



How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Working Well



Awards

There are two awards available for this brief.

NatWest Award of £2500 for the best design project/s

NatWest Award of £1000 for the best business case/s

The judging panel may decide on more than one winner and will allocate the awards accordingly. In addition, the judging panel may award commendations.

All shortlisted entrants will receive mentoring on their project and may be invited to the annual NatWest Executive Team Lunch, Exhibition and Industry Networking Event in Summer 2018.

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Brief

Design a vision and business case for a way to promote greater wellbeing when people are at work, wherever that work takes place, that will contribute to higher productivity and better overall mental health.

Background

- Mental health and wellbeing are important for everyone. In the UK, one in six working aged people will experience poor mental health at any given time.
- The physical setting, culture, norms and activities of work environments all impact on wellbeing. Impacts can be positive or negative, and wellbeing at work is an important factor for employers to attract and retain staff.
- This means thinking not only about treating and supporting people with mental health issues, but also about preventing poor mental health by embedding positive mental health behaviours and activities as part of our daily lives – both at home and at work.
- Research shows there is a strong correlation between wellbeing and productivity in the workplace – for example in the UK, healthy, highly engaged employees are on average up to 30 days more productive.¹
- Productivity losses at work occur from people taking time off for mental health reasons, but also from people being at work yet working at a sub-optimal level. These combined factors account for productivity losses estimated at 9 percent for the UK economy. Up to 40 percent of the UK workforce's sickness absence is due to mental ill health, and work-related mental health issues add pressure to stretched NHS resources.
- The impact of good design on wellbeing and productivity has been well-evidenced.² At the same time, social changes and technological advancements are reimagining work³ and changing the requirements of 'workplace' design. For many the workplace now goes beyond a single building, as activity-based working, field-based working, remote working, flexible and freelance working are on the rise.

How should you approach this brief?

- Your solution should demonstrate a strong understanding of mental health and wellbeing in working environments. What are the incentives for people to engage with or adopt your solution? How will it change behaviour? What are the benefits for different stakeholders?
- Consider the '5 Ways to Well-being'⁴ – certain activities which build resilience and promote good mental health, based on research evidence:
 - 1 **Connect.** Spending time with colleagues, neighbours, friends or family.
 - 2 **Being active.** Doing a physical activity you enjoy.
 - 3 **Keep learning.** Stretching yourself or trying something new.
 - 4 **Give.** Doing something for someone else.
 - 5 **Take notice.** Pay attention to the external world.
- How can working environments support the mental health needs of workers and contribute to wellbeing? We are looking for meaningful solutions which have potential to be applied in the real world. You are highly encouraged to collaborate with different stakeholder groups to develop, test and refine your solution.
- The majority of mental health issues are 'common mental disorders', such as depression and anxiety – for the purposes of this brief you should focus on these, as opposed to psychotic disorders such as schizophrenia.
- You can focus on any working environment or occupation anywhere in the world: from startups to big business, across different industries and sectors, from schools and hospitals to offices, agencies and factories. Whatever you choose to focus on, it is essential that your response is informed by strong human-centred research and insights.
- What initiatives already exist to try and improve mental health and wellbeing among your target audience? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment – clearly show us what makes your solution different and compelling.

August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

App-based solutions are discouraged where they haven't been considered alongside people's offline incentives and motivations. Whatever your solution, you should also consider:

- the wider social benefits and how it might scale
- material production and specification
- an indication of cost and business models

For the purposes of illustration only, viable responses could include:

- a product or service design solution that helps people address work-life balance or facilitates collaboration
- an architectural or interior design solution that supports a change in the way people work or a new way of using or allocating workspace
- an activity or event people can take part in within the workplace
- a behaviour change strategy that supports healthy ways of working

...and many more are possible.

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018
– Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, plus a 1 sentence strapline or description
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **1-2 page A3 PDF Business Case**
You must also submit a business case in addition to the above. The business case should not exceed two pages and may include diagrams and/or charts as appropriate. For more information on how to

write a business case, visit the 'Working Well Toolkit' page of the RSA Student Design Awards website

- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Mentoring

Shortlisted entrants on this brief will be invited to a mentoring session with a designated mentor. The mentors will be matched to entrants based on the theme of the project. The mentors will help shortlisted entrants develop their projects and prepare for interview, where possible.

NatWest Executive Team Lunch

Winning, commended and shortlisted students on this brief may be invited to attend a lunch and reception to celebrate their work at a major NatWest office in London. This event is an opportunity for entrants to talk about their project with an informed and interested audience, which will include members of the NatWest Executive Team. In addition, design industry representatives will be in attendance and students are encouraged to find out about professional opportunities in a range of businesses.

Partner Information

NatWest

NatWest is recognised as a pioneer in providing choice to its employees in the way they work. The Choice Programme has evolved over a number of years to explore, develop and deliver a flexible approach about how and where people work and their working environment. This brings benefits for both the individual in terms of work life balance and the business through effective use of property resources. The aim of our involvement in the RSA Student Design Awards is to encourage and support as many students as possible in their design studies to prepare them for their careers in the professional design environment. Over the past five years NatWest has offered an enhanced programme of support to participating students including site visits, workshops and mentoring. This year we will be able to further support some students with outstanding design projects and the desire to take them to market with our enterprise scheme.

Brief developed in collaboration with Russ Camplin, Design & Strategy Manager, RBS Choice & Design and Tim Yendell, Head of RBS Choice & Design.

- www2.cipd.co.uk/community/blogs/b/research-blog/archive/2016/11/24/measuring-what-works-workplace-wellbeing
- www.bbc.co.uk/news/education-31603122
- www.youtube.com/watch?v=G1tt6XAlceo
- neweconomics.org/2008/10/five-ways-to-wellbeing-the-evidence/