

ERICSSON INNOVATION AWARDS 2017

A Global ICT Student Competition
Overview - For Internal Use Only



In 2017 we are challenging students around the world to find solutions to one of the greatest global dilemmas...



...The future of food

ERICSSON INNOVATION AWARD THEN AND NOW



The global innovation competition initiated in 2009/10 as The Ericsson Application Awards



In 2015, the scope was broadened to focus more on innovation. The competition became exclusive for students.



In 2016, the competition theme – the future of city life – along with strong university partnerships garnered an increase from 270 teams to 843 teams.



Our 2017 competition and theme - the future of food – was launched in January 2017.

ERICSSON INNOVATION AWARDS OVERVIEW



What is Ericsson Innovation Awards (EIA)?

The Ericsson Innovation Awards is a global competition that allows students around the world an opportunity to submit innovative ICT concepts and collaborate with Ericsson Experts to make the world a better place.

What's in it for students?

3 Finalists teams have the opportunity to present to a panel of judges at a live event – including Ericsson Executives, ICT Experts and social influencers. Plus, first place gets **EUR 25,000!**

10 semi-finalist teams will receive mentorship from Ericsson Experts who specialize in innovation.

Visit the EIA [home page](#) to learn more!

Why is EIA Relevant to me?

EIA is one of our greatest opportunities to reach students around the world and to cultivate and build a relationship with the next generation of innovative change makers. But, it's more than that – it's a way for us to drive innovation and to enhance our status as a global ICT thought leader. With this years theme it is also a chance to build goodwill in our support to the UN Sustainable Development Goals.

Who is involved?

This year's project is managed by HR/Talent Acquisition – specifically Employer Branding and Global University Relations – with significant support from Marketing & Communications and Research and Development. Mentorship and thought leadership is provided by Ericsson employees and executives. We are also engaged with Ericsson International Partners such as Nobel.

THE 2017 CHALLENGE



Gather your team.
Grow your idea.



CREATE ZERO
HUNGER

Ericsson Innovation Awards 2017
A GLOBAL STUDENT COMPETITION

We're challenging students to find innovative ICT solutions to one of the most impactful problems in the world – ensuring that food production and consumption is more efficient and sustainable, resulting in reduced hunger.



The 2017 EIA challenge is inspired by the impact ICT can make on UN Sustainable Development Goals 12 & 2.



The 2017 messaging & concept highlights Goal 2, encouraging students to do their part to create zero hunger.

HOW THE COMPETITION WORKS



KEY DATES



March 14 Registration Closes

April 28 Semi-finalist project
Submission

March 22 – 30 Evaluation

May 1 – 10 Semi-finalists
evaluation

March 31 Semi-Finalists
Announced

May 12 Finalists Announced

April 3 – 28 Semi-Finalist
Mentorship by
Ericsson Experts

**May 12 –
Awards** Finalists receive
mentorship from
Ericsson Experts

Grand final/Award ceremony will be held in June 2017.

ERICSSON EMPLOYEE OPPORTUNITIES



Hey change makers, want to get involved with EIA 2017? No matter your role at Ericsson, you can make an impact by getting involved in one of these areas:

SOCIAL MEDIA

Join the **#TeamEricsson** team to easily share and personalize your own EIA Content! It's open to all employees!

Follow, post and repost with **#EIA2017**

Like or follow the Ericsson Innovation Awards community on Facebook!

UNIVERSITY PROMOTIONS & PRESENTATIONS

Contact your regional Talent Acquisition or University Relations team to learn how you can get involved with marketing or presenting on campus.

THOUGHT LEADERSHIP

Are you, your colleagues or your customers working on a project that connects to the future of food? Contact us to learn how you can get engaged.

MENTORSHIP

Do you have a history of experience with innovation that you want to pass on to young people? Contact us to learn about mentorship criteria and requirements, and you could take an active role in EIA 2017.

For these or other opportunities to connect to EIA 2017, e-mail Sierra Jones.

PROMOTING THE COMPETITION



Download Assets



Available Dates:

Jan 9: Digital flyer, Ericsson Channel Social Banners

Jan 16: Printable post card, Screen Ads

Jan 26: University Presentation

Social & Digital Media

Facebook, Instagram, LinkedIn & Twitter Strategy
Blogs featuring mentors & past winners
#TeamEricsson allows employees to engage
Engagement on WeChat
EIA Event page on Ericsson.com
EIA Facebook Community

Public Relations

Global and local PR work.

University Engagement

Campus presentations by Ericsson leadership
University faculty engagement by Ericsson Experts
University career services engagement by Talent Acquisition

E-mail Campaigns

Targeted e-mail campaigns to students via CRM
E-mail informational campaigns to site visitors and registrants who opt in

Key Events & Partnerships

Mobile World Congress social and event engagement
Assets provided for key recruitment & customer events
Engagement with Nobel Partnership

Q&A

**Q: Who is eligible to register?**

A: Any current university student who is currently pursuing an undergraduate or post-graduate degree is eligible to participate.

Q: Does the student retain ownership of their concept?

A: Yes. Learn more [terms & conditions](#).

Q: How many people must make up a team?

A: Teams can be made up of 2-4 students, all of whom must meet eligibility criteria.

Q: Do students have to go to the same university or live in the same country to register together?

A: No.

Q: Are interns or co-ops eligible to participate?


A: Yes, as long as they meet the other eligibility requirements and are students.

Q: Are you doing anything to encourage diversity?

A: Yes, we are actively targeting diverse and

female universities and organizations, both on social media and through our university strategy.

Q: Where can I download assets?

A: You may download it on slide 7 in this presentation. 

Q: If a student has a question I can't answer, what resources do I have?

A: Most aspects of the competition are covered throughout the EIA events pages. Students may also e-mail Ericsson.innovation.awards@ericsson.com. You may reach out internally to [Sierra Jones](#).

Q: I have a legal requirement to produce materials in my another language. What can I do?

A: Contact [Sierra Jones](#) for assistance.

Q: What time zone is the registration deadline in?

A: In an effort to avoid confusion, we aligned the deadline to the latest time zone associated with an Ericsson office – US Pacific Standard Time. The contest also opened in the earliest timeline to ensure fairness.

Q: How are projects being evaluated?

A: See evaluation [criteria](#).

Q: What if a student registers but does not submit all materials by March 14?

A: Their submission will not be complete and they will not qualify to move to the next round. This is explicit in the registration form and in all automated registrant e-mails.

Q: What if a team of non-students registers?

A: They will be disqualified and notified.

Q: Are there any age requirements?

A: Students must have reached legal age of majority in the country in which he or she is residing. There is no age limit.

Q: Do finalist universities receive any monetary rewards?

A: No, but they will receive significant recognition.



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