



The 2010 Schneider Electric Energy Efficiency Cup

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A. Introduction

Energy shortages and environmental degradation have become worldwide concerns. Energy supply and environmental protection gravely needs the attention of the public. The pressure on us to protect our environment is now unprecedented. Governments and other organizations have been actively promoting the concept of environmental protection and energy saving to bring forward these important issues.

In 2010, Schneider Electric, with supporting organizations, will jointly hold the 2010 Schneider Electric Energy Efficiency Cup; inviting university students to join a competition on the theme of energy-saving efficiency. Through assessing proposals for innovative energy-saving efficiency technology, prizes will be awarded to outstanding participants. This competition aims to provide a platform for university students to showcase their creativity and to put into practice the theory they have learnt during their education, as well as to make a contribution to protecting our planet!

B. Organization

1. The Schneider Energy Efficiency Cup 2010 with the theme of energy efficiency (hereafter referred to as the "Energy Efficiency Cup") is organized by Schneider Electric (Hong Kong) Ltd.
2. To ensure the Energy Efficiency Contest proceeds smoothly, an "Energy Efficiency Cup Organizing Committee" and "Energy Efficiency Cup Judging Panel" have been established (hereafter referred to as "the committee" and "the panel" respectively).
3. The committee is responsible for drawing up the list of participating universities and number of teams, defining the rules and regulations, awards setting, date of competition, publication of the assessment results, as well as liaising with co-organizing parties on the collaboration details and publicity tasks, etc.
4. The panel is responsible for the evaluation of the first round proposal entries and judging the final round of the competition on-site.
5. The Energy Efficiency Cup is aimed towards full-time university students in Hong Kong.
6. During the course of the competition, each participant unit is required to maintain good communication with the institutions and the committee.

C. Eligibility

1. Participants are required to be full-time (undergraduates or taught postgraduates) university students in Hong Kong & Macau.
2. Participants may register as an individual or organize a team of up to three persons.

D. Competition Process

1. All relevant and necessary information will be made available on the following website: - <http://www.schneider-electric.com.hk/eecup>

Including: solution proposal sample, product information, publications on energy efficiency.

2. Competition Format:
 - a) First round: Participants are required to make a feasible energy efficiency solution proposal within a specified time frame optional using part or all of the equipment in the equipment list provided by the committee. The 5 persons/teams whose proposals are considered "best" by the standards of the panel will progress to the final round.
 - b) Final round: Finalists will need to attend a half-day on-site competition. They will be required to prepare a practical demonstration of their proposals to show how their ideas would work in practice (where necessary, the organizers will provide the products required for the participant unit to fabricate its demonstration in good time, each team will also be subsidized for the purchase of

peripheral components up to a maximum of HKD1,000.00). Following this, they will make a 20 minute presentation to the panel and take any questions that the panel members may have. The champion, 1st runner-up and 2nd runner-up will be decided by the panel at the end of this event.

3. Equipment list:
The committee will provide an equipment list for their proposal consideration. It is only optional and not mandatory for the participants to adapt the equipments from Schneider Electric. For detailed facilities and related technical information, please refer to the Energy Efficiency Cup official website. Products will be made available to participant units (within reasonable limits) for the purposes of fabricating their final demonstration.
4. The panel has not set any limit on the content of the Energy Efficiency Solution Proposals. The directions of the proposals may include but are not limited to the following (please refer to the sample available from the website): -
 - 1) Industrial application
 - 2) Lighting control
 - 3) Building Temperature Control
 - 4) Energy saving
 - 5) Power management
5. The committee will provide free solution templates for download. The templates are for reference only. Participants should design their own systems according to their solution needs.
6. Form of registration:
 - 1) Registration period: 1st December 2009 – 28th February 2010
 - 2) Submission method: Download the registration form from our website and email to hk-sehkmkt@hk.schneider-electric.com
 - 3) Materials to be submitted on registration:
 - Registration form
 - Summary of the energy efficiency solution (including problem elaboration, application environment, feasibility and definition of system, etc.). The number of words is limited to 500 (English).
7. Contents of round 1 proposal:
Energy Efficiency Solution
 - Proposals must consist of at most 5,000 (English) words and below 7 pages.
 - Microsoft Word format, Arial, font size 12.
 - Proposals can include text, schematics, tables, video and all the related information.
 - Detailed analysis of the industry where the solution may be applied, system introduction, operational technical solution, major products, global warming or energy reduction potential, application prospects and other necessary attachments and reference literatures.
8. Submission of round 1 proposal:
 - By email: send the Energy Efficiency Solution abstract and the complete technical solution by email to hk-sehkmkt@hk.schneider-electric.com
 - By mail: send your files in CD format to Schneider Electric (HK) Ltd. – Marketing Department, 13/F., East Wing, Warwick House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
 - The “best” 5 proposals will be selected and the author participants will move to the final round.
9. Final round preparations
 - After the 5 finalists have been selected, the organizers will provide participant units with the products (where necessary and to a reasonable scale) they require to fabricate a working model of their proposal (each team will also be subsidized for the purchase of peripheral components up to a maximum of HKD1,000.00) Within the allotted time, participant units must prepare their practical demonstrations and be ready to a 20 minute presentation on the day of the final round.

E. Prizes

The results of this contest will be determined by the Energy Efficiency Contest Judging Panel and will be published online. The Energy Efficiency Contest Organizing Committee will be responsible for the issuance of certificates and presentation of prizes.

Prizes:

- 1) Champion Cash prize of HKD30,000, certificate, and the Energy Efficiency Cup
- 2) 1st Runner up Cash prize of HKD20,000 and certificate
- 3) 2nd Runner up Cash prize of HKD10,000 and certificate
- 4) 3rd & 4th Runner up Certificate of Merits

First 3 winner groups will be entitled to a free trip (including a round trip tickets and accommodation) to Shanghai to visit Schneider Electric facilities.

** If the total number of participating teams in round 1 is less than 4; the competition will be conducted as described but only the first prize will be awarded. If the total number of participating teams in round 1 is less than 6; no proposal selection process will be required and participant units may immediately begin to prepare their demonstrations as would finalists as described above. If the case is so, the entrants will be notified after the end of the application period.*

F. Standards of Assessment

Overall assessment standard: the full mark of round 1 is 40 points, together with the live demonstration and presentation in the final round where an additional 60 points may be won; coming to a total maximum score of 100 points.

The panel will assess the different proposals, and practical demonstrations, and then confirm their grades through group discussion and integrated assessment.

Type	First Round	Final Round
Points	40 points	60 points

1. Assessment standards of round 1:
 - a) Conformity of report, files and schematics (5 points)
 - b) The ability of the solution to illustrate directly or indirectly the concept of energy efficiency (15 points)
 - c) Analysis of the issue, feasibility of solution and display of a clear logic (10 points)
 - d) Originality, innovation and creativity in design (10 points)
2. Assessment standards of the final round:
 - a) Technical feasibility of the solution: construct the system (or a working model of it) according to the round 1 proposal, making use of the equipment provided by the committee (15 points)
 - b) Live demonstration (10 points) and presentation (10 points)
 - c) Estimation of global warming or energy reduction potential (10 points)
 - d) Performance in Q&A session (15 points)

G. Competition Schedule

1. Registration period:
1st December 2009 – 28th February 2010. Participants must submit their profile and summary of the energy efficiency solution by email. Late entries will not be recognized.
2. Round 1:
Proposal submission period: 1st March 2010 – 31st March 2010, Participants must submit their energy

efficiency solution proposal according to the requirements detailed above. Late entrants will be disqualified.

3. Assessment period of round 1 contest:
1st April 2009 – 30th April 2009. The panel will assess the different proposals and select 5 teams to enter into the final round. The results will be announced in the first week of May 2010. From this time, the committee will begin to make arrangements to provide finalists with the products they require for the final round.
4. Final round:
8th July 2010 (tentative). Participants have to construct a working version and/or model of their system by making use of the equipment provided by the committee, give a presentation within 20 minutes and conduct a Q&A session with the panel. The panel will immediately confer and announce the results after the event.

The date, time and venue of the final round will be confirmed at a later date.

H. Organizing Committee

- The committee is comprised of the representatives from the Marketing Department and Human Resources Department, and a technical expert from Schneider Electric (HK) Ltd. All committee members shall report to the Marketing Manager.

I. Judging Panel

- The panel is comprised of university academics, individuals from engineering institutions and industry experts from leading companies.
- Panel Members (in no particular order): -
 - Mr. David Brown – Head, Building & Energy Efficiency, Business Environment Council
 - Mr. W.K.Lee – Hong Kong Institute of Engineering
 - Representative from Macao Professional Association of Electrical and Mechanical Engineering
 - Mr. Ronald Chin – Chairman, Hong Kong Association of Energy Engineers
 - Mr. Robert Allender – Managing Director, Energy Resources Management
 - Mr. Dave C. H. Chan – Associate Director, Intelligent & Building Systems Department, Analogue Technical Agencies Ltd
 - Prof. Christopher Y. H. Chao – Associate Head and Professor, Department of Mechanical Engineering, Hong Kong University of Science & Technology
 - Prof. Yuguo Li – Professor, Department of Mechanical Engineering, University of Hong Kong
 - Prof. Douglas P.T Yung – Assistant Professor, Department of Electronic Engineering, The Chinese University of Hong Kong
 - Prof. Wang Shengwei – Chair Professor of Building Services Engineering, Department of Building Services Engineering, Hong Kong Polytechnic University
 - Representative from City University of Hong Kong

J. Objection System

1. The contest's objection period is 15 days, counted from the day of final results announcement.
2. The committee will announce the final results to the public through the official website. During the objection period, participants may report to the committee regarding any suspected plagiarism, false identity and so on.
3. Informants must provide his/her real name, university name, contact information and detailed, conclusive evidence; otherwise the case will be rejected by the committee.
4. Participants found to be guilty of plagiarism or infringing other rules, laws or regulations related to this competition; will be disqualified.

K. Intellectual Property Rights

1. The Participants shall not use the name of corporate, firm or business name or otherwise or allow to be used by others, the name "Schneider Electric" or any other trade name or trademark registered by Schneider Electric group or any words, names, or combination of words or names closely resembling any of them. All trademarks, patent, design, goodwill, copyright and other intellectual property rights of the material or Equipment applied by Schneider Electric in the competition are exclusively property of Schneider Electric Group and its affiliates and the use of such shall be subject to Schneider Electric's prior approval.
2. All information, materials, products, samples, idea, technical know-how, data being provided to, invented for or during the purpose of the competition shall be owned by Schneider Electric group. Participants of the Competition undertake to observe strict confidentiality obligation regarding the information provided and any relevant specifications it has obtained from Schneider Electric under this Competition.
3. Participants shall observe and comply the rules, laws and regulations governing the intellectual property rights and in whatever circumstances shall not violate or infringe the intellectual property rights and/or other interests of third party. The committee and the co-sponsor parties shall not be responsible for any liability resulting from infringements by participants.
4. No Participant is permitted to disclose, publish, sub-contract, transfer, assign, lend, novate to third party of any rights of energy efficiency solution proposals after the competition.

L. Contact Information

Schneider Electric (HK) Ltd.

Marketing Department

Address: 13/F., East Wing, Warwick House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong

Contact person: Mr. Andrew Ip

Tel no. (852) 2579 9590 Fax no.: (852) 2593 0527

The 2010 Schneider Electric Energy Efficiency Cup official website:

<http://www.schneider-electric.com.hk/eecup>

M. Miscellaneous

1. All members of the panel should refrain from having any interaction (particularly technical discussion and consultation) with the participants of this contest.
2. The ideas and concepts of the solution proposal must be original, not copied. Those found guilty of plagiarism will be immediately disqualified. All subsequent liabilities, legal or otherwise, will be borne entirely by the participant(s) in question.
3. All sample products must be returned to Schneider Electric (HK) Ltd. following the completion of the competition proceedings.
4. Peripheral component subsidization will only be provided upon participants' presentation of valid proof(s) of purchase(s).
5. The ultimate interpretation and decision of this contest, and related details, rests with Schneider Electric (HK) Ltd.
6. Registering for this competition indicates that participant units agree with all the terms and conditions set out in this document.
7. To avoid conflicts of interests, family members of any current Schneider Electric staff are barred from participating in this competition.
8. Schneider Electric (HK) Ltd. reserves the right to final decision in any disputes or grey areas.

N. Acknowledge

We would like to thanks the Supporting Organizations as following:

- a. Business Environment Council
- b. Hong Kong Institute of Engineering
- c. Macao Professional Association of Electrical and Mechanical Engineering
- d. Hong Kong Association of Energy Engineers
- e. Energy Resources Management
- f. Analogue Technical Agencies Ltd.