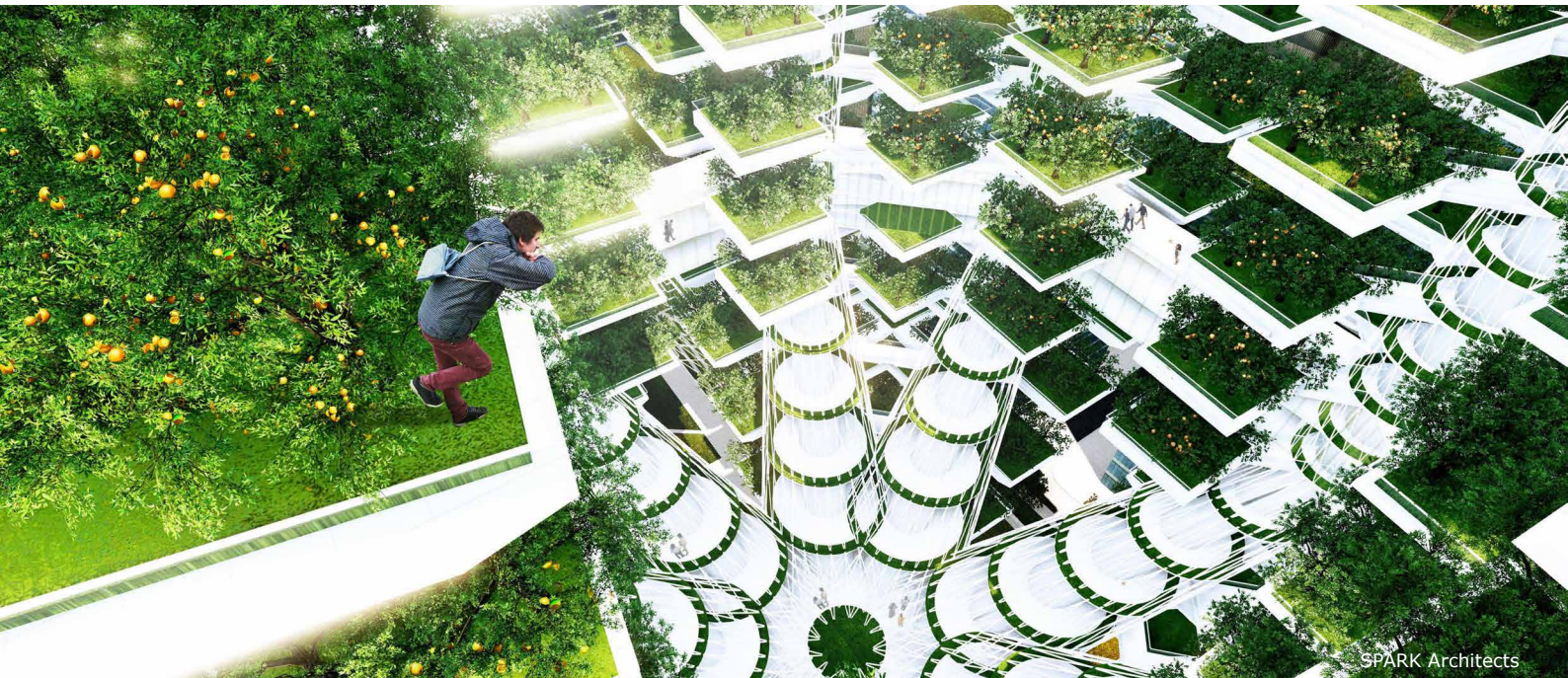


# Student Challenge Urban Greenhouse 2



## The timeline: what and when?



SPARK THE FUTURE,  
JOIN THE CHALLENGE!

Here is the overview of the deadlines and dates you need to remember:

### 2019

- |                                       |         |
|---------------------------------------|---------|
| • Registration open                   | 01/06   |
| • Kick-off event                      | 15/10   |
| • Registration deadline               | 31/10   |
| • Go-no go email                      | By 8/11 |
| • Submission for Q&A session deadline | 12/11   |
| • Date Q&A session announced          | 18/11   |

### 2020

- |                                    |             |
|------------------------------------|-------------|
| • First milestone deadline         | 06/01       |
| • 20 best teams announced          | 14/01       |
| • Programme site visit announced   | 20/01       |
| • Site visit                       | 26,27,28/02 |
| • Second milestone deadline        | 17/05       |
| • Finalists announced              | 26/05       |
| • Programme Grand Finale announced | 26/05       |
| • Bootcamp                         |             |
| • Grand Finale                     |             |

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## Registration

The registration is open from **1 June until 31 October 2019**. Registration is only possible via the 'Register' button on the Urban Greenhouse Challenge website.

**Individuals** who do not have a team but would like to participate in the Challenge can register individually and subsequently search for a team that needs extra team members.

**Teams** looking for team members can indicate that upon the registration. To register a team, one needs to first register individually and then add other team members.

**Here** you can find instructions on how to register.

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## 15/10 Kick-off event

The Kick-off event takes place on **15 October from 12.00-14.00** in Orion building at the Wageningen Campus (The Netherlands).

Besides an interesting content-related programme, the event offers an opportunity to meet the organizing team, partners and other participants of the Challenge. Teams and individuals looking for a team will get an opportunity to match-make. The programme of the event is available **here**. We kindly ask you **to register** to participate in the event.

Teams unable to come to Wageningen can follow the event on-line **here**.

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## 08/11 Go-no go moment

Within one week after the end of registration period (31 October), we will verify all registrations based on the completeness of the team profile. Only teams with a completed profile will officially enter the Challenge. By **8 November** we will let you know if your team is in.

### How to fill in the team profile?

1. Log-in to the dashboard.
2. Click on the 'Competition' button.
3. Select the tab 'Team info' to fill in the basic information about your team.
4. Select the tab 'Media' to upload the logo and team photo of your team.  
You can also share a link to a short intro-movie and any additional images.

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## End November - Q&A Session with Country Garden Agriculture

As you probably know, Country Garden Agriculture is the developer of the site where your future urban greenhouse will be located. It is one of the main partners of the Challenge, the host of the site visit in February and the most important source of information about the site.

In the last four months, our team has closely collaborated with the Country Garden Agriculture's team to create a comprehensive set of information about the location. From 15 October onwards this information can be found on the dashboard, in the 'Documents' section ('Information about the site'). We realise that you might have some questions after going through all the information we have prepared for you. For this reason at the end of November we will organize a Q&A session with Country Garden Agriculture (on-line).

In this session CGA team will answer some frequently asked questions and, if required, offer additional

information about the site. We will prepare the session based on questions that you can send to Marta at [studentchallenges@wur.nl](mailto:studentchallenges@wur.nl) by **12 November**. Please keep in mind that the possibility to ask the questions live, during the session will be limited.

The exact date of the session will be announced by **18 November**.

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## 06/01 Deadline first milestone

The Urban Greenhouse Challenge consists of two phases, each of them ends with a milestone submission.

In the first phase you focus on analysis of available information about the site (we encourage you to go beyond the resources that we provide). Next, you formulate the main starting points for your concept, including the programme, and first designs. They provide the input for the first milestone. The exact list of the first milestone deliverables can be found [here](#).

The first milestone is an important moment in the Challenge. Based on those entries, the selection committee will choose 20 best teams to enter the second phase of the competition.

By **6 January** your team needs to submit a report in PDF format via the Dashboard. We also ask you to briefly explain your concept and provide a first artist's impression by filling in questions under the tab Milestones ('Competition' button). By **14 January** we will inform you whether your team has passed the selection.

### How to submit the first milestone?

1. Log-in to the dashboard.
2. Click on 'Competition' button.
3. Select tab 'Milestones'.
4. Click on 'Milestone 1' button.
5. Upload your report in the PDF format.
6. Provide answers to the following 3 questions\*:
  - What are the main starting points of your concept?
  - What are the main functions of your building?
  - What are the unique selling points of your concept?
7. Upload pictures\*:
  - Artist impression of the entire building
  - Artist impression of the facade

\* Answers to those three questions as well as the pictures will appear in your team's profile on the website.

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## End February - Site visit

After the first selection round, representatives of the twenty best teams will be invited to join the site visit to China. The event will take place on **26, 27 and 28 February 2020**. The programme of the site visit will consist of:

- Day 1: visit to the site where the future urban greenhouse will be located
- Day 2: speed-dating with experts
- Day 3: visit to inspiring projects in the Greater Bay area

The full programme of the site visit will be announced by **20 January**.

There is a space for max. 2 persons per team to join the event. Country Garden Agriculture covers the costs of food and accommodation of all the participants of the site visit. Furthermore, the company also sponsors a return ticket to Dongguang for 1 person per team. **Please mind that is own responsibility of the team to arrange the visa and the tickets for the members who will join the site visit.** We will reimburse the costs afterwards. You are also obliged to have a travel (accident and medical) insurance for the entire programme of the site visit to China. These costs will not be reimbursed.

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## 17/05 Deadline second milestone

In the second phase of the Challenge you focus on further developing your urban greenhouse concept and innovations. You need to find a balance between working out each of those five aspects and integrating them into a convincing design. We encourage you to involve the coaches available via the Dashboard by asking them questions and feedback. You can also involve other parties, for instance lecturers or relevant companies.

This phase ends with the delivery of the final report. **This document** specifies minimum requirements for the report. Please, keep in mind that those are **minimum requirements**. We encourage you to go beyond it.

Based on the final report, the selection committee will select 10 Challenge finalists. Those teams will be invited to present their concepts at the Grand Finale in Wageningen.

By **17 May** your team needs to submit the final report in PDF format via the Dashboard. We also ask you to update the explanation of your concept as well as artist's impressions that appear in your team's profile. By **26 May** we will inform you if your team has passed the selection.

### How to submit the second milestone?

1. Log-in to the dashboard.
2. Click on 'Competition' button.
3. Select tab 'Milestones'.
4. Click on 'Milestone 2' button.
5. Upload your final report in PDF format.
6. Revise your answers to the following 4 questions\*:
  - What are the main starting points of your concept?
  - What are the main functions of your building?
  - What are the unique selling points of your concept?
7. Revise uploaded pictures and, if relevant, add more\*
  - Artist impression of the entire building
  - Artist impression of the facade

\* We will use answers to those three questions and the pictures as an input for the publication about the second edition of the Urban Greenhouse Challenge. See [here](#) for an example.

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## Mid-June - Bootcamp & Grand Finale

The Grand Finale in Wageningen will crown the second edition of the Urban Greenhouse Challenge. The exact set-up of this event will be announced by **26 May**, but we can already promise you that it will be an unforgettable event (check out the **after movie of the Grand Finale** of the first edition), where you can shine.

It is important for you to know that during the Grand Finale, we will ask your team to deliver a pitch as well as a show the model of your urban greenhouse. To help you to prepare for this important moment, in the weekend proceeding the Grand Finale, we will organize a Bootcamp for all the finalists.

The Bootcamp will consist of the pitching training and free time to finalize the model that you want to show at the Grand Finale. Of course it will be an opportunity to socialize with the members of the other teams, exchange ideas and make live-long friends.

The food and accommodation during the Bootcamp and Grand Finale are provided by the organizers. **The teams need to arrange visas, travel and travel insurance themselves.**

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## Other events

Throughout the duration of the Challenge we will organize lectures and webinars on different topics related to urban farming. It will be possible to follow those side-events on-line. Via the Dashboard we will announce the upcoming events timely. To make sure that you receive notifications about those events, adjust your settings ('Settings' section).

### How to get notifications about upcoming events?

1. Log-in to the dashboard.
2. Click on 'Settings' button.
3. Under 'Opening registration for events' select 'Directly'