

Guidance: Design for UNICEF Course

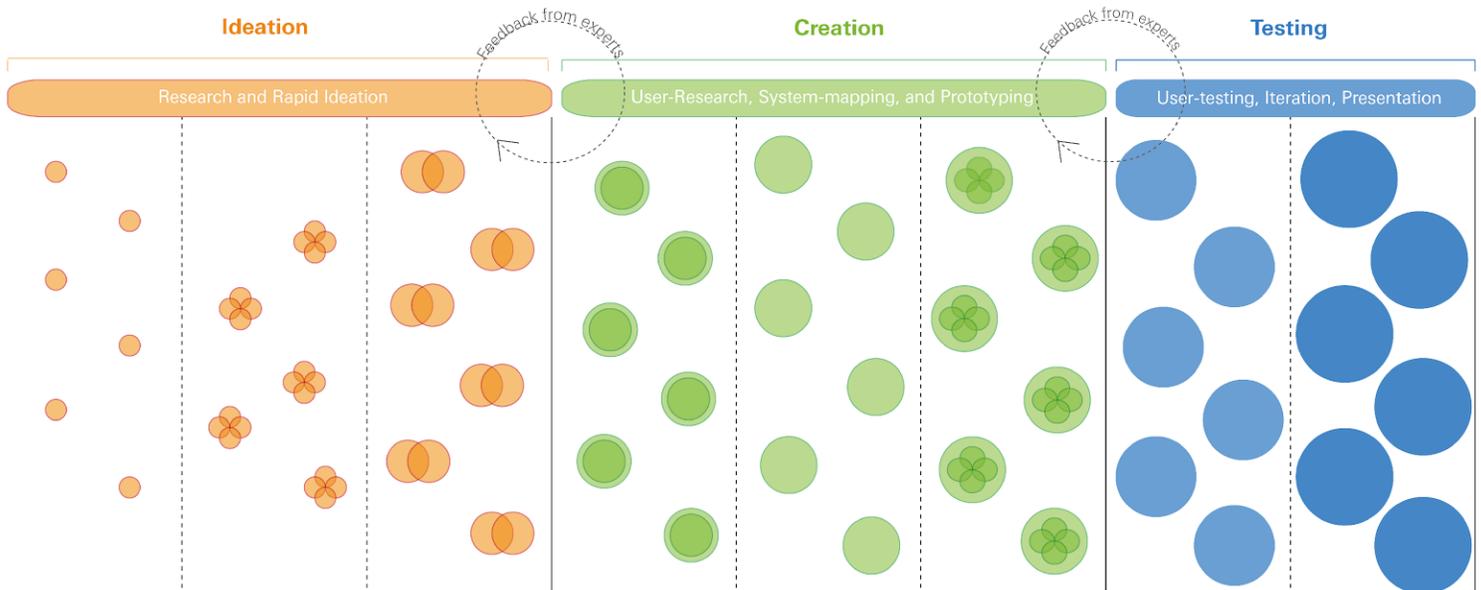
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Design for UNICEF Course : Overview

The Design for UNICEF Course is a semester-long university class that is open to students from a variety of disciplines and teaches them how to apply creativity and design thinking towards pressing development and humanitarian problems. The course is typically taught or co-taught by a UNICEF colleague or team.

Each year, the curriculum is built around a different theme developed in close collaboration with a Country Office. As such, it provides an in-depth research and design experience for students, with an emphasis on expert consultation and user testing. Students form small groups of 4-5 members and identify a specific project topic. Over the course of 12 weeks, they follow a human-centered design process to researching and developing solutions that are innovative and relevant. At various points, the students are connected to UNICEF colleagues – either through classroom visits or Skype sessions – for guidance and insight into real-world contexts and needs. At the end of the class, there is potential for the best projects to receive support from UNICEF for further development and testing.

The Design for UNICEF Course has been taught for five semesters at NYU’s Interactive Telecommunications Program (ITP), and used in varying forms at Aalto University in Finland, Art Center College of Design in California, IIT Delhi, and Stanford. It has resulted in products like [RapidFTR](#) and the [Power Clip](#), which have gone on to win awards and are used in UNICEF programming today.



Design for UNICEF Course : Terms of Reference (TOR)

The Design for UNICEF Course requires extensive planning and close collaboration between university faculty and UNICEF colleagues, but also presents an opportunity to develop projects that are more refined and responsive to country needs.

Though the exact division of responsibilities may vary, the Design for UNICEF course is generally co-taught by a university faculty member and a UNICEF colleague.

The University faculty member should:

- Have experience teaching
- Be able to present information in a compelling way
- Have experience with user-centered design
- Be familiar with the chosen context and topic area

A Country Office interested in this type of partnership should:

- Have an established relationship with a local university
- Have at least one staff member able to dedicate 10% of their time to this program, including mobilizing support of other colleagues
- Be open to exploring additional opportunities for engaging young people and local talent in problem solving

Timeline	Innovation Unit NYHQ	Course Instructor	Country Office expert
Planning	Share reference materials, including curriculum and communications resources Support with adapting curriculum to local context Support with finalizing contract with university	In collaboration with CO, determine relevant area of focus Prepare syllabus, including readings, assignments, guest speakers, etc.	Support course instructor with determining relevant area of focus Provide documentation on related UNICEF initiatives and research Introduce course to relevant programme colleagues
Ideation (3 weeks) <i>Research</i>		Coordinate introductory presentation by Country Office	Give presentation on country context and topic area

<i>Rapid ideation</i> <i>Quickfire presentations</i>			
Creation (6 weeks) <i>User-research</i> <i>System mapping</i> <i>Prototyping</i> <i>Iteration</i>		Coordinate interviews with end users and stakeholders Coordinate guest speaker presentations	Assist with identifying local groups and partners to participate in research interviews
Feedback (5 weeks) <i>Expert consultation</i> <i>User-testing</i> <i>Iteration</i> <i>Final presentations</i>	Guest visit and workshop with member of IU NYHQ (<i>optional</i>)	Coordinate and lead feedback sessions with team of experts (3+)	Participate in feedback sessions and support teams with finalizing their projects
Final deliverables	All students should submit the following to the university and to UNICEF: 1. A final presentation (or equivalent documentation) 2. A Concept Note in the prescribed format (template attached in Index III)		
Evaluation & Incubation	Course instructor, Country Office, and IU NYHQ will jointly decide if any projects are ready for field-testing or incubation. Financial support for testing and/or travel is the responsibility of the partnering university. Students, Instructors, and UNICEF focal point are asked to complete the following evaluation forms: Students: [coming soon] Instructors/UNICEF: [coming soon]		

Note: Please refer to the sample syllabus on page 6 for a more detailed breakdown of course structure. The sample syllabus includes a week-by-week breakdown of topics covered, assignments, key readings and reference, and work templates.

SAMPLES

CONCEPT NOTE TEMPLATE | DESIGN FOR UNICEF COURSE

A concept note is a standard UNICEF document used within the organization to capture and share key information about a proposed project. Student concept notes will be shared with interested UNICEF colleagues.

Concept notes should address the following:

Objective

What is the purpose of the project? Include concrete, measurable outcomes in bullet points.

Background and Rationale:

How was the need identified? Why is it being addressed now and in this way? Where does it fit among other UNICEF programmatic priorities?

Project Description:

What have you created? How does it work? Who needs to be involved (users/stakeholders/partners)? How does it add value?

Way Forward:

What are the next steps? How can this project move forward? Testing, iteration, etc. These should also be concrete and measurable.

Support Needed:

Concrete resources that align with the project plan. What will it require in terms of funding and personnel support?

CONTRACTUAL AGREEMENTS

Most of UNICEF’s partnerships with academia are operationalized using one of the following two contractual agreements:

1. Memorandum of Understanding (MOU)

A Memorandum of Understanding, or MOU, is an agreement by two parties focused on the joint pursuit of a common goal, using each partner's existing resources and without the transfer of resources from one partner to the other. MOUs are well-suited to broadly define strategic alliances between UNICEF and other institutions, declaring agreement of intent, areas of common interest, spheres of co-operation and operational engagements.

Samples:

UNICEF_URACCAN *(to be added)*

2. Letter of Intent (LOI)

A Letter of Intent, or LOI, is a lighter contractual document than an MOU that takes less time and fewer resources to process. It identifies partner roles and responsibilities and stipulates requirements for the collaboration, including coordination of promotional materials, use of UNICEF name and logo, and open source nature of all outcomes.

Using an LOI as the appropriate contractual agreement is dependent on the rules and regulations of the Country Office in question. Similar to an MOU, an LOI does not permit for funds or supplies to be transferred between two organizations.

If there is an existing MOU, it can usually be amended to include the Course collaboration.

[Samples follow]

Letter of Intent #1

Date: 18 December 2012
To: Larry Leifer, Professor, Department of Mechanical Engineering, Stanford University
Re: A Promise Renewed – UNICEF/Stanford Design for Development Contest

Dear Dr. Larry Leifer,

This is a Letter of Intent that we are pursuing a collaboration between the ME310 course at Stanford University and UNICEF to engage students around “A Promise Renewed”, a global initiative to end preventable child deaths. The principle goal is to develop a product or service that eliminates one or more of the five main killers of children – pneumonia, malaria, diarrheal diseases, preterm birth complications, and complications during birth.

The purpose of this collaboration is mainly to:

- Engage a team of 3-4 graduate students in the ME310 course at Stanford University to develop an open-source product or service solution that addresses one of the “A Promise Renewed” focus areas.

- Connect this team to UNICEF’s global network of knowledge and partners to ensure that proposed solutions are relevant, scalable, and tested in the field with end users.
- Create new global partnerships around child survival and new modes of scaling innovative interventions – all with the involvement of those most in need of solutions.

This Letter of Intent serves to confirm that in the spirit of trusted cooperation, the following terms have been agreed upon:

- All direct outcomes will be documented, published and made freely available for the global public good. With intentions to minimize impediments to widespread implementation, to the best of abilities, new product and service concepts should avoid pre-existing, license-restrictive intellectual property from UNICEF and Stanford.
- Communications and materials related to this collaboration will be mutually coordinated by UNICEF and Stanford. All such materials shall be reviewed and approved by both parties prior to release into the public domain.
- Both UNICEF and ME310 at Stanford authorize each other to publicize their participation in the project, along with a description of the project. Where promotional or publicity materials are produced for external dissemination, both parties shall review and approve the promotional materials prior to their use, in accordance with each party’s rules and regulations. Subject to the terms of use of the UNICEF name and logo, Stanford ME310 may also generally disclose its relationship with UNICEF. The inverse also holds.

It is understood that the more operational aspects of this collaboration, including communication plans, project timeline, and travel possibilities, will be developed by Stanford in agreement with UNICEF. UNICEF will provide administrative support and technical guidance for the duration of the project, which will run from November 2012 through June 2013. This collaboration may be revisited and further expanded during or after the period of the project.

On behalf of

UNICEF, THE UNITED NATIONS CHILDREN’S FUND

By _____

Name: Christopher Fabian
Title: Co-lead, Innovation Unit

ME310 at STANFORD UNIVERSITY

By _____

Name: Larry Leifer

Letter of Intent #2

**BETWEEN
THE UNITED NATIONS CHILDREN'S FUND
AND
BOGOR AGRICULTURAL UNIVERSITY**

With the objective of strengthening their mutual cooperation and promotion of mutual exchanges, the United Nations Children's Fund (UNICEF) and Bogor Agricultural University (IPB), referred to hereafter as 'both parties', have concluded the following intention:

1. With this LOI, both parties agree to promote successful collaboration between the UNICEF and the RAMP-IPB programme at IPB to engage students in The Global Design for UNICEF Challenge.
2. Envisaged to be a global academic challenge, the collaboration is expected to take

the form of a contest of open source innovations developed by the students of the University to address some of the developmental challenges that come in the way of equity and children's rights in Indonesia.

3. The principle goal is to develop a partnership with Bogor Agricultural University through the RAMP-IPB programme in order to provide a channel for student developed products and or service concepts that could have a meaningful impact on one of the three identified thematic areas for The Global Design for UNICEF Challenge in Indonesia: Access to improved sanitation and the problem of Open Defecation; Access to Birth Registration; Youth participation in Disaster Risk Reduction and Emergency Responses, and Food Security.
4. Through the collaboration, the following activities will be pursued:
 - Engagement of all students enrolled in the RAMP-IPB programme at Bogor Agricultural University to develop a set of concepts for a product or service solution that addresses one of the “The Global Design for UNICEF Challenge” focus areas.
 - Development and introduction of Innovation and Human Centred Design skills to students, focusing on community and user oriented product and service development.
 - Connecting students and the RAMP-IPB programme to UNICEF's global and national network of knowledge experts and programme partners.
 - Creation of academic partnerships on social impact issues in order to explore new modes of scaling up innovative interventions through UNICEF's engagement with students, communities, and universities.
5. This Letter of Intent serves to confirm that in the spirit of trusted cooperation, the following terms have been agreed upon:
 - All direct outcomes & “Work Products” will be documented, published and made freely available for the global public good. Outputs will be licensed under an Attribution-Non Commercial-Share Alike Creative Commons license. Work products will not include pre-existing intellectual property rights of UNICEF and Bogor Agricultural University.
 - Communications and materials related to this collaboration will be mutually coordinated by UNICEF and Bogor Agricultural University. All such materials shall be reviewed and approved by both parties prior to release into the public domain.
 - Terms and use of UNICEF and Bogor Agricultural University name and logo: Both UNICEF and RAMP-IPB at Bogor Agricultural University authorize each other to publicize their participation in the project, along with a description of the project. Where promotional or publicity materials are produced for external dissemination, both parties shall review and approve the promotional materials prior to their use, in accordance with each party's rules and regulations. Subject to the terms of use of the UNICEF name and logo, Bogor Agricultural University

and RAMP-IPB may also generally disclose its relationship with UNICEF. The inverse also holds.

- It is understood that the more operational aspects of this collaboration, including communication plans, project timeline, and travel possibilities, will be co-developed by RAMP-IPB at Bogor Agricultural University in agreement with UNICEF. UNICEF will provide specific technical guidance for the duration of the project as defined in the established practices and scope of The Global Design for UNICEF Challenge guidelines.
- The parties agree that this Letter of Intent is not a formal legal agreement giving rise to any legal relationship, right, duties or consequences but is only a definite expression and record of the purpose of the parties to which the parties are bound by honor only.
- This Letter of Intent for collaboration between RAMP-IPB at Bogor Agricultural University will run from April 2014 through April 2015. This collaboration may be revisited and further expanded during or after the period of the project.

On behalf of

THE UNITED NATIONS CHILDREN'S FUND
INDONESIA COUNTRY OFFICE

BOGOR AGRICULTURAL
UNIVERSITY

Signed by:

Signed by:

Angela Kearney
Suhardiyanto, M.Sc.
Country Representative

Prof.Dr.Ir. Herry
Rector

Date : _____

Date : _____