

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.
- Produce your first output (basic website and team introduction).

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.

Main Goal

This year's ATSIAP Challenge will have you explore the multiple meanings of sustainability, while you build a **Sustainable Business Toolbox for Aboriginal and Torres Strait Islander Entrepreneurs**. In other words, you will:

- come up with a viable idea for a business,
- work out how to make it environmentally and socially sustainable; then
- publish your findings to inspire Aboriginal and Torres Strait Islander entrepreneurs throughout Australia.

Other Objectives

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

- nature-based businesses
- 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 Wikipedia-style website
- a 1-minute explainer video.

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	Choose one type of nature-based business and brainstorm 10 different product ideas
Think business	Week 3	Expose your ideas to real customers
	Week 4	Assess which ideas have the biggest chance of commercial success
Think environment	Week 5	Investigate potential environmental impacts of your business
	Week 6	Explain what you learned in a 1-minute video
Think people	Week 7	Investigate potential social impacts of your business
	Week 8	Create an action plan and list of resources for indigenous entrepreneurs
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 final event!

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?

Who will ultimately use it/benefit from your product?

Why could this 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 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?

Ideas, mostly. To start, an idea for a PRODUCT that can be sold by Aboriginal and Torres Strait Islander communities to make money. Then, more ideas, this time about ACTIONS business owners can take to avoid endangering the environment or affecting communities in a bad way. Finally, those ideas will be made PUBLIC (the website and video will definitively play a part in that).

Who will ultimately use it/benefit from your product?

Hopefully, Aboriginal and Torres Strait Islander individuals or communities thinking about or starting new businesses.

Why could this be important?

Aboriginal and Torres Strait Islander communities are best placed to care for our country's resources in a sustainable way. What kind of businesses could be run sustainably from regional/remote locations, which are uniquely suited to Aboriginal and Torres Strait Islander communities? Let's find out!

ACTIVITY 2 - WORKING IN TEAMS

Let's take some time to think about what YOU can bring to your team. Read through the options in column 1 (team skills) and column 2 (knowledge/aptitude). Which statements sound just like you? Choose 2 in each column.

All about me!

Team skills I feel most comfortable as a...	Knowledge/Aptitude I am most interested in...
Leader Keeping people on track, delegating tasks, resolving conflicts, understanding the strengths of each member.	The business aspect of this challenge
Facilitator Locating resources or people needed to complete tasks, anticipating future needs.	The environmental aspect of this challenge
Performer Turning ideas into actions, I'm disciplined, dynamic, reliable, and focused on completing tasks.	The people/cultural aspect of this challenge
Thinker Generating ideas, solving complex problems, thinking outside the box.	The technical components (web development)
Evaluator Revising work as it progresses, ensuring outputs fit seamlessly and are of high standards, providing constructive feedback to others.	Scripting/Writing (crafting written and video messages)

Prepare to share

Get ready to introduce yourself to your team. You will tell them:

- Your name and age
- Your favourite subject at school OR your dream job
- Your top 2 team skills (and whether you'd like to try something different)
- Your top 2 aptitudes (and whether you'd like to try something different).

Time for team introductions

Introduce yourself to your team and listen to their introductions. Fill in the form below as presentations progress (don't forget to include yourself in the table!).

Team member name	Team skills	Aptitudes
_____	<input type="checkbox"/> Leader <input type="checkbox"/> Facilitator <input type="checkbox"/> Performer <input type="checkbox"/> Thinker <input type="checkbox"/> Evaluator	<input type="checkbox"/> Business <input type="checkbox"/> Environment <input type="checkbox"/> Society <input type="checkbox"/> Technical <input type="checkbox"/> Writing
_____	<input type="checkbox"/> Leader <input type="checkbox"/> Facilitator <input type="checkbox"/> Performer <input type="checkbox"/> Thinker <input type="checkbox"/> Evaluator	<input type="checkbox"/> Business <input type="checkbox"/> Environment <input type="checkbox"/> Society <input type="checkbox"/> Technical <input type="checkbox"/> Writing
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_____	<input type="checkbox"/> Leader <input type="checkbox"/> Facilitator <input type="checkbox"/> Performer <input type="checkbox"/> Thinker <input type="checkbox"/> Evaluator	<input type="checkbox"/> Business <input type="checkbox"/> Environment <input type="checkbox"/> Society <input type="checkbox"/> Technical <input type="checkbox"/> Writing

Keep this sheet handy throughout the challenge.

Every week, you will need at least **two performers** doing the heavy lifting. Working in small teams means you will be performing more than one role every week.

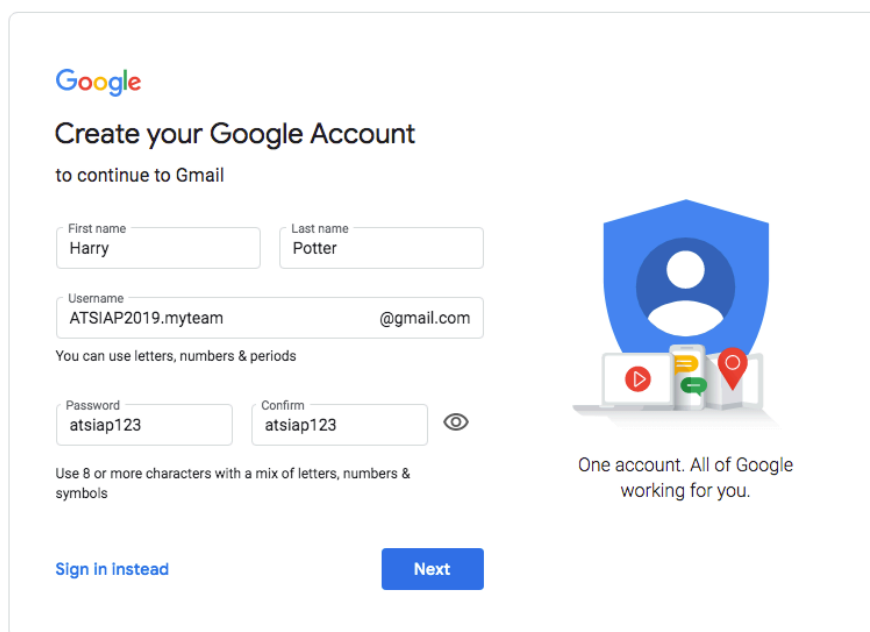
Some teams stay the same until the end. However, each new week brings a chance to rotate and try on new roles. It is also an opportunity to tap on the different aptitudes each member has. Take some time to review roles and responsibilities at the beginning of each week. If you'd like to play a particular role, let your team know!

ACTIVITY 3 - YOUR FIRST OUTPUT

All of the outputs we produce throughout the challenge will be placed directly on the team's website. By the end of this activity, you will have a basic website up and running. We will be using Google's free tools to create and manage our website.

Step 1 - Create a Google Account (one account for the whole team)

- Choose an Account Owner. If anyone in your team is 13 years or older, he/she could be the owner of the Google Account. Otherwise, enlist the help of an adult (teacher, parent) to complete this step (acting as the 'Account owner').
- In a computer, open a web browser (Chrome, Safari, Explorer) and go to:
<https://www.google.com/gmail/about/>
- On the top right, click on "Create an account".
- Fill in the blanks for First Name and Last Name (using the Account Owner's name).
- Choose a Username (this should be something that represents the team).
- Keep note of your username here as well: _____@gmail.com
- Choose a password. Type it in both boxes ('password' and 'confirm').
- Take note of your password here as well: _____.
- Press the Next button.



The image shows the Google Account creation interface. At the top is the Google logo, followed by the heading "Create your Google Account" and the subtext "to continue to Gmail". The form contains several input fields: "First name" with the value "Harry", "Last name" with the value "Potter", "Username" with the value "ATSIAP2019.myteam" and a placeholder "@gmail.com", "Password" with the value "atsiap123", and "Confirm" with the value "atsiap123". There is an eye icon for password visibility. Below the password fields is a note: "Use 8 or more characters with a mix of letters, numbers & symbols". To the right of the form is a blue shield icon with a white person silhouette, and below it, a laptop displaying various Google services icons. At the bottom left is a link "Sign in Instead" and at the bottom right is a blue "Next" button. The text "One account. All of Google working for you." is positioned below the laptop icon.

In the next page, there are some optional and some mandatory fields.

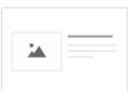
- If someone in your team already has an email address, it is a good idea to register it as a recovery email address.
- Type in the birth date **of the Account Owner. This is important:** Google places restrictions over the use of accounts by persons under 13 years of age. If you write down the birth date of a person younger than 13, Google will disable the account and block any future attempts to create one (even after amending the birth date).
- In the Gender field, choose any option, and click on "Next".

- If you added a phone number earlier, Google will ask to verify it. Press "Skip".
- Lastly, under Terms and Conditions, click on "Agree".

Step 2 – Create a basic website

- Sign in to your team's Google Account.
- On the top right, there's a small icon with nine dots . Click on it to display the Google Apps that can be accessed.
- Look for the app called "Sites" and click on it. If it doesn't show, scroll up/down with your mouse, or click on "More".
- In "Sites", look for the plus button on the bottom right of the page,  and click on it. This will create a new basic website, ready for editing.
- Begin by typing a site name on the top left (where it says "Enter site name"). Use something simple. For example: "ATSIAP 2009 | My School Name". Don't worry, you can change it later. Write it down here as well: _____.
- Now change the title page to 'Our Journey' (where it says "Your page title").

Step 2 – Publish your first content!

- In the right hand column, look for 'layouts', and click on the first option, showing an image and a piece of text. 
- A new block will appear under the main title. Change the title of that new block to "Our Team". Afterwards, write a short paragraph underneath telling the world the names of your team members, the name of your school and your town, why you are participating in this Challenge, and one or two things you hope to achieve.
- Almost there. Hit "Publish" (top right). A window will open showing the future web address of your site. It is made up of the text "https://sites.google.com/view/" and the site name you chose earlier. Write down the complete web address as shown:
https://sites.google.com/view/_____
- Click on 'publish' again. You're done!

In the future, we will continue to edit and improve this website using Google Sites. Keep your **Username** and **Password** handy. It is also a good idea to keep safe, **separate** copies of any text, images or video you produce (in the computer, a USB or paper).

If people external to the team wishes to see your website, share with them the web address you copied above. It is now live on the web for anyone to see.

Optional: Want to embellish it a bit more? Why not add a selfie of your team next to your team's description? Or some other cool image? Save the image in your computer. Open Google Sites, open your site, locate the image frame, click on the plus sign within, and follow the prompts.

That's it for now. There are additional (optional) resources for Week 1 in the ATSIAP 2019 Challenge website, which I strongly recommend you have a look at.

Until next week!