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# **KEY MESSAGES**

**ABOUT THE CHALLENGE**

* **Schneider Electric** believes that energy is a basic human right and is dedicated to furthering mankind through new technologies. As a major player in Energy Management and Industrial Automation, Schneider Electric sees an urgent need for bold ideas that can re-shape a smarter and more sustainable future for both: the industry and the company.
* **Schneider Go Green**, together with **AVEVA**, are currently looking for **game changers** around the world who are daring to disrupt and to put skills to the test and push the boundaries of digital transformation in Energy Management.

“Applicationsopen **27th September 2020**, and close on **15 February 2022** for **Europe**. ”

**SCOPE**

**Audience:**

* Open to **Bachelor’s or Master’s students worldwide** (team members must be studying in the same country for the duration of the competition.)
* Ideally studying Business, Engineering, Marketing, and/or Innovation related studies, but open to students of all backgrounds
* In line with our [Diversity & Inclusion philosophy](https://gogreen.se.com/en/challenges/2022-north-america/pages/diversity?lang=en), your team must be gender diverse

**Geographical scope: Worldwide**, but students should take part in the challenge based on the location of the university that they’re currently enrolled in. The 7 regions are:

* Asia Pacific
* East Asia & Japan
* Greater China
* Greater India
* Middle East & Africa
* Europe
* North America
* South America

**Each region has its own individual platform.** Students should double check whether they are eligible for their chosen region, and register on the correct platform. This document is specifically designed for students from the **Europe** region.

**WHY APPLY?**

* **Grand Winner:** Global winners will be awarded a €10,000 Prize to be split equally among winning team members.
* **Global Finalists:** Pitch your innovative idea to Schneider Electric at the Virtual Global Finale with other regional finalists!
* **Regional Finalists:** Receive mentorship and consultation with Schneider Electric’s best experts to polish your proposals!
* **Job opportunities:** Win the chance to interview with Schneider Electric’s HR team and advance your career goals!
* **Free access to the Coorpacademy platform:** Get a 1-year subscription to the innovative online training platform as the grand winner, or access to their e-learning resources as a regional finalist!

**APPLICATION METHOD**

**Visit the challenge platform for Europe at** [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe)**,** click “**Participate”**, form a team of two students and submit your **CV** alongwith a **10-slide presentation**, addressing the following:

* What is your team’s problem statement?
* What is your solution?
* Why is your solution different?
* How will your solution work?
* Who is benefitting from your solution?
* Who is on your team?

## **EVENT LISTING**

With a global presence in over 100 countries, **Schneider Electric** is a leader in digital transformation of energy management and automation.

Over the past ten years, Schneider Electric has been on the lookout for bold and disruptive ideas in energy management through **Schneider Go Green**, one of the largest and most popular student innovation challenges on the globe, which had amassed **over 24,000 student participants** from around the world last year.

This year, **Schneider Go Green 2022** has returned with a wider variety of exciting themes for students to tackle worldwide! In collaboration with **AVEVA**, Schneider Electric is seeking game changing ideas that push the boundaries of digital transformation in Energy Management, and will pioneer innovative breakthroughs in this coming decade.

**So #WhatsYourBoldIdea?** Join us if you have interesting thoughts in revolutionising:

**1) Access to Energy**

Enable universal access to energy in an environmentally sustainable manner.

**2) Homes of the Future**

Can homes be smarter, more sustainable and incorporate new technologies?

**3) Supply Chain of the Future**

Apply IoT, AI, Machine Learning and more to the industries of the present or future!

**4) Grids of the Future**

Imagine the future of energy management and distribution!

**5) De[coding] the Future**

Envision future approaches to design, engineering and construction of assets and infrastructure.

**How to register for Schneider Go Green 2022?**

**Step one:**

Sign up on the main challenge platform here:[**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe)

**Step two:**

Choose **Europe** and click the “Participate” button to create or join your 2-4 member team. A friendly reminder that team members must be **located in the same region.** Check more details on our platform!

**Step three:**

Submit your **CV** and **a 10-slide presentation**.

**What is at stake?**

* **Grand Winner:** Global winners will be awarded a €10,000 Prize to be split equally among winning team members.
* **Global Finalists:** Pitch your innovative idea to Schneider Electric at the Virtual Global Finale with other regional finalists!
* **Regional Finalists:** Receive mentorship and consultation with Schneider Electric’s best experts to polish your proposals!
* **Job opportunities:** Win the chance to interview with Schneider Electric’s HR team and advance your career goals!
* **Free access to the Coorpacademy platform:** Get a 1-year subscription to the innovative online training platform as the grand winner, or access to their e-learning resources as a regional finalist!

Application deadline (Europe)**: 15 February 2022**

Regional Finals: **April 2022**

Virtual Global Finals: **June 2022** (Selected regional finalists)

**Sign up now** and join usin paving the future for energy management and automation!

**So #WhatsYourBoldIdea?**

**[APPLY NOW]**

## **CAMPAIGN POSTS**

Feel free to share ongoing **Schneider Go Green 2022 - A Global Student Competition**

posts made by Agorize on [LinkedIn](https://www.linkedin.com/company/agorize/).

# **SAMPLE SOCIAL MEDIA POSTS**

The following sample social media messages will be used by Agorize to promote the challenge over the course of the challenge promotion, from **27th September 2020** until applications close on **15 February 2021**. Please feel free to make any adjustments you see fit when you share it on your own social media accounts..

In addition to these social media messages, we have linked graphics and/or video assets further below for you to amplify the challenge over the course of the challenge promotion.

**Note:**

1. *We will customise the links based on the specific channels, which will allow us to track where the traffic is coming from. If you are to share this communication toolkit with a third party,* ***please do request for a specific link from us****.*

**Applications Open**



Over the past ten years, Schneider Electric has been on the lookout for bold and disruptive ideas in energy management. ⚡

This year, in collaboration with AVEVA, Schneider Go Green 2022 has returned with a wider variety of exciting themes for students to tackle worldwide! 🍀 Join us if you are a university student (in Engineering, Business, Physics, etc.) with an interest in revolutionising:

🤝 Access to Energy

Enable universal access to energy in an environmentally sustainable manner.

🏠 Homes of the Future

Can homes be smarter, more sustainable and incorporate new technologies?

🌱 Supply Chain of the Future

Apply IoT, AI, Machine Learning and more to the industries of the present or future!

☀️ Grids of the Future

Imagine the future of energy management and distribution!

🏗️ De[coding] the Future

Envision future approaches to design, engineering and construction of assets and infrastructure.

Seize this opportunity to present your bold ideas and:

- Pitch to Schneider Electric's top management at the Virtual Global Finale

- Receive mentorship from Schneider Electric’s best experts

- Win a €10,000 Prize

- Interview with Schneider Electric’s HR team for job opportunities

- Free subscription to the Coorpacademy platform to support your e-learning

So#WhatsYourBoldIdea? Join the Europe Region here at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) according to your university's location! 🌏



Are you a university student in Engineering, Business, Physics or others? Show us your bold and disruptive technological ideas in Schneider Go Green 2022 and tackle new and exciting themes in energy management, including:

🤝 Access to Energy

Enable universal access to energy in an environmentally sustainable manner.

🏠 Homes of the Future

Can homes be smarter, more sustainable and incorporate new technologies?

🌱 Supply Chain of the Future

Apply IoT, AI, Machine Learning and more to the industries of the present or future!

☀️ Grids of the Future

Imagine the future of energy management and distribution!

🏗️ De[coding] the Future

Envision future approaches to design, engineering and construction of assets and infrastructure.

Pitch to Schneider Electric's top management at the Virtual Global Finals, receive mentorship from Schneider Electric’s best experts, win a €10,000 Prize as the grand winner, win free e-learning resources, and interview with Schneider Electric’s HR team for amazing job opportunities!

So #WhatsYourBoldIdea? Join your regional challenge now at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) according to your university's location! 🌏



As one of the largest and most popular student innovation challenges around the globe, Schneider Go Green is back with a wider variety of exciting themes! 🤩Submit your most innovative ideas in one of the following categories:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️ De[coding] the Future

Pitch to Schneider Electric's top management at the Virtual Global Finale, receive mentorship from Schneider Electric’s best experts, win a €10,000 Prize as the grand winner, win free e-learning resources, and interview with Schneider Electric’s HR team for amazing job opportunities!

So#WhatsYourBoldIdea? Click the link in bio and enter the regional challenge! 🌏



Schneider Go Green 2022 is back with more exciting themes in the digital transformation of energy management and automation! Students, join a team of two and submit your idea to win a trip to a major city, a job at Schneider Electric and many more: [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe)

**Reminder**



Schneider Electric has been sourcing bold ideas that can re-shape a smarter and more sustainable future.🍀For the 2022 edition, in collaboration with AVEVA, Schneider Go Green is open with a wider variety of exciting themes for students to tackle worldwide! ✍️

Don't miss this chance to join one of the largest and most popular student innovation challenges in the world. ⚡Submit your idea in one of the following categories:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️ De[coding] the Future

🏆What are the prizes at stake? 👇

- Pitch to Schneider Electric's top management at the Virtual Global Finale

- Receive mentorship from Schneider Electric’s best experts

- Win a €10,000 Prize as the grand winner

- Interview with Schneider Electric’s HR team for job opportunities

- Free subscription to the Coorpacademy platform to support your e-learning

Want to learn more about the challenge details & timeline? Click [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) and join your regional challenge based on your university's location! 🌏



Schneider Go Green, in collaboration with AVEVA, is currently looking for game changers around the world 🌏 If you are a university student with an innovative idea in the digitization of energy management and automation⚡, we are waiting for you to join us now! Take part in one of the below categories:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️De[coding] the Future

Receive mentorship from Schneider Electric’s best experts 🤓👍, win the regional finals & pitch to Schneider Electric's top management at the Virtual Global Finale🎤, win a €10,000 Prize as the grand winner💰, win free e-learning resources, and interview with Schneider Electric’s HR team for amazing job opportunities! 👔

Visit our platform now at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe), join your regional challenge based on your university's location 🌏and submit a 10-slide presentation along with your CV to our platform 📝!

## **Final Call**



⏲Time is running out for Schneider Go Green 2022 applications! 🍀Why haven’t you signed up for the largest student innovation challenge in the world yet? 🧐

Receive mentorship from Schneider Electric’s best experts 🤓👍, win the regional finals & pitch to Schneider Electric's top management at the Virtual Global Finals🎤, win a €10,000 Prize as the grand winner💰, win free e-learning resources, and interview with Schneider Electric’s HR team for amazing job opportunities! 👔

Themes you can tackle:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️ De[coding] the Future

Upcoming deadlines for regions:

Europe: **15 February, 2022**

North America: **30 November 2021**

Middle East & Africa: **15 February 2022**

Greater India: **18 February 2022**

Greater China: **1 March 2022**

Asia Pacific: **31 March 2022**

South America: **10 March 2022**

East Asia & Japan: **14 February 2022**

Check out more information on our website here at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) and join your regional challenge based on your university's location 🌏

Take part in your regional challenge now! 😊



⏲️[NUMBER] days left until the first application deadline for Schneider Go Green 2022! 🍀Have you still not signed up for the largest student innovation challenge on the globe yet? 🧐

Win a €10,000 Prize as the grand winner💰, present your disruptive idea to Schneider Electric's top management, receive mentorship from their top experts 👍, win free e-learning resources, and kickstart your career by getting an opportunity to interview for job opportunities! 👔

Themes you can tackle:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️ De[coding] the Future

Upcoming deadlines for regions:

Europe: **15 February, 2022**

North America: **30 November 2021**

Middle East & Africa: **15 February 2022**

Greater India: **18 February 2022**

Greater China: **1 March 2022**

Asia Pacific: **31 March 2022**

South America: **10 March 2022**

East Asia & Japan: **14 February 2022**

Join your regional challenge based on your university's location!

## **Region-specific Final Call**



Calling for students in [REGION]! Have you applied for Schneider Go Green 2022?

Deadline for the Europe Regional challenge will be closing in [NUMBER] days. Sign up now at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) or you may lose the chance to:

- Receive mentorship from Schneider Electric’s best experts 🤓👍

- Pitch to Schneider Electric's top management at the Virtual Global Finale🎤

- Win a €10,000 Prize as the grand winner💰

- Interview with Schneider Electric’s HR team and kickstart your career 👔

- Free subscription to the Coorpacademy platform to support your e-learning 🤝‍

Themes you can tackle:

🤝 Access to Energy

🏠 Homes of the Future

🌱 Supply Chain of the Future

☀️ Grids of the Future

🏗️ De[coding] the Future

Register on our website here at [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe) simply by submitting your CV along with a 10-slide presentation 📝 in a 2-4-person team.

We can’t wait to see you at Schneider Go Green 2022! 🤩

# **SOCIAL MEDIA ONLINE ADVERTISEMENT**

1. Schneider Go Green has returned for its 2022 edition! Join us and win a trip to a major city, consideration for job interviews at Schneider Electric and more!
2. Schneider Electric is looking for bold ideas from students that can re-shape a smarter and more sustainable future. Submit yours now at Schneider Go Green 2022!
3. Are you a student who has innovative and disruptive ideas for energy management and automation? Be a part of Schneider Go Green 2022 now!
4. One of the world’s biggest student innovation competitions, Schneider Go Green, is back for its 2022 edition! Join today to compete for mentorship and a free trip to visit one of Schneider’s innovation hubs!
5. Schneider Go Green Challenge is back stronger for its 12th year and calling for your perspectives on sustainable energy management. Register now!
6. Schneider Electric, partnering with AVEVA, is looking for your innovative solution in sustainable energy management, with an exclusive offer of a free trip to cities worldwide!
7. Are you a student with bold and innovative ideas in mind? Join Schneider Go Green 2022 to get mentored by experts and pitch your solution to Schneider Electric’s management!
8. Back this year with more diversified challenge topics, Schneider Go Green 2022 is open for applications. Register in just a few clicks!

# **EMAIL TEMPLATE**

**Email to Professors**

Dear [Contact],

Greetings! This is [Name] from Agorize, an open innovation platform that bridges students from partner schools to international companies, giving students practical experience and propelling their professional development.

I am writing on behalf of **Schneider Electric and AVEVA** to invite your students to participate in our challenge, **"Schneider Go Green 2022”**, one of the world’s biggest global student innovation competitions. This is the 12th year and we are looking for more diverse, disruptive and game-changing technologies for the future. This year’s themes feature:

1. **Access to Energy**: Enable universal access to energy in an environmentally sustainable manner.
2. **Homes of the Future**: Probe into smart home technologies for immersive, user-friendly experience and sustainable energy consumption
3. **Supply Chain of the future**: Design digital solutions to improve industrial practices with the incorporation of IoT, Machine Learning and more
4. **Grids of the future**: Imagine the future of energy management and distribution to cope with rising energy demand and extreme weather
5. **De[coding] the future**: Envision future approaches to design, engineering and construction of assets and infrastructure.

**Schneider Electric and AVEVA** are excited to tap into the fresh perspectives from young minds that can reshape energy management and automation worldwide.

To participate in this challenge, students can register on our open innovation platform and submit their solutions in teams of 2-4 people.

By participating in this competition, students will have the opportunity to receive :

* Consideration for an HR interview at Schneider Electrics
* Personalised Mentorship from Schneider Electric’s best experts
* Networking opportunities with global student innovators
* Pitch to Schneider Electric's top management at the Virtual Global Finale
* Win a €10,000 Prize as the grand winner
* Free subscription to the Coorpacademy platform to support your e-learning

It would be great if you could help us to spread the news or let us host an online information session of this challenge, to further your students’ awareness and understanding of this challenge,

Please let me know if you have any questions, and we would love to discuss the details with you!

Thank you so much for your time, have a great and safe week ahead!

Best regards,

[Name]

[Signature]

**Email to Students**

Hello [Contact],

**Schneider Go Green 2022 is now OPEN for applications!**

**Schneider Go Green Challenge** is running for its 12th year and calling for more diversified, disruptive and game-changing technologies for the future. This year takes on the perspectives and ideas that promote business digitalization, sustainability and energy efficiency by building new solutions addressing five topics:

1. **Access to Energy**: Enable universal access to energy in an environmentally sustainable manner.
2. **Homes of the Future**: Probe into smart home technologies for immersive, user-friendly experience and sustainable energy consumption
3. **Supply Chain of the future**: Design digital solutions to improve industrial practices with the incorporation of IoT, Machine Learning and more
4. **Grids of the future**: Imagine the future of energy management and distribution to cope with rising energy demand and extreme weather
5. **De[coding] the future**: Envision future approaches to design, engineering and construction of assets and infrastructure.

By participating in this competition, you could receive :

* Consideration for an HR interview at Schneider Electrics
* Personalised Mentorship from Schneider Electric’s best experts
* Networking opportunities with global student innovators
* Pitch to Schneider Electric's top management at the Virtual Global Finale
* Win a €10,000 Prize as the grand winner
* Free subscription to the Coorpacademy platform to support your e-learning

Are you a change-maker and innovator who is eager to bring universal access to energy in a cleaner, more efficient way through the power of technology and innovation? Form a team and join us online. We cannot wait to have you onboard and build with us! [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe)

Best regards,

[Name]

[Signature]

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Check out **Schneider Go Green 2021** Highlights.

# **LINKEDIN MESSAGE**

Hello #firstName#, I want to share with you Schneider Go Green 2022 where you can showcase your ideas of smart energy management, receive exclusive mentorship from the best industry experts and win a free trip to major cities!! For more details and to register, check out [**https://bit.ly/GG22\_Europe**](https://bit.ly/GG22_Europe)

# **IMAGE LIBRARY**

# Instagram *Download Images* [*here*](https://drive.google.com/file/d/1ujUXOtuEyzb4jgKuvEUjU1fu4f3Y6Jc9/view?usp=sharing)*.*

 Facebook*Download Images* [*here*](https://drive.google.com/file/d/1lZX994et5DluLQMQmb68Tbd54JVxLK_x/view?usp=sharing)*.*

 LinkedIn *Download Images* [*here*](https://drive.google.com/file/d/1pxtN4TaftLF_erCeNybSEIGGZTDzN7mZ/view?usp=sharing)*.*

 Twitter *Download Images* [*here*](https://drive.google.com/file/d/1idRhCrP7eoA3nxaLnJGuHMGWdujVp9h4/view?usp=sharing)*.*

For a plain wide **banner** (i.e. email banner images), [visit this link](https://drive.google.com/file/d/1fLcRxPv636S7IHGcvi_scbYHiRMEPCKM/view?usp=sharing).

# **RELEVANT TAGS & LINKS**

Website:

<https://gogreen.se.com/en>

<https://gogreen.schneider-electric.cn>

Person in Charge (Communication): Rice Tong (Community Manager)

Email: manon@agorize.com

***Available Hashtags:***

#GoGreen2022 #SchneiderElectric #StudentChallenge #Energy