



# 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.

All students who enter will have their project reviewed/judged by a panel of industry experts. 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



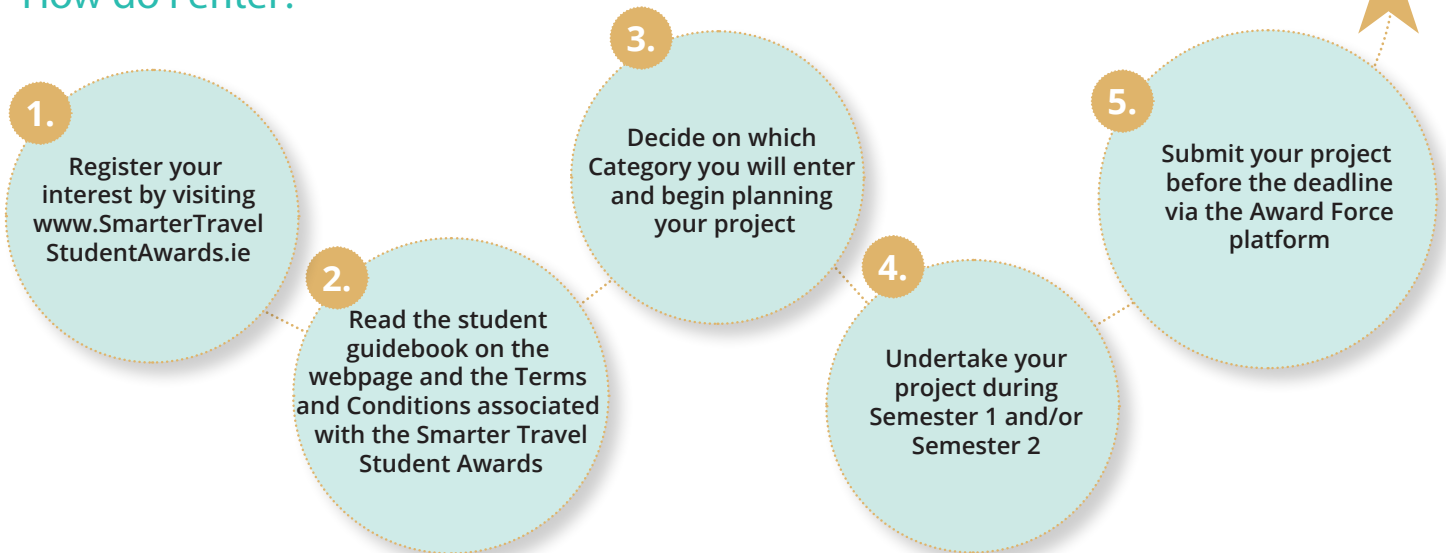
## Semester 1:

- **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 students from third level campuses across the country
- Gain practical project experience
- Develop a platform to build your CV or portfolio
- Have your project reviewed/judged by a panel of industry experts
- Finalists are invited to attend the National Student Awards Ceremony where projects will be showcased
- All shortlisted Finalists will be awarded a Certificate
- Prizes will be awarded to the overall winners of each category

## 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 product design, digital/concept design, social innovation & entrepreneurship.

## Who should enter this Category?

This Category is for both undergraduate and postgraduate students who have an interest in Engineering, Environmental Studies, Sports Science, Transport Planning and much more.

**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



## Project ideas for you to consider

The development of a mobile app that will engage students to travel to, from and on, campus sustainably.

Design/develop a system which secures the bike parking facilities on campus.

The roll-out of an integrated 'Smarter Travel' point system on campus.

The design and development of a unique and innovative concept to support sustainable travel to, from, and on campus.

The design and development of an interface system for use on campus that displays Smarter Travel options for staff, students, and visitors.

The development of a system for pedestrians and cyclists that supports and promotes road safety while travelling on or to campus.

Design or develop a product or service that promotes the accessibility of sustainable travel options to, from and on campus.

## Subcategories

### Product Design

This Subcategory is for projects relating to the creation of a product or prototype which supports, facilitates and/or enables sustainable and active commuting modes to, from and on campus.

### Digital/Concept Design

This Subcategory is for projects relating to the design or development of a concept or digital product/service that supports, facilitates, and/or enables sustainable and active commuting modes to, from and on campus.

### Social Innovation & Entrepreneurship

This Subcategory is for projects relating to the development of a product/service to address barriers to sustainable and active commuting modes to, from and 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** and much more.

### 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.



Enter individually or in a group of up to 5 students



### 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.

Create a marketing campaign highlighting the savings that can be made by using the TFI Leap Card.

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.



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

#### Programmes & Advocacy

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.

## 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, Software and Games Development**, and much more.

**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.

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### 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 in the Terms & Conditions.

## 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 Award Force portal?   | <input type="checkbox"/>   |
| 2. Does your project:<br>a. Support, facilitate, and/or enable sustainable and active travel modes to campus?<br>b. Meet the criteria set out? For example, is it within the time frame, saved as the correct file type/format?<br>c. Adhere to the <a href="#">Terms and Conditions</a> outlined?                                    | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> |
| 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 to results and conclusion of your project. See Marking Rubric in your resource pack on <a href="http://www.smartertravelstudentawards.ie">www.smartertravelstudentawards.ie</a> | <input type="checkbox"/>   |
| 4. If you're submitting a poster, did you use the template provided in the resource section on <a href="http://www.smartertravelstudentawards.ie">www.smartertravelstudentawards.ie</a> and is it A3 in size?   | <input type="checkbox"/>   |
| 5. Is your submission less than or equal to 10MB?   | <input type="checkbox"/>   |
| 6. Is your submission referencing one of the supported travel modes (walking, cycling, public transport, carpooling) only? Please note: projects based on non-supported travel modes (e.g. E-scooters, skateboarding) will NOT be accepted.   | <input type="checkbox"/>   |
| 7. Have you included details of all students involved in your project on Award Force portal?  | <input type="checkbox"/>   |
| 8. Have you correctly uploaded your project on the Award Force, online entry portal?  | <input type="checkbox"/>   |
| 9. Did you receive an email confirming your project has been received?  | <input type="checkbox"/>   |

**\*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.

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 carpoolled

AFTER OUR CAMPAIGN  
8 more carpool situations

#### Conclusion

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

Our Campus Logo

### 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: 1. All posters must contain the Project Title and Campus Logo.

2. Do NOT include your student ID on submitted posters.