GLOBAL INNOVATION CHALLENGE

Description

The Global Innovation Challenge is one of the world's most unique business-related events for high school students. Students representing different countries work in multinational teams to solve a pressing global issue using design thinking principles.

In preparation for the Global Innovation Challenge, multinational teams of students will meet and collaborate online during February, March, and April. Students will work with mentors who will coach them on strategies to address the problem and develop a slide show, which will be presented to judges at the final event in April 2022.

Students will use the Design Thinking and Design for Delight (D4D)'s three principles (Deep Customer Empathy, Go Broad to Go Narrow, and Rapid Experimentation) for creative problem-solving.

Career Readiness Framework Alignment

Leadership:
Demonstrates intrapreneurship

Professional:
Demonstrates well-rounded perspective and unique style

Collaborates with others
Solves problems creatively
Embraces diversity

Functional:
Conducts research and analysis

Core Technology Skills:
Presentation slides

The Challenge

You and your team have been challenged to develop solutions for communities to combat climate change. You are tasked with using the design thinking process to identify problems communities face in combating climate change and providing solutions that not only help communities reduce greenhouse gas emissions, but also have "co-benefits" that contribute to a better, more equitable world, that also support their prosperity financially and socially.

You will be tasked with:
1) identifying a common problem your communities face in combating climate change (ex. Why is it hard/what decisions are difficult to support efforts that reduce greenhouse gas emissions),
2) finding a solution to this problem that incorporates the challenge criteria, and
3) developing a hypothesis statement and experiment to test to see if your solution would work.

Guidelines

Oral Presentation: Multinational teams of students will have **up to 8 minutes** to deliver an oral presentation addressing the challenge. Teams are required to create presentation slides and should be prepared to share their screen for the online presentation.
Q&A: The presentation will be followed by **5 minutes** of Q&A from the judges.

Rubric

5 stars Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 stars Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws or section missing.

GLOBAL INNOVATION CHALLENGE RUBRIC

Rubric & Scoring Elements

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

ELEMENT	JUDGING CRITERIA
Deep Customer Empathy ***Follow Me Home*** ***Customer Problem Statement***	*How well does the team articulate their customer research and problem statement?* • Identifies 1 common problem communities face in combating climate change • Shares their customer research that goes beyond assumptions and common knowledge (i.e. "**follow me home" interviews**, customer observations, interviews, and/or research that generated new and surprising insights) • Provides a clear and simple summary of the main customer problem (**customer problem statement**)
Go Broad to Go Narrow ***Brainstorming*** ***100-Point Narrowing*** ***Storyboard***	*How well does the team describe their creative process to **"Go Broad to Go Narrow"**?* • Finds solution to problems that incorporates ideas that help communities reduce greenhouse gas emissions, have "co-benefits" that contribute to a more equitable world, and support prosperity financially and socially • Provides details on their **brainstorming process** for coming up with many different ideas to solve the customer problem • Shows the narrowing process (**100-Point Method**) of how they carefully and thoughtfully explored and then selected one idea from many to pursue • Creates a **storyboard** to draw out how the solution would work
Rapid Experiments with Customers ***Prototype*** ***Experiment Plan*** ***Hypothesis Statement***	*How well does the team test ideas through experimentation and prototyping?* • Identifies how the solution directly address the customer problem in a way that is likely to improve their lives • Describes, illustrates, or explains a simple **prototype** of their concept • Provides an overview of an **experiment plan** to use fast, easy experiments to test their solution (fast cycle sketch test, fake-o test, concierge test, technical test, etc.) • Develops a **hypothesis statement** and experiment to test to see if the solution would work • Is the solution presented innovative, providing a new approach or significantly improving an existing approach?
Quality of Design & Delivery of Presentation	*How well does the company present the material?* • Design: Logical organization, well designed and branded, free of errors, quality writing, effective use of charts, graphs and graphics, font is easy to read, legible. Includes applicable footnotes or citations to research. • Delivery: Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact. Presenter(s) are dressed professionally and display appropriate body language. Presentation is engaging and effective.
Q&A	*How well does the team answer questions based on the presented materials?* • Are they able to effectively answer your questions? • Are they able to provide additional context or clarity that enhances the information presented? • Are their responses consistent with the information that was presented?