The United Nations' Sustainable Development Goal 14 (SDG 14) Life Below Water calls for a commitment to the ocean's biodiversity. As you take on the Global Oceans Conservation Challenge, you will develop essential skills to help build your Entrepreneurial Mindset and Future Ready Skills.

Accepting the challenge is also an opportunity to examine and address a significant issue affecting the local or global community.

This resource will help you identify a problem and explore a solution.

Throughout the challenge, we guide you LEAD YOUR LEARNING:

REFLECT   **STRETCH**

NAF

INNOVATE   **SHOWCASE**

REFLECT — *Think deeply about your skill sets, learning goals, and purpose. Return to this phase throughout the process.*
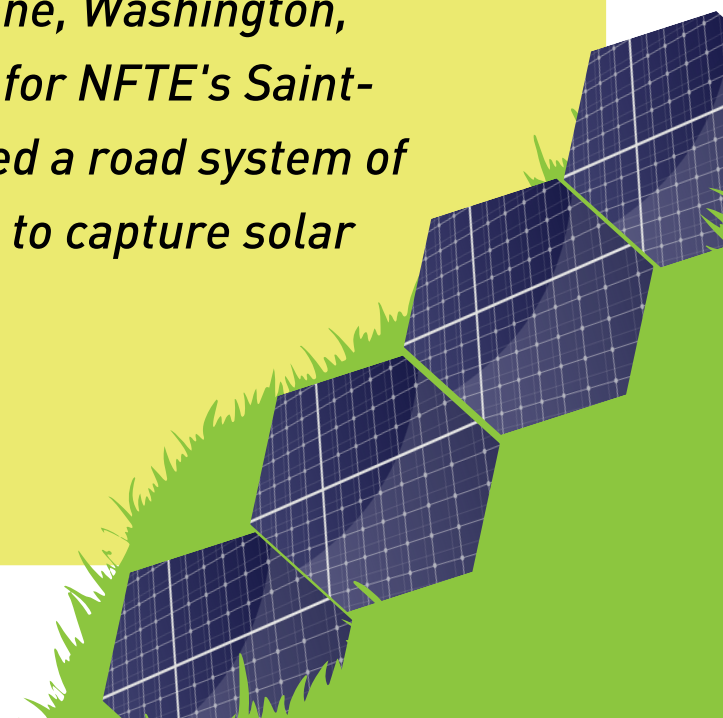
Consider these questions as you take on the Global Oceans Conservation Challenge:

- What is the individual and collective responsibility to preserve oceans?

- Why are global efforts to protect our oceans failing?

- What questions do I have about this issue?

In 2021, a team from Mead High School in Spokane, Washington, developed Solar Sidewalks and became a finalist for NFTE's Saint-Gobain Sustainable Cities Challenge. They innovated a road system of interlocking hexagons made of recycled plastics to capture solar energy on the roadway.
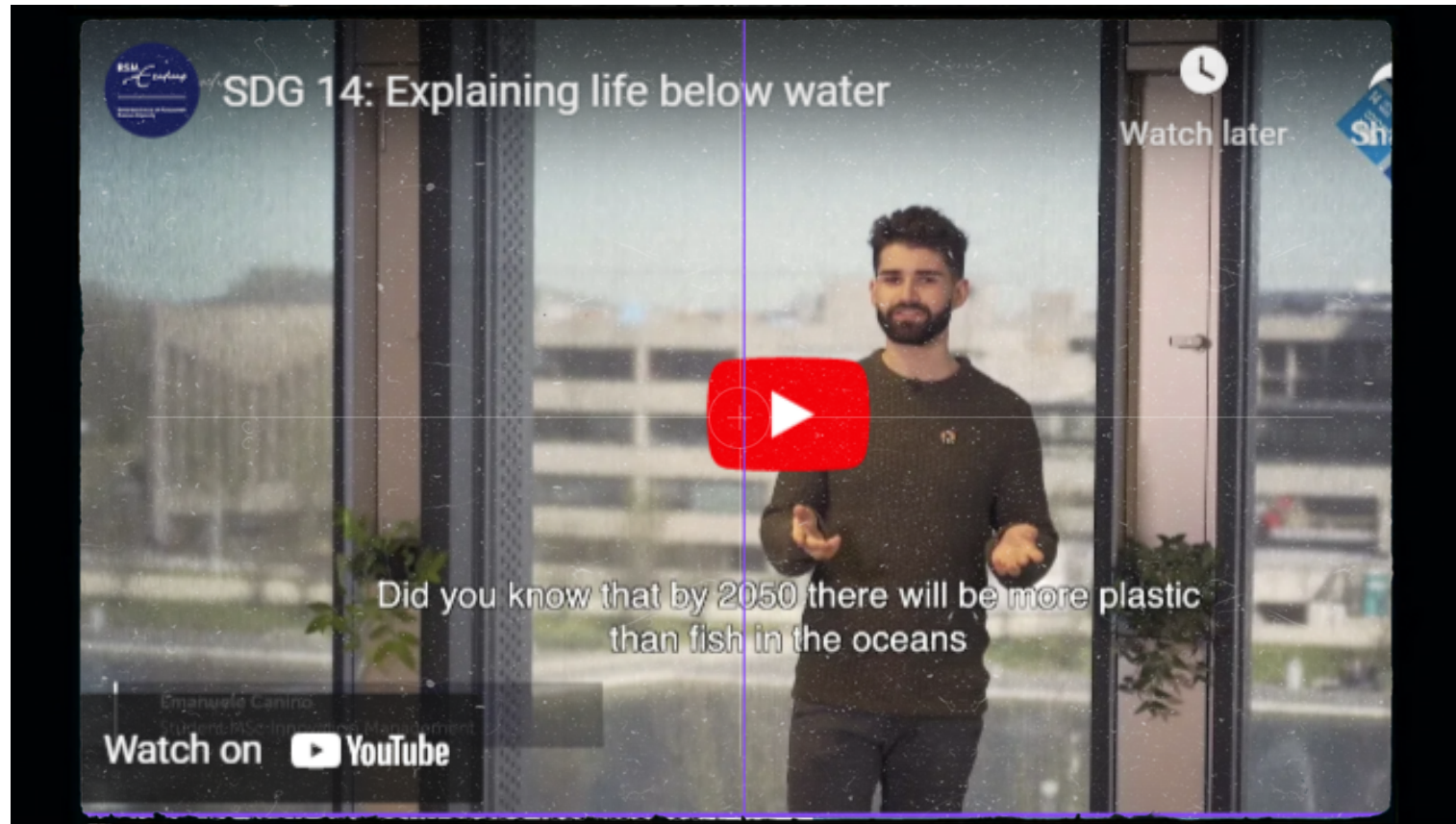
See their video here.

Learn more at innovation.nfte.com

REFLECT

Think deeply about your skill sets, learning goals, and purpose. Return to this phase throughout the process.

Watch this video about the United Nations' Sustainable Development Goal 14: Life Below Water

SDG 14: Explaining life below water

Did you know that by 2050 there will be more plastic than fish in the oceans

Watch on ▶ YouTube

Press PLAY ▶

What idea(s) did the video spark for you to be an agent of change?

Who and what is being impacted by the alarming rate of plastics ending up in the ocean?

Of the existing global ocean conservation campaigns like fighting plastic pollution and climate change, to name a couple, which one are you most interested in exploring and why?
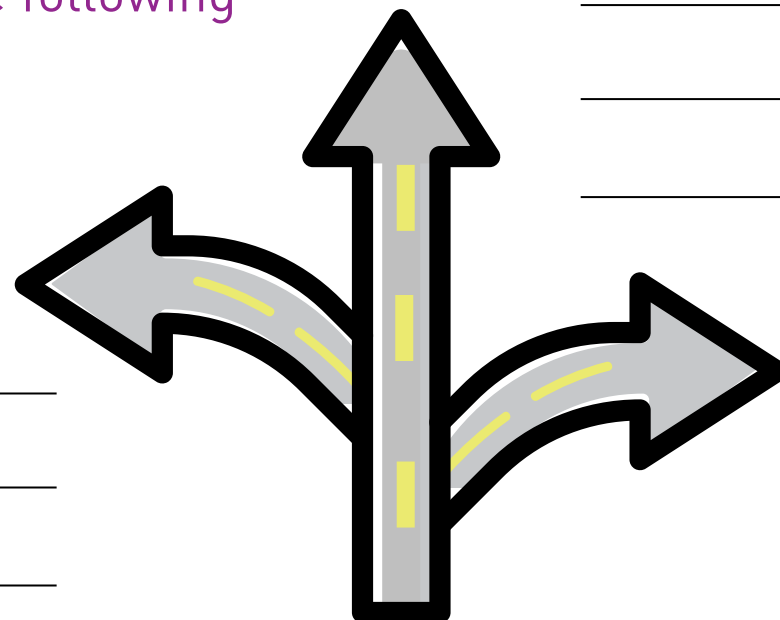
Learn more at innovation.nfte.com

Before jumping into a solution, take time to understand your own passions, knowledge and skills.

1 Brainstorm: Consider ocean conservation as you answer the following brainstorming questions:

What do you love?

_____

_____

_____

What problem do you care about solving?

_____

_____

_____

What skills or skillsets do you have?

_____

_____

_____

Sample Skills Bank

Data analysis, web development, UX design, writing, graphic design, bookkeeping, communication, creativity, project management.

Identify the 1-3 problems that sit at the intersection of your passion, excitement, and skill set.

_____

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_____

2 Conduct preliminary research on the issues you selected and identify THE issue for which you will be innovating.

What is a real-world challenge or problem in your local or global community related to SD14 that you can address with your knowledge? What interests you most about this challenge? Be specific and provide a brief overview (2-4 sentences).

3 **Develop customer empathy.** Once you have chosen an issue to work on, the next important step is to empathize with your customer or end user to design a solution that will meet their needs.

Instructions: Answer the questions below to research your customer/end user.

STEP 1: List all possible individuals/organizations that could directly or indirectly inform you about your customer or end user.

_____   _____   _____

_____   _____   _____

_____   _____   _____

STEP 2: Formulate questions. No question is a bad question, and it is better to have too many than too few. Come up with a variety of questions and consider that not all have to be directly about the issue. You could ask, "What does your typical day look like?" or "Where do you consume news from?" Make sure you are asking plenty of "why" and open-ended questions like, "What do you think causes [the problem you have identified]?"

_____   _____

_____   _____

_____   _____

STEP 3: Develop your phone or email script.

Example script: Good morning (or afternoon), this is [your name], a student at [high school]. As a participant in NFTE's World Series of Innovation Challenge, I'm exploring [identify the issue]. I would like to interview someone at your organization for 15 to 30 minutes to learn about [issue] and its impacts on [community]. Would you be able to guide me to someone who can help me identify the right person at your organization to interview?

My script:

_____

_____

_____

STEP 4: Contact the individuals you identified using the script you developed. Aim to contact at least 5-10 individuals and organizations. During your interview, take detailed notes.

Learn more at innovation.nfte.com

INNOVATE

Design a solution to further the conservation and/or protection of the world's marine ecosystems and coastal communities.

STEP 5: Interpret the results of your interviews.

What needs do your customers/end users have?

_____

_____

_____

_____

_____

Considering your research, interviews, observations and personal experiences, what insights do you have about your issue? Are there patterns that you can identify?

_____

_____

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_____

What additional questions do I still have?

_____

_____

_____

_____

INNOVATE

Design a solution to further the conservation and/or protection of the world's marine ecosystems and coastal communities.

14 LIFE BELOW WATER

Mary Kay Global Oceans Conservation Challenge

Press PLAY to see the Challenge video

Choice 1: Work with your local community or policymaker(s) to design a solution.

Choice 2: Code an app to help mobilize local conservation efforts.

Choice 3: Get inspired by the choices and previous winners featured on the Challenge page.

Choice 4: Choose your own unique innovation.

How will your innovative idea meet your users' needs?

_____

_____

_____

Learn more at innovation.nfte.com
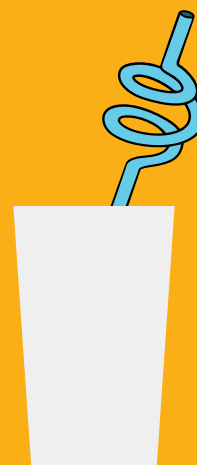
GO TO THE CHALLENGE

$ CASH PRIZE: UP TO $1,500

Whether you advance in the competition to the Top 10 or win the challenge, be sure to showcase your innovation to the world to solicit user feedback, build your portfolio to share with potential employers or colleges, and ignite your entrepreneurial mindset: Communication and Collaboration, Comfort with Risk, and Creativity and Innovation skills.

Choice 1: Create a <u>1-minute video or commercial</u> to explain your innovation.

Choice 2: Design a business plan and pitch for your new ocean conservation company and deliver it to your class or local business leaders.

Choice 3:
Publish your app in the app store, on a coding platform's showcase page, or through a hosting website like Wix.

Rainbow Paper, a paper solution created from rice straws to solve air pollution caused by rice straw burning in Vietnam. Developed by 15-year-old Huy Phon Vu and 15-year-old Hoang Hung Vo, students at British Vietnamese International School in Vietnam.

Choice 4:
Create a prototype or mockup for your new product or service and share it with your local business leaders.

DON'T FORGET
Add your innovation and showcase it to your digital portfolio to support your college and career apps.

GO TO THE CHALLENGE

REFLECT
How has your experience taking part in the challenge supported your college and career aspirations or learning journey?

Learn more at innovation.nfte.com