

CreatiVelo Challenge 2024



Introduction

Join the CreatiVelo Challenge: Amplify Your Impact! ✨

Are you passionate about making a difference? Do you have a project or campaign aligned with the 17 Sustainable Development Goals? Look no further! The CreatiVelo Challenge awaits you. The goal: to gain as much support AND as many supporters as possible. To achieve this, you will utilize the resources of CreatiVelo, art, and public appearances.

Why Participate?

- Escape the Ordinary:** Break free from the school routine and embark on an exhilarating journey with CreatiVelo.
- Build Your Support Network:** Forge valuable connections during the tour that can shape your future.
- Unleash Your Creativity:** Utilize the powerful resources of CreatiVelo, art, and public appearances to rally supporters for your cause.
- Celebrate Your Impact:** After the campaign period, join the festival where we celebrate the campaign themes and recognize outstanding teams.
- Win Big:** The best team will receive prizes to celebrate their project!

 Make Waves, Leave a Legacy! 🌍

What is the added value for participants in this challenge?

1. **Social Skills Development:** Participants enhance their social skills, including teamwork, communication, interaction, and public speaking.
2. **Networking Opportunities:** During the tour, participants establish valuable contacts. These connections can be beneficial for your careers and personal growth.
3. **Potential Career Boost:** For some students, these contacts may lead to career opportunities, providing a potential boost to their professional lives.
4. **Personal Growth:** The challenge exposes participants to situations beyond the “ordinary”, fostering personal growth and adaptability.

The added-value

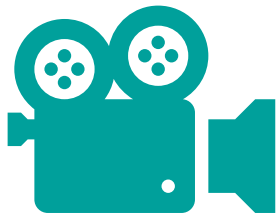
Let's break down the added-value for the project theme, the school, and society:

1. For the Project Theme and School:

1. **Media Exposure:** The CreatiVelo Challenge is followed by Luxembourgish media (RTL). This provides an excellent opportunity to showcase your project in the media, reaching a broad audience.
2. **Spectrum of Impact:** By participating, your project gains visibility across a wide spectrum of society. This exposure can lead to increased support and engagement.

2. For Society:

1. **Inclusivity and Sustainable Transition:** To achieve a successful sustainable transition, we must involve as many people as possible. It's not sufficient for a small minority to develop visions in closed circles. Each individual's contribution matters.
2. **Collective Effort:** The challenge encourages a collective team effort. Even those who are not yet convinced of sustainability can be persuaded through initiatives like yours. The keyword here is "Bubble-breaker," and your campaign plays a vital role in breaking through barriers.



What is a CreatiVelo?

CreatiVelo: Empowering Sustainable Education

- **Versatile Cargo Bike:** The CreatiVelo cargo bike serves as a versatile tool for sustainable education projects. It facilitates mobile workshops, public events, and street speeches with its mobile PA system.
- **Mobile Studio and Education Hub:** CreatiVelo functions as a mobile studio, documenting and exploring local and global sustainability issues. It's an interactive education hub.
- **Community Engagement:** Students can engage with local communities through workshops and discussions using CreatiVelo. It's an ideal resource for educational projects promoting sustainability.



What is a Creativelo?



Campaign Parameters

In order to achieve the main goal (to gain as much support AND as many supporters for your campaign as possible) there are several parameters that you should consider. We define them as “buckets”. To define the winning team, we will look how you “filled” those buckets.

The Buckets:



Campaign Parameters

FILM & DOCUMENTARY & ART

- Create a **documentary or film** capturing the entire journey, including interviews with the team, and people you interacted with, along with bike ride videos and experiences. The video should not exceed 20 minutes.
- Create **artwork** as needed for your campaign.
- Use **innovative ideas** for extra attraction, such as behind-the-scenes (BTS) footage and planning stages.
- Final submitted videos must include shots, music, subtitles (if required), and editing.
- Videos must be **uploaded to your social media account** and the goal is to receive as many interactions as possible



BIKE and TOUR INNOVATION

- Each team has a **budget of €2000 + additional funds** if they choose to **build the CreatiVelo Bike themselves**.
- Highlight any **new features** added to the CreatiVelo Bike during the campaign.
- Showcase the use of **innovative materials and technologies**.
- Emphasize any new inventions or innovations incorporated into the bike's design.
- Try to make use of **up-cycled or recycled materials** and highlight this feature.
- You can run your tour between July 22nd and October 31st for **at least 21 days**.
- All days **must be documented** in the app as a public tour calendar



Campaign Parameters

CAMPAIGNING for a PURPOSE

- Plan the **bike's route** and stops to create engaging events with local communities.
- Measure **audience engagement**, such as the number of engaged individuals and the number of stops made to connect with the community.
- Develop a **simple contract**, and have it signed by your audience in support of your purpose

SOCIAL ENGAGEMENT

- Track **both offline and online** details.
- Track the number of **followers, likes, shares, comments, supporters, and people engaged in the respective campaigns.**
- Measure **the impact of campaign** stories and testimonials on the target audience, on all media platforms you are using.
- Collect **impact stories and testimonials** to share the campaign's success and influence.
- Use these stories and videos for broadcasting. Make sure to **document and archive people's consent.**



Campaign Parameters

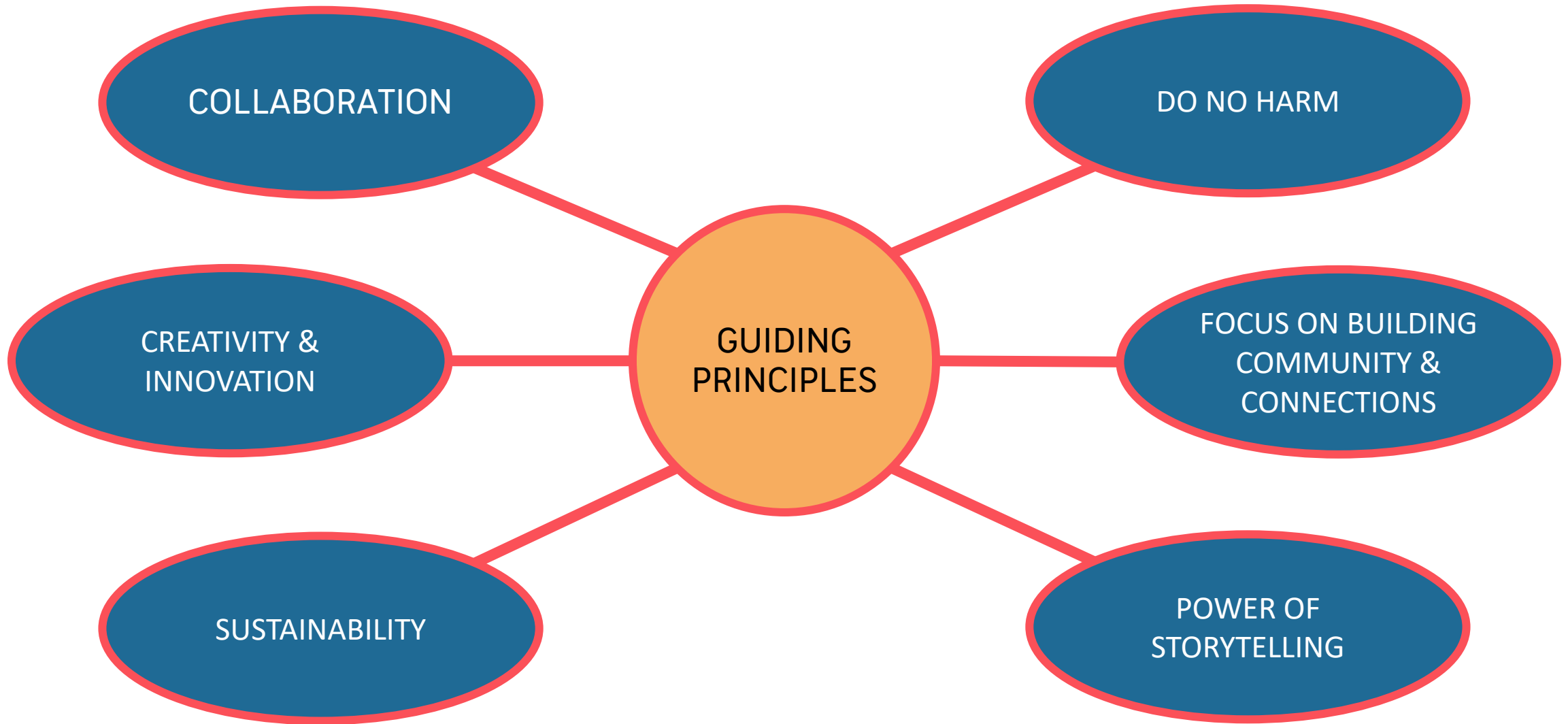
CROWDFUNDING

- Each team, through the campaign, will build support for their cause and **raise funds** as a show of support.
- **No single donation should exceed €10.**
- One person can support multiple times.
- Both **the amount raised and the count of unique donors** are important metrics.
- Track contributions and contributors who supported the campaign.
- Crowdfunding campaign progress will be tracked in the app.



These five campaign parameters provide a comprehensive overview of key performance indicators and objectives for the CreatiVelo Bike campaign...spanning:
crowdfunding success, on-road activity, media production, social engagement, and innovations related to the bike's design and technology.

Guiding Principles



Guiding Principles

COLLABORATION	<p>Inclusivity: Encourage diverse perspectives, ideas, and contributions from team members, partner CreatiVelos, and supporters to foster a collaborative environment.</p> <hr/> <p>Shared Goals: Align all efforts toward a common purpose and ensure that every member feels valued and included in decision-making processes.</p>
CREATIVITY & INNOVATION	<p>Innovation: Embrace innovative approaches and solutions in all aspects of the campaign, from bike design and content creation to engagement strategies</p> <hr/> <p>Expression: Cultivate an environment that encourages creative expression and experimentation, allowing team members to explore unique ideas.</p>
SUSTAINABILITY	<p>Environmental Responsibility: Ensure that the CreatiVelo Bike's design and operations are environmentally friendly, using sustainable materials and minimizing carbon footprint.</p> <hr/> <p>Long-Term Impact: Focus on creating a lasting impact beyond the campaign, promoting sustainable practices and encouraging others to do the same.</p>
FOCUS ON BUILDING COMMUNITY & CONNECTIONS	<p>Community Engagement: Actively engage with the target audience and supporters, fostering a sense of belonging and community around the CreatiVelo Bike</p> <hr/> <p>Relationship Building: Prioritize building meaningful, long-lasting connections with stakeholders, partners, and backers to create a strong network of support.</p>
POWER OF STORYTELLING	<p>Compelling Narratives: Craft compelling and authentic stories that resonate with your audience, highlighting the journey of the CreatiVelo Bike and the impact it has on individuals and communities.</p> <hr/> <p>Emotion and Empathy: Use storytelling to evoke emotions and create empathy, helping people connect on a deeper level with the campaign's mission and vision.</p>
DO NO HARM	<p>Show respect and consideration for other campaigns, projects, and teams in the same space, avoiding any actions or strategies that might harm their interests or reputation.</p> <hr/> <p>Ethical Practices: Operate with integrity, adhering to ethical guidelines and industry standards to maintain a positive and harmonious campaign environment.</p>

Do's and Don'ts

Certainly, here are some do's and don'ts for a CreatiVelo Bike campaign based on the specified campaign parameters:

Do's	Don'ts
Set Clear Campaign Goals	Compromise safety under any circumstances
Plan a Strategic Bike Route considering bike's abilities, weather, safety, team's capabilities	Misrepresent guiding principles of CreatiVelo project and standards set by your institutes
Prioritize High-Quality Filming for the Documentary	Disrupt or cause distractions which can jeopardise public safety
Focus on building connections with community members through meaningful social engagements	Act in a manner that disrespects fellow team members and competing teams
Primary focus should be on learning/collaboration/problem solving	Participate in any form of conflicting discussions/arguments/debates during the campaign
Pro-actively ask for HELP and guidance from advisory team	Hesitate from asking for HELP, when needed

Remember this is a LEARNING EXERCISE above all.

Remember that a successful campaign requires careful planning, consistent engagement, and ethical practices to build trust and credibility with your audience.

Adhering to these do's and don'ts can help you navigate your CreatiVelo Bike campaign effectively.

Remember, success in the CreatiVelo Challenge depends on how well you "fill" the defined "buckets." Good luck!

Timeline 2024

Date	Milestone
11 th June	Challenge Announcement & Kickoff
11 th June – 5 th July	Online info sessions for participants – on request
16 th – 21 st July	Workshop and training for the teams
22 nd July – 31 st October	Campaign period
1 st August	Online coaching and info for teams
2 nd September	Online coaching and info for teams
On request	Online coaching and info for teams
31 st October	Delivery of final films and results
1 st – 8 th November	Public voting for projects
9 th – 10 th November	CreatiVelo Festival

CreatiVelo Challenge

