

1UP Toronto Conference 2023

Design Jam: Call for Projects



/ 1UP Toronto Conference



1UP Toronto is a youth conference that brings together secondary school students across the Greater Toronto Area to celebrate and incubate city-building ideas. The 2023 conference theme is **Reconnect**:

How does it feel to finally drop off from a Zoom call and reconnect with the spaces and people around you? Reconnect is a dialogue between youth and city builders about how we renew our relationships with the land, transform existing spaces, and reimagine our transportation systems for a world that is

entirely different from what we knew before. We will explore whether the changes we see in our towns and cities today are just a blip on the radar or the beginning of something more permanent. We will navigate what youth's role as citizens is now and can be in this new future.

Co-hosted by Urban Minds and Plan Bold, the conference will take place on **Saturday, March 18, 2023** from 10 AM to 5 PM.

/ Design Jam

As part of the conference, the Design Jam is a four-hour student design competition for a real-life urban challenge related to the conference theme. Students are assigned into teams to develop a creative solution for a case challenge provided by our Design Jam Partner. This is where you come in!



/ Submit a Project



We are inviting municipalities, architecture/design/planning firms, non-profits and other civic organizations to submit a project that our team can use as a case challenge for our students. Once selected, we will work with you to develop a brief to guide our students so that their solutions will be relevant and useful to your organization.

The purpose of the Design Jam is not only to provide youth an opportunity to understand and explore urban issues, but also to demonstrate to organizations the added value youth engagement brings to their work.

You can see this as a free service where 100 youth from the GTA are expected to attend and offer their insights on your project.

/ Project Eligibility

Your project should:

- Be ongoing at the time of the conference (March 2023), preferably at the visioning or public consultation/community engagement phase
- Reflect the conference theme
- Be related to teenagers and youth (ages 13-19)
 - E.g. youth are expected to be a main user group of the project, or that their needs would be different from others
- Be small-scale and contained
 - E.g. a small building or a specific space within a larger building or complex, a small to midsize public space like a park or plaza, a section of a street, etc.
 - If you have a larger project in mind, outline a specific area where you believe would be the most relevant to youth
- Be located in southern Ontario

/ Selection Criteria

We will select one project as the case challenge based on the following criteria:

- Relevance to the conference theme
- Level of interest to youth
- Commitment to consider and incorporate youth's input after the Design Jam

/ What Happens...

Before the Conference?

Once you have been notified as the selected Design Jam Partner, we will set up weekly calls with your team to develop and finalize the brief. We will work with you to create personas, scenarios and constraints that reflect the circumstances of your project.

During the Conference?

Your team should send two representatives to attend the 1UP Toronto Conference, with at least one member who is directly involved in the project. The representatives will be expected to provide a brief overview of the project at the beginning of the Design Jam, and be on the judging panel to select a winner.

After the Conference?

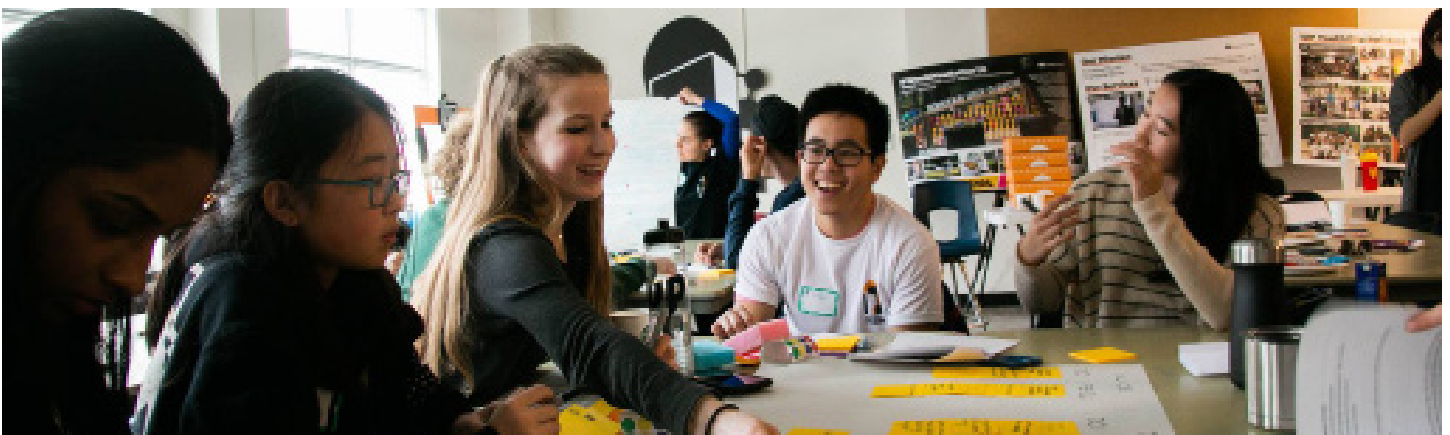
Urban Minds will videotape each student pitch and record ideas and observations throughout the Design Jam process. We will then compile our findings and insights into a summary report which will be shared with you. We hope that the report will inform your work and guide the decisions for the project from the youth's perspective.

/ How to Submit

Complete the submission form at: 1uptoronto.org/conference2023 before Friday, January 20, 2023, 11:59 PM.

/ Contact Us

If you have any questions, please contact us at: hello@urbanminds.co



/ FAQ

1. Who can submit a project?

Any organization that is working on a project which fits with the eligibility criteria listed above can submit a project. If you are an employee of an organization who is interested in submitting a project, please consult with your project lead and client.

2. Can we submit more than one project?

Yes, there is no limit to the number of submissions. Please submit each project in a separate response to the online form.

3. Some of our project details, such as costs, are private. If our project is selected, how much information do we need to share?

We will only need general information about the project, such as the location, scale, intended uses and audience. As we are focusing on ideas rather than visual design, we do not require specifics such as exact dimensions and costs. We will work with you to determine what information will be shared with the students. Please note that the materials provided at the Design Jam may appear in photographs and videos posted on social media and marketing materials.

4. What will the Design Jam look like on the day of? What will the students do?

Students will be assigned into teams of four and will work with a volunteer facilitator (typically a professional or post-secondary student in a related field such as architecture and urban planning). The students will be provided with a case challenge brief while the facilitators will receive prior training and a facilitation guide. The student teams will complete a series of activities that will lead them from the challenge to a solution.

5. What is our involvement as the Design Jam Partner at the conference?

At the start of the Design Jam, your organization's representatives will present a brief overview (5-10 minutes) of the project. When the students are working through the activities, the representatives will "float" around the room to answer any questions the students may have. After each team has presented their pitch, the representatives will select the winner of the Design Jam and provide concluding remarks.

6. Are there any entry fees or costs associated with this Call for Projects?

No. It is free to enter and there are no fees if your project is selected.



Contact:

Urban Minds
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