

DESIGNATHON WORKS ANNUAL REPORT 2017 & STRATEGY FOR 2018



Introduction

Designathon Works is an international social enterprise focused on spreading awareness about the importance of engaging children as co-designers of society. Our Designathon methodology 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, bespoke designathon events 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 2017.

Kind Regards,

The Board of Designathon Works:

- Michel de Rooij
- Maarten Nelissen
- Emer Cronin
- Evelyn Doyle
- Rajiv Ball

The foundation

1.1. Organization

Stichting Designathon Works
Address: Duindoornplein 19, 1032 CL Amsterdam
Phone: +31 (0)613787010
Website: www.designathonworks.com
Email: info@designathonworks.com
Chamber of commerce: 60140615
RSIN: 853781606
Bank: NL77 TRIO 0197 9551 85

1.2. Board

In 2017 the board consists of:

- Michel de Rooij: Chairman
- Maarten Nelissen: Treasurer
- Emer Cronin: Secretary, Founder of the Foundation
- Evelyn Doyle: General Board member
- 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) authorized 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

Designathon Works is on a mission to unleash the creativity of 1 million children worldwide and to teach them to become changemakers for a better future. We also call on society to recognize creative capabilities of children and appreciate their ability to contribute in finding solutions for co-creating a better world.

A designathon is a structured workshop in which children invent, build and present their self-developed solutions to a social or environmental issue around the Sustainable Development Goals. A workshop lasts four to six hours and is facilitated by education professionals. The Designathon method combines aspects of Design thinking and Maker Education, both approaches which are gaining ground in education systems around the world.

Current educational systems focus on knowledge transfer and lack the know-how to cultivate technological literacy and creativity. This is where Designathon Works steps in to fill the gap. We also call on society to recognize creative capabilities of children and appreciate their ability to contribute in finding solutions for co-creating a better world. By 2023 the target is to have trained 5,500 teachers and 1 million children as global change makers. We are making strides towards this goal by spreading our method and way of thinking through 3 channels described in our theory of change.

THEORY OF CHANGE - DESIGNATHON WORKS



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

2.2 Impact & Influence

In 2017 we have built the foundations of the organization and invested successfully in activities that allow the impact to grow, such as the Global Children's Designathon. We will continue our current activities and develop some new products and services for the year ahead. All in order to further scale the organization and essentially the impact on children.

These are our impact activities so far:

Impact activities:

- 32 cities
- 25 nationalities
- 60 schools
- 320 teachers
- 5.100 children
- 1.485 inventions
- 26.000 workshop hours



Activities & Projects 2017

Highlights for 2017

- GCD 2017 & Report - Participation of 18 cities and 600 children
- Waternet Designathon for the Amsterdam International Water Week: [the Minoc and the Dutch Prime Minister Mark Rutte](#).
- Position Paper IDC conference 2017, Stanford University - You can read it [here](#)
- Children on stage at the Singularity U conference. [See footage here](#).
- Collaboration with the Municipality of Amsterdam - Watch the recap video of the day [here](#)
- Worked with 40 Dutch schools reaching 2900 kids & trained 200 teachers

3.1 School Programs

So far on a local level, 60+ Dutch schools have completed our school programs - we have trained 300+ teachers and worked with over 3300 Dutch school children. We will continue our regular school program, training teachers and doing consulting work for schools. We also strengthen our focus on making new network partner relationships to reach more children. A few example school programs below:

Collaboration with the Municipality of Amsterdam:

The most important designathon event in 2017 was the Designathon School Challenge in collaboration with the Municipality of Amsterdam. Through this challenge we encouraged schools to separate and recycle waste. At the moment, 80% of the waste generated by schools is lost for recycling. For the first ever Designathon School Challenge, five elementary schools and two high schools accepted the invitation and challenge on: Waste Sorting at Schools. The Jury identified *De Biënkorf school* and their design as highly distinguished above the rest and Makerversity translated their prototype into a real working object!



OBA

We have a partnership with Openbare Bibliotheek Amsterdam where we hosted our location for the GCD in 2017, but also took part of their program of Maakplaats 021 - a makerspace where schools and afterschool programs take place.

Nairobi Visit

Our Nairobi Visit was mainly focused on finding partners that can help us reach our impact goal in 2023. We identified two potential partners to help us further develop and scale. The Nairobi Design Institute as a partner for developing Designathons in schools. Another option to work with BRCK, who developed the KIO kitt, a device that brings online learning into the rural areas of Kenya and 29 other countries.

3.2 Designathon Events

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 area’s creativity and 21st century skills, SDG’s and technological literacy. We will continue to encourage through consultancy efforts and inspire organizations with innovation. A few 2017 collaborations below:

Collaboration with Singularity U The Netherlands:

We were able to present two inventions of the children and our view on creativity to change the world on the conference of: Singularity U The Netherlands. The audience rated our performance as the most impactful of the conference. [See footage here.](#)

Collaboration with Waternet:

Waternet and the Amsterdam International Waterweek (AIWW) challenged children to think beyond borders concerning international solutions to local issues and design smart solutions to improve water quality all over the world. Designathon Works and artist Pavèl van Houten inspired children to design and create an innovative solution or concept to improve water quality.



One of the prototypes the children built has been transformed into a large object: The Minoct.

The Minoct is a multi-legged robotic creature that whizzes across the water surface, its goal being guaranteed water purification. The Minoct can be used in all oceans across the world. This is video of: [the Minoct and the Dutch Prime Minister Mark Rutte](#).

3.3 GCD 2017

Global Children's Designathon is our flagship project. It is a one-day event, organized annually in November, with children from all around the globe working in parallel to design and develop solutions and innovative concepts around a specific theme*, build prototypes and present them to each other via a live connection, to the live audience and to the wider public via media.

GCD 2017 Participation & Impact

Global Children's Designathon celebrated the third edition in 2017. Growing from 5 to 18 cities in only three years time. On 11 November 2017, 600 children spanning 25 nationalities participated in 18 cities around the globe: Amsterdam (the Netherlands), Chennai & Panjim (India), Dar es Salaam (Tanzania), Dubai (UAE), Dublin (Ireland), Duisburg (Germany), Johannesburg (South Africa), Clearwater (FL, USA), London (UK), Milan (Italy), Montreal & Vancouver (Canada), Nairobi (Kenya), Singapore, Tel Aviv (Israel), Tunis (Tunisia), and Zagreb (Croatia). The theme was Clean Water. Children spoke up! They identified hundreds of problems and generated ideas which led to great inventions, prototypes and presentations.



GCD 2017 Research & Learnings

We used the opportunity of Global Children's Designathon 2017 to conduct a remote field study in 10 of the 18 participating cities. We sought to understand: The level of children's knowledge and their concerns about water in their societies, The child as creative changemaker for global issues and What we can learn from the children's perspective on water. The collected data has allowed us to assess how children see problems around water 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 here: [Global Voices of the Next Generation: Water](#)

STRATEGY FOR 2018

4.1. Goals & activities

Over the past year we have built the foundations of the organization and invested successfully in activities that allow the impact to grow, such as the Global Children's Designathon. In 2018 it is time to further invest in scaling the impact. This means that we will continue our current activities and develop some new products and services. All in order to further scale the organization and essentially the impact for children while keeping the biggest constraints for growth, our evaluations, our (market)research and our theory of change in mind.

4.2. Projects & investments

Global Children's Designathon:

The theme of the GCD 2018 is life on land. It will be relevant to each of the hosting cities and will be adjusted slightly according to their context. The sub themes will be along the following lines:

- How do we grow food
- The needs of wildlife
- Deforestation
- Desertification
- Biodiversity

The aim is to scale the GCD to 25 cities, with 800 children participating.

Investment

We are continuously working on development and growth of our method, our network & community, and our flagship project:

- Growth of new GCD host cities
- Storytelling
- Spreading awareness of importance to engage with children
- Impact on education system
- Digital training and impact assessment tools

4.3. Team

The team will be extended by combining complementary profiles needed to scale the Designathon Works foundation. We hope to have established a team of five full-time people by the end of 2018 and a core team of freelancers & partners to support all of our projects.

The board confirms that the annual report 2017 is accurate and true. This written confirmation can be signed in different copies and is dated April 30 2018.

Stichting Designathon Works

Naam: M. de Rooij

Titel: Voorzitter

Stichting Designathon Works

Naam: E. Cronin

Titel: Secretaris

Stichting Designathon Works

Naam: R. Ball

Titel: Bestuurslid

Stichting Designathon Works

Naam: M. Nelissen

Titel: Bestuurslid

Stichting Designathon Works

Naam: E. Doyle

Titel: Bestuurslid