



DESIGNATHON WORKS

ANNUAL REPORT 2021 & PLANS FOR 2022



Empowering children to design a better future

Introduction

Designathon Works is an international foundation that empowers children (aged 8 - 12) around the world to design sustainable futures using simple technologies. We do that with a proven, collaborative design process, called 'Designathon'.

We see children as changemakers: engaged citizens, activists, scientists and inventors. Our methodology, lesson materials and network offer a pathway for children to identify problems in their communities", and develop their capacity to take action for a world they want. Each Designathon topic is related to its participants' specific context, and is also nested within a bigger global challenge linked to one of the United Nations' 17 Sustainable Development Goals, such as water scarcity, poverty, deforestation, or citizenship.

Designathon Works operates under the name: Stichting Designathon Works. In this report, we elaborate on the policies and activities of Designathon Works in 2021 and plans for 2022.

Kind Regards,

Michele Ernsting, Maarten Nelissen, Emer Beamer Cronin & Roshan Paul

(The Board of Designathon Works)

The Foundation

1.1. Organization

Stichting Designathon Works

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Chamber of commerce: 60140615

RSIN: 853781606

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1.2. Board

In 2021 the board consisted of:

- Michele Ernsting: Chair Woman
- Maarten Nelissen: Treasurer
- Emer Beamer Cronin: Secretary, Founder of the Foundation
- Roshan Paul: General Board Member

1.3. Remuneration

Board members do not receive any remuneration for their board activities, as stated in the articles of Association. Designathon Works has a moderate wage policy for the management team and freelancers and aims at salary levels and working conditions that match the responsibilities. Employees do not receive bonuses for the 13th month.

1.4. ANBI

The “Belastingdienst” (Dutch Tax Authority) authorized Stichting Designathon Works with the ANBI status in January 2017. This means that Stichting Designathon Works is classified as ‘Algemeen Nut beogende Instelling’, meaning that the foundation is a non-profit, aiming to have as much impact as possible and holds a certain tax exemption status.

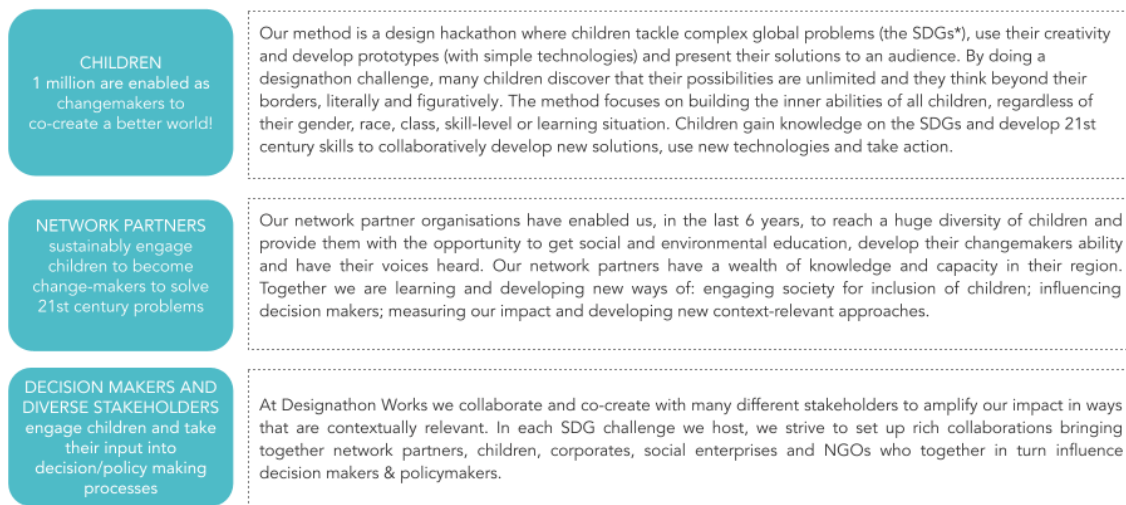
Mission, Vision and Impact

2.1 Our dream...

What if we radically reimagined the way we see children? What if we saw children as changemakers, engaged humans, activists, scientists or inventors? What if EVERY child was offered a path to develop these abilities?

Designathon Works (DW) is a Dutch non-profit organization with the ultimate aim to enable 1 million children around the world to become changemakers for a better world and that society in turn includes children in co-designing the future.

2.2 How do we create the change we wish to see?



2.3 Our approach to enabling children: the Designathon method



We engage children in Designathons, design hackathons where they define and tackle complex global problems (aligned to the SDGs*), such as clean energy, clean water, waste and poverty.

The Designathon method is a structured and open-ended process where children (8-12 yrs) design, build and present their ideas.

Children gain knowledge on the various SDGs, gain 21st century skills (like creative thinking, global citizenship and technological literacy) and gain agency to take action. The methodology maps to learning objectives specified by:

- OECD's Future of Education 2030 framework
- Unesco's SDG's Learning Objectives
- World Economic Forum's Future of Jobs report

Designathons build the inner abilities of all children, regardless of their gender, race, class, skill-level or learning situation. We work with a diverse population of students, at least 50% of whom come from disadvantaged backgrounds. Some are growing up in the slums of



DesignaThon
WORKS

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Nairobi, some are newcomers in their first year in the Netherlands, and some are winners of the Shanghai Science Fair.

2.4 Impact & influence

Through SDG Challenges, we have demonstrated that education has the power to change the world! We can show the impact of our work on three levels:

INDIVIDUAL IMPACT:

- Children gain 21st century competencies and agency to fulfill their personal ambitions and strengthen society
- Families who are influenced by their children's enthusiasm, concern and conversations about the topics

REGIONAL IMPACT:

- Local/regional government, policy makers and private sector partners integrate children's perspectives, insights, and solutions on local issues into policy decisions
- Schools that adopt our method in the classroom also report a noticeable behavior change in their children, but also in teaching staff. The same holds for the employees of our corporate partners.

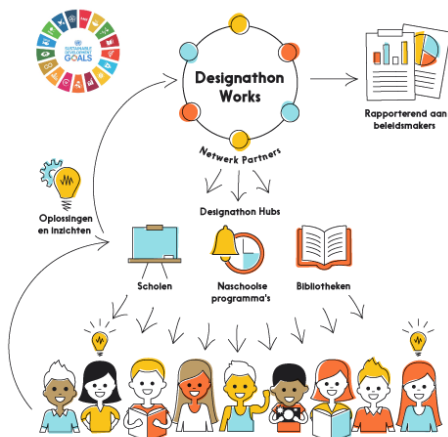
GLOBAL IMPACT:

We change the world by influencing many stakeholders through our research reports. Please find an example of the latest Global Voices of the Next Generation via [this link](#).

- By deeply engaging communities, we create a virtuous cycle of impact



➤ Amplifying impact globally, by networking locally



In each SDG-linked challenge we host, we strive to set up rich collaborations between our Network Partners and our sponsors: companies, social enterprises and NGOs. Together, all the actors in our ecosystem align to influence decision makers & policymakers, ensuring the voices of youth are heard on topics such as clean energy, water scarcity, inequality, and sustainable food systems.

➤ Our impact numbers:

LOCAL

On a local level, we influence:

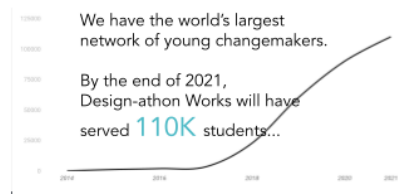
- Children who gain 21st century competencies and agency;
- Families who are influenced by their children's enthusiasm, concern and conversations about the topics;
- Schools/classrooms who adopt our method and notice behaviour change after conducting our workshops.

REGIONAL

On a regional level, we influence municipalities and organisations by providing children's perspectives on problems and solutions for their policymaking or strategy.

GLOBAL

On a global level, we influence many stakeholders through our research reports. Please find an example of the latest Global Voices of the Next Generation via [this link](#).



By training **1900** teachers & facilitators...



Who supported students in developing **26.767** inventions...

4 of which have been implemented in their regions



INDICHTEN EN WETKOMSTEN: KINDEREN DENKEN MEE OVER ARMOEDEPROBLEEM IN ROTTERDAM 2019-2020



REPORT: Poverty in Rotterdam, The Netherlands



REPORT: Global Voices of The Next Generation on Food & Climate

Activities & Projects 2021

3.1 Highlights of 2021

➤ 2021 marked the year that we reached the 100,000 children milestone!



Together with all our partners, hubs, teachers and all our community members we reached 100,000 children! We are grateful for all the support received all over the world to mark this milestone.

That being said, 2021 was also troubled by the Corona epidemic, which made the planning of events and programs in schools very complex leading in some cases to the postponement or the hosting of online events. The uncertainty was felt amongst partners in the Netherlands and by our Hubs

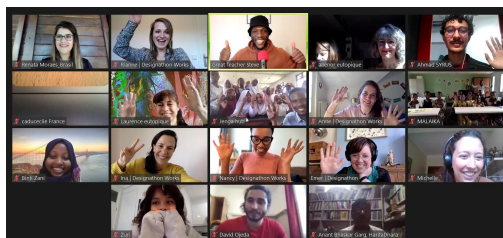
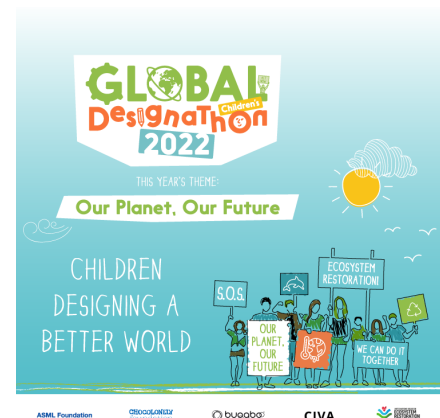
and Network partners alike, this affected everyone's local programming and the organizing of the Global Children's Designathon.

Nevertheless we will continue working together to ensure that we reach our vision to empower 1 million children to design a better world in 2022 and further. Let's do this.

➤ Global Children's Designathon 2021

The sixth edition of the Global Children's Designathon (GCD) took place between November 2020 and January 2021. Through the GCD, we emphasized the children's ability to envision and design a better future while advocating for changemaker education, globally. More than 1,300 children from 15 countries participated in over 40 workshops and came up with more than 400 inventions around the topic of 'Clean Energy and Climate'.

Due to the pandemic, the finals of the GCD took place mostly online and some of the sessions were broadcast 'live' to the audience around the world. In a coordinated effort with our



local network partners across our geographical footprint, we ensured that even remote locations like Ifakara in Tanzania, where connectivity can sometimes be challenging, we are able to join and engage in the online finals, making it an even bigger impact and a truly global experience!

Find all the GCD 2021 highlights [here](#).

➤ Ambassadeurs van Amsterdam Junior

In collaboration with Ambassadeurs van Amsterdam and the Municipality of Amsterdam, we developed a leadership program for young Amsterdammers to gain insight into how their talent can contribute to a social issue in their neighborhood or the city. The program was carried out with 100 children in Amsterdam, and their ideas were presented to, among others, city council chairperson Emre Ünver.



➤ Online training of educators at SHEF, India



20 SHEF educators were trained online during 3 sessions in the Designathon method in August 2021. Study Hall Educational Foundation (SHEF) is a non-profit organization with a track record of transforming the lives of millions of children, particularly those of girls and young women. SHEF runs a network of model schools and outreach programs in rural and urban India. They run high quality education with egalitarian inclusiveness and our holistic, social justice-focused approach to directly address the patriarchal system in India. The educators loved the creativity of the Designathon method. They have since run a number of Designathons with girls about the environment.

➤ Role Models x H&M campaign

Designathon Works was Commissioned by H&M Netherlands to design a workshop on sustainability issues in the clothing industry.

We were delighted that through the collaboration, children came together in a DW style workshop to design solutions for a more sustainable fashion industry. The event was also featured on Dutch National TV.



➤ Design Futures



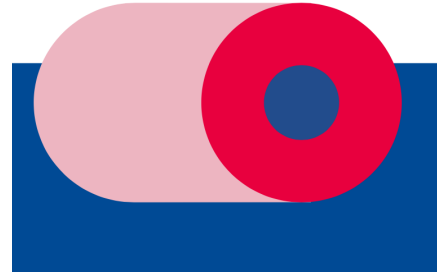
Design Futures is a European design-project funded by Erasmus+. The project aims at offering new sustainable practices that embed Design Thinking and Maker Education pedagogies in school. To develop and research new teaching and learning models that enable teachers to embed design thinking and maker education in the school curriculum. Design Futures allowed 31 researchers, designers, and administrators to participate in the project over two years. A total of 1293 participants benefited from the project activities, covering teachers participating in training workshops (40), teachers and students who piloted the materials (43 teachers, 882 students), and other policy makers and other stakeholders. The participating countries were Italy, Greece, Romania and the Netherlands. The website can be seen at <https://designfutures.eu>.



➤ OBA.start

OBA is the Amsterdam Public Library and they work closely with the City council. In this project called OBA.start the aim was to develop an information and support service for all newly born citizens of Amsterdam and their parents regarding the digital possibilities and risks in the life of a child. Designathon was asked to develop and host two designathon workshops with the age groups 3-7 year olds and 8-12 year olds, in order to gather insights and ideas for the envisaged service. The children's inputs were analyzed and presented to the OBA and City council team working on the project and for Designathon a good example of how the method can be used as a research or community listening tool with children.

**Jonge uitvinder
Kom je ons helpen?**



Partnerships, Awards & Nominations 2021

4.1 Partnerships

In 2021 we worked with the following partners:

➤ Design Futures

A European design-project funded by Erasmus+. The project aims at offering new sustainable practices that embed Design Thinking and Maker Education pedagogies in school.

➤ Doppler

In 2021 the last project items were completed for the Doppler Changemaker Challenge Junior, a challenge empowering children ages 8-12 to find solutions that will change people's behavior regarding single-use plastic.

➤ Openbare Bibliotheek Amsterdam

OBA.start the aim was to develop an information and support service for all newly born citizens of Amsterdam and their parents regarding the digital possibilities and risks in the life of a child.

➤ H&M

Designathon Works was Commissioned by H&M Netherlands to design a workshop on sustainability issues in the clothing industry.

➤ Gemeente Amsterdam

In collaboration with Ambassadeurs van Amsterdam and the Municipality of Amsterdam, we developed a leadership program for young Amsterdammers.

➤ Ashoka Changemakers United

supported us financially and with expert volunteers to set up our community platform and further develop our Business development.

➤ ASML Foundation

decided to support our Global Children's Designathon for 3 years, the first edition being held in 2022.

➤ Choclonely Foundation

supported the Global Children's Designathon for the last four years in a row. The 2022 edition of the GCD will be the last year to support us in this format, before we start to roll out a far bigger program



in the cocoa communities.

- Climate Race to Zero

supported us for the first time in the Global Children's Designathon, it being part of a bigger program around the COP in Glasgow.

In 2021 we signed the following partnerships that will be rolled out in 2022:

- Samen voor alle kinderen

A consortium consisting of Stichting Jarige Job, Stichting Leergeld, Fonds Kinderhulp and Jeugdfonds Sport & Cultuur, asked us to set up a challenge where children think about how more people can be informed about certain options when living in poverty.

- Microsoft

Commissioned us to roll out a program in the municipality Hollands Kroon to enhance healthy eating habits, digital literacy and 21st century skills.

- Chocolonely Foundation

This two year program will focus on capacity building for children and teachers in cocoa communities in Ivory Coast and Ghana. We will ask the children to come up with ideas around some of the big topics in the community, like health, education, climate change.

- Food Rescue:

Erasmus + funded project where we will be designing a curriculum on Food waste with other partners.

- HEMA

The project called a 'ReDesign Competition Kids' is part of their new sustainable strategy. The project consists of 3 phases in which we start with simple, creative sustainable assignments to do at home and to share their results. Subsequently, a number of children will be selected and invited to participate in a day long workshop. A selection of the best of ideas will be exhibited during the Dutch Design Week.

4.2 Awards

Designathon Works was celebrated in the HundrED Hall of Fame as one of the 100 most inspiring education innovations in the world. Visit our HundrED profile [here](#).

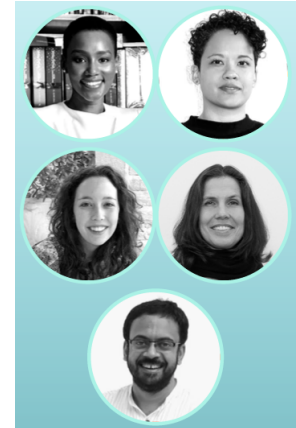
4.3 Nominations

The Doppler Changemaker Challenge Junior, a project designed and executed with Doppler, was nominated for two prestigious prizes: the Dutch Creativity Award '21 (category Society) and International GESS Awards (category Best CSR Programme for Education).

DW Team and Board Updates

5.1 New colleagues

In 2021, DW welcomed three new colleagues to our team: Nancy Sumari joined as the Global Director for Strategic Partnerships, Raisa Cole as the Director of Business Development & Impact, and Michelle Tjeenk Willink as a Learning Designer. We were also excited to welcome Roshan Paul who started his term as a new Board Member of our foundation and Michele Ernsting who started her term as Board Chairwoman.



5.2 New hubs

As an organization,, our vision to reach 1 million children saw us welcome new partner hubs, organizations that co-ordinated Designathon Workshops and collaborated with us through the GCD in 2021, including; Green Schools Ireland, Mayama Mexico, Study Hall Foundation in India, Brookbridge in Cambodia & Mongolia, Agora in Suriname.

Designathon in the Spotlight

6.1 Designathon Works on Jeugdjournaal!

Designathon Works was featured in the Dutch news program for children: Jeugdjournaal. Jeugdjournaal featured the Children who came together in a Designathon workshop to design solutions for a more sustainable fashion industry along with our client H&M. The project was part of the global Role Models x H&M campaign.

6.2 Designathon Works presents to UNESCO

As part of the Learning Planet Festival organized by the Learning Planet Institute and supported by UNESCO, one of the winners of the Global Designathon in the Netherlands, Mozes, 10 years together with Emer presented their ideas to Stefania Giannin, the Assistant Director-General of UNESCO.

Plans for 2022

Looking ahead, we are scaling our impact through a two tier strategy:

1. CREATING LASTING AND IMPACTFUL PARTNERSHIPS

We work with many stakeholders who for example, sponsor our events, commission a challenge, raise awareness, share whitepapers, advocate for change, and expand the population of students we are able to reach.

FOUNDATIONS

CORPORATES

SOCIAL ENTERPRISES

MUNICIPALITIES

NGOs

Reasons why they partner with us:

- Mission alignment on SDGs
- Positive brand experience for a younger generation
- Employee engagement booster
- Opportunity to learn about children's perspectives as important stakeholders

2. SCALING OUR APPROACH VIA NETWORK PARTNERS

Our network partners (NWP) are organisations that have a wealth of knowledge and capacity in their region and have a large network of community based organisations. They have a similar DNA to Designathon Works. We work with them to deliver SDG challenges to children around the world.

Reasons why they partner with us:

- Mission alignment and shared values
- Innovative programming they can bring to their own communities
- Expertise provided by Designathon

In 2022 we will be scaling the reach of our partnerships through:

BUSINESS DEVELOPMENT

By investing in our business development engine through our two revenue streams of both commission based and sponsored work, we will get resources for projects with:

- Impact
- Global ambition
- Sufficient funding

OUR COMMUNITY PLATFORM

We intend to upgrade our online platform to support our NWP's through:

- Extra resources on the Designathon method, thematic educational materials, training & guiding resources for facilitators and teachers
- Connecting tooling
- Other support tools for NWP on: fundraising, impact research, collective advocacy

IMPACT TRACKING

We will invest in improvement of our method and tools for development and impact tracking through:

- The development of our method and tools will be highly influenced by the demand of our partnerships, network partners and education systems
- Tracking impact in order to 'prove' our method and convince our partners to join forces

NETWORK PARTNER ACQUISITION

Our network partners (NWP) are organizations that have a wealth of knowledge and capacity in their region and have a large network of community based organizations. They have a similar DNA to Designathon Works. We will invest in network partner acquisition by:

- Vetting and onboarding of new NWP's
- Exploring ways to help NWP's develop their business development practices to further scale their activities

ENGAGEMENT STRATEGY

We will invest to further roll out our community engagement strategy (storytelling) by:

- Execution of engagement strategy towards NWP & other stakeholders:
 - Social media
 - PR, marketing & communication
- Content development: thought leadership, white papers