Design X Social Challenge 2021

Presentation Template

This deck is a workbook, designed to help you complete the project successfully. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you add your content.
- If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and use.
- You will be provided with a clear instructions deck for more details on how to submit, etc.,

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Community Light Hubs('Sanjha Deep Ghar')

https://www.youtube.com/watch?v=uaAasoE4uoE

Theme: **Are we ready for the next wave?**

Are our current healthcare and wellness measures sustainable?

2021, INDIA, UK, USA

Team Changethinkers

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Background

It is **not the first-time humanity finds itself in crisis,** whether a conflict or a pandemic. Research shows global peace networks were set up under **"Architectures for Peace"** to withstand conflict through peace building in order to bridge the gap between global and local communities under **UN SDG 16 Goal**. Despite many successes, it is **difficult to assess whether local grassroots civil societies had a voice in shaping these infrastructures.** This highlights **vast gaps between communities on the ground and structured organisations** when it comes to dealing with crisis.

Now we are in the Pandemic. Current situation is vividly captured by **"The Elders"** an independent group of global leaders working for peace, justice and human rights: *"The pandemic has exposed and aggravated **deep inequalities of race, gender, and class across societies,** and **highlighted the inability of many political systems to respond in ways that protect individual human rights and dignity...**We must] instill a sense of hope in political and civic life." Mary Robinson, former President of Ireland.*

Urgency/Importance

The pandemic has **impacted the economy and shuttered countless small businesses particularly in rural places.**

In India, **migrant households are burdened with debts** that they are **struggling to repay.** Their savings were exhausted in trying to survive last year's 2.5-month long lockdown. "**Household debt to GDP ratio** has been steadily increasing since Q1:2018-19 **rose sharply to 37.1% in Q2:2020-21 [July-September 2020]** from 35.4% in Q1:2020-21 [April-June 2020]," (March 19 monthly bulletin of the Reserve Bank of India). In America alone, in addition to taking **600,000 lives,** the pandemic has left millions of Americans **struggling to find work** due to **collapse in fossil fuel industry**.

Indigenous communities around the world are **more vulnerable to the effects of pandemic** due to huge **inequalities** and **failure of governments** to uphold trust and responsibilities to communities; **particularly in access to health, education, work structural racism and intergenerational trauma.** Communities **relying on state help,** have been found without access to food during the pandemic however these are just some of the problems.

The World Health Organization also details how an **infodemic**, a term used to describe the **exorbitant amount of information** that arises during a crisis is causing an **increase in severity** and **duration of outbreaks such as the COVID-19 pandemic**, which can be **detrimental to public health efforts** as people are **unsure** about what they need to do to **protect their health** and the **health of people around them.**

Critical Issues For Lockdown-hit Migrant Workers
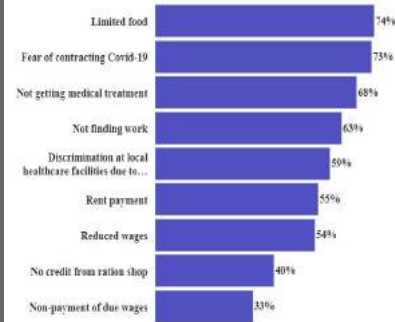
Expected Relief & Support From Govt

Problem Identified

HMW enable local communities and organizations to access or exchange critical information & resources, whether in peace or in crisis, allowing them to come together and support one another as one human race.

Target User Persona

Indigenous migrant worker

Profile and Demographics
Gender: Male
Family and Social Setting: Married, farm worker
Income: $20,000 (low income in U.S.)
Education: none

Feelings
Worries: Finding work during the pandemic
Influences: Family, work, medicine healers,

Goals and Values
Goals: To feed family and survive through the pandemic
Values: Supporting family, can't afford to be scared, has to earn money
Motivations: Feeding family, providing basic needs, survival

Pain Points
Fears: Being on the brink of extreme poverty, access to water and food for family,
Frustrations: Covid protocols have led to a decrease in opportunities to work, making it harder to provide for family
Challenges: Understanding when all of this will end

Target User Persona

Indian, Active Community Relief Volunteer

PROFILE & DEMOGRAPHICS
Job Title: Self employed, Businessperson
Gender:Male
Family and Social Setting: Unmarried, Active social community volunteer and relief volunteer
Income: Upper middle-High income group
Education: Chartered Accountancy

FEELINGS
Worries: That people don't follow basic social and self responsibility of protocols like masking, sanitising during crisis. ***Quotes: ' I see the problem lies in people not realising the fact; that by following your own responsibility you reduce burden for many others'***
Influences: Religion, Diversity, Inclusion, Political Equity, Self help groups, Blood Donation groups

GOALS & VALUES
Goals: Help the community and foster unconditional respect and give back to society consistently be it crisis or no crisis. ***Quotes:'' You really contribute even through simple acts of sharing someone's pain by listening, talking to them, everytime monetary contribution is not the only means, we must make a habit to empathise in everyday acts"***
Values: Unconditional contribution by all for all
Motivations: Staying connected with society and keeping his employees,himself, family, friends, community safe.
Quotes:" Effort starts from realising our own responsibility towards oneself so we can guide others"

PAIN POINTS
Fears: Contracting covid, and lasting effects of it on mind and body
Frustrations: Lack of transparency in billing procedures of resources, myths,biases, misinformed judgements of people
Challenges: Fake information being also channelised, and more of panic and lack of awareness on ways to cope.

Target User Persona

UK Primary School Teacher

Profile and Demographics
Born in England, United Kingdom
Gender: Female
Family and Social Setting: married, aged 55, living with an elderly partner, raising a 15 year old daughter
Income: £30,000 (middle income in U.K)
Education: Higher Education

Feelings
Concerned about Covid-19, extremely anxious, she followed all the rules, partially vaccinated but had severe effects from one vaccine, feels let down by the medical system and government about the vaccine information and choice of the vaccines, however keeps in communication with doctors
Influences: Mass media, anti-vax protest groups, medical freedom, personal effect of the vaccine on her health, speaks to people that experienced similar severe effects from the vaccine

Goals and Values
Goals: To get through the pandemic, to be healthy, less stressed and to retire
Values: family life, community
Motivations: She believes in Covid-19 pandemic but fears the vaccine, due to physical effects on her body

Pain Points
Fears: the effects of the vaccine on her body, permanent damage, feeling outcast in her school by other teachers and parents, restrictions in the UK with Covid-19 passports
Frustrations: covid outbreaks in school, however no severe effects in children and made to constantly self-isolate
Challenges: wants the pandemic to be over, wants good mental and physical health for her and her family

Target User Persona

Indian, Active Open Source and crowdfunding Community Volunteer

PROFILE & DEMOGRAPHICS
Job Title: Software Engineer
Gender:Male
Family and Social Setting: Mid 20's ,Unmarried, Active social community volunteer
Education: Computer Software

FEELINGS
Worries: Financial Crisis, Health crisis, Job Crisis
Influences: Crowdsourcing, open source tech communities

GOALS & VALUES
Goals: To keep family and self safe, financially secure, and stable
Values: Believe in community and moral upbringing
Motivations: Safety, Financial stability, work life balance

PAIN POINTS
Fears: Uncertaininity
Frustrations: Seeing people lose lives due to lack of resources
Challenges: Time and additional network to access helpful communities and help them in crisis

STAGE 1

SUBMISSION

Now that you have completed all the previous slides, please submit & share your deck to team@umo.design

Make sure you have completed:
Slide 4 - Problem Identified
Slide 5 - Why the identified problem is an urgent one
Slide 6 - Target user persona(s)

IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which ever you are working with, to **team@umo.design**
- For sharing a Google Slide deck properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.


Explorations

SOLUTIONS & IDEAS

Digital Dashboard for Pandemic - a one stop shop information and resource hub

This digital dashboard is to provide key, relevant and balanced information from a range of validated sources, on topics of public concern, to inform public opinion during the current crisis. Topics will include

- **Vaccine & public safety** advice based on the latest scientific research, debates on the vaccine programme, types of vaccines
- **Natural Immunity & Nutrition** advice during pandemic, latest advice on boosting immunity, education on types of fruit, veg, grain, which will boost immunity
- **Mental Health** advice on mental health strategies, bringing heart to your home & community, dealing with trauma, empathy skills
- **Skills & Jobs Noticeboard** Latest job opportunities, changing job markets, how to upskill and innovate, education & apprenticeships
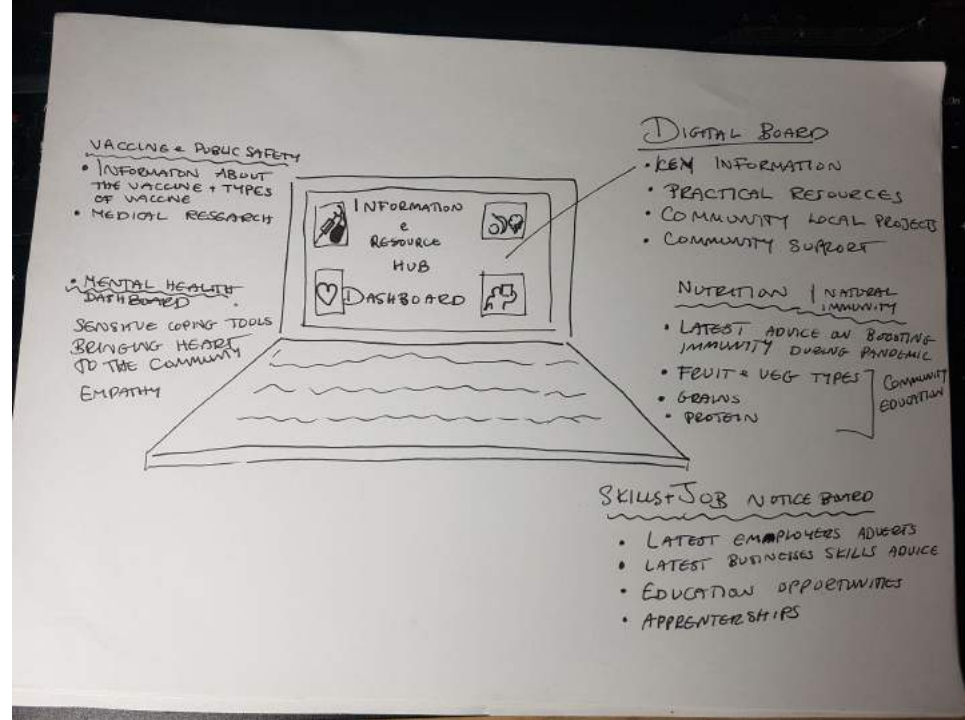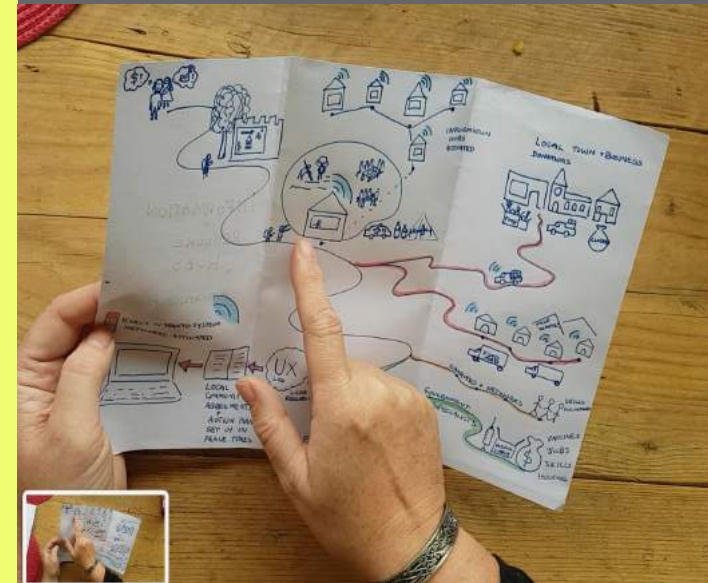

Ultimately we did not choose this digital solution, despite it being a safe alternative during Covid-19 pandemic, as the solution did not answer the immediate needs of a wider human community, which is basic survival, access to life resources such as food, water, transportation, work, with many people bypassing the public safety & vaccination programmes in order to survive.

Final Solution & Innovation

The solution addresses the problem by providing a staged approach to managing a crisis, building strong knowledge base, skills and partnerships led by a community.

It is unique because it bridges the gap between grassroots communities and semi to fully structured bodies such as charities and governments, a problem well reported by peace building networks.

Communities are best sighted on needs and can come together quickly in crisis and in peace however this still needs an intelligent and coordinated effort. The final solution, which is a blueprint for activating information & resource hubs addresses this need.

BRAVING CRISIS THROUGH COMMUNITY EFFORTS

Information hubs & Resource Centres to be made easily accessible, inclusive and replicable to provide a framework and toolkit which can help humanity be better prepared to manage and overcome crisis

FILL KNOWLEDGE GAPS, PROVIDE SKILL EXCHANGE OPPORTUNITY

The COVID-19 pandemic is estimated to push an additional 150 million people into extreme poverty this year, by 2021 (Source, World bank 2020).Situation demands urgent filling of knowledge gaps, skill exchange to save through open source collaboration by local and global communities

INFORMATION HUBS ARE ACTIVATED FOR EARLY RESPONSE AS CRISIS HITS ⚠️

Drive collective action to bring an end to COVID-19 and to ensure the world is better prepared for emerging pandemic threats.

RELIGIOUS CENTERS, FARMS,SCHOOLS, EXISTING INFRASTRUCTURE TO SUPPORT INFORMATION HUBS IN CRISIS

"From a gurudwara in Kolkata to the Dawoodi Bohra community kitchen, religious organizations and welfare trusts are rising above polarization and coming together to help those in need during the pandemic"

INFORMATION HUBS WILL BE EASILY ACCESSIBLE AND INCLUSIVE

Making information easily accessible and understandable in LOCAL CONTEXT by LOCAL COMMUNITES by displaying the information on walls of public places like shops or buildings as murals so that people can receive information and help within time at every mile, to those who can afford internet penetration, information hub will also be accessible through other media platforms, or online.

LOCAL PROBLEMS IDENTIFIED & NEEDS MET AT LOCAL LEVEL

PARTNER OPPORTUNITIES TO PROVIDE ACCURATE INFORMATION & CHANNELS TO

Take action by contributing, validating information and urging your community to get involved in discussion/plans/use information wisely yourself and training others to do the same.

RAISING FUNDS AND CHANNELISING THEM TO INFORMATION HUBS THROUGH AUTHENTIC CHANNELS

A 22-year-old has worked with some 62 NGOs and raised over Rs 22 crore collectively. Most of the organisations he has helped are focused on providing food and rations to Covid patients or people whose livelihoods have taken a hit during the pandemic.

User Experience

THE UX OF THE SOLUTION

Two prototypes were created for Community Light Hub :

a) Activation Plans Info Hub (prototype 1)

b) The Information/ Resource Hub (prototype 2)

Both were subjected to usability testing and the feedback received for both products was positive and understood by the user who expressed interest, and confirmed the need. Some improvements had to be made around the choice of icons, fonts, and descriptions (prototype 1 only)

Prototype 2: Information/ Resource Hub (can be mobile or fixed) - Rotation of services, based on human need matched with local supply

Types of services

The Hub

Prototype 1: Activation Plans for Community Info Hub

1. Community not ready for crisis

2. Community receives a blueprint on how to set up & activate hubs

3. Local community follows a plan & builds knowledge & support networks repository
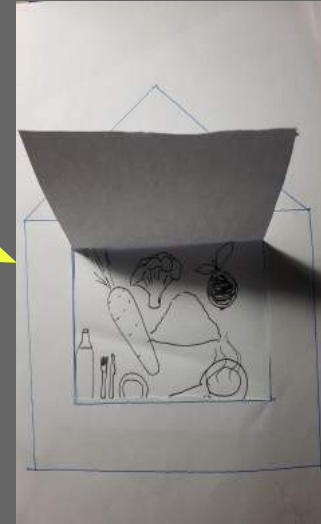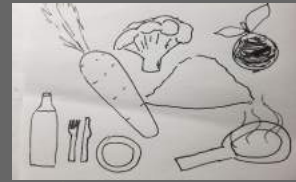
Design Process

Once we have defined the problem, we put together interview guides, conducted and transcribed interviews (including tags, highlights and insights) using online tools such as "miro", and "dovetail app". We carried out thematic analysis based on insights gained from our personas and conducted a secondary research around possible solutions.

We proposed two solutions, one digital dashboard, however a physical solution such as an Information Hub blueprint best addressed the problem.

Usability testing was carried out on the final solution, and feedback was taken on board for the second version of the prototypes.
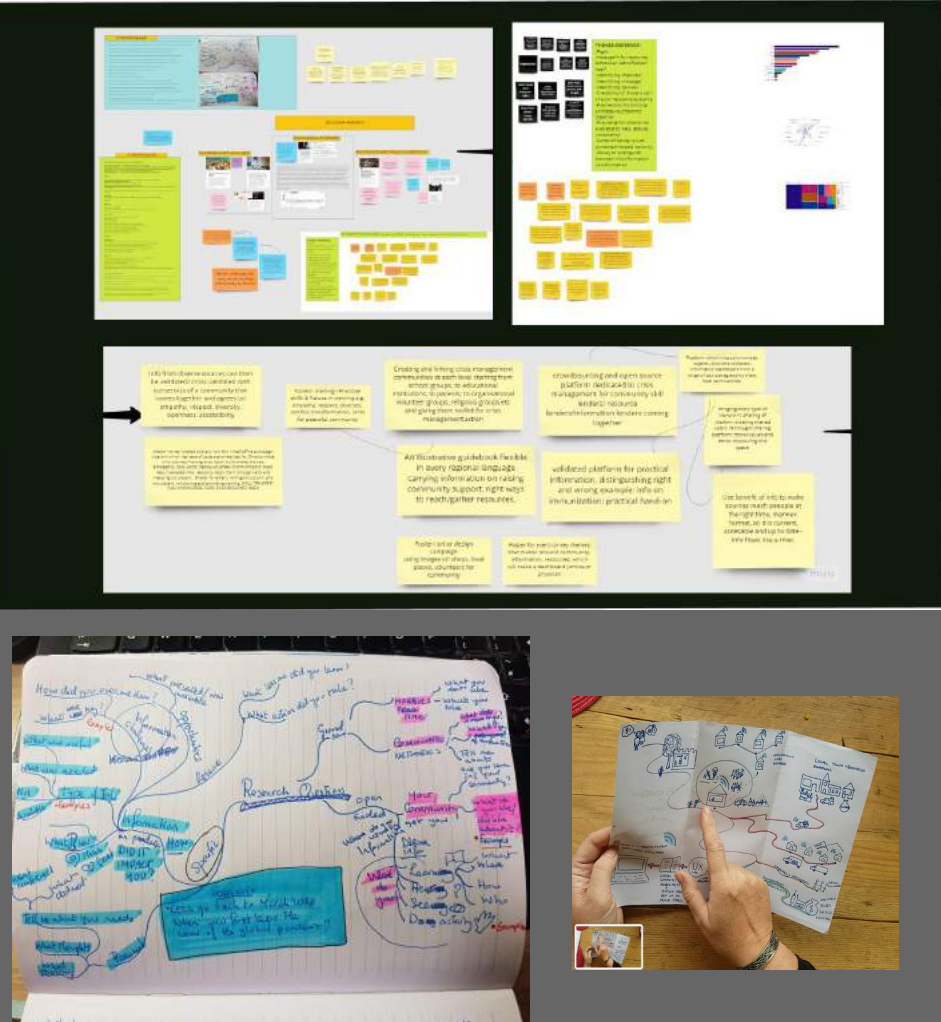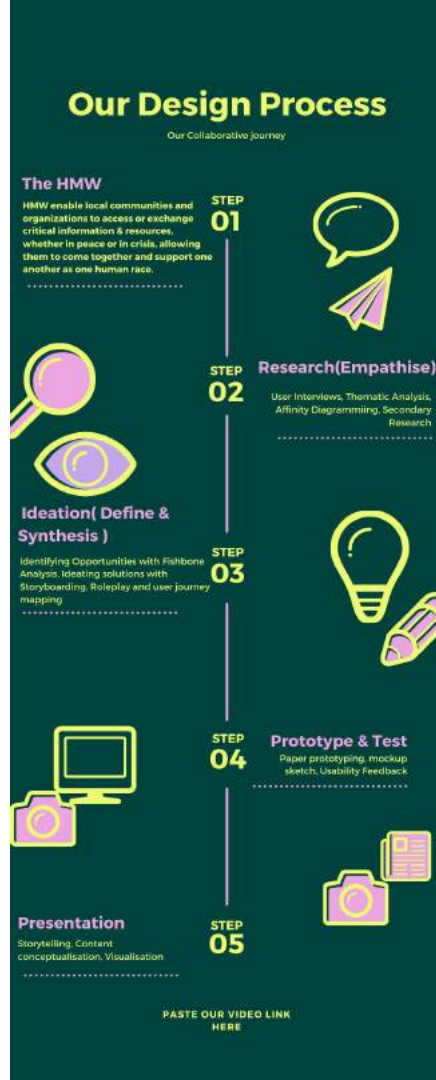
Impact on Society

1. Easily replicable and accessible toolkit/framework for local communities, which can be adopted quickly in times of crisis.

2. It is an asset light model and flexible, it gives scope for using existing infrastructures efficiently in crisis, and can be adopted to temporary spaces or communities on the move.

3. It gives a plan on how to build an effective early warning system, how to build a community knowledge & networks repository, and put in place key agreements with local partners prior and during crisis.

4. Community will learn to build and activate critical information channels, connect vital resources to its users, and ensure public information is accurate, and relevant to its community.

5. The toolkit gives both community steps on how to expand its networks based on demand and how to incentivize partners at local level.

6. The toolkit meets short-term needs of users and medium to longer term gaps in services by focusing on the needs such as knowledge and skill shortage; it gives steps on how to create opportunities for jobs such as keeping the hubs running in peace time and provide learning to upskill the community (based on open source format)

7. The visual approach of conveying message about the information hub allows the model to be accessible in every language, cultural context, rural interiors also.

Information & Resource Hub is driven by local communities to create a safe space during crisis & in peacetime. It provides life support such as food, first medical aid, it informs public health & safety, educates and opens pathways to jobs, education and housing

Sustainability

Sustainable model that creates self functioning community hubs, which come together as one network sharing knowledge and resources driven by the users e.g. a "bee-hive model structure" by not being hierarchical, are flexible and adaptable to the needs of the community during the Next Wave.

Cooperation based balancing the needs of the community and nature. Partnerships from businesses, charities, and the government that share similar values are welcome in return for access to its thriving communities and opportunities to exchange products and services, including local community information informed by community needs.

Food waste costs are cut by connecting food suppliers to community need

Bring relevance to services/ products from businesses and government

Builds community trust, it is based on creating peaceful and empathetic communities.

Information is balanced based on respect, diversity, openness, accessibility and inclusion where information is validated with consensus of the community.

Funds are raised in first instance from donors with shared values, and the local bodies and partners based on community ethos and consent
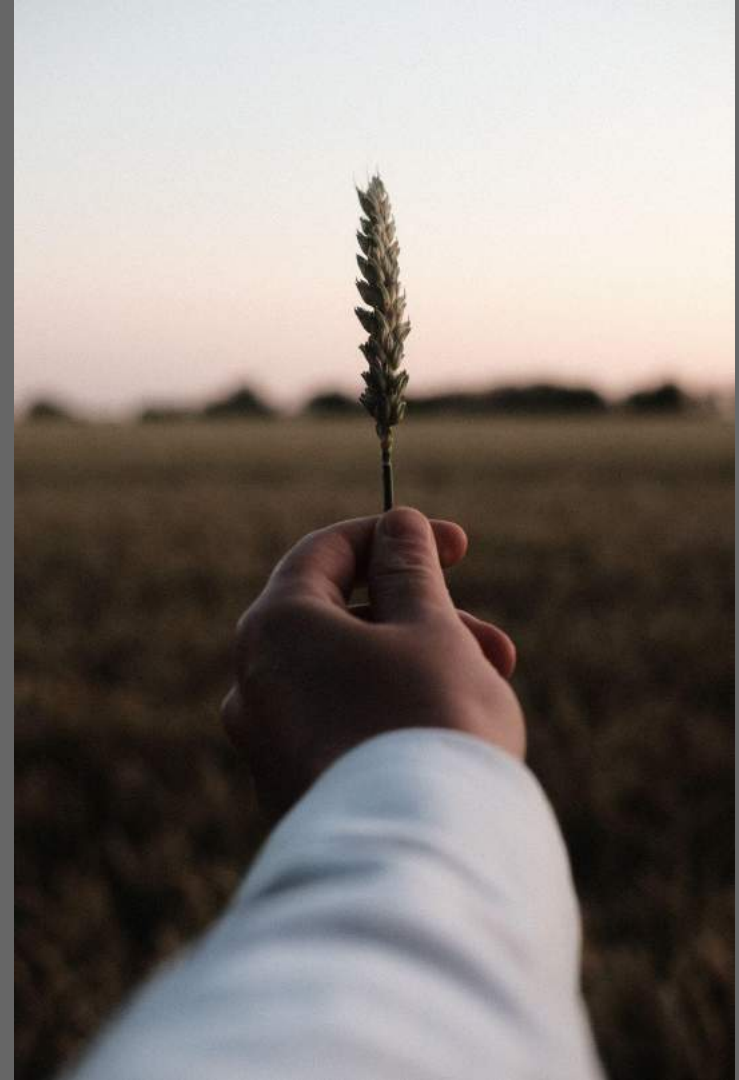
Execution & Business Viability

Local communities are powering the system:

1. Localized activation hubs which are Info/ resources - these are are kickstarters/ triggers, which are triggered by the crisis itself. With the trigger it motivates the local leaders to come together, and pull resources, finds required to start preparing for crisis and managing be like the beacon of light/ fire, setting off other hubs within its network.

2. The activation hub will be run by local volunteers and community who will be building a network, which will form as a base of awareness/and a repository of knowledge in time of peace, and setting up local agreements with partners and community. An asset light model followed to utilise existing infrastructure during crisis for immediate action, response.

3.Why are we unique: Solution directly addresses the needs of people in crisis who are driven by need , who don't care about their personal safety or even pandemic.who put their needs first ahead of personal safety during pandemic.

4.We are unique because we are keeping the activation hub functioning in times of peace and pandemic. It is run by volunteers building the knowledge repository, local networks, and keeping it active and relevant to the local community's needs.

5.We are unique because we have identified a gap between grass community and existing charities and networks which needs to be filled, with quicker response, direct access to resources and good information flow so that help could be directed to who needs it most.

6.This has been highlighted as a problem for many peace building networks.

7.We are unique because this will be driven 100% by a community effort, however we will equip it with right tools, such as communication channels & networks and bring whole service design experience to the community by giving them a simple blueprint that can be adaptable to local community context, with touch points identified.

BRAVING CRISIS THROUGH COMMUNITY EFFORTS

Information hubs & Resource Centres to be made easily accessible, inclusive and replicable to provide a framework and toolkit which can help humanity be better prepared to manage and overcome crisis

STAGE 2

Final Submission

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is on time.

IMPORTANT FINAL SUBMISSION INSTRUCTIONS:
Please ensure that you submit the following:

- **Presentation Deck** - Review your deck for completion and submit
- **Video** - Create a 3 min video (DO NOT EXCEED 3 mins) for the jury to evaluate and for the public voting. Imagine watching your video without any context. It should tell everything about the project, highlighting the problem, solution, and impact. Structure your video based on the evaluation criteria here
- **Submission form** - Complete a final submission form and embed a video link and the presentation link here

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Final Submission form link
<Wii be updated>

Thank you!

"Any progress is a lot of progress when reducing fear. Be patient" *Sheva Carr and Robert Browning*

"Our ability to deal with conflict affects how we handle every issue humanity is facing. Whether global in nature, such as poverty, hunger or environment, or closer to home, such as family or community relations, we face daily challenges to our abilities to deal with conflict constructively - Search for Common Ground" *extract from "The Mighty Heart by Dr Scilla Elworthy, nominee for Nobel Peace Prize*