The process

Design 2030 now!

Global Goals JAM

Global themes

Connecting with Design Across Cultures

Water and Climate Change

Water is at the core of sustainable development and is critical for socio-economic development, energy and food production, healthy ecosystems and for human survival itself. Water is also at the heart of adaptation to climate change, serving as the crucial link between the society and the environment.

How do we improve water quality and reduce pollution, increase water recycling and water reuse? How might we involve the local communities in improving water and sanitation management? How do we make sure there is (and will be) enough fresh water for everyone? And how do we prepare our cities and living environments for the results of climate change and water flooding on the one, or water scarcity on the other hand?

(For more see http://www.un.org/en/sections/issues-depth/water/index.html)

6 CLEAN WATER AND SANITATION

13 CLIMATE ACTION

Migration

Since the earliest times, humanity has been on the move. Some people move in search of labour or economic opportunities, to join family, or to study. Others move to escape conflict, persecution, terrorism, or human rights violations. Still others move in response to the adverse effects of climate change, natural disasters, or other environmental factors.
While many individuals migrate out of choice, many others migrate out of necessity. There are approximately 68 million forcibly displaced persons, including over 25 million refugees, 3 million asylum seekers and over 40 million internally displaced persons.

With the arrival of newcomers in a new country, challenges can arise. How do we make sure migration and mobility is done safe and responsibly, and procedures are fair and transparent? And how do we make sure that in the country of arrival everyone is included on a social, economic and political level, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status?

(For more see http://www.un.org/en/sections/issues-depth/migration/index.html)
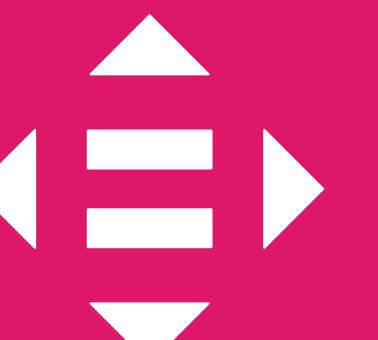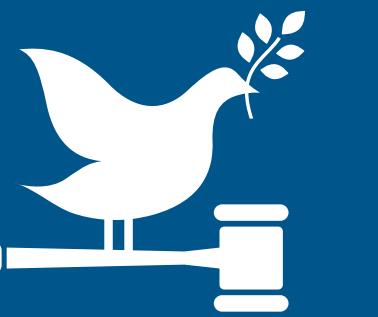
Electronic Waste

Global consumption of electrical and electronic equipment is on the rise. When these products enter a used and end-of-life state, a large amount of this equipment is sorted incorrectly and shipped illegally around the world, to then be disposed of or treated under rudimentary conditions. Before these products are manufactured, a significant amount of work is still required during the design stage to ensure the reduction of their ecological footprint. The resources used for electronic equipment are often sources in conflict areas.

How might we improve the sustainability of the life cycle of electronic products and substantially reduce waste generation through prevention, reduction, repair, recycling, and reuse? How do we make sure that people active in this industry have safe and secure working conditions?

(For more see https://unemg.org/images/emgdocs/ewaste/E-Waste-EMG-FINAL.pdf)
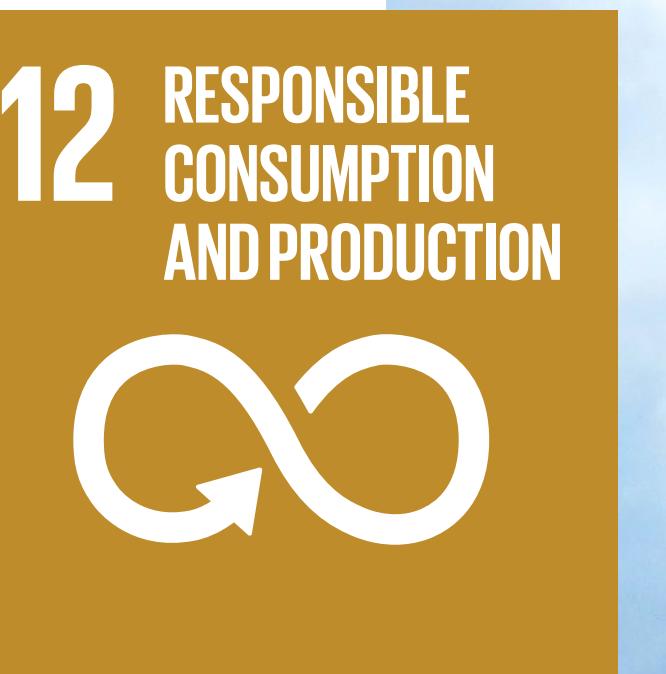
Sustainable Development For People ánd Planet

Poverty entails more than the lack of income and productive resources to ensure sustainable livelihoods. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination and exclusion, as well as the lack of participation in decision-making. Today, more than 780 million people live below the international poverty line. More than 11% of the world population is living in extreme poverty and struggling to fulfil the most basic needs like health, education, and access to water and sanitation, to name a few. There are 122 women aged 25 to 34 living in poverty for every 100 men of the same age group, and more than 160 million children are at risk of continuing to live in extreme poverty by 2030.

How do we ensure equal rights to ownership of basic service, technology and economic resources? How do we include citizens local or national in decision-making, how do we involve new technology to ensure sustainable economic progress? And how do we make sure economic development for people equals sustainable development for the planet?

(For more see http://www.un.org/en/sections/issues-depth/poverty/index.html)

1 NO POVERTY

8 DECENT WORK AND ECONOMIC GROWTH
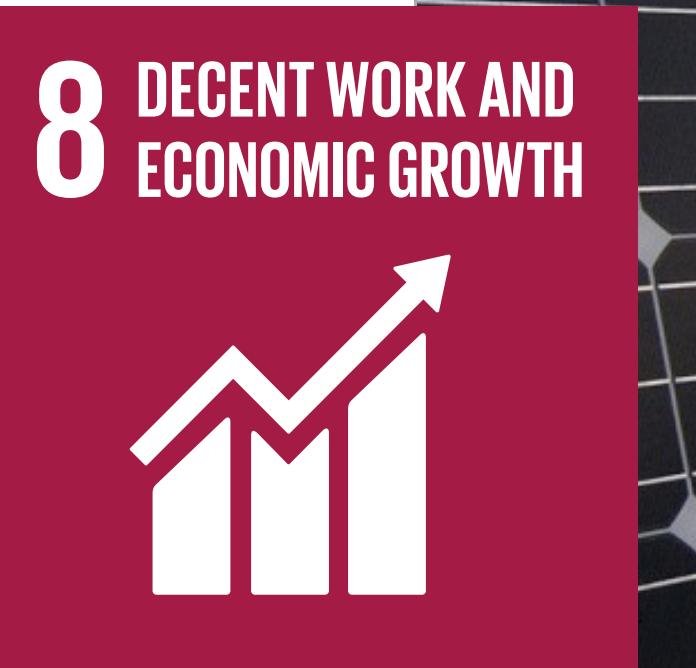
Critical making

Designing for the difficult conversations the world needs

Fall in love with the problem, not your solution

- why we are not just another hackathon

Global Goals JAM

After running the Jam for 3 years, we realised that we don't just want to organise another hackathon, where teams come together to build new solutions and create more things to put out into the world.

We want to focus on what we believe really matters to make change: actual collaboration across cultures and disciplines. That's why we redesigned the process of the Global Goals Jam with a focus on critical making, creating conversational objects to really empathise with a challenge (instead of focusing on an idea) and start new ways of collaborating.

In the light of the Sustainable Development Goals it becomes more and more important to create a common understanding of our current and future global, and local challenges. This understanding should cut right across cultures, identities and personalities and therefore, talking about these issues alone is often not enough. Tangible conversation starters help to create a shared empathy for what the challenges are and what can be done about them.

With the right empathy for the challenge at hand, you will be ready to get the most out of your conversations *and* solutions.

Empathy in action

There is one design method central to the Jam: Empathy in Action. We divided this method into 4 sprints, and suggest possible methods to achieve all 4 phases. These are just suggestions: feel free to use others to achieve the goal of each sprint.

The most important is to fall in love with the problem, not with the solution - and to create something tangible that others can interact with and you can learn from: in order to create new insights and perspectives about the challenge your team is facing.

Method: Empathy in Action

Sprint 1: Explore it! Do a datajam 📊
Sprint 2: Respond to it! Create a lo-fi prototype ✏️✂️
Sprint 3: Make it! Make your final idea tangible 🛠️
Sprint 4: Share it! Document your process and share your object 📦🔮🚀

Empathy in action

CHALLENGE

METHOD CARDS

Global Goals toolkit

Sprint 1: Explore it

Time: 3-4hrs
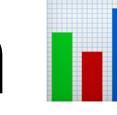
What: Datajam 📊 - dive into the context of your challenge

How: Collect and analyse data (qualitative or quantitative).

This could be: hard facts, maps, drawings, graphs, images, facts, numbers, stories, quotes, hunches, associations, ideas, people/groups/stakeholders, etc.

Deliverables: main insights on your challenge.

Possible methods: <u>interviewing</u>, <u>photo safari</u>, <u>empathy map</u>, <u>desk research</u>, <u>WWWWH</u>

The steps

- Go out and observe the context of your challenge. Feeling courageous? The best thing is to talk to real people about it!

- (if it's hard to go to the context of your challenge; do an online data jam where you look for hard facts and quantitative data, as well as qualitative data in the form of stories and experiences)

- Put everything you collected in one place and look for surprising connections and key insights.

- Pick one key insight you want to move further with

- Share your key insight on Twitter (or Instagram) with #globalgoalsjam #insight

Global Goals **JAM**

Examples

Sprint 2: Respond to it!

Time: 3-4 hrs

What: Create a lo-fi prototype of your conversational object ✏️✂️

This can include a game, a tool, an installation or experience for example.

How: Make a sketch, lo-fi prototype, data visualisation or simple data physicalisation

Deliverables: lo-fi prototype that is shared with another team and collected feedback

Possible methods: Concept Sketch, Infographic, Prototype for Empathy

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The steps

- Do a quick brainstorm on how to make your key insight visible or tangible. Can you make your insight experiential?

- Create a rapid prototype of your idea. What can you make that creates a meaningful conversation around your challenge and key insight? What would provoke new perspectives and ideas?

- Ask another team to test your provocative prototype and gather their feedback. This can also be another team in the online Slack community!

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Examples
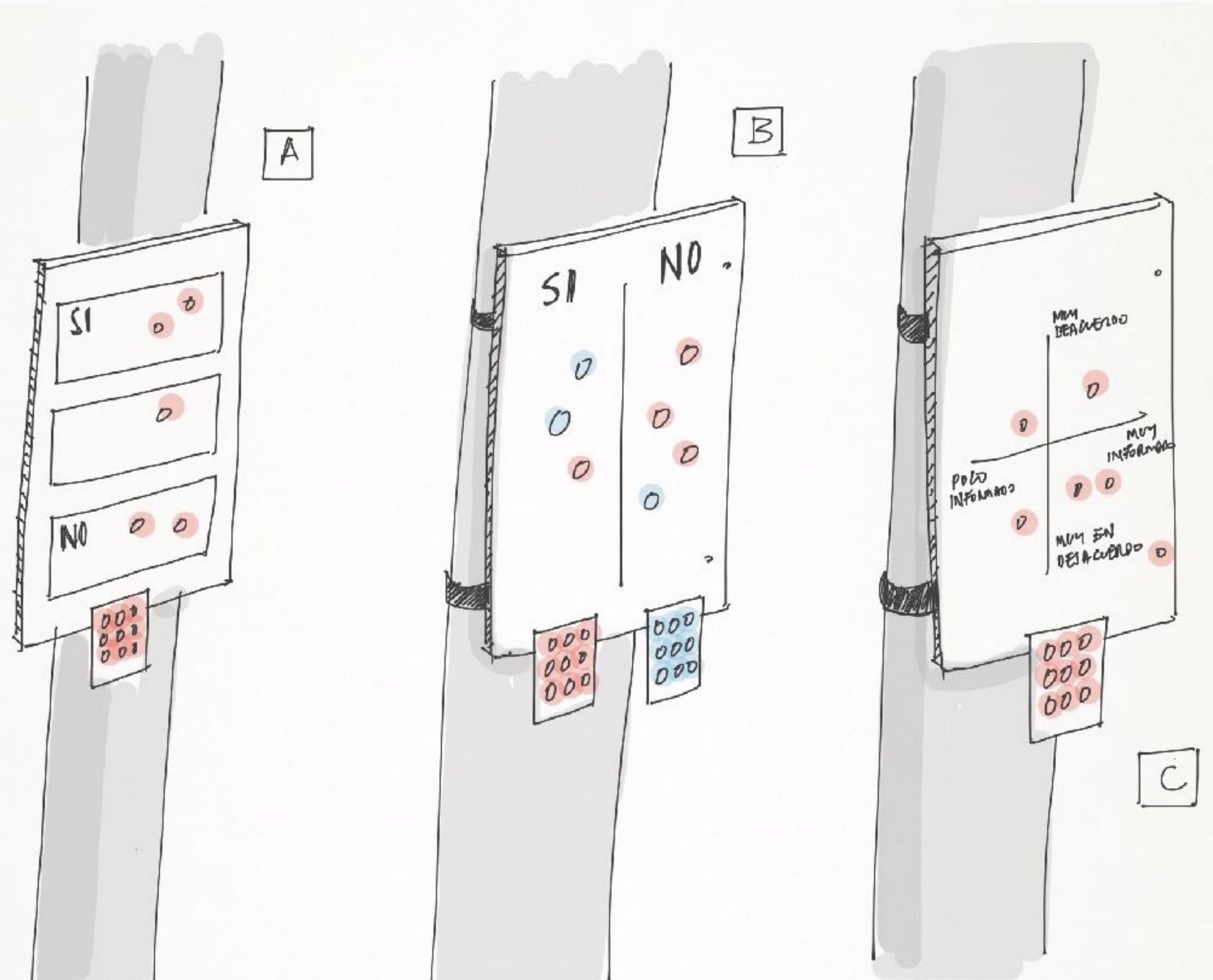
Jose Duarte,
Handmade Visualization Toolkit

Jose Duarte,
Handmade Visualization Toolkit

420 millions
China Internet users

337 millions
European union

110 millions
India

76 millions
Brazil

32 millions
Mexico

5 millions
Portugal

Jose Duarte,
Handmade Visualization Toolkit

Sprint 3: Make it!

Time: 3-4 hrs

What: Make your final idea tangible 🛠️

How: Make a final high quality provocative prototype.

Deliverables: Conversational object or provocative prototype and a plan on how to share it with others.

The steps

- Do a quick reflection on what you learned yesterday from your test

- Create a new version of your prototype, making it as real as possible

- Think also about how you will share your final object with others to create a real experience.

Examples

Game

Global Goals Jam Manaus, 2018

Data physicalisation
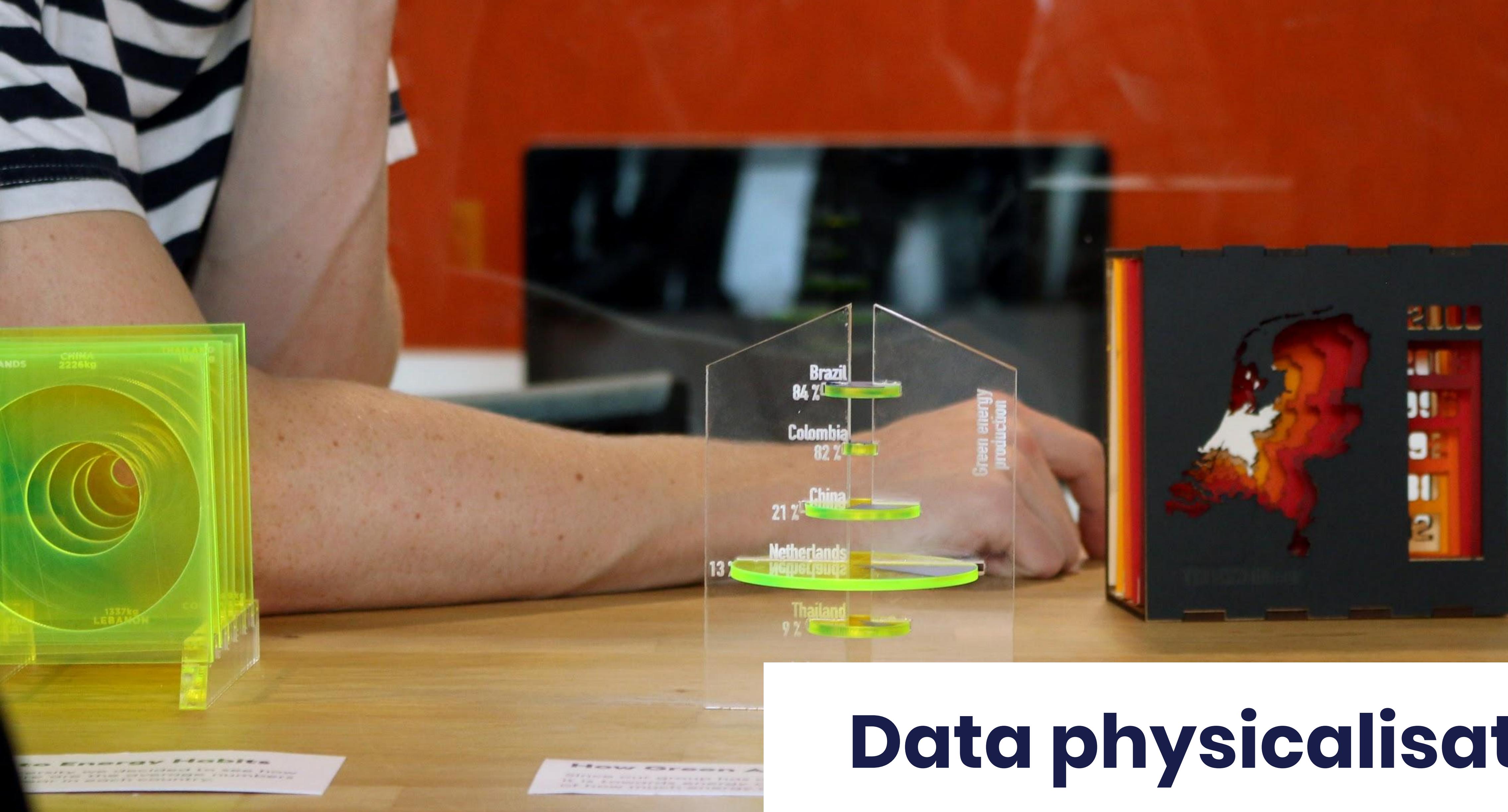
HOW HAPPY ARE YOU?

ON A SCALE FROM 1-10? TAKE ONE GUMBALL FROM THE CORRESPONDING MACHINE (ONE PER PERSON, PLEASE!)

MY favorite CANDIES

TING TING YAHE

from Indonesia

IF YOU THINK THIS AS A PRETTY CHEESY WAY TO DETERMINE SOMEONE'S HAPPINESS, I DON'T BLAME YOU. AND IT TURNS OUT THAT THIS IS EXACTLY HOW PROFESSIONAL PSYCHOLOGISTS CONDUCT THEIR SURVEYS: BY ASKING PEOPLE.

THIS SEEMED LAUGHABLE TO ME UNTIL I LEARNED THAT WHEN FRESHLY INTERVIEWED PEOPLE ARE PUT INTO AN MRI SCANNER, THE DATA MATCHED NEATLY. WHEN THEIR FAMILY AND FRIENDS WERE ALSO QUESTIONED, DITTO, IT ALL CONFORMED.

PLEASE

AND

TAKE

TAKE

SOME

**The Happy Show,
Stefan Sagmeister**

Conversational object

**Street Debater,
Tomo Kihara,**

Is your hope my anxiety?
Candy Chang, James A. Reeves, and Jane Hsu
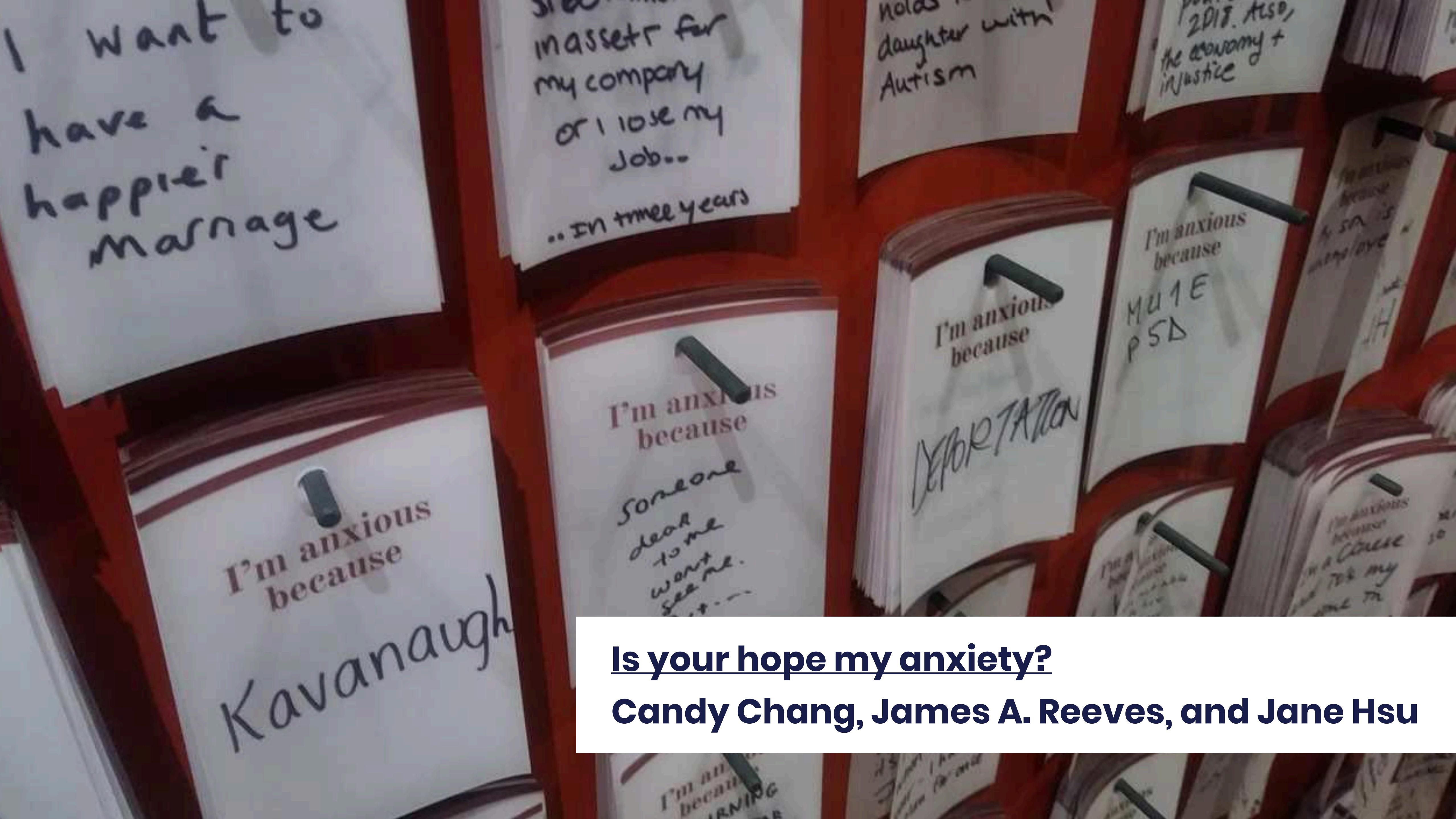
Is your hope my anxiety?
Candy Chang, James A. Reeves, and Jane Hsu

Sprint 4: Share it!

Time: 3-4 hrs

What: Share your object and collect feedback on what you have made ánd on your initial challenge

How: Test or present your final object with others. Don't forget to document your process as well!

Deliverables: Final presentation and documentation (depending on your object this could be the slides you use to present, a picture of your prototype, a video of your experience, or a short write up of your process).

Possible methods: <u>Through other eyes</u>, <u>Video prototype</u>, <u>Medium article</u>

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The steps

- Document your work. Share your initial challenge, key insight, a picture of your prototype and a short description on social media and with your local organiser. This way they can share it with the global organisation and include it in the report that will be shared with UNDP!

- Create a space that's best for you to share your prototype. This could be a pitch, a small exhibition, an installation etc. Practice your story and presentation: and then share it with the others!

- Reflect: what did you learn? What would you need to continue tackling your challenge? Can you already plan for a next step in looking for a partner, or start thinking of a solution?

Global Goals JAM

Want some more?

Global Goals Toolkit

Did you fall in love with the problem, and are you now ready to start thinking of solutions? We developed a hands on toolkit with similar methods as you just used in the Jam, that can help you to move further.

It is temporarily available for download at www.globalgoalsjam.org/jamkit

Want to inspire others with what you just experienced? Join next year as a participant or host your own Jam!

Need some help or want to dive deeper? We also facilitate trainings and courses, on- and offline. Contact Digital Society School for more information at www.digitalsocietyschool.org !

Thank you!

Design 2030 now!

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