

Drogheda Young INNOVATORS

Format 2021: Thirty-five Day Video Challenge

About:

In 2014 The Mill Enterprise Hub and supporters launched a competition for secondary school students, encouraging them to think like innovators in the fields of business, social enterprise and science. The standard format involved an application process from nine schools with new ideas on how to make a small change or a big difference in the world we live in, whether that's a new business to provide new products/services, or a social enterprise to improve a process in the local community, or a science project that reveals/proves something great.



This year we decided to change the format of the well-known DYI competition and focus on completing challenges across headings including mental and physical health, social interactions within each family, business, innovation, technology, and self-development. The amended **35-day video challenge format allows students to participate in the competition from home and gives them an opportunity to learn and develop new skills in a fun and friendly environment.**

New Format:

We will be sending each school a list of challenges which are presented in the form of a “to-do list”, or a “challenge” (team or individual). All tasks will be separated into different sections such as Environment, Drogheda Community, Mental and Physical Health etc. and each task will have a value of points attached to it, based on the time and effort required to fulfil it.

Participation Process

Between 22 February and 29 March 2021, participants must tick off a selection (at least 15 of the over 50 potential challenges) of completed challenges and film the process of EACH task completion on their phone/camera. A compilation of these videos will have to be assembled into a film. The end result, i.e. a film of approx. 5 minutes in length, will be uploaded onto a private YouTube page by each participant/group for remote judging.

Participants should state their name and school, and mention the specific challenge they’re completing, at the commencement of each video.

All participants should adhere to their school’s safety policy, and to directives from the Department of Health and the Department of Education and Skills.

We will hold a Zoom session for entrants mid-way through the application process. This will be an opportunity to discuss any technical or other potential issues. We may also hold a training session (video and/or technology) and have a guest speaker.

Using the hashtag **#DYI2021** when posting on 1) Facebook, 2) Twitter, or 3) Instagram will give participants extra points. Our team will be tracking hashtag activity across the three platforms above.

Judging Process:

Judges will use a shared cloud document to score each participant, based on scoring criteria below. Each judge gets a dedicated column alongside other judges’ personalised fields for scoring. Participant names and links to their videos will be presented on the left of the table. After scores are assigned in all columns (i.e., by all judges), a total can be calculated for each participant on the same document.

Bonus points will be awarded for social media shoutouts and dedicated hashtag usage.

Scoring Criteria

Criteria	Maximum Marks
Innovation / Evidence of new skills learned. New ideas developed from challenges, unexpected outcomes.	30%
Evidence of teamwork and effective delegation (all team members equally involved and have distinct tasks/roles to help project completion). Collaboration with family members, teachers, fellow classmates. Utilisation of external resources (e.g., collaboration, interviews over Zoom with local organisations, national or international influencers)	20%
Number of Challenges completed – Degree of difficulty, challenges across categories	20%
Creativity – unique approach, video stands out among others. Film quality (good image and sound, appropriate length, level of editing, clarity of information, extra features, e.g., music/text/visual effects, etc.)	15%
Local Impact – changes and influence on school / Greater Drogheda region	15%

Competition Final:

Submitted films will be analysed for the above criteria and evidence of ‘outside-the-box’ thinking. Ten individuals or teams with highest totalling scores will be picked as finalists. Two teams and two individuals will receive additional cash prizes– team members will share the prize among themselves based on the number of participants.

Total prize pool: €2000

All ten finalists will receive a €100 cash prize

In addition, there will be additional prizes for:

- ‘Best Individual’ submission €100
- ‘Runner-up Individual’ submission: €50
- ‘Best Team’ submission: €400
- ‘Runner-up Team’ submission: €250
- 4 x €50 prizes across finalists & non-finalists (most innovative, funniest video, most entries from any school, most developed idea etc). Judges may determine additional prizes

There will be one overall winner (either team or individual) declared – Additional €200.

An individual can win up to €400 (Finalist prize, Best Individual and Overall winner)

A team can win up to €700 (Finalist prize, Best Team and Overall Winner)

Award Ceremony:

Shortlisted teams and individuals will be invited to an online video award ceremony. (we might extend the invitation to all entrants, depending on technology limitations)

As the film length is set to an average of 5 minutes, 10 shortlisted participants will be invited to the ceremony. A 2-hour session (includes break) will allow for 50 minutes of videos, participant introductions, judges' commentary and the actual winner announcement.

Each team or individual presents their film to videocall attendees via "screenshare", introducing themselves to judges and participants from other schools, and giving a brief overview of the finished project (challenges, things learned along the way, advantages of completing tasks, etc.).

The judges will meet beforehand to score the 10 finalists, but will have discretion to make final alterations to scoring, based on students' presentations. The ceremony is predominantly held for entertainment and to allow judges to explain their choice of winners.

Benefits for students:

- 30-day challenges are highly motivating for achieving goals.
- Teamwork, delegation and communications skills – mainly offline
- Collaboration between students and teachers
- Spending quality time with the family, good memories
- Improved mental & physical health
- Practice of thinking outside the box
- Fun activities to do during lockdown
- Film recording and editing techniques
- Having their say in school upgrade/town development
- Exploring a big variety of topics within one competition (environment, health, art, science, business, social enterprise etc)

Timetable:

Drogheda Young Innovators 2021 Timetable	
Event	Date
Launch - press release	w/c February 15th
Emails sent out to schools	February 22nd
Sample Challenge(s) completed by stakeholders	by February 26th
Challenges completed by students	February 22nd - 29th March
Online 60-minute session over Zoom. Potential topic - video editing, tech or business subject, guest speaker	w/c March 15th
Final videos uploaded by students	by April 16th
Judging	w/c April 19th
Finals	Friday April 30th

Midterm breaks	February 15th to 19th
Easter school holidays	March 29th to April 9th

Challenges:

Drogheda Young Innovators 35-day Challenge*		
	Mental/Physical Health	Points
1	Prepare a healthy meal or snack (could be following a YouTube recipe, or try using local ingredients such as East Coast Bakehouse biscuits to create a new recipe)	7
2	List 10 good things you're grateful for today	3
3	Complete a 15 minute cardio/strength workout with classical music	8
4	Hold an 80s dance workout (by yourself or with your family members). Dress accordingly, if you wish	10
5	Spend time with your family - put together a 1000pcs puzzle	6
6	Exchange handwritten postcards with someone abroad	8
7	Take a walk or run on the beach or park (maintain social distance, and travel restrictions' guidelines) with a family member	6
8	Do push-ups - the number based on your date of birth (check if your teacher has a birthday at the beginning of a month!)	3
9	Recreate 3 exercises with your friend or sibling	7
10	Create a 'message in the bottle' – what bottle goes furthest? What is the message about?	4
	Self-Development	
11	Learn 5 words in a language with a non-Latin writing system - pronunciation and in writing	7
12	Read a 200 – 250 page non-fiction book on mental health/environment/business/science.	10
13	Participate in the upcoming March 18 th Drogheda Business Book Club Meeting, https://www.meetup.com/Drogheda-Business-BookClub/ . The book is especially chosen for DYI, and is “Who Moved My Cheese”, https://en.wikipedia.org/wiki/Who_Moved_My_Cheese%3F#:~:text=C4%20J64%201998-Who%20Moved%20My%20Cheese%3F,during%20their%20hunt%20for%20cheese.	8
14	Sign up to and attend an online training which will teach you a new skill	10
15	Give a one-minute presentation on an artist, performer, or writer mentioned at Highlines Gallery or Droichead Arts Centre – can be current or past events See www.highlanes.ie ,or Droichead Youtube channel https://www.youtube.com/channel/UCQro862tgmLkiMa4dCuuy6g , or Droichead Podcast, https://podcasts.google.com/feed/aHR0cHM6Ly9hbmNob3luZm0vcy8zZDVmYzg2OC9wb2RjYXN0L3Jzcw==	9
16	Watch a TEDxDrogheda talk and incorporate an idea from it into your daily life, www.TedxDrogheda.com	8
	Drogheda/Community	
17	Make an order/purchase with a local business - include a receipt, tell us what you love about the local business	6
18	Volunteer in a local group - https://www.volunteerlouth.ie/ has a list of volunteer roles	10

19	Create a collage/ drawing of what Drogheda will look like in 2051?	6
20	List 10 things to improve in Drogheda - is there anything tourists, teenagers, disabled community, workforce drivers, pedestrians, pets, etc need?	9
21	Sell something you don't need on Ebay and donate money to a charity in your town	6
22	Working as a team, create videos for a "local" tv station. It could be a TV ad or a news report or documentary on local stories for local news.	10
23	Design a Stadium. Participate in one of Drogheda United's Well-being sessions for students. Wellbeing through Teamwork – "We hope to move to a new stadium at some point in the future. Breaking into groups, can you work as a team to design a stadium fit for Drogheda United and the wider community. Tell us what you enjoyed about process, and what are the main design features of the stadium. https://www.lmf.com/news/sport/drogheda-united-launch-new-wellbeing-initiatives	10
	Environment	
24	Grow an edible herbal box - herbs/plants	6
25	Visit your local recycling centre to dispose of plastic, old magazines, broken appliances, etc	5
26	Turn your old T-shirt into a reusable tote bag	6
27	Create a homemade cleaner and clean the kitchen/bathroom while your parents are out of the house	7
28	Use a baking soda recipe to polish any silver items in the house	6
29	Write a 600 word play. Deadline is March 1st. https://www.fishamble.com/brighterfuture.html , Fishamble: The New Play Company has set a challenge for the Irish public, and anyone who feels they have a 600-word play in them, to capture what a Brighter Future means for people living in communities across Ireland.	10
	School Upgrade	
30	Paint a classroom/ corridor in your school (get permission from your teachers!)	8
31	Create a bookshelf in your class where students can take a book home by leaving one in return	7
32	Mount something useful outside your classroom for public use - e.g., a stapler, a pen on a string	5
33	Design a website for your school which improves on the current one. Show why you think it's the best school in the area and why other students should attend	10
	Innovation / Business / Social Enterprise	
34	Give a one minute 'pitch' for a new business idea.	8
35	What will 2030 or 2040 look like from technology perspective? Wackiest or real idea, what sector? – AI, Robotics, Genetics. How will work or home be affected by technology?	9
36	Name an innovator / inventor / person than inspires you? Tell us why?	8

37	Describe an innovation idea that you think would improve everyone's life	8
38	In your opinion what is the greatest innovation in the last 10 years? Why?	7
39	Who are Ugur Sahin and Ozlem Tureci? What did they discover and why is their discovery so important in 2021?	6
40	If you were Taoiseach for 6 months what would you do to improve the quality of life in Ireland?	9
41	Using web-based tools and working in a team, <i>host a job interview</i> . There should be a least 2 or 3 interviewees, a panel of interviewers conducting the interview remotely. Show details of a job spec (in whatever they want), a clear interview plan and strategy with questions to challenge the candidates. Afterwards, make a decision who to hire, showing the reasons why. Inform the successful candidate and also inform the unsuccessful candidates giving clear reasons and areas for development etc. all this should be done via an online application. webex or teams or zoom or similar.	10
42	Come up with a unique product or business idea which you think would be a success. The business or product can only have an online presence considering the current environment we're in. Create a website or home page for a website and show how the product or business will be a success ensure you have costs details, realistic sale information etc to make it a success. Present the business or product online.	10
	Technology	
43	Create a soundtrack for your favourite book	9
44	Add something to an article on Wikipedia	5
45	Create a slideshow about the day you were born, e.g., 15/07/2006 – research news archives on Google to find out what happened on that date	7
46	Download and learn how to use a new useful software	5
47	Read an article on digital photography and follow steps to re-create new techniques (e.g., explore exposure settings, night mode, aperture)	8
48	Create a database of something you want to organise	7
49	Come up with an idea for a YouTube blog and post your first video. Promote it in your network to get a minimum of 50 views on it.	9
50	Create a podcast on a topic of your liking. Can it generate income as a business model (see if you can attract a sponsor)	10
51	Watch and summarise 3 key points from an AWS video, https://aws.amazon.com/education/awseducate/workshops-from-home . Try the 'Innovate and Leadership', 'Cloud Computing 101', Amazon Rekognition/AI, or one of the other short workshops.	10 for each video
	Random	
52	Choose your own challenge	tbd

**All participants should adhere to their school's safety policy, and to directives from the Department of Health and the Department of Education, especially in relation to Covid-19.*

** Hate speech, racist, and sexist comments, or any call for discrimination or anti-democratic action will be removed and reported to the relevant schools.*