

ECHO

THE SINZ ZINE

SOCIAL ——— ^{2M} ——— **INNOVATION**
IN ISOLATION



APRIL 2020

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SOCIAL INNOVATION

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INNOVATIVE SOLUTIONS TO SOCIAL PROBLEMS

WHAT DOES SINZ DO?



Our goal at SINZ is to connect, educate and inspire young people with innovative mindsets, skills and opportunities to enact positive social change.

We aim to achieve this goal through 4 key portfolios:



CONFERENCE

Our flagship Social Innovation Conference for students and professionals serves as the "buffet" where attendees gain a taste of a wide variety of social issues and discussions ranging from Technology, Food, the Private Sector, Inequality to Politics to name a few



COMPETITIONS

Our various competitions aim to serve as the "gym" which allows students to practice and develop problem-solving skills through real-world scenarios of various organisations that feature in different industries and settings.



COMMUNITY ENGAGEMENT

The Community Engagement portfolio acts as the "bridge" connecting students to real-world experiences and communities outside of lecture theatres and off the university campus.



OUTREACH

Outreach is our team of online content creators bringing educational and inspirational materials (like this zine!) to our audiences' screens whenever, wherever they are.



Why do times of crisis breed innovation?

BY AMY IRVINE

They say necessity is the mother of invention. In a crisis, we are forced to confront new issues, giving rise to demand for new solutions.

This is where innovation comes in. Whilst the natural instinct is to introduce disaster management tactics to survive uncertain times, success can be found when one confronts the issue head-on. This creates an instant opportunity for innovative thinking and visionary insight. Some of the most popular companies now were founded during the Global Financial Crisis. Whatsapp, Uber, Airbnb, Slack and Pinterest all saw the opportunity presented to them, and seized it. Fuelled by dire necessity, these firms adapted to the changing climate by utilizing innovative thinking.

So, what do we need right now? Where can innovation be found in our time of isolation?

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In times of crisis, we are driven by a purpose to problem solve, to innovate in response to new challenges. We can already see how social isolation has impacted our interaction with each other, giving rise to rapid growth for platforms such as Zoom and Houseparty.

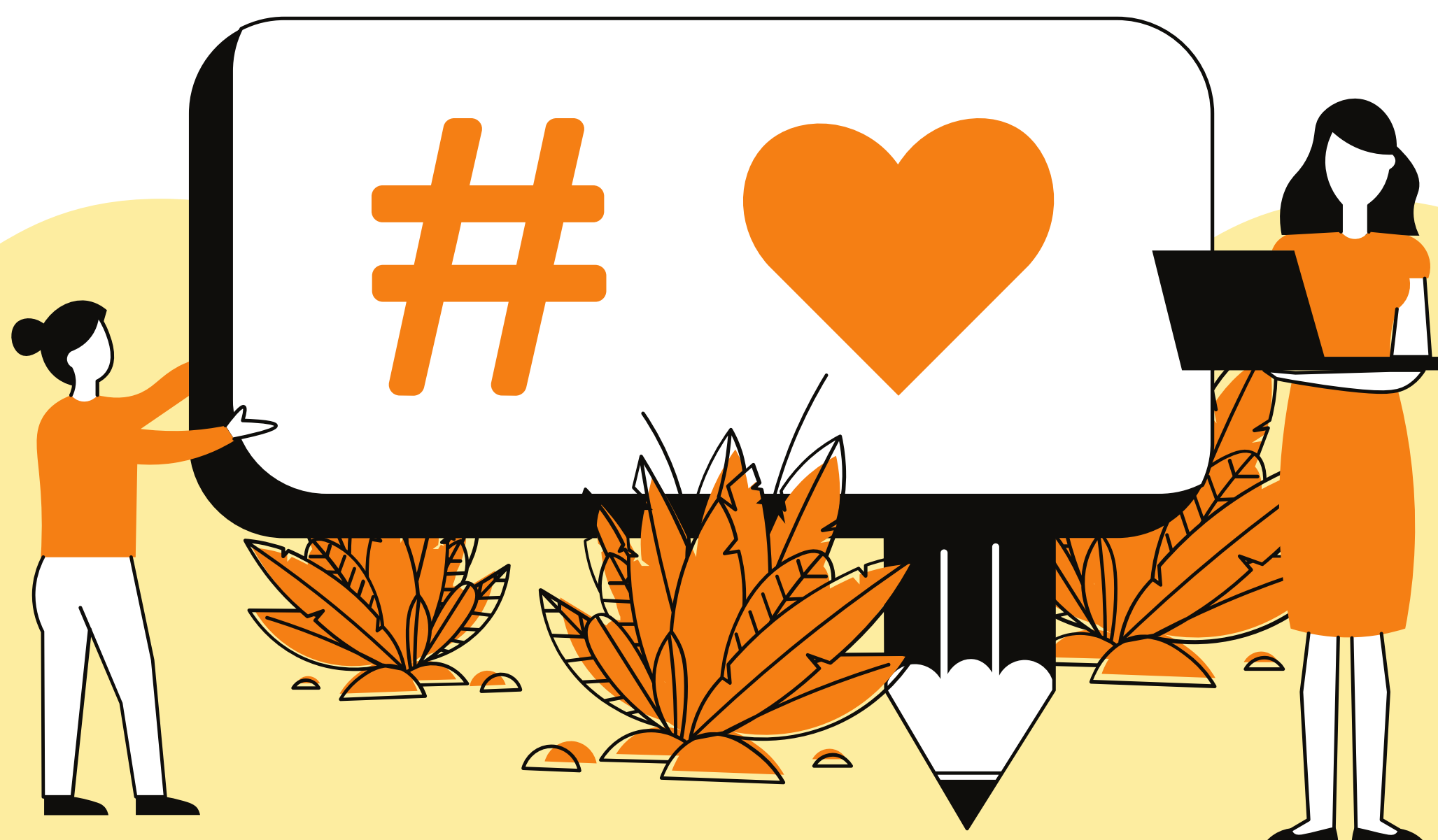
Our world is fundamentally changing, and we need to adapt to these new changes. Now, more than ever, there is a demand for innovative insight, for fresh perspectives.

An example of innovation can be found in the partnership between Ferrari and Fiat as a consequence of the escalating situation in Italy. With the absence of Formula 1 racing and reduced demand for cars, the two companies have converted their facilities to manufacture fans and respirators. Yes, even Ferrari has changed how it operates to assist with crisis relief. This shows how innovation is already occurring to adapt to different challenges. From corporate entities to individuals in communities; innovation is already taking place.

Perhaps times of crisis DO breed innovation.

What my research found was that the way we adapt to change is a way for social innovation to thrive. Already, you might have noticed new difficulties that weren't part of your life before the lockdown occurred. All it takes is the will to act on new ideas that will tackle new social issues. Remember, change precedes growth. So, whilst everything might seem overwhelming and dire right now, this is only the start of a new journey for all of us.

Change is coming, and we need to embrace it in order to find innovation.



FILMS FOR CHANGE

BY JENNY ZHANG

FROM REEL TO REAL LIFE

With social isolation in full force, forget playing TikToks on repeat till 4am or binging trash reality TV. With Netflix serving as a haven for social justice documentaries, now is the best time to learn more about subjects that don't get enough media attention (in the comfort of your own bed!).

Who knows, maybe you'll see the world in a different light after these four weeks - perhaps even gain some inspiration to create **SOCIAL CHANGE!**

'A Plastic Ocean' (2016)

With the ocean a world full of wonder and unimaginable species, it's also now a reflection of human consumption and the irreversible effects of our actions. With stunning underwater shots and breath-taking scenery, 'A Plastic Ocean' investigates the fragile state of our oceans over time and the truth of the pollution which underlies it. With trusty Attenborough describing the documentary as 'one of the most important films of our time', this watch is a sure one to add to the list.

'The True Cost' (2015)

Ever wondered how your new daily hoodie and sweatpants combo came to be? 'The True Cost' dives into the reality of the fast fashion industry, from worker conditions to environmental consequences; this documentary covers it all. Not only does it have a critical socio-environmental lens, this documentary also investigates the psychological aspects of consumerism and mass media. Ultimately, why do we pursue what we know is bad?





FILMS FOR CHANGE

'Feminists: What Were They Thinking' (2018)

Women's rights for all? Feminazis and third wave feminism? All controversial topics which create an interesting read if mentioned in a Reddit thread. But where and how did this fight for equality all begin? 'Feminists: What Were They Thinking' takes you on a ride through the history of feminism, and the widespread changes this revolution made within the 1960 and 70s. It also focuses on the ongoing struggle for equality and how women today are fighting for their rights.

'Weed the People' (2018)

With the cannabis referendum coming up this year (and 4/20 celebrations during social isolation), what better time to learn more about this controversial subject? 'Weed the People' follows a group of doctors and researchers on their investigation into cannabis oil treatment and cancer treatment. This film ultimately ponders, if medical marijuana can save people's lives, then why does the government not want to utilise it?

'Period. End of Sentence.' (2018)

That time of the month is never a fun ordeal and that's for sure. But within New Zealand we often forget how lucky we are to have access to the necessary resources. The Oscar winning documentary 'Period. End of Sentence' explores a group of Indian women and their fight to shed the taboos of menstruation within their country. We see how these heart-wrenching realities can be fought through social activism and innovation for the good of the community.



POP
CORN

untapped

potential

WITH BRIONY MCKENZIE

"Your purpose is your brand, what you're driven to achieve, the magic that makes you tick." But what does this really mean? We chat with Briony McKenzie from Untapped and the Social Experiment to gain insight into this elusive term.

WHAT IS A 'PURPOSE'?

For me, a purpose is a concept for something that exists outside of you, something bigger than just yourself. Your purpose is how you can use your gifts, skills, and passions to add value to something beyond yourself. I believe your purpose is a created thing - it can be found within yourself, prompted by inward reflection. Your purpose can manifest itself as different missions. For example, my core purpose is achieved through my Untapped coaching and the Social Experiment, where I am helping people achieve their potential.

HOW CAN WE FIND OUR PURPOSE?

Firstly, we need to shift our mindset, from 'finding' to 'creating' our purpose. We need to recognise that our purpose comes from within; it is a reflection of our values and passions. This provides a foundation for us to explore how we can achieve our purpose.

Next, we need to understand our core values. We need to acknowledge what makes us proud, fulfilled, passionate or annoyed - acknowledge these moments to help distill our core values. This introspective exercise will establish a compass for navigating our lives - how we view our decisions, opportunities and failures are shaped by our values.

Lastly, we need to act upon our values and purpose. I believe that clarity comes from action. With a curious mindset; give everything a go, ask questions, cultivate your curiosities. Get out there and explore something new! Often, people expect that opportunities will fall into their laps, but this is untrue. We need to actively seek and explore different ways to manifest our purpose.



Imagine waking up each morning bursting with energy and excitement to the extraordinary life you created.

HOW CAN WE OVERCOME CHALLENGES IN FINDING OUR PURPOSE?

BE CURIOUS: Sometimes, we become so fixated on outcomes, on achieving certain goals and meeting expectations. However, it is important to maintain an element of playful curiosity, to ensure we're enjoying and learning from our experiences. Being curious allows us to experiment and explore innovative ways of realizing our purpose.

BUILD COMMUNITY: It can be overwhelming and daunting to start something yourself. I believe it is important to build a network of passionate people who can inspire, mentor and guide you through your purpose. Your community will hold you accountable, keep you focused and driven when you are doubting yourself!

TAKE ACTION: There will always be fear and self-doubt before we start a project or an idea. Don't wait for this fear to go away - keep moving forward, take action. Even the smallest action will build confidence and diminish your fear.

HOW CAN WE BALANCE OUR PURPOSE WITH OUR CAREERS?

People often hide parts of themselves when they enter a corporate job, yielding to presumptions that corporate life is restrictive and dull. This isn't true - it is our responsibility to bring our authentic selves into our jobs, to express our passions and beliefs with our actions. Once others have gained insight into YOUR brand, more opportunities will start to appear. In my personal experience, when I was working as a lawyer, my boss knew I was passionate about social impact. As such, he allowed me to sell Christmas cards designed by Kiwi artists to other law firms. In three weeks, we had raised \$10,000 for the Auckland City Mission. This would not have happened if I was not my authentic self in my role if I had hidden my passions. Ultimately, we need intrapreneurs - people who initiate change from within the corporate sphere. For us to do this, we need to stand true to our beliefs and values, stirring change within our sphere of influence.

If you want to contribute to something bigger than yourself, there will always be fears and barriers. How we overcome them is the difference between people that achieve their purpose and those who don't. To gain fresh insight and learn for yourself, come along to SINZ's Conference on the 8th of August where Briony will be hosting a session on finding your purpose!



isolation relaxation

SOME TIPS FROM THE SINZ TEAM ABOUT RELAXING AT HOME!

BECOME ART



Tackle the art of knitting, work on your Bob Ross painting, experiment with your photography, learn an instrument - get creative! No time like the present to pick up new hobbies and build some personality

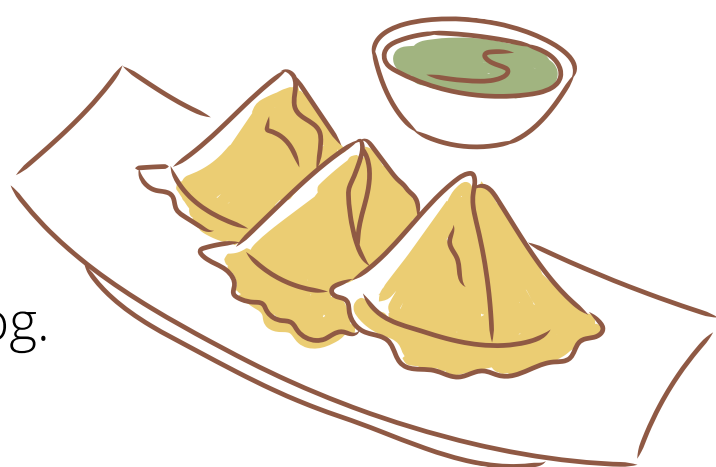
MINIMIZE YOUR LIFE

With Marie Kondo in the background, clean out your backpack, clean under your bed, clean the whole kitchen! A great way to stay productive, without really doing much. Time to declutter and cleanse yourself! #MINIMALISM



MAKE A SNACC

Experiment with baking/cooking - make pizza dough from scratch; learn how to cook from another cuisine; start a food blog. Cook whatever your heart desires. Might as well eat our emotions.



GET THOSE #GAINS

#pushupchallenge folks? We'll come out of this lockdown looking like the best glowed up version of ourselves. Nothing like tricking your mind to produce endorphins when you exercise. Go for a run, ride a bike around the block, try a random workout video!



GET THRIFTY

Delve into the world of your parent's closet, explore the trends of the past. This is op shopping on a budget people. Waltz around your house in a freshly thrifted #look from your parents closet. Ain't no time like the present to experiment with your style.



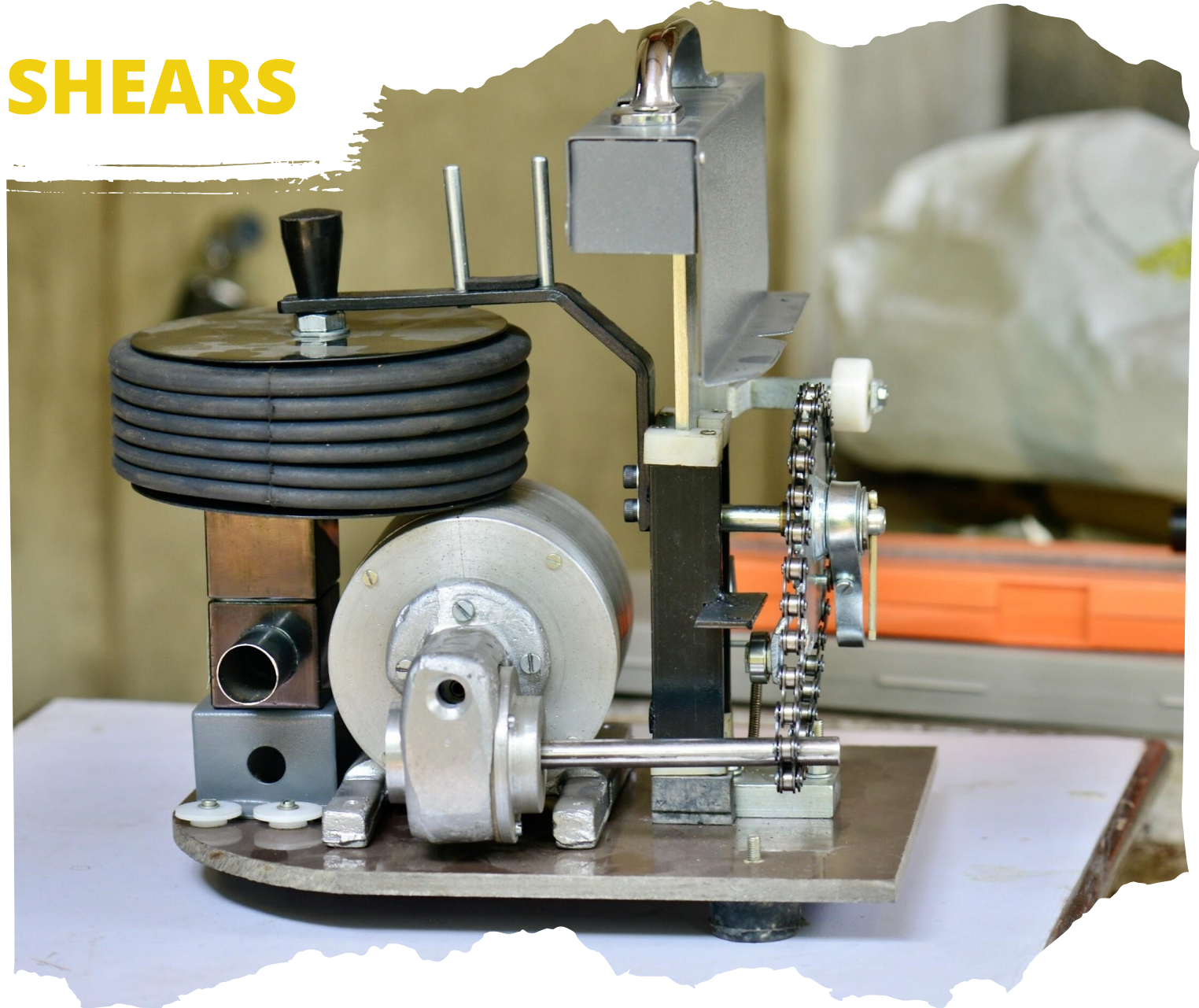
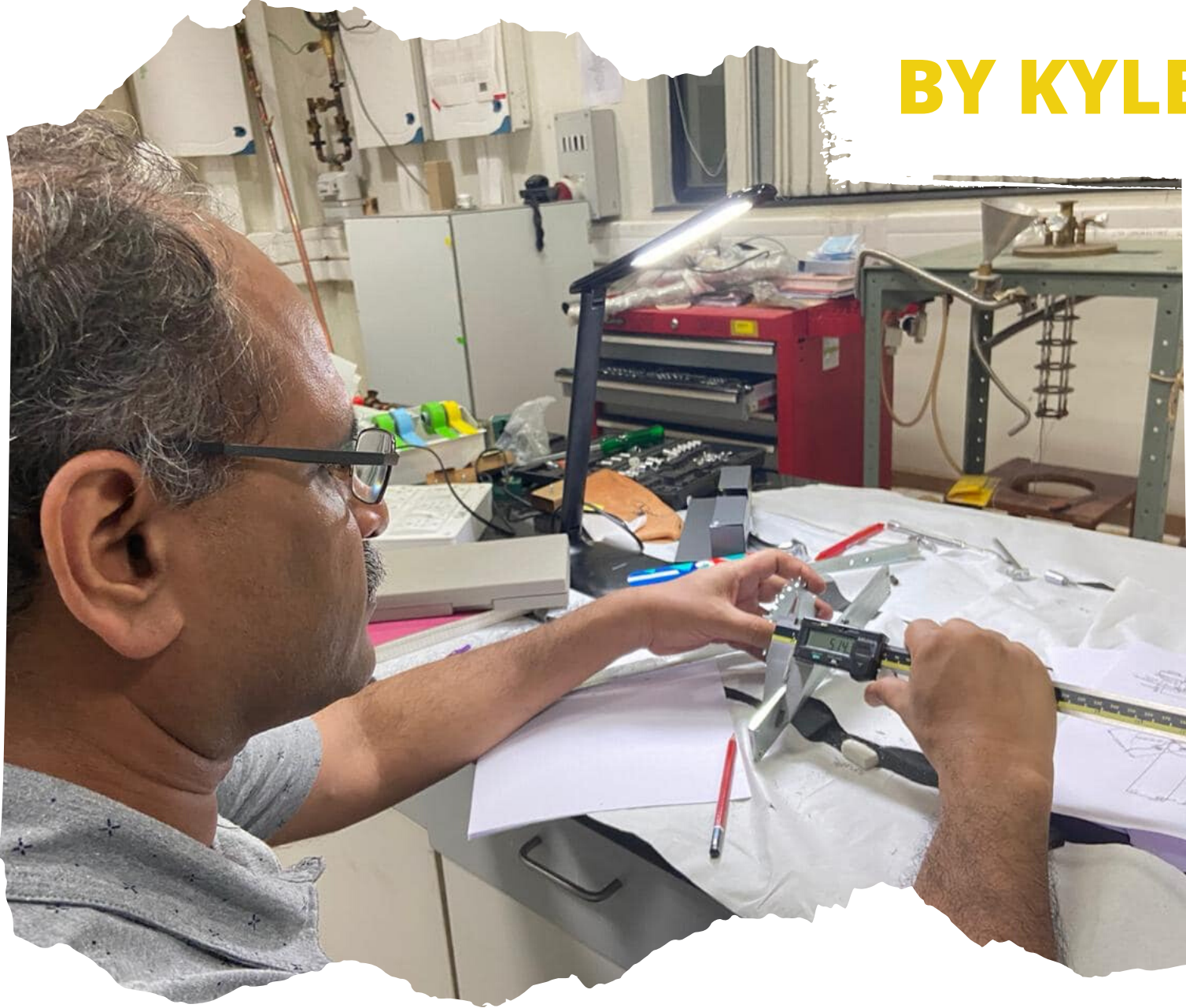
UNLEASH YOUR HIPPIE

Go for a walk in nature, take some time to look at the trees, to breathe fresh air - the world is a beautiful place! Even better, meditate with the sun on your face, the birds in the background and the sound of children screaming on the streets. Utter relaxation.



A VENTILATOR FOR HUMANITY

BY KYLE SHEARS

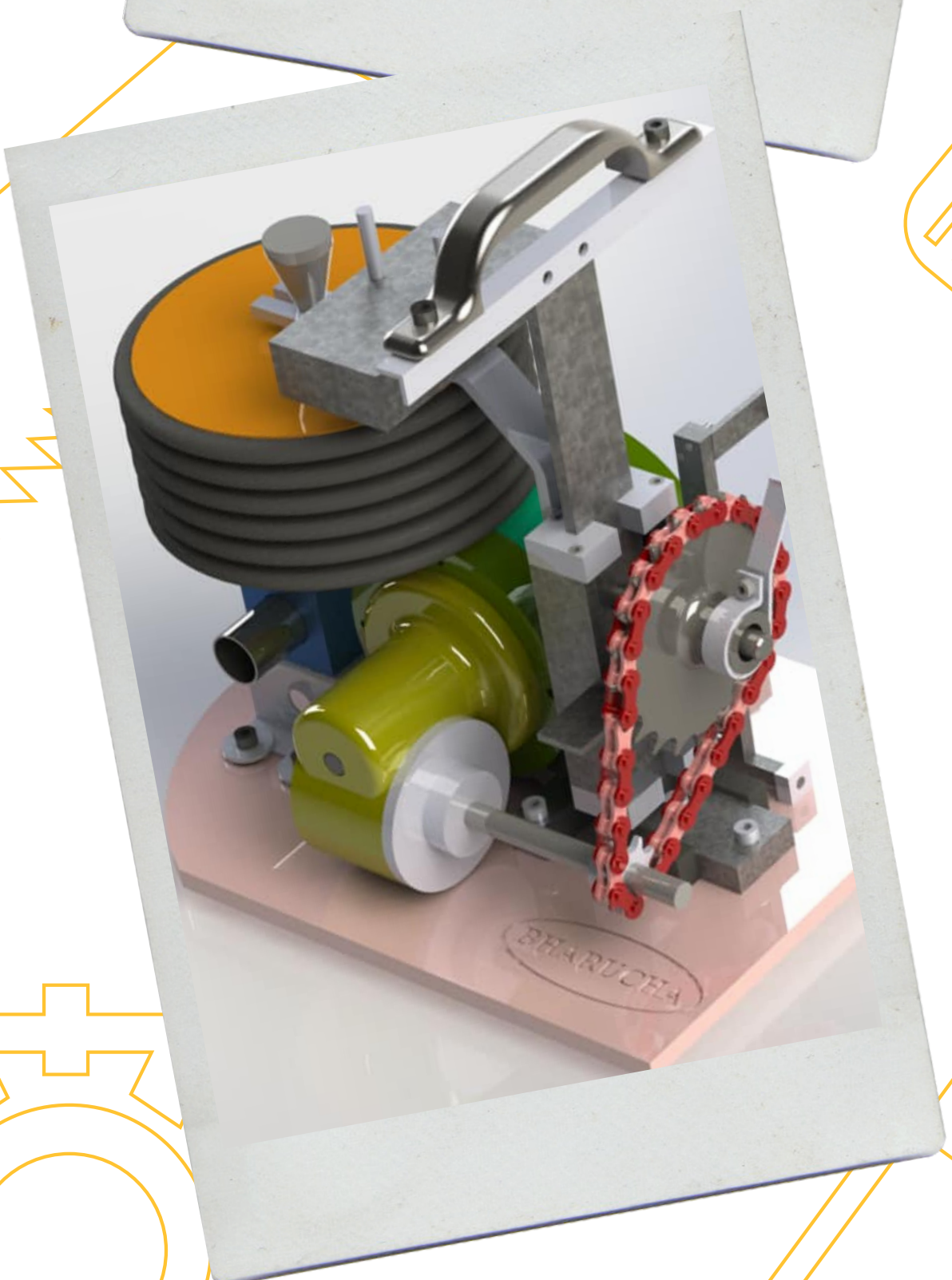
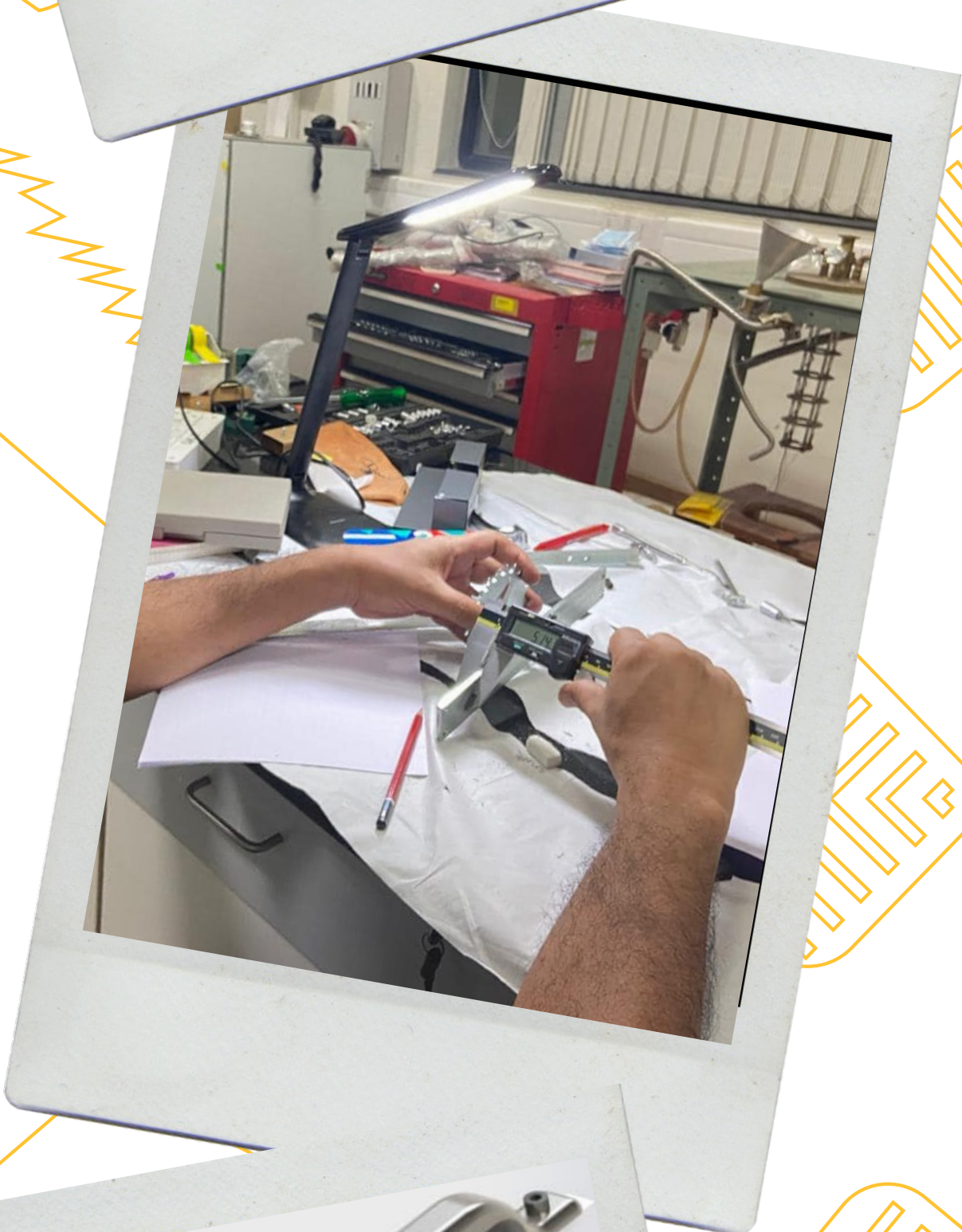
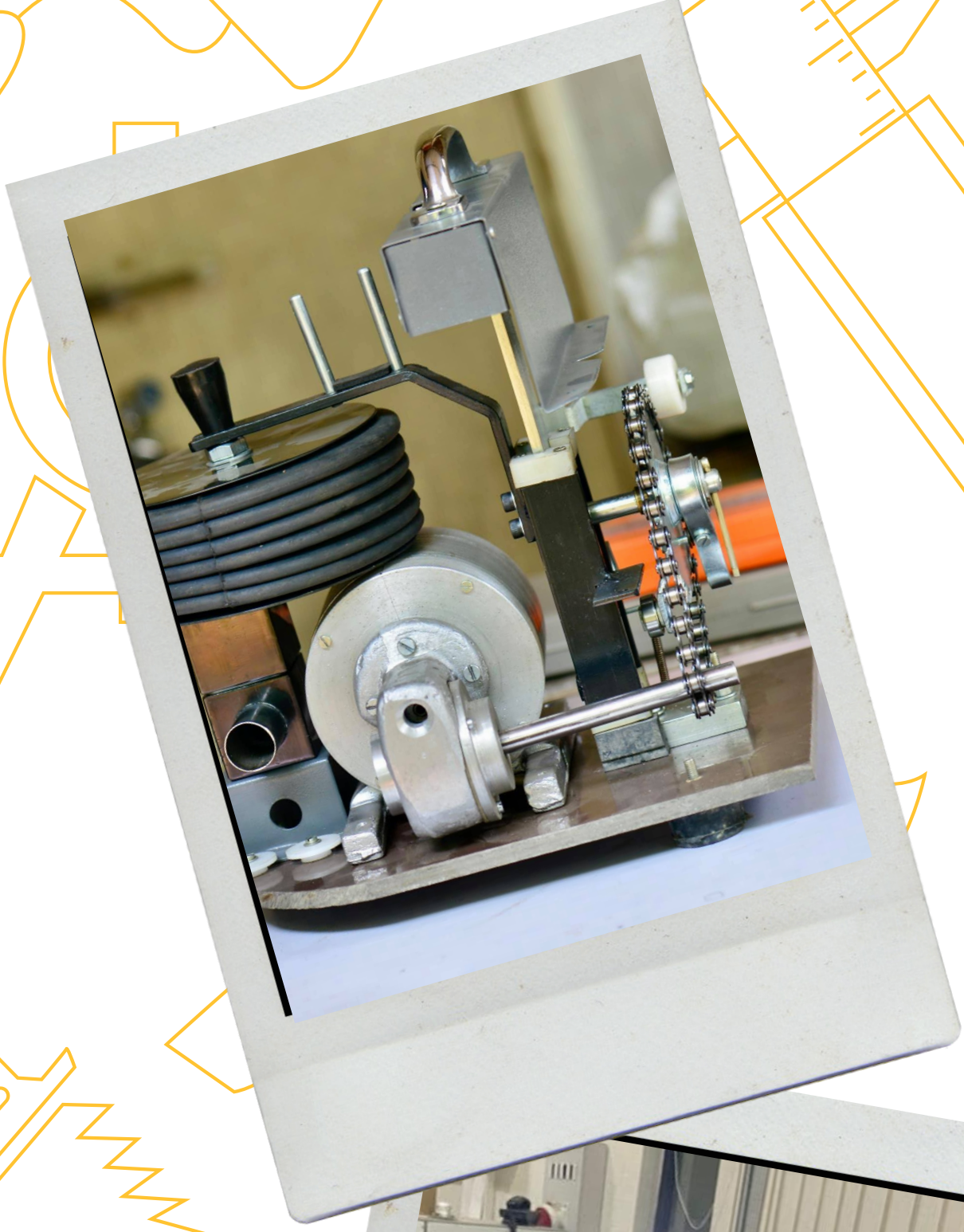


As the world scrambles to deal with Covid-19, ventilators, along with toilet paper, are in high demand as an incredibly essential item. Existing manufacturers are ramping up production and other companies are re-purposing resources to build ventilators. However this fails to address the full scale of the problem. Travel and export restrictions make it difficult to transport products and as a result, developing regions have minimal capacity to produce or otherwise obtain ventilators.

While few places have country-wide statistics on numbers of available ventilators, the information I found quickly provides examples of the dire nature of the problem. Liberia has a similar population to New Zealand but access to only three ventilators compared with NZ's 520. Similarly, Zimbabwe's first case of Covid-19 passed away in a quarantined hospital that was unable to obtain the protective equipment, drugs or a ventilator for treatment. This exemplifies the inaccessibility of ventilators; yet their necessity during this pandemic is undeniable.

Upon reading on the scarcity of ventilators, I discovered a project called Openbreath.tech (OBT) that was founded in response to Covid-19 with the mission of creating "a ventilator for humanity". What I found especially interesting about this project is their recognition that innovation by itself is not sufficient; simply designing and distributing a modern ventilator would not be an adequate solution. Modern ventilators aren't a sustainable option in poorer nations due to their cost and the complexity of maintenance.

OBT aims to fulfil their mission through compassion driven innovation where solutions are small scale, inexpensive and use locally available skills and resources. The volunteer-led project employs a rapidly growing worldwide network of healthcare workers, engineers and designers. They reviewed over 70 ventilator projects and prototypes before selecting a design. The ventilator selected has been manufactured by an 84-year-old retired Indian army captain for over 15 years and the product has been proven through use in hospitals and rural clinics. Captain Bharucha agreed to share his design with the OBT project



It is suited to the current crisis due to its robustness, ease of manufacture and low cost, with estimates of NZ\$77 per unit. OBT's current focus is on developing computer models of a purely mechanical version 2.0 of Bharucha's design, re-engineering elements to add functionality and further simplify the manufacturing process. The goal is to also design a version 3.0 with minor modifications that will enable the addition of electronic sensors, displays and controls.

For me, OBT is a perfect demonstration of the power and necessity of social innovation. By taking an entirely humane, collective approach to the problem-solving process, OBT is in the process of developing a solution that can be easily altered to the needs and capabilities of different areas. This enables them to improve the quality of life of a far larger number of people. The OBT project is entirely open source and requires the input and assistance from people of all professions and walks of life. Personally, it has been incredibly fascinating to see the impact of the collaboration that is bringing this project to life and keeping the needs of society at the core of any solutions that are developed.

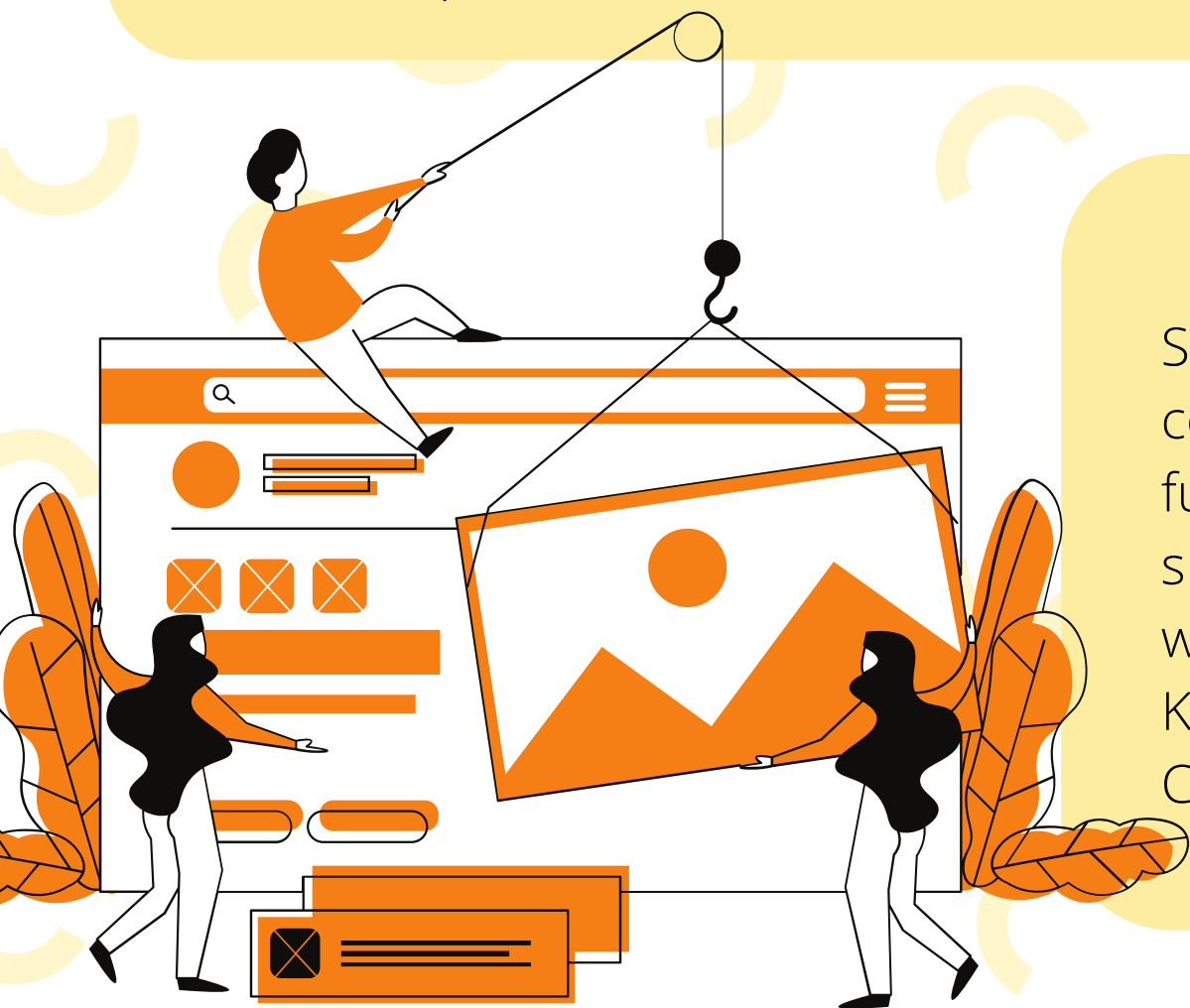
If this is a cause that interests you on any level, I would urge you to check it out in more detail and get involved supporting the project at:
www.openbreath.tech

APRIL SINZ UPDATES

EVENT RECAP: LIVE CHAT WITH LUKE WIJOHN

On Saturday 18th of March, SINZ hosted a live chat with Luke Wijohn: School Strike 4 Climate organizer and the youngest political MP Candidate to stand for election at the age of 17. Over the 1 hour online session, Luke shared his thoughts on youth activism in shaping the future of Aotearoa, particularly in the climate advocacy scene.

Rewatch the Live Chat here: <https://www.facebook.com/sinzuoa/videos/222308725532619/>
We plan and look forward to bringing you more online live chats and events during Semester 1!



BUY THEM A COFFEE

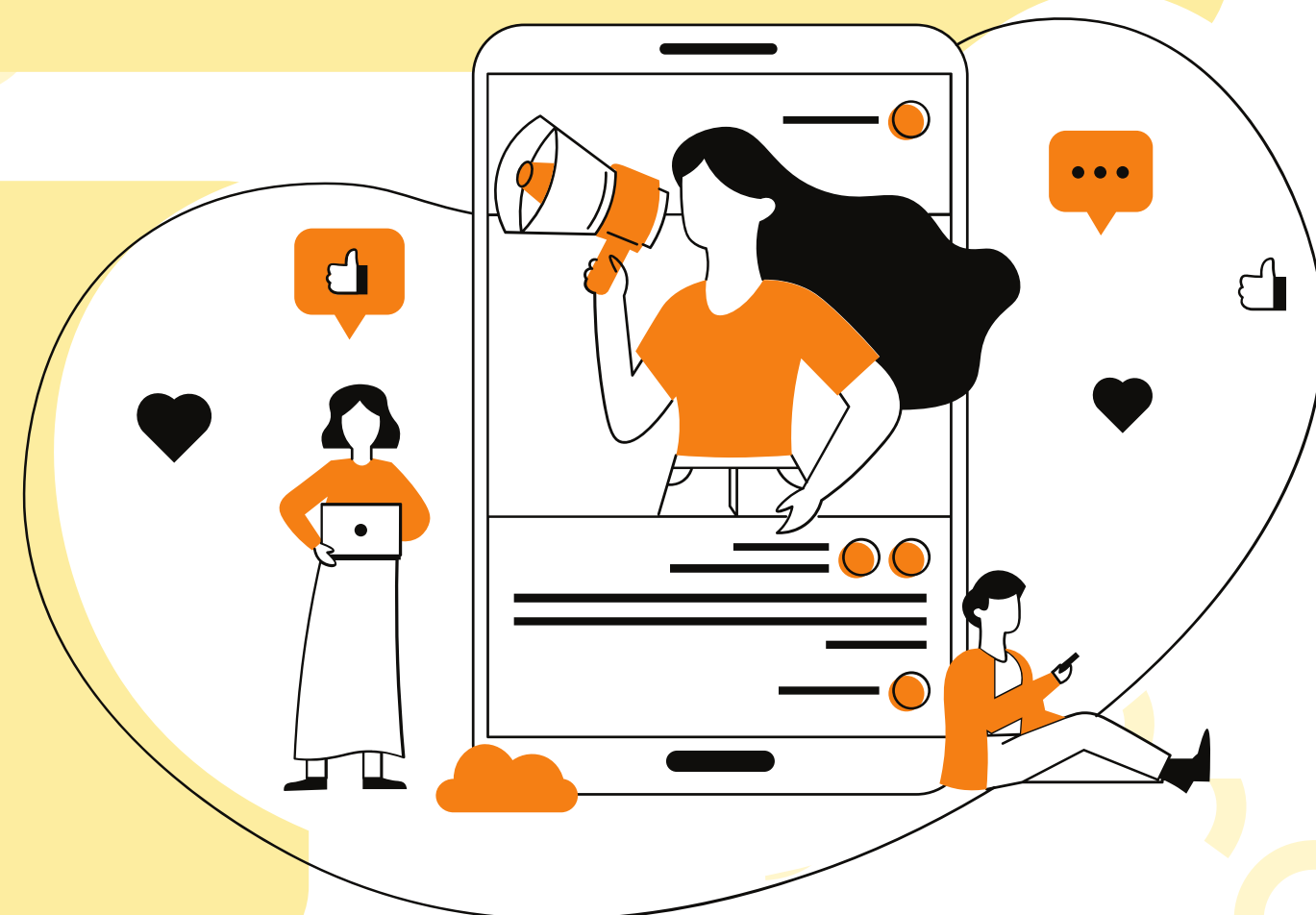
SINZ Alumni Dianca Mitchell launched an amazing initiative to provide free coffee for healthcare workers during the Covid-19 lockdown. This fundraiser enables people to support our healthcare workers by sponsoring the cost of coffees. The "Buy them a Coffee campaign" works with cafes to ensure that our workers are appreciated and supported! Kudos to Dianca for establishing a way to manifest Kiwi kindness! Check out their instagram: <https://www.instagram.com/buythemacoffeenz/>

POSTPONED EVENTS

Due to the current COVID-19 Level 4 Lockdown situation we have decided to postpone a few events until further notice.

- Collide 25th March → Postponed to Semester 2
- Solveathon 9-10th May → Postponed to Semester 2

Our Executive are working hard behind the scenes to ensure our Semester 2 is full of social innovation!



HUMANS OF SINZ

Our Instagram is brimming with inspiration from our very own SINZ family! Follow us at @humansofsinz to stay updated with the unique narratives of different ways we are achieving social impact! Stories range from women empowerment to technology and photography. We're very lucky to have such a diverse family and would love to share our stories with you!!

Don't forget to check out our daily instagram takeovers too to see what our members are getting up to. Liven up your lockdown days with the fun interactive instagram stories brought to you by a different SINZ team member every day!



ECHO

was brought to you by the

Outreach Team



SOCIAL INNOVATION
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