



# Smarter Travel Student Awards

For more information  
[www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie)



# Welcome to the Smarter Travel Student Awards

## What are the Smarter Travel Student Awards?

The Smarter Travel Student Awards invite students to develop a project that supports, facilitates and/or enables sustainable and active travel modes to, from, and on campus. Smarter Travel includes modes of transport such as walking, cycling, public transport, carpooling and more.

All students who enter will have their project reviewed and judged by an independent Judging Panel who are experts in their industry. Shortlisted Finalists will be invited to attend the National Student Awards Ceremony, where their project will be showcased, with the winners in each Category being announced on the day.



## Who can enter?

The Smarter Travel Student Awards are open to all students of Smarter Travel Campus Partners. To see if your Campus is a Partner, please visit [www.smartertravelcampus.ie](http://www.smartertravelcampus.ie). Students can enter individually or as a group of up to five students for both the Social Marketing and Media categories and up to eight students for the Engineering & Innovation category. Past entries have included but are not limited to digital marketing promotions, sustainable travel campaigns, active travel challenges and programmes, production of radio adverts, videos and animations, design of sustainable travel apps, development of devices to support smarter travel, and many more.



## What are the Categories for the Student Awards?

The Categories are designed to link with a broad range of college courses and modules around the country, so students can develop practical project experience relevant to their coursework. Students who have a keen interest in the area of sustainable travel and who would like to design or develop projects as an extracurricular activity are encouraged to enter a project outside of their coursework.

### The main Categories for the Smarter Travel Student Awards are:

- Engineering & Innovation
- Social Marketing
- Media

For more information on each Category, including information on Subcategories, projects ideas and more, please read page 4-6 of this Guidebook.

# Dates for your calendar



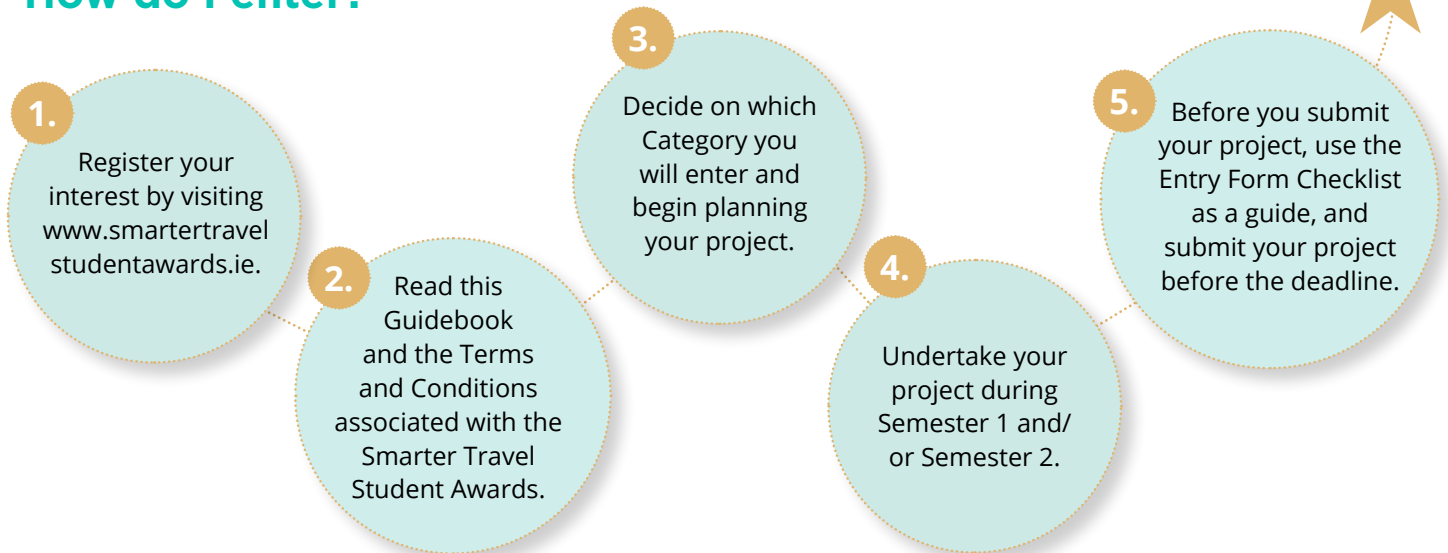
## Semester 1:

- **September - December:** Register your interest
- **September - October:** Student briefings
- **September - December:** Undertake projects
- **End of December:** Semester 1 entries close

## Semester 2:

- **January - March:** Register your interest
- **January - March:** Undertake projects
- **January:** Student briefings
- **End of March:** Semester 2 entries close
- **Early April:** Judging process
- **Mid April:** Finalists announced
- **End of April:** National Awards Ceremony

## How do I enter?



## The benefits of entering:

- Compete with undergraduate and postgraduate students from third level campuses around the country
- Gain practical project experience
- Develop a platform to build your CV or professional portfolio
- Have your project reviewed and judged by a panel of expert judges
- Finalists will be invited to attend the National Student Awards Ceremony where projects will be showcased
- Exposure and opportunity to connect and network with industry experts
- All shortlisted Finalists will be awarded a Certificate
- Prizes will be awarded to the Overall Winners

## Why should I register my interest?

By registering your interest, you ensure that the Smarter Travel Campus Team can contact you to keep you up to date with any announcements and reminders about the Student Awards, including deadlines and details of the National Student Awards Ceremony.

To register your interest, visit [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie).


# Category 1: Engineering & Innovation

The Engineering & Innovation Category covers projects in the areas of design, technology, social innovation & entrepreneurship.

## Who should enter this Category?

This Category is for both undergraduate and postgraduate students who are studying Engineering, including but not limited to, **Civil Engineering, Mechanical Engineering, Computer Engineering, Electrical Engineering, Structural Engineering and Mechatronics**, as well as any students who are members of an Engineering Club and Society on campus, or students who have an interest in the Engineering field and practice outside of their field of study.

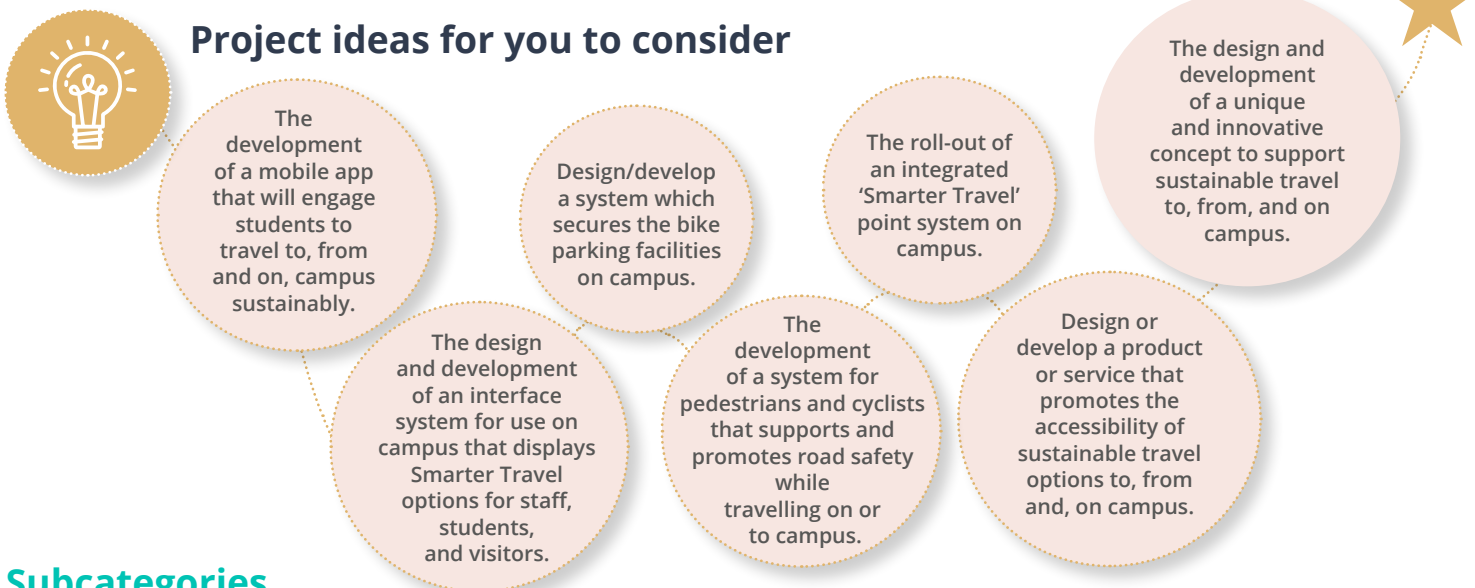
**Optional Supplementary Video:** Students in this Category have the option to submit a supplementary video to demonstrate the function of their project, if applicable. The video must not exceed 45 seconds and 10MB and should adhere to the Terms and Conditions.



**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 sustainable and active modes of transport.

  Enter individually or in a group of up to 8 students



## Subcategories

**Technology** - This Subcategory is for projects relating to the use of technology which supports, facilitates, and/or enables sustainable and active commuting modes to, from, and on campus. Examples include, but are not limited to mobile apps, gamification, social media, and cross-platform interactions.

**Design** - This Subcategory is for projects relating to the design or development of a physical product or prototype which supports, facilitates, and/or enables sustainable and active commuting modes to, from, and on campus. Examples include, but are not limited to campus bike storage facilities, physical interface system on campus, sensory product for car detection, product to attach to a bike.

**Social Innovation & Entrepreneurship** - This Subcategory is for projects relating to the development of a product/service to address barriers to sustainable transport. Examples include but are not limited to a bicycle vending machine on campus, recycled bicycle schemes on campus.

 Projects are summarised by A3 Poster. For more information, see Page 8.



## Category 2: Social Marketing

The Social Marketing Category covers projects in the areas of Marketing, Digital Marketing, Advocacy, Communications, Sport, and Health Promotion.

### Who should enter this Category?

This Category is for both undergraduate and postgraduate students who are studying in the field of, but not limited to, **Business, Business Management, Marketing, Digital Marketing, Advocacy, Health Promotion, Sport Science, Sports Management**, as well as any students who are members of a Club and Society on campus which is related to this Category, or students who have an interest in the Social Marketing field and practice outside of their field of study.



Enter individually or in a group of up to 5 students

### Task



Design, develop or deliver a, programme, intervention, campaign or active travel challenge to promote, facilitate and/or enable the positive aspects of sustainable and active commuting to, from and, on campus.



### Project ideas for you to consider

Plan and deliver a Smarter Travel Challenge or Active Travel Challenge for staff and students on campus.

Develop a campaign or poster to promote the facilities available for Smarter Travel at your campus. For example, bicycle parking, showers, lockers, walking or cycling routes, bicycle maintenance stands, and so on.

Promote the local outlets where Student Leap Cards can be purchased and topped-up.

Deliver a social media campaign to promote Smarter Travel to, from, and on your campus.

Host a bike day or week, or a walking day or week, or a commuter day or week on campus.

Demonstrate how to use the Transport for Ireland Apps to promote sustainable and active commuting to, from and on your campus.

Develop, promote, and deliver a Smarter Travel webinar series, or on-campus event where staff and students can learn about travelling to campus more sustainably.

### Subcategories

**Marketing & Communications** - This Subcategory is for projects in the area of the development and design of a physical or digital marketing campaign which supports, facilitates, and/or enables sustainable and active commuting modes to, from, and on campus. Examples include but are not limited to social media marketing promotion or campaigns, radio marketing campaigns, poster campaigns, digital marketing promotion or campaign, email and website campaigns.

**Programmes & Advocacy [NEW]** - This subcategory is for projects which cover the area of developing, organising, and delivering behaviour change events and programmes which support, facilitate, and/or enable sustainable and active commuting modes to, from, and on campus. Examples include, but are not limited to active travel challenges, health promotion seminars, behaviour change campaigns, and online webinar series.



Projects are summarised by A3 Poster. For more information, see Page 8.

# Category 3: Media

The Media Category covers projects in the areas of animation, audio, graphic design, illustration, and video.

## Who should enter this Category?

This Category is for both undergraduate and postgraduate students who are studying in the field of, but not limited to, **Creative Design, Media, Digital Media Production, Graphic & Illustration, Media and Film Production, Animation, and Software and Games Development**, as well as any students who are members of a media-focused Club and Society on campus, or students who have an interest in the Media field and practice outside of their field of study.

**Time Limit:** Animation, audio and video entries should not exceed the maximum time limit of 45 seconds.



**Task**

Develop a piece of media to promote, support, facilitate, and/or enable staff and students to undertake sustainable and active commuting modes of travel to, from and, on campus.



Enter individually or in a group of up to 5 students



## Project ideas for you to consider

Develop a piece of media demonstrating how to use the Student Leap Card and/or other Transport for Ireland Apps.

Promote the local walking, cycling and/or public transport routes that serve your campus.

Develop a piece of media that is used to promote the benefits of walking, cycling, using public transport, carpooling and other modes of sustainable travel to campus.

Develop a piece of media that promotes the facilities on campus which support sustainable travel.

Write, record, and produce a radio advert that can be used to promote Smarter Travel on campus.

Develop a piece of media used to promote bicycle maintenance for staff and students on campus.

## Subcategories

**Animation** - This Subcategory is for animation projects that support, facilitate, and/or enable sustainable and active commuting modes to, from, and on campus.

**Video** - This Subcategory is for projects in the area of video production which support, facilitate, and/or enable sustainable and active commuting modes to, from, and on campus.

**Audio** - This Subcategory is for audio projects which support,

facilitate, and/or enable sustainable and active commuting modes to, from, and on campus.

**Graphic Design & Illustration** - This Subcategory is for projects in the area of graphic design and illustration which support, facilitate, and/or enable sustainable and active commuting modes to, from, and on campus.



For information on file type and file size for your project, please refer to the requirements outlined on the Entry Form.

## Judging Panel

The Smarter Travel Student Awards will be judged by a panel of judges who are experts in their industry, and who will bring their extensive knowledge and enthusiasm to the judging process. The Judging Panel is carefully selected to ensure a fair and objective judging process for the Student Awards.

### What are the judging criteria?

#### Task

Has the task set out in this guidebook been undertaken and does it adhere to the terms and conditions?

#### Message

Do the messages promote the benefits of smarter travel?

#### Originality

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

#### Presentation, Design, Spelling & Grammar

Is the design/layout well presented and appealing? Are there no errors in spelling, punctuation and grammar?

#### Feasibility

Is the project feasible? Could your entry be used on your campus or nationally to encourage people to consider leaving the car behind in favour of sustainable and active commuting modes?

**For the full marking rubric and for a full list of the judging panel, please visit [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie).**



## Entry Checklist

1. Have you saved the final version of your project ready to upload via the Entry Form?
2. Does your project:
  - a. Support, facilitate, and/or enable sustainable and active travel modes to campus?
  - b. Meet the criteria set out? For example, is it within the time limit or saved as the correct dimensions/file type?
  - c. Adhere to the [Terms and Conditions](#) outlined?
3. If you're submitting a poster summarising your project, will the Judges get a clear picture of what was involved in your project from the overview, results and to the conclusion of your project. See Marking Rubric in your resource pack on [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie).
4. If you're submitting a poster, did you use the template provided in the resources section on [www.smartertravelstudentawards.ie](http://www.smartertravelstudentawards.ie) and is it A3?
5. Is your submission less than or equal to 10MB?
6. Is your submission referencing one of the supported travel modes (walking, cycling, public transport, carpooling) only? Please note, projects based on non-supported modes (e.g. skateboarding) will not be accepted.
7. Have you included details of all students involved in your project in the Entry Form?
8. Have you correctly uploaded your project to the Entry Form?
9. Did you receive an email confirming your project has been received?

\*If you did not receive a confirmation email, please contact [info@smartertravelcampus.ie](mailto:info@smartertravelcampus.ie).



## A3 Poster Template and Requirements:

**Project Title:** Carpooling at our campus

**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.

**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

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

Our Campus Logo

**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**

**Sign Ups: 20%**

**Attended Launch: 15%**

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

**Carpool Karaoke Competition Entries: 20%**

**Shares on Social Media: 80%**

**Smarter Travel Student Awards**

### Poster Requirements:

Poster Size: A3 and must be placed into the poster template provided

Orientation: Landscape or Portrait

File Size: Maximum 10MB

File Type: JPG, GIF, PDF, MP4, PNG, MP3 & Adobe Acrobat Document.

Note: all posters must contain the Project Title and Campus Logo.