



Amazon Think Big Community Challenge Educators Overview

All documents and assets can be found on the Think Big Experience website. Anything highlighted in **orange & bold** can be found in the Think Big Community Challenge section of the Educator Portal within the website and anything highlighted in **blue & bold** can be found in the Think Big Community Challenge page.

Welcome to the AWS & Brooks Running Community Challenge - where creativity meets real-world impact.

Students will design a sneaker inspired by their local community, using **AI, sustainability thinking** and **creative design** to solve real-world challenges.

At a Glance

- Age Group: 13–16
- Teams per school: Max 20 teams
- Team Size: Max. 5 students per team
- Final submission: 1 team per school
- Time Commitment: ~20 hours or 5-hour fast-track option
- Final Outcome: Sneaker design + presentation

Key Dates

- Launch: **11 May 2026**
- Registration Deadline: **17 September 2026**
- Submission Deadline: **30 October 2026**
- Finalists Announced: **January-February 2027**
- Winners Announced: **April-May 2027**

What Students Will Learn

Students will:

- Use AI creatively and responsibly
- Understand sustainability and material choices
- Investigate their local community
- Build teamwork, problem-solving and communication skills
- Present and explain their ideas clearly

Teacher Timeline & Checklist

Step 1: Get Started

- Review and complete the **Participation Agreement** ☐
- Set up student teams ☐
- Request and gather **Consent Forms** from parents. Required before access to the design App is granted ☐
- Complete the **Participation Manifest** ☐
- Complete and submit the registration form with the documents attached ☐
- Once App access is granted, distribute **User and Pin codes to students** ☐

Step 2: Deliver the Programme

- Run the challenge in lessons, a project week, or as a club - **Running in the different scenarios guide** ☐
- Choose between the full e-learning programme or 5-hour fast-track ☐
- Support students through research, design and development ☐
- If needed utilise translation tools to translate App and E learning to local language - **How to guide** ☐
- Hand out the **Progress-Tracker** for independent learning and ticking off. ☐

Step 3: Select Your Entry

- Review the **Judging Rubrics** ☐
- Select one final team to represent your school ☐

Step 4: Submit

- Review submission against the checklist ☐
- Complete Teacher **Pre-Submission Form** ☐
- Submit on or before **30 October 2026** ☐



Technical Requirements

The challenge has been designed to be flexible and accessible, with minimal technical requirements.

Devices

Students can take part using any of the following:

- Laptop
- Tablet
- Desktop computer
- Mobile phone

Accessing the Content

The e-learning content can be:

- Delivered by the teacher on a main screen (e.g. classroom display or projector), or
- Accessed individually by students on their own devices
- If needed, utilise translation tools to translate App and E learning to local language - [How to guide](#)

The AI design app is web-based and can be accessed via any standard web browser (e.g. Chrome, Safari, Edge) on any device.

Team Setup & Roles Guide

Students work in teams of up to **5 members**, each taking responsibility for a key area while working collaboratively.

Team Roles

- **Sustainability Lead** – Focuses on materials, environmental impact and lifecycle thinking
- **Digital Design Lead (AI)** – Leads AI use, prompt creation and design development
- **Marketing Lead** – Shapes storytelling, branding and presentation
- **Project Manager** – Keeps the team organised and on track
- **Research Lead** – Investigates trends, user needs and community insights

Teacher Guidance

- Encourage mixed-ability teams
- Ensure all students contribute
- Support collaboration, not individual ownership
- If teams are uneven, adjust roles flexibly

Each school may submit one final team entry only

Encourage all teams to present internally to select the strongest submission.

Curriculum Links

The challenge supports key curriculum areas:

- Design & Technology – Product design, materials, innovation
- Computing / Digital Skills – AI, prompt engineering, digital tools
- Science – Sustainability, materials, environmental impact
- Business / Enterprise – Branding, marketing, pitching
- PSHE – Teamwork, communication, decision-making

Assessment & Judging

Submissions are assessed across four key areas:

- **Materials & Sustainability (30 pts)**
Thoughtful material choices and environmental considerations
- **Community & Trends (20 pts)**
Clear connection to local area and design trends
- **AI & Prompt Skills (30 pts)**
Effective use of AI, iteration and critical thinking
- **Presentation & Creativity (20 pts)**
Clear, engaging and well-communicated ideas

What Good Looks Like

- Clear reasoning behind decisions
- Evidence of process (not just final outcome)
- Strong link to community and sustainability
- Effective teamwork and communication

Evidence to Collect

- Design iterations
- AI prompts and outputs
- Reasoning behind material choices
- Research and inspiration
- Final presentation materials

Submission Guide

What to Submit

Each team must submit:

- Final sneaker design
- Presentation explaining their idea

Important Rules

- One final entry per school
- Follow all format requirements
- Submit on or before 30 October 2026
- [Pre-submission Form](#). No PII requirement or see below
- [Challenge Rules](#)

File Requirements

- Formats accepted are: PDF, Word Doc, PPT, Keynote, Google Doc, Google Slides
- All content must be student-created
- Video format is not accepted

Selecting Your Entry

- All teams can present internally
- Teacher or school selects strongest submission
- [Progress Tracker](#)

Safeguarding & Submission Checks

Before submitting, teachers must review all content. Teacher

[Pre-Submission form](#)

Teachers must ensure:

- Content is age-appropriate
- No personal data is included
- AI images follow guidelines
- No copyrighted or copied designs
- Brand use is appropriate

Submissions must not be uploaded until they pass the full checklist.

Complete the [Teacher Pre-Submission Guidance & Escalation Checklist](#).



Teacher Support Notes

You do not need to be an expert in AI or design - all resources are provided.

Support Your Students By:

- Asking open questions:
 - Why did you choose that material?
 - How does this connect to your community?
- Encouraging:
 - Exploration and iteration
 - Team discussion
 - Clear explanation of ideas

Top Tips

- Guide rather than direct
- Focus on the process, not just the outcome
- Encourage creativity and experimentation

Student Progress Tracker

Students are responsible for tracking their own progress.

- Tick off completed topics
- Record where they last stopped
- Use as a guide throughout the challenge

The platform does not track progress - students must manage this themselves using the **Student Tracker**.

If time is limited, follow the fast-track topics to complete a valid submission.

Translation Support

To ensure the challenge is accessible for all students, teachers can use built-in translation tools for both written content and videos. Use the **How to Guide** for further instructions.

Social Media Pack

Schools are encouraged to share their participation in the challenge and celebrate student progress throughout.

To support this, a range of ready-made social media assets are available, including branded graphics that can be used instead of student photos where needed.

The **Social Media Pack** can be accessed via the Educator Portal on the Amazon Think Big Experience site.

How to Share

- Use the official hashtags:
 - #AmazonInCommunities
 - #AmazonSneakerChallenge
- Share key moments such as:
 - Project kick-off
 - Design development
 - Final presentations
- Tag the following where possible:
 - AWS (Amazon Web Services)
 - Brooks Running
 - Creative Hut
 - Wildlife

Good to Know

- Using provided graphics is recommended if you are unable to share images of students
- Ensure all posts follow your school's safeguarding and media policies

FAQs for Teachers

How many students can take part?

Students work in teams of up to a maximum of 5 members. Whole classes can take part, and each school can register up to 20 Teams. Each school can submit one final team entry. How you decide on which is the final entry is up to you, but we suggest that each team of students present their final designs and presentation to the whole group. The group can score each entry or vote for the best entry to submit to represent their school.

What do students need to submit?

Each team will submit a sneaker design and a short presentation showcasing their journey/progress and their ideas.

How can the challenge be delivered?

The programme is flexible and can be run in lessons, across a project week, or as an extracurricular club.

What support is available for teachers?

Teachers will have access to a comprehensive toolkit, including lesson guidance, resources, assessment support, and optional webinars and explainer content.

What technology or equipment is required?

Students will need access to a device (laptop or tablet) to use the AI design tool. Full setup guidance and support will be provided.

What happens if we have limited time?

The 5-hour fast-track option allows schools to deliver a condensed version of the challenge while still completing a full submission.

When is the submission deadline?

All entries must be submitted by 30 October 2026.

How are entries judged?

Entries will be assessed based on creativity, sustainability, design thinking and how effectively students communicate their ideas, following the rubrics, which can be found on the Educator Resources page.

Who is submitting the final design of the school?

This will be done by the lead teacher. Before submitting a design, the teacher needs to make sure that they have checked the Teacher Pre-Submission Guidance & Escalation Checklist. This can be found via the Educator Portal on the Think Big Experience website.