

# Impact Week Challenge

8 – 11 July 2024

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**impact  
week**

MEGHALAYA, INDIA  
2024

# The Impact Week history (& future)



# Achievements

- 36** **Impact Weeks (,official' & independently run by our local partners)**  
Colombia, Paraguay, Rwanda, Uganda, Kenya, Ghana, Nigeria, South Africa, Mozambique, India (Delhi, Assam, Shillong), Nepal, Jordan, Germany, Albania
- +650** **Coaches from more than 13 different countries**
- +650** **Local people trained on-site as Design Thinking Coaches**
- +4000** **Students participated on-site**
- +300** **New ideas generated**
- ...** **and countless stories and friendships**



# Land of Ideas „Excellent Place 2018“



The Impact Week got awarded as one of the “**Excellent Places in the Land of Ideas**” 2018 by the German Initiative “Germany – Land of Ideas”. For the annual motto “Connecting Worlds – Strengthening Cohesion” the project demonstrates how experimentation, curiosity and courage to rethink development aid can foster pioneering innovations in the Global South.

**Germany  
Land of Ideas**



Excellent Place 2018

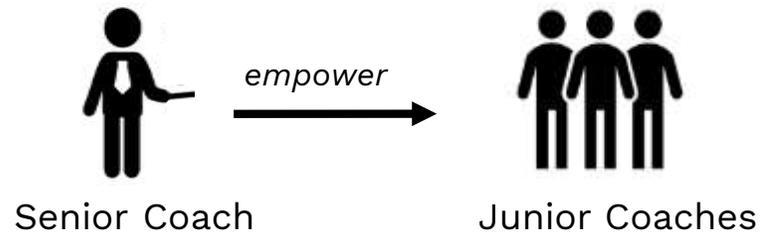


# Impact Week consists of two phases

## PHASE I: Train the Coach



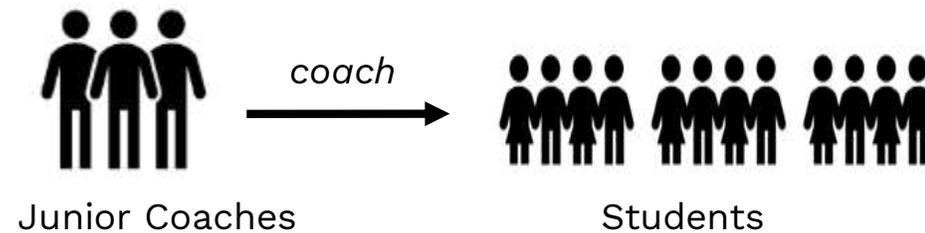
Learn Design Thinking as a method and develop coaching skills



## PHASE II: Innovation Challenge



Develop business ideas to create sustainable social and environmental impact



pitch presentation  
final ceremony

# Lead & Senior Coaches



**James Obuhuma**  
Lead Coach,  
Lecturer, Computer Science,  
Maseno University, Kenya.  
Design Thinking Expert.



**Ida Persson**  
Senior Coach,  
Inclusive, equity-centered designer and  
storyteller | Inclusive Design | Design Justice  
| Human-centered Design | Formerly IDEO



**Maria Froehlich**  
Senior Coach,  
Freelance Experience and Spatial Designer |  
Passionate about human behavior, spaces & planet-  
centric design | Formerly IDEO



**Amit Inamdar**  
Senior Coach,  
UX / Design Consultant | Educator | Social  
Entrepreneur



**Dr. Julian Oscar**  
Senior Coach,  
Head, Centre for Career Development and Placement,  
Martin Luther Christian University,  
Shillong



**Saurabh Shitak**  
Senior Coach,  
User Experience Design Specialist at SAP Labs  
India



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Martin Luther Christian University  
Shillong, India



Design Thinking

was developed at Stanford University



Design Thinking

became famous through IDEO



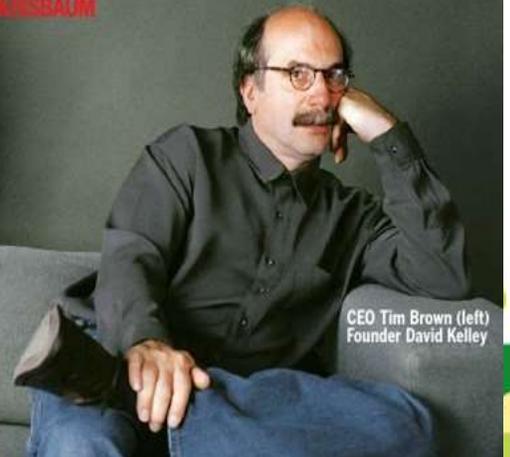
The McGraw-Hill Companies  
**BusinessWeek**  
MAY 17, 2004  
www.businessweek.com

# THE POWER OF DESIGN



A tiny firm called **IDEO** redefined good design by creating experiences, not just products. Now it's changing the way companies innovate.

BY BRUCE MESSBAUM



CEO Tim Brown (left)  
Founder David Kelley

COVER PHOTOGRAPHY  
BY TIMOTHY ARCHIBALD

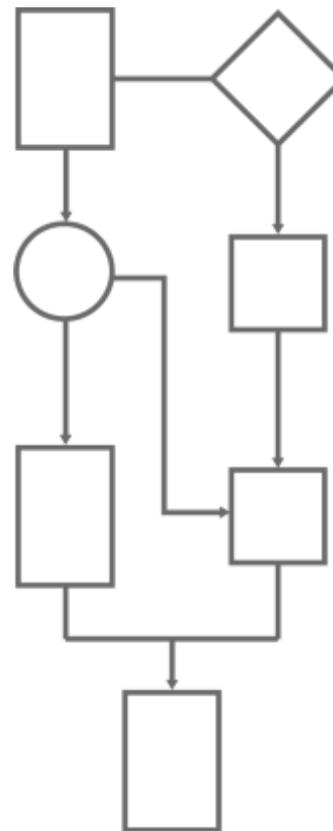
Everything has been  
designed by somebody.



PRODUCTS ARE  
DESIGNED



SERVICES ARE  
DESIGNED



PROCESSES ARE  
DESIGNED

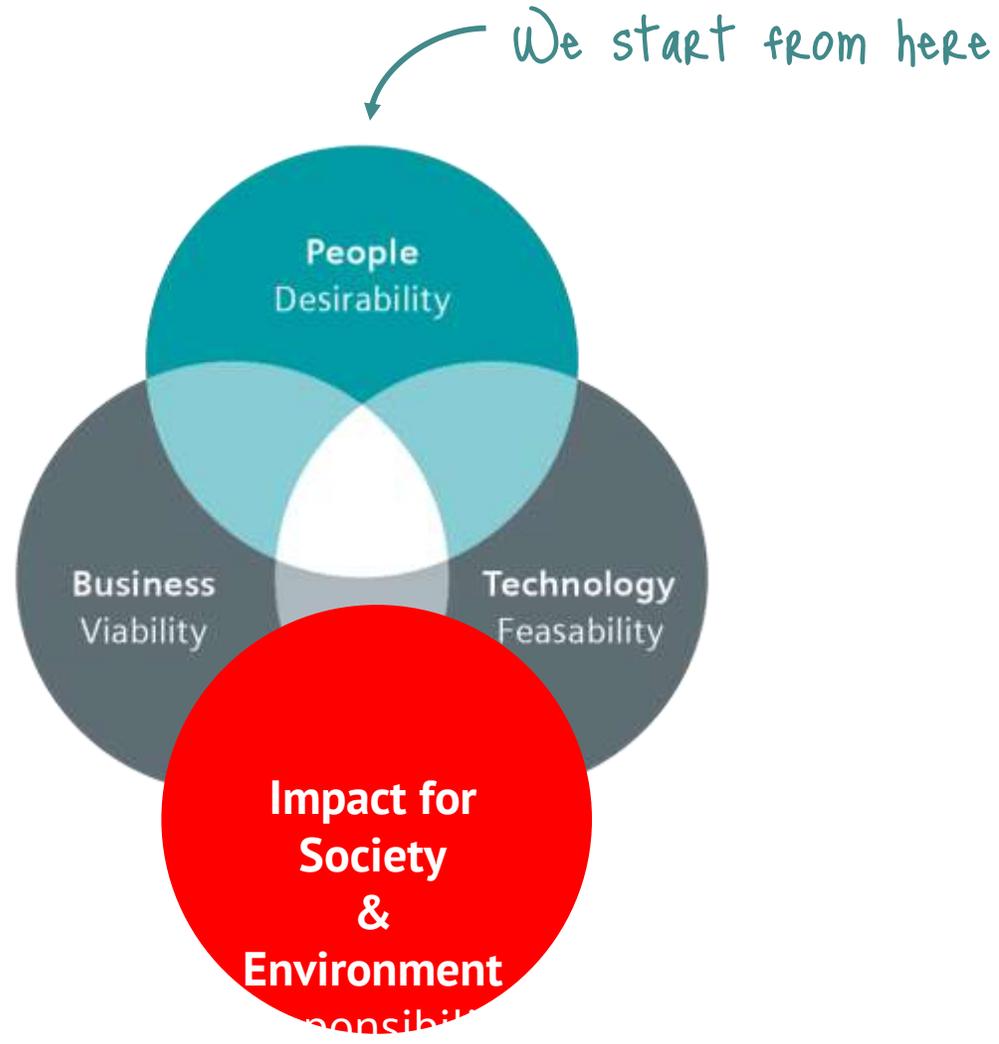


ORGANIZATIONS ARE  
DESIGNED



**Design Thinking is**

# A Human-Centered Approach



Design Thinking is

# ... a Process with defined Steps & Tools

