

Dopper Changemaker Challenge Junior

From 2018 to 2020, Dopper commissioned us to enable over 42.000 children around the globe to reduce single-use plastic.



Purpose | Dopper, a social enterprise and reusable water bottle producer, commissioned us to engage communities in their mission to reduce single-use plastic.



Partnership | We co-created the Dopper Changemaker Challenge Junior (CMCJ) that empowered children to find solutions to plastic pollution.



Impact | In 2018, we engaged 15.000 children in the Netherlands in CMCJ. Because this was a huge success, we decided to make the challenge global. Through Designathon Works network partners and a child-friendly online challenge, we engaged 27.000 children in the challenge from the Netherlands, the UK, Germany, Belgium and Nepal in 2019-2020. CMCJ raised awareness about the issue of single-use plastic with educators, children and their families and empowered thousands of young changemakers to act.

You can watch the videos of the winning ideas [here](#).



To organize two Dopper Changemaker Challenges junior in partnership with Designathon Works has been a blast. Our organizations are a perfect match in terms of ideology and vision. The expertise of Designathon Works has been of great added value: it enabled Dopper to bring a respected, innovative and entertaining education program to market. Last but not least: the team spirit and client centered approach that Designathon Works brings to the table makes our partnership sparkle! - Anneke Hendriks, Dopper



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HEMA Redesign Contest

In 2022, HEMA commissioned us to design and run the children's program for their long-running Redesign Contest, a platform aligned with their mission for sustainability and product longevity. We created workshops and hands-on activities that enabled children to rethink everyday products and explore how items could be smarter, more durable, and more beautiful.



Purpose | To show that even the youngest generation can be designers of a more sustainable future. By inviting children to redesign everyday products, the contest became a space where fresh, imaginative ideas revealed new ways to make daily life smarter, longer lasting, and more beautiful.



Partnership | We developed the concept for the Kids Edition and designed the accompanying workshop, guiding children through a creative, hands-on process. Four winning ideas were presented during Dutch Design Week in Eindhoven, alongside the main contest. We also supported HEMA with storytelling, PR, and activation to ensure strong visibility across their channels.



Impact | Forty finalists joined the HEMA Re-Design Workshop and four winning ideas were presented during Dutch Design Week in Eindhoven, alongside the main contest. The project repositioned the contest as a flagship sustainability initiative, broadened the audience from adults and designers to entire families. Together with HEMA we turned a beloved tradition into a strategic platform for sustainable innovation, engaging both today's consumers and the next generation of changemakers.

You can read more about it [here](#).

“ HEMA stands for the longevity of its products. We want to redesign products and solutions that are guaranteed to last longer, such as a cheese slicer with a ten-year warranty or a toy train that can be passed down through three generations. To achieve this, we support our customers before, during and after product use — by using quality materials, offering advice on maintenance, and guiding them on what to do with a product once they no longer need it. - Loe Limpens, Creative Director HEMA



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Microsoft

In 2022, Designathon Works, funded by Microsoft, ran *Eating is Learning!*, a project empowering children to create innovative solutions around healthy eating and lifestyles. The project took place in the Hollands Kroon municipality, where Microsoft supports capacity-building initiatives for communities surrounding its data centers.



Purpose | To educate and engage children in designing solutions that promote healthier eating habits in their communities. Students were asked to consider practical challenges such as lack of time, limited budgets, knowledge gaps, and the influence of fast food advertising, and respond to the guiding question: “What can you think of to help people eat healthier?”



Partnership | Designathon Works designed and facilitated a school curriculum, creating hands-on, contest-style lessons. In collaboration with Microsoft, the Hollands Kroon municipality, and JOGG. Six schools and 149 students aged 8–12 participated, with six teachers co-facilitating lessons. Using the Designathon method, students worked in small groups to develop 45 innovative solutions while building skills in creativity, teamwork, problem-solving, and digital literacy.



Impact | The project successfully engaged 149 students across six schools, generating 45 practical solution ideas. Pre- and post-project surveys showed increased knowledge of healthy eating and stronger problem-solving abilities. Teachers observed notable growth in collaboration and creativity, demonstrating how children can actively design solutions to real-world challenges and contribute to healthier communities. You can read the full report [here](#).



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City of Rotterdam

From 2019 to 2020, the City of Rotterdam commissioned us to enable children to problem-solve on poverty.



Purpose: The City of Rotterdam (Gemeente Rotterdam) partnered with us to listen to and empower their community in new ways by gaining insight from children.



Partnership: We co-created a challenge on the theme of poverty.



Impact: 164 children participated in the challenge, developing 21st-century skills, realising they have the power to strengthen their own communities, and building empathy with children from different income backgrounds. After the challenge concluded, selected children presented their key issues and proposed solutions to poverty to the local mayor along with a report. The municipality is incorporating this input into the 2021 policy on poverty ensuring that the needs of children are better addressed. You can read the full report [here](#).



You need to listen to what children have to say. And I mean really listen. Designathon Works helps to do so. We have worked very well together. The Designathon Works team is pleasant to work with but is also results-oriented. - [Melinda Lorincz](#), Gemeente Rotterdam



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