

# “Problem - to - Pitch”

**TY DESIGN CHALLENGE WEEK**  
*OFFERED BY THE*  
**MARPLAS PROJECT TEAM**



# Who Are MARplas?

- MARplas is a research project run by Sea Synergy and funded through Environmental Protection Agency's Green Enterprise initiative.
- The project is working through 3 FLAG regions with a co-design approach to imagine solutions for re-using fishing net offcuts and waste net material.
- MARplas is run by a Multi-disciplinary team made up of Marine Biologists, Engineers, Fishermen, Sailors, Artists and Designers.

# Meet the team



Lucy Hunt – Founder and Managing Director of Sea Synergy/ Project Management MARplas



Eleanor Turner – Education and Operations Manager for Sea Synergy / Project Management MARplas



Anita McKeown – Artist and Designer



Tara Baath Mooney – Artist and Designer/Textiles expert



Colin Keogh – Engineer/ Innovation and disruptive technology expert/ 3D printing



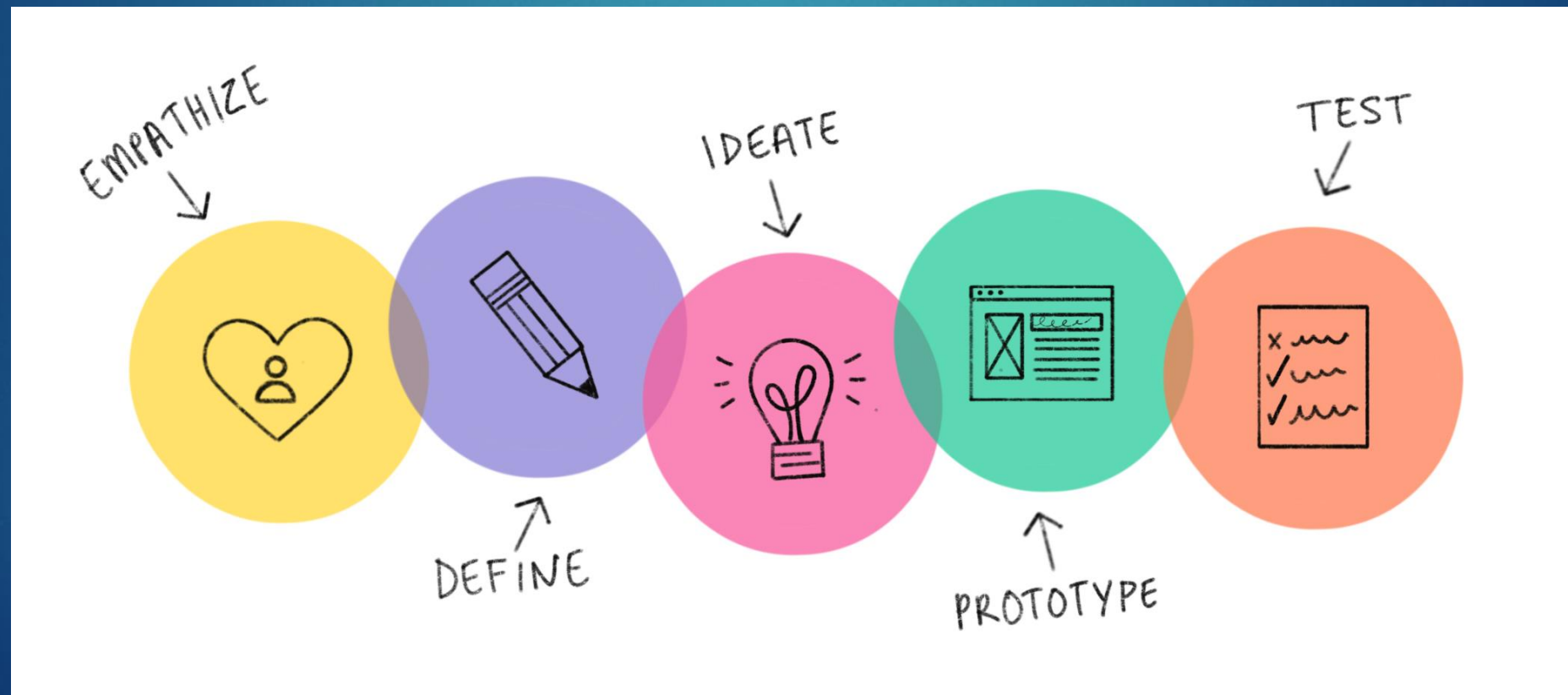
Damian Foxall – Director of Sea Synergy/ Project Advisor



Alex Crowley – Inshore Fisherman/ Project advisor

# “Problem - to - Pitch”

*Introducing Design thinking to TY students through a work experience style 5-day intensive design sprint.*





# How Does this work?

- Students join the MARplas team as research Assistants
  - Participating over one week from Monday to Friday - regular working hours 9am-5pm (with regular breaks of course!)
- Begin by looking at the problem of Fishing net waste material and work through to design a solution/product that can help re-use the material

# What the week entails..

Monday	Tuesday	Wednesday	Thursday	Friday
<b>Empathise</b> <ul style="list-style-type: none"><li>• Learn about the issue</li><li>• Research and Development</li><li>• Cradle- to- Cradle design</li></ul>	<b>Define</b> <ul style="list-style-type: none"><li>• Circular economy thinking</li><li>• Mapping the 'problem' landscape</li><li>• Research on existing solutions</li></ul>	<b>Ideate</b> <ul style="list-style-type: none"><li>• Team share Feedback and analysis</li><li>• Group Problem Solving</li><li>• Select Designs to Prototype</li></ul>	<b>Prototype</b> <ul style="list-style-type: none"><li>• Present selected designs to prototype</li><li>• Prototyping ideas – makers session</li></ul>	<b>Test</b> <ul style="list-style-type: none"><li>• Ideas testing</li><li>• Documenting week</li><li>• Presenting prototypes</li></ul>

# Benefits of Participation

- Experience working with a research team
- Hands' on Design thinking experience
- Learn about Cradle to Cradle design, Circular economy and research
- Contribute to real world solutions for Net Re-use
- Experience in presenting ideas and pitching products
- 3D printing experience
- Continued support for interested parties to pursue product development
- Certificate of participation
- References provided for future work

**Want more info? Here's how to  
get in touch...**

**Email: [ss.marplas@gmail.com](mailto:ss.marplas@gmail.com)**

**Call Eleanor on: 087 1146847**

**Check out our website at:  
[www.seasynergyresearch.org](http://www.seasynergyresearch.org)**

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[www.seasynergy.org](http://www.seasynergy.org)**