

ARCTIC RACE4GOOD FINAL CHALLENGE | COMMUNITY UPLIFT CHALLENGE

# COMMUNITY





**THE VILLAGE:** Qaanaaq, Greenland

### **Congratulations on making it to the final round of the Arctic Race4Good!**

By now you have immersed yourself into the Qaanaaq community and gained valuable insights into what life is like there, you understand the needs of the villagers and have seen life through their eyes.

You know the needs, wants and desires of the school children, who want to be more connected to the world and need better resources to enable this. You've learned about the challenges of the polar night and the midnight sun. You've considered the residents' health, wellbeing, finances and education. You've seen for yourself the outside light levels at 10am, you've seen inside their homes and the school. You've had the opportunity to ask questions of the children and adults and undertaken lots of your own research.

You have also learned about the villagers' culture, celebrations, and their hopes and dreams. But most importantly you have learned that – through the power of the Race4Good – you can make a lasting difference in the life of someone living thousands of miles away.

### **YOUR CHALLENGE**

You now have the ultimate Race4Good challenge: to develop a plan to sustainably uplift the lives of the majority of people living in Qaanaaq!

Your business plan should be one main idea, to bring widespread, sustainable uplift. **ARE YOU READY?**



### **KEY FACTS**

<b>Village:</b>	Qaanaaq
<b>Location:</b>	Northern, Greenland
<b>Distance:</b>	1,594 kilometres from Nuuk (the capital of Greenland)
<b>Coordinates:</b>	77.47°N 69.23°W
<b>Number of Residents:</b>	Around 600
<b>Number of Homes:</b>	225
<b>Languages:</b>	Inuktun, Kalaallisut and Danish
<b>Indigenous Population:</b>	Inuit
<b>Religion:</b>	Christianity
<b>Local Currency:</b>	Danish Krone (DKK)



## THE CHALLENGE

Every community needs celebrations, where everyone can join in and feel a part of the experience. The villagers of Qaanaaq are no exception and in fact it is even more important for them as their daily lives are so challenging and the polar night keeps them apart for many months of the year. The people of Qaanaaq are resourceful, adaptable and tenacious and they work very hard – so the opportunity to come together in celebration is incredibly valuable.

They are a predominantly Inuit community and celebrate their culture in an annual dog-sledding event which is extremely popular with all ages and is a highlight of their year. Their resources for this event are limited – they have no trophy, no medals, no prize fund – and no kit, although of course that would be challenging given what they need to wear to keep warm! Could you come up with an idea to enhance this event in some way?

Another possibility is to use your knowledge and creativity to come up with a different celebration for the community, something entirely new, which could bring them together in joy and friendship. Something to reinforce their strong community ties and lift their spirits. A celebration to be hotly anticipated all year round and appreciated by the whole community, young and old.

What we are looking for: ONE high-impact idea for a RECURRING festival/celebration/event.

Where can your creativity and innovation take you? We want you to really go for this idea, we're looking for HIGH-IMPACT, EASY TO IMPLEMENT and SUSTAINABLE.



**YOUR CHALLENGE:**  
**TO CREATE OR  
ENHANCE A RECURRING  
LOCAL CELEBRATION  
FOR THE WHOLE  
COMMUNITY**

**BUDGET:**  
**USD \$500**

**DEADLINE: Tuesday  
21st March 2023 by 7PM  
local time**

Upload your business plan,  
student video and budget to  
your team DropBox.



## TIPS

- Think about the Mid-Race Challenges you successfully tackled, the research you undertook, materials read, feedback received from the community and advisory group, images and videos shared with you, and the clues you uncovered along the way.
- Review the community briefing document and watch the videos in Basecamp again.
- Analyse your experience in the Race4Good so far, and use this knowledge to decide what you would like to implement.
- Your idea should be simple, high-impact, easy to implement and sustainable!

## JUDGING MATERIALS

The judging panel process will follow the same routine as Round 1 – teams have 10 minutes to present followed by 5 minutes Q&A.

### Business Plans

- MAXIMUM of three pages (typed).
- Word document in English (not PDF).
- Minimum font size 11.
- Executive Summary (guideline maximum four paragraphs) summarising the plan.
- No external links (e.g. websites/research papers) – your plan must contain all the information needed.

### Student Video

- Maximum length of five minutes to bring your plan to life.
- Include your team name and logo.

### Budget

- 1 x PowerPoint slide with your business plan budget on it.



## JUDGING CRITERIA

1. A holistic approach: considers health, education, wellbeing, terrain, environment, location, access to services, market opportunities and other key factors.
2. Contextually sensitive: compliments the skills, interests and abilities of community members.
3. Demonstrates research has been carried out.
4. Clarity of the business plan, and a realistic budget showing sustainability.
5. Clear, compelling video and oral presentation.

**GOOD LUCK!**



**RACE4**  **GOOD**<sup>®</sup>