AMPLIFY DISABILITY AND INCLUSION CHALLENGE:
How might we reduce stigma and increase opportunities for people with disabilities?

CHALLENGE DESCRIPTION

Let's design inclusive communities globally. Join us in developing solutions to support people with disabilities by April 23!

Over one billion people are have a disability around the world, and a disproportionate 80% live in poverty. Disabilities are diverse—some are visible, while others are not—and the experience of having a disability is different for everyone. Many may face challenges relating to accessibility and in some areas of the world, disability-related taboo and stigma often lead to socio-economic disempowerment, discrimination, and violence.

Poverty and disability are often linked by a cycle of hardship. People with disabilities may have limited access to health, education, livelihood opportunities, fair wages, and community support, preventing their full participation in society. Effects from the stigma, discrimination, and costs for rehabilitation or care affect not only the individuals, but also their families and children.

Some people with a disability experience multiple vulnerabilities that pose additional barriers. These populations include (but are not limited to) women and girls, people living in rural areas, and those living in areas of conflict or humanitarian crisis. Children with disabilities are almost four times as likely to experience violence than those without a disability.

While great progress has been made in some areas, there remains a lack of global commitment and investment to ensure that people with disabilities can live independently and with dignity. Their perspectives are often not heard by governments and other decision makers. Compounded by the lack of reliable disability-related data, the needs of people with disabilities are far too often overlooked. It's critical that we

accelerate towards the visions laid out in the [The United Nations Convention on the Rights of Persons with Disabilities](), [The UN Sustainable Development Goals](), and other frameworks.

We're running this challenge because we believe it critical to ensure that all voices are heard and that no one is left behind. In order for this to happen, there must be a global effort to increase understanding around disability and inclusion. **Join us in this call to action: how we might reduce stigma and increase opportunities for people with disabilities?**

We believe that diverse perspectives are key to solving problems, and invite organizations of varying experiences to join this challenge: those new to the space and eager to incorporate inclusive programming to their work; those with deep experience working in disabilities in one or more locations; and those with staff and leadership who themselves have a disability.

Inclusion is critical—and we invite ideas addressing challenges surrounding any disability, including mobility and other physical impairments, cognitive disabilities, and psychosocial or psychological disorders. By working together to collaborate on and implement innovative solutions, we can build a more inclusive society for all people.

OPPORTUNITY AREAS
We're looking for a wide range of solutions focused on:

1. [Accessible Social Services]()
Critical services—such as education and health care—are not always designed to ensure persons of with disabilities can access them. How might we ensure that new and existing services are designed inclusively? We encourage you to think about health services, education systems, the public spaces and transportation systems, and beyond.

Solutions are designed and implemented in the context of real world constraints such as national policies or budgetary considerations. We are

looking for ideas with deep grounding in community context that can think creatively about designing services with this knowledge in mind.

To kick start your brainstorming, a few ideas that would fit into this category include:

- Adapting an existing teacher training to ensure the teachers are confident in their abilities to teach persons with diverse physical and cognitive abilities.
- A new approach to screening for common mental health challenges.
- Creating a new technology service to ensure persons with physical impairments are able to travel to their health clinic and enter the building safely.
- Innovatively scaling up a successful program or adapting it to a new context.

2. Economic Inclusion

Living with a disability can create barriers to economic independence for both individuals and families, often due to stigma. It is estimated that 80-90% of persons with disabilities of working age in developing countries are unemployed. How might we ensure that persons with disabilities have the ability to secure a livelihood in formal or informal sectors that will support them and their families?

Let's develop ideas that that will support persons with physical, psychosocial, and cognitive disabilities to find decent work, get hired, and thrive in the workforce with equal pay. Keep in mind the importance of aligning the support to market opportunities so that individuals can sustainably support themselves and their families. Economic inclusion is a critical tool to enable people with disabilities to increase their socio-economic status, but will also help to break stigma and discrimination around disabilities

To kick start your brainstorming, a few ideas that would fit into this category include:

- New ways to bridge between education and employment, such as creation of a community job placement hub providing interview and other support services.
- Creation of a new technology that allows persons with a specific impairment to thrive in the workplace.
- Market-relevant skills training or mentorship programs.
- A social enterprise that consults with companies to understand how to best support people with disabilities that both increases inclusion and profits.

3. Access to Context-Appropriate Products

People with disabilities often face barriers to living independently. What new physical or digital products, or ways to provide access to existing products, can we design that will provide support to people with disabilities?

Keep in mind that context is key - products should be accessible, affordable, usable, durable and maintainable. Let's ensure that people with disabilities have the tools that they need to live healthy and prosperous lives.

To kick start your brainstorming, a few ideas that would fit into this category include:

- Designs for new products that would allow persons with physical or mental impairments to improve their mobility or increase access to existing places and services.
- Adaptations to existing products and tools such as wheelchairs, glasses, prosthetics, hearing aids, prosthetics, ramps, urinary management tools, and cushions.
- Improving product-related services and delivery such as wheelchair servicing, eyeglass fitting, or installation of ramps to buildings.

- New businesses that would support wider distribution to remote areas.

THE OPENIDEO CHALLENGE PROCESS

During our **Ideas Phase**, we're calling the global community to action. To participate, all you need to do is create an account, log in, and fill out basic information about your idea. **Apply by April 23, 2017 at 11:59PM PDT!**

Then, on **May 8th we'll announce a set of shortlisted ideas** that will move forward in the Challenge into a two-week **Feedback Phase**. During this phase, we will provide a set of resources and ask contributors to get offline and into their communities to ask for feedback on their idea. At the same time, a community of issue experts will review and provide feedback to each shortlisted idea. Contributors will not be able to edit their idea during this period of time.

After the Feedback Phase, we will open the **Improve Phase**, during which contributors of each shortlisted idea will have two weeks to apply learnings and make final refinements to their proposal. **Final revisions will be accepted until June 4, 2017 at 11:59PM PDT.**

After a period of review, we look forward to announcing **Winning Ideas**— a set of selected solutions with great potential to increase their impact through the human centered design process. Amplify will support the evolution of these collaborative concepts into tangible real-world solutions. **Winning Ideas will be announced on July 10, 2017!**

We hope this process will be a collaborative learning experience for all teams participating in any phase of the Challenge, accelerating innovative ideas into impactful solutions. All contributors will have access to resources and collaboration within the OpenIDEO community.

TIMELINE

There is an embedded timeline on the platform that may be difficult to navigate with screen readers or other technologies. That timeline is provided below in bullet form.

- **Ideas Phase:** March 27 – April 23, 2017 at 11:59PM PDT
- **Shortlist Announced:** May 8
- **Feedback Phase:** May 8 – May 21, 2017 at 11:59PM PDT
- **Improve Phase:** May 22 – June 4, 2017 at 11:59PM PDT
- **Winning Ideas:** Announced July 10

HUMAN-CENTERED DESIGN MINDSETS

Some of you may be more familiar with human-centered design than others—and that's ok—diversity of experience is important. A few of IDEO.org's mindsets are listed below for you to consider as you participate in this Challenge and the creative problem solving process. Learn more here.

- **Empathy** - Empathizing with the people you're designing for is the best route to truly grasping the context and complexities of their lives. But most importantly, it keeps the people you're designing for squarely grounded in the center of your work.
- **Optimism** - Optimism is the embrace of possibility, the idea that even if we don't know the answer, that it's out there and that we can find it. Believing something is possible may somehow make it so.
- **Embrace Ambiguity** - We always start from a place of not knowing the answer to the problem we're looking to solve. And though that's not particularly comfortable, it allows us to open up creatively, to pursue lots of different ideas, and to arrive at unexpected solutions.
- **Make It** - When the goal is to get impactful solutions out into the world you can't stay in the realm of theory. You have to make your ideas real. In the end, it doesn't matter what you use, or how

beautiful the result is, the goal is always to convey an idea, share it, and learn how to make it better.

- **Learn from Failure** - Failure is an incredibly powerful tool for learning. Designing experiments is at the heart of human-centered design. So is an understanding that not all of them are going to work. When we get it right, it's because we got it wrong first. If we adopt the right mindset, we'll inevitably learn something from our failures.
- **Creative Confidence** - Creative confidence is the belief that everyone is creative, and that creativity isn't the capacity to draw or compose or sculpt, but a way of approaching the world. It's believing that you can and will come up with creative solutions to big problems and the confidence that all it takes is rolling up your sleeves and diving in.
- **Iterate, Iterate, Iterate** - We iterate because we know that we won't get it right the first time. Or even the second. Iteration allows us the opportunity to explore, to get it wrong, to follow our hunches, but ultimately arrive at a solution that will be adopted and embraced. We iterate because it allows us to keep learning.

EVALUATION CRITERIA
At a minimum, we are looking for ideas that:
- Are **new or in early stages** but related to core competencies of your organization or group.
- Will be implemented in one or more of **the 27 eligible countries** (Afghanistan, Bangladesh, Burma, Democratic Republic of Congo, Ethiopia, Ghana, Kenya, Kyrgyzstan, Liberia, Malawi, Mozambique, Nepal, Nigeria, Occupied Palestinian Territories, Pakistan, Rwanda, Sierra Leone, Somalia, South Africa, Sudan, South Sudan, Tajikistan, Tanzania, Uganda, Yemen, Zambia, Zimbabwe).
- Will be implemented by an organization or group that is **registered in some way in at least one country.**

- Have at least **one year of experience working in the country** in which the idea is to be implemented.
- Have at least **one year of experience working in the sector** within which the idea is focused (even if working to support people with disabilities is a new focus for your organization).

For more detailed information, read our full [Evaluation Criteria](#) which outlines everything that we will take into consideration during shortlisting and final evaluation. Though we encourage and appreciate collaboration across contributors, the number of comments and applauds on your idea are not an evaluation consideration.

WINNING IDEAS
At least five winners of this challenge will receive an invitation to a four day human-centered design bootcamp, 18 months of design support, and a grant typically between $50,000 and $150,000. Learn more about our previous winners on [IDEO.org's Amplify website](#).

ABOUT AMPLIFY
Amplify is a series of innovation challenges bringing increased collaboration and a human-centered design approach to early stage solutions addressing some of the world's toughest problems. Amplify is a joint initiative of OpenIDEO, IDEO.org and the UK Department for International Development (DFID). It is made possible through DFID funding. [Learn more about Amplify here.](#)

ACCESSIBILITY
If you have questions or feedback about accessibility, need assistance understanding the Challenge process, or posting your idea to the platform, feel free to get in touch with us at amplify@ideo.org. We encourage all participants to learn more about the [accessibility considerations relating to this Challenge here](#). (see below)

We understand that there are aspects of the Amplify Challenge process that may present accessibility challenges for some people and have worked to improve inclusiveness of the opportunity in a number of ways, including:

- We have and will continue to include captions on each image on web pages for this Challenge.
- We have provided access to both a PDF and Microsoft Word version of the entire Challenge Brief and related materials.
- Later in the Challenge, we will host office hours for contributors which will welcome participation via video or chat. Afterwards, we'll provide the video and transcript to the community.
- When linking to another OpenIDEO page, we have been descriptive in the linked words for increased usability with screen readers. When linking to a website outside of OpenIDEO, we have included in our description what website that you will be guided to.
- We strongly encourage all participants to keep accessibility of their idea in mind. If you include images, please include a caption. If you include a video, please include subtitles, if possible. Free tools and resources are available such as YouTube's guidance, Amara, and dotsub.
- For information about accessibility of OpenIDEO in general, check out this Accessibility page.