Welcome to the

CHALLENGE FOR CHANGE 2010

The Social Venture Competition

&

Global CleanTech Open Ideas Competition

Information Kit

AUGUST 2010
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The DiGi Deep Green Challenge for Change is now in its second year. During the inaugural Challenge, university teams from around Malaysia submitted their proposals and six (6) teams were selected to work on proof-of-concept Renewable Energy Solutions for Underserved Malaysian Communities. During the development phase, the finalist teams worked with their DiGi Mentors and participated on a study trip to an underserved community to see an example of such an existing project.

These Finalist Teams presented to a panel of expert judges and the winners were announced at a gala event with the Crown Prince and Princess of Norway presenting the trophies to the winning teams.

Now the Challenge for Change is back with an exciting and impactful set of new Challenges!

The Challenge for Change is to showcase the best GreenTech and Social Venture Ideas, to instil values of sustainability and to encourage entrepreneurship in creating eco-friendly and viable business ideas.

This year, the Challenge for Change has two Challenges:

1. The Challenge for Change Social Venture Competition
2. The Global CleanTech Open Ideas Competition

Participants will choose which Challenge(s) they will take on and follow the necessary steps highlighted below to participate and submit their ideas.

The most innovative and viable ideas will be selected and teams will be given mentors and seed money to work on improving and implementing their ideas to deliver a proof of concept for their Challenge for Change Community Social Venture or to take their Idea globally to represent Malaysia at the CleanTech Open Gala in San Francisco!

The Challenge for Change Competitions are a part of the Global Entrepreneurship Week.
DEEP GREEN

Deep Green is a company-wide initiative which drives energy efficiency and environmental sustainability into every aspect of DiGi’s business. Through Deep Green, we aim to reduce our business CO2 footprint by 50% by 2011 (from 2008), and engage with stakeholders to unearth innovative solutions to reduce our shared climate impact. For more on Deep Green, please visit www.digi.com.my/deepgreen

ORGANIZERS

The Deep Green Challenge for Change is organized by DiGi Telecommunications Sdn Bhd.
THE FIRST CHALLENGE

THE CHALLENGE FOR CHANGE
SOCIAL VENTURE COMPETITION
FIRST CHALLENGE: THE CHALLENGE FOR CHANGE
SOCIAL VENTURE COMPETITION PROCESS

THE CHALLENGE FOR CHANGE SOCIAL VENTURE COMPETITION: CREATING IDEAS WITH A POSITIVE SOCIAL IMPACT

The Challenge for Change Social Venture Competition is a contest to showcase the Best Social Venture Ideas for Community Broadband Centres (CBCs) in Malaysia and to instill values of sustainability and to encourage entrepreneurship in creating viable business ideas for CBCs and their communities which create a positive social impact.

HOW TO PARTICIPATE

First create an Idea for Social Venture that is designed to help develop more sustainable CBC Communities, addressing a need or challenge. Social Ventures will have an impact on individuals, groups or the entire community.

Then sign-up and submit your idea for the DiGi Deep Green Challenge Social Venture Competition, simply follow these steps:

A. Tell us **which category** you are entering your idea in. Categories are:

   1. **Energy**
   2. **Environment**
   3. **Agriculture**
   4. **Education**

B. Tell us **why your idea is groundbreaking** and how it will create social impact. Prepare your answers for the following:

   1. **The Idea** – Executive Summary of the intended Social Venture which is designed to impact a CBC
   2. What Issue does this Idea Address?
   3. What is the Social Value Creation?
4. Outline a budget for the Seed Funding (RM1,000) and a basic financial projection (as the social venture should be profitable)

5. Who is the on the team & what are team member’s expertise? Does the team have any resources that will benefit the social venture?

6. Why should this Idea be funded?

C. Submit your Idea, addressing the above points concisely and creatively, in no more than a 15-slide power point presentation before October 4th at 5pm to Change@digi.com.my (Your Content is what really counts!)

Make sure to include all team members’ and advisor’s full name, IC, address and contact number and email. Please identify one team member as the main point of contact, or team captain.

Finalists will have the opportunity to work with CBC communities, as well as industry mentors to develop and implement their Social Venture Projects.

DEADLINE FOR PARTICIPATION
You must send your Idea to the Challenge for Change Secretariat at change@digi.com.my before October 4, 2010 at 5pm.

DEFINITIONS

SOCIAL VENTURE
A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to create social change (a social venture). Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital. Thus, the main aim of social entrepreneurship is to further social and environmental goals. However, whilst social entrepreneurs are commonly associated with the voluntary and not-for-profit sectors, this need not necessarily be incompatible with making a profit.

A social venture or social enterprise is an organization created to address social problems that use business models to sustain themselves financially. Social enterprises seek to create not only financial returns but also social returns to their beneficiaries.
A social enterprise is an organization whose primary mission is to create positive social impact and that uses a business model to sustain itself financially.

The problems addressed by social ventures cover a range of social issues, including poverty, inequality, education, the environment and economic development. Due to several challenges which often include lack of funding or the inability to pay by the person in need of benefit, a social entrepreneur should be creative, adaptable and determined in finding new solutions to problems.


COMMUNITY BROADBAND CENTRES (CBC)
by the Malaysian Communications and Multimedia Commission (MCMC/SKMM)

The Universal Service Provision (USP) project is an ongoing effort to promote the widespread availability and usage of network services and applications services by encouraging the installation of network facilities and the provision for network services and applications services in underserved areas and/or for underserved groups within the community (“universal service targets”).

SKMM had, pursuant to regulation 4(1) of the Communications and Multimedia (Universal Service Provision) Regulations 2002 [P.U.(A) 419/2002] (as amended by P.U (A) 258/2008) (“the Regulations”), issued and published a notification specifying a list of universal service targets under Notification Ref. No: NT/USP/08/01 (“the Notification”).

The ultimate goal of this project is to ensure that communities living in underserved areas are connected to mainstream Information and Communications Technology (ICT) development thus enabling and empowering these “connected communities” and bring about socio-economic development for those communities in the various sectors such as agriculture, education, health, and business, amongst others.

More information on CBCs may be found below or also at http://www.digicbc.com

JUDGING CRITERIA

All Challenge for Change Social Venture Competition submissions will be judged but not restricted to, the following:

- **Idea Concept**: Concisely & Clearly explained
- **Innovation**: Breakthrough in thinking or design
- **Social Impact**
- **Business Viability (and Business Model)**: A significant & interesting market exists
- **Sustainability for the CBC**
- **Integration and Mindfulness of Social and Financial Missions**
- **Marketability**
- **Scalability**
• **Team:** The team and its capabilities and work

Preliminary Judging will take place the first week of October 2010 to select the Finalist Teams who will proceed to the development phase to dive-deep on their ideas.

Final Judging will be held in January 2011 where finalists will present their proof-of-concept work to a panel of industry professionals and the winners will be selected.

In addition to any Challenge-specific requirements and unless otherwise indicated in any other part of terms of this Challenge, to be eligible for judging, an entry must meet the following general standards.

**THE PHASES OF THE CHALLENGE FOR CHANGE SOCIAL VENTURE COMPETITION**

The Deep Green Challenge for Change Social Venture Competition is divided into 3 Phases of challenges:

1. Discover
2. Develop
3. Display

**1. Discover**

During the **Discover Phase**, eligible Students will be invited to form their teams and to submit their ideas for the **Challenge for Change Social Venture Competition** and the **Global CleanTech Ideas Competition** before September 30, 2010 at 5:00pm.

Students are encouraged to attend **Challenge Workshops** being held regionally around Malaysia during **July – August 2010** in order to get more information on the Challenge for Change Competitions as well as how to participate. (For more information on the schedule of these Clarification Workshops and how to participate, visit [www.digi.com.my/deepgreen](http://www.digi.com.my/deepgreen) or email change@digi.com.my)

All submissions will be reviewed by a panel of judges during the first week of October.

The shortlisted teams (“Finalists”) will be announced in October and will then continue to the **Development Phase**, whereby they will be required to develop their Idea into a proof-of-concept – plan and action for a CBC community.

**2. Develop**

The selected Finalist teams will attend a Development Workshop & Study Trip scheduled for October 2010. At least 50% of each team must attend this program, however, all team members are encouraged to attend.
Finalist teams will be awarded with RM1,000 in seed funding and given approximately 3 months, from October 2010 to January 2011, to develop their ideas as projects.

Each team will be assigned mentors comprising DiGi employees to guide the development of each project and with whom they will have regular contact and monthly meetings.

Each team will be required to document the development stage of their projects. Finalists must report their project progress on a regular basis. Reporting must be done a minimum of biweekly (every two weeks).

There must be Advisor endorsement of the team’s final submission in January. The deadline to submit all final projects is January 2011 and all Finalist Teams will be advised as to the exact time and date.

3. Display

The final phase in the Challenge for Change is the Display Phase where Finalists will showcase their final projects.

Finalists will be required to present their fully developed projects to a panel of judges. At the same time, teams will be requested to showcase their final work in a mini-exhibition as a part of the final display and awards event.

The winners will be announced and given awards at a ceremony which will be held following the finalists’ presentations and exhibition.

ELIGIBILITY

The Deep Green Challenge for Change Social Venture Competition is open for full or part-time students currently enrolled in any university or college (Institutes of Higher Learning) in Malaysia as of October 4, 2010. The Competition is open to Diploma, Undergraduate and Graduate Degrees Program Students.

All team members must remain eligible, as students at the participating universities, throughout the entire Challenge Period.

Each team should comprise of up to a maximum of five (5) students from the same university. The members of each team may be from different faculties and a minimum of one (1) team members must be a Malaysian citizen.

Each team is required to include an academic staff member from the same university as their Academic Advisor.

An Advisor may provide guidance to more than one team from the same university.
Once a team has been registered, it is not allowed to change or substitute its members. Once a team member signs up as part of a team for this Challenge, he/she cannot change teams or otherwise remove him/her self or anyone else from such team.

Should any team member not be able to continue for any reason whatsoever, he/she cannot be replaced, and the team shall have to continue the Challenge for Change with the remaining members.

During the first round of judging, the 10 best overall teams will be selected to move forward as Finalists to the Develop Phase where these teams will be given seed funding and will be required to work on implementing their plans with the input and guidance from DiGi Mentors as well as from the selected Community Broadband Centres (CBC).

Participants in the Challenge for Change Social Venture Competition may also enter the Global CleanTech Open Ideas Competition as long as they meet eligibility requirements. Separate submissions to each competition must be entered to the Secretariat.

Immediate family members of any DiGi employee are not eligible to take part in the Challenge for Change. Winners from last year’s Challenge for Change are not eligible to participate in this year’s Competitions.

There is no participation or application fee for the Challenge for Change Competitions.

TIMELINE

The Challenge for Change Social Venture Competition time line is as follows (and is subject to changes):

- July – August 2010: Clarification Workshops
- October 4, 2010 (5pm): Deadline for Submission
- October 5-8, 2010: Preliminary Judging and Selection of Finalists
- October 11-15, 2010: Announcement of Finalists
- October 11-15, 2010: Development Workshop, Introduction to Mentors and Study Trip for Finalists
- October – January, 2010: Development of Projects
- January 2011: Presentations and exhibition of final projects to a panel of Judges & Award Ceremony

PRIZES

FINALISTS

The best Social Venture Ideas will be selected and announced in October and will proceed to the Development Phase as a Finalist Team.
Finalist Teams will be awarded:

- RM1,000 Seed Funding to develop their projects
- DiGi Mentors and access to industry experts as well as linkage to CBCs in Malaysia
- Development Workshop & Study Trip

WINNERS

An Overall Winner will be announced for each category and will be awarded:

- A “Start-up in a Box” which includes a Cash Prize of RM5,000
- Mentoring and personal advice sessions with Venture Capitalists.

The Overall Winner of the Social Venture Competition will win:

- A “Start-up in a Box” which includes a total Cash Prize of RM10,000
- Mentoring and personal advice sessions with Venture Capitalists
- As well as additional experiential prizes and opportunities to be announced during the Challenge for Change!

(The Overall Winner will be considered the relevant Category Winner and Best Overall Social Venture Competition Winner.)

ADDITIONAL INFORMATION ABOUT CBCS

OBJECTIVE OF THE COMMUNITY BROADBAND CENTRE (CBC)

(a) The rural and remote communities living in the underserved areas, in comparison to their urban counterparts, are underprivileged as they lack ICT facilities, services, and applications. The gap that exists between those who “have” in the urban areas and those who “have not” in the rural areas in terms of their access to ICT (telephone, computer and Internet access, etc.) and related services is termed as the Digital divide.

(b) The Connected Community approach will enable the communities to access new knowledge and information that can be incorporated into their local knowledge and context, such as, provisions of information on employment opportunities, educational resources, government services (for example, providing links to e-Government, e-Learning, e-Commerce, e-Health, e-Agriculture, etc.) and technical information on agriculture for their daily lives, such as information on new varieties, planting techniques, and disease prevention.

(c) The objective of CBC is to develop and to implement a collaborative program that has a positive social and economic impact to the community. It also serves the platform for human capital development and capacity building through dissemination of knowledge via means of access to communications services.
(d) This is an initiative developed by MCMC (SKMM) to provide collective access to Internet access service, which would benefit the community surrounding them and facilitate the birth of a society knowledgeable in the field of communications, particularly information technology in line with plans and targets identified under the National Broadband Plan (NBP).

(e) The facilities installed for CBC and projects may also be used as training centres for local people to learn computer and ICT skills, to provide access to distance education, employment opportunities, human resource training, business ventures, amongst others.

(f) The CBCs shall serve as centre for Internet access to the community. In order to assume its full functionality in terms of building capacity whilst leveraging on the socio-economic impact of the communities, several enhanced features shall be incorporated into these centres to attain the following goals:

i) CBC / as e-Transaction Centre

- Support various applications for e-Government, e-Learning, e-Commerce, Employment opportunities, Online Banking transaction, etc.

ii) CBC / for Life-long Learning

- Functions as a Learning Academy, to be owned and operated by the Community, where multiple capacity building activities and enrichment training program can take place.
- Continuous promotion and awareness for education

iii) CBC / for Social Networking

- Social collaboration with other connected community within the ecosystem
- Opportunities to learn about services and techniques used in other e-Community, and then adapt these for use in one’s own center
- Monitoring and evaluation (M&E) of e-Community activities and sharing of lessons learned across e-Community centres and across networks
- Advocacy- and policy-related activities to support the growth of the connected community

iv) CBC / for Value Creation via Access to Knowledge and Information

- Development of Local Content (e.g. Internet portal applications)
- Creation of Digital opportunities through ubiquitous, affordable, equitable, and quality access to ICT
- Research and Documentation
- Repository for Education Materials

The objective of the Community Broadband Centre, which is created by MCMC (SKMM), serves to provide collective internet connection to the local community in the underserved areas. Access to
the broadband Internet service under the USP Programme was first introduced in 2005 at a pilot site in Julau, Sarawak and Kinabatangan, Sabah. This service also provides benefits to the surrounding communities helping to create knowledge communities, in line with the aspirations of the Government to bridge the digital divide.

The same concept is introduced for each CBC. In order to achieve the objective of the CBC, each CBC is equipped with broadband internet service and the latest IT equipments/facilities which is currently used by the urban community to create awareness and exposure of computer and internet technology to the suburban community. Additionally, software and internet courses are conducted or any IT related activities are organized in each CBC to facilitate the local community so that they can benefit from the infrastructures provided to them to help them improve their social and economic standards. A manager and an assistant manager are appointed from the local community for each CBC and they will be responsible to manage the center, provide training and promote the facilities to the local residents.

The sustainability aspects to ensure long-term value to the community have to be built into each CBC. This includes activities to inculcate optimum use of these facilities and continuous development of local content. The manager of each CBC will be responsible to ensure this aim is achieved. With these facilities and efforts in place, it is hoped that rural communities can be more enlightened through better access to information and sharing of knowledge. Having achieved this, we can rest assure our overall objective that is to contribute positively to the national initiative and to reduce the Digital gap between the urban and suburban community, which is synchronized with the objectives outlined in the National Broadband Plan and MyICMS 886 will be achieved.
THE SECOND CHALLENGE

THE CHALLENGE FOR CHANGE PRESENTS THE
THE GLOBAL CLEANTECH OPEN IDEAS COMPETITION
SECOND CHALLENGE: THE CHALLENGE FOR CHANGE
GLOBAL CLEANTECH OPEN IDEAS COMPETITION PROCESS

THE GLOBAL CLEANTECH OPEN IDEAS COMPETITION: MAKING THE WORLD CLEAN AND GREEN, ONE IDEA AT A TIME!

The Global CleanTech Open Ideas Competition is a hunt for the most promising clean technology ideas from around the world and it is a part of the Global Entrepreneurship Week. This is your chance to join a major national project that can really make a difference.

The Global CleanTech Open Ideas Competition is more than just a fun competition, more than just cool technology, more than just smart entrepreneurship. This is a challenge to find, fund and foster the most promising cleantech (greentech) ideas in the world – ideas that address today’s most challenging economic, environmental and energy challenges.

Anything from revolutionary ways to generate clean energy, to better ways to filter water, to ideas about how government policies on climate change can foster new businesses. We’re looking for good ideas, concepts and technologies that can become great businesses that will reward entrepreneurship to bolster our nation’s economy.

Do you have an idea?!

HOW TO PARTICIPATE IN THE GLOBAL CLEANTECH OPEN IDEAS CHALLENGE

To sign-up and submit your idea for the DiGi Deep Green Challenge for Change Global CleanTech Open Ideas Competition, simply follow these steps:

• Tell us **which category** you are entering your idea in. Categories are:

  1. **Air Water & Waste**: Ways to cut pollution
  2. **Energy Efficiency**: More efficient methods and devices
  3. **Renewable Energy**: Replacements for fossil fuels
  4. **Green Building**: New kinds of buildings or materials
  5. **Smart Power, Green Grid, Energy Storage**: Better ways of carrying electricity or storing it
• Tell us **why your idea is groundbreaking!** Prepare your answers to these 5 key questions, which helps to create your “success paragraph”:

1. My Idea is... (describe in 200 words)
2. The Problem my idea solves is: (value proposition)
3. The market for my Idea is: (describe who will buy the product/service)
4. The Idea will have a positive effect on the environment because: (describe the environmental impact)
5. My Idea is a winning one because: (describe the unique competitive advantage)

C. Send us your Idea as outlined according to the 5 key questions above **before October 4th at 5pm** by filling in the online form and submitting your video at [www.digi.com.my/deepgreen](http://www.digi.com.my/deepgreen) under the **Challenge for Change Global CleanTech Open Ideas Competition Submission section**.

You should submit your Idea as a 5-minute (or less) video. Content and not quality of the video is what counts!

Make sure to include your Full name, IC, address and contact number and email.

If you are participating in a team, please include all team members’ details as well as your team name if applicable.

Submissions must be in English.

*If you are selected to represent Malaysia at the Global Finals, we will help you to refine your Video Pitch as necessary and send your Idea to Global CleanTech Open team before October 15, 2010!*

**CLEANTECH (A DEFINITION)**

CleanTech, also known as Green Tech, is defined as *“a diverse range of products, services, & processes that harness renewable materials and energy sources, dramatically reduce the use of natural resources, and cut or eliminate emissions and wastes.”*
BACKGROUND

DiGi Telecommunications Sdn Bhd’s Deep Green Challenge for Change is proud to present the Global CleanTech Open Ideas Competition in Malaysia as a part of the Global Entrepreneurship Week (GEW – A Global Entrepreneurship Campaign).

The Global CleanTech Open Ideas Competition which is the world’s largest clean technology business competition, where globally, winning Ideas stand to win a prize package of services worth US$100,000 to help start a business to grow the winning idea.

In Malaysia, DiGi will send one winner to California, USA during the CTO Awards Gala in November during the Global Entrepreneurship Week to present their idea in a 5-minute pitch format in front of a crowd of 2,500 investors, entrepreneurs, sponsoring companies, corporations, members of academia, press, and others interested in hearing these ideas and getting involved.

At the Global Gala, the audience will vote via sms for the “People’s Choice” and will win US$100,000 in marketing support, legal advising, conferencing services and more to help launch their idea into a business.

For more information on CleanTech Open, you may also visit www.cleantechopen.com and for more information on the Global Entrepreneurship Week, you may visit www.gewmalaysia.com or www.unleashingideas.org.

DEADLINE FOR PARTICIPATION

You must send your Idea online at www.digi.com.my/deepgreen to the Challenge for Change Secretariat before October 4, 2010 at 5pm. Only complete submissions will be accepted.

JUDGING CRITERIA

All Global CleanTech Open Ideas Competition will be judged according to the following criteria:

- **Idea Concept:** Concisely & Clearly explained
- **Innovation:** Breakthrough in thinking or design
- **Business Viability:** A significant & interesting market exists
- **Sustainability:** Positive impact on environment

National Judging will take place in Malaysia during the first two weeks of October 2010 and winners will be announced in October 2010.
ELIGIBILITY
The Challenge for Change Global CleanTech Open Ideas Competition is open to anyone looking to turn their clean technology idea into a business. This includes students, professors, researchers and those with a great GreenTech idea who need a bit of help to make it reality!

Any global citizen with a cleantech idea is eligible to compete in the Global CleanTech Open Ideas Competition. All entries must be a startup that has received less than $500,000 in external private financing at the time of competition entry. Grant funding and any money from friends and family are excluded from this $500,000 limit.

Participants may enter as individuals or as a team, and need not be students or attached to an institute of higher learning. To enter, you will need to select one of the cleantech categories highlighted above.

Participants in the Global CleanTech Open Ideas Competition may also enter the Challenge for Change Social Venture Competition as long as they meet eligibility requirements. Separate submissions to each competition must be entered to the Secretariat.

Immediate family members of any DiGi employee are not eligible to take part in the Challenge for Change.

There is no participation or application fee for this Competition. All fees to produce your video are the responsibility of the contestant.

TIMELINE
The Challenge for Change Global CleanTech Open Ideas Competition timeline is as follows (and is subject to changes):

- August 2010: Clarification Workshops
- October 4, 2010 (5pm): Deadline for Submission
- October 5-8, 2010: Preliminary Judging and Selection of Finalists
- October 11-15, 2010: Announcement of Winners & Workshops and Industry Sessions held
- October 15, 2010: The Malaysian Winner’s submission is refined and submitted to the Global CleanTech Open
- November 17, 2010: The Malaysian Winner attends the Global Gala in Silicon Valley as part of the Global Entrepreneurship Week!

PRIZES
Overall Winner – Malaysian Winner

The Overall Best Idea will be the Malaysian Winner.
The Overall Best Idea will win local “Start-up in a box” which includes:
RM5,000 cash, mentoring and advice session

Plus the Overall Best Idea will win a prize for 2 people to attend the Global Gala in San Francisco, California, USA in November during the Global Entrepreneurship Week!

The Overall best Idea will represent Malaysia in the Global Competition!

Category Winners

One Winner for each Category will be announced in October 2010 for Malaysia.

Category Winners will receive a “Start-up in a Box” which includes:
RM5,000 cash plus industry mentoring and personal advice sessions with Venture Capitalists.

Global Winner

Global winners will be selected by the International CleanTech Open team during the Global Gala in November in California, USA. Global Winners may win at least US$100,000 worth of start-up services and have access to global advisors to help create a business plan and to ensure a successful start-up!

ADDITIONAL INFORMATION ON GLOBAL CLEANTECH OPEN IDEAS COMPETITION CATEGORIES

Air, Water & Waste

Ways to cut pollution

Air Water & Waste category entries focus on improving resource availability, conservation and pollution control. Air covers services, instruments and equipment related to emission control, treatment or reduction technologies. Also included are creative approaches to greenhouse gas reduction, including carbon conversion and sequestration. Water covers treatment, storage and monitoring, recycling and conservation technologies. Waste covers waste management equipment; sorting; resource recovery processes; pollution prevention, control, and treatment technology; as well as waste reduction through innovative recycling processes and creation of new recyclable materials, such as bio-based plastics.

Example technologies:

- Storm-water and flood control, rainwater harvesting
- Smart irrigation
- Water filtration and disinfection
- Advanced filters and filtration (air or water)
- Carbon and GHG monitoring and control
- Carbon capture sequestration, storage
- Waste cleanup and remediation

**Energy Efficiency**

*More efficient methods and devices*

The Energy Efficiency category comprises technology that can significantly reduce wasted energy and help to lessen the need for additional power plants. Examples include advanced light sources and controls, smart / user-friendly energy management systems, energy-efficient water heaters and other appliances, high-efficiency industrial process systems, motors, pumps, and advanced space heating and cooling systems.

Example technologies:

- Industrial process improvements
- Natural gas monitoring and control (industrial or residential)
- LED lighting
- Advanced lighting controls
- HVAC solutions
- Utility scale natural gas controls

**Renewable Energy**

*Replacements for fossil fuels*

The Renewable Energy category includes innovations that use, enable and accelerate the migration to renewable energy. Renewables encompass technologies that use waste streams to directly produce energy. Examples include low-emission power sources, such as solar, biofuels, wind, wave and tidal energy and hydropower.

Example technologies:

- Solar for energy production
- Thin film solar manufacture
- Concentrating solar PV
- Biobased fuels
- Hydropower
- Advanced fluid flow designs
- Wind power technologies

**Green Building**

*New kinds of buildings or materials*
The Green Building category focuses on reducing the environmental impact of building construction or operation through improved design or construction practices, new or innovative use of building materials, or new hardware or software applications. Technologies are applied directly to the built environment. Examples include water management systems, reduction of hazardous materials in building construction or operation, use of new environmentally friendly or recycled materials, systems to improve indoor environmental quality and systems for improved waste reduction or disposal.

Example technologies:

- Insulation materials
- Cement alternatives
- Indoor air filtration systems
- Disaster relief and modular housing
- Low VOC carpeting and flooring
- Water saving toilets, showers, plumbing
- Recycled materials for use in building material

**Smart Power, Green Grid, Energy Storage**

*Better ways of carrying electricity or storing it*

The Smart Power, Green Grid and Energy Storage category encourages links between information technologies and electricity delivery that give industrial, commercial and residential consumers greater control over when and how their energy is delivered and used. It includes improvements in all forms of energy storage, from battery technology for consumer-scale products to large chemical, metal, biological or other approaches to storage of utility-scale energy, as well as methods for controlling or increasing the efficiency of energy storage or energy transmission. Examples include wireless metering and use of real-time pricing information, intelligent sensors, batteries, fuel cells, fly-wheels, and advanced materials or systems for energy transmission, such as hardware and software controls.

Example technologies:

- Real-time power monitoring
- Network architecture for power management
- Hydrogen storage
- Battery form factor improvements
- Advanced fuel cell membranes
- Power storage
- Transmission efficiency

**Transportation**

*Greener cars, buses, trucks or planes*
The Transportation category encompasses transportation and mobile technology applications that improve fuel efficiency, reduce air pollution, reduce oil consumption or reduce vehicle travel (not limited to automobiles). Technologies are applied directly to transportation systems or vehicles. Examples include new vehicles and new types of transport services and infrastructure, efficient batteries, fuel cells, bio-based transportation fuels and use of information technologies.

Example technologies:

- Fleet and route management systems
- Logistics management
- Carpooling solutions
- All electric vehicles
- Flex fuel engines and applications
- Drive train conversion kits
- Monitoring and control of driver behaviour
GENERAL TERMS AND CONDITIONS FOR THE CHALLENGE FOR CHANGE (“TERMS AND CONDITIONS”)

This is an Agreement between each participating team and the Organizers (as defined herein) in respect of the team’s participation in the Challenge for Change (“Challenge”).

By participating in the Challenge, each participating team signifies the acceptance to be bound by these Terms and Conditions, other Rules and Regulations of the Challenge including the decisions of the Organizers concerning the Challenge, without limitation or qualification. These Terms and Conditions may be revised at any time without any prior notice to the participating team. Each participating team shall be bound by any such revisions and are advised to review these Terms and Conditions.

1. THE ORGANIZERS

The Challenge is organised by DiGi Telecommunications Sdn. Bhd. (201283-M) and/or its partners and the Secretariat (“Organizers and/or DiGi”).

2. ENTRIES

(i) The eligibility and disqualification rules are expressly stated under the submission guidelines document.

(ii) All entry materials must be presented and/or submitted in English only.

(iii) All entries must be original work and not previously published. The participating teams will be required to sign and submit a declaration of originality of work.

(iv) For entries that include any material which involve any intellectual property rights (including any music, video or images), the participating teams shall ensure that they have the ownership or rights over such materials or have obtained the relevant consent or license or approval from the intellectual property owner to use such materials.

(v) The participating teams must ensure that the submission does not misrepresent an association or connection to some person, brand or thing that it does not actually have, and is not defamatory, libelous, vulgar, obscene, derogatory, pornographic or objectionable with respect to race, religion, creed, national origin, gender or sexual preference, or is otherwise inappropriate or unfit for publication. The participating teams are required to use reasonable efforts to scan and remove any viruses before submitting any materials to the Organizers.
(vi) All entries of this Challenge shall be the property of the Organizers. The Organizers and/or DiGi reserve the sole and absolute right to use the submissions and winning entries for any purpose whatsoever.

(vii) Any entries containing materials that are deemed offensive or improper in nature, or are deemed harmful for the Organizer or have infringed any intellectual property rights will be disqualified.

3. ORGANIZERS’ RIGHTS

(i) The Organizers reserve the right, at any time, to add, change, or modify any aspect of the Challenge or any part of these Terms and Conditions without prior notice to the participating teams. For the avoidance of doubts, any amended or modified Terms and Conditions made by the Organizers shall prevail over any provisions contained in any other promotional materials promoting this Challenge.

(ii) The Organizers reserve the right to disqualify any participation by the participating teams and/or withhold the prizes at the Organizers’ sole and absolute discretion should the winners be found to be ineligible or if any fraud is detected before the Prizes are handed over and/or delivered to the winners.

(iii) All decisions of the Organizers or any judges appointed by the Organizers shall be final and binding on all matters relating to the Challenge. Further queries or appeals shall not be entertained.

(iv) The Organizers reserve the sole and absolute right to use the information or publish any related matter to this Challenge including but not limited to the winner’s names and photographs for any purpose whatsoever.

(v) The Organizers accept no liability for lost, damaged, misdirected or delayed submissions or any technical difficulties affecting the end result of the Challenge or the entry to the Challenge.

(vi) The Organizers reserve the right to cancel, terminate or suspend this Challenge without prior notice to the participating teams. For the avoidance of doubts, any cancellation, termination or suspension by the Organizers shall not entitle any party to any claim or compensation against the Organizers for any and all losses or damage suffered or incurred by the participating teams or any other party as a direct or indirect result thereof.

(vii) In no event will the Organizers be liable for any loss or damages including without limitation, loss of income, profits, goodwill, direct or indirect, incidental, consequential, exemplary, punitive, special damages of any party including third parties however arising whether in contract, tort, negligence or otherwise, in connection of this Challenge, even if the
Organizers have been advised of the possibility of such damages in advance, and all such damages are expressly excluded.

4. **TEAM LEADER**

Teams will appoint a Leader who will be the main point of contact for each team. Leaders will also act as the Treasurer for each team to manage Seed Funding and Prize Money.

5. **PRIZES**

(i) Prizes are not transferable or exchangeable for cash or other products. However, the Organizers reserve the right to offer alternative prizes of equal or greater value at any time without prior notice.

(ii) Winners are responsible for any taxes, fees or charges payable in respect of any prizes awarded to them, if applicable.

6. **DISPUTES**

Each Team is solely responsible for its own cooperation and teamwork. In no event will the Organizer officiate in any dispute regarding the conduct or cooperation of any Team or its members. The Organizers are not responsible for any dispute arising regarding any aspect of the Challenge or prize dispersal.

7. **MISCELLANEOUS**

(i) The Organizers do not warrant that the Challenge shall be uninterruptible and/or error free. By participating in the Challenge, the participating teams hereby acknowledge and irrevocably agree that the Organizers shall not in any manner whatsoever be liable for any interruption and/or any error arising from the Challenge.

(ii) By participating in this Challenge, the participating teams and the winners hereby agree and irrevocably and unconditionally undertake to fully absolve the Organizers of all liabilities and agree to indemnify the Organizers (on full indemnity basis) and hold the Organizers harmless against any claim by any third party and against any loss, damage, cost or expense (including solicitors’ fees and cost) that the Organizer may suffer or incur as a result of or in connection with the Challenge and the Prizes.

(iii) The Challenge shall in all respects be governed by the laws of Malaysia. However, it shall be the sole responsibility and obligation of each participating team and winner to ensure that he/she complies with and does not contravene any laws to which he/she may be personally subject.

(iv) In the event any provision of the Terms and Conditions is deemed unlawful, void or unenforceable, then the said provision will be deemed severable and distinct from the
Terms and Conditions and will not affect the validity and enforceability of the remaining provisions.

(v) Failure of the Organizers to exercise or enforce any right or provision of these Terms and Conditions shall not constitute any waiver on its part.

(vi) By submitting the entry, the participating team is granting the Organizers an irrevocable, worldwide right and license to: (i) use, review, assess, test and otherwise analyze the said entry and all its content in connection with this Challenge; and (iii) feature the entry and all its content in connection with the promotion of this Challenge in all media (now known or later developed).

(vii) Understands and agrees that the submission for the Challenge during the Development and Display Phases (from September to January 2011) will be subject to further discussion between the Organizers, its partners and the participating universities in relation to the ownership and intellectual property rights attached to the submission, and agrees to sign any necessary documentations that may be required for the Organizers and/ partners to make use of the rights granted above and/ to grant any other rights or license in the event that the Organizer wishes to use or develop the winning entry later on.

(viii) Understands and acknowledges that the Organizers and/or other partners and other entrants may have developed or commissioned materials similar or identical to the participant team’s submission and waive any claims he/she may have resulting from any similarities to his/her entry.

(ix) Understands that the Organizers cannot control the incoming information the participant team will disclose to the Organizers and/or partners in the course of entering, or what the Organizers’ representatives will remember about the participant team’s entry. The participant team also understands that the Organizers will not restrict work assignments of representatives who have had access to his/her entry. By entering this Challenge, the participant team agrees that use of information in our representatives unaided memories in the development or deployment of the Organizers products or services do not create liability for us under this Terms and Conditions or copyright or Intellectual Property law.

(x) Understands that he/she will not receive any compensation or credit for use of his/her entry, other than what is described in these Terms and Conditions.

8. DECLARATIONS

(i) By submitting an entry in this Challenge, you confirm that, to the best of your knowledge:

(a) Your entry must meet the requirements set forth above and in the applicable Challenge Rules and Regulations; and

(b) Your entry is your/your participating team’s original work; and
(c) Your/your participating team’s entry will only includes materials (including music, video or images) that you own or that you have obtained permission from the intellectual property owner to use; and

(d) You/your participating team have obtained permission from any recognizable person (parent/guardian, if a minor) that appears in the entry to submit your entry in this Challenge and to use the personal data in the entry for the purposes of the Challenge (if applicable).

9. THE SECRETARIAT

(i) All communication and management of the Challenge will be coordinated by Warisan Global Sdn Bhd (registered country Host for the CleanTech Open and the Global Entrepreneurship Week in Malaysia) hereinafter referred to as “The Secretariat.”

(ii) Contact information for the Challenge is as follows:

Deep Green Challenge for Change Secretariat
c/o Warisan Global Sdn Bhd
1st Floor, Wisma Eng Choon,
55-59, Jalan Ampang,
50450 Kuala Lumpur
Attn: Emily or Eliza
Tel: 03-2026 2008, HP: 016-2299081 / 016-2112682, Fax: 03-2026 8009
Email: change@digi.com.my  Web: www.digi.com.my/deepgreen

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