

Final Report - R U Safe? Design Challenge for Safer Cities

R U Safe? Design Challenge for safer cities on making safer streets for everyone

The R U Safe? Design Challenge for Safer Cities was organised by Red Dot Foundation along with the Australian Consulate General in Mumbai, the Urban Informatics Research Group at the Queensland University of Technology Design Lab and The Data Duck, Mumbai & Melbourne for creating safer cities during the 16 days of activism to end gender based violence (GBV).

Theme of the challenge - *How might we engage people who are otherwise disengaged to make cities safer / reduce street harassment?*

Through this design challenge, over 40 youth from all over India participated in teams to develop digital artefacts to encourage bystander intervention and prevent sexual and gender based violence. We hosted several masterclasses through which they were able to understand the issue of sexual and gender-based violence, its impact on the lives of survivors, learn about technology solutions like the Safecity reporting platform, the Chatty Bench Project and use of technology like AR and UI/UX design for impactful visualisations to generate solutions.

The teams were asked to submit 4 short reels of 30 seconds to 1 minute - 2 in landscape and 2 in portrait format - to develop messages for active bystander intervention and prevention of sexual and gender based violence.

The aim of the challenge was to:

- Engage youth to understand the issue of sexual and gender-based violence through workshops that combined data analysis, storytelling, gender sensitivity and new technology like augmented reality.
- Provide youth with design and systems thinking skills to develop solutions for social impact.
- Collaborate with educational institutions, urban city planners, NGOs and data analysts to develop tech-enabled visualisations, communications and solutions for better bystander intervention on GBV, to build networks to tackle the problem and to normalise conversations of GBV to remove the stigma for survivors and shift blame to perpetrators.
- Create a database of resources and a toolkit that can be used as solutions for interventions on GBV.

The Challenge started with a call for entries in mid June 2021. It received an excellent response and 58 applicants were divided into teams.

R U Safe?

Design Challenge for Safer Cities

Calling youth in India to:

- Join us for a "Design Challenge for Safer Cities" to create digital solutions that address bystander intervention towards tackling gender-based violence.
- Participate in the masterclasses & workshops by Indian & Australian social enterprises, start-ups & researchers.
- Attend the masterclasses & workshops on 25, 26 November & 2, 3 December from 11 am to 1 pm IST. Submit your design solution on 5th December. Winners will be announced on 10th December.

Apply by 5th November, 2021

Limited seats available!
Scan to Register OR
bit.ly/DCNov2021

safecity Australian Consulate-General Mumbai, India The Data Duck Design Lab RedDot Foundation

The teams attended an introductory session on 18th November which aimed at introducing them to each other as some had never met prior to the challenge and to 'Discord' the key mode of communication to be used during this challenge. During this session the teams worked together at planning their Team Charter, which would outline their goals, expectations and limitations as well as the obstacles they expected to face.

Here's the link to the introductory session :

https://us02web.zoom.us/rec/share/woHd9jjvDRWKQaIenwDqLEzhWS6Ywnj1S4xEvaJVOJAtZJ2VcV4ErdgskrUmm-tV.Hw0v0L91ENbG_o3v

They attended 4 masterclasses that were held online on Zoom conducted by facilitators from QUT, RDF and The Data Duck.



Masterclass 1

25th November: Defining the problem and setting the context

Recording : <https://youtu.be/KAnF-quEP-U>

Masterclass 2

26th November: Tech, community design and social impact

Recording : <https://youtu.be/z1sXmzdcFtQ>

Masterclass 3

2nd December: Crafting the message and choosing the media for communication

Recording : https://youtu.be/WQPtUL_iilY

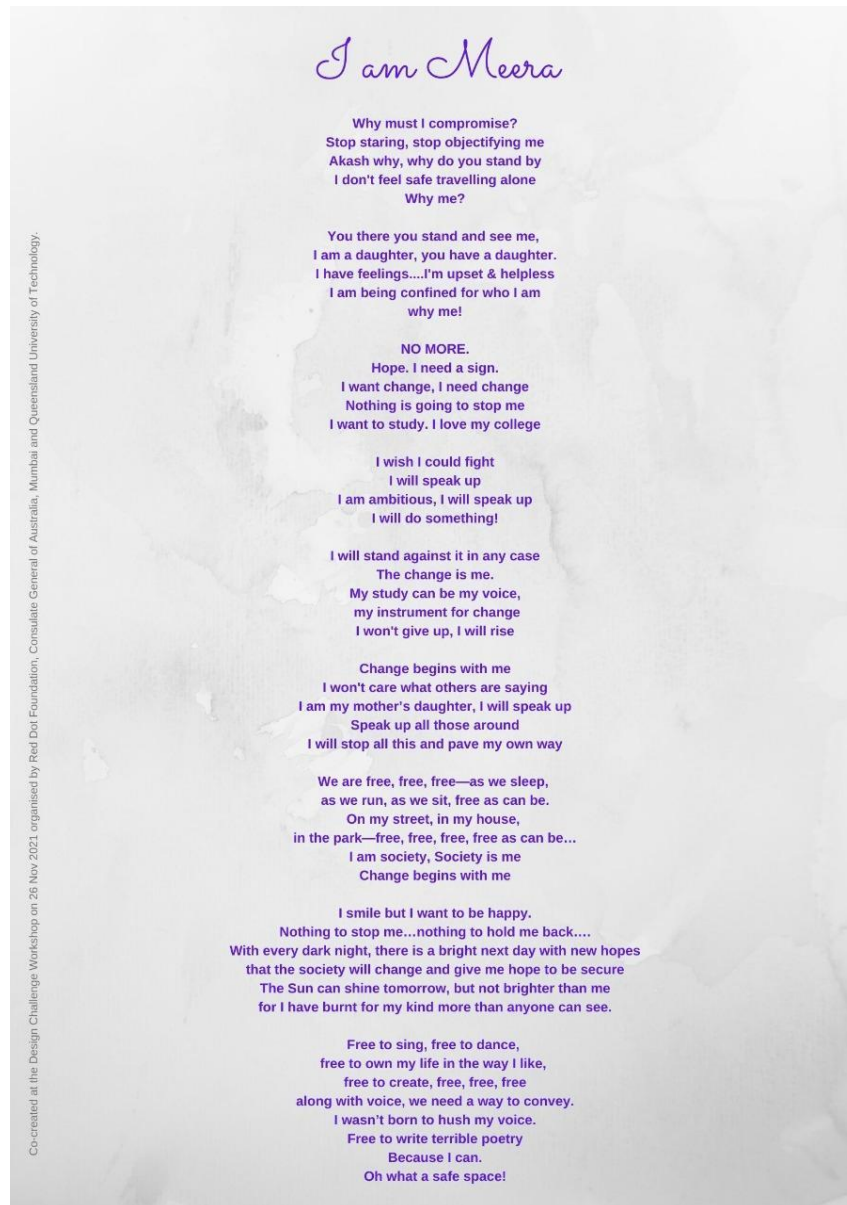
Masterclass 4

3rd December: Generating empathy and a call to action

Recording : https://youtu.be/K5pUDGq_f6U

During each masterclass the teams worked towards understanding the issue of gender based violence and the role of bystanders in preventing it. They worked on creating personas of a survivor and a perpetrator as well as an empathy map to further aid their comprehension of bystander intervention.

Through a design sprint they brainstormed numerous ideas on safety interventions which they would later narrow down to choose 1 or 2 issues to be the focus of their reels.



The group co-created this beautiful poem at one of the capacity building sessions with faculty from QUT.

On 4th and 5th December, the teams were given an opportunity to attend one on one mentoring sessions with the facilitators from RDF and QUT. This helped them to refine and streamline their ideas before submitting their final videos.

The final date for submission of the reels was 6th December. 6 teams submitted their reels, which were then sent to the jury members for scoring.

The Jury Members comprised of:

- Glenda Caldwell - QUT
- Joel Adsett - Australian Department of Foreign Affairs & Trade
- Jackie Kauli - QUT
- Prathima Manohar - The Urban Vision
- Supreet Singh - RDF
- Marcus Foth - QUT
- Verena Thomas - QUT

The jury members were amazed at the quality of the reels produced by the participants in such a short duration. During a tough deliberation session that was held on 8th December the teams below emerged as winners:

1st Place

Team Wings: Kajal Antil, Swapnil Purohit, Saloni Gupta

2nd Place

Team Murphy: Kushagra Srivastava, Nikita Chopra, Nikhila Vallae, Tinisha Dhankar

3rd Place

Team Bravehearts: Riya Choithani

The winners were announced at the final session held on 10th December where the keynote was addressed by Mr. Peter Truswell, Consul General of the Australian Consulate-General, Mumbai. Jury members expressed their opinions of selection of placement and participants were asked to share their experiences of creating their reels.

R U Safe? Design Challenge for Safer Cities

Join us for the final event of the 'R U Safe? Design Challenge for Safer Cities.'

- Keynote By - Mr Peter Truswell, Consul General of the Australian Consulate-General in Mumbai
- Announcement of the top three winning solutions
- Panel discussion exploring the design challenge with Red Dot Foundation and the faculty from Queensland University of Technology

Date: 10th December, 2021
Time: 11 am to 1 pm IST

Register here: https://bit.ly/DC_RDF

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Here's the recording of the final session: <https://youtu.be/f-cd9T99yt0>

Participants share their experience of the challenge:

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"We learnt about the pervasive nature of domestic violence from our expert mentors. Now, I am more determined than ever to work towards eliminating this social evil. Thanks a lot for these wonderful sessions, once again."

Shivan

Ayswarya Sajeev K

"Marking the 16 days design challenge, we are stepping into new creative aspects on how design can bring about change through collaboration of people and ideas from different parts of the world introducing aspects of media architecture, experience design, storytelling, poetry and lot more which indeed opens us to a wide spectrum of thoughts where we as individuals can bring about change."

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Design Challenge for Safer Cities



Nikhila Vallae

"The challenge delivered exactly what it promised. A challenge! It was an intense couple of days and there were so many visits to the drawing board. We were first sensitized to the issue and then thrown into ideation. We really had to push our creative boundaries! The mentors from QUT and organizers at RDF made it a seamless and engaging experience. I had a lot of fun and had some insightful takeaways."







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Riya Choithani

"They always say collaboration runs the world. Well said! Saw it in the sessions we've had at Safecity for the Design Challenge. A few phrases from everyone created art! An art, a piece of text which was so simple and yet so special. These two days, made me go back home and feel grateful for the privileges of being able to think and rediscover. With this, realization hit me hard, a tenacity, a spark to create an impact, and to add to the illuminated crown, whose light creates a safe space, a safe city! Thanks."







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Kanishka Kapoor

"The RDF Design Challenge was indeed a beneficial event to participate in. The masterclasses provided were an aid in building the final product along with getting insights on various topics. As we had a time duration even for the smallest task, it helped increase our efficiency in coming up with ideas. The best part is that the challenge didn't end after our submissions, as we received detailed feedback on how we could improve our creations."







Design Challenge for Safer Cities

"The Design Challenge helped me understand the importance of public spaces and users. It also provided insights into bystanders' thoughts and experiences when they witness violence in public spaces and how these inform their decisions about whether or not to intervene. As a community, we should explore encouraging maximum local participation in sessions like this. I personally learned a lot in a comfortable environment and now I feel much better prepared to deal with uncomfortable issues. Great workshop, well structured, good support from the mentors throughout the exercises."



Ar. Swapnil Purohit
Urban and Regional Planner



The teams were further given an opportunity to have a one on one meeting with Supreet K Singh, Director & CEO of RDF, who is also a filmmaker. She guided them on changes they could make to their reels to refine them with an aim to showcase them at the Kala Ghoda Arts Festival, Mumbai, scheduled to be held in February 2022.

Certificates were issued to all the participants and winners.



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Red Dot Foundation would like to thank the Australian Consulate General, Mumbai, The Data Duck and the faculty of Queensland University of Technology for the opportunity to collaborate on this project.