



Climate Action Hackathon 22-23 October 2021

Mentor Guide



World Changers Foundation

Social Storm's parent organisation World Changers Foundation, is a catalyst, incubator, and platform for change makers and everyday leaders globally.

World Changers Foundation seeks to connect socially conscious emerging leaders with resources and networks to create products and services that have the potential to change the world.

Through events such as Social Storm, we want to be a catalyst, opening minds to new possibilities and enabling a network of fearless individuals, who believe the impossible is possible, to create a change at a local, national, and international level.

By 2030 we will inspire 100,000 people to become everyday leaders across society, business, and politics.

To find out more about World Changers Foundation and our other events and programmes, visit our [website](#).



What is Social Storm: Climate Action?

Social Storm events are a unique experiential learning opportunity for university students. We facilitate the connection of passionate people, to allow them to collaborate on finding innovative solutions to global issues.

In conjunction with Enactus UK, Social Storm: Climate Action is a 32-hour hackathon, bringing together Enactus members to design and contribute actionable solutions to tackle one of the biggest threats facing humanity.

Our events bring students together to discuss how to tackle global issues via sustainable and financially viable solutions. Technology plays a large role in connecting participants together. We aim to provide an intensive and challenging, but enjoyable experience, outside of the classroom.

Teams will be required to create, research and build a minimal viable product of their idea. By the end, each team must submit an action plan and video pitch. Ideas must be creative, sustainable and financially viable solutions. Each team's idea will be judged by a panel of industry experts and entrepreneurs and one team announced as the winner.

The sustainable solution created by the teams must tackle an element of Sustainable Development Goal – 13: Climate Action.



SDG 13: Climate Action

Take urgent action to combat climate change and its impacts



Schedule: Overview

The schedule for the 32 hour event

	Time zone	GMT	
	Start time	End time	Activity
Friday 22nd	12:00	13:00	Competition launch from Social Storm
	13:00	14:00	Subject matter expert panel
	14:00	16:00	Team time
	16:00	17:00	Ideation and business model Q&A
	17:00	19:00	Team time
	19:00	20:00	Market testing and validation Q&A
Saturday 23rd	20:00	09:00	Team time
	09:00	09:30	Mentor panel
	09:30	10:00	Pitching and submission Q&A
	10:00	15:00	Team time
	15:00	17:00	Design and submit Action plan
	17:00	19:00	Design and submit Video pitch
	19:00	20:00	Wrap up and competition end

- Competition Start and End
- Development sessions
- Individual team tasks



What to expect as a mentor

We are looking for mentors to fulfil two key roles. You can engage in one or more of the options if you wish. You will be sent an invite to join a virtual meeting and therefore require an internet connection, computer, speaker and microphone to participate as a mentor.



Fill in a mentor form

- This will be used to understand which option you want to pick from the two options below and the times you are available.
- Access the Mentor form [here](#).

Options:



Subject Matter Expert group discussion

- Lead on a subject matter expert group discussion - engage with students on the topic of climate change.
Requirements: 1 hour between 13:00-14:00 GMT on Friday 22nd October



Online mentor

- Mentor individual teams who are designing their solutions. General business or topic area expertise is required.
- **Requirements:** Minimum 30 minutes between 19:00 – 23:30 GMT on Friday 22nd and/or between 10:00 – 15:00 GMT on Saturday 23rd October.



What to expect from the student teams

Students will be required to submit the following elements:



Action plan

- Each team will be asked to submit an action or implementation plan as to how they would begin to bring their idea to life



Video Pitch

- Students will be required to film and upload a 3-minute video pitch about their product/service solution



How will the submissions be judged?

Each challenge is relatively broad to allow teams the freedom to pick an area of interest, or a niche or mass market to target their solution at.

The challenges are open to interpretation and submissions and solutions are not marked against other teams; they are marked as a solution to the problem the team has defined to be the problem.

Each team will need to submit:

- A 1 page action plan on how they would bring their idea to life
- A 3 minute video pitch of their product/service solution

Overall with the team's solutions, we're looking for evidence of the following:

- An understanding of the problem and how the solution can help tackle the negative effects or root cause of the problem
- A product or service solution which is sustainable and financially viable e.g. is not reliant on fundraising or grants, and has a source of revenue
- Evidence of the use of mentors and externals to validate the idea
- A plan for commercialisation and basic business acumen
- Development of their solution through the testing of key assumptions. We are keen to have participants actively turn their theoretical ideas on paper to ideas which have been tested and developed through feedback by stakeholders via market research, at all stages of concept development.





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