

AMSTERDAM

CLEAN ENERGY CHALLENGE

WHAT DESIGN CAN DO

PHOTO: SHUTTERSTOCK.COM

# AMSTERDAM CHALLENGES YOU!

## JOIN THE #CLEANENERGYCHALLENGE

Design platform What Design Can Do & Ikea Foundation recently launched the Clean Energy Challenge in 5 cities – São Paulo, Delhi, Nairobi, Mexico City and Amsterdam. This global competition calls on designers and creative entrepreneurs to rethink how we produce, distribute and use energy in metropolitan areas.

### CLEAN ENERGY FOR ALL

Burning fossil fuels is the primary cause of climate change, yet this is still our main source of energy. Most of this energy is used in our ever-expanding cities. Cities therefore offer a huge opportunity to transform the way we generate and use energy. We have worked closely with researchers, experts and designers in 5 globally influential cities – São Paulo, Delhi, Nairobi, Mexico City and Amsterdam – to craft challenges specific to these localities.



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## HOW CAN WE EMBED CLEAN ENERGY IN THE AMSTERDAM CITYSCAPE?

Transitioning away from fossil fuels with today's technology means changing our cityscapes: retrofitting existing buildings to reduce energy consumption and integrating energy infrastructure more seamlessly across the metropolitan landscape, in our neighbourhoods and in our homes. But strict regulation, a lack of space and the perceived ugliness of clean energy interventions have become a barrier to the adoption of these in Amsterdam's metropolitan region. Amsterdammers now have an opportunity to rethink how energy can be generated, transported and stored in a way that aligns with the cultural and historical values of the city and its surrounding landscape.

This is why, for the metropolitan region of Amsterdam, we are calling for creative spatial interventions, products, services, systems and stories that reconcile liveability with the need to transition to renewable energy.

## WHY JOIN THE CHALLENGE

There are separate tracks for students, creative professionals and start-ups. 25 winners, selected from 5 cities by an international jury, will have a chance to win a production budget and a tailor-made acceleration programme aimed at making the winning ideas, prototypes or start-ups market and investment ready.

- 1 INITIATE**  
Call for Participation  
4 September – 15 November 2018
- 2 NOMINATE**  
Selection of the Nominees  
15 November – 14 December
- 3 IMPROVE**  
Refinement of the Nominated Ideas  
15 December – 14 February 2019

- 4 TRIUMPH**  
Selection of the Winners  
15 February – 6 March
- 5 ACCELERATE**  
Acceleration Programme for Winners  
March – July
- 6 MAKE IT HAPPEN**  
Implementation  
July onwards

LEARN MORE AT [WHATDESIGNCANDO.COM/CHALLENGE](http://WHATDESIGNCANDO.COM/CHALLENGE)



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