

**Tsinghua-Santander**  
**World Challenges of 21<sup>st</sup> Century Program**  
Maker Competition & Workshop

**COMPETITION RULES**

Tsinghua University is organizing the “Tsinghua-Santander World Challenges of 21<sup>st</sup> Century Program,” which is an international and interdisciplinary competition that brings together young people who aspire to make an impact on important global issues. This competition is supported by Santander Bank and will have the collaboration of Intel Corporation and Cinnovate Center.

University students from across the world are invited to create visionary, innovative solutions to challenges in sustainable development of cities. The teams who stand out in the selection phase will be invited to turn their ideas into reality at Tsinghua University, the top university in China.

**1. PARTICIPANTS**

Participation is open to postgraduate and undergraduate students enrolled at the participating universities, from in particular the following fields of study: product design, industry design, IT, engineer, art and any interdisciplinary studies departments related.

Entries should be submitted by teams. The team should be composed of two to four members. All team members must comply with the rules of participation.

**2. CHALLENGE THEME**

Teams should present innovative ideas that may solve a real world challenge facing the society related with the following theme:

**“Innovation makes the world better – urban sustainability”**

**Environmental protection | Education | Energy | Health | Urban culture**

These innovative solutions should be in the form of products and services prototypes, highlighting technologies on mobile Internet, wearable computing, robotics, AI and other open source hardware.

### 3. COMPETITION STRUCTURE/PHASES

#### ➤ PHASE 1. Submission of an innovative solution

In the first stage, participants are invited to form a team with two to four members, define the challenge they would like to find solution to, and submit their initial proposals and videos online. We also place great value on the process of problem exploring and defining. Through utilizing structured interviews, observations or any other field research methods, we want participants to find solutions to real-world challenges facing the society.

#### ➤ PHASE 2. Selection of the finalists

In the second stage, judging begins on [April 12th, 2016]. Six to eight teams will be selected as finalists, to further develop their proposals and products in Beijing. The finalists will be contacted by e-mail and will be shown at the web [www.thu-san-world-challenges.com](http://www.thu-san-world-challenges.com).

#### ➤ PHASE 3. Final competition & Workshop in Beijing

In the final stage, finalists complete their products with guidance from multidisciplinary experts during a two-week workshop at Tsinghua University in Beijing, China, and eventually pitch their ideas and products to the jury in the forms of exhibition and presentation.

### 4. SUBMISSION INSTRUCTION

Participants must submit their entries on [www.thu-san-world-challenges.com](http://www.thu-san-world-challenges.com) including:

- An online application form.
- A video with a maximum length of three (3) minutes to introduce the team, the process of problem defining and the solution you would like to build, etc.

All contents must be in English.

Deadline for submission of proposal and video is **April 11th, 2016**.

### 5. KEY DATES & DEADLINES

[11<sup>th</sup> April, 2016] Deadline for submission of proposal and video.

[12<sup>th</sup> April, 2016] Judging process begins.

[30<sup>th</sup> April, 2016] Announcement of the winners (finalists).

[15<sup>th</sup> – 26<sup>th</sup> August, 2016] Workshop and competition for the finalists at Tsinghua.

## **6. JUDGING CRITERIA**

The entries will be judged on the demonstration of future success in the following areas:

- Creativity / innovate
- Social impact
- Technology
- Presentation
- Business potentiality to take the idea forward

Experts from industry and academia in the area of technology, design, business and social development will serve on the jury. Tsinghua University, Banco Santander, Intel Corporation and Cinnovative Center will be at the jury.

The jury's decision will be final.

## **7. PRIZES**

The six to eight team finalists will be able to bring their great ideas to life at Tsinghua during the workshop (August 15<sup>th</sup>- 26<sup>th</sup>, 2016). The members of the teams will receive a paid round-trip to China and accommodation during the workshop.

*(The students will be responsible for their insurance and visa)*

## **8. FACILITIES AND RESOURCES**

The finalist teams will be able to use the facilities for innovation at Tsinghua iCenter maker space, by the supervision of experts and professors of the university.

Tsinghua University has many technology-driven educational practices such as cross-field workshops, Massive Open Online Courses, Hackers in Residence Program, and student-run Hackathons that stimulate and nurture innovation.

## **9. COPYRIGHT AND RIGHTS OF USAGE**

Copyright and intellectual rights of the submissions remain with the original authors. By submitting the documents the participant allows the competition organizers Tsinghua University and Santander the free-of-charge unlimited right in terms of time, space and content to use for all submitted contents to the competition, in particular for publication in printed documents, on the internet, in exhibitions and presentations on media, as well as the competition-related communication.

## **10. OTHER INFORMATION**

For more information see the website: [www.thu-san-world-challenges.com](http://www.thu-san-world-challenges.com)

## **11. ACCEPTANCE OF THE TERMS AND CONDITIONS**

The participation in the World Challenges of 21<sup>st</sup> Century Program implies the acceptance of the terms and conditions set forth in these rules.