

Adapt your Pitch

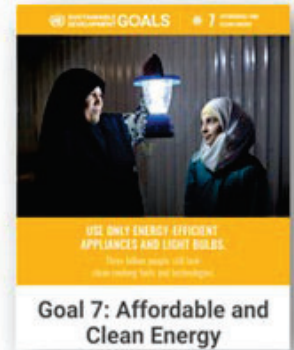
The following projects are real student-driven projects in a global engineering class. The projects address one of the UN's Sustainable Development Goals and they focus on a specific region/population. In addition to providing a technical solution, these project teams had to consider ways to engage the local community, including getting a better understanding of the culture's norms and expectations. For this activity, groups need to create a brief pitch appealing to the specified audience AND decide on the best platform/medium for the pitch.





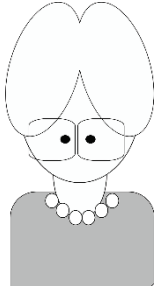
Selecting Harmoniously Working Native Plant Communities to Sequester Carbon in Los Angeles Lawns (USA)



Clean Water for the Wayúu Tribes (Colombia)



Renewable energy to generate electricity in elementary school (Boyayá, Colombia)

		
<p>Audience: 4 year-old, Hispanic girl Only child. Likes cats and dolphins. Dreams of being a detective. Hates bananas and carrots. Wants to live in a tree house. Expert at baking cookies.</p>	<p>Audience: 13 year-old African American. Middle child. Likes pizza and anime. Dreams of having 250k followers on TikTok. Hates waking up early. Wants to visit Japan. Expert at drawing.</p>	<p>Audience: 52 year-old woman, Ukrainian. Mother of three. Likes her job as a pediatric nurse. Dreams of vacationing abroad. Hates crumbs. Wants to have her own rose garden. Expert at Sudoku.</p>