



SOAP IT UP!

DESIGN CHALLENGE

Quicksand

IDEO

HATTERY

Südf Feuer

wsp
www.wsp.de
WASH United



RULES AND PROCEDURES

I. Eligibility

- SOAP IT UP! Design Challenge is open to all residents of all ages of any country.
- Commercially available products are excluded from the design challenge
- All entries for the SOAP IT UP! Design Challenge must be received by 30th June 2012 via email or postal mail.
- Entrants must provide all data and information that is accurate and complete. If more than one person designed an entry, all names must appear in the concept note .
- Complete entry submissions include i) concept note, ii) glamour shot/ rendering / sketch / drawing III) signed Agreement to the rules and procedures
- Incomplete entry forms are subject to disqualification.
- By participating you agree to be bound by the Rules and Procedures of this challenge and by the decisions of the SOAP IT UP! Handwashing Design Challenge Jury, whose decisions shall be final and binding in all respects. Any entries or displays may be withdrawn or declined for any reason at any time.

II. Evaluations Procedures/Criteria

- The Handwashing Design Challenge Jury will be evaluating entries based on the following to identify the TOP 5 entries (among others):
 - Concept originality and innovation
 - Design value and quality
 - Culturally acceptance
 - Appealing design
 - Developmental potential
 - Design displayability
 - Costs
- Submission evaluation will take place in July 2012. The Top 5 and winners will be announced by 20th July 2012. Decisions of the Jury are final.
- WASH United will directly notify the Top5 winners chosen to display at the Yatra.
- During the Yatra the visitors will vote for their favorite design (=Peoples Award). The winner will be notified by 01. December 2012.

III. Property

- The submissions under the SOAP IT UP! design challenge are licensed under the Creative Commons Attribution-NonCommercial 3.0 Unported (CC BY-NC 3.0)



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- Submission rights remain the property of the entrants.
- By entering, all entrants agree to permit WASH United, IDEO, HatteryLabs, Südfeuer, Water and Sanitation Program/ the WorldBank and Quicksand to use their entries, for marketing materials in perpetuity and all purposes including but not limited to reproduction, distribution and public display as part of knowledge management and documentation of the challenge. Design rights will be quoted.
- By entering, participants release and hold harmless the partners, from any and all liability or injuries, loss or damage of any kind arising from or in connection with participation in this challenge or acceptance or use in any prize.
- By entering, the entrants agree, once chosen for TOP 5 designs, that their names will be publically announced and that their designs will be built and displayed at the Yatra. The TOP5 designs
- Registered trademarks, e.g., logos, must not be utilized without prior written permission of the owner of the trademark.

IV. Award

- The chosen TOP 5 design will be awarded a prize of 500 USD, paid by WASH United
- The winning design, determined by the People's Choice Award during the Yatra, will be awarded travel and accommodation to the 2013 UNBOX festival in Delhi.