impact week

2020 REPORT

We foster innovation, entrepreneurship, intercultural and intercompany exchange through design

The Impact Week is a non-profit program that unites people from a variety of countries and organisations. It promotes innovation and entrepreneurship skill progression in devel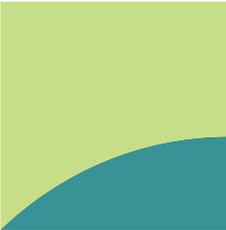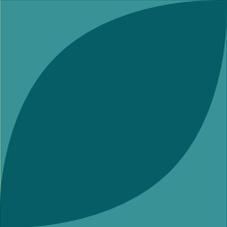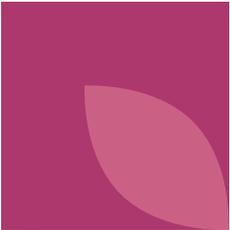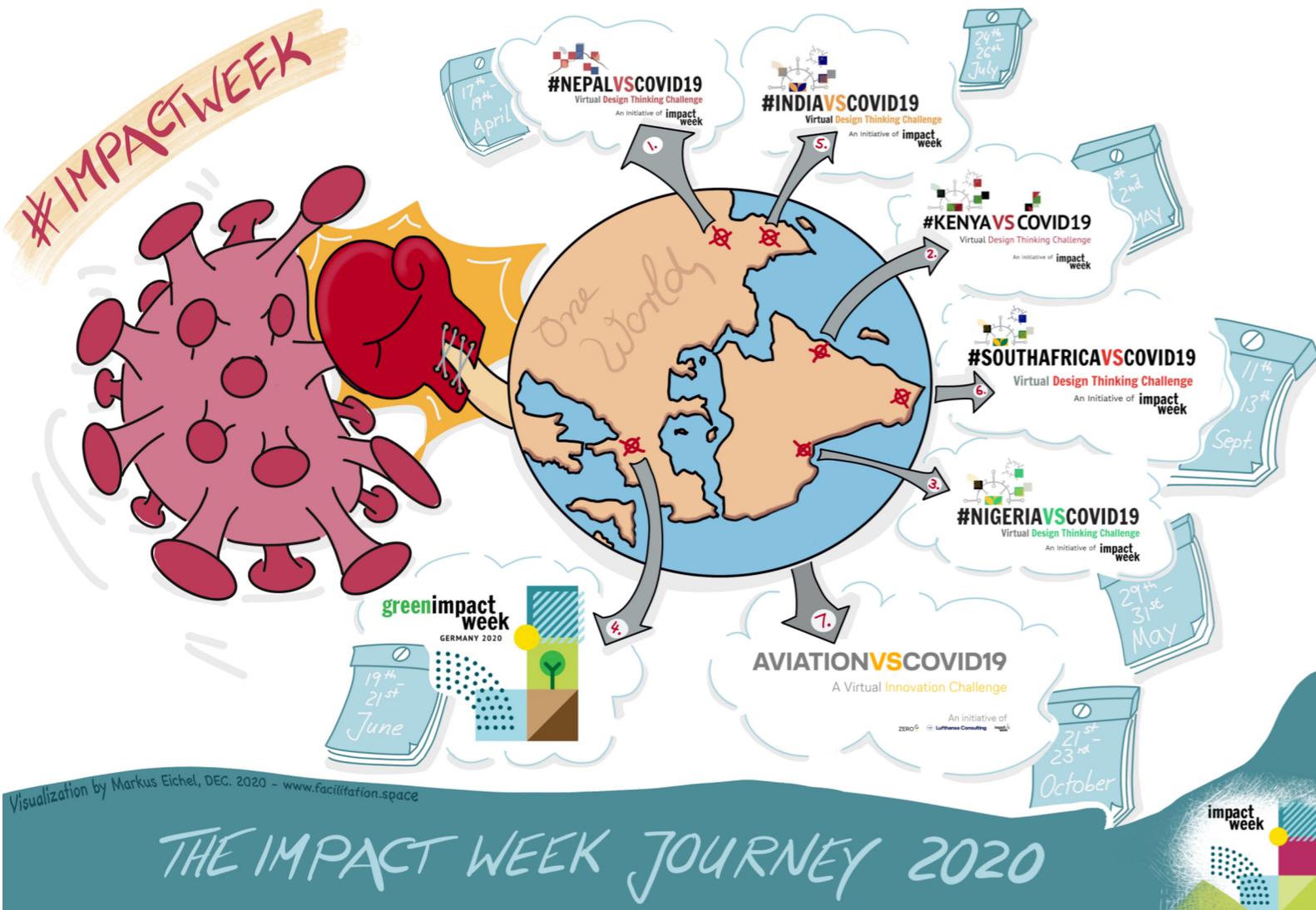oping and emerging economies. This serves as a foundation for sustainable growth by establishing sustainable business models using design thinking. It equips the next generation for employment, to become inspiring leaders – successful agripreneurs, entrepreneurs and game-changers, regardless of their field or level of expertise.

The Impact Week was founded in 2015, when a small group of entrepreneurs and design thinking experts started an experiment: What if we develop a program that enables young people all over the world to tackle the most complex challenges in their community with new approaches to innovation and entrepreneurship? In 2015 and 2016, the focus was on Nairobi, Kenya. In 2017, the movement grew and by the end of 2019, 21 Impact Weeks had been held across 9 countries. To date, more than 300 locals have become trained in design thinking, and over 2000 students have participated in the Impact Week.
But everything changed in 2020...

CONTENT

CONTENT

FOREWORD FROM JENS UNGER

A year of change

2020. The year that changed (almost) everything. Also the Impact Week.

A number of countries were on our list to do what we do best: Connecting the world to foster innovation, entrepreneurship and intercultural exchange; and to enable young minds to solve the world's most pressing problems.

2020 brought a whole new level of problems. In March - due to the corona pandemic - our movement was dead; at least on the ground.

In the Impact Week, we fly teams of innovators around the world, organize big group events and build relationships across various cultures. One more thing: we hug a lot! None of this was possible in 2020. We cancelled one Impact Week after another. However, as we know, challenges require innovation, and this is exactly what our motivated team did.

The desire to connect with our partners and friends abroad and to offer support when it was needed most was getting stronger in our community. Impact Week fellows started to ideate and showed all the skills and spirit that we normally pass on to others. The result: within days from the initial idea, a completely new virtual format was born. NepalVsCovid19 went live and became our new program in a series of CountryVsCovid19 Virtual Design Thinking Challenges! Kenya, Nigeria, Germany, India, South Africa and an industry- specific world challenge followed. We found a way to connect the world again and experience what we know as the Impact Week spirit.

Yes, 2020 has changed everything - almost. It certainly did not change our ability to reinvent ourselves. Nor the enthusiasm of our community to connect the world for a better future for all.

This year was a special year because of all the great energy and passion everyone contributed to our vision despite all challenges. This year was special because of YOU and what you gave. Thanks for making our movement so special - even in 2020.

Jens Unger

Cultural Transformation, Lufthansa Group

HOW THE VIRTUAL DESIGN THINKING CHALLENGES CAME TO LIFE

A brief recap by Aman Bhattarai – the initiator of the Virtual Design Thinking Challenges

In November 2019, the Impact Week Kathmandu took place in Nepal and brought together 28 international professionals from all over the world, representing different organizations. They worked together with over 100 local university students and professors for four days to tackle local challenges in the areas of Education, Health, Agriculture, Mobility, Business and Arts & Culture using design thinking. The event was the largest of its kind in the city and sparked the momentum of human-centric ideation and entrepreneurship in the capital.

We were planning to bring the second edition of the event to Nepal during 2020, but the COVID-19 outbreak shattered these plans. While on one hand, the possibility of physical collaboration and learning wouldn't be viable during the pandemic, the need to act in this time of crisis was still prominent. People around the world were in a physical lockdown or quarantine. Schools, universities, and offices were closed, and amidst this, everyone was eager to learn something new as well as contribute something to society. During the Impact Week, participants always tried to tackle real challenges faced in their local and wider community, and since the COVID-19 outbreak affected almost every community in Nepal, there were ample problems that could be tackled through user-centric innovation methodologies.

On the morning of the 27th March, 2020, Dr. Bettina Maisch from the Strascheg Center for Entrepreneurship (SCE) sent an email to myself and Dr. Jens Unger from the Lufthansa Group, that highlighted the success of the German government's "WirVsVirus" hackathon and asked if we could learn something from it for the Impact Week. Following the email, the three of us sat together in a Zoom call and discussed the possibility of a virtual format for the Impact Week. I later drafted a concept paper outlining an idea of virtually bringing local Nepalese mentors and European design thinking experts to coach Nepalese students and young professionals, and virtually develop user-centric ideas using design thinking to tackle challenges caused by COVID-19 in the country. The idea of #CountryVsCovid19 – an Impact Week initiative – was born.

This would be the world's first Virtual Design Thinking Challenge, bringing together mentors and participants from around the world in a virtual setting, and collectively trying to ideate human-centric solutions to tackle challenges caused by COVID-19 outbreak. Within 15 days of coming up with an idea, we hosted the first challenge: #NepalVsCovid19.

Aman Bhattarai

Senior Consultant at zeroG, a Lufthansa Group company.

2020 IN REVIEW

JOURNEY 2019-2020

600
Participants

7
Virtual Design Thinking Challenges

80
Coaches

70
Developed Ideas & Business Cases

8
Ideas implemented within 6 months

Jan - Mar

Apr - Jun
NepalVsCovid19
KenyaVsCovid19
NigeriaVsCovid19
Green Impact Week Germany
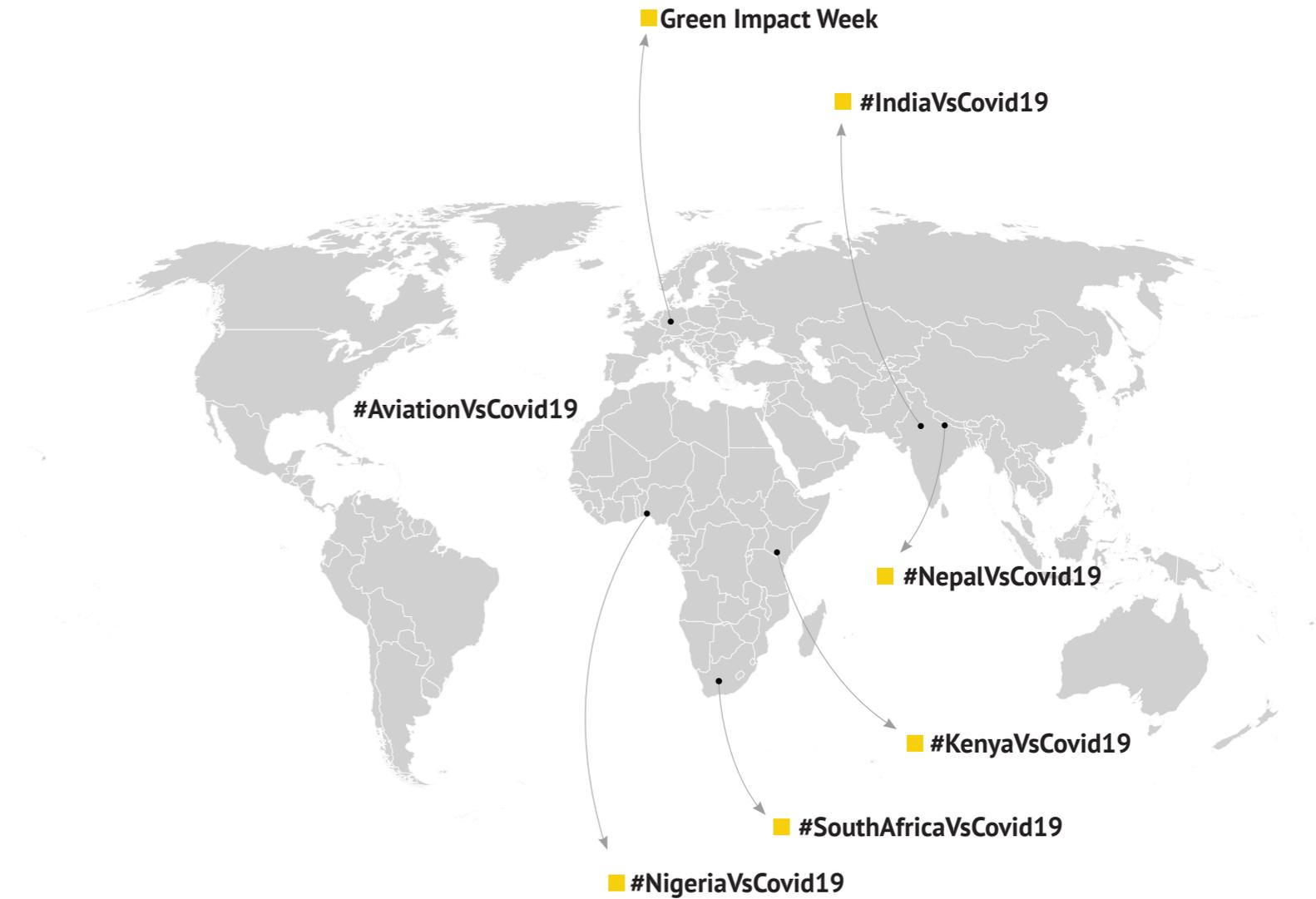
Jul - Sep
IndiaVsCovid19
SouthAfricaVsCovid19

Oct - Dec
AviationVsCovid19

Green Impact Week

#IndiaVsCovid19

#AviationVsCovid19

#NepalVsCovid19

#KenyaVsCovid19

#SouthAfricaVsCovid19

#NigeriaVsCovid19

MOVING DESIGN THINKING ONLINE

Our program approach

With the World Health Organization (WHO) declaring the coronavirus disease (COVID-19) a global pandemic, every country in the world has shifted their focus toward battling this common threat. Governments around the world have issued guidance for their residents to practice social distancing or have enforced lockdowns, while many companies have enabled employees to work from home in an effort to flatten the curve of the viral infection across their populations.

Advancements in modern digital technology enable us to tackle challenges and solve problems despite physical distance or boundaries between us. We are aiming to create a unique virtual space for innovative minds to come together and identify problems, ideate, and develop user-centric solutions to tackle the challenges resulting from the COVID-19 crisis in various countries of the world.

Our phases to ensure success

Phase	Topics	In detail
Set up and prepare	Orga Team setup Focus area and challenges	• Content, tech, communications, jury • Definition of focus and challenge details • Participant acquisition and event marketing • Coaches onboarding and teams creation • Matching participants and coaches
3-day challenge	Day 1 Day 2 Day 3	• Team building, problem understanding and observation • Synthesis, Point-of-View, ideation and prototyping • Testing, iteration, pitch preparation and submission
Jury evaluation	Jury Winners Aftermath	• Local and international innovation experts • Top 3 ideas will be announced • Any team willing to pursue their idea further can receive seed capital and incubation

Our program tracks

As diverse as the people and cultures that form the Impact Week are, as distinct are the challenges of each local community. To allow for a better perception and handling of the various regional problems, we identified overarching topic areas and organised them into tracks. Each participating team will work on one of the four focus areas. Note, that each individual or team decides which focus area they want to participate in during the registration process. The teams will then ideate together on how they would like to approach the challenges within the focus areas - as a problem, need or an opportunity.

Health

Densely populated countries with a burdened public health system have to be extra cautious of COVID19 pandemic.
How can we help identifying more COVID-19 cases and prevent further spread of the disease? How can we increase awareness of COVID-19 and its associated risks, and improve the sanitary habits of those living in both urban and rural communities? How could we include digital technologies commonly used to help identify or monitor infected people?

Business

A lockdown has a high impact on small- and medium-sized businesses (SMEs) across all industries. Can we help SMEs transform their traditional businesses into digital and financially sustainable businesses? Or can we develop new business models that might help enhance public life during this crisis? Can we turn this social crisis into a social entrepreneurial opportunity? Can we use digital technologies to enhance existing businesses that are struggling?

Education

Educational institutions have to shut down due to the pandemic. Some schools and colleges have started teaching online, using digital technologies. It will be difficult to continue educating through traditional means. What are the opportunities for Education 2.0? What can a virtual and collaborative school for higher education look like? How can we make such online learning engaging and 'social' for students? Can we use this rise of online systems for learning to increase literacy rates in remote areas?

Community

Communities are highly impacted by the mandatory lockdowns and social distancing measures. We cannot meet, greet or support our friends, families or neighbours in person, even though they may need our help now more than ever. How can we act together as a community to support each other during this crisis? Can we look beyond our religious or communal differences to support all members of our society to tackle the challenges caused by this crisis? How can we increase the community's preparedness for such a crisis?

HOW WE WORK

WHAT IS DESIGN THINKING?

Design thinking is a human-centred problem-solving approach, popularized by design studio IDEO in the 1990s. In the past 25 years, it has expanded all over the world. From small start-ups to the biggest players in the market, to NGOs and government institutions. Successful teams have adopted the methodology and applied it to their most daunting challenges.

In addition to providing a structured approach to problem solving, design thinking is – above all – a mindset and an attitude; it's about how you approach problems and challenges and how you define solutions. The overall objective is to generate innovative concepts based on a deep understanding of what people need and want. The customer or target group is always at the centre of the different process phase.

The methodology consists of six basic phases: understand, observe, point of view, ideate, prototype, and test. Constant and fast iterations with multidisciplinary teams is paramount. A large set of tools is available that can be applied in each phase. By putting the user at the heart of the process, and by involving them throughout different phases, uncertainty can be reduced, and chances of success substantially increase.

Phase 2 - Observe - is all about research and understanding the target audience. The objective is to talk to real or potential customers or users in order to gain empathy, discover their needs, wants and desires and to explore their behaviours and context. This is done by talking to them, conducting interviews or through observation.

Phase 4 - Ideation - is all about creativity and coming up with unexpected solutions that address the customers' real needs and wants.
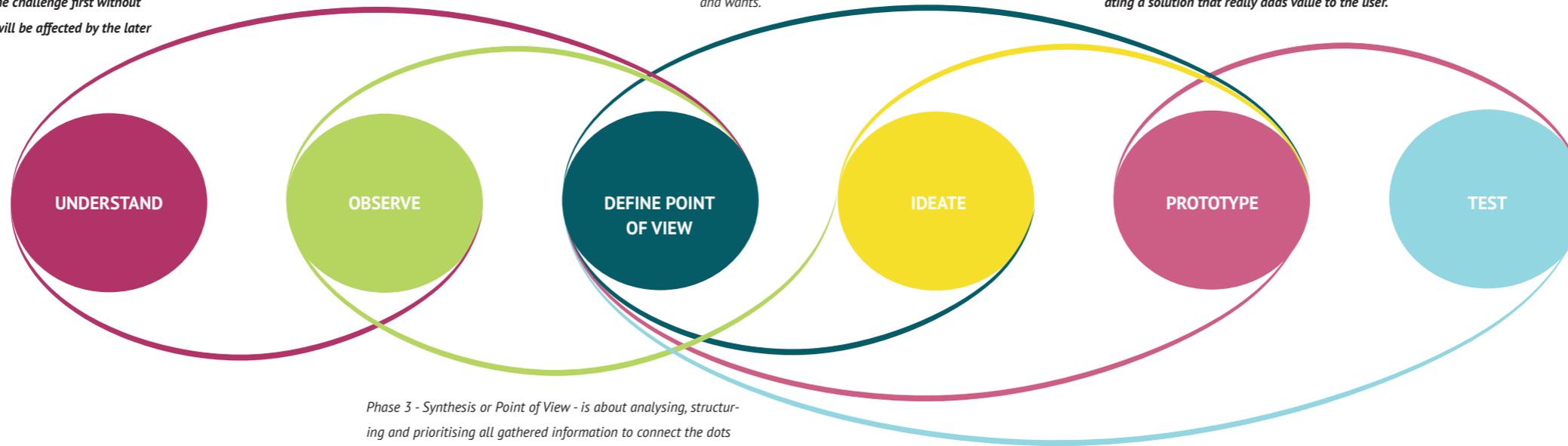
Key in the first part of the process - the discovery part - is to understand the challenge first without jumping into solutions. will be affected by the later solution.

The second part of the process - the design part - focuses on creating a solution that really adds value to the user.

Phase 1 of the process - Understand - is about collecting and validating existing information, getting a common understanding and different perspectives on what you want to solve, and building assumptions that can later be tested and discussed with real customers or people who will be affected by the later solution.

In Phase 6 - Test - the objective is to test your prototypes with users and customers to receive feedback and learn in order to understand if the solution properly addresses their needs. It's about validating assumptions and the desirability of the solution before investing more budget in the development.

UNDERSTAND OBSERVE DEFINE POINT OF VIEW IDEATE PROTOTYPE TEST

Phase 3 - Synthesis or Point of View - is about analysing, structuring and prioritising all gathered information to connect the dots and to make sense of the research findings. The objective is to extract key insights and to turn them into actionable opportunities. This is done by deriving personas and defining the point of view that represents the main need of a persona, hence your target group.

Phase 5 - Prototype - is about making the ideas and solutions tangible and experienceable. From storytelling, role plays, paper mock-ups to building the idea with Lego - everything that allows you to interact with your target group is allowed.

BENEFITS OF DESIGN THINKING

The core of design thinking always lies on tangible outcomes that come out of the process during a short period of time. Rather than months or years of ideation, planning and implementation, the iterative process of design thinking helps in quickly prototyping implementable solutions and getting user feedback for further refinement. For any nation or society, understanding the core of a problem is way more important than blindly lurking towards solution implementation. Particularly during the pandemic, there was no time for relying on long planning and large scale implementations. Identifying the root causes of the problem and iterating on the potential ideas was the frugal as well as smart approach on tackling the ongoing challenges. Hence the design thinking method was the ideal way for countries to develop immediate solutions.

In a normal world, a design thinking process would require physical presence of like-minded people collectively contributing towards a common goal. During the pandemic, going virtual meant no physical presence in a workshop room. But, it instead opened the door for global collaboration as without traveling from one place to another, one could mentor, coach or facilitate a team from any part of the world. Passionate participants could come together from any location and bring their ideas and creativity for solving pressing issues of the country during the pandemic. It opened the door for building relationships, fostering creativity and innovation regardless of physical barriers.

"It was a tiresome ride with great opportunities to learn design thinking, broadening network and breaking the limits. Thanks to impact week for the platform."

- Sanjay Timilsena (Undergraduate Student at Jacobs University Bremen)

Participant and coach takeaways

Be exposed and explore with diverse multicultural and organizational groups the innovation methodology experience.

Learn deeply about design thinking and innovation coaching outside your comfort zone.

Practice the innovation mindset to foster user-centric concepts.

Apply virtualization technologies and learn to live creatively with its limitations.

Practice all key messages on what, why, when and how to apply the right innovation techniques.

Solve problems with a structured and creative approach.

Coach teams to reach alignment and increase engagement.

Get back to your business with the skills and the motivation to help your team members align, engage, and drive them to success.
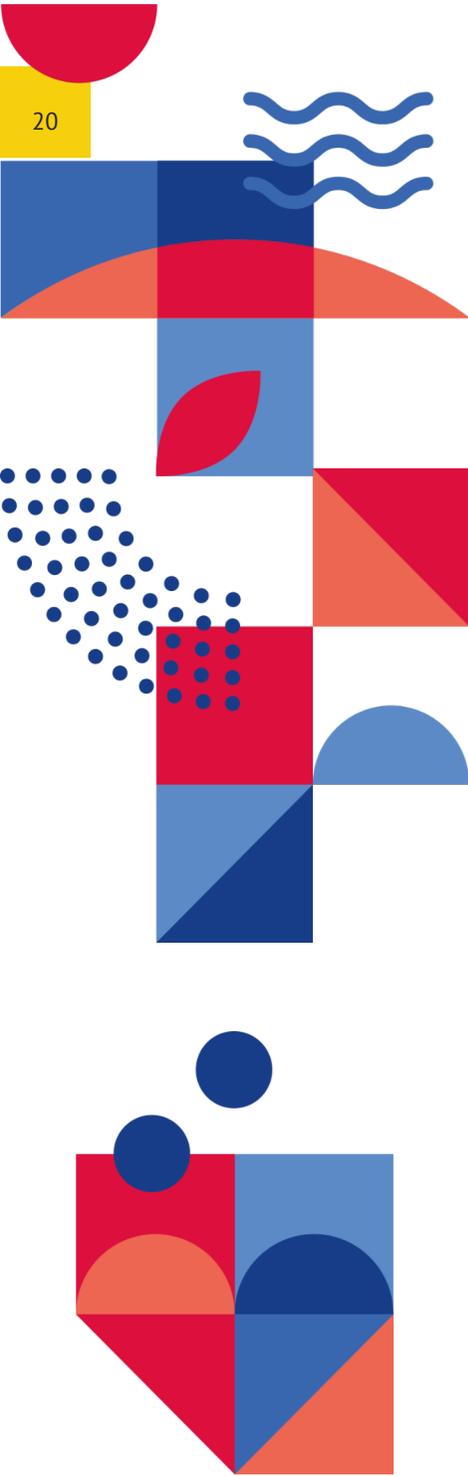
Team-up with a multicultural set of coaches during the train-the-trainer session and together facilitate the Impact Week to develop new business ideas.

VIRTUAL IMPACT WEEKS 2020

How would you describe NEPALVSCOVID19 in one word?   0 3 7

#NEPALVSCOVID19
Virtual Design Thinking Challenge

Location
Nepal

Participant & Coach Locations
Ireland (Dublin), Germany (Munich, Frankfurt Hamburg, Bremen, Berlin), Switzerland (Zurich), Nepal (Katmandu), Australia (Sydney), India (Delhi), China (Shanghai)

Date
April 17 – 19, 2020

NepalVsCovid19 in Numbers
54 Nepali students & young professionals
31 mentors, coaches & organisers
10 teams

Nepal had its first COVID-19 case confirmed on January 24, 2020, which was also the first confirmed case in all of South Asia. The country went into a nation-wide lockdown on March 24, which lasted almost four months. Given the isolation experienced during the lockdown within every household and community, we took this opportunity to create a positive impact and prepare the country for the current and upcoming challenges caused by this pandemic.
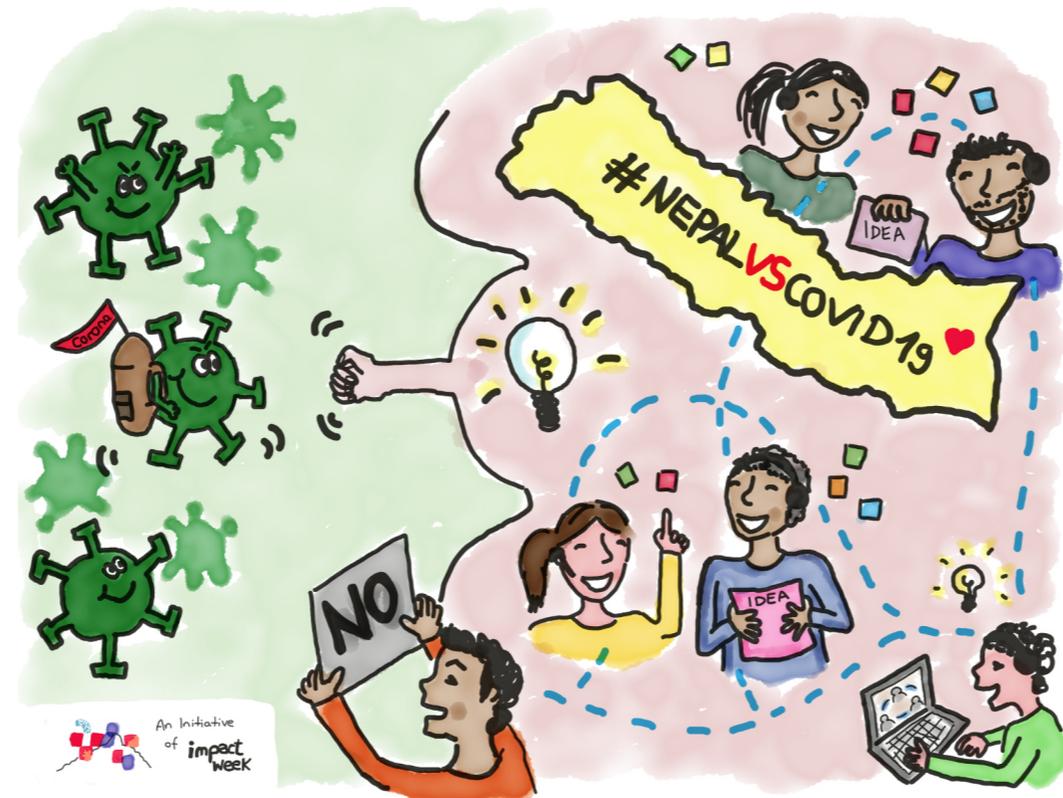
Winning Idea

"Corona Warriors" by Team Delta Warriors: "Our solution is a program called 'Corona Warriors' which focuses on prevention. We tackle the identified problems by reaching out to the remote population."

- We train medical students on how to communicate sensitive information to villagers, promote hygiene habits and spread knowledge on COVID-19 backed up by scientific research.
- We are trying to allocate human resources in a more effective manner.
- We deploy medical students to villages to help contain the spread of the virus and engage them to help with a COVID hotline service so that doctors can work where they are needed the most.
- We help medical students not only gain experience working in the field, but also provide them amongst other things with financial support, stipend, health insurance, and link them with like-minded professionals.

"An idea, however small, has the potential to create a big impact in society. It felt amazing to be a part of this diverse team with such amazing team spirit along with the support and guidance from the coach and mentor."

– Bijana Pantha (MBA Student, University of Delhi)
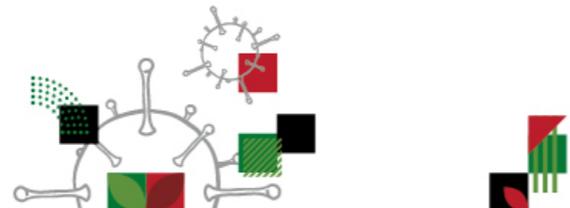
#KENYA VS COVID19

Virtual Design Thinking Challenge

Location
Kibera / Nairobi, Kenya

Participant & Coach Locations
Kenya (Kibera & Nairobi), Uganda (Masaka), Germany (Berlin, Cologne, Frankfurt, Hamburg, Munich, Nuremberg, Wiesbaden), India (Delhi), Nepal (Kathmandu), Switzerland (Zurich)

Date
May 1st-3rd 2020

KenyaVsCovid19 in Numbers
50 participants
20 coaches
10 teams
3 focus areas

Nairobi is a fluid urban centre where people are interconnected through jobs, mass transit, daily life, but here approximately 60% of the population are living in an urban slum. Kibera is Africa's biggest slum, on the outskirts of Kenya's capital city. In areas like Kibera, COVID-19 could cause the most destruction. With approximately 250,000 people living on 2.5 sq km of land, there is no way to practise a one-metre social distancing.

Many of the Kibera population have underlying conditions like HIV or high blood pressure with some children lacking good nutrition and no family to look after them. With COVID-19 affecting mostly people with poor immunity, Kibera residents were hence perceived to be at a high risk. Therefore, it was important to come together as a community and look for innovative solutions to fight the virus and its impact on such a vulnerable community.

**Best rated idea**

KLINBERA – by The Young Innovators
Klinbera is the best rated idea of KenyaVsCovid19. It is a waste management service so Kiberans do not have to deal with the burden of traveling far away to dispose their garbage. The community-based approach provides youngsters with purposeful work and the community with a healthy environment that reduces the risk of respiratory diseases and therefore COVID-19. The young startup is managed by five Kiberans - some of which attended the Impact Week Kibera in 2018. They used and enhanced their Design Thinking skills during the virtual challenge, to create a positive impact in their community by introducing the waste management service.

CHOOSE KLINBERA • CHOOSE A CLEAN KIBERA •
KLIN BERA

"This has been a good initiative and the whole process was one that is recommendable. The fact that the trainers were patient and went through hurdles like curfew, was something to write a novel on. Keep up the great work and if they don't notice - we do! If they don't thank you enough - we do! Every step counts. Looking forward to future collaborations."

- Liz Otaye (Partnership's Associate, Africa Health Business)
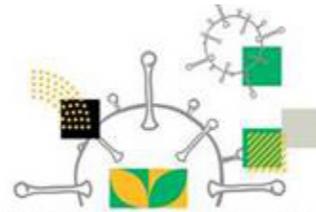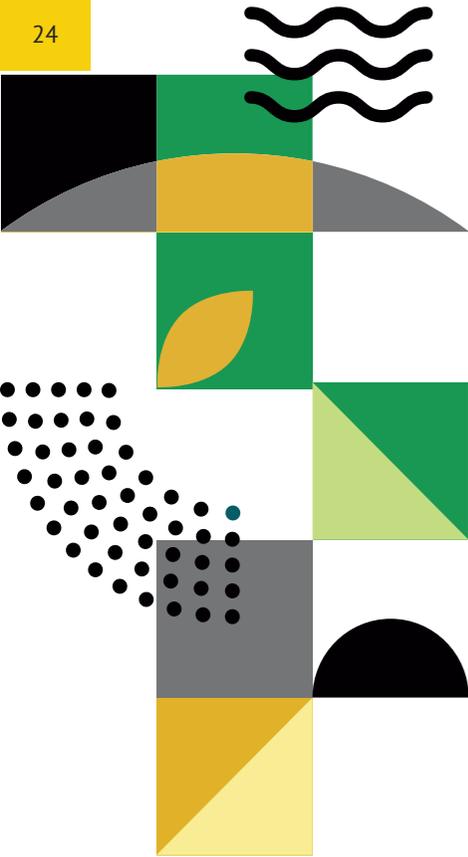
#NIGERIAVSCOVID19
Virtual Design Thinking Challenge

Location
Nigeria

Participant & Coach Locations
USA (Seattle, San Francisco), UAE, Germany, Netherlands, Switzerland, India, Nepal, Nigeria

Date
May 29 – 31, 2020

NigeriaVsCovid19 in Numbers
93 Nigerian students & young professionals
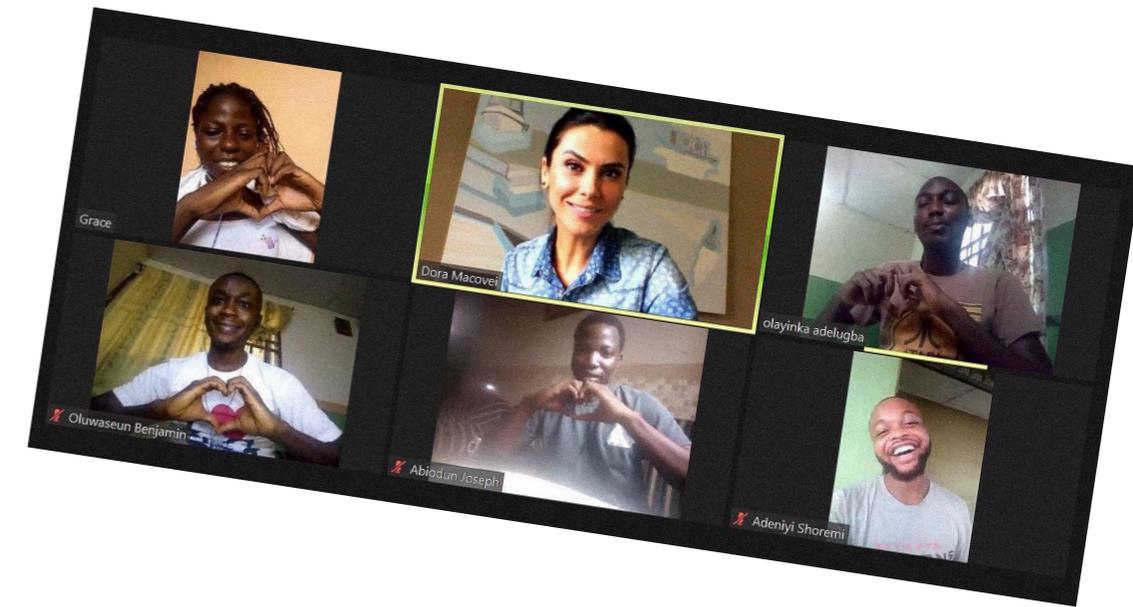45 mentors, coaches & organisers
15 teams

Home to around half of West Africa's population, Nigeria continues to face developmental challenges, such as insufficient infrastructure, governance issues, and inequality. These pre-existing challenges, in addition to those caused by the global pandemic, have left Nigeria and its economy vulnerable to the COVID-19 outbreak.

On February 27, 2020, the first case of COVID-19 was confirmed in Nigeria. The first wave began around the end of April, at which point a first lockdown phase was introduced. After two successful Virtual Design Thinking Challenges, we used the partial lockdown in Nigeria as an opportunity to come up with realistic and implementable solutions to support the developing country overcome some of the pre-existing and emerging challenges.

Winning idea

DUFMA – by The Great Minds

DUFMA is an advisory service and farm management software company that is located in Lagos, Nigeria. Before Impact Week, the scope for basic operations of DUFMA was designed to provide advisory service to farmers in the country. However, our advisory services exposed the threat posed by a lack of affordable farm management software in place. This paved the idea for the development of a farm management software. Through Impact Week alongside the participation of the core members of DUFMA, we came across the use of human centered design to approach the situation as well as various means by which we could help tackle rising problems considering the COVID-19 situation.

Impact Week helped us align our new management solutions to meet the current needs of agribusiness SME's thereby throwing us open to opportunities with old and new agribusiness prospects, helping them see our services as solutions and generating positive feedback and web traffic. Furthermore, we have been helped immensely through active mentorship via assigned coaches post-Impact Week.

greenimpact week
GERMANY 2020
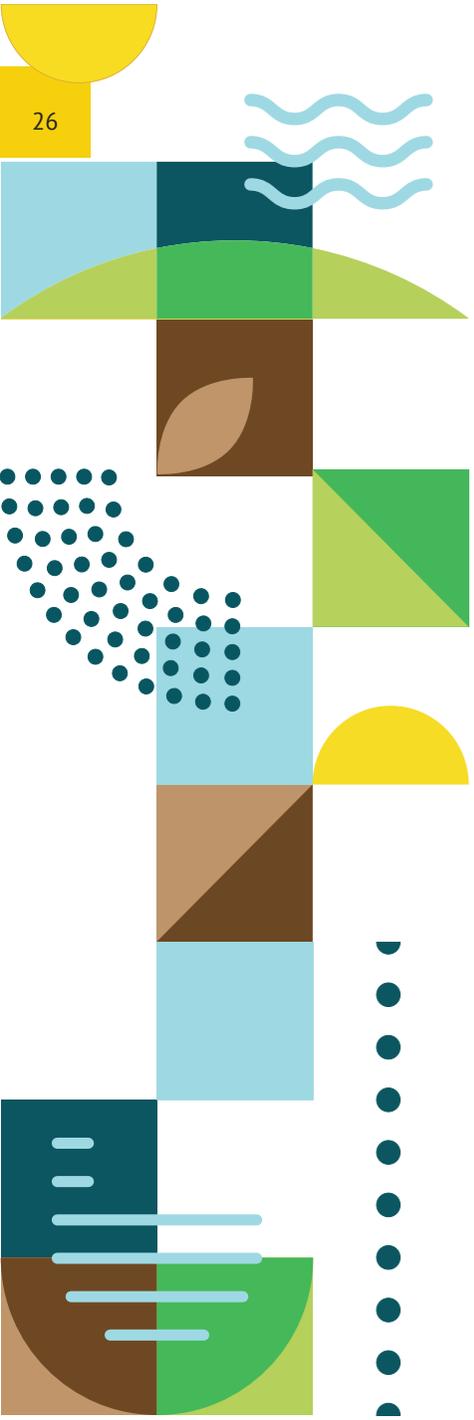
Location
Digital Format

Participant & Coach Locations
Primarily Germany, but seven other counties too, including Denmark, Mexico and India

Date
June 19 – 21, 2020

GreenImpactWeek in Numbers
45 participants
16 mentors, coaches & organisers
8 teams

Many of us have reconnected to nature in a time of social distancing during the COVID-19 pandemic. We enjoyed being outside in urban nature, open green spaces, forests, at lakes, and the sea. When the economy begins to restart its production activities and recover from the COVID-19 crisis, there is the potential to integrate sustainable strategies and to rethink future directions. This is essential to counteract the climate change that is noticeable across the world; to protect nature, biodiversity, and us – our water, food supplies, and our health.

Germany - as other industrial countries - is part of the problem, but also part of the solution.

To establish a net-zero greenhouse gas emission economy and society, we need new concepts and strategies. With the Green Impact Week, we bring together people to find innovative and sustainable solutions for current and urgent green topics in the three focus areas: social commitment, green education, and sustainability at work. Participation in this challenge was open to everybody with an interest in sustainability.
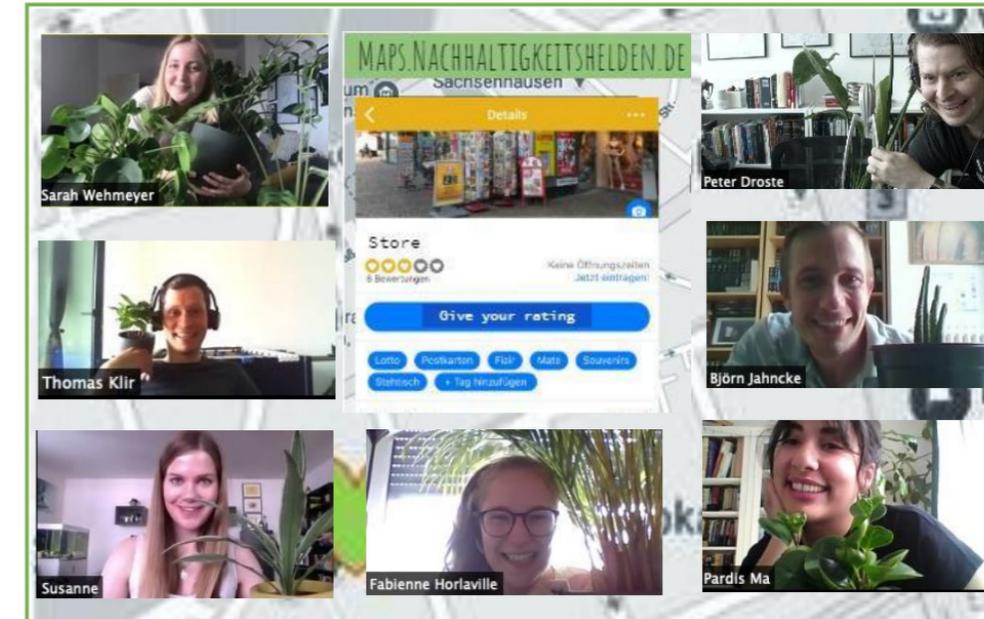
Winning Idea

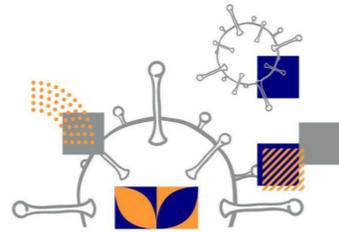**Nachhaltigkeitshelden** - by Team Susteamability
They won the challenge with their idea of "Sustainability Heroes". The solution comprises of a secure digital community platform where you can find local sustainable locations around you. The platform brings businesses like cafés, and food- and fashion stores with sustainable products together with people who want to live a sustainable lifestyle.

f /nachhaltigkeitshelden

@nachhaltigkeitshelden

in /nachhaltigkeitshelden

This weekend, we have been creating IMPACT!

The Winners: SUSTEAMABILITY

Sarah Wehmeyer
Peter Droste
Thomas Klir
Björn Jahncke
Susanne
Fabienne Horlaville
Pardis Ma

#INDIAVSCOVID19
Virtual Design Thinking Challenge

Location
Digital Format

Participant & Coach Locations
Participants and coaches across 7 locations (primarily India)

Date
July 24 – 26, 2020

IndiaVsCovid19 in Numbers
68 participants
22 mentors, coaches & organisers
11 teams

India is the second-most populous country in the world with over 1.37 billion people, and is the most populous democracy in the world. The country had its task cut out for them when the WHO declared the coronavirus disease (COVID-19) a global pandemic. To combat this common threat, governments around the world issued guidance for their residents to practice social distancing or enforced lockdowns to flatten the curve of the viral infection across their populations.

The Indian government enforced a nationwide lockdown starting from March 23, 2020, which carried on for many months and gradually moved to normalcy via the phased reopening of various activities. Given the isolation experienced during the peak time of July 2020 by every household and community, we believed that we could seize the opportunity to create an impact and prepare the country for the current and upcoming challenges caused by this pandemic.
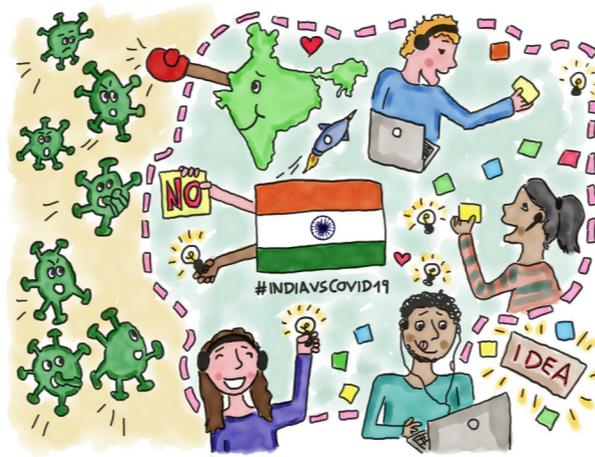
Winning idea

BIO-ENZYME – by Today Not Tomorrow
Due to India's population size there is relatively high pressure on health facilities, with doctor: patient ratio as high as 1:1445. This already abundant pressure has mounted heavily during these times of the current pandemic of COVID-19. One of the many challenges that frontline health workers are saddled with is the inadequacy of Personal Protective Equipment (PPE) to protect themselves during treatment and saving lives. With statistics showing that 1 million PPE kits are used every day in India, our team's assumption was based on this, until our 9 interviews with users proved that the pain area was actually centered on infection control in hospitals due to the inappropriate disposal of PPEs. For the doctors, the risk their patients face mattered first before theirs. The doctors we interviewed all confirmed that there have been so many cases where healthy patients get to their homes after visiting hospitals only to find out that they got infected by the coronavirus or experienced other side effects like respiratory and skin infections, allergies due to the chemical fumigation (which takes hours and results in longer waiting hours between treatments). Does the real challenge now lie in how to prevent the spread of this infection in hospitals and their

surrounding areas? Can fumigation be done using low cost, eco-friendly disinfecting products? How can fumigation be done faster without longer waiting hours? How do we ensure that the hospital remains to be a place where one visits to get treatment and not infections?
Our solution was to develop an eco-friendly disinfecting fumigation product (BIO-ENZYME) at hospitals in order to ensure proper disinfecting of PPEs as well as to rid the environment of re-infection of the coronavirus. Bio enzymes reduce the risk of skin eczema, irritation of eyes, skin peeling, and even reduce the risk of cancer. There is a cost-saving of approximately $1300/day with BIO-ENZYME. The doctors that tested the solution confirmed their satisfaction because they are being freed from longer waiting time to enable them to save more lives! Developing this product creates an income-generating opportunity for the local farmers and juice makers that we will be working with. This is a critical value considering the millions of job losses due to the pandemic. BIO-ENZYME is expected to be priced at 300Rs (3.00USD) which translates into 3,000,000 Rs (40,000 USD) monthly cost savings.
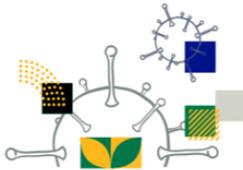
#SOUTHAFRICAVSCOVID19

Virtual Design Thinking Challenge

Location
South Africa

Participant & Coach Locations
South Africa (Cape Town, Johannesburg, Tzaneen, Randburg, Durban, Witbank, Gauteng, Port Elizabeth, Louis Trichardt)

Date
September 11 – 13, 2020

SouthAfricaVsCovid19 in Numbers
73 participants
31 mentors, coaches & organisers
11 teams

South Africa is one of the world's largest exporters of gold, platinum, and natural resources, and has a highly developed economy and infrastructure. Its economy is one of the largest, and in fact most industrialized and diverse in Africa. South Africa's economic sectors range from mining, agriculture, and fishing, to vehicle manufacturing and assembly, telecommunication, and financial and business services. The country is known for its beautiful and diverse ecosystems and wild animals making it a popular travel destination. In fact, tourism is vital for its economy.

Today, South Africa faces many challenges including poverty, malnutrition, wide social and economic differences, (illegal) immigration and xenophobia, (gender-based) violence, high rates of crime and unemployment, and an unequal educational system.

Particularly now, during the COVID-19 pandemic, South Africa's economy and health care system is hit hard.

Impressions of #SOUTHAFRICAVSCOVID19 — 051

opening of worldviews through empathy · impressive · Splendid experience · exhausting · Tiring · Wow · picking up emotions · inspiring · Phenomenal · Weird · Proud · Empowering · Fun · Great · Big · Epic · improvement · <3 · Impactful · Amazing · great team · Stressful

Winning idea

SchoolFood – by Concept Creators (Team R)
The winning solution came from the team 'Concept Creators (Team R)' whose focus area was "Community". The winning idea addressed food scarcity and hunger caused by poverty and loss of income, and identified that teachers were the nucleus that connected the community. Playing many roles over and above teaching, educators could play a central role in educating and facilitating the creation of sustainable urban agriculture initiatives on the school premises to provide nutritious meals.

The proposed solution focussed on a scalable and replicable engagement between the educators, mothers, and students by creating sustainable urban agriculture initiatives on the school premises to provide nutritious meals to the students. The extra products could be sold, traded, or bartered. Over time - as the primary objective of creating a sustainable feeding program became realised - a portion of the proceeds would be set aside for the maintenance and upgrading of classrooms and eventually the school/s. To encourage children to participate in this initiative, we plan to incentivize them by means of a lucrative rewards program.

impact week
SOUTHAFRICA 2020

"**Impact week was incredibly challenging but it was one of the most fruitful challenges**. The team and the coaches were excellent. This weekend made me challenge and diversify my thinking and I'm very thankful for this opportunity!"

- Carole (University of Cape Town)

AVIATION**VS**COVID19

A Virtual Innovation Challenge

Location
Digital Format

Participant & Coach Locations
Germany, Austria, Switzer-
land, UK, USA, Australia, India,
Saudi Arabia, Dubai,
Greece, Trinidad and Tobago,
Italy, Brazil, Philippines, Den-
mark, Portugal, Pakistan,
Spain, Finland

Date
October 21 – 23, 2020

AviationVsCovid19 in Numbers
55 participants
17 mentors, coaches & or-
ganisers
8 teams

AviationVsCovid19 was the first virtual innovation challenge
in the aviation industry. The challenge brought together en-
thusiasts, students, airline employees, and employees from
related industries to collaborate in trans-disciplinary teams.
Teams re-imagined the future of the air travel experience
along the customer journey - pre-flight, in-flight, and post-
flight - using design thinking and user-centric design
toolkits in a virtual setting.

Tracks
Each participating team worked on challenges caused by COVID-19 across one of the three phases of the air travel customer
journey. Each team decided, which focus area they wanted to participate in during the registration process. The teams then
ideated on how they wanted to approach the challenges through a problem, need or an opportunity within the focus areas.

Pre-flight
Interestingly, 3 out of 4 teams, who selected the pre-flight phase and worked completely independently from each other, came
up with a similar idea, highlighting the need for these solutions.
The idea developed by Smar.tie, Trust to travel, and Pax Animi is a personalized platform tailored to help customers feel confid-
ent in planning their next trips in the form of a personal assistant. This platform should inspire passengers based on AI and per-
sonal preferences, offer relevant and reliable travel information, a one-stop shop for trip planning information, and offer cus-
tomized recommendations. The fourth team, Captain Air, came up with the idea of personalized digital assistance guiding
through the airport for a touchless journey, including many features such as notification of crowded hotspots and empty areas,
information on queuing for any facilities (e.g. test stations and bathrooms), and real-time flight information.

In-flight
For in-flight, two out of three teams also came up with the similar idea to create a
platform reducing physical touch-points between cabin crew and customers in-
flight. Flight Buddy and the Digital Travel Companion had similar features such as
a chat function with crew, contactless ordering, for example, food, drinks, a virtual
queuing at toilets, and access to the duty-free shop. One group came up with an
advanced smart shield including augmented reality (AR) and head-up display as
the world's first digital face cover branded under the name SMART SHIELD. It
refers back to the concept of Google glasses and has interesting features such as a
clear and fashionable shield to see emotions, a shield that is neutralizing the virus,
having anti-fog and droplet filters, offering free flow of air, being convenient to
wear, and having multi-device connectivity and AR compatibility.

Post-flight
One group was looking into post-flight and came up with the idea of a platform
offering real-time options for your baggage to reduce the queuing at the baggage
claim. It offers customers the choice and control over their luggage at any stage in
the travel journey under the branding ABC - "The Arrival Baggage Concierge".

OUR COMMUNITY & ACKNOWLEDGEMENT

THE TEAM

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In alphabetical order:
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Last name missing:
Lale, Aleksa (AviationVsCovid19)
Sindilem, Sibulele, Kgabi (SouthAfricaVsCovid19)

OUTLOOK

What will happen in 2021?

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In 2021, we want to focus on innovations in the areas of sustainability and social responsibility in addition to combating the Covid19 impact. Since it is still unclear to what extent travel and physical impact weeks will be possible again, we are planning above all to return to virtual events in 2021. In doing so, we want to work even more closely with other startups and partner organizations that, like us, connect people all over the world to make a difference.

Impact Weeks in 2021

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Virtual Innovation Challenge: #LufthansaGroupMeetsSDGS (March 2021)

Innovate 2030 (in cooperation with EKIPA)

AHAckathon (in cooperation with ASEAN Coordinating Center for Humanitarian Assistance on disaster management (AHA Centre)

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Full list of all our sponsors and partners of the Impact Weeks in 2020:

Africa Nazarene University	Lufthansa Group
Aga Szóstek Strategy Innovation Solution	Lufthansa Innovation Hub
Alive Contractors	Lufthansa Systems
APEX (Airline Passenger Experience Association)	MURAL
Austrian Airlines	Nestle Innovation Methodologies
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Caro Foundation	PengPeng!
Christine Wenzel Business Consulting	Rudo Art Direction
DPSRU Innovation and Incubation Foundation	Science Ambassadors Foundation (SAF)
Employee Experience Lab	SDN - Service Design Network
Future Travel Experience	Strascheg Center for Entrepreneurship
German Embassy Kathmandu	ThinKlub
Help Alliance	TSIBA - future business leaders
Indraprastha Instutite of Information Technology	Twelve
International Flight Services Association	zeroG
Kajoss	
Kings College Nepal	Alex Grots, Bashiru
Launch Labs	Marcus Eichel, HR Strategen
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