore and develop it starting off the **Sprint #1.1**. they can also begin by tackling a challenge and start up from the **Sprint #1.2**.

All methods have videos online exemplifying their tasks and outcomes, this is made so that the methods are clearer to the teams and organizers. You can find these videos at:

### [Globalgoalsjam.org/methods](https://globalgoalsjam.org/methods)

#### **Sprint #1.1** **Organize it**

#### **“I have an idea”**

The participants who come to the Jam already with an idea to be developed will analyze the relationship between the different parts involved on the project. This way they will be able to organize the functions of the stakeholders and get a better understanding of the idea and its context.

## Design Method



### Actors Map

The Actors map represents the relationship between stakeholders. It's a view of the service/ system and its context.

### Method tasks



1. List all the core stakeholders on a big sheet of paper.
2. List sub groups of stakeholders based on their functions.
3. Connect the stakeholders to each other and describe how they relate to each other.
4. Write down the specifics of the relationships between the stakeholders, how and why do they communicate?
5. Share and upload your findings.

After finishing the map, the team should analyze it in order to identify areas where there is room for improvement on the relationships and functions of each part.

## Sprint #1.2

### Experience it

### “I have a challenge to tackle”

The participants who will work on a challenge will put themselves in the target audience's shoes and translate their design challenge into an experience. This is made so that they empathize with the people affected by the challenge. The team will then understand the problem better and can relate to it. The insights of this sprint will be used to guide the teams throughout the next phases of the Design process.

### Design Method



#### Empathy in Action

Method to help a design team to empathize with the people they are designing for and experience a specific situation that is foreign to them.

## Method tasks



1. Analyze the data/challenge available to the team. Identify aspects unclear to the team.
2. Brainstorm ideas on how to make people who are unfamiliar with the issue to get familiarized and empathize with it.
3. Choose one idea that will best represent the issue to the team
4. Develop a quick prototype based on this idea, make the team members experience the issue.
5. Collect and register the team's insights of the experience in video, audio, or notes.

The teams aim to define the needs and desires of their target audience by framing their insights. By the end of the sprint, the team members reflect to gain a deep understanding of the issue and will know how and why it affects its context.

## Sprint #2

### Respond to it

Based on the conclusions from the previous experience or map, the teams should generate solutions to the challenge by brainstorming and selecting ideas.

### Design Methods



#### The KJ Method

Brainstorming and prioritizing method that places emphasis on the most important ideas and actions.



#### Dot Voting

Collective way of prioritizing and selecting a design solution through group voting.

### Methods tasks



1. Team generates many solutions to the issue in question and write them on post-its.
2. Collect and shuffle the post-its, then hand them out in the team. Nobody should end up with their own idea.

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- 3.** Ideas are read out and a moderator transcribes them on flipchart pages, then clusters them in no more than 10 categories.
  - 4.** The team discusses, clarifies, and contributes to the ideas registered on the flipchart.
  - 5.** Each team member should have 5 dot stickers. They should vote on their favorite 3 ideas by sticking their dots on these ideas, The favorites receive more dots.
  - 6.** Count votes and arrange the ideas by popularity.
  - 7.** Discuss and write down insights on the viability of the top 2 ideas, then agree on the best idea to be prototyped.

In the Coach Booklet there are tips for the teams on how to brainstorm and evaluate a project..

## Sprint #3

### Make it

The idea will come to life. The teams will think about the details of the concept and get it ready for testing by sketching and prototyping it.

### Design Methods



#### Concept Sketch

Sketching is a way to represent an idea by doing fast freehand drawings containing practical details of a concept.



#### Prototype

Bring the team's idea to the physical world. The prototype verifies the design through testing and actually interacting with it.

### Methods tasks



1. Make a sketch of the idea using the template provided. Don't worry about beauty, think about the details while drawing.
2. Write down the design's short description on the template. Be concise and to the point. Think of what the design does and its main features.



3. Take into account the resources available to you.
4. Define what type of prototype fits your concept the best. 'Visual prototype' or 'Wizard of OZ'. Check the Coach Booklet for information.
5. Plan the making and create a timeline according to which parts should be done first, and how much time they take to get ready.
6. Build your prototype according to your plan and tools available.

The team's box contains the Sketching template for the Concept Sketch method as well as descriptions of the types of prototyping methods mentioned on the checklist.

## Types of prototypes

### Visual Prototype

Visual prototyping is the step between the mental formalization and the actual look of an idea.

This type of prototype is made to showcase the overall shape, dimensions and general idea of the product, though it typically does not contain working parts.

### Technique and Material

The materials that comprise this type of prototype are not usually the same materials that would be utilized in the final product.

It can be presented as raw material or be painted to portray a more realistic representation of the final product.

Examples:

1. Paper or Cardboard Prototype.
2. Visual 3D model or Rendering.
3. Physical 3D printed or hand-made prototype made with suitable material available.
4. Video prototyping as a commercial or advertisement for the product.
5. Storyboard, that being a sequence of drawings to represent how the service/product works.



## Wizard of OZ

The Wizard of Oz is a method in which a potential user interacts with an interface, system or physical object that represents a complex system that the concept requires. This system, though, is operated by an unseen person, therefore the product does not work as it would on its final version.

### Technique

1. The team should create the necessary images, videos, animations and elements to perform the test.
2. One or more team members should be assigned as 'wizards' to act as the system.
3. The wizards hide from view, and observes the user's actions while making the system react to those actions by triggering the different responses the system should give at that moment in the interaction.

This method must be rehearsed extensively before testing it so that the user won't realize that the system is fake.

## **Sprint #4** Test and evaluate it

The prototype will be tested and receive feedback. The team will then evaluate diverse aspects of its viability.

### **Design Methods**



#### **Through other eyes**

A way to get feedback and review from someone outside of the team. A fresh approach to the design.



#### **3P Check**

Project evaluation according to the People involved, the Planet and sustainability, and the potential Profit.



#### **Business Model**

Brief description of how your product creates and delivers value in economic, social and sustainable contexts.

## Methods tasks



1. Ask people who were not familiar with the product and its development to use the prototype.

2. Take notes on what works, what went different than expected, and what doesn't work. Register also other feedback the users give.



3. Rate your concept based on the 'Planet, People, Profit' model. For that, fill up the template provided.



4. If you see that your team's concept has the potential to be developed further into a business, fill in the 'Business Model Canvas' template provided.

The 'Planet, People, Profit' and the 'Business Model Canvas' templates are attached to the back of the Coach Booklet in the Team's box.

# The Pitch

After the teams are finished with the Sprint #4, they will prepare a 5 minute pitch to present to the rest of the participants, partners, sponsors and organizers. These are the instructions given to the teams to organize their pitch presentation.



## Who are you?

### 10 seconds

Project's name, Goal tackled, Group photo, and brief presentation of the team members.

## Why are you here?

### 20 seconds

Do you want to get investors, people to join and develop the idea further, a company as a partner? State who you are pitching your idea to.

## Summary statement

### 20 seconds

Describe your product or service in one sentence stating:

**What it is, for who it is, solving what problem, bringing what benefit compared to other existing products.**



## **Problem Hypothesis**

**30 seconds**

Explain why there's a need for a solution to your problem and what is the solution you found. Describe who your target audience is and explain why you are the right team to work on the idea.

## **Solution Hypothesis**

**60 seconds**

Show your prototype and show why it is more valuable than other existing solutions. Focus on the value you have added and don't spend too much time on obvious features.

## **Business Model Hypothesis**

**30 seconds**

In terms of revenue and number of users, how big do you think your market is?

How will your project be self sustaining or be profitable?

Where and how will users get to know about your product? Where will they have access to it?

## **Customer validation Data**

**90 seconds**

Prove that the idea is valuable by showing the results obtained from your tests. If you have permission, you may show pictures and quotes from users.



## **Key Risks and Unknowns**

**30 seconds**

Be honest and sincere about some hypothesis that you are skeptical about. Show that you are not blind about the possible downsides of your project, but be concise.

## **The Ask**

**30 seconds**

Speak directly to the audience and ask for the resources you need to get to the next level.

## **Feedback and Discussion**

After each team is finished with the presentation, there will be time for discussion. The audience will be able to interact with the team, ask questions and make comments about the project and its potentiality.



# Thank you!

We appreciate that you are actively taking part in the Global Goals Jam of 2017.

We believe in the value of sharing and building on each others' knowledge. We believe in agile and iterative design. We believe in tackling big (global) issues by taking small (local) steps.

We hope that your local Jam will be able to get inspired and design interventions that matter the most to your context.

Connecting today, creating tomorrow.

**Let's #Design2030Now!**



media**LAB**amsterdam

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