



# IDS A Award

Collaborative approach to design  
contributes to advocacy and  
reform efforts to eliminate the  
commercial sexual exploitation of  
children and youth

Design innovation firm SuperDeep Studio  
receives 2021 Silver International Design  
Excellence Award

**September 21, 2021, PORTLAND, OR** – SuperDeep Studio, a Portland, OR-based, women-led design innovation firm is the recipient of a Silver Award in the 2021 International Design Excellence Awards (IDEA) competition put on by the Industrial Design Society of America (IDSA). The studio was recognized in the Service Design category for its collaborative work with the National Center for Youth Law (NCYL) on a comprehensive digital and physical toolkit that provides resources for effectively ending the commercial sexual exploitation of children and youth.

Considered the industry's most distinguished and rigorous design competition, the Silver Award recognizes the significance of a toolkit designed by SuperDeep Studio to advance the advocacy and reform efforts of NCYL and its Collaborative Responses to Commercial Sexual Exploitation (CRCSE)

Initiative. The initiative seeks to eliminate the commercial sexual exploitation of children and youth, and create collaborative, youth-centered, trauma-informed responses for youth impacted by exploitation.

The CRCSE Toolkit, which fills a void in this area of expertise, documents the CRCSE team's approach to activating conversations, shifting perspectives, building trust, transforming systems, and empowering youth and survivors to thrive. The design and development of this toolkit, supported by a grant from the Novo Foundation provides action-oriented tools for group facilitation, knowledge sharing and policy and practice change.

At its core, this is no ordinary toolkit. It represents a tangible example of how design can have an impact on complex social issues. With subject matter that is complicated and consequential, the toolkit presents a comprehensive structure and digestible set of resources, systems, and tools to guide multiple stakeholders in the creation of reform and advocacy strategies to achieve change.

The outcome of the CRCSE Toolkit reinforces a SuperDeep Studio belief that design has an opportunity to play a role, but not always the starring role, in advancing progress. "This toolkit was a model for using design to improve the strategic capacity and effectiveness of diverse groups with multiple perspectives and experiences to build coalitions, engage in dialogue and achieve change together," states Molly Ackerman-Brimberg, Founder of SuperDeep Studio.

The project was a practice in exploring that role and the evolution of the service-design discipline, including where design influences or supports concepts, and when it is most effective as a collaborator. Creating dialogue and shared vision is powerful. Intended to empower the user with essential information, the starting challenge in the design process for the toolkit was to make visible the often hidden processes and experiences of current advocacy work — and the difficult-to-see systemic failures contributing to child sex trafficking. All aspects of the design were carefully considered to create a document on an issue of deep gravity, while simultaneously conveying emotion and the human element.

The overall design of the toolkit incorporates broad thinking in the design functionality. Among the considerations were usability, accessibility, voice, visual

elements, modularity, the inclusion of participatory elements, and the capacity to be updated and sustained over time as a dynamic record of best practices and learning.

"Our ultimate goal is to make positive change, with and on behalf of youth impacted by CSE," states Kate Walker Brown, attorney and director of NCYL's Collaborative Responses to Commercial Sexual Exploitation Initiative. "Every outcome from the CRCSE Toolkit – each relationship, conversation and coalition formed – contributes to the collective momentum of advocacy and reform to address CSE of children and youth. This toolkit will support NCYL's efforts to increase our engagement and collaboration across jurisdictions, guiding users through a comprehensive process to not only create change in their communities, but to influence others in turn."

Learn more about the CRCSE Toolkit (direct link to the webpage that features Toolkit + video: [ServiceMeetService.com](https://www.ServiceMeetService.com))

---

## **SuperDeep Studio**

Founded in 2016, the name, SuperDeep Studio has meaning to this women-led design innovation firm. What brings this collective of folks with a range of creative-thinking expertise together is the drive to think critically, deeply, and honestly about how to create actionable work that leads to positive impact. The practice offers deep expertise in ethnographic research, insights, and service design. For more information, please visit [superdeepstudio.com](https://superdeepstudio.com).

## **National Center for Youth Law**

The National Center for Youth Law (NCYL) advances justice by protecting the rights of marginalized children and youth and transforming the systems impacting their lives. NCYL leads campaigns, weaving together research, public awareness, policy development, technical assistance and litigation to ensure governmental systems provide the support these children and youth need to thrive. For more information, please visit [youthlaw.org](https://youthlaw.org).

## **Collaborative Responses to Commercial Sexual Exploitation Initiative**

As a campaign of NCYL, the Collaborative Responses to Commercial Sexual Exploitation Initiative is a team of passionate attorneys and advocates that seeks to eliminate the commercial sexual exploitation (CSE) of children and youth, and create collaborative, youth-centered, trauma-informed responses for youth impacted by exploitation. Informed by and in collaboration with survivors of commercial sexual exploitation, our objective is to support children, youth, families, and caregivers who have been affected by CSE to be safe, to heal, and to achieve their goals.

### **About the IDEA Awards**

The International Design Excellence Awards (IDEA) is one of the longest running and most prestigious design awards programs in existence. The jury selected the 2021 Gold, Silver, and Bronze IDEA winners from thousands of entries, reviewing the submissions across five criteria: Design Innovation, Benefit to the User, Benefit to the Client, Benefit to Society, and Appropriate Aesthetics. These five criteria have remained unchanged during the 40-year history of IDEA and are part of what makes this program so unique among other design award programs.

### **Media Contact:**

Ann Hudner

[ann@hudnerstrategies.com](mailto:ann@hudnerstrategies.com)

Cell: 774.264.0852