



# STREET DESIGN

## INTERNATIONAL CHALLENGE 2021



United Nations  
Educational, Scientific and  
Cultural Organization



Curitiba  
city of design

Designated  
UNESCO Creative City  
in 2014



WUHAN  
CITY OF DESIGN

Designated  
UNESCO Creative City  
in 2017



QUERÉTARO  
CITY OF DESIGN

Designated  
UNESCO Creative City  
in 2019

# BACKGROUND

Faced with the enormous contemporary challenges, it is imperative to understand that creativity is a strategic factor to sustainable development and that designers have a great capacity to provide solutions.

Older artifact design projects have not disappeared, but the recognition that design can be so much more is growing. The work of designers has even extended to cities, not only as urban planners or architects but also as coordinators of projects to improve urban life.

As creators of models, prototypes and proposals, designers occupy a dialectical space between the world that is and the world that could be. Informed by the past and the present, their activity is oriented towards the future.

According to the World Health Organization, the COVID-19 crisis has shown that people will support even difficult policies if decision-making is transparent, evidence-based, and inclusive, and has the clear aim of protecting their health, their families and their livelihoods—rather than serving special interests.

We are finding ways to contribute to this protection from our trench.



# BACKGROUND

COP26 is this year's edition of the United Nations annual climate change conference, considered by some as "the world's best last chance to get runaway climate change under control".

During the event, on November 6 and 7, the Global Conference on Health & Climate Change will bring together a wide range of key actors to incorporate public health and climate justice considerations in the United Nations climate negotiations, and call for a healthy, green and resilient COVID-19 recovery.

The meeting will also highlight initiatives, policies and cross-sectoral collaborations that are driving ambitious and healthy nationally determined contributions to the Paris Agreement in the lead-up to COP26, and showcase

the most prominent case studies of countries' and communities' efforts in taking ambitious climate and health action.

You can get more information and learn how to engage with COP26 by [clicking here](#).

## THE IDEA

Promote a Design Challenge as an international educational experience happening at the same time as the COP26.

## THE DESIGN PROBLEM

Healthy, green and resilient recovery of one street in a partner COD with a low-cost self-sufficient project.



# SUMMARY

Starting on the same day as the COP26 Global Conference on Health and Climate Change, on November 6th, 2021, the International Street Design Challenge aims to raise awareness about the discussions happening at the Conference, the effects climate change causes in the urban environment, how much it detracts our quality of life, and what actions are necessary to turn our cities into more livable, enjoyable and equal environments.

Confident that smart and sustainable ideas are key to swerve these negative changes, the event counts on the involvement of professors and experts from the Design Cities to provide students with a unique opportunity to work on an issue from a foreign street, with different territorial, social, financial and cultural backgrounds than theirs.

As requisites for participation, each City of Design has to select a representative street that could be open to changes—more info and examples in “the street example” [click here](#)—and bring together at least one team of students and professors. These groups will receive a challenge from another participating city and have three days to come up with a design-based solution.

Street profiles and ideas will be compiled into a website, while a jury evaluates and selects the best ideas. The challenge ends with an online event on November 30th, which will include a keynote talk, winners announcement and a space for students to interact with their peers from around the world.

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## GETTING STARTED

All Cities of Design can enter the Challenge by filling a form ([available here](#)) with contact details and the list of universities that are going to participate in the event. In this first step, we require only basic information, so you do not need to have decided what the problem your city will present nor have the teams assembled.

The call for participants opens on **July 8th** and ends on **September 12th**. After registration, we will share a file pack with virtual banners, posters and the Challenge logo so you can spread the word.



## NEXT STEPS

The representatives of all cities enrolled in the Challenge will get invited to a meeting on September 16th so we can go over the preparation steps, the event's dynamic and clarify any questions.

## STREET SELECTION

You need to look for and select one street that is both representative of your city and could benefit strongly from disruptive design ideas for a healthy, green and resilient recovery.

Prepare the following material to create your City's exchange draft:

- 1.** A 30-minutes recorded presentation of an expert, someone familiar with the problem and the city urbanization, explaining and contextualizing the issue. It is important to include pictures, maps and other multimedia resources to help illustrate the situation.
- 2.** A 200 to 500-words text summarizing the characteristics and particularities of the street.
- 3.** At least 4 high-resolution and recent pictures of the street, each from a different perspective.
- 4.** Videos, links and other support material are also welcomed



## THE TEAMS

For each university, put together one team of 4 to 6 design, architecture and urbanism bachelor students, led by 1 or 2 professors. Mixing and matching people from at least two majors is a must.

Submission of the details on the street issue and universities' teams will use a specific form, sent via email to the contacts provided on the registration, open between September 14th through October 3rd.

# PRE-CHALLENGE PREPARATION

It is important that all participants read the Challenge documentation in advance. To answer any doubts that may arise or remain after the reading, two Q&A sessions will be dedicated to students and professors:

- **November 2nd, at 14:00 GMT**
- **November 4th, at 8:00 GMT**

Although it is not a pre-requisite, it is strongly recommended that the participants attend one of the sessions.





# REQUIREMENTS

At 8 a.m. on November 6th, the 72-hours countdown begins and the Challenge starts. Teams will receive an email and a WhatsApp message (if a contact number is provided) revealing which city's street challenge they will be working with. This email will contain all the support material sent by the city to detail and contextualize the issue.

The team's goal is to find the best and most creative idea to bring a healthier and greener recovery to the street. You can choose any format to have your group encounters, but the work needs to be registered using writing, videos, recordings and photos—whatever best suits your case—so we understand your strategy and evaluate your thought process.

Approaching the deadline, you should start thinking about how to present your idea. The minimum requirements are text with 300 to 500 words and a recorded PechaKucha 20x20

dynamic presentation ([more info here](#)), with pictures, drawings, models, illustrations, etc. The multimedia content used in the presentation should be also uploaded as separate files, in their own formats. We will provide a form to upload the results.

We are going to consider each city's time-zone, so every participant has equal time to complete the Challenge. For those cities with more than one university participating in the Challenge, all teams will work on the same city's issue.

The city must have a person responsible for the challenge, someone who will be in charge of making sure the teams are following the project's guidelines and, if necessary, communicate with the organizers.

Delivering the solution after the deadline will disqualify the team.

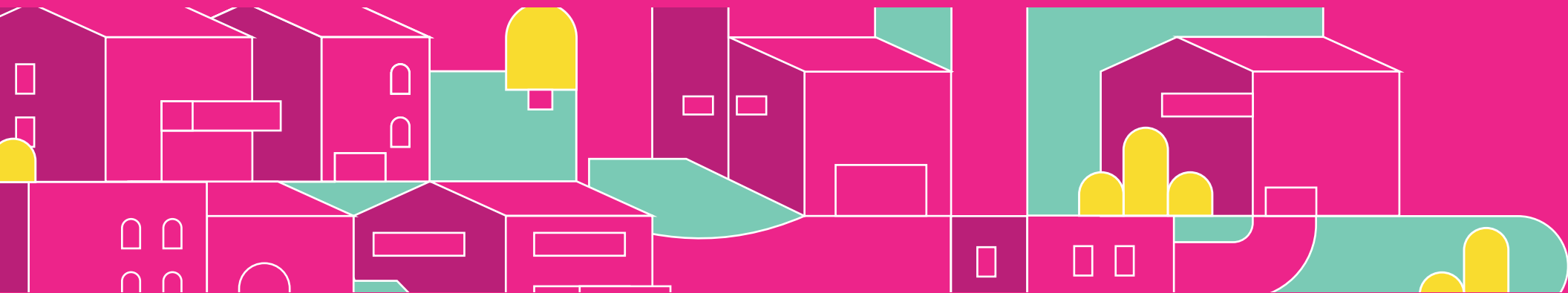
A stylized, colorful illustration of a city skyline. The buildings are represented by various geometric shapes like rectangles and squares in shades of blue, green, and yellow. Some buildings have white outlines for windows and doors. The background is a solid light blue. The overall style is modern and graphic.

# EVALUATION

Solutions will be evaluated by experts and city representatives, including the person who presented you the street, using a standardized form.

We will share the criteria with the teams prior to the challenge.

The score ranking will define the winning city of the Street Design Challenge 2021.



## ONLINE EVENT

To celebrate the Challenge and foster connections among the Cities of Design, an online event is scheduled for November 30th. We will provide more details on the agenda and how to participate in due time.

A collective online exhibition will be held to show the diverse approaches of street design and to encourage networking among participants.

After the event, all participants will receive a certificate of participation.



**July 8th**

Open call for  
Cities of Design

**September 12th:**

Deadline for  
submitting the  
application

**September 14th:**

Meeting with focal  
points of  
participating  
cities

**October 3rd:**

Deadline to send  
the streets  
problems and  
teams details

**November 2nd  
and 4th**

Q&A sessions for  
participants

**November 6th**  
STREET DESIGN  
CHALLENGE

**November 30th:**

Online event with  
a presentation,  
winner's  
announcement,  
and interaction  
among  
participants

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INTERNATIONAL CHALLENGE 2021

# ORGANIZER'S CONTACTS

Want to get involved in the Challenge's organization?

## Questions & Comments:

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[wuhan\\_design@yeah.net](mailto:wuhan_design@yeah.net)

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