

A Social Design Project for Students from Students

A CAMPAIGN TO RAISE AWARENESS

Our campaign aims to reach and encourage students to speak up. Through simple and iconic questions we will invite them to take a one-minute break and reflect about how they are feeling. The campaign will also provide them with first aid contacts, tips and access to online services.

PHYSICAL TOUCHPOINTS

PRINTED POSTERS

Where are students usually by themselves?
Elevator, library, toilet,...

Example: at the coffee machine: "How are you today? ...but no, how are you really?"

DIGITAL TOUCHPOINTS

How do we take this into digital environment (Ilias, Zoom,...)? Pop-up reminder, iconic questions

Think of more digital means (online platform, app, blog,...)

3 POINTS OF ACTIONS - CONCEPT IDEA

