



COURSE SUMMARY:

WEEK ONE: ORIENTATION + REGISTRATION

PART ONE: INVESTIGATING SOCIAL JUSTICE TOPICS

WEEK TWO: PHYSICAL HEALTH ISSUES

WEEK THREE: MENTAL HEALTH ISSUES

WEEK FOUR: DISCRIMINATION AND FEAR OF "OTHER"

WEEK FIVE: ANIMAL ABUSE AND EXPLOITATION

WEEK SIX: ENVIRONMENTAL DESTRUCTION

PART TWO: DESIGNING INNOVATIVE SOLUTIONS

WEEK SEVEN: RESEARCH + EMPATHIZE

WEEK EIGHT: DEFINE + IDEATE

WEEK NINE: PROTOTYPE + TEST

WEEK TEN: ITERATE + REFINE

WEEK ELEVEN: CREATE BUDGET + PITCH

WEEK TWELVE: FILM YOUR PITCH

WEEKLY TOPICS:

WEEK ONE: ORIENTATION + REGISTRATION

- Registration checklist:
 - Pre-survey
 - Parent forms
 - Register team
 - Set weekly team meeting time
- Introduce yourself on the platform
 - Where are you from?
 - What social justice issues are you passionate about?
 - What do you hope to gain from this program?
- What is a Changemaker?
- Course outline



THE CHANGEMAKER PROJECT

PART ONE: INVESTIGATING SOCIAL JUSTICE TOPICS

WEEK TWO: PHYSICAL HEALTH ISSUES

How can we ensure that humans' physical needs are met?

- Global poverty
 - Homelessness
 - Inhumane labor practices
 - Educational access
- Food and water insecurity
 - Malnutrition
 - Clean water access
 - Disease epidemics in developing countries
- Obesity and chronic disease caused by "overnutrition"
 - Food deserts in low-income areas
 - Soda, sugar, and the diabetes epidemic
 - Chronic diseases caused by the Standard American Diet (SAD)
 - Corporate control of the food system
- Sex and reproductive health
 - Teen pregnancy
 - AIDS epidemic
 - Sex trafficking
 - Overpopulation
- Substance abuse and addiction
 - Alcoholism
 - Smoking addiction
 - Drug abuse

WEEK THREE: MENTAL HEALTH ISSUES

How can we ensure that humans' emotional needs are met?

- Access to mental healthcare
 - Loneliness and depression
 - Prevalence of anti-depressants
 - Teen suicide
 - Mental health issues which lead to gun violence
- Conflict
 - War
 - Domestic violence and child abuse



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- Interpersonal conflict
- Nonviolent communication
- Safety
 - Feeling safe in a violent community or war-torn country
 - Government instability
 - Global catastrophic risk, ex. unfriendly AI, climate change, nuclear war, biohazards, etc. (Note: we will explore these topics in more detail next year.)
- Technology addiction
 - Video games and violent media
 - Smartphones and texting
 - Pornography and its effects on relationships
- Chronic stress and anxiety
 - Pressure to perform in work and school
 - Lack of access to nature
 - Utilizing mindfulness to combat anxiety

WEEK FOUR: DISCRIMINATION AND FEAR OF "OTHER"

How can we understand our implicit biases and extend our circle of inclusion so that all human beings feel welcome and accepted for who they are?

- Examining our embedded fears of those who are different from us
- Systemic racism
 - Police brutality
 - Mass incarceration
 - #blacklivesmatter movement
- Sexism
 - Sexual harassment
 - Womens' rights
 - #metoo movement
- Discrimination against LGBTQ community
- Immigration and refugee crises

WEEK FIVE: ANIMAL ABUSE AND EXPLOITATION

How can we protect animals, who have no voice, from being exploited?

- Pet abuse, neglect, and overpopulation
- Animals used for entertainment
 - Elephants
 - Whales



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- Animals used for beauty
 - Cosmetic testing
 - Fur farms
- Animals used for food
 - Cows
 - Pigs
 - Chickens

WEEK SIX: ENVIRONMENTAL DESTRUCTION

How can we create a sustainable future through our daily choices?

- Climate change
- Agricultural emissions
- Pollution and waste
- Biodiversity, deforestation, and habitat destruction
- Consumerism and its consequences

***END OF WEEK SIX: EACH TEAM SELECTS A TOPIC TO FOCUS ON.

PART TWO: DESIGNING INNOVATIVE SOLUTIONS

WEEK SEVEN:

RESEARCH

- Read books, Wikipedia articles, websites, podcasts, etc.
- Gather as much information as possible about your topic
- Take notes in a shared Google doc to share with your team
- Design a survey to gather more information from your target users

EMPATHIZE

- Figure out as much as possible about your user. Who is affected by the problem you chose? What are his/her unmet needs?
- Conduct surveys and interviews with those affected
- Utilize The Changemaker Project network to gather data
- If you can't connect directly with those affected, find first-hand sources such as interviews and memoirs to gain empathy for your users



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WEEK EIGHT:

DEFINE

- Analyze your data collected to define exactly what your users' problem is
- How exactly does your problem affect people, animals, and/or the environment?

IDEATE

- Sit down with your team and generate ideas
- Be as creative as possible, don't criticize any idea until you're done brainstorming
- Ask questions like:
 - How would an alien solve this problem?
 - How would a super hero solve this problem?
 - How would a billionaire solve this problem?
 - How would a young child solve this problem?
- Research current solutions. What has been done so far? What works and what doesn't?
- Could this problem be solved in a similar way in a new place?

WEEK NINE:

PROTOTYPE

- Choose 1-2 (or maybe 3) ideas from your list
- Build a sample "prototype" of your project which serves to inform people of what your solution will look like
- Prototypes can be made out of paper, sculpted from clay, or written up as an idea

TEST

- Go back to your users to do more research
- Ask users what they think of your idea. Tell them to be brutally honest. What do they like and dislike about it? Which prototype or idea do they like best? What would they do to improve it?



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WEEK TEN: ITERATE

- Go back through the Design Thinking cycle, utilizing your users' feedback as a guide to help you improve your design.
 - Empathize: What do your users need that your solution hasn't yet provided?
 - Define: Do you have a better understanding of your users' problem now?
 - Ideate: Brainstorm more solutions.
 - Prototype: Choose a couple of new ideas or alternative versions of your idea to play with.
 - Test: Go back to your users and present them with a better version of your design, get feedback and incorporate it.

REFINE

- Once you've gone through a couple of iterations of your design, refine it to a project you are happy with.
- Define the scope of the full, realized design. What will your final product look like, once you've obtained funding to take it further?

WEEK ELEVEN:

CREATE A BUDGET

- What will it take to make your project a success?
- Create a budget which outlines exactly what you need to implement your full project
- Research how much each item will cost, with exact figures
- Talk to adults and mentors to get feedback on your final budget

CREATE A PITCH

- Introduce your team—everyone should be present and involved in your video pitch! This is your chance to tell your story.
- Start with a strong *statement of need*. Why is your project needed? What problem does it solve?
- Define your users—who will benefit from your project and how? Where do they live? How old are they? How big is your user group?



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- Tell us a little bit about your process. How did you come up with the idea, who gave you feedback, and how did you improve your project?
- Showcase your final project. What features are most important for your audience to know about?
- Get a big idea across with few words.

WEEK 12

CREATE AND SUBMIT YOUR FILM

- Find the best quality video camera you have access to (if needed, try to borrow a camera from a parent or friend). Your film should look good on the big screen of a theater, so the higher resolution the better!
- Make an outline for your film. What images and footage will you use to tell your story? How will you capture the viewers' attention?
- Each film should:
 - Showcase your team and your story
 - Showcase your project and its evolution
 - Clearly define a need and target user
 - Outline your funding request with detailed budget

*** Final video submissions are due at 11:59pm PST on June 2nd, 2018. Please submit well in advance of the deadline, in case technical difficulties arise. Thank you for your participation!