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THE BIG IDEA CHALLENGE 4

Mental Health

In today's fast-paced world, mental health challenges affect many young people. **According to the World Health Organisation, 10-20% of adolescents worldwide experience mental health conditions, yet these often go undiagnosed and untreated.** Talking about it is so important for reducing anxiety and breaking the stigma, but there's still much more to do.

School, work, and social media can pile on the pressure, making mental health issues even harder to deal with. **It's so important to recognise the signs and know where to go for help, but not everyone knows what's out there.**

What B!G Idea could encourage people to reach out for help and support? How could you better understand your own mental health needs? Could technology or some cool new spaces improve mental well-being in creative new ways?

UN SDG Goal 3: Ensure healthy lives and promote well-being for all at all ages



DELIVERABLES

- A3 B!G Idea Poster
- 3 Minute Video

PROCESS

- Pick a challenge
- Focus on a problem
- Explore solutions
- Submit Your B!G Idea

TO CONSIDER

- **What** is the latest news on this challenge?
- **How** do you see the issue impact people around you?
- **How** does it affect your community?
- **What** solutions are already out there?
- **How** could you learn more about this challenge?

5

THE BIG IDEA CHALLENGE 5

Achieving Equality

Inclusive communities are amazing because they unite everyone, spark creativity, increase cultural awareness and make life so much more interesting! **Embracing diversity means celebrating all kinds of differences - in age, gender, race, and more, making everyone feel that they truly belong.**

It's really important that we break down barriers and make sure that everyone gets the same opportunities, especially as diverse groups make our societies stronger. **By promoting diversity, we let everyone show off their unique talents and contribute in their own special way.**

Have you got a B!G Idea to make sure everyone has equal opportunities in all areas of life? Could technology help voices be heard that aren't normally heard? What cool new spaces could make a difference in supporting diversity and inclusion?

UN SDG Goal 10: Reduce inequality within and among countries



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THE BIG IDEA

2024 - 2025 PROGRAMME

Your B!G Idea

17 Goals to Transform Our World. Embrace the possible. **That's what the 17 UN Sustainable Development Goals are all about - they are a guide to making the world a better place.** These Goals recognise that ending poverty means boosting economic growth and making sure everyone can access good education, healthcare, and job opportunities, while also tackling climate change and protecting our planet. Everyone has a role to play, and your B!G Ideas could really help to make these goals a reality!

Challenges:

Climate Action

AI For Humanity

Tackling Poverty

Mental Health

Achieving Equality



thebigidea.ie/student-resources

We asked young people across Ireland about the B!G challenges they're facing today. The top five that came back were: Climate Change, Mental Health, Tackling Poverty, Achieving Equality and, AI for Humanity. **Now it's your turn to come up with some B!G Ideas to solve these challenges. As well as making the world a better place, every B!G Idea has the chance of winning a fantastic prize at our amazing annual Showcase.**

Throughout the programme, incredible Mentors from different industries will be supporting each team. They'll be sharing tips, offering advice, giving feedback, and helping you as a team to develop your ideas as your projects take shape. **The challenges you'll be tackling are so important for Ireland's future, and innovation is key.**

Your Mentors are excited to hear your B!G ideas and help you to make a real impact. **Make the most out of your time with them and get as much guidance as you can—they're here to help you turn your B!G ideas into reality!**

1

THE BIG IDEA CHALLENGE 1

Climate Action

Climate change is now affecting our everyday lives with rising temperatures, wild storms and challenges to our food supply becoming more common. **Despite global efforts, action remains slow, leaving communities vulnerable.** This pressing issue can feel overwhelming, but it's really important that we address it together, head-on.

You've probably noticed that there are more intense storms and hotter, wetter seasons in recent years. This unpredictable weather affects both nature and agriculture. **It might seem daunting and complicated but by working together, we can find ways to tackle this challenge.**

Could you find ways to make climate change information more accessible? Perhaps focus on local businesses or community initiatives to reduce energy use. How can young people's voices be amplified in creating solutions?

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13 CLIMATE ACTION



UN SDG Goal 13: Take urgent action to combat climate change

2

THE BIG IDEA CHALLENGE 2

AI For Humanity

AI is transforming industries, bringing amazing advancements to areas like medicine and tech. From improving how we diagnose diseases to personalising treatments, and speeding up processes, AI is making life easier in so many ways. **But with all the hype there are also some risks, such as AI taking over jobs or making decisions that raise big ethical questions.**

To make sure AI works for everyone, we need all kinds of voices in the mix when it's being developed. **We must also consider how AI can work with humans to make our jobs better, not replace us.**

What ideas do you have to enhance AI's benefits while keeping the risks low? Could you create educational spaces where people can learn about using AI responsibly? How can we use AI to make positive changes?

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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



UN SDG Goal 9: Promote inclusive, sustainable industrialization, and foster innovation

3

THE BIG IDEA CHALLENGE 3

Tackling Poverty

The rising cost of living is affecting us all massively, making things like housing and food harder to afford. **In Ireland, unaffordable prices mean lots of young adults are forced to stay at home for longer, which can have a major impact on their independence and well-being.**

When wages don't keep up with living costs, people have to make tough choices which can really affect their future. **We need some fresh and innovative ideas to help everyone break the cycle of poverty and live comfortably.**

What BIG Idea could you come up with to tackle poverty or the skyrocketing cost of living? Maybe you could design some nice spaces that offer essential services or use tech to bring communities together? How could you empower people to break through financial barriers to boost their quality of life?

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1 NO POVERTY



UN SDG Goal 1: End poverty in all its forms everywhere