

UCLA Grand Challenges

www.grandchallenges.ucla.edu

THINK GRAND



SUSTAINABLE LA GRAND CHALLENGE

A scenic view of a river with green islands and a paved path with a runner and a cyclist. The river is filled with water and has several small, circular islands of green vegetation. A paved path runs alongside the river, with a metal fence separating it from the water. A man in a red tank top and dark shorts is running on the path, and a cyclist is riding a bicycle further down the path. The background shows a city skyline and a hillside under a clear sky.

Goal: Transition Los Angeles to 100% renewable energy, 100% locally sourced water & enhanced ecosystem health by 2050.

DEPRESSION GRAND CHALLENGE

A man with short dark hair, seen from the back, is looking out a window. He is wearing a white t-shirt with the text "hope is real" printed on the back. He is holding the white curtains of the window. The window looks out onto a bright, green outdoor scene with trees and a bright light source, possibly the sun, creating a lens flare effect. The overall mood is hopeful and optimistic.

Goal: Cut the burden of depression in half by 2050 and eliminate it by the end of the century.

4 Components of the Depression GC

Innovative
Treatment Center





Drivers for UCLA Grand Challenges

Opportunities

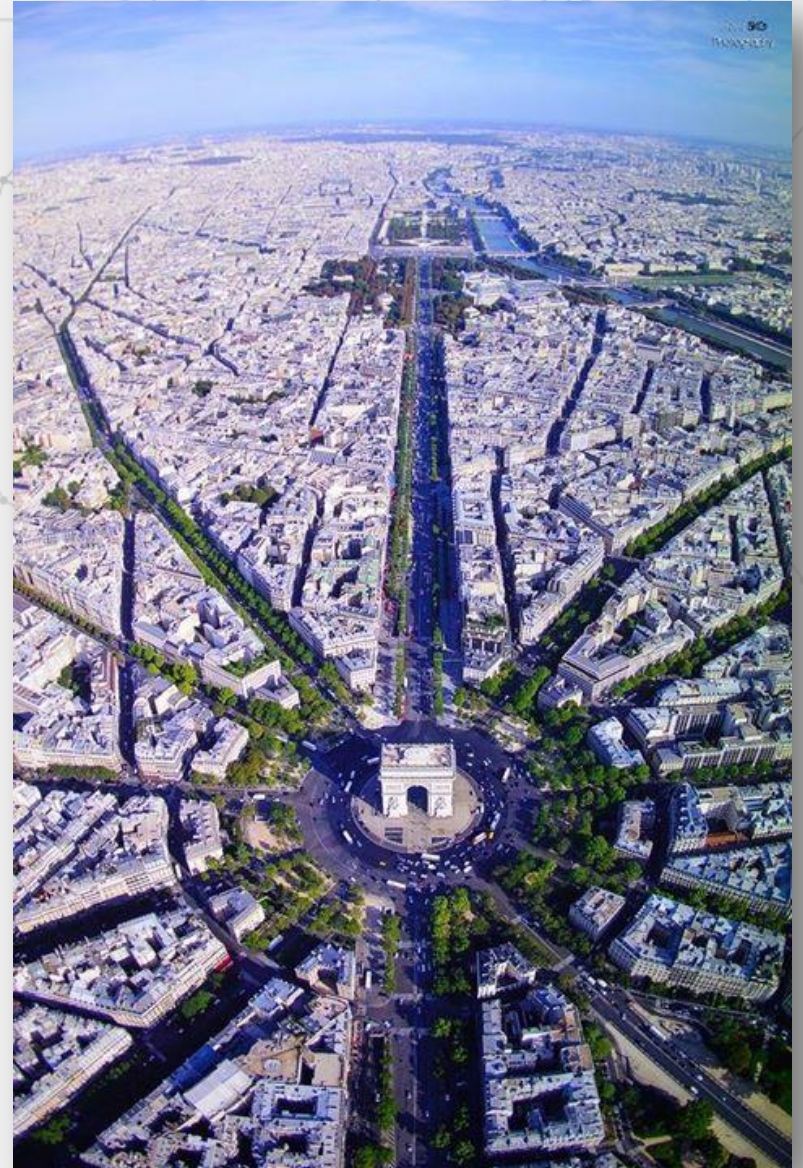


- Small teams
- Life cycle divide
- Too many priorities
- Bigger pie
- Messaging

In sum, we were convinced that if our faculty worked together towards a common goal, they could have a **BIGGER IMPACT**.

All roads led to UCLA Grand Challenges

- Inspiration from prior efforts:
 - ✓ Kennedy's moonshot
 - ✓ XPRIZE/*Abundance*
- OSTP call for "all hands on deck"
- Centennial Campaign



A background network diagram consisting of numerous grey nodes connected by thin grey lines, forming a complex web of connections. The nodes are distributed across the entire frame, with a higher density in the upper half.

Approach

First Brainstorming Process ~ 1.5 hours

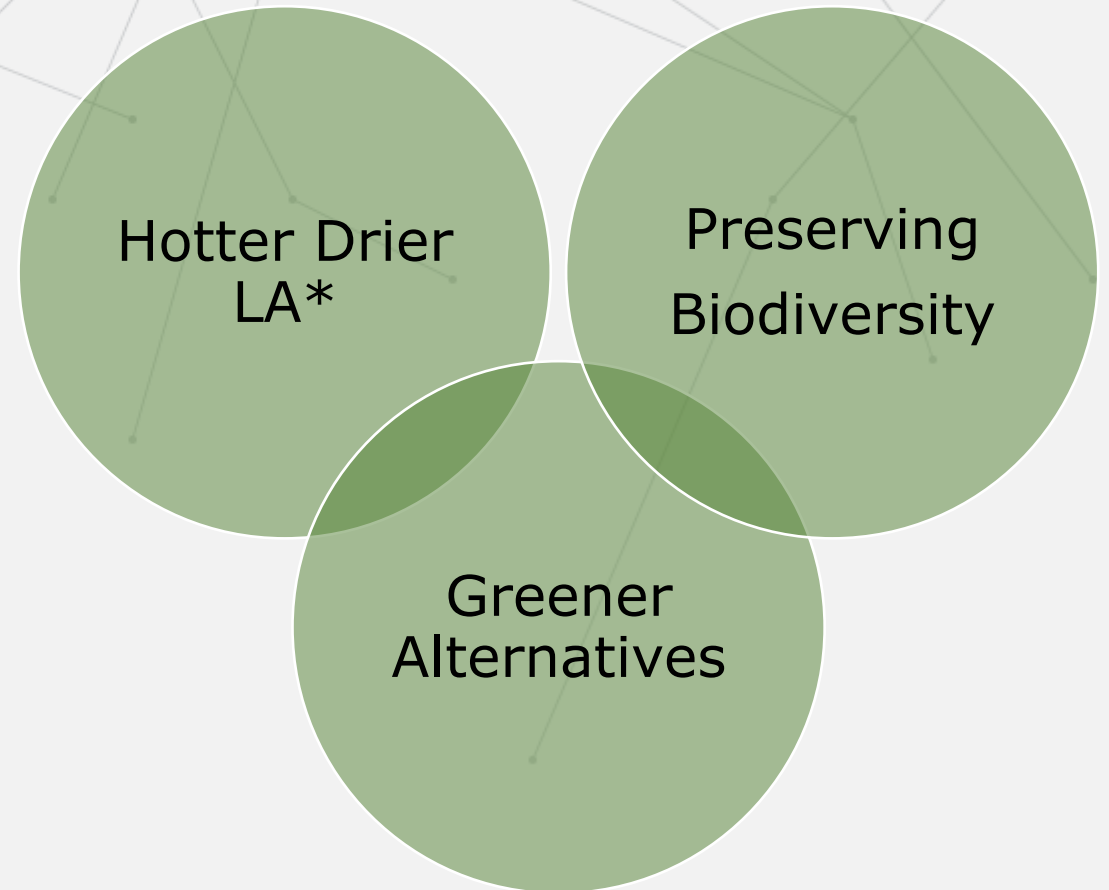
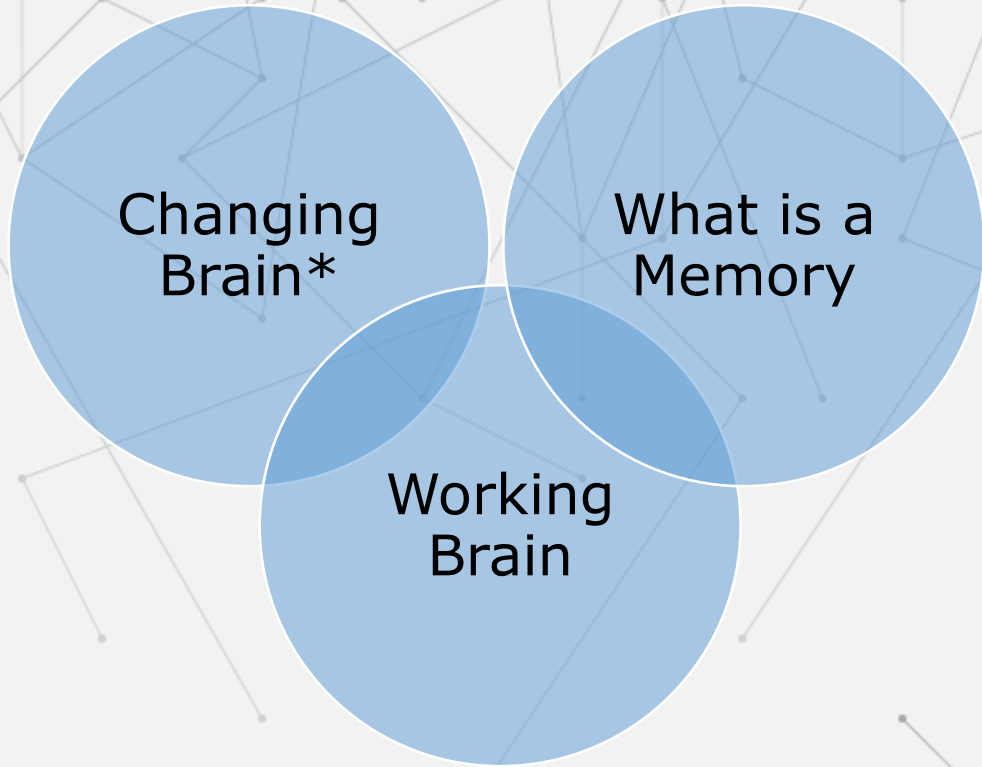


- Overview
- Idea generation & recording
- Consolidation/grouping
- Discussion/negotiation
- Voting



Top-3 were selected for further development

Meeting Palooza



*Source of the Grand Challenge

Getting to SMART+ Goals

- Specific, measurable, attainable, relevant & time bound + something extra special
- aka Alcino's Mom*

*Note: Since I didn't have a picture of Alcino's mom, I used a picture of my mom!





Grand Challenge Contenders Emerged



Lessons Learned

Brainstorming Tips (Initial Session)

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**"Sometimes you get a brainstorm,
sometimes you only get the clouds."**

1. Enlist trusted representative
2. Determine format (composition)
3. Provide snacks*

*we have found free food to be a universally appreciated gesture.

GC Cultivation Phase Tips

1. Note takers need content expertise
2. Consider setting expectations & deliverables for meetings
3. Include staff members



What's Needed to Pursue the GC?



1. Academic leader
2. Funding
3. Awareness & Buy-In
4. Heart

“All In”



UCLA Grand Challenges
Depression

#blueforhope

A background of a complex network graph with numerous nodes and connecting lines, rendered in a light gray color.

Thank you.

Michelle Popowitz

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