

# **Competition Brief: 'Big Ideas' Competition for Asia Urban Issues using Data Innovation**

Hosted by  
Korean MSIP (Ministry of Science, ICT and Future Planning)  
& UN Global Pulse

## **INTRODUCTION**

Open innovation challenges unite problems with problem solvers, creating new opportunities for individuals and organizations to share resources, and try new tools and methodologies. Open innovation challenges also boost public awareness that big and open data can be used for public good.

This competition builds on experiences from a number of previous open innovation challenges in Asia, hosted by the Korean MSIP (Ministry of Science, ICT and Future Planning) in Korea and by UN Global Pulse in Indonesia.

## **1. SELECTED TOPICS**

The 'Big Ideas' competition aims to solicit citizens' ideas to address urban issues using big data and data innovation and in doing so raise awareness of the potential of big data for public good.

Among the many urban related issues, three topics: transportation, social welfare & protection, and environment, have been selected based on the priorities in this region.

## **2. PARTICIPANTS**

This competition is open only to currently enrolled students (i.e. students attending high schools, undergraduate and graduate schools) from across the Asia region. An individual or a team of up to three students can participate in this competition and submit a proposal.

## **3. PROPOSAL**

A team can choose a specific urban issue from the three topics, i.e., social welfare & protection, transportation, and environment, but a selected issue can span multiple topics.

The idea should be:

- a) New, not already published,
- b) Using more than one source of data, such as big data, open data, and newly collected data using innovative methods (for example crowdsourcing),
- c) Realistic and implementable,

d) Clearly explained with details on proposed implementation

A proposal should contain the following elements and an individual or a team can submit a proposal written in English, Korean, or Bahasa Indonesia, but the title and abstract should be submitted in English.

The proposal should include

- Title
- Participants (including affiliation)
- Motivation
- Approach & expected result
- Result of pilots (if applicable)
- Future plans (if applicable)

A template is available to guide entrants.

#### **4. EVALUATION**

Each proposal is evaluated based on the two criteria listed below.

The first evaluation will be based on the proposal submitted. From this evaluation, 20 shortlisted proposals, regardless of sector, will be selected to enter the second evaluation. The evaluation committee, composed of the Korean National Information Society Agency, the Korean Ministry of ICT and Future Planning and UN Global Pulse, will identify the top 20 proposals. The second evaluation will be done via oral presentation and remote evaluation in English, over two days, to select the final nine winners.

The evaluations will take into consideration:

1. The issue tackled:
  - Clarity - demonstrated by how clearly a team defines an issue
  - Priority - defined by how important the addressed issue is, among other critical issues in a target country and city
  - The originality of the issue - defined by how many existing/similar/effective solutions are available
2. The idea submitted:
  - Innovation
  - Reliability and sustainability of data used
  - Possibility of implementation

When a proposal presents clear results and impacts from a prototype by implementing and testing the idea, the jury can decide to award additional points up to 10% of the overall score.

#### **5. PRIZE**

A total of nine winners will be selected and divided into three different categories: Platinum, Gold, and Silver winners.

The Korean Government will prepare a total of USD 16,000 worth of prizes for the 9 winners:

- 1 Platinum winner will get a certificate signed by the Korean Ministry of ICT and Future Planning. The Platinum winner will receive USD 3,000 worth of prizes.
- 2 Gold winners will each get a certificate signed by the Korean National Information Agency and UN Global Pulse. Gold winners will receive USD 2,000 worth of prizes per winner.
- 6 Silver winners (2 winners per sector) will be selected and they will receive certificates signed by the Korean National Information Agency and UN Global Pulse. Silver winners will receive USD 1,500 worth of prizes per winner

## **6. SCHEDULE**

- Competition launch: May 20<sup>th</sup>, 2015
- Submission of proposals/ideas begin: June 1<sup>st</sup>, 2015
- Deadline for submissions of proposals/ideas: June 15<sup>th</sup>, 2015 (12.00 PM GMT)
- First round evaluation: June 17<sup>th</sup>, 2015 – June 19<sup>th</sup>, 2015
- Second round evaluation: June 24<sup>th</sup> – 25<sup>th</sup> 2015
  - 20 presentations by top applicants.
  - Each presentation will be 10 minutes followed by a 5-min Q&A.
- Annoucement of the winners: June 29<sup>th</sup>, 2015

## **6. CONTACT INFORMATION**

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