2019 Smarter Travel Campus Awards
Entry Guidelines

Real Life Projects

smartertravel>>>campus
Looking for an interesting real life project for your students?

**Academic categories include:**
- Multimedia
- Event Management
- Sport & Health related courses
- Marketing & Communications
- Engineering, Planning, Design & Innovation

Projects aim to engage staff and students in smarter travel, i.e. walking, cycling, public transport and carpooling

**Why get involved?**
- Students and Academic Staff competing against third level institutions around the country
- Prizes and national recognition for staff and students
- Judged by industry experts
- Finalists will be invited to attend the national award ceremony at the Lighthouse Cinema on the 4th of April 2019 where their entry will be showcased
- Students can add to their portfolio or CV

For further information visit: www.smartertravelstudentawards.ie
Information for Lecturer

The Smarter Travel Campus Awards invite students to create entries relevant to their course discipline to promote walking, cycling, public transport and carpooling. Students will have the opportunity to participate in a real life project that they can add to their graduate portfolio or CV, win an award, and have their work showcased at the Smarter Travel Campus Award Ceremony in the Lighthouse Cinema in April 2019. Lecturers who assign students projects to promote smarter travel are also invited to put themselves forward for an award to acknowledge their effort to bring smarter travel into the curriculum. An overview of the details required are shown below.

The task for students is to undertake a project to promote any positive aspect of Smarter Travel, i.e. walking, cycling, public transport or carpooling, ideally as part of their coursework. Students can enter individually or in a group of up to four people. Past entries have included but are not limited to; marketing campaigns, challenges, events, multimedia, design and engineering projects. With the exception of multimedia entries, students are asked to submit their project in the form of a conference poster for judging by an external panel of expert judges. See poster template on page 8.

Prizes will be awarded to the overall winners. Shortlisted entries will be invited to the award ceremony where their entry will be showcased. A press release and photos will be issued to national and local press following the ceremony. The deadline for entries is 5pm on Friday the 1st of March 2019.

Lecturers Award

The entry form is available by emailing: info@smartertravelcampus.ie

You will be asked to provide the following information:

1. The name of the course, department and faculty
2. An overview of the project assigned to students
3. Describe how you developed and implemented the smarter travel related project(s) within your course
4. State the number of students who delivered projects and the impact of the project
5. Provide a sample of the work produced by students, a summary of student projects, related photographs and images
Project Categories

The project categories below have been identified to link in with a variety of courses. The overall aim of these projects is to work towards encouraging people to choose smarter modes of transport, therefore reducing the number of people driving to campus alone. The target audience for all categories is staff and/or students on your campus.

Category 1:
EVENT MANAGEMENT, HEALTH AND SPORT RELATED COURSES

You are tasked with promoting Active Travel (walking/cycling), Public Transport or Carpooling on your campus. Devise a programme, project, event, promotion or challenge based on one or more of the ideas listed on page 6.

Category 2:
MARKETING & COMMUNICATIONS

CHOOSE ONE OF THE FOLLOWING TASKS:

- Develop and if possible deliver a marketing plan for your college to promote any aspect of smarter travel, choosing from the ideas listed on pages 6.

- Develop and if possible deliver a communications plan setting out how you will tell new staff and students about the options for getting to campus, in particular focusing on encouraging them to choose smarter modes of transport (i.e. walking, cycling, public transport and carpooling).

- Develop and if possible deliver a digital media campaign to promote smarter travel, choosing from the ideas list on page 6.
Category 3: MULTIMEDIA

TASK:

« Develop a piece of media to encourage staff and students to choose smarter modes of transport, i.e. walking, cycling, public transport and or carpooling. Please choose from the ideas list provided. All forms of multimedia will be accepted including: text, graphics, video, interactive content, animation, installations, audio and virtual reality.

Category 4: ENGINEERING, PLANNING, DESIGN & INNOVATION

TASK:

« Develop or scope out a product, service or piece of technology that may help reduce the number of people driving to campus alone. The product or service designed should also encourage staff and students travel to campus by smarter modes of transport - i.e. walking, cycling, public transport or carpooling. For example, your project could propose or develop a carpooling system for your campus.

How to Enter

1. Identify the project category you wish to enter
2. Choose from the ideas list on page 6
3. Plan, coordinate or execute your project, event, campaign, challenge or multimedia entry
4. Submit your entry online to www.surveymonkey.com/r/STCAwards2019 before 5pm on Friday the 1st of March 2019
   Please note: Students submitting multimedia entries will be asked to provide a link to your entry on Youtube/vimeo/soundcloud/audioboom
5. Email your poster style presentation (categories 1, 2 &4) or your multimedia entry (MP3 or MP4 file) to info@smartertravelcampus.ie
# Ideas List

Please choose one or more from the list below

## Walking and Cycling

- Promote a local walking or cycling route and highlight the time and distance to nearby locations.
- Promote how to get to campus on foot or by bicycle.
- Promote the facilities available for walkers and cyclists, for example, lockers, bike parking, showers, walking or cycling groups, towels, umbrellas, bike pump, bike mechanic, on campus walking and cycling routes.
- Promote how to access the facilities available to walkers and cyclists on and around your campus.
- Host a bike day or week, a walking day or week or a commuter day or week on your campus.
- Demonstrate how to keep your bike in tip top shape.
- Deliver or promote cycle skills, including rules of the road, how to lock your bicycle or how to change a puncture.
- Demonstrate how to use the Transport for Ireland Cycle Planner app.
- Deliver and promote bike repair sessions.
- Promote positive aspects of walking and or cycling.
- Develop an innovative way to facilitate walking or cycling.

## Public Transport and Carpooling

- Promote the public transport routes serving your campus.
- Promote the benefits of using public transport or carpooling to get to your campus.
- Promote the local outlets where Leap Cards and Student Leap Cards can be purchased and topped up. Further details are available at www.leapcard.ie and www.studentleapcard.ie.
- Describe how to use and top up a Leap Card or Student Leap Card.
- Promote the benefits of the Leap Card and Student Leap Card.
- Promote the screens on campus showing when the next bus or train is due to arrive.
- Show staff and students where nearby bus stops are and explain what areas the buses serve.
- Explain how to use the TFI Real Time, Journey Planner & Taxi Check apps, visit www.transportforireland.ie for more information.
- Explain how carpooling on your campus works.
- Develop an innovative way to facilitate public transport or carpooling.

Should you have ideas that are not listed on this page please email info@smartertravelcampus.ie
JUDGING

The Smarter Travel Campus Awards will be judged by an external panel of judges who are experts in their industry. The list of judges will be posted online. The judging criteria are included below.

**TASK:** Has the task set out in this brief been undertaken?

**MESSAGE:** Do the messages promote positive aspects of Smarter Travel?

**ORIGINALITY:** Is the message/event/project conveyed in an original way and will it appeal to the target audience?

**DESIGN/LAYOUT/FORMAT:** Is the design/layout of the piece appealing/engaging? Does the event engage? Will it create awareness or behaviour change in favour of walking, cycling, public transport or carpooling?

**COMMERCIAL:** Could the project, event, multimedia entry be used to promote smarter travel on your campus or nationally on social media, radio, press, bus stop shelters, pull-up banners for events?
Project Title: Carpooling at our campus

Project group names: Mary, Fiona, Andy and Laurence

Overview
In this section you should give an overview of your project. It should include the purpose of your project, when it took place, what was involved and the outcomes.

Project
In this section please provide further detail and insight into your project. This should be the longest section and it should set out your aim and objectives and explain how you achieved them.

How do we get to campus?

Before our campaign
14 people travelled to work in their own car and 4 groups carpooled.

After our campaign
8 more carpool situations

Results

Conclusion
In this section you should summarise the main points of your presentation.
Terms & Conditions

- Students can enter as many times as they like, but must submit a separate online entry for each entry.

- Students can enter individually or in a team of up to 4 people.

- In order to enter the competition, students must correctly undertake the task set in this brief. There is no charge for entry.

- The 2019 Smarter Travel Campus Awards are only open to undergraduate students from third level institutions who are partners of the Smarter Travel Campus programme. For a full list of partners campuses please go to www.smartertravelcampus.ie Post-graduate students interested in the awards are invited to get in touch by email: info@smartertravelcampus.ie

- Smarter Travel may use, reproduce, edit, display, modify or publish any works submitted as part of the awards.

- Entries must be strictly in accordance with these Terms and Conditions or they will be invalid.

- Video, animation and audio entries must be maximum 45 seconds including credits. Entries which do not meet the time limit will be penalised when being marked.

- You don’t need an expensive video camera or recording device to enter. As your entry may be shown on larger screens at future Smarter Travel Campus events, please record/save it at the highest resolution you can.

- Respect copyright. Only upload entries that you made or that you are authorised to use. Transport for Ireland Imagery (such as Luas, including the Luas sound, Leap card, Transport for Ireland mobile phone apps etc.) can be used as part of your entry.

- By submitting an entry into the 2019 Smarter Travel Campus Awards, you represent and warrant that your entry does not infringe on any copyright, trademark, property rights, rights of privacy or publicity of any person, or any other right of any third party and that you have the full and unrestricted right to use the imagery/photos free and clear of any claims or encumbrances.

- If you feature anyone else in your work, you must have his or her consent to feature this individual in your entry. Do not infringe anyone’s right to privacy.

- Do not include anything that is obscene, indecent, harassing, threatening or offensive.

- Do not say untrue things about people or companies, as this may be defamatory.

- Your entry must not promote, show or incite cruelty, violence, vandalism, fraudulent or criminal acts or contain content or images that could encourage others to commit illegal acts or acts that could cause physical harm if replicated.
You acknowledge and agree that Smarter Travel shall have no obligation to post, display, or otherwise make publicly available your submission.

The National Transport Authority is not liable for any warranty, costs, damage, injury, or any other claims incurred as a result of an event run as part of these Awards.

The deadline for entry is 5pm on Friday the 1st of March 2019. The National Transport Authority reserves the right to extend this deadline in extenuating circumstances.

Other people will be able to view your entry – do not reveal anything personal, unless you’re comfortable in doing so.

Please do not share your entry on social media until after the results of the awards have been announced.

The judges’ decision is final. All entrants agree to be bound by the decisions of the judges and accept no correspondence, telephone, email or communication of any kind will be entered into in relation to decisions reached.

The National Transport Authority reserves the right not to award a category at its own discretion and without recourse to the entrants of said category. Shortlisted entries may be shown at the award ceremony and they may be published on the Smarter Travel Workplaces/ Smarter Travel Campus and National Transport Authority websites/ social media and ezines; at the Smarter Travel Awards; at other Authority events/ seminars; and on Smarter Travel Workplaces/ Smarter Travel Campus materials.

Photos will be taken of those shortlisted and of the overall winners at the awards ceremony for use in National Transport Authority/Smarter Travel publications. The winner(s) may be required to take part in publicity. By accepting the prize, the winner grants Smarter Travel the right to use and publish his or her name(s) and picture in such media as Smarter Travel may choose (including but not limited to the internet) for advertising and promotional purposes without additional consideration.

Read our privacy policy here www.smartertravelworkplaces.ie/privacy-statement/

For further information contact:

F: Facebook.com/stcampus
T: @STcampus
I: smartertravelcampus
E: info@smartertravelcampus.ie
To see examples of last year’s winners visit: www.smartertravelstudentawards.ie

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