

Wageningen Student Challenge 2018 **“Design the Ultimate Urban Greenhouse”**

Criteria, rules & regulations

Version: 17 October 2017

Eligibility of teams

- The Challenge is open to Bachelor, Master and PhD students, from universities and universities of applied sciences. Teams may consist of students from different universities and universities of applied sciences.
- Next to the Bachelor, Master and PhD students, a maximum of 20% of your team may consist of recent graduates, provided that they were registered as a student on 1 September 2016 or thereafter.
- Each team will appoint a team-captain who is the point of contact between the team and the WUR Challenge secretariat responsible for the Challenge.

Registration

- To pre-register, teams are required to submit the completed pre-registration form available on the website on or before **31 October 2017**.
- To finalize the registration process, additional information about all team members and a link to a short video in which the team describes its motivation and ambitions will have to be submitted through a registration form on the website, on or before **30 November 2017**.
- Individual students and incomplete teams may pre-register. WUR will attempt to match individual students and incomplete teams based on expressed needs and interest in their registration forms. WUR will not be responsible for the matching process to be successful. The ultimate team should meet all eligibility criteria.

Confirmation of participation

- A maximum of fifteen teams will be admitted to the Challenge. Admission is at the sole discretion of WUR, and WUR may decide to base selection on the features mentioned under section “What makes my team successful” on the website, to allow the strongest teams to compete. Two additional wild cards are available, and may be granted by WUR based on team motivation and composition.
- WUR will inform all duly registered teams whether they have been admitted to the Challenge on or before **31 December 2017**. The jury’s decision will be final and will not be subject to debate.
- WUR retains the right to consider registrations after 31 December 2017 until 1 February 2018, if the maximum number of teams has not been reached.
- WUR is entitled to cancel the Challenge (without being liable towards the applicant(s), if WUR admits less than six (6) teams to the Challenge.

After your admission

Workshops

In January 2018, WUR will offer all admitted teams a series of thematic workshops. Team members may choose to participate in the workshops or watch the content on-line.

The design process

- The design process runs from **1 February – 31 July 2018**.

- Teams are challenged to design a total concept for an “Urban Greenhouse” for a predetermined location, of which the characteristics and data will be provided by WUR. The Urban Greenhouse contributes to the sustainable production and consumption of healthy food. It is a food producing facility aimed at the local market (neighbourhood, city and/or metropole) and local interaction (neighbourhood). The concept ‘greenhouse’, however, can be interpreted broadly, including vertical farming, indoor farming and integrated growing systems such as aquaponics. Central to the concept are the significant, more than symbolic, production of food in the urban environment, as well as the integration in local circular flows. The ‘greenhouse’ is spatially and functionally well-integrated in the neighbourhood and its design is visually attractive and considerate of existing spatial, environmental and social networks.
- WUR will provide relevant characteristics and data of the location to all admitted teams before **1 February 2018**.
- The total concept will include the following elements:
 1. Greenhouse design and plant productions systems
 2. Embedding of the greenhouse in the neighbourhood,
 3. Value creation and economic feasibility.

Submissions

- All submissions must be in English. Supporting financial figures should be in Euros only.
- **1 February 2018 – 31 July 2018**
 - In week 14 and 23, in 2018, each team will submit a video of maximum two (2) minutes showing their process and progress.
 - Each team will submit milestone submissions between February and August 2018. WUR will post the descriptions of the milestones and deadlines on the website and communicate these with the team captains.
- **before 1 August 2018** the following has to be submitted:
 1. a dossier describing the full concept of the Urban Greenhouse;
 2. proof of concept and demo of the key enabling technologies/ innovations; and
 3. a 2-minute video in which the team’s concept is presented.

Re 1.

The dossier describes the total concept of the Ultimate Urban Greenhouse and tells a story. The story is the foundation of the envisioned engagement, the earning model and the added value of the concept for the city. The story is convincing in terms of the feasibility, sustainability, added value and attractiveness of the concept and it unites the technical and organisational solutions of the criteria.

The dossier describes all criteria listed under “The final event” below. Calculations and details of designs should be added in annexes.

The dossier has a maximum of 20 pages (excluding annexes):

- Total concept (summary of the total concept, the USP’s and key-innovation(s)): maximum 2 pages
- Greenhouse design and plant production system(s): maximum 8 pages
- Embedding in the neighbourhood: maximum 5 pages
- Value creation & economic feasibility: maximum 5 pages

Re 2.

It is not required to innovate on all criteria listed under “The final event”. It is suggested to innovate at level of the total concept while selecting at least one (1) key-enabling element for technical (elements of the greenhouse design, plant production system including crop choice, circularity, energy, ICT) and one (1) for social or economic innovation (e.g. attractiveness for citizens, roles of citizens, connections between the Urban Greenhouse and the city, business model, services provided by the greenhouse). Define the critical success factors for these elements and quantify the effect of your solution as a proof of concept. You bring the representation of your innovation(s) to the final event.

Re 3.

In the video your team will present the overall concept and those elements that makes the entry unique and innovative. The video should be an MP4-file.

The final event

- The final event will take place at the end of August 2018. The exact date will be posted on the website and communicated with the team captains.
- The team's presence at the final event is required, failing which the jury is entitled to disqualify the team.
- During the final event, the teams will show-case their representation and total concept to visitors of the final event
- In addition, the participating team will conduct a pitch-presentation, presenting a total, illustrated story-line to a jury of experts from industry, cities and science. The total pitch-presentation is no longer than 5 minutes. The pitch may include the 2-minute video.
- Jury members will be selected from creative industry, companies, cities and academia and will be experts in one of the fields of criteria below. Each jury member will score the teams based on the element of their expertise, as well as on the presentation, total concept and demo of the innovation(s). The scores for the presentation will be averaged to one score per team. The team with the highest average is overall winner.

TOTAL CONCEPT, PRESENTATION & DEMO (30 points)		
Greenhouse & plant production system(s) (20 points)	Embedding in the neighbourhood (20 points)	Value creation & economic feasibility (20 points)
Greenhouse design	Interaction of citizens with the greenhouse	Value creation in commercial, social and environmental terms
Crop choice & plant production systems	Spatial & functional integration in the neighbourhood	Value chains
Circularity & sustainability	Aesthetics of the Urban Greenhouse	Businessplan

- The decision of the jury will be final.
- The winning team will be provided with a maximum budget: €10,000.- (incl VAT) to present their design to relevant international audiences .

Media, ownership & IP

- Each team will remain entitled to the intellectual property of the information, documents, videos and other items submitted in connection with the Challenge;
- By entering into the competition, each participant automatically agrees to grant WUR the right to reproduce, disclose or use the submitted information and materials for its publicity, marketing and other external or internal purposes. This includes WUR's right to publish photos and videos taken during the final event.
- Participants acknowledge that the Challenge is public in nature and that information will be shared on a non-confidential basis. Participants acknowledge that this may preclude them from obtaining intellectual property protection. WUR excludes any liability in respect thereto.
- By submitting to the Challenge, each participant ensures that the Challenge submission:
 - is the participant's own and original work;

- has not won previous awards;
 - does not infringe copyrights, trademarks or other intellectual property or other rights of any person or entity (such as rights of privacy, publicity);
- Any team found to have committed plagiarism, infringing intellectual property rights and/or unlawful use of information will be disqualified.

General

- WUR reserves the right to modify any aspect of the competition. All teams will be informed about modifications in due time.
- WUR reserves the right to disqualify a team, if WUR deems the team or team member's behavior in violation of the rules and regulations of the competition, or in case they have provided misinformation.
- WUR assumes no responsibility for incorrect or inaccurate information regarding the Challenge, or any late, lost or misdirected entries, whether caused by any of the equipment or programming associated with or utilized in this Challenge or by any human error which may occur in the processing of the registration in this Challenge.
- Participation is at each participant's own risk and expense.
- Participants are not allowed to use the WUR logo, unless it is part of means provided by WUR, such as flyers or other documents produced by WUR.