



DESIGNING THE CHALLENGE

Preparation & Instructions



Description

Designing a challenge is a first step in putting together an innovation competition. In order for the innovation competition to be successful and attract enough audience, a team of organizers should define the main challenge of the competition, how to select winners, judges, what is the selection process along with other details. Intentionally designing the challenge can enable you to systematically design open innovation events and reveal innovative ideas worth developing.

Designing the challenge allows you to set the ambitions and constraints of a challenge for an innovation competition. By doing so, you can help ensure the responses to the innovation competition will be fit-for-purpose to take on the challenge at hand. Additionally, these kind of constraints can help innovation competition applicants think creatively within the bounds of what would be helpful.

How to conduct

Duration:

Ideally divided in two workshops of about 3h each

Material:

Pens, post-its

Resources:

- Stakeholders of the innovation competition to be

Participants per team:

3-15

Instructions:

1. Designing the challenge could take up to a month and can be efficiently accomplished using two workshops.
2. In the first session gather as group to discuss challenge design. Set challenge objectives and try to define each step in the working sheet. Also, see if there are any gaps or team disagreements on specific topics.
3. When you define gaps do your research and gather on the second session to finalize the challenge and get mutual group consensus on your challenge objectives, selection processes and other important challenge features.



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Template

Based on the Designing the Challenge
Canvas in the S/Learning Toolkit

Objectives & Goals

What are the objectives & interests that we have in posing this challenge?

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|---------|---------|---------|
| 1. | 2. | 3. |
|---------|---------|---------|

Recruitment

Why is it interesting to our audience?

What is the recruitment plan?

How will we incentivize people to take part?

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Selection of winners

What are the selection criteria for the winners?

Who is going to judge the ideas?

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Process

What is the process of the challenge going to be like?

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