









Challenge brief template

Use this template to define each hackathon challenge. Complete all five sections before publishing the brief to participants. Aim for 100–200 words per section — enough to provide direction without over-constraining creativity.

Field	Details
Challenge title	[A short, action-oriented title that captures the essence of the challenge. Example: "Rethinking Food Systems for Zero Waste Communities"]
Challenge area	[Select:  Digital Literacy /  Sustainability /  Inclusion /  Democratic Participation / Combined (specify)]
Difficulty level	[Select:  Beginner /  Intermediate /  Advanced]
Target participants	[Describe who this challenge is aimed at — e.g., mixed teams, specific skill backgrounds]
Max team size	[e.g., 3–5 people]
Time available	[e.g., 24 hours / 2 days]

Section 1 – The problem statement

 **Guidance:** Frame the problem using **positive, action-oriented language**. Do not write "The problem is fast fashion" or "Stop food waste." Instead, project a constructive pathway: "*The future lies in re-using and re-valuing resources.*" Avoid formulations starting with "don't..." or "stop..." — these give no direction for action. Aim for approximately 100–150 words.


 **Weak example:** "Fast fashion is destroying the environment and we need to stop it."

Strong example:

"The future of fashion lies in circularity — designing systems where clothing is repaired, resold, and reimaged rather than discarded. Communities and businesses that embrace circular models are already proving this is possible at scale. Your challenge is to build a tool, platform, or campaign that makes sustainable fashion choices accessible, visible, and appealing for everyday consumers."

[Write your problem statement here — 100–150 words, positive and action-oriented]


Section 2 – Why it matters

 **Guidance:** Explain the real-world significance of this challenge – both for individuals and for society. Connect to broader trends, data, or values where relevant. This section motivates participants and helps them understand the impact their solution could have. Aim for approximately 100–150 words.

Example: "Every year, over 92 million tonnes of textile waste are generated globally. Meanwhile, 1 in 5 young people in Europe report struggling to afford basic clothing. Solutions that extend the life of garments and make second-hand options easy to discover could simultaneously reduce environmental harm and improve economic wellbeing for vulnerable communities. This challenge sits at the intersection of sustainability and social equity."

[Write why this challenge matters – to participants, to communities, and to society – 100–150 words]

Section 3 – Success criteria for solutions

 **Guidance:** Define what a strong solution looks like. Be specific about the type of benchmarks you expect – should teams list best practices, reference existing solutions, identify measurable indicators of success, or build a working prototype? Vague criteria like "a good solution" are not helpful. Aim for approximately 100–150 words.

Criterion	Description	Weight
Feasibility	Can the proposed solution realistically be implemented with available resources and within a reasonable timeframe?	[e.g., 25%]
Impact	How significant is the potential positive change? Does the solution address the root of the problem or just a symptom?	[e.g., 30%]
Innovation	Does the solution offer a novel approach? Does it combine existing ideas in a new way or tackle the problem from an unexpected angle?	[e.g., 20%]
Inclusivity	Is the solution accessible to diverse users? Does it avoid creating new barriers?	[e.g., 15%]
Presentation	Is the solution clearly communicated? Is the reasoning well-structured and easy to follow?	[e.g., 10%]

[Adjust the criteria and weights above to match your challenge. Add any challenge-specific criteria needed. Total must = 100%.]