SDG Card Ideation Activity

This activity allows participants to draw connections between the Sustainable Development Goals (SDGs) and the Principles for Digital Development through a team-based card game.

Set-up

- Divide into two teams: a project design team and a donor team. Each team should have of 2-3 people.
- Place the two sets of cards (12 SDG scenario cards & 9 Digital Principle cards) face down on a clean surface.

Goals

- **Project design team:** The user research unit at your organization recently finished determining a range of potential activities worth pursuing in response to upcoming funding solicitations. Your team must now consider how the Digital Principles might apply to proposed projects and anticipate what questions the donor team might have.

- **Donor team:** You recently returned from a Digital Principles training and you want to ensure that implementing partners apply the principles early and often in their design process. Your goal is to come up with two questions related to the Digital Principle card drawn.

Sequence

1. The project design team begins by drawing an SDG scenario card and the donor team begins by drawing a Digital Principle card. Both cards are placed in the center face-up for everyone to see.

2. One the cards are drawn, each team has five minutes (timed) to prepare for the Q&A round.

    a. The **project design team** prepares ideas for how it might address the Digital Principle as it relates to the SDG scenario card.

    b. The **donor team** identifies two questions to ask about how the project will integrate the Digital Principle.

3. After five minutes of preparation, the five-minute Q&A round begins. The **donor team** its two questions and the **project design team** responds.

4. After the exchange, the teams switch roles and complete the activity again.
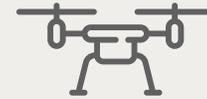
2 ZERO HUNGER

Digital Identification

Scenario

A food assistance program for Syrian refugees living in Jordan that utilizes biometric data (eye scans and fingerprints) to distribute food credit and track purchases from local shop owners.

3 GOOD HEALTH AND WELL-BEING

UAVs (Drones)

Scenario

A pharmaceutical and vaccine delivery program for remote populations in Rwanda that uses UAV technology.

Mobile Payment Service

7 AFFORDABLE AND CLEAN ENERGY

Scenario

A company that provides affordable pay-as-you-go solar energy systems to populations living in slums in Kenya with the help of a smartphone/feature phone application and mobile money integration.

Open-Source Mapping

5 GENDER EQUALITY

Scenario

An organization that collects and tracks incidences of sexual abuse and assault in Bihar, India with the help of web-based digital crowdsourced map.

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS

eLearning Online Platform

5 GENDER EQUALITY

Scenario

A project in Pakistan and Indonesia that builds confidence, skills, and knowledge for girls and women to improve health education and awareness initiatives within their own communities through the use of an eLearning platform.

Mobile Messaging Services

3 GOOD HEALTH AND WELL-BEING

Scenario

A service operating in conflict zones in the Middle East that uses WhatsApp, Facebook Messenger, and SMS to connect patients with healthcare providers.

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Open-Source Mapping

Scenario

A program for citizens and municipal governments in Latin America to improve service delivery, increase political awareness, track timely issues, and understand voter demographics by utilizing an online civic engagement platform tool.

6 CLEAN WATER AND SANITATION

Remote Sensors

Scenario

A project in Kenya that tracks real-time data from water pumps with remote sensors to identify when pumps need to be serviced or are about to fail.

4 QUALITY EDUCATION

Mobile application

Scenario

A teacher absenteeism program in Northern Uganda that uses a web and mobile based platform to track teacher attendance in schools.

15 LIFE ON LAND

Mobile Messaging Service

Scenario

An agriculture extension program for cassava farmers in Zambia to improve crop yields and manage pests that includes a SMS campaign component with planting tips.

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS

8 DECENT WORK AND ECONOMIC GROWTH

Scenario

An employment program in Ramallah, Palestine that allows job seekers to upload resumes, apply for opportunities, and communicate directly with employers through the use of SMS service.

SDG

Scenario

A **(description)** project that addresses **(SDG)**, works towards **(target)** for **(audience)** in **(context)**, and uses **(technology building block)**.