

INNOVATE4IMPACT CHALLENGE

14-Week Lesson Plan Curriculum

Young Minds. Bold Ideas. Technology for Impact.

2027 Focus: SDG 13 – Climate Action + SDG 12 – Responsible Consumption & Production
Suggested session: 60–90 minutes per week

WEEK 1 — Introduction to the SDGs & Climate Action

Learning objective

Students understand the Sustainable Development Goals and explore why climate action and responsible consumption matter.

Key question

“What problems in our world need young people to become problem-solvers?”

Starter - The World We Want

Show students images or examples of:

- Plastic pollution
- Food waste
- Extreme weather
- Fast fashion
- Renewable energy
- Electric transport
- Sustainable cities

Ask:

“What do you notice?”

“Which problems affect people around you?”

“Which problems could technology help solve?”

Activity: Download SDG Challenge Wall

[SDG Challenge Wall](#)

Give teams cards containing different SDGs.

Students:

1. Group the SDGs into themes.
2. Choose the three they think are most important.
3. Explain their choices.
4. Identify connections between climate action and other SDGs.

Challenge

Teams complete:

“One problem I want to help solve is...”

Take-home task

Find one climate or sustainability problem they have noticed in their:
home → school → community → city.

Output

Personal Problem Interest Card

Download [Personal Problem Interest card](#)

WEEK 2 — Discover a Community Problem

Learning objective

Students identify a genuine problem affecting their community.

Key question

“How do we know a problem is actually a problem?”

Activity: Community Problem Hunt

Teams investigate:

- School
- Home
- Local community
- Transport
- Shops

- Food
- Waste
- Energy
- Clothing
- Green spaces

Students identify **at least 10 problems**.

Then classify them:

Problem	Who is affected?	Where?	Environmental impact
Food waste	Students/families	School/home	Waste/resources

Activity: Problem Ranking

Score each problem from 1 to 5 for:

- Importance
- Number of people affected
- Environmental impact
- Possibility of solving it
- Potential for technology

Output

Top 3 Community Problems

WEEK 3 — Research & Problem Investigation

Learning objective

Students learn to investigate rather than assume.

Key question

“What evidence do we have?”

Mini lesson

Introduce:

- Interviews
- Surveys
- Observation
- Online research
- Existing statistics
- Expert conversations

Activity: Problem Detective

Teams answer:

Who experiences the problem?

What causes it?

How often does it happen?

Why hasn't it already been solved?

What solutions already exist?

What are their weaknesses?

User interviews

Students interview 3–5 potential users.

Example:

“How does this problem affect you?”

Avoid leading questions such as:

“Would you use our amazing app?”

Output

Problem Evidence Sheet

Download [Problem Evidence Sheet](#)

WEEK 4 — Ideation & Creative Thinking

Learning objective

Students generate creative solutions without immediately judging their ideas.

Key question

“What if we could solve this problem differently?”

Activity: 10 Ideas in 10 Minutes

Each team generates 10 possible solutions.

Rules:

- No criticism.
- Be ambitious.
- Build on other people’s ideas.
- Technology can be simple or advanced.

Activity: “How Might We?”

Convert the problem into a question.

Example:

Problem: Students throw away reusable bottles.

How might we make reusing bottles easier and more attractive for students?

Idea selection

Score ideas against:

- Impact
- Innovation
- Technology
- Feasibility
- Business potential

Output

Chosen Solution Concept

WEEK 5 — Technology for Impact

Learning objective

Students understand how technology can strengthen a solution.

Key question

“Does our solution actually need technology?”

Introduce possibilities such as:

- AI
- Mobile apps
- Websites
- Sensors
- Robotics
- Data analytics
- Renewable energy
- Smart devices
- Digital platforms
- QR codes
- Automation

Technology Fit Test

Students complete:

Our problem is...

Our solution is...

The technology we will use is...

Technology helps because...

Without technology...

Our technology could create these risks...

Important principle

Start with the problem, not the technology.

Output

Technology Solution Plan

Download [Technology Solution Plan](#)

WEEK 6 — Build Your Prototype

Learning objective

Students turn an idea into something people can see, use or test.

Key question

“How can we show our idea rather than simply describe it?”

Possible prototypes:

- App mock-up
- Website
- Physical model
- Sensor demonstration
- Product sample
- Campaign platform
- Video
- AI prototype
- Service blueprint

Rapid Prototype Challenge

Teams have 30–45 minutes to create a basic prototype.

Test

Output

Prototype Version 1

WEEK 7 — Entrepreneurship & Business Model

Learning objective

Students understand how an innovation can become sustainable.

Key question

“How can our solution create value and continue operating?”

Introduce:

- Customer
- User
- Value proposition
- Costs
- Revenue
- Partners
- Distribution
- Competition

Business Model Canvas**Teams complete:**

Problem → Solution → Customer → Value → Channels → Partners → Costs → Revenue/Sustainability → Impact

Entrepreneur Challenge

Each team completes:

“People will choose our solution because...”

Output**Business Model Canvas**

Download [Lean Business Model Canvas](#)

WEEK 8 — COMMUNITY SERVICE: TAKE ACTION

This is one of the most important additions.

Theme

From Ideas to Action

Learning objective

Students experience how small actions can create measurable community impact.

Key question

“What can we do now—not someday—to make our community better?”

Mini lesson

Explain:

Innovation = creating a better solution.

Community service = using our time and skills to help others.

Social innovation = combining both.

Community Action Challenge

Each team chooses a practical activity connected to its problem.

Examples:

- Recycling drive
- Tree planting
- Clothing swap
- Food-waste reduction
- Sustainable transport campaign
- Energy-saving challenge
- Community clean-up
- Community garden
- Climate education session

Action Plan

Students define:

- What are we doing?
- Who are we helping?
- Where will it happen?
- Who needs to approve it?
- What resources do we need?
- How many people will participate?
- How will we measure impact?

Teacher responsibility

All activities must follow school safeguarding, risk assessment and permission procedures.

Output

Community Service Action Plan

Download [Community Service Action Plan](#)

WEEK 9 — CAMPAIGN FOR CHANGE

Theme

Make People Care. Make People Act.

Learning objective

Students learn how to influence behaviour through responsible communication.

Key question

“How can we persuade people to take action?”

Mini lesson

Introduce:

Campaign = Message + Audience + Action + Communication + Measurement

Students identify:

Our audience:

Who needs to hear our message?

Our problem:

What do they need to understand?

Our message:

What should they remember?

Our action:

What do we want them to do?

Campaign examples

#FoodNotWaste

#WasteLess

#RefillReuseRepeat

#SwitchOffSaveEnergy

Campaign materials

Teams create at least two:

- Poster
- Social media graphic
- Short video

- School announcement
- Infographic
- Flyer
- Digital challenge
- Presentation
- Campaign webpage

Output

Campaign Plan + Campaign Materials

WEEK 10 — Impact Measurement

Learning objective

Students learn that impact must be demonstrated with evidence.

Key question

“How will we know whether we made a difference?”

Introduce:

Activity → Output → Outcome → Impact

Example:

Activity: Recycling campaign

↓

Output: 100 students participated

↓

Outcome: Recycling increased

↓

Impact: Less waste went to landfill

Impact indicators

Students can measure:

- People reached
- People participating
- Waste reduced
- Items reused
- Energy saved
- Food waste prevented

- Trees planted
- Behaviour changed
- Money saved
- Carbon emissions avoided

Output

Impact Measurement Dashboard

Download [Impact Measurement Dashboard](#)

WEEK 11 — Testing, Feedback & Improvement

Learning objective

Students understand that successful innovators improve their ideas based on evidence.

Key question

“What isn’t working—and how can we make it better?”

Feedback session

Teams present their:

- Problem
- Solution
- Prototype
- Business model
- Community activity
- Campaign

Other students provide:

I like...

I wonder...

I would improve...

Improvement cycle

TEST → LISTEN → LEARN → IMPROVE → TEST AGAIN

Output

Prototype Version 2 + Improvement Plan

WEEK 12 — Pitch Preparation

13-Minute Champion Pitch Preparation

Learning Objective

Students communicate their innovation confidently, clearly and persuasively, demonstrating impact, technology, entrepreneurship, community action and scalability.

13-Minute Pitch

1. The Problem — 1 minute

What problem are you solving? Who is affected? Why does it matter?

2. The Evidence — 1 minute

How do you know this is a real problem? What research, data or community feedback did you collect?

3. The Innovation — 1 minute 30 seconds

What is your solution? What makes it creative, different or innovative?

4. Technology & Prototype — 1 minute 30 seconds

What technology did you use? How does it work? Can you demonstrate your prototype?

5. Business Model — 1 minute 30 seconds

Who will use or pay for your solution? How can the idea become financially sustainable?

6. Community Action — 1 minute

What did you actually do in your community? Who did you engage?

7. Campaign & Behaviour Change — 1 minute

How did you encourage people to take action or change their behaviour?

8. Media & Storytelling — 1 minute

How did you use video, social media or other media to communicate your message and reach people?

9. Impact & Results — 1 minute

What changed? Show measurable results, numbers, testimonials or before-and-after evidence.

10. Scalability — 45 seconds

How could your solution grow from your school/community to other communities, countries or globally?

11. Teamwork & Leadership — 45 seconds

What role did each team member play? How did you work together?

12. Final Message — 30 seconds

Why does your solution matter, and what do you want people to remember?

Output

Final 13-Minute Pitch Deck + Pitch Script + Prototype/Demo + Supporting Media

Pitch Formula:

Problem → Evidence → Innovation → Technology → Business → Community → Campaign
→ Impact → Scale → Team → Vision

WEEK 13 — COMMUNITY SHOWCASE & CAMPAIGN PRESENTATION

Theme

Show the Community What You Can Do

This becomes a mini school-level celebration.

Teams present:

1. Their problem
2. Their innovation
3. Their prototype
4. Their community service
5. Their campaign
6. Their evidence of impact

Audience

Invite:

- Students
- Parents
- Teachers
- School leadership
- Community organisations
- Local businesses
- Mentors
- Potential sponsors

Community voting

Audience members can vote for:

Most Inspiring Community Action

This does not replace the judges' score.

Output

School Innovate4Impact Showcase

WEEK 14 — FINAL INNOVATE4IMPACT PITCH & AWARDS

Theme

Think. Build. Serve. Campaign. Impact.

Teams deliver their final pitch to judges.

[Detailed Judge Assessment Rubric & Scoring Guide](#)