



FAQS

What is the Global Design Challenge?

UNESCO and the Liiv Center are launching an Open Design Challenge to find bold new technology ideas to advance innovations in digital anthropology tools and methods. The purpose of the Challenge is to encourage participants to use their knowledge and creativity to generate awesome ideas to solve a global social problem.

This is a 72-hour challenge that will run from 19:30 (global time - wherever you are in the world) over the weekend of Friday 21 October to Sunday 23 October 2022.

Why are you doing this?

The world needs more global access, awareness and investment in innovative tools and training for anthropologists and practitioners to study digital life at the pace and scale of big data. With awareness and investment, decision-makers will not depend on big data alone for timely human insight and will be able to mitigate the bias across our systems, structures, and societies.

What is the Liiv Center for digital innovation in anthropology?

The Liiv Center is a non-profit organization committed to bringing digital innovation to anthropology. Our mission is to bring deeper human insights to the world by developing new digital tools for ethnography, so anthropologists (and others) can understand digital cultures and communities, at the pace and scale of data science, making big data more human, equal and ethical.

What is the partnership with UNESCO?

UNESCO, and the Liiv Center have embarked on a global partnership to advance digital innovation in anthropology. The first phase of the partnership is a four-year collaboration to unleash a global movement to identify new open-source technologies, academic programs, career opportunities and awareness raising of anthropology's power to create a more equal and ethical society.

This partnership is specifically focused on ensuring digital technologies and policies are rendered more ethical and inclusive by enabling a deeper understanding of human cultures and beliefs, enhancing the conditions for achieving SDGs 1, 5, 10 and 16.

As a laboratory of ideas, UNESCO's ambition is to respond to the major contemporary questions by using all the tools available to researchers. The LiIV Center for Digital Innovation in Anthropology will provide a forum for collaboration about digital Innovation in anthropology as a mainstream area of academic enquiry and social transformation.

Why are UNESCO and the LiIV Center running this challenge?

UNESCO and the LiIV Center are launching this Design Challenge to encourage practitioners, graduate and postgraduate students in anthropology, human sciences and data sciences, to come together to identify new digital tools that will expand upon anthropology's digital toolkit for insight and training, and its larger relevance as a force for good that can drive real impact in an increasingly digital world.

How will the Challenge work?

The challenge will run over the weekend of Friday, 21 October from 1930* until Sunday, 23 October 2022. This online event will be asynchronous but seeks real-time global co-creation.

Once the 72-hour hackathon is over, we will choose five finalists to pitch in front of a jury that will select the winner and award them a USD 10,000 grant towards developing their idea further.

Do I have to join a team, or can I work on this on my own?

You can join as an individual or as a team. We will assign you to one if you don't have a team.

All teams must be interdisciplinary, which means to be integrated by at least one person related to:

- Social and Human Sciences- Anthropology, Ethnography, Sociology, Philosophy, Ethics (Add others)
- Technology, Data Science and Computer Science
- Innovation and Design- UX Researchers, UX Designers, Business designers, Service designers

If you want to form a team, it may be easier if you choose team members who are in a similar location/timezone.

Who can take part?

Anyone! But, you may find this challenge to be most relevant to you if you are interested in big & thick data + digital tools & methods to understand digital cultures and communities. You also need to be over the age of 18 years old!

We are particularly interested in hearing from university students who are studying the human sciences, anthropology, business, public policy, research data science, communications and innovation at all levels.

What is the challenge statement?

How might we use Digital Anthropology methods for the early identification of online discrimination?

How might we use Digital Anthropology to understand the causes and implications of online violence against Women and LGBTQI+?

How might we use Digital Anthropology methods to identify and prevent the spread of stereotypes and false narratives about women migrants and refugees?

Some of the characteristics we look for in solutions are:

- Potential impact on problem-solving and decision-making: how can decision-makers apply this tool/ method/ outcome to make better decisions and policy-making?
- Thick Big Data contributions seeking new data sources and mixing methods (anthropology, data science, etc).
- Speed and depth methodologies that work in fast-changing contexts.
- Accessibility and adaptability contributions are valid in cultural and material contexts other than their own.
- Transferable theory and methods: Theories that will allow us to transfer ideas to other fields easily.
- Ethical contributions to data privacy, online discrimination, digital surveillance, identities, ethical algorithms, public opinion formation and disinformation.
- Use a real example in an online context: Focus on an online group of people with shared interests interacting through a tech platform.

See the full Challenge brief [here](#)

Will there be a record of my participation in this Challenge?

Yes! You will also receive a digital certificate of participation delivered by UNESCO at the end of the Design Challenge.

Does the Open Design Challenge have a prize?

Yes! The winning team, selected by a jury of experts, will be granted the opportunity to further develop their idea with the financial support of UNESCO and Liiv for an amount of USD 10,000¹.

If my team wins the prize, what should I spend it on?

The prize is designed to financially support the development of the winning solution so that the work and time spent by the team are duly rewarded.

What are your evaluation criteria?

A framework for how judges will evaluate your ideas can be found [here](#).

Can I appeal if I'm not successful?

No. The selection of the jury will be final.

Do I have to be part of a team or can I enter as an individual?

You can enter by yourself, or as part of a group. If you don't already have a group and would like to join a team, we will assign you to one.

I worked as part of the winning team - how will the money be divided between us?

No, the Prize will be granted to a team member selected by their peers. This financial support will be delivered through a consulting contract, in which the team agrees to deliver intermediate and final research reports that account for the findings and improvements made to the winning idea. UNESCO & Liiv Center reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion.

Do I have to spend a whole 72 hours on this?

Teams and individuals can spend as much or as little time on their idea(s) as they would like within the 72-hour period as long as they submit ideas/pitches that meet the criteria below. Our timeline aims to allow space for thinking, conversation and iteration.

What if I have ideas after the challenge deadline has closed?

It's a 72-hour challenge, and sadly we cannot accept proposals submitted after the deadline.

In what format should we submit our ideas?

To be considered for an award, you will need to submit a Solution Canvas on how your idea addresses the challenge statement (see the section below) by 1930 (global time) on Sunday 23 October 2022. The Solution Canvas will have to answer the following criteria

¹ Financial support will be delivered against a research report in the name of one of the team members, who will sign a consultancy contract with UNESCO. The duration of the contract will be agreed with the winning team, having a maximum extension of six months. See our terms and conditions here for more information.

set out here. You may also submit a video, a deck or an essay as optional.

What will happen to my ideas if I don't win?

We believe that the free flow of ideas is good for everyone. All ideas, winning and non-winning, will be published by UNESCO and LiIV.

Who are the judges?

We have an exciting panel of leading experts (TBC) who will be evaluating submissions. They will select one winning idea for the most innovative solution with the best possibility for realization as determined by UNESCO & LiIV Center.

What are the judging criteria?

The judging criteria can be found [here](#).

What are my intellectual property rights?

Full T&Cs can be found [here](#).

When will the winners be announced?

The live Final Pitch virtual ceremony will be on Sunday 23 October 2022 19:30 GMT when the winning idea will be announced. The winning idea will also be published on the UNESCO & LiIV Center websites. The decisions of UNESCO & LiIV Center and the judges are final and binding, and may not be appealed. Judging criteria is available for review

Who are the mentors?

Seasoned experts with experience using thick and big data to uncover insights into communities and groups of people.

What is the role of a mentor?

The mentors will be your critical friends at the midpoint of the challenge. If you book time with them, you will be able to test your theories and ideas, and they can give you feedback that makes sure you are on track to meet the brief.

Do we have to select a mentor?

You do not have to select a mentor, but you may find their guidance invaluable for ensuring you are on the right track and meeting the criteria.

How do we book time with a mentor?

Mentor time slots will be available to book from [insert date].