

THIS WEEK YOU WILL...

- Understand what the challenge is about (main goal, tasks and timeframes).
- Form your team and share your aspirations for this project.
- Create the first slide of your final presentation, and your first journal entry.

INTRODUCTION

Have you heard the word 'sustainable' before? I bet you have. As the world's population continues to grow, humans consume increasing amounts of Earth's resources, to a point where protecting and fairly distributing what is left becomes really difficult. Some of the brightest people on the planet agree that sustainability will be the big battle of our generation. So, what do we do? We prepare. By inventing ways of living that are kinder to our planet, ourselves and others.

The Challenge

This year's ATSIAP Challenge will have you explore the multiple meanings of sustainability, as you step into the shoes of an **Aboriginal and Torres Strait Islander entrepreneur willing to build a nature-friendly business in a regional, rural or remote area**. In other words, you will:

- come up with a business idea for a nature-friendly business that can be operated from a regional, rural or remote area
- prove its commercial value
- work out how to make it environmentally and socially sustainable
- present your idea and your journey at the ATSIAP 2019 finals.

It's a brainy challenge. You'll be learning all about...

- business idea generation
- testing the quality of business ideas
- the social and environmental impacts of businesses.

But don't get too comfortable in that chair! It's very hands-on too. You'll be doing...

- stand-up creative brainstorming
- lots of interviews
- a 2-minute video
- an awesome final presentation!

Tasks and Timeframes

The following recommended schedule will keep you on track to complete the challenge on time:

Stage	When	What you'll be doing
Get creative	Week 1	Understand the challenge and form your teams
	Week 2	Brainstorm business ideas and choose one or two to progress
Think business	Week 3	Expose your ideas to real customers
	Week 4	Assess which ideas have the biggest chance of commercial success and adapt your ideas from customer feedback
Think environment	Week 5	Investigate potential environmental impacts of your business
	Week 6	Explain what you learned in a 2-minute video
Think people	Week 7	Investigate potential social impacts of your business
	Week 8	Create an action plan to enhance the social impact of your business
Share your work	Week 9	Prepare for your final presentation
	Week 10	Present your work, and watch other teams present theirs, at the ATSIAP Challenge finals!

ACTIVITY 1 - *"What was that again?"*

The best start to any project is to ensure we have a clear understanding of the goal. So, let's recap. Using your own words, write short answers to the following questions:

What will you be producing for the ATSIAP Challenge? And why could it be important?



Now, share your answers with another student, taking turns to read aloud what you wrote.

- Are your answers similar?
- If there are differences, do you complement or contradict each other?

If you find contradictions in your understandings of the task, take some time to read again the introduction on page 1, and adjust your answers until you're satisfied. If it helps, here's my own recap of the same questions.

What will you be producing for the ATSIAP Challenge? And why could it be important?

We'll produce a business idea that can be operated by Aboriginal and Torres Strait Islanders from regional, remote or rural areas. Our business idea needs to be a nature-friendly.

We'll need to prove the business is commercially viable, and environmentally and socially sustainable.

The whole exercise is meant for us to explore and apply sustainability concepts in practical ways. Sustainability is about caring for our planet, so it will still be there for our children, and the children of our children, and so on...

ACTIVITY 2 - KNOW YOUR WAY AROUND

WEBSITE

Now it's a good time to get familiar with the ATSIAP 2019 Challenge website:

<https://sites.google.com/view/atsiap-2019-ug/home>

Take 2-3 minutes to navigate the website, click around to see what's available.

WEEKLY ACTIVITIES AND RESOURCES

In the home page, you'll find the materials for each week under 'Weekly Activities and Resources'. The resources for each week comprise:

- One **Activity Guide**, and
- A number of **Additional Resources**.

Activity Guides (like the one you are reading right now) contain the tasks that need to be completed each week. Activity Guides should be your starting point every new session.

Additional Resources, on the other hand, are support materials, such as videos, links to websites or templates. These are not compulsory, but will greatly improve your understanding of the tasks, as well as the speed and quality of your work. Take a look at the resources available for [Week 1](#).

YOUR TEAM

Talking about Additional Resources, you can now complete the activity '**Team Introductions**' (Week 1, Additional Resources) to prepare you for the team introductions.

Take turns to introduce yourselves to the rest of the team.

CHALLENGE OUTPUTS

We've talked about what you'll be producing (business ideas), and the process behind it (proving their commercial, environmental and social value). But, what will your team actually **deliver** by the end of the challenge? You'll be working towards two outputs:

- A **PowerPoint presentation (10 to 12 slides - approx. 5 minutes)**. This is where you present your idea and explain why it could work commercially, environmentally and socially. Each week, we'll add a slide to your presentation, or produce cool graphics or video to enrich it.
- A **reflective journal (about 2 pages)**. At the end of each session, your team will write a couple of paragraphs about what was done and learned. Together, these entries will make up your reflective journal.

KEEPING RECORD OF YOUR WORK

While you progress through the Challenge (Weeks 1 to 10), you'll produce a lot of drafts, sketches, handwritten notes, and other intermediate outputs. Don't throw them away! Keep them safe in a folder or bag.

Towards the end of the Challenge, you might want to go back to some of those early drafts, for example, to see how far you've come, or to demonstrate to the judges the process you followed to achieve certain outputs. Following the same logic, when you make improvements to digital outputs (e.g. slides, text, images or video), keep copies of old versions, instead of re-writing or deleting them. Being able to show some of those 'original' vs. 'final' versions could make a great slide in your final presentation!

ACTIVITY 3 - YOUR FIRST SLIDE AND JOURNAL ENTRY

Let's create the first slides of our presentation. **A single file per team.**

Step 1. Create a new PowerPoint presentation and save the file in a secure location.

Our file is called _____ .pptx, in folder _____.

Step 2. Create an opening slide, with the title 'ATSIAP Challenge 2019', the name of your School, your City/Town and a Date. We'll add the name of your business idea later.

Step 3. Add a new slide, title it 'Our Team', and type in the names of your team mates.

Step 4. Add another side (this will be your final slide) and type 'Thank you' or similar.

Step 5. That's it. Save and close 😊!

A note about formatting:

It's very tempting to start playing with different fonts, colours, images, backgrounds, animations and other formatting options at this point. I strongly recommend that you keep all formatting to a bare minimum until about Week 8. The main reason for this is: you'll be producing lots of interesting content over the next few weeks, such as a business idea, images and video, which might end up influencing the style you want to give to your slides. Any time spent on styling during the first weeks is likely to be a waste.

To conclude Week 1, let's create your first journal entry.

Step 1. Create a new Word document and save as 'Reflective Journal' or something similar.

Our file is called _____ .docx, in folder _____.

Step 2. Together, draft a short paragraph (3 to 4 sentences) what cool things you expect to achieve as a team during this Challenge. All kinds of aspirations are valid, personal or academic.

Step 3. Save and close!

That's it for now.

If you haven't, take some time to watch the videos in [Week 1's Additional Resources](#).

Until next week!