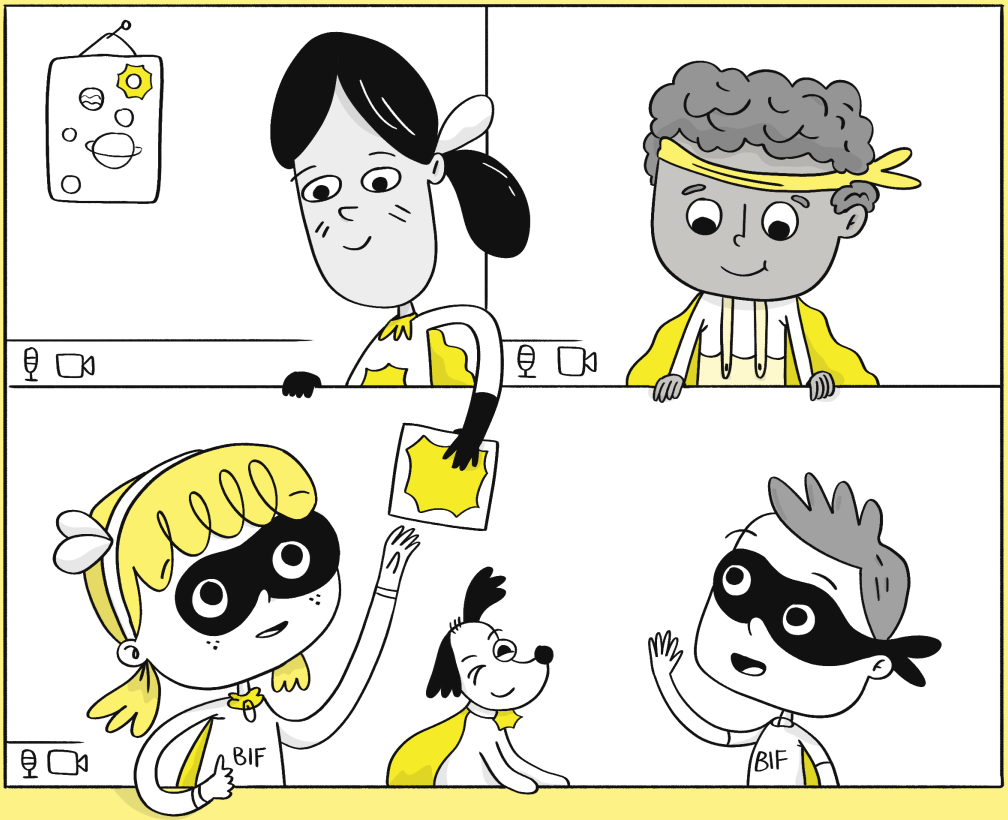
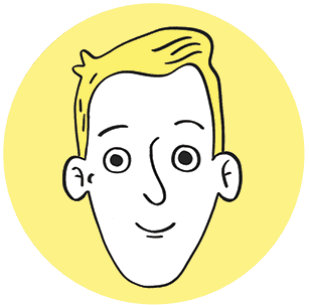


BIF KiDS Lockdown Story #1
Solving a lonely problem

BIFKiDS Founder Matt Hart is an innovations guy, husband and father of two. He has spent the past 20+ years sparking creativity in the world's largest organisations. And now he wants to do the same for kids. For more on Matt, go see matt-hart.com or follow @mattkiwihart.



Jernej is the tall person behind the brand Gentle giant and a design generalist based in Slovenia. Jernej 1st joined BIF to scope, sketch and design the BIF People Program. He is now our BIFKiDS illustrator realizing all IdeasGirl and IdeasBoy projects. See more about Jernej @breadzki

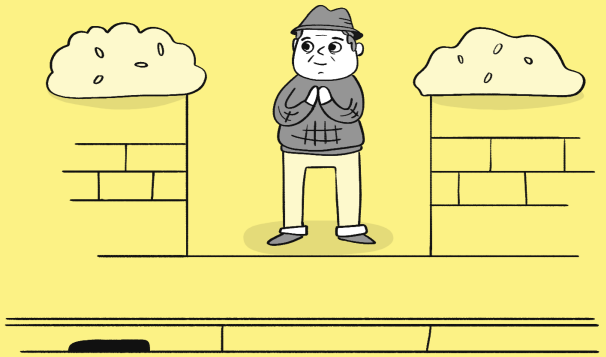
Charlotte Cline runs a happy little one man band design studio in Brighton. She loves storytelling and design thinking. And has been lucky enough to to apply her creativity to some of the world's trickiest problems. Find more about Charlotte @onemanband.studio

Inspired by Amelie, Betsy, Charlotte, Grace, Isla, Jan, Luca, Maximus, Remy and Syrie for Ideas Girls and Boys everywhere.

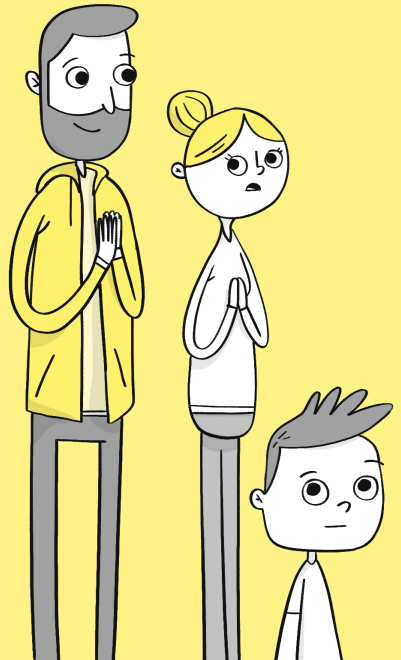
This is Jack, Hettie and their dog Ruff social distancing from their friends Tia and Mustafa on the regular ‘Clap for Carers’ Thursday night.

Amongst the pot clangs and general whooping,

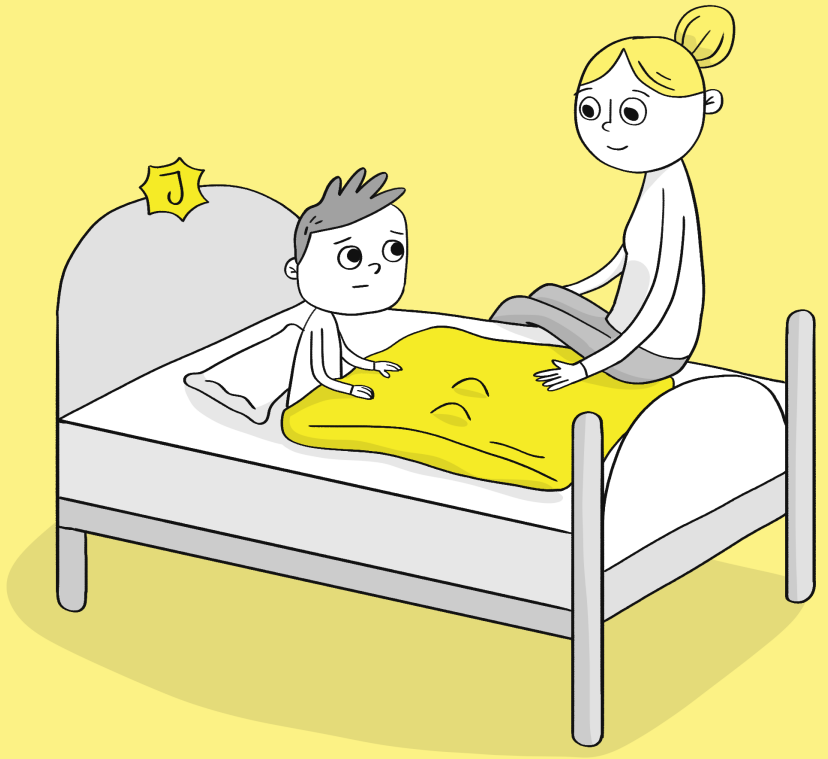
Jack overheard his Mum's concern for his neighbour and friend Barry...

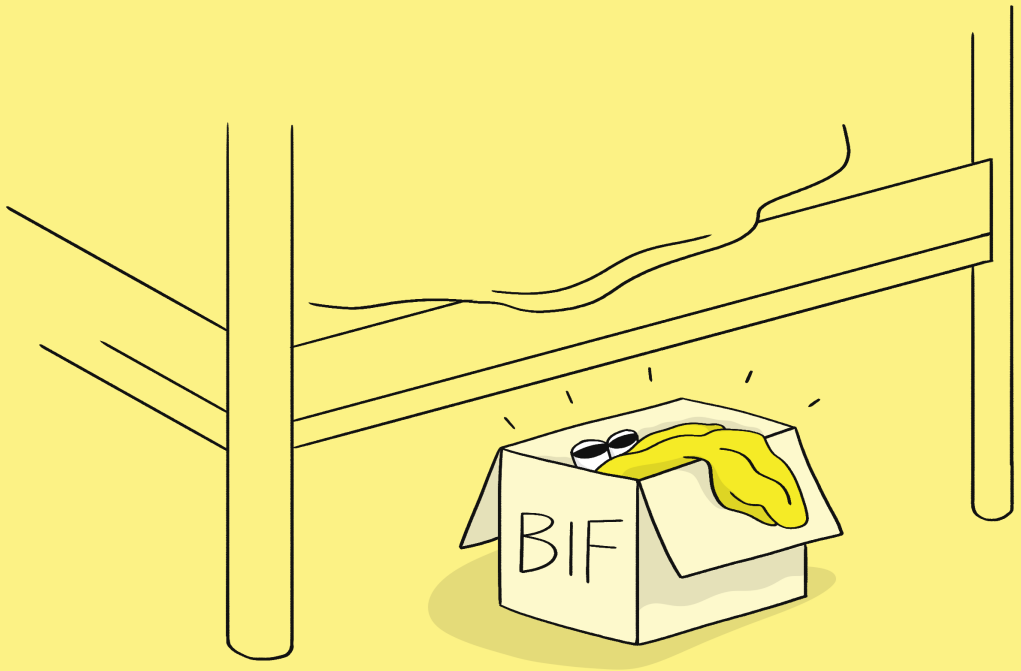


"He's 81 and he's on his own - I'm worried about him".



That night, Jack was being tucked into bed when he asked his mum “is Barry ok Mummy?”
“Older people like Barry and your Grandma and Grandad are more vulnerable to the Coronavirus, so we need to watch out for them, they’ll be ok.”





As mum left, Jack thought of his secret
box of imagination under his bed;
his cape… his mask… and his tools.

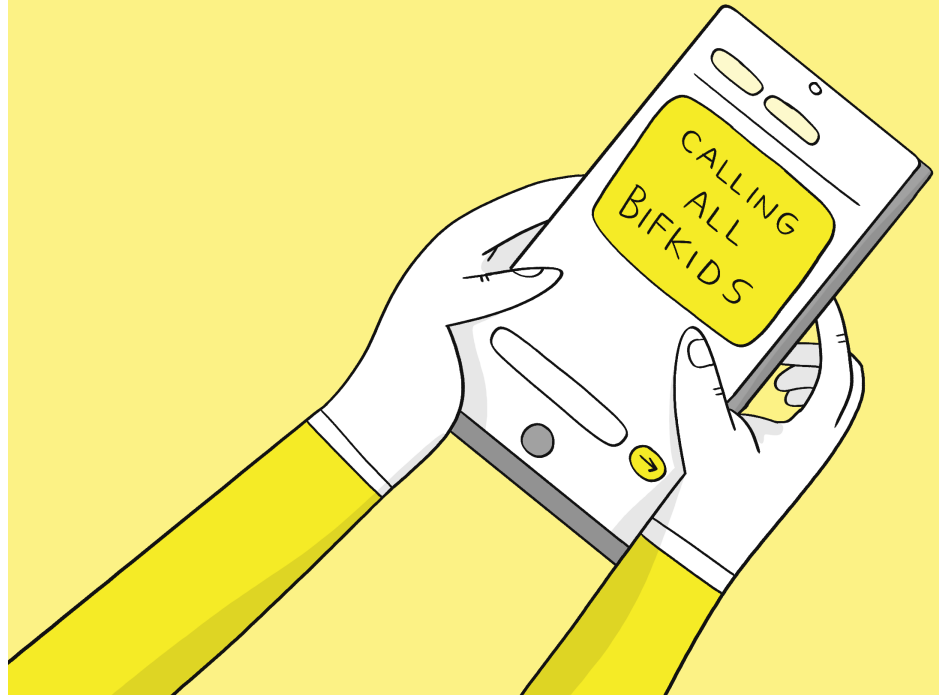
He knew there was only one thing for it…

BIFKiDS

(PSSSST. BIF kids are kids with
secret problem-solving super powers.
You can be one too.)

The next day, Jack and Hettie
sent a text to their friends:

Tia and Mustafa, calling all BIFKiDS!



Minutes later Jack, Hettie, Tia, Mustafa and Ruff meet on Zoom in the BIFKiDS Lair.

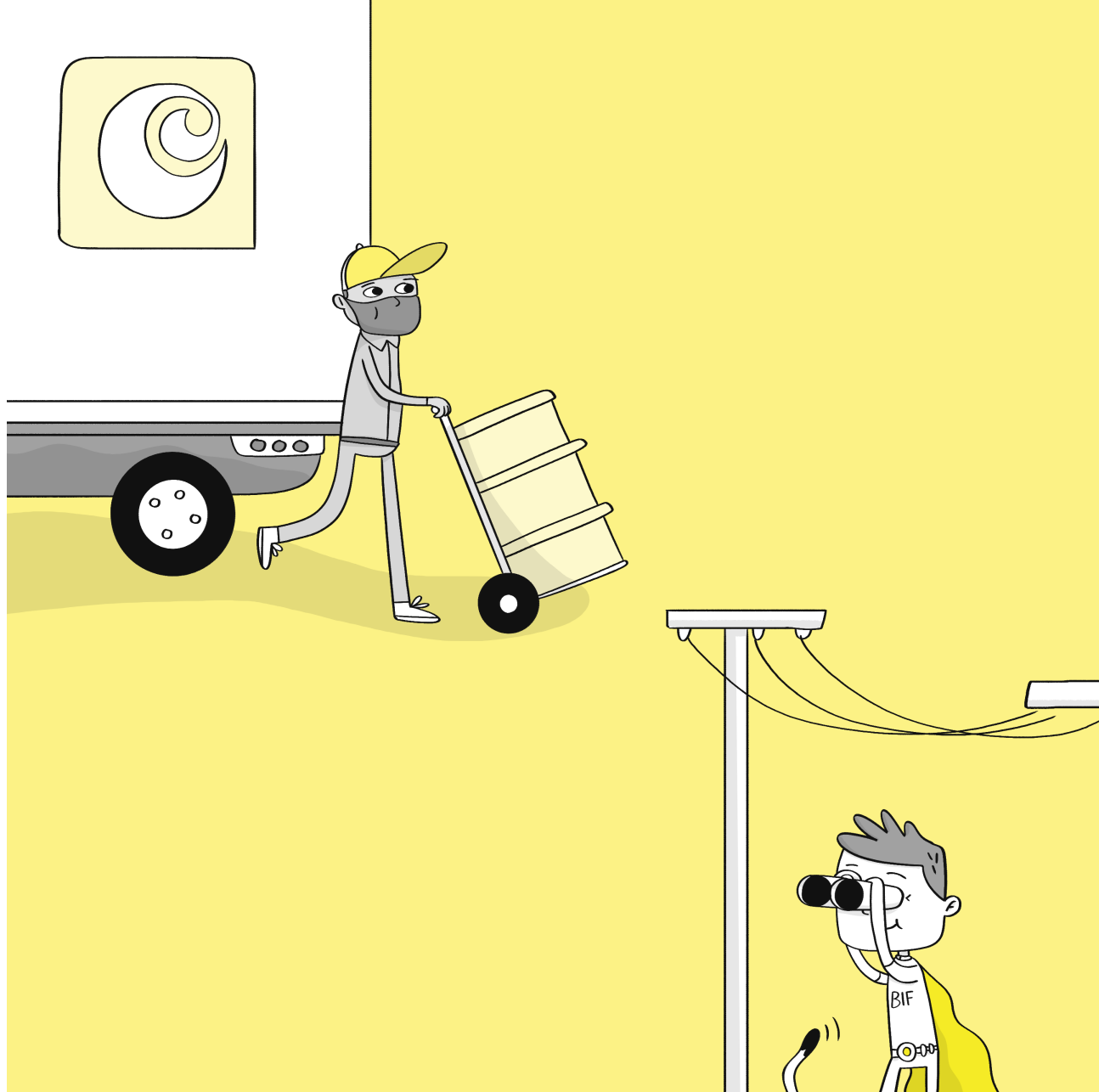
Jack shares the Coronavirus concerns about older people. And the BIFKiDS agree to help.

First they begin by investigating
exactly WHAT the problem is.

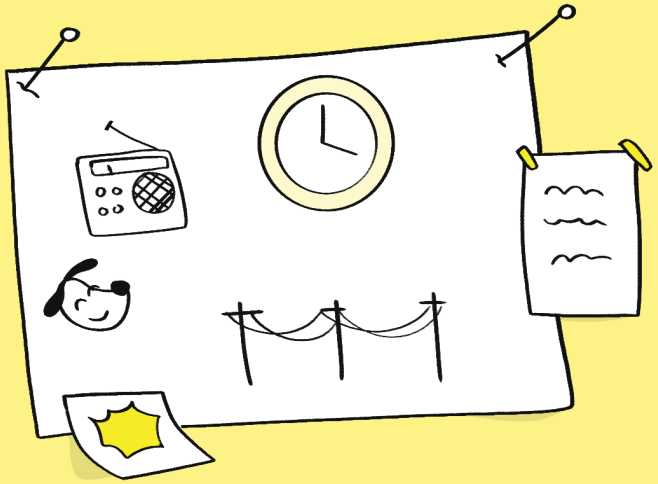
Tia took a closer look (spy mode).
Mustafa listened intently (ssssh mode)

Jack and Ruff check on
Barry from afar...
(stealth mode)

While Hettie takes notes
of his deliveries...
(scribble mode)



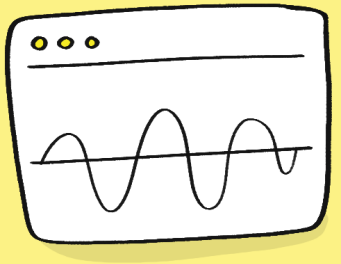
Next, the BIFKiDS hideout
to understand WHY...



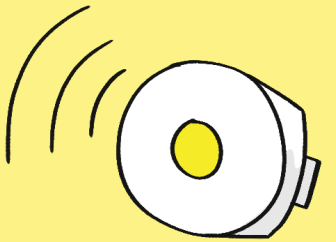
As they work through the problem...

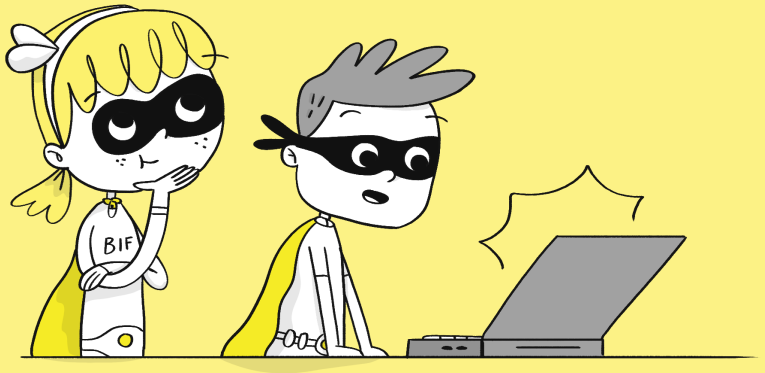
a magical thing happens.

Tia shares her early notice about Barry's phone.



Mustafa remembers something about the radio.





Hettie and Jack are thinking.
They all start feeling.
Somethings coming.
Ruff can feel it too...

And then ...

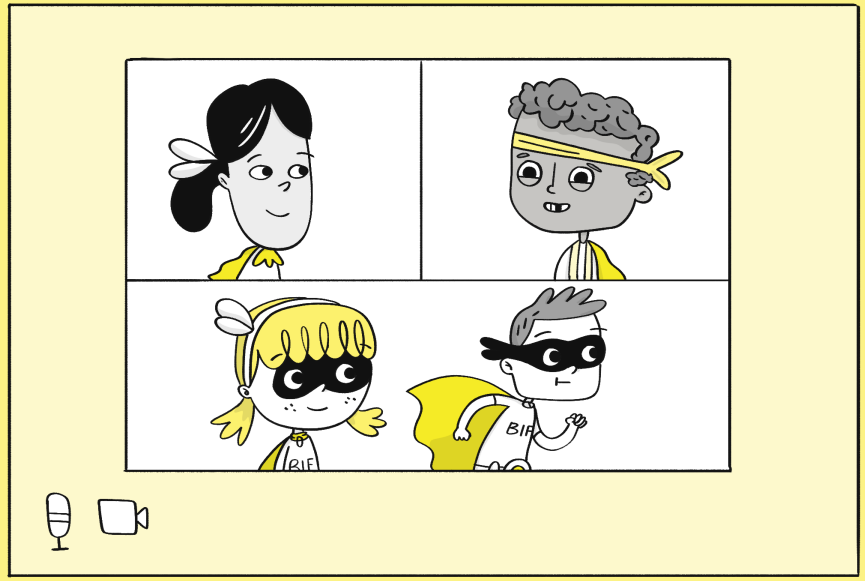
BIF!
better ideas faaaaaaster
The BIFKiDS have a BRILLIANT
and WONDERFUL idea!

They know how to solve the
problem of Barry being alone.

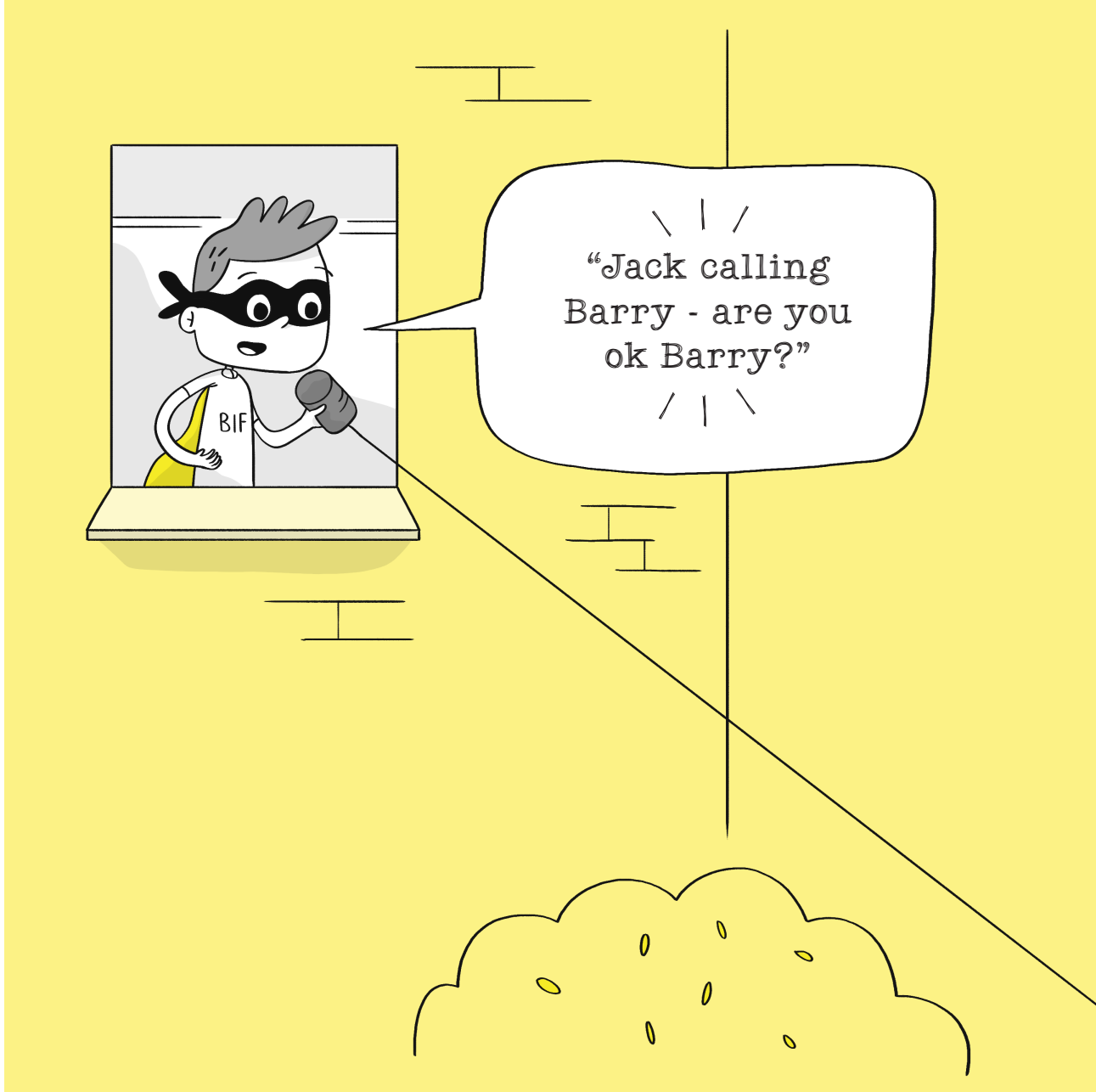
Hettie, Jack, Tia, Mustafa and
Ruff jump for idea joy.

Next the BIFKiDS work out HOW
to make their Barry idea happen.

The following morning at exactly 7am,
Hettie and Jack Zoom Tia and Mustafa
from Jack's room.



Then, Jack takes what looks like an old can with string coming out of it and says loudly:



Across the street, Barry is at his gate checking his silent phone.

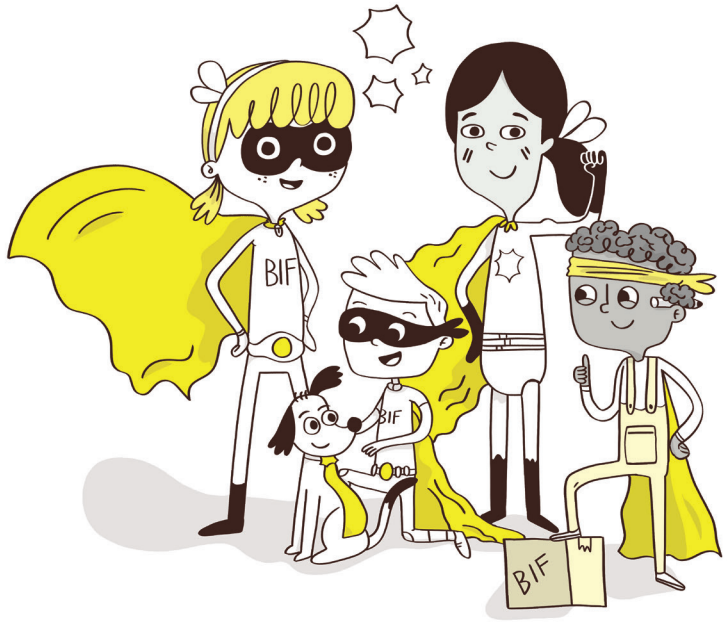
He can hear Jack's voice coming from his letter box!

He opens it,

picks up the can…

and smiles.

The BIFKiDS virtual high five.
Another problem solved.
All in a days work for these super
hero problem-solvers.



Remember, anyone can be a BIF Kid, including grown-ups, they just need a bit more help. What are your creative problem solving ideas?

Ask your grown-up to follow @bifkids and share your creativity today.

or to join a creative problem solving workshop visit bifkids.com

This BIFKiDS ebook is a celebration of kids in Coronavirus lockdown using their creativity to support older people in their lives and communities. A selection of their brilliant ideas were: Amelie with her Teddy Telephone, Betsy with her 'Ring-a-bell Balcony Line', Charlotte and Isla with their 'Hotline to NZ', Grace with her 'Magic Music Button', Jan with his 'You're Not Alone Drone', Luca with his 'Happy Rap by Luca Rap', Maximus with his 'Robot Food Blaster', Syrie with her 'Super Mic' and Remy with his 'Tin-Telephone for Barry'. https://youtu.be/TLyi2suRi5Y

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