

CAPSULE

capsulehack.io

Impact & Event Overview

Author & Compiler: Sarah Sharif

WHAT

Capsule Hack, a two day virtual conference and hackathon, addressing the global climate crisis through inspiration and action. Over the two days, attendees virtually attended a unique mix of keynote speakers, interactive panel discussions, and problem solving breakouts, which offered attendees the flexibility to explore and create solutions.

We wanted attendees to leave with the knowledge and insights to drive real tangible change towards creating a more sustainable and healthy planet on local, national, and global levels. All of the solutions developed at the hackathon support the United Nations Sustainable Development Goals.

WHY

Our planet is standing on the precipice of irreversible damage. We can no longer wait. Hackathons hold tremendous value by bringing people together in an innovative and engaging format. Let's drive action by building solutions which are accessible.

WHEN

June 20-21, 2020
Registration opened on Jan. 27, 2020
Project Submission opened from Jan. 27 - June 20, 2020

WHERE

Due to COVID-19, a pivot was made to an entirely virtual, remote experience in March 2020 less than 120 days from the original 4,000 global in-person event at the Travis County Expo Center in Austin, Texas.



EXPERIMENTAL CIVICS (HOST)

Experimental Civics is an Innovation Institute & Consultancy providing workshops, hackathons, think tanks, and annual A-Z innovation services to propel clients forward as Innovators. Clients include Forbes2000 businesses, universities, NGOs, and individuals. We use data-driven strategies to produce high impact results in innovation.



SARAH SHARIF (FOUNDER)

Sarah Sharif is a British-American entrepreneur and Founder of Experimental Civics where she propels organizations forward as modern innovators through her think tanks, internal innovation committees, hackathons, and forward-thinking strategies. Sharif extracts 7-figure ideas while also impacting their social good ROI through her events ranging from 30 to 1,000 participants.

Through her repeated success, Sharif has consulted for billion-dollar brands including Red Bull, Google, Mozilla, and has partnered with over 65 organizations. Sharif has contributed to HuffPost and been featured on Thrive Global, Inc.com, Grit Daily, Fox 7 News, and KXAN. Sharif was recognized by OBO as one of the Top 100 Innovators' for 2020.

Sharif earned a B.S. from the University of California, Davis in Biological Sciences and an M.A. from St. Edward's University in Communications. Sharif holds certificates from Harvard University, The Korea Advanced Institute of Science and Technology, and PwC.



T E A M

Sarah Sharif (FTE)
Arantza Orengo Green (PTE)
Eva Lynch (PTE)
Julian Holtzman (PTE)
Peter Salib (PTE)
Sanjana Paul (PTE)
Laura Kelly (PTE)
Priyanshi Gawarvala (PTE)
Bhargav Sathish (PTE)
Cody Julian (PTE)
Robynne Trifiletti (PTE)
Nicole Pham (PTE)
Susanna Wetherington (PTE)
Jason Freshly (PTE)



T H E S T A R T

5

MAR
2019

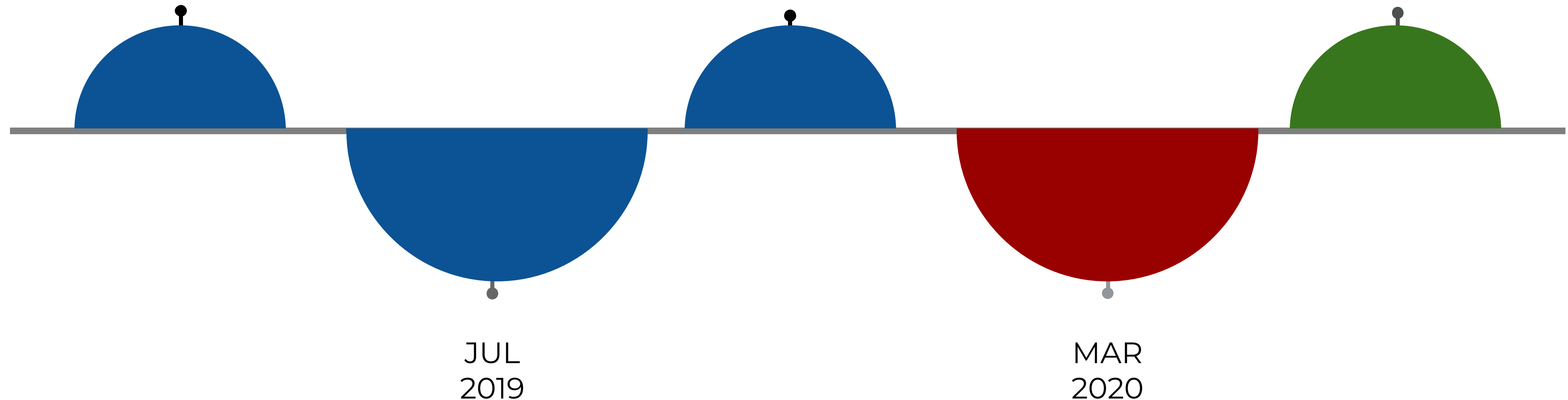
Sarah Sharif wanted to spur creative solutions for the climate crisis. She started developing the idea of Capsule and the ~16 month roadmap.

JAN
2020

For the core team, event execution was picking up rapidly as they headed into their 6 month sprint.

JUN
2020

The team completed final preparations for the event hosted on June 20 & June 21.



Sarah recruited the event partners first and started building the team to execute the roadmap.

Due to COVID-19, Sarah brainstormed a new virtual blueprint and then implemented the tactics with her team. The event was redesigned to still be global, remote, and 100% virtual.



R E C A P

16 WEBINARS & 18 SOCIAL SESSIONS

We completed 16 webinars and 18 social sessions with invaluable content for our participants

5 KEYNOTES

We hosted 5 keynote guests from WWF, Conservify, National Geographic, H&M, and Walmart.

4 PANELS

We hosted 4 panels with guests from World Resources Institute, TechStars, Climate-KIC, NASA, MIT, and many others

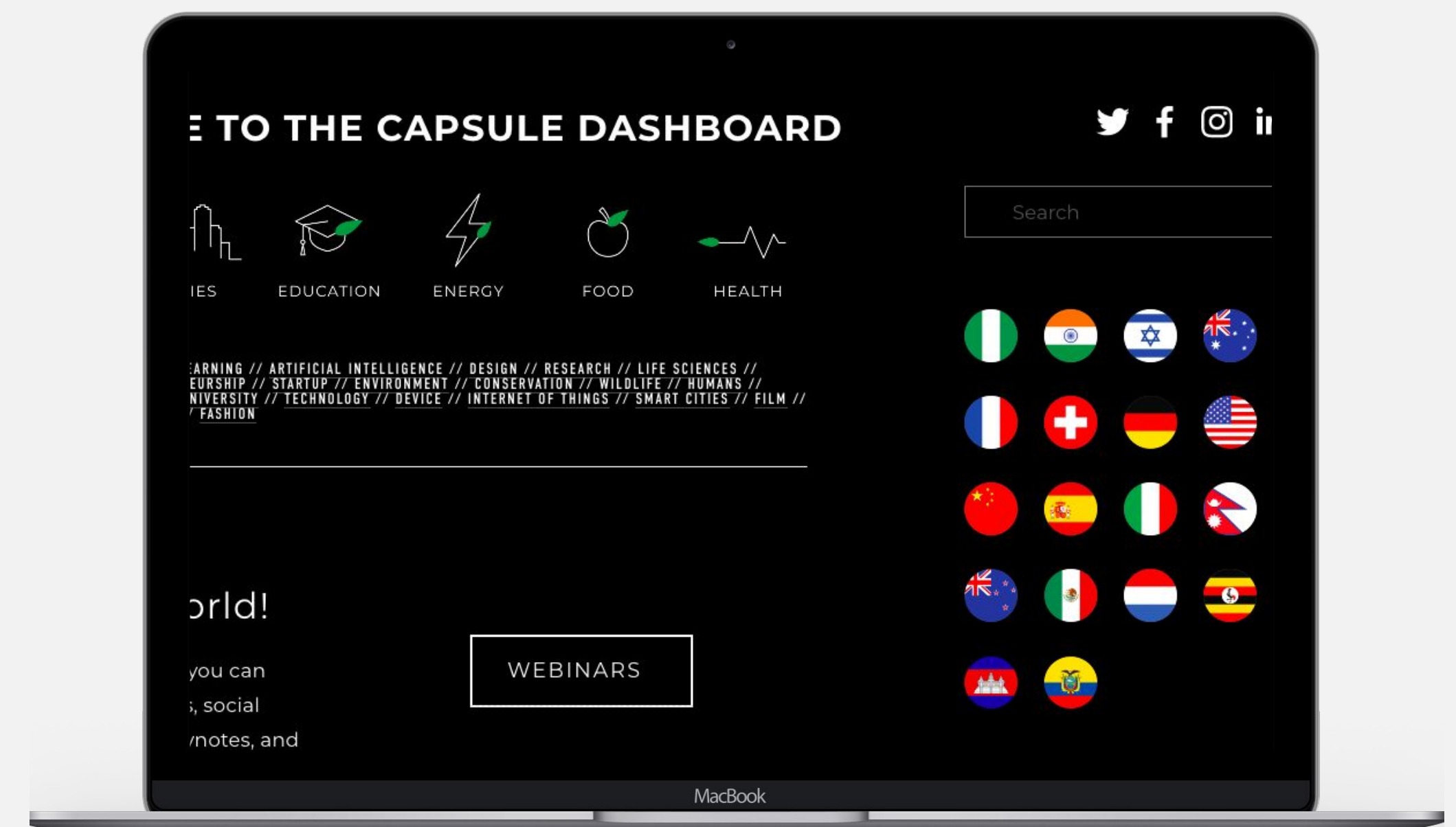
4 PERFORMANCES

We had live music & spoken word performances,

:

*“No matter how small you think your actions are, **they count.**”*

- Dr. Tom Oda from our NASA panel



F E E D B A C K

7

“Great mentors to connect with for life!”



“Something very special happened here over the course of an intense 2-days of project work, networking, and awesome programming. I think we all needed this, especially now.”



“Even just walking the virtual hallways of Capsule Hack introduced me to such a diverse and passionate community that simply came together to support each other and collectively jump forward on important topics!”



“Capsule provided a wonderful opportunity to collaborate and innovate with others who share the same goal of fighting the climate crisis! I can't think of another avenue that would have provided what Capsule Hack did and to be able to collaborate with individuals from all over the world.”

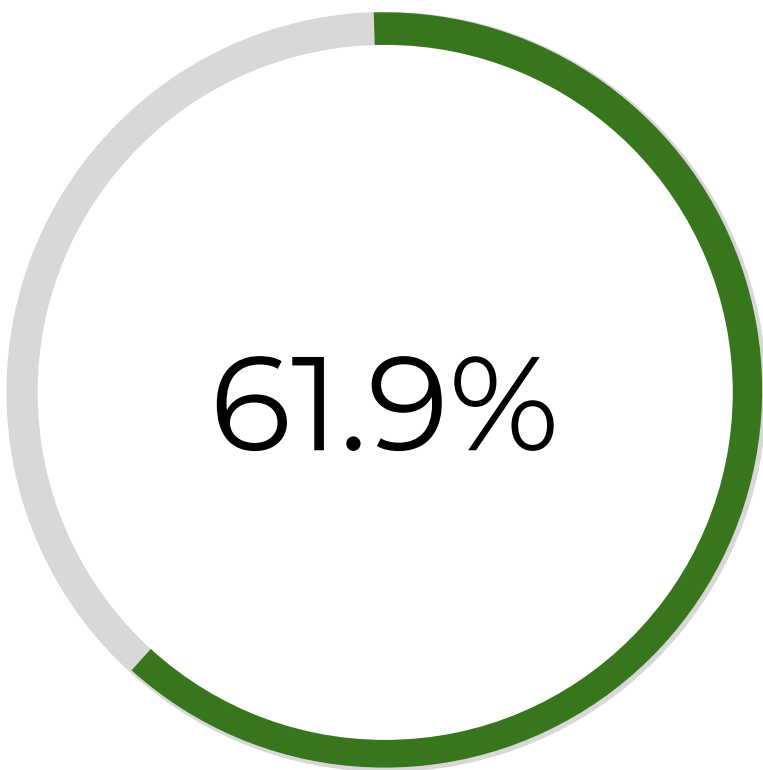


“Capsule Hack really lowered the barrier to entry to getting lots of energetic, inspiring people with interesting ideas connected with people who want to see them succeed for a better future on Earth. We need more events like this to experiment with how different expertise, sectors and people can be brought together to make the most of the growing energy for change around the world.”

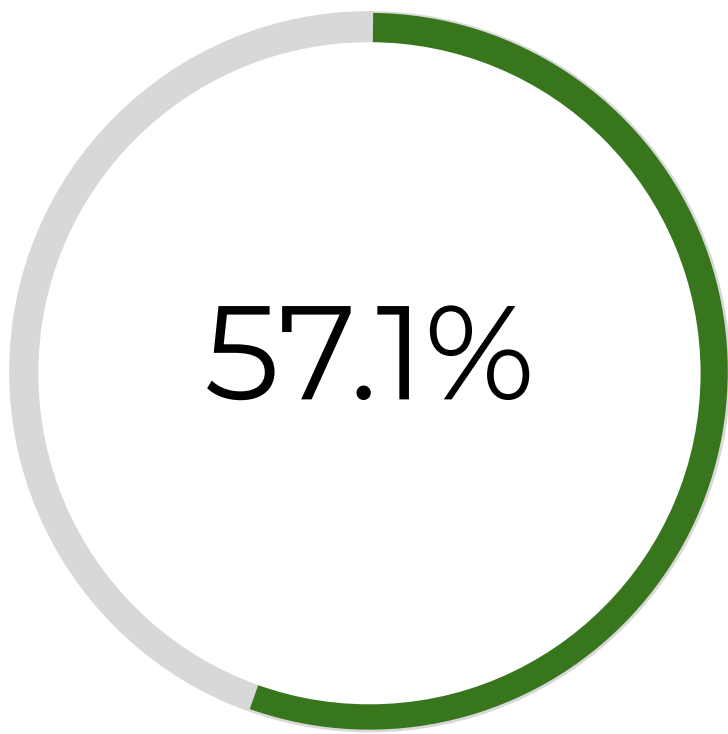


R E S U L T S

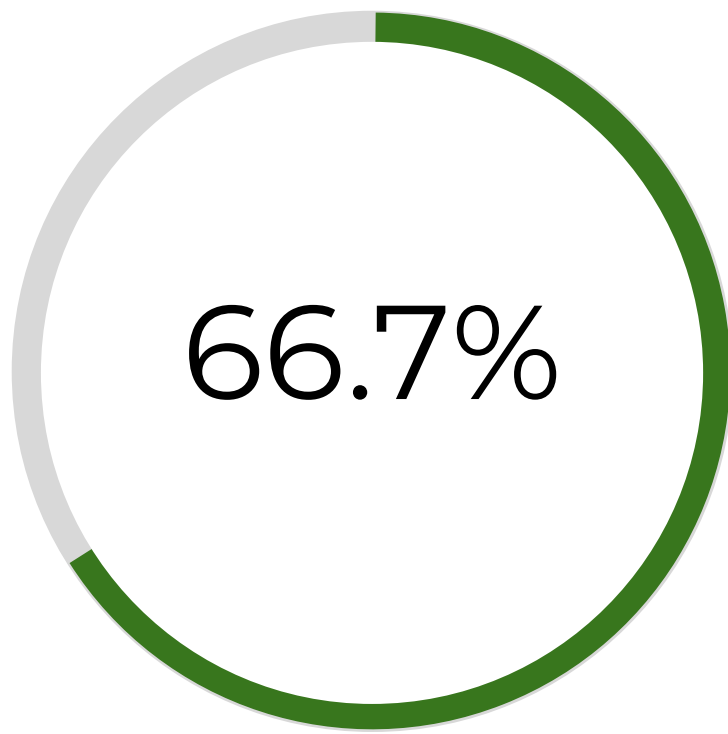
★★★★★
5- STAR RATING %



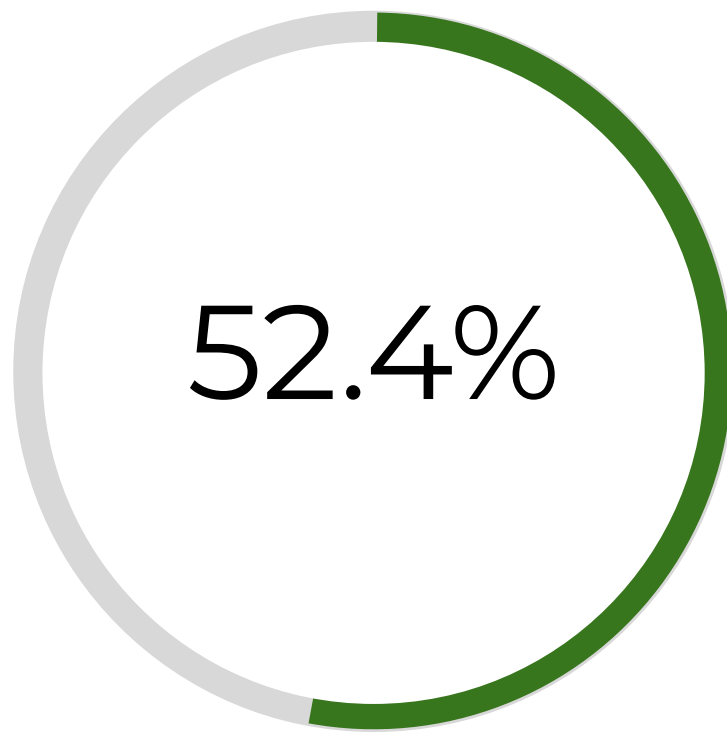
WEBINARS



SOCIAL SESSIONS



KEYNOTES



PANELS

Participants were asked to provide feedback and rate experiences between 1 through 5 with 5 being considered excellent. From the results, no low scores were recorded and all aspects had over 50% 5-star rating approval.



PARTICIPANT FOCUS

(Top 5 UN Sustainable Development Goals Ranking out of 385 reponses)



10.4%
(Highest Ranking Goal)



10.1%



8.4%



7.3%



6.6%

Researchers
Doctors
Lawyers
Engineers
Entrepreneurs
Designers
Engineers
Scientists
Conservationists
Students
Biologists
Developers
Activists
Lawyers
Marketers
Project Managers

TOTAL 385

Age Structure (ATX H4C)
(2015-2018)

15-24 years: 19.27%
25-54 years: 79.82%
55-64 years: 0.91%

Employment (ATX H4C)
(2015-2018)

Student: 11.29%
Professional: 47.82%
Executive: 21.26%
Other: 19.63%

Sex (ATX H4C) (2016-2018)

Female: 52%
Male: 48%

Expected Age Structure
(CAPSULE - Pre-COVID-19)

15-24 years: 25% (1000 PAX)
25-54 years: 65% (2,600 PAX)
55-64 years: 10% (400 PAX)

Expected Employment (CAPSULE)

Student: 15% (600 PAX)
Professional: 60% (2400 PAX)
Executive: 15% (600 PAX)
Other: 10% (400 PAX)

Expected Sex (CAPSULE)

Female: 50% (2,000 PAX)
Male: 50% (2,000 PAX)

Actual Age Structure
(CAPSULE - Post-COVID-19)

15-24 years: 19.4% (75 PAX)
25-54 years: 50.1% (193 PAX)
55-64 years: 12.6% (10 PAX)

Actual Employment (CAPSULE)

Student: 16.1% (62 PAX)
Professional: 57.4%% (221 PAX)
Executive: 4.7% (18 PAX)

Actual Gender (CAPSULE)

Woman: 54.7%
Man: 41.8%
Non-binary: 0.7%
Two-spirit: 0.7%



PARTICIPANTS

PARTICIPANTS [BY COUNTRY]

- 1. Australia (1)
- 2. Bangladesh (2)
- 3. Belgium (1)
- 4. Brazil (2)
- 5. Burkina Faso (2)
- 6. Canada (17)
- 7. Chile (1)
- 8. Denmark (1)
- 9. Ecuador (1)
- 10. France (2)
- 11. Germany (3)
- 12. India (40)
- 13. Indonesia (1)
- 14. Jordan (1)
- 15. Netherlands (9)
- 16. New Zealand (1)
- 17. Nigeria (2)
- 18. Pakistan (3)
- 19. Peru (1)
- 20. Russia (1)
- 21. Singapore (5)
- 22. Slovakia (1)
- 23. Slovenia (1)
- 24. South Africa (1)
- 25. Spain (1)
- 26. Switzerland (2)
- 27. Taiwan (2)
- 28. Turkey (1)
- 29. Uganda (3)
- 30. United Kingdom (16)
- 31. United States (260)

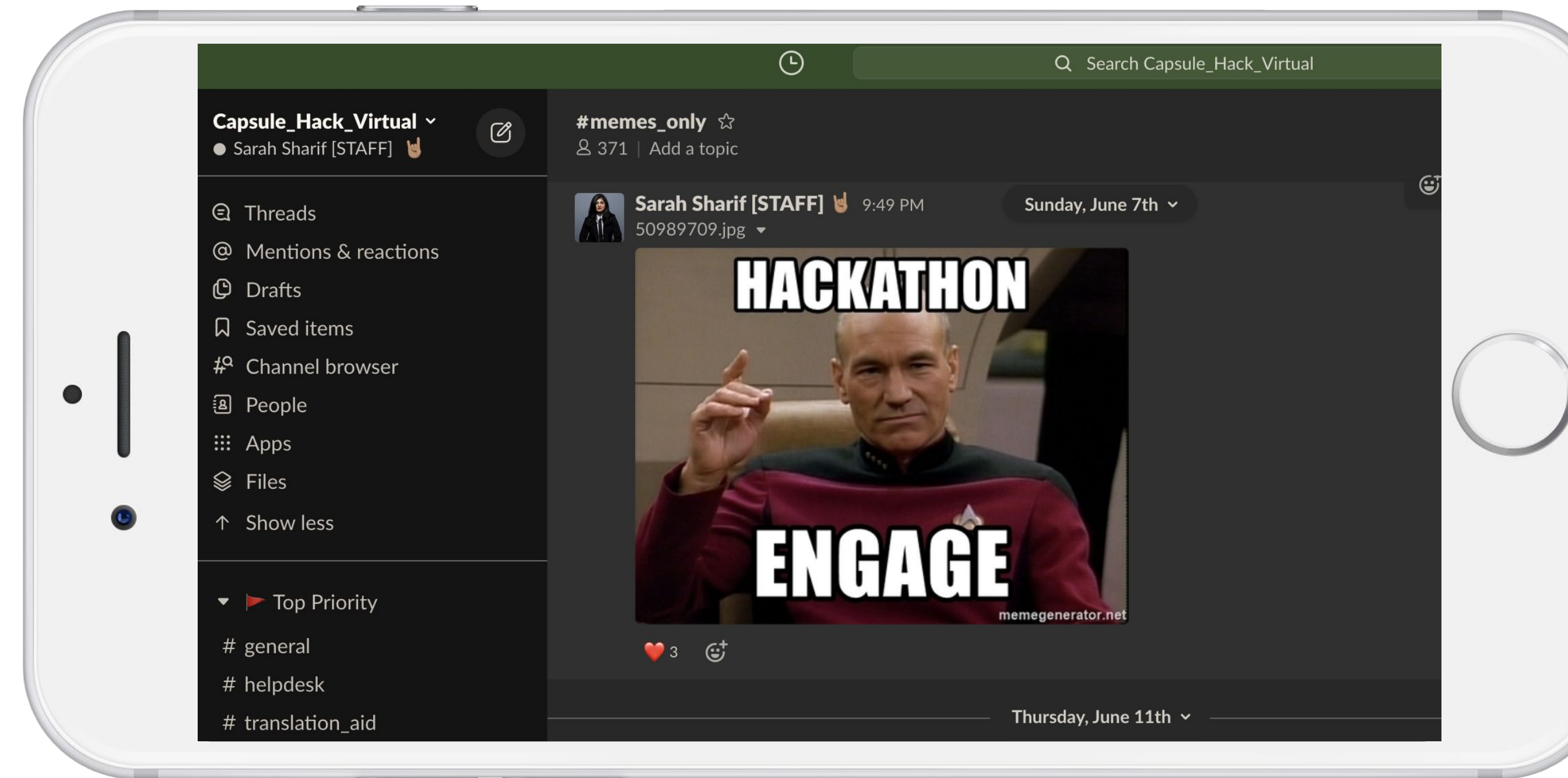
TOTAL
31 COUNTRIES



FUN FACT:

FIRST TIME AT A
HACKATHON?

55.5% Returning
44.5% Newbies



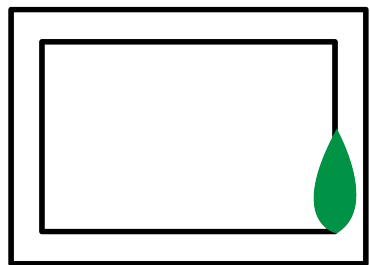
CHALLENGES

MOST INTERESTING (Ranked By Participants)

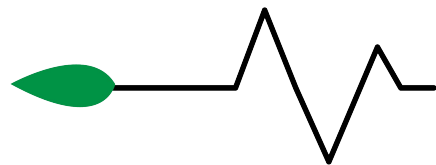
- 1. Education
- 2. Energy
- 3. Cities
- 4. Health
- 5. Food
- 6. Art

TOTAL
6

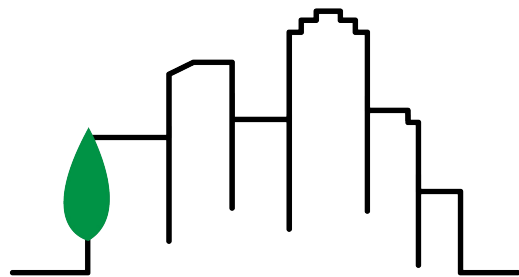
MACHINE LEARNING // ARTIFICIAL INTELLIGENCE // DESIGN // RESEARCH // LIFE SCIENCES // ENTREPRENEURSHIP // STARTUP // ENVIRONMENT // CONSERVATION // WILDLIFE // HUMANS // YOUTH // UNIVERSITY // TECHNOLOGY // DEVICE // INTERNET OF THINGS // SMART CITIES // FILM // CREATIVE // FASHION



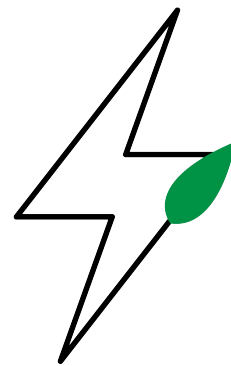
ART



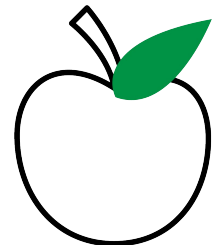
HEALTH



CITIES



ENERGY



FOOD



EDUCATION



P R O J E C T S

PROJECTS

44 Project Submissions
22 Project Final Reports

SUBMISSIONS BY CHALLENGE

13 Cities
9 Education
9 Health
8 Energy
5 Food
0 Art

- Kiskeya Project, [Jean-Ronald Lallemand](#)
- Climate Data Hub, [Jim Schwoebel](#)
- µSense, [Jeaine Powell](#)
- Thuk Tuk (Plastic Reduction & Clean Water), [Vanida Lim](#)
- Eco Friend, [Nikhil Kumar Gautam](#)
- COVID-19 Live Tracker & Predictor, [Shivani Bhawsar](#)
- Reuse Society: Because Reusability is the Way, [Tanya Opilan](#)
- Circular Design Solutions Hub, [Christopher Moken](#)
- Bringing the Circular Economy to the Mattress Industry, [Christopher Moken](#)
- Equitable & Sustainable Urban development with Blockchain, [Kris Schludermann](#)
- Fortify Vertical Garden, [Ashleigh Plasterer](#)
- Exrth Angel, [Imani Azure](#)
- Data City, [Suliman Sharif](#)
- iTree, [Rudy Dunbar](#)
- Energy Emissions Tracker, [Jordan Wildish](#)
- Empowering Conservationists, [Harry Wright](#)
- Reducing Inequalities from My Community to Yours for Climate Change, [Paola Espinosa](#)
- Spotfinder, [Simon Mihevc](#)
- Molehill - Consumers Enabling Sustainable Supply Chains, [Caleb Schappa](#)
- Cfuel, [Sarowar Jahan](#)
- Climate Change Aware Uganda, [Rose Kobusinge](#)



P R O J E C T S

15

PROJECTS

- Living Library for Nature Writing (LLNW), [Michaela Vieser](#)
- Green Islands: Re-imagining the Function of Nature in Urban Development, [Belle He](#)
- Modern Toolbox with Remote Unlocking for Pickup Trucks, [Chandler Abbott](#)
- Concrete Deliverables for UN Decade of Ocean Sciences for Sustainable Development, [Mark Capron](#)
- Ecosystem Vision Diagrams (Restoring & Managing Nature), [Philip Bubb](#)
- GreenPesa - Energy, [Robert Ddamulira](#)
- Rain Monitoring: reaching minorities in risk assessment, [Suzana Lourenço](#)
- Regionalization of Carbon Negative Natural Alternatives to Common Building Materials, [Alexander Blum](#)
- Directory of Global Events, [George Mokray](#)
- New Look Of E-commerce With 3D & AR view, [Ajoy Kumar](#)
- Conservation Portal, [Scott Trageser](#)
- Financing Global Reforestation, [Troy Carter](#)
- Solar Cooker, [David Bakka](#)
- Natural Disaster Broadcast Language Translation System, [Donna Dulo](#)
- Parkers Mobile Clinic, [Dr. Charles Umeh](#)
- Scrapit: Making Zero-Waste Zero-Hassle, [Alex Prather](#)
- HOWL (Help Our World Live), [Danielle Erickson](#)
- A Tea Company Driving a Change Towards Healthier Consumption of Beverages, [Sunita Kour](#)
- Fruits of the Forest, [Virginia Bergamasco](#)
- Empowered River Dependent Communities Monitor and Report Polluting Industries, [Danielle Erickson](#)
- Machine Learning Based Model to Detect Anomaly in The Water, [Jaya Tanwani](#)
- Ventigram, A National Registry for Ventilator Supply and Consumption, [George Earle](#)



P R O J E C T L E A D S

TOTAL
44

PROJECT LEADS [BY COUNTRY]

- United States, 60% (26)
- India, 10% (4)
- United Kingdom, 8% (3)
- Germany, 2.2% (1)
- Switzerland, 2.2% (1)
- Bangladesh, 2.2% (1)
- Uganda, 2.2% (1)
- Slovenia, 2.2% (1)
- Italy, 2.2% (1)
- Nigeria, 2.2% (1)
- Ecuador, 2.2% (1)
- Brazil, 2.2% (1)
- Netherlands, 2.2% (1)

PROJECT LEADS [BY EMPLOYMENT]

- Professionals, 70.5% (31)
- PhD, 4.5% (2)
- Masters, 11.3% (5)
- Bachelors, 11.3% (5)
- High School, 2.2% (1)

PROJECT LEADS [BY GENDER]

- 40% women
- 57% men
- 3% genderfluid



S P O N S O R S



Without Walmart’s consistent support during the COVID-19 pivot, this event would have not been made possible in June 2020. Thank you to all the amazing keynotes, mentors, volunteers, staff, webinar hosts, and hackers.

TITLE

Walmart

GENERAL / IN-KIND

- Nespresso
- Balsamiq
- Frusack
- Austin Camerata
- Sanna Ohana
- Habit Nest
- GoSun
- Pyrofarm
- F-Secure
- Grouphug
- Tito’s Vodka

TOTAL

12



ENDORSEMENT



City of Austin

Office of Mayor Steve Adler
P.O. Box 1088, Austin, TX 78767
(512) 974-2250, Fax (512) 974-2337

February 3, 2020

To Whom It May Concern:

Cities have a pivotal role in the fight on climate change.

Austin works tirelessly for carbon neutrality, to have net-zero community-wide greenhouse gases by 2050, and to uphold effective strategies for resilience. As a member of the C40 Clean Air Cities Declaration, our city is one of 34 worldwide taking action against air pollution and its long-term effects.

Reaching these goals rests heavily on local action. Without platforms like Experimental Civics' event Capsule, and innovators like Sarah Sharif, cities will always struggle to achieve their ambitious goals to address global warming and carbon emissions.

Capsule seeks to gather disparate members of society into a cohesive effort for climate action. It invites people across generations to participate in a design sprint—from young entrepreneurs to retired lawyers—understanding that the burden rests on all of us to shape the future.

Acknowledging the importance of community spaces that foster collaboration across disciplines, I, Mayor Steve Adler, on behalf of the City of Austin, endorse this event, the effort, and the vision for spurring creativity and driving innovation to design the future.

Austin is proud to lead this charge. We encourage events like Capsule in the hopes that stakeholders in the climate crisis, particularly our youth and those previously excluded from the table, will be empowered to participate in ever greater capacities.

Sincerely,

Steve Adler
Mayor, City of Austin

The City of Austin is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.

Mayor Steve Adler,
City of Austin, Texas



PARTNERS

19

TOTAL
57

EVENT

TechTogether
The Earth Hacks Foundation

INNOVATION

H&M
TechStars Sustainability Program
ThoughtWorks
Luc Hoffmann Institute
Thought For Food
World Resources Institute
NJ Tech Council
World Startup
Austin Technology Incubator
Kiwi Landing Pad
Conservation X Labs
Big Idea Ventures

CHALLENGE

Planet Texas 2050, University of Texas, Austin
EIT-Climate-KIC
Big Idea Ventures
Center for Transportation Research
Singularity
Thought for Food

COMMUNITY

World Wildlife Fund
ASPPH
Key Conservation
Youth Climate Leaders
UN Sustainable Development Solutions Network
Open Litter Map
Rainwater Cambodia
WELTI
Our Climate
Oxford AI Society
Zero Hour
Protea
Earth Hour
Conservation Optimism
Austin CityUp
Austin Forum
Austin Tech Alliance
Open Austin
Capital City Innovation
Conservation X Labs
World Wildlife Fund
Cleo Institute
Blue Tin
Earth Guardians
Voiceflow
Arribada Initiative
Peltarion
The Energy Talk
Women Who Code Austin
Mission Capital
Engineers for a Sustainable World
The Green & Blue
Study New York
Sqetch
Arteaga
Black Men Talk Tech
Black Women Talk Tech



V O L U N T E E R S

20

TOTAL
8

THANK YOU

Bhargav Satish (Program Lead)
Chris Eng
Leah Charlene Salvador
Akhila Mallavarapu
Lillian Kwang
Riya Bharti
Bishwajit Paul
Charles Bazie
Victoria Teo



MENTORS

TOTAL
74

Chanjuan Chen
Madison Gove
Professor Louise Valentine
Juliana Felkner
Ayna Arora
Monil Kothari
Elise DeCamp
Emily Schlossman
Louis Rassaby
Nimay Parekh
Vishakha Sehgal

Clarisse Beurrier
Abby Lyall
Greg Docter
Byron Hsu

Annette Rizzo
Murphy Poindexter
Mia Medicus
Nate Crosser
Yuriy Vlasov
Sam Butler
Hira Wajahat

Marisa Ishikawa
Trent Duffy
Patricia Christianson
Harriette Brainard
Maria Aranguren
Mauricio Nunez Oporto
Patricia Christianson
Fareena Contractor
Richard Garen
Kelsey Nowell
Jennifer Wheeler

Kevin Horecka
Yashwanth Lingareddy
Sophie Zhang
LaKay Cornell
Madhu Gautam
Tian Su
Karunashree Saproo
Amitha Krishnappa
Ryan Baker
Mathieu

Peter Rod
Tyler Stone
Sumeet Sandhu
Marc O'Brien
David B. Rothenberg
Reuben Martens
Tori Bush
Jonathan Lowell
David Arctur
Yana Mikheleva

Melanie Ryan
Kristie Chin
Tom Quigley
Jialu You
Erin Keys
Tyler Watson
Paul Peterson
Chris Franke
Anabella Freeman
himanshu bisht
Sumair Hasan
Brijesh Singhal
Michael Ferreira
Jonathan Hung



F E A T U R E S

THRIVE GLOBAL

<https://thriveglobal.com/stories/how-optimistic-are-you-that-we-can-solve-the-current-climate-crisis/>

UNITED NATIONS

<https://www.unsdsn.org/news/2019/08/02/sdg-hackathon-aims-to-break-world-record>

UNITED NATIONS (2)

<https://www.unsdsn.org/understanding-climate-action-urgency-in-2020>

GRIT DAILY

<https://gritdaily.com/this-hackathon-wants-to-break-a-world-record-while-building-solutions-to-save-the-planet/>

OXFORD UNIVERSITY

<https://medium.com/@experimentalcivics/3-major-takeaways-from-conservation-optimism-228b5687bea7>

TECH TOGETHER

<https://medium.com/techtogether/techtogether-partners-with-experimental-civics-to-host-capsule-2020-worlds-largest-hackathon-to-a435c00fd0b>

DISRUPT

<https://disrupt.digital/how-the-capsule-hackathon-bridges-sustainability-and-corporate-innovation-to-produce-a-record-breaking-event/>

ENGINEERS FOR A SUSTAINABLE WORLD

https://www.eswglobal.org/engineers_for_a_sustainable_world_partners

INNOVALDORES

<https://innovadores.larazon.es/es/un-superhackaton-de-guinness-para-combatir-el-cambio-climatico/>

OVERACHIEVER MAGAZINE

<https://www.youtube.com/watch?v=HxabqJ9UnN8&t=>

BUSINESS WILDERNESS PODCAST

<https://podcasts.apple.com/us/podcast/social-entrepreneur-innovator-obo-top-100-innovators/id1233497368?i=1000460259482>

BOLD TV

<https://www.youtube.com/watch?v=MeEX5Wa-HFM>

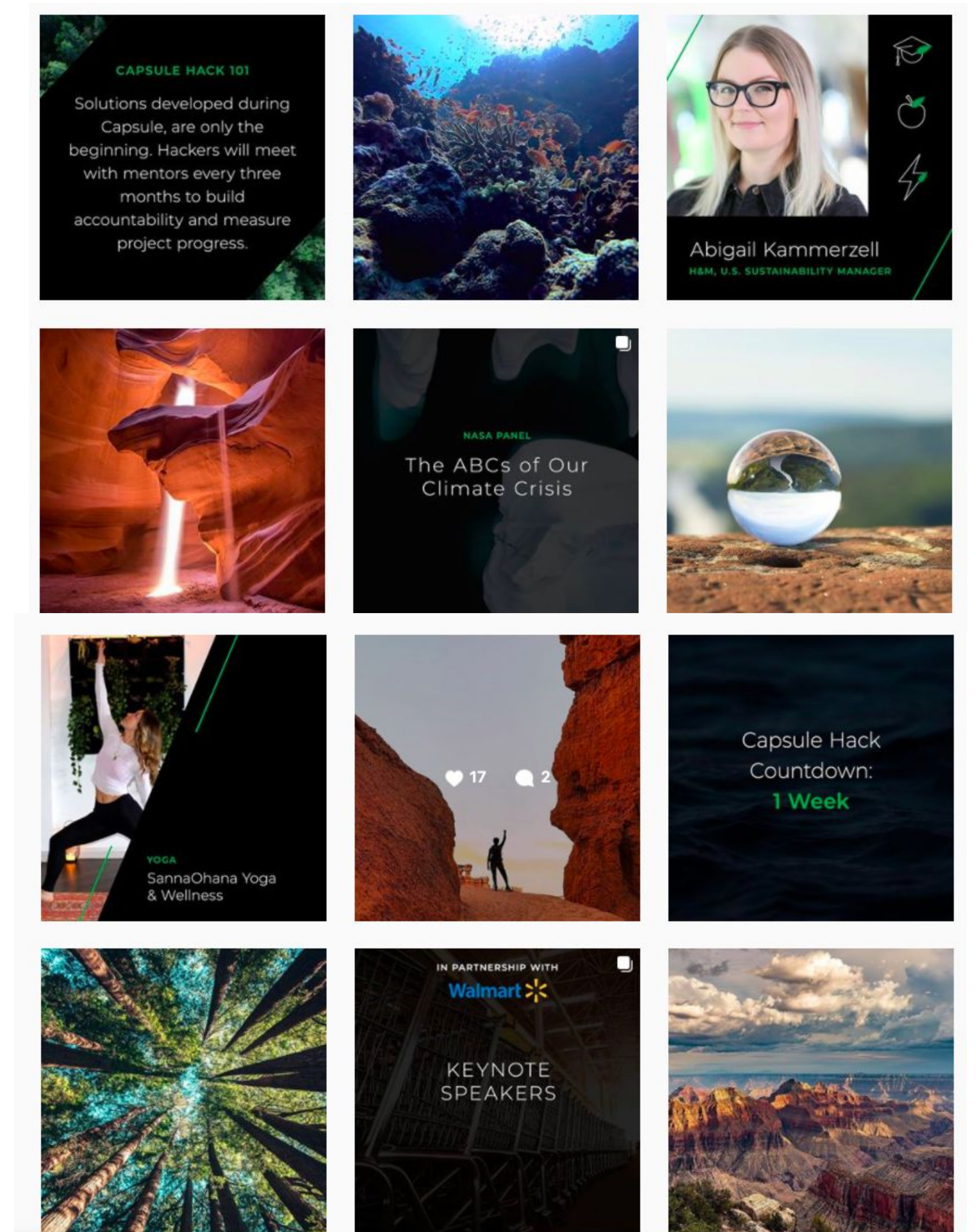


ENGAGEMENT

We launched 3 brand new social channels that can live on indefinitely, garnered over 500 new followers and managed the content calendar creation, 2-3x daily posts and day-to-day engagement for 5 accounts .

(288 FB, 200 IG, 50 Twitter)

Total Followers: 500+
Total Engagement: 50,000+
Total Reach: 1,053,700+



THANK YOU

CAPSULE

capsulehack.io

Contact Sarah Sharif if you're interested in learning more about this program at: [**sarah@experimentalcivics.io**](mailto:sarah@experimentalcivics.io)

