

"Nobody makes a greater mistake than he who does nothing because he could only do a little".

Edmund Burke, Irish statesman and philosopher, 1729-1797

Together for Sustainability.

Suggest and develop ideas for international collaboration on Sustainable Development!

WHAT?

Idea Contest on International Collaboration

This idea contest, **Together for Sustainability**, aims to encourage and promote collaboration between citizens/students in different countries in the pursuit of Sustainable Development.

WHO?

Students at three universities:

The Sino-Finnish Research Centre for Science, Technology and Innovation at University of Vaasa organizes the idea contest in autumn 2020. As the Sino-Finnish Research Centre's first idea contest, we invite students at three universities to join: students at the **University of Vaasa** in Finland and students at the **Southwest Jiaotong University** and **Xi'an Jiaotong University** in China.

FOCUS:

Collaboration between Citizens/Students Internationally Sustainable Consumption & Production

The focus of this idea contest is on generating ***ideas on how to increase international citizen/student cooperation in the field of Sustainable Development.***

The European Commission defines Sustainable Development as "meeting the needs of present generations without jeopardising the ability of future generations to meet their own needs." Sustainable Development includes environmental, social and economic issues, which are often inseparable and very much interdependent.

In this Idea Contest, we encourage the participants to focus on Sustainable Consumption or on Sustainable Production:

Sustainable Consumption is related to consumers.

The focus is on how we as consumers can change our behaviour in order to reduce the adverse impact of our consumption on the environment. This may involve making choices based on the information of environmental effects of products and services as well as demanding greener, cleaner products and services from manufacturers and service providers. Also, we may choose to acquire second-hand items, and rent or share to get access to goods and services instead of buying new ones.

Sustainable Production is related to companies and organizations.

The focus is on how businesses and organizations can reduce the adverse impact of their activities on the environment. This may include developing non-polluting production and other processes, efficient use of resources, recycling, and eco-innovation.

HOW:

Structure of Your Contest Proposal

Your idea can be 'big' or 'small'. For instance, it may be something that helps people in different countries share practical solutions to everyday problems. Or, you might produce a vision for increasing international citizen collaboration in the field of recycling, sustainable travel or tourism – just to mention some possibilities.

The key focus is on suggesting new ideas on ***citizen/student collaboration*** in some field or issue of Sustainable Consumption or Production. Please, have a look at the table at the end of this document on how to structure your proposal: You are asked to describe: Theme and challenge, Key idea, Cooperation model, and, Action plan.

Schedule

Launch: 14th September, 2020

Deadline to submit: 12th October, 2020

(Evaluation of Proposals)

Announcing the winners 11th of November

Awards

The Sino-Finnish Research Centre will award the best proposals:

I prize, 500 € (1 x)
 II prize, 300 € (2 x)
 III prize, 200 € (4 x)

(7 proposals will be awarded)

Evaluation

The criteria for evaluation are Novelty, Feasibility and Importance. Please, see the Table below: *Criteria for evaluating Contest Proposals*.

The Expert Panel selects the winners from amongst the 6-10 finalists pre-selected by organizing teams in Vaasa, Chengdu and Xi'an. (The Expert Panel will be announced in October.)

Table: Criteria for evaluating Contest Proposals

Evaluation criteria	5 / 4 Excellent demonstration	3 / 2 Satisfactory demonstrated	1 / 0 Weakly demonstrated
Novelty, innovativeness	Innovativeness is convincing. A fresh approach.	Some elements are innovative and convincing.	Only slightly innovative / Not innovative.
Feasibility	Proposal is realistic. Key elements are well justified.	Proposal is easy to understand and some elements are well justified.	Difficult to understand (some of) the key elements and how they could be implemented.
Importance, scalability, potential value	The idea (solution) has wide potential. When implemented it could generate important new value or impact.	The idea (solution) has some potential. When implemented new value would be limited to a specific context.	The potential for new value is limited.

Rules

Individuals or small teams

You may choose to work alone and submit your Contest Proposal as an individual or in a small group (of 2-4 persons). Please note, the Contest Proposals will be awarded, not individuals. (For instance: The best Proposal will be awarded €500. If it had been submitted by a team of two, both persons would receive €250.)

Language

The Contest Proposals are submitted in English.

Submission

The Contest Proposals must be submitted **by October 12, 2020**, via the electronic participation form available on:

<https://link.webropolsurveys.com/S/40276FADD482A3EA>

Proposals must be submitted as detailed in Table: *Key elements of Contest Proposal*. The Proposal must be novel and unpublished.

Questions

Questions relating to Contest must be sent using the following address:

- arja.kuusisto@univaasa.fi (in Finland) – Please, in your email, use a subject ‘Question to the Contest’

Use of proposals and intellectual property rights

Contest Proposals and their contents (including ideas) that fall under copyright shall be subject to the Creative Commons BY 4.0 -license. The Participant must accept the aforementioned licensing terms in order for them to be able to submit a Proposal. The CC BY 4.0 license allows for the re-use and modification of the Proposals, provided that the original authors are named and changes to the Proposal made by others are distinguishable. Further information regarding this license can be accessed via the following link:

<https://creativecommons.org/licenses/by/4.0/>

Submitted Proposals shall be kept confidential until the announcement of the winners, after which the winning Proposals shall become public.

Table: Key elements of Contest Proposal A, B, C, and D.

A simplified example is provided in blue.

Provide your proposal by answering to A, B, C, and D (as explained below), with 500-1000 words.
A: Theme and Challenge
A.1. What is the theme?
<ul style="list-style-type: none">• Sustainable Consumption <i>What can we do as together, as consumers, to further sustainable consumption? For instance, there may be untapped opportunities related to recycling, purchasing, evaluating the quality of goods and services, etc.</i>
OR
<ul style="list-style-type: none">• Sustainable Production? <i>How can businesses develop sustainable production and other processes (non-polluting, efficient use of resources, safe and healthful for workers)? For instance, there may be</i>

untapped opportunities in production, digitalization, delivery, design, marketing, packaging, etc.

EXAMPLE:

Sustainable Consumption: Extending the life cycle of products by end-users.

A.2. What is the concrete challenge/idea?

EXAMPLE:

The idea is to extend the life-cycle of quality goods by coming up with new uses for them and then sharing these ideas with others.

A.3. Why does this challenge benefit from international student (citizen) collaboration?

EXAMPLE:

The challenge benefits from international collaboration because:

- This is a challenge, in which a large number of people and their diversity is an advantage.
- Also, behaviour that is commonplace in one country might be novel in another one.

B: Key idea

B.1. What could/will be done? How does international collaboration help address the challenge?

EXAMPLE:

People share their insights on how to use an 'old product' (no longer used for its original purpose at home, at school, at workplace). Sharing between and among citizens can be organized, added into an existing dialogue and communication channel.

B.2. Describe your proposal by characterising key elements of your idea:

- key new value,
- key actor groups,
- key processes and resources.

EXAMPLE:

- Value: (1) Can be used to teach young people to take care of their goods, and to think twice before they throw things away. Alternatively, (2) Can be used in an international collaboration context as a 'game' whereby people get to know each other.
- Actor groups: Service 'owner', such as an existing international collaboration network between schools; Application developer; Funder.
- Key processes and resources: Identification of potential users and usage situations. Raising funding. Application development. Piloting.

C: Cooperation model

What form(s) of international collaboration could/will be used? What existing or new communication channels, tools, or platforms are suggested?

EXAMPLE:

The idea is to create a new digital application for international collaboration. It can be integrated into existing communication between the partners, simply, by sharing the link of the new app.

D: Action plan [some ideas]

What are the concrete steps required to realize the idea?

A concrete action plan may be difficult to develop. However, you can try to think in terms of the first steps: what should be done first to advance your idea.