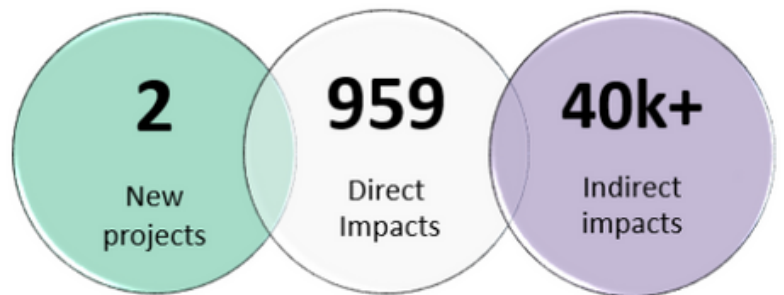


IADT 22/23

ANNUAL REPORT



ENACTUS
IADT



2022

2023



**Institute of
Art, Design +
Technology
Dún Laoghaire**

IADT 22/23

Problem Statement

4

QUALITY
EDUCATION



This year we focused on making a social impacts in the education space.

10

REDUCED
INEQUALITIES



Both projects have an insider perspective, solving real-world problems in innovative ways.

12

RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Solutions & Impacts

What is pencil hub?

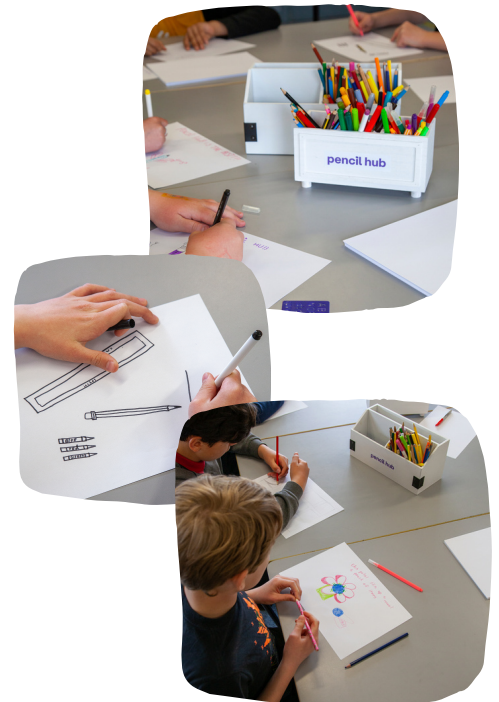
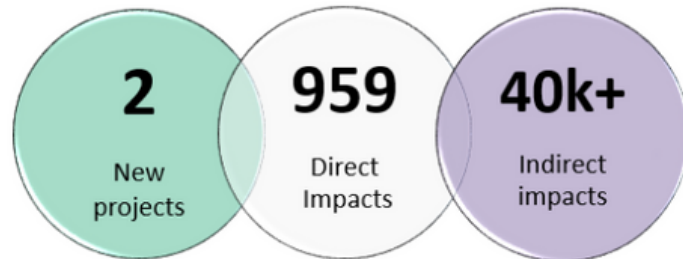
The Pencil Hub scheme is a community-based initiative.

Children in Ireland today sit in class without pencils.

Teachers have been providing what they can, out of pocket, for vulnerable children.

We place a pencil hub in every classroom in our schools.

- Items are free for children to take or borrow.
- Accessible to all, by design, to reduce classroom stigma.
- Costs are covered by supplier discounts and online advertising.



PROJECT PROGRESSION

pencil hub

BRAINSTORMING

OCT

LISTENED TO TEAM
MEMBERS
EXPERIENCE



NEEDS ASSESSMENT

DEC

RESEARCH
SURVEYS
INTERVIEWS



SOLUTION DESIGN

JAN

DESIGN THINKING
PROTOTYPING
USER FEEDBACK



PILOT

MAR

TESTING SOLUTION
BUSINESS PARTNERS



SUSTAINABLE

MAY

BUSINESS
PLANNING



862

DIRECT PEOPLE
IMPACT

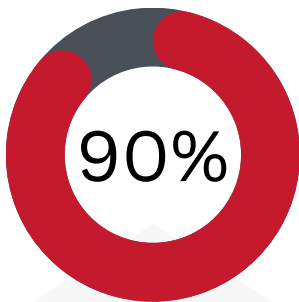
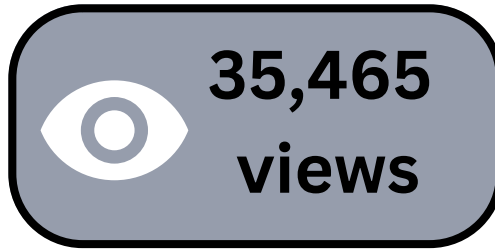
PROJECT PROGRESSION IRONIC GOAL

Ironic Goal is a series created for the YouTube gaming Channel Ironic Plays.

Videos created by team members playing and talking over games, each carefully selected to link to one of the 17 UN sustainable development goals.



Ironic Plays =
YouTube Channel
with 3.8k Subscribers



Survey before our videos..

90% of 18-35 years old on the channel were **not** aware of the UN Sustainability Goals

After videos series..



70% surveyed now **aware** of the UN Sustainability Goals



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pencil hub