

Designathon

EVENTS

Tailor-made designathon events
for your company or organisation



With our design thinking method, adapted for children, we approach the child as a complete human being endowed with great creative capacity.

Through our events, we enable you to tap into the natural space of play within a child and among children, to stimulate their creativity, engagement in social issues, and from there, challenge them to design solutions for your theme or issues, aided by the use of modern technology.

Different kinds of workshops:

Designathon events are tailored-made designathons commissioned by your company or organisation and made to fit its theme or context. To accommodate the needs of different types of customers we offer the following:

- **Full designathon event** is a 4 to 6 hours designathon workshop during which children invent, build and present their self-devised solutions to the theme or issue of your choice. It is facilitated by you and Designathon Works crew.
- **Mini-Designation** is a 2 hour designathon workshop during which children invent, build and present their self-devised solutions to the theme or issue of your choice. It is facilitated by Designathon Works crew.
- **Micro-Designation** is a 1 hour designathon workshop during which adults invent, build and present their self-devised solutions to the theme or issue of your choice. It is facilitated by Designathon Works crew.

Each designathon event is run under Designathon Works licence.



Commissioned by Circle Economy:

“Why do so many toys end up gathering dust in closets?” Laila and Nova wondered during a brainstorm on their invention that improves future city life. “That is why we’ve build a library, not for books, but for toys! This way less toys will end up as waste while kids can still enjoy a lot of different toys. Plus it would save space in my mom’s closet.”

Laila and Nova were two of fifty children that were challenged to design inventions for the cities of the future, inspired by the smart cycles of nature, during the **Circular Economy designathon** in Science Center NEMO. The children presented over 20 inventions, solving issues like the plastic soup in the oceans, air

pollution and cold pizza’s upon delivery, to **Prince Carlos de Bourbon de Parme** who used them as inspiration for a vision on the Netherlands as a hotspot for the circular economy.



Commissioned by Design District Zagreb Festival:

This festival indicates the potential of the neighbourhood's cooperation between its creative and responsible entrepreneurial ventures to affirm the production of culture and tourism as a fuel for the development of the city, and advocates design and other creative activities as those which encourage structural changes useful for the development of cultural, craft and manufacturing production, to help the transition from a traditional economy to a creative, sustainable and innovative economy.

And what's neighbourhood without the children? And how would they solve the problems of the growing city focusing on living space, transport and playgrounds? **City of the Future**

designathon was commissioned by the DDZ festival and run in the pop-up space and in collaboration with the FabLab Croatia facilitators.



Commissioned by Patagonia:

Patagonia's mission statement:

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

With that in mind we organised micro-designathon for grown-ups called: **Store as a Community Hub**. Patagonia crew members and NGOs that Patagonia is supporting with their grant programs engaged in the session with the aim to connect with each other and learn how to co-create ideas.

The long term idea is turning Patagonia shops into community hubs for environmental solutions



by incorporating such way of engagement with customers (through making) in shops to interest their customers in concepts of circle economy, repairing and recycling in a new way.

Commissioned by ActionAid:

ActionAid helps people use their own power to fight poverty and injustice. “Because that’s how real change happens – for families, for communities, for whole societies.”

With the **Future of Work designathon** for young adults in Bangladesh and Uganda the teams were set out to understand their situation and their dreams and then come up with an innovative way for them to achieve that dream. “This training is good. I have come up with this brilliant idea of setting up a salon as a solution to



unemployment. How I wish we would not stop in this boardroom but move on to be supported to transform these ideas into reality.” -Conrad Abaho, age 23, accounting graduate from Western Uganda.

ActionAid magazine
“Putting ideas to
work”

Commissioned by The Royal Netherlands Air Force:

The Royal Netherlands Air Force is the military aviation branch of the Netherlands Armed Forces. It was created in 1953, though its ancestor, the Luchtvaartafdeling of the Dutch Army was founded with four pilots on 1 July 1913.

With the **Future of the Transport designathon** we engaged the children of the Air Force officers to re-think the transport system and to learn the basics of the coding with Scratch and mBot. Few of the officers co-facilitated the workshop too. At the end of the two-day workshop children gave a festive presentation of their ideas and designs in front of the grown up audience and received their feedback.



Commissioned by Philadelphia:

Philadelphia is a Dutch national healthcare institution. “We guide people with intellectual disabilities and want our clients to be happy from our work. And to get the best out of themselves.”

We were invited to investigate how technologies like the **Makey Makey**, **mBot**, **Ollie** and **OzoBot** can be deployed in the educational activities of the Trampoline establishment in order to support children with intellectual disabilities and to educate them about new technologies.

After the specially developed workshop program and carefully picked workshop technology, we

held a hands-on session with Philadelphia staff and children to deploy the new technology in the practice.



Commissioned by Cyclehack Amsterdam:

Cyclehack is a global movement that supports people with the tools and platform to design, prototype and test new cycling innovations.

Already two years in the row has Designathon Works been invited to host the designathon workshop at the Cyclehack Amsterdam. Theme of the cyclehack designathon 2015 was **Future of Cycling** and 2016 was **Safety**.

Last year's event has been held at the CycleSpace pavilion of the pop-up Fabcity in Amsterdam.



**Cyclehack
Amsterdam video**

Commissioned by the Dolhuys Museum: exhibition

The **'Imperfect Human' exhibition** celebrates the 10 year existence of the Dolhuys Museum and its partnership with the Liliane fonds. As a part of the exhibition partners wished to share the stories of children with handicap with the public, both adults and children, through the eyes of the children themselves. It's a positive story, of not only surviving but of taking part, of growing, of contributing to their families and their own futures.

In order to create this story we worked with groups of children in three countries; focusing in particular on three children: Aisha in the Philippines, Bamboka Andrew in Uganda and Maud in the Netherlands. The theme of the designathon workshop with all three children was **To Overcome**. The aim was to allow each child to come up with an invention which would help them



overcome some daily challenge they themselves experience.

During the workshop we co-created with children a number of drawings, insights and objects about children themselves, their lives and their inventions. This material, together with the photography made during the proces were used as the inputs for the exhibition.

Commissioned by the Dolhuys Museum: workshop

As the part of the exhibition, Dolhuys Museum wanted to offer an **creative workshop** for schools and child visitors. For that purpose, we developed a special designathon workshop and trained the staff of the museum to be able to run it for the young visitors.

The workshop had three parts:

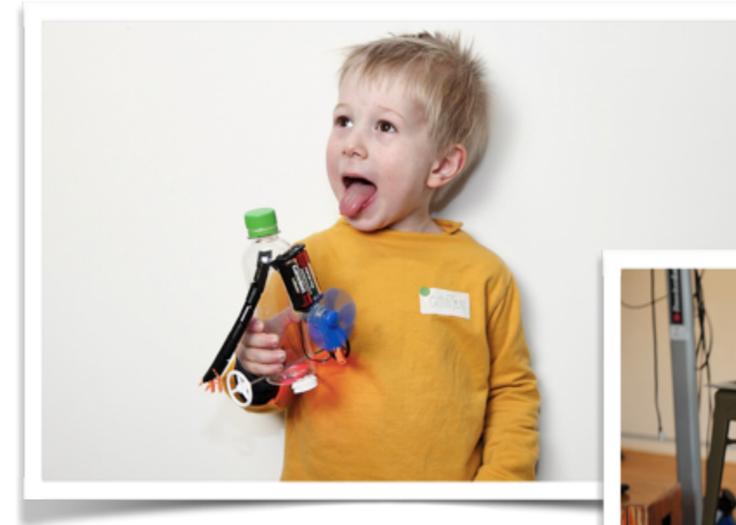
- Part 1: the exhibition tour where children become acquainted with the stories of Aisha, Bamboka Andrew and Maud.
- Part 2: a designathon workshop with the theme 'To Overcome'.
- Part 3: presentation of children's invention to their parents.



Collaboration with FreedomLab:

FreedomLab is a cross-over innovation hub, a living lab, a future studies think tank and a strategy consultancy that enables organisations and people to have a positive impact on their surroundings, in a time of change. FreedomLab is also our supporter from the day one.

After giving in to many requests to adapt our method so that the children at the ages 4 to 7 can also do it, we found it only logical to pilot the first toddlers designathon at our FreedomLab headquarters with the children of the people we see almost every day. The first toddler designathon was called **Robots** and during the workshop the youngest ones learned about



different sorts of robots, the difference between a robot and a human being and how to design and make prototypes of a robot they would like to have. Since then, toddler's designathons are part of our regular program.

Collaboration with the Municipality of Amsterdam:

Together with the **Municipality of Amsterdam**, we want to encourage schools to separate and recycle waste. At the moment, 80% of the waste generated by schools is lost for recycling.

Therefore we invited Amsterdam schools to join us with the first ever **Designathon School Challenge**. Five elementary schools and two high schools accepted the invitation and the challenge was on: **Waste Sorting at Schools**. At the end of the day children presented their plans and pitched their ideas in front of the jury. De Biënkorf school received the financial support and guidance to implement their design at school, Hyperion Lyceum will have have their design

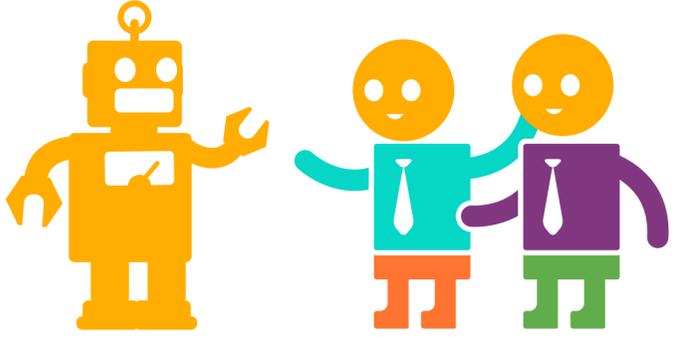
carried out by the makers of **Makerversity**, and on display in the City Hall, three schools received a 3-D printing course from **vanPleestik** and two schools went home with **micro:bits**.

With this initiative we hope to go nation-wide.



Recap video
of the day

Clients we recently worked with:



Where children design better futures using new technologies

3D PRINTED FOOD FOR HOMELESS PEOPLE



A HOUSEHOLD DEVICE THAT CAN UP-CYCLE THE PLASTIC, COFFEE AND DEBRIS

A STREET CLEANING ROBOT YOU CAN SEND A MESSAGE TO COME AND CLEAN YOUR STREET



Circular Economy Designathon in NEMO (in Dutch)

**Would you like to know
what Designathon Works can do for
your organisation?**

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