We4
Change

Girls and Women Connecting
for Environmental Change

We4Change Fest

GIRLS AND WOMEN CONNECTING FOR ENVIRONMENTAL CHANGE

Changemakers workbook

We4Change Changemakers events are "hack for good" events where girls and young women with an entrepreneurial mindset, trainers and subject experts come together during a two-day intense marathon in order to solve specific challenges posed by climate and environmental change encountered in their communities. The events include hands-on activities, training on digital, innovation and environmental awareness skills, problem-solving and co-creation of prototypes, as well as a pitching session by the changemaking teams.

Agenda

Day 1

9:30: Registration and coffee
10:00 – 11:00: Introduction of the event thematic & inspirational speech
11:00 – 13:00 : Workshop 1 on digital skills
13:00 – 14:00: Lunch break
 15:00: Project proposals, ideation & team selection
16:00 – 18:00: Project work

Day 2

9:30: Registration, coffee & review of day 1
10:00 - 12:00 Workshop 2 on Design Thinking
12:00 – 16:00 Project work with coaches (1h of working lunch included)
16:00 – 17:00 Project presentations
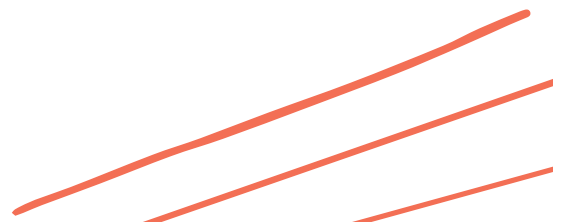17:00 Feedback session and closing ceremony

The challenge

Women are the most at risk to suffer irreversible effects caused by gender inequalities, accentuated by the current social, economic and environmental situations, reducing their access to and control over (basic) resources, access to education and information, and access to decision-making processes, leading to lost opportunities, lack of self-confidence and interest to be actively involved in society. This different social and economic reality conditions women's responsibilities, vulnerabilities and opportunities to respond and adapt to climate change. Therefore, all aspects of climate change have a gender dimension: the causes, the impacts, as well as the policies to respond to climate change which can have different effects on women and men.

When you think about sustainable consumption and production, smart cities & mobility, energy & resource efficiency, what kind of challenges you noticed in your community?
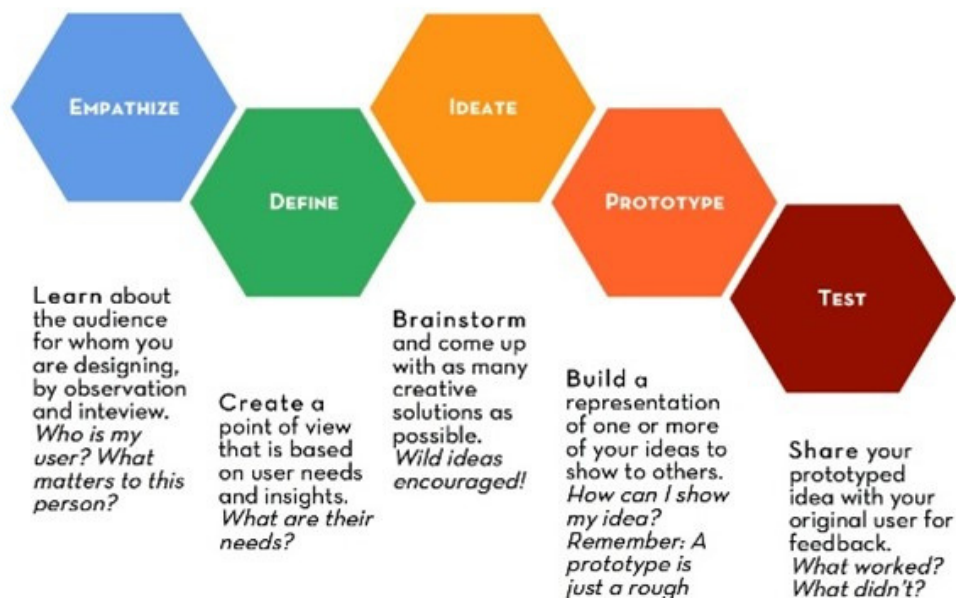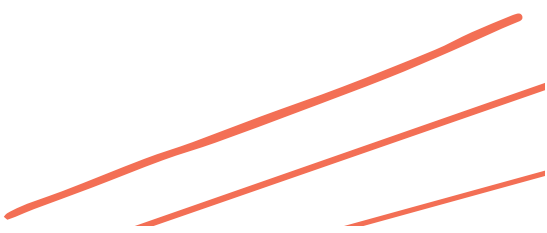What are your ideas to tackle those challenges?

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We are all DESIGNERS!

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

Notes

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Sustainable Business Canvas

Projet : .... Date : ....

Key partners

Who are our Key partners?
Who are our key suppliers?
Who can help in negative externalities?
Which key resources are we acquiring from partners?
Which key activities do partners perform?

Motivation for partnerships
Optimization & economy
Lower risk and uncertainty
Acquisition of particular resources and activities

Key activities

What key activities do our value propositions require? Our distribution channels?
Customer relationships? Revenue streams?
Externalities management?

Categories
Production
Problem solving
Platform/Network

Key resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?
Revenue Streams?

Types of resources
Physical
Intellectual property
Human
Financial

Value propositions

What value do we deliver to the customer?
Which one of our customer's problem are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?

Characteristics
Newness
Performance
Sustainability
Customization
"Getting the job done"
Design
Brand/Status
Price
Cost reduction
Risk reduction
Accessibility
UX

Customer relationships

What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model?
How costly are they?

Examples
Personal assistance
Dedicated support
Self-service
Automated services
Communities
Co-creation

Channels

Through which channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Channel phases
Awareness: how do we raise awareness about our company's products / services?
Evaluation: how do we help customers evaluate our organization's value proposition?
Purchase: how do we allow customers to purchase specific products & services?
Delivery: how do we deliver a value proposition to customers?
After sales: how do we provide post-purchase customer supports?
Bonus: how do you evaluate the sustainability in each of the phase?

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass market
Niche market
Segmented
Diversified
Local

Cost structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Is your business more
Cost driven
Value driven

Sample characteristics
Fixed costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue streams

For what value are our customers really willing to pay?
For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

Types
Asset sale
Usage fee
Subscription fees
Lending/Renting/Leasing
Licensing
Brokerages fees
Advertising

Negative externalities

How your Value Proposition impact negatively your environment?
Your Partners?
Your Ressources?
Your Channel?

Types
Social
Environmental
Economy

Positive externalities

How your Value Propositions will positively impact your environment? In what manner your Value Proposition target one or multiple UN sustainable goals?

Examples
Decrease CO2 emissions
Improve water quality
Lower pollutions
Improve global health
...

Prepare your pitch

1. Clarify your idea
To be able to clearly present an idea, you need to make it perfectly clear in your head

2. Organise your thoughts
Then, organise your thoughts to make sure you will deliver the right message

3. Write your story
Once you know which message you want to pass on, include it into a story to which your audience can relate

4. Practice your pitch
Use your body and your voice to deliver your message and onboard your audience

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We want to hear from you! Let us know about your experience at the We4Change Changemakers Fest, find the feedback form here: https://forms.gle/51vZ1LVaiNXRr72W7

*We4Change: Girls and Women connecting for environmental change is funded by the Erasmus+ programme of the European Union and seeks to contribute to the EU Youth Strategy with a specific female-focused approach, that responds directly to the specific gender-based needs of girls and young women across Europe, offering thus an appropriate and innovative way to empower and engage them in their communities and society-at-large. You can find out more about the project here: **http://we4change.eu/***