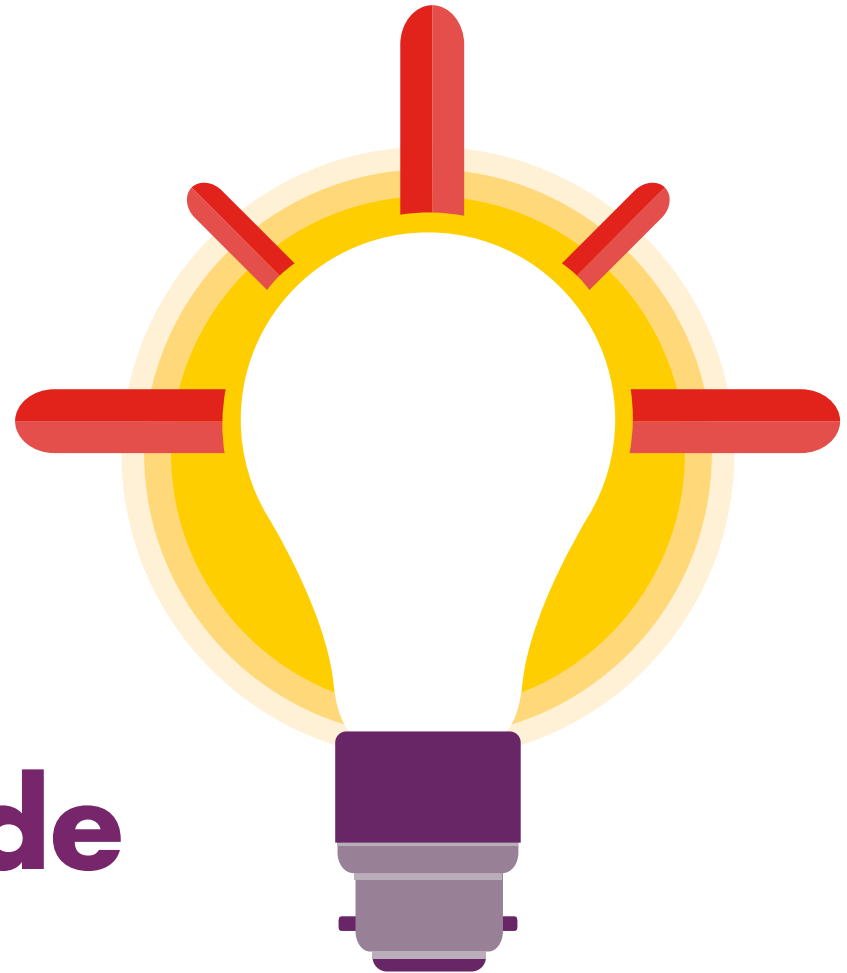




**Shell**  
**Ideas360**

# Competition guide

[www.shellideas360.com](http://www.shellideas360.com)



# About the competition



## STAGES AND KEY DATES:

Shell Ideas360 is a global competition organised by Shell International Limited for students to develop game-changing ideas for tackling Energy, Water and Food issues.

The five individuals or teams that are selected to progress through to the final stage will receive a sponsored trip to Shell Eco-Marathon 2014 in Rotterdam, the Netherlands, and the winner of the competition will receive the grand prize of a National Geographic Expedition.

As part of Shell's commitment to investing in innovation, the best ideas (whether or not they are selected for the Final) will also be considered for funding by the Shell GameChanger programme.

## ELIGIBILITY:

Participation in the Competition is open to any person who (i) is, or will be, aged 18 or over by 31/05/14; and (ii) is currently studying (and is officially registered to continue studying until at least 31/05/2014) as a full time undergraduate or postgraduate at a recognised, degree awarding university or other equivalent higher education establishment ("Eligible Student"). Full details are available in the competition Terms and Conditions.

### Please note:

all participants will own the Intellectual Property (IP) in their idea. By participating in Shell Ideas360, Shell is granted global licensing rights to market, promote and communicate the ideas.

# STAGE 1

3 September 2013—16 December 2013

## Formulate and submit your idea



### **REGISTRATION: 3 September—16 December 2013**

You can register and set up your personal profile at [www.shellideas360.com](http://www.shellideas360.com).

You can enter either as an individual or as part of a team of up to three people. If you decide to enter as a team, you will need to nominate a Team Captain who can submit an idea on the team's behalf.

Each participant/team will also be required to nominate a member of academic staff from their University to act as a university sponsor throughout the individual's or team's participation in Shell Ideas360.

### **FORMULATE AND SUBMIT YOUR IDEA: 1 October—16 December 2013**

The theme of Shell Ideas360 is "People & Planet – the Energy, Water and Food Challenge". All individual participants

or teams will be requested to develop an innovative idea and proposal related to one or more of these challenges.

Once you've signed up, you'll have access to your very own virtual workspace filled with a collection of inspiring videos, articles and advice to spark your creative thinking and help your idea take shape.

If you wish, you can use your workspace to publish (from 3 September 2013) your draft ideas to share with the Shell Ideas360 community, asking for comments and feedback.

By 16 December 2013, participants will need to have chosen their strongest idea and submit it (by completing an on-line form) for review and evaluation.

All submitted ideas will then be reviewed by Shell Reviewers and up to 100 individual participants/teams will be selected to proceed to Stage 2.

## STAGE 2

20 January – 31 March 2014

# Develop your idea



Up to 100 teams/individual participants will be selected to develop their idea further. If your idea is chosen, you'll have a couple of months to submit a:

- Detailed report in PDF format
- Video presentation (up to 3 minutes long)

Each should explain your idea in more detail and demonstrate why your idea should be shortlisted for Stage 3.

All individual participants/teams will also have support by phone/email from a Shell Mentor and Subject Matter Experts to help you to develop your idea.

Following this, all Stage 2 ideas will be evaluated, and five teams/individual participants will be selected to present their ideas at the Final Event.

# Final selection

The selected five finalists will be invited to Rotterdam in the Netherlands to present their idea to a panel of judges.

The winner will be selected and announced at the end of this event.

