Challenge 2 (water social)

1. Voice assisted tool to report reputational risk (water riders)
    a. Text-Script-Matrix for business units to handle reports, matrix gives score and area of affect.
    b. Via alexa:
        i. Open Reputational Risk Menu
        ii. E.g. water temperature is rising
        iii. Alexa reports the matter to the Management

Winners:
2. Managing Water Related Reputational Risks – A Social Media Model (blue sakura)
    a. Social Media reputational risk tool
        i. Use tweets to give risk score to companies
        ii. Companies can subscribe to key issues
    b. Tool
        i. Enter company name (eg. nestle)
        ii. One week (or other timerange) score -0.1
        iii. Displays good and worst tweet

3. WWATER
    a. Measure motivation of companies worker with a form
    b. Increase brand experience by motivational pipeline and data collection
        i. 10 Questions Name, Role,…
        ii. E-Learning Platform
            1. Employees can see what WWF does and go into direct contact with WWF
            2. Shows next steps

Challenge 1 (textile)

1. Be part of it (Charlies Angels)
    a. Aimed at travellers
    b. Peolpe can share travel pictures
    c. Pictures can be used to graph out water pollution
    d. Send out detection tools to travellers
    e. Map the insta fotos to the map and recreate a heatmap out of that

2. Water Watch Foundation (drink code)
    a. Water samples across the world (croud sourcing)
    b. How to engage? How to validate?
    c. Support their brands by gathering data and sending it to WWF, WWF can then go to the company
    d. Engaging & Validating
        i. Tinder like app voting if water is clean or dirty
        ii. People get points to take pictures or to validate

          iii.   Send out Kits

Winners:

3. DataCats
   a. https://docs.google.com/presentation/d/1unpLXBwePL7jaqLJDKBPmJ7wCAAGZAnSfrsMQQsTdk8/edit?usp=sharing
   b.

4. Water Inspector ()
   a. Solution to find data:
      i. Scraping the Web
      ii. Empower the people
         1. Form to collect water information
         2. Type in address of company affecting water
      iii. Water inspector shows heatmap about reports and risk to show which suppliers are increasing the risk
      iv. Send workshops/educations to companies increasing risk