

# WHAT DESIGN CAN DO!

IN PARTNERSHIP WITH



## What Design Can Do launches global Climate Action Challenge

Challenge calls on creative community to submit game changing ideas to help people adapt to climate change.

**Amsterdam, 23 May 2017**

**What Design Can Do, the IKEA Foundation and Autodesk Foundation proudly announce the launch of the Climate Action Challenge. This new global design competition calls on designers and creative thinkers to submit practical and inspirational solutions to fight climate change and help people cope with its effects. It focuses on the world's poorest and most vulnerable communities, who will suffer the most from the changing climate.**

### **Adapting to climate change**

So far, most climate action has focused on reducing carbon emissions to try and limit global warming. But as natural disasters become more frequent and intense, people must find ways to adapt. Communities also need to work together to deal with the consequences of climate change: food and water shortages, homelessness, ill health, mass migration and conflict.

### **The challenge.**

What Design Can Do invites designers, creative thinkers and imaginative trouble-shooters from all countries and disciplines to participate in the challenge. It seeks design ideas that will help communities vulnerable to climate change – focusing on their food, water, housing, health and energy needs. The best designs are innovative, practical, scalable, affordable and easily understood.

Challenge participants have until 24 September (extended from initial date of 21 August) to submit their ideas. There are separate tracks and awards for students, creative professionals and start-ups. The winners, selected by an international jury, share an award package worth €900,000. This includes a production budget and a tailor-made acceleration programme to help them bring their ideas, prototypes or start-ups to the market and make them ready for investment.

The Climate Action Challenge builds on the success of the Refugee Challenge of 2016, which attracted 631 entries from 70 countries. The five winning ideas are currently in development.

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## What Design Can Do Live

Ahead of the challenge, some of the world's leading designers, experts and activists will meet at the What Design Can Do conference in Amsterdam on 23-24 May, to discuss the issues surrounding the climate change crisis. Speakers at the event include Canadian designer Bruce Mau, IKEA head designer Marcus Engman, former director of London's Design Museum Alice Rawsthorn and celebrated British designer Harry Pearce. Visitors will also be able to take part in a range of challenging workshops and Q&As.

*"The collaboration with IKEA Foundation and Autodesk Foundation is unique", says **WDCD founder Richard van der Laken**. "We don't just reach out to the global creative community to come up with solutions, together we also have real developing power."*

***Per Heggenes, IKEA Foundation CEO**, says: "We believe climate change represents a very significant threat to the future of children living in poor communities —and that innovative design can help their families cope and adapt. We see that the creative community is eager to make their contributions to efforts to tackle climate change. Stories of communities affected by droughts, typhoons, or rising sea levels are implicitly asking creatives: which side are you on? This initiative will help creatives side with the many people, and this is why we're supporting the What Design Can Do Climate Action Challenge."*

*"Climate change is one of the greatest design challenges of our time, and addressing it is essential to the long-term success of society," said*

***Lynelle Cameron, president & CEO, Autodesk Foundation** and vice president of Sustainability, Autodesk. "At Autodesk, we support entrepreneurs, start-ups, and non-profits to create climate change solutions through funding, software, and services. We're proud to be supporting the What Design Can Do Climate Action Challenge as a way to help more climate innovations get to market and succeed."*

## Acceleration partner: Social Enterprise NL

What Design Can Do teams up with Social Enterprise NL as accelerator partner for The Climate Action Challenge. Founded by Willemijn Verloop and Mark Hillen in 2012, Social Enterprise has immense experience and a network of experts, enabling it to offer social start-ups direct support in specific areas such as access to finance, impact measurement, positioning and marketing, sales and acquisition, and legal support.

## Research partner: STBY

is a design research consultancy based in London and Amsterdam. STBY's creative research projects connect organisations with the lives and experiences of their customers to bring real people into the heart of service innovation processes. STBY is the initiator and co-founder of the REACH network for global design research and is the design research partner of What Design Can Do since 2015.

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Note for the editors, not for publication

Following the launch Paige Rodgers (Autodesk Foundation), Elizabeth McKeon, Radu Dumitraşcu (IKEA Foundation), Richard van der Laken and Dagan Cohen (What Design Can Do) are available for interviews.

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