Amsterdam University of Applied Sciences | DIGITAL SOCIETY SCHOOL

UNDP

Global Goals JAM



Jam 2020

Organiser Booklet

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Aim of the Jam

Hi there! Thanks for your enthusiasm to organise a local Global Goals Jam this year. We are thrilled that you joined this global network of design activists!

The Global Goals Jam is a 2 day event to engage makers and designers to contribute to the Sustainable Development Goals by creating short-term interventions with long-term impact.
More than an event, it is a network of cities and organisations that are excited to engage their local communities to create real impact for the Global Goals. This organiser booklet has all information to help you get started.

#design2030now!



Why Global Goals Jam?

The challenges before us are so complex that no single discipline, mindset, or expertise will be able to solve them. To address social challenges globally, we need to collaborate and learn from local ideas and solutions that are being developed across the globe. And to collaborate, we need to engage in a way that goes beyond talking, towards making and creating, in a space for people from all backgrounds bringing in their local knowledge, ensuring a bottom-up, grassroots approach.

This is why we started the Global Goals Jam; we believe that interdisciplinary teams can boost their creativity and impact by using design methods. 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.



Design Across Cultures

The Global Goals Jam is part of Design Across Cultures, a global innovation chain where multidisciplinary multicultural design teams collaborate to tackle similar local challenges all over the world. Teams work in-between different cities, using the force of cultural differences and similarities as a design strategy.


3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
11 SUSTAINABLE CITIES AND COMMUNITIES
How can we design a solution
to make our countryside clean?
- age
- income
- marital status
- religion
- educati
WAYS TO SOLVE:
- education / information
- make it profitable
- cultural exchange
eco-tourism + volunteering program
Источники загрязнения
- Люди: приезжие
местные жители
- ? Мелкие производства
- Стратегический мусор
- Бытовой отход
- Загрязнение земель

Global Themes

Within Design Across Cultures, we work on global themes that are relevant in the world today, and that adhere to one or more of the UN Sustainable Development Goals. For the next 2 years, we are working on the following ones:


Welcome
DESIGN FOR A
SUSTAINABLE
FUTURE



Public Health

The United Nations, since its inception, has been actively involved in promoting and protecting health worldwide. Leading that effort within the UN system is the World Health Organization (WHO), whose constitution came into force on 7 April 1948 - a date we now celebrate every year as World Health Day. At the outset, it was decided that WHO's top priorities would be malaria, women's and children's health, tuberculosis, venereal disease, nutrition and environmental pollution. Many of those remain on WHO's agenda today, in addition to such relatively new diseases as HIV/ AIDS, diabetes, cancer and emerging diseases such as SARS (Severe Acute Respiratory Syndrome), Ebola and Zika virus.





How can we guarantee that everyone around the world has access to a healthy lifestyle as well as to a good quality health system? How can we fight communicable diseases effectively and efficiently? How can we ensure that our cities offer a safe place and provide quality of life for everyone?

For more see:
https://www.un.org/en/sections/issues-depth/health/index.html



Education for all

Obtaining a quality education is the foundation to creating sustainable development. In addition to improving quality of life, access to inclusive education can help equip locals with the tools required to develop innovative solutions to the world's greatest problems. However, inequality persists and large disparities remain regarding access education services and other assets.





How can we make sure more children have access to equal education? How can we make sure that our education prepares us for the future, and that we ensure life-long learning? How can technology help us to make education and training available to vulnerable populations?

For more see:
https://www.un.org/sustainabledevelopment/education/



Nature and Climate change

Climate Change is the defining issue of our time and we are at a defining moment. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale. Without drastic action today, adapting to these impacts in the future will be more difficult and costly.

How do we prevent, prepare for and act on climate change? How can we ensure healthy and sustainable relationships with our natural surroundings?

For more see:
https://www.un.org/en/sections/issues-depth/climate- change/index.html







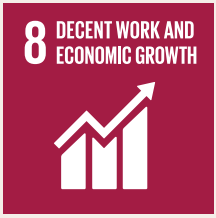
Sustainable Development for People and Planet

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





What do you need to organise a Jam?

You can make a Jam as small or as big as you want. But there are a couple of key elements:

Local facilities

Local challenges

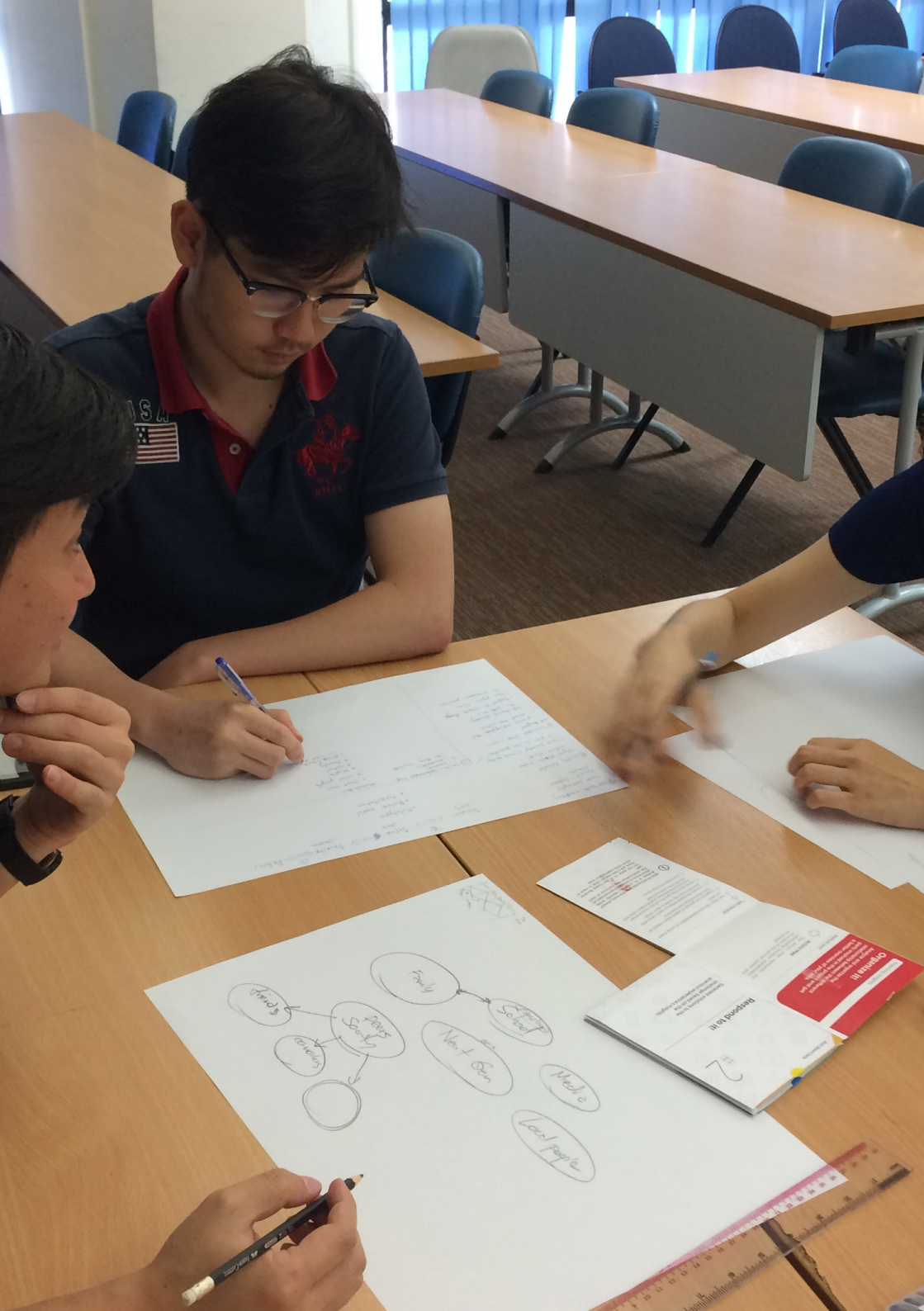
Industry Partners

Coaches

Participants

Global Goals Jamkit




Family
Friends
Neighbours
Local people
Respond to H
CHAPTER 11

Local Facilities

Make sure you have a nice space where people can work, with tables and chairs, power outlets, internet and toilets. A screen and projector is useful for presentations, and of course some brainpower for your participants (read: food and drinks)!

For material; think big papers/flipovers, tape, markers, post-its and prototype material (cardboard, balloons, wood, fabric, stickers, tape, and any other things people can craft with. This is also a great way to re-use leftover material)!

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. You can use the Info booklet in the Jamkit to engage partners and sponsors.

Local Challenges

To solve global wicked problems, we want to see what we can learn from connecting local design contexts. This connection needs to make sense: that's why we selected global themes.

As a local organiser, you are responsible for translating these global themes into a local challenge. Think of an everyday issue, that you could start working on tomorrow - you and your community are the experts. We advise you to focus on 1 or 2 main themes, to make sure to really dive into the challenge.

At the end of the Jam, you are also responsible to collect all key insights of your local challenges.
What does your work and your findings say about the bigger picture? How can a city across the globe learn from what you did in the Jam locally?





Industry Partners

For your challenges, we recommend that you work with industry partners: local organisations that are already working on the topic you want to work on. This way, you'll involve professional knowledge on the topic ánd you'll also ensure life after the Jam, creating something that is relevant to a company in the field. It is also a valuable way to get their employees and network familiar with new design methodologies, so they can spread the impact!

Partners can provide a challenge, give a short inspiration talk on their work, participate in the entire jam, or provide feedback at the end. Working with industry partners makes sure you bridge different contexts - and we need multiple stakeholders to design for sustainability. Keep in mind that industry partners thus can be entrepreneurs, NGOs, corporates, governments or education: the bigger the mix the better!

Coaches

We recommend working with coaches: a person per team that keeps an eye on the process and coaches the team during the Jam. Since we aim to bring a multidisciplinary team together, it's nice if your coach has some affinity with coaching, design or design thinking - so that the methods in the toolkit are a bit familiar already. But don't worry: you don't need experts! We just found out that, because the process can be a bit intense, it's nice if somebody keeps an eye on team energy, timing, and deliverables.




WORLD UNIVERSITY
OF DESIGN

Participants

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.

An easy way to organise the recruitment of 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.

Global Goals JAMKIT

We provide all organisers with a digital toolkit that helps organise and run a Jam. Next to this Organiser Booklet you'll find methods and templates that help your teams design for sustainable development: they are selected from our bigger Global Goals Toolkit. We also have included all branding assets such as logo (you can add your own city to make it yours) and an Info booklet to engage partners.

Global Goals jam

Design 2030 Now!

used in:

Sustainable Roadmap

Global Goals toolkit

DIGITAL

SOCIETY

SCHOOL

How to JAM?


ign and
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
17 PARTNERSHIPS FOR THE GOALS
THE GLOBAL GOALS

Basically you #justdoit! There are a couple of important dates before the weekend of September, and some general planning milestones that help you to organise your Jam. In the end, you are the expert - so feel free to deviate from these recommendations!

World Industrial Design Day



Global Goals Jam and World Design Organization have joined forces for World Industrial Design Day!

World Industrial Design Day™ (WIDD) is an international day of observance celebrated throughout the world in recognition of the establishment of the World Design Organization™ (WDO) on 29 June. First declared in 2007 on the organiation's 50th anniversary, WIDD increases awareness of the profession of industrial design and champions the power of design to strengthen economic, social, cultural, and environmental development.

We have partnered with WDO to create the perfect pre-event, so that you can engage with your local community and partners. For this, we selected a couple of methods that help you identify local challenges for one or more of the global themes. The output you can use as a start for your Jam in September!

Important Dates

Sign up is open!
We open the sign up on the website. If you are new to the Jam, apply to become an official organiser! If you hosted a Jam before, you can use the account of last year to create your Jam

Deadline sign-up
Please let us know by the end of Ju
you are interested. If you are not y
about dates, how long or which cha
es, that is ok!

May

Ju

Online train the trainer
We are hosting an online Train the Trainer, about how to organise a Jam and how to use the methods in the Jamkit.



WO
IND
DE

Get your org
Join WIDD and
together with
your partners.
Start looking f
your Jam.

Reach out to local partners and create local challenges. Reach out to other sponsoring partners.

Create your organiser page on www.globalgoalsjam.org + share your global themes and challenges in Slack.

ne if
et sure
alleng-

une

July

ORLD
DUSTRIAL —
SIGN DAY

ganiser team together
Identify local challenges,
your local community or

or a good venue to host

Jam jam jam!
You can define with your local team which days of the weekend you will Jam. Some organisers also host a meetup before, a kick-off event on the Friday evening, or a follow-up after. Read more about this in the Best Practices!

August

Share your specific dates + time on your organiser page so we know when you kick-off.

Start recruiting for participants
Make sure you bring together people with different disciplines to ensure rich discussions and impactful results.

You can also check which other local organisers are working on the global themes you selected, and maybe even exchange some tips and tricks, or set a moment to connect and share during the Jam!

September



Important Dates

Summary report to UNDP
We will compile a final report and share it back to UNDP!

October

November

Final deadline for deliverables
Finalise your documentation and share it with the Jam community.
We will be sure to include it into our Medium publication and youtube play-lists.

To be featured in the UNDP report, donÕt forget to deliver all content needed!


SLACK
different methods
collabor- ation
Teamwork
Multidis- Plinair
Interation
Human
ENGAGED
TRUST
STAKEHOLDER
User goals
STUDENTS
Potential/ desire

The Process

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, we want you to fall in love with the problem and start new ways of collaborating.

So what does this mean? We'll be using the process of making not to make new ideas and solutions tangible, but to create provocative prototypes about the problem itself.

For this we take 1 method central to the Jam, called Empathy in Action. This method is focused on communicating the challenge you are facing in a way that people less or unfamiliar with the problem can experience it as well. From testing the object or experience, but also from the process of making itself, the team will gather rich insights on what their challenge is actually about and how to get people on board to start collaborating on it.

We have outlined the overall phases of all sprints in the next pages. For a more detailed sprint process, check out the Jamkit Guidelines.


Global Goals Jam
Design 2030 Now!



Sprint 0: Localise it!!

As an organiser, you need to translate the global themes into local challenges your community can work on. You can do this by participating in World Industrial Design Day for example, work together with local industry partners, or ask the community for their input.



Sprint 1: Explore it!

This sprint is all about falling in love with the problem.
Collect qualitative and quantitative data by doing field research into your context, talking to users, and diving into the context of the problem. Ideally, your team goes out into the world to immerse themselves into the context of your challenge.



Sprint 2: Respond to it!

Now that you have a richer understanding on what your challenge is about, how do you create something that communicates your problem in the right way? How do you make sure people can experience and feel your insights? What can you make that makes your problem and its context tangible to others, that provokes new ideas?



Sprint 3: Make it!

You probably got some insights from the testing of the previous sprint. What do you need to improve your prototype? What can you leave out? Think also about the sustainability of the concept, of it's material and its lifecycle. Create a higher quality prototype that communicates your challenge and your insights clearly, and think also of a way how you will share and document your story!



Sprint 4: Share it!

Share your creation with the world. Maybe this is through a final presentation, a co-creation session or a public intervention. The most important is the insights you retrieve from this final sprint: what ideas and feelings did your creation generate and why? What new conversations did it start? What did your team learn about the issue you worked on and its context (organisation, neighborhood, city) and what does that say about the global context?

Close off your session with a summary of these key insights. Share them on social media, as well as with your local organiser and other teams.



Sprint 5: Document it!

As local organiser you are responsible for the final documentation of your Jam. The most important deliverable is a questionnaire we will send afterwards. This will ask you for key documentation on your Jam, and highlights of one project. This will help us to compare Jams on the level of locations: and see if there are shared or different key insights that translate back to the global issue as a whole. It can also lead to longer term collaborations for Design Across Cultures.

Of course, you might also have other documentation of the Jam, in the form of a Medium article, an aftermovie on youtube for example. The final deadline for all deliverables is October 25, so that you and your teams have some time to finetune it!



Deliverables

It helps to set final deliverables for the teams. This can be a slide deck, a pitch video, or just a good picture and description of the final prototype. Videos will be included in our Youtube playlist (on the Global Goals Jam account).


Teaching
Curricula:
Quality Assurance

Deliverables

for organisers

It is your responsibility as a local organiser to collect the main insights of your Jam, so that we can make cross-connections between locations. We will share a Typeform questionnaire that collects your main insights and highlights one project of your Jam - to make a global report.

We will will create a global aftermovie as well. If you would like to be featured, please share max. 3 short clips of hi-res quality via Wetransfer.com to globalgoalsjam@gmail.com.

Possible other deliverables:

- Aftermovie of your Jam and the Youtube link
- A Medium article on your Jam

Possible deliverables

for your teams

- A pitch deck: slides in Keynote, Powerpoint, Google Slides or PDF
- A pitch video and the Youtube link
- A good photo and short explanation of the final prototype
- A Medium article that gives insight in the team's design process and decisions made

In the Jamkit Guidelines the teams will find some more explanation on the 4 sprints including methods, steps, and deliverables.


Camera
Photos
9:41 AM
Tuesday
9
Calendar
Messages



Communication

Social Media and Brand Assets

You can find all communication material (including editable logo and our font) in the Jamkit under Brand assets.
Feel free to create your own Jam Twitter, Instagram, or Facebook account 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.

In the Jamkit you will also find a poster of the Jam. You can write your local city on 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 #Design2030now
On Twitter: @GlobalGoalsJam
@DSSAmsterdam


$
XX01
XX02
XX03
12%
slack

Slack is an online collaboration tool for teams. It is used during the Jam as our main communication channel. Slack helps individuals, teams, local and global organisers to communicate and share work efficiently in one single platform. Registration Slack can be accessed through its app or on a browser, download it at:
slack.com/downloads

After you have signed-up through our Typeform, you get an invitation to the Global Goals Jam Slack team. There you can keep in touch with the Jam's global community by sending Direct Messages and setting up group chats:
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 on how to add other people, start a channel, or other things, Slack has an excellent Help Center at
get.slack.help



Slack Channels

When you are logged in, you'll find in the left column of the page the following #channels (group chats), for example:

#updates: General updates channel, with important information on newsletters, planning and check-in moments.

#Amsterdam: Local Jam channel. Your can create your own local channel names after your city, to use for general communication with your local team and all participants in your location.

#jamkit_materials: Channel with all online materials. You'll find digital versions of all the booklets, tools and materials for communication.

#2020: Here you will find all local organisers from across the globe. This channel will be used for questions and ideas about the jam.

#reg-asia: Channel hosting all the organisers from one continent (eg. Asia), to create local connections.


Zoom

For both online Train the Trainer sessions and during the Jam, we will use Zoom, an online conferencing tool. Please download it before in case you want to connect online with all other Jammers:
zoom.us/download

For simple contact during the Jam, we have created a special meeting space. You can access it through
bit.ly/ggj-zoom

Be sure to have one computer or laptop with camera that gives an overview of your space - so we can live stream into Zoom and create the feeling of a global community!


Best
Practices




Gael

Organise meetups before

To get your community together already before the weekend of the Jam, you can host meetups throughout the period before. This helps to connect with local industry partners and companies, possibly recruit volunteers to help out, hear what your community is working on and connect people together before the weekend to create general engagement. You can connect with other events and networks, as well as already approach possible host venues to host a meetup together.
It also provides an opportunity to co-create your challenges for the Jam.





Global Goals Jam Austin

In 2018, Global Goals Jam Austin hosted a couple of meetups starting in April, around Think Global, Act Local. This all led up to the September Jam.
On the first one, they used the Actors Map method to map out the local ecosystem:
"(...) the audience was tasked with collectively contributing towards a stakeholder map by identifying government offices, for profit and nonprofits working around the issues previously identified. This collective knowledge network provided input on who is doing something on the identified issues and who isn't but should be."
@socialgood.us, on Medium

AIM OF THE GGJ

Curated by The United Nations Development Programme and the Digital Society School (Amsterdam University of Applied Sciences), the Global Goals Jam is a two day event consisting of short design sprints. Creative teams, with designers, developers and Jammers from the local community will work together using a tailored toolkit. The main goal of the Jam is to create interventions aimed at short term targets in support of the long term goals.





Global Goals Jam Hong Kong

Global Goals Jam Hong Kong hosted 3 meetups (in July, August, and September) before the Jam, each zooming in on a different SDG they were going to tackle during the Jam. They invited guest speakers to share their work and expertise on the topic, such as No poverty and Health and Well-being. They also worked with corporate sponsors that then were involved in the Jam in September.

“What is health? Health covers the mental, physical and social states, and is a right for everyone. Healthcare is the best way to address problems that arise from poverty.”

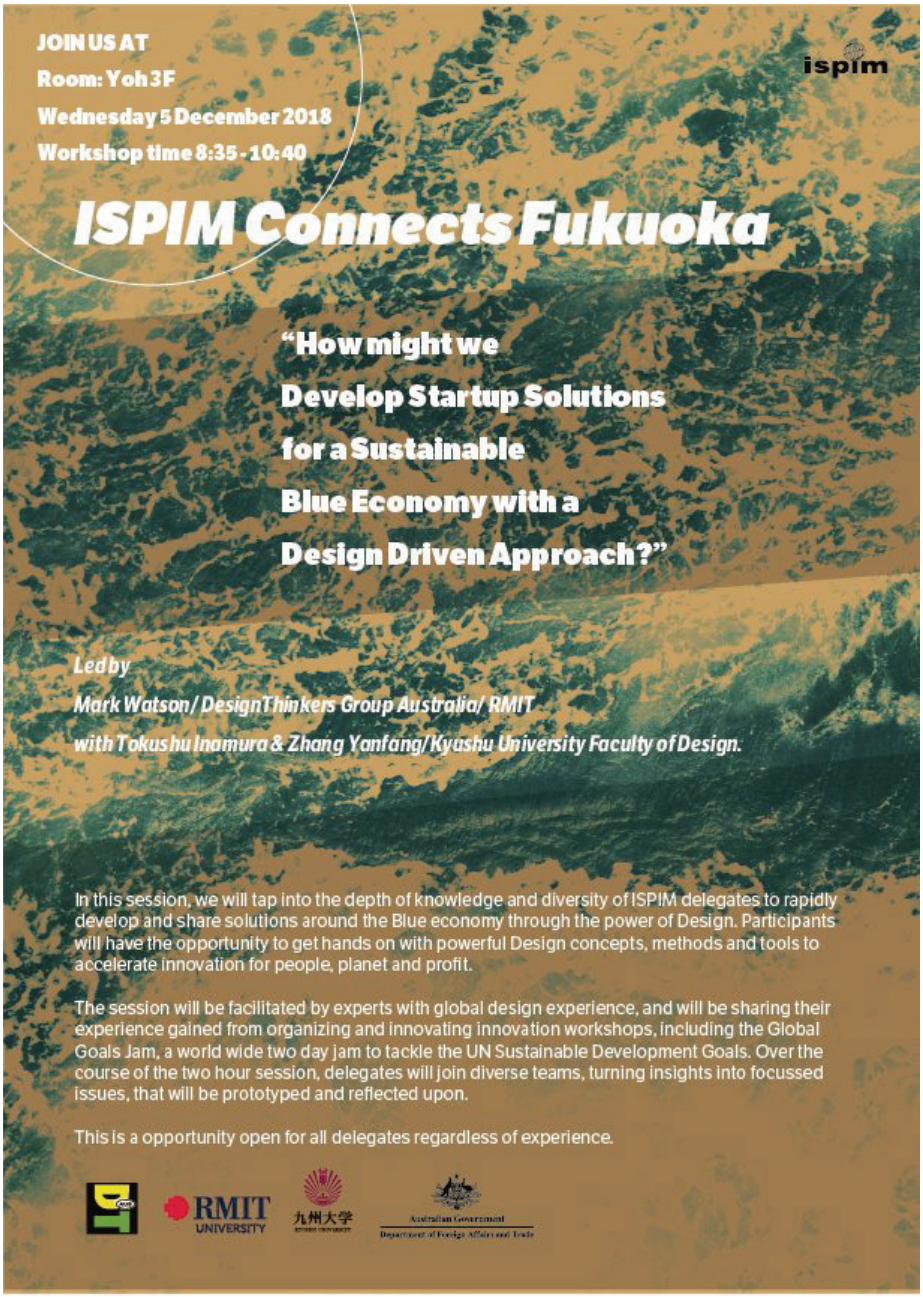
GGJ Hong Kong on **Facebook**


17 ПАРТНЕРСТВО ЗАРАДИ СТІЙКОГО РОЗВИТКУ
8 DECENT WORK AND ECONOMIC GROWTH
ГЛОБАЛЬНІ ЦІЛІ
Сталого Розвитку
THE GLOBAL GOALS
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
10 ЗМЕНШЕННЯ НЕРІВНОСТІ
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Connect on a national or regional level

Maybe there are more Jams happening in your country. To scale up the local community, it might be valuable to work together on a national level, exchange experiences and collaborate on challenges or for sponsorships. See if a local partner maybe has partners in other cities as well, so it becomes easy to connect different local networks.


JOIN US AT
Room: Yoh 3F
Wednesday 5 December 2018
Workshop time 8:35 - 10:40
ispim
ISPIM Connects Fukuoka
"How might we
Develop Startup Solutions
for a Sustainable
Blue Economy with a
Design Driven Approach?"
Led by
Mark Watson/ DesignThinkers Group Australia/ RMIT
with Tokushu Inamura & Zhang Yanfang/Kyushu University Faculty of Design.
In this session, we will tap into the depth of knowledge and diversity of ISPIM delegates to rapidly develop and share solutions around the Blue economy through the power of Design. Participants will have the opportunity to get hands on with powerful Design concepts, methods and tools to accelerate innovation for people, planet and profit.
The session will be facilitated by experts with global design experience, and will be sharing their experience gained from organizing and innovating innovation workshops, including the Global Goals Jam, a world wide two day jam to tackle the UN Sustainable Development Goals. Over the course of the two hour session, delegates will join diverse teams, turning insights into focussed issues, that will be prototyped and reflected upon.
This is a opportunity open for all delegates regardless of experience.
RMIT UNIVERSITY
九州大学
Australian Government

Global Goals Jam Asia

In Japan, Jams have been hosted in Tokyo, Kyoto and Fukuoka. Through the network of their organiser location, Fabcafe, they extended to Hong Kong as well, sharing tips and tricks for organising on a regional level.

Additionally, China and Australia have also been linked through the Japanese network, ensuring regional connections through joint Jams or pre-jams. Our local host in Melbourne visited Fukuoka, to organise a joint Jam in December around the theme of Water and the City, and the results were shared at the ISPIM conference.

In 2019 and 2020, Germany is also teaming up on a country wide level, coordinating all German jams on a national level.

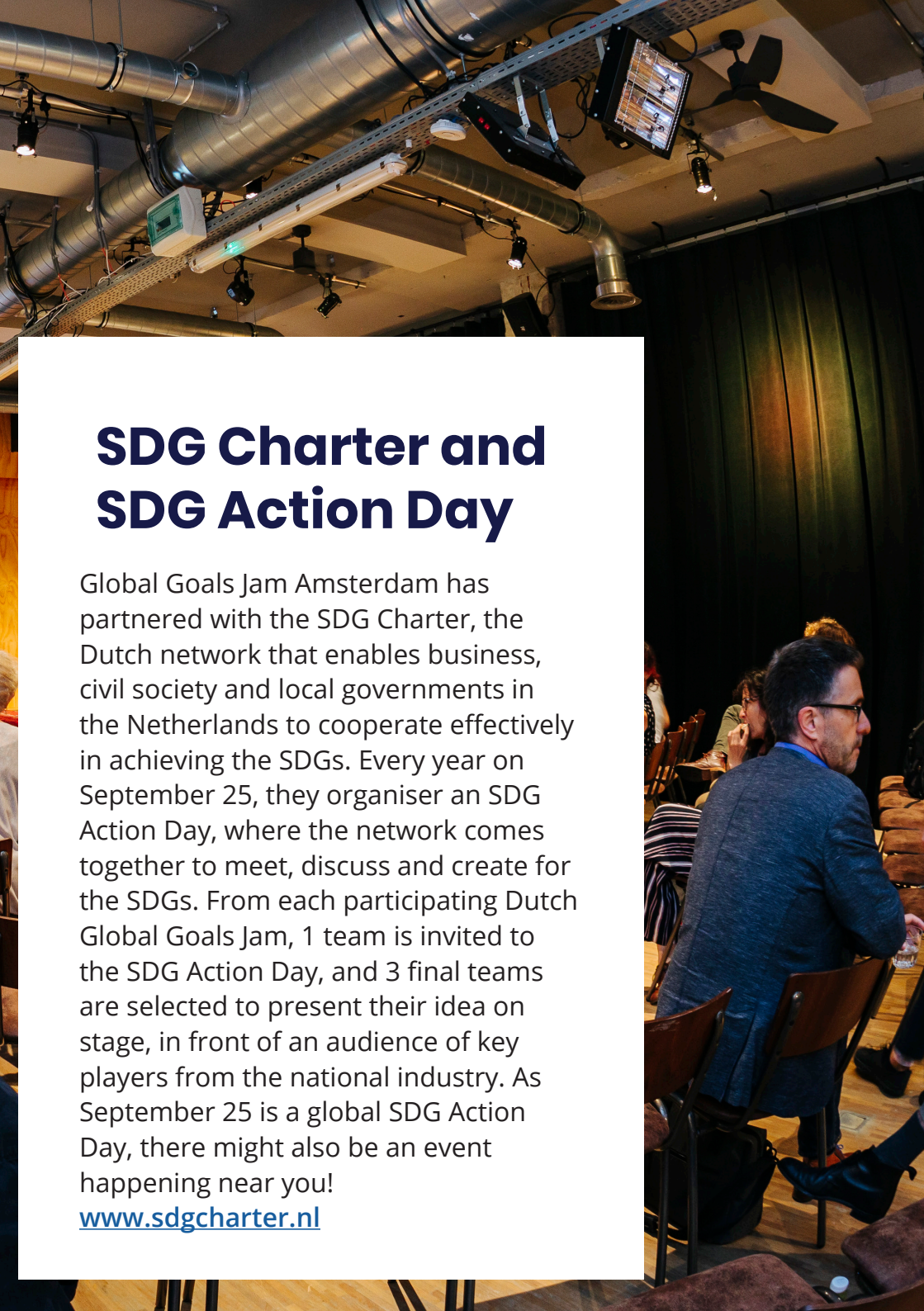


Arrange a follow-up with a partner

To create sustainable impact, we advise you not to start everything from scratch. In the period around the Jam there are a lot of other things happening around the Sustainable Development Goals. This is thé moment for partnerships for the goals, so see if you can arrange a follow-up with another partner, to work further on your ideas from the Jam!


SIN FRENOS
Turismo Accesible
Pascual Montoya
CEO-Fundador
+51 962 341 513
sinfrenosperu
Angel
Morales
Director de Operaciones
y Ecosistema
DESIGN THINKING
RICARDO ESPINOZA MENDOZA
GANDOR
LIMA DESIGN WEEK
Hello Tomorrow
Cangalaya Camarena
Ambassador
Lima-Peru
CVDI
TECSUP
Javier Lizárraga Tamayo
Mirabus
Edgard Reale Pairazamán
GERENTE GENERAL
Diana
Castañeda
Bike


DESIGNING FOR A SUSTAINABLE FUTURE
GLOBAL GOALS EXPERT SEMINAR
DESIGN FOR A SUSTAINABLE FUTURE
#EXPERTSDGS



SDG Charter and SDG Action Day

Global Goals Jam Amsterdam has partnered with the SDG Charter, the Dutch network that enables business, civil society and local governments in the Netherlands to cooperate effectively in achieving the SDGs. Every year on September 25, they organiser an SDG Action Day, where the network comes together to meet, discuss and create for the SDGs. From each participating Dutch Global Goals Jam, 1 team is invited to the SDG Action Day, and 3 final teams are selected to present their idea on stage, in front of an audience of key players from the national industry. As September 25 is a global SDG Action Day, there might also be an event happening near you!
www.sdgcharter.nl


LA MEJOR
MANERA DE
predecir el
FUTURO ES
INVENTARLO
Alan Ka



An incubator with UNDP and IBM

In the Global Goals Jam Peru, selected teams were invited to join a 6 month programme in which the different groups went through intensive brainstorming sessions, mock business pitches and workshops from experts from different companies, like LinkedIn and Facebook. Later, they were coached by UNDP in Sustainable Development and in Agile Methodologies, User Experience and Marketing by IBM.
“Now that the Global Goals Jam has closed, the teams are aware that this is just the beginning. Now the real work starts: they’ll be placed in the hands of professionals to mature, develop and launch their ideas born out of this Jam. They’re excited and hopeful.”
UNDP Peru on Medium


Let’s
#design
2030now!


THINK
BIG


start
small


ACT
FAST


Global
Goals
JAM