



To whom it may concern

November 2<sup>nd</sup>, 2016  
Revised July 10<sup>th</sup>, 2017

## **Plan for guidelines for applicants of "EV Mobility Design Contest for International Students 2017"**

The Association for the Promotion of Electric Vehicles (APEV) is pleased to announce the launch of "EV Mobility Design Contest for International Students 2017."

Since 2013, APEV has organized "EV Super Micro Mobility Design Contest for International Students" in conjunction with the Tokyo Motor Show. In 2017 the target is not restricted to the super micro mobility but expanded to electric vehicles in general.

Furthermore, APEV would like to show the concept and scheme of the mobility society in the future and new approaches to the environment issues, with the creativity and planning ability for the designs. APEV looks forward to many applications.

### **Contest Overview**

1. **Title** "EV Mobility Design Contest for International Students 2017"
2. **Objectives** To foster students who will lead the next generation, through designing electric vehicles with a broad range of possibilities.
3. **Organizations**
  - Host: The Association for the Promotion of Electric Vehicles (APEV)
  - Supporters: ( in alphabetical order)
    - Graduate School of Interdisciplinary Information Studies, University of Tokyo
    - Japan Automobile Manufacturers Association, Inc. (JAMA)
    - Ministry of Economy, Trade and Industry of Japan
    - Ministry of Land, Infrastructure, Transport and Tourism of Japan
    - Ministry of the Environment of Japan
  - Sponsors: Companies
    - ◇ Confirmed for the first round
      - Benesse Holdings, Inc.
      - Honda R&D Co., Ltd.

- IHI Transport Machinery Co., Ltd.
- Nissan Motor Co., Ltd.
- NTN Corporation
- Renesas Electronics Corporation
- Yamaha Motor Co., Ltd.
- ◇ Confirmed for the second round
  - Bosch Corporation
  - Car Design Academy
  - Marubeni Information Systems Co., Ltd.
  - Mitsubishi Chemical Corporation
  - Tools International Corporation

#### 4. **EV Design Contest Committee**

- Chairperson: Toshio Yamashita (APEV Commissioner & CEO of INTERROBANG DESIGN INC.& Visiting Professor at Tokyo Metropolitan University)
- Vice-Chairperson: Hitoshi Arima (APEV Commissioner & President of Arima Management Design, Ltd. & Chairman of Yokohama Smart Community)
- Secretariat: The Association for the Promotion of Electric Vehicles (APEV)

#### 5. **Screening Committee**

- Head: Shiro Nakamura (Ex-Senior Vice President, CCO, Nissan Motor Co., Ltd.)
- Members:
  - Akihiro Nagaya (Executive Officer, Chief General Manager, Design Center, Yamaha Motor Co., Ltd.)
  - Ken Okuyama (Industrial Designer & CEO, Ken Okuyama Design)
  - Patrick le Quément (Industrial designer & Ex-Senior Vice President of Corporate design, Renault)
  - Tadao Ando (Architect & Professor Emeritus, University of Tokyo)
  - Zhang, Fan (Vice President, Head of Design Guangzhou Automobile Group Co., Ltd.)
  - Shigeaki Tanaka (Deputy Director-General, Manufacturing Industries Bureau Ministry of Economy, Trade and Industry)
  - Masayuki Shima (Senior Deputy Director-General, Road Transport Bureau Ministry of Land, Infrastructure, Transport and Tourism)
  - Nobuhiro Tajima (Chief Commissioner, APEV)

#### 6. **Assignment and screening**

Assignment: To propose a design of the future mobility which maximize the potential of zero-emission EV and to show the ways how such future mobility will be involved in the society.

- 1) First screening (About 20 teams will be selected.)
  - ◇ The following two points will be evaluated:

① Explain your proposal considering real-life situation in (1) user (2) infrastructure (3) packaging (4) practicality of the new technology by articles, with figures and graphs as necessary.

English proposal can have a maximum of 1500 words, and the maximum is 3000 words when adding Japanese. The proposal should be summarized in up to three A3 sheets.

② Sketches up to three A3 sheets including use situation, by handwriting or in a CAD file.

It is not necessary to sketch driver's seat or inside the vehicles. However, please include them if it is necessary for explaining the concept of design.

○ Save ① and ② as PDF. The maximum file size limit is 10MB.

Handwriting must be scanned and saved as PDF.

○ All works must be submitted by e-mail to the following address: [contest@apev.jp](mailto:contest@apev.jp)

The submission deadline is on May 31st 18:00 (GMT+9:00). We do not accept any submission by mail or courier service.

✧ Teams which pass the first screening will be endowed with the right to participate in Workshop 1.

## 2) Second screening (About 6 finalists will be selected.)

✧ The following two points will be evaluated:

① Same as the first screening (see above)

② 2D and 3D data of the sketch including the usage scene.

✧ Teams which pass the second screening will be endowed with the right to participate in Workshop 2.

\*1: Exterior must be included in the sketch but interior is an option.

3) Once the finalists are nominated, they shall create a poster (B1 size), by the time of award ceremony. The poster should describe "users, infrastructure, packaging, and the practicality of the new technology of the future mobility," based on the digital data of EV presented in the first screening.

## 4) Final screening and award ceremony

All the finalists will have a 5-minute Powerpoint presentation of their work at the award ceremony to be held in the Tokyo Motor Show Symposium 2017. This presentation will affect the final screening to choose the winners, including Grand Prix.

★ Tokyo Motor Show: October 28 (Sat)-November 5 (Sun)

/ Press days October 25th (Wed) and 26th (Thu)

## 5) Exhibition of the finalists' works

All the finalists will have poster presentation in the Tokyo Motor Show Symposium 2017.

## 7. Participation

- 1) Participants shall be students and 18 years old or older as of April 2017. They can form a team of two or more members up to six. The types of the school do not matter and multiple teams from one school are also accepted.
- 2) Participants are requested to register on designated social networking services (SNS) so that they can respond to all forms of guidance from the sponsors in a timely manner.
- 3) Participants in the contest shall require the approval and instructions of the professors or instructors from the school.
- 4) Participants shall agree with Item 11 "Terms and condition" and Item 12 "Privacy policy".
- 5) The language to be used for the works and communication is English but participants' native languages can be included in their works.
- 6) Entree is free of charge.

## 8. Criteria

- 1) Originality: Ideas shall show the originality with clear and feasible concepts.
  - 2) Design: Design shall be reflecting the era and society.
  - 3) Presentation: Presentation shall be expressive and convincing.
- ★ Works must be original and previously unpublished.

## 9. Awards To be given to the finalists

- 1) Grand Prix (1 team), with 200 thousand yen as a supplementary prize
- 2) METI (Ministry of Economy, Trade and Industry) Minister Award (1 team), with 100 thousand yen as a supplementary prize
- 3) MLIT (Ministry of Land, Infrastructure, Transport and Tourism) Minister Award (1 team), with 100 thousand yen as a supplementary prize
- 4) Company Award (several teams), official names and supplementary prizes will be decided by supporting companies.
- 5) Opportunity to present works in the Tokyo Motor Show Symposium 2017.  
(Exhibition and presentation at the ceremony award)
- 6) Trophy
- 7) Appearance on the booklet of works in contest 2017.

## 10. Schedule

- End-October 2016: Announcement of the application guidelines
- November 23<sup>rd</sup> (Wed): Car design workshop in Tokyo
- January 19th 2017: Announcement of the screening committee members and start of accepting applications
- May 12th 2017: Deadline for entries
- May 31st 2017: Deadline for the work for the first screening
- June 12th 2017: Announcement of the first screening results

- End-June 2017: Workshop 1 @Tokyo
  - August 14th 2017: Deadline for the work for the second screening
  - September 1st 2017: Announcement of the second screening results
  - End- September 2017: Workshop 2 @Tokyo
  - End-October to Early-November 2017: Final screening and award ceremony in the Tokyo Motor Show Symposium 2017.
  - February to March 2018: Final report meeting
- (The schedule is subject to change without notice.)

## **11. Terms and conditions**

- Submissions which defy public order and/or standards of decency, comprise slanderous statements, and/or infringe the rights or benefits of others, will not be included in the selection. Should such problems come to light even after the award ceremony, the works involved will still be eliminated.
- Entering submitted work simultaneously into any other contest is forbidden. In addition, teams must obtain confirmation from APEV before sharing their progress with other organizations after having made their entry.
- The materials submitted will not be returned. Teams are therefore advised to keep a copy for their own use, if necessary.
- Participants shall bear the full expenses for the design production and application.
- Regardless of which submissions are awarded, all of the intellectual property rights, such as those of visual ideas, design patents, feasible new ideas, trademarks, etc. of all participants' work will be shared with APEV. Both their implementation and use will also, in turn, require approval from APEV.
- Upon entry, participants are advised to take appropriate action independently, such as organizing rights protection, if deemed necessary. APEV will not be liable for any problem involving third parties. Participants shall seek solutions themselves at their own costs, if problems occur.
- APEV reserves the right to feature awarded works in exhibitions, websites, and media that the organization publishes. APEV will also provide information concerning awarded works to the media at press conferences.
- Should participants' designs be realized or commercialized, their creators will be obliged to discuss copyright, terms of implementation, use, and any other rights of their work with the manufacturers and/or sponsors involved. APEV may act as an intermediary in this consultation.
- Should participants' designs be realized or commercialized, their creators may be asked to express their involvement with the contest.
- Names, ages, careers, etc. of the winner(s) will be released in print, on the internet, and to the press.
- Participants are requested to bear in mind that their work and comments may be used for further research purposes.

## 12. **Privacy policy**

All of the personal information provided by the participants will be used only to the extent necessary for the purposes below. The Design Contest Committee will also treat participants' information with the greatest care, and will work to prevent it from being leaked or falsified.

1. To inform participants of screening results
2. To provide participants with new information about the contest
3. To make inquiries to participants about their works

### ★Contact

Gen Yasujima EV Design Contest Secretary-General  
Association for the Promotion of Electric Vehicles (APEV)  
Address: FUKUTAKE HALL THE UNIVERSITY OF TOKYO  
7-3-1 Hongo, Bunkyo-ku, Tokyo 113-0033 JAPAN  
Tel: +81-50-3736-8325 FAX: +81-50-3153-2686  
E-mail : [contest@apev.jp](mailto:contest@apev.jp) Web site: <http://www.apev.jp/contest/en/>