

DESIGNATHON WORKS ANNUAL REPORT 2019 & PLANS FOR 2020



Introduction

Designathon Works is an international social enterprise focused on spreading awareness about the importance of engaging children as co-designers of a sustainable society. Our Designathon method highlights the natural ability of children to foster creative concepts for a better future for themselves and the planet by using technology. To empower and unleash creativity in more children we use three pillars: school programs, tailor-made designathons and our annual Global Children's Designathon.

Designathon Works operates under the name: Stichting Designathon Works. In this report, we will elaborate on the policies and activities of Designathon Works in 2019.

Kind Regards,

The Board of Designathon Works:

- Maarten Nelissen
- Emer Beamer Cronin
- Evelyn Doyle
- Rajiv Ball

The Foundation

1.1. Organisation

Stichting Designathon Works
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Website: www.designathonworks.com
Email: info@designathonworks.com
Chamber of commerce: 60140615
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1.2. Board

In 2019 the board consists of:

- Maarten Nelissen: Treasurer
- Emer Beamer Cronin: Secretary, Founder of the Foundation
- Evelyn Doyle: Chairman
- Rajiv Ball: General Board Member

1.3. Remuneration

Board members do not receive any remuneration for their board activities, as stated in the articles of Association. DW has a moderate wage policy for the management team and freelancers and aims at salary levels and working conditions that match the responsibilities. Employees do not receive bonuses or 13th months.

1.4. ANBI

The "Belastingdienst" (Dutch Tax Authority) authorised Stichting Designathon Works with the ANBI status in January 2017. This means that Stichting Designathon Works is classified as 'Algemeen Nut Beogende Instelling', meaning that the foundation is a non-profit, aiming to have as much impact as possible and holds a certain tax exemption status.

Mission, Vision and Impact

2.1 Designathon Works

The Designathon Works foundation envisions a world where children are engaged in co-designing their future world and have the skills to prosper in it. This vision is achieved by spreading a unique educational method which places the child at its heart and is based around design thinking and children's natural interest in technology to teachers, schools and educational institutions worldwide. The Designathon method asks children to help shape a better world using technology, by finding solutions to real-world problems. By 2023 the target is to train 5,500 teachers and 1 million children as global changemakers.

We are facing unprecedented challenges – social, economic and environmental – driven by accelerating globalisation and technological developments. Children entering education in 2019 will be young adults in 2030. We should prepare them for jobs that have not yet been created, for technologies that have not yet been invented, to solve problems that have not yet been anticipated. Education systems globally see the need to innovate and prepare children for unknown futures, yet are slow to change. The OECD 2030¹ Future of Education and their Learning Framework 2030* offers a vision and underpinning principles for the future of education systems. We don't want to wait until 2030, we want to offer children this type of education now, an education that will develop their curiosity, imagination, resilience and self regulation, an education so they can learn to respect and appreciate the ideas and perspectives of others and to develop their agency to contribute to a better world.

The method

In the Designathon method children invent, build and present their self-devised solutions to social and environmental issues, based on the Sustainable Development Goals. It includes teaching materials and tools for ages 4 to 12 years and is available in 10 languages including Dutch, English, Arabic and Spanish. The method is unique due to its ability to enable children's creativity for the tackling of global issues, and physically constructing prototypes with electronics, in a relatively short period of time. It is also unique because it works with children despite background, ability or country. It is able to do this through intense testing and improvements in multiple contexts over a four-year period and through the use of user-friendly tools for children and teachers.

By 2023 the target is to have trained 5,500 teachers and 1 million children as global changemakers. We are making strides towards this goal by spreading our method and way of thinking through 3 tracks. Firstly, through a school program, secondly through tailor-made programs in collaboration with businesses and institutions and thirdly through a global event we host: yearly, the Global Children's Designathon.

¹ <http://www.oecd.org/education/2030/>

Our theory of change highlights two main components of our mission:
 To influence society so they see children as co-designers of society and to teach children how to shape their own futures and prosper.

Theory of Change - Designathon Works

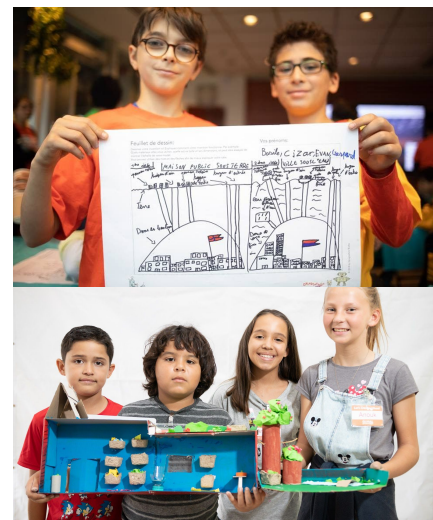


2.2 Impact & Influence

In 2017 we have built the foundations of the organisation and invested successfully in activities that allow the impact to grow, such as the Global Children's Designathon (GCD). In 2019 it was time to further invest in scaling our impact. And we did, our impact increased in 2019.

Our impact activities per December 31st 2019:

- Designathon method available in 10 different languages
- 10 chapter organizations active globally
- 5th edition of annual Global Children's Designathon
- 40 cities and 1.200 children participating in the 2019 Global Children's Designathon
- 3 Designathon Works reports published under the title 'Global Voices of the Next Generation'
- 616 certified teachers / facilitators
- More than 60.000 children reached through school programs, workshops and the GCD



Activities & Projects 2019

Highlights of 2019:

- **Changemaker Challenge Junior**
After a successful first edition of the Changemaker Challenge Junior in 2018, we have created a second edition of the challenge together with the [Dopper Foundation](#). In the challenge, children work on topics such as: How to prevent plastic use, How to improve recycling plastic and How to make people aware of the plastic problem. You can find more information in section 3.2 about this project. This time the project is international and being run by city co-ordinators selected by DW, in London, Berlin, Belgium and Nepal.



- **Global Voices of the Next Generation on Food and Climate Action**
Our annual Global Children's Designathon event represents a unique opportunity to reach out to hundreds of children worldwide, let their ideas be seen and their voices be shared, heard and amplified. Meanwhile, the event opens up doors for the 3rd global research to be conducted in a natural setting, where children are allowed to speak freely. During the event ethnographers performed a study on the thoughts and ideas of our future generation that led to the overwhelming outcome of future voices gathered in this report. 883 children from 28 cities around the world participated globally. Download report [here](#)



- **Online training:**
In the online training we have participants from all over the globe. In three online sessions complimented by homework and readings the participant gains license to facilitate designathons. In total 13 people completed the program. We wanted to pilot test this approach and were very pleased by the committed interaction of the participants and the format. We plan to host it again in 2020.

3.1 School Programs

So far on a local level, 400 Dutch schools did a Designathon workshop. We have trained 670 teachers and 200 teachers are certified. In 2019 we increased our work in schools via our consulting work in schools.

W&T Poule

W&T (Nature & Technology) Poule is initiated by the Amsterdam Municipality to promote science and technology in the curriculum. This year we are working on five consulting projects in schools through this poule: De Brink in Amsterdam Zuid Oost, Narcis Querido, Nautilus Oost, De Odyssee and Geert Groote. Most consulting projects take a year to one and a half years of our involvement.

Taaltechniek for the ABC

This is a project for 'TaalTechniek' (language development) of newcomers' children. Helping children who have recently arrived in the Netherlands learn the language while doing our W&T projects. We successfully delivered two series of designathon lessons: in May around the theme of Waste and in October (with the same group of children) on Food. In total we collaborated with 5 schools on this project.

Verkeer Designathon

The first edition of the 'Verkeer Design Hackathon' commissioned by Verkeersplein Amsterdam took place during the 'Week van het Verkeer' in February 2019. During the Design Hackathons children think of solutions to problems around traffic in Amsterdam.

Online classes on Deforestation

In order to reach children all over the world we have teamed up with WWF and Microsoft to provide Designathon Skype in the Classroom lessons called Our Planet: Deforestation. Through these classes, we could pilot what online designathons would look like. So far ±100 children across India, USA and Europe have received a Designathon Skype Lesson in their own classroom.

3.2 Tailor-made Designathon Workshops

Our tailored-made services are commissioned by a company or organization and made to fit the chosen purpose, theme or context. Any designathon always includes one or more of the following knowledge areas: creativity, 21st century skills, SDG's and technological literacy. A few 2019 collaborations are the Changemaker Challenge Junior and the project for the Amsterdam Designathon Challenge, please find a few other tailor-made project below:

- **GESTE Summer School**
For the summer break we created a highly technological Designathon challenge at a summer school. The 'Green Energy & Smart Technology Education' (GESTE) summer school, commissioned by PHYSEE took place in the last week of July at YES!Delft with a group of 25 children from 6 different primary schools in and around Delft. The Designathon Works team designed a custom design challenge for the programme and trained the PHYSEE team of facilitators and engineers. The three day summer school was wrapped up by a design pitch session, during which all teams presented their ideas to a panel of experts (a.o. TNO, TU Delft and Municipality of Delft) and an audience.
- **The Amsterdam Designathon Challenge 2019**
The Amsterdam Designathon Challenge 2019 was a city-wide designathon challenge commissioned by the Public Library of Amsterdam. During the challenge, 300 children from 10 primary school classes in Amsterdam designed their ideas for the 'Library of the Future'. The winning design was made by three girls from the Montessori school De Regenboog, called the 'Room of Science'; a space where children can come to learn about science through experiments and real-time skype connections with scientists. This design will be included in the plans for the new OBA library, which will be opened in 2025.
- **Armoede/Poverty Designathon in Rotterdam**
Commissioned by the Rotterdam city council, we developed a new designathon workshop on the theme of Poverty in Rotterdam. It was launched with the city councilor on the 17th of October and will be run in 10 classrooms spread over 2019 and 2020.

- **Changemaker Challenge Junior**
Together with Dopper foundation we have created the 'Changemaker Challenge Junior'. In the challenge, children work on topics like: How to prevent plastic use, How to improve recycling plastic and How to make people aware of the plastic problem. We enable the teachers to do the first four 4 steps of a designathon in the classroom, by providing them with a downloadable and very accessible version of Designathon method. They upload the sketches and a short description. The jury will then select several groups that joined that will join the finals on the 6th of June. This challenge is a very interesting opportunity because it allows us to develop a scalable version of the Designathon method for teachers.
[Video recap](#) of the grand finale in 2018
Changemaker Challenge Junior [website](#)
- **(Y)our Rights Festival Leiden**
On Children's Day (20 November 2019), Unicef invited Designathon Works to host a workshop at the (Y)our Rights Festival in Leiden. During the workshop children, teenagers and adults all worked together to design a more sustainable supermarket, that promotes healthy and green food choices.
- **Design Futures**
Design Futures is a two year project, funded by the European Union. Together with TU Eindhoven, Stimmuli and the Aristoteleio Kollegio (Greece), All Grow (Romania) and PACO (Italy), the project is aimed at developing a social innovation approach for primary schools in Europe.

3.3 GCD 2019

Our flagship project is called the Global Children's Designathon (GCD): *A day dedicated to celebrating what the world could be like when children design better futures using new technologies.*

In November 2019, 1.200 children in 40 cities worldwide worked in parallel to design and develop innovative concepts for a better planet. The theme children tackled in this fifth edition was a combination of several SDGs combined into one overarching theme: Food and Climate Action. The children used the Designathon method to develop their own ideas, design and build prototypes to change our current food consumption and production practices. During the day children had contact with each other through a live connection, they presented their ideas to each other, and at the end of the day to a panel of experts, their parents and a public audience. With this project we are highlighting the ability of the children to imagine and design a better future and simultaneously we are calling for changemaker education, globally.

Chocolonely Foundation & GCD

In 2019, the Chocolonely Foundation was still Designathon Works' partner by supporting the Global Children's Designathon in Accra, Ghana and the Daloa, Ivory Coast. This provided a unique opportunity to children of cacao farm communities to work together and come up with refreshing and creative ideas around deforestation. GCD was carried out by Dr. Monk agency.

GCD [video](#) from Ghana

Chocolonely Foundation [website](#)

Dr. Monk [website](#)



GCD 2019 Participation & Impact

Global Children's Designathon celebrated the fifth edition in 2019. Growing from 5 to 40 cities in only five years time. 1.200 children participated in 40 cities around the globe: Abuja, Accra, Amsterdam, Barcelona, Beijing, Belgrade, Bethel, Brussels, Berlin, Chengdu, Chennai, Clearwater, Daloa, Dar es Salaam, Dehradun, Dubai, Geneva, Ghent, Hanoi, Härnösand, Istanbul, Johannesburg, Kathmandu, Kuala Lumpur, Milan, Montreal, Munich, Nairobi, Oranjestad (Aruba), Panjim, Paris, Riffa, San José, Sundsvall, Tel-Aviv, Thessaloniki, Tunis, Warsaw and Zagreb.

Children spoke up! They identified hundreds of problems and generated ideas which led to great inventions, prototypes and presentations.



Lampje video

To take the next step with the inventions of the children, we have made a video of one of the inventions of children in Amsterdam. You can find the video [here](#). The video showcases that children can come up with realistic and feasible solutions to problems.

GCD 2019 Research & Learnings

We used the opportunity of Global Children's Designathon 2019 to conduct our third remote field study in the participating cities. We collected the voices of the next generation on this year's theme 'Food and Climate Action' because:

- We find it important to know: What are the children main concerns? What do they identify as solution areas? How would they suggest to take action?
- We need to showcase the ideas of the children, so adults can take them and their ideas seriously which will increase their sense of agency eventually leading to the next generation of changemakers.
- We are slowly building the biggest online library of children's inventions

The collected data has allowed us to assess how children see problems around food and climate change from a local and global perspective and also apply the inventions they came up with to tackle the identified problems. What we learned and a full detailed report on our impact can be read in the 3rd edition of the Designathon Works report: Global Voices of the Next Generation on Food and Climate Action. Download it [here](#).

Plans for 2020

4.1. Goals

In 2019 our impact increased, leading to a total impact of more than 60.000 children who participated in a designathon workshop. In 2020 we are focusing on further proving our business model, with the focus on scaling.

As an immediate response to the Corona epidemic and children being stuck at home and teachers needing to move to online schooling, Designathon Works launched an online educational project for children with weekly prizes for the best ideas. This educational challenge is based on our design thinking method but adapted to be done online and at home, with instructions for parents and teachers.

In the long term we want to build on this online challenge approach to reach children globally, at scale, to design a better world around the Sustainable Development Goals.

The board confirms that the annual report 2019 is accurate and true. This written confirmation can be signed in different copies and is dated May 4th 2020.

Stichting Designathon Works

Naam: E. Doyle

Titel: Chairman

Stichting Designathon Works

Naam: E. Cronin

Titel: Secretary

Stichting Designathon Works

Naam: R. Ball

Titel: Board member

Stichting Designathon Works

Naam: M. Nelissen

Titel: Treasurer