BANKSIA IGNITE SDG CHALLENGE

APPLICATION KIT

2018

Banksia
FOUNDATION
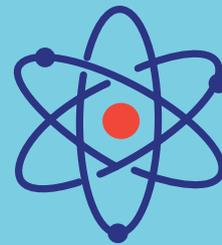
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# 03 ABOUT BANKSIA IGNITE AND THE SDG CHALLENGE

In 2015 the UN Sustainable Development Goals were introduced to herald prosperity and protection for all people and the environment by 2030. The 'Global Goals' were not intended to be a firecracker, ignited once a year, but to establish a constant burn.

Banksia Ignite is a new national initiative that partners with businesses and corporations working with an innovation lens to improve their way forward in their business under the United Nations' Sustainable Development Goals (SDGs).

With 30 years of experience in running the Banksia Sustainability Awards the Banksia Foundation, through Banksia Ignite, aims to develop an engaging face to the Sustainable Development Goals so that they become the platform of action and accomplishment throughout Australia. We believe coordinated action and partnerships are needed to build a better future for Australia and beyond.

Banksia Ignite will ensure we are recognising the innovators of our nation who are inspiring us to act further. It will call for the Australian public and global community to be involved in solving the issues that have been scoped out by our partnering businesses and organisations participating in the Banksia Ignite SDG Challenge each year.

For more information on the Sustainable Development Goals, visit http://www.undp.org/content/undp/en/home/sustainable-development-goals.html
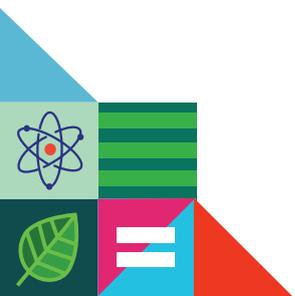
04 THE PROCESS
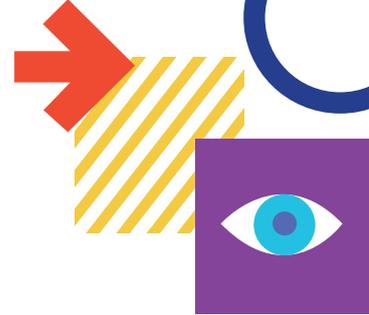
1) Become familiar with this Application Kit – this will be your guide to understanding the criteria in entering the 2018 Banksia Ignite SDG Challenge.

2) The Banksia Ignite SDG Challenge online portal will be available on the 6th August – you can access the portal from the Banksia Foundation website http://banksiafdn.com/2018-banksia-ignite-sdg-challenge/

3) Following the prompts on the online portal fill in your details and upload your Application document (PDF format or Video) and include any supporting documentation.

4) Applicants should then pay for their challenge application - Payment must be paid in full and received by Banksia Foundation for the challenge application to be considered complete.

5) Application and submission document will then be assessed.

6) Entrants that proceed to the second round will be contacted for an online interview. Interview dates will be released to entrants at a later stage. A representative of the applicant must be available for an interview during this period. Failure to meet this requirement will preclude further advancement in the judging process.

7) The interview – selected judges will ask a series of questions. The aim is to gain a greater insight and provide entrants a greater opportunity to share more information about the initiative.

8) Winners will then be selected.

9) From here the winners will work with the SDG challenge sponsor to transform ideas into world-class products, services and solutions.
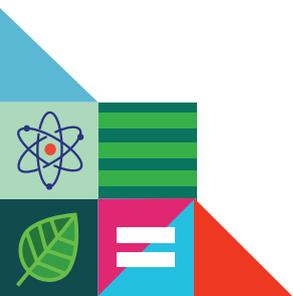
05 APPLICATION REQUIREMENTS AND OBLIGATIONS
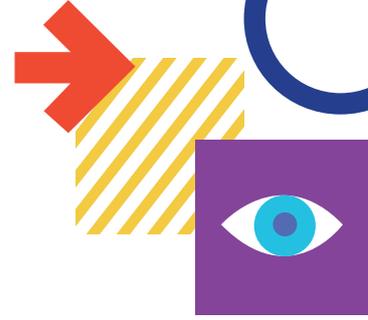
To complete your application the following elements are required:

The submission document - the applicant's written or visual response to the SDG Challenge

1. The submission can be in written or multimedia format.
2. This is the main part of the application that is assessed by the judges.
3. Applicants are encouraged to present their submission in an informative and engaging manner.
4. The inclusion of photos, graphics and tables are encouraged and use of headings are highly recommended.
5. Written applications must be saved as a PDF and uploaded to the online entry portal.
6. If utilising another method, when uploading the applicants must include links to multimedia files via Dropbox link or private Youtube link.

Payment - please note - entries that have not been paid in full by 29th October 2018 will be considered incomplete and will not be included for judging.

1. Application fees are to be paid to the account specified on the entry portal. Please forward your reference numbers onto office@banksiafdn.com as proof of payment and so that we can follow up on any issues.
2. Once payment is received, the applicant will be sent an email and tax receipt confirming their payment has been received.
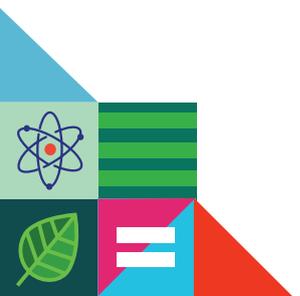
Entry Fees

Students: $10 plus GST
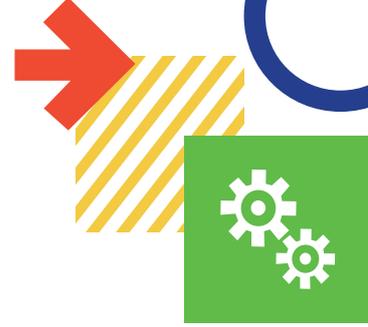
Individuals: $30 plus GST

Startups: $50 plus GST

Micro Business to Small Business (1-10 full-time employees): $ 75 plus GST

Medium Business (11-100 full time employees): $100 plus GST

Large Business (over 100 full time employees): $250 plus GST

Commuter Carpooling on Australian Toll Roads

A Banksia Ignite Challenge for Sustainable Development Goal 11 – Sustainable Cities and Communities

The challenge
How can we significantly increase the use of carpooling for toll road users – particularly commuters - to help make our cities and communities more sustainable?

Carpooling
Involves one or more non-related people sharing the use of a private motor vehicle. For the purposes of this Challenge we are limiting the focus to non-commercial carpooling arrangements for commuters using Australian toll roads.

Context
- The vast majority of employees still work in CBD locations and many (about 70%) drive in private motor vehicles to work – due to convenience, personal preference or other reasons (Source: ABS, 2016)
- About 90% of private motor vehicles have single occupants – i.e. just a driver (Source: ABS, 2016)
- Congestion on road networks is increasing as our major cities grow – especially in Melbourne, Sydney and Brisbane
- Transport-related costs – including road transport - are increasing across the board, contributing to financial stress for some households
- Residents in communities may not be aware that their neighbour, someone living in the same apartment block or on the next street or around the corner from them, work in the same building or close-by

The opportunity
A well-patronised and managed carpooling solution(s) will:

- Reduce congestion on toll roads – enhancing free-flow traffic conditions and reducing carbon emissions, travel times, stress and anxiety
- Reduce transport costs for carpooling participants
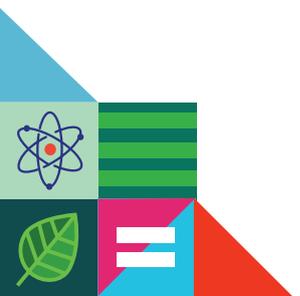
- Increase access to cost-effective transport solutions for vulnerable members of the community
- Enhance community cohesion by creating social connections and providing opportunities for relationship building
- Potentially provide one service in the patchwork of services that contribute to the 'mobility as a service' ecosystem

Contribution to the United Nations' Sustainable Development Goals (SDGs)

- The goal of SDG 11, Sustainable Cities and Communities, is to "make cities and human settlements inclusive, safe, resilient and sustainable."
- One of the specific targets for this goal, Target 11.2, states: "by 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons."
- Any solutions that increase carpooling will contribute to achieving this target and goal – notably by providing access to affordable and accessible transport systems.
- Carpooling solutions would also make positive contributions to other SDGs:
    Goal 1: No poverty
    Goal 8: Decent work and economic growth
    Goal 9: Industry, innovation and infrastructure
    Goal 12: Responsible consumption and production
    Goal 13: Climate action
    Goal 17: Partnerships for the Goals

When developing a solution, we recommend you consider these variables and potential barriers

- Platform – are there existing digital platforms that could be used/modified for this purpose or is a new bespoke platform needed? What type of functionality and customer experience are needed? Can the platform transparently manage costs for users?
- Pick-up and drop-off locations – flexibility, distance, transport to starting point of journey. Should there be pick-ups from passengers' homes or neutral locations?
- Cost sharing – how can costs of a trip be shared equitably and transparently? How can potential car-poolers understand the expected cost of a trip to help them decide whether a carpooling solution is the most effective means of travel? What costs need to be covered eg fuel, tolls, maintenance/registration/insurance. Does the cost vary according to the number of passengers?
- Integration with other transport modes – how could this be optimised?
- Insurance – would drivers need to allow for this activity and would premiums be increased?

- Etiquette – what behaviours would be agreed to for both drivers and passengers?
- Partnerships – are there opportunities to leverage scale to negotiate lower parking rates at destinations? Reduced vehicle service or purchasing costs?
- Vehicle types – how would these be accommodated? Can particular vehicle categories be encouraged – e.g.. electric, vehicles that accommodate people with mobility challenges? Should participants be able to choose a premium vehicle and pay more? Does a minimum standard need to be established?
- Could participants (passengers) be encouraged to report any road hazards that they see on their journey and improve road safety as a result?
- Consider how regular carpooling (with same driver and passenger(s)) can be established – this will enhance relationships and build comfort

Potential barriers:
- Convenience and flexibility – can a carpooling solution compete with existing and established alternatives?
- Personal safety for drivers - having others in the car may raise concerns about their personal security
- Personal safety for passengers – can the driver be trusted? Is the vehicle safe and well-maintained? Is the driver a safe and considerate driver?
- Personal comfort for drivers and passengers – is the vehicle clean, presentable and comfortable? Does a driver want a quiet commute and not have to interact with others?

When developing a solution your entry must address these factors
- Vehicle safety needs to be assured
- Solution not about creating profit for drivers – there are existing commercial providers addressing this opportunity
- Drivers need to have good driving record and carry a full unrestricted licence

Challenge details
Submissions will be accepted up to 29 October 2018. Judging will run until November with winners announced in December.

First prize will receive $15,000, with two runner-up prizes of $5,000 each.

Realisation
One or more of the solutions may be selected by Transurban to proceed to proof of concept and then potentially a pilot and implementation. In this situation, a success fee will be negotiated with the solution originator.

09 SUBMISSION QUESTIONS

The applicant may use the following questions to structure your submission. Judges will use your answers to assess your submission.

1) What are the key reasons for carpooling's lack of success in Australia (10%) – Max 250 words

2) Describe your overall solution to the Challenge (30%) – Max 250 words
- Outline your solution(s) in the following manner:
    a) Summarise your solution(s)
    b) Describe the key elements to your solution(s)
    c) Explain why your solution(s) will be successful and deliver a positive customer experience
    d) Identify the critical success factors for your solution(s)

3) Describe your responses to specific aspects of the Challenge (30%) – Max 250 words
- Provide a brief explanation about how your solution(s) will address the following:
    a) Equitable cost-sharing for participants
    b) Origin and destination management/scope
    c) Safety for all participants – including personal and vehicle safety
    d) Vehicle type(s) – e.g. car/van, general/premium
    e) Participant etiquette/rules
    f) Scalability – how will the solution respond to significantly increased demand over time?
    g) Promotion and marketing – what approach would be used to maximise uptake?

4) Provide a visual example of your overall solution, depicting the end-to-end experience for the relevant users/participants (10%) – Max 1 page

5) Describe your implementation strategy including cost and time frame to deliver the solution(s) (10%) – Max 100 words
- Explain how the solution(s) would be deployed, and identify expected costs and time frames

6) Outline the team(s) experience (10%) – Max 250 words
- Summarise the relevant experience of key team members
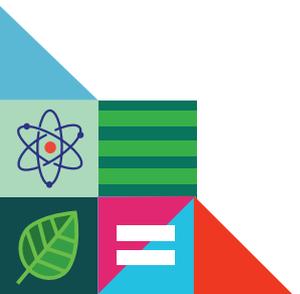
10 BENEFITS OF ENTERING

- A unique opportunity to work with Transurban in bringing ideas to life creating a platform to deliver world-class products, services and solutions
- Be mentored by professionals and leaders in the industry
- Build your network and advance relationships through industry experts that may help to advance your business activities going forward
- The process in itself is a powerful reflection tool putting the big picture to paper which will allow you to reflect on your achievements, explore all the elements of your work and generate a valuable asset that you can use time and time again
- Utilise the Banksia brand to further increase positive brand awareness. The Banksia brand is one of the most prestigious of its kind. Banksia has 30 years of history in the reward and recognition arena.
- You will be invited to attend and take part in all Banksia Ignite events such as Banksia Ignite at Vivid which is a great networking platform that will allow you to share your story to like minded businesses and individuals.
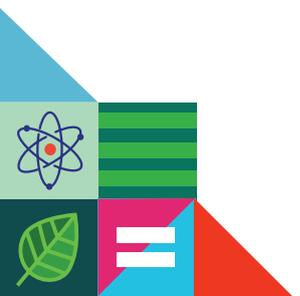
11 TERMS AND CONDITIONS

All entries for the 2018 Banksia Ignite can include relevant information that is pertinent to the entry.

1) This Challenge is being run by Banksia Ignite in partnership with Transurban.

2) By entering this Challenge, you accept these terms and conditions.

3) The terms of the Entry Kit form part of these terms and conditions.

4) The Challenge is open to all Individuals or organisations, other than persons described in section 1 above. Challenge applications may be submitted by individuals or teams.

5) There are no limits to the number of entries that may be submitted.

6) The entry must be your original work. By submitting your entry you represent that it does not infringe the intellectual property rights (including copyright) of any other person or organisation.

7) All entries must be full and complete at the time of entry. Challenge applications received after the closing date will not be accepted.

8) Challenge applications are not registered as submitted until payment has been received in full and all entry fees are non-refundable and are subject to GST within Australia.

9) Challenge applications will not be returned to entrants.

10) By entering this competition you agree to allow Banksia Ignite and Transurban to publish your Challenge application subject to attributing you as the author of the Challenge application.

11) The judging panel's decision is final and no correspondence will be entered into. You also must not make direct contact with members of the judging panel.

12) The organisation or individual entering the Challenge must not have been prosecuted for a violation of any environmental, social or commercial law in Australia or overseas in the past 2 years.

13) 2018 finalists must attend the 2019 Banksia Ignite Awards Presentation and have a representative present their entry at the Banksia Awards Finalists presentation prior to the Banksia Awards.

14) Banksia Ignite and Transurban accept no responsibility for challenge applications that are not received, delayed, incomplete or are lost due to a technical problem.

15) Banksia Ignite and Transurban reserve the right to cancel the Challenge if an insufficient number of entries has been received, the quality of challenge applications does not meet the criteria, or the challenge applications are deemed inappropriate for any reason. In these circumstances entry fees in these circumstances will be refunded.

16) Banksia Ignite and Transurban reserve the right to use challenge application photos and logos and any other relevant materials contained in the entries for the purpose of marketing or promoting the Challenge.
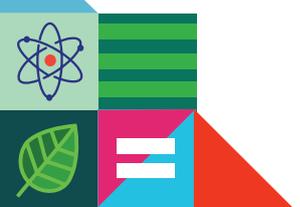
17) Banksia Ignite and Transurban will not be liable for any loss or damaged suffered by any person in relation to the Challenge.

18) Subject to terms [10] and [16] above, you will retain all intellectual property rights (including copyright) and moral rights in your entry. Transurban may approach you to negotiate commercial terms on which it will adapt your concept or proceed to implementation.

19) By entering this competition, you consent to Banksia Ignite and Transurban collecting your personal information for the purposes of facilitating the competition, including publishing the name of the Challenge winners and publically displaying your name(s) alongside your challenge application. Without this information, we may not be able to accept your challenge application and/or we may be unable to deliver your prize if you are a winner. Your personal information is managed in accordance with Transurban's Privacy Policy, which is available here.

20) This policy also provides further details about how you can access and correct your personal information, or lodge a complaint.

21) If a prize winner cannot be contacted for any reason, Banksia Ignite and Transurban reserve the right to award the prize to an alternate entrant.