




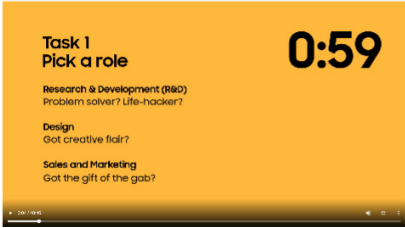
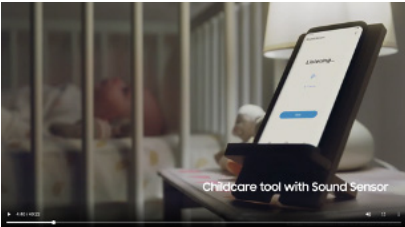

'Plug and play' script and tasks resource



Session approach

Like a super speed design sprint. Everything is timed, creative and FAST! Video 'plug and play' resource.


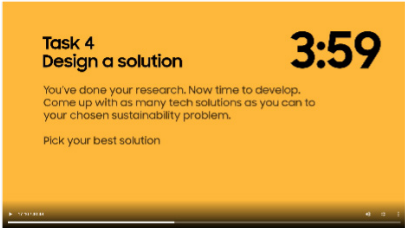
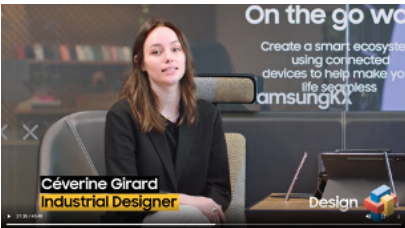
Can be delivered over one single lesson (40–60 mins) or across two tutor times (x2 20 min form time sessions).



Timings	Activity	Script/Instructions
2 minutes		<ul style="list-style-type: none"> Bring up the video, beginning with the 'Samsung presents' screen If you're a teacher, get your students into teams of 3 What do you all visualise as a perfect future for planet earth — what does it look like? What one problem would you each like to solve, to make that perfect future possible?
2 minutes (4 minutes) Timecode: 00:09	Watch the Calling All Changemakers! Video <ul style="list-style-type: none"> Sets up the Solve for Tomorrow Summer Sprint Showcases the prizes on offer and how to enter. Builds excitement Ends with presenter intro: Explains what a design sprint is and what they'll be doing today... Presenter sets Task 1 	<p>REUBEN: You're watching this video because you- yes you- are gonna be part of Solve for Tomorrow: Next Gen. Where you can design the future. No qualifications needed.</p> <p>So why have we come to you? Well, we want to find great new ideas that use tech to make a better world — cause today's ideas are tomorrow's sustainable solutions — and finding them is something Samsung are passionate about.</p> <p>So, first thing's first, we need to get you inspired, and then get you fired up with ideas. Then we need to develop those ideas. We will be doing this through what is called a 'Design Sprint', which is a process used by tech companies like Samsung to come up with new products. They take big ideas from a concept, through research and development, right up to prototype. So, you'll be speeding through researching, designing and marketing a brand new idea, so you get to know the process. And all throughout, you'll be thinking of ways tech can be used to make a difference — to make the world a better place.</p> <p>That's today. THEN, there's the opportunity to go away over the summer and develop your own idea. All you have to do is send it to us, and you could win a Samsung phone, plus the chance to be a VIP guest at a Samsung event, to showcase your idea and meet a host of inspirational change-makers.</p> <p>Nice! At this point, you might be thinking who is this guy talking? Well, hi. I'm Reuben Christian and like to say I champion the dreamers. I work with people, organisations and companies that dream big, and imagine a better world.</p> <p>There are a lot of problems to solve in this world, and I'm all about the people who find solutions, no matter how small or simple. The changemakers. That's going to be you.</p> <p>So. First of all you need to have a good look at your team. You'll each be taking on a role in this 'sprint' process. You'll have 1 minute to decide who's doing what. I told you it was a sprint! So, what skills have you got? Who's suited to what? Will you stay in your comfort zone or try something new? Ready..? Go!</p>

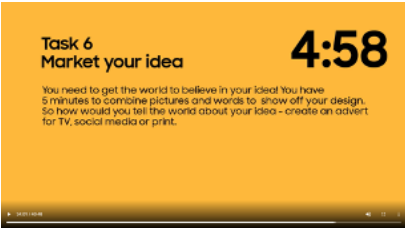
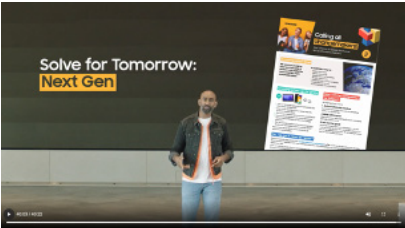
Timings	Activity	Script/Instructions
2 minutes (6 minutes) Timecode: 02:20	TASK 1 Pick your job role 	1-MINUTE ON-SCREEN TIMER Task 1 Go Team! Assign yourselves roles according to your strengths and interests. Research & Development Problem solver? Life-hacker? Got a way round, a backdoor or a bit of code that helps you do what you want? This role is for you. Design Got creative flair? An eye for detail? Is your style what sets you apart from the crowd? This is your go-to. Sales and Marketing Got the gift of the gab? Can you get your own way and convince people your idea's the best — even if it's just where to go for lunch? Pick this.
2 minutes (8 minutes) Timecode: 04:05	Watch the Tech for Good video <ul style="list-style-type: none"> What is tech for good? How is technology helping us solve for tomorrow? Presenter sets Task 2 	REUBEN: Ok, so now you know who's who on your team, let's talk tech. More specifically, tech for good — that's what we're here for. For example... Have any of you got a Samsung Galaxy Smartphone? And what are you going to do with your old phone when it's time to get an upgrade? Well — you could give it to your little brother or sister BUT... say your little brother or sister is just a baby? It's pretty sweet, you can repurpose the phone using the upcycling app — and it becomes a baby monitor, it uses sensors to hear what's going on. Samsung's latest Galaxy Upcycling initiative converts old phones into a variety of new devices or purposes through a simple software update — pretty cool huh? Finding a role for your old phone? Or, if you've got a dog that's alone at home, and say it's winter, it's dark before anyone gets home, you're worried about the doggy sitting in the dark...boom! You can get your phone to switch the lights on. There are loads of applications — it's even been used in developing countries as a piece of kit for eye examinations, so it's affordable and sustainable. Now — it's over to you guys. We're going to assign your team a tech product. Imagine — what could you do to repurpose it? Can you use it to solve a problem? Help a community? What new life could you give to it? And we don't want one perfect solution — this is a design SPRINT so we're going for AS MANY IDEAS as you can get down on paper! Just go for it. No idea is too silly. Ok...
3 minutes (11 minutes) Timecode: 05:40	TASK 2 Creative warm up ideation task 	2-MINUTE ON-SCREEN TIMER Task 2 Your team has been given a tech product. You have ONE MINUTE to come up with lots of ways that product could be UPCYCLED. Think of different ways it could be reimagined, reapplied, reused or modified to help people, society or the planet. Remember: Quantity over quality. The more out there and interesting the better!

Timings	Activity	Script/Instructions
<p>4 minutes (15 minutes)</p> <p>Timecode: 07:13</p> <p>Timecode: 07:35</p> <p>Timecode: 08:31</p>	<p>Watch the Designing a Sustainable Future video</p> <ul style="list-style-type: none"> Introduces 5 of the sustainability topics Each topic includes the problem and an inspirational example of how technology is helping Presenter responds to topics which are visuals on screen Presenter sets Task 3  	<p>REUBEN: Alright! Well done.</p> <p>Now I'm going to introduce you to two experts who are going to explain — what is sustainability? Why are we looking for sustainable solutions to problems? And what kinds of problems might we be looking to solve?</p> <p>First up: here's Kevin, from Samsung!</p> <p>KEVIN CONSIDINE:</p> <p>Hi everyone, I'm Kevin and I am the Head of Sustainability at Samsung UK and Ireland.</p> <p>We are living through a very exciting period for sustainability. This decade is a critical phase of the 21st Century, which requires significant action to put us on a pathway to a sustainable future. To achieve this goal it is necessary for governments, businesses and other actors to go further, and for its part Samsung is doing just that, but, arguably just as important, is innovation in technology to provide the products and services that will enable us all to enjoy a sustainable lifestyle. So, we need creative thinkers like you to redesign and implement new and sustainable solutions. And that means, how do we use tech to Reduce, Reuse, and Recycle to reimagine a better world?</p> <p>REUBEN VO: And now over to Joycelyn, who's a sustainability activist.</p> <p>SUSTAINABILITY EXPERT:</p> <p>Hey everyone, my name's Joycelyn and... self intro.</p> <p>Let's be real — there are a lot of problems to solve in the world, and rather than feel overwhelmed, it's great to look for solutions, be a part of that change — and that's what we want you to do today. So, let's have a look at some brilliant ideas for using tech for good.</p> <p><Food waste> It's pretty shocking how much food we all throw away — in the UK that's 10 million tonnes of food every year... that means basically 1 in every 5 shopping bags are wasted.</p> <p>Solution? Ollo is a great example. It's an app where you take a quick photo of food you're not going to eat — and a neighbour says, yes please, I'll have it! Boom — less waste.</p> <p><Energy> mmm. This is obviously a BIG one. The process of the world moving over to more sustainable, clean energy sources — and reducing our emissions — it's slow, and we need to do more. Globally, we emit over 36 billion tonnes of CO2 EVERY year. So — we need more fuel efficiency, reducing waste, and Smart Energy is a great way to do that. For example, with a Samsung Smart Things Energy app, you can keep a close eye on your real-time energy usage, making it easier for you to help save energy and money. You can even set the app to switch your appliances to energy-saving mode when you hit the daily limit you've set or even turn them off when there is no one in the room or at home — it really is smart!</p> <p><Land use> So, you know that half the habitable land on the planet is used for agriculture? The expansion of agriculture has been one of our biggest impacts on the environment. It's destroyed or altered habitats and that's a problem for biodiversity — of the 28,000 species that are threatened with extinction, agriculture is listed as a threat for 24,000 of them. And we need to get some of that land back. So here comes a solution — this place is an Aero farm. It uses an aeroponic system to provide the right amount of water and nutrients, constantly fine-tuning temperature and humidity, so that each crop has the perfect growing conditions. They all stack up one on top of the other. Uses less water, less space, and best of all there's no toxic run off, no soil or waterways contamination. Love it.</p>

Timings	Activity	Script/Instructions
		<p>«Conservation» So you know I was saying about all the species threatened with extinction? Sometimes, it's not about land — it's about humans illegally hunting them; poaching. Like African elephants, whose ivory is sold on the black market. In the last hundred years, we went from having 10 million African elephants to just 400,000. And poaching has increased recently due to the lack of tourism at game reserves. So — where does tech fit in all of this? Check out another one of Samsung's latest projects called Wildlife Watch where smartphones have been installed as additional cameras in the Kruger National Park in South Africa. Everyone can help fight back against poaching and supports the work of the Black Mamba Anti-poaching unit, an all-female group protecting animals and fighting the illegal wildlife trade.</p> <p>So they're some examples of how tech is being reimagined to help find sustainable solutions. Now you've hopefully had some inspiration, it's over to you!</p> <p>*Back to Reuben*</p> <p>REUBEN:</p> <p>Thanks Joycelyn and Kevin</p> <p>Ok — here's your task: In your teams, agree on one environmental problem you'd like to solve for tomorrow. Not literally tomorrow — just, you know, in the future. So, here they are... you have ONE MINUTE...</p>
2 minutes (17 minutes) Timecode: 13:05	<p>TASK 3 Identify the problem</p>	<p>1-MINUTE ON-SCREEN TIMER</p> <p>Task 3</p> <p>Pick one environmental problem you'd like to solve for tomorrow:</p> <p>How can technology...</p> <ul style="list-style-type: none"> • Reduce food waste? • Help us save energy? • Inspire us to upcycle waste into something we want/need/love? • Protect animals or conserve habitats? • Create environmentally-friendly future farms & produce?
<p>Part 2 (option to break here if running over two sessions)</p>		
2 minutes (19 minutes) Timecode: 15:15	<p>Watch the R&D Career video</p> <p>Speed interview. Includes career insight (images of people working in R&D department) and a tip for the next ideation task</p> <p>Presenter sets Task 4</p>	<p>REUBEN: Alright, welcome back everyone. We hope you guys got some inspo; and some of the examples shared, where tech has been used for good to help make the world that little bit better.</p> <p>Then you chose a problem you'd like to solve in your teams. Can you remember who was who? Cause this sprint process that you've begun all starts with R&D. If that's you — you are Research and Development, which is all about understanding the problem, then trying to find a solution. You'll be working at the cutting edge of science and tech — but you know what — let's meet someone who works in that field, so they can give you a super speedy sprint through their world.</p>

Timings	Activity	Script/Instructions
	 <p>Tim Bailey Smart Energy & Health Innovation</p>	<p>Interview with Tim Bailey — Smart energy & Health innovation</p> <p>Questions for all interviewees:</p> <ul style="list-style-type: none"> • In one sentence: what does your job involve? • What skills does your job require? • What's the best thing about your job? • What's the problem you'd like to see tech solve for tomorrow? <p>REUBEN: Ok, now it's over to you teams! You've got two minutes to come up with as many ideas as you can — and then once you've done that, you're going to choose one to take forward to the next stage. So, get ready...</p>
<p>4 minutes (23 minutes)</p> <p>Timecode: 17:10</p>	<p>TASK 4 Design a solution</p>  <p>Task 4 Design a solution</p> <p>You've done your research. Now time to develop. Come up with as many tech solutions as you can to your chosen sustainability problem.</p> <p>Pick your best solution</p> <p>3:59</p>	<p>4-MINUTE ON-SCREEN TIMER</p> <p>You've done your research. Now time to develop. Come up with as many tech solutions as you can to your chosen sustainability problem.</p> <ul style="list-style-type: none"> • No idea is too wild. • Don't judge any ideas. • Build on each other's ideas. • Write everything down. • More the better! <p>Pick your best solution. A good idea will...</p> <ul style="list-style-type: none"> • Be innovative or unique • Use tech for good • Solve your problem <p>R&D — you get the final say on this one!</p>
<p>2 minutes (25 minutes)</p> <p>Timecode: 21:30</p>	<p>Watch the Design Career video</p> <p>Speed interview. Includes career insight (images of people working in Design Studio) and a tip for the prototyping task</p> <p>Presenter sets Task 5</p>  <p>Céverine Girard Industrial Designer</p>	<p>REUBEN: So you've got your idea. It's just an idea at the moment — the next stage is about bringing it to life — how would it work? What would it look like? And for how — you need a designer. Let's meet one!</p> <p><Interview with Céverine Girard (Product Designer, Samsung Design Centre)></p> <p>Questions for all interviewees:</p> <ul style="list-style-type: none"> • What is your name? • What is your job title? • In one sentence: what does your job involve? • If you had to sum up your job in 3 words..? • What skills does your job require? • What's the best thing about your job? • What's the problem you'd like to see tech solve for tomorrow?

Timings	Activity	Script/Instructions
		<p>Design focus question:</p> <ul style="list-style-type: none"> How do you prototype & test your ideas as a designer? What is the most exciting thing in tech for good design right now do you think? <p>REUBEN: Now it's over to you designers to think about how this idea might look. You're going to speed sketch a rough design — don't worry if it's not perfect! The rest of your team have got your back, right guys? Good luck!</p>
<p>3 minutes (27 minutes)</p> <p>Timecode: 24:15</p>	<p>TASK 5 Create a prototype</p> 	<p>3-MINUTE ON-SCREEN TIMER</p> <p>Task 5</p> <p>Ok Designer — it's your time to shine.</p> <p>Your challenge is to speed-sketch your solution. How you visualise your idea is up to you. It could be a 3D product design or a storyboard showing how it works.</p> <p>Don't worry about perfection — use basic shapes, symbols, colours and words to get your ideas out of your heads and down on paper.</p>
<p>6 minutes (33 minutes)</p> <p>Timecode: 27:30</p>	<p>Watch the Sales & Marketing Career video</p> <p>Speed interview. Includes career insight (images of people working in Sales and Marketing department) and a tip for the next marketing task</p> <p>Presenters set Task 6</p> 	<p>REUBEN: Ok, now you've got an idea, and a design, the next stage is getting it out there to people! Sales and Marketing help products find the right audience and also what partners we might want to work with to make it happen. So let's hear what they're about and what that job involves...</p> <p><Interview with Kaitlin Dobson (Marketing Associate) and Nida Choudhary (Senior Strategic Partnerships Manager (AI, Voice, IoT))></p> <p>Questions for all interviewees:</p> <ul style="list-style-type: none"> What is your name? What is your job title? In one sentence: what does your job involve? If you had to sum up your job in 3 words..? What skills does your job require? What's the best thing about your job? What's the problem you'd like to see tech solve for tomorrow? <p>S&M focus question:</p> <p>Can you give us 3 tips for getting people to notice your idea through marketing?</p> <p>REUBEN: So — your final team task is to create an advert, which lets your key audiences know about your amazing idea. That can be for newspapers and magazines, social media or TV, it's up to you as sales and marketing. Get your team to help with slogans and ideas, then storyboard it, script it, whatever works for you.</p>

Timings	Activity	Script/Instructions
5 minutes (38 minutes) Timecode: 33:20	TASK 6 Sell your idea 	5-MINUTE ON-SCREEN TIMER Task 6 Final challenge goes out to sales and marketing. You need to get the world to believe in your idea! You have 5 minutes to combine pictures and words to show off your design. So how would you tell the world about your idea — create an advert for TV, social media or print. Remember the judging criteria: <ul style="list-style-type: none"> • BE INNOVATIVE • SOLVE FOR TOMORROW BY SHOWING THE SOCIAL IMPACT OF YOUR IDEA • USE TECH FOR GOOD!
2 minutes (40 minutes) Timecode: 39:00	Watch the Call to action – Next Gen competition video <ul style="list-style-type: none"> • Competition recap • Success criteria • Prizes 	REUBEN: So, you've seen some examples of tech solving problems, from upcycled phone handsets to food waste apps. You've had a go at working in a team, now it's time to go it alone and push your ideas even further... This summer, Samsung are inviting you to a nationwide Solve for Tomorrow: Next Gen Competition. It is open to ANYONE aged 13 to 15 — you don't need to be a tech-head or have any of that kind of expertise — you don't need any experience or qualifications — just an idea. That's an idea that uses tech to solve an environmental problem — got a way to reduce our carbon footprints? An antidote to fast fashion? An idea for smart cities or sustainable future transport? Share them with us for your chance to win some amazing prizes... Samsung latest tech and a chance to be a VIP at a tech event later this year. PLUS everyone who enters gets a digital certificate, which you can add to your CV, boom! So. Make sure you check out the competition leaflet on how to enter and become part of our next generation of innovators. Until tomorrow...
Remaining time	If there's more time...complete one or more of the extension tasks (optional, included in both the Teacher and Adult Delivery Guide): <ul style="list-style-type: none"> • Write an elevator pitch • Design an advert • Conduct some user testing • Check out our 'design thinking' workbook • Build a prototype 	Want to take it further? Give these a go: <ul style="list-style-type: none"> • Write an elevator pitch • Design an advert • Conduct some user testing • Check out our 'design thinking' workbook • Or even build your own 'Solve for Tomorrow: Next Gen' prototype! READY? SET? GO!