

## E2i Student Design Challenge 2024/5

### BRIEF 1

## How might we improve safety and security on and around public transport?

### Design a novel solution or intervention to increase levels of safety and security for users of public transport

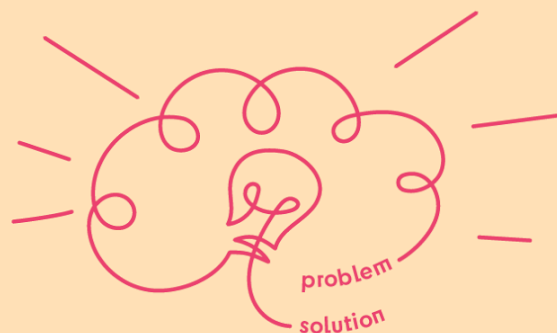
This brief challenges you to research, conceptualise, and design a new solution to enhance security and safety in connection to public transport. Your proposal will be grounded in a rich understanding of the needs, behaviours, and experiences of the people for whom your design is intended. Whether through product, service, event, campaign, or environmental design — or a combination of these — your design will improve security and security behaviour on and around public transport.

### *Challenge background*

Buses, subways, trains, and other public and shared transport are designed to bring positive benefits to citizens, communities, and the environment. From improved air quality to affordability, public transportation systems create the foundation on which cities become more habitable and prosperous in various ways.

However, despite the many favourable characteristics of public transport, many countries have [identified fear of crime](#), and personal security concerns as one of the main discouraging factors to the use of public transport.

For example, according to the [BBC](#), crime on the London Underground has seen a recent surge and although crime can affect anyone, it appears that vulnerable or minority groups are particularly at risk. In a survey by [London TravelWatch](#), one in five (21%) survey respondents said they experienced a hate crime during 2023 while travelling on public transport in London. Two-thirds of those asked felt there is always a possible threat of violence or harassment when using public transport. This sentiment was felt more strongly by certain groups, particularly people with disabilities, LGBTQ individuals, and ethnic minorities, who are more likely to have this view compared to the overall sample.



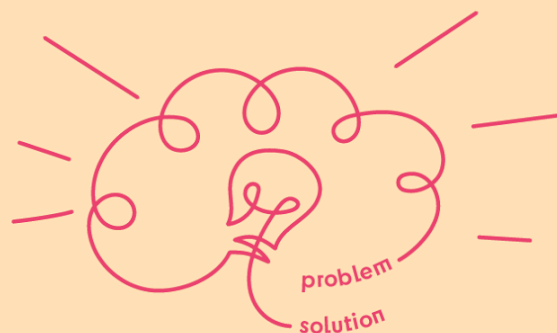
The [German Federal Office of Criminal Investigation](#) states that there has been a surge in criminal offences committed in public spaces. This also applies to [offences at train stations](#).

Crime and security issues related to public transport arise from various factors. Distinct patterns for offending vary in nature depending on the place and time. Common offences include crimes against passengers and staff members, such as theft, robbery, violence and assault. Vandalism of public transport facilities and property are also an issue as well as the rising problem of antisocial behaviour.

### *How to approach the challenge*

In responding to this brief, designers should consider:

- Who are the various **end-users** and **stakeholders** within your chosen solution context?
  - What are their particular needs, vulnerabilities and desires in the contexts relevant to your solution?
  - What issues might concern particular groups or individuals in relation to their experience (or avoidance) of public transport? You could choose to focus on one specific end-user group or role within the public transport ecosystem
- How might you gain a **rich understanding** of the needs, behaviours, and experiences of end-users and stakeholders relevant to the operational context of your design proposal?
- How might **feelings of unsafety** on and around public transport be reduced?
  - Focus on uncovering the everyday lived experience and needs of people in your chosen context
- How might **actual security** problems on and around public transport be addressed?
  - Focus on understanding the causes of crime and insecurity — and on preventing its occurrence
- How might your design proposal increase the use and effectiveness of public transport?
- How you will **prototype**, refine and validate your design concept with relevant end-users and stakeholders



Your idea could focus on a new design intervention for any aspect of public transport, but you must demonstrate **relevance, stakeholder engagement, and impact potential**. Your presented idea might also give special attention to the needs of those in vulnerable situations.

While interdisciplinary collaboration can bring diverse perspectives, we encourage all innovative ideas, whether you're working as an individual, part of a team, or collaborating across multiple fields..

### Your submission should...

- Explain the relevance of your idea with regard to this Challenge Brief
- Demonstrate rigorous research and end-user / stakeholder consultation
  - Show the quality and quantity of engagement with relevant people based on the 'quadruple innovation helix'
- Convey and validate the design claim clearly
- Explain the socio-cultural and ecosystem impact
- Consider human accessibility
- Showcase the quality of your design, innovation and creativity
- Consider the idea of up-scaling and future impact potential.

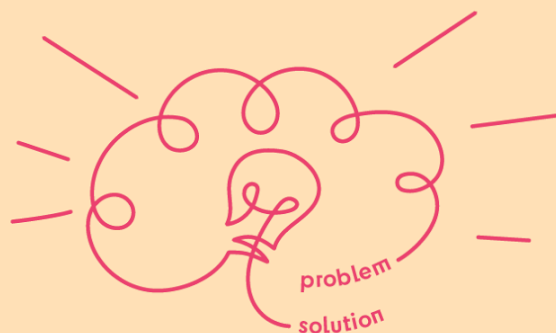
### Submission guidance

A single, four-page landscape-oriented PDF document at 300dpi.

**Page 1 Title and 'hero' image** — Make this your 'hero page'. We recommend using one striking image that represents your design. Include the title for your entry and one impactful sentence or 'strapline' as an initial description.

**Page 2 Design overview** — Outline your design proposal using images and text (500 words max). Ensure your response addresses all elements of the judging criteria and that your visuals are well-chosen

**Pages 3 & 4 Use & operational details** — A text and visual description of the process of use / usage scenario relating to your design. How does your design relate to its operational environment? Demonstrate the design details that distinguish your design solution. Visually communicate / map the network of stakeholders and end users from whom you have received insight, feedback and advice. Don't forget to detail the impact potential of your design.



All entries must be submitted through the E2i Student Design Challenge online entry system at <https://www.engage2innovate.eu/>.

The competition will open for entry submission in **February 2025**. The final deadline for entries is **11:59 GMT on 30 April 2025**.

## Terms and conditions

The terms and conditions of entry to the E2i Student Design Challenge are as follows:

- Any content you submit to the E2i Student Design Challenge must be your own original work and must not infringe the copyright of others
- We welcome intelligent and challenging debate, but avoid any pieces that involve personal attacks, are libellous, or offensive.
- The decisions of the judges are final, and no correspondence or discussion shall be entered into.
- The E2i Student Design Challenge team reserves the right to refuse any entry at its sole discretion. No entry may contain unlawful or potentially libellous, defamatory or disparaging material.
- This is an international competition, open to current college / university students and recent graduates within twelve months of graduation.
- We welcome submissions from anywhere in the world, but all entries must be in English.
- By entering the E2i Student Design Challenge, entrants agree that the E2i consortium and our sponsoring partners may: (i) showcase their work on their website and the E2i YouTube and social media channel, as well as any other media in connection with the E2i Student Design Challenge.
- By entering the E2i Student Design Challenge, entrants agree to the use of their names, likenesses, photographs and/or biographical information, for advertising, publicity and promotional purposes without additional compensation. The intellectual property rights of all entries submitted to the E2i Student Design Challenge shall remain with the entrant.
- The entrant agrees that the E2i consortium shall not be liable for any claims, costs, liabilities, damages, expenses and losses arising out of:
  - (i) the publicity and display of their work;
  - (ii) the entrant's participation in the competition;
  - (iii) technical failures of any kind including but not limited to problems or delays arising from software or equipment malfunctions or computer viruses;
  - (iv) any events outside the E2i consortium's reasonable control.