

# Future-focused corporate pledges



Financing the empowerment of children around the world by setting up a pledge model in your company

## Interesting in helping children design a more sustainable future?

By including Designathon Works as a beneficiary of your company's pledges, you can support the empowerment of children and their educators all over the world.

The Global Children's Designathon (GCD) is an annual event that uses design and problem-based learning to encourage children from all over the world to think creatively about sustainability issues. During these designathons, children design and prototype inventions to address the world's most urgent development challenges such as access to clean water, deforestation, and climate change and food security. Because our GCDs take place every year, they are the perfect opportunity for your company to track its social impact investments over time.



*What if we saw children as changemakers, as engaged humans, as activists or inventors, and then helped them to develop their passion and abilities for these roles?*



## Use a percentage of your company profit to... Sponsor a Global Children's Designathon:

### Content expert

Your sponsorship contributes to the development of the GCD theme of the year, a technology component of the maker kit, and the development & execution of the media strategy for GCD.

€2.000  
annually or  
€3.000  
once off

### Research champion

Your sponsorship goes to researching designathon content, conducting field research in participating cities, and the development of our annual publication: 'Voices of the Next Generation' report.

€3.500  
annually or  
€5.000  
once off

### Local leader

Your support is directly targeted to network partners and designathon hubs to host the GCD. This includes planning costs (venue hire, catering etc), materials and office admin. This will also include participation gifts for teachers and facilitators.

€6.500  
annually or  
€8.000  
once off

### Changemaker

Your sponsorship supports the development of the content, research and organisation elements of all three packages in order to create a successful and impactful global event. This will also sponsor prizes for the winning innovation.

€20.000  
annually or  
once off



Use a percentage of your product offering to...

Donate your existing products and services as gifts and prizes:

The success of our GCDs requires the coordination of multiple actors. Both children and their educators invest a significant amount of time, effort and creative energy into the GCD process.

To reward children, teachers and our panel of experts for their participation, we like to provide all participating teachers with gift bags, gearing them up to facilitate changemaking in their classrooms. Children will receive a Designathon Works t-shirt.

However, these participation gifts are only suggestions.

We would love to hear more about your products and how they can be used to celebrate design-based learning across the globe.

In addition to participation gifts, you can also sponsor the realisation of the GCDs winning concept. Designathon Works provides prizes to the changemakers who come up with the most innovative and groundbreaking concept and provide the young innovators to make their designs come to life. Your products and services can be used to meet the physical components required to build these designs or your services can be used to help children implement them in their home countries.





## Use a percentage of your time to... Organise our Global Children's Designathon:

### PR & marketing <sup>32</sup> hours

We aim at sharing the value of design-based learning and creative education with as many children, educators and decision makers globally. We welcome experts in PR and Marketing for both pre and post event engagement.

### Facilitation <sup>16</sup> hours

Learn the Designathon Works method and facilitate the designathon workshops in a country of your choice. Note: if you would like to volunteer your time towards this service then we require at least 2 years of trainer or facilitator experience.

### Graphic design and desktop editing <sup>16</sup> hours

One of the key deliverables of our GCD event is an annual research and impact report called 'Voices of the Next Generation'. We welcome desktop editors and graphic designers to work on the report with us after the global event.

### Event planning <sup>10</sup> hours

Work with our Designathon hub partners to plan and coordinate the designathon workshops in your country of choice.



Are you a thought-leader in climate change who would like to share your knowledge with children (8-12 years old) around the world? Then donate your time as a speaker in one of the Global Learning & Exchange Week sessions!

Are you ready to help children design a more sustainable future?

**Sign up here!**

By sponsoring the Global Children's Designathon you receive prime access to the data and the outcomes of the field research, prime access to the children's designs, the possibility to embed a specific sub-theme or subject of interest in the research to get info on motivation and interests of the children, and your logo on the report and all report related communication materials.

For further queries, please contact [vithika@designathon.nl](mailto:vithika@designathon.nl)

