



THE FALMOUTH
CHALLENGES

Brief for Challenge 8

The 'Create the Future' Challenge



Challenge 8: The 'Create the Future' Challenge

BRIEF

This brief has been set by the School of Entrepreneurship.

What if we placed well-being, as distinct from economic growth, at the centre of corporate aims? How could the power of multinational corporations be used to shift the current unsustainable model of consumerism, to not just survive, but also transform their relationship to society?

In this Challenge, we are asking you to use **Design Thinking** to come up with innovative ideas to solve a problem that has come to the forefront of people's minds in the past couple of months.

Our lives have been changed dramatically in the first half of 2020. This has brought pain to many people and we don't want to diminish that, but there are some opportunities in our current situation too. When we look to the future, [less than 10% of us want to go back to the pre-COVID 'normal'](#).

Large corporations have driven the expansion of our economy for decades. These same corporations are now under huge pressure to make changes to the very system they helped create, and have the potential for huge impact with even small shifts.

This Challenge asks you to think about how business should be different; we ask you to think about a reality where people are at the centre of the economy. It doesn't have to be about products, or growing [GDP](#) and certainly not about making the 1% more, well, 'one-percentier'.

This challenge asks you to develop a new corporate strategy or new business idea that could help shift corporate behaviour, where well-being is a key measure of success.

Your idea can operate at the level of cities, countries or the world, dealing in local or global well-being, but must have a clear group of beneficiaries: who benefits from this and how?

Your idea could apply to a start-up business of your own or could be an innovation for a major company like PepsiCo or even for Governments.

Useful resources linked to Design Thinking:

5 stages in the Design Thinking Process

<https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

IDEO's Design Kit

<https://www.designkit.org/resources/1>

Design Thinking for Social Innovation

https://ssir.org/articles/entry/design_thinking_for_social_innovation

15 free (or nearly free) tools for Design Thinking

<https://blog.overlapassociates.com/blog/free-or-nearly-free-design-thinking-tools>

DEADLINE

Tuesday 30 June 2020, 23:59 BST

HOW TO SUBMIT

The submission form can be found [HERE](#).

Entries should take the form of a 2-minute pitch of your idea presented as a short PDF, video, slideshow, presentation or website.

ELIGIBILITY & PRIZES

The Challenge has two prize categories:

- a) Falmouth University applicants/placeholders with a valid 7-digit Student ID (you can find your Student ID in an email sent to you by applicantsservices@falmouth.ac.uk);
- b) Year 12 students, or those in their first year of further education or equivalent, studying at a school, sixth form or college, who are aged 16 or over on 1 June 2020.

The judging panel will select one winning entry and one runner up for each of these categories. The winner in each category will receive Amazon vouchers to the value of £500 and the runner up in each category will receive Amazon vouchers to the value of £250.

Q&A SESSIONS

If you have any questions about any of the challenges, or simply need a little inspiration or guidance, then join us for one of our online Q&As. You can find out more about how best to approach the challenge and what we are looking for, as well as getting some insider hints and tips.

Just register using the links below:

- [Tuesday 9 June 2020, 10.00-11.00 BST](#)
Ask us anything about the Challenges
- [Tuesday 16 June 2020, 17.00-18.00 BST](#)
Get help and tips from our current students
- [Tuesday 23 June 2020, 13.00-14.00 BST](#)
Ask us anything about the Challenges

TERMS & CONDITIONS

View the Terms & Conditions for this Challenge [HERE](#).