

## Working with the Community

**Date:** September 2021

**Activity:** Design a Sustainable Bike for the Future Challenge



L-R: Yvonne Gilfillan and Geoff Leask

Whilst considering new and exciting ways to encourage young people to use bikes, Yvonne had the idea of a 'Design a Sustainable Bike for the Future Challenge'. She decided to share her thoughts with Geoff Leask, CEO of Young Enterprise Scotland and garner his interest and support. Geoff agreed that the challenge was sound and would make a great introduction by Young Enterprise Scotland into the South East of Scotland.

Yvonne notes that in a more climate-conscious society, it is good to encourage people to use bikes as there are numerous benefits to the environment and health: including the cutting of emissions via a great alternative mode of transport; and increased fitness and mental health improvements for the cyclist.

The challenge deals with sustainability, lifestyle & health, education & design, encourages more engagement with cycling and the Active Travel Network.....and the challenge could inspire future entrepreneurs who can build eco-friendly, sustainable business(es) in and for Hawick and beyond.

[Press Release from Young Enterprise Scotland:](#)

### **Sustainable Bike Challenge launched**

Students of Hawick High School and Borders College have been challenged to design a bike for the future.

The competition, run in association with enterprise education charity Young Enterprise Scotland, was launched at this year's Hawick Festival of Cycling, with prizes of £100 on offer for the winning school and college teams, courtesy of building and engineering firm, McLaughlin & Harvey.

Encouraged to show initiative, creativity and teamwork, the challenge asks the students to push the boundaries of sustainable bike design. Their concept must consider sustainable materials, low maintenance components and the

repair potential of the bike. In their teams, the students must also create the branding and marketing for their product and pitch its credentials to a team of local judges.

A full school year project, the final designs will be showcased next summer.

Geoff Leask is the CEO of Young Enterprise Scotland, which supports 16,000 young people every year through its enterprise programmes, including the Circular Economy Challenge, the Company Programme and Bridge 2 Business. He said:

“Teaming up with the Hawick Festival of Cycling has been a real thrill. The event was buzzing with energy, and we’d love to see that translated into the designs for the sustainable bike of the future.

“It should be a lot of fun, but the challenge also has some very tangible benefits. Young people learn through doing, and this gives them the opportunity to develop skills for communication, teamwork and problem solving, as evidenced by the fact that we help thousands of young people every year.”

*Yvonne Gilfillan of McLaughlin & Harvey and one of the principal organisers of the Hawick Festival of Cycling said: “In this the first year of the Hawick Festival of Cycling, everyone is delighted to hear of the launch of The Sustainable Bike Challenge. It will really capture everyone’s enthusiasm for cycling in a new and exciting way. I can’t wait to see the final designs.”*

### Notes to Editor

**Young Enterprise Scotland** has been inspiring and equipping young people to learn, develop and reach their full potential through enterprise since 1992. Every year the charity supports around 16,000 young people, from all backgrounds, develop their business knowledge, entrepreneurial skills and ultimately become more employable.

The dedicated and passionate team of staff are supported by over 600 volunteers from the business community to help them to realise their vision for Scotland to be a place where all young people should be given the opportunity to have a rewarding future in work and life - no matter where they start their journey.

[www.yes.org.uk](http://www.yes.org.uk)

All YES media enquiries, please contact Elizabeth Lambley, Indigo, 07967 374330, [Lizzylambley@indigopr.com](mailto:Lizzylambley@indigopr.com)

### Benefits of these particular activities

- Encourages innovation
- Develops engineering & design skills
- Fits in well with the Curriculum at High Schools and Borders College
- Considers sustainable procurement
- Brings forward inspiring entrepreneurs
- Industry & Development Partnership between McLaughlin & Harvey and Young Enterprise Scotland to best offer opportunities for young people
- Pushes the eco-environment envelope
- Builds on enthusiasm for cycling
- Helps with business skills and employability