



SDG Competition: Improve Digital Literacy in Underserved Areas

Who Can Participate?

- Only students in Class 11 or 12 can participate.
- Each school must nominate two students by October 3, 2024.

What Do You Need to Do?

Create an innovative business proposal to help improve digital literacy for students in underserved areas.

What Should the Proposal Include?

1. Summary: A short overview of your project and its goal.
2. Problem: Explain the digital literacy challenges in underserved areas.
3. Solution: Your unique and practical idea to solve the problem.
4. Execution Plan: Step-by-step guide on how you'll implement the solution (with timeline and resources).
5. Budget: The basic cost to implement the idea proposed.
6. Impact Measurement: How will you track if the project is successful?

How to Submit:

- The proposal must be written in English and shouldn't be longer than 4 pages
 - o Cover Page with brief executive summary
 - o 3 pages with the plan
 - o Any appendices
- Submit your project as a PDF

Judging Criteria the judges will look at:

- Creativity and originality of your idea
- Whether the plan can actually be implemented
- How much it will improve digital literacy in underserved areas
- How clearly you present your ideas

- Whether your project can be scaled

Important Dates:

- Nomination Deadline: 3rd October 2024
- Proposal Submission: 10th November 2024
- Winners Announced: 2nd December 2024

Awards:

- The top 3 winning teams will get University of Auckland certificates and gift vouchers!

Other Rules:

- All work must be original and a result of the team's own work. Support and guidance from Counsellors are allowed.
- No plagiarism
- Judges' decisions are final

Any questions?

Please reach out to Nisha Arora at nisha.arora@auckland.ac.nz