rehack × PSCI

November 2020 @ Princeton University

Dear potential sponsor,

An **innovative, human-driven approach to technology**—this is exactly what we need to address the risks of climate change and create a sustainable, livable future. That's why Rehack and the Princeton Student Climate Initiative are collaborating to organize the **first-ever virtual reverse hackathon on climate action**. The event will bring together students with interests in computer science, design, sustainability, product management, public policy, and more to redesign consumer tech products. We're leveraging the power of interdisciplinary dialogue to encourage students to "rehack" technology to be more healthy, equitable, and humane.

We would love to partner with you! By supporting the event, you will gain access to design and engineering talent, novel ideas for your company to pursue sustainable development, user feedback, and much more. Please contact us at rehack@princeton.edu if you are interested or have any questions. We look forward to hearing from you!

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What we do

At our reverse hackathon, we challenge students to rethink the traditional hackathon to encourage the development of **creative solutions** that allow for **greener and healthier relationships between people and technology**. Instead of the conventional hackathon practice of building products to solve problems in need of technical solutions, Rehack participants first identify problems within existing consumer technology and work in teams to prototype solutions that improve the product. The solutions are presented to a panel of judges at the end of the event.

Instead of the technical focus of traditional hackathons, our reverse hackathon has a focus on **higher level product thinking, UI/UX design, and human-computer interaction**. Since a technical approach to a solution is optional, no technical background is needed for the event. For our 2020 theme of climate action, possible topics to tackle include:

- Food deserts are geographic areas where the absence of nearby grocery stores significantly limit residents' access to healthy and affordable food options. **How can we use concepts from psychology, nutrition, and user-focused design to innovate GIS system apps to help vulnerable communities access healthy, affordable food?**
- We're all guilty of letting our cars idle for a little too long and forgetting to turn off the lights when we leave a room. **How might we reduce our own carbon footprint and encourage consumers to move away from "ordinary" wasteful behavior?**

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Past highlights

On November 16, 2019, over 100 students from 9 different universities on the East Coast (including Princeton, Columbia, and Carnegie Mellon) came to Princeton to redesign today's technology to be more humane and socially responsible. We featured Sri Jalasutram from *Uber Design* as our keynote speaker. We hosted an ideation and team formation workshop with Headstream Innovation, and we partnered with industry leaders such as *IDEO* and *Adobe* to provide skills and design thinking-based workshops. In addition, the event was made possible with the support of partners including *1517 Fund, Dribbble, GitHub, Sketch, Viget, Headstream,* and *FindCollabs*.

The result of a full day of ideation, designing, and implementation was **27 thought-provoking prototypes** created by students of diverse backgrounds and majors, from engineering to history to philosophy. When fully implemented, these projects can improve digital wellbeing and decrease user bias in modern consumer tech products. Moreover, many of the participants further refined their projects after the event and entered in competitions, including the Princeton E-Club Pitch and Hult Prize Princeton. All of the Rehack projects can be found here, and photos from the event can be found here.

Who we are

Rehack is a group of Princeton University students passionate about bridging technical development with usability, humane design, and ethics. We are organizing the first collegiate reverse hackathon with the goal of diversifying conversations in the development of technology. We realized that even though tech products are such a huge part of our lives, it is hard to slow down and think critically about their impact on our lifestyles. We also saw the value in iterative prototyping as a means of innovation in contrast to our usual linear process of completing assignments and exams. Rehack is advised by Hack Mental Health, Stephen Cognetta (founder of Exponent), Princeton's Center for Information and Technology Policy, Keller Center for Innovation and Engineering Education, and Office of the Dean of Undergraduate Students.

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The **Princeton Student Climate Initiative (PSCI)** is a group of undergraduate and graduate students at Princeton University driving multilateral climate action towards a sustainable future. Supported by Princeton's Pace Center for Civic Engagement, we pursue human-driven policy and technology to positively impact climate-related issues. To spearhead student engagement in Princeton's plan to achieve carbon neutrality by 2046, PSCI has overseen the development of hydroponic farms and a carbon footprint calculator, among other technological innovations. PSCI also facilitates climate policy creation in New Jersey. The group has written a 94-page white paper on reducing carbon emissions and has hosted several state stakeholder forums connecting hundreds of legislators, environmental leaders, and community groups.

Why sponsor?

We truly believe this event will inspire a community of young thinkers to redesign technology to be more humane and spur climate action. We welcome you to help us build this community. We offer you or your organization the ability to:

- **Evaluate** your ideas, products, services, or tools through the diverse experiences of daily users, gaining product design and positioning recommendations.
- **Recognize** your brand as an active and conscious participant in two crucial, interlinked movements: the need to humanize technological innovation and the need to fight existing environmental inequities and climate change.
- **Connect** with top students and thinkers across disciplines, all interested in creatively addressing the future of technology and its impact on people and our environment.

Sponsorship tiers and details are listed on the subsequent page. Please feel free to reach out with any additional questions that are not covered.

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Benefits and Tiers

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- Logo on website, gear, and online media
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- Send mentors, representatives, and recruiters

Interested in supporting us in a way not represented above?
Please reach out to Catherine Yu at **cjy@princeton.edu**.

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