



# Smarter Travel Campus Awards

# 2020



## What is Smarter Travel Campus?

Smarter Travel Campus is a behaviour change programme, delivered by the National Transport Authority and funded by the Department of Transport Tourism and Sport. The programme works with third level institutions in Ireland to develop actions to encourage and support students and staff to walk, cycle, take public transport or carpool on the commute.

The Smarter Travel Campus Awards have been developed by Smarter Travel Campus and invite students from campuses that are partners of the Smarter Travel Campus programme to develop projects to support, facilitate or enable smarter travel choices, ideally as part of their coursework. There are many categories of awards to link in with a large range of college courses. There is also a Lecturers Award which acknowledges lecturers who bring projects into the graded curriculum. Entrants will have their work reviewed by an independent panel of judges who are experts in their industry. All students shortlisted as finalists are invited to the awards ceremony in the Light House Cinema. All lecturers who are involved are also invited to the annual celebration.

## Important Dates

<b>March 2019-March 2020:</b>	Students undertake projects
<b>September 2019:</b>	Open for entries
<b>20th March 2020:</b>	Entry deadline
<b>March-April 2020:</b>	Entries processed & judged
<b>April 2020:</b>	National Awards Ceremony, Light House Cinema, Smithfield, Dublin

**Please Note:** Student projects undertaken in semester two in 2019 that were not entered in the 2019 awards are eligible for entry in the 2020 awards.

## For further information contact:

**f** Facebook.com/stcampus **t** @STcampus **ig** smartertravelcampus **Email:** info@smartertravelcampus.ie

Visit [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie) to see finalist and winning entries from the 2019 awards.



smartertravel >>>  
>>> campus

## Looking for an interesting real life project for your students?

### Information for Lecturers

The Smarter Travel Campus Awards invite students to create entries relevant to their course discipline to encourage and enable 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 2020. 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. Details of the Lecturers Award can be found on page 5.

The task for students is to undertake a project to promote, facilitate or enable any positive aspect of Smarter Travel, i.e. walking, cycling, public transport or carpooling, ideally as part of their graded 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 4.

Prizes will be awarded to the overall winners. Student shortlisted as finalists will be invited to the awards ceremony where their entry will be showcased. Projects undertaken during semester 2 in 2019 that were not entered in the 2019 awards are eligible for entry. 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 20th of March 2020.

---

### Why get involved?

- Win prizes and national recognition for staff and students
- Recognition and awards for academic staff
- Compete with undergraduate and postgraduate students from third level institutions around the country
- Judged by industry experts
- Finalists will be invited to attend the national award ceremony at the Lighthouse Cinema in April 2020 where their entry will be showcased
- Students can add to their portfolio or CV

**For further information visit: [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie)**



## Academic 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. An ideas list is provided on page 6. The target audience for all categories is staff and/or students on your campus. Individual and group entries (up to 4 people) will be accepted. If you are unsure which category to submit your entry into please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie) for further guidance. Finalists will be invited to attend the national award ceremony at the Light House Cinema in April 2020 where their entry will be showcased.

### Category 1: Engineering & Innovation



There are three **subcategories** within the **Engineering & Innovation Category**. You will be asked to choose the category relevant to you in the online entry form. The categories are: (a) **Design**, (b) **Technology** and (c) **Social innovation** and **Entrepreneurship**.

**Task:** Develop or scope out a product, service or piece of technology that may help to reduce the number of people driving to campus alone and as a result encourage staff and students to travel to campus using smarter modes of transport – i.e. walking, cycling, public transport or carpooling.



#### How to enter

1. Please complete the online entry form before 5pm on Friday the 20th of March 2020 - [www.surveymonkey.com/r/STCAwards2020](http://www.surveymonkey.com/r/STCAwards2020)
2. You will be asked to **provide a link to your entry on Dropbox** - [www.dropbox.com](http://www.dropbox.com)  
**Create and Copy** a link to your poster and paste this into question 8 in your entry form. Please put your name on your file. Please do not share your entry via email.

You will receive an email confirming that your entry has been received. If you have any questions in relation to your entry please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

### Category 2: Health & Sport



This **category** is open to projects in the area of **Health & Sport - Active Travel**, there are no further subcategories.

**Task:** Devise a programme, project, event, promotion or challenge to promote active travel. Active travel is where active modes of transport such as walking and cycling are used to get from A to B.



#### How to enter

1. Please complete the online entry form before 5pm on Friday the 20th of March 2020 - [www.surveymonkey.com/r/STCAwards2020](http://www.surveymonkey.com/r/STCAwards2020)
2. You will be asked to **provide a link to your entry on Dropbox** - [www.dropbox.com](http://www.dropbox.com)  
**Create and Copy** a link to your poster and paste this into question 8 in your entry form. Please put your name on your file. Please do not share your entry via email.

You will receive an email confirming that your entry has been received. If you have any questions in relation to your entry please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

## Category 3: Marketing & Event Management



There are three **subcategories** within the **Marketing & Event Management Category**. You will be asked to choose the category relevant to you in the online entry form. The categories are: (a) **Events**, (b) **Communications** and (c) **Digital Marketing**.

**Task:** Design, develop or deliver an event, campaign or digital promotion to promote, facilitate or enable any positive aspect of walking, cycling, public transport or carpooling.



### How to enter

1. Please complete the online entry form before 5pm on Friday the 20th of March 2020 - [www.surveymonkey.com/r/STCAwards2020](http://www.surveymonkey.com/r/STCAwards2020)
2. You will be asked to **provide a link to your entry on Dropbox** - [www.dropbox.com](http://www.dropbox.com)  
**Create and Copy** a link to your poster and paste this into question 8 in your entry form.  
Please put your name on your file. Please do not share your entry via email.

You will receive an email confirming that your entry has been received. If you have any questions in relation to your entry please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

## Sample Poster Template

To enter categories 1, 2 or 3 please prepare a poster to summarise your project. A sample poster template is included below.

**Please note:** Entries shortlisted as finalists will be printed in A3 and displayed at the National Awards Ceremony. If you have created prototypes or other items as part of your project you may also be invited to bring them along for display at the ceremony.

**Project Title:** *Carpooling at our campus*

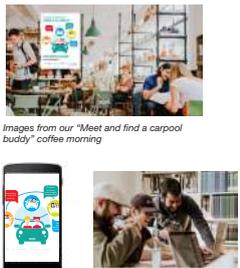
**Project group names:** Mary, Fiona, Andy and Laurence

**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.



*Images of our Promo poster to promote Carpooling on campus*



*Images from our "Meet and find a carpool buddy" coffee morning*

*Images of our Carpool App*

*Images of our Carpool Team Day 1*

**Results**

**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

**Sign Ups:** 20%

**Attended Launch:** 15%

**Numbers Carpooled During the Week:** 10%

**Carpool Karaoke Competition Entries:** 20%

**Shares on Social Media:** 80%

**Conclusion**  
In this section you should summarise the main points of your presentation



Our Campus Logo

## Category 4: **Multimedia**



There are five **subcategories** within the **Multimedia Category**. You will be asked to choose the category relevant to you in the online entry form. The categories are: (a) **Animation**, (b): **Audio**, (c) **Graphic Design**, (d) **Illustration** and (e) **Video**.

Animation, audio and video entries should be kept to within a 45 second time limit. The exception to this is podcast episodes which may be up to 5 minutes in length.

**Task:** Develop a piece of media to encourage staff and students to choose smarter modes of transport, i.e. walking, cycling, public transport or carpooling.



### How to enter

1. Please complete the online entry form before 5pm on Friday the 20th of March 2020 - [www.surveymonkey.com/r/STCAwards2020](http://www.surveymonkey.com/r/STCAwards2020)
2. In question 8 you will be asked to **provide a link to your entry on Youtube, Vimeo, Soundcloud or Dropbox**.
  - a. **Animation & Video** entries should use Youtube or Vimeo
  - b. **Audio entries** should link to their entry on Soundcloud
  - c. **Graphic Design & Illustration** entries should **Create and Copy** a link to your entry on Dropbox - [www.dropbox.com](http://www.dropbox.com) Please put your name on your file. Please do not share your entry via email.

You will receive an email confirming that your entry has been received. If you have any questions in relation to your entry please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

### Lecturers Award

The entry form is available by emailing: [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)

You will be asked to provide the following information:

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



## Ideas List

Please choose one or more from the list below

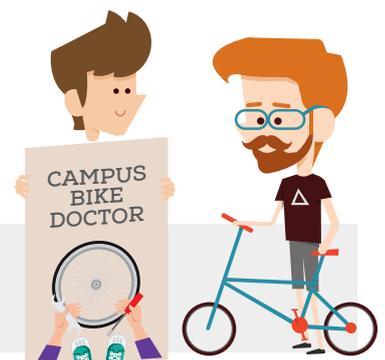
### Walking and Cycling

- « 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 concept, product or service 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](http://www.leapcard.ie) and [www.studentleapcard.ie](http://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](http://www.transportforireland.ie) for more information
- « Explain how carpooling on your campus works
- « Develop an innovative concept, product or service to facilitate public transport or carpooling

Should you have ideas that are not listed on this page please email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)





## ENTRY CHECKLIST

1. Have you uploaded your entry to dropbox & created and copied the link to your entry?

---

2. Have you completed the online entry form [www.surveymonkey.com/r/STCAwards2020](http://www.surveymonkey.com/r/STCAwards2020)

---

3. Did you insert the link to your entry in question 8 of the online entry form?

---

4. Does your entry:
  - a) Promote, facilitate or enable walking, cycling, public transport or carpooling?

---

  - b) Meet the criteria set out e.g. is it within the time limit?

---

  - c) Adhere to the terms and conditions?

---

5. If you're submitting a poster summarising your project, will the judges get a clear picture of what was involved in your project from reading your poster?  
Does your poster include:
  - Project title

---

  - Name of entrant (s)

---

  - Overview of the project

---

  - Project details

---

  - Results

---

  - Conclusion

---

  - Acknowledgements/campus logo





## JUDGING

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

**TASK:** Has the task set out in this brief been undertaken and does it adhere to the terms and conditions?

**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, concept or product appealing/ engaging? Does the event engage? Will it create awareness or behaviour change in favour of walking, cycling, public transport or carpooling?

**COMMERCIAL:** Is it replicable? Could your entry be used on your campus or nationally to encourage people to consider leaving the car behind from time to time in favour of walking, cycling, public transport or carpooling?

The judging panel and the judges  
biographies are available on  
[www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie).



## Terms & Conditions

- ▶ Students can enter as many times as they like, but must submit a separate online form for each entry.
- ▶ Students can enter individually or in a team of up to 4 people.
- ▶ Entries for the Lecturers Award must be submitted by 5pm on Friday the 20th of March using the entry form provided.
- ▶ In order to enter the competition, students must correctly undertake the task set in this brief.
- ▶ There is no charge for entry.
- ▶ The 2020 Smarter Travel Campus Awards are open to lecturers, undergraduates and postgraduate students from third level institutions who are partners of the Smarter Travel Campus programme. For a full list of partner campuses visit [www.smartertravelcampus.ie](http://www.smartertravelcampus.ie).
- ▶ The National Transport Authority 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. The exception to this is podcast episodes which may be up to 5 minutes in length. 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 Leap card, Transport for Ireland mobile phone apps etc.) can be used as part of your entry. If you are unsure email [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)
- ▶ By submitting an entry into the 2020 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.
- ▶ Entries should not promote alcohol or other substance use or condone any illegal activity.
- ▶ Entries should be free of religious and political reference.

- ▶ 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 20th of March 2020. The National Transport Authority reserves the right to extend this deadline in extenuating circumstances.
- ▶ By entering the awards entrants grant the National Transport Authority (including the Smarter Travel team) permission to use and publish their entry, name and campus online (website, social media), publications, in case studies and at events and conferences where relevant.
- ▶ 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 the National Transport Authority/Smarter Travel publications. The finalists and winners may be required to take part in publicity. By entering the awards, the finalists and winners grant the National Transport Authority (including the Smarter Travel team) to use and publish their name and photograph in across media platforms (including but not limited to the internet). Photographs from the awards ceremony may also be shared for advertising and promotional purposes without additional consideration.
- ▶ Read our privacy policy here [www.smartertravelworkplaces.ie/privacy-statement/](http://www.smartertravelworkplaces.ie/privacy-statement/)

## For further information contact:

 [Facebook.com/stcampus](https://www.facebook.com/stcampus)  [@STcampus](https://twitter.com/STcampus)  [smartertravelcampus](https://www.instagram.com/smartertravelcampus) **Email:** [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie)



**SMARTER TRAVEL**  
Campus Awards 2020

**To see examples of last years winners  
visit: [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie)**

*smartertravel >>>  
>>> campus*