

1 NO POVERTY



Make sure everyone has enough money for food, clothes, and a safe home.

2 ZERO HUNGER



Help everyone in the world get enough healthy food every day.

3 GOOD HEALTH AND WELL-BEING



Make sure people stay healthy and get help when they are sick.

4 QUALITY EDUCATION



Make sure all children can go to school and learn.

5 GENDER EQUALITY



Make sure girls and boys have the same rights and opportunities.

6 CLEAN WATER AND SANITATION



Make sure everyone has clean water to drink and safe toilets.

7 AFFORDABLE AND CLEAN ENERGY



Use safe and clean energy like wind and solar power and make sure that everyone has access to electricity.

8 DECENT WORK AND ECONOMIC GROWTH



Make sure people have good jobs and earn fair money.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build better roads, buildings, and technology for all.

10 REDUCED INEQUALITIES



Make sure everyone is treated fairly no matter who they are.

11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and towns safe, friendly, and good for nature and people.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



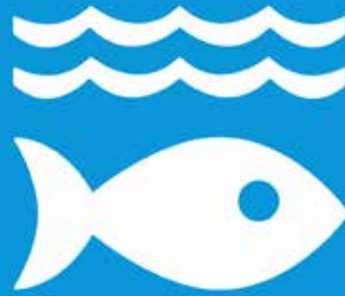
Use only what we need and avoid wasting things.

13 CLIMATE ACTION



Protect the Earth by stopping pollution and fighting climate change.

14 LIFE BELOW WATER



Keep our rivers, oceans and sea and river animals and plants clean and safe.

15 LIFE ON LAND



Take care of animals, trees, and nature all around us.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Make sure everyone feels safe and can speak up.



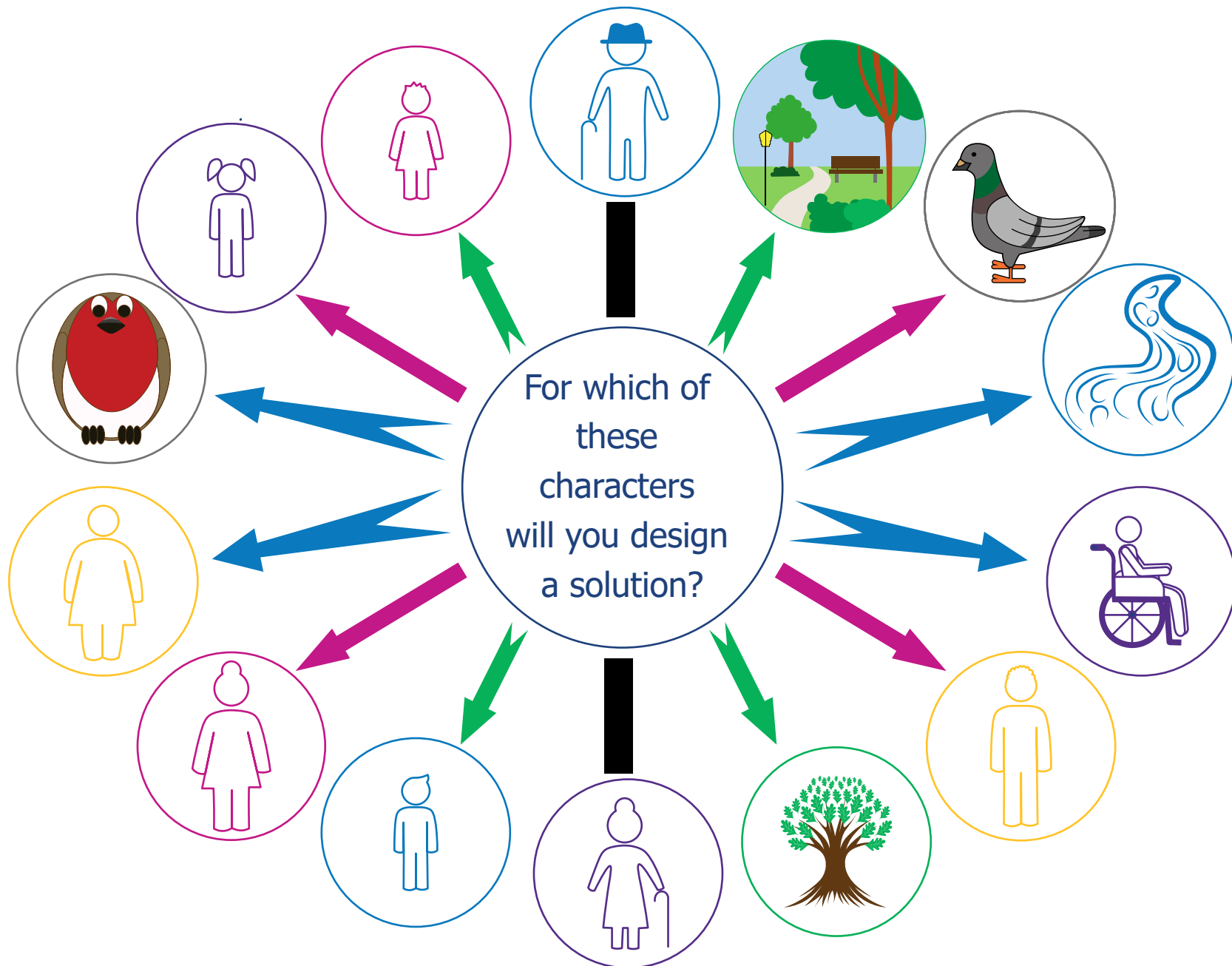
Work together around the world to
make all the Goals happen.



Which character are we solving the problem for?

Write down the problem you have decided to fix

You and your team can now have a look at all the different characters, that you can solve a problem for. Have a read over all the different stories and various problems and decide amongst your team which character you are going to design a solution for. Have fun!






Hey,
I am Zofia! I am 12 years old. I grew up on a farm and I love being outside and getting mucky. I enjoy growing food but I live in a city and there is very little space to grow the vegetables I like so much. Can you help me?



I'm
Adaeze and I am 10, I come from another country and I find it sometimes difficult to fit in here. In my country girls are not allowed to go play outside and my Dad will not allow me. Can you help me to feel more happy living here?



Hello dear, my name is Seamus, I am 76 years old. I love being warm, but my home has a very old heating system and it is getting way too expensive to heat my home these days. Could you help me to try and make my home lovely and warm again?



Hey
I am Terry the town park! I love all the visitors, people, young and old, come to visit to feel healthier and happier. But there are so many fumes from all the cars that drive past me! It makes everyone cough and splutter. I need help to be a better park!



coo-COO-COO-coo-coo I am Percy the pigeon and I live in the town park. I love it BUT I have a big big problem, I keep mistaking single use plastic bottle caps for food! I have loads of plastic in my tummy and it is making me feel ill! Help! Cooooooo



Hi I am Robbie the robin. I live in Oaky. I love it there, but there are not as many insects living in Oaky as there used to be. Why do you think that might be? Can you help me to increase the yummy insects that live in Oaky please?



Nǐ
hǎo, my name is Keiko and I am 32 years old. I come from China and many people in my country are very poor and go hungry quite often. I would like to help them but how? Do you have any ideas that will help the poor in my country?



Hey
I am Alex, I am 16 years old and as you can see I use a wheelchair. It is very difficult for me to feel independent as it is very hard to move around in this town in a wheelchair. There are so many obstacles!! Can you help me to feel independent?



Hi I am Artem, I am 12 years old. I had to flee my country because of the war. I am very happy living here but I really would like to go back living in my own country. What am I going to do? I can't stop the war?! Or maybe with help I can do something? Can you help me?



I am Ruairi the mighty river. I love flowing through your town! In the last few years though I have noticed that there are not as many animals living in my habitat, and I see lots of plastic floating in me. I don't like it! Can you help?



Hello, I am Jean and I am 25 years old. I feel very anxious about climate change I feel so overwhelmed and think that my climate actions in our town will have no impact. I would like to partner with others to work together but I am very shy. What do you think I should do?



Goodmorning, I am Bernice. As you see I have difficulty walking, I love taking my dog out to the local park, but the paths are so rocky and I am afraid to trip and break my hip. Do you think you could help me feel safer so I can take my lovely dog out for a walk again soon?



Hi I am Adam, I am 8. I want to play soccer all the time but my park is always very busy and at my local GAA pitch they won't allow me to play soccer. Can you help me create a sustainable place where me and all my friends can play together any time we want?



I am Oaky, the Oak tree. I live in the forest. It is a happy place overall but I have a big problem. There are lots of strange new plants growing around me that don't belong here. It stops my friends from visiting and stops other plants to grow near me. Can you help me?

Your character's name:

Their age is:

Colour of their

Hair :

Eyes :

What type of clothing
do they like to wear?

What do they say?

Before you start thinking of a solution to the problem you need to know who you are designing your solution for! You and your team are now going to try and understand who your user is by deciding what their personality is, what they look like, what they like and dislike, where they live and even who they live with. Use your imagination to make your user as real as possible.

Your character's personality

outgoing

shy

funny

serious

creative

not at all creative

light-hearted

moody



Likes



Dislikes



Character Profile Sketch





What's your problem?

Tell your character's story and create your problem statement

Describe your character's appearance

I am

I look like

Describe your character's likes and dislikes

I like

I don't like

Describe a day in your character's life

My favorite part of the day is

My least favorite part is

Describe your character's problem

As.....(your character)
my problem is

Describe why the character can't
solve the problem

The barrier to solving my problem is

Describe how your character will feel
when there is a solution

I feel



Ideation

activity 1

This exercise will help you to come with as many different initial ideas for possible solutions to your problem. Work together as a team and write down a solution for each of the letters of the alphabet. Keep your problem in mind! You have 5 minutes to complete it! Ready...Set...Go....



Ideation - Ideas for brainstorming and warm-ups

IDEATE



1. Crazy 8s

Purpose: Rapidly generate lots of ideas.

How it works:

- Fold a sheet of paper into 8 rectangles.
- Set a timer: 1 minute per idea (8 minutes total).
- Sketch a different idea in each box – no talking, just thinking fast.
- Share with the group and vote on your favourite ideas.

Good for: Breaking creative blocks and thinking outside the box.

2. SCAMPER

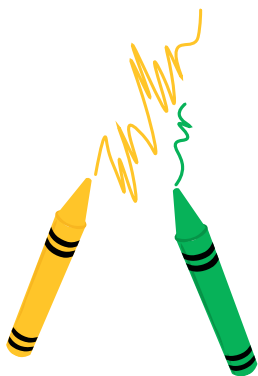
Purpose: Develop and improve ideas using creative prompts.

SCAMPER stands for:

- Substitute – What can we replace?
- Combine – Can we merge ideas?
- Adapt – How can we change or adjust it?
- Modify – Can we make it bigger/smaller/faster?
- Put to another use – Can it be used differently?
- Eliminate – What can we remove?
- Reverse – What if we do the opposite?



Use these prompts to explore your idea in new ways.



3. Yes, and...

Purpose: Build on each other's ideas collaboratively.

How it works:

- One person shares an idea.
- The next person responds starting with "Yes, and..." and adds something.

Example: "Yes, and we could make it out of recycled materials!"

Keep going around the group, building the idea together.

Rule: No saying "No" or "But". Encourage wild ideas!

4. 100 Uses for a...

Purpose: Boost imaginative thinking.

How it works:

- Choose a common object (like a bottle or shoebox).
- List or sketch as many unusual or new uses as you can.
- Share the most surprising or funny ideas.

Great as a warm-up for creativity!

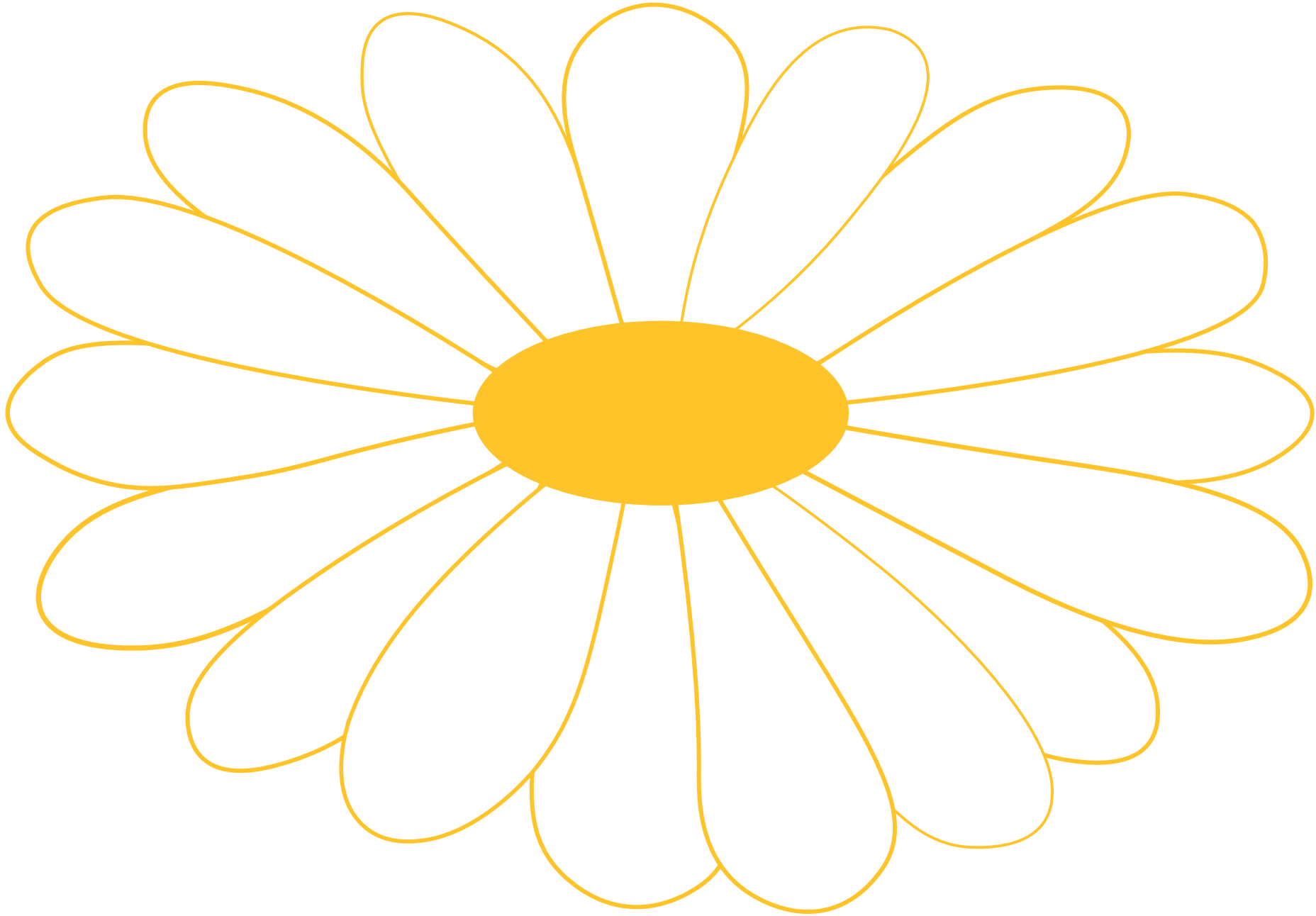




FLOWER POWER

Now that you have made a start to think of your solutions for your character through the alphabet activity you need to expand your brain a bit further and fill in the petals of the flower with more ideas.

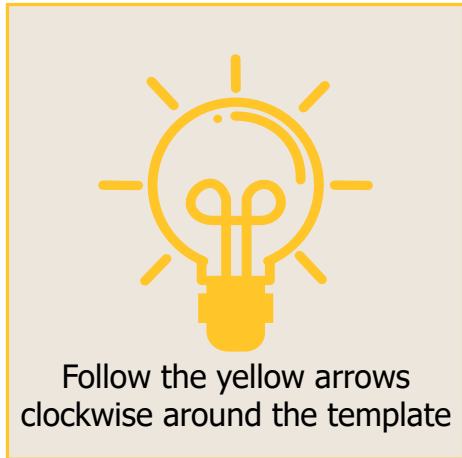
Write down one idea in each of the petals and fill the flower as quickly as you can. You have ten minutes for this exercise.





Idea brainwriting

Co-create your final solution by following the arrows



Write your initial idea

Add something that would make it even better

How would it work?

What does it look like?
What colour is it? Does it make a sound? Does it need energy to make it work?

Can you fix that?

Can you see any reasons why it might NOT work?

Give your solution a name:

