

## ***Dow Sustainability Innovation Student Challenge Award Program 2015***

### **Call for Projects:**

**Submit 1200 Words by Monday October 19<sup>th</sup>, 2015 by 12PM PST for a Chance to Win  
\$10,000**

### **Overview:**

**WHO:** ALL degree matriculated, post-baccalaureate UC Berkeley students from any department (Masters, Ph.D., or Professional Doctorate) are eligible to apply – as individuals or in teams. Participants are asked to submit current or ongoing projects that present innovative solutions to pressing global environmental and social issues. See “Eligibility” for more detail.

**WHAT:** The [Dow Sustainability Innovation Student Challenge Award \(SISCA\)](#) awards students for their innovation and research that looks for sustainable solutions to the world's most pressing social, economic, and environmental problems. Now in its sixth year at UC Berkeley, SISCA is brought to UC Berkeley by [The Center for Responsible Business](#) at the Haas School of Business and The Dow Chemical Company.

The SISCA program was launched by Dow in 2009 to promote forward thinking in social and environmental responsibility. SISCA now engages students from 18 universities around the world, with grand prize and runner-up winners selected from each school. The spirit and power of global collaboration has sparked the development of long-lasting and impactful solutions.

**WHEN:** Applications (maximum 1200 words) are **due by Monday, October 19<sup>th</sup>, 2015 by 12:00PM PST**

**WHY:** Participate in the challenge to fuel your global social impact work. The team with the winning entry will be awarded a Grand Prize of \$10,000, the runner-up team awarded \$2,500, and the third place team awarded \$500.

**HOW:** Submit your application (maximum 1200 words) to Seren Pendleton-Knoll (seren@haas.berkeley.edu) by Monday October 19<sup>th</sup>, 2015 at 12:00PM PST. See “Important dates” for more detail. An interdisciplinary UC Berkeley faculty selection committee including executives from Dow will review finalist presentations. Winners are selected based on the interdisciplinary nature of the projects and alignment to the spirit of Dow’s [2025 Sustainability Goals](#). See “Selection Criteria” for more detail.

### **Important Dates:**

Applications Due: Monday, October 19<sup>th</sup>, 2015 by 12PM PST

Finalists Notified: Monday, November 9<sup>th</sup>, 2015

Finalist Presentations and Award Ceremony: Tuesday December 1<sup>st</sup>, 2015 from 3:30-5:00PM PST

## Eligibility:

All degree matriculated, post-baccalaureate UCB students (Masters, Ph.D., or Professional Doctorate) are eligible. Individual students or student teams are eligible. Former winners are not eligible. Applicants can visit the [CRB website](#) for examples of past winners.

## Selection Criteria:

### Interdisciplinary:

Interdisciplinary projects are defined as an approach that includes analysis from multiple disciplines (applied sciences, engineering, economics, public policy, social studies, business, etc). Winning SISCA projects feature interdisciplinary work and the implications of the work extend beyond the student's primary discipline or area of study.

### Dow's Sustainability Goals:

Dow's [2025 Sustainability Goals](#) frame the 2015 competition, and the SISCA Program defines alignment as projects that reflect a commitment to deliver breakthrough solutions for global challenges such as food (security, waste reduction, nutrition access), energy (efficiency and conservation), water (security, conservation, efficiency), climate change, nature, and social issues (bottom of the pyramid).

The specific Sustainability Goals are summarized as follows:

- World-leading operations performance in natural resource efficiency, environment and human health and safety
- Contributing to community success, improving social well-being and social equity
- Leading in developing a societal blueprint that integrates public policy solutions, science and technology, and value chain innovation to facilitate the transition to a sustainable society
- Leadership in product safety and increasing confidence in the safe use of chemical technology
- Delivering breakthrough sustainable chemistry innovations that help solve the world challenges (noted above)
- Advancing the circular economy through solutions to close resource loops
- Valuing nature and ecosystem services

### Projects:

There are few restrictions on the topics of the submissions. The application can describe an innovative concept, device, product, process, or system. Academic or non-academic work can be the basis of the application. However, the work must be currently underway or have been completed during the applicant's tenure at UCB.

Projects must be primarily the product of the applicants' work and creativity, and not that of their advisors or non-applicant collaborators.

Projects must be in development and have intermediate data/evidence that demonstrates the project's feasibility. In other words, projects that have been completed and/or are already at a commercial stage are not eligible, and very preliminary stage projects are not encouraged.

## Application Guidelines

### Preliminary Application Round (Due by Monday, October 19<sup>th</sup>, 2015 by 12PM PST)

#### Format and Submission:

The preliminary round application is a brief proposal giving an outline of your project that addresses the selection criteria. Applications should be submitted in .PDF, .DOC, or .DOCX format and not exceed 1200 words. Submit applications by the deadline to Seren Pendleton-Knoll of the Center for Responsible Business ([seren@haas.berkeley.edu](mailto:seren@haas.berkeley.edu)) with the subject line "SISCA Project Proposal."

#### Content Sections:

- Cover page (not included in word count): Project title and the specific sustainability goal for which the project is submitted. Also include the full names, degree programs, departments, and emails of all team members.
- Background: Describe the specific problem that your project addresses.
- Evidence: Present evidence demonstrating the effectiveness of your solution to the problem. This is the most important section of the proposal.
- SISCA Support: Describe how winning SISCA will help to advance your project.

### Finalist Presentations and Award Ceremony (Tuesday December 1<sup>st</sup>, 2015 from 3:30-5:00PM)

A subset of applicants will be selected as finalists. Finalists will be asked to prepare and deliver a 10 minute oral presentation followed by 10 minutes of questions about their project to the UC Berkeley faculty judging panel and Dow. The winner, runner-up, and honorable mention will be selected from this group.

The finalist presentations allow students to give more details to judges about how their projects exceptionally meet the criteria set by the SISCA competition for innovation looking for sustainable solutions to the world's most pressing social, economic, and environmental problems.

**Contact:** Please send questions and comments to Seren Pendleton-Knoll, Program Manager, Center for Responsible Business, Haas School of Business ([seren@haas.berkeley.edu](mailto:seren@haas.berkeley.edu)).