



Global
Goals



Jam
2020

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



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.

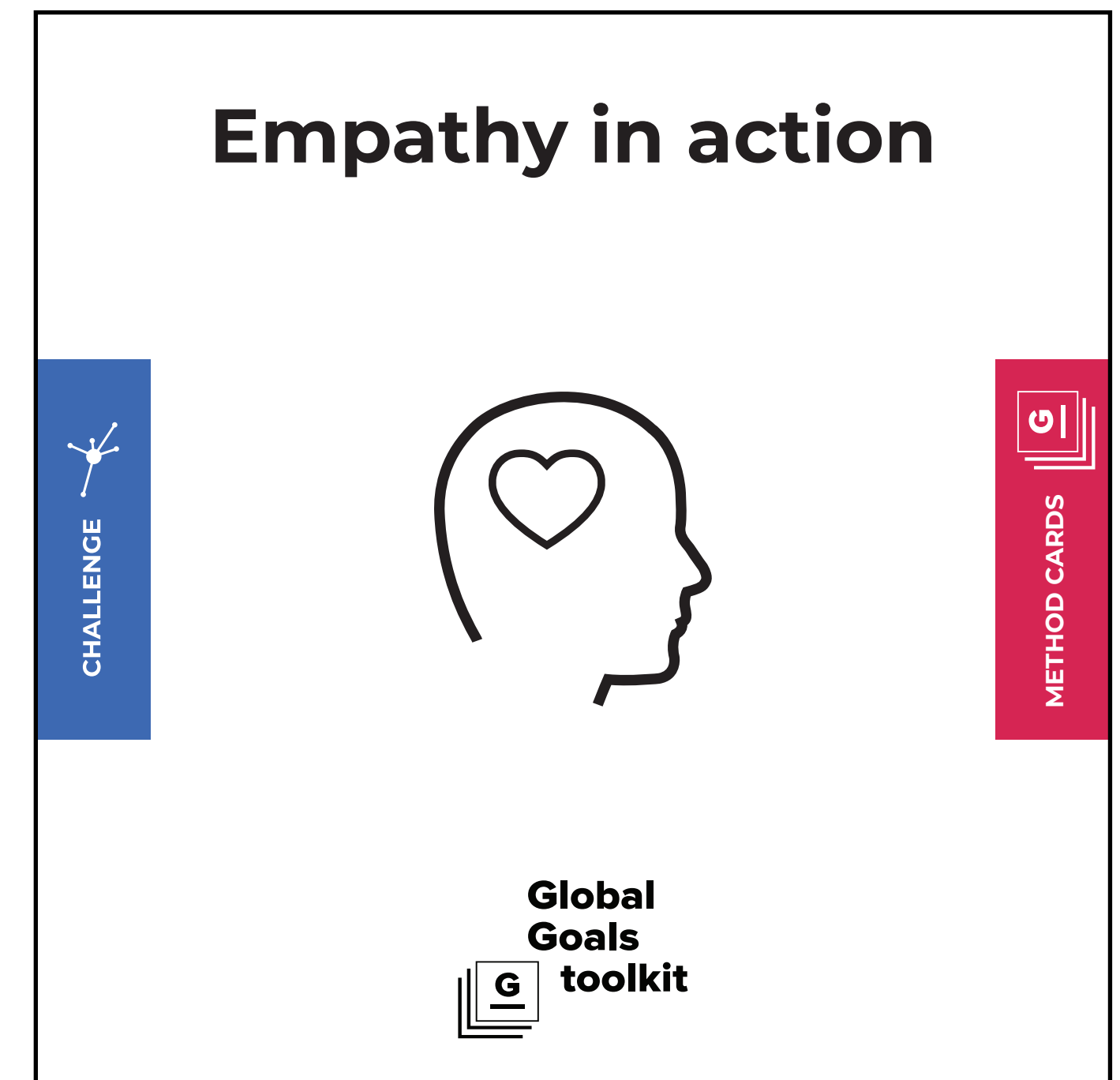
Method: Empathy in Action

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 📦🌐🚀



The process

Design 2030 now!



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: interviewing, photo safari, empathy map, desk research, WWWWH

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




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

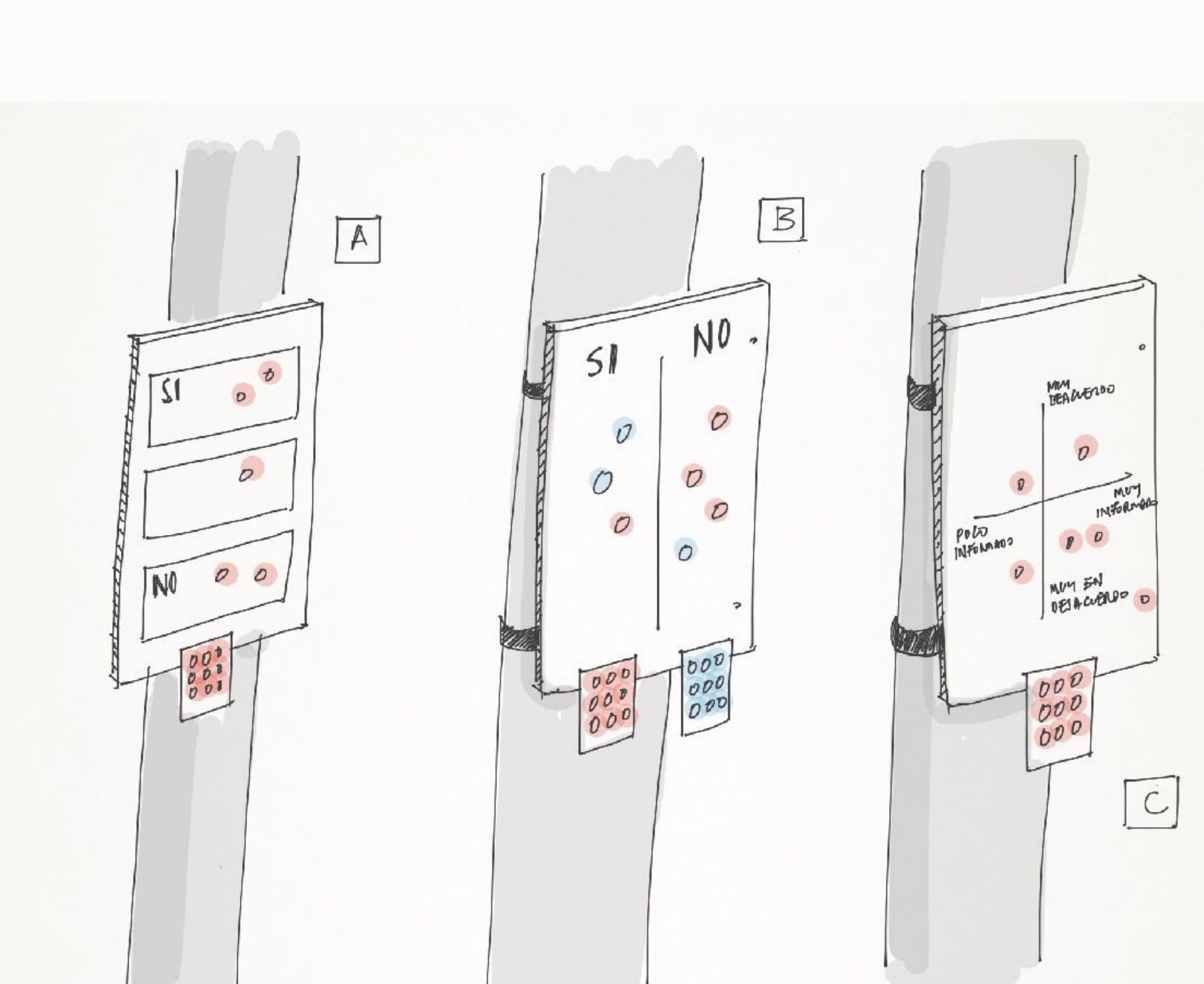
Deliverables: lo-fi prototype that is shared with another team and collected feedback

Possible methods: Concept Sketch, Infographic, Prototype for Empathy

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!



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



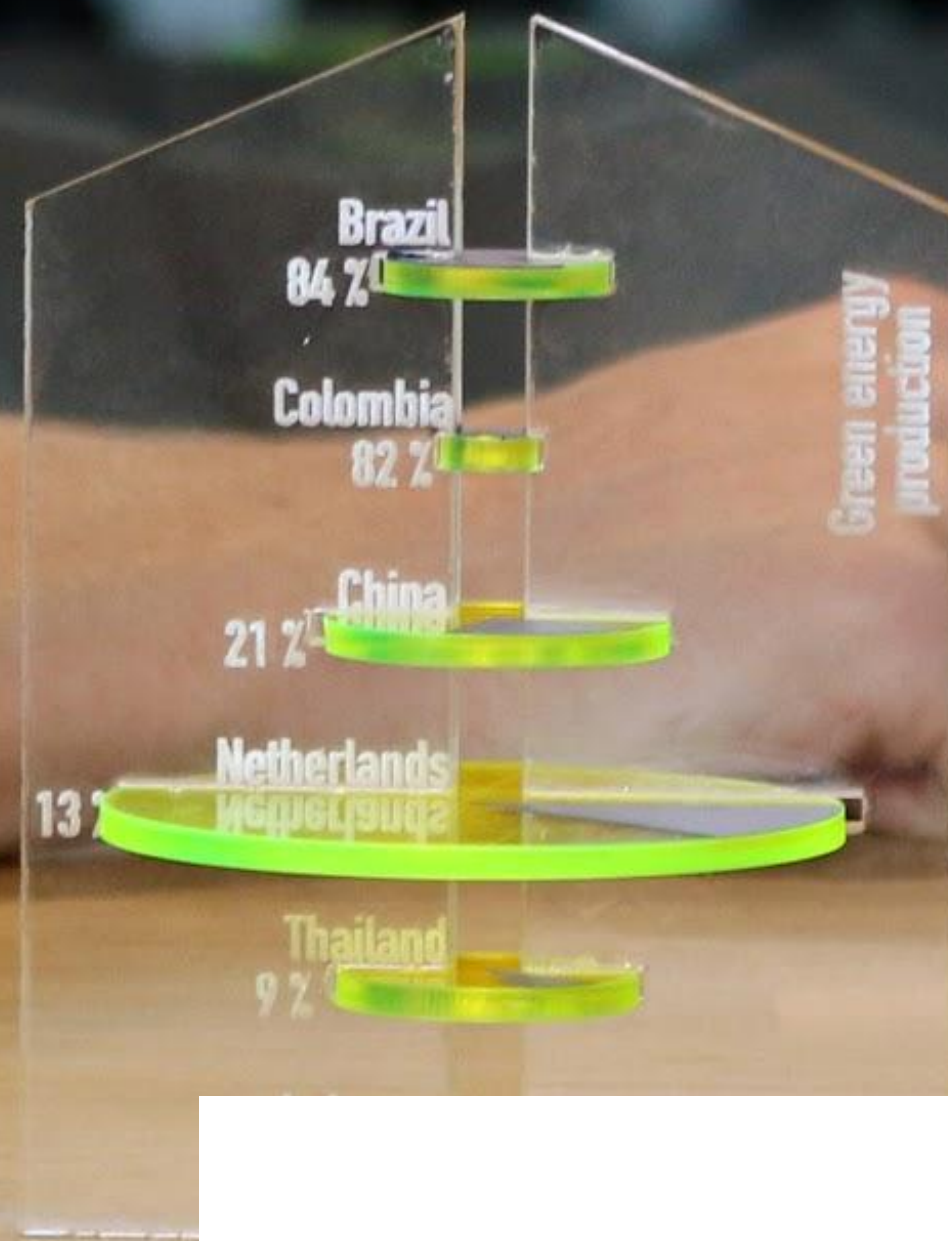
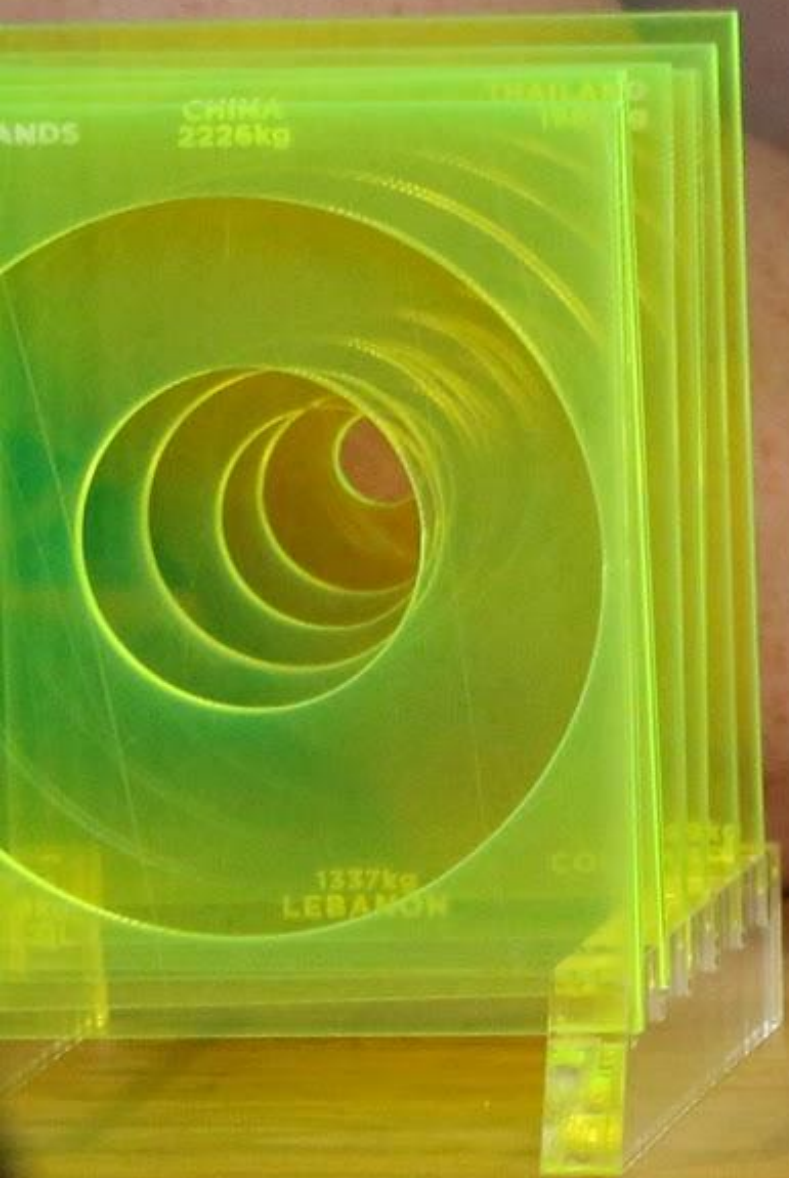
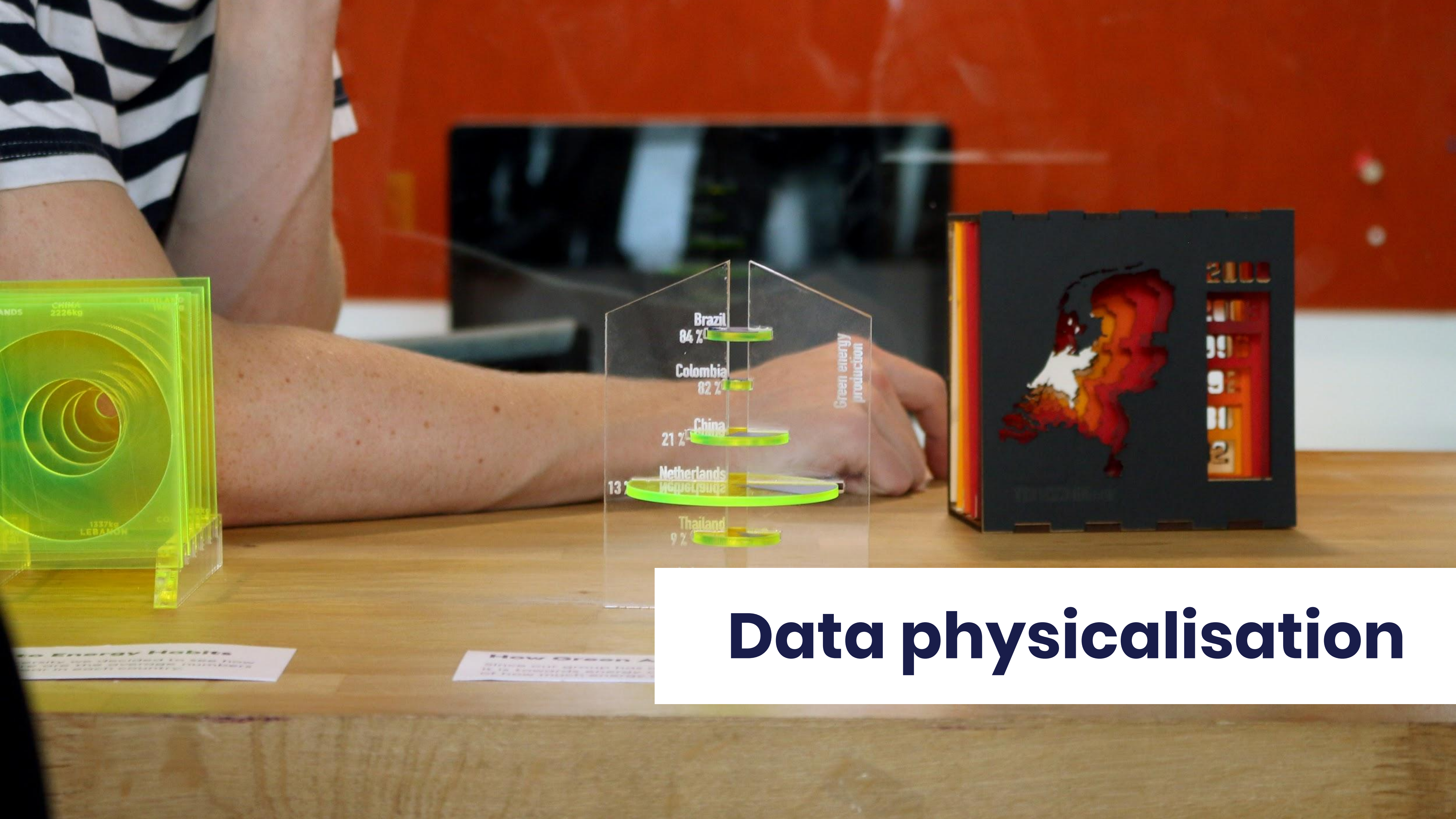
- Do a quick reflection on what you learned yesterday from your test
- Create a new version of your prototype, making it as real as possible
- Think also about how you will share your final object with others to create a real experience.

Examples – physical

A close-up photograph of a board game on a yellow table. The game board features a grid of colorful squares in shades of green, yellow, orange, and purple. Several pawns are visible: a yellow pawn, a red pawn, and a white pawn. A white die with black pips is also on the board. The background is slightly blurred, showing a green wall and a white door.

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!)



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.

MY favorite
CANDIES

TING TING YAH

from INDONESIA



The Happy Show,
Stefan Sagmeister



Conversational object





Street Debater,
Tomo Kihara,



Is your hope my anxiety?

Candy Chang, James A. Reeves, and Jane Hsu

I want to
have a
happier
marriage

in assets for
my company
or I lose my
job..

.. In three years

holds
daughter with
Autism

2018. Also,
the economy +
injustice

I'm anxious
because

Kavanaugh

I'm anxious
because

Someone
dear
to me
won't
see me.

I'm anxious
because

DEPORTATION

I'm anxious
because

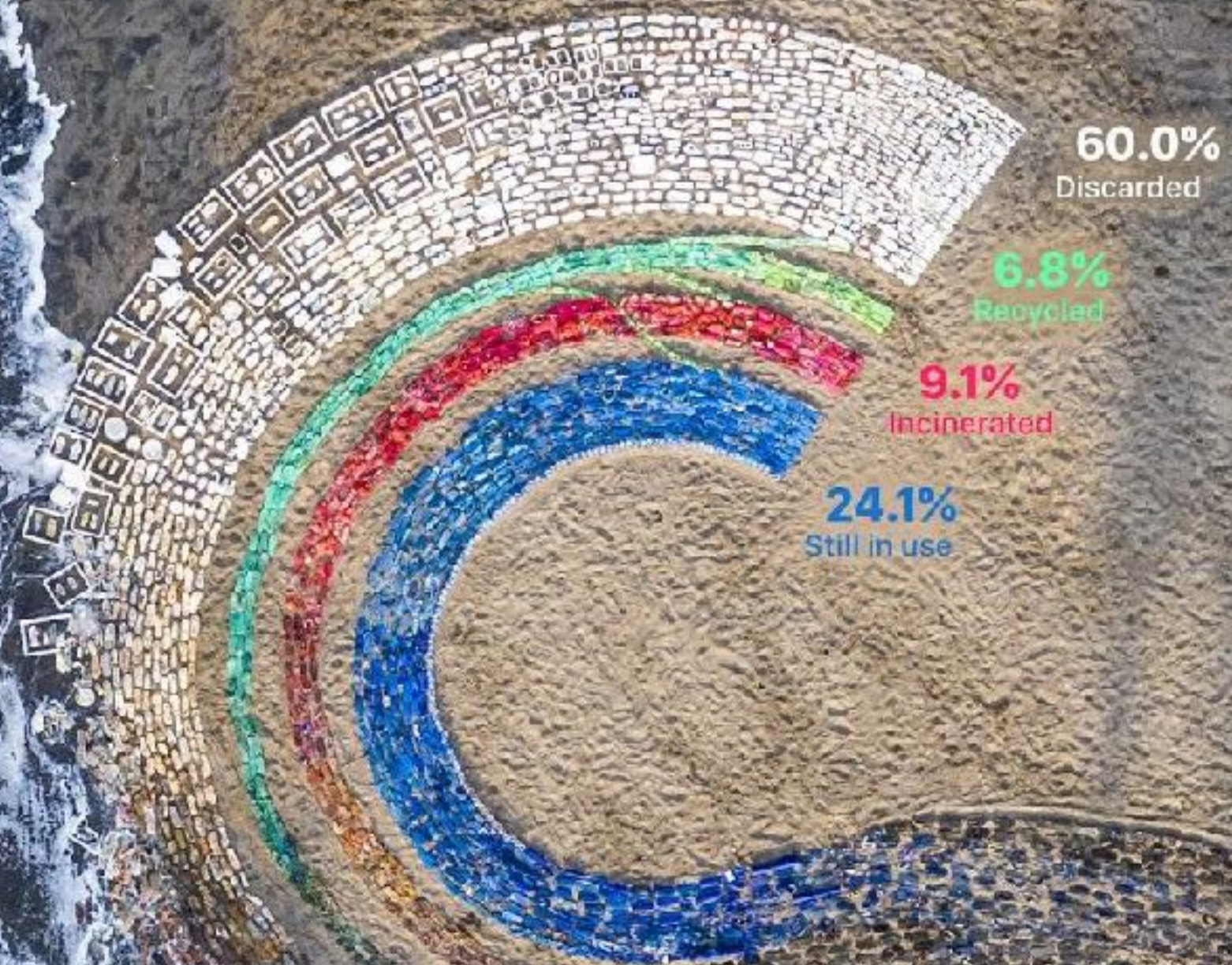
MUIE
PSD

Is your hope my anxiety?

Candy Chang, James A. Reeves, and Jane Hsu

Examples – digital

Perpetual Plastic Moritz Stefaner



Total amount
of plastic produced
since 1950

8.3bn tonnes
(8 300 000 000 000 kg)

Every day

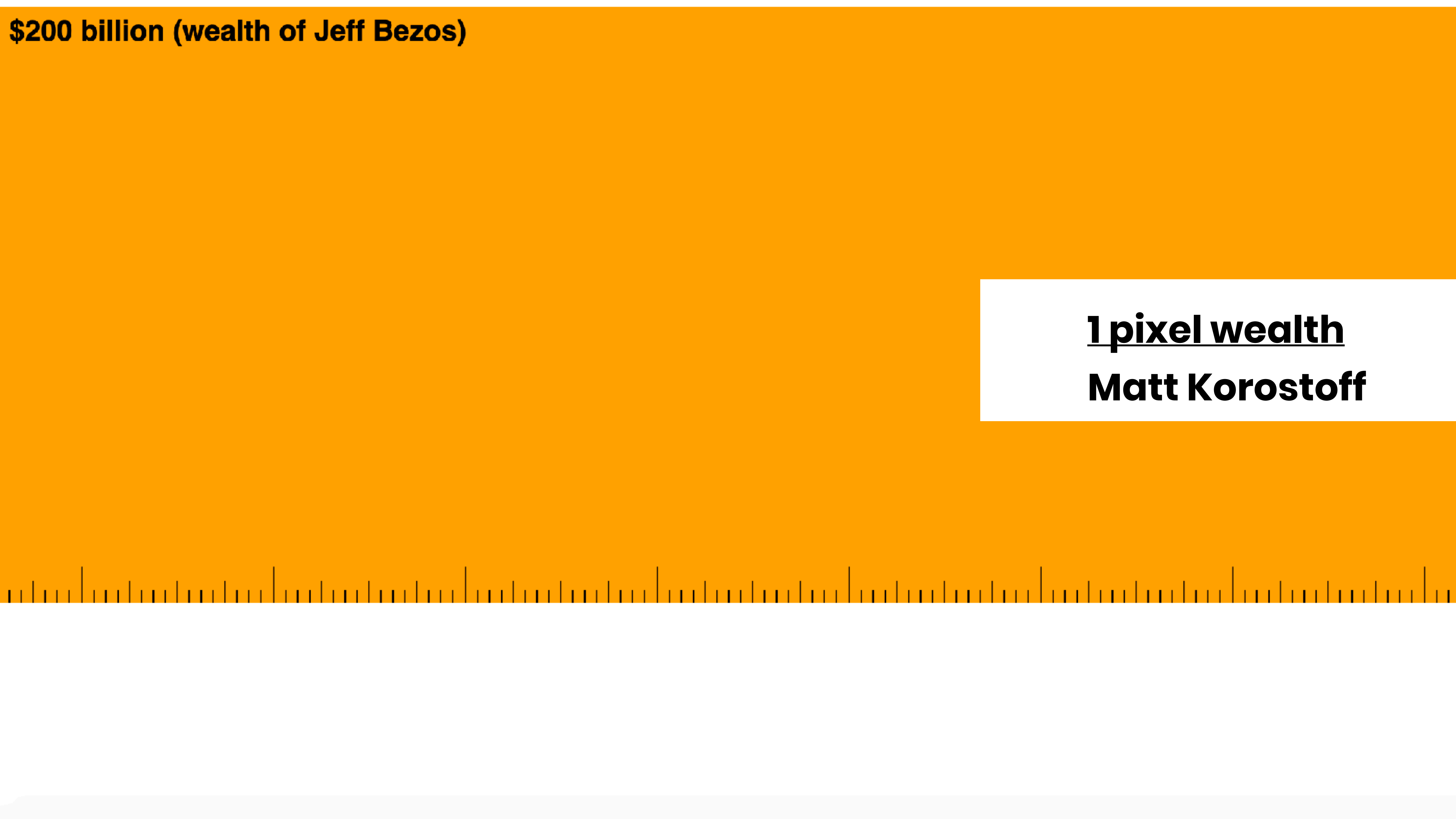
1.3 billion bottles

Every day the equivalent of a bottle pile half the size of the Eiffel Tower in Paris is sold around the world.



Eiffel Tower
324m

Drowning in plastic
Simon Scarr and Marco
Hernandez, Reuters



\$200 billion (wealth of Jeff Bezos)

1 pixel wealth
Matt Korostoff

IF THE
MOON
WERE ONLY
1 PIXEL



If the moon were only 1 pixel
Josh Worth

Dear New York...

*I missed you for
nothing.*

14850,
in New York for 5

I missed you for

*I missed you for
vibrant, never
ending energy*

*I missed you
the heart
making m*

*I missed you for
your energy*

*I missed you for
Your music, art
and food.*

Anonymous,
in New York for 3 years

*I hope you will
become
frfrfr*

Anonymous,
in New York for unknown

*I missed you for
thousand days*

axel gomez,
in New York for 6

*I missed you for
the artistic
inspiration I
found in every
corner*

Clara,
in New York for Unknown

*I missed you for
all the beautiful
people, da na na
na!*

D,
in New York for 3 years

*I missed you for
weeknight
summer ice cream
with friends on
the street.
Laughing, sweaty,
happy.*

FC,
in New York for 5 years

cesar,
in New York for 10 days

Dominik,
in New York for 0

*I missed you for
la chela*

*I missed you
dfgdsdfg*

Anonymous,
in New York for

**Dear New York,
Giorgia Lupi / Pentagram**

+ Add

PB,
in New York for 24 years and 8

Walk a Block /

Sprint 4: Share it!



Time: 3-4 hrs

What: Share your object and collect feedback on what you have made and 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: Through other eyes, Video prototype, Medium article

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?