

# PLANETARY HEALTH REGENERATIVE CITY LIVING LAB CHALLENGE

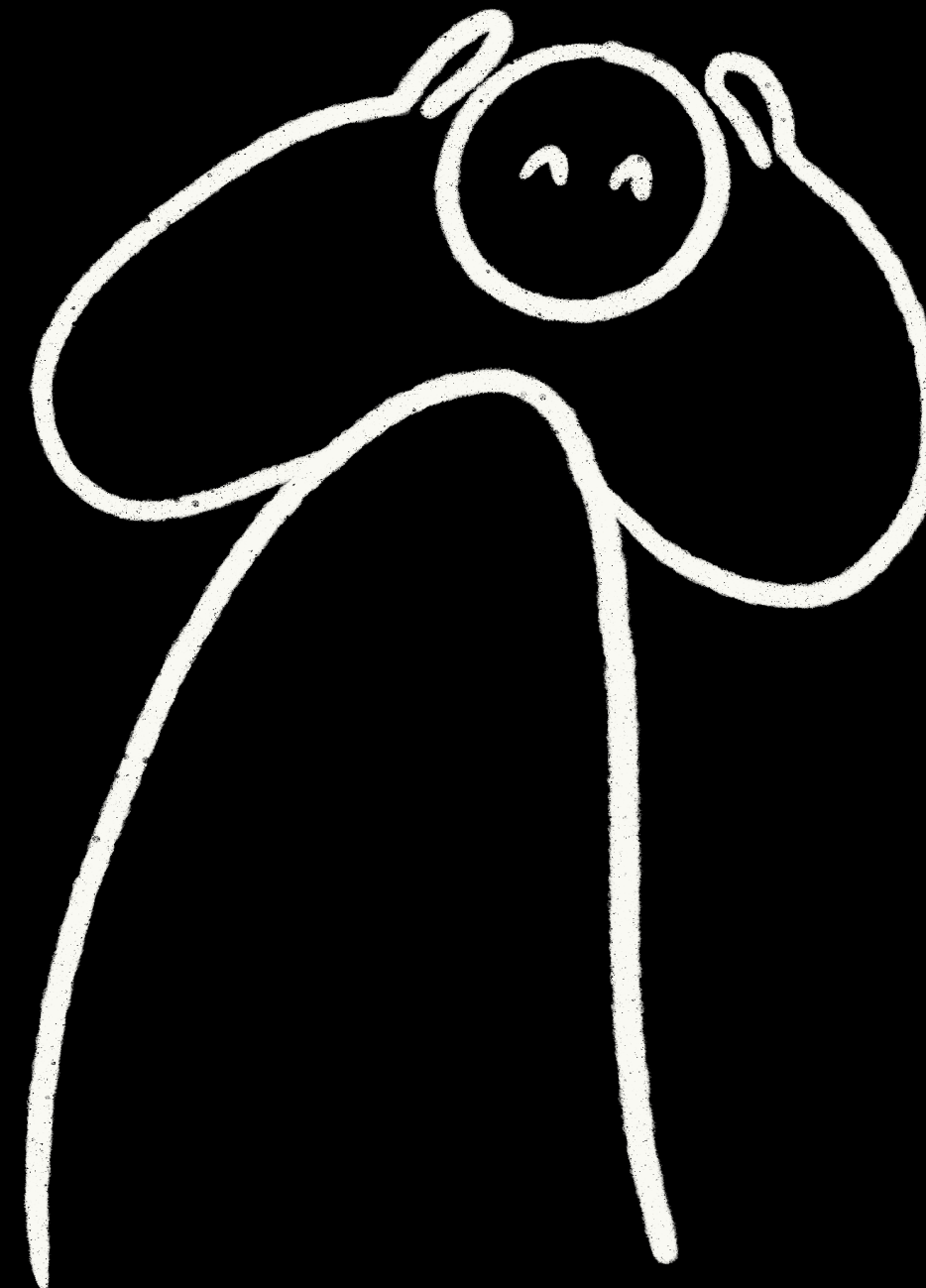
9 – 30 August, 2021



# Introductions

# Icebreaker

1. *What led you to sign up to this design sprint/hackathon (in chat)?*
2. *Put your hands on your head if...*



# Keynote Speaker BEC SCOTT

## CEO & Co-Founder, STREAT

# OUR SPRINT THEME:

Building a circular, regenerative precinct  
in the heart of the west, starting with  
Victoria University

# The challenge

## 4-week program

Week 1 – Challenge area selection + team forming

Week 2 – Ideation

Week 3 – Iteration and Development

Week 4 – The Big Pitch!!!



# Sprint plan

4 x weekly sessions  
(2 - 2.5hrs per session)

## Session outcomes:

Week 1 9 August



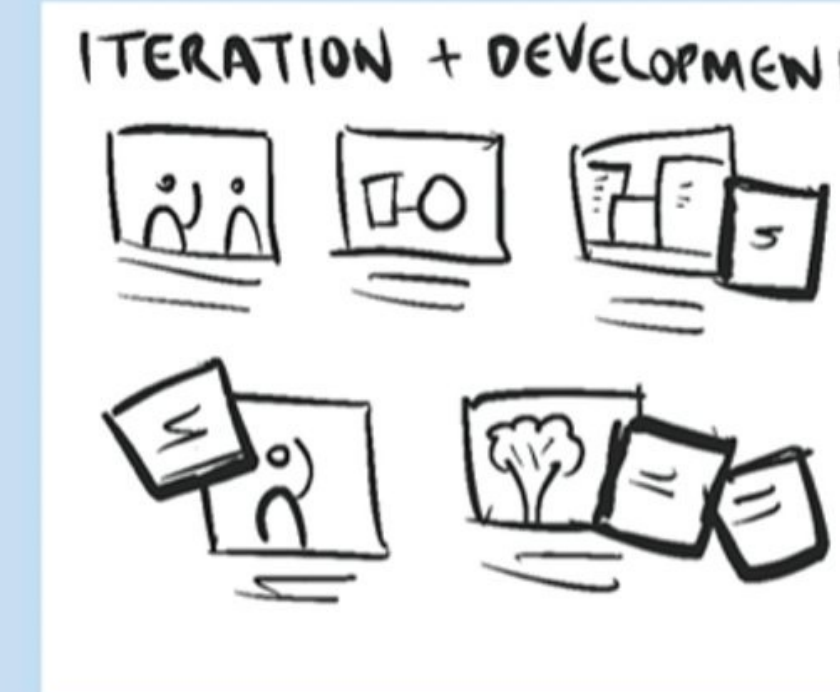
Choose a challenge

Week 2 16 August



Choose an idea for testing

Week 3 23 August



MVP & potential outcomes

Week 4 30 August



Projects pitched!

4 x weeks homework  
(Allow for 4hrs/week for 3 weeks)

Including contributing to project storytelling



Choose audience and develop an empathy map



Team forming: how and when you'll work together



Decide on the area of your challenge you'll explore and research existing ideas in this space



You'll receive a testing workbook with tools for testing your idea



Conduct testing and document your findings. This is formative testing – testing to learn.



Prepare your pitch and supporting materials to communicate your concept.

## Project storytelling

Each week, participants will be asked to respond to a prompt question, either in text or by contributing to a virtual 'video booth.'

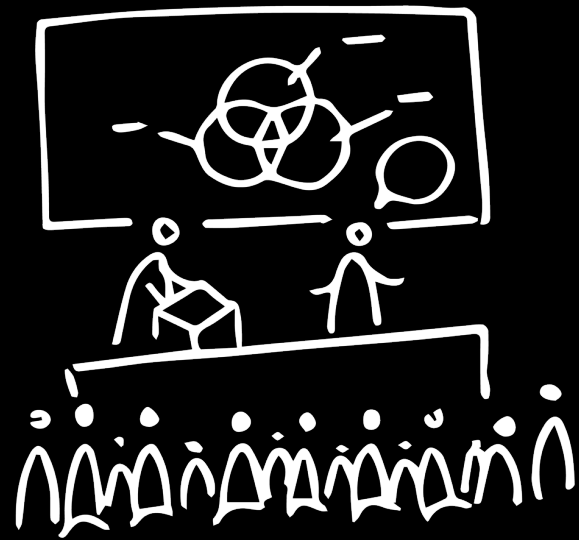
These responses will help to shape the storytelling element of the sprint.



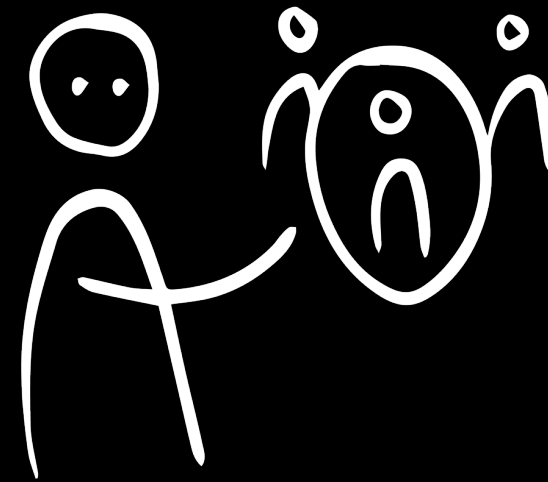
# What will you gain?

- Make a difference for the planet
- Knowledge and skills training in problem-solving and innovation
- Experience for your CV
- Contribute to projects in VU Academy & STREAT

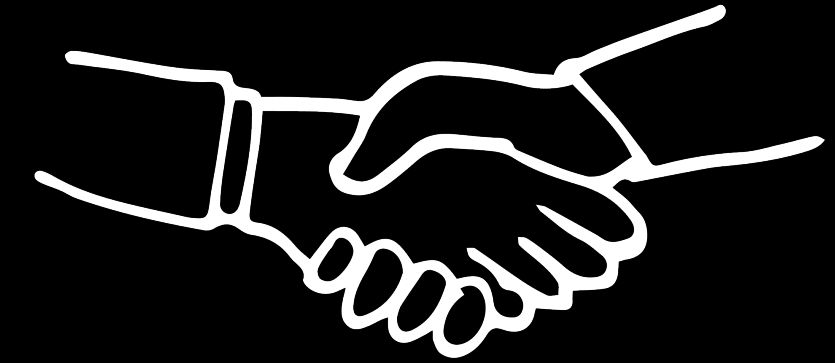
# Expectations



Attend all weekly workshop sessions



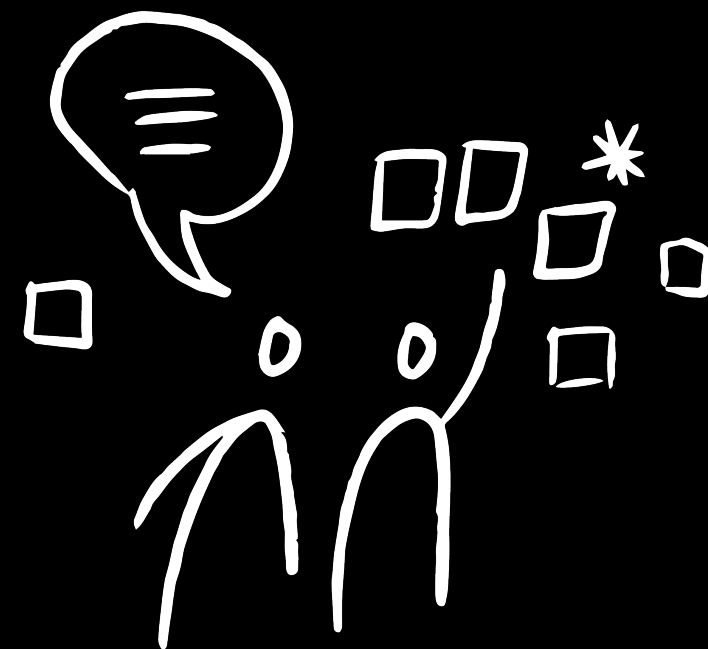
Participate in lightning demos



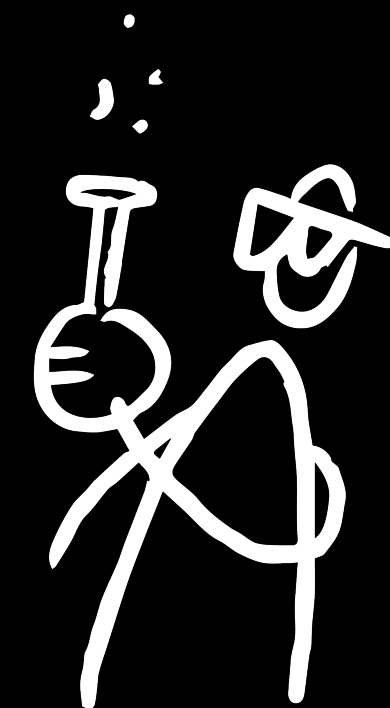
Approx. 20 hr commitment



Contribute to your team



Or, jam with your buddy (individual)



Bring a positive, inclusive and can-do attitude

# CHALLENGES AND GOALS

# CHALLENGE 1: Divert and convert – from landfill to creating a regenerative resource

## HOW MIGHT WE...

*Help VU Footscray Campus members take action to divert food waste from landfill and instead ensure it's used in regenerative ways such as placing in compost?*



- Knowledge
- Behaviour change
- Nudges
- Infrastructure
- Living lab on campus

### CHALLENGE 1: Divert and Convert - From landfill to creating a regenerative resource

Type of challenge: Behaviour change, engagement, educating

**THE LOWDOWN**

When you throw a banana skin into landfill, it produces methane gas, which is 28 times more potent as a greenhouse gas than carbon dioxide.

But when the banana skin is put in a compost bin it releases some CO<sub>2</sub>. The resulting organic matter is highly beneficial ecosystem of nutrients and microbes that support plant growth and carbon sequestration (removing carbon from the atmosphere) into the soil.

In other words, it's really bad to put organic waste into landfill, but organic waste can be a wonderful resource if composted.

Our challenge turns to how we can help our staff and students make choices to reduce their negative impact on our planet, and in turn make a positive impact. Can we help them to make the change to composting their organic waste? Can we go even further, and help them to understand that 'waste' can actually be a resource? Diverting from landfill is one thing, but can we also convert 'waste' into an awesome, regenerative resource?

### HOW MIGHT WE...

Help VU Footscray Campus community members to take action to divert food waste from landfill and instead ensure it's used in regenerative ways such as placing in compost?

### BACKGROUND

- 1/3 of the world's food is wasted and produces 8% of global greenhouse gas emissions.
- If food waste was a country, it would be the third largest greenhouse gas emitter, behind the USA and China.
- Closer to home, more than one third of the average garbage bin from food businesses and households is food waste.

Which brings us to this challenge...

...What most people don't know is the huge difference they can make if they put food waste into compost or a worm farm versus landfill.

### Planet friendly options for organic waste include:

1. Creating an on-campus compost or worm farm at Uni or at home
2. Put in council green bin - if council supports this
3. Find someone nearby who can use your food scraps on [sharewaste.com](https://www.sharewaste.com) (online community of composters)
4. Repurpose food waste, e.g. make carrot top pesto, potato skins or put coffee grounds directly in the garden



## CHALLENGE 2: Zero waste food – giving food scraps a new lease on life

### HOW MIGHT WE...

*Divert food scraps from landfill and use them to create food items that nourish and encourage the VU campus community to start or increase their zero waste food journey?*



### Imagine VU in 2023...

- No food waste leaves campus
- Rooftop garden provides root to stem food
- Food outlets use leftover bread to make into crackers, croutons and dog treats.
- Edible parts of plants that used to be discarded such as carrot tops, pumpkin skin and almond pulp are made into delicious pesto, baked veg and cookies.
- People in the VU community use food scraps at home in the same way and there are zero waste food events on campus to celebrate not only the benefits for the environment but also the cost savings to all.

In this challenge you will explore options to help move towards a zero waste food campus, landing on one idea to flesh out, describe and test.

**CHALLENGE 2:**  
**Zero Waste Food - Giving food scraps a new lease on life**  
Type of challenge: Product development, process, infrastructure, community engagement



**HOW MIGHT WE...**  
Divert food scraps from landfill and use them to create food items that nourish and encourage the VU campus community to start or increase their zero waste food journey?

**BACKGROUND**  
Each year Victorian households throw away 250,000 tonnes of edible food – enough to fill Melbourne's Eureka Tower. Almost two thirds of that food could have been eaten.  
Two key reasons for food waste are:  
• People often throw out parts of a plant they don't think of or know how to use such as cauliflower leaves, beetroot leaves, potato skins.  
• People don't plan ahead and don't know how to use excess or leftover produce that could be given another lease on life including bread, herbs and vegetables.

**WHAT YOUR IDEA CAN HELP US WORK TOWARDS**  
Imagine VU in 2023...  
By 2023 no food waste leaves our campus. Our rooftop urban garden grows vegetables that are used from root to stem. Our food outlets use leftover bread to make into crackers, croutons and dog treats. Edible parts of plants that used to be discarded such as carrot tops, pumpkin skin and almond pulp are made into delicious pesto, baked veg and cookies.  
People in the VU community use food scraps at home in the same way and there are zero waste food events on campus to celebrate not only the benefits for the environment but also the cost savings to all.  
In this challenge you will explore options to help move towards a zero waste food campus, landing on one idea to flesh out, describe and test.

**Background pre-reading (optional)**  
1. Use It All: The Cornersmith guide to a more sustainable kitchen  
2. Sustainability Victoria. Love Food Hate Waste Campaign.  
3. FoodPrint Zero Waste Cooking.



## CHALLENGE 3: Engaging our community – How can young people work together to understand and act on their collective impact?

### HOW MIGHT WE...

*Engage young people within the VU community and surrounds to see the collective impact we can make in reducing waste and engaging others to do the same*



### Imagine VU in 2023...

- Young people feel empowered and hopeful about their ability to take climate action.
- Through a series of engagement activities, young people can see the difference they can make, the steps to take, and how to spread the word to engage others.
- A movement has been created.
- The concept you create represents one of these engagement activities. landing on one idea to flesh out, describe and test.

**CHALLENGE 3:**  
Engaging Our Community – How can young people work together to understand and act on their collective impact?  
Type of challenge: Behaviour change, engagement, storytelling

**HOW MIGHT WE...**  
Engage young people within the VU community and surrounds to see the collective impact we can make in reducing waste and engaging others to do the same.

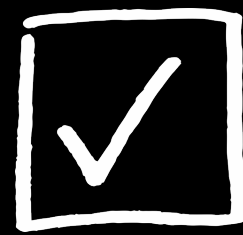
**BACKGROUND**  
There's evidence that people often feel their individual behaviours can't make much of a difference when it comes to reducing our collective carbon footprint, which can feel overwhelming. However, it's easier to feel hopeful when you're actively involved in pro-climate behaviours. Many people also feel that they don't have a voice and are disempowered in the face of politicians acting against the best interests of their constituents, which has a negative impact on people's mental health (APC 2022).  
This challenge is about helping people see how big a difference they can make when they work together, and also to give them a voice. Outcomes have the potential to start a movement of empowerment, action and activism.

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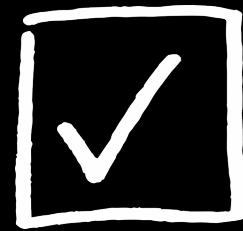
**Background pre-reading**  
1. EarthSpeakers  
2. APS Young people and the climate crisis



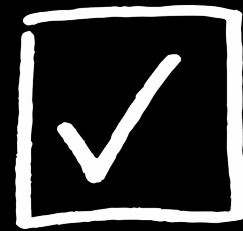
# Judging criteria



Clearly defined problem +  
target stakeholders



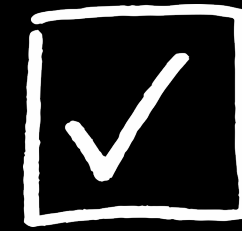
Address top level HMW  
statement



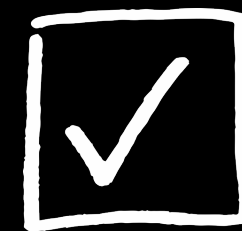
Potential positive impact  
towards planetary health



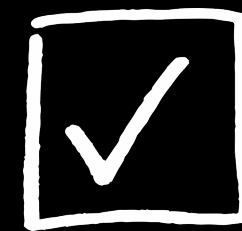
Ease of implementing in our  
Living Lab



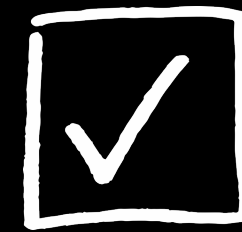
Feasibility + Viability



Makes use of resources already  
available



Engages, educates and inspires people  
beyond VU campus (at home, STREAT)



Quality and clarity of concept at the pitch

You will have 6 minutes to pitch + Q&A session  
Full details of criteria will provided during week 1



# Which challenge will you take?

## CHALLENGE 1:

### Divert and Convert - From landfill to creating a regenerative resource

Type of challenge: Behaviour change, engagement, educating



## HOW MIGHT WE...

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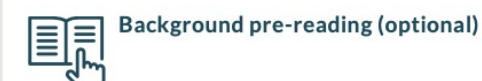
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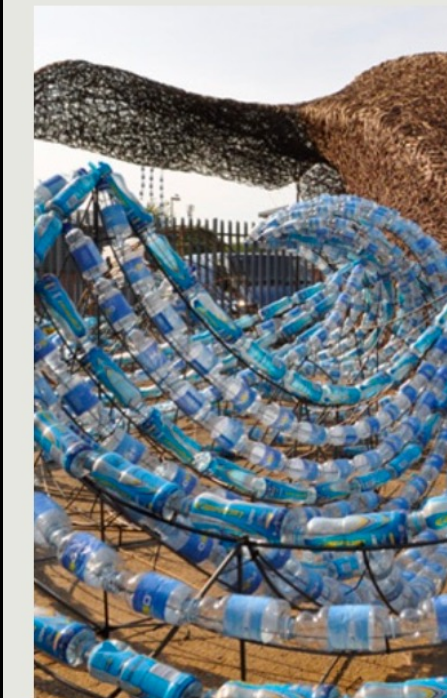
Background pre-reading (optional)

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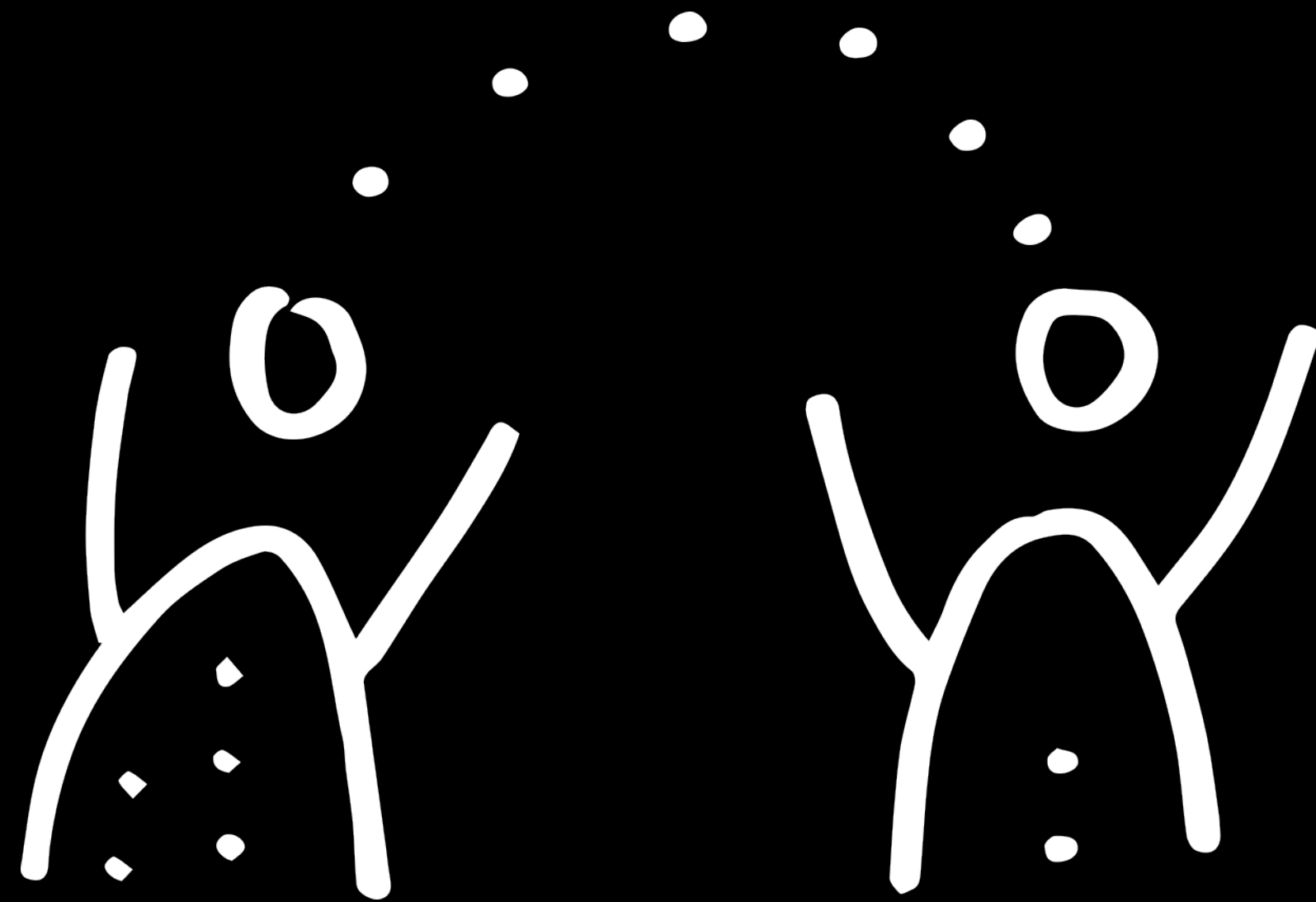
Background pre-reading

1. EarthSpeakr
2. APS Young people and the climate crisis

In chat let us know which challenge

Do you have a team mate you'd like to work with?



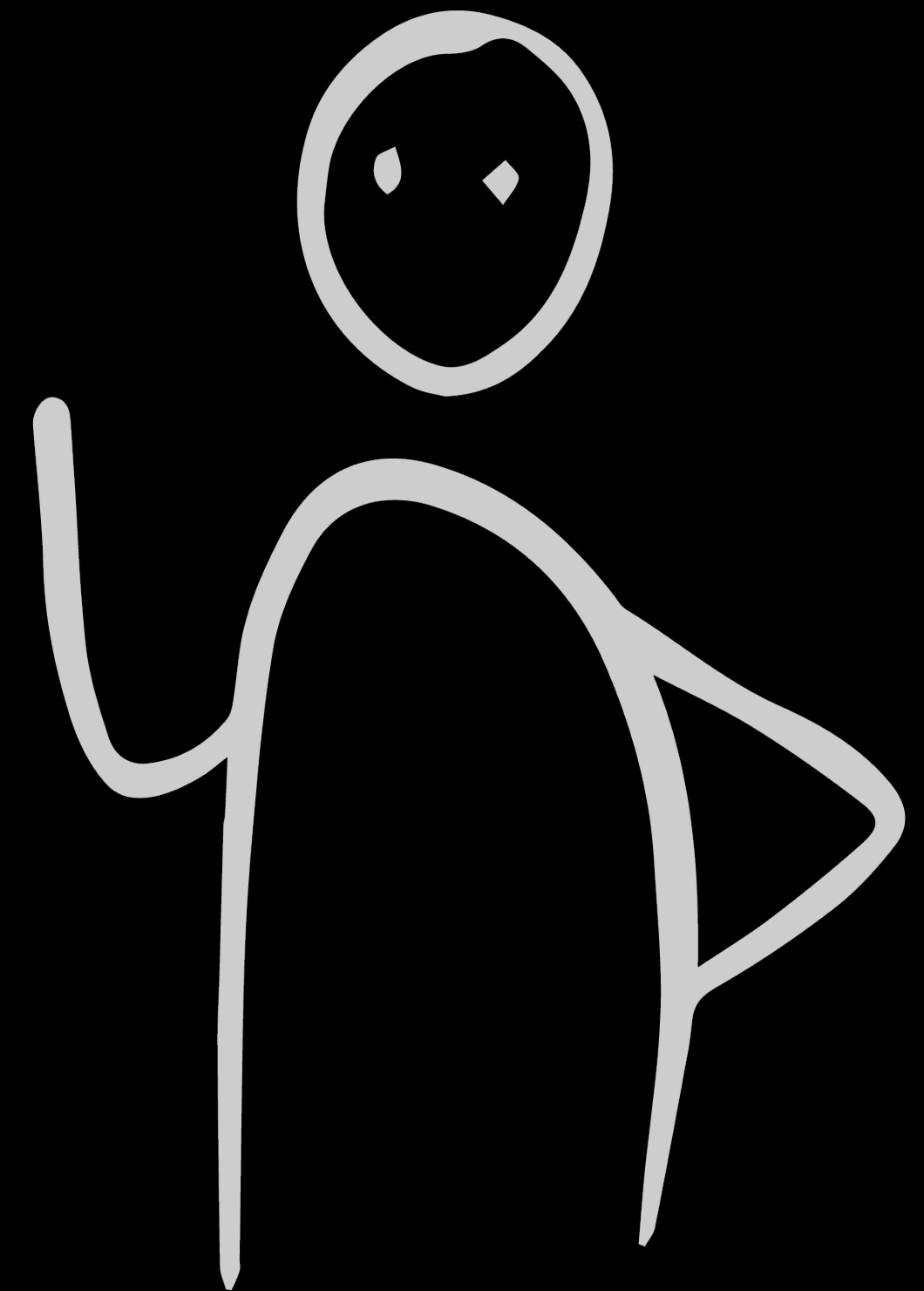


# Human-centred design

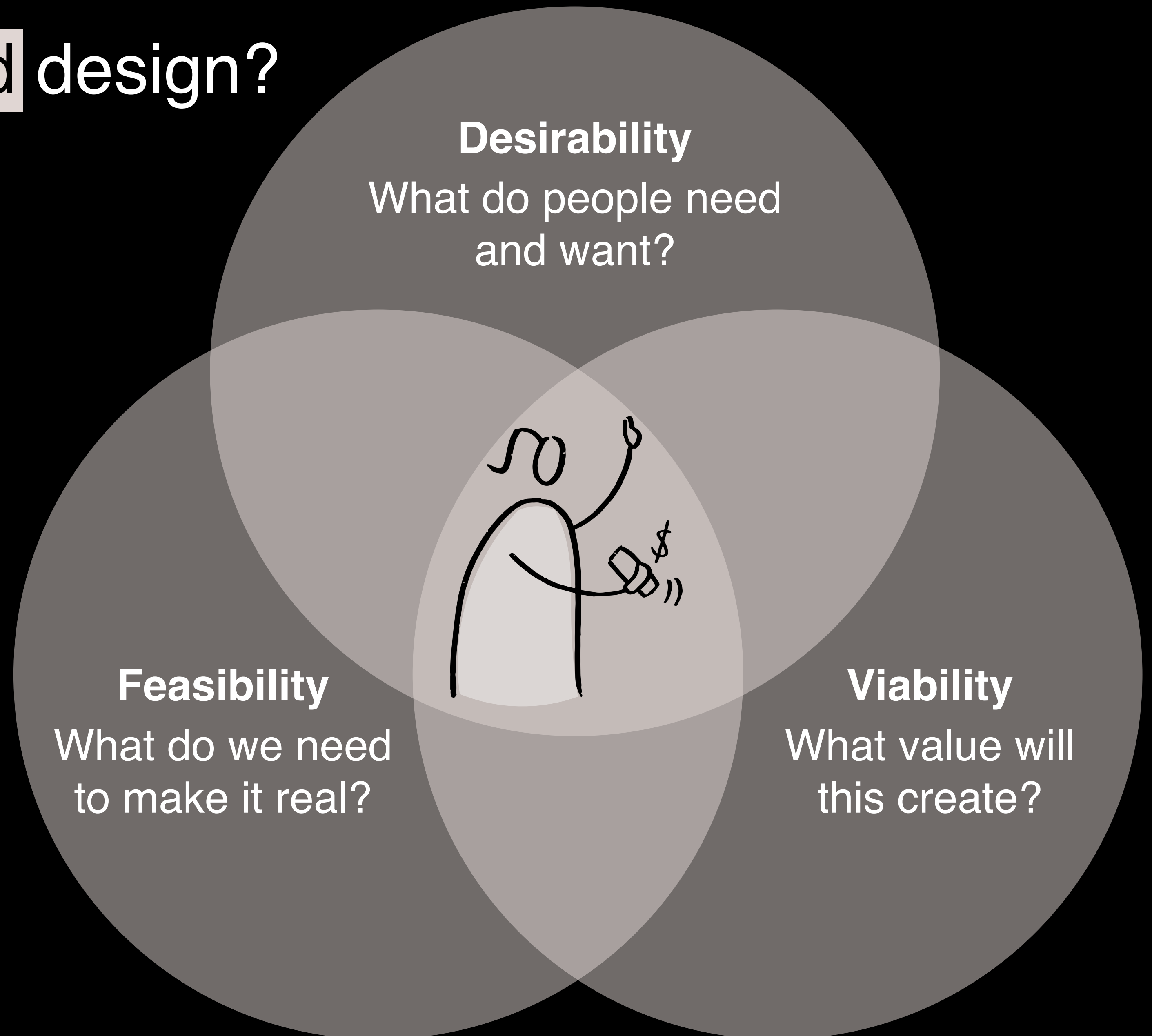
# What is human-centred design?

Human-centred design is a creative approach to problem solving that starts with the people you're designing for.

By gaining a deep understanding of people's needs, hopes and aspirations we can create better and more innovative solutions with them.



# What is **human-centred** design?



# So what is **Earth-centred** design?

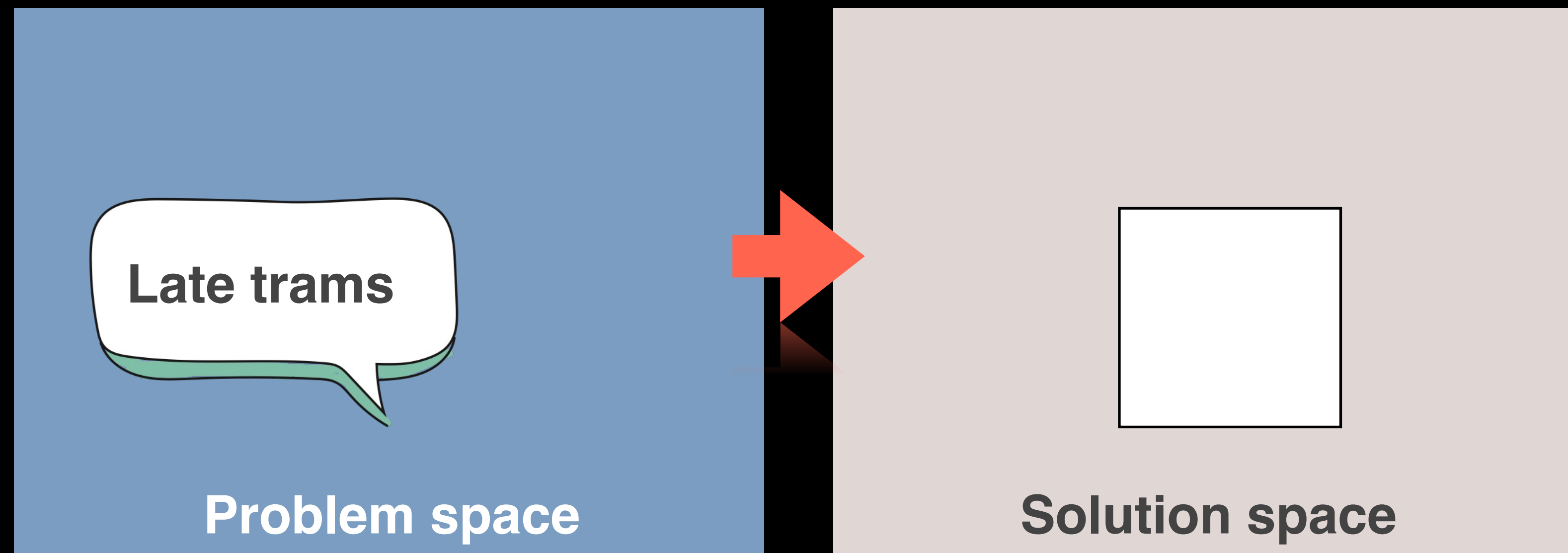
Earth-centred design builds upon the principles of human-centred design, and in addition, it considers the Earth itself as a stakeholder.

By considering people and planet in the design process, we can develop innovative solutions that are sustainable and regenerative.

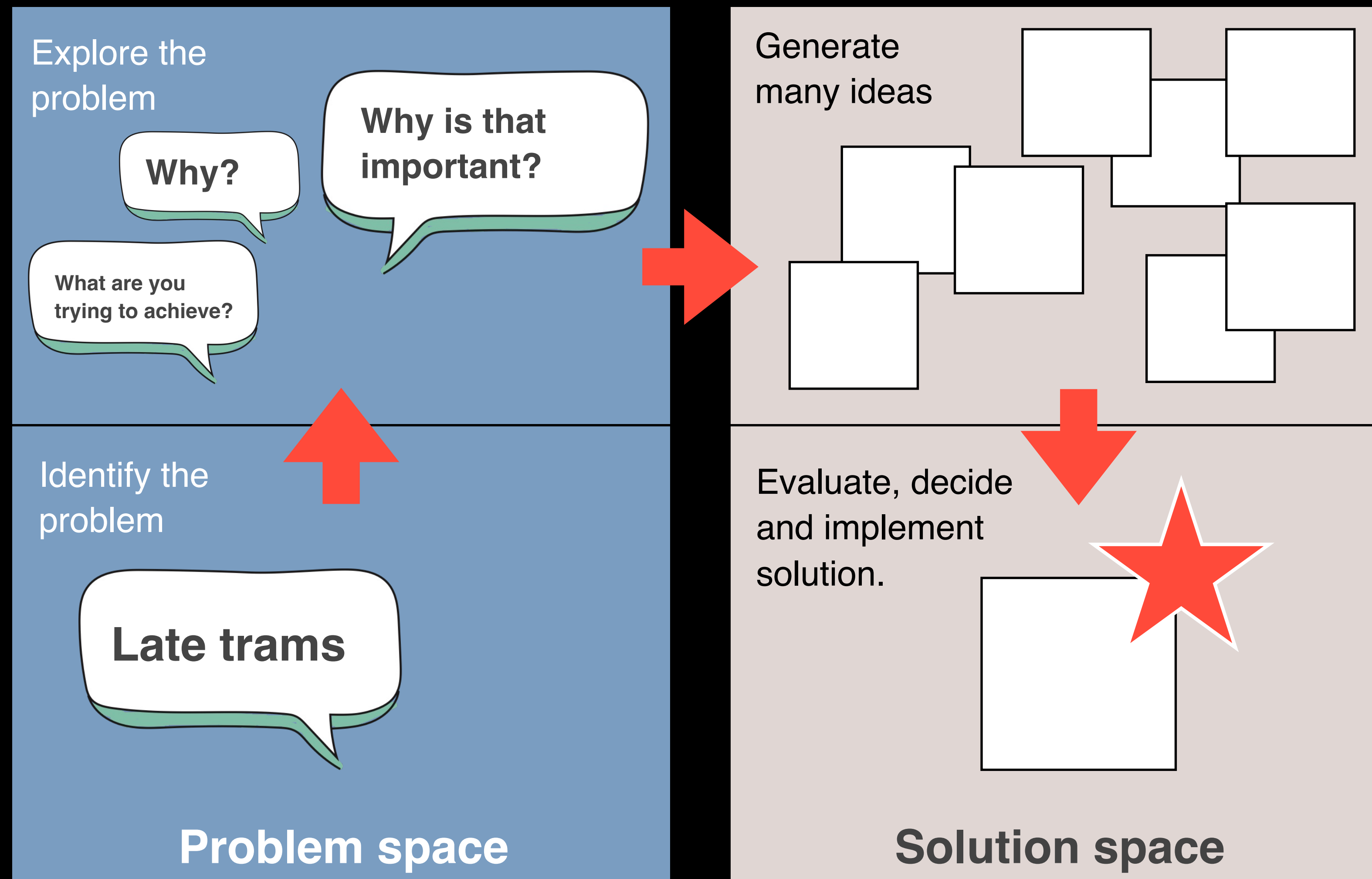




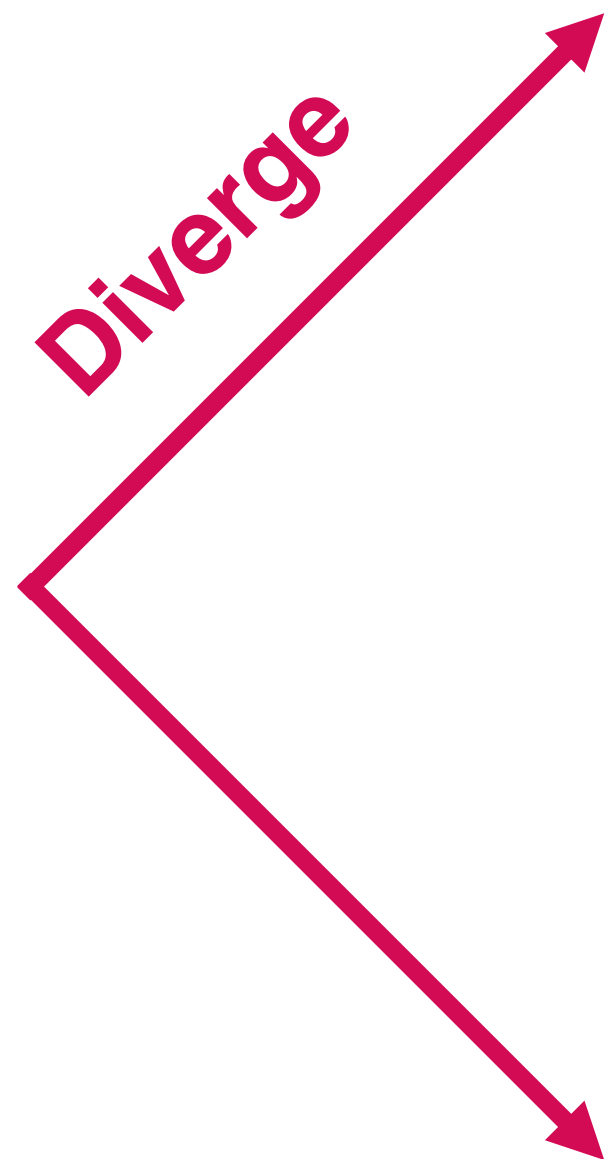
# What is it **not**?



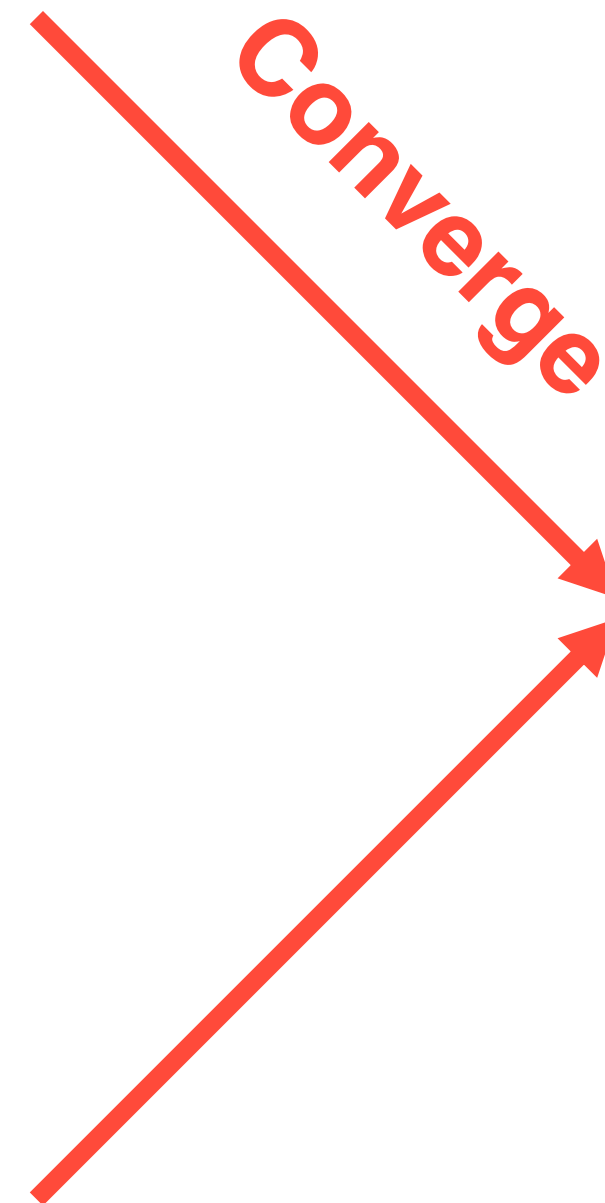
# It's less direct (and more interesting) than that...



# Divergent and convergent thinking

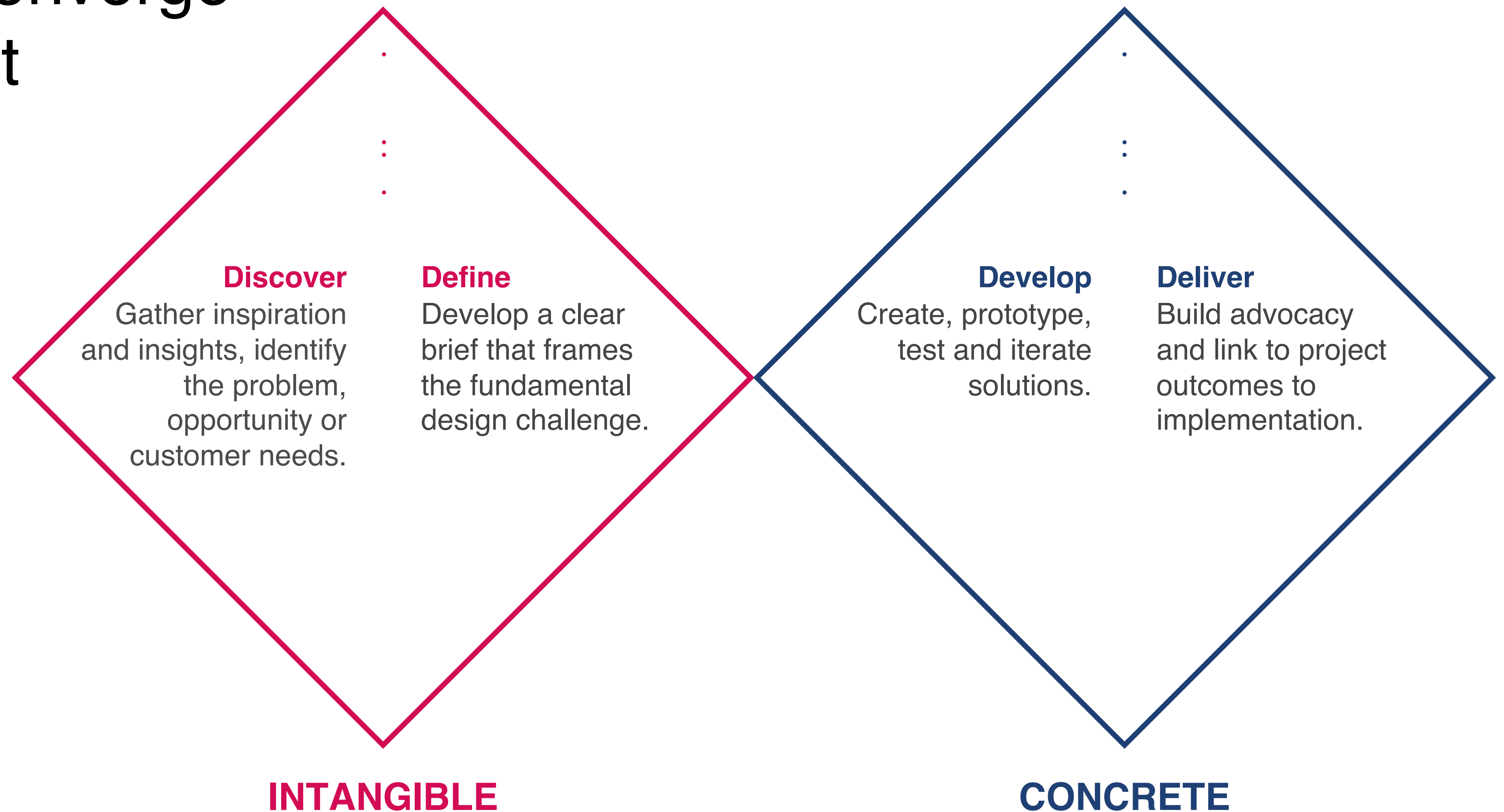


**Divergent Thinking**  
- **creating** choices



**Convergent Thinking**  
- **making** choices

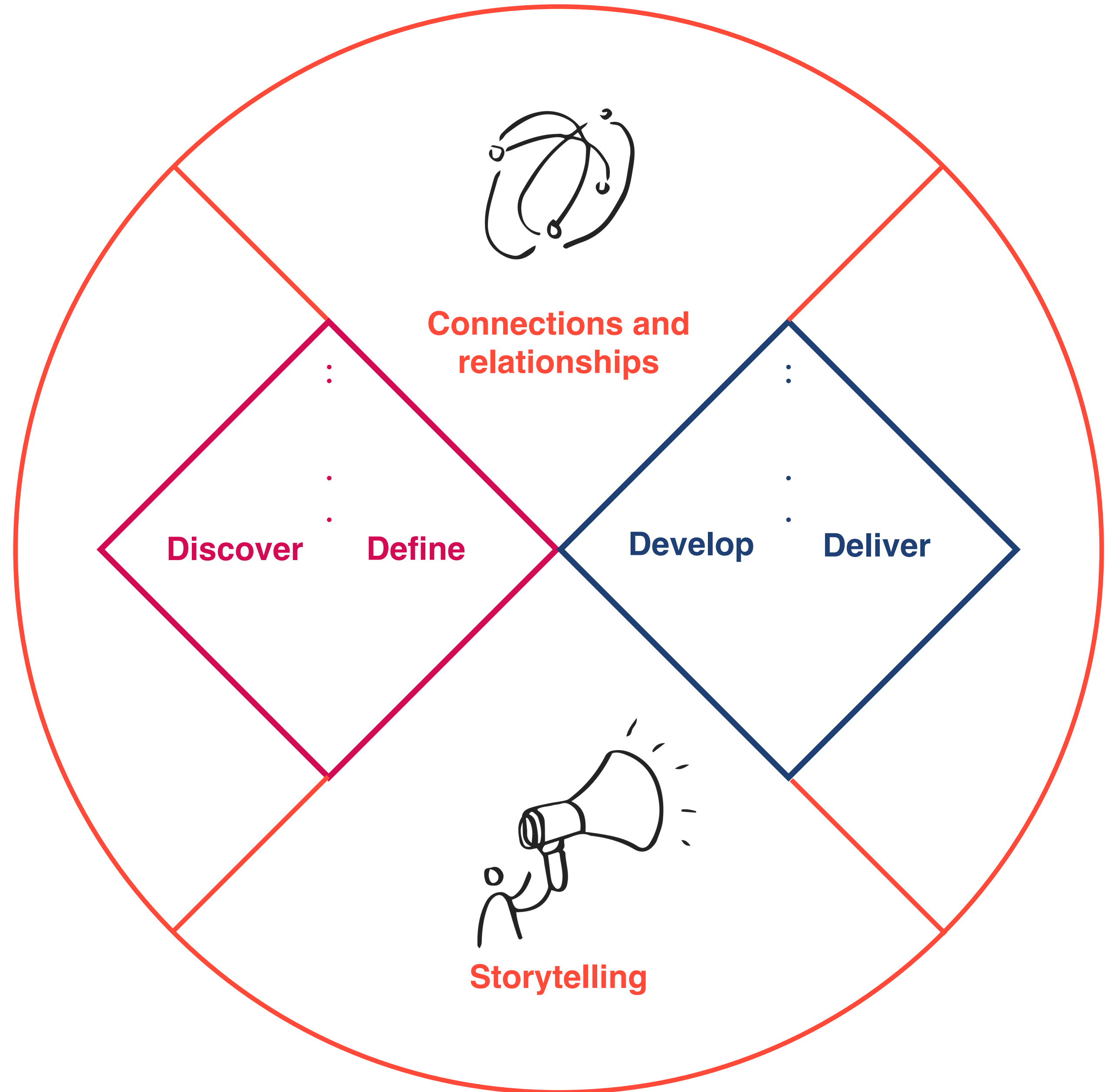
# The double diamond: diverge, converge and repeat



# What else do we need to consider?

The UK Design Council has recently updated the double diamond framework (an HCD favourite for 15 years) by looking at the broader context we're working within to move to a regenerative, systemic design approach.

What happens before, after and around the double diamond is also something we need to consider.



# Why is storytelling and system thinking so important?



- What else is happening in other teams?
- Could insights from another challenge inform your thinking?
- What might be the unintended consequences of your solution?



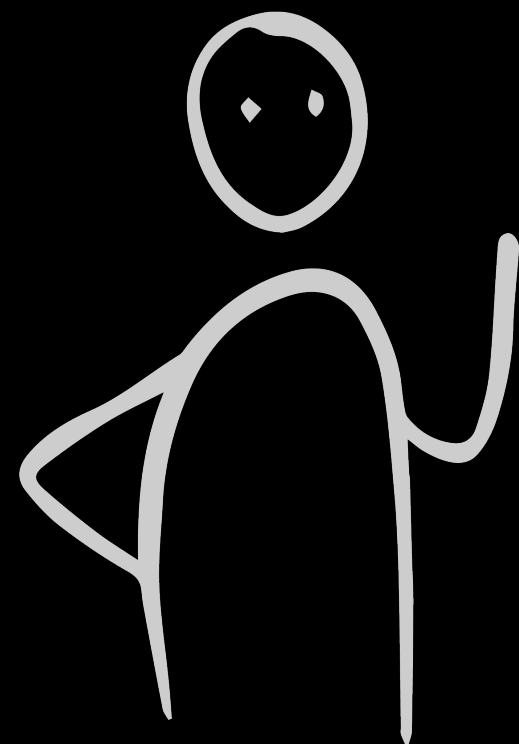
- What else is happening in other teams?
- How are you bringing people on the journey with you?
- How can your work inform other people's work?



# How will we incorporate this approach in our sprint?

## Human-centric

Customer mindset and  
formative testing



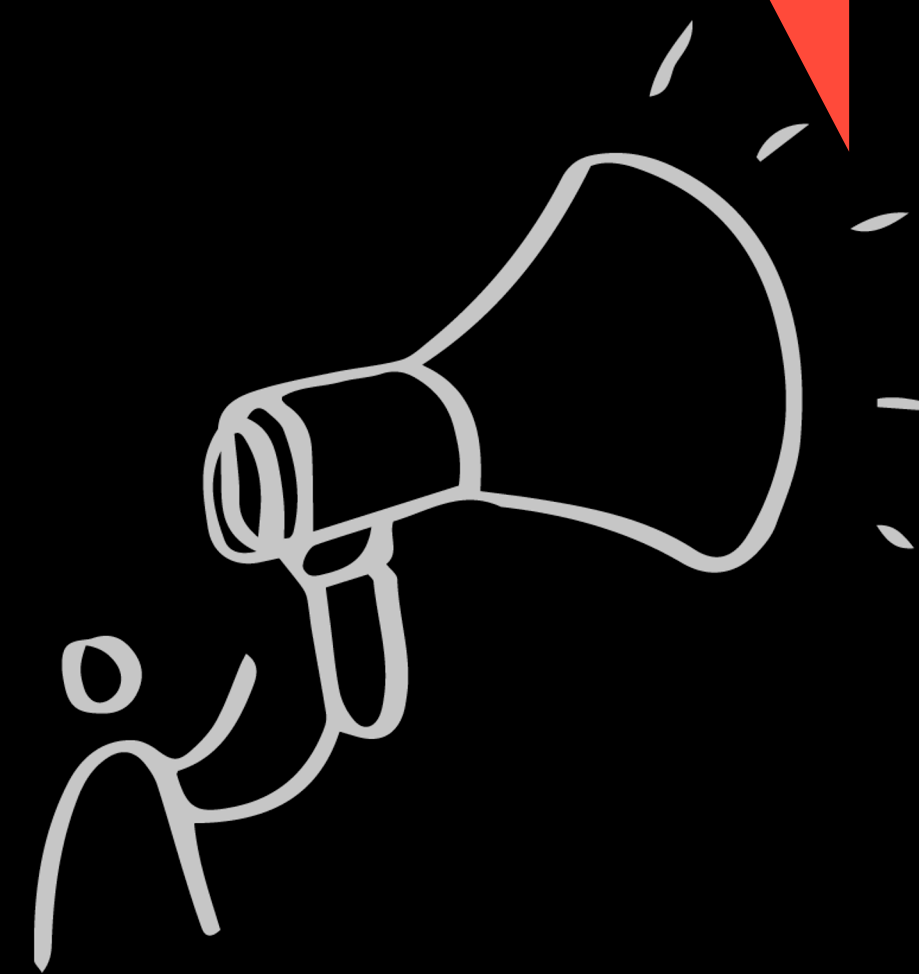
## Earth-centric

*Earth has  
joined the call*



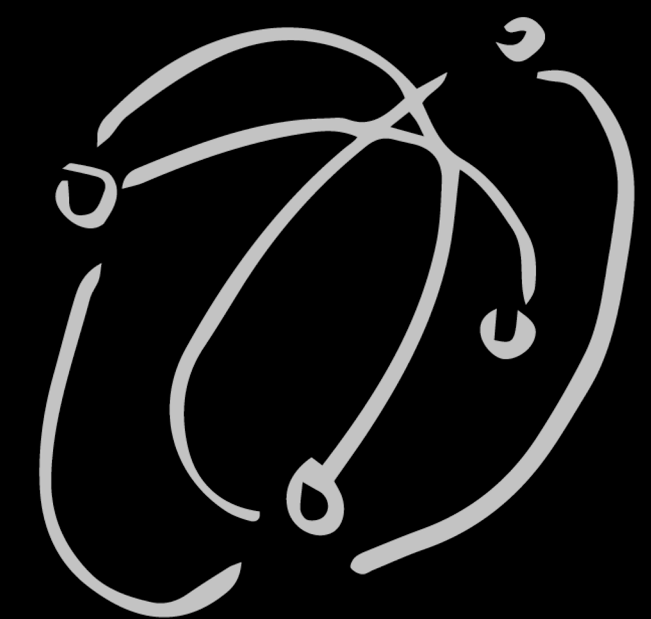
## Storytelling

Video booth question  
each week



## Connections and relationships

System thinking?



# Mindsets for Earth-centred design



Empathy



'Yes, and'



Experimental



Curiosity

# Getting into the customer's mindset

Empathy for the whole person

Think, feel, do

Stand in their shoes

# Who is this?

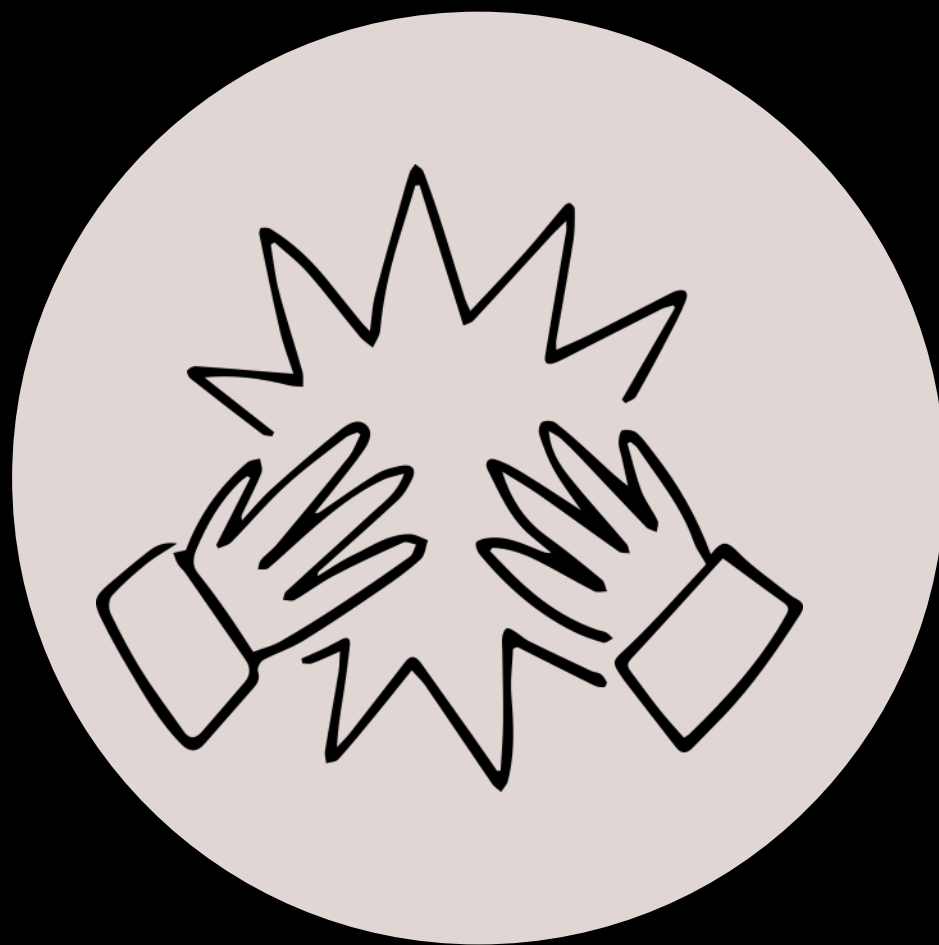
- ✓ male
- ✓ born 1948
- ✓ raised in Great Britain
- ✓ married
- ✓ successful
- ✓ wealthy
- ✓ two children
- ✓ likes dogs and holidays in the Alps





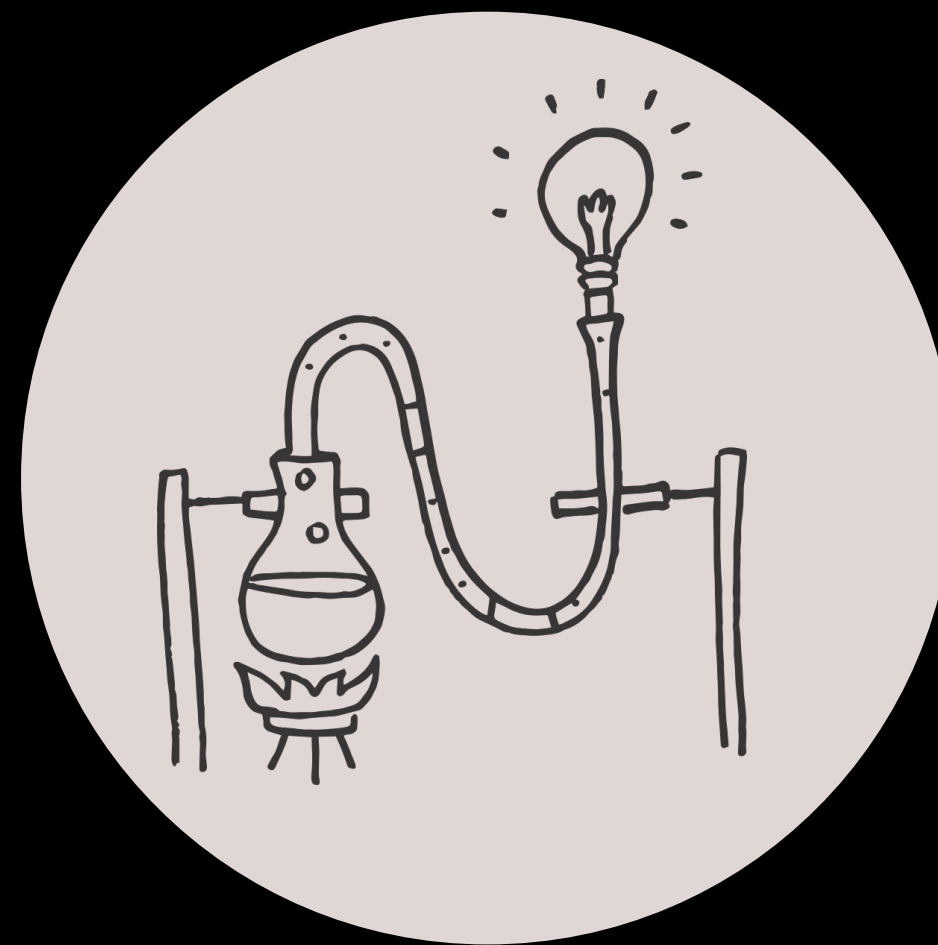


# Mindsets for sprinting



## Done, not perfect

- Less talking, more action
- Learn through doing
- Just get started



## Experimental mindset

- Being open-minded
- Not being in delivery mode, but focus on possibility
- Challenge traditional thinking



## Stretch zone

- Sitting in a place of possibility
- Challenging ourselves
- Challenging each other (in a positive way!)



# BREAK

10 mins



# Tools

- Miro – Link to tutorials
- ZOOM

# Breakout

- Form teams
- Understand problem
- Understand user + resources

# Teams working on problems

# Next Session

- Monday 16 August,  
10am – 12pm
- Zoom or Footscray campus  
(TBC)
- We'll be ideating and preparing  
to test our ideas

## Homework recap



Choose audience  
and develop an  
empathy map



Team forming:  
how and when  
you'll work together



Decide on the area  
of your challenge  
you'll explore and  
research existing  
ideas in this space