



## Amazon Think Big Community Challenge 2026 - Curriculum Modules Overview

Welcome to the Amazon Think Big Community Challenge 2026, delivered in collaboration with Brooks Running. We are delighted to partner with Brooks Running on this global initiative, designed to inspire and equip the next generation of innovators and trailblazers.

As part of the challenge, students will work collaboratively to explore key topics such as Sustainability, Artificial Intelligence, and Market Research. Through this journey, they will develop a broad set of knowledge and skills, culminating in the design of a sustainable “sneaker of the future” for Brooks Running, using Amazon Gen AI tools.

To support you throughout the e-learning journey, this document provides an overview of:

- **Learning Modules and Sections** – Modules highlighted in orange represent the fast-track content, which forms the minimum completion requirement
- **Learning Objectives** – The key skills and knowledge students will gain from each module
- **Content Location** – Where educators and students can access the learning materials
- **Content Delivery Types** – The range of formats used to ensure the content is engaging, interactive, and memorable

If you have any questions regarding the modules, please do not hesitate to contact us at [tbcommunitychallenge@creative-hut.com](mailto:tbcommunitychallenge@creative-hut.com).

You can also find out more about the challenge and apply at the link here - <https://www.amazonthinkbigexperience.com/communitychallenge>

Thank you for being part of this exciting initiative. We look forward to seeing how your students engage with and respond to the challenge.

*The Amazon Think Big Community Challenge Team*



## Introductory Module

Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>Community Challenge Welcome</b>	<ul style="list-style-type: none"> <li>Gain an understanding of the Community Challenge as a whole</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>Images</li> <li>Text</li> <li>Rubrics graphic</li> <li>Introductory Video</li> </ul>
<b>The Rubrics</b>	<ul style="list-style-type: none"> <li>Know how their Community Challenge submissions will be judged, awarded points and shortlisted</li> </ul>		
<b>Your Team - Representing your school</b>	<ul style="list-style-type: none"> <li>Gain valuable insight into how each team is structured, including each team member's roles throughout the challenge</li> </ul>		
<b>The Winning Team's Prize</b>	<ul style="list-style-type: none"> <li>Become aware of the prize they are working towards throughout the challenge</li> </ul>		
<b>Key Dates/Deadlines</b>	<ul style="list-style-type: none"> <li>Know the most important dates to ensure teams enter on time, submissions are punctual and know when the shortlisted teams will be announced</li> </ul>		
<b>FAQ</b>	<ul style="list-style-type: none"> <li>To discover the answers to the most frequently asked questions linked to the Amazon Community Challenge</li> </ul>		
<b>AWS</b>	<ul style="list-style-type: none"> <li>To know who AWS are and what they do</li> <li>Discover what types of jobs there are at AWS</li> <li>Learn about Global Infrastructure and Data Centres</li> <li>Gain an awareness of Amazon in the Community and the work they do globally</li> </ul>		



	<ul style="list-style-type: none"> <li>Discover the history of AWS: From Idea to Internet Powerhouse</li> </ul>		
<b>Brooks Running</b>	<ul style="list-style-type: none"> <li>To know who Brooks Running are</li> <li>Discover their product range</li> <li>Learn about the various jobs there are at Brooks Running</li> <li>Find out about Brooks and Communities</li> <li>Discover the history of Brooks Running</li> </ul>		

<b>Artificial Intelligence</b>			
<b>Module Sections</b>	<b>Learning Objectives</b>	<b>Content Location</b>	<b>Content Delivery Types</b>
<b>AI and Machine Learning</b>	<ul style="list-style-type: none"> <li>Explain what Artificial Intelligence (AI) is</li> <li>Describe what Machine Learning (ML) is</li> <li>Identify the relationship between AI and Machine Learning</li> <li>Understand Deep Learning and Large Language Models</li> <li>Define what Generative AI is and how it links to the sneaker community challenge</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>Images</li> <li>Text</li> <li>Interactive Quizzes</li> <li>Activities via web links</li> <li>Classroom-based tasks</li> <li>Embedded videos</li> <li>Intro and Outro videos</li> </ul>
<b>The History of AI</b>	<ul style="list-style-type: none"> <li>Identify key milestones in the development of AI</li> <li>Recognise influential people in AI history</li> </ul>		
<b>AI in Modern Day Life</b>	<ul style="list-style-type: none"> <li>Identify a range of AI technologies already used in everyday life</li> <li>Explain how AI powers popular apps, devices, and services.</li> <li>Describe at least three industries where AI is transforming work and activities</li> <li>Recognise that AI is often working in the background, even when it's not obvious</li> </ul>		



	<ul style="list-style-type: none"> <li>Imagine possible future uses of AI in ways that connect to their own interests</li> </ul>		
<b>AI's Impact on Future Jobs</b>	<ul style="list-style-type: none"> <li>Describe AI's impact on work: Explain how AI can both change and create jobs</li> <li>Identify future career opportunities: Name some emerging careers influenced by AI</li> <li>Recognise key skills for the AI-driven world: Identify both technical and soft skills that will be valuable</li> <li>Reflect on personal development: Choose one skill or habit to develop for future careers influenced by AI</li> <li>Apply learning to scenarios: Imagine a career path and how AI could support it</li> </ul>		
<b>What is Generative AI?</b>	<ul style="list-style-type: none"> <li>Explain what Generative AI is</li> <li>Know the different types of Generative AI</li> <li>Understand the advantages and disadvantages of using Generative AI</li> <li>Know what Amazon GenAI is and its capabilities</li> <li>Identify real-life Amazon GenAI applications</li> </ul>		
<b>Prompt Engineering</b>	<ul style="list-style-type: none"> <li>Explain what prompt engineering is and how it relates to generative AI</li> <li>Recognise how different prompts can change the output of an AI system</li> <li>Apply simple prompt engineering techniques to achieve more accurate results</li> <li>Identify common mistakes when writing prompts and how to avoid them</li> <li>How companies apply prompt engineering, including creative industries like sneaker design</li> </ul>		



Sustainability			
Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>What is Sustainability?</b>	<ul style="list-style-type: none"> <li>Define sustainability in everyday, environmental and business contexts</li> <li>Recognise the four pillars: environmental, social, economic, and human</li> <li>Recognise that sustainability can be misunderstood or misused</li> <li>Understand what “sustainable business” means</li> <li>Identify key principles businesses follow to be more sustainable</li> <li>Recognise how these principles connect to the Four Pillars</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>Images</li> <li>Text</li> <li>Interactive Quizzes</li> <li>Activities via web links</li> <li>Classroom-based tasks</li> <li>Embedded videos</li> <li>Intro and Outro videos</li> <li>Science demonstration videos</li> </ul>
<b>Global Environmental Changes</b>	<ul style="list-style-type: none"> <li>Climate Change - Understand causes and effects of climate change and the greenhouse effect</li> <li>Ecosystems - Know the importance of biodiversity and how ecosystems function</li> <li>Human Impact - Recognise how human activities harm the environment</li> <li>Sustainability - Identify ways to reduce impact and live sustainably</li> <li>Reflection - Consider how choices affect the planet.</li> <li>Application - Use experiments to explore environmental processes</li> </ul>		
<b>Innovative Solutions/Inventions to a</b>	<ul style="list-style-type: none"> <li>Understand how innovative ideas can help fight climate change</li> </ul>		



<p><b>Sustainable Future</b></p>	<ul style="list-style-type: none"> <li>• Explain how solar paint and reflective paint work to generate energy and cool cities</li> <li>• Describe albedo and why surface colour matters</li> <li>• Recognise how biodegradable packaging and sustainable fabrics reduce pollution</li> <li>• Explain how energy can be generated from movement (roads, floors)</li> <li>• Think of ways to make everyday life more sustainable</li> </ul>		
<p><b>Shoe/Fashion Industry: Climate Change</b></p>	<ul style="list-style-type: none"> <li>• Understand the environmental and social problems caused by fast fashion</li> <li>• Explain the concept of sustainable and circular fashion.</li> <li>• Recognise ways to make personal fashion choices more sustainable</li> <li>• Reflect on the impact of shopping habits on people, animals, and the planet</li> <li>• Suggest practical actions to reduce waste, recycle, repair, or reuse clothing</li> </ul>		
<p><b>Shoe Industry: Waste and Plastic Pollution</b></p>	<ul style="list-style-type: none"> <li>• Identify environmental impacts of discarded shoes</li> <li>• Understand the concept of circularity in footwear and its benefits</li> <li>• Recognise key strategies to reduce shoe waste: better materials, reuse, recycling, and longer-lasting shoes</li> <li>• Suggest practical actions they can take as consumers to support sustainable footwear</li> <li>• Appreciate the role of design and infrastructure in creating a circular economy for shoes</li> </ul>		
<p><b>Shoe Industry: Toxic Chemicals</b></p>	<ul style="list-style-type: none"> <li>• Where toxins come from in shoes (dyes, glues, materials)</li> <li>• Why are they harmful to people and the planet</li> <li>• What alternatives exist – and why they're not always used</li> </ul>		



	<p>yet</p> <ul style="list-style-type: none"> <li>• That you have the power to think of new solutions</li> </ul>		
<b>Real-life Examples: AWS and Brooks</b>	<ul style="list-style-type: none"> <li>• Explain what The Climate Pledge is and why it matters</li> <li>• Describe how AWS and Brooks Running are reducing their environmental impact</li> <li>• Recognise how teamwork between companies can lead to real environmental change</li> <li>• Think about how innovation can inspire your own sustainability ideas</li> </ul>		

## Market Research

Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>Design Trends</b>	<ul style="list-style-type: none"> <li>• Identify at least three sneaker trends and explain why each is popular</li> <li>• Relate trends to design choices (shape, material, pattern, colour, marketing)</li> <li>• Use a real life example and explain how it fits a trend</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>• Images</li> <li>• Text</li> <li>• Interactive Quizzes</li> <li>• Activities via web links</li> <li>• Classroom-based tasks</li> <li>• Embedded videos</li> <li>• Intro and Outro videos</li> <li>• Our Local Community - Facilitator Videos</li> </ul>
<b>Community Links</b>	<ul style="list-style-type: none"> <li>• Identify features that make their local area unique</li> <li>• Suggest how these features could inspire sneaker design choices (shape, material, pattern, colour, or story)</li> </ul>		



## 3D Design and Creativity

Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>How to access and use the AI Design Software</b>	<ul style="list-style-type: none"> <li>To know how to log in to the AI Design Software</li> <li>To know how to navigate its user interface</li> <li>To discover the tools accessible for designing, iteration and saving Brooks Running Sneakers</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>Images</li> <li>Text</li> <li>Interactive Quizzes</li> <li>Activities via web links</li> <li>Classroom-based tasks</li> <li>Embedded videos</li> <li>Intro and Outro videos</li> </ul>
<b>Human Creativity vs Artificial Intelligence (AI)</b>	<ul style="list-style-type: none"> <li>Define the term 'Creativity'</li> <li>Know where AI gets its 'creativity' from</li> <li>Discover AI's creative capabilities and limitations</li> <li>Know how AI can assist with your creativity</li> <li>Discover real world examples of human and AI creativity</li> </ul>		
<b>Getting Started with your Design Process</b>	<ul style="list-style-type: none"> <li>Recognise the relationship between creativity and curiosity</li> <li>Discover inspiration all around us</li> <li>Learn about how creative ideas begin</li> <li>Know how AI can be used as a creative companion</li> </ul>		

## Collating and Presenting

Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>Collating and Presenting</b>	<ul style="list-style-type: none"> <li>Understand how global brands launch and market new products</li> <li>Communicate a product's story visually and verbally</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>Images</li> <li>Text</li> <li>Interactive Quizzes</li> </ul>



	<ul style="list-style-type: none"> <li>• Begin producing your final presentation</li> </ul>		<ul style="list-style-type: none"> <li>• Activities via web links</li> <li>• Classroom-based tasks</li> <li>• Embedded videos</li> <li>• Intro and Outro videos</li> </ul>
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## Community Challenge Entry Submission

Module Sections	Learning Objectives	Content Location	Content Delivery Types
<b>Community Challenge Entry Submission</b>	<ul style="list-style-type: none"> <li>• To ensure all of the judging rubrics criteria has been met</li> <li>• To ensure the submission file type is correct</li> <li>• To know how to send the entry submission</li> </ul>	Amazon Think Big Experience Website -Educator Portal	<ul style="list-style-type: none"> <li>• Rubrics graphic</li> <li>• Text</li> <li>• Submission checklist</li> <li>• Intro and Outro videos</li> </ul>