

# The brief

## 2023 student service design challenge

### How to design for a happier society

This year marks the 10th anniversary of the World Happiness Report. The report ranks national happiness based on respondent ratings of their own lives. For 2022, it reveals a bright light in dark times. Although the COVID-19 pandemic negatively impacted many lives, it also brought an increase in social support and benevolence.

Ensuring healthy lives and promoting wellbeing for all at all ages is important to building prosperous societies. Research has shown that a greater sense of wellbeing relates to increased physical benefits, such as lower incidences of cardiovascular disease, stroke and sleeping problems, and with increased productivity and creativeness in both employment and personal lives. In other words, good wellbeing is fundamental to our health, it affects how well we can overcome difficulties and achieve what we want to in life. It is what provides us with the resilience to navigate the natural highs and lows we all experience in our lives, while enabling us to intellectually, emotionally, socially and physically flourish.

But what is wellbeing exactly, and why is it important? Wellbeing is not just the absence of disease or illness. It's a dynamic concept that includes physical, mental, emotional, social and health-related aspects. Wellbeing is the experience of positive emotions such as happiness and contentment as well as the development of one's potential, having some control over one's life, having a sense of

purpose, and experiencing positive relationships. It is a sustainable condition that allows the individual or population to develop and thrive. In short, wellbeing is the combination of feeling good and functioning well. It's about how you feel about yourself and your life.

Every aspect of our life influences our state of wellbeing, and these factors are all interrelated. For example, a job provides not just money but purpose, goals, friendships and a sense of belonging. Some factors also make up for the lack of others. For example, a good marriage can compensate for a lack of friendships, while religious beliefs may help a person come to terms with physical illness.

Emotional wellbeing refers to being in tune with your emotions, which helps you manage stress and cope with challenges. Physical wellbeing encompasses a variety of healthy aspects, including adequate exercise, proper nutrition and abstaining from harmful habits. Psychological wellbeing refers to living a rich life in which your abilities are taken into account. Social wellbeing is best defined as the sharing, developing, and sustaining of meaningful relationships with others. It allows us to feel valued and provides a sense of connectedness, belonging and purpose. Many studies show that wellbeing protects against mental illness through positive relationships, autonomy, and environmental mastery.

While many things contribute to good wellbeing, the global analytics and advice firm Gallup has identified five influential domains: work, finances, physical health, communities, and relationships with family and friends. If you excel in each of these dimensions, you will likely thrive in life,

achieving meaningful and sustainable happiness. Of course, depending on where you live, happiness is viewed differently. The 'Western' view tends to equate happiness with success, fame and power. The 'mode of having' -searching for life satisfaction in the possession of things- is still prevalent. By contrast, the 'Eastern' view of life is more oriented towards 'being'. It has long insisted that contentment requires us to learn to conquer not the world but the instrument through which we view this world, namely our minds.

Looking at the positive results in the World Happiness Report, does this mean that we need to sit still and enjoy the fact that, on average, people worldwide feel happier? Far from it! The opposite is also very true. Mental illness, unemployment, violence and poverty negatively impact wellbeing. Also, drug and alcohol abuse may lead to physical and emotional neglect. Large gaps by gender, age and education persist across most wellbeing outcomes. 2022 is the European Year of Youth. But according to the Official Journal of the EU, a worrying share of young Europeans suffer from mental health issues such as severe stress and anxiety or depression.

And what about other generations and the rest of the world? Rates of already common conditions such as depression and anxiety increased by more than 25% in the first year of the pandemic, adding to the nearly one billion people globally already living with a mental disorder. Of these, only a small fraction of people in need of help had access to adequate, affordable and quality mental health treatment.

Clearly, we need to contribute to and design to improve and safeguard wellbeing. And although we cannot change growing social and economic inequalities, world conflicts and humanitarian emergencies, our climate crisis and other

planetary issues, we can make a difference and support individuals and local communities and contribute to their improved wellbeing.

Let's design a service that enhances resilience and wellbeing. That supports us, connects us, and builds sustainable happiness for all.

### **Relationships are at the core of wellbeing**

Wellbeing is a basic human right. The United Nations [Sustainable Development Goal 3](#)<sup>19</sup> calls for the "need to ensure healthy lives and promote wellbeing for all at all ages". This means not only providing access to care, cures for epidemics and lowering mortality rates but also taking a proactive approach to health by promoting and ensuring overall wellbeing for all.

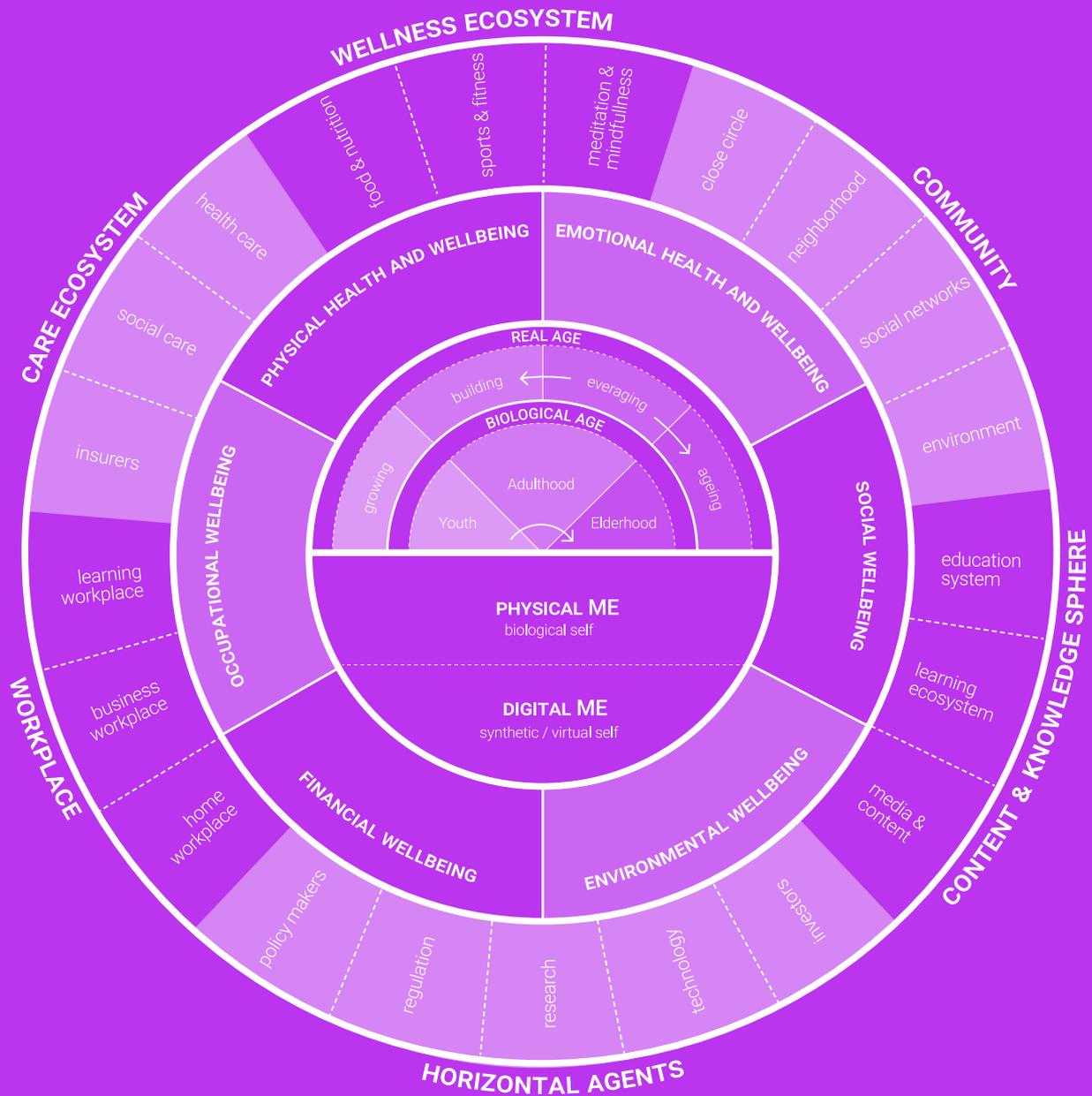
Nearly everyone experiences stress in daily life, and these stressors can strongly impact wellbeing. In this regard, supportive relationships are one of the strongest positive predictors of wellbeing. This includes our personal relationships, friends and family, and our sense of community belonging.

A human community may be defined as a group of people who are linked by social ties, share common perspectives, and engage in joint action within similar geographical locations or settings. They generally promote feelings and associations of mutual wellbeing, happiness and togetherness. According to the leading study 'Sense of community' (McMillan and Chavis, 1968), there are 4 identifiable components to communities: membership, influence, fulfilment of needs and emotional connection.

Supporting human communities, both physical and digital, plays an essential role in accelerating collective approaches towards human-centric health and wellbeing. There's much potential to broaden the impact of health and wellbeing

around the world. In addition to the importance of improving its members' lives, communities help to expedite the whole ecosystem's transformations (NTT). However, human needs are far from being a one-size-fits-all. We must take into consideration the many individual realities we find ourselves in as well.

Have a look at the image below. We have the opportunity to design for human empowerment by guaranteeing healthy relationships, but also by enhancing individual wellbeing with intervention-based services that favourably affect sustainable behavioural change.



'The community and ecosystem serving human-centric health and wellbeing'  
(Human by Design Whitepaper<sup>®</sup> by NTT)

## Inner wellbeing and social change

There is growing evidence that personal wellbeing lies at the heart of effectively addressing systemic social challenges. But how can we support greater wellbeing at the individual level?

As we look towards creating a happier society and planet supported by human-centric service ecosystems, we need to redefine existing services, business models and activities; seek collaboration, cocreation, and start new initiatives to support personal wellbeing. Enabling connections and interactions can promote positive feedback loops that then reinforce similar and more frequent wellbeing-promoting behaviours.

For example, doing something nice for someone will, most likely, elicit a thank-you, which produces a feeling of satisfaction and the likelihood of doing something nice for someone again. Or learning something new may lead to a sense of achievement, resulting in a greater feeling of competence and independence, which, in turn, leads to contentment and self-worth. Research shows that experiencing positive emotions changes how people think and behave, psychologically improving resources like optimism and resilience.

*"The feedback loop between wellbeing and mental capital operates in both directions and represents a multitude of possible relationships between the two." (Fredrickson and Joiner, 2002)*

By designing services that feed this loop, we're empowering individuals to improve their wellbeing journey.

According to the UK's National Health Service (NHS), there are several ways<sup>o</sup> we can boost people's wellbeing, including basics such as eating healthily and sleeping well. They are:

**Connect** - 'connect' with people you know: family, friends and neighbours and spend time developing these relationships.

**Be active** - take a walk, jog or cycle or find another physical activity that you enjoy.

**Keep learning** - learning new skills can give you a sense of achievement and increased confidence.

**Give to others** - even the smallest act can count, whether it's a smile, a thank-you or a kind word.

**Take notice** - be more aware of the present moment, including your thoughts and feelings, your body and the world around you.

There are many services out there, from apps with breathing exercises to lifestyle wearables and fitness trackers, including lifestyle coaches and services that help healthcare professionals monitor patients on a continuous basis - for example by providing blood glucose readings - remotely. Many of these services are only digital, purely based on an app and collecting data. In this Challenge, we aren't looking for such service solutions. 'Digital' is not the holy grail, and service design is surely not only taking place online.

Let's give you a few more holistic-operating service examples of what has already been designed in the past years. An example of social wellbeing are the Essex family hubs that have been operating since 2017. The Essex Child and Family Wellbeing Service<sup>o</sup> (ECFWS) is a service with the community at its heart, based on consultation, evidence, and a desire to improve children's outcomes. Essex county in southeast England wanted to encourage a culture in which health, early learning and family support provision are equally regarded. They focused on

creating genuinely integrated multi-disciplinary teams to support the full pre-birth to 19 age range, prioritising and enhancing the skill set most relevant to the needs of families and working across this age range rather than being limited by traditional roles. They also wanted to promote the development of community assets through early learning, peer support, peer learning and proactive engagement, to tackle the loneliness or disconnection from peers that families described feeling.

In Essex, family hubs have multi-disciplinary health family teams in each of their 12 districts. A further 28 family delivery sites across the county provide local community-based access to services. The model offers three tiers of support: universal services are open to all families who are initially referred through health visiting appointments. Families in need of more targeted support, including family support interventions are identified through the universal provision.

As can be expected, countries, cities and neighbourhoods differ substantially in their levels of wellbeing. Societies with higher wellbeing are those that are more economically developed, have effective governments with low levels of corruption, have high levels of trust, and can meet citizens' basic needs for food and health. Cultural factors (e.g., individualism vs collectivism, social norms) also play a role in national estimates of wellbeing.

As Essex, more cities are offering service systems for their citizens. For instance, the [Leeds Mental Wellbeing Service](#)<sup>9</sup> (LMWS) Partnership unites some of the City of Leeds' most prominent mental health providers, each bringing expertise and experience in delivering

health and wellbeing services. The service aims to truly integrate primary care mental health and improve access to psychological therapies alongside a diverse range of third sector partners in order to meet the diverse mental health needs of the people of Leeds.

Another example worth mentioning is [H4All](#)<sup>9</sup>, which provides free wellbeing social prescribing services for Hillingdon, an outer borough of London, to residents aged 18 or over that need support to better manage long term health conditions, frailty, social isolation and brings people into greater contact with their local community.

In Kent, a county in South East England, the service '[Moving Memory](#)'<sup>9</sup> is bringing older people living with mental health issues together in dance. This Kent-based dance theatre offers intergenerational dance performances and engages older people living with mental health issues in dance.

There are many more services to mention, but we'll finish with two experience-based examples. First, the [Chatty Café Scheme](#)<sup>9</sup>. The Chatty Café Scheme aims to reduce social isolation and loneliness by encouraging and creating opportunities for people to interact through conversation. The service started in 2017 as an initiative to encourage conversation among strangers. It promotes marking certain tables in cafés and other venues as tables at which talking to strangers is explicitly welcomed. The initiative has found support from several companies and politicians in the UK.

Last but not least, we would like to mention [Komp](#)<sup>9</sup>. Komp is an age-friendly assistive service that enables elderly people to connect

with those most important to their health and wellbeing. Its technology helps care organisations and family members connect with elderly residents and relatives. Frequent video calls and messages can be made through Komp's simple and easy to use design that is intuitive to operate for seniors. Its assistive technology can also remind elderly individuals to take their medication, receive an important health check or enjoy a vital visit from family or friends.

With these examples we hope to inspire you to research, reimagine and (re)design a healthier everyday world: at home, at school or work, in public, within our communities or in our intimate spaces, in urban or rural environments, in our physical and digital realms.

We ask you to tackle wellbeing needs. How? That's up to you! You can enhance (the experiences of) good relationships and social connections, solidarity and sharing, inclusion and belonging, personal habits and healthy behaviour, or other positive emotions and actions through an engaging, enabling and empowering service, addressing neglected needs, and introducing surprising and unexpected interventions that contribute to a better wellbeing.

## Design a service that contributes to a happier society

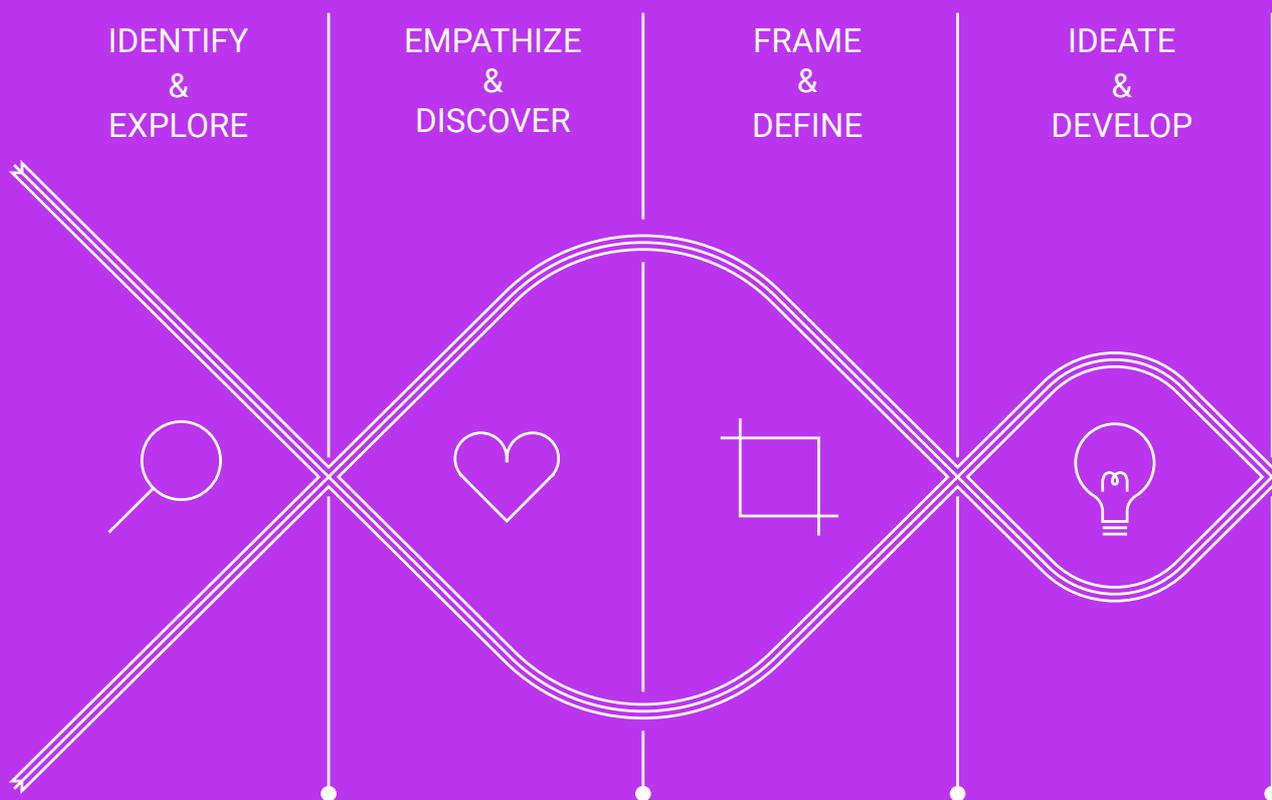
Human-centred design is the foundation of the Student Service Design Challenge. This is a creative approach to problem-solving that involves real people right from the start and places them at the heart of the design process. By collaborating with the people you're trying to reach, you can innovate with them rather than for them.

Empathising with them allows you to develop a clear understanding of their problems, goals, needs, thinking, emotions and behaviour. When designing from this perspective, you will more likely end up at new, unexpected and effective solutions that have a lasting impact and that have the capacity to really improve people's lives.

A step beyond, planet-centred design expands the human-centric approach to design services that do not harm the planet. Planetary systems are complex and intertwined, and this interconnection is the reason why we need to create better solutions for society that fit within the earth's boundaries.

To facilitate this way of working, the Student Service Design Challenge is based on design frameworks such as 'co-create by Philips Design', 'the double diamond', 'design thinking' and 'Enterprise Design Thinking by IBM', and is structured around three main rounds; 'Empathize & Discover', 'Frame & Define' and 'Ideate & Develop', following an initial 'Proposal' round. Each of these rounds has clear objectives and introduces specific tools and techniques that allow you to successfully move on to the next. Every round ends with a submission that needs to be handed in and uploaded for assessment.

In the Challenge **toolbox**, you'll find a selection of tools, methods and worksheets to help you on your way. The tools were selected to build on one another, whereby the outcomes from one worksheet could provide the input for the next. Most of the tools are widely applicable, but it will be your own responsibility as a team to assess their usefulness for your specific project. The last tool of each round, however, deserves extra attention and should usually be worked out and handed in for the assessments. Keep in mind that these are tools, not templates. They can help you organise your process and progress but



- |                      |                     |                   |                       |
|----------------------|---------------------|-------------------|-----------------------|
| Secondary research   | Define audience     | Share stories     | Get visual            |
| Preparatory research | Multiple use-cycles | Find themes       | Top five              |
| Linear vs Circular   | Stakeholder map     | Insight statement | Ideation cards        |
| Circular thinking    | User research       | How might we?     | Service Flip          |
| Primary research     | Cultural probes     | Needs statement   | Concept selection     |
| Expert interview     | Journey Map         |                   | Paper prototyping     |
| Find opportunities   | Experience Flow     |                   | Design scenarios      |
| System map           |                     |                   | Co-creation           |
| Problem Statement    |                     |                   | Experience prototype  |
|                      |                     |                   | Business model canvas |

the goal is to use them critically. Always think about how they can help you in relation to your own specific requirements. So instead of simply filling them out, adapt them where necessary.

## 1. PROPOSAL (IDENTIFY & EXPLORE)

The goal of this round is to explore wellbeing in all its facets, to identify potential local opportunities and to write a detailed design proposal. Start by doing [secondary research](#) to learn about the principles of [wellbeing](#) and of [happiness](#). Find out about the positive and negative consequences of wellbeing-oriented concepts and get to know the service and business models of some of the frontrunners.

Practice distinguishing between [wellness and wellbeing](#), read research reports and papers on wellbeing, and reflect on the role of stakeholders (government, businesses, healthcare providers, families and individuals) in wellbeing. Use the Internet, newspapers, magazines and journals to collect inspiration and trigger ideas. Then dive into your local context, and find a related issue by researching people and their behaviour. Pay attention to information about your own geographical location and its specific technological, economical and cultural dependencies. If possible, use primary research methods and techniques to confirm the urgency of the issue you like to solve. You can also [talk to local experts](#) to gain more insight. Get the facts and figures you need to understand the objectives of the problem. Try to map any [collaborative opportunities](#) within your own local context. Try to identify existing (local) forces and systems that encourage or hold back positive wellbeing and that you could improve through designing a new or better service. Remember that the most interesting problems are most likely interconnected and require a systems-based approach. Therefore, carefully consider where there is potential to create an

impact in the wider system. To do this, create a [system map](#) around your problem area that shows how the important products, artefacts, processes, stakeholders, etc. are connected and make sure to highlight any issues and opportunities. Clearly [frame](#) what problem you are looking to solve and the impact you hope to have. Compile everything into a problem statement. Include any evidence or background information that is necessary to understand the problem you've identified. Make it visual by including illustrations, photos or videos.

At the end of this round, all submissions will be reviewed by the Challenge team and a selection of max. 20 groups will be able to move to the next round.

### Tools

- Secondary research
- Preparatory research
- Primary research
- Expert Interview
- Circular Opportunities
- Product Journey Mapping
- Frame your design challenge

### Submission

- Video (max. 5 min.) introducing the team and the problem statement.
- PDF document (A4, max. 4 pages, English) containing the problem statement. Including system map and any visual research / background material.
- PDF hero-image (A4, English) clearly framing the problem statement.

## 2. EMPATHIZE & DISCOVER

The goal of this round is to dive deeply into the problem you are trying to solve by becoming immersed in the lives of the people involved. When designing a service that takes wellbeing seriously, you're not only designing for a single

customer or user, but many others involved. In order to design valuable solutions you'll need to discover all the stakeholders and learn to empathise with them. This means being able to see the world through the eyes of anyone who might have a role in the final solution, as a service user, as a service provider, as a healthcare provider, etc.; anyone who might be touched by your proposed solution. Aim to better understand their behaviour and their motivations and how these may be influenced by environmental, social, economic, organisational and regulatory factors. You can apply methods for doing ethnographic research like observing and interviewing or designing 'cultural probes' to identify peoples' needs, values, aspirations and challenges. What are their hopes and dreams? What gets in their way? Do their values align with your proposal? Can you find a middle ground somewhere? The resulting information and insights should be clustered in an experience flow, user journey map or relational map.

#### Tools

- Define your audience
- Understand everyone involved
- Multiple use-cycles exploration
- Stakeholder mapping
- Ethnography Fieldguide
- Cultural Probes (Gaver, Dunne, Pacenti)
- Probes context mapping
- User Journey Map
- As-is scenario map
- Experience Flow

#### Submission

- Video (max. 5 min.) demonstrating ethnographic research, insights and relational maps.
- PDF document (A4, max. 6 pages, English) containing insights, experience map or customer journey map, relational / stakeholder map, and background material.

### 3. FRAME & DEFINE

This step is about synthesising the information from the discovery phase and reviewing your progress in relation to your proposal from round one. Framing is a crucial step before moving on to creating ideas as it reveals new solutions and opportunities. By sharing inspiring stories together, the goal is to identify the gaps, challenges and patterns in the maps of the current situation and translate these into themes. Based on the themes we can then envision and speculate about possible desired futures by asking 'what if' or 'how might we' questions. The objective is to re-write your design proposal by creating a more focused challenge- or needs statement.

#### Tools

- Share inspiring stories
- Find Themes
- Create Insight Statements
- How might we?
- Needs statement

#### Submission

- Video (max. 5 min.) demonstrating the overlapping themes, what if questions, and opportunity statement.
- PDF document (A4, max. 4 pages, English) containing themes and opportunity statement.
- PDF hero-image (A4, English) showing what if / opportunity statement.

### 4. IDEATE & DEVELOP

This is your final round! Now everything should come together.

After framing the problem, you can begin to think of solutions about how you can achieve what you have set out to do. The aim here is to diverge before converging. First try and get as many ideas as possible out of your head and

onto (virtual) paper. [Draw, sculpt and/or create collages to help visualise your ideas](#)<sup>o</sup>. Optionally you can use aids such as [ideation cards](#)<sup>o</sup> to help create a long list of ideas. Next, start narrowing down the long list to a [short list](#)<sup>o</sup>. To help you narrow down the list, [assess the concepts against the principles wellbeing](#)<sup>o</sup> and plot your concepts on a matrix to measure their difficulty to implement against how much impact they could have. Finally move from a handful of ideas into a fully-fledged concept that you'll refine. [Develop scenarios and storyboards](#)<sup>o</sup> to push forward how the concept would be used. Also, think about what parts of the concept you can quickly test out by [rough prototyping](#)<sup>o</sup> them as props or as functional models. [Invite the people you are designing for to give feedback](#)<sup>o</sup>. Improve the concept and prototypes through iteration and compile the best ideas into an [experience prototype](#)<sup>o</sup> for a [minimum viable product or service](#)<sup>o</sup> (MVP/MVS). Explain your service concept (process, experience, etc.) with the use of a [service blueprint](#)<sup>o</sup> and - if possible - as a working prototype or MVS. Document the user experience in a video.

#### Tools

- [Get Visual](#)<sup>o</sup>
- [Top Five](#)<sup>o</sup>
- [Ideation cards](#)<sup>o</sup>
- [Service flip](#)<sup>o</sup>
- [Concept selection](#)<sup>o</sup>
- [Paper prototyping](#)<sup>o</sup>
- [Design Scenarios](#)<sup>o</sup>
- [Co-create session](#)<sup>o</sup>
- [Experience prototyping](#)<sup>o</sup>
- [Storyboard](#)<sup>o</sup>
- [Service blueprint](#)<sup>o</sup>
- [Business model canvas](#)<sup>o</sup>

#### Submission

- Video overview (max. 10 min.) of the process start to finish. Introducing the team, users, insights and problem definition to reveal the final concept, scenarios and service prototype.

- PDF document (A4, max. 4 pages, English) containing 50 word concept description, design scenarios and necessary background information.
- PDF document (A4, 1 page, English) containing a worked out service blueprint.
- PDF document (A4, 1 page, English) containing a worked out business model canvas.
- PDF hero-image (A3, 300dpi, English) showcasing / explaining the final concept. More detailed instructions and/or a format will be provided.

Please note that even though this 4 step process sounds very linear in reality it often isn't. It is important to fail early, learn fast and iterate. There's no need to discard good ideas simply because you haven't reached the 'Ideate and Develop' round yet, and likewise don't stop observing your users because the 'Empathize & Discover' round is over. Keep checking your hypotheses and try to adopt new insights quickly. Change your approach if necessary. Practice making and reflecting in parallel. Make as often as you can and use it to give form to your insights and ideas. Iterate as fast as you can to come to a solid understanding quickly.

## Video submission tips

You'll have noticed that video is an important part of the submission process. Films that highlight insights and the design process are of great value to the jury, coaches and others.

**IMPORTANT:** Make sure to capture the lives and stories of the people you are designing for, the problem and the process of solving it. Each round has specific requirements and focal points for the film but combined they should provide a clear documented overview of the project. The final film should introduce your team, the users, insights and a problem definition before revealing the

final concept. Make sure to use appropriate credits. Although slightly different in scope [Fixperts-films](#) can provide a welcome source of inspiration.

It's probably a good idea to make one team member responsible for documentation, this way you can more easily ensure consistent quality throughout. You can get creative editing the film by including text overlays, music (only use rights free music), sound effects and animations, for example.

If you don't have access to film editing or animation software or you don't know how to operate them, an alternative could be to use powerpoint or keynote to make playable slideshows with optional voice-overs.

## Coaching and judging

The coaching team consists of a challenge coach and team coaches. The challenge coach will virtually meet with each team at least once per round to support the teams individually during the discovery phase (round 2), define phase (round 3) and development phase (round 4) of the challenge. Each team will also be guided by a team coach, an IBM design strategist and practitioner. The team coaches will guide the teams on a regular basis, and help them move forward, advise them on tools and methods, and more. During coaching meetings you will present the work that has been done and the coaches will give feedback and provide help on specific areas. Prior to the coaching meetings the challenge coach will send out group invitations that allow you to schedule a suitable time slot. Team coaches may be in touch directly. At the end of round 4, each design team will submit their concept. All submissions will go through to a first round of judging by the challenge jury. The jury will carefully review, discuss and validate each submission based on

the challenge criteria. There will be a selection of nominees ('Shortlist') who will be able to pitch their concepts to a panel of esteemed judges at a Dragons' Den event. The challenge jury is composed of renowned design experts from various fields – related to human-centred (service) design, circular design, and design-led innovation.

## Dragons' Den

In the last round of the competition, the shortlisted teams will have the opportunity to pitch their concept and show its business potential to the challenge jury (the Dragons).

This virtual event takes place on June 9 and is a unique opportunity for the teams to practise their skills and convince the Dragons to select them as the winners of the fourth edition of the Student Service Design Challenge. The teams will be trained and coached in preparation for their pitch.

## Assessment areas

Submissions will be assessed based on each of six areas:

- 1. People centric**  
Your idea is based on real people's contexts, their needs and habits. The solution you design works for real people, and has a positive influence on their behaviour.
- 2. Experience based**  
Your idea provides an impactful, rewarding and lasting user experience, both physical and online, by offering an engaging solution that creates an emotional and sensory connection with the users.

### 3. Society oriented

Your idea sees into the inclusive conception of design in which overlooked users, groups or communities, are taken into account to create positive change in society.

### 4. Technology enabled

Your idea is future-ready for the ever changing digital landscape, takes into account the responsible, secure and unbiased use of data, and uses technology wisely and for the good.

### 5. Circular & sustainable

Your idea aims to tackle a global issue (such as climate change, access to care, gender equality, waste or pollution). It is regenerative for our world, and supports sustainable and planet-positive innovation by taking wellbeing of the planet seriously, and favouring ethical behaviour as well as empowering people.

### 6. Business viable

Your idea is based on a service-centred business model, able to launch as a viable service business and value proposition, as well as adjustable or scalable.

## Key dates

### Round 1 - Research proposal and design brief

- Brief available: November 15, 2022
- You will have until January 20, 2023 to submit your research proposal.

### Round 2 - Empathise and discover

- Start: February 10, 2023
- You will have until March 10, 2023 to submit your video and document.

### Round 3 - Frame and define

- Start: March 13, 2023
- You will have until March 31, 2023 to submit your video and documents.

### Round 4 - Ideate and develop

- Start: April 3, 2023
- You will have until May 26, 2023 to submit your video overview and documents.

### Round 5 - Jury voting and winner announcement

- The Jury voting takes place between May 26 - June 9, 2023
- Winners will be notified on June 16, 2023.

## Tips on how to meet the criteria

Consider these helpful tips to make sure you meet the criteria:

### 1. Think about who is involved

The success of your service starts and ends with the parties involved; real people. Remember that many service concepts aren't always empowering people in new, modern ways; such as new forms of volunteering and social action, or community-led initiatives. So research your potential service users, find out what drives them, cross boundaries, and find out how to let them use your service in a positive, rewarding and experience-rich way.

### 2. Bring and create value for the long term

By connecting individuals, enabling and organising peer-to-peer interactions, and optimising under-used assets, physical or human capacity, your service can hold great promise in terms of sustainable wellbeing, both individually and for society by addressing pressing needs and challenges. For lasting success, you will need to keep both people and the planet in mind. And consider all aspects of the wellbeing of people, planet and society, such as safety, risk, hygiene, and so on.

### 3. Build trust

It's important to design a trust-based service, not only trust amongst its users but also trust in contributing to its purpose. Access to

information and transparency are a crucial cue that leads to trust.

#### 4. Technology is a tool not a solution

Technology has the ability to help bridge distances, enable and facilitate access and democratise use. However, you should use technology wisely and as an effective tool for innovation. We aren't looking for just another app or digital platform.

## People and planet

We would like to encourage you to take a people- and planet-centred approach. For this we have added two more websites to inspire you:

- [Circular Design Guide](#)
- [Planet Centric Toolkit](#)

If you like to, join the [Circular Design Guide LinkedIn community](#). Share your project, ask questions and exchange.

## Partner information

This is a challenge initiated by Philips Experience Design and co-organised with SERVICE DESIGN COLLEGE, in partnership with IBM, Ingka Group and the Ellen MacArthur Foundation.

[Philips Experience Design](#) brings human-centred innovation to the technologies we all rely on for healthcare and healthy living. The products, services and solutions we design, touch the lives of millions every day and are recognised for excellence within the industry.

[SERVICE DESIGN COLLEGE](#) is a unique transdisciplinary, community-based platform that brings together designers and others to learn, share and co-create together, through live- and online activities.

[IBM](#) has always served as a medium between mankind and machine, blending science, service and society to pave a path towards progress.

Driven by the IKEA vision to create a better everyday life for the many people, [Ingka Group](#) brings the IKEA brand to millions of homes.

The [Ellen MacArthur Foundation](#) works to inspire a generation to re-think, re-design and build a positive future circular economy. The Foundation works with business, government and academia to build a framework for an economy that is restorative and regenerative by design.