

*Join the first  
international*

# WORLD'S CHALLENGE CHALLENGE

A global  
initiative  
of Western  
University



“It is perhaps the defining question of our time:

How to tackle the complex, interrelated challenges of the 21st century in a coherent and effective way?

The answer, I am convinced, lies in what I call the diplomacy of knowledge, defined as our ability and willingness to work together and share our learning across disciplines and borders. When people achieve the right mixture of creativity, communication and co-operation, remarkable things can happen.”

**HIS EXCELLENCY, THE RIGHT HONOURABLE DAVID JOHNSTON**

Governor-General of Canada

## The Opportunity

Western University is inviting some of the world's best universities to compete in the first international World's Challenge Challenge in 2016-2017.

As a partner in the international World's Challenge Challenge, you will encourage your students to form diverse teams of three to choose a global issue and design a unique solution. The teams will then present their unique solutions to panel of academic and community leaders at your institution that will judge the presentations and ideas based on an established scoring rubric. The top team from each World's Challenge Challenge partner will win a trip to London, Canada, in May 2017, to compete in the international finals.

Travel and accommodation for the top team members will be provided, and they will have an opportunity to network with some of the best and brightest students from around the world. Additional academic and networking events will be planned around the international Challenge, so that students can participate in further discussion around global issues, and experience a taste of Canadian hospitality.

## Background

Western University has held the World's Challenge Challenge for Western students over the past three years during our campus International Week, held each November. More than 30 teams compete annually by presenting their unique ideas to a panel of academic and community leaders. The winning team members each receive \$1,000 to help fund an international learning experience.

Now we want to pool the talents and creativity of bright students from around the world – across a wide range of institutions, cultures and continents – to create even greater potential solutions to significant global issues.

Our timing couldn't be better. In 2017, Canada will celebrate its 150th anniversary of confederation – the formation of this large, proud and diverse nation. What better way to celebrate this milestone, than by looking ahead to future solutions from a new generation of global leaders?

## Who can participate?

At Western, this competition is open to all students: undergraduate and graduate, from any faculty, full and part-time, and includes students from our Affiliate University Colleges. We encourage teams to bring together individuals from diverse backgrounds or areas of study, making sure that at least two disciplines are represented. Only teams of three students are accepted to the competition.

## How does it Work?

Students submit applications with a synopsis of their chosen issue or problem, and how they propose to address it. Once all applications are reviewed to ensure they meet entry qualifications, students are given approximately 4 weeks to prepare a 5-7 minute presentation to sell their solution. A first round of presentations selects semi-finalist teams who will move on to the final presentation round. We would suggest a timeline of approximately 10 weeks to run the competition, from launch to final presentations. The competition at your university can take place any time between September 15, 2016 and March 1, 2017. It need not happen simultaneously with Western's competition or any other World's Challenge Challenge partner. More details and a suggested timeline will be provided to participating partners.



“If you embrace a global vision, your talents and creative minds hold the potential and the power to solve [enormous world challenges] and improve the human condition right across our global village.”

**AMIT CHAKMA**

President, Western University

## Resources for Partners

Western University wants to make the international World's Challenge Challenge a success, and we know that means making it as easy as possible for partners to implement the competition. Resources provided will include:

- a suggested timeline and summary event plan
- customizable promotional materials (posters, social media graphics and posts, web graphics and more)
- application form template
- suggested website outline and text
- sample invitation letters for judges
- a scoring rubric and system for evaluating presentations
- samples of past student entries

## Why join the international World's Challenge Challenge?

The World's Challenge Challenge is an exciting way to engage in discussion and debate about world issues, and to bring ideas from many different perspectives to the table. Western strives to bring together individuals with a broad worldview, seeking to study, influence and lead in the international community: to create global citizens who think creatively, and critically, about significant issues that affect us all. It starts with one idea, one discussion. Who knows where it may lead?

## Examples of past successful teams and projects from Western University



### KUGERA: A SEXUAL HEALTH AND CONSENT LESSON PLAN

Three enterprising students who had completed an international field course in Rwanda recognized a significant lack of sexual health education and a complete absence of consent education in Rwandan school curricula. The team also observed: 1) “the country was dealing with the problem of unwanted pregnancies and sexually transmitted infections reactively, rather than proactively;” and 2) Rwandan parents did not feel comfortable discussing sexual health with their own children. The team proposed a thoughtful plan to develop and distribute sexual health and consent lecture plans via USB drives, and to work with community partners and non-governmental organizations to identify communities and schools willing to participate.

**2015  
WINNING  
PROJECT**



**2014**  
WINNING  
PROJECT

## FINANCING FOR COMMUNITY-DRIVEN DEVELOPMENT PROJECTS

The winning group focused on an inclusive and financially sustainable model for international community-driven development. Current development projects are filtered into developing communities, and, by the time aid arrives, it is already decided where funds and resources will be allocated. This means the aid that communities get doesn't always address actual needs. Using Haiti as an example, the team proposed a new model in which communities are able to identify needs, and have access to financing through a private company or government structure. Working like a microloan program, the group's proposed model would engage community groups in collectively apply for funding. Once a community built whatever it deemed necessary – a well, irrigation system, farmlands, etc. – it could make a profit. When it makes its money back, the community can pay back the loan and apply for a bigger one.



**2013**  
WINNING  
PROJECT

## DEVELOP INNOVATIVE, INEXPENSIVE, AND SAFE ALTERNATIVES TO SPACE HEATING AND COOKING USING SOLAR ENERGY IN DEVELOPING COMMUNITIES

This team identified that many individuals developing communities use fires and solid biomasses to cook and heat spaces, resulting in ineffective, and often dangerous methods harmful to health, the environment and personal safety. The risk involved is a prolonged exposure to emissions, which has been proven to contribute to increased child mortality rates and maternal health. When it comes to the environment, burning solid biomasses produces pollutants, contributing to deforestation, climate change and global warming. And concerning safety, in developing communities, it is often women and children who leave the safety of their homes to gather biomasses such as wood to burn in order to cook and heat their homes. The group proposed the use of solar cookers, created from widely available discarded satellite dishes, covering them in aluminum foil to concentrate sunlight and solar energy underneath a cooking pot. Another proposed solution is the use of phase change material, which can store and release large amounts of energy. PCM can be stored inside walls and rooftops, releasing heat energy at night. These solutions would be cost-effective, safe, and reduce environmental impact.



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