The 2010 Schneider Electric Malaysia University Challenge

A. Introduction

Schneider Electric University Challenge - **"Green the World @ My Campus"** is an inter-university competition targeted to selected government and private funded universities in Malaysia, which has engineering faculties to participate fully in this prestigious competition.

Schneider Electric's mission is to make energy safer, more reliable, more efficient and more productive. Every day, we show that business, environmental and societal concerns go hand in hand. It is our intention to spread and encourage the future generation to use energy efficient solutions in every area. Hence, creating a greener world for everyone.

B. Organization

1. The Schneider Electric University Challenge 2010 with the theme of Green the World @ My Campus (hereafter referred to as the "Energy Efficiency University Challenge") is organized by Schneider Electric Industries (M) Sdn. Bhd.

2. To ensure the University Challenge proceeds smoothly, an "University Challenge Organizing Committee" and "University Challenge 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 Round 1 proposal and Round 2 technical reports and judging the final round of the competition on-site.

5. The University Challenge is aimed towards full-time university students in Malaysia.

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 doing Bachelor's degree in engineering in universities in Malaysia.

2. Participants may register as a team of minimum two to maximum three persons.

D. Competition Process

1. All relevant and necessary information will be made available on the following website: **http://www.schneider-electric.com.my**

2. Competition Format:
   a) Round 1: Participants are required to make a feasible energy efficiency solution proposal that is related to their university campus within a specified time frame using the equipment in the equipment list provided by the committee. A budget of 4000 Euros is given to each team to purchase the equipment in the equipment list. The foreign exchange rate to convert Euro to Ringgit Malaysia that the participants can use in their report is 5.00.
   Participants are only allowed to use Schneider Electric products unless those products/ equipments needed are not available in Schneider Electric offer. Each team will be given an allowance of

maximum RM800 to purchase these products. The claim of this allowance will be based on receipt of the products purchased.
Each team is only allowed to submit one proposal and the proposal submitted has to be executable. The 10 teams whose proposals are considered "best" by the standards of the panel will progress to Round 2 and final round.

b) Round 2: The 10 teams are required to construct a working version of their proposed system by making use of the equipments provided by the committee. They are also required to submit a technical report explaining their system based on the demonstration unit done.

c) Final round: Finalists will need to attend a half-day on-site competition. They will be required to prepare a 5 minutes practical demonstration of their proposals to show how their ideas would work in practice and another 5 minutes of on-stage presentation on their proposals. The champion, 1st runner-up and 2nd runner-up will be decided by the panel at the end of this event. Prize presentation ceremony will be conducted on the presentation day itself. Certification of participation will also be given to each finalist on the same day.

3. Equipment List:

The committee will provide an equipment list for their proposal consideration. For detailed facilities and related technical information, please refer to the Energy Efficiency University Challenge official website. Products will be made available to participant units for the purposes of fabricating their final prototypes/ demonstration unit. Participants are only allowed to propose solutions based on the products range of Schneider Electric unless those products/ equipments are not available in Schneider Electric.

4. The panel has not set any limit on the content of the Energy Efficiency Solution Proposals. This year's theme, "Green the World @ My Campus," tasks students with finding energy-efficient solutions that can be implemented on their own campus. For instance:-
   i) Air conditioning control in lecture hall,
   ii) Lighting control in faculty building walkway
   iii) Building temperature control

5. Form of registration:
   i) Registration period: 6th July 2010 – 26th July 2010.
   ii) Submission method: Register online at **webmaster.semy@my.schneider-electric.com**.

6. Format and Content

   a. Round 1 Proposal:
      - Microsoft Word format, Arial, font size 12.
      - Proposals can include text, schematics, tables, video and all the related information.
      - Proposals must include details of team members, team name, and university name
      - Content may include
        - Introduction
        - Concept
        - Description of proposed solution / architecture
        - Application of the solution proposed
        - Appendixes (if any i.e. electrical drawing, expenses)

b. Round 2 Technical report:
   - Microsoft Word format, Arial, font size 12.
   - Proposals can include text, schematics, tables, video and all the related information.
   - Proposals must include details of team members, team name, and university name.
   - Content may include
     - Control Philosophy
     - Proof of concept
     - Description of electrical drawing
     - Calculation
     - Advantages & limitations
     - Cost and bill of materials
     - PLC program printout
     - Control chart, flow chart, timing chart, & etc.
     - Baseline data
     - Appendixes

7. Submission Round 1 proposal and Round 2 technical report:
   - Each submission has to be in pdf. Format.
   - By email: send the proposal by email to **webmaster.semy@my.schneider-electric.com**
   - By mail: send your files in CD format to Schneider Electric Industries (M) Sdn. Bhd. – Marketing Department, No 11, Jalan U1 / 19, Hicom-Glenmarie Industrial Park, 40150, Shah Alam, Selangor, Malaysia.
   - The "best" 10 proposals will be selected and the participants will move to the Round 2 and the final round.

E. Prizes

Round 1 and Round 2 results of this contest will be determined by the University Challenge Judging Panel. Shortlisted team from Round 1 will be announced on Schneider Electric (M) website and the participants will be notified via email or phone call by 13th August 2010. Round 2 results will be announced after the Round 2 presentation and will be followed by a prize giving ceremony on the same day. The University Challenge Organizing Committee will be responsible for the issuance of certificates and presentation of prizes.

Prizes:

1) Champion	Cash prize of RM15,000 and certificate of honour
2) 1st Runner up	Cash prize of RM10,000 and certificate of honour
3) 2nd Runner up	Cash prize of RM5,000 and certificate of honour

Champion will represent Schneider Electric (Malaysia entity) to compete in Schneider Electric South East Asia University Challenge.

F. Standard Assessment

Both the full mark of round 1 and final round is 100 points. The panel will assess the different proposals, and practical demonstrations, and then confirm their grades through group discussion and integrated assessment.

1. Assessment standards of Round 1:
   a) Design (20 points)
      - Description of the design (5 points)
      - Creativity and innovativeness (5 points)
      - Practicality and relevance (5 points)
      - Demonstration of Schneider range of products (5 points)

   b) Persuasiveness (20 points)
      - Overall presentation (5 points)
      - Proof of concept (5 points)
      - Control philosophy (5 points)
      - Advantages & limitations (5 points)

   c) Cost Effectiveness (20 points)
      - Cost of the design (10 points)
      - Bill of material used (10 points)

   d) Energy Efficiency Effectiveness (20 points)
      - Savings achieved (10 points)
      - Practicallity/applicability (10 points)

   e) Return of Investment- must be acceptable (15 points)
      - Duration of pay back (5 points)
      - Commercial savings achieved (5 points)
      - Overall persuasiveness of ROI (5 points)

   f) Presentation of proposal (5 points)

2. Assessment standards of the Round 2 Technical Report:
   a) Design (20 points)
      - Description of the design (5 points)
      - Creativity and innovativeness (5 points)
      - Practicality and relevance (5 points)
      - Demonstration of Schneider range of products (5 points)

   b) Persuasiveness (20 points)
      - Overall presentation (5 points)
      - Proof of concept (5 points)
      - Control philosophy (5 points)
      - Advantages & limitations (5 points)

   c) Cost Effectiveness (10 points)
   - Cost of the design (5 points)
      - Bill of material used (5 points)

   d) Energy Efficiency Effectiveness (20 points)
      - Savings achieved (10 points)
      - Practicality/applicability (10 points)

   e) Return of Investment- must be acceptable (15 points)
      - Duration of pay back (5 points)
      - Commercial savings achieved (5 points)

- Overall persuasiveness of ROI (5 points)

3. Assessment standards of the Final Round:
   a) Presentation with demonstration unit (10 points)
   b) Stage presentation (5 points)

G. Competition Schedule

1. Registration period:
   6th July 2010 – 26th July 2010. Participants must register online at **www.schneider-electric.com.my**. Late entries will not be recognized.

2. Round 1:
   Proposal submission period: 6th July 2010– 6th August 2010. Participants must submit their proposal according to the requirements detailed above. Late entrants will be disqualified.

3. Preparation for Round 2:
   a) 18th August 2010: One to one discussion with the panel. Each shortlisted team will be given a duration of half an hour with the panel to discuss on how to improve their proposal in order to realize the demonstration unit.
   b) 19th August 2010: Products training. Finalists will be trained at Schneider Electric (M) headquarter on Schneider Electric's products and energy efficiency solution.

4. Round 2:
   Technical report submission period: 20th August 2010 – 9th September 2010. Participants have to construct a technical report explaining the solution and demonstration unit.

5. Final round:
   Demonstration unit submission deadline: 22nd September 2010.
   Team presentation, announcement of winner, and prize giving ceremony: 22nd September 2010.
   Participants have to give a 5 minutes presentation on the demonstration unit followed by 5 minutes Q&A with the panel, and 5 minutes presentation on stage. The panel will immediately confer and announce the results on the presentation day itself.

H. Organizing Committee

- The committee is comprised of the representatives from the Marketing Department, Human Resources Department, Energy Efficiency Solution Team, and Industry Department from Schneider Electric Industries (M) Sdn. Bhd.

I. 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.

J. 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.

K. Contact Information

Schneider Electric Industries (M) Sdn. Bhd.
Marketing Department
Address: 11, Jln U1/19, Seksyen U1, Hicom-Glenmarie Ind. Park, 40150 Shah Alam, Selangor, Malaysia.
Contact person: Ms. Lee Teck Fang
Tel no.: (603) 7883 6159 Fax no.: (603) 7883 6188

The 2010 Schneider Electric Energy Efficiency University Challenge official website:
http://www.schneider-electric.com.my

L. 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 Industries (M) Sdn. Bhd 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 Industries (M) Sdn. Bhd.

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 Industries (M) Sdn. Bhd. reserves the right to final decision in any disputes or grey areas.

M. Acknowledge

We would like to thank the Supporting Organizations as following for endorsing the 2010 Schneider Electric Energy Efficiency University Challenge :

a. Green Technology Corporation Malaysia
b. Ministry of Energy, Green Technology and Water (KeTTHA)
c. Energy Commission Malaysia (ST)