

Kiwis changing the world – Good For Nothing Challenge, Cambodia



On the 1st April 2013, a dozen or so Kiwi professionals will land in Phnom Penh, Cambodia to offer their skills over an intense 6 day period to make a difference.

The Good for Nothing (GFN) Challenge provides opportunities for talented professionals to come together and solve meaningful social problems. These Kiwis will meet on location for a week and form teams with local experts and solve a pivotal problem for a local organisation.

The focus of a GFN Challenge is to boost the available resources of charitable organisations to tackle key issues/opportunities that will result in measurable outcomes. The GFN Challenge is not a “superman” solution where foreigners come in thinking they have the answers – it is a true 2-way exchange of experience, knowledge and ideas between international and local participants.

Using technology to lift the game

Cambodia is a Least Developed Country where over 30% of the population still live in abject poverty. It is also a country that is still recovering from a violent past. After receiving decades of aid, there is still much left undone. Many of the 3,000 non-government organisations (NGOs) struggle to be as effective and efficient as possible. Often the challenges they face can be massively alleviated with targeted and relevant use of technology. The GFN Challenge exists to provide these resources in a joint effort between international professionals and local experts.

Get involved - sponsor your staff to attend

The GFN Challenge is a fantastic development or reward opportunity for staff. We encourage our great NZ companies to support this initiative by sponsoring members of staff to attend the next GFN Challenge in Cambodia (first week in April 2013).

We would love to come in for a short presentation to interested staff and management to talk about the GFN Challenge and how your staff / company can get involved.



Projects to work on

Data mining and website redesign. Child Helpline Cambodia.

Child Helpline receives over 10,000 calls from children every month. Calls range from minor issues, like issues with self-esteem through to serious issues of suicide and abuse. The helpline has grown exponentially and needs help making sense of the data it is collecting to derive meaningful insights in order to make better management decisions. Additionally, the NGO needs a new website to better communicate what it's doing, and share the wealth of insight (from its' database of calls) with other Cambodian NGOs.

Accurate Khmer literacy assessment using mobile devices. Kampuchean Action for Primary Education (KAPE).

One in four Cambodian kids are still illiterate. KAPE is embarking on a large project to implement a literacy program but first they need accurate measure of literacy. This project customizes an open source Android based software solution to the local language (Khmer) in order to provide more accurate, timely literacy assessments.

Integrate mobile learning prototype for Cambodian children. Grit Learning.

There is a massive teacher shortage - 8 million primary school teachers are needed to meet Millennium Development Goals for education in 2015. Grit Learning has shown that by using existing hardware with existing English content, children in Cambodia can learn basic math quickly and efficiently – potentially offering a solution for the teacher shortage. This project is about building the minimum viable product – an integrated software solution that runs on Android tablets by improving on previous work.

Restructuring database to include new legal work, Legal Support for Women and Children

LSCW provides free legal services, including investigating, consultations, advice and representation to survivors of gender-based violence and of human trafficking. LSCW wants to modify and standardize their database to include new work they are doing in providing legal and safe migration for potential victims of human trafficking. LSCW would also benefit enormously from training their staff in the use of the database and general IT skills, and/or an overhaul of their IT infrastructure.

Strategic planning and social media kick start project. Cambodian Health Education Media Service (CHEMS)

CHEMS seeks to improve the health of Cambodians through multimedia education and communication. They run all types of media and in-person events to promote health messages to rural Cambodians. CHEMS have recently expanded its work to include domestic violence, human rights and agriculture. Additionally, CHEMS have not had any strategic planning since 2004. As a result, CHEMS would benefit from facilitation of a strategic plan and the delivery of a social media toolkit – both to communicate its new core business and improve the effectiveness of the health messages they are promoting.



Help with monetary sponsorship

Participants cover all their own costs to attend the Good For Nothing Challenge, but organizing the event isn't without its costs. To help cover the very basic cost of running the event (such as venue room hire, etc.) the GFN Challenge is also seeking support from companies who love this idea and are willing to show their support.

GFN Challenge will profile all sponsors on our website and acknowledge them in media releases in New Zealand, at the event in Cambodia and at a follow-up function in Wellington on our return. Sponsors will also be featured in a promotional video for the next GFN Challenge (contingent on getting a film team to Cambodia). Based on preliminary interest, we expect there to be some media coverage both in New Zealand and in Cambodia.

Sponsorship packages are outlined below. The GFN challenge is a not-for-profit venture and 100% of funds go toward making the event successful, and making a difference.

Basic. NZ\$500

- Logo on our website.
- Logo and acknowledgement at relevant events and our social media channels
- Small logo on participant t-shirts

Gold. NZ\$1,000

- Logo on our website
- Logo and acknowledgement at relevant events and our social media channels
- Large logo on participant t-shirts and promotional materials (including video if created)
- Access to two GFN participants and/or Cambodian NGOs to help write company blog posts or other social media event.

Premium. NZ\$2,500

- Naming rights, e.g. the BrandX GFN Challenge - Cambodia
- Logo on our website
- Logo and acknowledgement at relevant events and our social media channels
- Main logo on participant t-shirts and promotional materials (including video if created)
- Access to up to four GFN participants and/or Cambodian NGOs to help write company blog posts or other social media post.
- Registration fee waived for 2 staff participants (if relevant)



Schedule for GFN Challenge Cambodia 2013

	Mon 1/4	Tues 2/4	Wed 3/4	Thu 4/4	Fri 5/4	Sat 6/4	Sun 7/4
Breakfast 9:00-10:00	Arrival, registration and intro	Teams present projects	Team breakfast	Team breakfast	NGO speaker CHEMS	Pitch preparation	Farewell breakfast and close
Morning session 10:00-12:30	Kick off, meet the NGOs	Project work	Project work	Project work	Project work	Project work	Touristy events
Lunch 12:30-13:30	Teams scope work	NGO speaker ChildLine	NGO speaker KAPE	NGO speaker Legal Support	NGO speaker STT	Media event	Touristy events
Afternoon session 13:30-17:30	NGO site visits	Project work	Project work	Project work	Project work	Presentation of work	Touristy events
Dinner 18:00-19:00	Team dinners	Networking (Emily Stewart)	Short presentations	Networking (Yellow Pages Cambodia)	Networking (entrepreneurs in Cambodia)	Social function	Touristy events
Evening session	Teams finalise scope / projects	GFN night out in PP	Self directed	Self directed	Self directed	Social function	Touristy events

The GFN Organising Team



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