Design Brief

A design brief is a document used by professional designers and their clients to communicate the context, goals, and requirements of a creative project. This design brief describes the focus of the Biomimicry Youth Design Challenge and what your solution must accomplish in order to compete for awards. Because the design brief is very broad, there are many ways you can approach it and lots of possible solutions!

You are challenged to:

Explore the wonders of the natural world and create a nature-inspired innovation* that addresses climate change by:

1. **Helping communities adapt to climate change impacts** AND/OR
2. **Reversing or slowing the advance of climate change itself.**

* an innovation may include the design of a physical technology, a process, or a system. Basically, any new approach for how people can do things.

The Problem

Earth has always been a changing place, but the climate and ecological changes humans have set in motion are like nothing our planet has experienced before. Hungry for energy, food, materials, space, and other resources, our impact on the environment is destabilizing the climate, resulting in mounting negative consequences to the planet and billions of people. To avoid the worst consequences of climate change, we must find ways to reduce both new emissions and current levels of greenhouse gases and adapt to climate change impacts. The good news is that our planet’s biodiversity offers an array of possible solutions that are just waiting to be discovered!

A Pathway for Solutions

Nature is one of the best models we have for a sustainable, regenerative way of life. In order for people to thrive on a healthy planet, our human-built systems must work together with the systems of the natural world we all are part of. Biomimicry (nature-inspired design) provides a pathway to the solutions we need to accomplish this. Organisms and ecosystems offer incredible inspiration, and time-tested strategies that can be emulated and applied to climate change issues in areas as diverse as energy, water, transportation, buildings and infrastructure, food systems, health, behavior change, and more.

What are we looking for?

Award-winning teams will identify a specific problem to focus on, provide evidence that solving it will help address climate change, and propose a well-researched biomimicry solution to the problem. We are especially interested in projects that offer solutions to issues affecting the team’s community or region. For details about judging criteria, please review the Challenge Rubric.