

Pitches for resolving problematic areas Challenge

The 6 teams of the participants were given a problem area and a task to come up with ideas to revive provided spaces. Their presentations (**up to 7 minutes** long) may include, but are not limited to:

- a. Introduction to their **given problem area** (why it's problematic, how it's a problem to the government / community);
- b. The **proposed idea** & how would it revive the given area;
- c. How the participants would implement their ideas (what steps would they take);
- d. **Longevity** of the idea (is it a short term or a long-term solution);
- e. How they would **promote** the idea (spread the word about it – market / advertise it);
- f. **Possible costs** of implementing their idea;

Panel's task:

1. Think of the weak points in the participants' ideas and give challenging questions / possible threatening cases to each of the teams. The maximum of **5 minutes for Q&A** are given after each presentation;
2. Prepare the evaluation criteria (template below) for the ideas and decide how you will choose a winner;
3. **Pick the winners** according to your evaluation criteria;
4. Present your decision to everyone (15 minutes will be given in total).

Notes:

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Evaluation

- 1) Create your own criterion
- 2) Think of you how many points each criterion is worth
- 3) Count the maximum total score

	<i>Notes</i>	(a+b) (0-.... points) Proposed idea. Would it help revive the area?	(c) (0-.... points) Implementation of the idea. Is it realistic?	(d) (0-.... points) Longevity of the idea	(f) (0-.... points) Budget. Are the costs feasible?	<i>(0-.... points) your own criterion:</i>	(0 – points) Total score
Team 1							
Team 2							
Team 3							
Team 4							
Team 5							
Team 6							