HOUSING CRISIS

VisCom

01

What B!G campaign would communicate the need for affordable and sustainable housing for the future.

Ireland's population is on the rise, it has just reached 5 million for the first time since 1851! So, what does *that* mean? Well, for one thing, it means that we're going to need more homes than we currently have. They need to be liveable. And they need to be affordable. Ideally, they need to be 'smart homes' - that are environmentally aware and future-proof. And that's a LOT for a home to be! What kind of smart campaign can shed light on these shortcomings of the Irish housing market? What are some modern and sustainable solutions, and how can you bring them to the front of the conversation?

DELIVERABLES

PROCESS 1 x A3 ++ **PROPOSAL** 1 x A3   **VIDEO** 2-3 MIN

THINGS TO CONSIDER

→ Where to start?
→ Who is your audience?
→ Research current barriers.

CHECK OUT ONLINE

→ Irish Property Bubble
→ Focus Ireland
→ Social Housing Crisis

MARKING SCHEME

→ 40% Process
→ 30% Proposal
→ 30% Communication

MENTAL HEALTH

Spaces & Places

02

What B!G Idea would create a supportive space or place to encourage positive mental health among young people.

In Ireland by the age of just 13, 1 in 3 young people will likely have experienced some form of a mental issue. By 24, that becomes 1 in 2. It's important to talk. Really important. Talking can help ease stress and anxiety and allow young people to access help. What would a space or place look like that really encourages young people to talk? A space where you could express yourself, a place where you could let go... How can you and your team create a space, or place to support positive mental health for young people?

DELIVERABLES

PROCESS 1 x A3 + **PROPOSAL** 1 x A3 + **VIDEO** 2-3 MIN

THINGS TO CONSIDER

→ Where to start?
→ Who is your audience?
→ Research current barriers.

CHECK OUT ONLINE

→ HSE
→ World Health Organisation
→ www.jigsaw.ie

MARKING SCHEME

→ 40% Process
→ 30% Proposal
→ 30% Communication

EQUALITY

ICT/UX

03

What digital B!G Idea would empower people from diverse backgrounds to feel more included in society.

Today, about 90% of people between the ages of 16 and 24 use a smartphone to stay connected. What good is all that connection if it just makes people feel more divided than ever? Online, people feel pressure to fit in, but our *differences* need to be celebrated! Let's leave social media platforms out of this one, but if you were able to create a website, or an app to bring people together and feel more included, what would it do? How could it bring people from different backgrounds together and make them feel part of something meaningful?

DELIVERABLES

PROCESS
1 x A3

+ PROPOSAL
1 x A3

VIDEO
2-3 MIN

THINGS TO CONSIDER

→ Where to start?

→ Who is your audience?

→ Research current barriers.

CHECK OUT ONLINE

→ irishcentrefordiversity.ie

→ inar.ie

→ lgbt.ie

MARKING SCHEME

→ 40% Process

→ 30% Proposal

→ 30% Communication

HEALTHCARE

Wearable

04

What B!G Idea in wearable technology would allow young people to manage their own wellbeing.

The pandemic has had a massive impact on young people's wellbeing. You may have noticed?! School at home, exams, maybe a part-time job, not to mention trying to keep *something* of a social life with your friends? To top it all off, in the last 12 years, there has been a decline of Irish teenagers meeting EU guidelines for physical exercise, and we know exercise is a really important part of wellbeing. With wearable technology, it's easy to keep track of your health, but what if you took another step forward? Could you invent a wearable that kept track of your wellbeing? How would you wear it, what would it measure and how would you interact with it? Time to think big!

DELIVERABLES

PROCESS 1 x A3 + **PROPOSAL** 1 x A3 + **VIDEO** 2-3 MIN

THINGS TO CONSIDER

→ Where to start?
→ Who is your audience?
→ Research current barriers.

CHECK OUT ONLINE

→ HSE - Health & Wellbeing
→ Wearables for Wellbeing
→ Wearable Products

MARKING SCHEME

→ 40% Process
→ 30% Proposal
→ 30% Communication

CLIMATE CHANGE

Product

05

What B!G Idea product would reduce your community's carbon footprint?

Our carbon footprint is the total amount of greenhouse gases that we produce in everyday life. It's important to be aware of, but it can also make us feel stressed when we hear about it so much. And that's one of the biggest challenges about Climate Change! It's so big and scary that some people just want to ignore it and pretend it's not there.

But that's where YOU come in! What kind of product could be created to help people notice our changing climate? How can we change its perception as something to worry about and turn it into something real? AND, just maybe, even positive?

DELIVERABLES

PROCESS
1 x A3

PROPOSAL
1 x A3

VIDEO
2-3 MIN

THINGS TO CONSIDER

→ Where to start?
→ Who is your audience?
→ Research current barriers.

CHECK OUT ONLINE

→ epa.ie
→ Climate & Communities
→ Carbon Footprint

MARKING SCHEME

→ 40% Process
→ 30% Proposal
→ 30% Communication

THE B!G iDEA

Challenging change with creativity

We want you to think B!GGER. Through our programme, we will equip you with the creative mindset to tackle the biggest problems society faces, in other words, to change the world. We will work collaboratively with you to create, experiment, invent, take risks, make mistakes, and have fun. The best of the best will be your mentors and judges. They will give you real-world advice, sharing their knowledge and help connect you with communities and industry. We will celebrate your work in a virtual exhibition in May 2022!

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